

How Do You Feel, Lewisville?

Results of the 2023 Resident Satisfaction Survey

About the 2021 Resident Satisfaction Survey

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- Conducted exclusively online.
- An “opt-in” survey sacrifices the scientific validity of a random-sample survey in favor of quantity of responses.
- 26 questions, including two first-time questions.
- No open-ended questions due to size and scope of the survey (most of our telephone surveys and smaller online surveys accept comments).
- Survey ran August 28-September 11
- 929 responses received (most since the 2018 survey).

Why the survey methodology matters

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- Industry data shows that online survey responses tend more toward the positive and negative extremes and trend 3-6 points lower than comparable telephone surveys.
- Opt-in surveys often do not reflect the actual demographics of the targeted community:
 - Our survey saw significant variances from actual demographics in the areas of tenure of residency, age, living arrangements, ZIP code, and race.
 - Overall, our survey respondents were older, more-tenured, whiter, and more likely to live in an owner-occupied home west of IH-35E than the overall Lewisville population.
- Industry data also shows that online survey results tend to be more heavily influenced by social media activity.

What was the overall survey sentiment?

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- In general, survey results were slightly lower than in the 2021 online survey but very comparable to results of the 2018 online survey (mostly within the statistical margin).
- Respondents who have lived in Lewisville longer tended to have slightly less positive impressions than newer residents, especially when asked to assess change over time or when reporting their sense of safety.
- Respondents in the 75056 and 75077 ZIP codes were generally more positive in their perceptions than those in the 75057 and 75067 ZIP codes.
- Black, Latino, and Asian respondents were slightly less positive in some areas, but very comparable overall.

Statistical margin is the potential difference between survey results and actual sentiment (sometimes called the "error rate"). Opt-in online surveys such as ours often are seen as having a statistical margin between 4 and 6 percentage points. We use 4.5 as our standard.

Who took the survey?

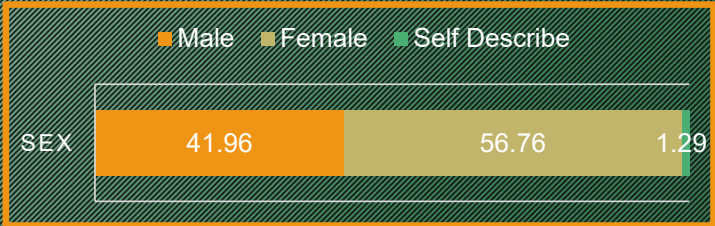
- Survey respondents were older, longer-tenured homeowners as compared to citywide demographics.
- Residents living east of Interstate 35E are significantly under-represented in the survey results, but slightly improved since the annexation of Castle Hills).
- Renters are heavily under-represented (representing 5.5 percent of responses).
- Families with school-aged children at home are somewhat under-represented.

Home ZIP Code	
75057	14.47%
75067	52.50%
75077	26.12%
75056	6.91%

Children at Home	
No children	74.22%
Under age 6	9.90%
Ages 7-12	10.42%
Ages 13-18	12.37%

Length of Residence	
<1 year	2.44%
1-3 years	14.12%
4-6 years	10.27%
7-9 years	9.37%
10-20 years	21.57%
>20 years	42.23%

Age	
18-24	0.65%
25-34	9.08%
35-44	17.12%
45-54	21.92%
55-64	23.22%
65-plus	28.15%



The “report card” grade for 2023

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- Each survey since 2014 has asked respondents to rate their general satisfaction with life in Lewisville.
- “Very Satisfied” and “Somewhat Satisfied” responses are combined to calculate a “Satisfaction Rating.”
- This rating gives a broad overall indicator of resident sentiment.
- Our goal in each survey is to attain 90 percent general satisfaction and 25 percent positive intensity.

2023 Satisfaction Rating

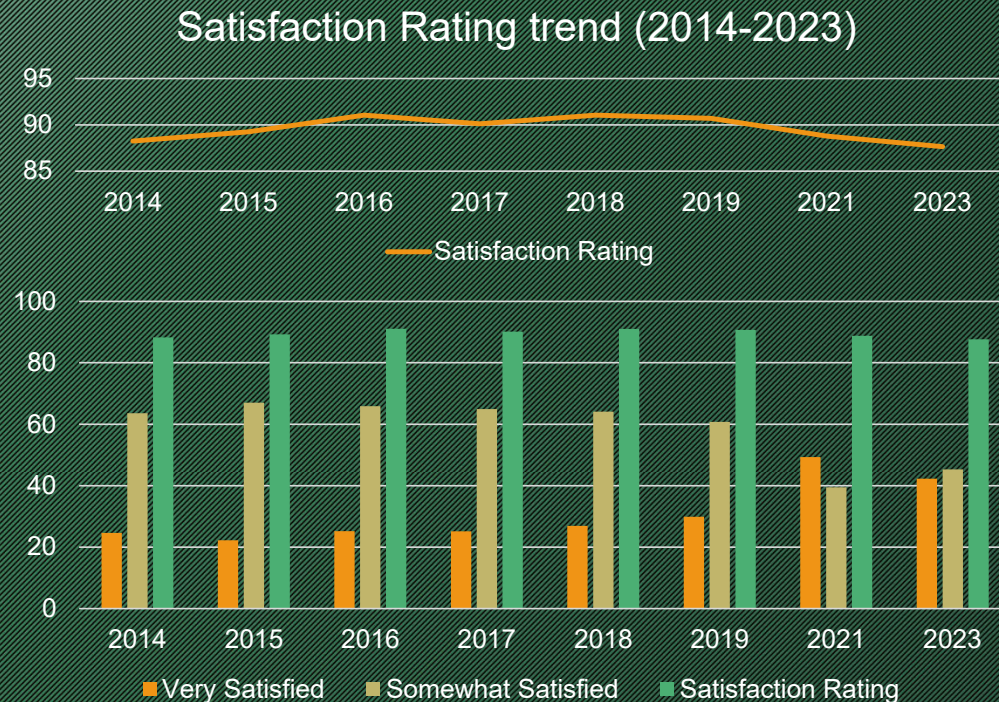
87.64



The “report card” grade for 2023

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- The Satisfaction Rating in 2023 was 87.64 percent, about one point lower than in 2021.
- The overall trend is very stable, ranging from 87.64 percent (2023) to 91.04 percent (2018) within the expected statistical margin of 4.5 percentage points.
- “Very Satisfied” ratings were given by 42.30 percent of respondents, down about seven points from last year, the first, showing a shift to “somewhat satisfied” responses.



The random-sample phone survey conducted in 2022 produced a Satisfaction Rating of 95 percent.

The “refer-a-friend” grade for 2023

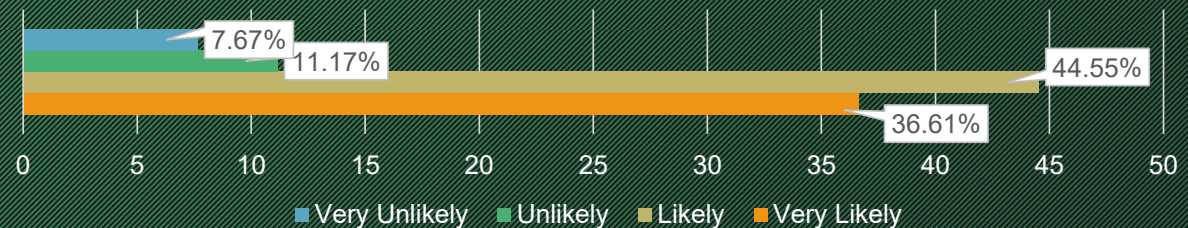
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- Each survey since 2014 has asked respondents whether they would recommend that a friend or relative live in Lewisville.
- “Very Likely” and “Likely” responses are combined to calculate an “Endorsement Rating.”
- Our goal in each survey is to attain 80 percent general satisfaction and 40 percent positive intensity.

2023 Endorsement Rating

81.16

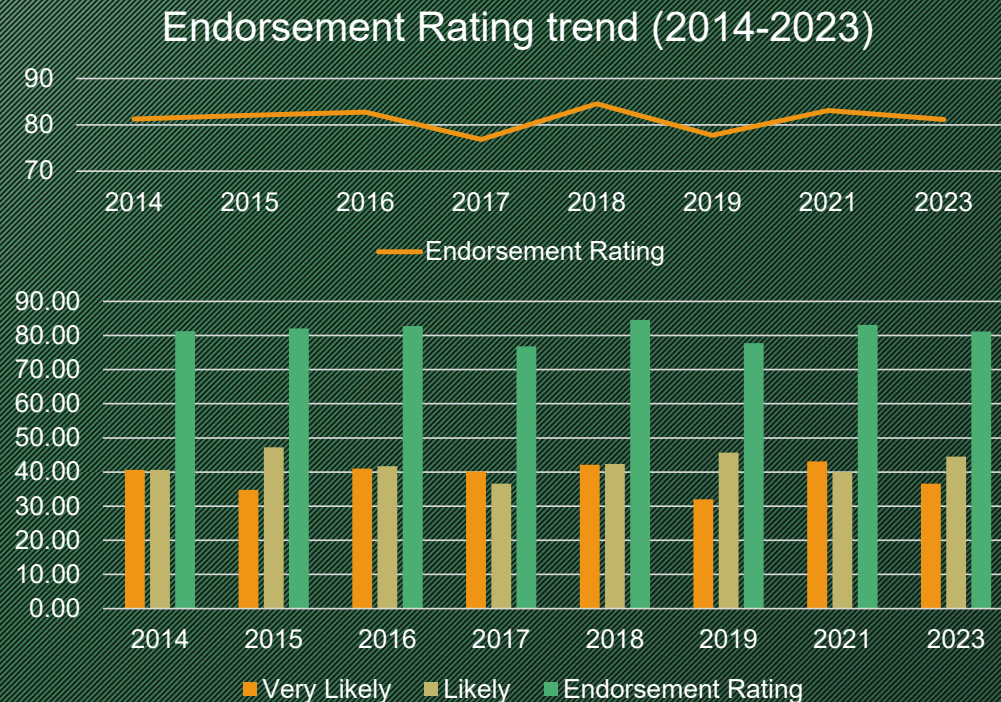
If a friend or relative were considering a move to the North Texas area, how likely would you be to encourage them to consider Lewisville?



The “refer-a-friend” grade for 2023

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- The Endorsement Rating in 2023 was 81.16 percent, about two points lower than in 2021.
- The overall trend is stable, moving from 81.26 percent in 2014 to 81.16 percent this year.
- The rating has been as low as 76.82 percent (2017) and as high as 84.55 percent (2018).

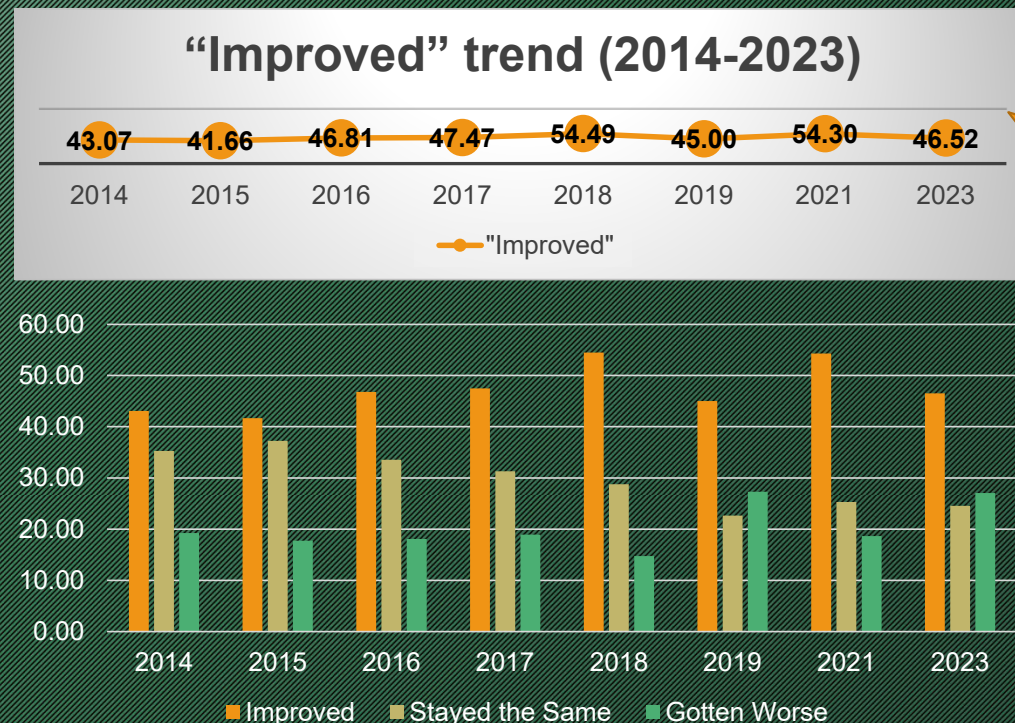


The random-sample phone survey conducted in 2022 produced an Endorsement Rating of 90 percent.

The “improvement” grade for 2023

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- Each survey since 2014 has asked respondents whether Lewisville has improved, stayed the same, or gotten worse during the time they have lived here.
- Results in the 2023 survey showed that nearly half (46.52 percent) of respondents reported perceived improvement.
- The long-term trend has shown movement from toward the positive and negative extremes.
- This score is used, in part, to measure the effectiveness and public perception related to the Lewisville 2025 vision plan.



The random-sample phone survey conducted in 2022 produced an “Improved” result of 52 percent.

The “pocketbook” grade for 2023

- Each survey since 2014 has asked respondents how satisfied they are with city services received in return for city property tax paid.
- “Very Satisfied” and “Somewhat Satisfied” responses are combined to calculate a satisfaction rating.
- Positive intensity of 25.64 percent was higher than any prior survey year except 2021 (29.72 percent) and twice what it was in the 2019 survey (12.67 percent).
- Our goal in each survey is to attain 80 percent general satisfaction and 20 percent positive intensity.



Satisfaction Rating trend (2014-2023)



The “safety” grade for 2023

- Each survey since 2014 has asked respondents how safe or unsafe they feel in different areas; the list of categories was expanded in 2017 and 2019 to add locations and compare daytime to night.
- When asked how safe they feel in Lewisville as a whole, the “Very Satisfied” and “Somewhat Satisfied” responses produce a satisfaction rating of 92.39.
- Positive intensity was 37.35 percent, down significantly from an all-time high of 60.38 percent in the 2021 survey.
- The overall safety rating has increased 12 points since 2017.

2023 Satisfaction Rating
92.39

Satisfaction Rating trend (2017-2023)



The “safety” grade for 2023

- Survey respondents reported feeling most safe in Old Town, their own neighborhood, city festivals, and LISD functions.
- Perceived safety during the day was between 18 and 32 points higher than at night.
- Responses to this question are believed to show influence from social media conversations, a common factor for online surveys.
- Our goal is to reach and maintain 90 percent in each daytime category (achieve in four of five categories), and 80 percent in each nighttime category (not achieved in any category).



75.03
Lewisille parks

89.82
Lewisille events

89.88
LISD functions

How are survey results used?

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- Results are compared to previous surveys (since 2014) to look for trends or statistically significant changes.
- Downward trends over multiple survey years can indicate a growing public concern.
- A large one-time change in a particular result could show an emerging public concern or could be due to external factors (such as major news stories).
- Department directors receive the full survey results, with a special emphasis on their operations.
- Recommendations can include procedural changes, training programs, or budget requests.
- Survey results also are used as performance measures.

Some overall survey impressions

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- Cross-tabulations of all results showed some trends:
 - People who reported lower feelings of safety, especially in commercial areas, gave lower marks throughout the survey.
 - People who reported lower satisfaction with the appearance of the city, especially related to trash and litter, gave lower marks throughout the survey.
 - People who reported some sort of direct interaction with the City gave higher marks throughout the survey, especially when asked to assess staff performance.
- These trends point toward initiatives or communication strategies that could improve public satisfaction in general and future survey results in particular.