

Denton, 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 Denton. 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 267 residents of the City of Denton collected from April 19th, 2022 to June 10th, 2022. The margin of error around any reported percentage is 6% for all respondents and the response rate for the 2022 survey was 10%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Denton.

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, Denton’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 Denton residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Denton’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 Denton’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 Denton 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 nine percentage points between the 2018 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 Denton were eligible to participate in the survey. A list of all households within the zip codes serving Denton 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 Denton 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 Denton boundaries were removed from the list of potential households to survey. Each address identified as being within city boundaries was further identified as being within one of the 4 districts. 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 2,800 randomly selected households received mailings beginning on April 19th, 2022 and the survey remained open for 7 weeks. 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 was a follow-up postcard, alerting residents that data collection was coming to a close, and inviting them to take the survey if they had not already done so. 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.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to complete the survey in their preferred language.

About 5% of the 2,800 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 2,659 households that received the invitations to participate, 267 completed the survey, providing an overall response rate of 10%. 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 Denton survey is no greater than plus or minus six percentage points around any given percent reported for all respondents (267 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 Denton. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and a question about where they heard about the survey. The open participation survey was open to all city residents and became available on May 24th. The survey remained open for 2 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 Denton. 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	13%	48%	48%
	35-54	21%	26%	26%
	55+	65%	26%	26%
Area	District 1	17%	24%	24%
	District 2	30%	26%	26%
	District 3	15%	24%	24%
	District 4	37%	26%	26%
Hispanic origin	No, not Spanish, Hispanic, or Latino	89%	79%	79%
	Spanish, Hispanic, or Latino	11%	21%	21%
Housing tenure	Own	74%	49%	49%
	Rent	26%	51%	51%
Housing type	Attached	24%	44%	44%
	Detached	76%	56%	56%
Race & Hispanic origin	Not white alone	21%	38%	38%
	White alone, not Hispanic or Latino	79%	62%	62%
Sex	Female	56%	52%	52%
	Male	44%	48%	48%
Sex/age	Female 18-34	5%	25%	25%
	Female 35-54	15%	13%	13%
	Female 55+	36%	14%	14%
	Male 18-34	6%	23%	23%
	Male 35-54	7%	13%	13%
	Male 55+	31%	12%	12%

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 Denton funded this research. Please contact Ryan Adams of the City of Denton at Ryan.Adams@cityofdenton.com 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-vali>

* 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

Denton residents continue to experience a high quality of life and appreciate the city's opportunities surrounding arts and culture.

All items relating to the quality of life in Denton received positive marks on par with comparison communities across the nation. About 7 in 10 survey participants gave positive ratings to Denton as a place to live, the overall quality of life in the city, and the overall image or reputation of Denton. A strong majority of residents also reported that they would recommend living in Denton to someone who asks (79% very or somewhat likely) and planned to remain in Denton for the next five years (75%).

Notably, residents also gave high praise to the arts in Denton. Nearly 8 in 10 positively rated the overall opportunities for education, culture, and the arts, and three-quarters were pleased with community support for the arts and opportunities to attend cultural/arts/music activities. These were all rated higher than in other communities nationwide.

The economy is an important area of focus for Denton, with some aspects falling below pre-pandemic ratings.

Although survey results relating to Denton's economy tended to be positive and on par with national averages, a few items declined since the previous iteration of The NCS, indicating an opportunity for renewed focus. Denton continued to garner strong ratings for the overall quality of business and service establishments (79% excellent or good), holding steady from 2018 results. The variety of business and service establishments was also rated favorably by 7 in 10 respondents, and the vibrancy of the city's downtown and commercial area by two-thirds. While the vibrancy of Denton's downtown/commercial area received lower reviews this year than in 2018 (from 78% to 66%), this survey item exceeded ratings given in benchmark comparison communities across the nation. About 6 in 10 respondents were pleased with Denton as a place to visit, and roughly half felt positively about the city's shopping opportunities, employment opportunities, and economic development. Despite the largely positive ratings within this facet of livability, residents' evaluations of Denton as a place to work, the overall economic health of the city, and the cost of living all declined significantly since the previous survey. In addition, residents felt much less optimistic about the economy's expected impact on their family income, with only 15% anticipating positive effects (compared to 36% in 2018).

Mobility may be an area of opportunity for Denton.

Many mobility-related survey items received positive reviews from fewer than half of respondents and were rated lower than the national benchmark comparisons, suggesting an opportunity for growth. Roughly one-third of respondents gave excellent or good assessments to the overall quality of Denton's transportation system and traffic flow on major streets, and only one-quarter felt favorably about the ease of public parking, ease of travel by bicycle, and ease of travel by public transportation. About 4 in 10 approved of the ease of walking in Denton, as well as the city's street cleaning, snow removal, and sidewalk maintenance services. Each of these were rated lower than the national averages. Additionally, street repair remains a concern, with fewer than one-quarter of respondents providing positive reviews (much lower than comparison communities).

However, other areas emerged as bright spots within this facet of livability. Positive evaluations for the ease of travel by car increased by over 10% since 2018 results, garnering favorable ratings from 56% of residents this year. Traffic enforcement also received high marks from about half of residents; although this declined since 2018, it remained on par with benchmark comparison communities. Street lighting (47%) and traffic signal timing (37%) both held steady from prior survey results and were comparable to the national benchmarks.

Residents generally feel safe in Denton but continue to prioritize safety in the community.

When asked about which aspects of the community the City should focus on in the next two years, about 9 in 10 residents identified the overall feeling of safety as an area of priority. While a lower proportion of residents gave positive ratings to the quality of Denton's overall feeling of safety (62% excellent or good), all items in this facet received majority favorable ratings.

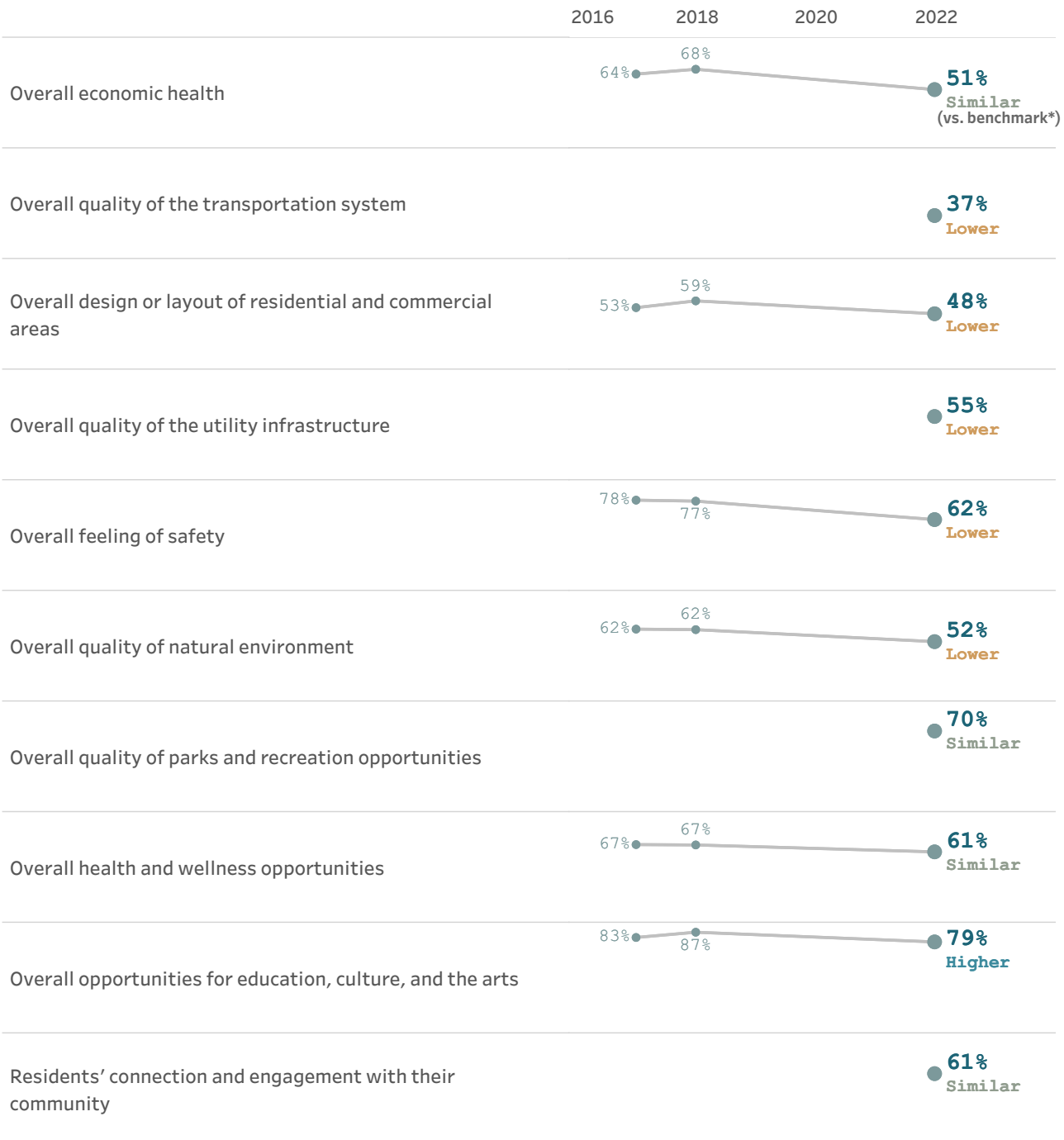
About 9 in 10 reported feeling safe in both their neighborhood and Denton's downtown/commercial area during the day, while at least three-quarters reported feeling safe from violent crime as well as fire, flood, and other natural disasters. A lower proportion also felt safe from property crime (65% very or somewhat safe). Additionally, the quality of safety related services were also rated highly in Denton, and many ratings remained stable since the previous survey iteration. Fire services received the most favorable ratings (86% excellent or good), followed closely by ambulance or EMS services (83%), animal control (76%), and fire prevention and education (75%). Nearly 7 in 10 gave positive marks to Denton's police/sheriff services and emergency preparedness. Each of these ratings were similar to the national benchmarks.

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 Denton as a whole.
(% excellent or good)



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

	2016	2018	2020	2022
Overall economic health				● 87% Similar
Overall quality of the transportation system				● 78% Similar
Overall design or layout of residential and commercial areas				● 79% Similar
Overall quality of the utility infrastructure				● 87% Similar
Overall feeling of safety				● 92% Similar
Overall quality of natural environment				● 79% Similar
Overall quality of parks and recreation opportunities				● 85% Similar
Overall health and wellness opportunities				● 77% Similar
Overall opportunities for education, culture, and the arts				● 74% Similar
Residents' connection and engagement with their community				● 71% Similar

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

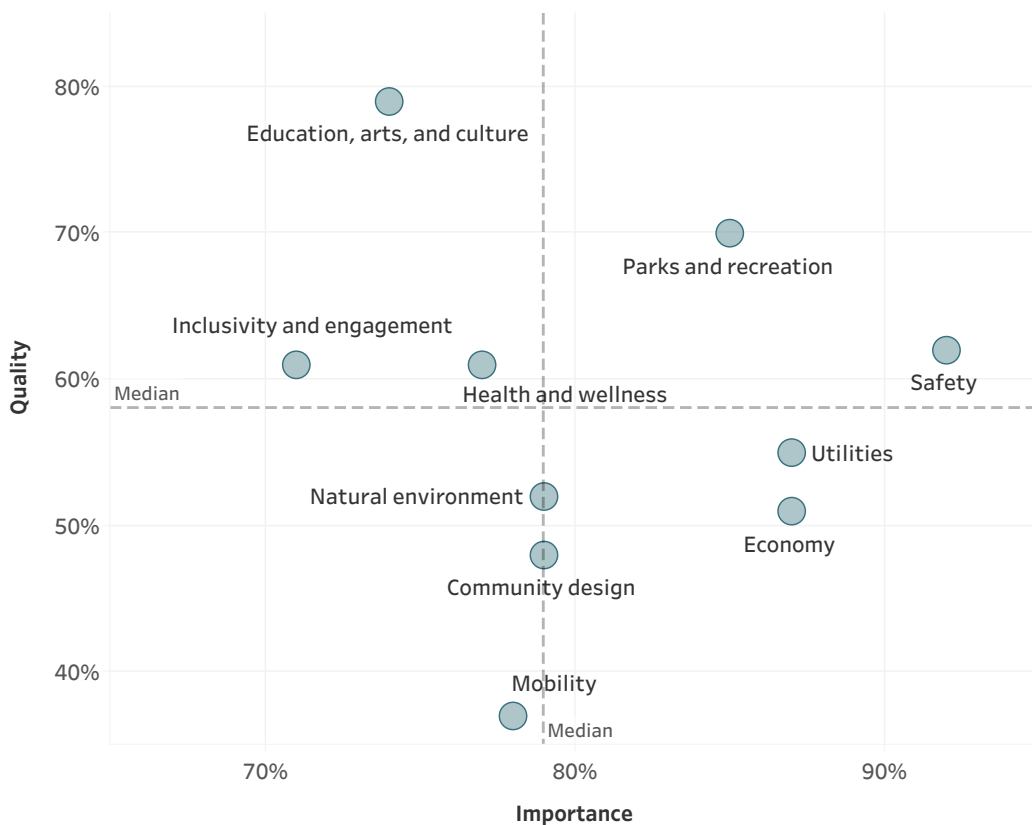
Balancing performance and importance

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 58% or more of respondents were considered of “higher quality” and those with ratings lower than 58% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 79% or more of respondents. Services were rated as “less important” if they received a rating of less than 79%. This classification uses the median ratings for quality and importance to divide the services in half.

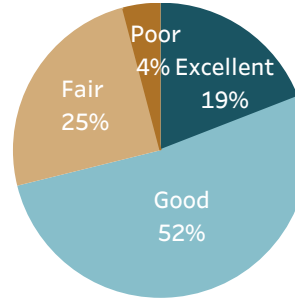
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings 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.



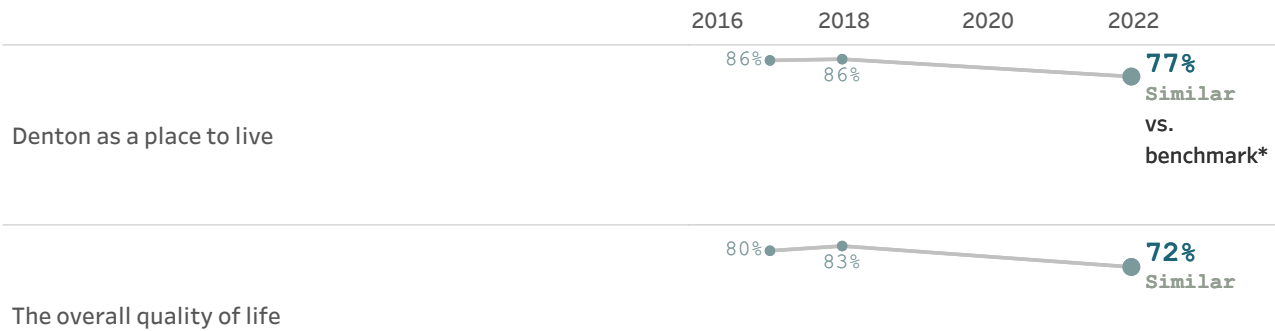
Quality of life

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.

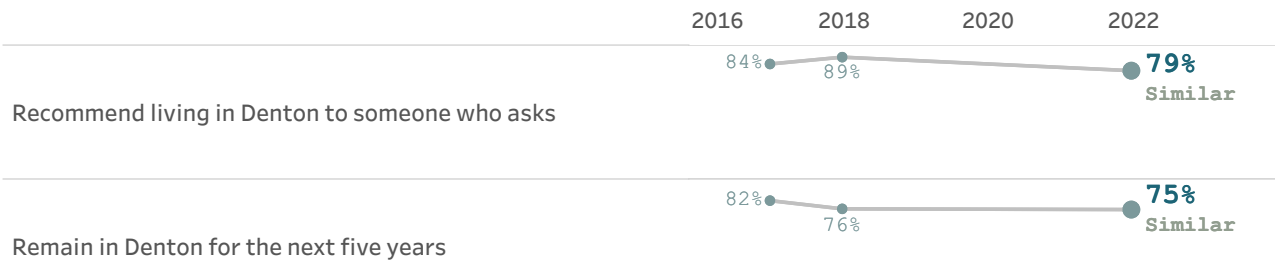
The overall quality of life in Denton, 2022



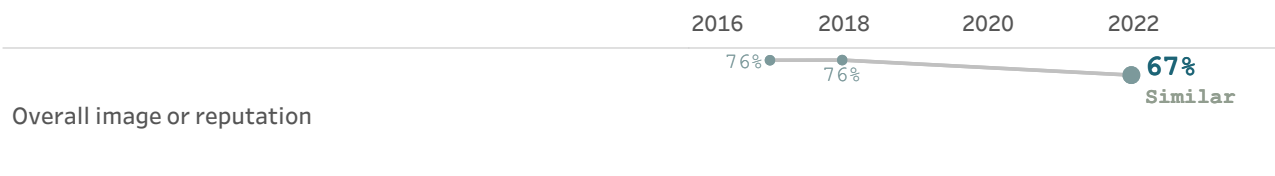
Please rate each of the following aspects of quality of life in Denton. (% excellent or good)



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 Denton community. (% excellent or good)

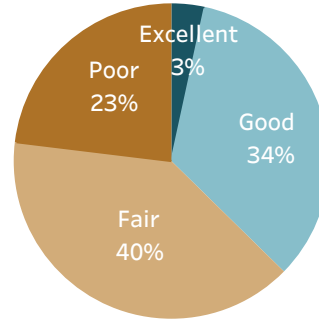


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

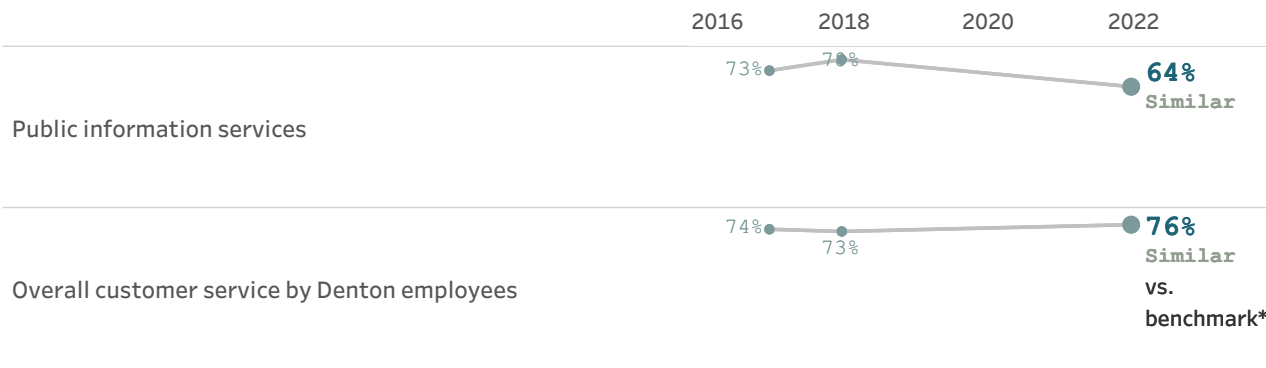
Governance

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.

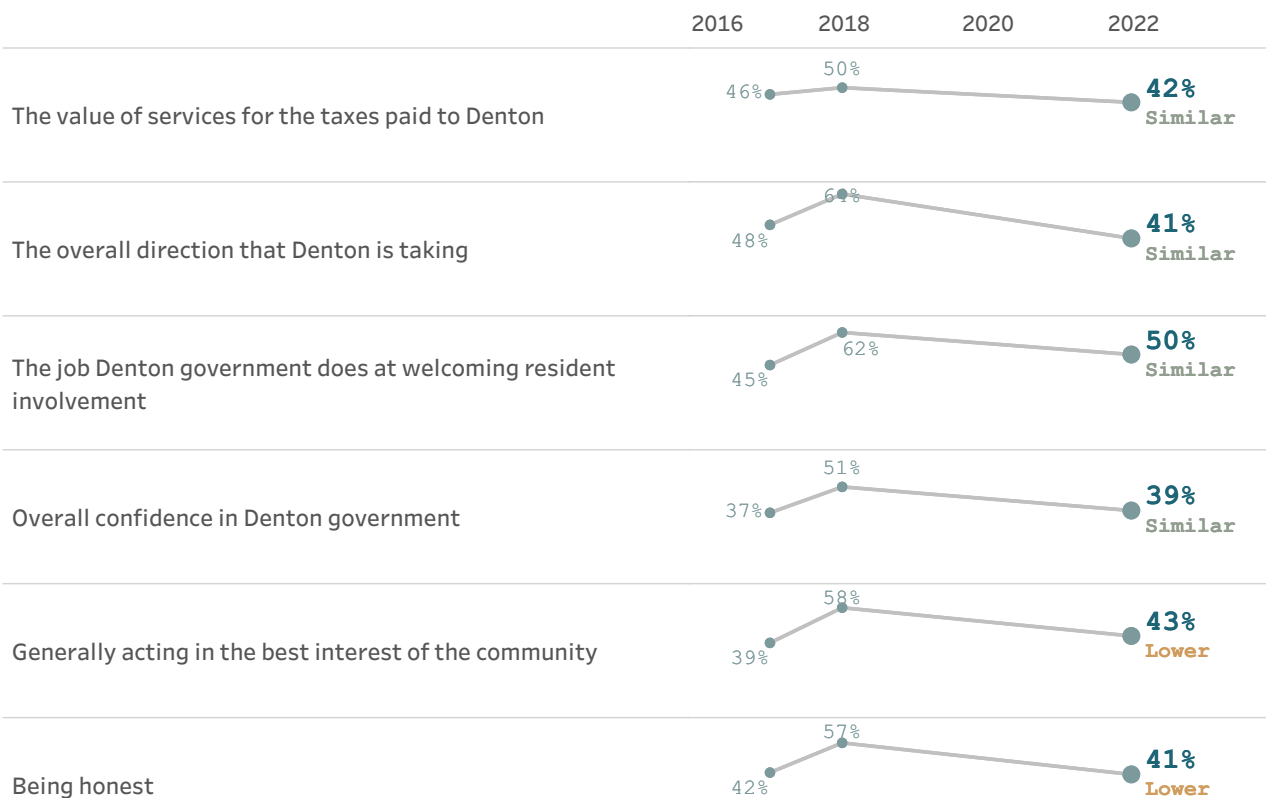
Overall confidence in Denton government, 2022



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



Please rate the following categories of Denton government performance.
(% excellent or good)



Being open and transparent to the public **47%**
Similar

Informing residents about issues facing the community **48%**
Similar

Treating all residents fairly **52%**
Similar

Year	Percentage
2016	39%
2018	59%
2022	52%

Treating residents with respect **57%**
Similar

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

The City of Denton **61%**
Similar

Year	Percentage
2016	83%
2018	83%
2022	61%

The Federal Government **29%**
Similar

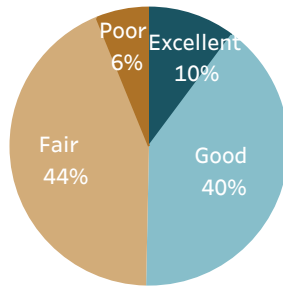
Year	Percentage
2016	42%
2018	42%
2022	29%

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

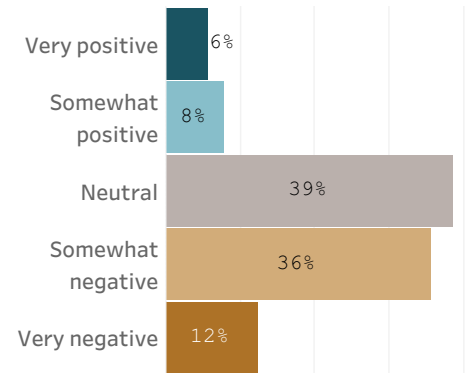
Economy

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.

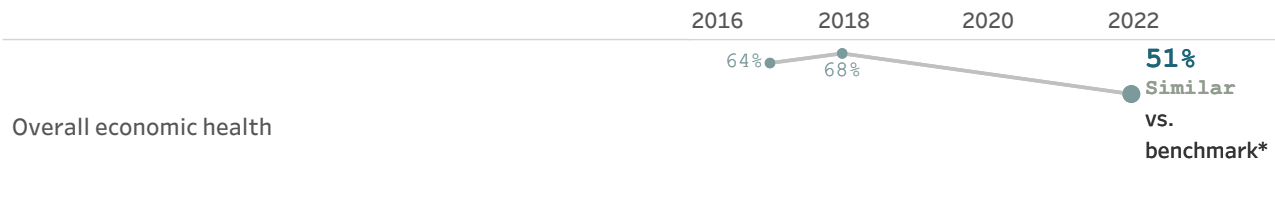
Overall economic health of Denton, 2022



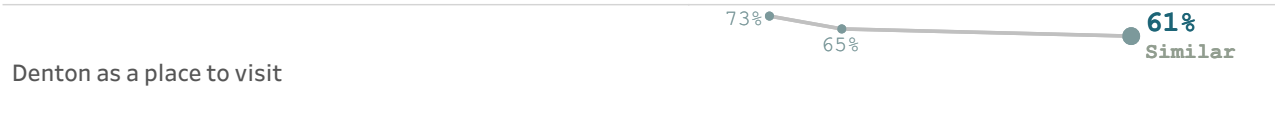
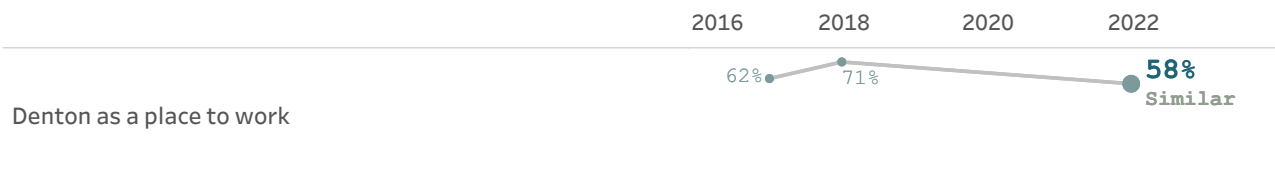
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



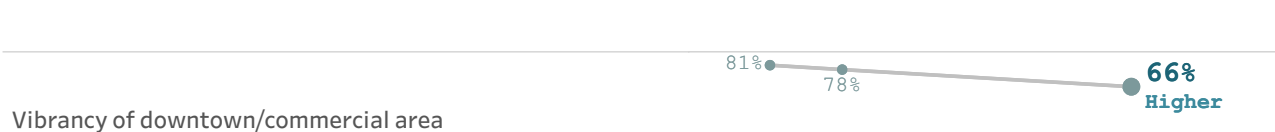
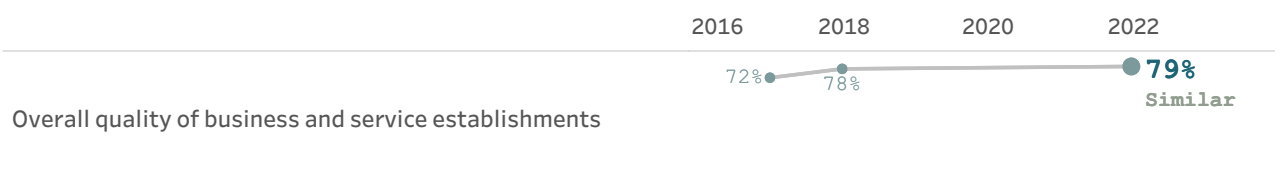
Please rate each of the following characteristics as they relate to Denton as a whole. (% excellent or good)

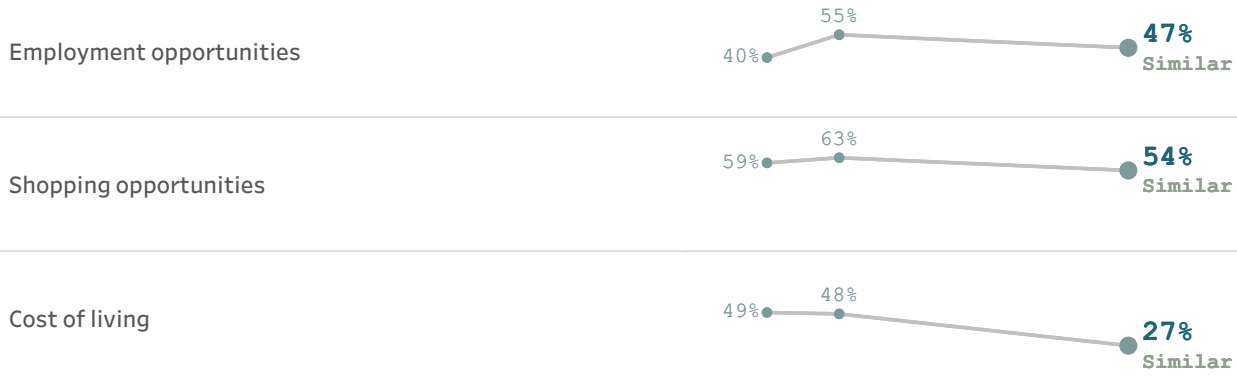


Please rate each of the following aspects of quality of life in Denton. (% excellent or good)

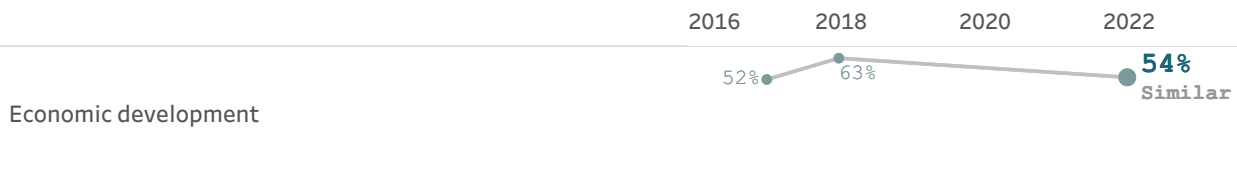


Please rate each of the following in the Denton community. (% excellent or good)

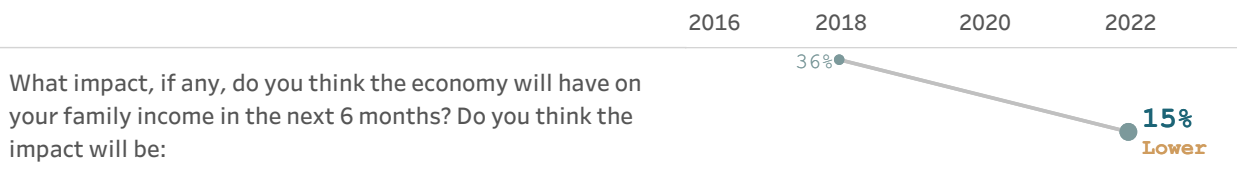




Please rate the quality of each of the following services in Denton.
 (% excellent or good)



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)

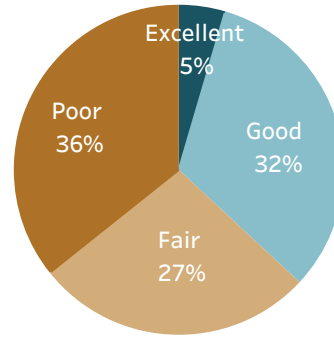


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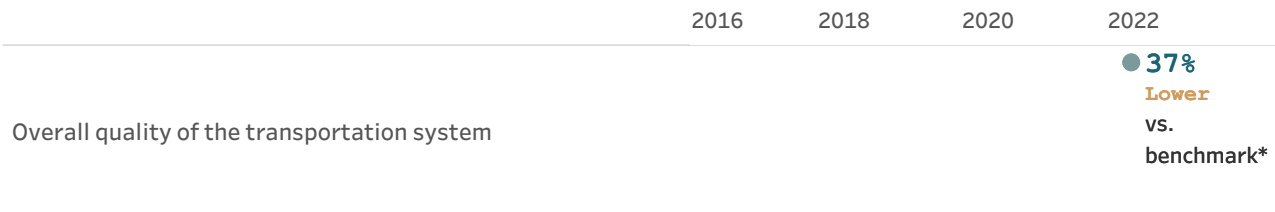
Mobility

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.

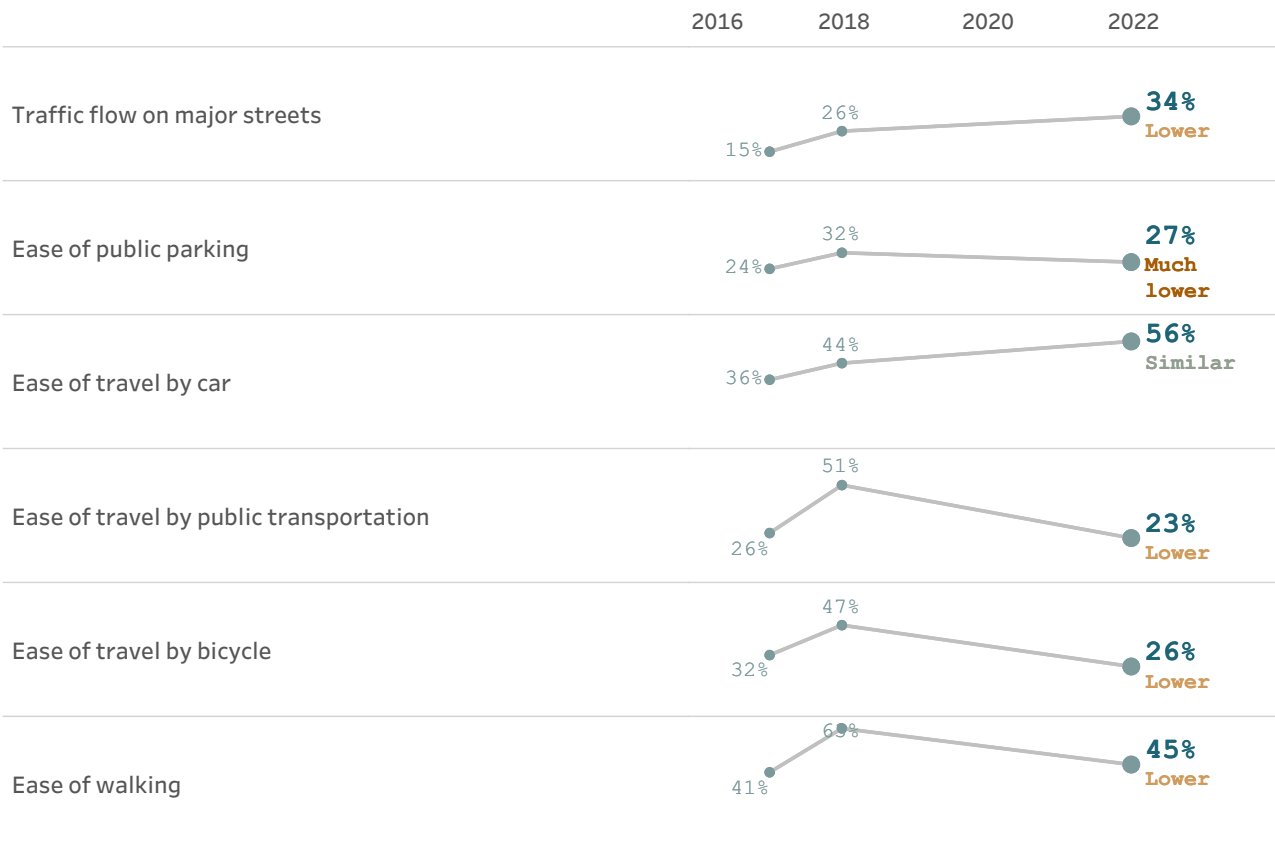
Overall quality of the transportation system in Denton, 2022



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



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



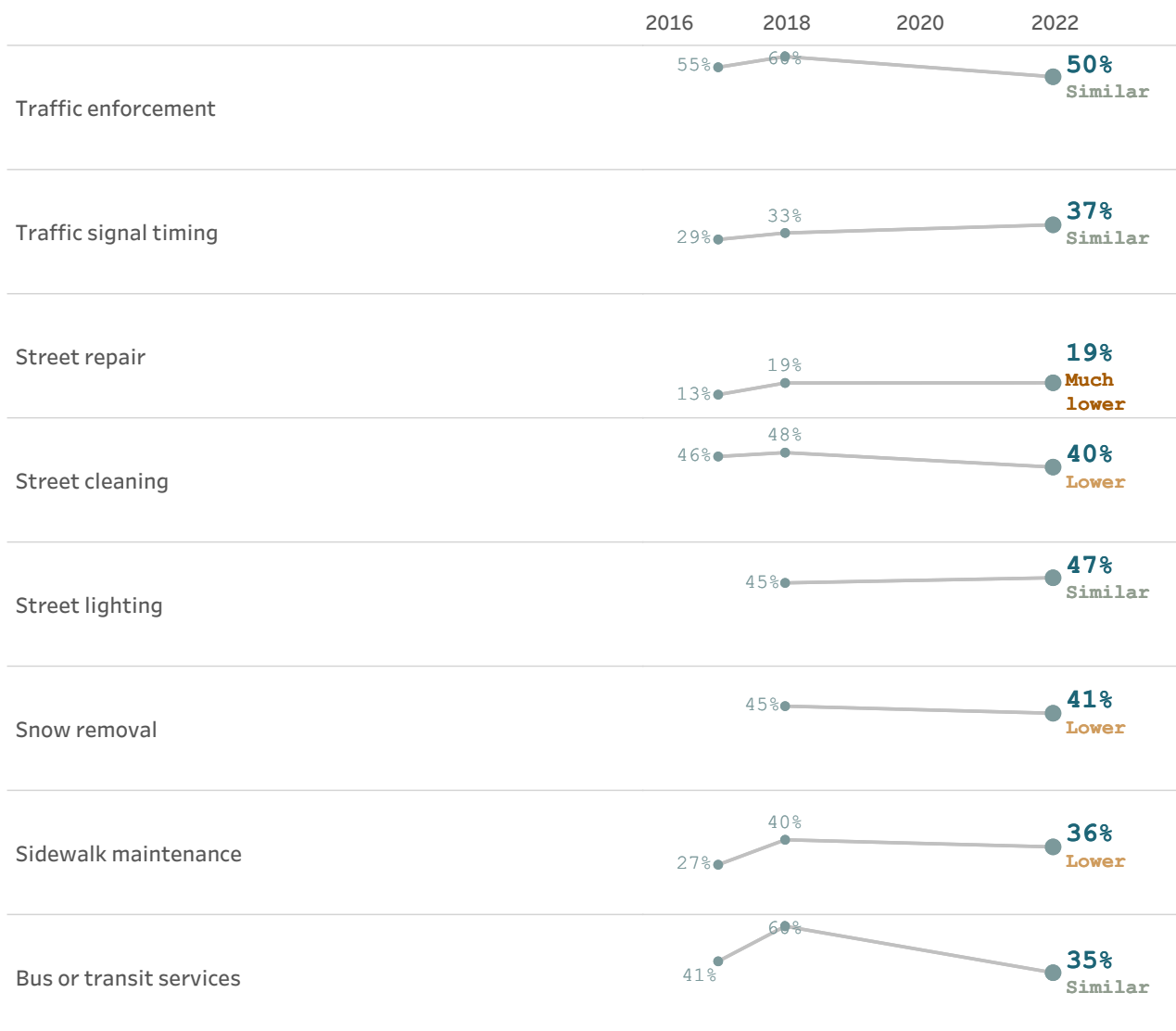
Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



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

(% excellent or good)

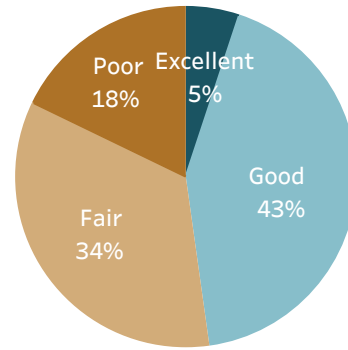


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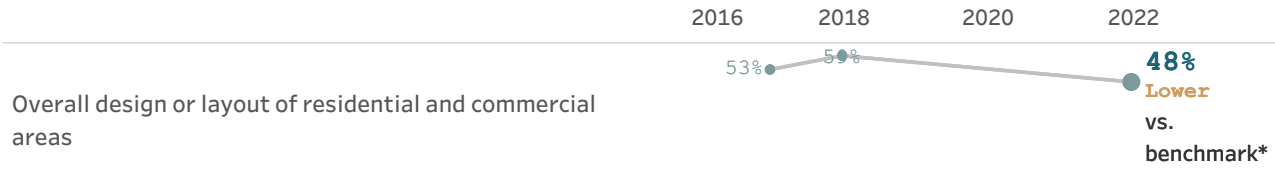
Overall design or layout of Denton's residential and commercial areas, 2022

Community design

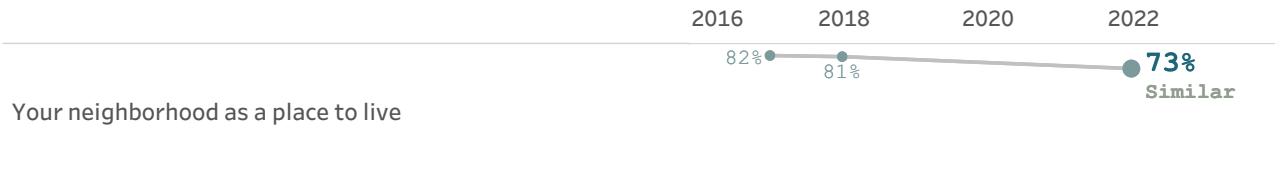
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



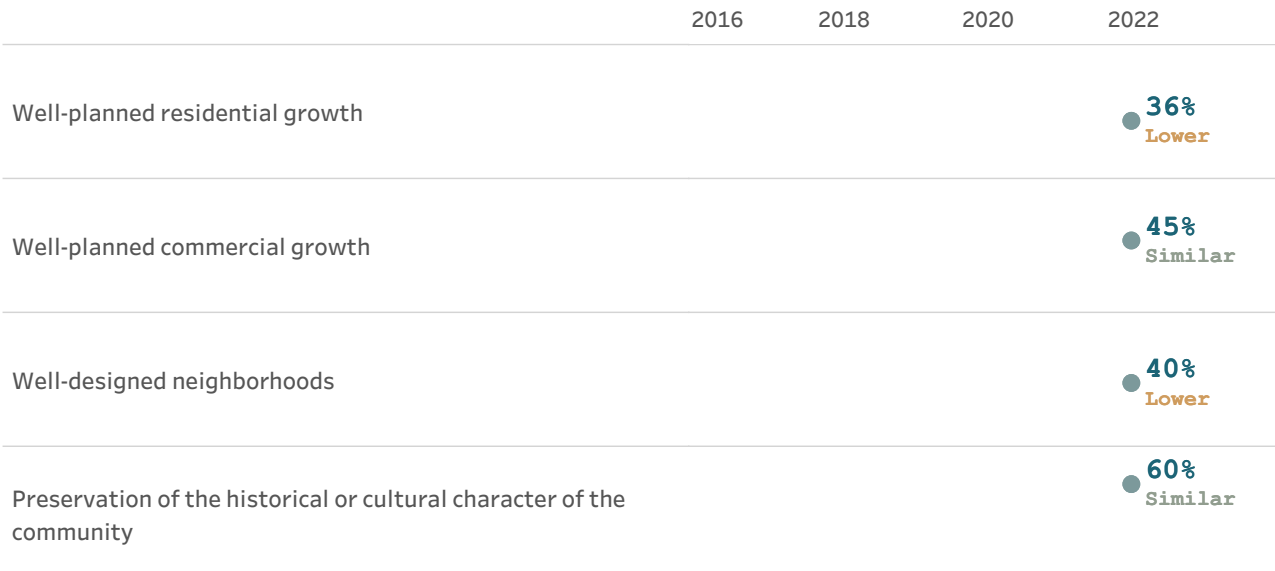
Please rate each of the following characteristics as they relate to Denton as a whole.
(% excellent or good)

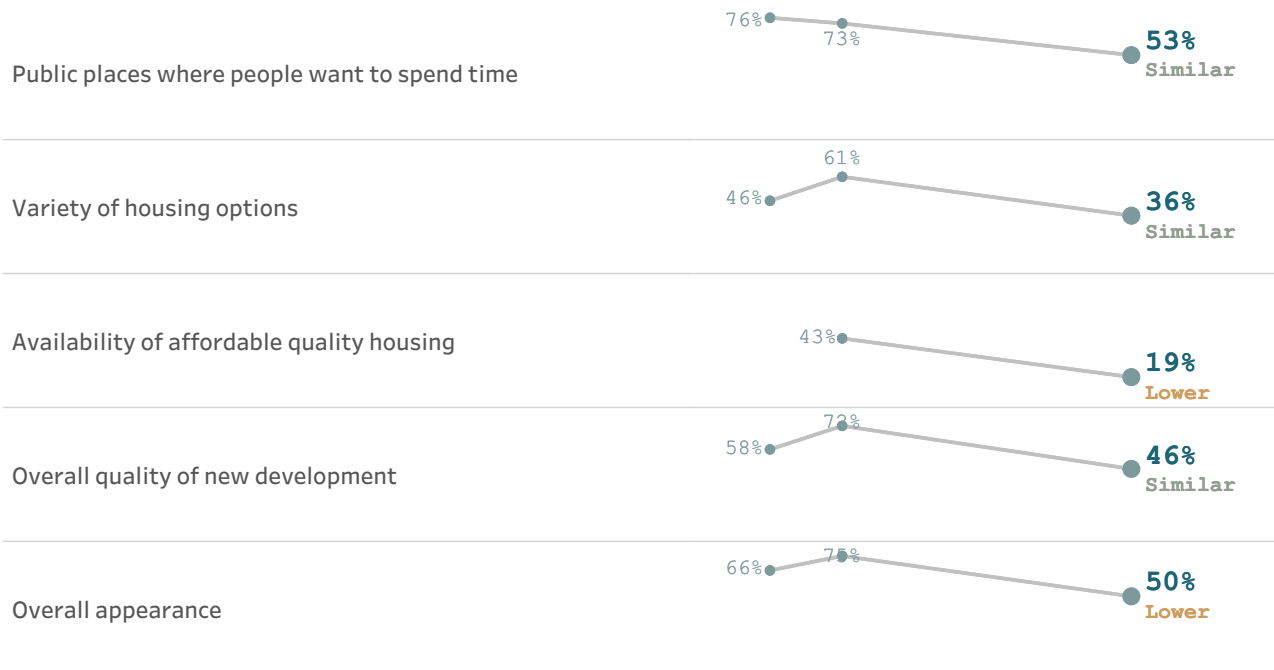


Please rate each of the following aspects of quality of life in Denton.
(% excellent or good)

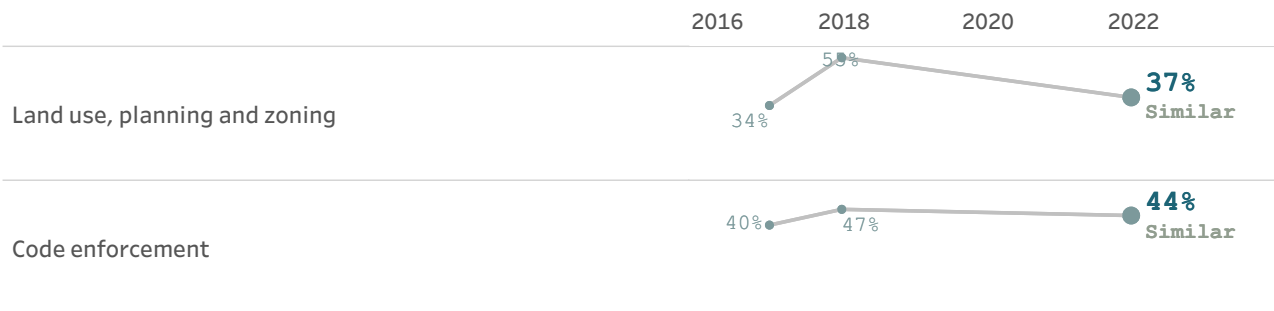


Please also rate each of the following in the Denton community.
(% excellent or good)





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

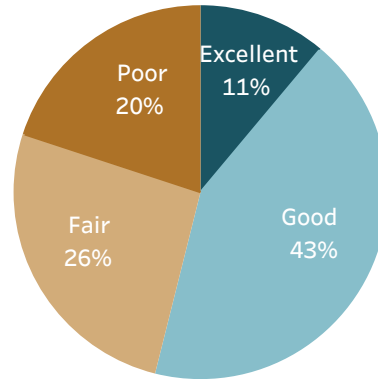


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

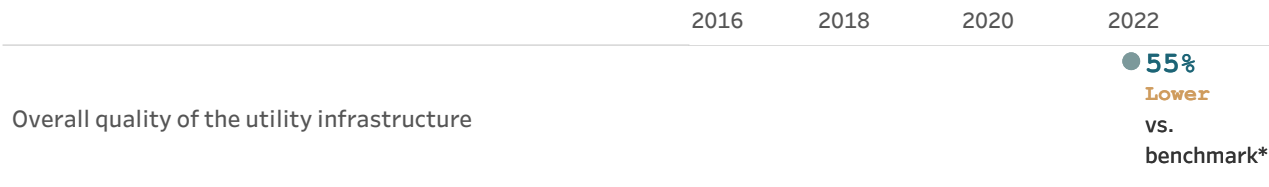
Utilities

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.

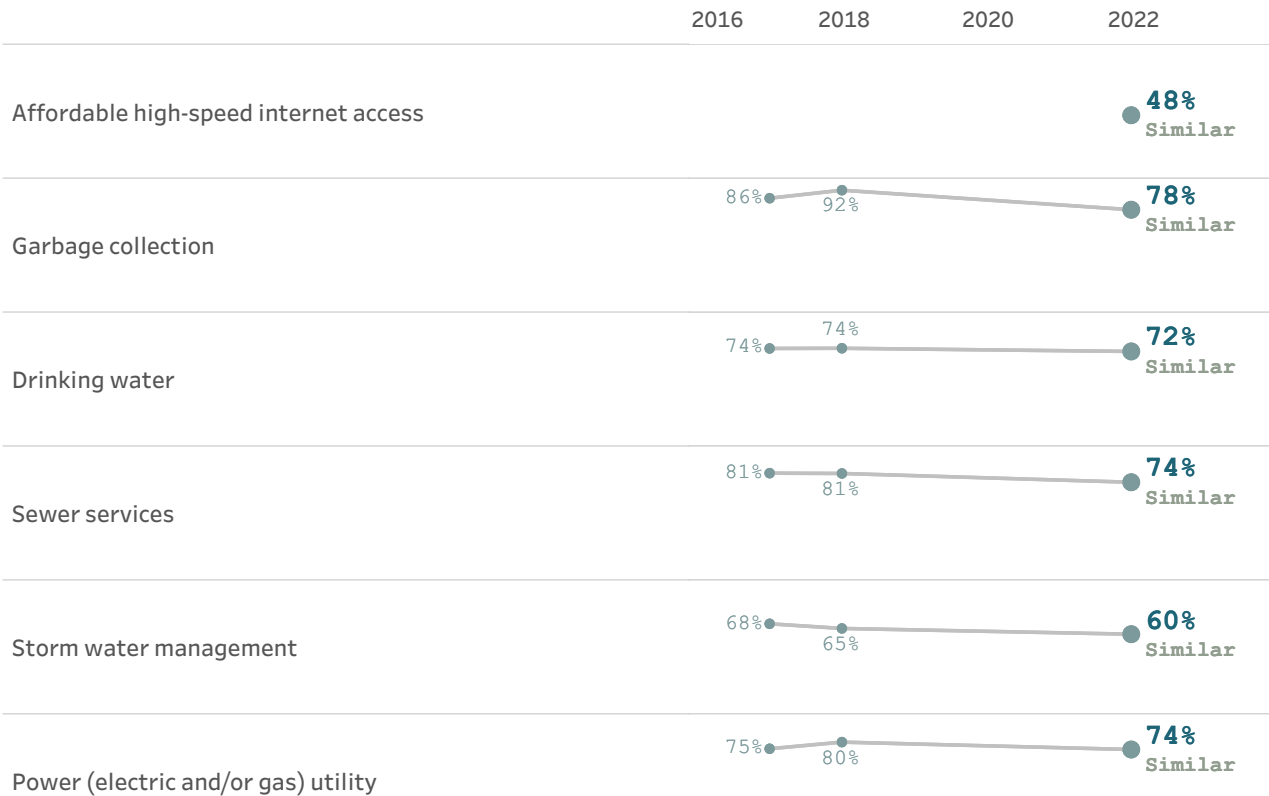
Overall quality of the utility infrastructure in Denton, 2022



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



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



Utility billing

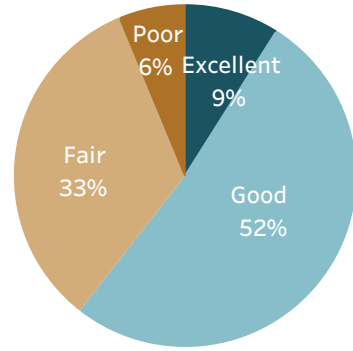


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

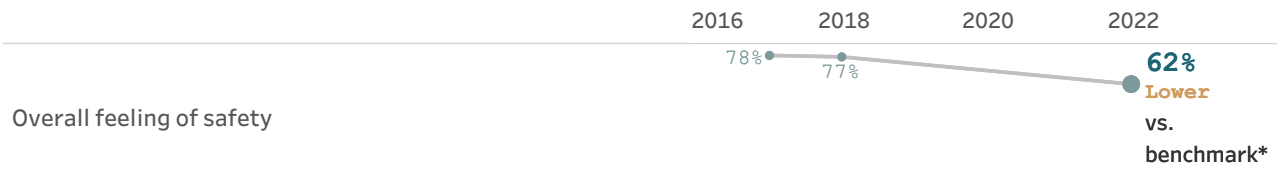
Safety

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.

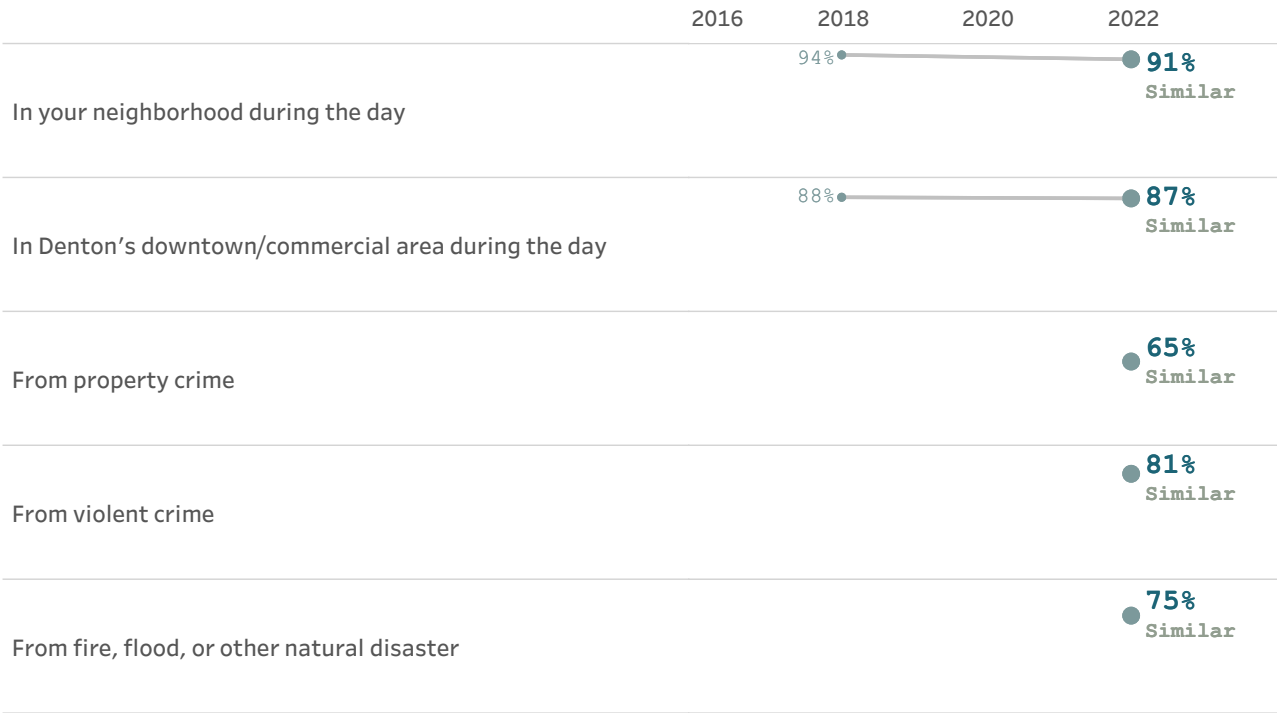
Overall feeling of safety in Denton, 2022



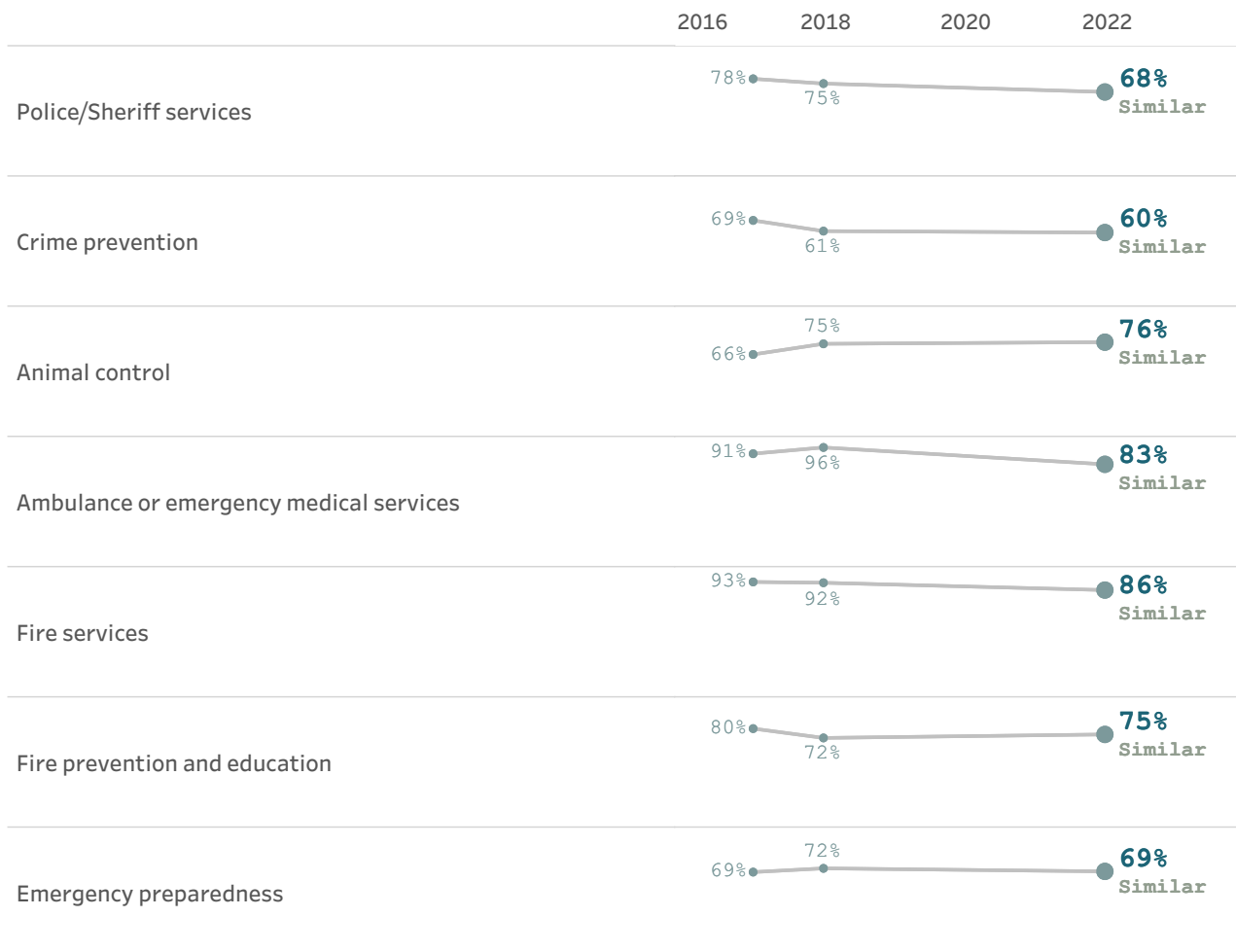
Please rate each of the following characteristics as they relate to Denton as a whole. (% excellent or good)



Please rate how safe or unsafe you feel: (% very or somewhat safe)

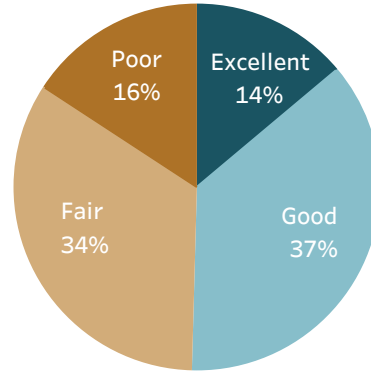


**Please rate the quality of each of the following services in Denton.
(% excellent or good)**



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

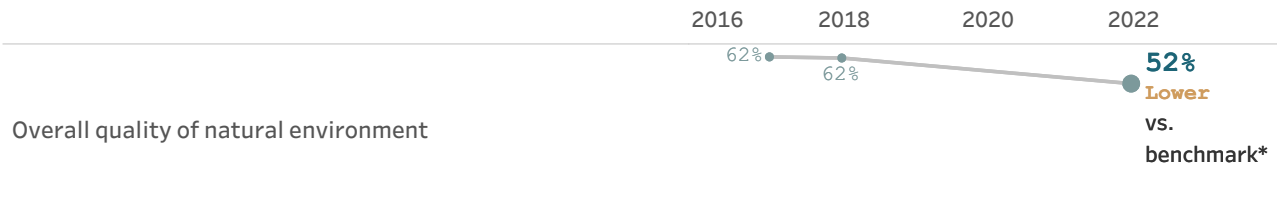
Overall quality of natural environment in Denton, 2022



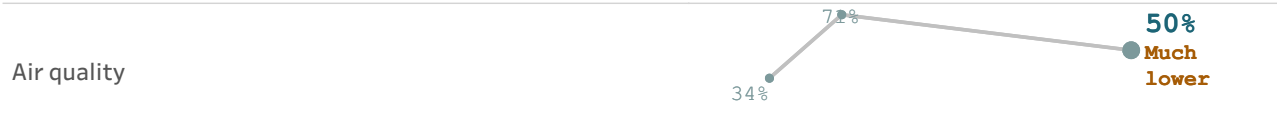
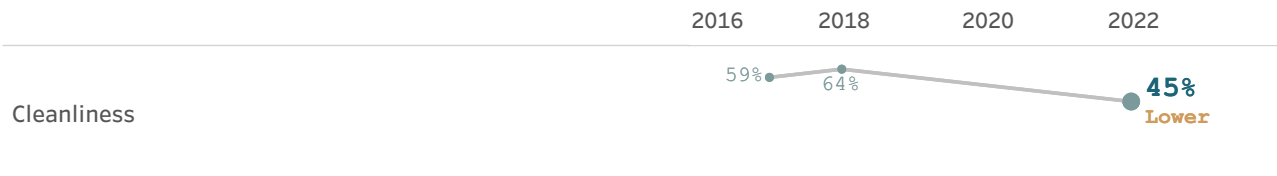
Natural environment

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.

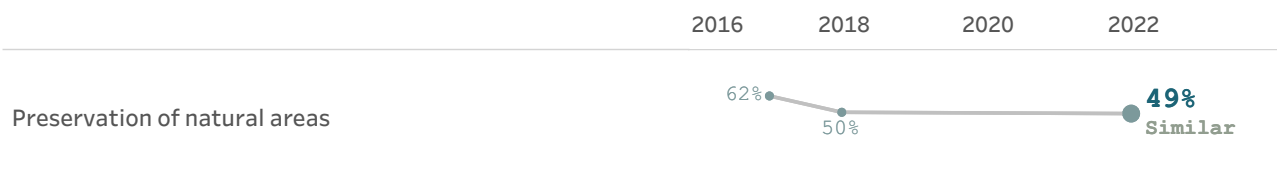
Please rate each of the following characteristics as they relate to Denton as a whole.
(% excellent or good)

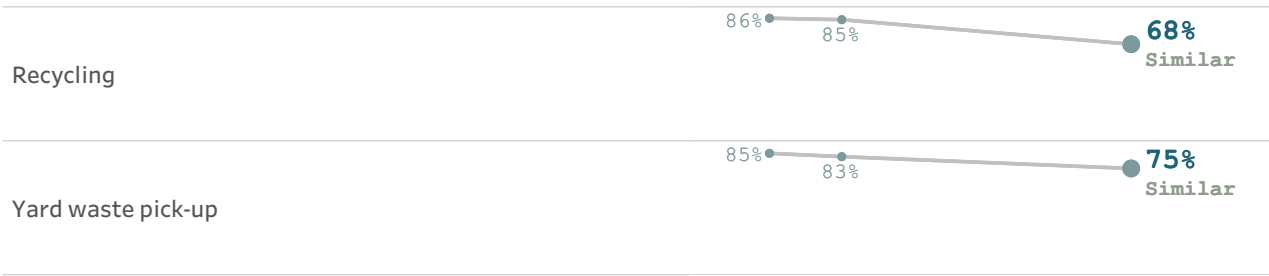


Please also rate each of the following in the Denton community.
(% excellent or good)



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





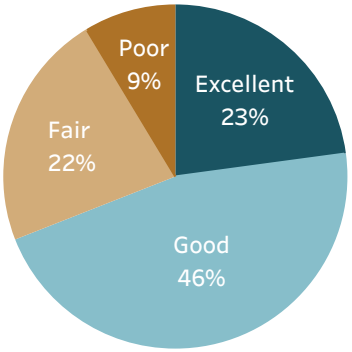
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2022

Parks and recreation

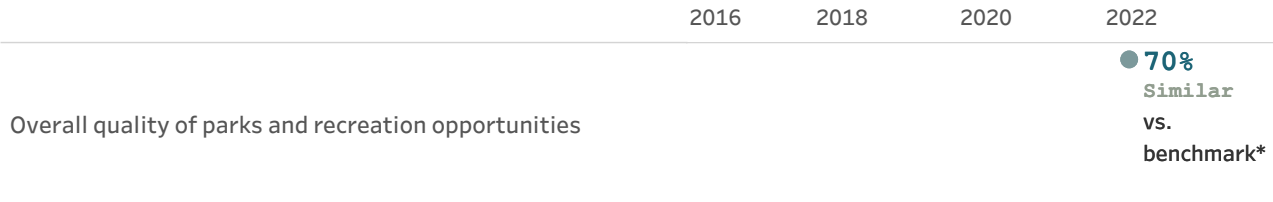
“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation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

- National Recreation and Park Association



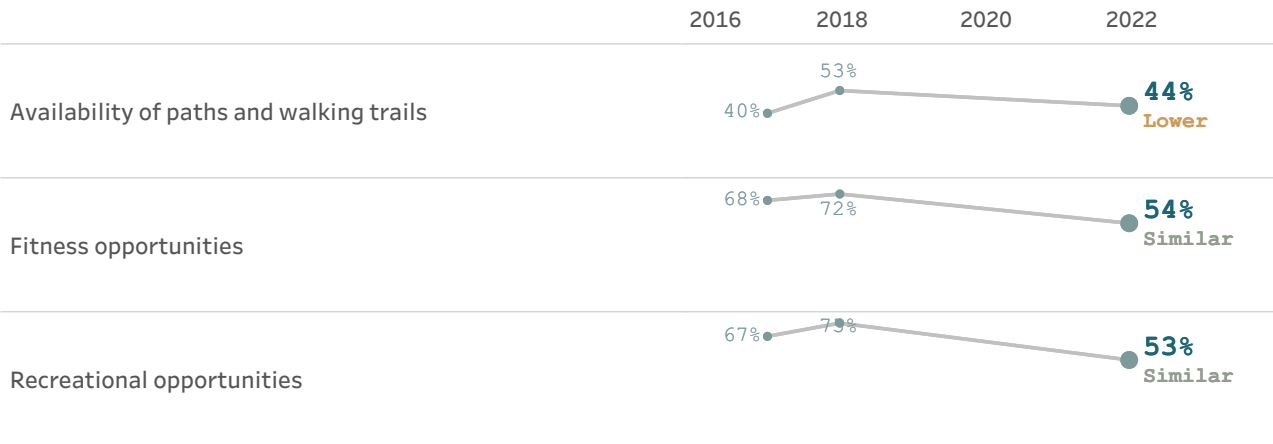
Please rate each of the following characteristics as they relate to Denton as a whole.

(% excellent or good)



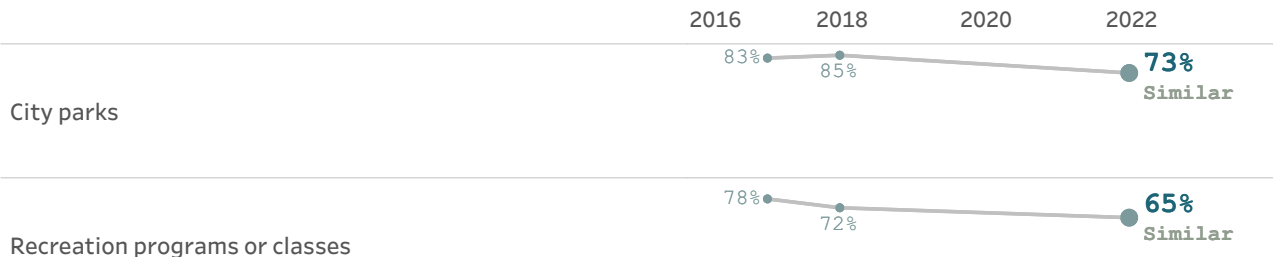
Please also rate each of the following in the Denton community.

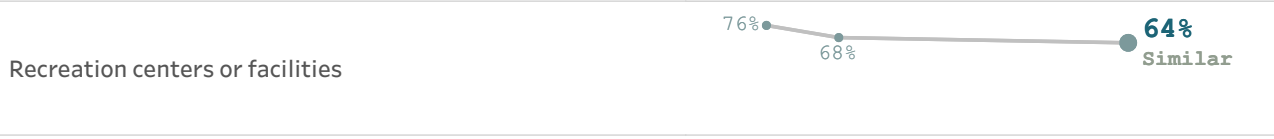
(% excellent or good)



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

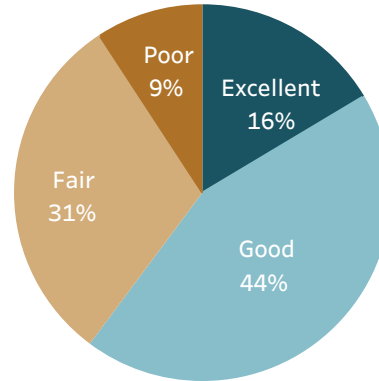
(% excellent or good)





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

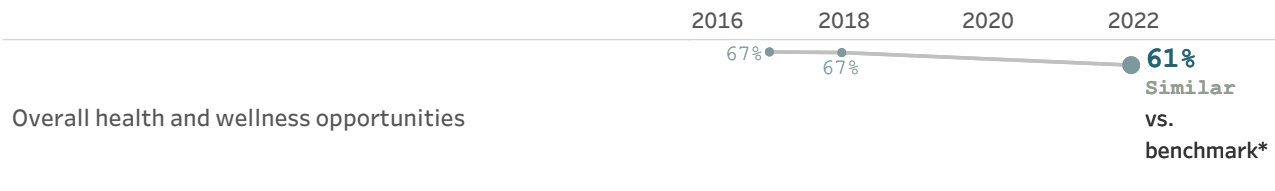
Overall health and wellness opportunities in Denton, 2022



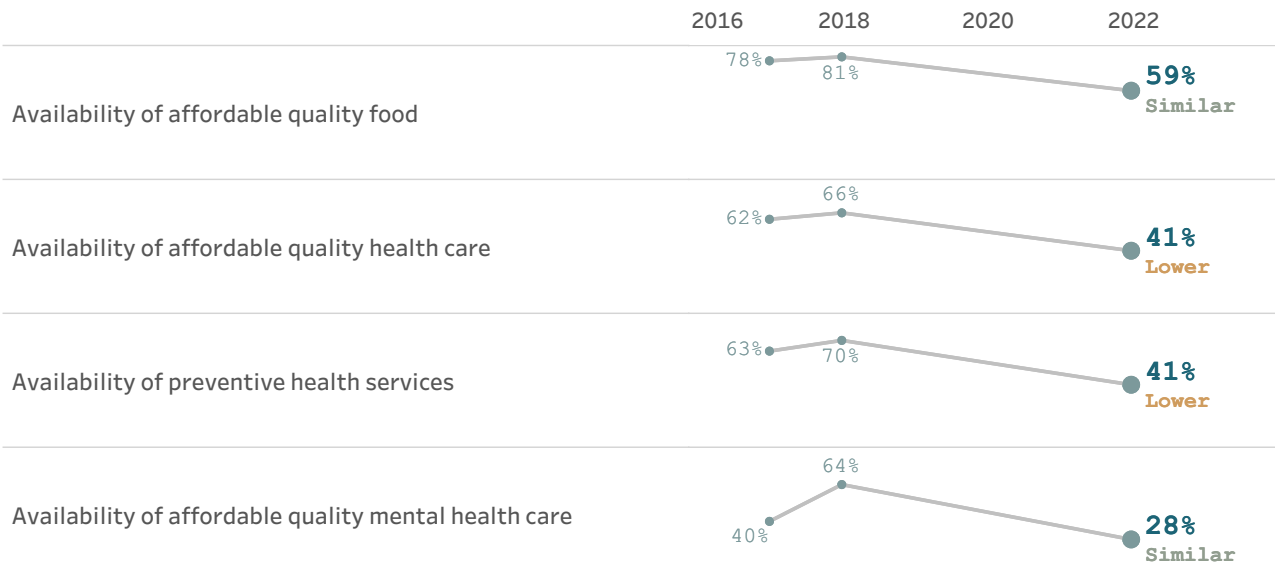
Health and wellness

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.

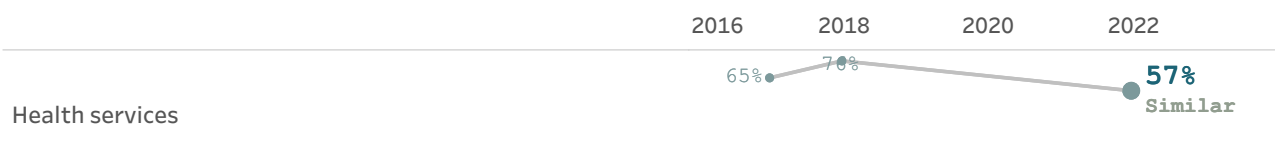
Please rate each of the following characteristics as they relate to Denton as a whole.
(% excellent or good)



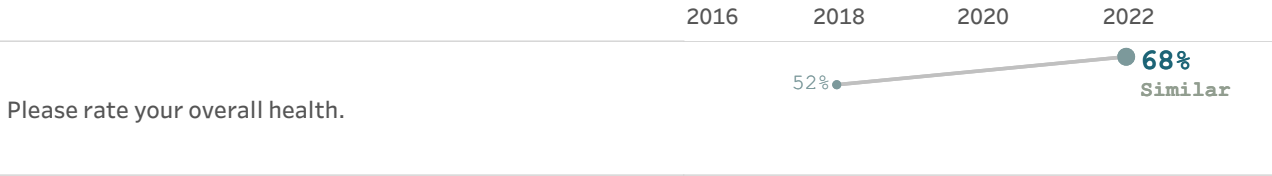
Please also rate each of the following in the Denton community.
(% excellent or good)



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



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

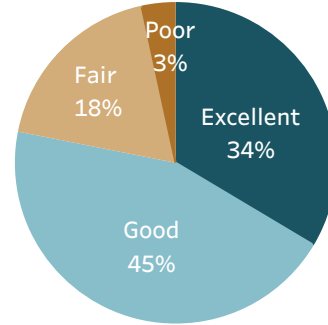


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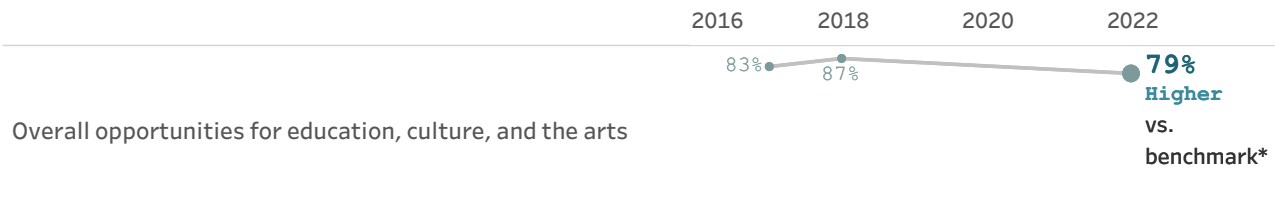
Education, arts, and culture

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.

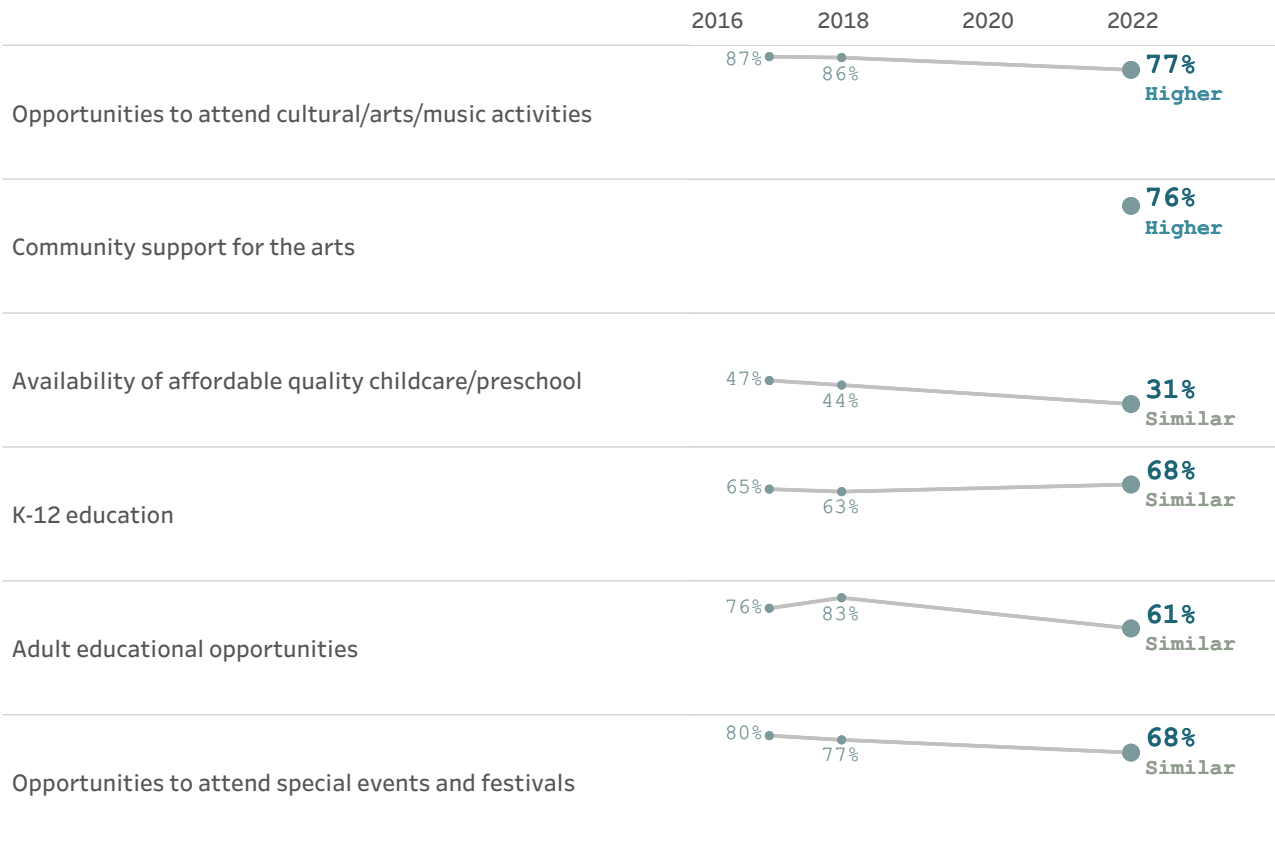
Overall opportunities for education, culture and the arts, 2022



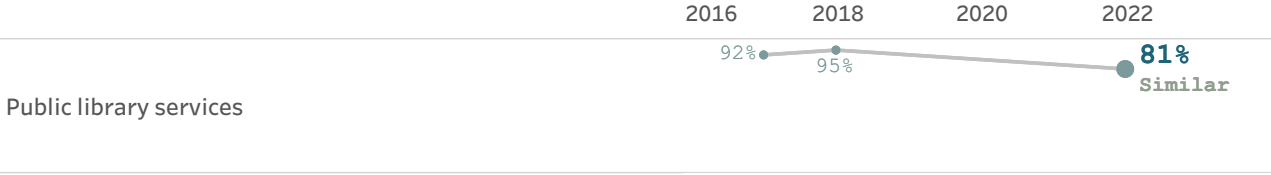
Please rate each of the following characteristics as they relate to Denton as a whole.
(% excellent or good)



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



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

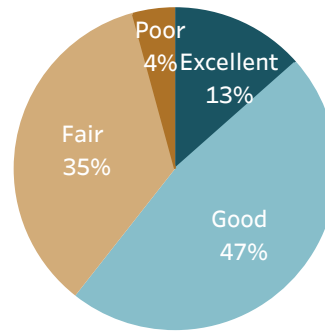


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

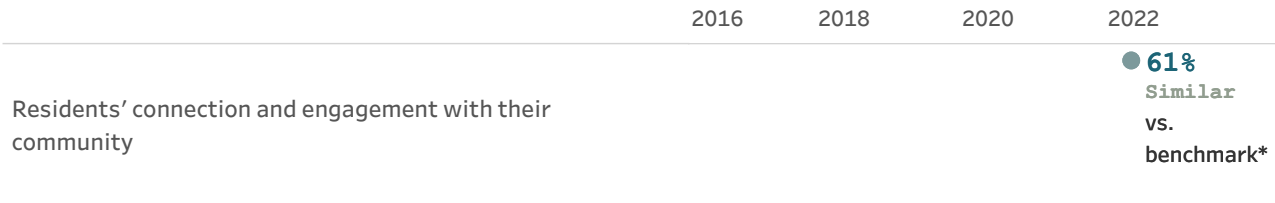
Residents' connection and engagement with their community, 2022

Inclusivity and engagement

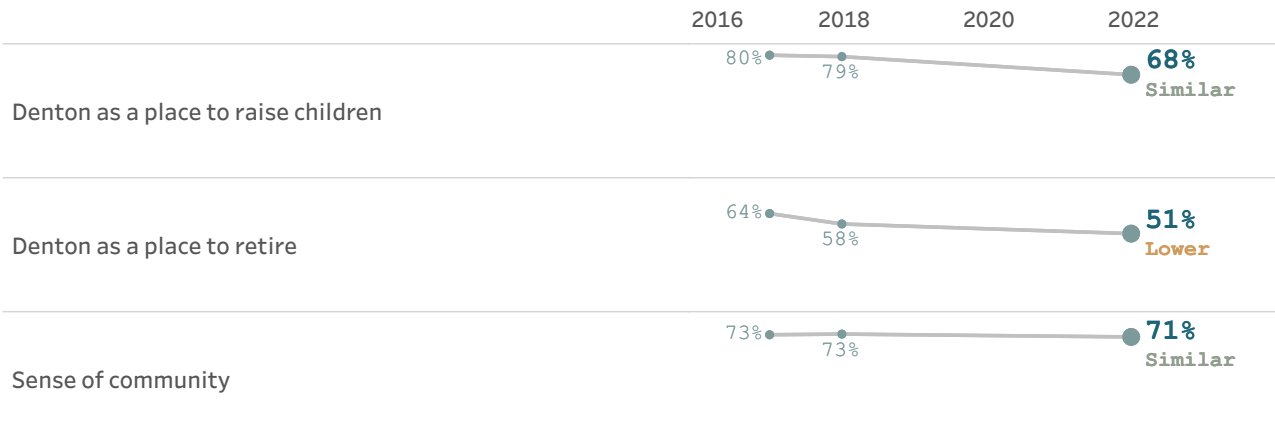
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



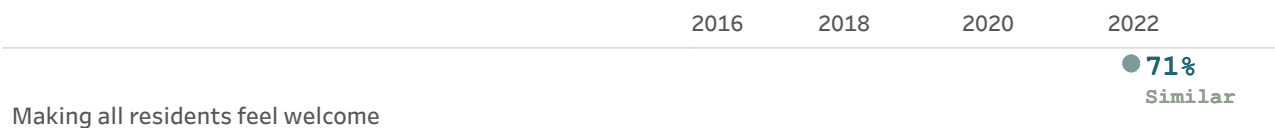
Please rate each of the following characteristics as they relate to Denton as a whole.
(% excellent or good)



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



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



● **70%**
Similar

Attracting people from diverse backgrounds

● **69%**
Similar

Valuing/respecting residents from diverse backgrounds

● **47%**
Similar

Taking care of vulnerable residents

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

2016 2018 2020 2022

● **63%**
Similar

Sense of civic/community pride

● **59%**
Similar

Neighborliness of residents

66% 64% ● **59%**
Similar

Opportunities to participate in social events and activities

81% 83% ● **67%**
Similar

Opportunities to volunteer

83% 83% ● **74%**
Similar

Opportunities to participate in community matters

73% 89% ● **66%**
Similar

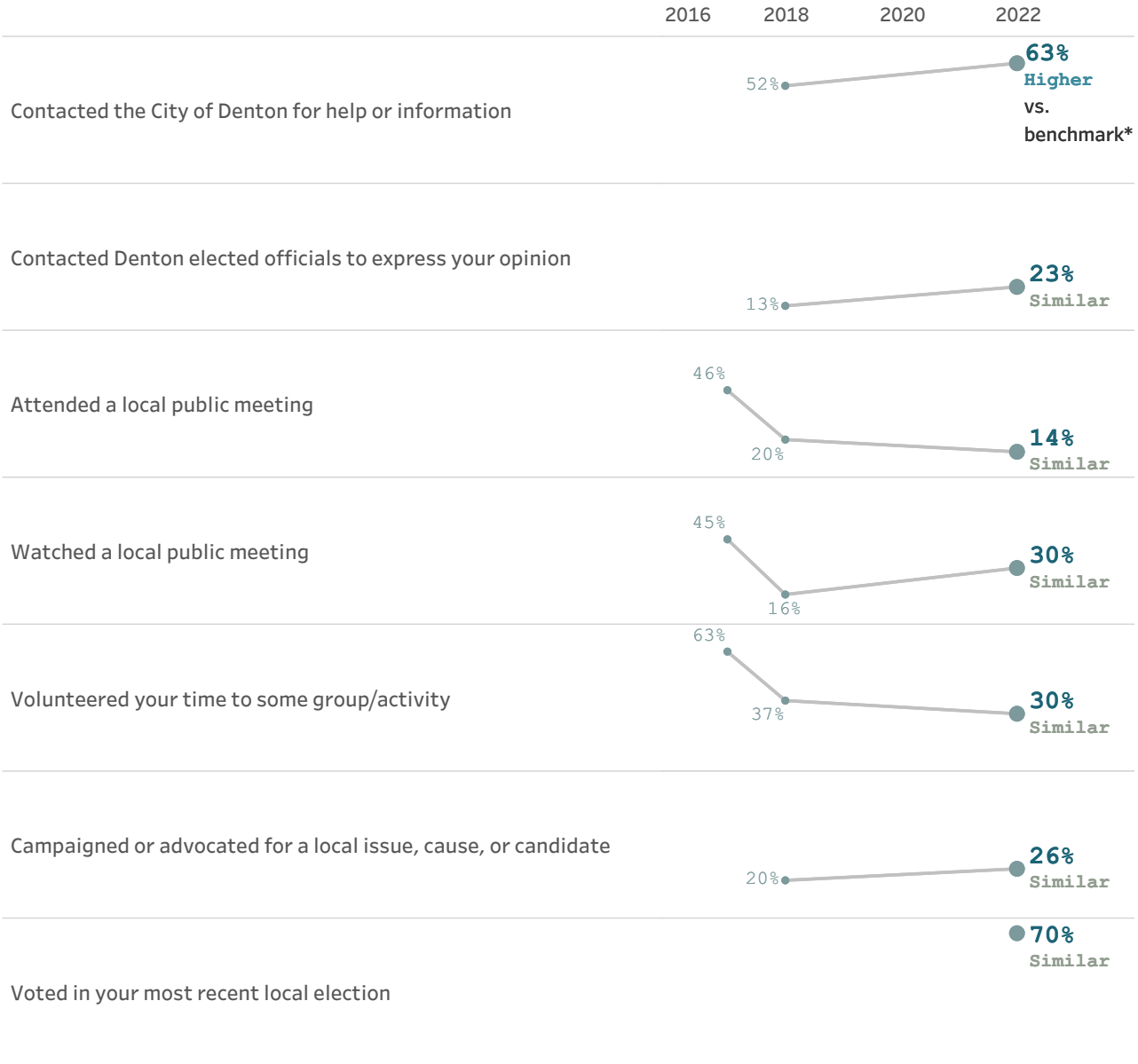
Openness and acceptance of the community toward people of diverse backgrounds

67% 81% ● **66%**
Similar

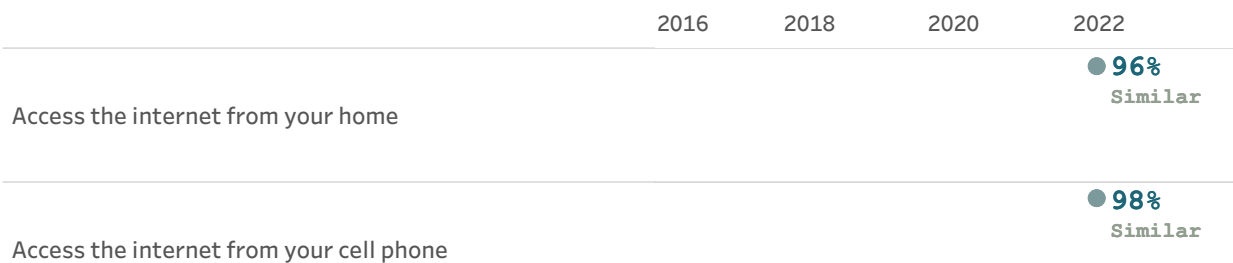
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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)

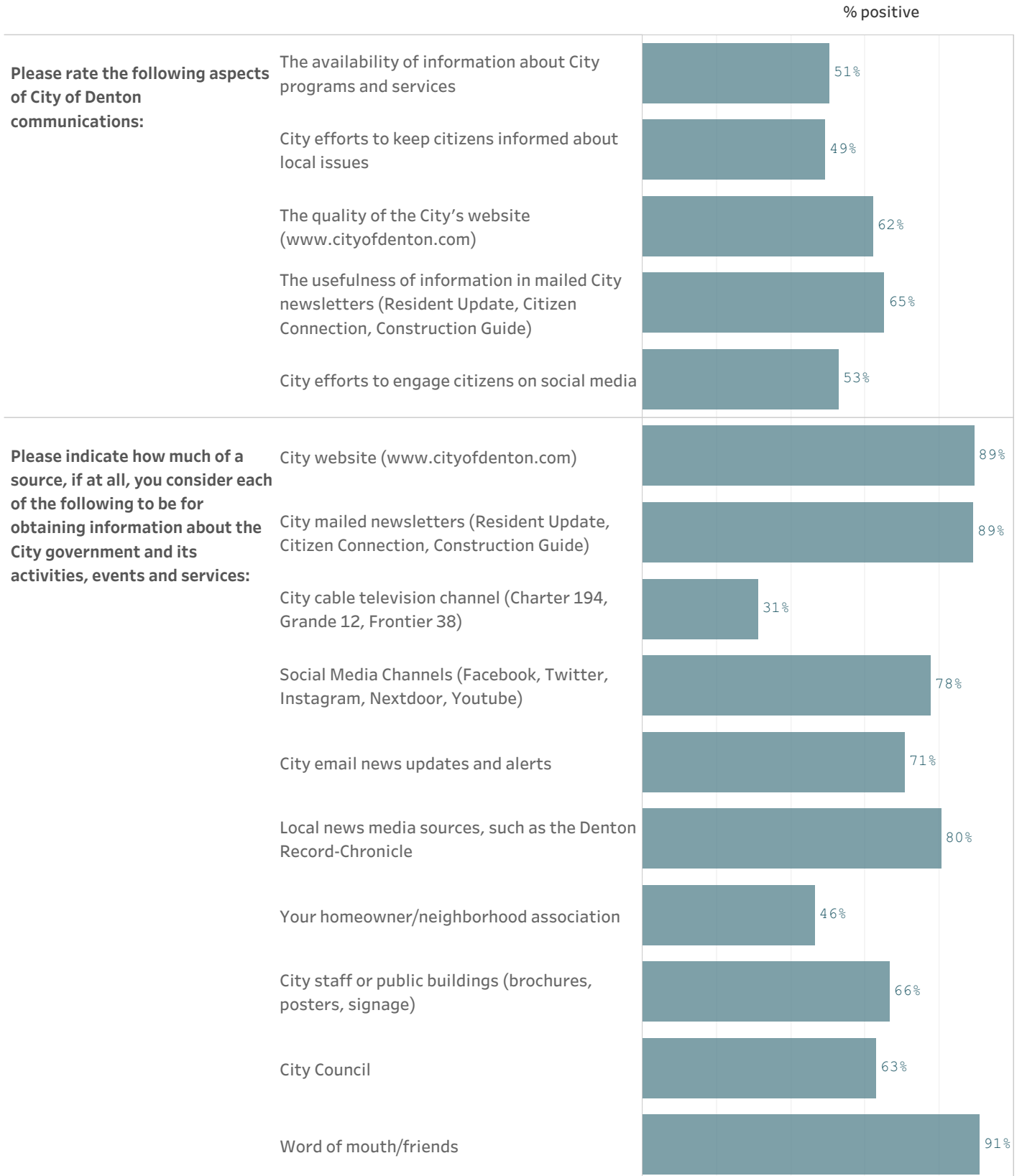


Visit social media sites	● 85% Similar
Use or check email	● 98% Similar
Share your opinions online	● 32% Similar
Shop online	● 61% Similar

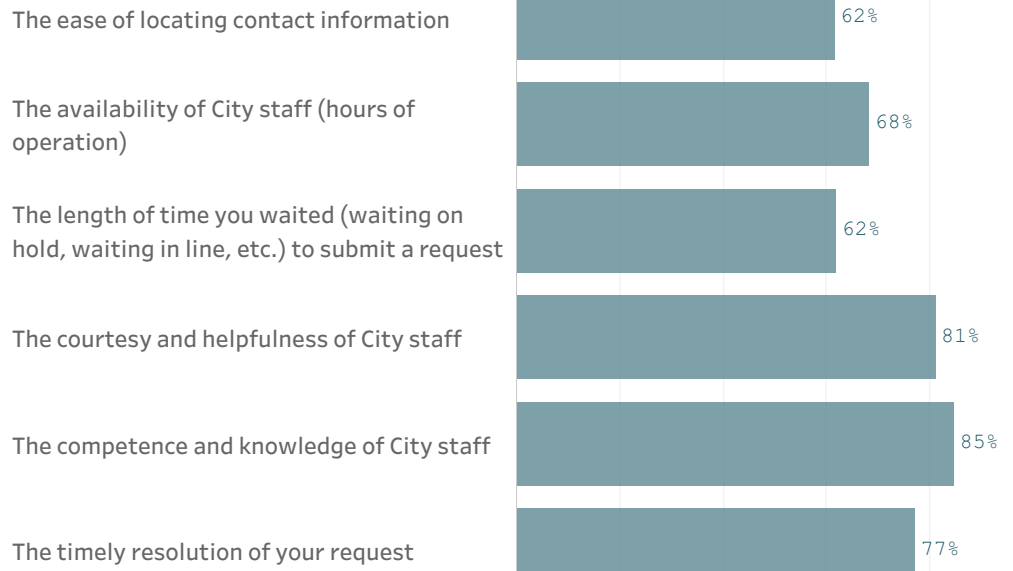
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Custom questions

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



Thinking about your most recent experience with the City of Denton, please rate your impression of the following categories of customer service performance:



National benchmark tables

This table contains the comparisons of Denton’s results to those from other communities. The first column shows the comparison of Denton’s rating to the benchmark. Denton’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Denton residents is statistically similar to or different than the benchmark. The second column is Denton’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 Denton’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 Denton’s result -- that is what percent of surveyed communities had a lower rating than Denton.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Denton.	Denton as a place to live	Similar	77%	264	337	21
	Your neighborhood as a place to live	Similar	73%	242	290	16
	Denton as a place to raise children	Similar	68%	259	341	24
	Denton as a place to work	Similar	58%	225	332	32
	Denton as a place to visit	Similar	61%	148	291	49
	Denton as a place to retire	Lower	51%	278	337	17
	The overall quality of life	Similar	72%	274	363	24
	Sense of community	Similar	71%	131	290	55
Please rate each of the following characteristics as they relate to Denton as a whole.	Overall economic health	Similar	51%	201	278	28
	Overall quality of the transportation system	Lower	37%	146	163	11
	Overall design or layout of residential and commercial areas	Lower	48%	233	271	14
	Overall quality of the utility infrastructure	Lower	55%	141	159	11
	Overall feeling of safety	Lower	62%	280	329	15
	Overall quality of natural environment	Lower	52%	270	280	3
	Overall quality of parks and recreation opportunities	Similar	70%	133	165	20
	Overall health and wellness opportunities	Similar	61%	213	273	22

Please rate each of the following characteristics as they relate to Denton as a whole.	Overall opportunities for education, culture, and the arts	Higher	79%	46	274	83
	Residents' connection and engagement with their community	Similar	61%	56	160	65
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Denton to someone who asks	Similar	79%	218	281	22
	Remain in Denton for the next five years	Similar	75%	249	278	10
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	91%	217	308	29
	In Denton's downtown/commercial area during the day	Similar	87%	189	292	35
	From property crime	Similar	65%	119	168	29
	From violent crime	Similar	81%	115	168	31
	From fire, flood, or other natural disaster	Similar	75%	121	158	24
Please rate the job you feel the Denton community does at each of the following.	Making all residents feel welcome	Similar	71%	96	166	42
	Attracting people from diverse backgrounds	Similar	70%	30	163	82
	Valuing/respecting residents from diverse backgrounds	Similar	69%	54	164	67
	Taking care of vulnerable residents	Similar	47%	130	160	19
Please rate each of the following in the Denton community.	Overall quality of business and service establishments	Similar	79%	68	277	75
	Variety of business and service establishments	Similar	70%	64	160	60
	Vibrancy of downtown/commercial area	Higher	66%	59	260	77
	Employment opportunities	Similar	47%	166	293	43
	Shopping opportunities	Similar	54%	152	285	47
	Cost of living	Similar	27%	198	272	27
	Overall image or reputation	Similar	67%	210	333	37
Please also rate each of the following in the Denton community.	Traffic flow on major streets	Lower	34%	247	306	19
	Ease of public parking	Much lower	27%	245	254	3

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

Ease of travel by car	Similar	56%	231	292	21
Ease of travel by public transportation	Lower	23%	204	253	19
Ease of travel by bicycle	Lower	26%	274	294	7
Ease of walking	Lower	45%	270	295	8
Well-planned residential growth	Lower	36%	133	162	18
Well-planned commercial growth	Similar	45%	99	162	39
Well-designed neighborhoods	Lower	40%	139	159	13
Preservation of the historical or cultural character of the community	Similar	60%	92	158	42
Public places where people want to spend time	Similar	53%	177	266	33
Variety of housing options	Similar	36%	230	277	17
Availability of affordable quality housing	Lower	19%	244	299	18
Overall quality of new development	Similar	46%	252	290	13
Overall appearance	Lower	50%	261	313	16
Cleanliness	Lower	45%	272	300	9
Water resources	Lower	35%	124	145	15
Air quality	Much lower	50%	252	264	4
Availability of paths and walking trails	Lower	44%	268	297	10
Fitness opportunities	Similar	54%	218	266	18
Recreational opportunities	Similar	53%	225	287	21
Availability of affordable quality food	Similar	59%	185	260	29
Availability of affordable quality health care	Lower	41%	236	268	12
Availability of preventive health services	Lower	41%	220	255	14

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

Availability of affordable quality mental health care	Similar	28%	202	256	21
Opportunities to attend cultural/arts/music activities	Higher	77%	45	283	84
Community support for the arts	Higher	76%	12	159	93
Availability of affordable quality childcare/preschool	Similar	31%	194	267	27
K-12 education	Similar	68%	161	270	40
Adult educational opportunities	Similar	61%	110	263	58
Sense of civic/community pride	Similar	63%	68	159	57
Neighborliness of residents	Similar	59%	201	267	24
Opportunities to participate in social events and activities	Similar	67%	88	274	68
Opportunities to attend special events and festivals	Similar	68%	100	272	63
Opportunities to volunteer	Similar	74%	73	270	73
Opportunities to participate in community matters	Similar	66%	79	273	71
Openness and acceptance of the community toward people of diverse backgrounds	Similar	66%	66	289	77
Please indicate whether or not you have done each of the following in the last 12 months.					
Contacted the City of Denton for help or information	Higher	63%	15	308	95
Contacted Denton elected officials to express your opinion	Similar	23%	42	267	84
Attended a local public meeting	Similar	14%	221	267	17
Watched a local public meeting	Similar	30%	66	248	73
Volunteered your time to some group/activity	Similar	30%	151	270	44
Campaigned or advocated for a local issue, cause, or candidate	Similar	26%	52	260	80
Voted in your most recent local election	Similar	70%	121	161	25
Used public transportation instead of driving	Similar	23%	75	243	69
Carpooled with other adults or children instead of driving alone	Higher	57%	14	263	95

not you have done each of the following in the last 12 months.	Walked or biked instead of driving	Similar	51%	178	267	33
	Public information services	Similar	64%	175	286	38
Please rate the quality of each of the following services in Denton.	Economic development	Similar	54%	161	279	42
	Traffic enforcement	Similar	50%	273	327	16
	Traffic signal timing	Similar	37%	234	271	14
	Street repair	Much lower	19%	311	322	3
	Street cleaning	Lower	40%	255	284	10
	Street lighting	Similar	47%	262	313	16
	Snow removal	Lower	41%	209	241	13
	Sidewalk maintenance	Lower	36%	260	280	7
	Bus or transit services	Similar	35%	177	250	29
	Land use, planning and zoning	Similar	37%	245	286	14
	Code enforcement	Similar	44%	207	320	35
	Affordable high-speed internet access	Similar	48%	74	156	53
	Garbage collection	Similar	78%	233	304	23
	Drinking water	Similar	72%	171	280	39
	Sewer services	Similar	74%	201	285	29
	Storm water management	Similar	60%	209	299	30
	Power (electric and/or gas) utility	Similar	74%	166	224	26
	Utility billing	Similar	69%	122	251	51
	Police/Sheriff services	Similar	68%	300	354	15
	Crime prevention	Similar	60%	235	326	28

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

Animal control	Similar	76%	97	296	67
Ambulance or emergency medical services	Similar	83%	247	293	16
Fire services	Similar	86%	274	317	13
Fire prevention and education	Similar	75%	239	282	15
Emergency preparedness	Similar	69%	157	281	44
Preservation of natural areas	Similar	49%	210	263	20
Denton open space	Lower	48%	223	256	13
Recycling	Similar	68%	211	306	31
Yard waste pick-up	Similar	75%	145	262	45
City parks	Similar	73%	225	299	25
Recreation programs or classes	Similar	65%	176	291	39
Recreation centers or facilities	Similar	64%	145	276	47
Health services	Similar	57%	187	250	25
Public library services	Similar	81%	217	298	27
Overall customer service by Denton employees	Similar	76%	225	342	34

Please rate the following categories of Denton government performance.

The value of services for the taxes paid to Denton	Similar	42%	277	346	20
The overall direction that Denton is taking	Similar	41%	257	310	17
The job Denton government does at welcoming resident involvement	Similar	50%	166	308	46
Overall confidence in Denton government	Similar	39%	242	276	12
Generally acting in the best interest of the community	Lower	43%	243	280	13
Being honest	Lower	41%	234	271	14
Being open and transparent to the public	Similar	47%	128	165	23

Please rate the following categories of Denton government performance.	Informing residents about issues facing the community	Similar	48%	111	171	35
	Treating all residents fairly	Similar	52%	227	277	18
	Treating residents with respect	Similar	57%	136	162	16
Overall, how would you rate the quality of the services provided by each of the following?	The City of Denton	Similar	61%	261	338	23
	The Federal Government	Similar	29%	240	260	8
Please rate how important, if at all, you think it is for the Denton community to focus on each of the following in the coming two years.	Overall economic health	Similar	87%	127	251	49
	Overall quality of the transportation system	Similar	78%	32	158	80
	Overall design or layout of residential and commercial areas	Similar	79%	128	251	49
	Overall quality of the utility infrastructure	Similar	87%	81	157	49
	Overall feeling of safety	Similar	92%	163	251	35
	Overall quality of natural environment	Similar	79%	65	251	74
	Overall quality of parks and recreation opportunities	Similar	85%	14	158	91
	Overall health and wellness opportunities	Similar	77%	31	251	88
	Overall opportunities for education, culture, and the arts	Similar	74%	79	251	68
	Residents' connection and engagement with their community	Similar	71%	95	251	62
In general, how many times do you:	Access the internet from your home	Similar	96%	61	158	62
	Access the internet from your cell phone	Similar	98%	4	158	98
	Visit social media sites	Similar	85%	12	157	92
	Use or check email	Similar	98%	50	158	68
	Share your opinions online	Similar	32%	56	158	65
	Shop online	Similar	61%	51	158	68
	Please rate your overall health.	Similar	68%	91	262	65

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:

Lower

15%

246

264

7

Custom benchmark tables

This table contains the comparisons of Denton’s results to those from other communities with a similar population, as selected by City Staff. The first column shows the comparison of Denton’s rating to the benchmark. Denton’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Denton residents is statistically similar to or different than the benchmark. The second column is Denton’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 Denton’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 Denton’s result -- that is what percent of surveyed communities had a lower rating than Denton.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Denton.	Denton as a place to live	Similar	77%	20	32	40
	Your neighborhood as a place to live	Similar	73%	21	24	16
	Denton as a place to raise children	Similar	68%	21	32	37
	Denton as a place to work	Similar	58%	19	32	43
	Denton as a place to visit	Similar	61%	17	29	44
	Denton as a place to retire	Similar	51%	23	32	31
	The overall quality of life	Similar	72%	21	32	37
	Sense of community	Similar	71%	8	22	68
Please rate each of the following characteristics as they relate to Denton as a whole.	Overall economic health	Similar	51%	15	21	33
	Overall quality of the transportation system	Lower	37%	14	16	18
	Overall design or layout of residential and commercial areas	Similar	48%	16	21	28
	Overall quality of the utility infrastructure	Lower	55%	14	16	18
	Overall feeling of safety	Similar	62%	21	29	31
	Overall quality of natural environment	Lower	52%	21	22	9
	Overall quality of parks and recreation opportunities	Similar	70%	13	17	29
	Overall health and wellness opportunities	Similar	61%	16	21	28
	Overall opportunities for education, culture, and the arts	Similar	79%	6	21	76
	Residents’ connection and engagement with their community	Similar	61%	6	16	68

Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Denton to someone who asks	Similar	79%	12	22	50
	Remain in Denton for the next five years	Similar	75%	15	22	36
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	91%	17	25	36
	In Denton's downtown/commercial area during the day	Similar	87%	10	23	60
	From property crime	Similar	65%	11	18	44
	From violent crime	Similar	81%	11	18	44
	From fire, flood, or other natural disaster	Similar	75%	10	15	40
Please rate the job you feel the Denton community does at each of the following.	Making all residents feel welcome	Similar	71%	7	16	62
	Attracting people from diverse backgrounds	Similar	70%	2	16	93
	Valuing/respecting residents from diverse backgrounds	Similar	69%	5	16	75
	Taking care of vulnerable residents	Similar	47%	12	16	31
Please rate each of the following in the Denton community.	Overall quality of business and service establishments	Similar	79%	8	21	66
	Variety of business and service establishments	Similar	70%	9	17	52
	Vibrancy of downtown/commercial area	Higher	66%	6	19	73
	Employment opportunities	Similar	47%	17	25	36
	Shopping opportunities	Similar	54%	14	21	38
	Cost of living	Similar	27%	13	21	42
	Overall image or reputation	Similar	67%	15	28	50
Please also rate each of the following in the Denton community.	Traffic flow on major streets	Similar	34%	20	26	26
	Ease of public parking	Lower	27%	18	18	5
	Ease of travel by car	Similar	56%	18	22	22
	Ease of travel by public transportation	Lower	23%	16	19	21
	Ease of travel by bicycle	Lower	26%	19	22	18
	Ease of walking	Similar	45%	17	22	27

Please also rate each of the following in the Denton community.	Please rate each of the following in the Denton community.					
	Similar	Percentage	1	2	3	4
Well-planned residential growth	Similar	36%	11	16	37	
Well-planned commercial growth	Similar	45%	10	16	43	
Well-designed neighborhoods	Similar	40%	12	17	35	
Preservation of the historical or cultural character of the community	Similar	60%	6	15	66	
Public places where people want to spend time	Similar	53%	11	20	50	
Variety of housing options	Similar	36%	15	20	30	
Availability of affordable quality housing	Similar	19%	17	23	30	
Overall quality of new development	Similar	46%	19	22	18	
Overall appearance	Similar	50%	20	28	32	
Cleanliness	Lower	45%	23	27	18	
Water resources	Lower	35%	12	14	21	
Air quality	Lower	50%	20	22	13	
Availability of paths and walking trails	Lower	44%	21	23	13	
Fitness opportunities	Similar	54%	16	20	25	
Recreational opportunities	Similar	53%	17	22	27	
Availability of affordable quality food	Similar	59%	14	18	27	
Availability of affordable quality health care	Lower	41%	16	20	25	
Availability of preventive health services	Lower	41%	15	19	26	
Availability of affordable quality mental health care	Similar	28%	15	19	26	
Opportunities to attend cultural/arts/music activities	Higher	77%	6	22	77	
Community support for the arts	Higher	76%	3	16	87	
Availability of affordable quality childcare/preschool	Similar	31%	13	20	40	
K-12 education	Similar	68%	9	21	61	
Adult educational opportunities	Similar	61%	9	21	61	

Please also rate each of the following in the Denton community.	Sense of civic/community pride	Similar	63%	6	16	68
	Neighborliness of residents	Similar	59%	13	20	40
	Opportunities to participate in social events and activities	Similar	67%	6	22	77
	Opportunities to attend special events and festivals	Similar	68%	7	20	70
	Opportunities to volunteer	Similar	74%	6	20	75
	Opportunities to participate in community matters	Similar	66%	5	20	80
	Openness and acceptance of the community toward people of diverse backgrounds	Similar	66%	3	22	90
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Denton for help or information	Higher	63%	1	26	100
	Contacted Denton elected officials to express your opinion	Similar	23%	6	20	75
	Attended a local public meeting	Similar	14%	17	20	20
	Watched a local public meeting	Similar	30%	7	20	70
	Volunteered your time to some group/activity	Similar	30%	12	20	45
	Campaigned or advocated for a local issue, cause, or candidate	Similar	26%	7	20	70
	Voted in your most recent local election	Lower	70%	16	16	6
	Used public transportation instead of driving	Similar	23%	9	19	57
	Carpooled with other adults or children instead of driving alone	Higher	57%	2	20	95
	Walked or biked instead of driving	Similar	51%	11	20	50
Please rate the quality of each of the following services in Denton.	Public information services	Similar	64%	11	22	54
	Economic development	Similar	54%	13	21	42
	Traffic enforcement	Similar	50%	18	27	37
	Traffic signal timing	Similar	37%	15	20	30
	Street repair	Lower	19%	23	23	4
	Street cleaning	Lower	40%	15	19	26
	Street lighting	Similar	47%	17	24	33

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

Snow removal	Similar	41%	13	17	29
Sidewalk maintenance	Lower	36%	15	17	17
Bus or transit services	Similar	35%	16	20	25
Land use, planning and zoning	Similar	37%	19	22	18
Code enforcement	Similar	44%	19	29	37
Affordable high-speed internet access	Similar	48%	6	15	66
Garbage collection	Similar	78%	17	26	38
Drinking water	Similar	72%	15	23	39
Sewer services	Similar	74%	16	23	34
Storm water management	Similar	60%	16	25	40
Power (electric and/or gas) utility	Similar	74%	10	17	47
Utility billing	Similar	69%	6	19	73
Police/Sheriff services	Similar	68%	23	32	31
Crime prevention	Similar	60%	15	27	48
Animal control	Similar	76%	8	25	72
Ambulance or emergency medical services	Similar	83%	18	26	34
Fire services	Similar	86%	20	30	36
Fire prevention and education	Similar	75%	18	24	29
Emergency preparedness	Similar	69%	13	23	47
Preservation of natural areas	Similar	49%	18	21	19
Denton open space	Lower	48%	18	20	15
Recycling	Similar	68%	18	26	34
Yard waste pick-up	Similar	75%	11	21	52
City parks	Similar	73%	16	24	37
































Please rate the quality of each of the following services in Denton.	Recreation programs or classes	Similar	65%	15	25	44
	Recreation centers or facilities	Similar	64%	11	23	56
	Health services	Similar	57%	15	20	30
	Public library services	Similar	81%	19	27	33
	Overall customer service by Denton employees	Similar	76%	13	30	60
Please rate the following categories of Denton government performance.	The value of services for the taxes paid to Denton	Similar	42%	23	32	31
	The overall direction that Denton is taking	Similar	41%	21	26	23
	The job Denton government does at welcoming resident involvement	Similar	50%	12	28	60
	Overall confidence in Denton government	Similar	39%	18	22	22
	Generally acting in the best interest of the community	Similar	43%	19	22	18
	Being honest	Similar	41%	17	20	20
	Being open and transparent to the public	Similar	47%	12	17	35
	Informing residents about issues facing the community	Similar	48%	10	18	50
	Treating all residents fairly	Similar	52%	16	21	28
	Treating residents with respect	Similar	57%	13	16	25
Overall, how would you rate the quality of the services provided by each of the following?	The City of Denton	Similar	61%	18	31	45
	The Federal Government	Similar	29%	18	20	15
Please rate how important, if at all, you think it is for the Denton community to focus on each of the following in the coming two years.	Overall economic health	Similar	87%	12	19	42
	Overall quality of the transportation system	Similar	78%	4	16	81
	Overall design or layout of residential and commercial areas	Similar	79%	9	19	57
	Overall quality of the utility infrastructure	Similar	87%	8	15	53
	Overall feeling of safety	Similar	92%	9	19	57
	Overall quality of natural environment	Similar	79%	4	19	84
	Overall quality of parks and recreation opportunities	Similar	85%	2	16	93
































Please rate how important, if at all, you think it is for the Denton community to focus on each of the following in the coming two years.	Overall health and wellness opportunities	Similar	77%	4	19	84
	Overall opportunities for education, culture, and the arts	Similar	74%	4	19	84
	Residents' connection and engagement with their community	Similar	71%	2	19	94
In general, how many times do you:	Access the internet from your home	Similar	96%	5	16	75
	Access the internet from your cell phone	Similar	98%	1	16	100
	Visit social media sites	Similar	85%	1	16	100
	Use or check email	Similar	98%	4	16	81
	Share your opinions online	Similar	32%	6	16	68
	Shop online	Similar	61%	4	16	81
	Please rate your overall health.	Similar	68%	9	20	60
	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	15%	16	20	25
































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.

Please rate each of the following aspects of quality of life in Denton.	Question	Rating	Frequency	
			Percentage	Count
Denton as a place to live	Denton as a place to live	Excellent	26%	10
		Good	50%	19
		Fair	18%	7
		Poor	6%	2
Your neighborhood as a place to live	Your neighborhood as a place to live	Excellent	33%	13
		Good	41%	16
		Fair	19%	7
		Poor	8%	3
Denton as a place to raise children	Denton as a place to raise children	Excellent	26%	10
		Good	41%	16
		Fair	26%	10
		Poor	7%	3
Denton as a place to work	Denton as a place to work	Excellent	16%	6
		Good	42%	16
		Fair	30%	12
		Poor	13%	5
Denton as a place to visit	Denton as a place to visit	Excellent	25%	10
		Good	36%	14
		Fair	30%	12
		Poor	9%	4
Denton as a place to retire	Denton as a place to retire	Excellent	17%	7
		Good	33%	13
		Fair	29%	11
		Poor	21%	8
The overall quality of life	The overall quality of life	Excellent	19%	8
		Good	52%	20
		Fair	25%	10
		Poor	4%	2

Please rate each of the following aspects of quality of life in Denton.	Sense of community	Excellent		18%
		Good		52%
		Fair		20%
		Poor		10%
Please rate each of the following characteristics as they relate to Denton as a whole.	Overall economic health	Excellent		10%
		Good		40%
		Fair		44%
		Poor		6%
	Overall quality of the transportation system	Excellent		5%
		Good		32%
		Fair		27%
		Poor		36%
	Overall design or layout of residential and commercial areas	Excellent		5%
		Good		43%
		Fair		34%
		Poor		18%
Overall quality of the utility infrastructure	Excellent		11%	
	Good		43%	
	Fair		26%	
	Poor		20%	
Overall feeling of safety	Excellent		9%	
	Good		52%	
	Fair		33%	
	Poor		6%	
Overall quality of natural environment	Excellent		14%	
	Good		37%	
	Fair		34%	
	Poor		16%	
Overall quality of parks and recreation opportunities	Excellent		23%	
	Good		46%	
	Fair		22%	

Please rate each of the following characteristics as they relate to Denton as a whole.	Overall quality of parks and recreation opportunities	Poor		9%	
	Overall health and wellness opportunities	Excellent		16%	
		Good		44%	
		Fair		31%	
		Poor		9%	
	Overall opportunities for education, culture, and the arts	Excellent		34%	
		Good		45%	
		Fair		18%	
		Poor		3%	
	Residents' connection and engagement with their community	Excellent		13%	
		Good		47%	
		Fair		35%	
		Poor		4%	
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Denton to someone who asks	Very likely		30%
			Somewhat likely		48%
			Somewhat unlikely		13%
Very unlikely				9%	
Remain in Denton for the next five years		Very likely		49%	
		Somewhat likely		26%	
		Somewhat unlikely		10%	
		Very unlikely		16%	
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		64%	
		Somewhat safe		27%	
		Neither safe nor unsafe		6%	
		Somewhat unsafe		3%	
	In Denton's downtown/commercial area during the day	Very safe		53%	
		Somewhat safe		33%	
		Neither safe nor unsafe		8%	
		Somewhat unsafe		5%	
		Very unsafe		0%	
	From property crime	Very safe		24%	

Please rate how safe or unsafe you feel:	From property crime	Somewhat safe		40%
		Neither safe nor unsafe		22%
		Somewhat unsafe		11%
		Very unsafe		3%
	From violent crime	Very safe		33%
		Somewhat safe		48%
		Neither safe nor unsafe		11%
		Somewhat unsafe		6%
		Very unsafe		2%
	From fire, flood, or other natural disaster	Very safe		31%
		Somewhat safe		44%
		Neither safe nor unsafe		21%
		Somewhat unsafe		2%
Very unsafe			3%	
Please rate the job you feel the Denton community does at each of the following.	Making all residents feel welcome	Excellent		13%
		Good		57%
		Fair		26%
		Poor		4%
	Attracting people from diverse backgrounds	Excellent		23%
		Good		47%
		Fair		23%
		Poor		7%
	Valuing/respecting residents from diverse backgrounds	Excellent		26%
		Good		42%
		Fair		21%
		Poor		10%
	Taking care of vulnerable residents	Excellent		14%
		Good		33%
		Fair		24%
		Poor		29%
Please rate each of the following in the Denton community:	Overall quality of business and service establishments	Excellent		21%

Please rate each of the following in the Denton community.	Overall quality of business and service establishments	Good		57%
		Fair		21%
		Poor		1%
Variety of business and service establishments	Excellent		19%	
	Good		50%	
	Fair		22%	
	Poor		9%	
Vibrancy of downtown/commercial area	Excellent		26%	
	Good		40%	
	Fair		30%	
	Poor		4%	
Employment opportunities	Excellent		5%	
	Good		40%	
	Fair		35%	
	Poor		20%	
Shopping opportunities	Excellent		15%	
	Good		38%	
	Fair		32%	
	Poor		15%	
Cost of living	Excellent		8%	
	Good		19%	
	Fair		46%	
	Poor		28%	
Overall image or reputation	Excellent		17%	
	Good		49%	
	Fair		27%	
	Poor		7%	
Please also rate each of the following in the Denton community.	Traffic flow on major streets	Excellent		6%
		Good		28%
		Fair		35%
		Poor		31%

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

































































Please also rate each of the following in the Denton community.				
Well-designed neighborhoods	Poor			18%
	Excellent			22%
Preservation of the historical or cultural character of the community	Good			37%
	Fair			24%
	Poor			17%
	Excellent			13%
Public places where people want to spend time	Good			40%
	Fair			38%
	Poor			9%
	Excellent			7%
Variety of housing options	Good			29%
	Fair			32%
	Poor			32%
	Excellent			7%
Availability of affordable quality housing	Good			17%
	Fair			29%
	Poor			51%
	Excellent			3%
Overall quality of new development	Good			38%
	Fair			23%
	Poor			32%
	Excellent			7%
Overall appearance	Good			37%
	Fair			41%
	Poor			11%
	Excellent			12%
Cleanliness	Good			40%
	Fair			40%
	Poor			15%
	Excellent			5%
Water resources	Good			27%
	Excellent			7%
































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



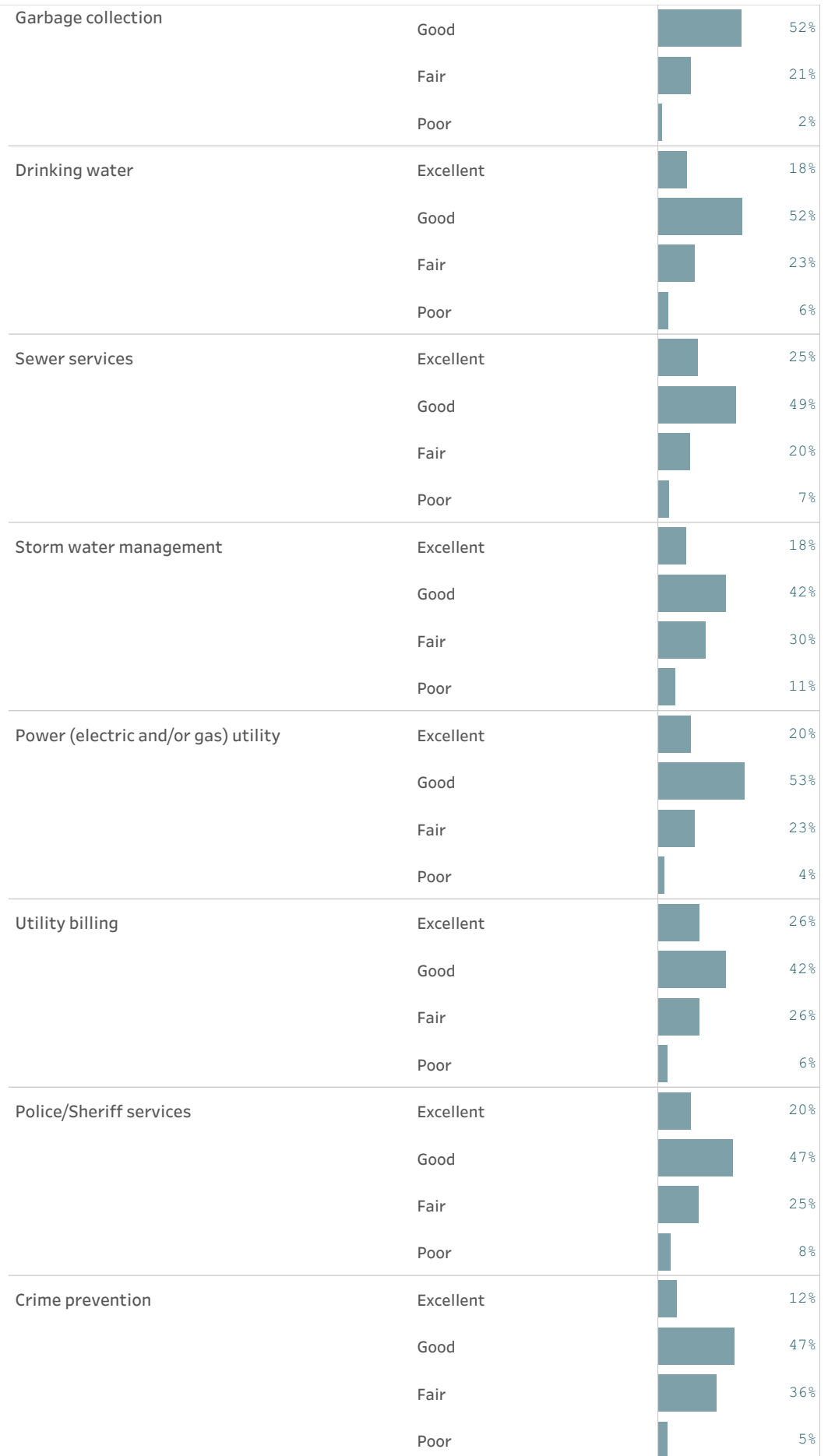
Please also rate each of the following in the Denton community.				
Availability of affordable quality mental health care	Good		18%	
	Fair		39%	
	Poor		35%	
Opportunities to attend cultural/arts/music activities	Excellent		27%	
	Good		50%	
	Fair		18%	
	Poor		5%	
Community support for the arts	Excellent		35%	
	Good		41%	
	Fair		20%	
	Poor		4%	
Availability of affordable quality childcare/preschool	Excellent		10%	
	Good		19%	
	Fair		48%	
	Poor		22%	
K-12 education	Excellent		17%	
	Good		50%	
	Fair		27%	
	Poor		6%	
Adult educational opportunities	Excellent		17%	
	Good		44%	
	Fair		25%	
	Poor		14%	
Sense of civic/community pride	Excellent		20%	
	Good		42%	
	Fair		34%	
	Poor		4%	
Neighborliness of residents	Excellent		10%	
	Good		48%	
	Fair		32%	
	Poor		10%	

Please also rate each of the following in the Denton community.	Opportunities to participate in social events and activities	Excellent		17%
		Good		50%
		Fair		29%
		Poor		5%
	Opportunities to attend special events and festivals	Excellent		22%
		Good		46%
		Fair		29%
		Poor		3%
	Opportunities to volunteer	Excellent		23%
		Good		50%
		Fair		25%
		Poor		1%
	Opportunities to participate in community matters	Excellent		19%
		Good		46%
		Fair		31%
		Poor		4%
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		22%
		Good		43%
		Fair		26%
		Poor		9%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Denton for help or information	No		36%
		Yes		64%
	Contacted Denton elected officials to express your opinion	No		77%
		Yes		23%
	Attended a local public meeting	No		87%
		Yes		13%
	Watched a local public meeting	No		70%
		Yes		30%
	Volunteered your time to some group/activity	No		69%
		Yes		31%
	Campaigned or advocated for a local issue, cause, or candidate	No		74%

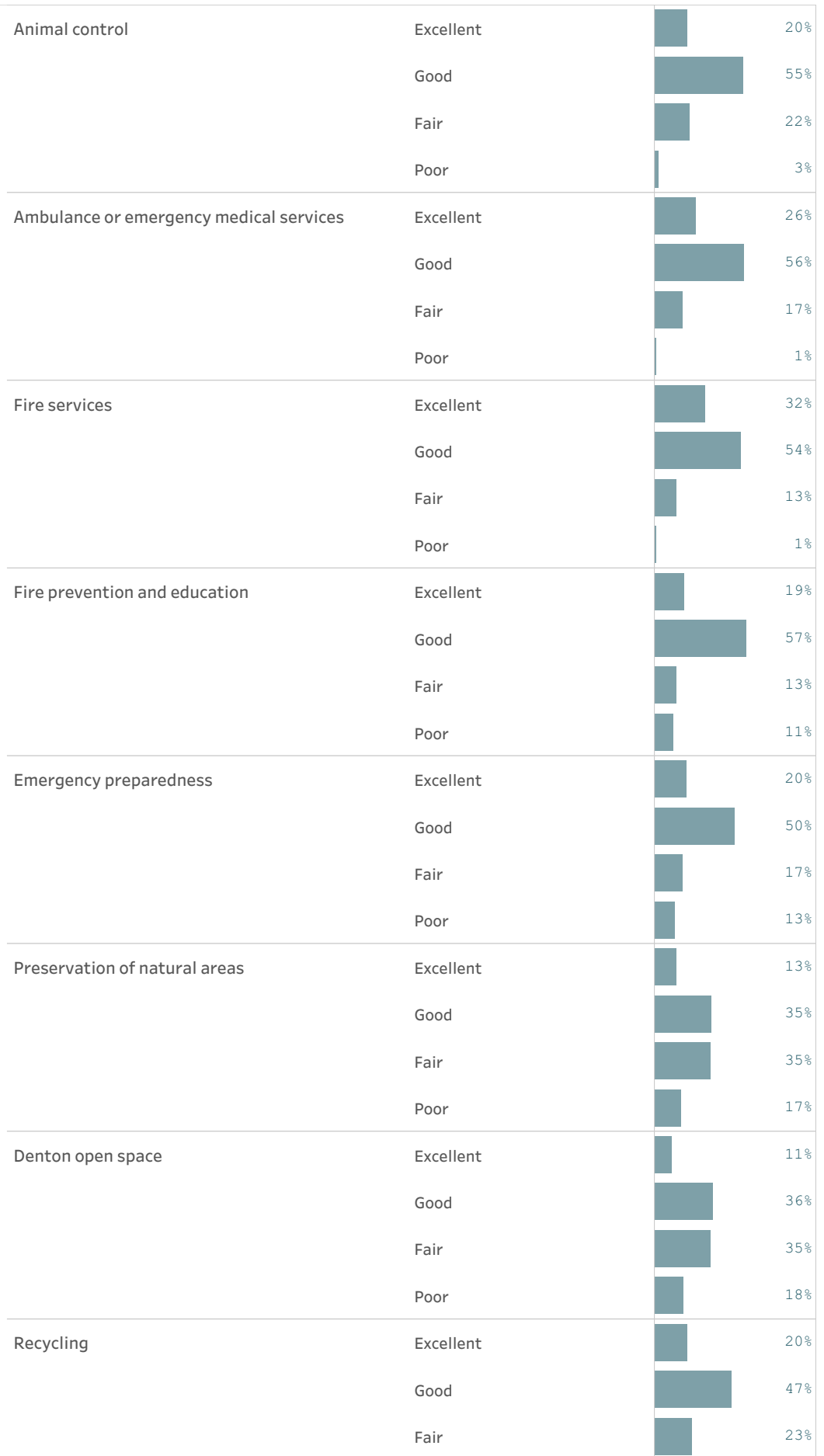
Please indicate whether or not you have done each of the following in the last 12 months.	Campaigned or advocated for a local issue, cause, or candidate	Yes		26%
	Voted in your most recent local election	No		30%
		Yes		70%
	Used public transportation instead of driving	No		77%
		Yes		23%
	Carpooled with other adults or children instead of driving alone	No		43%
		Yes		57%
	Walked or biked instead of driving	No		50%
Yes			50%	
Please rate the quality of each of the following services in Denton.	Public information services	Excellent		11%
		Good		53%
		Fair		33%
		Poor		3%
	Economic development	Excellent		10%
		Good		43%
		Fair		34%
		Poor		13%
	Traffic enforcement	Excellent		14%
		Good		34%
		Fair		31%
		Poor		21%
	Traffic signal timing	Excellent		14%
		Good		21%
		Fair		39%
		Poor		26%
Street repair	Excellent		3%	
	Good		15%	
	Fair		24%	
	Poor		58%	
Street cleaning	Excellent		11%	
	Good		29%	

Please rate the quality of each of the following services in Denton.			
Street cleaning	Fair		37%
	Poor		23%
Street lighting	Excellent		8%
	Good		39%
	Fair		38%
	Poor		16%
Snow removal	Excellent		13%
	Good		28%
	Fair		36%
	Poor		22%
Sidewalk maintenance	Excellent		4%
	Good		31%
	Fair		36%
	Poor		29%
Bus or transit services	Excellent		8%
	Good		27%
	Fair		32%
	Poor		33%
Land use, planning and zoning	Excellent		4%
	Good		32%
	Fair		31%
	Poor		33%
Code enforcement	Excellent		6%
	Good		37%
	Fair		34%
	Poor		23%
Affordable high-speed internet access	Excellent		17%
	Good		31%
	Fair		34%
	Poor		18%
Garbage collection	Excellent		25%
































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



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



Please rate the quality of each of the following services in Denton.			
Recycling	Poor		9%
	Excellent		22%
	Good		52%
	Fair		22%
	Poor		4%
Yard waste pick-up	Excellent		26%
	Good		46%
	Fair		19%
	Poor		8%
City parks	Excellent		27%
	Good		39%
	Fair		23%
	Poor		12%
Recreation programs or classes	Excellent		24%
	Good		39%
	Fair		29%
	Poor		8%
Recreation centers or facilities	Excellent		16%
	Good		41%
	Fair		32%
	Poor		12%
Health services	Excellent		32%
	Good		48%
	Fair		19%
	Poor		1%
Public library services	Excellent		20%
	Good		57%
	Fair		20%
	Poor		3%
Overall customer service by Denton employees	Excellent		3%
	Good		39%
Please rate the following categories of Denton government performance.	The value of services for the taxes paid to Denton	Excellent	3%
		Good	39%

Please rate the following categories of Denton government performance.			
The value of services for the taxes paid to Denton	Fair		39%
	Poor		18%
The overall direction that Denton is taking	Excellent		12%
	Good		28%
	Fair		35%
	Poor		25%
The job Denton government does at welcoming resident involvement	Excellent		5%
	Good		45%
	Fair		40%
	Poor		10%
Overall confidence in Denton government	Excellent		3%
	Good		34%
	Fair		40%
	Poor		23%
Generally acting in the best interest of the community	Excellent		5%
	Good		37%
	Fair		35%
	Poor		24%
Being honest	Excellent		10%
	Good		31%
	Fair		37%
	Poor		23%
Being open and transparent to the public	Excellent		11%
	Good		35%
	Fair		25%
	Poor		28%
Informing residents about issues facing the community	Excellent		10%
	Good		38%
	Fair		31%
	Poor		21%
Treating all residents fairly	Excellent		6%
































Please rate the following categories of Denton government performance.	Treating all residents fairly	Good		46%
		Fair		22%
		Poor		27%
	Treating residents with respect	Excellent		9%
		Good		48%
		Fair		28%
Poor			15%	
Overall, how would you rate the quality of the services provided by each of the following?	The City of Denton	Excellent		18%
		Good		42%
		Fair		29%
		Poor		11%
	The Federal Government	Excellent		4%
		Good		23%
		Fair		41%
		Poor		31%
Please rate how important, if at all, you think it is for the Denton community to focus on each of the following in the coming two years.	Overall economic health	Essential		48%
		Very important		39%
		Somewhat important		13%
		Not at all important		0%
	Overall quality of the transportation system	Essential		38%
		Very important		40%
		Somewhat important		21%
		Not at all important		2%
	Overall design or layout of residential and commercial areas	Essential		30%
		Very important		49%
		Somewhat important		17%
		Not at all important		4%
Overall quality of the utility infrastructure	Essential		49%	
	Very important		38%	
	Somewhat important		11%	
	Not at all important		2%	

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

Overall feeling of safety	Essential		46%
	Very important		46%
	Somewhat important		8%
	Not at all important		0%
Overall quality of natural environment	Essential		49%
	Very important		30%
	Somewhat important		21%
	Not at all important		0%
Overall quality of parks and recreation opportunities	Essential		41%
	Very important		44%
	Somewhat important		15%
	Not at all important		0%
Overall health and wellness opportunities	Essential		46%
	Very important		31%
	Somewhat important		20%
	Not at all important		3%
Overall opportunities for education, culture, and the arts	Essential		41%
	Very important		33%
	Somewhat important		24%
	Not at all important		3%
Residents' connection and engagement with their community	Essential		35%
	Very important		36%
	Somewhat important		24%
	Not at all important		5%

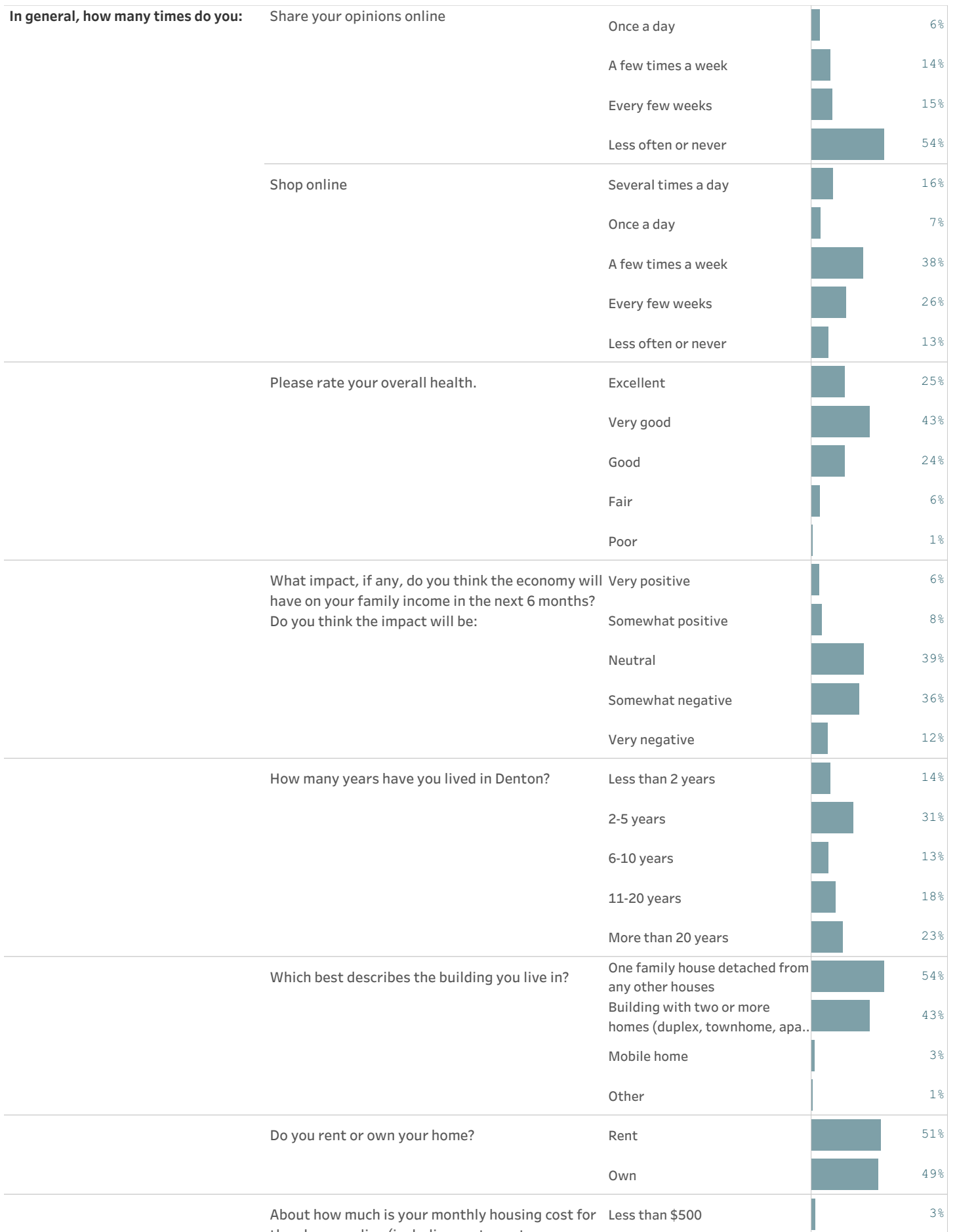
Please rate the following aspects of City of Denton communications:
































The availability of information about City programs and services	Excellent		15%
	Good		30%
	Fair		41%
	Poor		6%
	Don't Know		8%
City efforts to keep citizens informed about local issues	Excellent		16%
	Good		29%

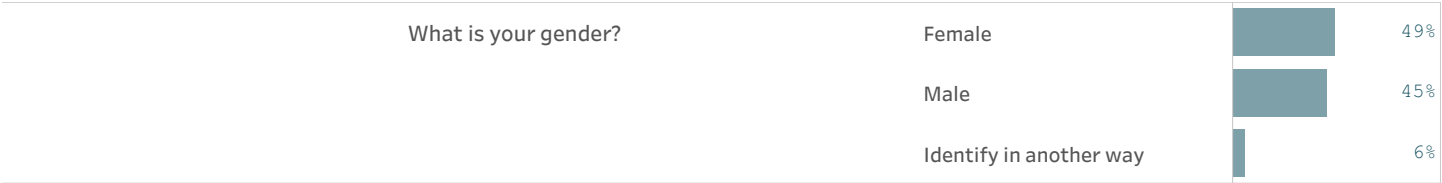
Please rate the following aspects of City of Denton communications:	City efforts to keep citizens informed about local issues	Fair		38%
		Poor		10%
		Don't Know		8%
	The quality of the City's website (www.cityofdenton.com)	Excellent		15%
		Good		40%
		Fair		26%
		Poor		9%
		Don't Know		11%
		The usefulness of information in mailed City newsletters (Resident Update, Citizen Connection, Construction Guide)	Excellent	
	Good			37%
	Fair			26%
	Poor			6%
	Don't Know			9%
	City efforts to engage citizens on social media	Excellent		12%
		Good		23%
Fair			22%	
Poor			11%	
Don't Know			32%	
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	City website (www.cityofdenton.com)	Major source		55%
		Minor source		34%
		Not a source		11%
	City mailed newsletters (Resident Update, Citizen Connection, Construction Guide)	Major source		46%
		Minor source		43%
		Not a source		11%
	City cable television channel (Charter 194, Grande 12, Frontier 38)	Major source		14%
		Minor source		16%
		Not a source		70%
	Social Media Channels (Facebook, Twitter, Instagram, Nextdoor, Youtube)	Major source		42%
		Minor source		36%
		Not a source		23%
	City email news updates and alerts	Major source		42%

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	City email news updates and alerts	Minor source		28%
		Not a source		30%
	Local news media sources, such as the Denton Record-Chronicle	Major source		42%
		Minor source		38%
		Not a source		20%
	Your homeowner/neighborhood association	Major source		20%
		Minor source		26%
		Not a source		55%
	City staff or public buildings (brochures, posters, signage)	Major source		21%
		Minor source		45%
		Not a source		34%
	City Council	Major source		24%
		Minor source		38%
		Not a source		38%
	Word of mouth/friends	Major source		43%
Minor source			48%	
Not a source			10%	
Thinking about your most recent experience with the City of Denton, please rate your impression of the following categories of customer service performance:	The ease of locating contact information	Excellent		16%
		Good		44%
		Fair		33%
		Poor		6%
	The availability of City staff (hours of operation)	Excellent		20%
		Good		47%
		Fair		30%
		Poor		2%
	The length of time you waited (waiting on hold, waiting in line, etc.) to submit a request	Excellent		17%
		Good		44%
		Fair		31%
		Poor		8%
	The courtesy and helpfulness of City staff	Excellent		34%
		Good		47%

Thinking about your most recent experience with the City of Denton, please rate your impression of the following categories of customer service performance:	The courtesy and helpfulness of City staff	Fair		18%
		Poor		1%
	The competence and knowledge of City staff	Excellent		32%
		Good		52%
		Fair		15%
		Poor		0%
	The timely resolution of your request	Excellent		29%
		Good		48%
Fair			21%	
Poor			2%	
In general, how many times do you:	Access the internet from your home	Several times a day		83%
		Once a day		5%
		A few times a week		8%
		Every few weeks		1%
		Less often or never		3%
	Access the internet from your cell phone	Several times a day		90%
		Once a day		4%
		A few times a week		3%
		Every few weeks		0%
		Less often or never		2%
	Visit social media sites	Several times a day		63%
		Once a day		14%
		A few times a week		8%
		Every few weeks		1%
		Less often or never		14%
Use or check email	Several times a day		80%	
	Once a day		16%	
	A few times a week		2%	
	Every few weeks		1%	
	Less often or never		1%	
Share your opinions online	Several times a day		11%	



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)?	\$500 to \$999		22%
	\$1,000 to \$1,499		33%
	\$1,500 to \$1,999		20%
	\$2,000 to \$2,499		14%
	\$2,500 to \$2,999		6%
	\$3,000 to \$3,499		1%
	\$3,500 or more		1%
Do any children 17 or under live in your household?	No		72%
	Yes		28%
Are you or any other members of your household aged 65 or older?	No		76%
	Yes		24%
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		15%
	\$25,000 to \$49,999		25%
	\$50,000 to \$74,999		25%
	\$75,000 to \$99,999		15%
	\$100,000 to \$149,999		11%
	\$150,000 or more		8%
Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino		80%
	Yes, I consider myself to be Spanish, Hispanic, or Latino		20%
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		2%
	Asian, Asian Indian, or Pacific Islander		11%
	Black or African American		5%
	White		83%
	Other		5%
In which category is your age?	18-24 years		13%
	25-34 years		38%
	35-44 years		10%
	45-54 years		16%
	55-64 years		5%
	65-74 years		11%
	75 years or older		8%



Full trends

This table contains the trends over time for the City of Denton. 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 2018 and 2022 surveys is greater than nine 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.

		1996	2008	2015	2017	2018	2022
Please rate each of the following aspects of quality of life in Denton.	Denton as a place to live	85%		89%	86%	86%	77%
	Your neighborhood as a place to live			77%	82%	81%	73%
	Denton as a place to raise children			81%	80%	79%	68%
	Denton as a place to work			70%	62%	71%	58%
	Denton as a place to visit			72%	73%	65%	61%
	Denton as a place to retire			69%	64%	58%	51%
	The overall quality of life		89%	85%	80%	83%	72%
	Sense of community			68%	73%	73%	71%
Please rate each of the following characteristics as they relate to Denton as a whole.	Overall economic health			73%	64%	68%	51%
	Overall quality of the transportation system						37%
	Overall design or layout of residential and commercial areas			67%	53%	59%	48%
	Overall quality of the utility infrastructure						55%
	Overall feeling of safety			80%	78%	77%	62%
	Overall quality of natural environment			71%	62%	62%	52%
	Overall quality of parks and recreation opportunities						70%
	Overall health and wellness opportunities			72%	67%	67%	61%
	Overall opportunities for education, culture, and the arts			89%	83%	87%	79%
	Residents’ connection and engagement with their community						61%

Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Denton to someone who asks	89%	84%	89%	79%
	Remain in Denton for the next five years	84%	82%	76%	75%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	93%	94%	91%	
	In Denton's downtown/commercial area during the day	92%	88%	87%	
	From property crime				65%
	From violent crime				81%
	From fire, flood, or other natural disaster				75%
Please rate the job you feel the Denton community does at each of the following.	Making all residents feel welcome				71%
	Attracting people from diverse backgrounds				70%
	Valuing/respecting residents from diverse backgrounds				69%
	Taking care of vulnerable residents				47%
Please rate each of the following in the Denton community.	Overall quality of business and service establishments	74%	72%	78%	79%
	Variety of business and service establishments				70%
	Vibrancy of downtown/commercial area	78%	81%	78%	66%
	Employment opportunities	48%	40%	55%	47%
	Shopping opportunities	62%	59%	63%	54%
	Cost of living	60%	49%	48%	27%
	Overall image or reputation	76%	76%	76%	67%
Please also rate each of the following in the Denton community.	Traffic flow on major streets	27%	15%	26%	34%
	Ease of public parking	34%	24%	32%	27%
	Ease of travel by car	45%	36%	44%	56%
	Ease of travel by public transportation	44%	26%	51%	23%
	Ease of travel by bicycle	41%	32%	47%	26%
	Ease of walking	52%	41%	63%	45%

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

Well-planned residential growth		36%
Well-planned commercial growth		45%
Well-designed neighborhoods	81%	40%
Preservation of the historical or cultural character of the community		60%
Public places where people want to spend time		72% 76% 73% 53%
Variety of housing options		69% 46% 61% 36%
Availability of affordable quality housing		48% 43% 19%
Overall quality of new development		68% 58% 72% 46%
Overall appearance		67% 66% 75% 50%
Cleanliness		67% 59% 64% 45%
Water resources		35%
Air quality		56% 34% 71% 50%
Availability of paths and walking trails		47% 40% 53% 44%
Fitness opportunities		76% 68% 72% 54%
Recreational opportunities		74% 67% 75% 53%
Availability of affordable quality food		81% 78% 81% 59%
Availability of affordable quality health care		73% 62% 66% 41%
Availability of preventive health services		72% 63% 70% 41%
Availability of affordable quality mental health care		58% 40% 64% 28%
Opportunities to attend cultural/arts/music activities		87% 87% 86% 77%
Community support for the arts		76%
Availability of affordable quality childcare/preschool		44% 47% 44% 31%
K-12 education		68% 65% 63% 68%
Adult educational opportunities		79% 76% 83% 61%

Please also rate each of the following in the Denton community.	Sense of civic/community pride				63%	
	Neighborliness of residents	64%	66%	64%	59%	
	Opportunities to participate in social events and activities	79%	81%	83%	67%	
	Opportunities to attend special events and festivals	85%	80%	77%	68%	
	Opportunities to volunteer	81%	83%	83%	74%	
	Opportunities to participate in community matters	75%	73%	89%	66%	
	Openness and acceptance of the community toward people of diverse backgrounds	64%	67%	81%	66%	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Denton for help or information	49%	52%	52%	63%	
	Contacted Denton elected officials to express your opinion	19%		13%	23%	
	Attended a local public meeting	21%	46%	20%	14%	
	Watched a local public meeting	22%	45%	16%	30%	
	Volunteered your time to some group/activity	43%	63%	37%	30%	
	Campaigned or advocated for a local issue, cause, or candidate	30%		20%	26%	
	Voted in your most recent local election				70%	
	Used public transportation instead of driving	27%	31%	30%	23%	
	Carpooled with other adults or children instead of driving alone	48%	52%	50%	57%	
	Walked or biked instead of driving	55%	54%	55%	51%	
Please rate the quality of each of the following services in Denton.	Public information services	72%	73%	78%	64%	
	Economic development	62%	52%	63%	54%	
	Traffic enforcement	54%	55%	60%	50%	
	Traffic signal timing	60%	39%	29%	33%	37%
	Street repair	34%	21%	13%	19%	19%
	Street cleaning	52%	46%	48%	40%	
	Street lighting	50%		45%	47%	

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

Snow removal	37%	45%	41%
Sidewalk maintenance	44%	27%	40% 36%
Bus or transit services	68%	41%	60% 35%
Land use, planning and zoning	57%	34%	55% 37%
Code enforcement	57%	51%	40% 47% 44%
Affordable high-speed internet access			48%
Garbage collection	86%	89%	86% 92% 78%
Drinking water	87%	85%	74% 74% 72%
Sewer services	84%	88%	81% 81% 74%
Storm water management	66%	64%	61% 68% 65% 60%
Power (electric and/or gas) utility	84%	75%	80% 74%
Utility billing	77%	67%	73% 69%
Police/Sheriff services	85%	87%	72% 78% 75% 68%
Crime prevention	69%	69%	61% 60%
Animal control	73%	74%	67% 66% 75% 76%
Ambulance or emergency medical services	94%	93%	86% 91% 96% 83%
Fire services	89%	96%	90% 93% 92% 86%
Fire prevention and education	73%	80%	72% 75%
Emergency preparedness	66%	69%	72% 69%
Preservation of natural areas	64%	62%	50% 49%
Denton open space	58%	56%	51% 48%
Recycling	85%	86%	85% 68%
Yard waste pick-up	81%	85%	83% 75%
City parks	90%	89%	83% 85% 73%

Please rate the quality of each of the following services in Denton.	Recreation programs or classes	93%	89%	80%	78%	72%	65%
	Recreation centers or facilities	87%	81%	76%	68%	64%	
	Health services	71%	65%	76%	57%		
	Public library services	95%	96%	90%	92%	95%	81%
	Overall customer service by Denton employees	73%	74%	73%	76%		
Please rate the following categories of Denton government performance.	The value of services for the taxes paid to Denton	53%	46%	50%	42%		
	The overall direction that Denton is taking	69%	48%	64%	41%		
	The job Denton government does at welcoming resident involvement	58%	45%	62%	50%		
	Overall confidence in Denton government	59%	37%	51%	39%		
	Generally acting in the best interest of the community	65%	39%	58%	43%		
	Being honest	62%	42%	57%	41%		
	Being open and transparent to the public					47%	
	Informing residents about issues facing the community					48%	
	Treating all residents fairly	55%	39%	59%	52%		
	Treating residents with respect					57%	
Overall, how would you rate the quality of the services provided by each of the following?	The City of Denton	78%		83%	61%		
	The Federal Government	34%		42%	29%		
Please rate how important, if at all, you think it is for the Denton community to focus on each of the following in the coming two years.	Overall economic health	93%				87%	
	Overall quality of the transportation system					78%	
	Overall design or layout of residential and commercial areas	76%				79%	
	Overall quality of the utility infrastructure					87%	
	Overall feeling of safety	86%				92%	
	Overall quality of natural environment	87%				79%	
	Overall quality of parks and recreation opportunities					85%	

Please rate how important, if at all, you think it is for the Denton community to focus on each of the following in the coming two years.	Overall health and wellness opportunities	78%	77%
	Overall opportunities for education, culture, and the arts	83%	74%
	Residents' connection and engagement with their community	87%	71%
In general, how many times do you:	Access the internet from your home		96%
	Access the internet from your cell phone		98%
	Visit social media sites		85%
	Use or check email		98%
	Share your opinions online		32%
	Shop online		61%
	Please rate your overall health.	55%	52% 68%
	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:	35%	36% 15%

Methods (open participation)

As part of its participation in The National Community Survey™ (The NCST™), the City of Denton conducted a survey of 2,800 residents. Survey invitations were mailed to randomly selected households and data were collected from April 19th, 2022 to June 10th, 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 Denton. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and also a question about where they heard about the survey. The open participation survey was open to all city residents and became available on May 24th, 2022. The survey remained open for 2 weeks and there were 187 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. However, to reduce bias where possible, these data were statistically weighted to match the demographic characteristics of the 2010 Census and 2019 American Community Survey estimates for adults in the City of Denton. 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 open participation survey are presented in the following table.

































* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

































		Unweighted	Weighted	Target*
Age	18-34	26%	49%	48%
	35-54	39%	25%	26%
	55+	34%	26%	26%
Area	District 1	14%	24%	24%
	District 2	43%	26%	26%
	District 3	25%	24%	24%
	District 4	18%	26%	26%
Hispanic origin	No, not Spanish, Hispanic, or Latino	89%	79%	79%
	Yes, I consider myself to be Spanish, Hispana..	11%	21%	21%
Housing tenure	Own	76%	49%	49%
	Rent	24%	51%	51%
Housing type	Attached	16%	44%	44%
	Detached	84%	56%	56%
Race & Hispanic origin	Not white alone	17%	38%	38%
	White alone, not Hispanic or Latino	83%	62%	62%
Sex	Female	57%	52%	52%
	Male	43%	48%	48%
Sex/age	Female 18-34	13%	25%	25%
	Female 35-54	23%	13%	13%
	Female 55+	20%	14%	14%
	Male 18-34	11%	23%	23%
	Male 35-54	18%	13%	13%
	Male 55+	15%	12%	12%

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.

In which area of Denton do you live? (Refer to map above.)	Area 1		24%
	Area 2		26%
	Area 3		24%
	Area 4		26%
	None of these/I don't live in Denton		1%
Please rate each of the following aspects of quality of life in Denton.	Denton as a place to live	Excellent	 13%
		Good	 53%
		Fair	 26%
		Poor	 7%
Your neighborhood as a place to live	Excellent	 25%	
	Good	 44%	
	Fair	 21%	
	Poor	 11%	
Denton as a place to raise children	Excellent	 18%	
	Good	 31%	
	Fair	 35%	
	Poor	 16%	
Denton as a place to work	Excellent	 10%	
	Good	 32%	
	Fair	 34%	
	Poor	 23%	
Denton as a place to visit	Excellent	 17%	
	Good	 41%	
	Fair	 23%	
	Poor	 18%	
Denton as a place to retire	Excellent	 18%	
	Good	 34%	
	Fair	 20%	

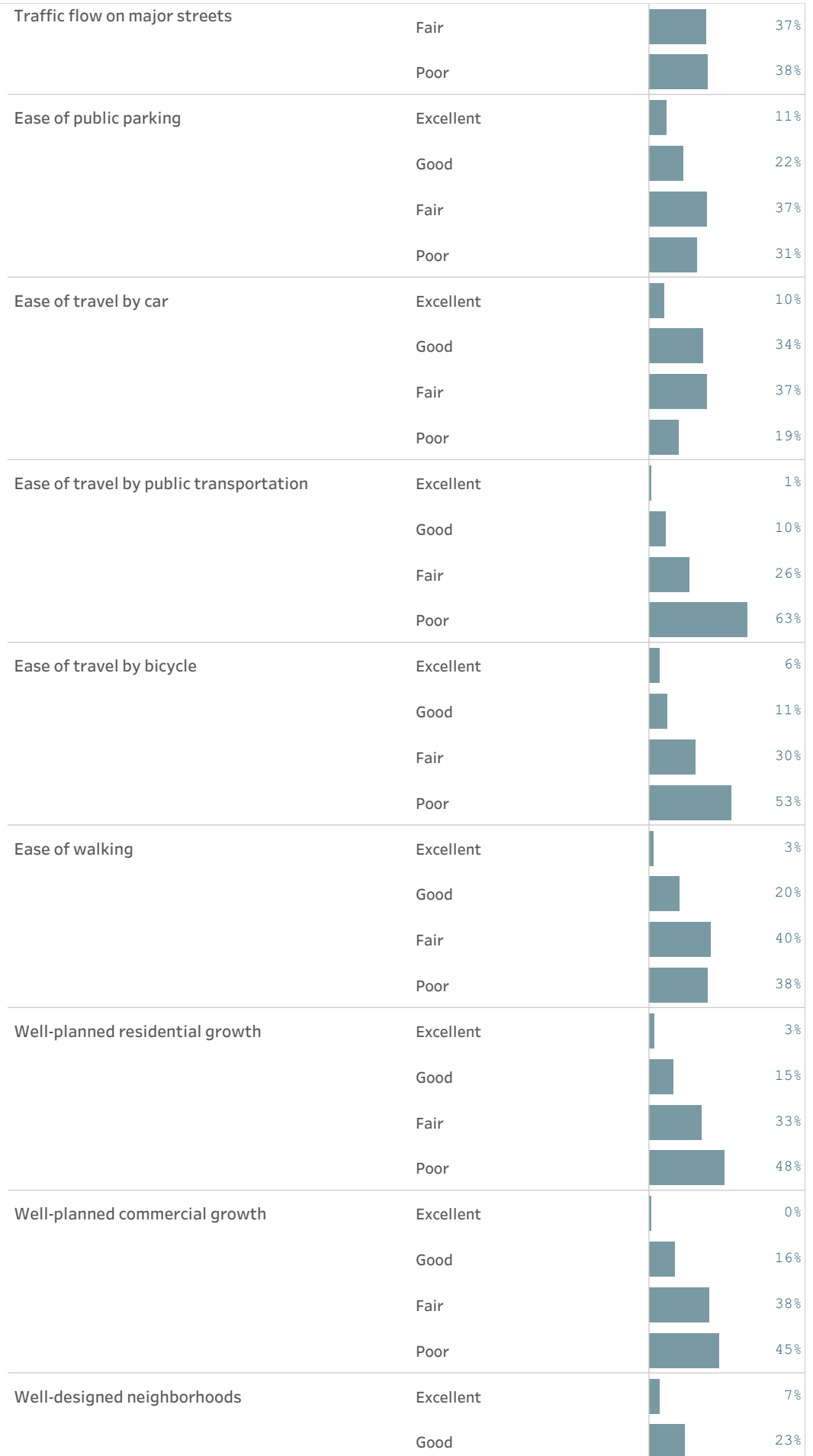
Please rate each of the following aspects of quality of life in Denton.	Denton as a place to retire	Poor		28%
	The overall quality of life	Excellent		7%
		Good		50%
		Fair		35%
		Poor		8%
Sense of community	Excellent		18%	
	Good		34%	
	Fair		35%	
	Poor		14%	
Please rate each of the following characteristics as they relate to Denton as a whole.	Overall economic health	Excellent		3%
		Good		34%
		Fair		48%
		Poor		14%
	Overall quality of the transportation system	Excellent		1%
		Good		22%
		Fair		23%
		Poor		53%
	Overall design or layout of residential and commercial areas	Excellent		3%
		Good		28%
		Fair		37%
		Poor		32%
Overall quality of the utility infrastructure	Excellent		13%	
	Good		44%	
	Fair		27%	
	Poor		16%	
Overall feeling of safety	Excellent		11%	
	Good		34%	
	Fair		31%	
	Poor		24%	
Overall quality of natural environment	Excellent		13%	
	Good		31%	
	Fair		33%	

Please rate each of the following characteristics as they relate to Denton as a whole.	Overall quality of natural environment	Poor		23%
	Overall quality of parks and recreation opportunities	Excellent		21%
		Good		42%
		Fair		21%
		Poor		15%
Overall health and wellness opportunities	Excellent		13%	
	Good		34%	
	Fair		34%	
	Poor		19%	
Overall opportunities for education, culture, and the arts	Excellent		30%	
	Good		37%	
	Fair		22%	
	Poor		12%	
Residents' connection and engagement with their community	Excellent		14%	
	Good		45%	
	Fair		27%	
	Poor		14%	
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Denton to someone who asks	Very likely		22%
		Somewhat likely		51%
		Somewhat unlikely		11%
		Very unlikely		17%
	Remain in Denton for the next five years	Very likely		37%
		Somewhat likely		38%
		Somewhat unlikely		11%
		Very unlikely		14%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		50%
		Somewhat safe		31%
		Neither safe nor unsafe		7%
		Somewhat unsafe		8%
		Very unsafe		4%
	In Denton's downtown/commercial area during the day	Very safe		39%
		Somewhat safe		44%

Please rate how safe or unsafe you feel:	In Denton's downtown/commercial area during the day	Neither safe nor unsafe		7%
		Somewhat unsafe		5%
		Very unsafe		5%
	From property crime	Very safe		14%
		Somewhat safe		33%
		Neither safe nor unsafe		12%
		Somewhat unsafe		32%
		Very unsafe		10%
	From violent crime	Very safe		25%
		Somewhat safe		33%
		Neither safe nor unsafe		14%
		Somewhat unsafe		17%
		Very unsafe		11%
	From fire, flood, or other natural disaster	Very safe		28%
		Somewhat safe		46%
Neither safe nor unsafe			17%	
Somewhat unsafe			6%	
Very unsafe			2%	
Please rate the job you feel the Denton community does at each of the following.	Making all residents feel welcome	Excellent		18%
		Good		29%
		Fair		34%
		Poor		19%
	Attracting people from diverse backgrounds	Excellent		24%
		Good		30%
		Fair		28%
		Poor		18%
	Valuing/respecting residents from diverse backgrounds	Excellent		23%
		Good		23%
		Fair		35%
		Poor		19%
	Taking care of vulnerable residents	Excellent		12%
		Good		17%

Please rate the job you feel the Denton community does at each of the following.	Taking care of vulnerable residents	Fair		32%
		Poor		39%
Please rate each of the following in the Denton community.	Overall quality of business and service establishments	Excellent		19%
		Good		49%
		Fair		25%
		Poor		7%
	Variety of business and service establishments	Excellent		17%
		Good		48%
		Fair		23%
		Poor		12%
	Vibrancy of downtown/commercial area	Excellent		28%
		Good		40%
		Fair		20%
		Poor		12%
Employment opportunities	Excellent		5%	
	Good		29%	
	Fair		40%	
	Poor		25%	
Shopping opportunities	Excellent		14%	
	Good		34%	
	Fair		30%	
	Poor		23%	
Cost of living	Excellent		3%	
	Good		26%	
	Fair		31%	
	Poor		41%	
Overall image or reputation	Excellent		12%	
	Good		44%	
	Fair		25%	
	Poor		20%	
Please also rate each of the following in the Denton community.	Traffic flow on major streets	Excellent		3%
		Good		22%

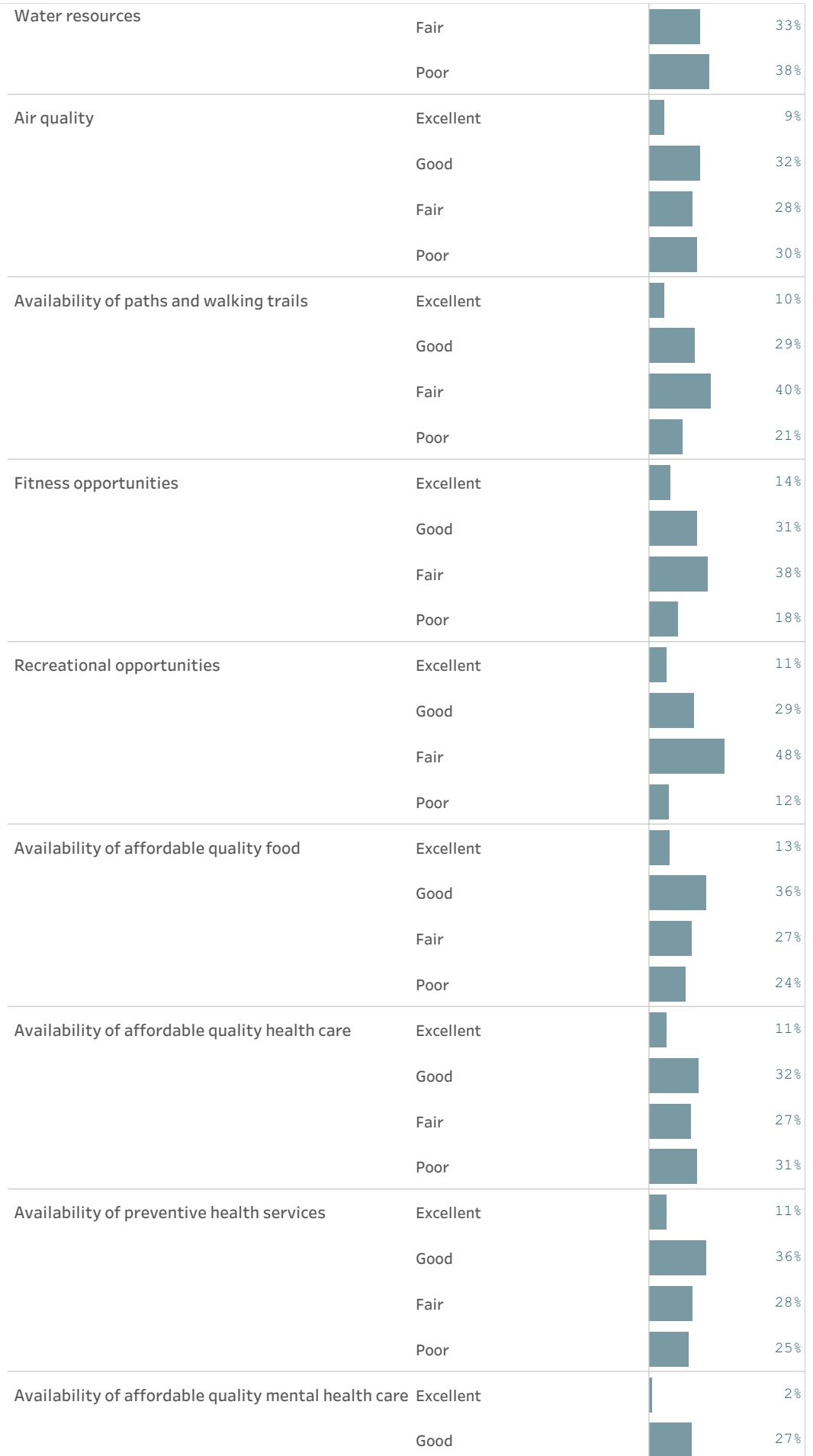
Please also rate each of the following in the Denton community.





























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



































































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



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

Availability of affordable quality mental health care	Fair		24%
	Poor		47%
Opportunities to attend cultural/arts/music activities	Excellent		32%
	Good		28%
	Fair		28%
	Poor		12%
Community support for the arts	Excellent		31%
	Good		30%
	Fair		31%
	Poor		8%
Availability of affordable quality childcare/preschool	Excellent		2%
	Good		30%
	Fair		28%
	Poor		40%
K-12 education	Excellent		14%
	Good		31%
	Fair		29%
	Poor		26%
Adult educational opportunities	Excellent		24%
	Good		41%
	Fair		30%
	Poor		4%
Sense of civic/community pride	Excellent		21%
	Good		33%
	Fair		28%
	Poor		17%
Neighborliness of residents	Excellent		14%
	Good		34%
	Fair		32%
	Poor		20%
Opportunities to participate in social events and activities	Excellent		27%
	Good		30%

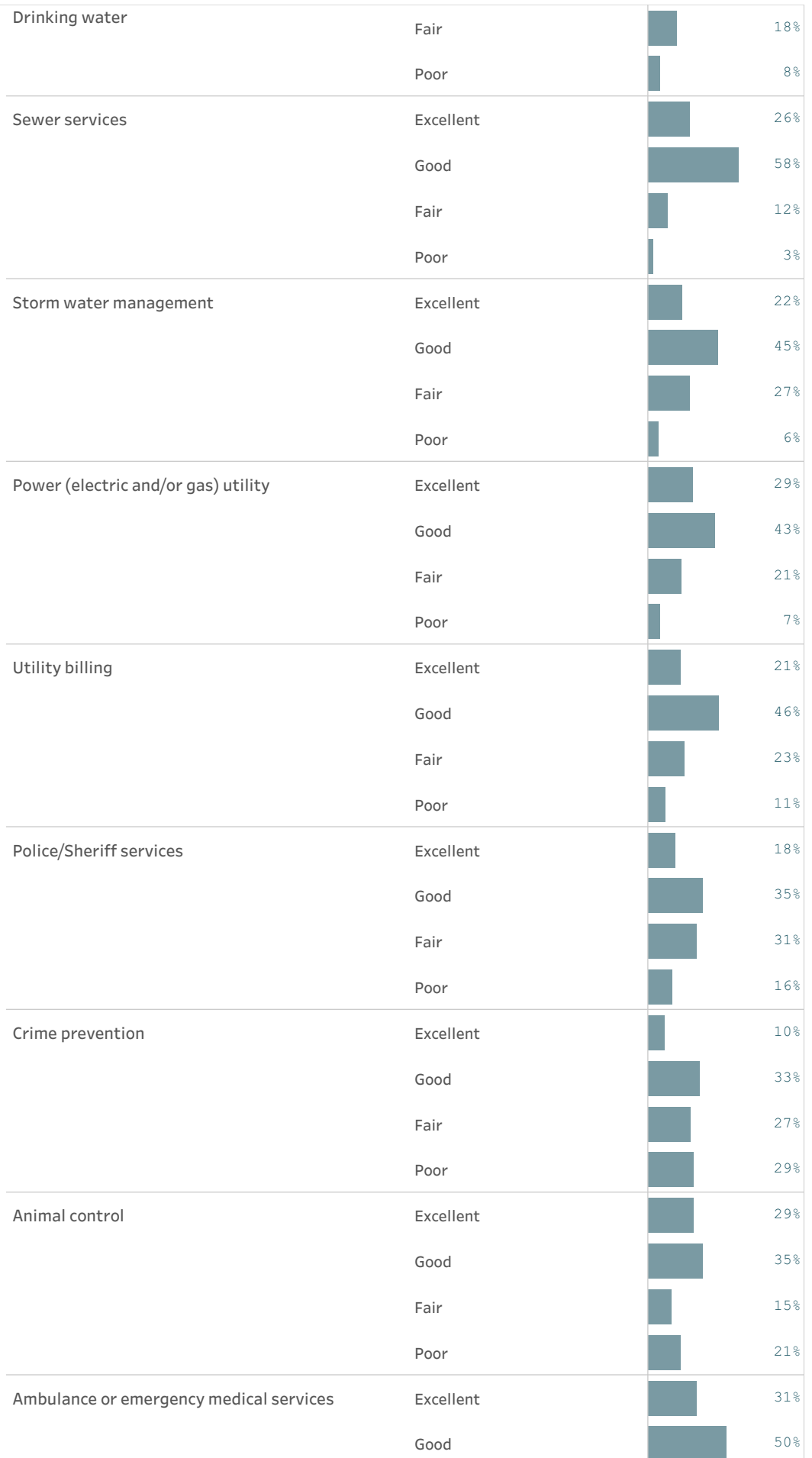
Please also rate each of the following in the Denton community.	Opportunities to participate in social events and activities	Fair		33%
		Poor		10%
	Opportunities to attend special events and festivals	Excellent		29%
		Good		34%
		Fair		25%
		Poor		11%
	Opportunities to volunteer	Excellent		27%
		Good		42%
		Fair		23%
		Poor		8%
	Opportunities to participate in community matters	Excellent		20%
		Good		38%
		Fair		29%
		Poor		12%
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		24%
		Good		29%
		Fair		29%
		Poor		18%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Denton for help or information	No		29%
		Yes		71%
	Contacted Denton elected officials to express your opinion	No		75%
		Yes		25%
	Attended a local public meeting	No		75%
		Yes		25%
	Watched a local public meeting	No		49%
		Yes		51%
	Volunteered your time to some group/activity	No		41%
		Yes		59%
	Campaigned or advocated for a local issue, cause, or candidate	No		67%
		Yes		33%
	Voted in your most recent local election	No		23%
		Yes		77%

Please indicate whether or not you have done each of the following in the last 12 months.	Used public transportation instead of driving	No		72%
		Yes		28%
	Carpooled with other adults or children instead of driving alone	No		38%
		Yes		62%
	Walked or biked instead of driving	No		45%
		Yes		55%
Please rate the quality of each of the following services in Denton.	Public information services	Excellent		10%
		Good		47%
		Fair		33%
		Poor		10%
	Economic development	Excellent		5%
		Good		27%
		Fair		44%
		Poor		25%
	Traffic enforcement	Excellent		4%
		Good		31%
		Fair		37%
		Poor		28%
	Traffic signal timing	Excellent		3%
		Good		35%
		Fair		34%
		Poor		27%
	Street repair	Excellent		2%
		Good		7%
		Fair		27%
		Poor		64%
Street cleaning	Excellent		9%	
	Good		37%	
	Fair		29%	
	Poor		25%	
Street lighting	Excellent		4%	
	Good		42%	

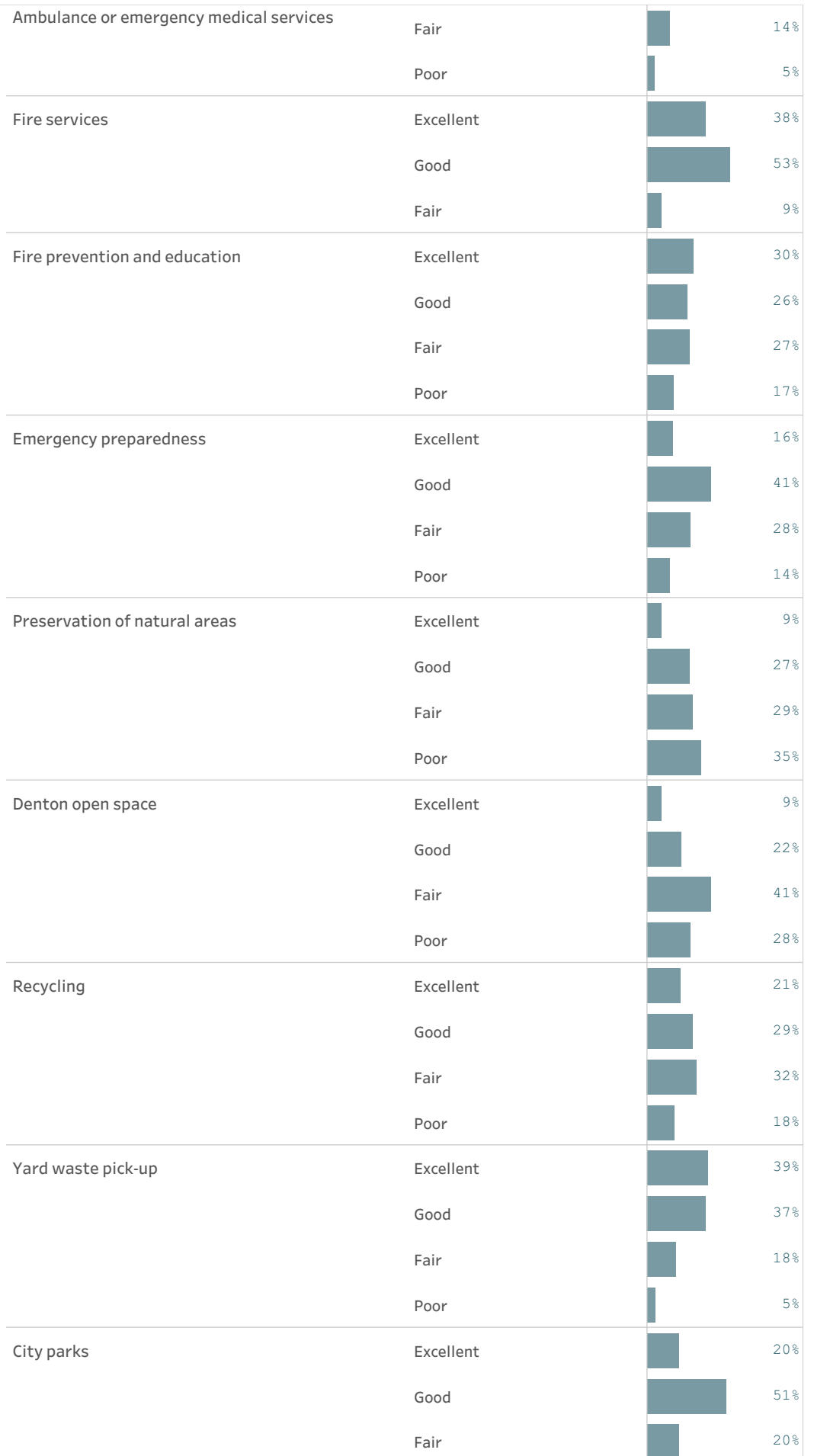
Please rate the quality of each of the following services in Denton.



































































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

































































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



































































Please rate the quality of each of the following services in Denton.	City parks	Poor		10%
	Recreation programs or classes	Excellent		17%
		Good		45%
		Fair		32%
		Poor		6%
	Recreation centers or facilities	Excellent		12%
		Good		44%
		Fair		33%
		Poor		11%
	Health services	Excellent		9%
		Good		44%
		Fair		27%
		Poor		21%
	Public library services	Excellent		45%
		Good		41%
		Fair		12%
Poor			2%	
Overall customer service by Denton employees	Excellent		23%	
	Good		47%	
	Fair		20%	
	Poor		10%	
Please rate the following categories of Denton government performance.	The value of services for the taxes paid to Denton	Excellent		4%
		Good		32%
		Fair		35%
		Poor		28%
	The overall direction that Denton is taking	Excellent		7%
		Good		13%
		Fair		39%
		Poor		40%
	The job Denton government does at welcoming resident involvement	Excellent		12%
		Good		29%
		Fair		33%

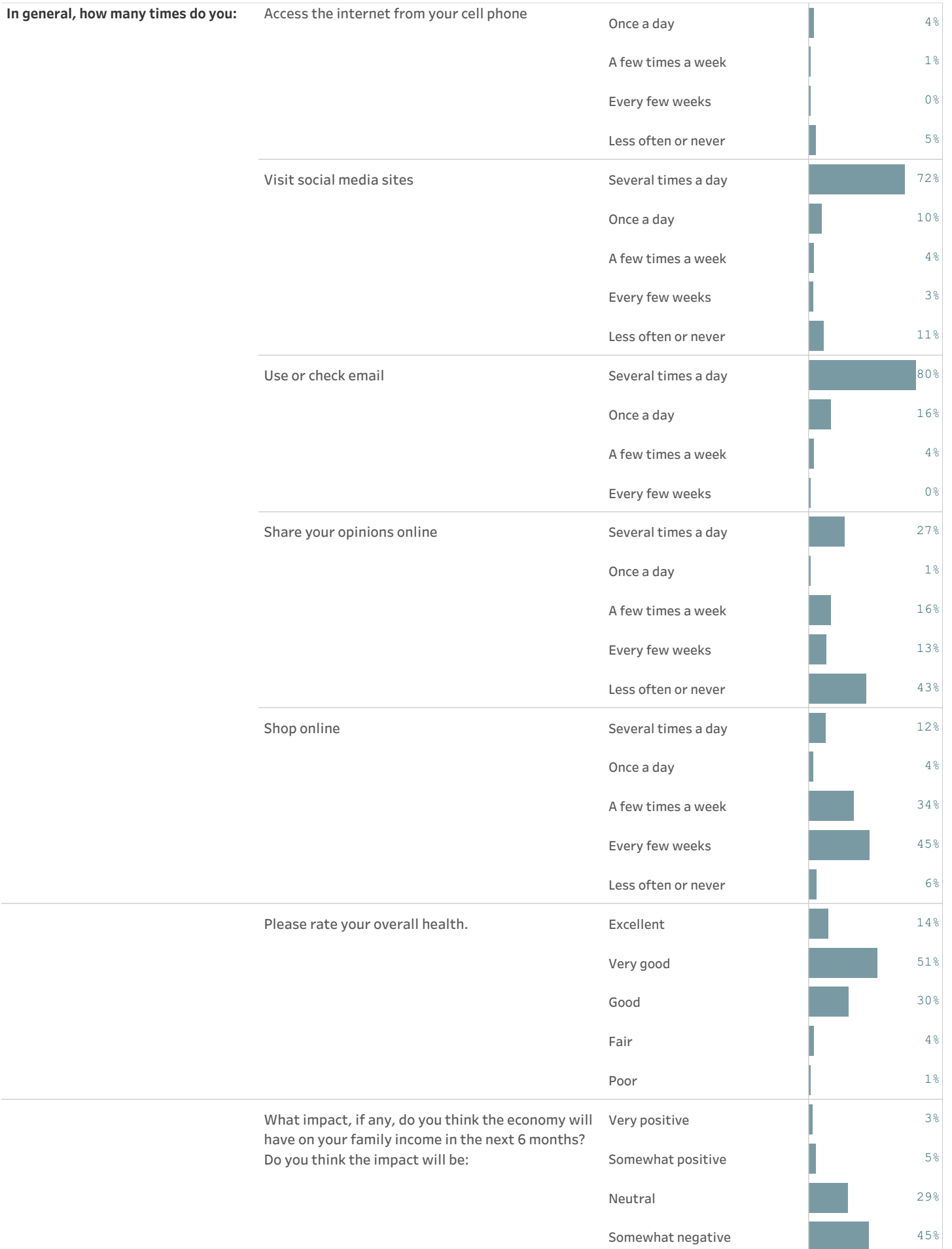
Please rate the following categories of Denton government performance.	The job Denton government does at welcoming resident involvement	Poor		26%
	Overall confidence in Denton government	Excellent		7%
		Good		19%
		Fair		33%
		Poor		41%
	Generally acting in the best interest of the community	Excellent		9%
		Good		17%
		Fair		37%
		Poor		36%
	Being honest	Excellent		7%
Good			32%	
Fair			25%	
Poor			36%	
Being open and transparent to the public	Excellent		6%	
	Good		30%	
	Fair		25%	
	Poor		38%	
Informing residents about issues facing the community	Excellent		16%	
	Good		22%	
	Fair		28%	
	Poor		34%	
Treating all residents fairly	Excellent		9%	
	Good		27%	
	Fair		24%	
	Poor		39%	
Treating residents with respect	Excellent		10%	
	Good		41%	
	Fair		26%	
	Poor		23%	
Overall, how would you rate the quality of the services provided by each of the following?	The City of Denton	Excellent		14%
		Good		36%
		Fair		39%

Overall, how would you rate the quality of the services provided by each of the following?	The City of Denton	Poor		12%
	The Federal Government	Excellent		1%
		Good		28%
		Fair		36%
		Poor		35%
Please rate how important, if at all, you think it is for the Denton community to focus on each of the following in the coming two years.	Overall economic health	Essential		38%
		Very important		41%
		Somewhat important		21%
	Overall quality of the transportation system	Essential		50%
		Very important		40%
		Somewhat important		8%
		Not at all important		2%
	Overall design or layout of residential and commercial areas	Essential		48%
		Very important		30%
		Somewhat important		21%
		Not at all important		1%
	Overall quality of the utility infrastructure	Essential		45%
		Very important		52%
		Somewhat important		2%
	Overall feeling of safety	Essential		54%
		Very important		29%
		Somewhat important		17%
		Not at all important		0%
	Overall quality of natural environment	Essential		41%
		Very important		34%
Somewhat important			24%	
Not at all important			0%	
Overall quality of parks and recreation opportunities	Essential		24%	
	Very important		42%	
	Somewhat important		30%	
	Not at all important		5%	
Overall health and wellness opportunities	Essential		31%	

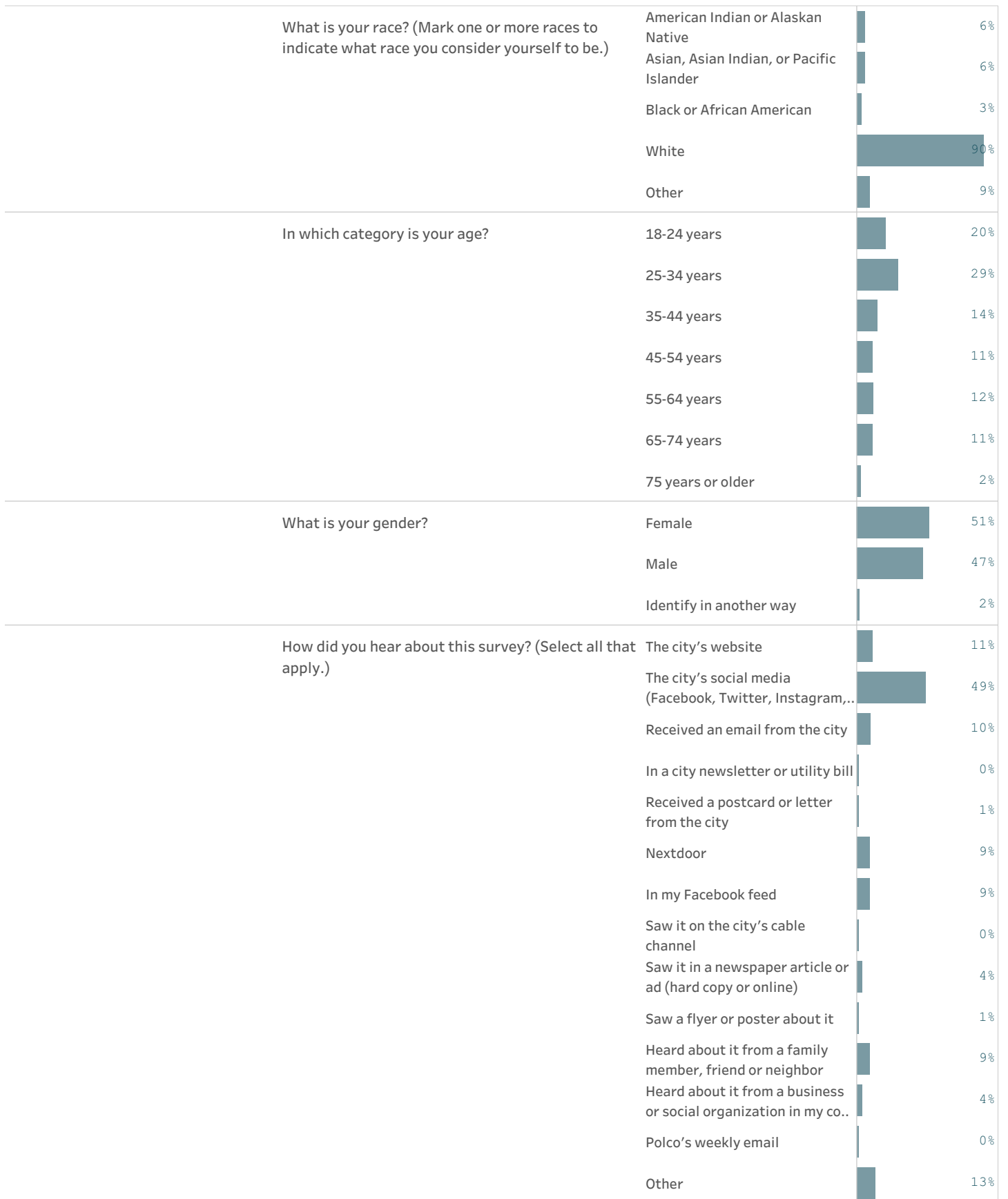
Please rate how important, if at all, you think it is for the Denton community to focus on each of the following in the coming two years.	Overall health and wellness opportunities	Very important		30%
		Somewhat important		34%
		Not at all important		4%
	Overall opportunities for education, culture, and the arts	Essential		25%
		Very important		44%
		Somewhat important		25%
		Not at all important		6%
	Residents' connection and engagement with their community	Essential		18%
		Very important		40%
		Somewhat important		36%
		Not at all important		6%
	Please rate the following aspects of City of Denton communications:	The availability of information about City programs and services	Excellent	
Good				44%
Fair				31%
Poor				12%
Don't Know				4%
City efforts to keep citizens informed about local issues		Excellent		8%
		Good		31%
		Fair		41%
		Poor		19%
		Don't Know		2%
The quality of the City's website (www.cityofdenton.com)		Excellent		11%
		Good		39%
		Fair		27%
		Poor		14%
		Don't Know		9%
The usefulness of information in mailed City newsletters (Resident Update, Citizen Connection, Construction Guide)		Excellent		16%
		Good		44%
		Fair		11%
		Poor		13%
		Don't Know		16%
City efforts to engage citizens on social media		Excellent		5%

Please rate the following aspects of City of Denton communications:	City efforts to engage citizens on social media	Good		30%
		Fair		22%
		Poor		14%
		Don't Know		29%
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	City website (www.cityofdenton.com)	Major source		65%
		Minor source		29%
		Not a source		6%
	City mailed newsletters (Resident Update, Citizen Connection, Construction Guide)	Major source		40%
		Minor source		36%
		Not a source		24%
	City cable television channel (Charter 194, Grande 12, Frontier 38)	Major source		7%
		Minor source		17%
		Not a source		75%
	Social Media Channels (Facebook, Twitter, Instagram, Nextdoor, Youtube)	Major source		45%
		Minor source		45%
		Not a source		10%
	City email news updates and alerts	Major source		30%
		Minor source		36%
		Not a source		34%
	Local news media sources, such as the Denton Record-Chronicle	Major source		44%
		Minor source		30%
		Not a source		26%
	Your homeowner/neighborhood association	Major source		10%
		Minor source		16%
		Not a source		74%
City staff or public buildings (brochures, posters, signage)	Major source		10%	
	Minor source		45%	
	Not a source		45%	
City Council	Major source		23%	
	Minor source		38%	
	Not a source		39%	
Word of mouth/friends	Major source		43%	

following to be for obtaining information about the City government and its activities, events and services:	Word of mouth/friends	Minor source		46%
		Not a source		12%
Thinking about your most recent experience with the City of Denton, please rate your impression of the following categories of customer service performance:	The ease of locating contact information	Excellent		14%
		Good		48%
		Fair		31%
		Poor		6%
	The availability of City staff (hours of operation)	Excellent		22%
		Good		46%
		Fair		27%
		Poor		5%
	The length of time you waited (waiting on hold, waiting in line, etc.) to submit a request	Excellent		24%
		Good		39%
		Fair		18%
		Poor		18%
	The courtesy and helpfulness of City staff	Excellent		33%
		Good		44%
		Fair		17%
		Poor		6%
The competence and knowledge of City staff	Excellent		27%	
	Good		40%	
	Fair		29%	
	Poor		3%	
The timely resolution of your request	Excellent		30%	
	Good		43%	
	Fair		19%	
	Poor		8%	
In general, how many times do you:	Access the internet from your home	Several times a day		83%
		Once a day		6%
		A few times a week		7%
		Every few weeks		3%
		Less often or never		1%
	Access the internet from your cell phone	Several times a day		89%



	have on your family income in the next 6 months? Do you think the impact will be:	Very negative		18%
	How many years have you lived in Denton?	Less than 2 years		13%
		2-5 years		33%
		6-10 years		13%
		11-20 years		15%
		More than 20 years		25%
	Which best describes the building you live in?	One family house detached from any other houses		55%
		Building with two or more homes (duplex, townhome, apa..		44%
		Mobile home		0%
		Other		1%
	Do you rent or own your home?	Rent		51%
		Own		49%
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)?	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		4%
		\$500 to \$999		18%
		\$1,000 to \$1,499		36%
		\$1,500 to \$1,999		17%
		\$2,000 to \$2,499		12%
		\$2,500 to \$2,999		7%
		\$3,000 to \$3,499		2%
		\$3,500 or more		2%
Do any children 17 or under live in your household?	No		74%	
	Yes		26%	
Are you or any other members of your household aged 65 or older?	No		83%	
	Yes		17%	
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		22%	
	\$25,000 to \$49,999		15%	
	\$50,000 to \$74,999		8%	
	\$75,000 to \$99,999		16%	
	\$100,000 to \$149,999		20%	
	\$150,000 or more		19%	
Are you Spanish, Hispanic, or Latino?	Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino		79%
		Yes, I consider myself to be Spanish, Hispanic, or Latino		21%



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 Denton.

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Denton.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Denton.....	1	2	3	4	5
Overall design or layout of Denton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Denton (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in Denton	1	2	3	4	5
Overall quality of natural environment in Denton.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Denton	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 Denton to someone who asks.....	1	2	3	4	5
Remain in Denton 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 Denton'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 Denton 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 Denton 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 Denton.....	1	2	3	4	5
Variety of business and service establishments in Denton	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 Denton	1	2	3	4	5
Overall image or reputation of Denton.....	1	2	3	4	5

7. Please also rate each of the following in the Denton 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 Denton	1	2	3	4	5
Ease of travel by public transportation in Denton	1	2	3	4	5
Ease of travel by bicycle in Denton	1	2	3	4	5
Ease of walking in Denton.....	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 Denton	1	2	3	4	5
Overall appearance of Denton.....	1	2	3	4	5
Cleanliness of Denton.....	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 Denton	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 Denton (in-person, phone, email, or web) for help or information	1	2
Contacted Denton 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 Denton	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 Denton.

	<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
Denton 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 Denton employees (police, receptionists, planners, etc.).....	1	2	3	4	5

10. Please rate the following categories of Denton 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 Denton.....	1	2	3	4	5
The overall direction that Denton is taking.....	1	2	3	4	5
The job Denton government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Denton 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 Denton.....	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 Denton 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 Denton.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Denton.....	1	2	3	4
Overall design or layout of Denton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in Denton (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4
Overall feeling of safety in Denton.....	1	2	3	4
Overall quality of natural environment in Denton.....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Denton.....	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 the following aspects of City of Denton communications:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The availability of information about City programs and services.....	1	2	3	4	5
City efforts to keep citizens informed about local issues.....	1	2	3	4	5
The quality of the City's website (www.cityofdenton.com).....	1	2	3	4	5
The usefulness of information in mailed City newsletters (Resident Update, Citizen Connection, Construction Guide).....	1	2	3	4	5
City efforts to engage citizens on social media.....	1	2	3	4	5

14. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
City website (www.cityofdenton.com).....	1	2	3
City mailed newsletters (Resident Update, Citizen Connection, Construction Guide).....	1	2	3
City cable television channel (Charter 194, Grande 12, Frontier 38).....	1	2	3
Social Media Channels (Facebook, Twitter, Instagram, Nextdoor, Youtube).....	1	2	3
City email news updates and alerts.....	1	2	3
Local news media sources, such as the Denton Record-Chronicle.....	1	2	3
Your homeowner/neighborhood association.....	1	2	3
City staff or public buildings (brochures, posters, signage).....	1	2	3
City Council.....	1	2	3
Word of mouth/friends.....	1	2	3

15. Thinking about your most recent experience with the City of Denton, please rate your impression of the following categories of customer service performance:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The ease of locating contact information.....	1	2	3	4	5
The availability of City staff (hours of operation).....	1	2	3	4	5
The length of time you waited (waiting on hold, waiting in line, etc.) to submit a request.....	1	2	3	4	5
The courtesy and helpfulness of City staff.....	1	2	3	4	5
The competence and knowledge of City staff.....	1	2	3	4	5
The timely resolution of your request.....	1	2	3	4	5

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:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
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 Denton?

- 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