

# 2025 Community Survey

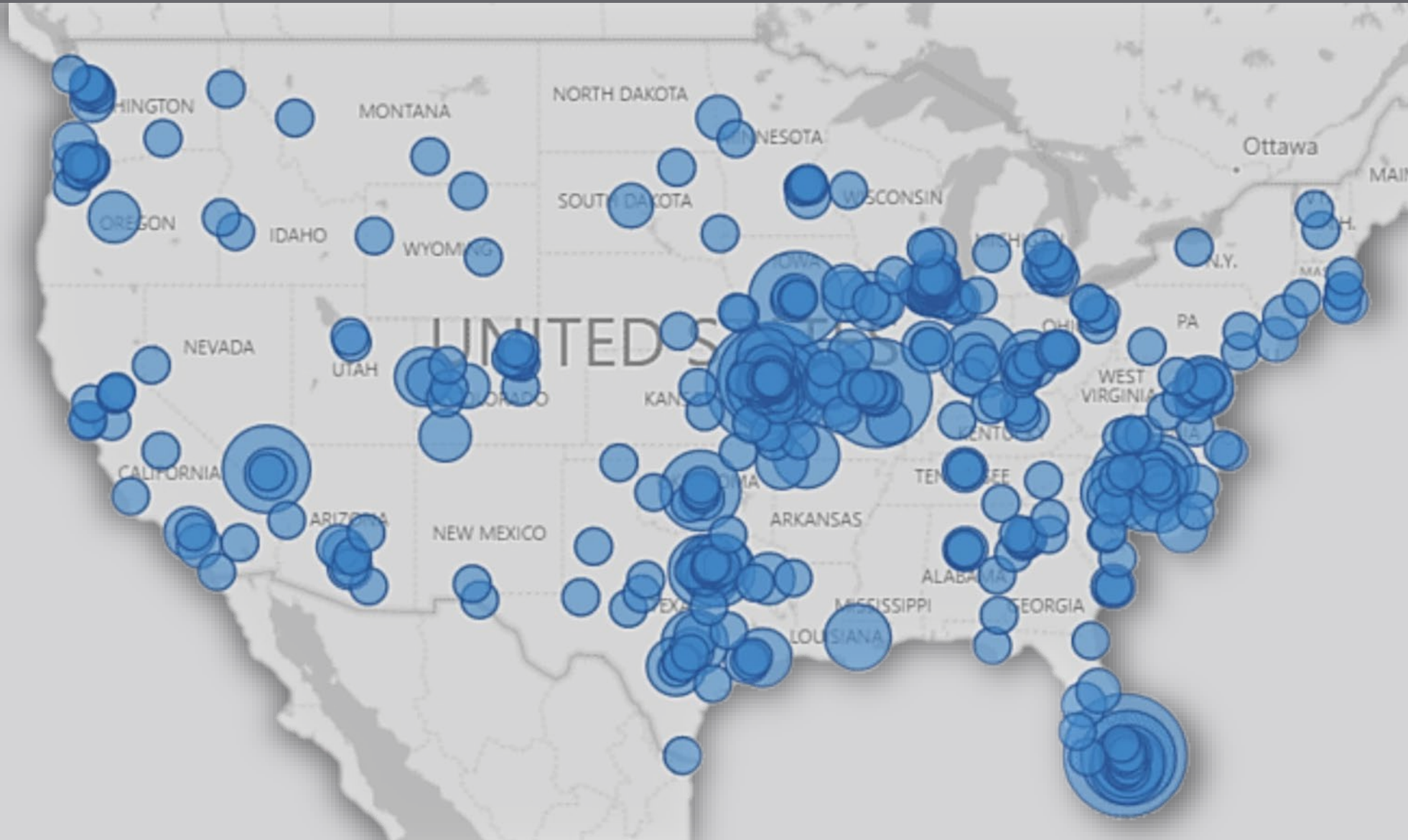
## City of Dallas, Texas



JUNE 2025

# ETC Institute is a National Leader in Market Research for Local Governmental Organizations

*For more than 40 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.*



More Than 3,000,000 Person's Surveyed Since 2015 for More Than 1,000 Communities in 49 States

# Large Cities in ETC Institute's Database

- Austin, TX
- Dallas, TX
- El Paso, TX
- Fort Worth, TX
- San Antonio, TX
- Atlanta, GA
- Columbus, OH
- Charlotte, NC
- Cincinnati, OH
- Denver, CO
- Detroit, MI
- Indianapolis, IN
- Kansas City, MO
- Las Vegas, NV
- Louisville, KY
- Memphis, TN
- Miami, FL
- Milwaukee, WI
- Nashville, TN
- Oklahoma City, OK
- Philadelphia, PA
- Phoenix, AZ
- Raleigh, NC
- San Diego, CA
- San Francisco, CA
- Tampa, FL
- Virginia Beach, VA



# Agenda

Purpose and Methodology

What We Learned

Major Findings

Summary

Questions





# Purpose

- Gather input from residents to objectively assess the perception of City services
- Help determine priorities for the community
- Track the City's performance over time
- Help identify opportunities for improvement

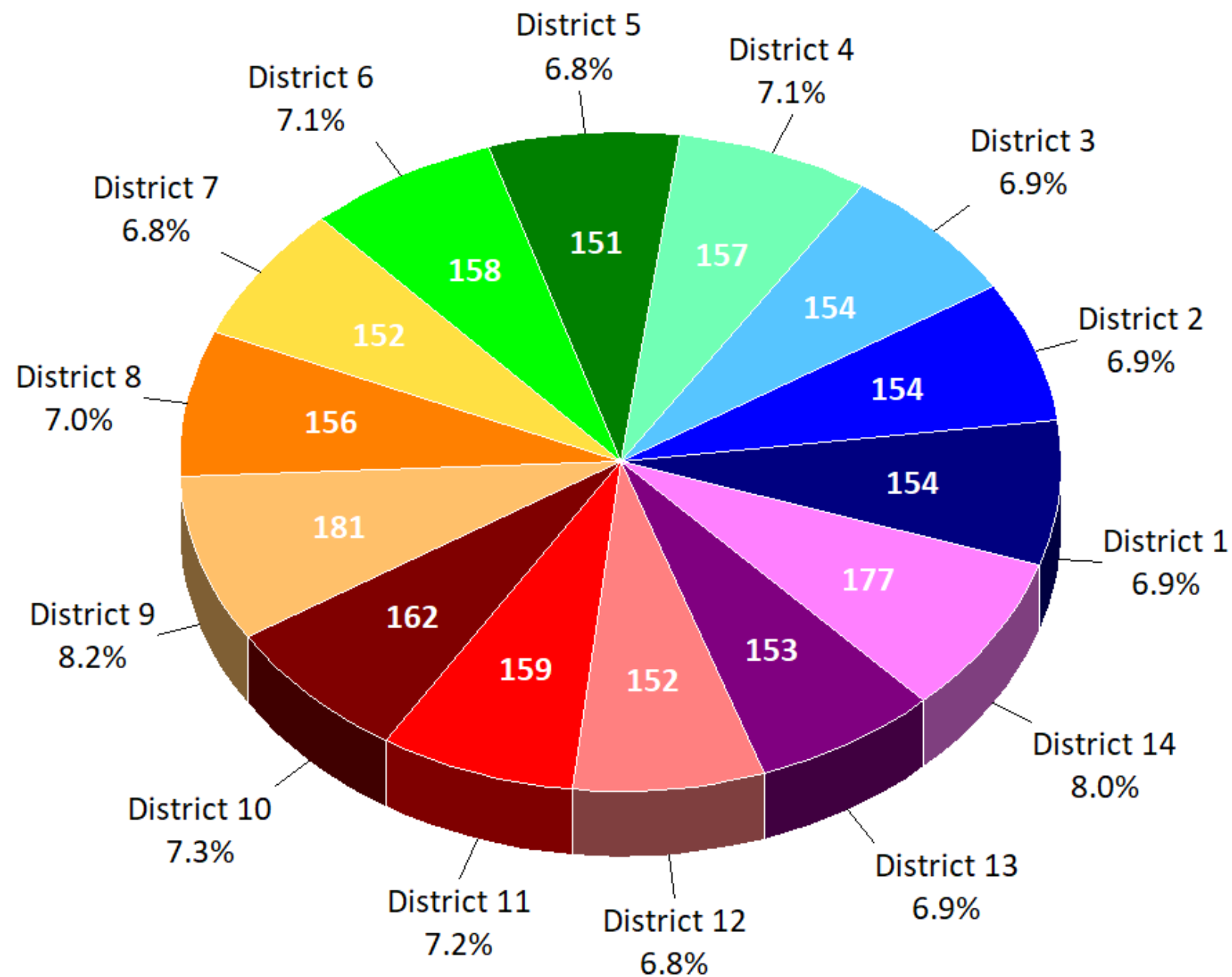


# Methodology

- **Survey Description**
  - Seven-page survey
  - Took 15-20 minutes to complete
- **Method of Administration**
  - By mail, online and phone to randomly selected sample of households throughout the City
  - The survey was available in English, Spanish and Vietnamese
- **Sample Size**
  - 2,220 completed surveys; including at least 150 per City Council District
  - Margin of error: +/- 2.1% at the 95% level of confidence
  - Demographics of survey respondents reflects the actual population of the City

# Survey Respondents by City Council District

by percentage of respondents

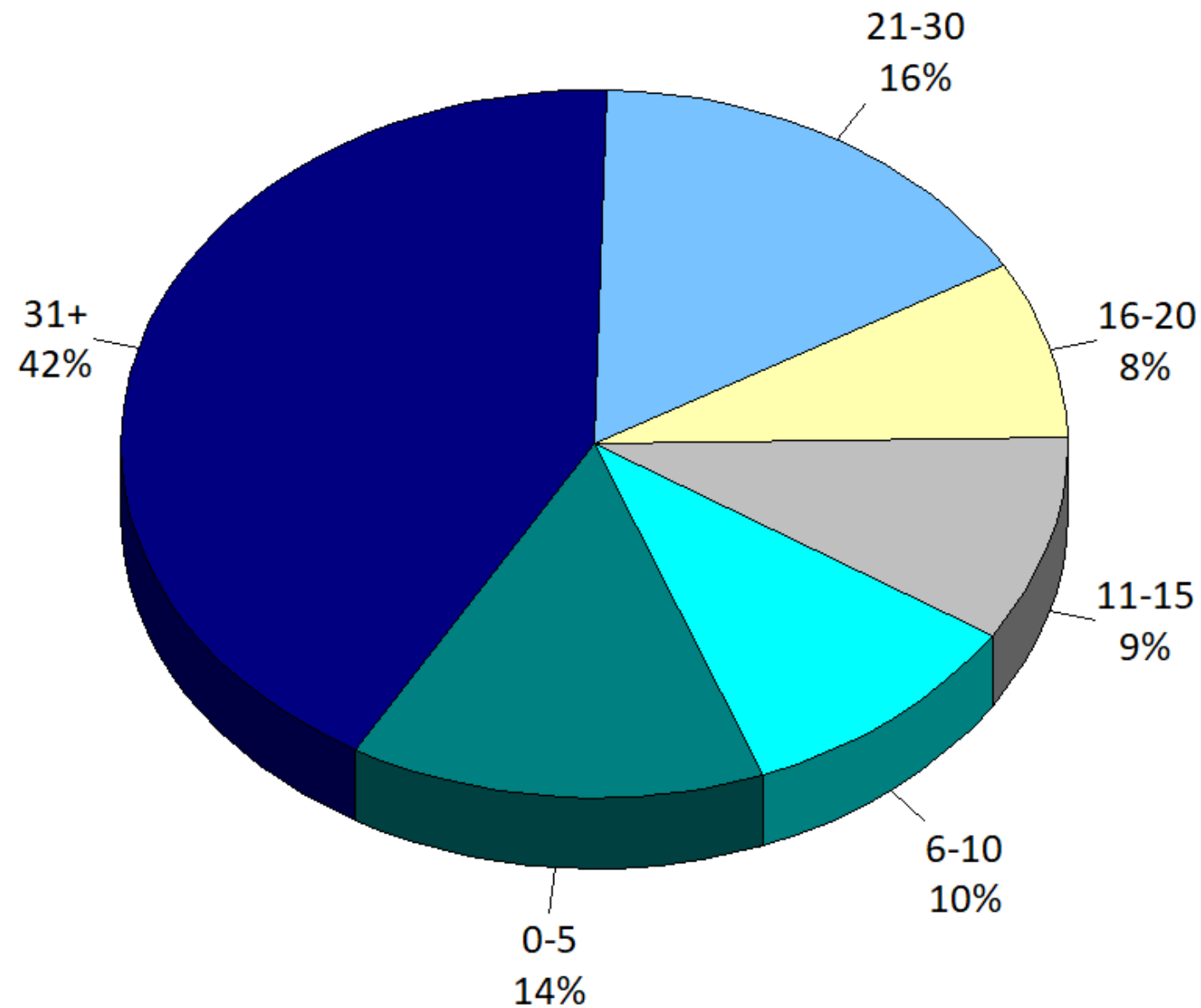


Source: ETC Institute (2025)

Good Representation by Council District

## Q27. How many years have you lived in Dallas?

by percentage of respondents (excluding "not provided")



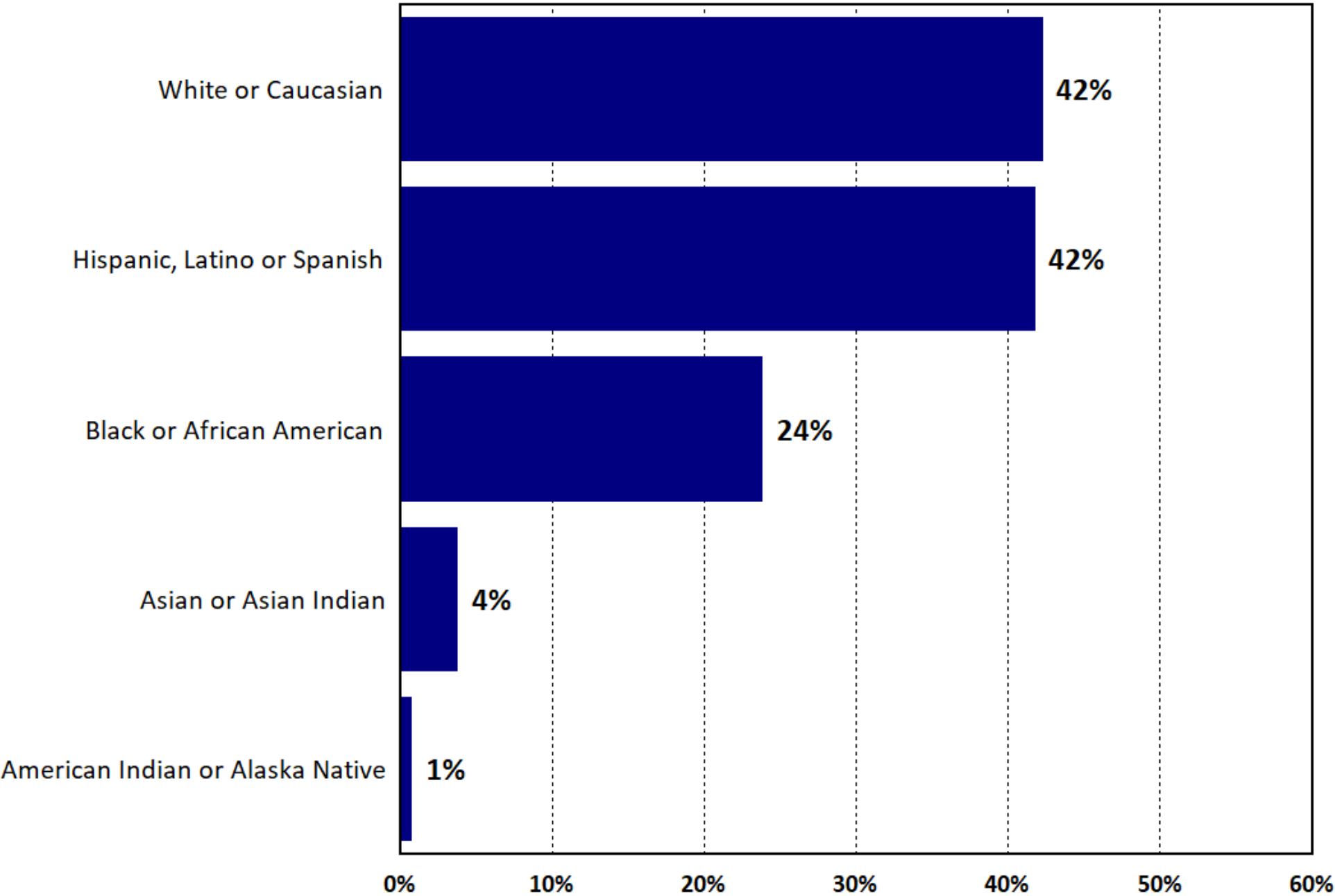
Source: ETC Institute (2025)

Good Representation by Number of Years Lived in Dallas



Q31. Which of the following best describes your race/ethnicity?

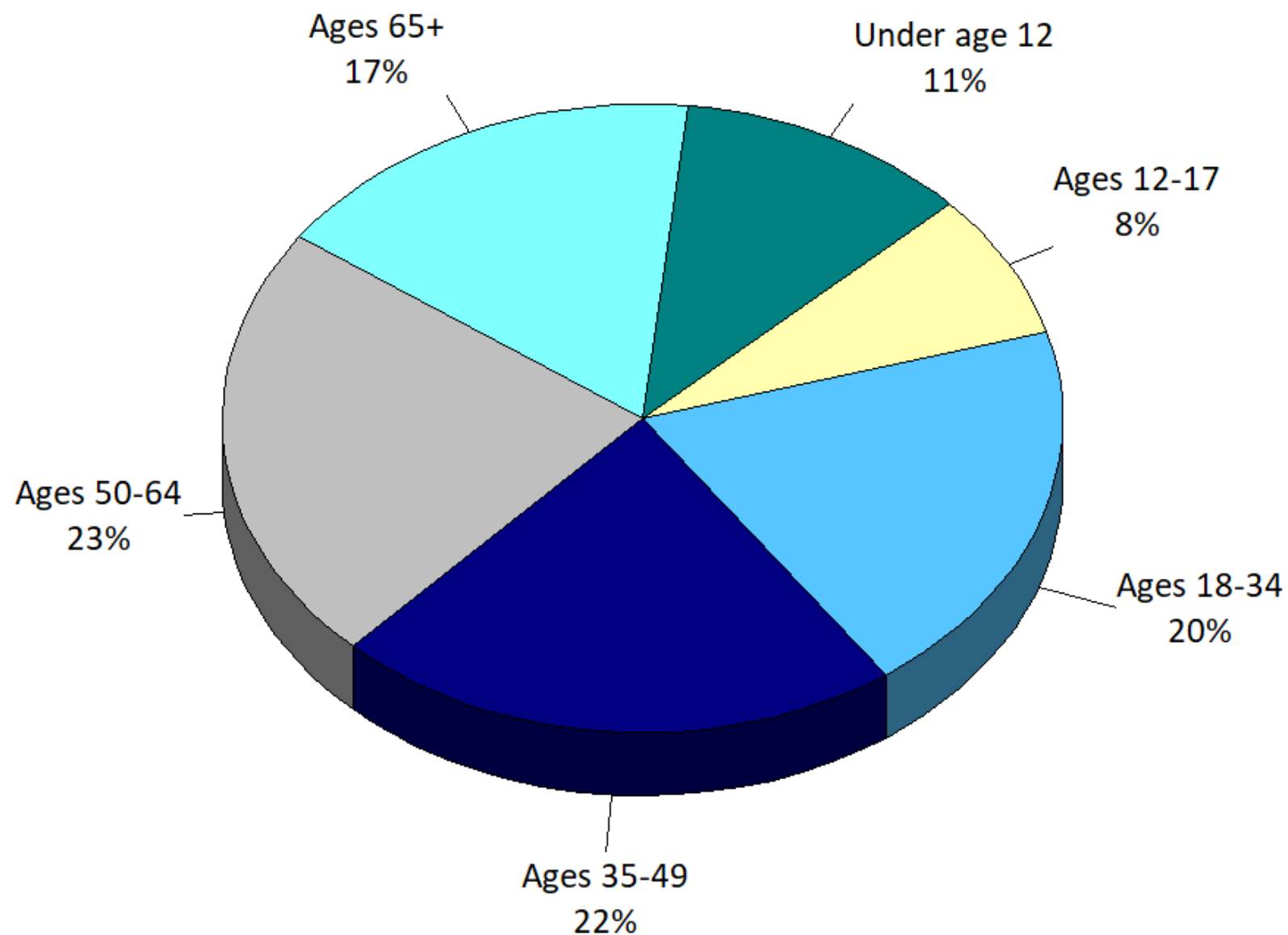
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2025)

## Q32. Including yourself, how many people in your household are in the following age groups?

by percentage of persons in household



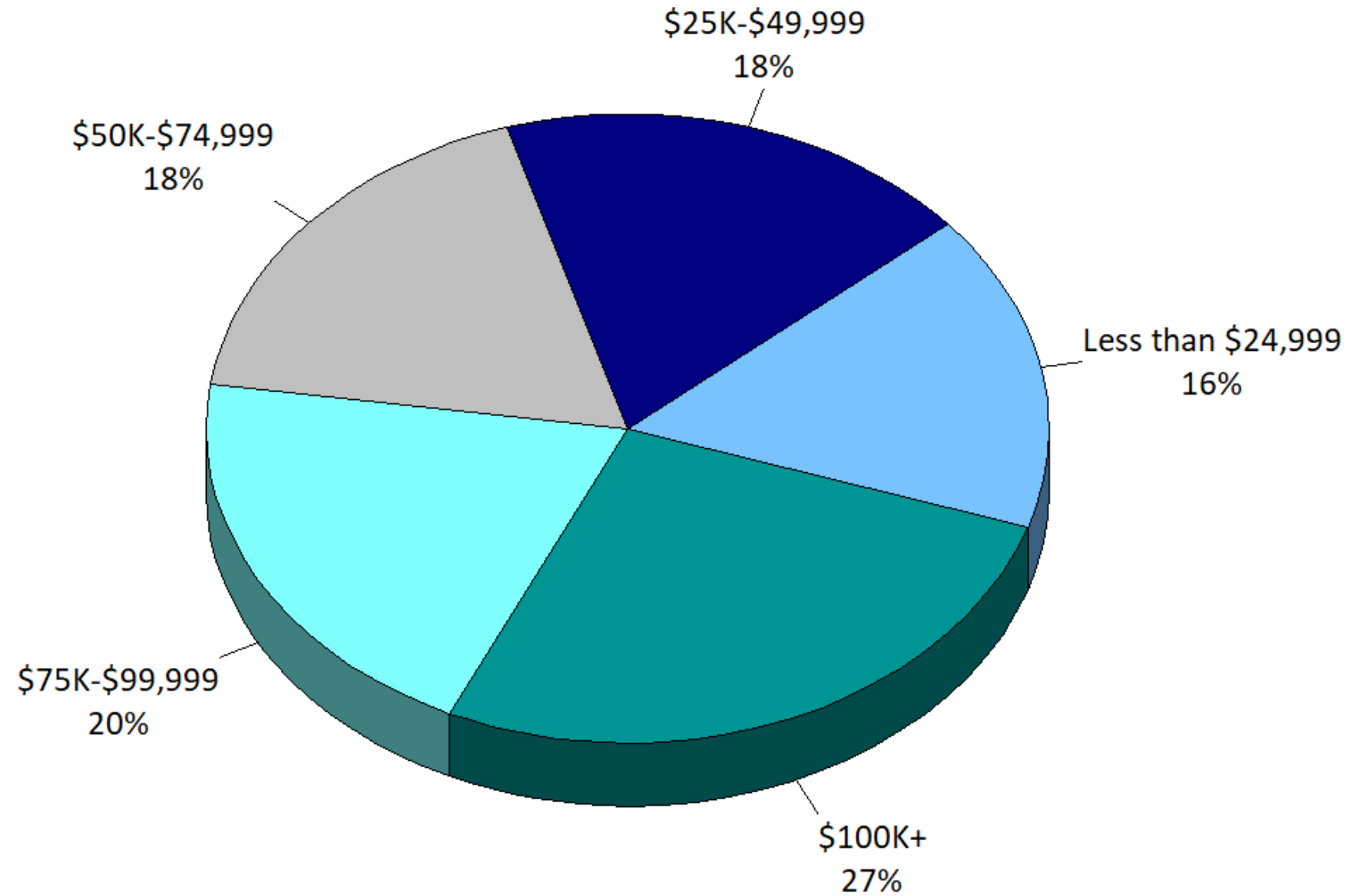
Source: ETC Institute (2025)

Good Representation by Age



### Q34. What is your total annual household income?

by percentage of respondents (excluding "not provided")



Source: ETC Institute (2025)

## What We Learned

- **Residents Have a Positive Perception of the City of Dallas**
  - 71% Rated Their Neighborhood as an Excellent or Good Place to Live; Only 7% Gave a Rating of Poor
- **The City Is Moving in the Right Direction**
  - Satisfaction Ratings Have Increased in *113 of 128* Areas Since 2024
- **Satisfaction with City Services Is Higher in Dallas Than Other Large U.S. Cities**
- **Top Overall Priorities for City Services**
  - Maintenance of Infrastructure
  - Police Services

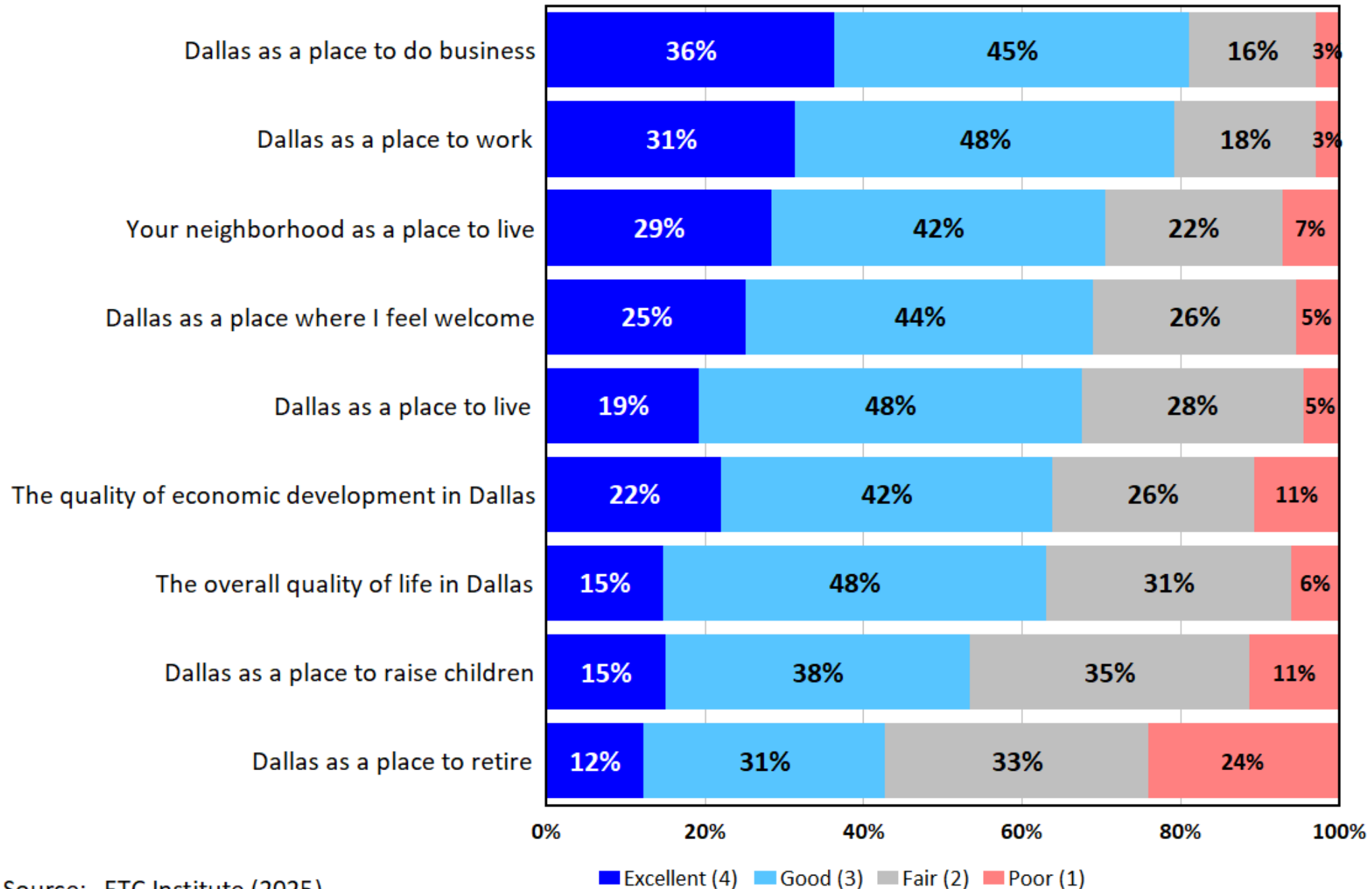


# **Topic #1**

**Residents Have a Positive Perception  
of the City**

## Q1. Quality of Life Ratings

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale, where a rating of 4 is "excellent" and a rating of 1 is "poor" (excluding don't knows)

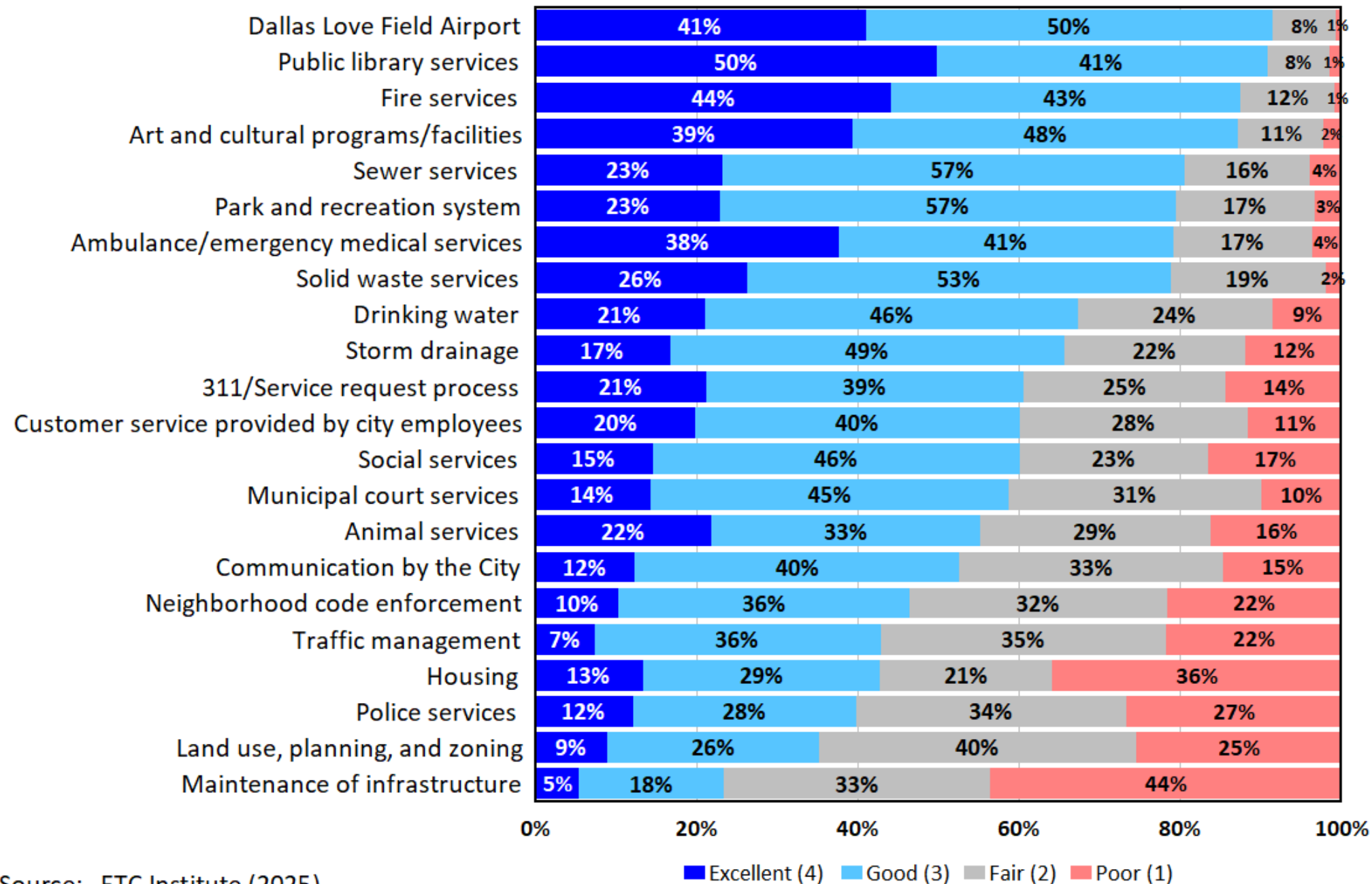


Most Respondents Gave Positive Ratings to Dallas as a Place to do Business, Work, and Live



## Q8. Ratings of Major Categories of City Services

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale,  
where a rating of 4 is "excellent" and a rating of 1 is "poor" (excluding don't knows)

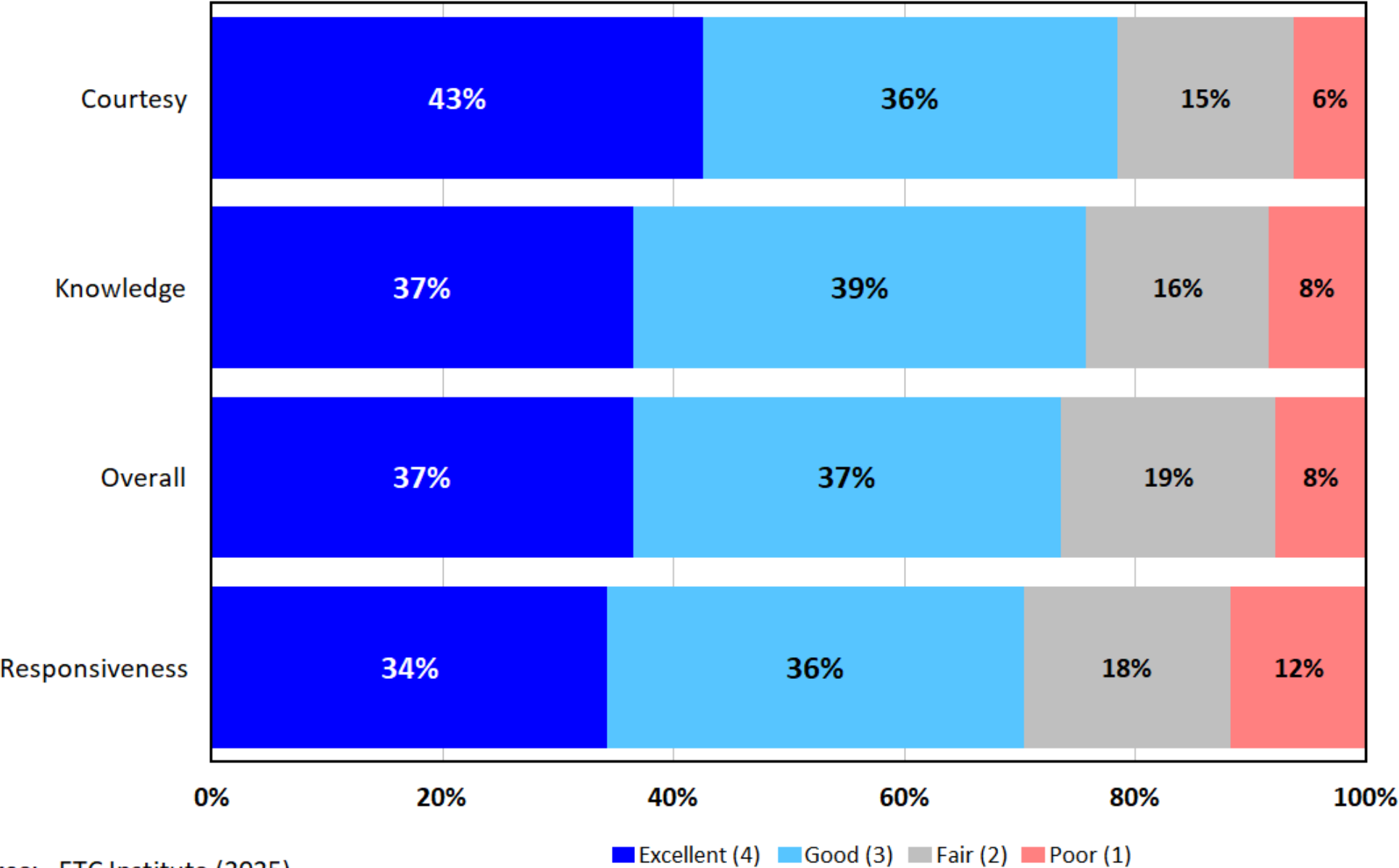


Source: ETC Institute (2025)

Most Major City Services Received High Ratings

# Q21a. Ratings of Customer Service Provided by City Employees

by percentage of respondents who had contact with a City employee during the previous year and rated the item as a 1 to 4 on a 4-point scale, where a rating of 4 is "excellent" and a rating of 1 is "poor" (excluding don't knows)



Source: ETC Institute (2025)

## **Topic #2**

**The City Is Moving in the Right Direction**



# Trend Analysis

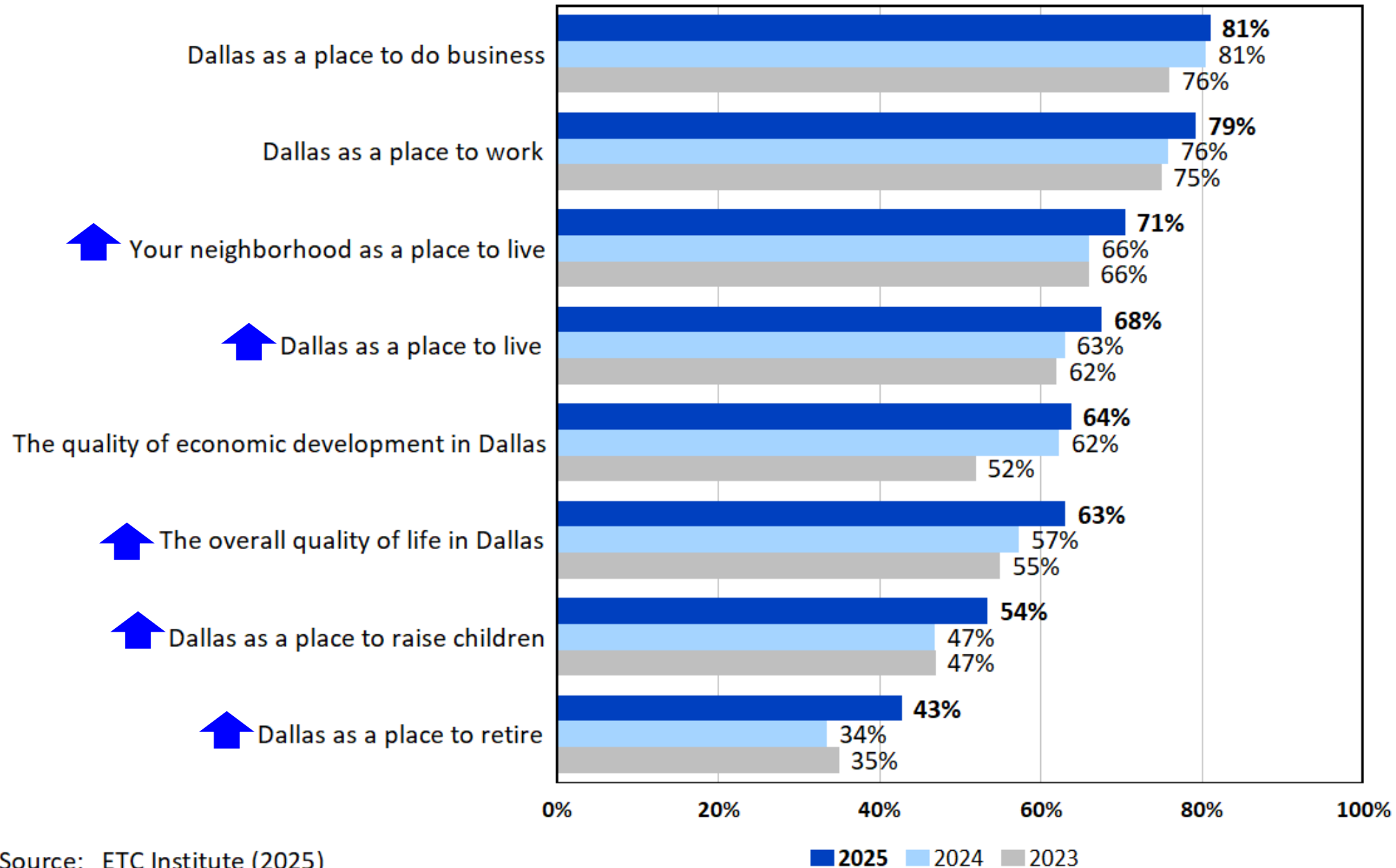
- **Largest Increases in Satisfaction Since 2024:**
  - **Municipal Court Services (+12%)**
  - **Services to Youth (+11%)**
  - **Enforcement of Multi-Family Building Conditions (+11%)**
  - **Social Services (+9%)**
  - **Dallas as a Place to Retire (+9%)**
  - **Ease of Walking in Dallas (+9%)**
  - **Services to Seniors (+9%)**
  - **Sense of Community (+9%)**
  - **Ease of Registering for City Recreation Programs/Events (+9%)**
  - **Ease of Bicycle Travel in Dallas (+8%)**
  - **Government Leaders Are Ethical in the Way They Conduct Business (+8%)**

No Significant Decreases in Satisfaction Since 2024 – All Decreases Were by *Less Than 3%*

# Q1. Quality of Life Ratings

## *Trends - 2023, 2024, and 2025*

by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



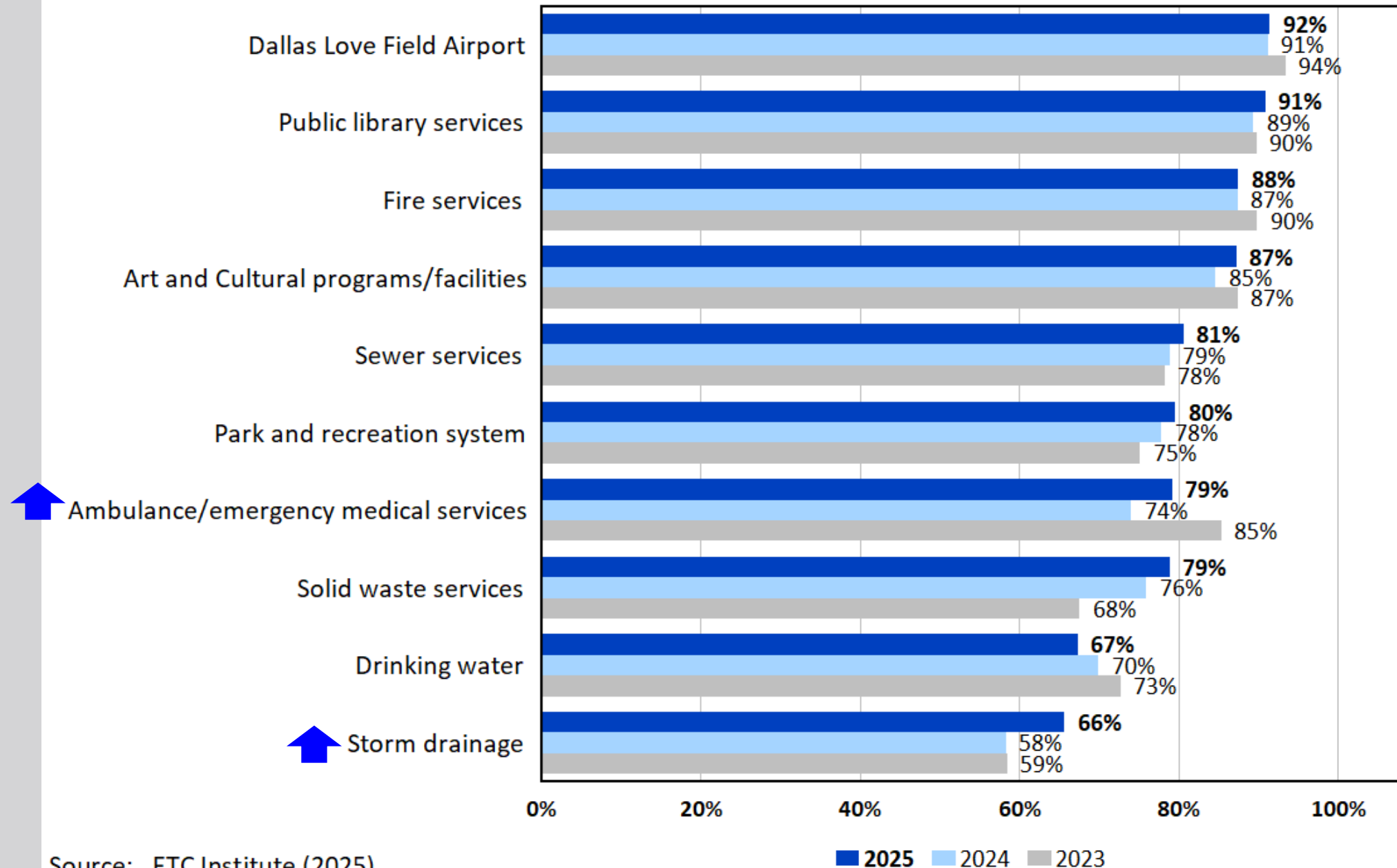
Significant Increase Since 2024 ↑

Significant Decrease Since 2024 ↓

## Q7. Ratings of Major Categories of City Services

### *Trends - 2023, 2024, and 2025*

by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



Significant Increase Since 2024 ↑

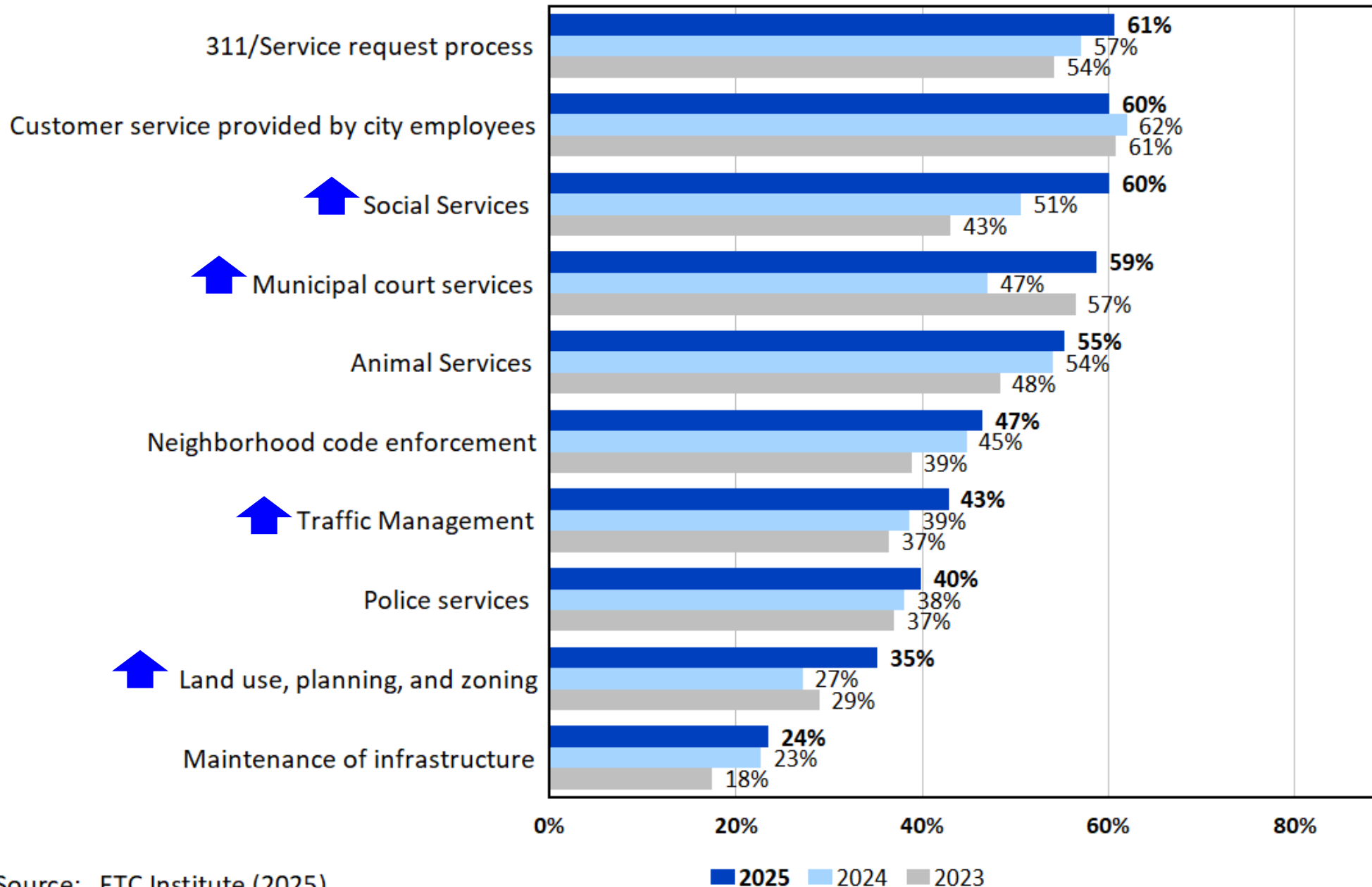
Significant Decrease Since 2024 ↓



## Q7. Ratings of Major Categories of City Services (cont.)

### *Trends - 2023, 2024, and 2025*

by percentage of respondents who rated the item as "excellent" or "good" (excluding don't knows)



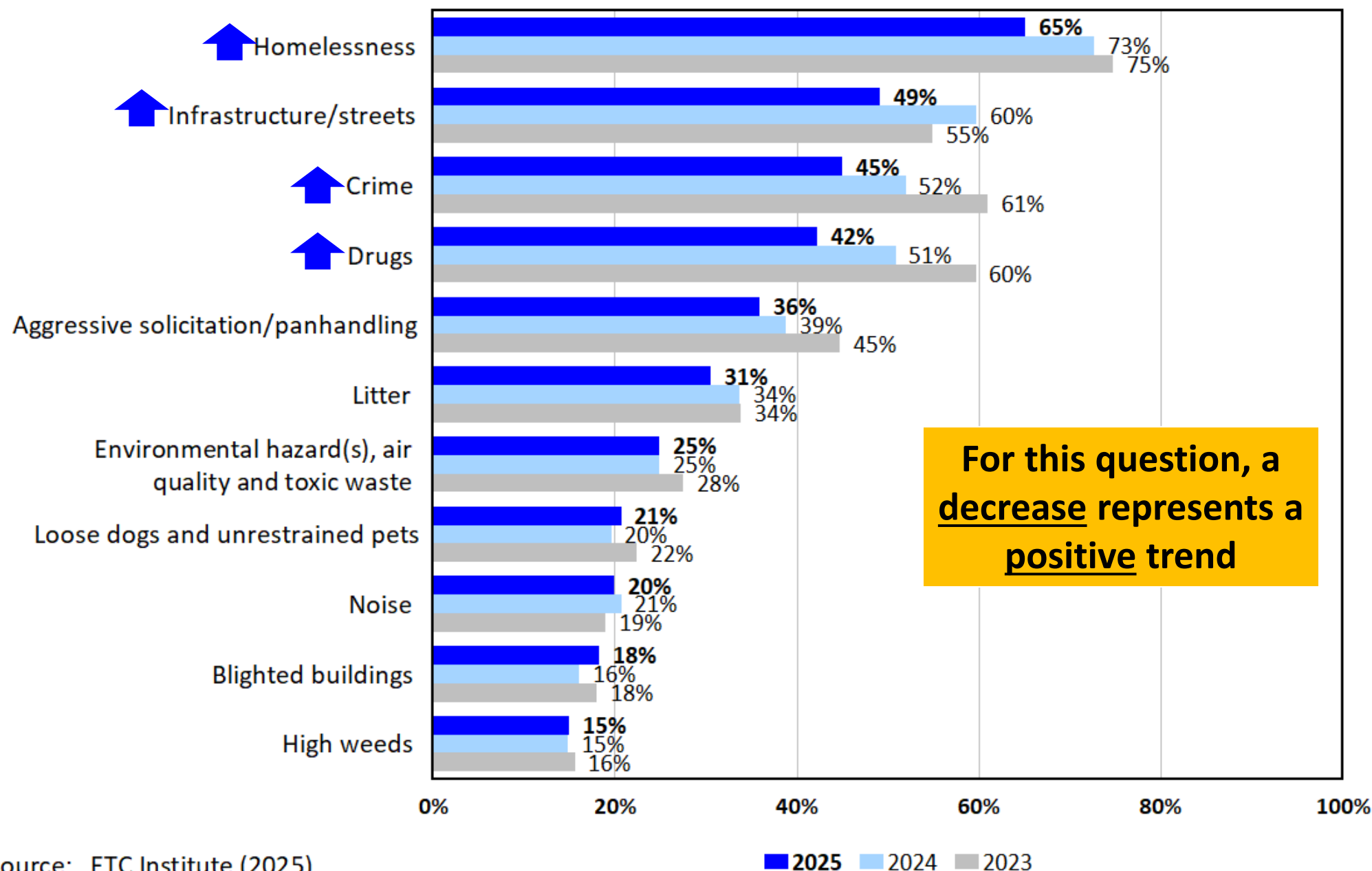
Significant Increase Since 2024 ↑

Significant Decrease Since 2024 ↓

# Q5. Perceptions of Problems in the City of Dallas

## Trends - 2023, 2024, and 2025

by percentage of respondents who rated the item as a "major problem" (excluding don't knows)



Significant Decrease Since 2024 ↑

Significant Increase Since 2024 ↓

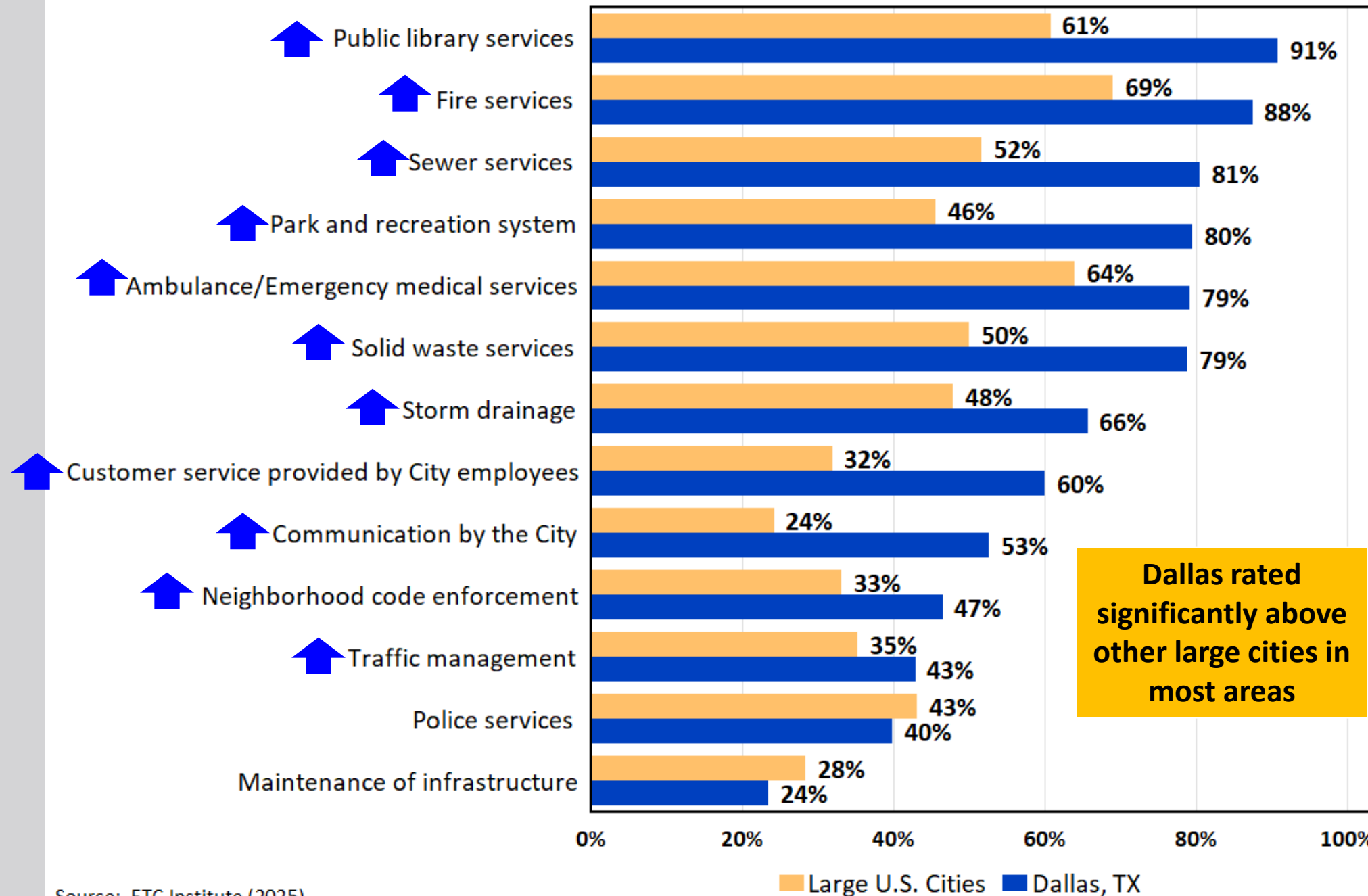
## **Topic #3**

**Satisfaction with City Services Is Higher in Dallas  
Than Other Large Cities**

# Benchmarking: Satisfaction with Major Categories of City Services

## Dallas vs. Large U.S. Cities

by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale (without "don't know")



Significantly Higher ↑

Significantly Lower ↓

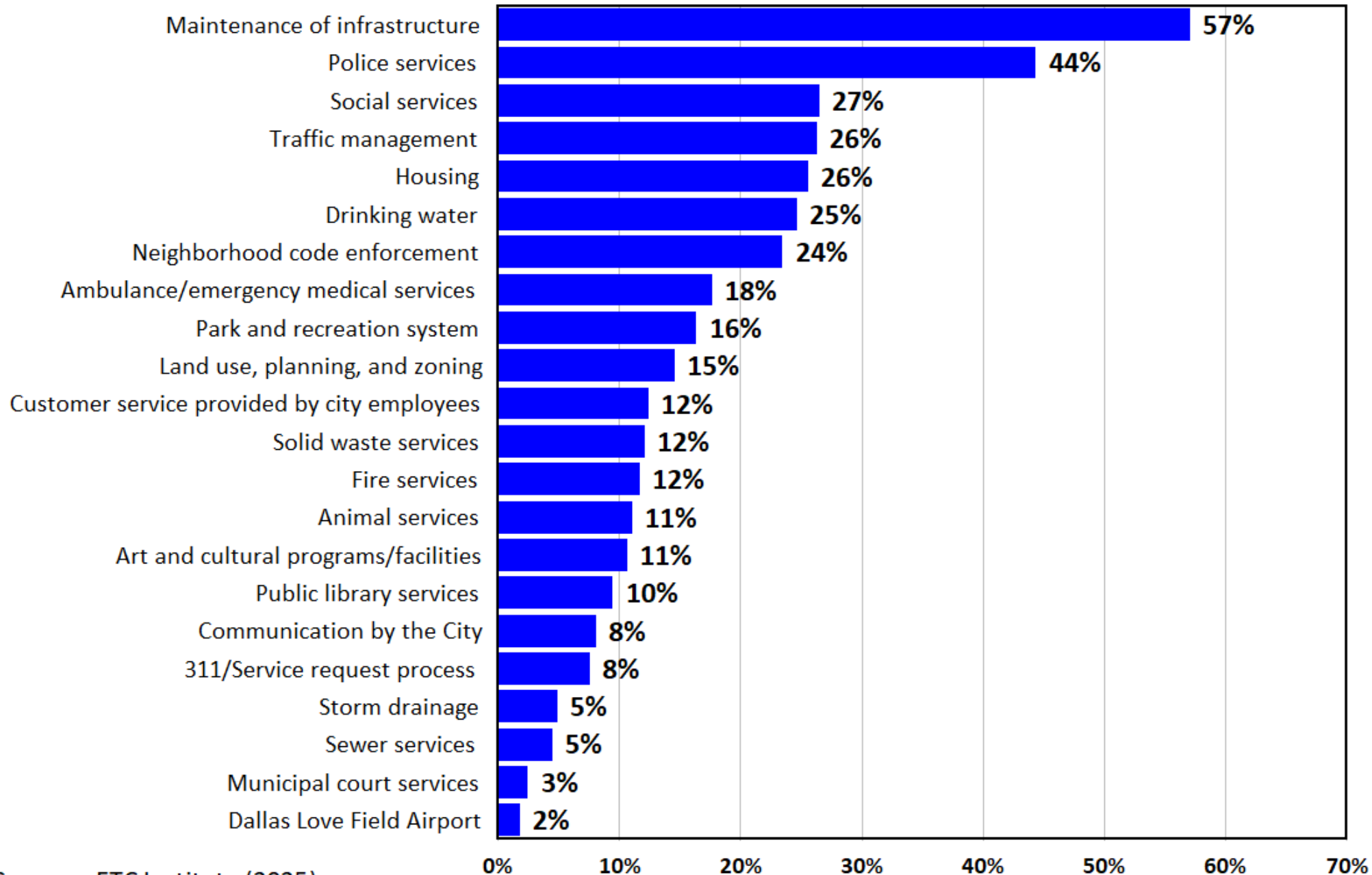


# **Topic #4**

## **Top Priorities**

## Q9. Major Categories of City Services Residents Think Should Be the City's Top Priorities

by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2025)

# 2025 Importance-Satisfaction Rating

## Dallas, Texas

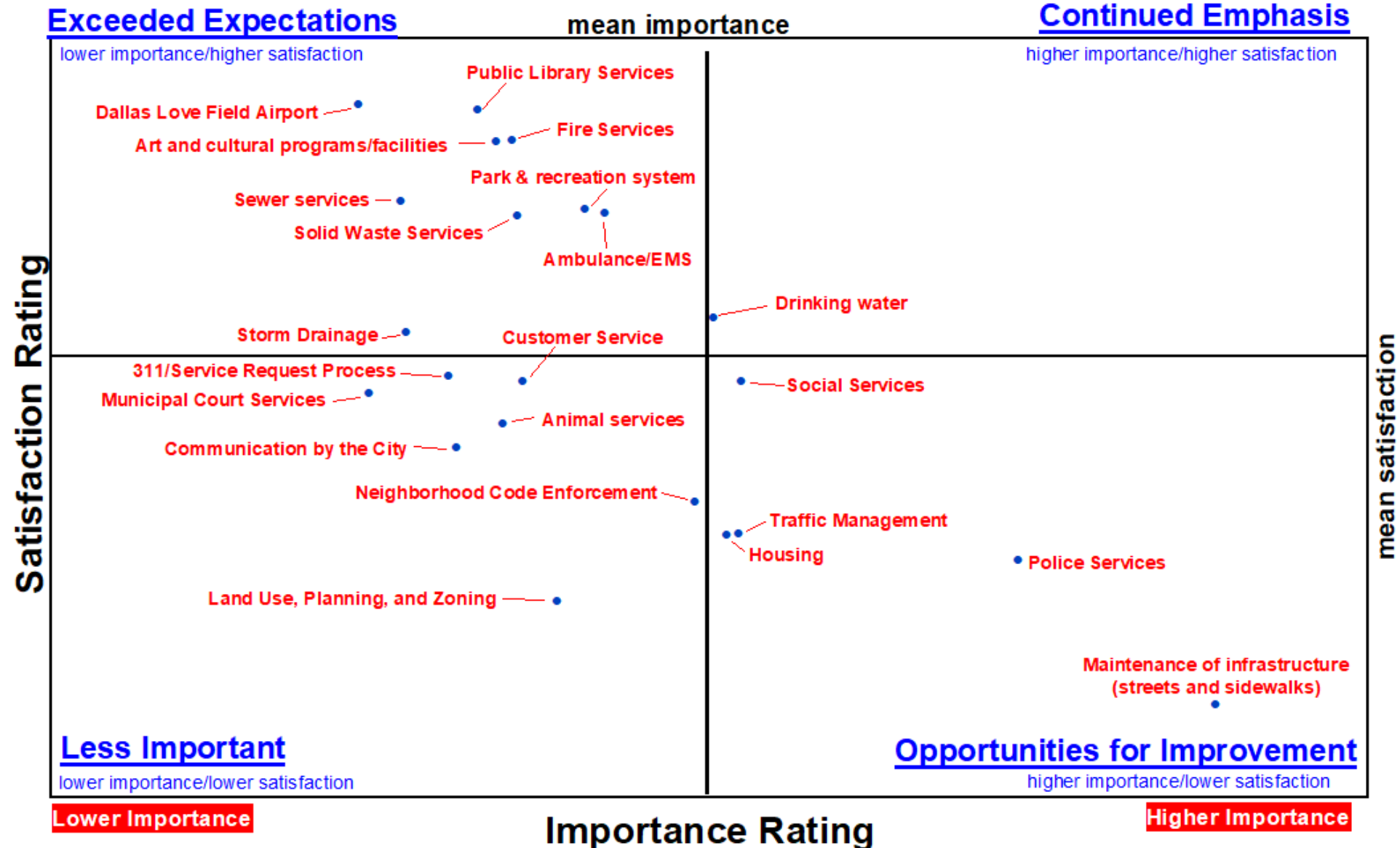
### Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Maintenance of infrastructure (streets, sidewalks)	57%	1	24%	22	0.4368	1
Police services	44%	2	40%	20	0.2668	2
<b><u>High Priority (IS .10-.20)</u></b>						
Traffic management (traffic signals, traffic flow, signs)	26%	4	43%	18	0.1502	3
Housing (affordable housing, housing assistance and counseling)	26%	5	43%	19	0.1464	4
Neighborhood code enforcement (weeds, litter)	24%	7	47%	17	0.1257	5
Social services (homeless, senior, and child-care programs)	27%	3	60%	12	0.1057	6
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Land use, planning, and zoning	15%	10	35%	21	0.0946	7
Drinking water	25%	6	67%	9	0.0805	8
Animal services	11%	14	55%	15	0.0496	9
Customer service provided by city employees	12%	11	60%	13	0.0495	10
Communication by the City	8%	17	53%	16	0.0383	11
Ambulance/emergency medical services	18%	8	79%	7	0.0368	12
Park and recreation system	16%	9	80%	6	0.0335	13
311/Service request process	8%	18	61%	11	0.0299	14
Solid waste services	12%	12	79%	8	0.0255	15

Overall Priorities

# 2025 City of Dallas Community Survey Importance-Satisfaction Assessment Matrix -Major Categories of City Services-

(points on the graph show deviations from the mean importance and agreement ratings given by respondents to the survey)



Source: ETC Institute (2025)



# Summary

- **Residents Have a Positive Perception of the City of Dallas**
  - **71% Rated Their Neighborhood as an Excellent or Good Place to Live; Only 7% Gave a Rating of Poor**
- **The City Is Moving in the Right Direction**
  - **Satisfaction Ratings Have Increased in *113 of 128* Areas Since 2024**
- **Satisfaction with City Services Is Higher in Dallas Than Other Large U.S. Cities**
- **Top Overall Priorities for City Services**
  - **Maintenance of Infrastructure**
  - **Police Services**

# Questions?

# Thank You!!

# Appendix

# Top 3 Priorities by Council District

CD#	Priority #1	Priority #2	Priority #3
1	Maintenance of Infrastructure	Police Services	Traffic Management
2	Maintenance of Infrastructure	Police Services	Drinking Water
3	Maintenance of Infrastructure	Police Services	Housing
4	Maintenance of Infrastructure	Social Services	Police Services
5	Maintenance of Infrastructure	Police Services	Neighborhood Code Enforcement
6	Maintenance of Infrastructure	Police Services	Drinking Water
7	Maintenance of Infrastructure	Police Services	Housing
8	Maintenance of Infrastructure	Police Services	Housing
9	Maintenance of Infrastructure	Police Services	Traffic Management
10	Maintenance of Infrastructure	Police Services	Traffic Management
11	Maintenance of Infrastructure	Police Services	Social Services
12	Maintenance of Infrastructure	Police Services	Drinking Water
13	Maintenance of Infrastructure	Police Services	Traffic Management
14	Maintenance of Infrastructure	Police Services	Parks and Recreation System