

Denison, TX

The National Community Survey

Report of Results
2023

Report by:



Visit us online!
www.polco.us



National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Denison. 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



POWERED BY POLCO



The report provides the opinions of a representative sample of 382 residents of the City of Denison collected from November 8, 2023 to December 20, 2023. The margin of error around any reported percentage is 5% for all respondents and the response rate for the 2023 survey was 14%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Denison.



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 500 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, Denison'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 Denison residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Denison'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 Denison's average rating was more than 20 points different when compared to the benchmark.

The survey was administered after 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 or during the pandemic. This may impact how your City's 2023 ratings compare to other communities’ ratings from the past five years.

Trends over time

Trend data for Denison represent important comparison data and should be examined for improvements or declines.¹ 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 seven percentage points between the 2020 and 2023 surveys, the change is statistically significant.

1. 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 Denison were eligible to participate in the survey. A list of all households within the zip codes serving Denison was purchased from Polco's mailing vendor, Go-Dog Direct, based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Denison 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 Denison 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 four Council 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 randomly selected using the "birthday method". The birthday method selects a person within the household by asking the "person who most recently had a birthday" 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 3,000 randomly selected households received mailings beginning on November 8, 2023 and data collection for the survey remained open for six 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 reminder postcard inviting the household one final time to participate in the survey. All mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation. 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 7% of the 3,000 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 2,779 households that received the invitations to participate, 382 completed the survey, providing an overall response rate of 14%. Of the 382 responses, 379 were completed in English and 3 were completed in Spanish. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.²

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 Denison survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (382 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 Denison. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Denison, the area of the City in which they lived, 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 December 9, 2023. The survey remained open for two 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 2020 Census and 2022 American Community Survey estimates for adults in the City of Denison. 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.³ 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 ⁴
Age	18-34	10%	26%	26%
	35-54	21%	32%	32%
	55+	70%	43%	43%
Area	District 1	21%	22%	22%
	District 2	17%	23%	23%
	District 3	34%	30%	30%
	District 4	29%	25%	25%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish or..	92%	91%	91%
	Yes, I consider myself to be of Hispanic, Lati..	8%	9%	9%
Housing tenure	Own	80%	61%	61%
	Rent	20%	39%	39%
Housing type	Attached	14%	23%	23%
	Detached	86%	77%	77%
Race & Hispanic origin	Not white alone	22%	21%	21%
	White alone, not Hispanic or Latino	78%	79%	79%
Sex	Man	41%	45%	45%
	Woman	59%	55%	55%
Sex/age	Man 18-34	2%	12%	12%
	Man 35-54	10%	15%	15%
	Man 55+	28%	18%	18%
	Woman 18-34	6%	14%	14%
	Woman 35-54	12%	17%	17%
	Woman 55+	42%	25%	25%

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 Denison funded this research. Please contact Emily Agans of the City of Denison at eakins@cityofdenison.com if you have any questions about the survey.

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged. **Non-response error** arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than those who did respond. **Coverage error** refers to the possibility that some respondents that should have been included in the surveyed population were not (e.g., for a general resident survey, USPS mailing lists may exclude certain types of housing units, such as multi-family buildings where mail is delivered to a common area rather than to a specific unit (though this is rare), or where mail is received at a PO box instead of the at household's physical location. Finally, **recall bias** occurs when respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events), and **social desirability bias** may cause respondents to answer in ways they think cast their responses in a more favorable light.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

2. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>
3. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
4. Targets come from the 2020 Census and 2022 American Community Survey

Key Findings

Safety remains a top priority for residents.

When asked about aspects of the community the City should focus on in the next two years, about 9 in 10 residents responded that the overall feeling of safety was essential or very important. While a lower proportion of residents gave positive ratings to the quality of the overall feelings of safety in Denison (57% excellent or good), a strong majority of residents reported feeling safe in their neighborhood during the day (92% very or somewhat safe) in Denison's downtown/commercial area during the day (91%), as well as from fire, flood, and other natural disaster (78%). About 7 in 10 also felt safe from both violent crime and property crime.

Safety-related services in Denison also tended to be positive, and a number of individual items experienced notable increase from the previous iteration of the NCS. Items that experienced an increase of at least ten percent included fire services (86% excellent or good), ambulance/EMS services (77%), fire prevention and education (67%), and emergency preparedness (53%). Emergency preparedness was lower than the national average, while others were similar.

Mobility continues to be an area of opportunity for Denison, with some ratings declining over time.

About 2 in 10 survey respondents rated the overall quality of the transportation system in Denison as excellent or good, which, while statistically similar to the previous rating observed in 2020, was much lower than the national average. Declines in ratings for several other aspects of mobility were also observed since the City's previous survey. Evaluations for aspects of car travel were similar to the national averages, including the ease of travel by car (63% excellent or good), traffic flow on major streets (55%), the ease of public parking (52%); however, these ratings each decreased from 2020 to 2023. Scores for alternate modes of transportation such as the ease of walking, biking and travel by public transportation in the city were also much lower than seen in other communities across the nation. Ratings for mobility-related City services were largely similar to the previous iteration of the NCS: 6 in 10 respondents gave positive ratings to traffic enforcement and about half were pleased with traffic signal timing; both of these were on par with national averages. However, street cleaning, street lighting, and snow removal were each rated positively by about 3 in 10 residents, while roughly 2 in 10 gave positive reviews to sidewalk maintenance and street repair; these ratings were also lower than the national benchmarks.

Residents identify the economy as a potential area of focus.

When asked about aspects of the community the City should focus on in the next two years, nearly 9 in 10 residents responded that the importance of the overall economic health of the City was essential or very important. A lower proportion of residents gave the quality of the economic health in Denison positive ratings (42% excellent or good), which was lower than the national average. These comparative ratings of quality and importance suggest that the economy is a continued area of priority for the residents of Denison.

Other items related to the economy in Denison garnered mixed results. Around two-thirds of residents approved of the vibrancy of the downtown/commercial area and the overall quality of business and service establishments in the city. About half of residents gave positive marks to the variety of business and commercial establishments and Denison as a place to visit (both similar to the benchmarks) and as a place to work (lower than the benchmark). About 3 in 10 gave excellent or good ratings to employment and shopping opportunities, each below the national benchmarks.

Additionally, in a question unique to the Denison survey, residents were asked to rate different aspects of the City's downtown. About 6 in 10 respondents gave excellent or good ratings to the number of family oriented businesses, and half positively rated the variety of professional services and the variety of shopping options. The variety of dini..

Affordability is a growing concern for residents.

As observed in many other communities across the nation, resident perceptions of affordability in the city have declined over time. About 4 in 10 respondents gave excellent or good scores to the availability of affordable quality food and affordable quality health care, while about 3 in 10 positively rated the cost of living in the city and the availability of affordable quality mental health care. Two in 10 felt positively about the availability of affordable quality housing. Ratings for each of these affordability-related aspects of Denison declined between 10-13% from 2020 to 2023. Finally, just 21% of residents felt that the economy would have a positive impact on their income in the next 6 months; this was a significant decline from both 2020 (32% positive) and from 2017 (43%).

Facets of livability

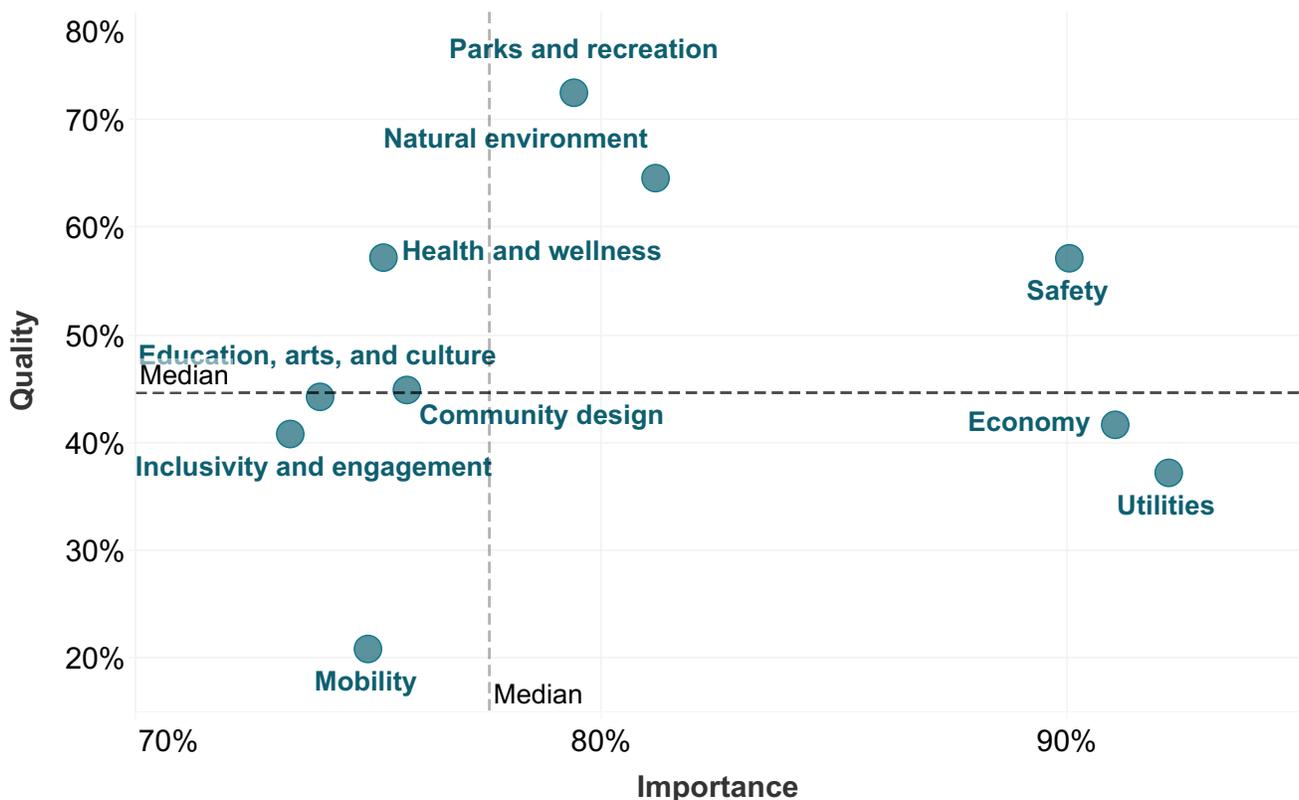
Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially 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.

Quality-Importance Matrix

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the *importance* of facets were compared to their ratings of the *quality* of these facets. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all facets were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some facets 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 facets were in the bottom half of both lists.

45% or more of respondents were considered of “higher quality” and those with ratings lower than 45% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 78% or more of respondents. Services were rated as “less important” if they received a rating of less than 78%. This classification uses the median ratings for quality and importance to divide the services in half.

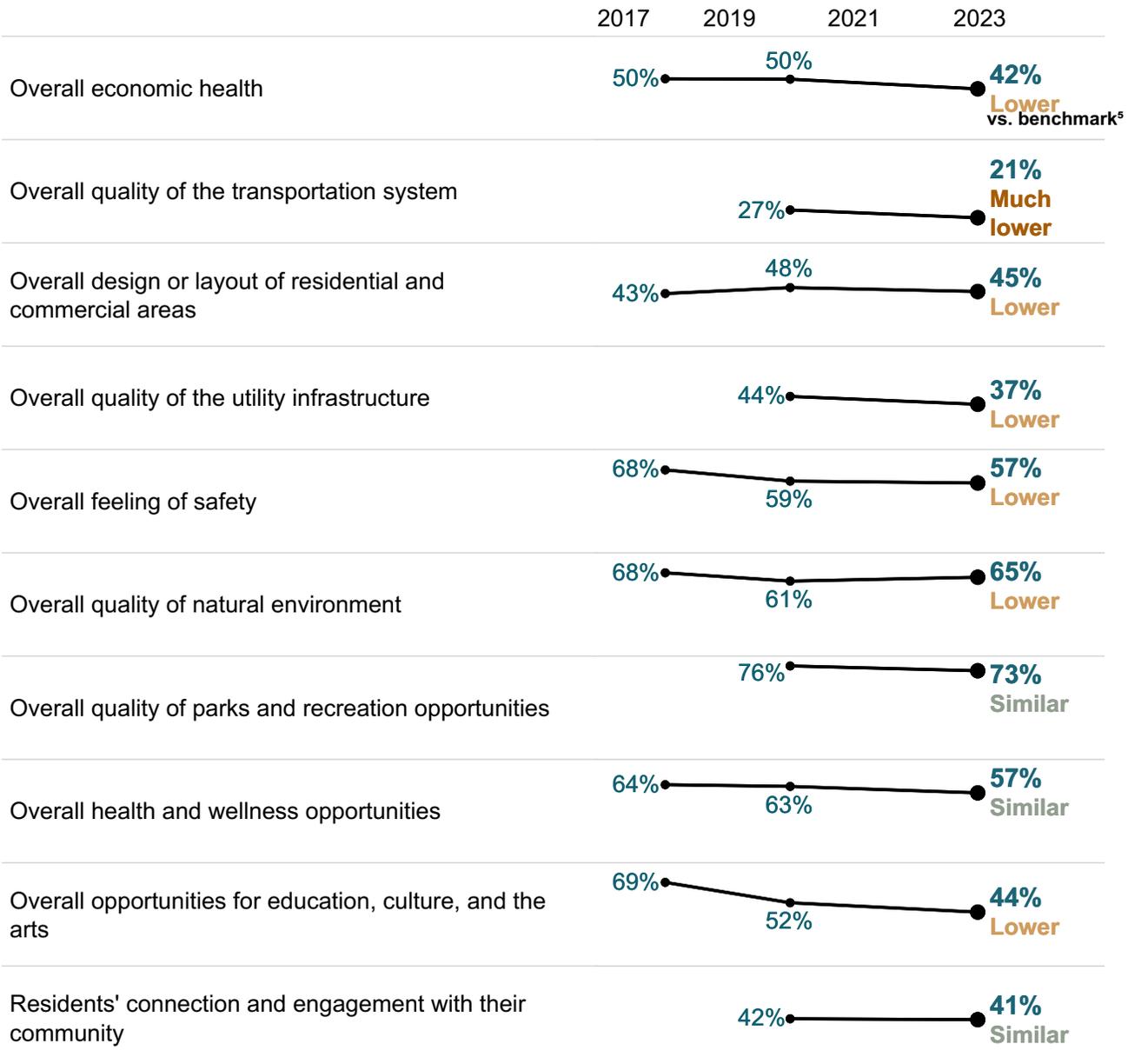
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings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



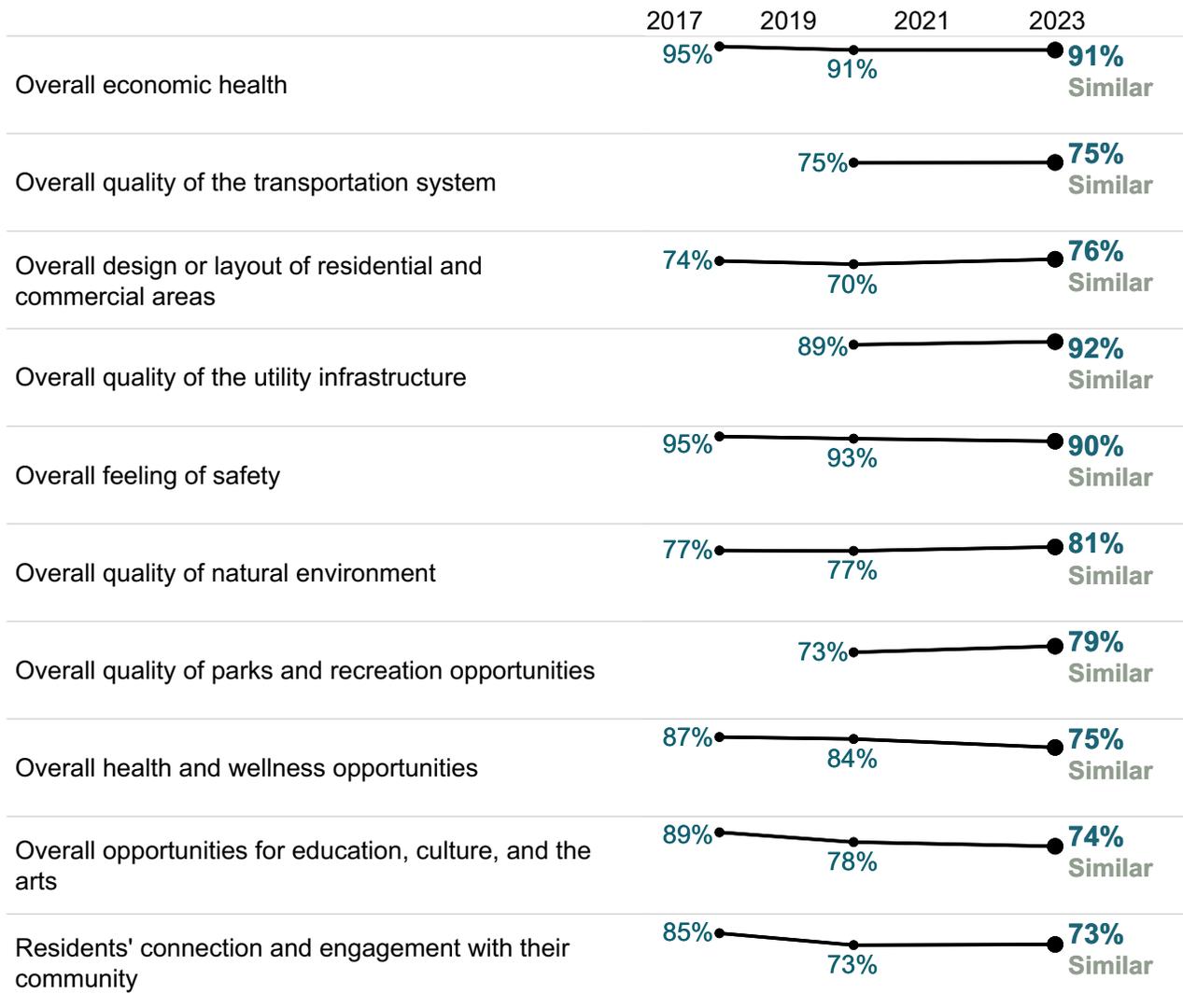
Quality and Importance by the Numbers

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 Denison as a whole.
 (% excellent or good)



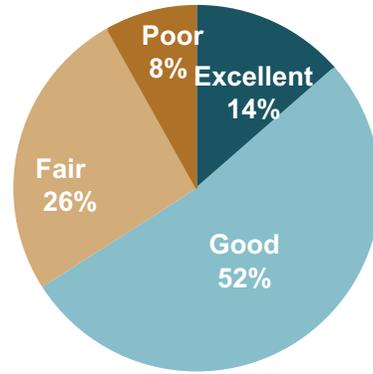
Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.
 (% essential or very important)



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

Quality of Life

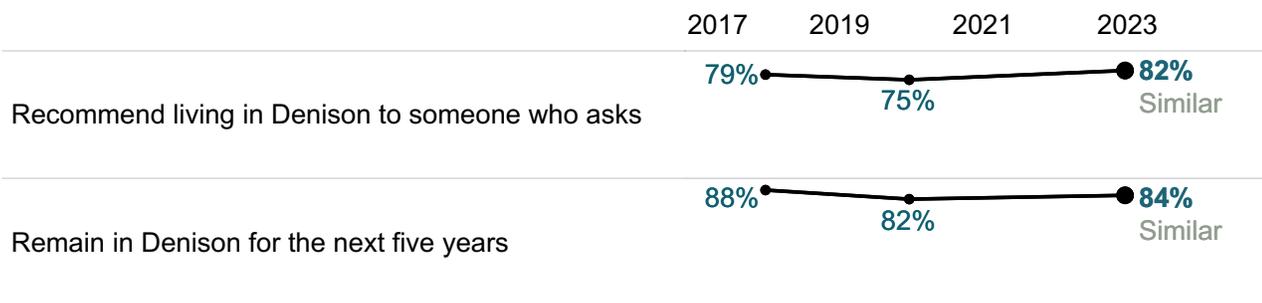
Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.



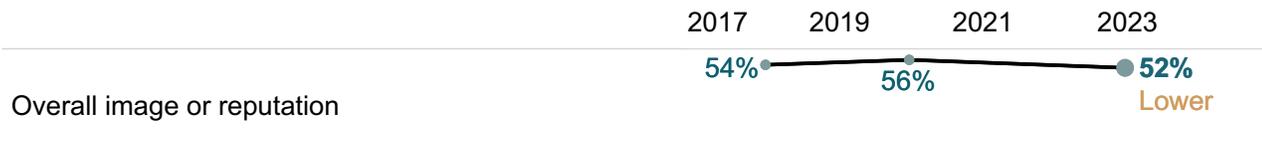
Please rate each of the following aspects of quality of life in Denison.
(% excellent or good)



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 Denison community.
(% excellent or good)

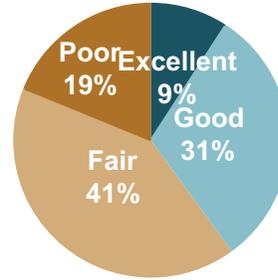


6. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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 Denison government, 2023



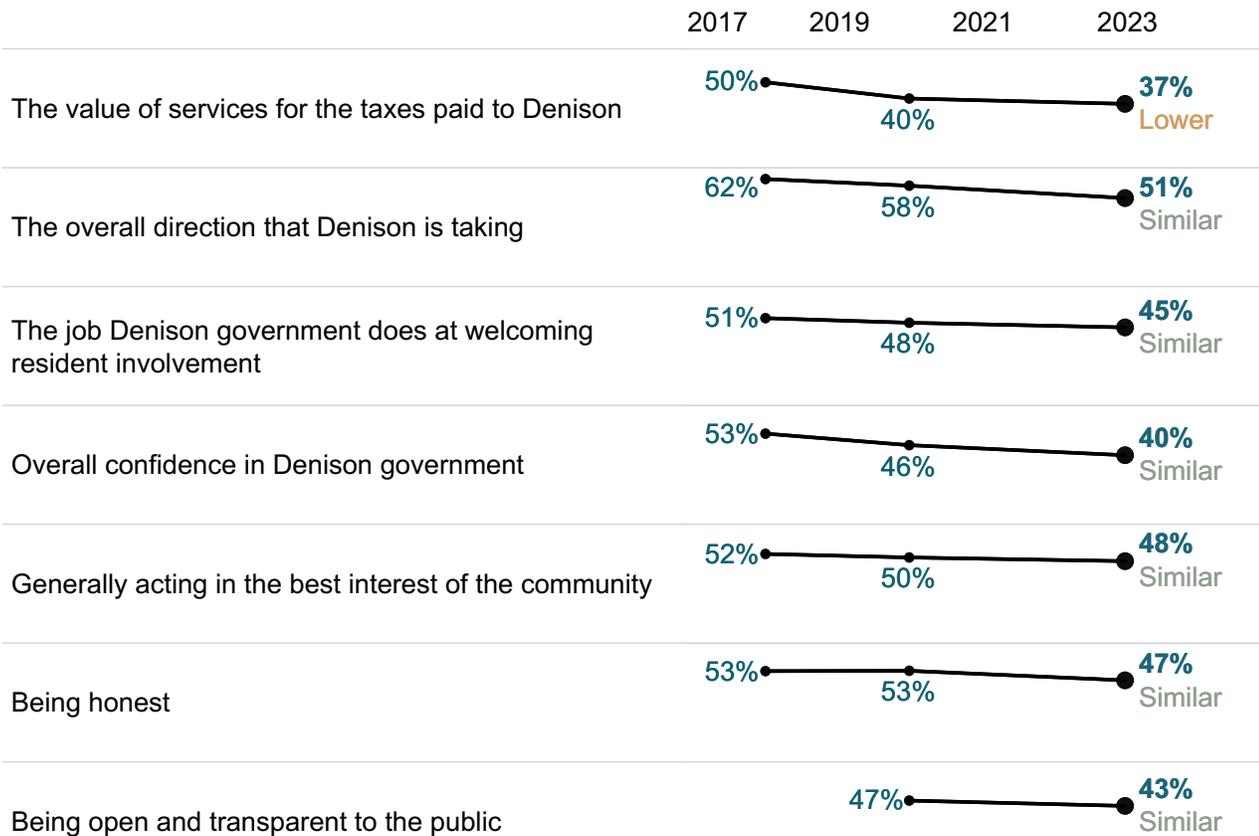
Please rate the quality of each of the following services in Denison.

(% excellent or good)



Please rate the following categories of Denison government performance.

(% excellent or good)



Informing residents about issues facing the community



Treating all residents fairly



Treating residents with respect



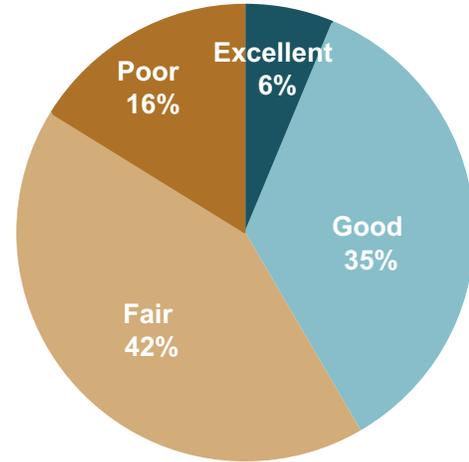
7. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



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 Denison, 2023



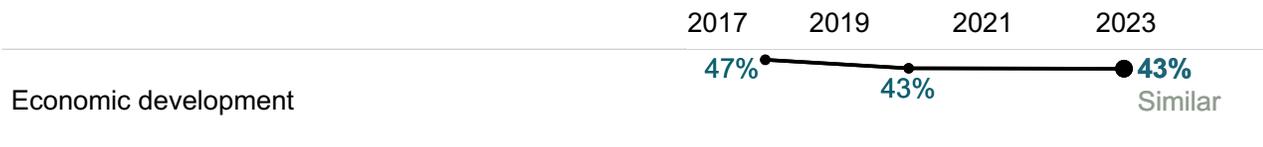
Please rate each of the following characteristics as they relate to Denison as a whole.
(% excellent or good)



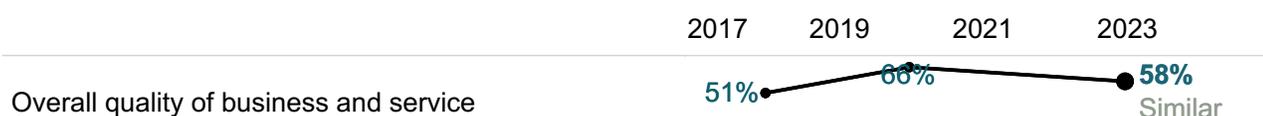
Please rate each of the following aspects of quality of life in Denison.
(% excellent or good)



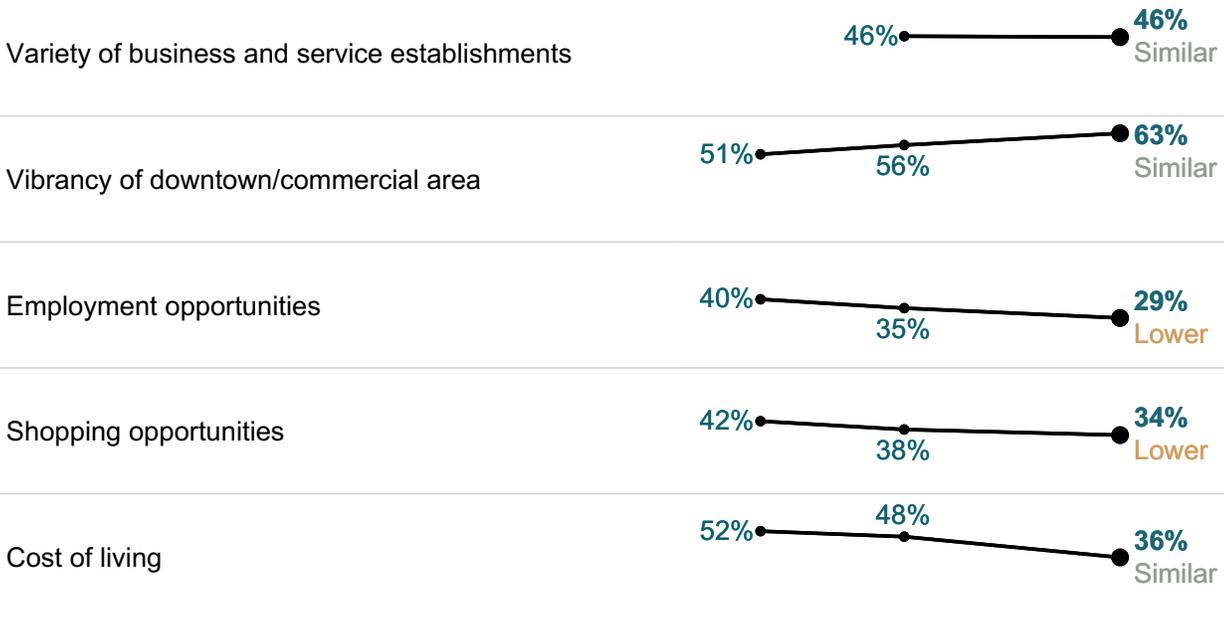
Please rate the quality of each of the following services in Denison.
(% excellent or good)



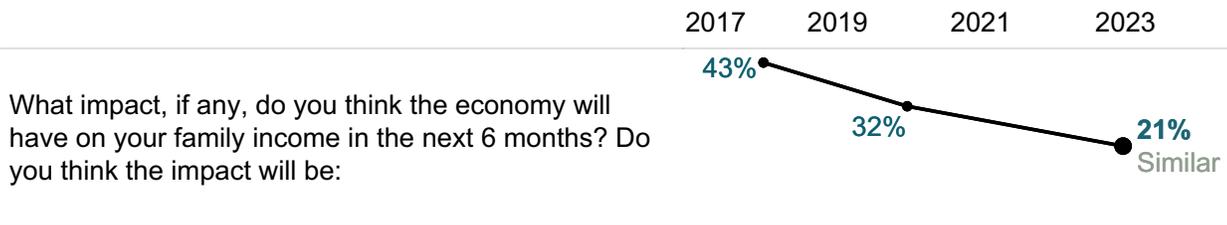
Please rate each of the following in the Denison community.
(% excellent or good)



establishments



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)

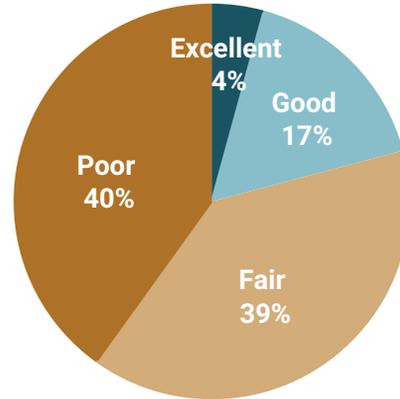


8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the transportation system in Denison, 2023

Mobility

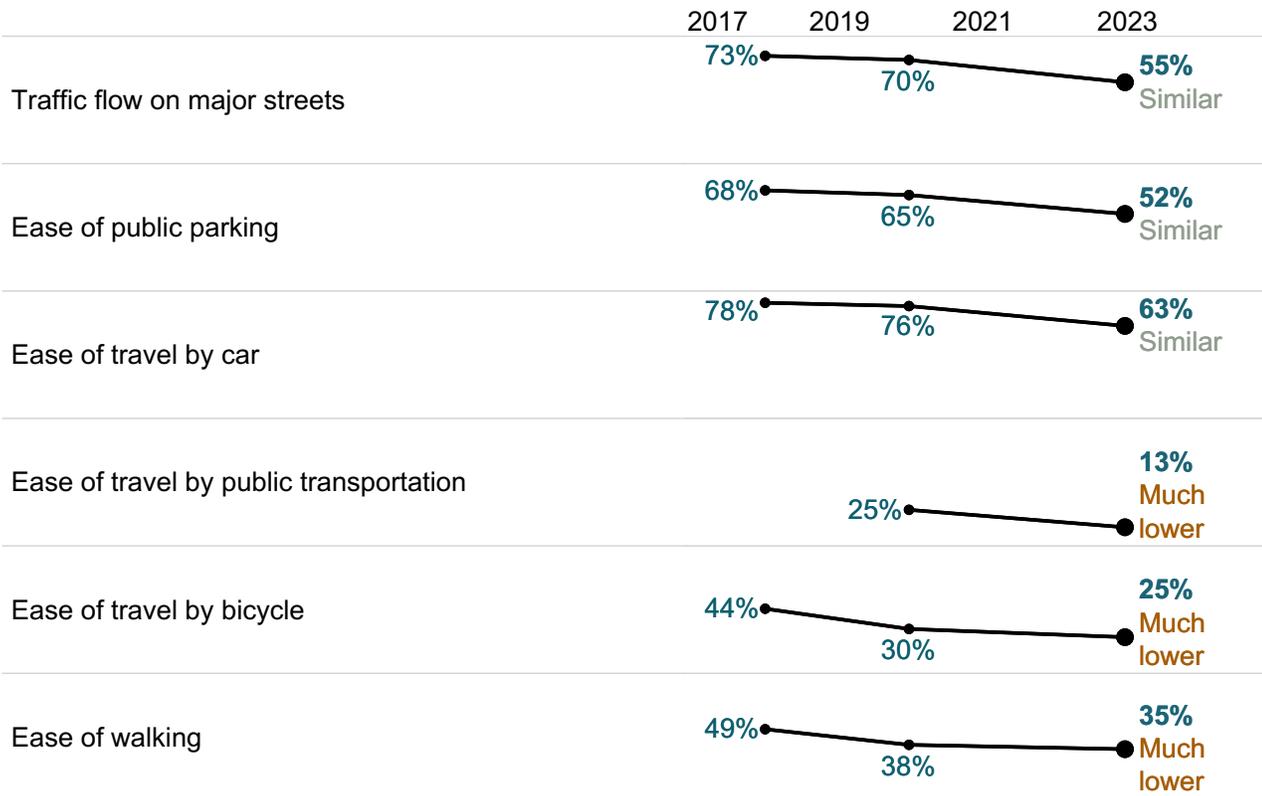
The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.



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



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

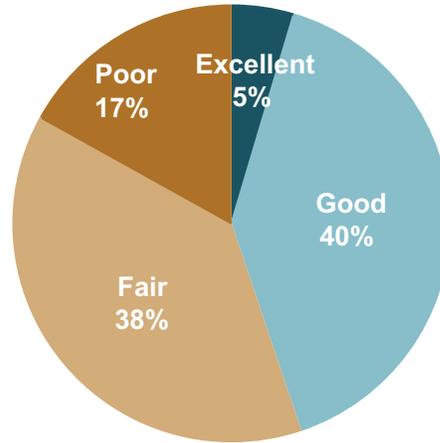


9. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

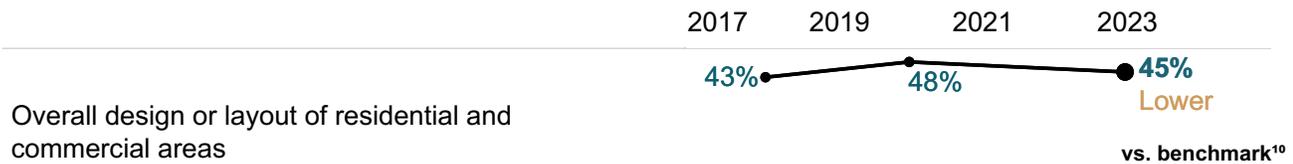
Overall design or layout of Denison's residential and commercial areas, 2023

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 Denison as a whole.
(% excellent or good)

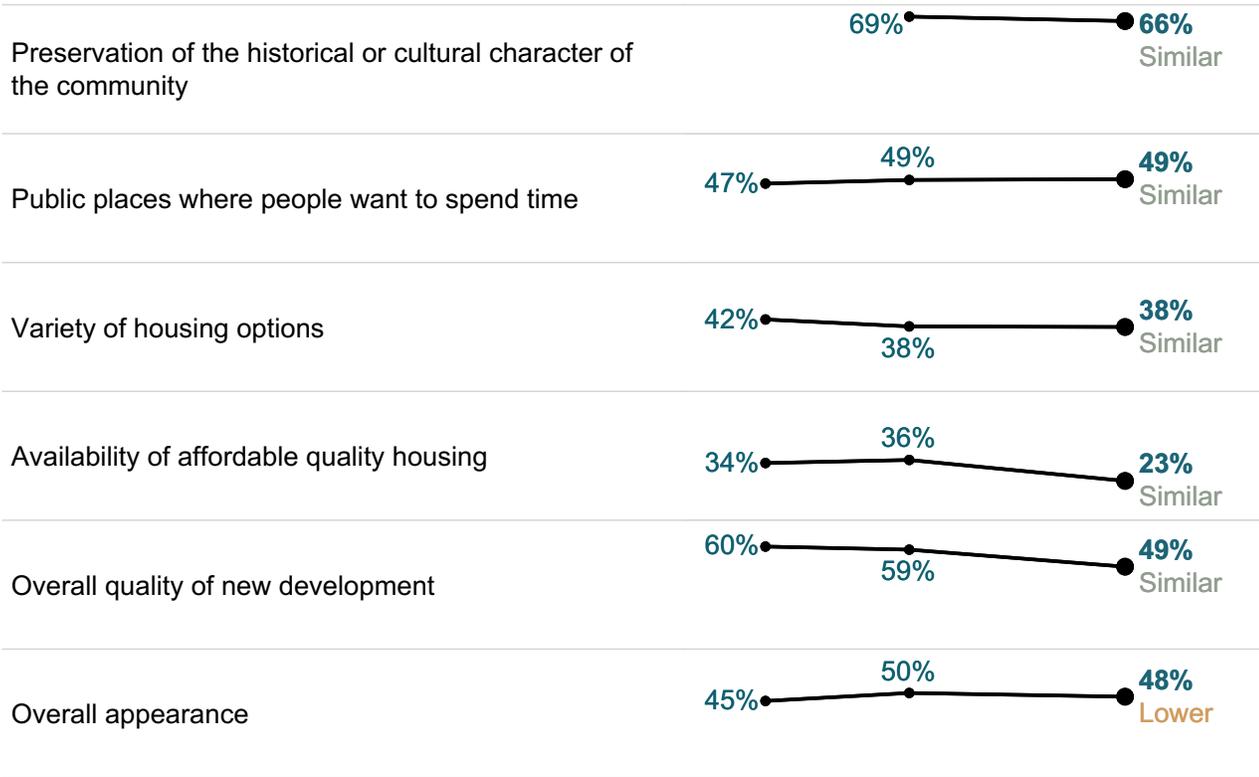


Please rate each of the following aspects of quality of life in Denison.
(% excellent or good)



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





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

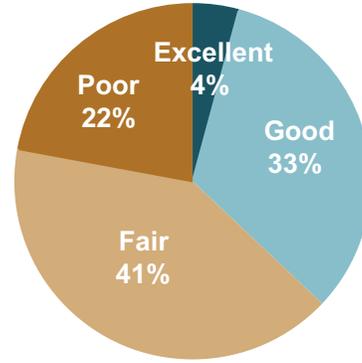


10. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

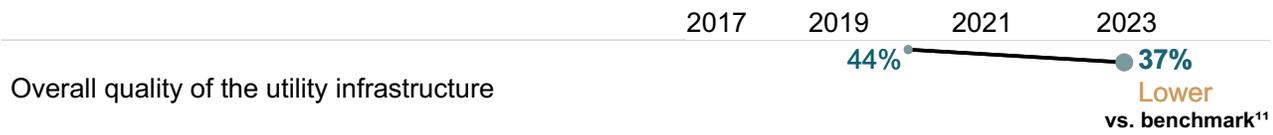
Overall quality of the utility infrastructure in Denison, 2023

Utilities

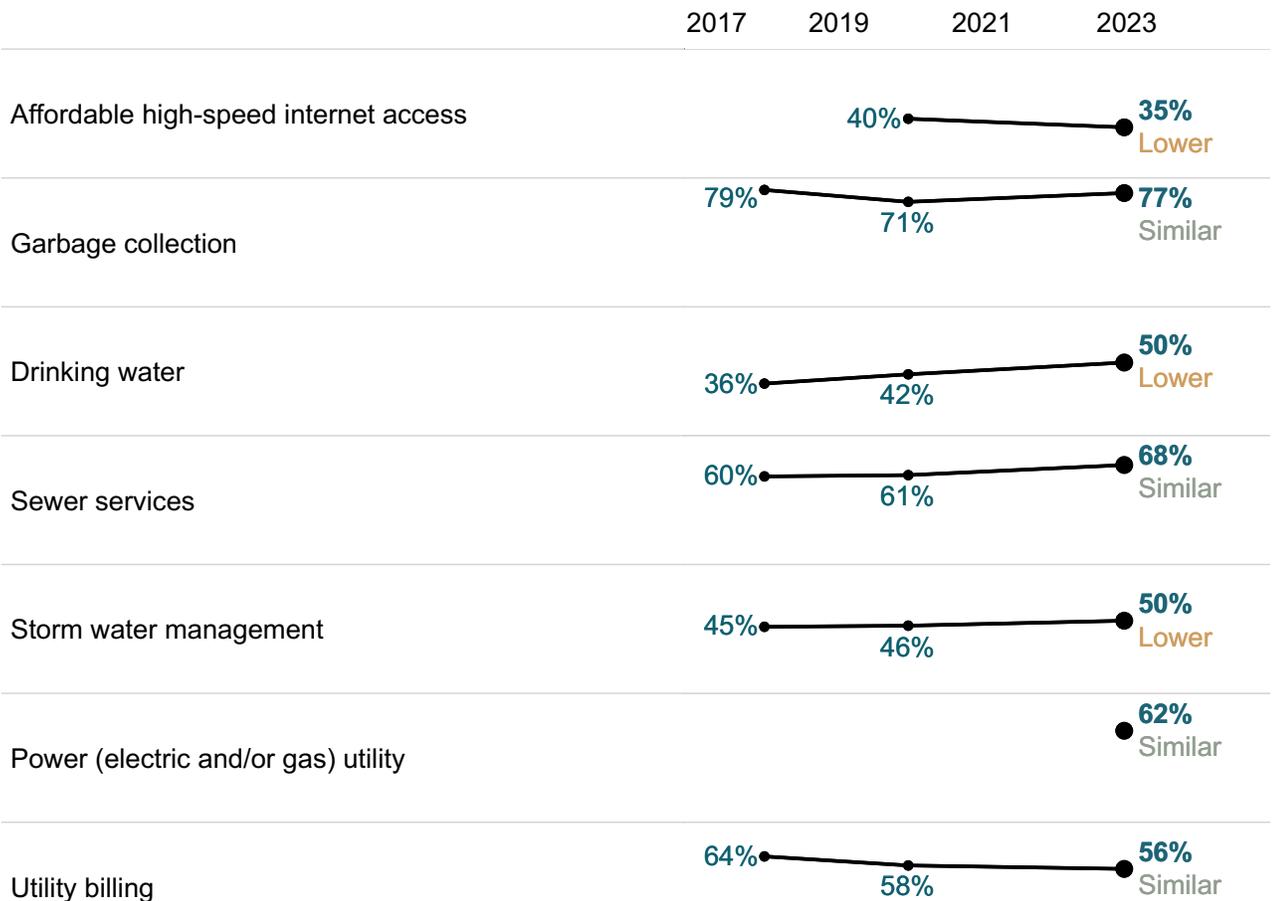
Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.



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



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

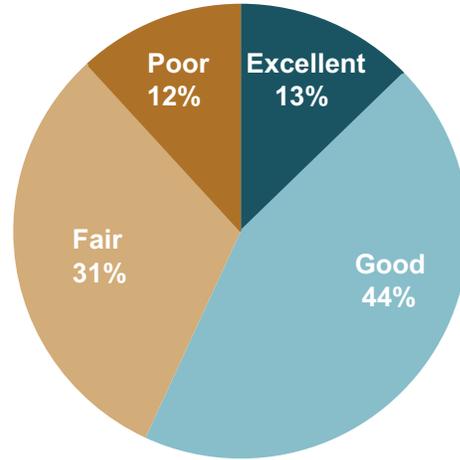


11. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

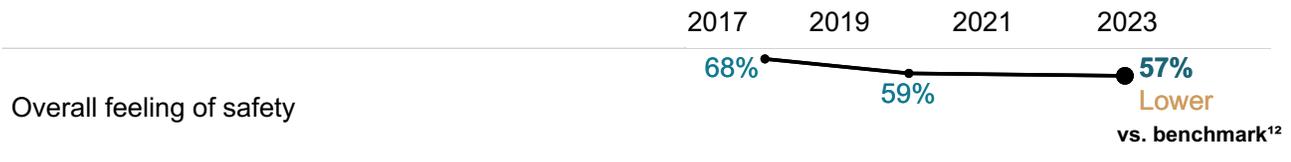
Overall feeling of safety in Denison, 2023

Safety

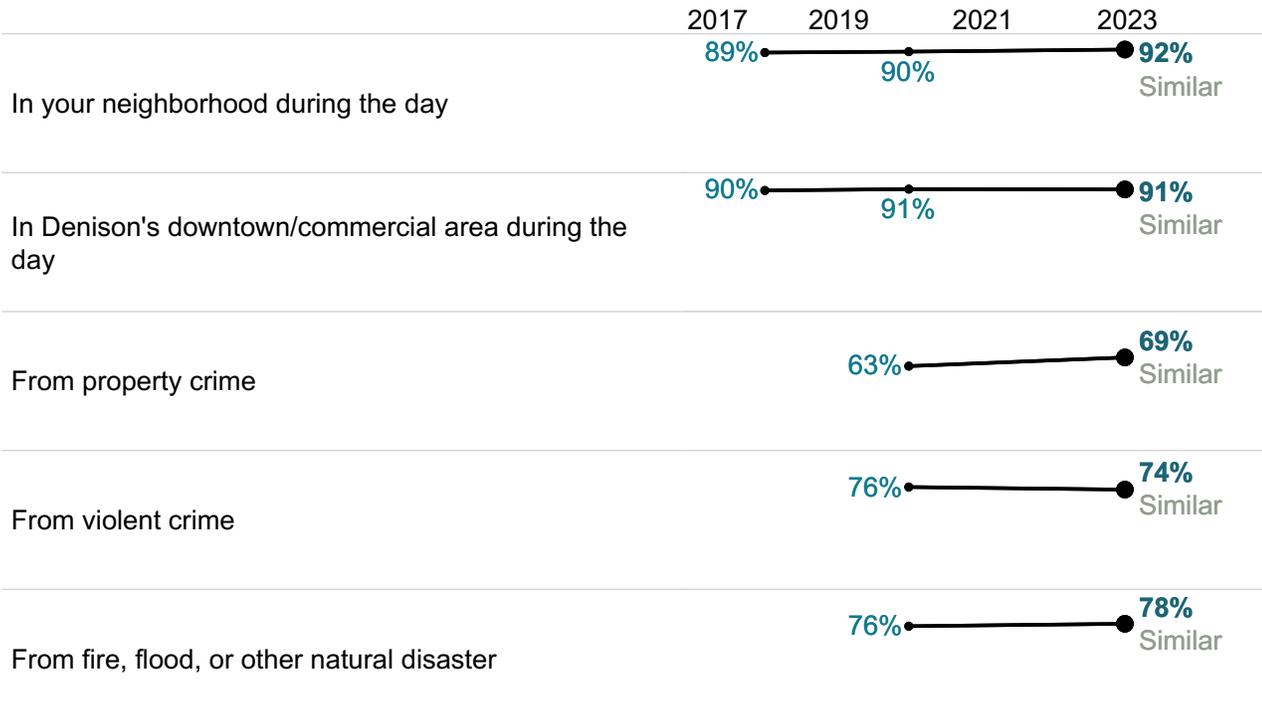
Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.



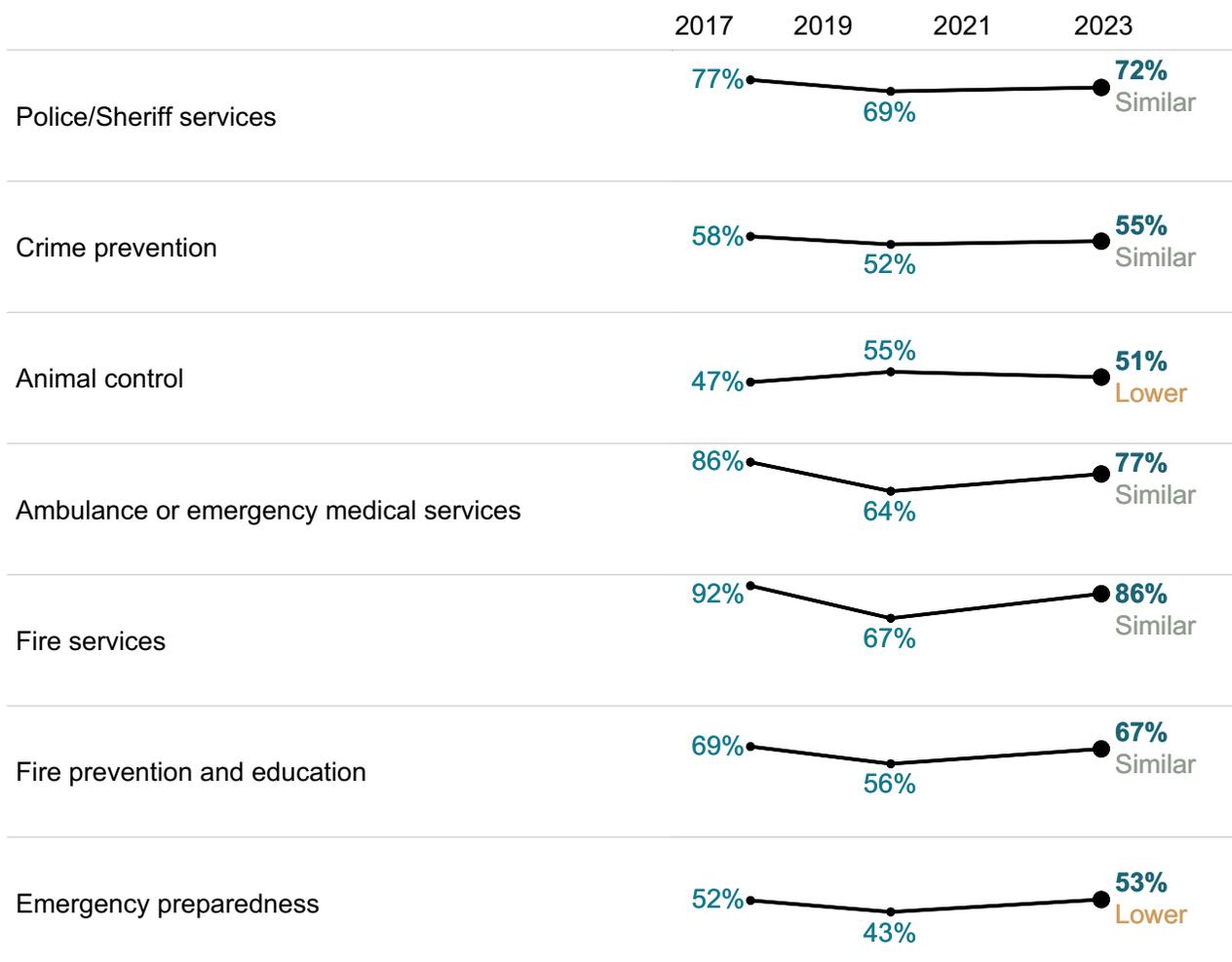
Please rate each of the following characteristics as they relate to Denison as a whole.
(% excellent or good)



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



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

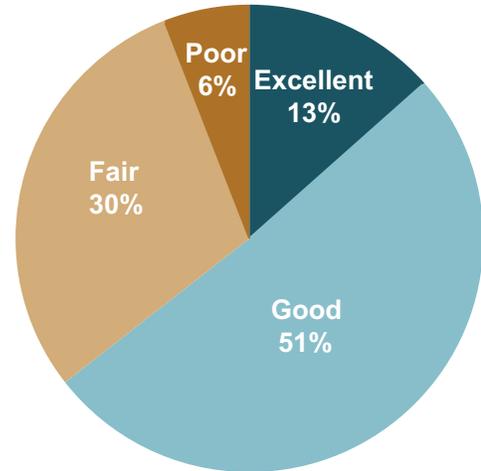


12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of natural environment in Denison, 2023

Natural Environment

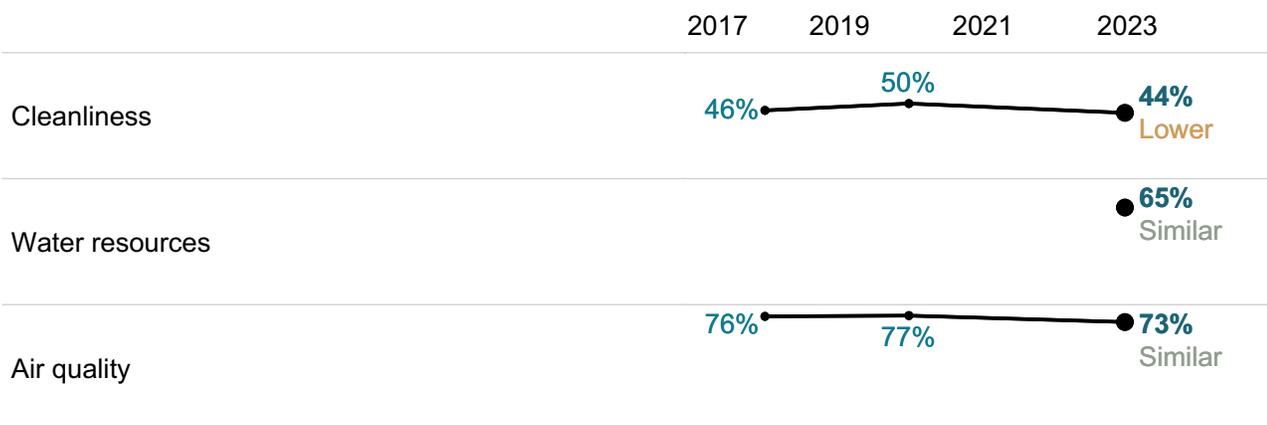
The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.



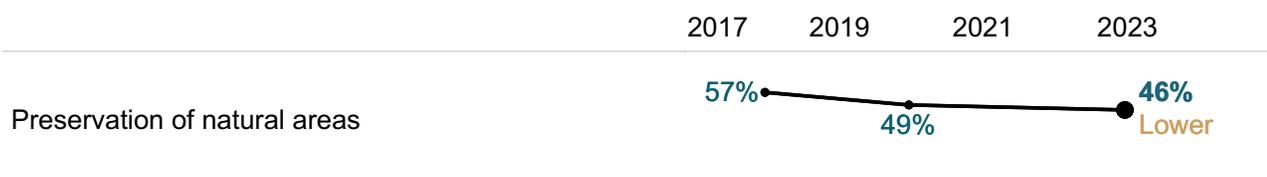
Please rate each of the following characteristics as they relate to Denison as a whole.
(% excellent or good)

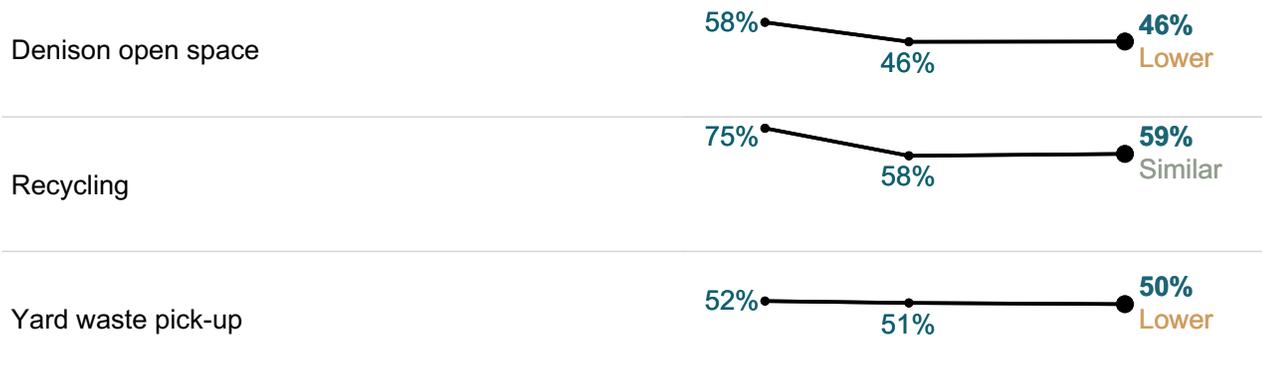


Please also rate each of the following in the Denison community.
(% excellent or good)



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





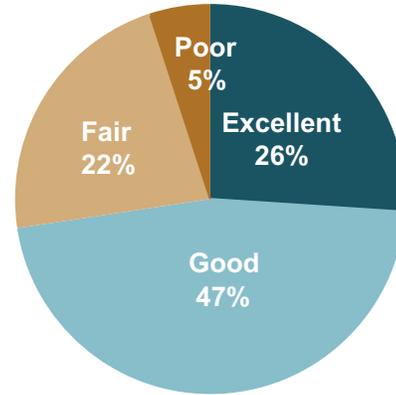
13. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2023

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."

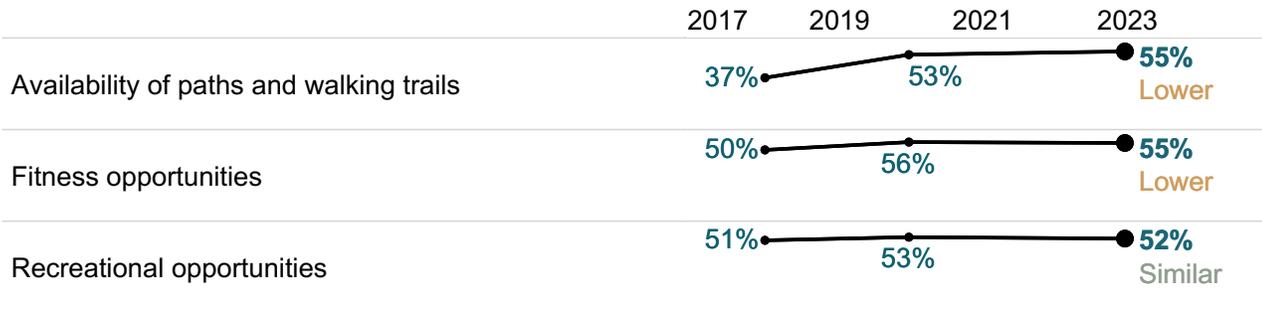
- National Recreation and Park Association



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



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



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



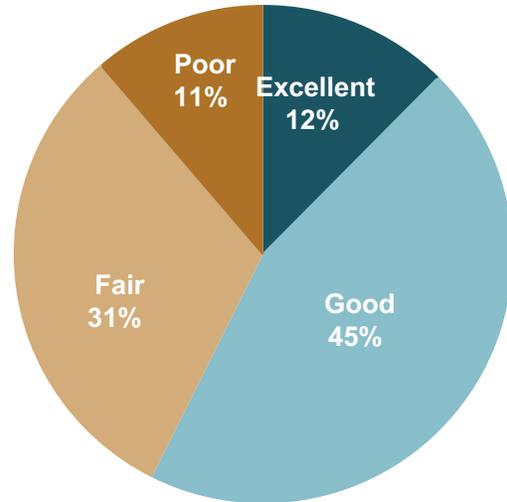
14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall health and wellness opportunities in Denison, 2023



Health and Wellness

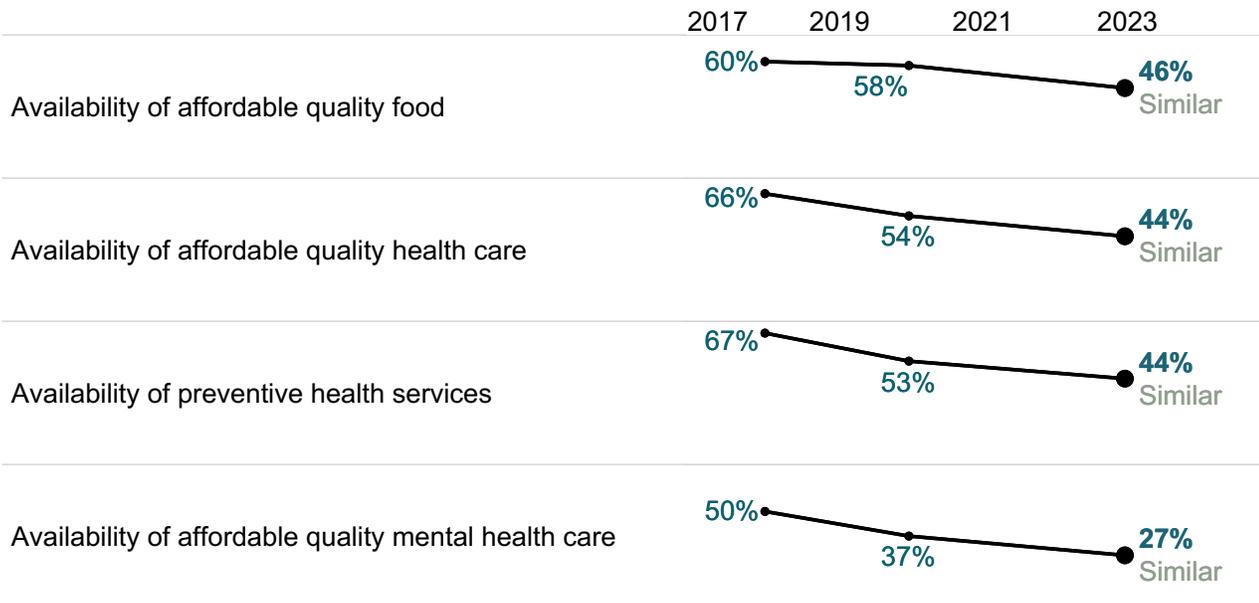
The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.



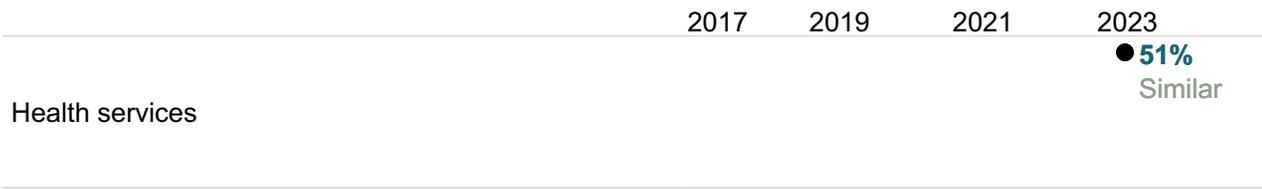
Please rate each of the following characteristics as they relate to Denison as a whole.
(% excellent or good)



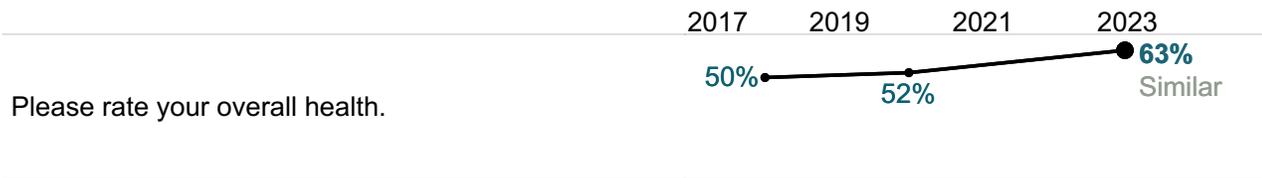
Please also rate each of the following in the Denison community.
(% excellent or good)



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



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



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



Overall opportunities for education, culture and the arts, 2023

Education, Arts, and Culture

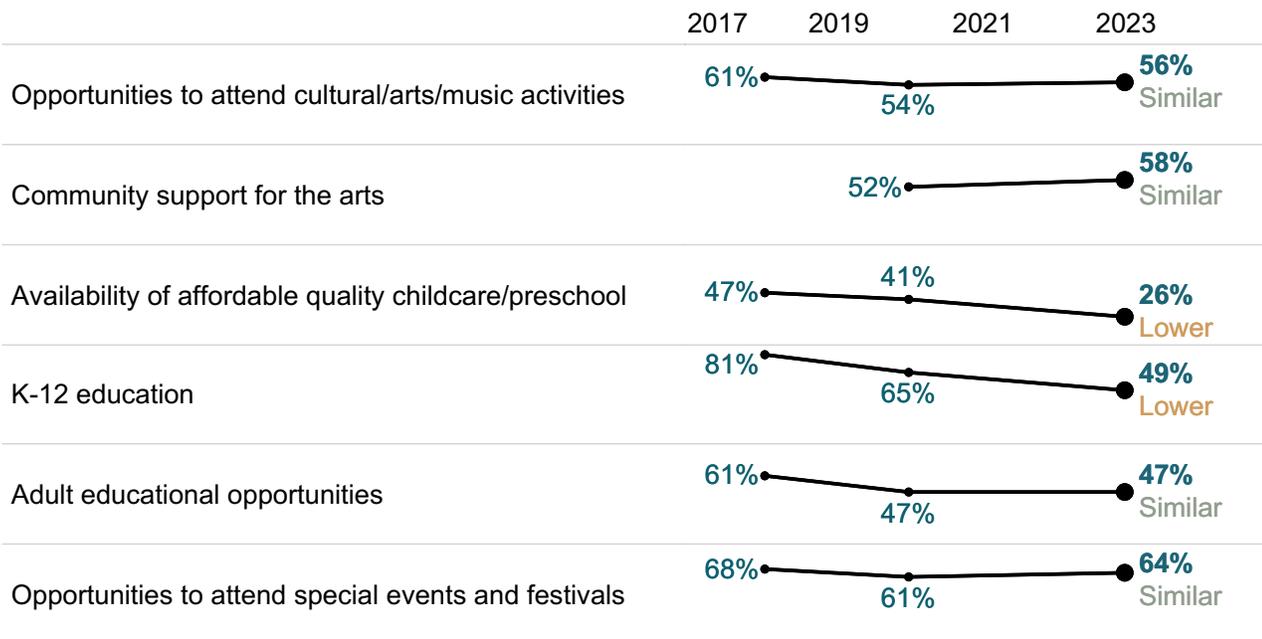
Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.



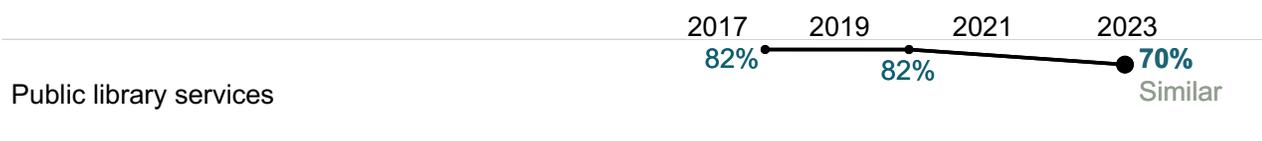
Please rate each of the following characteristics as they relate to Denison as a whole.
(% excellent or good)



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



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

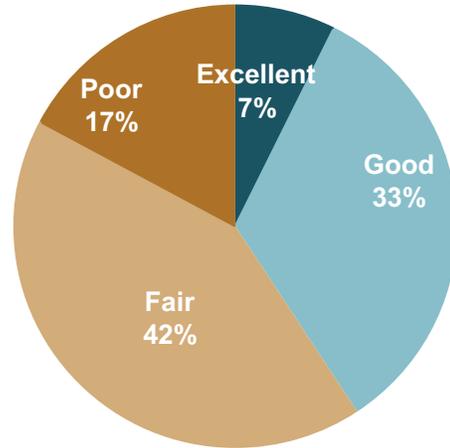


10. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' connection and engagement with their community, 2023

Inclusivity and Engagement

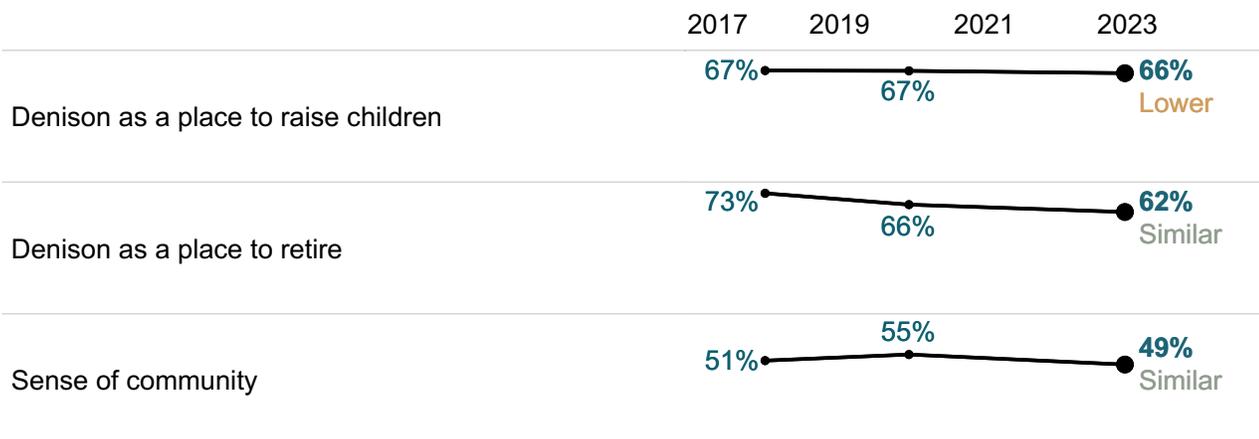
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



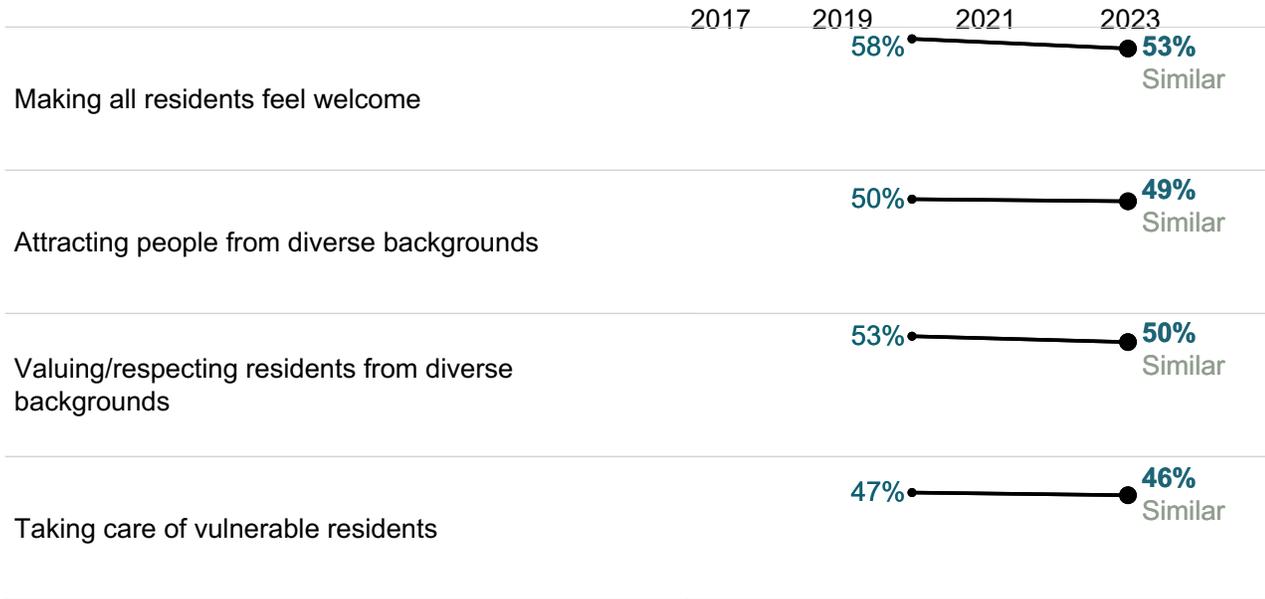
Please rate each of the following characteristics as they relate to Denison as a whole.
(% excellent or good)



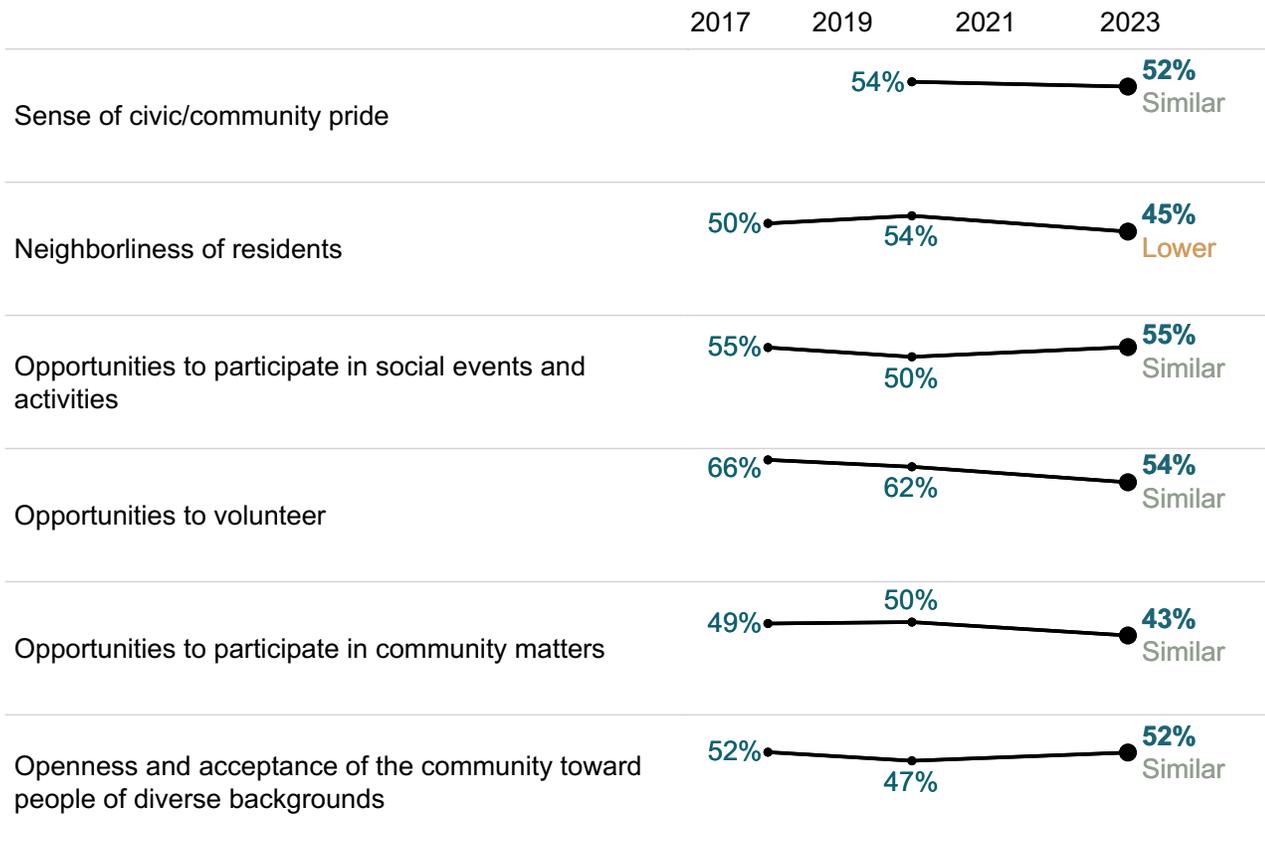
Please rate each of the following aspects of quality of life in Denison.
(% excellent or good)



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



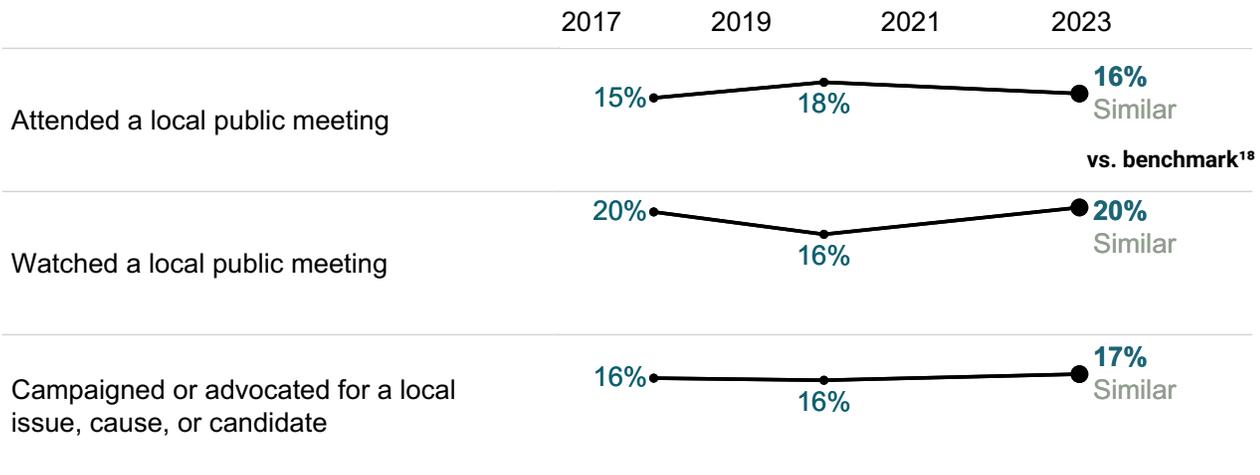
Please also rate each of the following in the Denison community.
 (% excellent or good)



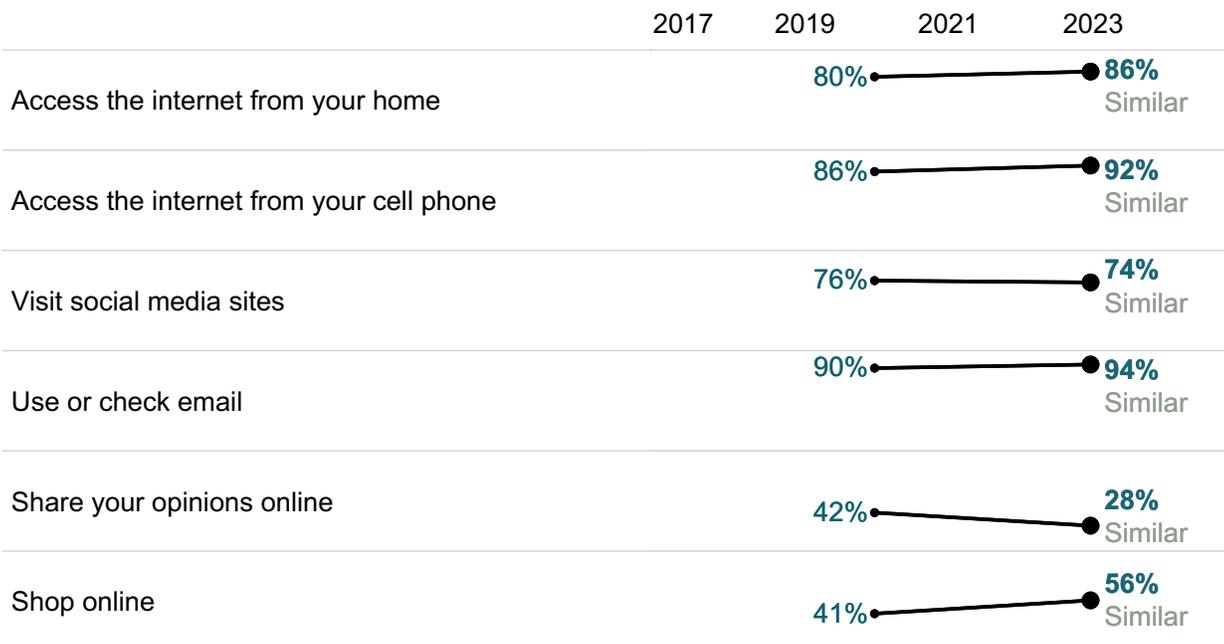
17. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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)



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

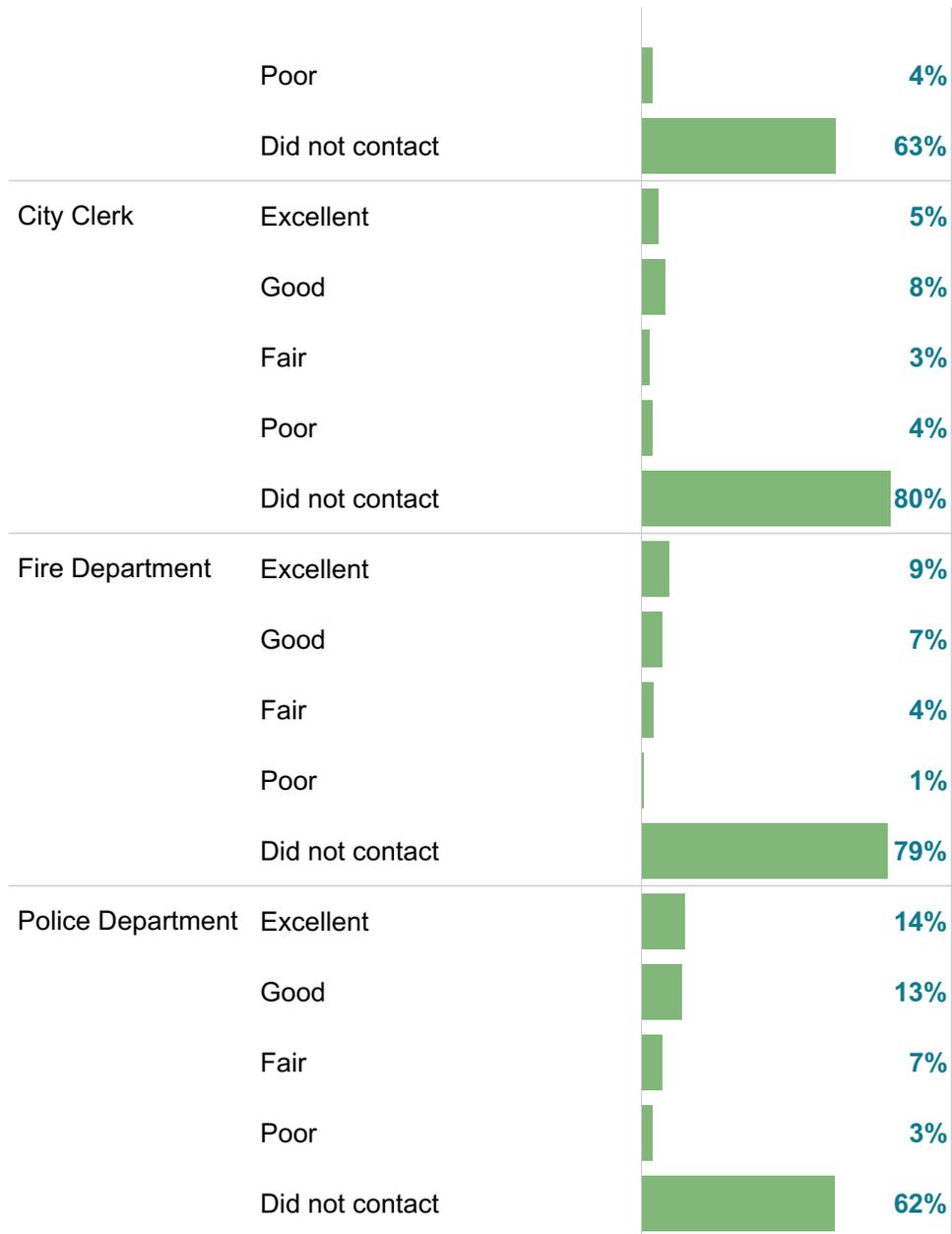
Custom questions

Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded, but may be added to the table using the response filter below.

			Include "don't know" No
Prior to living in the City of Denison, which statement best describes your previous residency?	I am a Denison native/resided in the City for 10+ years		42%
	The greater Dallas-Fort worth area		22%
	Elsewhere in Texas		16%
	Another state		19%
	A country outside of the United States		1%
Please rate each of the following aspects of Denison's downtown.	Variety of shopping options	Excellent	10%
		Good	36%
		Fair	38%
		Poor	16%
Variety of dining and entertainment options	Excellent	9%	
	Good	34%	
	Fair	40%	
	Poor	17%	
Availability of downtown living	Excellent	9%	
	Good	27%	
	Fair	35%	
	Poor	28%	
Variety of professional services (e.g., real estate, medical, financial/legal, etc.)	Excellent	12%	
	Good	41%	
	Fair	37%	
	Poor	9%	

	Number of family-oriented businesses	Excellent		17%
		Good		41%
		Fair		35%
		Poor		7%
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 (cityofdenison.com)	Major source		59%
		Minor source		32%
		Not a source		9%
	Local newspapers	Major source		17%
		Minor source		33%
		Not a source		50%
	Other local media (radio or local television stations)	Major source		46%
		Minor source		38%
		Not a source		16%
	City water bill insert	Major source		22%
		Minor source		49%
		Not a source		29%
City Council meetings or other public meetings	Major source		35%	
	Minor source		33%	
	Not a source		33%	
Talking with City officials	Major source		28%	
	Minor source		28%	
	Not a source		44%	
City communications via social media (e.g., Facebook, Twitter, Instagram, Nextdo..)	Major source		46%	
	Minor source		29%	
	Not a source		26%	
City of Denison email blasts	Major source		24%	
	Minor source		33%	

		Not a source		43%
Word-of-mouth		Major source		44%
		Minor source		37%
		Not a source		19%
Please rate the quality of your most recent interaction with each of the following City of Denison departments in the past 12 months. (If you have not had contact with a department in the past 12 months, please select "did not contact").	Building Department	Excellent		5%
		Good		7%
		Fair		7%
		Poor		1%
		Did not contact		79%
Parks and Recreation	Excellent		11%	
	Good		11%	
	Fair		8%	
	Poor		2%	
	Did not contact		68%	
Water Department (billing)	Excellent		14%	
	Good		22%	
	Fair		10%	
	Poor		6%	
	Did not contact		47%	
Water Services (wastewater and sewage)	Excellent		12%	
	Good		15%	
	Fair		9%	
	Poor		6%	
	Did not contact		59%	
Refuse services	Excellent		10%	
	Good		16%	
	Fair		7%	



National Benchmark Tables

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

			% positive	Rank	Number of communities	Percentile	
Quality of Life	Please rate each of the following aspects of quality of life in Denison.	Denison as a place to live	Lower	69%	314	376	13
		The overall quality of life	Lower	66%	321	392	15
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Denison to someone who asks	Similar	82%	194	324	39
		Remain in Denison for the next five years	Similar	84%	149	322	53
	Please rate each of the following in the Denison community.	Overall image or reputation	Lower	52%	287	370	19
Governance	Please rate the quality of each of the following services in Denison.	Public information services	Lower	45%	292	324	9
		Overall customer service by Denison employees	Similar	66%	315	372	12
	Please rate the following categories of Denison government performance.	The value of services for the taxes paid to Denison	Lower	37%	335	377	8
		The overall direction that Denison is taking	Similar	51%	196	352	43

Governance	Please rate the following categories of Denison government performance.	The job Denison government does at welcoming resident involvement	Similar	45%	239	344	30
		Overall confidence in Denison government	Similar	40%	219	316	31
		Generally acting in the best interest of the community	Similar	48%	232	320	27
		Being honest	Similar	47%	228	311	27
		Being open and transparent to the public	Similar	43%	201	265	24
		Informing residents about issues facing the community	Similar	38%	227	269	15
		Treating all residents fairly	Lower	42%	263	317	17
		Treating residents with respect	Similar	52%	223	262	15
		Overall, how would you rate the quality of the services provided by the City of Denison?	Lower	55%	312	371	13
		Economy	Please rate each of the following aspects of quality of life in Denison.	Denison as a place to work	Lower	49%	304
Denison as a place to visit	Similar			51%	228	329	29
Please rate each of the following characteristics as they relate to Denison as a whole.	Overall economic health		Lower	42%	270	323	16
	Overall quality of business and service establishments		Similar	58%	261	323	19

Economy	Please rate each of the following in the Denison community.	Variety of business and service establishments	Similar	46%	192	260	26	
		Vibrancy of downtown/commercial area	Similar	63%	99	302	67	
		Employment opportunities	Lower	29%	271	336	18	
		Shopping opportunities	Lower	34%	245	326	24	
		Cost of living	Similar	36%	171	313	45	
		Please rate the quality of each of the following services in Denison.	Economic development	Similar	43%	230	318	27
	Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall economic health	Similar	91%	145	297	51	
		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	21%	128	306	58	
Mobility	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall quality of the transportation system	Much lower	21%	259	268	3	
		Please also rate each of the following in the Denison community.	Traffic flow on major streets	Similar	55%	150	344	55
			Ease of public parking	Similar	52%	180	302	40
			Ease of travel by car	Similar	63%	216	334	34
			Ease of travel by public transportation	Much lower	13%	279	306	8

Mobility	Please also rate each of the following in the Denison community.	Ease of travel by bicycle	Much lower	25%	315	334	4
		Ease of walking	Much lower	35%	323	338	3
	Please indicate whether or not you have done each of the following in the last 12 months.	Carpooled with other adults or children instead of driving alone	Similar	35%	260	305	15
		Walked or biked instead of driving	Much lower	34%	289	307	6
	Please rate the quality of each of the following services in Denison.	Traffic enforcement	Similar	59%	187	365	47
		Traffic signal timing	Similar	54%	181	316	42
		Street repair	Much lower	14%	347	357	2
		Street cleaning	Much lower	27%	316	327	2
		Street lighting	Much lower	31%	341	355	0
		Snow removal	Lower	27%	310	327	4
		Sidewalk maintenance	Lower	21%	251	295	14
		Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall quality of the transportation system	Similar	75%	96	258
Community Design	Please rate each of the following aspects of quality of life in Denison.	Your neighborhood as a place to live	Lower	71%	295	330	10

Community Design

<p>Please rate each of the following characteristics as they relate to Denison as a whole.</p>	Overall design or layout of residential and commercial areas	Lower	45%	268	314	14
	Well-planned residential growth	Similar	30%	195	262	25
	Well-planned commercial growth	Similar	35%	169	261	35
	Well-designed neighborhoods	Lower	35%	231	262	11
	Preservation of the historical or cultural character of the community	Similar	66%	87	258	66
	Public places where people want to spend time	Similar	49%	221	308	28
	Variety of housing options	Similar	38%	235	321	26
	Availability of affordable quality housing	Similar	23%	218	343	35
	Overall quality of new development	Similar	49%	187	332	43
	Overall appearance	Lower	48%	292	346	13
<p>Please rate the quality of each of the following services in Denison.</p>	Land use, planning and zoning	Similar	36%	241	327	25
	Code enforcement	Lower	26%	310	357	10
<p>Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.</p>	Overall design or layout of residential and commercial areas	Similar	76%	117	297	60

Utilities	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall quality of the utility infrastructure	Lower	37%	249	259	4
	Please rate the quality of each of the following services in Denison.	Affordable high-speed internet access	Lower	35%	222	256	13
		Garbage collection	Similar	77%	223	337	32
		Drinking water	Lower	50%	297	325	7
		Sewer services	Similar	68%	283	322	11
		Storm water management	Lower	50%	306	337	7
		Power (electric and/or gas) utility	Similar	62%	242	281	14
		Utility billing	Similar	56%	253	301	15
		Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall quality of the utility infrastructure	Similar	92%	52	258
	Safety	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall feeling of safety	Lower	57%	296	362
Please rate how safe or unsafe you feel:		In your neighborhood during the day	Similar	92%	261	341	22
		In Denison's downtown/commercial area during the day	Similar	91%	166	329	49
		From property crime	Similar	69%	197	270	27

Safety	Please rate how safe or unsafe you feel:	From violent crime	Similar	74%	197	270	27
		From fire, flood, or other natural disaster	Similar	78%	189	260	27
	Please rate the quality of each of the following services in Denison.	Police/Sheriff services	Similar	72%	294	389	21
		Crime prevention	Similar	55%	272	366	23
		Animal control	Lower	51%	300	338	9
		Ambulance or emergency medical services	Similar	77%	290	334	10
		Fire services	Similar	86%	309	353	9
		Fire prevention and education	Similar	67%	270	322	15
		Emergency preparedness	Lower	53%	282	323	11
		Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall feeling of safety	Similar	90%	172	297
Natural environment	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall quality of natural environment	Lower	65%	266	323	17
		Please also rate each of the following in the Denison community.	Cleanliness	Lower	44%	295	337
	Water resources	Similar	65%	104	242	57	

Natural environment	Please also rate each of the following in the Denison community.	Air quality	Similar	73%	230	310	26
	Please rate the quality of each of the following services in Denison.	Preservation of natural areas	Lower	46%	273	308	11
		Denison open space	Lower	46%	267	306	13
		Recycling	Similar	59%	236	341	29
		Yard waste pick-up	Lower	50%	256	303	15
Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall quality of natural environment	Similar	81%	221	297	25	
Parks and Recreation	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall quality of parks and recreation opportunities	Similar	73%	173	265	35
	Please also rate each of the following in the Denison community.	Availability of paths and walking trails	Lower	55%	257	338	22
		Fitness opportunities	Lower	55%	256	310	17
		Recreational opportunities	Similar	52%	257	328	21
	Please rate the quality of each of the following services in Denison.	City parks	Similar	71%	214	334	36
	Recreation programs or classes	Lower	49%	279	331	14	
	Recreation centers or facilities	Lower	41%	280	318	11	

Parks and Recreation	Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities	Similar	79%	182	259	30
Health and wellness	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall health and wellness opportunities	Similar	57%	251	316	20
	Please also rate each of the following in the Denison community.	Availability of affordable quality food	Similar	46%	259	308	16
		Availability of affordable quality health care	Similar	44%	235	315	25
		Availability of preventive health services	Similar	44%	233	302	23
		Availability of affordable quality mental health care	Similar	27%	242	306	21
	Please rate the quality of each of the following services in Denison.	Health services	Similar	51%	239	299	19
Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall health and wellness opportunities	Similar	75%	103	297	65	
	Please rate your overall health.	Similar	63%	245	303	19	
Education, Arts and Culture	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall opportunities for education, culture, and the arts	Lower	44%	251	319	21
	Please also rate each of the following in the Denison community.	Opportunities to attend cultural/arts/music activities	Similar	56%	160	324	50
		Community support for the arts	Similar	58%	128	258	50
	Availability of affordable quality childcare/preschool	Lower	26%	268	316	15	

Education, Arts and Culture	Please also rate each of the following in the Denison community.	K-12 education	Lower	49%	233	319	27
		Adult educational opportunities	Similar	47%	213	309	31
		Opportunities to attend special events and festivals	Similar	64%	157	314	50
	Please rate the quality of each of the following services in Denison.	Public library services	Similar	70%	293	333	11
Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall opportunities for education, culture, and the arts	Similar	74%	165	297	44	
Inclusivity and Engagement	Please rate each of the following aspects of quality of life in Denison.	Denison as a place to raise children	Lower	66%	282	380	23
		Denison as a place to retire	Similar	62%	239	375	34
		Sense of community	Similar	49%	266	341	20
	Please rate each of the following characteristics as they relate to Denison as a whole.	Residents' connection and engagement with their community	Similar	41%	210	262	19
	Please rate the job you feel the Denison community does at each of the following.	Making all residents feel welcome	Similar	53%	216	264	18
		Attracting people from diverse backgrounds	Similar	49%	190	261	27
Valuing/respecting residents from diverse backgrounds		Similar	50%	212	262	19	
Taking care of vulnerable residents		Similar	46%	188	258	27	

Inclusivity and Engagement	Please also rate each of the following in the Denison community.	Sense of civic/community pride	Similar	52%	169	258	34
		Neighborhoodliness of residents	Lower	45%	271	309	12
		Opportunities to participate in social events and activities	Similar	55%	213	319	33
		Opportunities to volunteer	Similar	54%	259	314	17
		Opportunities to participate in community matters	Similar	43%	274	314	13
		Openness and acceptance of the community toward people of diverse backgrounds	Similar	52%	258	332	22
		Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Residents' connection and engagement with their community	Similar	73%	60	297
Participation	Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Denison for help or information	Higher	61%	25	336	92
		Contacted Denison elected officials to express your opinion	Similar	13%	213	307	30
		Attended a local public meeting	Similar	16%	212	310	31
		Watched a local public meeting	Similar	20%	191	299	36
		Volunteered your time to some group/activity	Similar	26%	220	313	30
		Campaigned or advocated for a local issue, cause, or candidate	Similar	17%	159	303	47

Participation	Please indicate whether or not you have done each of the following in the last 12 months.					
	Voted in your most recent local election	Much lower	54%	254	258	1
In general, how many times do you:	Access the internet from your home	Similar	86%	244	257	5
	Access the internet from your cell phone	Similar	92%	184	259	29
	Visit social media sites	Similar	74%	215	259	17
	Use or check email	Similar	94%	222	260	15
	Share your opinions online	Similar	28%	132	258	49
	Shop online	Similar	56%	123	257	52

Full Trends

This table contains the trends over time for the City of Denison. 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 2020 and 2023 surveys is greater than seven 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.

			2014	2018	2020	2023
Quality of Life	Please rate each of the following aspects of quality of life in Denison.	Denison as a place to live	69%	77%	73%	69%
		The overall quality of life	64%	67%	66%	66%
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Denison to someone who asks	69%	79%	75%	82%
		Remain in Denison for the next five years	79%	88%	82%	84%
	Please rate each of the following in the Denison community.	Overall image or reputation	42%	54%	56%	52%
Governance	Please rate the quality of each of the following services in Denison.	Public information services			47%	45%
		Overall customer service by Denison employees	58%	74%	74%	66%
	Please rate the following categories of Denison government performance.	The value of services for the taxes paid to Denison	34%	50%	40%	37%
		The overall direction that Denison is taking	50%	62%	58%	51%
		The job Denison government does at welcoming resident involvement	42%	51%	48%	45%
		Overall confidence in Denison government	36%	53%	46%	40%
	Generally acting in the best interest of the community	42%	52%	50%	48%	

Governance	Please rate the following categories of Denison government performance.	Being honest	47%	53%	53%	47%
		Being open and transparent to the public			47%	43%
		Informing residents about issues facing the community			43%	38%
		Treating all residents fairly	41%	47%	48%	42%
		Treating residents with respect			56%	52%
		Overall, how would you rate the quality of the services provided by the City of Denison?	63%	69%	59%	55%
Economy	Please rate each of the following aspects of quality of life in Denison.	Denison as a place to work	43%	47%	52%	49%
		Denison as a place to visit	44%	51%	54%	51%
	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall economic health	41%	50%	50%	42%
	Please rate each of the following in the Denison community.	Overall quality of business and service establishments	46%	51%	66%	58%
		Variety of business and service establishments			46%	46%
		Vibrancy of downtown/commercial area	35%	51%	56%	63%
		Employment opportunities	22%	40%	35%	29%
		Shopping opportunities	40%	42%	38%	34%
		Cost of living	50%	52%	48%	36%

Economy	Please rate the quality of each of the following services in Denison.	Economic development	36%	47%	43%	43%
	Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall economic health	93%	95%	91%	91%
		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:	21%	43%	32%	21%
Mobility	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall quality of the transportation system			27%	21%
	Please also rate each of the following in the Denison community.	Traffic flow on major streets	73%	73%	70%	55%
		Ease of public parking	75%	68%	65%	52%
		Ease of travel by car	84%	78%	76%	63%
		Ease of travel by public transportation			25%	13%
		Ease of travel by bicycle	51%	44%	30%	25%
		Ease of walking	58%	49%	38%	35%
	Please indicate whether or not you have done each of the following in the last 12 months.	Carpooled with other adults or children instead of driving alone	39%	39%	33%	35%
		Walked or biked instead of driving	39%	35%	37%	34%
	Please rate the quality of each of the following services in Denison.	Traffic enforcement	61%	65%	56%	59%
	Traffic signal timing		43%		54%	
	Street repair	18%	19%	26%	14%	

Mobility	Please rate the quality of each of the following services in Denison.	Street cleaning	26%	27%		
		Street lighting	32%	32%	29%	31%
		Snow removal	23%	22%	28%	27%
		Sidewalk maintenance	24%	21%		
		Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall quality of the transportation system	75%	75%	
Community Design	Please rate each of the following aspects of quality of life in Denison.	Your neighborhood as a place to live	68%	59%	66%	71%
	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall design or layout of residential and commercial areas	40%	43%	48%	45%
	Please also rate each of the following in the Denison community.	Well-planned residential growth	44%	30%		
		Well-planned commercial growth	36%	35%		
		Well-designed neighborhoods	44%	35%		
		Preservation of the historical or cultural character of the community	69%	66%		
		Public places where people want to spend time	41%	47%	49%	49%
		Variety of housing options	42%	42%	38%	38%
		Availability of affordable quality housing	41%	34%	36%	23%
Overall quality of new development	60%	59%	49%			

Community Design	Please also rate each of the following in the Denison community.	Overall appearance	45%	45%	50%	48%
	Please rate the quality of each of the following services in Denison.	Land use, planning and zoning	35%	44%	30%	36%
		Code enforcement	31%	33%	31%	26%
	Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall design or layout of residential and commercial areas	77%	74%	70%	76%
Utilities	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall quality of the utility infrastructure			44%	37%
	Please rate the quality of each of the following services in Denison.	Affordable high-speed internet access			40%	35%
		Garbage collection	80%	79%	71%	77%
		Drinking water	40%	36%	42%	50%
		Sewer services	60%	60%	61%	68%
		Storm water management	49%	45%	46%	50%
		Power (electric and/or gas) utility				62%
		Utility billing	52%	64%	58%	56%
		Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall quality of the utility infrastructure			89%
Safety	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall feeling of safety	65%	68%	59%	57%
	Please rate how safe or unsafe you feel:	In your neighborhood during the day	92%	89%	90%	92%

Safety	Please rate how safe or unsafe you feel:	In Denison's downtown/commercial area during the day	92%	90%	91%	91%
		From property crime			63%	69%
		From violent crime			76%	74%
		From fire, flood, or other natural disaster			76%	78%
	Please rate the quality of each of the following services in Denison.	Police/Sheriff services	73%	77%	69%	72%
		Crime prevention	59%	58%	52%	55%
		Animal control	54%	47%	55%	51%
		Ambulance or emergency medical services	92%	86%	64%	77%
		Fire services	92%	92%	67%	86%
		Fire prevention and education	71%	69%	56%	67%
Emergency preparedness				52%	43%	53%
Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall feeling of safety	92%	95%	93%	90%	
Natural environment	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall quality of natural environment	67%	68%	61%	65%
	Please also rate each of the following in the Denison community.	Cleanliness	40%	46%	50%	44%
		Water resources				65%

Natural environment	Please also rate each of the following in the Denison community.	Air quality	72%	76%	77%	73%
	Please rate the quality of each of the following services in Denison.	Preservation of natural areas	38%	57%	49%	46%
		Denison open space	39%	58%	46%	46%
		Recycling	71%	75%	58%	59%
		Yard waste pick-up	56%	52%	51%	50%
Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall quality of natural environment	81%	77%	77%	81%	
Parks and Recreation	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall quality of parks and recreation opportunities			76%	73%
	Please also rate each of the following in the Denison community.	Availability of paths and walking trails	44%	37%	53%	55%
		Fitness opportunities	46%	50%	56%	55%
		Recreational opportunities	46%	51%	53%	52%
	Please rate the quality of each of the following services in Denison.	City parks	62%	69%	77%	71%
		Recreation programs or classes	50%	56%	58%	49%
		Recreation centers or facilities	47%	50%		41%
Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities			73%	79%	
Health and wellness	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall health and wellness opportunities	55%	64%	63%	57%

Health and wellness

Please also rate each of the following in the Denison community.	Availability of affordable quality food	56%	60%	58%	46%
	Availability of affordable quality health care	60%	66%	54%	44%
	Availability of preventive health services	58%	67%	53%	44%
	Availability of affordable quality mental health care	44%	50%	37%	27%
Please rate the quality of each of the following services in Denison.	Health services				51%
Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall health and wellness opportunities	84%	87%	84%	75%
	Please rate your overall health.	45%	50%	52%	63%

Education, Arts and Culture

Please rate each of the following characteristics as they relate to Denison as a whole.	Overall opportunities for education, culture, and the arts	62%	69%	52%	44%
Please also rate each of the following in the Denison community.	Opportunities to attend cultural/arts/music activities	44%	61%	54%	56%
	Community support for the arts			52%	58%
	Availability of affordable quality childcare/preschool	55%	47%	41%	26%
	K-12 education	78%	81%	65%	49%
	Adult educational opportunities	54%	61%	47%	47%
	Opportunities to attend special events and festivals	56%	68%	61%	64%
Please rate the quality of each of the following services in Denison.	Public library services	73%	82%	82%	70%

Education, Arts and Culture	Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall opportunities for education, culture, and the arts	89%	89%	78%	74%
Inclusivity and Engagement	Please rate each of the following aspects of quality of life in Denison.	Denison as a place to raise children	67%	67%	67%	66%
		Denison as a place to retire	65%	73%	66%	62%
		Sense of community	47%	51%	55%	49%
	Please rate each of the following characteristics as they relate to Denison as a whole.	Residents' connection and engagement with their community			42%	41%
	Please rate the job you feel the Denison community does at each of the following.	Making all residents feel welcome			58%	53%
		Attracting people from diverse backgrounds			50%	49%
		Valuing/respecting residents from diverse backgrounds			53%	50%
		Taking care of vulnerable residents			47%	46%
	Please also rate each of the following in the Denison community.	Sense of civic/community pride			54%	52%
		Neighborhoodliness of residents	47%	50%	54%	45%
		Opportunities to participate in social events and activities	44%	55%	50%	55%
		Opportunities to volunteer	63%	66%	62%	54%
		Opportunities to participate in community matters	49%	49%	50%	43%
		Openness and acceptance of the community toward people of diverse backgrounds	46%	52%	47%	52%

Inclusivity and Engagement	Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Residents' connection and engagement with their community	83%	85%	73%	73%
Participation	Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Denison for help or information	53%	56%	56%	61%
		Contacted Denison elected officials to express your opinion	20%	13%	13%	13%
		Attended a local public meeting	13%	15%	18%	16%
		Watched a local public meeting	19%	20%	16%	20%
		Volunteered your time to some group/activity	36%	35%	34%	26%
		Campaigned or advocated for a local issue, cause, or candidate		16%	16%	17%
		Voted in your most recent local election			55%	54%
		In general, how many times do you:	Access the internet from your home		80%	86%
	Access the internet from your cell phone		86%	92%		
	Visit social media sites		76%	74%		
	Use or check email		90%	94%		
	Share your opinions online		42%	28%		
	Shop online		41%	56%		

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. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

Please rate each of the following aspects of quality of life in Denison.	Denison as a place to live	Excellent		18% N=67
		Good		51% N=195
		Fair		25% N=96
		Poor		6% N=21
Your neighborhood as a place to live		Excellent		23% N=86
		Good		48% N=183
		Fair		23% N=89
		Poor		6% N=22
Denison as a place to raise children		Excellent		18% N=60
		Good		48% N=159
		Fair		29% N=97
		Poor		6% N=19
Denison as a place to work		Excellent		10% N=30
		Good		39% N=115
		Fair		29% N=86
		Poor		23% N=67
Denison as a place to visit		Excellent		17% N=63
		Good		34% N=123
		Fair		34% N=123
		Poor		16% N=57
Denison as a place to retire		Excellent		19% N=65
		Good		42% N=141

Please rate each of the following aspects of quality of life in Denison.	Denison as a place to retire	Fair		24% N=81
		Poor		15% N=50
	The overall quality of life	Excellent		14% N=51
		Good		52% N=196
Fair			26% N=97	
Poor			8% N=30	
Sense of community	Excellent		15% N=54	
	Good		34% N=126	
	Fair		37% N=137	
	Poor		14% N=51	
Please rate each of the following characteristics as they relate to Denison as a whole.	Overall economic health	Excellent		6% N=21
		Good		35% N=118
		Fair		42% N=141
		Poor		16% N=54
Overall quality of the transportation system	Excellent		4% N=15	
	Good		17% N=60	
	Fair		39% N=140	
	Poor		40% N=143	
Overall design or layout of residential and commercial areas	Excellent		5% N=17	
	Good		40% N=151	
	Fair		38% N=144	
	Poor		17% N=64	
Overall quality of the utility infrastructure	Excellent		4% N=15	
	Good		33% N=121	

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

Overall quality of the utility infrastructure	Fair		41% N=150
	Poor		22% N=81
Overall feeling of safety	Excellent		13% N=48
	Good		44% N=166
	Fair		31% N=118
	Poor		12% N=44
Overall quality of natural environment	Excellent		13% N=49
	Good		51% N=186
	Fair		30% N=108
	Poor		6% N=22
Overall quality of parks and recreation opportunities	Excellent		26% N=97
	Good		47% N=173
	Fair		22% N=83
	Poor		5% N=19
Overall health and wellness opportunities	Excellent		12% N=45
	Good		45% N=163
	Fair		31% N=114
	Poor		11% N=41
Overall opportunities for education, culture, and the arts	Excellent		8% N=29
	Good		36% N=128
	Fair		43% N=151
	Poor		13% N=45
Residents' connection and engagement with their community	Excellent		7% N=26
	Good		33% N=119

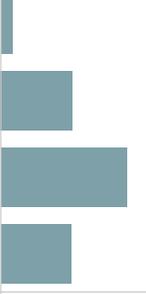
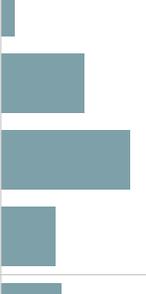
Please rate each of the following characteristics as they relate to Denison as a whole.	Residents' connection and engagement with their community	Fair		42% N=149
		Poor		17% N=61
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Denison to someone who asks	Very likely		29% N=110
		Somewhat likely		53% N=200
		Somewhat unlikely		8% N=30
		Very unlikely		10% N=37
Remain in Denison for the next five years		Very likely		57% N=206
		Somewhat likely		27% N=99
		Somewhat unlikely		6% N=21
		Very unlikely		10% N=35
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		59% N=223
		Somewhat safe		33% N=125
		Neither safe nor unsafe		4% N=14
		Somewhat unsafe		3% N=13
		Very unsafe		1% N=5
In Denison's downtown/commercial area during the day		Very safe		62% N=228
		Somewhat safe		29% N=108
		Neither safe nor unsafe		5% N=19
		Somewhat unsafe		3% N=11
		Very unsafe		1% N=4
From property crime		Very safe		18% N=68
		Somewhat safe		51% N=187
		Neither safe nor unsafe		12% N=45
		Somewhat unsafe		14% N=51

Please rate how safe or unsafe you feel:	From property crime	Very unsafe		4% N=16
	From violent crime	Very safe		36% N=129
		Somewhat safe		38% N=138
		Neither safe nor unsafe		16% N=58
		Somewhat unsafe		7% N=25
		Very unsafe		3% N=11
From fire, flood, or other natural disaster	Very safe		31% N=114	
	Somewhat safe		47% N=173	
	Neither safe nor unsafe		15% N=54	
	Somewhat unsafe		5% N=19	
	Very unsafe		3% N=10	
Please rate the job you feel the Denison community does at each of the following.	Making all residents feel welcome	Excellent		13% N=45
		Good		41% N=143
		Fair		38% N=134
		Poor		8% N=30
Attracting people from diverse backgrounds	Excellent		12% N=38	
	Good		37% N=117	
	Fair		35% N=110	
	Poor		16% N=52	
Valuing/respecting residents from diverse backgrounds	Excellent		12% N=39	
	Good		38% N=120	
	Fair		35% N=112	
	Poor		15% N=47	
Taking care of vulnerable residents	Excellent		9% N=29	

Please rate the job you feel the Denison community does at each of the following.	Taking care of vulnerable residents	Good		36% N=113
		Fair		31% N=96
		Poor		23% N=73
Please rate each of the following in the Denison community.	Overall quality of business and service establishments	Excellent		10% N=35
		Good		49% N=178
		Fair		32% N=115
		Poor		10% N=38
Variety of business and service establishments	Excellent		9% N=32	
	Good		37% N=134	
	Fair		38% N=137	
	Poor		17% N=61	
Vibrancy of downtown/commercial area	Excellent		19% N=69	
	Good		44% N=157	
	Fair		28% N=99	
	Poor		9% N=34	
Employment opportunities	Excellent		5% N=14	
	Good		25% N=75	
	Fair		40% N=123	
	Poor		30% N=92	
Shopping opportunities	Excellent		5% N=18	
	Good		30% N=112	
	Fair		38% N=145	
	Poor		27% N=104	
Cost of living	Excellent		7% N=27	

Please rate each of the following in the Denison community.	Cost of living	Good		29% N=109
		Fair		42% N=156
		Poor		22% N=81
Overall image or reputation		Excellent		9% N=33
		Good		43% N=157
		Fair		37% N=136
		Poor		11% N=42
Please also rate each of the following in the Denison community.	Traffic flow on major streets	Excellent		9% N=33
		Good		46% N=173
		Fair		30% N=113
		Poor		15% N=56
Ease of public parking		Excellent		18% N=65
		Good		34% N=127
		Fair		32% N=118
		Poor		16% N=59
Ease of travel by car		Excellent		20% N=76
		Good		42% N=158
		Fair		30% N=112
		Poor		8% N=29
Ease of travel by public transportation		Excellent		2% N=5
		Good		11% N=21
		Fair		17% N=33
		Poor		70% N=136
Ease of travel by bicycle		Excellent		6% N=15

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

Ease of travel by bicycle	Good		19% N=48
	Fair		23% N=59
	Poor		52% N=134
Ease of walking	Excellent		7% N=25
	Good		28% N=93
	Fair		27% N=90
	Poor		38% N=129
Well-planned residential growth	Excellent		4% N=13
	Good		26% N=82
	Fair		45% N=143
	Poor		25% N=80
Well-planned commercial growth	Excellent		5% N=16
	Good		30% N=92
	Fair		40% N=122
	Poor		25% N=77
Well-designed neighborhoods	Excellent		5% N=17
	Good		30% N=107
	Fair		46% N=165
	Poor		19% N=70
Preservation of the historical or cultural character of the community	Excellent		22% N=76
	Good		44% N=153
	Fair		25% N=87
	Poor		9% N=30
Public places where people want to spend time	Excellent		13% N=46

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

Public places where people want to spend time	Good		36% N=131
	Fair		35% N=128
	Poor		16% N=56
Variety of housing options	Excellent		6% N=20
	Good		32% N=110
	Fair		32% N=109
	Poor		30% N=104
Availability of affordable quality housing	Excellent		3% N=11
	Good		20% N=66
	Fair		34% N=112
	Poor		43% N=142
Overall quality of new development	Excellent		12% N=39
	Good		36% N=119
	Fair		35% N=115
	Poor		16% N=53
Overall appearance	Excellent		7% N=28
	Good		40% N=152
	Fair		38% N=141
	Poor		15% N=55
Cleanliness	Excellent		9% N=35
	Good		35% N=131
	Fair		40% N=152
	Poor		16% N=60
Water resources	Excellent		21% N=74

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

	Good		44% N=157
	Fair		26% N=92
	Poor		9% N=32
Air quality	Excellent		19% N=70
	Good		53% N=194
	Fair		23% N=83
	Poor		4% N=16
Availability of paths and walking trails	Excellent		18% N=66
	Good		37% N=131
	Fair		27% N=98
	Poor		18% N=63
Fitness opportunities	Excellent		14% N=46
	Good		41% N=138
	Fair		32% N=106
	Poor		13% N=45
Recreational opportunities	Excellent		14% N=49
	Good		38% N=130
	Fair		35% N=121
	Poor		12% N=43
Availability of affordable quality food	Excellent		10% N=37
	Good		36% N=131
	Fair		35% N=126
	Poor		19% N=68
Availability of affordable quality health care	Excellent		12% N=43

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

Availability of affordable quality health care	Good		31% N=109
	Fair		36% N=126
	Poor		20% N=71
Availability of preventive health services	Excellent		9% N=28
	Good		35% N=117
	Fair		38% N=126
	Poor		18% N=58
Availability of affordable quality mental health care	Excellent		5% N=11
	Good		22% N=49
	Fair		35% N=78
	Poor		38% N=84
Opportunities to attend cultural/arts/music activities	Excellent		15% N=54
	Good		41% N=142
	Fair		34% N=121
	Poor		10% N=34
Community support for the arts	Excellent		19% N=60
	Good		40% N=130
	Fair		31% N=100
	Poor		11% N=36
Availability of affordable quality childcare/preschool	Excellent		5% N=10
	Good		21% N=39
	Fair		38% N=73
	Poor		36% N=68
K-12 education	Excellent		16% N=39

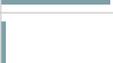
Please also rate each of K-12 education the following in the Denison community.

	Good		33% N=81
	Fair		38% N=94
	Poor		13% N=31
Adult educational opportunities	Excellent		9% N=22
	Good		37% N=87
	Fair		34% N=79
	Poor		19% N=45
Sense of civic/community pride	Excellent		13% N=43
	Good		39% N=130
	Fair		39% N=130
	Poor		9% N=32
Neighborliness of residents	Excellent		11% N=37
	Good		35% N=121
	Fair		40% N=138
	Poor		15% N=53
Opportunities to participate in social events and activities	Excellent		13% N=45
	Good		41% N=139
	Fair		34% N=116
	Poor		11% N=37
Opportunities to attend special events and festivals	Excellent		21% N=74
	Good		43% N=155
	Fair		29% N=103
	Poor		7% N=25
Opportunities to volunteer	Excellent		16% N=42

Please also rate each of the following in the Denison community.	Opportunities to volunteer	Good		38% N=99
		Fair		36% N=95
		Poor		11% N=28
Opportunities to participate in community matters		Excellent		12% N=35
		Good		31% N=90
		Fair		43% N=125
		Poor		14% N=41
Openness and acceptance of the community toward people of diverse backgrounds		Excellent		11% N=30
		Good		41% N=115
		Fair		30% N=85
		Poor		18% N=52
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Denison for help or information	No		39% N=149
		Yes		61% N=230
	Contacted Denison elected officials to express your opinion	No		87% N=327
		Yes		13% N=51
	Attended a local public meeting	No		84% N=319
		Yes		16% N=59
	Watched a local public meeting	No		80% N=302
		Yes		20% N=77
	Volunteered your time to some group/activity	No		74% N=280
		Yes		26% N=98
Campaigned or advocated for a local issue, cause, or candidate	No		83% N=315	
	Yes		17% N=63	
Voted in your most recent local election	No		46% N=174	

Please indicate whether or not you have done each of the following in the last 12 months.	Voted in your most recent local election	Yes		54% N=205
	Carpooled with other adults or children instead of driving alone	No		65% N=247
		Yes		35% N=132
	Walked or biked instead of driving	No		66% N=251
		Yes		34% N=127
Please rate the quality of each of the following services in Denison.	Public information services	Excellent		9% N=30
		Good		36% N=114
		Fair		42% N=135
		Poor		13% N=41
	Economic development	Excellent		9% N=31
		Good		33% N=107
		Fair		41% N=135
		Poor		16% N=53
	Traffic enforcement	Excellent		13% N=46
		Good		46% N=159
		Fair		29% N=102
		Poor		11% N=39
	Traffic signal timing	Excellent		6% N=23
		Good		47% N=169
		Fair		33% N=119
		Poor		13% N=48
Street repair	Excellent		1% N=3	
	Good		13% N=48	
	Fair		27% N=99	

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

Street repair	Poor		60% N=222
	Excellent		5% N=17
Street cleaning	Good		22% N=76
	Fair		34% N=120
	Poor		40% N=139
	Excellent		3% N=11
Street lighting	Good		28% N=101
	Fair		30% N=112
	Poor		39% N=144
	Excellent		2% N=4
Snow removal	Good		25% N=50
	Fair		41% N=83
	Poor		32% N=64
	Excellent		2% N=6
Sidewalk maintenance	Good		19% N=62
	Fair		26% N=81
	Poor		53% N=170
	Excellent		2% N=6
Land use, planning and zoning	Good		32% N=90
	Fair		37% N=105
	Poor		27% N=76
	Excellent		4% N=10
Code enforcement	Good		20% N=66
	Fair		33% N=108
	Excellent		6% N=19

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

Code enforcement	Poor		40% N=131
	Excellent		12% N=43
Affordable high-speed internet access	Good		22% N=79
	Fair		35% N=124
	Poor		30% N=108
	Excellent		28% N=102
Garbage collection	Good		49% N=181
	Fair		20% N=74
	Poor		3% N=11
	Excellent		8% N=29
Drinking water	Good		42% N=150
	Fair		28% N=103
	Poor		22% N=79
	Excellent		15% N=54
Sewer services	Good		52% N=183
	Fair		24% N=85
	Poor		9% N=30
	Excellent		11% N=35
Storm water management	Good		39% N=129
	Fair		30% N=101
	Poor		20% N=68
	Excellent		12% N=44
Power (electric and/or gas) utility	Good		50% N=179
	Fair		34% N=121

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

Power (electric and/or gas) utility	Poor		5% N=16
	Excellent		11% N=39
Utility billing	Good		45% N=157
	Fair		33% N=115
	Poor		12% N=41
	Excellent		19% N=62
Police/Sheriff services	Good		52% N=169
	Fair		21% N=69
	Poor		7% N=23
	Excellent		11% N=36
Crime prevention	Good		43% N=134
	Fair		33% N=103
	Poor		12% N=38
	Excellent		12% N=36
Animal control	Good		39% N=119
	Fair		26% N=79
	Poor		23% N=71
	Excellent		22% N=63
Ambulance or emergency medical services	Good		55% N=161
	Fair		17% N=50
	Poor		6% N=18
	Excellent		27% N=77
Fire services	Good		58% N=167
	Fair		12% N=36
	Excellent		27% N=77

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

Fire services	Poor		2% N=6
	Excellent		20% N=49
Fire prevention and education	Good		48% N=119
	Fair		23% N=57
	Poor		10% N=25
	Excellent		11% N=28
Emergency preparedness	Good		41% N=102
	Fair		27% N=66
	Poor		21% N=51
	Excellent		11% N=34
Preservation of natural areas	Good		35% N=108
	Fair		32% N=99
	Poor		22% N=67
	Excellent		11% N=34
Denison open space	Good		37% N=108
	Fair		38% N=110
	Poor		16% N=48
	Excellent		9% N=25
Recycling	Good		40% N=138
	Fair		29% N=98
	Poor		12% N=43
	Excellent		19% N=66
Yard waste pick-up	Good		38% N=122
	Fair		34% N=110
	Excellent		12% N=39

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

Yard waste pick-up	Poor		17% N=54
	Excellent		27% N=95
City parks	Good		44% N=155
	Fair		28% N=98
	Poor		2% N=6
	Excellent		7% N=17
Recreation programs or classes	Good		41% N=97
	Fair		41% N=96
	Poor		11% N=25
	Excellent		9% N=24
Recreation centers or facilities	Good		32% N=86
	Fair		46% N=122
	Poor		13% N=35
	Excellent		12% N=35
Health services	Good		39% N=115
	Fair		33% N=99
	Poor		16% N=48
	Excellent		29% N=82
Public library services	Good		41% N=114
	Fair		26% N=72
	Poor		5% N=13
	Excellent		16% N=51
Overall customer service by Denison employees	Good		49% N=156
	Fair		24% N=75

Please rate the quality of each of the following services in Denison.	Overall customer service by Denison employees	Poor		10% N=33
	The value of services for the taxes paid to Denison	Excellent		4% N=13
Good			33% N=108	
Fair			30% N=97	
Poor			34% N=110	
The overall direction that Denison is taking	Excellent		16% N=53	
	Good		35% N=119	
	Fair		33% N=110	
	Poor		16% N=55	
The job Denison government does at welcoming resident involvement	Excellent		10% N=29	
	Good		35% N=97	
	Fair		32% N=90	
	Poor		23% N=66	
Overall confidence in Denison government	Excellent		9% N=29	
	Good		31% N=99	
	Fair		41% N=132	
	Poor		19% N=60	
Generally acting in the best interest of the community	Excellent		10% N=33	
	Good		37% N=126	
	Fair		31% N=103	
	Poor		22% N=74	
Being honest	Excellent		8% N=24	
	Good		39% N=114	
	Fair		34% N=101	

Please rate the following categories of Denison government performance.	Being honest	Poor		19% N=55
	Being open and transparent to the public	Excellent		9% N=26
		Good		34% N=94
		Fair		31% N=85
		Poor		26% N=73
Informing residents about issues facing the community	Excellent		6% N=20	
	Good		31% N=98	
	Fair		34% N=106	
	Poor		29% N=90	
Treating all residents fairly	Excellent		10% N=28	
	Good		32% N=87	
	Fair		32% N=88	
	Poor		26% N=71	
Treating residents with respect	Excellent		9% N=27	
	Good		42% N=123	
	Fair		31% N=91	
	Poor		17% N=49	
Overall, how would you rate the quality of the services provided by the City of Denison?	Excellent		8% N=27	
	Good		47% N=169	
	Fair		34% N=120	
	Poor		12% N=42	
Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall economic health	Essential		44% N=163
		Very important		47% N=175
		Somewhat important		9% N=33

Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall economic health		0% N=2
		Not at all important	
Overall quality of the transportation system	Essential		33% N=121
	Very important		43% N=159
	Somewhat important		24% N=89
	Not at all important		1% N=5
Overall design or layout of residential and commercial areas	Essential		37% N=137
	Very important		39% N=148
	Somewhat important		22% N=83
	Not at all important		2% N=8
Overall quality of the utility infrastructure	Essential		55% N=208
	Very important		37% N=139
	Somewhat important		7% N=28
	Not at all important		0% N=2
Overall feeling of safety	Essential		52% N=197
	Very important		38% N=144
	Somewhat important		9% N=35
	Not at all important		1% N=2
Overall quality of natural environment	Essential		34% N=128
	Very important		48% N=180
	Somewhat important		16% N=61
	Not at all important		3% N=11
Overall quality of parks and recreation opportunities	Essential		29% N=109
	Very important		51% N=190
	Somewhat important		17% N=64

Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities	Not at all important		3% N=13
	Overall health and wellness opportunities	Essential		35% N=133
		Very important		40% N=152
		Somewhat important		23% N=88
		Not at all important		1% N=5
	Overall opportunities for education, culture, and the arts	Essential		29% N=109
		Very important		45% N=170
		Somewhat important		22% N=84
		Not at all important		4% N=14
	Residents' connection and engagement with their community	Essential		29% N=111
		Very important		44% N=166
		Somewhat important		25% N=94
		Not at all important		2% N=7
	Prior to living in the City of Denison, which statement best describes your previous residency?	I am a Denison native/resided in the City for 10+ years		42% N=161
		The greater Dallas-Fort worth area		22% N=83
		Elsewhere in Texas		16% N=62
Another state			19% N=70	
A country outside of the United States			1% N=3	
Please rate each of the following aspects of Denison's downtown.	Variety of shopping options	Excellent		10% N=37
		Good		36% N=134
		Fair		38% N=139
		Poor		16% N=60
	Variety of dining and entertainment options	Excellent		9% N=34
		Good		34% N=124

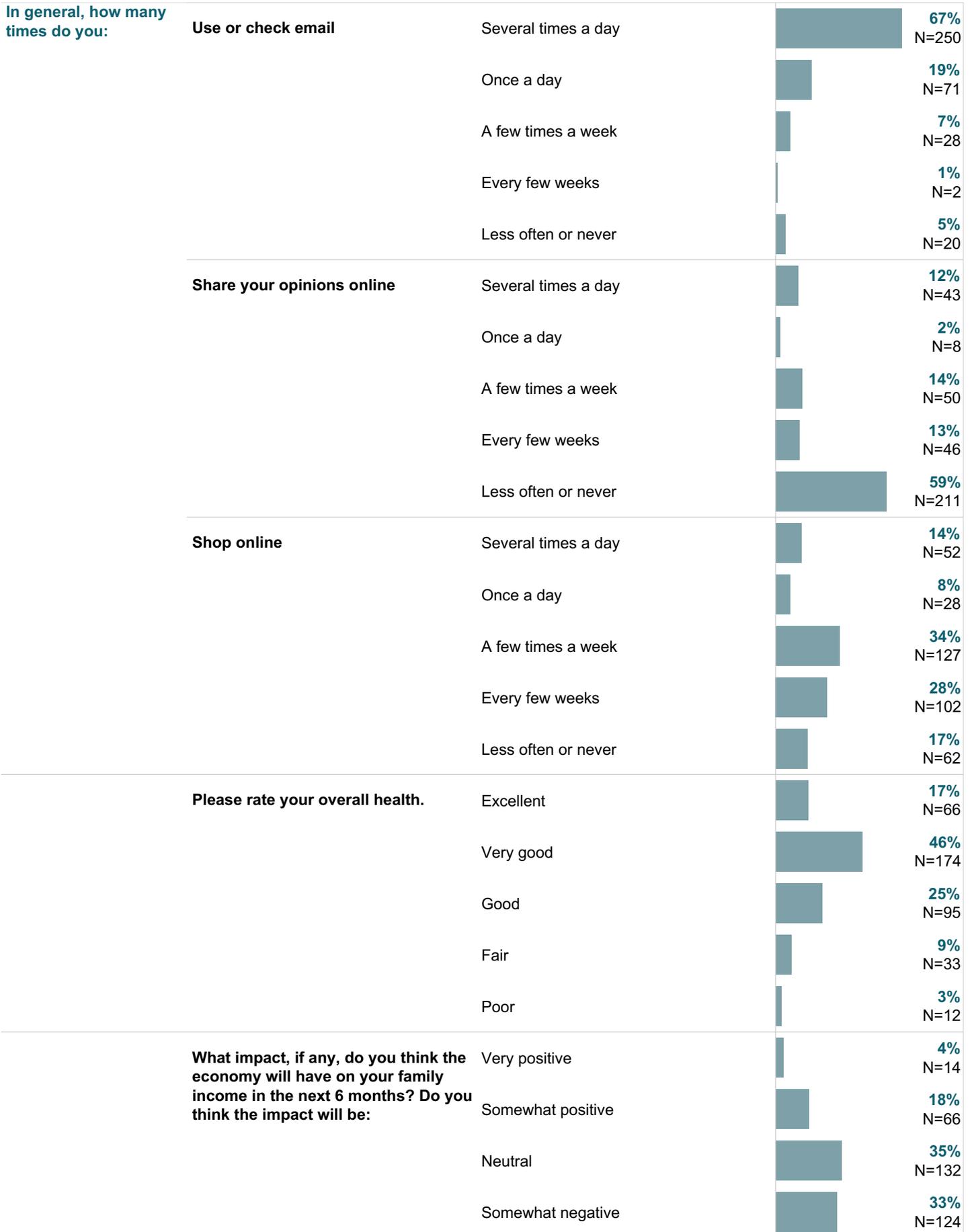
Please rate each of the following aspects of Denison's downtown.	Variety of dining and entertainment options	Fair		40% N=150
		Poor		17% N=62
	Availability of downtown living	Excellent		9% N=23
		Good		27% N=71
Fair			35% N=91	
Poor			28% N=73	
Variety of professional services (e.g., real estate, medical, financial/legal, etc.)	Excellent		12% N=42	
	Good		41% N=138	
	Fair		37% N=126	
	Poor		9% N=32	
Number of family-oriented businesses	Excellent		17% N=52	
	Good		41% N=123	
	Fair		35% N=105	
	Poor		7% N=21	
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 (cityofdenison.com)	Major source		59% N=219
		Minor source		32% N=120
		Not a source		9% N=35
	Local newspapers	Major source		17% N=62
		Minor source		33% N=123
		Not a source		50% N=185
	Other local media (radio or local television stations)	Major source		46% N=175
		Minor source		38% N=142
		Not a source		16% N=62
	City water bill insert	Major source		22% N=83

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 water bill insert	Minor source		49% N=183
		Not a source		29% N=108
	City Council meetings or other public meetings	Major source		35% N=130
		Minor source		33% N=122
		Not a source		33% N=123
	Talking with City officials	Major source		28% N=107
		Minor source		28% N=105
		Not a source		44% N=164
	City communications via social media (e.g., Facebook, Twitter, Instagram, Nextdoor, etc.)	Major source		46% N=172
Minor source			29% N=108	
Not a source			26% N=96	
City of Denison email blasts	Major source		24% N=89	
	Minor source		33% N=124	
	Not a source		43% N=160	
Word-of-mouth	Major source		44% N=165	
	Minor source		37% N=140	
	Not a source		19% N=70	
Please rate the quality of your most recent interaction with each of the following City of Denison departments in the past 12 months. (If you have not had contact with a department in the past 12 months, please select "did not contact").	Building Department	Excellent		5% N=20
		Good		7% N=27
		Fair		7% N=26
		Poor		1% N=6
		Did not contact		79% N=297
	Parks and Recreation	Excellent		11% N=42
Good			11% N=42	

Please rate the quality of your most recent interaction with each of the following City of Denison departments in the past 12 months. (If you have not had contact with a department in the past 12 months, please select "did not contact").	Parks and Recreation	
		Fair
	Poor	2% N=6
	Did not contact	68% N=254
Water Department (billing)		
	Excellent	14% N=51
	Good	22% N=82
	Fair	10% N=38
	Poor	6% N=21
	Did not contact	47% N=173
Water Services (wastewater and sewage)		
	Excellent	12% N=44
	Good	15% N=53
	Fair	9% N=31
	Poor	6% N=22
	Did not contact	59% N=214
Refuse services		
	Excellent	10% N=38
	Good	16% N=61
	Fair	7% N=25
	Poor	4% N=14
	Did not contact	63% N=234
City Clerk		
	Excellent	5% N=19
	Good	8% N=29
	Fair	3% N=11
	Poor	4% N=13
	Did not contact	80% N=298
Fire Department		
	Excellent	9% N=33

Please rate the quality of your most recent interaction with each of the following City of Denison departments in the past 12 months. (If you have not had contact with a department in the past 12 months, please select "did not contact").	Fire Department	Good		7% N=24
		Fair		4% N=16
		Poor		1% N=3
		Did not contact		79% N=294
	Police Department	Excellent		14% N=53
	Good		13% N=49	
	Fair		7% N=26	
	Poor		3% N=13	
	Did not contact		62% N=233	
In general, how many times do you:	Access the internet from your home	Several times a day		68% N=251
		Once a day		9% N=32
		A few times a week		9% N=33
		Every few weeks		1% N=6
		Less often or never		13% N=48
	Access the internet from your cell phone	Several times a day		80% N=296
		Once a day		9% N=33
		A few times a week		3% N=12
		Every few weeks		2% N=6
		Less often or never		6% N=22
	Visit social media sites	Several times a day		51% N=191
		Once a day		10% N=37
		A few times a week		13% N=49
		Every few weeks		5% N=17
		Less often or never		21% N=78

In general, how many times do you:



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 negative		11% N=41
How many years have you lived in Denison?	Less than 2 years		20% N=77
	2-5 years		20% N=76
	6-10 years		11% N=40
	11-20 years		11% N=43
	More than 20 years		38% N=143
Which best describes the building you live in?	Single-family detached home		74% N=281
	Townhouse or duplex (may share walls but no units above or below you)		8% N=29
	Condominium or apartment (have units above or below you)		11% N=43
	Mobile home		3% N=13
	Other		4% N=13
Do you rent or own your home?	Rent		39% N=149
	Own		61% N=229
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 \$300		5% N=17
	\$300 to \$599		11% N=39
	\$600 to \$999		23% N=82
	\$1,000 to \$1,499		21% N=77
	\$1,500 to \$2,499		33% N=119
	\$2,500 to \$3,999		5% N=19
	\$4,000 to \$6,999		1% N=4
	\$7,000 to \$9,999		0% N=1
	\$10,000 or more		1% N=4
Do any children 17 or under live in your household?	No		65% N=246
	Yes		35% N=131

Are you or any other members of your household aged 65 or older?	No		64% N=239
	Yes		36% N=137
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		11% N=41
	\$25,000 to \$49,999		23% N=82
	\$50,000 to \$74,999		26% N=92
	\$75,000 to \$99,999		14% N=49
	\$100,000 to \$149,999		15% N=55
	\$150,000 to \$199,999		6% N=20
	\$200,000 to \$299,999		3% N=12
	\$300,000 or more		1% N=5
	Are you of Hispanic, Latino/a/x, or Spanish origin?	No, not of Hispanic, Latino/a/x, or Spanish origin	
Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin			9% N=34
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaska Native		7% N=26
	Asian		1% N=5
	Black or African American		3% N=13
	Native Hawaiian or Other Pacific Islander		0% N=
	White		92% N=344
	A race not listed		6% N=23
In which category is your age?	18-24 years		3% N=10
	25-34 years		23% N=87
	35-44 years		18% N=67
	45-54 years		14% N=53
	55-64 years		9% N=33
	65-74 years		19% N=71

In which category is your age?	75 years or older		15% N=55
	<hr/>		
What is your gender?	Woman		54% N=203
	Man		44% N=165
	Identify in another way		2% N=6

Methods (Open Participation)



As part of its participation in The National Community Survey™ (The NCS™), the City of Denison conducted a survey of 382 residents. Survey invitations were mailed to randomly selected households and data were collected from November 8, 2023 to December 20, 2023. 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 Denison. 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 Denison residents and became available on December 5, 2023. The survey remained open for two weeks and there were 92 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 2020 Census and 2022 American Community Survey estimates for adults in the City of Denison. 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.¹⁸ The results of the weighting scheme for the open participation survey are presented in the following table.

		Unweighted	Weighted	Target ¹⁹
Age	18-34	21%	22%	26%
	35-54	39%	30%	32%
	55+	40%	48%	43%
Area	District 1	16%	22%	22%
	District 2	11%	24%	23%
	District 3	18%	31%	30%
	District 4	54%	22%	25%
Hispanic	No, not of Hispanic, Latino/a/x, or Spanish or..	98%	94%	91%
	Yes, I consider myself to be of Hispanic, Lati..	2%	6%	9%
Housing type	Attached	3%	15%	23%
	Detached	97%	85%	77%
Race/ethnic..	Not white alone	13%	22%	21%
	White alone, not Hispanic or Latino	87%	78%	79%
Sex	Man	47%	45%	45%
	Woman	53%	55%	55%
Sex/age	Man 18-34	5%	12%	12%
	Man 35-54	25%	14%	15%
	Man 55+	16%	18%	18%
	Woman 18-34	15%	10%	14%
	Woman 35-54	14%	17%	17%
	Woman 55+	23%	27%	25%
Tenure	Own	91%	67%	61%
	Rent	9%	33%	39%

18. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>

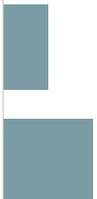
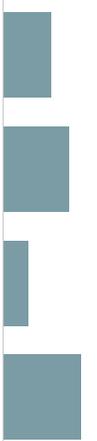
19. Targets come from the 2020 Census and 2022 American Community Survey.

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. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

Quality of Life	Please rate each of the following aspects of quality of life in Denison.	Denison as a place to live	Excellent	 29% N=27
			Good	 37% N=34
			Fair	 13% N=12
			Poor	 21% N=19
		The overall quality of life	Excellent	 23% N=22
			Good	 36% N=33
			Fair	 25% N=23
			Poor	 16% N=14
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Denison to someone who asks	Very likely	 36% N=32
			Somewhat likely	 28% N=24
			Somewhat unlikely	 5% N=4
			Very unlikely	 31% N=27
		Remain in Denison for the next five years	Very likely	 58% N=51
			Somewhat likely	 19% N=17

Quality of Life	Please indicate how likely or unlikely you are to do each of the following.	Remain in Denison for the next five years	Somewhat unlikely		11% N=10	
			Very unlikely		12% N=10	
	Please rate each of the following in the Denison community.	Overall image or reputation	Excellent		19% N=17	
			Good		34% N=29	
Fair				13% N=12		
Poor				34% N=29		
Governance	Please rate the quality of each of the following services in Denison.	Public information services	Excellent		15% N=13	
			Good		28% N=24	
			Fair		27% N=23	
			Poor		30% N=25	
		Overall customer service by Denison employees	Excellent		22% N=16	
			Good		26% N=19	
			Fair		20% N=15	
			Poor		32% N=24	
		Please rate the following categories of Denison government performance.	The value of services for the taxes paid to Denison	Excellent		8% N=7
				Good		29% N=25

Governance	Please rate the following categories of Denison government performance.			
	The value of services for the taxes paid to Denison	Fair		21% N=18
		Poor		42% N=36
	The overall direction that Denison is taking	Excellent		22% N=19
		Good		30% N=26
		Fair		12% N=10
		Poor		36% N=31
	The job Denison government does at welcoming resident involvement	Excellent		21% N=18
		Good		30% N=25
		Fair		10% N=8
		Poor		39% N=32
Overall confidence in Denison government	Excellent		19% N=16	
	Good		29% N=25	
	Fair		14% N=12	
	Poor		37% N=32	
Generally acting in the best interest of the community	Excellent		21% N=18	
	Good		25% N=21	

Governance	Please rate the following categories of Denison government performance.			
	Generally acting in the best interest of the community	Fair		14% N=12
		Poor		40% N=33
	Being honest	Excellent		17% N=13
		Good		26% N=19
		Fair		10% N=7
		Poor		47% N=35
	Being open and transparent to the public	Excellent		15% N=13
		Good		23% N=19
		Fair		9% N=7
		Poor		52% N=42
Informing residents about issues facing the community	Excellent		15% N=12	
	Good		21% N=16	
	Fair		32% N=25	
	Poor		31% N=25	
Treating all residents fairly	Excellent		16% N=12	
	Good		24% N=17	

Governance	Please rate the following categories of Denison government performance.	Treating all residents fairly	Fair		8% N=6	
			Poor		52% N=37	
		Treating residents with respect	Excellent		16% N=12	
			Good		22% N=16	
			Fair		17% N=13	
			Poor		45% N=33	
	Overall, how would you rate the quality of the services provided by the City of Denison?	Excellent		14% N=12		
		Good		47% N=41		
		Fair		20% N=18		
		Poor		18% N=16		
	Economy	Please rate each of the following aspects of quality of life in Denison.	Denison as a place to work	Excellent		31% N=25
				Good		35% N=28
Fair					5% N=4	
Poor					28% N=23	
Denison as a place to visit		Excellent		29% N=27		
		Good		23% N=21		

Economy

<p>Please rate each of the following aspects of quality of life in Denison.</p>	Denison as a place to visit	Fair		<p>19% N=17</p> <p>29% N=27</p>
		Poor		
<p>Please rate each of the following characteristics as they relate to Denison as a whole.</p>	Overall economic health	Excellent		<p>9% N=8</p> <p>26% N=22</p> <p>28% N=25</p> <p>37% N=32</p>
		Good		
		Fair		
		Poor		
<p>Please rate each of the following in the Denison community.</p>	Overall quality of business and service establishments	Excellent		<p>20% N=18</p> <p>41% N=37</p> <p>23% N=21</p> <p>16% N=15</p>
		Good		
		Fair		
		Poor		
<p>Variety of business and service establishments</p>		Excellent		<p>17% N=16</p> <p>26% N=24</p> <p>40% N=36</p> <p>17% N=16</p>
		Good		
		Fair		
		Poor		
<p>Vibrancy of downtown/commercial area</p>		Excellent		<p>30% N=28</p> <p>34% N=32</p>
		Good		

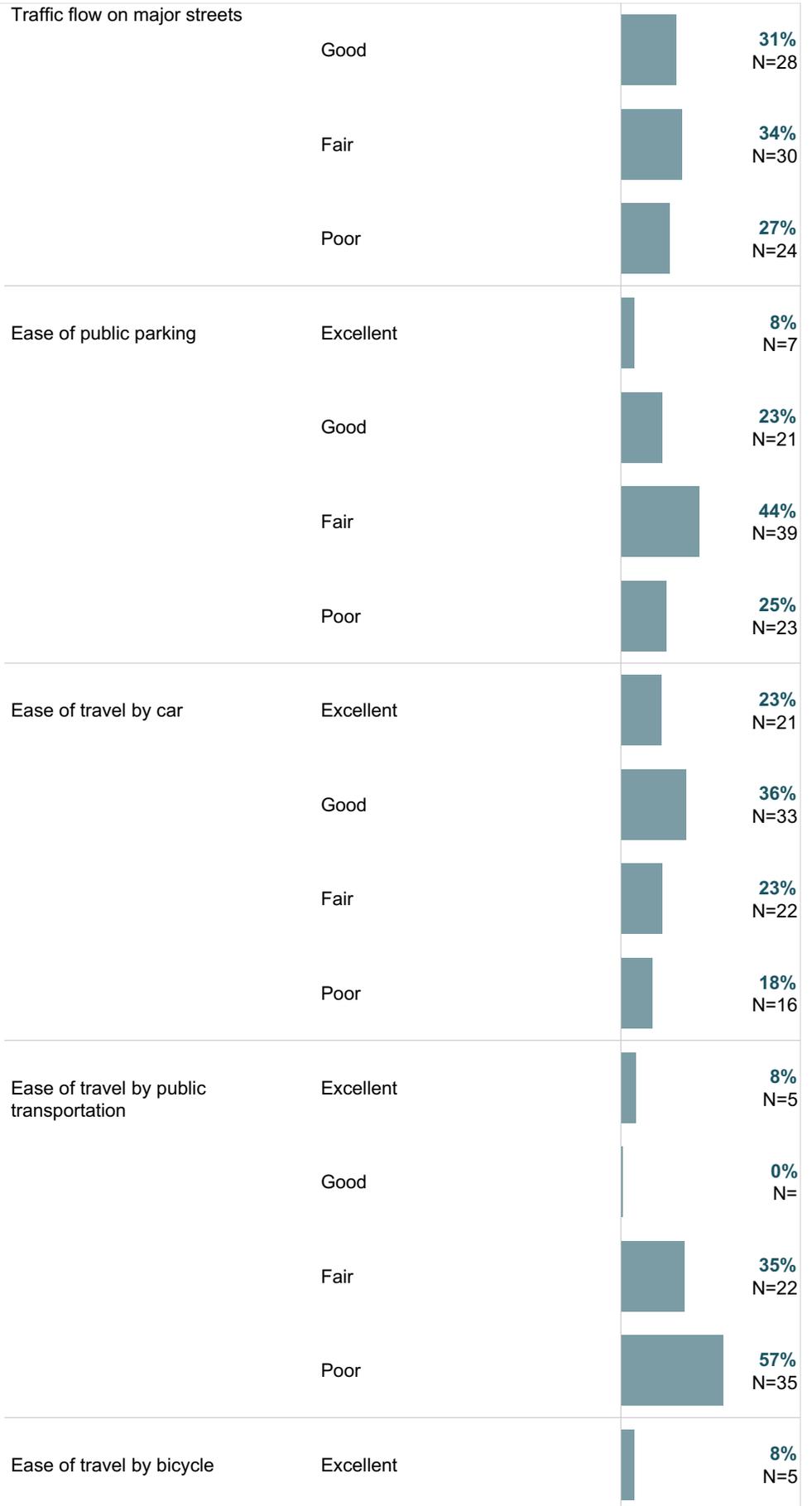
Economy

Please rate each of the following in the Denison community.	Vibrancy of downtown/commercial area	Fair		7% N=6
		Poor		29% N=27
Employment opportunities		Excellent		15% N=12
		Good		36% N=29
		Fair		6% N=5
		Poor		43% N=34
Shopping opportunities		Excellent		21% N=19
		Good		25% N=23
		Fair		35% N=32
		Poor		19% N=18
Cost of living		Excellent		15% N=13
		Good		28% N=24
		Fair		21% N=18
		Poor		36% N=32
Please rate the quality of each of the following services in Denison.	Economic development	Excellent		15% N=13
		Good		34% N=29

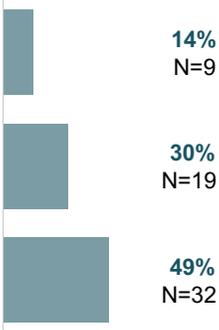
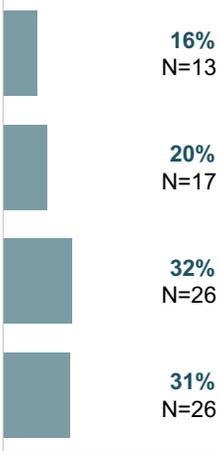
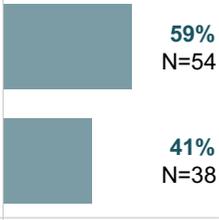
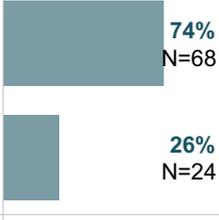
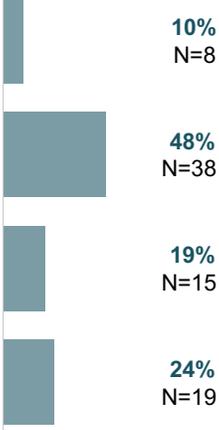
Economy	Please rate the quality of each of the following services in Denison.	Economic development	Fair		16% N=14
			Poor		35% N=31
	Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall economic health	Essential		37% N=31
			Very important		42% N=34
			Somewhat important		12% N=10
			Not at all important		8% N=7
	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		5% N=5	
		Somewhat positive		13% N=11	
		Neutral		35% N=30	
		Somewhat negative		34% N=29	
Very negative			13% N=12		
Mobility		Please rate each of the following characteristics as they relate to Denison as a whole.	Overall quality of the transportation system	Excellent	
			Good		19% N=17
			Fair		28% N=26
			Poor		47% N=44
	Please also rate each of the following in the Denison community.	Traffic flow on major streets	Excellent		8% N=7

Mobility

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

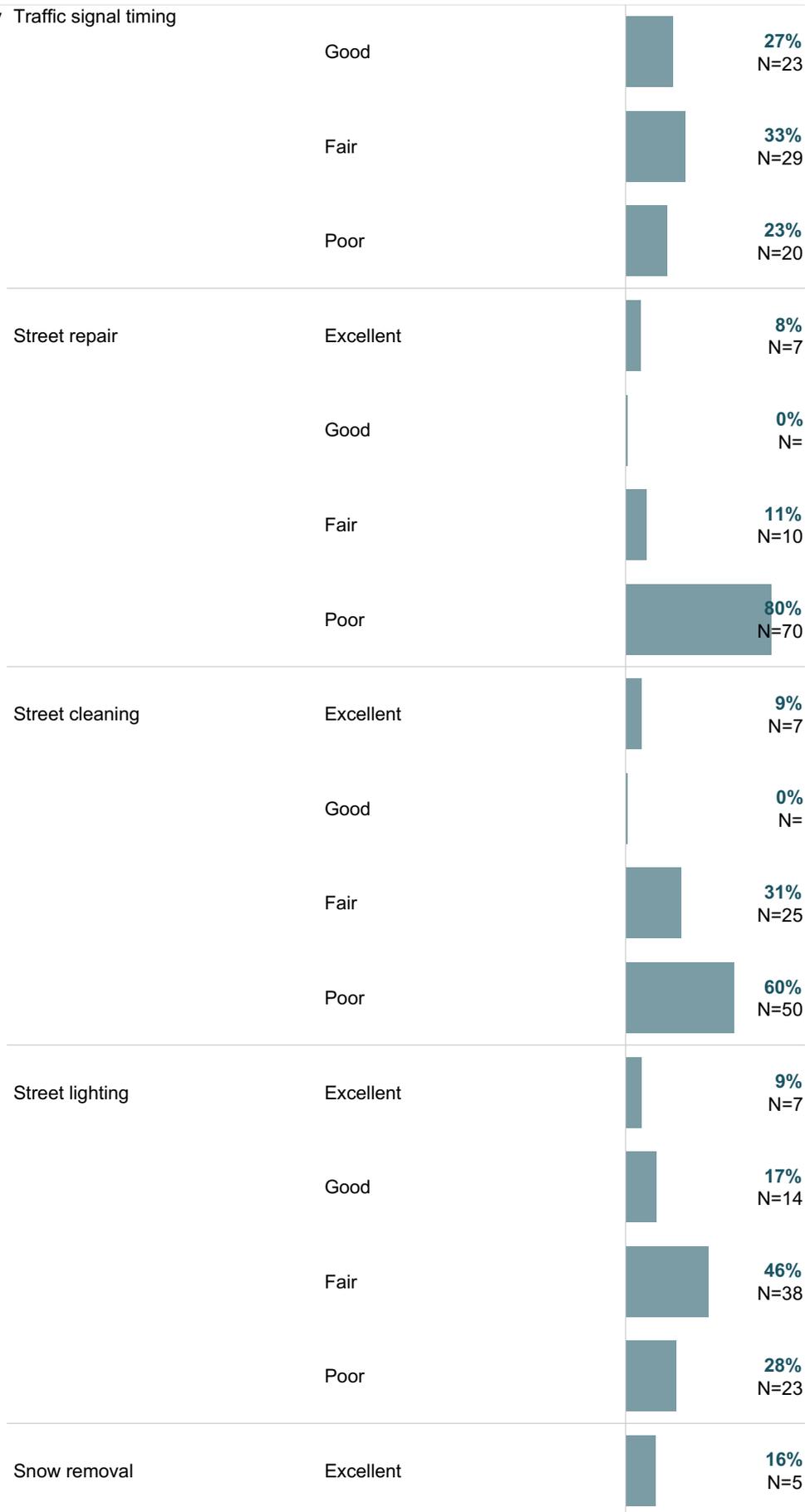


Mobility

<p>Please also rate each of the following in the Denison community.</p>	Ease of travel by bicycle	Good		14% N=9
		Fair		30% N=19
		Poor		49% N=32
<p>Please indicate whether or not you have done each of the following in the last 12 months.</p>	Ease of walking	Excellent		16% N=13
		Good		20% N=17
		Fair		32% N=26
		Poor		31% N=26
<p>Please indicate whether or not you have done each of the following in the last 12 months.</p>	Carpooled with other adults or children instead of driving alone	No		59% N=54
		Yes		41% N=38
<p>Please indicate whether or not you have done each of the following in the last 12 months.</p>	Walked or biked instead of driving	No		74% N=68
		Yes		26% N=24
<p>Please rate the quality of each of the following services in Denison.</p>	Traffic enforcement	Excellent		10% N=8
		Good		48% N=38
		Fair		19% N=15
		Poor		24% N=19
	Traffic signal timing	Excellent		17% N=15

Mobility

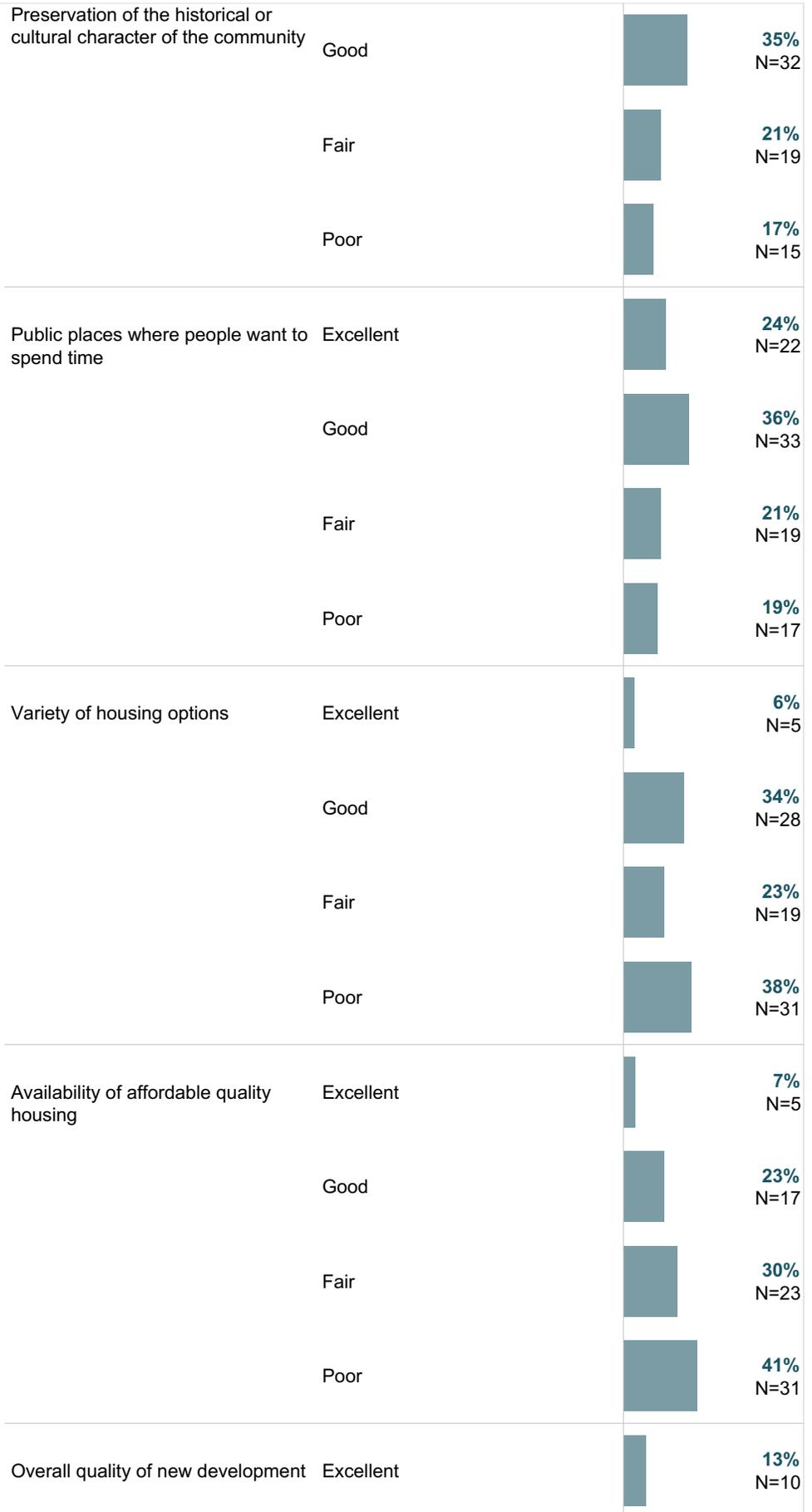
Please rate the quality of each of the following services in Denison.



Mobility	Please rate the quality of each of the following services in Denison.	Snow removal	Good		15% N=5
			Fair		22% N=7
			Poor		46% N=14
	Sidewalk maintenance	Excellent		7% N=5	
		Good		14% N=10	
		Fair		28% N=21	
		Poor		51% N=38	
	Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall quality of the transportation system	Essential		36% N=33
			Very important		27% N=25
			Somewhat important		35% N=32
Not at all important				2% N=2	
Community Design	Please rate each of the following aspects of quality of life in Denison.	Your neighborhood as a place to live	Excellent		45% N=40
			Good		31% N=27
			Fair		15% N=13
			Poor		9% N=8
	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall design or layout of residential and commercial areas	Excellent		10% N=9

Community Design	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall design or layout of residential and commercial areas		
			Good	17% N=14
			Fair	35% N=31
			Poor	38% N=33
	Please also rate each of the following in the Denison community.	Well-planned residential growth	Excellent	13% N=10
			Good	28% N=22
			Fair	16% N=13
			Poor	43% N=34
		Well-planned commercial growth	Excellent	12% N=10
			Good	32% N=29
			Fair	19% N=17
			Poor	38% N=34
		Well-designed neighborhoods	Excellent	6% N=5
			Good	29% N=25
			Fair	39% N=33
			Poor	26% N=22
		Preservation of the historical or cultural character of the community	Excellent	27% N=24

Community Design Please also rate each of the following in the Denison community.



Community Design Please also rate each of the following in the Denison community.	Overall quality of new development	Good		33% N=27
		Fair		25% N=21
		Poor		30% N=25
	Overall appearance	Excellent		9% N=8
		Good		38% N=35
		Fair		18% N=16
		Poor		35% N=33
Please rate the quality of each of the following services in Denison.	Land use, planning and zoning	Excellent		9% N=8
		Good		31% N=26
		Fair		21% N=18
		Poor		38% N=32
	Code enforcement	Excellent		11% N=10
		Good		18% N=15
		Fair		27% N=23
		Poor		44% N=37
Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall design or layout of residential and commercial areas	Essential		48% N=44

Community Design	Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall design or layout of residential and commercial areas	Very important		40% N=37
			Somewhat important		8% N=7
			Not at all important		5% N=4
Utilities	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall quality of the utility infrastructure	Excellent		12% N=10
			Good		26% N=22
			Fair		17% N=14
			Poor		45% N=38
	Please rate the quality of each of the following services in Denison.	Affordable high-speed internet access	Excellent		16% N=13
			Good		21% N=17
			Fair		32% N=25
			Poor		31% N=25
		Garbage collection	Excellent		29% N=25
			Good		48% N=41
			Fair		20% N=17
			Poor		4% N=4
		Drinking water	Excellent		16% N=14

Utilities

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

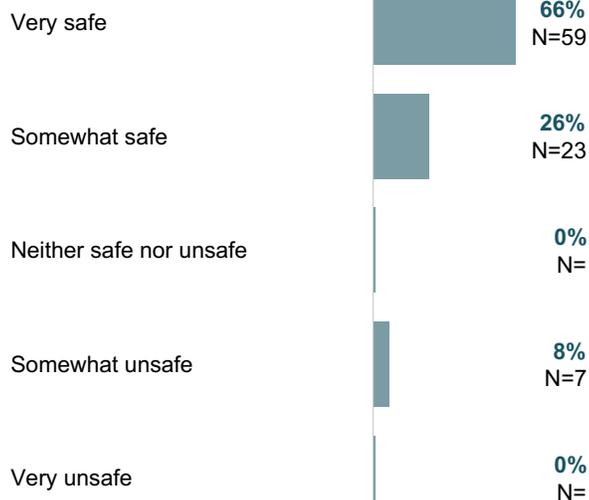
Drinking water	Good		26% N=22
	Fair		31% N=27
	Poor		27% N=24
Sewer services	Excellent		19% N=16
	Good		47% N=39
	Fair		21% N=17
	Poor		13% N=11
Storm water management	Excellent		17% N=14
	Good		32% N=27
	Fair		29% N=24
	Poor		23% N=19
Power (electric and/or gas) utility	Excellent		20% N=18
	Good		47% N=41
	Fair		25% N=22
	Poor		8% N=7
Utility billing	Excellent		23% N=17

Utilities	Please rate the quality of each of the following services in Denison.	Utility billing	Good		25% N=18
			Fair		41% N=30
			Poor		12% N=9
	Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall quality of the utility infrastructure	Essential		58% N=53
			Very important		30% N=27
			Somewhat important		8% N=7
			Not at all important		5% N=4
Safety	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall feeling of safety	Excellent		16% N=15
			Good		43% N=40
			Fair		20% N=18
			Poor		21% N=19
	Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		51% N=47
			Somewhat safe		29% N=27
			Neither safe nor unsafe		8% N=7
			Somewhat unsafe		12% N=11
			Very unsafe		0% N=

Safety

Please rate how safe or unsafe you feel:

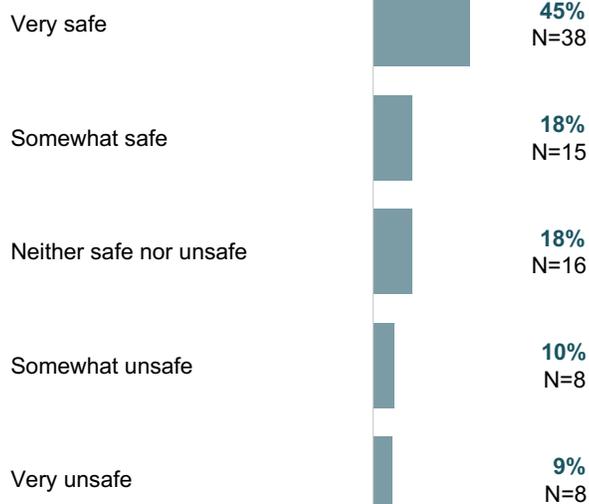
In Denison's downtown/commercial area during the day



From property crime



From violent crime



From fire, flood, or other natural disaster

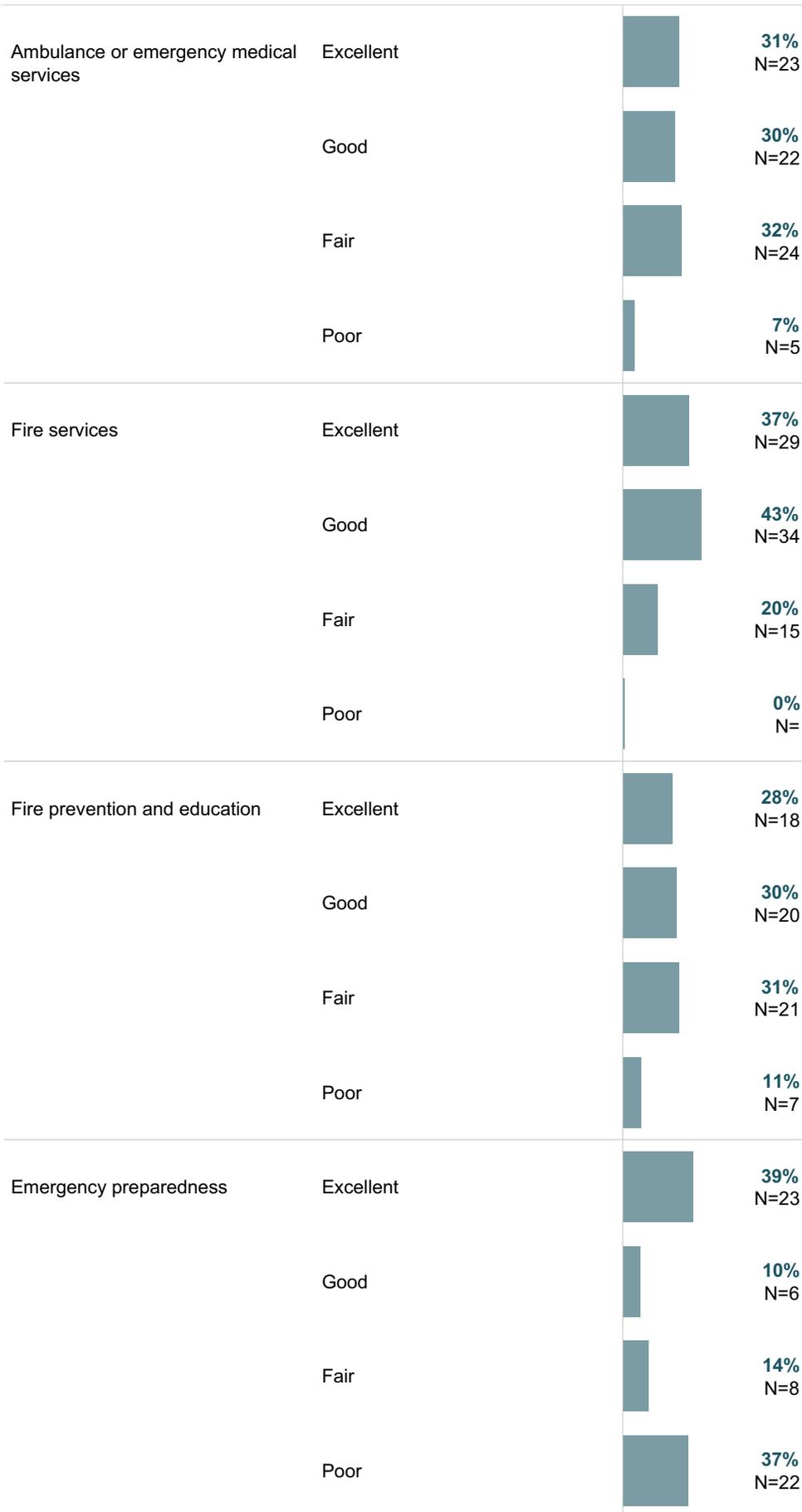


Safety

<p>Please rate how safe or unsafe you feel:</p>	<p>From fire, flood, or other natural disaster</p>	Somewhat safe		35% N=28
		Neither safe nor unsafe		19% N=15
		Somewhat unsafe		0% N=
		Very unsafe		0% N=
<p>Please rate the quality of each of the following services in Denison.</p>	<p>Police/Sheriff services</p>	Excellent		38% N=31
		Good		34% N=28
		Fair		10% N=9
		Poor		18% N=15
<p>Crime prevention</p>	<p>Crime prevention</p>	Excellent		25% N=20
		Good		33% N=27
		Fair		24% N=20
		Poor		18% N=15
<p>Animal control</p>	<p>Animal control</p>	Excellent		17% N=15
		Good		30% N=26
		Fair		26% N=22
		Poor		27% N=24

Safety

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

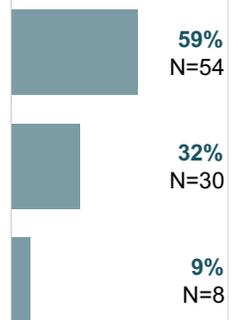


Safety

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

Overall feeling of safety

- Essential
- Very important
- Somewhat important

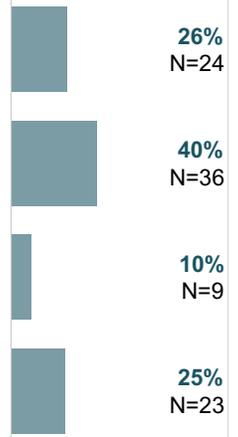


Natural environment

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

Overall quality of natural environment

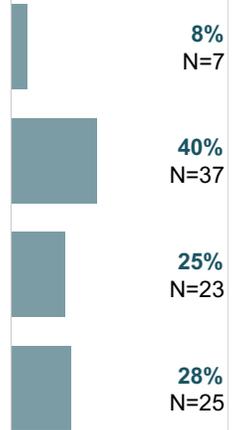
- Excellent
- Good
- Fair
- Poor



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

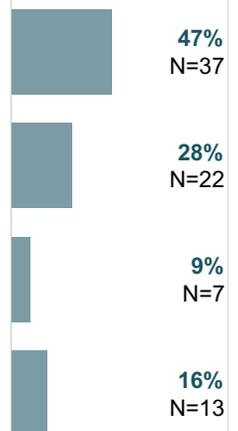
Cleanliness

- Excellent
- Good
- Fair
- Poor



Water resources

- Excellent
- Good
- Fair
- Poor

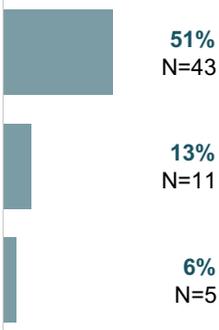
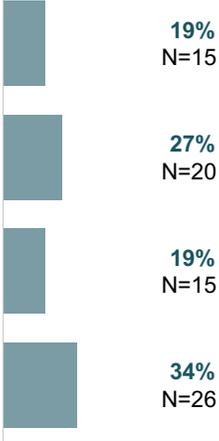
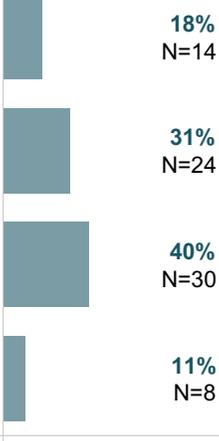
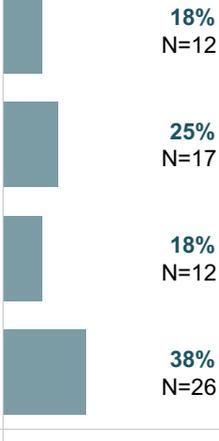


Air quality

- Excellent



Natural environment

Please also rate each of the following in the Denison community.	Air quality	Good		51% N=43
		Fair		13% N=11
		Poor		6% N=5
Please rate the quality of each of the following services in Denison.	Preservation of natural areas	Excellent		19% N=15
		Good		27% N=20
		Fair		19% N=15
		Poor		34% N=26
Denison open space	Excellent		18% N=14	
	Good		31% N=24	
	Fair		40% N=30	
	Poor		11% N=8	
Recycling	Excellent		18% N=12	
	Good		25% N=17	
	Fair		18% N=12	
	Poor		38% N=26	
Yard waste pick-up	Excellent		7% N=5	

Natural environment	Please rate the quality of each of the following services in Denison.	Yard waste pick-up	Good		29% N=21
			Fair		30% N=22
			Poor		34% N=24
	Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall quality of natural environment	Essential		23% N=20
		Very important		43% N=39	
		Somewhat important		32% N=29	
		Not at all important		2% N=2	
Parks and Recreation	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall quality of parks and recreation opportunities	Excellent		36% N=30
			Good		35% N=30
			Fair		25% N=21
			Poor		4% N=3
	Please also rate each of the following in the Denison community.	Availability of paths and walking trails	Excellent		32% N=26
			Good		27% N=21
			Fair		23% N=19
			Poor		17% N=14
	Fitness opportunities	Excellent		29% N=21	

Parks and Recreation

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

Fitness opportunities	Good		22% N=16
	Fair		28% N=21
	Poor		21% N=16
Recreational opportunities	Excellent		17% N=14
	Good		44% N=38
	Fair		36% N=31
	Poor		3% N=3
City parks	Excellent		29% N=25
	Good		38% N=33
	Fair		18% N=15
	Poor		15% N=13
Recreation programs or classes	Excellent		17% N=10
	Good		28% N=16
	Fair		20% N=12
	Poor		35% N=20
Recreation centers or facilities	Excellent		15% N=10

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

Parks and Recreation	Please rate the quality of each of the following services in Denison.	Recreation centers or facilities	Good		26% N=17
			Fair		24% N=16
			Poor		35% N=24
	Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities	Essential		26% N=22
			Very important		30% N=25
			Somewhat important		37% N=31
		Not at all important		7% N=6	
Health and wellness	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall health and wellness opportunities	Excellent		19% N=17
			Good		33% N=30
			Fair		30% N=27
			Poor		18% N=16
		Please also rate each of the following in the Denison community.	Availability of affordable quality food	Excellent	
			Good		25% N=23
			Fair		27% N=25
			Poor		31% N=29
	Availability of affordable quality health care		Excellent		17% N=14

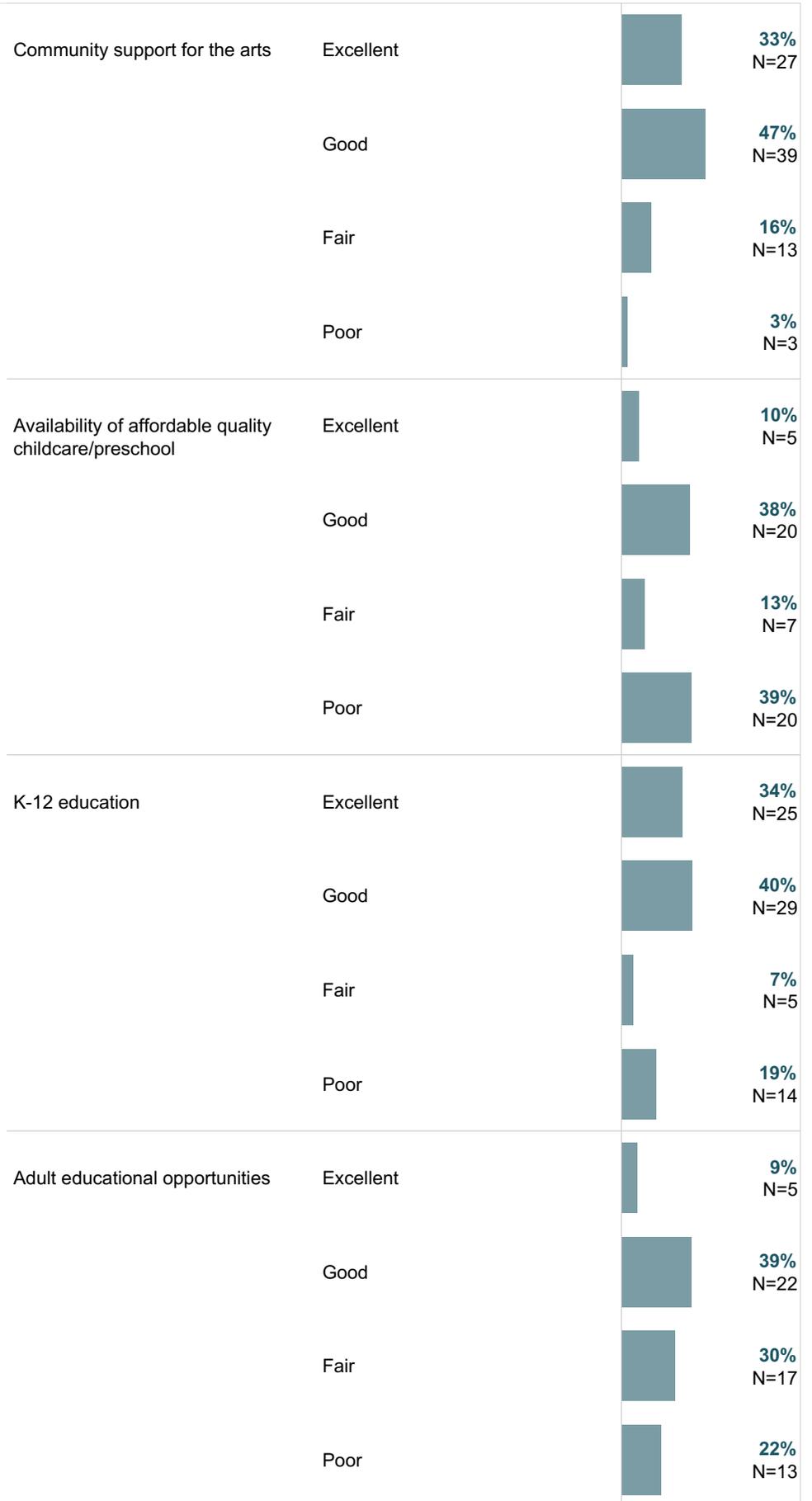
Health and wellness

<p>Please also rate each of the following in the Denison community.</p>	Availability of affordable quality health care	Good		18% N=15
		Fair		32% N=25
		Poor		33% N=27
	Availability of preventive health services	Excellent		18% N=14
		Good		19% N=14
		Fair		32% N=24
		Poor		31% N=24
	Availability of affordable quality mental health care	Excellent		17% N=10
		Good		21% N=12
Fair			14% N=8	
Poor			48% N=27	
<p>Please rate the quality of each of the following services in Denison.</p>	Health services	Excellent		16% N=11
		Good		16% N=11
		Fair		43% N=30
		Poor		25% N=17
<p>Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.</p>	Overall health and wellness opportunities	Essential		19% N=18

Health and wellness	Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Overall health and wellness opportunities	Very important		52% N=48	
			Somewhat important		24% N=22	
			Not at all important		5% N=4	
		Please rate your overall health.	Excellent		26% N=22	
			Very good		39% N=34	
			Good		33% N=29	
	Fair			0% N=		
	Poor			2% N=2		
Education, Arts and Culture	Please rate each of the following characteristics as they relate to Denison as a whole.	Overall opportunities for education, culture, and the arts	Excellent		21% N=19	
			Good		40% N=35	
			Fair		18% N=16	
			Poor		20% N=18	
		Please also rate each of the following in the Denison community.	Opportunities to attend cultural/arts/music activities	Excellent		37% N=30
			Good		33% N=26	
			Fair		17% N=14	
			Poor		13% N=10	

Education, Arts and Culture

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



Education, Arts and Culture

<p>Please also rate each of the following in the Denison community.</p>	<p>Opportunities to attend special events and festivals</p>	Excellent		45% N=39	
		Good		28% N=24	
		Fair		22% N=19	
		Poor		6% N=5	
<p>Please rate the quality of each of the following services in Denison.</p>	<p>Public library services</p>	Excellent		33% N=22	
		Good		34% N=22	
		Fair		12% N=8	
		Poor		22% N=14	
<p>Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.</p>	<p>Overall opportunities for education, culture, and the arts</p>	Essential		16% N=15	
		Very important		51% N=47	
		Somewhat important		23% N=21	
		Not at all important		10% N=9	
<p>Inclusivity and Engagement</p>	<p>Please rate each of the following aspects of quality of life in Denison.</p>	<p>Denison as a place to raise children</p>	Excellent		32% N=26
			Good		32% N=26
			Fair		21% N=17
			Poor		15% N=12

Inclusivity and Engagement

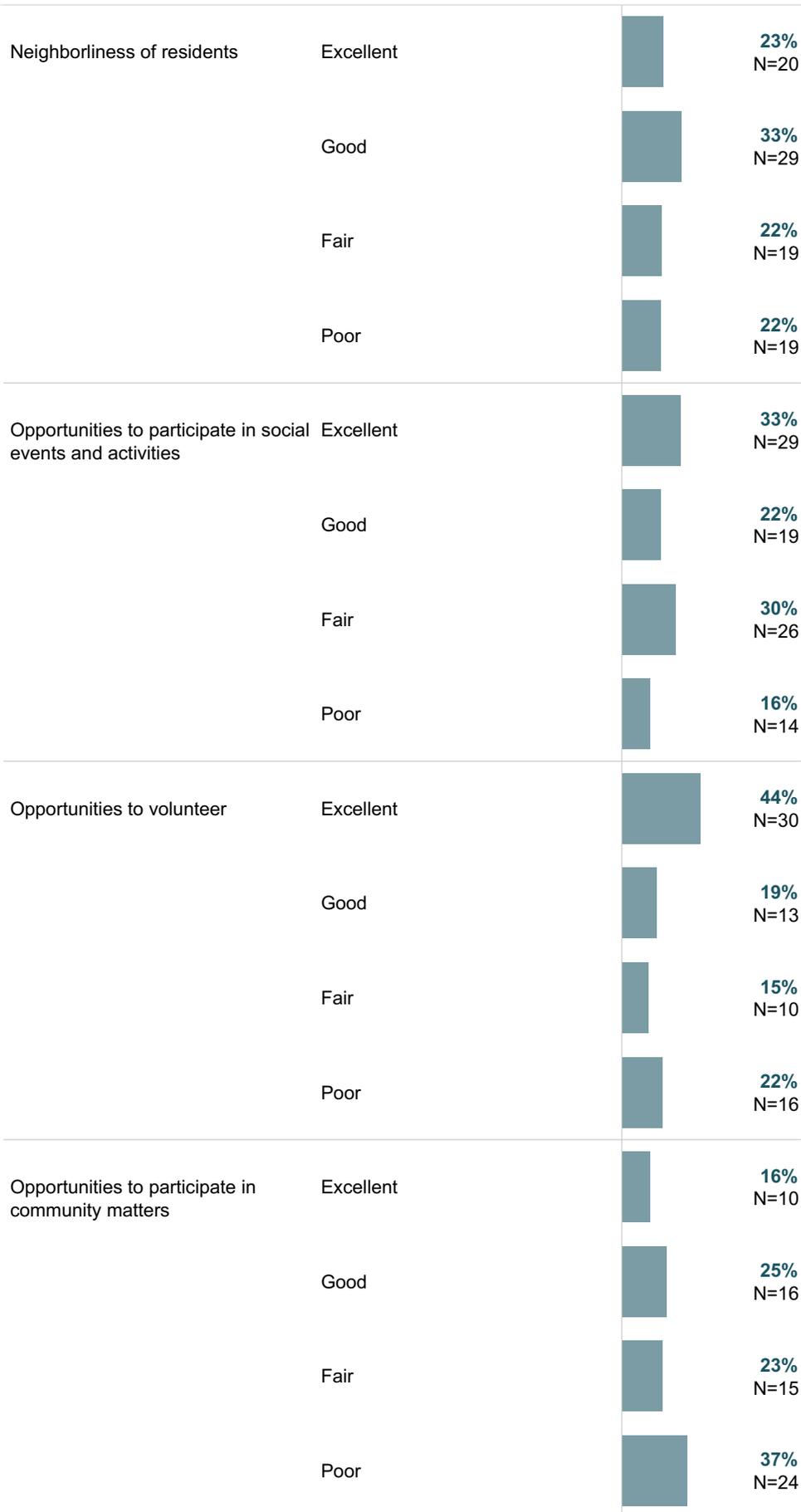
<p>Please rate each of the following aspects of quality of life in Denison.</p>	Denison as a place to retire	Excellent		28% N=21
		Good		27% N=20
		Fair		20% N=15
		Poor		25% N=19
<p>Please rate each of the following characteristics as they relate to Denison as a whole.</p>	Sense of community	Excellent		28% N=25
		Good		31% N=28
		Fair		23% N=20
		Poor		19% N=17
<p>Please rate the job you feel the Denison community does at each of the following.</p>	Residents' connection and engagement with their community	Excellent		11% N=10
		Good		42% N=37
		Fair		31% N=27
		Poor		16% N=14
<p>Please rate the job you feel the Denison community does at each of the following.</p>	Making all residents feel welcome	Excellent		22% N=19
		Good		35% N=31
		Fair		9% N=8
		Poor		34% N=30

Inclusivity and Engagement

Please rate the job you feel the Denison community does at each of the following.				
Attracting people from diverse backgrounds	Excellent		21% N=16	
	Good		31% N=23	
	Fair		16% N=12	
	Poor		32% N=24	
Valuing/respecting residents from diverse backgrounds	Excellent		16% N=12	
	Good		35% N=27	
	Fair		18% N=14	
	Poor		31% N=24	
Taking care of vulnerable residents	Excellent		13% N=11	
	Good		25% N=20	
	Fair		19% N=15	
	Poor		43% N=34	
Please also rate each of the following in the Denison community.	Sense of civic/community pride	Excellent		27% N=23
		Good		24% N=20
		Fair		20% N=18
		Poor		29% N=26

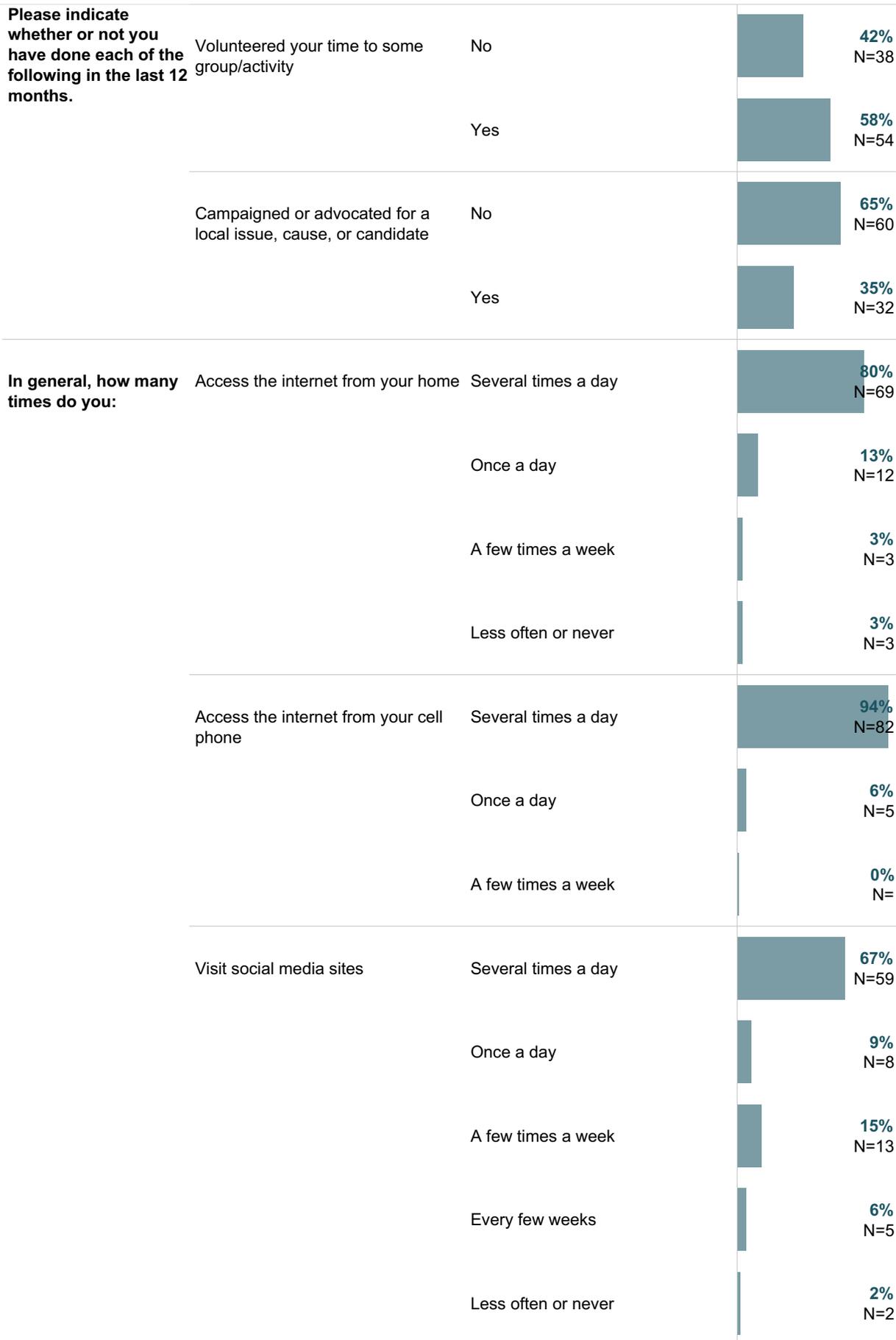
Inclusivity and Engagement

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



Inclusivity and Engagement	Please also rate each of the following in the Denison community.	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		14% N=9
			Good		37% N=25
			Fair		18% N=12
			Poor		31% N=21
	Please rate how important, if at all, you think it is for the Denison community to focus on each of the following in the coming two years.	Residents' connection and engagement with their community	Essential		38% N=34
			Very important		41% N=36
			Somewhat important		17% N=15
			Not at all important		4% N=4
Participation	Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Denison for help or information	No		46% N=42
			Yes		54% N=50
		Contacted Denison elected officials to express your opinion	No		71% N=65
			Yes		29% N=27
		Attended a local public meeting	No		59% N=53
			Yes		41% N=37
		Watched a local public meeting	No		60% N=55
			Yes		40% N=37

Participation



Participation	In general, how many times do you:				
Participation	Use or check email	Several times a day		77% N=67	
		Once a day		20% N=17	
		A few times a week		3% N=3	
	Share your opinions online	Several times a day		21% N=17	
		Once a day		0% N=	
		A few times a week		7% N=5	
		Every few weeks		11% N=9	
		Less often or never		62% N=50	
	Shop online	Several times a day		20% N=17	
		Once a day		9% N=8	
		A few times a week		27% N=23	
		Every few weeks		34% N=29	
		Less often or never		10% N=8	
	Custom	Prior to living in the City of Denison, which statement best describes your previous residency?	I am a Denison native/resided in the City for 10+ years		60% N=55
			The greater Dallas-Fort worth area		26% N=24
Elsewhere in Texas				9% N=8	

Custom

	Prior to living in the City of Denison, which statement best describes your previous residency?	Another state		5% N=5
Please rate each of the following aspects of Denison's downtown.	Variety of shopping options	Excellent		12% N=11
		Good		42% N=39
		Fair		27% N=25
		Poor		18% N=17
Variety of dining and entertainment options	Excellent		9% N=8	
	Good		42% N=39	
	Fair		30% N=27	
	Poor		19% N=17	
Availability of downtown living	Excellent		18% N=12	
	Good		33% N=22	
	Fair		30% N=20	
	Poor		18% N=12	
Variety of professional services (e.g., real estate, medical, financial/legal, etc.)	Excellent		12% N=10	
	Good		38% N=33	
	Fair		33% N=29	

Custom

<p>Please rate each of the following aspects of Denison's downtown.</p>	Variety of professional services (e.g., real estate, medical, financial/legal, etc.)	Poor		17% N=15
	Number of family-oriented businesses	Excellent		30% N=25
		Good		46% N=39
		Fair		12% N=10
		Poor		12% N=10
<p>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.</p>	City website (cityofdenison.com)	Major source		73% N=63
		Minor source		21% N=19
		Not a source		6% N=5
	Local newspapers	Major source		14% N=12
		Minor source		43% N=38
		Not a source		43% N=37
	Other local media (radio or local television stations)	Major source		55% N=46
		Minor source		31% N=26
		Not a source		14% N=12
	City water bill insert	Major source		9% N=8
Minor source			51% N=44	

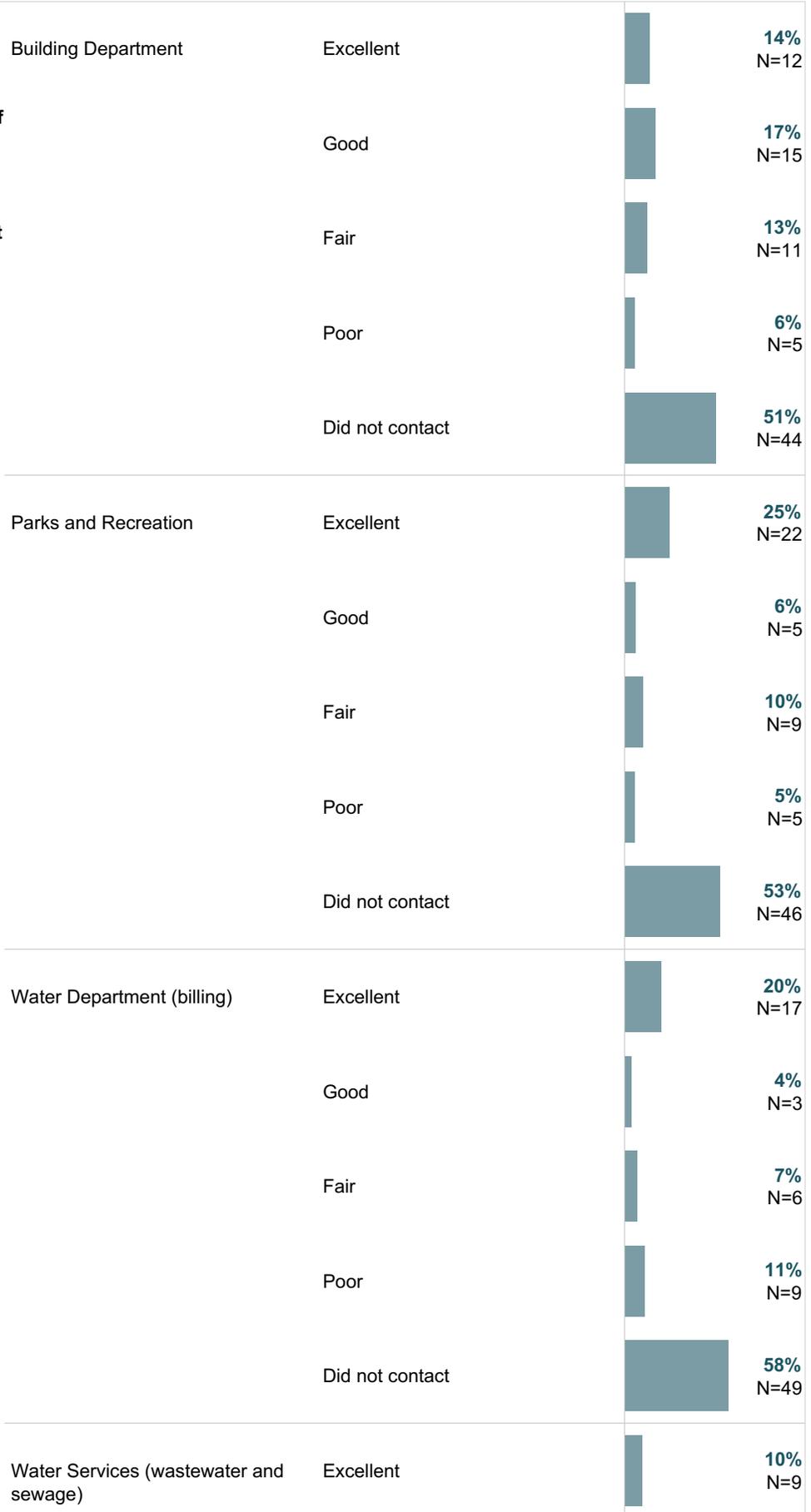
Custom

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 water bill insert	Not a source		40% N=35
City Council meetings or other public meetings	Major source		41% N=36
	Minor source		29% N=25
	Not a source		30% N=26
Talking with City officials	Major source		32% N=27
	Minor source		19% N=16
	Not a source		49% N=41
City communications via social media (e.g., Facebook, Twitter, Instagram, Nextdoor, etc.)	Major source		67% N=56
	Minor source		22% N=19
	Not a source		11% N=9
City of Denison email blasts	Major source		38% N=33
	Minor source		24% N=21
	Not a source		38% N=33
Word-of-mouth	Major source		64% N=55
	Minor source		31% N=27
	Not a source		6% N=5

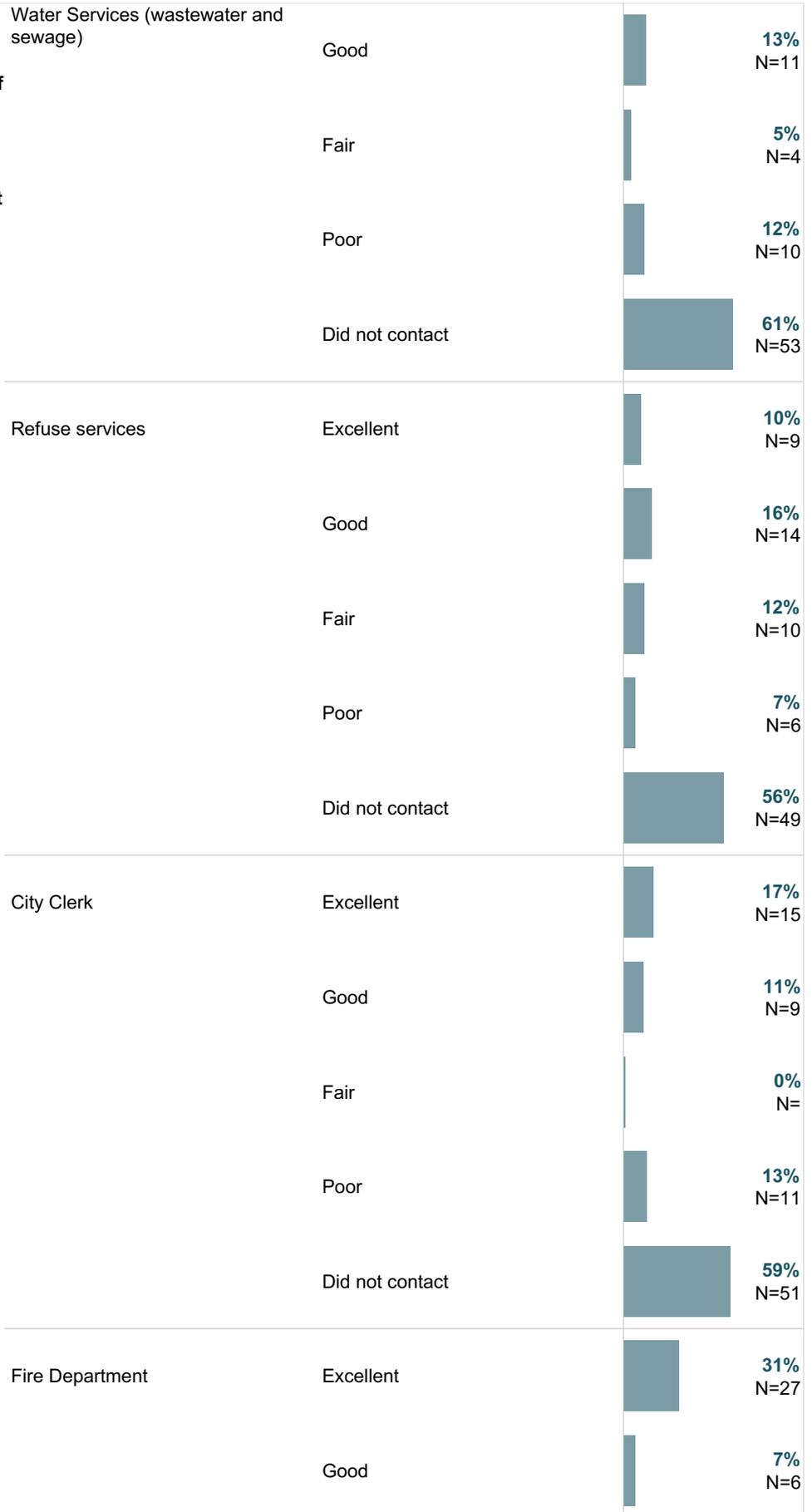
Custom

Please rate the quality of your most recent interaction with each of the following City of Denison departments in the past 12 months. (If you have not had contact with a department in the past 12 months, please select "did not contact").



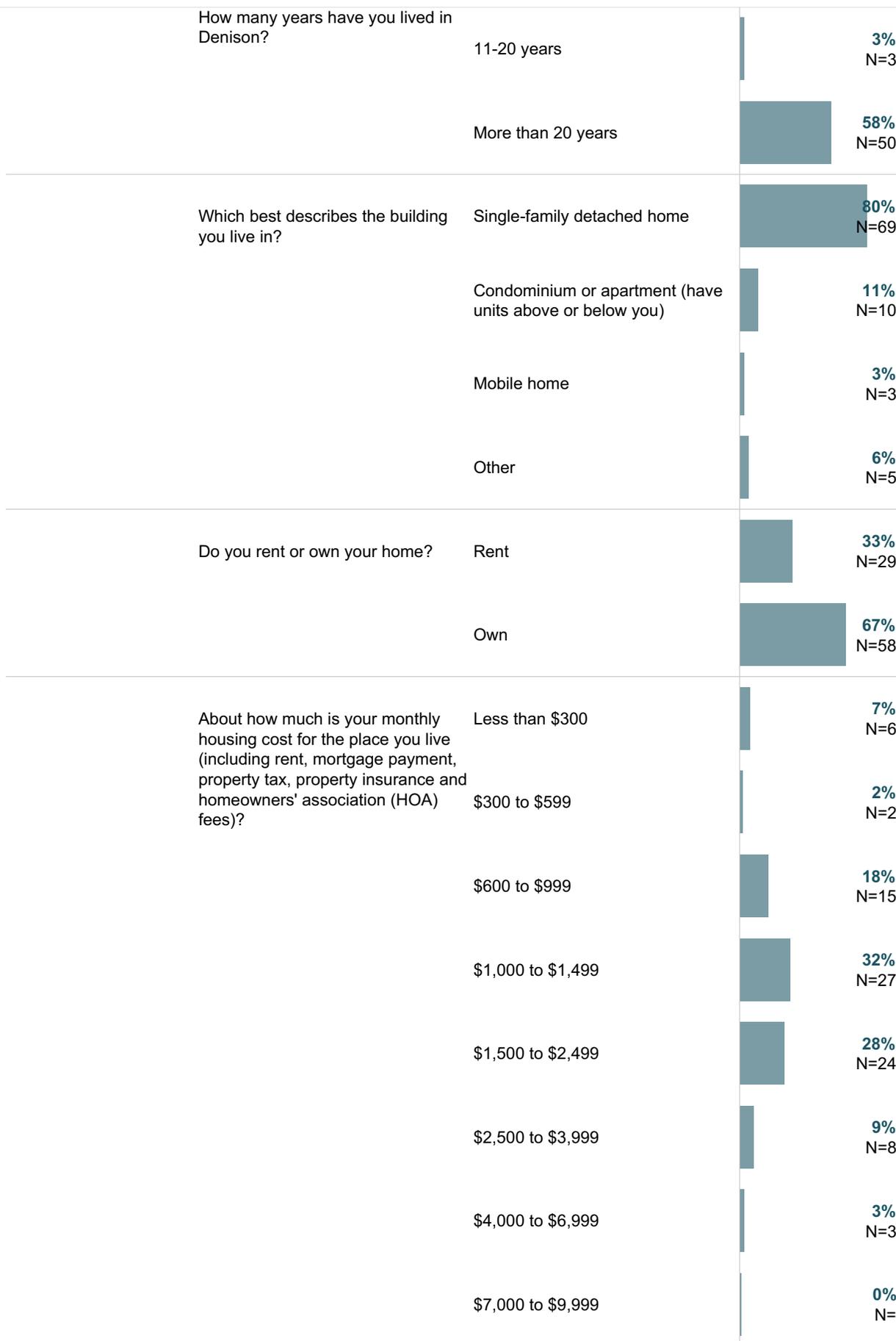
Custom

Please rate the quality of your most recent interaction with each of the following City of Denison departments in the past 12 months. (If you have not had contact with a department in the past 12 months, please select "did not contact").



Custom	Please rate the quality of your most recent interaction with each of the following City of Denison departments in the past 12 months. (If you have not had contact with a department in the past 12 months, please select "did not contact").	Fire Department	Fair	10% N=9
			Poor	6% N=5
			Did not contact	47% N=40
		Police Department	Excellent	34% N=29
			Good	7% N=6
			Fair	8% N=7
			Poor	22% N=19
			Did not contact	30% N=26
		What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaska Native	14% N=12
			Asian	0% N=
			Black or African American	0% N=
			White	89% N=77
			A race not listed	2% N=2
	Demographic	How many years have you lived in Denison?	Less than 2 years	6% N=5
			2-5 years	21% N=18
6-10 years			12% N=11	

Demographic

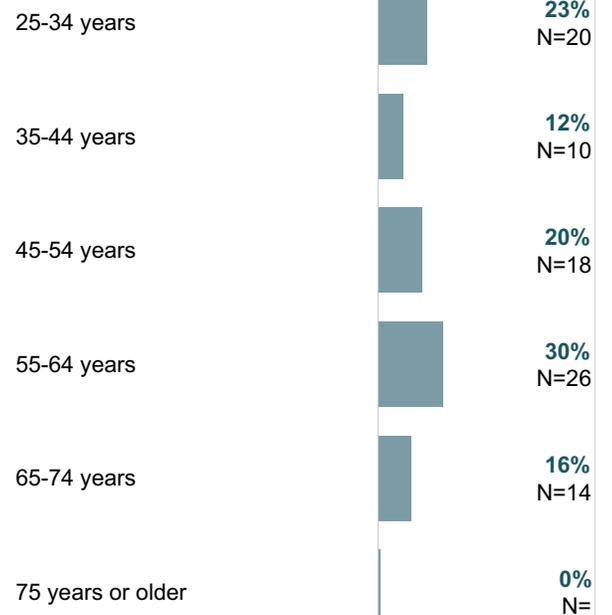


Demographic

(including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	\$10,000 or more	0% N=
Do any children 17 or under live in your household?	No	68% N=59
	Yes	32% N=28
Are you or any other members of your household aged 65 or older?	No	77% N=67
	Yes	23% N=20
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	2% N=2
	\$25,000 to \$49,999	10% N=8
	\$50,000 to \$74,999	19% N=16
	\$75,000 to \$99,999	18% N=15
	\$100,000 to \$149,999	19% N=16
	\$150,000 to \$199,999	18% N=15
	\$200,000 to \$299,999	5% N=5
	\$300,000 or more	9% N=8
	Are you of Hispanic, Latino/a/x, or Spanish origin?	No, not of Hispanic, Latino/a/x, or Spanish origin
Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin		6% N=5
In which category is your age?	18-24 years	0% N=

Demographic

In which category is your age?



What is your gender?



The City of Denison 2023 Community Survey

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 Denison.

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

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

6. Please rate each of the following in the Denison 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 Denison.....	1	2	3	4	5
Variety of business and service establishments in Denison	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 Denison	1	2	3	4	5
Overall image or reputation of Denison.....	1	2	3	4	5

7. Please also rate each of the following in the Denison 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 Denison	1	2	3	4	5
Ease of travel by public transportation in Denison	1	2	3	4	5
Ease of travel by bicycle in Denison	1	2	3	4	5
Ease of walking in Denison.....	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 Denison.....	1	2	3	4	5
Overall appearance of Denison.....	1	2	3	4	5
Cleanliness of Denison.....	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 Denison	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 Denison (in-person, phone, email, or web) for help or information.....	1	2
Contacted Denison 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 Denison	1	2
Campaigned or advocated for a local issue, cause, or candidate	1	2
Voted in your most recent local election.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

The City of Denison 2023 Community Survey

9. Please rate the quality of each of the following services in Denison.

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

10. Please rate the following categories of Denison 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 Denison	1	2	3	4	5
The overall direction that Denison is taking.....	1	2	3	4	5
The job Denison government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Denison 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 the City of Denison?

- Excellent
 Good
 Fair
 Poor
 Don't know

12. Please rate how important, if at all, you think it is for the Denison 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 Denison.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot) in Denison.....	1	2	3	4
Overall design or layout of Denison’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in Denison (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4
Overall feeling of safety in Denison.....	1	2	3	4
Overall quality of natural environment in Denison.....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Denison.....	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. Prior to living in the City of Denison, which statement best describes your previous residency?

- I am a Denison native/resided in the City for 10+ years
- The greater Dallas-Fort worth area
- Elsewhere in Texas
- Another state
- A country outside of the United States

14. Please rate each of the following aspects of Denison’s downtown.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don’t know</u>
Variety of shopping options.....	1	2	3	4	5
Variety of dining and entertainment options.....	1	2	3	4	5
Availability of downtown living.....	1	2	3	4	5
Variety of professional services (e.g., real estate, medical, financial/legal, etc.).....	1	2	3	4	5
Number of family-oriented businesses.....	1	2	3	4	5

15. 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 (cityofdenison.com).....	1	2	3
Local newspapers.....	1	2	3
Other local media (radio or local television stations).....	1	2	3
City water bill insert.....	1	2	3
City Council meetings or other public meetings.....	1	2	3
Talking with City officials.....	1	2	3
City communications via social media (e.g., Facebook, Twitter, Instagram, Nextdoor, etc.)..	1	2	3
City of Denison email blasts.....	1	2	3
Word-of-mouth.....	1	2	3

16. Please rate the quality of your most recent interaction with each of the following City of Denison departments in the past 12 months. (If you have not had contact with a department in the past 12 months, please select “did not contact”).

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Did not contact</u>
Building Department.....	1	2	3	4	5
Parks and Recreation.....	1	2	3	4	5
Water Department (billing).....	1	2	3	4	5
Water Services (wastewater and sewage).....	1	2	3	4	5
Refuse services.....	1	2	3	4	5
City Clerk.....	1	2	3	4	5
Fire Department.....	1	2	3	4	5
Police Department.....	1	2	3	4	5

The City of Denison 2023 Community Survey

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 Denison?

- 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?

- Single-family detached home
 Townhouse or duplex (may share walls but no units above or below you)
 Condominium or apartment (have units above or below you)
 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 \$300 \$2,500 to \$3,999
 \$300 to \$599 \$4,000 to \$6,999
 \$600 to \$999 \$7,000 to \$9,999
 \$1,000 to \$1,499 \$10,000 or more
 \$1,500 to \$2,499

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 \$100,000 to \$149,999
 \$25,000 to \$49,999 \$150,000 to \$199,999
 \$50,000 to \$74,999 \$200,000 to \$299,999
 \$75,000 to \$99,999 \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

- No Yes

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
 Black or African American
 Native Hawaiian or Other Pacific Islander
 White
 A race not listed

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?

- Woman
 Man
 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