

# *Community Survey*

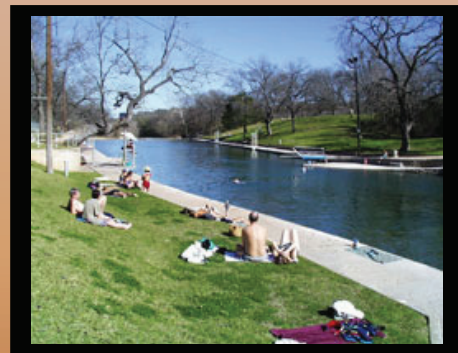
## Final Report



Submitted to

*The City of*

*Austin, Texas*



by

**ETC Institute**

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in association with

**Wallace, Todd & Roberts, LLC**

April 2010

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## *2010 Community Survey* Executive Summary Report

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### **Overview of the Methodology**

The City of Austin conducted a Community Survey as part of a comprehensive long range plan during February and March of 2010. The purpose of the survey was to gather citizen input as a cornerstone of the long range planning effort. The survey was designed to obtain statistically valid results from households throughout the City of Austin. The survey was administered by a combination of mail and phone.

ETC Institute worked extensively with City of Austin officials, as well as members of the Wallace, Roberts & Todd LLC project team in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

ETC Institute mailed surveys to a random sample of 6,000 households throughout the City of Austin. Approximately three days after the surveys were mailed, each household that received a survey also received an electronic voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed ETC Institute began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 1,200 completed surveys from City of Austin households, including at least 200 from each of the five reporting areas. These goals were accomplished, with a total of 1,311 surveys having been completed, including 245 or more from each of the five reporting areas. The results of the random sample of 1,311 households have a 95% level of confidence with a precision of at least +/-2.7%.

The following pages summarize major survey findings.

## Major Survey Findings

- **Strengths of the City of Austin.** The aspects that the highest percentage of households rated as a “major strength” or “strength” for the City of Austin are: availability of arts, music and cultural amenities (79%), the University of Texas (76%), the State Capital (75%), unique local identity (74%), availability of parks and open space (73%), and quality of local businesses (73%).
- **Importance of Living Near Various Facilities and Amenities.** The facilities and amenities that the highest percentage of households rated as being “very important” or “somewhat important” to live near are: fire stations (93%), grocery stores (92%), hospitals and medical facilities (91%), parks, sports, and recreation facilities (87%), shopping areas (84%), place of employment (82%), sidewalks, biking and hiking trails (80%), and good schools (80%).
- **Potential Areas for Growth and Development.** The areas where households most support growth and development occurring are: near public transportation stations, stops, and routes (56%), centers outside of downtown (50%), and along roadway corridors (43%).
- **Transportation Issues That Should Receive the Most Emphasis.** Based on the sum of their top three choices, the transportation issues that households feel should receive the most emphasis from city leaders over the next two years are: ease of travel by car on freeways (49%), ease of north/south travel in Austin (37%), quality of public transportation – bus service (33%), ease of travel by car on major streets (31%), and ease of east/west travel in Austin (30%).
- **Allocation of \$100 Among Various Transportation Improvements.** Respondents would allocate \$27 out of \$100 for improvements to freeways. The remaining \$73 was allocated as follows: improvements to major streets throughout Austin (\$18), improvements to public transportation – bus service (\$14), improvements to public transportation – rail service (\$14), improvements to neighborhood streets (\$13), improvements to walking and biking systems (\$12), and “other” (\$2).

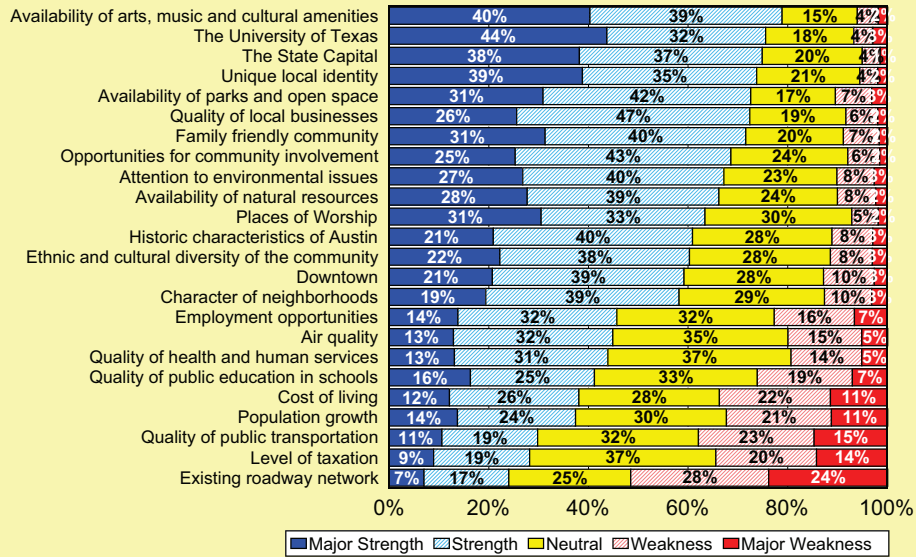
- **Future of Austin.** Based on the sum of their top four choices, the ideas that best represent households' vision for the future of Austin are: quality public schools (38%), affordable tax rate (32%), affordable housing (28%), high paying jobs/employment opportunities (27%), and reduced traffic congestion (26%).
  
- **Allocation of \$100 Among Various Capital Improvement Initiatives.** Respondents would allocate \$25 out of \$100 to improve the transportation system. The remaining \$75 was allocated as follows: develop health and human service facilities (\$21), repair and restore deteriorating infrastructure (\$16), develop public safety facilities (\$13), develop parks and recreation and facilities (\$9), develop community facilities (\$8), acquire open space (\$6), and "other" (\$2).

***Section 1:  
Charts and Graphs***

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### Q1. Level of Strength of Various Aspects of Life in the City of Austin

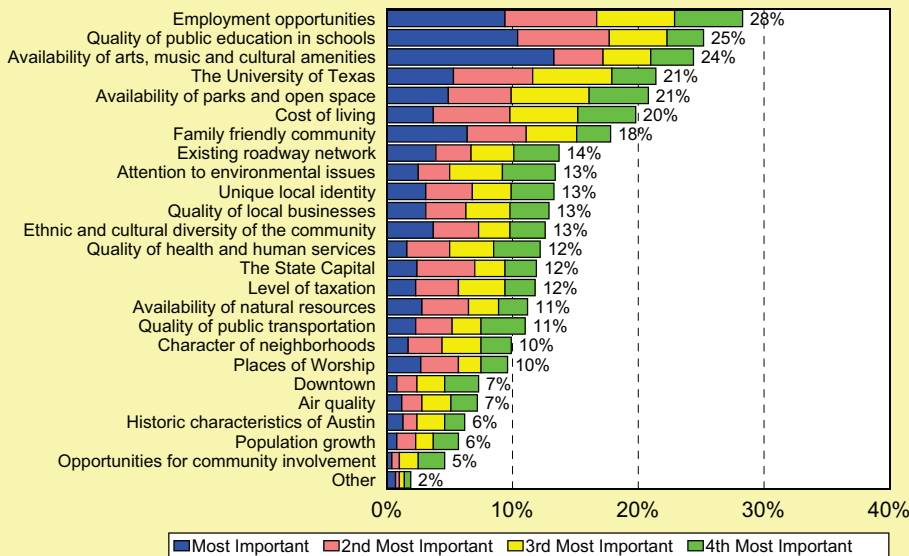
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

### Q2. Aspects That Households Feel Are Most Important to be Major Strengths for the City of Austin

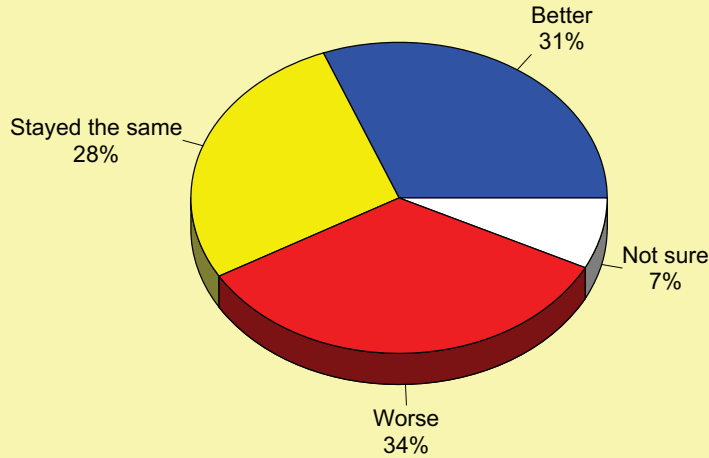
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (April 2010)

**Q3. Since You Have Lived in the City of Austin, Do You Generally Think the Quality of Life Is Better, Has Stayed the Same, or Is Worse?**

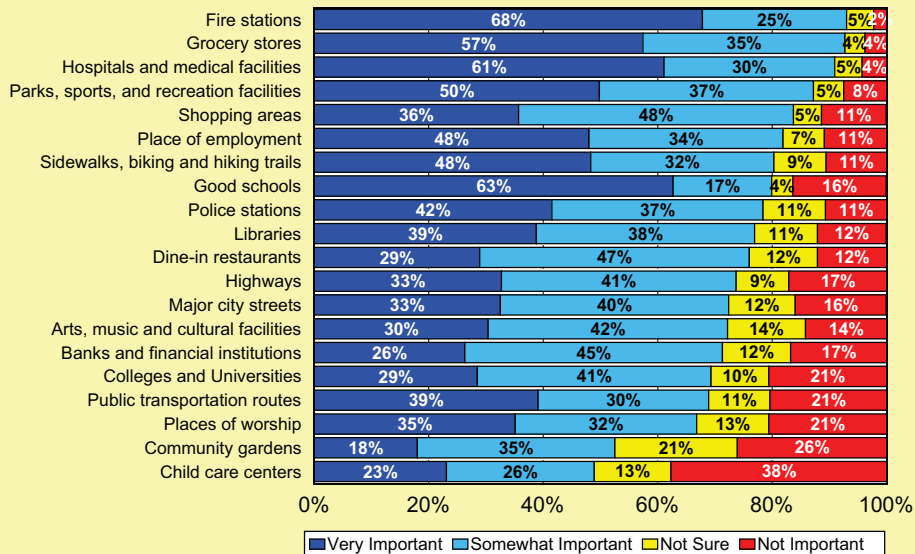
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

**Q4. Importance of Living Near Various Facilities and Amenities**

by percentage of respondents

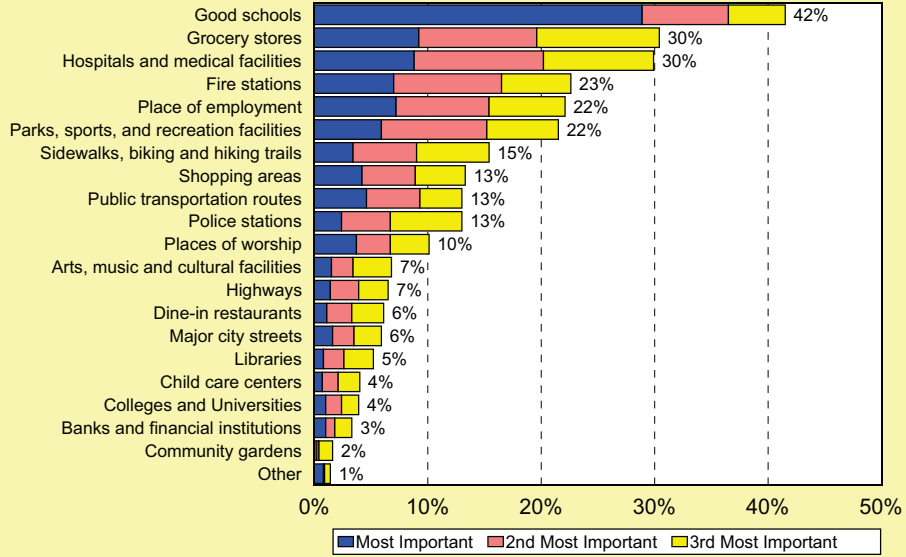


Source: Leisure Vision/ETC Institute (April 2010)



### Q5. Facilities and Amenities That Are Most Important for Respondents to Live Near

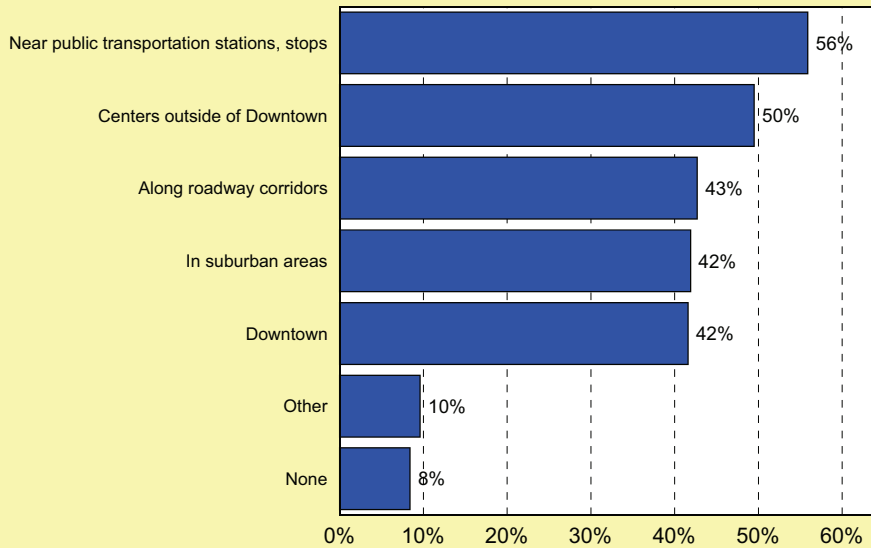
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (April 2010)

### Q6. Areas Respondents Most Support Growth and Development Occuring

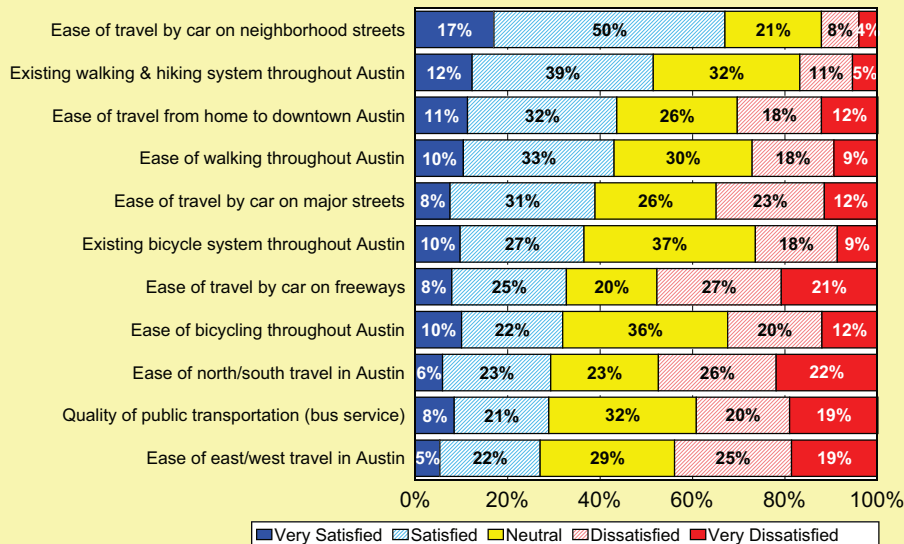
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (April 2010)

### Q7. Level of Satisfaction with Various Components of the City's Transportation System

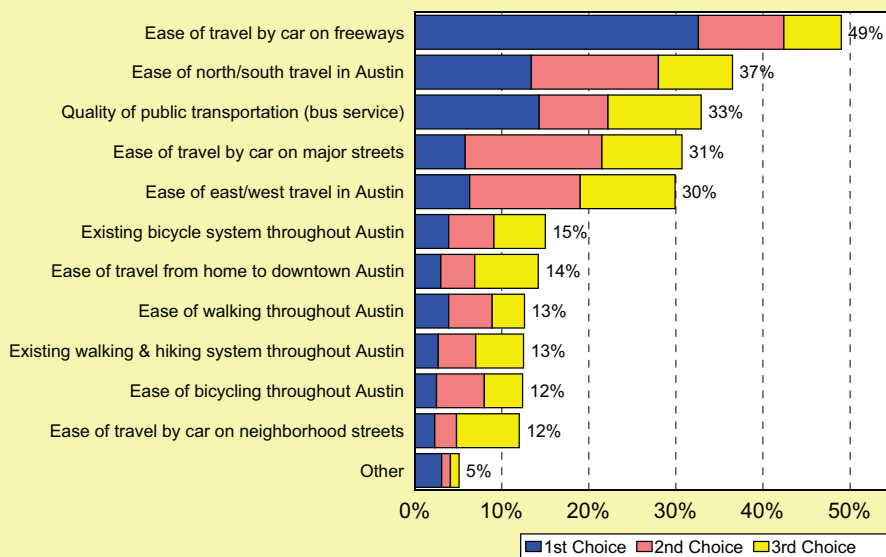
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (April 2010)

### Q8. Transportation Issues That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

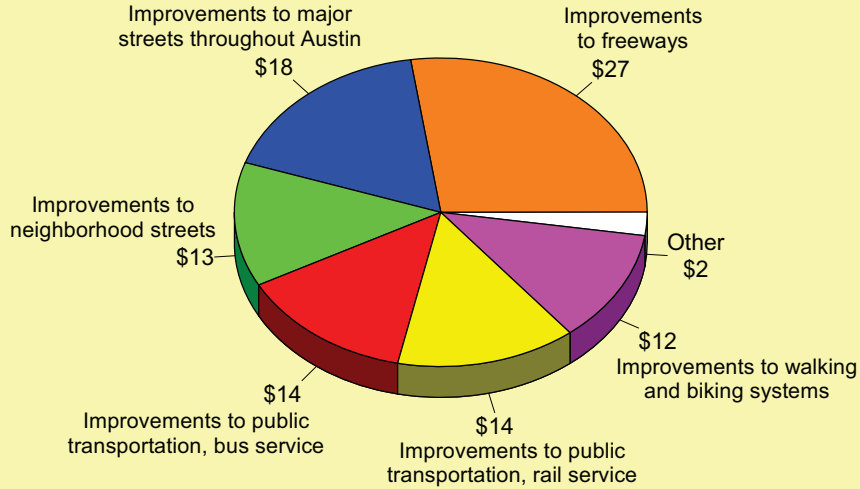
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (April 2010)

### Q9. Allocation of \$100 Among Various Transportation Improvements

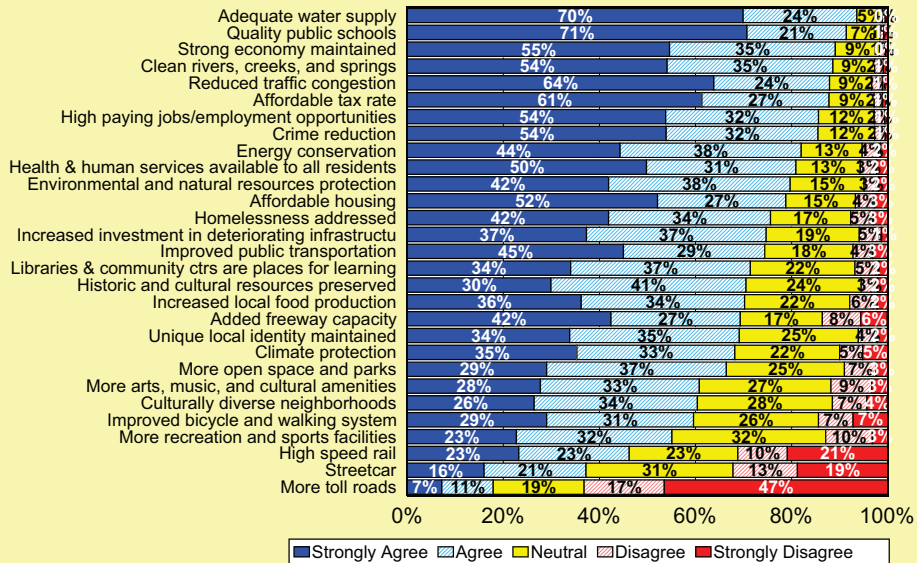
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

### Q10. Level of Agreement That the City of Austin's Future of Should Include the Following:

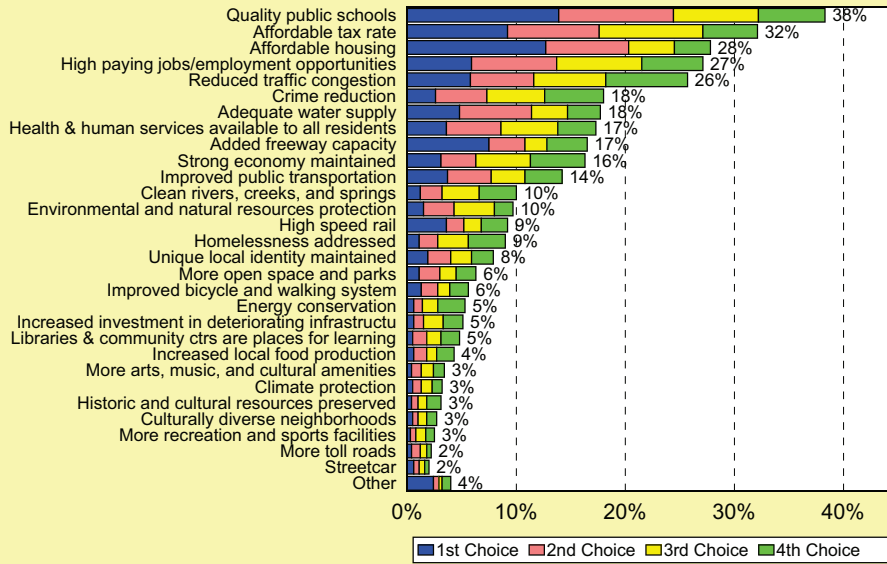
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

### Q11. Assets That Best Represent Respondents' Vision for the Future of the City of Austin

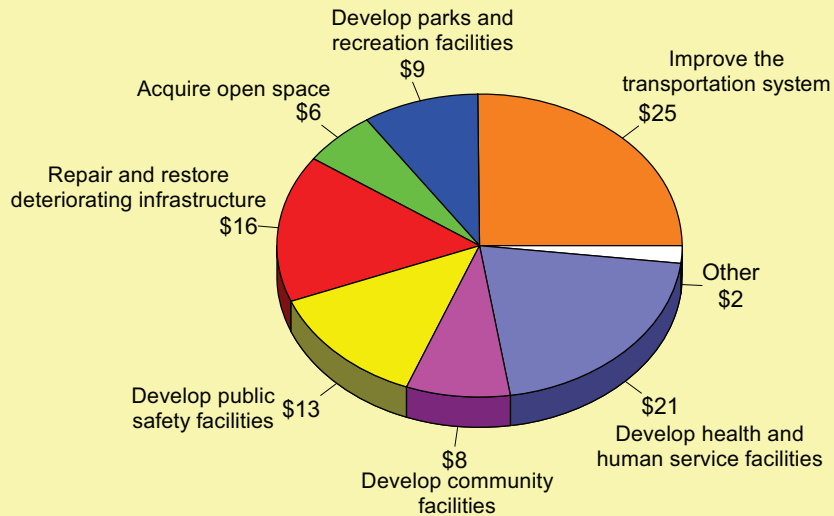
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (April 2010)

### Q12. Allocation of \$100 Among Various Capital Improvement Initiatives

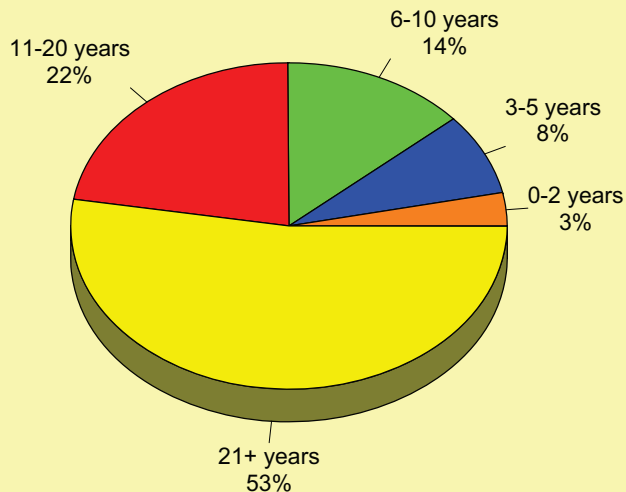
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

### Q13. Demographics: How Long Have You Lived in Austin?

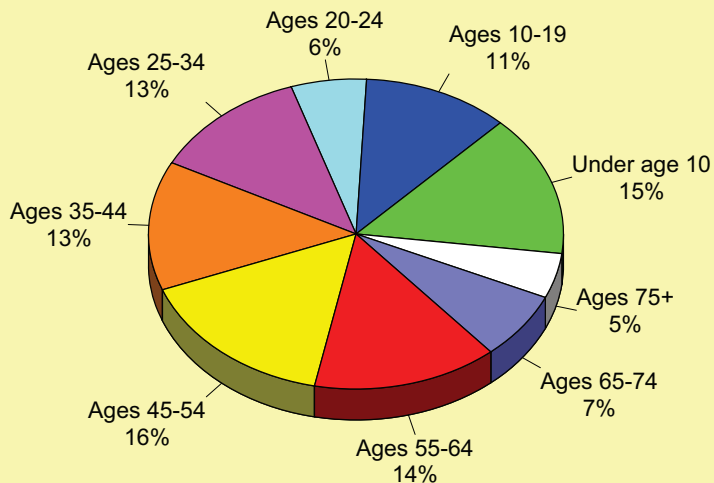
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

### Q14. Demographics: Ages of People in Household

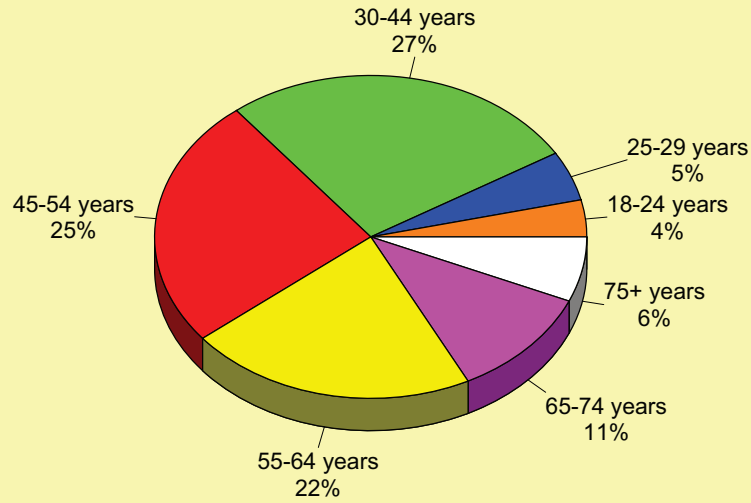
by percentage of household occupants



Source: Leisure Vision/ETC Institute (April 2010)

### Q15. Demographics: Age of Respondents

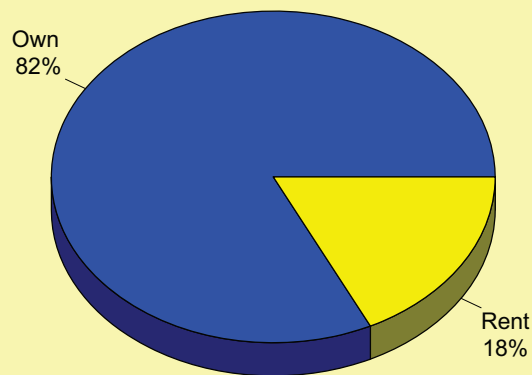
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

### Q16. Demographics: Do You Own or Rent Your Home?

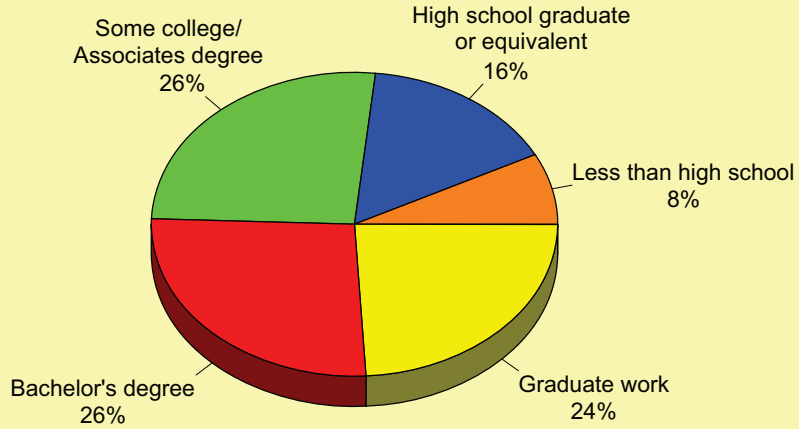
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

### Q17. Demographics: What Is Your Highest Level of Education?

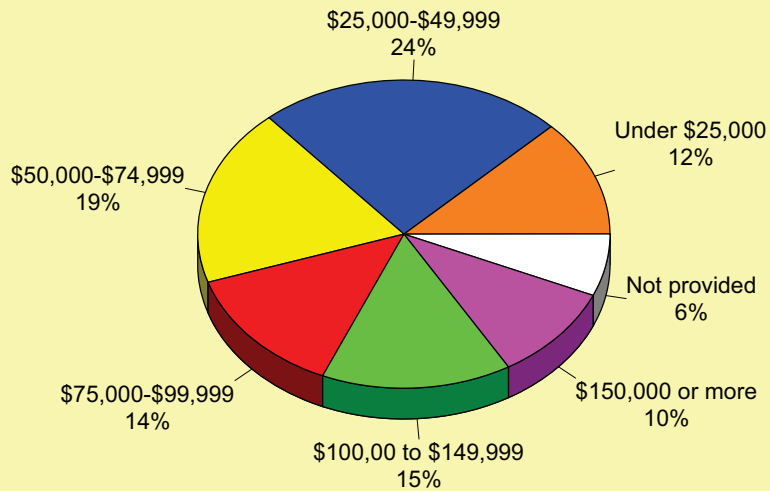
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

### Q18. Demographics: Total Annual Household Income

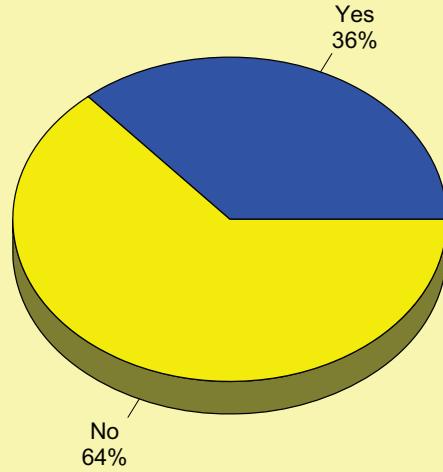
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

### Q19. Demographics: Are You or Members of Your Household of Hispanic or Latin Ancestry?

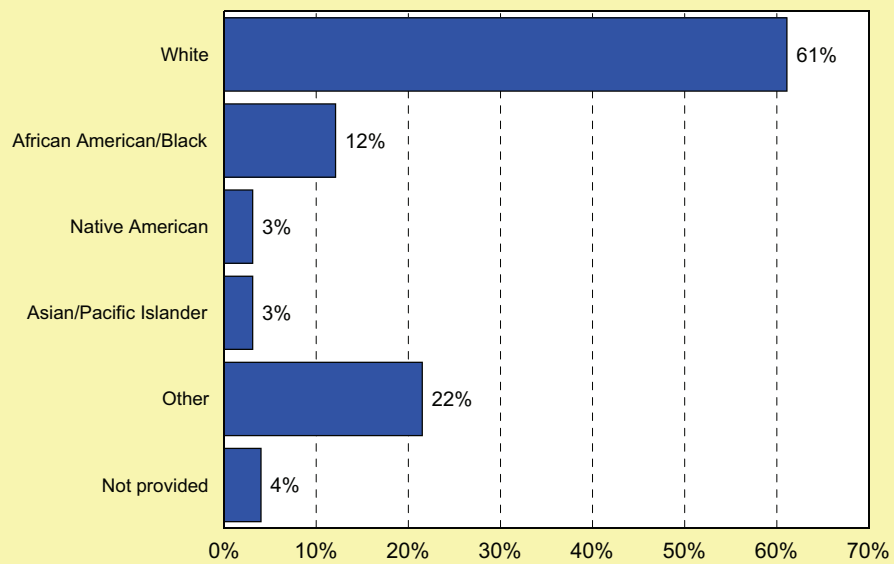
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

### Q20. Demographics: Race

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (April 2010)



