

Temple, TX

The National Community Survey

Report of Results
2026

Report by:



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About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Temple. 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 NCS was developed by the experts from National Research Center at Polco in partnership with the International City/County Management Association (ICMA) and has been administered in hundreds of communities across the United States.



Great communities are partnerships of the government, private sector, community-based organizations, and residents, all geographically connected. The NCS focuses on the livability of Temple by categorizing survey questions into the ten main “facets” of community livability shown below, in addition to ratings for quality of life and local governance. These facets have been identified through years of extensive survey research as those that are most impactful to residents’ quality of life.

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture

The report provides the opinions of a representative sample of 3,500 residents of the City of Temple collected from January 8th, 2026 to February 27th, 2026. The margin of error around any reported percentage is 6% for all respondents. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Temple.

Reporting Results

For the most part, the percentages presented in this report represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (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 a “don’t know” response is shown in the full set of responses included in the “Complete Data” section; however, these responses have been removed from the analyses presented in the main body of the report. Therefore, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

Polco’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 400 communities whose residents evaluated the same kinds of topics on The NCS. The comparison evaluations include surveys from the past five years. If a jurisdiction has conducted multiple efforts in the past five years, only the most recent survey is included in the benchmark database. Polco 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, Temple’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 Temple residents. Being rated as “higher” or “lower” than the benchmark means that Temple’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 Temple’s average rating was more than 20 points different when compared to the benchmark.

In addition to these national benchmarks, comparisons were also made to a smaller cohort of communities that

The NCS Report Temple 2026 | Polco

align more closely to the demographics in Temple. This cohort included Auburn (Alabama), Bowling Green (Kentucky), Las Cruces and Rio Rancho (New Mexico), Edmond (Oklahoma), Johnson City and Kingsport (Tennessee), Baytown, Bedford, Denton, DeSoto, Georgetown, Huntsville, Mesquite, Missouri City, New Braunfels, Round Rock, San Marcos and Schertz (Texas). Comparisons to these communities can be found throughout the report and in the Custom Benchmarks tab.

Trends over time

Trend data for Temple 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 8.6% percentage points between the 2023 and 2026 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 Temple were eligible to participate in the survey. A list of all households within the zip codes serving Temple was purchased from Polco's mailing vendor, based on updated listings from the United States Postal Service.

Since some of the zip codes that serve Temple 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 Temple 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 areas. From that list, addresses were randomly selected as survey recipients, with multi-family housing units sampled at a rate of 5:3 compared to single family housing units.

Conducting the Random Sample Survey

The 3,500 randomly selected households received mailings beginning on January 8th, 2026 and data collection for the survey remained open for seven weeks. The first mailing was a postcard inviting the household to participate in the survey online. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. 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.

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

About 7% of the 3,500 mailed invitations were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 3,254 households that received the invitations to participate, 251 completed the survey, providing an overall response rate of 8%. Of the 251 responses, 241 were completed in English and 10 were completed in Spanish. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.¹

It is customary to describe the precision of estimates 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 quantifies the sampling error or imprecision of the survey results based on the total number of responses received. This is because *some* residents' opinions are relied on to estimate *all* residents' opinions. The margin of error for the City of Temple survey is no greater than plus or minus 6 percentage points around any given percent reported for all respondents (251 completed surveys).

Conducting the Open Participation Survey

In addition to the randomly selected "probability sample" of households, a link to an online open-participation survey was publicized by the City of Temple. 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 Temple 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 February 5th, 2026. The survey remained open for three weeks and 1,360 responses were received. The data presented in the following report excludes the open participation survey data, but the online report includes a tab which provides the complete open participation results.

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 survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python, and Tableau.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2024 American Community Survey estimates for adults in the City of Temple. 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.² The results of the weighting scheme for the probability sample are presented in the following table.

		Unweighted	Weighted	Target ⁴
Age	18-34	10%	34%	34%
	35-54	23%	31%	32%
	55+	67%	34%	34%
Area	Area 1	32%	27%	27%
	Area 2	15%	26%	26%
	Area 3	31%	25%	25%
	Area 4	22%	22%	22%
Hispanic origin	No	86%	75%	75%
	Yes	14%	25%	25%
Housing tenure	Own	82%	52%	52%
	Rent	18%	48%	48%
Housing type	Attached	13%	35%	35%
	Detached	87%	65%	65%
Race & Hispanic origin	Not white alone	26%	45%	45%
	White alone, not Hispanic or Latino	74%	55%	55%
Sex	Man	42%	49%	49%
	Woman	58%	51%	51%
Sex/age	Man 18-34	4%	17%	17%
	Man 35-54	9%	16%	16%
	Man 55+	28%	15%	15%
	Woman 18-34	6%	17%	17%
	Woman 35-54	15%	16%	16%
	Woman 55+	37%	19%	19%

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, and can include non-response error, coverage error, recall bias, and social desirability bias.

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 survey responders. For general resident surveys, where the results are meant to be generalized to the entire adult population living in households, the mailing lists based on the Delivery Sequence File from the United States Post Office may exclude certain types of housing units, such as those in multi-family buildings where mail is addressed to a named resident at the address rather than to a specific unit or where residents only receive their mail at a post office box and the geographic location of a residence cannot be determined, there may be a *coverage error*, although for most locations, this is minimal. Respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events, for example), and for some survey items, they may answer in ways they think cast their responses in a more favorable light (*recall bias* and *social desirability bias*).

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://blog.polco.us/polco-knowledgebase/margin-of-error-and-confidence-level-in-survey-results>

Contact

The City of Temple funded this research. Please contact Wilson Whitener of the City of Temple at wwhitener@templetx.gov if you have any questions about the survey.

1. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>
2. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
3. Targets come from the 2020 Census and 2024 American Community Survey

Key Findings

Community Strengths

Most residents rate Temple positively as a place to live and plan to stay.

- Nearly 9 in 10 residents indicated they would remain in Temple for the next five years, and about three-quarters noted they would recommend living in Temple to someone who asks.
- About 7 in 10 community members gave positive ratings for Temple as a place to live, with over half rating Temple as a place to retire as excellent or good.

Feeling safe remains a community strength.

- About 8 in 10 residents said they felt safe in their neighborhood during the day, though this rating was lower than the national benchmark.
- A similar share felt safe in Temple's downtown/commercial area during the day (79%).
- Roughly 7 in 10 respondents felt safe from violent crime and from property crime, though ratings for violent crime were lower than the national benchmark.

Core services and community amenities earn positive reviews, led by fire and library services.

- Fire-related services were a standout, with over 8 in 10 giving positive ratings for fire services and about 7 in 10 for fire prevention and education.
- Just over half of residents gave excellent or good ratings for public information services (54%).
- Ratings also remained majority-positive for several amenities, including public library services (74%), City parks (60%), fitness opportunities (59%), and availability of preventive health services (59%).

Focus Areas

Mobility ratings may show room to improve street conditions and driving options.

- Just over one-third of residents gave positive ratings for the overall quality of the transportation system.
- Ratings for getting around declined significantly since 2023, including traffic flow on major streets (from 51% excellent or good in 2023 to 36% in 2026) and ease of travel by car (from 77% to 61%).
- Positive ratings for public transit were limited, with about 3 in 10 rating bus or transit services positively (lower than the national benchmark) and fewer than 2 in 10 rating ease of travel by public transportation positively (declining from 28% in 2023).
- Street maintenance may be a key opportunity area: about one-third of residents rated street repair positively, lower than both the national benchmark and custom benchmark (similar communities).

Economic ratings may indicate opportunities to strengthen jobs, retail variety, and downtown vitality.

- Fewer than half of residents rated the overall economic health positively, reflecting a statistically significant decline since 2023 (from 61%).
- About one-third of respondents gave positive ratings for employment opportunities, which also declined significantly (from 58% in 2023).
- Fewer than half of community members rated the variety of business and service establishments positively, representing a decline since 2023 and lower than both the national and custom benchmarks.
- About 3 in 10 gave positive ratings for shopping opportunities, which was also lower than both benchmark comparisons.
- The vibrancy of the downtown/commercial area was rated positively by about 4 in 10 residents (decreasing by 11-percentage points since 2023) and was lower than both the national and custom benchmarks.

Governance ratings suggest a need to build confidence and pathways for resident involvement.

- Overall trust measures declined significantly since 2023, including overall confidence in Temple government (from 57% excellent or good in 2023 to 40% in 2026) and the overall direction that Temple is taking (from 68% to 51%).
- About 4 in 10 residents positively rated the value of services for the taxes paid to Temple (declining from 56% in 2023).
- Ratings also declined for several aspects of government performance, including:
 - being honest (from 65% in 2023 to 49% in 2026)
 - being open and transparent to the public (from 59% to 45%)
 - generally acting in the best interest of the community (from 65% to 56%).
- The job Temple government does at welcoming resident involvement received positive ratings from fewer than half (38%), declining since 2023.

Other Notable Results

- About 7 in 10 residents said it was very or somewhat easy to find information about the City government and its activities, events and services.
- Residents most often relied on a mix of digital and traditional communication sources, including:
 - The City website (61% major source)
 - Social media platforms (60%)
 - Email (e.g., digital newsletters; 48%)
 - Local news (TV, radio, newspapers; 48%)
 - Direct mail (45%)
- When asked to rate the importance of various local amenities, residents rated the following as most important:
 - Parks and playgrounds (73% essential or very important)
 - Public libraries (66%)
 - Bike trails and pedestrian paths (65%)
- Consequently, residents most strongly supported long-term investments in these public community facilities if the need is demonstrated.
- Residents were also asked which facility investments should be the highest priority over the next 10 years. The following top five priorities emerged:
 - Parks and playgrounds (43% of residents selected)
 - Public libraries (43%)
 - Trails and connectivity (39%)
 - Bike trails and pedestrian paths (36%)
 - Arts and entertainment spaces (33%)

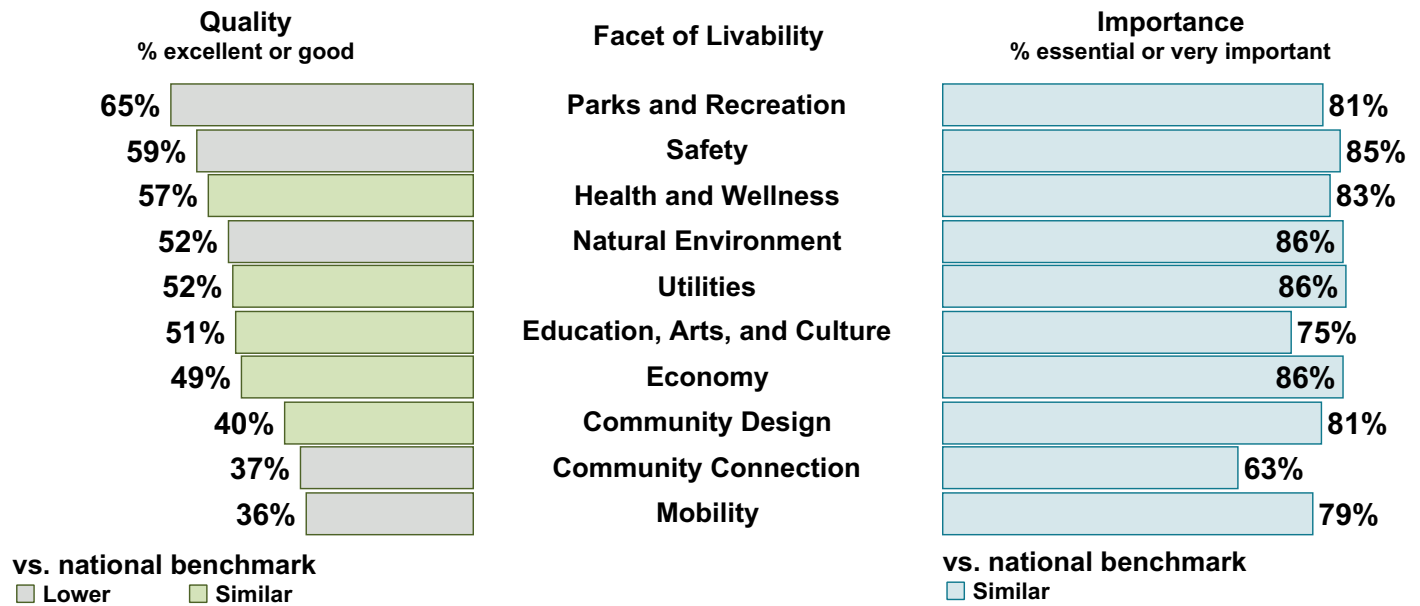
Facets of Livability



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.

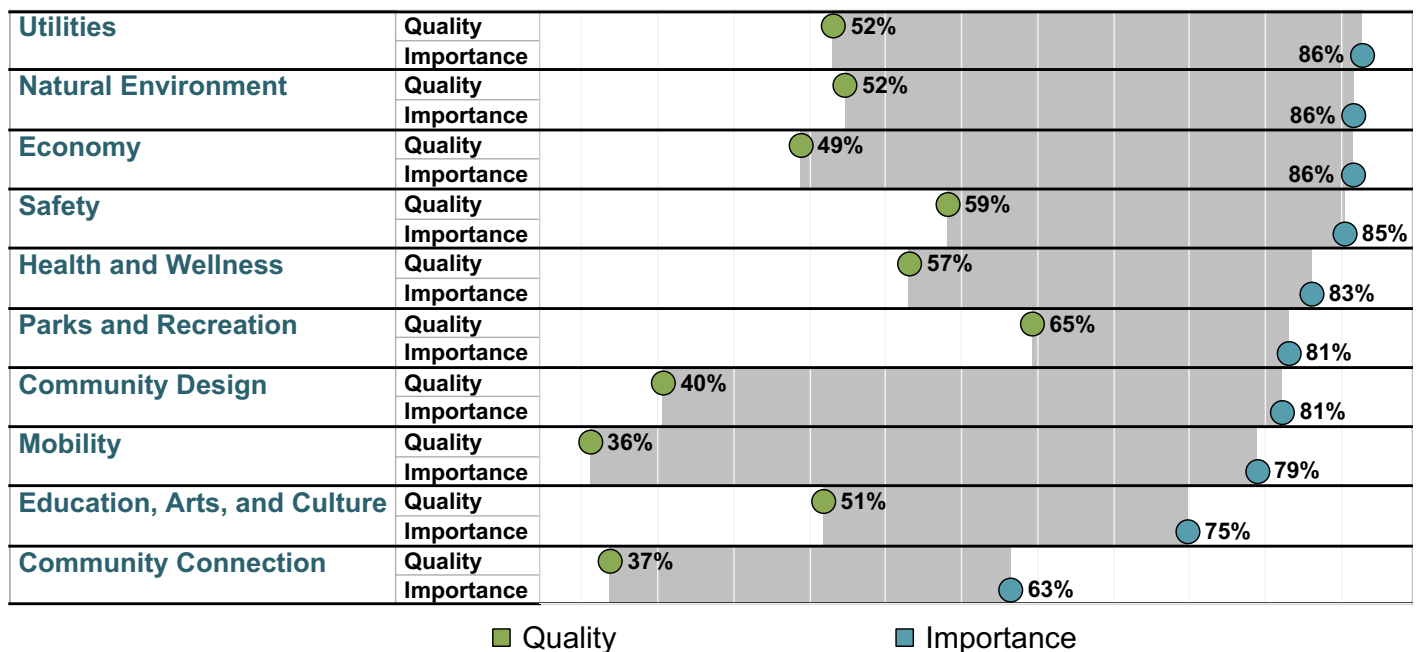
Quality and Importance by the Numbers

The table below shows the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local quality ratings were lower, similar, or higher than communities across the country (the national benchmark).



Quality/Importance Gap Analysis

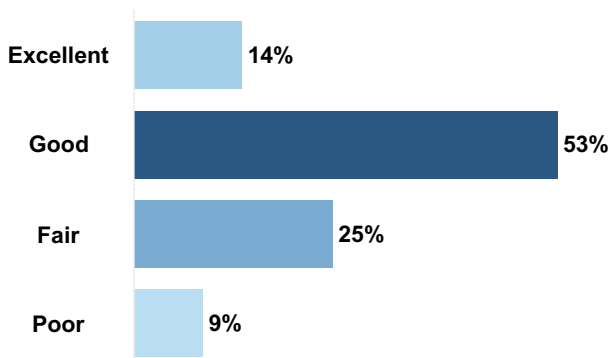
The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.



Quality of Life

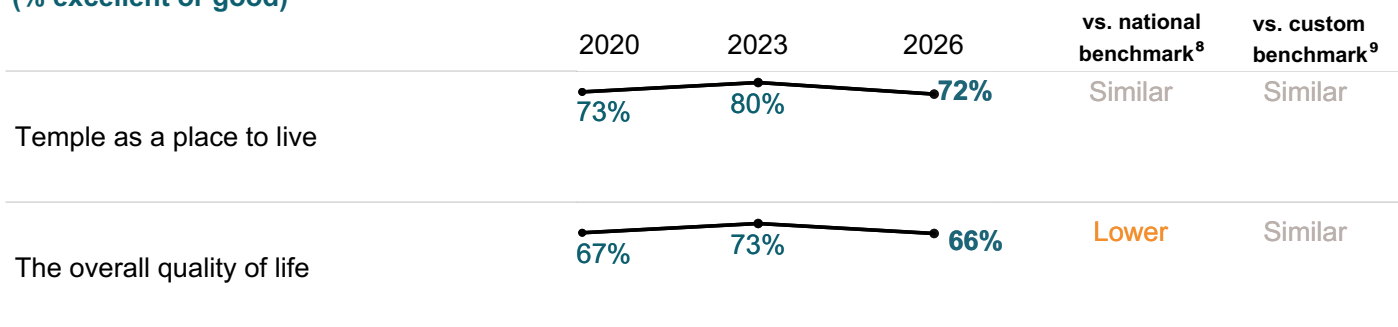
Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

The overall quality of life in Temple, 2025



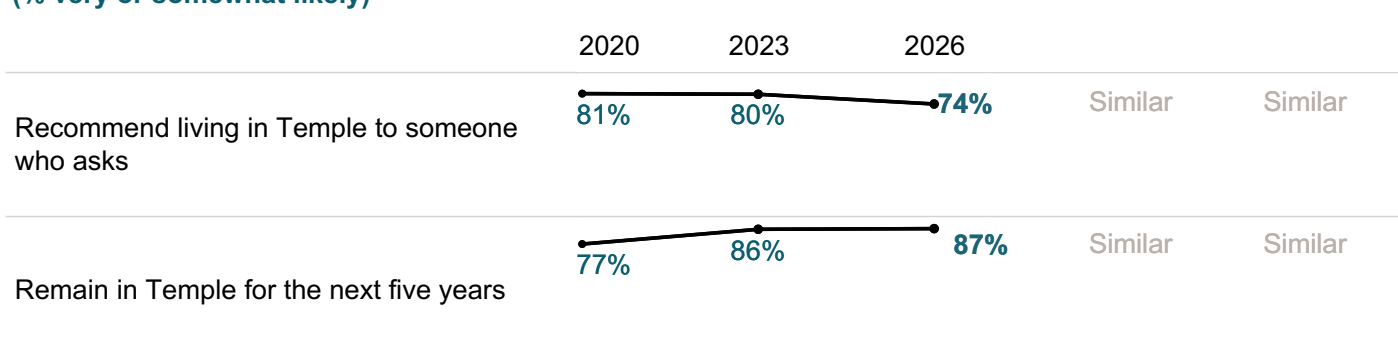
Please rate each of the following aspects of quality of life in Temple.

(% excellent or good)



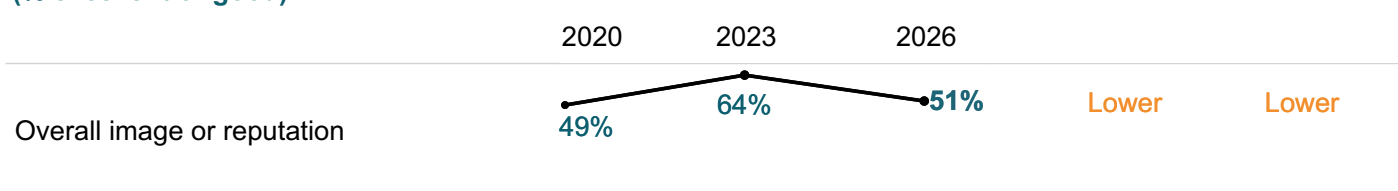
Please indicate how likely or unlikely you are to do each of the following.

(% very or somewhat likely)



Please rate each of the following in the Temple community.

(% excellent or good)



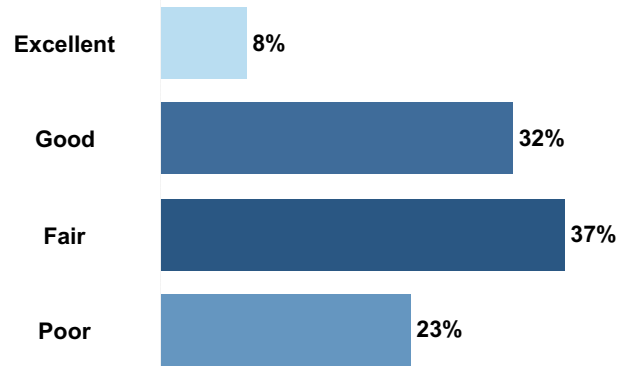
8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

9. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

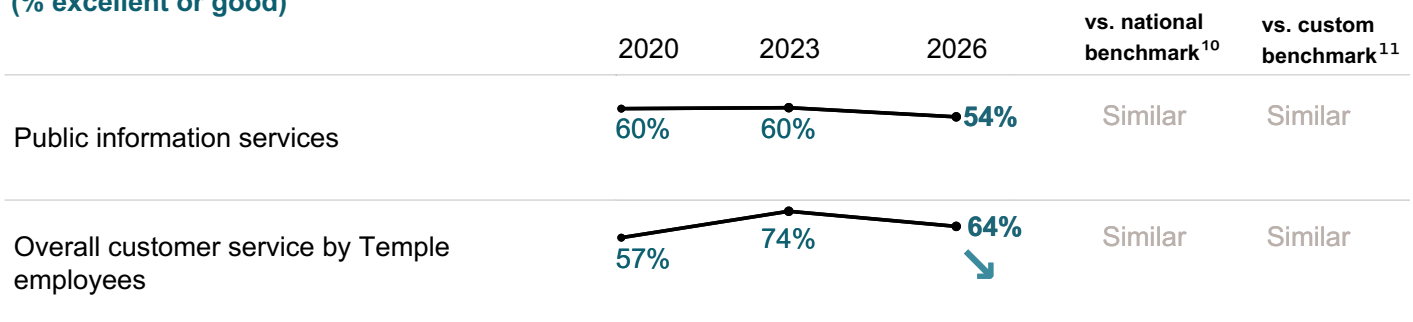
Governance

Strong local governments deliver results that meet residents' needs, use resources effectively, and respond to both current and future community priorities.

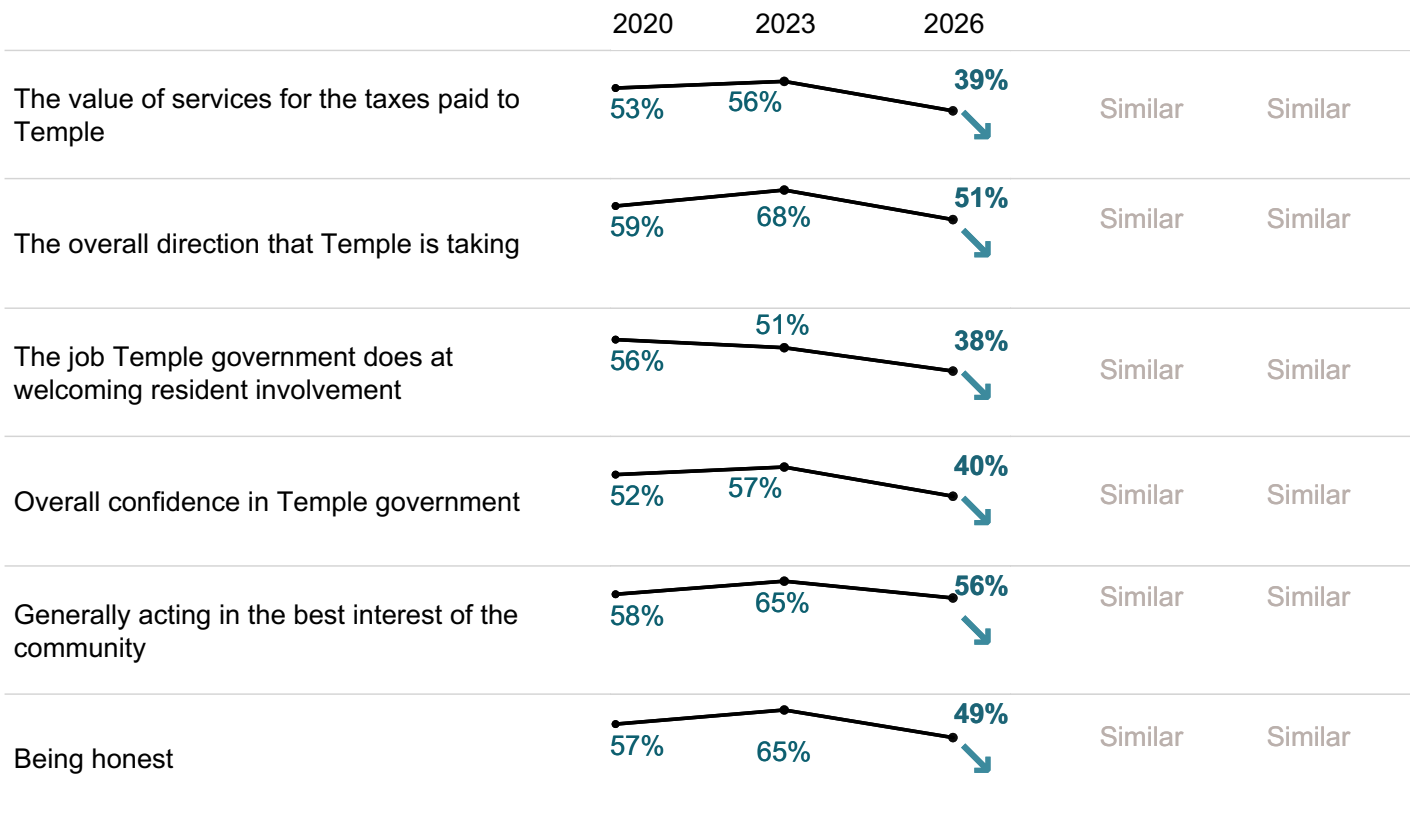
Overall confidence in Temple government, 2025

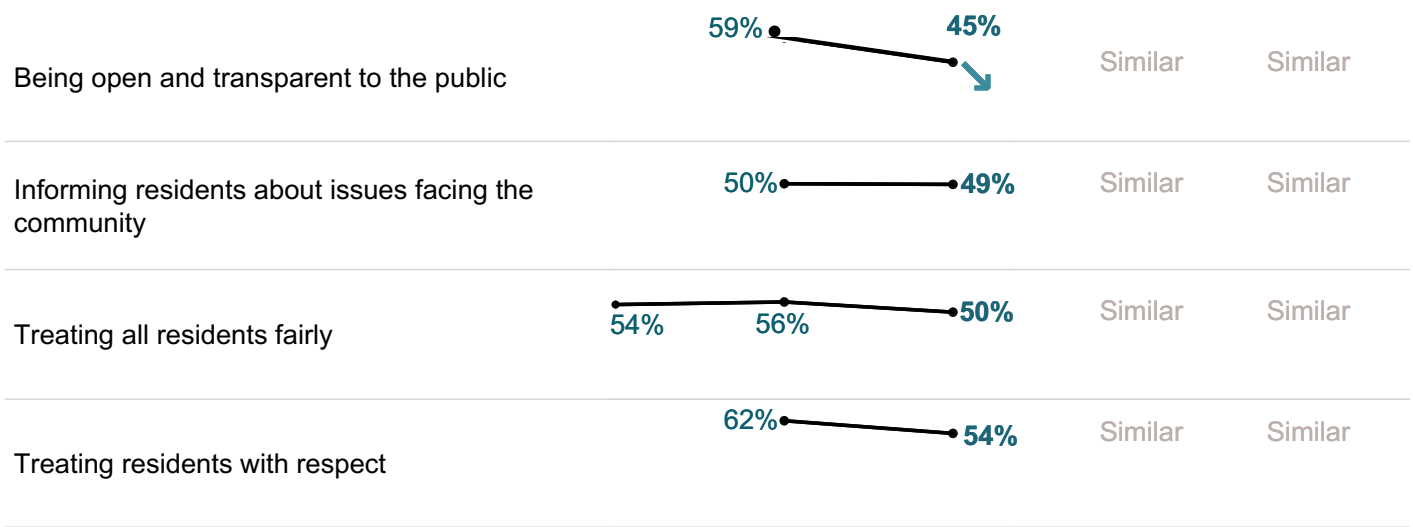


Please rate the quality of each of the following services in Temple.
(% excellent or good)

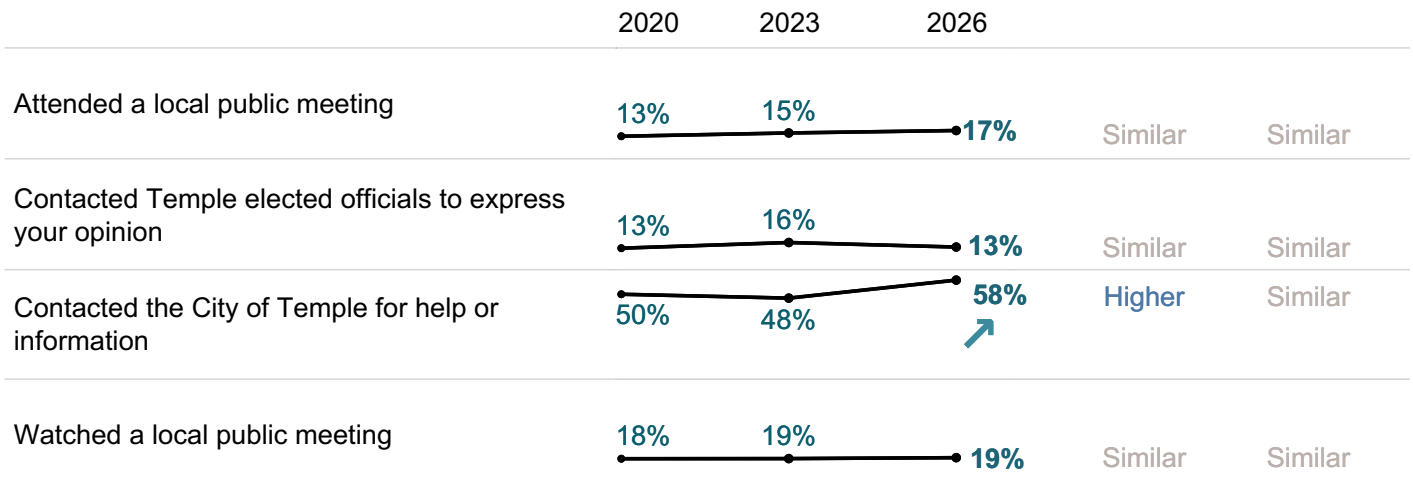


Please rate the following categories of Temple government performance.
(% excellent or good)

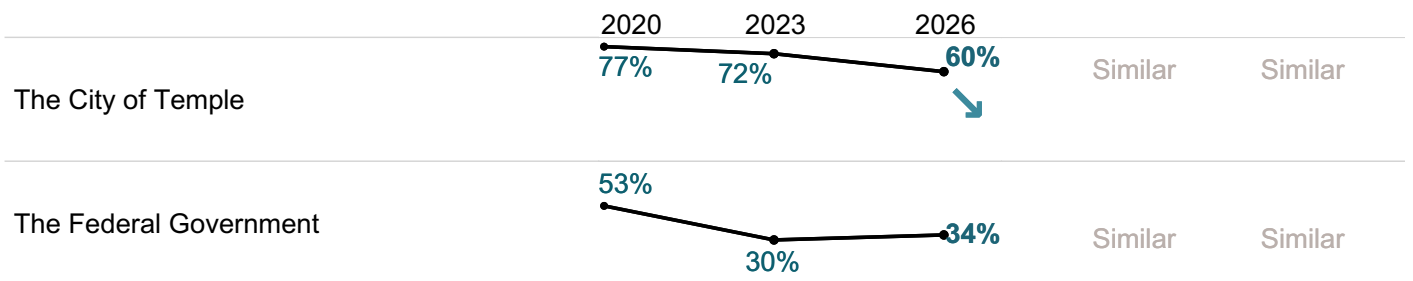




Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)



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



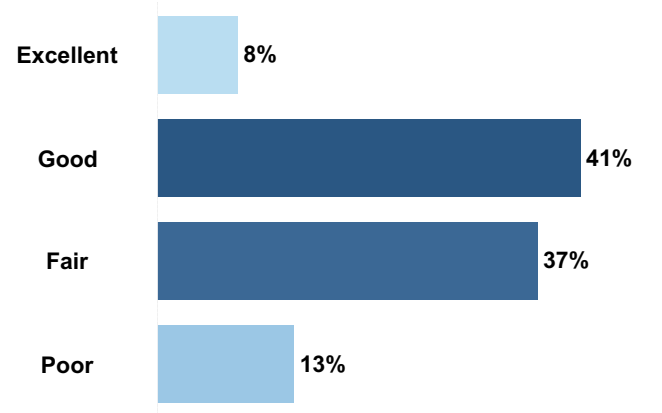
10. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

11. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Economy

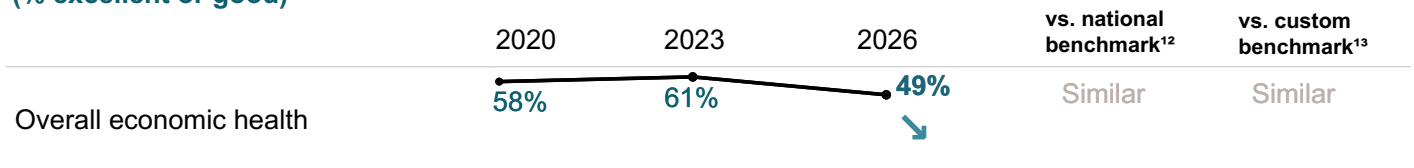
Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

Overall economic health of Temple, 2025



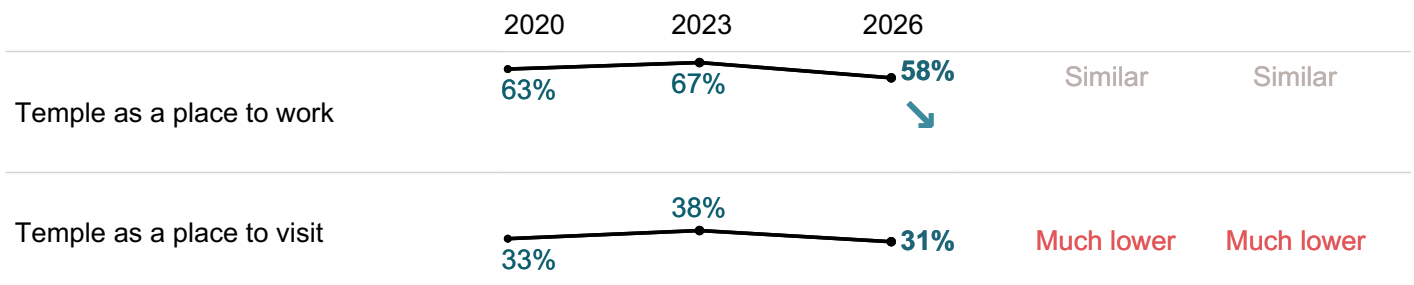
Please rate each of the following characteristics as they relate to Temple as a whole.

(% excellent or good)



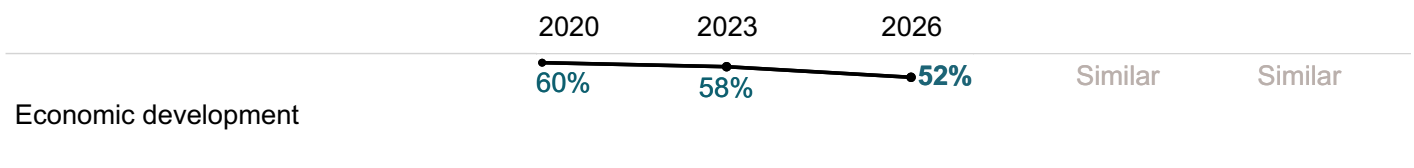
Please rate each of the following aspects of quality of life in Temple.

(% excellent or good)

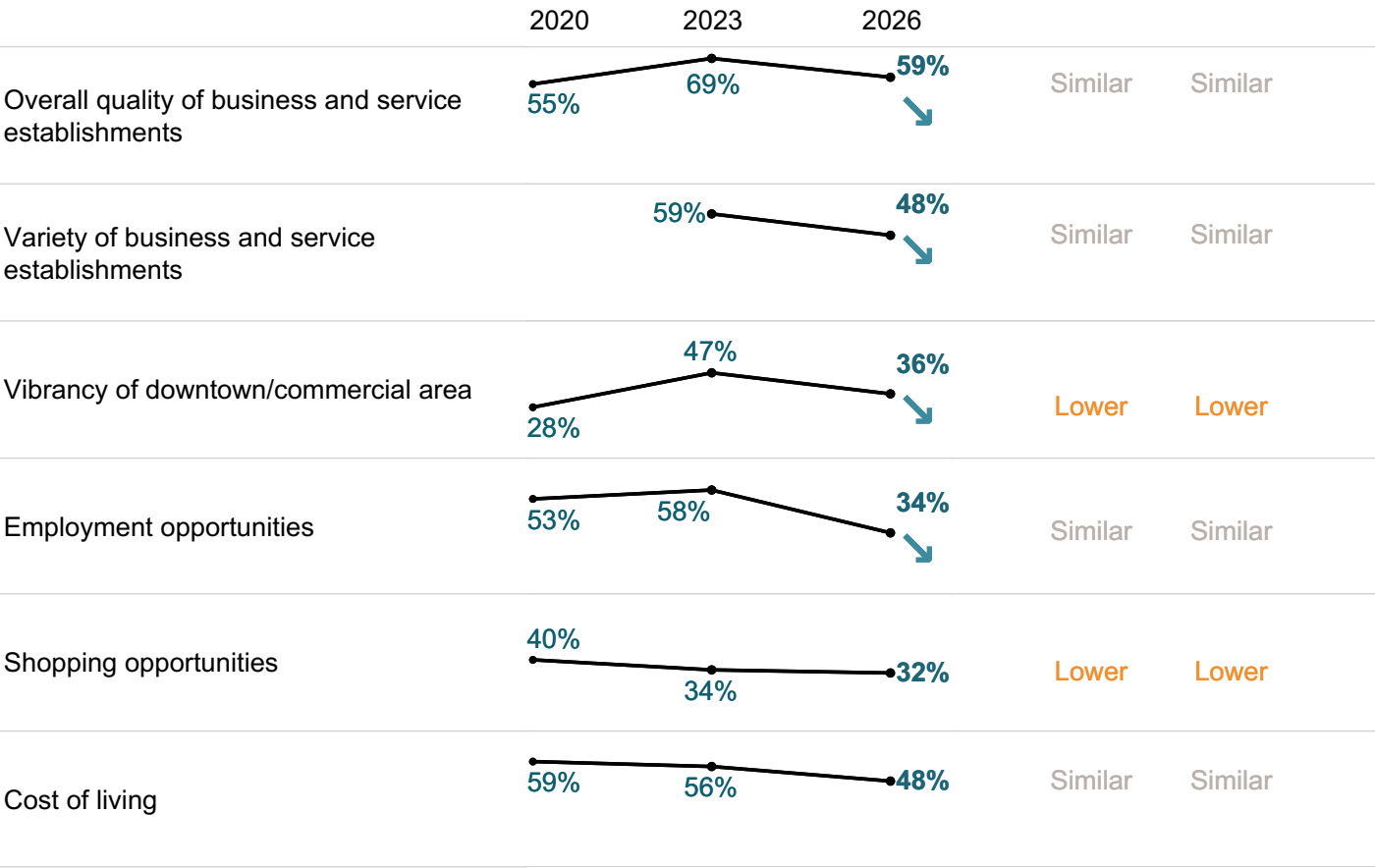


Please rate the quality of each of the following services in Temple.

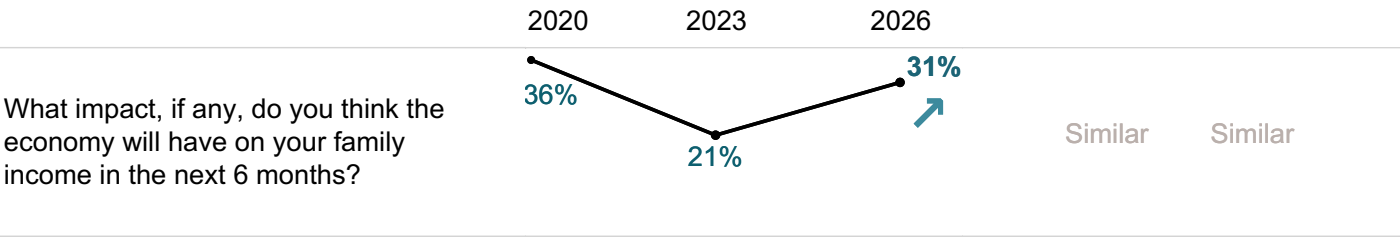
(% excellent or good)



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



What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
(% very or somewhat positive)

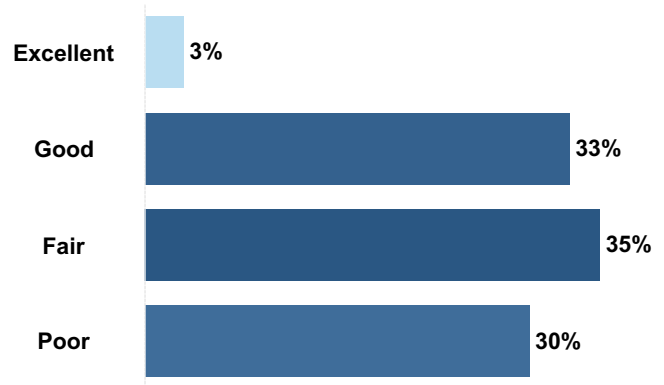


12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.
13. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Overall quality of the transportation system in Temple, 2025

Mobility

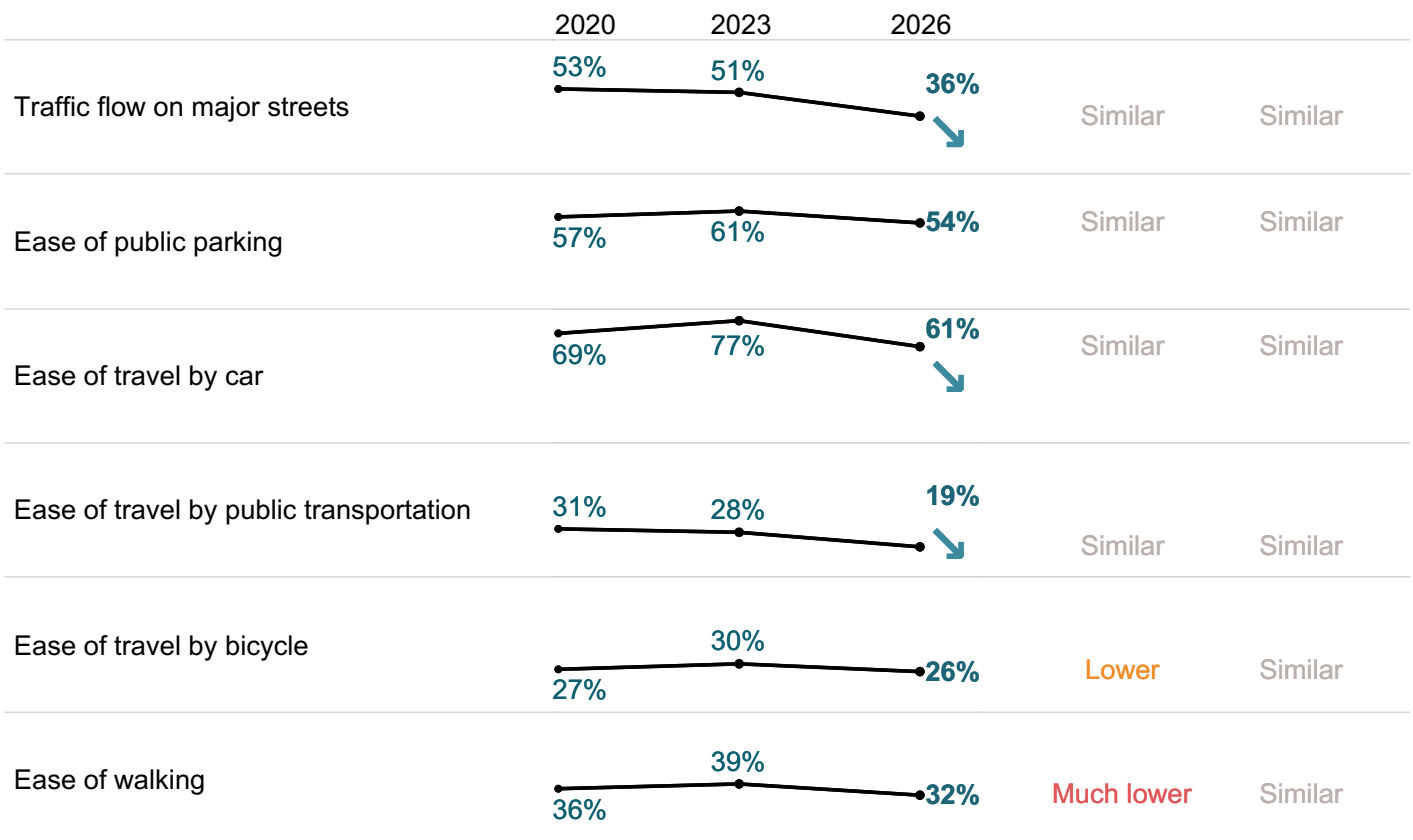
The ability of residents to move about their community with ease plays an important role in the overall quality of life for everyone who lives, works, and spends time there.



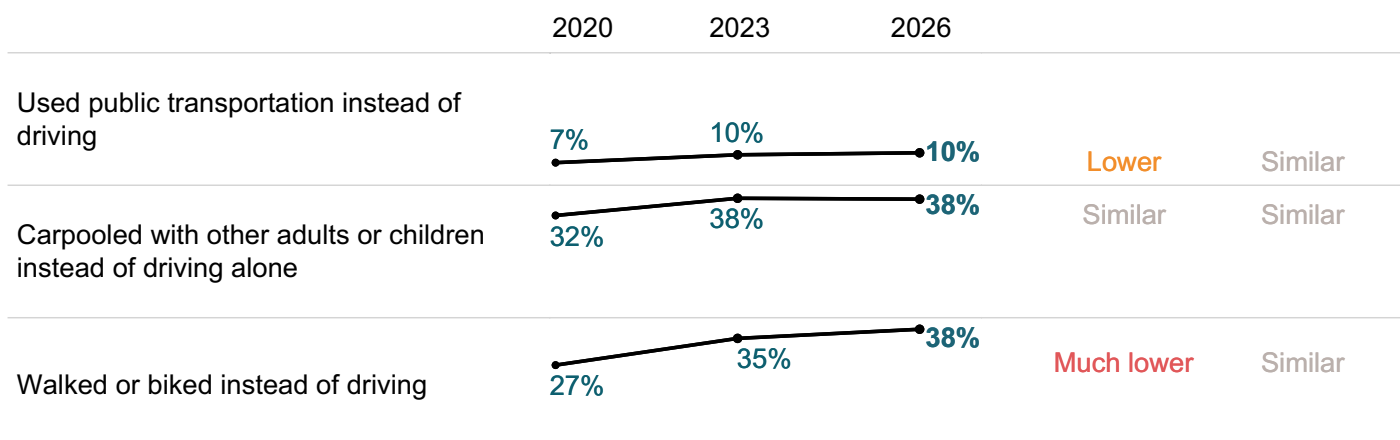
Please rate each of the following characteristics as they relate to Temple as a whole.
(% excellent or good)



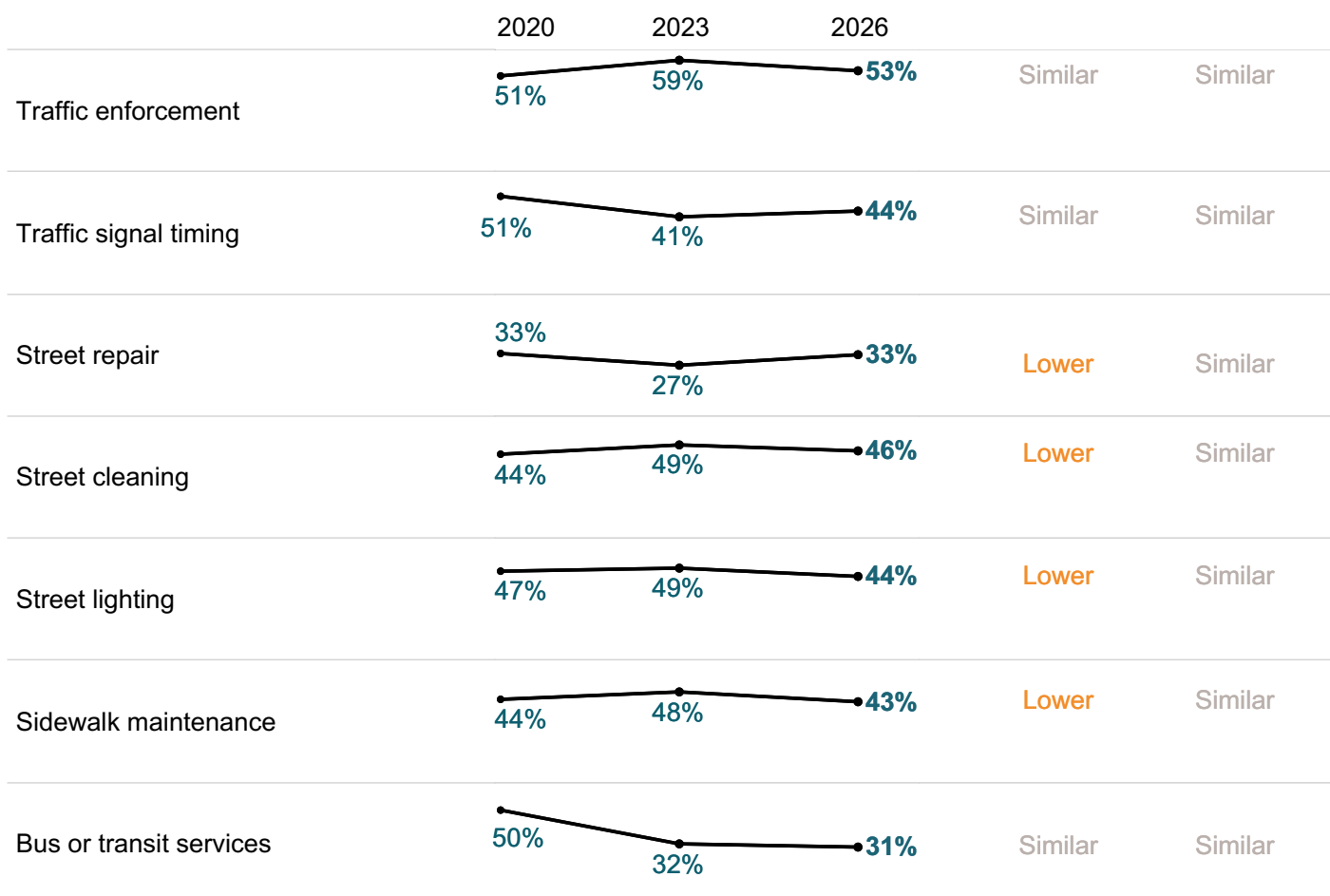
Please also rate each of the following in the Temple community.
(% excellent or good)



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 Temple.
(% excellent or good)



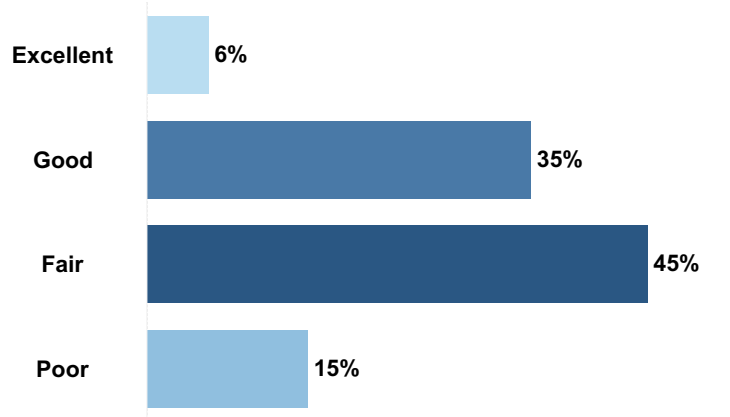
14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

15. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

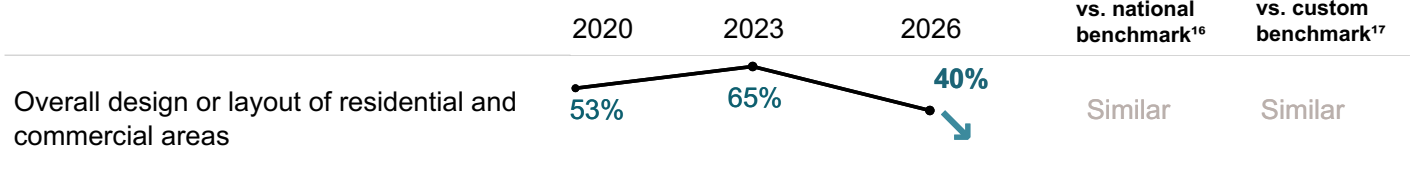
Community Design

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 supporting development that suits residents' needs.

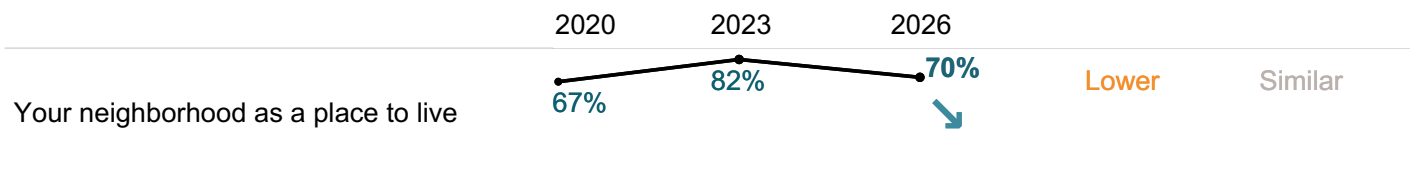
Overall design or layout of Temple's residential and commercial areas, 2025



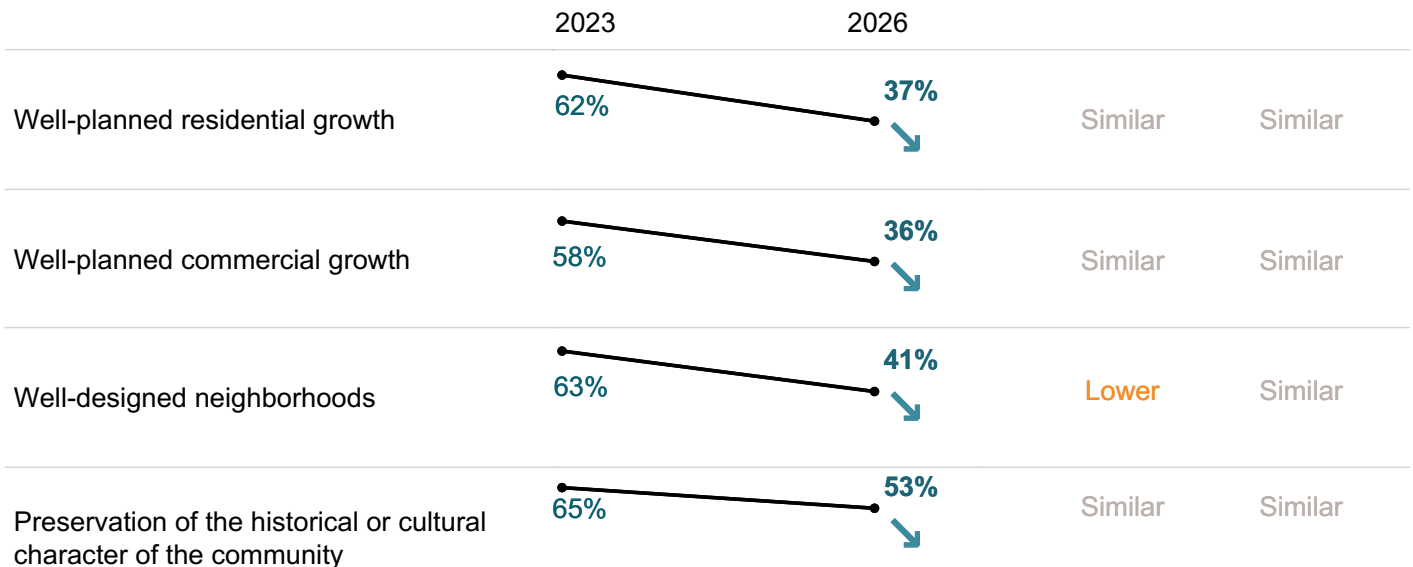
Please rate each of the following characteristics as they relate to Temple as a whole.
(% excellent or good)

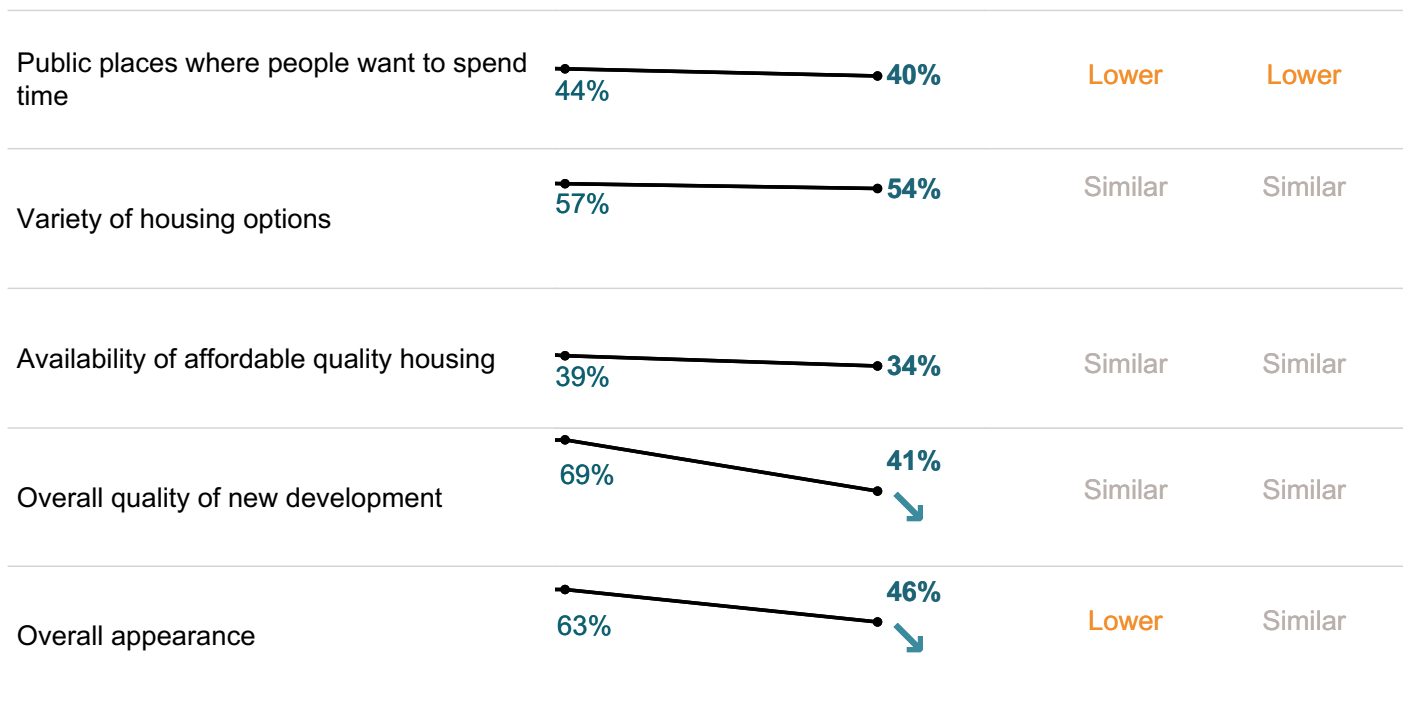


Please rate each of the following aspects of quality of life in Temple.
(% excellent or good)

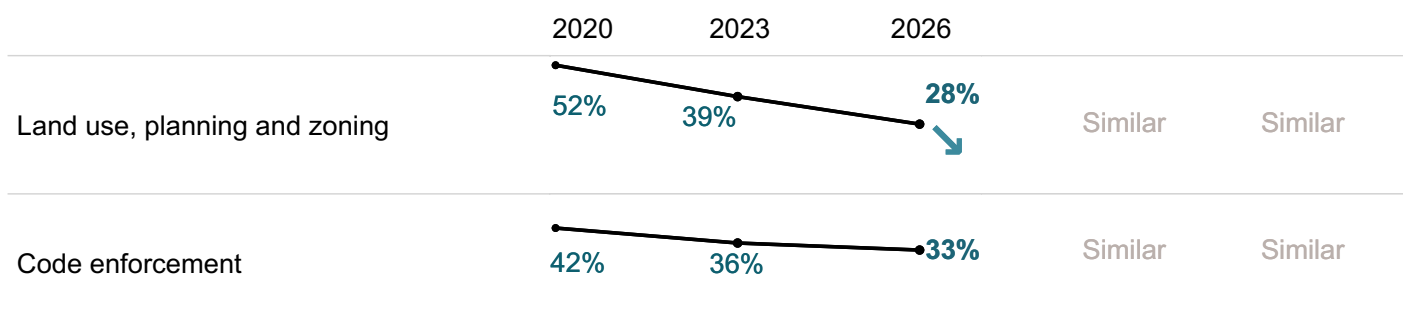


Please also rate each of the following in the Temple community.
(% excellent or good)





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



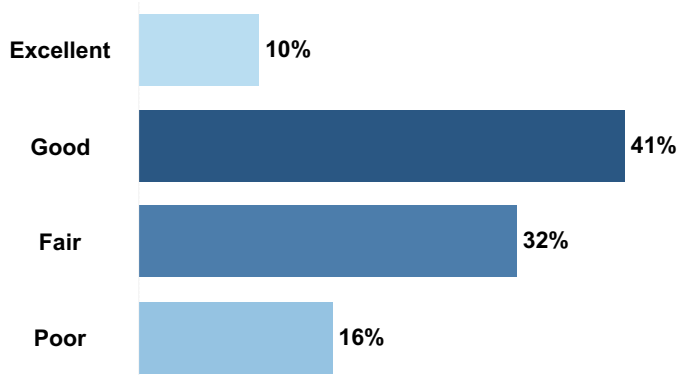
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Utilities

Access to essential services like water, gas, electricity, and internet is crucial for safeguarding the physical health, economic stability, and overall well-being of the communities they support.

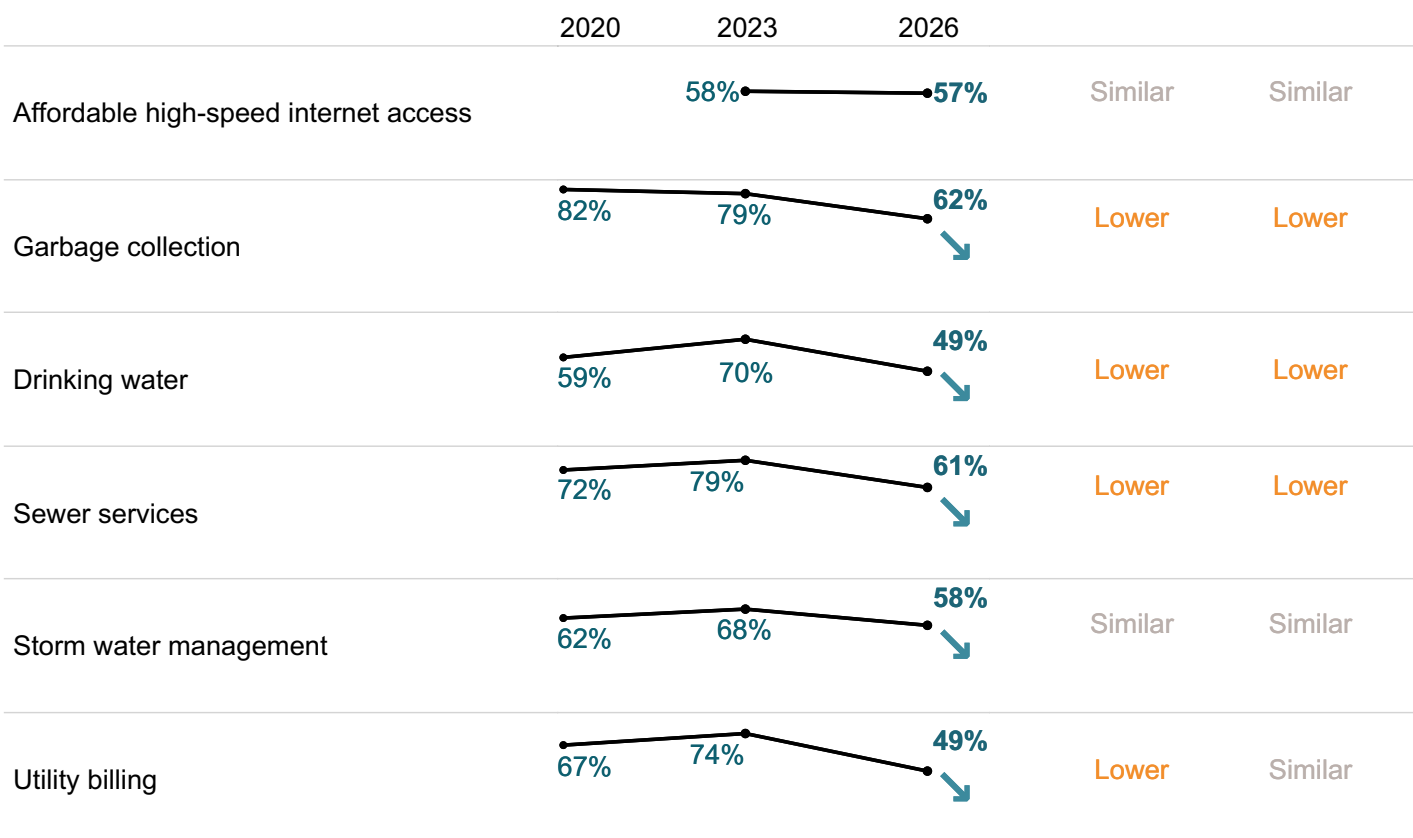
Overall quality of the utility infrastructure in Temple, 2025



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



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



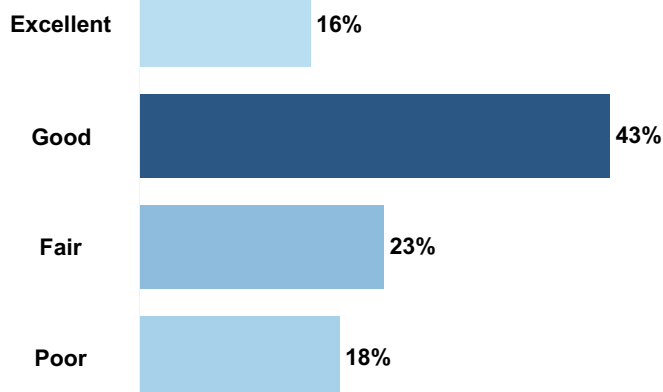
¹⁸. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

¹⁹. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

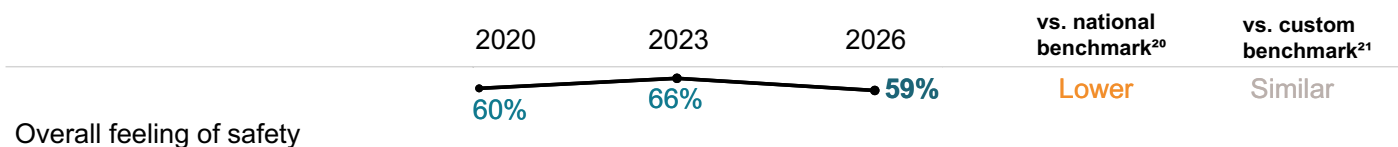
Safety

Public safety is one of the most important responsibilities of local governments, as every resident deserves to feel safe and secure both in their neighborhoods and across the wider community. The provision of strong, reliable safety services is essential to ensuring a high quality of life.

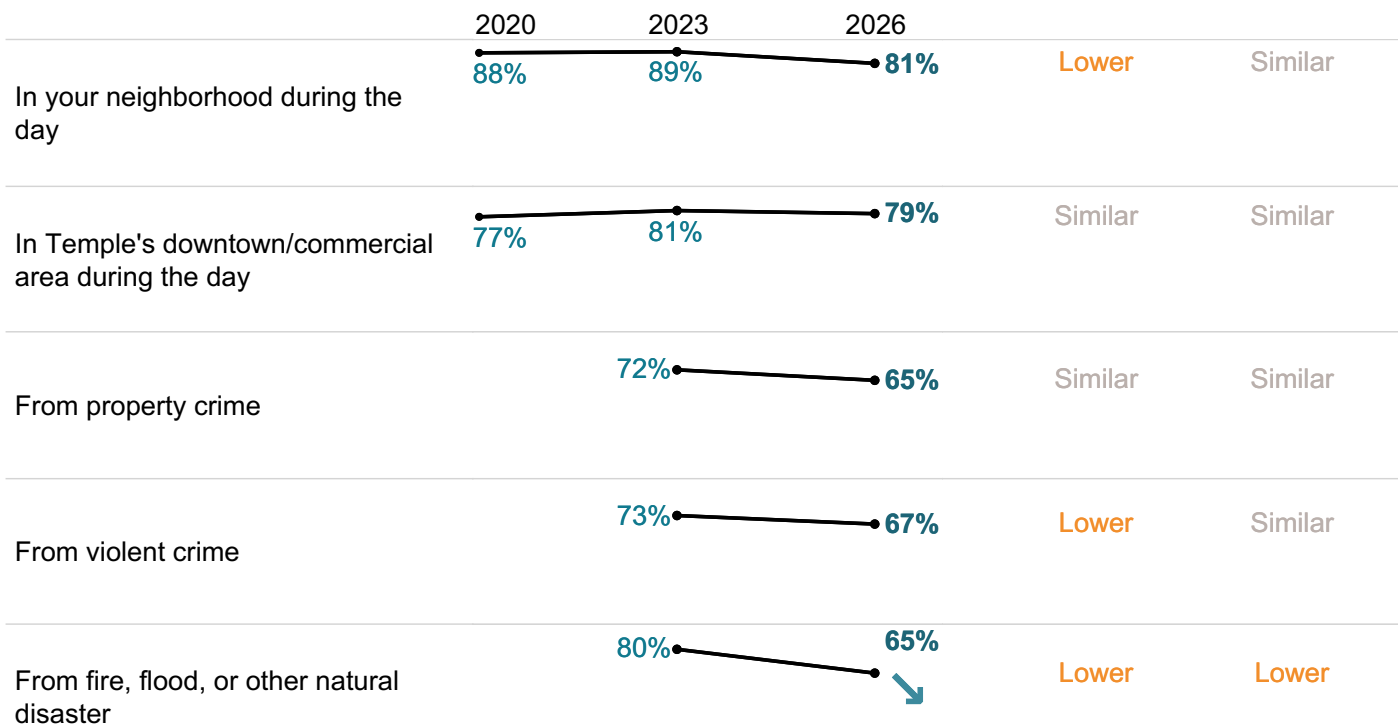
Overall feeling of safety in Temple, 2025



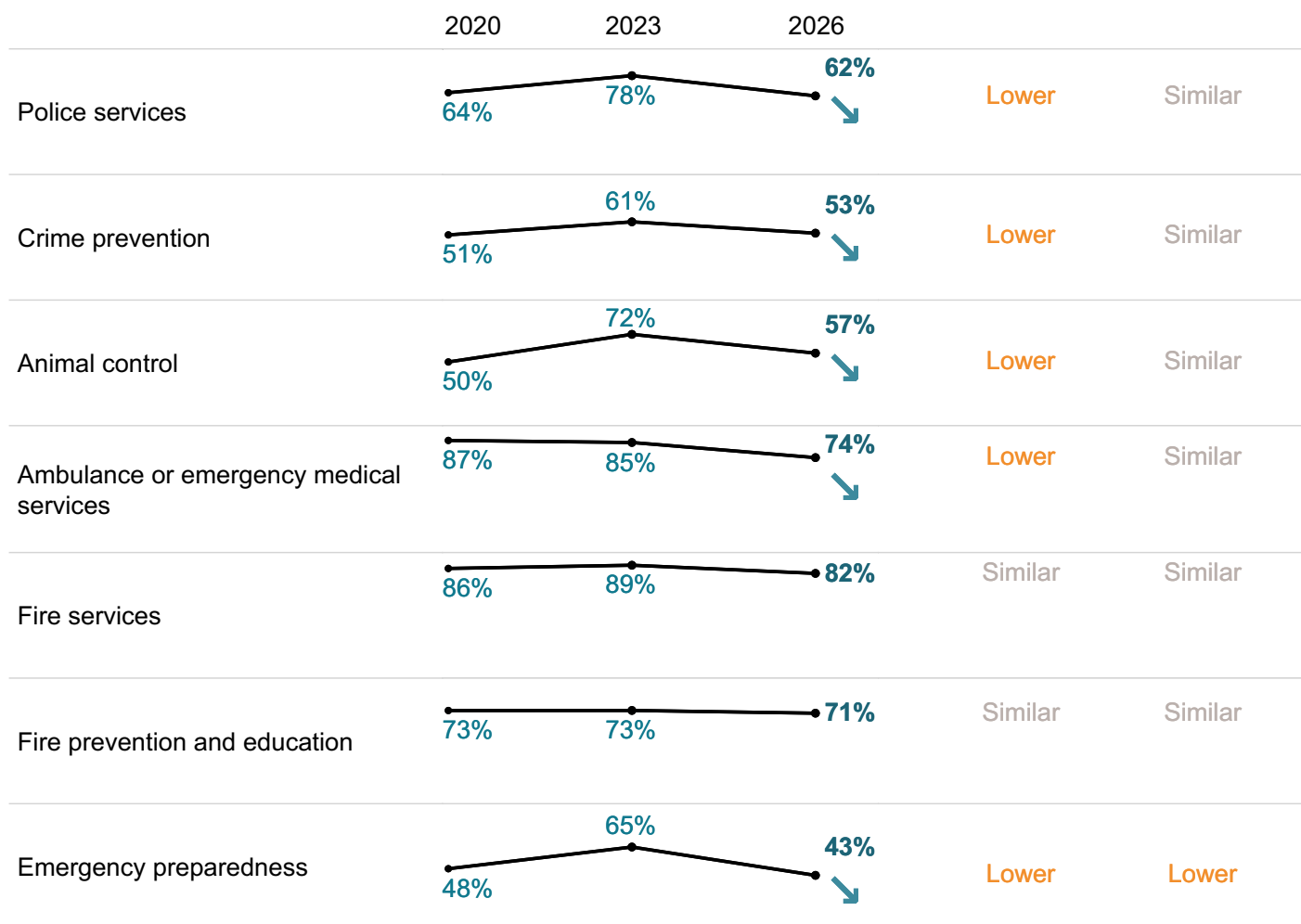
Please rate each of the following characteristics as they relate to Temple as a whole.
(% excellent or good)



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



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



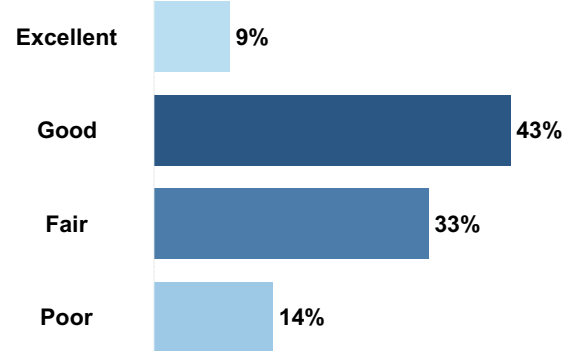
20. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

21. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

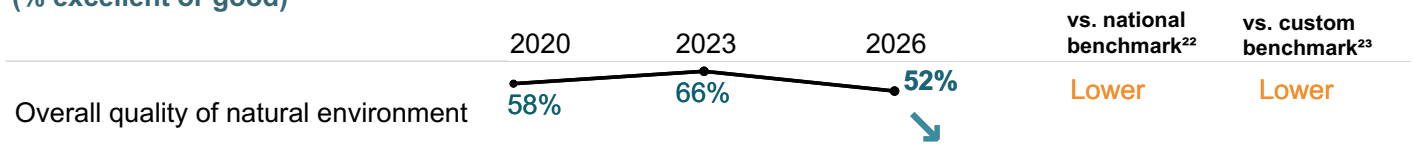
Natural Environment

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

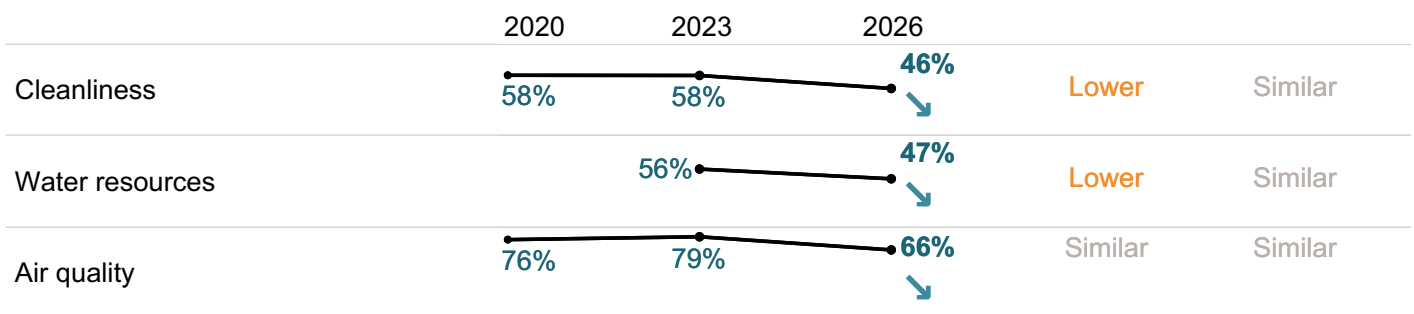
Overall quality of natural environment in Temple, 2025



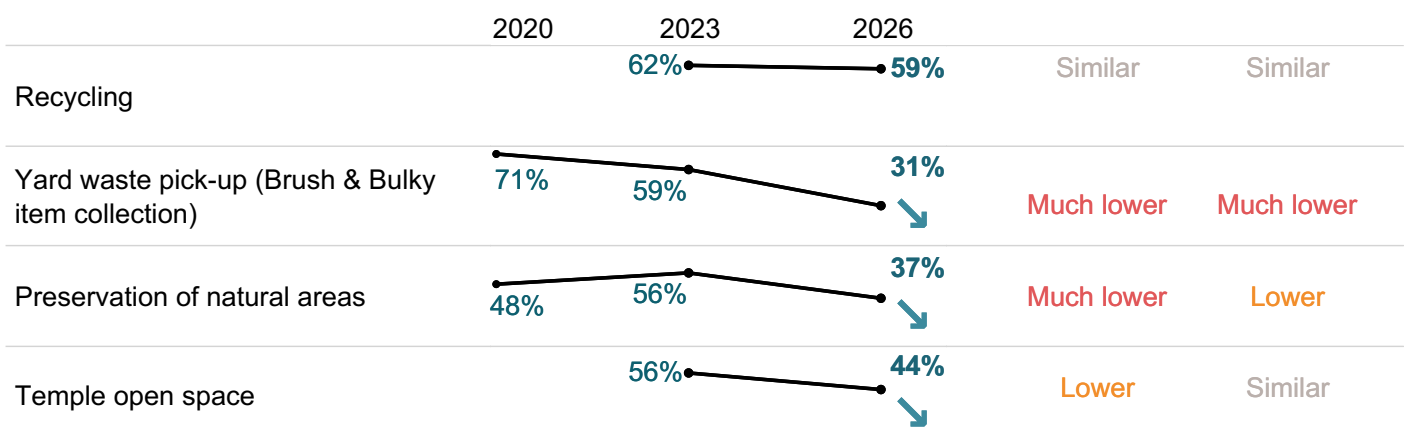
Please rate each of the following characteristics as they relate to Temple as a whole.
(% excellent or good)



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



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



²². Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

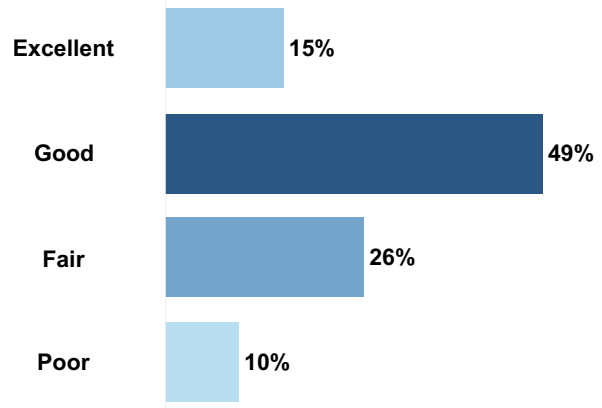
²³. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report.

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

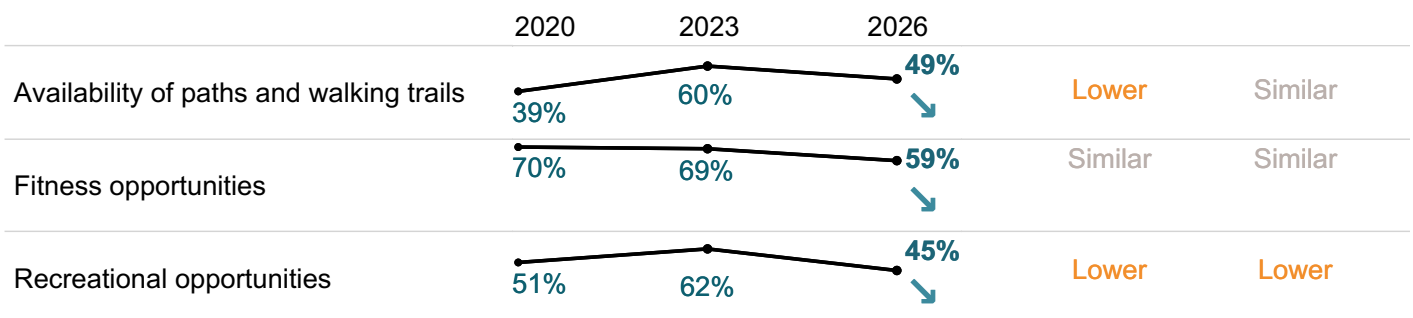
Overall quality of parks and recreation opportunities, 2025



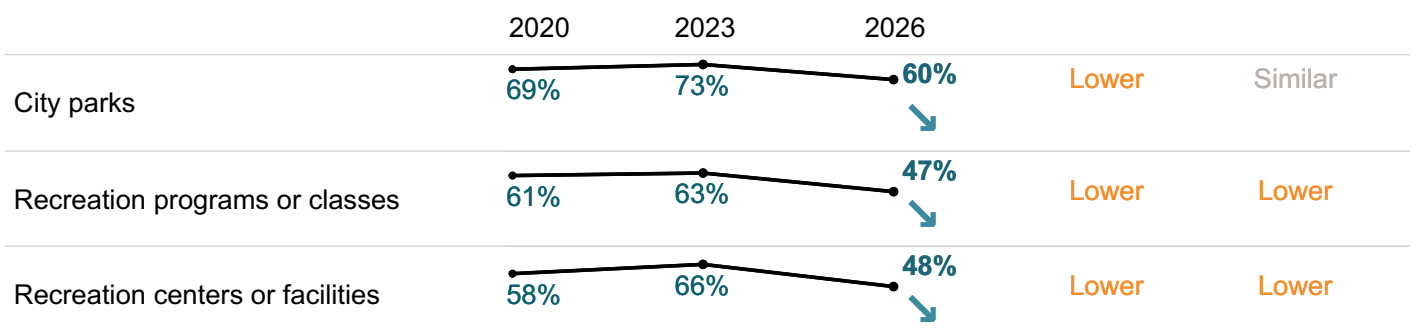
Please rate each of the following characteristics as they relate to Temple as a whole.
(% excellent or good)



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



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



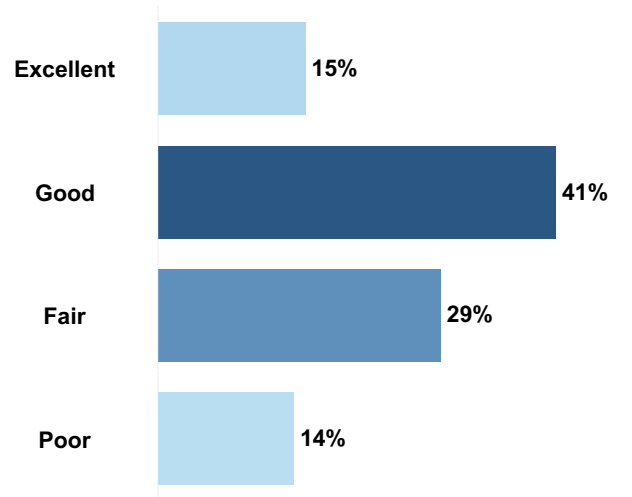
²⁴. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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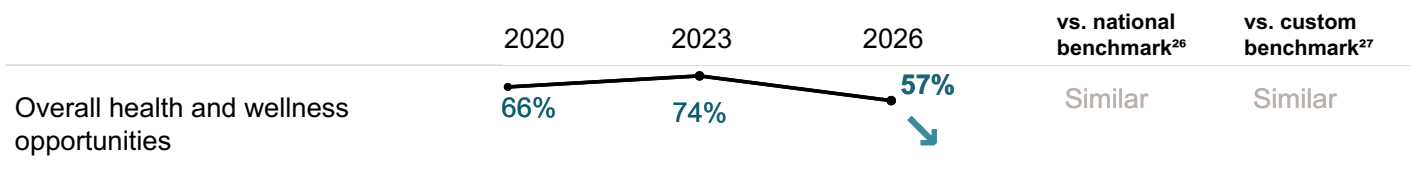
Health and Wellness

The features and amenities of a community directly influence residents' health and well-being, shaping their overall quality of life.

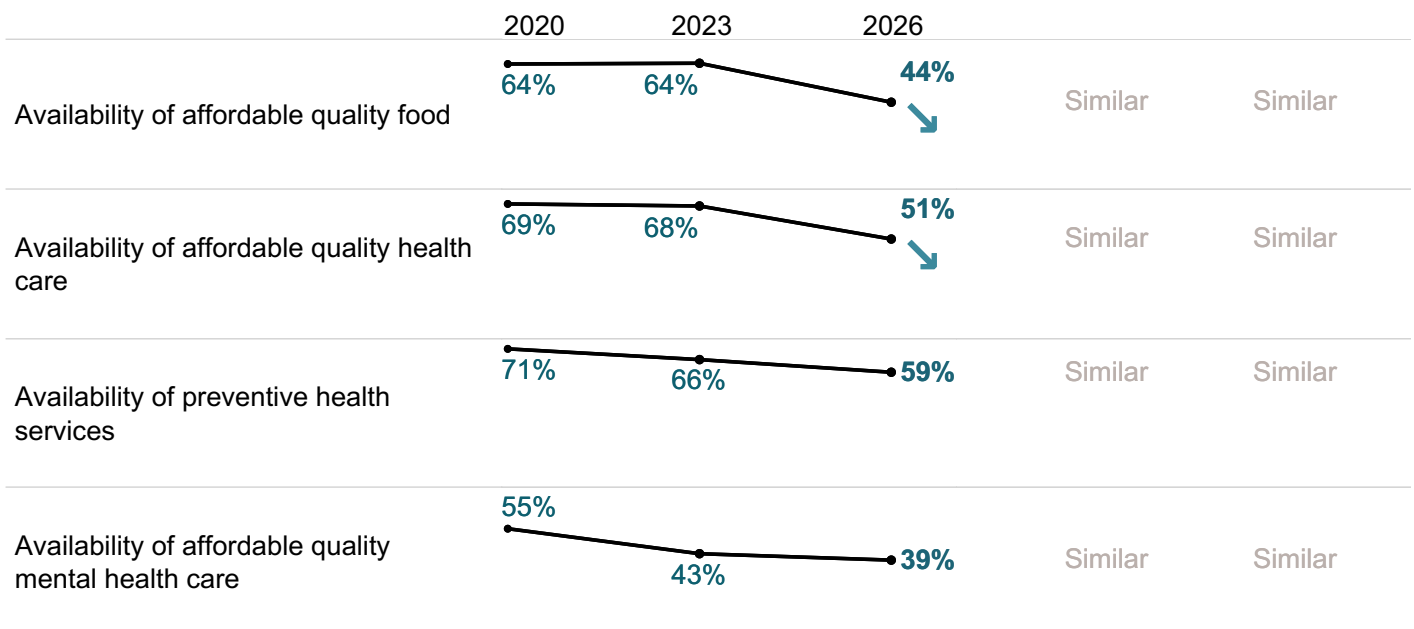
Overall health and wellness opportunities in Temple, 2025



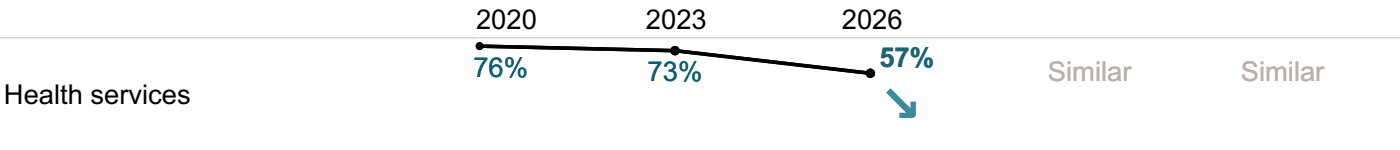
Please rate each of the following characteristics as they relate to Temple as a whole.
(% excellent or good)



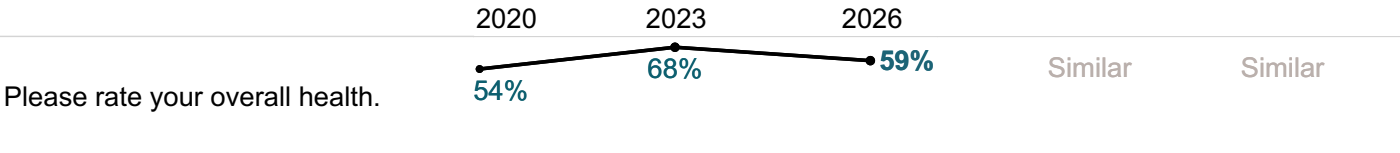
Please also rate each of the following in the Temple community.
(% excellent or good)



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



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

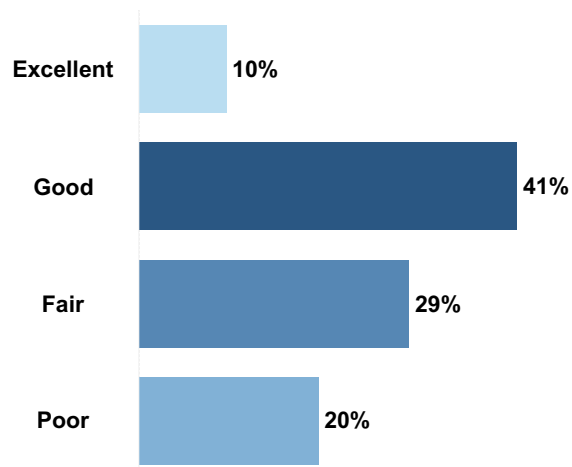


26. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.
27. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

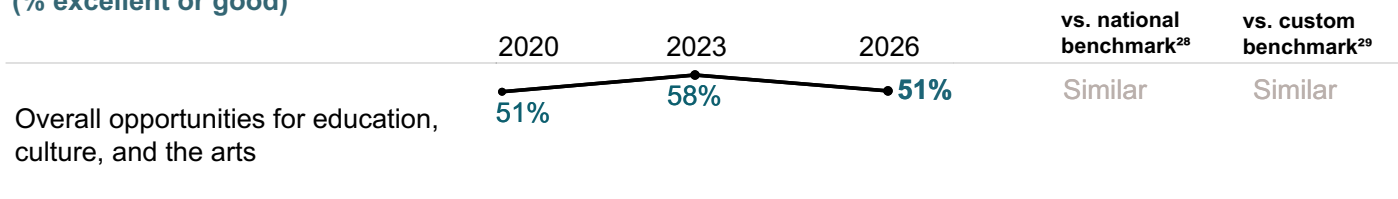
Education, Arts, and Culture

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

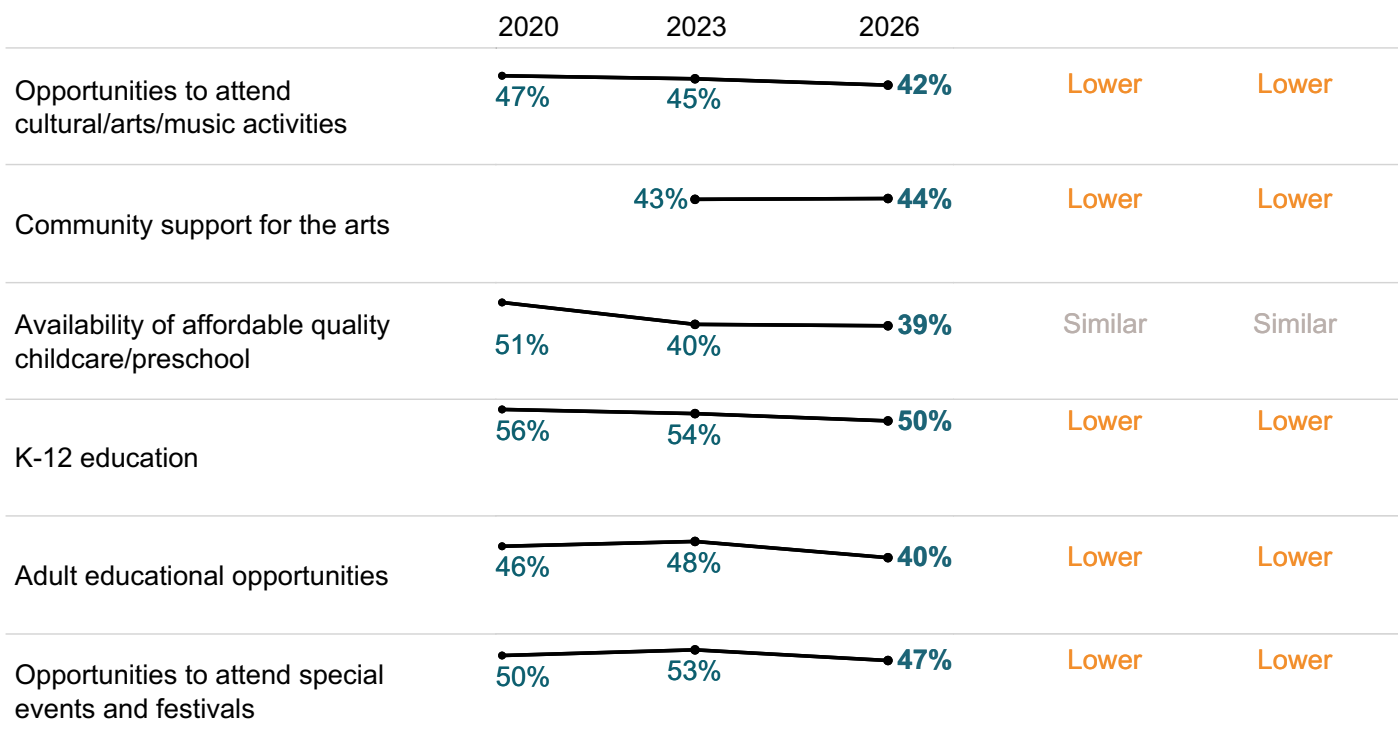
Overall opportunities for education, culture and the arts, 2025



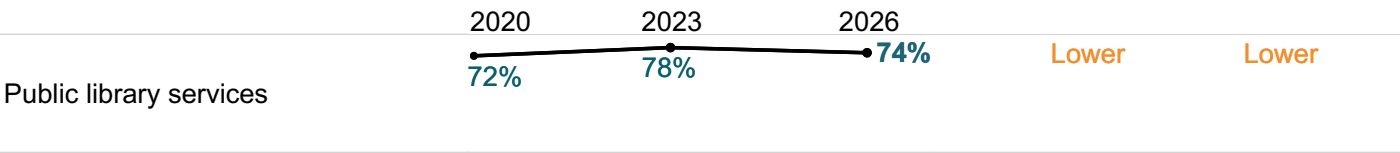
Please rate each of the following characteristics as they relate to Temple as a whole.
(% excellent or good)



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



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

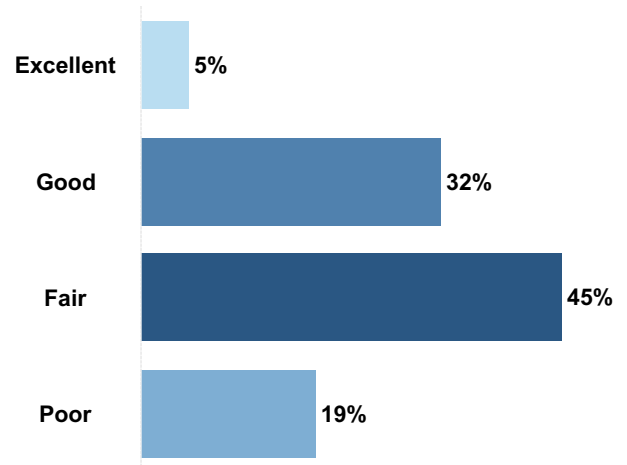


28. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.
29. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report.
If no comparison is available, this is left blank.

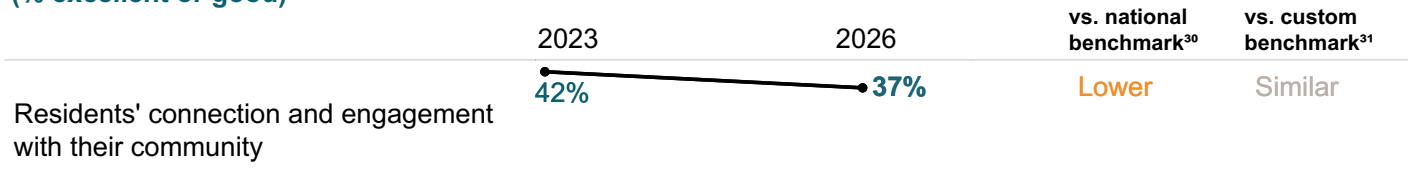
Community Connection

Community connection reflects residents' sense of belonging. When residents feel welcomed and encouraged to participate, they are more likely to feel engaged and connected to their community.

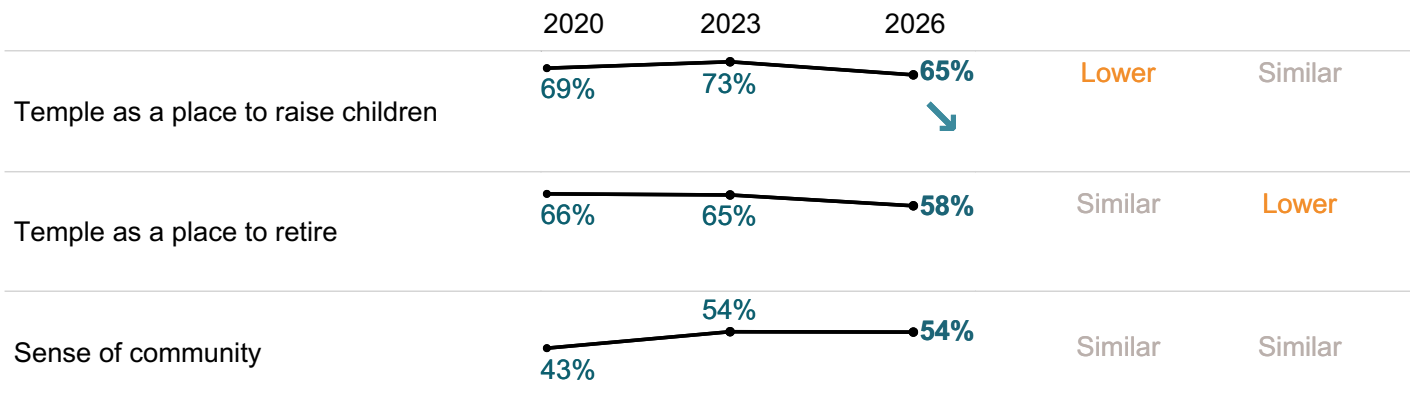
Residents' connection and engagement with their community, 2025



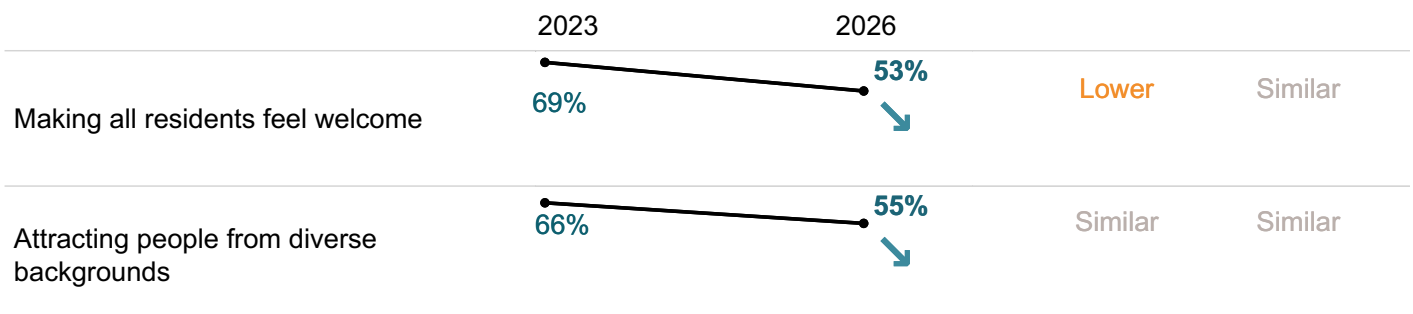
Please rate each of the following characteristics as they relate to Temple as a whole.
(% excellent or good)

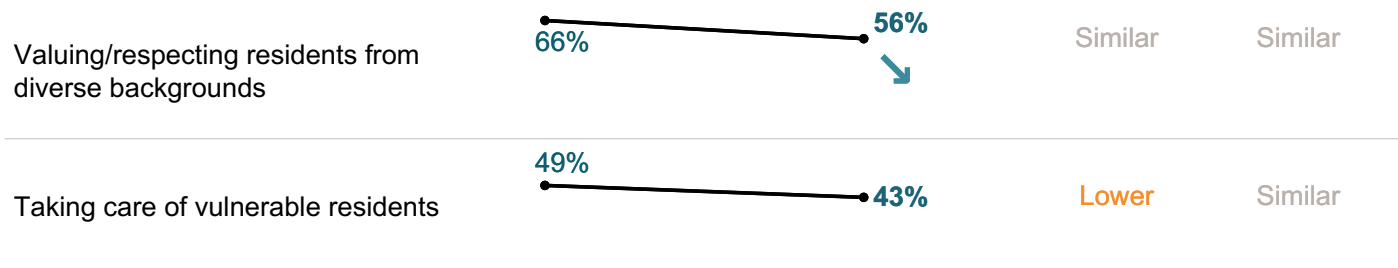


Please rate each of the following aspects of quality of life in Temple.
(% excellent or good)

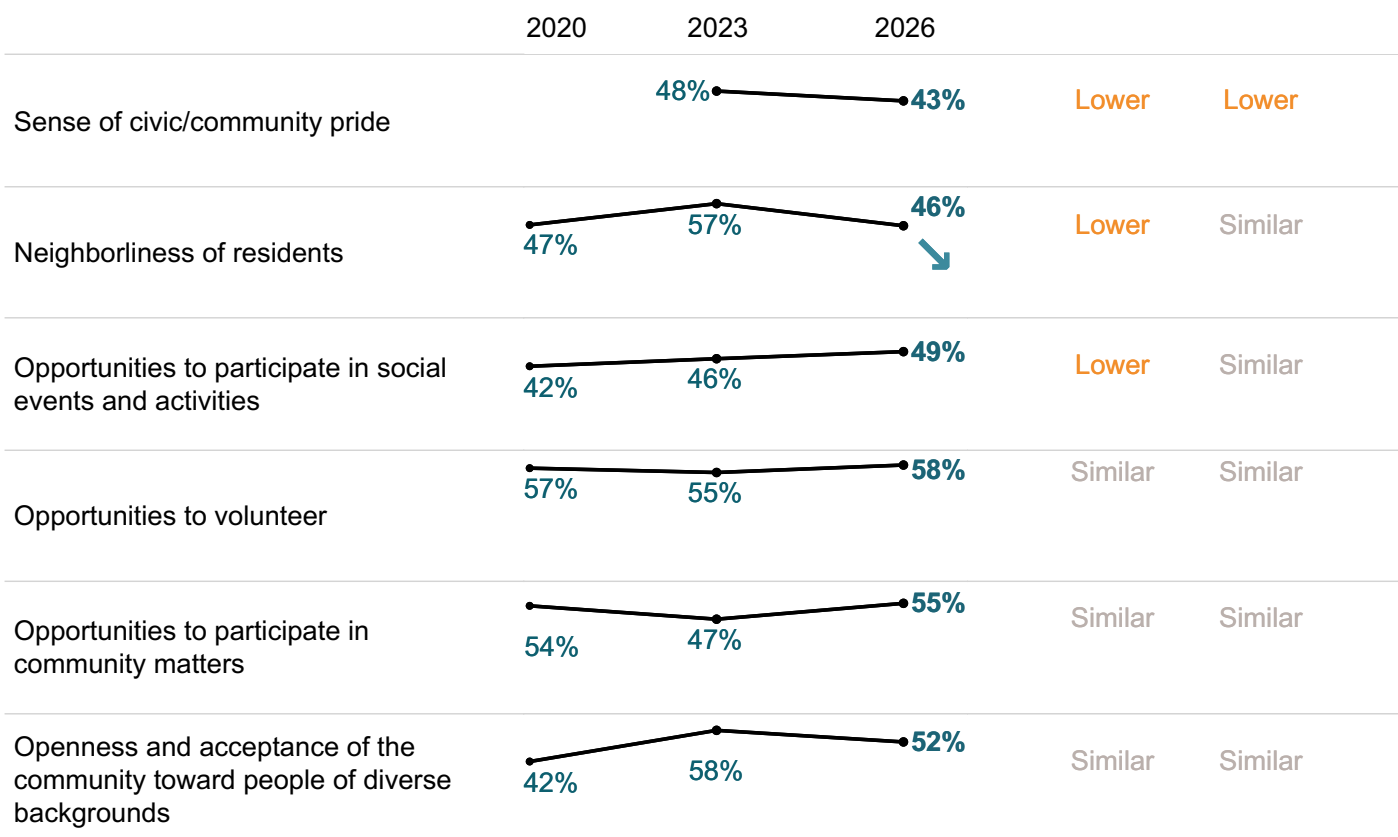


Please rate the job you feel the Temple community does at each of the following.
(% excellent or good)

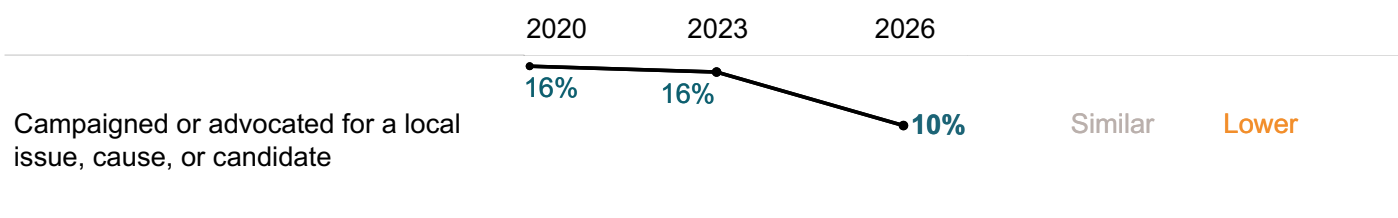




Please also rate each of the following in the Temple community.
(% excellent or good)



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



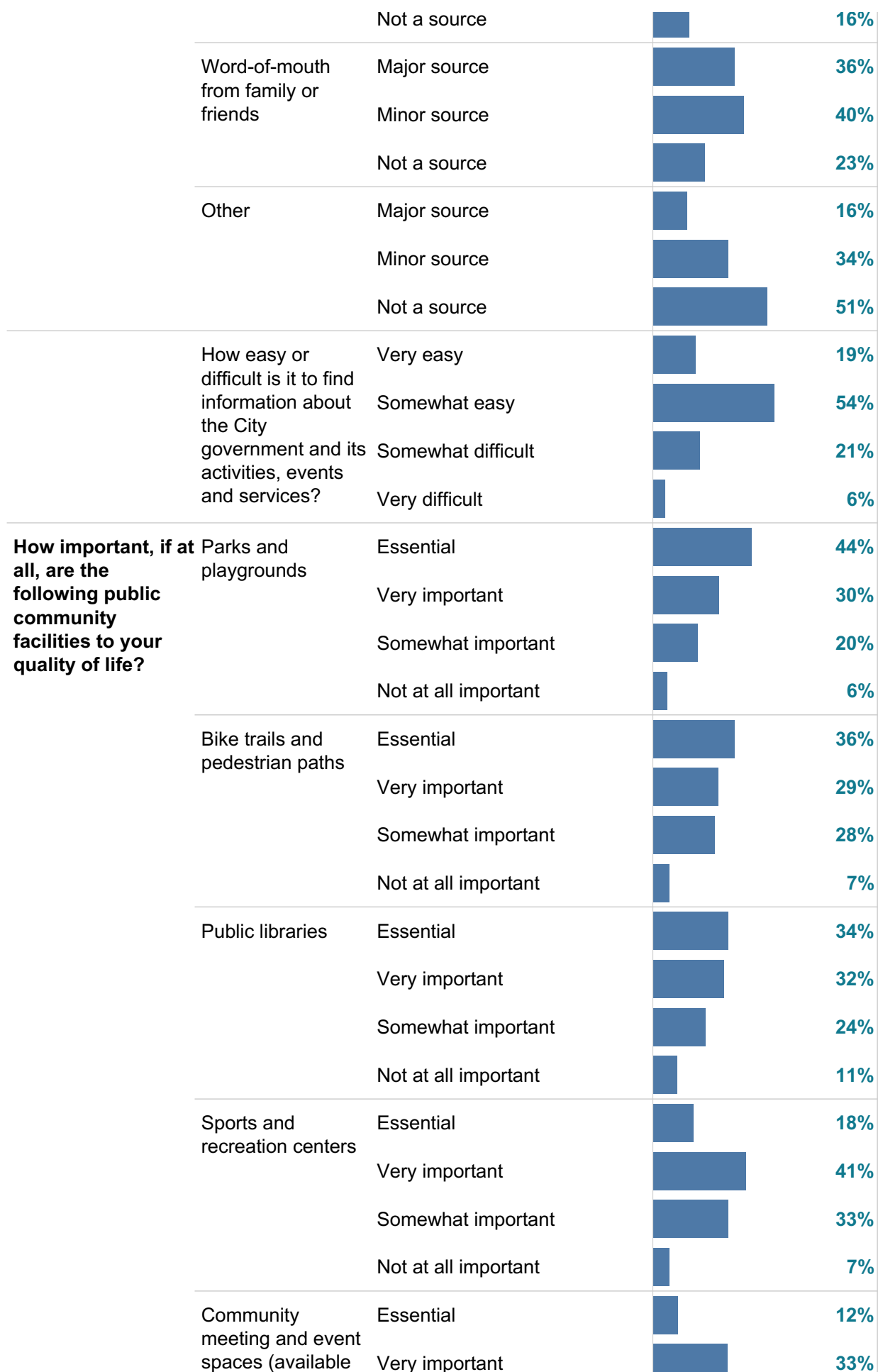
30. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

31. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

Custom Questions

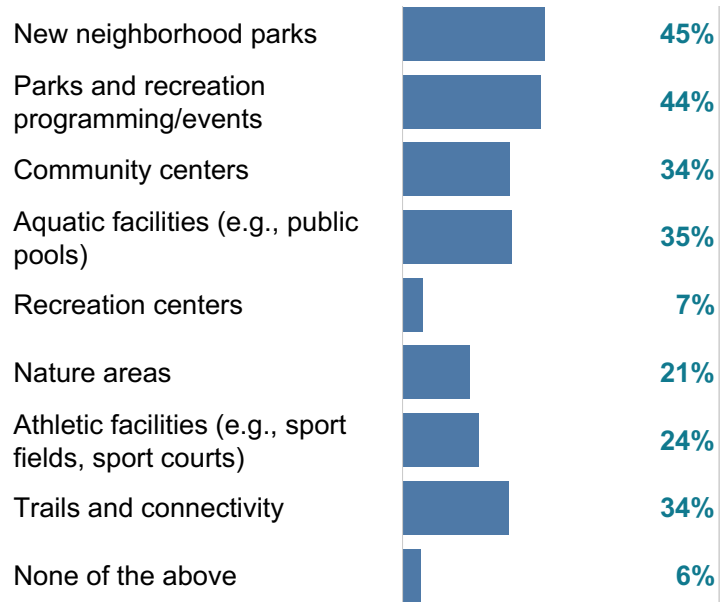
Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded.

			Include "don't know"	
			No	
Overall, how would you rate the quality of the services provided by each of the following?	The State of Texas	Excellent		8%
		Good		37%
		Fair		40%
		Poor		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.	Email (e.g., digital newsletters)	Major source		48%
		Minor source		40%
		Not a source		12%
	City website	Major source		61%
		Minor source		27%
		Not a source		12%
	Social media platforms	Major source		60%
		Minor source		27%
		Not a source		14%
	Text messages	Major source		38%
		Minor source		32%
		Not a source		29%
	Direct mail	Major source		45%
		Minor source		44%
		Not a source		11%
	Local news (TV, radio, newspapers)	Major source		48%
		Minor source		34%
		Not a source		18%
	Public events	Major source		39%
		Minor source		45%



Please indicate to what degree you would support or oppose long-term investments in these public community facilities if the need is demonstrated.	to rent)	Somewhat important		39%
		Not at all important		17%
	Arts and entertainment spaces	Essential		17%
		Very important		42%
		Somewhat important		33%
		Not at all important		8%
	Parks and playgrounds	Strongly support		65%
		Somewhat support		34%
		Somewhat oppose		2%
	Bike trails and pedestrian paths	Strongly support		58%
		Somewhat support		35%
		Somewhat oppose		7%
	Public libraries	Strongly support		62%
		Somewhat support		33%
		Somewhat oppose		4%
		Strongly oppose		0%
Sports and recreation centers	Strongly support		35%	
	Somewhat support		57%	
	Somewhat oppose		7%	
Community meeting and event spaces (available to rent)	Strongly support		23%	
	Somewhat support		64%	
	Somewhat oppose		12%	
	Strongly oppose		1%	
Arts and entertainment spaces	Strongly support		33%	
	Somewhat support		59%	
	Somewhat oppose		6%	
	Strongly oppose		2%	
	*Which facility investments should	Park improvements and renovations		52%

be the highest priority over the next 10 years, if any? Select up to three or none of the above.



*Note: Reflects paper survey results only. Margin of error of +/- 9%.

The City of Temple 2026 Community Survey

Please complete this survey if you are an adult (age 18 or older). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Temple.

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

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	1	2	3	4	5

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

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

The City of Temple 2026 Community Survey

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

	<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
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up (Brush & Bulky item 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
Utility billing	1	2	3	4	5
Police 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
Temple open space	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 Temple employees	1	2	3	4	5

10. Please rate the following categories of Temple 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 Temple.....	1	2	3	4	5
The overall direction that Temple is taking.....	1	2	3	4	5
The job Temple government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Temple government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest	1	2	3	4	5
Being open and transparent to the public	1	2	3	4	5
Informing residents about issues facing the community	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Temple	1	2	3	4	5
The State of Texas.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Temple 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 Temple	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Temple	1	2	3	4
Overall design or layout of Temple's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Temple (water, sewer, storm water, electric/gas, broadband)	1	2	3	4
Overall feeling of safety in Temple.....	1	2	3	4
Overall quality of natural environment in Temple	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Temple.....	1	2	3	4
Overall opportunities for education, culture, and the arts	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

13. Please 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>
Email (e.g., digital newsletters)	1	2	3
City website	1	2	3
Social media platforms	1	2	3
Text messages	1	2	3
Direct mail	1	2	3
Local news (TV, radio, newspapers)	1	2	3
Public events.....	1	2	3
Word-of-mouth from family or friends.....	1	2	3
Other (please specify):	1	2	3

14. How easy or difficult is it to find information about the City government and its activities, events and services?

☐ Very easy ☐ Somewhat easy ☐ Somewhat difficult ☐ Very difficult ☐ Don't know

15. How important, if at all, are the following public community facilities to your quality of life?

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Parks and playgrounds.....	1	2	3	4
Bike trails and pedestrian paths	1	2	3	4
Public libraries.....	1	2	3	4
Sports and recreation centers.....	1	2	3	4
Community meeting and event spaces (available to rent)	1	2	3	4
Arts and entertainment spaces.....	1	2	3	4

16. Please indicate to what degree you would support or oppose long-term investments in these public community facilities if the need is demonstrated.

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>
Parks and playgrounds.....	1	2	3	4
Bike trails and pedestrian paths	1	2	3	4
Public libraries.....	1	2	3	4
Sports and recreation centers.....	1	2	3	4
Community meeting and event spaces (available to rent)	1	2	3	4
Arts and entertainment spaces.....	1	2	3	4

17. Which facility investments should be the highest priority over the next 10 years, if any? Select up to three or none of the above.

- | | |
|--|---|
| ☐ Park improvements and renovations | ☐ Community centers |
| ☐ New neighborhood parks | ☐ Athletic facilities (e.g., sport fields, sport courts) |
| ☐ Trails and connectivity | ☐ Aquatic facilities (e.g., public pools) |
| ☐ Recreation centers | ☐ Nature areas |
| ☐ Parks and recreation programming/events | ☐ None of the above |

The City of Temple 2026 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, X (formerly 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 Temple?

- ☐ 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
- ☐ \$300 to \$599
- ☐ \$600 to \$999
- ☐ \$1,000 to \$1,499
- ☐ \$1,500 to \$2,499
- ☐ \$2,500 to \$3,999
- ☐ \$4,000 to \$6,999
- ☐ \$7,000 to \$9,999
- ☐ \$10,000 or more

D8. Do any children 17 or under live in your household?

- ☐ No
- ☐ Yes

D9. Are you or any other members of your household aged 65 or older?

- ☐ No
- ☐ Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$25,000
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 to \$199,999
- ☐ \$200,000 to \$299,999
- ☐ \$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
- ☐ 25-34 years
- ☐ 35-44 years
- ☐ 45-54 years
- ☐ 55-64 years
- ☐ 65-74 years
- ☐ 75 years or older

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 14050, Houston, TX 77221-9904