

2026 City of Burleson Resident Satisfaction Survey Findings

Presented by ETC Institute

August 2026



Who We Are

ETC Institute is the Nation's leading provider of market research for local governments

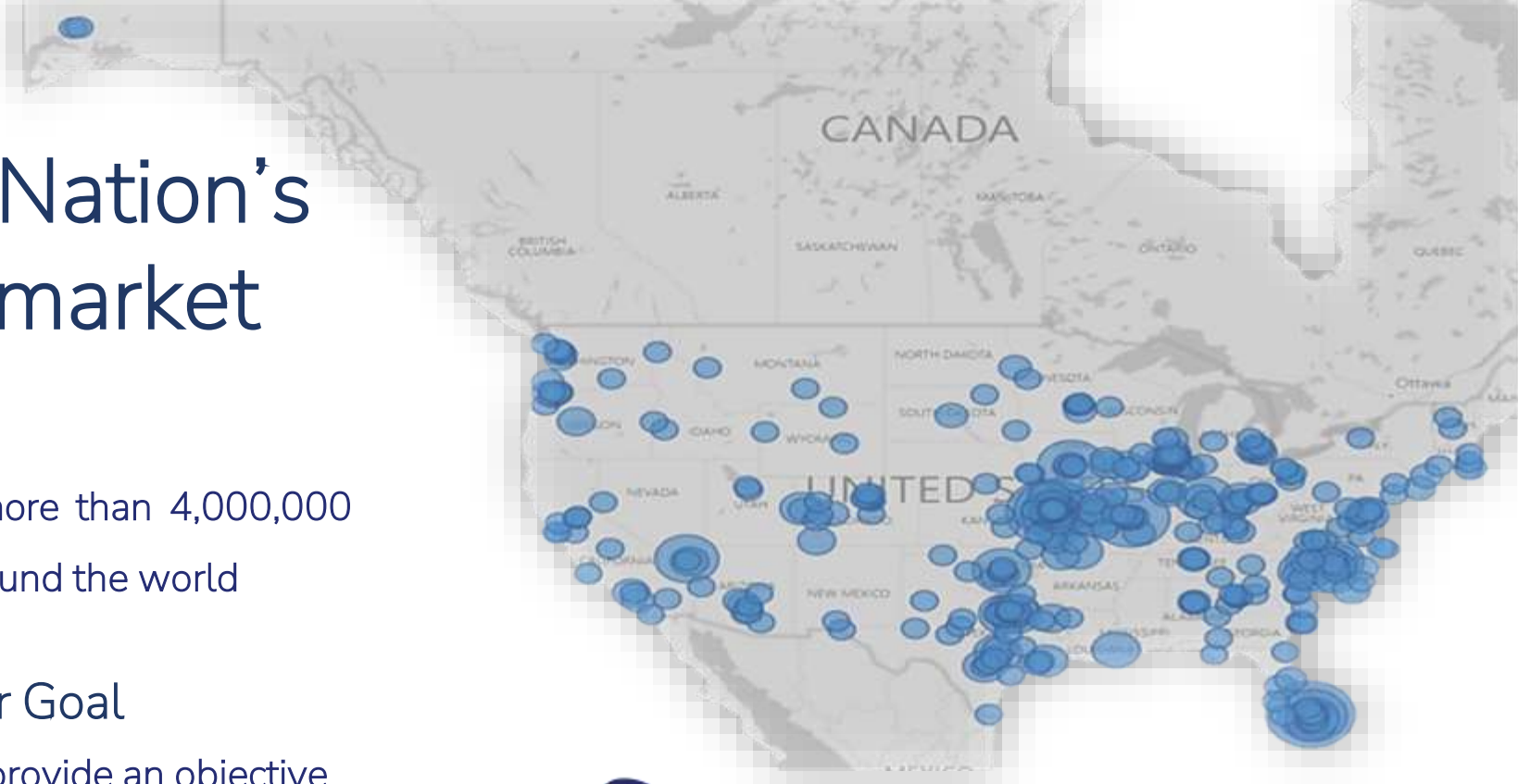
Since 2012, ETC Institute has surveyed more than 4,000,000 people in more than 1,200 communities around the world

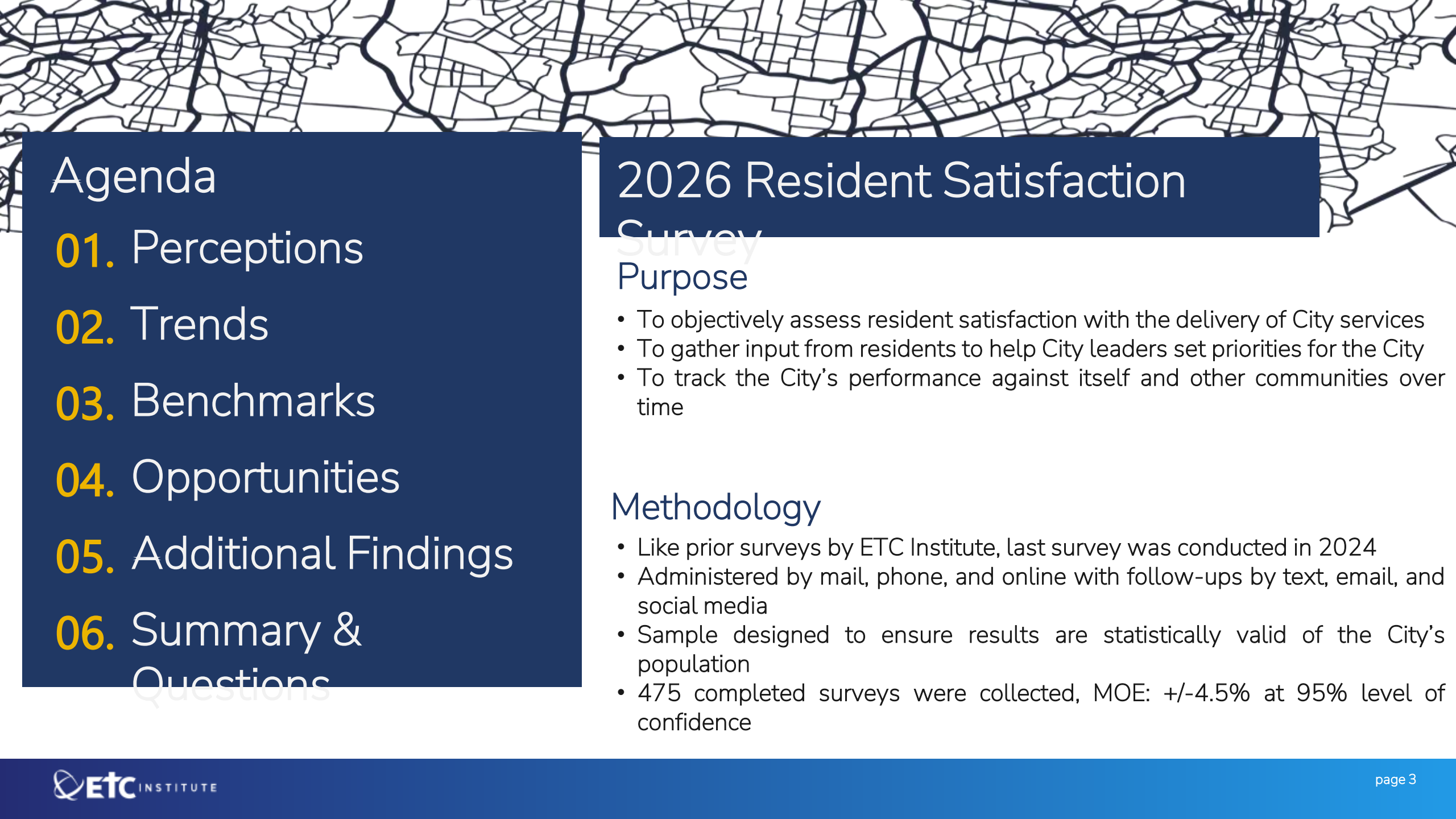
Our Mission

For more than 40 years, our mission has been to help local governments gather and use survey data to make better decisions

Our Goal

To provide an objective assessment that community leaders can depend on to make data-driven decisions to improve the lives of residents





Agenda

01. Perceptions
02. Trends
03. Benchmarks
04. Opportunities
05. Additional Findings
06. Summary & Questions

2026 Resident Satisfaction

Survey Purpose

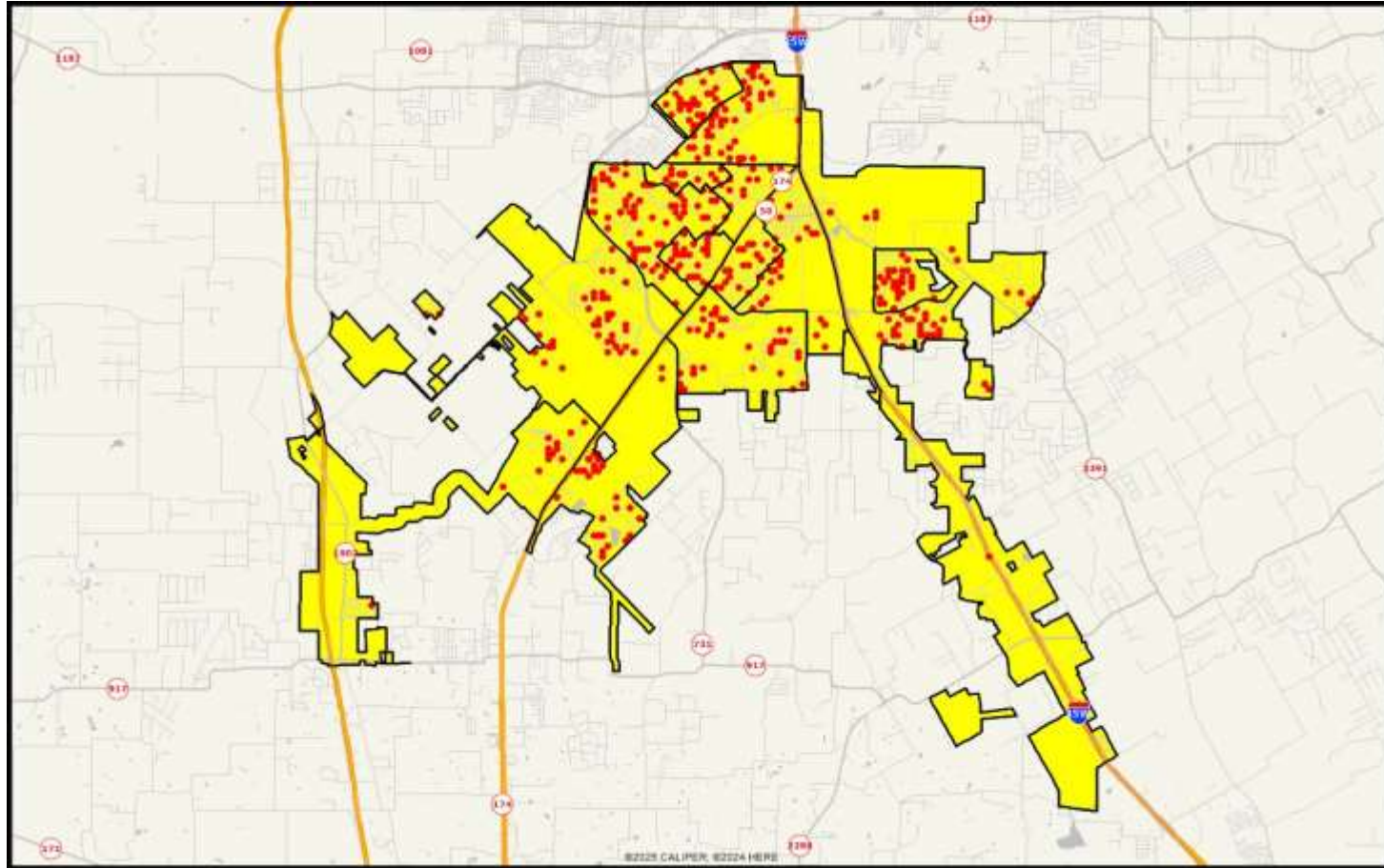
- To objectively assess resident satisfaction with the delivery of City services
- To gather input from residents to help City leaders set priorities for the City
- To track the City's performance against itself and other communities over time

Methodology

- Like prior surveys by ETC Institute, last survey was conducted in 2024
- Administered by mail, phone, and online with follow-ups by text, email, and social media
- Sample designed to ensure results are statistically valid of the City's population
- 475 completed surveys were collected, MOE: +/-4.5% at 95% level of confidence

Location of Survey Respondents

Boundaries are by Census Block Group (CBG)



- Good representation of responses throughout the City
- Home address of all respondents are geocoded to the block level to ensure anonymity
- In addition to geographic representation, ETC Institute also achieved a good demographic representation in the results including ethnicity/race, age, and gender.

What to Know

475

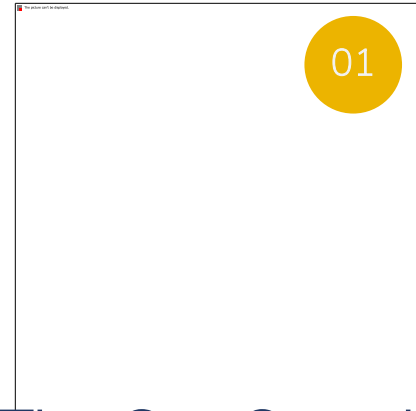
Total number of completed surveys collected. 433 total surveys were collected in 2024.

+/-4.5%

Margin of error at the 95% level of confidence.

93%

Percentage of respondents who provided a “excellent” or “good” response when rating the City as a place to live – consistent with 2024 and 2022 ratings - both at 93%



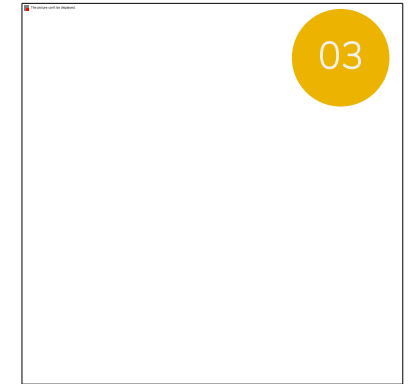
The City Sets the Standard for *Benchmarking* Services

93% of respondents rated the City as an “Excellent” or “Good” place to live – compared to the National Average of 55% and the Texas Average of 50%.
Burleson rates almost 40 pts. above both comparisons!



Perceptions of the City Remain High *Perceptions*

Of the six quality of life items that were comparable from 2024 to 2026, the City saw consistent levels of “excellent” and “good” ratings.
None of the areas rated saw significant changes between 2026 and 2024



Opportunities for Improvement *Priorities for Improvement*

1. Flow of traffic/congestion on TxDOT roadways
 2. Maintenance of City streets and sidewalks
 3. Flow of traffic/congestion on City roadways
- These are common priorities for high performing organizations like Burleson

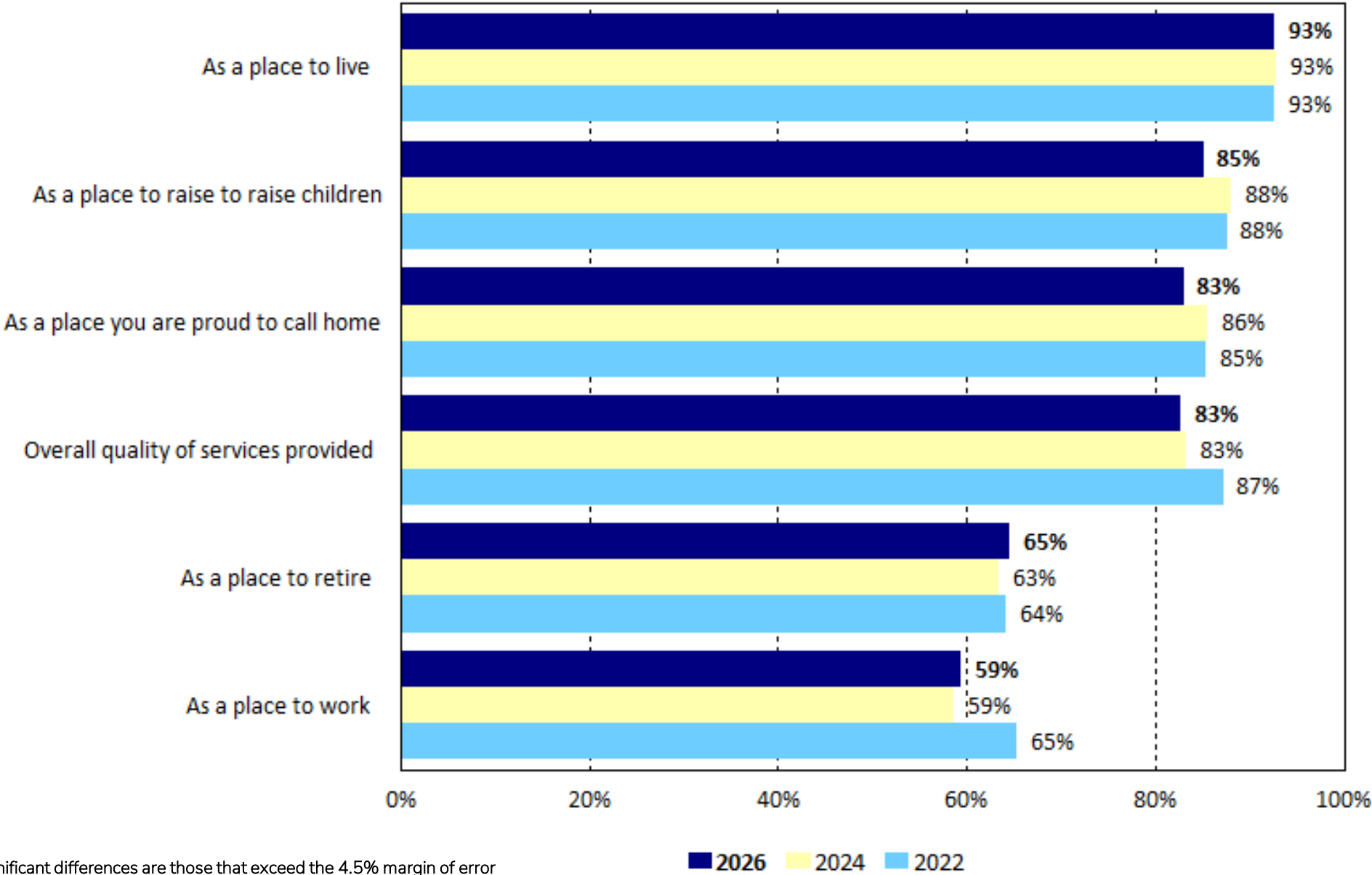
Perceptions

*How respondents rated their perceptions of the
City of Burleson*



Overall Ratings of the City of Burleson

by the sum percentage of respondents who gave a rating of either excellent or good (excluding don't know responses)



While ratings nationally have dropped in some communities, Burleson's ratings have remained consistent over time

Significant differences are those that exceed the 4.5% margin of error

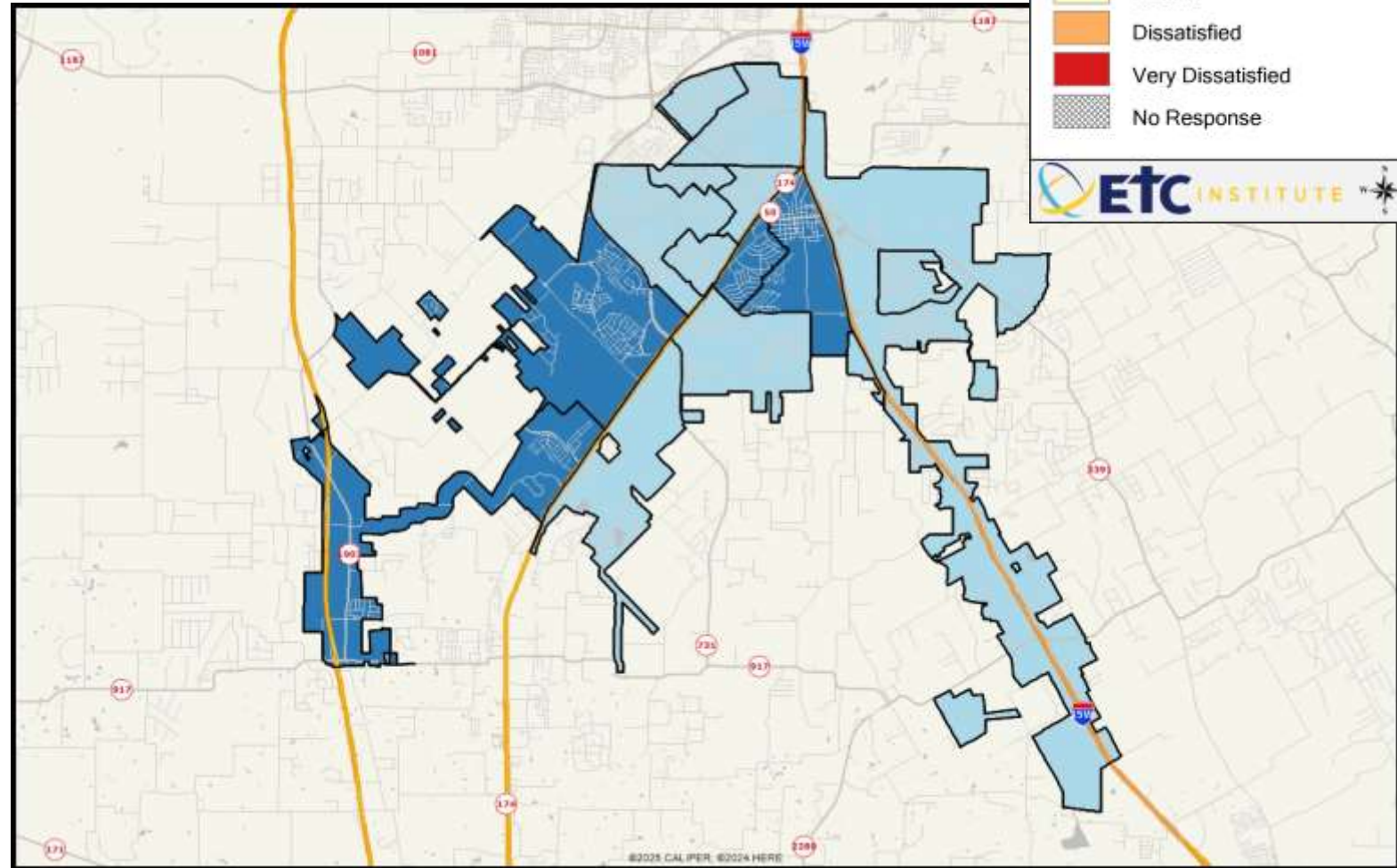
Overall Quality of Services Provided by the City of Burleson

The map shows the City of Burleson is equitably providing services throughout the City with no areas shaded below a 'satisfied' rating based on the mean rating within each Census Block Group.

Shades of blue generally indicate satisfaction with a service, ratings of very satisfied, satisfied, excellent, good, very safe, or safe

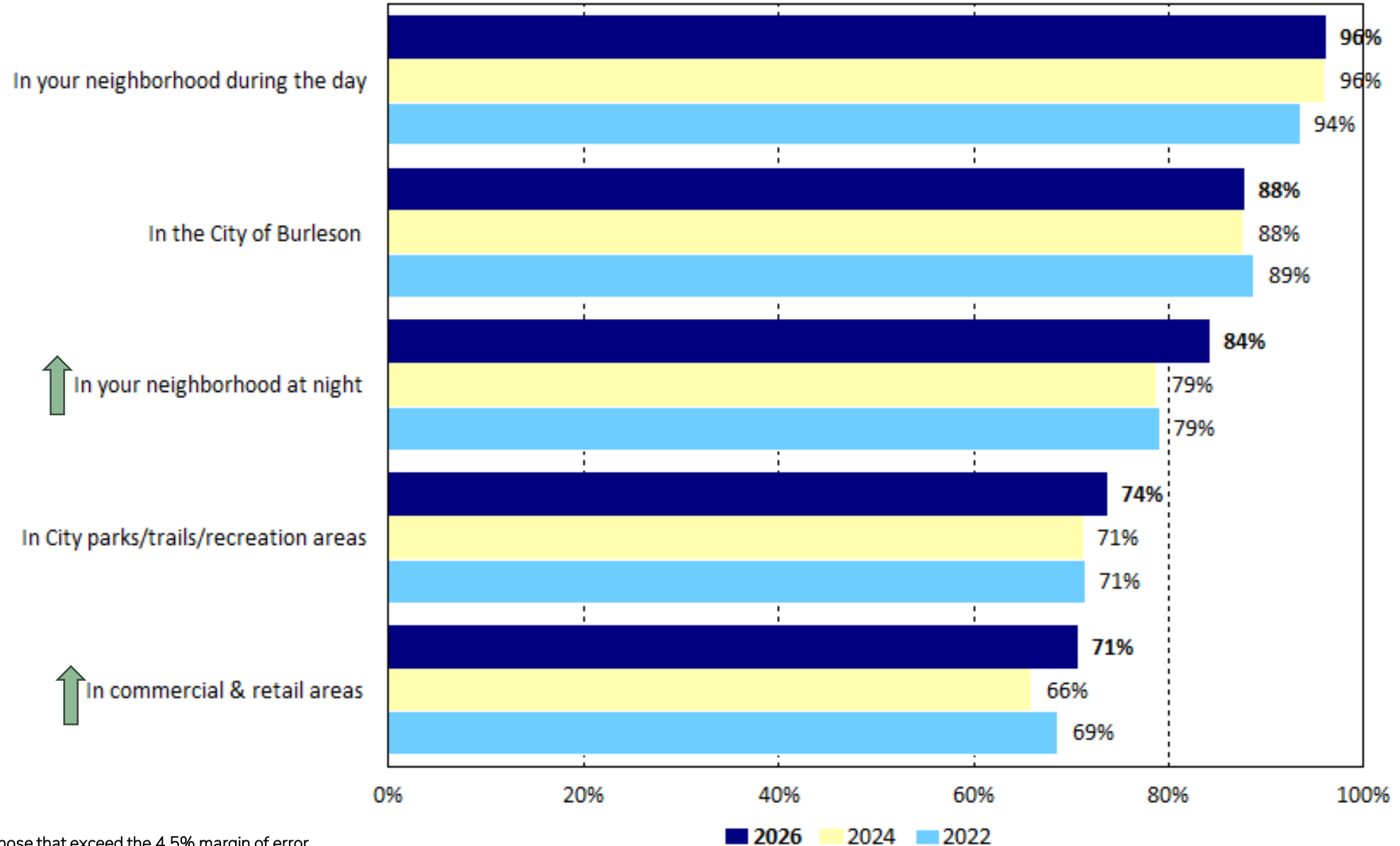
Shades of off-white/yellow indicate neutral ratings

Shades of orange or red indicate negative ratings where general dissatisfaction is higher



Feelings of Safety in the City of Burleson

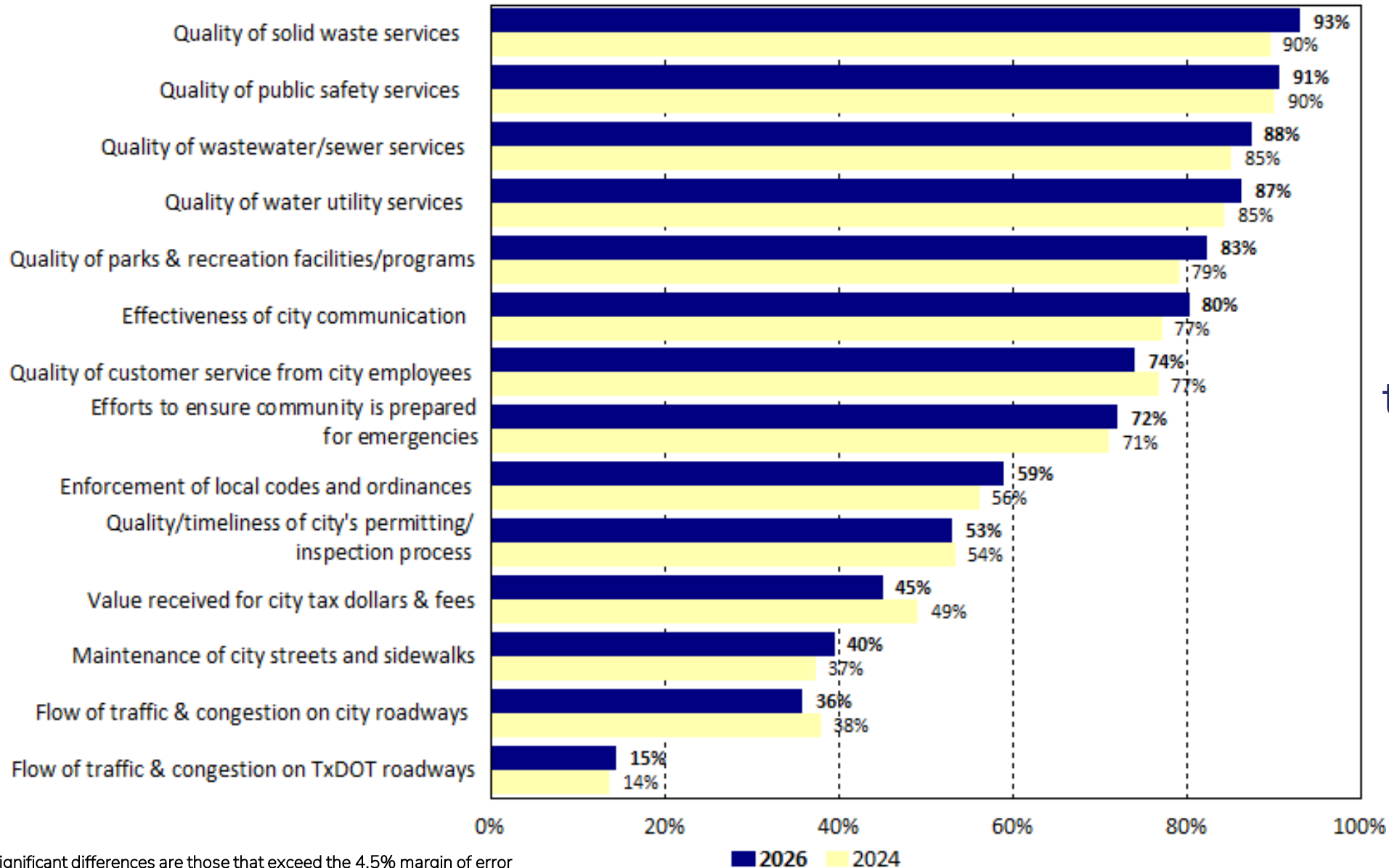
by the sum percentage of respondents who gave a rating of either very safe or safe (excluding don't know responses)



Significant differences are those that exceed the 4.5% margin of error

Overall Ratings of the City of Burleson

by the sum percentage of respondents who gave a rating of either very satisfied or satisfied (excluding don't know responses)



Although there were no statistically significant changes from 2024 to 2026, the consistency of the results demonstrates that Burleson continues to perform at a high level

Trends

How do the 2026 survey results compare to 2024



Comparing the 2026 Results to 2024

- There were a total of 112 areas that were comparable between the 2026 and 2024 surveys
- Of the areas that were directly comparable, the City saw an increase in positive responses in 77 of the 112 areas (69%)
- Of the areas that saw increases, 31 of the areas saw significant increases that exceeded the survey's margin of error of +/-4.5% at the 95% level of confidence (28%)

This type of success has been uncommon since 2020, but the consistency in the results shows how well Burleson is performing in the eyes of respondents despite national or local pressures



Positive Trends from 2024

112 areas were comparable
between the 2026 and 2024
surveys. 77 of the 112 areas
(69%) saw a positive increase in
satisfaction

Significant differences are those that exceed the 4.5% margin of error

Largest INCREASES in Satisfaction Since 2024

1. Quality of city senior citizen programs, (+21.9%)
2. Number/connectivity of walking/biking trails, (+10.2%)
3. Quality of City adult athletic programs, (+10%)
4. Quality of police community outreach programs, (+9.9%)
5. Quality of city parks, (+9.9%)
6. Availability of information on city services & programs, (+8.8%)
7. Quality of city's household hazardous waste disposal service, (+8.7%)
8. Quality of city recreation facilities, (+8.6%)
9. Efforts of the city's fire dept. to communicate via social media, (+8.5%)
10. Quality of recreation programs, (+8.4%)
11. Number of parks, (+8.3%)
12. Timeliness of information provided by the city, (+7.8%)



Negative Trends from 2024

112 areas were comparable between the 2026 and 2024 surveys. 35 of the 112 areas (31%) saw a decrease in satisfaction, NONE were significant

Significant differences are those that exceed the 4.5% margin of error

Largest Decreases in Satisfaction Since 2024

1. Value received for city tax dollars & fees, (-4%)
2. Timeliness of water/sewer line break repairs, (-3.4%)
3. Maintenance of major TxDOT roadways, (-3%)
4. They made it easy for me to handle my request, (-3%)
5. As a place to raise to raise children, (-2.9%)
6. They helped me resolve an issue to my satisfaction, (-2.8%)
7. Quality of customer service from city employees, (-2.7%)
8. As a place you are proud to call home, (-2.6%)
9. Fees charged for trash/recycling collection , (-2%)
10. How easy it is to receive information calling the City, (-2%)
11. Flow of traffic & congestion on city roadways, (-2%)

NONE OF THE DECREASES WERE SIGNIFICANT
BECAUSE THEY DID NOT EXCEED THE SURVEY'S
MARGIN OF ERROR of +/-4.5%

Benchmarks

How does Burleson compare to national and regional benchmarking?

National and Regional Benchmarking

A total of 58 items were directly comparable to National and Regional Averages.

Burleson rated ABOVE both the National Average and Texas Average in 55 of the 58 areas assessed (95%) – 49 items were significantly higher (84%)

ETC Institute maintains national and regional benchmarking

In 2025, Burleson's results were compared to two different sources:

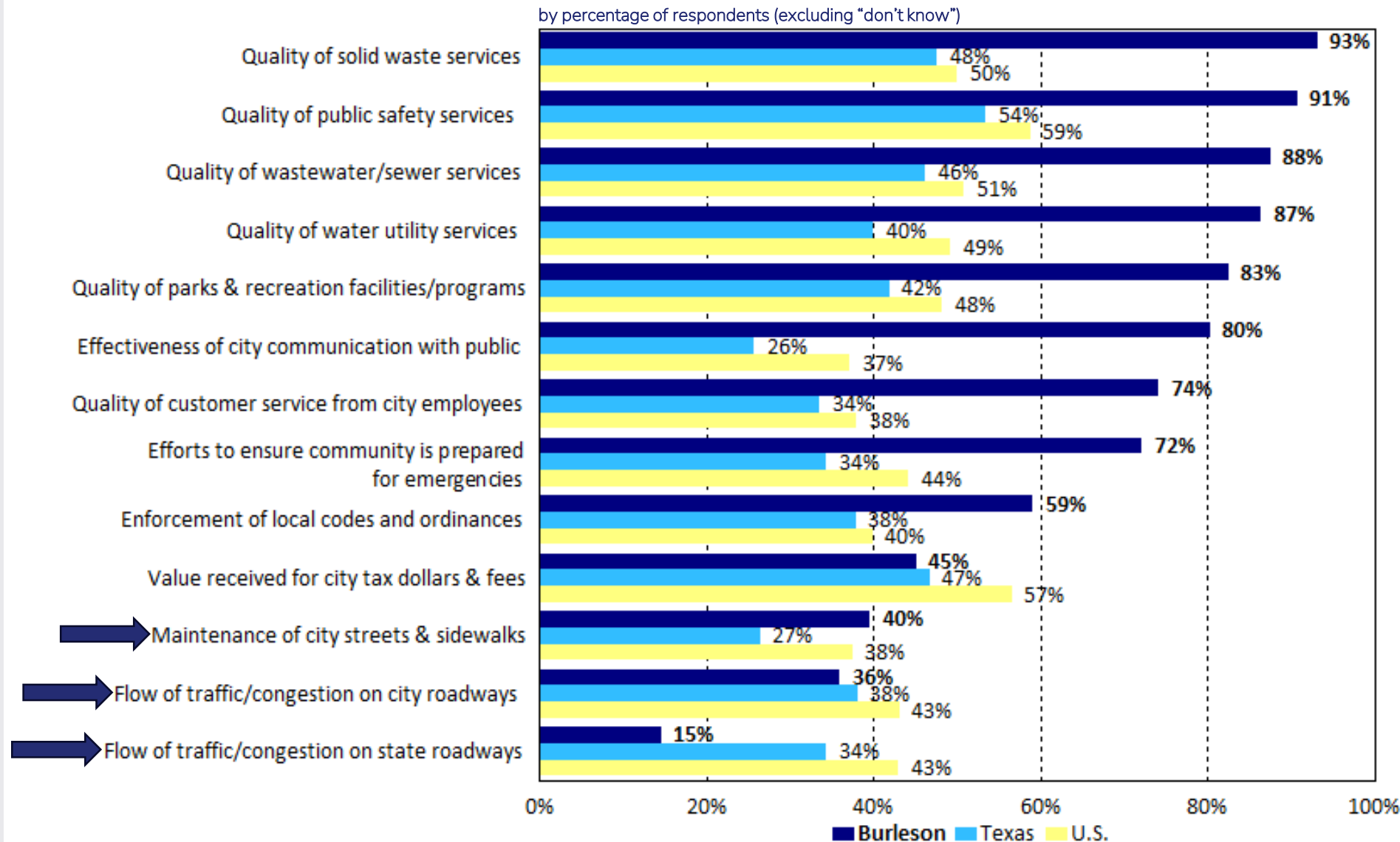
- National Average: a national survey administered during the summer of 2025
- Regional Survey: a survey administered during the summer of 2025 to residents in Texas

Significant differences are those that exceed the 4.5% margin of error



Items that were determined to be top priorities in the Importance-Satisfaction Analysis are highlighted with arrows

Overall Satisfaction with Major Categories of City Services



National Benchmarking

Significantly Higher

- Quality of city bulk trash/leaf/brush collection, (+44.2%)
- Effectiveness of city communication with public, (+43.2%)
- Quality of solid waste services, (+43.1%)
- Quality of curbside recycling collection, (+42%)
- Overall quality of services provided by the City of Burleson, (+39.9%)
- As a place to live, (+38%)
- Quality of water utility services, (+37.2%)
- Quality of wastewater/sewer services, (+36.7%)
- Quality of customer service from city employees, (+36.2%)
- Quality of parks & recreation facilities/programs, (+34.2%)
- Quality of curbside trash/garbage collection, (+33.5%)

Significantly Lower

- Flow of traffic/congestion on city roadways, (-7.2%)
- Value received for city tax dollars & fees, (-11.4%)
- Flow of traffic/congestion on state roadways, (-28.5%)

Texas Benchmarking

Significantly Higher

- Effectiveness of city communication with public, (+54.6%)
- Quality of water utility services, (+46.5%)
- Quality of solid waste services, (+45.5%)
- Quality of city bulk trash/leaf/brush collection, (+45%)
- As a place to live, (+43%)
- Quality of wastewater/sewer services, (+41.3%)
- Quality of curbside recycling collection, (+40.7%)
- Quality of parks & recreation facilities/programs, (+40.6%)
- Quality of customer service from city employees, (+40.6%)
- Overall quality of services provided by the City of Burleson, (+39.2%)
- Quality of police services, (+38.3%)

Significantly Lower

- Flow of traffic/congestion on state roadways, (-19.8%)

Opportunities

*Opportunities for improvement based on the
Importance-Satisfaction Analysis*

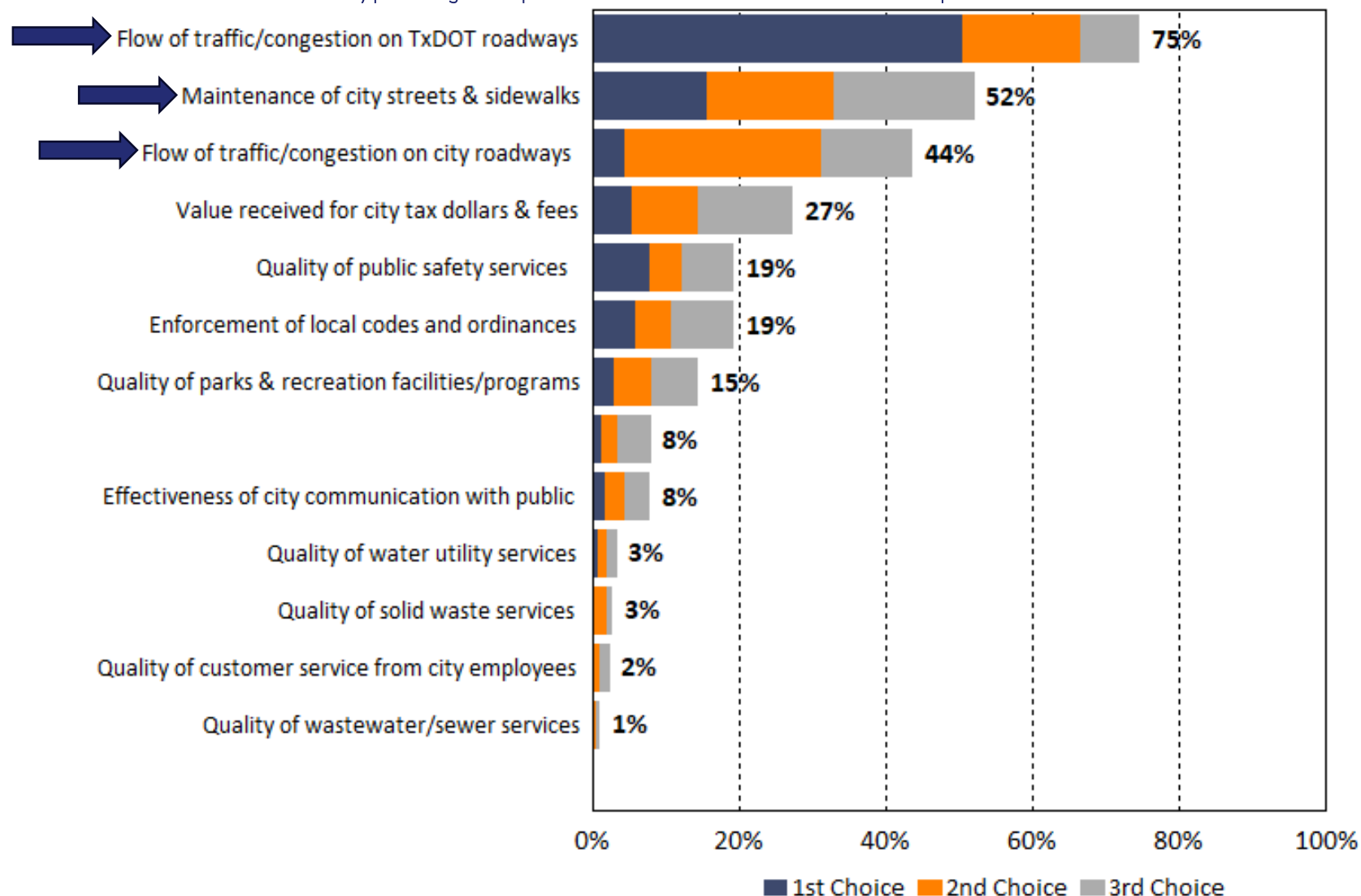




The areas with the lowest levels of satisfaction are also among the most important to respondents

City Services That Should Receive the Most Emphasis Over the Next Two Years

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



2026 Importance-Satisfaction Rating

Burleson, TX

Overall City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Flow of traffic/congestion on TxDOT roadways	75%	1	15%	14	0.6379	1
Maintenance of city streets & sidewalks	52%	2	40%	12	0.3147	2
Flow of traffic/congestion on city roadways	44%	3	36%	13	0.2797	3
Value received for city tax dollars & fees	27%	4	45%	11	0.1502	4
Enforcement of local codes and ordinances	19%	6	59%	9	0.0789	5
Quality of parks & recreation facilities/programs	15%	7	83%	5	0.0254	6
Efforts to ensure community is prepared for emergencies	8%	8	72%	8	0.0222	7
Quality of public safety services	19%	5	91%	2	0.0178	8
Effectiveness of city communication with public	8%	9	80%	6	0.0153	9
Quality of customer service from city employees	2%	12	74%	7	0.0062	10
Quality of water utility services	3%	10	87%	4	0.0046	11
Quality of solid waste services	3%	11	93%	1	0.0018	12
Quality of wastewater/sewer services	1%	13	88%	3	0.0012	13
Quality/timeliness of city's permitting & inspection process	0.2%	14	53%	10	0.0009	14

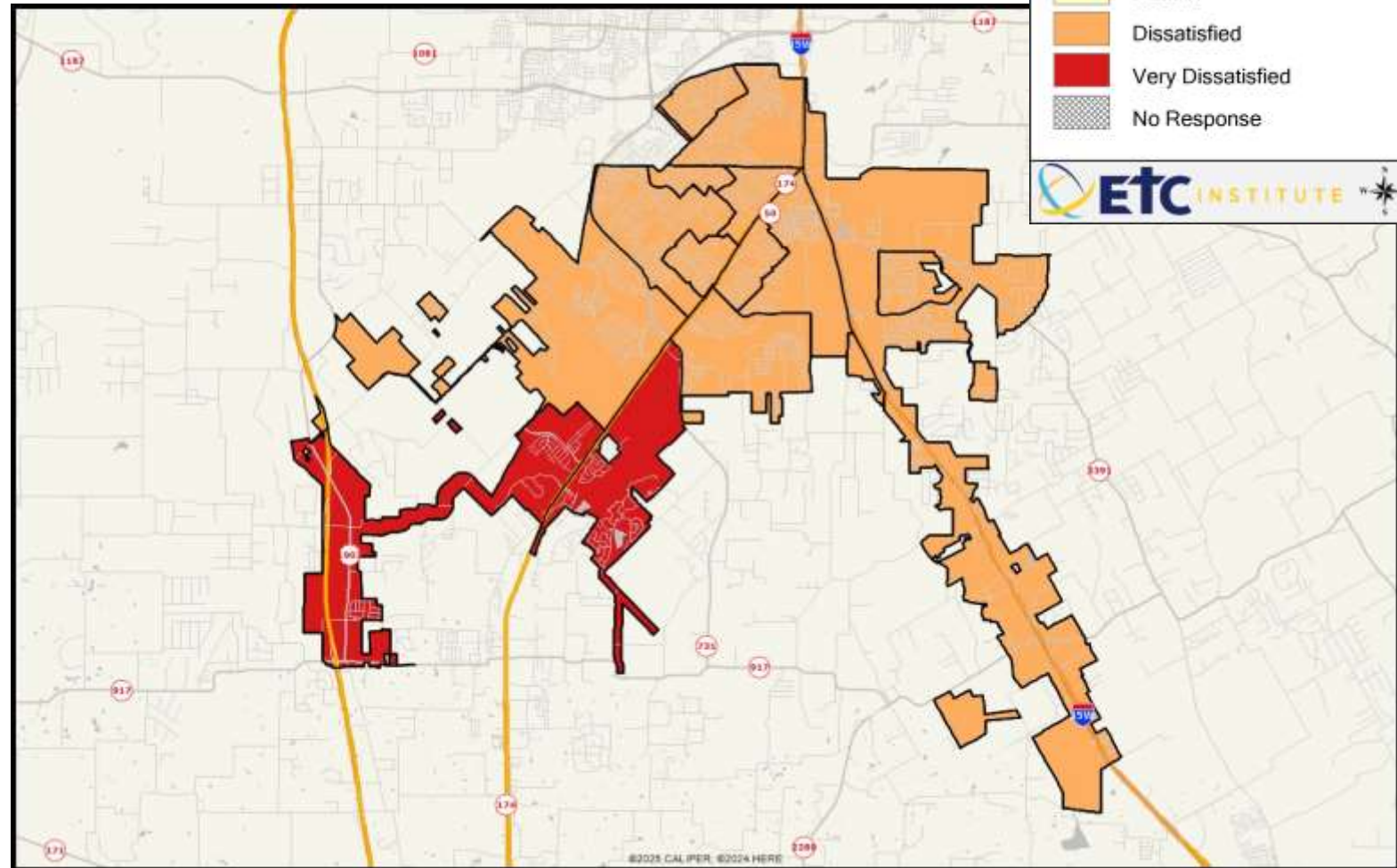
Flow of Traffic and Congestion on TxDOT Roadways

This item was determined to be the top priority for improvement based on the Importance-Satisfaction Analysis.

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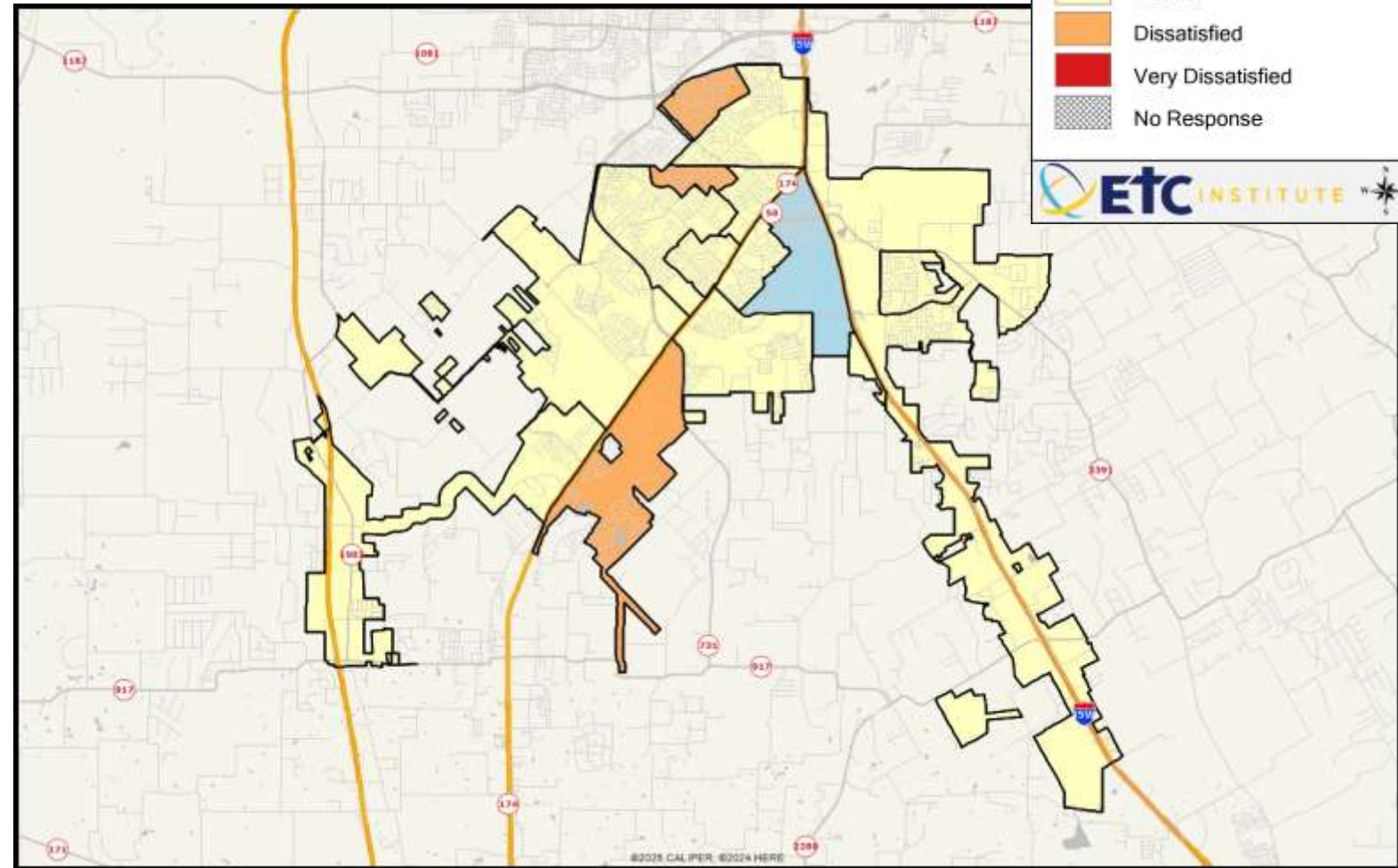
Maintenance of City Streets and Sidewalks

This item was determined to be the second highest priority for improvement based on the Importance-Satisfaction Analysis.

Shades of blue generally indicate satisfaction with a service, ratings of very satisfied, satisfied, excellent, good, very safe, or safe

Shades of off-white/yellow indicate neutral ratings

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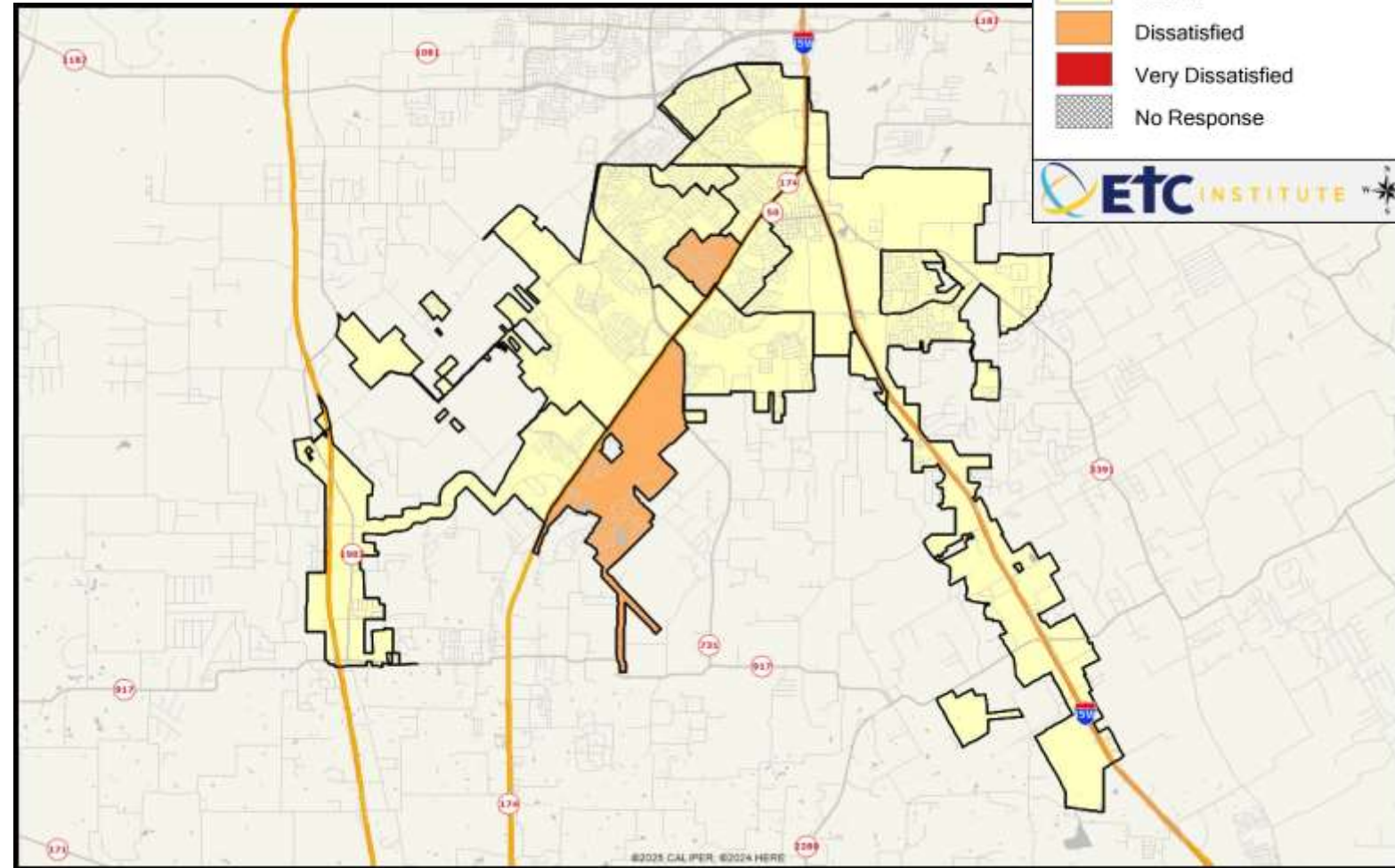
Flow of Traffic and Congestion on City Roadways

This item was determined to be the third highest priority for improvement based on the Importance-Satisfaction Analysis.

Shades of blue generally indicate satisfaction with a service, ratings of very satisfied, satisfied, excellent, good, very safe, or safe

Shades of off-white/yellow indicate neutral ratings

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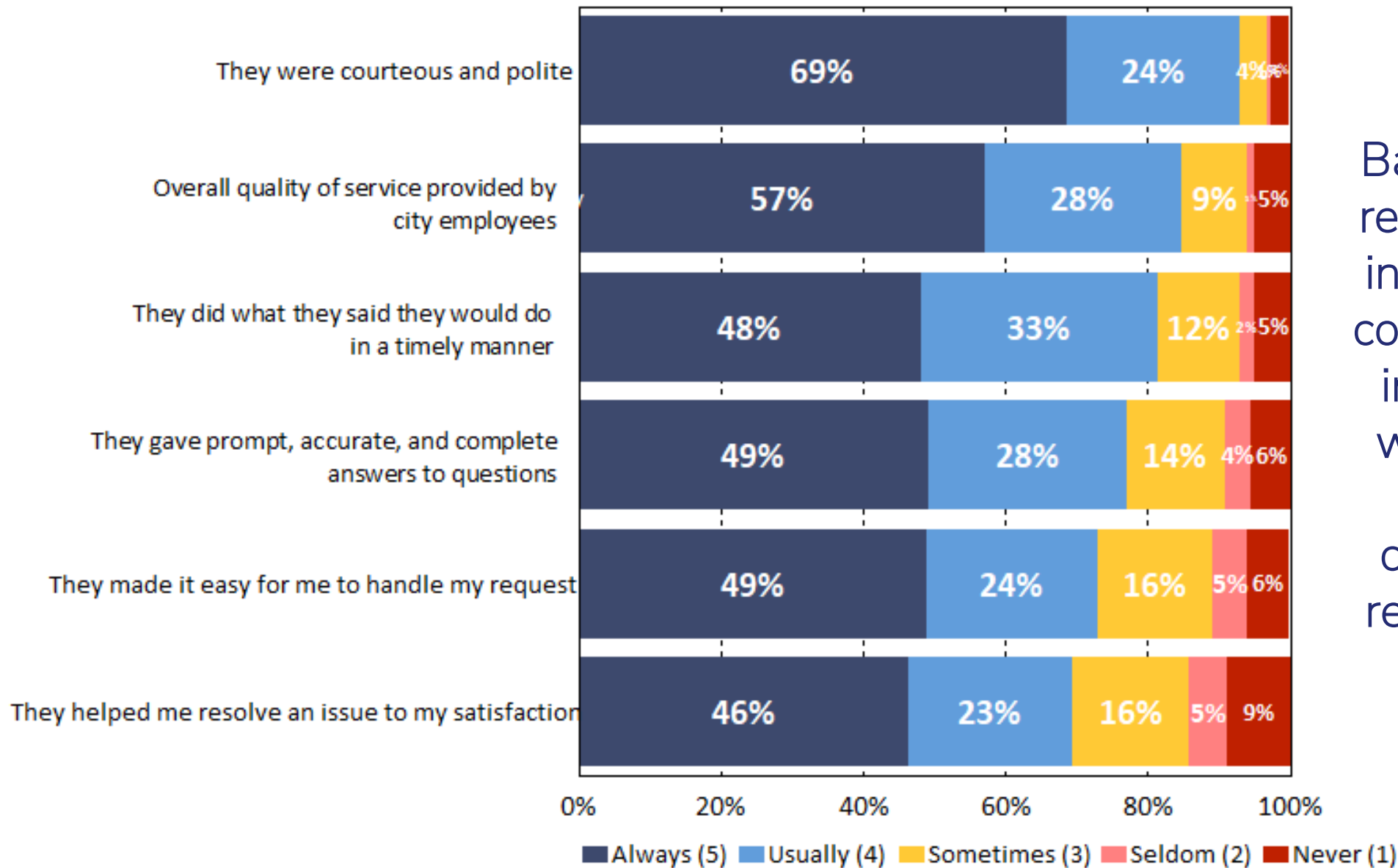


Additional Findings

What else did we learn?

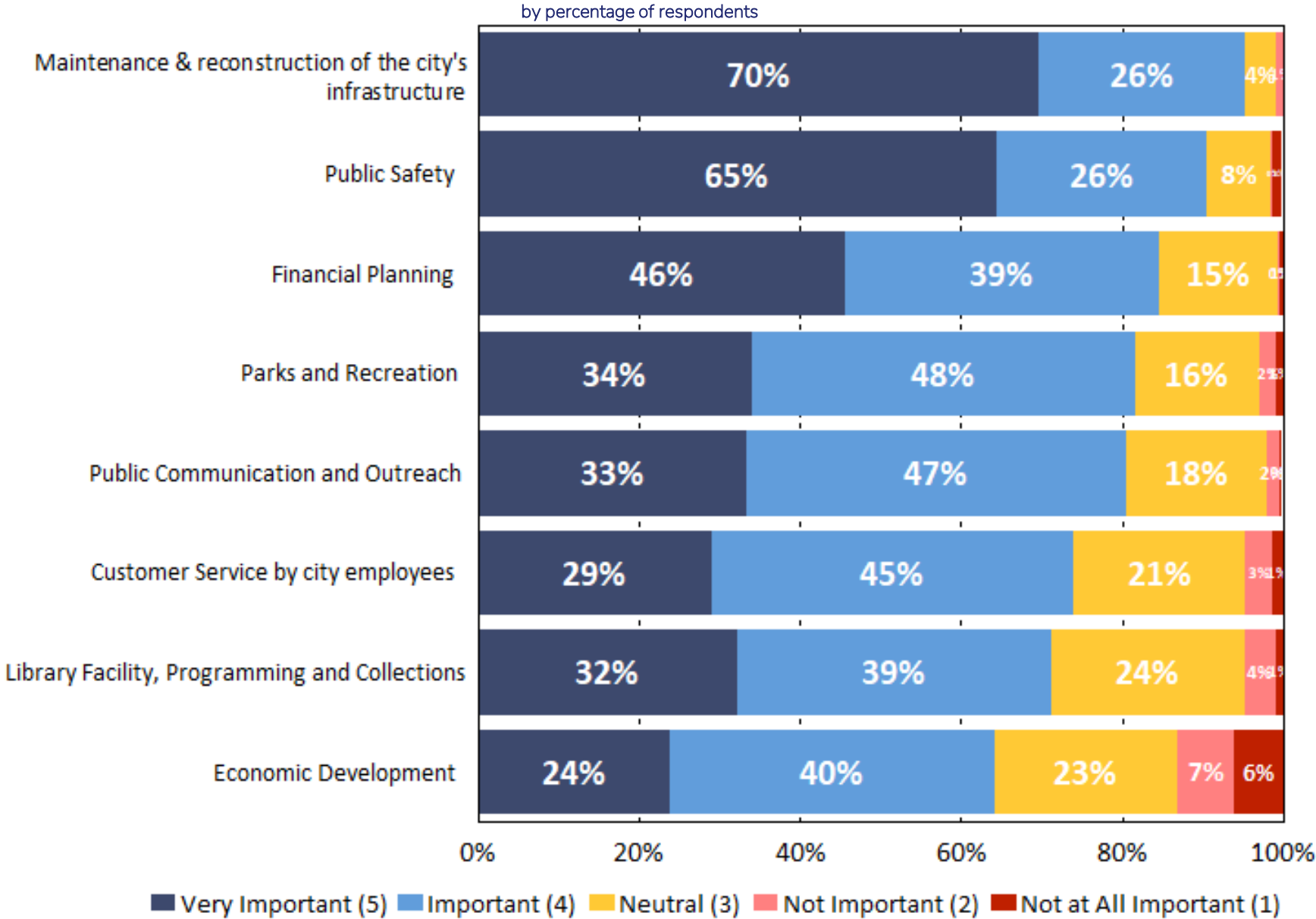
Customer Service Ratings

by percentage of respondents who rated the item as a 5 to 1 on a 5-point scale (excluding "don't know")



Based on 43% of respondents who indicated they've contacted the City in the past year with a question, problem, complaint, or to request a service

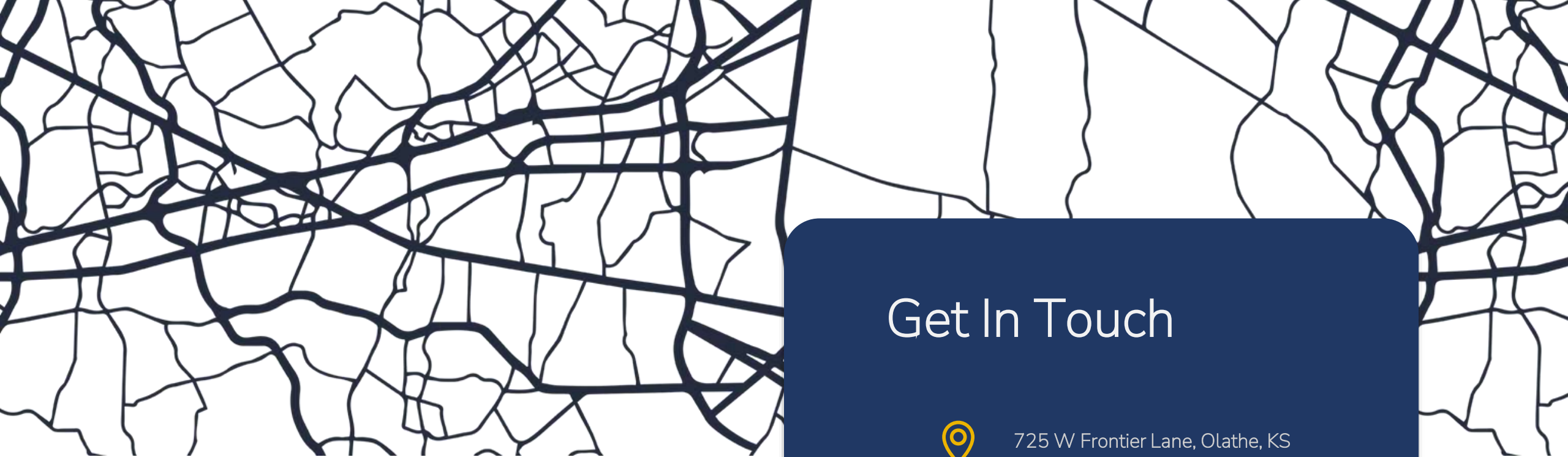
Funding the Following Areas with City Tax Dollars



Respondents doubled down in one of the last survey questions indicating infrastructure is most important areas to invest in, followed by public safety

Summary

- Overall perceptions of Burleson remain positive: 93% of respondents rating the City as an “excellent” or “good” place to live - nearly 40 percentage points above national and Texas averages
- Resident satisfaction generally improved from 2024: positive ratings increasing in 77 of the 112 comparable areas; 31 of those increases were statistically significant, while none of the decreases were significant
- Burleson continues to outperform other communities: Burleson rates above both the national and Texas averages in 55 of the 58 comparable areas
- Traffic and infrastructure represent the clearest opportunities for improvement: particularly congestion on TxDOT roadways, maintenance of City streets and sidewalks, and congestion on City roadways
- Residents continue to prioritize investment in core community needs, with infrastructure identified as the most important area for City funding, followed by public safety



Questions?

Thank you!

Get In Touch



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