

2025 City of Killeen Community Survey Results

November 2025

Presented by:

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ETC Institute has
surveyed more
than 3,600,000
people for more
than 1,300
government
agencies on 4
continents!**

ETC Institute is the leader in market research for state and local governments. Clients include 29 of the 35 largest cities in the United States.

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

Agenda



Purpose and Methodology



Topic #1: Satisfaction with Quality of Life & City Services



Topic #2: Trends Since 2023



Topic #3: How Killeen Compares to Other Communities



Topic #4: Investment Priorities



Topic #5: Other Findings

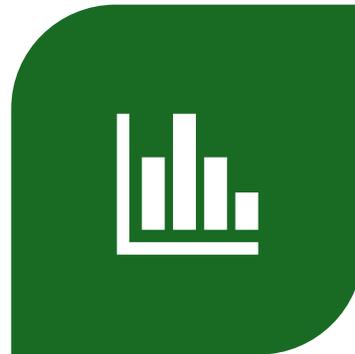


Summary/Questions

PURPOSE



OBJECTIVELY ASSESS
SATISFACTION WITH QUALITY
OF LIFE AND CITY SERVICES,
AND MEASURE TRENDS SINCE
2023



COMPARE THE CITY OF
KILLEEN'S PERFORMANCE
TO OTHER COMMUNITIES IN
THE U.S.



HELP THE CITY DETERMINE
PRIORITIES FOR
IMPROVEMENT TO SERVE
RESIDENTS BETTER

Methodology

**ADMINISTERED BY
MAIL AND ONLINE
IN JULY 2025**

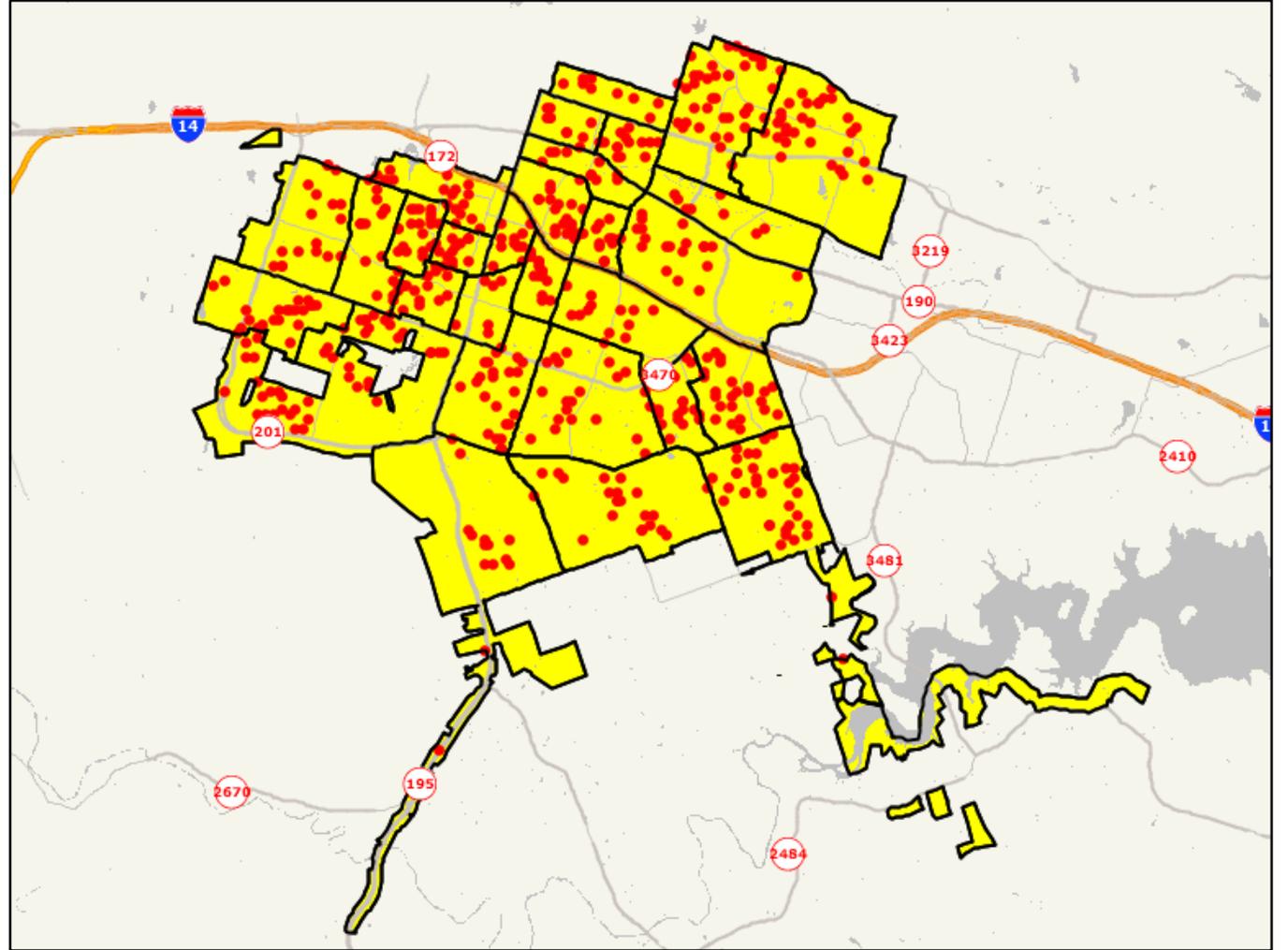
**GOAL OF 500
COMPLETED
SURVEYS**

**A TOTAL OF 545
SURVEYS WERE
COMPLETED**

**95% LEVEL OF
CONFIDENCE
WITH A MARGIN OF
ERROR OF +/- 4.2%**

Location of Survey Respondents

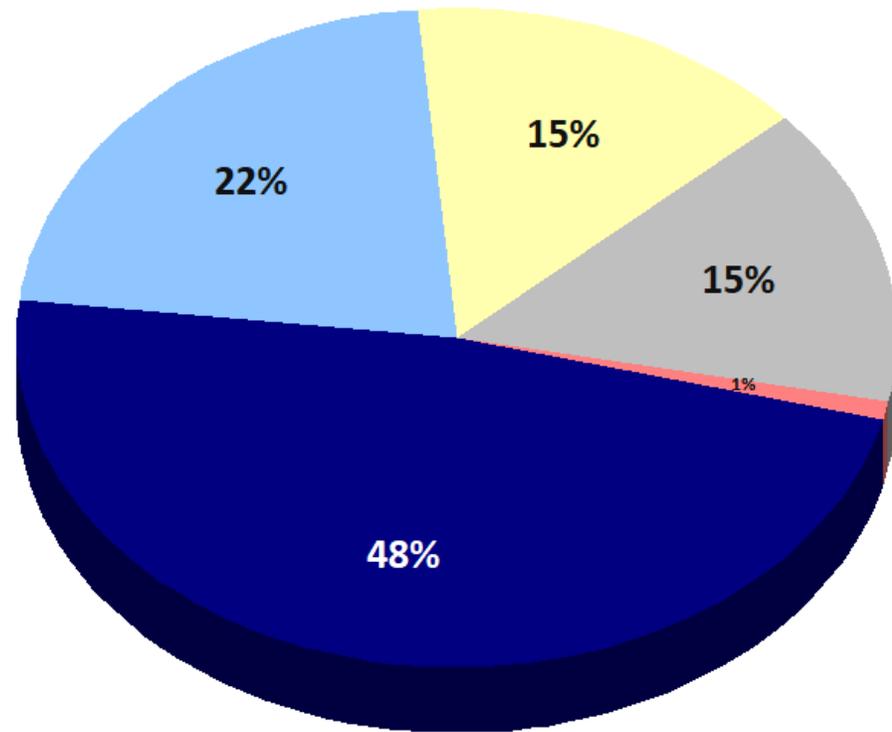
Good representation
by respondent location



Both new and long-term residents were well-represented

Q27. Demographics: How long have you lived in Killeen?

by percentage of respondents (excluding "not provided")

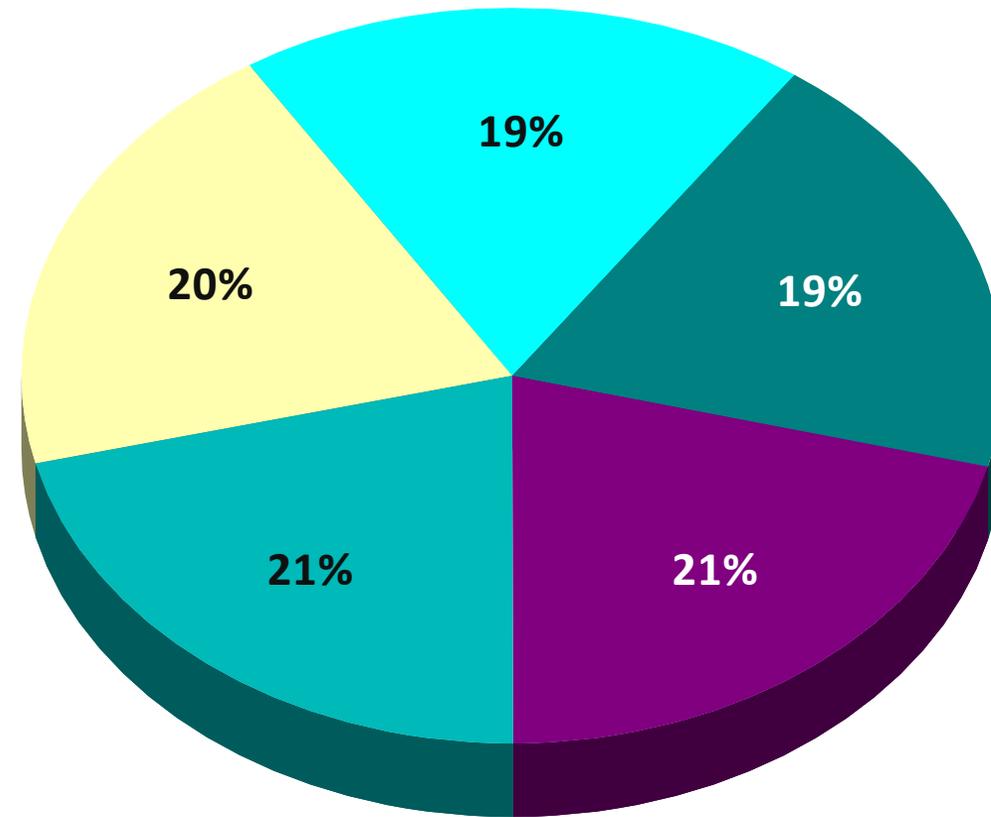


Less than 6 months 6 months to 5 years 6 to 10 years
11 to 20 years 20+ years

All age groups
were well-
represented

Q28. Demographics: Age of Respondent

by percentage of respondents (excluding “not provided”)



■ 18 to 34 ■ 35 to 44 ■ 45 to 54 ■ 55 to 64 ■ 65+

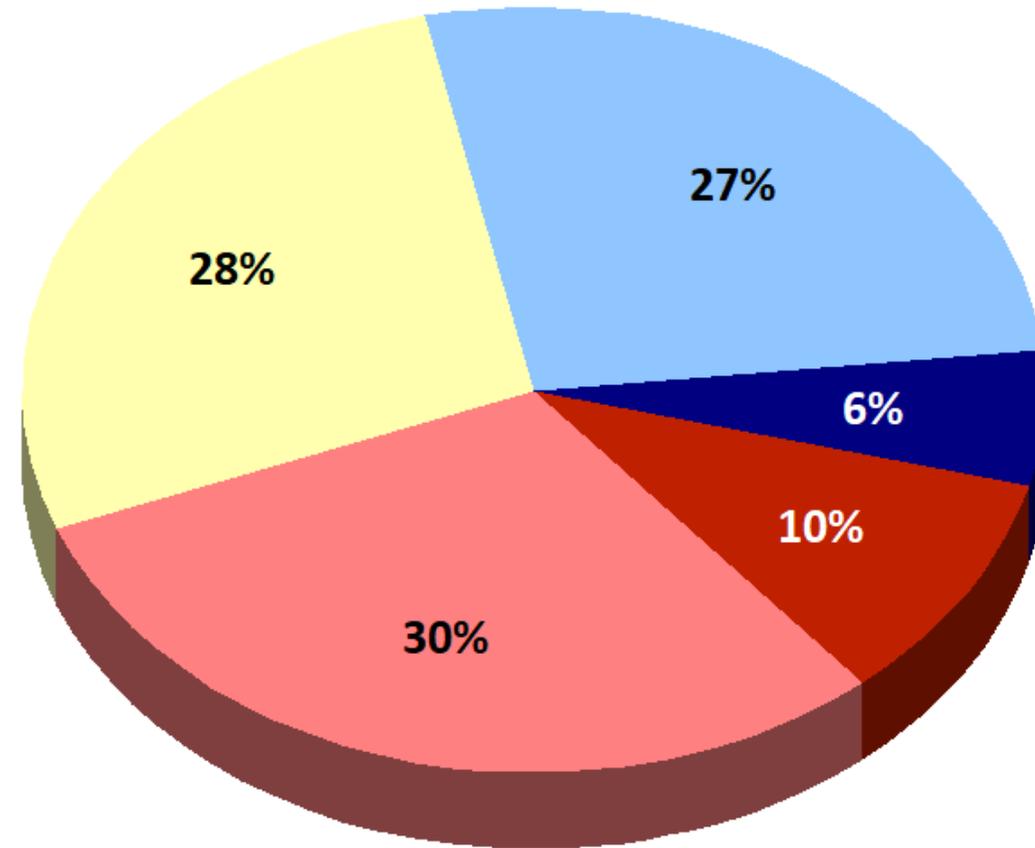
Topic #1

Satisfaction with Quality of Life and City Services

The majority of residents felt neutral or satisfied with their overall quality of life in Killeen

Q1. Satisfaction with Overall Quality of Life in the City of Killeen

by percentage of respondents (excluding "not provided")

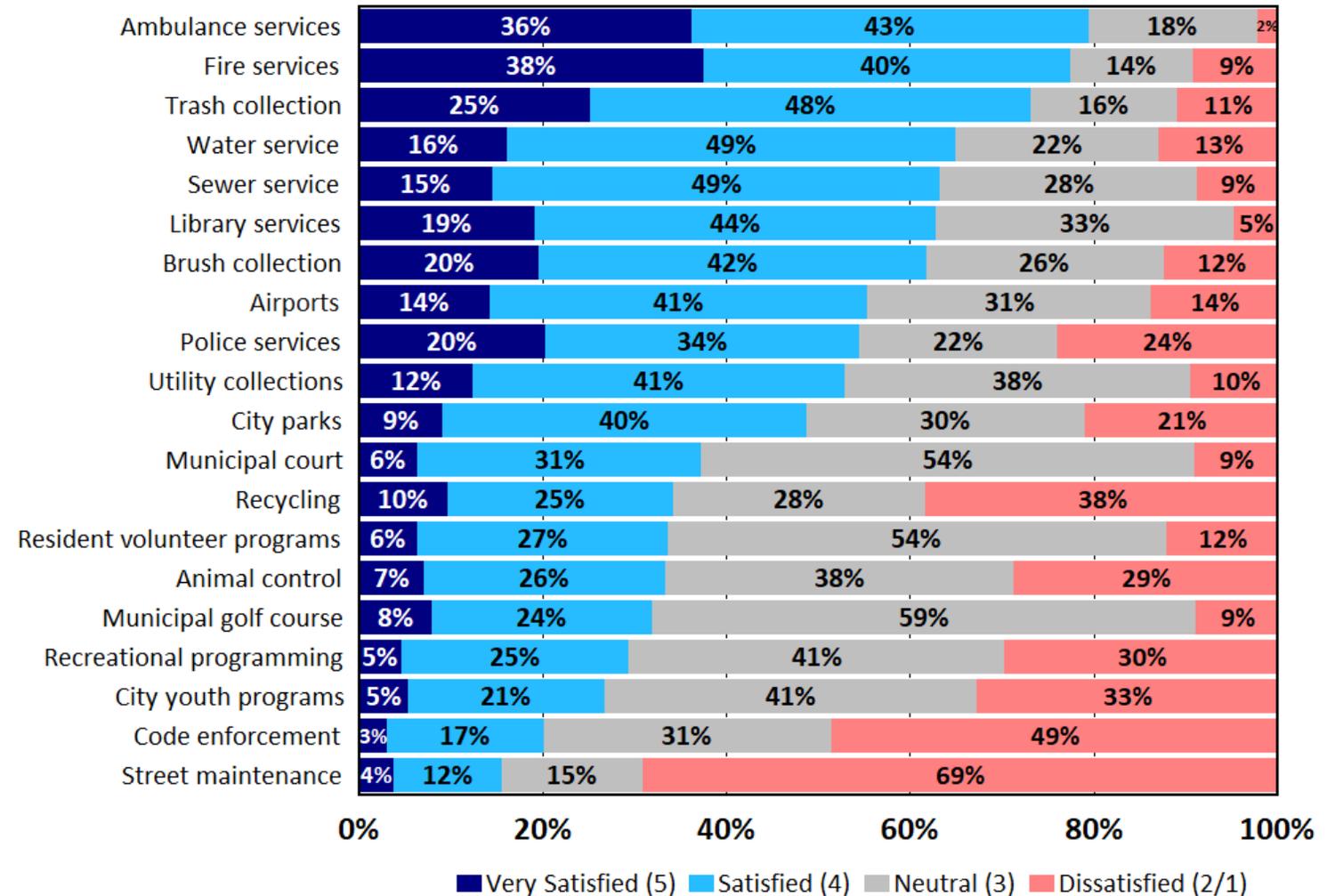


Very satisfied Satisfied Neutral Dissatisfied Very dissatisfied

Residents are most satisfied with ambulance and fire services, trash collection, and water service

Q2. Satisfaction with Major Categories of City Services

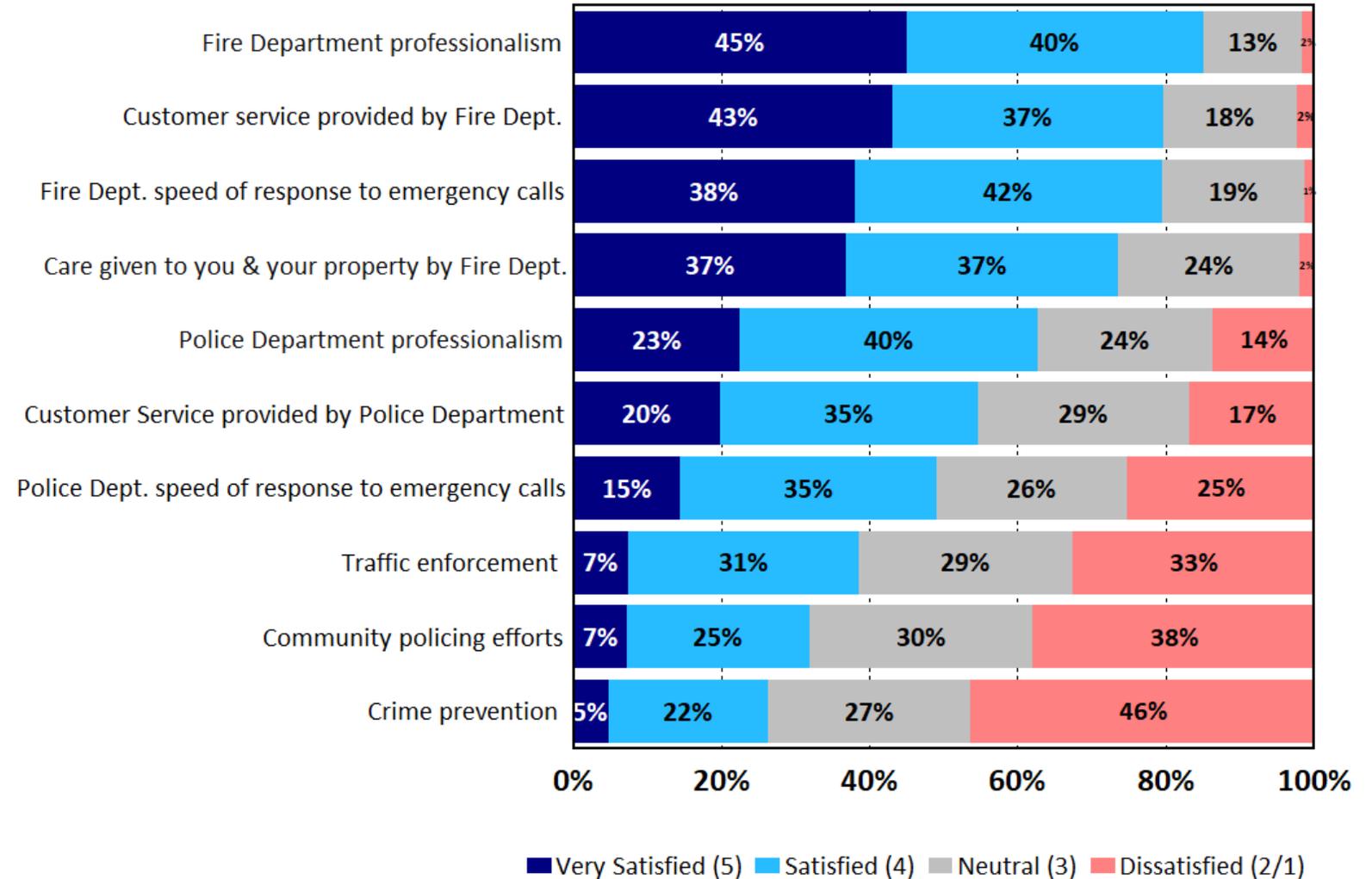
by percentage of respondents (excluding "don't know")



Fire Department professionalism, customer service, and speed of response to emergency calls were the highest rated public safety services

Q9. Satisfaction with Public Safety Services

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





Topic #2
Trends Since 2023

TRENDS

Notable Increases Since 2023

- Water service (+3%)
- Police services (+3%)
- Municipal golf course (+3%)
- Customer service provided by the Fire Dept. (+2%)
- Airports (+2%)

TRENDS

Notable Decreases Since 2023

- Having parks conveniently located for people in all areas (-10%)
- Overall quality of City athletic fields (-11%)
- Providing an adequate forum for public input (-11%)
- Variety of amenities within parks (-12%)
- Overall quality of Parks & Recreation classes & programs (-15%)

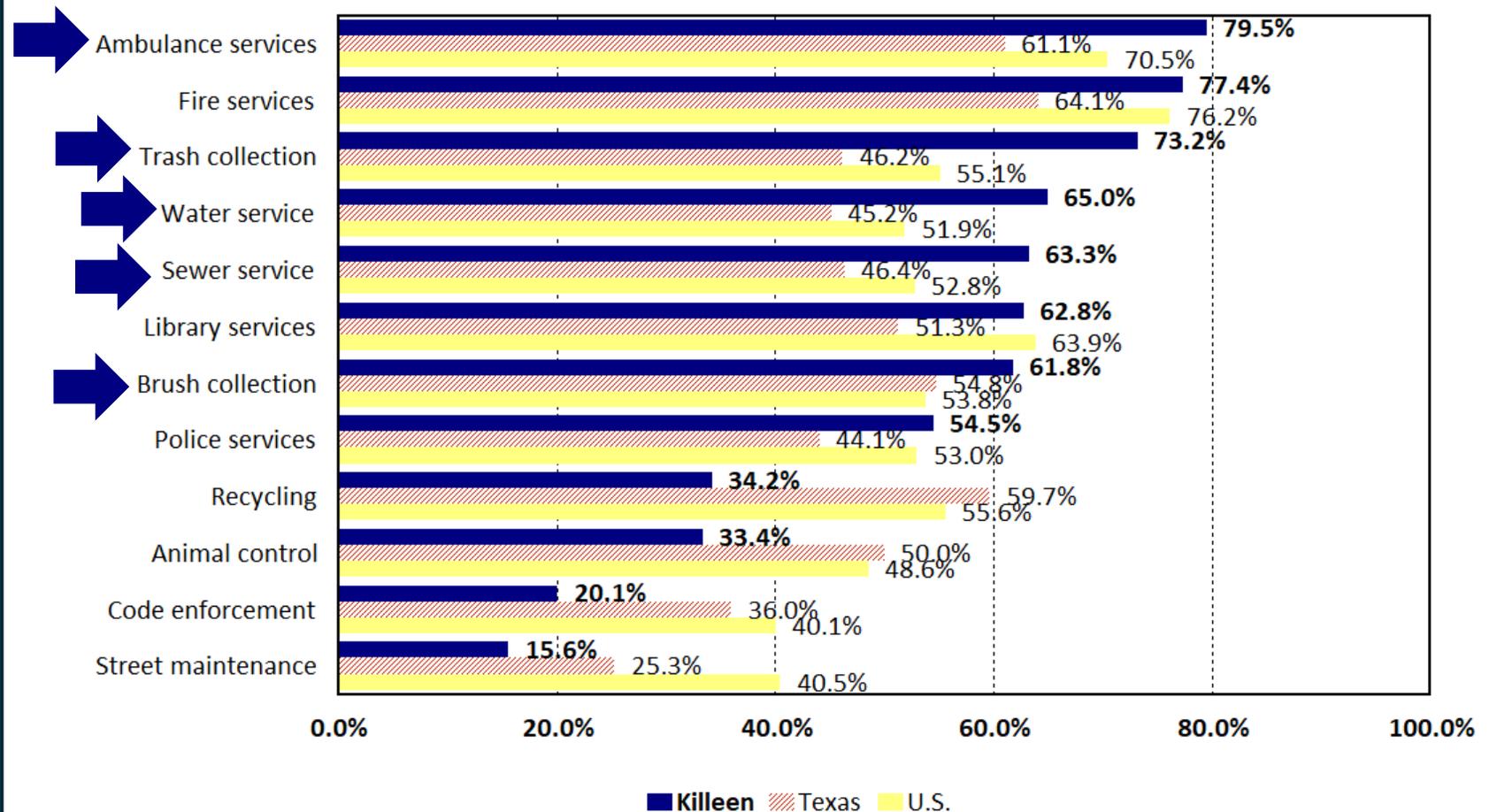
Topic #3

How Killeen Compares to Other Communities

The City of Killeen rated significantly higher than the Texas and U.S. averages in several of the City services that were assessed

Satisfaction with Major Categories of City Services Killeen vs. Texas vs. U.S.

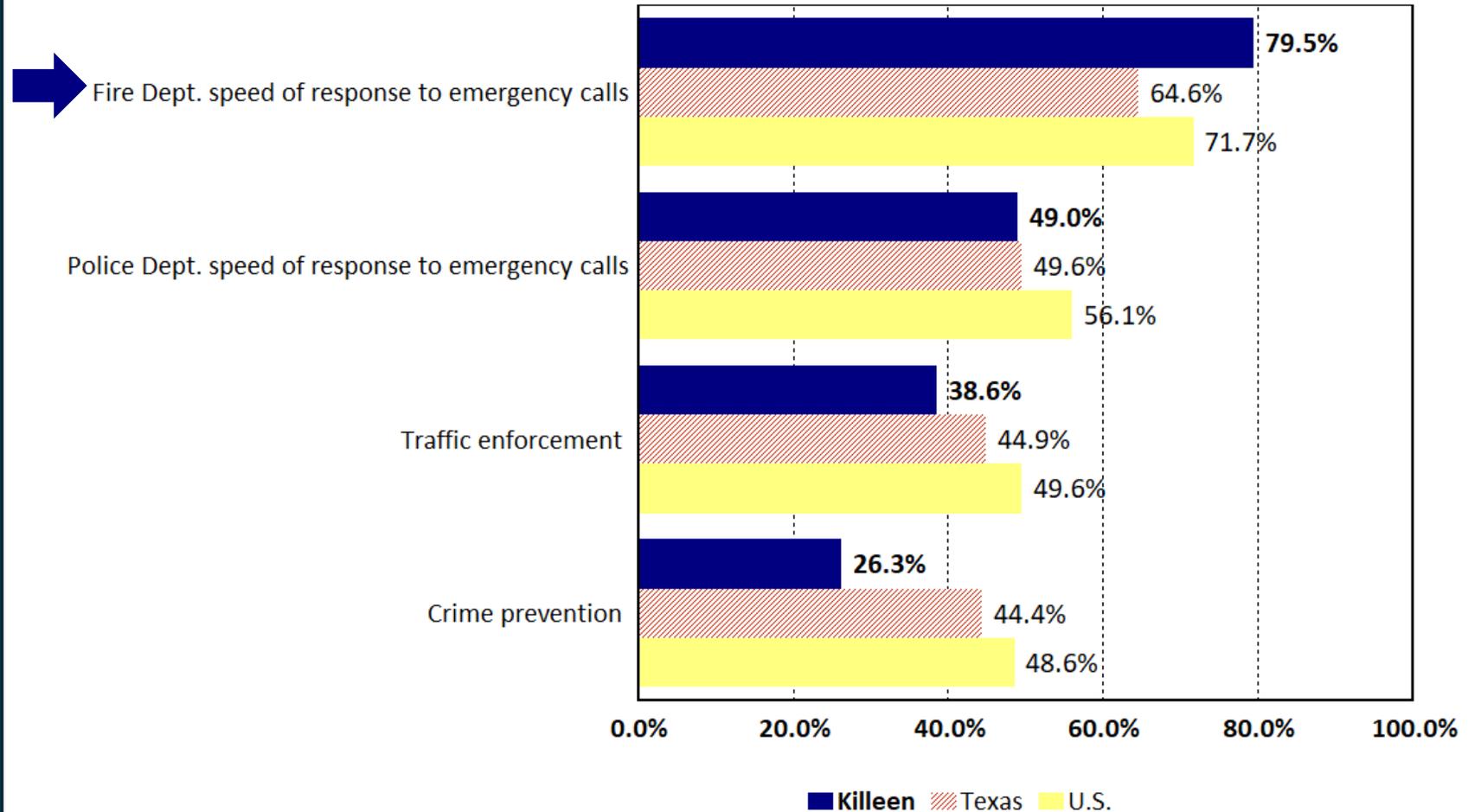
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



Killeen is setting the standard regionally and nationally for Fire Department response to emergency calls

Satisfaction with Public Safety Killeen vs. Texas vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"





Topic #4
Investment Priorities

Priorities for Major Categories of City Services

Importance-Satisfaction Rating City of Killeen, TX Major Categories of City Services

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Street maintenance	74%	1	16%	20	0.6262	1
Code enforcement	36%	3	20%	19	0.2892	2
Police services	51%	2	55%	9	0.2311	3
Animal control	31%	5	33%	15	0.2051	4
High Priority (IS .10-.20)						
City youth programs	27%	6	27%	18	0.1972	5
Recycling	25%	7	34%	13	0.1619	6
City parks	31%	4	49%	11	0.1585	7
Recreational programming	22%	8	29%	17	0.1581	8
Ambulance services	14%	12	80%	1	0.1509	9
Medium Priority (IS <.10)						
Water service	20%	9	65%	4	0.0693	10
Resident volunteer programs	8%	16	34%	14	0.0498	11
Airports	9%	15	55%	8	0.0410	12
Trash collection	15%	11	73%	3	0.0394	13
Fire services	17%	10	77%	2	0.0384	14
Brush collection	10%	13	62%	7	0.0371	15
Sewer service	9%	14	63%	5	0.0345	16
Municipal court	5%	18	37%	12	0.0301	17
Library services	7%	17	63%	6	0.0246	18
Utility collections	5%	19	53%	10	0.0217	19
Municipal golf course	2%	20	32%	16	0.0136	20

Priorities for Public Safety Services

Importance-Satisfaction Rating

City of Killeen, TX

Public Safety Services

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Crime prevention	68%	1	26%	10	0.5019	1
Community policing efforts	38%	3	32%	9	0.2615	2
Traffic enforcement	35%	4	39%	8	0.2118	3
High Priority (IS .10-.20)						
Police Dept. speed of response to emergency calls	39%	2	49%	7	0.1994	4
Medium Priority (IS <.10)						
Police Department professionalism	22%	5	63%	5	0.0807	5
Customer Service provided by Police Department	16%	6	55%	6	0.0725	6
Fire Dept. speed of response to emergency calls	12%	7	80%	3	0.0242	7
Care given to you & your property by Fire Dept.	2%	8	74%	4	0.0058	8
Fire Department professionalism	2%	9	85%	1	0.0031	9
Customer service provided by Fire Dept.	2%	10	80%	2	0.0030	10

Priorities for Parks and Recreation Services

Importance-Satisfaction Rating

City of Killeen, TX

Parks and Recreation Services

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall safety of City parks	59%	1	36%	6	0.3721	1
Overall quality of City parks	46%	2	51%	1	0.2292	2
Variety of amenities within parks	35%	4	38%	5	0.2139	3
Having parks conveniently located for people in all areas	43%	3	50%	2	0.2136	4
High Priority (IS .10-.20)						
Overall quality of Parks & Recreation classes & programs	20%	5	31%	7	0.1371	5
Medium Priority (IS <.10)						
Overall quality of City athletic fields	10%	6	45%	3	0.0543	6
Number of athletic fields in the City	6%	7	44%	4	0.0361	7

Priorities for Code Enforcement Services

Importance-Satisfaction Rating

City of Killeen, TX

Code Enforcement Services

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
High grass and weeds	51%	1	20%	2	0.4125	1
Property cleanliness	45%	2	19%	3	0.3648	2
Illegal dumping	42%	3	16%	7	0.3494	3
Junk vehicles	41%	4	19%	5	0.3341	4
Abandoned buildings	38%	5	12%	8	0.3333	5
High Priority (IS .10-.20)						
Illegally operating a business in a residential zone	15%	6	17%	6	0.1199	6
Medium Priority (IS <.10)						
Non-commercial, such as signed in right of way or on utility poles	6%	7	19%	4	0.0476	7
Vehicles for sale on parking lots and corners	5%	8	21%	1	0.0356	8

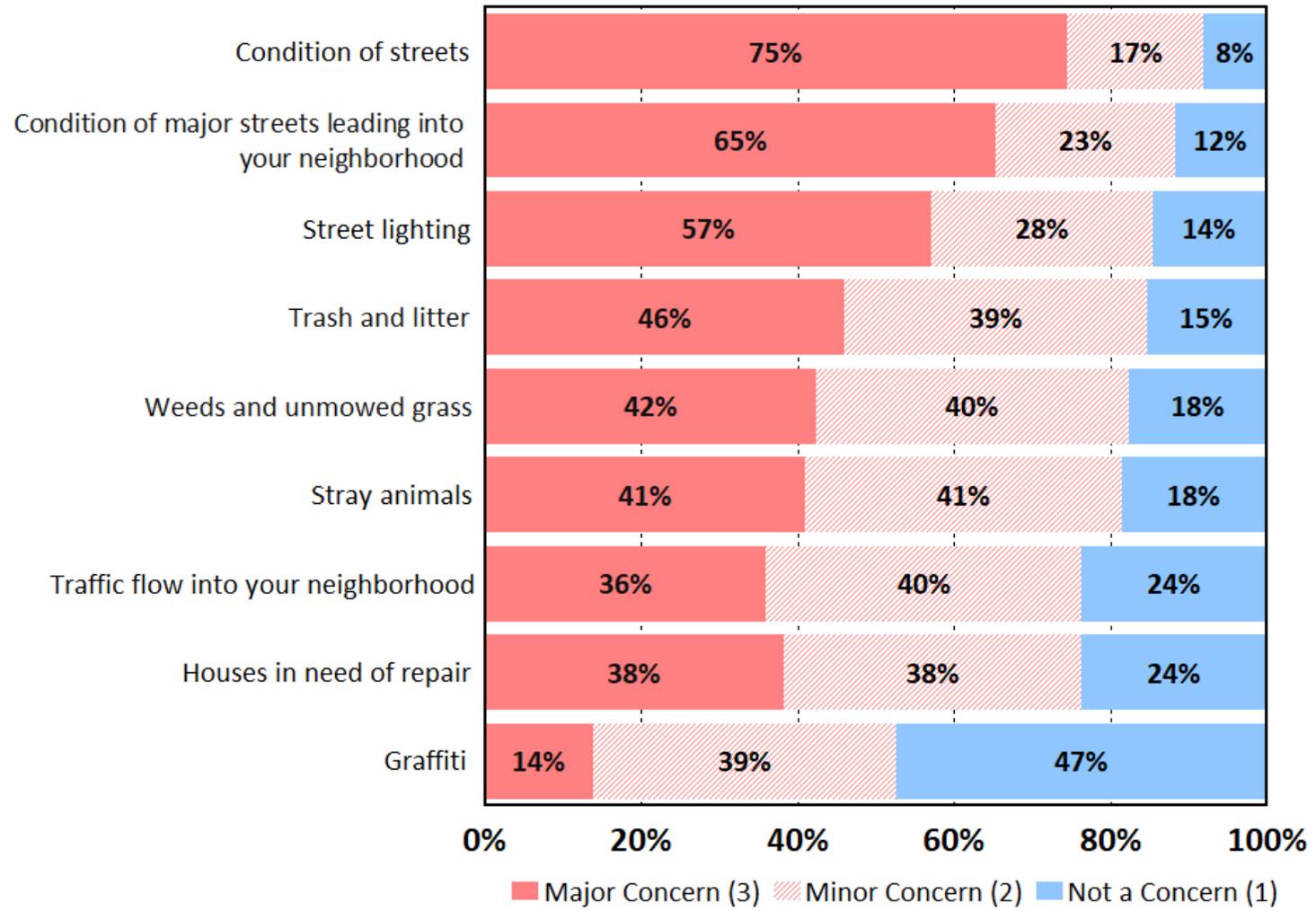


Topic #5
Other Findings

Condition of streets and street lighting were the biggest areas of concern in neighborhoods

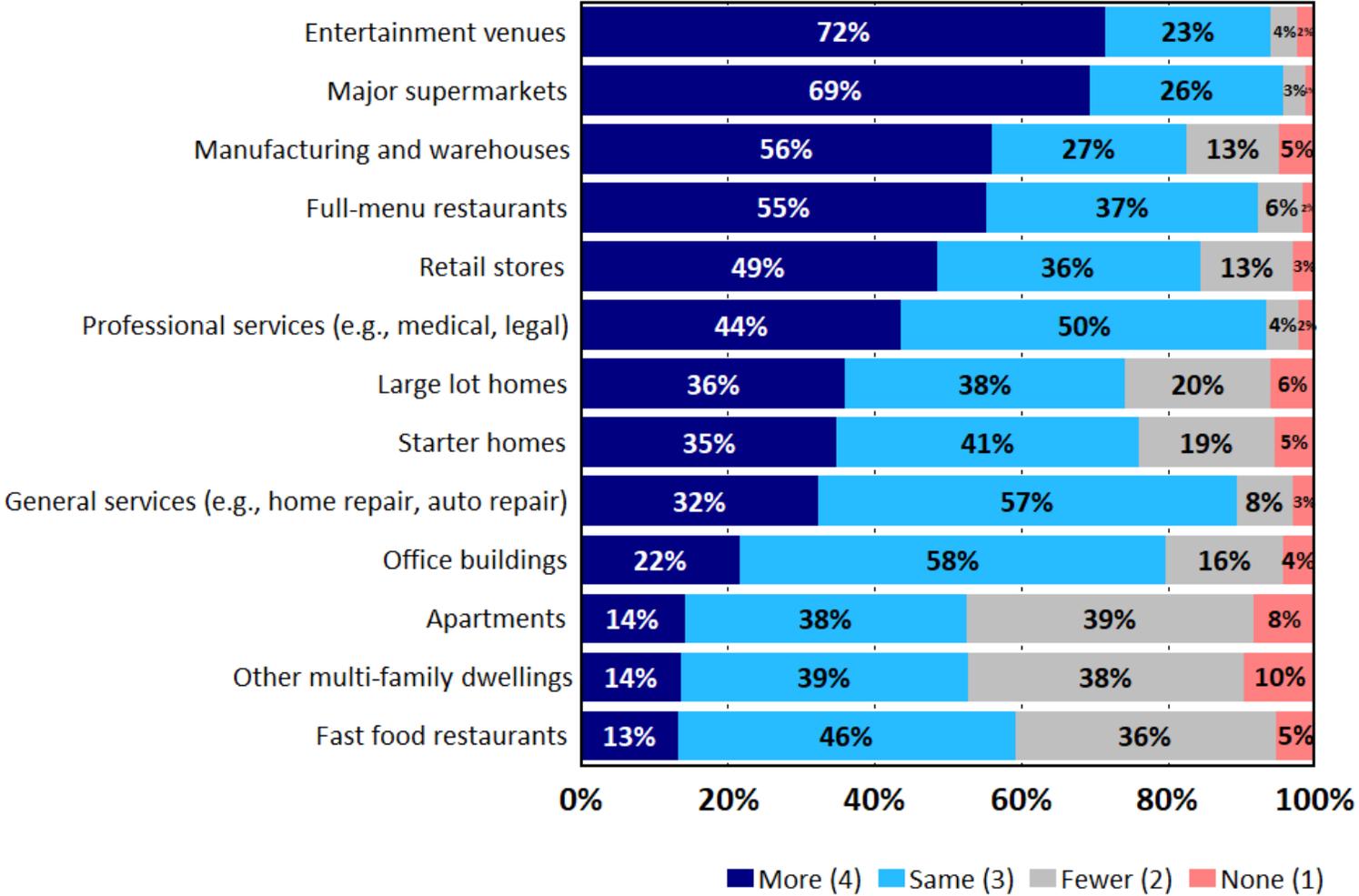
Q7. Level of Concern With the Following Neighborhood Issues

by percentage of respondents (excluding "not provided")



Q18. Would you like to see more, keep the same, or fewer of the following types of development?

by percentage of respondents (excluding "not provided")

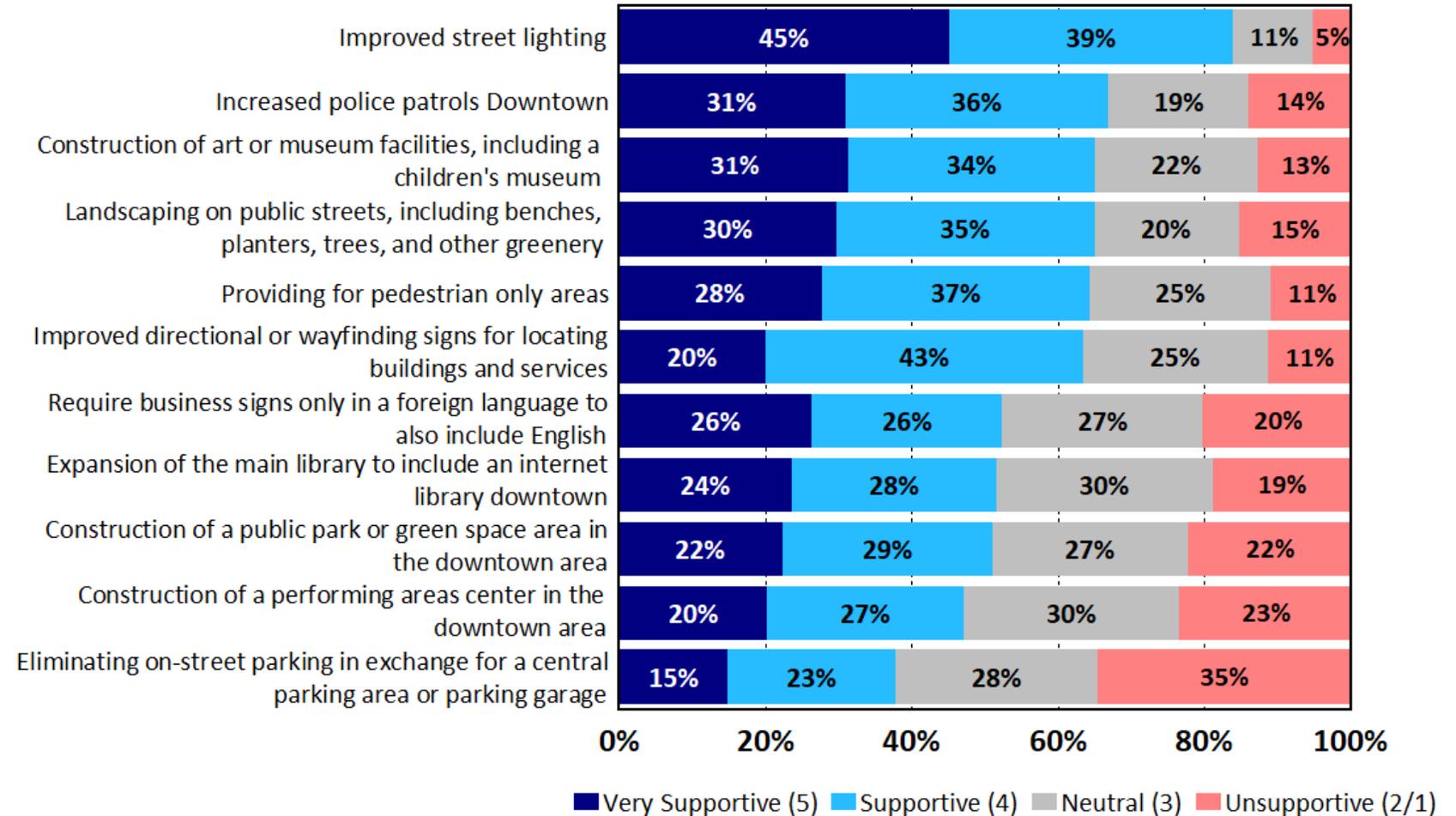


Most residents surveyed would like to see more entertainment venues and major supermarkets

Residents are most supportive of improved street lighting and increased police patrols in Downtown Killeen

Q20. Level of Support for the Following Possible Improvements to be Implemented

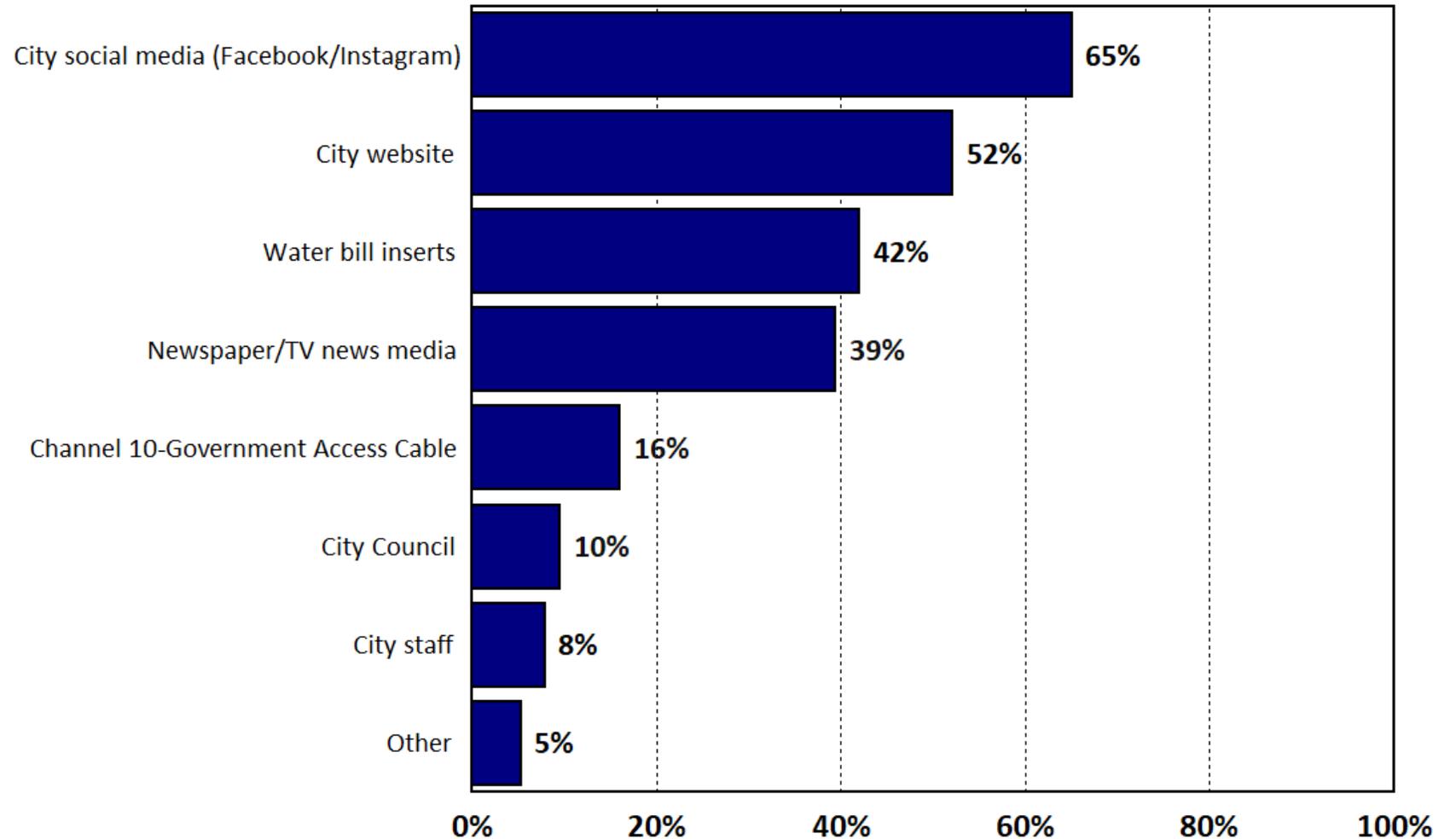
by percentage of respondents (excluding "don't know")



City social media and the City's website are the sources that residents utilize most to gather information about City business and events

Q21. Sources Utilized to Gather Information About City Business and Events

by percentage of respondents (multiple selections could be made)



Summary

- **Residents are generally satisfied with City services in Killeen**
 - Residents gave the highest ratings for ambulance services (80%), fire services (77%), trash collection (73%), and water service (65%)
- **Public safety services showed high levels of satisfaction in several areas**
 - The highest rated public safety categories are: professionalism of the Fire Dept. (85%), Fire Dept. customer service (80%), and speed of emergency response by the Fire Dept. (80%)
- **Priorities for investment – major City services**
 - Street maintenance
 - Code enforcement
 - Police services
 - Animal control

Questions?

THANK YOU