

CityPOV™ Dashboard

Saginaw, TX - 2022



Background

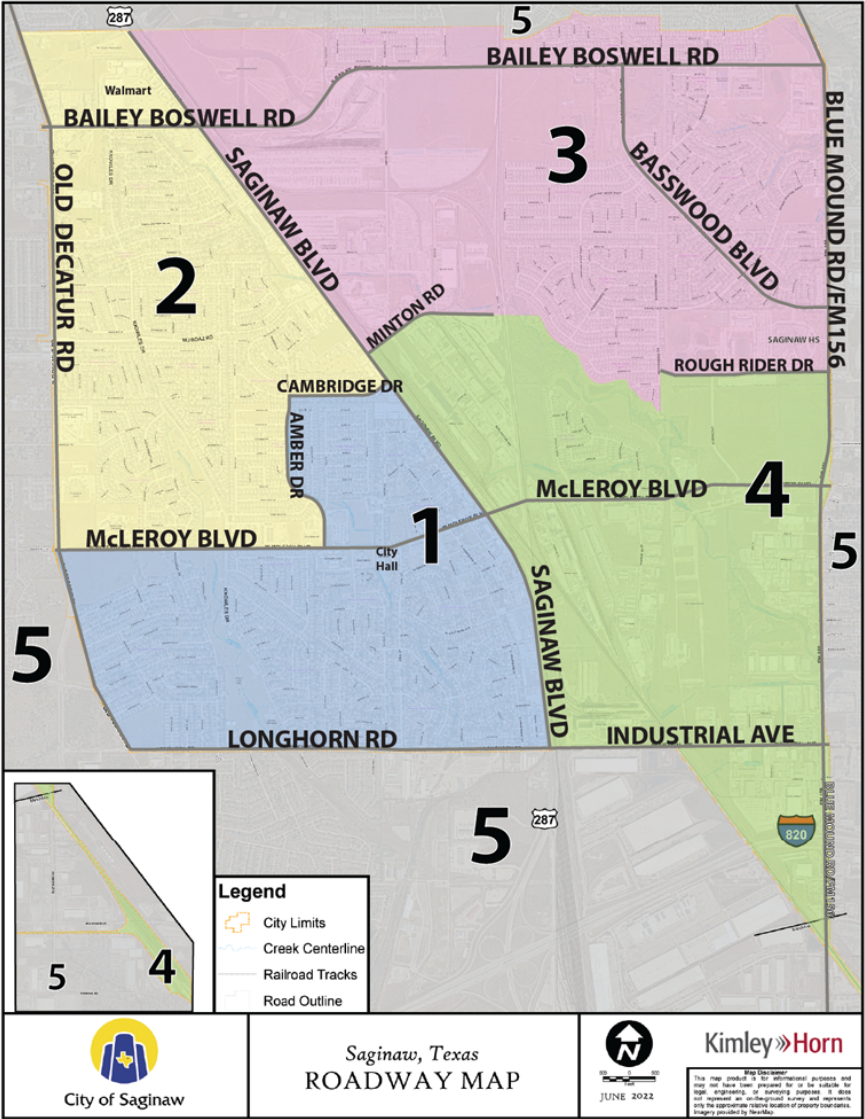
Saginaw, Texas commissioned OnPointe Insights to conduct the CityPOV survey from November 16-30, 2022. A total of 960 surveys were completed (+/- 3.0% statistical margin of error). The online survey measured...

- Refer a Friend Rating (willingness to refer the city to a friend)
- Direction of City / Comparison to Others
- Importance of Facilities/Events, Benefits, Development/Growth, Safety/Security, and Operations
- City Performance on most important attributes
- Basic City Services Ratings
- Interaction with City Staff
- Importance of City Events
- Problems the City should address
- Demographics

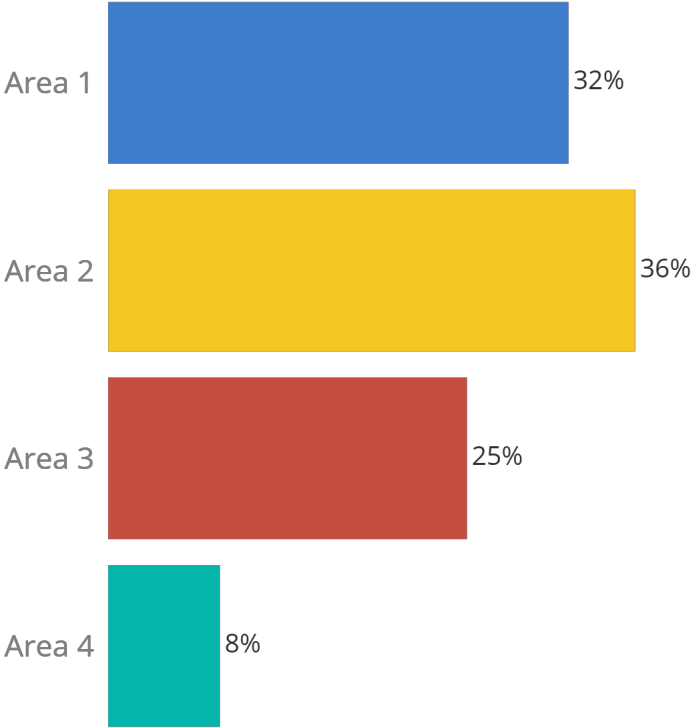
Reviewing the data

This Online Dashboard presents results in an interactive way.

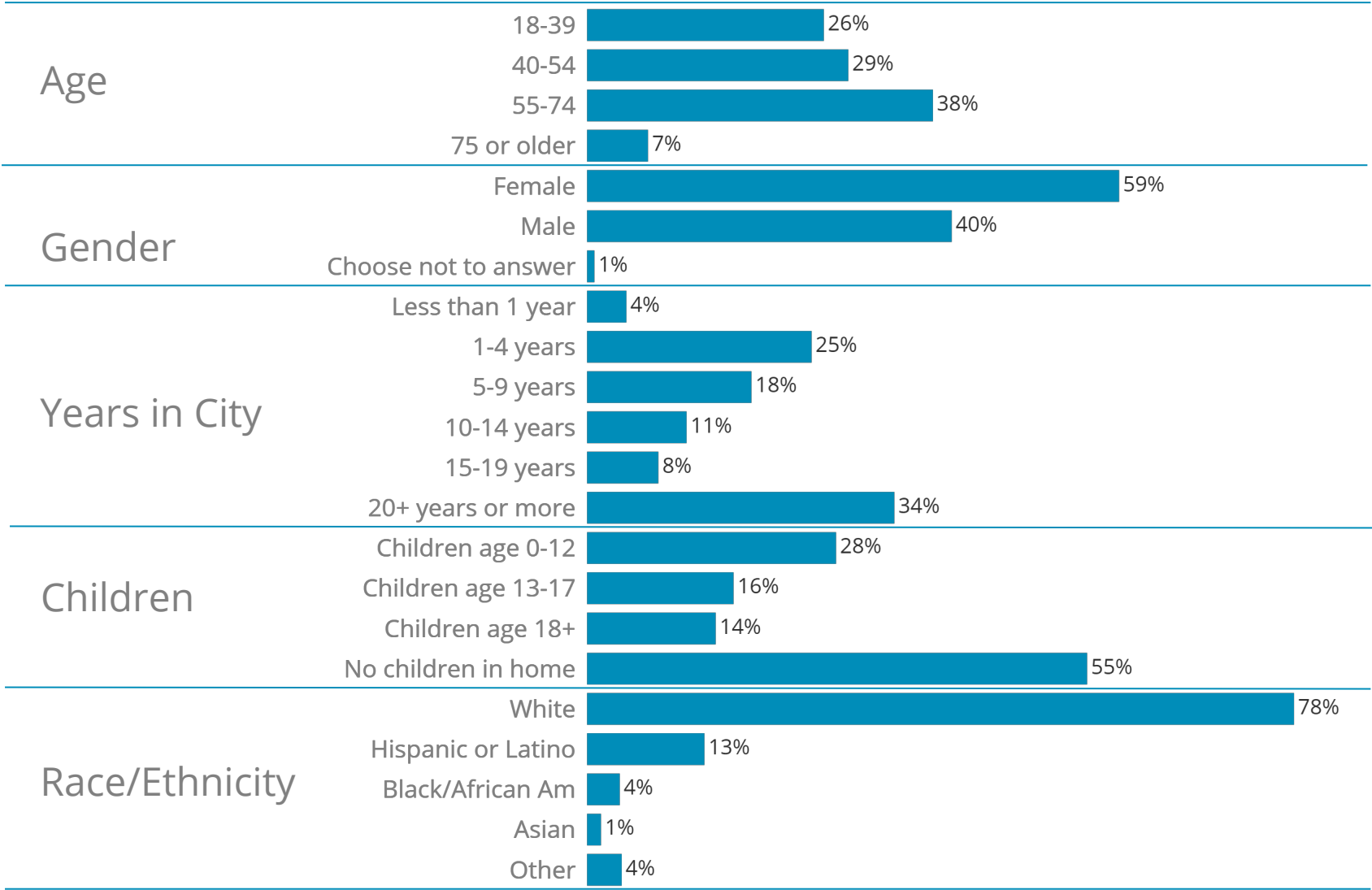
- Use filters to explore (like age, gender and time in the city)
- Review comments by filtering on specific topics.
- Download the data you want into Excel or PowerPoint.



% in each Zone



Sample Size: 959



Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Zone or Area

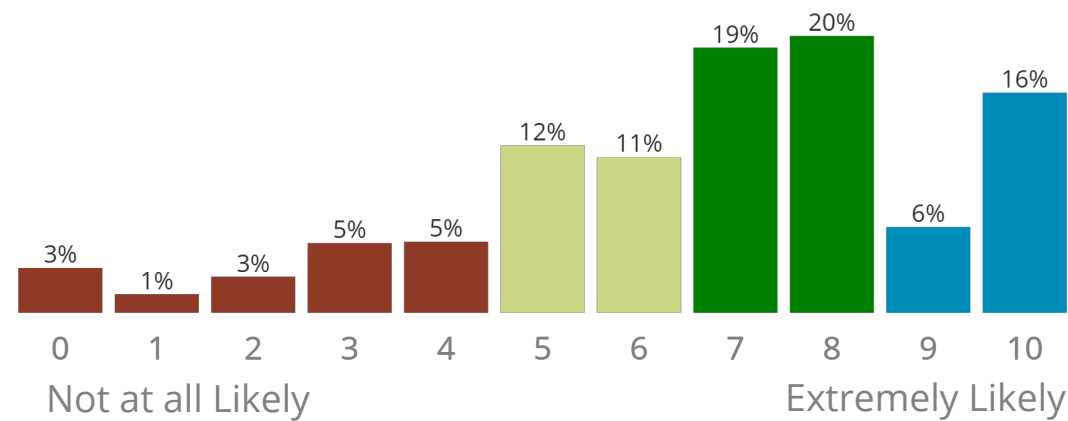
(All)

Race

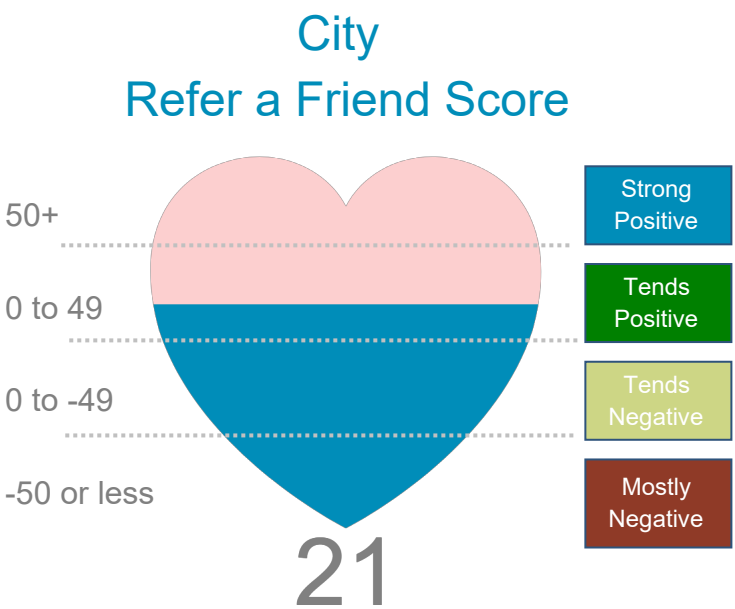
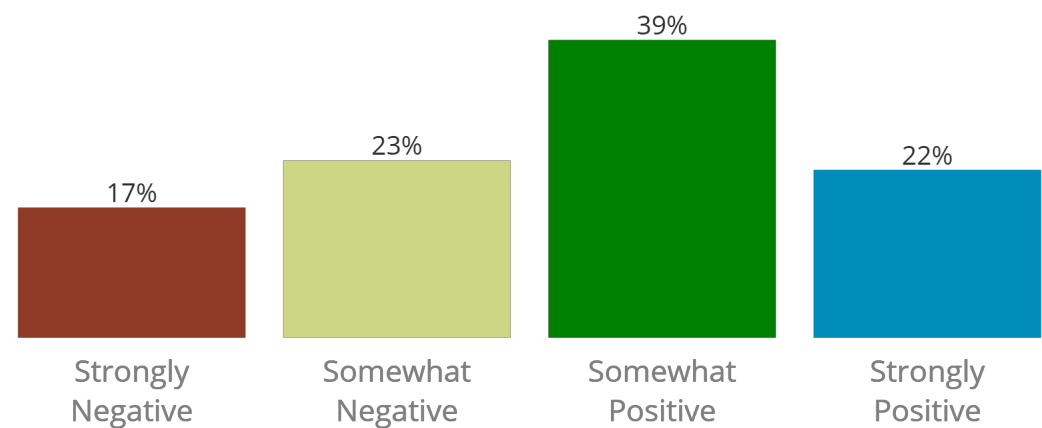
(All)

Sample Size: 959

Would Refer a Friend (from 0 to 10)



Recommend City to a Friend - Groupings



The Refer a Friend Score is calculated by subtracting both Negative from both Positive ratings

Demo Filters

Gender
(All)

Age
(All)

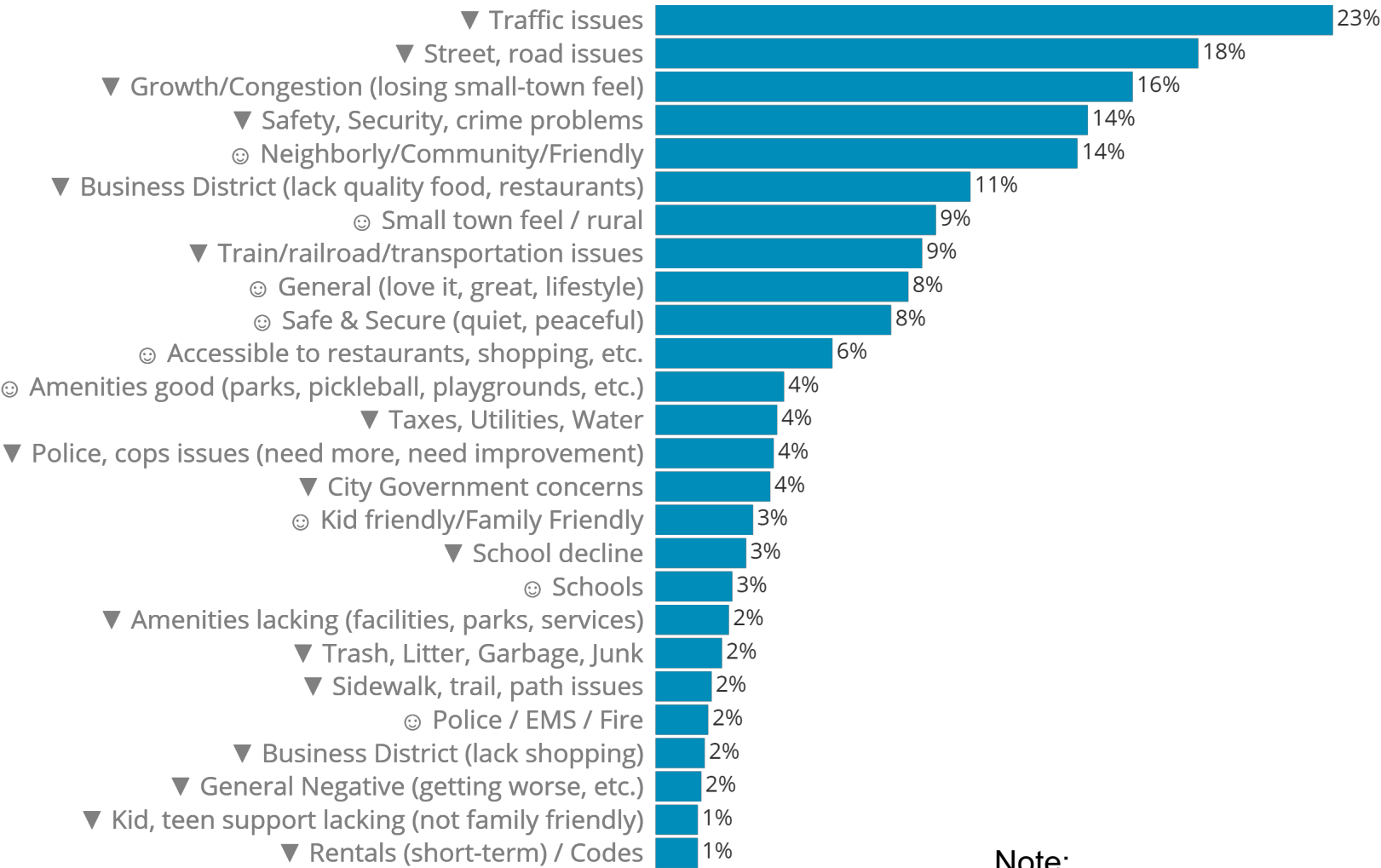
Time in City
(All)

Children at home
(All)

Zone or Area
(All)

Race
(All)

Sample Size: 959



Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Zone or Area

(All)

Race

(All)

Note:

Smiley face = positive response

Down indicator = negative response

Response grouping filter:

The filters result in 0 observations and cannot be used.

Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

(All)

Zone or Area

(All)

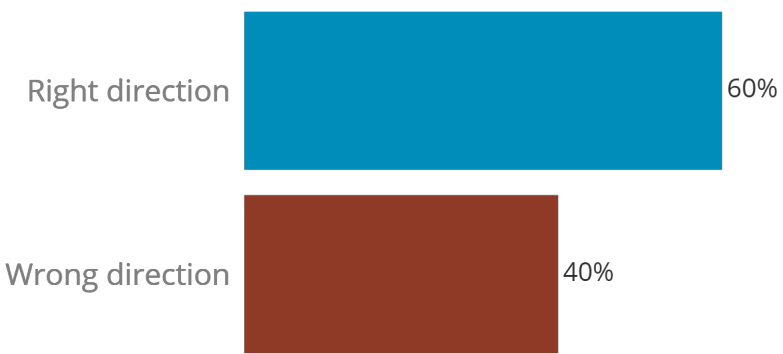
Race

(All)

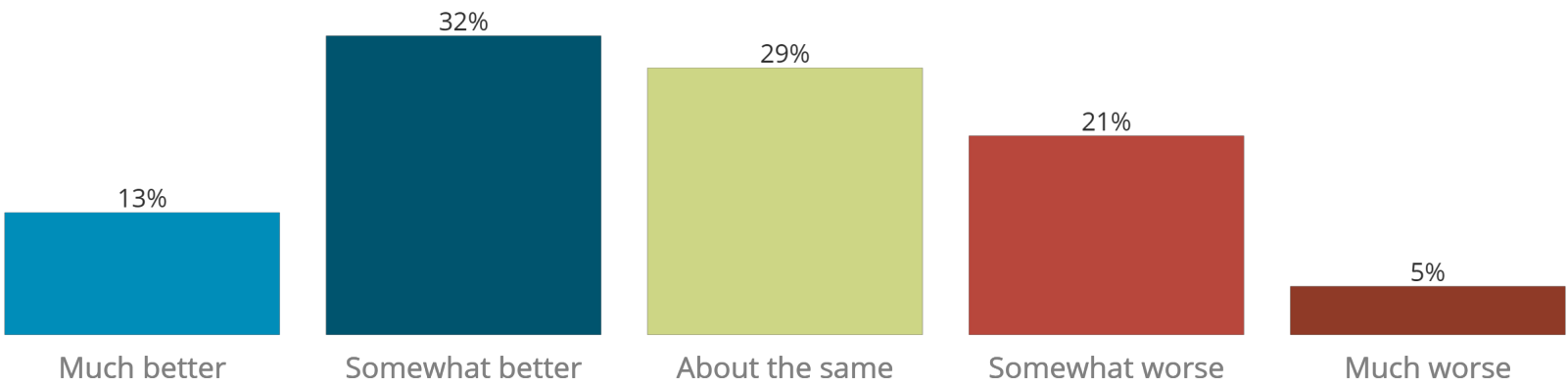
Change since you moved/first visit?



Direction of the city?



Compared to other cities



Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

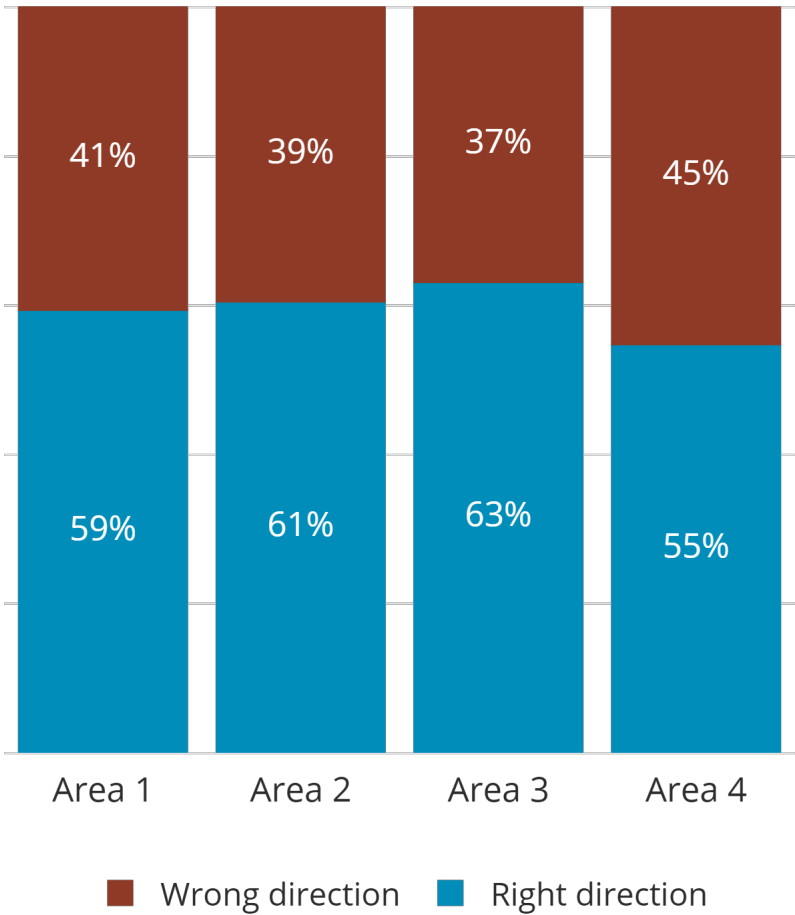
Children at home
(All)

Zone or Area
(All)

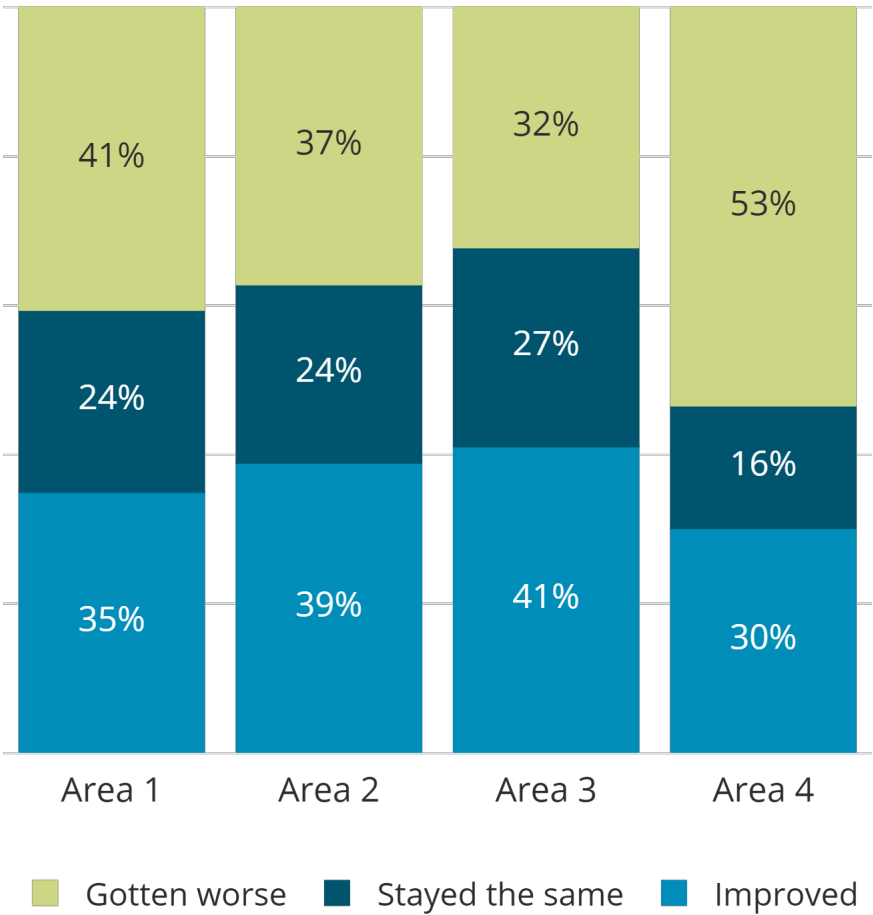
Race
(All)

Sample Size: 959

Right/Wrong Direction by Area



Change by Area



Demo Filters

Gender
(All)

Age
(All)

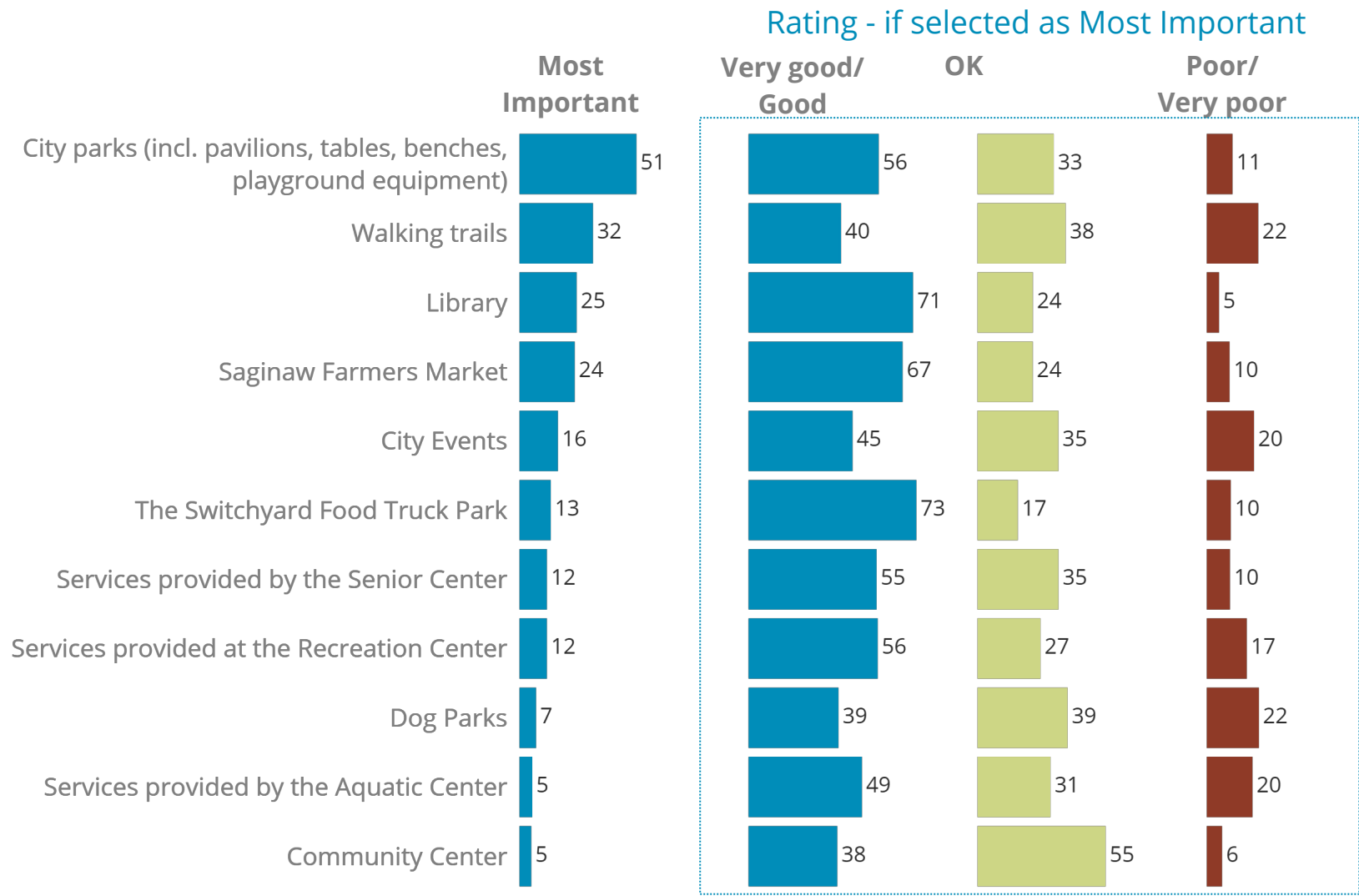
Time in City
(All)

Children at home
(All)

Zone or Area
(All)

Race
(All)

Sample Size: 959



Demo Filters

Gender
(All)

Age
(All)

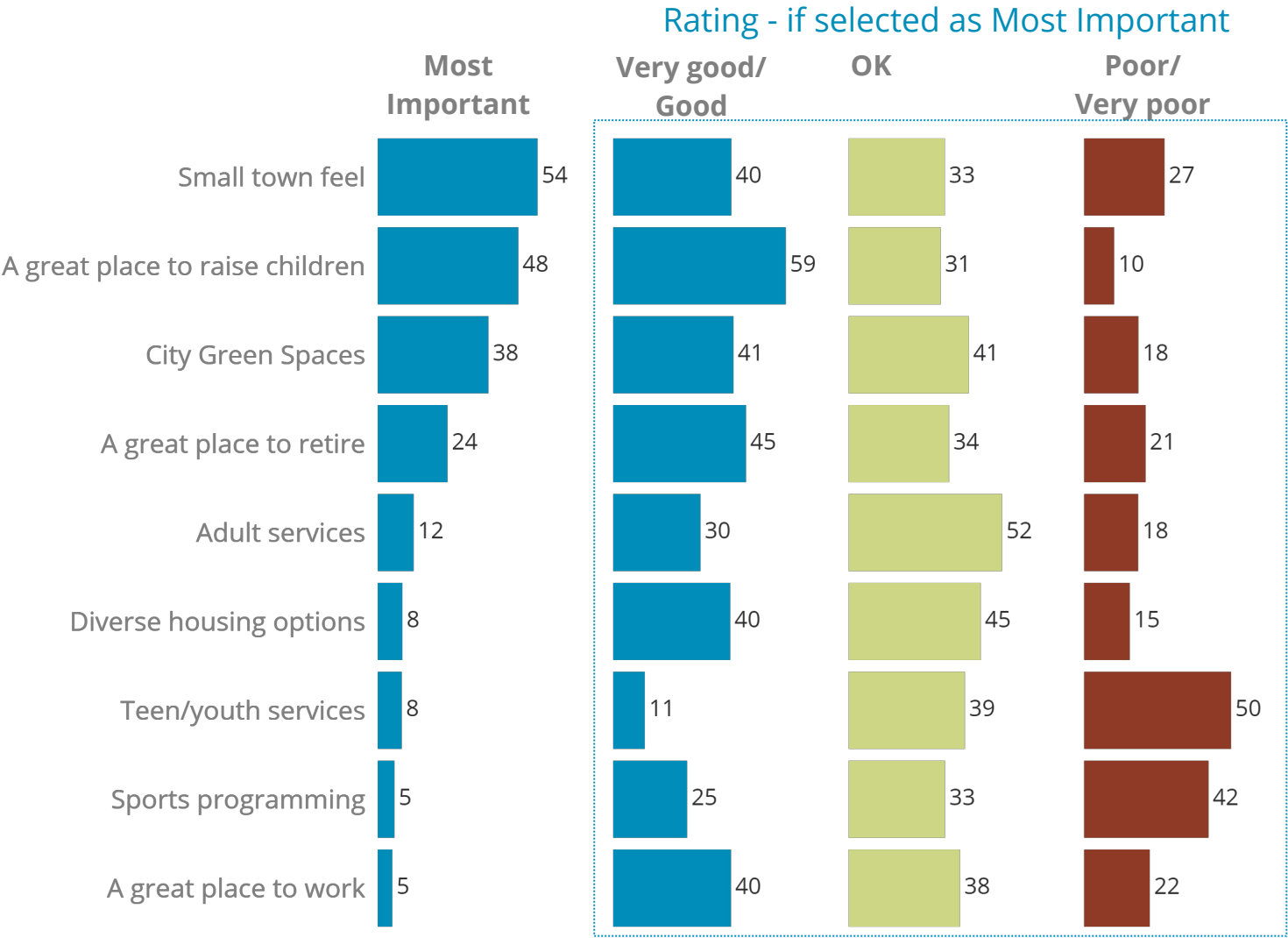
Time in City
(All)

Children at home
(All)

Zone or Area
(All)

Race
(All)

Sample Size: 959



Demo Filters

Gender
(All)

Age
(All)

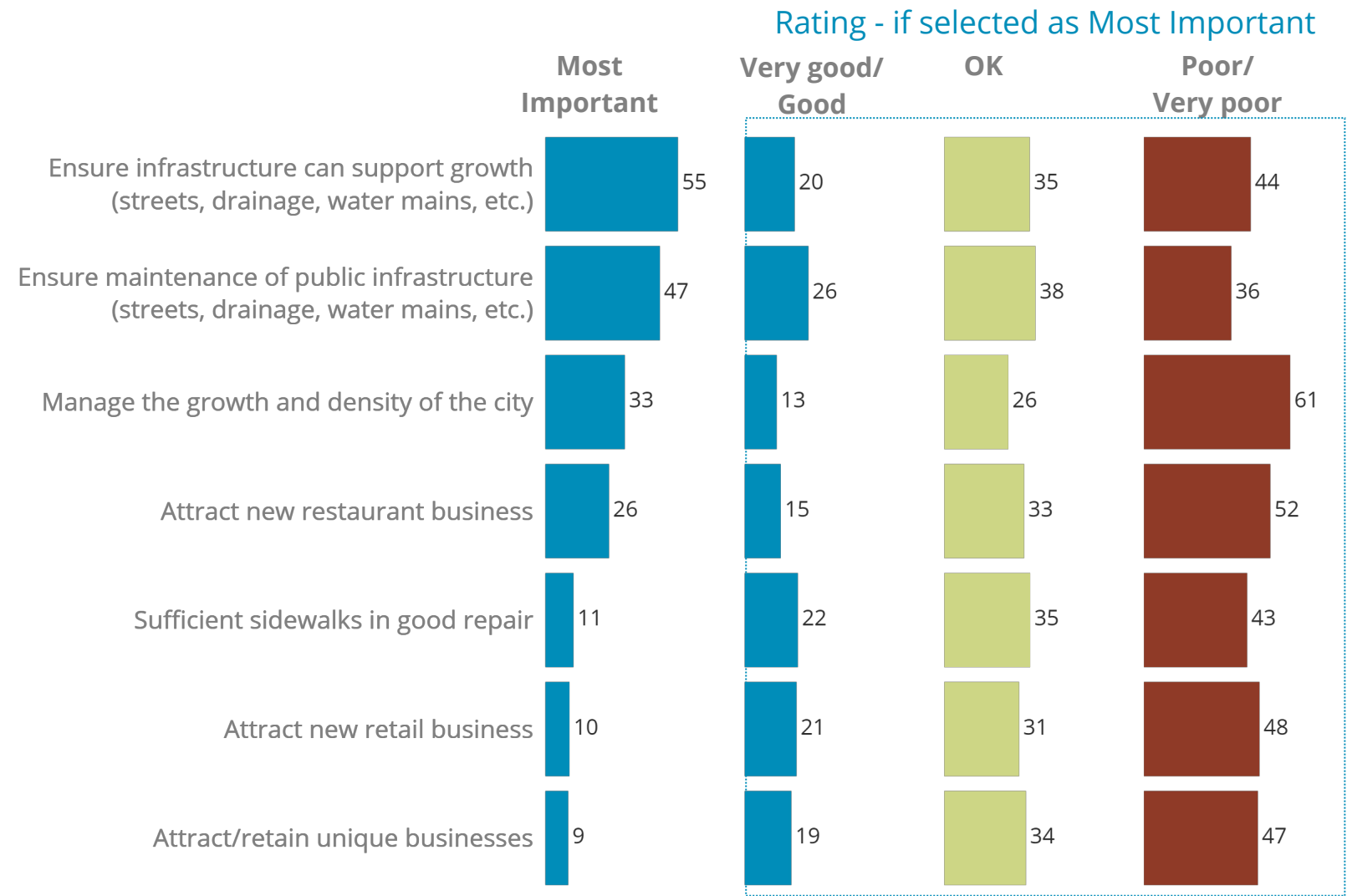
Time in City
(All)

Children at home
(All)

Zone or Area
(All)

Race
(All)

Sample Size: 959



Demo Filters

Gender
(All)

Age
(All)

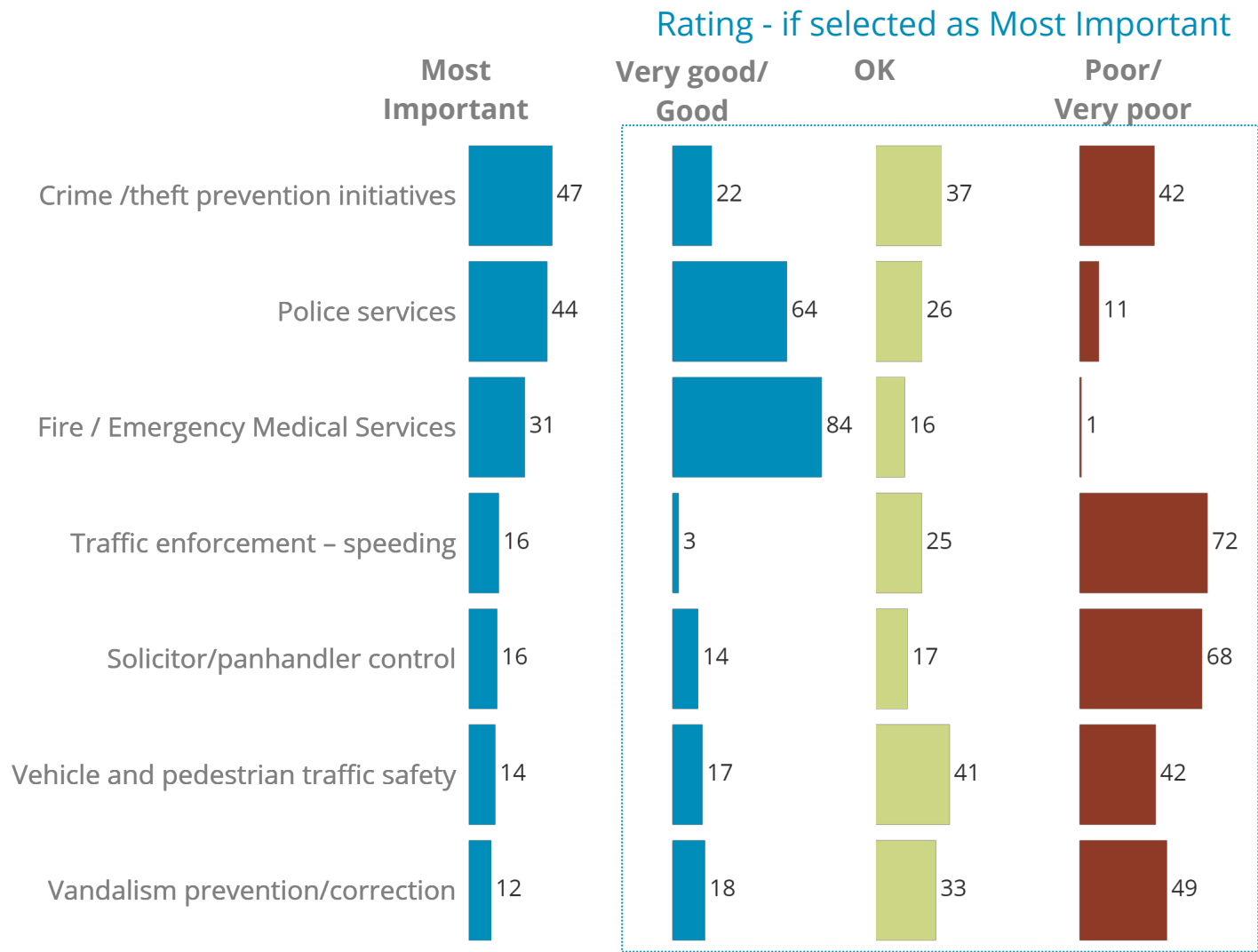
Time in City
(All)

Children at home
(All)

Zone or Area
(All)

Race
(All)

Sample Size: 959



Demo Filters

Gender
(All)

Age
(All)

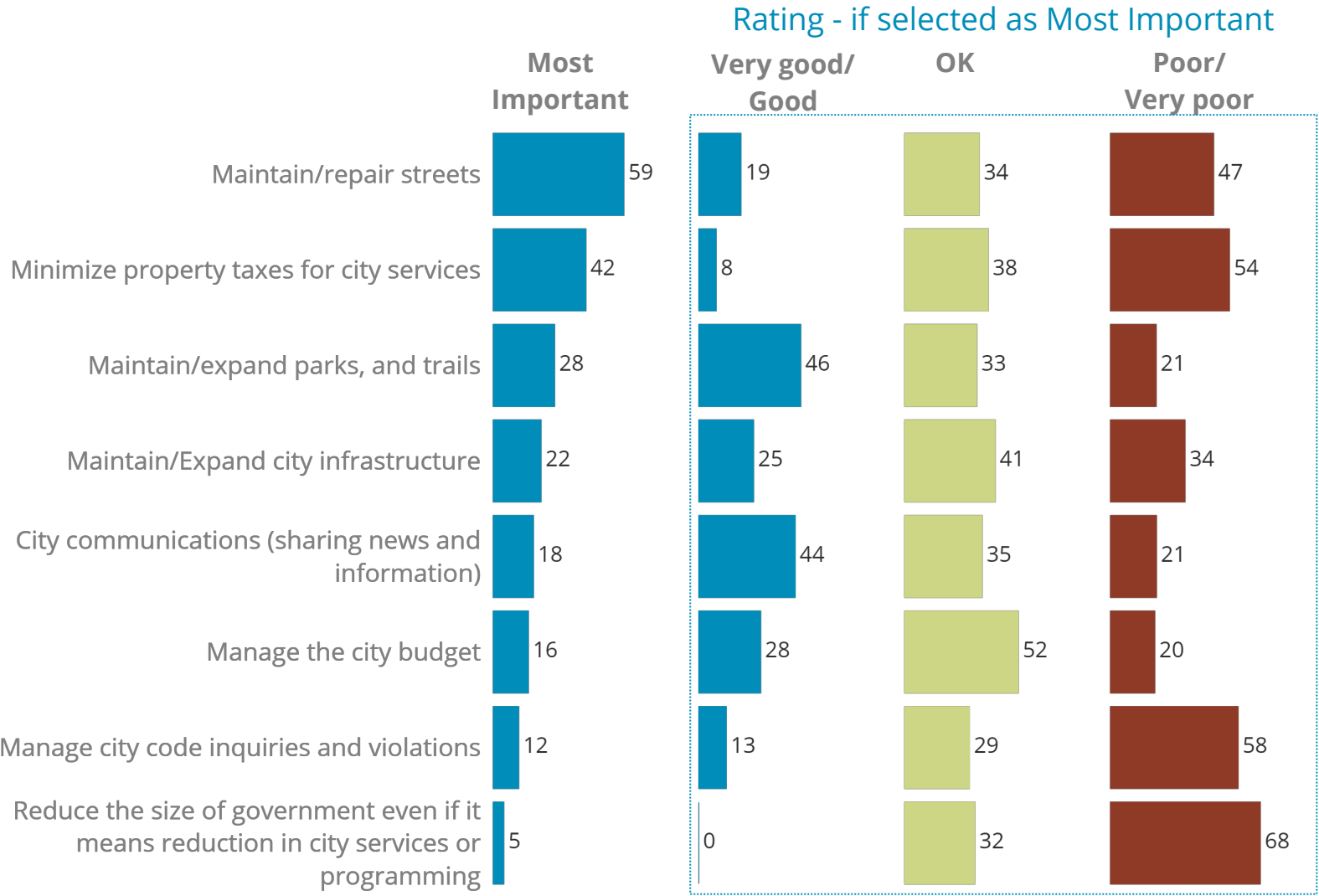
Time in City
(All)

Children at home
(All)

Zone or Area
(All)

Race
(All)

Sample Size: 959



Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

Children at home
(All)

Zone or Area
(All)

Race
(All)

Sample Size: 959

Overall Importance/Performance (Top 20)

Saginaw: CityPOV

Demo Filters

Gender
(All)

Age
(All)

Time in City
(All)

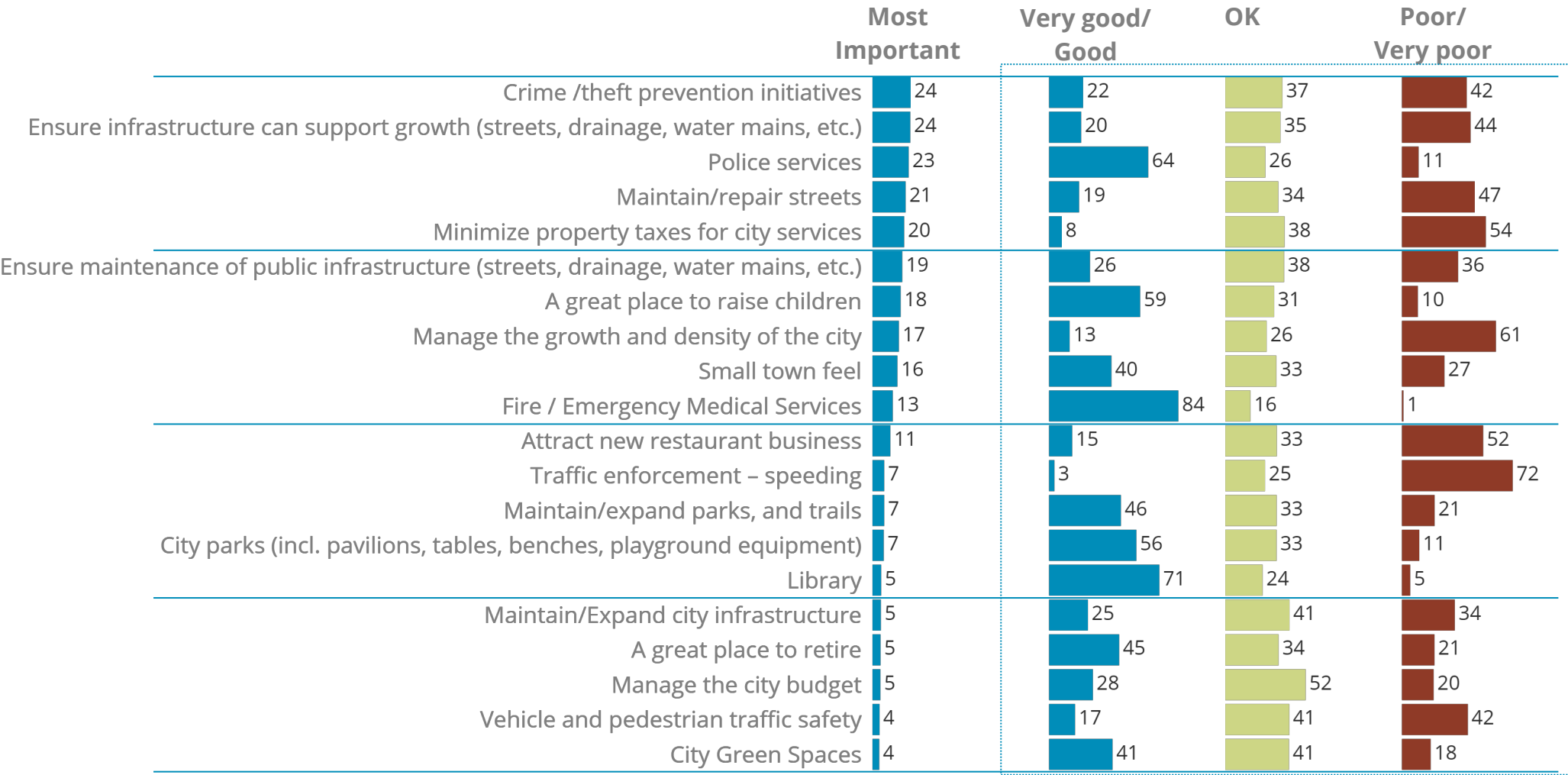
Children at home
(All)

Zone or Area
(All)

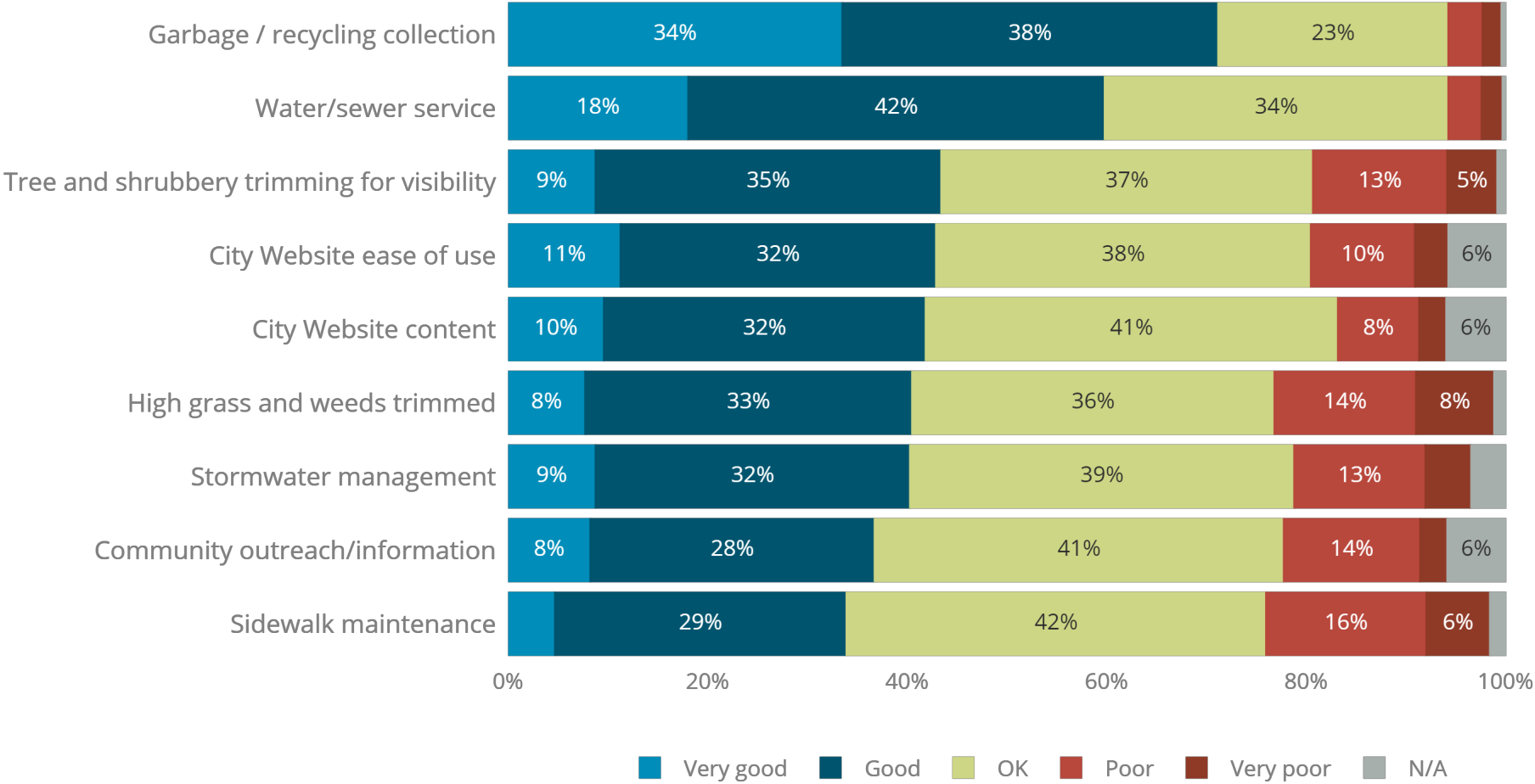
Race
(All)

Sample Size: 959

Rating - if selected as Most Important



Here is a list of the 10 issues you selected as being most important. From these , which 3 are MOST important to you?
This list now combines all of the 10 issues you selected as being MOST important for the city to provide. How is the city doing on these important issues?
Note: The results of this question were shown on prior pages, from FACILITIES/EVENTS to CITY OPERATIONS.



Demo Filters

Gender
(All)

Age
(All)

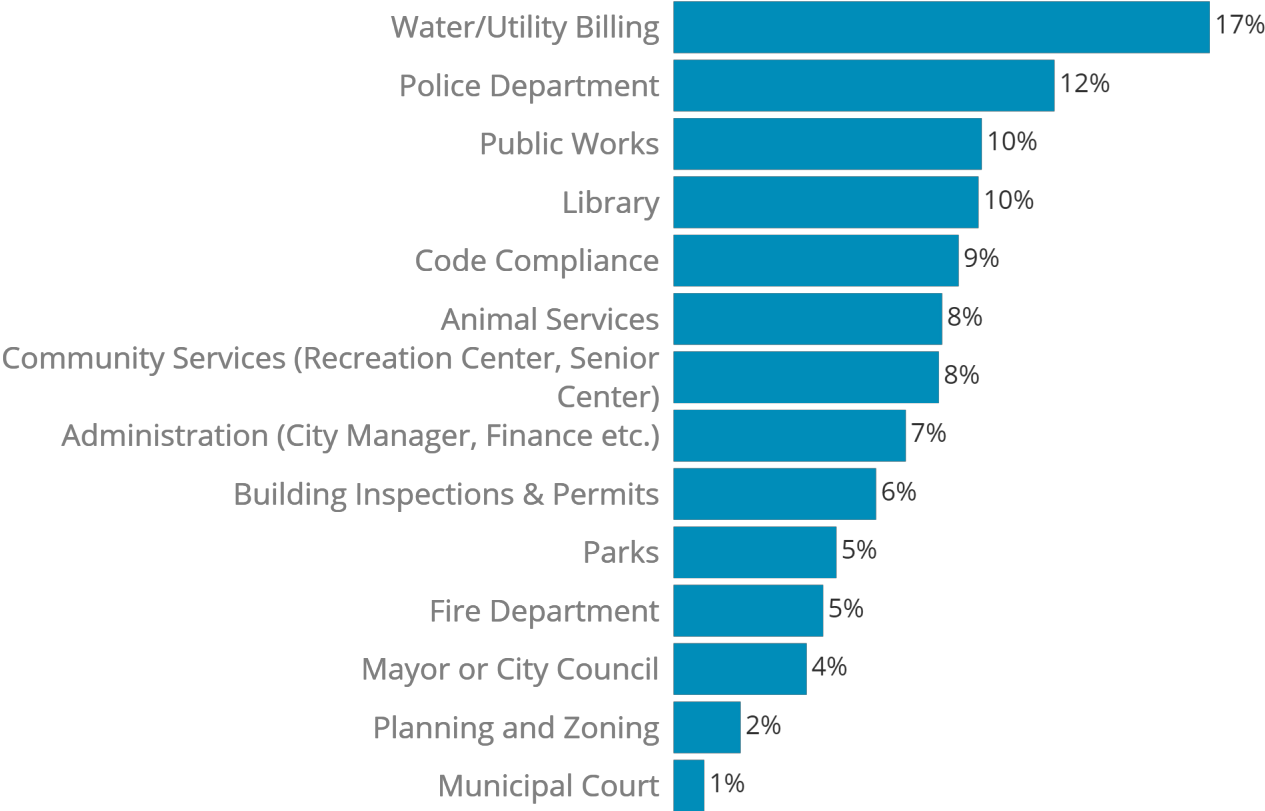
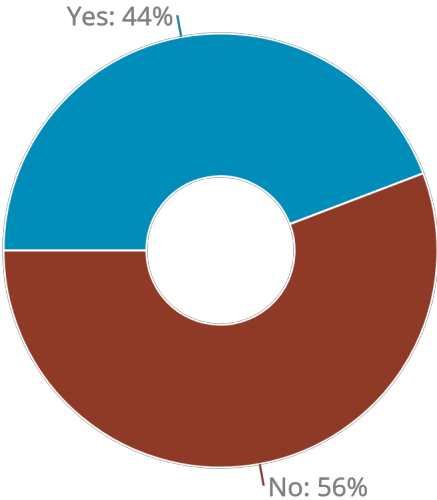
Time in City
(All)

Children at home
(All)

Zone or Area
(All)

Race
(All)

Sample Size: 959



Demo Filters

Gender

Age

Time in City

Children at home

Zone or Area

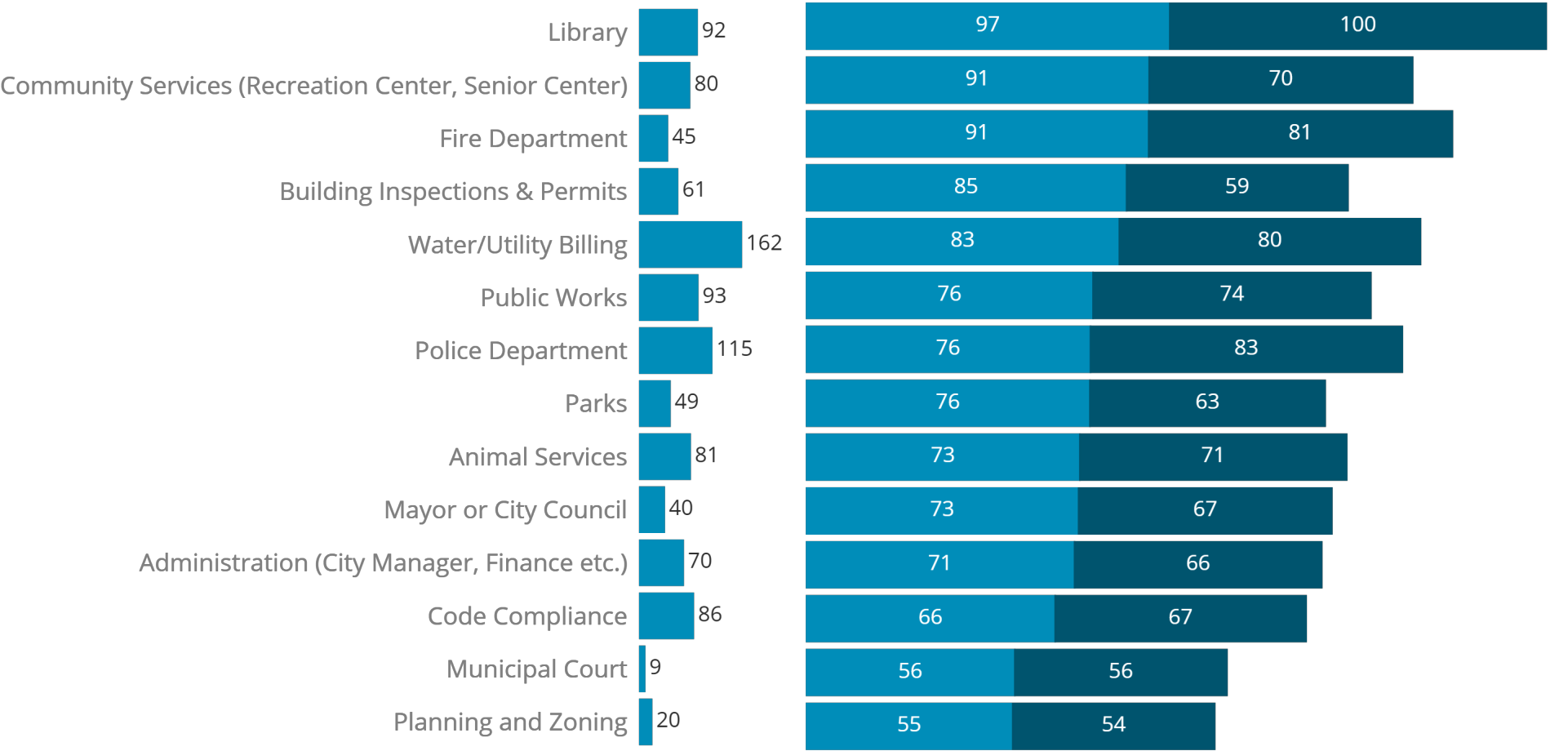
Race

Sample Size: 959

of Contacts

Rating (% Saying "Very Good/Good")

Courteous & Professional Addressed Need/Concern



Demo Filters

Gender

Age

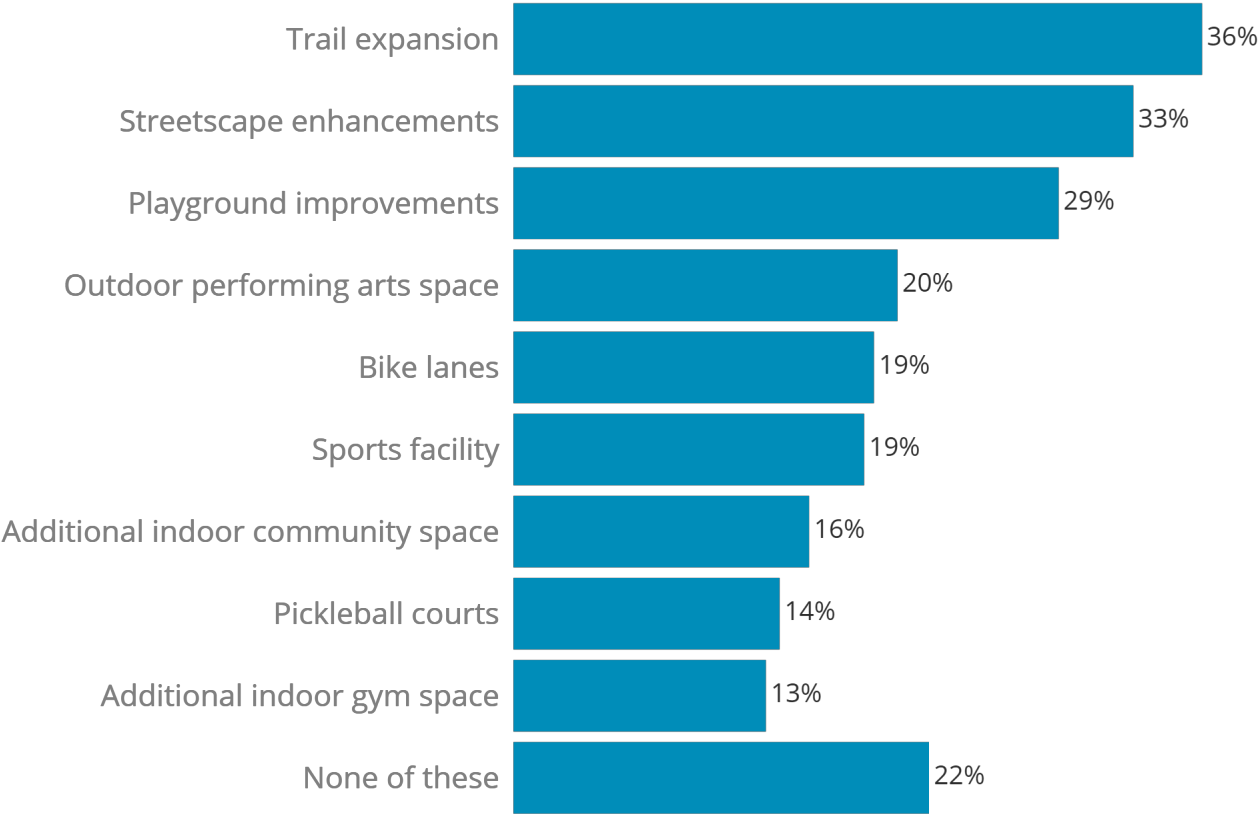
Time in City

Children at home

Zone or Area

Race

Sample Size: 959



Demo Filters

Gender

Age

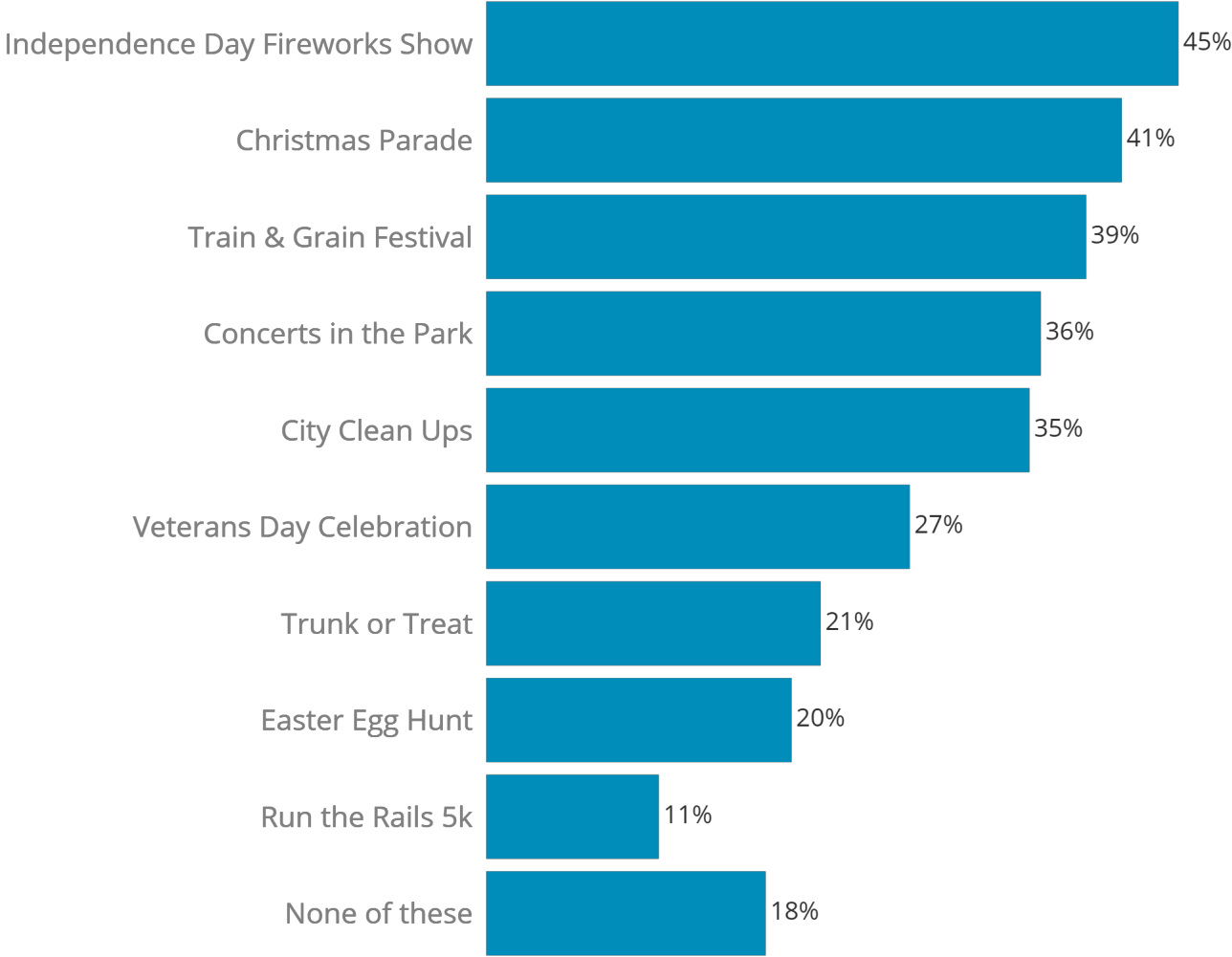
Time in City

Children at home

Zone or Area

Race

Sample Size: 959



Demo Filters

Gender

Age

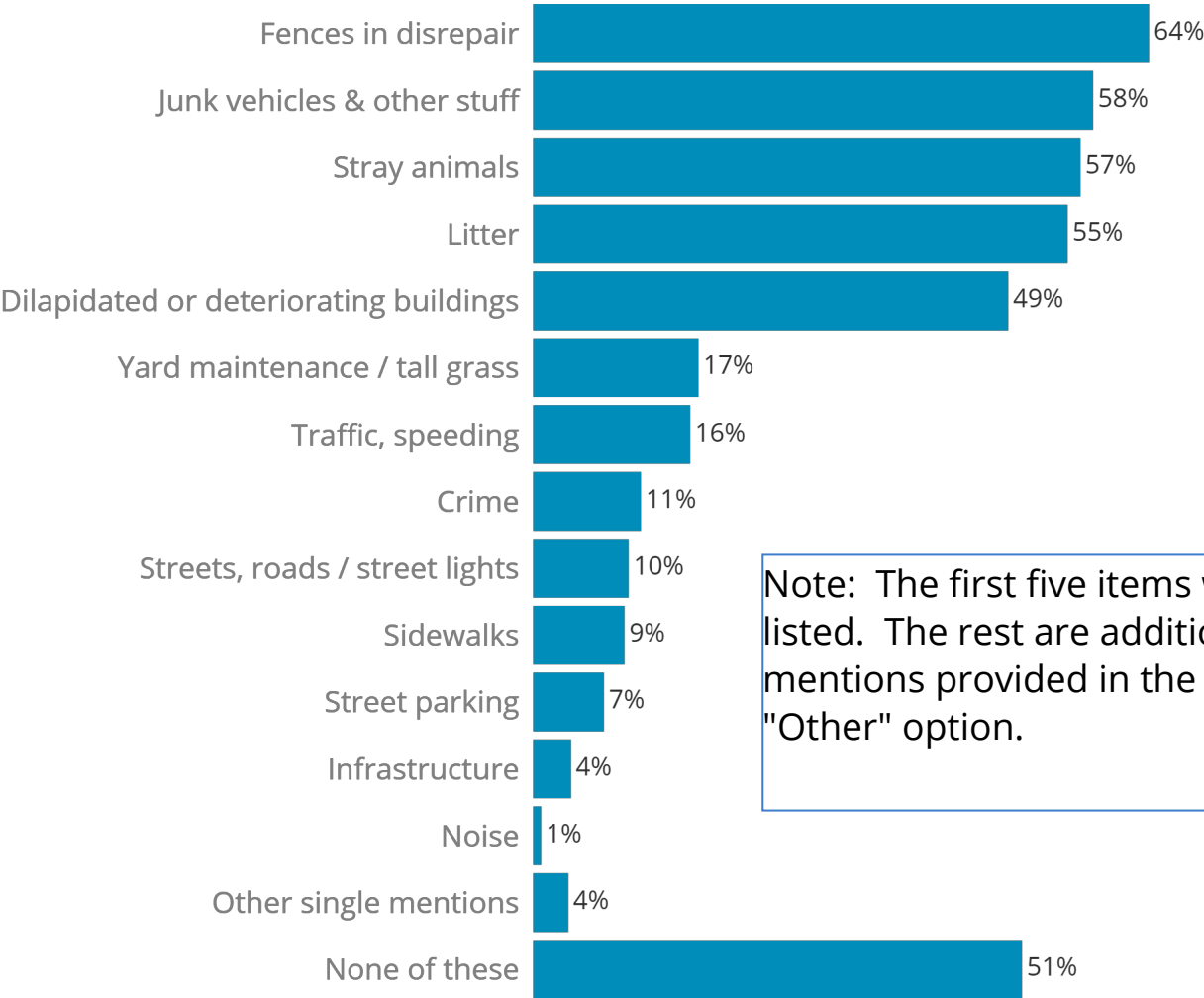
Time in City

Children at home

Zone or Area

Race

Sample Size: 959



Note: The first five items were listed. The rest are additional mentions provided in the "Other" option.

Demo Filters

Gender

Age

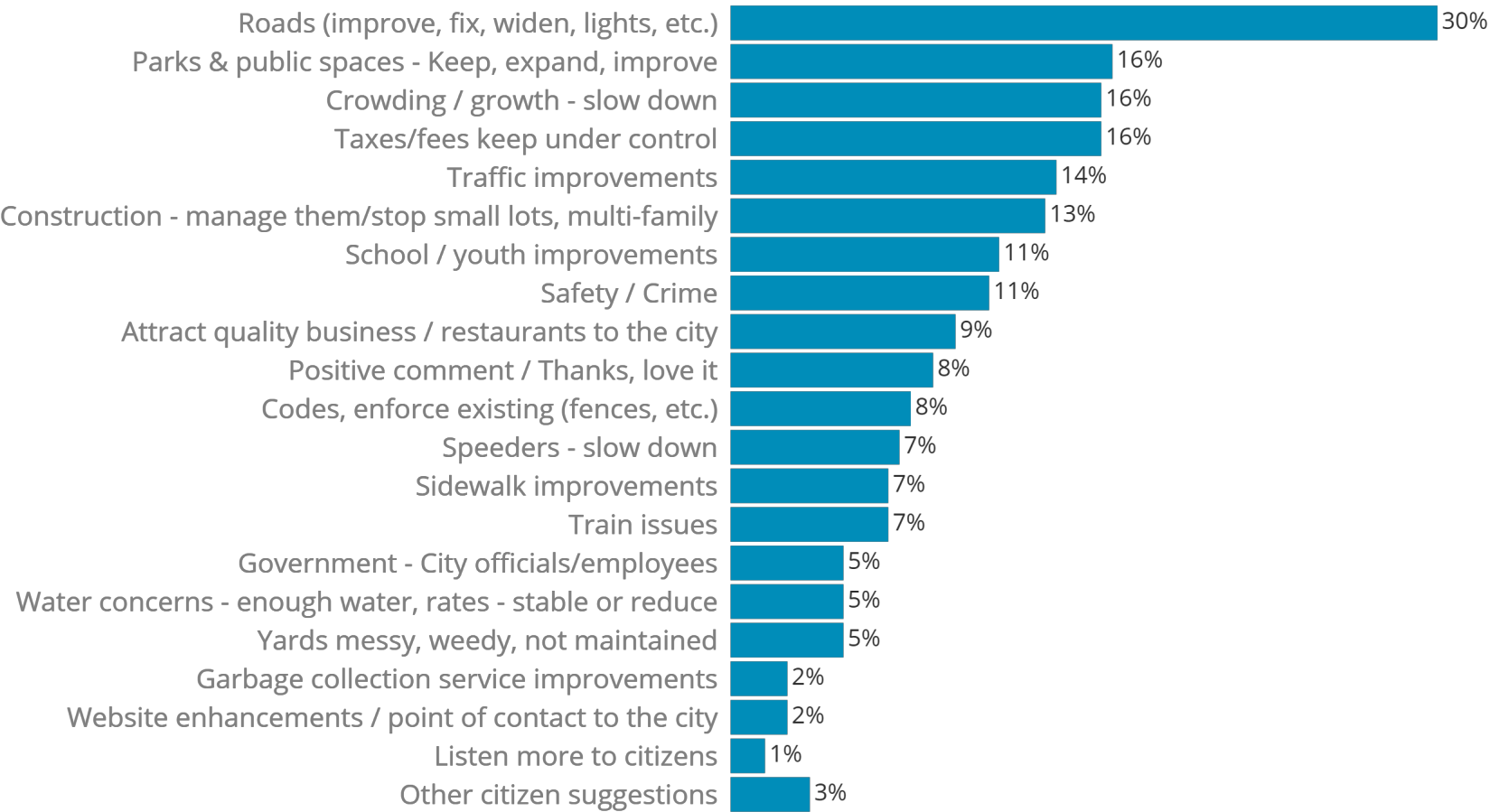
Time in City

Children at home

Zone or Area

Race

Sample Size: 959



Demo Filters

Gender

Age

Time in City

Children at home

Zone or Area

Race

Response grouping filter:

Attract quality business / restaurants to the ci...

Text	Final OE Demos
27	Get us an HEB, Kroger sucks. We need more restaurants nearby. Also, speeding is an issue in our neighborhood of Creekwood. Police are awesome tho. Need more internet providers in our area. Storm water and drainage issues are a mess around Saginaw HS. - 40-54 - Male - 1-4 years in city
39	Please, for the love of all that is good and holy, no more car washes or chicken places. Please. Also applies to storage and cash loan places. - 40-54 - Female - 10-14 years in city
41	Honestly, I think commentary is pointless. I feel like our city government is trying to turn Saginaw into a mini-Trophy Club with silly rules. Kowtowing to businesses at the expense of citizens is NOT going to end well. Yes, we need businesses here, but intelligently. - 55-74 - Female - 1-4 years in city
54	I feel Saginaw has really improved with the types of new homes, our parks are beautiful, I love the food trucks and the dog park and the farmers market. I love the addition of all of the restaurants but I think it's a shame for this small town the redundancy of chicken restaurants and we don't have any sit down restaurants besides Applebee's which is terrible. We do not need another fast food restaurant we really need a family friendly restaurant. I wish every housing area was under an HOA. Some of the older homes need to be painted or repaired but I understand that's not in everyone's budget. There is property on Knowles and I wish it was made into a city square

Demo Filters

Gender

(All)

Age

(All)

Time in City

(All)

Children at home

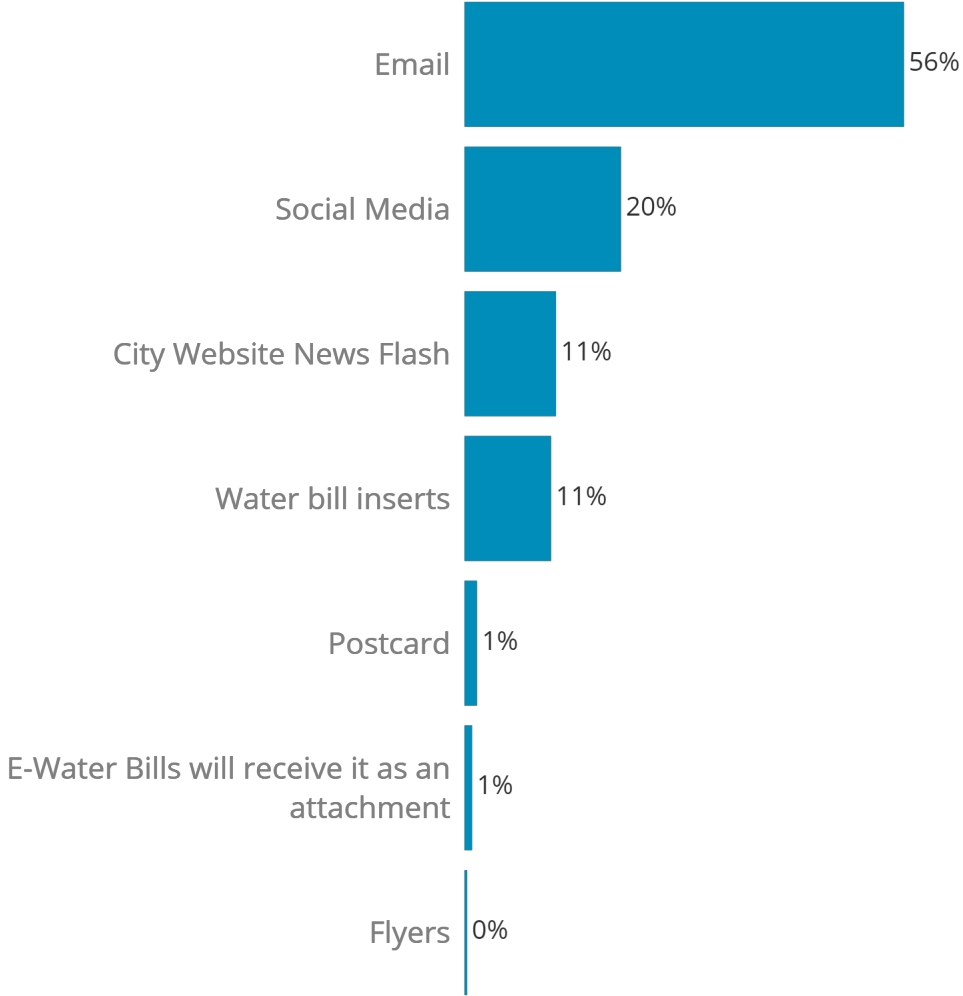
(All)

Zone or Area

(All)

Race

(All)



Survey Language

	%	n
English	99%	952
Spanish	1%	8
NET	100%	960

Total sample; Unweighted; base n = 960

Demo Filters

Gender

Age

Time in City

Children at home

Zone or Area

Race

Our sincere thanks to the leadership team at QuestionPro, who provides meaningful technical and cost support. Their efforts allow OnPointe Insights to offer CityPOV to cities at reasonable and stable costs, despite large sample sizes.

Should your city desire to do research on their own, QuestionPro is an excellent choice, and in our opinion, superior to Survey Monkey, Qualtrics and other similar services. Please contact OnPointe Insights for a referral to QuestionPro.

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