



Community Survey Overview

El Paso, TX
November - December
2025

Executive Summary



Key takeaways- Strengths

- **Overall Satisfaction:**

- Overall, **89% of residents are satisfied with their quality of life**, with 60% being positive (**above the cohort average of 59%**), and **only 11% showing negative sentiment**.
- Overall satisfaction is **highest in Area 6 (67%)** and **lowest in Area 2 (52%)**.
- It is lowest among high income (150K+), at 49% positive.

- **Strategic strengths:**

- **Sense of Safety**: Residents in El Paso reported higher-than-average satisfaction with the **overall sense of safety** (63% vs. 55% cohort average). Perceived safety was relatively high across all areas of El Paso, with **Area 5 (72%) and Area 6 (70%)** scoring the **highest**, and **Area 4** the **lowest (59%)**. Among **residents dissatisfied with safety**, the top priorities for improvement were **developing or enhancing crime prevention initiatives (29%)** and increasing police **visibility in neighborhoods (24%)**, indicating a desire for more **proactive safety measures**.
- **Sense of Community and Acceptance**: **Sense of community (53%)** and **acceptance of residents from all backgrounds (65% vs. 60% cohort average)** emerged as a key strategic strengths, with data above the cohort average. Hispanic/Latino community indicated an especially strong satisfaction with acceptance of residents of all backgrounds, with 68% satisfaction.

Key takeaways- Opportunities

- **Economic Development and the Availability of Jobs that Pay a Living Wage:**
 - a. **Only 21% expressed satisfaction with the availability of jobs that pay a living wage** (significantly below cohort average). However, some groups view it more positively. **Younger residents (47%)** and **low-income residents (44%)** reported the highest levels of satisfaction, suggesting they may perceive recent progress or see more opportunities for economic mobility.
 - b. **38% of residents of El Paso have reported satisfaction with Economic Development in the city.** When asked how El Paso could **improve economic development**, residents offered a range of suggestions, from supporting **small businesses to reducing property taxes.**
- **Conditions of Streets:**
 - a. Satisfaction with the **condition of streets (31%)** emerged as a key opportunity. Perceptions of street conditions vary notably across neighborhoods. **Area 5** reported relatively **high satisfaction (45%)**, while only **19% of residents in Area 3** felt similarly. **Encouragingly**, nearly **half of residents (47%)** indicated they would **support new funding options** to improve and maintain street conditions.

Key takeaways– Strategic Focus

- **Budget Allocation:**

- In open-text responses, respondents said they wanted to see El Paso invest in **more community spaces** such as **parks** (29% of labeled responses) and better **mobility and transportation** (19% of labeled responses). **Housing and Homelessness** also came up as a key topic across labeled responses (18%), alongside economic development (13%).

- **Downtown Vitalization:**

- 59% of respondents visit downtown at least once a month.. The most common reason for visiting is to attend **special events or festivals (51%)**, while fewer visit for shopping (37%) or dining (34%).
- When asked what would encourage more frequent visits, residents expressed strong support for new amenities. Top priorities included **investment in new cultural and event spaces (48%)**, new places for **eating and socializing (48%)**, and expanded **public art and creative spaces (47%)**.
- Importantly, residents indicated that **these improvements would increase their downtown visitation**. If such amenities were developed, 28% said they would visit downtown a few times per week, and another 27% would visit a few times per month.

Sample Analysis



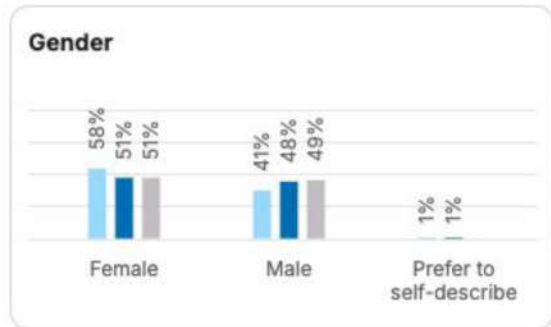
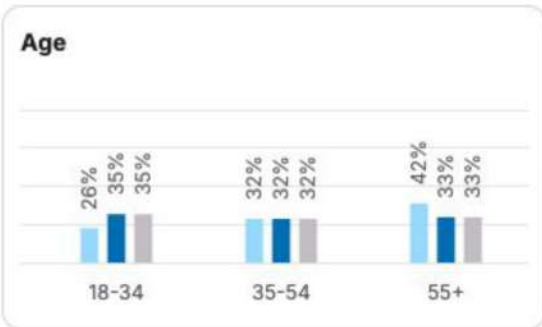
Sample Composition

1079 valid respondents

Key

- **Unweighted demographics** - What we collected, without adjustments
- **Weighted demographics** - Our sample, adjusted to be representative of the population
- **Population demographics** - The demographics of the 18+ population

* Percentages exclude respondents who did not report the specified demographic characteristic.

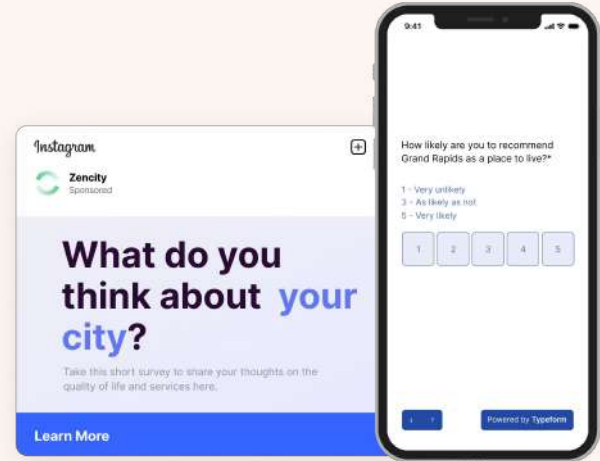


Zencity Community Survey

Ongoing Representative Survey

Hear from more residents with always-on, digital benchmarking surveys designed by data scientists to be accessible, representative of your community, and statistically sound.

- ✓ Full service distribution
- ✓ Unlimited translations of questions
- ✓ Customized questionnaire
- ✓ Analysis of open ended responses
- ✓ Designed reports that are digestible by stakeholders



Results Overview



Overall Quality of Life

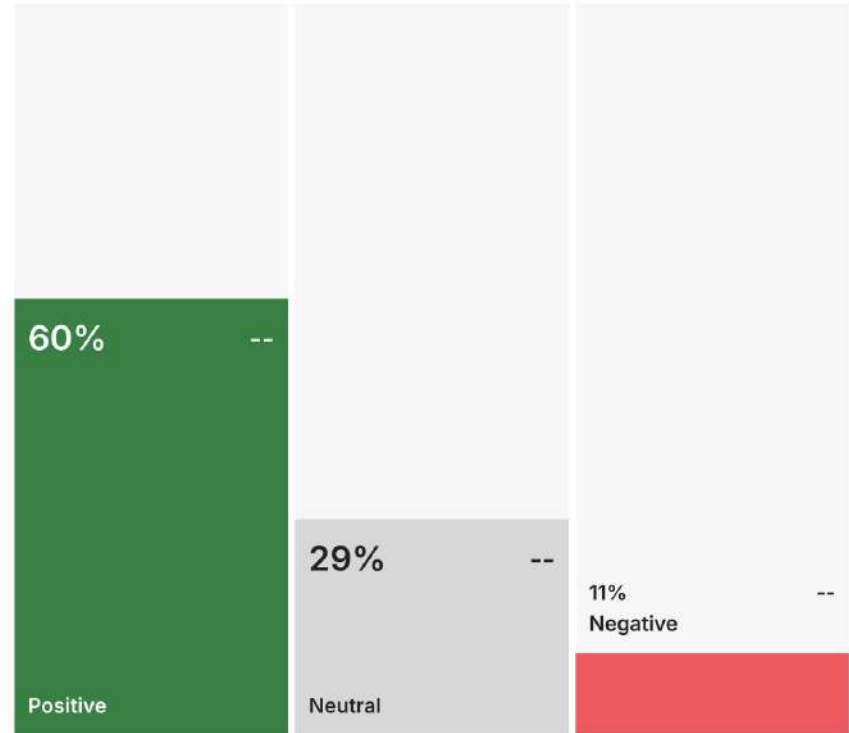


How is the overall quality of life in El Paso?

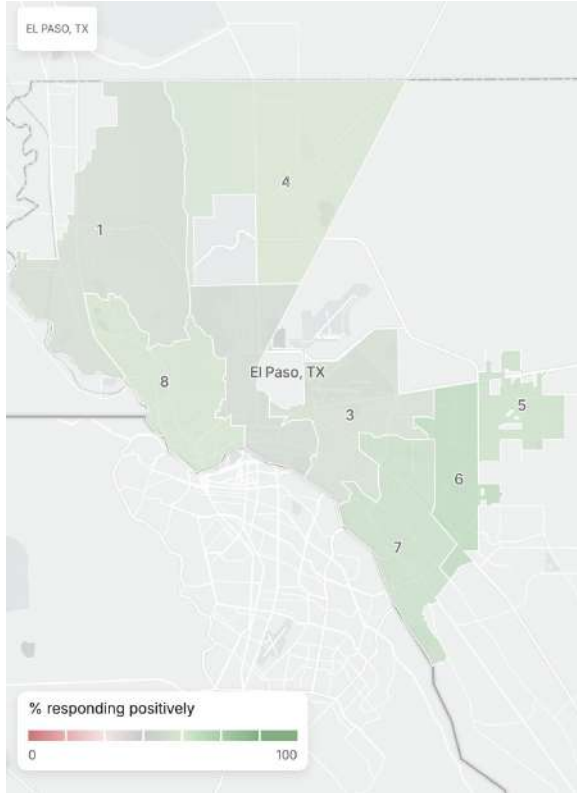
60%

of 1079 surveyed residents are satisfied with the overall quality of life in El Paso

The **majority** of El Paso residents are **satisfied with the city's quality of life**: 60% rated it positively, 29% were neutral, and only 11% expressed dissatisfaction.



How is the overall quality of life in El Paso? | Geographic Breakdown



Area	Resident Satisfaction
1	54%
2	52%
3	55%
4	60%
5	64%
6	67%
7	64%
8	62%

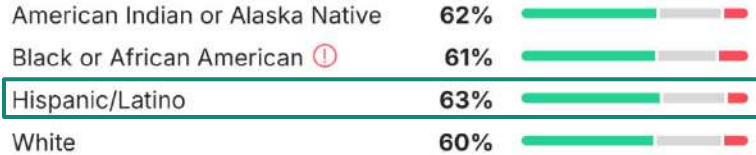
Quality of life ratings vary slightly by **geography**, ranging from a **high** of 67% in **Area 6** (+7 points above the citywide average) to a **low** of 52% in **Area 2** (-8 points below average).

How is the overall quality of life in El Paso? | Demographic Breakdown

AGE



ETHNICITY



GENDER



EDUCATION



INCOME



Quality of life ratings are **highest** among **young adults and Hispanic/Latino residents**, with 63% of each group reporting a positive view. Ratings are **lowest** among **high-income respondents** earning \$150,000 or more (49%)

Other measures of satisfaction with life in El Paso

How likely are you to recommend the City of El Paso as a place to live?

57%

Neutral

26%

Negative

17%

How likely are you to be living in the City of El Paso 5 years from now?

66%

Neutral

17%

Negative

17%

Community Characteristics

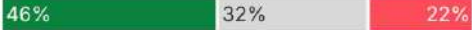
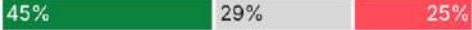
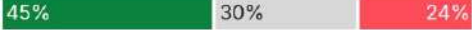
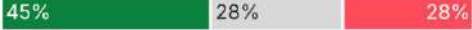
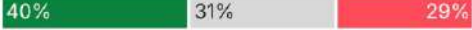
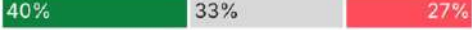
A stylized graphic in the background consisting of white outlines of buildings and a tree against a dark blue background. The buildings are of varying heights and shapes, and the tree is positioned in the middle ground.

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	NATIONAL	COHORT
Acceptance of residents of all backgrounds		62%	60%
Sense of overall safety		62%	55%
Access to quality education		62%	58%
Quality of parks and recreational amenities		64%	56%
Sense of community among residents		53%	50%
Quality of waste and recycling services		63%	57%

Community characteristics showing high satisfaction and above cohort average scores


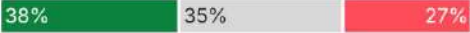
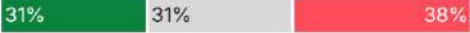
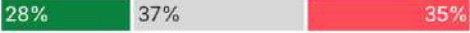
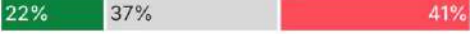
KEY

- POSITIVE
- NEUTRAL
- NEGATIVE
- NON-SUBSTANTIATIVE

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	NATIONAL	COHORT
Availability of a variety of art and cultural events		52%	46%
Overall cleanliness and maintenance		61%	52%
Access to quality health care services		62%	57%
Ease of getting around by public transportation		43%	45%
Ability for residents to give input to the El Paso city government		47%	47%
Availability of affordable housing		38%	42%

KEY

- POSITIVE
- NEUTRAL
- NEGATIVE
- NON-SUBSTANTIATIVE

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	NATIONAL	COHORT
Overall quality of services provided by the city		56%	51%
Economic development (business growth, business attraction, and job opportunities)		--	--
Condition of streets		--	--
The values of services for the taxes paid to the City of El Paso		--	--
Availability of jobs that pay a living wage		40%	48%

KEY

- POSITIVE
- NEUTRAL
- NEGATIVE
- NON-SUBSTANTIATIVE

*(--) indicates a customized question and is excluded from benchmarking.

Community Benchmarks



How we compare El Paso to other similar communities

Creating the cohorts

First, all cities, towns, and counties in the US--not just Zencity clients--are put into cohorts based on geography and demographics using a method known as cluster analysis. This method balances a range of different characteristics to put communities into cohorts that are statistically similar to one another. The result of this step is one set of cohorts for cities and towns and a second set for counties.

We chose this method to create objectively similar groups of communities with respect to characteristics that are likely to be correlated with answers to the survey questions. By creating cohorts of larger sets of communities we have found that our benchmark baselines tend to be more reliable than they would be if we had direct comparisons of a small number of communities. See our Help Site for more information on cohorts, including the full list of communities in your cohort.

Creating cohort scores and national benchmark scores

The Zencity National Benchmark Survey is conducted semiannually, collecting about 5000 responses across the country. The cohort scores are the weighted average of scores for respondents in each cohort. These weights are calculated to match the client's own demographics, to make them directly comparable to the clients' scores. National scores are calculated in a similar manner.

The overall quality of life in El Paso is **1% higher** than its cohort and **lower** than the national score.



- El Paso
- Cohort
- ▲ National

Question	National	Cohort	Your Score	Satisfaction Comparison
How is the overall quality of life in the City of El Paso?	66%	59%	60%	
How likely are you to recommend the City of El Paso as a place to live?	63%	55%	57%	
How likely are you to be living in the City of El Paso 5 years from now?	64%	62%	66%	

0% 25% 50% 75% 100%

Satisfaction with Life in El Paso

Breakdown by characteristic

- El Paso
- Cohort
- ▲ National

Question	National	Cohort	Your Score	Satisfaction Comparison
Availability of affordable housing	38%	42%	40%	
Availability of jobs that pay a living wage	40%	38%	22%	
Access to quality health care services	62%	57%	45%	
Access to quality education	62%	58%	54%	
Availability of a variety of art and cultural events	52%	46%	46%	
Ease of getting around by public transportation	43%	45%	45%	
Sense of overall safety	62%	55%	63%	
Sense of community among residents	53%	50%	53%	

El Paso residents report a **higher sense of overall safety (63%)** than both the **cohort (55%)** and **national averages (62%)**. However, only **22% are satisfied with the availability of jobs** that pay a living wage— below the **cohort (38%)** and **national (40%)** figures.

Satisfaction with Life in El Paso

Breakdown by characteristic

- El Paso
- Cohort
- ▲ National

Question	National	Cohort	Your Score	Satisfaction Comparison
Acceptance of residents of all backgrounds	62%	60%	65%	
Ability for residents to give input to the El Paso city government	47%	47%	40%	
Overall cleanliness and maintenance	61%	52%	45%	
Quality of parks and recreational amenities	64%	56%	53%	
Quality of waste and recycling services	63%	57%	50%	
Overall quality of services provided by the city	56%	51%	39%	

El Paso scores **higher** than both the national (62%) and cohort (60%) averages in acceptance of **residents from all backgrounds (65%)**.

Strengths

A stylized, light-colored line-art illustration of a city skyline. It features several rectangular buildings of varying heights and a tree with a rounded canopy. The illustration is positioned in the lower right quadrant of the slide, partially overlapping the dark background.

Acceptance of residents of all backgrounds

65%

Neutral 22% Negative 12%

“Safe place and very welcoming people”

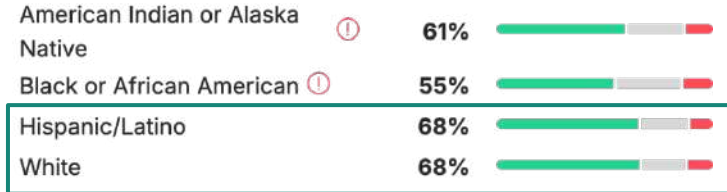
“The people. El Paso is huge but feels like a small town. **The people here are generally nice and helpful.**”

Acceptance of residents of all backgrounds in El Paso are especially strong among **residents aged 55+ (71%), Hispanic/Latino and White respondents (both 68%),** and those living in **Area 6**, where 73% gave positive ratings.

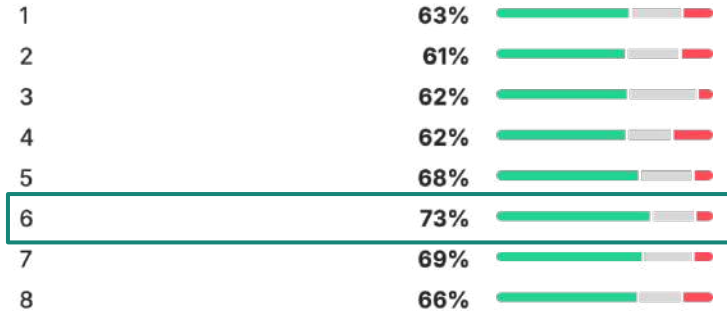
AGE



ETHNICITY



AREA



Open text is a response to the question “What is your favorite thing about living in the City of El Paso?”

Sense of overall safety

63%

Neutral

22%

Negative

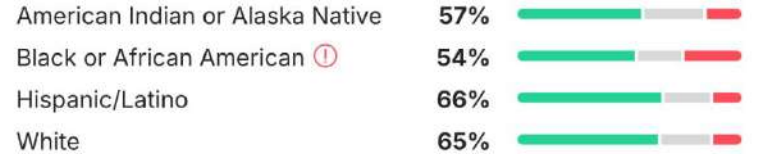
14%

Most residents in El Paso are **satisfied** with the **overall sense of safety**. However, perceptions of safety vary across demographic groups. **Younger residents** are **less likely** to rate safety positively compared to older respondents. **Female respondents** report **lower safety scores** than **male respondents**.

AGE



ETHNICITY



GENDER

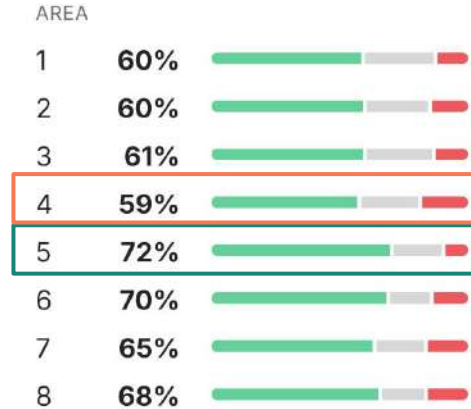
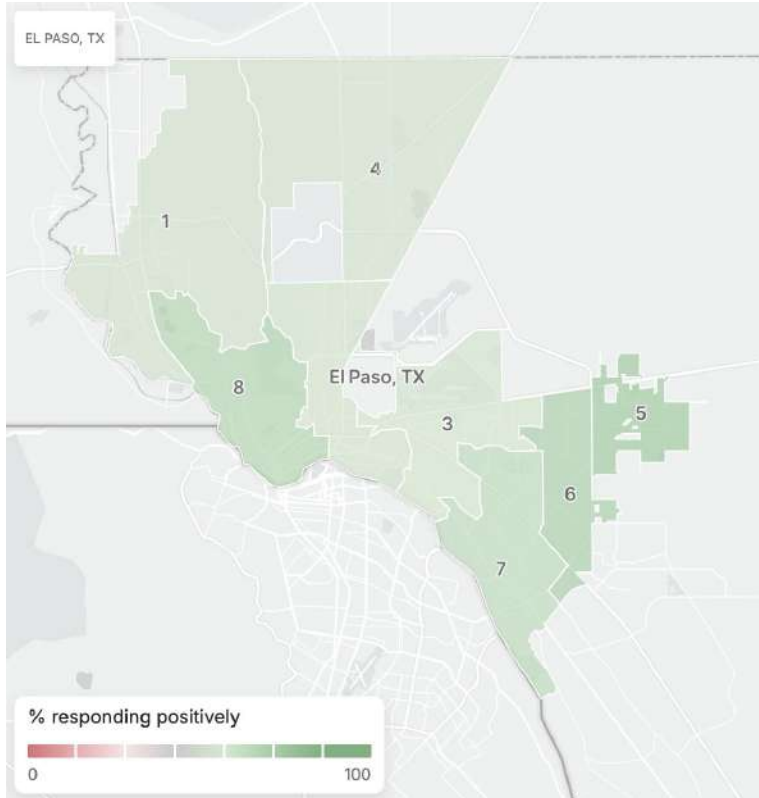


” *The people, **it is a safe and calm place** to live and have a family.*

” *Its friendly people, the **safety that still exists**, the distances that are available for the businesses that people need.*

Open text is a response to the question “What is your favorite thing about living in the City of El Paso?”

Sense of overall safety

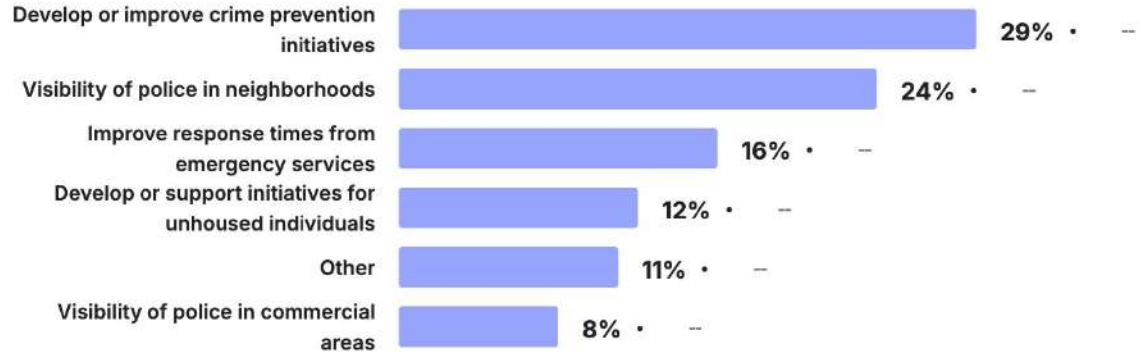


While safety is rated highly across all areas in El Paso, it is **highest in Area 5** (72%, 9 points above the citywide average), followed closely by **Area 6** (70%, 7 points above average). In contrast, **safety is lowest in Area 4** (59%, 4 points below average).

Among the 14% of residents dissatisfied with El Paso's overall sense of safety, **priorities center on proactive and visible approaches.** Nearly three in ten say **developing or improving crime prevention initiatives** would most improve safety (29%), followed closely by **increased visibility of police in neighborhoods** (24%).

What is the most important thing you think the City of El Paso can do to improve the sense of overall safety?

151 respondents answered this question

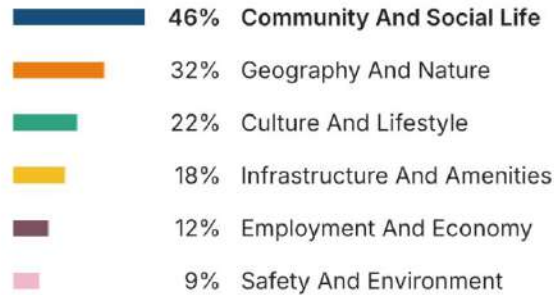


BETA

Question:
What is your favorite thing about living in El Paso?

Most Common Topics

815 labeled responses out of 964



Top 3 Topics Breakdown

Number of responses by leading subtopic



“Everything! The beautiful way they do things. The stone decorations. **The people.** **The weather.** The geographical location.”

“The **climate**, the culture, and the people”

“I don't need to go from one side of the city to the other to have **places to exercise, restaurants, and shops.** I also have access to the mountains.”

Opportunities

A stylized graphic in the background consisting of white outlines of buildings and a tree. The buildings are of varying heights and are positioned on the right side of the frame. A tree with a rounded canopy is positioned in the center-right, partially overlapping the buildings. The entire graphic is rendered in a light gray or white color against the dark blue background.

Availability of jobs that pay a living wage

22%

Neutral

37%

Negative

41%

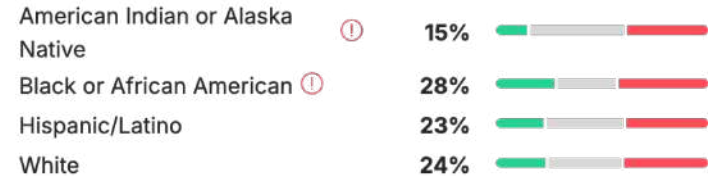
Only 22% of residents report being satisfied with the availability of jobs that pay a living wage. Although satisfaction is low across all demographic groups, it is lowest among high-income residents (15%) and respondents with a higher education degree (15%)

“Encourage companies to come and bring good, well-paying jobs. Change the way we attract new markets to transform the city’s economic landscape.”

AGE



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Open text is a response to the question “What do you think are the most important things the City of El Paso can do to improve economic growth?”

Economic development (business growth, business attraction, and job opportunities)

38%

Neutral

35%

Negative

27%

Satisfaction with economic development in El Paso is mixed: 38% rate it positively, 35% are neutral, and 27% are negative. Positive ratings are lowest among older residents (31% aged 55+), high-income residents earning \$150,000 or more (25%) and respondents with a higher education degree (28%).

AGE



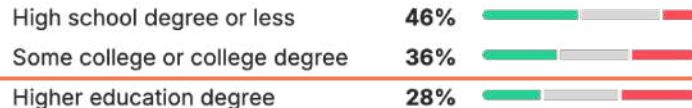
ETHNICITY



INCOME



EDUCATION



Economic development (business growth, business attraction, and job opportunities)

38%

Neutral **35%** Negative **27%**

Satisfaction with economic development in El Paso is mixed: 38% rate it positively, 35% are neutral, and 27% are negative. Positive ratings are lowest among older residents (31% aged 55+) and high-income residents earning \$150,000 or more (25%).

AGE



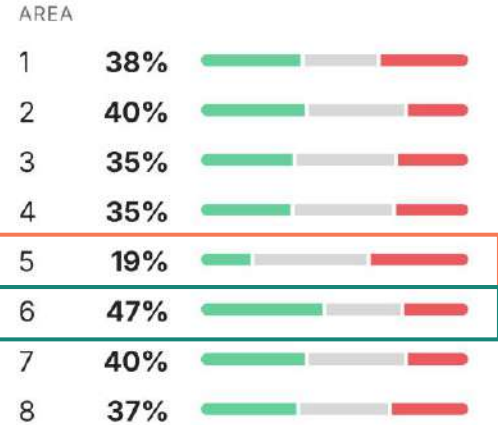
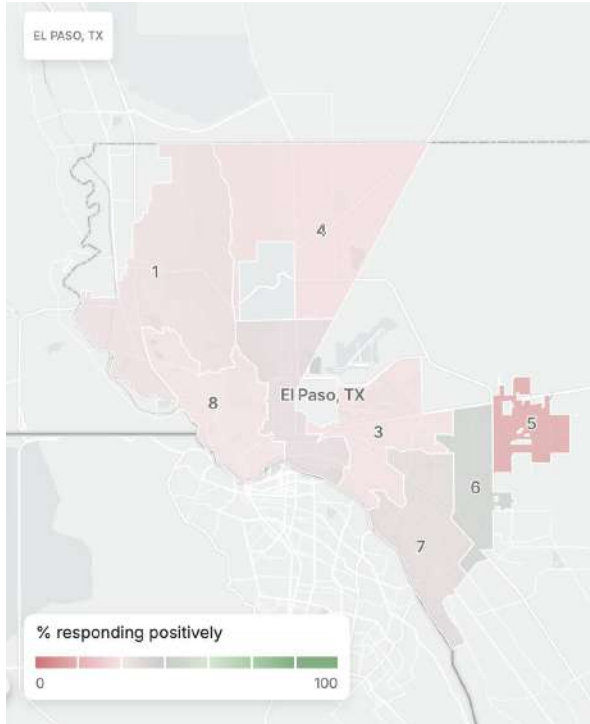
ETHNICITY



INCOME

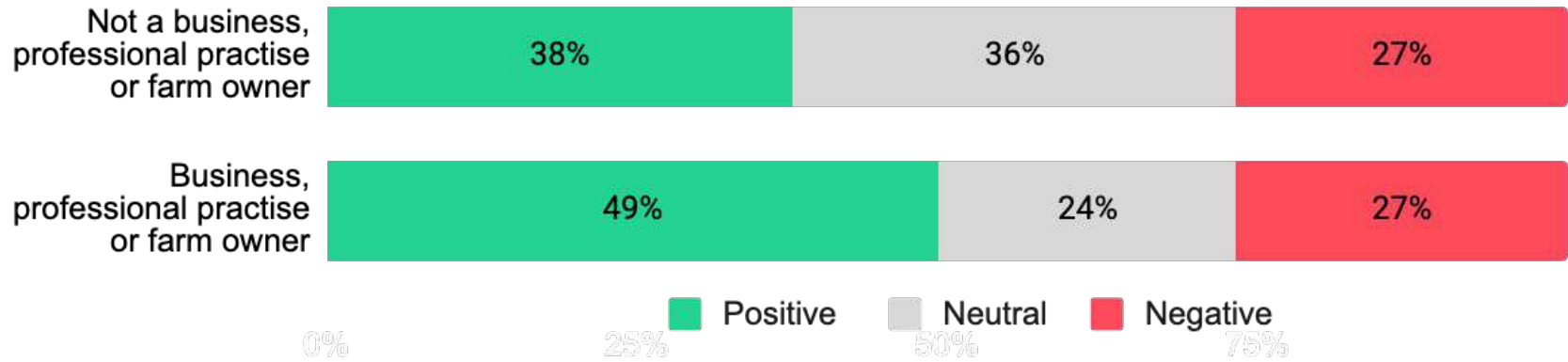


Economic development (business growth, business attraction, and job opportunities)



Satisfaction with economic development **varies across geographic areas**, with residents in **Area 6 reporting the highest satisfaction (47%, 9 points above the citywide average)**, compared to just **19% in Area 5 (19 points below average)**.

Economic development by **business ownership**

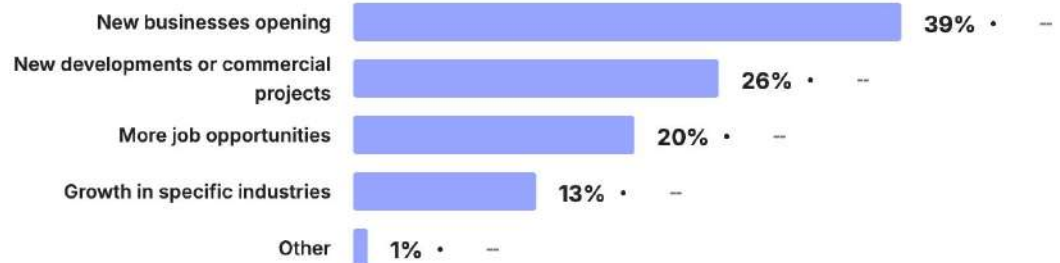


Residents who **own a business, professional practice, or farm** are **notably more likely** to rate **economic development** in El Paso **positively (49%)** compared to those **who do not (38%)**.

Among residents who are dissatisfied with economic development in El Paso, the most **visible signs of growth** are **business and commercial activity** rather than changes in **day-to-day employment prospects**. While many report noticing new **businesses opening (39%)** and **new development or commercial projects (26%)**, far fewer say they've seen **more job opportunities (20%)** or **growth in specific industries (13%)**.

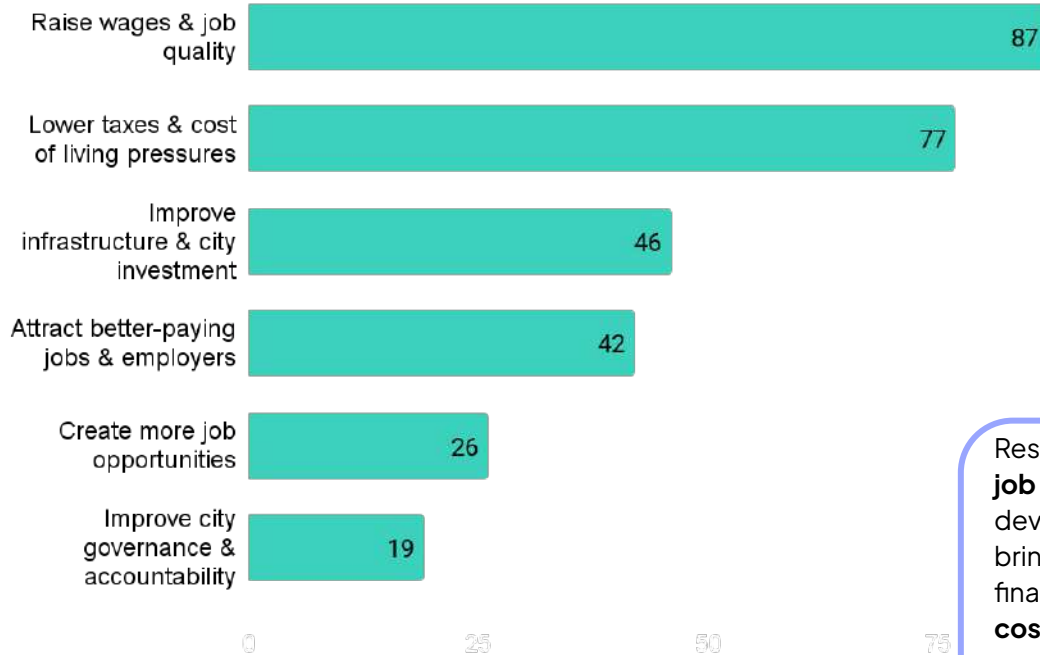
Which types of economic growth have you noticed in the past 12 months?

387 respondents answered this question



What do you think are the most important things the City of El Paso can do to improve economic growth?

[Open-text, N =266]



“Encourage companies that actually will bring high paying jobs.”

“Stop tax increases and make it easier for small and medium-sized businesses to access loans...”

“Attract companies and industries that pay higher wages so college graduates stay and / or want to come here.”

“High paying jobs and affordable housing”

Respondents most often point to **raising wages and improving job quality** as the top way El Paso can strengthen economic development, with calls to “encourage companies that will bring high-paying jobs.” Others emphasize the need to ease financial pressures—such as **lowering taxes and addressing cost-of-living challenges like housing**—suggesting residents want economic growth to translate into better pay and greater affordability.

Condition of streets

31%

Neutral

31%

Negative

38%

Overall, **38% of residents report negative perceptions of street conditions** compared with 31% positive. Satisfaction is highest among adults ages **18–34 (39%)** and **residents earning under \$50,000 (37%)**, while older and higher-income residents are more critical.

AGE

18-34

39%



35-54

32%



55+

20%



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American Indian or Alaska Native

28%



Black or African American ^①

29%



Hispanic/Latino

34%



White

32%



INCOME

\$49,999 or less

37%



\$50,000-\$149,999

27%

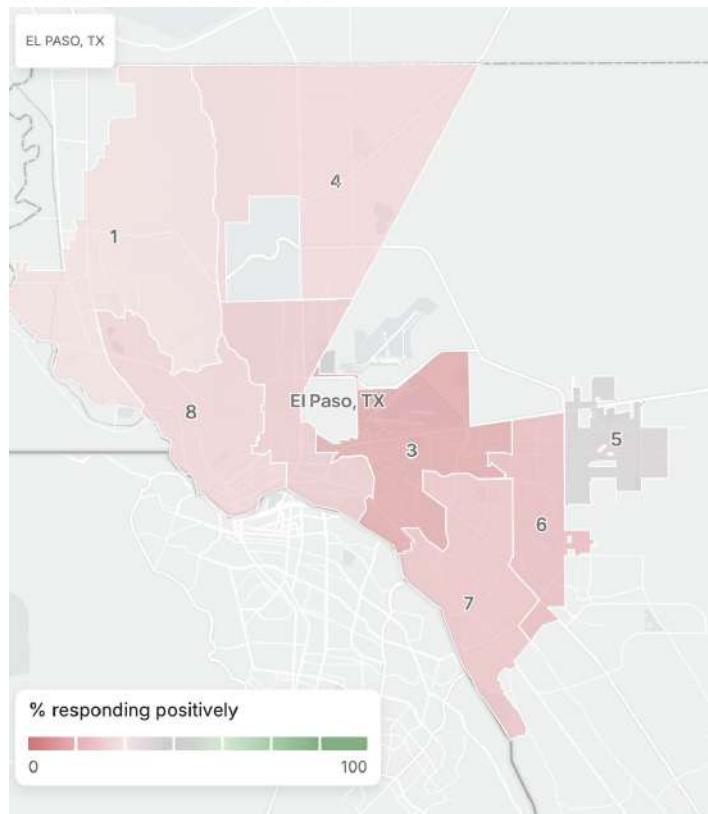


\$150,000 or more

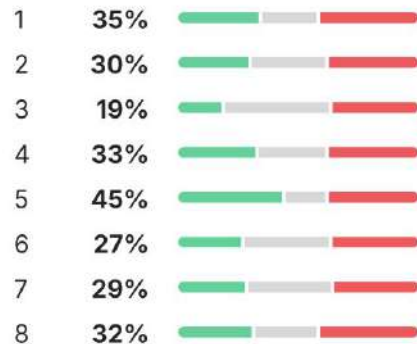
21%



Condition of streets



AREA



Perceptions of street conditions vary significantly by area.

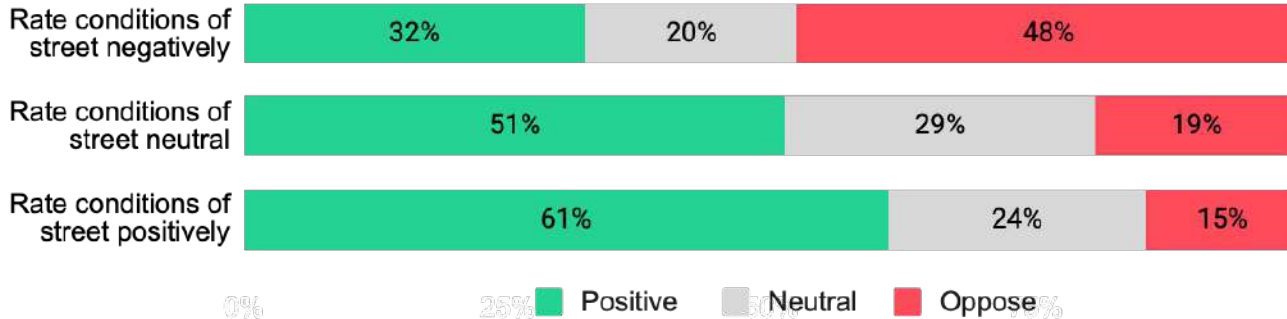
Residents in Area 3 are the least likely to be satisfied (19%), while those in **Area 5 are the most satisfied (45%).**

How much would you support new funding options, such as a local fee, to maintain and improve streets?

1072 respondents answered this question



Support for new funding options by condition of street



Nearly half of respondents (47%) support new funding options, such as a local fee, to maintain and improve streets. Support is highest among those who rate street conditions positively (61%) and lowest among those who rate them negatively (32%), nearly half of whom (48%) oppose new funding measures.

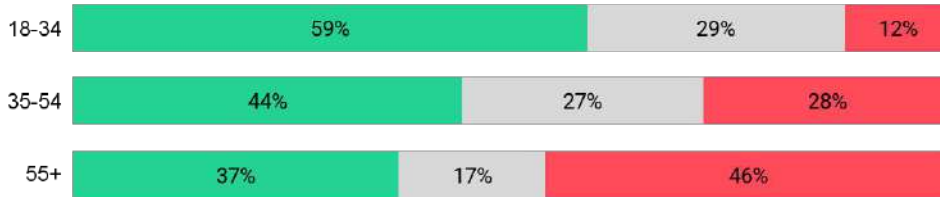
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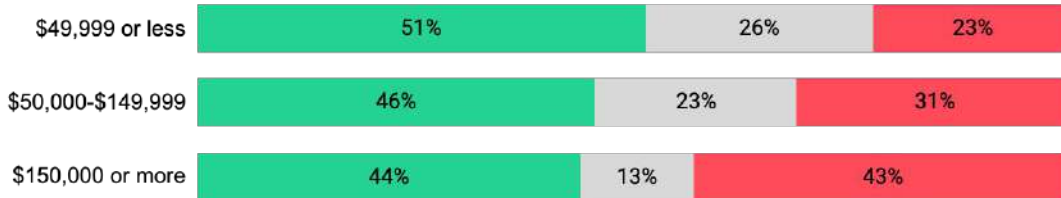


Support Neutral Oppose

Support for new funding options by age group



Support for new funding options by income group



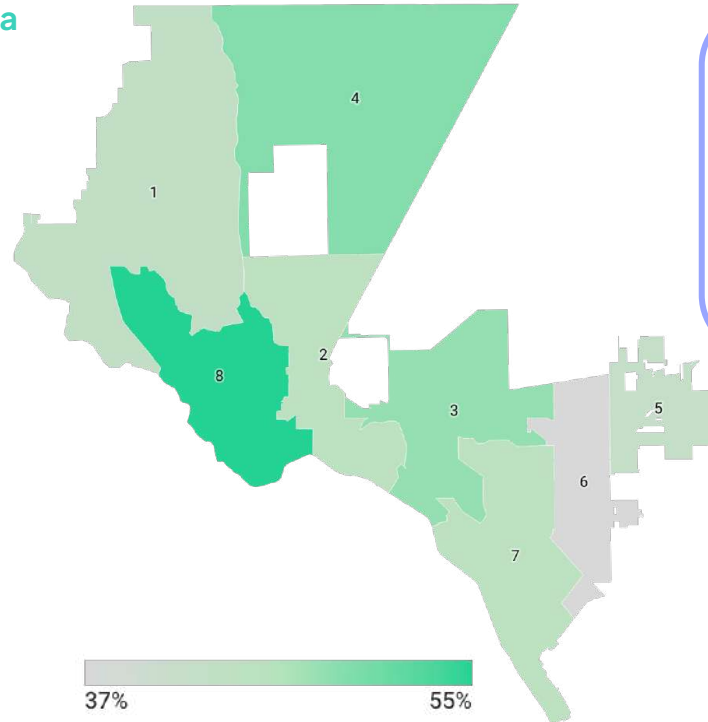
Younger respondents (59%) are much more likely than older respondents (37%) to support new funding options to maintain and improve streets. Additionally, those **earning less than \$50K (51%) are slightly more likely to support this** than higher-income respondents (44%).

How much would you support new funding options, such as a local fee, to maintain and improve streets?

1072 respondents answered this question

Support for new funding options by area

Area	% Support
1	43%
2	44%
3	48%
4	49%
5	42%
6	37%
7	44%
8	55%



Respondents in **Area 8** are the **most supportive** of a new funding option to maintain and improve streets, while those in **Area 6** are the **least supportive**.

The values of services for the taxes paid to the City of El Paso

28%

Neutral

37%

Negative

35%

“Better government management of taxes.”

Only 28% of residents report being satisfied with the **value of services they receive for the taxes paid** to the City of El Paso. Although satisfaction is relatively low across all demographic groups, it is lowest among **older residents aged 55** and over (20%), **higher-income residents** earning \$150,000 or more (19%) and **white respondents** (26%).

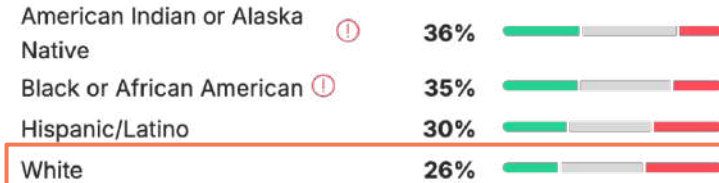
AGE



INCOME



ETHNICITY

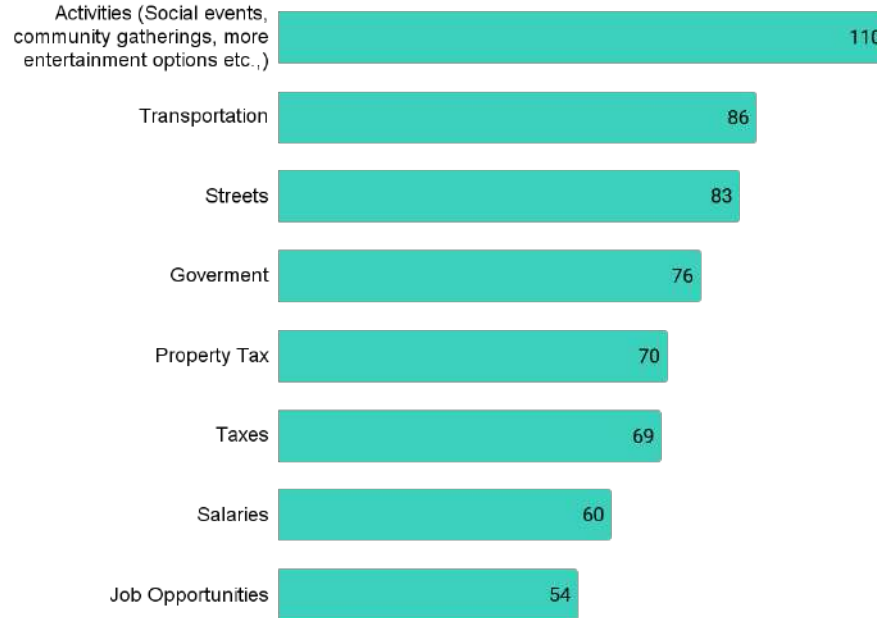


Open text is a response to the question “What is the thing you would most want to change about life in the City of El Paso?”

BETA

Question:

What is the thing you would most want to change about life in El Paso?




” *“That there were more things to do besides just going to one of the malls or going out of town to travel instead of staying here for entertainment”*

” *“The traffic is already unbearable; they should open up side streets to stop people from using the main roads.”*

” *“The city is super expensive now. Just eating out takes a toll on families, and there’s not much else to do besides cultural stuff downtown. The rest of other activities are extremely expensive for most families”*

Areas of Strategic Importance: Budget Prioritization



BETA

Question:

What service or program is missing today that the city of El Paso should consider investing in?

Most Common Topics

444 labeled responses out of 833



Top 3 Topics Breakdown

Number of responses by leading subtopic



”

“Family-friendly public events. Like craft fairs, mariachi shows, sporting events, and musical performances.”

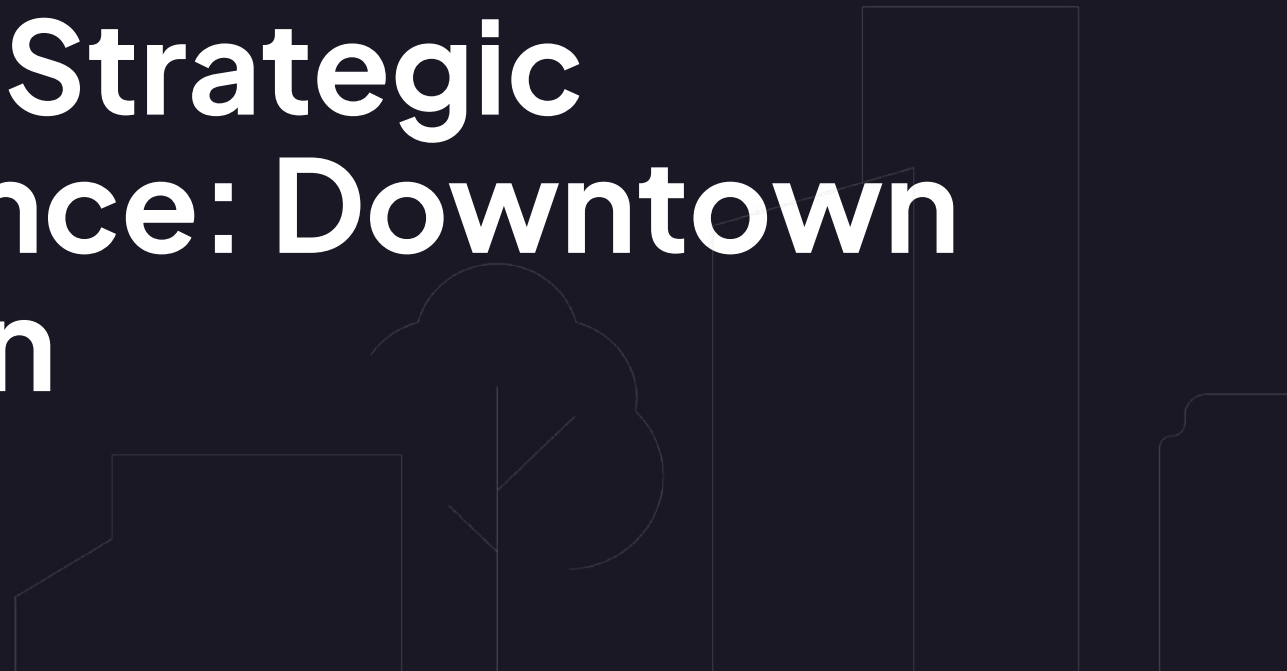
”

“More parks well equipped and kept clean”

”

“The City of El Paso should invest in more accessible mental health programs for families and youth, as the current offerings are limited.”

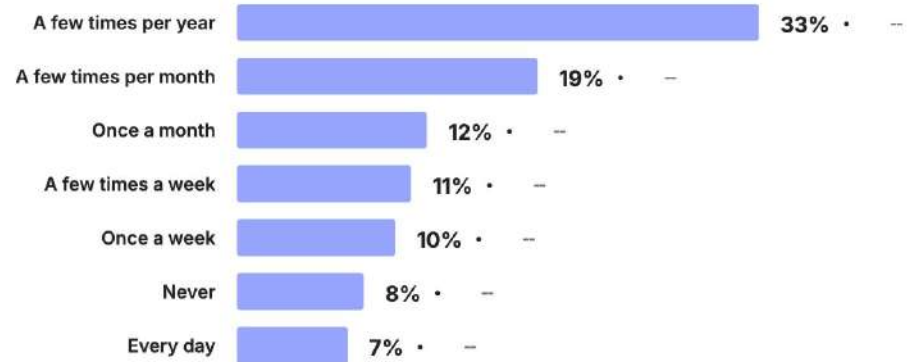
Areas of Strategic Importance: Downtown Visitation

A stylized graphic in the background consisting of white outlines of various building shapes and a tree, set against a dark blue background.

Most residents visit downtown **infrequently rather than as part of a regular routine**. About one-third go **only a few times per year (33%)**, while another 31% visit at least monthly. **Regular weekly or daily visits are less common** (28% combined), suggesting downtown is more of an **occasional destination than a frequent part of everyday life** for many residents.

How often do you visit downtown?

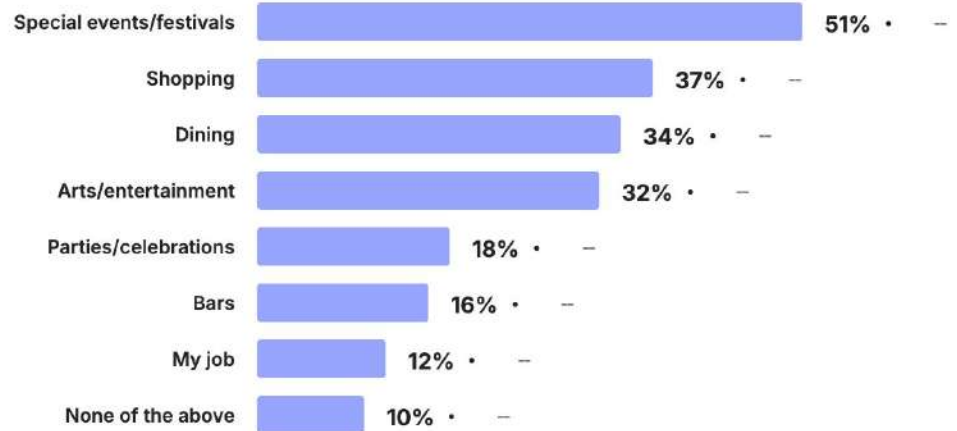
1075 respondents answered this question



Downtown is most often a place residents go for **events and outings, not everyday errands**. About half report **special events or festivals** bring them downtown (51%), with many also **visiting for shopping (37%), dining (34%), and arts/entertainment (32%)**. Far fewer **come for work (12%)**, reinforcing that downtown is more of an occasional destination than a regular routine stop.

What typically brings you downtown?

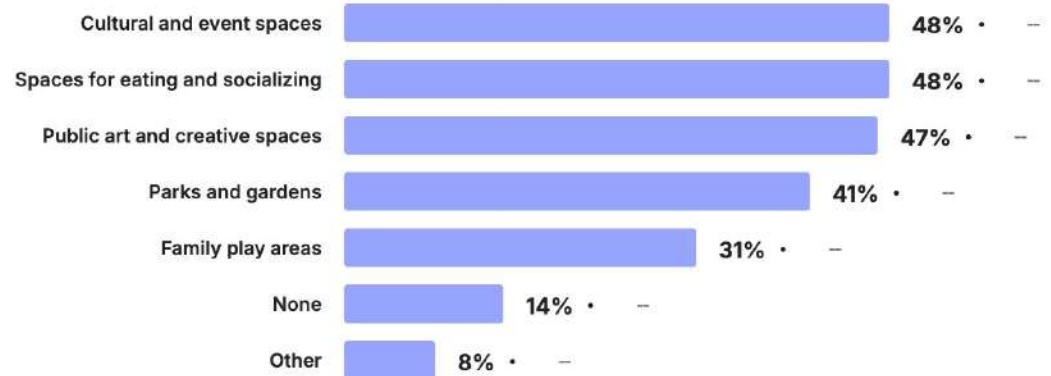
1056 respondents answered this question



Residents say they would be **most encouraged** to visit downtown by places that add **activity, culture, and reasons to spend time there**. Nearly half point to **cultural and event spaces (48%)**, spaces for **eating and socializing (48%)**, and **public art or creative spaces (47%)**, with parks and gardens also a strong draw (41%). Fewer cite family play areas (31%), suggesting that cultural and social amenities would have the broadest appeal.

What new amenities would bring you downtown?

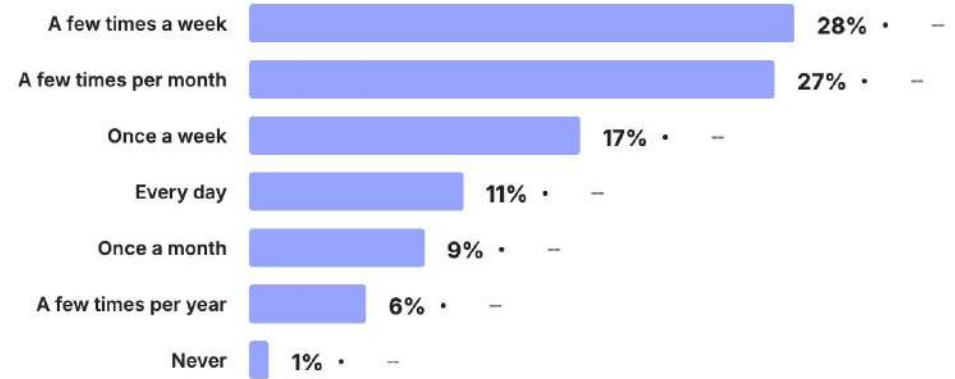
1079 respondents answered this question



If the amenities residents want were developed, downtown **visits would become much more frequent for many**. The share of residents who say they would visit a **few times a week rises from 11% currently to 28%** under this scenario, indicating **strong potential** to move downtown from an **occasional** destination to a more **regular part of residents' routines**.

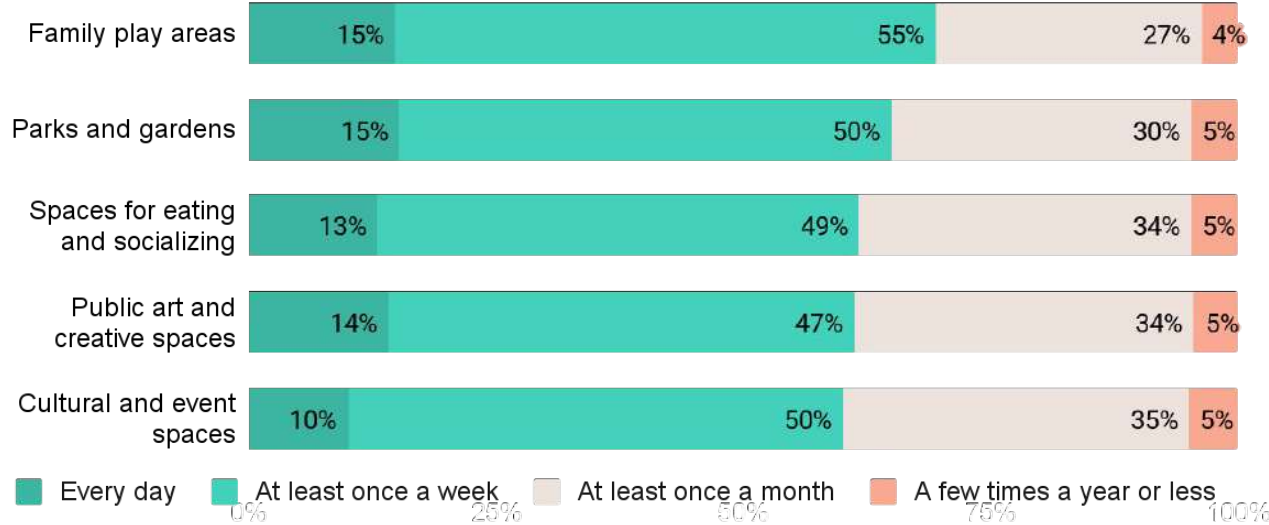
If the City of El Paso developed the amenity(ies) you selected, how much more often would you visit downtown than you currently do?

902 respondents answered this question



Potential Frequency of Downtown Visits by **New Amenity Suggestion**

Although a **majority** of residents say they would **visit downtown at least once a week** if their selected amenities were developed, **interest** is highest among those who want the city of El Paso to invest in **family play areas**. Among this group, **70% report** that they would visit **downtown at least a few times a week** if that amenity were developed.



Cross analysis between the question 'If the city of El Paso developed the amenity(ies) you selected, how much more often would you visit downtown than you currently do?' & What new amenities would bring you downtown?

When it comes to the threat of crime, how safe do you feel when you are downtown?

52%

Negative

48%

Just over half of residents **feel safe from crime when downtown (52%)**, while nearly as many feel **unsafe (48%)**, pointing to a **divided perception of safety**. Perceptions vary modestly by demographic group: **younger residents ages 18–34 are less likely** than older residents to feel **safe downtown (47% vs. 59%** among those 55+).

AGE



INCOME



ETHNICITY

