

Shopping & Dining Guide Survey 2018

Respondents: 216 displayed, 216 total

Status: Closed

Launched Date: 05/31/2019

Closed Date: 06/14/2019

1. Did you know that the City of Keller publishes an annual Shopping & Dining Guide?

| | Response Total | Response Percent | Points | Avg |
|--------------------------|----------------|------------------|--------|-----|
| Yes | 97 | 45% | n/a | n/a |
| No | 119 | 55% | n/a | n/a |
| Total Respondents | | 216 | | |

2. Do you have a copy of the Keller Shopping & Dining Guide from the past three years?

| | Response Total | Response Percent | Points | Avg |
|--------------------------|----------------|------------------|--------|-----|
| Yes | 36 | 17% | n/a | n/a |
| No | 180 | 83% | n/a | n/a |
| Total Respondents | | 216 | | |

3. Which section(s) of the Shopping & Dining guide do you refer to the most?

| | Response Total | Response Percent | Points | Avg |
|----------------------------------|----------------|------------------|--------|-----|
| Shopping | 26 | 12% | n/a | n/a |
| Dining | 84 | 40% | n/a | n/a |
| Services | 19 | 9% | n/a | n/a |
| N/A; Not Familiar with the Guide | 122 | 58% | n/a | n/a |
| Total Respondents | | 211 | | |

(skipped this question) 5

4. Would you be interested in receiving a copy in the future?

| | Response Total | Response Percent | Points | Avg |
|--------------------------|----------------|------------------|--------|-----|
| Yes | 190 | 90% | n/a | n/a |
| No | 22 | 10% | n/a | n/a |
| Total Respondents | | 212 | | |

(skipped this question) 4

5. The city recently began including other businesses (medical & professional offices, auto repair, etc.) in the Shopping & Dining Guide. Do you find these additional listings helpful?

| | Response Total | Response Percent | Points | Avg |
|--------------------------|----------------|------------------|--------|-----|
| Yes | 155 | 72% | n/a | n/a |
| No | 61 | 28% | n/a | n/a |
| Total Respondents | | 216 | | |

6. Do you have any additional comments about the Shopping & Dining Guide or suggestions for future publications?

Total Respondents 44

(skipped this question) 172

7. In which cities do you most often shop for clothing?

| | Response Total | Response Percent | Points | Avg |
|---------------------|----------------|------------------|--------|-----|
| Keller | 65 | 32% | n/a | n/a |
| Southlake | 136 | 67% | n/a | n/a |
| Fort Worth/Alliance | 82 | 40% | n/a | n/a |
| Roanoke | 5 | 2% | n/a | n/a |

| | | | | | |
|--|---|----|-----|-----|-----|
| North Richland Hills |  | 41 | 20% | n/a | n/a |
| Colleyville |  | 2 | 1% | n/a | n/a |
| Watagua |  | 31 | 15% | n/a | n/a |
| Other, please specify view |  | 39 | 19% | n/a | n/a |

Total Respondents 204

(skipped this question) 12

8. In which cities do you most often shop for home furnishings?

| | | Response Total | Response Percent | Points | Avg |
|--|---|----------------|------------------|--------|-----|
| Keller |  | 36 | 18% | n/a | n/a |
| Southlake |  | 118 | 58% | n/a | n/a |
| Fort Worth/Alliance |  | 83 | 41% | n/a | n/a |
| Roanoke | | 1 | 0% | n/a | n/a |
| North Richland Hills |  | 28 | 14% | n/a | n/a |
| Colleyville |  | 4 | 2% | n/a | n/a |
| Watagua |  | 21 | 10% | n/a | n/a |
| Other, please specify view |  | 48 | 24% | n/a | n/a |

Total Respondents 204

(skipped this question) 12

9. In which cities do you most often shop for electronics?

| | | Response Total | Response Percent | Points | Avg |
|--|---|----------------|------------------|--------|-----|
| Keller |  | 15 | 7% | n/a | n/a |
| Southlake |  | 64 | 31% | n/a | n/a |
| Fort Worth/Alliance |  | 117 | 57% | n/a | n/a |
| Roanoke | | 1 | 0% | n/a | n/a |
| North Richland Hills |  | 22 | 11% | n/a | n/a |
| Colleyville |  | 2 | 1% | n/a | n/a |
| Watauga |  | 12 | 6% | n/a | n/a |
| Other, please specify view |  | 64 | 31% | n/a | n/a |

Total Respondents 204

(skipped this question) 12

10. In which cities do you most often shop for groceries?

| | | Response Total | Response Percent | Points | Avg |
|--|---|----------------|------------------|--------|-----|
| Keller |  | 170 | 83% | n/a | n/a |
| Southlake |  | 61 | 30% | n/a | n/a |
| Fort Worth/Alliance |  | 24 | 12% | n/a | n/a |
| Roanoke |  | 6 | 3% | n/a | n/a |
| North Richland Hills |  | 59 | 29% | n/a | n/a |
| Colleyville |  | 9 | 4% | n/a | n/a |
| Watagua |  | 15 | 7% | n/a | n/a |
| Other, please specify view |  | 7 | 3% | n/a | n/a |

Total Respondents 204

(skipped this question) 12

11. In which cities do you most often shop for beer, wine and/or liquor?

| | | Response Total | Response Percent | Points | Avg |
|--------|---|----------------|------------------|--------|-----|
| Keller |  | 80 | 39% | n/a | n/a |

| | | | | | |
|-----------------------|---|----|-----|-----|-----|
| Fort Worth/Alliance |  | 67 | 33% | n/a | n/a |
| Southlake |  | 25 | 12% | n/a | n/a |
| North Richland Hills |  | 41 | 20% | n/a | n/a |
| Colleyville |  | 33 | 16% | n/a | n/a |
| Watauga |  | 2 | 1% | n/a | n/a |
| Trophy Club |  | 4 | 2% | n/a | n/a |
| Westlake |  | 29 | 14% | n/a | n/a |
| Other, please specify |  | 40 | 20% | n/a | n/a |
| view | | | | | |

Total Respondents 204

(skipped this question) 12

12. In which cities do you do most of your fast food dining? (drive-thrus)

| | | Response Total | Response Percent | Points | Avg |
|-----------------------|---|----------------|------------------|--------|-----|
| Keller |  | 163 | 82% | n/a | n/a |
| Southlake |  | 45 | 23% | n/a | n/a |
| Fort Worth/Alliance |  | 29 | 15% | n/a | n/a |
| Roanoke |  | 11 | 6% | n/a | n/a |
| North Richland Hills |  | 42 | 21% | n/a | n/a |
| Colleyville |  | 1 | 1% | n/a | n/a |
| Watagua |  | 31 | 16% | n/a | n/a |
| Other, please specify |  | 13 | 7% | n/a | n/a |
| view | | | | | |

Total Respondents 198

(skipped this question) 18

13. In which cities do you do most of your fast-casual and/or counter service dining?

| | | Response Total | Response Percent | Points | Avg |
|-----------------------|---|----------------|------------------|--------|-----|
| Keller |  | 124 | 63% | n/a | n/a |
| Southlake |  | 112 | 57% | n/a | n/a |
| Fort Worth/Alliance |  | 48 | 24% | n/a | n/a |
| Roanoke |  | 33 | 17% | n/a | n/a |
| North Richland Hills |  | 27 | 14% | n/a | n/a |
| Colleyville |  | 8 | 4% | n/a | n/a |
| Watauga |  | 30 | 15% | n/a | n/a |
| Other, please specify |  | 10 | 5% | n/a | n/a |
| view | | | | | |

Total Respondents 198

(skipped this question) 18

14. In which cities do you do most of your casual full-service dining? (sit-downs)

| | | Response Total | Response Percent | Points | Avg |
|-----------------------|---|----------------|------------------|--------|-----|
| Keller |  | 98 | 49% | n/a | n/a |
| Southlake |  | 141 | 71% | n/a | n/a |
| Fort Worth/Alliance |  | 61 | 31% | n/a | n/a |
| Roanoke |  | 63 | 32% | n/a | n/a |
| North Richland Hills |  | 25 | 13% | n/a | n/a |
| Colleyville |  | 11 | 6% | n/a | n/a |
| Watagua |  | 15 | 8% | n/a | n/a |
| Other, please specify |  | 23 | 12% | n/a | n/a |
| view | | | | | |

Total Respondents 198

(skipped this question) 18

15. In which cities do you do most of your upscale and/or fine dining?

| | Response Total | Response Percent | Points | Avg |
|--|----------------|-------------------------|--------|-----|
| Keller | 31 | 16% | n/a | n/a |
| Southlake | 154 | 78% | n/a | n/a |
| Fort Worth/Alliance | 50 | 25% | n/a | n/a |
| Roanoke | 35 | 18% | n/a | n/a |
| North Richland Hills | 5 | 3% | n/a | n/a |
| Colleyville | 16 | 8% | n/a | n/a |
| Watagua | 2 | 1% | n/a | n/a |
| Other, please specify view | 53 | 27% | n/a | n/a |
| Total Respondents | | 198 | | |
| | | (skipped this question) | 18 | |

16. In which cities do you and/or your family enjoy entertainment (movies, art, live music)?

| | Response Total | Response Percent | Points | Avg |
|--|----------------|-------------------------|--------|-----|
| Keller | 135 | 70% | n/a | n/a |
| Southlake | 86 | 45% | n/a | n/a |
| Fort Worth/Alliance | 41 | 21% | n/a | n/a |
| Roanoke | 49 | 25% | n/a | n/a |
| North Richland Hills | 20 | 10% | n/a | n/a |
| Colleyville | 8 | 4% | n/a | n/a |
| Watagua | 0 | 0% | n/a | n/a |
| Other, please specify view | 37 | 19% | n/a | n/a |
| Total Respondents | | 193 | | |
| | | (skipped this question) | 23 | |

17. In which cities do you and/or your family engage in fitness activities?

| | Response Total | Response Percent | Points | Avg |
|--|----------------|-------------------------|--------|-----|
| Keller | 148 | 77% | n/a | n/a |
| Southlake | 21 | 11% | n/a | n/a |
| Fort Worth/Alliance | 10 | 5% | n/a | n/a |
| Roanoke | 1 | 1% | n/a | n/a |
| North Richland Hills | 16 | 8% | n/a | n/a |
| Colleyville | 8 | 4% | n/a | n/a |
| Watagua | 11 | 6% | n/a | n/a |
| Other, please specify view | 19 | 10% | n/a | n/a |
| Total Respondents | | 193 | | |
| | | (skipped this question) | 23 | |

18. In which cities do you and/or your family participate in extracurricular activities (dance, music lessons, sports teams)?

| | Response Total | Response Percent | Points | Avg |
|--|----------------|------------------|--------|-----|
| Keller | 101 | 52% | n/a | n/a |
| Southlake | 34 | 18% | n/a | n/a |
| Fort Worth/Alliance | 21 | 11% | n/a | n/a |
| Roanoke | 9 | 5% | n/a | n/a |
| North Richland Hills | 11 | 6% | n/a | n/a |
| Colleyville | 4 | 2% | n/a | n/a |
| Watagua | 5 | 3% | n/a | n/a |
| Other, please specify view | 69 | 36% | n/a | n/a |
| Total Respondents | | 193 | | |

19. What is your gender?

| | | Response Total | Response Percent | Points | Avg |
|--------------------------|---|-------------------------|---------------------|--------|-----|
| Male |  | 57 | 30% | n/a | n/a |
| Female |  | 131 | 68% | n/a | n/a |
| Prefer Not to Answer |  | 4 | 2% | n/a | n/a |
| Total Respondents | | 192 | 100% | | |
| | | (skipped this question) | 24 | | |

20. What is your age?

| | | Response Total | Response Percent | Points | Avg |
|--------------------------|---|-------------------------|---------------------|--------|-----|
| 18-29 |  | 4 | 2% | n/a | n/a |
| 30-39 |  | 26 | 14% | n/a | n/a |
| 40-49 |  | 51 | 27% | n/a | n/a |
| 50-59 |  | 54 | 28% | n/a | n/a |
| 60+ |  | 51 | 27% | n/a | n/a |
| Prefer Not to Answer |  | 6 | 3% | n/a | n/a |
| Total Respondents | | 192 | 100% | | |
| | | (skipped this question) | 24 | | |

21. Are you responsible for the majority of everyday household purchases?

| | | Response Total | Response Percent | Points | Avg |
|--------------------------|---|-------------------------|---------------------|--------|-----|
| Yes |  | 171 | 89% | n/a | n/a |
| No |  | 21 | 11% | n/a | n/a |
| Total Respondents | | 192 | | | |
| | | (skipped this question) | 24 | | |