

**Inclusion, Diversity, Equity, and Awareness  
(IDEA) Forum  
Community Survey Report  
March 31, 2022**

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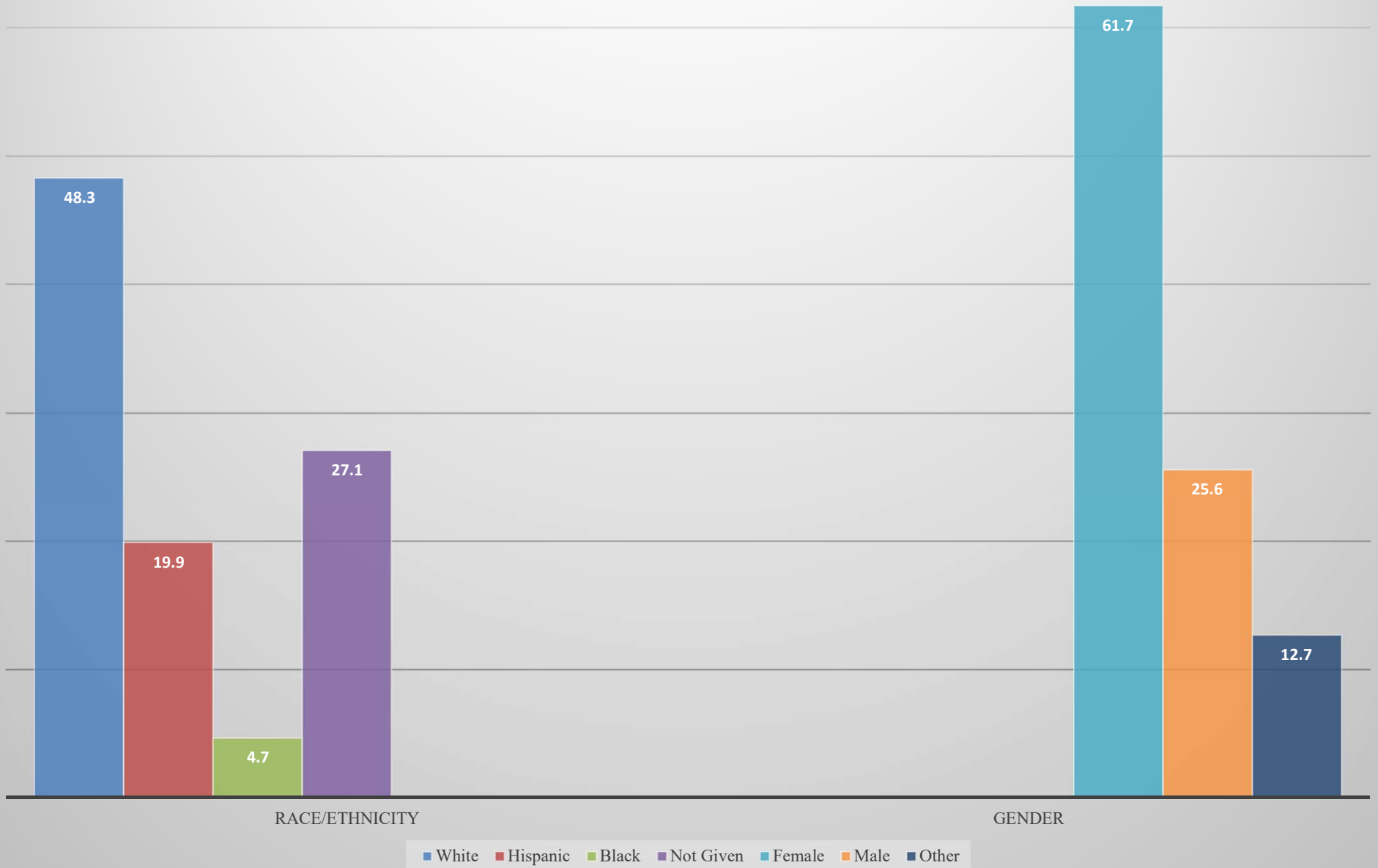


# COMMUNITY SURVEY

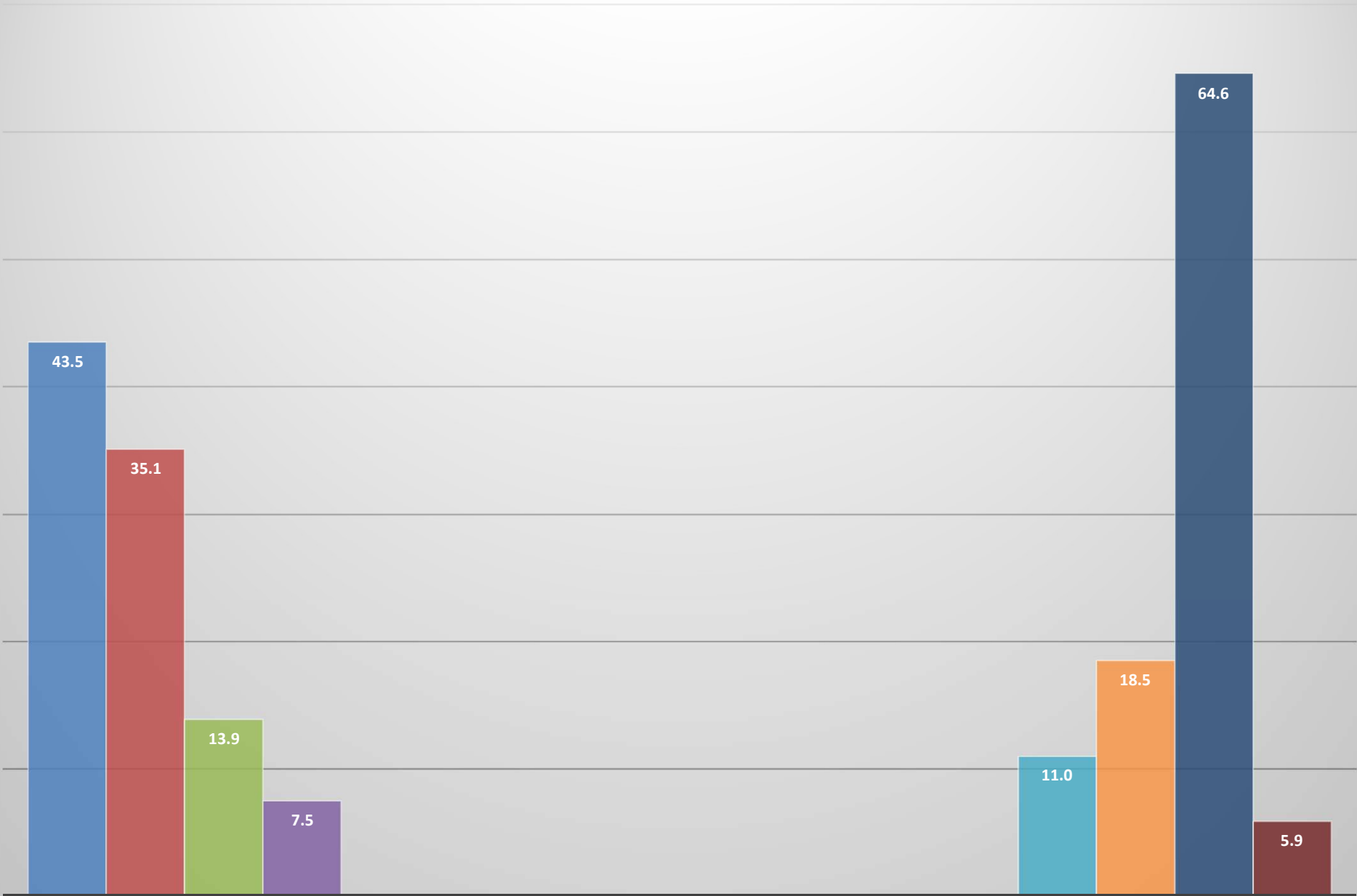
## Survey Overview

- The IDEA forum developed a community survey to engage residents in an initial discussion regarding diversity in New Braunfels.
- Through a representative non-random sampling methodology, the survey questionnaire was made available to residents.
- Data collection between June 1, 2021, and July 31, 2021.
- A total of 2,364 individuals completed the community survey.

**Graph 1. Respondent Racial and Gender Distribution**



**Graph 2. Respondent Age and Educational Attainment Distribution**



■ 18-45 years ■ 46-65 years ■ 66 and older ■ Not Given ■ H.S./Less ■ Associates/Certificate ■ College Degree ■ Not Provided

**Table 3. Residence Demographics of Community Survey Respondents, August 2021**

<b>Residential Categories</b>	<b>Number</b>	<b>Percentage %</b>
<b>Resident of New Braunfels</b>		
<b>Yes</b>	2241	95.9
<b>No</b>	95	4.1
<b>Total</b>	2364	100.0
<b>Length of Residence in New Braunfels</b>		
<b>2 years or less</b>	227	10.4
<b>3-10 years</b>	771	35.4
<b>More than 10 years</b>	1182	54.2
<b>Total</b>	2364	100.0

**Table 4. Perceptions of Residents Understanding and Accepting  
Individuals Who Are Different from Themselves in New Braunfels,  
August 2021**

<b>Item: Overall, residents understand and accept individuals who are different from themselves in New Braunfels.</b>	<b>Number</b>	<b>Percentage %</b>
<b>Disagree</b>	943	40.1
<b>Neither agree nor disagree</b>	229	9.7
<b>Agree</b>	1178	50.2
<b>Total</b>	2350	100.0
<b>Item: Overall, I understand and accept individuals who are different from me in New Braunfels.</b>		
<b>Disagree</b>	65	2.8
<b>Neither agree nor disagree</b>	95	4.0
<b>Agree</b>	2193	93.2
<b>Total</b>	2353	100.0

**Table 5. Respondent Concerns About Racial Disparities in New Braunfels, August 2021**

<b>Item: How concerned are you with racial disparities in the New Braunfels Community?</b>	<b>Number</b>	<b>Percentage %</b>
<b>Not concerned at all</b>	1030	44.0
<b>Slightly concerned</b>	307	13.1
<b>Moderately concerned</b>	420	18.0
<b>Extremely concerned</b>	582	24.9
<b>Total</b>	2339	100.0

**Table 6. Perceptions of Residents Understanding and Accepting Individuals Who Are Different from Themselves and Concerns About Racial Disparities by Race, August 2021**

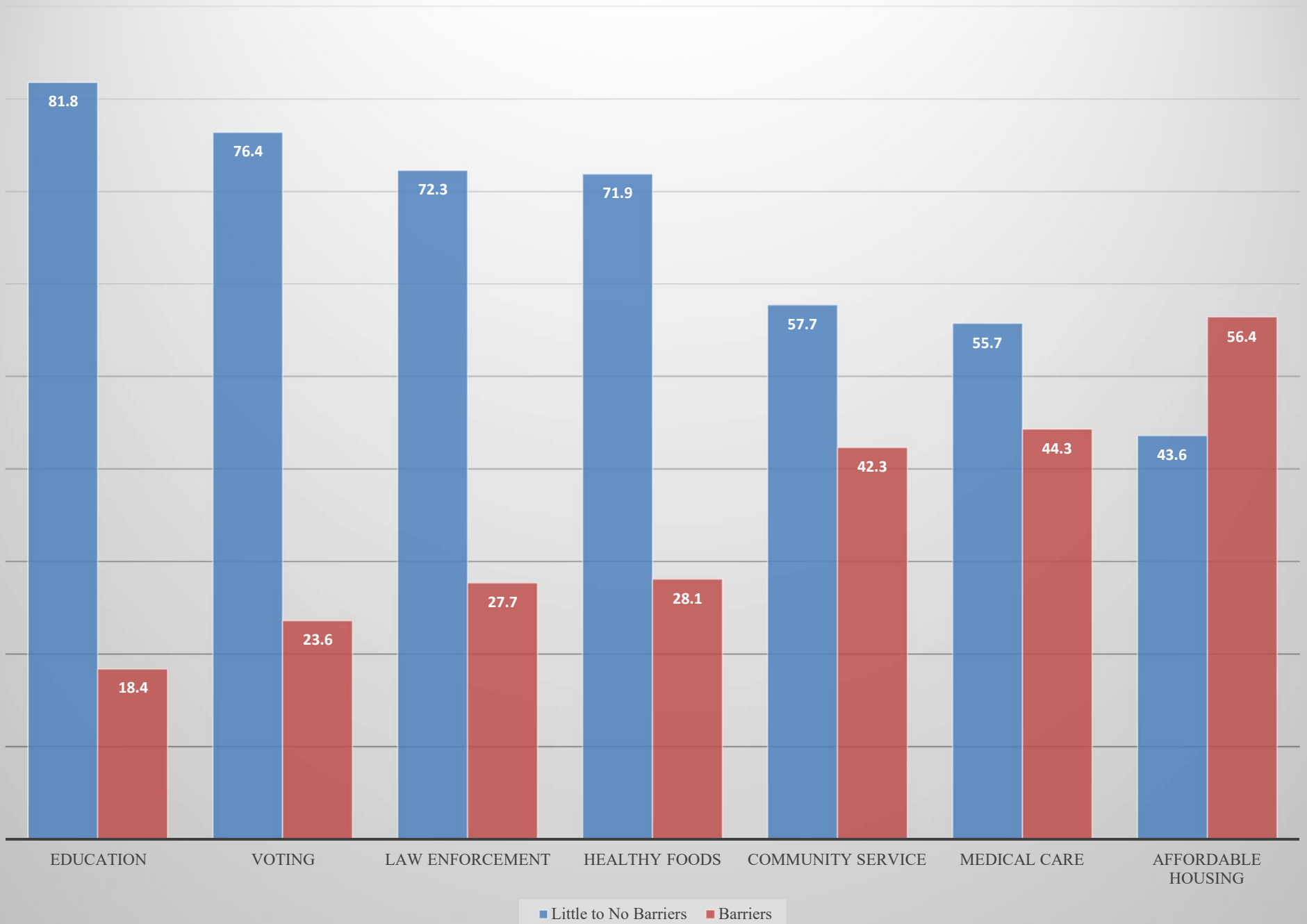
<b>Item: Overall, residents understand and accept individuals who are different from themselves in New Braunfels.</b>	<b>White %</b>	<b>Hispanic %</b>	<b>Black %</b>	<b>Prefer not to say %</b>
<b>Disagree</b>	51.6	45.3	29.0	17.4
<b>Neither agree nor disagree</b>	11.4	10.8	10.3	4.4
<b>Agree</b>	37.0	43.9	60.7	78.2
<b>Total</b>	100.0 (1092)	100.0 (453)	100.0 (107)	100.0 (386)
<b>Item: How concerned are you with racial disparities in the New Braunfels Community?</b>				
<b>Not concerned at all</b>	30.9	37.9	51.9	71.8
<b>Slightly concerned</b>	15.8	13.4	2.8	9.6
<b>Moderately concerned</b>	23.5	19.0	18.9	7.0
<b>Extremely concerned</b>	29.9	29.7	26.4	11.6
<b>Total</b>	100.0 (1091)	100.0 (448)	100.0 (106)	100.0 (387)



**Table 7. Perceptions of Residents Understanding and Accepting Individuals Who Are Different from Themselves and Concerns About Racial Disparities by Age, August 2021**

<b>Item: Overall, residents understand and accept individuals who are different from themselves in New Braunfels.</b>	<b>18-45 years %</b>	<b>46-65 years %</b>	<b>66 years and older %</b>
<b>Disagree</b>	46.3	41.0	26.9
<b>Neither agree nor disagree</b>	10.7	8.7	12.6
<b>Agree</b>	43.0	50.3	50.5
<b>Total</b>	100.0 (1001)	100.0 (805)	100.0 (317)
<b>Item: How concerned are you with racial disparities in the New Braunfels Community?</b>			
<b>Not concerned at all</b>	38.2	44.3	40.3
<b>Slightly concerned</b>	14.1	12.5	13.7
<b>Moderately concerned</b>	19.2	17.6	22.9
<b>Extremely concerned</b>	28.5	25.6	23.1
<b>Total</b>	100.0 (995)	100.0 (805)	100.0 (315)

**Graph 4. Perceptions of Access Barriers**



**Table 17. Perceptions of the Most Important Diversity Issues Facing New Braunfels, August 2021**

<b>Theme</b>	<b>Percentage</b>
<b>Lack of minority acceptance (race, LGBTQ+, and gender)</b>	20.5
<b>Lack of affordable housing</b>	16.0
<b>No diversity problems exist in the community</b>	15.0
<b>Political divisions</b>	13.0
<b>Social class issues (division between social class groupings)</b>	7.5
<b>Rapid population growth</b>	6.5
<b>Founding families who oppose growth and diversity</b>	5.4
<b>Lack of social equity</b>	3.2
<b>Lack of citizen involvement in government operation</b>	3.2
<b>Education for minority group members</b>	3.2
<b>Other issues mentioned only once*</b>	6.5
<b>Total</b>	100.0

\*White discrimination, transportation issues, access to mental health, hateful social media, crime, and age differences

**Table 18. Perceptions of What Can Be Done to Foster Positive Relationships Between Diverse Groups in New Braunfels, August 2021**

<b>Theme</b>	<b>Percentage</b>
<b>Nothing/not aware of anything needed</b>	22.0
<b>More inclusive events for the community</b>	18.6
<b>Minimize or eliminate political divisions</b>	9.6
<b>Improve education about diversity and different groups</b>	8.1
<b>Seek input from citizens and better communication</b>	6.1
<b>Stop population growth in New Braunfels</b>	5.2
<b>Equal access to community improvements and infrastructure</b>	4.5
<b>Police issues and access to police personnel</b>	4.5
<b>More government involvement in offering diverse events</b>	3.5
<b>Acknowledge that New Braunfels has diversity issues</b>	3.5
<b>Support for minority business owners</b>	3.5
<b>Increase the budget for education</b>	2.7
<b>More diverse community leadership</b>	2.7
<b>Learn from what other cities have done to improve relationships</b>	2.7
<b>Bring in professionals to help in diversity efforts</b>	1.8
<b>Improve transportation access</b>	1.0
<b>Total</b>	100.0

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## CONCLUSIONS

- The survey findings suggest, from a personal standpoint, that the overwhelming majority of respondents felt they understood and accepted individuals who were perceived different in the New Braunfels community. **When considering how others consider this statement, only half were found to believe residents understand and accept individuals who are perceived as different from themselves.** In addition, non-racial identifiers and men believe the community was more accepting than whites, racial minorities, and females. Age and educational attainment were found to have little to no influence.
- Most of the residents who responded to the survey said they were not concerned about racial disparities in the community. **Females, white, and Hispanics were more concerned about disparities while blacks and those who chose not to racially identify themselves were less likely to be concerned.** Age and educational attainment had little to no impact this perception.

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## CONCLUSIONS (continued)

- Respondents generally perceived that there were no barriers to individual access with respect to vaccines, educational opportunities, voting, law enforcement, and affordable healthy food. **However, higher percentages of residents felt barriers to access existed for affordable housing, medical access, and community service opportunities.** Females were more likely to perceive barriers in comparison to males. Whites and Hispanics tended to feel barriers existed in comparison to blacks and those who chose not to racially identify themselves.
- When identifying the most important diversity issues facing New Braunfels, many respondents indicated that the lack of minority acceptance and lack of affordable housing are still important components to the conversations on diversity. When asked to describe what New Braunfels needs to do to improve its ability to foster positive relationships between diverse groups in the community, respondents indicated that there should be more community events to socialize, a reduction in political division, and continued education and training on topics of diversity.

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## CONCLUSIONS (continued)

- Overall, the IDEA Forum's purpose is to examine racial, economic, and social inequities and citizen access issues within the New Braunfels community, to promote citizen dialogue and cooperation, and develop solutions for lasting understanding of all groups within the community. In executing this community survey, the New Braunfels community can begin initiating a rewarding diversity discussion.

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COMMENTS AND QUESTIONS