



2025 Economic Development Resident Survey Findings Report

Presented to Midlothian
Economic Development

August 2025



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Executive Summary

2025 Economic Development Resident Survey

Executive Summary



Purpose

ETC Institute administered a resident survey for Midlothian Economic Development (MED) in June and July of 2025. The survey was conducted to gather resident opinion and feedback in order to determine priorities for the community. The results of the survey will aid MED in taking a resident-driven approach to economic development planning to enhance the community and improve the quality of life for all residents. This is the first survey ETC Institute has conducted for Midlothian Economic Development.

Methodology

A four-page survey was mailed to a random sample of households throughout the City of Midlothian. The mailed survey included a postage-paid return envelope and a cover letter. The cover letter explained the purpose of the survey, encouraged residents to return their surveys in the mail, and provided a link to an online survey for those who preferred to complete the survey over the internet. After the surveys were mailed, ETC Institute followed up with residents to encourage participation.

To prevent people who were not residents of Midlothian from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected from the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to receive at least 400 completed surveys. This goal was far exceeded, with a total of 509 households responding to the survey. The results for the random sample of 509 households have a 95% level of confidence with a precision of at least +/- 4.3%.

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey (Section 1)
- tabular data showing the overall results for most questions on the survey (Section 2)
- a copy of the cover letter and survey instrument (Section 3)

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Importance of MED Priorities

The categories of MED priorities that had the highest levels of importance, based upon the combined percentage of “very important” and “important” responses among residents *who had an opinion*, were: investing in downtown revitalization to strengthen community identity and boost economic activity (81%), attract employers that offer quality jobs and expand the local tax base (79%), encourage new dining, shopping, and entertainment to make Midlothian a destination (71%), and expand workforce training and adult educational opportunities (58%).

Attracting Primary Job Employers

Eighty-seven percent (87%) of the residents surveyed, *who had an opinion*, “strongly agree” or “agree” that when attracting Primary Job Employers, the MED should focus on attracting employers that strengthen the local tax base and help keep property tax rates low for residents. Other areas that residents indicated MED should focus on include: prioritizing projects that have low negative impacts on residents (90%) and attracting employers that offer higher-paying jobs (87%).

Based on the sum of their top two choices, the primary job employer items that are most important to households are: 1) attracting employers that strengthen the local tax base and help keep property tax rates low for residents and 2) prioritizing projects that have low negative impacts on residents.

Job Training Efforts in Midlothian

Eighty-eight percent (88%) of the residents surveyed, *who had an opinion*, were “strongly agree” or “agree” that they want job training efforts in Midlothian to offer training for trade occupations (e.g., electrical, manufacturing, welding, HVAC); 87% agree they want job training efforts to partner with Midlothian ISD to create opportunities for graduating seniors, 83% agree they want efforts to offer training programs for future skills in emerging industries, and 83% agree they want job training efforts in Midlothian to focus on careers that pay above the county average wage.

Based on the sum of their top three choices, the job training efforts that are most important to households are: 1) partnering with Midlothian ISD to create opportunities for graduating seniors, 2) offering training for trade occupations (e.g., electrical, manufacturing, welding, HVAC), and 3) addressing current educational and workforce training needs.

Downtown Midlothian

Eighty-five percent (85%) of the residents surveyed, *who had an opinion*, “strongly agree” or “agree” that the future of Downtown Midlothian should increase opportunities for local businesses and employment; 82% agree that the future of Downtown should prioritize the revitalization through investment in infrastructure and streetscape, and 82% agree that the future of Downtown Midlothian should strengthen Midlothian's community identity and sense of place.

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Based on the sum of their top two choices, the items related to the future of Downtown Midlothian that are most important to households are: 1) encouraging more public activity, events, and community gathering spaces and 2) strengthening Midlothian's community identity and sense of place.

Destination Development

Ninety-three percent (93%) of the residents surveyed, *who had an opinion*, “strongly agree” or “agree” that in order to make Midlothian a more vibrant place to live and work, while maintaining the character that residents value, the City should ensure new developments provide a positive financial return to the community. Other destination development items that residents agree should be done include: preserving a small-town character while growing (89%), promoting high design standards and construction quality (87%), investing in public infrastructure to support economic growth (79%), and expanding entertainment options for residents and visitors (78%).

Based on the sum of their top three choices, the destination development items that are most important to households as they relate to economic growth in the City are: 1) preserving a small-town character while growing, 2) ensuring new developments provide a positive financial return to the community, and 3) expanding entertainment options for residents and visitors.

Importance of Items Related to Future Success and Livability of Midlothian

The items related to the future success and livability of the City that had the highest levels of importance, based upon the combined percentage of “very important” and “important” responses among residents *who had an opinion*, were: ease of getting around Midlothian, including traffic flow and road safety (97%), high-quality public safety services (police, fire, EMS) (96%), investment in infrastructure (streets, utilities, sidewalks) (95%), keeping the local property tax rate competitive (91%), and support for small businesses and entrepreneurs (88%).

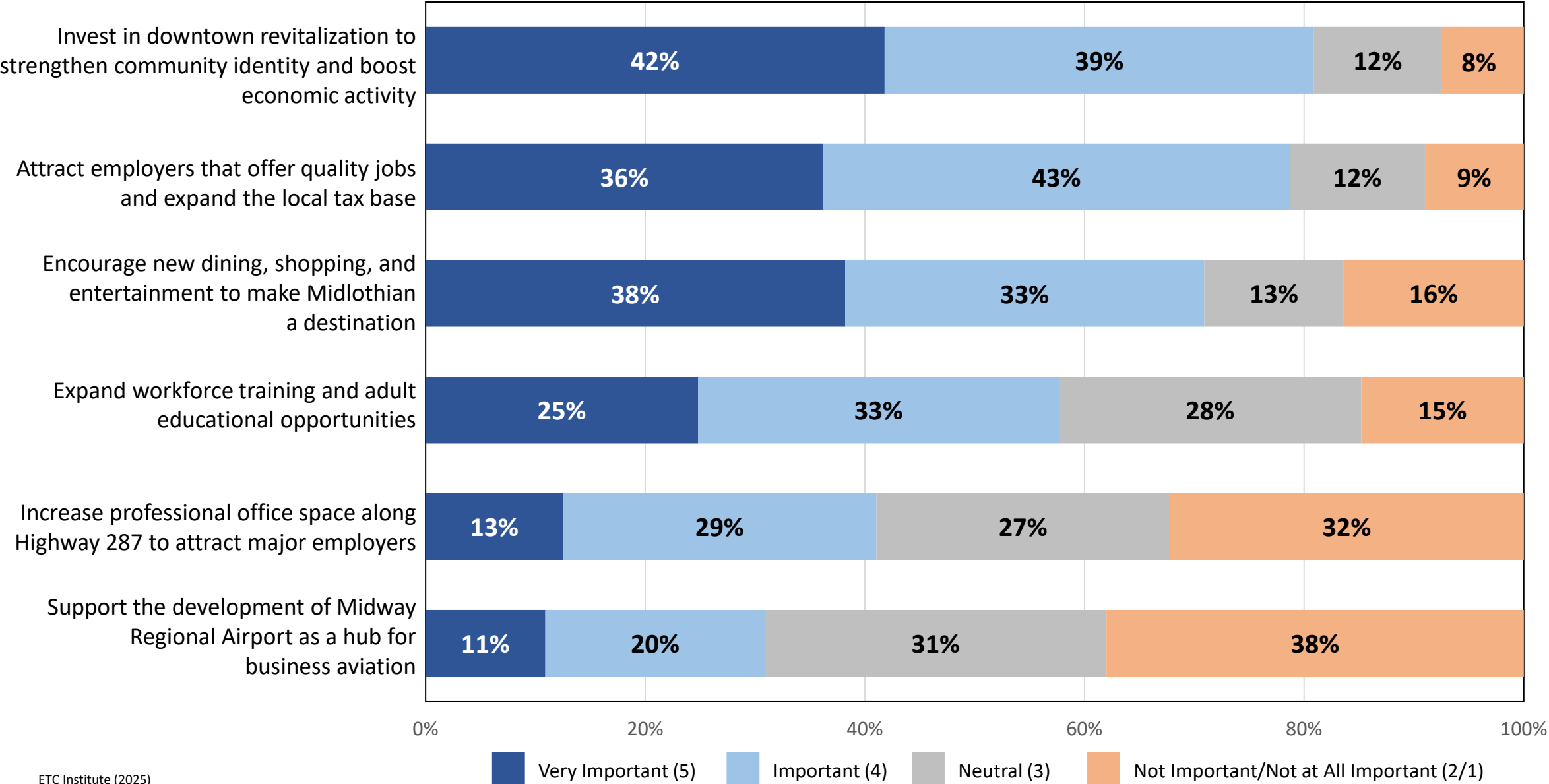
Based on the sum of their top three choices, the items related to the future success and livability of Midlothian that households indicated are most important to focus on over the next five years are: 1) keeping the local property tax rate competitive, 2) investment in infrastructure (streets, utilities, sidewalks), and 3) ease of getting around Midlothian, including traffic flow and road safety.



Charts and Graphs

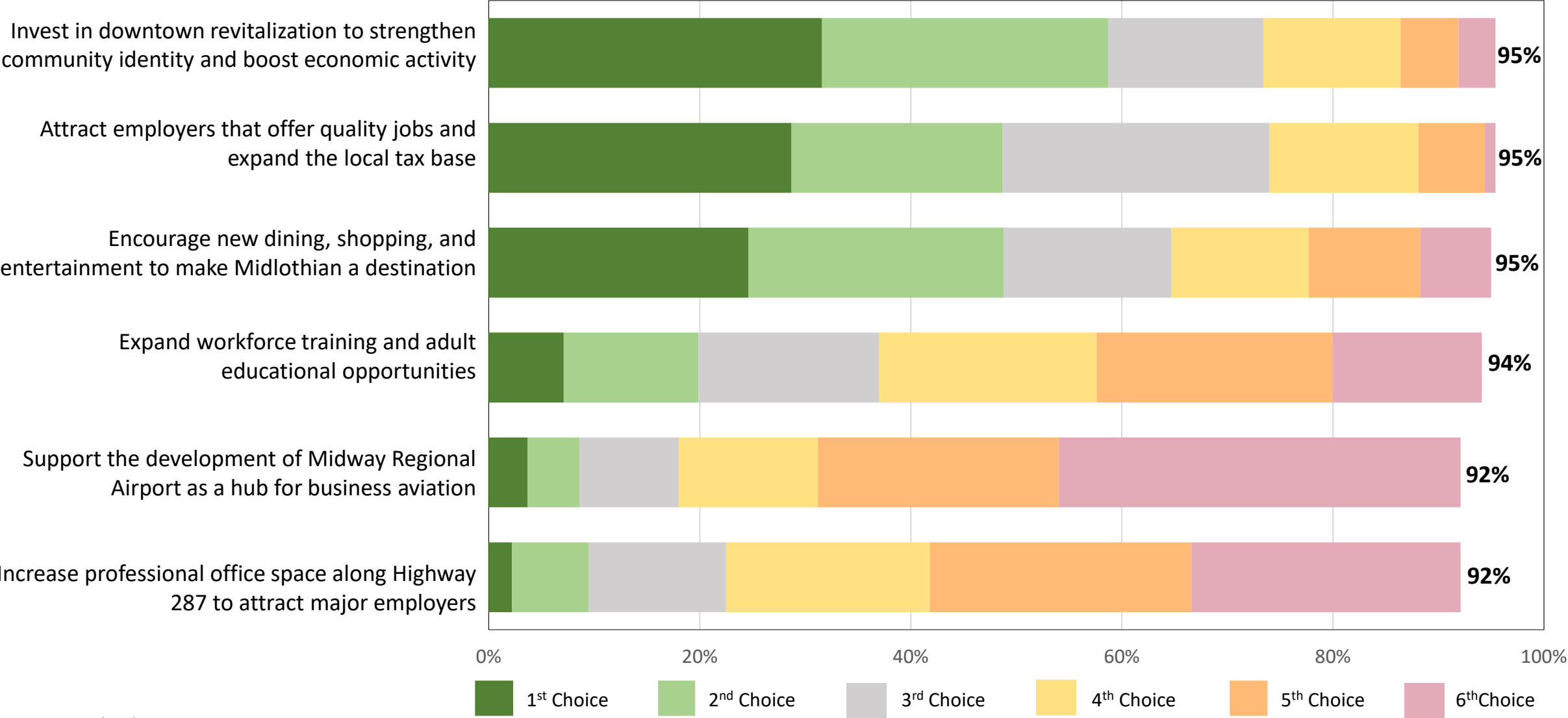
Q1. Importance of the Following Areas to Midlothian Residents

by percentage of respondents (excluding “don’t know”)



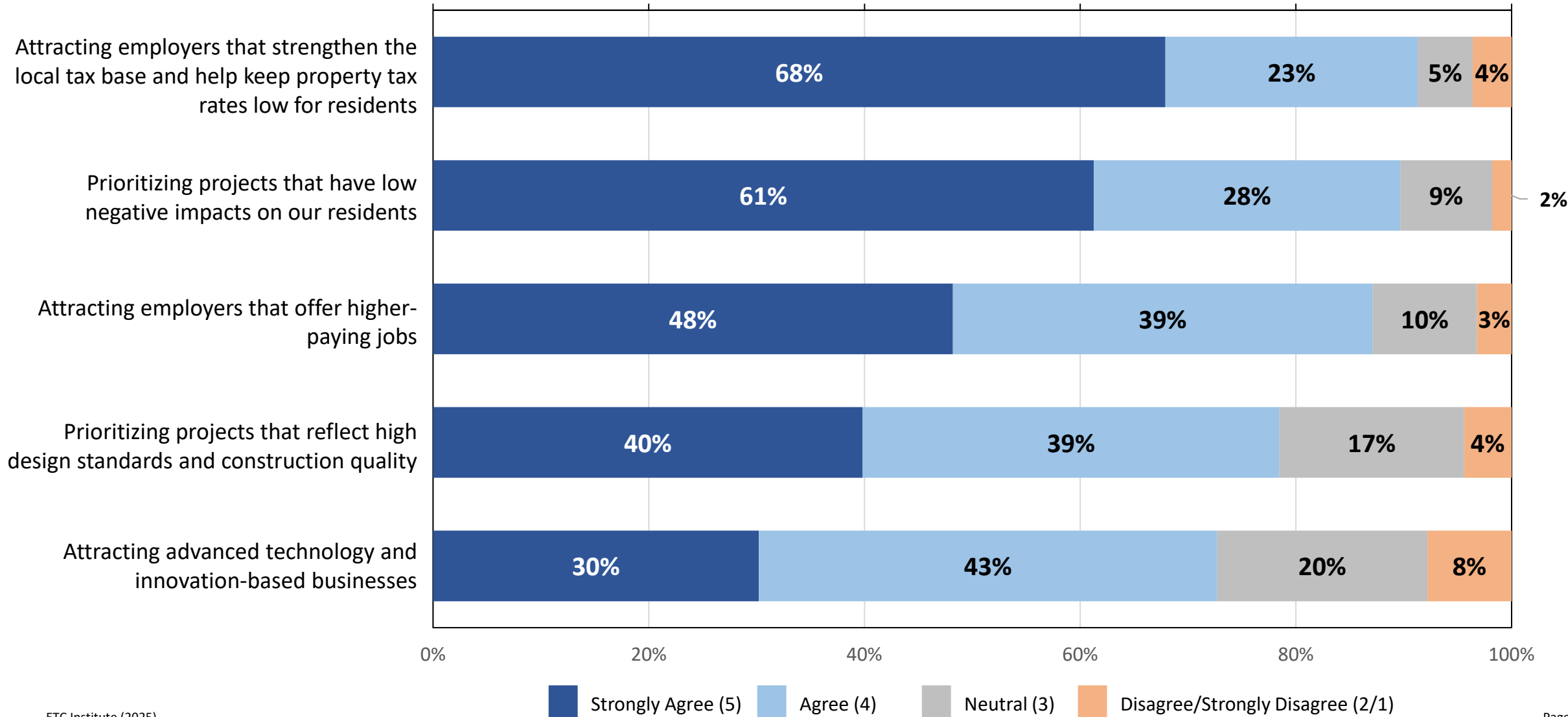
Q2. Overall Importance of the Following Items

by percentage of respondents who selected the item as one of their top six choices



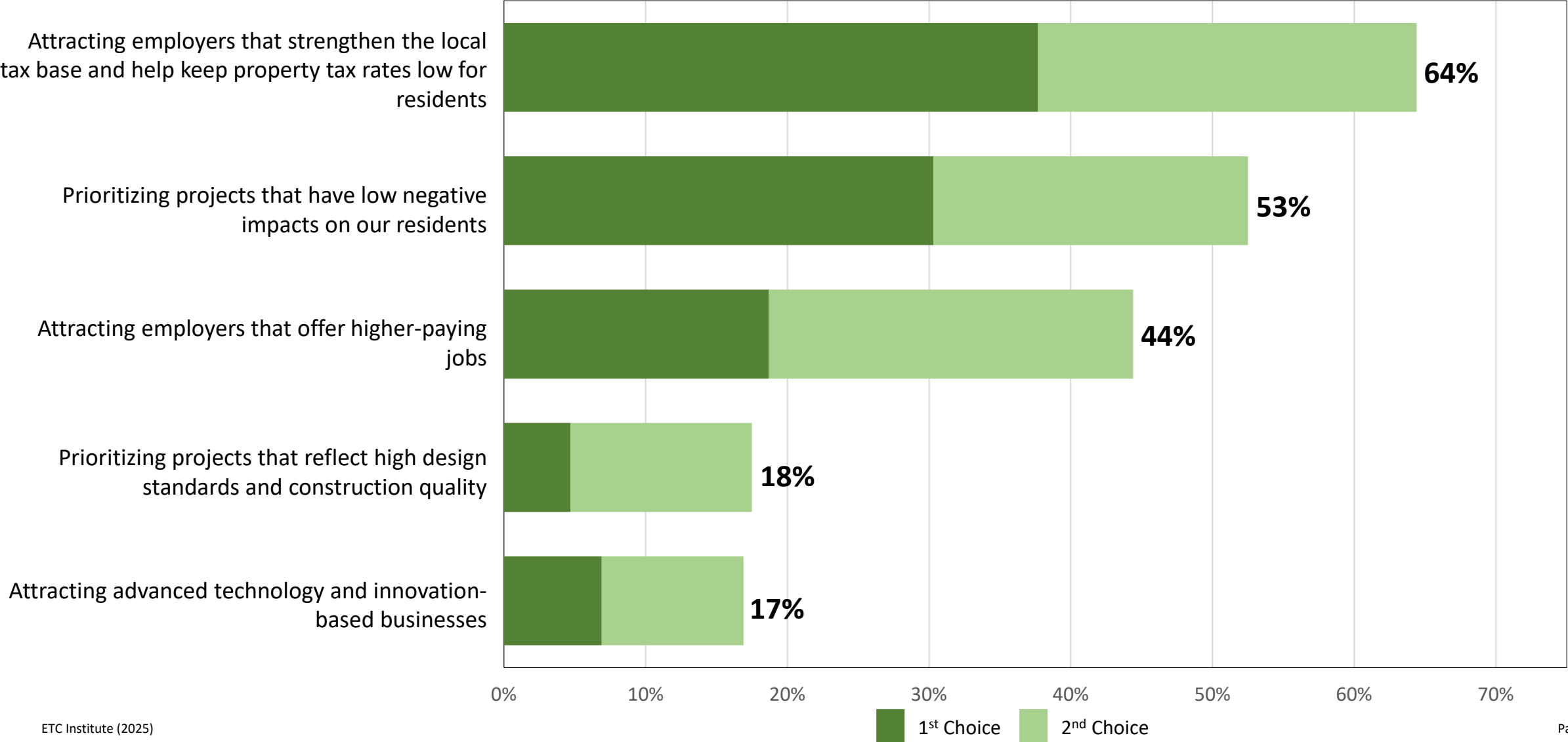
Q3. Agreement With the Following That the MED Should Focus On When Attracting Primary Job Employers

by percentage of respondents (excluding “don’t know”)



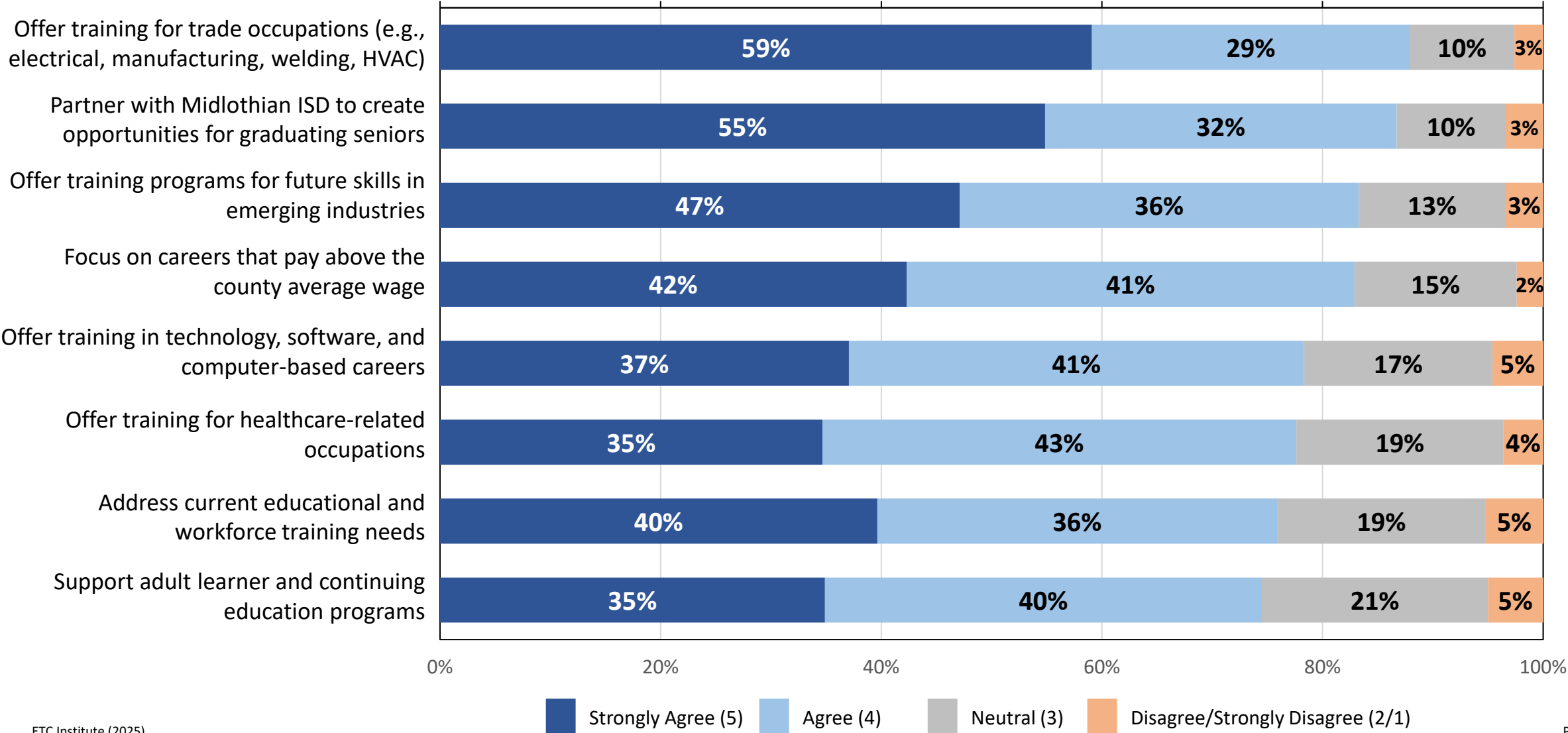
Q4. Primary Employer Items That Are Most Important to Households as They Relate to Economic Development

by percentage of respondents who selected the item as one of their top two choices



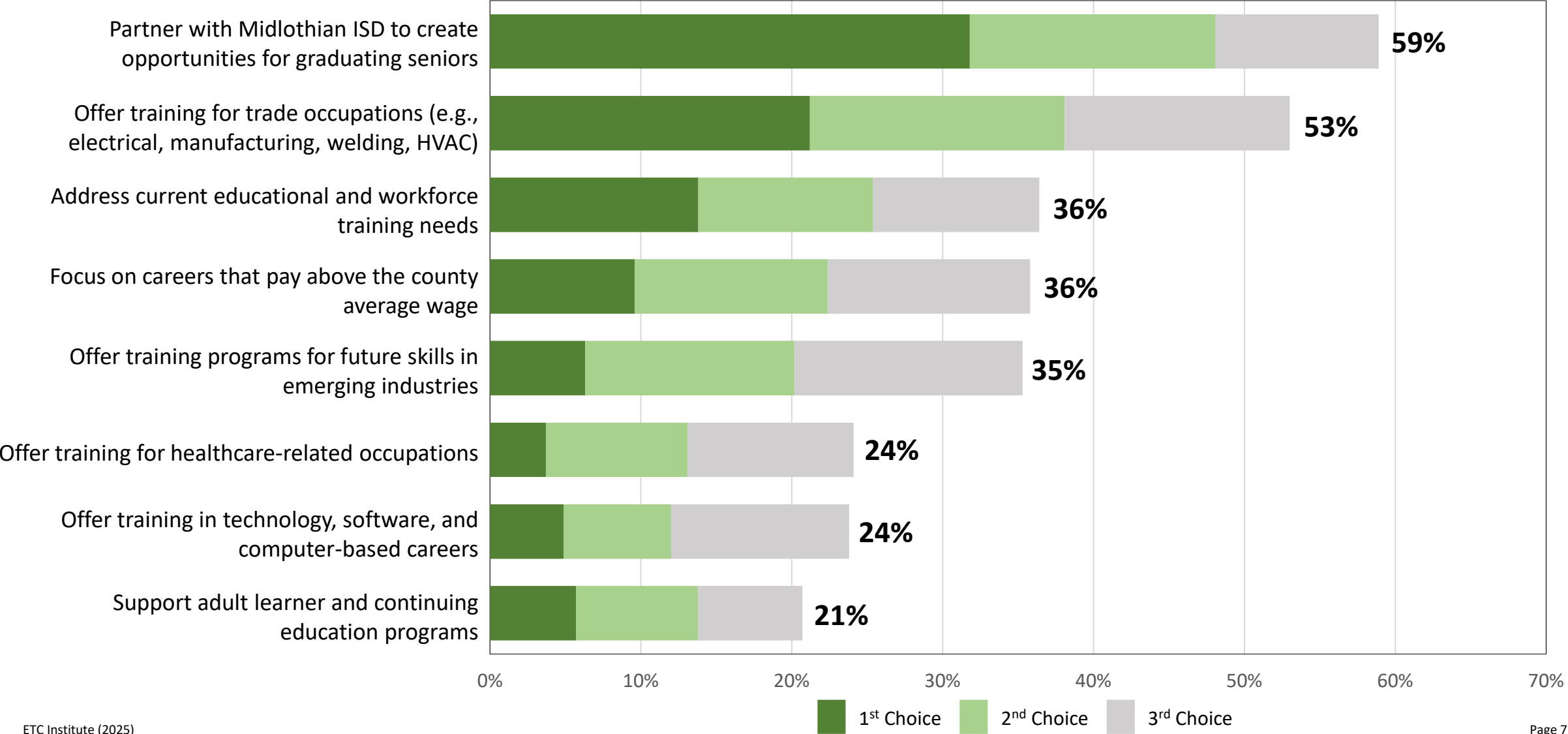
Q5. Agreement With the Following Regarding Job Training Efforts in Midlothian

by percentage of respondents (excluding “don’t know”)



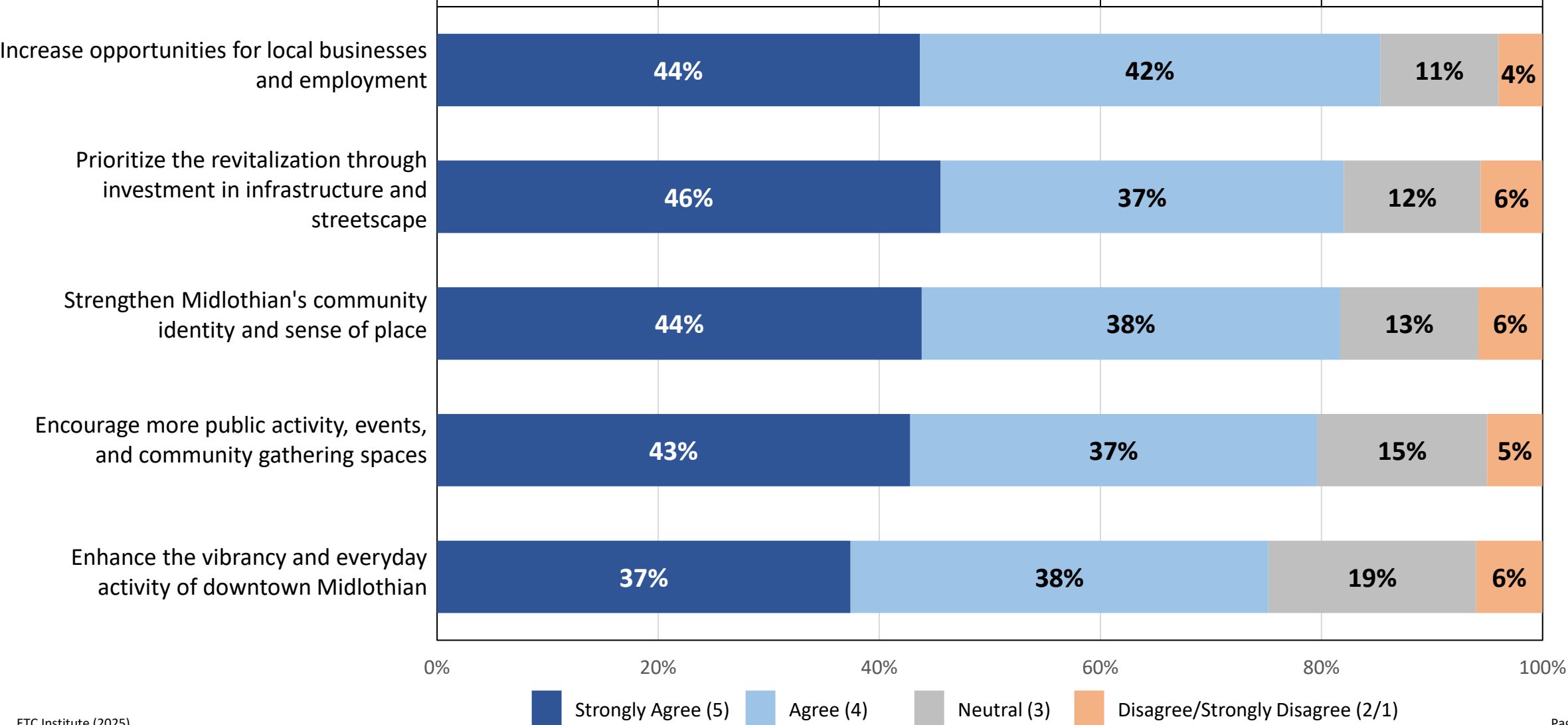
Q6. Job Training Efforts That Are Most Important to Households

by percentage of respondents who selected the item as one of their top three choices



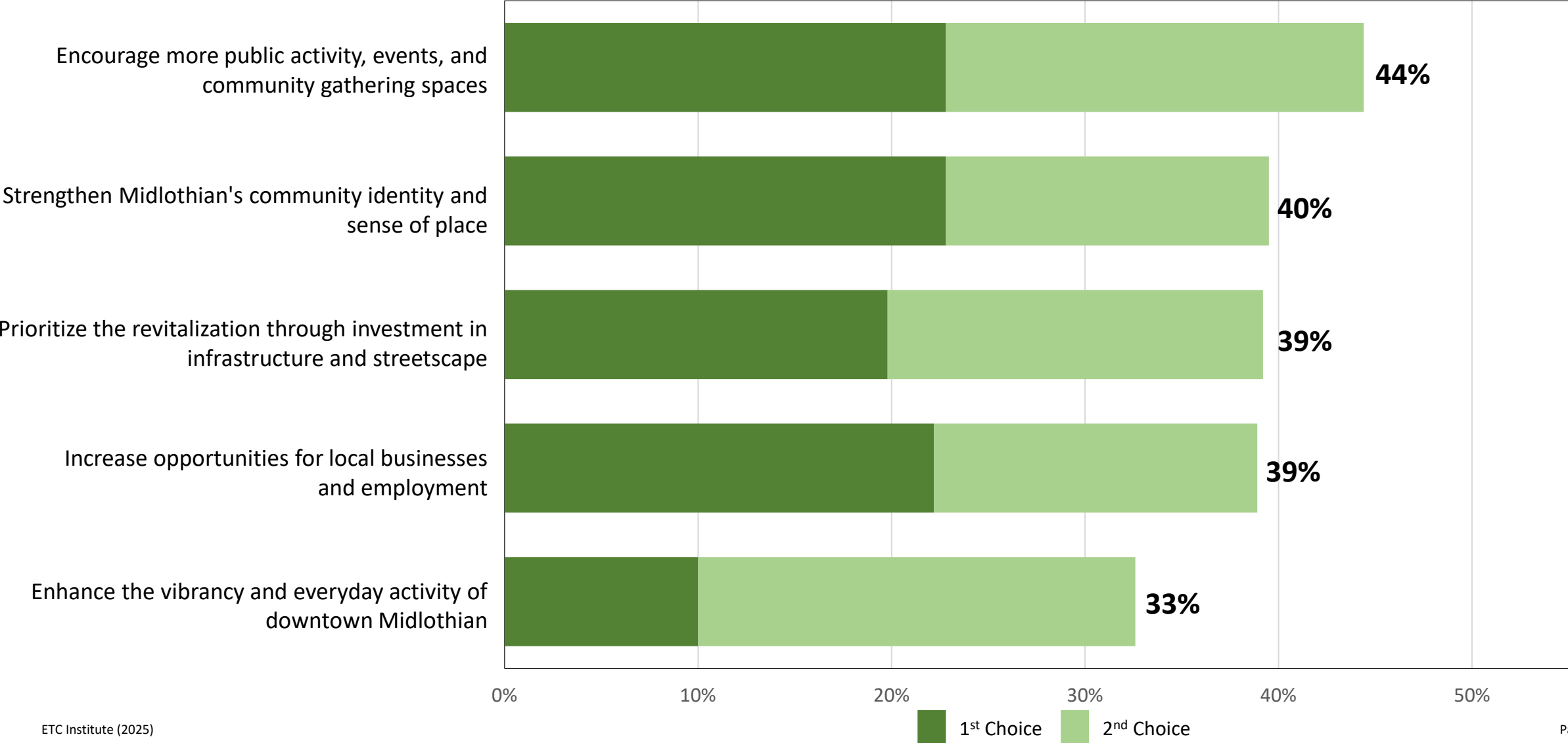
Q7. Agreement With the Following Regarding the Future of Downtown Midlothian

by percentage of respondents (excluding “don’t know”)



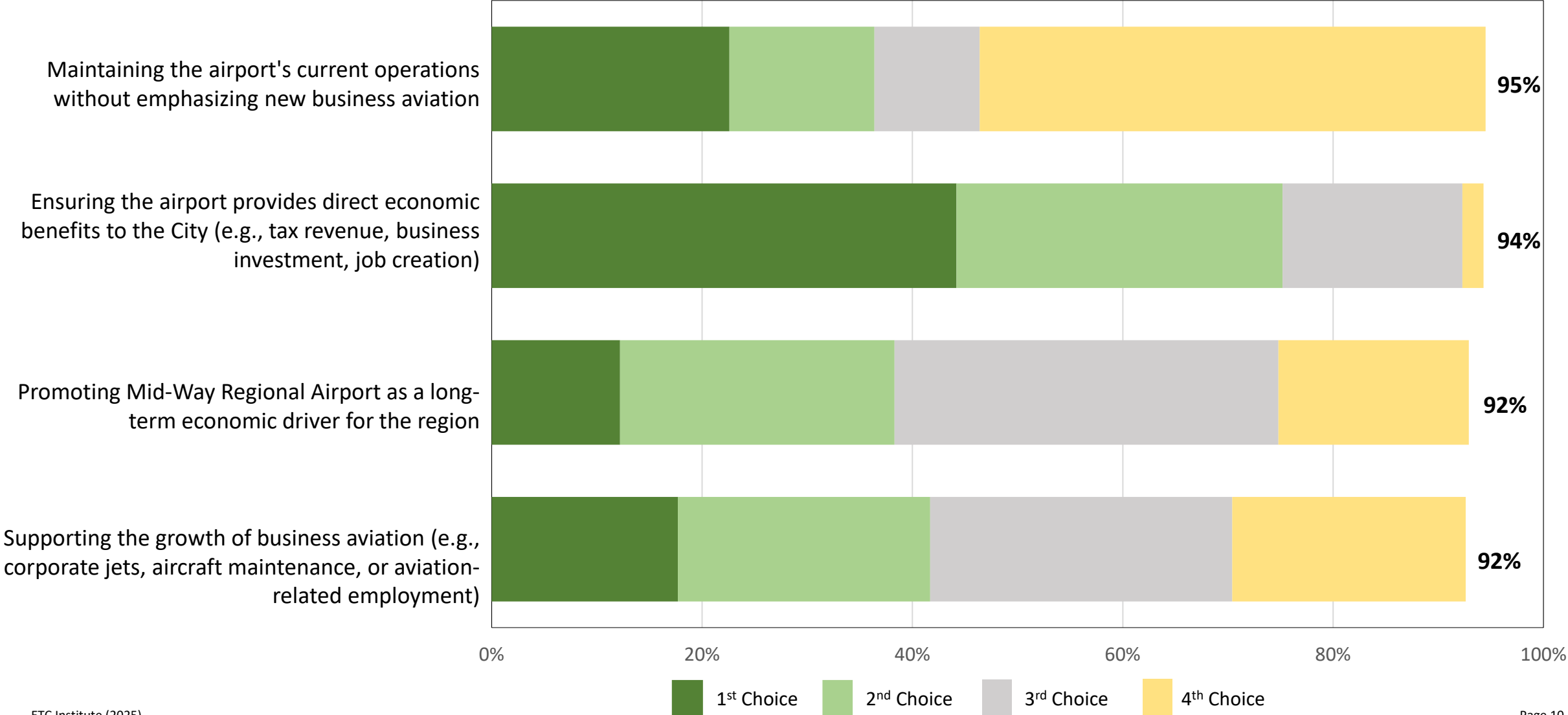
Q8. Items Related to the Future of Downtown Midlothian That Are Most Important to Households

by percentage of respondents who selected the item as one of their top two choices



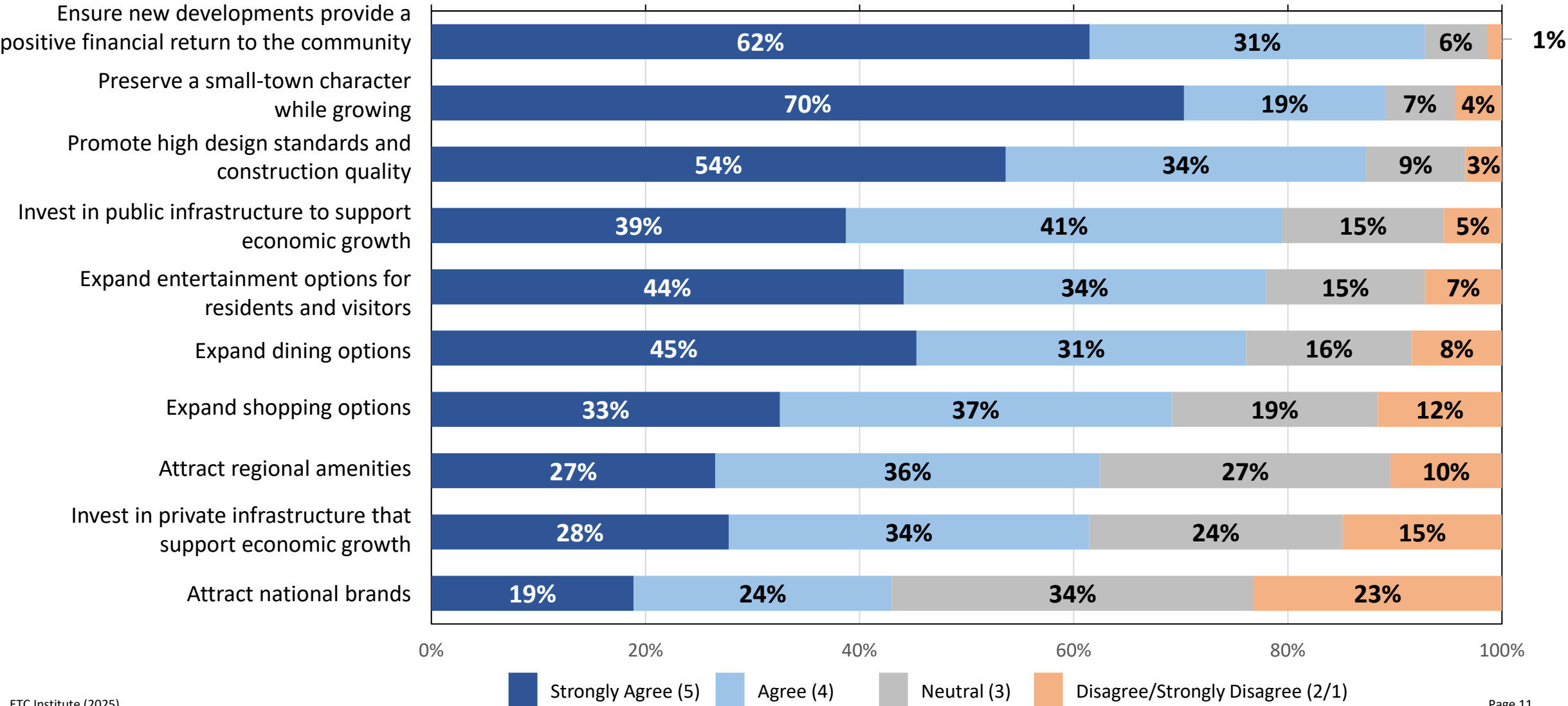
Q9. How Respondents Rank the Ways to Ensure Mid-Way Regional Airport Continues to Serve the City’s Long-Term Economic Goals

by percentage of respondents who selected the item as one of their top four choices



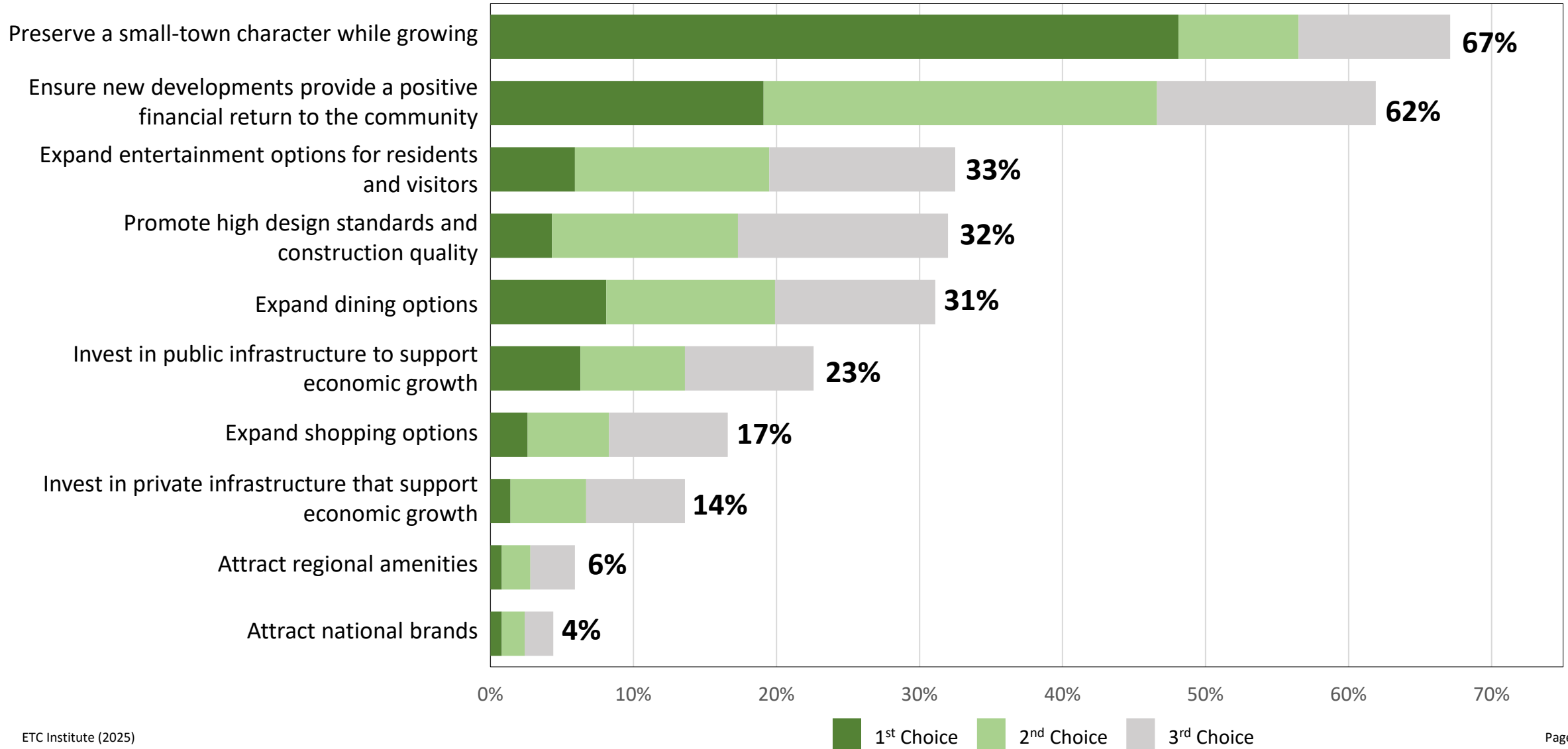
Q10. Agreement With the Following Regarding What Should be Done to Make the City a More Vibrant Place to Live and Work

by percentage of respondents (excluding “don’t know”)



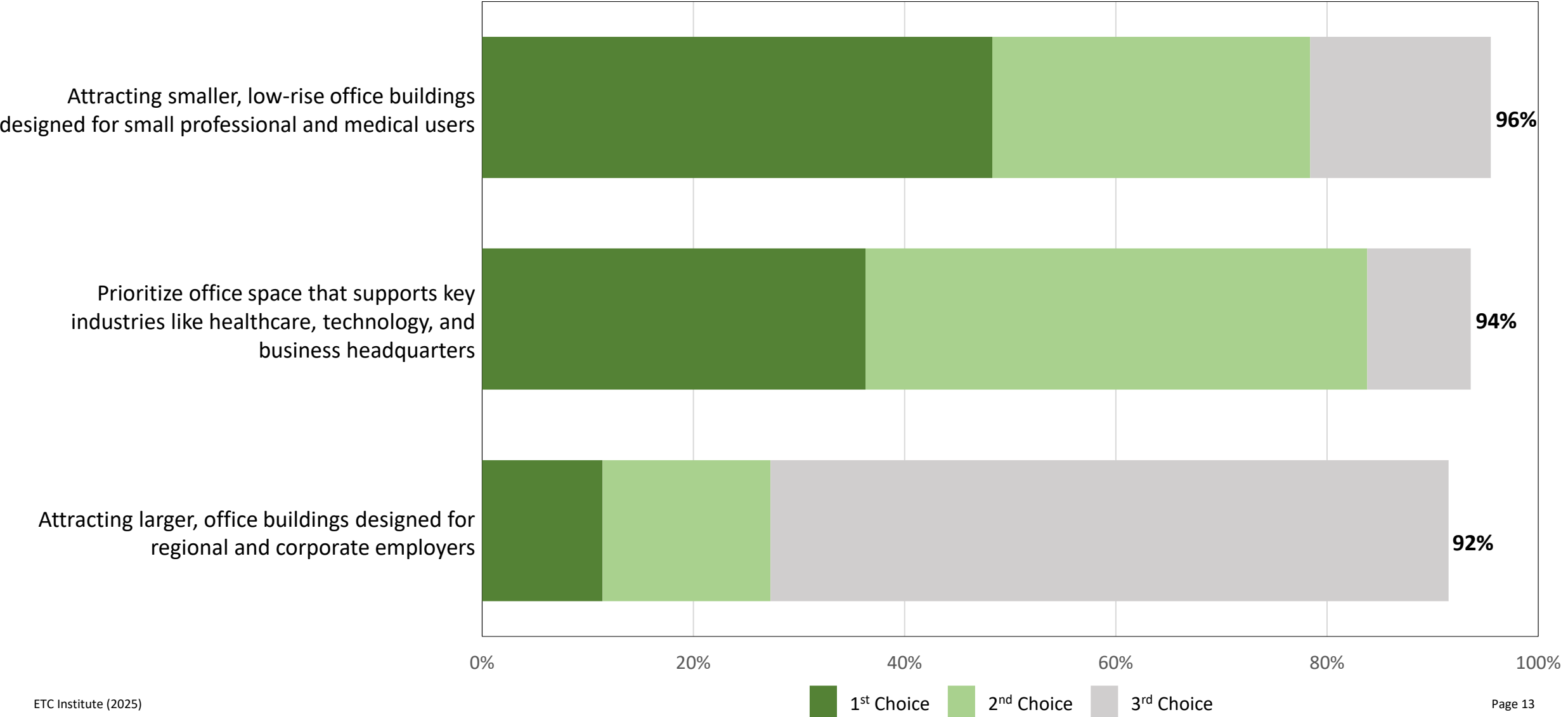
Q11. Items That Are Most Important to Households as They Relate to Economic Growth in the City

by percentage of respondents who selected the item as one of their top three choices



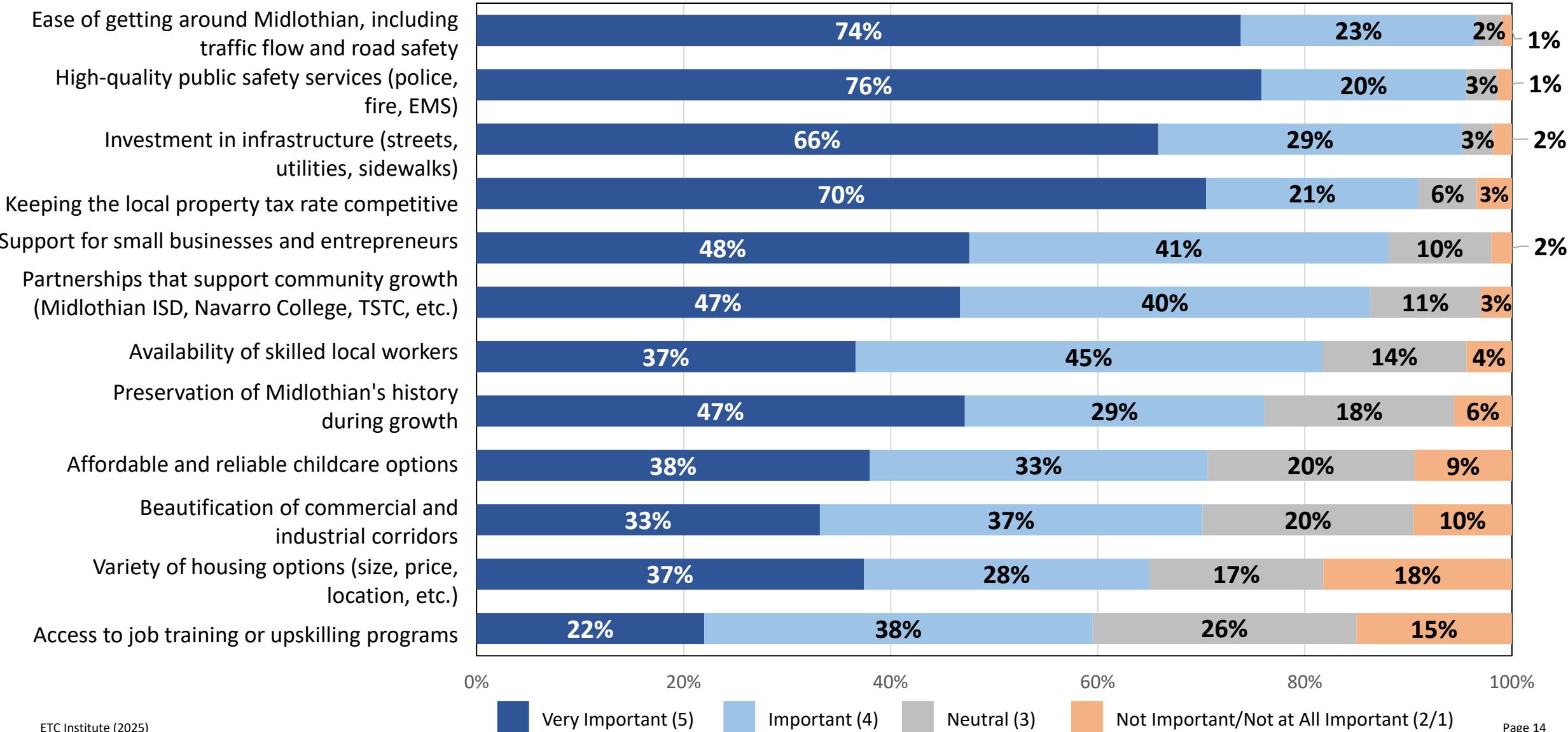
Q12. How Respondents Rank the Following as They Relate to Supporting Office Development

by percentage of respondents who selected the item as one of their top three choices



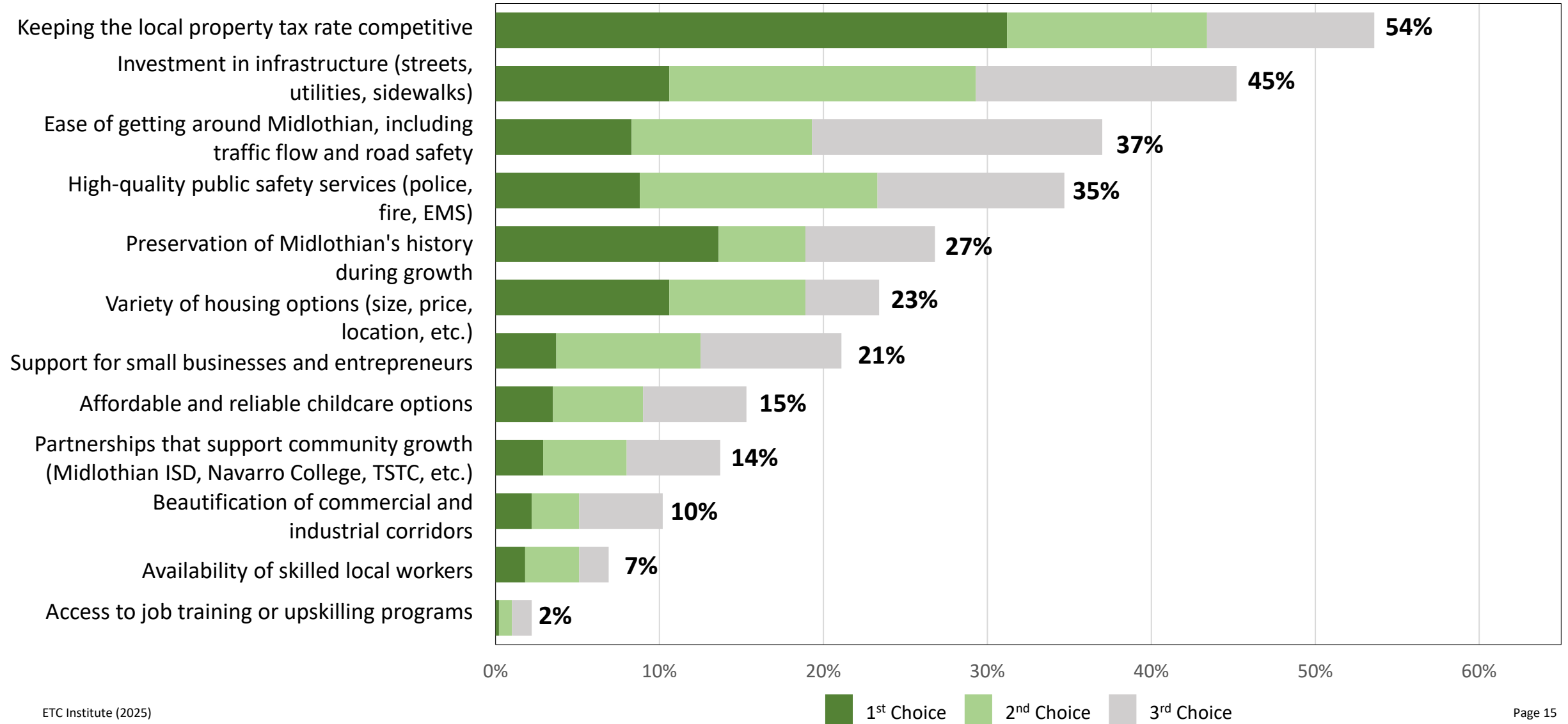
Q13. Importance of the Following Areas as They Relate to the Future Success and Livability of Midlothian

by percentage of respondents (excluding “don’t know”)



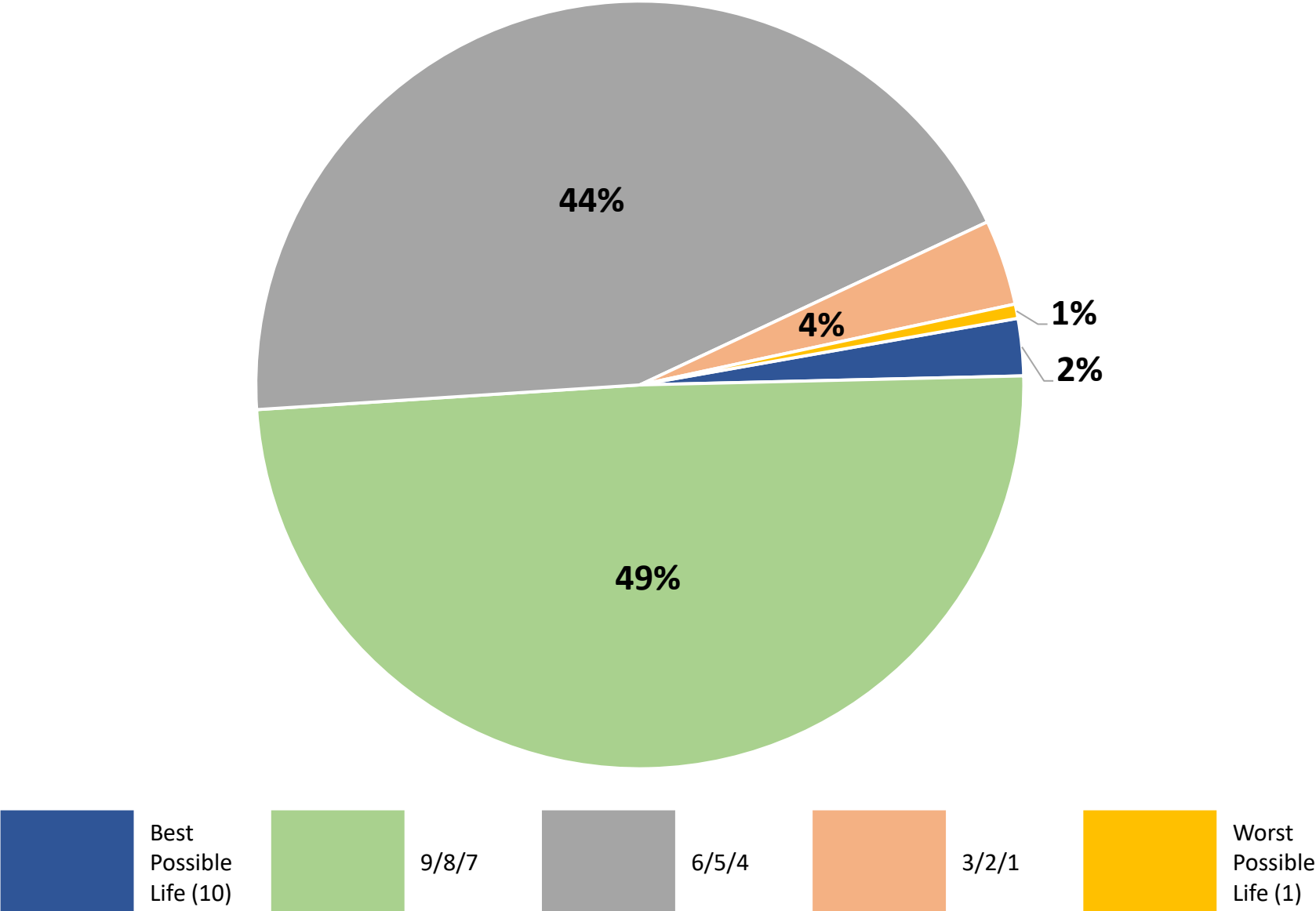
Q14. Items Related to the Future Success and Livability of Midlothian That Are Most Important to Focus on Over the Next Five Years

by percentage of respondents who selected the item as one of their top three choices



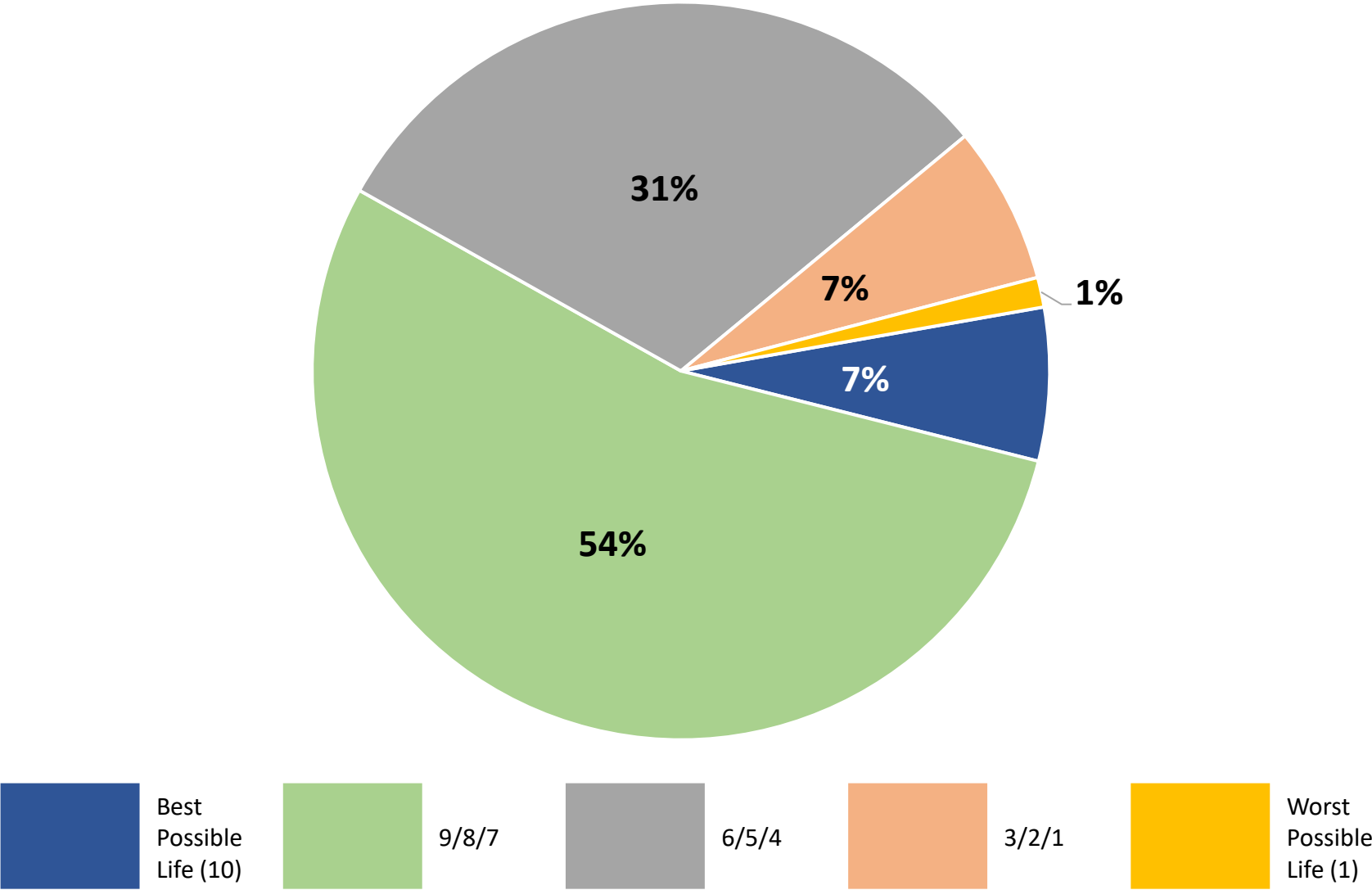
Q17a. Ratings of Life in Midlothian at This Time

by percentage of respondents (excluding “don’t know”)



Q17b. Ratings of How Midlothian Will Stand About Five Years from Now

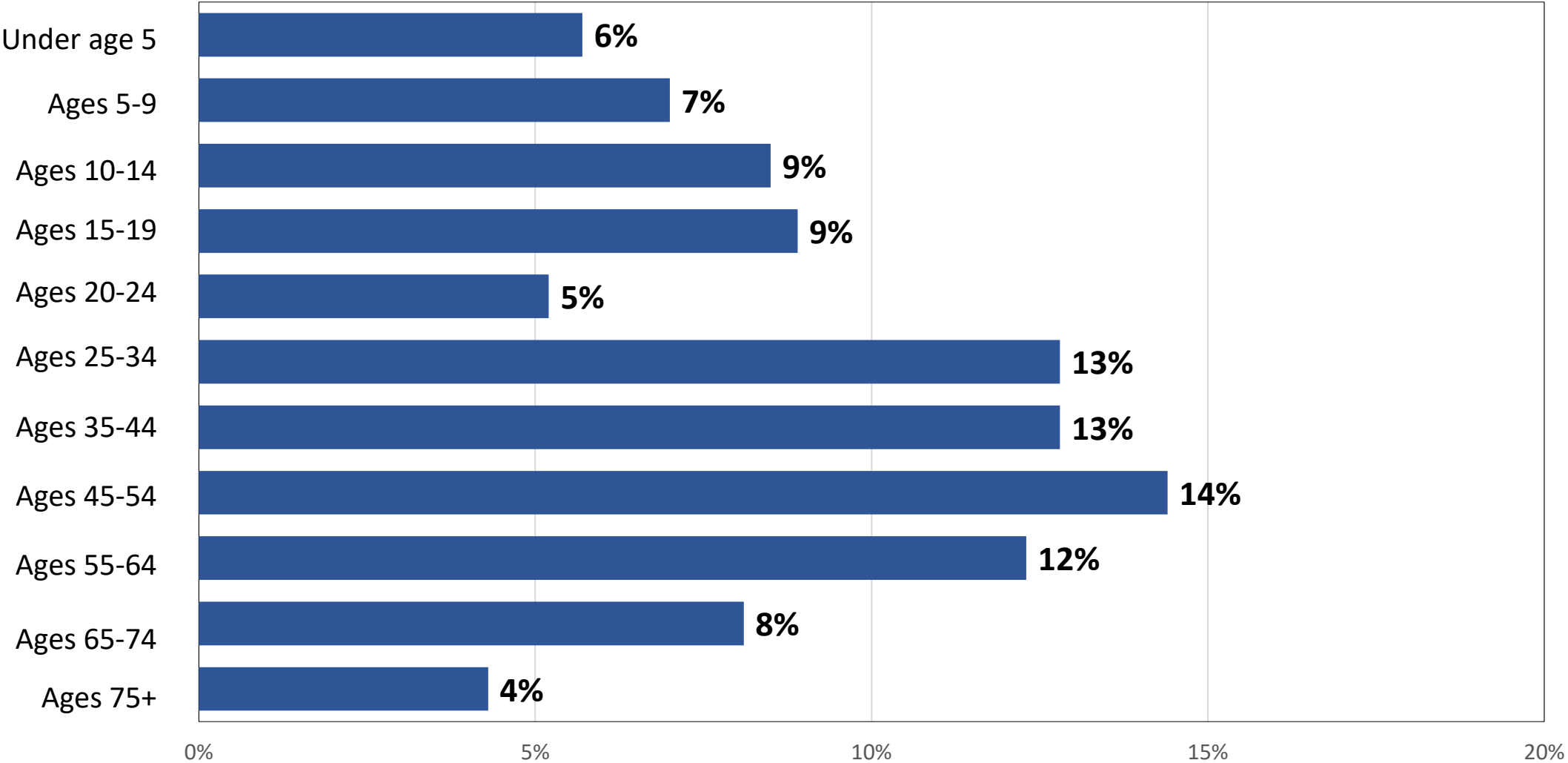
by percentage of respondents (excluding “don’t know”)



Demographics

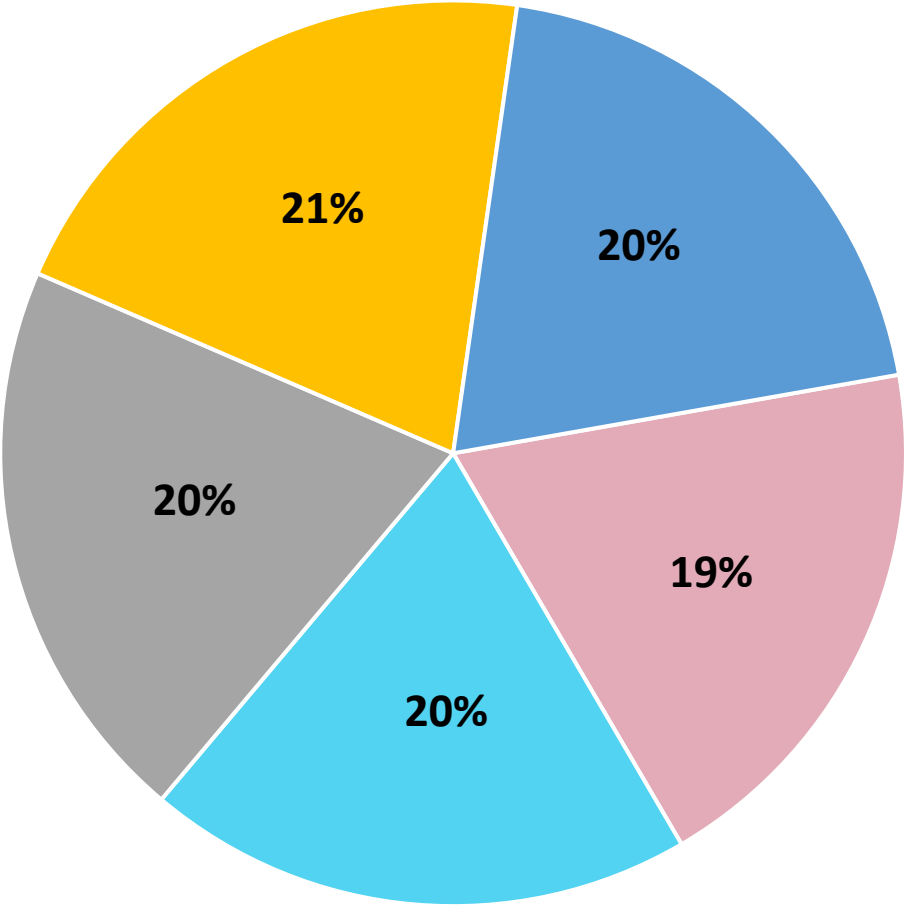
Q19. Including yourself, how many people in your household are...

by percentage of persons in the household



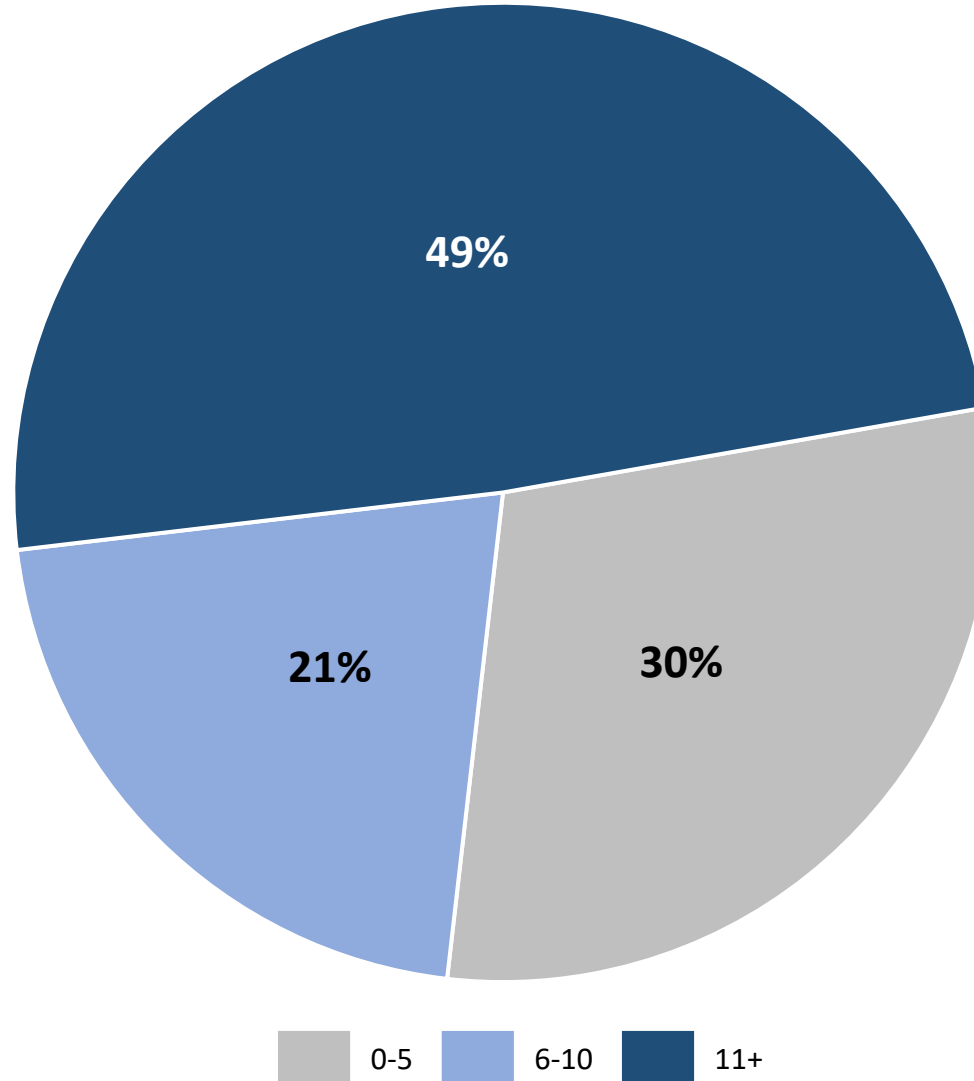
Q20. What is your age?

by percentage of respondents (excluding “not provided”)



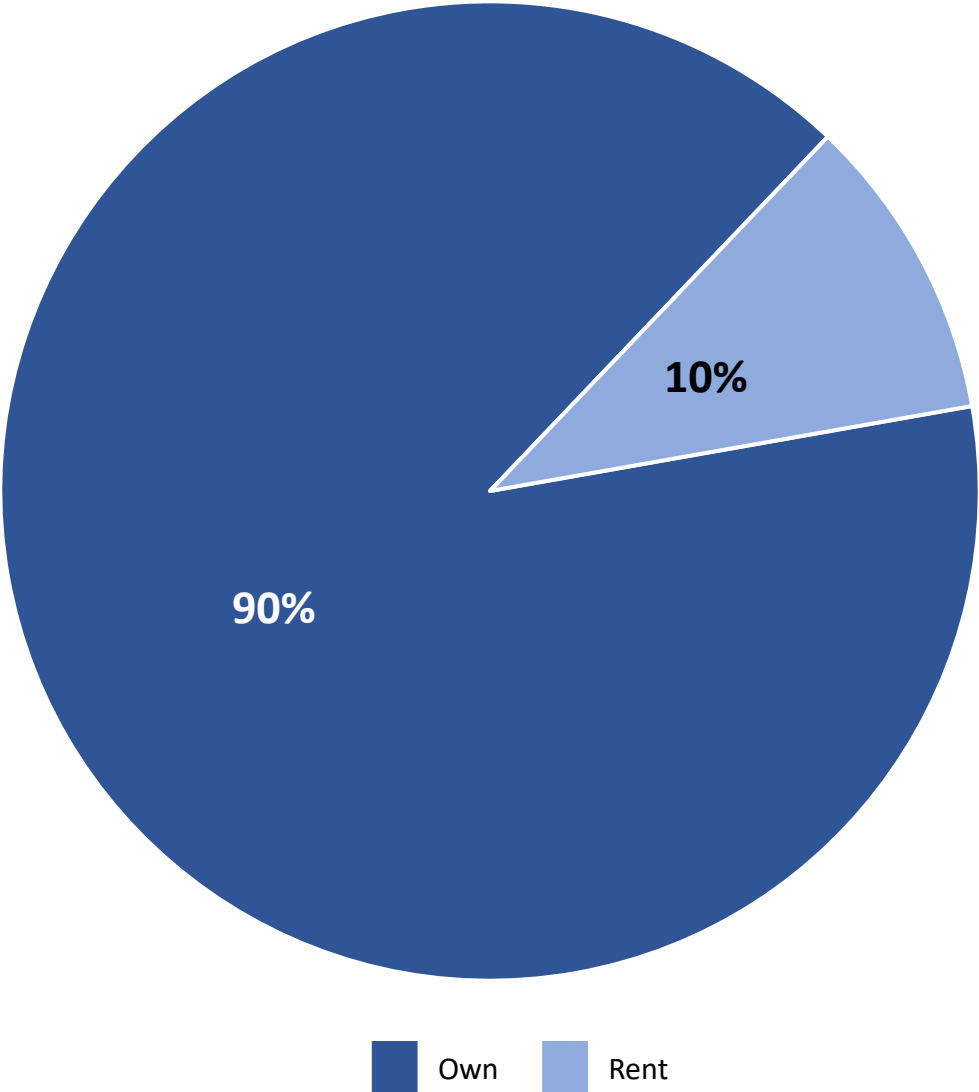
Q21. Approximately how many years have you lived in Midlothian?

by percentage of respondents (excluding “not provided”)



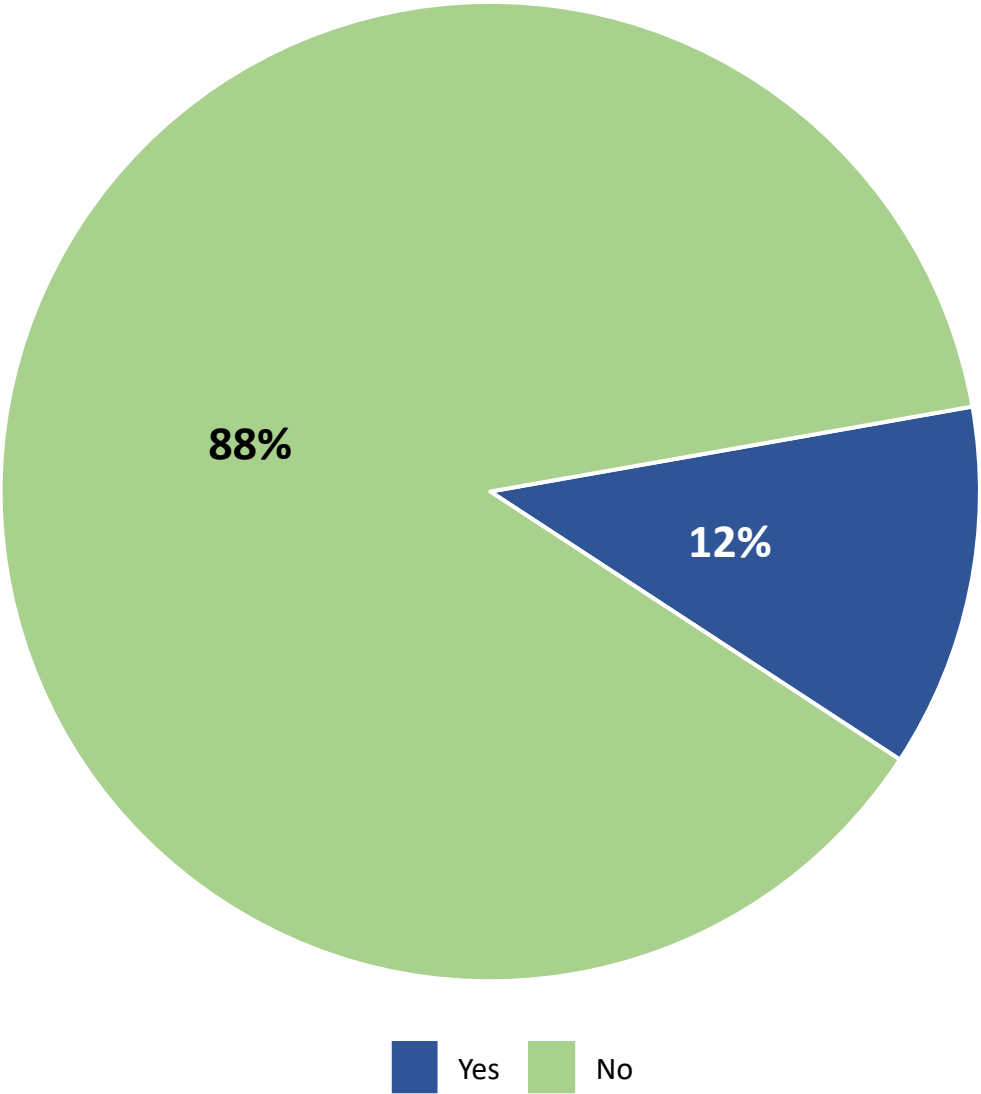
Q22. Do you own or rent your current residence?

by percentage of respondents (excluding “not provided”)



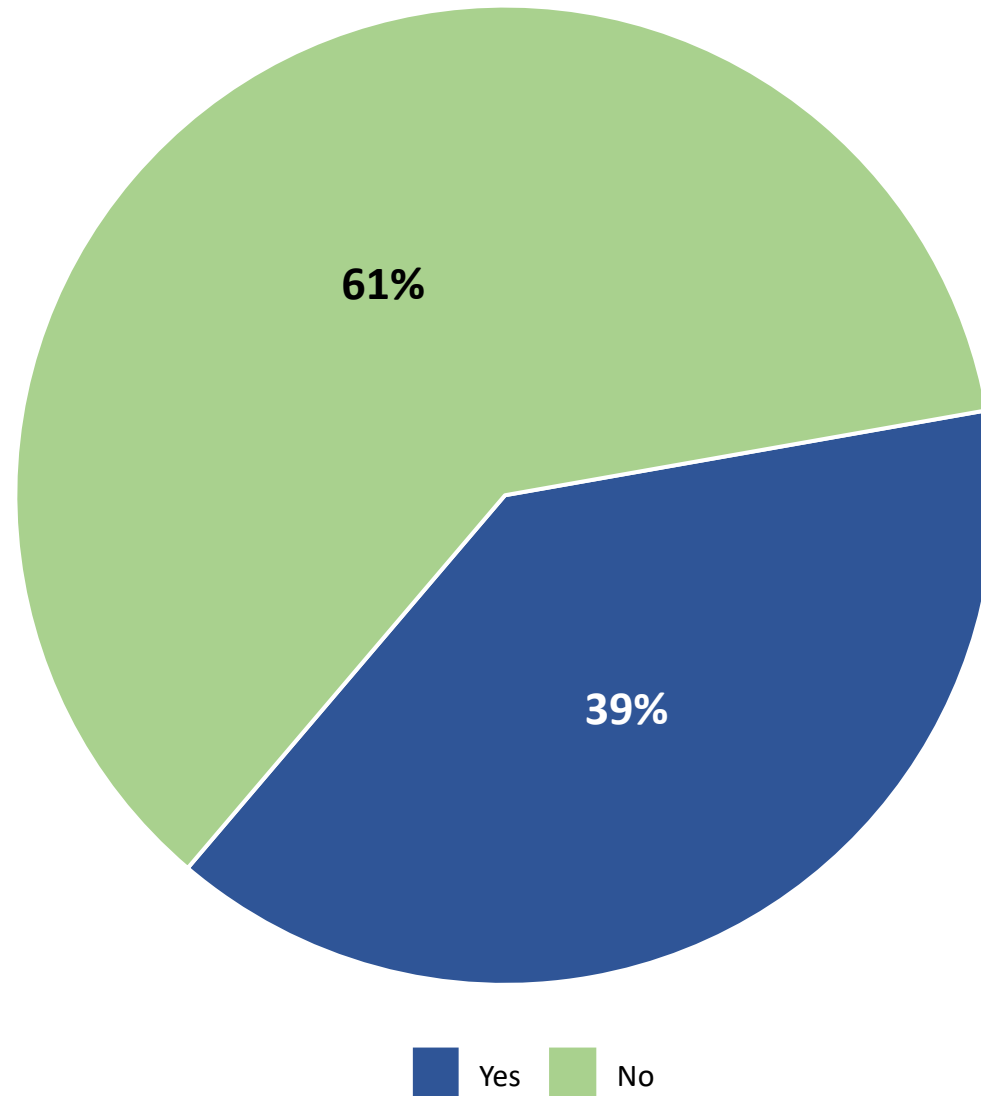
Q23. Do you own a business in Midlothian?

by percentage of respondents (excluding “not provided”)



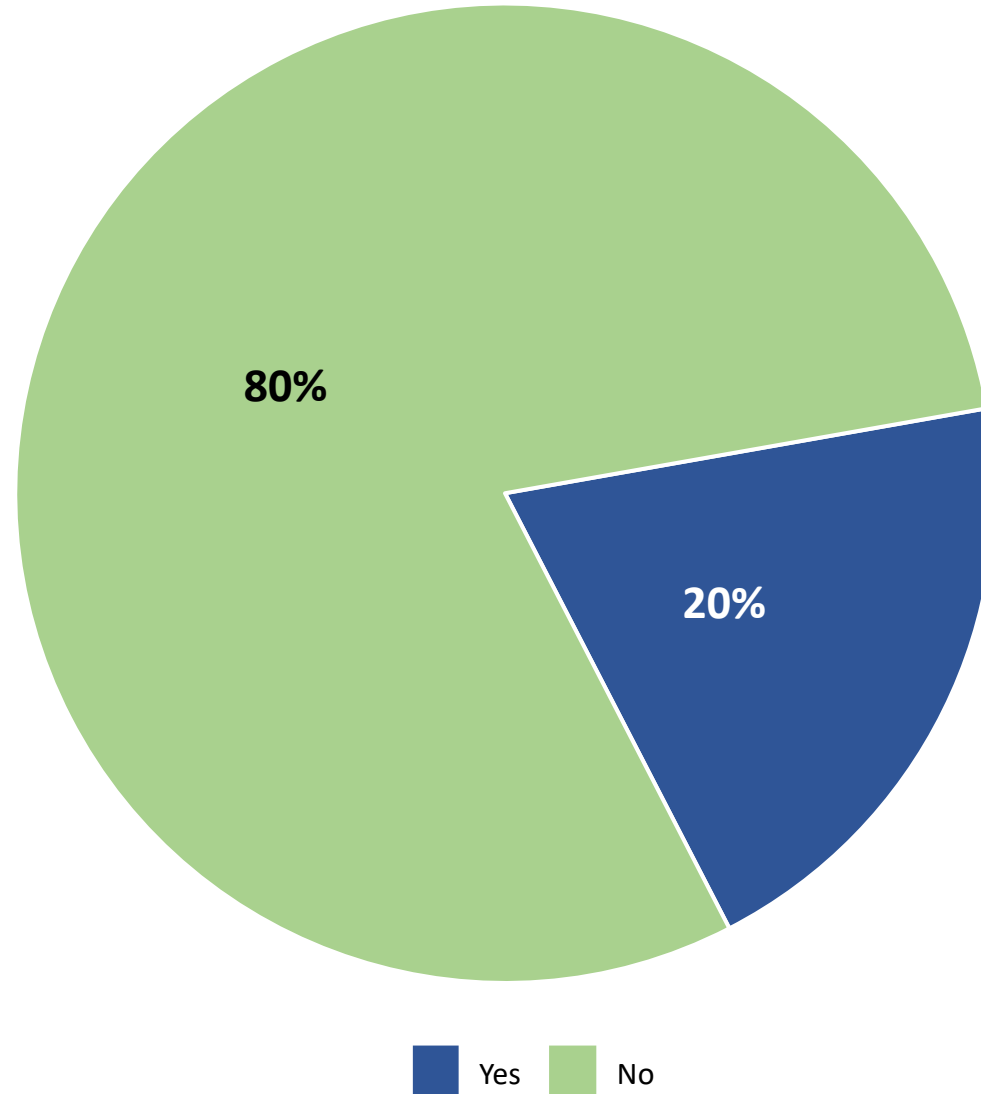
Q24. Do you or members of your household work in Midlothian?

by percentage of respondents (excluding “not provided”)



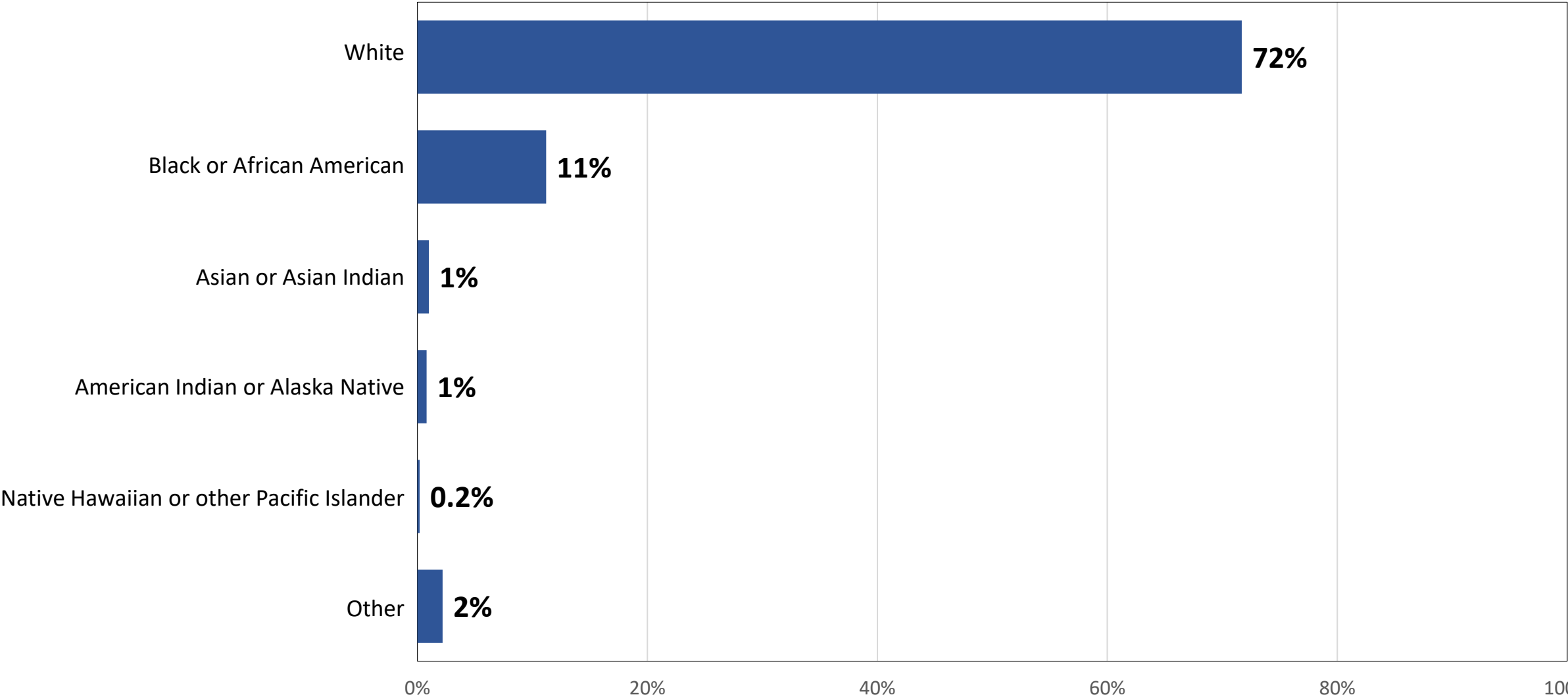
Q25. Are you of Hispanic, Spanish, or Latino/a/x ancestry?

by percentage of respondents (excluding “not provided”)



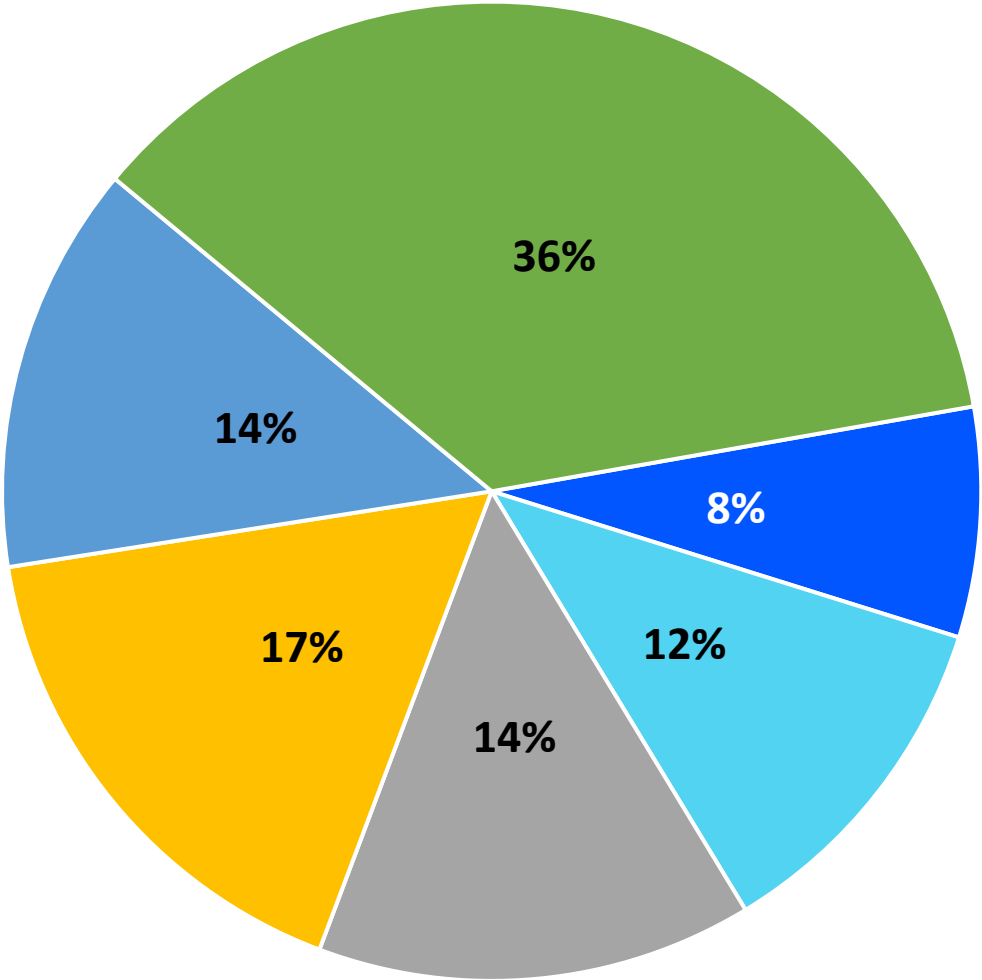
Q26. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple selections could be made)



Q27. Would you say your total annual household income is...

by percentage of respondents (excluding “not provided”)



Under
\$50K



\$50K-
\$74,999



\$75K-
\$99,999



\$100K-
\$124,999



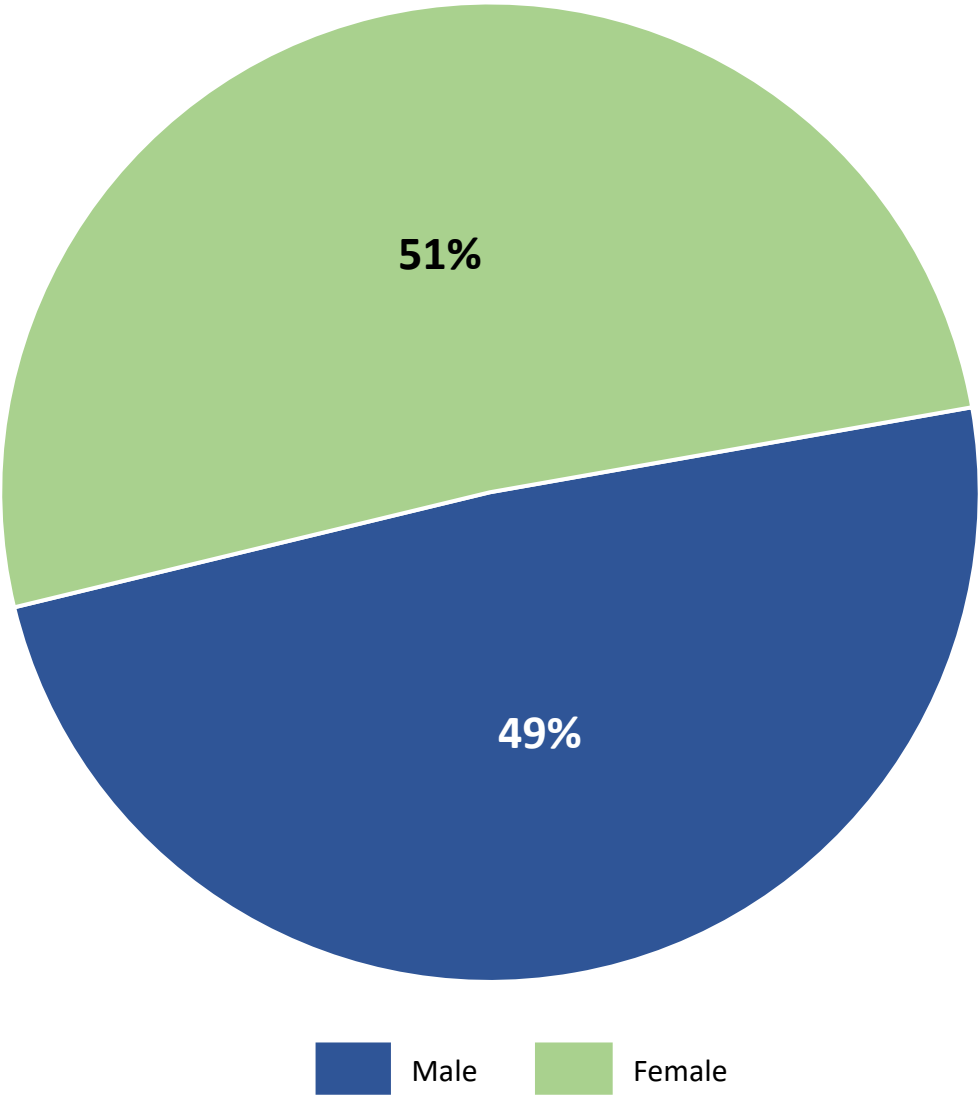
\$125K-
\$149,999



\$150K+

Q28. Gender

by percentage of respondents (excluding “not provided”)



0.4% preferred to self-identify

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Tabular Data

Q1. MED Priorities. MED operates within Texas law to promote responsible and strategic economic growth. Below are six key focus areas based on the MED's current strategic plan. Please rate how important each area is to you as a resident of Midlothian.

(N=509)

	Very important	Important	Neutral	Not important	Not at all important	Don't know
Q1-1. Attract employers that offer quality jobs & expand local tax base	35.8%	42.0%	12.2%	6.1%	2.8%	1.2%
Q1-2. Support development of Midway Regional Airport as a hub for business aviation	10.6%	19.4%	30.3%	20.8%	16.1%	2.8%
Q1-3. Invest in Downtown revitalization to strengthen community identity & boost economic activity	41.7%	38.9%	11.6%	3.9%	3.5%	0.4%
Q1-4. Expand workforce training & adult educational opportunities	24.4%	32.4%	27.1%	8.8%	5.7%	1.6%
Q1-5. Encourage new dining, shopping, & entertainment to make Midlothian a destination	37.9%	32.4%	12.6%	8.4%	7.9%	0.8%
Q1-6. Increase professional office space along Highway 287 to attract major employers	12.4%	28.1%	26.3%	15.3%	16.5%	1.4%

WITHOUT "DON'T KNOW"

Q1. MED Priorities. MED operates within Texas law to promote responsible and strategic economic growth. Below are six key focus areas based on the MED's current strategic plan. Please rate how important each area is to you as a resident of Midlothian. (without "don't know")

(N=509)

	Very important	Important	Neutral	Not important	Not at all important
Q1-1. Attract employers that offer quality jobs & expand local tax base	36.2%	42.5%	12.3%	6.2%	2.8%
Q1-2. Support development of Midway Regional Airport as a hub for business aviation	10.9%	20.0%	31.1%	21.4%	16.6%
Q1-3. Invest in Downtown revitalization to strengthen community identity & boost economic activity	41.8%	39.1%	11.6%	3.9%	3.6%
Q1-4. Expand workforce training & adult educational opportunities	24.8%	32.9%	27.5%	9.0%	5.8%
Q1-5. Encourage new dining, shopping, & entertainment to make Midlothian a destination	38.2%	32.7%	12.7%	8.5%	7.9%
Q1-6. Increase professional office space along Highway 287 to attract major employers	12.5%	28.5%	26.7%	15.5%	16.7%

Q2. Rank the OVERALL IMPORTANCE of each item listed in Question 1 from 1st to 6th, where 1st is the MOST IMPORTANT for the future of Midlothian's Economic Development and the 6th is the LEAST IMPORTANT item listed.

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Attract employers that offer quality jobs & expand local tax base	146	28.7 %
Support development of Midway Regional Airport as a hub for business aviation	19	3.7 %
Invest in Downtown revitalization to strengthen community identity & boost economic activity	161	31.6 %
Expand workforce training & adult educational opportunities	36	7.1 %
Encourage new dining, shopping, & entertainment to make Midlothian a destination	125	24.6 %
Increase professional office space along Highway 287 to attract major employers	11	2.2 %
None chosen	11	2.2 %
Total	509	100.0 %

Q2. Rank the OVERALL IMPORTANCE of each item listed in Question 1 from 1st to 6th, where 1st is the MOST IMPORTANT for the future of Midlothian's Economic Development and the 6th is the LEAST IMPORTANT item listed.

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Attract employers that offer quality jobs & expand local tax base	102	20.0 %
Support development of Midway Regional Airport as a hub for business aviation	25	4.9 %
Invest in Downtown revitalization to strengthen community identity & boost economic activity	138	27.1 %
Expand workforce training & adult educational opportunities	65	12.8 %
Encourage new dining, shopping, & entertainment to make Midlothian a destination	123	24.2 %
Increase professional office space along Highway 287 to attract major employers	37	7.3 %
None chosen	19	3.7 %
Total	509	100.0 %

Q2. Rank the OVERALL IMPORTANCE of each item listed in Question 1 from 1st to 6th, where 1st is the MOST IMPORTANT for the future of Midlothian's Economic Development and the 6th is the LEAST IMPORTANT item listed.

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Attract employers that offer quality jobs & expand local tax base	129	25.3 %
Support development of Midway Regional Airport as a hub for business aviation	48	9.4 %
Invest in Downtown revitalization to strengthen community identity & boost economic activity	75	14.7 %
Expand workforce training & adult educational opportunities	87	17.1 %
Encourage new dining, shopping, & entertainment to make Midlothian a destination	81	15.9 %
Increase professional office space along Highway 287 to attract major employers	66	13.0 %
None chosen	23	4.5 %
Total	509	100.0 %

Q2. Rank the OVERALL IMPORTANCE of each item listed in Question 1 from 1st to 6th, where 1st is the MOST IMPORTANT for the future of Midlothian's Economic Development and the 6th is the LEAST IMPORTANT item listed.

<u>Q2. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Attract employers that offer quality jobs & expand local tax base	72	14.1 %
Support development of Midway Regional Airport as a hub for business aviation	67	13.2 %
Invest in Downtown revitalization to strengthen community identity & boost economic activity	66	13.0 %
Expand workforce training & adult educational opportunities	105	20.6 %
Encourage new dining, shopping, & entertainment to make Midlothian a destination	66	13.0 %
Increase professional office space along Highway 287 to attract major employers	98	19.3 %
None chosen	35	6.9 %
Total	509	100.0 %

Q2. Rank the OVERALL IMPORTANCE of each item listed in Question 1 from 1st to 6th, where 1st is the MOST IMPORTANT for the future of Midlothian's Economic Development and the 6th is the LEAST IMPORTANT item listed.

<u>Q2. 5th choice</u>	<u>Number</u>	<u>Percent</u>
Attract employers that offer quality jobs & expand local tax base	32	6.3 %
Support development of Midway Regional Airport as a hub for business aviation	116	22.8 %
Invest in Downtown revitalization to strengthen community identity & boost economic activity	28	5.5 %
Expand workforce training & adult educational opportunities	114	22.4 %
Encourage new dining, shopping, & entertainment to make Midlothian a destination	54	10.6 %
Increase professional office space along Highway 287 to attract major employers	126	24.8 %
<u>None chosen</u>	<u>39</u>	<u>7.7 %</u>
Total	509	100.0 %

Q2. Rank the OVERALL IMPORTANCE of each item listed in Question 1 from 1st to 6th, where 1st is the MOST IMPORTANT for the future of Midlothian's Economic Development and the 6th is the LEAST IMPORTANT item listed.

<u>Q2. 6th choice</u>	<u>Number</u>	<u>Percent</u>
Attract employers that offer quality jobs & expand local tax base	5	1.0 %
Support development of Midway Regional Airport as a hub for business aviation	194	38.1 %
Invest in Downtown revitalization to strengthen community identity & boost economic activity	18	3.5 %
Expand workforce training & adult educational opportunities	72	14.1 %
Encourage new dining, shopping, & entertainment to make Midlothian a destination	34	6.7 %
Increase professional office space along Highway 287 to attract major employers	130	25.5 %
<u>None chosen</u>	<u>56</u>	<u>11.0 %</u>
Total	509	100.0 %

SUM OF TOP 6 CHOICES

Q2. Rank the OVERALL IMPORTANCE of each item listed in Question 1 from 1st to 6th, where 1st is the MOST IMPORTANT for the future of Midlothian's Economic Development and the 6th is the LEAST IMPORTANT item listed. (top 6)

<u>Q2. Sum of top 6 choices</u>	<u>Number</u>	<u>Percent</u>
Attract employers that offer quality jobs & expand local tax base	486	95.5 %
Support development of Midway Regional Airport as a hub for business aviation	469	92.1 %
Invest in Downtown revitalization to strengthen community identity & boost economic activity	486	95.5 %
Expand workforce training & adult educational opportunities	479	94.1 %
Encourage new dining, shopping, & entertainment to make Midlothian a destination	483	94.9 %
Increase professional office space along Highway 287 to attract major employers	468	91.9 %
None chosen	11	2.2 %
Total	2882	

Q3. Primary Job Employers. In economic development, "Primary Job Employers" are companies that sell goods or services outside the region-bringing new dollars into the local economy. These businesses are a key focus of the MED. Please rate your level of agreement with each of the following:

(N=509)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q3-1. Attracting employers that offer higher-paying jobs	47.7%	38.5%	9.6%	1.6%	1.6%	1.0%
Q3-2. Attracting advanced technology & innovation-based businesses	29.9%	42.0%	19.3%	4.3%	3.3%	1.2%
Q3-3. Prioritizing projects that have low negative impacts on our residents	60.5%	28.1%	8.4%	1.4%	0.4%	1.2%
Q3-4. Prioritizing projects that reflect high design standards & construction quality	39.3%	38.1%	16.9%	2.4%	2.0%	1.4%
Q3-5. Attracting employers that strengthen local tax base & help keep property tax rates low for residents	67.4%	23.2%	5.1%	2.2%	1.4%	0.8%

WITHOUT "DON'T KNOW"

Q3. Primary Job Employers. In economic development, "Primary Job Employers" are companies that sell goods or services outside the region-bringing new dollars into the local economy. These businesses are a key focus of the MED. Please rate your level of agreement with each of the following: (without "don't know")

(N=509)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q3-1. Attracting employers that offer higher-paying jobs	48.2%	38.9%	9.7%	1.6%	1.6%
Q3-2. Attracting advanced technology & innovation-based businesses	30.2%	42.5%	19.5%	4.4%	3.4%
Q3-3. Prioritizing projects that have low negative impacts on our residents	61.2%	28.4%	8.5%	1.4%	0.4%
Q3-4. Prioritizing projects that reflect high design standards & construction quality	39.8%	38.6%	17.1%	2.4%	2.0%
Q3-5. Attracting employers that strengthen local tax base & help keep property tax rates low for residents	67.9%	23.4%	5.1%	2.2%	1.4%

Q4. Which TWO of the primary job employer items listed in Question 3 are MOST IMPORTANT to you and the members of your household as it relates to economic development in the City?

Q4. Top choice	Number	Percent
Attracting employers that offer higher-paying jobs	95	18.7 %
Attracting advanced technology & innovation-based businesses	35	6.9 %
Prioritizing projects that have low negative impacts on our residents	154	30.3 %
Prioritizing projects that reflect high design standards & construction quality	24	4.7 %
Attracting employers that strengthen local tax base & help keep property tax rates low for residents	192	37.7 %
None chosen	9	1.8 %
Total	509	100.0 %

Q4. Which TWO of the primary job employer items listed in Question 3 are MOST IMPORTANT to you and the members of your household as it relates to economic development in the City?

Q4. 2nd choice	Number	Percent
Attracting employers that offer higher-paying jobs	131	25.7 %
Attracting advanced technology & innovation-based businesses	51	10.0 %
Prioritizing projects that have low negative impacts on our residents	113	22.2 %
Prioritizing projects that reflect high design standards & construction quality	65	12.8 %
Attracting employers that strengthen local tax base & help keep property tax rates low for residents	136	26.7 %
None chosen	13	2.6 %
Total	509	100.0 %

SUM OF TOP 2 CHOICES

Q4. Which TWO of the primary job employer items listed in Question 3 are MOST IMPORTANT to you and the members of your household as it relates to economic development in the City? (top 2)

Q4. Sum of top 2 choices	Number	Percent
Attracting employers that offer higher-paying jobs	226	44.4 %
Attracting advanced technology & innovation-based businesses	86	16.9 %
Prioritizing projects that have low negative impacts on our residents	267	52.5 %
Prioritizing projects that reflect high design standards & construction quality	89	17.5 %
Attracting employers that strengthen local tax base & help keep property tax rates low for residents	328	64.4 %
None chosen	9	1.8 %
Total	1005	

Q5. Job Training. Midlothian is exploring ways to expand local workforce training for adults and high school students. Your input will help guide future investments in career readiness programs. Please rate your level of agreement with each of the following:

(N=509)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q5-1. Address current educational & workforce training needs	38.7%	35.4%	18.5%	3.3%	1.8%	2.4%
Q5-2. Partner with Midlothian ISD to create opportunities for graduating seniors	54.4%	31.6%	9.8%	2.4%	1.0%	0.8%
Q5-3. Offer training programs for future skills in emerging industries	46.8%	36.0%	13.2%	1.8%	1.6%	0.8%
Q5-4. Focus on careers that pay above County average wage	41.8%	40.1%	14.5%	1.6%	0.8%	1.2%
Q5-5. Offer training for healthcare-related occupations	34.4%	42.6%	18.7%	2.0%	1.6%	0.8%
Q5-6. Offer training in technology, software, & computer-based careers	36.7%	40.9%	16.9%	3.5%	1.0%	1.0%
Q5-7. Offer training for trade occupations (e.g., electrical, manufacturing, welding, HVAC)	58.5%	28.5%	9.4%	2.0%	0.6%	1.0%
Q5-8. Support adult learner & continuing education programs	34.4%	39.1%	20.2%	2.8%	2.2%	1.4%

WITHOUT "DON'T KNOW"

Q5. Job Training. Midlothian is exploring ways to expand local workforce training for adults and high school students. Your input will help guide future investments in career readiness programs. Please rate your level of agreement with each of the following: (without "don't know")

(N=509)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q5-1. Address current educational & workforce training needs	39.6%	36.2%	18.9%	3.4%	1.8%
Q5-2. Partner with Midlothian ISD to create opportunities for graduating seniors	54.9%	31.9%	9.9%	2.4%	1.0%
Q5-3. Offer training programs for future skills in emerging industries	47.1%	36.2%	13.3%	1.8%	1.6%
Q5-4. Focus on careers that pay above County average wage	42.3%	40.6%	14.7%	1.6%	0.8%
Q5-5. Offer training for healthcare-related occupations	34.7%	43.0%	18.8%	2.0%	1.6%
Q5-6. Offer training in technology, software, & computer-based careers	37.1%	41.3%	17.1%	3.6%	1.0%
Q5-7. Offer training for trade occupations (e.g., electrical, manufacturing, welding, HVAC)	59.1%	28.8%	9.5%	2.0%	0.6%
Q5-8. Support adult learner & continuing education programs	34.9%	39.6%	20.5%	2.8%	2.2%

Q6. Which THREE of the job training effort items listed in Question 5 are MOST IMPORTANT to you and the members of your household as it relates to job training efforts in the City?

Q6. Top choice	Number	Percent
Address current educational & workforce training needs	70	13.8 %
Partner with Midlothian ISD to create opportunities for graduating seniors	162	31.8 %
Offer training programs for future skills in emerging industries	32	6.3 %
Focus on careers that pay above County average wage	49	9.6 %
Offer training for healthcare-related occupations	19	3.7 %
Offer training in technology, software, & computer-based careers	25	4.9 %
Offer training for trade occupations (e.g., electrical, manufacturing, welding, HVAC)	108	21.2 %
Support adult learner & continuing education programs	29	5.7 %
None chosen	15	2.9 %
Total	509	100.0 %

Q6. Which THREE of the job training effort items listed in Question 5 are MOST IMPORTANT to you and the members of your household as it relates to job training efforts in the City?

Q6. 2nd choice	Number	Percent
Address current educational & workforce training needs	59	11.6 %
Partner with Midlothian ISD to create opportunities for graduating seniors	83	16.3 %
Offer training programs for future skills in emerging industries	71	13.9 %
Focus on careers that pay above County average wage	65	12.8 %
Offer training for healthcare-related occupations	48	9.4 %
Offer training in technology, software, & computer-based careers	36	7.1 %
Offer training for trade occupations (e.g., electrical, manufacturing, welding, HVAC)	86	16.9 %
Support adult learner & continuing education programs	41	8.1 %
None chosen	20	3.9 %
Total	509	100.0 %

Q6. Which THREE of the job training effort items listed in Question 5 are MOST IMPORTANT to you and the members of your household as it relates to job training efforts in the City?

Q6. 3rd choice	Number	Percent
Address current educational & workforce training needs	56	11.0 %
Partner with Midlothian ISD to create opportunities for graduating seniors	55	10.8 %
Offer training programs for future skills in emerging industries	77	15.1 %
Focus on careers that pay above County average wage	68	13.4 %
Offer training for healthcare-related occupations	56	11.0 %
Offer training in technology, software, & computer-based careers	60	11.8 %
Offer training for trade occupations (e.g., electrical, manufacturing, welding, HVAC)	76	14.9 %
Support adult learner & continuing education programs	35	6.9 %
None chosen	26	5.1 %
Total	509	100.0 %

SUM OF TOP 3 CHOICES

Q6. Which THREE of the job training effort items listed in Question 5 are MOST IMPORTANT to you and the members of your household as it relates to job training efforts in the City? (top 3)

Q6. Sum of top 3 choices	Number	Percent
Address current educational & workforce training needs	185	36.3 %
Partner with Midlothian ISD to create opportunities for graduating seniors	300	58.9 %
Offer training programs for future skills in emerging industries	180	35.4 %
Focus on careers that pay above County average wage	182	35.8 %
Offer training for healthcare-related occupations	123	24.2 %
Offer training in technology, software, & computer-based careers	121	23.8 %
Offer training for trade occupations (e.g., electrical, manufacturing, welding, HVAC)	270	53.0 %
Support adult learner & continuing education programs	105	20.6 %
None chosen	15	2.9 %
Total	1481	

Q7. Downtown. Midlothian has made major investment in downtown, and additional improvements are being considered as the community continues implementing the Downtown Master Plan. Please rate your level of agreement with each of the following:

(N=509)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q7-1. Strengthen Midlothian's community identity & sense of place	43.2%	37.3%	12.4%	4.5%	1.2%	1.4%
Q7-2. Encourage more public activity, events, & community gathering spaces	42.4%	36.5%	15.3%	2.9%	2.0%	0.8%
Q7-3. Increase opportunities for local businesses & employment	43.4%	41.5%	10.6%	2.6%	1.4%	0.6%
Q7-4. Prioritize revitalization through investment in infrastructure & streetscape	45.0%	36.0%	12.2%	3.7%	1.8%	1.4%
Q7-5. Enhance vibrancy & everyday activity of Downtown Midlothian	37.1%	37.5%	18.7%	3.7%	2.2%	0.8%

WITHOUT "DON'T KNOW"

Q7. Downtown. Midlothian has made major investment in downtown, and additional improvements are being considered as the community continues implementing the Downtown Master Plan. Please rate your level of agreement with each of the following: (without "don't know")

(N=509)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q7-1. Strengthen Midlothian's community identity & sense of place	43.8%	37.8%	12.5%	4.6%	1.2%
Q7-2. Encourage more public activity, events, & community gathering spaces	42.8%	36.8%	15.4%	3.0%	2.0%
Q7-3. Increase opportunities for local businesses & employment	43.7%	41.7%	10.7%	2.6%	1.4%
Q7-4. Prioritize revitalization through investment in infrastructure & streetscape	45.6%	36.5%	12.4%	3.8%	1.8%
Q7-5. Enhance vibrancy & everyday activity of Downtown Midlothian	37.4%	37.8%	18.8%	3.8%	2.2%

Q8. Which TWO of the items related to the future of Downtown Midlothian listed in Question 7 are MOST IMPORTANT to you and the members of your household?

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Strengthen Midlothian's community identity & sense of place	116	22.8 %
Encourage more public activity, events, & community gathering spaces	116	22.8 %
Increase opportunities for local businesses & employment	113	22.2 %
Prioritize revitalization through investment in infrastructure & streetscape	101	19.8 %
Enhance vibrancy & everyday activity of Downtown Midlothian	51	10.0 %
<u>None chosen</u>	<u>12</u>	<u>2.4 %</u>
Total	509	100.0 %

Q8. Which TWO of the items related to the future of Downtown Midlothian listed in Question 7 are MOST IMPORTANT to you and the members of your household?

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Strengthen Midlothian's community identity & sense of place	85	16.7 %
Encourage more public activity, events, & community gathering spaces	110	21.6 %
Increase opportunities for local businesses & employment	85	16.7 %
Prioritize revitalization through investment in infrastructure & streetscape	99	19.4 %
Enhance vibrancy & everyday activity of Downtown Midlothian	115	22.6 %
<u>None chosen</u>	<u>15</u>	<u>2.9 %</u>
Total	509	100.0 %

SUM OF TOP 2 CHOICES

Q8. Which TWO of the items related to the future of Downtown Midlothian listed in Question 7 are MOST IMPORTANT to you and the members of your household? (top 2)

<u>Q8. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Strengthen Midlothian's community identity & sense of place	201	39.5 %
Encourage more public activity, events, & community gathering spaces	226	44.4 %
Increase opportunities for local businesses & employment	198	38.9 %
Prioritize revitalization through investment in infrastructure & streetscape	200	39.3 %
Enhance vibrancy & everyday activity of Downtown Midlothian	166	32.6 %
<u>None chosen</u>	<u>12</u>	<u>2.4 %</u>
Total	1003	

Q9. Mid-Way Regional Airport. Midlothian is exploring ways to ensure that Mid-Way Regional Airport continues to serve the City's long-term economic goals. Please rank each of the following items from most important to least important.

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintaining airport's current operations without emphasizing new business aviation	115	22.6 %
Ensuring airport provides direct economic benefits to City (e.g., tax revenue, business investment, job creation)	225	44.2 %
Promoting Mid-Way Regional Airport as a long-term economic driver for the region	62	12.2 %
Supporting growth of business aviation (e.g., corporate jets, aircraft maintenance, or aviation-related employment)	90	17.7 %
<u>None chosen</u>	<u>17</u>	<u>3.3 %</u>
Total	509	100.0 %

Q9. Mid-Way Regional Airport. Midlothian is exploring ways to ensure that Mid-Way Regional Airport continues to serve the City's long-term economic goals. Please rank each of the following items from most important to least important.

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintaining airport's current operations without emphasizing new business aviation	70	13.8 %
Ensuring airport provides direct economic benefits to City (e.g., tax revenue, business investment, job creation)	158	31.0 %
Promoting Mid-Way Regional Airport as a long-term economic driver for the region	133	26.1 %
Supporting growth of business aviation (e.g., corporate jets, aircraft maintenance, or aviation-related employment)	122	24.0 %
<u>None chosen</u>	<u>26</u>	<u>5.1 %</u>
Total	509	100.0 %

Q9. Mid-Way Regional Airport. Midlothian is exploring ways to ensure that Mid-Way Regional Airport continues to serve the City's long-term economic goals. Please rank each of the following items from most important to least important.

<u>Q9. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintaining airport's current operations without emphasizing new business aviation	51	10.0 %
Ensuring airport provides direct economic benefits to City (e.g., tax revenue, business investment, job creation)	87	17.1 %
Promoting Mid-Way Regional Airport as a long-term economic driver for the region	186	36.5 %
Supporting growth of business aviation (e.g., corporate jets, aircraft maintenance, or aviation-related employment)	146	28.7 %
<u>None chosen</u>	<u>39</u>	<u>7.7 %</u>
Total	509	100.0 %

Q9. Mid-Way Regional Airport. Midlothian is exploring ways to ensure that Mid-Way Regional Airport continues to serve the City's long-term economic goals. Please rank each of the following items from most important to least important.

<u>Q9. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Maintaining airport's current operations without emphasizing new business aviation	245	48.1 %
Ensuring airport provides direct economic benefits to City (e.g., tax revenue, business investment, job creation)	10	2.0 %
Promoting Mid-Way Regional Airport as a long-term economic driver for the region	92	18.1 %
Supporting growth of business aviation (e.g., corporate jets, aircraft maintenance, or aviation-related employment)	113	22.2 %
<u>None chosen</u>	<u>49</u>	<u>9.6 %</u>
Total	509	100.0 %

SUM OF TOP 4 CHOICES

Q9. Mid-Way Regional Airport. Midlothian is exploring ways to ensure that Mid-Way Regional Airport continues to serve the City's long-term economic goals. Please rank each of the following items from most important to least important. (top 4)

<u>Q9. Sum of top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Maintaining airport's current operations without emphasizing new business aviation	481	94.5 %
Ensuring airport provides direct economic benefits to City (e.g., tax revenue, business investment, job creation)	480	94.3 %
Promoting Mid-Way Regional Airport as a long-term economic driver for the region	473	92.9 %
Supporting growth of business aviation (e.g., corporate jets, aircraft maintenance, or aviation-related employment)	471	92.5 %
None chosen	17	3.3 %
Total	1922	

Q10. Destination Development. Midlothian is focused on making the City a more vibrant place to live and work-while maintaining the character that residents value. Please rate your level of agreement with each of the following:

(N=509)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q10-1. Ensure new developments provide a positive financial return to the community	60.9%	31.0%	5.7%	0.4%	1.0%	1.0%
Q10-2. Promote high design standards & construction quality	53.2%	33.4%	9.2%	1.8%	1.6%	0.8%
Q10-3. Expand dining options	44.8%	30.5%	15.3%	4.7%	3.5%	1.2%
Q10-4. Expand entertainment options for residents & visitors	43.8%	33.6%	14.7%	3.7%	3.3%	0.8%
Q10-5. Expand shopping options	32.2%	36.1%	19.1%	5.9%	5.5%	1.2%
Q10-6. Invest in private infrastructure that support economic growth	26.7%	32.4%	22.8%	8.8%	5.5%	3.7%
Q10-7. Invest in public infrastructure to support economic growth	37.7%	39.7%	14.7%	2.2%	3.1%	2.6%
Q10-8. Attract regional amenities	25.5%	34.6%	26.1%	4.7%	5.3%	3.7%
Q10-9. Attract national brands	18.5%	23.6%	33.0%	12.6%	10.0%	2.4%
Q10-10. Preserve a small-town character while growing	69.7%	18.7%	6.5%	2.4%	2.0%	0.8%

WITHOUT "DON'T KNOW"

Q10. Destination Development. Midlothian is focused on making the City a more vibrant place to live and work-while maintaining the character that residents value. Please rate your level of agreement with each of the following: (without "don't know")

(N=509)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q10-1. Ensure new developments provide a positive financial return to the community	61.5%	31.3%	5.8%	0.4%	1.0%
Q10-2. Promote high design standards & construction quality	53.7%	33.7%	9.3%	1.8%	1.6%
Q10-3. Expand dining options	45.3%	30.8%	15.5%	4.8%	3.6%
Q10-4. Expand entertainment options for residents & visitors	44.2%	33.9%	14.9%	3.8%	3.4%
Q10-5. Expand shopping options	32.6%	36.6%	19.3%	6.0%	5.6%
Q10-6. Invest in private infrastructure that support economic growth	27.8%	33.7%	23.7%	9.2%	5.7%
Q10-7. Invest in public infrastructure to support economic growth	38.7%	40.7%	15.1%	2.2%	3.2%
Q10-8. Attract regional amenities	26.5%	35.9%	27.1%	4.9%	5.5%
Q10-9. Attract national brands	18.9%	24.1%	33.8%	12.9%	10.3%
Q10-10. Preserve a small-town character while growing	70.3%	18.8%	6.5%	2.4%	2.0%

Q11. Which THREE of the items listed in Question 10 are MOST IMPORTANT to you and the members of your household as it relates to economic growth in the City?

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Ensure new developments provide a positive financial return to the community	97	19.1 %
Promote high design standards & construction quality	22	4.3 %
Expand dining options	41	8.1 %
Expand entertainment options for residents & visitors	30	5.9 %
Expand shopping options	13	2.6 %
Invest in private infrastructure that support economic growth	7	1.4 %
Invest in public infrastructure to support economic growth	32	6.3 %
Attract regional amenities	4	0.8 %
Attract national brands	4	0.8 %
Preserve a small-town character while growing	245	48.1 %
None chosen	14	2.8 %
Total	509	100.0 %

Q11. Which THREE of the items listed in Question 10 are MOST IMPORTANT to you and the members of your household as it relates to economic growth in the City?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Ensure new developments provide a positive financial return to the community	140	27.5 %
Promote high design standards & construction quality	66	13.0 %
Expand dining options	60	11.8 %
Expand entertainment options for residents & visitors	69	13.6 %
Expand shopping options	29	5.7 %
Invest in private infrastructure that support economic growth	27	5.3 %
Invest in public infrastructure to support economic growth	37	7.3 %
Attract regional amenities	10	2.0 %
Attract national brands	8	1.6 %
Preserve a small-town character while growing	43	8.4 %
None chosen	20	3.9 %
Total	509	100.0 %

Q11. Which THREE of the items listed in Question 10 are MOST IMPORTANT to you and the members of your household as it relates to economic growth in the City?

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Ensure new developments provide a positive financial return to the community	78	15.3 %
Promote high design standards & construction quality	75	14.7 %
Expand dining options	57	11.2 %
Expand entertainment options for residents & visitors	66	13.0 %
Expand shopping options	42	8.3 %
Invest in private infrastructure that support economic growth	35	6.9 %
Invest in public infrastructure to support economic growth	46	9.0 %
Attract regional amenities	16	3.1 %
Attract national brands	10	2.0 %
Preserve a small-town character while growing	54	10.6 %
None chosen	30	5.9 %
Total	509	100.0 %

SUM OF TOP 3 CHOICES

Q11. Which THREE of the items listed in Question 10 are MOST IMPORTANT to you and the members of your household as it relates to economic growth in the City? (top 3)

<u>Q11. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Ensure new developments provide a positive financial return to the community	315	61.9 %
Promote high design standards & construction quality	163	32.0 %
Expand dining options	158	31.0 %
Expand entertainment options for residents & visitors	165	32.4 %
Expand shopping options	84	16.5 %
Invest in private infrastructure that support economic growth	69	13.6 %
Invest in public infrastructure to support economic growth	115	22.6 %
Attract regional amenities	30	5.9 %
Attract national brands	22	4.3 %
Preserve a small-town character while growing	342	67.2 %
None chosen	14	2.8 %
Total	1477	

Q12. Office Space. Midlothian seeks to support office development that meets the needs of local businesses and diversifies the City's economy. Please rank each of the following items from most important to least important.

Q12. Top choice	Number	Percent
Attracting smaller, low-rise office buildings designed for small professional & medical users	246	48.3 %
Attracting larger, office buildings designed for regional & corporate employers	58	11.4 %
Prioritize office space that supports key industries like healthcare, technology, & business headquarters	185	36.3 %
None chosen	20	3.9 %
Total	509	100.0 %

Q12. Office Space. Midlothian seeks to support office development that meets the needs of local businesses and diversifies the City's economy. Please rank each of the following items from most important to least important.

Q12. 2nd choice	Number	Percent
Attracting smaller, low-rise office buildings designed for small professional & medical users	153	30.1 %
Attracting larger, office buildings designed for regional & corporate employers	81	15.9 %
Prioritize office space that supports key industries like healthcare, technology, & business headquarters	242	47.5 %
None chosen	33	6.5 %
Total	509	100.0 %

Q12. Office Space. Midlothian seeks to support office development that meets the needs of local businesses and diversifies the City's economy. Please rank each of the following items from most important to least important.

Q12. 3rd choice	Number	Percent
Attracting smaller, low-rise office buildings designed for small professional & medical users	87	17.1 %
Attracting larger, office buildings designed for regional & corporate employers	327	64.2 %
Prioritize office space that supports key industries like healthcare, technology, & business headquarters	50	9.8 %
None chosen	45	8.8 %
Total	509	100.0 %

SUM OF TOP 3 CHOICES

Q12. Office Space. Midlothian seeks to support office development that meets the needs of local businesses and diversifies the City's economy. Please rank each of the following items from most important to least important. (top 3)

<u>Q12. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Attracting smaller, low-rise office buildings designed for small professional & medical users	486	95.5 %
Attracting larger, office buildings designed for regional & corporate employers	466	91.6 %
Prioritize office space that supports key industries like healthcare, technology, & business headquarters	477	93.7 %
None chosen	20	3.9 %
Total	1449	

Q13. Community Input. Please rate the importance of each of the following items to the future success and livability of Midlothian.

(N=509)

	Very important	Important	Neutral	Not important	Not at all important	Don't know
Q13-1. Variety of housing options (size, price, location, etc.)	36.7%	27.1%	16.5%	9.4%	8.4%	1.8%
Q13-2. Availability of skilled local workers	36.1%	44.6%	13.8%	2.9%	1.4%	1.2%
Q13-3. Beautification of commercial & industrial corridors	33.0%	36.7%	20.2%	6.1%	3.3%	0.6%
Q13-4. Affordable & reliable childcare options	37.3%	32.0%	19.6%	5.5%	3.7%	1.8%
Q13-5. Keeping local property tax rate competitive	68.8%	20.0%	5.5%	1.8%	1.6%	2.4%
Q13-6. Support for small businesses & entrepreneurs	47.3%	40.3%	9.8%	1.2%	0.8%	0.6%
Q13-7. Investment in infrastructure (streets, utilities, sidewalks)	65.2%	29.1%	2.9%	1.4%	0.4%	1.0%
Q13-8. Partnerships that support community growth (Midlothian ISD, Navarro College, TSTC, etc.)	46.4%	39.3%	10.6%	1.8%	1.2%	0.8%
Q13-9. High-quality public safety services (police, fire, EMS)	75.2%	19.6%	2.9%	0.6%	0.8%	0.8%
Q13-10. Ease of getting around Midlothian, including traffic flow & road safety	73.3%	22.6%	2.4%	0.4%	0.6%	0.8%
Q13-11. Access to job training or upskilling programs	21.6%	36.9%	25.1%	10.0%	4.7%	1.6%
Q13-12. Preservation of Midlothian's history during growth	46.8%	28.7%	18.1%	3.5%	2.0%	1.0%

WITHOUT "DON'T KNOW"**Q13. Community Input. Please rate the importance of each of the following items to the future success and livability of Midlothian. (without "don't know")**

(N=509)

	Very important	Important	Neutral	Not important	Not at all important
Q13-1. Variety of housing options (size, price, location, etc.)	37.4%	27.6%	16.8%	9.6%	8.6%
Q13-2. Availability of skilled local workers	36.6%	45.1%	13.9%	3.0%	1.4%
Q13-3. Beautification of commercial & industrial corridors	33.2%	37.0%	20.4%	6.1%	3.4%
Q13-4. Affordable & reliable childcare options	38.0%	32.6%	20.0%	5.6%	3.8%
Q13-5. Keeping local property tax rate competitive	70.4%	20.5%	5.6%	1.8%	1.6%
Q13-6. Support for small businesses & entrepreneurs	47.6%	40.5%	9.9%	1.2%	0.8%
Q13-7. Investment in infrastructure (streets, utilities, sidewalks)	65.9%	29.4%	3.0%	1.4%	0.4%
Q13-8. Partnerships that support community growth (Midlothian ISD, Navarro College, TSTC, etc.)	46.7%	39.6%	10.7%	1.8%	1.2%
Q13-9. High-quality public safety services (police, fire, EMS)	75.8%	19.8%	3.0%	0.6%	0.8%
Q13-10. Ease of getting around Midlothian, including traffic flow & road safety	73.9%	22.8%	2.4%	0.4%	0.6%
Q13-11. Access to job training or upskilling programs	22.0%	37.5%	25.5%	10.2%	4.8%
Q13-12. Preservation of Midlothian's history during growth	47.2%	29.0%	18.3%	3.6%	2.0%

Q14. Which THREE of the items listed in Question 13 do you think are MOST IMPORTANT to focus on over the next 5 years?

Q14. Top choice	Number	Percent
Variety of housing options (size, price, location, etc.)	54	10.6 %
Availability of skilled local workers	9	1.8 %
Beautification of commercial & industrial corridors	11	2.2 %
Affordable & reliable childcare options	18	3.5 %
Keeping local property tax rate competitive	159	31.2 %
Support for small businesses & entrepreneurs	19	3.7 %
Investment in infrastructure (streets, utilities, sidewalks)	54	10.6 %
Partnerships that support community growth (Midlothian ISD, Navarro College, TSTC, etc.)	15	2.9 %
High-quality public safety services (police, fire, EMS)	45	8.8 %
Ease of getting around Midlothian, including traffic flow & road safety	42	8.3 %
Access to job training or upskilling programs	1	0.2 %
Preservation of Midlothian's history during growth	69	13.6 %
None chosen	13	2.6 %
Total	509	100.0 %

Q14. Which THREE of the items listed in Question 13 do you think are MOST IMPORTANT to focus on over the next 5 years?

Q14. 2nd choice	Number	Percent
Variety of housing options (size, price, location, etc.)	42	8.3 %
Availability of skilled local workers	17	3.3 %
Beautification of commercial & industrial corridors	15	2.9 %
Affordable & reliable childcare options	28	5.5 %
Keeping local property tax rate competitive	62	12.2 %
Support for small businesses & entrepreneurs	45	8.8 %
Investment in infrastructure (streets, utilities, sidewalks)	95	18.7 %
Partnerships that support community growth (Midlothian ISD, Navarro College, TSTC, etc.)	26	5.1 %
High-quality public safety services (police, fire, EMS)	74	14.5 %
Ease of getting around Midlothian, including traffic flow & road safety	56	11.0 %
Access to job training or upskilling programs	4	0.8 %
Preservation of Midlothian's history during growth	27	5.3 %
None chosen	18	3.5 %
Total	509	100.0 %

Q14. Which THREE of the items listed in Question 13 do you think are MOST IMPORTANT to focus on over the next 5 years?

Q14. 3rd choice	Number	Percent
Variety of housing options (size, price, location, etc.)	23	4.5 %
Availability of skilled local workers	9	1.8 %
Beautification of commercial & industrial corridors	26	5.1 %
Affordable & reliable childcare options	32	6.3 %
Keeping local property tax rate competitive	52	10.2 %
Support for small businesses & entrepreneurs	44	8.6 %
Investment in infrastructure (streets, utilities, sidewalks)	81	15.9 %
Partnerships that support community growth (Midlothian ISD, Navarro College, TSTC, etc.)	29	5.7 %
High-quality public safety services (police, fire, EMS)	58	11.4 %
Ease of getting around Midlothian, including traffic flow & road safety	90	17.7 %
Access to job training or upskilling programs	6	1.2 %
Preservation of Midlothian's history during growth	40	7.9 %
None chosen	19	3.7 %
Total	509	100.0 %

SUM OF TOP 3 CHOICES

Q14. Which THREE of the items listed in Question 13 do you think are MOST IMPORTANT to focus on over the next 5 years? (top 3)

Q14. Sum of top 3 choices	Number	Percent
Variety of housing options (size, price, location, etc.)	119	23.4 %
Availability of skilled local workers	35	6.9 %
Beautification of commercial & industrial corridors	52	10.2 %
Affordable & reliable childcare options	78	15.3 %
Keeping local property tax rate competitive	273	53.6 %
Support for small businesses & entrepreneurs	108	21.2 %
Investment in infrastructure (streets, utilities, sidewalks)	230	45.2 %
Partnerships that support community growth (Midlothian ISD, Navarro College, TSTC, etc.)	70	13.8 %
High-quality public safety services (police, fire, EMS)	177	34.8 %
Ease of getting around Midlothian, including traffic flow & road safety	188	36.9 %
Access to job training or upskilling programs	11	2.2 %
Preservation of Midlothian's history during growth	136	26.7 %
None chosen	13	2.6 %
Total	1490	

Q17a. Please imagine a ladder with steps numbered from zero (0) at the bottom to ten (10) at the top. The bottom of the ladder (0) represents the worst possible life in Midlothian and the top of the ladder (10) represents the best possible life in Midlothian. On which step (0 to 10) of the ladder would you say Midlothian is on at this time?

(N=509)

	Best possible life	9	8	7	6	5	4	3	2	1	Worst possible life	Not provided
Q17a. On which step of the ladder would you say life in Midlothian is at this time	2.2%	2.8%	16.7%	25.5%	19.3%	14.9%	5.9%	1.6%	1.2%	0.6%	0.6%	8.8%

WITHOUT "NOT PROVIDED"

Q17a. Please imagine a ladder with steps numbered from zero (0) at the bottom to ten (10) at the top. The bottom of the ladder (0) represents the worst possible life in Midlothian and the top of the ladder (10) represents the best possible life in Midlothian. On which step (0 to 10) of the ladder would you say Midlothian is on at this time? (without "not provided")

(N=509)

	Best possible life	9	8	7	6	5	4	3	2	1	Worst possible life
Q17a. On which step of the ladder would you say life in Midlothian is at this time	2.4%	3.0%	18.3%	28.0%	21.1%	16.4%	6.5%	1.7%	1.3%	0.6%	0.6%

Q17b. Please imagine a ladder with steps numbered from zero (0) at the bottom to ten (10) at the top. The bottom of the ladder (0) represents the worst possible life in Midlothian and the top of the ladder (10) represents the best possible life in Midlothian. On which step (0 to 10) do you think Midlothian will stand about five years from now?

(N=509)

	Best possible life	9	8	7	6	5	4	3	2	1	Worst possible life	Not provided
Q17b. On which step of the ladder will life in Midlothian stand about five years from now	6.1%	9.4%	23.6%	15.9%	10.2%	11.8%	5.9%	3.9%	2.0%	0.4%	1.2%	9.6%

WITHOUT "NOT PROVIDED"

Q17b. Please imagine a ladder with steps numbered from zero (0) at the bottom to ten (10) at the top. The bottom of the ladder (0) represents the worst possible life in Midlothian and the top of the ladder (10) represents the best possible life in Midlothian. On which step (0 to 10) do you think Midlothian will stand about five years from now? (without "not provided")

(N=509)

	Best possible life	9	8	7	6	5	4	3	2	1	Worst possible life
Q17b. On which step of the ladder will life in Midlothian stand about five years from now	6.7%	10.4%	26.1%	17.6%	11.3%	13.0%	6.5%	4.3%	2.2%	0.4%	1.3%

Q19. Including yourself, how many people in your household are...

	Mean	Sum
number	3.2	1588
Under age 5	0.2	90
Ages 5-9	0.2	111
Ages 10-14	0.3	135
Ages 15-19	0.3	141
Ages 20-24	0.2	83
Ages 25-34	0.4	203
Ages 35-44	0.4	204
Ages 45-54	0.5	228
Ages 55-64	0.4	196
Ages 65-74	0.3	129
Ages 75+	0.1	68

Q20. What is your age?

Q20. Your age	Number	Percent
18-34	97	19.1 %
35-44	98	19.3 %
45-54	102	20.0 %
55-64	104	20.4 %
65+	100	19.6 %
Not provided	8	1.6 %
Total	509	100.0 %

WITHOUT "NOT PROVIDED"**Q20. What is your age? (without "not provided")**

Q20. Your age	Number	Percent
18-34	97	19.4 %
35-44	98	19.6 %
45-54	102	20.4 %
55-64	104	20.8 %
65+	100	20.0 %
Total	501	100.0 %

Q21. Approximately, how many years have you lived in Midlothian?

Q21. How many years have you lived in Midlothian	Number	Percent
0-5	150	29.5 %
6-10	108	21.2 %
11+	249	48.9 %
Not provided	2	0.4 %
Total	509	100.0 %

WITHOUT "NOT PROVIDED"**Q21. Approximately, how many years have you lived in Midlothian? (without "not provided")**

Q21. How many years have you lived in Midlothian	Number	Percent
0-5	150	29.6 %
6-10	108	21.3 %
11+	249	49.1 %
Total	507	100.0 %

Q22. Do you own or rent your current residence?

Q22. Do you own or rent your current residence	Number	Percent
Own	453	89.0 %
Rent	51	10.0 %
Not provided	5	1.0 %
Total	509	100.0 %

WITHOUT "NOT PROVIDED"**Q22. Do you own or rent your current residence? (without "not provided")**

Q22. Do you own or rent your current residence	Number	Percent
Own	453	89.9 %
Rent	51	10.1 %
Total	504	100.0 %

Q23. Do you own a business in Midlothian?

Q23. Do you own a business in Midlothian	Number	Percent
Yes	60	11.8 %
No	441	86.6 %
Not provided	8	1.6 %
Total	509	100.0 %

WITHOUT "NOT PROVIDED"**Q23. Do you own a business in Midlothian? (without "not provided")**

Q23. Do you own a business in Midlothian	Number	Percent
Yes	60	12.0 %
No	441	88.0 %
Total	501	100.0 %

Q24. Do you or members of your household work in Midlothian?

Q24. Do you or members of your household work in Midlothian	Number	Percent
Yes	196	38.5 %
No	306	60.1 %
Not provided	7	1.4 %
Total	509	100.0 %

WITHOUT "NOT PROVIDED"**Q24. Do you or members of your household work in Midlothian? (without "not provided")**

Q24. Do you or members of your household work in Midlothian	Number	Percent
Yes	196	39.0 %
No	306	61.0 %
Total	502	100.0 %

Q25. Are you of Hispanic, Spanish, or Latino/a/x ancestry?

Q25. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry	Number	Percent
Yes	102	20.0 %
No	403	79.2 %
Not provided	4	0.8 %
Total	509	100.0 %

WITHOUT "NOT PROVIDED"**Q25. Are you of Hispanic, Spanish, or Latino/a/x ancestry? (without "not provided")**

Q25. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry	Number	Percent
Yes	102	20.2 %
No	403	79.8 %
Total	505	100.0 %

Q26. Which of the following best describes your race/ethnicity?

Q26. Your race/ethnicity	Number	Percent
Asian or Asian Indian	5	1.0 %
Black or African American	57	11.2 %
American Indian or Alaska Native	4	0.8 %
White	365	71.7 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Other	11	2.2 %
Total	443	

Q26-6. Self-describe your race/ethnicity:

Q26-6. Self-describe your race/ethnicity	Number	Percent
Hispanic	3	27.3 %
White and Hispanic	1	9.1 %
Native American	1	9.1 %
Scandinavian	1	9.1 %
Bi-racial	1	9.1 %
Two or more	1	9.1 %
European	1	9.1 %
Mexican	1	9.1 %
Cajun	1	9.1 %
Total	11	100.0 %

Q27. Would you say your total annual household income is...

Q27. Your total annual household income	Number	Percent
Under \$50K	35	6.9 %
\$50K to \$74,999	53	10.4 %
\$75K to \$99,999	66	13.0 %
\$100K to \$124,999	77	15.1 %
\$125K to \$149,999	62	12.2 %
\$150K to \$199,999	62	12.2 %
\$200K+	104	20.4 %
Not provided	50	9.8 %
Total	509	100.0 %

WITHOUT "NOT PROVIDED"**Q27. Would you say your total annual household income is... (without "not provided")**

Q27. Your total annual household income	Number	Percent
Under \$50K	35	7.6 %
\$50K to \$74,999	53	11.5 %
\$75K to \$99,999	66	14.4 %
\$100K to \$124,999	77	16.8 %
\$125K to \$149,999	62	13.5 %
\$150K to \$199,999	62	13.5 %
\$200K+	104	22.7 %
Total	459	100.0 %

Q28. Your gender:

Q28. Your gender	Number	Percent
Male	244	47.9 %
Female	252	49.5 %
I prefer to self-identify	2	0.4 %
Not provided	11	2.2 %
Total	509	100.0 %

WITHOUT "NOT PROVIDED"**Q28. Your gender: (without "not provided")**

Q28. Your gender	Number	Percent
Male	244	49.0 %
Female	252	50.6 %
I prefer to self-identify	2	0.4 %
Total	498	100.0 %



Survey Instrument

Dear Resident,

We want to hear from you! Midlothian Economic Development (MED) is conducting a survey to help determine priorities for our community.

We appreciate your time and realize this survey will take approximately 10-12 minutes to complete.

Each question is important. The time you invest in completing this survey will aid MED in taking a resident-driven approach to economic development planning to enhance our community and improve the quality of life for all residents.

You have been randomly selected.

Your response to this survey will remain confidential and will be reported in group form only. Please return your completed survey within the next two weeks using the enclosed postage-paid return-reply envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If you prefer to complete your survey online, please visit MidlothianEconomicDevelopment.ETCSurvey.org. You may also call us toll-free to have your survey completed over the phone at 1-888-801-5368.

To say thank you, at the end of the survey you will have a chance to opt-in to a drawing for a chance to win one (1) \$500 prepaid Visa gift card for fully completing your survey.

If you have any questions, please contact ETC Institute's project manager Ryan Murray at ryan.murray@etcinstitute.com or at 913-254-4598.

Don't miss this opportunity to have your voice heard and help us meet the ever-changing needs of all community members.

Sincerely

Mayor Justin Coffman

2025 Economic Development Resident Survey

Please take a few minutes to complete this survey. Your input is an important part of the Midlothian Economic Development's (MED) planning process and will be used by leaders to make planning decisions. If you prefer, you can take this survey at MidlothianEconomicDevelopment.ETCSurvey.org. We greatly appreciate and value your time! **At the end of this survey you will have an opportunity to opt-in to a drawing for a chance to win one (1) \$500 prepaid Visa gift card for fully completing your survey.**

1. **MED Priorities.** MED operates within Texas law to promote responsible and strategic economic growth. Below are six key focus areas based on the MED's current strategic plan. Please rate how important each area is to you as a resident of Midlothian.

How important are the following:		Very Important	Important	Neutral	Not Important	Not at all Important	Don't Know
1.	Attract employers that offer quality jobs and expand the local tax base	5	4	3	2	1	9
2.	Support the development of Midway Regional Airport as a hub for business aviation	5	4	3	2	1	9
3.	Invest in downtown revitalization to strengthen community identity and boost economic activity	5	4	3	2	1	9
4.	Expand workforce training and adult educational opportunities	5	4	3	2	1	9
5.	Encourage new dining, shopping, and entertainment to make Midlothian a destination	5	4	3	2	1	9
6.	Increase professional office space along Highway 287 to attract major employers	5	4	3	2	1	9

2. Rank the **OVERALL IMPORTANCE** of each item listed in Question 1 from 1st to 6th, where 1st is the **MOST IMPORTANT** for the future of Midlothian's Economic Development and the 6th is the **LEAST IMPORTANT** item listed. *[Write in your answers below using the numbers from the list in Question 1.]*

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ 5th: ____ 6th: ____

3. **Primary Job Employers.** In economic development, "Primary Job Employers" are companies that sell goods or services outside the region - bringing new dollars into the local economy. These businesses are a key focus of the MED. Please rate your level of agreement with each of the following:

When attracting Primary Job Employers, the MED should focus on...		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	Attracting employers that offer higher-paying jobs	5	4	3	2	1	9
2.	Attracting advanced technology and innovation-based businesses	5	4	3	2	1	9
3.	Prioritizing projects that have low negative impacts on our residents	5	4	3	2	1	9
4.	Prioritizing projects that reflect high design standards and construction quality	5	4	3	2	1	9
5.	Attracting employers that strengthen the local tax base and help keep property tax rates low for residents	5	4	3	2	1	9

4. Which **TWO** of the primary job employer items listed in Question 3 are **MOST IMPORTANT** to you and the members of your household as it relates to economic development in the City? *[Write in your answers below using the numbers from the list in Question 3.]*

1st: ____ 2nd: ____

5. **Job Training.** Midlothian is exploring ways to expand local workforce training for adults and high school students. Your input will help guide future investments in career readiness programs. Please rate your level of agreement with each of the following:

I want job training efforts in Midlothian to...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. Address current educational and workforce training needs	5	4	3	2	1	9
2. Partner with Midlothian ISD to create opportunities for graduating seniors	5	4	3	2	1	9
3. Offer training programs for future skills in emerging industries	5	4	3	2	1	9
4. Focus on careers that pay above the county average wage	5	4	3	2	1	9
5. Offer training for healthcare-related occupations	5	4	3	2	1	9
6. Offer training in technology, software, and computer-based careers	5	4	3	2	1	9
7. Offer training for trade occupations (e.g., electrical, manufacturing, welding, HVAC)	5	4	3	2	1	9
8. Support adult learner and continuing education programs	5	4	3	2	1	9

6. Which THREE of the job training effort items listed in Question 5 are MOST IMPORTANT to you and the members of your household as it relates to job training efforts in the City? *[Write in your answers below using the numbers from the list in Question 5.]*

1st: _____ 2nd: _____ 3rd: _____

7. **Downtown.** Midlothian has made major investment in downtown, and additional improvements are being considered as the community continues implementing the Downtown Master Plan. Please rate your level of agreement with each of the following:

The future of Downtown Midlothian should ...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. Strengthen Midlothian's community identity and sense of place	5	4	3	2	1	9
2. Encourage more public activity, events, and community gathering spaces	5	4	3	2	1	9
3. Increase opportunities for local businesses and employment	5	4	3	2	1	9
4. Prioritize the revitalization through investment in infrastructure and streetscape	5	4	3	2	1	9
5. Enhance the vibrancy and everyday activity of downtown Midlothian	5	4	3	2	1	9

8. Which TWO of the items related to the future of Downtown Midlothian listed in Question 7 are MOST IMPORTANT to you and the members of your household? *[Write in your answers below using the numbers from the list in Question 7.]*

1st: _____ 2nd: _____

9. **Mid-Way Regional Airport.** Midlothian is exploring ways to ensure that Mid-Way Regional Airport continues to serve the City's long-term economic goals. Please rank each of the following items from most important to least important. *[Write in your answers below using the numbers from the list below.]*

1. Maintaining the airport's current operations without emphasizing new business aviation.
2. Ensuring the airport provides direct economic benefits to the City (e.g., tax revenue, business investment, job creation)
3. Promoting Mid-Way Regional Airport as a long-term economic driver for the region
4. Supporting the growth of business aviation (e.g., corporate jets, aircraft maintenance, or aviation-related employment)

1st: _____ 2nd: _____ 3rd: _____ 4th: _____

10. **Destination Development.** Midlothian is focused on making the City a more vibrant place to live and work - while maintaining the character that residents value. Please rate your level of agreement with each of the following:

Midlothian should ...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01. Ensure new developments provide a positive financial return to the community	5	4	3	2	1	9
02. Promote high design standards and construction quality	5	4	3	2	1	9
03. Expand dining options	5	4	3	2	1	9
04. Expand entertainment options for residents and visitors	5	4	3	2	1	9
05. Expand shopping options	5	4	3	2	1	9
06. Invest in private infrastructure that support economic growth	5	4	3	2	1	9
07. Invest in public infrastructure to support economic growth	5	4	3	2	1	9
08. Attract regional amenities	5	4	3	2	1	9
09. Attract national brands	5	4	3	2	1	9
10. Preserve a small-town character while growing	5	4	3	2	1	9

11. Which **THREE** of the items listed in Question 10 are **MOST IMPORTANT** to you and the members of your household as it relates to economic growth in the City? *[Write in your answers below using the numbers from the list in Question 10.]*

1st: _____ 2nd: _____ 3rd: _____

12. **Office Space.** Midlothian seeks to support office development that meets the needs of local businesses and diversifies the City's economy. Please rank each of the following items from most important to least important. *[Write in your answers below using the numbers from the list below.]*

1. Attracting smaller, low-rise office buildings designed for small professional and medical users
2. Attracting larger, office buildings designed for regional and corporate employers
3. Prioritize office space that supports key industries like healthcare, technology, and business headquarters

1st: _____ 2nd: _____ 3rd: _____

13. **Community Input.** Please rate the importance of each of the following items to the future success and livability of Midlothian. Using a scale of 5 to 1, where 5 means "Very Important" and 1 means "Not at all Important" rate the importance of each item.

How important are the following:	Very Important	Important	Neutral	Not Important	Not at all Important	Don't Know
01. Variety of housing options (size, price, location, etc.)	5	4	3	2	1	9
02. Availability of skilled local workers	5	4	3	2	1	9
03. Beautification of commercial and industrial corridors	5	4	3	2	1	9
04. Affordable and reliable childcare options	5	4	3	2	1	9
05. Keeping the local property tax rate competitive	5	4	3	2	1	9
06. Support for small businesses and entrepreneurs	5	4	3	2	1	9
07. Investment in infrastructure (streets, utilities, sidewalks)	5	4	3	2	1	9
08. Partnerships that support community growth (Midlothian ISD, Navarro College, TSTC, etc.)	5	4	3	2	1	9
09. High-quality public safety services (police, fire, EMS)	5	4	3	2	1	9
10. Ease of getting around Midlothian, including traffic flow and road safety.	5	4	3	2	1	9
11. Access to job training or upskilling programs	5	4	3	2	1	9
12. Preservation of Midlothian's history during growth	5	4	3	2	1	9

14. Which **THREE** of the items listed in Question 13 do you think are **MOST IMPORTANT** to focus on over the next 5 years? *[Write in your answers below using the numbers from the list in Question 13.]*

1st: _____ 2nd: _____ 3rd: _____

15. Thinking about the future of Midlothian, what changes or improvements would you like to see compared to today?

16. What would you like to see stay the same as today?
-
17. Please imagine a ladder with steps numbered from zero (0) at the bottom to ten (10) at the top. The bottom of the ladder (0) represents the worst possible life in Midlothian and the top of the ladder (10) represents the best possible life in Midlothian.
- 17a. On which step (0 to 10) of the ladder would you say Midlothian is on at this time? ____
- 17b. On which step (0 to 10) do you think Midlothian will stand about five years from now? ____
18. Please use the space below to share any additional suggestions, thoughts, concerns, or challenges for the MED.
-
-

Demographics	Your individual responses will remain confidential.
---------------------	--

19. Including yourself, how many people in your household are...
- | | | | |
|-------------------|------------------|------------------|------------------|
| Under age 5: ____ | Ages 15-19: ____ | Ages 35-44: ____ | Ages 65-74: ____ |
| Ages 5-9: ____ | Ages 20-24: ____ | Ages 45-54: ____ | Ages 75+: ____ |
| Ages 10-14: ____ | Ages 25-34: ____ | Ages 55-64: ____ | |
20. What is your age? ____ years
21. Approximately, how many years have you lived in Midlothian? ____ (1) 0-5 ____ (2) 6-10 ____ (3) 11+
22. Do you own or rent your current residence? ____ (1) Own ____ (2) Rent
23. Do you own a business in Midlothian? ____ (1) Yes ____ (2) No
24. Do you or members of your household work in Midlothian? ____ (1) Yes ____ (2) No
25. Are you of Hispanic, Spanish, or Latino/a/x ancestry? ____ (1) Yes ____ (2) No
26. Which of the following best describes your race/ethnicity? *[Check all that apply.]*
- | | |
|--|---|
| ____ (01) Asian or Asian Indian | ____ (04) White |
| ____ (02) Black or African American | ____ (05) Native Hawaiian or other Pacific Islander |
| ____ (03) American Indian or Alaska Native | ____ (99) Other: _____ |
27. Would you say your total annual household income is...
- | | | |
|-------------------------------|---------------------------------|----------------------------|
| ____ (1) Under \$50,000 | ____ (4) \$100,000 to \$124,999 | ____ (7) \$200,000 or more |
| ____ (2) \$50,000 to \$74,999 | ____ (5) \$125,000 to \$149,999 | |
| ____ (3) \$75,000 to \$99,999 | ____ (6) \$150,000 to \$199,999 | |
28. Your gender: ____ (1) Male ____ (2) Female ____ (3) I prefer to self-identify: _____
29. If you would like to opt-in to a drawing for a chance to win one (1) \$500 prepaid Visa gift card please provide your contact information below. *[The gift card will be sent via email only and is limited to one entry per household. Your information will NOT be shared with MED and will only be used to contact you if you are selected as the winner of the prepaid Visa gift card.]*
- Name: _____ Email: _____

This concludes the survey. We appreciate your time!
Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information to the right will ONLY be used to help identify the level of need in your area. Thank you!