Age Grouping - Summary Analysis

The open-ended responses were analyzed to explore sentiments and themes. There are notable differences by age groups. The survey sample breakdown reflects the age-pyramid of the community, with the most people in the 30–50-year-old age range.

Age Group	Key Sentiments	Key Difference	# Survey Respondents
19-29	• Strong support for walkable spaces, parks, and local businesses. • Emphasis on creating a vibrant downtown and ensuring Pflugerville is an attractive place for young adults. • Interest in public trails, connectivity, and access to amenities.	This group most frequently mentions “downtown,” “trails,” and “local businesses,” highlighting a desire for activation of public and commercial spaces in a youthful, accessible way.	53 (10%)
30-39	• Focus on family-oriented infrastructure like parks, trails, and public amenities. • Interest in balanced development that retains character while improving quality of life. • Prioritization of accessibility, public safety, and recreational investments.	This group is the most family-focused, consistently referencing “parks,” “trails,” and “public” needs, suggesting a desire for Pflugerville to be optimized for young families and children.	177 (31%)
40-49	• Concern about sprawl, traffic, and overdevelopment. • Focus on community structure, regional planning, and maintaining liveability. • Consistent mentions of “roads,” “infrastructure,” and “place” alongside civic pride.	This group emphasizes strategic growth and community liveability, showing strong alignment with long-term city planning and quality infrastructure investment.	146 (26%)
50-59	• Repeated concerns about community identity, traffic, and infrastructure strain. • Mentions of wanting to preserve Pflugerville as a distinct town amid the Austin metro’s growth. • Calls for maintaining roads, greenspace, and residential character.	This group voices the highest concern about Austin’s influence, reflecting tension between growth and retaining the city’s individual identity	69 (12%)
60-69	• Prioritization of water, traffic, and business development. • Strong support for safe streets, local services, and neighborhood cohesion. • Emphasis on preserving community feel while recognizing economic opportunity.	This group balances the need for development with a clear focus on managing growth-related challenges like traffic and infrastructure.	69 (12%)
70-79	• Concerns about infrastructure, safety, and loss of small-town values. • Frequent mention of “safe,” “infrastructure,” and “community.” • Preference for measured change and preserving what works.	This group is conservative toward growth, showing caution in the face of rapid development and emphasizing safety and community stability.	43 (8%)
80+	• Desire to maintain Pflugerville “as it is” with minimal disruption. • Support for zoning clarity, business vitality, and calm neighborhoods. • Concern about losing the sense of place.	This is the most resistant to change group, prioritizing legacy, continuity, and preserving a town they feel connected to.	3 (1%)