RAYMOND TURCO & ASSOCIATES

SUMMARY REPORT

Raymond Turco & Associates was retained by the City of McKinney to conduct a scientifically accurate telephone poll examining the attitudes of residents about city services and various initiatives under consideration. This survey was a follow-up effort to one undertaken for the city in 2010. Most questions were duplicated from the "benchmark" survey so that results could be compared, to see where gains were made or declines evident. This survey serves as a second "data point" in terms of future evaluations and trending. In addition, several questions were new, in order to provide input for the City Council. Questions continued to focus on issues related to city performance areas, services, customer service, and other city-related initiatives.

Additionally, because of the declining number of "land line" telephone numbers and the limited number of potential survey respondents, totaling 600, the decision was made by the city to undertake a second survey, a web-based, online survey for anyone who chose to access the site. The questions from this survey were identical to the telephone instrument. The survey link was accessible through the city's web site, as well as published on social media sites and available through general email blasts. Over 2,000 people responded to the online survey. The results are reported in this summary, but the focus is on the telephone survey, as it is most important to compare identical contact methodologies and not add new ones.

Recall that a telephone survey is an attitudinal "snap-shot" of the community during the time of survey implementation and has not been influenced by either positive or negative publicity. The telephone survey included the responses of 600 individuals, which equates to an overall error rate of +/- 4%, at a 95% confidence level, based on scientifically accurate sampling techniques. The 2,700 online responses would equate to an overall error rate of +/- 2% at a 95% confidence level, although an online survey, as a self-administered survey, has inherent issues when projected as scientifically valid. It still should be noted that a significant number of respondents took part in this project. The information gathered in this report will provide elected officials, city staff, and concerned citizens with the "pulse" of the community as it relates to the issues explored.

Below is listed our analysis of the project:

EVALUTING AND IMPROVING QUALITY OF LIFE IN MCKINNEY

- ***Ninety-six percent of respondents sampled voiced their satisfaction with the quality of life in their community, either intensely (54% very satisfied) or in general (42% satisfied). The current rating of 96% was identical to 2010 (96%), although both intense (55%-54%) and general (41%-42%) marks experienced a minimal one percent shift. In terms of dissatisfaction, only 3% were critical about quality of life, and nobody was intensely negative (1%-0%) also a one point shift from previous results. Therefore, with a one point decline in negativity, the ratio of positive to negative comments improved from a very healthy 24.0:1 to 32.0:1, meaning that if queried, 32 residents would comment positively before one person was to be critical about quality of life. Also note that the intensity ratio, comparing very satisfied to very dissatisfied respondents was 54% to 0%, rather than the previous 55% to 1%. This continued a trend in which over half of residents responding to the telephone survey were enthusiastic or passionate in assessing their opinions about quality of life. Those responding to the online survey were less intensely satisfied than telephone respondents, at 43%, and less positive overall, with a 93%, versus 7% dissatisfied, for a satisfaction ratio of 13.3 to one.***

  From the standpoint of intense satisfaction, the far western part of the city was most pleased, at 60%. From there, the further east, the lower the percentage, from 52% in the central portion, east to U.S. 75, and to 38% in Area III, the region defined as east of U.S. 75. For comparison purposes, the marks in 2010 were 61%, 52%, and 38%, indicating minimal change. However, whereas in 2010, the further east, the lower the overall satisfaction, the same was not true this year. This was not because of changes in Areas I (99%- 96%) or II (97%-98%), but because of an increase of positive opinions in Area III (88%-95%). So even though intensity ratings remained the same in that part of the city, overall positive feelings increased. Combined dissatisfaction was 3%, regardless of where people lived, which was not the case in 2010 (1%-3%-12%), as residents in the eastern part of the city were more critical. The satisfaction ratio declined (99.0:1-32.0:1) in Area I, as dissatisfaction went from 1% to 3%, but improved in both Areas II (32.0:1-32.7:1) and especially III (7.3:1-31.7:1), to the point where satisfaction was consistent throughout the city. Men saw satisfaction improve from 94% to 97% and women, from 96% to 97%. The less complimentary respondents were in evaluating community improvement, the less intensely satisfied (63% of improved, to 50% of same, to 18% of worse) they were and less positive in general (99%-98%-83%). When compared with 2010 findings, intensity ratings were similar (63%-47%-20%), although those most critical were 13% more positive in general than before (98%-96%-70%). Also, both voters and nonvoters from the last city council election were similarly complimentary (96%-97%), which is consistent with previous findings (96%-95%). It should also be noted that the more educated the respondent, the more intensely positive he or she was (41% of up to high school grad, to 53% of technical school or some college, to 56% of college grad or post graduate work). However, opinions were similar when looking at combined satisfaction (95%-98%-96%).

People newest to the city were most passionate about quality of life (59% of under 6 years, to 55% of 7-20, to 48% of over 20 years), which was similar to the benchmark findings (60%-51%-47%). Whereas 2010 results showed long-term city inhabitants least positive (97%-95%-88%), current results failed to duplicate those findings (95%-97%-98%), as this time, long term inhabitants were most complimentary. There was only a minimal difference in intense satisfaction when compared by the age of the respondent (55% of 18-34, to 55% of 35-54, to 54% of 55+), which was slightly different from 2010 (61%-55%-54%), as young people this year were less passionate. Overall satisfaction grew the older the individual (91%-96%-97%), which was not the case in 2010 (98%-96%-94%), as young respondents were less positive in 2014. Parents of young children (56%-62%) and teenagers (53%-56%) were more enthusiastic this year, while those with pre-teens (59%-50%) were not. People who did not have children or whose children were over age 18 (described as nonparents) voiced identical positive comments (62%-62%). Overall satisfaction this time was 97% across the board, a slight variance from 2010 (97%-97%-93%), with nonparents 96% pleased, the same as before. The ethnic tables showed Anglos most often very satisfied (56% of Anglos, to 50% of Others, to 40% of African-Americans), which was also the case in 2010 (58%-44%-38%) with Anglos and African-Americans similarly positive overall (97%-98%-95%), also comparable to 2010 results (96%-96%-91%). (See Question #1 of the Survey and Table #3 of the Tabulation Report.)

- ***The subset of respondents who acknowledged having lived in McKinney for fewer than 10 years (31% of sample) most often described their previous residence as having moved from another state (40%). Other***

popular responses were moved from another city from the Dallas-Fort Worth metroplex (33%), from another city in the north Texas area (13%), or from elsewhere in Texas (12%). Only one percent of those sampled said they moved to McKinney from another country. In a follow-up question, the primary reason this group chose to live in McKinney was to be closer to family (31%), closer to work/job transfer/new job (17%), housing/affordable/downsized/new home (13%), or liked the area/nice community/family oriented/quality of life (11%). Sixty-two percent of the online sample had lived in McKinney the same time and having moved from another city in the Dallas-Fort Worth metroplex (41%) was the answer that best described their previous address, followed by having moved from another state (35%) or another city in the north Texas area (13%). Only 8% said they moved from elsewhere in Texas and 2% from another country. This groups' responses were different, as their primary reason for moving was housing/affordable/downsized/new home (21%), more so than closer to work/job transfer/new job (15%), closer to family (13%) or good school district (10%).

Among the telephone respondents, moving from another state was a reason most often given by people in Areas I and II (43%-40%-22%), but not Area III, where interestingly, the highest percentage of people said they moved from another city in the north Texas area (11%-12%-30%) or from elsewhere in Texas (11%-14%-17%). Area I also had the highest percentage of people who said they had moved from another city in the Dallas-Fort Worth metroplex (34%-33%-30%) but the citywide variance of only four percent was minimal. People very satisfied with quality of life more often came from another city in the Dallas-Fort Worth metroplex (38%-27%-33%), whereas those negative moved from another state (38%-42%-45%), although the last percentage represented the opinions of only nine people. When compared by education level, those who had technical/some college or were college graduates/post graduates more often moved from another state (48% and 40%) rather than from another city in the Dallas-Fort Worth metroplex (27% and 34%) or from another city in the north Texas area (21% and 10%). The with up to a high school graduation respondent more often moved from another city in the Dallas-Fort Worth metroplex (37%) than another city in the north Texas area or another state (both 25%).

The older the respondent, the less frequently they were to have moved from another city in the Dallas-Fort Worth metroplex (60%-39%-28%), although they were the subset that moved from another city in the north Texas area (0%-9%-17%). Age had minimal bearing on the percentage of residents who moved to McKinney from another state (40%-41%-40%). A smaller percentage of nonparents acknowledged moving from another state (38%), with parents more likely to admit to that scenario (56%-43%-50%). Parents, especially those with pre-teens, were more inclined to say they moved from another city in the Dallas-Fort Worth metroplex (16%-41%-24%), with nonparents 33% likely to respond similarly. Both African-Americans (54% to 23%) and Anglos (40% to 34%) were more likely to have moved to McKinney from another state rather than the Dallas-Fort Worth metroplex. This was not the case of Others (27% to 34%), who more often moved from within the metroplex.

Family was an extremely popular response from respondents in Area III (30%-25%-50%), as half of those sampled gave that answer. People in Area I more often said to be closer to work/job transfer (19%-16%-9%) and to a lesser extent, because they liked the community (12%-11%-9%). Area II was inclined to say because of good school district (6%-11%-0%) and country-like/small (4%-14%-0%), while Area III, housing/affordable/downsized (15%-5%-18%). When compared with community improvement, those most positive said closer to school (32%-31%-26%), liked the area (14%-10%-5%), and country-like/small (9%-2%-0%) were reasons they moved to the city. The only response mentioned most often by people critical of improvement was housing/affordable (11%-13%-21%).

The older the individual survey participant, the more likely he or she was to say the reason they moved to McKinney was to be closer to family (20%-15%-41%). Conversely, they were least likely to say closer to work/job transfer (40%-26%-11%) or good school district (40%-15%-1%). Only middle-aged and older individuals focused on housing/affordable/downsize (0%-13%-14%), while liked the area/nice community (0%-17%-8%) was a more popular comment among those 35-54 years of age. The older the child, the more frequently parents commented about being closer to family (11%-14%-19%) as the reason they moved. However, nonparents were 40% likely to give that response. Comparatively, they less frequently focused on liked the area/nice community (8%, to 33%-10%-12%), an only minimally popular comment among parents, unless the children were young. Good school district was a reason for moving most frequent among parents of young children and pre-teens (17%-24%-9%, to 1%), but not nonparents. Interestingly, closer to work/job transfer was a popular reason to move regardless of parental status (14%, to 22%-21%-22%). Anglos said closer to family (36%), close to work/job transfer (16%), and housing/affordable (14%) were the reasons for moving to McKinney. Comparatively, African-Americans said closer to family (20%) and country-like/small (15%), while Others said closer to work (28%), liked the area/nice community (24%), and closer to family (17%). (See Questions #3 and #4 of the Survey and Tables #5 and #6 in the Tabulation Report.)

- ***More than one-half of residents responding (59%) to the telephone survey felt in the last five years, McKinney had improved. That rate was similar to 2010, when 58% acknowledged improvement. In addition, a smaller percentage felt quality had stayed the same (32%-29%), instead believing the community had gotten worse (6%-10%). Comparatively, 32% felt it had stayed the same and 6% worse. The ratio of improved to declined dropped from 5.7:1 to 2.9:1. One-half of the people who responded to the online survey believed that McKinney had improved (50%), while 19% graded the community worse, a ratio of 2.6 to one. The remaining 30% considered quality the same.***

  The negative quality of life rating (worse) increased from west to east (8%-12%-14%), the same trend noted in 2010 (3%-5%-12%). Note that worse ratings, although minimal, more than doubled in Area II, greater than in any part of the city, although only a seven percent jump. Improved ratings were unchanged in Area I, the western portion of the city (61%-61%), compared with an improvement in Area II (54%-59%) versus diminished ratings in Area III (59%-52%). In both 2010 and 2014, Area III was least likely to say quality had improved and most critical of improvement, although positive opinions were more than four times higher than negative ones. This year's survey showed people in Area III most likely to assign a status quo (same) response (29%-28%-33%), a distinction previously held by individuals in Area II (33%-38%-22%). The more negative one was with the quality of life perceptions, the less frequently he or she said the community improved (69%-50%-16%), but there was little difference when compared with benchmark findings (67%-50%-19%). College graduates/post graduate respondents' were least likely to say the quality had improved (66%-64%-57%) and more inclined to say it was worse (8%-6%-11%), although criticism was minimal.

  Improved ratings fluctuated based on how long one lived in the city (56%-60%-56%), which was the same trend as in 2010 (58%-61%-55%). One difference is that regardless of tenure in the community, residents were 10% critical of community improvement, which was not the case in 2010 (3%-7%-10%). This year's survey showed younger respondents more complimentary of community improvement (73%-63%-57%), which was not the case previously (51%-60%-57%), as there was a significant jump in their opinions. Also note improved positive responses among parents of young children (57%-59%-58%, to 75%-68%-59%), while nonparents remained unchanged (58%-58%). By ethnicity, African-Americans assigned the highest improved ratings (72%), also the case in 2010 (70%), followed by Others (62%) and Anglos (58%). In 2010, these two subsets were 56% and 58% complimentary. (See Question #5 of the Survey and Table #7 of the Tabulation Report.)

- ***Growth/managing growth (18%), traffic (15%), water restrictions/drought (12%), lack of tax base/no retail (9%), and road construction (8%) were identified as the most important issues facing McKinney, according to survey participants who answered this open-ended query. For comparison purposes, issues most prominently mentioned in 2010 were growth/fast growth/managing growth (26%), traffic (13%), and road conditions/construction/tolls/infrastructure (10%). Therefore, since 2010, water restrictions/drought has moved to the forefront of people's opinions, replacing growth/managing growth.*** **Respondents were less focused this year on high taxes/property taxes (9%-5%), but made more mention of infrastructure/street maintenance (NA-5%) and city leadership/poor/unresponsive (NA-4%). Secondary issues,** ***based on frequency, were overpopulation/overgrowth, high taxes/increased taxes, infrastructure/street maintenance, and school district issues, each mentioned by 5% of people sampled. A total of 13 issues were raised, with people least likely to mention lack of public transportation (2%), housing issues/too many apartments (3%), and crime/safety/police response and city leadership issues/poor (both 4%). Growth/managing growth (19%) was also of most concern to online respondents, followed by traffic (17%), and road construction, water restrictions/drought, and lack of tax base/no retail (each 8%). Conversely, of least importance was maintaining small town feel and lack of recreation (both 2%), and school district issues, housing issues/too many apartments, city leadership issues/poor, and diminishing green space (each 3%).***

  The top item in 2010 declined regardless of where people lived. Growth/managing growth dropped 27% to 19% in the Central region (Area II), 26% to 18% in the West (Area I), and 24% to 17% in the East (Area III). In fact, in Area III, it was not even the top concern, as more residents this year focused on traffic (10%-18%-24%), an issue that drew a higher response the further east the sample. In Area II, one percentage point separated the top two concerns, while in Area I, slightly more focused on growth than on water restrictions/drought (16%-9%-6%), another concern in which geography appeared to have an impact on respondent's concerns. Another item that drew similar geographic comparisons was lack of tax base/no retail (11%-8%-5%). When comparing the findings by gender, men were more concerned with water restrictions/drought (16%-9%) and women, traffic (17%-13%), with other items of similar concern to both groups. Those most satisfied with quality of life ratings felt the most important issue facing the city was growth/managing growth (23%-13%-10%), while it did not concern those critical of quality. They were much more focused on water restrictions/drought (14%-9%-26%) and overpopulation/overgrowth (5%-3%-13%). Concerns over traffic (13%-17%-16%) and lack of tax base/no retail (8%-10%-10%) were similar regardless.

Road construction/U.S. 75 construction drew more comments from those positive about quality of life than negative (9%-7%-0%). Also, the group most concerned with traffic (20%-11%) identified themselves as nonvoters in the last municipal election.

Traffic congestion was the number one concern to people having lived in McKinney the longest (10%-14%-22%), compared with growth/managing growth (15%-19%-18%) first among other city inhabitants. The third most important concern, water restrictions/drought, generated mention from all three length of residence subsets similarly (13%-13%-9%). Lack of tax base/no retail did not appear to concern newer city residents as it did others (3%-10%-9%). Older respondents were less concerned with growth/managing growth (25%-20%-17%) and more focused on traffic (0%-15%-16%). Growth concerned parents (19%-19%-27%), especially those with teenage children, versus 17% of nonparents. People without children were similarly concerned over traffic (16%, to 8%-13%-14%). By ethnicity, Anglos most often said the most important issue was growth/managing growth (19%, to 11% of African-Americans and 16% of Others), traffic (16%-11%-14%) and water restrictions/drought (13%-3%-9%). African-Americans were most likely to say road construction/U.S. 75 (7%-14%-5%). (See Question #6 of the Survey and Table #8 of the Tabulation Report. Also see Supporting Table #2 of this Summary Report, page 51.)

- ***Responding to emergency situations (80%-2%, 40.0:1), protecting the people and property, making McKinney a safe community (95%-4%, 23.8:1), and providing essential utility services (water/sewer) for daily living (90%-8, 11.3:1) continued being the three top city performance areas taken from the city's core business items, based on these attaining the highest ratios of satisfaction to dissatisfaction. In fact, responding to emergency situations (27.7:1-40.0:1) and making McKinney a safe community (13.0:1-23.8:1) were actually graded higher this year than in the benchmark survey, although providing essential utility services (18.4:1-11.3:1) did not. Three other services generated satisfaction ratings from at least four of every five survey participants: preserve the "McKinney character" our heritage (84%-9%, 9.3:1), serve as a community information and resource center (80%-9%, 8.9:1); and provide leisure and recreational opportunities (84%-11%, 7.6:1). Comparatively, residents were least pleased with the city in terms of managing traffic flow and the city's road system (57%-40%, 1.4:1), planning McKinney future development (62%-22%, 2.8:1), and supporting economic expansion (71%-18%, 3.9:1), although note that all nine performance areas were graded positive by no less than 7% of survey participants. Excluding the top three items, respondents were less positive about the city managing traffic flow (1.8:1-1.4:1), planning future development (4.0:1-2.8:1),***

supporting economic expansion (5.0:1-3.9:1), preserving the "McKinney character" (10.5:1-9.3:1), and serving as a community information and resource center (9.8:1-8.9:1). The remaining performance area, providing leisure and recreational opportunities, saw its performance ratio improve (5.9:1-7.6:1). Online survey respondents ranked performance areas similarly, being most pleased with the city responding to emergency situations (96%-3%, 32.0:1), protecting people and property, making McKinney a safe community (93%-7%, 13.3:1), and providing essential utility services for daily living (93%-8%, 11.6:1). Likewise, they were least pleased with the city managing traffic flow and the city's road system (48%-52%, 0.9:1), planning McKinney's future development (66%-34%, 1.9:1), and supporting economic expansion (73%-27%, 2.7:1). The other three performance areas generated ratios of 7.3:1 (88%-12% for serving as a community information and resource center), 4.8:1 (82%-17% for providing leisure and recreational opportunities), and 4.0:1 (80%-20% for preserving the "McKinney character" our heritage).

Protecting people and property and responding to emergency situations (both 36%) and providing essential utility services (33%) were the performance areas of which residents were most proud, as these attained the highest very satisfied comments. Next was preserving the "McKinney character," with a 29% intensity mark. Conversely, survey participants were least passionate toward the city managing traffic flow and the city's road system (8%), planning future development (11%), and supporting economic expansion (15%). When compared with previous findings, the most movement, positive or negative, was a four percent decline for planning McKinney's future development (15%-11%) and a three point drop for providing essential utility services (36%-33%) versus a three percent improvement in terms of providing leisure and recreational opportunities (24%-27%). As in the past, very dissatisfied remarks were minimal, being no higher than the 8% who were very critical about managing traffic flow and the city's road system, although that was two percent higher than in 2010 (6%). Overall dissatisfaction for this item also increased, from 34% to 40%. Residents were also five percent more critical of the city in terms of planning for McKinney's future development (17%-22%).

Residents in general were pleased in their satisfaction with the various performance areas. Each was most pleased with the city in terms of protecting people and property (96%-95%-93%), providing essential utility services (92%-89%-90%), and either providing leisure and recreational opportunities in Area I (85%-81%-81%) or preserving the "McKinney character" our heritage (85%-85%-82%) in Areas II and III. Only one item showed more than a ten percent variance in satisfaction and that was relative to the city managing traffic flow and the city's road system, as positive opinions declined over 20 percent from west to east (64%-50%-43%). There was also an eight percent drop regarding planning McKinney's future development (66%-59%-58%) and a seven point decline in terms of supporting economic expansion (75%-68%-69%).

In comparing present and former survey findings, satisfaction ratings for performance areas increased more than declined in Areas I (5-4) and III (5-4), while in Area II, more areas saw satisfaction decrease (2-7). Although people in Area I were more positive than not, in actuality little changed, as the highest increase was only two percent, versus no more than a three point decline. Opinions varied more in Area III, although only one, managing traffic flow and the city's road system, saw movement move by ten percent or more (53%-43%). There was also an eight point improvement when evaluating protecting people and property (85%-93%) and six for providing essential utility services (84%-90%). Survey participants in Area II were more critical when it came to evaluating both traffic flow the city's road system (63%-50%) and planning McKinney's future development (71%-59%). There was also a nine percent decline for supporting economic expansion (77%-68%) and seven for responding to emergency situations (87%-80%). Only two areas in this part of the city graded out higher, none greater than three percent. Therefore, residents in Area I continued to voice similar satisfaction regarding the nine performance areas, while traffic flow graded out lower in Areas II and III and planning, in Area II. Other performance areas tended to be evaluated somewhat more negatively in Area II.

Ninety percent of parents and nonparents were satisfied with the city providing essential utility services (93%-92%-90%, to 97%) and protecting the people and property, making McKinney a safe community (100%-93%-95%, to 97%). As children aged, parents were less complimentary about the city managing traffic flow and the city's road system (61%-57%-55%), supporting economic expansion (78%-77%-70%), and serving as a community information and resource center (93%-84%-77%), with nonparents registering marks of 72%, 75%, and 88%. Five areas received their highest satisfaction rating from nonparents, with the other three receiving their top scores from parents of young children. (See Question #7 of the survey and Tables #9 - #17 of the Tabulation Report. Also see Supporting Tables #3 - #5 of this Summary Report, pages 52 and 53.)

- ***Better than three of every four respondents interviewed (76%) agreed (52%) or strongly agreed (24%) with the statement, "I can generally find what I want to buy in McKinney." The 76% in 2014 was a minimal three percent lower than previously (79%), mostly the result of a four percent***

decline in intense agreement (28%-24%). Disagreement to this statement totaled 23%, versus 21% in 2010. Note that strong disagreement was nearly unchanged over the two surveys (3%-4%). In a follow-up question, clothing (32%) was the overwhelming item not available for purchase in McKinney, according to the subsample of respondents. Other unavailable items included department stores/a mall (15%), furniture (11%), and books (5%). For comparison purposes, the items listed most frequently in 2010 were clothing (25%), furniture (10%), and food/ethnic/specialty/restaurant and books (both 9%). Online respondents were 72% agreeable that they could find what they wanted to buy in McKinney, of which 22% affirmed the statement intensely. They were also similar in saying what they could not buy was clothing (26%), department stores/a mall (12%), named specific city where they shopped (11%), and furniture and restaurant (both 8%).

Both intense (23%-24%-28%) and general (73%-79%-79%) agreement grew West to East. This trend was similar to the previous survey, in terms of both intense (25%-28%-32%) and general (76%-79%-80%) affirmation. Therefore, intensity ratings between the last survey and today declined similarly throughout the city and were not focused in one particular region of the city. Also more likely to agree were people very satisfied with quality of life (82%-70%-58%) and people positive about community improvement (82%-71%-61%). The tables did show one's education was not an influence on shopping availability, as 75%, 83%, and 74% said they found what they wanted to buy in the city, although college graduates/post graduate work respondents voiced the lowest affirmation rating.

While 2010 findings show long-term residents most agreeable (78%-75%-88%), this year's results found newer inhabitants most likely to affirm the statement (85%-74%-78%). Agreement increased minimally, from 78% to 82% among young survey participants, compared to similar percentages among middle-aged people (78%-77%) and a slight decline among seniors (78%-75%). Parents, especially those with young children, voiced higher strongly agree marks (44%-30%-26%, to 22%), although only parents of young children showed any real change when compared with prior results (32%-30%-29%, to 26%). Parents of teenagers were most agreeable (78%-73%-81%, to 76%), whereas, in 2010, they, along with nonparents, were least agreeable (82%-81%-77%, to 77%). Agreement among African-American survey participants declined over the two surveys (83%-75%), but not dramatically. Comparatively, affirmation among Anglos declined slightly (78%-76%), while Others showed no change (74%-74%).

Regardless of where people resided, clothing was the item most often unavailable to be purchased in McKinney. However, whereas it was mentioned most frequently in the West in 2010 (27%-21%-25%), it was cited least often in 2014 (27%-40%-40%), although it was more of a concern this year. More residents from the West focused on the need for a department store/mall (18%-9%-13%), especially when compared with the Central subsector. Only four percentage points separated the three subsectors when it came to being unable to buy furniture (11%-9%-13%). The desire to buy books but not being able grew in mention as the sample moved east (1%-9%-13%), which was not the case in 2010 (5%-14%-10%). Women again said clothing was most frequently unavailable for purchase (31%-41%) more often than men (18%-24%), although both mentioned it more frequently this year. Additionally, women were more likely to say they could not purchase furniture (16%-5%), and men, books (9%-2%) or hardware/home improvement (9%-0%). Those most negative regarding quality of life most often listed clothing (34%-30%-37%) and furniture (10%-9%-26%) as being unavailable. Clothing (15%-56%-35%) was far and away the item most often unavailable for purchase to those who assigned either status quo or critical comments to community improvement. People positive about improvement most often said a department store/mall (20%-2%-20%) was needed, with negative respondents ranking it second.

Participants newest to McKinney (40%-35%-16%) most often said clothing was the item they tried to purchase. Conversely, it was long-term inhabitants that focused on the need for department stores/a mall (10%-14%-21%). Another item most often mentioned as unavailable by new residents was furniture (20%-10%-11%). Only two individuals under the age of 34 responded to this question, therefore, in comparing the other two age subsets, percentages were similar relative to trying to purchase clothing (32%-31%), department stores/a mall (18%-13%), and furniture (8%-4%). The older the child, the more often their parents said they tried to purchase clothes (16%-22%-53%), or furniture (0%-13%-12%). Also, parents of young children were very focused on the need for department stores/a mall (66%-13%-6%). Nonparents were unable to purchase clothing (31%), department store/a mall (13%), and furniture (12%). By ethnicity, Others more often said they were not able to purchase clothing (58%), compared with 30% of Anglos and 25% of African-Americans. The same was true in terms of furniture (17%-12%-0%), most often mentioned by Others, not African-Americans. However, Others did not mention department stores/a mall (0%), although Anglos (15%) and African-Americans (25%) did. (See Questions #8 and #9 of the Survey and Tables #18 and #19 of the Tabulation Report. Also see Table #6 of this Summary Report, page 53.)

- ***A majority of residents (56%) sampled considered the money they paid versus the services provided to be either a good (45%) or great (11%) value. The 56% is eight percent higher than the 48% in 2010, with most of that change coming from improved good ratings (38%-45%). By comparison, fair (38%-30%) and poor (10%-11%) value ratings declined from 48% to 41%. This shift in percentages moved the quality ratio from 1.0:1 in 2010 to 1.4:1 this year. Note that most of the shift in opinions were "soft" in nature and not intense, as both great and poor value ratings shifted by only one percentage point. Online respondents were more positive than negative (52%-42%), although with identical 10% great and poor value marks.***

  Combined positive value ratings increased mostly in Areas II (46%-58%) and III (49%-61%), but also gained in Area I (48%-54%). The value ratios increased in all three subsectors, most noticeably in Area III (1.1:1-2.0:1), where it nearly doubled, but also in Area II (0.9:1-1.5:1) and Area I (1.0:1-1.2:1). Note that current survey results show the further east the sample, the higher the positive ratio. That was not the case in 2010, where ratios were more consistent, although only positive in Area III. Respondents very satisfied with the quality of life went from a 57% positive rating to 69%, versus a 37% to 42% among people satisfied. Noteworthy are those most dissatisfied, as their value rating went from a negative 19% to a positive 53%. Note that those generally satisfied were the ones most wanting, as they assigned the highest fair or poor value rating (29%-54%-47%). However, when compared by community improvement rating, the more critical, the lower the good or great rating (67%-46%-26%). When findings are reviewed by educational levels, high school graduates were slightly less positive (53%) than those with some technical or college experience (61%) or college graduate or post graduate work (56%), but not significantly so.

  Whereas the previous survey showed newer residents most complimentary (51%-45%-44%), current findings showed both new and long-term inhabitants similarly complimentary (60%-54%-61%). There was a significant increase in positive percentages among people under the age of 35 (47%-91%), although there were only a minimum number of respondents in this subset. Middle-age respondents were also more positive (47%-58%), as too, seniors (48%-54%). The older the child, the less positive parents were about grading value (74%-61%-57%), which was contrary to the last survey, where percentages were similar (46%-47%-46%). Nonparents saw positive marks increase from 48% to 55%. African-Americans saw a higher percentage increase in positive ratings (48%-62%) than Anglos (48%-57%) or Others (44%-45%), where little change was evident. (See Question #10 of the Survey and Table #20 of the Tabulation Report.)

- ***Accessing the city website (77%), visiting a city park or park facility (75%), visiting a public library in McKinney (70%), and participating in a city event and visiting a city office building other than city hall (both 50%) attained the highest participatory percentages, out of 14 items tested. Comparatively, respondents were least likely to enroll in a class through the parks and recreation department (12%), attend a meeting of the city council or any city board or commission meeting (16%), or use a city pool (17%). When compared with previous findings, participation marks declined for ten activities, most noticeably in terms of visiting McKinney City Hall (43%-33%), visiting a city park or park facility (80%-75%), or visiting a city recreation center (43%-38%). Comparatively, only two showed increased participation, with the most being three percent increase in visitation to a public library in McKinney (67%-70%). The city web site was also the item of which online respondents most often participated, but at a rate that was 20 percent higher than telephone (96%), followed by visiting a city park or park facility (87%), participating in a city event (67%), visiting a public library (66%), utilizing a hike and bike trail (58%), and visiting a city building other than city hall (52%). What these survey respondents did less often was use a city pool or enroll in a class through the parks and recreation department (both 15%), and attend a meeting of the city council or any city board or commission meeting (17%). In a follow-up question, telephone respondents who acknowledged having participated in a city event said they attended Red, White & Boom (62%), Oktoberfest (61%), and Home for the Holidays (56%) most often, while online respondents said Oktoberfest (76%), then Red, White & Boom (53%), and Home for the Holidays (50%). Both respondent groups were least likely to participate in Krewe of Barcus (10% and 11%), the Easter Egg Hunt (13% and 8%), and Bike the Bricks (17% and 21%). Additionally, 13% of online respondents acknowledged participating in the Classic Music Series, versus 18% of telephone respondents, as one was in the bottom three for one and not the other.***

  Second tier activities showed residents to utilize were a hike and bike trail (41%), a city athletic field (40%), and a city recreation center and the McKinney Performing Arts Center (both 38%). As has been noted, the significant change was the decline in people visiting McKinney City Hall and to a lesser extent, declining usage of a city park or park facility and a city recreation center, with the latter two declining by five percent versus a ten percent drop for the latter destination.

  A majority of respondents, regardless of where they lived, visited a city park or park facility (74%-78%-71%), accessed the city web site (81%-79%-62%), and visited a public library (73%-70%-58%). In addition, residents in Areas I and II voiced majority participation in a city event (51%-52%-45%), and visited a city building other than city hall (50%-54%-42%). The current survey results show a lot of difference in participation when comparing Area III with other parts of the city. In fact, there was a minimum 10-percent variance in terms of visiting or using a city athletic field (29%, to 43% in Area I), utilizing a hike and bike trail (26%, to 49% in Area II), accessing the city website (62%, to 81% in Area I), visiting a city office building other than city hall (42%, to 54% in Area II), visiting the McKinney Performing Arts Center (29%, to 41% in Area II), and visiting a public library (58%, to 73% in Area I). When only Area I and Area II are compared, the only discrepancies were Area II more inclined to utilize a hike and bike trail (49%-40%) and visit a city recreation center (41%-34%). All other responses varied by less than five percent.

In general, residents were less likely to voice participation this year than in 2010. This was especially true in Area III, where all 13 items tested showed diminished rates, including five that declined by more than ten percent: utilizing a hike and bike trail (40%-26%); visiting a city recreation center (57%-42%); visiting McKinney City Hall (47%-33%); attending a meeting of the city council or any city board or commission meeting (27%-15%); and visiting city office buildings other than city hall (57%-42%). In addition, visiting a city park or park facility declined eight points (79%-71%). Area II saw participation rates decline for seven items, but improved for three. However, in contrast to Area III, no item shifted by more than nine percent. Respondents were less likely this year to visit McKinney City Hall (42%-33%), a city park or park facility (84%-78%), or a city athletic field (46%-41%). The greatest increase in participation was four percent for visiting a city office building other than city hall (50%-54%). In the West subsector, four items exhibited improvement versus eight in which participation declined, although the maximum drop was only seven percent, for having visited McKinney City Hall (41%-34%). That was in contrast to a six percent increase in library visitation (67%-73%).

A majority of parents acknowledged visiting a city park or park facility (91%-92%-91%), a city athletic field (69%-76%-71%), a hike and bike trail in the city (50%-54%-60%), accessing the city website (94%-96%-88%), visiting a city office building other than city hall (72%-63%-53%), and a public library (81%-87%-86%). Comparatively, a majority of nonparents visited a city park or park facility (68%), accessed the city website (73%), and visited a public library (65%). Note that parents were more likely than nonparents to visit a city park or park facility, a city athletic field, a hike and bike trail, a city recreation center, access the city website, visit a city office building other than city hall, a public library, used a city pool, and enrolled in a class through the parks and recreation department. Several items saw participation decline as children aged, among them visiting McKinney City Hall (44%-36%-30%), attending a meeting of the city council or any city board or commission (22%-13%-12%), visiting a city office building other than city hall (72%-63%-53%), visiting the McKinney Performing Arts Center (47%-40%-39%), and enrolling in a class through the parks and recreation department (37%-21%-16%).

Regarding participation in city events, several regions had higher participation for particular endeavors. For example, a higher percentage of residents in Area III acknowledged participating in Oktoberfest (57%-64%-71%). They also voiced a higher rate of involvement in the Classic Music Series (14%-21%-26%) and Bike the Bricks (11%-24%-26%). Participation was consistent throughout the city when it came attending Red, White & Boom (62%-60%-63%), Home for the Holidays (53%-56%)-50%), and Arts & Bloom (30%-28%-34%). Women appeared to be more frequent attendees to Oktoberfest (64%-58%), Home for the Holidays (60%-47%), and Arts & Bloom (36%-24%). Residents most critical of community improvement had the highest percentage of participants at Red, White & Blue (61%-62%-69%) and Home for The Holidays (55%-47%-59%).

According to the findings, long-term city residents were least inclined to attend Red, White & Boom (60%-65%-47%), but most likely to go to Oktoberfest (60%-59%-70%), Home for the Holidays (40%-55%-60%), and the Classic Music Series (26%-14%-30%). Middle-aged respondents were more likely than seniors to attend the Red, White & Boom (68%-56%), but events like Oktoberfest (59%-62%), Home for the Holidays (53%-56%), Arts & Bloom (30%-31%), and the Classic Music Series (19%-17%) generated similar participation regardless of age. There were very few respondents in the 18-34 age group (N=6) and they most often attended Red, White & Boom and Oktoberfest (both 67%). Parents were more inclined than nonparents to attend Red, White & Boom (74%-63%-72%, to 58%), whereas, it was respondents without children who most often frequented Oktoberfest (65%, to 58%-48%-52%). Parents of young children most often attended Arts & Bloom (42%-25%-29%, to 30%), while Home for the Holidays was popular with both parents of young children as well as nonparents (58%-45%-49%, to 55%). The events that appeared to exhibit varying degrees of participation based on ethnicity was Anglos most often attending Home for the Holidays (56%, to 41% and 39%), but not the Classic Music Series (15%, to both 32%), as African-Americans and Others more often attended this event. Attending events likely Oktoberfest appeared to not be influenced by race (60%-63%-65%), as Anglos, African-Americans, and Others voiced similar participation rates. Finally, Others most often attended Red, White, & Boom (71%, to 60% and 59%). (See Questions #11 and #12 of the Survey and Tables #21 - #35 of the Tabulation Report. Also see Supporting Tables #7 - #9 of this Summary Report, pages 54 and 55.)

GENERAL ATTITUDES ABOUT CITY SERVICES AND CITY INITIATIVES

- ***Residents were most positive about the overall appearance of their city (93%-6%, 15.5:1), more so than the appearance of their neighborhood (92%-8%, 11.5:1) or areas near their neighborhood (91%-8%, 11.3:1). When compared with prior results, small shifts in percentages showed respondents to be slightly more positive about the appearance of areas near their neighborhood (10.0:1-11.3:1) but not the overall appearance of their neighborhood (13.1:1-11.5:1) or the appearance of their city (18.8:1-15.5:1), although appearance ratings totaled a minimum 91% regardless of the environment tested. Those responding to the online survey were proudest of the overall appearance of the city (89%-10%, 8.9:1), followed by the appearance of their neighborhood (88%-12%, 7.3;1), and areas near their neighborhood (86%-14%, 6.1:1).***

  In terms of intensity ratings, respondents were prouder of the appearance of their neighborhood (44%), followed by areas near their neighborhood (35%) and the city in general (32%). This is the same order as in 2010. However, the gap between the high and the low grew from eight percent (42%-35%-34%) to 12% (44%-35%-32%), as opinions improved regarding neighborhoods and declined for the city in general. Very dissatisfied remarks continued to be nonexistent, not greater than 1%, while overall dissatisfaction failed to reach double digits. Continuing a trend established in the previous survey, everyone had a position, as no opinion responses did not exceed one percent.

  Residents in the eastern part of McKinney were less pleased with appearances than others, with the variance being most dramatic over areas near their neighborhood (93%-92%-81%), a 12% disparity. The variances were slightly smaller when evaluating either the overall appearance of the city (95%-92%-88%), at seven percent, or their neighborhood (94%-90%-86%), at eight. In any event, the group most satisfied were respondents from Area I, followed closely by individuals in Area II.

  When reviewing findings from the benchmark survey, attitudes have changed little regarding appearances. For example, the biggest change, positively or negatively, was a four percent decline in satisfaction ratings in Area III over the appearance of the city (92%-88%). After that was a three percent reduction in Area II relative to the appearance of their neighborhood (93%-90%). Other than that, the ratio of increase versus decline was 1-2 in Areas I and III, versus 0-2 in Area II, with one retaining its prior rating.

The age of one's children did not appear to influence how positive people were regarding the appearance of the city (94%-94%-94%, to 93%). However, parents of young children were most complimentary relative to neighborhoods, with percentages declining nominally as children aged (97%-94%-91%, to 91%). When focusing on areas near their neighborhood, it was parents with teenage children who were most satisfied (87%-91%-94%, to 91%). Also, parents with young children showed the greatest variance regarding the three items (97%-87%), compared with three percent or lower among the other three subsets. (See Question #13 of the Survey and Tables #36 - #38 of the Tabulation Report. Also see Supporting Tables #10 - #12 of this Summary Report, pages 55 and 56.)

- ***Forty-five percent of survey respondents affirmed that during the past year they had contact with a city employee, a one percent decline from 2010 (46%). Comparatively, 55% said they had no contact, versus 54% in 2010. In follow-up questioning, directed to the correct department (88%-5%, 17.6:1), the courtesy of the person they interacted with by phone, email or in person (94%-6%, 15.7:1), and if not available, the correct employee responded to me in a reasonable time (78%-7%, 11.1:1) were the customer service statements that scored the highest ratios of satisfaction to dissatisfaction. Comparatively, of the eight items tested, what drew the most concern from survey participants were limited to the point that the people I worked with showed pride and concern for quality in the work (84%-11%, 7.6:1), employee seemed concerned about my problem (88%-10%, 8.8:1) and asked adequate questions to determine the nature of the problem (85%-9%, 9.4:1). Note that the areas of most concern drew dissatisfaction ratings of no more than 11% or one of every ten, indicating that while they were more concerned with these than others, the truth was that residents had very few problems with the various activities tested. Follow-up contact method percentages in 2010 and 2014 were similar, most often coming from a telephone call (28%-26%), followed by personal contact (14%-11%), e-mail (12%-12%), and written communications (3%-4%). One in ten (10%) said that no contact was received, the same percentage as in 2010. Relative to one's contact with a city employee, 53% acknowledged that no contact was necessary, versus 51% in 2010. Online respondents were slightly more likely to have contact with a city employee, as 56% said yes versus 44% no. Those affirming contact were most complimentary of the courtesy of the person they interacted with by phone, e-mail, or in person (93%-6%, 15.5:1), directed to the correct department (93%-7%, 13.3:1), and if not available, the correct employee responded to them in a reasonable time (91%-10%, 9.1:1). Conversely,***

what concerned this group were the problem or question was adequately addressed by the person responding (86%-14%, 6.1:1), people they worked with showed pride and concern for quality in the work (86%-14%, 6.1:1), and employee seemed concerned about their problem (87%-13%, 6.7:1). Online respondents were 36% inclined to say no contact was necessary, although 37% did say telephone was the means for follow-up. The other responses were e-mail (23%), personal contact (14%), written communications (3%) and no contact received (11%).

Contact with a city employee remained stable in Areas I (44%-43%) and II (48%-48%), but declined slightly in Area III (53%-48%). Female respondents were slightly less likely to acknowledge contact with a city employee (47%-43%), but the difference was not significant. As in the previous survey, getting in touch with a city employee increased the more critical one was regarding quality of life, from 44%, 48%, and 53%, to 42%, 49%, and 53%. Also, the contact rates based on being positive or negative about community improvement changed little between 2010 (48%-41%-64%) and 2014 (43%-45%-58%). Also more inclined to have contact with city employees were people who voted rather than not (52%-38%), also the case in the original survey (49%-42%).

In 2010, +20 year city inhabitants voiced the lowest rate of employee contact (45%-49%-41%). This year's survey showed more consistency (46%-45%-46%) without the variance evident previously. Similarly, the age tabulations showed similar contact rates this year (46%-46%-45%), which was not the case formerly (45%-51%-42%). Parents of young children were the parent group most likely to acknowledge contact (59%-45%-47%), which was not the case in 2010 (53%-55%-57%), as contact dropped ten points among parents of both pre-teens and teenagers. Contact among nonparents went from 46% to 44%, a minor decline. Anglos (46%-44%), Others (51%-48%), and African-Americans (45%-47%) all saw minor shifts in contact but nothing significant.

Intensity ratings showed those activities which customers were most opinionated on the positive side: the courtesy of the person they interacted with by phone, e-mail, or in person (50%); directed to correct department (32%); and employee seemed concerned about my problem. Less enthusiasm was voiced for if not available, the correct employee responded to me in a reasonable time (21%), people I worked with showed pride and concern for quality in work (26%), and asked adequate questions to determine the nature of the problem and problem or question was adequately addressed by the person responding (both 27%). Intense dissatisfaction was negligible, as no more than 3% were intensely dissatisfied with any of the activities. Overall dissatisfaction was no higher than the 11% who voiced displeasure that the people they worked with showed pride and concern for quality in the work. One item, if not available, the correct employee responded to me in a reasonable time generated much higher no opinion levels (15%), a general indication that an employee responded the first time and thus, the activity was unnecessary.

In comparing findings, intensity ratings declined by five or more percent for two items, those being problem or question was adequately addressed by the person responding (32%-27%) and through his/her actions, the primary employee I worked with represented the city in a positive manner (36%-29%). Comparatively, the only item that increased did so by only one percent, for courtesy of person you interacted with (49%-50%). Also, only one item showed higher dissatisfaction marks, from 10% to 11%, for people I worked with showed pride for quality in the work.

Survey participants from Area II were generally more pleased with the customer service activities than others, as six of eight items generated positive marks of at least 90%. That compared with one in Area I and zero in Area III. However, overall ratings fell below the 80 percentile just once in Area I and at no time in Areas II or III. People in Area III who had contact with a city employee were least positive, and in many cases, significantly so. Variances of 10% or more were evident for courtesy of person interacted with (88%, to 98% in Area II), employee seemed concerned about my problem (80%, to 97% in Area II), asked adequate questions to determine nature of the problem (81%, to 92% in Area II), and the problem or question was adequately addressed by the person responding (81%, to 92% in Area II). Although this subgroup was less pleased than others for most of the activities, they were most complimentary that if not available, the correct employee responded to me in a reasonable time (83%, with Area II, to 73% in Area I).

Area II exhibited the most gains in positive opinions regarding the customer service activities between 2010 and 2014, with six, compared with five in Area I and one in Area III. Only one activity showed improvement in all three subsectors and that was if not available, the correct employee responded to me in a reasonable time. The most significant improvements in Area II were for employee seemed concerned about my problem (86%-97%), if not available, correct employee responded to me in reasonable time (75%-83%), and employee seemed concerned about my problem (92%-98%). Comparatively, of the two items that declined, only one was by more than two percent, and that was directed to the correct department (94%-90%). Area I, with the second most gains, showed nothing greater than a six percent improvement for if not available, correct employee responded to me in reasonable time (67%-73%). Dissatisfaction shifts were minimal in this part of the city, by no more than two percent for the three. In Area III, the only item that improved was a five percent increase for if not available, correct employee responded to me in reasonable time (78%-83%). Conversely, respondents thought less of all other items, but by no more than the five percent for people I worked with showed pride and concern for quality in the work (86%-81%).

As children aged, parents became less satisfied with the fact that they were directed to the correct department (95%-90%-84%), employee seemed concerned about their problem (95%-93%-88%), problem was adequately addressed by the person responding (100%-95%-90%), people they worked with showed pride and concern for quality in the work (94%-92%-82%), and through his/her actions, primary employee they worked with represented the city in a positive manner (94%-90%-84%). Nonparents were generally less complimentary than parents of young children, with ratings usually in the range of the other two parental subsets. Overall, they were most pleased with the courtesy of the person they interacted with (94%), through his/her actions, the primary employee they worked with represented the city in a positive manner (89%), and directed to the correct department (88%).

Regarding the follow-up query, no contact necessary was most frequent in the Central portion of the city (51%-59%-46%), which was also the case in 2010 (49%-57%-47%). Telephone contact, the second most popular follow-up methodology, was more likely to occur in the West (28%-25%-22%), which was contrary to 2010 findings, when it most often occurred in the East (26%-26%-33%). Note that the percentages were similar with the exception of the drop-off in Area III. Also, no contact received increased from West to East (8%-10%-15%), although the overall percentage was just 10%, or one of ten. People dissatisfied with the quality of life were least likely to say no contact was necessary (58%-51%-20%), which was similar to previous findings (55%-48%-24%). They also most often said no contact received (8%-9%-29%). When follow-up is compared by education levels, the less educated, the more frequent the no contact received response (18%-11%-9%). Also, college graduates/post graduates most often said that follow-up occurred by way of email (6%-4%-14%), while those with some college/technical school most often said no contact was necessary (47%-62%-55%).

Newer city residents most often said that no contact was necessary (77%-52%-44%) and at a much higher rate than in the last survey (55%-47%-44%). Conversely, it was long-term inhabitants who most often received follow-up by telephone (19%-26%-28%), although their percentage has also dropped since 2010 (23%-30%-39%). Also declining was the rate of follow-up based on personal contact, at least from the standpoint of long-term city inhabitants (14%-11%-25%, to 8%-10%-16%). Middle-aged respondents were the subset least likely to require follow-up to their contact in 2010 (38%-54%-49%), compared with seniors in 2014 (20%-49%-57%). Middle-aged individuals also more frequently received a follow-up by way of telephone (30%-22%), email (15%-9%), and personal contact (14%-9%). What seniors said most often was that no contact was received (12%-7%), although the percentages were nominal. The older the child, the more likely the parent was to say no contact was necessary (31%-58%-68%), which was contrary to the previous survey which showed more consistent rates (57%-56%-51%). No contact needed increased slightly among nonparents (49%-53%), but not significantly. Other percentages were higher among parents of young children, and declined as children aged, with nonparents within the general range. African-Americans more often said that no contact was necessary (63%-59%), although there was a minor decline when compared with the benchmark findings. Comparatively, no contact needed rates increased among both Anglos (50%-53%) and Others (45%-54%), although not dramatically. Follow-up by means of the telephone was more consistent this year (26%-27%-21%), although this year Others were least inclined to give that response where as in 2010 they said it most often (26%-33%-38%). Others most often said no contact was received (10%-4%-14%), compared with Anglos in 2010 (11%-0%-5%). (See Questions #14 - #16 of the Survey and Tables #39 - #48 of the Tabulation Report. Also see Supporting Tables #13 - #15 of this Summary Report, pages 56 and 57.)

- ***Fire and/or EMS (79%-2%, 39.5:1), the library (85%-3%, 28.3:1), athletic fields (68%-4%, 17.0:1), downtown events (81%-5%, 16.2:1), and parks (85%-6%, 14.2:1) were the city services graded most positively by residents, based on these collecting the highest ratios of positive to negative comments. Rounding out the top ten from the 20 tested were arts and cultural services (69%-5%, 13.8:1), recreation services (71%-6%, 11.8:1), sewer service (87%-9%, 9.7:1), police (81%-9%, 9.0:1), and drainage (79%-9%, 8.8:1). Conversely, least likely to be graded positively were street maintenance (74%-21%, 3.5:1), code enforcement (57%-15%, 3.8:1), building permits and inspections (43%-10%, 4.3:1), sidewalks (78%-17%, 4.6:1), and water service (83%-15%, 5.5:1) and as in 2010, no service received a ratio of less than three positive comments for one critical remark. When compared with previous findings, 14 of the 20 services experienced a higher quality rating this year versus six which did not, either because the ratio was lower (five) or identical (one) to prior marks. Ratios increased most for fire and/or EMS (15.0:1-39.5:1), the library***

(13.0:1-28.3:1), athletic fields (11.7:1-17.0:1), arts and cultural services (6.5:1-13.8:1), and downtown events (11.4:1-16.2:1). Among those graded lower were recycling (10.8:1-7.0:1), water service (7.2:1-5.5:1), and code enforcement (4.2:1-3.8:1). The top ten services according to ratios established by online respondents were fire and/or EMS (98%-2%, 49.0:1), the library (94%-6%, 15.7:1), sewer service (83%-7%, 13.3:1), downtown events (92%-8%, 11.5:1), parks (91%-9%, 10.1:1), athletic fields (91%-10%, 9.1:1), police (90%-10%, 9.0:1), arts and cultural services (90%-10%, 9.0:1), solid waste (89%-11%, 8.1:1), and recreation programs (89%-11%, 8.1:1). Comparatively, they were least pleased with street maintenance (73%-28%, 2.6:1), sidewalks (73%-28%, 3.0:1), code enforcement (76%-25%, 3.0:1), animal control (86%-15%, 5.7:1), and building permits and inspections (85%-15%, 5.7:1).

Higher no opinion responses showed those services of which respondents lacked information from which to comment: building permits and inspections (48%); restaurant inspection (45%); recreation centers (30%); athletic fields (28%); code enforcement (27%); arts and cultural services (25%); recreation programs (23%); and animal control (20%). Another five services received no opinion responses between 11%-19%, for a grand total of 13 services with double digit no opinion comments. That was the same number of services in 2010.

Excellent rating showed residents in 2014 most proud of fire and/or EMS (49%), the library (44%), police (39%), downtown events (37%), recycling (34%), and parks (36%). Several services possessed constituencies with elevated opinions, especially when compared with the general populace consensus, established by the performance ratio. For example, police ranked 3rd in intensity ratings but was only the 9th highest service by ratio. Other services with similar constituencies were recycling (5th, to 13th), solid waste (7th, to 11th), sidewalks (9th, to 17th), water service (10th, to 16th), and street maintenance (13th, to 20th). Conversely, those constituencies were lacking when reviewing services like recreation centers (17th, to 12th in ratio), drainage (16th, to 10th), arts and cultural services (14th, to 6th), athletic fields (12th, to 3rd), and recreation programs (11th, to 7th), as intensity rankings graded out lower than the consensus standings.

Half of the services tested attained higher excellent ratings this year than in 2010, although most improvement was minimal. The most growth came when evaluating fire and/or EMS (45%-49%), downtown events (33%-37%), and arts and cultural services (18%-22%). The others grew by no more than three percent. Conversely, of the ten that either declined or maintained their previous rating, no decline was greater than the five percent for water service (31%-26%) and four points for sewer service

(31%-27%). When comparing combined positive marks, the most improvement was for the library (78%-85%), fire and/or EMS (75%-79%), and arts and cultural services (65%-69%). Overall, 11 services showed increased good or excellent ratings, although most gains were three points or less. Conversely, of the six services in which positive ratings declined, none were by more than three percent.

Not counting the three services that received identical marks in two subsectors, Area I assigned the highest quality ratings to the most services, ten, compared with five in Area II and two in Area III. Tops in the Western subsector were sewer service (90%), parks (89%), library (86%), water service (85%), and solid waste, recycling, and downtown events (each 84%). Comparatively, people in the Central subsector were most pleased with recycling (87%), sewer service (87%), solid waste (84%), and police, water service, and library (each 83%), while those in the east were most complimentary toward the library (83%), fire and/or EMS (82%), recycling (78%), solid waste (77%), and police and water service (both 76%). Only one service, solid waste, graded out as top five in all three subsectors. Several services were evaluated differently based on where people lived. In all seven instances, respondents from Area III were the least positive. Those were street maintenance (66%, to 78% in Area I), sewer service (75%, to 90% in Area I), animal control (61%, to 72% in Area II), code enforcement (47%, to 60% in Areas I and II), downtown events (70%, to 84% in Area I), drainage (64%, to 82% in Area II), and athletic fields (58%, to 70% in Area I).

Comparing current findings with previous results, more services improved than declined in quality ratings from the perspective of Area I residents (14-5), more so than individuals in Areas II (8-11) or III (8-12). The most significant improvements in Area I came for arts and cultural services (62%-71%), fire and/or EMS (69%-78%), library (79%-86%), and recreation centers (55%-62%), with three additional items each increasing by five percent. Comparatively, the most significant declines occurred over recycling (90%-84%) and restaurant inspection (54%-47%). No service in Area II increased by more than five percent. At five point growth were animal control (67%-72%), library (78%-83%), and drainage (77%-82%). As stated, more serviced were downgraded in Area II, among them solid waste (90%-84%), street maintenance (78%-71%), sidewalks (85%-78%), and recreation centers (70%-62%). Area II was also prone to be more negative than positive. Among those where positive ratings declined by more than five percent were animal control (71%-61%), code enforcement (53%-47%), downtown events (78%-70%), recreation centers (71%-59%), and athletic fields (71%-58%). Only one item in the East gained more than five percent in quality ratings and that was for sidewalks (58%-70%). Overall, three services showed higher performance ratings in all three subsectors, those being fire and/or EMS, building permits and inspections, and the library. Conversely, water service and sewer service endured lower marks in all three subsectors.

Parents were more positive than nonparents of restaurant inspection (53%-58%-50%, to 45%), parks (94%-91%-88%, to 84%), code enforcement (75%-68%-59%, to 55%), downtown events (84%-85%-88%, to 78%), building permits and inspections (59%-56%-48%, to 39%), recreation programs (81%-81%-81%, to 67%), the library (93%-93%-90%, to 82%), arts and cultural services (78%-80%-76%, to 66%), recreation centers (69%-73%-67%, to 59%), and athletic fields (78%-86%-88%, to 60%). What nonparents were most positive toward were sewer service (86%), parks and drainage (both 84%), and solid waste, water service, and library (each 82%). (See Question #17 of the Survey and Tables #49 - #68 of the Tabulation Report. Also see Supporting Tables #16 - #18 of this Summary Report, pages 58 - 60.)

- ***Police (67%-26%, 2.6:1), street maintenance (68%-26%, 2.6:1), fire and/or EMS (68%-27%, 2.5:1), and water service (65%-30%, 2.2:1) were the city services residents rated most important to support paying additional city taxes to improve or expand, based on these attaining the highest ratios of important to unimportant ratings. Other services residents would likely support in terms of additional taxes were sewer service (61%-33%, 1.8:1), restaurant inspections (58%-32%, 1.8:1), library (59%-34%, 1.7:1), drainage (58%-34%, 1.7:1), parks (58%-36%, 1.6:1), and code enforcement (55%-34%, 1.6:1). All 20 services tested attained a positive ratio, meaning that a portion of those sampled considered it important to pay additional taxes to improve or expand. The lowest ratios were assigned to downtown events (47%-44%, 1.1:1), recycling (52%-42%, 1.2:1), animal control (50%-41%, 1.2:1), arts and cultural services (49%-42%, 1.2:1), and athletic fields (49%-41%, 1.2:1). When evaluated with findings established in 2010, all 20 services attained higher importance ratios this year in terms of potential funding. The most significant gains in terms of importance focused on fire and/or EMS (1.8:1-2.5:1), street maintenance (1.6:1-2.6:1), water service (1.3:1-2.2:1), library (1.1:1-1.7:1), and drainage (1.1:1-1.8:1). Conversely, the smallest gains related to recycling (1.0:1-1.2:1), athletic fields (1.0:1-1.2:1), recreation centers (1.1:1-1.3:1), and recreation programs (1.1:1-1.3:1). Online respondents appeared to be more open to paying additional taxes to improve or enhance services, especially police (78%-22%, 3.5:1), street maintenance (77%-23%, 3.3:1), fire and/or EMS (77%-23%, 3.3:1), water service (68%-32%, 2.1:1), and parks (68%-32%), 2.1:1). Although supportive, it was minimal for athletic fields (51%-50%, 1.0:1), downtown events (52%-48%, 1.1:1), building permits and inspections (53%-47%, 1.1:1), and arts and cultural services (53%-475, 1.1:1). The***

importance of paying additional taxes to improve or enhance solid waste (54%-46%, 1.2:1) and recycling (54%-46%), and recreation programs (55%-45%, 1.2:1) were also called into question.

In terms of intensity, respondents rated it most important to pay additional taxes for services such as fire and/or EMS (30%), police (29%), water service (20%), and street maintenance and the library (both 17%). Comparatively, single digit intensity ratings showed only limited interest in downtown events, arts and cultural services, and athletic fields (each 8%), as well as recycling and recreation programs (both 9%). Combined importance was highest for fire and/or EMS (68%), police (67%), water service (65%), library (59%), and drainage (58%).

In comparing prior and current ratings, only two items declined in terms of intensity ratings, but by only one percent and two retained their previous marks, indicating that 16 saw an increase, although most were by fewer than three points. Most noticeable were increases for fire and/or EMS (23%-30%), water service (13%-20%), police (23%-29%), and restaurant inspection (12%-17%). On the other side of the attitudinal spectrum, very unlikely percentages did not reach double digits this year, whereas in 2010, only one, street maintenance, was graded very unimportant by less than ten percent. The drop in negative intensity ratings was most pronounced for downtown events (13%-6%), recreation programs (12%-5%), restaurant inspection (11%-5%), and drainage (11%-5%), as well as seven others that declined by five percent. Combined unimportance declined most relative to street maintenance (37%-26%), water service (32%-20%), sewer service (43%-33%), code enforcement (44%-34%), and drainage (44%-34%). One thing that remained consistent since 2010 was the percentage of residents who had no opinion regarding this question. Those included building permits and inspections (14%-14%), restaurant inspection (11%-11%), and code enforcement (11%-11%).

When comparing subsector results, individuals from Area II assigned the highest importance ratings to the most services, in this case 12, although two of those scored identical marks, one with Area I and the other Area III. Therefore, after assigning the highest important ratings to all 20 services in 2010, this year it was just seven, including the one identical score. Area I assigned the highest ratings to the fewest services, three. However, throughout the city, percentages were fairly consistent, as at no point did levels vary by more than ten percent. For example, in Area I, respondents assigned the highest importance marks to paying additional taxes to improve fire and/or EMS (68%-68%-66%), code enforcement (56%-53%-55%), and recreation programs (52%-50%-48%), although percentages differed minimally. Overall, the largest variance focused on animal control (48%-51%-57%), a nine percent discrepancy and eight points for downtown events (45%-53%-44%).

In comparing importance ratings since 2010, respondents from the East were less likely to consider it important to pay additional taxes to improve or expand city services, as only four services saw increased marks, versus 14 in which percentages were lower in 2014. Of the 14 programs rated less important this year were double-digit drops for recreation programs (59%-48%), library (64%-54%), recreation centers (62%-49%), and athletic fields (58%-43%). That compared with the four services in which percentages grew by no more than 4%, for recycling (51%-55%). In Areas I and II, important ratings increased for all 20 services. The highest jumps in Area I were for fire and/or EMS (58%-68%), street maintenance (57%-68%), water service (52%-64%), sewer service (48%-60%), animal control (38%-48%), and code enforcement (45%-56%). Respondents from Area II were much more open to paying additional taxes when compared with previous results, as 15 of the 20 services saw importance ratings jump by over ten points. The greatest change in percentages concerned solid waste (37%-54%), street maintenance (55%-70%), sidewalks (40%-57%), water service (50%-66%), sewer service (47%-63%), animal control (36%-51%), restaurant inspection (41%-60%), downtown events (38%-53%), building permits and inspections (35%-54%), and drainage (45%-62%). Note that all three subsectors saw importance ratings increase for four services, those being recycling, water service, animal control, and code enforcement.

Fifteen services scored majority importance ratings from nonparents, with this subset considering it most important to pay additional taxes to improve street maintenance (67%), police (64%), water service (63%), and sewer service (60%). Comparatively, parents were more open to grade services more important to support paying additional taxes, as seven, six, and three services respectively scored a higher mark than the high of nonparents. Among parents of young children, those services were police (84%), fire and/or EMS (81%), recreation centers (75%), street maintenance, parks, and the library (each 72%), and athletic fields (69%). The highest marks assigned by parents of pre-teens were for police (83%), fire and/or EMS (76%), street maintenance (72%), parks (70%), and library (69%), while police (73%), fire and/or EMS (72%), and street maintenance (68%) were the highest rated programs with parents of teenagers. Several programs saw percentages drop as children aged, among those police (84%-83%-73%), recycling (60%-57%-48%), parks (72%-70%-62%), building permits and inspections (57%-50%-45%), library (72%-69%-62%), recreation centers (75%-59%-53%), and athletic fields (69%-60%-53%). (See Question

#18 of the Survey and Tables #69 - #88 of the Tabulation Report. Also see Supporting Tables #19 - #21 of this Summary Report, pages 61 - 63.)

- ***Virtually everyone sampled considered the city in general (98%-1%, 98.0:1) safe or very safe, as well as in the downtown area (95%-1%, 95.0:1) and at a school function in McKinney (74%-1%, 74.0:1), although 24% had no opinion), in their neighborhood (97%-2%, 48.0:1), and when shopping in McKinney (96%-2%, 48.0:1). Considered least safe, although that would be a misnomer as 86% rated it safe versus only three percent unsafe was at the city park closest to their home, as a high no opinion response (11%) caused the ratio to be 28.7:1. Compared with 2010 marks, three environments saw safety ratios increase, those being at the city park closest to their home (21.5:1-28.7:1), in the downtown area (30.0:1-95.0:1), and the city in general (97.0:1-98.0:1). That compared with minimally lower ratios relative to safety in their neighborhood (49.0:1-48.5:1), when shopping in McKinney (49.0:1-48.0:1), and at a school function in McKinney (75.0:1-74.0:1). The safety ratios among online respondents were 98.0:1 (98%-1% at a school function), 49.0:1 (98%-2% when shopping), 48.0:1 (97%-2% for the city in general), 24.0:1 (96%-4% for in the downtown area), 19.0:1 (95%-5% in their neighborhood), and 13.1:1 (92%-7% for at the city park closest to their home).***

Intensity ratings showed safety perceptions continued to be highest in one's neighborhood (61%), followed by when shopping (44%), the city in general (42%), at a school function and in the downtown area (both 38%), and at the city park closest to their home (37%). Levels remained fairly consistent when compared with previous findings, with the biggest change being a three point decline at the city park closest to their home (40%-37%). Overall, four declined, one remained the same, and one improved, but only by two percent. Also, no opinion responses remained consistent for at a school function (24%-24%) and at the city park closest to their home (10%-11%).

Current perceptions show better than nine of ten residents, regardless of where they live, to consider themselves safe in their neighborhood (99%-96%-97%), when shopping (98%-97%-93%), in the downtown area (95%-97%-92%), and the city in general (99%-97%-93%). Perceptions were lower relative to safety at the city park closest to their home (87%-87%-78%) and at a school function (74%-80%-65%), especially in Area III, the eastern portion of the city, although part of the reason for the lower percentages were higher no opinion responses.

Area I survey participants assigned higher safety marks this year for in the downtown area (91%-95%), but in general remained consistent with previous percentages, as three environments graded the same, versus a one point drop (99%-98% for when shopping) or increase (98%-99% for the city in general). All percentages changed in Area II, most noticeably a six percent jump in safety ratings for in the downtown area (91%-97%). Comparatively, levels declined most for in their neighborhood (99%-96%), but only by three percent. Overall, four declined and two improved in this part of the city. The biggest decline in Area III was for at a school function (75%-65%), although there was also a five point diminished mark for the city in general (98%-93%). The most improvement in this part of the city was three points for in their neighborhood (94%-97%). Overall, one improved, one stayed the same, and the other four declined.

Parent of young children showed the most variance in safety perceptions, as percentages were as high as 100% (in neighborhood and city in general) but no lower than 91% (city park and at school function). By comparison, the variance with parents of pre-teens was two percent (97%-99%) and those with teenage children, three points (96%-99%). Safety among nonparents got as high as 97% (in neighborhood, when shopping, and the city in general), but was 82% at the city park closest to their home and 66% at a school function. When reviewing unsafe percentages, the highest marks were a 6% among parents of young children at the park closest to their home, 4% for parents of teenagers when shopping, and 3% for nonparents at the city park and for parents of teenagers, in their neighborhood. (See Question #19 of the Survey and Tables #89 - #94 of the Tabulation Report. Also see Supporting Tables #22 - #24 of this Summary Report, pages 63 and 64.)

- ***That it be economical (96%-3%, 32.0:1), utilize best practices (89%-4%, 22.3:1), and be attractive (85%-5%, 19.0:1) were the construction traits most important to survey participants for the city to take into consideration when constructing future facilities, as these attained the highest ratios of important to unimportant ratings in 2014. Also very important was that it be sustainable and energy efficient (94%-6%, 15.7:1) and generate pride in the community (87%-11%, 7.9:1). What was least important when constructing future city facilities was it include significant amounts of landscaping (76%-21%, 3.6:1), although it received a higher importance ratio this year than in 2010 (2.5:1), indicating a higher level of importance. Besides the landscaping statement, importance increased relative to the facility generate pride in the community (7.3:1-7.9:1) and be attractive (13.0:1-19.0:1). Of less importance this year than previously was it utilize best practices (29.7:1-22.3:1), be economical (48.0:1-32.0:1), and be sustainable and energy efficient (31.7:1-15.7:1), although the variance were caused by minimal changes in percentages, not drastic attitudinal***

shifts. Online respondents felt it was most important for future city facilities to be economical (96%-3%, 32.0:1), utilize best practices (96%-5%, 19.2:1), be attractive (94%-6%, 15.7:1), and be sustainable and energy efficient (91%-9%, 10.1:1). As with telephone respondents, they were least concerned that the facilities include significant amounts of landscaping (73%-27%, 2.7:1) and generate pride in the community (89%-11%, 8.1:1).

Residents were most passionate or committed to the facilities being sustainable and energy efficient (44%) and be economical (41%), which were also the two highest scoring items in 2010, although the order of importance was reversed, with being economical one percent higher (42% and 41%). After that, the order of importance was generating pride in the community (34%), more so than utilizing best practices (32%) or be attractive (29%). Including significant amounts of landscaping was least important in terms of intensity ratings (9%), just as it was in 2010 (17%). Intensity ratings increased for five of the six practices, with the most being a four percent increase for generating pride in the community (30%-34%). The largest drop in unimportant ratings was for including significant amounts of landscaping, from 28% to 21%.

The issue of generating pride in the community was the only item in which opinions varied throughout the city, specifically in Area III, where 79% graded it important, compared with 89% and 85% in Areas I and II. Additionally, including significant amounts of landscaping was less important in Area II than elsewhere (79%-70%-78%), to where it fell short of the ten percent variance. Issues such as being attractive (96%-91%-94%), utilizing best practices (91%-86%-86%), being economical (97%-95%-93%), and sustainable and energy efficient (95%-93%-93%) were consistently considered to be important regardless of where people lived.

All six issues in Area I were graded more important by respondents in 2014 than in 2010, especially including significant amounts of landscaping (69%-79%). The only other statement to improve by five percent or more was that it be attractive, by the five point plateau (91%-96%). Residents in Area II felt different about the various issues, as only one of the items showed more importance and that was only a single point. One additional item scored identical marks of 91% (be attractive) in both surveys. The other four declined in importance, with the most significant being it utilizes best practices (91%-86%), by five percent. Area III saw a significant increase in the importance of future facilities including significant amounts of landscaping (65%-78%), but at the same time, declining importance that the facility generates pride in the community

(90%-79%). The remaining statements either improved (two) or decreased (two) in terms of overall importance ratings.

Nine of every ten respondents, parents and nonparents alike, considered it important for future city facilities be attractive (93%-94%-93%, to 94%), economical (97%-97%-98%, to 95%), and sustainable and energy efficient (94%-91%-94%, to 93%). Parents also assigned 90% ratings to buildings utilizing best practices (94%-95%-94%), but not nonparents (86%). Although generating pride in the community was considered an important characteristic for future city facilities, it failed to reach the 90 percentile among any of the subsets (84%-86%-83%, to 87%), although it was graded consistently. The remaining item, that it include significant amounts of landscaping, graded out lower among parents of pre-teens (75%-67%-72%, to 78%), to the point that it was eleven percent different than the high among nonparents. Respondents without children or whose kids were over 18 assigned the highest importance marks to facilities generating pride in the community and include significant amounts of landscaping, and tied with parents of young children that they be attractive. (See Question #20 of the Survey and Tables #95 - #100 of the Tabulation Report. Also see Supporting Tables #25 - #27 of this Summary Report, pages 64 and 65.)

- ***A bond election, in which improvements are paid for over 20 years (71%-19%, 3.7:1) and cut some services and use the money in order to "pay as you go" for improvements without raising taxes (59%-30%, 2.0:1) were the most popular methods for financing city infrastructure improvements, based on these attaining the highest ratios of support to opposition among telephone respondents. Of the five strategies tested, use cash held in reserve by the city for emergencies to pay for improvements (40%-49%, 0.8:1), an increase in sales tax, so that people from outside the city will help pay for improvements (40%-54%, 0.7:1), and make improvements only as a last resort and determine best way to pay at that time (37%-55%, 0.7:1), while supported by some, were opposed by more and thus received a negative ratio. In a follow-up question, a bond election (37%) was the preferred option for the city to use to finance improvements to meet the needs of current and future residents, slightly more important than the pay as you go (28%) option. Very few preferred using cash reserves or sales tax increase (both 8%) or last resort (6%). The remaining 14% had no opinion (10%) or made other (4%) suggestions. Online survey respondents were similar to telephone survey participants, choosing a bond election (79%-21%, 3.8:1) and cut some services and use that money in order to "pay as you go" for improvements without raising taxes (65%-35%, 1.9:1) as their top infrastructure financing methods, rather than using cash reserve by the city for emergencies to pay for improvements***

(44%-56%, 0.8:1), increase in sales tax, so that people from outside the city will help pay for improvements (42%-58%, 0.7:1), or make improvements only as a last resort and determine the best way to pay at that time (23%-77%, 0.3:1). Also, their preferred option was the bond election (41%) rather than pay as you go (24%), cash reserves or sales tax increase (both 9%), or last resort (2%).

There was only limited interest in any of the financing methods being implemented, based on intensity ratings, as only one even reached double digit support. Most popular from the strong support standpoint was cutting services in order to "pay as you go" (15%), followed by a bond election (9%). These were also the only two items to have higher intense support than strong opposition (5% and 3%). The other methods, using cash held in reserves (2%-4%), increase in sales tax (3%-5%), and make improvements only as a last resort (3%-3%) had only limited enthusiasm and those with an intense opinion were more inclined to oppose each being implemented. Also note that the top rated item in terms of intensity marks, the "pay as you go" option, was only second in terms of its support ratio, indicating the presence of a constituency more committed to this method than the bond election option, the more popular option in general support but lacking passion for implementation.

The bond election, the most popular funding option to finance city infrastructure improvements was consistently supported throughout the city (71%-70%-75%). The same was not true for cutting services and pay as you go, as Area I was ten percent more likely to advocate this strategy (64%-54%-54%). The other three methods also drew consistent support, with Area II most pro using cash reserves (37%-43%-40%) and sales tax (36%-43%-41%) and Area III, for making improvements only as a last resort (37%-35%-44%). None of the methods tested were opposed by a majority in all three subsectors, with making improvements as a last resort (57%-56%-45%) and sales tax increase (57%-51%-49%) generating plus 50% opposition in two of the three subsectors.

Parents were more supportive of the bond election (84%-74%-78%, to 69%) and sales tax increase (69%-46%-45%, to 36%), especially parents with young children. Comparatively, using cash held in reserve (41%, to 37%-42%-39%) and make improvements only as a last resort (38%, to 28%-32%-37%) generated more support among nonparents than parents. The other option, cutting some services in order to "pay as you go" saw slightly more support with some of the parent subsets (60%-63%-57%), with nonparent advocacy within the parent marks (59%). Note that support for the sales tax increase funding method declined among parents as children aged

(69%-46%-45%), while making improvements only as a last resort (28%-32%-37%) grew as children aged.

Regarding the preferred financing choice, respondents from Area III were nearly split between the bond election and "pay as you go" methods (36%-34%). Comparatively, survey participants from Areas II (36%-22%) and I (39%-30%) were clearly more attuned to the bond election for funding infrastructure improvements. Area II was much more supportive of a sales tax increase than others (5%-13%-5%). The more satisfied people were with quality of life, the more often they preferred a bond election (42%-37%-21%), with "paying as you go" more popular with those critical of quality of life (25%-30%-37%). Findings were similar when compared to community improvement ratings, as those negative preferred "paying as you go" (26%-25%-43%), while those positive focused on the bond election (42%-33%-22%). When this question is compared with education levels, those least educated preferred "paying as you go" (31%-27%), while people with both some college (36%-29%) and college/post graduate respondents (39%-27%) looked toward a bond election to fund improvements.

The longer a respondent lived in McKinney, the more interest he or she had in the "pay as you go" option (19%-28%-33%). This was not the case for the bond election option (34%-39%-33%), although note that long-term city inhabitants were evenly split between both options. Age had little impact on who supported a bond election as the preferred funding option, as only two points separated the three subsets (36%-38%-37%). The "pay as you go" option generated much higher support among the youngest subset (36%-26%-28%), as too, the sales tax increase (18%-8%-7%) although very few individuals were part of the under 35 year old subset. Parents were more likely to say the "pay as you go" option was most popular (24%-26%-28%, to 24%), whereas nonparents clearly preferred the bond election funding method (53%, to 43%-39%-36%). By ethnicity, a higher percentage of Anglos preferred "paying as you go" (29%-19%-20%), whereas African-Americans mentioned the bond election (37%-40%-37%) most frequently. (See Questions #21 and #22 of the Survey and Tables #101 - #106 of the Tabulation Report. Also see Supporting Tables #28 - #30 of this Summary Report, pages 65 and 66.)

- ***"I am satisfied with living in McKinney" (96%-3%, 32.0:1) was the city – related statement that generated the highest ratio of agreement to disagreement among survey participants. Agreement was also significant for the statements, "the city has the educational resources I need to improve my quality of life" (78%-6%, 13.0:1), and "my neighborhood receives sufficient city services" (88%-7%, 12.6:1). Comparatively, the***

statements, "I don't feel I can ever get a straight answer from the city if I have a problem" (15%-66%, 0.2:1) and "I am frustrated with how city government works in McKinney" (31%-58%, 0.5:1) generated high levels of disagreement as they were disputed by two of every three residents. In comparing ratios from 2010, residents were more agreeable that their neighborhood receives sufficient city services (11.0:1-12.6:1), and the city has the educational (11.6:13.0:1) and economic (7.6:1-8.2:1) resources they need to improve their quality of life. Also increasing was being frustrated with how city government works in McKinney (0.4:1-0.5:1). Only one statement declined in agreement, about having an excellent city workforce (16.4:1-7.9:1). There was no real change in the statements about being satisfied with living in McKinney (32.3:1-32.0:1) or not feeling they can ever get a straight answer from the city if they have a problem (0.2:1-0.2:1). Online respondents were also most likely to affirm they were satisfied with living in McKinney (95%-5%, 19.0:1), followed by having an excellent city workforce (89%-12%, 7.4:1), the city having the educational resources they need to improve their quality of life (87%-13%, 6.7:1), their neighborhood receiving sufficient city services (86%-14%, 6.1:1), and the city having the economic resources they need to improve their quality of life (81%-18%, 4.5:1). Similar to telephone survey participants, they disputed the statements they were frustrated with how city government works in McKinney (33%-67%, 0.5:1) and they can never get a straight answer from the city if they have a problem (19%-81%, 0.2:1).

Fifty-nine percent strongly agreed with being satisfied living in McKinney, far and away the statement that generated the highest intensity ratings and two percent higher than in 2010 (57%). Strong agreement dropped to 11% for neighborhood receiving sufficient city services and 10% who were frustrated with how city government works. The 11% was three points lower than in 2010 and the 10%, a four percent improvement over benchmark results. The four remaining statements were less intensely affirmed this year, namely that we have an excellent city workforce (12%-9%), and the city has the educational (13%-9%) and economic (10%-7%) resources they need to improve their quality of life. Not getting a straight answer from the city if they have a problem saw no change over the two surveys (3%-3%), at least in terms of strong agreement. Intense disagreement was highest for the two critical statements, as respondents were less inclined to dispute the item about being frustrated with how city government works (10%-6%), although feeling they can never get a straight answer saw little change (9%-8%). Having the educational (12%-16%) and economic (14%-18%) resources saw an increase in no opinion responses and were two of the top three statements in which people lacked an opinion. Number one on the list continued to be not feeling they can ever get a straight answer from the city (19%-19%).

The most agreement voiced by residents, regardless of where they lived, was being satisfied with living in McKinney (98%-97%-90%), although agreement declined from west to east. This was also the case in 2010 (99%-97%-92%). The second highest rated statement was their neighborhood receives sufficient city services (89%-89%-82%), with only a seven-point gap this year, compared to a 15 percent variance in 2010 (91%-91%-75%), as opinions improved in Area III to bring them more in line. Area III voiced the most agreement this year about having an excellent city workforce(78%-77%-81%), which was not the case in 2010 (82%-84%-82%), as opinions shifted in Areas I and II. Having the educational resources was more highly rated by residents in 2010 (82%-82%-78%) than in 2014 (79%-79%-73%), including the five point decline in Area III. In terms of the city having economic resources, levels between 2010 (76%-78%-73%) and 2014 (76%-79%-76%) showed a slight improvement in Area III. This year, in both Areas I (21%-31%) and II (20%-29%), agreement increased significantly for being frustrated with how city government works. Area III also saw affirmation increase (34%-37%), but not to the same degree. The other negative statement, they did not feel they could ever get a straight answer if they had a problem, saw affirmation increase in Area II (11%-17%), decline in Area III (22%-19%), and basically remain unchanged in Area I (13%-14%).

Ninety percent of both parents and nonparents (96%, to 94%-94%-95%) affirmed their satisfaction with living in McKinney. Parents of pre-teens and teenagers were most likely to agree that their neighborhood receives sufficient city services (86%, to 88%-94%-92%). The statements about the city having educational (94%-89%-80%, to 75%) and economic (78%-85%-79%, to 70%) resources each scored higher agreement among parents. Agreement was similar for having an excellent city workforce (78%, to 82%-83%-81%), although parents voiced the higher agreement ratings. Nonparents most frequently agreed that they can never get a straight answer from the city if they have a problem (17%, to 12%-15%-11%), although even the high was less than one in five survey participants. Parents of teenagers voiced the highest agreement for being frustrated with how city government works in McKinney (26%-25%-34%, to 30%), with nonparents more closely aligned with parents of older children than younger ones. (See Question #23 of the Survey and Tables #107 - #113 of the Tabulation Report. Also see Supporting Tables #31 - #33 of this Summary Report, pages 67 and 68.)

- ***The website (82%-17%, 4.8:1), electronic newsletter (71%-28%, 2.5:1), and the parks, recreation, and open spaces activity guide direct mailed to their home (66%-32%, 2.1:1) were the top rated sources most likely to be***

utilized by respondents to obtain information about the city, based on these generating the highest ratios of likely to unlikely marks. Of the 11 items tested, six were mentioned by a majority as being likely utilized. The other three sources to attain majority likely ratings were local newspapers (61%-39%, 1.6:1), Notify Me, an online notification system, where residents sign up for agendas and news releases (59%-37%, 1.6:1) an item new to this year's survey, and water bill inserts (56%-41%, 1.4:1). Of the six sources that failed to generate majority likely ratings, least likely to be utilized included Twitter (10%-80%, 0.1:1), YouTube (14%-84%, 0.2:1), and Facebook (28%-71%, 0.4:1). When compared to benchmark findings, the website continued to be the number one source, but showed no change in its likely ratio (4.8:1-4.8:1). Minimal increases were noted for the electronic newsletter (1.9:1-2.5:1), local newspapers (1.5:1-1.6:1), and parks, recreation, and open space guide (2.0:1-2.1:1). Also increasing was the likely ratio for Facebook (0.3:1-0.4:1) and YouTube (0.1:1-0.2:1). Conversely, minimal changes were noted for the city's cable channel (0.7:1-0.6:1) and water bill inserts (1.6:1-1.4:1). Online respondents utilized the following sources most often to obtain information: the website (95%-4%, 24.0:1); the electronic newsletter (89%-7%, 13.3:1); Notify Me (81%-20%, 4.1:1); the parks, recreation, and open space activity guide (69%-30%, 2.3:1); and Facebook (52%-48%, 1.1:1). Sources such as Twitter (16%-84%, 0.2:1), YouTube (19%-81%, 0.2:1), and the city's cable channel/video streaming on web (25%-75%, 0.3:1) scored the lowest likely ratios among this subset.

The most reliable source, based on intensity ratings, was the electronic newsletter (26%), more so than the website (22%), the most popular item overall, as well as Notify Me (12%) and the parks, recreation, and open space guide (10%). No other item reached double digit intensity ratings, as local newspapers (13%-8%) and water bill inserts (13%-8%) fell below their 2010 levels. In fact, every single item received lower very likely ratings this year than 2010, with the exception of community meetings (4%-4%) and Facebook (8%-8%), two sources that retained their prior marks. The largest decline in intensity ratings was over the website (29%-22%). But at the same time very likely ratings were declining, the same was true for very unlikely marks. This was especially true for Facebook (23%-15%), Twitter (31%-19%), and YouTube (23%-9%). The percentages continued to be anti-utilization, but opinions appeared to be softening, especially regarding the social media sites. Overall, very unlikely ratings declined for every single item tested over both surveys.

The most popular sources to be utilized also had significantly less utilization in one part of the city over other sectors. For example, the most reliable source, the website, was much less likely to be utilized by respondents in

Area III than elsewhere (87%-81%-71%), by more than 15 percent. The electronic newsletter was also much less likely to be utilized in Area III (73%-73%-60%). However, the source most often listed by Area III respondents, and at a much greater rate than other parts of the city, was utilization of the parks, recreation, and open space guide (68%-62%-75%). The other two sources generating majority likely ratings, local newspapers (62%-59%-59%) and water bill inserts (59%-53%-52%), garnered consistent levels throughout the city. At nearly ten percent variance was Facebook (30%-28%-21%), with lower rates n Area III. At the bottom of the utilization scale was Twitter (9%-10%-10%) and YouTube (15%-13%-12%), with both scoring consistent ratings regardless of where people lived.

Since 2010, Area I saw likely ratings increase for eight of the ten sources. Most noticeable was the electronic newsletter (68%-73%) and the parks, recreation, and open space activity guide (64%-68%). Elsewhere, only five items in Area II and two in Area III displayed increased likely ratings. Area II respondents were more likely to utilize the electronic newsletter (64%-73%), Facebook (20%-28%), YouTube (8%-13%), and Twitter (4%-10%). Comparatively, declining marks were no higher than the five percent over the city's cable channel (38%-33%) and four points over the website (85%-81%). Only two items in Area III saw likely utilization increase since 2010 and that was regarding the parks, recreation, and open space activity guide (69%-75%) and local newspapers (56%-59%). That was tempered, however, by significant declines in the reliability of the city's cable channel (49%-39%), community meetings (54%-44%), and water bill inserts (61%-52%), three of the seven that declined by at least one percent. Only one item improved or declined in likely ratings in all three subsectors between 2010 and 2014 and that was a decline in the city's cable channel/video streaming on the web. In two of the three subsectors, improvement was noted for utilizing the electronic newsletter, Facebook, Twitter, community meetings, and YouTube (all but Area III) on the positive side and on the negative side, the website (all but Area I).

Sources that scored higher ratings among parents included the electronic newsletter (94%-81%-77%, to 68%), the website (100%-94%-92%, to 78%), the parks, recreation and open space activity guide (85%-81%-73%, to 62%), and Facebook (60%-46%-34%, to 23%). Utilization rates fluctuated for sources like the city's cable channel (37%, to 50%-30%-39%), community meetings (43%, to 47%-40%-35%), local newspapers (61%, to 53%-63%-59%), and water bill inserts (58%, to 62%-47%-46%). With the exception of local newspapers, all other items were assigned the highest likely ratings from parents of young children. Additionally, percentages tended to decline as children aged. (See Question #24 of the Survey and Tables #114 - #124 of the Tabulation Report. Also see Supporting Tables #34 - #36 of this Summary Report, pages 69 and 70.)

METHODOLOGY

The techniques used in this survey adhere to statistical standards used in the survey industry. The points to keep in mind when evaluating this report are:

(1) The sample for the telephone survey was composed of 600 respondents from the city of McKinney. Respondents were selected at random. The sample was drawn using a geographical segmentation scheme that divided the study region into three subsectors. Each area was assigned a quota proportional to the number of households with available telephone numbers. This is the same methodology utilized in 2010, with the exception of only 600 surveys being collected rather than 751. A survey with a random sample size of 600 is accurate to within 4% at the 95% confidence level. This means there is one chance in twenty that the survey results may vary by as much as plus or minus 4% from the results that would be obtained by polling the entire population of the study area. The sample for the online self-administered survey was comprised of 2,654 individuals who identified themselves as being residents of the city of McKinney, although there was no access code or confirmation of residency, meaning that whoever went to the site could participate in the survey. To advertise the online survey, the city utilized its Social Media sites (Facebook, Twitter) as well as allowing staff and other residents to send survey links to various emails addresses to encourage participation.

(2) All telephone interviews were conducted by professional interviewers under close professional supervision by Raymond Turco & Associates from our Grand Prairie, Texas telephone call center. Interviews were recorded under controlled situations to minimize measurement error. The length of interviews varied with the average survey lasting approximately 17 minutes. Approximately 74,000 phone attempts were made to complete the project. The online surveys were conducted at the individual respondents' pace and in the location of their choice. There was a bar to measure survey progress but not a timer for comparisons.

(3) Only complete surveys were accepted as part of the sample for the telephone survey, and interviewers were required to confirm the respondent's name and telephone number. All online surveys were accepted as part of the sample, whether they were complete or not. It was not necessary for all questions to be completed in order for respondents to complete a survey.

(4) Certain questions were written to permit the respondent to answer "no opinion." This was done so as to avoid the artificial creation of attitudes on issues where the interviewee may not have had an opinion. The online questions did

not allow for "no opinion," thus forcing respondents to answer the various questions.

(5) Telephone interviewing began on August 19, 2014. The 600 interviews were completed by October 10. The survey was thus in the field for 48 days, making this an accurate reading during the time period the study was being implemented. The online survey was in the field from October 14 through November 14, for a period of 30 days in total.

(6) Completed questionnaires were checked for compliance with interviewing and sampling specifications. All editing and validation of interviews, coding of open-ended responses, data processing and computer analysis were performed by Raymond Turco & Associates of Arlington, Texas. The survey analysis was prepared by Ray Turco, President.

SURVEY ACCURACY

Contrary to what may appear to be common sense, the accuracy of a telephone survey is not greatly influenced by the proportion of the total population that is interviewed. Instead, within a controlled environment, survey accuracy is directly related to the number of individuals interviewed. That is, a survey of 500 people out of a total population of 1,000 will yield results that are as accurate as a survey of 500 taken from a total population of 10,000.

For all practical purposes, the accuracy of "large" surveys (those involving more than 100 interviews) is approximately one divided by the square root of the number of interviews. For example, the error percentage or survey accuracy of a survey of 100 people is approximately plus or minus 10 percent (1 divided by 10). A survey of 600 people will have an error level of approximately 4 percent (1 divided by 25).

But these error rates or accuracy levels must be applied and interpreted with three important caveats in mind. First, these are the 95 percent confidence limits. This means that given a sample of 600 people, 95 times out of 100 the "true" result will lie within plus or minus 4% of the observed answer.

Secondly, this error percentage applies solely to binary (yes/no, agree/disagree) questions. For example, if 55 percent of a sample of 600 voters said they would vote for candidate A, then you can be 95% sure that candidate A's "true" support lies between 51% and 59%.

Finally, the error percentage calculated as 1 divided by the square root of the number of responses is the "worst case" error. That is, it is based on the initial assumption that the percentage that is being estimated via the survey is 50 percent. If, from some other source, it is known or assumed that the "true" percentage differs from 50 percent, the actual survey error is less than that based on a 50% "true" percentage value.

Considering this information, a survey with a random sample size of 600 respondents is accurate to within approximately 4% at the 95% confidence interval. This means there is only one chance in twenty that the survey results may vary by as much as plus or minus 4% from the results that would be obtained by polling the entire population of the full study area.

As previously discussed, the statistical error decreases as the proportion answering the question in a given way moves away from 50% and as the number of persons responding to a given question increases. The sampling error confidence interval for various proportions responding in a given way and for various numbers in the full sample responding is given in the following table:

TABLE #1: SAMPLING ERROR AT 95% CONFIDENCE LEVEL

	Number responding to question				
PERCENTAGE GIVING ANSWER	**50**	**100**	**250**	**500**	**600**
50%	14.1%	10.0%	6.3%	4.5%	4.1%
40% or 60%	13.9%	9.8%	6.2%	4.4%	4.0%
30% or 70%	13.0%	9.2%	5.8%	4.1%	3.7%
20% or 80%	10%	8%	5%	4%	3%
10% or 90%	9%	6%	4%	3%	2%

In actual practice, survey results are frequently somewhat better than is indicated by the 95% confidence level sampling error estimate.

2014 TELEPHONE SURVEY PROFILE

RESPONDENT GROUP	SUBGROUP	SURVEY SAMPLE	(N=)
FULL SAMPLE		100%	600
AREA	Area I (western city limits to Lake Forest Dr.)	53%	316
	Area II (Lake Forest Dr. east to U.S. 75)	33%	196
	Area III (East of U.S. 75)	15%	88
GENDER OF RESPONDENT	Male	49%	294
	Female	51%	306
LENGTH OF RESIDENCE	Less than one year	0%	2
	1 – 3 Years	4%	24
	4 – 6 Years	9%	52
	7 – 10 Years	20%	119
	10 - 20 Years	49%	294
	More than 20 Years	18%	*109*
AGE OF RESPONDENT	18 – 24 Years	1%	5
	25 – 34 Years	1%	6
	35 – 44 Years	12%	72
	45 – 54 Years	22%	130
	55 – 64 Years	22%	133
	65 and Older	41%	248
CHILDREN UNDER AGE OF 18 LIVING IN HOME	No children	69%	415
	Under age 6	5%	32
	Ages 6 – 12	15%	90
	Ages 13 – 19	18%	108
FREQUENCY OF VOTING IN 2014 CITY COUNCIL ELECTION	Yes	*52%*	314
	No	46%	278
	Decline to Answer	1%	7

RESPONDENT GROUP	SUBGROUP	SURVEY SAMPLE	(N=)
FULL SAMPLE		100%	600
HIGHEST GRADE OF SCHOOL COMPLETED BY HEAD OF HOUSEHOLD	Eighth grade or less	0%	1
	High school graduate	8%	47
	Technical/trade or business school	2%	14
	Some college	16%	93
	College graduate	48%	290
	Post-college	24%	143
	Refuse to answer	2%	11
ETHNIC GROUPING	Caucasian/White	83%	496
	African-American	8%	47
	Hispanic	3%	19
	Asian	1%	3
	Other	4%	21
	Decline to Answer	3%	17

2014 ONLINE SURVEY PROFILE

RESPONDENT GROUP	SUBGROUP	SURVEY SAMPLE	(N=)
FULL SAMPLE		100%	2,654
LENGTH OF RESIDENCE	Less than one year	5%	120
	1 – 3 Years	19%	494
	4 – 6 Years	16%	423
	7 – 10 Years	22%	584
	10 - 20 Years	29%	780
	More than 20 Years	9%	244
AGE OF RESPONDENT	18 – 24 Years	0%	7
	25 – 34 Years	11%	238
	35 – 44 Years	25%	566
	45 – 54 Years	2%	572
	55 – 64 Years	19%	427
	65 and Older	16%	356
CHILDREN UNDER AGE OF 18 LIVING IN HOME	No children	52%	1,084
	Under age 6	17%	354
	Ages 6 - 12	25%	520
	Ages 13 – 19	22%	465
FREQUENCY OF VOTING IN 2014 CITY COUNCIL ELECTION	Yes	60%	1,322
	No	30%	674
	Decline to answer	10%	223

RESPONDENT GROUP	SUBGROUP	SURVEY SAMPLE	(N=)
FULL SAMPLE		100%	2,654
HIGHEST GRADE OF SCHOOL COMPLETED BY HEAD OF HOUSEHOLD	Eighth grade or less	0%	3
	Some high school	0%	4
	High school graduate	3%	67
	Technical/trade or business school	2%	52
	Some college	15%	343
	Post-college	35%	777
	Refuse to answer	2%	47
ETHNIC GROUPING	Caucasian/White	79%	1,764
	African-American	4%	81
	Hispanic	4%	90
	Asian	2%	44
	Other	1%	29
	Decline to Answer	10%	214

TELEPHONE SURVEY PROFILE COMPARISON: 2010 & 2014

RESPONDENT GROUP	SUBGROUP	*2010*	*2014*
FULL SAMPLE		100%	100%
AREA	Area I (western city limits to Lake Forest Dr.)	49%	53%
	Area II (Lake Forest Dr. east to U.S. 75)	28%	33%
	Area III (East of U.S. 75)	23%	15%
GENDER OF RESPONDENT	Male	49%	49%
	Female	51%	51%
LENGTH OF RESIDENCE	Under one year	4%	0%
	1 – 3 Years	19%	4%
	4 – 6 Years	24%	9%
	7 – 10 Years	22%	20%
	10 - 20 Years	19%	49%
	More than 20 Years	12%	18%
AGE OF RESPONDENT	18 – 24 Years	1%	1%
	25 – 34 Years	9%	1%
	35 – 44 Years	21%	12%
	45 – 54 Years	21%	22%
	55 – 64 Years	22%	22%
	65 and Older	26%	41%
CHILDREN UNDER AGE OF 18 LIVING IN HOME	No children	59%	69%
	Under age 6	16%	5%
	Ages 6 - 12	25%	15%
	Ages 13 – 19	18%	18%
FREQUENCY OF VOTING IN CITY COUNCIL ELECTION	Yes	54%	52%
	No	44%	46%
	Decline to Answer	2%	1%

RESPONDENT GROUP	SUBGROUP	*2010*	*2014*
FULL SAMPLE		100%	100%
HIGHEST GRADE OF SCHOOL COMPLETED BY HEAD OF HOUSEHOLD	**Eighth grade or less**	NA	0%
	High school graduate	NA	8%
	Technical/trade or business school	NA	2%
	Some college	NA	16%
	College graduate	NA	48%
	Post-college	NA	24%
	Refuse to answer	NA	2%
ETHNIC GROUPING	**Caucasian/White**	82%	83%
	African-American	7%	8%
	Hispanic	2%	3%
	Asian	1%	1%
	Other	4%	4%
	Decline to Answer	3%	3%

CONTACT PROFILE

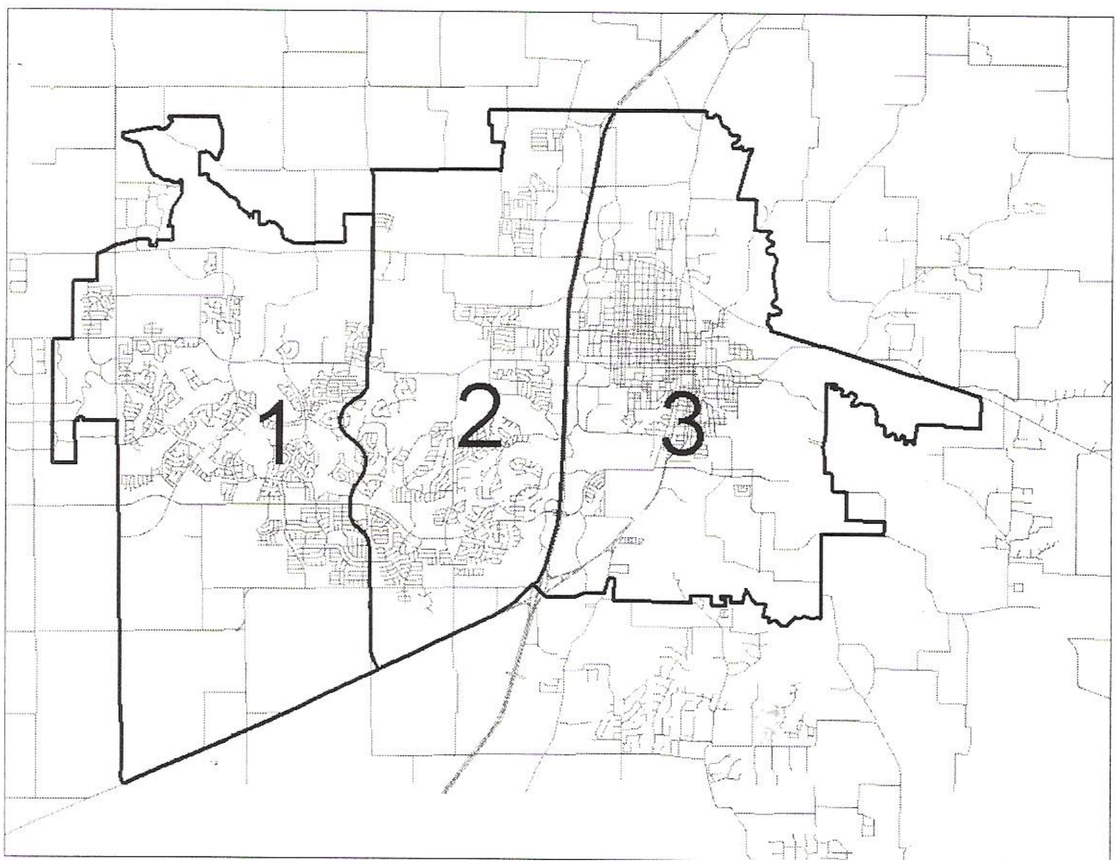
The sample contact universe was composed of households in the City of McKinney, which was determined by numbers within specific zip codes. The list was purchased from Experian, a nationally recognized list management firm. It was then divided into the three primary subsectors, with each zone assigned a quota based on the percentage of phones in each subset. The methodology was duplicated from 2010.

The following table summarizes the effectiveness of telephone contact.

TYPE OF CONTACT	%	(N=)
TOTAL UNIVERSE OF RANDOM NUMBERS	**100%**	**10,831**
TOTAL CONTACTS MADE	**100%**	**73,517**
COMPLETED	**<1%**	**600**
ANSWERING MACHINE	**65%**	**48,079**
REFUSE TO ANSWER	**3%**	**1,909**
NO ANSWER	**24%**	**17,629**
WRONG NUMBER (25% of full sample)		**2,749**
CALL BACK	**3%**	**2,431**
LANGUAGE BARRIER	**<1%**	**75**
DISCONTINUED INTERVIEW	**<1%**	**45**

AREA DESIGNATION MAP
CITY OF MCKINNEY

AREA		DESCRIPTION
1	-	(City limits east to Lake Forest Dr.)
2	-	(Lake Forest Dr. east to U.S. 75)
3I	-	(East of U.S. 75 to city limits)



APPENDIX: SUPPORTING TABLES

TABLE #2: COMPARING MOST IMPORTANT ISSUE FACING MCKINNEY BY SUBSECTOR AND GENDER – 2010 - 2014

Issues	OVERALL		AREA I	AREA II	AREA III	MALE	FEMALE
	2010	2014					
Growth – fast growth – managing growth	26%	18%	18%	19%	17%	19%	17%
Traffic congestion	13%	15%	10%	18%	24%	13%	17%
Water restrictions/drought (inadequate water supply in 2010)	2%	12%	16%	9%	6%	16%	9%
Economic growth – lack of retail	7%	9%	11%	8%	3%	9%	9%
Road construction/U.S. 75 (Road conditions – construction in 2010)	10%	8%	7%	9%	7%	6%	9%
Miscellaneous (1% or fewer responses)	5%	6%	6%	5%	8%	6%	5%
Overcrowded – overpopulated – overgrowth	4%	5%	5%	6%	4%	6%	5%
High taxes – property taxes – managing funds	9%	5%	6%	5%	3%	6%	5%
Infrastructure/street maintenance	NA	5%	3%	6%	7%	5%	5%
Education – school district issues	7%	5%	6%	4%	1%	4%	5%
City leadership/poor/unresponsive	NA	4%	4%	4%	4%	4%	4%
Safety – crime – drugs	5%	4%	2%	4%	8%	2%	5%
Housing issues/too many apartments/Section 8/lack of affordable housing (economy/recession/housing in 2010)	4%	3%	4%	1%	1%	3%	2%
(Lack of public transportation (public transportation/lack of DART access in 2010)	3%	2%	2%	1%	6%	2%	3%

TABLE #3: COMPARING OVERALL SATISFACTION WITH CITY PERFORMANCE AREAS – 2010 & 2014

Areas	VERY SATISFIED		SATISFIED		DISSATISFIED		VERY DISSATISFIED		NO OPINION		RATIO	
	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014
Providing essential utility services (water/sewer) for daily living	36%	33%	56%	57%	4%	6%	1%	2%	2%	2%	18.4:1	11.3:1
Protecting the people and property, making McKinney a safe community	36%	36%	55%	59%	6%	3%	1%	1%	1%	1%	13.0:1	23.8:1
Responding to emergency situations	34%	36%	49%	44%	3%	2%	0%	0%	14%	17%	27.7:1	35.0:1
Manage traffic flow and the city's road system	10%	8%	52%	49%	28%	32%	6%	8%	3%	4%	1.8:1	1.4:1
Plan McKinney's future development	15%	11%	53%	51%	14%	20%	3%	2%	16%	16%	4.0:1	2.8:1
Provide leisure and recreational opportunities	24%	27%	57%	57%	12%	10%	2%	1%	4%	5%	5.9:1	7.6:1
Support economic expansion	15%	15%	60%	56%	13%	16%	2%	2%	11%	10%	5.0:1	3.9:1
Preserve the "McKinney character" our heritage	29%	29%	55%	55%	7%	7%	1%	2%	7%	6%	10.5:1	9.3:1
Serve as a community information and resource center	17%	18%	61%	62%	7%	8%	1%	1%	15%	12%	9.8:1	8.9:1

TABLE #4: COMPARING COMBINED SATISFACTION WITH CITY PERFORMANCE AREAS BY SUBSECTOR – 2010 & 2014

AREA	AREA I		AREA II		AREA III	
	2010	2014	2010	2014	2010	2014
Providing essential utility services (water/sewer) for daily living	95%	92%	93%	89%	84%	90%
Protecting the people and property, making McKinney a safe community	94%	96%	92%	95%	85%	93%
Responding to emergency situations	79%	80%	87%	80%	85%	80%
Manage traffic flow and the city's road system	67%	64%	63%	50%	53%	43%
Plan McKinney's future development	68%	66%	71%	59%	62%	58%
Provide leisure and recreational opportunities	83%	85%	82%	81%	78%	81%
Support economic expansion	74%	75%	77%	68%	73%	69%
Preserve the "McKinney character" our heritage	86%	85%	87%	85%	79%	82%
Serve as a community information and resource center	77%	79%	79%	80%	76%	81%

TABLE #5: SATISFACTION WITH CITY PERFORMANCE AREAS BY AGE OF RESPONDENT'S CHILDREN

AREA	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED
Providing essential utility services (water/sewer) for daily living	97%	7%	93%	6%	92%	6%	90%	8%
Protecting the people and property, making McKinney a safe community	97%	0%	100%	0%	93%	7%	95%	4%
Responding to emergency situations	82%	0%	79%	1%	81%	3%	79%	3%
Manage traffic flow and the city's road system	72%	28%	61%	38%	57%	41%	55%	40%
Plan McKinney's future development	69%	16%	64%	29%	67%	22%	62%	21%
Provide leisure and recreational opportunities	90%	9%	82%	15%	83%	15%	84%	9%
Support economic expansion	75%	16%	78%	16%	77%	16%	70%	19%
Preserve the "McKinney character" our heritage	85%	12%	84%	10%	82%	10%	84%	9%
Serve as a community information and resource center	88%	12%	93%	4%	84%	6%	77%	9%

TABLE #6: COMPARING ITEMS NOT AVAILABLE FOR PURCHASE IN MCKINNEY BY SUBSECTOR AND GENDER – 2010 & 2014

ITEM	OVERALL		AREA I	AREA II	AREA III	MALE	FEMALE
	2010	2014					
Clothing	25%	32%	27%	40%	40%	24%	41%
Department stores – a mall	NA	15%	18%	9%	13%	10%	19%
Furniture	10%	11%	11%	9%	13%	5%	16%
Books	9%	5%	1%	9%	13%	9%	9%
Hardware – lawn & garden – building materials	6%	4%	1%	9%	7%	9%	0%
Luxury items/high end products	NA	4%	4%	6%	0%	5%	3%
Restaurant (Food/ethnic/specialty/ restaurant in 2010)	9%	4%	6%	0%	7%	5%	3%
Organic/health items	NA	4%	6%	3%	0%	7%	2%
Miscellaneous	4%	4%	7%	0%	0%	5%	3%
Car (Parts/auto/motorcycle in 2010)	6%	3%	3%	3%	7%	7%	0%
Electronics (electronic/computers in 2010)	7%	3%	3%	6%	0%	7%	0%
Household goods	NA	3%	3%	6%	0%	2%	5%
Appliances	3%	2%	3%	3%	0%	3%	2%
Music/art supplies (music supplies/instruments and arts & crafts/fabric/ sewing supplies in 2010)	6%	2%	4%	0%	0%	3%	2%
Shoes	2%	2%	3%	0%	0%	0%	3%

TABLE #7: COMPARING OVERALL FREQUENCY OF UTILIZING CITY FACILITIES OR PARTICIPATING IN CITY-RELATED ACTIVITIES – 2010 & 2014

FACILITY OR ACTIVITY	YES		NO		DON'T REMEMBER	
	2010	2014	2010	2014	2010	2014
Visited a city park or park facility	80%	75%	20%	24%	0%	1%
Visited or used a city athletic field	43%	40%	56%	59%	0%	0%
Utilized a hike and bike trail in McKinney	43%	41%	57%	59%	0%	0%
Participated in a city event	53%	50%	47%	49%	0%	0%
Visited a city recreation center	43%	38%	56%	61%	0%	1%
Visited McKinney City Hall	43%	33%	56%	66%	1%	1%
Attended a meeting of the city council or any city board or commission meeting	17%	16%	83%	84%	0%	0%
Accessed the city web site	76%	77%	24%	22%	0%	0%
Visited a city office building other than city hall	52%	50%	47%	49%	0%	0%
Visited the McKinney Performing Arts Center	NA	38%	NA	61%	NA	0%
Visited a public library in McKinney	67%	70%	33%	30%	0%	0%
Used a city pool	18%	17%	81%	83%	0%	0%
Enrolled in a class through the parks and recreation department	14%	12%	85%	88%	0%	0%
Placed a call to request service from the police or fire department	34%	34%	66%	65%	0%	1%

TABLE #8: COMPARING FREQUENCY OF UTILIZING CITY FACILITIES OR PARTICIPATING IN CITY-RELATED ACTIVITIES BY SUBSECTOR – 2010 & 2014

FACILITY OR ACTIVITY	AREA I		AREA II		AREA III	
	2010	2014	2010	2014	2010	2014
Visited a city park or park facility	79%	74%	84%	78%	79%	71%
Visited or used a city athletic field	45%	43%	46%	41%	38%	29%
Utilized a hike and bike trail in McKinney	41%	40%	49%	49%	40%	26%
Participated in a city event	55%	51%	52%	52%	49%	45%
Visited a city recreation center	38%	34%	42%	41%	57%	42%
Visited McKinney City Hall	41%	34%	42%	33%	47%	33%
Attended a meeting of the city council or any city board or commission meeting	14%	16%	15%	18%	27%	15%
Accessed the city web site	78%	81%	81%	79%	66%	62%
Visited a city office building other than city hall	51%	50%	50%	54%	57%	42%
Visited the McKinney Performing Arts Center	NA	39%	NA	41%	NA	29%
Visited a public library in McKinney	67%	73%	72%	70%	62%	58%
Used a city pool	16%	16%	17%	19%	23%	15%
Enrolled in a class through the parks and recreation department	14%	12%	14%	12%	15%	13%
Placed a call to request service from the police or fire department	28%	32%	35%	35%	44%	37%

TABLE #9: FREQUENCY OF UTILIZING CITY FACILITIES OR PARTICIPATING IN CITY-RELATED ACTIVITIES BY AGE OF RESPONDENT'S CHILDREN

FACILITY OR ACTIVITY	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	YES	NO	YES	NO	YES	NO	YES	NO
Visited a city park or park facility	68%	30%	91%	9%	92%	7%	91%	9%
Visited or used a city athletic field	26%	73%	69%	28%	76%	23%	71%	29%
Utilized a hike and bike trail in McKinney	34%	66%	50%	47%	54%	45%	60%	40%
Participated in a city event	44%	56%	59%	41%	67%	33%	44%	56%
Visited a city recreation center	31%	68%	59%	34%	54%	43%	49%	51%
Visited McKinney City Hall	33%	66%	44%	56%	36%	64%	30%	70%
Attended a meeting of the city council or any city board or commission meeting	17%	83%	22%	78%	13%	86%	12%	88%
Accessed the city web site	73%	27%	94%	6%	96%	4%	88%	11%
Visited a city office building other than city hall	47%	52%	72%	28%	63%	35%	53%	47%
Visited the McKinney Performing Arts Center	37%	62%	47%	53%	40%	60%	39%	61%
Visited a public library in McKinney	65%	35%	81%	19%	87%	13%	86%	14%
Used a city pool	12%	88%	28%	72%	35%	65%	23%	77%
Enrolled in a class through the parks and recreation department	8%	92%	37%	63%	21%	79%	16%	84%
Placed a call to request service from the police or fire department	33%	66%	38%	62%	33%	65%	37%	63%

TABLE #10: COMPARING OVERALL SATISFACTION WITH THE APPEARANCE OF VARIOUS AREAS – 2010 & 2014

AREA	VERY SATISFIED		SATISFIED		DISSATISFIED		VERY DISSATISFIED		NO OPINION		RATIO	
	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014
The overall appearance of your neighborhood	42%	44%	50%	48%	6%	7%	1%	1%	1%	1%	13.1:1	11.5:1
The overall appearance of areas near you neighborhood	35%	35%	55%	56%	8%	7%	1%	1%	1%	%	10.0:1	11.25:1
The overall appearance of the city	34%	32%	60%	61%	5%	6%	0%	0%	1%	1%	18.8:1	15.5:1

TABLE #11: COMPARING COMBINED SATISFACTION WITH THE APPEARANCE OF VARIOUS AREAS BY SUBSECTOR – 2010 & 2014

AREA	AREA I		AREA II		AREA III	
	2010	2014	2010	2014	2010	2014
The overall appearance of your neighborhood	96%	94%	93%	90%	84%	86%
The overall appearance of areas near you neighborhood	94%	93%	92%	92%	82%	81%
The overall appearance of the city	94%	95%	94%	92%	92%	88%

TABLE #12: SATISFACTION WITH THE APPEARANCE OF VARIOUS AREAS BY AGE OF RESPONDENT'S CHILDREN

AREA	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED
The overall appearance of your neighborhood	91%	7%	97%	3%	94%	6%	91%	8%
The overall appearance of areas near you neighborhood	91%	8%	87%	131%	91%	9%	94%	5%
The overall appearance of the city	934%	6%	94%	6%	94%	6%	94%	6%

TABLE #13: OVERALL SATISFACTION WITH VARIOUS CUSTOMER SERVICE ACTIVITIES

ACTIVITY	VERY SATISFIED		SATISFIED		DISSATISFIED		VERY DISSATISFIED		NO OPINION		RATIO	
	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014
The courtesy of the person you interacted with by phone, e-mail or in person	49%	50%	42%	44%	6%	4%	3%	2%	2%	0%	10.1:1	15.7:1
Directed to the correct department	33%	32%	56%	56%	5%	5%	2%	0%	1%	7%	12.7:1	17.6:1
Employee seemed concerned about my problem	31%	30%	52%	58%	10%	9%	3%	1%	14%	2%	6.4:1	8.8:1
Asked adequate questions to determine the nature of the problem	27%	27%	58%	58%	8%	6%	2%	3%	3%	6%	8.5:1	9.4:1
If not available, the correct employee responded to me in a reasonable time	23%	21%	49%	57%	6%	5%	3%	2%	16%	15%	8.0:1	11.1:1
The problem or question was adequately addressed by the person responding	32%	27%	53%	61%	10%	8%	3%	1%	4%	2%	6.5:1	9.8:1
The people I worked with showed pride and concern for quality in the work	29%	26%	56%	58%	8%	10%	2%	1%	11%	5%	8.5:1	7.6:1
Through his/her actions, the primary employee I worked with represented the city in a positive manner	36%	29%	51%	59%	9%	7%	2%	2%	7%	3%	7.9:1	9.8:1

TABLE #14: COMPARING COMBINED SATISFACTION WITH VARIOUS CUSTOMER SERVICE ACTIVITIES BY SUBSECTOR – 2010 & 2014

ACTIVITY	AREA I		AREA II		AREA III	
	2010	2014	2010	2014	2010	2014
The courtesy of the person you interacted with by phone, e-mail or in person	90%	94%	92%	98%	92%	88%
Directed to the correct department	87%	89%	94%	90%	85%	83%
Employee seemed concerned about my problem	84%	83%	86%	97%	80%	80%
Asked adequate questions to determine the nature of the problem	84%	82%	87%	92%	84%	81%
If not available, the correct employee responded to me in a reasonable time	67%	73%	75%	83%	78%	83%
The problem or question was adequately addressed by the person responding	85%	88%	90%	92%	82%	81%
The people I worked with showed pride and concern for quality in the work	82%	84%	88%	86%	86%	81%
Through his/her actions, the primary employee I worked with represented the city in a positive manner	87%	86%	87%	93%	89%	86%

TABLE #15: SATISFACTION WITH VARIOUS CUSTOMER SERVICE ACTIVITIES BY AGE OF RESPONDENT'S CHILDREN

Activities	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED
The courtesy of the person you interacted with by phone, e-mail or in person	94%	6%	95%	5%	100%	0%	92%	8%
Directed to the correct department	88%	6%	95%	0%	90%	2%	84%	6%
Employee seemed concerned about my problem	87%	10%	95%	5%	93%	8%	88%	12%
Asked adequate questions to determine the nature of the problem	85%	8%	84%	5%	93%	5%	82%	12%
If not available, the correct employee responded to me in a reasonable time	78%	7%	90%	0%	75%	5%	76%	8%
The problem or question was adequately addressed by the person responding	87%	10%	100%	0%	95%	5%	90%	10%
The people I worked with showed pride and concern for quality in the work	83%	11%	94%	0%	92%	5%	82%	12%
Through his/her actions, the primary employee I worked with represented the city in a positive manner	89%	7%	94%	5%	90%	8%	84%	12%

TABLE #16: COMPARING PERFORMANCE RATINGS OF VARIOUS CITY SERVICES – 2010 & 2014

SERVICE	EXCELLENT		GOOD		FAIR		POOR		NO OPINION		RATIO	
	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014
Fire and/or EMS (Emergency Medical Services)	45%	49%	30%	30%	4%	2%	1%	0%	20%	12%	15.0:1	39.5:1
Solid waste	34%	31%	49%	52%	9%	8%	2%	2%	6%	7%	7.5:1	8.3:1
Police	41%	39%	38%	42%	7%	6%	3%	3%	11%	11%	7.9:1	9.0:1
Street maintenance	22%	22%	51%	52%	19%	15%	5%	6%	4%	5%	3.0:1	3.5:1
Recycling	36%	34%	50%	50%	7%	9%	1%	3%	6%	4%	10.8:1	7.0:1
Sidewalks	25%	26%	53%	52%	13%	14%	4%	3%	5%	5%	4.6:1	4.6:1
Water service	31%	26%	55%	57%	7%	9%	5%	6%	2%	2%	7.2:1	5.5:1
Sewer service	31%	27%	57%	60%	6%	7%	3%	2%	4%	4%	9.8:1	9.7:1
Animal control	22%	21%	46%	48%	10%	8%	5%	3%	17%	20%	4.5:1	6.3:1
Restaurant inspection	13%	12%	37%	35%	8%	5%	2%	2%	39%	45%	5.0:1	6.7:1
Parks	34%	33%	50%	52%	8%	5%	1%	1%	7%	9%	9.3:1	14.2:1
Code enforcement	15%	16%	44%	41%	10%	11%	4%	4%	27%	27%	4.2:1	3.8:1
Downtown events	33%	37%	47%	44%	5%	4%	2%	1%	13%	14%	11.4:1	16.2:1
Building permits and inspections	10%	13%	31%	30%	6%	7%	3%	3%	50%	48%	4.6:1	4.3:1
Recreation programs	23%	25%	46%	46%	7%	5%	1%	1%	23%	23%	8.6:1	11.8:1
Library	41%	44%	37%	41%	5%	2%	1%	1%	16%	13%	13.0:1	28.3:1
Arts and cultural services	18%	22%	47%	47%	9%	4%	1%	1%	25%	25%	6.5:1	13.8:1
Drainage	18%	19%	58%	60%	10%	6%	5%	3%	10%	11%	5.1:1	8.8:1
Recreation centers	18%	18%	45%	44%	7%	7%	2%	1%	27%	30%	7.0:1	7.8:1
Athletic fields	24%	25%	46%	43%	5%	3%	1%	1%	24%	28%	11.7:1	17.0:1

TABLE #17: COMPARING COMBINED POSITIVE PERFORMANCE RATINGS OF VARIOUS CITY SERVICES BY SUBSECTOR – 2010 & 2014

SERVICE	AREA I		AREA II		AREA III	
	2010	2014	2010	2014	2010	2014
Fire and/or EMS (Emergency Medical Services)	69%	78%	78%	79%	81%	82%
Solid waste	84%	84%	90%	84%	74%	77%
Police	78%	80%	79%	83%	80%	76%
Street maintenance	73%	78%	78%	71%	63%	66%
Recycling	90%	84%	91%	87%	76%	78%
Sidewalks	84%	79%	85%	78%	58%	70%
Water service	88%	85%	88%	83%	77%	76%
Sewer service	91%	90%	91%	87%	78%	75%
Animal control	67%	70%	67%	72%	71%	61%
Restaurant inspection	54%	47%	45%	46%	49%	53%
Parks	84%	89%	84%	82%	82%	81%
Code enforcement	59%	60%	63%	60%	53%	47%
Downtown events	79%	84%	83%	79%	78%	70%
Building permits and inspections	43%	45%	40%	42%	39%	40%
Recreation programs	66%	71%	71%	72%	73%	68%
Library	79%	86%	78%	83%	79%	83%
Arts and cultural services	62%	71%	69%	69%	64%	62%
Drainage	77%	81%	77%	82%	69%	64%
Recreation centers	55%	62%	70%	62%	71%	59%
Athletic fields	68%	70%	73%	69%	71%	58%

TABLE #18: PERFORMANCE RATINGS OF VARIOUS CITY SERVICES BY AGE OF RESPONDENT'S CHILDREN

SERVICE	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR
Fire and/or EMS (Emergency Medical Services)	79%	2%	81%	0%	79%	1%	75%	4%
Solid waste	82%	11%	85%	12%	83%	13%	86%	9%
Police	80%	8%	84%	3%	85%	5%	70%	8%
Street maintenance	73%	22%	74%	16%	77%	19%	80%	19%
Recycling	85%	11%	81%	12%	86%	12%	85%	12%
Sidewalks	77%	18%	87%	3%	81%	17%	77%	18%
Water service	82%	16%	74%	16%	86%	14%	86%	14%
Sewer service	86%	9%	81%	13%	88%	9%	89%	10%
Animal control	67%	11%	78%	3%	80%	70%	67%	11%
Restaurant inspection	45%	8%	53%	3%	58%	4%	50%	9%
Parks	84%	4%	94%	3%	91%	9%	88%	11%
Code enforcement	55%	17%	75%	3%	68%	12%	59%	17%
Downtown events	78%	5%	84%	3%	85%	8%	88%	7%
Building permits and inspections	39%	10%	59%	6%	56%	7%	48%	9%
Recreation programs	67%	5%	81%	9%	81%	11%	81%	7%
Library	82%	2%	93%	3%	93%	1%	90%	6%
Arts and cultural services	66%	5%	78%	6%	80%	7%	76%	8%
Drainage	84%	9%	87%	5%	87%	5%	80%	10%
Recreation centers	59%	7%	69%	13%	73%	12%	67%	12%
Athletic fields	60%	4%	78%	9%	86%	6%	88%	5%

TABLE #19: COMPARING OVERALL IMPORTANCE TO SUPPORT PAYING ADDITIONAL TAXES TO IMPROVE OR EXPAND VARIOUS CITY SERVICES – 2010 & 2014

SERVICE	VERY IMPORTANT		IMPORTANT		UNIMPORTANT		VERY UNIMPORTANT		NO OPINION		RATIO	
	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014
Fire and/or EMS (Emergency Medical Services)	23%	30%	28%	38%	23%	21%	10%	6%	6%	6%	1.8:1	2.5:1
Solid waste	8%	10%	36%	43%	37%	34%	11%	6%	7%	7%	0.9:1	1.3:1
Police	23%	29%	40%	38%	22%	20%	10%	6%	5%	7%	2.0:1	2.6:1
Street maintenance	15%	17%	43%	51%	28%	21%	9%	5%	5%	6%	1.6:1	2.6:1
Recycling	9%	9%	38%	43%	36%	36%	11%	6%	7%	7%	1.0:1	1.2:1
Sidewalks	7%	10%	41%	44%	36%	33%	10%	6%	6%	7%	1.0:1	1.4:1
Water service	13%	20%	40%	45%	32%	25%	10%	5%	5%	5%	1.3:1	2.2:1
Sewer service	12%	14%	40%	47%	33%	28%	10%	5%	5%	6%	1.2:1	1.8:1
Animal control	7%	10%	34%	40%	41%	35%	11%	6%	7%	9%	0.8:1	1.2:1
Restaurant inspection	12%	17%	36%	41%	30%	27%	11%	5%	11%	11%	1.2:1	1.8:1
Parks	10%	11%	43%	47%	30%	30%	10%	6%	6%	7%	1.3:1	1.6:1
Code enforcement	8%	11%	37%	44%	34%	28%	10%	6%	11%	11%	1.0:1	1.6:1
Downtown events	9%	8%	34%	39%	38%	38%	13%	6%	7%	9%	0.8:1	1.1:1
Building permits and inspections	7%	10%	35%	40%	33%	29%	11%	6%	14%	14%	1.0:1	1.4:1
Recreation programs	10%	9%	39%	42%	32%	35%	12%	5%	8%	9%	1.1:1	1.3:1
Library	15%	17%	40%	42%	28%	29%	11%	5%	7%	7%	1.1:1	1.7:1
Arts and cultural services	7%	8%	37%	41%	37%	36%	11%	6%	8%	9%	0.9:1	1.2:1
Drainage	10%	12%	39%	46%	33%	29%	11%	5%	8%	9%	1.1:1	1.7:1
Recreation centers	9%	10%	39%	42%	33%	33%	11%	6%	8%	9%	1.1:1	1.3:1
Athletic fields	8%	8%	38%	41%	35%	34%	12%	7%	8%	10%	1.0:1	1.2:1

TABLE #20: COMPARING COMBINED IMPORTANCE TO SUPPORT PAYING ADDITIONAL TAXES TO IMPROVE OR EXPAND VARIOUS CITY SERVICES BY SUBSECTOR – 2012 & 2014

SERVICE	AREA I		AREA II		AREA III	
	2010	2014	2010	2014	2010	2014
Fire and/or EMS (Emergency Medical Services)	58%	68%	56%	68%	73%	66%
Solid waste	44%	51%	37%	54%	57%	56%
Police	62%	68%	58%	69%	71%	62%
Street maintenance	57%	68%	55%	70%	65%	65%
Recycling	47%	50%	42%	54%	51%	55%
Sidewalks	46%	53%	40%	57%	60%	52%
Water service	52%	64%	50%	66%	62%	63%
Sewer service	48%	60%	47%	63%	64%	60%
Animal control	38%	48%	36%	51%	54%	57%
Restaurant inspection	48%	56%	41%	60%	60%	60%
Parks	52%	60%	50%	58%	61%	54%
Code enforcement	45%	56%	40%	53%	52%	55%
Downtown events	42%	45%	38%	53%	50%	44%
Building permits and inspections	42%	49%	35%	54%	52%	49%
Recreation programs	46%	52%	45%	50%	59%	48%
Library	53%	57%	50%	61%	64%	54%
Arts and cultural services	42%	49%	40%	51%	53%	51%
Drainage	46%	55%	45%	62%	58%	57%
Recreation centers	43%	50%	46%	54%	62%	49%
Athletic fields	43%	50%	41%	49%	58%	43%

TABLE #21: LIKELIHOOD TO SUPPORT PAYING ADDITIONAL TAXES TO IMPROVE OR EXPAND VARIOUS CITY SERVICES BY AGE OF RESPONDENT'S CHILDREN

SERVICE	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	LIKELY	UNLIKELY	LIKELY	UNLIKELY	LIKELY	UNLIKELY	LIKELY	UNLIKELY
Fire and/or EMS (Emergency Medical Services)	66%	28%	81%	16%	76%	20%	72%	23%
Solid waste	51%	39%	60%	34%	57%	40%	51%	39%
Police	64%	29%	84%	13%	83%	16%	73%	23%
Street maintenance	67%	28%	72%	22%	72%	25%	68%	26%
Recycling	51%	41%	60%	37%	57%	41%	48%	47%
Sidewalks	53%	39%	50%	47%	56%	42%	55%	41%
Water service	63%	31%	65%	31%	68%	28%	63%	32%
Sewer service	60%	34%	59%	37%	61%	35%	60%	34%
Animal control	51%	39%	50%	44%	44%	51%	51%	41%
Restaurant inspection	57%	31%	63%	28%	60%	33%	56%	35%
Parks	55%	38%	72%	25%	70%	27%	62%	35%
Code enforcement	55%	33%	59%	31%	55%	38%	51%	40%
Downtown events	46%	44%	50%	43%	51%	46%	50%	45%
Building permits and inspections	51%	33%	57%	37%	50%	43%	45%	41%
Recreation programs	48%	41%	60%	38%	56%	40%	55%	41%
Library	55%	36%	72%	25%	69%	29%	62%	34%
Arts and cultural services	49%	41%	56%	37%	56%	41%	50%	44%
Drainage	56%	34%	66%	31%	62%	33%	58%	34%
Recreation centers	48%	41%	75%	22%	59%	37%	53%	41%
Athletic fields	45%	43%	69%	28%	60%	37%	53%	41%

TABLE #22: COMPARING OVERALL PERCEPTION OF SAFETY IN VARIOUS CITY ENVIRONMENTS – 2010 & 2014

SERVICE	VERY SAFE		SAFE		UNSAFE		VERY UNSAFE		NO OPINION		RATIO	
	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014
In your neighborhood	62%	61%	36%	36%	2%	2%	0%	0%	0%	1%	49.0:1	48.5:1
At the city park closest to your home	40%	37%	46%	49%	4%	3%	0%	0%	10%	11%	21.5:1	28.7:1
When shopping in McKinney	46%	44%	52%	52%	1%	2%	1%	0%	1%	2%	49.0:1	48.0:1
At a school function in McKinney	39%	38%	36%	36%	1%	1%	0%	0%	24%	24%	75.0:1	74.0:1
In the downtown area	38%	38%	52%	57%	3%	1%	0%	0%	6%	4%	30.0:1	95.0:1
The city in general	40%	42%	57%	56%	1%	1%	0%	0%	1%	1%	97.0:1	98.0:1

TABLE #23: PERCEPTION OF SAFETY IN VARIOUS CITY ENVIRONMENTS BY SUBSECTOR

ENVIRONMENT	AREA I		AREA II		AREA III	
	2010	2014	2010	2014	2010	2014
In your neighborhood	99%	99%	99%	96%	94%	97%
At the city park closest to your home	87%	87%	88%	87%	81%	78%
When shopping in McKinney	99%	98%	98%	97%	96%	93%
At a school function in McKinney	74%	74%	78%	80%	75%	65%
In the downtown area	91%	95%	91%	97%	92%	92%
The city in general	98%	99%	99%	97%	98%	93%

TABLE #24: PERCEPTION OF SAFETY IN VARIOUS CITY ENVIRONMENTS BY AGE OF RESPONDENT'S CHILDREN

ENVIRONMENT	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	SAFE	UNSAFE	SAFE	UNSAFE	SAFE	UNSAFE	SAFE	UNSAFE
In your neighborhood	97%	2%	100%	0%	99%	1%	97%	3%
At the city park closest to your home	82%	3%	91%	6%	99%	1%	97%	1%
When shopping in McKinney	97%	1%	97%	3%	99%	1%	96%	4%
At a school function in McKinney	66%	1%	91%	0%	98%	1%	96%	2%
In the downtown area	95%	1%	96%	0%	97%	2%	96%	1%
The city in general	97%	1%	100%	0%	99%	1%	99%	1%

TABLE #25: COMPARING OVERALL IMPORTANCE OF VARIOUS CONSTRUCTION ISSUES ON FUTURE CITY FACILITIES – 2010 & 2014

SERVICE	VERY IMPORTANT		IMPORTANT		UNIMPORTANT		VERY UNIMPORTANT		NO OPINION		RATIO	
	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014
That the facility generate pride in the community	30%	34%	57%	53%	10%	10%	2%	1%	1%	3%	7.3:1	7.9:1
That it be attractive	26%	29%	65%	66%	6%	5%	1%	0%	2%	1%	13.0:1	19.0:1
That it utilize best practices	30%	32%	59%	57%	3%	4%	0%	0%	8%	8%	29.7:1	22.3:1
That it include significant amounts of landscaping	17%	19%	52%	57%	26%	20%	2%	1%	3%	3%	2.5:1	3.6:1
That it be economical	42%	41%	54%	55%	2%	3%	0%	0%	2%	1%	48.0:1	32.0:1
That it be sustainable and energy efficient	41%	44%	54%	50%	3%	5%	0%	1%	1%	1%	31.7:1	15.7:1

TABLE #26: COMPARING COMBINED IMPORTANCE OF VARIOUS CONSTRUCTION ISSUES ON FUTURE CITY FACILITIES BY SUBSECTOR – 2010 & 2014

ISSUE	AREA I		AREA II		AREA III	
	2010	2014	2010	2014	2010	2014
That the facility generate pride in the community	87%	89%	84%	85%	90%	79%
That it be attractive	91%	96%	91%	91%	92%	94%
That it utilize best practices	90%	91%	91%	86%	84%	86%
That it include significant amounts of landscaping	69%	79%	72%	70%	65%	78%
That it be economical	96%	97%	96%	95%	95%	93%
That it be sustainable and energy efficient	94%	95%	97%	93%	95%	93%

TABLE #27: IMPORTANCE OF VARIOUS CONSTRUCTION ISSUES ON FUTURE CITY FACILITIES BY AGE OF RESPONDENT'S CHILDREN

ISSUE	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	IMPORTANT	UN IMPORTANT	IMPORTANT	UN IMPORTANT	IMPORTANT	UN IMPORTANT	IMPORTANT	UN IMPORTANT
That the facility generate pride in the community	87%	10%	84%	16%	86%	12%	83%	16%
That it be attractive	94%	5%	93%	6%	94%	4%	93%	4%
That it utilize best practices	86%	4%	94%	6%	95%	3%	94%	5%
That it include significant amounts of landscaping	78%	19%	75%	25%	67%	24%	72%	27%
That it be economical	95%	3%	97%	3%	97%	3%	98%	1%
That it be sustainable and energy efficient	93%	5%	94%	6%	91%	8%	94%	6%

TABLE #28: OVERALL SUPPORT FOR VARIOUS METHODS OF FINANCING CITY INFRASTRUCTURE IMPROVEMENTS

METHOD	STRONGLY SUPPORT	SUPPORT	OPPOSE	STRONGLY OPPOSE	NO OPINION	RATIO
Cut some services and use the money in order to "pay as you go" for improvements without raising taxes	15%	44%	25%	5%	10%	2.0:1
A bond election, in which improvements are paid for over 20 years	9%	62%	16%	3%	10%	3.7:1
Use cash held in reserve by the city for emergencies to pay for improvements	2%	38%	45%	4%	11%	0.8:1
An increase in sales tax, so that people from outside the city will help pay for improvements	3%	37%	49%	5%	7%	0.7:1
Make improvements only as a last resort and determine best way to pay at that time	3%	34%	49%	6%	6%	0.7:1

TABLE #29: SUPPORT FOR VARIOUS METHODS OF FINANCING CITY INFRASTRUCTURE IMPROVEMENTS BY SUBSECTOR

METHOD	AREA I		AREA II		AREA III	
	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE
Cut some services and use the money in order to "pay as you go" for improvements without raising taxes	64%	26%	54%	35%	54%	33%
A bond election, in which improvements are paid for over 20 years	71%	19%	70%	20%	75%	16%
Use cash held in reserve by the city for emergencies to pay for improvements	37%	51%	43%	45%	40%	47%
An increase in sales tax, so that people from outside the city will help pay for improvements	36%	57%	43%	51%	41%	49%
Make improvements only as a last resort and determine best way to pay at that time	37%	57%	35%	56%	44%	45%

TABLE #30: SUPPORT FOR VARIOUS METHODS OF FINANCING CITY INFRASTRUCTURE IMPROVEMENTS BY SUBSECTOR BY AGE OF RESPONDENT'S CHILDREN

METHOD	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE	SUPPORT	OPPOSE
Cut some services and use the money in order to "pay as you go" for improvements without raising taxes	59%	30%	60%	31%	63%	29%	57%	32%
A bond election, in which improvements are paid for over 20 years	69%	21%	84%	12%	74%	16%	78%	13%
Use cash held in reserve by the city for emergencies to pay for improvements	41%	47%	37%	59%	42%	53%	39%	51%
An increase in sales tax, so that people from outside the city will help pay for improvements	36%	55%	69%	31%	46%	51%	45%	52%
Make improvements only as a last resort and determine best way to pay at that time	38%	53%	28%	71%	32%	65%	37%	59%

TABLE #31: COMPARING OVERALL AGREEMENT VARIOUS CITY-RELATED STATEMENTS – 2010 & 2014

STATEMENT	STRONGLY AGREE		AGREE		DISAGREE		STRONGLY DISAGREE		NO OPINION		RATIO	
	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014
I am satisfied with living in McKinney	57%	59%	40%	37%	3%	3%	1%	0%	0%	0%	32.3:1	32.0:1
I am frustrated with how city government works in McKinney	6%	10%	18%	21%	53%	52%	10%	6%	13%	10%	0.4:1	0.5:1
I don't feel I can ever get a straight answer from the city if I have a problem	3%	3%	12%	12%	57%	58%	9%	8%	19%	19%	0.2:1	0.2:1
We have an excellent city workforce	12%	9%	70%	70%	5%	9%	0%	1%	12%	12%	16.4:1	7.9:1
My neighborhood receives sufficient city services	14%	11%	74%	77%	7%	6%	1%	1%	5%	5%	11.0:1	12.6:1
The city has the educational resources I need to improve my quality of life	13%	9%	68%	69%	7%	6%	0%	0%	12%	16%	11.6:1	13.0:1
The city has the economic resources I need to improve my quality of life	10%	7%	66%	67%	10%	8%	0%	1%	14%	18%	7.6:1	8.2:1

TABLE #32: COMPARING COMBINED AGREEMENT RATINGS WITH VARIOUS CITY-RELATED STATEMENTS BY SUBSECTOR

STATEMENT	AREA I		AREA II		AREA III	
	2010	2014	2010	2014	2010	2014
I am satisfied with living in McKinney	99%	98%	97%	97%	92%	90%
I am frustrated with how city government works in McKinney	21%	31%	20%	29%	34%	37%
I don't feel I can ever get a straight answer from the city if I have a problem	13%	14%	11%	17%	22%	19%
We have an excellent city workforce	82%	78%	84%	77%	82%	81%
My neighborhood receives sufficient city services	91%	89%	91%	89%	75%	82%
The city has the educational resources I need to improve my quality of life	82%	79%	82%	79%	78%	73%
The city has the economic resources I need to improve my quality of life	76%	76%	78%	79%	73%	76%

TABLE #33: AGREEMENT VARIOUS CITY-RELATED STATEMENTS BY AGE OF RESPONDENT'S CHILDREN

STATEMENT	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	AGREE	DISAGREE	AGREE	DISAGREE	AGREE	DISAGREE	AGREE	DISAGREE
I am satisfied with living in McKinney	96%	3%	94%	6%	94%	4%	95%	5%
I am frustrated with how city government works in McKinney	30%	57%	26%	65%	25%	71%	34%	61%
I don't feel I can ever get a straight answer from the city if I have a problem	17%	63%	12%	75%	15%	77%	11%	74%
We have an excellent city workforce	78%	9%	82%	9%	83%	8%	81%	11%
My neighborhood receives sufficient city services	86%	8%	88%	6%	94%	7%	92%	6%
The city has the educational resources I need to improve my quality of life	75%	5%	94%	3%	89%	7%	80%	11%
The city has the economic resources I need to improve my quality of life	70%	9%	78%	16%	85%	8%	79%	8%

TABLE #34: COMPARING OVERALL LIKELIHOOD TO UTILIZE VARIOUS CITY SOURCES TO OBTAIN INFORMATION ABOUT THE CITY – 2010 & 2014

SOURCE	VERY LIKELY		LIKELY		UNLIKELY		VERY UNLIKELY		NO OPINION		RATIO	
	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014	2010	2014
Electronic newsletter	24%	26%	41%	45%	26%	22%	8%	6%	11%	1%	1.9:1	2.5:1
Facebook	8%	8%	16%	20%	52%	56%	23%	15%	1%	1%	0.3:1	0.4:1
Twitter	1%	2%	5%	8%	61%	71%	31%	19%	2%	0%	0.1:1	0.1:1
City's cable channel/video streaming on web	5%	3%	36%	34%	42%	49%	15%	12%	2%	2%	0.7:1	0.6:1
Community meetings	4%	4%	39%	38%	44%	50%	11%	6%	2%	2%	0.8:1	0.8:1
Local newspapers	13%	8%	46%	53%	31%	35%	9%	4%	1%	1%	1.5:1	1.6:1
Website	29%	22%	53%	60%	13%	16%	4%	1%	1%	1%	4.8:1	4.8:1
Notify Me, an online notification system, where residents sign up for agendas and news releases	NA	12%	NA	47%	NA	34%	NA	3%	NA	3%	NA	1.6:1
You tube	3%	1%	9%	13%	64%	75%	23%	9%	2%	2%	0.1:1	0.2:1
Water bill inserts	11%	6%	49%	50%	31%	36%	7%	5%	3%	3%	1.6:1	1.4:1
Parks, recreation, & open spaces activity guide direct mailed to your home	14%	10%	51%	56%	26%	29%	6%	3%	3%	2%	2.0:1	2.1:1

TABLE #35: COMPARING COMBINED LIKELIHOOD RATINGS TO UTILIZE VARIOUS CITY SOURCES TO OBTAIN INFORMATION ABOUT THE CITY BY SUBSECTOR – 2010 & 2014

SOURCE	AREA I		AREA II		AREA III	
	2010	2014	2010	2014	2010	2014
Electronic newsletter	68%	73%	64%	73%	62%	60%
Facebook	27%	30%	20%	28%	23%	21%
Twitter	7%	9%	4%	10%	10%	10%
City's cable channel/video streaming on web	40%	39%	38%	33%	49%	39%
Community meetings	39%	41%	41%	43%	54%	44%
Local newspapers	61%	62%	60%	59%	56%	59%
Website	86%	87%	85%	81%	72%	71%
Notify Me, an online notification system, where residents sign up for agendas and news releases	NA	61%	NA	60%	NA	56%
You tube	12%	15%	8%	13%	14%	12%
Water bill inserts	59%	59%	56%	53%	61%	52%
Parks, recreation, & open spaces activity guide	64%	68%	65%	62%	69%	75%

TABLE #36: LIKELIHOOD TO UTILIZE VARIOUS CITY SOURCES TO OBTAIN INFORMATION ABOUT THE CITY BY AGE OF RESPONDENT'S CHILDREN

Source	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	LIKELY	UNLIKELY	LIKELY	UNLIKELY	LIKELY	UNLIKELY	LIKELY	UNLIKELY
Electronic newsletter	68%	32%	94%	6%	81%	18%	77%	23%
Facebook	23%	76%	60%	41%	46%	53%	34%	65%
Twitter	7%	93%	19%	81%	17%	83%	17%	83%
City's cable channel/video streaming on web	37%	60%	50%	50%	30%	70%	39%	59%
Community meetings	43%	54%	47%	53%	40%	60%	35%	64%
Local newspapers	61%	38%	53%	44%	63%	37%	59%	40%
Website	78%	20%	100%	0%	94%	6%	92%	7%
Printed newsletter direct mailed to your home	57%	41%	75%	25%	71%	26%	68%	31%
You tube	11%	87%	25%	72%	21%	78%	20%	80%
Water bill inserts	58%	38%	62%	37%	47%	52%	46%	51%
Parks, recreation, & open spaces activity guide	62%	35%	85%	12%	81%	19%	73%	27%