THE NCS™
The National Citizen Survey™

McKinney, TX
Comparisons by Geographic Subgroups

2019

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. McKinney's Comparisons by Geographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by the four City Council Districts.

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as "excellent" or "good," or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by City Council District. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent "real" differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The "Overall" column, which shows the ratings for all respondents, also has a column designation of "(A)", but no statistical tests were done for the overall rating.

For each pair of subgroup ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table A below, respondents in Districts 1 (A) and 2 (B) gave significantly lower ratings to overall quality of life than respondents in Districts 3 (C) and 4 (D), as denoted by the "A B" listed in the cell of the ratings for Districts 3 and 4. The overall quality of life rating in District 4 (D) also was significantly lower than that of District 3 (C) (as indicated by the "D" in the rating for District 3).

Figure 1: Community Characteristics – General (Example Only)

Percent rating positively (e.g., excellent/good)	District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
The overall quality of life in ABC	73%	74%	79% A B D	76% A B	78%
Overall image or reputation of ABC	65%	66%	69% A B	71% A B C	70%
ABC as a place to live	80%	81%	85% A B D	82% A B	84%

Four geographic subareas were tracked for comparison and the number of completed surveys for each are shown in the figure below.

Figure 2: Geographic Areas

Area	Number of Completed Surveys
District 1	55
District 2	117
District 3	95
District 4	128
Overall	395

Findings

Notable differences between City Council Districts included the following:

- Ratings for the overall quality of life in McKinney and the respondent's neighborhood as a place to live were higher for those in Districts 3 and 4 than Districts 1 and 2. District 4 also had higher ratings than Districts 1 and 2 for the overall appearance of McKinney.
- Ratings for most aspects of Mobility were similar across districts, but District 3 had the lowest ratings for the ease of travel by public transportation in McKinney and ratings for ease of walking were lowest in District 1.
- Within the facet of Economy, Districts did not vary greatly in their opinions, but District 3 residents did give higher ratings than the other Districts to McKinney as a place to visit, Districts 1 and 2 had the lowest ratings for shopping opportunities and Districts 1 and 3 had the lowest ratings for employment opportunities.
- Overall, a clear pattern of how geographic location impacted opinion did not emerge. Despite some variability, no district appeared to have consistently higher or lower ratings. However, there were three items for which District 1 had lower ratings than all other Districts: District 1 residents were least likely to vote in local elections, gave the lowest ratings to K-12 schools and were most likely to experience housing cost stress.

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
The overall quality of life in McKinney	89%	85%	99% A B	95% B	92%
Overall image or reputation of McKinney	89%	83%	91%	89%	88%
McKinney as a place to live	93%	90%	99% B	95%	94%
Your neighborhood as a place to live	72%	81%	96% A B	96% A B	88%
McKinney as a place to raise children	93%	91%	97%	97% B	94%
McKinney as a place to retire	69%	67%	74%	76%	72%
Overall appearance of McKinney	89%	90%	90%	97% A B	92%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Overall feeling of safety in McKinney	96%	90%	96%	97% B	94%
In your neighborhood during the day	97%	94%	98%	99%	97%
In McKinney's downtown/commercial area during the day	99%	94%	99%	97%	97%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Overall ease of getting to the places you usually have to visit	86%	73%	71%	79%	76%
Traffic flow on major streets	60%	55%	52%	57%	56%
Ease of public parking	60%	58%	51%	47%	53%
Ease of travel by car in McKinney	85%	79%	73%	74%	77%
Ease of travel by public transportation in McKinney	22%	22% C	4%	21% C	17%
Ease of travel by bicycle in McKinney	55%	49%	47%	58%	52%
Ease of walking in McKinney	52%	72% A	66%	71% A	67%
Availability of paths and walking trails	64%	72%	73%	71%	71%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Quality of overall natural environment in McKinney	88%	76%	84%	81%	81%
Air quality	83%	87%	91%	92%	89%
Cleanliness of McKinney	86%	87%	89%	95% B	90%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Overall "built environment" of McKinney (including overall design, buildings, parks and transportation systems)	74%	74%	71%	77%	74%
Public places where people want to spend time	77%	79%	82%	88%	82%
Variety of housing options	74%	69%	72%	70%	71%
Availability of affordable quality housing	55%	48%	57%	51%	52%
Overall quality of new development in McKinney	84%	74%	85%	78%	79%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Overall economic health of McKinney	83%	77%	88% B	84%	82%
McKinney as a place to work	81% B	62%	85% B	73%	73%
McKinney as a place to visit	69%	62%	88% A B D	74% B	73%
Employment opportunities	72% B D	53%	63%	52%	58%
Shopping opportunities	65%	80% A C	67%	75%	73%
Cost of living in McKinney	44%	57%	44%	55%	51%
Overall quality of business and service establishments in McKinney	75%	77%	82%	85%	81%
Vibrant downtown/commercial area	85%	84%	76%	88% C	84%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Health and wellness opportunities in McKinney	87%	76%	94% B	87% B	85%
Fitness opportunities (including exercise classes and paths or trails, etc.)	76%	78%	84%	79%	79%
Recreational opportunities	73%	75%	73%	67%	72%
Availability of affordable quality food	81%	78%	77%	79%	78%
Availability of affordable quality health care	75%	78%	89% A B	82%	82%
Availability of preventive health services	76%	81%	92% A	83%	83%
Availability of affordable quality mental health care	69%	70%	64%	71%	69%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Overall opportunities for education and enrichment	81%	75%	84%	84%	80%
Availability of affordable quality child care/preschool	61%	74%	75%	59%	67%
K-12 education	64%	85% A	85% A	83% A	82%
Adult educational opportunities	68%	57%	80% B	76% B	70%
Opportunities to attend cultural/arts/music activities	69%	62%	60%	70%	65%
Opportunities to participate in religious or spiritual events and activities	90%	84%	88%	86%	87%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Opportunities to participate in social events and activities	79%	71%	70%	72%	72%
Opportunities to volunteer	77%	79%	74%	81%	78%
Opportunities to participate in community matters	76%	74%	70%	72%	73%
Openness and acceptance of the community toward people of diverse backgrounds	81%	78%	74%	67%	74%
Neighborliness of residents in McKinney	83% B D	68%	77%	67%	72%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
The City of McKinney	91%	83%	95% B	88%	88%
The value of services for the taxes paid to McKinney	68% C	54%	45%	67% C	58%
The overall direction that McKinney is taking	81%	68%	73%	80% B	75%
The job McKinney government does at welcoming citizen involvement	88% B C D	64%	68%	67%	69%
Overall confidence in McKinney government	74%	63%	71%	78% B	71%
Generally acting in the best interest of the community	79%	66%	69%	77%	72%
Being honest	72%	60%	73%	80% B	71%
Treating all residents fairly	68%	62%	73%	81% B	72%
Overall customer service by McKinney employees (police, receptionists, planners, etc.)	83%	90% C	80%	93% C	88%
The Federal Government	55%	39%	40%	44%	43%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Police services	91%	89%	87%	93%	90%
Fire services	94%	94%	91%	97%	94%
Ambulance or emergency medical services	94%	92%	89%	95%	92%
Crime prevention	83%	74%	75%	88% B	80%
Fire prevention and education	79%	81%	78%	95% A B C	85%
Animal control	79%	87%	78%	79%	82%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	83%	80%	78%	76%	79%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Traffic enforcement	80%	77%	71%	77%	76%
Street repair	56%	62%	51%	66% C	60%
Street cleaning	66%	66%	64%	76%	69%
Street lighting	58%	69%	69%	68%	67%
Sidewalk maintenance	51%	65%	58%	65%	62%
Traffic signal timing	62%	65%	61%	62%	63%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Garbage collection	91% D	86% D	81%	76%	82%
Recycling	84%	84%	86%	81%	83%
Yard waste pick-up	80%	79%	73%	81%	78%
Drinking water	65%	72%	72%	61%	67%
Preservation of natural areas such as open space, farmlands and greenbelts	71%	61%	59%	70%	65%
McKinney open space	68%	65%	72%	71%	69%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Storm drainage	79%	80%	80%	87%	82%
Sewer services	90%	92% C	82%	88%	88%
Power (electric and/or gas) utility	89%	85%	88%	85%	86%
Utility billing	83%	77%	72%	84% C	79%
Land use, planning and zoning	63%	72% C	56%	71% C	67%
Code enforcement (weeds, abandoned buildings, etc.)	66%	70%	67%	71%	69%
Cable television	73% B	51%	61%	61%	60%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Economic development	79%	73%	69%	78%	75%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
City parks	84%	86%	79%	94% C	87%
Recreation programs or classes	84%	77%	76%	89%	82%
Recreation centers or facilities	82%	80%	79%	88%	83%
Health services	83%	87%	83%	88%	86%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Public library services	92% C	90% C	78%	94% C	89%
City-sponsored special events	79%	83%	78%	80%	80%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Public information services	78%	79%	68%	83% C	78%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Sense of community	81%	72%	79%	75%	76%
Recommend living in McKinney to someone who asks	92%	88%	98% B	95% B	93%
Remain in McKinney for the next five years	91%	82%	89%	93% B	88%
Contacted the City of McKinney (in-person, phone, email or web) for help or information	41%	43%	44%	40%	42%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Was NOT the victim of a crime	99% B	88%	95%	91%	92%
Did NOT report a crime	89%	84%	91%	83%	86%
Stocked supplies in preparation for an emergency	28%	30%	27%	24%	27%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Walked or biked instead of driving	34%	51% A C	28%	48% C	43%
Carpooled with other adults or children instead of driving alone	51% B	22%	40% B	42% B	36%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Recycle at home	86%	90%	96% A	97% A	93%
Made efforts to make your home more energy efficient	61%	75%	71%	69%	70%
Made efforts to conserve water	79%	84%	84%	86%	84%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
NOT under housing cost stress	52%	76% A	80% A	80% A	75%
Did NOT observe a code violation	58%	64%	66%	53%	60%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Purchase goods or services from a business located in McKinney	99%	100%	98%	99%	99%
Economy will have positive impact on income	40%	45%	32%	43%	41%
Work in McKinney	43%	30%	35%	48% B	39%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Used McKinney recreation centers or their services	69% C	60%	52%	56%	58%
Visited a neighborhood park or City park	83%	84%	90%	83%	85%
Eat at least 5 portions of fruits and vegetables a day	90%	80%	83%	94% B C	87%
Participate in moderate or vigorous physical activity	90%	83%	87%	93% B	88%
Reported being in "very good" or "excellent" health	62%	81% A D	75%	66%	72%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Used McKinney public libraries or their services	68%	64%	67%	63%	65%
Participated in religious or spiritual activities in McKinney	55%	49%	69% B	55%	56%
Attended a City-sponsored event	59%	49%	62%	52%	54%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Campaigned or advocated for an issue, cause or candidate	22%	24%	23%	28%	25%
Contacted McKinney elected officials (in-person, phone, email or web) to express your opinion	12%	11%	9%	10%	10%
Volunteered your time to some group/activity in McKinney	26%	32%	35%	36%	33%
Participated in a club	13%	16%	19%	26%	19%

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Talked to or visited with your immediate neighbors	89% B	78%	90% B	91% B	86%
Done a favor for a neighbor	87% B	73%	79%	83%	79%
Attended a local public meeting	9%	16%	18%	18%	16%
Watched (online or on television) a local public meeting	19%	16%	17%	10%	15%
Read or watch local news (via television, paper, computer, etc.)	94% B C	73%	72%	89% B C	81%
Vote in local elections	63%	75% A	83% A	92% A B	80%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Overall feeling of safety in McKinney	93%	93%	89%	96% C	93%
Overall ease of getting to the places you usually have to visit	83%	90%	85%	95% A C	89%
Quality of overall natural environment in McKinney	82%	84%	89%	92%	87%
Overall "built environment" of McKinney (including overall design, buildings, parks and transportation systems)	82%	82%	81%	89%	84%
Health and wellness opportunities in McKinney	83%	79%	79%	85%	81%
Overall opportunities for education and enrichment	80%	79%	86%	83%	82%
Overall economic health of McKinney	96%	97%	94%	92%	95%
Sense of community	88%	91% C	79%	86%	87%

Table 29: Sources of City Information

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services: (Percent rating as "major source" or "minor source")	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
City website (www.mckinneytexas.org)	91%	93%	97%	91%	93%
Local newspapers	79% B C	56%	61%	73% B	66%
City electronic newsletter	80% B	65%	66%	66%	68%
City communications via social media (Facebook, Twitter, YouTube, Instagram, Nextdoor)	70%	73%	67%	78%	73%

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services: (Percent rating as "major source" or "minor source")	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
City Council meetings and other public meetings (in person or watching on TV or online)	57%	66% D	56%	49%	57%
City online annual report	65% D	55%	54%	46%	53%
Talking with City officials	55%	56%	53%	53%	54%
Water bill inserts	68%	53%	73% B	61%	62%
Word-of-mouth	75%	64%	89% B	83% B	77%
Homeowner's Association communications	50%	57%	57%	82% A B C	64%

Table 30: Commercial Airline Services

Percent rating as "strongly support" or "somewhat support"	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
To what extent would you support or oppose McKinney offering commercial airline services at McKinney National Airport?	88%	79%	77%	81%	80%

Table 31: Low-Budget Carriers

Percent "yes"	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
If you support McKinney offering commercial airline services, would you still be in support if only low-budget carriers were offered (i.e. Spirit, Frontier, Allegiant, etc.)	84% C	68%	66%	67%	70%

Table 32: Priority of Amenities

Please indicate how much of a priority, if at all, each of the following amenities are to you for improving the quality of life in McKinney: (Percent rating as "high priority" or "medium priority")	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Expanded hike and bike trail system	73%	75%	75%	81%	77%
Purchasing high-quality land outside of the floodplain for new parks and parks facilities	75%	86%	76%	85%	82%
Outdoor entertainment options	84%	86% C	72%	85% C	82%
Retail, restaurant and entertainment options	94%	87%	89%	93%	90%
Outdoor/adventure activities (e.g., zip line, wake boarding)	76%	79% C	64%	75%	74%
Creating/preserving open lands	89%	92%	84%	94% C	91%
Performing arts centers	74%	82%	77%	79%	79%
Cutting-edge recreational tourism projects (e.g. artificial wave pool for surfing, indoor ski resort, dedicated triathlon course)	57%	60%	55%	65%	60%
Tournament-grade destination sports complex (e.g. outdoor and indoor competition fields, training facilities, on-site hotels)	63%	62%	53%	73% C	64%

Table 33: Visibility of McKinney Police Department

Percent "very visible" or "somewhat visible"	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
How visible is the McKinney Police Department in your neighborhood and throughout the City (marked cars, foot, bike or mounted patrols)?	95%	87%	93%	94%	92%

Table 34: Line Item Addition to Q11

Overall, how would you rate the quality of the services provided by each of the following? (Percent rating as "excellent" or "good"	City Council Districts				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
The State of Texas	68%	63%	60%	67%	64%