



# THE NCS<sup>TM</sup>

The National Citizen Survey<sup>TM</sup>

## McKinney, TX

Technical Appendices

2019



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# Contents

Appendix A: Complete Survey Responses .....	1
Appendix B: Benchmark Comparisons .....	21
Appendix C: Detailed Survey Methods .....	30
Appendix D: Survey Materials .....	35



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## Appendix A: Complete Survey Responses

### Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in McKinney:	Excellent		Good		Fair		Poor		Total	
McKinney as a place to live	60%	N=237	34%	N=133	5%	N=18	1%	N=5	100%	N=394
Your neighborhood as a place to live	46%	N=181	42%	N=166	10%	N=40	2%	N=8	100%	N=395
McKinney as a place to raise children	59%	N=206	36%	N=125	4%	N=14	1%	N=5	100%	N=350
McKinney as a place to work	37%	N=110	37%	N=110	19%	N=58	7%	N=22	100%	N=300
McKinney as a place to visit	32%	N=124	40%	N=154	22%	N=83	6%	N=23	100%	N=382
McKinney as a place to retire	39%	N=125	33%	N=106	20%	N=65	8%	N=26	100%	N=322
The overall quality of life in McKinney	49%	N=193	43%	N=170	7%	N=26	1%	N=5	100%	N=394

Table 2: Question 2

Please rate each of the following characteristics as they relate to McKinney as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in McKinney	43%	N=169	51%	N=201	4%	N=17	1%	N=6	100%	N=393
Overall ease of getting to the places you usually have to visit	32%	N=126	44%	N=172	20%	N=76	4%	N=16	100%	N=391
Quality of overall natural environment in McKinney	39%	N=149	42%	N=163	15%	N=59	4%	N=14	100%	N=385
Overall “built environment” of McKinney (including overall design, buildings, parks and transportation systems)	24%	N=93	50%	N=194	20%	N=78	5%	N=20	100%	N=386
Health and wellness opportunities in McKinney	36%	N=139	49%	N=185	11%	N=44	4%	N=13	100%	N=381
Overall opportunities for education and enrichment	37%	N=137	43%	N=157	17%	N=62	3%	N=9	100%	N=364
Overall economic health of McKinney	39%	N=146	43%	N=164	15%	N=58	2%	N=9	100%	N=377
Sense of community	29%	N=112	47%	N=180	18%	N=68	7%	N=26	100%	N=387
Overall image or reputation of McKinney	47%	N=184	41%	N=159	10%	N=40	2%	N=8	100%	N=391

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in McKinney to someone who asks	68%	N=264	25%	N=99	5%	N=18	2%	N=8	100%	N=389
Remain in McKinney for the next five years	62%	N=241	26%	N=102	5%	N=21	6%	N=25	100%	N=388

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	70%	N=272	27%	N=106	1%	N=5	0%	N=2	1%	N=5	100%	N=390
In McKinney’s downtown/commercial area during the day	62%	N=223	35%	N=127	2%	N=7	0%	N=0	1%	N=5	100%	N=362

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Table 5: Question 5

Please rate each of the following characteristics as they relate to McKinney as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	11%	N=42	45%	N=174	34%	N=132	10%	N=39	100%	N=388
Ease of public parking	12%	N=46	41%	N=158	34%	N=132	13%	N=49	100%	N=385
Ease of travel by car in McKinney	24%	N=93	53%	N=205	19%	N=72	4%	N=16	100%	N=386
Ease of travel by public transportation in McKinney	3%	N=5	15%	N=27	17%	N=32	65%	N=120	100%	N=183
Ease of travel by bicycle in McKinney	14%	N=32	38%	N=84	30%	N=67	17%	N=38	100%	N=221
Ease of walking in McKinney	21%	N=76	46%	N=166	26%	N=92	7%	N=25	100%	N=359
Availability of paths and walking trails	26%	N=92	45%	N=163	23%	N=83	6%	N=22	100%	N=359
Air quality	33%	N=122	56%	N=207	9%	N=33	2%	N=8	100%	N=370
Cleanliness of McKinney	36%	N=138	54%	N=211	8%	N=31	2%	N=9	100%	N=388
Overall appearance of McKinney	42%	N=163	50%	N=195	6%	N=22	2%	N=8	100%	N=388
Public places where people want to spend time	30%	N=114	52%	N=201	14%	N=55	3%	N=13	100%	N=383
Variety of housing options	24%	N=89	46%	N=170	22%	N=81	7%	N=27	100%	N=367
Availability of affordable quality housing	14%	N=50	37%	N=131	31%	N=110	17%	N=59	100%	N=349
Fitness opportunities (including exercise classes and paths or trails, etc.)	29%	N=108	50%	N=188	15%	N=55	6%	N=22	100%	N=373
Recreational opportunities	26%	N=94	46%	N=167	23%	N=85	5%	N=18	100%	N=364
Availability of affordable quality food	30%	N=117	48%	N=186	16%	N=61	6%	N=22	100%	N=387
Availability of affordable quality health care	27%	N=95	55%	N=196	13%	N=47	5%	N=18	100%	N=357
Availability of preventive health services	27%	N=91	57%	N=194	12%	N=42	4%	N=15	100%	N=342
Availability of affordable quality mental health care	18%	N=34	51%	N=98	17%	N=32	14%	N=27	100%	N=192

Table 6: Question 6

Please rate each of the following characteristics as they relate to McKinney as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	21%	N=36	45%	N=78	24%	N=41	9%	N=16	100%	N=172
K-12 education	38%	N=97	45%	N=115	16%	N=40	2%	N=6	100%	N=258
Adult educational opportunities	26%	N=63	44%	N=107	21%	N=52	9%	N=21	100%	N=242
Opportunities to attend cultural/arts/music activities	25%	N=83	40%	N=133	27%	N=88	8%	N=27	100%	N=330
Opportunities to participate in religious or spiritual events and activities	43%	N=137	43%	N=138	9%	N=30	4%	N=13	100%	N=318
Employment opportunities	17%	N=45	41%	N=110	29%	N=78	13%	N=36	100%	N=268
Shopping opportunities	30%	N=116	43%	N=164	21%	N=81	5%	N=20	100%	N=381
Cost of living in McKinney	10%	N=38	42%	N=157	40%	N=150	9%	N=33	100%	N=377
Overall quality of business and service establishments in McKinney	26%	N=98	55%	N=208	16%	N=59	4%	N=14	100%	N=379
Vibrant downtown/commercial area	47%	N=170	37%	N=136	14%	N=51	2%	N=8	100%	N=366
Overall quality of new development in McKinney	33%	N=121	46%	N=165	17%	N=62	4%	N=13	100%	N=361
Opportunities to participate in social events and activities	29%	N=104	43%	N=151	21%	N=74	7%	N=24	100%	N=353
Opportunities to volunteer	30%	N=82	48%	N=130	16%	N=43	6%	N=15	100%	N=270
Opportunities to participate in community matters	28%	N=79	45%	N=126	22%	N=61	5%	N=15	100%	N=282
Openness and acceptance of the community toward people of diverse backgrounds	24%	N=82	50%	N=169	16%	N=54	10%	N=36	100%	N=341
Neighborliness of residents in McKinney	23%	N=86	49%	N=183	20%	N=76	8%	N=30	100%	N=376

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	16%	N=61	84%	N=324	100%	N=385
Made efforts to make your home more energy efficient	30%	N=114	70%	N=271	100%	N=385
Observed a code violation or other hazard in McKinney (weeds, abandoned buildings, etc.)	60%	N=226	40%	N=152	100%	N=378
Household member was a victim of a crime in McKinney	92%	N=354	8%	N=31	100%	N=384
Reported a crime to the police in McKinney	86%	N=332	14%	N=54	100%	N=385
Stocked supplies in preparation for an emergency	73%	N=281	27%	N=105	100%	N=385
Campaigned or advocated for an issue, cause or candidate	75%	N=290	25%	N=95	100%	N=385
Contacted the City of McKinney (in-person, phone, email or web) for help or information	58%	N=222	42%	N=161	100%	N=383
Contacted McKinney elected officials (in-person, phone, email or web) to express your opinion	90%	N=346	10%	N=40	100%	N=385

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in McKinney?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used McKinney recreation centers or their services	12%	N=45	14%	N=54	32%	N=122	42%	N=159	100%	N=380
Visited a neighborhood park or City park	14%	N=54	27%	N=104	44%	N=167	15%	N=59	100%	N=383
Used McKinney public libraries or their services	11%	N=40	14%	N=52	41%	N=155	35%	N=134	100%	N=381
Participated in religious or spiritual activities in McKinney	18%	N=68	24%	N=92	14%	N=54	44%	N=168	100%	N=383
Attended a City-sponsored event	2%	N=8	5%	N=21	47%	N=180	46%	N=174	100%	N=382
Carpooled with other adults or children instead of driving alone	11%	N=44	8%	N=30	17%	N=65	64%	N=244	100%	N=382
Walked or biked instead of driving	8%	N=30	10%	N=38	25%	N=95	57%	N=220	100%	N=383
Volunteered your time to some group/activity in McKinney	5%	N=19	10%	N=37	18%	N=70	67%	N=255	100%	N=382
Participated in a club	4%	N=14	6%	N=23	10%	N=37	81%	N=308	100%	N=382
Talked to or visited with your immediate neighbors	27%	N=103	31%	N=120	28%	N=108	14%	N=52	100%	N=384
Done a favor for a neighbor	15%	N=58	17%	N=67	47%	N=180	21%	N=79	100%	N=384

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=0	1%	N=2	16%	N=60	84%	N=321	100%	N=384
Watched (online or on television) a local public meeting	0%	N=1	1%	N=4	13%	N=51	85%	N=327	100%	N=384

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Table 10: Question 10

Please rate the quality of each of the following services in McKinney:	Excellent		Good		Fair		Poor		Total	
Police services	49%	N=151	41%	N=128	6%	N=19	4%	N=12	100%	N=309
Fire services	57%	N=164	37%	N=108	4%	N=11	2%	N=6	100%	N=289
Ambulance or emergency medical services	55%	N=144	37%	N=98	5%	N=13	3%	N=8	100%	N=263
Crime prevention	30%	N=81	50%	N=134	15%	N=40	5%	N=13	100%	N=268
Fire prevention and education	37%	N=86	48%	N=110	10%	N=24	5%	N=12	100%	N=232
Traffic enforcement	26%	N=82	50%	N=159	18%	N=58	6%	N=18	100%	N=317
Street repair	19%	N=68	41%	N=151	31%	N=112	9%	N=33	100%	N=365
Street cleaning	27%	N=93	42%	N=147	24%	N=83	7%	N=25	100%	N=347
Street lighting	24%	N=89	43%	N=159	22%	N=82	11%	N=41	100%	N=371
Sidewalk maintenance	24%	N=85	38%	N=137	29%	N=105	9%	N=34	100%	N=362
Traffic signal timing	19%	N=69	44%	N=163	25%	N=91	13%	N=47	100%	N=370
Garbage collection	44%	N=163	38%	N=140	14%	N=51	4%	N=14	100%	N=369
Recycling	46%	N=169	38%	N=139	12%	N=43	5%	N=20	100%	N=370
Yard waste pick-up	45%	N=143	34%	N=107	14%	N=45	7%	N=23	100%	N=318
Storm drainage	35%	N=123	47%	N=162	13%	N=46	5%	N=17	100%	N=348
Drinking water	27%	N=98	41%	N=150	23%	N=86	9%	N=34	100%	N=367
Sewer services	37%	N=129	51%	N=180	9%	N=32	3%	N=9	100%	N=350
Power (electric and/or gas) utility	35%	N=128	51%	N=186	10%	N=38	3%	N=13	100%	N=364
Utility billing	31%	N=113	48%	N=175	17%	N=60	4%	N=15	100%	N=363
City parks	38%	N=136	48%	N=171	11%	N=38	2%	N=9	100%	N=353
Recreation programs or classes	27%	N=61	55%	N=126	12%	N=27	7%	N=15	100%	N=229
Recreation centers or facilities	32%	N=85	51%	N=137	13%	N=34	5%	N=13	100%	N=268
Land use, planning and zoning	20%	N=56	47%	N=135	21%	N=61	12%	N=33	100%	N=286
Code enforcement (weeds, abandoned buildings, etc.)	24%	N=67	45%	N=125	23%	N=65	8%	N=21	100%	N=278
Animal control	29%	N=79	53%	N=148	13%	N=35	6%	N=16	100%	N=278
Economic development	29%	N=91	46%	N=142	19%	N=61	6%	N=18	100%	N=312
Health services	27%	N=82	59%	N=179	10%	N=30	4%	N=13	100%	N=304
Public library services	44%	N=132	45%	N=134	9%	N=26	2%	N=7	100%	N=298
Public information services	25%	N=68	52%	N=141	17%	N=46	5%	N=14	100%	N=270
Cable television	17%	N=43	43%	N=113	28%	N=71	13%	N=33	100%	N=260
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	25%	N=63	54%	N=135	13%	N=33	8%	N=20	100%	N=251
Preservation of natural areas such as open space, farmlands and greenbelts	21%	N=67	44%	N=138	23%	N=72	12%	N=39	100%	N=316
McKinney open space	20%	N=69	49%	N=163	23%	N=78	8%	N=25	100%	N=336
City-sponsored special events	28%	N=77	52%	N=141	14%	N=39	5%	N=15	100%	N=272
Overall customer service by McKinney employees (police, receptionists, planners, etc.)	41%	N=130	47%	N=148	11%	N=35	1%	N=5	100%	N=317

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Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of McKinney	43%	N=157	45%	N=167	9%	N=35	2%	N=8	100%	N=367
The Federal Government	8%	N=27	36%	N=125	38%	N=132	19%	N=66	100%	N=349
The State of Texas	17%	N=61	47%	N=170	27%	N=98	8%	N=30	100%	N=358

Table 12: Question 12

Please rate the following categories of McKinney government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to McKinney	12%	N=42	46%	N=161	33%	N=115	9%	N=31	100%	N=350
The overall direction that McKinney is taking	26%	N=93	49%	N=178	20%	N=73	5%	N=18	100%	N=361
The job McKinney government does at welcoming citizen involvement	20%	N=59	49%	N=143	24%	N=69	7%	N=21	100%	N=292
Overall confidence in McKinney government	16%	N=54	55%	N=187	24%	N=80	5%	N=17	100%	N=339
Generally acting in the best interest of the community	18%	N=62	54%	N=188	21%	N=72	7%	N=23	100%	N=345
Being honest	18%	N=55	54%	N=165	23%	N=71	6%	N=17	100%	N=309
Treating all residents fairly	19%	N=59	53%	N=164	21%	N=66	7%	N=22	100%	N=311

Table 13: Question 13

Please rate how important, if at all, you think it is for the McKinney community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in McKinney	69%	N=264	24%	N=91	6%	N=22	1%	N=3	100%	N=381
Overall ease of getting to the places you usually have to visit	43%	N=163	47%	N=177	10%	N=39	0%	N=2	100%	N=381
Quality of overall natural environment in McKinney	50%	N=189	37%	N=140	12%	N=46	1%	N=2	100%	N=376
Overall "built environment" of McKinney (including overall design, buildings, parks and transportation systems)	38%	N=143	46%	N=177	16%	N=59	1%	N=2	100%	N=381
Health and wellness opportunities in McKinney	41%	N=154	41%	N=155	17%	N=64	2%	N=7	100%	N=379
Overall opportunities for education and enrichment	49%	N=184	33%	N=126	18%	N=67	1%	N=2	100%	N=379
Overall economic health of McKinney	53%	N=200	42%	N=161	5%	N=19	0%	N=1	100%	N=381
Sense of community	41%	N=154	46%	N=175	13%	N=50	0%	N=1	100%	N=381

Table 14: Question 14

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:	Major source		Minor source		Not a source		Total	
City website (www.mckinneytexas.org)	70%	N=258	23%	N=85	7%	N=27	100%	N=370
Local newspapers	30%	N=112	36%	N=133	34%	N=126	100%	N=370
City electronic newsletter	29%	N=109	38%	N=142	32%	N=120	100%	N=371
City communications via social media (Facebook, Twitter, YouTube, Instagram, Nextdoor)	42%	N=157	30%	N=112	27%	N=100	100%	N=369
City Council meetings and other public meetings (in person or watching on TV or online)	19%	N=70	38%	N=142	43%	N=158	100%	N=370
City online annual report	20%	N=72	34%	N=125	47%	N=172	100%	N=369
Talking with City officials	18%	N=66	36%	N=134	46%	N=170	100%	N=370
Water bill inserts	20%	N=73	42%	N=156	38%	N=139	100%	N=368
Word-of-mouth	30%	N=112	47%	N=174	23%	N=84	100%	N=370
Homeowner's Association communications	25%	N=91	39%	N=147	36%	N=134	100%	N=372

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Table 15: Question 15

To what extent would you support or oppose McKinney offering commercial airline services at McKinney National Airport?	Percent	Number
Strongly support	48%	N=168
Somewhat support	32%	N=114
Somewhat oppose	8%	N=30
Strongly oppose	11%	N=39
Total	100%	N=351

Table 16: Question 16

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.)	Percent	Number
Yes	70%	N=171
No	30%	N=73
Total	100%	N=244

Table 17: Question 17

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:	High priority		Medium priority		Not a priority		Total	
Expanded hike and bike trail system	42%	N=160	35%	N=133	23%	N=87	100%	N=379
Purchasing high-quality land outside of the floodplain for new parks and parks facilities	42%	N=158	40%	N=150	18%	N=68	100%	N=376
Outdoor entertainment options	44%	N=166	38%	N=144	18%	N=67	100%	N=377
Retail, restaurant and entertainment options	52%	N=193	38%	N=143	10%	N=35	100%	N=372
Outdoor/adventure activities (e.g., zip line, wake boarding)	33%	N=123	41%	N=155	26%	N=98	100%	N=376
Creating/preserving open lands	55%	N=207	36%	N=134	9%	N=35	100%	N=376
Performing arts centers	35%	N=132	43%	N=163	21%	N=80	100%	N=375
Cutting-edge recreational tourism projects (e.g. artificial wave pool for surfing, indoor ski resort, dedicated triathlon course)	24%	N=91	36%	N=135	40%	N=150	100%	N=377
Tournament-grade destination sports complex (e.g. outdoor and indoor competition fields, training facilities, on-site hotels)	27%	N=103	36%	N=137	36%	N=137	100%	N=377

Table 18: Question 18

How visible is the McKinney Police Department in your neighborhood and throughout the City (marked cars, foot, bike or mounted patrols)?	Percent	Number
Very visible	39%	N=146
Somewhat visible	53%	N=198
Not at all visible	8%	N=31
Total	100%	N=375

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Table 19: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	5%	N=17	3%	N=10	10%	N=40	15%	N=57	67%	N=253	100%	N=377
Purchase goods or services from a business located in McKinney	0%	N=2	1%	N=3	18%	N=68	54%	N=203	27%	N=102	100%	N=378
Eat at least 5 portions of fruits and vegetables a day	1%	N=4	12%	N=45	37%	N=138	34%	N=125	16%	N=58	100%	N=370
Participate in moderate or vigorous physical activity	2%	N=6	10%	N=39	37%	N=140	30%	N=112	21%	N=80	100%	N=377
Read or watch local news (via television, paper, computer, etc.)	5%	N=17	15%	N=56	23%	N=88	27%	N=103	30%	N=112	100%	N=377
Vote in local elections	13%	N=47	7%	N=26	13%	N=50	20%	N=75	47%	N=178	100%	N=377

Table 20: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	22%	N=84
Very good	50%	N=190
Good	24%	N=92
Fair	3%	N=12
Poor	0%	N=1
Total	100%	N=379

Table 21: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	13%	N=48
Somewhat positive	28%	N=104
Neutral	47%	N=176
Somewhat negative	11%	N=41
Very negative	1%	N=3
Total	100%	N=372

Table 22: Question D4

What is your employment status?	Percent	Number
Working full time for pay	69%	N=260
Working part time for pay	10%	N=38
Unemployed, looking for paid work	2%	N=8
Unemployed, not looking for paid work	5%	N=20
Fully retired	14%	N=53
Total	100%	N=379

Table 23: Question D5

Do you work inside the boundaries of McKinney?	Percent	Number
Yes, outside the home	23%	N=86
Yes, from home	15%	N=56
No	61%	N=227
Total	100%	N=369

# The National Citizen Survey™

Table 24: Question D6

How many years have you lived in McKinney?	Percent	Number
Less than 2 years	22%	N=85
2 to 5 years	33%	N=124
6 to 10 years	12%	N=44
11 to 20 years	25%	N=94
More than 20 years	9%	N=33
Total	100%	N=379

Table 25: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	78%	N=295
Building with two or more homes (duplex, townhome, apartment or condominium)	21%	N=77
Mobile home	0%	N=1
Other	1%	N=3
Total	100%	N=376

Table 26: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	25%	N=95
Owned	75%	N=284
Total	100%	N=378

Table 27: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	0%	N=1
\$300 to \$599 per month	3%	N=9
\$600 to \$999 per month	9%	N=34
\$1,000 to \$1,499 per month	20%	N=71
\$1,500 to \$2,499 per month	44%	N=161
\$2,500 or more per month	24%	N=87
Total	100%	N=363

Table 28: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	51%	N=193
Yes	49%	N=184
Total	100%	N=377

# The National Citizen Survey™

Table 29: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	79%	N=299
Yes	21%	N=78
Total	100%	N=376

Table 30: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	4%	N=16
\$25,000 to \$49,999	6%	N=22
\$50,000 to \$99,999	26%	N=93
\$100,000 to \$149,999	26%	N=96
\$150,000 or more	38%	N=137
Total	100%	N=363

Table 31: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	85%	N=319
Yes, I consider myself to be Spanish, Hispanic or Latino	15%	N=57
Total	100%	N=375

Table 32: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=12
Asian, Asian Indian or Pacific Islander	10%	N=38
Black or African American	9%	N=35
White	75%	N=281
Other	5%	N=20

Total may exceed 100% as respondents could select more than one option.

Table 33: Question D15

In which category is your age?	Percent	Number
18 to 24 years	7%	N=26
25 to 34 years	21%	N=78
35 to 44 years	20%	N=77
45 to 54 years	28%	N=107
55 to 64 years	9%	N=32
65 to 74 years	9%	N=34
75 years or older	6%	N=22
Total	100%	N=377

The National Citizen Survey™

Table 34: Question D16

What is your sex?	Percent	Number
Female	51%	N=190
Male	49%	N=180
Total	100%	N=370

Table 35: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	87%	N=323
Land line	4%	N=16
Both	8%	N=31
Total	100%	N=371

## Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 36: Question 1

Please rate each of the following aspects of quality of life in McKinney:	Excellent		Good		Fair		Poor		Don't know		Total	
McKinney as a place to live	60%	N=237	34%	N=133	5%	N=18	1%	N=5	0%	N=0	100%	N=394
Your neighborhood as a place to live	46%	N=181	42%	N=166	10%	N=40	2%	N=8	0%	N=0	100%	N=395
McKinney as a place to raise children	53%	N=206	32%	N=125	4%	N=14	1%	N=5	11%	N=41	100%	N=392
McKinney as a place to work	28%	N=110	28%	N=110	15%	N=58	6%	N=22	24%	N=92	100%	N=392
McKinney as a place to visit	31%	N=124	39%	N=154	21%	N=83	6%	N=23	3%	N=10	100%	N=393
McKinney as a place to retire	32%	N=125	27%	N=106	17%	N=65	7%	N=26	18%	N=70	100%	N=392
The overall quality of life in McKinney	49%	N=193	43%	N=170	7%	N=26	1%	N=5	0%	N=0	100%	N=394

Table 37: Question 2

Please rate each of the following characteristics as they relate to McKinney as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in McKinney	43%	N=169	51%	N=201	4%	N=17	1%	N=6	0%	N=0	100%	N=393
Overall ease of getting to the places you usually have to visit	32%	N=126	44%	N=172	20%	N=76	4%	N=16	0%	N=0	100%	N=392
Quality of overall natural environment in McKinney	38%	N=149	41%	N=163	15%	N=59	4%	N=14	2%	N=8	100%	N=394
Overall “built environment” of McKinney (including overall design, buildings, parks and transportation systems)	24%	N=93	49%	N=194	20%	N=78	5%	N=20	2%	N=8	100%	N=393
Health and wellness opportunities in McKinney	35%	N=139	47%	N=185	11%	N=44	3%	N=13	3%	N=12	100%	N=392
Overall opportunities for education and enrichment	35%	N=137	40%	N=157	16%	N=62	2%	N=9	7%	N=29	100%	N=393
Overall economic health of McKinney	37%	N=146	42%	N=164	15%	N=58	2%	N=9	4%	N=15	100%	N=392
Sense of community	29%	N=112	46%	N=180	17%	N=68	7%	N=26	1%	N=4	100%	N=391
Overall image or reputation of McKinney	47%	N=184	40%	N=159	10%	N=40	2%	N=8	0%	N=1	100%	N=392

Table 38: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in McKinney to someone who asks	68%	N=264	25%	N=99	5%	N=18	2%	N=8	0%	N=1	100%	N=390
Remain in McKinney for the next five years	62%	N=241	26%	N=102	5%	N=21	6%	N=25	1%	N=3	100%	N=392

Table 39: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	69%	N=272	27%	N=106	1%	N=5	0%	N=2	1%	N=5	0%	N=1	100%	N=392
In McKinney's downtown/commercial area during the day	57%	N=223	32%	N=127	2%	N=7	0%	N=0	1%	N=5	8%	N=29	100%	N=392

# The National Citizen Survey™

Table 40: Question 5

Please rate each of the following characteristics as they relate to McKinney as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	11%	N=42	45%	N=174	34%	N=132	10%	N=39	0%	N=1	100%	N=389
Ease of public parking	12%	N=46	41%	N=158	34%	N=132	13%	N=49	1%	N=3	100%	N=388
Ease of travel by car in McKinney	24%	N=93	53%	N=205	19%	N=72	4%	N=16	1%	N=2	100%	N=388
Ease of travel by public transportation in McKinney	1%	N=5	7%	N=27	8%	N=32	31%	N=120	52%	N=201	100%	N=384
Ease of travel by bicycle in McKinney	8%	N=32	22%	N=84	18%	N=67	10%	N=38	42%	N=160	100%	N=381
Ease of walking in McKinney	19%	N=76	43%	N=166	24%	N=92	6%	N=25	8%	N=31	100%	N=389
Availability of paths and walking trails	24%	N=92	43%	N=163	22%	N=83	6%	N=22	6%	N=23	100%	N=381
Air quality	31%	N=122	53%	N=207	8%	N=33	2%	N=8	5%	N=18	100%	N=388
Cleanliness of McKinney	35%	N=138	54%	N=211	8%	N=31	2%	N=9	0%	N=1	100%	N=389
Overall appearance of McKinney	42%	N=163	50%	N=195	6%	N=22	2%	N=8	0%	N=0	100%	N=388
Public places where people want to spend time	29%	N=114	52%	N=201	14%	N=55	3%	N=13	2%	N=7	100%	N=389
Variety of housing options	23%	N=89	44%	N=170	21%	N=81	7%	N=27	6%	N=21	100%	N=388
Availability of affordable quality housing	13%	N=50	34%	N=131	29%	N=110	15%	N=59	9%	N=36	100%	N=385
Fitness opportunities (including exercise classes and paths or trails, etc.)	28%	N=108	49%	N=188	14%	N=55	6%	N=22	4%	N=15	100%	N=388
Recreational opportunities	24%	N=94	43%	N=167	22%	N=85	5%	N=18	6%	N=23	100%	N=388
Availability of affordable quality food	30%	N=117	48%	N=186	16%	N=61	6%	N=22	0%	N=1	100%	N=388
Availability of affordable quality health care	25%	N=95	51%	N=196	12%	N=47	5%	N=18	8%	N=31	100%	N=387
Availability of preventive health services	23%	N=91	50%	N=194	11%	N=42	4%	N=15	12%	N=45	100%	N=387
Availability of affordable quality mental health care	9%	N=34	26%	N=98	8%	N=32	7%	N=27	49%	N=187	100%	N=379

Table 41: Question 6

Please rate each of the following characteristics as they relate to McKinney as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	10%	N=36	20%	N=78	11%	N=41	4%	N=16	55%	N=211	100%	N=383
K-12 education	25%	N=97	30%	N=115	11%	N=40	2%	N=6	33%	N=125	100%	N=383
Adult educational opportunities	17%	N=63	28%	N=107	14%	N=52	5%	N=21	36%	N=136	100%	N=378
Opportunities to attend cultural/arts/music activities	22%	N=83	35%	N=133	23%	N=88	7%	N=27	13%	N=50	100%	N=380
Opportunities to participate in religious or spiritual events and activities	36%	N=137	36%	N=138	8%	N=30	3%	N=13	16%	N=61	100%	N=379
Employment opportunities	12%	N=45	29%	N=110	21%	N=78	10%	N=36	29%	N=109	100%	N=377
Shopping opportunities	30%	N=116	43%	N=164	21%	N=81	5%	N=20	1%	N=2	100%	N=384
Cost of living in McKinney	10%	N=38	41%	N=157	39%	N=150	9%	N=33	2%	N=8	100%	N=385
Overall quality of business and service establishments in McKinney	26%	N=98	54%	N=208	15%	N=59	4%	N=14	1%	N=4	100%	N=383
Vibrant downtown/commercial area	44%	N=170	36%	N=136	13%	N=51	2%	N=8	5%	N=18	100%	N=384
Overall quality of new development in McKinney	31%	N=121	43%	N=165	16%	N=62	3%	N=13	6%	N=22	100%	N=383
Opportunities to participate in social events and activities	27%	N=104	40%	N=151	20%	N=74	6%	N=24	7%	N=25	100%	N=378
Opportunities to volunteer	21%	N=82	34%	N=130	11%	N=43	4%	N=15	29%	N=110	100%	N=380
Opportunities to participate in community matters	21%	N=79	33%	N=126	16%	N=61	4%	N=15	26%	N=98	100%	N=380
Openness and acceptance of the community toward people of diverse backgrounds	21%	N=82	44%	N=169	14%	N=54	9%	N=36	11%	N=42	100%	N=383
Neighborliness of residents in McKinney	22%	N=86	48%	N=183	20%	N=76	8%	N=30	2%	N=9	100%	N=384

# The National Citizen Survey™

Table 42: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	16%	N=61	84%	N=324	100%	N=385
Made efforts to make your home more energy efficient	30%	N=114	70%	N=271	100%	N=385
Observed a code violation or other hazard in McKinney (weeds, abandoned buildings, etc.)	60%	N=226	40%	N=152	100%	N=378
Household member was a victim of a crime in McKinney	92%	N=354	8%	N=31	100%	N=384
Reported a crime to the police in McKinney	86%	N=332	14%	N=54	100%	N=385
Stocked supplies in preparation for an emergency	73%	N=281	27%	N=105	100%	N=385
Campaigned or advocated for an issue, cause or candidate	75%	N=290	25%	N=95	100%	N=385
Contacted the City of McKinney (in-person, phone, email or web) for help or information	58%	N=222	42%	N=161	100%	N=383
Contacted McKinney elected officials (in-person, phone, email or web) to express your opinion	90%	N=346	10%	N=40	100%	N=385

Table 43: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in McKinney?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used McKinney recreation centers or their services	12%	N=45	14%	N=54	32%	N=122	42%	N=159	100%	N=380
Visited a neighborhood park or City park	14%	N=54	27%	N=104	44%	N=167	15%	N=59	100%	N=383
Used McKinney public libraries or their services	11%	N=40	14%	N=52	41%	N=155	35%	N=134	100%	N=381
Participated in religious or spiritual activities in McKinney	18%	N=68	24%	N=92	14%	N=54	44%	N=168	100%	N=383
Attended a City-sponsored event	2%	N=8	5%	N=21	47%	N=180	46%	N=174	100%	N=382
Carpooled with other adults or children instead of driving alone	11%	N=44	8%	N=30	17%	N=65	64%	N=244	100%	N=382
Walked or biked instead of driving	8%	N=30	10%	N=38	25%	N=95	57%	N=220	100%	N=383
Volunteered your time to some group/activity in McKinney	5%	N=19	10%	N=37	18%	N=70	67%	N=255	100%	N=382
Participated in a club	4%	N=14	6%	N=23	10%	N=37	81%	N=308	100%	N=382
Talked to or visited with your immediate neighbors	27%	N=103	31%	N=120	28%	N=108	14%	N=52	100%	N=384
Done a favor for a neighbor	15%	N=58	17%	N=67	47%	N=180	21%	N=79	100%	N=384

Table 44: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=0	1%	N=2	16%	N=60	84%	N=321	100%	N=384
Watched (online or on television) a local public meeting	0%	N=1	1%	N=4	13%	N=51	85%	N=327	100%	N=384

Table 45: Question 10

Please rate the quality of each of the following services in McKinney:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	40%	N=151	33%	N=128	5%	N=19	3%	N=12	19%	N=72	100%	N=381
Fire services	43%	N=164	28%	N=108	3%	N=11	2%	N=6	24%	N=91	100%	N=381
Ambulance or emergency medical services	38%	N=144	26%	N=98	3%	N=13	2%	N=8	31%	N=118	100%	N=381
Crime prevention	21%	N=81	35%	N=134	11%	N=40	3%	N=13	29%	N=111	100%	N=379
Fire prevention and education	23%	N=86	30%	N=110	6%	N=24	3%	N=12	38%	N=141	100%	N=373
Traffic enforcement	22%	N=82	42%	N=159	15%	N=58	5%	N=18	16%	N=61	100%	N=378
Street repair	18%	N=68	40%	N=151	30%	N=112	9%	N=33	4%	N=15	100%	N=380

# The National Citizen Survey™

Please rate the quality of each of the following services in McKinney:	Excellent		Good		Fair		Poor		Don't know		Total	
Street cleaning	24%	N=93	39%	N=147	22%	N=83	7%	N=25	9%	N=33	100%	N=380
Street lighting	24%	N=89	42%	N=159	22%	N=82	11%	N=41	2%	N=9	100%	N=380
Sidewalk maintenance	23%	N=85	36%	N=137	28%	N=105	9%	N=34	5%	N=18	100%	N=379
Traffic signal timing	18%	N=69	43%	N=163	24%	N=91	12%	N=47	2%	N=9	100%	N=378
Garbage collection	43%	N=163	37%	N=140	14%	N=51	4%	N=14	2%	N=7	100%	N=376
Recycling	44%	N=169	37%	N=139	11%	N=43	5%	N=20	3%	N=10	100%	N=380
Yard waste pick-up	38%	N=143	28%	N=107	12%	N=45	6%	N=23	16%	N=62	100%	N=380
Storm drainage	32%	N=123	43%	N=162	12%	N=46	5%	N=17	8%	N=32	100%	N=380
Drinking water	26%	N=98	39%	N=150	23%	N=86	9%	N=34	4%	N=14	100%	N=381
Sewer services	34%	N=129	47%	N=180	8%	N=32	2%	N=9	8%	N=30	100%	N=380
Power (electric and/or gas) utility	34%	N=128	49%	N=186	10%	N=38	3%	N=13	4%	N=16	100%	N=380
Utility billing	30%	N=113	46%	N=175	16%	N=60	4%	N=15	4%	N=16	100%	N=379
City parks	36%	N=136	45%	N=171	10%	N=38	2%	N=9	7%	N=26	100%	N=379
Recreation programs or classes	16%	N=61	34%	N=126	7%	N=27	4%	N=15	39%	N=147	100%	N=376
Recreation centers or facilities	23%	N=85	37%	N=137	9%	N=34	3%	N=13	28%	N=105	100%	N=373
Land use, planning and zoning	15%	N=56	36%	N=135	16%	N=61	9%	N=33	25%	N=93	100%	N=379
Code enforcement (weeds, abandoned buildings, etc.)	18%	N=67	34%	N=125	17%	N=65	6%	N=21	25%	N=94	100%	N=373
Animal control	21%	N=79	39%	N=148	9%	N=35	4%	N=16	27%	N=102	100%	N=380
Economic development	24%	N=91	38%	N=142	16%	N=61	5%	N=18	17%	N=65	100%	N=378
Health services	22%	N=82	48%	N=179	8%	N=30	4%	N=13	19%	N=70	100%	N=373
Public library services	35%	N=132	36%	N=134	7%	N=26	2%	N=7	21%	N=77	100%	N=375
Public information services	18%	N=68	38%	N=141	12%	N=46	4%	N=14	28%	N=105	100%	N=375
Cable television	11%	N=43	30%	N=113	19%	N=71	9%	N=33	31%	N=115	100%	N=375
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	N=63	37%	N=135	9%	N=33	5%	N=20	32%	N=116	100%	N=367
Preservation of natural areas such as open space, farmlands and greenbelts	18%	N=67	37%	N=138	19%	N=72	10%	N=39	16%	N=59	100%	N=374
McKinney open space	18%	N=69	44%	N=163	21%	N=78	7%	N=25	11%	N=39	100%	N=375
City-sponsored special events	21%	N=77	38%	N=141	11%	N=39	4%	N=15	26%	N=98	100%	N=369
Overall customer service by McKinney employees (police, receptionists, planners, etc.)	35%	N=130	40%	N=148	9%	N=35	1%	N=5	14%	N=51	100%	N=368

Table 46: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of McKinney	41%	N=157	44%	N=167	9%	N=35	2%	N=8	4%	N=13	100%	N=381
The Federal Government	7%	N=27	33%	N=125	35%	N=132	17%	N=66	8%	N=31	100%	N=380
The State of Texas	16%	N=61	45%	N=170	26%	N=98	8%	N=30	6%	N=22	100%	N=380

Table 47: Question 12

Please rate the following categories of McKinney government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to McKinney	11%	N=42	43%	N=161	31%	N=115	8%	N=31	7%	N=24	100%	N=374
The overall direction that McKinney is taking	25%	N=93	48%	N=178	20%	N=73	5%	N=18	3%	N=13	100%	N=374
The job McKinney government does at welcoming citizen involvement	16%	N=59	39%	N=143	19%	N=69	6%	N=21	21%	N=77	100%	N=369

# The National Citizen Survey™

Please rate the following categories of McKinney government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall confidence in McKinney government	14%	N=54	50%	N=187	22%	N=80	5%	N=17	9%	N=35	100%	N=373
Generally acting in the best interest of the community	17%	N=62	50%	N=188	19%	N=72	6%	N=23	8%	N=28	100%	N=373
Being honest	15%	N=55	44%	N=165	19%	N=71	5%	N=17	17%	N=65	100%	N=373
Treating all residents fairly	16%	N=59	44%	N=164	18%	N=66	6%	N=22	17%	N=62	100%	N=373

Table 48: Question 13

Please rate how important, if at all, you think it is for the McKinney community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in McKinney	69%	N=264	24%	N=91	6%	N=22	1%	N=3	100%	N=381
Overall ease of getting to the places you usually have to visit	43%	N=163	47%	N=177	10%	N=39	0%	N=2	100%	N=381
Quality of overall natural environment in McKinney	50%	N=189	37%	N=140	12%	N=46	1%	N=2	100%	N=376
Overall "built environment" of McKinney (including overall design, buildings, parks and transportation systems)	38%	N=143	46%	N=177	16%	N=59	1%	N=2	100%	N=381
Health and wellness opportunities in McKinney	41%	N=154	41%	N=155	17%	N=64	2%	N=7	100%	N=379
Overall opportunities for education and enrichment	49%	N=184	33%	N=126	18%	N=67	1%	N=2	100%	N=379
Overall economic health of McKinney	53%	N=200	42%	N=161	5%	N=19	0%	N=1	100%	N=381
Sense of community	41%	N=154	46%	N=175	13%	N=50	0%	N=1	100%	N=381

Table 49: Question 14

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:	Major source		Minor source		Not a source		Total	
City website (www.mckinneytexas.org)	70%	N=258	23%	N=85	7%	N=27	100%	N=370
Local newspapers	30%	N=112	36%	N=133	34%	N=126	100%	N=370
City electronic newsletter	29%	N=109	38%	N=142	32%	N=120	100%	N=371
City communications via social media (Facebook, Twitter, YouTube, Instagram, Nextdoor)	42%	N=157	30%	N=112	27%	N=100	100%	N=369
City Council meetings and other public meetings (in person or watching on TV or online)	19%	N=70	38%	N=142	43%	N=158	100%	N=370
City online annual report	20%	N=72	34%	N=125	47%	N=172	100%	N=369
Talking with City officials	18%	N=66	36%	N=134	46%	N=170	100%	N=370
Water bill inserts	20%	N=73	42%	N=156	38%	N=139	100%	N=368
Word-of-mouth	30%	N=112	47%	N=174	23%	N=84	100%	N=370
Homeowner's Association communications	25%	N=91	39%	N=147	36%	N=134	100%	N=372

Table 50: Question 15

To what extent would you support or oppose McKinney offering commercial airline services at McKinney National Airport?	Percent	Number
Strongly support	44%	N=168
Somewhat support	30%	N=114
Somewhat oppose	8%	N=30
Strongly oppose	10%	N=39
Don't know	7%	N=28
Total	100%	N=378

## The National Citizen Survey™

Table 51: Question 16

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.)	Percent	Number
Yes	54%	N=171
No	23%	N=73
Don't know	23%	N=74
Total	100%	N=318

Table 52: Question 17

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:	High priority		Medium priority		Not a priority		Total	
Expanded hike and bike trail system	42%	N=160	35%	N=133	23%	N=87	100%	N=379
Purchasing high-quality land outside of the floodplain for new parks and parks facilities	42%	N=158	40%	N=150	18%	N=68	100%	N=376
Outdoor entertainment options	44%	N=166	38%	N=144	18%	N=67	100%	N=377
Retail, restaurant and entertainment options	52%	N=193	38%	N=143	10%	N=35	100%	N=372
Outdoor/adventure activities (e.g., zip line, wake boarding)	33%	N=123	41%	N=155	26%	N=98	100%	N=376
Creating/preserving open lands	55%	N=207	36%	N=134	9%	N=35	100%	N=376
Performing arts centers	35%	N=132	43%	N=163	21%	N=80	100%	N=375
Cutting-edge recreational tourism projects (e.g. artificial wave pool for surfing, indoor ski resort, dedicated triathlon course)	24%	N=91	36%	N=135	40%	N=150	100%	N=377
Tournament-grade destination sports complex (e.g. outdoor and indoor competition fields, training facilities, on-site hotels)	27%	N=103	36%	N=137	36%	N=137	100%	N=377

Table 53: Question 18

How visible is the McKinney Police Department in your neighborhood and throughout the City (marked cars, foot, bike or mounted patrols)?	Percent	Number
Very visible	39%	N=146
Somewhat visible	52%	N=198
Not at all visible	8%	N=31
Don't know	1%	N=3
Total	100%	N=378

Table 54: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	5%	N=17	3%	N=10	10%	N=40	15%	N=57	67%	N=253	100%	N=377
Purchase goods or services from a business located in McKinney	0%	N=2	1%	N=3	18%	N=68	54%	N=203	27%	N=102	100%	N=378
Eat at least 5 portions of fruits and vegetables a day	1%	N=4	12%	N=45	37%	N=138	34%	N=125	16%	N=58	100%	N=370
Participate in moderate or vigorous physical activity	2%	N=6	10%	N=39	37%	N=140	30%	N=112	21%	N=80	100%	N=377
Read or watch local news (via television, paper, computer, etc.)	5%	N=17	15%	N=56	23%	N=88	27%	N=103	30%	N=112	100%	N=377
Vote in local elections	13%	N=47	7%	N=26	13%	N=50	20%	N=75	47%	N=178	100%	N=377

The National Citizen Survey™

Table 55: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	22%	N=84
Very good	50%	N=190
Good	24%	N=92
Fair	3%	N=12
Poor	0%	N=1
Total	100%	N=379

Table 56: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	13%	N=48
Somewhat positive	28%	N=104
Neutral	47%	N=176
Somewhat negative	11%	N=41
Very negative	1%	N=3
Total	100%	N=372

Table 57: Question D4

What is your employment status?	Percent	Number
Working full time for pay	69%	N=260
Working part time for pay	10%	N=38
Unemployed, looking for paid work	2%	N=8
Unemployed, not looking for paid work	5%	N=20
Fully retired	14%	N=53
Total	100%	N=379

Table 58: Question D5

Do you work inside the boundaries of McKinney?	Percent	Number
Yes, outside the home	23%	N=86
Yes, from home	15%	N=56
No	61%	N=227
Total	100%	N=369

Table 59: Question D6

How many years have you lived in McKinney?	Percent	Number
Less than 2 years	22%	N=85
2 to 5 years	33%	N=124
6 to 10 years	12%	N=44
11 to 20 years	25%	N=94
More than 20 years	9%	N=33
Total	100%	N=379

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Table 60: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	78%	N=295
Building with two or more homes (duplex, townhome, apartment or condominium)	21%	N=77
Mobile home	0%	N=1
Other	1%	N=3
Total	100%	N=376

Table 61: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	25%	N=95
Owned	75%	N=284
Total	100%	N=378

Table 62: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	0%	N=1
\$300 to \$599 per month	3%	N=9
\$600 to \$999 per month	9%	N=34
\$1,000 to \$1,499 per month	20%	N=71
\$1,500 to \$2,499 per month	44%	N=161
\$2,500 or more per month	24%	N=87
Total	100%	N=363

Table 63: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	51%	N=193
Yes	49%	N=184
Total	100%	N=377

Table 64: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	79%	N=299
Yes	21%	N=78
Total	100%	N=376

# The National Citizen Survey™

Table 65: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	4%	N=16
\$25,000 to \$49,999	6%	N=22
\$50,000 to \$99,999	26%	N=93
\$100,000 to \$149,999	26%	N=96
\$150,000 or more	38%	N=137
Total	100%	N=363

Table 66: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	85%	N=319
Yes, I consider myself to be Spanish, Hispanic or Latino	15%	N=57
Total	100%	N=375

Table 67: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=12
Asian, Asian Indian or Pacific Islander	10%	N=38
Black or African American	9%	N=35
White	75%	N=281
Other	5%	N=20

Total may exceed 100% as respondents could select more than one option.

Table 68: Question D15

In which category is your age?	Percent	Number
18 to 24 years	7%	N=26
25 to 34 years	21%	N=78
35 to 44 years	20%	N=77
45 to 54 years	28%	N=107
55 to 64 years	9%	N=32
65 to 74 years	9%	N=34
75 years or older	6%	N=22
Total	100%	N=377

Table 69: Question D16

What is your sex?	Percent	Number
Female	51%	N=190
Male	49%	N=180
Total	100%	N=370

The National Citizen Survey™

Table 70: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	87%	N=323
Land line	4%	N=16
Both	8%	N=31
Total	100%	N=371

## Appendix B: Benchmark Comparisons

### Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of McKinney chose to have comparisons made to the entire database.

### Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is McKinney's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to McKinney's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of McKinney's rating to the benchmark.

In that final column, McKinney's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by McKinney residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that McKinney's average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then McKinney's average rating was more than 20 points different when compared to the benchmark.

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

## National Benchmark Comparisons

Table 71: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in McKinney	92%	48	454	Higher
Overall image or reputation of McKinney	88%	45	349	Higher
McKinney as a place to live	94%	50	391	Higher
Your neighborhood as a place to live	88%	92	314	Similar
McKinney as a place to raise children	94%	47	380	Higher
McKinney as a place to retire	72%	83	355	Similar
Overall appearance of McKinney	92%	45	357	Higher

Table 72: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in McKinney	94%	92	349	Similar
	In your neighborhood during the day	97%	165	356	Similar
	In McKinney's downtown/commercial area during the day	97%	129	316	Similar
Mobility	Overall ease of getting to the places you usually have to visit	76%	102	265	Similar
	Availability of paths and walking trails	71%	111	318	Similar
	Ease of walking in McKinney	67%	130	306	Similar
	Ease of travel by bicycle in McKinney	52%	165	306	Similar
	Ease of travel by public transportation in McKinney	17%	218	225	Much lower
	Ease of travel by car in McKinney	77%	65	305	Similar
	Ease of public parking	53%	124	224	Similar
	Traffic flow on major streets	56%	106	341	Similar
Natural Environment	Quality of overall natural environment in McKinney	81%	103	278	Similar
	Cleanliness of McKinney	90%	65	285	Higher
	Air quality	89%	73	247	Similar
Built Environment	Overall "built environment" of McKinney (including overall design, buildings, parks and transportation systems)	74%	43	255	Similar
	Overall quality of new development in McKinney	79%	7	293	Higher
	Availability of affordable quality housing	52%	82	303	Similar
	Variety of housing options	71%	45	280	Higher
	Public places where people want to spend time	82%	43	248	Higher
	Overall economic health of McKinney	82%	33	262	Higher
	Vibrant downtown/commercial area	84%	5	237	Much higher
	Overall quality of business and service establishments in McKinney	81%	26	274	Higher
Economy	Cost of living in McKinney	51%	72	258	Similar
	Shopping opportunities	73%	57	297	Higher
	Employment opportunities	58%	55	310	Higher
	McKinney as a place to visit	73%	88	275	Similar
	McKinney as a place to work	73%	71	361	Higher
	Health and wellness opportunities in McKinney	85%	39	256	Higher
	Availability of affordable quality mental health care	69%	28	225	Higher
	Availability of preventive health services	83%	32	239	Higher
Recreation and Wellness	Availability of affordable quality health care	82%	31	260	Higher
	Availability of affordable quality food	78%	34	245	Similar
	Recreational opportunities	72%	116	298	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	79%	76	246	Similar

# The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	80%	61	258	Higher
	Opportunities to participate in religious or spiritual events and activities	87%	28	207	Similar
	Opportunities to attend cultural/arts/music activities	65%	107	296	Similar
	Adult educational opportunities	70%	50	235	Similar
	K-12 education	82%	85	273	Similar
	Availability of affordable quality child care/preschool	67%	44	257	Similar
Community Engagement	Opportunities to participate in social events and activities	72%	48	265	Similar
	Neighborhoodness of McKinney	72%	64	250	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	74%	53	294	Similar
	Opportunities to participate in community matters	73%	43	276	Similar
	Opportunities to volunteer	78%	63	266	Similar

Table 73: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of McKinney	88%	21	429	Higher
Overall customer service by McKinney employees (police, receptionists, planners, etc.)	88%	26	380	Higher
Value of services for the taxes paid to McKinney	58%	135	404	Similar
Overall direction that McKinney is taking	75%	16	318	Higher
Job McKinney government does at welcoming citizen involvement	69%	26	323	Higher
Overall confidence in McKinney government	71%	22	261	Higher
Generally acting in the best interest of the community	72%	33	261	Higher
Being honest	71%	44	253	Similar
Treating all residents fairly	72%	41	259	Higher
Services provided by the Federal Government	43%	79	252	Similar

Table 74: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	90%	66	461	Similar
	Fire services	94%	100	388	Similar
	Ambulance or emergency medical services	92%	97	348	Similar
	Crime prevention	80%	107	363	Similar
	Fire prevention and education	85%	90	285	Similar
	Animal control	82%	19	342	Higher
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	79%	41	279	Similar
Mobility	Traffic enforcement	76%	55	371	Similar
	Street repair	60%	73	388	Higher
	Street cleaning	69%	91	323	Similar
	Street lighting	67%	88	327	Similar
	Sidewalk maintenance	62%	71	323	Similar
	Traffic signal timing	63%	39	265	Similar
Natural Environment	Garbage collection	82%	118	356	Similar
	Recycling	83%	69	360	Similar
	Yard waste pick-up	78%	66	270	Similar
	Drinking water	67%	163	315	Similar

# The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Preservation of natural areas such as open space, farmlands and greenbelts	65%	90	258	Similar
	McKinney open space	69%	68	235	Similar
	Storm drainage	82%	14	352	Higher
	Sewer services	88%	23	321	Similar
	Power (electric and/or gas) utility	86%	24	181	Similar
	Utility billing	79%	29	227	Similar
	Land use, planning and zoning	67%	22	302	Higher
	Code enforcement (weeds, abandoned buildings, etc.)	69%	22	391	Higher
Built Environment	Cable television	60%	53	204	Similar
Economy	Economic development	75%	14	286	Higher
	City parks	87%	107	326	Similar
	Recreation programs or classes	82%	102	327	Similar
Recreation and Wellness	Recreation centers or facilities	83%	54	279	Similar
	Health services	86%	35	221	Higher
Education and Enrichment	City-sponsored special events	80%	50	278	Similar
	Public library services	89%	108	340	Similar
Community Engagement	Public information services	78%	64	288	Similar

Table 75: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	76%	58	312	Similar
Recommend living in McKinney to someone who asks	93%	68	288	Similar
Remain in McKinney for the next five years	88%	72	281	Similar
Contacted McKinney (in-person, phone, email or web) for help or information	42%	200	324	Similar

Table 76: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	27%	165	227	Lower
	Did NOT report a crime to the police	86%	43	253	Similar
Safety	Household member was NOT a victim of a crime	92%	82	274	Similar
	Carpooled with other adults or children instead of driving alone	36%	198	240	Similar
Mobility	Walked or biked instead of driving	43%	205	249	Lower
	Made efforts to conserve water	84%	88	234	Similar
	Made efforts to make your home more energy efficient	70%	204	236	Similar
Natural Environment	Recycle at home	93%	112	260	Similar
	Did NOT observe a code violation or other hazard in McKinney	60%	87	243	Similar
Built Environment	NOT experiencing housing costs stress	75%	77	259	Similar
	Purchase goods or services from a business located in McKinney	99%	27	246	Similar
Economy	Economy will have positive impact on income	41%	41	260	Similar
	Work inside boundaries of McKinney	39%	118	247	Similar
Recreation and Wellness	Used McKinney recreation centers or their services	58%	112	238	Similar

# The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Visited a neighborhood park or City park	85%	138	270	Similar
	Eat at least 5 portions of fruits and vegetables a day	87%	48	238	Similar
	Participate in moderate or vigorous physical activity	88%	78	242	Similar
	In very good to excellent health	72%	54	242	Similar
Education and Enrichment	Used McKinney public libraries or their services	65%	107	249	Similar
	Participated in religious or spiritual activities in McKinney	56%	39	205	Higher
	Attended City-sponsored event	54%	131	248	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	25%	108	230	Similar
	Contacted McKinney elected officials (in-person, phone, email or web) to express your opinion	10%	234	244	Similar
	Volunteered your time to some group/activity in McKinney	33%	174	266	Similar
	Participated in a club	19%	195	245	Similar
	Talked to or visited with your immediate neighbors	86%	205	244	Similar
	Done a favor for a neighbor	79%	159	239	Similar
	Attended a local public meeting	16%	216	264	Similar
	Watched (online or on television) a local public meeting	15%	194	231	Similar
	Read or watch local news (via television, paper, computer, etc.)	81%	193	247	Similar
	Vote in local elections	80%	196	260	Similar

## Communities included in national comparisons

The communities included in McKinney's comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO .....441,603  
 Airway Heights city, WA ..... 6,114  
 Albany city, OR ..... 50,158  
 Albemarle County, VA..... 98,970  
 Albert Lea city, MN..... 18,016  
 Alexandria city, VA .....139,966  
 Algonquin village, IL..... 30,046  
 Aliso Viejo city, CA ..... 47,823  
 American Canyon city, CA..... 19,454  
 Ames city, IA ..... 58,965  
 Ankeny city, IA ..... 45,582  
 Ann Arbor city, MI .....113,934  
 Apache Junction city, AZ..... 35,840  
 Arapahoe County, CO .....572,003  
 Arkansas City city, AR..... 366  
 Arlington city, TX .....365,438  
 Arvada city, CO .....106,433  
 Asheville city, NC ..... 83,393  
 Ashland city, OR ..... 20,078  
 Ashland town, MA ..... 16,593  
 Ashland town, VA..... 7,225  
 Aspen city, CO ..... 6,658  
 Athens-Clarke County, GA .....115,452  
 Auburn city, AL ..... 53,380  
 Augusta CCD, GA .....134,777  
 Aurora city, CO .....325,078  
 Austin city, TX .....790,390

Avon town, CO ..... 6,447  
 Avon town, IN ..... 12,446  
 Avondale city, AZ ..... 76,238  
 Azusa city, CA ..... 46,361  
 Bainbridge Island city, WA..... 23,025  
 Baltimore city, MD.....620,961  
 Baltimore County, MD .....805,029  
 Bartonville town, TX ..... 1,469  
 Battle Creek city, MI ..... 52,347  
 Bay City city, MI..... 34,932  
 Bay Village city, OH..... 15,651  
 Baytown city, TX ..... 71,802  
 Bedford city, TX ..... 46,979  
 Bedford town, MA ..... 13,320  
 Bellevue city, WA .....122,363  
 Bellingham city, WA ..... 80,885  
 Benbrook city, TX..... 21,234  
 Bend city, OR ..... 76,639  
 Bethlehem township, PA..... 23,730  
 Bettendorf city, IA..... 33,217  
 Billings city, MT.....104,170  
 Bloomington city, IN ..... 80,405  
 Bloomington city, MN ..... 82,893  
 Blue Springs city, MO ..... 52,575  
 Boise City city, ID .....205,671  
 Bonner Springs city, KS ..... 7,314  
 Boone County, KY .....118,811

# The National Citizen Survey™

Boulder city, CO.....	97,385	Cottonwood Heights city, UT .....	33,433
Bowling Green city, KY .....	58,067	Creve Coeur city, MO .....	17,833
Bozeman city, MT .....	37,280	Cupertino city, CA .....	58,302
Brentwood city, MO.....	8,055	Dacono city, CO .....	4,152
Brentwood city, TN .....	37,060	Dakota County, MN .....	398,552
Brighton city, CO .....	33,352	Dallas city, OR .....	14,583
Brighton city, MI .....	7,444	Dallas city, TX .....	1,197,816
Bristol city, TN .....	26,702	Danville city, KY .....	16,218
Broken Arrow city, OK .....	98,850	Dardenne Prairie city, MO .....	11,494
Brookline CDP, MA .....	58,732	Darien city, IL .....	22,086
Brooklyn Center city, MN .....	30,104	Davenport city, FL .....	2,888
Brooklyn city, OH .....	11,169	Davidson town, NC .....	10,944
Broomfield city, CO .....	55,889	Dayton city, OH .....	141,527
Brownsburg town, IN .....	21,285	Dayton town, WY .....	757
Buffalo Grove village, IL .....	41,496	Dearborn city, MI .....	98,153
Burlingame city, CA .....	28,806	Decatur city, GA .....	19,335
Cabarrus County, NC .....	178,011	Del Mar city, CA .....	4,161
Cambridge city, MA .....	105,162	DeLand city, FL .....	27,031
Canandaigua city, NY .....	10,545	Delaware city, OH .....	34,753
Cannon Beach city, OR .....	1,690	Denison city, TX .....	22,682
Cañon City city, CO .....	16,400	Denton city, TX .....	113,383
Canton city, SD .....	3,057	Denver city, CO .....	600,158
Cape Coral city, FL .....	154,305	Des Moines city, IA .....	203,433
Carlisle borough, PA .....	18,682	Des Peres city, MO .....	8,373
Carlsbad city, CA .....	105,328	Destin city, FL .....	12,305
Carroll city, IA .....	10,103	Dover city, NH .....	29,987
Cartersville city, GA .....	19,731	Dublin city, CA .....	46,036
Cary town, NC .....	135,234	Dublin city, OH .....	41,751
Castine town, ME .....	1,366	Duluth city, MN .....	86,265
Castle Rock town, CO .....	48,231	Durham city, NC .....	228,330
Cedar Hill city, TX .....	45,028	Durham County, NC .....	267,587
Cedar Rapids city, IA .....	126,326	Dyer town, IN .....	16,390
Cellina city, TX .....	6,028	Eagan city, MN .....	64,206
Centennial city, CO .....	100,377	Eagle Mountain city, UT .....	21,415
Chandler city, AZ .....	236,123	Eagle town, CO .....	6,508
Chandler city, TX .....	2,734	Eau Claire city, WI .....	65,883
Chanhassen city, MN .....	22,952	Eden Prairie city, MN .....	60,797
Chapel Hill town, NC .....	57,233	Eden town, VT .....	1,323
Chardon city, OH .....	5,148	Edgerton city, KS .....	1,671
Charles County, MD .....	146,551	Edgewater city, CO .....	5,170
Charlotte city, NC .....	731,424	Edina city, MN .....	47,941
Charlotte County, FL .....	159,978	Edmond city, OK .....	81,405
Charlottesville city, VA .....	43,475	Edmonds city, WA .....	39,709
Chattanooga city, TN .....	167,674	El Cerrito city, CA .....	23,549
Chautauqua town, NY .....	4,464	El Dorado County, CA .....	181,058
Chesterfield County, VA .....	316,236	El Paso de Robles (Paso Robles) city, CA .....	29,793
Clackamas County, OR .....	375,992	Elk Grove city, CA .....	153,015
Clarendon Hills village, IL .....	8,427	Elko New Market city, MN .....	4,110
Clayton city, MO .....	15,939	Elmhurst city, IL .....	44,121
Clearwater city, FL .....	107,685	Englewood city, CO .....	30,255
Cleveland Heights city, OH .....	46,121	Erie town, CO .....	18,135
Clinton city, SC .....	8,490	Escambia County, FL .....	297,619
Clive city, IA .....	15,447	Estes Park town, CO .....	5,858
Clovis city, CA .....	95,631	Euclid city, OH .....	48,920
College Park city, MD .....	30,413	Fairview town, TX .....	7,248
College Station city, TX .....	93,857	Farmers Branch city, TX .....	28,616
Colleyville city, TX .....	22,807	Farmersville city, TX .....	3,301
Columbia city, MO .....	108,500	Farmington Hills city, MI .....	79,740
Columbia city, SC .....	129,272	Farmington town, CT .....	25,340
Columbia Falls city, MT .....	4,688	Fayetteville city, GA .....	15,945
Commerce City city, CO .....	45,913	Fayetteville city, NC .....	200,564
Concord city, CA .....	122,067	Fernandina Beach city, FL .....	11,487
Concord town, MA .....	17,668	Flagstaff city, AZ .....	65,870
Conshohocken borough, PA .....	7,833	Flower Mound town, TX .....	64,669
Coolidge city, AZ .....	11,825	Forest Grove city, OR .....	21,083
Coon Rapids city, MN .....	61,476	Fort Collins city, CO .....	143,986
Copperas Cove city, TX .....	32,032	Franklin city, TN .....	62,487
Coral Springs city, FL .....	121,096	Frederick town, CO .....	8,679
Coronado city, CA .....	18,912	Fremont city, CA .....	214,089
Corvallis city, OR .....	54,462	Friendswood city, TX .....	35,805

# The National Citizen Survey™

Fruita city, CO.....	12,646	Kansas City city, MO.....	459,787
Gahanna city, OH.....	33,248	Keizer city, OR.....	36,478
Gaithersburg city, MD.....	59,933	Kenmore city, WA.....	20,460
Galveston city, TX.....	47,743	Kennedale city, TX.....	6,763
Gardner city, KS.....	19,123	Kent city, WA.....	92,411
Georgetown city, TX.....	47,400	Kerrville city, TX.....	22,347
Germantown city, TN.....	38,844	Kettering city, OH.....	56,163
Gilbert town, AZ.....	208,453	Key West city, FL.....	24,649
Gillette city, WY.....	29,087	King City city, CA.....	12,874
Glen Ellyn village, IL.....	27,450	Kingman city, AZ.....	28,068
Glendora city, CA.....	50,073	Kirkland city, WA.....	48,787
Glenview village, IL.....	44,692	Kirkwood city, MO.....	27,540
Golden city, CO.....	18,867	Knoxville city, IA.....	7,313
Golden Valley city, MN.....	20,371	La Plata town, MD.....	8,753
Goodyear city, AZ.....	65,275	La Vista city, NE.....	15,758
Grafton village, WI.....	11,459	Laguna Niguel city, CA.....	62,979
Grand Blanc city, MI.....	8,276	Lake Forest city, IL.....	19,375
Grants Pass city, OR.....	34,533	Lake in the Hills village, IL.....	28,965
Grass Valley city, CA.....	12,860	Lake Stevens city, WA.....	28,069
Greeley city, CO.....	92,889	Lake Worth city, FL.....	34,910
Greenville city, NC.....	84,554	Lake Zurich village, IL.....	19,631
Greenwich town, CT.....	61,171	Lakeville city, MN.....	55,954
Greenwood Village city, CO.....	13,925	Lakewood city, CO.....	142,980
Greer city, SC.....	25,515	Lakewood city, WA.....	58,163
Gunnison County, CO.....	15,324	Lancaster County, SC.....	76,652
Haltom City city, TX.....	42,409	Lane County, OR.....	351,715
Hamilton city, OH.....	62,477	Lansing city, MI.....	114,297
Hamilton town, MA.....	7,764	Laramie city, WY.....	30,816
Hampton city, VA.....	137,436	Larimer County, CO.....	299,630
Hanover County, VA.....	99,863	Las Cruces city, NM.....	97,618
Harrisburg city, SD.....	4,089	Las Vegas city, NM.....	13,753
Harrisonburg city, VA.....	48,914	Lawrence city, KS.....	87,643
Harrisonville city, MO.....	10,019	Lawrenceville city, GA.....	28,546
Hastings city, MN.....	22,172	Lee's Summit city, MO.....	91,364
Hayward city, CA.....	144,186	Lehi city, UT.....	47,407
Henderson city, NV.....	257,729	Lenexa city, KS.....	48,190
Herndon town, VA.....	23,292	Lewisville city, TX.....	95,290
High Point city, NC.....	104,371	Lewisville town, NC.....	12,639
Highland Park city, IL.....	29,763	Libertyville village, IL.....	20,315
Highlands Ranch CDP, CO.....	96,713	Lincolnwood village, IL.....	12,590
Homer Glen village, IL.....	24,220	Lindsborg city, KS.....	3,458
Honolulu County, HI.....	953,207	Little Chute village, WI.....	10,449
Hooksett town, NH.....	13,451	Littleton city, CO.....	41,737
Hopkins city, MN.....	17,591	Livermore city, CA.....	80,968
Hopkinton town, MA.....	14,925	Lombard village, IL.....	43,165
Hoquiam city, WA.....	8,726	Lone Tree city, CO.....	10,218
Horry County, SC.....	269,291	Long Grove village, IL.....	8,043
Howard village, WI.....	17,399	Longmont city, CO.....	86,270
Hudson town, CO.....	2,356	Longview city, TX.....	80,455
Huntley village, IL.....	24,291	Lonsdale city, MN.....	3,674
Huntsville city, TX.....	38,548	Los Alamos County, NM.....	17,950
Hurst city, TX.....	37,337	Los Altos Hills town, CA.....	7,922
Hutchinson city, MN.....	14,178	Loudoun County, VA.....	312,311
Hutto city, TX.....	14,698	Louisville city, CO.....	18,376
Independence city, MO.....	116,830	Lower Merion township, PA.....	57,825
Indianola city, IA.....	14,782	Lynchburg city, VA.....	75,568
Indio city, CA.....	76,036	Lynnwood city, WA.....	35,836
Iowa City city, IA.....	67,862	Macomb County, MI.....	840,978
Irving city, TX.....	216,290	Manassas city, VA.....	37,821
Issaquah city, WA.....	30,434	Manhattan Beach city, CA.....	35,135
Jackson city, MO.....	13,758	Manhattan city, KS.....	52,281
Jackson County, MI.....	160,248	Mankato city, MN.....	39,309
James City County, VA.....	67,009	Maple Grove city, MN.....	61,567
Jefferson County, NY.....	116,229	Maplewood city, MN.....	38,018
Jefferson Parish, LA.....	432,552	Maricopa County, AZ.....	3,817,117
Johnson City city, TN.....	63,152	Marin County, CA.....	252,409
Johnston city, IA.....	17,278	Marion city, IA.....	34,768
Jupiter town, FL.....	55,156	Mariposa County, CA.....	18,251
Kalamazoo city, MI.....	74,262	Marshfield city, WI.....	19,118
Kansas City city, KS.....	145,786	Martinez city, CA.....	35,824

# The National Citizen Survey™

Marysville city, WA .....	60,020	Oakland city, CA .....	390,724
Matthews town, NC .....	27,198	Oakley city, CA .....	35,432
Maui County, HI .....	154,834	Oklahoma City city, OK .....	579,999
McAllen city, TX .....	129,877	Olathe city, KS .....	125,872
McKinney city, TX .....	131,117	Old Town city, ME .....	7,840
McMinnville city, OR .....	32,187	Olmsted County, MN .....	144,248
Mecklenburg County, NC .....	919,628	Olympia city, WA .....	46,478
Menlo Park city, CA .....	32,026	Orange village, OH .....	3,323
Menomonee Falls village, WI .....	35,626	Orland Park village, IL .....	56,767
Mercer Island city, WA .....	22,699	Orleans Parish, LA .....	343,829
Meridian charter township, MI .....	39,688	Oshkosh city, WI .....	66,083
Meridian city, ID .....	75,092	Oshkosh charter township, MI .....	21,705
Merriam city, KS .....	11,003	Oswego village, IL .....	30,355
Mesa city, AZ .....	439,041	Ottawa County, MI .....	263,801
Mesa County, CO .....	146,723	Overland Park city, KS .....	173,372
Miami Beach city, FL .....	87,779	Paducah city, KY .....	25,024
Miami city, FL .....	399,457	Palm Beach Gardens city, FL .....	48,452
Middleton city, WI .....	17,442	Palm Coast city, FL .....	75,180
Midland city, MI .....	41,863	Palo Alto city, CA .....	64,403
Milford city, DE .....	9,559	Palos Verdes Estates city, CA .....	13,438
Milton city, GA .....	32,661	Papillion city, NE .....	18,894
Minneapolis city, MN .....	382,578	Paradise Valley town, AZ .....	12,820
Minnetrissa city, MN .....	6,384	Park City city, UT .....	7,558
Missouri City city, TX .....	67,358	Parker town, CO .....	45,297
Modesto city, CA .....	201,165	Parkland city, FL .....	23,962
Moline city, IL .....	43,483	Pasco city, WA .....	59,781
Monroe city, MI .....	20,733	Pasco County, FL .....	464,697
Monterey city, CA .....	27,810	Payette city, ID .....	7,433
Montgomery city, MN .....	2,956	Pearland city, TX .....	91,252
Montgomery County, MD .....	971,777	Peoria city, AZ .....	154,065
Monticello city, UT .....	1,972	Peoria city, IL .....	115,007
Montrose city, CO .....	19,132	Pflugerville city, TX .....	46,936
Monument town, CO .....	5,530	Pinehurst village, NC .....	13,124
Moraga town, CA .....	16,016	Piqua city, OH .....	20,522
Morristown city, TN .....	29,137	Pitkin County, CO .....	17,148
Morrisville town, NC .....	18,576	Plano city, TX .....	259,841
Morro Bay city, CA .....	10,234	Platte City city, MO .....	4,691
Mountain Village town, CO .....	1,320	Pleasant Hill city, IA .....	8,785
Mountlake Terrace city, WA .....	19,909	Pleasanton city, CA .....	70,285
Murphy city, TX .....	17,708	Polk County, IA .....	430,640
Naperville city, IL .....	141,853	Pompano Beach city, FL .....	99,845
Napoleon city, OH .....	8,749	Port Orange city, FL .....	56,048
Nederland city, TX .....	17,547	Port St. Lucie city, FL .....	164,603
Needham CDP, MA .....	28,886	Portland city, OR .....	583,776
Nevada City city, CA .....	3,068	Powell city, OH .....	11,500
Nevada County, CA .....	98,764	Powhatan County, VA .....	28,046
New Braunfels city, TX .....	57,740	Prince William County, VA .....	402,002
New Brighton city, MN .....	21,456	Prior Lake city, MN .....	22,796
New Concord village, OH .....	2,491	Pueblo city, CO .....	106,595
New Hope city, MN .....	20,339	Purcellville town, VA .....	7,727
New Orleans city, LA .....	343,829	Queen Creek town, AZ .....	26,361
New Smyrna Beach city, FL .....	22,464	Raleigh city, NC .....	403,892
New Ulm city, MN .....	13,522	Ramsey city, MN .....	23,668
Newberg city, OR .....	22,068	Raymond town, ME .....	4,436
Newport city, RI .....	24,672	Raymore city, MO .....	19,206
Newport News city, VA .....	180,719	Redmond city, OR .....	26,215
Newton city, IA .....	15,254	Redmond city, WA .....	54,144
Noblesville city, IN .....	51,969	Redwood City city, CA .....	76,815
Norcross city, GA .....	9,116	Reno city, NV .....	225,221
Norfolk city, NE .....	24,210	Reston CDP, VA .....	58,404
Norfolk city, VA .....	242,803	Richland city, WA .....	48,058
North Mankato city, MN .....	13,394	Richmond city, CA .....	103,701
North Port city, FL .....	57,357	Richmond Heights city, MO .....	8,603
North Richland Hills city, TX .....	63,343	Rio Rancho city, NM .....	87,521
North Yarmouth town, ME .....	3,565	River Falls city, WI .....	15,000
Novato city, CA .....	51,904	Riverside city, CA .....	303,871
Novi city, MI .....	55,224	Roanoke city, VA .....	97,032
O'Fallon city, IL .....	28,281	Roanoke County, VA .....	92,376
O'Fallon city, MO .....	79,329	Rochester city, NY .....	210,565
Oak Park village, IL .....	51,878	Rochester Hills city, MI .....	70,995

# The National Citizen Survey™

Rock Hill city, SC .....	66,154	Summit County, UT .....	36,324
Rockville city, MD .....	61,209	Summit village, IL .....	11,054
Roeland Park city, KS .....	6,731	Sunnyvale city, CA .....	140,081
Rogers city, MN .....	8,597	Surprise city, AZ .....	117,517
Rohnert Park city, CA .....	40,971	Suwanee city, GA .....	15,355
Rolla city, MO .....	19,559	Tacoma city, WA .....	198,397
Roselle village, IL .....	22,763	Takoma Park city, MD .....	16,715
Rosemount city, MN .....	21,874	Tamarac city, FL .....	60,427
Rosenberg city, TX .....	30,618	Temecula city, CA .....	100,097
Roseville city, MN .....	33,660	Tempe city, AZ .....	161,719
Round Rock city, TX .....	99,887	Temple city, TX .....	66,102
Royal Oak city, MI .....	57,236	Texarkana city, TX .....	36,411
Royal Palm Beach village, FL .....	34,140	The Woodlands CDP, TX .....	93,847
Sacramento city, CA .....	466,488	Thousand Oaks city, CA .....	126,683
Sahuarita town, AZ .....	25,259	Tigard city, OR .....	48,035
Sammamish city, WA .....	45,780	Tracy city, CA .....	82,922
San Anselmo town, CA .....	12,336	Trinidad CCD, CO .....	12,017
San Diego city, CA .....	1,307,402	Tualatin city, OR .....	26,054
San Francisco city, CA .....	805,235	Tulsa city, OK .....	391,906
San Jose city, CA .....	945,942	Tustin city, CA .....	75,540
San Marcos city, CA .....	83,781	Twin Falls city, ID .....	44,125
San Marcos city, TX .....	44,894	Unalaska city, AK .....	4,376
San Rafael city, CA .....	57,713	University Heights city, OH .....	13,539
Sangamon County, IL .....	197,465	University Park city, TX .....	23,068
Santa Fe city, NM .....	67,947	Upper Arlington city, OH .....	33,771
Santa Fe County, NM .....	144,170	Urbandale city, IA .....	39,463
Santa Monica city, CA .....	89,736	Vail town, CO .....	5,305
Sarasota County, FL .....	379,448	Ventura CCD, CA .....	111,889
Savage city, MN .....	26,911	Vernon Hills village, IL .....	25,113
Schaumburg village, IL .....	74,227	Vestavia Hills city, AL .....	34,033
Schertz city, TX .....	31,465	Victoria city, MN .....	7,345
Scott County, MN .....	129,928	Vienna town, VA .....	15,687
Scottsdale city, AZ .....	217,385	Virginia Beach city, VA .....	437,994
Sedona city, AZ .....	10,031	Walnut Creek city, CA .....	64,173
Sevierville city, TN .....	14,807	Warrensburg city, MO .....	18,838
Shakopee city, MN .....	37,076	Washington County, MN .....	238,136
Sharonville city, OH .....	13,560	Washington town, NH .....	1,123
Shawnee city, KS .....	62,209	Washoe County, NV .....	421,407
Shawnee city, OK .....	29,857	Washougal city, WA .....	14,095
Sherborn town, MA .....	4,119	Wauwatosa city, WI .....	46,396
Shoreline city, WA .....	53,007	Waverly city, IA .....	9,874
Shoreview city, MN .....	25,043	Wentzville city, MO .....	29,070
Shorewood village, IL .....	15,615	West Carrollton city, OH .....	13,143
Shorewood village, WI .....	13,162	Western Springs village, IL .....	12,975
Sierra Vista city, AZ .....	43,888	Westerville city, OH .....	36,120
Silverton city, OR .....	9,222	Westlake town, TX .....	992
Sioux Center city, IA .....	7,048	Westminster city, CO .....	106,114
Sioux Falls city, SD .....	153,888	Weston town, MA .....	11,261
Skokie village, IL .....	64,784	Wheat Ridge city, CO .....	30,166
Snoqualmie city, WA .....	10,670	White House city, TN .....	10,255
Snowmass Village town, CO .....	2,826	Wichita city, KS .....	382,368
Somerset town, MA .....	18,165	Williamsburg city, VA .....	14,068
South Jordan city, UT .....	50,418	Willowbrook village, IL .....	8,540
South Lake Tahoe city, CA .....	21,403	Wilmington city, NC .....	106,476
Southlake city, TX .....	26,575	Wilsonville city, OR .....	19,509
Spearfish city, SD .....	10,494	Windsor town, CO .....	18,644
Spring Hill city, KS .....	5,437	Windsor town, CT .....	29,044
Springfield city, MO .....	159,498	Winnetka village, IL .....	12,187
Springville city, UT .....	29,466	Winter Garden city, FL .....	34,568
St. Augustine city, FL .....	12,975	Woodbury city, MN .....	61,961
St. Charles city, IL .....	32,974	Woodinville city, WA .....	10,938
St. Cloud city, FL .....	35,183	Woodland city, CA .....	55,468
St. Joseph city, MO .....	76,780	Wyandotte County, KS .....	157,505
St. Joseph town, WI .....	3,842	Yakima city, WA .....	91,067
St. Louis County, MN .....	200,226	York County, VA .....	65,464
State College borough, PA .....	42,034	Yorktown town, IN .....	9,405
Steamboat Springs city, CO .....	12,088	Yorkville city, IL .....	16,921
Sugar Grove village, IL .....	8,997	Yountville city, CA .....	2,933
Sugar Land city, TX .....	78,817		
Suisun City city, CA .....	28,111		

## Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of McKinney funded this research. Please contact CoCo Good of the City of McKinney at [cgood@mckinneytexas.org](mailto:cgood@mckinneytexas.org) if you have any questions about the survey.

### Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

### Selecting Survey Recipients

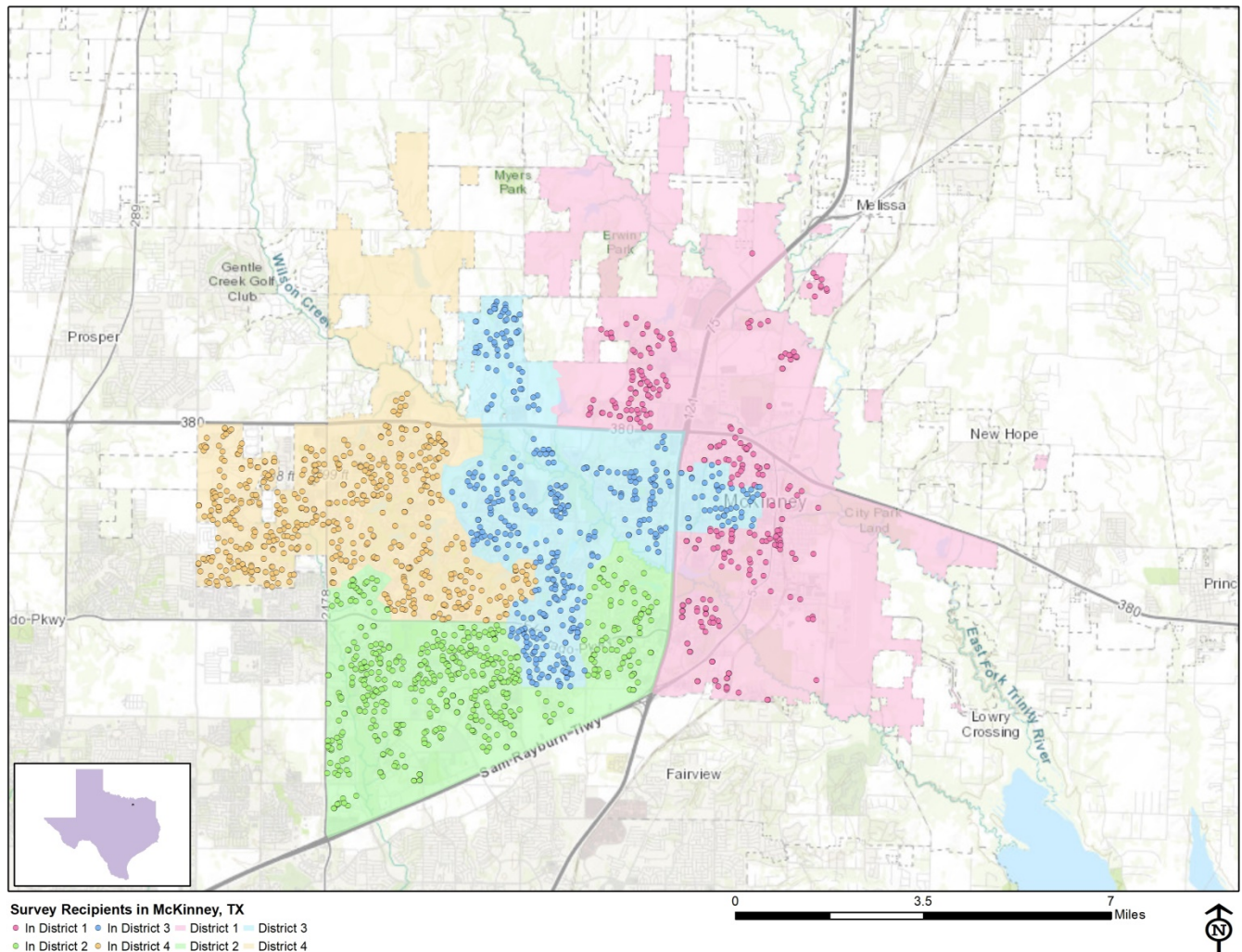
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of McKinney were eligible to participate in the survey. A list of all households within the zip codes serving McKinney was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of McKinney households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of McKinney boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the four City Council Districts.

To choose the 2,400 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of McKinney website. This opt-in survey was identical to the scientific survey and open to all City residents. The data presented in this report exclude the opt-in survey data. Those data can be found in the *Supplemental Online Survey Results* provided under separate cover.

Figure 1: Location of Survey Recipients



## Survey Administration and Response

Selected households received three mailings, one week apart, beginning on January 4, 2019. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager and Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Both cover letters included a URL through which the residents selected for the mail survey could choose respond online rather than by mail. The survey was available in English. The City of McKinney chose to augment their administration of The NCS with geographic subgroup comparisons. The results of this additional service have been provided under separate cover. Completed surveys were collected over the following seven weeks. The online “opt-in” survey became available to all residents on February 8, 2019 and remained open for two weeks. This opt-in effort used a unique URL to keep opt-in response separate from response to the mailed survey.

About 1% of the 2,400 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,366 households that received the survey, 395 completed the survey, providing an overall response rate of 17%. Of the 395 completed surveys, 91 were completed online. All surveys were completed in English. Additionally, responses were tracked by area; response rates by Council District ranged from 14% to 32%. The response rates were calculated using AAPOR’s response rate #2<sup>1</sup> for mailed surveys of unnamed persons. Additionally, 1,810 residents completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

<sup>1</sup> See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

Table 77: Survey Response Rates by City Council District

	District 1	District 2	District 3	District 4	Overall
Total sample used	433	802	534	631	2,400
I=Complete Interviews	55	113	93	125	386
P=Partial Interviews	0	4	2	3	9
R=Refusal and break off	0	0	0	0	0
NC=Non Contact	0	0	0	0	0
O=Other	0	0	0	0	0
UH=Unknown household	0	0	0	0	0
UO=Unknown other	369	672	433	497	1,971
NE=Not eligible	9	13	6	6	34
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	13%	15%	18%	20%	17%

## Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.<sup>2</sup>

The margin of error for the City of McKinney survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (395 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

## Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

## Survey Data Weighting

The demographic characteristics of the respondents to the scientific mail survey were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of McKinney. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the

<sup>2</sup> A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

community. The characteristics used for weighting were housing tenure (rent or own), ethnicity and age. No adjustments were made for design effects. The results of the weighting scheme for the scientific survey are presented in the following table.

Table 78: McKinney, TX 2019 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	29%	16%	25%
Own home	71%	84%	75%
Detached unit*	79%	85%	79%
Attached unit*	21%	15%	21%
<b>Race and Ethnicity</b>			
White	77%	80%	73%
Not white	23%	20%	27%
Not Hispanic	83%	91%	85%
Hispanic	17%	9%	15%
<b>Sex and Age</b>			
Female	52%	54%	51%
Male	48%	46%	49%
18-34 years of age	32%	5%	27%
35-54 years of age	46%	41%	49%
55+ years of age	22%	54%	24%
Females 18-34	17%	2%	11%
Females 35-54	24%	21%	26%
Females 55+	12%	30%	14%
Males 18-34	15%	3%	16%
Males 35-54	23%	20%	23%
Males 55+	10%	24%	10%
<b>AREA</b>			
District 1	17%	14%	14%
District 2	32%	30%	32%
District 3	23%	24%	22%
District 4	28%	32%	32%

\* U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

## Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. When a table 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 data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results*.

## Appendix D: Survey Materials

Dear McKinney Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,



Paul Grimes  
City Manager



George Fuller  
Mayor

Dear McKinney Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,



Paul Grimes  
City Manager



George Fuller  
Mayor

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It won't take much of your time to make a big difference!

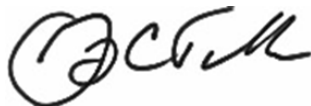
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Paul Grimes  
City Manager



George Fuller  
Mayor

Dear McKinney Resident,

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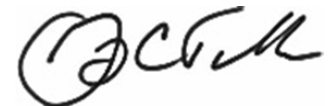
Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,



Paul Grimes  
City Manager



George Fuller  
Mayor



City of McKinney  
PO Box 517  
McKinney, TX 75070

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



City of McKinney  
PO Box 517  
McKinney, TX 75070

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



City of McKinney  
PO Box 517  
McKinney, TX 75070

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



City of McKinney  
PO Box 517  
McKinney, TX 75070

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



City of McKinney  
PO Box 517  
McKinney, TX 75070

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO.94



January 2019

Dear City of McKinney Resident:

Please help us shape the future of McKinney! You have been selected at random to participate in the 2019 McKinney Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help McKinney make decisions that affect our city.

**A few things to remember:**

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

**<http://bit.ly/xxplaceholder>**

If you have any questions about the survey please call 972-547-7503.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink, appearing to read "P. Grimes".

Paul Grimes  
City Manager

A handwritten signature in black ink, appearing to read "G. Fuller".

George Fuller  
Mayor

**CITY OF McKINNEY**



January 2019

Dear City of McKinney Resident:

Here's a second chance if you haven't already responded to the 2019 McKinney Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of McKinney! You have been selected at random to participate in the 2019 McKinney Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help McKinney make decisions that affect our city.

**A few things to remember:**

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

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If you have any questions about the survey please call 972-547-7503.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink, appearing to read "P. Grimes".

Paul Grimes  
City Manager

A handwritten signature in black ink, appearing to read "G. Fuller".

George Fuller  
Mayor

**CITY OF McKINNEY**

# The City of McKinney 2019 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

## 1. Please rate each of the following aspects of quality of life in McKinney:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
McKinney as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
McKinney as a place to raise children .....	1	2	3	4	5
McKinney as a place to work .....	1	2	3	4	5
McKinney as a place to visit .....	1	2	3	4	5
McKinney as a place to retire .....	1	2	3	4	5
The overall quality of life in McKinney.....	1	2	3	4	5

## 2. Please rate each of the following characteristics as they relate to McKinney as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in McKinney .....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit .....	1	2	3	4	5
Quality of overall natural environment in McKinney .....	1	2	3	4	5
Overall "built environment" of McKinney (including overall design, buildings, parks and transportation systems) .....	1	2	3	4	5
Health and wellness opportunities in McKinney .....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of McKinney .....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of McKinney .....	1	2	3	4	5

## 3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in McKinney to someone who asks .....	1	2	3	4	5
Remain in McKinney for the next five years.....	1	2	3	4	5

## 4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In McKinney's downtown/commercial area during the day .....	1	2	3	4	5	6

## 5. Please rate each of the following characteristics as they relate to McKinney as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets .....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in McKinney .....	1	2	3	4	5
Ease of travel by public transportation in McKinney .....	1	2	3	4	5
Ease of travel by bicycle in McKinney.....	1	2	3	4	5
Ease of walking in McKinney .....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Air quality .....	1	2	3	4	5
Cleanliness of McKinney .....	1	2	3	4	5
Overall appearance of McKinney .....	1	2	3	4	5
Public places where people want to spend time .....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Availability of affordable quality housing .....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) .....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Availability of affordable quality mental health care .....	1	2	3	4	5

**6. Please rate each of the following characteristics as they relate to McKinney as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool .....	1	2	3	4	5
K-12 education .....	1	2	3	4	5
Adult educational opportunities .....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities .....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Shopping opportunities .....	1	2	3	4	5
Cost of living in McKinney .....	1	2	3	4	5
Overall quality of business and service establishments in McKinney .....	1	2	3	4	5
Vibrant downtown/commercial area .....	1	2	3	4	5
Overall quality of new development in McKinney .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to volunteer .....	1	2	3	4	5
Opportunities to participate in community matters .....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds .....	1	2	3	4	5
Neighborliness of residents in McKinney .....	1	2	3	4	5

**7. Please indicate whether or not you have done each of the following in the last 12 months.**

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water .....	1	2
Made efforts to make your home more energy efficient .....	1	2
Observed a code violation or other hazard in McKinney (weeds, abandoned buildings, etc.) .....	1	2
Household member was a victim of a crime in McKinney .....	1	2
Reported a crime to the police in McKinney .....	1	2
Stocked supplies in preparation for an emergency .....	1	2
Campaigned or advocated for an issue, cause or candidate .....	1	2
Contacted the City of McKinney (in-person, phone, email or web) for help or information .....	1	2
Contacted McKinney elected officials (in-person, phone, email or web) to express your opinion .....	1	2

**8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in McKinney?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used McKinney recreation centers or their services .....	1	2	3	4
Visited a neighborhood park or City park .....	1	2	3	4
Used McKinney public libraries or their services .....	1	2	3	4
Participated in religious or spiritual activities in McKinney .....	1	2	3	4
Attended a City-sponsored event .....	1	2	3	4
Carpooled with other adults or children instead of driving alone .....	1	2	3	4
Walked or biked instead of driving .....	1	2	3	4
Volunteered your time to some group/activity in McKinney .....	1	2	3	4
Participated in a club .....	1	2	3	4
Talked to or visited with your immediate neighbors .....	1	2	3	4
Done a favor for a neighbor .....	1	2	3	4

**9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Attended a local public meeting .....	1	2	3	4
Watched (online or on television) a local public meeting .....	1	2	3	4

# The City of McKinney 2019 Citizen Survey

## 10. Please rate the quality of each of the following services in McKinney:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services .....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services .....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement .....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling .....	1	2	3	4	5
Yard waste pick-up .....	1	2	3	4	5
Storm drainage .....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
Power (electric and/or gas) utility .....	1	2	3	4	5
Utility billing .....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities .....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Animal control .....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
McKinney open space .....	1	2	3	4	5
City-sponsored special events .....	1	2	3	4	5
Overall customer service by McKinney employees (police, receptionists, planners, etc.).....	1	2	3	4	5

## 11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of McKinney .....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State of Texas.....	1	2	3	4	5

## 12. Please rate the following categories of McKinney government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to McKinney .....	1	2	3	4	5
The overall direction that McKinney is taking.....	1	2	3	4	5
The job McKinney government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in McKinney government .....	1	2	3	4	5
Generally acting in the best interest of the community .....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly .....	1	2	3	4	5

**13. Please rate how important, if at all, you think it is for the McKinney community to focus on each of the following in the coming two years:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in McKinney .....	1	2	3	4
Overall ease of getting to the places you usually have to visit .....	1	2	3	4
Quality of overall natural environment in McKinney .....	1	2	3	4
Overall “built environment” of McKinney (including overall design, buildings, parks and transportation systems) .....	1	2	3	4
Health and wellness opportunities in McKinney .....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of McKinney .....	1	2	3	4
Sense of community.....	1	2	3	4

**14. 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:**

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
City website (www.mckinneytexas.org) .....	1	2	3
Local newspapers .....	1	2	3
City electronic newsletter .....	1	2	3
City communications via social media (Facebook, Twitter, YouTube, Instagram, Nextdoor).....	1	2	3
City Council meetings and other public meetings (in person or watching on TV or online).....	1	2	3
City online annual report.....	1	2	3
Talking with City officials .....	1	2	3
Water bill inserts .....	1	2	3
Word-of-mouth.....	1	2	3
Homeowner’s Association communications .....	1	2	3

**15. To what extent would you support or oppose McKinney offering commercial airline services at McKinney National Airport?**

☐ Strongly support    ☐ Somewhat support    ☐ Somewhat oppose    ☐ Strongly oppose    ☐ Don’t know

**16. 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.)?**

☐ Yes    ☐ No    ☐ Don’t know

**17. 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:**

	<i>High priority</i>	<i>Medium priority</i>	<i>Not a priority</i>
Expanded hike and bike trail system.....	1	2	3
Purchasing high-quality land outside of the floodplain for new parks and parks facilities .....	1	2	3
Outdoor entertainment venue .....	1	2	3
Retail, restaurant and entertainment options .....	1	2	3
Outdoor/adventure activities (e.g., zip line, wake boarding).....	1	2	3
Creating/preserving open lands .....	1	2	3
Performing arts centers .....	1	2	3
Cutting-edge recreational tourism projects (e.g. artificial wave pool for surfing, indoor ski resort, dedicated triathlon course).....	1	2	3
Tournament-grade destination sports complex (e.g. outdoor and indoor competition fields, training facilities, on-site hotels) .....	1	2	3

**18. How visible is the McKinney Police Department in your neighborhood and throughout the City (marked cars, foot, bike or mounted patrols)?**

☐ Very visible    ☐ Somewhat visible    ☐ Not at all visible    ☐ Don’t know

# The City of McKinney 2019 Citizen Survey

**Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.**

**D1. How often, if at all, do you do each of the following, considering all of the times you could?**

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home .....	1	2	3	4	5
Purchase goods or services from a business located in McKinney .....	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day .....	1	2	3	4	5
Participate in moderate or vigorous physical activity .....	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.) .....	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

**D2. Would you say that in general your health is:**

- ☐ Excellent      ☐ Very good      ☐ Good      ☐ Fair      ☐ Poor

**D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:**

- ☐ Very positive      ☐ Somewhat positive      ☐ Neutral      ☐ Somewhat negative      ☐ Very negative

**D4. What is your employment status?**

- ☐ Working full time for pay  
☐ Working part time for pay  
☐ Unemployed, looking for paid work  
☐ Unemployed, not looking for paid work  
☐ Fully retired

**D5. Do you work inside the boundaries of McKinney?**

- ☐ Yes, outside the home  
☐ Yes, from home  
☐ No

**D6. How many years have you lived in McKinney?**

- ☐ Less than 2 years      ☐ 11-20 years  
☐ 2-5 years      ☐ More than 20 years  
☐ 6-10 years

**D7. Which best describes the building you live in?**

- ☐ One family house detached from any other houses  
☐ Building with two or more homes (duplex, townhome, apartment or condominium)  
☐ Mobile home  
☐ Other

**D8. Is this house, apartment or mobile home...**

- ☐ Rented  
☐ Owned

**D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- ☐ Less than \$300 per month  
☐ \$300 to \$599 per month  
☐ \$600 to \$999 per month  
☐ \$1,000 to \$1,499 per month  
☐ \$1,500 to \$2,499 per month  
☐ \$2,500 or more per month

**D10. Do any children 17 or under live in your household?**

- ☐ No      ☐ Yes

**D11. Are you or any other members of your household aged 65 or older?**

- ☐ No      ☐ Yes

**D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- ☐ Less than \$25,000  
☐ \$25,000 to \$49,999  
☐ \$50,000 to \$99,999  
☐ \$100,000 to \$149,999  
☐ \$150,000 or more

**Please respond to both questions D13 and D14:**

**D13. Are you Spanish, Hispanic or Latino?**

- ☐ No, not Spanish, Hispanic or Latino  
☐ Yes, I consider myself to be Spanish, Hispanic or Latino

**D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- ☐ American Indian or Alaskan Native  
☐ Asian, Asian Indian or Pacific Islander  
☐ Black or African American  
☐ White  
☐ Other

**D15. In which category is your age?**

- ☐ 18-24 years      ☐ 55-64 years  
☐ 25-34 years      ☐ 65-74 years  
☐ 35-44 years      ☐ 75 years or older  
☐ 45-54 years

**D16. What is your sex?**

- ☐ Female      ☐ Male

**D17. Do you consider a cell phone or land line your primary telephone number?**

- ☐ Cell      ☐ Land line      ☐ Both

**Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**