

SUMMARY REPORT

Raymond Turco & Associates was retained by the City of McKinney to conduct a scientifically accurate telephone poll examining the attitudes of residents about city services and various initiatives under consideration. Questions from the comprehensive survey focused on issues related to city performance areas, city services, customer service, and other city-related themes. The information gathered in this report will provide elected officials, city staff, and concerned citizens with the “pulse” of the community as it relates to the issues explored. Additionally, this survey can serve as the “benchmark” or point of comparison for future citizen evaluations when it comes to these issues.

Recall that a survey is an attitudinal “snap-shot” of the community during the time of survey implementation and has not been influenced by either positive or negative publicity. The survey included the responses of 751 individuals, which equates to an overall error rate of +/- 3.7, at a 95% confidence level, based on scientifically accurate sampling techniques. Below are listed our analysis of the project:

EVALUTING AND IMPROVING QUALITY OF LIFE IN MCKINNEY

- ***Nearly everyone sampled (96%) were either satisfied (41%) or very satisfied (55%) with the quality of life in his or her community. Comparatively, only 4% was negative about quality of life, of which 1% was extremely critical (very dissatisfied). Therefore, with practically no one critical, the ratio of positive to negative comments was 24.0:1, meaning that if queried, 24 residents would comment positively before one person were to say one negative item about quality of life. Also note that the intensity ratio, comparing very satisfied to very dissatisfied respondents was even more positive, 55.0:1, meaning that over half of***

residents who responded went to the most passionate position (very positive) in assessing their opinions about quality of life.

From the standpoint of intense satisfaction, the far western part of the city was most pleased, at 61%. From there, the further east, the lower the intense satisfaction mark, from 55% in the central portion, east to U.S. 75, and then 43% in Area III, the subsector defined as east of U.S. 75. The same trend was evident in terms of overall satisfaction, which declined from west to east (99%-97%-88%). Because dissatisfaction also grew (1%-3%-12%), the satisfaction ratio declined (99.0:1-32.0:1-7.3:1). Therefore, although no less than 88% of residents were positive about the quality of life citywide, the ratings were brought down by people in the eastern portion of the city. Men were 94% satisfied and women, 96% positive. The less complimentary respondents were of community improvement, the less intensely satisfied they were (63% of improved, to 47% of same, to 20% of worse) and less complimentary in general (98%-96%-70%), although nearly three of every four respondents were positive, regardless. Also note that both voters and nonvoters from the last city council election were similarly complimentary (96%-95%)

People newest to the city were most passionate about quality of life (60% of under 6 years, to 51% of 7-20, to 47% of over 20 years). Overall results showed long-term city inhabitants least positive (97%-95%-88%), although still at a level of nearly nine of ten. The older the individual, the less likely he or she was to be very satisfied with quality of life (61% of under 34, to 55% of 35-54, to 54% of 55+), although the variance was minor. Overall satisfaction was more consistent, with none of the age subsets satisfied at less than 94% (98%-96%-94%). Parents were similarly passionate, regardless of the age of their children (56% of under 6, to 59% of 6-12, to 53% of 13-18), with people who did not have children or whose children were over age 18 (described as nonparents) 55% intensely positive. Overall satisfaction declined four percent based on the age of one's children (97%-97%-93%), with nonparents 96% pleased. The ethnic tables showed Anglos most often very satisfied (58% of Anglo, to 44% of Other, to 38% of African-American), with Anglos and African-Americans similarly positive overall (96%-96%-91%). (See Table #1 of the Tabulation Report and Question #1 of the Survey.)

- **More than one-half of residents responding (58%) to the interview felt that in the last five years, McKinney had improved. Comparatively, 32% felt that it had stayed the same and 6% worse. The ratio of improved to declined marks was 9.7:1.**

Similar to the previous question, the negative quality of life rating (worse) increased from west to east (3%-5%-12%). However, improved ratings did not perform similarly, as percentages fluctuated (61%-54%-59%) and the central part of the city assigned the lowest grade. People in Area III were more inclined to be either positive or negative, as they were least likely to assign the status quo (same) response (33%-38%-22%) and by a significant margin. Women were more likely to grade the community improved (54%-62%); men either the same (36%-28%) or worse (8%-4%). The more negative one was with the quality of life, the less frequently he or she said the community was improved (67%-50%-19%), instead believing it had worsened (2%-7%-41%).

Improved ratings fluctuated based on how long one lived in the city (58%-61%-55%), with long-term inhabitants the least passionate group, as well as most critical (3%-7%-10%). Age showed a slight deviation in terms of improved marks (51%-60%-57%), but nothing of any significance. Also note similar improved responses be they parents (57%-59%-58%) or nonparents (58%). By ethnicity, African-Americans assigned the highest improved ratings (70%), followed by Anglos (58%) and Others (56%). (See Table #3 of the Tabulation Report and Question #3 of the Survey.)

- ***Very few survey participants acknowledged themselves being very involved in their community (6%), or for that matter, somewhat involved (33%). Therefore, less than two of every five individuals rated themselves as active in their community. Comparatively, inactivity totaled 60%, with one third of all respondents (33%) apt to say they just lived in the city. Therefore, the ratio of activity to inactivity was a negative 0.7:1, with the ratio of very involved to just live in the city even lower (0.2:1), indicating those most passionate about their position just lived in the city and did not participate in its goings on.***

There was not one part of the city more or less active than the other, as very involved findings were nearly identical (5%-7%-6%) as well as just live in the city findings (33%-32%-36%). Respondents very satisfied with the quality of life identified themselves as more active (43%-33%-35%), but not so much more than dissatisfied individuals. There was a difference when comparing community improvement (42%-38%-29%) and voting activity (45%-31%), as people who were positive and voted expressed a higher level of involvement than those who were not or did not.

Involvement increased 11 percent between people newest to the area and long-term community members (35%-42%-46%). In fact, the most popular response among those newest to the city was they just lived here (39%-28%-27%). The age tabulations showed people over the age of 55

least active (47%-42%-34%) and most inclined to just live in the city (28%-29%-38%). Nonparents were 35% active, a lower rate than the three parental subsets (41%-48%-40%), with parents of pre-teens most frequently very involved (4%-9%-4%, to 5%). In terms of ethnicity, African-Americans tended to just live in the city (45%) at a higher rate than either Others (30%) or Anglos (33%). However, African-Americans were less inclined to be issue-oriented, which led to all three subsets being similarly involved (40% of Anglos and Others, to 39% of African-Americans). (See Table #4 of the Tabulation Report and Question #4 of the Survey.)

- ***Growth/fast growth/managing growth (26%), traffic congestion (13%), and road conditions/construction/tolls/infrastructure (10%) were identified most frequently as the most important issues facing McKinney, according to survey participants who answered this open-ended query. Other issues of concern to residents, based on the frequency of their comments, were high taxes/property taxes/managing funds (9%), economic growth/lack of retail and education/school district issues (both 7%), and safety/crime/drugs (5%). A total of 14 issues were raised, with people least likely to mention their concern over lack of community involvement/retaining family values (1%), and planning and zoning/east versus west division, diversity/multiculturalism/illegal immigrants, and inadequate water supply/poor water quality (each 2%).***

The top item, regardless of where people lived, was growth, mentioned by 27% in the Central area, 26% in the West, and 24% in the East. Other items showed geographic influences, like traffic congestion being of more concern in Area II (10%-19%-14%), road conditions/construction/tolls concerning all but those in the Central area (13%-3%-12%), and economic growth/lack of retail (11%-5%-3%) and education/school district issues (10%-7%-0%) hot topics in the Western subsector. One other top-rated item, high taxes/property taxes, was not the issue in the East that it was elsewhere in the city (9%-10%-5%). Individuals very satisfied with the quality of life were concerned with growth/fast growth/managing (31%-20%-10%), compared to those most critical, who focused on high taxes/property taxes/managing funds (7%-10%-13%) and safety/crime/drugs (4%-4%-13%). Those most positive about community improvement saw growth/fast growth as the primary issue (29%-23%-12%). Although only 7% graded the community as worse, of more concern to them than growth was high taxes (7%-10%-17%), traffic congestion (11%-16%-14%) and safety/crime/drugs (4%-4%-14%).

Interestingly, traffic congestion was an issue of concern, but most often to those who were not involved in the city. For example, people focused on traffic congestion were not involved in the community (9%-16%), did not

participate in any city events (9%-19%), did not access the web site (11%-20%), did not attend an event at the performing arts center (10%-15%), nor had contact with a city employee (11%-16%). Comparatively, growth was of more concern to people who did access the city web site (28%-20%) and have contact with a city employee (30%-22%) with other variances minimal.

Traffic congestion drew more concern from long-term city residents (11%-14%-20%). By comparison, growth/fast growth (26%-27%-24%), road conditions/construction (11%-9%-11%), and high taxes (8%-10%-7%) drew similar comments regardless of community tenure. The age tabulations showed growth on the minds of everyone (28%-25%-26%). However, traffic congestion (2%-13%-16%) and high taxes/property taxes (2%-7%-11%) drew most of its mention from people over the age of 55. Issues that people under the age of 34 focused upon were education/school district issues (18%-10%-3%) and safety/crime/drugs (10%-6%-3%). Growth concerned both parents (26%-27%-22%) and nonparents (27%) alike. However, nonparents were the group most likely to take notice of traffic congestion (1%-7%-14%, to 17%). Comparatively, parents said education/school district issues (13%-12%-17%, to 2%) and safety/crime/drugs (9%-8%-7%, to 3%) were the most important issues facing the city. Traffic congestion was the second most important issue mentioned by Anglos/Caucasians (15%, to 5% of African-Americans and 6% of Others). Comparatively, African-Americans focused upon growth/fast growth and road conditions/construction (both 19%) and safety/crime/drugs (14%), while Others concerned themselves with road conditions/construction (11%), and high taxes (9%). (See Table #5 of the Tabulation Report, Question #5 of the Survey, and Supporting Table #2 of the Summary Report.)

- ***Responding to emergency situations (83%-3%, 27.7:1), providing essential utility services (water/sewer) for daily living (92%-5%, 18.4:1), protecting the people and property, making McKinney a safe community (91%-7%, 13.0:1), and preserve the "McKinney character" our heritage (84%-8%, 10.5:1) were the city performance areas taken from the city's core business items that were assessed most positively, based on these scoring the highest ratios of satisfaction to dissatisfaction. All nine areas tested achieved majority satisfaction, although a slight level of concern was raised regarding the items manage traffic flow and the city's road system (62%-34%, 1.8:1), plan McKinney's future development (68%-17%, 4.0:1), and support economic expansion (75%-15%, 5.0:1). Several items were impacted by higher than average no opinion responses, including 16% for planning McKinney's future development, 15% for serving as a community***

information and resource center, 14% for responding to emergency situations, and 11% for supporting economic expansion.

The top statement in terms of enthusiasm was not responding to emergency situations (34%), the top rated area by ratio, but providing essential utility services and protecting the people and property, making McKinney a safe community (both 36%). After that, 24% were very satisfied with the city preserving the "McKinney character" our heritage. At the bottom of the intense satisfaction list were managing traffic flow and the city's road system (10%), and plan McKinney's future development and support economic expansion (both 15%). Very dissatisfied remarks were minimal, going no higher than the 6% who were very critical about managing traffic flow and the city's road system, also the only item to score above a 17% dissatisfaction level, with 34%.

People in general were very positive about the various areas when reviewed by subsector. The lowest levels in the three subsectors were 67%, 63%, and 53%, all for managing traffic flow and the city's road system. From west to east, residents expressed lower satisfaction for several of the areas tested. Those were managing traffic flow and the city's road system (67%-63%-53%, -14), providing essential utility services (95%-93%-84%, -11), protecting the people and property, making McKinney a safe community (94%-92%-85%, -9), and provide leisure and recreational opportunities (83%-82%-78%, -5). Residents in the East were also least positive relative to planning McKinney's future development (68%-71%-62%), preserving the McKinney character" our heritage (86%-87%-79%), and serving as a community information and resource center (77%-79%-76%), although the variance on the last item was minimal. They were not the least positive group in terms of responding to emergency situations, a distinction held by respondents in Area I (79%-87%-85%). Residents in Area II assigned the highest satisfaction marks to five of the areas, and Area I to the other four.

Ninety percent of parents and nonparents were satisfied with the city providing essential utility services (95%-92%-92%, to 92%) and protecting the people and property, making McKinney a safe community (92%-92%-94%, to 91%). As children aged, parents were less complimentary about the city managing traffic flow and the city's road system (72%-66%-59%), planning McKinney's future development (85%-78%-71%), and providing leisure and recreational opportunities (85%-78%-71%), with nonparents registering marks of 62%, 67%, and 84%. Six areas received their highest satisfaction rating from parents of young children, with the other three receiving their top scores from parents of teenagers (2) or nonparents (1). (See Tables #6 - #14 of the Tabulation Report, Question #6 of the Survey, and Supporting Tables #3 - #5 of the Summary Report.)

- **Preserving the city's heritage (27%) and protecting people and property (25%) were the core business items chosen by residents most frequently as the city's greatest strengths. After that, 11% chose providing leisure and recreational opportunities and 10% essential utility services and planning city's future development. In a follow-up question, managing traffic flow and road system (48%) was far and away the number one item considered to be the city's greatest weakness. After traffic flow was planning city's future development (13%) and supporting economic expansion (12%). The items least often identified as strengths were managing traffic flow and serving as information and resource center (both 3%), while responding to emergency situations (1%) and serving as information and resource center (4%) were least frequently cited as weaknesses.**

Only two points separated the two most popular city strengths. Preserving the city's heritage was the top rated item in Area II and mentioned much more frequently than the protection item (32%-24%). This was not the case elsewhere, as in Area I, both items earned a 26% mark, while in Area III, protecting people and property was the top ranked strength (21%-25%). Interestingly, providing leisure and recreational opportunities improved as a response from West to East (9%-10%-16%). And although few mentioned it, the same trend was evident for the item serving as information and resource center (1%-2%-8%). Those most satisfied with quality of life focused on preserving the city's heritage as its strength (31%-22%-7%). Conversely, protecting people and property was the primary focus among those critical of quality of life (22%-28%-33%).

Preserving the city's heritage was most often cited as the city's greatest strength by people who participated in a city event (32%-20%) or attended an event at the performing arts center (35%-23%). Comparatively, protecting people and property was a more frequent comment to people who did not visit a city park or park facility (23%-34%), participate in a city event (20%-31%), or access the city website (21%-38%). Additionally, city park visitors were higher on the strength of the city providing leisure and recreational opportunities (13%-2%).

Long-term inhabitants were least likely to compliment the city's preserving the city's heritage (26%-29%-23%), but was tops in recognizing protecting people and property (24%-26%-29%) and providing essential utility services (9%-10%-14%) as strengths. The age tabulations showed middle-aged survey participants to most frequently say preserving the city's heritage (19%-30%-25%) was the city's strength, while older respondents said protecting people and property (17%-22%-29%) and younger individuals, providing leisure and recreational opportunities (19%-11%-9%) and

supporting economic expansion (14%-6%-45%). Both parents and nonparents (23%-27%-27%, to 28%) recognized preserving the city's heritage as its strength. Parents of young children were most likely to focus on the city's providing leisure and recreational opportunities (18%-14%-8%, to 10%). It was Anglos who said preserving the city's heritage was its strength (29%), not African-Americans (6%) or Others (19%). African-Americans recognized protecting people and property (22%) and planning city's future development (20%), while Others said protecting people and property (32%) were city strengths.

Regarding the city's greatest weakness, the Western part of the city was more likely to say managing traffic flow and road system (53%-42%-45%), although it was the top item regardless of where people lived. Respondents very satisfied with quality of life focused on managing traffic flow and road system as its weakness (52%-41%-30%), while those negative said planning city's future development (12%-15%-20%). Similarly, positive community improvement ratings led people to focus on managing traffic flow and road system (51%-48%-23%) as its weakness, while a critical evaluation caused planning city's future development (13%-11%-19%), supporting economic expansion (11%-13%-19%), and protecting people and property (3%-7%-14%) to be more serious concerns.

Managing traffic flow and road system was the city's greatest weakness, regardless of how long people lived in McKinney (51%-45%-49%) or their age (50%-46%-49%). Long-term inhabitants were less concerned with planning city's future development (12%-16%-9%) and supporting economic expansion (11%-14%-6%). This same trend was directed toward the younger respondent, who was least apt to say the city's weakness was planning city's future development (6%-14%-14%) and supporting economic expansion (8%-13%-12%). As children aged, parents were more inclined to recognize supporting economic expansion (12%-14%-17%, to 11%) a weakness. Nonparents were also less likely to focus on providing leisure and recreational opportunities (11%-9%-6%, to 4%). Nonparents assigned the highest percentage to managing traffic flow and road system (49%, to 48%-42%-44%). (See Tables #16 and #17 of the Tabulation Report, Questions #7 and #8 of the Survey, and Supporting Tables #6 and #7 of the Summary Report.)

- **Nearly four of every five (79%) persons responding to the interview agreed (51%) or strongly agreed (28%) with the statement, "I can generally find what I want to buy in McKinney." Disagreement to this statement totaled 21%, of which 3% were intensely critical. In follow-up questions, clothing (25%), furniture (10%), and food/ethnic/specialty/restaurant and books (both 9%) were the items people were trying to buy the last time they were**

unable to purchase an item in McKinney. Additionally, people went to Plano (32%), Frisco (25%), or Allen (21%) to purchase the item unavailable in McKinney.

Both intense (25%-28%-32%) and general (76%-79%-80%) agreement grew West to East. Also more likely to agree were people very satisfied with quality of life (85%-71%-63%) and people positive about community improvement rather than negative (80%-77%-72%). Agreement was also higher among long-term city residents (78%-75%-88%). It should be noted that regardless of the age of the respondent, 78% agreed with this statement, with intensity ratings slightly higher among younger people (32%-28%-26%). Parents voiced slightly higher strongly agree marks (32%-30%-29%, to 26%) and except for parents of teenagers, greater affirmation overall (82%-81%-77%, to 77%). African-American survey participants voiced slightly higher agreement (83%), but not significantly higher than Anglos (78%) or Others (74%).

Regardless of where people resided, clothing was the items unavailable to be purchased in McKinney. It was mentioned most frequently in the West (27%-21%-25%), but not by a significant variance. One disparity was people in the Central portion most frequently saying books (5%-14%-10%) were what they were unable to buy. Women said clothing (18%-31%) was unavailable; men, electronics/computers (12%-3%) and parts/auto/motorcycle (9%-4%). The more negative one was with quality of life in McKinney, the least likely he or she was to say they were not able to purchase clothing (29%-20%-14%). In fact, those dissatisfied more frequently said they could not purchase electronics/computers (7%-6%-19%). Books (6%-12%-15%) and electronics/computers (7%-7%-15%) were more often unavailable for purchase according to people who graded the community as worse rather than positively.

Regardless of tenure in the community, clothing was most frequently mentioned as unavailable for purchase in McKinney (26%-23%-27%). It was also most often cited by people over 55 (25%-20%-29%), whereas middle-aged people said it much less often. Food/ethnic/specialty/restaurant was a more frequent comment among those newest to the community (12%-7%-4%). The age tabulations showed the old to least often say they could not find furniture (13%-12%-7%) to purchase, in contrast to mentioning books (4%-8%-11%). Parents and nonparents were similar in saying clothing (20%-27%-22%, to 26%), furniture (14%-10%-10%, to 9%), and food/ethnic/specialty/restaurant (10%-8%-7%, to 9%) were things they could not buy in McKinney. Others were most likely to say they could not purchase clothes (33%, to 24% of Anglos and 21% of African-Americans) or furniture (15%-10%-6%). African-

Americans listed food/ethnic/specialty/restaurant (21%, to 7% of Anglos and 13% of Others), whereas Anglos said books (10%-0%-5%) were not available for purchase in McKinney.

People in the East went to Plano (24%-37%-46%) to purchase their particular items, while those in the West ventured to Frisco (34%-21%-9%). Dallas was also a more popular destination of residents in Area III, the East (7%-8%-18%). Satisfaction or dissatisfaction had little impact as to whether or not people went to Plano (30%-35%-33%), but did when it came to traveling to Allen (22%-21%-10%), as the few dissatisfied respondents made little effort to travel to that city. Also, Frisco was not a popular destination if McKinney's community improvement was graded worse (27%-25%-15%).

The longer one lived in the city, the more likely he or she was to travel to Plano (30%-31%-48%) or Dallas (6%-10%-20%) to purchase things they could not find in McKinney. Comparatively, those same residents were hesitant to venture to Frisco (29%-25%-4%) or Allen (25%-20%-11%), something newer residents were not. The age tabulations showed a similar trend, as older respondents went to Plano (23%-30%-35%) while younger people said Frisco (36%-24%-24%) and Allen (25%-23%-19%) were where they went to purchase the items mentioned in the previous question. Parents more often went to Allen (26%-23%-31%, to 19%) to make their purchases and those with young children, to Frisco (33%-32%-22%, to 23%). Nonparents most often said they went to Plano (35%, to 20%-30%-27%). Anglos, African-Americans, and Others were similar in their desire to travel to Plano (31%-35%-36%), Frisco (26%-26%-16%), and Allen (21%-21%-25%) to make purchases. (See Tables #17 - #19 of the Tabulation Report, Questions #9 - #11 of the Survey, and Tables #8 and #9 of the Summary Report.)

- **Residents were as likely to grade the money they paid to the city in the form of taxes versus the services they are provided to be a good (38%) or great value (10%) as they were a fair (38%) or poor (10%) value. Four percent chose no opinion as their response. The ratio of positive to negative opinions was 1.0:1, as too, the intensity ratio, great versus poor value.**

Combined positive value ratings were consistent throughout the city (48%-46%-49%) while negative levels were lower in the East (49%-50%-45%) because of higher no opinion percentages (3%-4%-7%). Thus, Area III was the only region to be more positive than negative in its value rating, albeit a minimal difference. Respondents very satisfied with the quality of life in their community were 57% positive in assigning its value rating, but levels dropped to 37% among people satisfied and just 19% for those critical

about quality of life. Also, the lower the community improvement rating, the lower the positive value percentage (54%-41%-18%) and increased negative assessment (43%-56%-77%). Residents who considered themselves active in the community assigned a higher value rating than inactive respondents (55%-44%), although great value levels were similar (12%-9%).

Newer residents were more complimentary in terms of positive value levels (51%-45%-44%). Tenure in the community appeared to have some influence in terms of value ratings, but age did not, as percentages among the three subsets differed by just one percent (47%-47%-48%). Another variable that did not impact value marks were parents and nonparents, as all four subsets were similar in their assigning of value (46%-47%-46%, to 48%). Anglos were more complimentary than African-Americans in terms of good or great value percentages (48%-39%), while the latter group was more critical (47%-57%). Comparatively, Others were 44% positive and 53% negative. (See Table #20 of the Tabulation Report and Question #12 of the Survey.)

- ***Visiting a city park or park facility (80%), accessing the city website (76%), and visiting a public library in McKinney (67%) were the most frequent city facilities utilized. Of the 13 facilities or activities tested, majorities also participated in a city event (53%) or visited a public library in McKinney (52%). Respondents were much less likely to say they enrolled in a class through the parks and recreation department (14%), attended a meeting of the city council or any city board or commission meeting (17%), or used a city pool (18%). In a follow-up question, those who participated in a city event most often attended Dickens of a Christmas (67%), followed by Oktoberfest (57%) and Red, White & Boom (56%).***

A significant percentage, but less than a majority, acknowledged visiting or using a city athletic field or utilizing a hike and bike trail in the city, as well as visiting a city recreation center or McKinney City Hall (each 43%). The final activity tested, placing a call to request service from the police or fire department, received a frequency rating of 34%, or one of every three.

Five activities saw utilization increase from West to East, with respondents from Area III the group most inclined to take advantage. Those were visiting a city recreation center (38%-42%-57%), visiting McKinney City Hall (41%-42%-47%), attending a meeting of the city council or any city board or commission (14%-15%-27%), using a city pool (16%-17%-23%), and placing a call to request service from the police or fire department (28%-35%-44%). However, at the same time, it was people in the East subsector

who were least likely to visit or use a city athletic field (45%-46%-38%) or hike and bike trail (41%-49%-40%), participate in a city event (55%-52%-49%), access the city website (78%-81%-66%), or visit a public library in the city (67%-72%-62%).

Parents were more inclined to participate in the various activities than nonparents. This included visiting a city park or park facility (96%-94%-82%, to 74%), a city athletic field (59%-69%-56%, to 33%), and utilizing a hike and bike trail (57%-56%-55%, to 34%). Other differences were participating in a city event (73%-64%-57%, to 34%), accessing the city website (89%-91%-85%, to 67%), and visiting a public library (72%-80%-78%, to 61%). Services not impacted by parent and nonparent subsets were attending a meeting of the city council or any city board or commission (15%-19%-18%, to 17%), visiting a city office building other than city hall (52%-56%-55%, to 50%), and placing a call to request service from the police or fire department (34%-36%-34%, to 33%). One activity more popular with nonparents was visiting McKinney City Hall (46%, to 35%-36%-40%).

Regarding participation in city events, residents in the West most often said they went to Red, White & Boom (59%-53%-53%), while it was East subsector who said they most frequently attended Dickens of a Christmas (64%-65%-69%), Oktoberfest (57%-54%-64%) and Krewe of Barcus (7%-12%-23%). Those most satisfied with quality of life in their community more frequently participated in the various events. This was true for Dickens of a Christmas (69%-60%-60%), Oktoberfest (60%-55%-40%), and Red, White & Boom (59%-52%-50%). The subset most inclined to participate in Red, White & Boom were people who graded community improvement worse (60%-49%-68%), which was not the case for Dickens of a Christmas (68%-64%-53%) or Oktoberfest (63%-48%-42%).

The activity that differentiated involvement and lack of involvement was Red, White & Boom (64%-49%), as other activities did not vary to that degree. In fact, it was also more popular with people who visited a city park (58%-42%), accessed the city website (60%-34%), and had contact with a city employee (60%-52%). People who attended an event at the performing arts center more frequently went to Dickens of a Christmas (76%-59%) or Oktoberfest (66%-52%).

Long-term city residents were most likely to say they went to both Dickens of a Christmas (64%-64%-80%) and Oktoberfest (52%-57%-80%). One activity not impacted by tenure in the community was Red, White & Boom (56%-57%-54%). Newer inhabitants took advantage of the Easter Egg Hunt (18%-11%-10%). The two most popular events, Dickens of a Christmas (62%-62%-70%) and Oktoberfest (38%-59%-62%) tended to be more

frequently attended by the older portion of the sample rather than the young. The same was true for Krewe of Barcus (4%-9%-17%), although few attended. The Easter Egg Hunt was most popular with the younger portion of the sample (23%-15%-11%). All ages participated in Red, White, & Boom (51%-59%-54%), although it was most popular with middle-aged residents. Oktoberfest appeared to be more popular with nonparents than parents (64%, to 47%-52%-52%), whereas, participation in Dickens of a Christmas (58%-60%-66%, to 68%) was least popular with parents of young children. Red, White, & Boom were enjoyed by both parents and nonparents (58%-55%-58%, to 55%). (See Tables #21 - #34 of the Tabulation Report, Questions #13 and #14 of the Survey, and Supporting Tables #10 - #12 of the Survey Summary Report.)

- **Better than four of five respondents (85%) acknowledged participating in curbside recycling in the past year. The other four programs tested generated participation rates of 26% (Lights Out McKinney), 24% (Earth Day), 11% (Texas Trash Off), and 10% (Rebuilding neighborhoods). Only 11% said they had not participated in any of the programs mentioned.**

From West to East, participation in curbside recycling declined (89%-88%-74%), and at a much lower rate, Lights Out McKinney (28%-27%-23%). Earth Day was a program which had higher participation in the West and East sectors of the city (25%-19%-25%) but not the Central region. Two activities saw involvement increase from West to East and that was the Texas Trash Off (7%-11%-19%) and Rebuilding Neighborhoods (7%-11%-19%). Also, note that people in the East more frequently said they have not participated (8%-10%-19%) in any of the programs listed. People grading the community improved most often participated in Lights Out McKinney (32%-19%-23%), while Earth Day drew more participation from those assigning worse perceptions (25%-20%-32%). Survey participants who said they were involved in their community more frequently participated in several activities, including Lights Out McKinney (35%-22%), Earth Day (35%-17%) and to a lesser extent, the Texas Trash Off (15%-8%) and Rebuilding Neighborhoods (15%-7%). Also more likely to involve themselves in the various city programs were people who participated in city events, as well as attended events at the performing arts center.

Regardless of tenure in the community, residents consistently participated in curbside recycling (85%-86%-85%). The same was true for Lights Out McKinney (27%-26%-24%) and Earth Day (23%-24%-26%). What was most prominent with long-term residents rather than newer inhabitants was the tendency to participate in Texas Trash Off (8%-10%-23%) and Rebuilding Neighborhoods (6%-12%-20%). The age tabulations showed people over the age of 55 least likely to participate in Lights Out McKinney (35%-27%-

25%), Earth Day (36%-27%-18%), and although the decline was not gradual, curbside recycling (88%-91%-79%). What seniors were most likely to do was either not participate (8%-6%-16%) or engage in Texas Trash Off (9%-11%-12%). Involvement in curbside recycling increased as children grew up (88%-91%-93%), with parents more likely to participate than nonparents (83%). People with children were also more inclined to have participated in Earth Day (29%-32%-23%, to 21%), but not the Texas Trash Off (7%-8%-7%, to 14%). Others assigned the highest participation rates to curbside recycling (90%-86%-74%), with African-Americans least inclined to participate. Comparatively, Anglos were the group least apt to get involved in Lights Out McKinney (25%, to 30% of African-Americans, to 38% of Others), Earth Day (22%-32%-34%), and Texas Trash Off (10%-11%-20%). (See Table #35 of the Tabulation Report and Question #15 of the Survey.)

- ***Approximately one in three (31%) said they or a member of their family attended an event at the McKinney Performing Arts Center in the past 12 months, while 68% acknowledged not having attended an event at the facility. In follow-up querying, respondents would be most likely to attend the following events if held at the center: concerts (74%-26%, 2.8:1); musicals (73%-27%, 2.7:1); comedy shows (70%-29%, 2.4:1); and theatrical productions (68%-30%, 2.3:1). Comparatively, activities they said would make them less likely to attend were poetry readings (15%-85%, 0.2:1), plays written to address specific issues (34%-64%, 0.5:1), local talent shows (36%-62%, 0.6:1), and children's theater (46%-54%, 0.9:1).***

Area I was the sector least likely to have attended an event (27%-34%-37%), with participation increasing West to East. Women tended to be more frequent visitors (35%-27%) than men. Also more likely to have attended an event was people positive about quality of life (36%-26%-16%) as well as community improvement (35%-28%-14%). Other residents more likely to have attended events were those who visited the various city facilities or had contact with a city employee (37%-26%).

Although percentages varied minimally, attendees tended to be long-term residents (29%-33%-35%), older respondents (25%-32%-32%), parents of older children (29%-33%-36%, to 31%) and Anglos or Others (both 32%, to 25%) rather than African-Americans.

Intensity ratings showed residents most likely to visit the center if what was held were comedy shows and concerts (both 14%), followed by musicals (13%) and theatrical productions (11%). However, note that intensity ratings were minimal, meaning that while people were more inclined to attend these events rather than others, there was little enthusiasm in their response. What they were very likely not to attend, however, were poetry

readings (3%) and local talent shows and plays written to address specific issues (both 4%).

Concerts offered the best potential draw according to residents in the East and Central regions. Comparatively, musicals drew more interest from people in the East. Certain types of activities had a greater draw based on West to East preferences. For example, it was people in the East who were more likely to visit the center for poetry readings (13%-15%-18%) and local talent shows (33%-36%-45%). Conversely, they were less inclined to utilize the center to see comedy shows (74%-70%-63%), concerts (77%-71%-69%), and theatrical productions (73%-65%-63%). Musical were least likely to draw interest from residents in the Central part of the city (76%-65%-74%), as too, children's theater (48%-41%-50%).

Children's theater drew significantly more interest from parents than nonparents (91%-82%-56%, to 27%) in terms of encouraging attendance. Other items that drew more potential participation from parents were comedy shows (70%-72%-80%), performances put on by high school students (50%-59%-69%, to 41%), concerts (66%-77%-83%, to 72%), plays written to address specific issues (39%-38%-36%, to 31%), and theatrical productions (72%-72%-75%, to 66%). Notice that for comedy, concerts, and high school productions, participation increased as children aged, whereas, attendance declined for children's theater. Musical also drew more interest from parents (74%-78%-75%), but not significantly so. (See Tables #36 - #45 of the Tabulation Report, Questions #16 and #17 of the Survey, and Supporting Tables #13 - #15 of the Summary Report.)

GENERAL ATTITUDES ABOUT CITY SERVICES AND CITY INITIATIVES

- **Residents were most positive about the overall appearance of the city (94%-5%, 18.8:1), more so than the overall appearance of their neighborhood (92%-7%, 13.1:1), or the overall appearance of areas near their neighborhood (90%-9%, 10.0:1).**

Survey participants were most proud of the appearance of their neighborhood, as very satisfied remarks were higher for that (42%) than areas near their neighborhood (35%) or the city in general (34%). Very dissatisfied remarks were nonexistent, not higher than 1% and overall dissatisfaction failed to reach double digits. And everyone had a position, as no opinion responses did not exceed one percent.

In discussing the overall appearance of the city, attitudes was similar regardless of where people lived, varying two points (94%-94%-92%). However, the same was not true regarding neighborhoods, as with both items tested, satisfaction ratings declined West to East. Positive levels declined 12%, whether people commented on the overall appearance of their neighborhood (96%-93%-84%) or the overall appearance of areas near their neighborhood (94%-92%-82%). Also note that the declines took place among residents of the East subsector, as West and Central survey participants voiced near-identical positive comments. In terms of negative comments, note that they increased 12% regarding neighborhood appearance (4%-6%-16%) but not for areas near their neighborhood (7%-7%-15%), as no opinion responses played a role in the variance.

The age of one's children did not appear to influence how positive people were or were not regarding the appearance of the areas tested. Percentages varied but three points for appearance of their neighborhood (92%-95%-92%, to 93%) and appearance of the city (90%-91%-93%, to 94%), and one percent for areas near their neighborhood (90%-91%-91%, to 91%). (See Tables #46 - #48 of the Tabulation Report, Question 18 of the Survey, and Supporting Tables #16 - #18 of the Summary Report.)

- **Nearly one-half (46%) of residents who responded to the survey acknowledged having had contact with a city employee during the past year. Comparatively, 54% said they had not had contact. In follow-up questioning, directed to the correct department (89%-7%, 12.7:1), the courtesy of the person they interacted with by phone, email or in person (91%-9%, 19.1:1), and asked adequate questions to determine the nature**

of the problem and the people I worked with showed pride and concern for quality in the work (both 85%-10%, 8.5:1) were the items that scored the highest ratios of satisfaction to d. Comparatively, of the eight statements tested, what tended to most frequently raise the ire of respondents were limited to the point that employee seemed concerned about my problem (83%-13%, 6.4:1) and problem or question was adequately addressed by the person responding (85%-13%, 6.5:1). Note that the areas of concern drew satisfaction ratings of no less than 83% or four of every five, indicating that while they were more concerned with these than others, the truth was that residents had very few problems with the various activities tested. In addition, relative to one's contact with a city employee, 51% acknowledged that no contact was necessary. Contact most often came from a telephone call (28%), followed by personal contact (14%), e-mail (12%), and written communications (3%). One in ten (10%) said that no contact was received.

Contact with a city employee grew from West to East (42%-48%-53%), as people there acknowledged the highest level of contact among the three. Getting in touch with a city employee also increased the more critical one was regarding quality of life (44%-48%-53%). People negative about community improvement also voiced a higher degree of contact rates (48%-41%-64%). Also more inclined to have contact with city employees were people who voted rather than not (49%-42%).

When compared with participating in the various activities or facilities, positive affirmation was a condition with having contact with an employee. This was true whether people visited a city park (49%-34%), participated in a city event (49%-34%), and or attended an event at the fine arts center (55%-36%), just to mention a few.

Although the variances were not significant, the people least likely to have contact with a city employee, based on percentages, had lived in McKinney for over 20 years (45%-49%-41%), were 55+ years of age (45%-51%-42%), a nonparent rather than a parent (46%, to 53%-55%-54%), and ethnically a Other rather than Anglo or African-American (51%-46%-45%).

Very satisfied remarks showed customers the activities to which they were most enthusiastic: the courtesy of the person they interacted with by phone, e-mail, or in person (49%); through his/her actions, the primary employee I worked with represented the city in a positive manner (36%), and directed to correct department (33%). Less enthusiasm was voiced for if not available, the correct employee responded to me in a reasonable time (23%) and asked adequate questions to determine the nature of the problem (27%). Intense dissatisfaction was basically

negligible, as no more than 3% were intensely dissatisfied with any of the activities. Overall dissatisfaction was no higher than the 13% who voiced displeasure that the employee seemed concerned about their problem and the problem or question was adequately addressed by the person responding. One item, if not available, the correct employee responded to me in a reasonable time generated much higher no opinion levels (19%), a general indication that an employee responded the first time and thus, the activity was unnecessary.

The courtesy of the person you interacted with by phone, e-mail, or in person was the highest rated activity in the West (90%) and East (92%), while residents in the Central zone were slightly more complimentary of being directed to the correct department (94%) rather than courtesy (92%). Variances were most significant relative to the activity if not available, the correct employee responded to me in a reasonable time (67%-75%-78%), as the further east, the higher the positive marks. That was the only statement in which opinions gradually improved or declined West to East or vice versa. The other variances concerned problem or question adequately addressed by person responding (90% in Area II, to 82% in Area III), directed to correct department (94% in Area II, to 87% in Area I), and person they worked with showed pride and concern for quality in the work (88% in Area II, to 82% in Area I).

As children aged, parents became more satisfied with the fact that they were directed to the correct department (85%-88%-89%), employee seemed concerned about their problem (80%-86%-88%), asked adequate questions to determine nature of problem (80%-86%-89%), problem was adequately addressed by the person responding (84%-89%-91%), and people they worked with showed pride and concern for quality in the work (82%-88%-88%). Nonparents were generally more positive than parents of young children, with ratings usually in the range of the other two parental subsets.

Regarding the follow-up query, no contact necessary was most frequent in the Central portion of the city (49%-57%-47%), while the East received the highest rate of telephone contact (26%-26%-33%). People dissatisfied with the quality of life were least likely to say no contact was necessary (55%-48%-24%), and also most apt to receive a follow-up telephone call (27%-28%-41%) or personal contact (12%-17%-18%). They also said no contact received most often (8%-9%-29%).

Newer city residents most often said that no contact was necessary (55%-47%-44%). Conversely, it was long-term inhabitants who most often received follow-up by telephone (23%-30%-39%) or personal contact (14%-

11%-25%). Middle-aged respondents were the subset least likely to require follow-up to their contact (38%-54%-49%). Comparatively, it was the young who received a call (38%-26%-28%) and the old, personal contact (9%-14%-15%). Parents were more apt to claim that no contact was necessary (57%-56%-51%, to 49%) but other responses showed little difference in percentages. African-Americans more often said that no contact was necessary (63%, to 50% of Anglo and 45% of Other), while Others had the highest rate of telephone calls as follow-up (38%, to 26%-33%). Anglos most often said no contact was received (11%-0%-5%). (See Tables #49 - #58 of the Tabulation Report, Questions #19 - #21 of the Survey, and Supporting Tables #19 - #21 of the Summary Report.)

- ***Fire and/or EMS (75%-5%, 15.0:1), the library (78%-6%, 13.0:1), athletic fields (70%-6%, 11.7:1), downtown events (80%-7%, 11.4:1), and recycling (86%-8%, 10.8:1) were the city services graded most positively by residents, based on these having the highest ratios of positive to negative comments. Rounding out the top ten from the 20 tested were sewer service (88%-9%, 9.8:1), parks (84%-9%, 9.3:1), recreation programs (69%-8%, 8.6:1), police (79%-10%, 7.9:1), and solid waste (83%-11%, 7.5:1). Least likely to be graded positively were street maintenance (73%-24%, 3.0:1), code enforcement (59%-14%, 4.2:1), animal control (68%-15%, 4.5:1), and sidewalks (78%-17%, 4.6:1), and note that no service received a ratio of less than three positive comments for one critical remark.***

Higher no opinion responses showed those services of which respondents lacked information from which to comment. The higher marks were assigned to building permits and inspections (50%), restaurant inspection (39%), code enforcement and recreation centers (both 27%), and arts and cultural service (25%). Another seven services received no opinion responses between 11%-24%.

Based on excellent ratings, residents were most proud of Fire and/or EMS (45%), police and library (both 41%), recycling (36%), and solid waste (34%). Several services possessed constituencies with elevated opinions, especially when compared with the general populace consensus, established by the performance ratio. For example, police ranked 2nd in intensity ratings but was only the 9th highest service by ratio. Similarly, solid waste (5th, to 10th), street maintenance (13th, to 20th), sidewalks (10th, to 16th), and animal control (14th, to 18th) ranked higher than its ratio. Conversely, those constituencies were lacking when reviewing services like sewer service (6th of sewer service, to 9th of intensity), downtown events (4th, to 7th), building permits and inspections (17th, to 20th), recreation programs (8th, to 12th), recreation centers (12th, to 17th), and

athletic fields (3rd, to 11th), treated positively overall but without the same degree of pride.

Residents in Area I, the West, were most positive about sewer service (91%), recycling (90%), water service (88%), and solid waste, sidewalks, and parks (each 84%). That compared with recycling and sewer service (both 91%), solid waste (90%), water service (88%), and sidewalks (85%) in the Central subsector and parks (82%), fire and/or EMS (81%), police (80%), library (79%), and sewer service and downtown events (both 78%) in the East. When comparing ratings West to East, we note a more positive impression of Fire and/or EMS (69%-78%-81%) and recreation centers (55%-70%-71%), although the difference in ratings was brought about by higher no opinion responses than critical comments. However, people from the East were less positive when it came to evaluating street maintenance (73%-78%-63%), recycling (90%-91%-76%), sidewalks (84%-85%-58%), water service (88%-88%-77%), sewer service (91%-91%-78%), and code enforcement (59%-63%-53%). No other item varied by more than ten percent between subsectors. Six of the services received their highest quality rating in two subsectors. High marks for the remaining 14 services were spread out between the Central (8), East (4), and West (2).

Parents were more positive than nonparents of animal control (72%-70%-74%, to 66%), restaurant inspection (61%-58%-54%, to 47%), parks (89%-89%-88%, to 82%), code enforcement (71%-69%-62%, to 54%), downtown events (84%-85%-83%, to 79%), recreation programs (80%-81%-71%, to 63%), the library (83%-84%-86%, to 76%), arts and cultural services (75%-73%-69%, to 60%), and athletic fields (77%-80%-75%, to 65%). What nonparents were most positive toward were sewer service (88%), water service (86%), solid waste (83%), parks (82%), and downtown events (79%). (See Tables #59 - #78 of the Tabulation Report, Question #22 of the Survey, and Supporting Tables #22 - #24 of the Summary Report.)

- ***Police (63%-32%, 2.0:1), Fire and/or EMS (61%-33%, 1.8:1), and street maintenance (58%-37%, 1.6:1) were the city services residents would most likely support paying additional city taxes to improve or expand, based on them attaining the highest ratios of likely to unlikely support. Other services residents would likely support in terms of additional taxes were water service (53%-42%, 1.3:1), parks (53%-40%, 1.3:1), sewer service (52%-43%, 1.2:1), and restaurant inspection (48%-41%, 1.2:1), although a significant portion of the sample were unlikely to support any proposed increases. Of the 20 services tested, residents were unlikely to support additional taxes to improve or expand animal control (41%-52%, 0.8:1), downtown events (43%-51%, 0.8:1), solid waste (44%-58%, 0.9:1), and arts and cultural services (44%-58%, 0.9:1).***

Very likely ratings totaled one in five for Fire and/or EMS and police (both 23%), the only service to score intensity ratings of more than 15%. After the top two were scores of 15% for street maintenance and the library, 13% for water service, and 12% for sewer service and restaurant inspection. The three services receiving the highest likely ratios also attained the highest intensity rankings. Note that for half of the services tested, very unlikely ratings were greater than very likely responses, indicating preliminary opposition to increasing taxes to address various services. Some of those services were recreation programs (10%-12%), drainage (10%-11%), recycling (9%-11%), and recreation centers (9%-11%). Higher than average no opinion responses impacted several services, namely building permits and inspections (14%), and restaurant inspections and code enforcement (both 11%).

When comparing the results by subsector, individuals from Area III assigned the highest likely rating to all 20 services. In fact, all received majority likely ratings in the East, compared with six in the other two sections of the city. The six generating majority likelihood was Fire and/or EMS (58%-56%-73%), police (62%-58%-71%), street maintenance (57%-55%-65%), water service (52%-50%-62%), parks (52%-50%-61%), and the library (53%-50%-64%). Area III would most likely support paying the additional taxes for Fire and/or EMS (73%), police (71%), street maintenance (65%), and sewer service and the library (both 64%). When comparing findings, likely ratings were highest in the East and lowest in the Central region. The variances were most significant relative to solid waste (57%-37%), sidewalks (60%-40%), restaurant inspection (60%-41%), animal control (54%-36%), and Fire and/or EMS (73%-56%), sewer service (64%-47%), building permits and inspections (52%-35%), and athletic fields (58%-41%).

Eight services scored majority likely ratings from nonparents. That compared with seven, nine, and five among the parental subsets. The top rated items in terms of likely ratings from all four subsets were Fire and/or EMS (62%, to 60%-60%-54%), police (62%, to 63%-66%-60%), street maintenance (58%, to 51%-58%-54%), parks (51%, to 56%-58%-52%), and the library (53%, to 59%-57%-54%). Parents were fairly consistent in their viewpoint, whether it was positive or negative, as percentages did not vary by more than ten percent for any of the services tested. The most significant variance was for restaurant inspection, at 9% (45%-49%-40%). Likely attitudes declined as children aged for two services, those being building permits and inspections (43%-40%-36%) and the library (59%-57%-54%). (See Tables #79 - #98 of the Tabulation Report, Question #23 of the Survey, and Supporting Tables #25 - #27 of the Summary Report.)

- **The city in general (97%-1%, 97.0:1), at a school function in McKinney (75%-1%, 75.0:1), in their neighborhood (98%-2%, 49.0:1), and when shopping in McKinney (98%-2%, 49.0:1) were the environments in which respondents felt most safe, based on these receiving the highest ratios of safe to unsafe levels. Each of the environments tested was judged to be safe by residents, as the lowest ratios were 21.5:1 (86%-4% for at the city park closest to their home) and 30.0:1 (90%-3% for in the downtown area).**

Intensity ratings showed safety perceptions to be highest in one's neighborhood (62%), when shopping (46%), and at the city park and the city in general (both 40%). The other two percentages were 38% in the downtown area and 39% at a school function. Note that opinions regarding safety at a school function (24%) and at the city park closest to their home (10%) were impacted by significantly higher no opinion ratings than the others.

Safety perceptions were lower in Area III when evaluating the city park closest to their home (87%-88%-81%) and to a lesser extent, in their neighborhood (99%-99%-94%). In all other environments, safety perceptions varied by four percent or less. Those were when shopping (99%-98%-96%), at a school function (74%-78%-75%), in the downtown area (91%-91%-92%), and the city in general (98%-99%-98%).

Parents voiced higher safety perceptions than nonparents when discussing the environments at the city park closest to their home (95%-94%-94%, to 80%), at a school function (88%-96%-97%, to 63%), and in the downtown area (95%-94%-94%, to 89%). It should be noted that the variance in safety levels was not brought about by higher unsafe feelings but instead no opinion levels. Unsafe ratings for at the city park (3%-4%-4%, to 5%) and at a school function (0%-1%-0%, to 1%) showed little difference and in fact, parents were more concerned with safety in the downtown area (3%-6%-5%, to 2%). Safety in one's neighborhood (99%-98%-97%, to 97%), when shopping (97%-98%-96%, to 98%), and the city in general (98%-98%-98%, to 97%) showed little differential. (See Tables #99 - #104 of the Tabulation Report, Question #24 of the Survey, and Supporting Tables #28 - #30 of the Summary Report.)

- **Speed in responding to calls (62%-7%, 8.9:1), courtesy (69%-10%, 6.9:1) and professionalism (69%-10%, 6.9:1) were the police services rated most highly by residents, based on these attaining the highest ratio of positive to negative comments. Residents were also highly pleased with the police department's customer service (65%-10%, 6.5:1), but it ranked as what residents were least satisfied based again on performance ratios.**

Responses were impacted by high no opinion responses, which were all above 20%, to a high of 30% (speed in responding to calls).

Although speed in responding to calls was the highest ranked service based on performance ratios, it ranked lower in terms of intensity ratings, as its 33% placed it with customer service, both lower than the top items of courtesy and professionalism (both 39%). At the other end of the attitude spectrum, poor ratings were not higher than 3% and overall fair and poor ratings, 10%.

In terms of combined satisfaction ratings, positive opinions increased West to East. Those were for speed in responding to calls (59%-65%-67%), courtesy (65%-70%-75%), professionalism (66%-69%-75%), and customer service (62%-65%-70%). For the most part, the lower positive ratings in the West were the result of higher no opinion responses and not critical comments. Note similar fair/poor warnings, especially in Areas I and II, for speed in responding to calls (6%-6%-12%), courtesy (10%-10%-12%), professionalism (10%-11%-10%) and customer service (11%-10%-13%). While most of the percentages were interchangeable in the different subsectors, note that professionalism was tops in Area I, compared to courtesy in Area II and courtesy and professionalism in Area III.

For each service query, parents, especially those with pre-teen children, were more positive than nonparents in their evaluations. This was true for speed in responding to calls (61%-67%-64%, to 62%), courtesy (68%-74%-72%, to 66%), professionalism (69%-75%-72%, to 66%), and customer service (66%-71%-70%, to 62%). Note that at no time did performance ratings vary by more than nine percent. Also, even though nonparents were least positive, they were also more inclined to have no opinion about a service rather than a critical comment, as they were not the least complimentary group. That dubious distinction belonged to parents of teenagers. (See Tables #105 - #108 of the Tabulation Report, Question #25 of the Survey, and Supporting Tables #31 - #33 of the Summary Report.)

- ***That it be economical (96%-2%, 48.0:1), be sustainable and energy efficient (95%-3%, 31.7:1), and utilize best practices (89%-3%, 29.7:1) were the construction issues most important to take into consideration when constructing future city facilities, as these scored the highest ratios of important to unimportant ratings. Also very important was that it be attractive (91%-7%, 13.0:1) and generate pride in the community (87%-12%, 7.3:1). What was least important when constructing future city facilities was that it include significant amounts of landscaping (69%-28%,***

2.5:1), although importance ratings totaled more than two of every three survey participants.

That it be economical (42%), sustainable and energy efficient (41%), and generate pride in the community and utilize best practices (both 30%) were the issues to which residents were most committed, based on having the highest very important levels. At the bottom of the intensity scale was a 17% for including significant amounts of landscaping, 26% for being attractive, and 30% for utilizing best practices. The best practice construction issue was the item of which people were least informed, as it scored the highest no opinion rating, that being 8%.

The most important construction issues, regardless of where people lived, were that the buildings be economical (96%-96%-95%) be sustainable and energy efficient (94%-97%-95%), and be attractive (91%-91%-92%). Residents in the East subsector thought it was most important that the facility generate pride in the community (87%-84%-90%). Conversely, they were least likely to rate it important for it to utilize best practices (90%-91%-84%) and include significant amounts of landscaping (69%-72%-65%), although percentages did not vary dramatically.

Again, that future city facilities be economical (95%-96%-98%, to 96%), be sustainable and energy efficient (94%-96%-97%, to 94%), and be attractive (93%-91%-95%, to 90%) were the top three construction issues according to parents and nonparents. Note that parents of teenagers assigned the highest importance ratings, although the variances between the four subsets were generally minor. Opinions were also similar regarding the importance of the facility generating pride in the community (85%-86%-86%, to 88%). Parents assigned slightly higher importance levels to project utilizing best practices (94%-91%-92%, to 87%). Importance for future facilities including significant amounts of landscaping drew more interest from parents of older children (62%-67%-72%), as well as nonparents (70%). This was the only item in which importance ratings varied by ten percent. Additionally, it was the only item to similarly vary in terms of unimportant levels (37%-32%-27%, to 26%), as it was not influenced by higher no opinion comments. (See Tables #109 - #114 of the Tabulation Report, Question #26 of the Survey, and Supporting Tables #34 - #36 of the Summary Report.)

- ***“I am satisfied with living in McKinney” (97%-4%, 32.3:1) was the city – related statement that generated the highest ratio of agreement to disagreement among survey participants. Agreement was also significant for the statements, “we have an excellent city workforce” (82%-5%,***

16.4:1), “the city has the educational resources I need to improve my quality of life” (81%-7%, 11.6:1), and “my neighborhood receives sufficient city services” (88%-8%, 11.0:1). Comparatively, the statements, “I don’t feel I can ever get a straight answer from the city if I have a problem” (15%-66%, 0.2:1) and “I am frustrated with how city government works in McKinney” (24%-63%, 0.4:1) generated high levels of disagreement as they were disputed by two of every three residents.

Fifty-seven percent strongly agreed with being satisfied with living in McKinney, far and away the statement that generated the highest intensity ratings. After that, 14% intensely agreed that their neighborhood receives sufficient city services and 13% that the city has the educational resources they need to improve their quality of life. The statements exhibiting the highest level of intense disagreement was being frustrated with how city government works (10%) and don’t feel they can ever get a straight answer from the city if they have a problem (9%). No opinion responses were higher than average for the negative statements about getting a straight answer from the city if they have a problem (19%) and being frustrated with how city government works (13%). Marks were also high for the positive statements about city having economic (14%) and educational (12%) resources to improve quality of life and 12% for having an excellent city workforce.

The most agreement voiced by residents, regardless of where they lived, were that they were satisfied with living in McKinney (99%-97%-92%), although note that agreement declined from West to East. One other statement declined similarly and that was relative to one’s neighborhood receiving sufficient city services (91%-91%-75%). People in the East part of the city appeared to have more concerns with local government, as they were the subset most inclined to agree that they were frustrated with how city government works (21%-20%-34%) and that they did not feel they could ever get a straight answer from the city if they had a problem (13%-11%-22%). The three other statements generated similar levels of agreement, whether people lived in the West, Central, or East sector of the city. Those items focused on having an excellent city workforce (82%-84%-82%), and having the educational (82%-82%-78%) and economic (76%-78%-73%) resources needed to improve quality of life.

Parents and nonparents were 90% inclined to agree with being satisfied with living in McKinney (98%-98%-97%, to 96%). Parents of young children were also similarly agreeable that their neighborhood receives sufficient city services (90%-92%-88%, to 86%). Being frustrated with how city government works generated higher agreement among parents of teenagers and nonparents than people with younger children (18%-18%-

27%, to 25%) while nonparents were most apt to affirm feeling they could not get a straight answer if they had a problem (17%, to 13%-9%-10%). Parents assigned higher agreement to their neighborhood receiving sufficient city services (90%-92%-88%, to 86%), city having educational resources needed to improve quality of life (86%-84%-83%, to 79%), as well as economic resources (81%-81%-80%, to 73%). The variance appeared to be brought about by higher no opinion responses among nonparents and not disagreement. Having an excellent city workforce brought higher agreement among parents of pre-teens and teenagers rather than others (79%-86%-85%, to 82%). (See Table #115 - #121 of the Tabulation Report, Question #27 of the Survey, and Supporting Tables #37 - #39 of the Summary Report.)

- ***The website (82%-17%, 4.8:1), printed newsletter direct mailed to their home (70%-29%, 2.4:1), and parks, recreation, and open spaces activity guide (65%-32%), 2.0:1) were listed as the top sources most likely to be utilized by respondents to obtain information about the city, based on these generating the highest ratios of likely to unlikely marks. Of the 11 items tested, six were mentioned by a majority as being likely utilized. The other three sources to attain majority likely ratings were the electronic newsletter (65%-34%, 1.9:1), water bill inserts (60%-38%, 1.6:1), and local newspapers (59%-40%, 1.5:1). Comparatively, those sources least likely to be utilized included Twitter (4%-91%, 0.1:1), Youtube (12%-87%, 0.1:1), and Facebook (14%-75%, 0.3:1). Note that current findings show present day social media sites have only minimal impact when it comes to people utilizing them to obtain information about the city.***

Very likely ratings showed the most reliable sources to be the website (29%), electronic newsletter (24%), and printed newsletter direct mailed to their home (19%). Other double-digit very likely ratings were assigned to the parks, recreation, and open space activity guide (14%), local newspapers (13%), and water bill inserts (11%). The remaining sources generated no higher than 8% very likely levels and included the various social media sites as well as the city's cable channel and community meetings. In addition, significant percentages said they would be very unlikely to utilize Twitter (31%), Facebook and Youtube (both 23%), the city's cable channel/video streaming on web (15%), and community meetings (11%). Also note that 11% had no opinion as to utilizing the electronic newsletter.

The top source in Areas I and II was the website, while in Area III, it was the printed newsletter direct mailed to their home that was most frequently utilized to gather information. Residents in the Eastern sector of the city were most likely to utilize two of the less popular sources to obtain

information – the city's cable channel (40%-38%-49%) and community meetings (39%-41%-56%). They also voiced the highest utilization rate for the parks, recreation, and open space activity guide (64%-65%-69%). Conversely, they were least likely to utilize local newspapers (61%-60%-56%) and the website (86%-85%-72%) to obtain information. And the Central part of the city least frequently utilized the social media sites of Facebook (27%-20%-23%), Twitter (7%-4%-10%), and Youtube (12%-8%-14%), although few used the sources significantly. Area II also voiced the lowest utilization rate for the printed newsletter direct mailed to their home (74%-61%-73%) and water bill inserts (59%-56%-61%).

Nonparents placed a greater reliance on the city's cable channel (46%, to 30%-31%-40%), although utilization rates were still below majority. Conversely, they offered the lowest rates for obtaining information from the electronic newsletter (67%, to 72%-73%-71%), local newspapers (57%, to 60%-64%-65%), the website (75%, to 92%-96%-90%), and the parks, recreation, and open space activity guide (62%, to 75%-73%-66%). Water bill inserts were utilized similarly, whether residents were parents or nonparents (59%-58%-60%, to 59%). Among the social media sites, Facebook was most popular and the survey showed it would more frequently be a source to parents (31%-31%-35%) than nonparents (18%). See Table #122 - #132 of the Tabulation Report, Question #28 of the Survey, and Supporting Tables #40 - #42 of the Summary Report.)

METHODOLOGY

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

(1) The sample for the telephone survey was composed of 751 respondents from the city of McKinney. Respondents were selected at random. The sample was drawn using a geographical segmentation scheme that divided the study region into three subsectors. Each area was assigned a quota proportional to the number of households with available telephone numbers. A survey with a random sample size of 751 is accurate to within 3.6% at the 95% confidence level, given the constraints of the new quotas. This means there is one chance in twenty that the survey results may vary by as much as plus or minus 3.6% from the results that would be obtained by polling the entire population of the study area.

(2) All telephone interviews were conducted by professional interviewers under close professional supervision by Raymond Turco & Associates from our Grand Prairie, Texas telephone call center. Interviews were recorded under controlled situations to minimize measurement error. The length of interviews varied with the average survey lasting approximately 18 minutes. Approximately 45,000 phone attempts were made to complete the project.

(3) Only complete surveys were accepted as part of the sample for the telephone survey, and interviewers were required to confirm the respondent's name and telephone number.

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

(5) Telephone interviewing began on March 22, 2010. The 751 interviews were completed by April 17. The survey was thus in the field for 27 days, a short enough time period to make this an accurate reading during the time period the study was being implemented.

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

SURVEY ACCURACY

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

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

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

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

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

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

As previously discussed, the statistical error decreases as the proportion answering the question in a given way moves away from 50% and as the number of persons responding to a given question increases. The sampling error

confidence interval for various proportions responding in a given way and for various numbers in the full sample responding is given in the following table:

TABLE #1: SAMPLING ERROR AT 95% CONFIDENCE LEVEL

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

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

RESPONDENT PROFILE

RESPONDENT GROUP	SUBGROUP	SURVEY SAMPLE	(N=)
FULL SAMPLE		100%	751
AREA	Area I (western city limits to Lake Forest Dr.)	49%	368
	Area II (Lake Forest Dr. east to U.S. 75)	28%	212
	Area III (East of U.S. 75)	23%	171
LENGTH OF RESIDENCE	Under one year	4%	29
	1 – 3 Years	19%	146
	4 – 6 Years	24%	180
	7 – 10 Years	22%	167
	10 - 20 Years	19%	140
	More than 20 Years	12%	88
AGE OF RESPONDENT	18 – 24 Years	1%	7
	25 – 34 Years	9%	68
	35 – 44 Years	21%	157
	45 – 54 Years	21%	155
	55 – 64 Years	22%	164
	65 and Older	26%	194
CHILDREN UNDER AGE OF 18 LIVING IN HOME	No children	59%	442
	Under age 6	16%	122
	Ages 6 - 12	25%	186
	Ages 13 – 19	18%	137
FREQUENCY OF VOTING IN 2009 CITY COUNCIL ELECTION	Yes	54%	405
	No	44%	334
	Decline to Answer	2%	12

RESPONDENT GROUP	SUBGROUP	SURVEY SAMPLE	(N=)
FULL SAMPLE		100%	751
ETHNIC GROUPING	Caucasian/White	82%	619
	African-American	7%	53
	Hispanic	2%	15
	Asian	1%	11
	Other	4%	33
	Decline to Answer	3%	20

CONTACT PROFILE

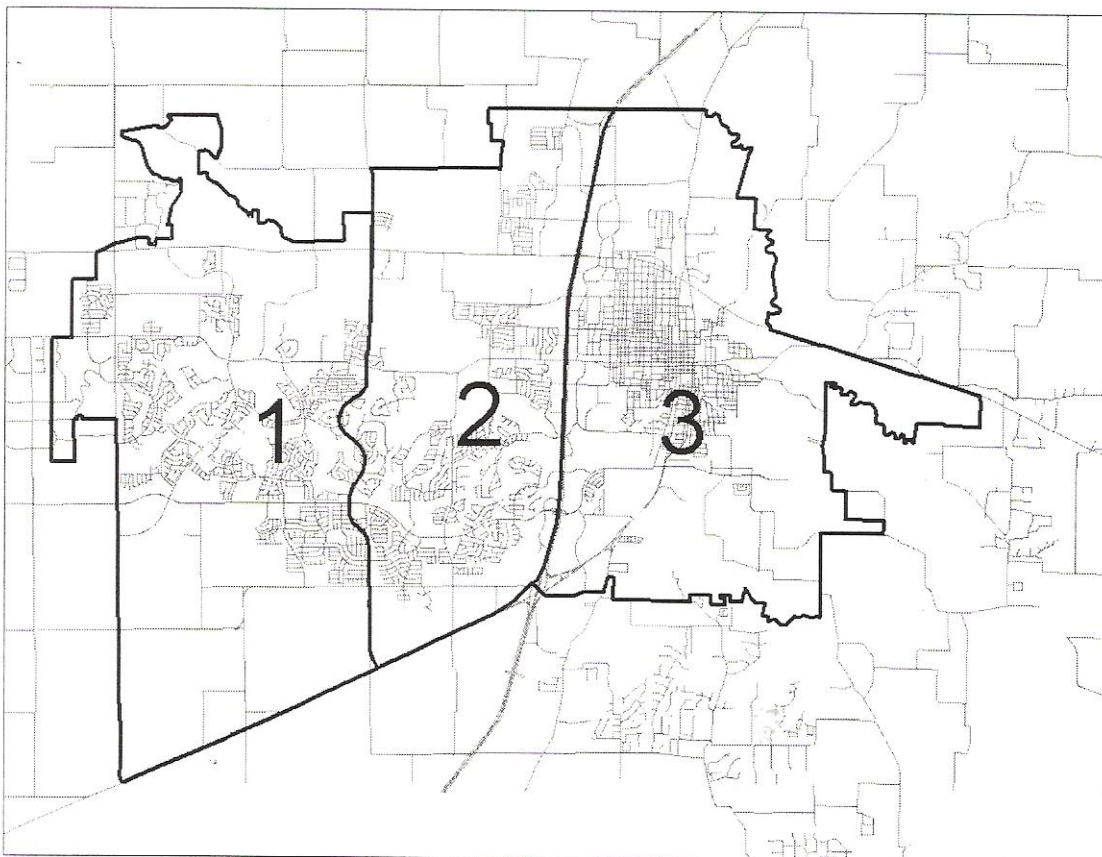
The sample contact universe was composed of households in the City of McKinney, which was determined by numbers with specific zip codes. The list was purchased from Experian, a nationally recognized list management firm. It was then divided into the three primary subsectors, with each zone assigned a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

The following table summarizes the effectiveness of telephone contact.

TYPE OF CONTACT	%	(N=)
TOTAL UNIVERSE OF RANDOM NUMBERS	100%	18,822
TOTAL CONTACTS MADE	100%	44,882
COMPLETED	2%	403
ANSWERING MACHINE	51%	22,964
REFUSE TO ANSWER	6%	2,862
NO ANSWER	23%	11,668
WRONG NUMBER (14% of full sample)		2,685
CALL BACK	8%	3,344
LANGUAGE BARRIER	1%	359
DISCONTINUED INTERVIEW	1%	249

AREA DESIGNATION MAP CITY OF MCKINNEY

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



APPENDIX: SUPPORTING TABLES

TABLE #2: MOST IMPORTANT ISSUE FACING MCKINNEY BY SUBSECTOR AND GENDER

Issues	OVERALL	AREA I	AREA II	AREA III	MALE	FEMALE
Growth – fast growth – managing growth	26%	26%	27%	24%	29%	23%
Traffic congestion	13%	10%	19%	14%	12%	14%
Road conditions – construction – tolls – infrastructure	10%	13%	3%	12%	8%	12%
High taxes – property taxes – managing funds	9%	9%	10%	5%	12%	5%
Economic growth – lack of retail	7%	11%	5%	3%	7%	8%
Education – school district issues	7%	10%	7%	0%	5%	9%
Safety – crime – drugs	5%	4%	4%	6%	4%	6%
Miscellaneous	5%	4%	4%	6%	5%	4%
Overcrowded – overpopulated – overgrowth	4%	4%	5%	4%	4%	5%
Economy issues – recession – housing – jobs	4%	2%	5%	5%	3%	5%
Public transportation – lack of DART access	3%	3%	2%	4%	3%	3%
Planning & zoning – East versus West division	2%	1%	3%	6%	3%	2%
Diversity – multiculturalism – illegal immigrants	2%	1%	1%	5%	2%	2%
Inadequate water supply – poor water quality	2%	1%	2%	4%	2%	1%
Lack of community involvement – retaining family values	1%	1%	2%	2%	1%	1%

TABLE #3: OVERALL SATISFACTION WITH CITY PERFORMANCE AREAS

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

TABLE #4: SATISFACTION WITH CITY PERFORMANCE AREAS BY SUBSECTOR

AREA	AREA I		AREA II		AREA III	
	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED
Providing essential utility services (water/sewer) for daily living	95%	4%	93%	6%	84%	9%
Protecting the people and property, making McKinney a safe community	94%	5%	92%	5%	85%	13%
Responding to emergency situations	79%	2%	87%	1%	85%	9%
Manage traffic flow and the city's road system	67%	30%	63%	36%	53%	43%
Plan McKinney's future development	68%	14%	71%	19%	62%	20%
Provide leisure and recreational opportunities	83%	13%	82%	16%	78%	15%
Support economic expansion	74%	15%	77%	12%	73%	17%
Preserve the "McKinney character" our heritage	86%	6%	87%	6%	79%	15%
Serve as a community information and resource center	77%	8%	79%	6%	76%	11%

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

AREA	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED
Providing essential utility services (water/sewer) for daily living	92%	5%	95%	5%	92%	8%	92%	7%
Protecting the people and property, making McKinney a safe community	91%	8%	92%	7%	92%	7%	94%	6%
Responding to emergency situations	83%	4%	80%	4%	83%	4%	84%	4%
Manage traffic flow and the city's road system	62%	36%	72%	25%	66%	31%	59%	40%
Plan McKinney's future development	67%	16%	74%	13%	67%	17%	65%	21%
Provide leisure and recreational opportunities	84%	10%	85%	13%	78%	21%	71%	27%
Support economic expansion	76%	13%	74%	16%	71%	19%	71%	23%
Preserve the "McKinney character" our heritage	84%	9%	88%	8%	87%	6%	84%	8%
Serve as a community information and resource center	76%	8%	80%	7%	78%	6%	78%	7%

**TABLE #6: IDENTIFICATION OF PERFORMANCE AREA
CONSIDERED CITY'S GREATEST STRENGTH BY SUBSECTOR AND
GENDER**

AREA	OVERALL	AREA I	AREA II	AREA III	MALE	FEMALE
Preserving the city's heritage	27%	26%	32%	21%	25%	28%
Protecting people and property	25%	26%	24%	25%	24%	26%
Providing leisure and recreational opportunities	11%	9%	10%	16%	11%	11%
Providing essential utility services	10%	11%	10%	8%	10%	10%
Planning city's future development	10%	11%	8%	8%	12%	8%
Support economic expansion	6%	7%	6%	4%	7%	6%
Responding to emergency situations	5%	5%	5%	5%	6%	4%
Serving as information and resource center	3%	1%	2%	8%	2%	4%
Managing traffic flow and road system	3%	3%	2%	5%	2%	4%

**TABLE #7: IDENTIFICATION OF PERFORMANCE AREA
CONSIDERED CITY'S GREATEST WEAKNESS BY SUBSECTOR AND
GENDER**

AREA	OVERALL	AREA I	AREA II	AREA III	MALE	FEMALE
Managing traffic flow and road system	48%	53%	42%	45%	46%	49%
Planning city's future development	13%	13%	15%	12%	13%	14%
Support economic expansion	12%	13%	13%	9%	15%	9%
Providing leisure and recreational opportunities	6%	5%	8%	7%	5%	7%
Preserving the city's heritage	5%	4%	6%	6%	5%	6%
Protecting people and property	5%	4%	6%	6%	6%	5%
Providing essential utility services	5%	4%	6%	5%	5%	5%
Serving as information and resource center	4%	3%	3%	8%	4%	4%
Responding to emergency situations	1%	1%	1%	2%	1%	2%

**TABLE #8: ITEMS NOT AVAILABLE FOR PURCHASE IN
MCKINNEY BY SUBSECTOR AND GENDER**

ITEM	OVERALL	AREA I	AREA II	AREA III	MALE	FEMALE
Clothing	25%	27%	21%	25%	18%	31%
Furniture	10%	12%	9%	8%	9%	11%
Food – ethnic – specialty – restaurant	9%	9%	9%	9%	9%	9%
Books	9%	5%	14%	10%	7%	10%
Electronic – computers	7%	8%	5%	8%	12%	3%
Parts – auto – motorcycle	6%	7%	7%	5%	9%	4%
Hardware – lawn & garden – building materials	6%	3%	5%	15%	12%	1%
Sporting goods – sports related	6%	8%	5%	1%	8%	3%
Arts & crafts – fabric – sewing supplies	4%	4%	4%	4%	0%	8%
Miscellaneous	4%	4%	6%	2%	3%	4%
Alcohol	4%	4%	3%	45	5%	3%
Appliance – parts	3%	3%	2%	5%	3%	4%
Shoes	2%	1%	5%	1%	1%	3%
2%	2%	2%	1%	3%	2%	2%
Music supplies – instruments	2%	2%	2%	0%	2%	2%
Baby items	2%	2%	1%	1%	1%	2%

**TABLE #9: CITY IN WHICH UNAVAILABLE ITEM WAS
PURCHASED BY SUBSECTOR AND GENDER**

CITY	OVERALL	AREA I	AREA II	AREA III	MALE	FEMALE
Plano	32%	24%	37%	46%	36%	29%
Frisco	25%	34%	21%	9%	21%	28%
Allen	21%	23%	22%	16%	16%	26%
Dallas	9%	7%	8%	18%	9%	9%
Miscellaneous	5%	4%	5%	5%	8%	2%
Richardson	3%	3%	2%	3%	2%	4%
Online	2%	2%	2%	1%	3%	0%
Fairview	2%	2%	1%	2%	2%	2%
Lewisville – The Colony	2%	2%	1%	1%	3%	1%

TABLE #10: OVERALL FREQUENCY OF UTILIZING CITY FACILITIES OR PARTICIPATING IN CITY-RELATED ACTIVITIES

FACILITY OR ACTIVITY	YES	NO	DON'T REMEMBER
Visited a city park or park facility	80%	20%	0%
Visited or used a city athletic field	43%	56%	0%
Utilized a hike and bike trail in McKinney	43%	57%	0%
Participated in a city event	53%	47%	0%
Visited a city recreation center	43%	56%	0%
Visited McKinney City Hall	43%	56%	1%
Attended a meeting of the city council or any city board or commission meeting	17%	83%	0%
Accessed the city web site	76%	24%	0%
Visited a city office building other than city hall	52%	47%	0%
Visited a public library in McKinney	67%	33%	0%
Used a city pool	18%	81%	0%
Enrolled in a class through the parks and recreation department	14%	85%	0%
Placed a call to request service from the police or fire department	34%	66%	0%

TABLE #11: FREQUENCY OF UTILIZING CITY FACILITIES OR PARTICIPATING IN CITY-RELATED ACTIVITIES BY SUBSECTOR

FACILITY OR ACTIVITY	AREA I		AREA II		AREA III	
	YES	NO	YES	NO	YES	NO
Visited a city park or park facility	79%	21%	84%	16%	79%	21%
Visited or used a city athletic field	45%	55%	46%	54%	38%	62%
Utilized a hike and bike trail in McKinney	41%	59%	49%	51%	40%	59%
Participated in a city event	55%	44%	52%	48%	49%	51%
Visited a city recreation center	38%	62%	42%	58%	57%	43%
Visited McKinney City Hall	41%	58%	42%	57%	47%	51%
Attended a meeting of the city council or any city board or commission meeting	14%	86%	15%	85%	27%	72%
Accessed the city web site	78%	22%	81%	19%	66%	33%
Visited a city office building other than city hall	51%	48%	50%	50%	57%	42%
Visited a public library in McKinney	67%	33%	72%	28%	62%	38%
Used a city pool	16%	83%	17%	83%	23%	77%
Enrolled in a class through the parks and recreation department	14%	86%	14%	85%	15%	85%
Placed a call to request service from the police or fire department	28%	72%	35%	65%	44%	55%

TABLE #12: FREQUENCY OF UTILIZING CITY FACILITIES OR PARTICIPATING IN CITY-RELATED ACTIVITIES BY AGE OF RESPONDENT'S CHILDREN

FACILITY OR ACTIVITY	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	YES	NO	YES	NO	YES	NO	YES	NO
Visited a city park or park facility	74%	21%	96%	4%	94%	6%	82%	18%
Visited or used a city athletic field	33%	67%	59%	41%	69%	31%	56%	44%
Utilized a hike and bike trail in McKinney	34%	65%	57%	43%	56%	44%	55%	45%
Participated in a city event	47%	53%	73%	27%	64%	35%	57%	43%
Visited a city recreation center	41%	59%	53%	46%	52%	47%	39%	59%
Visited McKinney City Hall	46%	53%	35%	64%	36%	63%	40%	60%
Attended a meeting of the city council or any city board or commission meeting	17%	82%	15%	85%	19%	81%	18%	82%
Accessed the city web site	67%	33%	89%	11%	91%	9%	85%	15%
Visited a city office building other than city hall	50%	49%	52%	48%	56%	44%	55%	45%
Visited a public library in McKinney	61%	39%	72%	28%	80%	20%	78%	22%
Used a city pool	11%	89%	32%	68%	35%	64%	20%	80%
Enrolled in a class through the parks and recreation department	10%	90%	25%	75%	28%	71%	14%	85%
Placed a call to request service from the police or fire department	33%	66%	34%	66%	36%	64%	34%	66%

TABLE #13: OVERALL LIKELIHOOD OF PARTICIPATING IN VARIOUS ACTIVITIES IF HELD AT THEATER

ACTIVITY	VERY LIKELY	LIKELY	UNLIKELY	VERY UNLIKELY	NO OPINION	RATIO
Poetry readings	3%	12%	50%	35%	0%	0.2:1
Children's theater	9%	37%	36%	18%	0%	0.9:1
Musicals	13%	60%	20%	7%	0%	2.7:1
Comedy shows	14%	56%	23%	6%	1%	2.4:1
Performances put on by High School students	7%	41%	40%	10%	1%	1.0:1
Concerts	14%	60%	21%	5%	1%	2.8:1
Local talent shows	4%	32%	50%	12%	1%	0.6:1
Plays written to address specific issues	4%	30%	51%	13%	2%	0.5:1
Theatrical productions	11%	57%	24%	6%		2.3:1

TABLE #14: LIKELIHOOD OF PARTICIPATING IN VARIOUS ACTIVITIES IF HELD AT THEATER BY SUBSECTOR

ACTIVITY	AREA I		AREA II		AREA III	
	LIKELY	UNLIKELY	LIKELY	UNLIKELY	LIKELY	UNLIKELY
Poetry readings	13%	87%	15%	85%	18%	82%
Children's theater	48%	52%	41%	59%	50%	50%
Musicals	76%	23%	65%	34%	74%	25%
Comedy shows	74%	26%	70%	30%	63%	37%
Performances put on by High School students	48%	51%	47%	52%	51%	48%
Concerts	77%	22%	71%	29%	69%	29%
Local talent shows	33%	65%	36%	63%	45%	54%
Plays written to address specific issues	34%	64%	28%	69%	41%	56%
Theatrical productions	73%	27%	65%	34%	63%	36%

TABLE #15: LIKELIHOOD OF PARTICIPATING IN VARIOUS ACTIVITIES IF HELD AT THEATER BY AGE OF RESPONDENT'S CHILDREN

ACTIVITY	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	LIKELY	UNLIKELY	LIKELY	UNLIKELY	LIKELY	UNLIKELY	LIKELY	UNLIKELY
Poetry readings	14%	86%	10%	90%	15%	84%	15%	85%
Children's theater	27%	72%	91%	8%	82%	19%	56%	44%
Musicals	71%	29%	74%	25%	78%	21%	75%	24%
Comedy shows	67%	32%	70%	31%	72%	26%	80%	19%
Performances put on by High School students	41%	57%	50%	50%	59%	42%	69%	30%
Concerts	72%	27%	66%	33%	77%	23%	83%	18%
Local talent shows	34%	64%	30%	68%	39%	59%	48%	50%
Plays written to address specific issues	31%	66%	39%	59%	38%	58%	36%	59%
Theatrical productions	66%	34%	72%	28%	72%	26%	75%	25%

TABLE #16: OVERALL SATISFACTION WITH THE APPEARANCE OF VARIOUS AREAS

AREA	VERY SATISFIED	SATISFIED	DISSATISFIED	VERY DISSATISFIED	NO OPINION	RATIO
The overall appearance of your neighborhood	42%	50%	6%	1%	1%	13.1:1
The overall appearance of areas near you neighborhood	35%	55%	8%	1%	1%	10.0:1
The overall appearance of the city	34%	60%	5%	0%	1%	18.8:1

TABLE #17: SATISFACTION WITH THE APPEARANCE OF VARIOUS AREAS BY SUBSECTORS

AREA	AREA I		AREA II		AREA III	
	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED
The overall appearance of your neighborhood	96%	4%	93%	6%	84%	16%
The overall appearance of areas near you neighborhood	94%	7%	92%	7%	82%	15%
The overall appearance of the city	94%	4%	94%	4%	92%	6%

TABLE #18: SATISFACTION WITH THE APPEARANCE OF VARIOUS AREAS BY AGE OF RESPONDENT'S CHILDREN

AREA	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED
The overall appearance of your neighborhood	93%	7%	92%	7%	95%	5%	92%	9%
The overall appearance of areas near you neighborhood	91%	8%	90%	11%	91%	9%	91%	9%
The overall appearance of the city	94%	4%	91%	8%	91%	7%	93%	7%

TABLE #19: OVERALL SATISFACTION WITH VARIOUS CUSTOMER SERVICE ACTIVITIES

ACTIVITY	VERY SATISFIED	SATISFIED	DISSATISFIED	VERY DISSATISFIED	NO OPINION	RATIO
The courtesy of the person you interacted with by phone, e-mail or in person	49%	42%	6%	3%	1%	10.1:1
Directed to the correct department	33%	56%	5%	2%	4%	12.7:1
Employee seemed concerned about my problem	31%	52%	10%	3%	2%	6.4:1
Asked adequate questions to determine the nature of the problem	27%	58%	8%	2%	5%	8.5:1
If not available, the correct employee responded to me in a reasonable time	23%	49%	6%	3%	19%	8.0:1
The problem or question was adequately addressed by the person by the person responding	32%	53%	10%	3%	2%	6.5:1
The people I worked with showed pride and concern for quality in the work	29%	56%	8%	2%	5%	8.5:1
Through his/her actions, the primary employee I worked with represented the city in a positive manner	36%	51%	9%	2%	2%	7.9:1

TABLE #20: SATISFACTION WITH VARIOUS CUSTOMER SERVICE ACTIVITIES BY SUBSECTOR

ACTIVITY	AREA I		AREA II		AREA III	
	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED
The courtesy of the person you interacted with by phone, e-mail or in person	90%	9%	92%	8%	92%	7%
Directed to the correct department	87%	8%	94%	5%	85%	9%
Employee seemed concerned about my problem	84%	13%	86%	13%	80%	16%
Asked adequate questions to determine the nature of the problem	84%	10%	87%	8%	84%	12%
If not available, the correct employee responded to me in a reasonable time	67%	10%	75%	7%	78%	9%
The problem or question was adequately addressed by the person by the person responding	85%	13%	90%	9%	82%	16%
The people I worked with showed pride and concern for quality in the work	82%	12%	88%	8%	86%	8%
Through his/her actions, the primary employee I worked with represented the city in a positive manner	87%	10%	87%	11%	89%	11%

TABLE #21: SATISFACTION WITH VARIOUS CUSTOMER SERVICE ACTIVITIES BY AGE OF RESPONDENT'S CHILDREN

Activities	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED	SATISFIED	DIS SATISFIED
The courtesy of the person you interacted with by phone, e-mail or in person	91%	8%	91%	10%	91%	7%	92%	7%
Directed to the correct department	89%	7%	85%	9%	88%	7%	90%	8%
Employee seemed concerned about my problem	84%	14%	80%	14%	86%	14%	88%	12%
Asked adequate questions to determine the nature of the problem	85%	10%	80%	11%	86%	10%	89%	10%
If not available, the correct employee responded to me in a reasonable time	71%	8%	74%	8%	72%	6%	72%	11%
The problem or question was adequately addressed by the person by the person responding	85%	14%	84%	14%	89%	10%	91%	9%
The people I worked with showed pride and concern for quality in the work	84%	9%	82%	14%	88%	9%	88%	9%
Through his/her actions, the primary employee I worked with represented the city in a positive manner	87%	11%	86%	12%	90%	9%	90%	9%

TABLE #22: PERFORMANCE RATINGS OF VARIOUS CITY SERVICES

SERVICE	EXCELLENT	GOOD	FAIR	POOR	NO OPINION	RATIO
Fire and/or EMS (Emergency Medical Services)	45%	30%	4%	1%	20%	15.0:1
Solid waste	34%	49%	9%	2%	6%	7.5:1
Police	41%	38%	7%	3%	11%	7.9:1
Street maintenance	22%	51%	19%	5%	4%	3.0:1
Recycling	36%	50%	7%	1%	6%	10.8:1
Sidewalks	25%	53%	13%	4%	5%	4.6:1
Water service	31%	55%	7%	5%	2%	7.2:1
Sewer service	31%	57%	6%	3%	4%	9.8:1
Animal control	22%	46%	10%	5%	17%	4.5:1
Restaurant inspection	13%	37%	8%	2%	39%	5.0:1
Parks	34%	50%	8%	1%	7%	9.3:1
Code enforcement	15%	44%	10%	4%	27%	4.2:1
Downtown events	33%	47%	5%	2%	13%	11.4:1
Building permits and inspections	10%	31%	6%	3%	50%	4.6:1
Recreation programs	23%	46%	7%	1%	23%	8.6:1
Library	41%	37%	5%	1%	16%	13.0:1
Arts and cultural services	18%	47%	9%	1%	25%	6.5:1
Drainage	18%	58%	10%	5%	10%	5.1:1
Recreation centers	18%	45%	7%	2%	27%	7.0:1
Athletic fields	24%	46%	5%	1%	24%	11.7:1

TABLE #23: PERFORMANCE RATINGS OF VARIOUS CITY SERVICES BY SUBSECTOR

SERVICE	AREA I		AREA II		AREA III	
	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR
Fire and/or EMS (Emergency Medical Services)	69%	6%	78%	2%	81%	6%
Solid waste	84%	11%	90%	7%	74%	15%
Police	78%	9%	79%	9%	80%	13%
Street maintenance	73%	22%	78%	20%	63%	31%
Recycling	90%	6%	91%	5%	76%	13%
Sidewalks	84%	13%	85%	13%	58%	33%
Water service	88%	11%	88%	12%	77%	18%
Sewer service	91%	6%	91%	7%	78%	15%
Animal control	67%	15%	67%	12%	71%	18%
Restaurant inspection	54%	8%	45%	10%	49%	16%
Parks	84%	6%	84%	10%	82%	11%
Code enforcement	59%	11%	63%	11%	53%	23%
Downtown events	79%	8%	83%	5%	78%	9%
Building permits and inspections	43%	6%	40%	7%	39%	16%
Recreation programs	66%	8%	71%	8%	73%	12%
Library	79%	5%	78%	6%	79%	6%
Arts and cultural services	62%	10%	69%	9%	64%	13%
Drainage	77%	11%	77%	15%	69%	25%
Recreation centers	55%	10%	70%	9%	71%	11%
Athletic fields	68%	6%	73%	5%	71%	

TABLE #24: PERFORMANCE RATINGS OF VARIOUS CITY SERVICES BY AGE OF RESPONDENT'S CHILDREN

SERVICE	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR
Fire and/or EMS (Emergency Medical Services)	74%	5%	76%	9%	75%	7%	78%	5%
Solid waste	83%	10%	86%	9%	86%	12%	83%	12%
Police	79%	9%	83%	10%	81%	10%	81%	9%
Street maintenance	72%	24%	73%	23%	74%	21%	77%	21%
Recycling	85%	8%	89%	9%	89%	8%	92%	7%
Sidewalks	77%	15%	80%	18%	80%	17%	79%	18%
Water service	86%	12%	86%	13%	87%	11%	88%	11%
Sewer service	88%	8%	90%	8%	88%	8%	91%	6%
Animal control	66%	16%	72%	14%	70%	14%	74%	12%
Restaurant inspection	47%	11%	61%	10%	58%	10%	54%	9%
Parks	82%	7%	89%	10%	89%	11%	88%	8%
Code enforcement	54%	14%	71%	10%	69%	11%	62%	14%
Downtown events	79%	7%	84%	8%	85%	6%	83%	7%
Building permits and inspections	40%	9%	50%	8%	45%	7%	41%	6%
Recreation programs	63%	6%	80%	8%	81%	12%	71%	14%
Library	76%	4%	83%	7%	84%	7%	86%	5%
Arts and cultural services	60%	11%	75%	8%	73%	9%	69%	9%
Drainage	75%	15%	81%	11%	79%	11%	79%	12%
Recreation centers	61%	5%	66%	14%	64%	19%	65%	16%
Athletic fields	65%	4%	77%	5%	80%	12%	75%	11%

**TABLE #25: OVERALL LIKELIHOOD TO SUPPORT PAYING
ADDITIONAL TAXES TO IMPROVE OR EXPAND VARIOUS CITY
SERVICES**

SERVICE	VERY LIKELY	LIKELY	UNLIKELY	VERY UNLIKELY	NO OPINION	RATIO
Fire and/or EMS (Emergency Medical Services)	23%	38%	23%	10%	6%	1.8:1
Solid waste	8%	36%	37%	11%	7%	0.9:1
Police	23%	40%	22%	10%	5%	2.0:1
Street maintenance	15%	43%	28%	9%	5%	1.6:1
Recycling	9%	38%	36%	11%	7%	1.0:1
Sidewalks	7%	41%	36%	10%	6%	1.0:1
Water service	13%	40%	32%	10%	5%	1.3:1
Sewer service	12%	40%	33%	10%	5%	1.2:1
Animal control	7%	34%	41%	11%	7%	0.8:1
Restaurant inspection	12%	36%	30%	11%	11%	1.2:1
Parks	10%	43%	30%	10%	6%	1.3:1
Code enforcement	8%	37%	34%	10%	11%	1.0:1
Downtown events	9%	34%	38%	13%	7%	0.8:1
Building permits and inspections	7%	35%	33%	11%	14%	1.0:1
Recreation programs	10%	39%	32%	12%	8%	1.1:1
Library	15%	40%	28%	11%	7%	1.1:1
Arts and cultural services	7%	37%	37%	11%	8%	0.9:1
Drainage	10%	39%	33%	11%	8%	1.1:1
Recreation centers	9%	39%	33%	11%	8%	1.1:1
Athletic fields	8%	38%	35%	12%	8%	1.0:1

TABLE #26: LIKELIHOOD TO SUPPORT PAYING ADDITIONAL TAXES TO IMPROVE OR EXPAND VARIOUS CITY SERVICES BY SUBSECTOR

SERVICE	AREA I		AREA II		AREA III	
	LIKELY	UNLIKELY	LIKELY	UNLIKELY	LIKELY	UNLIKELY
Fire and/or EMS (Emergency Medical Services)	58%	35%	56%	39%	73%	22%
Solid waste	44%	51%	37%	56%	57%	36%
Police	62%	34%	58%	36%	71%	24%
Street maintenance	57%	39%	55%	41%	65%	28%
Recycling	47%	48%	42%	52%	51%	39%
Sidewalks	46%	48%	40%	55%	60%	31%
Water service	52%	44%	50%	46%	62%	31%
Sewer service	48%	46%	47%	50%	64%	28%
Animal control	38%	55%	36%	57%	54%	37%
Restaurant inspection	48%	43%	41%	47%	60%	29%
Parks	52%	43%	50%	44%	61%	31%
Code enforcement	45%	44%	40%	50%	52%	37%
Downtown events	42%	52%	38%	57%	50%	42%
Building permits and inspections	42%	45%	35%	50%	52%	34%
Recreation programs	46%	45%	45%	49%	59%	32%
Library	53%	41%	50%	43%	64%	28%
Arts and cultural services	42%	50%	40%	56%	53%	36%
Drainage	46%	46%	45%	49%	58%	32%
Recreation centers	43%	48%	46%	47%	62%	31%
Athletic fields	43%	48%	41%	53%	58%	33%

TABLE #27: LIKELIHOOD TO SUPPORT PAYING ADDITIONAL TAXES TO IMPROVE OR EXPAND VARIOUS CITY SERVICES BY AGE OF RESPONDENT'S CHILDREN

SERVICE	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	LIKELY	UNLIKELY	LIKELY	UNLIKELY	LIKELY	UNLIKELY	LIKELY	UNLIKELY
Fire and/or EMS (Emergency Medical Services)	62%	32%	60%	33%	60%	35%	54%	41%
Solid waste	46%	46%	45%	55%	45%	50%	39%	53%
Police	62%	33%	63%	32%	66%	31%	60%	37%
Street maintenance	58%	36%	51%	45%	58%	38%	54%	43%
Recycling	47%	46%	45%	51%	46%	49%	47%	48%
Sidewalks	48%	45%	44%	53%	48%	47%	44%	51%
Water service	55%	40%	49%	47%	53%	44%	48%	46%
Sewer service	52%	41%	46%	49%	50%	46%	47%	47%
Animal control	42%	48%	34%	60%	36%	58%	36%	58%
Restaurant inspection	49%	38%	45%	47%	49%	45%	40%	51%
Parks	51%	42%	56%	40%	58%	40%	52%	43%
Code enforcement	47%	41%	42%	50%	42%	52%	40%	50%
Downtown events	43%	48%	38%	58%	43%	54%	40%	54%
Building permits and inspections	44%	41%	43%	45%	40%	50%	36%	54%
Recreation programs	45%	44%	55%	41%	54%	43%	48%	47%
Library	53%	39%	59%	36%	57%	38%	54%	41%
Arts and cultural services	46%	46%	41%	53%	42%	52%	38%	55%
Drainage	50%	41%	46%	51%	46%	48%	43%	51%
Recreation centers	46%	44%	52%	42%	52%	43%	46%	48%
Athletic fields	44%	46%	45%	50%	49%	46%	42%	51%

TABLE #28: OVERALL PERCEPTION OF SAFETY IN VARIOUS CITY ENVIRONMENTS

ENVIRONMENT	VERY SAFE	SAFE	UNSAFE	VERY UNSAFE	NO OPINION	RATIO
In your neighborhood	62%	36%	2%	0%	0%	49.0:1
At the city park closest to your home	40%	46%	4%	0%	10%	21.5:1
When shopping in McKinney	46%	52%	1%	1%	1%	49.0:1
At a school function in McKinney	39%	36%	1%	0%	24%	75.0:1
In the downtown area	38%	52%	3%	0%	6%	30.0:1
The city in general	40%	57%	1%	0%	1%	97.0:1

TABLE #29: PERCEPTION OF SAFETY IN VARIOUS CITY ENVIRONMENTS BY SUBSECTOR

ENVIRONMENT	AREA I		AREA II		AREA III	
	SAFE	UNSAFE	SAFE	UNSAFE	SAFE	UNSAFE
In your neighborhood	99%	1%	99%	1%	94%	7%
At the city park closest to your home	87%	3%	88%	2%	81%	8%
When shopping in McKinney	99%	1%	98%	2%	96%	1%
At a school function in McKinney	74%	1%	78%	1%	75%	1%
In the downtown area	91%	4%	91%	3%	92%	2%
The city in general	98%	1%	99%	0%	98%	2%

TABLE #30: PERCEPTION OF SAFETY IN VARIOUS CITY ENVIRONMENTS BY AGE OF RESPONDENT'S CHILDREN

ENVIRONMENT	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	SAFE	UNSAFE	SAFE	UNSAFE	SAFE	UNSAFE	SAFE	UNSAFE
In your neighborhood	97%	2%	99%	2%	98%	2%	97%	2%
At the city park closest to your home	80%	5%	95%	3%	94%	4%	94%	4%
When shopping in McKinney	98%	1%	97%	1%	98%	1%	96%	1%
At a school function in McKinney	63%	1%	88%	0%	96%	1%	97%	0%
In the downtown area	89%	2%	95%	3%	94%	6%	94%	5%
The city in general	97%	1%	98%	2%	98%	1%	98%	1%

TABLE #31: OVERALL RATING OF VARIOUS POLICE SERVICES

SERVICE	EXCELLENT	GOOD	FAIR	POOR	NO OPINION	RATIO
Speed in responding to calls	33%	29%	5%	2%	30%	8.9:1
Courtesy	39%	30%	7%	3%	21%	6.9:1
Professionalism	39%	30%	7%	3%	21%	6.9:1
Customer service	33%	32%	7%	3%	25%	6.5:1

TABLE #32: RATING OF VARIOUS POLICE SERVICES BY AGE OF SUBSECTOR

SERVICE	AREA I		AREA II		AREA III	
	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR
Speed in responding to calls	59%	6%	65%	6%	67%	12%
Courtesy	65%	10%	70%	10%	75%	12%
Professionalism	66%	10%	69%	11%	75%	10%
Customer service	62%	9%	65%	11%	70%	12%

TABLE #33: RATING OF VARIOUS POLICE SERVICES BY AGE OF RESPONDENT'S CHILDREN

SERVICE	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR	EXCEL GOOD	FAIR POOR
Speed in responding to calls	62%	7%	61%	9%	67%	8%	64%	8%
Courtesy	66%	10%	68%	12%	74%	10%	72%	13%
Professionalism	66%	10%	69%	11%	75%	9%	72%	13%
Customer service	62%	11%	66%	10%	71%	11%	70%	13%

TABLE #34: OVERALL IMPORTANCE OF VARIOUS CONSTRUCTION ISSUES ON FUTURE CITY FACILITIES

ISSUE	VERY IMPORTANT	IMPORTANT	UNIMPORTANT	VERY UNIMPORTANT	NO OPINION	RATIO
That the facility generate pride in the community	30%	57%	10%	2%	1%	7.3:1
That it be attractive	26%	65%	6%	1%	2%	13.0:1
That it utilize best practices	30%	59%	3%	0%	8%	29.7:1
That it include significant amounts of landscaping	17%	52%	26%	2%	3%	2.5:1
That it be economical	42%	54%	2%	0%	2%	48.0:1
That it be sustainable and energy efficient	41%	54%	3%	0%	1%	31.7:1

TABLE #35: IMPORTANCE OF VARIOUS CONSTRUCTION ISSUES ON FUTURE CITY FACILITIES BY SUBSECTOR

ISSUE	AREA I		AREA II		AREA III	
	IMPORTANT	UN IMPORTANT	IMPORTANT	UN IMPORTANT	IMPORTANT	UN IMPORTANT
That the facility generate pride in the community	87%	11%	84%	16%	90%	8%
That it be attractive	91%	6%	91%	8%	92%	7%
That it utilize best practices	90%	5%	91%	2%	84%	2%
That it include significant amounts of landscaping	69%	27%	72%	27%	65%	31%
That it be economical	96%	1%	96%	2%	95%	4%
That it be sustainable and energy efficient	94%	6%	97%	2%	95%	3%

TABLE #36: IMPORTANCE OF VARIOUS CONSTRUCTION ISSUES ON FUTURE CITY FACILITIES BY AGE OF RESPONDENT'S CHILDREN

ISSUE	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	IMPORTANT	UN IMPORTANT	IMPORTANT	UN IMPORTANT	IMPORTANT	UN IMPORTANT	IMPORTANT	UN IMPORTANT
That the facility generate pride in the community	88%	10%	85%	14%	86%	14%	86%	13%
That it be attractive	90%	8%	93%	6%	91%	9%	95%	5%
That it utilize best practices	87%	2%	94%	4%	91%	5%	92%	4%
That it include significant amounts of landscaping	70%	26%	62%	37%	67%	32%	72%	27%
That it be economical	96%	1%	95%	4%	96%	4%	98%	1%
That it be sustainable and energy efficient	94%	4%	94%	7%	96%	4%	97%	2%

TABLE #37: OVERALL AGREEMENT VARIOUS CITY-RELATED STATEMENTS

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

TABLE #38: AGREEMENT VARIOUS CITY-RELATED STATEMENTS BY SUBSECTOR

STATEMENT	AREA I		AREA II		AREA III	
	AGREE	DISAGREE	AGREE	DISAGREE	AGREE	DISAGREE
I am satisfied with living in McKinney	99%	1%	97%	2%	92%	7%
I am frustrated with how city government works in McKinney	21%	65%	20%	64%	34%	57%
I don't feel I can ever get a straight answer from the city if I have a problem	13%	63%	11%	73%	22%	65%
We have an excellent city workforce	82%	5%	84%	5%	82%	8%
My neighborhood receives sufficient city services	91%	5%	91%	6%	75%	19%
The city has the educational resources I need to improve my quality of life	82%	6%	82%	7%	78%	10%
The city has the economic resources I need to improve my quality of life	76%	9%	78%	11%	73%	12%

**TABLE #39: AGREEMENT VARIOUS CITY-RELATED STATEMENTS
BY AGE OF RESPONDENT'S CHILDREN**

STATEMENT	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	AGREE	DISAGREE	AGREE	DISAGREE	AGREE	DISAGREE	AGREE	DISAGREE
I am satisfied with living in McKinney	96%	5%	98%	2%	98%	2%	97%	3%
I am frustrated with how city government works in McKinney	25%	62%	18%	68%	18%	70%	27%	62%
I don't feel I can ever get a straight answer from the city if I have a problem	17%	65%	13%	64%	9%	71%	10%	70%
We have an excellent city workforce	82%	6%	79%	4%	86%	3%	85%	4%
My neighborhood receives sufficient city services	86%	9%	90%	7%	92%	7%	88%	8%
The city has the educational resources I need to improve my quality of life	79%	7%	86%	7%	84%	10%	83%	9%
The city has the economic resources I need to improve my quality of life	73%	10%	81%	9%	81%	9%	80%	13%

**TABLE #40: OVERALL LIKELIHOOD TO UTILIZE VARIOUS CITY
SOURCES TO OBTAIN INFORMATION ABOUT THE CITY**

SOURCE	VERY LIKELY	LIKELY	UNLIKELY	VERY UNLIKELY	NO OPINION	RATIO
Electronic newsletter	24%	41%	26%	8%	11%	1.9:1
Facebook	8%	16%	52%	23%	1%	0.3:1
Twitter	1%	5%	61%	31%	2%	0.1:1
City's cable channel/video streaming on web	5%	36%	42%	15%	2%	0.7:1
Community meetings	4%	39%	44%	11%	2%	0.8:1
Local newspapers	13%	46%	31%	9%	1%	1.5:1
Website	29%	53%	13%	4%	1%	4.8:1
Printed newsletter direct mailed to your home	19%	51%	24%	5%	1%	2.4:1
You tube	3%	9%	64%	23%	2%	0.1:1
Water bill inserts	11%	49%	31%	7%	3%	1.6:1
Parks, recreation, & open spaces activity guide	14%	51%	26%	6%	3%	2.0:1

TABLE #41: LIKELIHOOD TO UTILIZE VARIOUS CITY SOURCES TO OBTAIN INFORMATION ABOUT THE CITY BY SUBSECTOR

SOURCE	AREA I		AREA II		AREA III	
	LIKELY	UNLIKELY	LIKELY	UNLIKELY	LIKELY	UNLIKELY
Electronic newsletter	68%	31%	64%	36%	62%	37%
Facebook	27%	72%	20%	79%	23%	76%
Twitter	7%	91%	4%	94%	10%	88%
City's cable channel/video streaming on web	40%	57%	38%	61%	49%	50%
Community meetings	39%	59%	41%	58%	54%	44%
Local newspapers	61%	38%	60%	40%	56%	44%
Website	86%	13%	85%	15%	72%	28%
Printed newsletter direct mailed to your home	74%	26%	61%	37%	73%	25%
You tube	12%	86%	8%	91%	14%	83%
Water bill inserts	59%	38%	56%	43%	61%	32%
Parks, recreation, & open spaces activity guide	64%	32%	65%	33%	69%	28%

TABLE #42: LIKELIHOOD TO UTILIZE VARIOUS CITY SOURCES TO OBTAIN INFORMATION ABOUT THE CITY BY AGE OF RESPONDENT'S CHILDREN

Source	NO CHILD		AGES 0-6		AGES 6-12		AGES 13-18	
	LIKELY	UNLIKELY	LIKELY	UNLIKELY	LIKELY	UNLIKELY	LIKELY	UNLIKELY
Electronic newsletter	62%	37%	72%	28%	73%	27%	71%	28%
Facebook	18%	80%	31%	69%	31%	69%	35%	65%
Twitter	7%	92%	8%	92%	10%	90%	8%	92%
City's cable channel/video streaming on web	46%	53%	30%	67%	31%	69%	40%	61%
Community meetings	47%	52%	31%	67%	43%	57%	40%	60%
Local newspapers	57%	42%	60%	40%	64%	36%	65%	34%
Website	75%	24%	92%	7%	96%	5%	90%	9%
Printed newsletter direct mailed to your home	67%	31%	69%	30%	76%	24%	76%	24%
You tube	10%	88%	15%	84%	14%	85%	13%	86%
Water bill inserts	59%	38%	59%	40%	58%	41%	60%	40%
Parks, recreation, & open spaces activity guide	62%	35%	75%	21%	73%	25%	66%	31%