

# THE NCS™

THE NATIONAL COMMUNITY SURVEY™

## McKinney, TX

The National Community Survey™

2025 Results





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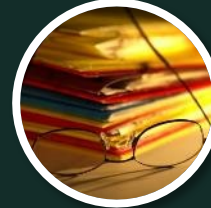
# Resident Surveys in Local Governance



**Monitor trends  
in resident  
opinion**



**Measure  
government  
performance**



**Inform budget,  
land use,  
strategic  
planning  
decisions**



**Benchmark  
against other  
communities**

# The NCS™ Facets of Community Livability



**THE NCS™**

THE NATIONAL COMMUNITY SURVEY™



# The National Community Survey™ in McKinney

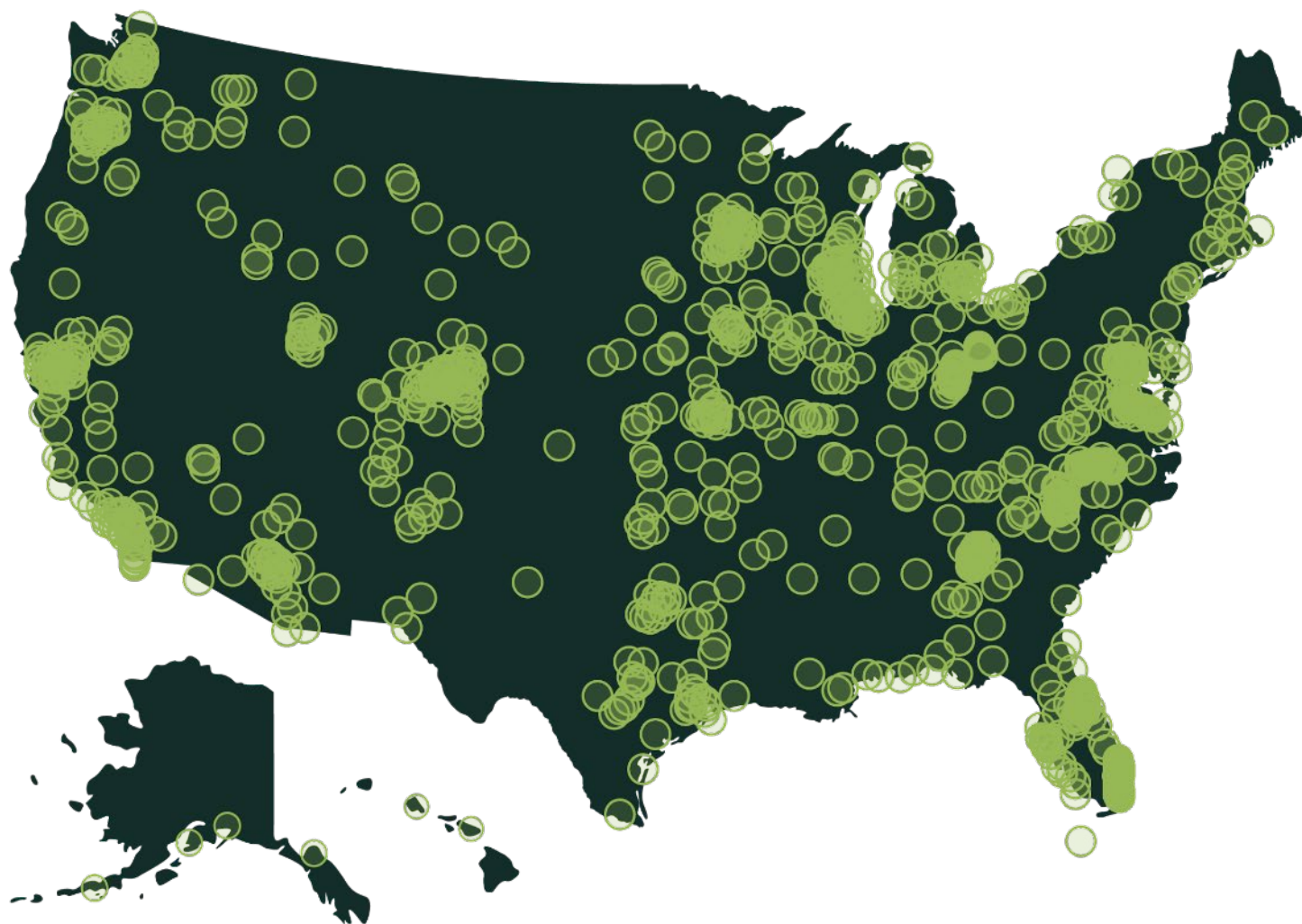


## The NCS™ for McKinney, TX

- 5<sup>th</sup> time conducting The NCS (previous survey in 2023, 2021, 2019, 2017)
- Survey conducted from January 31<sup>st</sup>, 2025 – March 5<sup>th</sup>, 2025
- Mailing approach employed:
  - Probability-based sample of 268 randomly selected households
  - 268 total responses received
  - 5% overall response rate
  - Non-probability, open-participation survey: 443 responses
- Results statistically weighted to reflect McKinney overall
- 95% confidence interval with a +/- 6% margin of error



# Polco's Benchmarking Database



More than  
**500**  
comparison  
communities  
across the  
nation.

Representing  
the opinions  
of more than  
**50 million**  
residents.





# Overview of Survey Results

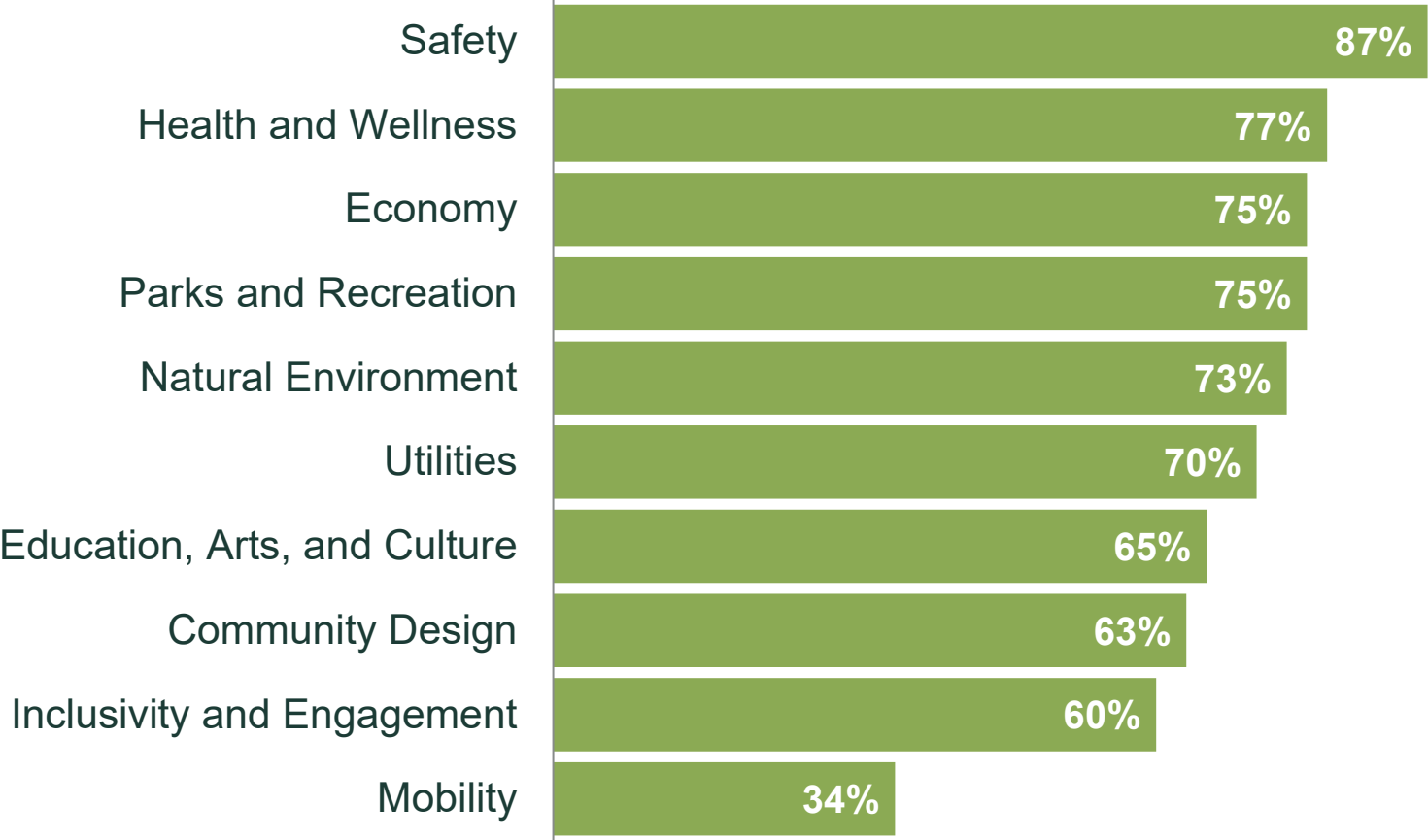


# Facets of Community Livability: Quality



**National  
Benchmark  
Comparisons:**

- Higher
- Similar
- Lower



*Percent excellent or good*



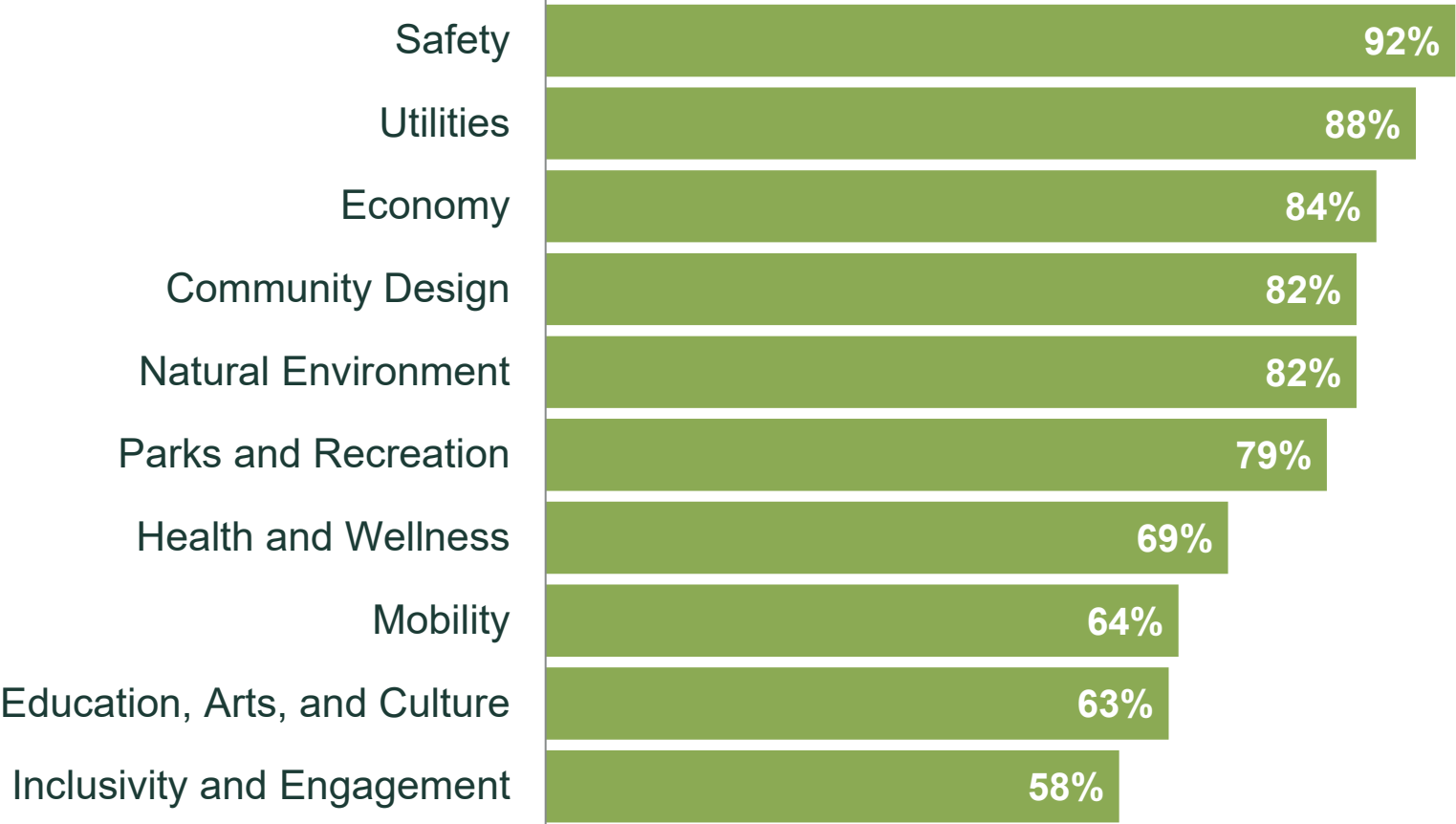


# Facets of Community Livability: Importance



National  
Benchmark  
Comparisons:

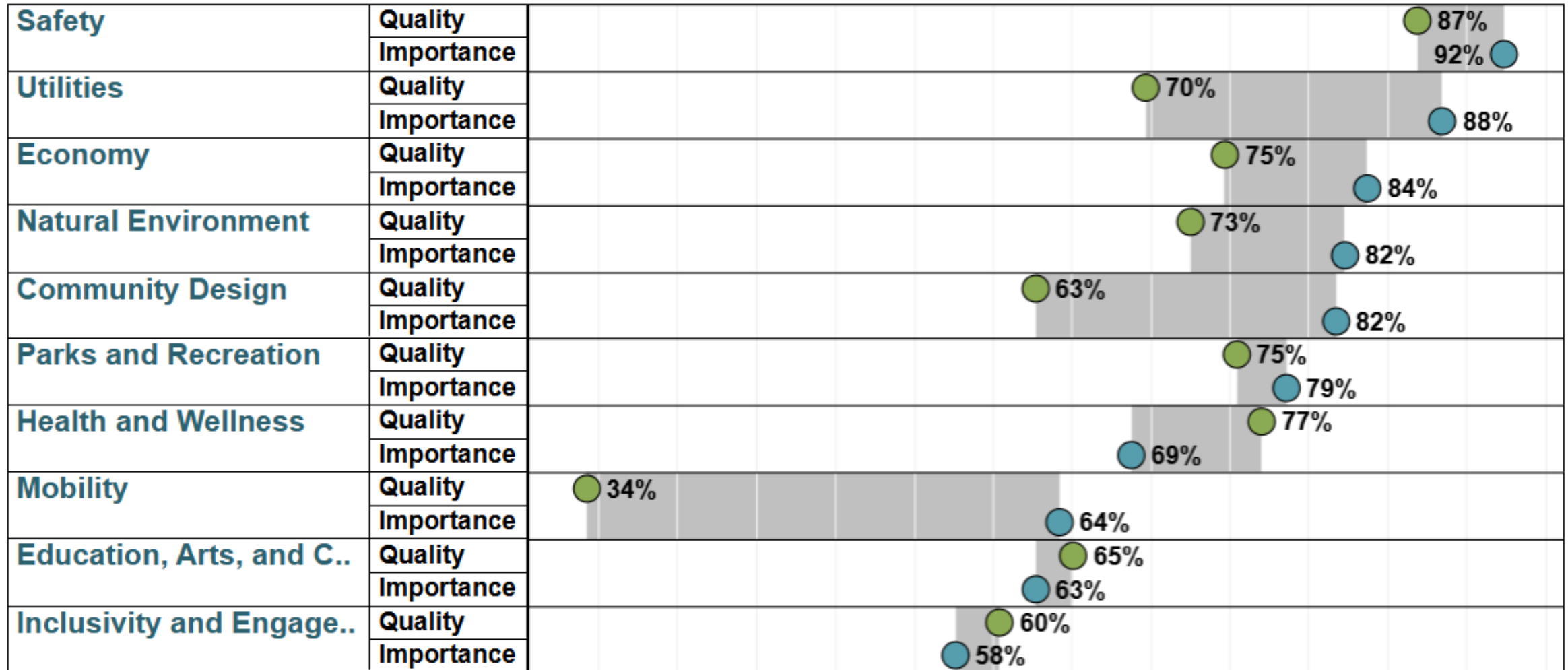
- Higher
- Similar
- Lower



Percent essential or very important



# Balancing Quality and Importance





## Comparisons to National Benchmarks

13 received **higher** ratings

107 received **similar** ratings

3 received **lower** ratings





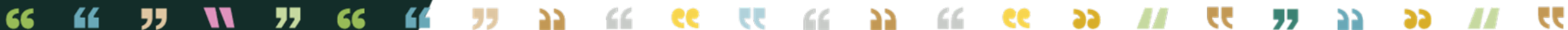


## Comparisons to Previous Survey (2023)

2 received **higher** ratings

93 received **similar** ratings

28 received **lower** ratings

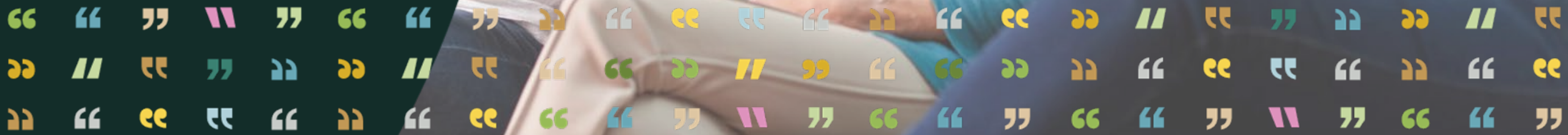








**McKinney  
residents value  
government  
efforts, but  
trends point to  
room for  
improvement**





# Governance in McKinney



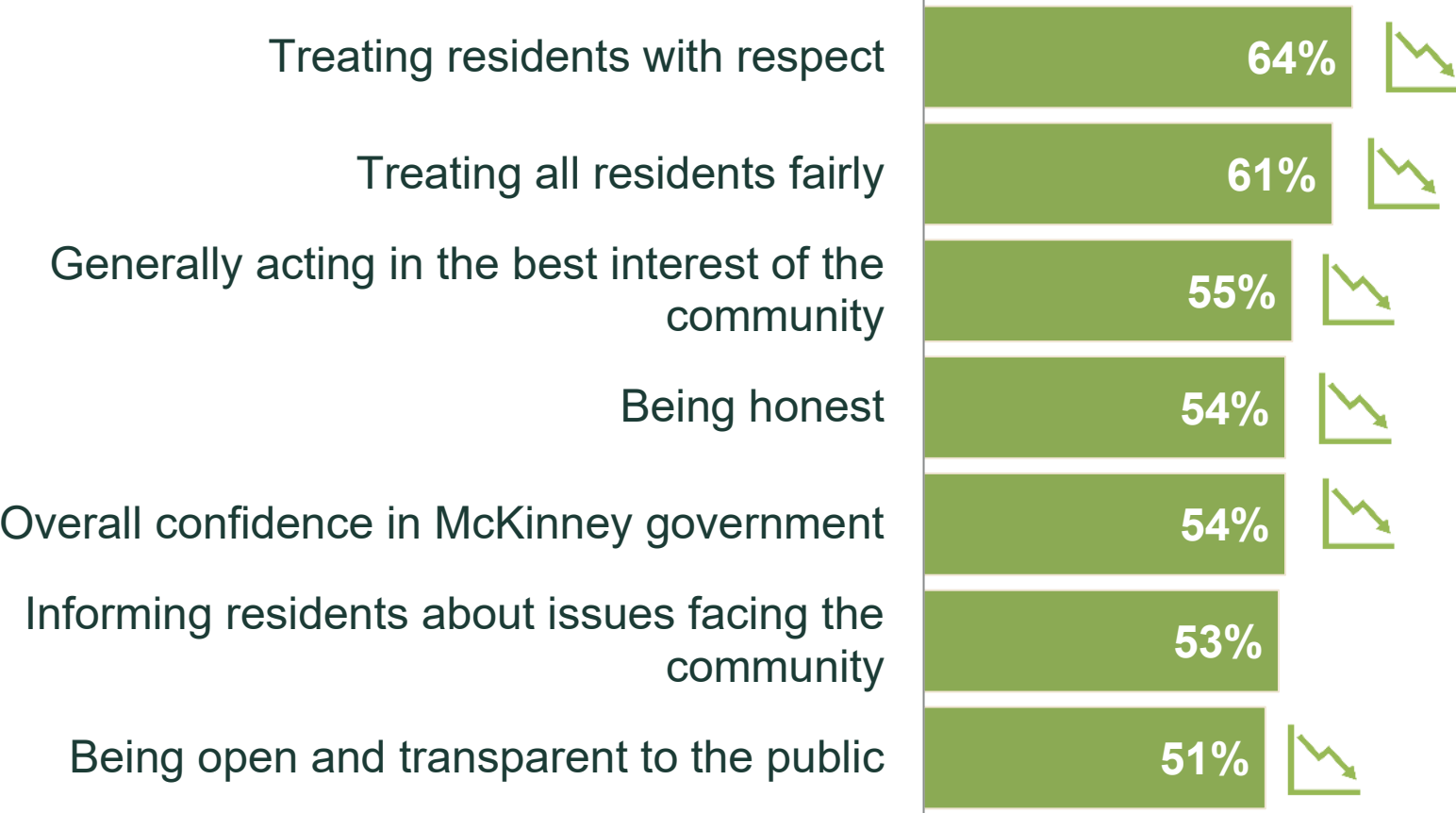
Please rate the following categories of McKinney government performance.

**National  
Benchmark  
Comparison**

■ Higher

■ Similar

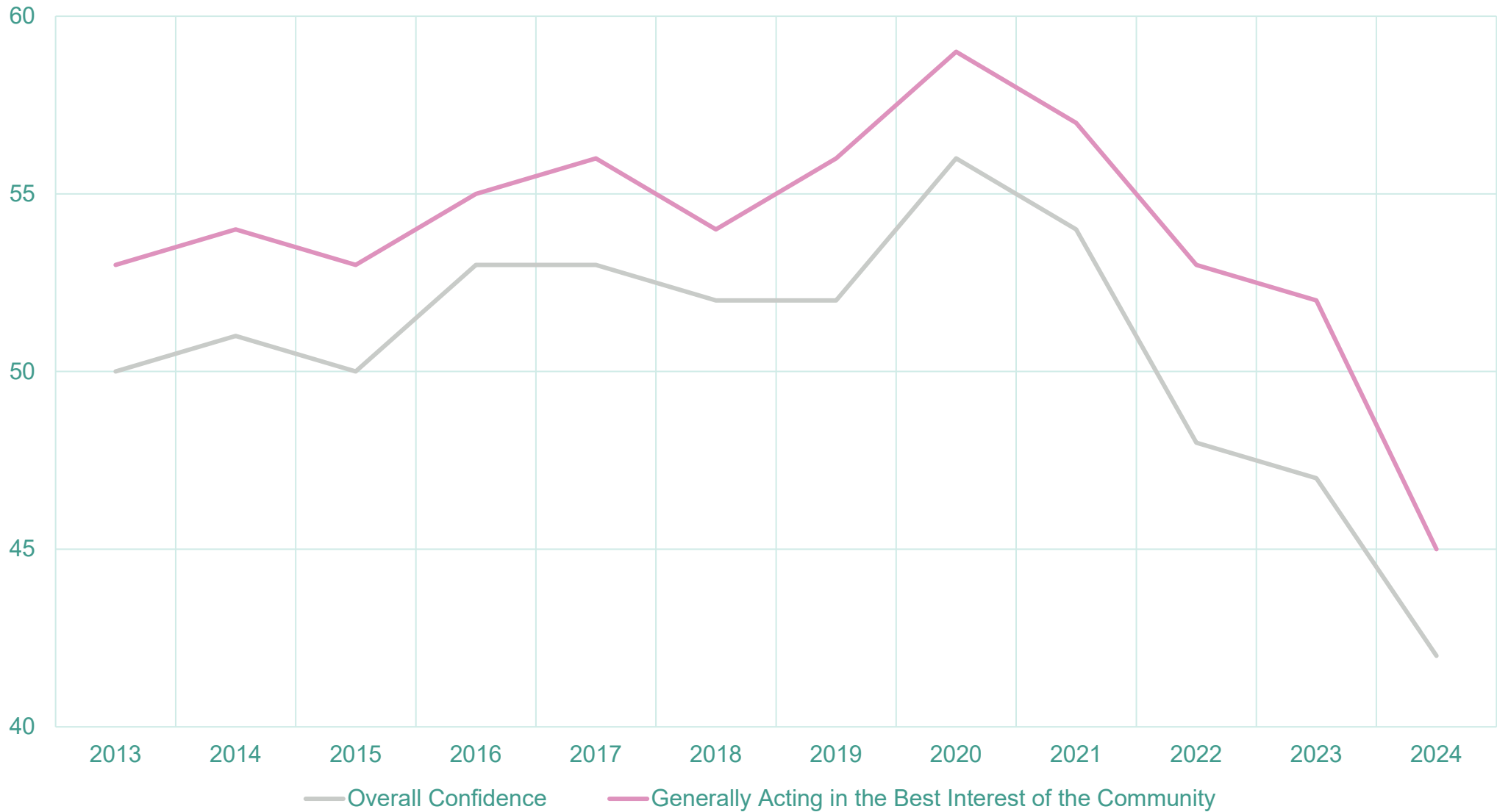
■ Lower



Trends over Time: Increasing/Decreasing Significantly

Percent excellent or good

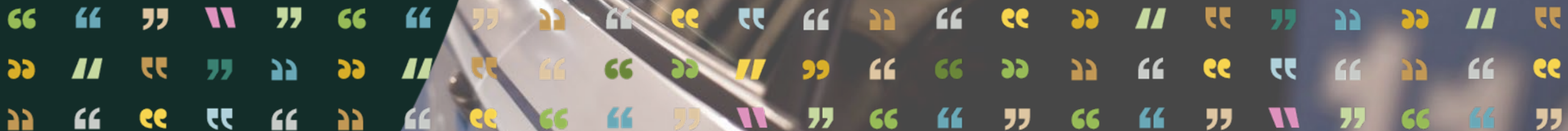
# National Ratings for Local Government Trust (2013-2024)





**Residents  
express strong  
satisfaction  
with both their  
sense of safety  
and the quality  
of services**

2





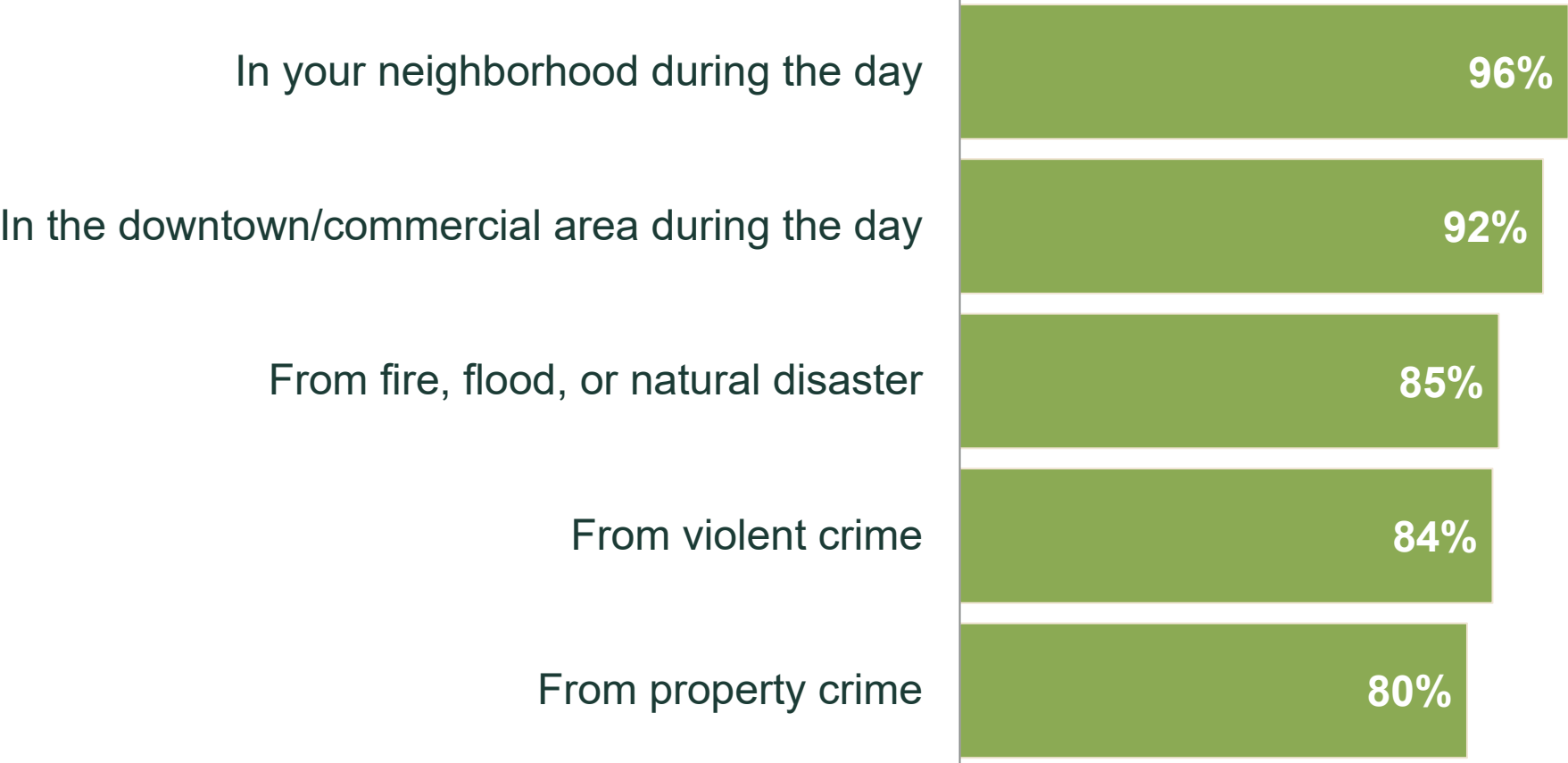
# Safety in McKinney



Please rate how safe or unsafe you feel:

National  
Benchmark  
Comparison

- Higher
- Similar
- Lower



Percent very or somewhat safe

# Safety Services in McKinney



**91%**

Fire  
services



**89%**

Ambulance/  
Emergency  
medical  
services



**89%**

Police  
services



**85%**

Crime  
Prevention



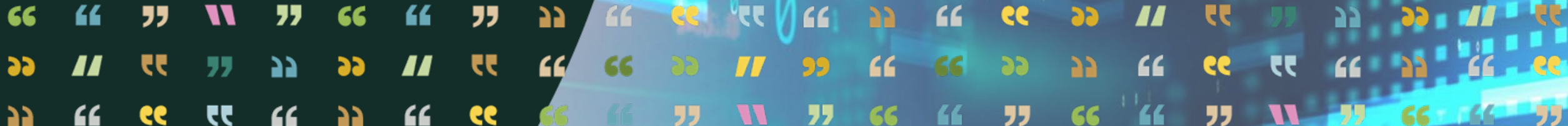
Higher/Lower than Custom Benchmark

Percent excellent or good



Several ratings  
related to  
economic  
health  
exceeded the  
National  
Benchmark

3





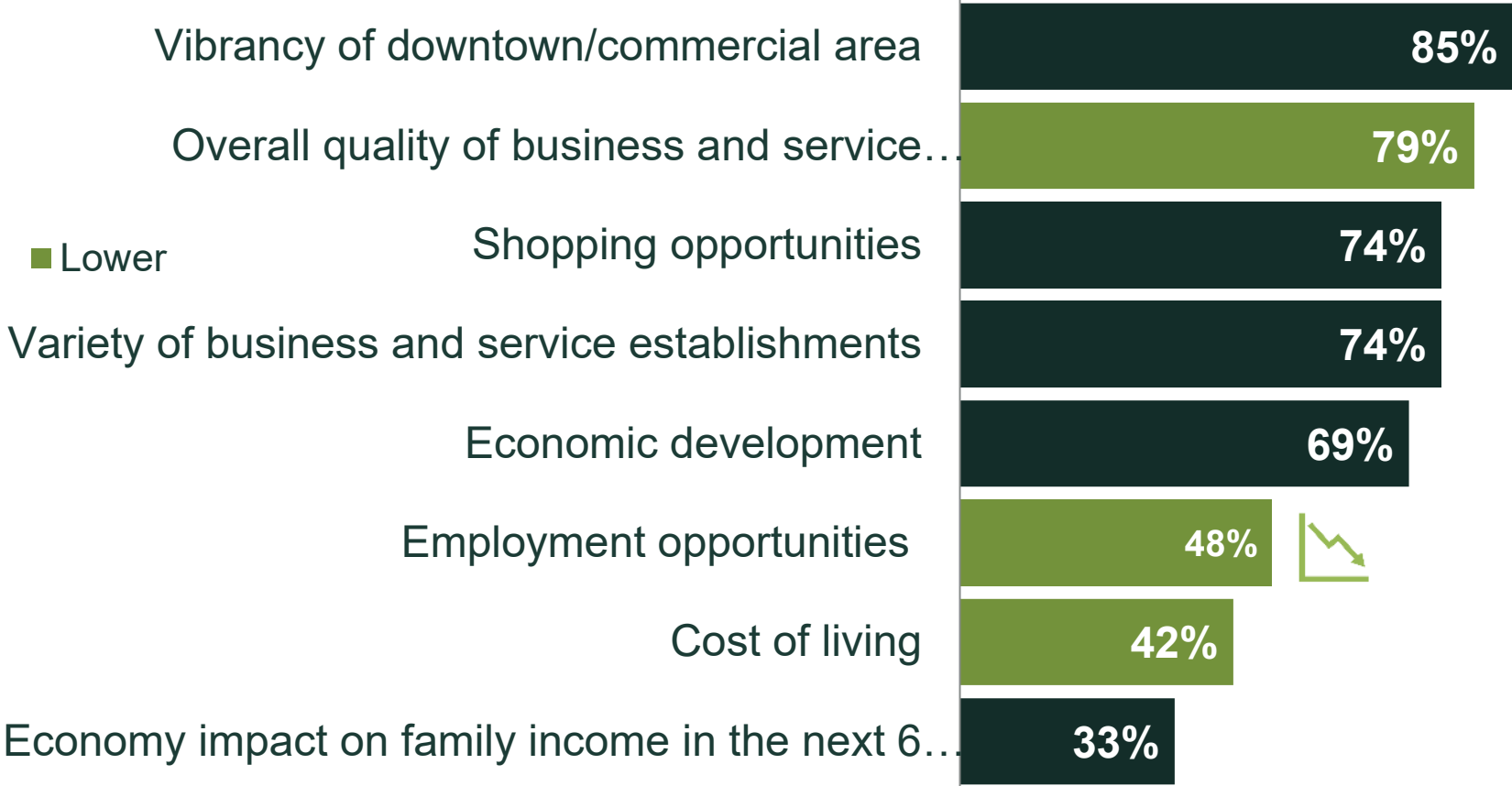
# The Economy in McKinney



Please rate each of the following in the McKinney community:

National Benchmark Comparison

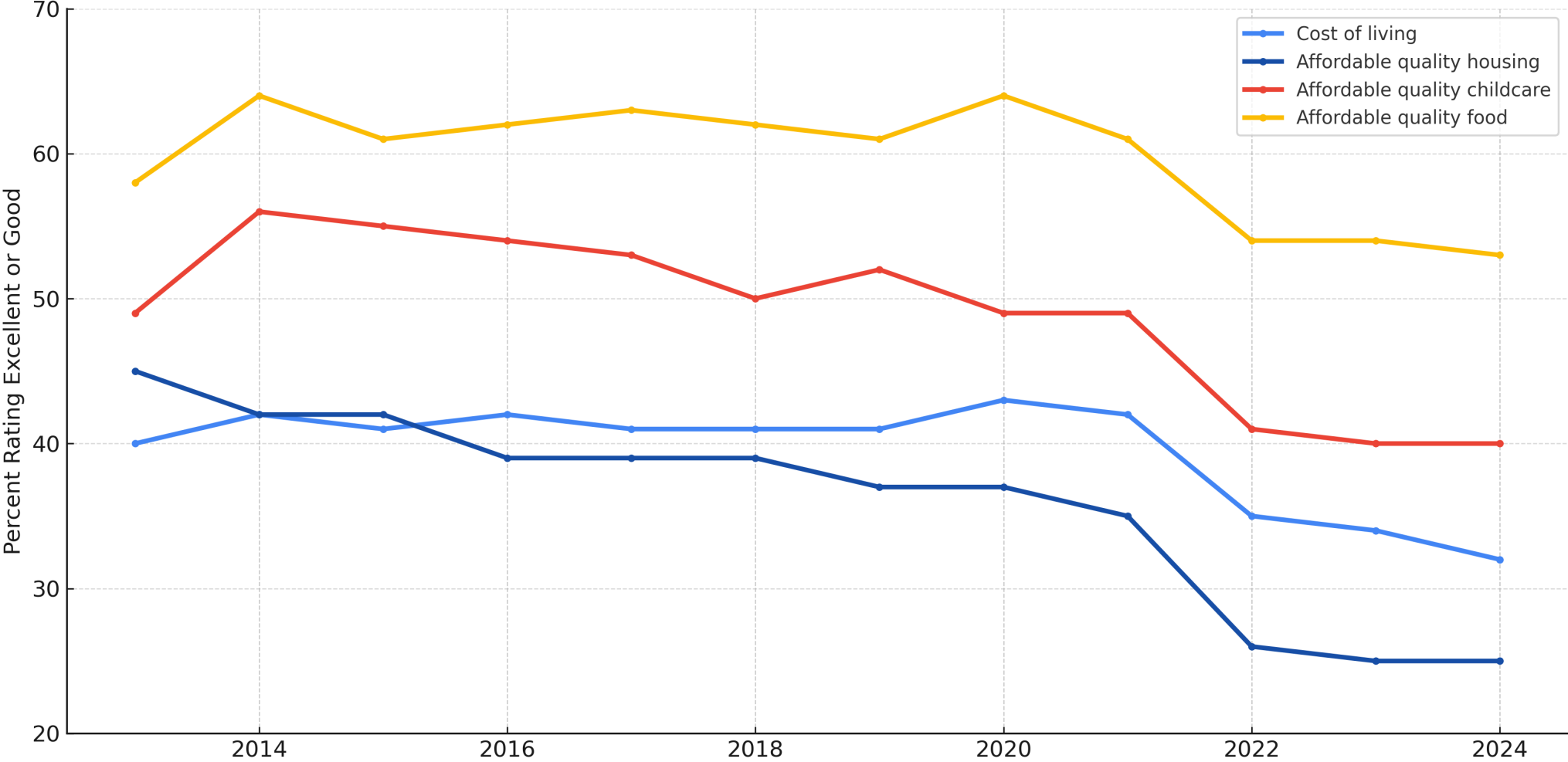
■ Higher ■ Similar ■ Lower



Trends over Time: Increasing/Decreasing Significantly

Percent excellent or good

# National Affordability Trends



*Data from Polco's national database showing the rolling average across 500+ communities*



# Residents highly value McKinney's natural environment

4





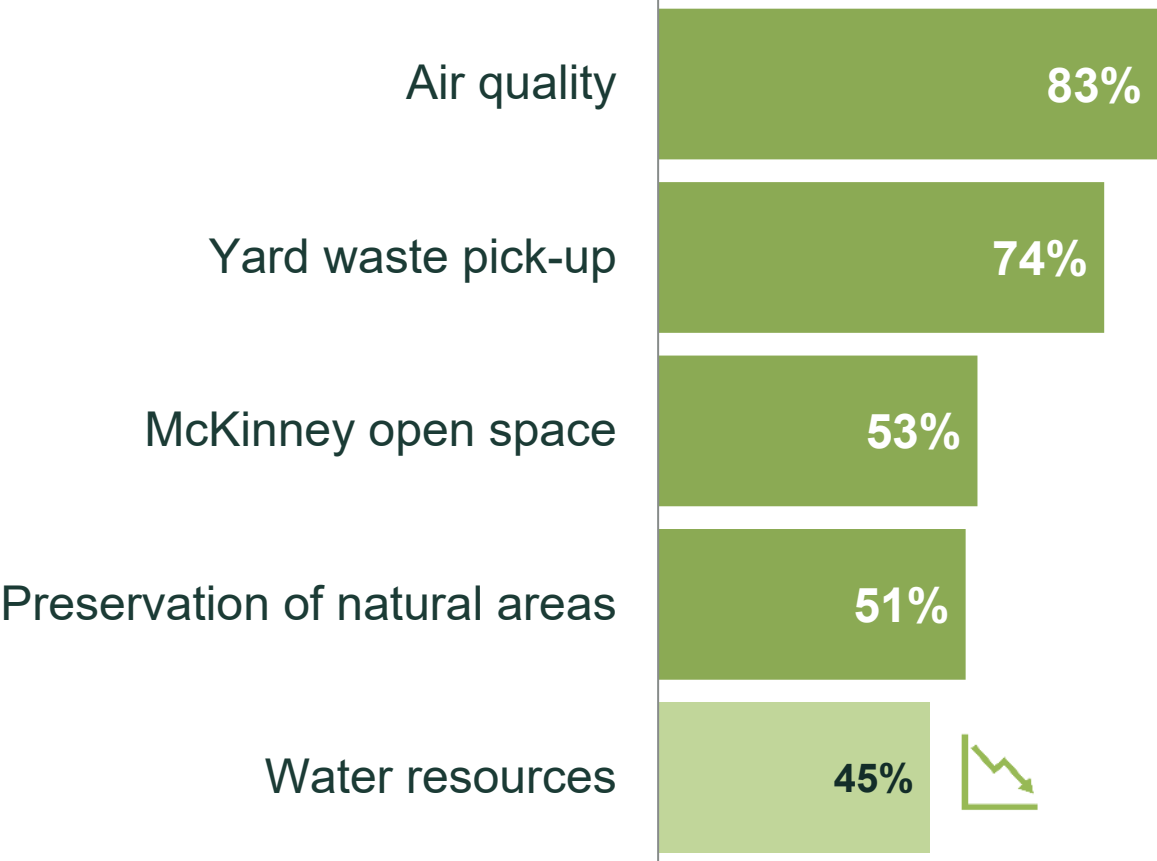
# Natural Environment in McKinney



Please rate each of the following in the McKinney community:

**National Benchmark Comparison**

- Higher
- Similar
- Lower



Trends over Time: Increasing/Decreasing Significantly

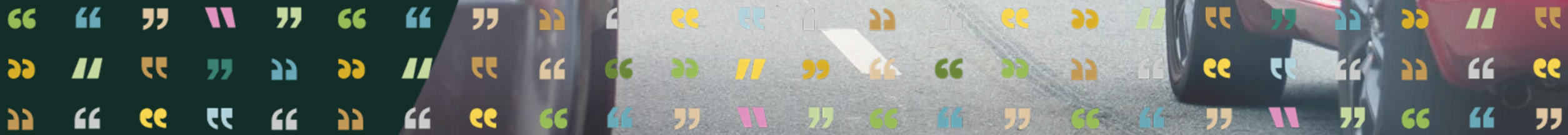
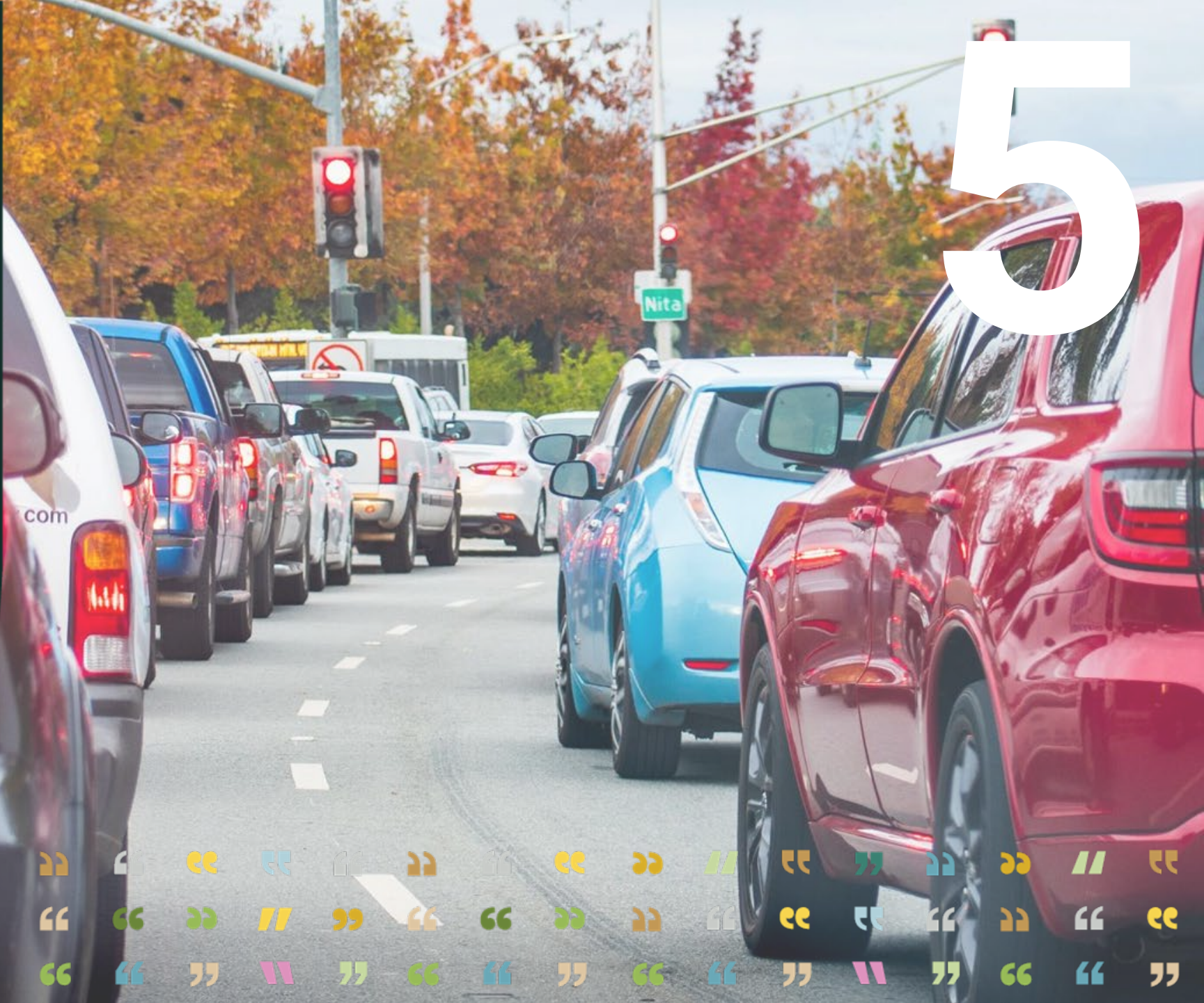
Percent excellent or good





**Mobility ratings  
align with the  
national  
benchmark but  
have declined  
compared to  
2023**

5



# Mobility in McKinney



Please rate each of the following in the McKinney community:

National Benchmark Comparison

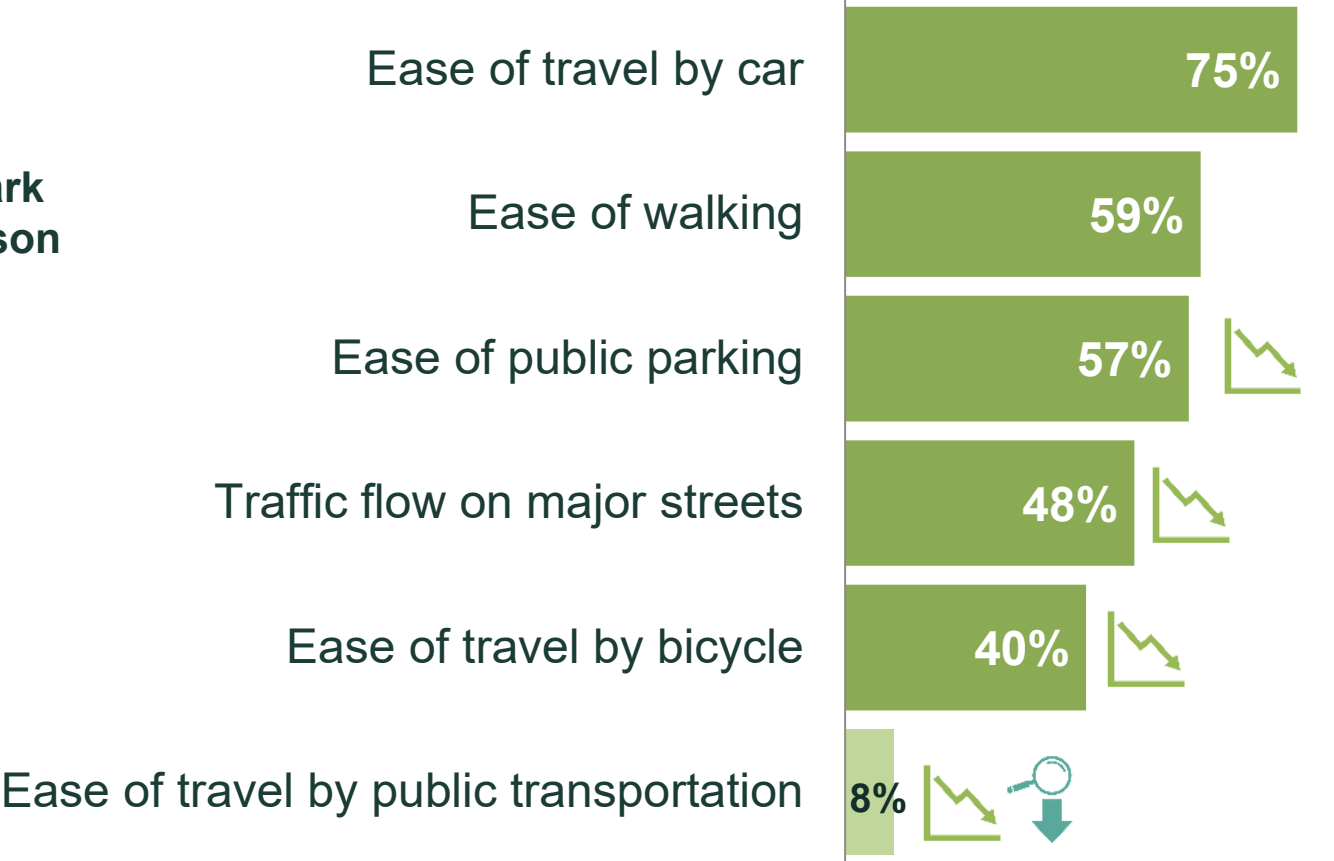
- Higher
- Similar
- Lower



Higher/Lower than Custom Benchmark

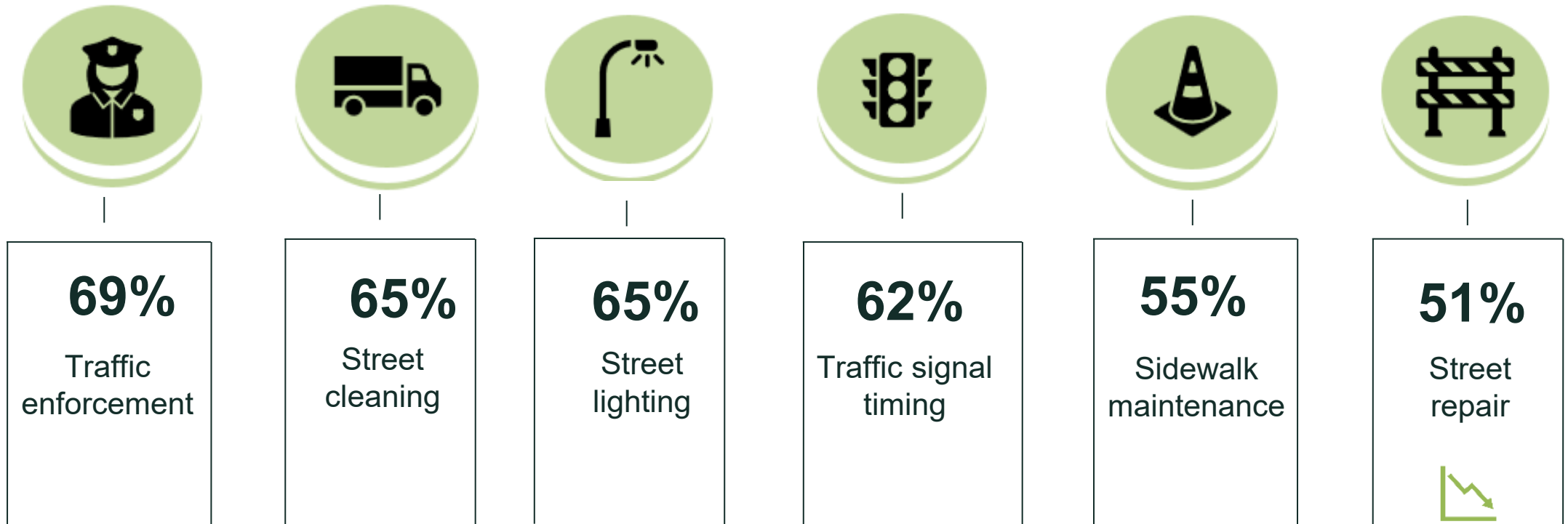


Trends over Time: Increasing/Decreasing Significantly



Percent excellent or good

# Mobility Services in McKinney



*Percent excellent or good*





# Additional Special Topics

13. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:

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

14. Please indicate how much of a priority, if at all, each of the following amenities are to you for improving the quality of life in McKinney:

	High priority	Medium priority	Not a priority
Expanded and connected hike and bike trail system.....	1	2	3
Investment in updating existing parks and sports complexes .....	1	2	3
Retail, restaurant and entertainment options.....	1	2	3
Outdoor adventure and recreational tourism (e.g., water sports, zip lines, and other attractions) .....	1	2	3
Creating/preserving open lands .....	1	2	3
Investment in building new parks and sports complexes .....	1	2	3
Tournament-grade destination sports complex (e.g., outdoor and indoor competition fields, training facilities, on-site hotels) .....	1	2	3
Municipal golf course .....	1	2	3
Community culture and arts center .....	1	2	3
Performing arts center .....	1	2	3
Resort hotel and conference/convention center .....	1	2	3
New/expanded recreation center .....	1	2	3

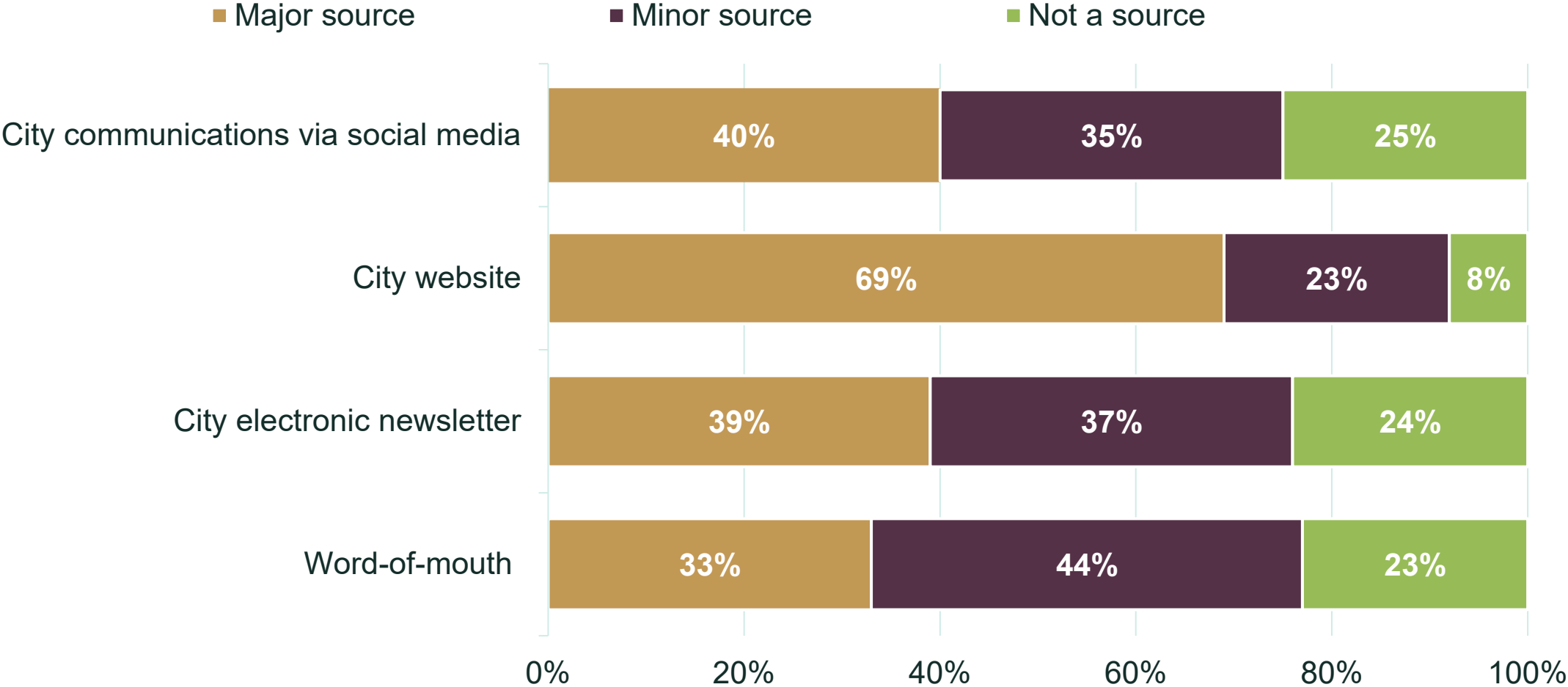




# Information about the City



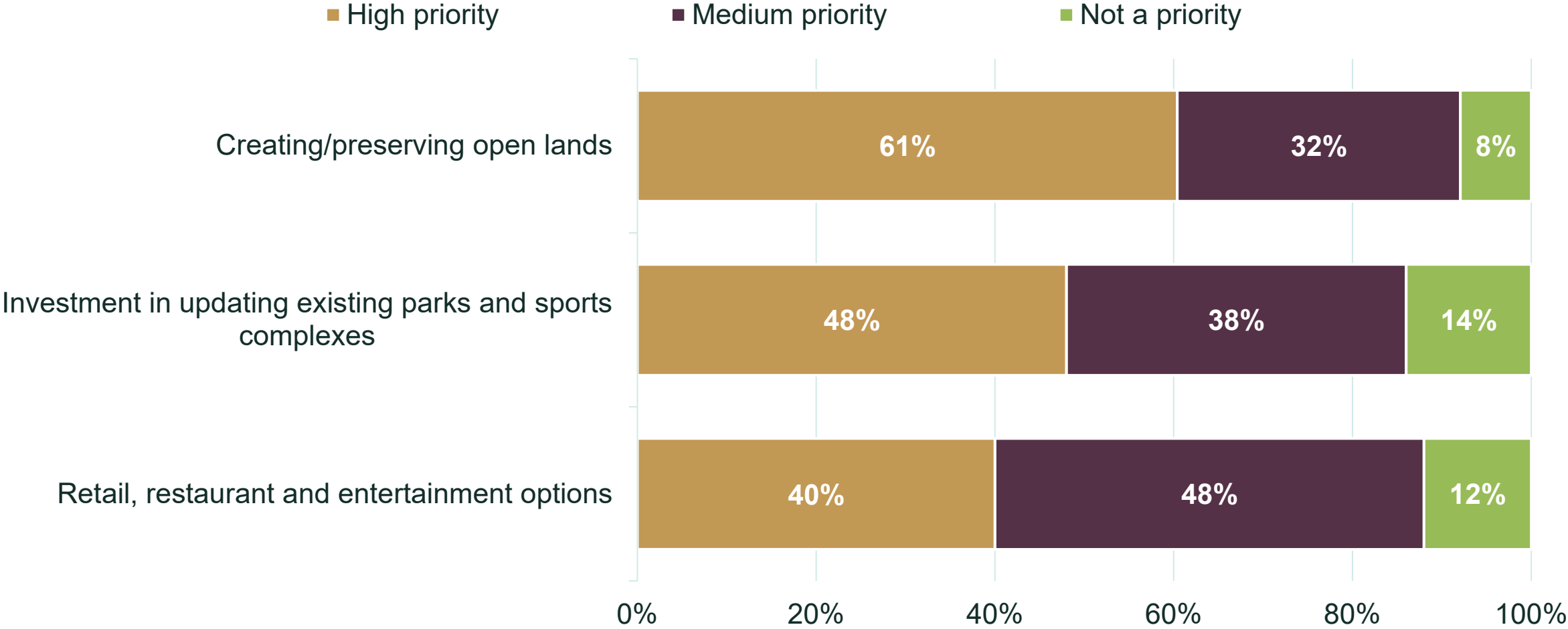
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:



# Top Priorities



Please indicate how much of a priority, if at all, each of the following amenities are to you for improving the quality of life in McKinney:





## Summary of Conclusions

1. McKinney residents value government efforts, but trends point to room for improvement.
2. Residents express strong satisfaction with both their sense of safety and the quality of services.
3. Several ratings related to economic health exceeded the National Benchmark.
4. Residents highly value McKinney's natural environment.
5. Mobility ratings align with the national benchmark but have declined compared to 2023.





# Questions?

# Thank you!

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