

# CITY OF MCKINNEY 2010 CITIZEN ATTITUDE SURVEY CUMULATIVE RESULTS

PROJECT 01272010

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MARCH 2010

MY NAME IS \_\_\_\_\_ AND I'M WITH RAYMAR RESEARCH. WE ARE NOT A DIRECT MARKETING FIRM AND THIS IS NOT A SALES CALL. WE ARE A PUBLIC OPINION RESEARCH FIRM, CONDUCTING A SURVEY ABOUT ISSUES IN YOUR COMMUNITY. WOULD IT BE ALL RIGHT IF I TOOK A FEW MINUTES OF YOUR TIME TO ASK YOU A FEW QUESTIONS?

AREA	(WEST CITY LIMITS TO LAKE FOREST)	AREA I . . . . .	10%
	(LAKE FOREST EAST TO U.S. 75)	AREA II . . . . .	10%
	(EAST OF U.S. 75)	AREA III . . . . .	10%
SEX		MALE . . . . .	49%
		FEMALE . . . . .	51%

1. HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE QUALITY OF LIFE IN YOUR COMMUNITY. ARE YOU . . . . .

VERY SATISFIED . . . . .	55%
SATISFIED . . . . .	41%
DISSATISFIED . . . . .	3%
VERY DISSATISFIED . . . . .	1%
NO OPINION . . . . .	0%

2. HOW LONG HAVE YOU LIVED IN MCKINNEY?

LESS THAN ONE YEAR	4%
1 - 3 YEARS . . . . .	19%
4 - 6 YEARS . . . . .	24%
7 - 10 YEARS . . . . .	22%
10 - 20 YEARS . . . . .	19%
MORE THAN 20 YEARS	12%
REFUSE TO ANSWER . . . . .	0%

3. IN THE LAST FIVE YEARS, DO YOU FEEL THAT, AS A COMMUNITY, MCKINNEY HAS IMPROVED, STAYED ABOUT THE SAME, OR GOTTEN WORSE?

IMPROVED . . . . .	58%
SAME . . . . .	32%
WORSE . . . . .	6%
NO OPINION . . . . .	4%

4. WHICH STATEMENT BEST DESCRIBES YOUR LEVEL OF INVOLVEMENT IN THE COMMUNITY?

I AM VERY INVOLVED . . . . .	6%
I AM SOMEWHAT INVOLVED . . . . .	33%
I BECAME INVOLVED WHEN . . . . .	27%
ISSUES AFFECT ME	
I JUST LIVE IN THE CITY . . . . .	33%
NO OPINION . . . . .	1%

5. AND WHAT WOULD YOU SAY IS THE MOST IMPORTANT ISSUE FACING MCKINNEY? GROWTH/FAST GROWTH/MANAGING GROWTH (26%), TRAFFIC CONGESTION (13%), ROAD CONDITIONS/CONSTRUCTION/TOLLS/INFRASTRUCTURE (10%), HIGH TAXES/PROPERTY TAXES/MANAGING FUNDS (9%), ECONOMIC GROWTH/LACK OF RETAIL (7%), . . . . .

6. THE CITY HAS NINE AREAS WHICH THEY HAVE ESTABLISHED AS THEIR CORE BUSINESS PLAN. TELL ME HOW SATISFIED OR DISSATISFIED YOU ARE WITH THE WORK THE CITY OF MCKINNEY HAS DONE IN EACH . . . .

	VS	S	D	VD	NO
A-1) PROVIDING ESSENTIAL UTILITY SERVICES (WATER/SEWER) FOR DAILY LIVING	36%	56%	4%	1%	2%
B-2) PROTECTING PEOPLE AND PROPERTY, MAKING MCKINNEY A SAFE COMMUNITY	36%	55%	6%	1%	1%
C-3) RESPONDING TO EMERGENCY SITUATIONS	34%	49%	3%	0%	14%
D-4) MANAGE TRAFFIC FLOW AND THE CITY'S ROAD SYSTEM	10%	52%	28%	6%	3%
E-5) PLAN MCKINNEY'S FUTURE DEVELOPMENT	15%	53%	14%	3%	16%
F-6) PROVIDE LEISURE AND RECREATIONAL OPPORTUNITIES	24%	57%	12%	2%	4%
G-7) SUPPORT ECONOMIC EXPANSION	15%	60%	13%	2%	11%
H-8) PRESERVE THE "MCKINNEY CHARACTER" - OUR HERITAGE	29%	55%	7%	1%	7%
I-9) SERVE AS A COMMUNITY INFORMATION AND RESOURCE CENTER	17%	61%	7%	1%	15%

7. LET ME READ YOU THE NINE ITEMS AGAIN. THIS TIME, PLEASE TELL ME WHICH ITEM (1-9) YOU FEEL IS THE CITY'S GREATEST STRENGTH? PRESERVING THE CITY'S HERITAGE (27%), PROTECTING PEOPLE AND PROPERTY (25%), PROVIDING LEISURE AND RECREATIONAL OPPORTUNITIES (11%), PROVIDING ESSENTIAL UTILITY SERVICES (10%), PLANNING CITY'S FUTURE DEVELOPMENT (10%), . . .

8. AND WHICH ITEM WOULD YOU CONSIDER THE CITY'S GREATEST WEAKNESS? MANAGING TRAFFIC FLOW AND ROAD SYSTEM (48%), PLANNING CITY'S FUTURE DEVELOPMENT (13%), SUPPORTING ECONOMIC EXPANSION (12%), PROVIDING LEISURE AND RECREATIONAL OPPORTUNITIES (6%), . . .

9. HOW STRONGLY DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "I CAN GENERALLY FIND WHAT I WANT TO BUY IN MCKINNEY."  
 STRONGLY AGREE . . . 28%  
 AGREE . . . . . 51%  
 DISAGREE . . . . . 18%  
 STRONGLY DISAGREE . . . 3%  
 NO OPINION . . . . . 1%

10. THE LAST TIME YOU WERE UNABLE TO PURCHASE SOMETHING BECAUSE IT WAS NOT AVAILABLE IN MCKINNEY, WHAT WERE YOU TRYING TO PURCHASE? CLOTHING (25%), FURNITURE (10%), FOOD/ETHNIC OR SPECIALITY/RESTAURANT (9%), BOOKS (9%), . . .

11. AND IN WHAT CITY WERE YOU ABLE TO PURCHASE THAT PARTICULAR ITEM? PLANO (32%), FRISCO (25%), ALLEN (21%), DALLAS (9%), . . .

12. THE CITY IS FUNDED BY VARIOUS SOURCES, ONE OF WHICH IS PROPERTY TAXES. PLEASE CONSIDER ALL YOUR EXPERIENCES TO DATE WITH SERVICES PROVIDED BY THE CITY. WOULD YOU CONSIDER THE MONEY YOU PAY VERSUS THE SERVICES YOU ARE PROVIDED TO BE A . . . .  
 GREAT VALUE . . . . . 10%  
 GOOD VALUE . . . . . 38%  
 FAIR VALUE . . . . . 38%  
 POOR VALUE . . . . . 10%  
 NO OPINION . . . . . 4%

	Y	N	DR
13. IN THE PAST YEAR, HAVE YOU OR A MEMBER OF YOUR HOUSEHOLD . . . .			
A) VISITED A CITY PARK OR PARK FACILITY	80%	20%	0%
B) VISITED OR USED A CITY ATHLETIC FIELD	43%	56%	0%
C) UTILIZED A HIKE AND BIKE TRAIL IN MCKINNEY	43%	57%	0%
D) PARTICIPATED IN A CITY EVENT	53%	57%	0%
E) VISITED A CITY RECREATION CENTER	43%	56%	0%
F) VISITED MCKINNEY CITY HALL	43%	56%	1%
G) ATTENDED A MEETING OF THE CITY COUNCIL OR ANY CITY BOARD OR COMMISSION MEETING	17%	83%	0%
H) ACCESSED THE CITY WEB SITE	76%	24%	0%
I) VISITED A CITY OFFICE BUILDING OTHER THAN CITY HALL	52%	47%	1%
J) VISITED A PUBLIC LIBRARY IN MCKINNEY	67%	33%	0%
K) USED A CITY POOL	18%	81%	0%
L) ENROLLED IN A CLASS THROUGH THE PARKS AND RECREATION DEPARTMENT	14%	85%	0%
M) PLACED A CALL TO REQUEST SERVICE FROM THE POLICE OR FIRE DEPARTMENT	34%	66%	0%

14. (IF YES IN #13D) LET ME READ YOU SOME OF THE EVENTS THE CITY HOLDS. PLEASE TELL ME WHICH ONES YOU ATTENDED.

(CIRCLE ALL THAT APPLY)

OKTOBERFEST . . . . .	57%
DICKENS OF A CHRISTMAS . . . . .	65%
KREWE OF BARCUS . . . . .	12%
RED, WHITE & BOOM (JULY 4 <sup>TH</sup> ) . . . . .	56%
EASTER EGG HUNT . . . . .	14%
OTHER _____ . . . . .	15%

15. IN THE PAST YEAR, IN WHICH OF THE FOLLOWING PROGRAMS HAVE YOU PARTICIPATED? IF YOU HAVE NOT PARTICIPATED IN ANY OF THESE, PLEASE TELL ME THAT ALSO.

(CIRCLE ALL THAT APPLY)

CURBSIDE RECYCLING . . . . .	85%
LIGHTS OUT MCKINNEY . . . . .	26%
TEXAS TRASH OFF . . . . .	11%
EARTH DAY . . . . .	24%
REBUILDING NEIGHBORHOODS . . . . .	10%
OTHER _____ . . . . .	3%
HAVE NOT PARTICIPATED . . . . .	11%
REFUSE TO ANSWER . . . . .	0%

16. HAVE YOU OR A MEMBER OF YOUR FAMILY ATTENDED AN EVENT AT THE MCKINNEY PERFORMING ARTS CENTER IN THE PAST 12 MONTHS? IT COULD BE A SHOW OR A CORPORATE EVENT LIKE A MEETING.

YES . . . . .	31%
NO . . . . .	68%
DON'T REMEMBER . . . . .	1%

17. LET ME READ YOU SOME EVENTS OR ACTIVITIES THAT COULD BE HELD AT THE THEATER. AS I READ EACH, PLEASE TELL ME HOW LIKELY OR UNLIKELY YOU WOULD BE TO ATTEND THAT ACTIVITY . . . . .

	VL	L	U	VU	NO
A) POETRY READINGS	3%	12%	50%	35%	0%
B) CHILDREN'S THEATER	9%	37%	36%	18%	0%
C) MUSICALS	13%	60%	20%	7%	0%
D) COMEDY SHOWS	14%	56%	23%	6%	1%
E) PERFORMANCES PUT ON BY HIGH SCHOOL STUDENTS	7%	41%	40%	10%	1%
F) CONCERTS	14%	60%	21%	5%	1%

	VL	L	U	VU	NO
G) LOCAL TALENT SHOWS	4%	32%	50%	12%	1%
H) PLAYS WRITTEN TO ADDRESS SPECIFIC ISSUES	4%	30%	51%	13%	2%
I) THEATRICAL PRODUCTIONS	11%	57%	24%	6%	1%

18. TELL ME HOW SATISFIED OR DISSATISFIED YOU ARE WITH THE FOLLOWING . . .

	VS	S	D	VD	NO
A) THE OVERALL APPEARANCE OF YOUR NEIGHBORHOOD	42%	50%	6%	1%	1%
B) THE OVERALL APPEARANCE OF AREAS NEAR YOUR NEIGHBORHOOD	35%	55%	8%	1%	1%
C) THE OVERALL APPEARANCE OF THE CITY	34%	60%	5%	0%	1%

19. THESE NEXT FEW QUESTIONS DEAL WITH CUSTOMER SERVICE. FIRST, HAVE YOU HAD CONTACT WITH A CITY EMPLOYEE DURING THE PAST YEAR?

(IF NO OR DON'T REMEMBER, SKIP TO #22)

YES . . . . .	46%
NO . . . . .	54%

20. PLEASE TELL ME OVERALL, HOW SATISFIED OR DISSATISFIED YOU WERE WITH THE FOLLOWING CUSTOMER SERVICE ACTIVITIES . . . .

	VS	S	D	VD	NO
A) THE COURTESY OF THE PERSON YOU INTERACTED WITH BY PHONE, E-MAIL OR IN PERSON	49%	42%	6%	3%	1%
B) DIRECTED TO THE CORRECT DEPARTMENT	33%	56%	5%	2%	4%
C) EMPLOYEE SEEMED CONCERNED ABOUT MY PROBLEM	31%	52%	10%	3%	2%
D) ASKED ADEQUATE QUESTIONS TO DETERMINE THE NATURE OF THE PROBLEM	27%	58%	8%	2%	5%
E) IF NOT AVAILABLE, THE CORRECT EMPLOYEE RESPONDED TO ME IN A REASONABLE TIME	23%	49%	6%	3%	19%
F) THE PROBLEM OR QUESTION WAS ADEQUATELY ADDRESSED BY THE PERSON RESPONDING	32%	53%	10%	3%	2%
G) THE PEOPLE I WORKED WITH SHOWED PRIDE AND CONCERN FOR QUALITY IN THE WORK	29%	56%	8%	2%	5%
H) THROUGH HIS/HER ACTIONS, THE PRIMARY EMPLOYEE I WORKED WITH REPRESENTED THE CITY IN A POSITIVE MANNER	36%	51%	9%	2%	2%

21. RELATIVE TO YOUR CONTACT, IN WHICH OF THE FOLLOWING METHODS DID YOU RECEIVE FOLLOW-UP COMMUNICATIONS? IF NO FOLLOW-UP WAS NECESSARY, OR YOU DID NOT RECEIVE WHAT YOU CONSIDERED TO BE APPROPRIATE FOLLOW-UP, PLEASE TELL ME THAT ALSO. (CIRCLE ALL THAT APPLY)

TELEPHONE . . . . .	28%
EMAIL . . . . .	12%
PERSONAL CONTACT . . . . .	14%
WRITTEN COMMUNICATIONS . . . . .	3%
NO CONTACT NECESSARY . . . . .	51%
NO CONTACT RECEIVED . . . . .	10%
REFUSE TO ANSWER . . . . .	1%

22. LETS TALK ABOUT CITY SERVICES. PLEASE RATE THE FOLLOWING . . . .

	E	G	F	P	NO
A) FIRE AND/OR EMS (EMERGENCY MEDICAL SERVICES)	45%	30%	4%	1%	20%
B) SOLID WASTE	34%	49%	9%	2%	6%
C) POLICE	41%	38%	7%	3%	11%
D) STREET MAINTENANCE	22%	51%	19%	5%	4%
E) RECYCLING	36%	50%	7%	1%	6%
F) SIDEWALKS	25%	53%	13%	4%	5%
G) WATER SERVICE	31%	55%	7%	5%	2%

	E	G	F	P	NO
H) SEWER SERVICE	31%	57%	6%	3%	4%
I) ANIMAL CONTROL	22%	46%	10%	5%	17%
J) RESTAURANT INSPECTION	13%	37%	8%	2%	39%
K) PARKS	34%	50%	8%	1%	7%
L) CODE ENFORCEMENT	15%	44%	10%	4%	27%
M) DOWNTOWN EVENTS	33%	47%	5%	2%	13%
N) BUILDING PERMITS AND INSPECTIONS	10%	31%	6%	3%	50%
O) RECREATION PROGRAMS	23%	46%	7%	1%	23%
P) LIBRARY	41%	37%	5%	1%	16%
Q) ARTS AND CULTURAL SERVICES	18%	47%	9%	1%	25%
R) DRAINAGE	18%	58%	10%	5%	10%
S) RECREATION CENTERS	18%	45%	7%	2%	27%
T) ATHLETIC FIELDS	24%	46%	5%	1%	24%

23. LET ME READ YOU THE LIST OF CITY SERVICES AGAIN. THIS TIME, PLEASE TELL ME HOW IMPORTANT OR UNIMPORTANT YOU THINK IT WOULD BE TO PAY ADDITIONAL TAXES OR RATES TO IMPROVE OR EXPAND EACH SERVICE . . . .

	VI	I	U	VU	NO
A) FIRE AND/OR EMS (EMERGENCY MEDICAL SERVICES)	23%	38%	23%	10%	6%
B) SOLID WASTE	8%	36%	37%	11%	7%
C) POLICE	23%	40%	22%	10%	5%
D) STREET MAINTENANCE	15%	43%	28%	9%	5%
E) RECYCLING	9%	38%	36%	11%	7%
F) SIDEWALKS	7%	41%	36%	10%	6%
G) WATER SERVICE	13%	40%	32%	10%	5%
H) SEWER SERVICE	12%	40%	33%	10%	5%
I) ANIMAL CONTROL	7%	34%	41%	11%	7%
J) RESTAURANT INSPECTION	12%	36%	30%	11%	11%
K) PARKS	10%	43%	30%	10%	6%
L) CODE ENFORCEMENT	8%	37%	34%	10%	11%
M) DOWNTOWN EVENTS	9%	34%	38%	13%	7%
N) BUILDING PERMITS AND INSPECTIONS	7%	35%	33%	11%	14%
O) RECREATION PROGRAMS	10%	39%	32%	12%	8%
P) LIBRARY	15%	40%	28%	11%	7%
Q) ARTS AND CULTURAL SERVICES	7%	37%	37%	11%	8%
R) DRAINAGE	10%	39%	33%	11%	8%
S) RECREATION CENTERS	9%	39%	33%	11%	8%
T) ATHLETIC FIELDS	8%	38%	35%	12%	8%

24. LET'S TALK NOW ABOUT SAFETY IN YOUR COMMUNITY. HOW SAFE OR UNSAFE DO YOU FEEL IN THE FOLLOWING CITY LOCATIONS . . . .

	VS	S	U	VU	NO
A) IN YOUR NEIGHBORHOOD	62%	36%	2%	0%	0%
B) AT THE CITY PARK CLOSEST TO YOUR HOME	40%	46%	4%	0%	10%
C) WHEN SHOPPING IN MCKINNEY	46%	52%	1%	1%	1%
D) AT A SCHOOL FUNCTION IN MCKINNEY	39%	36%	1%	0%	24%
E) IN THE DOWNTOWN AREA	38%	52%	3%	0%	6%
F) THE CITY IN GENERAL	40%	57%	1%	0%	1%

25. HOW WOULD YOU RATE THE FOLLOWING POLICE SERVICES?

	E	G	F	P	NO
A) SPEED IN RESPONDING TO CALLS	33%	29%	5%	2%	30%
B) COURTESY	39%	30%	7%	3%	21%
C) PROFESSIONALISM	39%	30%	7%	3%	21%
D) CUSTOMER SERVICE	33%	32%	7%	3%	25%

24. IN CONSTRUCTING FUTURE CITY FACILITIES, HOW IMPORTANT OR UNIMPORTANT ARE THE FOLLOWING ISSUES . . . .

	VI	I	U	VU	NO
A) THAT THE FACILITY GENERATE PRIDE IN THE COMMUNITY	30%	57%	10%	2%	1%
B) THAT IT BE ATTRACTIVE	26%	65%	6%	1%	2%
C) THAT IT UTILIZE BEST PRACTICES	30%	59%	3%	0%	8%
D) THAT IT INCLUDE SIGNIFICANT AMOUNTS OF LANDSCAPING	17%	52%	26%	2%	3%
E) THAT IT BE ECONOMICAL	42%	54%	2%	0%	2%
F) THAT IT BE SUSTAINABLE AND ENERGY EFFICIENT	41%	54%	3%	0%	1%

26. PLEASE TELL ME HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS . . . .

	SA	A	D	SD	NO
A) I AM SATISFIED WITH LIVING IN MCKINNEY	57%	40%	3%	1%	0%
B) I AM FRUSTRATED WITH HOW CITY GOVERNMENT WORKS IN MCKINNEY	6%	18%	53%	10%	13%
C) I DON'T FEEL I CAN EVER GET A STRAIGHT ANSWER FROM THE CITY IF I HAVE A PROBLEM	3%	12%	57%	9%	19%
D) WE HAVE AN EXCELLENT CITY WORKFORCE	12%	70%	5%	0%	12%
E) MY NEIGHBORHOOD RECEIVES SUFFICIENT CITY SERVICES	14%	74%	7%	1%	5%
F) THE CITY HAS THE EDUCATIONAL RESOURCES I NEED TO IMPROVE MY QUALITY OF LIFE	13%	68%	7%	0%	12%
G) THE CITY HAS THE ECONOMIC RESOURCES I NEED TO IMPROVE MY QUALITY OF LIFE	10%	66%	10%	0%	14%

27. HOW LIKELY OR UNLIKELY WOULD YOU BE TO UTILIZE THE FOLLOWING SOURCES TO OBTAIN INFORMATION ABOUT THE CITY . . . .

	VL	L	U	VU	NO
A) ELECTRONIC NEWSLETTER	24%	41%	26%	8%	11%
B) FACEBOOK	8%	16%	52%	23%	1%
C) TWITTER	1%	5%	61%	31%	2%
D) CITY'S CABLE CHANNEL/ VIDEOSTREAMING ON WEB	5%	36%	42%	15%	2%
E) COMMUNITY MEETINGS	4%	39%	44%	11%	2%
F) LOCAL NEWSPAPERS	13%	46%	31%	9%	1%
G) WEBSITE	29%	53%	13%	4%	1%
H) PRINTED NEWSLETTER DIRECT MAILED TO YOUR HOME	19%	51%	24%	5%	1%
I) YOU TUBE	3%	9%	64%	23%	2%
J) WATER BILL INSERTS	11%	49%	31%	7%	3%
K) PARKS, RECREATION, & OPEN SPACES ACTIVITY GUIDE	14%	51%	26%	6%	3%

28. THE FOLLOWING QUESTIONS ARE FOR CLASSIFICATION PURPOSES ONLY. WHICH OF THESE AGE GROUPS INCLUDES YOUR AGE?

18 - 24 YEARS . . . .	1%
25 - 34 YEARS . . . .	9%
35 - 44 YEARS . . . .	21%
45 - 54 YEARS . . . .	21%
55 - 64 YEARS . . . .	22%
65 AND OLDER . . . .	26%
REFUSE TO ANSWER . . .	1%

29. DO YOU HAVE ANY CHILDREN, IN THE FOLLOWING AGE RANGES, CURRENTLY LIVING IN YOUR HOME?

(CIRCLE ALL THAT APPLY)

UNDER 6 . . . . .	16%
6 - 12 . . . . .	25%
13 - 18 . . . . .	18%
NO CHILDREN . . . . .	59%
REFUSE TO ANSWER . . . . .	1%

30. DID YOU VOTE IN THE MOST RECENT CITY COUNCIL ELECTION, HELD IN MAY OF 2009?

YES . . . . .	54%
NO . . . . .	44%
DECLINE TO ANSWER	2%

31. AND FINALLY, WHICH GROUPING BEST DESCRIBES YOUR ETHNIC BACKGROUND?

CAUCASIAN/WHITE . . . . .	82%
AFRICAN-AMERICAN . . . . .	7%
HISPANIC . . . . .	2%
ASIAN . . . . .	1%
OTHER . . . . .	4%
DECLINE TO ANSWER	3%

THAT'S THE END OF OUR SURVEY BUT COULD I CHECK TO SEE IF I DIALED THE CORRECT NUMBER. I DIALED \_\_\_\_\_ . AND COULD I HAVE YOUR FIRST NAME, ONLY IN CASE MY \_\_\_\_\_ SUPERVISOR HAS TO VERIFY THIS INTERVIEW? \_\_\_\_\_ .

CALLER INI. \_\_\_\_\_ SHEET NUMBER \_\_\_\_\_ ZIPCODE \_\_\_\_\_ SURVEY LENGTH \_\_\_\_\_