



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## McKinney, TX

Supplemental Online Survey Results

DRAFT  
2017



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# Contents

About this Report..... 1

Complete Survey Responses..... 2



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# About this Report

As part of its participation in The National Citizen Survey™, the City of McKinney conducted a mailed survey of 1,800 residents. Surveys were mailed to randomly selected households in January and data were collected through March 8<sup>th</sup> (see the report, *The National Citizen Survey: Community Livability Report, McKinney, TX, 2017*). From February 8<sup>th</sup> to March 1<sup>st</sup>, the City made available a web-based survey to its residents through a link on the City's website and 1,769 surveys were received.

This report contains the results of this administration of the web-based survey and data have not been weighted to current population estimates of McKinney.

# Complete Survey Responses

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

## Responses excluding “don’t know”

Table 1: Question 1

Please rate each of the following aspects of quality of life in McKinney:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
McKinney as a place to live	49%	N=870	42%	N=735	8%	N=140	1%	N=17	100%	N=1762
Your neighborhood as a place to live	47%	N=820	40%	N=700	12%	N=212	2%	N=28	100%	N=1760
McKinney as a place to raise children	52%	N=818	39%	N=623	8%	N=128	1%	N=17	100%	N=1586
McKinney as a place to work	29%	N=356	36%	N=455	22%	N=279	13%	N=157	100%	N=1247
McKinney as a place to visit	33%	N=568	41%	N=696	21%	N=359	5%	N=89	100%	N=1712
McKinney as a place to retire	31%	N=474	36%	N=539	22%	N=326	12%	N=174	100%	N=1513
The overall quality of life in McKinney	39%	N=681	48%	N=846	12%	N=209	1%	N=23	100%	N=1759

Table 2: Question 2

Please rate each of the following characteristics as they relate to McKinney as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in McKinney	39%	N=650	52%	N=870	8%	N=137	1%	N=24	100%	N=1681
Overall ease of getting to the places you usually have to visit	26%	N=434	47%	N=800	21%	N=347	7%	N=111	100%	N=1692
Quality of overall natural environment in McKinney	32%	N=535	45%	N=751	17%	N=282	7%	N=117	100%	N=1685
Overall "built environment" of McKinney (including overall design, buildings, parks and transportation systems)	18%	N=309	44%	N=737	27%	N=450	11%	N=192	100%	N=1688
Health and wellness opportunities in McKinney	32%	N=518	46%	N=741	17%	N=280	4%	N=64	100%	N=1603
Overall opportunities for education and enrichment	33%	N=504	50%	N=762	15%	N=230	3%	N=43	100%	N=1539
Overall economic health of McKinney	27%	N=436	52%	N=818	16%	N=262	5%	N=72	100%	N=1588
Sense of community	27%	N=460	43%	N=730	22%	N=375	7%	N=114	100%	N=1679
Overall image or reputation of McKinney	38%	N=631	46%	N=780	13%	N=225	3%	N=45	100%	N=1681

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in McKinney to someone who asks	58%	N=960	32%	N=536	7%	N=112	3%	N=54	100%	N=1662
Remain in McKinney for the next five years	62%	N=1020	25%	N=406	8%	N=140	5%	N=83	100%	N=1649

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Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	75%	N=1251	20%	N=334	3%	N=52	1%	N=24	1%	N=10	100%	N=1671
In McKinney's downtown/commercial area during the day	70%	N=1126	24%	N=381	5%	N=81	1%	N=18	0%	N=6	100%	N=1612

Table 5: Question 5

Please rate each of the following characteristics as they relate to McKinney as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	10%	N=157	48%	N=772	30%	N=489	12%	N=189	100%	N=1607
Ease of public parking	8%	N=126	35%	N=551	36%	N=571	22%	N=346	100%	N=1594
Ease of travel by car in McKinney	18%	N=297	52%	N=842	24%	N=392	5%	N=83	100%	N=1614
Ease of travel by public transportation in McKinney	2%	N=19	4%	N=38	8%	N=83	86%	N=859	100%	N=999
Ease of travel by bicycle in McKinney	13%	N=139	36%	N=376	32%	N=331	19%	N=204	100%	N=1050
Ease of walking in McKinney	21%	N=322	44%	N=674	24%	N=364	11%	N=171	100%	N=1531
Availability of paths and walking trails	25%	N=383	41%	N=627	23%	N=343	11%	N=162	100%	N=1515
Air quality	30%	N=479	57%	N=907	11%	N=169	2%	N=26	100%	N=1581
Cleanliness of McKinney	33%	N=533	53%	N=857	13%	N=207	2%	N=27	100%	N=1624
Overall appearance of McKinney	34%	N=560	52%	N=844	12%	N=195	2%	N=25	100%	N=1624
Public places where people want to spend time	28%	N=454	48%	N=762	19%	N=300	5%	N=77	100%	N=1593
Variety of housing options	24%	N=378	46%	N=716	22%	N=335	7%	N=115	100%	N=1544
Availability of affordable quality housing	16%	N=225	35%	N=505	30%	N=422	19%	N=278	100%	N=1430
Fitness opportunities (including exercise classes and paths or trails, etc.)	29%	N=450	46%	N=711	20%	N=303	6%	N=87	100%	N=1551
Recreational opportunities	25%	N=400	47%	N=740	22%	N=347	6%	N=89	100%	N=1576
Availability of affordable quality food	27%	N=442	45%	N=719	21%	N=335	7%	N=117	100%	N=1613
Availability of affordable quality health care	29%	N=442	49%	N=746	17%	N=249	5%	N=71	100%	N=1508
Availability of preventive health services	31%	N=439	50%	N=700	15%	N=215	4%	N=54	100%	N=1408
Availability of affordable quality mental health care	20%	N=151	40%	N=304	25%	N=186	15%	N=113	100%	N=754

Table 6: Question 6

Please rate each of the following characteristics as they relate to McKinney as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	26%	N=195	43%	N=319	23%	N=170	8%	N=60	100%	N=744
K-12 education	37%	N=423	47%	N=533	14%	N=160	3%	N=30	100%	N=1146
Adult educational opportunities	23%	N=247	49%	N=519	22%	N=236	6%	N=63	100%	N=1065
Opportunities to attend cultural/arts/music activities	19%	N=274	40%	N=586	31%	N=452	10%	N=148	100%	N=1460
Opportunities to participate in religious or spiritual events and activities	38%	N=481	49%	N=620	11%	N=133	2%	N=31	100%	N=1265
Employment opportunities	11%	N=123	35%	N=379	35%	N=379	19%	N=205	100%	N=1086
Shopping opportunities	20%	N=312	39%	N=616	28%	N=430	13%	N=202	100%	N=1560

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Please rate each of the following characteristics as they relate to McKinney as a whole:	Excellent		Good		Fair		Poor		Total	
Cost of living in McKinney	10%	N=151	45%	N=706	34%	N=523	12%	N=181	100%	N=1561
Overall quality of business and service establishments in McKinney	18%	N=282	53%	N=826	22%	N=349	6%	N=98	100%	N=1555
Vibrant downtown/commercial area	42%	N=651	40%	N=609	15%	N=229	3%	N=52	100%	N=1541
Overall quality of new development in McKinney	18%	N=271	47%	N=699	24%	N=353	11%	N=168	100%	N=1491
Opportunities to participate in social events and activities	21%	N=309	46%	N=661	27%	N=384	6%	N=93	100%	N=1447
Opportunities to volunteer	31%	N=386	50%	N=628	16%	N=199	4%	N=48	100%	N=1261
Opportunities to participate in community matters	27%	N=359	47%	N=635	21%	N=278	5%	N=73	100%	N=1345
Openness and acceptance of the community toward people of diverse backgrounds	23%	N=322	46%	N=633	19%	N=262	11%	N=155	100%	N=1372
Neighborliness of residents in McKinney	26%	N=409	41%	N=638	24%	N=379	8%	N=123	100%	N=1549

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	8%	N=120	92%	N=1422	100%	N=1542
Made efforts to make your home more energy efficient	23%	N=355	77%	N=1187	100%	N=1542
Observed a code violation or other hazard in McKinney	51%	N=785	49%	N=755	100%	N=1540
Household member was a victim of a crime in McKinney	91%	N=1409	9%	N=133	100%	N=1542
Reported a crime to the police in McKinney	82%	N=1255	18%	N=283	100%	N=1538
Stocked supplies in preparation for an emergency	70%	N=1078	30%	N=462	100%	N=1540
Campaigned or advocated for an issue, cause or candidate	64%	N=981	36%	N=559	100%	N=1540
Contacted the City of McKinney (in-person, phone, email or web) for help or information	45%	N=693	55%	N=853	100%	N=1546
Contacted McKinney elected officials (in-person, phone, email or web) to express your opinion	76%	N=1180	24%	N=363	100%	N=1543

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in McKinney?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used McKinney recreation centers or their services	7%	N=101	10%	N=155	28%	N=422	55%	N=839	100%	N=1517
Visited a neighborhood park or City park	17%	N=265	28%	N=424	40%	N=599	15%	N=227	100%	N=1515
Used McKinney public libraries or their services	6%	N=88	19%	N=284	39%	N=589	37%	N=555	100%	N=1516
Participated in religious or spiritual activities in McKinney	16%	N=237	26%	N=387	15%	N=226	44%	N=666	100%	N=1516
Attended a City-sponsored event	2%	N=24	7%	N=100	59%	N=886	33%	N=504	100%	N=1514
Carpooled with other adults or children instead of driving alone	13%	N=194	11%	N=162	15%	N=223	62%	N=932	100%	N=1511
Walked or biked instead of driving	9%	N=139	15%	N=223	22%	N=340	54%	N=813	100%	N=1515
Volunteered your time to some group/activity in McKinney	10%	N=154	13%	N=199	27%	N=404	50%	N=756	100%	N=1513
Participated in a club	8%	N=123	12%	N=180	16%	N=236	64%	N=973	100%	N=1512
Talked to or visited with your immediate neighbors	39%	N=598	32%	N=492	21%	N=318	7%	N=112	100%	N=1520
Done a favor for a neighbor	17%	N=262	27%	N=414	40%	N=610	16%	N=236	100%	N=1522

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Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=15	4%	N=56	29%	N=424	66%	N=956	100%	N=1451
Watched (online or on television) a local public meeting	1%	N=19	4%	N=63	21%	N=318	73%	N=1100	100%	N=1500

Table 10: Question 10

Please rate the quality of each of the following services in McKinney:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police services	50%	N=641	39%	N=493	8%	N=107	2%	N=30	100%	N=1271
Fire services	64%	N=718	33%	N=372	3%	N=35	0%	N=3	100%	N=1128
Ambulance or emergency medical services	62%	N=605	35%	N=341	3%	N=33	0%	N=2	100%	N=981
Crime prevention	34%	N=383	48%	N=537	14%	N=157	3%	N=35	100%	N=1112
Fire prevention and education	42%	N=389	47%	N=436	9%	N=85	2%	N=19	100%	N=929
Traffic enforcement	27%	N=333	45%	N=565	18%	N=229	9%	N=118	100%	N=1245
Street repair	15%	N=208	43%	N=591	30%	N=407	13%	N=173	100%	N=1379
Street cleaning	26%	N=349	49%	N=658	18%	N=241	7%	N=97	100%	N=1345
Street lighting	19%	N=276	46%	N=659	24%	N=346	10%	N=150	100%	N=1431
Sidewalk maintenance	19%	N=265	43%	N=606	25%	N=354	12%	N=171	100%	N=1396
Traffic signal timing	14%	N=199	45%	N=641	27%	N=382	14%	N=203	100%	N=1425
Garbage collection	40%	N=580	46%	N=664	10%	N=146	3%	N=43	100%	N=1433
Recycling	41%	N=581	45%	N=640	10%	N=144	4%	N=52	100%	N=1417
Yard waste pick-up	38%	N=474	45%	N=563	12%	N=149	5%	N=67	100%	N=1253
Storm drainage	33%	N=440	52%	N=704	12%	N=162	3%	N=36	100%	N=1342
Drinking water	30%	N=426	46%	N=659	16%	N=235	7%	N=106	100%	N=1426
Sewer services	35%	N=477	56%	N=754	8%	N=112	1%	N=10	100%	N=1353
Power (electric and/or gas) utility	34%	N=480	52%	N=737	11%	N=154	4%	N=53	100%	N=1424
Utility billing	29%	N=422	51%	N=725	15%	N=214	5%	N=70	100%	N=1431
City parks	37%	N=505	49%	N=670	11%	N=154	2%	N=34	100%	N=1363
Recreation programs or classes	30%	N=282	48%	N=450	16%	N=154	6%	N=57	100%	N=943
Recreation centers or facilities	29%	N=302	48%	N=503	17%	N=178	5%	N=55	100%	N=1038
Land use, planning and zoning	12%	N=152	37%	N=459	30%	N=372	21%	N=255	100%	N=1238
Code enforcement (weeds, abandoned buildings, etc.)	14%	N=160	48%	N=564	26%	N=299	12%	N=146	100%	N=1169
Animal control	22%	N=243	52%	N=588	18%	N=204	8%	N=93	100%	N=1128
Economic development	17%	N=214	40%	N=506	25%	N=307	18%	N=225	100%	N=1252
Health services	28%	N=314	53%	N=608	15%	N=165	4%	N=50	100%	N=1137
Public library services	43%	N=501	48%	N=555	8%	N=88	2%	N=23	100%	N=1167
Public information services	24%	N=280	52%	N=611	19%	N=223	4%	N=52	100%	N=1166
Cable television	16%	N=173	45%	N=485	24%	N=253	15%	N=158	100%	N=1069

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Please rate the quality of each of the following services in McKinney:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	24%	N=229	54%	N=520	17%	N=168	6%	N=54	100%	N=971
Preservation of natural areas such as open space, farmlands and greenbelts	18%	N=238	36%	N=471	24%	N=316	22%	N=293	100%	N=1318
McKinney open space	19%	N=249	38%	N=498	26%	N=335	17%	N=229	100%	N=1311
City-sponsored special events	27%	N=315	50%	N=582	18%	N=213	5%	N=58	100%	N=1168
Overall customer service by McKinney employees (police, receptionists, planners, etc.)	36%	N=451	48%	N=609	13%	N=159	3%	N=43	100%	N=1262

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The City of McKinney	28%	N=372	54%	N=728	15%	N=197	3%	N=47	100%	N=1344
The Federal Government	6%	N=82	34%	N=433	40%	N=507	20%	N=251	100%	N=1273

Table 12: Question 12

Please rate the following categories of McKinney government performance:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to McKinney	9%	N=122	41%	N=535	34%	N=440	16%	N=211	100%	N=1308
The overall direction that McKinney is taking	13%	N=168	41%	N=545	28%	N=370	18%	N=240	100%	N=1323
The job McKinney government does at welcoming citizen involvement	17%	N=191	43%	N=487	27%	N=309	13%	N=153	100%	N=1140
Overall confidence in McKinney government	12%	N=160	41%	N=523	31%	N=402	16%	N=203	100%	N=1288
Generally acting in the best interest of the community	14%	N=181	39%	N=502	30%	N=389	17%	N=219	100%	N=1291
Being honest	16%	N=181	40%	N=465	30%	N=350	15%	N=170	100%	N=1166
Treating all residents fairly	17%	N=192	42%	N=481	25%	N=291	16%	N=186	100%	N=1150

Table 13: Question 13

Please rate how important, if at all, you think it is for the McKinney community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in McKinney	68%	N=924	27%	N=368	5%	N=69	1%	N=7	100%	N=1368
Overall ease of getting to the places you usually have to visit	39%	N=536	46%	N=626	14%	N=189	1%	N=14	100%	N=1365
Quality of overall natural environment in McKinney	52%	N=713	36%	N=489	11%	N=150	1%	N=11	100%	N=1363
Overall "built environment" of McKinney (including overall design, buildings, parks and transportation systems)	47%	N=640	40%	N=542	13%	N=171	1%	N=14	100%	N=1367
Health and wellness opportunities in McKinney	33%	N=452	41%	N=562	23%	N=316	3%	N=36	100%	N=1366
Overall opportunities for education and enrichment	42%	N=577	38%	N=513	18%	N=239	2%	N=34	100%	N=1363
Overall economic health of McKinney	59%	N=804	35%	N=480	6%	N=76	1%	N=10	100%	N=1370
Sense of community	44%	N=597	41%	N=564	14%	N=187	1%	N=18	100%	N=1366



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Table 14: Question 14

How much of a priority, if at all, should it be for the City of McKinney to address each of the following?	High priority		Medium priority		Not a priority		Total	
	%	N	%	N	%	N	%	N
Public safety/fire rescue services	81%	N=1085	17%	N=222	3%	N=34	100%	N=1341
Libraries	26%	N=352	56%	N=749	18%	N=236	100%	N=1337
Centralized City Hall/City offices in historic downtown	17%	N=221	42%	N=567	41%	N=550	100%	N=1338
Public transportation	44%	N=587	39%	N=527	17%	N=232	100%	N=1346
Open space and new parks	51%	N=683	40%	N=543	9%	N=116	100%	N=1342
Historic downtown parking	48%	N=651	37%	N=495	15%	N=198	100%	N=1344
New transportation infrastructure	49%	N=654	39%	N=522	13%	N=170	100%	N=1346

Table 15: Question 15

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services.	Major source		Minor source		Not a source		Total	
	%	N	%	N	%	N	%	N
City website (www.mckinneytexas.org)	77%	N=1041	20%	N=272	3%	N=35	100%	N=1348
Local newspapers	18%	N=241	45%	N=608	37%	N=494	100%	N=1343
City electronic newsletter	52%	N=705	33%	N=444	15%	N=198	100%	N=1347
City communications via social media (Facebook, Twitter, Youtube, Nextdoor)	41%	N=545	38%	N=512	21%	N=287	100%	N=1344
City Council meetings and other public meetings (in person or watching on TV or online)	23%	N=305	43%	N=572	35%	N=467	100%	N=1344
City online annual report	25%	N=334	44%	N=585	32%	N=425	100%	N=1344
Talking with City officials	24%	N=327	40%	N=532	36%	N=483	100%	N=1342
Water bill inserts	16%	N=209	45%	N=604	40%	N=532	100%	N=1345
Word-of-mouth	34%	N=461	45%	N=596	21%	N=280	100%	N=1337
Homeowner’s Association communications	31%	N=421	37%	N=504	31%	N=422	100%	N=1347

Table 16: Question 16

The City is considering development options for the McKinney National Airport. Please indicate your level of preference for each of the following approaches:	Prefer a lot		Somewhat prefer		Do not prefer		Total	
	%	N	%	N	%	N	%	N
Continue to develop as a general and corporate aviation airport	31%	N=403	40%	N=530	29%	N=378	100%	N=1311
Pursue future commercial aviation options in addition to corporate and general aviation	32%	N=427	31%	N=403	37%	N=489	100%	N=1319

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Table 17: Question 17

Please indicate how much of a priority, if at all, each of the following amenities are to you for improving the quality of life in McKinney.	High priority		Medium priority		Not a priority		Total	
Expanded hike and bike trail system	45%	N=604	36%	N=476	19%	N=252	100%	N=1332
Bike share program	12%	N=163	32%	N=423	56%	N=741	100%	N=1327
Outdoor entertainment venue	37%	N=492	42%	N=550	21%	N=283	100%	N=1325
Retail, restaurant and entertainment options	65%	N=863	28%	N=373	7%	N=95	100%	N=1331
Outdoor/adventure activities (e.g., zip line, wake boarding)	30%	N=404	37%	N=495	32%	N=430	100%	N=1329
Creating/preserving open lands	69%	N=916	27%	N=354	5%	N=61	100%	N=1331
Performing arts centers	33%	N=443	47%	N=624	20%	N=261	100%	N=1328
Recreation centers	36%	N=472	48%	N=632	17%	N=221	100%	N=1325
Sports facilities	26%	N=348	41%	N=543	33%	N=435	100%	N=1326

Table 18: Question 18

How visible is the McKinney Police Department in your neighborhood and throughout the City (marked cars, foot, bike or mounted patrols)?	Percent	Number
Very visible	29%	N=381
Somewhat visible	54%	N=716
Not at all visible	17%	N=231
Total	100%	N=1328

Table 19: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	2%	N=24	3%	N=37	6%	N=79	19%	N=251	70%	N=923	100%	N=1314
Purchase goods or services from a business located in McKinney	0%	N=1	2%	N=22	19%	N=248	57%	N=747	23%	N=301	100%	N=1319
Eat at least 5 portions of fruits and vegetables a day	2%	N=27	14%	N=181	36%	N=468	34%	N=445	15%	N=197	100%	N=1318
Participate in moderate or vigorous physical activity	1%	N=18	13%	N=166	36%	N=473	31%	N=414	19%	N=247	100%	N=1318
Read or watch local news (via television, paper, computer, etc.)	3%	N=44	9%	N=123	17%	N=230	30%	N=401	40%	N=522	100%	N=1320
Vote in local elections	4%	N=50	5%	N=71	9%	N=122	22%	N=286	60%	N=796	100%	N=1325

Table 20: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	24%	N=321
Very good	49%	N=647
Good	22%	N=285
Fair	4%	N=56
Poor	1%	N=8
Total	100%	N=1317

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Table 21: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	15%	N=199
Somewhat positive	31%	N=415
Neutral	40%	N=534
Somewhat negative	11%	N=149
Very negative	2%	N=22
Total	100%	N=1319

Table 22: Question D4

What is your employment status?	Percent	Number
Working full time for pay	62%	N=821
Working part time for pay	9%	N=123
Unemployed, looking for paid work	3%	N=33
Unemployed, not looking for paid work	6%	N=80
Fully retired	20%	N=262
Total	100%	N=1319

Table 23: Question D5

Do you work inside the boundaries of McKinney?	Percent	Number
Yes, outside the home	24%	N=317
Yes, from home	18%	N=234
No	58%	N=760
Total	100%	N=1311

Table 24: Question D6

How many years have you lived in McKinney?	Percent	Number
Less than 2 years	11%	N=150
2 to 5 years	20%	N=265
6 to 10 years	21%	N=280
11 to 20 years	34%	N=450
More than 20 years	14%	N=183
Total	100%	N=1328

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Table 25: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	96%	N=1271
Building with two or more homes (duplex, townhome, apartment or condominium)	4%	N=54
Mobile home	0%	N=0
Other	0%	N=2
Total	100%	N=1327

Table 26: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	7%	N=92
Owned	93%	N=1233
Total	100%	N=1325

Table 27: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	2%	N=25
\$300 to \$599 per month	5%	N=69
\$600 to \$999 per month	10%	N=130
\$1,000 to \$1,499 per month	21%	N=267
\$1,500 to \$2,499 per month	42%	N=539
\$2,500 or more per month	21%	N=268
Total	100%	N=1298

Table 28: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	57%	N=748
Yes	43%	N=569
Total	100%	N=1317

Table 29: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	74%	N=975
Yes	26%	N=339
Total	100%	N=1314

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Table 30: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	2%	N=24
\$25,000 to \$49,999	8%	N=94
\$50,000 to \$99,999	26%	N=319
\$100,000 to \$149,999	29%	N=359
\$150,000 or more	36%	N=441
Total	100%	N=1237

Table 31: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	93%	N=1217
Yes, I consider myself to be Spanish, Hispanic or Latino	7%	N=87
Total	100%	N=1304

Table 32: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=27
Asian, Asian Indian or Pacific Islander	3%	N=43
Black or African American	4%	N=47
White	92%	N=1190
Other	3%	N=40

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

Table 33: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=8
25 to 34 years	8%	N=111
35 to 44 years	25%	N=321
45 to 54 years	28%	N=360
55 to 64 years	19%	N=245
65 to 74 years	17%	N=218
75 years or older	4%	N=46
Total	100%	N=1309

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Table 34: Question D16

What is your sex?	Percent	Number
Female	57%	N=745
Male	43%	N=552
Total	100%	N=1297

Table 35: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	75%	N=994
Land line	7%	N=98
Both	17%	N=226
Total	100%	N=1318

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**Responses including “don’t know”**

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

Table 36: Question 1

Please rate each of the following aspects of quality of life in McKinney:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
McKinney as a place to live	49%	N=870	42%	N=735	8%	N=140	1%	N=17	0%	N=2	100%	N=1764
Your neighborhood as a place to live	46%	N=820	40%	N=700	12%	N=212	2%	N=28	0%	N=4	100%	N=1764
McKinney as a place to raise children	46%	N=818	35%	N=623	7%	N=128	1%	N=17	10%	N=178	100%	N=1764
McKinney as a place to work	20%	N=356	26%	N=455	16%	N=279	9%	N=157	29%	N=515	100%	N=1762
McKinney as a place to visit	32%	N=568	40%	N=696	20%	N=359	5%	N=89	3%	N=49	100%	N=1761
McKinney as a place to retire	27%	N=474	31%	N=539	19%	N=326	10%	N=174	14%	N=241	100%	N=1754
The overall quality of life in McKinney	39%	N=681	48%	N=846	12%	N=209	1%	N=23	0%	N=4	100%	N=1763

Table 37: Question 2

Please rate each of the following characteristics as they relate to McKinney as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in McKinney	39%	N=650	52%	N=870	8%	N=137	1%	N=24	0%	N=1	100%	N=1682
Overall ease of getting to the places you usually have to visit	26%	N=434	47%	N=800	21%	N=347	7%	N=111	0%	N=0	100%	N=1692
Quality of overall natural environment in McKinney	32%	N=535	44%	N=751	17%	N=282	7%	N=117	0%	N=5	100%	N=1690
Overall "built environment" of McKinney (including overall design, buildings, parks and transportation systems)	18%	N=309	44%	N=737	27%	N=450	11%	N=192	0%	N=6	100%	N=1694
Health and wellness opportunities in McKinney	31%	N=518	44%	N=741	17%	N=280	4%	N=64	5%	N=88	100%	N=1691
Overall opportunities for education and enrichment	30%	N=504	45%	N=762	14%	N=230	3%	N=43	9%	N=154	100%	N=1693
Overall economic health of McKinney	26%	N=436	48%	N=818	15%	N=262	4%	N=72	6%	N=107	100%	N=1695
Sense of community	27%	N=460	43%	N=730	22%	N=375	7%	N=114	1%	N=12	100%	N=1691
Overall image or reputation of McKinney	37%	N=631	46%	N=780	13%	N=225	3%	N=45	1%	N=12	100%	N=1693

Table 38: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in McKinney to someone who asks	57%	N=960	32%	N=536	7%	N=112	3%	N=54	1%	N=10	100%	N=1672
Remain in McKinney for the next five years	61%	N=1020	24%	N=406	8%	N=140	5%	N=83	2%	N=32	100%	N=1681

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Table 39: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	75%	N=1251	20%	N=334	3%	N=52	1%	N=24	1%	N=10	0%	N=2	100%	N=1673
In McKinney's downtown/commercial area during the day	67%	N=1126	23%	N=381	5%	N=81	1%	N=18	0%	N=6	4%	N=68	100%	N=1680

Table 40: Question 5

Please rate each of the following characteristics as they relate to McKinney as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	10%	N=157	48%	N=772	30%	N=489	12%	N=189	0%	N=2	100%	N=1609
Ease of public parking	8%	N=126	34%	N=551	35%	N=571	21%	N=346	2%	N=26	100%	N=1620
Ease of travel by car in McKinney	18%	N=297	52%	N=842	24%	N=392	5%	N=83	0%	N=3	100%	N=1617
Ease of travel by public transportation in McKinney	1%	N=19	2%	N=38	5%	N=83	53%	N=859	39%	N=628	100%	N=1627
Ease of travel by bicycle in McKinney	9%	N=139	23%	N=376	20%	N=331	13%	N=204	35%	N=570	100%	N=1620
Ease of walking in McKinney	20%	N=322	42%	N=674	22%	N=364	11%	N=171	6%	N=92	100%	N=1623
Availability of paths and walking trails	24%	N=383	39%	N=627	21%	N=343	10%	N=162	7%	N=110	100%	N=1625
Air quality	29%	N=479	56%	N=907	10%	N=169	2%	N=26	3%	N=45	100%	N=1626
Cleanliness of McKinney	33%	N=533	53%	N=857	13%	N=207	2%	N=27	0%	N=0	100%	N=1624
Overall appearance of McKinney	34%	N=560	52%	N=844	12%	N=195	2%	N=25	0%	N=0	100%	N=1624
Public places where people want to spend time	28%	N=454	47%	N=762	18%	N=300	5%	N=77	2%	N=31	100%	N=1624
Variety of housing options	23%	N=378	44%	N=716	21%	N=335	7%	N=115	5%	N=80	100%	N=1624
Availability of affordable quality housing	14%	N=225	31%	N=505	26%	N=422	17%	N=278	12%	N=193	100%	N=1623
Fitness opportunities (including exercise classes and paths or trails, etc.)	28%	N=450	44%	N=711	19%	N=303	5%	N=87	5%	N=75	100%	N=1626
Recreational opportunities	25%	N=400	46%	N=740	21%	N=347	5%	N=89	3%	N=43	100%	N=1619
Availability of affordable quality food	27%	N=442	44%	N=719	21%	N=335	7%	N=117	1%	N=9	100%	N=1622
Availability of affordable quality health care	27%	N=442	46%	N=746	15%	N=249	4%	N=71	7%	N=114	100%	N=1622
Availability of preventive health services	27%	N=439	43%	N=700	13%	N=215	3%	N=54	13%	N=212	100%	N=1620
Availability of affordable quality mental health care	9%	N=151	19%	N=304	11%	N=186	7%	N=113	54%	N=869	100%	N=1623

Table 41: Question 6

Please rate each of the following characteristics as they relate to McKinney as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	13%	N=195	21%	N=319	11%	N=170	4%	N=60	52%	N=801	100%	N=1545
K-12 education	27%	N=423	34%	N=533	10%	N=160	2%	N=30	26%	N=411	100%	N=1557
Adult educational opportunities	16%	N=247	34%	N=519	15%	N=236	4%	N=63	31%	N=481	100%	N=1546
Opportunities to attend cultural/arts/music activities	18%	N=274	37%	N=586	29%	N=452	9%	N=148	7%	N=104	100%	N=1564
Opportunities to participate in religious or spiritual events and activities	31%	N=481	40%	N=620	9%	N=133	2%	N=31	19%	N=299	100%	N=1564



The National Citizen Survey™

Please rate each of the following characteristics as they relate to McKinney as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Employment opportunities	8%	N=123	24%	N=379	24%	N=379	13%	N=205	30%	N=475	100%	N=1561
Shopping opportunities	20%	N=312	39%	N=616	27%	N=430	13%	N=202	0%	N=6	100%	N=1566
Cost of living in McKinney	10%	N=151	45%	N=706	33%	N=523	12%	N=181	0%	N=3	100%	N=1564
Overall quality of business and service establishments in McKinney	18%	N=282	53%	N=826	22%	N=349	6%	N=98	0%	N=7	100%	N=1562
Vibrant downtown/commercial area	42%	N=651	39%	N=609	15%	N=229	3%	N=52	1%	N=23	100%	N=1564
Overall quality of new development in McKinney	17%	N=271	45%	N=699	23%	N=353	11%	N=168	5%	N=73	100%	N=1564
Opportunities to participate in social events and activities	20%	N=309	42%	N=661	25%	N=384	6%	N=93	7%	N=113	100%	N=1560
Opportunities to volunteer	25%	N=386	40%	N=628	13%	N=199	3%	N=48	19%	N=304	100%	N=1565
Opportunities to participate in community matters	23%	N=359	41%	N=635	18%	N=278	5%	N=73	14%	N=219	100%	N=1564
Openness and acceptance of the community toward people of diverse backgrounds	21%	N=322	40%	N=633	17%	N=262	10%	N=155	12%	N=195	100%	N=1567
Neighborliness of residents in McKinney	26%	N=409	41%	N=638	24%	N=379	8%	N=123	1%	N=18	100%	N=1567

Table 42: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	8%	N=120	92%	N=1422	100%	N=1542
Made efforts to make your home more energy efficient	23%	N=355	77%	N=1187	100%	N=1542
Observed a code violation or other hazard in McKinney	51%	N=785	49%	N=755	100%	N=1540
Household member was a victim of a crime in McKinney	91%	N=1409	9%	N=133	100%	N=1542
Reported a crime to the police in McKinney	82%	N=1255	18%	N=283	100%	N=1538
Stocked supplies in preparation for an emergency	70%	N=1078	30%	N=462	100%	N=1540
Campaigned or advocated for an issue, cause or candidate	64%	N=981	36%	N=559	100%	N=1540
Contacted the City of McKinney (in-person, phone, email or web) for help or information	45%	N=693	55%	N=853	100%	N=1546
Contacted McKinney elected officials (in-person, phone, email or web) to express your opinion	76%	N=1180	24%	N=363	100%	N=1543

Table 43: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in McKinney?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used McKinney recreation centers or their services	7%	N=101	10%	N=155	28%	N=422	55%	N=839	100%	N=1517
Visited a neighborhood park or City park	17%	N=265	28%	N=424	40%	N=599	15%	N=227	100%	N=1515
Used McKinney public libraries or their services	6%	N=88	19%	N=284	39%	N=589	37%	N=555	100%	N=1516
Participated in religious or spiritual activities in McKinney	16%	N=237	26%	N=387	15%	N=226	44%	N=666	100%	N=1516
Attended a City-sponsored event	2%	N=24	7%	N=100	59%	N=886	33%	N=504	100%	N=1514
Carpooled with other adults or children instead of driving alone	13%	N=194	11%	N=162	15%	N=223	62%	N=932	100%	N=1511
Walked or biked instead of driving	9%	N=139	15%	N=223	22%	N=340	54%	N=813	100%	N=1515
Volunteered your time to some group/activity in McKinney	10%	N=154	13%	N=199	27%	N=404	50%	N=756	100%	N=1513
Participated in a club	8%	N=123	12%	N=180	16%	N=236	64%	N=973	100%	N=1512

The National Citizen Survey™

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in McKinney?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Talked to or visited with your immediate neighbors	39%	N=598	32%	N=492	21%	N=318	7%	N=112	100%	N=1520
Done a favor for a neighbor	17%	N=262	27%	N=414	40%	N=610	16%	N=236	100%	N=1522

Table 44: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=15	4%	N=56	29%	N=424	66%	N=956	100%	N=1451
Watched (online or on television) a local public meeting	1%	N=19	4%	N=63	21%	N=318	73%	N=1100	100%	N=1500

Table 45: Question 10

Please rate the quality of each of the following services in McKinney:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police services	44%	N=641	34%	N=493	7%	N=107	2%	N=30	12%	N=179	100%	N=1450
Fire services	49%	N=718	26%	N=372	2%	N=35	0%	N=3	22%	N=325	100%	N=1453
Ambulance or emergency medical services	42%	N=605	23%	N=341	2%	N=33	0%	N=2	33%	N=474	100%	N=1455
Crime prevention	26%	N=383	37%	N=537	11%	N=157	2%	N=35	23%	N=339	100%	N=1451
Fire prevention and education	27%	N=389	30%	N=436	6%	N=85	1%	N=19	36%	N=521	100%	N=1450
Traffic enforcement	23%	N=333	39%	N=565	16%	N=229	8%	N=118	14%	N=206	100%	N=1451
Street repair	14%	N=208	41%	N=591	28%	N=407	12%	N=173	5%	N=70	100%	N=1449
Street cleaning	24%	N=349	45%	N=658	17%	N=241	7%	N=97	7%	N=109	100%	N=1454
Street lighting	19%	N=276	45%	N=659	24%	N=346	10%	N=150	2%	N=27	100%	N=1458
Sidewalk maintenance	18%	N=265	42%	N=606	24%	N=354	12%	N=171	4%	N=54	100%	N=1450
Traffic signal timing	14%	N=199	44%	N=641	26%	N=382	14%	N=203	2%	N=25	100%	N=1450
Garbage collection	40%	N=580	46%	N=664	10%	N=146	3%	N=43	2%	N=24	100%	N=1457
Recycling	40%	N=581	44%	N=640	10%	N=144	4%	N=52	3%	N=39	100%	N=1456
Yard waste pick-up	33%	N=474	39%	N=563	10%	N=149	5%	N=67	13%	N=191	100%	N=1444
Storm drainage	30%	N=440	49%	N=704	11%	N=162	2%	N=36	8%	N=109	100%	N=1451
Drinking water	29%	N=426	45%	N=659	16%	N=235	7%	N=106	2%	N=27	100%	N=1453
Sewer services	33%	N=477	52%	N=754	8%	N=112	1%	N=10	7%	N=96	100%	N=1449
Power (electric and/or gas) utility	33%	N=480	51%	N=737	11%	N=154	4%	N=53	2%	N=25	100%	N=1449
Utility billing	29%	N=422	50%	N=725	15%	N=214	5%	N=70	1%	N=19	100%	N=1450
City parks	35%	N=505	46%	N=670	11%	N=154	2%	N=34	6%	N=84	100%	N=1447
Recreation programs or classes	20%	N=282	31%	N=450	11%	N=154	4%	N=57	34%	N=496	100%	N=1439
Recreation centers or facilities	21%	N=302	35%	N=503	12%	N=178	4%	N=55	28%	N=411	100%	N=1449
Land use, planning and zoning	11%	N=152	32%	N=459	26%	N=372	18%	N=255	14%	N=209	100%	N=1447
Code enforcement (weeds, abandoned buildings, etc.)	11%	N=160	39%	N=564	21%	N=299	10%	N=146	19%	N=277	100%	N=1446

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Please rate the quality of each of the following services in McKinney:	Excellent		Good		Fair		Poor		Don't know		Total	
Animal control	17%	N=243	41%	N=588	14%	N=204	6%	N=93	22%	N=320	100%	N=1448
Economic development	15%	N=214	35%	N=506	21%	N=307	16%	N=225	14%	N=196	100%	N=1448
Health services	22%	N=314	42%	N=608	11%	N=165	3%	N=50	21%	N=308	100%	N=1445
Public library services	35%	N=501	38%	N=555	6%	N=88	2%	N=23	19%	N=282	100%	N=1449
Public information services	19%	N=280	42%	N=611	15%	N=223	4%	N=52	19%	N=276	100%	N=1442
Cable television	12%	N=173	34%	N=485	18%	N=253	11%	N=158	25%	N=352	100%	N=1421
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	N=229	36%	N=520	12%	N=168	4%	N=54	32%	N=466	100%	N=1437
Preservation of natural areas such as open space, farmlands and greenbelts	16%	N=238	33%	N=471	22%	N=316	20%	N=293	9%	N=128	100%	N=1446
McKinney open space	17%	N=249	35%	N=498	23%	N=335	16%	N=229	9%	N=132	100%	N=1443
City-sponsored special events	22%	N=315	41%	N=582	15%	N=213	4%	N=58	19%	N=267	100%	N=1435
Overall customer service by McKinney employees (police, receptionists, planners, etc.)	31%	N=451	42%	N=609	11%	N=159	3%	N=43	13%	N=183	100%	N=1445

Table 46: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of McKinney	27%	N=372	52%	N=728	14%	N=197	3%	N=47	3%	N=44	100%	N=1388
The Federal Government	6%	N=82	30%	N=433	35%	N=507	17%	N=251	12%	N=176	100%	N=1449

Table 47: Question 12

Please rate the following categories of McKinney government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to McKinney	9%	N=122	39%	N=535	32%	N=440	15%	N=211	5%	N=62	100%	N=1370
The overall direction that McKinney is taking	12%	N=168	40%	N=545	27%	N=370	17%	N=240	4%	N=49	100%	N=1372
The job McKinney government does at welcoming citizen involvement	14%	N=191	36%	N=487	23%	N=309	11%	N=153	17%	N=226	100%	N=1366
Overall confidence in McKinney government	12%	N=160	38%	N=523	29%	N=402	15%	N=203	6%	N=80	100%	N=1368
Generally acting in the best interest of the community	13%	N=181	37%	N=502	28%	N=389	16%	N=219	6%	N=78	100%	N=1369
Being honest	13%	N=181	34%	N=465	26%	N=350	12%	N=170	15%	N=206	100%	N=1372
Treating all residents fairly	14%	N=192	35%	N=481	21%	N=291	14%	N=186	16%	N=212	100%	N=1362

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Table 48: Question 13

Please rate how important, if at all, you think it is for the McKinney community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in McKinney	68%	N=924	27%	N=368	5%	N=69	1%	N=7	100%	N=1368
Overall ease of getting to the places you usually have to visit	39%	N=536	46%	N=626	14%	N=189	1%	N=14	100%	N=1365
Quality of overall natural environment in McKinney	52%	N=713	36%	N=489	11%	N=150	1%	N=11	100%	N=1363
Overall "built environment" of McKinney (including overall design, buildings, parks and transportation systems)	47%	N=640	40%	N=542	13%	N=171	1%	N=14	100%	N=1367
Health and wellness opportunities in McKinney	33%	N=452	41%	N=562	23%	N=316	3%	N=36	100%	N=1366
Overall opportunities for education and enrichment	42%	N=577	38%	N=513	18%	N=239	2%	N=34	100%	N=1363
Overall economic health of McKinney	59%	N=804	35%	N=480	6%	N=76	1%	N=10	100%	N=1370
Sense of community	44%	N=597	41%	N=564	14%	N=187	1%	N=18	100%	N=1366

Table 49: Question 14

How much of a priority, if at all, should it be for the City of McKinney to address each of the following?	High priority		Medium priority		Not a priority		Total	
	%	N	%	N	%	N	%	N
Public safety/fire rescue services	81%	N=1085	17%	N=222	3%	N=34	100%	N=1341
Libraries	26%	N=352	56%	N=749	18%	N=236	100%	N=1337
Centralized City Hall/City offices in historic downtown	17%	N=221	42%	N=567	41%	N=550	100%	N=1338
Public transportation	44%	N=587	39%	N=527	17%	N=232	100%	N=1346
Open space and new parks	51%	N=683	40%	N=543	9%	N=116	100%	N=1342
Historic downtown parking	48%	N=651	37%	N=495	15%	N=198	100%	N=1344
New transportation infrastructure	49%	N=654	39%	N=522	13%	N=170	100%	N=1346

Table 50: Question 15

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services.	Major source		Minor source		Not a source		Total	
	%	N	%	N	%	N	%	N
City website (www.mckinneytexas.org)	77%	N=1041	20%	N=272	3%	N=35	100%	N=1348
Local newspapers	18%	N=241	45%	N=608	37%	N=494	100%	N=1343
City electronic newsletter	52%	N=705	33%	N=444	15%	N=198	100%	N=1347
City communications via social media (Facebook, Twitter, YouTube, Nextdoor)	41%	N=545	38%	N=512	21%	N=287	100%	N=1344
City Council meetings and other public meetings (in person or watching on TV or online)	23%	N=305	43%	N=572	35%	N=467	100%	N=1344
City online annual report	25%	N=334	44%	N=585	32%	N=425	100%	N=1344
Talking with City officials	24%	N=327	40%	N=532	36%	N=483	100%	N=1342
Water bill inserts	16%	N=209	45%	N=604	40%	N=532	100%	N=1345
Word-of-mouth	34%	N=461	45%	N=596	21%	N=280	100%	N=1337
Homeowner's Association communications	31%	N=421	37%	N=504	31%	N=422	100%	N=1347

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Table 51: Question 16

The City is considering development options for the McKinney National Airport. Please indicate your level of preference for each of the following approaches:	Prefer a lot		Somewhat prefer		Do not prefer		Total	
	Continue to develop as a general and corporate aviation airport	31%	N=403	40%	N=530	29%	N=378	100%
Pursue future commercial aviation options in addition to corporate and general aviation	32%	N=427	31%	N=403	37%	N=489	100%	N=1319

Table 52: Question 17

Please indicate how much of a priority, if at all, each of the following amenities are to you for improving the quality of life in McKinney.	High priority		Medium priority		Not a priority		Total	
	Expanded hike and bike trail system	45%	N=604	36%	N=476	19%	N=252	100%
Bike share program	12%	N=163	32%	N=423	56%	N=741	100%	N=1327
Outdoor entertainment venue	37%	N=492	42%	N=550	21%	N=283	100%	N=1325
Retail, restaurant and entertainment options	65%	N=863	28%	N=373	7%	N=95	100%	N=1331
Outdoor/adventure activities (e.g., zip line, wake boarding)	30%	N=404	37%	N=495	32%	N=430	100%	N=1329
Creating/preserving open lands	69%	N=916	27%	N=354	5%	N=61	100%	N=1331
Performing arts centers	33%	N=443	47%	N=624	20%	N=261	100%	N=1328
Recreation centers	36%	N=472	48%	N=632	17%	N=221	100%	N=1325
Sports facilities	26%	N=348	41%	N=543	33%	N=435	100%	N=1326

Table 53: Question 18

How visible is the McKinney Police Department in your neighborhood and throughout the City (marked cars, foot, bike or mounted patrols)?	Percent	Number
Very visible	28%	N=381
Somewhat visible	54%	N=716
Not at all visible	17%	N=231
Don't know	1%	N=9
Total	100%	N=1337

Table 54: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	Recycle at home	2%	N=24	3%	N=37	6%	N=79	19%	N=251	70%	N=923	100%
Purchase goods or services from a business located in McKinney	0%	N=1	2%	N=22	19%	N=248	57%	N=747	23%	N=301	100%	N=1319
Eat at least 5 portions of fruits and vegetables a day	2%	N=27	14%	N=181	36%	N=468	34%	N=445	15%	N=197	100%	N=1318
Participate in moderate or vigorous physical activity	1%	N=18	13%	N=166	36%	N=473	31%	N=414	19%	N=247	100%	N=1318
Read or watch local news (via television, paper, computer, etc.)	3%	N=44	9%	N=123	17%	N=230	30%	N=401	40%	N=522	100%	N=1320
Vote in local elections	4%	N=50	5%	N=71	9%	N=122	22%	N=286	60%	N=796	100%	N=1325

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Table 55: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	24%	N=321
Very good	49%	N=647
Good	22%	N=285
Fair	4%	N=56
Poor	1%	N=8
Total	100%	N=1317

Table 56: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	15%	N=199
Somewhat positive	31%	N=415
Neutral	40%	N=534
Somewhat negative	11%	N=149
Very negative	2%	N=22
Total	100%	N=1319

Table 57: Question D4

What is your employment status?	Percent	Number
Working full time for pay	62%	N=821
Working part time for pay	9%	N=123
Unemployed, looking for paid work	3%	N=33
Unemployed, not looking for paid work	6%	N=80
Fully retired	20%	N=262
Total	100%	N=1319

Table 58: Question D5

Do you work inside the boundaries of McKinney?	Percent	Number
Yes, outside the home	24%	N=317
Yes, from home	18%	N=234
No	58%	N=760
Total	100%	N=1311

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Table 59: Question D6

How many years have you lived in McKinney?	Percent	Number
Less than 2 years	11%	N=150
2 to 5 years	20%	N=265
6 to 10 years	21%	N=280
11 to 20 years	34%	N=450
More than 20 years	14%	N=183
Total	100%	N=1328

Table 60: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	96%	N=1271
Building with two or more homes (duplex, townhome, apartment or condominium)	4%	N=54
Mobile home	0%	N=0
Other	0%	N=2
Total	100%	N=1327

Table 61: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	7%	N=92
Owned	93%	N=1233
Total	100%	N=1325

Table 62: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	2%	N=25
\$300 to \$599 per month	5%	N=69
\$600 to \$999 per month	10%	N=130
\$1,000 to \$1,499 per month	21%	N=267
\$1,500 to \$2,499 per month	42%	N=539
\$2,500 or more per month	21%	N=268
Total	100%	N=1298

Table 63: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	57%	N=748
Yes	43%	N=569
Total	100%	N=1317

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Table 64: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	74%	N=975
Yes	26%	N=339
Total	100%	N=1314

Table 65: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	2%	N=24
\$25,000 to \$49,999	8%	N=94
\$50,000 to \$99,999	26%	N=319
\$100,000 to \$149,999	29%	N=359
\$150,000 or more	36%	N=441
Total	100%	N=1237

Table 66: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	93%	N=1217
Yes, I consider myself to be Spanish, Hispanic or Latino	7%	N=87
Total	100%	N=1304

Table 67: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=27
Asian, Asian Indian or Pacific Islander	3%	N=43
Black or African American	4%	N=47
White	92%	N=1190
Other	3%	N=40

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



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Table 68: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=8
25 to 34 years	8%	N=111
35 to 44 years	25%	N=321
45 to 54 years	28%	N=360
55 to 64 years	19%	N=245
65 to 74 years	17%	N=218
75 years or older	4%	N=46
Total	100%	N=1309

Table 69: Question D16

What is your sex?	Percent	Number
Female	57%	N=745
Male	43%	N=552
Total	100%	N=1297

Table 70: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	75%	N=994
Land line	7%	N=98
Both	17%	N=226
Total	100%	N=1318