

# The Throckmorton Statue Survey Report

City of McKinney, TX

## Executive Summary

The following report is an analysis of **1,781 resident responses** to the Throckmorton Statue Survey designed by Zencity and shared by the city of McKinney, TX, between September 10-27, 2020.

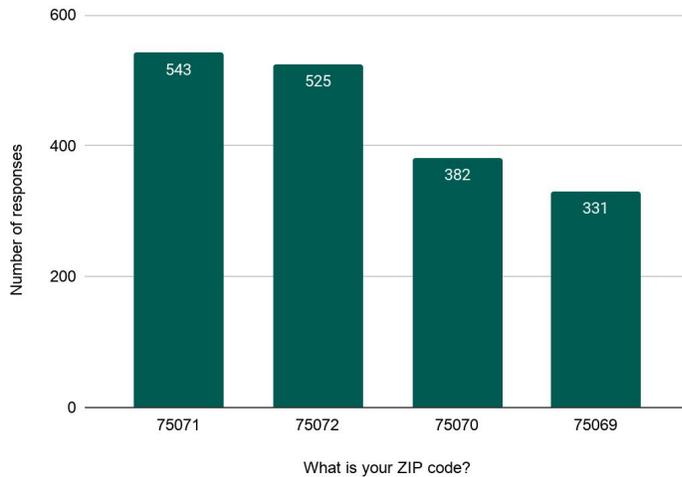
The main takeaways from the survey analysis include:

- Of the total 2,094 responses to the survey, 1,781 respondents identified themselves as McKinney residents according to their zip code.
- By and large, the majority of residents responding to the survey are in favor of keeping the statue in place, also reflected in the answers to the open-ended question.
- The distribution of selected options according to the different McKinney zip codes is overall even.
- The majority of responses to the open-ended question focused on the fact that the statue is a part of McKinney's history and should therefore be preserved in its place. This claim is also supported by a recent analysis of organic discourse by the Zencity platform covering the period during which the survey was distributed.
- Among those arguing to remove the statue completely many residents claimed that the statue does not reflect the diverse and multicultural community of McKinney nor its morals and values.

## Zip code Distribution of Responses

Of the total 2,094 responses to the survey, 1,781 respondents identified themselves as McKinney residents according to their zip code. As indicated by the graph below, zip codes ending with 71 and 72 constitute nearly 60% of the total responses to the survey.

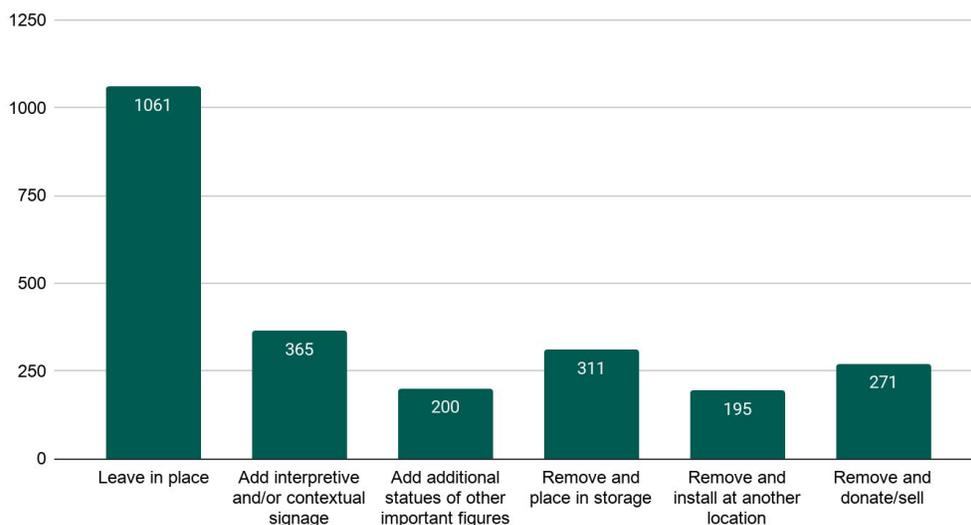
McKinney Responses Zip code Distribution



## Options Supported by Residents

By and large, the majority of residents responding to the survey are in favor of keeping the statue in place, also reflected in the answers to the open-ended question. The favorable option that follows is adding interpretive and/or contextual signage. Out of the options that relate to removing the statue, the option of ‘Remove and place in storage’ was favorable by respondents.

Options Supported by Residents

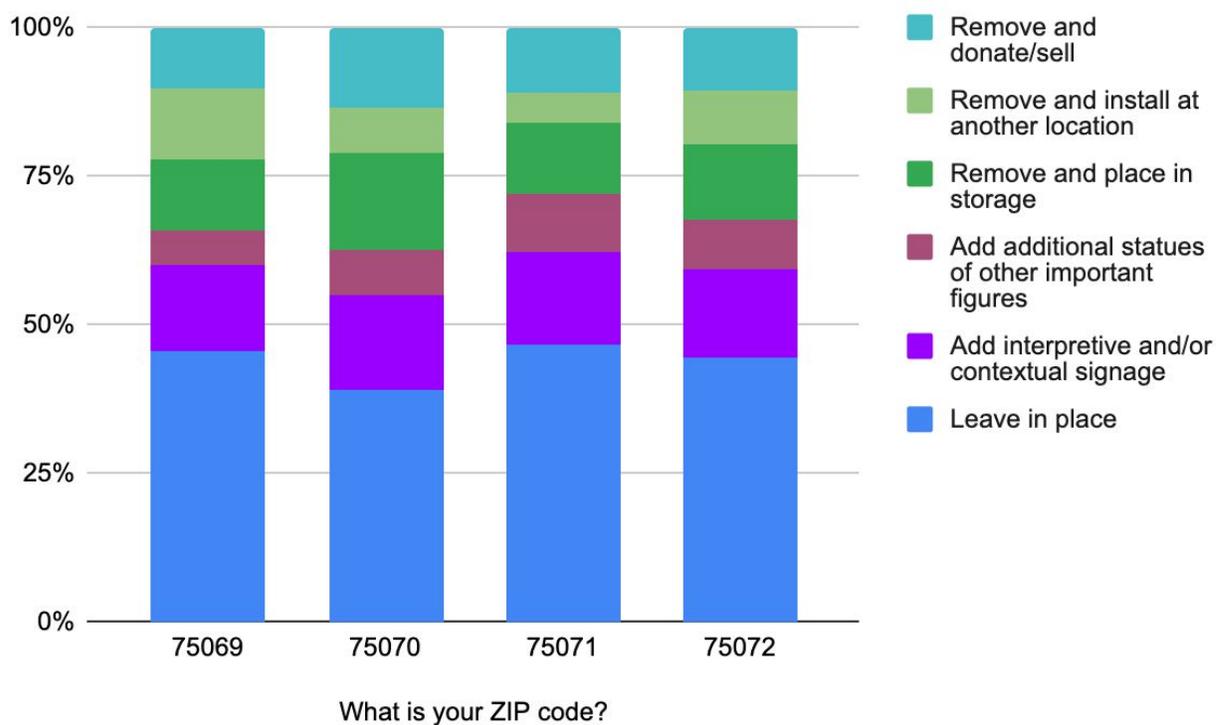


## Options Supported by Residents - By Zip Code

The distribution of selected options according to the different McKinney zip codes is overall even. Nonetheless, the following should be mentioned:

- In the zip code ending with '69', the option of 'removing the statue and placing it in a different ly chance yocation' was selected by a higher percentage of respondents compared to other zip codes.
- In the zip code ending with '70' the option of removing and placing in storage was selected by a higher percentage of respondents compared to other zip codes.

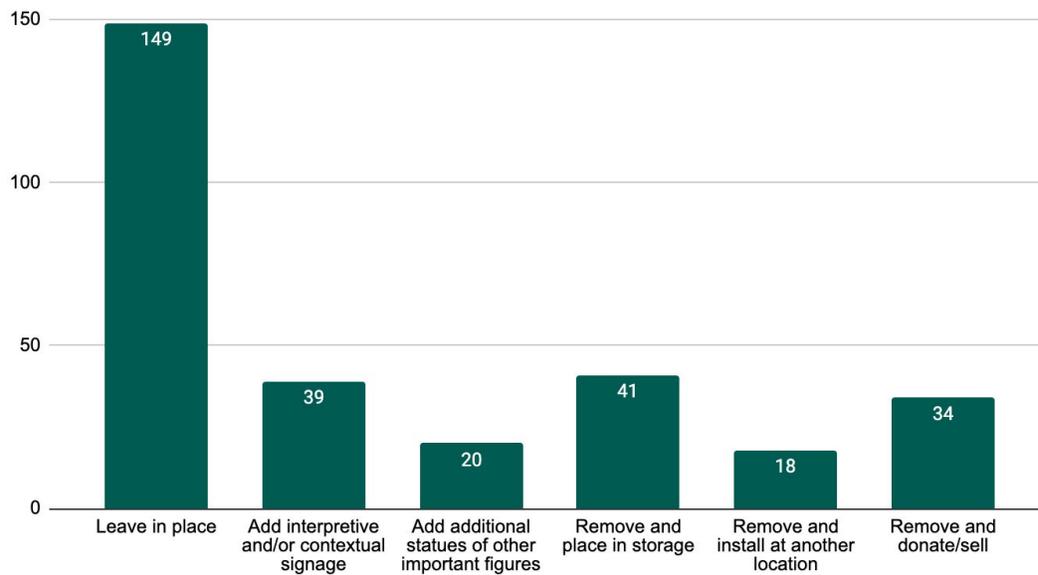
### Response breakdown by zipcode



## Options Supported by Non-Residents

As the graph below indicates, non-resident respondents to the survey had a similar distribution of selected options. The most prominent of them was to leave the statue in its place. A majority of the comments on the issues also focused on the historical aspect of the statue in the legacy of McKinney and the state of Texas.

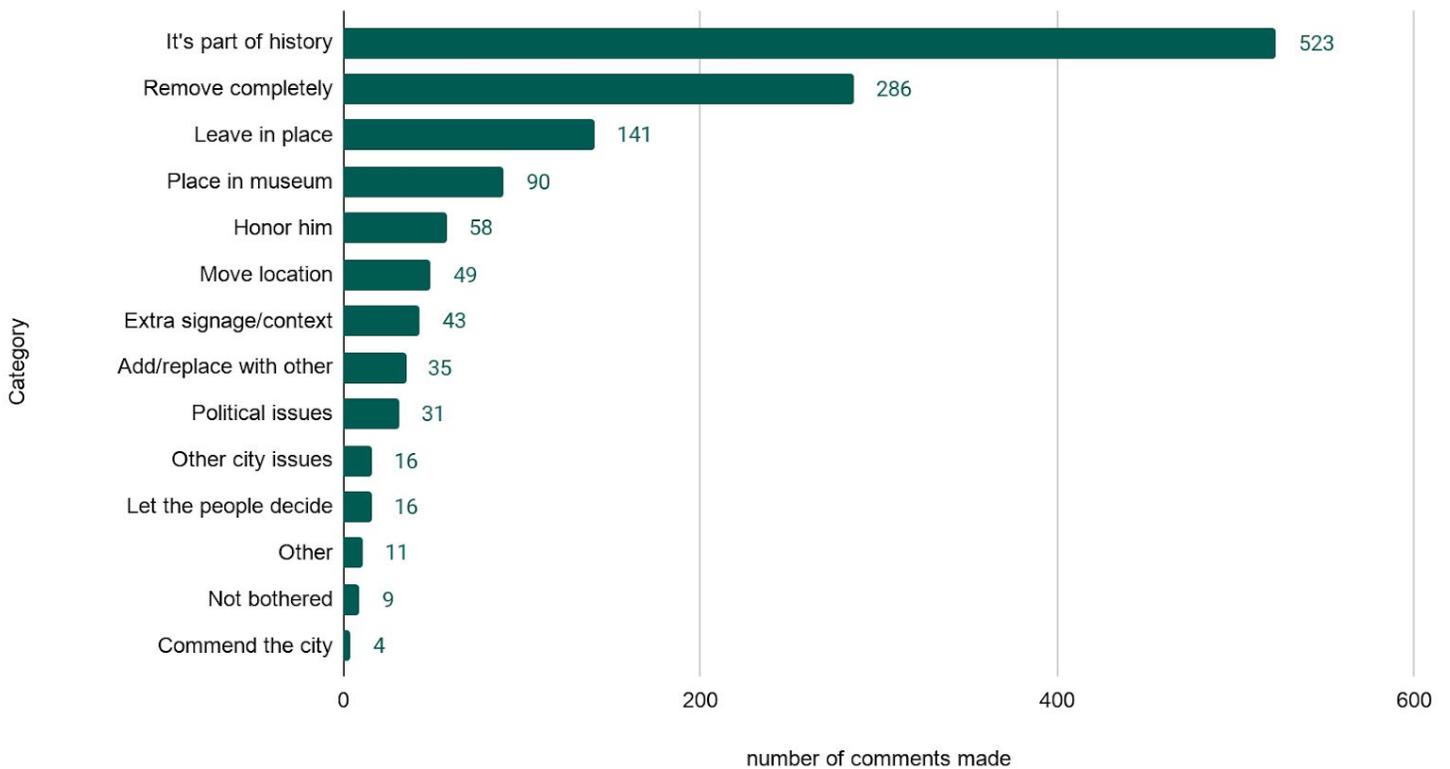
Options Supported by Non-Residents



## Additional Comments Made by Residents

The distribution of the main arguments made by residents for the open-ended question is provided below, followed by a more detailed analysis of key arguments from the list. A full breakdown of the open-ended responses by main arguments can be found in [this link](#).

### Additional resident comments regarding the Throckmorton Statue



### **It's part of history** (523 comments)

As indicated in the graph above, the majority of responses to the open-ended question focused on the fact that the statue is a part of McKinney's history and should therefore be preserved in its place. Residents making this argument also pointed out that if history is erased it is soon forgotten and that historical figures should not be judged by today's moral standards.

### **Remove Completely** (286 comments)

Among those arguing to remove the statue completely many residents claimed that the statue does not reflect the diverse and multicultural community of McKinney nor its morals and values. Others also argued that the notion that many residents find it offensive should be a good enough reason to remove it.

### **Leave in Place** (141 comments)

Many of those making comments to leave the statue in place argue that the city should not give in to a loud minority of voices sparked by recent protests and events. Arguments in this group of comments also focus on a potential escalation of the situation if the statue is removed, including possible requests to change street names and other venues around the city.

### **Additional Key Points**

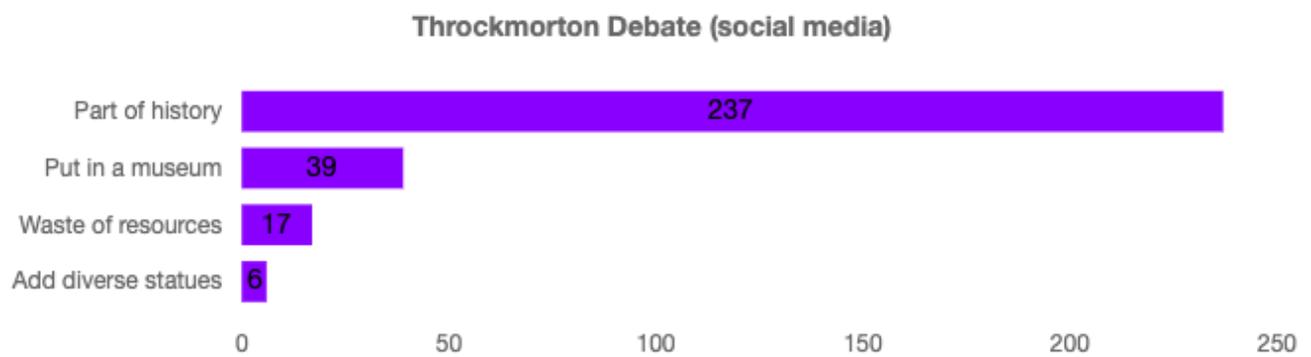
Of the comments made, 90 respondents suggested that the statue should be **placed in a museum** where its historical and educational value can be preserved for generations to come. Another popular suggestion for **other locations** (49 comments overall) was to place the statue in **the local cemetery, next to Throckmorton's grave**.

58 comments focused on Throckmorton's positive contribution to the state of Texas and claimed that the statue should be **preserved in its place to honor his legacy**. 43 comments suggested **additional signage and context** would be placed in the vicinity of the statue to reflect the complexity and sensitivity of the matter. Another common point made by residents was to **replace with or add additional statues that better represent the modern values of McKinney** (35 comments).

Finally, several residents requested that the city will **allow the people to decide** the fate of the statue in an upcoming ballot (16 comments). A small number of residents also **commended the city** and council for consulting the public on this delicate issue by collecting feedback.

## Related Social Media Analysis

Organic discourse about the Throckmorton Statue captured on the Zencity platform during the month of September consisted of 1,186 interactions, of which 64% (760 interactions) occurred during the period of the survey. As the graph below indicates, and contrary to the analysis provided in a [recent Zencity Insight on the matter](#), the majority of interactions during this time period focus on the notion that the statue is a part of McKinney’s history and therefore should be preserved in its place.



## Conclusion and Recommendations

As this report indicates, the majority of residents responding to the survey believe that the Throckmorton statue remains in its current place as a reminder of McKinney’s history. Nonetheless, whichever final decision will be made by the appointed committee, public opinion backlash is likely. It is therefore advised to communicate the decision in a sensitive manner while explaining the reasoning behind it in order to minimize confusion and resentment towards the city. It may also be helpful to release the results of this survey to assuage the public with full transparency.

Following a decision, online public discourse on the issue will be automatically collected and analyzed through the Zencity Platform for the city to review and track the response of residents.