

# **McKinney, TX**

## **The National Community Survey**

Report of Results  
2021



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## About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of McKinney. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts at Polco’s National Research Center.

Great communities are partnerships of the government, private sector, community-based organizations, and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 399 residents of the City of McKinney collected from January 4, 2021 - February 22, 2021. The margin of error around any reported percentage is 5% for all respondents and the response rate for the 2020 survey was 17%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in McKinney.

### How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, McKinney’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by McKinney residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that McKinney’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then McKinney’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2021 ratings compare to other communities’ ratings from the past five years.



## Trends over time

Trend data for McKinney represent important comparison data and should be examined for improvements or declines\*. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than seven percentage points between the 2018 and 2021 surveys, the change is statistically significant.

\* In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

## Methods

### Selecting survey recipients

All households within the City of McKinney were eligible to participate in the survey. A list of all households within the zip codes serving McKinney was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of McKinney households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of McKinney boundaries were removed from the list of potential households to survey. Each address identified as being within city boundaries was further identified as being within one of the four areas. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

### Conducting the survey

The 2,400 randomly selected households received mailings beginning on January 4, 2021 and the survey remained open for seven weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The final mailing contained a reminder letter, another survey, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

About 2% of the 2,400 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,352 households that received the invitations to participate, 399 completed the survey, providing an overall response rate of 17%. The response rate was calculated using AAPOR’s response rate #2\* for mailed surveys of unnamed persons.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error for the City of McKinney survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (399 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the City of McKinney. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and a question about where they heard about the survey. The open participation survey was open to all city residents and became available on February 8, 2021. The survey remained open for two weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

### Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2017 American Community Survey estimates for adults in the City of McKinney. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, area, Hispanic origin, housing tenure, housing type, race, and sex. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.\* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	8%	29%	29%
	35-54	38%	45%	45%
	55+	54%	26%	26%
Area	District 1	14%	19%	19%
	District 2	24%	32%	32%
	District 3	31%	22%	22%
	District 4	31%	27%	27%
Hispanic origin	No, not Spanish, Hispanic, or Latino	89%	83%	83%
	Spanish, Hispanic, or Latino	11%	17%	17%
Housing tenure	Own	86%	67%	67%
	Rent	14%	33%	33%
Housing type	Attached	10%	24%	24%
	Detached	90%	76%	76%
Race & Hispanic origin	Not white alone	31%	36%	36%
	White alone, not Hispanic or Latino	69%	64%	64%
Sex	Female	53%	53%	52%
	Male	47%	47%	48%
Sex/age	Female 18-34	5%	15%	14%
	Female 35-54	20%	24%	24%
	Female 55+	29%	15%	14%
	Male 18-34	3%	14%	15%
	Male 35-54	19%	22%	22%
	Male 55+	25%	11%	11%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

## Contact

The City of McKinney funded this research. Please contact CoCo Good of the City of McKinney at [cgood@mckinneytexas.org](mailto:cgood@mckinneytexas.org) if you have any questions about the survey.

## Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

\* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

\* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

\* Targets come from the 2010 Census and 2017 American Community Survey

## Highlights

### **McKinney residents enjoy a high quality of life and the availability of important resources contribute to the high marks.**

Residents value the high quality of life in McKinney, with 9 in 10 respondents giving positive reviews to the city as a place to live and the overall quality of life in the community; these ratings were higher than the national benchmarks. Similarly, around 90% of respondents indicated they were either very likely or somewhat likely to recommend living in McKinney to someone who asks and planned to remain in the city for the next five years.

In addition to high indicators of quality of life, McKinney residents gave exceptional marks to the availability of important resources in the community. At least 6 in 10 respondents indicated that the availability of affordable quality childcare/preschool, preventative health services, quality mental health care, and quality health care was excellent or good. These ratings were higher than the national benchmarks. Additionally, survey participants' assessments of the availability of affordable quality food were higher than the national benchmark, with over 80% of community members giving it positive ratings.

### **Residents are pleased with their local government.**

When asked questions relating to McKinney's government and its performance, residents gave the City positive marks, most of which were outstanding and higher than the national benchmarks. About two-thirds of community members gave high marks to the value of services for taxes paid to the City, welcoming resident involvement, and informing residents about issues facing the community. About three-quarters of respondents gave excellent or good scores to the overall direction the City is taking, overall confidence in the government, acting in the best interest of the community, being honest, being open and transparent, and treating all residents fairly, while 8 in 10 gave high marks to the City treating residents with respect. All of the aforementioned areas of governance scored higher than the national benchmarks. About 8 in 10 residents favorably reviewed public information services, overall customer service by government employees, and the overall quality of services provided by the City; these reviews were positive and on par with comparison communities.

### **Community members see improvements in mobility, yet public transportation may be an area of opportunity in McKinney.**

About two-thirds of residents positively evaluated traffic flow on major streets and street repair, while 8 in 10 rated ease of travel by car in McKinney as excellent or good; these assessments were superb and above the national benchmarks. From 2019 to 2021, reviews of street cleaning, traffic flow on major streets, and ease of public parking improved. Additionally, in 2021, more people reported they walked or biked instead of driving compared to 2019.

However, less than 50% of respondents gave positive marks to the overall quality of the transportation system, while under 2 in 10 favorably reviewed ease of travel by public transportation in McKinney. Both of these assessments were lower than the national benchmarks. Respondents' evaluations of bus or transit services were also lower than average, with only 20% rating this as excellent or good. Fewer residents in McKinney reported they used public transportation instead of driving in the last 12 months compared to residents in other communities across the country, with only 3% indicating they had done so. However, an important consideration when assessing rates of public transportation usage is the impact of the COVID-19 pandemic, which may have affected residents' willingness and need to use public transportation.

### **The economy performs well in McKinney.**

Almost 9 in 10 residents favorably rated the overall economic health of McKinney, the overall quality of the business and service establishments, and the vibrancy of the downtown/commercial area; these ratings were strong and higher than the national benchmarks. Residents' assessments of the variety of business and service establishments, employment opportunities, shopping opportunities, and economic development were also exceptional and higher than the national averages. Respondents' reviews of the overall quality of business and service establishments improved from 2019 to 2021.

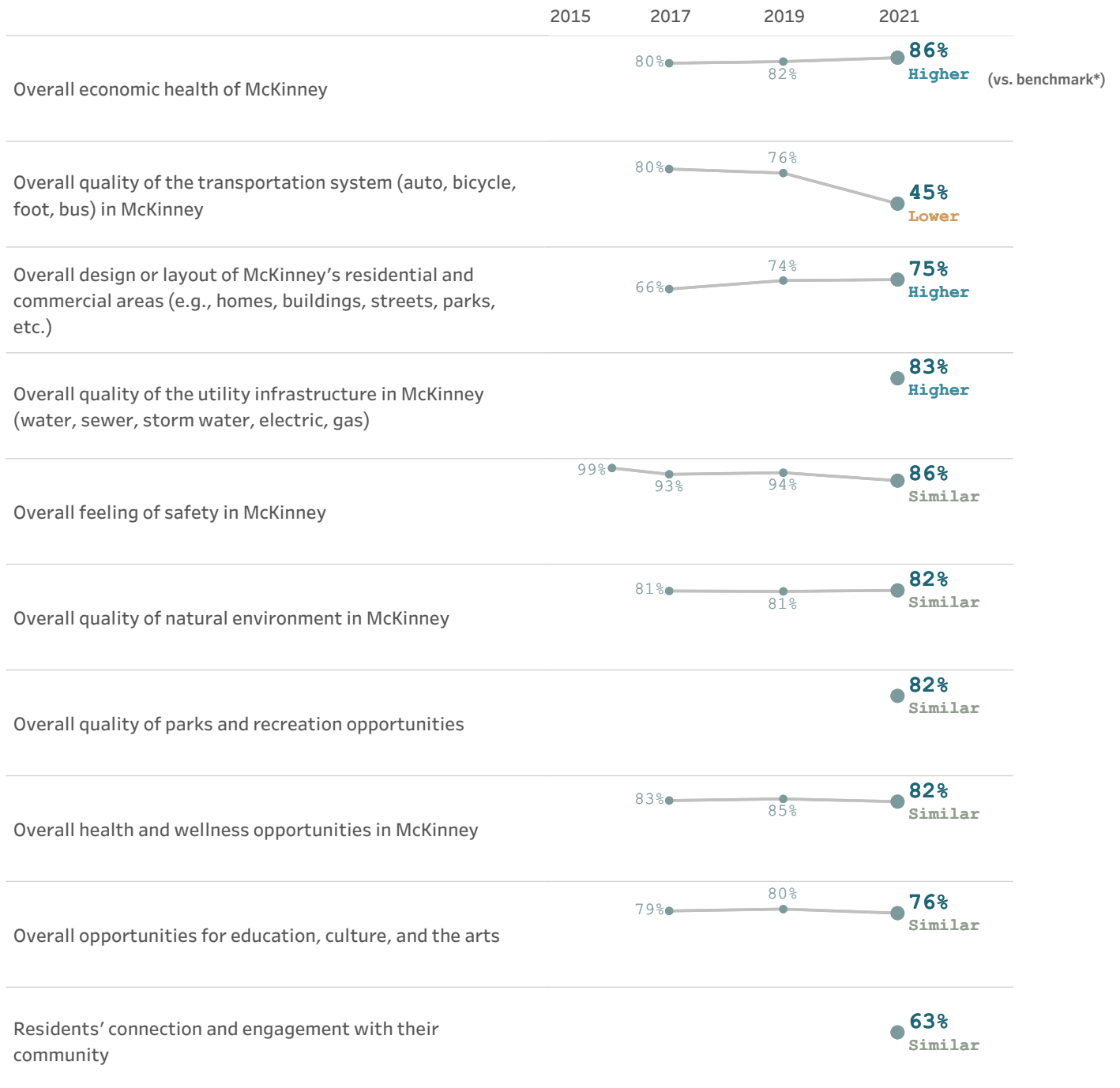
Additionally, over 40% of residents in McKinney believed the economy would have a positive impact on their impact in the six months following the survey. The percentage of residents feeling positive about their economic future was higher than the national benchmark, highlighting an interesting comparison to the national averages in the face of the COVID-19 pandemic.

## Facets of livability

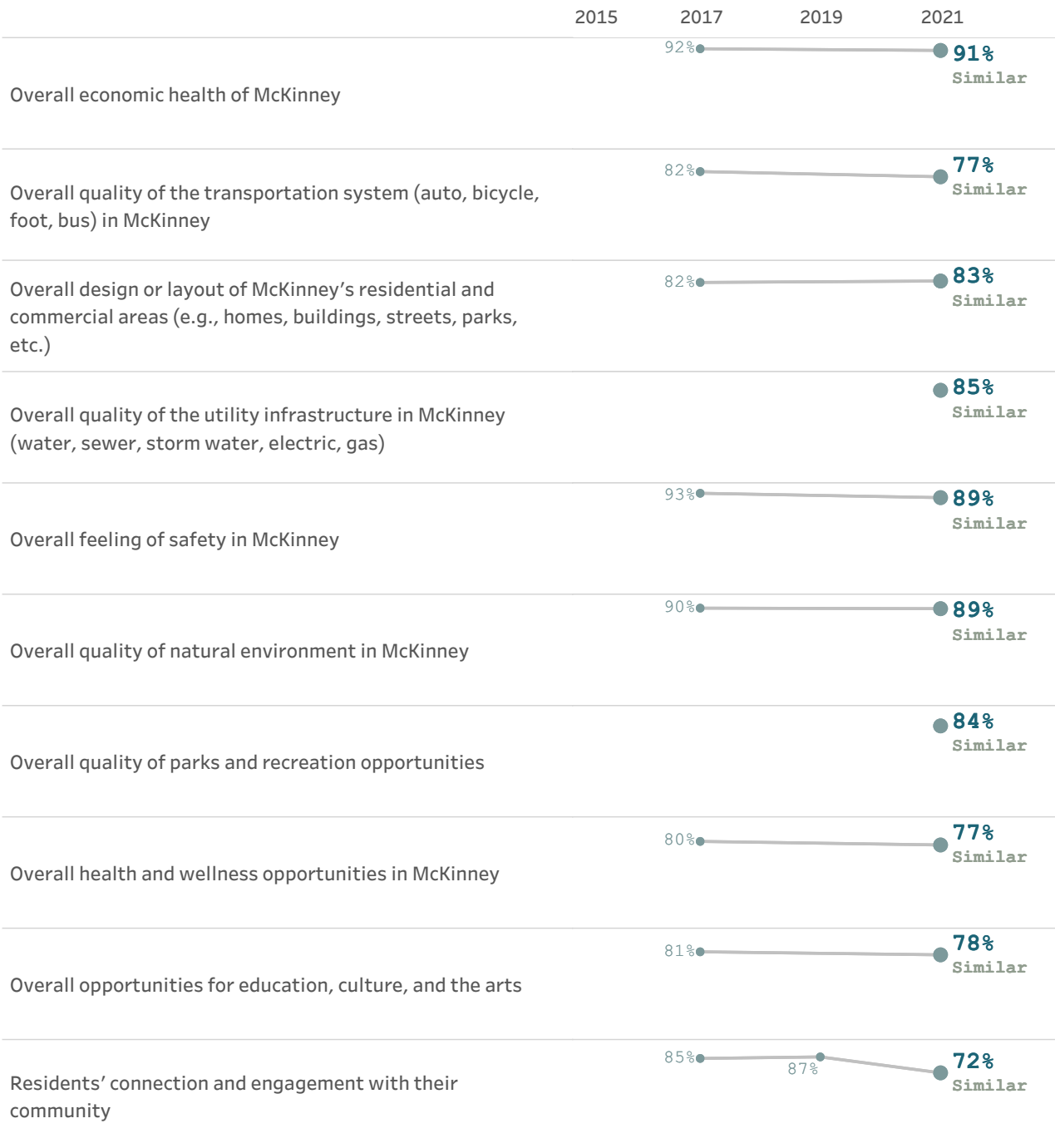
Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to McKinney as a whole.  
(% excellent or good)



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 or very important)



\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



## Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 82% or more of respondents were considered of “higher quality” and those with ratings lower than 82% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 84% or more of respondents. Services were rated as “less important” if they received a rating of less than 84%. This classification uses the median ratings for quality and importance to divide the services in half.

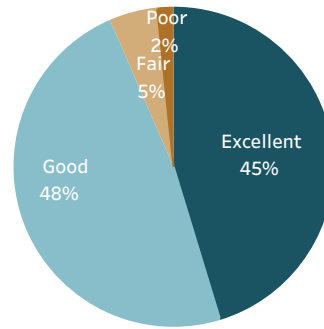
The quadrants in the figure below show which community facets were given higher or lower importance ratings (up-down) and which had higher or lower quality ratings (right-left). Services categorized as higher in importance and lower in quality may warrant further investigation to see if changes to their delivery are necessary.



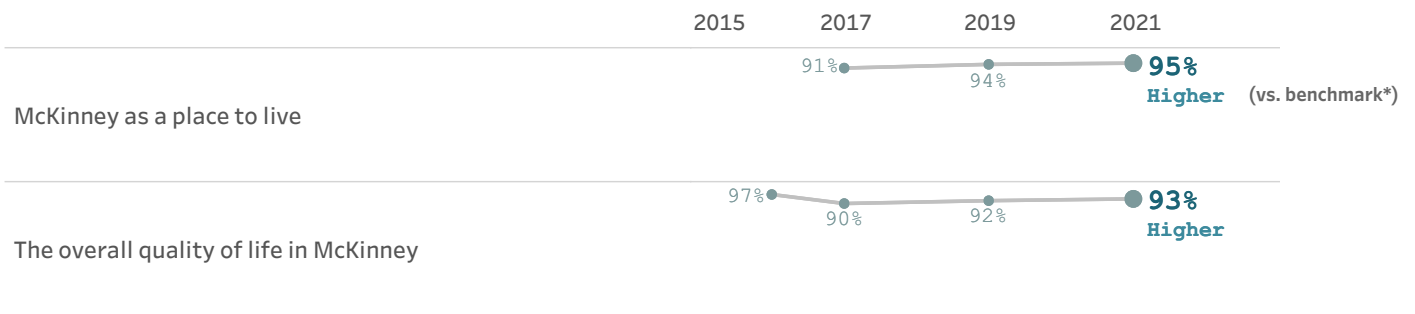
The overall quality of life in McKinney, 2020

## Quality of life

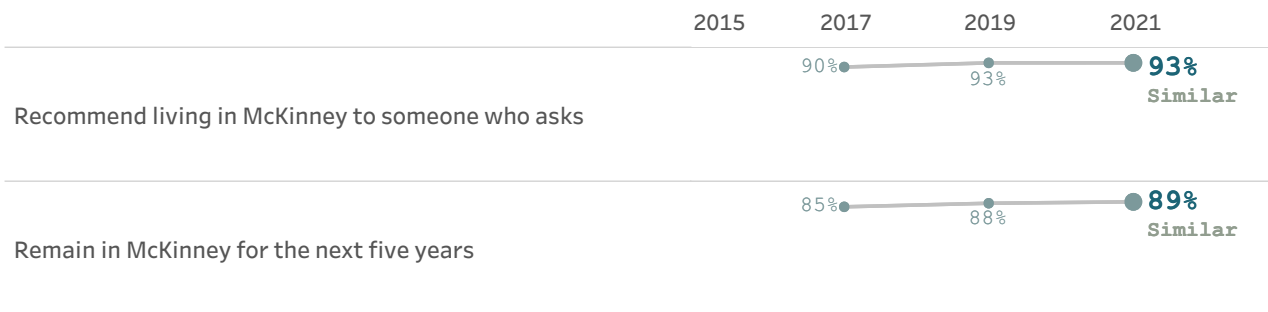
Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.



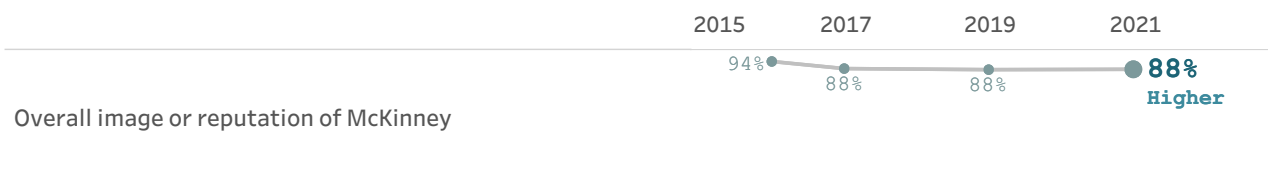
Please rate each of the following aspects of quality of life in McKinney. (% excellent or good)



Please indicate how likely or unlikely you are to do each of the following. (% very or somewhat likely)



Please rate each of the following characteristics as they relate to McKinney as a whole. (% excellent or good)

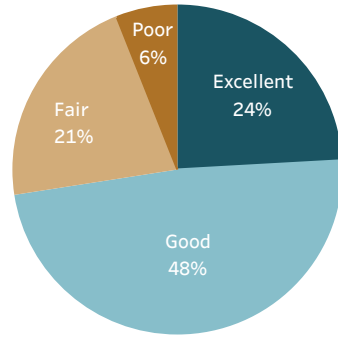


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

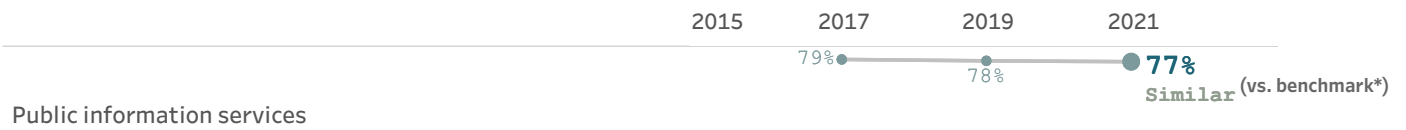
## Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

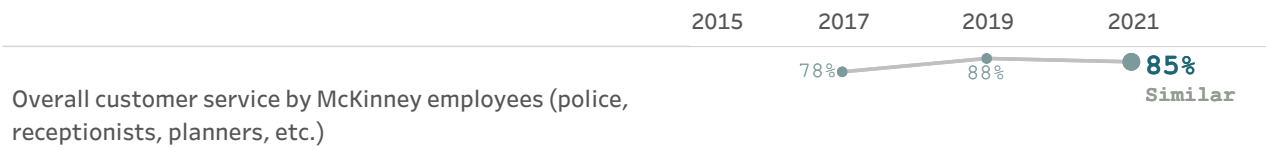
Overall confidence in McKinney government, 2020



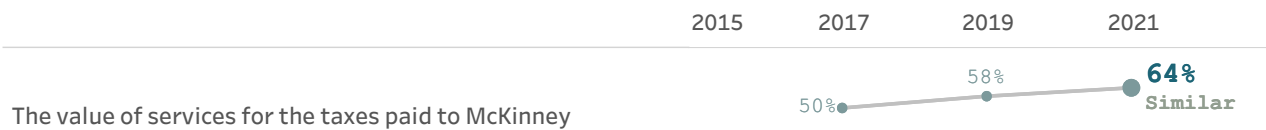
Please rate the quality of each of the following services in McKinney. (% excellent or good)



Please rate the quality of each of the following services in McKinney. (% excellent or good)



Please rate the following categories of McKinney government performance. (% excellent or good)



The overall direction that McKinney is taking



The job McKinney government does at welcoming resident involvement

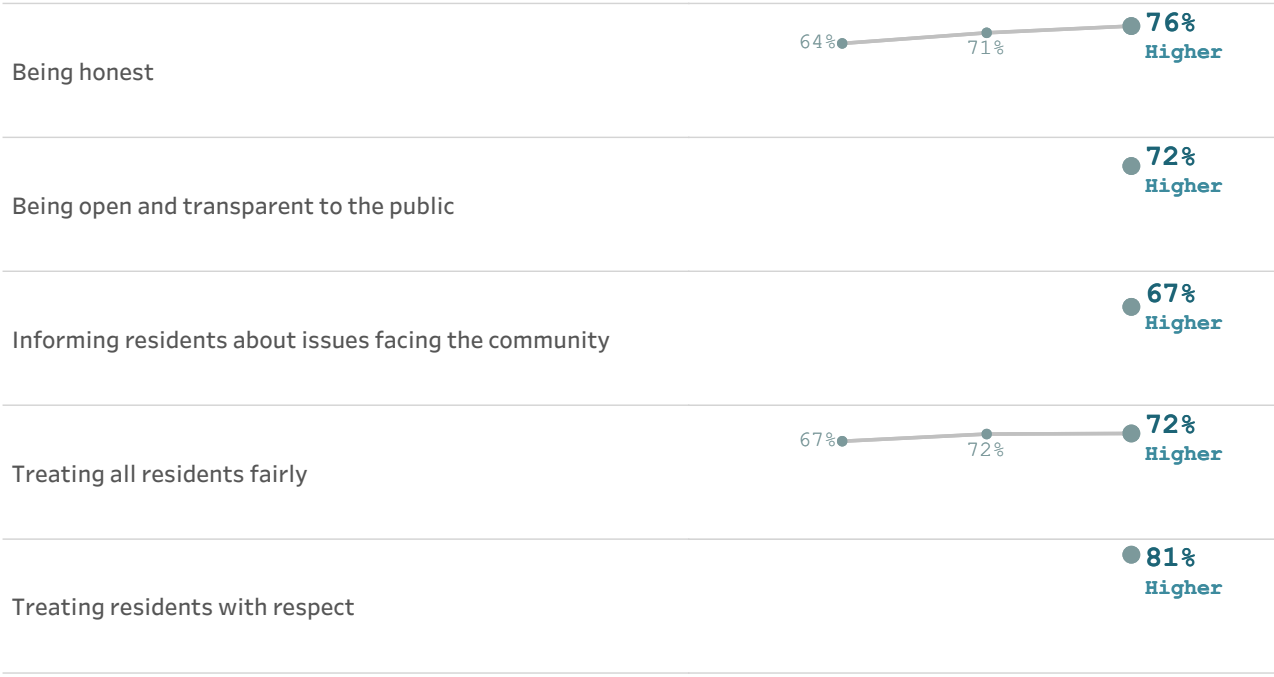


Overall confidence in McKinney government

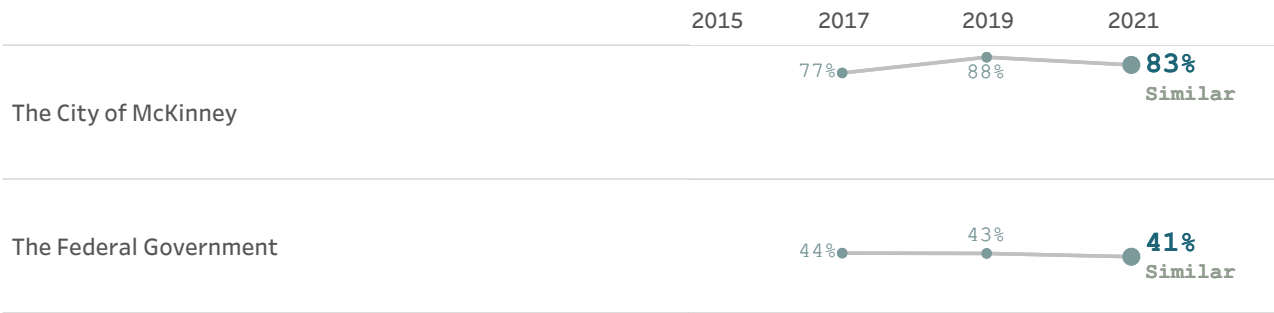


Generally acting in the best interest of the community





**Overall, how would you rate the quality of the services provided by each of the following?**  
 (% excellent or good)

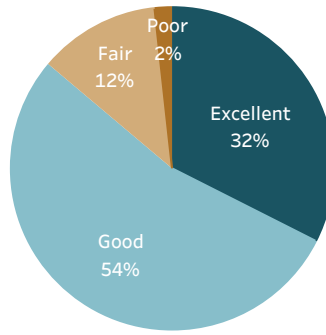


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

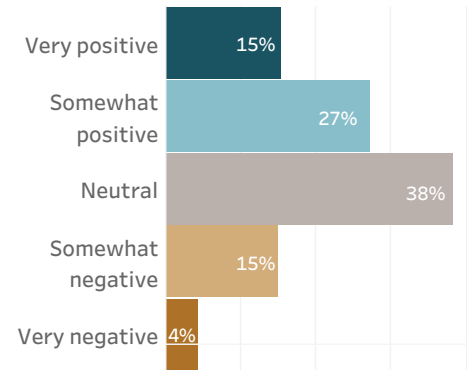
## Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

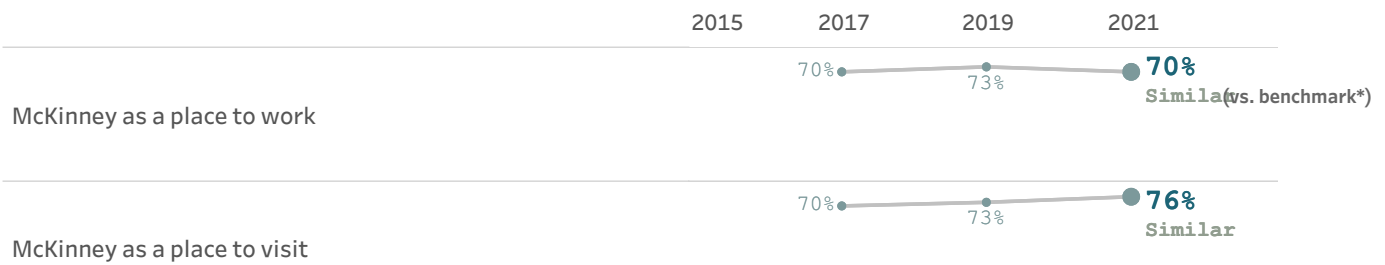
Overall economic health of McKinney, 2020



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:



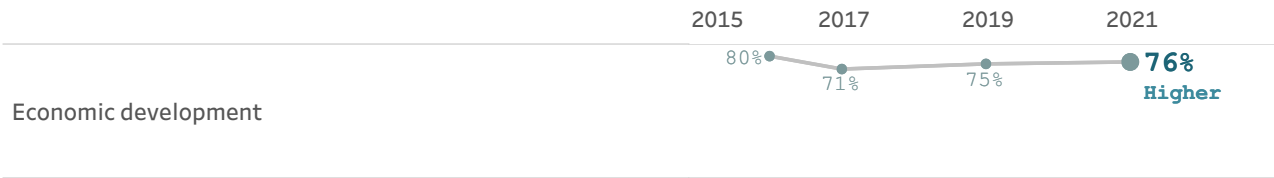
Please rate each of the following aspects of quality of life in McKinney. (% excellent or good)



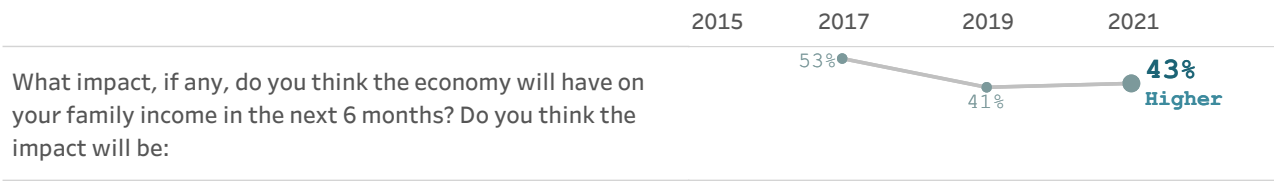
Please rate each of the following characteristics as they relate to McKinney as a whole. (% excellent or good)



Please rate the quality of each of the following services in McKinney.  
(% excellent or good)



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:  
(% very or somewhat positive)

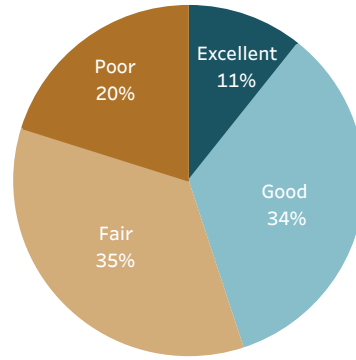


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

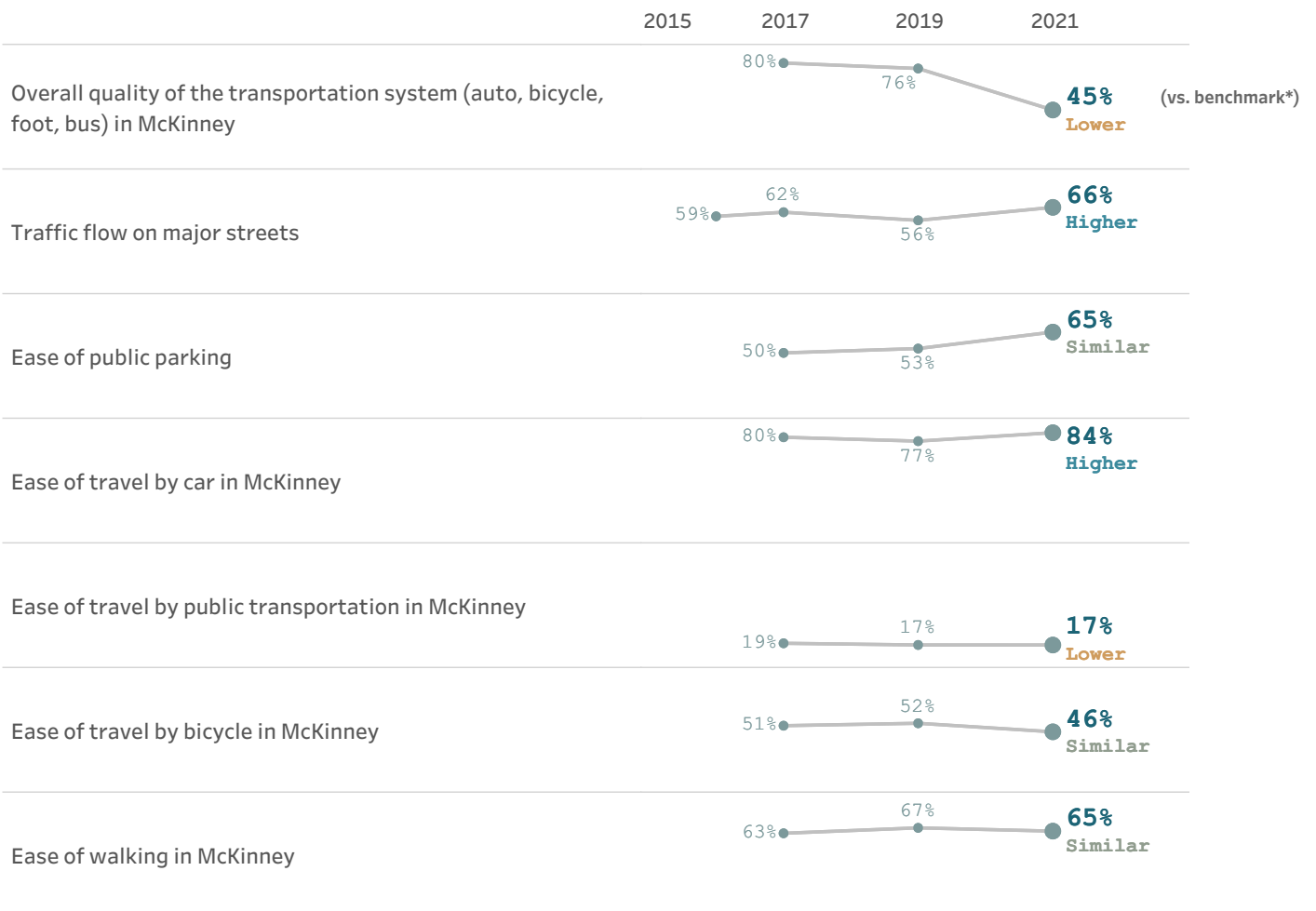
## Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Overall quality of the transportation system in McKinney, 2020

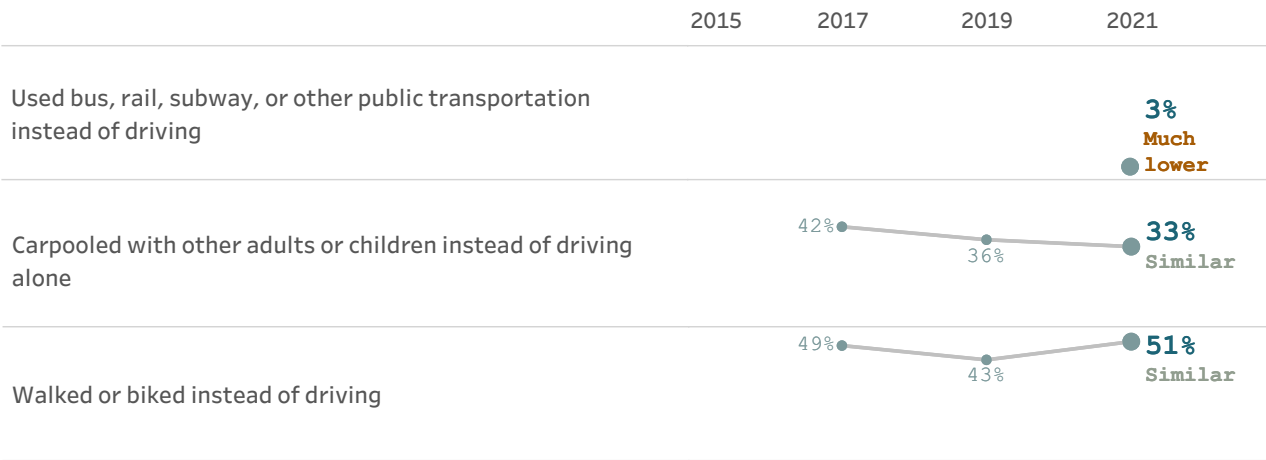


Please rate each of the following characteristics as they relate to McKinney as a whole. (% excellent or good)



Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



Please rate the quality of each of the following services in McKinney.

(% excellent or good)



Note: Prior to 2020, "Overall quality of the transportation system" was "Overall ease of getting to the places you usually have to visit". Differences in ratings may be at least partially attributable to changes in question wording and should be interpreted cautiously.

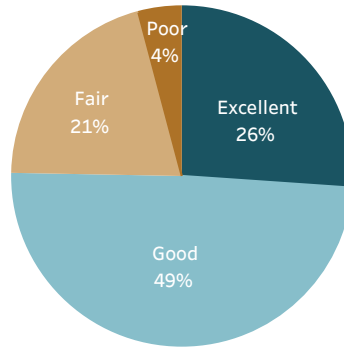
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



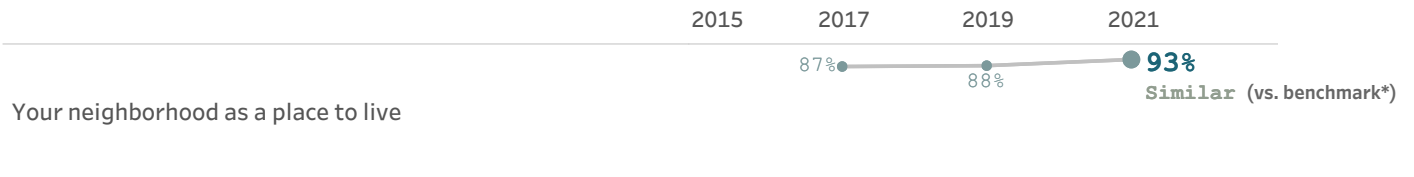
Overall design or layout of McKinney's residential and commercial areas, 2020

## Community design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



Please rate each of the following aspects of quality of life in McKinney. (% excellent or good)



Please rate each of the following characteristics as they relate to McKinney as a whole. (% excellent or good)



Availability of affordable quality housing



Overall quality of new development in McKinney



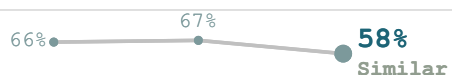
Overall appearance of McKinney



Please rate the quality of each of the following services in McKinney.  
(% excellent or good)

2015      2017      2019      2021

Land use, planning, and zoning



Code enforcement (weeds, abandoned buildings, etc.)

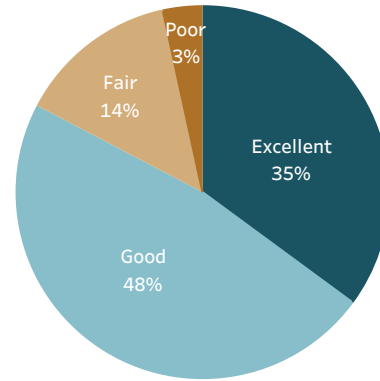


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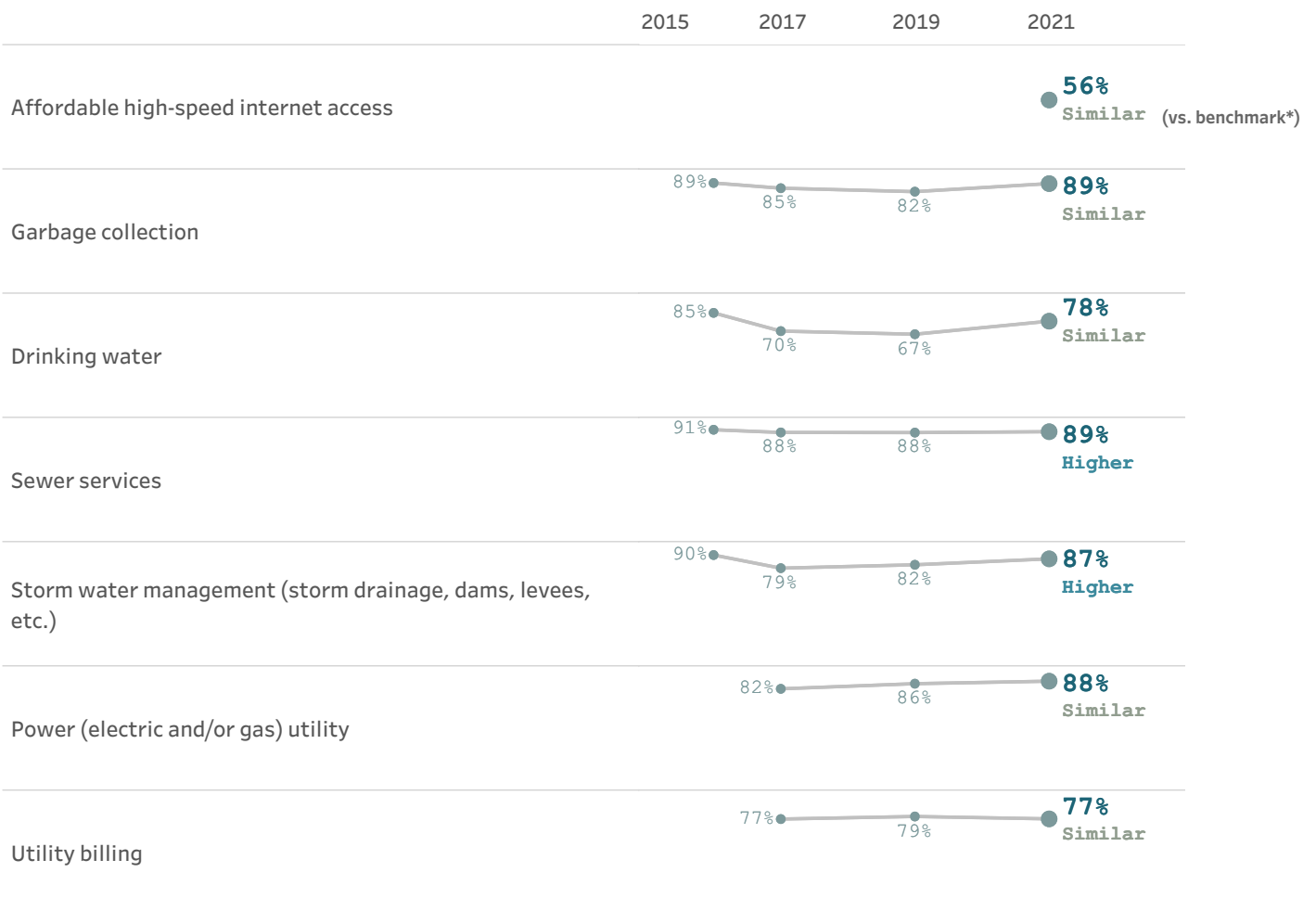
## Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

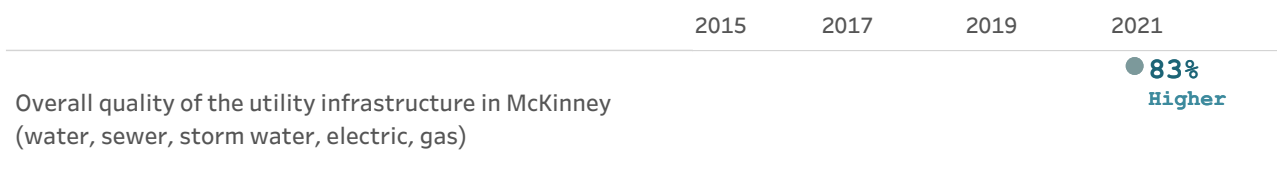
Overall quality of the utility infrastructure in McKinney, 2020



Please rate the quality of each of the following services in McKinney. (% excellent or good)



Please rate each of the following characteristics as they relate to McKinney as a whole. (% excellent or good)

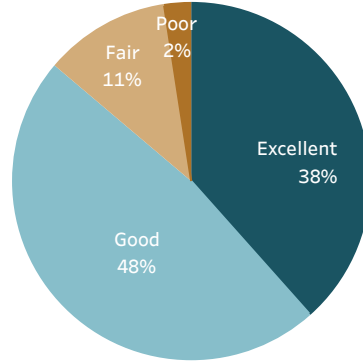


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

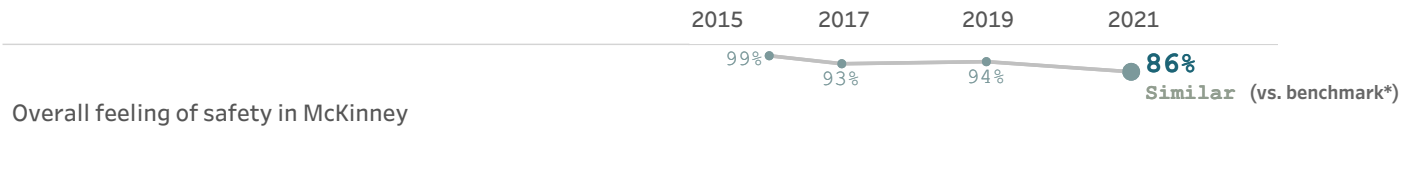
## Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

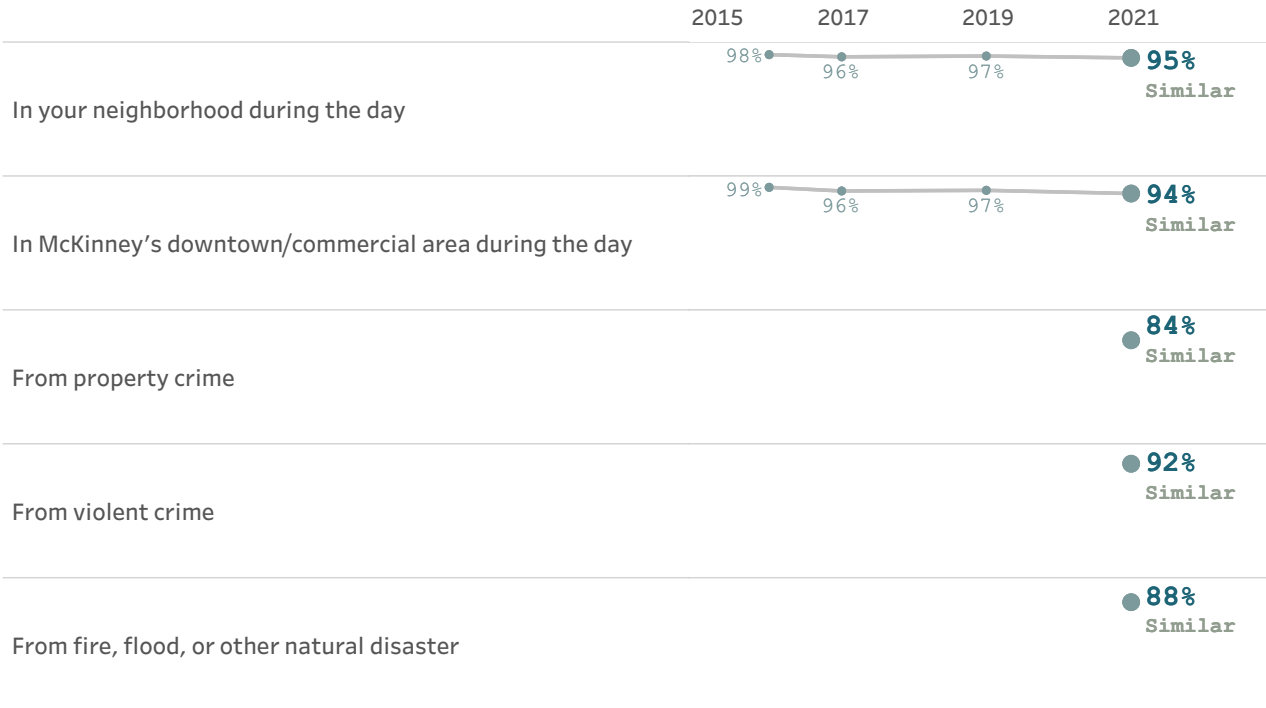
Overall feeling of safety in McKinney, 2020



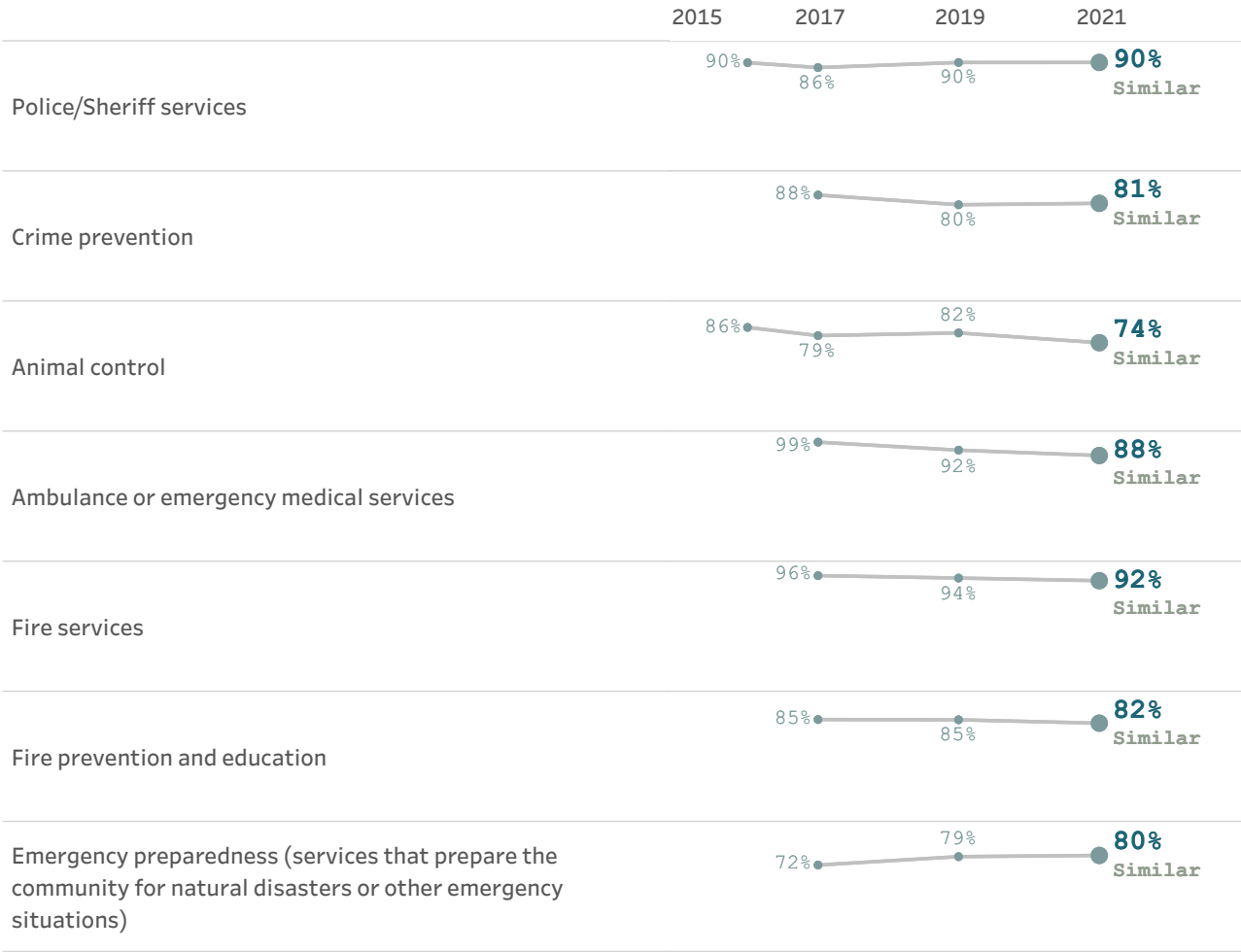
Please rate each of the following characteristics as they relate to McKinney as a whole. (% excellent or good)



Please rate how safe or unsafe you feel: (% very or somewhat safe)

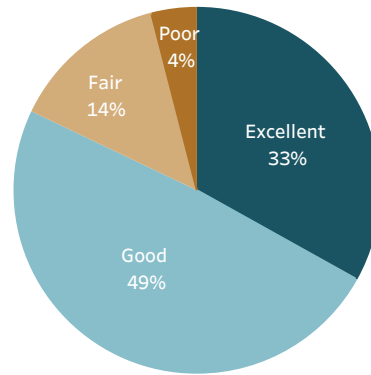


**Please rate the quality of each of the following services in McKinney.  
(% excellent or good)**



\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

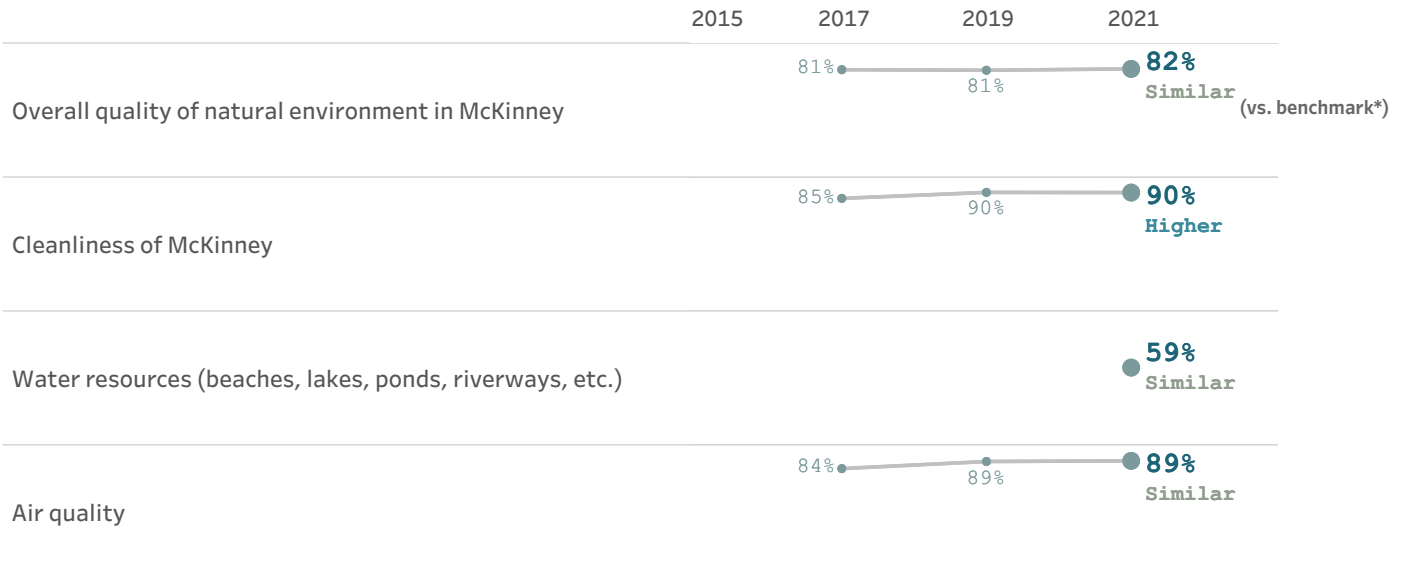
Overall quality of natural environment in McKinney, 2020



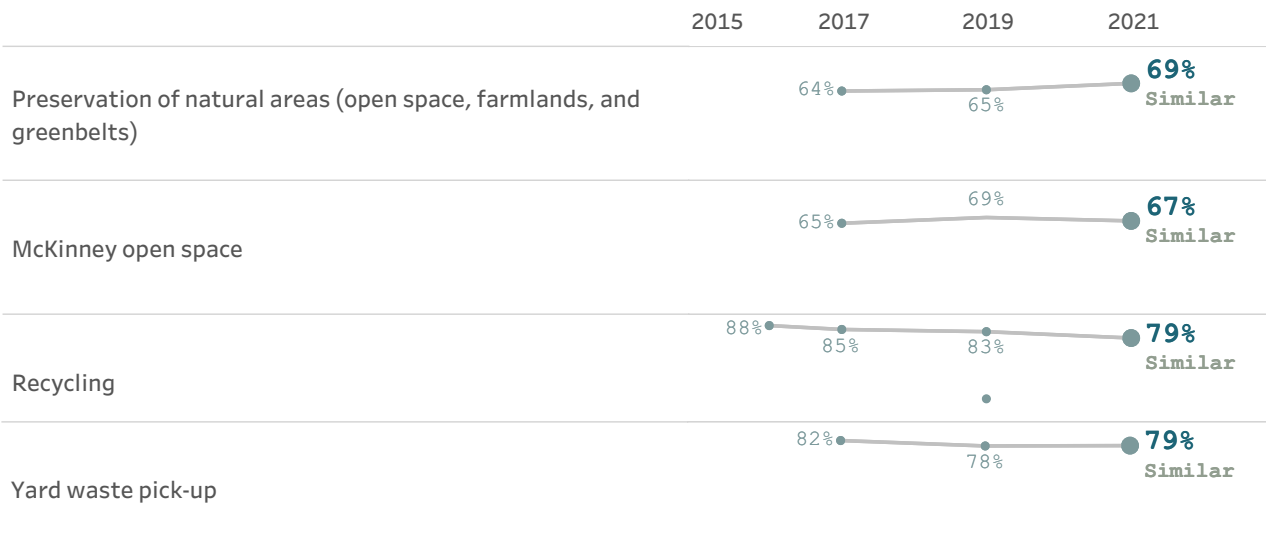
## Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

Please rate each of the following characteristics as they relate to McKinney as a whole. (% excellent or good)



Please rate the quality of each of the following services in McKinney. (% excellent or good)

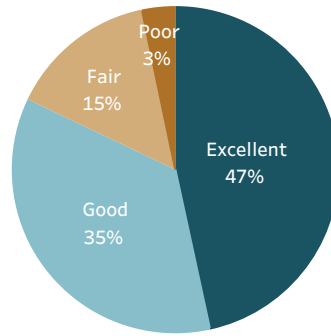


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

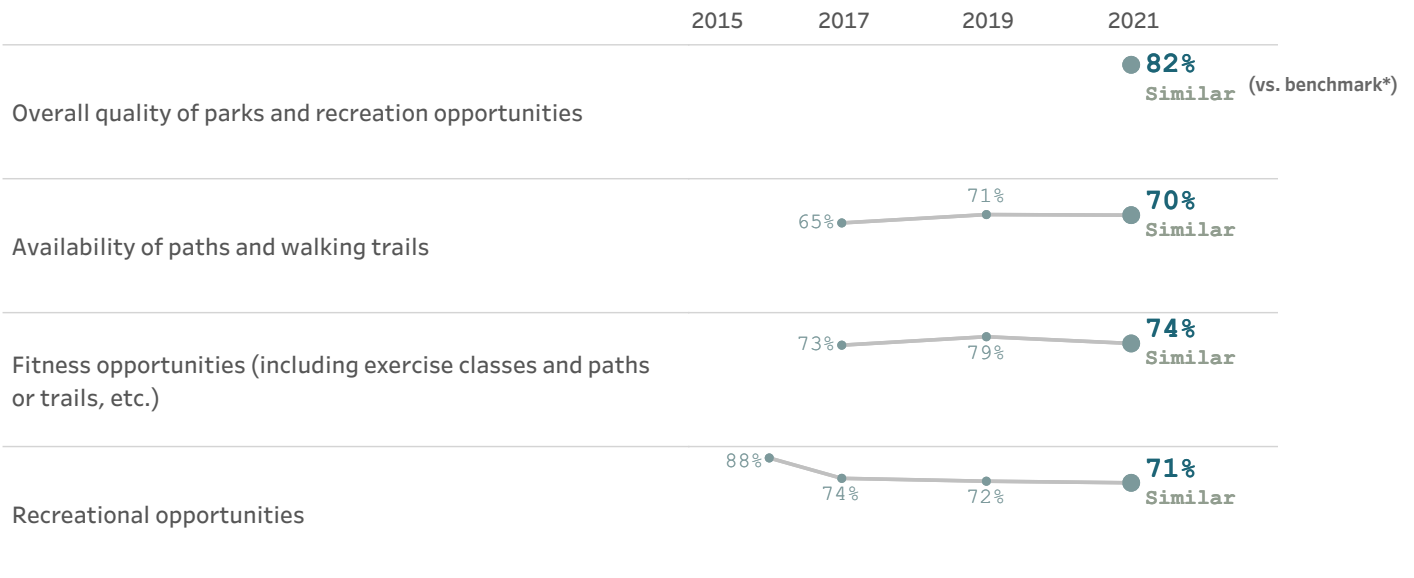
## Parks and recreation

“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.”  
 - National Recreation and Park Association

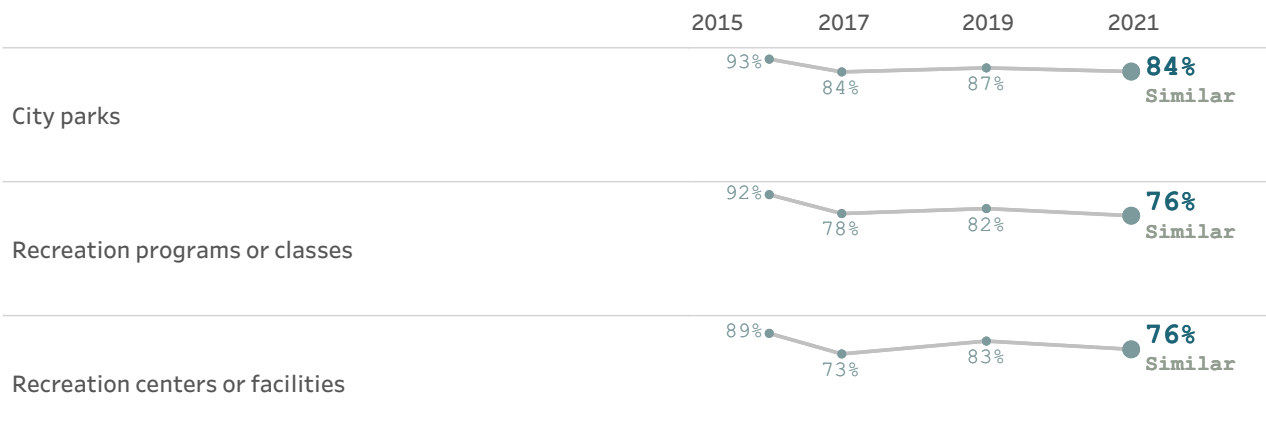
Overall quality of parks and recreation opportunities, 2020



Please rate each of the following characteristics as they relate to McKinney as a whole.  
 (% excellent or good)



Please rate the quality of each of the following services in McKinney.  
 (% excellent or good)

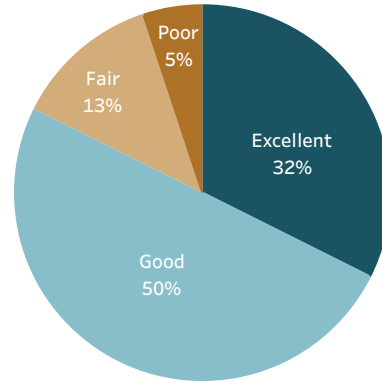


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

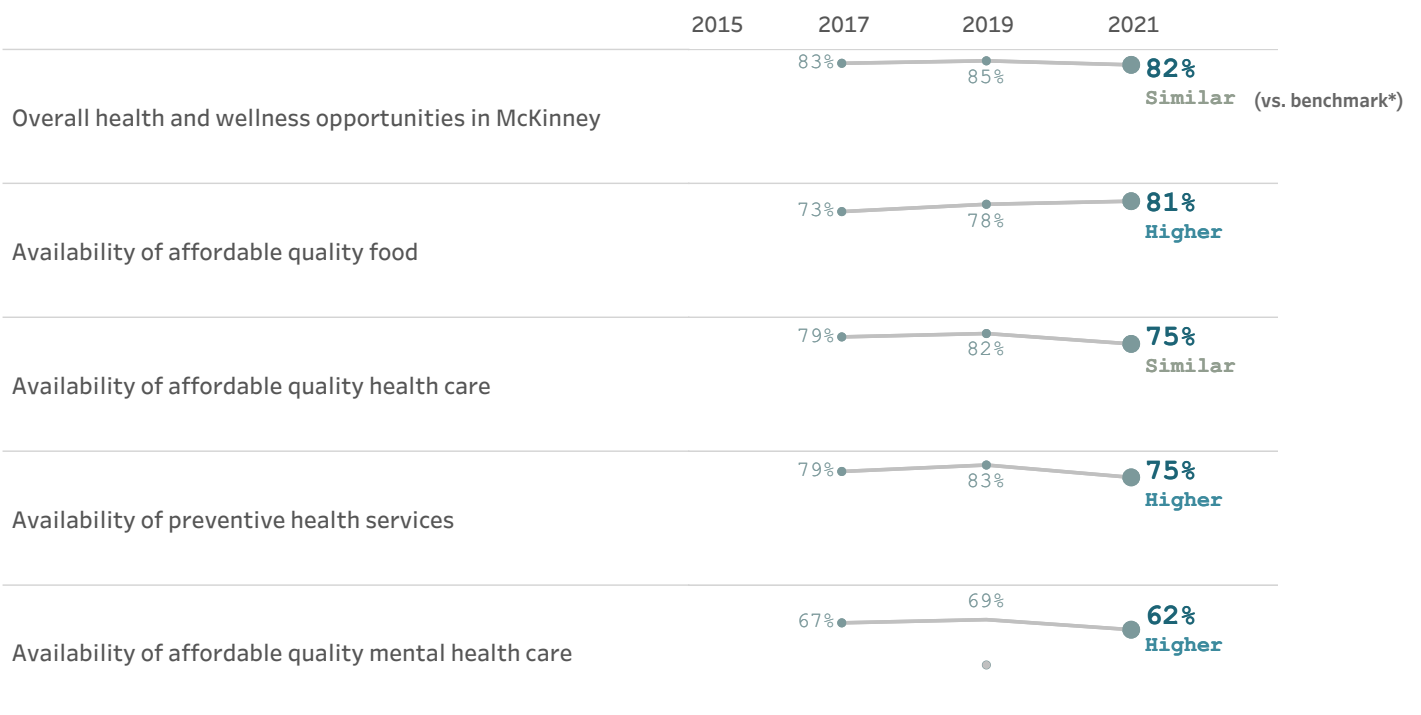
## Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

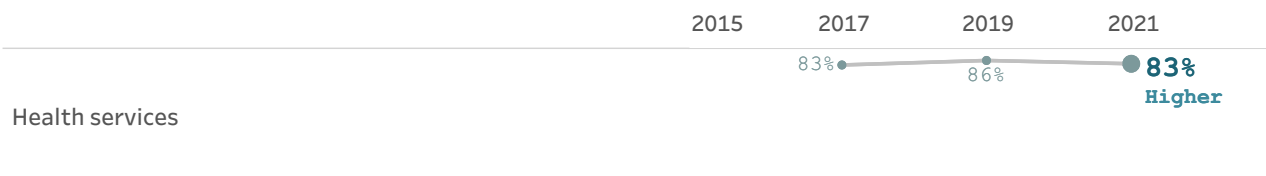
Overall health and wellness opportunities in McKinney, 2020



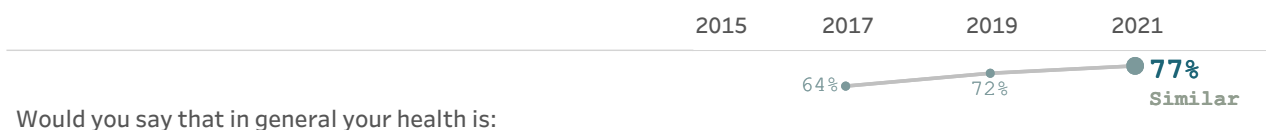
Please rate each of the following characteristics as they relate to McKinney as a whole. (% excellent or good)



Please rate the quality of each of the following services in McKinney. (% excellent or good)



Would you say that in general your health is: (% excellent or very good)



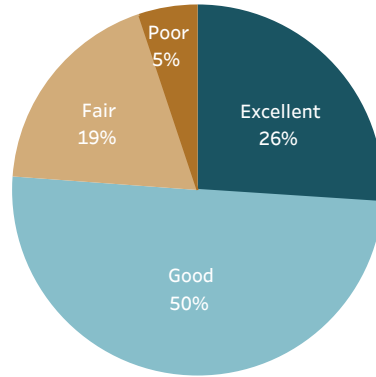
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



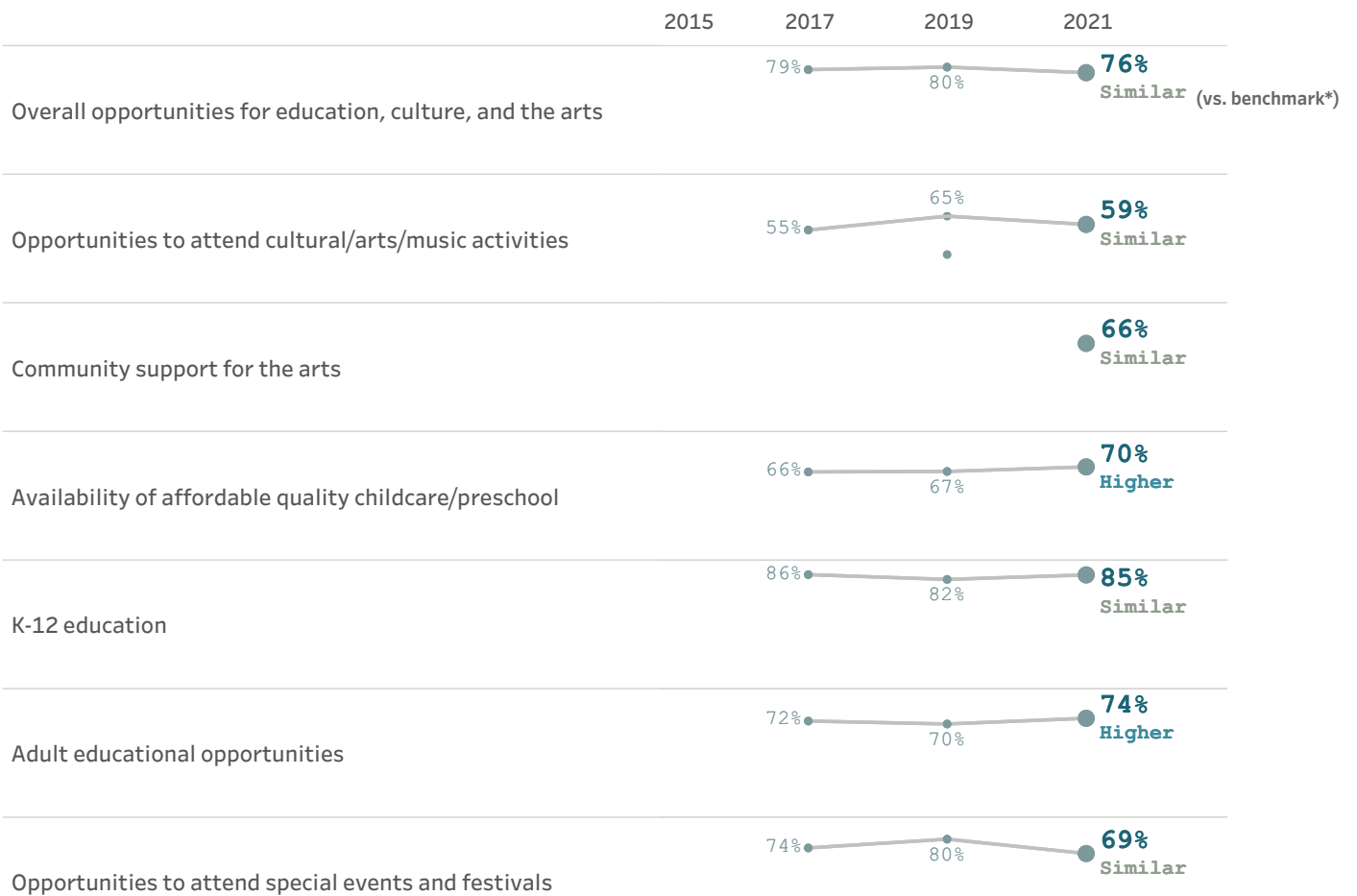
## Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

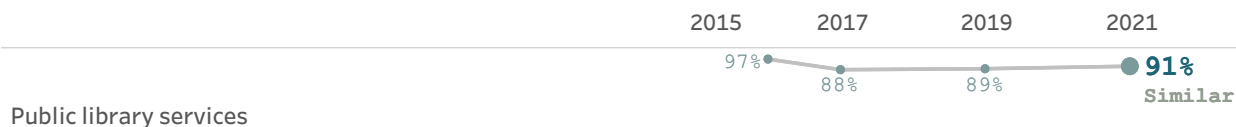
Overall opportunities for education, culture and the arts, 2020



Please rate each of the following characteristics as they relate to McKinney as a whole. (% excellent or good)



Please rate the quality of each of the following services in McKinney. (% excellent or good)

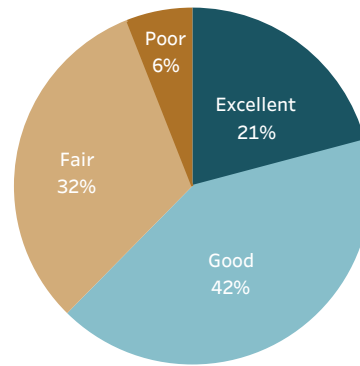


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

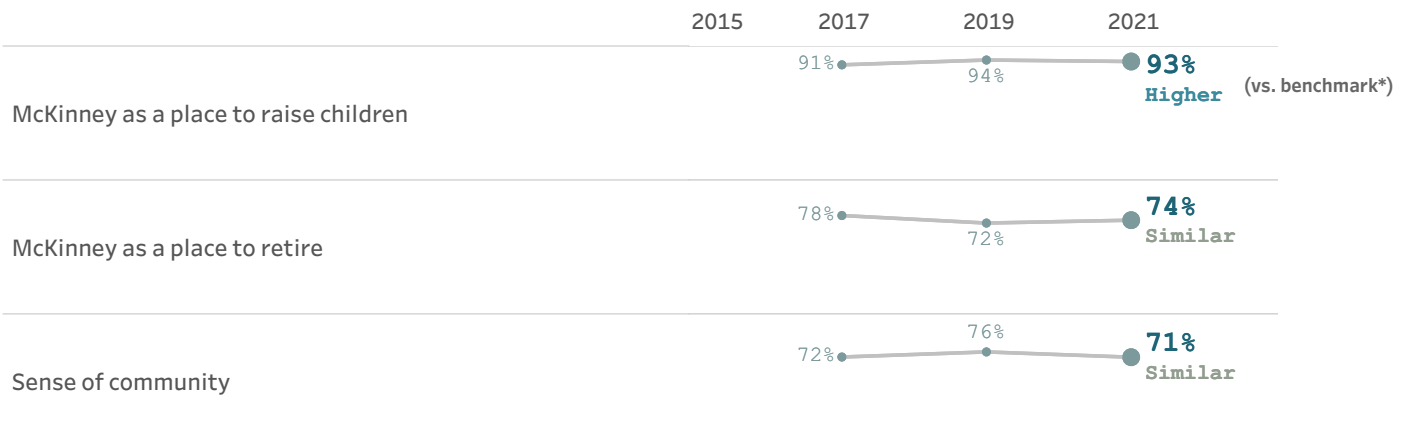
## Inclusivity and engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

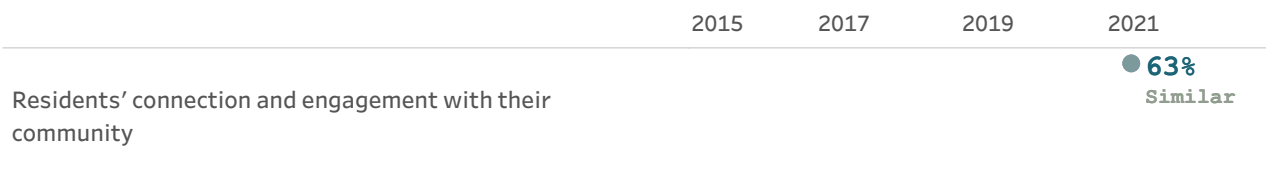
Residents' connection and engagement with their community, 2020



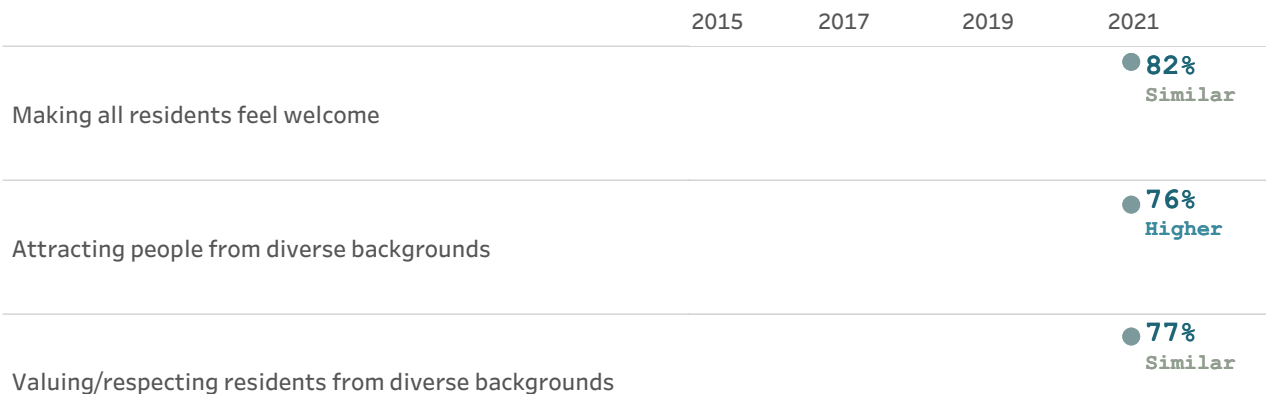
Please rate each of the following aspects of quality of life in McKinney. (% excellent or good)



Please rate each of the following characteristics as they relate to McKinney as a whole. (% excellent or good)



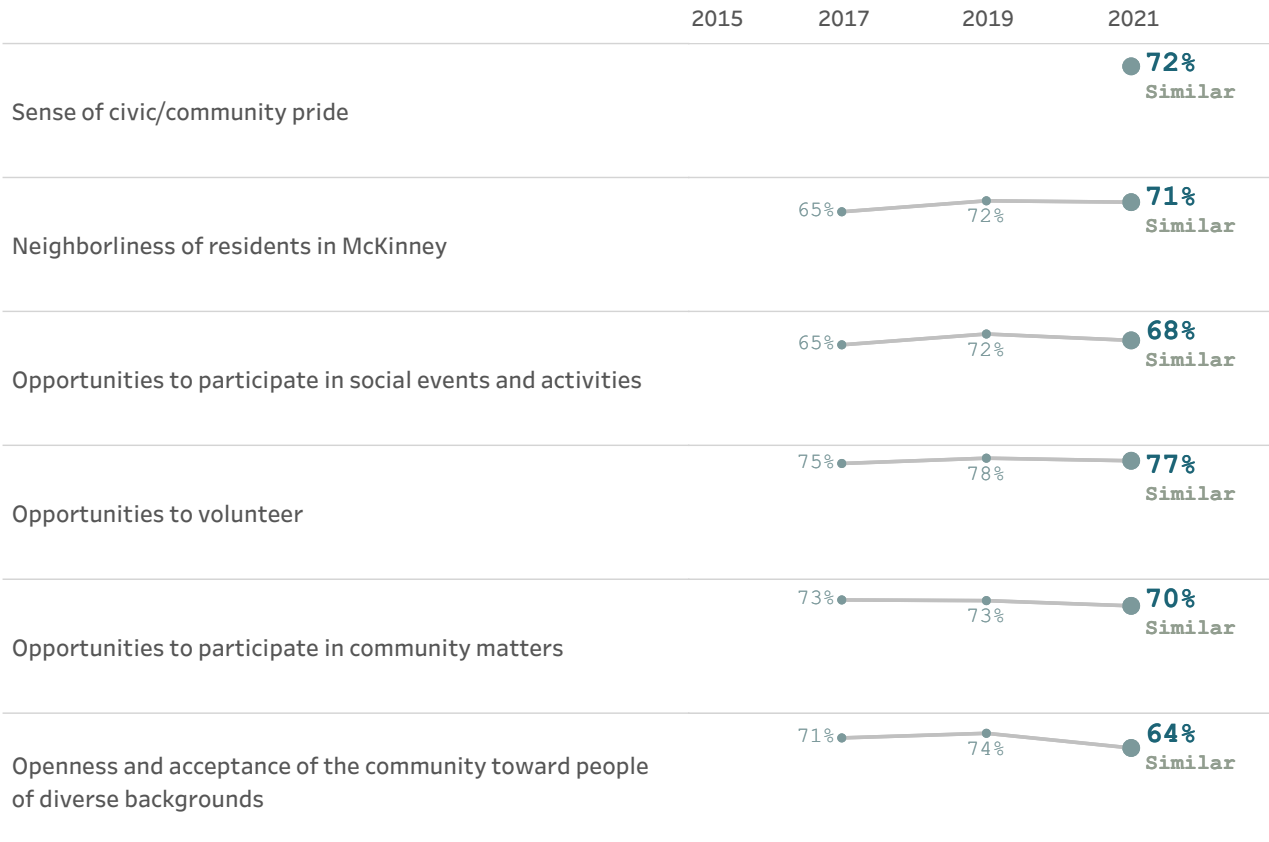
Please rate the job you feel the McKinney community does at each of the following. (% excellent or good)



Taking care of vulnerable residents (elderly, disabled, homeless, etc.)

68%  
Similar

Please rate each of the following characteristics as they relate to McKinney as a whole.  
(% excellent or good)

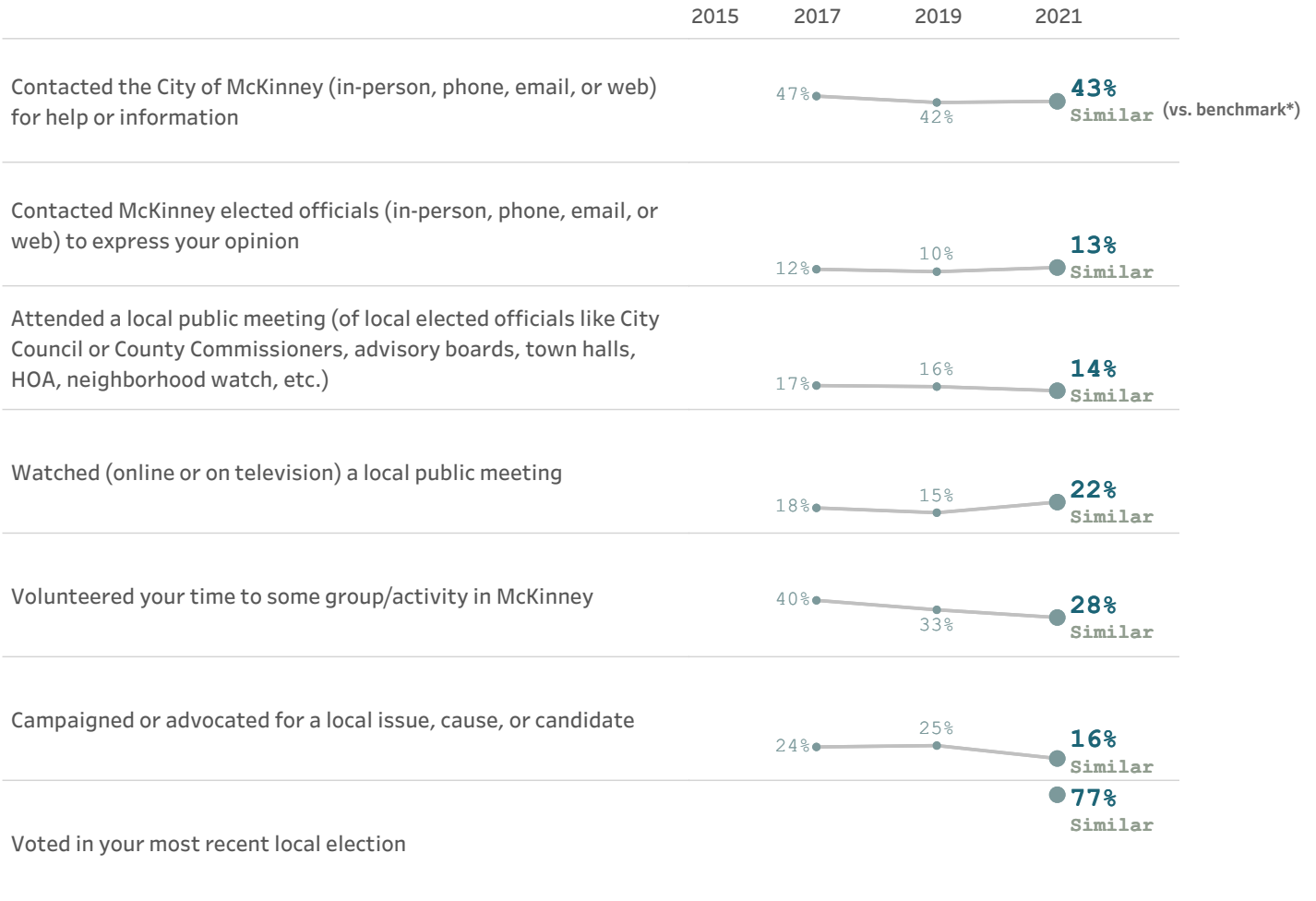


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

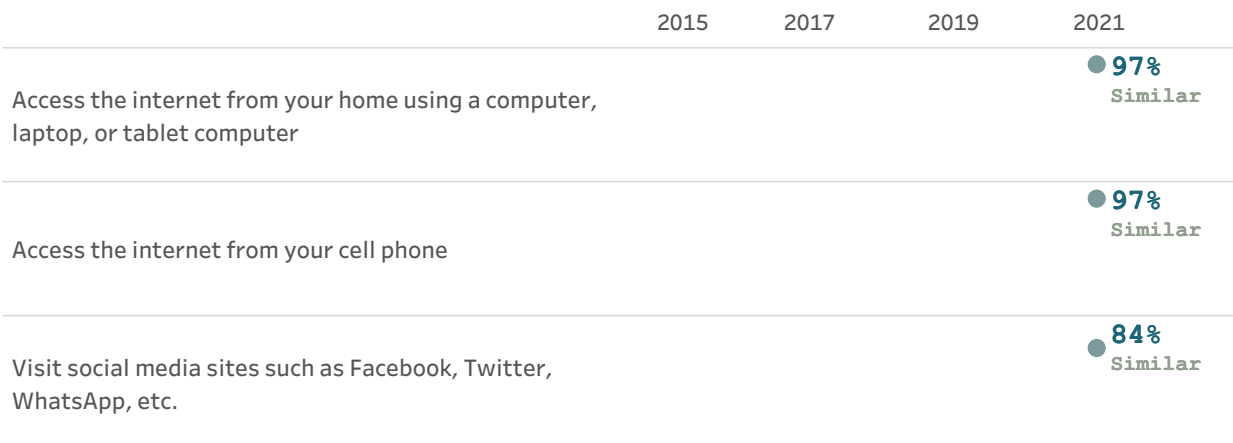
## Residents' participation levels

Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



In general, how many times do you:  
(% a few times a week or more)



---

Use or check email	● <b>98%</b> Similar
Share your opinions online	● <b>39%</b> Similar
Shop online	● <b>66%</b> Higher

---

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Custom questions

Below are the results of each custom question on the survey. The percentage of positive responses (major source/minor source, high priority/moderate priority, or very visible/somewhat visible) is shown.



## National benchmark tables

This table contains the comparisons of McKinney’s results to those from other communities. The first column shows the comparison of McKinney’s rating to the benchmark. McKinney’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by McKinney residents is statistically similar to or different than the benchmark. The second column is McKinney’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to McKinney’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for McKinney’s result -- that is what percent of surveyed communities had a lower rating than McKinney.

			% positive	Rank	Number of communities	Percentile
<b>Please rate each of the following aspects of quality of life in McKinney.</b>	McKinney as a place to live	Higher	95%	52	359	86
	Your neighborhood as a place to live	Similar	93%	90	300	71
	McKinney as a place to raise children	Higher	93%	41	359	89
	McKinney as a place to work	Similar	70%	86	344	76
	McKinney as a place to visit	Similar	76%	76	288	74
	McKinney as a place to retire	Similar	74%	75	346	79
	The overall quality of life in McKinney	Higher	93%	56	396	86
	Sense of community	Similar	71%	55	299	82
<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Overall economic health of McKinney	Higher	86%	40	273	86
	Overall quality of the transportation system (auto, bicycle, foot, bus) i..	Lower	45%	252	275	9
	Overall design or layout of McKinney’s residential and commercial are..	Higher	75%	36	268	87
	Overall quality of the utility infrastructure in McKinney (water, sewer,..	Higher	83%	9	59	85
	Overall feeling of safety in McKinney	Similar	86%	142	341	59
	Overall quality of natural environment in McKinney	Similar	82%	129	278	54
	Overall quality of parks and recreation opportunities	Similar	82%	23	59	62
	Overall health and wellness opportunities in McKinney	Similar	82%	65	270	76
	Overall opportunities for education, culture, and the arts	Similar	76%	96	269	65
	Residents’ connection and engagement with their community	Similar	63%	16	59	73
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in McKinney to someone who asks	Similar	93%	63	285	78
	Remain in McKinney for the next five years	Similar	89%	52	278	82
<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	Similar	95%	128	328	61
	In McKinney’s downtown/commercial area during the day	Similar	94%	98	307	69

<b>Please rate how safe or unsafe you feel:</b>	From property crime	Similar	84%	22	71	70
	From violent crime	Similar	92%	22	71	70
	From fire, flood, or other natural disaster	Similar	88%	19	59	68
<b>Please rate the job you feel the McKinney community does at each of the following.</b>	Making all residents feel welcome	Similar	82%	11	59	82
	Attracting people from diverse backgrounds	Higher	76%	5	59	92
	Valuing/respecting residents from diverse backgrounds	Similar	77%	6	59	90
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Similar	68%	14	59	77
<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Overall quality of business and service establishments in McKinney	Higher	88%	15	276	95
	Variety of business and service establishments in McKinney	Higher	76%	10	58	83
	Vibrancy of downtown/commercial area	Much higher	86%	8	254	97
	Employment opportunities	Higher	61%	40	301	87
	Shopping opportunities	Higher	70%	64	289	78
	Cost of living in McKinney	Similar	51%	87	271	68
	Overall image or reputation of McKinney	Higher	88%	58	336	83
<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Traffic flow on major streets	Higher	66%	60	315	81
	Ease of public parking	Similar	65%	86	239	65
	Ease of travel by car in McKinney	Higher	84%	46	301	85
	Ease of travel by public transportation in McKinney	Lower	17%	211	246	15
	Ease of travel by bicycle in McKinney	Similar	46%	207	302	32
	Ease of walking in McKinney	Similar	65%	160	302	48
	Well-planned residential growth	Higher	75%	5	61	92
	Well-planned commercial growth	Higher	65%	7	61	89
	Well-designed neighborhoods	Higher	76%	7	61	89
	Preservation of the historical or cultural character of the community	Higher	79%	6	57	90
	Public places where people want to spend time	Similar	74%	94	263	65
	Variety of housing options	Higher	65%	60	279	79
	Availability of affordable quality housing	Similar	49%	81	298	73
	Overall quality of new development in McKinney	Higher	77%	19	289	94
	Overall appearance of McKinney	Higher	91%	46	330	87
	Cleanliness of McKinney	Higher	90%	58	302	81
	Water resources (beaches, lakes, ponds, riverways, etc.)	Similar	59%	32	55	42



<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Air quality	Similar	89%	87	255	66
	Availability of paths and walking trails	Similar	70%	110	298	64
	Fitness opportunities (including exercise classes and paths or trails, et..	Similar	74%	114	259	56
	Recreational opportunities	Similar	71%	132	288	55
	Availability of affordable quality food	Higher	81%	22	254	92
	Availability of affordable quality health care	Similar	75%	57	268	79
	Availability of preventive health services	Higher	75%	40	249	84
	Availability of affordable quality mental health care	Higher	62%	32	246	87
	Opportunities to attend cultural/arts/music activities	Similar	59%	137	287	53
	Community support for the arts	Similar	66%	19	59	68
	Availability of affordable quality childcare/preschool	Higher	70%	40	264	85
	K-12 education	Similar	85%	91	264	66
	Adult educational opportunities	Higher	74%	48	254	82
	Sense of civic/community pride	Similar	72%	15	59	75
	Neighborliness of residents in McKinney	Similar	71%	61	265	77
	Opportunities to participate in social events and activities	Similar	68%	79	269	71
	Opportunities to attend special events and festivals	Similar	69%	105	277	63
	Opportunities to volunteer	Similar	77%	77	269	72
	Opportunities to participate in community matters	Similar	70%	87	274	69
	Openness and acceptance of the community toward people of diverse ..	Similar	64%	100	295	67
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of McKinney (in-person, phone, email, or web) for h..	Similar	43%	196	323	40
	Contacted McKinney elected officials (in-person, phone, email, or web)..	Similar	13%	201	262	24
	Attended a local public meeting (of local elected officials like City Coun..	Similar	14%	239	266	11
	Watched (online or on television) a local public meeting	Similar	22%	123	241	49
	Volunteered your time to some group/activity in McKinney	Similar	28%	207	270	24
	Campaigned or advocated for a local issue, cause, or candidate	Similar	16%	205	252	19
	Voted in your most recent local election	Similar	77%	36	59	39
	Used bus, rail, subway, or other public transportation instead of driving	Much lower	3%	226	228	1
	Carpooled with other adults or children instead of driving alone	Similar	33%	222	257	14
	Walked or biked instead of driving	Similar	51%	171	263	35
<b>Please rate the quality of each of the following</b>	Public information services	Similar	77%	101	279	64

Please rate the quality of each of the following services in McKinney.

Economic development	Higher	76%	29	279	90
Traffic enforcement	Similar	74%	100	339	71
Traffic signal timing	Similar	60%	66	265	76
Street repair	Higher	63%	63	326	81
Street cleaning	Similar	77%	65	290	78
Street lighting	Similar	70%	108	320	67
Snow removal	Similar	74%	75	253	71
Sidewalk maintenance	Similar	64%	105	291	65
Bus or transit services	Much lower	20%	226	239	6
Land use, planning, and zoning	Similar	58%	65	290	78
Code enforcement (weeds, abandoned buildings, etc.)	Similar	64%	90	343	74
Affordable high-speed internet access	Similar	56%	21	56	63
Garbage collection	Similar	89%	44	317	87
Drinking water	Similar	78%	86	285	70
Sewer services	Higher	89%	14	288	96
Storm water management (storm drainage, dams, levees, etc.)	Higher	87%	10	316	97
Power (electric and/or gas) utility	Similar	88%	19	196	91
Utility billing	Similar	77%	41	241	83
Police/Sheriff services	Similar	90%	109	385	72
Crime prevention	Similar	81%	114	340	67
Animal control	Similar	74%	96	303	69
Ambulance or emergency medical services	Similar	88%	225	305	27
Fire services	Similar	92%	161	333	52
Fire prevention and education	Similar	82%	106	278	63
Emergency preparedness (services that prepare the community for na..	Similar	80%	41	279	86
Preservation of natural areas (open space, farmlands, and greenbelts)	Similar	69%	73	258	72
McKinney open space	Similar	67%	93	249	63
Recycling	Similar	79%	177	323	46
Yard waste pick-up	Similar	79%	122	263	54
City parks	Similar	84%	129	298	57
Recreation programs or classes	Similar	76%	115	296	62
































<b>Please rate the quality of each of the following services in McKinney.</b>	Recreation centers or facilities	Similar	76%	82	271	70
	Health services	Higher	83%	41	234	83
	Public library services	Similar	91%	71	297	77
	Overall customer service by McKinney employees (police, receptionist..	Similar	85%	63	354	83
<b>Please rate the following categories of McKinney government performance.</b>	The value of services for the taxes paid to McKinney	Similar	64%	81	360	78
	The overall direction that McKinney is taking	Higher	75%	36	311	89
	The job McKinney government does at welcoming resident involvement	Higher	68%	25	312	92
	Overall confidence in McKinney government	Higher	73%	11	273	96
	Generally acting in the best interest of the community	Higher	75%	10	277	97
	Being honest	Higher	76%	13	269	96
	Being open and transparent to the public	Higher	72%	4	60	94
	Informing residents about issues facing the community	Higher	67%	7	64	90
	Treating all residents fairly	Higher	72%	12	272	96
	Treating residents with respect	Higher	81%	4	59	94
<b>Overall, how would you rate the quality of the services provided by each ..</b>	The City of McKinney	Similar	83%	75	363	80
	The Federal Government	Similar	41%	102	257	61
<b>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.</b>	Overall economic health of McKinney	Similar	91%	21	249	92
	Overall quality of the transportation system (auto, bicycle, foot, bus) i..	Similar	77%	108	249	57
	Overall design or layout of McKinney's residential and commercial are..	Higher	83%	28	249	89
	Overall quality of the utility infrastructure in McKinney (water, sewer,..	Similar	85%	22	59	63
	Overall feeling of safety in McKinney	Similar	89%	58	249	77
	Overall quality of natural environment in McKinney	Similar	89%	49	249	81
	Overall quality of parks and recreation opportunities	Similar	84%	8	59	87
	Overall health and wellness opportunities in McKinney	Similar	77%	82	248	67
	Overall opportunities for education, culture, and the arts	Similar	78%	120	249	52
	Residents' connection and engagement with their community	Similar	72%	188	250	25
<b>In general, how many times do you:</b>	Access the internet from your home using a computer, laptop, or table..	Similar	97%	14	59	77
	Access the internet from your cell phone	Similar	97%	1	59	99
	Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	Similar	84%	6	59	90
	Use or check email	Similar	98%	12	59	80
	Share your opinions online	Similar	39%	7	59	89
































<b>In general, how many times do you:</b>	Shop online	Higher	66%	4	59	94
	Would you say that in general your health is:	Similar	77%	22	258	92
	What impact, if any, do you think the economy will have on your family..	Higher	43%	24	261	91
































## Complete set of frequencies

This dashboard contains a complete set of responses to each question on the survey. By default, "Don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.
































Please rate each of the following aspects of quality of life in McKinney.	Question	Rating	Frequency	
			Percentage	Count
McKinney as a place to live	McKinney as a place to live	Excellent	59%	10
		Good	36%	6
		Fair	4%	1
		Poor	1%	0
Your neighborhood as a place to live	Your neighborhood as a place to live	Excellent	45%	8
		Good	48%	9
		Fair	6%	1
		Poor	2%	0
McKinney as a place to raise children	McKinney as a place to raise children	Excellent	63%	12
		Good	30%	6
		Fair	5%	1
		Poor	2%	0
McKinney as a place to work	McKinney as a place to work	Excellent	35%	7
		Good	35%	7
		Fair	23%	4
		Poor	7%	1
McKinney as a place to visit	McKinney as a place to visit	Excellent	37%	7
		Good	39%	8
		Fair	20%	4
		Poor	4%	1
McKinney as a place to retire	McKinney as a place to retire	Excellent	38%	7
		Good	36%	7
		Fair	19%	4
		Poor	7%	1
The overall quality of life in McKinney	The overall quality of life in McKinney	Excellent	45%	8
		Good	48%	9
		Fair	5%	1
		Poor	2%	0

<b>Please rate each of the following aspects of quality of life in McKinney.</b>	Sense of community	Excellent		31%
		Good		40%
		Fair		23%
		Poor		5%
<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Overall economic health of McKinney	Excellent		32%
		Good		54%
		Fair		12%
		Poor		2%
Overall quality of the transportation system (auto, bicycle, foot, bus) in McKinney	Excellent		11%	
	Good		34%	
	Fair		35%	
	Poor		20%	
Overall design or layout of McKinney's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Excellent		26%	
	Good		49%	
	Fair		21%	
	Poor		4%	
Overall quality of the utility infrastructure in McKinney (water, sewer, storm water, electric, gas)	Excellent		35%	
	Good		48%	
	Fair		14%	
	Poor		3%	
Overall feeling of safety in McKinney	Excellent		38%	
	Good		48%	
	Fair		11%	
	Poor		2%	
Overall quality of natural environment in McKinney	Excellent		33%	
	Good		49%	
	Fair		14%	
	Poor		4%	
Overall quality of parks and recreation opportunities	Excellent		47%	
	Good		35%	
	Fair		15%	

<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Overall quality of parks and recreation opportunities	Poor		3%
	Overall health and wellness opportunities in McKinney	Excellent		32%
		Good		50%
		Fair		13%
		Poor		5%
	Overall opportunities for education, culture, and the arts	Excellent		26%
		Good		50%
		Fair		19%
		Poor		5%
	Residents' connection and engagement with their community	Excellent		21%
		Good		42%
		Fair		32%
		Poor		6%
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in McKinney to someone who asks	Very likely		66%
		Somewhat likely		27%
		Somewhat unlikely		4%
		Very unlikely		2%
	Remain in McKinney for the next five years	Very likely		63%
		Somewhat likely		27%
		Somewhat unlikely		7%
		Very unlikely		4%
<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	Very safe		80%
		Somewhat safe		16%
		Neither safe nor unsafe		1%
		Somewhat unsafe		3%
		Very unsafe		0%
	In McKinney's downtown/commercial area during the day	Very safe		73%
		Somewhat safe		21%
		Neither safe nor unsafe		3%
		Somewhat unsafe		2%
		Very unsafe		1%

<b>Please rate how safe or unsafe you feel:</b>	From property crime	Very safe		42%
		Somewhat safe		42%
		Neither safe nor unsafe		7%
		Somewhat unsafe		6%
		Very unsafe		3%
	From violent crime	Very safe		62%
		Somewhat safe		31%
		Neither safe nor unsafe		6%
		Somewhat unsafe		2%
	From fire, flood, or other natural disaster	Very safe		54%
		Somewhat safe		34%
		Neither safe nor unsafe		9%
		Somewhat unsafe		2%
		Very unsafe		0%
	<b>Please rate the job you feel the McKinney community does at each of the following.</b>	Making all residents feel welcome	Excellent	
Good				55%
Fair				15%
Poor				3%
Attracting people from diverse backgrounds		Excellent		25%
		Good		51%
		Fair		16%
		Poor		8%
Valuing/respecting residents from diverse backgrounds		Excellent		29%
		Good		48%
		Fair		17%
		Poor		6%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)		Excellent		24%
		Good		43%
		Fair		28%
		Poor		5%
<b>Please rate each of the following</b>	Overall quality of business and service	Excellent		33%



<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Overall quality of business and service establishments in McKinney	Good		56%
		Fair		9%
		Poor		2%
Variety of business and service establishments in McKinney	Excellent		29%	
	Good		48%	
	Fair		20%	
	Poor		4%	
Vibrancy of downtown/commercial area	Excellent		42%	
	Good		44%	
	Fair		12%	
	Poor		2%	
Employment opportunities	Excellent		22%	
	Good		39%	
	Fair		28%	
	Poor		11%	
Shopping opportunities	Excellent		30%	
	Good		40%	
	Fair		25%	
	Poor		6%	
Cost of living in McKinney	Excellent		11%	
	Good		40%	
	Fair		37%	
	Poor		12%	
Overall image or reputation of McKinney	Excellent		39%	
	Good		49%	
	Fair		10%	
	Poor		2%	
<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Traffic flow on major streets	Excellent		17%
		Good		49%
		Fair		23%
		Poor		11%
































Please rate each of the following characteristics as they relate to McKinney as a whole.










Please rate each of the following characteristics as they relate to McKinney as a whole.
































Well-designed neighborhoods	Poor		6%
Preservation of the historical or cultural character of the community	Excellent		31%
	Good		48%
	Fair		15%
	Poor		6%
Public places where people want to spend time	Excellent		23%
	Good		51%
	Fair		21%
	Poor		5%
Variety of housing options	Excellent		23%
	Good		41%
	Fair		26%
	Poor		10%
Availability of affordable quality housing	Excellent		11%
	Good		39%
	Fair		33%
	Poor		18%
Overall quality of new development in McKinney	Excellent		26%
	Good		51%
	Fair		16%
	Poor		7%
Overall appearance of McKinney	Excellent		39%
	Good		52%
	Fair		7%
	Poor		2%
Cleanliness of McKinney	Excellent		40%
	Good		50%
	Fair		7%
	Poor		3%
Water resources (beaches, lakes, ponds, riverways, etc.)	Excellent		19%
	Good		40%
































Please rate each of the following characteristics as they relate to McKinney as a whole.

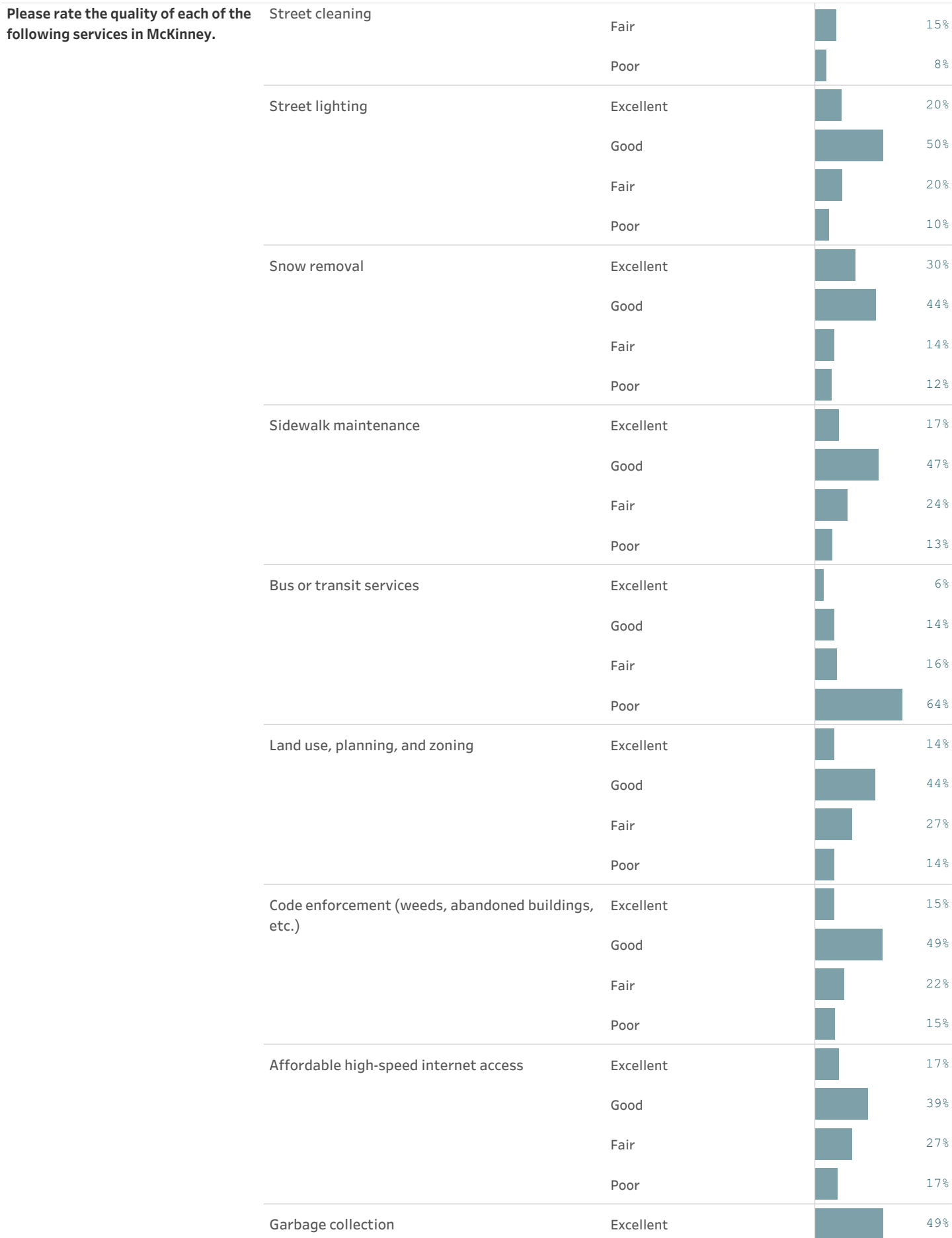
Water resources (beaches, lakes, ponds, riverways, etc.)	Fair		30%
	Poor		11%
Air quality	Excellent		32%
	Good		57%
	Fair		8%
	Poor		3%
Availability of paths and walking trails	Excellent		32%
	Good		39%
	Fair		24%
	Poor		6%
Fitness opportunities (including exercise classes and paths or trails, etc.)	Excellent		29%
	Good		46%
	Fair		17%
	Poor		8%
Recreational opportunities	Excellent		25%
	Good		46%
	Fair		21%
	Poor		8%
Availability of affordable quality food	Excellent		34%
	Good		47%
	Fair		14%
	Poor		6%
Availability of affordable quality health care	Excellent		28%
	Good		46%
	Fair		19%
	Poor		7%
Availability of preventive health services	Excellent		31%
	Good		43%
	Fair		21%
	Poor		4%
Availability of affordable quality mental health	Excellent		23%

Please rate each of the following characteristics as they relate to McKinney as a whole.

Availability of affordable quality mental health care	Good		39%
	Fair		22%
	Poor		16%
Opportunities to attend cultural/arts/music activities	Excellent		21%
	Good		38%
	Fair		30%
	Poor		12%
Community support for the arts	Excellent		26%
	Good		40%
	Fair		24%
	Poor		10%
Availability of affordable quality childcare/preschool	Excellent		20%
	Good		50%
	Fair		20%
	Poor		10%
K-12 education	Excellent		33%
	Good		52%
	Fair		11%
	Poor		3%
Adult educational opportunities	Excellent		23%
	Good		51%
	Fair		18%
	Poor		8%
Sense of civic/community pride	Excellent		31%
	Good		41%
	Fair		22%
	Poor		6%
Neighborliness of residents in McKinney	Excellent		25%
	Good		46%
	Fair		23%
	Poor		6%

<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Opportunities to participate in social events and activities	Excellent		25%
		Good		43%
		Fair		24%
		Poor		8%
	Opportunities to attend special events and festivals	Excellent		28%
		Good		41%
		Fair		21%
		Poor		9%
	Opportunities to volunteer	Excellent		30%
		Good		47%
		Fair		16%
		Poor		8%
	Opportunities to participate in community matters	Excellent		24%
		Good		46%
		Fair		21%
		Poor		9%
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		22%
		Good		42%
		Fair		25%
		Poor		11%
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of McKinney (in-person, phone, email, or web) for help or information	No		57%
		Yes		43%
	Contacted McKinney elected officials (in-person, phone, email, or web) to express your opinion	No		87%
		Yes		13%
	Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HO..	No		86%
		Yes		14%
	Watched (online or on television) a local public meeting	No		78%
		Yes		22%
	Volunteered your time to some group/activity in McKinney	No		72%
		Yes		28%
	Campaigned or advocated for a local issue, cause,	No		84%
































<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Campaigned or advocated for a local issue, cause, or candidate	Yes		16%
	Voted in your most recent local election	No		23%
		Yes		77%
	Used bus, rail, subway, or other public transportation instead of driving	No		97%
		Yes		3%
	Carpooled with other adults or children instead of driving alone	No		67%
		Yes		33%
Walked or biked instead of driving	No		49%	
	Yes		51%	
<b>Please rate the quality of each of the following services in McKinney.</b>	Public information services	Excellent		18%
		Good		59%
		Fair		17%
		Poor		6%
	Economic development	Excellent		22%
		Good		54%
		Fair		17%
		Poor		7%
	Traffic enforcement	Excellent		16%
		Good		57%
		Fair		19%
		Poor		7%
	Traffic signal timing	Excellent		13%
		Good		47%
		Fair		28%
		Poor		12%
Street repair	Excellent		14%	
	Good		49%	
	Fair		27%	
	Poor		10%	
Street cleaning	Excellent		25%	
	Good		51%	





Please rate the quality of each of the following services in McKinney.			
Garbage collection	Good		39%
	Fair		7%
	Poor		4%
Drinking water	Excellent		38%
	Good		40%
	Fair		14%
	Poor		8%
Sewer services	Excellent		44%
	Good		45%
	Fair		7%
	Poor		4%
Storm water management (storm drainage, dams, levees, etc.)	Excellent		39%
	Good		48%
	Fair		8%
	Poor		6%
Power (electric and/or gas) utility	Excellent		39%
	Good		49%
	Fair		7%
	Poor		5%
Utility billing	Excellent		34%
	Good		43%
	Fair		17%
	Poor		6%
Police/Sheriff services	Excellent		41%
	Good		49%
	Fair		5%
	Poor		5%
Crime prevention	Excellent		29%
	Good		52%
	Fair		13%
	Poor		6%

Please rate the quality of each of the following services in McKinney.

Animal control	Excellent		27%
	Good		46%
	Fair		15%
	Poor		11%
Ambulance or emergency medical services	Excellent		36%
	Good		52%
	Fair		5%
	Poor		7%
Fire services	Excellent		51%
	Good		41%
	Fair		4%
	Poor		4%
Fire prevention and education	Excellent		37%
	Good		44%
	Fair		13%
	Poor		6%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Excellent		27%
	Good		52%
	Fair		13%
	Poor		8%
Preservation of natural areas (open space, farmlands, and greenbelts)	Excellent		26%
	Good		43%
	Fair		19%
	Poor		11%
McKinney open space	Excellent		23%
	Good		44%
	Fair		23%
	Poor		11%
Recycling	Excellent		30%
	Good		48%
	Fair		14%

Please rate the quality of each of the following services in McKinney.			
Recycling	Poor		7%
	Excellent		35%
	Good		43%
	Fair		11%
Yard waste pick-up	Poor		10%
	Excellent		40%
	Good		44%
	Fair		11%
City parks	Poor		6%
	Excellent		29%
	Good		48%
	Fair		14%
Recreation programs or classes	Poor		10%
	Excellent		32%
	Good		45%
	Fair		15%
Recreation centers or facilities	Poor		9%
	Excellent		30%
	Good		53%
	Fair		11%
Health services	Poor		6%
	Excellent		50%
	Good		41%
	Fair		6%
Public library services	Poor		3%
	Excellent		37%
	Good		49%
	Fair		12%
Overall customer service by McKinney employees (police, receptionists, planners, etc.)	Poor		3%
	Excellent		16%
	Good		48%
	Fair		12%
Please rate the following categories of McKinney government performance.	The value of services for the taxes paid to McKinney	Excellent	16%
		Good	48%

Please rate the following categories of McKinney government performance.	Category	Rating	Percentage	
			Bar	Value
The value of services for the taxes paid to McKinney		Fair		27%
		Poor		9%
The overall direction that McKinney is taking		Excellent		21%
		Good		54%
		Fair		17%
		Poor		8%
The job McKinney government does at welcoming resident involvement		Excellent		22%
		Good		46%
		Fair		23%
		Poor		9%
Overall confidence in McKinney government		Excellent		24%
		Good		48%
		Fair		21%
		Poor		6%
Generally acting in the best interest of the community		Excellent		30%
		Good		45%
		Fair		17%
		Poor		8%
Being honest		Excellent		30%
		Good		46%
		Fair		17%
		Poor		7%
Being open and transparent to the public		Excellent		29%
		Good		43%
		Fair		19%
		Poor		10%
Informing residents about issues facing the community		Excellent		29%
		Good		38%
		Fair		22%
		Poor		11%
Treating all residents fairly		Excellent		32%

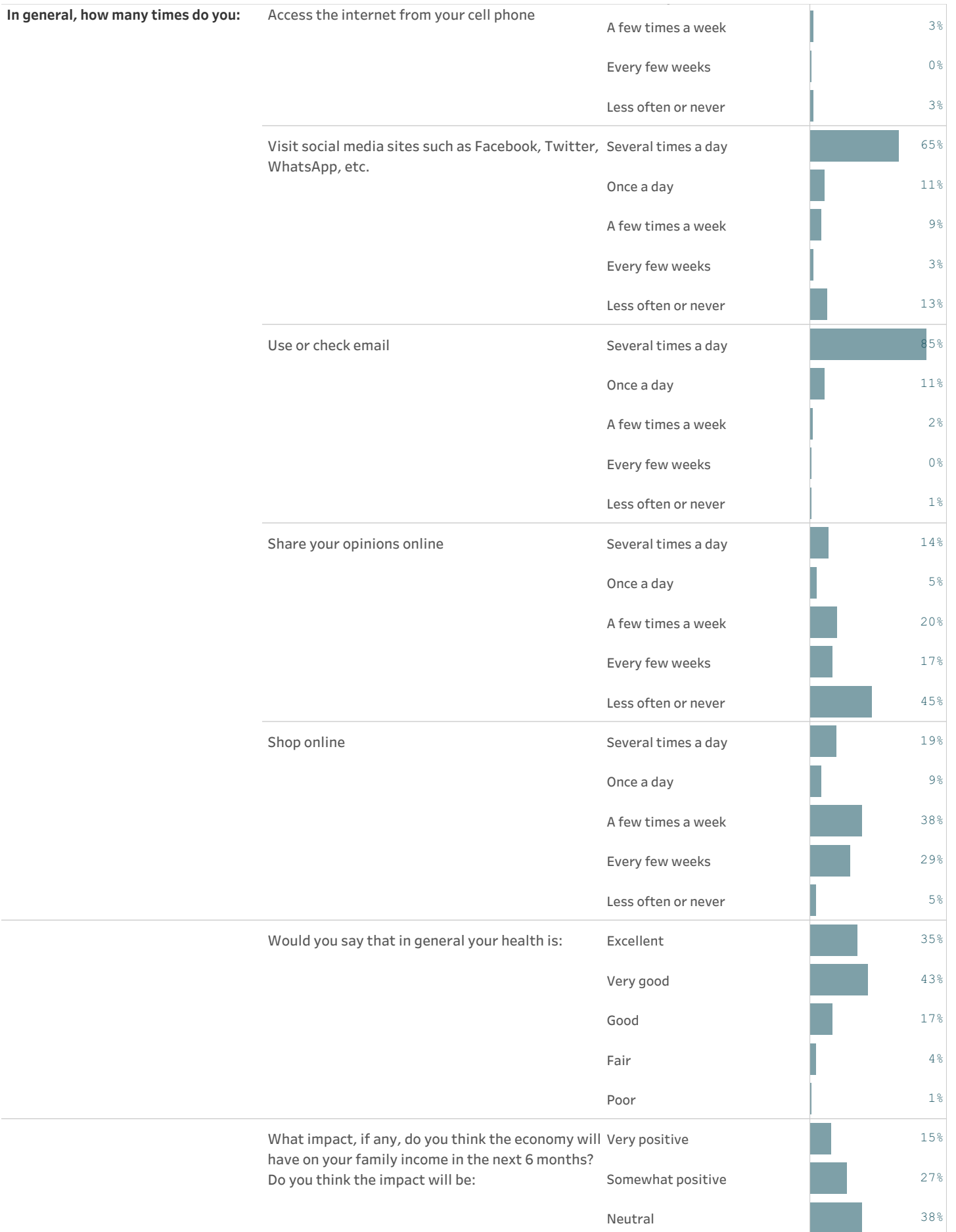
<b>Please rate the following categories of McKinney government performance.</b>	Treating all residents fairly	Good		41%
		Fair		20%
		Poor		7%
	Treating residents with respect	Excellent		34%
		Good		47%
		Fair		15%
Poor			5%	
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of McKinney	Excellent		30%
		Good		52%
		Fair		14%
		Poor		3%
	The Federal Government	Excellent		8%
		Good		33%
		Fair		39%
		Poor		20%
<b>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.</b>	Overall economic health of McKinney	Essential		58%
		Very important		33%
		Somewhat important		9%
	Overall quality of the transportation system (auto, bicycle, foot, bus) in McKinney	Essential		35%
		Very important		42%
		Somewhat important		22%
		Not at all important		1%
	Overall design or layout of McKinney's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Essential		38%
		Very important		46%
		Somewhat important		16%
		Not at all important		0%
	Overall quality of the utility infrastructure in McKinney (water, sewer, storm water, electric, gas)	Essential		52%
Very important			34%	
Somewhat important			14%	
Not at all important			0%	
Overall feeling of safety in McKinney	Essential		66%	

<b>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.</b>	Overall feeling of safety in McKinney	Very important		23%
		Somewhat important		11%
		Not at all important		0%
	Overall quality of natural environment in McKinney	Essential		41%
		Very important		48%
		Somewhat important		9%
		Not at all important		2%
	Overall quality of parks and recreation opportunities	Essential		37%
		Very important		47%
Somewhat important			16%	
Not at all important			0%	
Overall health and wellness opportunities in McKinney	Essential		34%	
	Very important		43%	
	Somewhat important		21%	
	Not at all important		2%	
Overall opportunities for education, culture, and the arts	Essential		35%	
	Very important		43%	
	Somewhat important		20%	
	Not at all important		2%	
Residents' connection and engagement with their community	Essential		26%	
	Very important		46%	
	Somewhat important		27%	
	Not at all important		1%	
<b>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:</b>	City website ( <a href="http://www.mckinneytexas.org">www.mckinneytexas.org</a> )	Major source		79%
		Minor source		16%
		Not a source		5%
	Local newspapers	Major source		27%
		Minor source		44%
		Not a source		29%
	City electronic newsletter	Major source		36%
		Minor source		41%

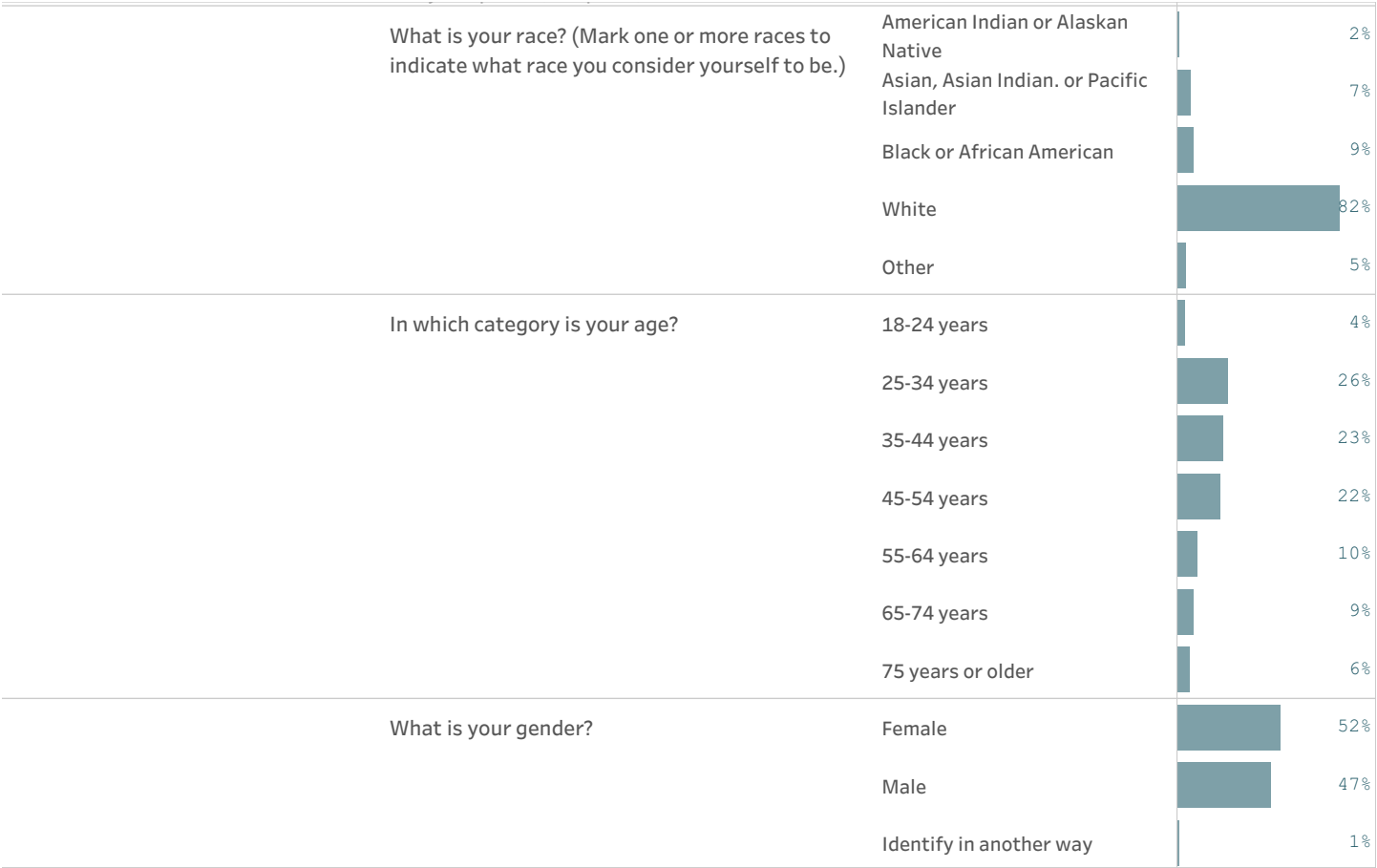
<b>Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:</b>	City electronic newsletter	Not a source		23%
	City communications via social media (Facebook, Twitter, YouTube, Instagram, Nextdoor)	Major source		46%
		Minor source		33%
		Not a source		20%
	City Council meetings and other public meetings (in person or watching on TV or online)	Major source		29%
		Minor source		40%
		Not a source		32%
	City online annual report	Major source		30%
		Minor source		38%
		Not a source		32%
	Talking with City officials	Major source		26%
		Minor source		39%
		Not a source		35%
	Water bill inserts	Major source		23%
		Minor source		40%
Not a source			37%	
Word-of-mouth	Major source		28%	
	Minor source		46%	
	Not a source		26%	
Homeowner's Association communications	Major source		30%	
	Minor source		36%	
	Not a source		34%	
<b>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:</b>	Expanded hike and bike trail system	High priority		40%
		Medium priority		43%
		Not a priority		17%
	Purchasing high-quality land outside of the floodplain for new parks and park facilities	High priority		47%
		Medium priority		41%
		Not a priority		12%
	Outdoor entertainment venue	High priority		34%
		Medium priority		50%
		Not a priority		16%

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:				
Retail, restaurant and entertainment options	High priority			55%
	Medium priority			38%
	Not a priority			7%
Outdoor/adventure activities (e.g., zip line, wake boarding)	High priority			35%
	Medium priority			39%
	Not a priority			26%
Creating/preserving open lands	High priority			55%
	Medium priority			40%
	Not a priority			5%
Performing arts centers	High priority			26%
	Medium priority			55%
	Not a priority			19%
Recreational tourism projects (e.g., water park, wave pool, whitewater rafting, dedicated triathlon course)	High priority			25%
	Medium priority			50%
	Not a priority			25%
Tournament-grade destination sports complex (e.g., outdoor and indoor competition training fields, training facilities, on-site hotels)	High priority			26%
	Medium priority			40%
	Not a priority			34%
Municipal golf course	High priority			14%
	Medium priority			33%
	Not a priority			53%
How visible is the McKinney Police Department in your neighborhood and throughout the City (marked cars, foot, bike, or mounted patrols)?	Very visible			42%
	Somewhat visible			47%
	Not at all visible			10%
In general, how many times do you:	Access the internet from your home using a computer, laptop, or tablet computer	Several times a day		88%
		Once a day		5%
		A few times a week		4%
		Every few weeks		0%
		Less often or never		2%
Access the internet from your cell phone	Several times a day			93%
	Once a day			2%





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:	Somewhat negative		15%
	Very negative		4%
How many years have you lived in McKinney?	Less than 2 years		22%
	2-5 years		23%
	6-10 years		24%
	11-20 years		19%
	More than 20 years		11%
Which best describes the building you live in?	One family house detached from any other houses		76%
	Building with two or more homes (duplex, townhome, apa..		24%
	Other		1%
Do you rent or own your home?	Rent		33%
	Own		67%
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)?	Less than \$500		2%
	\$500 to \$999		9%
	\$1,000 to \$1,499		18%
	\$1,500 to \$1,999		28%
	\$2,000 to \$2,499		21%
	\$2,500 to \$2,999		10%
	\$3,000 to \$3,499		6%
	\$3,500 or more		6%
Do any children 17 or under live in your household?	No		53%
	Yes		47%
Are you or any other members of your household aged 65 or older?	No		80%
	Yes		20%
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.)	Less than \$25,000		7%
	\$25,000 to \$49,999		8%
	\$50,000 to \$74,999		12%
	\$75,000 to \$99,999		13%
	\$100,000 to \$149,999		33%
	\$150,000 or more		27%
Are you Spanish, Hispanic, or Latino?	No, not Spanish, Hispanic, or Latino		100%



## Comparison of Responses by Respondent Characteristics

This dashboard allows the user to specify which demographics to include in the table using the dropdown menu below. Responses have been summarized to show only the proportion of respondents giving a positive answer; for example, the percent of respondents who rated the quality of life as excellent or good.

In the “Statistical significance” tab, you will find a tool to help determine the threshold values for statistically significant differences between groups.

		District 1	District 2	District 3	District 4
<b>Please rate each of the following aspects of quality of life in McKinney.</b>	McKinney as a place to live	98%	96%	95%	92%
	Your neighborhood as a place to live	95%	93%	90%	93%
	McKinney as a place to raise children	97%	94%	91%	93%
	McKinney as a place to work	65%	58%	76%	81%
	McKinney as a place to visit	77%	75%	77%	76%
	McKinney as a place to retire	67%	78%	79%	70%
	The overall quality of life in McKinney	96%	96%	91%	90%
	Sense of community	67%	75%	80%	63%
<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Overall economic health of McKinney	79%	91%	83%	87%
	Overall quality of the transportation system (auto, bicycle, foot, bus) in McKinney	28%	46%	49%	51%
	Overall design or layout of McKinney’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	57%	81%	78%	80%
	Overall quality of the utility infrastructure in McKinney (water, sewer, storm water, electric, gas)	66%	85%	87%	88%
	Overall feeling of safety in McKinney	78%	90%	88%	85%
	Overall quality of natural environment in McKinney	81%	85%	82%	79%
	Overall quality of parks and recreation opportunities	81%	75%	91%	85%
	Overall health and wellness opportunities in McKinney	79%	80%	84%	86%
	Overall opportunities for education, culture, and the arts	69%	83%	76%	73%
	Residents’ connection and engagement with their community	56%	63%	69%	61%
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in McKinney to someone who asks	91%	96%	96%	89%
	Remain in McKinney for the next five years	79%	94%	92%	89%

<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	99%	97%	94%	92%
	In McKinney's downtown/commercial area during the day	94%	99%	92%	90%
	From property crime	87%	80%	85%	85%
	From violent crime	96%	92%	94%	87%
	From fire, flood, or other natural disaster	80%	89%	92%	91%
<b>Please rate the job you feel the McKinney community does at each of the following.</b>	Making all residents feel welcome	75%	86%	88%	78%
	Attracting people from diverse backgrounds	73%	73%	84%	75%
	Valuing/respecting residents from diverse backgrounds	74%	73%	90%	74%
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	66%	60%	79%	69%
<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Overall quality of business and service establishments in McKinney	97%	87%	91%	83%
	Variety of business and service establishments in McKinney	80%	74%	82%	73%
	Vibrancy of downtown/commercial area	93%	85%	83%	84%
	Employment opportunities	61%	61%	60%	62%
	Shopping opportunities	82%	59%	71%	73%
	Cost of living in McKinney	31%	51%	64%	54%
	Overall image or reputation of McKinney	88%	90%	85%	87%
<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Traffic flow on major streets	58%	78%	65%	56%
	Ease of public parking	66%	68%	63%	63%
	Ease of travel by car in McKinney	85%	89%	81%	78%
	Ease of travel by public transportation in McKinney	26%	7%	15%	21%
	Ease of travel by bicycle in McKinney	36%	49%	53%	43%
	Ease of walking in McKinney	61%	69%	59%	68%
	Well-planned residential growth	82%	74%	76%	71%
	Well-planned commercial growth	51%	65%	74%	65%
	Well-designed neighborhoods	65%	79%	78%	79%
	Preservation of the historical or cultural character of the community	86%	76%	84%	74%
	Public places where people want to spend time	81%	69%	77%	73%

<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Variety of housing options	58%	66%	67%	66%
	Availability of affordable quality housing	33%	48%	62%	52%
	Overall quality of new development in McKinney	80%	78%	81%	72%
	Overall appearance of McKinney	97%	88%	92%	88%
	Cleanliness of McKinney	96%	90%	88%	87%
	Water resources (beaches, lakes, ponds, riverways, etc.)	52%	57%	66%	59%
	Air quality	86%	94%	92%	84%
	Availability of paths and walking trails	66%	65%	82%	71%
	Fitness opportunities (including exercise classes and paths or trails, etc.)	69%	70%	85%	73%
	Recreational opportunities	58%	68%	78%	75%
	Availability of affordable quality food	77%	82%	85%	78%
	Availability of affordable quality health care	65%	78%	73%	80%
	Availability of preventive health services	72%	71%	77%	79%
	Availability of affordable quality mental health care	46%	65%	78%	59%
	Opportunities to attend cultural/arts/music activities	66%	50%	58%	66%
	Community support for the arts	73%	60%	67%	67%
	Availability of affordable quality childcare/preschool	73%	65%	76%	68%
	K-12 education	77%	86%	92%	85%
	Adult educational opportunities	88%	69%	81%	66%
	<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Sense of civic/community pride	64%	76%	71%
Neighborliness of residents in McKinney		75%	66%	76%	70%
Opportunities to participate in social events and activities		79%	62%	67%	68%
Opportunities to attend special events and festivals		73%	61%	73%	73%
Opportunities to volunteer		77%	72%	84%	77%
Opportunities to participate in community matters		76%	65%	74%	68%
Openness and acceptance of the community toward people of diverse backgrounds		43%	59%	78%	74%
Contacted the City of McKinney (in-person, phone, email, or web) for help or information		49%	42%	42%	40%

<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted McKinney elected officials (in-person, phone, email, or web) to express your opinion	13%	15%	9%	15%
	Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town h..	16%	14%	13%	11%
	Watched (online or on television) a local public meeting	35%	16%	20%	22%
	Volunteered your time to some group/activity in McKinney	29%	32%	31%	18%
	Campaigned or advocated for a local issue, cause, or candidate	23%	16%	14%	11%
	Voted in your most recent local election	71%	75%	75%	85%
	Used bus, rail, subway, or other public transportation instead of driving	4%	1%	2%	4%
	Carpooled with other adults or children instead of driving alone	25%	35%	33%	36%
	Walked or biked instead of driving	69%	52%	41%	45%
<b>Please rate the quality of each of the following services in McKinney.</b>	Public information services	81%	76%	75%	77%
	Economic development	76%	70%	83%	76%
	Traffic enforcement	76%	68%	78%	77%
	Traffic signal timing	58%	62%	57%	63%
	Street repair	49%	68%	67%	63%
	Street cleaning	72%	84%	72%	75%
	Street lighting	77%	76%	59%	66%
	Snow removal	63%	78%	97%	55%
	Sidewalk maintenance	60%	67%	60%	67%
	Bus or transit services	19%	17%	22%	23%
	Land use, planning, and zoning	61%	56%	57%	61%
	Code enforcement (weeds, abandoned buildings, etc.)	57%	62%	63%	70%
	Affordable high-speed internet access	40%	58%	63%	59%
	Garbage collection	86%	95%	90%	82%
	Drinking water	74%	78%	85%	74%
	Sewer services	82%	94%	92%	84%
Storm water management (storm drainage, dams, levees, etc.)	88%	92%	81%	84%	
Power (electric and/or gas) utility	88%	90%	92%	83%	

<b>Please rate the quality of each of the following services in McKinney.</b>	Utility billing	67%	82%	84%	73%
	Police/Sheriff services	93%	94%	90%	85%
	Crime prevention	88%	81%	84%	74%
	Animal control	75%	74%	78%	68%
	Ambulance or emergency medical services	84%	99%	86%	79%
	Fire services	96%	98%	89%	84%
	Fire prevention and education	89%	86%	88%	69%
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	94%	83%	81%	65%
	Preservation of natural areas (open space, farmlands, and greenbelts)	73%	73%	72%	60%
	McKinney open space	53%	74%	75%	61%
	Recycling	82%	76%	88%	72%
	Yard waste pick-up	72%	82%	90%	71%
	City parks	90%	82%	90%	78%
	Recreation programs or classes	84%	72%	86%	67%
	Recreation centers or facilities	76%	72%	84%	75%
	Health services	82%	84%	84%	83%
	Public library services	95%	92%	91%	87%
	Overall customer service by McKinney employees (police, receptionists, planners, etc.)	76%	84%	90%	88%
	<b>Please rate the following categories of McKinney government performance.</b>	The value of services for the taxes paid to McKinney	63%	63%	64%
The overall direction that McKinney is taking		78%	78%	79%	68%
The job McKinney government does at welcoming resident involvement		71%	67%	67%	69%
Overall confidence in McKinney government		66%	79%	74%	68%
Generally acting in the best interest of the community		76%	80%	73%	72%
Being honest		79%	79%	75%	71%
Being open and transparent to the public		77%	79%	68%	64%
Informing residents about issues facing the community		67%	70%	71%	62%
Treating all residents fairly		54%	76%	79%	74%



	Treating residents with respect	78%	84%	84%	75%
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of McKinney	76%	87%	83%	82%
	The Federal Government	35%	50%	34%	40%
<b>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.</b>	Overall economic health of McKinney	83%	97%	89%	90%
	Overall quality of the transportation system (auto, bicycle, foot, bus) in McKinney	83%	70%	75%	82%
	Overall design or layout of McKinney’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	71%	87%	89%	83%
	Overall quality of the utility infrastructure in McKinney (water, sewer, storm water, electric, gas)	70%	87%	87%	92%
	Overall feeling of safety in McKinney	86%	90%	86%	92%
	Overall quality of natural environment in McKinney	89%	89%	85%	94%
	Overall quality of parks and recreation opportunities	72%	91%	76%	89%
	Overall health and wellness opportunities in McKinney	65%	79%	77%	83%
	Overall opportunities for education, culture, and the arts	71%	80%	81%	79%
	Residents’ connection and engagement with their community	73%	72%	65%	77%
<b>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:</b>	City website (www.mckinneytexas.org)	91%	95%	96%	97%
	Local newspapers	83%	67%	68%	69%
	City electronic newsletter	86%	72%	66%	85%
	City communications via social media (Facebook, Twitter, YouTube, Instagram, Nextdoor)	76%	80%	76%	85%
	City Council meetings and other public meetings (in person or watching on TV or online)	83%	59%	65%	72%
	City online annual report	85%	59%	66%	69%
	Talking with City officials	81%	60%	59%	64%
	Water bill inserts	57%	61%	61%	72%
	Word-of-mouth	82%	69%	72%	76%
	Homeowner’s Association communications	41%	81%	58%	73%
<b>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:</b>	Expanded hike and bike trail system	88%	79%	83%	83%
	Purchasing high-quality land outside of the floodplain for new parks and park facilities	89%	87%	86%	89%
	Outdoor entertainment venue	76%	86%	87%	83%
	Retail, restaurant and entertainment options	84%	96%	95%	95%

<b>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:</b>	Outdoor/adventure activities (e.g., zip line, wake boarding)	77%	66%	79%	76%
	Creating/preserving open lands	93%	93%	93%	99%
	Performing arts centers	89%	73%	84%	82%
	Recreational tourism projects (e.g., water park, wave pool, whitewater rafting, dedicated triathlon course)	76%	68%	80%	81%
	Tournament-grade destination sports complex (e.g., outdoor and indoor competition training fields, training facilities, on-sit..	63%	67%	66%	68%
	Municipal golf course	54%	46%	40%	51%
	How visible is the McKinney Police Department in your neighborhood and throughout the City (marked cars, foot, bike,..	94%	85%	95%	87%
<b>In general, how many times do you:</b>	Access the internet from your home using a computer, laptop, or tablet computer	94%	99%	98%	97%
	Access the internet from your cell phone	100%	97%	97%	96%
	Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	76%	91%	88%	79%
	Use or check email	99%	100%	98%	95%
	Share your opinions online	51%	51%	23%	27%
	Shop online	50%	73%	66%	67%
	Would you say that in general your health is:	84%	78%	70%	77%
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 wi..	34%	51%	36%	44%	

## Statistical significance thresholds

Below you may select a demographic to find the thresholds for statistically significant differences between groups (i.e. the minimum difference between groups to be considered statistically significant based on the sample sizes). Use the drop down menu to the right to select demographic dimensions. If there were no responses within a specific demographic option, that option will not appear in the dashboard.

### Area

	District 1	District 2	District 3	District 4
District 1		16%	16%	16%
District 2	16%		13%	13%
District 3	16%	13%		13%
District 4	16%	13%	13%	

## Full trends

This table contains the trends over time for the City of McKinney. The combined "percent positive" responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2018 and 2021 surveys is greater than seven percentage points, the change is statistically significant.

It is important to note that in 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

		2016	2017	2019	2021
<b>Please rate each of the following aspects of quality of life in McKinney.</b>	McKinney as a place to live	91%	94%	95%	
	Your neighborhood as a place to live	87%	88%	93%	
	McKinney as a place to raise children	91%	94%	93%	
	McKinney as a place to work	70%	73%	70%	
	McKinney as a place to visit	70%	73%	76%	
	McKinney as a place to retire	78%	72%	74%	
	The overall quality of life in McKinney	97%	90%	92%	93%
	Sense of community	72%	76%	71%	
<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Overall economic health of McKinney	80%	82%	86%	
	Overall quality of the transportation system (auto, bicycle, foot, bu..	80%	76%	45%	
	Overall design or layout of McKinney's residential and commercial ..	66%	74%	75%	
	Overall quality of the utility infrastructure in McKinney (water, se..			83%	
	Overall feeling of safety in McKinney	99%	93%	94%	86%
	Overall quality of natural environment in McKinney	81%	81%	82%	
	Overall quality of parks and recreation opportunities			82%	
	Overall health and wellness opportunities in McKinney	83%	85%	82%	
	Overall opportunities for education, culture, and the arts	79%	80%	76%	
	Residents' connection and engagement with their community			63%	
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in McKinney to someone who asks	90%	93%	93%	
	Remain in McKinney for the next five years	85%	88%	89%	

<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	98% 96% 97% 95%
	In McKinney's downtown/commercial area during the day	99% 96% 97% 94%
	From property crime	84%
	From violent crime	92%
	From fire, flood, or other natural disaster	88%
<b>Please rate the job you feel the McKinney community does at each of the following.</b>	Making all residents feel welcome	82%
	Attracting people from diverse backgrounds	76%
	Valuing/respecting residents from diverse backgrounds	77%
	Taking care of vulnerable residents (elderly, disabled, homeless, et..	68%
<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Overall quality of business and service establishments in McKinney	75% 81% 88%
	Variety of business and service establishments in McKinney	76%
	Vibrancy of downtown/commercial area	82% 84% 86%
	Employment opportunities	50% 58% 61%
	Shopping opportunities	61% 73% 70%
	Cost of living in McKinney	58% 51% 51%
	Overall image or reputation of McKinney	94% 88% 88% 88%
<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Traffic flow on major streets	59% 62% 56% 66%
	Ease of public parking	50% 53% 65%
	Ease of travel by car in McKinney	80% 77% 84%
	Ease of travel by public transportation in McKinney	19% 17% 17%
	Ease of travel by bicycle in McKinney	51% 52% 46%
	Ease of walking in McKinney	63% 67% 65%
	Well-planned residential growth	75%
	Well-planned commercial growth	65%
	Well-designed neighborhoods	76%
	Preservation of the historical or cultural character of the community	79%
	Public places where people want to spend time	72% 82% 74%

<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Variety of housing options	70%	71%	65%	
	Availability of affordable quality housing	54%	52%	49%	
	Overall quality of new development in McKinney	77%	79%	77%	
	Overall appearance of McKinney	87%	92%	91%	
	Cleanliness of McKinney	85%	90%	90%	
	Water resources (beaches, lakes, ponds, riverways, etc.)			59%	
	Air quality	84%	89%	89%	
	Availability of paths and walking trails	65%	71%	70%	
	Fitness opportunities (including exercise classes and paths or trail..	73%	79%	74%	
	Recreational opportunities	88%	74%	72%	71%
	Availability of affordable quality food	73%	78%	81%	
	Availability of affordable quality health care	79%	82%	75%	
	Availability of preventive health services	79%	83%	75%	
	Availability of affordable quality mental health care	67%	69%	62%	
	Opportunities to attend cultural/arts/music activities	55%	65%	59%	
	Community support for the arts			66%	
	Availability of affordable quality childcare/preschool	66%	67%	70%	
	K-12 education	86%	82%	85%	
	Adult educational opportunities	72%	70%	74%	
	Sense of civic/community pride			72%	
	Neighborliness of residents in McKinney	65%	72%	71%	
	Opportunities to participate in social events and activities	65%	72%	68%	
	Opportunities to attend special events and festivals	74%	80%	69%	
	Opportunities to volunteer	75%	78%	77%	
Opportunities to participate in community matters	73%	73%	70%		
Openness and acceptance of the community toward people of diver..	71%	74%	64%		
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of McKinney (in-person, phone, email, or web) fo..	47%	42%	43%	

<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted McKinney elected officials (in-person, phone, email, or w..	12%	10%	13%	
	Attended a local public meeting (of local elected officials like City C..	17%	16%	14%	
	Watched (online or on television) a local public meeting	18%	15%	22%	
	Volunteered your time to some group/activity in McKinney	40%	33%	28%	
	Campaigned or advocated for a local issue, cause, or candidate	24%	25%	16%	
	Voted in your most recent local election			77%	
	Used bus, rail, subway, or other public transportation instead of dr..			3%	
	Carpooled with other adults or children instead of driving alone	42%	36%	33%	
	Walked or biked instead of driving	49%	43%	51%	
<b>Please rate the quality of each of the following services in McKinney.</b>	Public information services	79%	78%	77%	
	Economic development	80%	71%	75%	76%
	Traffic enforcement	85%	76%	74%	
	Traffic signal timing	63%	63%	60%	
	Street repair	63%	60%	63%	
	Street cleaning	75%	69%	77%	
	Street lighting	69%	67%	70%	
	Snow removal			74%	
	Sidewalk maintenance	82%	65%	62%	64%
	Bus or transit services			20%	
	Land use, planning, and zoning	66%	67%	58%	
	Code enforcement (weeds, abandoned buildings, etc.)	79%	67%	69%	64%
	Affordable high-speed internet access			56%	
	Garbage collection	89%	85%	82%	89%
	Drinking water	85%	70%	67%	78%
	Sewer services	91%	88%	88%	89%
Storm water management (storm drainage, dams, levees, etc.)	90%	79%	82%	87%	
Power (electric and/or gas) utility	82%	86%	88%		

<b>Please rate the quality of each of the following services in McKinney.</b>	Utility billing	77%	79%	77%	
	Police/Sheriff services	90%	86%	90%	90%
	Crime prevention	88%	80%	81%	
	Animal control	86%	79%	82%	74%
	Ambulance or emergency medical services	99%	92%	88%	
	Fire services	96%	94%	92%	
	Fire prevention and education	85%	85%	82%	
	Emergency preparedness (services that prepare the community for..	72%	79%	80%	
	Preservation of natural areas (open space, farmlands, and greenbe..	64%	65%	69%	
	McKinney open space	65%	69%	67%	
	Recycling	88%	85%	83%	79%
	Yard waste pick-up	82%	78%	79%	
	City parks	93%	84%	87%	84%
	Recreation programs or classes	92%	78%	82%	76%
	Recreation centers or facilities	89%	73%	83%	76%
	Health services	83%	86%	83%	
	Public library services	97%	88%	89%	91%
	Overall customer service by McKinney employees (police, reception..	78%	88%	85%	
<b>Please rate the following categories of McKinney government performance.</b>	The value of services for the taxes paid to McKinney	50%	58%	64%	
	The overall direction that McKinney is taking	73%	75%	75%	
	The job McKinney government does at welcoming resident involve..	57%	69%	68%	
	Overall confidence in McKinney government	64%	71%	73%	
	Generally acting in the best interest of the community	67%	72%	75%	
	Being honest	64%	71%	76%	
	Being open and transparent to the public			72%	
	Informing residents about issues facing the community			67%	
	Treating all residents fairly	67%	72%	72%	



	Treating residents with respect	81%
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of McKinney	77% 88% 83%
	The Federal Government	44% 43% 41%
<b>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.</b>	Overall economic health of McKinney	92% 91%
	Overall quality of the transportation system (auto, bicycle, foot, bu..	82% 77%
	Overall design or layout of McKinney’s residential and commercial ..	82% 83%
	Overall quality of the utility infrastructure in McKinney (water, se..	85%
	Overall feeling of safety in McKinney	93% 89%
	Overall quality of natural environment in McKinney	90% 89%
	Overall quality of parks and recreation opportunities	84%
	Overall health and wellness opportunities in McKinney	80% 77%
	Overall opportunities for education, culture, and the arts	81% 78%
	Residents’ connection and engagement with their community	85% 87% 72%
<b>In general, how many times do you:</b>	Access the internet from your home using a computer, laptop, or ta..	97%
	Access the internet from your cell phone	97%
	Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	84%
	Use or check email	98%
	Share your opinions online	39%
	Shop online	66%
	Would you say that in general your health is:	64% 72% 77%
	What impact, if any, do you think the economy will have on your fa..	53% 41% 43%

## Methods (open participation)

As part of its participation in The National Community Survey™ (The NCST™), the City of McKinney conducted a survey of 2,400 residents. Survey invitations were mailed to randomly selected households and data were collected from January 4, 2021 to February 22, 2021. The results from this main survey effort represent the most robust estimate of your residents’ opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the City of McKinney. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and also a question about where they heard about the survey. The open participation survey was open to all city residents and became available on February 8, 2021. The survey remained open for two weeks and there were 456 responses.

























The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were statistically weighted to match the demographic characteristics of the 2010 Census and 2017 American Community Survey estimates for adults in the City of McKinney. The characteristics used for weighting were age, area, Hispanic origin, housing tenure, race, and sex. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.\* The results of the weighting scheme for the probability sample are presented in the following table.

































\* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

































		Unweighted	Weighted	Target*
Age	18-34	11%	29%	29%
	35-54	46%	45%	45%
	55+	43%	26%	26%
Area	Council District 1	21%	19%	19%
	Council District 2	22%	32%	32%
	Council District 3	38%	22%	22%
	Council District 4	20%	27%	27%
Hispanic origin	No, not Spanish, Hispanic, or Latino	91%	83%	83%
	Yes, I consider myself to be Spanish, Hispana..	9%	17%	17%
Housing tenure	Own	93%	67%	67%
	Rent	7%	33%	33%
Housing type	Attached	5%	24%	24%
	Detached	95%	76%	76%
Race & Hispanic origin	Not white alone	24%	36%	36%
	White alone, not Hispanic or Latino	76%	64%	64%
Sex	Female	59%	52%	52%
	Male	41%	48%	48%
Sex/age	Female 18-34	7%	14%	14%
	Female 35-54	30%	24%	24%
	Female 55+	21%	14%	14%
	Male 18-34	4%	15%	15%
	Male 35-54	16%	22%	22%
	Male 55+	21%	11%	11%

## Open participation survey results
































This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Using the map above, please indicate which Council District in McKinney you live in.	Council District 1		19%	
	Council District 2		32%	
	Council District 3		22%	
	Council District 4		27%	
	Not applicable		0%	
<b>Please rate each of the following aspects of quality of life in McKinney.</b>	McKinney as a place to live	Excellent		37%
		Good		52%
		Fair		9%
		Poor		2%
Your neighborhood as a place to live	Excellent		38%	
	Good		44%	
	Fair		17%	
	Poor		2%	
McKinney as a place to raise children	Excellent		40%	
	Good		47%	
	Fair		11%	
	Poor		1%	
McKinney as a place to work	Excellent		24%	
	Good		41%	
	Fair		23%	
	Poor		11%	
McKinney as a place to visit	Excellent		20%	
	Good		42%	
	Fair		29%	
	Poor		9%	
McKinney as a place to retire	Excellent		29%	
	Good		36%	
	Fair		16%	

<b>Please rate each of the following aspects of quality of life in McKinney.</b>	McKinney as a place to retire	Poor		18%
	The overall quality of life in McKinney	Excellent		31%
		Good		51%
		Fair		15%
		Poor		3%
Sense of community	Excellent		22%	
	Good		39%	
	Fair		29%	
	Poor		10%	
<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Overall economic health of McKinney	Excellent		22%
		Good		58%
		Fair		16%
		Poor		3%
	Overall quality of the transportation system (auto, bicycle, foot, bus) in McKinney	Excellent		5%
		Good		31%
		Fair		40%
		Poor		25%
	Overall design or layout of McKinney's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Excellent		12%
		Good		50%
Fair			25%	
Poor			13%	
Overall quality of the utility infrastructure in McKinney (water, sewer, storm water, electric, gas)	Excellent		22%	
	Good		57%	
	Fair		15%	
	Poor		7%	
Overall feeling of safety in McKinney	Excellent		34%	
	Good		52%	
	Fair		10%	
	Poor		3%	
Overall quality of natural environment in McKinney	Excellent		22%	
	Good		44%	
	Fair		25%	

<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Overall quality of natural environment in McKinney	Poor		9%
	Overall quality of parks and recreation opportunities	Excellent		30%
		Good		44%
		Fair		22%
		Poor		4%
	Overall health and wellness opportunities in McKinney	Excellent		24%
		Good		53%
		Fair		17%
		Poor		5%
	Overall opportunities for education, culture, and the arts	Excellent		17%
		Good		46%
		Fair		29%
		Poor		8%
	Residents' connection and engagement with their community	Excellent		10%
		Good		44%
		Fair		35%
Poor			10%	
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in McKinney to someone who asks	Very likely		44%
		Somewhat likely		36%
		Somewhat unlikely		11%
		Very unlikely		9%
	Remain in McKinney for the next five years	Very likely		57%
		Somewhat likely		20%
		Somewhat unlikely		15%
		Very unlikely		8%
<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	Very safe		72%
		Somewhat safe		24%
		Neither safe nor unsafe		2%
		Somewhat unsafe		2%
		Very unsafe		0%
	In McKinney's downtown/commercial area during the day	Very safe		65%
		Somewhat safe		29%

<b>Please rate how safe or unsafe you feel:</b>	In McKinney's downtown/commercial area during the day	Neither safe nor unsafe		3%
		Somewhat unsafe		3%
		Very unsafe		0%
	From property crime	Very safe		38%
		Somewhat safe		44%
		Neither safe nor unsafe		7%
		Somewhat unsafe		10%
		Very unsafe		1%
	From violent crime	Very safe		52%
		Somewhat safe		41%
		Neither safe nor unsafe		5%
		Somewhat unsafe		3%
	From fire, flood, or other natural disaster	Very safe		44%
		Somewhat safe		37%
		Neither safe nor unsafe		10%
Somewhat unsafe			7%	
Very unsafe			2%	
<b>Please rate the job you feel the McKinney community does at each of the following.</b>	Making all residents feel welcome	Excellent		21%
		Good		50%
		Fair		21%
		Poor		7%
	Attracting people from diverse backgrounds	Excellent		17%
		Good		44%
		Fair		21%
		Poor		18%
	Valuing/respecting residents from diverse backgrounds	Excellent		20%
		Good		37%
		Fair		23%
		Poor		20%
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Excellent		18%
		Good		33%
		Fair		30%

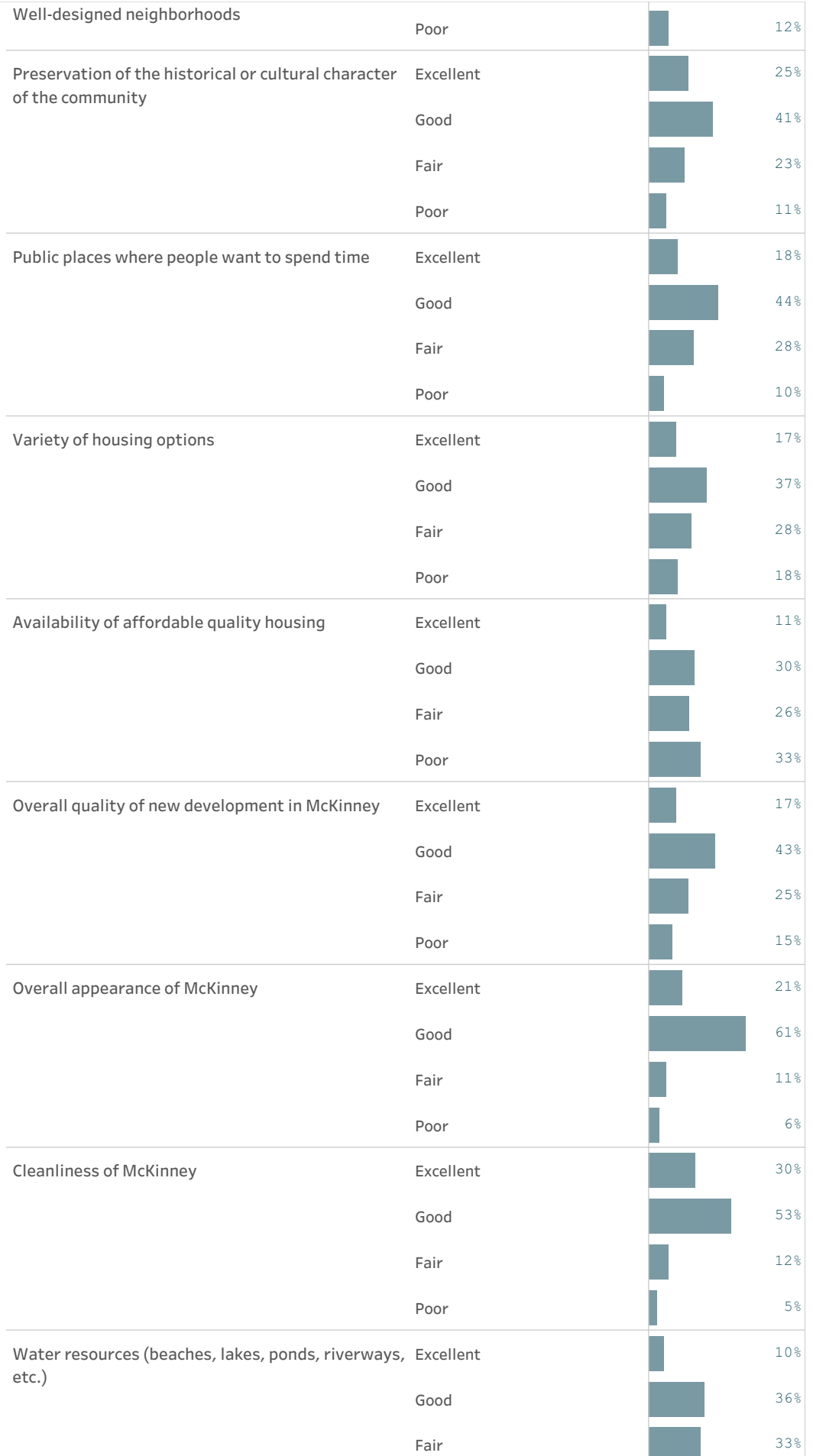
<b>McKinney community does at each of the following.</b>	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Poor		18%
<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Overall quality of business and service establishments in McKinney	Excellent		20%
		Good		57%
		Fair		18%
		Poor		5%
	Variety of business and service establishments in McKinney	Excellent		22%
		Good		39%
		Fair		28%
		Poor		12%
	Vibrancy of downtown/commercial area	Excellent		25%
		Good		46%
		Fair		26%
		Poor		3%
	Employment opportunities	Excellent		10%
		Good		35%
		Fair		34%
		Poor		20%
Shopping opportunities	Excellent		15%	
	Good		48%	
	Fair		25%	
	Poor		12%	
Cost of living in McKinney	Excellent		12%	
	Good		34%	
	Fair		33%	
	Poor		21%	
Overall image or reputation of McKinney	Excellent		27%	
	Good		53%	
	Fair		15%	
	Poor		5%	
<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Traffic flow on major streets	Excellent		10%
		Good		43%
		Fair		35%

Please rate each of the following characteristics as they relate to McKinney as a whole.

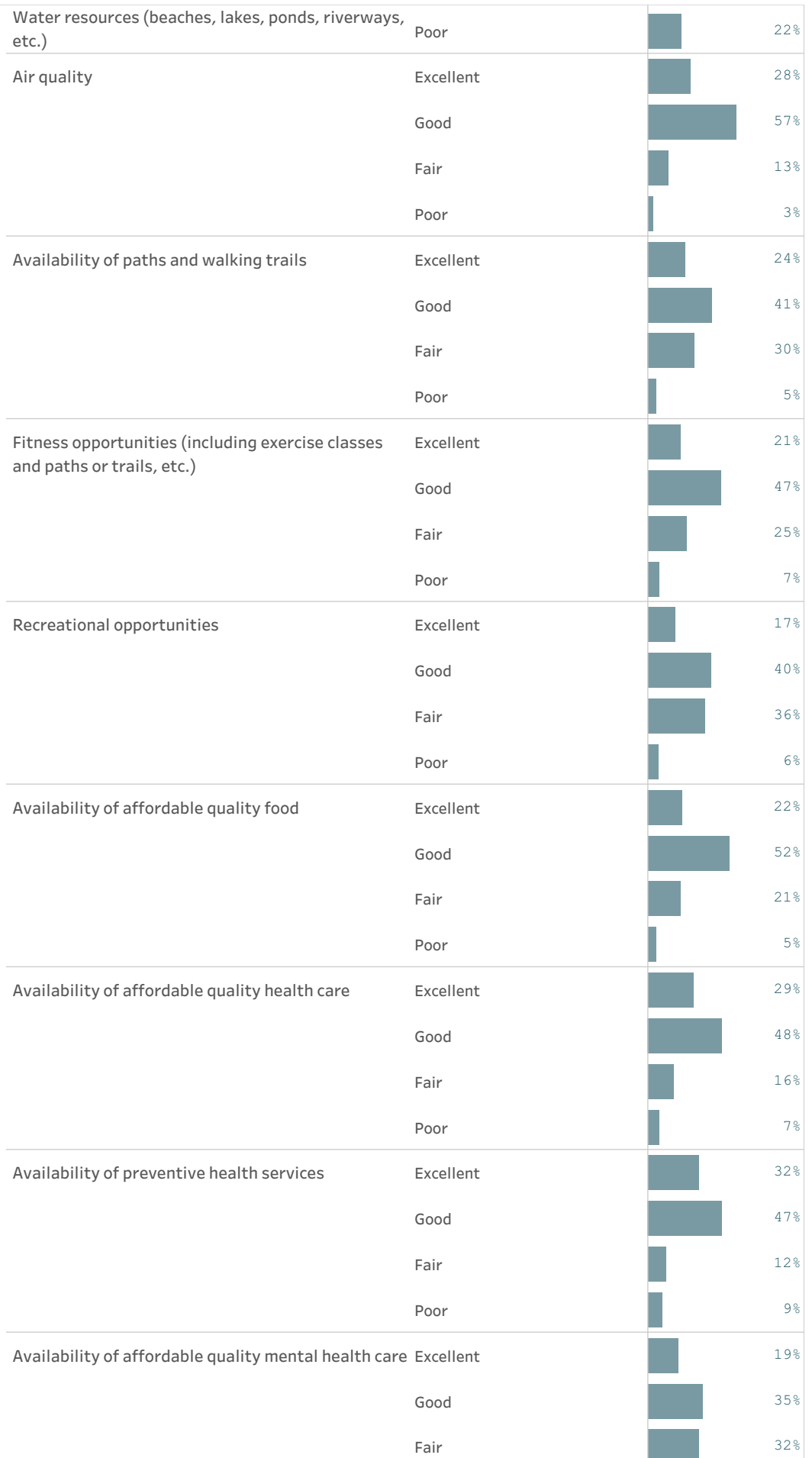




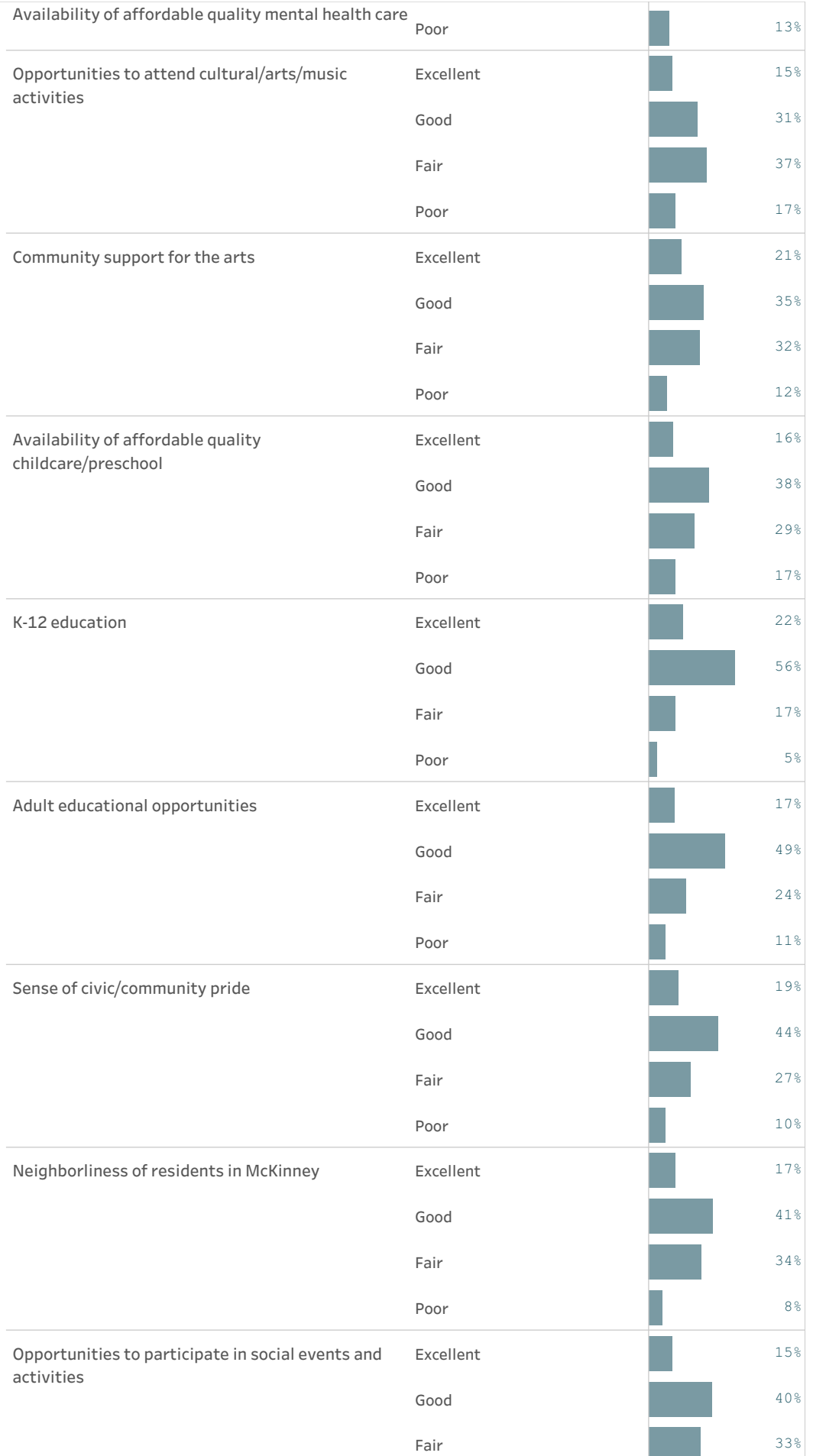
Please rate each of the following characteristics as they relate to McKinney as a whole.



































































Please rate each of the following characteristics as they relate to McKinney as a whole.



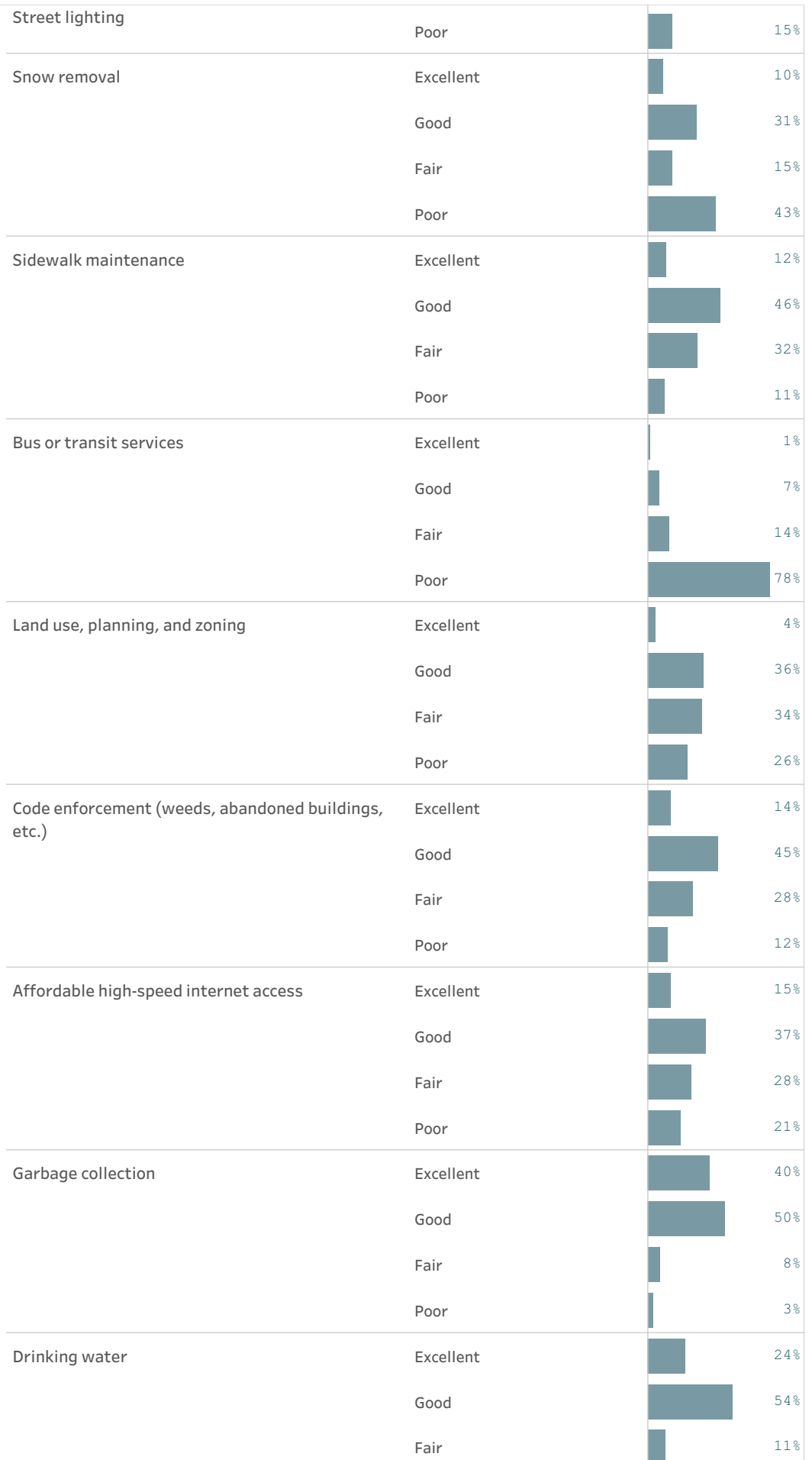
Please rate each of the following characteristics as they relate to McKinney as a whole.



<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Opportunities to participate in social events and activities	Poor		12%
	Opportunities to attend special events and festivals	Excellent		17%
		Good		44%
		Fair		26%
		Poor		13%
	Opportunities to volunteer	Excellent		19%
		Good		49%
		Fair		23%
		Poor		9%
	Opportunities to participate in community matters	Excellent		18%
		Good		43%
		Fair		27%
		Poor		11%
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		15%
		Good		39%
		Fair		31%
Poor			15%	
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of McKinney (in-person, phone, email, or web) for help or information	No		51%
		Yes		49%
	Contacted McKinney elected officials (in-person, phone, email, or web) to express your opinion	No		74%
		Yes		26%
	Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood w..	No		76%
		Yes		24%
	Watched (online or on television) a local public meeting	No		59%
		Yes		41%
	Volunteered your time to some group/activity in McKinney	No		70%
		Yes		30%
	Campaigned or advocated for a local issue, cause, or candidate	No		73%
		Yes		27%
	Voted in your most recent local election	No		15%
		Yes		85%
	Used bus, rail, subway, or other public	No		92%

<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Used bus, rail, subway, or other public transportation instead of driving	Yes		8%
	Carpooled with other adults or children instead of driving alone	No		55%
		Yes		45%
	Walked or biked instead of driving	No		46%
Yes			54%	
<b>Please rate the quality of each of the following services in McKinney.</b>	Public information services	Excellent		18%
		Good		51%
		Fair		27%
		Poor		3%
	Economic development	Excellent		17%
		Good		42%
		Fair		31%
		Poor		10%
	Traffic enforcement	Excellent		16%
		Good		45%
		Fair		22%
		Poor		17%
	Traffic signal timing	Excellent		14%
		Good		38%
		Fair		33%
		Poor		16%
Street repair	Excellent		14%	
	Good		42%	
	Fair		31%	
	Poor		13%	
Street cleaning	Excellent		19%	
	Good		51%	
	Fair		23%	
	Poor		6%	
Street lighting	Excellent		15%	
	Good		43%	
	Fair		26%	

Please rate the quality of each of the following services in McKinney.



































































Please rate the quality of each of the following services in McKinney.

































Drinking water	Poor		11%
Sewer services	Excellent		32%
	Good		60%
	Fair		7%
	Poor		1%
Storm water management (storm drainage, dams, levees, etc.)	Excellent		27%
	Good		61%
	Fair		8%
	Poor		3%
Power (electric and/or gas) utility	Excellent		28%
	Good		54%
	Fair		11%
	Poor		7%
Utility billing	Excellent		24%
	Good		53%
	Fair		18%
	Poor		5%
Police/Sheriff services	Excellent		37%
	Good		44%
	Fair		16%
	Poor		4%
Crime prevention	Excellent		20%
	Good		57%
	Fair		21%
	Poor		2%
Animal control	Excellent		23%
	Good		53%
	Fair		14%
	Poor		10%
Ambulance or emergency medical services	Excellent		42%
	Good		49%
	Fair		6%

Please rate the quality of each of the following services in McKinney.			
Ambulance or emergency medical services	Poor		2%
Fire services	Excellent		48%
	Good		43%
	Fair		8%
	Poor		0%
Fire prevention and education	Excellent		29%
	Good		50%
	Fair		18%
	Poor		3%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Excellent		20%
	Good		44%
	Fair		22%
	Poor		15%
Preservation of natural areas (open space, farmlands, and greenbelts)	Excellent		16%
	Good		39%
	Fair		26%
	Poor		19%
McKinney open space	Excellent		15%
	Good		40%
	Fair		28%
	Poor		16%
Recycling	Excellent		25%
	Good		52%
	Fair		14%
	Poor		8%
Yard waste pick-up	Excellent		31%
	Good		50%
	Fair		13%
	Poor		6%
City parks	Excellent		27%
	Good		51%
	Fair		18%



<b>Please rate the quality of each of the following services in McKinney.</b>	City parks	Poor		4%
	Recreation programs or classes	Excellent		19%
		Good		55%
		Fair		19%
		Poor		7%
	Recreation centers or facilities	Excellent		22%
		Good		43%
		Fair		26%
		Poor		9%
	Health services	Excellent		23%
		Good		55%
		Fair		14%
		Poor		8%
	Public library services	Excellent		36%
		Good		51%
		Fair		10%
		Poor		3%
	Overall customer service by McKinney employees (police, receptionists, planners, etc.)	Excellent		34%
		Good		53%
		Fair		10%
Poor			3%	
<b>Please rate the following categories of McKinney government performance.</b>	The value of services for the taxes paid to McKinney	Excellent		10%
		Good		46%
		Fair		24%
		Poor		19%
	The overall direction that McKinney is taking	Excellent		14%
		Good		44%
		Fair		24%
		Poor		19%
	The job McKinney government does at welcoming resident involvement	Excellent		15%
		Good		40%
		Fair		27%

Please rate the following categories of McKinney government performance.	Category	Rating	Percentage	
			Bar	Value
The job McKinney government does at welcoming resident involvement	Overall confidence in McKinney government	Poor		17%
		Excellent		16%
		Good		43%
		Fair		24%
Generally acting in the best interest of the community	Overall confidence in McKinney government	Poor		17%
		Excellent		17%
		Good		43%
		Fair		22%
Being honest	Generally acting in the best interest of the community	Poor		18%
		Excellent		20%
		Good		37%
		Fair		26%
Being open and transparent to the public	Being honest	Poor		17%
		Excellent		19%
		Good		38%
		Fair		25%
Informing residents about issues facing the community	Being open and transparent to the public	Poor		18%
		Excellent		17%
		Good		40%
		Fair		25%
Treating all residents fairly	Informing residents about issues facing the community	Poor		18%
		Excellent		24%
		Good		36%
		Fair		22%
Treating residents with respect	Treating all residents fairly	Poor		18%
		Excellent		28%
		Good		37%
		Fair		20%
Overall, how would you rate the quality of the services provided by each of the following?	Treating residents with respect	Poor		14%
		Excellent		20%
		Good		53%
Overall, how would you rate the quality of the services provided by each of the following?	The City of McKinney	Fair		22%
		Excellent		20%
		Good		53%

<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of McKinney	Poor		5%
	The Federal Government	Excellent		5%
		Good		28%
		Fair		41%
		Poor		26%
<b>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.</b>	Overall economic health of McKinney	Essential		53%
		Very important		40%
		Somewhat important		6%
		Not at all important		1%
	Overall quality of the transportation system (auto, bicycle, foot, bus) in McKinney	Essential		40%
		Very important		32%
		Somewhat important		24%
		Not at all important		3%
	Overall design or layout of McKinney's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Essential		47%
		Very important		32%
		Somewhat important		19%
		Not at all important		1%
	Overall quality of the utility infrastructure in McKinney (water, sewer, storm water, electric, gas)	Essential		51%
Very important			35%	
Somewhat important			13%	
Not at all important			0%	
Overall feeling of safety in McKinney	Essential		65%	
	Very important		24%	
	Somewhat important		11%	
	Not at all important		0%	
Overall quality of natural environment in McKinney	Essential		43%	
	Very important		44%	
	Somewhat important		12%	
	Not at all important		1%	
Overall quality of parks and recreation opportunities	Essential		36%	
	Very important		44%	
	Somewhat important		19%	

<b>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.</b>	Overall quality of parks and recreation opportunities	Not at all important		1%
	Overall health and wellness opportunities in McKinney	Essential		34%
		Very important		40%
		Somewhat important		24%
		Not at all important		2%
Overall opportunities for education, culture, and the arts	Essential		32%	
	Very important		43%	
	Somewhat important		22%	
	Not at all important		3%	
Residents' connection and engagement with their community	Essential		31%	
	Very important		46%	
	Somewhat important		20%	
	Not at all important		3%	
<b>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:</b>	City website (www.mckinneytexas.org)	Major source		80%
		Minor source		19%
		Not a source		0%
	Local newspapers	Major source		21%
		Minor source		42%
		Not a source		37%
	City electronic newsletter	Major source		48%
		Minor source		36%
		Not a source		16%
	City communications via social media (Facebook, Twitter, YouTube, Instagram, Nextdoor)	Major source		50%
		Minor source		29%
		Not a source		20%
	City Council meetings and other public meetings (in person or watching on TV or online)	Major source		27%
		Minor source		42%
		Not a source		31%
City online annual report	Major source		23%	
	Minor source		41%	
	Not a source		36%	
Talking with City officials	Major source		24%	

**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:**

Talking with City officials	Minor source		34%
	Not a source		42%
	Major source		24%
Water bill inserts	Major source		16%
	Minor source		27%
	Not a source		57%
Word-of-mouth	Major source		29%
	Minor source		43%
	Not a source		28%
Homeowner's Association communications	Major source		20%
	Minor source		38%
	Not a source		42%

**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:**

Expanded hike and bike trail system	High priority		47%
	Medium priority		32%
	Not a priority		21%
Purchasing high-quality land outside of the floodplain for new parks and park facilities	High priority		45%
	Medium priority		36%
	Not a priority		19%
Outdoor entertainment venue	High priority		35%
	Medium priority		40%
	Not a priority		25%
Retail, restaurant and entertainment options	High priority		52%
	Medium priority		34%
	Not a priority		13%
Outdoor/adventure activities (e.g., zip line, wake boarding)	High priority		32%
	Medium priority		41%
	Not a priority		27%
Creating/preserving open lands	High priority		58%
	Medium priority		31%
	Not a priority		11%
Performing arts centers	High priority		24%
	Medium priority		47%
	Not a priority		29%

<b>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:</b>	Recreational tourism projects (e.g., water park, wave pool, whitewater rafting, dedicated triathlon course)	High priority		25%
		Medium priority		39%
		Not a priority		36%
	Tournament-grade destination sports complex (e.g., outdoor and indoor competition training fields, training facilities, on-site hotels)	High priority		24%
		Medium priority		35%
		Not a priority		42%
	Municipal golf course	High priority		13%
		Medium priority		26%
		Not a priority		61%
How visible is the McKinney Police Department in your neighborhood and throughout the City (marked cars, foot, bike, or mounted patrols)?	Very visible		30%	
	Somewhat visible		51%	
	Not at all visible		19%	
<b>In general, how many times do you:</b>	Access the internet from your home using a computer, laptop, or tablet computer	Several times a day		95%
		Once a day		4%
		A few times a week		1%
		Every few weeks		0%
		Less often or never		0%
	Access the internet from your cell phone	Several times a day		93%
		Once a day		3%
		A few times a week		2%
		Less often or never		2%
	Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	Several times a day		65%
		Once a day		12%
		A few times a week		9%
		Every few weeks		2%
		Less often or never		12%
	Use or check email	Several times a day		92%
Once a day			8%	
A few times a week			0%	
Every few weeks			0%	
Less often or never			0%	
Share your opinions online	Several times a day		18%	

<b>In general, how many times do you:</b>	Share your opinions online	Once a day	8%
		A few times a week	18%
		Every few weeks	20%
		Less often or never	36%
	Shop online	Several times a day	15%
	Once a day	8%	
	A few times a week	51%	
	Every few weeks	23%	
	Less often or never	3%	
Would you say that in general your health is:	Excellent	36%	
	Very good	39%	
	Good	21%	
	Fair	3%	
	Poor	0%	
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:	Very positive	11%	
	Somewhat positive	27%	
	Neutral	35%	
	Somewhat negative	23%	
	Very negative	3%	
How many years have you lived in McKinney?	Less than 2 years	19%	
	2-5 years	25%	
	6-10 years	22%	
	11-20 years	21%	
	More than 20 years	13%	
Which best describes the building you live in?	One family house detached from any other houses	76%	
	Building with two or more homes (duplex, townhome, apa..	24%	
Do you rent or own your home?	Rent	33%	
	Own	67%	
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)?	Less than \$500	2%	
	\$500 to \$999	6%	
	\$1,000 to \$1,499	13%	
	\$1,500 to \$1,999	29%	

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)?	\$2,000 to \$2,499		25%
	\$2,500 to \$2,999		14%
	\$3,000 to \$3,499		6%
	\$3,500 or more		6%
Do any children 17 or under live in your household?	No		61%
	Yes		39%
Are you or any other members of your household aged 65 or older?	No		79%
	Yes		21%
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.)	Less than \$25,000		3%
	\$25,000 to \$49,999		7%
	\$50,000 to \$74,999		15%
	\$75,000 to \$99,999		20%
	\$100,000 to \$149,999		23%
	\$150,000 or more		33%
Are you Spanish, Hispanic, or Latino?	No, not Spanish, Hispanic, or Latino		100%
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		2%
	Asian, Asian Indian, or Pacific Islander		6%
	Black or African American		9%
	White		84%
	Other		5%
In which category is your age?	18-24 years		1%
	25-34 years		28%
	35-44 years		18%
	45-54 years		27%
	55-64 years		12%
	65-74 years		10%
	75 years or older		3%
What is your gender?	Female		52%
	Male		47%
	Identify in another way		0%
How did you hear about this survey?	The City's website		7%
	The City's social media (Facebook, Twitter, Instagram,...		27%



How did you hear about this survey?

