

# McKinney, TX

## The National Community Survey

Report of Results  
2023

Report by:



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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 from National Research Center at Polco.

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 466 residents of the City of McKinney collected from January 20, 2023 to March 3, 2023. The margin of error around any reported percentage is 4.5% for all respondents and the response rate for the 2023 survey was 11%. 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 2023 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 2021 and 2023 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 City Council districts. 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 4,500 randomly selected households received mailings beginning on January 20, 2023 and the survey remained open for six 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. 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 4,500 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 4,419 households that received the invitations to participate, 466 completed the survey, providing an overall response rate of 11%. 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 4.5 percentage points around any given percent reported for all respondents (466 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 March 3, 2023. The survey remained open for three 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 2020 Census and 2022 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, sex, race, Hispanic origin, housing type, housing tenure, and area. 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%	26%	26%
	35-54	34%	46%	46%
	55+	58%	28%	28%
Area	Area 1	19%	21%	21%
	Area 2	27%	35%	35%
	Area 3	26%	19%	19%
	Area 4	28%	25%	25%
Hispanic origin	No, not Spanish, Hispanic, or Latino	91%	84%	84%
	Spanish, Hispanic, or Latino	9%	16%	16%
Housing tenure	Own	85%	65%	65%
	Rent	15%	35%	35%
Housing type	Attached	14%	25%	25%
	Detached	86%	75%	75%
Race & Hispanic origin	Not white alone	27%	40%	40%
	White alone, not Hispanic or Latino	73%	60%	60%
Sex	Man	50%	48%	48%
	Woman	50%	52%	52%
Sex/age	Man 18-34	3%	12%	12%
	Man 35-54	17%	23%	23%
	Man 55+	29%	13%	13%
	Woman 18-34	5%	14%	14%
	Woman 35-54	16%	23%	23%
	Woman 55+	29%	15%	15%

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 2021 American Community Survey

## Key Findings

### Safety is a community strength and a top priority for McKinney residents.

Ratings for safety generally remained steady from the 2021 iteration of the survey, and all safety-related scores were on par with national benchmarks. About 9 in 10 survey participants stated that they felt very or somewhat safe in their neighborhood during the day and in McKinney's downtown/commercial area during the day. A similar number of respondents positively rated the overall feeling of safety in McKinney. Resident perception of safety from fire, flood, or other natural disaster was statistically similar to the previous survey, with 86% offering favorable reviews. About 8 in 10 participants positively rated their feelings of safety from both property crime and violent crime, the latter of which decreased slightly since previous survey results.

The ratings for all safety-related services were also similar to national averages. Fire services were given excellent or good marks by approximately 94% of residents. About 9 in 10 respondents offered positive evaluations for ambulance or emergency medical services, similar to the 2021 ratings. Marks for police/sheriff services declined by 8% (from 90% in 2021 to 82% in 2023) but remained similar to comparison communities. Fire prevention and education and crime prevention were positively reviewed by about 8 in 10 survey participants. Approximately three-quarters of reviewers favorably rated emergency preparedness and animal control.

### Residents value the City's utility infrastructure.

When asked which aspects of the community the City should focus on in the next two years, 92% of residents identified the overall utility infrastructure as a priority. Garbage collection and sewer services retained strong ratings this year, with 9 in 10 residents offering excellent or good reviews. Positive ratings for the City's storm water management (83%) were higher than national benchmarks. Three-quarters of residents favorably evaluated McKinney's drinking water, overall utility infrastructure, and power utility; two-thirds similarly rated the City's utility billing services. While ratings for utility billing, power utility, and overall utility infrastructure declined since the previous survey, all remained on par with national averages. In contrast, affordable high-speed internet access received a positive review by 65% of respondents, a 9% increase since 2021 and higher than the national averages.

### McKinney's community design may be a potential area of opportunity for the city.

Although all aspects of community design received ratings that met or exceeded national averages, some scores declined since the 2021 iteration of the survey; these results could indicate an opportunity for renewed focus. When asked to rate the overall appearance of McKinney, 84% of respondents stated it was excellent or good; these marks were higher than comparison communities but dipped slightly since 2021. Residents gave the same rating to their neighborhood as a place to live, a 9% decrease from the previous survey, though still similar to other communities. About two-thirds of residents offered favorable reviews of the overall quality of new development, well-planned residential growth, and public places where people want to spend time in McKinney, each experiencing a statistically significant decrease in score but remaining similar to national benchmarks. Evaluations for code enforcement and the variety of housing options both trended downward, receiving excellent or good marks from just over half of respondents. The most significant decline in rating within the facet of community design was seen in the availability of affordable quality housing, which experienced a drop of 14% (from 49% in 2021 to 35% in 2023). Although these scores remained on par with comparison communities, declining ratings suggest a need for additional monitoring and investigation.

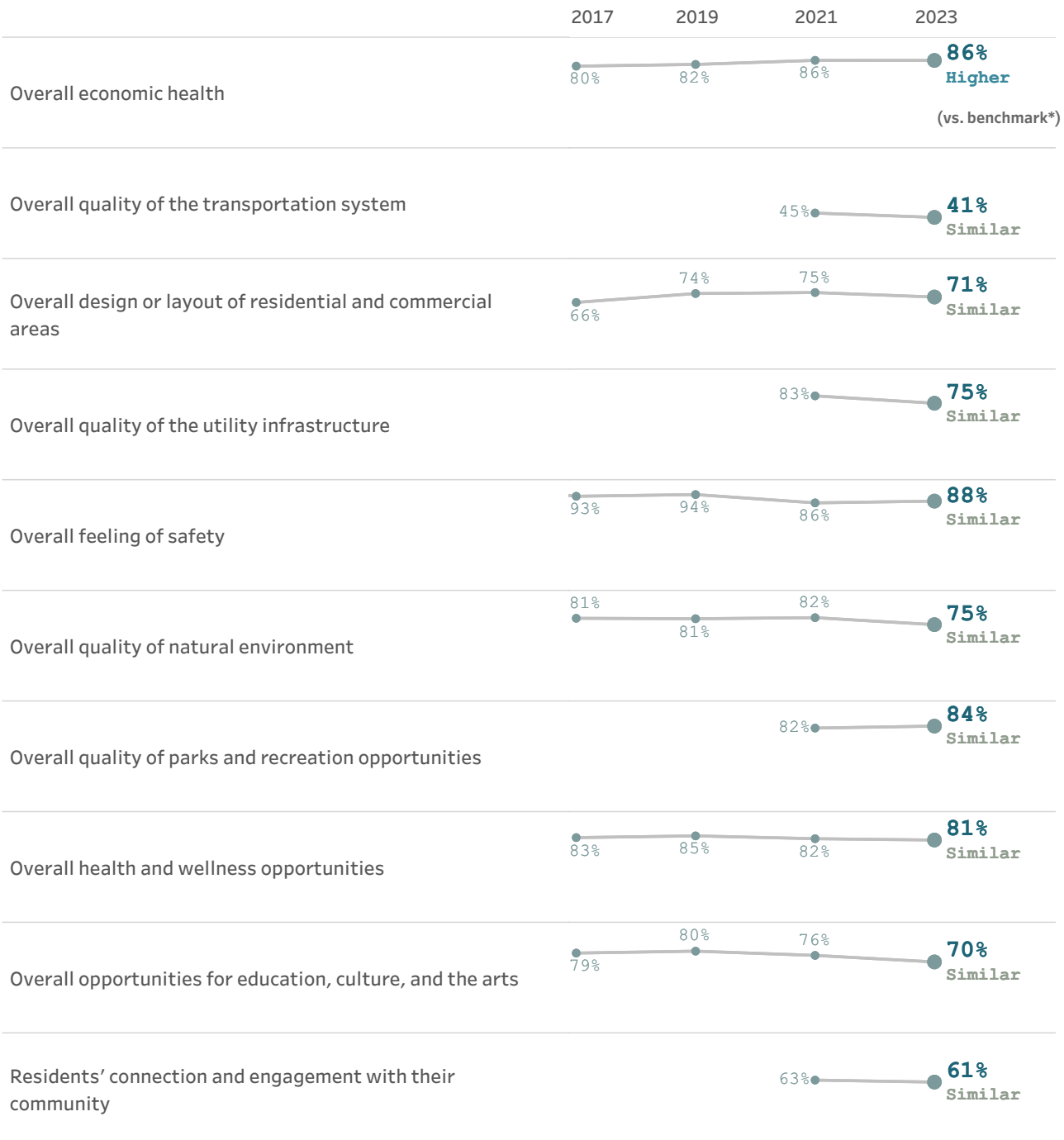
Other aspects of the City's community design remained stable since the previous survey. Three-quarters of residents positively evaluated the preservation of the historical character of the community and well-designed neighborhoods in the city, both higher than national averages. The overall design or layout of residential and commercial areas in McKinney was marked positively by 7 in 10 participants. Well-planned commercial growth and land use, planning, and zoning in McKinney also earned positive evaluations by at least half of all respondents.

## 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.

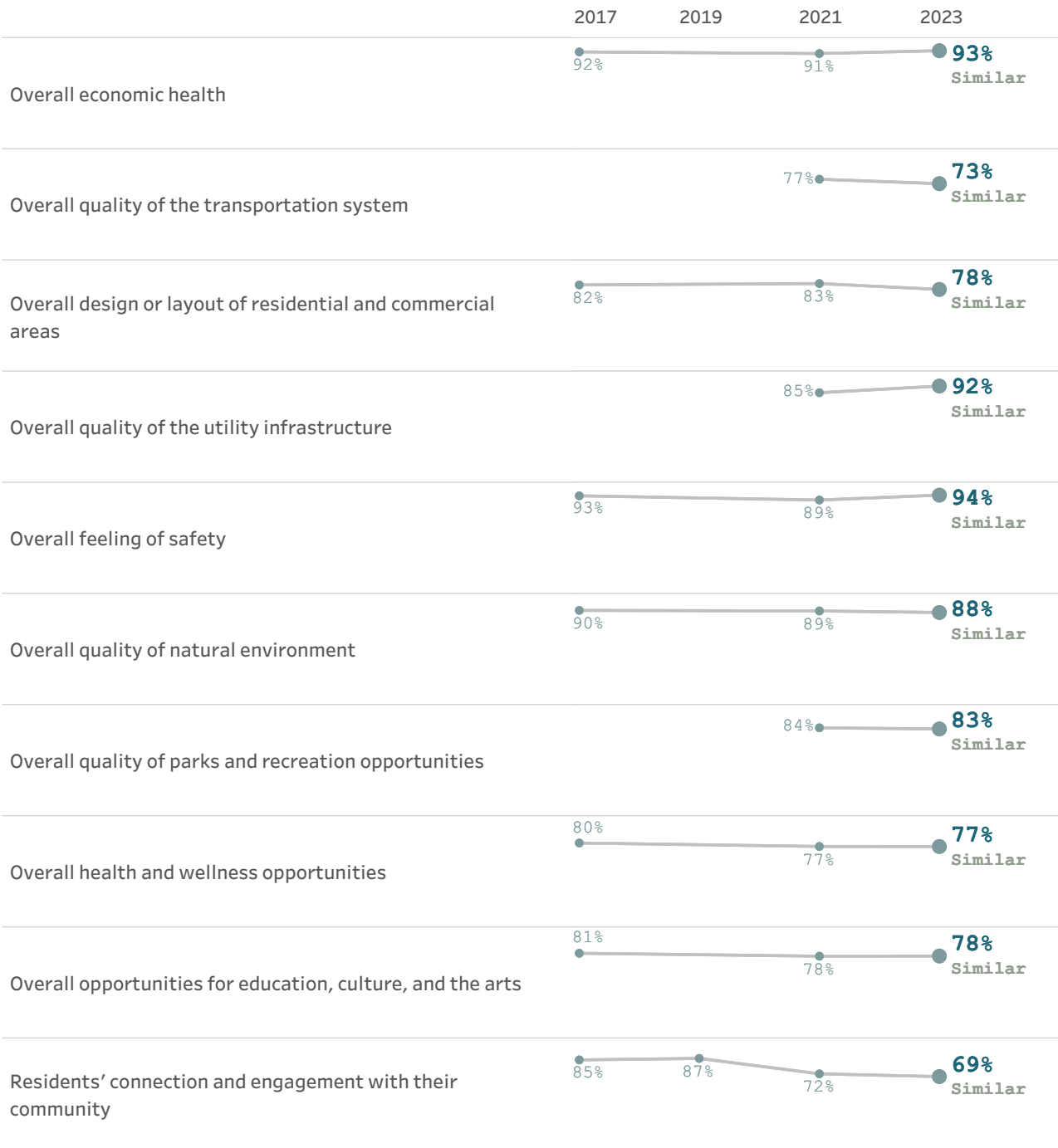
The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

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.

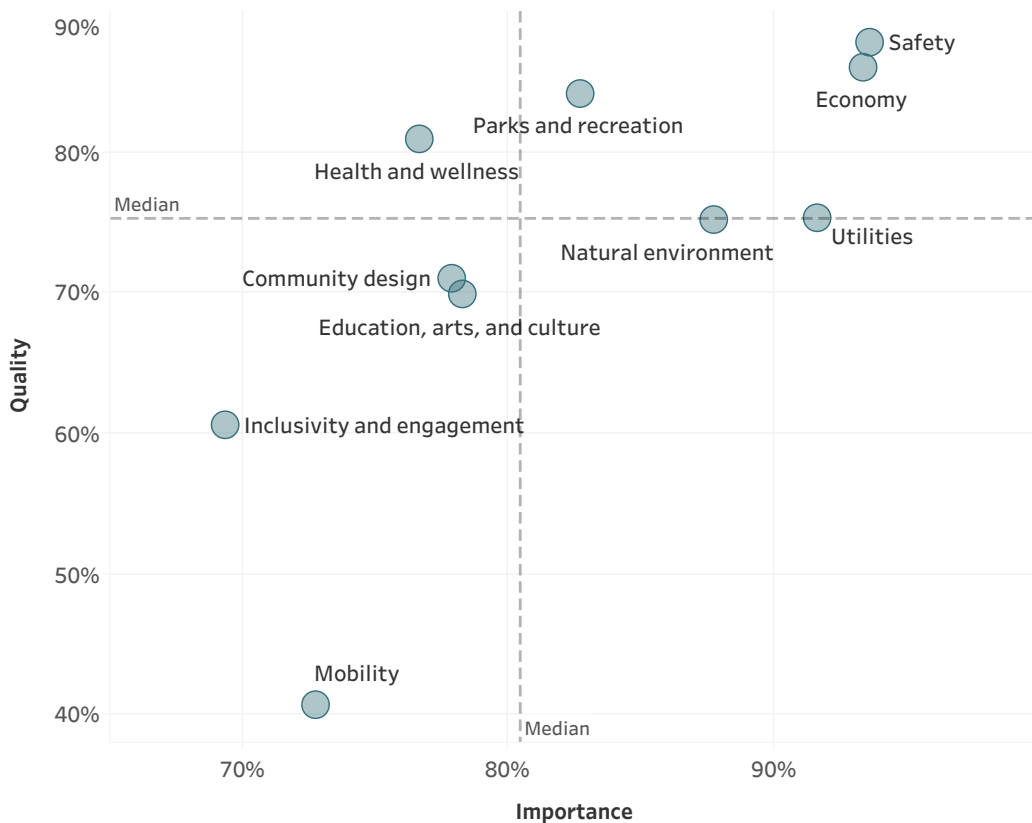
## Balancing performance and importance

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 75% or more of respondents were considered of “higher quality” and those with ratings lower than 75% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 80% or more of respondents. Services were rated as “less important” if they received a rating of less than 80%. This classification uses the median ratings for quality and importance to divide the services in half.

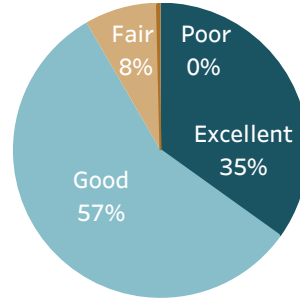
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



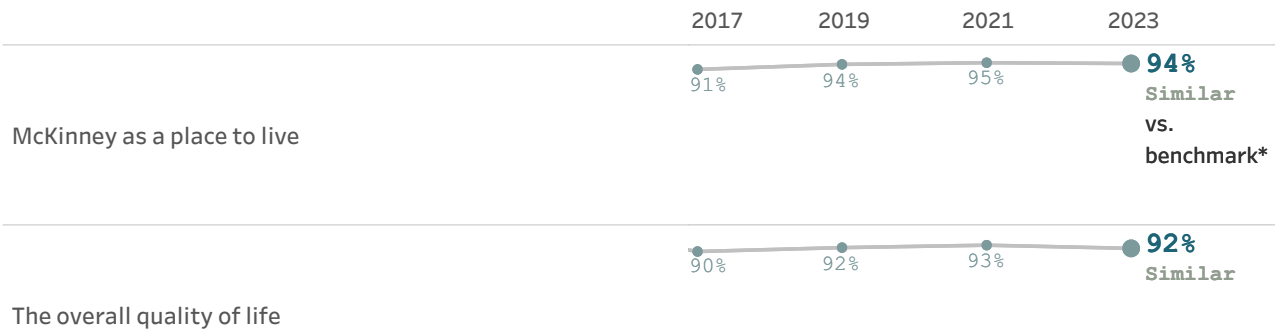
## Quality of life

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.

The overall quality of life in McKinney, 2023



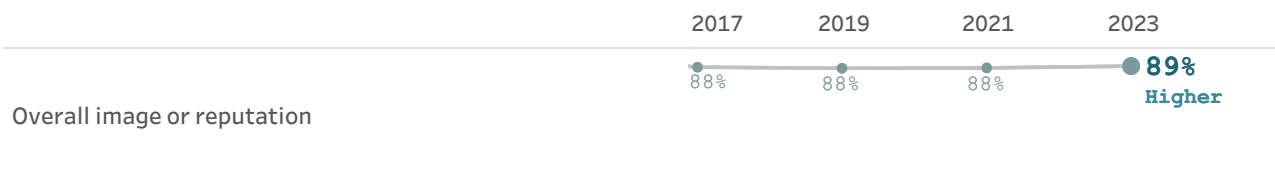
Please rate each of the following aspects of quality of life in McKinney. (% excellent or good)



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



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

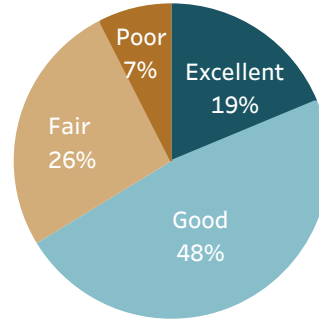


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

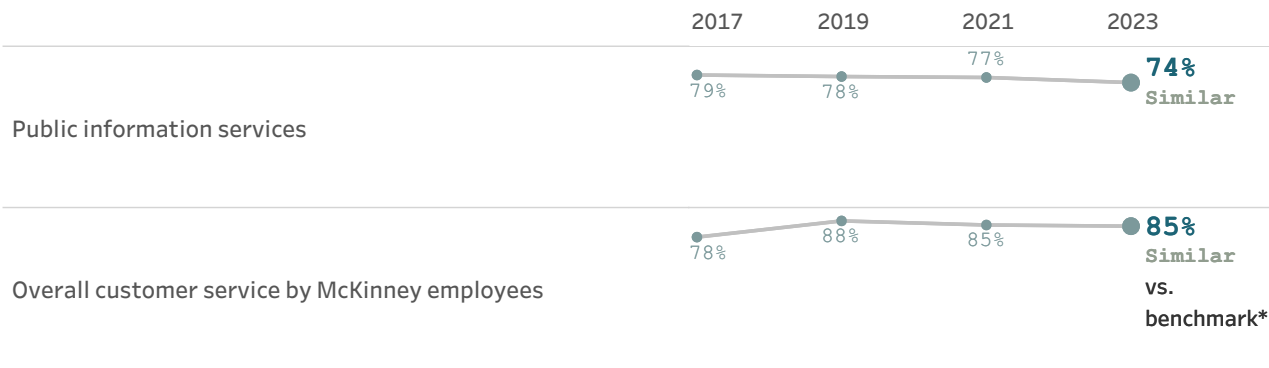
## Governance

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.

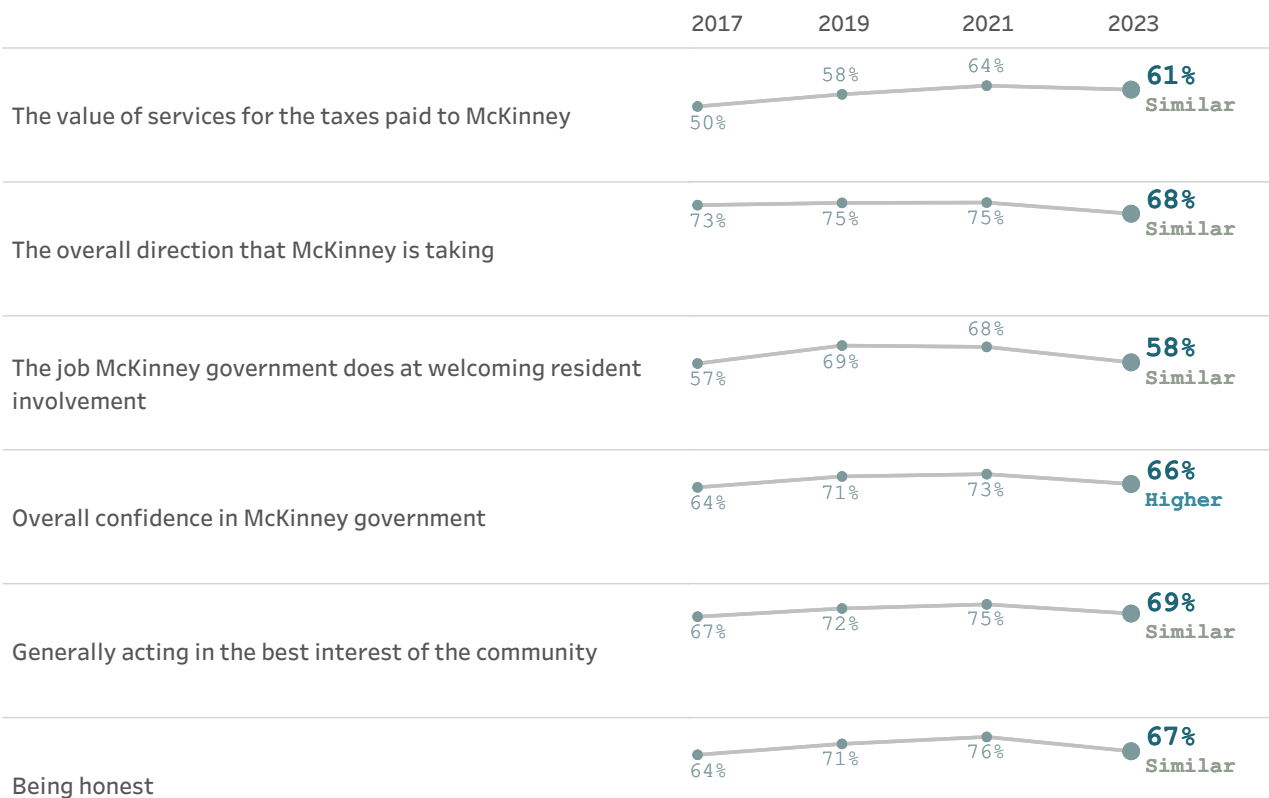
Overall confidence in McKinney government, 2023

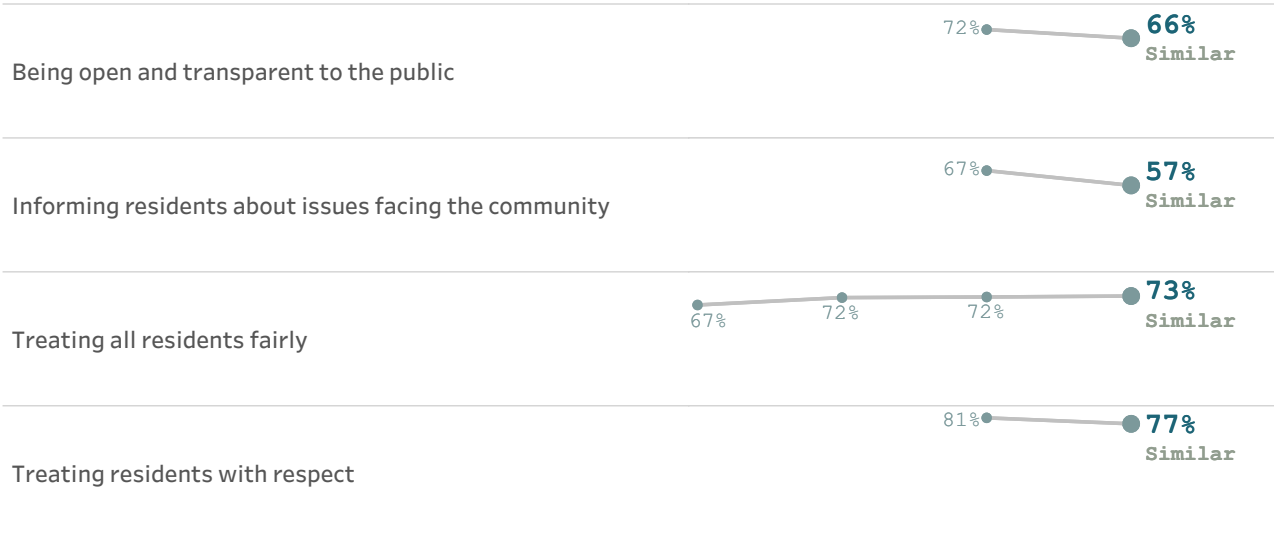


Please rate the quality of each of the following services in McKinney. (% excellent or good)

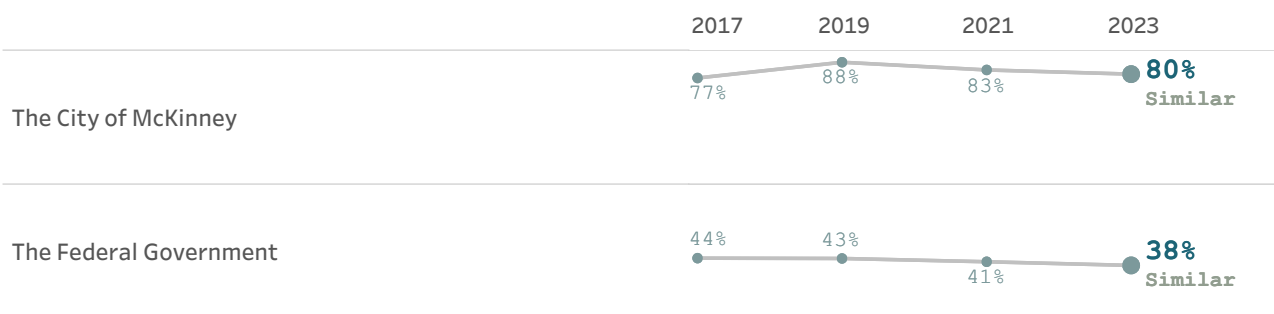


Please rate the following categories of McKinney government performance. (% excellent or good)





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

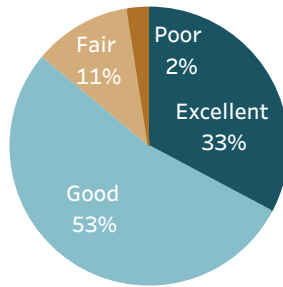


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

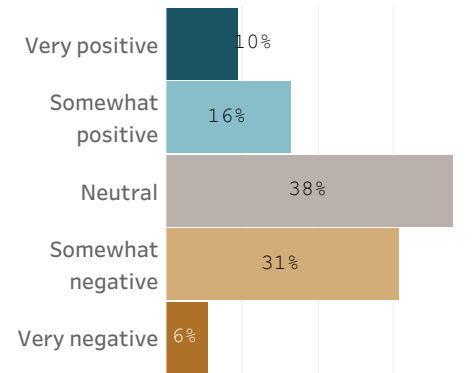
## Economy

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.

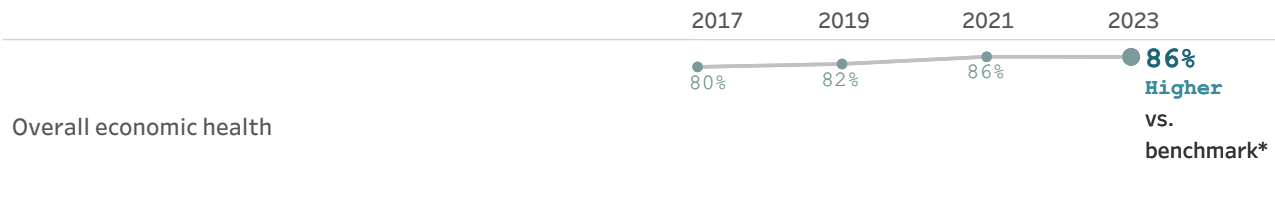
Overall economic health of McKinney, 2023



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:



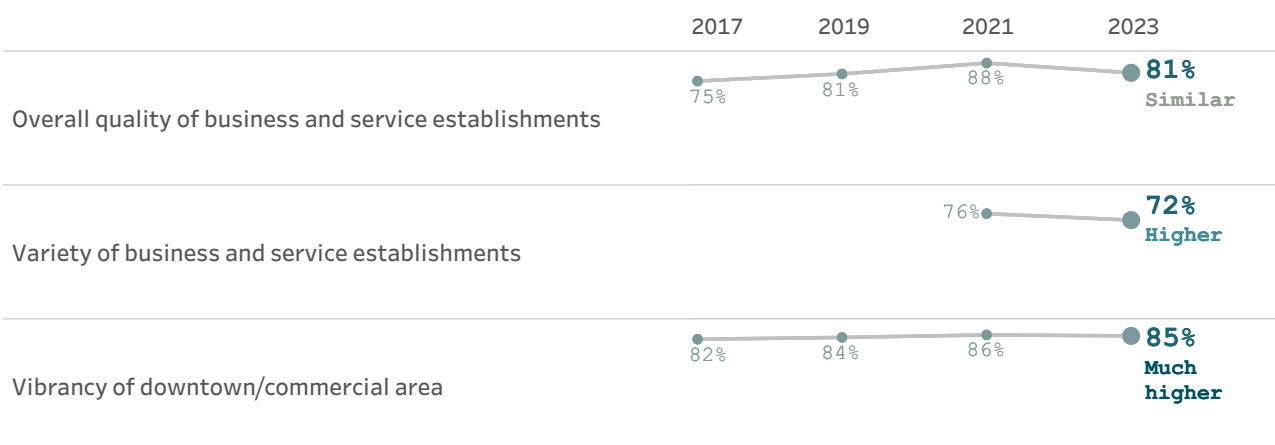
Please rate each of the following characteristics as they relate to McKinney as a whole. (% excellent or good)

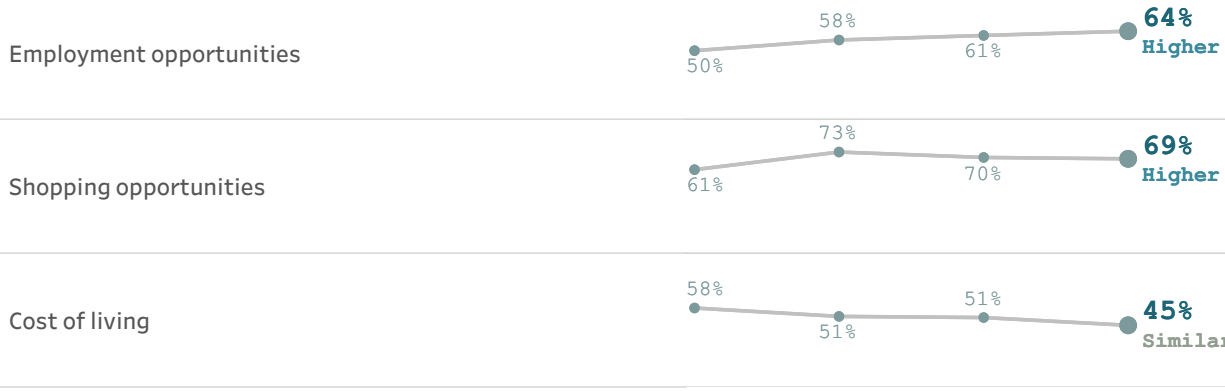


Please rate each of the following aspects of quality of life in McKinney. (% excellent or good)

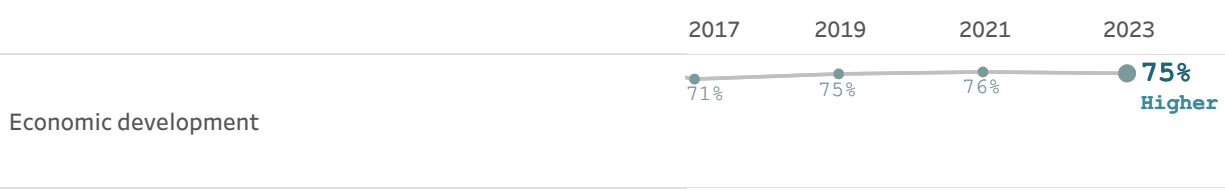


Please rate each of the following in the McKinney community. (% excellent or good)

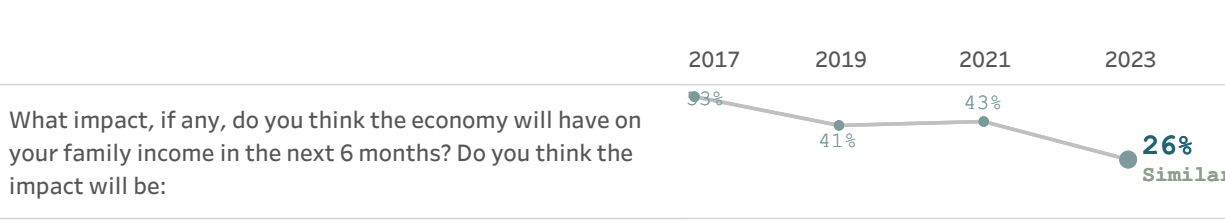




Please rate the quality of each of the following services in McKinney.  
 (% excellent or good)



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)

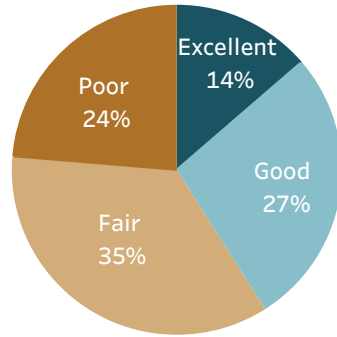


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

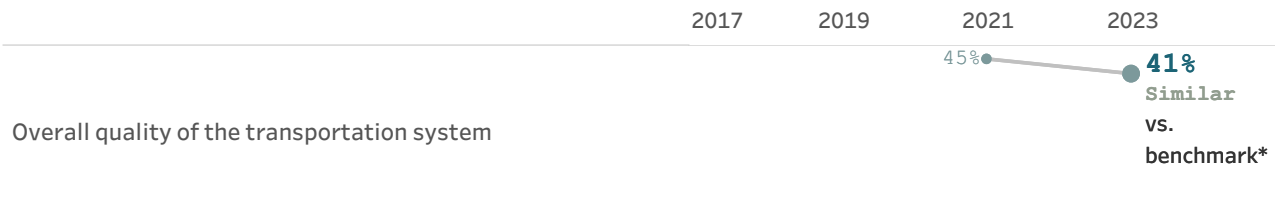
Overall quality of the transportation system in McKinney, 2023

## Mobility

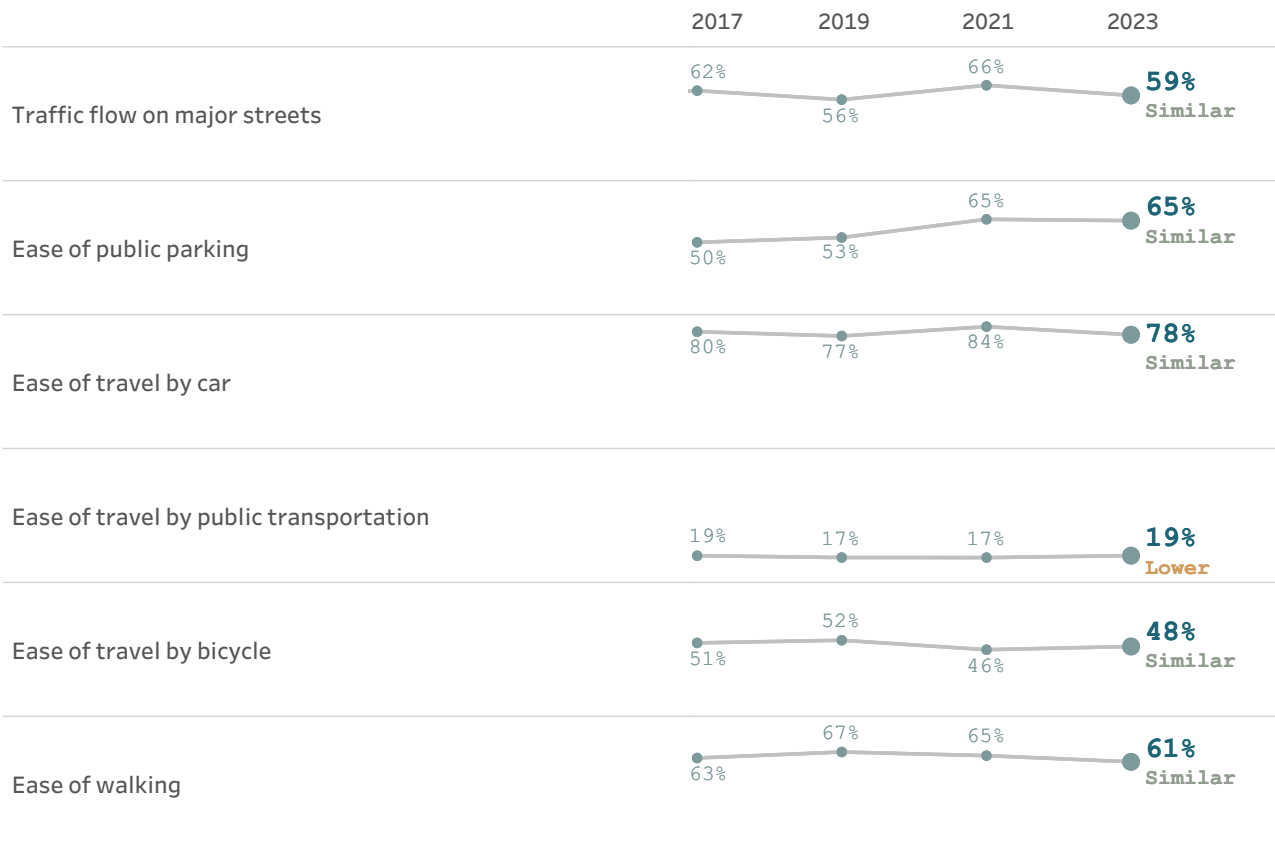
The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.



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



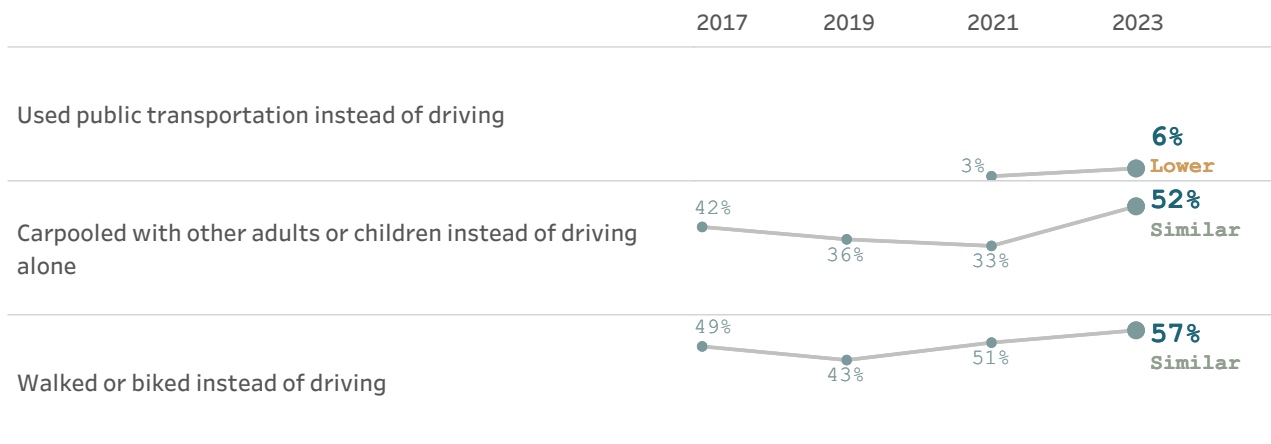
Please also rate each of the following in the McKinney community. (% excellent or good)





**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)

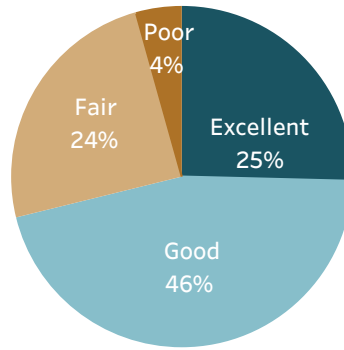


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

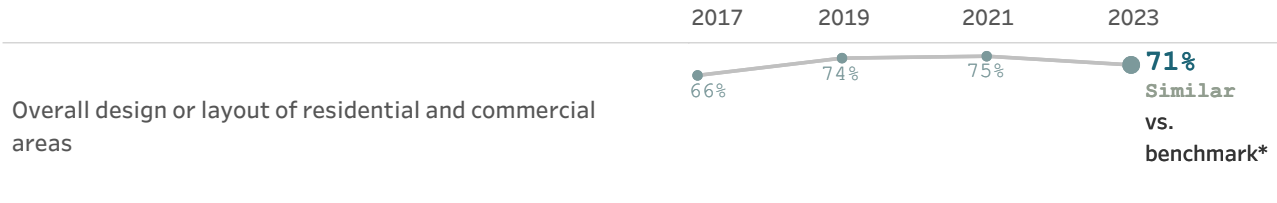
Overall design or layout of McKinney's residential and commercial areas, 2023

## Community design

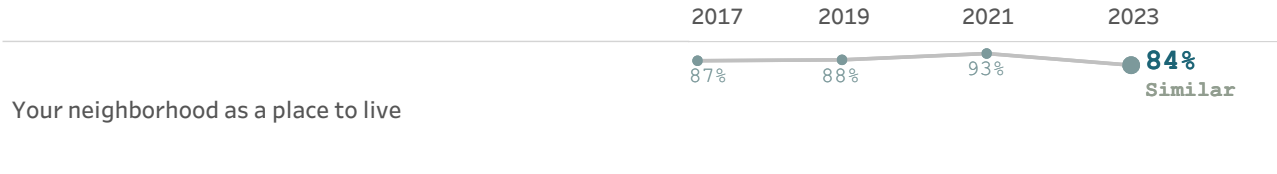
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



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

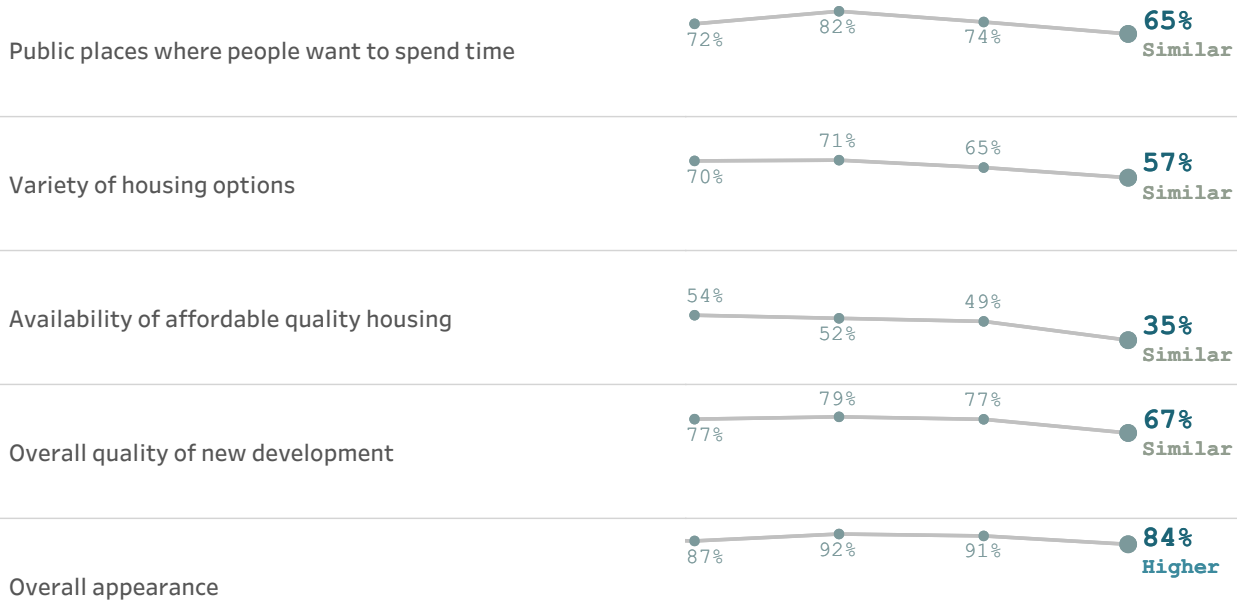


Please rate each of the following aspects of quality of life in McKinney.  
(% excellent or good)

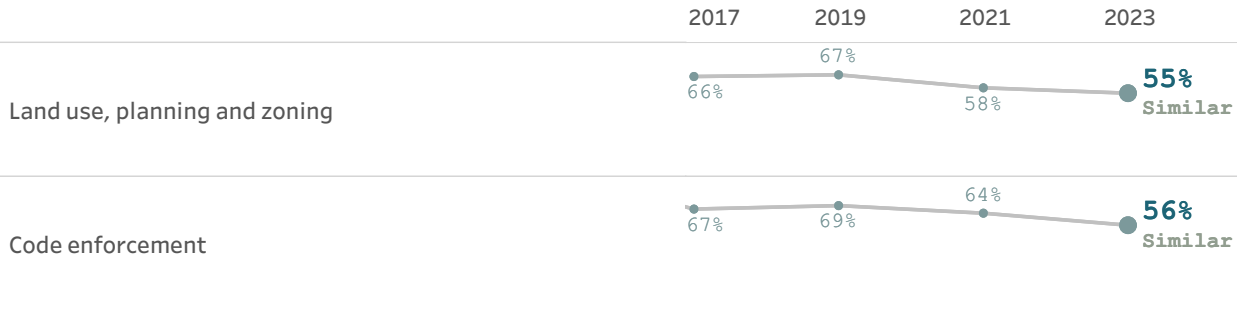


Please also rate each of the following in the McKinney community.  
(% excellent or good)



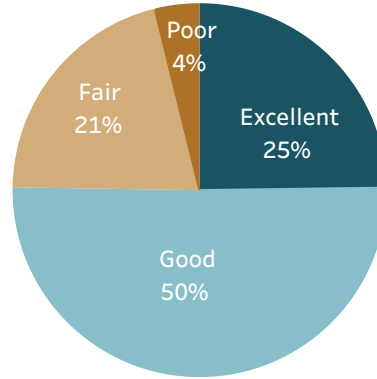


**Please rate the quality of each of the following services in McKinney.  
(% excellent or good)**



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

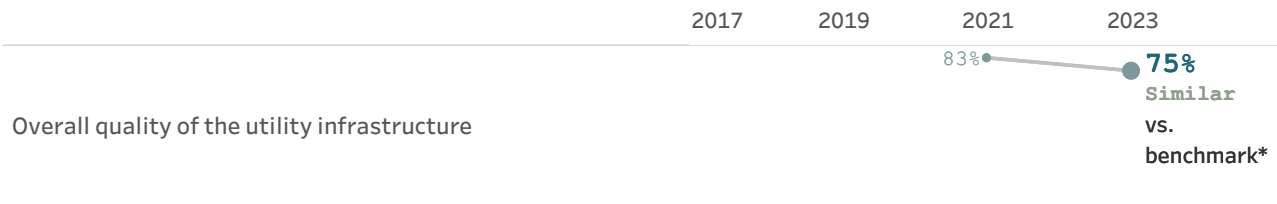
Overall quality of the utility infrastructure in McKinney, 2023



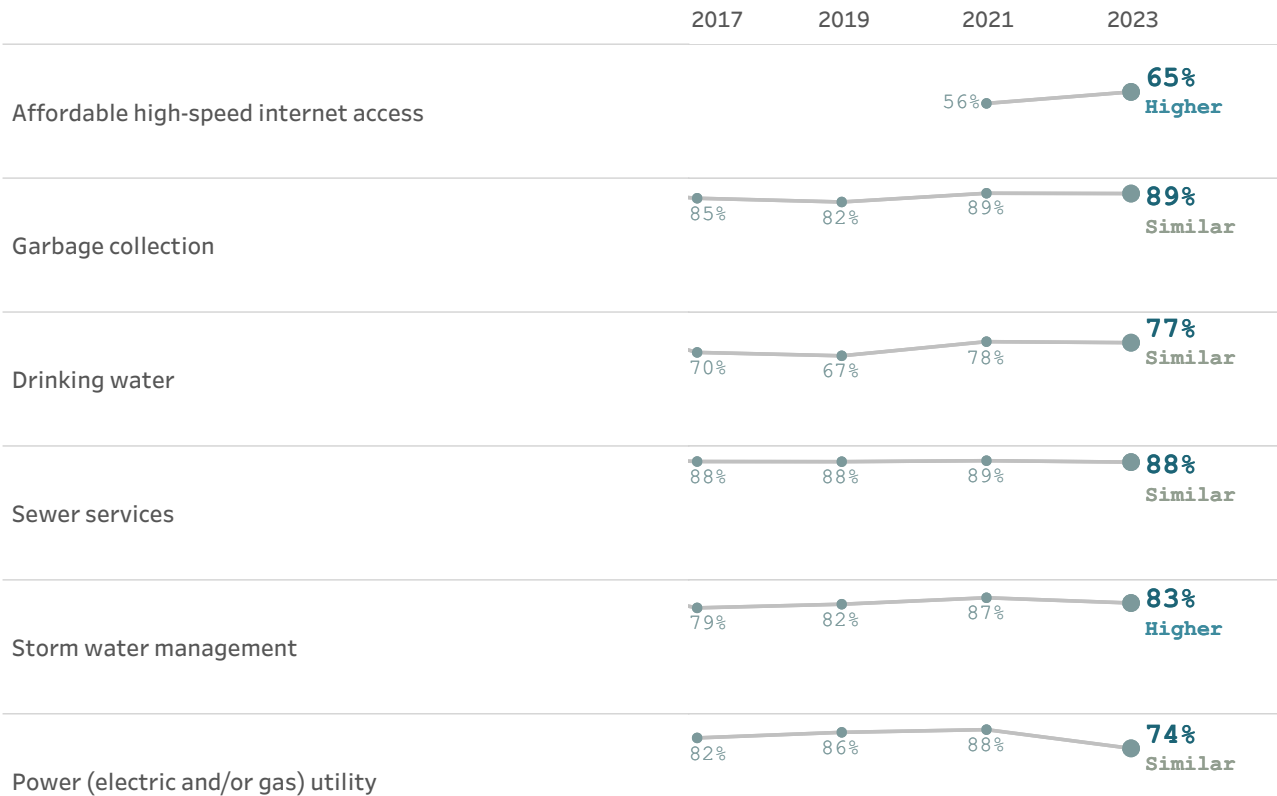
## Utilities

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.

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)



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Utility billing

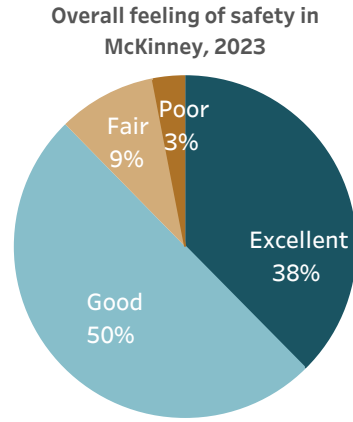
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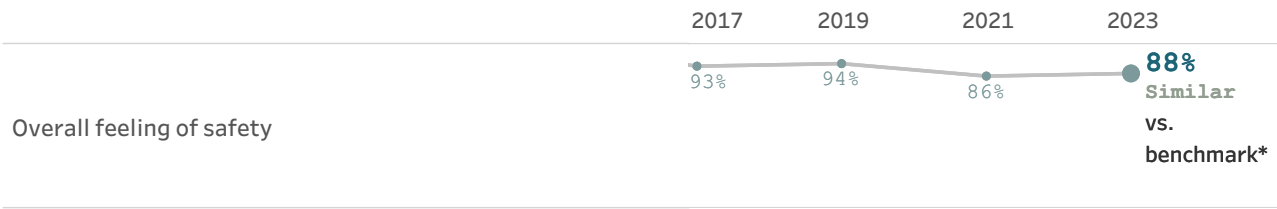
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Safety

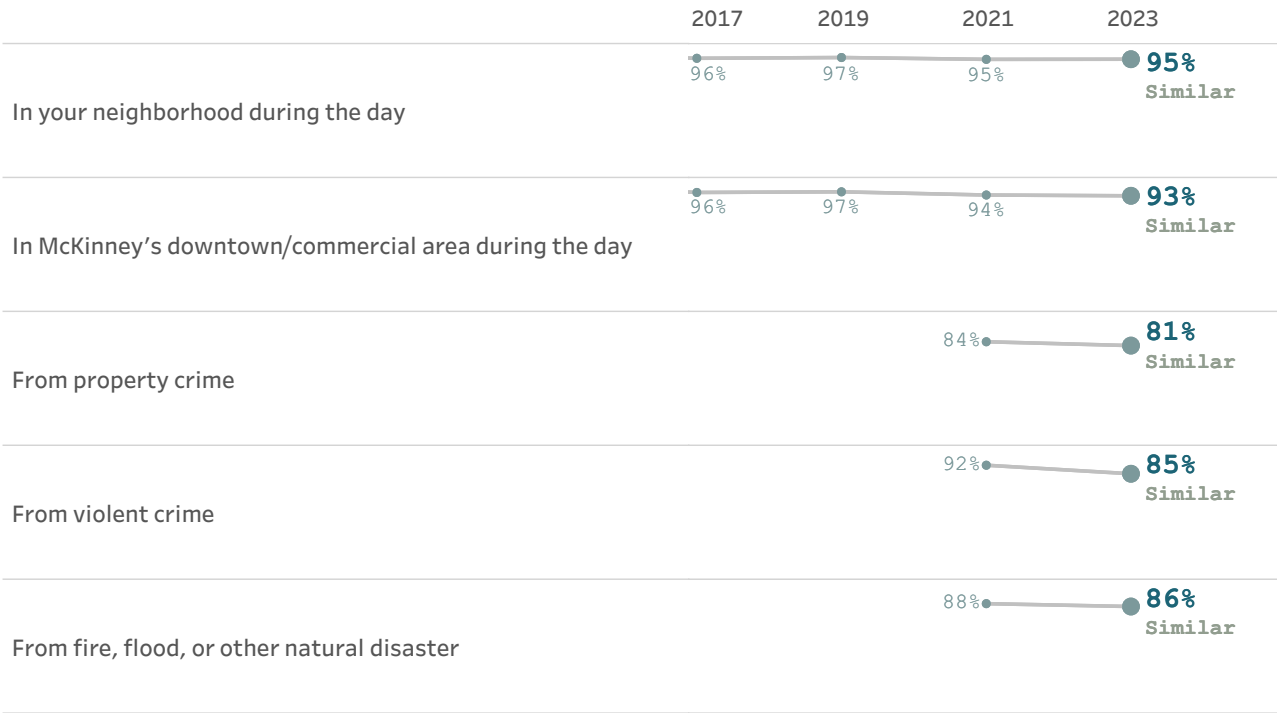
Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.



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)

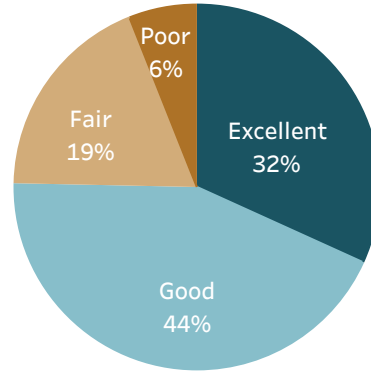


**Please rate the quality of each of the following services in McKinney.  
(% excellent or good)**



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

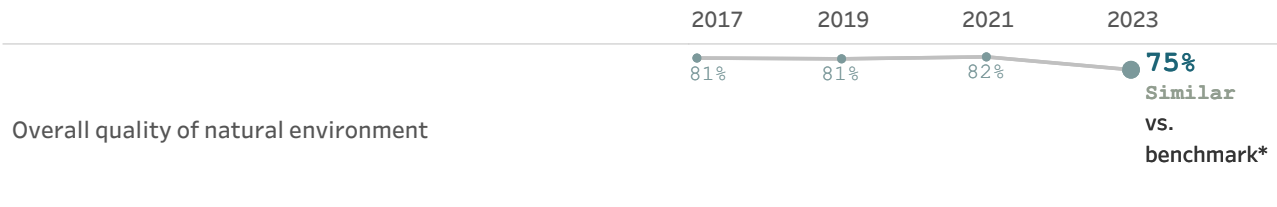
Overall quality of natural environment in McKinney, 2023



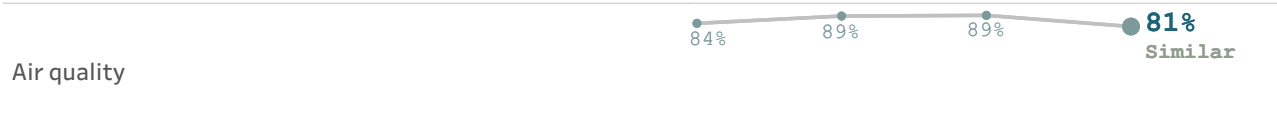
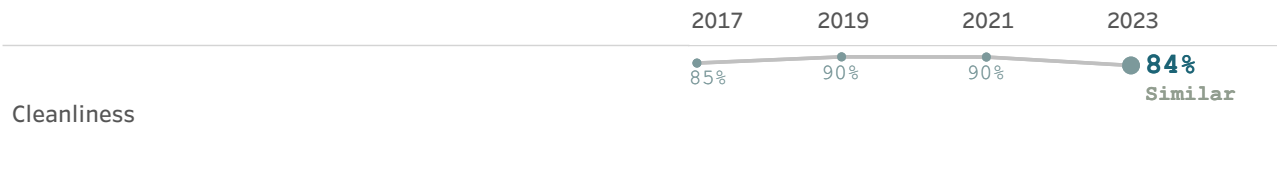
## Natural environment

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.

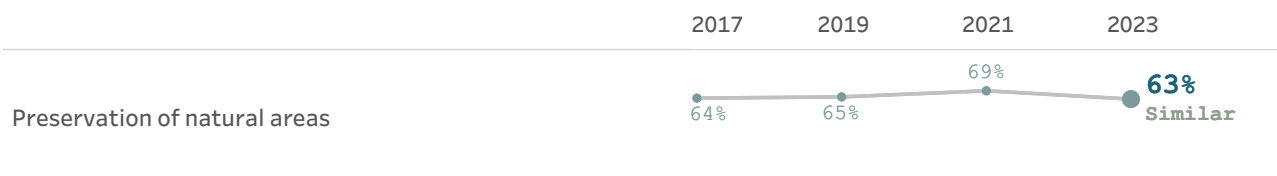
Please rate each of the following characteristics as they relate to McKinney as a whole.  
(% excellent or good)



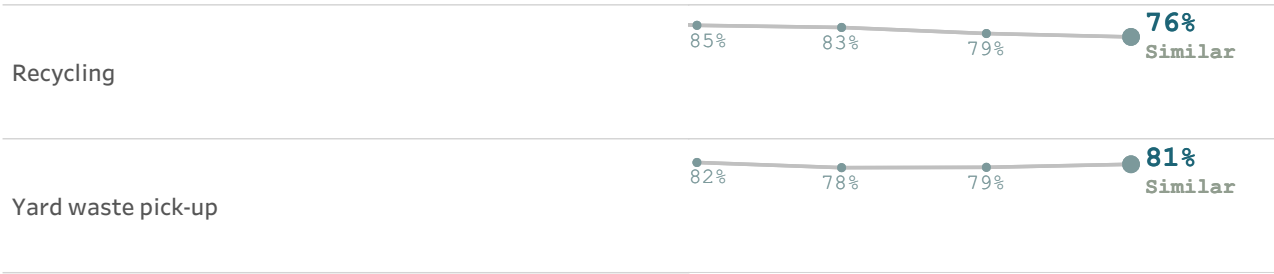
Please also rate each of the following in the McKinney community.  
(% excellent or good)



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.

Overall quality of parks and recreation opportunities, 2023

Parks and recreation

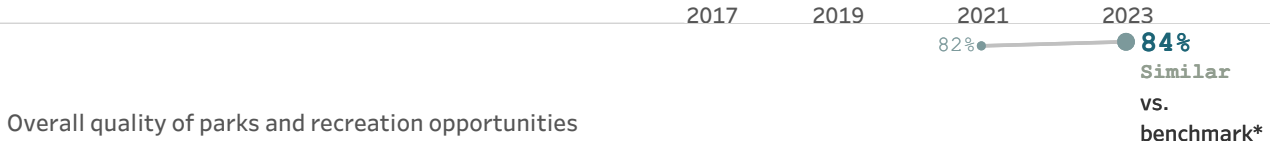
“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation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

- National Recreation and Park Association



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

(% excellent or good)



Please also rate each of the following in the McKinney community.

(% excellent or good)



Fitness opportunities



Recreational opportunities



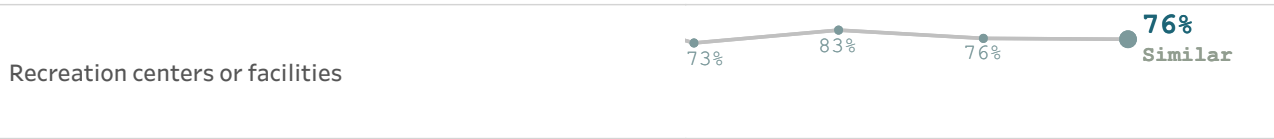
Please rate the quality of each of the following services in McKinney.

(% excellent or good)



Recreation programs or classes



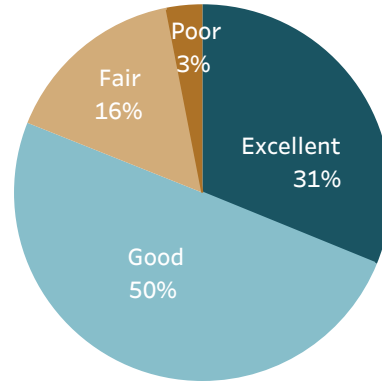


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

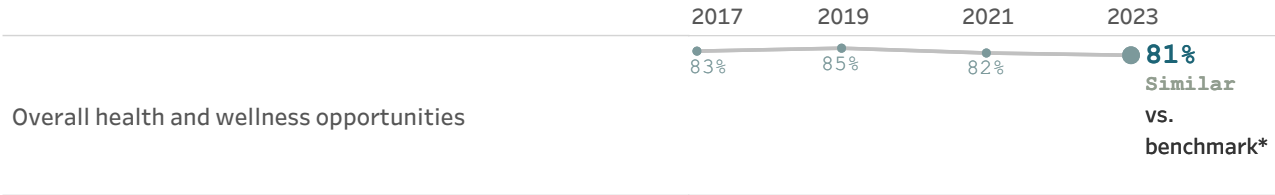
## Health and wellness

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.

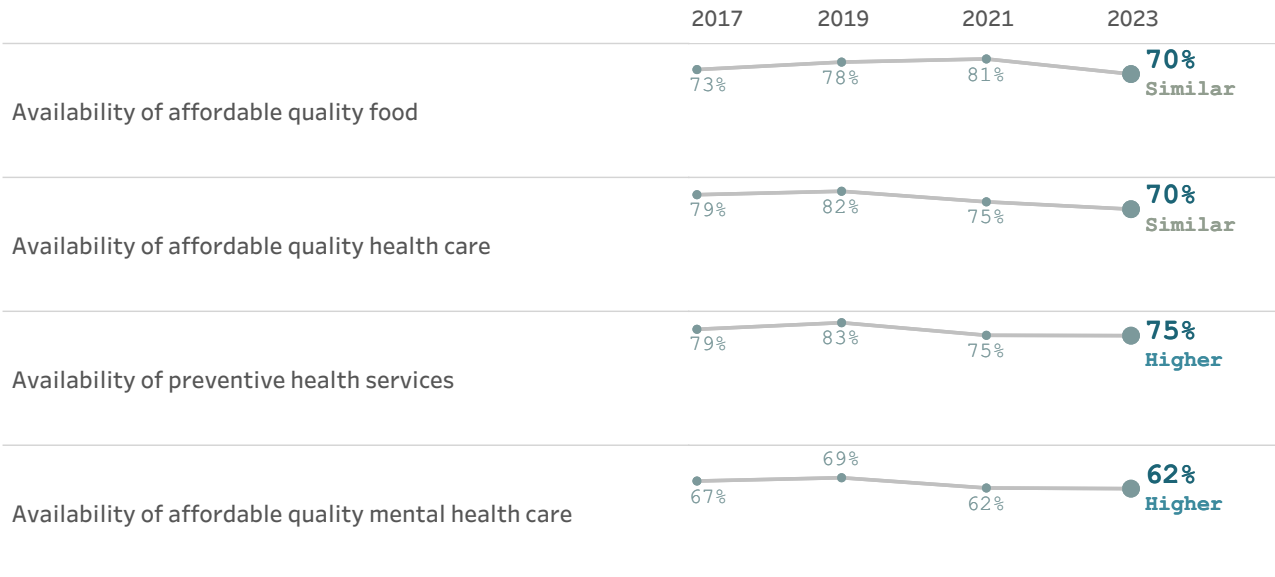
Overall health and wellness opportunities in McKinney, 2023



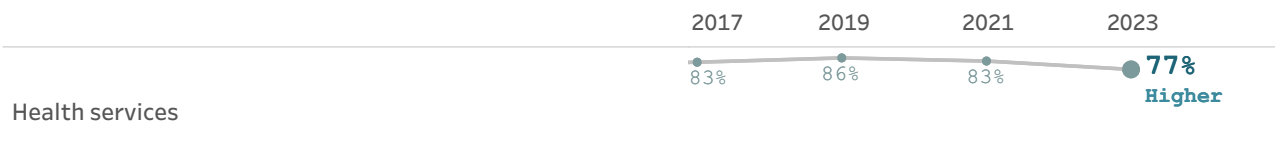
Please rate each of the following characteristics as they relate to McKinney as a whole. (% excellent or good)



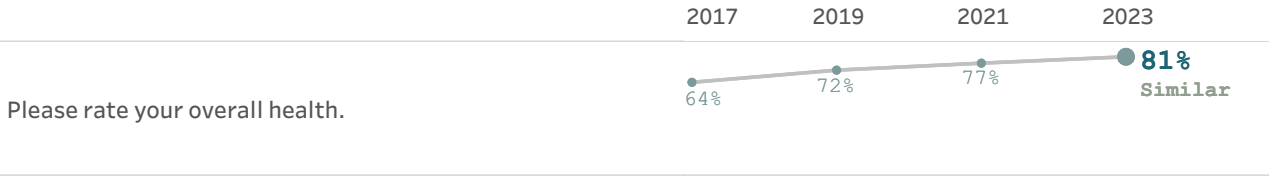
Please also rate each of the following in the McKinney community. (% excellent or good)



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

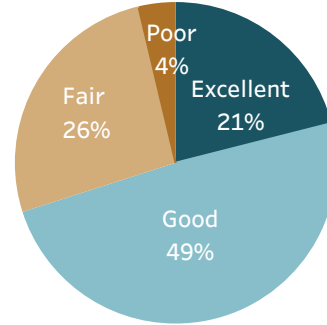


Please rate your overall health.  
(% excellent or very good)



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

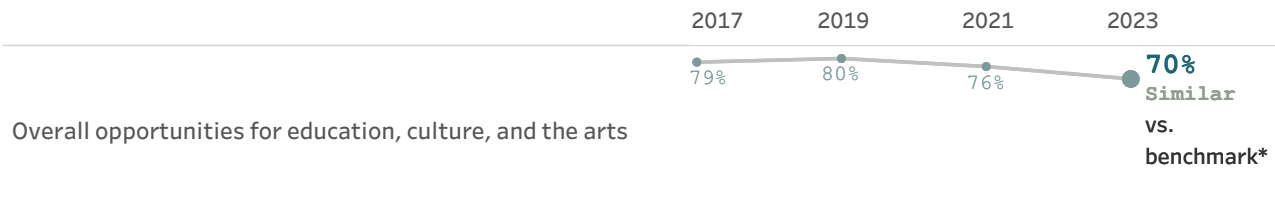
Overall opportunities for education, culture and the arts, 2023



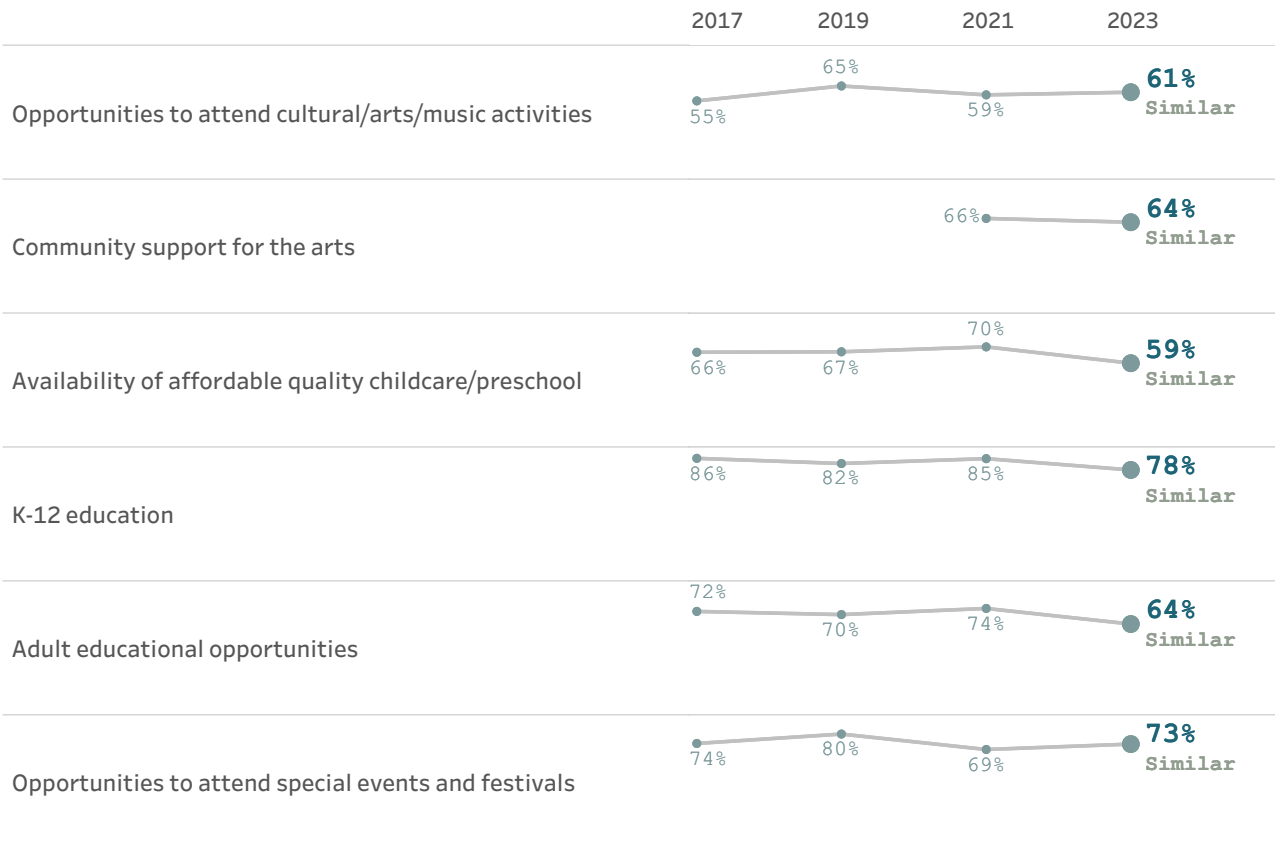
## Education, arts, and culture

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.

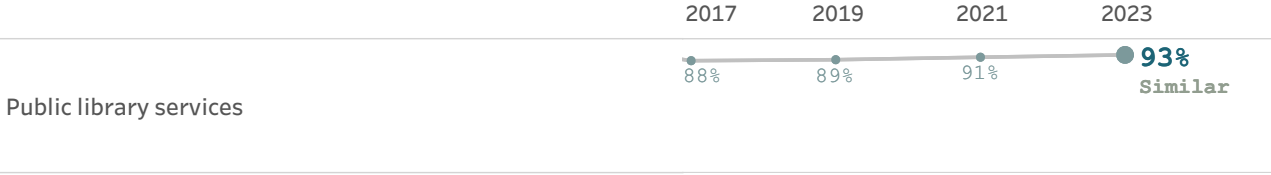
Please rate each of the following characteristics as they relate to McKinney as a whole. (% excellent or good)



Please also rate each of the following in the McKinney community. (% excellent or good)



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

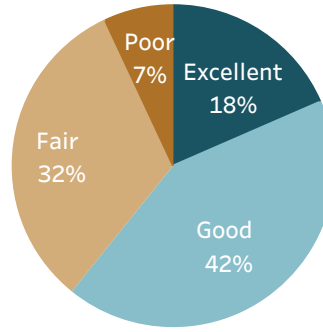


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

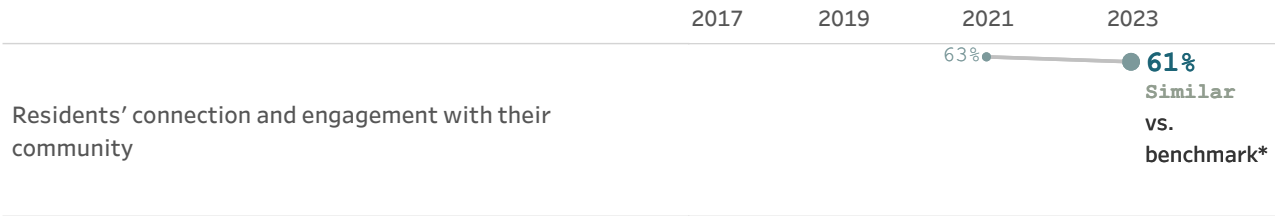
Residents' connection and engagement with their community, 2023

## Inclusivity and engagement

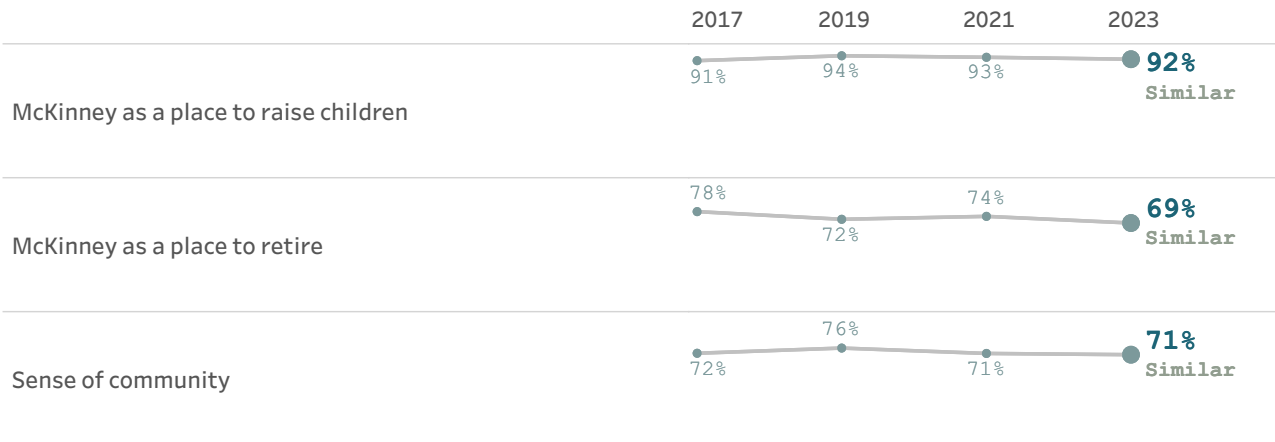
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



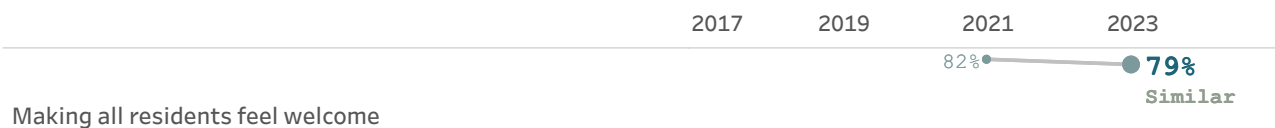
Please rate each of the following characteristics as they relate to McKinney as a whole. (% excellent or good)



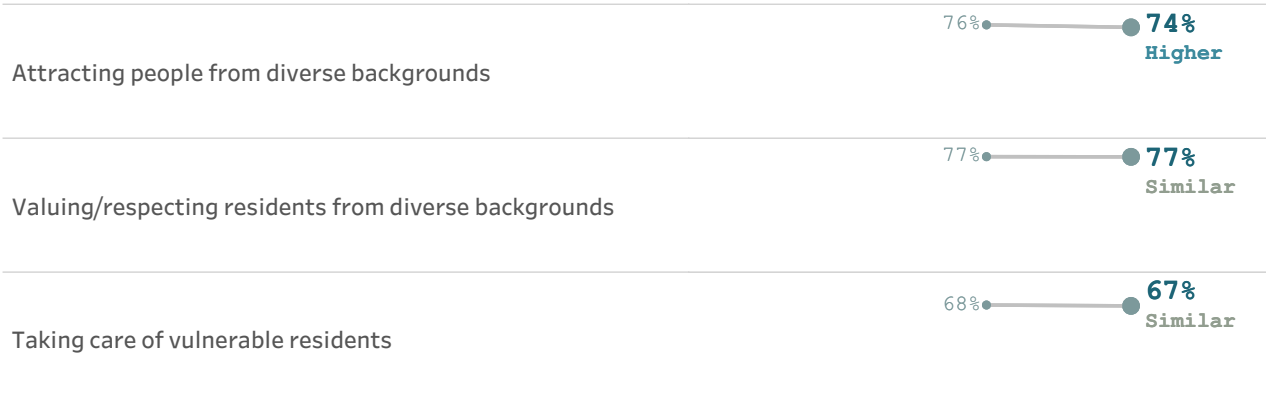
Please rate each of the following aspects of quality of life in McKinney. (% excellent or good)



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







Please also rate each of the following in the McKinney community.  
(% excellent or good)



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

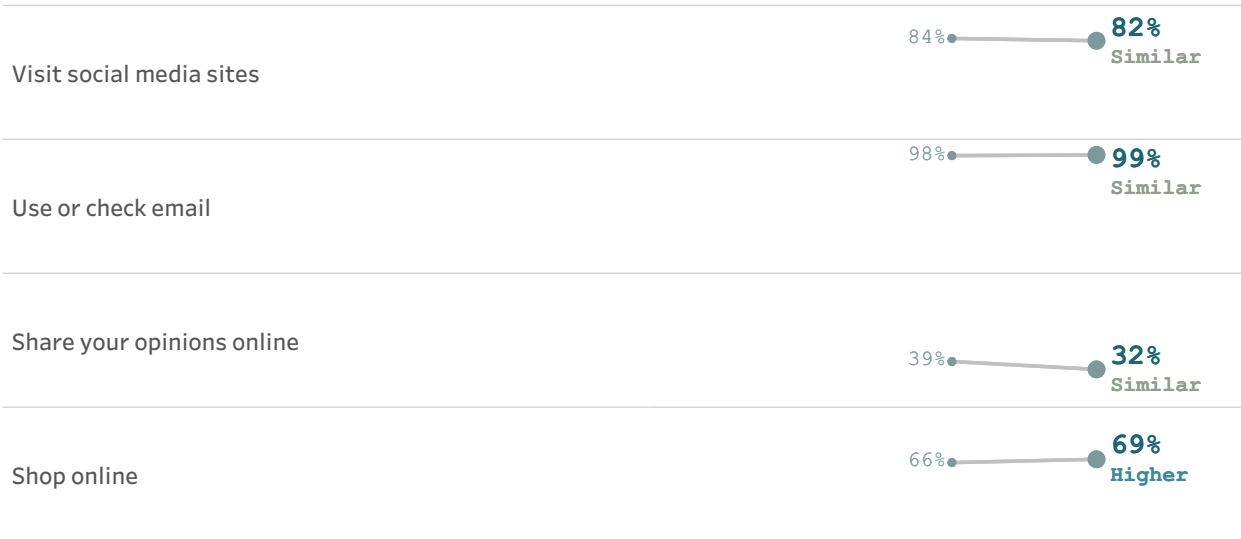
## Residents' participation levels

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)























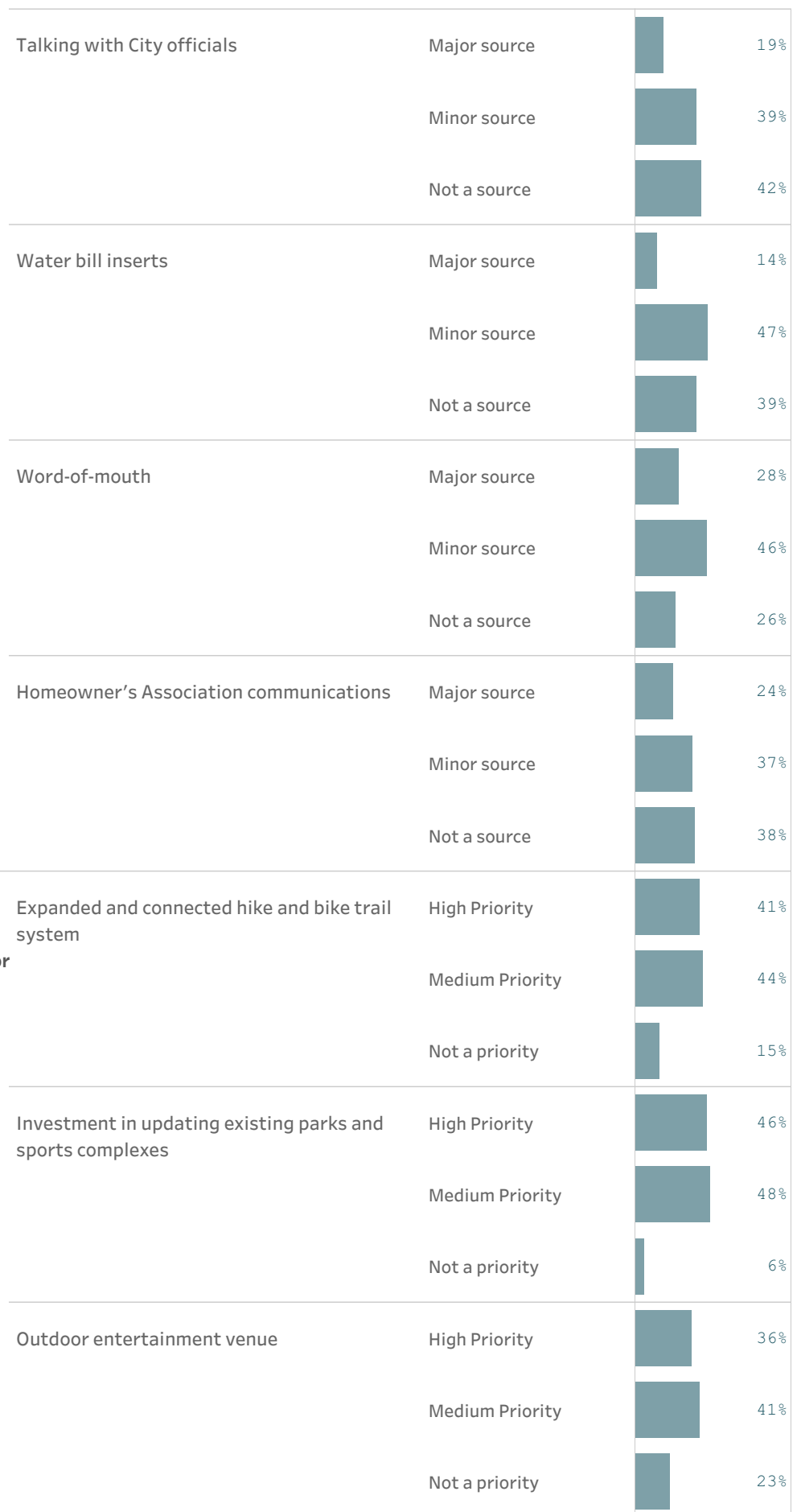
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

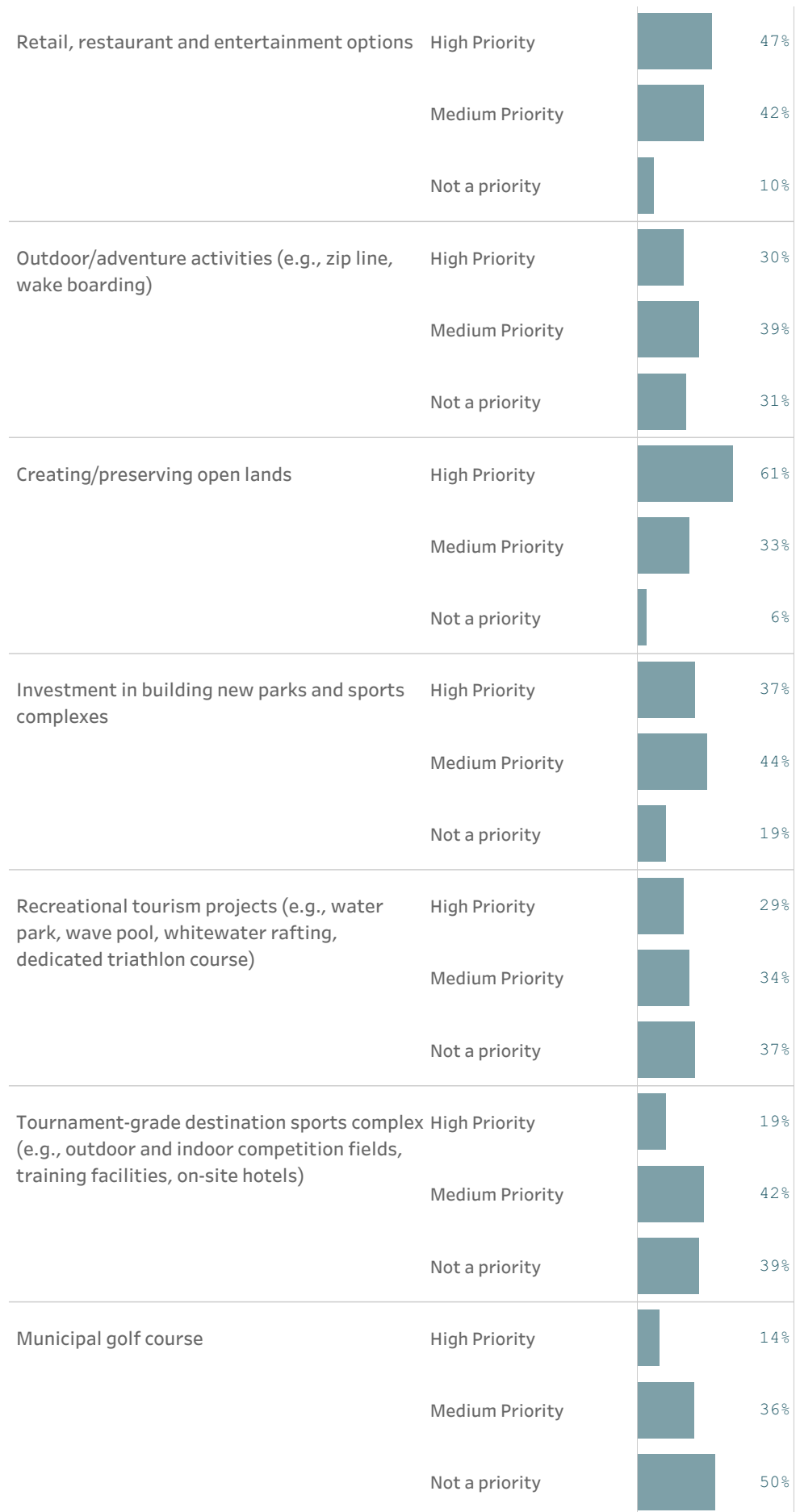
## Custom questions

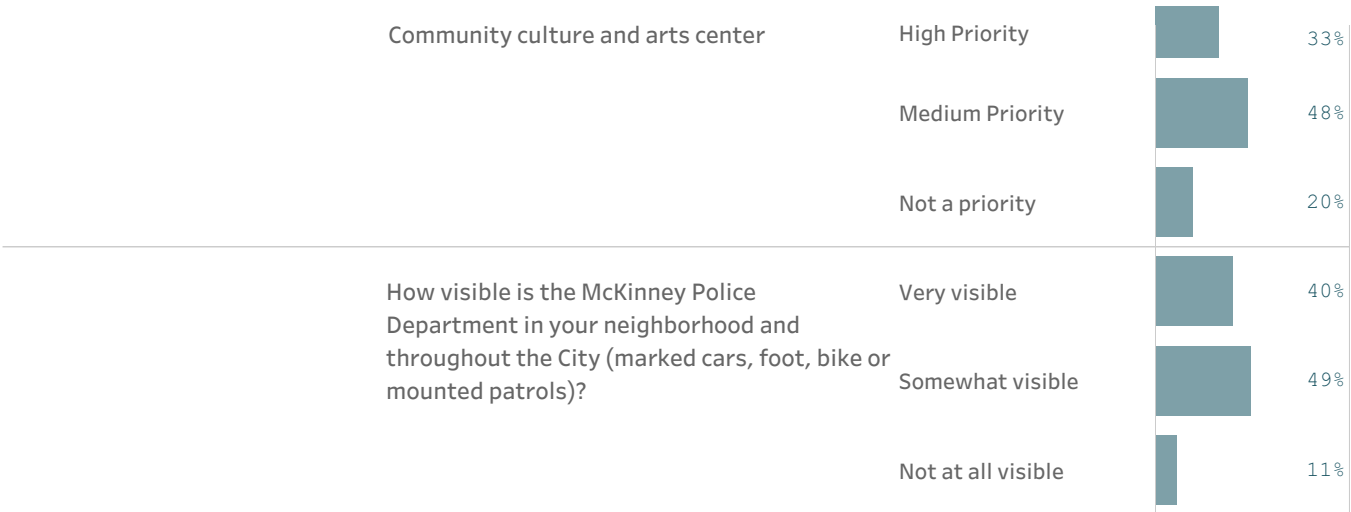
Below are the complete set of responses to each custom question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter below.

Include "don't know"  
No

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:				
City website (www.mckinneytexas.org)	Major source		70%	
	Minor source		25%	
	Not a source		6%	
Local newspapers	Major source		27%	
	Minor source		47%	
	Not a source		26%	
City electronic newsletter	Major source		36%	
	Minor source		40%	
	Not a source		24%	
City communications via social media (Facebook, Twitter, YouTube, Instagram, Nextdoor)	Major source		43%	
	Minor source		35%	
	Not a source		21%	
City Council meetings and other public meetings (in person or watching on TV or online)	Major source		20%	
	Minor source		45%	
	Not a source		35%	
City online annual report	Major source		22%	
	Minor source		39%	
	Not a source		39%	







## 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
Please rate each of the following aspects of quality of life in McKinney.	McKinney as a place to live	Similar	94%	103	375	72
	Your neighborhood as a place to live	Similar	84%	162	327	50
	McKinney as a place to raise children	Similar	92%	116	379	69
	McKinney as a place to work	Higher	78%	71	370	81
	McKinney as a place to visit	Similar	68%	107	328	67
	McKinney as a place to retire	Similar	69%	150	375	60
	The overall quality of life	Similar	92%	103	400	74
	Sense of community	Similar	71%	70	327	78
	Please rate each of the following characteristics as they relate to McKinney as a whole.	Overall economic health	Higher	86%	48	315
Overall quality of the transportation system		Similar	41%	146	218	33
Overall design or layout of residential and commercial areas		Similar	71%	49	308	84



<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Overall quality of the utility infrastructure	Similar	75%	59	213	72
	Overall feeling of safety	Similar	88%	132	365	64
	Overall quality of natural environment	Similar	75%	170	317	46
	Overall quality of parks and recreation opportunities	Similar	84%	83	218	62
	Overall health and wellness opportunities	Similar	81%	75	310	76
	Overall opportunities for education, culture, and the arts	Similar	70%	122	312	61
	Residents' connection and engagement with their community	Similar	61%	65	215	70
	<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	91%	109	319
Remain in McKinney for the next five years		Similar	81%	210	316	33
<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	Similar	95%	148	346	57
	In McKinney's downtown/commercial area during the day	Similar	93%	151	330	54
	From property crime	Similar	81%	84	223	62
	From violent crime	Similar	85%	116	223	48
	From fire, flood, or other natural disaster	Similar	86%	89	213	58
<b>Please rate the job you feel the McKinney community does at each of the following.</b>	Making all residents feel welcome	Similar	79%	35	221	84

<b>Please rate the job you feel the McKinney community does at each of the following.</b>	Attracting people from diverse backgrounds	Higher	74%	31	218	86
	Valuing/respecting residents from diverse backgrounds	Similar	77%	33	219	85
	Taking care of vulnerable residents	Similar	67%	54	215	75
<b>Please rate each of the following in the McKinney community.</b>	Overall quality of business and service establishments	Similar	81%	49	317	84
	Variety of business and service establishments	Higher	72%	30	216	86
	Vibrancy of downtown/commercial area	Much higher	85%	10	296	96
	Employment opportunities	Higher	64%	47	331	86
	Shopping opportunities	Higher	69%	66	322	79
	Cost of living	Similar	45%	125	309	59
	Overall image or reputation	Higher	89%	53	370	85
<b>Please also rate each of the following in the McKinney community.</b>	Traffic flow on major streets	Similar	59%	128	342	62
	Ease of public parking	Similar	65%	103	291	64
	Ease of travel by car	Similar	78%	72	330	78
	Ease of travel by public transportation	Lower	19%	254	291	13
	Ease of travel by bicycle	Similar	48%	191	332	42

Please also rate each of the following in the McKinney community.

Ease of walking	Similar	61%	182	333	45
Well-planned residential growth	Higher	68%	17	217	92
Well-planned commercial growth	Higher	61%	18	217	92
Well-designed neighborhoods	Higher	74%	22	214	90
Preservation of the historical or cultural character of the community	Higher	75%	23	214	89
Public places where people want to spend time	Similar	65%	111	303	63
Variety of housing options	Similar	57%	88	315	72
Availability of affordable quality housing	Similar	35%	150	337	55
Overall quality of new development	Similar	67%	51	327	84
Overall appearance	Higher	84%	55	349	84
Cleanliness	Similar	84%	112	338	67
Water resources	Similar	54%	125	197	37
Air quality	Similar	81%	149	304	51
Availability of paths and walking trails	Similar	72%	158	333	52
Fitness opportunities	Similar	79%	124	303	59

Please also rate each of the following in the McKinney community.

Recreational opportunities	Similar	69%	157	324	51
Availability of affordable quality food	Similar	70%	94	299	68
Availability of affordable quality health care	Similar	70%	73	308	76
Availability of preventive health services	Higher	75%	52	294	82
Availability of affordable quality mental health care	Higher	62%	28	296	90
Opportunities to attend cultural/arts/music activities	Similar	61%	128	320	60
Community support for the arts	Similar	64%	77	214	64
Availability of affordable quality childcare/preschool	Similar	59%	75	305	75
K-12 education	Similar	78%	132	308	57
Adult educational opportunities	Similar	64%	74	300	75
Sense of civic/community pride	Similar	74%	39	214	82
Neighborliness of residents	Similar	69%	79	305	74
Opportunities to participate in social events and activities	Similar	65%	92	312	70
Opportunities to attend special events and festivals	Similar	73%	79	309	74
Opportunities to volunteer	Similar	71%	126	308	59

<b>Please also rate each of the following in the McKinney community.</b>	Opportunities to participate in community matters	Similar	65%	89	310	71
	Openness and acceptance of the community toward people of diverse backgrounds	Similar	73%	48	327	85
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of McKinney for help or information	Similar	44%	206	345	40
	Contacted McKinney elected officials to express your opinion	Similar	9%	290	303	4
	Attended a local public meeting	Similar	16%	208	306	32
	Watched a local public meeting	Similar	21%	186	288	35
	Volunteered your time to some group/activity	Similar	34%	128	309	58
	Campaigned or advocated for a local issue, cause, or candidate	Similar	14%	238	299	20
	Voted in your most recent local election	Similar	75%	127	216	41
	Used public transportation instead of driving	Lower	6%	224	278	19
	Carpooled with other adults or children instead of driving alone	Similar	52%	42	300	86
	Walked or biked instead of driving	Similar	57%	156	304	49
<b>Please rate the quality of each of the following services in McKinney.</b>	Public information services	Similar	74%	93	322	71
	Economic development	Higher	75%	35	316	89
	Traffic enforcement	Similar	67%	118	364	67

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

Traffic signal timing	Similar	61%	73	308	76
Street repair	Similar	60%	94	358	74
Street cleaning	Similar	72%	122	322	62
Street lighting	Similar	64%	171	351	51
Snow removal	Lower	44%	238	268	11
Sidewalk maintenance	Similar	60%	156	320	51
Bus or transit services	Much lower	20%	255	287	11
Land use, planning and zoning	Similar	55%	71	324	78
Code enforcement	Similar	56%	84	357	76
Affordable high-speed internet access	Higher	65%	17	211	92
Garbage collection	Similar	89%	73	341	78
Drinking water	Similar	77%	114	320	64
Sewer services	Similar	88%	60	323	81
Storm water management	Higher	83%	35	334	89
Power (electric and/or gas) utility	Similar	74%	151	265	43

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

Utility billing	Similar	68%	151	289	48
Police/Sheriff services	Similar	82%	172	391	56
Crime prevention	Similar	79%	114	363	68
Animal control	Similar	77%	54	334	84
Ambulance or emergency medical services	Similar	88%	99	329	70
Fire services	Similar	94%	69	354	80
Fire prevention and education	Similar	81%	108	319	66
Emergency preparedness	Similar	78%	64	317	80
Preservation of natural areas	Similar	63%	140	301	53
McKinney open space	Similar	65%	110	296	63
Recycling	Similar	76%	152	343	55
Yard waste pick-up	Similar	81%	105	300	65
City parks	Similar	85%	126	336	62
Recreation programs or classes	Similar	79%	66	330	80
Recreation centers or facilities	Similar	76%	72	312	77

<b>Please rate the quality of each of the following services in McKinney.</b>	Health services	Higher	77%	53	288	81
	Public library services	Similar	93%	66	333	80
	Overall customer service by McKinney employees	Similar	85%	62	379	83
<b>Please rate the following categories of McKinney government performance.</b>	The value of services for the taxes paid to McKinney	Similar	61%	122	383	68
	The overall direction that McKinney is taking	Similar	68%	69	348	80
	The job McKinney government does at welcoming resident involvement	Similar	58%	99	346	71
	Overall confidence in McKinney government	Higher	66%	39	313	87
	Generally acting in the best interest of the community	Similar	69%	66	317	79
	Being honest	Similar	67%	93	308	70
	Being open and transparent to the public	Similar	66%	51	220	77
	Informing residents about issues facing the community	Similar	57%	69	225	69
	Treating all residents fairly	Similar	73%	60	314	81
	Treating residents with respect	Similar	77%	61	217	72
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of McKinney	Similar	80%	117	375	69
	The Federal Government	Similar	38%	195	298	34
























<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	Similar	93%	27	291	91
	Overall quality of the transportation system	Similar	73%	105	213	51
	Overall design or layout of residential and commercial areas	Similar	78%	82	291	72
	Overall quality of the utility infrastructure	Similar	92%	30	212	86
	Overall feeling of safety	Similar	94%	31	291	89
	Overall quality of natural environment	Similar	88%	36	291	87
	Overall quality of parks and recreation opportunities	Similar	83%	34	213	84
	Overall health and wellness opportunities	Similar	77%	99	291	66
	Overall opportunities for education, culture, and the arts	Similar	78%	59	291	80
	Residents' connection and engagement with their community	Similar	69%	163	291	44
<b>In general, how many times do you:</b>	Access the internet from your home	Similar	97%	59	213	72
	Access the internet from your cell phone	Similar	98%	10	213	95
	Visit social media sites	Similar	82%	48	212	77
	Use or check email	Similar	99%	29	213	86
	Share your opinions online	Similar	32%	68	213	68

<b>In general, how many times do you:</b>	Shop online	Higher	69%	17	212	92
	Please rate your overall health.	Similar	81%	20	299	93
	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:	Similar	26%	133	301	56






















## 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. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

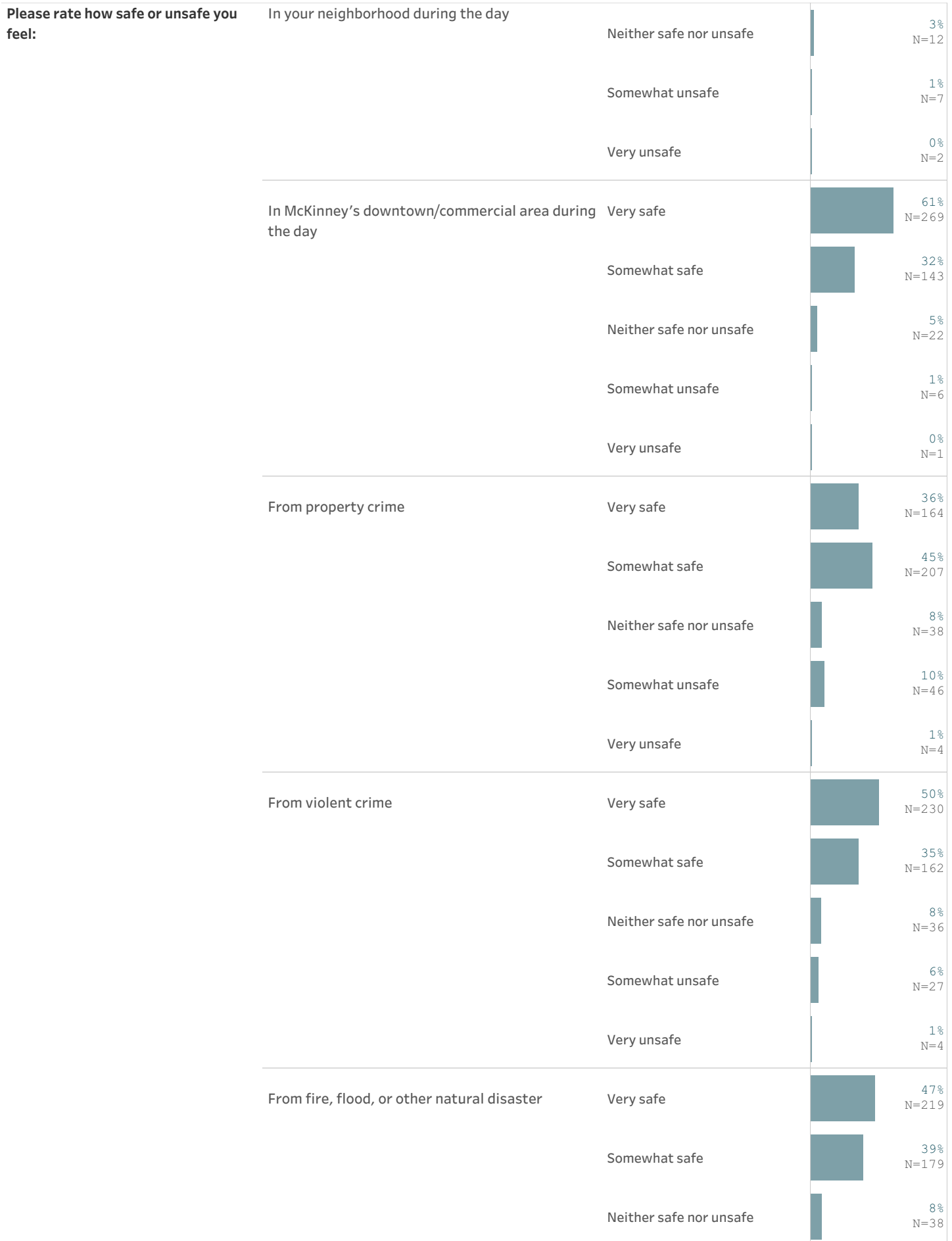
Please rate each of the following aspects of quality of life in McKinney.				
	McKinney as a place to live	Excellent		46% N=214
		Good		49% N=226
		Fair		5% N=24
		Poor		0% N=2
	Your neighborhood as a place to live	Excellent		45% N=207
		Good		39% N=183
		Fair		13% N=61
		Poor		3% N=13
	McKinney as a place to raise children	Excellent		45% N=192
		Good		46% N=196
		Fair		7% N=28
		Poor		2% N=7
	McKinney as a place to work	Excellent		34% N=125
		Good		44% N=162
		Fair		21% N=76
		Poor		2% N=6
	McKinney as a place to visit	Excellent		33% N=151
		Good		35% N=162
		Fair		26% N=121






















<b>Please rate each of the following aspects of quality of life in McKinney.</b>	McKinney as a place to visit	Poor		5% N=24
	McKinney as a place to retire	Excellent		34% N=137
		Good		35% N=138
		Fair		18% N=73
		Poor		13% N=51
The overall quality of life	Excellent		35% N=162	
	Good		57% N=263	
	Fair		8% N=37	
	Poor		0% N=2	
Sense of community	Excellent		26% N=121	
	Good		44% N=201	
	Fair		25% N=115	
	Poor		4% N=20	
<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Overall economic health	Excellent		33% N=144
		Good		53% N=234
		Fair		11% N=50
		Poor		2% N=11
	Overall quality of the transportation system	Excellent		14% N=59
Good			27% N=118	
Fair			35% N=153	
Poor			24% N=102	

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

Overall design or layout of residential and commercial areas	Excellent		25% N=118
	Good		46% N=213
	Fair		24% N=114
	Poor		4% N=20
Overall quality of the utility infrastructure	Excellent		25% N=115
	Good		50% N=234
	Fair		21% N=97
	Poor		4% N=18
Overall feeling of safety	Excellent		38% N=175
	Good		50% N=233
	Fair		9% N=43
	Poor		3% N=14
Overall quality of natural environment	Excellent		32% N=146
	Good		44% N=200
	Fair		19% N=86
	Poor		6% N=28
Overall quality of parks and recreation opportunities	Excellent		38% N=172
	Good		46% N=210
	Fair		15% N=68
	Poor		1% N=4
Overall health and wellness opportunities	Excellent		31% N=140

<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Overall health and wellness opportunities	Good		50% N=224
		Fair		16% N=72
		Poor		3% N=14
	Overall opportunities for education, culture, and the arts	Excellent		21% N=96
		Good		49% N=223
		Fair		26% N=119
		Poor		4% N=17
	Residents' connection and engagement with their community	Excellent		18% N=83
		Good		42% N=191
Fair			32% N=145	
Poor			7% N=31	
<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		55% N=251
		Somewhat likely		36% N=165
		Somewhat unlikely		6% N=28
		Very unlikely		3% N=12
	Remain in McKinney for the next five years	Very likely		51% N=232
		Somewhat likely		30% N=134
		Somewhat unlikely		13% N=60
		Very unlikely		5% N=25
	<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	Very safe	
Somewhat safe				19% N=87
























<b>Please rate how safe or unsafe you feel:</b>	From fire, flood, or other natural disaster	Somewhat unsafe		5% N=25
		Very unsafe		0% N=2
<b>Please rate the job you feel the McKinney community does at each of the following.</b>	Making all residents feel welcome	Excellent		29% N=132
		Good		50% N=226
		Fair		19% N=85
		Poor		2% N=11
	Attracting people from diverse backgrounds	Excellent		28% N=116
		Good		46% N=193
		Fair		18% N=76
		Poor		7% N=30
	Valuing/respecting residents from diverse backgrounds	Excellent		28% N=115
		Good		50% N=207
		Fair		17% N=70
		Poor		6% N=24
Taking care of vulnerable residents	Excellent		23% N=79	
	Good		44% N=153	
	Fair		21% N=73	
	Poor		11% N=39	
<b>Please rate each of the following in the McKinney community.</b>	Overall quality of business and service establishments	Excellent		29% N=133
		Good		53% N=245
		Fair		16% N=76




**Please rate each of the following in the McKinney community.**






















Overall quality of business and service establishments	Poor		2% N=10
Variety of business and service establishments	Excellent		30% N=137
	Good		42% N=195
	Fair		23% N=108
	Poor		5% N=22
Vibrancy of downtown/commercial area	Excellent		39% N=175
	Good		46% N=203
	Fair		13% N=57
	Poor		2% N=10
Employment opportunities	Excellent		18% N=61
	Good		46% N=158
	Fair		29% N=100
	Poor		7% N=23
Shopping opportunities	Excellent		24% N=112
	Good		45% N=208
	Fair		27% N=125
	Poor		4% N=21
Cost of living	Excellent		8% N=36
	Good		38% N=174
	Fair		36% N=166
	Poor		19% N=88

<b>Please rate each of the following in the McKinney community.</b>	Overall image or reputation	Excellent		38% N=176
		Good		52% N=239
		Fair		10% N=46
		Poor		1% N=3
<b>Please also rate each of the following in the McKinney community.</b>	Traffic flow on major streets	Excellent		12% N=53
		Good		47% N=217
		Fair		25% N=117
		Poor		16% N=74
Ease of public parking	Excellent		21% N=98	
	Good		43% N=198	
	Fair		26% N=118	
	Poor		10% N=44	
Ease of travel by car	Excellent		33% N=153	
	Good		45% N=211	
	Fair		18% N=83	
	Poor		4% N=18	
Ease of travel by public transportation	Excellent		6% N=16	
	Good		13% N=36	
	Fair		17% N=46	
	Poor		64% N=172	
Ease of travel by bicycle	Excellent		12% N=39	

Please also rate each of the following in the McKinney community.

Ease of travel by bicycle	Good		37% N=125
	Fair		32% N=107
	Poor		20% N=68
Ease of walking	Excellent		18% N=79
	Good		43% N=189
	Fair		30% N=134
	Poor		9% N=38
Well-planned residential growth	Excellent		23% N=98
	Good		45% N=196
	Fair		24% N=105
	Poor		8% N=33
Well-planned commercial growth	Excellent		20% N=79
	Good		42% N=170
	Fair		28% N=115
	Poor		10% N=42
Well-designed neighborhoods	Excellent		24% N=110
	Good		50% N=227
	Fair		22% N=99
	Poor		4% N=19
Preservation of the historical or cultural character of the community	Excellent		28% N=115
	Good		47% N=194






















**Please also rate each of the following in the McKinney community.**


Preservation of the historical or cultural character of the community	Fair		21% N=87
	Poor		4% N=15
Public places where people want to spend time	Excellent		23% N=101
	Good		42% N=186
	Fair		30% N=135
	Poor		5% N=22
Variety of housing options	Excellent		20% N=87
	Good		37% N=162
	Fair		29% N=126
	Poor		14% N=62
Availability of affordable quality housing	Excellent		6% N=26
	Good		29% N=120
	Fair		35% N=144
	Poor		31% N=128
Overall quality of new development	Excellent		19% N=82
	Good		48% N=210
	Fair		25% N=108
	Poor		8% N=37
Overall appearance	Excellent		38% N=178
	Good		46% N=214
	Fair		15% N=69






















Please also rate each of the following in the McKinney community.

Overall appearance	Poor		1% N=4
Cleanliness	Excellent		35% N=160
	Good		49% N=226
	Fair		12% N=56
	Poor		4% N=19
Water resources	Excellent		18% N=74
	Good		36% N=151
	Fair		32% N=132
	Poor		14% N=60
Air quality	Excellent		28% N=126
	Good		53% N=241
	Fair		17% N=76
	Poor		2% N=8
Availability of paths and walking trails	Excellent		29% N=128
	Good		43% N=193
	Fair		22% N=100
	Poor		6% N=28
Fitness opportunities	Excellent		25% N=107
	Good		54% N=229
	Fair		17% N=70
	Poor		4% N=19






















Please also rate each of the following in the McKinney community.






















Recreational opportunities	Excellent		23% N=102
	Good		46% N=198
	Fair		25% N=111
	Poor		6% N=24
Availability of affordable quality food	Excellent		22% N=102
	Good		48% N=221
	Fair		23% N=104
	Poor		7% N=32
Availability of affordable quality health care	Excellent		25% N=106
	Good		44% N=184
	Fair		25% N=105
	Poor		5% N=22
Availability of preventive health services	Excellent		26% N=103
	Good		48% N=188
	Fair		21% N=83
	Poor		4% N=15
Availability of affordable quality mental health care	Excellent		20% N=52
	Good		42% N=112
	Fair		25% N=67
	Poor		13% N=33
Opportunities to attend cultural/arts/music activities	Excellent		15% N=64

Please also rate each of the following in the McKinney community.				
Opportunities to attend cultural/arts/music activities	Good		46%	N=192
	Fair		32%	N=134
	Poor		7%	N=30
Community support for the arts	Excellent		20%	N=77
	Good		44%	N=171
	Fair		31%	N=119
	Poor		6%	N=23
Availability of affordable quality childcare/preschool	Excellent		17%	N=41
	Good		42%	N=101
	Fair		31%	N=74
	Poor		10%	N=25
K-12 education	Excellent		27%	N=90
	Good		51%	N=172
	Fair		18%	N=62
	Poor		4%	N=13
Adult educational opportunities	Excellent		22%	N=62
	Good		42%	N=119
	Fair		29%	N=81
	Poor		8%	N=21
Sense of civic/community pride	Excellent		25%	N=107
	Good		49%	N=212






















Please also rate each of the following in the McKinney community.		Sense of civic/community pride	
	Fair		22% N=93
	Poor		4% N=18
Neighborliness of residents	Excellent		25% N=111
	Good		44% N=196
	Fair		25% N=112
	Poor		6% N=28
Opportunities to participate in social events and activities	Excellent		21% N=89
	Good		45% N=192
	Fair		30% N=131
	Poor		4% N=17
Opportunities to attend special events and festivals	Excellent		25% N=112
	Good		48% N=215
	Fair		23% N=102
	Poor		4% N=16
Opportunities to volunteer	Excellent		21% N=76
	Good		50% N=187
	Fair		24% N=90
	Poor		5% N=18
Opportunities to participate in community matters	Excellent		19% N=71
	Good		46% N=168
	Fair		30% N=109
























<b>Please also rate each of the following in the McKinney community.</b>	Opportunities to participate in community matters	Poor		5% N=18
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		20% N=78
		Good		53% N=208
		Fair		21% N=84
		Poor		6% N=23
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of McKinney for help or information	No		56% N=260
		Yes		44% N=205
	Contacted McKinney elected officials to express your opinion	No		91% N=423
		Yes		9% N=42
	Attended a local public meeting	No		84% N=391
		Yes		16% N=73
	Watched a local public meeting	No		79% N=367
		Yes		21% N=98
	Volunteered your time to some group/activity	No		66% N=306
		Yes		34% N=160
	Campaigned or advocated for a local issue, cause, or candidate	No		86% N=396
		Yes		14% N=63
	Voted in your most recent local election	No		26% N=119
		Yes		74% N=346
	Used public transportation instead of driving	No		94% N=435
		Yes		6% N=29

<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Carpooled with other adults or children instead of driving alone	No		48% N=224
		Yes		52% N=240
	Walked or biked instead of driving	No		44% N=202
		Yes		56% N=263
<b>Please rate the quality of each of the following services in McKinney.</b>	Public information services	Excellent		18% N=71
		Good		56% N=226
		Fair		22% N=88
		Poor		4% N=15
	Economic development	Excellent		19% N=76
		Good		56% N=222
		Fair		21% N=84
		Poor		4% N=14
	Traffic enforcement	Excellent		19% N=80
		Good		49% N=210
		Fair		26% N=111
		Poor		7% N=29
Traffic signal timing	Excellent		16% N=75	
	Good		45% N=207	
	Fair		26% N=117	
	Poor		13% N=59	
Street repair	Excellent		14% N=63	






















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

Street repair	Good		46% N=213
	Fair		28% N=129
	Poor		12% N=56
Street cleaning	Excellent		20% N=93
	Good		52% N=236
	Fair		21% N=97
	Poor		6% N=29
Street lighting	Excellent		15% N=69
	Good		49% N=224
	Fair		26% N=119
	Poor		10% N=47
Snow removal	Excellent		16% N=46
	Good		29% N=84
	Fair		28% N=82
	Poor		28% N=81
Sidewalk maintenance	Excellent		13% N=55
	Good		47% N=205
	Fair		28% N=124
	Poor		12% N=52
Bus or transit services	Excellent		7% N=14
	Good		13% N=28






















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

Bus or transit services	Fair		21% N=45
	Poor		59% N=128
Land use, planning and zoning	Excellent		15% N=54
	Good		40% N=147
	Fair		30% N=112
	Poor		15% N=54
Code enforcement	Excellent		22% N=76
	Good		34% N=121
	Fair		30% N=104
	Poor		14% N=51
Affordable high-speed internet access	Excellent		24% N=99
	Good		40% N=168
	Fair		25% N=105
	Poor		10% N=43
Garbage collection	Excellent		42% N=188
	Good		46% N=206
	Fair		9% N=38
	Poor		3% N=14
Drinking water	Excellent		31% N=136
	Good		47% N=208
	Fair		18% N=80






















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

Drinking water	Poor		5% N=21
Sewer services	Excellent		35% N=154
	Good		53% N=231
	Fair		11% N=47
	Poor		1% N=5
Storm water management	Excellent		34% N=139
	Good		48% N=197
	Fair		15% N=60
	Poor		3% N=10
Power (electric and/or gas) utility	Excellent		26% N=118
	Good		48% N=215
	Fair		22% N=98
	Poor		4% N=17
Utility billing	Excellent		24% N=107
	Good		44% N=197
	Fair		24% N=105
	Poor		8% N=37
Police/Sheriff services	Excellent		36% N=146
	Good		46% N=186
	Fair		13% N=54
	Poor		4% N=16






















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

Crime prevention	Excellent		32% N=122
	Good		48% N=183
	Fair		15% N=60
	Poor		5% N=21
Animal control	Excellent		32% N=110
	Good		45% N=156
	Fair		17% N=59
	Poor		5% N=18
Ambulance or emergency medical services	Excellent		51% N=163
	Good		38% N=121
	Fair		10% N=33
	Poor		1% N=4
Fire services	Excellent		55% N=191
	Good		38% N=133
	Fair		6% N=22
Fire prevention and education	Excellent		36% N=105
	Good		46% N=133
	Fair		15% N=43
	Poor		4% N=11
Emergency preparedness	Excellent		26% N=91
	Good		52% N=185

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






















Emergency preparedness	Fair		17% N=59
	Poor		5% N=18
Preservation of natural areas	Excellent		23% N=91
	Good		40% N=158
	Fair		23% N=92
	Poor		14% N=54
McKinney open space	Excellent		26% N=103
	Good		38% N=148
	Fair		25% N=98
	Poor		10% N=39
Recycling	Excellent		27% N=119
	Good		49% N=210
	Fair		16% N=71
	Poor		8% N=33
Yard waste pick-up	Excellent		33% N=127
	Good		48% N=186
	Fair		13% N=51
	Poor		6% N=23
City parks	Excellent		36% N=159
	Good		49% N=220
	Fair		13% N=60

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















City parks	Poor		2% N=8
Recreation programs or classes	Excellent		31% N=100
	Good		48% N=155
	Fair		18% N=59
	Poor		2% N=8
Recreation centers or facilities	Excellent		32% N=116
	Good		43% N=157
	Fair		21% N=75
	Poor		3% N=13
Health services	Excellent		29% N=101
	Good		48% N=167
	Fair		21% N=74
	Poor		1% N=5
Public library services	Excellent		52% N=197
	Good		41% N=157
	Fair		7% N=25
	Poor		1% N=2
Overall customer service by McKinney employees	Excellent		39% N=159
	Good		46% N=189
	Fair		14% N=59
	Poor		1% N=4



**Please rate the following categories of McKinney government performance.**




















The value of services for the taxes paid to McKinney	Excellent		11% N=49
	Good		50% N=213
	Fair		30% N=127
	Poor		9% N=38
The overall direction that McKinney is taking	Excellent		16% N=69
	Good		52% N=217
	Fair		27% N=113
	Poor		5% N=22
The job McKinney government does at welcoming resident involvement	Excellent		18% N=69
	Good		40% N=151
	Fair		28% N=105
	Poor		14% N=52
Overall confidence in McKinney government	Excellent		19% N=78
	Good		48% N=198
	Fair		26% N=109
	Poor		7% N=31
Generally acting in the best interest of the community	Excellent		16% N=65
	Good		53% N=218
	Fair		23% N=95
	Poor		8% N=32
Being honest	Excellent		17% N=65






















Please rate the following categories of McKinney government performance.	Category	Rating	Percentage and Count	
			Percentage	Count (N)
Being honest		Good	49%	N=183
		Fair	25%	N=92
		Poor	9%	N=34
Being open and transparent to the public		Excellent	18%	N=67
		Good	48%	N=185
		Fair	24%	N=90
		Poor	10%	N=40
Informing residents about issues facing the community		Excellent	16%	N=63
		Good	42%	N=167
		Fair	31%	N=124
		Poor	12%	N=47
Treating all residents fairly		Excellent	21%	N=78
		Good	52%	N=191
		Fair	18%	N=65
		Poor	10%	N=35
Treating residents with respect		Excellent	23%	N=88
		Good	54%	N=208
		Fair	18%	N=68
		Poor	5%	N=20
Overall, how would you rate the quality of the services provided by each of the following?	The City of McKinney	Excellent	25%	N=112
		Good	55%	N=244

<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of McKinney	Fair		16% N=74
		Poor		4% N=17
	The Federal Government	Excellent		6% N=24
		Good		33% N=140
Fair			33% N=139	
Poor			29% N=123	
<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	Essential		53% N=244
		Very important		40% N=183
		Somewhat important		6% N=29
		Not at all important		0% N=1
	Overall quality of the transportation system	Essential		33% N=155
		Very important		39% N=182
		Somewhat important		22% N=103
		Not at all important		5% N=23
	Overall design or layout of residential and commercial areas	Essential		39% N=179
		Very important		39% N=181
		Somewhat important		21% N=96
		Not at all important		2% N=7
Overall quality of the utility infrastructure	Essential		59% N=273	
	Very important		33% N=154	
	Somewhat important		8% N=37	






















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.



<p><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></p>	Residents' connection and engagement with their community	Essential		24% N=113
		Very important		45% N=211
		Somewhat important		27% N=126
		Not at all important		4% N=16
<p><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></p>	City website ( <a href="http://www.mckinneytexas.org">www.mckinneytexas.org</a> )	Major source		70% N=322
		Minor source		25% N=113
		Not a source		6% N=26
	Local newspapers	Major source		27% N=124
		Minor source		47% N=219
		Not a source		26% N=120
	City electronic newsletter	Major source		36% N=167
		Minor source		40% N=184
		Not a source		24% N=110
	City communications via social media (Facebook, Twitter, YouTube, Instagram, Nextdoor)	Major source		43% N=199
Minor source			35% N=163	
Not a source			21% N=97	
City Council meetings and other public meetings (in person or watching on TV or online)	Major source		20% N=92	
	Minor source		45% N=206	
	Not a source		35% N=163	
City online annual report	Major source		22% N=103	
	Minor source		39% N=180	

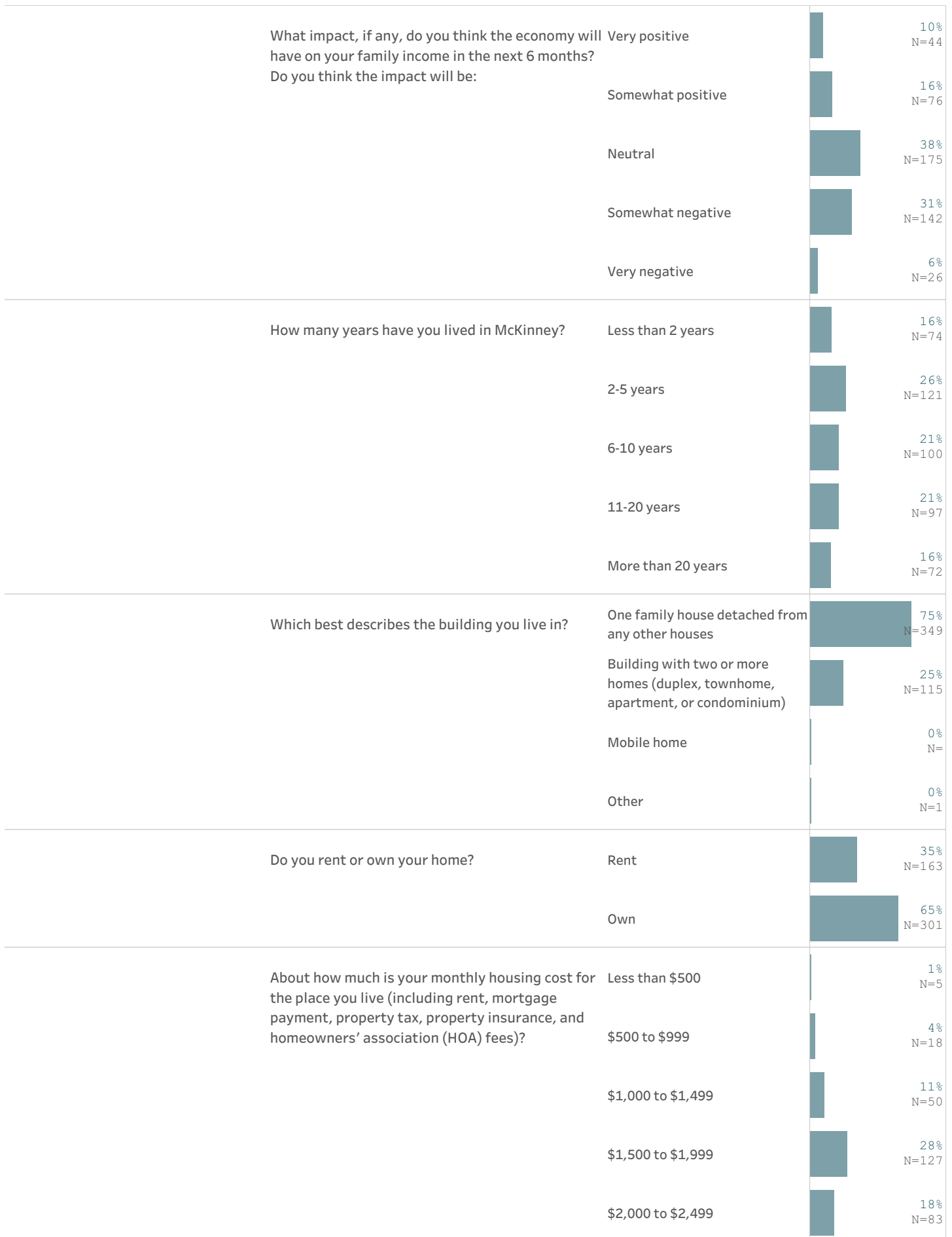
<b>Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:</b>	City online annual report	Not a source		39% N=180
	Talking with City officials	Major source		19% N=86
		Minor source		39% N=181
		Not a source		42% N=194
	Water bill inserts	Major source		14% N=66
		Minor source		47% N=215
		Not a source		39% N=180
	Word-of-mouth	Major source		28% N=130
		Minor source		46% N=214
		Not a source		26% N=119
	Homeowner's Association communications	Major source		24% N=113
		Minor source		37% N=172
Not a source			38% N=177	
<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 and connected hike and bike trail system	High Priority		41% N=188
		Medium Priority		44% N=199
		Not a priority		15% N=70
	Investment in updating existing parks and sports complexes	High Priority		46% N=213
		Medium Priority		48% N=222
		Not a priority		6% N=29
	Outdoor entertainment venue	High Priority		36% N=167
		Medium Priority		41% N=189






















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:	Outdoor entertainment venue			
		Not a priority		23% N=104
Retail, restaurant and entertainment options	High Priority			47% N=218
	Medium Priority			42% N=194
	Not a priority			10% N=48
Outdoor/adventure activities (e.g., zip line, wake boarding)	High Priority			30% N=138
	Medium Priority			39% N=181
	Not a priority			31% N=144
Creating/preserving open lands	High Priority			61% N=279
	Medium Priority			33% N=153
	Not a priority			6% N=27
Investment in building new parks and sports complexes	High Priority			37% N=171
	Medium Priority			44% N=205
	Not a priority			19% N=86
Recreational tourism projects (e.g., water park, wave pool, whitewater rafting, dedicated triathlon course)	High Priority			29% N=134
	Medium Priority			34% N=153
	Not a priority			37% N=170
Tournament-grade destination sports complex (e.g., outdoor and indoor competition fields, training facilities, on-site hotels)	High Priority			19% N=87
	Medium Priority			42% N=196
	Not a priority			39% N=181
Municipal golf course	High Priority			14% N=65
	Medium Priority			36% N=168










<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>	Municipal golf course	Not a priority		50% N=232
	Community culture and arts center	High Priority		33% N=153
		Medium Priority		48% N=220
		Not a priority		20% N=91
How visible is the McKinney Police Department in your neighborhood and throughout the City (marked cars, foot, bike or mounted patrols)?	Very visible		40% N=184	
	Somewhat visible		49% N=222	
	Not at all visible		11% N=51	
<b>In general, how many times do you:</b>	Access the internet from your home	Several times a day		86% N=399
		Once a day		6% N=27
		A few times a week		5% N=22
		Every few weeks		1% N=2
		Less often or never		3% N=13
Access the internet from your cell phone	Several times a day		92% N=425	
	Once a day		4% N=17	
	A few times a week		2% N=9	
	Every few weeks		0% N=1	
	Less often or never		2% N=9	
Visit social media sites	Several times a day		61% N=281	
	Once a day		12% N=54	
	A few times a week		10% N=47	
	Every few weeks		3% N=15	



<b>In general, how many times do you:</b>	Visit social media sites	Less often or never	14% N=66
	Use or check email	Several times a day	84% N=387
		Once a day	13% N=58
		A few times a week	3% N=12
		Every few weeks	0% N=1
		Less often or never	1% N=4
Share your opinions online		Several times a day	11% N=53
		Once a day	4% N=19
		A few times a week	16% N=76
		Every few weeks	12% N=57
		Less often or never	56% N=258
Shop online		Several times a day	19% N=86
		Once a day	10% N=47
		A few times a week	40% N=183
		Every few weeks	26% N=119
		Less often or never	6% N=26
Please rate your overall health.		Excellent	38% N=175
		Very good	44% N=202
		Good	16% N=76
		Fair	2% N=9
		Poor	0% N=1



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)?	\$2,500 to \$2,999		19% N=88
	\$3,000 to \$3,499		7% N=33
	\$3,500 or more		11% N=52
Do any children 17 or under live in your household?	No		60% N=276
	Yes		40% N=187
Are you or any other members of your household aged 65 or older?	No		77% N=356
	Yes		23% N=109
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% N=11
	\$25,000 to \$49,999		8% N=38
	\$50,000 to \$74,999		17% N=73
	\$75,000 to \$99,999		12% N=53
	\$100,000 to \$149,999		22% N=96
	\$150,000 or more		39% N=172
Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino		84% N=390
	Yes, I consider myself to be Spanish, Hispanic, or Latino		16% N=73
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		3% N=15
	Asian, Asian Indian, or Pacific Islander		14% N=64
	Black or African American		8% N=34
	White		74% N=340
	Other		6% N=28
In which category is your age?	18-24 years		5% N=24

In which category is your age?	25-34 years		21% N=97
	35-44 years		16% N=76
	45-54 years		30% N=137
	55-64 years		10% N=47
	65-74 years		9% N=42
	75 years or older		9% N=41
	What is your gender?	Woman	
Man			48% N=223
Identify in another way			0% N=
If you identify in another way, how would you describe your gender?	Identify in another way		100% N=

## 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 2021 and 2023 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.

		2017	2019	2021	2023
<b>Please rate each of the following aspects of quality of life in McKinney.</b>	McKinney as a place to live	91%	94%	95%	94%
	Your neighborhood as a place to live	87%	88%	93%	84%
	McKinney as a place to raise children	91%	94%	93%	92%
	McKinney as a place to work	70%	73%	70%	78%
	McKinney as a place to visit	70%	73%	76%	68%
	McKinney as a place to retire	78%	72%	74%	69%
	The overall quality of life	90%	92%	93%	92%
	Sense of community	72%	76%	71%	71%
<b>Please rate each of the following characteristics as they relate to McKinney as a whole.</b>	Overall economic health	80%	82%	86%	86%
	Overall quality of the transportation system			45%	41%
	Overall design or layout of residential and commercial areas	66%	74%	75%	71%
	Overall quality of the utility infrastructure			83%	75%
	Overall feeling of safety	93%	94%	86%	88%
	Overall quality of natural environment	81%	81%	82%	75%
	Overall quality of parks and recreation opportunities			82%	84%
	Overall health and wellness opportunities	83%	85%	82%	81%
	Overall opportunities for education, culture, and the arts	79%	80%	76%	70%
	Residents' connection and engagement with their community			63%	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	90%	93%	93%	91%
	Remain in McKinney for the next five years	85%	88%	89%	81%

<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	96%	97%	95%	95%
	In McKinney's downtown/commercial area during the day	96%	97%	94%	93%
	From property crime			84%	81%
	From violent crime			92%	85%
	From fire, flood, or other natural disaster			88%	86%
<b>Please rate the job you feel the McKinney community does at each of the following.</b>	Making all residents feel welcome			82%	79%
	Attracting people from diverse backgrounds			76%	74%
	Valuing/respecting residents from diverse backgrounds			77%	77%
	Taking care of vulnerable residents			68%	67%
<b>Please rate each of the following in the McKinney community.</b>	Overall quality of business and service establishments	75%	81%	88%	81%
	Variety of business and service establishments			76%	72%
	Vibrancy of downtown/commercial area	82%	84%	86%	85%
	Employment opportunities	50%	58%	61%	64%
	Shopping opportunities	61%	73%	70%	69%
	Cost of living	58%	51%	51%	45%
	Overall image or reputation	88%	88%	88%	89%
<b>Please also rate each of the following in the McKinney community.</b>	Traffic flow on major streets	62%	56%	66%	59%
	Ease of public parking	50%	53%	65%	65%
	Ease of travel by car	80%	77%	84%	78%
	Ease of travel by public transportation	19%	17%	17%	19%
	Ease of travel by bicycle	51%	52%	46%	48%
	Ease of walking	63%	67%	65%	61%
	Well-planned residential growth			75%	68%
	Well-planned commercial growth			65%	61%
	Well-designed neighborhoods			76%	74%
	Preservation of the historical or cultural character of the community			79%	75%
	Public places where people want to spend time	72%	82%	74%	65%

**Please also rate each of the following in the McKinney community.**

Variety of housing options	70%	71%	65%	57%
Availability of affordable quality housing	54%	52%	49%	35%
Overall quality of new development	77%	79%	77%	67%
Overall appearance	87%	92%	91%	84%
Cleanliness	85%	90%	90%	84%
Water resources			59%	54%
Air quality	84%	89%	89%	81%
Availability of paths and walking trails	65%	71%	70%	72%
Fitness opportunities	73%	79%	74%	79%
Recreational opportunities	74%	72%	71%	69%
Availability of affordable quality food	73%	78%	81%	70%
Availability of affordable quality health care	79%	82%	75%	70%
Availability of preventive health services	79%	83%	75%	75%
Availability of affordable quality mental health care	67%	69%	62%	62%
Opportunities to attend cultural/arts/music activities	55%	65%	59%	61%
Community support for the arts			66%	64%
Availability of affordable quality childcare/preschool	66%	67%	70%	59%
K-12 education	86%	82%	85%	78%
Adult educational opportunities	72%	70%	74%	64%
Sense of civic/community pride			72%	74%
Neighborliness of residents	65%	72%	71%	69%
Opportunities to participate in social events and activities	65%	72%	68%	65%
Opportunities to attend special events and festivals	74%	80%	69%	73%
Opportunities to volunteer	75%	78%	77%	71%
Opportunities to participate in community matters	73%	73%	70%	65%
Openness and acceptance of the community toward people of diver..	71%	74%	64%	73%

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

Contacted the City of McKinney for help or information	47%	42%	43%	44%
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<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted McKinney elected officials to express your opinion	12%	10%	13%	9%
	Attended a local public meeting	17%	16%	14%	16%
	Watched a local public meeting	18%	15%	22%	21%
	Volunteered your time to some group/activity	40%	33%	28%	34%
	Campaigned or advocated for a local issue, cause, or candidate	24%	25%	16%	14%
	Voted in your most recent local election			77%	75%
	Used public transportation instead of driving			3%	6%
	Carpooled with other adults or children instead of driving alone	42%	36%	33%	52%
	Walked or biked instead of driving	49%	43%	51%	57%
<b>Please rate the quality of each of the following services in McKinney.</b>	Public information services	79%	78%	77%	74%
	Economic development	71%	75%	76%	75%
	Traffic enforcement	85%	76%	74%	67%
	Traffic signal timing	63%	63%	60%	61%
	Street repair	63%	60%	63%	60%
	Street cleaning	75%	69%	77%	72%
	Street lighting	69%	67%	70%	64%
	Snow removal			74%	44%
	Sidewalk maintenance	65%	62%	64%	60%
	Bus or transit services			20%	20%
	Land use, planning and zoning	66%	67%	58%	55%
	Code enforcement	67%	69%	64%	56%
	Affordable high-speed internet access			56%	65%
	Garbage collection	85%	82%	89%	89%
	Drinking water	70%	67%	78%	77%
	Sewer services	88%	88%	89%	88%
Storm water management	79%	82%	87%	83%	
Power (electric and/or gas) utility	82%	86%	88%	74%	



<b>Please rate the quality of each of the following services in McKinney.</b>	Utility billing	77%	79%	77%	68%
	Police/Sheriff services	86%	90%	90%	82%
	Crime prevention	88%	80%	81%	79%
	Animal control	79%	82%	74%	77%
	Ambulance or emergency medical services	99%	92%	88%	88%
	Fire services	96%	94%	92%	94%
	Fire prevention and education	85%	85%	82%	81%
	Emergency preparedness	72%	79%	80%	78%
	Preservation of natural areas	64%	65%	69%	63%
	McKinney open space	65%	69%	67%	65%
	Recycling	85%	83%	79%	76%
	Yard waste pick-up	82%	78%	79%	81%
	City parks	84%	87%	84%	85%
	Recreation programs or classes	78%	82%	76%	79%
	Recreation centers or facilities	73%	83%	76%	76%
	Health services	83%	86%	83%	77%
	Public library services	88%	89%	91%	93%
Overall customer service by McKinney employees	78%	88%	85%	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%	61%
	The overall direction that McKinney is taking	73%	75%	75%	68%
	The job McKinney government does at welcoming resident involve..	57%	69%	68%	58%
	Overall confidence in McKinney government	64%	71%	73%	66%
	Generally acting in the best interest of the community	67%	72%	75%	69%
	Being honest	64%	71%	76%	67%
	Being open and transparent to the public		72%	66%	
	Informing residents about issues facing the community		67%	57%	
	Treating all residents fairly	67%	72%	72%	73%

	Treating residents with respect	81%	77%		
<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%	80%
	The Federal Government	44%	43%	41%	38%
<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	92%	91%	93%	
	Overall quality of the transportation system	77%	73%		
	Overall design or layout of residential and commercial areas	82%	83%	78%	
	Overall quality of the utility infrastructure	85%	92%		
	Overall feeling of safety	93%	89%	94%	
	Overall quality of natural environment	90%	89%	88%	
	Overall quality of parks and recreation opportunities	84%	83%		
	Overall health and wellness opportunities	80%	77%	77%	
	Overall opportunities for education, culture, and the arts	81%	78%	78%	
	Residents' connection and engagement with their community	85%	87%	72%	69%
	<b>In general, how many times do you:</b>	Access the internet from your home	97%	97%	
Access the internet from your cell phone		97%	98%		
Visit social media sites		84%	82%		
Use or check email		98%	99%		
Share your opinions online		39%	32%		
Shop online		66%	69%		
	Please rate your overall health.	64%	72%	77%	81%
	What impact, if any, do you think the economy will have on your fa..	53%	41%	43%	26%

## Methods (open participation)

As part of its participation in The National Community Survey™ (The NCST™), the City of McKinney conducted a survey of 467 residents. Survey invitations were mailed to randomly selected households and data were collected from January 20 to March 3. 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 March 3, 2023. The survey remained open for three weeks and there were 966 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 2020 Census and 2022 American Community Survey estimates for adults in the City of McKinney. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. 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 open participation survey 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>

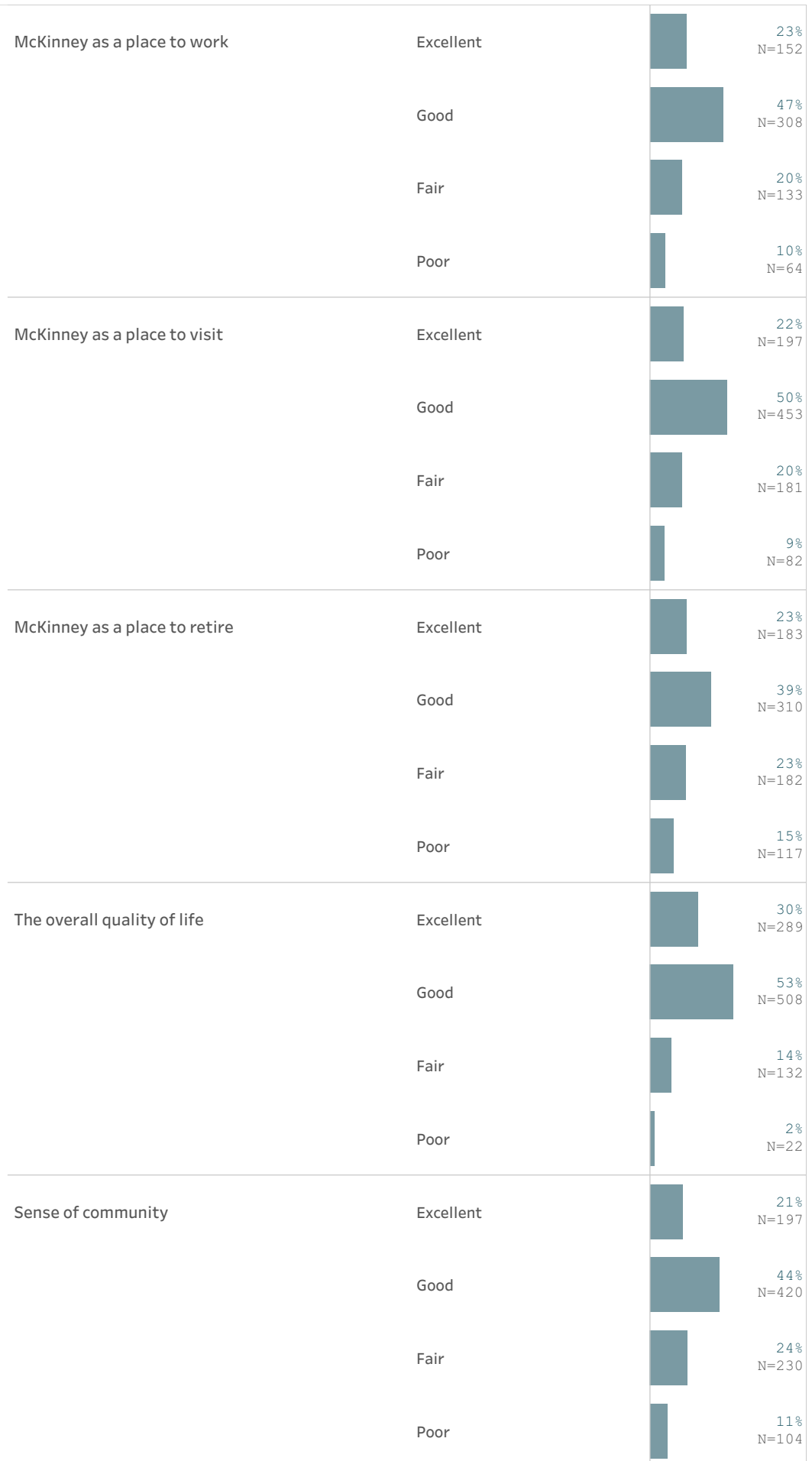
		Unweighted	Weighted	Target*
Age	18-34	5%	23%	26%
	35-54	35%	45%	46%
	55+	61%	32%	28%
Hispanic origin	No, not Spanish, Hispanic, or Latino	94%	83%	84%
	Yes, I consider myself to be Spanish, Hispa..	6%	17%	16%
Housing tenure	Own	95%	76%	65%
	Rent	5%	24%	35%
Housing type	Attached	5%	24%	25%
	Detached	95%	76%	75%
Race & Hispanic origin	Not white alone	20%	42%	40%
	White alone, not Hispanic or Latino	80%	58%	60%
Sex	Man	43%	50%	48%
	Woman	57%	50%	52%
Sex/age	Man 18-34	2%	10%	12%
	Man 35-54	15%	26%	23%
	Man 55+	26%	14%	13%
	Woman 18-34	3%	14%	14%
	Woman 35-54	21%	22%	23%
	Woman 55+	33%	14%	15%

## 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. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

In which area of McKinney do you live? (Refer to map above)	Council District 1		28% N=265	
	Council District 2		20% N=187	
	Council District 3		35% N=337	
	Council District 4		17% N=166	
	None of these/I don't live in McKinney		0% N=1	
Please rate each of the following aspects of quality of life in McKinney.	McKinney as a place to live	Excellent		39% N=376
		Good		49% N=469
		Fair		11% N=102
		Poor		2% N=17
Your neighborhood as a place to live	Excellent		38% N=357	
	Good		48% N=455	
	Fair		12% N=112	
	Poor		2% N=23	
McKinney as a place to raise children	Excellent		39% N=326	
	Good		46% N=386	
	Fair		11% N=88	
	Poor		4% N=33	

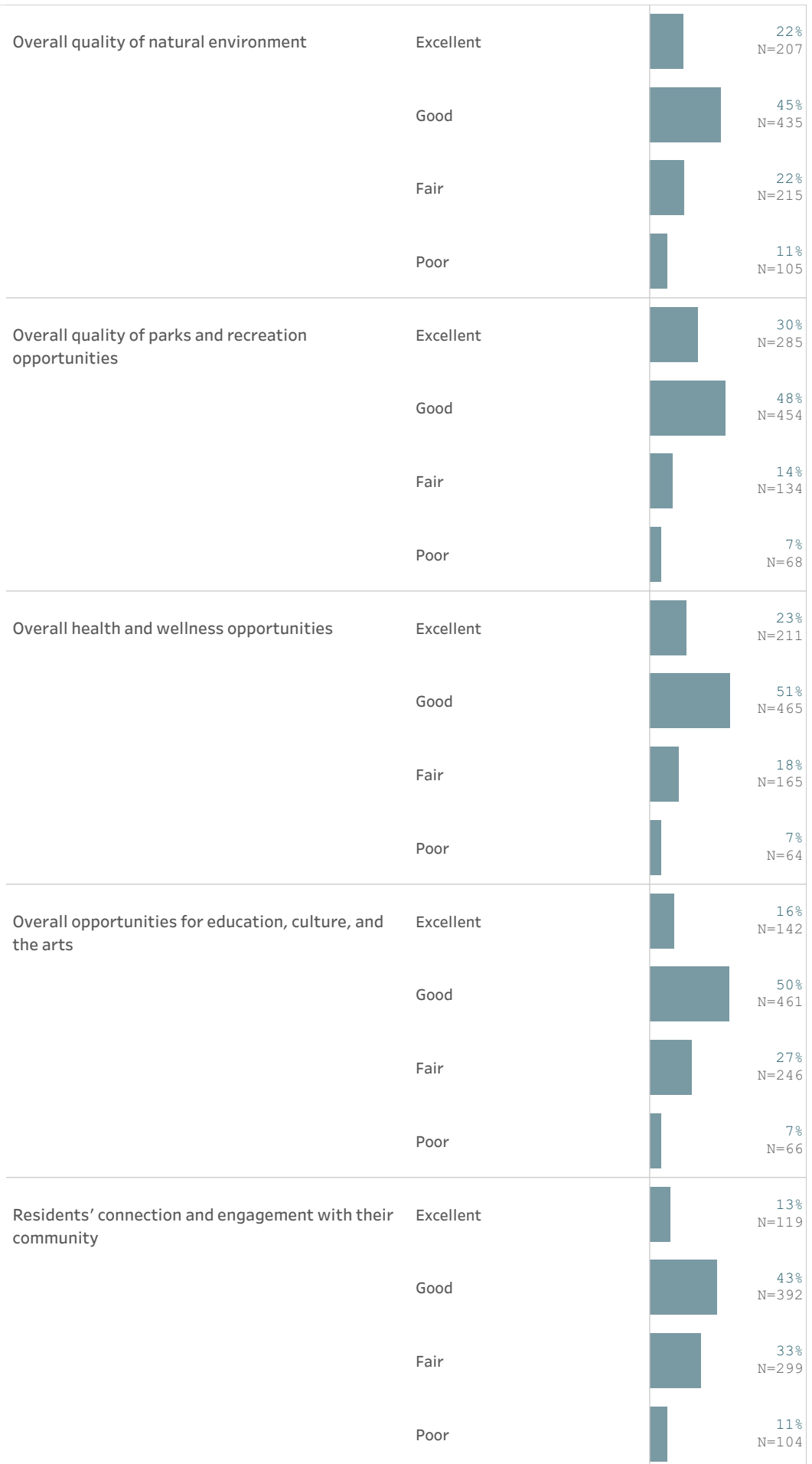
Please rate each of the following aspects of quality of life in McKinney.

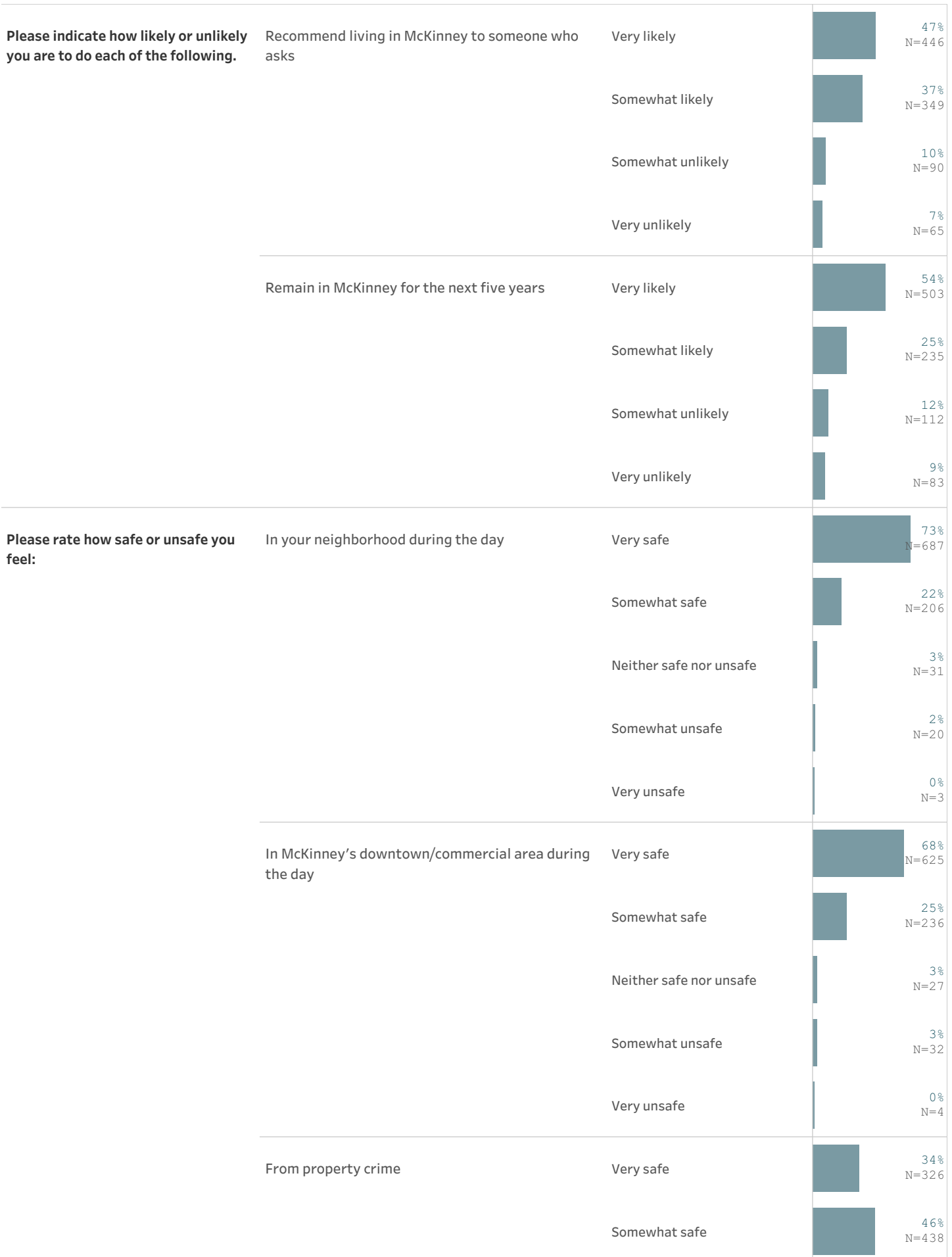


Please rate each of the following characteristics as they relate to McKinney as a whole.

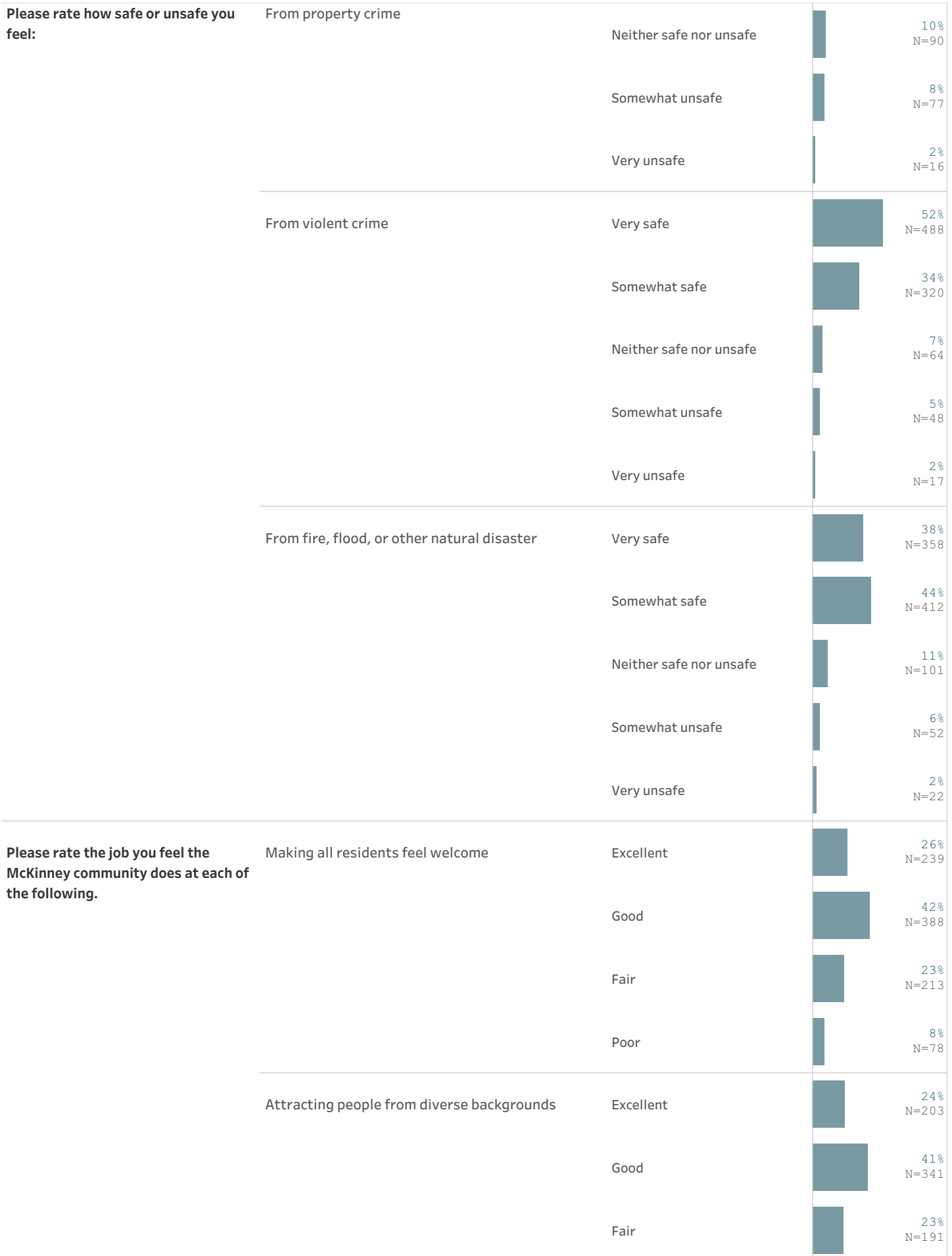






















Please rate each of the following characteristics as they relate to McKinney as a whole.





































































<b>Please rate the job you feel the McKinney community does at each of the following.</b>	Attracting people from diverse backgrounds	Poor		12% N=104
	Valuing/respecting residents from diverse backgrounds	Excellent		23% N=190
		Good		43% N=358
		Fair		22% N=184
		Poor		11% N=95
Taking care of vulnerable residents	Excellent		18% N=122	
	Good		35% N=240	
	Fair		28% N=193	
	Poor		20% N=140	
<b>Please rate each of the following in the McKinney community.</b>	Overall quality of business and service establishments	Excellent		21% N=201
		Good		57% N=537
		Fair		17% N=163
		Poor		5% N=43
Variety of business and service establishments	Excellent		16% N=147	
	Good		51% N=477	
	Fair		26% N=243	
	Poor		8% N=76	
Vibrancy of downtown/commercial area	Excellent		36% N=333	
	Good		46% N=431	
	Fair		15% N=141	

<b>Please rate each of the following in the McKinney community.</b>	Vibrancy of downtown/commercial area	Poor		3% N=25
	Employment opportunities	Excellent		10% N=63
		Good		43% N=278
		Fair		33% N=213
		Poor		14% N=90
Shopping opportunities	Excellent		18% N=166	
	Good		44% N=418	
	Fair		31% N=290	
	Poor		8% N=73	
Cost of living	Excellent		8% N=75	
	Good		29% N=277	
	Fair		36% N=342	
	Poor		27% N=256	
Overall image or reputation	Excellent		31% N=296	
	Good		51% N=484	
	Fair		12% N=112	
	Poor		6% N=60	
<b>Please also rate each of the following in the McKinney community.</b>	Traffic flow on major streets	Excellent		5% N=50
		Good		39% N=367
		Fair		36% N=336





















Please also rate each of the following in the McKinney community.

Traffic flow on major streets	Poor		20% N=182
Ease of public parking	Excellent		13% N=121
	Good		42% N=381
	Fair		31% N=284
	Poor		14% N=132
Ease of travel by car	Excellent		20% N=189
	Good		52% N=485
	Fair		21% N=200
	Poor		6% N=59
Ease of travel by public transportation	Excellent		2% N=9
	Good		4% N=21
	Fair		10% N=58
	Poor		84% N=474
Ease of travel by bicycle	Excellent		7% N=47
	Good		30% N=196
	Fair		32% N=206
	Poor		31% N=199
Ease of walking	Excellent		15% N=127
	Good		43% N=376
	Fair		25% N=218




















Please also rate each of the following in the McKinney community.

Ease of walking	Poor		17% N=151
Well-planned residential growth	Excellent		9% N=83
	Good		44% N=387
	Fair		23% N=203
	Poor		24% N=211
Well-planned commercial growth	Excellent		8% N=63
	Good		37% N=308
	Fair		29% N=242
	Poor		26% N=219
Well-designed neighborhoods	Excellent		14% N=125
	Good		51% N=466
	Fair		25% N=235
	Poor		10% N=97
Preservation of the historical or cultural character of the community	Excellent		24% N=207
	Good		44% N=378
	Fair		19% N=161
	Poor		13% N=109
Public places where people want to spend time	Excellent		17% N=159
	Good		48% N=443
	Fair		25% N=229

Please also rate each of the following in the McKinney community.

Public places where people want to spend time	Poor		10% N=96
	Excellent		14% N=121
Variety of housing options	Good		37% N=322
	Fair		27% N=232
	Poor		22% N=194
Availability of affordable quality housing	Excellent		6% N=49
	Good		18% N=143
	Fair		33% N=258
	Poor		43% N=343
Overall quality of new development	Excellent		10% N=91
	Good		45% N=393
	Fair		30% N=262
	Poor		14% N=126
Overall appearance	Excellent		25% N=238
	Good		51% N=481
	Fair		17% N=159
	Poor		6% N=58
Cleanliness	Excellent		31% N=288
	Good		49% N=454
	Fair		14% N=127



















Please also rate each of the following in the McKinney community.

Cleanliness	Poor		7% N=62
Water resources	Excellent		13% N=116
	Good		37% N=329
	Fair		34% N=299
	Poor		17% N=149
Air quality	Excellent		22% N=195
	Good		53% N=472
	Fair		22% N=199
	Poor		3% N=29
Availability of paths and walking trails	Excellent		27% N=242
	Good		42% N=375
	Fair		20% N=181
	Poor		11% N=98
Fitness opportunities	Excellent		26% N=225
	Good		45% N=395
	Fair		20% N=179
	Poor		9% N=76
Recreational opportunities	Excellent		23% N=203
	Good		46% N=403
	Fair		22% N=198




















Please also rate each of the following in the McKinney community.
































































Please also rate each of the following in the McKinney community.				
Opportunities to attend cultural/arts/music activities	Poor		11%	N=96
	Excellent		22%	N=169
Community support for the arts	Good		42%	N=331
	Fair		28%	N=223
	Poor		8%	N=61
	Excellent		12%	N=56
Availability of affordable quality childcare/preschool	Good		35%	N=166
	Fair		31%	N=147
	Poor		22%	N=104
	Excellent		24%	N=158
K-12 education	Good		46%	N=304
	Fair		21%	N=141
	Poor		10%	N=64
	Excellent		14%	N=85
Adult educational opportunities	Good		46%	N=274
	Fair		29%	N=173
	Poor		11%	N=65
	Excellent		20%	N=175
Sense of civic/community pride	Good		45%	N=398
	Fair		25%	N=225
	Excellent		20%	N=175

Please also rate each of the following in the McKinney community.

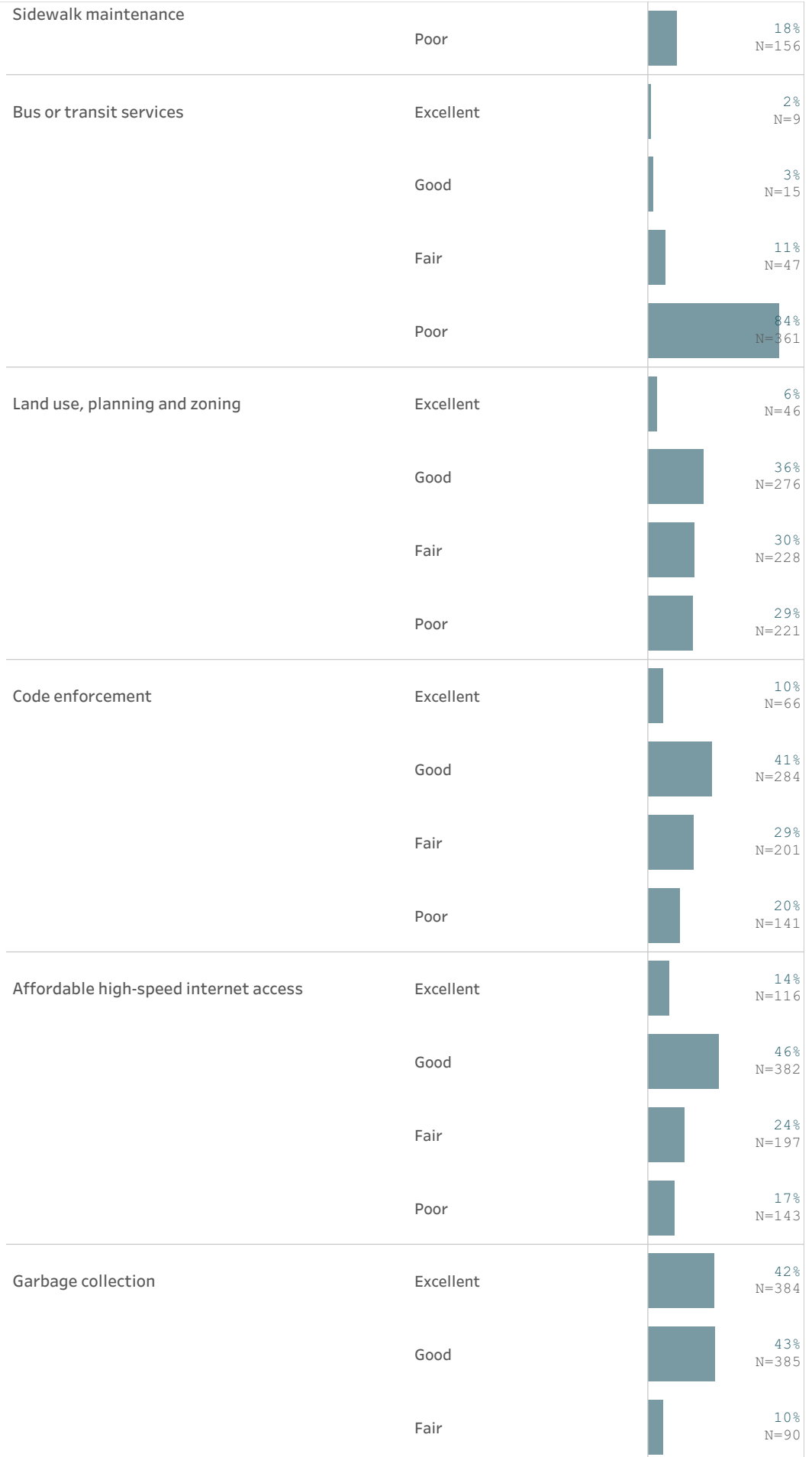
Sense of civic/community pride	Poor		10% N=93
	Excellent		17% N=160
Neighborliness of residents	Good		46% N=422
	Fair		26% N=238
	Poor		11% N=101
	Excellent		21% N=182
Opportunities to participate in social events and activities	Good		44% N=388
	Fair		25% N=219
	Poor		10% N=90
	Excellent		27% N=234
Opportunities to attend special events and festivals	Good		44% N=387
	Fair		21% N=184
	Poor		8% N=74
	Excellent		20% N=147
Opportunities to volunteer	Good		52% N=375
	Fair		18% N=131
	Poor		9% N=65
	Excellent		17% N=127
Opportunities to participate in community matters	Good		49% N=362
	Fair		22% N=161

<b>Please also rate each of the following in the McKinney community.</b>	Opportunities to participate in community matters	Poor	 13% N=95
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent	 18% N=144
		Good	 42% N=334
		Fair	 25% N=199
		Poor	 14% N=109
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of McKinney for help or information	No	 49% N=457
		Yes	 51% N=480
	Contacted McKinney elected officials to express your opinion	No	 79% N=741
		Yes	 21% N=200
	Attended a local public meeting	No	 68% N=642
		Yes	 32% N=297
	Watched a local public meeting	No	 68% N=641
		Yes	 32% N=298
	Volunteered your time to some group/activity	No	 61% N=572
		Yes	 39% N=370
	Campaigned or advocated for a local issue, cause, or candidate	No	 76% N=710
		Yes	 24% N=219
	Voted in your most recent local election	No	 17% N=160
		Yes	 83% N=781
	Used public transportation instead of driving	No	 92% N=870

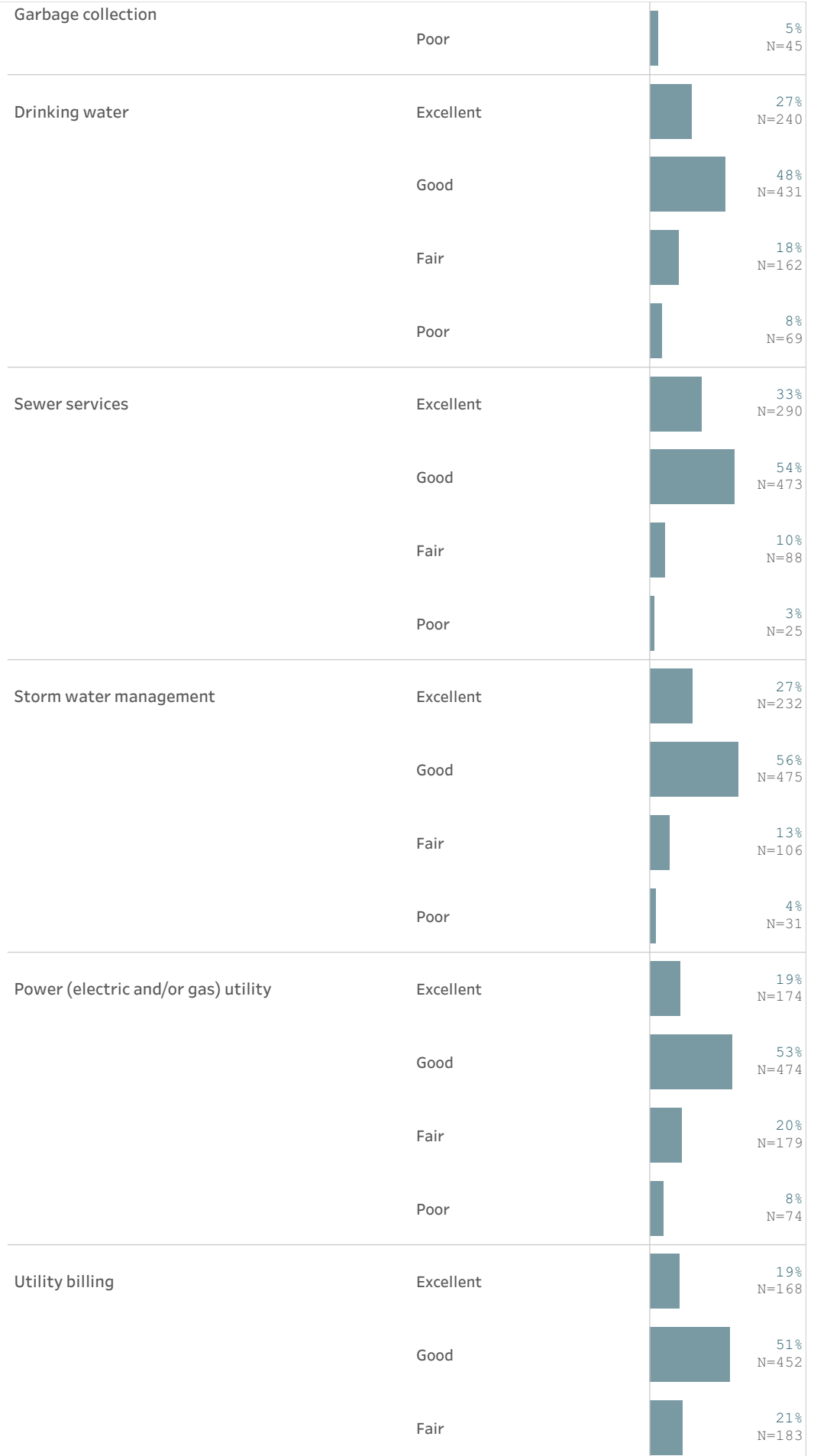
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Used public transportation instead of driving	Yes	 8% N=71
	Carpooled with other adults or children instead of driving alone	No	 53% N=492
		Yes	 47% N=444
	Walked or biked instead of driving	No	 49% N=460
Yes		 51% N=476	
<b>Please rate the quality of each of the following services in McKinney.</b>	Public information services	Excellent	 19% N=152
		Good	 52% N=423
		Fair	 21% N=169
		Poor	 9% N=72
	Economic development	Excellent	 15% N=127
		Good	 46% N=380
		Fair	 26% N=211
		Poor	 13% N=103
	Traffic enforcement	Excellent	 12% N=106
		Good	 52% N=444
		Fair	 22% N=192
		Poor	 13% N=113
Traffic signal timing	Excellent	 9% N=81	
	Good	 44% N=400	
	Fair	 31% N=284	

Please rate the quality of each of the following services in McKinney.			
Traffic signal timing	Poor		15% N=138
	Excellent		10% N=90
Street repair	Good		47% N=424
	Fair		26% N=239
	Poor		17% N=150
Street cleaning	Excellent		19% N=168
	Good		51% N=453
	Fair		22% N=190
	Poor		8% N=71
Street lighting	Excellent		13% N=120
	Good		46% N=423
	Fair		28% N=253
	Poor		13% N=116
Snow removal	Excellent		12% N=72
	Good		29% N=169
	Fair		32% N=189
	Poor		27% N=156
Sidewalk maintenance	Excellent		10% N=88
	Good		45% N=389
	Fair		27% N=237

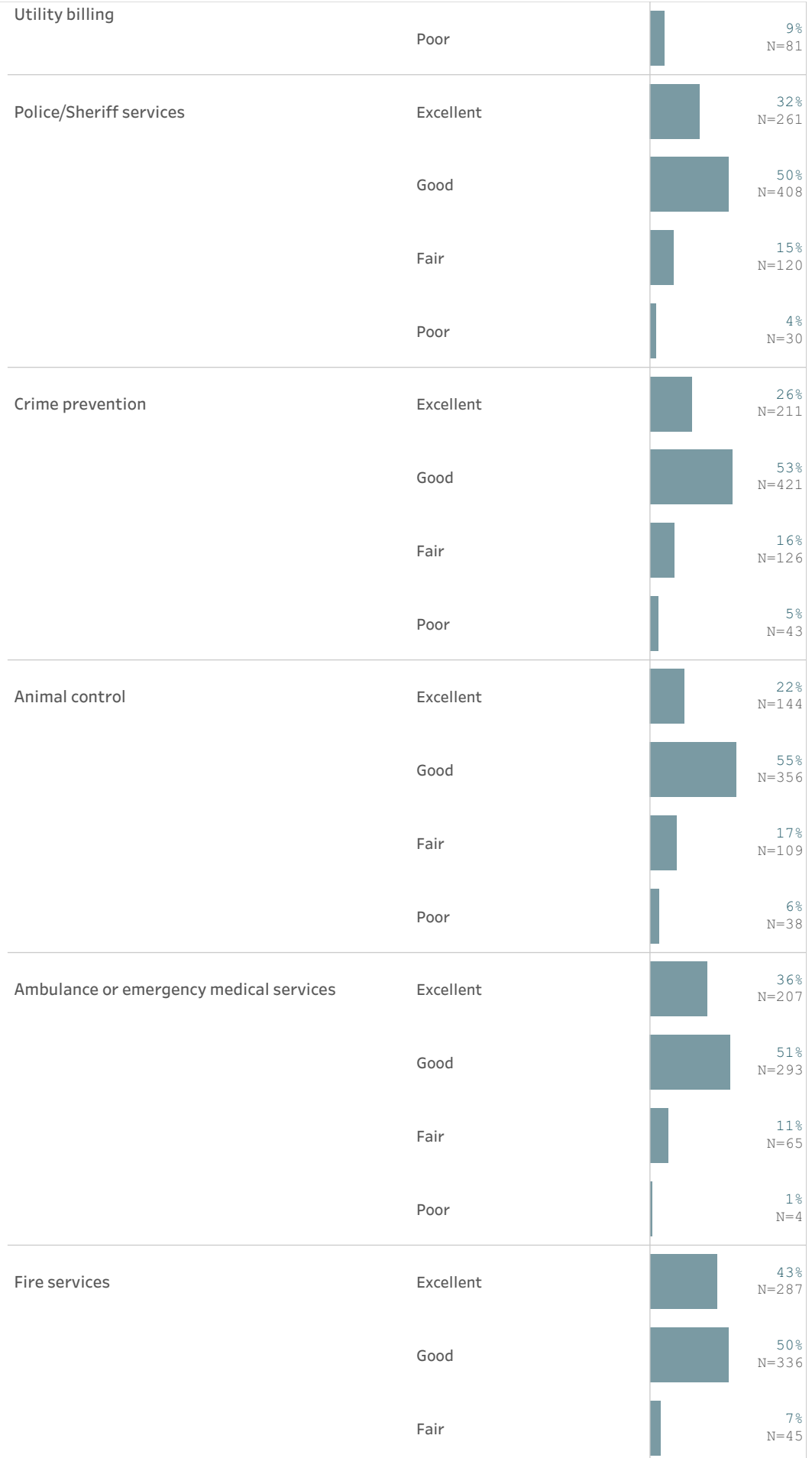
Please rate the quality of each of the following services in McKinney.












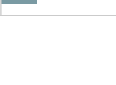

Please rate the quality of each of the following services in McKinney.


















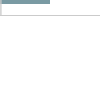

Please rate the quality of each of the following services in McKinney.





















































Please rate the quality of each of the following services in McKinney.			
Fire services	Poor		1% N=5
	Excellent		29% N=153
Fire prevention and education	Good		47% N=247
	Fair		15% N=80
	Poor		9% N=45
	Excellent		21% N=140
Emergency preparedness	Good		50% N=336
	Fair		19% N=128
	Poor		10% N=69
	Excellent		19% N=157
Preservation of natural areas	Good		28% N=231
	Fair		25% N=205
	Poor		28% N=228
	Excellent		15% N=127
McKinney open space	Good		35% N=291
	Fair		29% N=242
	Poor		21% N=177
	Excellent		26% N=213
Recycling	Good		48% N=399
	Fair		18% N=148
	Excellent		26% N=213

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

Recycling	Poor		9% N=74
Yard waste pick-up	Excellent		29% N=232
	Good		47% N=379
	Fair		17% N=138
	Poor		6% N=50
City parks	Excellent		32% N=288
	Good		48% N=429
	Fair		15% N=133
	Poor		5% N=44
Recreation programs or classes	Excellent		25% N=158
	Good		51% N=316
	Fair		17% N=104
	Poor		7% N=46
Recreation centers or facilities	Excellent		26% N=191
	Good		49% N=357
	Fair		19% N=135
	Poor		6% N=42
Health services	Excellent		17% N=106
	Good		55% N=351
	Fair		24% N=151

<b>Please rate the quality of each of the following services in McKinney.</b>	Health services	Poor		4% N=25
	Public library services	Excellent		43% N=327
		Good		44% N=337
		Fair		10% N=74
		Poor		3% N=24
Overall customer service by McKinney employees	Excellent		31% N=252	
	Good		50% N=403	
	Fair		15% N=125	
	Poor		3% N=27	
<b>Please rate the following categories of McKinney government performance.</b>	The value of services for the taxes paid to McKinney	Excellent		12% N=104
		Good		44% N=371
		Fair		28% N=238
		Poor		16% N=139
	The overall direction that McKinney is taking	Excellent		15% N=133
Good			38% N=333	
Fair			26% N=227	
Poor			21% N=185	
The job McKinney government does at welcoming resident involvement	Excellent		16% N=114	
	Good		40% N=284	
	Fair		23% N=162	

Please rate the following categories of McKinney government performance.	The job McKinney government does at welcoming resident involvement	Poor		20% N=143
	Overall confidence in McKinney government	Excellent		14% N=122
		Good		43% N=361
		Fair		24% N=202
		Poor		19% N=160
	Generally acting in the best interest of the community	Excellent		14% N=121
		Good		39% N=337
		Fair		26% N=224
		Poor		21% N=180
	Being honest	Excellent		16% N=120
		Good		38% N=288
		Fair		27% N=199
		Poor		19% N=145
	Being open and transparent to the public	Excellent		16% N=118
		Good		38% N=291
		Fair		24% N=182
		Poor		22% N=169
	Informing residents about issues facing the community	Excellent		15% N=123
		Good		41% N=334
		Fair		26% N=208





















<b>Please rate the following categories of McKinney government performance.</b>	Informing residents about issues facing the community	Poor		18% N=148
	Treating all residents fairly	Excellent		17% N=125
		Good		47% N=344
		Fair		18% N=134
		Poor		17% N=124
Treating residents with respect	Excellent		20% N=150	
	Good		49% N=370	
	Fair		18% N=135	
	Poor		14% N=103	
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of McKinney	Excellent		24% N=210
		Good		50% N=449
		Fair		20% N=176
		Poor		6% N=57
	The Federal Government	Excellent		5% N=40
		Good		25% N=210
		Fair		33% N=275
		Poor		37% N=303
<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	Essential		55% N=483
		Very important		35% N=312
		Somewhat important		10% N=86

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.






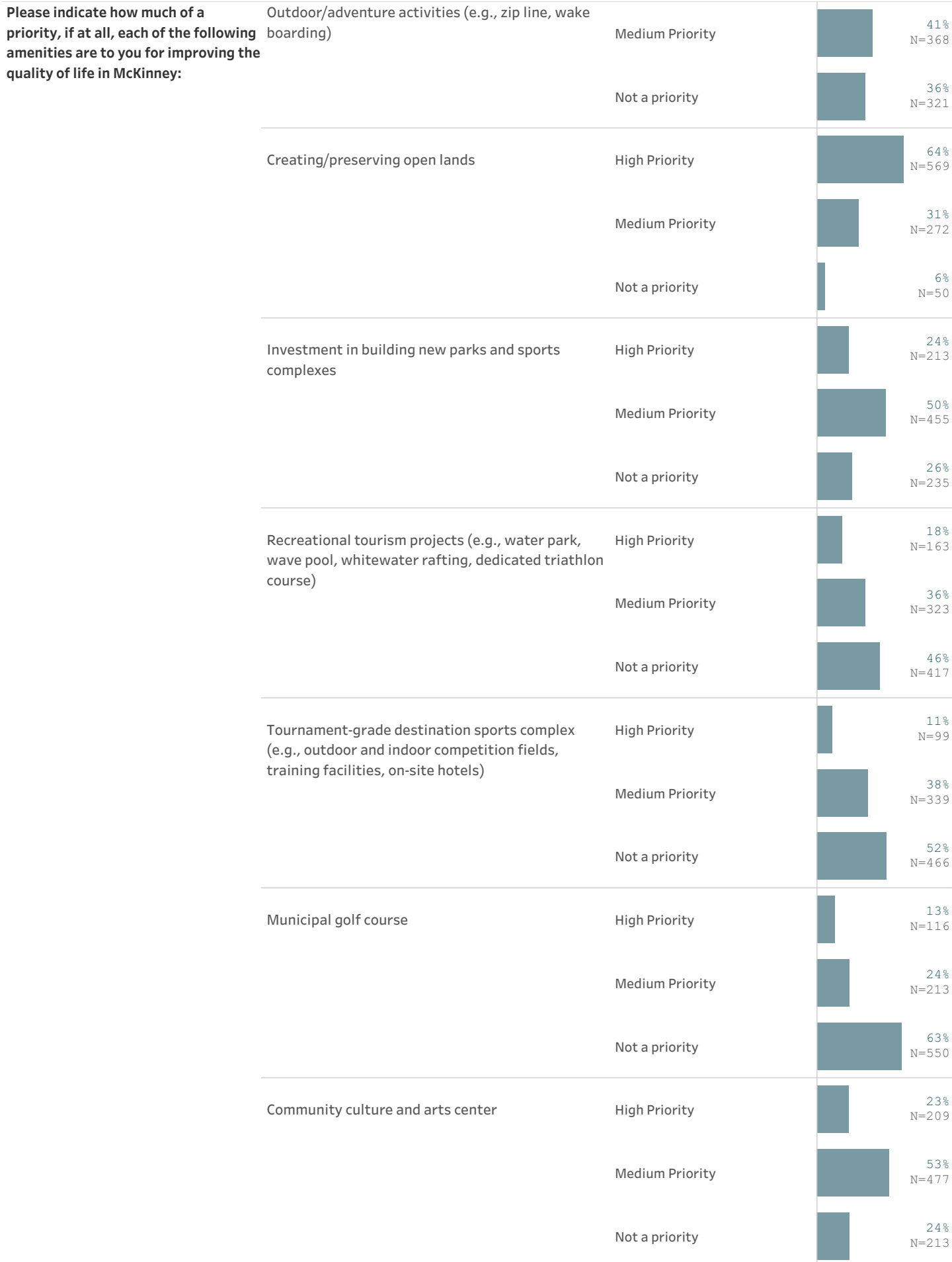
<b>Please rate how important, if at all, you think it is for the McKinney community to focus on each of the following in the coming two years.</b>	Overall quality of natural environment	Not at all important	0% N=1
	Overall quality of parks and recreation opportunities	Essential	34% N=305
		Very important	51% N=465
		Somewhat important	14% N=126
		Not at all important	1% N=7
Overall health and wellness opportunities	Essential	29% N=260	
	Very important	43% N=384	
	Somewhat important	27% N=244	
	Not at all important	2% N=14	
Overall opportunities for education, culture, and the arts	Essential	29% N=258	
	Very important	46% N=410	
	Somewhat important	23% N=206	
	Not at all important	3% N=24	
Residents' connection and engagement with their community	Essential	24% N=220	
	Very important	42% N=374	
	Somewhat important	33% N=299	
	Not at all important	1% N=8	
<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	71% N=631
		Minor source	26% N=237
		Not a source	3% N=27

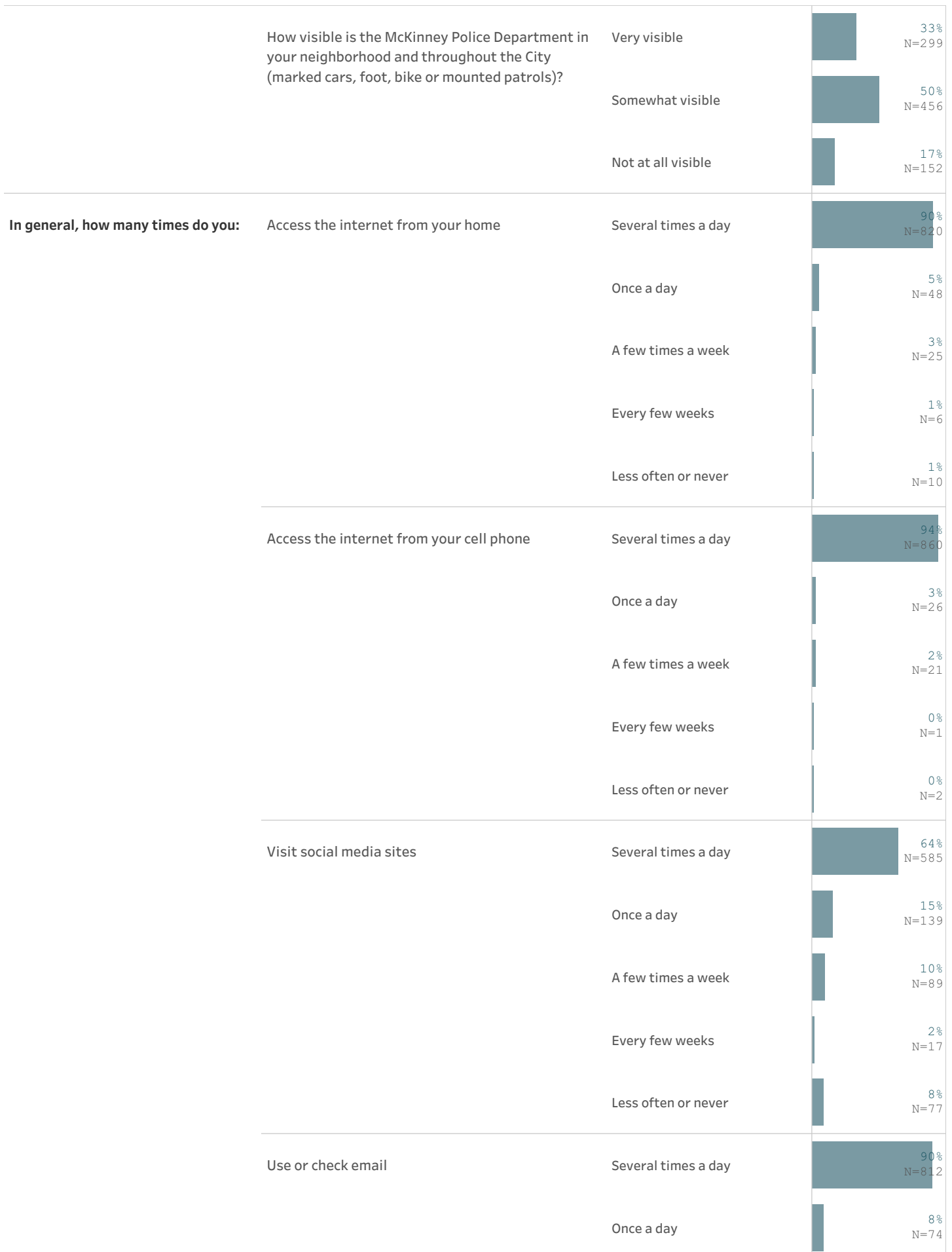
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:

Local newspapers	Major source		25% N=221
	Minor source		38% N=339
	Not a source		37% N=333
City electronic newsletter	Major source		55% N=491
	Minor source		30% N=265
	Not a source		15% N=138
City communications via social media (Facebook, Twitter, YouTube, Instagram, Nextdoor)	Major source		38% N=346
	Minor source		37% N=329
	Not a source		25% N=224
City Council meetings and other public meetings (in person or watching on TV or online)	Major source		21% N=186
	Minor source		46% N=407
	Not a source		33% N=297
City online annual report	Major source		24% N=216
	Minor source		43% N=384
	Not a source		33% N=295
Talking with City officials	Major source		25% N=221
	Minor source		32% N=280
	Not a source		43% N=384
Water bill inserts	Major source		12% N=102
	Minor source		40% N=353

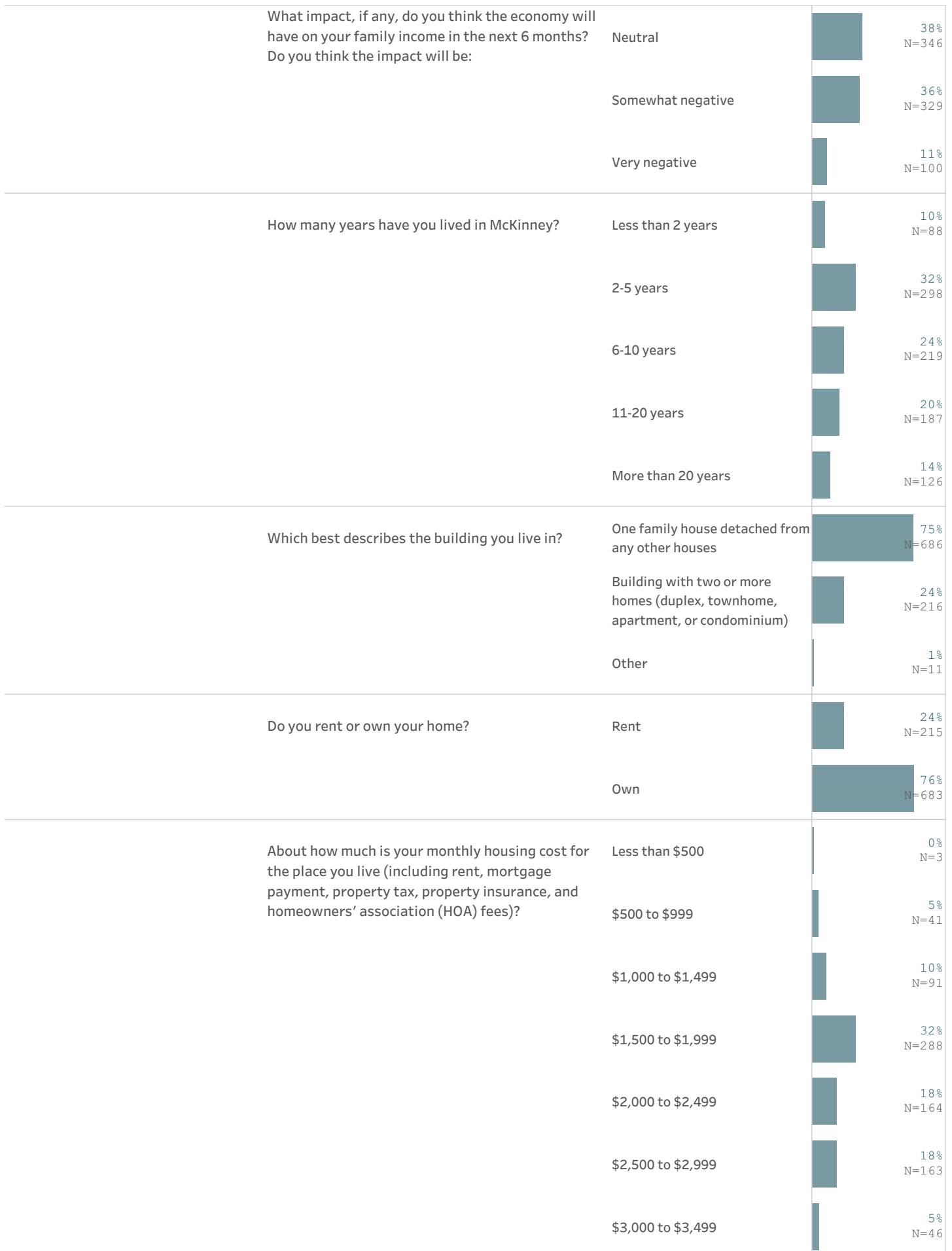






















<b>Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:</b>	Water bill inserts	Not a source		48% N=427
	Word-of-mouth	Major source		33% N=291
		Minor source		48% N=429
		Not a source		19% N=172
	Homeowner's Association communications	Major source		25% N=226
		Minor source		36% N=326
		Not a source		39% N=346
<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 and connected hike and bike trail system	High Priority		38% N=347
		Medium Priority		42% N=376
		Not a priority		20% N=179
	Investment in updating existing parks and sports complexes	High Priority		39% N=351
		Medium Priority		48% N=435
		Not a priority		13% N=115
	Outdoor entertainment venue	High Priority		25% N=227
		Medium Priority		42% N=380
		Not a priority		32% N=290
	Retail, restaurant and entertainment options	High Priority		39% N=351
		Medium Priority		47% N=419
		Not a priority		13% N=120
Outdoor/adventure activities (e.g., zip line, wake boarding)	High Priority		24% N=212	





In general, how many times do you:	Use or check email	A few times a week	2% N=15
		Every few weeks	1% N=5
		Less often or never	0% N=
Share your opinions online		Several times a day	14% N=123
		Once a day	6% N=58
		A few times a week	18% N=163
		Every few weeks	16% N=144
		Less often or never	45% N=407
Shop online		Several times a day	14% N=122
		Once a day	10% N=91
		A few times a week	45% N=404
		Every few weeks	25% N=226
		Less often or never	6% N=52
Please rate your overall health.		Excellent	32% N=290
		Very good	47% N=430
		Good	16% N=144
		Fair	5% N=49
		Poor	0% N=1
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	4% N=40
		Somewhat positive	11% N=103



the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?	\$3,500 or more		11% N=96
Do any children 17 or under live in your household?	No		57% N=516
	Yes		43% N=392
Are you or any other members of your household aged 65 or older?	No		78% N=712
	Yes		22% N=196
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		2% N=14
	\$25,000 to \$49,999		8% N=71
	\$50,000 to \$74,999		12% N=108
	\$75,000 to \$99,999		13% N=113
	\$100,000 to \$149,999		24% N=207
	\$150,000 or more		42% N=365
Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino		83% N=758
	Yes, I consider myself to be Spanish, Hispanic, or Latino		17% N=152
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		4% N=32
	Asian, Asian Indian, or Pacific Islander		13% N=116
	Black or African American		6% N=59
	White		74% N=670
	Other		9% N=85
In which category is your age?	18-24 years		1% N=5
	25-34 years		24% N=215

In which category is your age?	35-44 years	22% N=196
	45-54 years	26% N=235
	55-64 years	13% N=121
	65-74 years	10% N=93
	75 years or older	5% N=41
What is your gender?	Woman	50% N=452
	Man	49% N=449
	Identify in another way	1% N=6
If you identify in another way, how would you describe your gender?	Identify in another way	100% N=5
How did you hear about this survey? (Select all that apply.)	The City's website	3% N=30
	The City's social media (Facebook, Twitter, Instagram, etc.)	9% N=82
	Received an email from the City	66% N=598
	In a City newsletter or utility bill	6% N=53
	Received a postcard or letter from the City	0% N=2
	Nextdoor	3% N=23
	In my Facebook feed	5% N=48
	Saw it in a newspaper article or ad (hard copy or online)	2% N=16
	Heard about it from a family member, friend or neighbor	4% N=35
	Heard about it from a business or social organization in my community	0% N=4
	Polco's weekly email	0% N=4

How did you hear about this survey? (Select all that apply.)

On my Polco feed

0%  
N=

Other

2%  
N=15



# The City of McKinney 2023 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

## 1. Please rate each of the following aspects of quality of life in McKinney.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
McKinney as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
McKinney as a place to raise children.....	1	2	3	4	5
McKinney as a place to work.....	1	2	3	4	5
McKinney as a place to visit.....	1	2	3	4	5
McKinney as a place to retire.....	1	2	3	4	5
The overall quality of life in McKinney.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of McKinney.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in McKinney.....	1	2	3	4	5
Overall design or layout of McKinney's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4	5
Overall quality of the utility infrastructure in McKinney (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in McKinney.....	1	2	3	4	5
Overall quality of natural environment in McKinney.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in McKinney.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community.....	1	2	3	4	5

## 3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in McKinney to someone who asks.....	1	2	3	4	5
Remain in McKinney for the next five years.....	1	2	3	4	5

## 4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In McKinney's downtown/commercial area during the day.....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster.....	1	2	3	4	5	6

## 5. Please rate the job you feel the McKinney community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome.....	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

## 6. Please rate each of the following in the McKinney community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in McKinney.....	1	2	3	4	5
Variety of business and service establishments in McKinney.....	1	2	3	4	5
Vibrancy of downtown/commercial area.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in McKinney.....	1	2	3	4	5
Overall image or reputation of McKinney.....	1	2	3	4	5

**7. Please also rate each of the following in the McKinney community.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in McKinney.....	1	2	3	4	5
Ease of travel by public transportation in McKinney.....	1	2	3	4	5
Ease of travel by bicycle in McKinney.....	1	2	3	4	5
Ease of walking in McKinney.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in McKinney.....	1	2	3	4	5
Overall appearance of McKinney.....	1	2	3	4	5
Cleanliness of McKinney.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)... ..	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in McKinney.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

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

	<u>No</u>	<u>Yes</u>
Contacted the City of McKinney (in-person, phone, email, or web) for help or information.....	1	2
Contacted McKinney elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in McKinney.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

# The City of McKinney 2023 Community Survey

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts).....	1	2	3	4	5
McKinney open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by McKinney employees (police, receptionists, planners, etc.).....	1	2	3	4	5

## 10. Please rate the following categories of McKinney government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to McKinney.....	1	2	3	4	5
The overall direction that McKinney is taking.....	1	2	3	4	5
The job McKinney government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in McKinney government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

## 11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of McKinney.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

**12. 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.**

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of McKinney .....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in McKinney .....	1	2	3	4
Overall design or layout of McKinney’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4
Overall quality of the utility infrastructure in McKinney (water, sewer, storm water, electric/gas, broadband) .....	1	2	3	4
Overall feeling of safety in McKinney .....	1	2	3	4
Overall quality of natural environment in McKinney .....	1	2	3	4
Overall quality of parks and recreation opportunities .....	1	2	3	4
Overall health and wellness opportunities in McKinney .....	1	2	3	4
Overall opportunities for education, culture, and the arts .....	1	2	3	4
Residents’ connection and engagement with their community .....	1	2	3	4

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

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

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

	<u>High priority</u>	<u>Medium priority</u>	<u>Not a priority</u>
Expanded and connected hike and bike trail system .....	1	2	3
Investment in updating existing parks and sports complexes .....	1	2	3
Outdoor entertainment venue .....	1	2	3
Retail, restaurant and entertainment options .....	1	2	3
Outdoor/adventure activities (e.g., zip line, wake boarding) .....	1	2	3
Creating/preserving open lands .....	1	2	3
Investment in building new parks and sports complexes .....	1	2	3
Recreational tourism projects (e.g., water park, wave pool, whitewater rafting, dedicated triathlon course) .....	1	2	3
Tournament-grade destination sports complex (e.g., outdoor and indoor competition fields, training facilities, on-site hotels) .....	1	2	3
Municipal golf course .....	1	2	3
Community culture and arts center .....	1	2	3

**15. How visible is the McKinney Police Department in your neighborhood and throughout the City (marked cars, foot, bike or mounted patrols)?**

- Very visible     
  Somewhat visible     
  Not at all visible     
  Don’t know

# The City of McKinney 2023 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

## D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer .....	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc. ....	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

## D2. Please rate your overall health.

- Excellent   
  Very good   
  Good   
  Fair   
  Poor

## D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

- Very positive   
  Somewhat positive   
  Neutral   
  Somewhat negative   
  Very negative

## D4. How many years have you lived in McKinney?

- Less than 2 years  
 2-5 years  
 6-10 years  
 11-20 years  
 More than 20 years

## D5. Which best describes the building you live in?

- One family house detached from any other houses  
 Building with two or more homes (duplex, townhome, apartment, or condominium)  
 Mobile home  
 Other

## D6. Do you rent or own your home?

- Rent  
 Own

## D7. 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             \$2,000 to \$2,499  
 \$500 to \$999             \$2,500 to \$2,999  
 \$1,000 to \$1,499         \$3,000 to \$3,499  
 \$1,500 to \$1,999         \$3,500 or more

## D8. Do any children 17 or under live in your household?

- No     Yes

## D9. Are you or any other members of your household aged 65 or older?

- No     Yes

## D10. 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     \$75,000 to \$99,999  
 \$25,000 to \$49,999     \$100,000 to \$149,999  
 \$50,000 to \$74,999     \$150,000 or more

## D11. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic, or Latino  
 Yes, I consider myself to be Spanish, Hispanic, or Latino

## D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native  
 Asian, Asian Indian, or Pacific Islander  
 Black or African American  
 White  
 Other

## D13. In which category is your age?

- 18-24 years                     55-64 years  
 25-34 years                     65-74 years  
 35-44 years                     75 years or older  
 45-54 years

## D14. What is your gender?

- Woman  
 Man  
 Identify in another way → go to D14a

## D14a. If you identify in another way, how would you describe your gender?

- Agender/I don't identify with any gender  
 Genderqueer/gender fluid  
 Non-binary  
 Transgender man  
 Transgender woman  
 Two-spirit  
 Identify in another way

**Thank you!**

Please return the completed survey in the postage-paid envelope to:  
**National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**



January 2023

Dear City of McKinney Resident:

Please help us shape the future of McKinney! You have been selected at random to participate in the 2023 McKinney Community Survey. **If you've already completed the survey online, thank you. Please do not respond twice.**

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important—especially since your household is one of only a small number being surveyed. Your feedback will help McKinney make decisions that affect our City.

**A few things to remember:**

- **Your responses are confidential and no identifying information will be shared.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

**<https://polco.us/xxplaceholder>**

**Please do not share your survey link.** This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about the survey, please call 972-547-7503.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink, appearing to read "P. Grimes".

Paul Grimes  
City Manager

A handwritten signature in black ink, appearing to read "G. Fuller".

George Fuller  
Mayor