

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 | Not white alone | 27% | 40% | 40% |
| origin | 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 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.

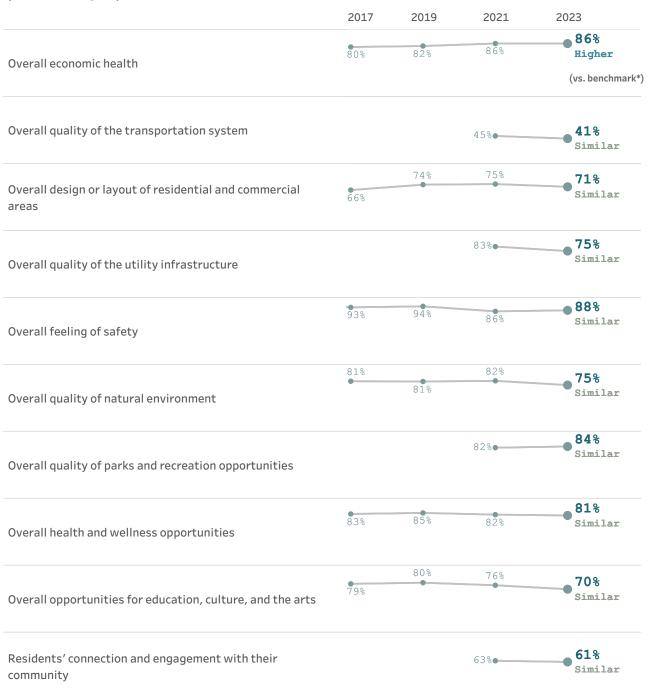
Other aspects of the City's community design remained stable since the previous survey. Three-quarters of residents positively evaluated the preservation of the historical character of the community and well-designed neighborhoods in the city, both higher than national averages. The overall design or 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)

| | 2017 | 2019 | 2021 | 2023 |
|--|------|------|------|------------------------|
| Overall economic health | 92% | | 91% | 93% Similar |
| Overall quality of the transportation system | | | 77% | 73% Similar |
| Overall design or layout of residential and commercial areas | 82% | | 83% | 78% Similar |
| Overall quality of the utility infrastructure | | | 85% | 92% Similar |
| Overall feeling of safety | 938 | | 89% | 94 % Similar |
| Overall quality of natural environment | 90% | | 89% | 88% Similar |
| Overall quality of parks and recreation opportunities | | | 84% | 83% Similar |
| Overall health and wellness opportunities | 80% | | 77% | 77% Similar |
| Overall opportunities for education, culture, and the arts | 81% | | 78% | 78% Similar |
| Residents' connection and engagement with their community | 85% | 87% | 72% | 69% Similar |
| , | | | | |

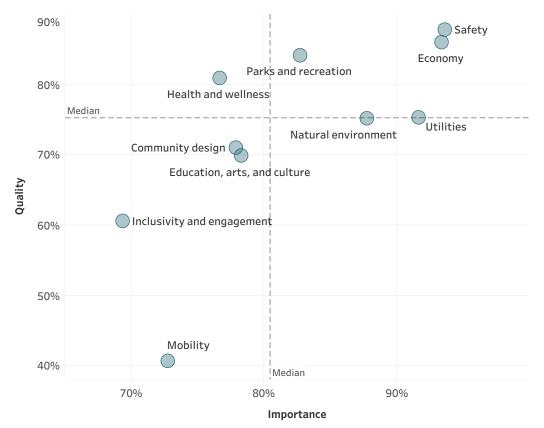
Balancing performance and importance

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.

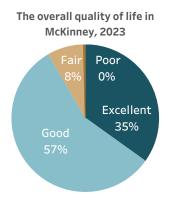
Services receiving quality ratings of excellent or good by 75% or more of respondents were considered of "higher quality" and those with ratings lower than 75% were considered to be of "lower quality." Services were classified as "more important" if they were rated as essential or very important by 80% 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.



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

| | 2017 | 2019 | 2021 | 2023 |
|-----------------------------|------|------|------|---------------------------------------|
| McKinney as a place to live | 91% | 94% | 95% | • 94% Similar vs. benchmark* |
| The overall quality of life | 90% | 92% | 93% | 92% Similar |

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

| (% very | or somew | hat likely) |
|---------|----------|-------------|
|---------|----------|-------------|

| | 2017 | 2019 | 2021 | 2023 |
|--|------|------|------|------------------------|
| Recommend living in McKinney to someone who asks | 90% | 93% | 93% | •91% Similar |
| Remain in McKinney for the next five years | 85% | 88% | 89% | 81 % Similar |

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

| | 2017 | 2019 | 2021 | 2023 |
|-----------------------------|------|------|------|---------------|
| Overall image or reputation | 88% | 88% | 88% | 89% Higher |

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 Poor 7% Excellent 19% Fair 26% Good 48%

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)

| | 2017 | 2019 | 2021 | 2023 |
|--|------|------|------|----------------|
| The value of services for the taxes paid to McKinney | 50% | 58% | 64% | 61% Similar |
| The overall direction that McKinney is taking | 73% | 75% | 75% | 68% Similar |
| The job McKinney government does at welcoming resident involvement | \$7% | 69% | 68% | 58% Similar |
| Overall confidence in McKinney government | 648 | 71% | 73% | 66% Higher |
| Generally acting in the best interest of the community | 67% | 72% | 75% | 69% Similar |
| Being honest | 64% | 71% | 76% | 67% Similar |

| Being open and transparent to the public | | | 72% | 66% Similar |
|---|-----|-----|-----|------------------------|
| Informing residents about issues facing the community | | | 67% | 57% Similar |
| Treating all residents fairly | 67% | 72% | 72% | 73% Similar |
| Treating residents with respect | | | 81% | 77 % Similar |

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

| | 2017 | 2019 | 2021 | 2023 |
|------------------------|----------|------|------|------------------------|
| The City of McKinney | 77% | 88% | 83% | • 80% Similar |
| The Federal Government | 44% • | 43% | 41% | 38 % Similar |

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:

Economy 0% Very positive Poor 2% Somewhat Local governments work together with private and 16% positive Excellent nonprofit businesses, and with the community at 33% large, to foster sustainable growth, create jobs, Neutral 38% and promote a thriving local economy. Somewhat 31% negative Very negative

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

| | 2017 | 2019 | 2021 | 2023 |
|-------------------------|------|------|------|--------------------------------------|
| Overall economic health | 80% | 82% | 86% | • 86% Higher vs. benchmark* |

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

(% excellent or good)

| | 2017 | 2019 | 2021 | 2023 |
|------------------------------|--------------|------|------|----------------|
| McKinney as a place to work | 70% | 73% | 70% | •78% Higher |
| McKinney as a place to visit | • 70% | 73% | 76% | 68% Similar |

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

| | 2017 | 2019 | 2021 | 2023 |
|--|------|------|------|-------------------------|
| Overall quality of business and service establishments | 75% | 81% | 88% | 81 % Similar |
| Variety of business and service establishments | | | 76% | 72% Higher |
| Vibrancy of downtown/commercial area | 82% | 84% | 86% | • 85% Much higher |



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

(% excellent or good)

| | 2017 | 2019 | 2021 | 2023 |
|----------------------|------|------|------|-------------------------|
| Economic development | 718 | 75% | 76% | → 75 % Higher |

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:

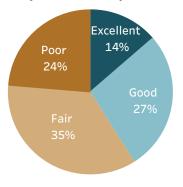
(% very or somewhat positive)

| | 2017 | 2019 | 2021 | 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: | 93% | 41% | 43% | 26% Similar |

Overall quality of the transportation system in McKinney, 2023



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)

| | 2017 | 2019 | 2021 | 2023 |
|--|------|------|------|-------------------------------------|
| Overall quality of the transportation system | | | 45% | 41% Similar vs. benchmark* |

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

| | 2017 | 2019 | 2021 | 2023 |
|---|----------|------|------|-----------------------|
| Traffic flow on major streets | 62% | 56% | 66% | 59% Similar |
| Ease of public parking | • 50% | 53% | 65% | 65% Similar |
| Ease of travel by car | 80% | 77% | 84% | 78% Similar |
| Ease of travel by public transportation | 19% | 17% | 17% | 19% Lower |
| Ease of travel by bicycle | 51% | 52% | 46% | 48% Similar |
| Ease of walking | 63% | 67% | 65% | 61% Similar |

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

(% yes)

| | 2017 | 2019 | 2021 | 2023 |
|--|----------|------|------|-----------------------|
| Used public transportation instead of driving | | | 3% | 6% |
| Carpooled with other adults or children instead of driving alone | 42% | 36% | 33% | 52% Similar |
| Walked or biked instead of driving | 49% • | 43% | 51% | 57% Similar |
| | | | | |

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

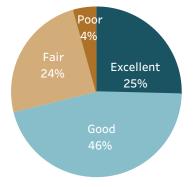
| (% excell | ent or | good) |
|-----------|--------|-------|
|-----------|--------|-------|

| | 2017 | 2019 | 2021 | 2023 |
|-------------------------|----------|------|------|----------------------|
| Traffic enforcement | 95% | 76% | 74% | 67% Similar |
| Traffic signal timing | 63% • | 63% | 60% | 61% Similar |
| Street repair | 63% | 60% | 63% | 60% Similar |
| Street cleaning | 75% | 69% | 77% | 72% Similar |
| Street lighting | 69% ● | 67% | 70% | 64% Similar |
| Snow removal | | | 74% | 44% Lower |
| Sidewalk maintenance | 65% | 62% | 64% | 60% Similar |
| Bus or transit services | | | 20% | 20% Much lower |

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)

| | 2017 | 2019 | 2021 | 2023 |
|--|------|------|------|--|
| Overall design or layout of residential and commercial areas | 66% | 74% | 75% | 71% Similar vs. benchmark* |

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

(% excellent or good)

| | 2017 | 2019 | 2021 | 2023 |
|--------------------------------------|------|------|------|----------------|
| Your neighborhood as a place to live | 87% | 88% | 93% | 84% Similar |

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

(% excellent or good)

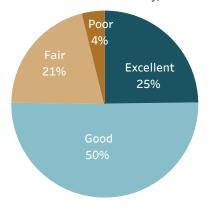
| | 2017 | 2019 | 2021 | 2023 |
|---|------|------|------|---------------|
| Well-planned residential growth | | | 75% | 68% Higher |
| Well-planned commercial growth | | | 65%● | 61% Higher |
| Well-designed neighborhoods | | | 76% | 74% Higher |
| Preservation of the historical or cultural character of the community | | | 79% | 75% Higher |



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

| | 2017 | 2019 | 2021 | 2023 |
|-------------------------------|------|------|------|----------------|
| Land use, planning and zoning | 66% | 67% | 58% | 55% Similar |
| Code enforcement | 67% | 69% | 64% | 56% Similar |

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)

| | 2017 | 2019 | 2021 | 2023 |
|---|------|------|------|-------------------------------------|
| Overall quality of the utility infrastructure | | | 83% | 75% Similar vs. benchmark* |

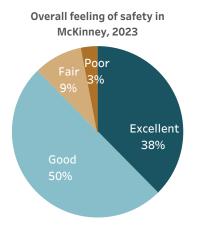
Please rate the quality of each of the following services in McKinney. (% excellent or good)

| | 2017 | 2019 | 2021 | 2023 |
|---------------------------------------|------|------|------|-----------------------|
| Affordable high-speed internet access | | | 56% | 65% Higher |
| Garbage collection | 85% | 82% | 89% | 89% Similar |
| Drinking water | 70% | 67% | 78% | 77% Similar |
| Sewer services | 88% | 88% | 89% | 88% Similar |
| Storm water management | 79% | 82% | 87% | ●83% Higher |
| Power (electric and/or gas) utility | 82% | 86% | 88% | 74% Similar |



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)

| | 2017 | 2019 | 2021 | 2023 |
|---------------------------|------|------|------|-------------------------------------|
| Overall feeling of safety | 93% | 94% | 86% | 88% Similar vs. benchmark* |

Please rate how safe or unsafe you feel:

(% very or somewhat safe)

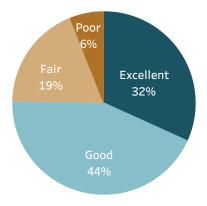
| | 2017 | 2019 | 2021 | 2023 |
|---|------|------|------|----------------|
| In your neighborhood during the day | 96% | 97% | 95% | 95% Similar |
| In McKinney's downtown/commercial area during the day | 96% | 97% | 94% | 93% Similar |
| From property crime | | | 84% | 81% Similar |
| From violent crime | | | 92% | 85% Similar |
| From fire, flood, or other natural disaster | | | 888 | 86% Similar |

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

(% excellent or good)

| | 2017 | 2019 | 2021 | 2023 |
|---|------|------|------|------------------------|
| Police/Sheriff services | 86% | 90% | 90% | 82% Similar |
| Crime prevention | 88% | 80% | 818 | 79% Similar |
| Animal control | 79% | 82% | 74% | 77% Similar |
| Ambulance or emergency medical services | 99% | 92% | 88% | 88% Similar |
| Fire services | 96% | 94% | 92% | 94 % Similar |
| Fire prevention and education | 85% | 85% | 82% | 81% Similar |
| Emergency preparedness | 72% | 79% | 80% | 78% Similar |

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)

| | 2017 | 2019 | 2021 | 2023 |
|--|------|------|------|---|
| Overall quality of natural environment | 81% | 81% | 82% | 75 % Similar VS. benchmark* |

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

| (% excel | lent or | good) |
|----------|---------|-------|
|----------|---------|-------|

| | 2017 | 2019 | 2021 | 2023 |
|-----------------|------|------|------|------------------------|
| Cleanliness | 85% | 90% | 90% | •84% Similar |
| Water resources | | | 59% | 54% Similar |
| Air quality | 84% | 89% | 89% | 81 % Similar |

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

(% excellent or good)

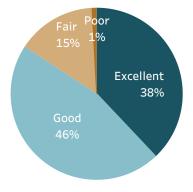
| | 2017 | 2019 | 2021 | 2023 |
|-------------------------------|------|----------|------|----------------|
| Preservation of natural areas | 64% | 65% | 69% | 63% Similar |
| McKinney open space | 65% | 69% • | 67% | 65% Similar |

| Recycling | 85% | 83% | 79% | 76 % Similar |
|--------------------|-----|-----|-----|------------------------|
| Yard waste pick-up | 82% | 78% | 79% | 81% Similar |

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)

| | 2017 | 2019 | 2021 | 2023 |
|---|------|------|------|------------|
| | | | 82% | ● 84% |
| | | | | Similar |
| | | | | VS. |
| Overall quality of parks and recreation opportunities | | | | benchmark* |
| | | | | |

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

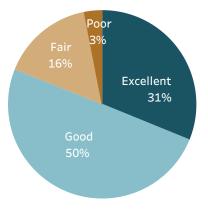
| Availability of paths and walking trails | 2017 | 2019 71% | 2021 | 2023 72% Similar |
|--|-------------|-------------|------|------------------------|
| Fitness opportunities | 73% | 79% | 74% | 79 % Similar |
| Recreational opportunities | 74% | 72% | 71% | 69% Similar |

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

| | 2017 | 2019 | 2021 | 2023 |
|--------------------------------|------|------|------|------------------------|
| City parks | 84% | 87% | 84% | 85 % Similar |
| | 78% | 82% | 76% | 79 % Similar |
| Recreation programs or classes | 25 | | | |

| | | | | 76% |
|----------------------------------|-----|-----|-----|---------|
| Recreation centers or facilities | 73% | 83% | 76% | Similar |

Overall health and wellness opportunities in McKinney, 2023



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.

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

| | 2017 | 2019 | 2021 | 2023 |
|---|------|------|------|-------------------|
| | 83% | 85% | 82% | •81% Similar |
| Overall health and wellness opportunities | | | | vs. benchmark* |

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

2017 2019 2021 2023 70% 81% 73% 78% Similar Availability of affordable quality food 70% 79% 82% • 75% Similar Availability of affordable quality health care ●75% 83% 79% 75% Higher Availability of preventive health services 69% **62**% 67% 62% Higher Availability of affordable quality mental health care

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

(% excellent or good)

| | 2017 | 2019 | 2021 | 2023 |
|-----------------|------|------|------|-----------------------|
| Health services | 83% | 86% | 83% | 77 % Higher |

Please rate your overall health.

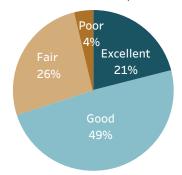
(% excellent or very good)

| | 2017 | 2019 | 2021 | 2023 |
|----------------------------------|------|------|------|----------------|
| Please rate your overall health. | 64% | 72% | 77% | 81% Similar |

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)

| | 2017 | 2019 | 2021 | 2023 |
|--|------|------|------|----------------|
| | 79% | 80% | 76% | 70% Similar |
| Overall opportunities for education, culture, and the arts | | | | VS. |
| | | | | benchmark* |

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

(% excellent or good)



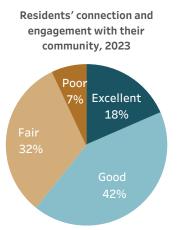
Please rate the quality of each of the following services in McKinney.

(% excellent or good)

| | 2017 | 2019 | 2021 | 2023 |
|-------------------------|------|------|------|----------------|
| Public library services | 88% | 89% | 91% | 93% Similar |



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)

| | 2017 | 2019 | 2021 | 2023 |
|---|------|------|------|---------------------------------------|
| Residents' connection and engagement with their community | | | 63% | • 61% Similar vs. benchmark* |

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

| | 2017 | 2019 | 2021 | 2023 |
|---------------------------------------|------|------|------|------------------------|
| McKinney as a place to raise children | 91% | 94% | 93% | 92% Similar |
| McKinney as a place to retire | 78% | 72% | 74% | 69 % Similar |
| Sense of community | 72% | 76% | 718 | 71% Similar |

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

(% excellent or good)

| | 2017 | 2019 | 2021 | 2023 |
|-----------------------------------|------|------|------|------------------------|
| Making all varidanta faal walcoma | | | 82% | 79 % Similar |

| Attracting people from diverse backgrounds | 76% 74% Higher | r |
|---|---------------------------|----|
| Valuing/respecting residents from diverse backgrounds | 77% 77% 77% Simila | ar |
| Taking care of vulnerable residents | 68%• | ar |

$\label{eq:please} Please also \ rate \ each \ of \ the \ following \ in \ the \ McKinney \ community.$

| (% exce | lent or | good) |
|---------|---------|-------|
|---------|---------|-------|

| | 2017 | 2019 | 2021 | 2023 |
|---|-----------------|------|------|------------------------|
| Sense of civic/community pride | | | 72% | 74 % Similar |
| Neighborliness of residents | 65% | 72% | 71% | 69 % Similar |
| Opportunities to participate in social events and activities | 65% | 72% | 68% | 65% Similar |
| Opportunities to volunteer | • 75% | 78% | 77% | 71% Similar |
| Opportunities to participate in community matters | • 73% | 73% | 70% | 65% Similar |
| Openness and acceptance of the community toward people of diverse backgrounds | 9 718 | 74% | 64% | 73 % Similar |

Residents' participation levels

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

(% yes)

| (% yes) | 2017 | 2019 | 2021 | 2023 |
|--|-------------|------|------|------------------------------------|
| Contacted the City of McKinney for help or information | 47% | 42% | 43% | 44% Similar vs. benchmark |
| Contacted McKinney elected officials to express your opinion | 12% | 10% | 13% | 9 % Similar |
| Attended a local public meeting | 178 | 16% | 14% | 16 % Similar |
| Watched a local public meeting | 18% | 15% | 22% | 21% Similar |
| Volunteered your time to some group/activity | 40% | 33% | 28% | 34% Similar |
| Campaigned or advocated for a local issue, cause, or candidate | 2 4% | 25% | 16% | 14% Similar |
| Voted in your most recent local election | | | 77% | •75% Similar |
| In general, how many times do you: (% a few times a week or more) 2017 | 2019 | 2021 | | 2023 |
| Access the internet from your home | | 97%● | | 97% Similar |
| Access the internet from your cell phone | | 97% | | 98% Similar |

33

| Visit social media sites | 84% | 82% Similar |
|----------------------------|--------------|------------------|
| Use or check email | 98% | 99% Similar |
| Share your opinions online | 39% . | • 32% Similar |
| Shop online | 66% | 69% Higher |

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.

| 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 | Major source | 20% |
| | online) | Minor source | 45% |
| | | Not a source | 35% |
| | City online annual report | Major source | 22% |
| | | Minor source | 39% |
| | | | |

Include "don't know" No

| | Talking with City officials | Major source | 19% |
|---|--|-----------------|-----|
| | | Minor source | 39% |
| | | Not a source | 42% |
| | Water bill inserts | Major source | 14% |
| | | Minor source | 47% |
| | | Not a source | 39% |
| | Word-of-mouth | Major source | 28% |
| | | Minor source | 46% |
| | | Not a source | 26% |
| | Homeowner's Association communications | Major source | 24% |
| | | Minor source | 37% |
| | | Not a source | 38% |
| Please indicate how much of a priority, if at all, each of the | Expanded and connected hike and bike trail system | High Priority | 41% |
| following amenities are to you for improving the quality of life in McKinney: | | Medium Priority | 44% |
| werthing. | | Not a priority | 15% |
| | Investment in updating existing parks and sports complexes | High Priority | 46% |
| | | Medium Priority | 48% |
| | | Not a priority | 6% |
| | Outdoor entertainment venue | High Priority | 36% |
| | | Medium Priority | 41% |
| | | Not a priority | 23% |
| | 26 | | |

| Retail, restaurant and entertainment options | High Priority | 47% |
|--|-----------------|-----|
| | Medium Priority | 42% |
| | Not a priority | 10% |
| Outdoor/adventure activities (e.g., zip line, wake boarding) | High Priority | 30% |
| | Medium Priority | 39% |
| | Not a priority | 31% |
| Creating/preserving open lands | High Priority | 61% |
| | Medium Priority | 33% |
| | Not a priority | 6% |
| Investment in building new parks and sports complexes | High Priority | 37% |
| | Medium Priority | 44% |
| | Not a priority | 19% |
| Recreational tourism projects (e.g., water park, wave pool, whitewater rafting, | High Priority | 29% |
| dedicated triathlon course) | Medium Priority | 34% |
| | Not a priority | 37% |
| Tournament-grade destination sports complex (e.g., outdoor and indoor competition fields, | High Priority | 19% |
| training facilities, on-site hotels) | Medium Priority | 42% |
| | Not a priority | 39% |
| Municipal golf course | High Priority | 14% |
| | Medium Priority | 36% |
| | Not a priority | 50% |

| Community culture and arts center | High Priority | 33% |
|---|--------------------|-----|
| | Medium Priority | 48% |
| | Not a priority | 20% |
| How visible is the McKinney Police Department in your neighborhood and | Very visible | 40% |
| throughout the City (marked cars, foot, bike o mounted patrols)? | Somewhat visible | 49% |
| | Not at all visible | 11% |

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.

es

| | | | % positive | Rank | Number of communitie | 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 | Overall economic health | Higher | 86% | 48 | 315 | 85 |
| as they relate to McKinney as a whole. | 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 |

| Please rate each of the following characteristics as they relate to McKinney as a whole. | 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 |
| Please indicate how likely or unlikely you are to do each of the following. | Recommend living in McKinney to someone who asks | Similar | 91% | 109 | 319 | 66 |
| | Remain in McKinney for the next five years | Similar | 81% | 210 | 316 | 33 |
| Please rate how safe or unsafe you feel: | 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 |
| Please rate the job you feel the McKinney community does at each of the following. | Making all residents feel welcome | Similar | 79% | 35 | 221 | 84 |

| Please rate the job you feel the McKinney community does at each of the following. | 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 |
| Please rate each of the following in the McKinney community. | Overall quality of business and service establishments | Similar | 81% | 49 | 317 | 84 |
| community. | 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 |
| Please also rate each of the following in the McKinney community. | Traffic flow on major streets | Similar | 59% | 128 | 342 | 62 |
| community | 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.

| ne 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 charac community | ter of the 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.

| the ey | 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 | |

| Please also rate each of the following in the McKinney community. | 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 |
| Please indicate whether or not you have done each of the following in the last 12 | Contacted the City of McKinney for help or information | Similar | 44% | 206 | 345 | 40 |
| months. | 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 |
| Please rate the quality of each of the following services in McKinney. | Public information services | Similar | 74% | 93 | 322 | 71 |
| services in McKinney. | 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 |

| Please rate the quality of each of the following services in McKinney. | 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 |
| Please rate the following categories of McKinney government performance. | The value of services for the taxes paid to McKinney | Similar | 61% | 122 | 383 | 68 |
| 5 | 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 |
| Overall, how would you rate the quality of the services provided by each of the following? | The City of McKinney | Similar | 80% | 117 | 375 | 69 |
| | The Federal Government | Similar | 38% | 195 | 298 | 34 |

| Please rate how important, if at all, you think it is for the McKinney community | Overall economic health | Similar | 93% | 27 | 291 | 91 |
|--|--|---------|-----|-----|-----|----|
| to focus on each of the following in the coming two years. | 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 |
| In general, how many times do you: | 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 |

| In general, how many times do you: | 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 |
| | | | |

| Please rate each of the following aspects of quality of life in McKinney. | 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 |
| Please rate each of the following characteristics as they relate to | Overall economic health | Excellent | 33% N=144 |
| McKinney as a whole. | | 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 |

| McKinney as a whole. commercial areas | 25% N=118 46% N=213 24% N=114 |
|---|--|
| | N=213 24% N=114 |
| Fair | 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 Excellent opportunities | 38% N=172 |
| Good | 46% N=210 |
| Fair | 15% N=68 |
| Poor | 1% N=4 |
| Overall health and wellness opportunities Excellent | 31% N=140 |

| Please rate each of the following characteristics as they relate to McKinney as a whole. | 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 |
| Please indicate how likely or unlikely you are to do each of the following. | 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 |
| Please rate how safe or unsafe you feel: | In your neighborhood during the day | Very safe | 77% N=356 |
| | | Somewhat safe | 19% N=87 |

| Please rate how safe or unsafe you feel: | In your neighborhood during the day | Neither safe nor unsafe | 3% N=12 |
|--|---|-------------------------|--------------|
| | | Somewhat unsafe | 1% N=7 |
| | | Very unsafe | 0% N=2 |
| | In McKinney's downtown/commercial area during the day | Very safe | 61% N=269 |
| | | Somewhat safe | 32% N=143 |
| | | Neither safe nor unsafe | 5% N=22 |
| | | Somewhat unsafe | 1% N=6 |
| | | Very unsafe | 0% N=1 |
| | From property crime | Very safe | 36% N=164 |
| | | Somewhat safe | 45% N=207 |
| | | Neither safe nor unsafe | 8% N=38 |
| | | Somewhat unsafe | 10% N=46 |
| | | Very unsafe | 1% N=4 |
| | From violent crime | Very safe | 50% N=230 |
| | | Somewhat safe | 35% N=162 |
| | | Neither safe nor unsafe | 8% N=36 |
| | | Somewhat unsafe | 6% N=27 |
| | | Very unsafe | 1% N=4 |
| | From fire, flood, or other natural disaster | Very safe | 47% N=219 |
| | | Somewhat safe | 39% N=179 |
| | | Neither safe nor unsafe | 8% N=38 |
| | | | |

| Itel: Somewhat unsafe µ_22 Please rate the job you feel the Mickinery community. Making all residents feel velcome Excellent Image: Somewhat unsafe Please rate the job you feel the Mickinery community. Making all residents feel velcome Excellent Image: Somewhat unsafe Please rate the job you feel the Mickinery community. Making all residents feel velcome Excellent Image: Somewhat unsafe Please rate the job you feel the Mickinery community. Making all residents feel velcome Excellent Image: Somewhat unsafe Please rate each of the following in Mickinery community. Making all residents from diverse backgrounds Excellent Image: Somewhat unsafe Please rate each of the following in Mickinery community. Overall quality of business and service exclusion from the sidents Excellent Image: Somewhat unsafe Please rate each of the following in Mickinery community. Overall quality of business and service exclusion from the sidents Excellent Image: Somewhat unsafe Please rate each of the following in Mickinery community. Overall quality of business and service exclusion from the sidents Excellent Image: Somewhat unsafe Exclusion from the sident set and service exclusion from the sident set and service Excellent Image: Somewhat unsafe | | | | |
|--|--|---|-----------------|--------------|
| Please rate the job you field the McKinney community does at each of the following. Please rate each of the following in Please rate each of the | Please rate how safe or unsafe you feel: | From fire, flood, or other natural disaster | Somewhat unsafe | 5% N=25 |
| Valuing air residents resivencome Excellent 8-132 Good 8-132 Fair 1000000000000000000000000000000000000 | | | Very unsafe | 0% N=2 |
| For 1900 Attracting people from diverse backgrounds Excellent Good 100 Fair 100 Fair 100 Valuing/respecting residents from diverse Excellent Valuing/respecting residents from diverse Excellent Valuing/respecting residents from diverse Excellent Poor 100 Valuing/respecting residents from diverse Excellent Fair 100 Valuing/respecting residents from diverse Excellent Fair 1000 Taking care of vulnerable residents Excellent Fair 1000 Fair | Please rate the job you feel the McKinney community does at each of | Making all residents feel welcome | Excellent | 29% N=132 |
| Fair N=85 Poor N=55 Attracting people from diverse backgrounds Excellent Good N=156 Good N=156 Poor N=156 Valuing/respecting residents from diverse Excellent backgrounds Excellent Valuing/respecting residents from diverse Excellent backgrounds Good Taking care of vulnerable residents Excellent Fair N=200 Poor N=200 Poor N=200 Scood | the following. | | Good | 50% N=226 |
| Poor N=13 Attracting people from diverse backgrounds Excellent 288 Good 111 Fair 111 Valuing/respecting residents from diverse Excellent 288 Fair 178 178 Poor 188 115 Good 188 115 Good 188 115 Poor 188 115 Poor 188 115 Poor 188 115 Fair 178 178 Fair 178 178 Poor 188 115 Fair 188 115 Fair 188 115 Poor 188 115 Fair 178 118 Poor 188 118 Fair 188 118 Fair 188 188 Fair 188 Fair 188 | | | Fair | 19% N=85 |
| Attracting people from diverse backgrounds Excellent Good Fair Valuing/respecting residents from diverse backgrounds Valuing/respecting residents from diverse backgrounds Good Fair Taking care of vulnerable residents Fair Taking care of vulnerable residents Excellent Fair Fa | | | Poor | 2% N=11 |
| Fair 183 Poor 173 Poor 18-30 Poor 18-30 Poor 18-30 Poor 18-30 Fair 184 Poor 18-30 Fair 173 Fair 173 Fair 173 Fair 18-70 Poor 18-24 Fair 18-73 Good 18-24 Fair 18-73 Poor 18-34 Fair 18-73 Good 18-34 Fair 18-73 Fair 18-74 Fair 1 | | Attracting people from diverse backgrounds | Excellent | 28% N=116 |
| Pair N=76 Poor 17 Valuing/respecting residents from diverse backgrounds Excellent Good 17 Fair 17 Poor 18 Fair 17 Poor 18 Good 18 Fair 17 Poor 18 Fair 17 Poor 18 Fair 18 Poor | | | Good | 46% N=193 |
| Valuing/respecting residents from diverse backgrounds Excellent 288 N=115 Good 508 N=207 Fair 178 N=70 Poor 3=30 Taking care of vulnerable residents Excellent Good 448 N=153 Good 448 N=153 Poor 118 N=73 Poor 118 N=153 Please rate each of the following in the McKinney community. Overall quality of business and service establishments Excellent 298 N=133 Good 538 N=245 508 538 N=245 | | | Fair | 18% N=76 |
| Valuing/respecting residents from diverse Excellent N=115 backgrounds Good N=207 Fair N=70 Poor N=24 Taking care of vulnerable residents Excellent N=13 Good N=24 Fair N=73 Poor 118 Poor 118 N=33 Poor 118 N=33 Poor 118 N=33 Poor 118 N=34 Fair N=73 Poor 118 N=35 Fair N=24 Fair N=73 Poor 118 N=35 Fair N=245 Fair N=245 Fa | | | Poor | 7% N=30 |
| Good N=207 Fair 178 Poor 68 Taking care of vulnerable residents Excellent Good 448 N=73 Good Fair 128 Poor 138 Fair 1218 N=73 Poor Please rate each of the following in the McKinney community. Overall quality of business and service establishments Excellent 298 Good 538 Good 538 Good 538 Good 538 Good 538 Sood 538 Good 538 Good 538 Good 538 Good 538 Sood 538 Good 538 Good 538 Sood 538 Sood </th <th></th> <th></th> <th>Excellent</th> <th>28% N=115</th> | | | Excellent | 28% N=115 |
| Fair N=70 Poor 0 Taking care of vulnerable residents Excellent Good 0 Fair 0 Poor 11% Poor 11% Good 0 Please rate each of the following in the McKinney community. Overall quality of business and service establishments Excellent Good 0 0 Fair 0 0 Please rate each of the following in the McKinney community. Overall quality of business and service establishments Excellent Good 0 0 0 Fair 0 0 0 Fair< | | | Good | 50% N=207 |
| Poor N=24 Taking care of vulnerable residents Excellent 238 N=79 Good 448 N=153 Fair 218 N=73 Poor 118 N=39 Please rate each of the following in Overall quality of business and service establishments Good $N=133$ Good $N=133$ Good $N=245$ Good $N=134$ Good $N=245$ | | | Fair | 17% N=70 |
| Taking care of vulnerable residents Excellent N=79 Good 44% N=153 Fair 21% N=73 Poor 11% N=39 Please rate each of the following in the McKinney community. Overall quality of business and service establishments Excellent 29% Good 53% N=245 16% | | | Poor | 6% N=24 |
| Good N=153 Fair 21% N=73 Poor Please rate each of the following in the McKinney community. Overall quality of business and service establishments Excellent Good 53% N=245 Good 53% N=245 | | Taking care of vulnerable residents | Excellent | 23% N=79 |
| Fair N=73 Poor 11% Please rate each of the following in the McKinney community. Overall quality of business and service establishments Good S3% N=245 | | | Good | 44% N=153 |
| Please rate each of the following in Overall quality of business and service Excellent the McKinney community. establishments Good | | | Fair | 21% N=73 |
| Please rate each of the following in Overall quality of business and service Excellent establishments Good S3% N=245 | | | Poor | 11% N=39 |
| Good N=245 | Please rate each of the following in the McKinney community. | | 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 |

| Please rate each of the following in the McKinney community. | Overall image or reputation | Excellent | 38% N=176 |
|---|---|-----------|--------------|
| | | Good | 52% N=239 |
| | | Fair | 10% N=46 |
| | | Poor | 1% N=3 |
| Please also rate each of the following in the McKinney community. | 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 |

| Please also rate each of the following in the McKinney community. | 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 |
| Please indicate whether or not you have done each of the following in the | Contacted the City of McKinney for help or information | No | 56% N=260 |
| last 12 months. | | 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% №=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 |

| Please indicate whether on you acapooled with other adults or children instand of No 10 Isst 12 months. Carpooled with other adults or children instand of No 10 Ves 10 10 Walked or biked instead of driving No 10 Please rate the quality of each of the following services in McKinney. Public information services Excellent 10 Following services in McKinney. Public information services Excellent 10 10 Following services in McKinney. Following services Excellent 10 10 Following services Following services Following services 10 10 Following services Following services Following services 10 10 Following services < | | | |
|--|------------------------------------|-----------|--------------|
| Vision No No Valked or biked instead of driving No No Ves No No Please rate the quality of each of the following services in McKinney. Public information services Excellent No Fair Good No No No No Fair Good No No No Fair No No No No Fair Second No No No Fair Second No No No Fair Second No No No No Fair Second No No <t< th=""><th></th><th>No</th><th></th></t<> | | No | |
| Walked or biked instead of driving No No Please rate the quality of each of the following services in McKiney. Public information services Excellent Image: Second Se | | Yes | |
| Please rate the quality of each of the following services in McKinney. Public information services Excellent 100 Good 100 100 100 Fair 223 Poor 100 Economic development Excellent 100 Good 100 100 Fair 100 100 Poor 100 100 Fair 100 | Walked or biked instead of driving | No | |
| Please rate the quality of each or the following services in McKinney. Public information services Excellent Bit | | Yes | |
| Good H=226 Fair 238 Poor 319 Economic development Excellent 319 Fair 327 Fair 319 Poor 44 Fair 44 Traffic enforcement Excellent 319 Fair 44 Fair 44 Fair 428 Fair 428 | Public information services | Excellent | |
| Poor 194 Poor 194 Economic development Excellent Good 194 Poor 123 Poor 194 Poor 123 Poor 194 | | Good | |
| Poor N=15 Economic development Excellent 198 Good N=76 Good N=76 Poor N=80 Poor N=14 Traffic enforcement Excellent 198 Good N=230 N=230 Fair 0 198 Poor 198 N=230 Fair 0 198 Traffic signal timing Excellent 188 Good 858 8-230 Fair 0 188 Poor 188 188 Fair 860 8620 Fair 188 1875 Fair 188 1875 Poor 188 1875 Fair 188 1875 Poor 188 1875 Fair 188 1875 Poor 188< | | Fair | |
| Economic development Eccellent N-76 Good 568 N=222 Fair 218 N=84 Poor 48 N=14 Poor 48 N=80 Good 48 N=20 Fair 26 N=111 Poor 78 N=29 Traffic signal timing Excellent 168 N=75 Good 458 N=20 Fair 268 N=20 Fair 268 N=21 Poor 168 N=20 Fair 268 N=20 Fair 268 Fair 268 Fai | | Poor | |
| Good N=222 Fair 218 Poor 48 Poor 198 Traffic enforcement Excellent Good 498 N=20 198 Fair 268 N=111 268 Poor 78 Poor 78 Scellent 168 N=20 168 N=20 168 Poor 128 Poor 128 Image: Scellent 168 N=207 120 Fair 128 Poor 138 N=207 138 Fair 138 N=207 138 Fair 138 N=207 138 N=207 138 N=207 138 N=207 138 N=207 138 N=207 138 N=208 148 | Economic development | Excellent | |
| FairN=84Poor48Poor198Traffic enforcementExcellentGood498N=210FairFairN=210Poor78N=29PoorTraffic signal timingExcellentGood164N=20FairFair268N=210164N=210164N=210164N=210164N=210164N=210164N=210138N=59148 | | Good | |
| Poor N=14 Traffic enforcement Excellent Good N=210 Fair N=210 Poor N=210 Traffic signal timing Excellent Good N=29 Fair N=207 Fair N=58 N=58 N=58 | | Fair | |
| Iraffic enforcement Excellent N=80 Good 498 Fair 268 N=111 Poor Poor N=29 Traffic signal timing Excellent Good 458 N=207 N=207 Fair 268 N=75 N=207 Fair 168 N=207 N=207 Fair 268 N=111 N=75 Good 458 N=207 138 Poor 138 N=59 148 | | Poor | |
| Good N=210 Fair 26% N=23 N=23 Poor $\frac{7}{N=23}$ Traffic signal timing Excellent Good $\frac{45\%}{N=207}$ Fair $\frac{26\%}{N=23}$ Poor $\frac{16\%}{N=23}$ Fair $\frac{113\%}{N=59}$ Poor $\frac{13\%}{N=59}$ | Traffic enforcement | Excellent | |
| Poor N=111 Poor 7% Traffic signal timing Excellent Good 45% N=207 Fair N=117 Poor 13% N=59 | | Good | 49% N=210 |
| Poor N=29 Traffic signal timing Excellent 16% Good 45% Fair 26% Poor 13% N=59 14% | | Fair | |
| Iramic signal timing Excellent N=75 Good 45% Fair 26% N=117 13% Poor 13% N=59 14% | | Poor | 7% N=29 |
| Good N=207 Fair 26% N=117 Poor 13% N=59 | Traffic signal timing | Excellent | 16% N=75 |
| Poor N=117 13% N=59 | | Good | |
| Poor N=59 | | Fair | |
| | | Poor | 13% N=59 |
| | Street repair | Excellent | |

| 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 soverment performance. The value of services for the taxes paid to McKinney Good Sold Sold Sold Pair Sold Sold Sold Sold Sold Sold Sold Sold The overall direction that McKinney is taking Excellent Sold Sold The overall direction that McKinney is taking Excellent Sold Sold The overall direction that McKinney is taking Excellent Sold Sold The overall direction that McKinney is taking Excellent Sold Sold The job McKinney government does at welcoming Excellent Sold Sold The job McKinney government does at welcoming Excellent Sold Sold Poor Sold Sold Sold Sold Sold Sold Overall confidence in McKinney government Excellent Sold Sold Good Sold Sold Sold Sold Sold Sold Fair Sold Sold Sold Sold Sold Sold Good Sold Sold Sold Sold Sold Sold Good Sold Sold Sold Sold Sold Sold Fair Sold Sold Sold Sold Sold Sold Fair Sold Sold Sold Sold Sold Sold Fair Sold Sold Sold Sold Sold Fair Sold Sold Sold Sold | | | | |
|---|------------------------|---|-----------|--------------|
| Good Image: Partial state in the overall direction that McKinney is taking Fair Image: Partial state in the overall direction that McKinney is taking The overall direction that McKinney is taking Good Image: Partial state in the overall direction that McKinney is taking Good Image: Partial state in the overall direction that McKinney is taking Fair Image: Partial state in the overall direction that McKinney is taking Good Image: Partial state in the overall direction that McKinney is taking Fair Image: Partial state in the overall direction that McKinney government does at welcoming Fair Image: Partial state in the overall direction that McKinney government Fair Image: Partial state in the overall confidence in McKinney government Excellent Image: Partial state in the overall state in the | of McKinney government | | Excellent | |
| Fair 0 | performance. | | Good | |
| Poor 14-38 The overall direction that McKinney is taking Excellent 145 Good 10-227 Fair 12-22 Fair 12-22 The job McKinney government does at welcoming Excellent Image: Sident involvement Excellent Good 18 Fair 18 Poor 18 Fair 18 Poor | | | Fair | |
| Ine overall direction that McKinney is taking Excellent is 1965 Good 1972 Fair 1970 The job McKinney government does at welcoming Excellent 1886 H=22 The job McKinney government does at welcoming Excellent 1886 H=22 The job McKinney government does at welcoming Excellent 1886 H=22 Poor 1888 Fair 1888 Good 1888 Fair 1898 Good 1888 Fair 1898 Fair 1998 Fair | | | Poor | |
| Good 10-217 Fair 10-217 Poor 10-217 The job McKinney government does at welcoming Excellent Good 10-218 Poor 10-218 Poor <td< th=""><th></th><th>The overall direction that McKinney is taking</th><th>Excellent</th><th></th></td<> | | The overall direction that McKinney is taking | Excellent | |
| Fair N=113 Poor 38 The job McKinney government does at welcoming Excellent Good 184 resident involvement Good Fair 184 Poor 148 N=105 Poor Overall confidence in McKinney government Excellent Good 184 N=105 Poor Poor 148 N=105 N=105 Poor 148 N=105 Poor Poor 184 N=105 Poor Resert Excellent Bair 184 N=105 Poor Resert 184 N=105 Poor Resert 184 N=105 Poor Resert 184 N=105 Poor Resert 184 N=228 Poor Poor 184 N=218 Poor Poor 184 N=218 Poor Poor | | | Good | |
| Poor N=22 The job McKlinney government does at welcoming Excellent resident involvement Good Good N=151 Fair N=103 N=198 N=198 Fair N=198 Good N=198 Fair N=198 Good N=198 Fair N=198 Good N=198 Fair N=198 Fair N=198 Good N=198 Fair N=198 Fair N=198 Fair N=198 Fair N=198 Fair N=198 Fair N=21 Good N=21 Fair N=21 Fair N=21 Fair N=21 Fair N=21 Poor N=21 Fair N=21 Poor N=21 Poor N=31 Poor N=31 Fair N=31 Poor N=32 Poor N=32 Poor N=32 Poor N=32 | | | Fair | |
| Ine job McKinney government does at welcoming Excellent N=69 resident involvement Good 40% Fair 22% Poor 14% N=52 Poor 14% Overall confidence in McKinney government Excellent 11% Good 40% 14% N=52 Poor 14% Overall confidence in McKinney government Excellent 11% Fair 22% 14% Poor 7% 14% Good 14% 14% Poor 14% 14% Poor 14% 14% Poor 7% 14% Fair 26% 14% Poor 7% 14% Fair 16% 16% Good 15% 16% Fair 16% 16% Poor 8% 15% | | | Poor | |
| Good N=131 Fair 28 Poor 148 N=52 198 Overall confidence in McKinney government Excellent Good 488 N=131 198 Good 488 N=130 N=78 Good 488 N=109 N=109 Poor 78 N=109 N=109 Poor 78 N=109 N=109 Good N=55 Good N=55 Good N=52 Fair N=52 Fair 238 N=55 N=55 Poor 88 N=28 N=55 Poor 88 N=52 N=55 Poor 88 N=28 N=52 Poor 88 N=28 N=28 N=52 Poor 88 N=52 Poor 88 N=52 Poor 178 <th></th> <th></th> <th>Excellent</th> <th></th> | | | Excellent | |
| Fair N=105 Poor 148 Overall confidence in McKinney government Excellent Good 488 N=198 Fair 268 N=198 Poor 78 Generally acting in the best interest of the community Excellent Good 168 N=218 N=218 Fair 238 N=218 N=218 Poor 88 N=32 Poor | | | Good | |
| Poor N=52 Overall confidence in McKinney government Excellent Good N=198 Fair N=198 Poor N=31 Generally acting in the best interest of the community Excellent Good N=52 Fair N=65 Good N=58 Poor N=38 Poor N=38 Poor N=38 Poor N=38 Poor N=52 Poor N=38 N=32 Poor | | | Fair | |
| Overall confidence in McKinney government Excellent N=78 Good 488 Fair 268 N=109 Poor 78 Poor 168 N=65 Good 538 N=218 Fair 238 N=218 Fair 238 N=218 Poor 88 N=32 | | | Poor | |
| Good N=198 Fair 26% Poor 7% Generally acting in the best interest of the community Excellent Good 53% N=218 N=218 Fair 23% N=218 N=95 Poor 8% N=218 N=95 Poor 8% N=218 N=95 Poor 8% N=32 7% | | Overall confidence in McKinney government | Excellent | |
| Fair N=109 Poor $\frac{78}{N=31}$ Generally acting in the best interest of the community Excellent Good $\frac{538}{N=218}$ Fair $\frac{238}{N=95}$ Poor $\frac{88}{N=32}$ Poor $\frac{88}{N=32}$ | | | Good | |
| Poor N=31 Generally acting in the best interest of the community Excellent Good 53% Fair 23% N=95 Poor Poor 8% N=32 17% | | | Fair | 26% N=109 |
| Generally acting in the best interest of the Excellent N=65 community Good N=218 Fair N=95 Poor 888 N=32 | | | Poor | |
| Good N=218 Fair 23% N=95 Poor 8% N=32 Doing benest Evaluat 17% | | | Excellent | |
| Poor N=95 N=32 | | | Good | 53% N=218 |
| Poor N=32 | | | Fair | 23% N=95 |
| | | | Poor | |
| | | Being honest | Excellent | |

| Please rate the following categories of McKinney government performance. | 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 | The City of McKinney | Excellent | 25% N=112 |
| each of the following? | | Good | 55% N=244 |

| Overall, how would you rate the quality of the services provided by each of the following? | 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 |
| Please rate how important, if at all, you think it is for the McKinney | Overall economic health | Essential | 53% N=244 |
| community to focus on each of the following in the coming two years. | | 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.

| Overall quality of the utility infrastructure | Not at all important | 0% N=2 |
|--|----------------------|--------------|
| Overall feeling of safety | Essential | 67% N=308 |
| | Very important | 27% N=125 |
| | Somewhat important | 5% N=24 |
| | Not at all important | 1% N=5 |
| Overall quality of natural environment | Essential | 46% N=212 |
| | Very important | 42% N=196 |
| | Somewhat important | 11% N=53 |
| | Not at all important | 1% N=4 |
| Overall quality of parks and recreation opportunities | Essential | 39% N=183 |
| | Very important | 43% N=201 |
| | Somewhat important | 17% N=79 |
| | Not at all important | 0% N=1 |
| Overall health and wellness opportunities | Essential | 35% N=161 |
| | Very important | 42% N=194 |
| | Somewhat important | 21% N=96 |
| | Not at all important | 3% N=12 |
| Overall opportunities for education, culture, and the arts | Essential | 40% N=185 |
| | Very important | 39% N=180 |
| | Somewhat important | 19% N=88 |
| | Not at all important | 3% N=13 |

| Please rate how important, if at all, you think it is for the McKinney community to focus on each of the | Residents' connection and engagement with their community | Essential | 24% N=113 |
|--|--|----------------------|--------------|
| following in the coming two years. | | Very important | 45% N=211 |
| | | Somewhat important | 27% N=126 |
| | | Not at all important | 4% N=16 |
| Please indicate how much of a source, if at all, you consider each of the | City website (www.mckinneytexas.org) | Major source | 70% N=322 |
| following to be for obtaining information about the City government and its activities, events | | Minor source | 25% N=113 |
| and services: | | 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 |

| 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 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 |
| Please indicate how much of a priority, if at all, each of the following | | High Priority | 41% N=188 |
| amenities are to you for improving the quality of life in McKinney: | 1 | 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 | Outdoor entertainment venue | Not a priority | 23% N=104 |
|---|--|-----------------|--------------|
| quality of life in McKinney: | 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 | High Priority | 29% N=134 |
| | triathlon course) | Medium Priority | 34% N=153 |
| | | Not a priority | 37% N=170 |
| | Tournament-grade destination sports complex (e.g., outdoor and indoor competition fields, | High Priority | 19% N=87 |
| | training facilities, on-site hotels) | Medium Priority | 42% N=196 |
| | | Not a priority | 39% N=181 |
| | Municipal golf course | High Priority | 14% N=65 |
| | | Medium Priority | 36% N=168 |

| Please indicate how much of a priority, if at all, each of the following amenities are to you for improving the | Municipal golf course | Not a priority | 50% N=232 |
|---|--|---------------------|--------------|
| quality of life in McKinney: | 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 | Very visible | 40% N=184 |
| | (marked cars, foot, bike or mounted patrols)? | Somewhat visible | 49% N=222 |
| | | Not at all visible | 11% N=51 |
| In general, how many times do you: | 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 |

| In general, how many times do you: | 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 |

| What impact, if any, do you think the economy will have on your family income in the next 6 months? | Very positive | 10% N=44 |
|---|---|--------------|
| Do you think the impact will be: | Somewhat positive | 16% N=76 |
| | Neutral | 38% N=175 |
| | Somewhat negative | 31% N=142 |
| | Very negative | 6% N=26 |
| How many years have you lived in McKinney? | Less than 2 years | 16% N=74 |
| | 2-5 years | 26% N=121 |
| | 6-10 years | 21% N=100 |
| | 11-20 years | 21% N=97 |
| | More than 20 years | 16% N=72 |
| | One family house detached from any other houses | 75% N=349 |
| | Building with two or more homes (duplex, townhome, apartment, or condominium) | 25% N=115 |
| | Mobile home | 0% N= |
| | Other | 0% N=1 |
| Do you rent or own your home? | Rent | 35% N=163 |
| | Own | 65% N=301 |
| About how much is your monthly housing cost for the place you live (including rent, mortgage | Less than \$500 | 1% N=5 |
| payment, property tax, property insurance, and homeowners' association (HOA) fees)? | \$500 to \$999 | 4% N=18 |
| | \$1,000 to \$1,499 | 11% N=50 |
| | \$1,500 to \$1,999 | 28% N=127 |
| | \$2,000 to \$2,499 | 18% N=83 |

| About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and | \$2,500 to \$2,999 | 19% N=88 |
|---|--|--------------|
| homeowners' association (HOA) fees)? | \$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 | Less than \$25,000 | 3% N=11 |
| year? (Please include in your total income money from all sources for all persons living in your household.) | \$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 | 51% N=237 |
| | 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 |
|--|--|------|------|------|------|
| Please rate each of the following aspects of quality of life in | McKinney as a place to live | 91% | 94% | 95% | 94% |
| McKinney. | 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% |
| Please rate each of the following characteristics as they relate to | Overall economic health | 80% | 82% | 86% | 86% |
| McKinney as a whole. | 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% |
| Please indicate how likely or | Recommend living in McKinney to someone who asks | 90% | 93% | 93% | 91% |
| unlikely you are to do each of the following. | Remain in McKinney for the next five years | 85% | 88% | 89% | 81% |

| Please rate how safe or unsafe you feel: | In your neighborhood during the day | 96% | 97% | 95% | 95% |
|---|---|-----|-----|-----|-----|
| leel. | 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% |
| Please rate the job you feel the | Making all residents feel welcome | | | 82% | 79% |
| McKinney community does at each of the following. | Attracting people from diverse backgrounds | | | 76% | 74% |
| | Valuing/respecting residents from diverse backgrounds | | | 77% | 77% |
| | Taking care of vulnerable residents | | | 68% | 67% |
| Please rate each of the following | Overall quality of business and service establishments | 75% | 81% | 88% | 81% |
| in the McKinney community. | 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% |
| Please also rate each of the | Traffic flow on major streets | 62% | 56% | 66% | 59% |
| following in the McKinney community. | 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% |
| | | | | | |

| community. | Availability of affordable quality housing Overall quality of new development Overall appearance Cleanliness Water resources | 77% 87% | 79% 92% | 49% 77% 91% | 35% 67% |
|---|--|------------|------------|-------------------|------------|
| | Overall appearance Cleanliness | 87% | 92% | | 67% |
| | Cleanliness | | | 91% | |
| | | 85% | | | 84% |
| | Water resources | | 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% |

| Please indicate whether or not you | Contacted McKinney elected officials to express your opinion | 12% | 10% | 13% | 9% |
|--|--|-----|-----|-----|-----|
| have done each of the following in the last 12 months. | | | | | |
| | Attended a local public meeting | | | 14% | |
| | 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% |
| Please rate the quality of each of | Public information services | 79% | 78% | 77% | 74% |
| the following services in McKinney. | 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% |
| | | | | | |

| Please rate the quality of each of the following services in | Utility billing | 77% 79% 77% 68% |
|--|--|-----------------|
| McKinney. | 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% |
| Please rate the following | The value of services for the taxes paid to McKinney | 50% 58% 64% 61% |
| categories of McKinney government performance. | 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% |
|--|--|-------|-----|-----|-----|
| Overall, how would you rate the | The City of McKinney | 77% 8 | 38% | 83% | 80% |
| quality of the services provided by each of the following? | The Federal Government | 44% | 43% | 41% | 38% |
| Please rate how important, if at all, you think it is for the McKinney | Overall economic health | 92% | | 91% | 93% |
| | Overall quality of the transportation system | | | 77% | 73% |
| ronowing in the coning two years. | 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% 8 | 37% | 72% | 69% |
| In general, how many times do you: | Access the internet from your home | | | 97% | 97% |
| you. | 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% 4 | 41% | 43% | 26% |

Methods (open participation)

As part of its participation in The National Community Survey[™] (The NCS[™]), 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 | Not white alone | 20% | 42% | 40% |
| origin | 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.

| Please rate each of the following aspects of quality of life in McKinney as a place to live Please rate each of the following aspects of quality of life in McKinney McKinney as a place to live Please rate each of the following aspects of quality of life in McKinney McKinney as a place to live Vour neighborhood as a place to live Kerellent Kere | | | | |
|--|---|---------------------------------------|--------------------|--------------|
| Please rate each of the following aspects of quality of life in McKinney. Please rate each of the following aspects of quality of life in McKinney. McKinney as a place to live Accelent Fair Vour neighborhood as a place to live Konney Konne | | | Council District 1 | 28% N=265 |
| Please rate each of the following aspects of quality of life in McKinney McKinney as a place to live Excellent 11 11 11 11 11 11 11 11 11 11 11 11 11 | | | Council District 2 | 20% N=187 |
| Please rate each of the following aspects of quality of life in McKinney. McKinney as a place to live Excellent 394 McKinney Please rate each of the following aspects of quality of life in McKinney. McKinney as a place to live Excellent 394 McKinney Poor N-10 McKinney Fair N-10 McKinney Vour neighborhood as a place to live Excellent 398 McKinney Fair N-10 McKinney N-10 McKinney McKinney as a place to live Excellent 398 McKinney McKinney as a place to raise children Excellent 398 McKinney McKinney as a place to raise children Excellent 398 McKinney McKinney as a place to raise children Excellent 398 McKinney McKinney as a place to raise children Excellent 398 McKinney McKinney McKinney 398 McKinney | | | Council District 3 | 35% N=337 |
| McKinney N=1 Please rate each of the following aspects of quality of life in McKinney. McKinney as a place to live Excellent 338 N=376 Good 438 N=463 Fair 115 N=102 Poor 22 N=17 Your neighborhood as a place to live Excellent Good 438 N=453 Fair 115 N=102 Poor 23 N=17 McKinney as a place to live Excellent McKinney as a place to raise children Excellent McKinney as a place to raise children Excellent Good 445 N=356 Fair 115 N=326 Good 445 Pair 115 N=326 Fair 115 N=356 Fair 115 N=356 Fair 115 N=356 Fair 115 N=357 115 N=358 115 N=358 115 N=356 115 Fair 115 N=356 115 N=356 115 N=356 115 N=356 115 N=356 115 N=358 115 N=358 115 N=358 115 N=358 | | | Council District 4 | 17% N=166 |
| Please race each or the following as a place to live Excellent N=376 aspects of quality of life in McKinney. Good A38 N=469 Fair N=102 Poor N=23 Food N=468 N=455 Fair N=122 Good A48 N=459 Fair N=122 Poor N=23 McKinney as a place to raise children Excellent N=326 McKinney as a place to raise children Excellent N=326 Good A48 N=455 Fair N=122 Poor N=23 McKinney as a place to raise children Excellent N=326 Fair N=326 Good A48 N=455 Fair N=122 Poor N=24 Fair N=122 Poor N=24 Fair N=124 Poor N=25 Fair N=124 Poor N=24 Fair N=124 Poor N=25 Poor N=26 Fair N=326 Fair N=326 F | | | | 0% N=1 |
| Good N=469 Fair 11% Poor 2% Your neighborhood as a place to live Excellent Good 48% N=357 Good Fair 12% N=459 N=459 Good 48% N=459 N=459 Good 48% N=459 N=459 McKinney as a place to raise children Excellent Good 46% N=326 M=39% Fair 11% Fair 11% Fair 11% N=386 N=386 Fair 11% N=386 N=386 Fair 11% N=386 N=386 Fair 11% N=386 11% Sord 44% | Please rate each of the following aspects of quality of life in McKinney. | McKinney as a place to live | Excellent | 39% N=376 |
| Poor $\frac{23}{N=17}$ Your neighborhood as a place to live Excellent $\frac{338}{N=357}$ Good $\frac{488}{N=455}$ Fair $\frac{128}{N=112}$ Poor $\frac{22}{N=17}$ RcKinney as a place to raise children Excellent $\frac{398}{N=326}$ Good $\frac{468}{N=356}$ Fair $\frac{398}{N=326}$ Fair $\frac{398}{N=326}$ Fair $\frac{398}{N=326}$ Fair $\frac{398}{N=326}$ Fair $\frac{398}{N=326}$ Fair $\frac{398}{N=326}$ | | | Good | 49% N=469 |
| Your neighborhood as a place to live Excellent 38 N=357 Good 49 N=455 Fair 128 N=112 Poor 22 N=23 McKinney as a place to raise children Excellent Good 45 N=326 Fair 128 N=326 Fair 128 N=326 Fair 118 N=88 | | | Fair | 11% N=102 |
| Your neignbornood as a place to live Excellent N=357 Good 488 N=455 Fair 128 N=112 Poor 28 N=23 McKinney as a place to raise children Excellent Good 468 N=326 Fair 118 N=386 Fair 118 N=88 | | | Poor | 2% N=17 |
| Good N=455 Fair 12% Poor 2% N=23 N=326 Good 46% Sood 46% Fair 11% N=386 N=386 Fair 11% N=88 11% | | Your neighborhood as a place to live | Excellent | 38% N=357 |
| Fair N=112 Poor 2% N=23 McKinney as a place to raise children Excellent Good 46% N=386 Fair 11% N=88 84% | | | Good | 48% N=455 |
| McKinney as a place to raise children Kellent | | | Fair | 12% N=112 |
| Mickinney as a place to raise children Excellent N=326 Good 46% N=386 Fair 11% N=88 | | | Poor | 2% N=23 |
| Good N=386 Fair 11% N=88 | | McKinney as a place to raise children | Excellent | 39% N=326 |
| Fair N=88 | | | 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. | McKinney as a place to work | Excellent | N= | 23% 152 |
|---|-------------------------------|-----------|-----|------------|
| | | Good | | 47% |
| | | | | 20% |
| | | Fair | N=1 | 133 |
| | | Poor | | 10% =64 |
| | McKinney as a place to visit | Excellent | N= | 22% 197 |
| | | Good | N=4 | 50% 453 |
| | | Fair | N=1 | 20% 181 |
| | | Poor | N= | 9% =82 |
| | McKinney as a place to retire | Excellent | N=1 | 23% 183 |
| | | Good | N=3 | 39% 310 |
| | | Fair | N=1 | 23% 182 |
| | | Poor | N= | 15% 117 |
| | The overall quality of life | Excellent | N=2 | 30% 289 |
| | | Good | N=5 | 53% 508 |
| | | Fair | N= | 14% 132 |
| | | Poor | N= | 2% =22 |
| | Sense of community | Excellent | N=1 | 21% 197 |
| | | Good | N=4 | 44% 420 |
| | | Fair | N=2 | 24% 230 |
| | | Poor | N= | 11% 104 |
| | 02 | | | |

| Please rate each of the following characteristics as they relate to | Overall economic health | Excellent | 22% N=203 |
|---|--|-----------|--------------|
| McKinney as a whole. | | Good | 54% N=487 |
| | | Fair | 19% N=171 |
| | | Poor | 5% N=43 |
| | Overall quality of the transportation system | Excellent | 7% N=65 |
| | | Good | 29% N=267 |
| | | Fair | 35% N=321 |
| | | Poor | 29% N=271 |
| | Overall design or layout of residential and commercial areas | Excellent | 14% N=137 |
| | | Good | 48% N=455 |
| | | Fair | 24% N=233 |
| | | Poor | 14% N=133 |
| | Overall quality of the utility infrastructure | Excellent | 23% N=215 |
| | | Good | 48% N=455 |
| | | Fair | 23% N=219 |
| | | Poor | 6% N=59 |
| | Overall feeling of safety | Excellent | 32% N=312 |
| | | Good | 49% N=475 |
| | | Fair | 14% N=139 |
| | | Poor | 4% N=37 |
| | 02 | | |

| characteristics is unity related to McKinney as a whole. Doerall quality of natural environment Excellent Image: Characteristics is units of the characteristics of the characteristics is units of the characteristics of the characteristics is units of the characteristics of the characteristic of the characteristicon characteristic of the characteristic of the | | | | |
|---|-----------------------------------|---|-----------|--------------|
| Good Image: Comparison of the second of | characteristics as they relate to | Overall quality of natural environment | Excellent | 22% N=207 |
| Porr 1 Overall quality of parks and recreation opportunities Excellent Good 1 Porr | | | Good | 45% N=435 |
| Poor A1-100 Overall quality of parks and recreation opportunities Excellent Good A1-100 Fair A1-100 Overall quality of parks and recreation opportunities Fair Fair A1-100 Overall quality of parks and recreation opportunities Excellent Fair A1-100 Overall health and wellness opportunities Excellent Good A1-100 Overall health and wellness opportunities Excellent Fair A1-100 Poor A1-100 Overall opportunities for education, culture, and the arts Excellent Good A1-100 Poor A1-100 | | | Fair | 22% N=215 |
| Overall quarky of parks and recreation opportunities Excellent Image: Cool opportunities Good Image: Cool opportunities Fair Image: Cool opportunities Poor Image: Cool opportunities Excellent Image: Cool opportunities Overall health and wellness opportunities Excellent Image: Cool opportunities Image: Cool opportunities Overall opportunities for education, culture, and the arts Image: Cool opportunities for education, culture, and the arts Image: Cool opportunities for education, culture, and the arts Image: Cool opportunities for education, culture, and the arts Image: Cool opportunities for education, culture, and the arts Image: Cool opportunities for education, culture, and the arts Image: Cool opportunities for education, culture, and the arts Image: Cool opportunities for education, culture, and the arts Image: Cool opportunities for education, culture, and the arts Image: Cool opportunities for education, culture, and the arts Image: Cool opportunities for education, culture, and the arts Image: Cool opportunities for education, culture, and the arts Image: Cool opportunities for education, culture, and the arts Image: Cool opportunities for education, culture, and the arts Image: Cool opportunities for education, culture, and the arts Image: Cool opportunities for education, culture, and the arts Image: Cool opportunities for education, culture, and the arts Image: Cool opportunities for education, culture, and the arts | | | Poor | 11% N=105 |
| Jood at - 4.5 Fair 1.44 Poor 1.77 Overall health and wellness opportunities Excellent 1.81 Good 1.81 1.81 Fair 1.81 1.81 Poor 1.81 1.81 Fair 1.81 1.81 Poor 1.81 1.81 Fair 1.81 1.81 Poor 1.81 1.81 Poor 1.81 1.81 Poor 1.81 1.81 Fair 1.81 1.81 Poor 1.81 1.81 Fair 1.81 1.81 Poor 1.81 1.81 Poor 1.81 1.81 Fair 1.82 1.81 Poor 1.81 1.81 Poor 1.81 1.81 Poor 1.81 1.81 Good 1.81 1.81 Fair 2.82 1.81 Fair 2.81 1.81 Good 1.81 1.81 | | | Excellent | 30% N=285 |
| Pair Pair Poor 70 Overall health and wellness opportunities Excellent Good 10 Fair 10 Poor 10 Poor 10 Fair 10 Poor 10 Poor 10 Fair 10 Poor 10 <td></td> <td></td> <td>Good</td> <td>48% N=454</td> | | | Good | 48% N=454 |
| Overall health and wellness opportunities Excellent 233 N=66 Good 513 N=66 Fair 184 N=165 Poor 76 Overall opportunities for education, culture, and the arts Excellent Good 500 N=663 Fair 164 N=142 Poor 77 N=66 Residents' connection and engagement with their community Excellent Good 133 N=59 Fair 133 N=59 Fair 133 N=59 | | | Fair | 14% N=134 |
| Overall nearth and wellness opportunities Excellent N=213 Good 533 N=663 Fair N=165 N=165 Poor N=165 N=663 Good N=663 N=663 Fair N=663 N=663 Fair N=663 N=663 Poor N=663 N=663 Fair N=663 N=663 Residents' connection and engagement with their Excellent N=135 Good M=392 N=392 N=392 Fair N=392 N=392 N=392 < | | | Poor | 7% N=68 |
| Good N=4.63 Fair N=1.63 Poor N=1.63 Overall opportunities for education, culture, and the arts Excellent N=1.63 Good N=4.63 N=4.63 Poor N=1.63 N=4.63 Residents' connection and engagement with their community Excellent N=1.33 Good M=1.33 N=1.53 N=1.53 Good M=3.92 N=3.92 N=3.92 Fair N=3.92 N=3.92 N=2.93 Fair N=3.92 N=2.93 N=2.93 | | Overall health and wellness opportunities | Excellent | 23% N=211 |
| Poor 73 N=64 Overall opportunities for education, culture, and the arts Excellent 163 N=142 Good 500 N=463 Fair 273 N=246 Poor 78 N=246 Poor 78 N=246 Poor 78 N=246 Good 133 N=115 Good 133 N=325 Fair 333 N=295 | | | Good | 51% N=465 |
| Overall opportunities for education, culture, and the arts Excellent 163 Good 503 504 Fair 277 N=246 Poor 77 N=66 N=463 Good 133 N=115 Good 133 Fair 133 N=1246 133 Fair 133 N=125 133 Fair 133 N=392 133 Fair 133 N=392 133 Fair 133 N=392 133 Fair 133 N=295 133 | | | Fair | 18% N=165 |
| Overall opportunities for education, culture, and the arts Excellent N=142 Good Sold Sold Fair N=246 Poor N=66 Residents' connection and engagement with their community Excellent Good Sold Fair Sold Fair Sold Fair Sold Fair Sold Fair Sold Sold Sold Fair Sold Sold Sold | | | Poor | 7% N=64 |
| Fair N=461 Poor N=246 Poor N=66 Residents' connection and engagement with their Excellent N=119 Good N=392 Fair N=296 | | | Excellent | 16% N=142 |
| Poor $\frac{73}{N=66}$ Residents' connection and engagement with their Excellent $\frac{133}{N=119}$ Good $\frac{433}{N=392}$ Fair $\frac{333}{N=299}$ | | | Good | 50% N=461 |
| Residents' connection and engagement with their Excellent Community Good Fair | | | Fair | 27% N=246 |
| Residents' connection and engagement with their Excellent N=119 community Good A38 N=392 Fair A38 N=299 | | | Poor | 7% N=66 |
| Fair N=392 | | | Excellent | 13% N=119 |
| Fair N=299 | | | Good | 43% N=392 |
| Poor 118 N=104 | | | Fair | 33% N=299 |
| | | | Poor | 11% N=104 |

| Please indicate how likely or unlikely you are to do each of the following. | Recommend living in McKinney to someone who asks | Very likely | 47% N=446 |
|--|---|-------------------------|--------------|
| | | Somewhat likely | 37% N=349 |
| | | Somewhat unlikely | 10% N=90 |
| | | Very unlikely | 7% N=65 |
| | Remain in McKinney for the next five years | Very likely | 54% N=503 |
| | | Somewhat likely | 25% N=235 |
| | | Somewhat unlikely | 12% N=112 |
| | | Very unlikely | 9% N=83 |
| Please rate how safe or unsafe you feel: | In your neighborhood during the day | Very safe | 73% N=687 |
| | | Somewhat safe | 22% N=206 |
| | | Neither safe nor unsafe | 3% N=31 |
| | | Somewhat unsafe | 2% N=20 |
| | | Very unsafe | 0% N=3 |
| | In McKinney's downtown/commercial area during the day | Very safe | 68% N=625 |
| | | Somewhat safe | 25% N=236 |
| | | Neither safe nor unsafe | 3% N=27 |
| | | Somewhat unsafe | 3% N=32 |
| | | Very unsafe | 0% N=4 |
| | From property crime | Very safe | 34% N=326 |
| | | Somewhat safe | 46% N=438 |
| | | | |

| Please rate how safe or unsafe you feel: | From property crime | Neither safe nor unsafe | 10% N=90 |
|--|---|-------------------------|--------------|
| | | Somewhat unsafe | 8% N=77 |
| | | Very unsafe | 2% N=16 |
| | From violent crime | Very safe | 52% N=488 |
| | | Somewhat safe | 34% N=320 |
| | | Neither safe nor unsafe | 7% N=64 |
| | | Somewhat unsafe | 5% N=48 |
| | | Very unsafe | 2% N=17 |
| | From fire, flood, or other natural disaster | Very safe | 38% N=358 |
| | | Somewhat safe | 44% N=412 |
| | | Neither safe nor unsafe | 11% N=101 |
| | | Somewhat unsafe | 6% N=52 |
| | | Very unsafe | 2% N=22 |
| Please rate the job you feel the McKinney community does at each of | Making all residents feel welcome | Excellent | 26% N=239 |
| the following. | | Good | 42% N=388 |
| | | Fair | 23% N=213 |
| | | Poor | 8% N=78 |
| | Attracting people from diverse backgrounds | Excellent | 24% N=203 |
| | | Good | 41% N=341 |
| | 06 | Fair | 23% N=191 |

| the following. Valuing/respecting residents from diverse Excellent Image: state state state for the following in the McKinney community. Fair Image: state | | | | |
|--|------------------------------------|--|-----------|--------------|
| backgrounds Good Fair Image: state st | McKinney community does at each of | Attracting people from diverse backgrounds | Poor | 12% N=104 |
| Fair Poor Taking care of vulnerable residents Excellent Good Image: state sch of the following in the McKinney community. Please rate each of the following in the McKinney community. Overall quality of business and service establishments Excellent Excellent Good Image: state sch of the following in the McKinney community. Variety of business and service Excellent Good Image: state sch of the following in the McKinney community. Variety of business and service establishments Excellent Fair Image: state sch of the following in the McKinney community. Variety of business and service establishments Excellent Good Image: state sch of the following in the maximum sch of the following in the following in the maximum sch of the following in the maximum sch of the following in the following in the maximum sch of the following in the fo | | | Excellent | 23% N=190 |
| Poor I Taking care of vulnerable residents Excellent Good I Fair Poor I Poor I Poor I Poor I Cood I Poor I Poo | | | Good | 43% N=358 |
| Taking care of vulnerable residents Excellent Image: state ach of the following in the McKinney community. Overall quality of business and service establishments Excellent Image: state ach of the following in the McKinney community. Please rate each of the following in the McKinney community. Overall quality of business and service establishments Excellent Image: state ach of the following in the McKinney community. Verall quality of business and service Excellent Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in | | | Fair | 22% N=184 |
| Good Image: state ach of the following in the McKinney community. Overall quality of business and service establishments Excellent Image: state ach of the following in the McKinney community. Please rate each of the following in the McKinney community. Overall quality of business and service establishments Excellent Image: state ach of the following in the McKinney community. Verall quality of business and service Excellent Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach of the following in the McKinney community. Image: state ach | | | Poor | 11% N=95 |
| Please rate each of the following in the McKinney community. Overall quality of business and service establishments Excellent Image: Control of the following in the McKinney community of business and service establishments Verail quality of business and service establishments Excellent Image: Control of the following in the McKinney community of business and service establishments Variety of business and service establishments Excellent Image: Control of the following in the mathematication of the following in the mathematication of the following in the following in the following in the following in the mathematication of the following in the f | | Taking care of vulnerable residents | Excellent | 18% N=122 |
| Please rate each of the following in the McKinney community. Overall quality of business and service establishments Overall quality of business and service Excellent Good Variety of business and service establishments Variety of business and service establishments Excellent Good Fair Poor Vibrancy of downtown/commercial area Fair Good Fair Fair Fair | | | Good | 35% N=240 |
| Please rate each of the following in the McKinney community. Overall quality of business and service establishments Excellent Good Image: Community of the setablishment is in the maximum of the maximu | | | Fair | 28% N=193 |
| the McKinney community. establishments Good Fair Poor I Variety of business and service establishments Excellent Good Fair Poor I Vibrancy of downtown/commercial area Foir | | | Poor | 20% N=140 |
| Fair Poor Variety of business and service establishments Excellent Good Fair Poor Vibrancy of downtown/commercial area Excellent Good | | | Excellent | 21% N=201 |
| Poor Variety of business and service establishments Excellent Good Fair Poor Vibrancy of downtown/commercial area Good Fair Good | | | Good | 57% N=537 |
| Poor Variety of business and service establishments Good Fair Poor Vibrancy of downtown/commercial area Excellent Good Good | | | Fair | 17% N=163 |
| Good Image: Constraint of the second of | | | Poor | 5% N=43 |
| Fair Fair Foor Good Fair Fair Fair Fair Fair Fair Fair Fair | | Variety of business and service establishments | Excellent | 16% N=147 |
| Poor Vibrancy of downtown/commercial area Good | | | Good | 51% N=477 |
| Vibrancy of downtown/commercial area Excellent Good | | | Fair | 26% N=243 |
| Good | | | Poor | 8% N=76 |
| | | Vibrancy of downtown/commercial area | Excellent | 36% N=333 |
| Fair | | | Good | 46% N=431 |
| | | | Fair | 15% N=141 |

| Please rate each of the following in | |
|--------------------------------------|--|
| the McKinney community. | |

| Please rate each of the following in the McKinney community. | 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 |
| Please also rate each of the following in the McKinney community. | Traffic flow on major streets | Excellent | 5% N=50 |
| | | Good | 39% N=367 |
| | 00 | 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 | 848 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 |
|---|---|-----------|--------------|
| | Variety of housing options | Excellent | 14% N=121 |
| | | 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 |
| | 102 | Fair | 22% N=198 |

| Please also rate each of the following in the McKinney community. | Recreational opportunities | Poor | 98 N=79 |
|---|--|-------------|--------------|
| | Availability of affordable quality food | Excellent | 16% N=150 |
| | | Good | 46% N=426 |
| | | Fair | 26% N=241 |
| | | Poor | 12% N=107 |
| | Availability of affordable quality health care | Excellent | 17% N=141 |
| | | Good | 45% N=385 |
| | | Fair | 25% N=216 |
| | | Poor | 13% N=111 |
| | Availability of preventive health services | Excellent | 18% N=144 |
| | | Good | 51% N=419 |
| | | Fair | 23% N=189 |
| | | Poor | 9% N=71 |
| | Availability of affordable quality mental health care | e Excellent | 13% N=67 |
| | | Good | 35% N=176 |
| | | Fair | 28% N=143 |
| | | Poor | 23% N=117 |
| | Opportunities to attend cultural/arts/music activities | Excellent | 22% N=190 |
| | | Good | 38% N=333 |
| | | Fair | 29% N=252 |

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

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

| Please also rate each of the following in the McKinney community. | 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 |
| Please indicate whether or not you have done each of the following in the | Contacted the City of McKinney for help or information | No | 49% N=457 |
| last 12 months. | | 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 |

| Please indicate whether or not you have done each of the following in the last 12 months. | 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 |
| Please rate the quality of each of the following services in McKinney. | 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 |
|--|-----------------------|-----------|--------------|
| | Street repair | Excellent | 10% N=90 |
| | | 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 |
| | 100 | Fair | 27% N=237 |

| Please rate the quality of each of the | Sidewalk maintenance | | 18% |
|--|---------------------------------------|-----------|--------------|
| following services in McKinney. | | Poor | N=156 |
| | Bus or transit services | Excellent | 2% N=9 |
| | | Good | 3% N=15 |
| | | Fair | 11% N=47 |
| | | Poor | 84% N=361 |
| | Land use, planning and zoning | Excellent | 6% N=46 |
| | | Good | 36% N=276 |
| | | Fair | 30% N=228 |
| | | Poor | 29% N=221 |
| | Code enforcement | Excellent | 10% N=66 |
| | | Good | 41% N=284 |
| | | Fair | 29% N=201 |
| | | Poor | 20% N=141 |
| | Affordable high-speed internet access | Excellent | 14% N=116 |
| | | Good | 46% N=382 |
| | | Fair | 24% N=197 |
| | | Poor | 17% N=143 |
| | Garbage collection | Excellent | 42% N=384 |
| | | Good | 43% N=385 |
| | 100 | Fair | 10% N=90 |

| Please rate the quality of each of the following services in McKinney. | Garbage collection | Poor | 5% N=45 |
|--|-------------------------------------|-----------|--------------|
| | Drinking water | Excellent | 27% N=240 |
| | | Good | 48% N=431 |
| | | Fair | 18% N=162 |
| | | Poor | 8% N=69 |
| | Sewer services | Excellent | 33% N=290 |
| | | Good | 54% N=473 |
| | | Fair | 10% N=88 |
| | | Poor | 3% N=25 |
| | Storm water management | Excellent | 27% N=232 |
| | | Good | 56% N=475 |
| | | Fair | 13% N=106 |
| | | Poor | 4% N=31 |
| | Power (electric and/or gas) utility | Excellent | 19% N=174 |
| | | Good | 53% N=474 |
| | | Fair | 20% N=179 |
| | | Poor | 8% N=74 |
| | Utility billing | Excellent | 19% N=168 |
| | | Good | 51% N=452 |
| | | Fair | 21% N=183 |

| Please rate the quality of each of the following services in McKinney. | Utility billing | Poor | 9% N=81 |
|--|---|-----------|--------------|
| | Police/Sheriff services | Excellent | 32% N=261 |
| | | Good | 50% N=408 |
| | | Fair | 15% N=120 |
| | | Poor | 4% N=30 |
| | Crime prevention | Excellent | 26% N=211 |
| | | Good | 53% N=421 |
| | | Fair | 16% N=126 |
| | | Poor | 5% N=43 |
| | Animal control | Excellent | 22% N=144 |
| | | Good | 55% N=356 |
| | | Fair | 17% N=109 |
| | | Poor | 6% N=38 |
| | Ambulance or emergency medical services | Excellent | 36% N=207 |
| | | Good | 51% N=293 |
| | | Fair | 11% N=65 |
| | | Poor | 1% N=4 |
| | Fire services | Excellent | 43% N=287 |
| | | Good | 50% N=336 |
| | | Fair | 7% N=45 |

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

| 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 |
| | 440 | Fair | 24% N=151 |

| Please rate the quality of each of the following services in McKinney. | 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 |
| of McKinney government | The value of services for the taxes paid to McKinney | Excellent | 12% N=104 |
| performance. | | 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 |

| Please rate the following categories of McKinney government performance. | 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 |
| Overall, how would you rate the quality of the services provided by | The City of McKinney | Excellent | 24% N=210 |
| each of the following? | | 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 |
| Please rate how important, if at all, you think it is for the McKinney | Overall economic health | Essential | 55% N=483 |
| community to focus on each of the following in the coming two years. | | Very important | 35% N=312 |
| | | Somewhat important | 10% N=86 |
| | 116 | | |

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.

| Overall economic health | Not at all important | 0% N= |
|--|----------------------|--------------|
| Overall quality of the transportation system | Essential | 35% N=313 |
| | Very important | 35% N=312 |
| | Somewhat important | 27% N=241 |
| | Not at all important | 4% N=33 |
| Overall design or layout of residential and commercial areas | Essential | 44% N=396 |
| | Very important | 42% N=372 |
| | Somewhat important | 13% N=113 |
| | Not at all important | 2% N=14 |
| Overall quality of the utility infrastructure | Essential | 62% N=547 |
| | Very important | 32% N=287 |
| | Somewhat important | 5% N=46 |
| | Not at all important | 1% N=6 |
| Overall feeling of safety | Essential | 65% N=580 |
| | Very important | 30% N=269 |
| | Somewhat important | 5% N=45 |
| | Not at all important | 0% N=4 |
| Overall quality of natural environment | Essential | 44% N=392 |
| | Very important | 45% N=403 |
| | Somewhat important | 11% N=97 |
| | | |

| Please rate how important, if at all, you think it is for the McKinney community to focus on each of the | Overall quality of natural environment | Not at all important | 0% N=1 |
|--|--|----------------------|--------------|
| following in the coming two years. | 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 |
| Please indicate how much of a source, if at all, you consider each of the following to be for obtaining | City website (www.mckinneytexas.org) | Major source | 71% N=631 |
| information about the City government and its activities, events and services: | | Minor source | 26% N=237 |
| | 119 | 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 | Local newspapers | Major source | 25% N=221 |
|---|---|--------------|--------------|
| information about the City government and its activities, events and services: | | 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 |

| Please indicate how much of a source, if at all, you consider each of the following to be for obtaining | Water bill inserts | Not a source | 48% N=427 |
|---|---|-----------------|--------------|
| information about the City government and its activities, events and services: | 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 |
| Please indicate how much of a priority, if at all, each of the following | | High Priority | 38% N=347 |
| amenities are to you for improving the quality of life in McKinney: | | 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 |

| 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: | | Medium Priority | 41% N=368 |
|---|---|-----------------|--------------|
| quality of me in McKinney. | | Not a priority | 36% N=321 |
| | Creating/preserving open lands | High Priority | 64% N=569 |
| | | Medium Priority | 31% N=272 |
| | | Not a priority | 6% N=50 |
| | Investment in building new parks and sports complexes | High Priority | 24% N=213 |
| | | Medium Priority | 50% N=455 |
| | | Not a priority | 26% N=235 |
| | Recreational tourism projects (e.g., water park, wave pool, whitewater rafting, dedicated triathlon course) | High Priority | 18% N=163 |
| | | Medium Priority | 36% N=323 |
| | | Not a priority | 46% N=417 |
| | Tournament-grade destination sports complex (e.g., outdoor and indoor competition fields, | High Priority | 11% N=99 |
| | training facilities, on-site hotels) | Medium Priority | 38% N=339 |
| | | Not a priority | 52% N=466 |
| | Municipal golf course | High Priority | 13% N=116 |
| | | Medium Priority | 24% N=213 |
| | | Not a priority | 63% N=550 |
| | Community culture and arts center | High Priority | 23% N=209 |
| | | Medium Priority | 53% N=477 |
| | | Not a priority | 24% N=213 |

| | How visible is the McKinney Police Department in your neighborhood and throughout the City | Very visible | 33% N=299 |
|------------------------------------|--|---------------------|--------------|
| | (marked cars, foot, bike or mounted patrols)? | Somewhat visible | 50% N=456 |
| | | Not at all visible | 17% N=152 |
| In general, how many times do you: | Access the internet from your home | Several times a day | 90% N=820 |
| | | Once a day | 5% N=48 |
| | | A few times a week | 3% N=25 |
| | | Every few weeks | 1% N=6 |
| | | Less often or never | 1% N=10 |
| | Access the internet from your cell phone | Several times a day | 94% N=860 |
| | | Once a day | 3% N=26 |
| | | A few times a week | 2% N=21 |
| | | Every few weeks | 0% N=1 |
| | | Less often or never | 0% N=2 |
| | Visit social media sites | Several times a day | 64% N=585 |
| | | Once a day | 15% N=139 |
| | | A few times a week | 10% N=89 |
| | | Every few weeks | 2% N=17 |
| | | Less often or never | 8% N=77 |
| | Use or check email | Several times a day | 90% N=812 |
| | | Once a day | 8% N=74 |

| 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 |
| | bo you chink the inipact will be. | Somewhat positive | 11% N=103 |

| 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: | Neutral | 38% N=346 |
|--|---|--------------|
| | Somewhat negative | 36% N=329 |
| | Very negative | 11% N=100 |
| How many years have you lived in McKinney? | Less than 2 years | 10% N=88 |
| | 2-5 years | 32% N=298 |
| | 6-10 years | 24% N=219 |
| | 11-20 years | 20% N=187 |
| | More than 20 years | 14% N=126 |
| Which best describes the building you live in? | One family house detached from any other houses | 75% N=686 |
| | Building with two or more homes (duplex, townhome, apartment, or condominium) | 24% N=216 |
| | Other | 1% N=11 |
| Do you rent or own your home? | Rent | 24% N=215 |
| | Own | 76% N=683 |
| About how much is your monthly housing cost for the place you live (including rent, mortgage | Less than \$500 | 0% N=3 |
| payment, property tax, property insurance, and homeowners' association (HOA) fees)? | \$500 to \$999 | 5% N=41 |
| | \$1,000 to \$1,499 | 10% N=91 |
| | \$1,500 to \$1,999 | 32% N=288 |
| | \$2,000 to \$2,499 | 18% N=164 |
| | \$2,500 to \$2,999 | 18% N=163 |
| | \$3,000 to \$3,499 | 5% N=46 |

| 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? | | 2% N=14 |
| (Please include in your total income money from all sources for all persons living in your household.) | \$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? | 100% N=5 |
| How did you hear about this survey? (Select all that The City's website apply.) | 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 | t all that | 0% |
|---|------------------|------------|
| apply.) | On my Polco feed | 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> | Poor | <u>Don't know</u> |
|---|------------------|-------------|-------------|------|-------------------|
| McKinney as a place to live | 1 | 2 | 3 | 4 | 5 |
| Your neighborhood as a place to live | | 2 | 3 | 4 | 5 |
| McKinney as a place to raise children | 1 | 2 | 3 | 4 | 5 |
| McKinney as a place to work | | 2 | 3 | 4 | 5 |
| McKinney as a place to visit | | 2 | 3 | 4 | 5 |
| McKinney as a place to retire | | 2 | 3 | 4 | 5 |
| The overall quality of life in McKinney | | 2 | 3 | 4 | 5 |
| Sense of community | | 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 | | 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.

| | Very | Somewhat | Somewhat | Very | Don't | |
|--|---------------|---------------|-----------------|-----------------|-------------|--|
| | <u>likely</u> | <u>likely</u> | <u>unlikely</u> | <u>unlikely</u> | <u>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:

| | r lease rate now sale of unsale you leen. | | | | | | |
|----|--|-------------------------|-----------------------|-----------------------------------|---------------------------|-----------------------|----------------------|
| | | Very Soi <u>safe</u> | newhat <u>safe</u> | Neither safe <u>nor unsafe</u> | Somewhat <u>unsafe</u> | Very <u>unsafe</u> | Don't <u>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 communi | ity does a | t each o | of the follow | ing. | | |
| | | | _ | | <u>ood 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 background | ls | | 1 | 2 3 | 4 | 5 |
| | Taking care of vulnerable residents (elderly, disabled, l | homeless, | etc.) | 1 | 2 3 | 4 | 5 |
| 6. | Please rate each of the following in the McKinney c | ommunit | y. | | | | |
| | | | E | <u>Excellent</u> <u>G</u> | <u>ood Fair</u> | <u>Poor</u> | <u>Don't know</u> |
| | Overall quality of business and service establishments | in McKinr | ney | 1 | 2 3 | 4 | 5 |
| | We will be a classical and a second sec | | | 1 | 2 2 | 4 | _ |

Variety of business and service establishments in McKinney......1 Vibrancy of downtown/commercial area1 Employment opportunities 1 Cost of living in McKinney......1 Overall image or reputation of McKinney......1



| Please also rate each of the following in the McKinney community. Traffic flow on major streets. 1 2 3 4 5 Ease of Disble 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 public transportation in McKinney. 1 2 3 4 5 Ease of travel by public transportation in McKinney. 1 2 3 4 5 2 3 4 5 7 7 8 8 5 | | | | | | The Nation | al Community Survey' | | | | |
|---|----|---|---|-----------|----------------|------------|----------------------|--|--|--|--|
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| Ease of walking in McKinney12345Well-planned commercial growth12345Well-planned commercial growth12345Well-designed neighborhoods12345Public places where people want to spend time12345Variety of housing options12345Variety of afordable quality housing12345Overall quality of new development in McKinney12345Overall quality of new development in McKinney12345Cleanliness of McKinney12345Matter resources (beaches, lakes, ponds, riverways, etc.)12345Araulability of paths and walking traits12345Availability of affordable quality food12345Availability of affordable quality heath care12345Availability of affordable quality heath care12345 <tr< td=""><td></td><td></td><td></td><td></td><td>-</td><td>=</td><td></td></tr<> | | | | | - | = | | | | | |
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The City of McKinney 2023 Community Survey

| Please rate the quality of each of the following services in McKi | nnou | | | | |
|--|------------------|------------------|------------------|-------------|-------------------|
| Please rate the quanty of each of the following services in MCKI | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
| Public information services | | 2 | 3 | 4 | 5 |
| Economic development | | 2 | 3 | 4 | 5 |
| Traffic enforcement | | 2 | 3 | 4 | 5 |
| Traffic signal timing | | 2 | 3 | 4 | 5 |
| Street repair | | 2 | 3 | 4 | 5 |
| Street cleaning | | 2 | 3 | 4 | 5 |
| Street lighting | | 2 | 3 | 4 | 5 |
| Snow removal | | 2 | 3 | 4 | 5 |
| Sidewalk maintenance | | 2 | 3 | 4 | 5 |
| Bus or transit services | | 2 | 3 | 4 | 5 |
| Land use, planning, and zoning | | 2 | 3 | 4 | 5 |
| Code enforcement (weeds, abandoned buildings, etc.) | | 2 | 3 | 4 | 5 |
| | | 2 | 3 | 4 | 5 |
| Affordable high-speed internet access | | 2 | 3 | - | |
| Garbage collection | | | | 4 | 5 |
| Drinking water | | 2 | 3 | 4 | 5 |
| Sewer services | | 2 | 3 | 4 | 5 |
| Storm water management (storm drainage, dams, levees, etc.) | | 2 | 3 | 4 | 5 |
| Power (electric and/or gas) utility | | 2 | 3 | 4 | 5 |
| Utility billing | | 2 | 3 | 4 | 5 |
| Police/Sheriff services | | 2 | 3 | 4 | 5 |
| Crime prevention | | 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 greenbelt | | 2 | 3 | 4 | 5 |
| McKinney open space | | 2 | 3 | 4 | 5 |
| Recycling | | 2 | 3 | 4 | |
| · - | | 2 | 3 | | 5 |
| Yard waste pick-up | | | | 4 | 5 |
| City parks | | 2 | 3 | 4 | 5 |
| Recreation programs or classes | | 2 | 3 | 4 | 5 |
| Recreation centers or facilities | | 2 | 3 | 4 | 5 |
| Health services | | 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 |
| Please rate the following categories of McKinney government p | performanc | e. | | | |
| | <u>Excellent</u> | Good | Fair | Poor | <u>Don't kno</u> |
| The value of services for the taxes paid to McKinney | | 2 | 3 | 4 | 5 |
| The overall direction that McKinney is taking | | 2 | 3 | 4 | 5 |
| The job McKinney government does at welcoming resident involvement | | 2 | 3 | 4 | 5 |
| Overall confidence in McKinney government | | 2 | 3 | 4 | 5 |
| Generally acting in the best interest of the community | | 2 | 3 | 4 | 5 |
| Being honest | | 2 | 3 | 4 | 5 |
| Being open and transparent to the public | | 2 | 3 | 4 | 5 |
| Informing residents about issues facing the community | | 2 | 3 | 4 | 5 |
| Treating all residents fairly | 1 | 2 | 3 | 4 | 5 |
| Treating residents with respect | 1 | 2 | 3 | 4 | 5 |
| Overall how would you rate the quality of the compass meride | d hy aach o | f tha fall | owing? | | |
| Overall, how would you rate the quality of the services provide | - | | _ | Door | Don't Ima |
| The City of McVinney | Excellent | <u>Good</u> 2 | <u>Fair</u> 3 | Poor 4 | Don't kno |
| The City of McKinney The Federal Government | | 2 | 3 | 4 | 5 |
| | I | 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> | Very <u>important</u> | Somewhat <u>important</u> | Not at all <u>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:

| | Major | Minor | Not a |
|---|--------|---------------|---------------|
| | source | <u>source</u> | <u>source</u> |
| City website (www.mckinneytexas.org) | 1 | 2 | 3 |
| Local newspapers | 1 | 2 | 3 |
| City electronic newsletter | | 2 | 3 |
| City communications via social media (Facebook, Twitter, YouTube, Instagram, Nextd | oor)1 | 2 | 3 |
| City Council meetings and other public meetings (in person or watching on TV or onlin | ne)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:

| | High | Medium | Not a | |
|---|----------|-----------------|-----------------|--|
| | priority | <u>priority</u> | <u>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 | | 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 | | 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)?

O Very visible O Somewhat visible O Not at all visible O 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 | l : | | | | | | | |
|-------------|--|--|---------------|---|---------------|----------------------|-------------------|-----------------|-------------|--|
| | 0 | 5 | | Several | Once | A few times | Every | Less often | Don't | |
| | | | | <u>mes a day</u> | <u>a day</u> | <u>a week</u> | <u>few weeks</u> | <u>or never</u> | <u>know</u> | |
| 4 | | t from your home u | | 1 | 2 | 2 | 4 | - | (| |
| | | op, or tablet compu | | | 2 | 3 | 4 | 5 5 | 6 | |
| | | t from your cell pho sites such as Facebo | | I | Z | 3 | 4 | 5 | 6 | |
| | | | , | 1 | 2 | 3 | 1 | 5 | 6 | |
| 1 | | or, etc I | | | 2 | 3 | 4 | 5 | 6 6 | |
| | | ns online | | | 2 | 3 | 4 | 5 | 6 | |
| | | | | | 2 | 3 | 4 | 5 | 6 | |
| | Please rate your | | | | _ | U U | - | Ū | 0 | |
| 12. | O Excellent | O Very good | O Good | O F | lair | O Poor | | | | |
| | | 10 | | | | | | | _ | |
|)3. | | any, do you think t | he econom | iy will hav | ve on you | ur family inco | me in the ne | ext 6 months | ? | |
| | Do you think the | - | | . | | | | o | | |
| | • Very positive | O Somewhat | positive | O Neutr | al 🤇 | Somewhat ne | egative | O Very negat | tive | |
|)4. | | s have you lived in | | D1(| 0. How r | nuch do you a | nticipate you | r household | 's total | |
| | McKinney? | | | | | ne before taxes | | | | |
| | O Less than 2 year | ars | | | (Pleas | se include in ye | our total inco | ome money f | rom all | |
| | • 2-5 years | | | | sourc | es for all perso | ons living in y | our househo | old.) | |
| | O 6-10 years | | | | O Les | s than \$25,000 | O \$75,0 | 00 to \$99,99 | 9 | |
| | O 11-20 years | | | | O \$25 | 5,000 to \$49,99 | 9 O \$100, | 000 to \$149,9 | 999 | |
| | O More than 20 y | /ears | | | O \$50 |),000 to \$74,99 | 9 O \$150, | 000 or more | | |
| 95. | Which best desc | ribes the building | you live | D1 | 1. Are v | ou Spanish, H | ispanic or La | atino? | | |
| | in? | | | | - | not Spanish, H | - | | | |
| | O One family hou | ise detached from a | ny other | | | , I consider mys | | | or Lati | |
| | houses | | 5 | D1' | | - | - | - | | |
| | O Building with t | two or more homes | | D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.) | | | | | | |
| | | home, apartment, or | | | | erican Indian d | - | | be.j | |
| | condominium |) | | | | an, Asian Indian | | | | |
| | O Mobile home | | | | | ck or African A | | Sianuei | | |
| | O Other | | | | U Wh | | merican | | | |
|) 6. | Do you rent or o | wn your home? | | | • Oth | | | | | |
| | O Rent | | | D1' | | - | a | | | |
| | O Own | | | | | ich category i | | | | |
|)7. | About how mucl | n is your monthly h | ousing | | | 24 years | | | | |
| | | e you live (includii | | | | 34 years 44 years | $\bigcirc 65-74$ | ars or older | | |
| | | ent, property tax, p | | | | 54 years | • 75 ye | | | |
| | insurance, and h | iomeowners' assoc | ciation | D1 | | 5 | 2 | | | |
| | (HOA) fees)? | | | D14 | | is your gende | r? | | | |
| | O Less than \$500 |) • • • • • • • • • • • • • • • • • • • | o \$2,499 | | O Wo | | | | | |
| | O \$500 to \$999 | O \$2,500 t | | | O Ma | | | 544 | | |
| | O \$1,000 to \$1,49 | | | | | ntify in anothe | | | | |
| | • \$1,500 to \$1,9 | 99 O \$3,500 d | or more |] | | you identify ir | | y, how woul | d you | |
|) 8. | | 17 or under live in | your | | de | escribe your g | ender? | | | |
| | household? | | | | | ender/I don't io | | ny gender | | |
| | O No O Ye | S | | | | nderqueer/gend | ler fluid | | | |
|)9 | Are you or any other members of your household aged 65 or older? | | | | | n-binary | | | | |
| | | | | | | insgender man | | | | |
| | O No O Ye | | | | | nsgender wom | an | | | |
| | | | | | | o-spirit | | | | |
| | | | | | 🔾 Ide | ntify in anothe | r way | | | |
| | | | | | | | | | | |
| 'ha' | nk you! | Please retur | n the comr | oleted surv | | e postage-paid | envelope to: | | | |



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,

Paul Grimes City Manager

COM

George Fuller Mayor