



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

# McKinney, TX

Trends over Time

2019



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# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2019 ratings for the City of McKinney to its previous survey results in 2017. Additional reports and technical appendices are available under separate cover.

Trend data for McKinney represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than five percentage points between the 2017 and 2019 surveys, otherwise the comparisons between 2017 and 2019 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in McKinney remained stable across the years. Of the 131 items for which comparisons were available, 119 items were rated similarly in 2017 and 2019, three items showed a decrease in ratings and nine showed an increase in ratings. The few changes were seen in these areas:

- Residents' ratings for the following increased from 2017 to 2019: overall built environment, public places, shopping opportunities, cultural/arts/music activities, recreation centers and the respondent's assessment of their personal health. Other aspects that improved over time were the City welcoming citizen involvement, the City's customer service and services provided by McKinney.
- Decreases in ratings were only seen for three items: crime prevention, traffic enforcement and the economy having a positive impact on the respondent's income.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2019 rating compared to 2017	Comparison to benchmark	
	2017	2019		2017	2019
Overall quality of life	90%	92%	Similar	Similar	Higher
Overall image	88%	88%	Similar	Higher	Higher
Place to live	91%	94%	Similar	Similar	Higher
Neighborhood	87%	88%	Similar	Similar	Similar
Place to raise children	91%	94%	Similar	Higher	Higher
Place to retire	78%	72%	Similar	Similar	Similar
Overall appearance	87%	92%	Similar	Similar	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2019 rating compared to 2017	Comparison to benchmark	
		2017	2019		2017	2019
Safety	Overall feeling of safety	93%	94%	Similar	Similar	Similar
	Safe in neighborhood	96%	97%	Similar	Similar	Similar
	Safe downtown/commercial area	96%	97%	Similar	Similar	Similar
Mobility	Overall ease of travel	80%	76%	Similar	Similar	Similar
	Paths and walking trails	65%	71%	Similar	Similar	Similar
	Ease of walking	63%	67%	Similar	Similar	Similar
	Travel by bicycle	51%	52%	Similar	Similar	Similar
	Travel by public transportation	19%	17%	Similar	Lower	Much lower
	Travel by car	80%	77%	Similar	Similar	Similar
	Public parking	50%	53%	Similar	Similar	Similar
	Traffic flow	62%	56%	Similar	Similar	Similar
Natural Environment	Overall natural environment	81%	81%	Similar	Similar	Similar
	Cleanliness	85%	90%	Similar	Similar	Higher
	Air quality	84%	89%	Similar	Similar	Similar
Built Environment	Overall built environment	66%	74%	Higher	Similar	Similar
	New development in McKinney	77%	79%	Similar	Higher	Higher
	Affordable quality housing	54%	52%	Similar	Similar	Similar
	Housing options	70%	71%	Similar	Higher	Higher
	Public places	72%	82%	Higher	Similar	Higher
Economy	Overall economic health	80%	82%	Similar	Higher	Higher
	Vibrant downtown/commercial area	82%	84%	Similar	Much higher	Much higher
	Business and services	75%	81%	Similar	Similar	Higher
	Cost of living	58%	51%	Similar	Similar	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2019 rating compared to 2017	Comparison to benchmark	
		2017	2019		2017	2019
	Shopping opportunities	61%	73%	Higher	Similar	Higher
	Employment opportunities	50%	58%	Similar	Higher	Higher
	Place to visit	70%	73%	Similar	Similar	Similar
	Place to work	70%	73%	Similar	Similar	Higher
Recreation and Wellness	Health and wellness	83%	85%	Similar	Similar	Higher
	Mental health care	67%	69%	Similar	Higher	Higher
	Preventive health services	79%	83%	Similar	Higher	Higher
	Health care	79%	82%	Similar	Higher	Higher
	Food	73%	78%	Similar	Similar	Similar
	Recreational opportunities	74%	72%	Similar	Similar	Similar
	Fitness opportunities	73%	79%	Similar	Similar	Similar
	Education and enrichment opportunities	79%	80%	Similar	Similar	Higher
	Religious or spiritual events and activities	84%	87%	Similar	Similar	Similar
	Cultural/arts/music activities	55%	65%	Higher	Similar	Similar
Education and Enrichment	Adult education	72%	70%	Similar	Higher	Similar
	K-12 education	86%	82%	Similar	Higher	Similar
	Child care/preschool	66%	67%	Similar	Higher	Similar
	Social events and activities	65%	72%	Similar	Similar	Similar
Community Engagement	Neighborliness	65%	72%	Similar	Similar	Similar
	Openness and acceptance	71%	74%	Similar	Similar	Similar
	Opportunities to participate in community matters	73%	73%	Similar	Similar	Similar
	Opportunities to volunteer	75%	78%	Similar	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2019 rating compared to 2017	Comparison to benchmark	
	2017	2019		2017	2019
Services provided by McKinney	77%	88%	Higher	Similar	Higher
Customer service	78%	88%	Higher	Similar	Higher
Value of services for taxes paid	50%	58%	Similar	Similar	Similar
Overall direction	73%	75%	Similar	Similar	Higher
Welcoming citizen involvement	57%	69%	Higher	Similar	Higher
Confidence in City government	64%	71%	Similar	Similar	Higher
Acting in the best interest of McKinney	67%	72%	Similar	Similar	Higher
Being honest	64%	71%	Similar	Similar	Similar
Treating all residents fairly	67%	72%	Similar	Higher	Higher
Services provided by the Federal Government	44%	43%	Similar	Similar	Similar

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Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)		2019 rating compared to 2017	Comparison to benchmark	
		2017	2019		2017	2019
Safety	Police	86%	90%	Similar	Similar	Similar
	Fire	96%	94%	Similar	Similar	Similar
	Ambulance/EMS	99%	92%	Similar	Similar	Similar
	Crime prevention	88%	80%	Lower	Higher	Similar
	Fire prevention	85%	85%	Similar	Similar	Similar
	Animal control	79%	82%	Similar	Higher	Higher
	Emergency preparedness	72%	79%	Similar	Similar	Similar
Mobility	Traffic enforcement	85%	76%	Lower	Higher	Similar
	Street repair	63%	60%	Similar	Higher	Higher
	Street cleaning	75%	69%	Similar	Similar	Similar
	Street lighting	69%	67%	Similar	Similar	Similar
	Sidewalk maintenance	65%	62%	Similar	Similar	Similar
	Traffic signal timing	63%	63%	Similar	Similar	Similar
Natural Environment	Garbage collection	85%	82%	Similar	Similar	Similar
	Recycling	85%	83%	Similar	Similar	Similar
	Yard waste pick-up	82%	78%	Similar	Similar	Similar
	Drinking water	70%	67%	Similar	Similar	Similar
	Natural areas preservation	64%	65%	Similar	Similar	Similar
	Open space	65%	69%	Similar	Similar	Similar
Built Environment	Storm drainage	79%	82%	Similar	Higher	Higher
	Sewer services	88%	88%	Similar	Similar	Similar
	Power utility	82%	86%	Similar	Similar	Similar
	Utility billing	77%	79%	Similar	Similar	Similar
	Land use, planning and zoning	66%	67%	Similar	Higher	Higher
	Code enforcement	67%	69%	Similar	Higher	Higher
Economy	Cable television	60%	60%	Similar	Similar	Similar
Recreation and Wellness	Economic development	71%	75%	Similar	Higher	Higher
	City parks	84%	87%	Similar	Similar	Similar
	Recreation programs	78%	82%	Similar	Similar	Similar
	Recreation centers	73%	83%	Higher	Similar	Similar
Education and Enrichment	Health services	83%	86%	Similar	Higher	Higher
	Special events	74%	80%	Similar	Similar	Similar
Community Engagement	Public libraries	88%	89%	Similar	Similar	Similar
	Public information	79%	78%	Similar	Similar	Similar

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Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2019 rating compared to 2017	Comparison to benchmark	
	2017	2019		2017	2019
Sense of community	72%	76%	Similar	Similar	Similar
Recommend McKinney	90%	93%	Similar	Similar	Similar
Remain in McKinney	85%	88%	Similar	Similar	Similar
Contacted McKinney employees	47%	42%	Similar	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2019 rating compared to 2017	Comparison to benchmark	
		2017	2019		2017	2019
Safety	Stocked supplies for an emergency	30%	27%	Similar	Similar	Lower
	Did NOT report a crime	81%	86%	Similar	Similar	Similar
	Was NOT the victim of a crime	91%	92%	Similar	Similar	Similar
Mobility	Carpooled instead of driving alone	42%	36%	Similar	Similar	Similar
	Walked or biked instead of driving	49%	43%	Similar	Similar	Lower
Natural Environment	Conserved water	90%	84%	Similar	Similar	Similar
	Made home more energy efficient	71%	70%	Similar	Similar	Similar
	Recycled at home	86%	93%	Similar	Similar	Similar
Built Environment	Did NOT observe a code violation	60%	60%	Similar	Similar	Similar
	NOT under housing cost stress	71%	75%	Similar	Similar	Similar
Economy	Purchased goods or services in McKinney	98%	99%	Similar	Similar	Similar
	Economy will have positive impact on income	53%	41%	Lower	Much higher	Similar
	Work in McKinney	42%	39%	Similar	Similar	Similar
Recreation and Wellness	Used McKinney recreation centers	55%	58%	Similar	Similar	Similar
	Visited a City park	85%	85%	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	92%	87%	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	88%	88%	Similar	Similar	Similar
	In very good to excellent health	64%	72%	Higher	Similar	Similar
Education and Enrichment	Used McKinney public libraries	62%	65%	Similar	Similar	Similar
	Participated in religious or spiritual activities	58%	56%	Similar	Higher	Higher
	Attended a City-sponsored event	56%	54%	Similar	Similar	Similar
Community Engagement	Campaigned for an issue, cause or candidate	24%	25%	Similar	Similar	Similar
	Contacted McKinney elected officials	12%	10%	Similar	Similar	Similar
	Volunteered	40%	33%	Similar	Similar	Similar
	Participated in a club	25%	19%	Similar	Similar	Similar

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	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2019 rating compared to 2017	Comparison to benchmark	
	2017	2019		2017	2019
Talked to or visited with neighbors	94%	86%	Similar	Similar	Similar
Done a favor for a neighbor	83%	79%	Similar	Similar	Similar
Attended a local public meeting	17%	16%	Similar	Similar	Similar
Watched a local public meeting	18%	15%	Similar	Similar	Similar
Read or watched local news	87%	81%	Similar	Similar	Similar
Voted in local elections	83%	80%	Similar	Similar	Similar