



# City of Dallas

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## The City of Dallas, Texas

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### Report of Geographic Subgroup Comparisons 2007



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# TABLE OF CONTENTS

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Survey Background.....	1
About The National Citizen Survey™ .....	1
Understanding the Results .....	2
“Don’t Know” Responses .....	2
Putting Evaluations onto a 100-Point Scale .....	2
Understanding the Tables .....	2
Comparisons .....	4

# SURVEY BACKGROUND

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## About The National Citizen Survey™

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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 National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Dallas staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Dallas staff also determined local interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

One of the add-on options that Dallas chose was to have crosstabulations of evaluative questions 1-16 by Council District.

# UNDERSTANDING THE RESULTS

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## “Don’t Know” Responses

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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 Appendix A of the Report of Results. However, these responses have been removed from the analyses presented in this report. In other words, the tables display the responses from respondents who had an opinion about a specific item.

## Putting Evaluations onto a 100-Point Scale

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Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale.

## Understanding the Tables

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In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. Usually this number is the rating on a 100-point scale. Sometimes this scale was not appropriate to use. In these cases we have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who reported a crime, or the percent of respondents who felt the rate of growth was “about right.” For a few questions, we have shown the full set of responses: these include the question about respondents’ perceptions about the economy.

Anova and chi square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in gray.

The 95 percent confidence level for this survey is generally no greater than plus or minus 3 percentage points around any given percent reported for the entire sample (1,192 completed surveys). For each Council District, the margin of error rises to approximately + or - 16% as this reflects the smallest number of surveys received from a single Council District (39). Below is a table with the number of surveys received from each Council District.

City of Dallas 2007 Citizen Survey Responses by Council District		
	Number of surveys mailed within district	Number of completed surveys received
District 1	600	100
District 2	600	56
District 3	600	79
District 4	600	87
District 5	600	79
District 6	600	39
District 7	600	89
District 8	600	68
District 9	600	125
District 10	600	84
District 11	600	93
District 12	600	81
District 13	600	119
District 14	600	93

# COMPARISONS

## Quality of Life Ratings

Please circle the number that comes closest to your opinion for each of the following questions:	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
How do you rate Dallas as a place to live?	49	59	60	56	53	51	54	51	63	58	62	63	63	63
How do you rate your neighborhood as a place to live?	38	37	59	45	37	31	37	39	59	46	52	62	61	69
How do you rate Dallas as a place to raise children?	38	44	41	45	40	34	36	40	46	43	50	50	52	42
How do you rate Dallas as a place to work?	48	64	51	52	60	59	49	45	69	60	66	61	62	65
How do you rate Dallas as a place to retire?	37	44	44	41	41	43	38	42	43	37	38	38	44	34
How do you rate the overall quality of life in Dallas?	44	46	49	50	47	49	46	44	57	51	57	58	60	55
Average rating on a 100-point scale (100=Excellent, 0=Poor)														

Characteristics of the Community														
Please rate each of the following characteristics as they relate to Dallas as a whole:	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Sense of community	39	35	43	43	44	37	37	43	41	42	47	36	38	40
Openness and acceptance	36	42	41	45	44	32	38	44	44	39	52	44	42	39
Overall appearance of Dallas	44	50	45	45	56	46	48	48	53	54	53	52	50	45
Opportunities to attend cultural activities	48	66	63	59	61	59	56	57	65	63	69	58	61	60
Shopping opportunities	66	76	61	67	67	75	65	56	82	81	89	80	82	87
Air quality	37	39	36	39	42	30	39	36	40	38	42	31	30	32
Recreational opportunities	43	56	51	48	55	47	48	53	59	60	57	52	49	44
Job opportunities	44	56	48	47	50	50	39	45	66	55	60	54	59	59
Access to affordable quality housing	27	29	40	44	43	36	37	48	51	43	41	48	53	43
Access to affordable quality child care	26	32	43	40	41	38	34	37	48	39	40	34	44	37
Access to affordable quality health care	25	36	44	34	41	34	34	30	50	47	47	46	52	48
Access to affordable quality food	42	63	56	51	54	48	47	49	67	66	62	64	65	65
Ease of car travel in Dallas	45	46	35	46	46	43	49	38	44	47	46	38	45	40
Ease of bus travel in Dallas	53	54	48	50	56	44	57	50	52	50	46	26	41	33
Ease of rail/subway travel in Dallas	56	51	54	48	52	44	52	50	55	58	54	28	41	41
Ease of bicycle travel in Dallas	26	31	36	38	30	42	51	30	40	32	30	26	26	21
Ease of walking in Dallas	32	31	39	32	38	33	46	32	40	35	35	33	30	30
Educational opportunities	48	64	53	50	57	49	55	41	61	66	58	61	63	59
Overall image/reputation of Dallas	41	52	48	44	47	40	42	38	51	51	53	55	54	46
Overall quality of new development in Dallas	47	59	48	45	51	56	55	50	56	56	62	53	60	59
Average rating on a 100-point scale (100=Excellent, 0=Poor)														

Please rate the speed of growth in the following categories in Dallas over the past 2 years:	Ratings of Growth													
	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Population growth	30%	39%	28%	36%	29%	22%	33%	20%	24%	33%	35%	40%	35%	44%
Retail growth (stores, restaurants etc.)	42%	75%	31%	47%	42%	49%	55%	37%	59%	70%	56%	61%	71%	59%
Jobs growth	31%	49%	31%	14%	28%	21%	32%	21%	50%	45%	41%	46%	63%	58%
Proportion of respondents rating as "About right"														



Ratings of Potential Problems in Dallas

To what degree, if at all, are the following in Dallas:	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Crime	15	9	15	10	12	9	10	14	12	12	11	18	13	17
Drugs	8	12	14	3	10	1	7	6	11	10	10	11	12	19
Too much growth	34	46	36	37	37	26	49	37	45	37	39	45	36	56
Lack of growth	64	56	66	54	63	53	64	65	75	71	77	86	68	82
Graffiti	41	43	44	37	36	29	43	35	46	49	49	58	46	52
Noise	42	43	33	45	39	23	49	39	49	44	42	49	49	52
Run down buildings, weed lots, or junk vehicles	25	37	32	30	35	14	39	24	44	41	47	47	40	44
Taxes	24	41	24	31	28	18	41	36	33	35	34	38	29	46
Traffic congestion	23	24	20	18	28	23	34	17	21	23	21	15	21	28
Unsupervised youth	20	24	20	22	19	13	25	19	26	25	32	27	28	38
Homelessness	27	23	20	21	24	14	21	12	21	28	34	34	25	25
Weeds	42	54	44	34	42	36	43	24	46	45	55	58	49	60
Absence of communications from the City of Dallas translated into languages other than English	50	65	66	57	55	48	64	54	74	66	65	84	73	80
Unwanted local businesses	65	58	62	49	53	45	59	60	62	53	62	64	53	73
Toxic waste or other environmental hazard(s)	40	47	50	46	43	35	50	47	45	41	51	49	50	52
Average rating on a 100-point scale (100=Not a problem, 0=Major problem)														

**Ratings of Safety from Various Problems**

Please rate how safe you feel from the following occurring to you in Dallas:	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Violent crime	26	32	37	29	36	22	26	34	36	34	34	45	42	42
Property crimes	24	20	28	27	29	18	24	30	31	30	26	37	34	31
Fire	49	60	60	51	59	44	50	51	66	57	60	64	66	62
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)														

**Ratings of Feelings of Safety in Various Areas**

Please rate how safe you feel:	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
In your neighborhood during the day	62	64	73	62	68	65	59	69	74	68	67	80	75	82
In your neighborhood after dark	35	34	51	43	38	28	38	49	52	45	48	60	52	51
In Dallas's downtown area during the day	64	62	67	67	62	64	61	66	70	65	66	70	65	72
In Dallas's downtown area after dark	28	29	34	39	34	11	37	35	27	28	28	27	19	25
In Dallas's parks during the day	63	63	65	58	54	61	63	67	71	64	67	70	65	71
In Dallas's parks after dark	16	19	28	26	18	10	25	23	21	22	25	23	15	20
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)														

**Crime Victimization and Reporting**

	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
During the past twelve months, were you or anyone in your household the victim of any crime?	38%	41%	15%	28%	47%	25%	29%	27%	20%	22%	28%	25%	34%	26%
If yes, was this crime (these crimes) reported to the police?	53%	59%	90%	82%	48%	86%	79%	72%	74%	56%	91%	57%	87%	70%
Percent of respondents whose households were victims of crime, and who reported the crime														

Use of Community Amenities														
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Used Dallas public libraries or their services	75%	72%	79%	71%	77%	54%	65%	80%	59%	70%	70%	67%	68%	56%
Used Dallas recreation centers	68%	51%	64%	59%	67%	70%	58%	58%	50%	48%	61%	39%	44%	45%
Participated in a recreation program or activity	51%	40%	42%	45%	48%	39%	40%	40%	44%	38%	41%	25%	22%	29%
Visited a Dallas park	91%	91%	85%	86%	79%	93%	76%	72%	84%	80%	83%	78%	75%	88%
Ridden a local bus within Dallas	61%	50%	51%	44%	63%	54%	55%	57%	42%	50%	40%	33%	23%	45%
Attended a meeting of local elected officials or other local public meeting	39%	24%	32%	35%	29%	44%	22%	20%	31%	26%	17%	17%	27%	34%
Watched a meeting of local elected officials or other local public meeting on cable television	47%	42%	55%	69%	42%	51%	56%	38%	38%	50%	36%	42%	49%	40%
Recycled used paper, cans or bottles from your home	65%	57%	63%	58%	78%	61%	53%	42%	59%	74%	62%	57%	65%	65%
Volunteered your time to some group/activity in Dallas	48%	36%	46%	40%	35%	37%	39%	20%	37%	51%	45%	44%	56%	63%
Used the Internet for anything	64%	76%	84%	70%	72%	48%	72%	56%	84%	94%	90%	97%	80%	88%
Used the Internet to conduct business with Dallas	32%	54%	43%	28%	38%	22%	39%	27%	65%	63%	57%	61%	49%	67%
Purchased an item over the Internet	50%	60%	64%	32%	40%	32%	52%	39%	72%	73%	68%	88%	64%	84%
Attended a music, theater, dance, museum, art or other cultural event in Dallas	75%	73%	73%	60%	58%	58%	54%	48%	75%	77%	73%	87%	78%	90%
Proportion of respondents engaging in activity at least once in last 12 months														

Quality of Service Ratings														
How do you rate the quality of each of the following services?	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Police services	41	43	47	46	45	41	35	44	54	47	48	56	50	45
Fire services	65	72	73	64	67	62	68	65	75	69	72	72	71	74
Ambulance/emergency medical services	67	71	67	60	70	57	59	64	73	66	65	67	71	67
Crime prevention	25	35	35	32	38	22	28	24	42	33	37	36	35	28
Fire prevention and education	44	49	55	50	62	33	48	58	57	48	56	50	54	49
Traffic enforcement	35	48	37	43	50	35	37	47	49	41	45	46	42	36
Garbage collection	55	54	61	59	56	49	59	56	71	58	54	64	61	61
Recycling	47	49	57	44	48	39	57	57	52	41	50	46	57	37
Yard waste pick-up	48	49	58	52	53	46	56	48	61	49	51	55	57	44
Street repair	21	22	26	25	27	18	25	23	31	28	30	29	20	21
Street cleaning	31	33	31	31	36	23	32	28	40	38	42	47	36	36
Street lighting	27	35	34	35	37	30	35	24	45	39	44	42	35	35
Snow removal	46	59	43	51	53	43	43	37	53	54	49	59	48	56
Sidewalk maintenance	24	29	35	29	37	32	31	21	32	31	44	40	26	29
Traffic signal timing	37	39	44	38	52	45	40	41	42	42	41	40	33	38
Amount of public parking	37	37	36	38	42	45	41	35	44	41	42	37	39	35
Bus/transit services	56	63	49	58	66	54	54	55	60	58	56	40	41	42
Storm drainage	49	37	47	46	52	43	37	35	50	48	46	37	40	43
Drinking water	49	46	43	49	57	48	45	43	57	45	58	49	52	49
Sewer services	47	53	52	49	56	54	41	41	63	51	55	56	53	55
City parks	48	47	56	47	53	52	51	51	60	56	60	53	50	46
Recreation programs or classes	41	48	51	49	55	49	51	50	59	50	57	49	43	45

Quality of Service Ratings														
How do you rate the quality of each of the following services?	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Range/variety of recreation programs and classes	40	52	47	48	53	45	46	48	55	44	53	39	39	43
Recreation centers/facilities	42	49	48	50	57	47	47	43	54	48	58	47	45	47
Accessibility of parks	51	50	57	54	57	46	57	55	62	53	63	55	53	55
Accessibility of recreation centers/facilities	48	50	53	53	61	46	51	51	57	48	63	54	42	51
Appearance/maintenance of parks	43	46	48	43	56	48	46	48	59	50	59	55	46	45
Appearance of recreation centers/facilities	44	54	51	49	60	48	47	48	51	44	58	53	44	49
Land use, planning and zoning	33	42	43	35	37	42	41	33	45	36	46	45	32	34
Code enforcement (weeds, abandoned buildings, etc)	31	44	33	26	28	32	33	24	41	35	39	47	29	31
Animal control	32	35	24	26	31	30	35	22	43	47	52	44	38	46
Economic development	37	52	41	44	46	46	46	37	54	45	55	48	49	51
Health services	39	55	41	46	48	43	46	40	49	48	47	44	54	46
Services to seniors	38	41	40	46	43	39	45	34	47	46	49	38	41	27
Services to youth	34	43	34	46	42	43	28	40	35	35	41	37	33	28
Services to low-income people	33	29	39	39	42	26	32	31	40	33	28	39	32	32
Public library services	64	70	64	62	58	55	66	51	63	69	64	66	61	53
Variety of library materials	56	62	57	58	59	54	63	52	65	65	61	60	56	54
Public information services	41	47	51	46	55	44	54	46	57	54	52	57	45	39
Municipal courts	40	46	42	53	49	39	50	45	49	42	49	45	38	32
Public schools	43	44	42	45	47	33	38	35	41	44	42	35	30	30
Cable television	42	50	38	46	50	35	43	46	51	38	40	40	37	50
Bulk trash pick-up	44	53	51	51	46	39	48	43	61	55	55	57	57	45
Alley maintenance	22	29	31	24	28	26	28	22	41	44	39	46	29	27

**Quality of Service Ratings**

How do you rate the quality of each of the following services?	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
3-1-1 services	49	61	47	49	52	56	47	49	60	45	59	62	58	53
WRR 101.1 FM broadcast of City Council meetings	59	63	54	53	49	62	58	41	71	53	71	65	65	56
WRR 101.1 FM classical music programming	63	62	60	53	56	58	59	37	80	68	80	79	74	79
Arts and cultural programs	50	65	55	54	58	49	52	54	68	57	59	54	54	55
Accessibility of arts and cultural centers/facilities	50	65	55	48	54	56	46	56	64	57	61	52	50	58
Appearance of arts and cultural centers/facilities	52	68	60	56	60	53	47	56	70	66	64	55	57	62
Average rating on a 100-point scale (100=Excellent, 0=Poor)														

**Ratings of Various Levels of Government**

Overall, how would you rate the quality of services provided by...	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
The City of Dallas	46	50	46	48	48	43	44	39	56	51	51	51	45	44
The Federal Government	41	43	43	43	44	41	30	32	48	43	46	40	40	36
The State Government	42	43	40	48	42	43	30	35	49	43	46	44	40	37
Average rating on a 100-point scale (100=Excellent, 0=Poor)														

**Proportion of Population Having Contact with City Employees**

	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Have you had any in-person or phone contact with an employee of the City of Dallas within the last 12 months?	69%	62%	77%	55%	63%	40%	54%	53%	58%	63%	52%	60%	66%	56%
Percent of respondents who reported contact with a City employee in the last 12 months														

**Ratings of Contact with City Employees**

What was your impression of employees of the City of Dallas in your most recent contact?	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Knowledge	56	52	48	52	58	40	40	56	59	61	45	58	64	50
Responsiveness	49	55	38	39	49	36	35	42	57	58	36	50	58	43
Courtesy	52	57	43	54	54	40	48	48	62	59	41	50	62	46
Overall Impression	52	58	41	47	54	37	43	47	58	58	37	49	59	41
Average rating on a 100-point scale (100=Excellent, 0=Poor)														



**Ratings of Public Trust**

Please rate the following statements:	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
I receive good value for the City of Dallas taxes I pay	45	50	47	53	49	39	45	50	53	57	53	61	47	46
I am pleased with the overall direction that the City of Dallas is taking	51	56	49	50	50	50	49	47	57	55	51	55	52	45
The City of Dallas government welcomes citizen involvement	47	50	49	62	55	57	49	56	54	54	53	51	57	48
The City of Dallas government listens to citizens	40	46	41	54	47	42	35	52	45	52	47	49	50	38
Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)														

**Perceptions of the Economy**

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:	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Very positive	3%	5%	11%	4%	7%	4%	2%	11%	3%	4%	5%	2%	9%	1%
Somewhat positive	22%	36%	21%	22%	21%	32%	26%	11%	27%	19%	29%	27%	28%	38%
Neutral	47%	46%	38%	52%	49%	33%	40%	54%	54%	54%	48%	33%	42%	48%
Somewhat negative	20%	11%	23%	17%	20%	21%	25%	17%	13%	16%	14%	30%	18%	11%
Very negative	8%	1%	7%	5%	3%	10%	6%	7%	3%	6%	4%	8%	3%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Policy Question #1														
How do you rate Dallas as a place to do business?	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
How do you rate Dallas as a place to do business?	57%	71%	62%	51%	61%	74%	72%	62%	88%	75%	85%	81%	85%	84%
Percent rating "excellent" or "good."														