



# City of Dallas

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## The City of Dallas, Texas

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### Report of Geographic Subgroup Comparisons 2006



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National Research Center, Inc.

3005 30<sup>th</sup> St. • Boulder, CO 80301 • T: (303) 444-7863 • F: (303) 444-1145 • [www.n-r-c.com](http://www.n-r-c.com)

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# 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 re-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 4 representing the best rating and 1 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 2 percentage points around any given percent reported for the entire sample (1,657 completed surveys). For each Council District, the margin of error rises to approximately + or - 11% as this reflects the smallest number of surveys received from a single Council District (84). Below is a table with the number of surveys received from each Council District.

<b>City of Dallas 2006 Citizen Survey Response Rates by Council District</b>		
	<b>Number of surveys mailed within district</b>	<b>Number of completed surveys received</b>
District 1	600	120
District 2	600	84
District 3	600	124
District 4	600	118
District 5	600	122
District 6	600	84
District 7	600	118
District 8	600	108
District 9	600	170
District 10	600	94
District 11	600	116
District 12	600	119
District 13	600	150
District 14	600	130

# 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?	54	57	55	50	52	62	56	48	59	58	62	60	64	63
How do you rate your neighborhood as a place to live?	46	39	48	33	38	42	52	35	65	49	55	65	60	70
How do you rate Dallas as a place to raise children?	42	37	39	40	41	48	46	40	42	43	49	44	49	41
How do you rate Dallas as a place to work?	55	58	61	45	53	57	56	46	61	58	65	64	61	64
How do you rate Dallas as a place to retire?	36	33	31	34	40	41	42	34	28	34	36	34	39	37
How do you rate the overall quality of life in Dallas?	47	50	42	45	48	51	51	44	53	52	57	56	56	59
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	34	40	35	38	40	43	42	37	39	39	40	33	45	37
Openness and acceptance	40	42	38	35	37	47	39	38	44	39	51	41	48	40
Overall appearance of Dallas	41	47	48	41	50	55	48	40	50	46	55	50	53	50
Opportunities to attend cultural activities	46	53	51	45	53	55	52	49	61	57	57	54	59	54
Shopping opportunities	64	74	71	56	68	70	69	55	77	78	80	82	82	87
Air quality	35	36	37	38	43	43	44	32	32	38	42	35	40	32
Recreational opportunities	45	46	46	44	51	52	53	44	56	55	54	48	52	50
Job opportunities	45	56	53	35	43	53	48	34	57	50	57	55	53	65
Access to affordable quality housing	38	34	47	37	37	44	45	37	43	46	48	48	41	48
Access to affordable quality child care	36	30	42	33	35	35	42	33	42	37	41	43	50	43
Access to affordable quality health care	37	39	36	30	37	38	46	35	47	45	43	46	50	51
Access to affordable quality food	53	58	52	49	53	48	57	43	65	60	67	68	65	70
Ease of car travel in Dallas	45	44	46	41	46	50	45	42	41	41	43	40	49	44
Ease of bus travel in Dallas	56	48	44	53	58	57	59	45	42	51	47	30	50	32
Ease of rail/subway travel in Dallas	61	49	44	53	57	46	58	44	52	63	53	35	46	39
Ease of bicycle travel in Dallas	24	34	34	41	39	28	46	38	38	36	34	23	30	24
Ease of walking in Dallas	29	36	39	41	37	41	37	35	37	27	34	28	38	32
Educational opportunities	53	58	54	44	46	60	61	42	57	57	58	62	62	53
Overall image/reputation of Dallas	39	48	46	42	41	47	49	39	51	49	55	49	56	51
Overall quality of new development in Dallas	52	53	52	45	48	54	58	46	55	54	60	54	59	57
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	34%	35%	29%	22%	16%	23%	29%	21%	33%	38%	24%	37%	37%	39%
Retail growth (stores, restaurants etc.)	48%	61%	53%	45%	45%	38%	58%	44%	59%	50%	53%	46%	61%	62%
Jobs growth	33%	33%	43%	25%	19%	37%	27%	14%	45%	38%	45%	47%	34%	52%
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	14	17	14	7	11	17	15	15	14	13	21	13	16	17
Drugs	13	17	15	4	6	12	15	10	11	9	20	19	10	23
Too much growth	35	42	38	37	37	40	42	32	40	47	40	43	47	51
Lack of growth	62	64	54	64	64	59	59	47	73	70	69	81	72	77
Graffiti	35	41	42	38	38	36	46	36	41	44	54	54	37	52
Noise	39	45	44	40	38	44	46	36	47	38	51	48	47	49
Run down buildings, weed lots, or junk vehicles	31	34	39	19	32	32	32	22	37	32	49	46	44	37
Taxes	36	40	33	22	24	30	38	23	29	30	41	36	26	31
Traffic congestion	24	30	25	24	21	25	23	21	17	22	24	17	21	24
Unsupervised youth	23	26	29	17	16	27	27	18	25	24	30	31	29	41
Homelessness	23	24	22	14	16	25	18	15	26	24	30	35	22	28
Weeds	41	48	48	30	38	42	40	37	48	41	58	60	45	56
Absence of communications from the City of Dallas translated into languages other than English	53	71	62	47	46	53	63	50	74	59	68	72	71	79
Unwanted local businesses	62	57	48	51	52	44	59	53	62	52	70	67	57	68
Toxic waste or other environmental hazard(s)	47	51	37	33	43	48	53	42	50	54	52	56	54	45
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	36	37	41	28	33	33	34	30	41	34	47	48	43	49
Property crimes	27	32	39	24	22	29	33	30	34	28	39	40	39	37
Fire	52	61	61	49	48	47	61	56	63	56	63	60	55	64
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	73	71	72	59	64	62	70	58	77	71	78	82	74	81
In your neighborhood after dark	40	32	50	37	40	40	42	42	54	45	54	64	55	58
In Dallas's downtown area during the day	68	70	64	54	60	61	65	56	68	70	68	65	66	68
In Dallas's downtown area after dark	30	30	39	29	30	34	35	24	32	30	36	23	33	29
In Dallas's parks during the day	67	68	64	50	58	65	67	57	66	72	70	69	64	71
In Dallas's parks after dark	19	20	32	18	22	23	29	23	22	26	32	21	20	25
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?	42%	33%	27%	32%	37%	19%	28%	30%	30%	36%	19%	30%	17%	17%
If yes, was this crime (these crimes) reported to the police?	72%	74%	80%	80%	72%	74%	64%	84%	61%	73%	73%	89%	63%	80%
Percent of respondents whose households were victims of crime, and who reported the crime														

The City of Dallas Citizen Survey

Comparisons

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	72%	69%	65%	77%	65%	60%	79%	71%	66%	69%	61%	62%	63%	52%
Used Dallas recreation centers	56%	50%	54%	56%	59%	55%	60%	66%	52%	52%	44%	40%	44%	35%
Participated in a recreation program or activity	41%	38%	43%	36%	46%	30%	50%	37%	44%	41%	32%	33%	36%	34%
Visited a Dallas park	88%	88%	86%	81%	86%	84%	82%	89%	83%	81%	77%	74%	83%	91%
Ridden a local bus within Dallas	65%	62%	47%	64%	50%	52%	64%	58%	46%	52%	46%	26%	38%	29%
Attended a meeting of local elected officials or other local public meeting	26%	20%	41%	40%	28%	20%	43%	29%	37%	22%	22%	24%	25%	28%
Watched a meeting of local elected officials or other local public meeting on cable television	56%	35%	61%	65%	51%	46%	53%	50%	46%	43%	44%	31%	38%	39%
Recycled used paper, cans or bottles from your home	59%	52%	57%	64%	49%	51%	63%	60%	62%	58%	54%	58%	56%	70%
Volunteered your time to some group/activity in Dallas	28%	42%	42%	39%	40%	21%	38%	46%	53%	44%	44%	51%	53%	51%
Listened to the City's radio station: WRR	23%	20%	39%	26%	30%	21%	42%	30%	32%	25%	39%	31%	38%	31%
Used the Internet for anything	71%	80%	75%	67%	74%	58%	67%	72%	83%	83%	90%	94%	78%	94%
Used the Internet to conduct business with Dallas	44%	51%	48%	29%	42%	29%	37%	40%	48%	55%	56%	55%	40%	64%
Purchased an item over the Internet	46%	75%	50%	30%	48%	39%	38%	42%	62%	64%	74%	80%	65%	88%
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	43	41	39	33	44	50	41	44	46	46	51	52	58	45
Fire services	72	71	66	68	79	74	71	68	71	73	71	74	74	69
Ambulance/emergency medical services	72	64	66	62	67	69	65	61	66	71	68	69	71	62
Crime prevention	29	27	30	22	23	34	31	28	36	32	39	36	45	29
Fire prevention and education	52	46	51	49	50	51	50	49	52	49	55	51	54	44
Traffic enforcement	40	40	48	40	45	46	43	44	42	42	46	45	43	41
Garbage collection	61	59	59	53	68	62	62	56	63	61	58	67	61	56
Recycling	46	31	44	43	46	45	52	41	47	45	40	44	43	31
Yard waste pick-up	49	41	50	50	51	47	50	43	61	52	49	58	56	50
Street repair	22	22	24	16	22	31	22	20	26	32	33	30	27	17
Street cleaning	28	31	32	21	29	39	27	24	36	39	49	41	36	33
Street lighting	38	33	37	25	32	37	40	35	38	44	51	50	42	42
Snow removal	50	51	44	45	55	48	49	37	52	51	45	57	47	49
Sidewalk maintenance	33	32	34	22	30	33	34	29	30	33	38	36	32	27
Traffic signal timing	48	37	44	41	47	49	45	40	39	46	39	35	45	40
Amount of public parking	41	31	41	41	43	37	43	37	35	45	44	39	41	29
Bus/transit services	62	53	49	53	66	60	52	46	47	61	57	36	53	40
Storm drainage	45	35	43	45	45	46	37	38	41	49	46	47	49	37
Drinking water	52	47	46	43	52	55	52	39	52	51	52	45	55	46
Sewer services	50	52	48	42	48	53	54	44	52	56	57	59	59	48
City parks	52	54	44	45	52	59	56	52	56	55	60	56	55	48
Recreation programs or classes	50	53	43	36	47	51	53	47	54	47	56	52	55	42

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	49	51	41	30	48	47	54	43	51	46	49	48	54	42
Recreation centers/facilities	51	50	45	37	48	56	51	47	52	49	53	48	48	44
Accessibility of parks	56	58	47	43	55	56	59	52	59	57	52	51	53	52
Accessibility of recreation centers/facilities	55	55	46	43	50	55	55	51	53	50	51	48	49	47
Appearance/maintenance of parks	51	53	49	41	47	53	53	43	55	50	58	53	50	47
Appearance of recreation centers/facilities	50	56	45	43	45	52	52	43	54	47	54	53	51	47
Land use, planning and zoning	35	32	35	25	34	42	31	36	38	41	44	37	43	32
Code enforcement (weeds, abandoned buildings, etc)	25	31	38	13	25	35	37	30	33	29	41	39	34	28
Animal control	30	41	36	23	33	40	39	26	44	42	54	50	43	43
Economic development	42	44	45	32	38	47	38	37	45	43	47	47	44	48
Health services	39	48	45	41	40	49	53	32	48	47	53	49	55	45
Services to seniors	37	44	45	35	36	48	48	35	43	45	51	36	45	40
Services to youth	41	36	38	28	36	44	43	33	43	37	44	39	40	38
Services to low-income people	38	31	30	22	32	41	36	27	38	34	40	33	31	27
Public library services	63	66	53	61	62	60	62	54	63	68	66	64	62	58
Variety of library materials	59	66	51	60	54	59	63	52	59	64	61	61	57	57
Public information services	54	52	46	51	47	52	49	48	48	52	53	49	50	42
Municipal courts	49	47	48	39	43	55	47	47	43	46	47	48	47	43
Public schools	38	38	39	32	38	55	40	30	30	41	40	34	35	24
Cable television	53	41	42	41	44	54	45	36	42	53	47	43	37	35
Bulk trash pick-up	43	49	46	45	46	48	47	49	60	56	50	65	61	50
Alley maintenance	24	28	33	25	24	32	32	27	31	36	47	46	39	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	46	54	50	50	51	54	58	46	55	54	50	50	55	41
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	45	42	42	36	46	53	47	45	47	48	49	44	50	43
The Federal Government	42	35	35	29	40	48	46	34	47	46	40	39	45	38
The State Government	40	36	39	31	38	51	42	33	45	46	44	44	44	35
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?	62%	65%	58%	54%	60%	53%	53%	65%	61%	60%	52%	59%	57%	61%
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	50	57	50	43	44	56	62	55	56	57	60	51	46	52
Responsiveness	44	46	47	35	42	50	57	45	48	43	55	41	45	47
Courtesy	50	52	50	42	40	58	60	45	52	48	56	50	48	49
Overall Impression	44	51	46	39	40	54	53	41	51	46	57	45	45	45
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	47	46	48	45	43	52	46	46	44	51	52	48	50	45
I am pleased with the overall direction that the City of Dallas is taking	53	50	48	45	44	57	50	43	46	52	52	44	53	49
The City of Dallas government welcomes citizen involvement	55	44	54	47	49	58	52	51	48	54	52	47	51	50
The City of Dallas government listens to citizens	46	35	46	42	41	55	47	38	38	45	40	38	45	42
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	4%	4%	9%	4%	10%	5%	6%	3%	3%	3%	10%	2%	1%	7%
Somewhat positive	22%	9%	37%	20%	15%	34%	34%	12%	28%	26%	30%	30%	31%	22%
Neutral	43%	41%	27%	37%	30%	35%	29%	40%	38%	45%	37%	35%	37%	44%
Somewhat negative	23%	36%	21%	27%	31%	17%	22%	30%	22%	18%	22%	25%	24%	21%
Very negative	8%	11%	7%	12%	15%	9%	9%	15%	8%	7%	2%	8%	7%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**Policy Question #16a**

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
	65%	72%	66%	48%	58%	62%	58%	59%	78%	71%	81%	77%	82%	79%

Percent rating "excellent" or "good."

**Policy Question #16c**

Please rate the following statement by selecting the answer that most clearly represents your opinion: "If a situation arises that requires a Police response, I feel confident that when I call for assistance the Police will meet my expectations."	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
	54%	55%	61%	45%	56%	71%	63%	54%	68%	60%	71%	61%	73%	60%

Percent rating "strongly" or "somewhat agree."