

The National  
**CITIZEN SURVEY™**

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2005

**Report of Geographic  
Subgroup Comparisons for  
the City of Dallas, Texas**



**City of Dallas**

Submitted by:

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# **SURVEY BACKGROUND**

## **ABOUT THE NATIONAL CITIZEN SURVEY™**

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 reweighted 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 1-15 by the 14 Council Districts. The survey materials were color-coded by District.

# UNDERSTANDING THE RESULTS

## ***“Don’t Know” Responses***

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply are shown in the full set of responses included in Appendix I 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.

There were two exceptions to the removal of “don’t know” responses. For items related to crime victimization and crime reporting, “don’t know” responses were not removed. In addition, the “don’t know” responses were not removed from the policy questions.

## ***Putting Evaluations Onto a 100-Point Scale***

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.

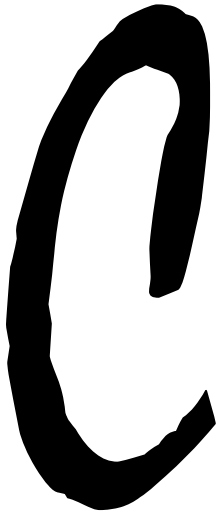
## ***Understanding the Tables***

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 (1,919 completed surveys). For each Council District, the margin of error rises to approximately + or - 10% as this reflects the smallest number of surveys received from a single Council District (90). Below is a table with the number of surveys received from each Council District.

<b>City of Dallas 2005 Citizen Survey: Number of Completed Surveys by Council District</b>		
	Number of surveys mailed within district	Number of completed surveys received
District 1	600	157
District 2	600	97
District 3	600	104
District 4	600	160
District 5	600	154
District 6	600	90
District 7	600	109
District 8	600	125
District 9	600	198
District 10	600	125
District 11	600	149
District 12	600	146
District 13	600	162
District 14	600	143



# COMPARISONS

Figure 1: Quality of Life Ratings

	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Dallas as a place to live	51	54	51	55	55	55	51	46	58	56	58	62	58	61
Neighborhood as a place to live	37	42	48	37	43	35	37	41	57	50	55	65	58	68
Dallas as a place to raise children	38	41	33	42	44	43	35	37	41	40	40	45	42	43
Dallas as a place to retire	33	32	28	41	40	38	39	33	39	30	37	34	30	37
Overall quality of life in Dallas	43	50	44	50	46	50	45	37	52	47	50	53	52	58
Average Rating on a 100-point Scale (0=poor, 100=excellent)														

Figure 2: Characteristics of the Community														
	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Sense of community	33	36	38	35	39	34	36	36	40	32	38	39	37	39
Openness and acceptance	38	39	42	42	41	41	37	39	45	43	47	43	44	43
Overall appearance of Dallas	42	42	45	45	47	46	43	39	48	45	50	47	45	48
Opportunities to attend cultural activities	47	55	49	50	48	55	54	49	61	52	60	56	58	57
Shopping opportunities	63	82	65	66	63	73	64	59	81	73	87	79	84	83
Air quality	38	35	30	38	37	36	32	34	30	38	33	36	29	37
Recreational opportunities	47	45	40	44	43	43	47	47	50	48	56	48	48	48
Job opportunities	34	44	41	37	33	42	32	28	47	42	49	44	53	56
Access to affordable quality housing	33	41	35	38	36	37	44	32	43	41	43	45	44	46
Access to affordable quality child care	34	45	32	35	32	24	40	33	36	35	34	35	35	43
Access to affordable quality health care	33	44	38	37	37	34	39	30	43	42	42	41	47	52
Ease of car travel	37	42	40	38	40	46	38	35	38	34	38	33	44	42
Ease of bus travel	52	49	50	49	57	47	47	48	38	47	46	32	44	36
Ease of rail/subway travel in Dallas	58	50	48	55	53	49	45	48	48	53	42	37	46	44
Ease of bicycle travel	29	23	30	33	34	19	29	36	28	29	27	25	20	26
Ease of walking	30	27	29	31	32	30	32	34	34	34	33	29	25	30
Overall image/reputation of Dallas	40	46	39	41	42	43	39	38	49	45	51	49	46	47
Average Rating on a 100-point Scale (0=poor, 100=excellent)														



Figure 3: Ratings of Growth														
	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Population growth	27%	44%	23%	32%	23%	41%	34%	24%	32%	36%	36%	35%	47%	53%
Retail growth (stores, restaurants etc.)	54%	64%	45%	47%	44%	70%	60%	55%	63%	51%	54%	63%	63%	58%
Jobs growth	25%	28%	30%	21%	21%	21%	23%	18%	24%	26%	19%	31%	35%	46%
Proportion of Respondents Rating as "About Right"														

Figure 4: Ratings of Potential Problems in Dallas															
	District														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	
Crime	8	6	13	8	7	14	11	7	13	8	13	14	16	15	
Drugs	8	7	7	7	7	10	7	7	14	11	13	13	15	17	
Too much growth	35	51	38	41	33	47	47	43	41	44	47	46	47	53	
Lack of growth	60	65	67	55	51	68	56	60	73	68	76	71	70	74	
Graffiti	35	38	38	35	37	43	36	35	45	50	55	55	48	51	
Noise	41	43	42	40	41	35	43	38	43	45	48	51	48	52	
Run down buildings, weed lots, or junk vehicles	29	33	34	26	24	31	29	26	37	38	44	44	38	39	
Taxes	32	44	31	25	23	30	26	26	32	36	37	38	34	43	
Traffic congestion	24	22	18	21	22	24	15	17	18	19	18	14	23	22	
Unsupervised youth	19	23	23	17	17	17	23	14	23	22	32	33	24	37	
Homelessness	23	16	15	14	17	18	19	15	22	18	29	35	23	24	
Weeds	36	46	41	33	37	38	31	33	51	45	56	56	49	54	
Average Rating on a 100-point Scale (0=major problem, 100=not a problem)															

Figure 5: Ratings of Safety from Various Problems														
	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Violent crime	35	33	33	33	34	36	34	25	42	39	44	48	48	48
Property crimes	28	26	28	29	28	36	32	23	32	32	33	40	39	38
Fire	59	63	57	59	56	64	55	55	60	59	62	64	64	67
Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)														

Figure 6: Ratings of Feelings of Safety in Various Areas															
	District														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	
In your neighborhood during the day	68	65	71	62	67	64	66	66	76	76	82	83	78	79	
In your neighborhood after dark	39	30	47	44	43	35	37	44	53	51	51	60	57	53	
In Dallas's downtown District during the day	61	69	69	65	61	62	66	60	65	66	65	61	63	65	
In Dallas's downtown District after dark	32	27	36	35	35	26	29	28	33	28	28	22	27	31	
In Dallas's parks during the day	58	64	61	58	62	67	58	58	65	68	73	68	62	64	
In Dallas's parks after dark	19	20	22	23	27	21	21	25	23	25	20	22	17	24	
Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)															

**Figure 7: 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?	37%	30%	33%	31%	35%	35%	36%	29%	26%	19%	21%	24%	26%	24%
If yes, was this crime (these crimes) reported to the police?	64%	76%	89%	84%	76%	43%	60%	78%	64%	91%	84%	71%	52%	63%
Percent of Respondents Whose Households Were Victims of Crime, and Who Reported the Crime														

**Figure 8: Use of Community Amenities**

	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Used Dallas public libraries or their services	70%	71%	74%	78%	66%	64%	79%	78%	67%	71%	71%	61%	60%	51%
Used Dallas recreation centers	59%	43%	61%	54%	60%	62%	63%	60%	47%	42%	52%	40%	42%	40%
Participated in a recreation program or activity	35%	30%	44%	42%	42%	28%	53%	40%	29%	37%	43%	33%	33%	27%
Visited a Dallas park	82%	87%	86%	80%	81%	82%	80%	81%	85%	86%	86%	85%	81%	76%
Listened to the City's radio station WWR	39%	63%	57%	48%	33%	40%	36%	35%	58%	63%	73%	77%	69%	82%
Ridden a local bus within Dallas	58%	38%	56%	56%	59%	57%	58%	47%	32%	53%	30%	29%	33%	24%
Attended a meeting of local elected officials or other local public meeting	36%	27%	34%	30%	29%	30%	31%	27%	26%	25%	18%	12%	25%	16%
Watched a meeting of local elected officials or other local public meeting on cable television	57%	51%	47%	68%	52%	38%	59%	56%	41%	41%	57%	36%	48%	40%
Recycled used paper, cans or bottles from your home	64%	44%	59%	55%	53%	54%	67%	45%	58%	55%	59%	51%	62%	45%
Volunteered your time to some group/activity in Dallas	39%	54%	47%	39%	37%	30%	47%	33%	40%	39%	52%	39%	52%	46%
Used the Internet for anything	22%	20%	33%	26%	27%	18%	35%	16%	31%	28%	22%	18%	39%	25%
Used the Internet to conduct business with Dallas	67%	75%	72%	76%	60%	68%	58%	65%	84%	90%	88%	91%	84%	91%
Purchased an item over the Internet	32%	38%	45%	35%	22%	33%	33%	26%	45%	47%	57%	59%	53%	58%
Proportion of Respondents Rating Engaging in Activity At Least Once in Last 12 Months														

**Figure 9a: Quality of Service Ratings**

	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Police services	47	44	43	45	41	48	39	38	48	48	50	51	52	51
Fire services	72	71	66	69	71	70	70	67	74	70	75	67	68	70
Ambulance/emergency medical services	65	65	62	65	68	67	66	58	71	66	71	66	65	66
Crime prevention	24	25	25	28	28	26	24	25	33	32	28	35	31	32
Fire prevention and education	50	51	48	47	52	49	54	47	55	50	54	47	45	52
Traffic enforcement	38	43	44	42	43	49	41	39	44	40	49	45	44	40
Garbage collection	56	51	53	51	53	55	52	49	63	54	64	61	55	59
Recycling	38	34	31	35	39	37	42	34	37	42	34	39	32	29
Street repair	17	19	16	18	21	23	18	14	22	27	32	31	20	21
Street cleaning	26	29	25	27	27	26	20	23	33	35	44	39	34	35
Street lighting	32	36	39	31	31	37	32	24	40	42	47	42	38	45
Snow removal	47	51	45	39	47	45	41	43	51	56	59	51	54	55
Traffic signal timing	44	43	39	41	43	42	42	34	45	44	39	36	42	42
Amount of public parking	35	36	38	34	37	37	36	32	38	41	37	35	36	36
Bus/transit services	59	51	54	59	61	54	53	47	51	52	53	41	45	48
Storm drainage	43	41	43	38	38	47	42	41	48	43	52	47	45	51
Drinking water	46	45	46	41	47	51	44	40	50	47	46	48	47	46
Sewer services	46	50	49	48	46	49	45	41	55	49	53	54	53	57
City parks	48	47	52	44	48	48	43	44	52	49	56	49	47	51
Recreation programs or classes	46	45	46	46	41	42	53	43	48	50	55	48	41	52
Range/variety of recreation programs and classes	44	43	46	39	41	42	49	40	46	45	51	47	39	50
Recreation centers/facilities	43	44	48	40	40	43	50	41	49	45	53	49	45	48
Accessibility to parks	48	51	54	46	46	53	47	50	56	52	57	50	54	54
Accessibility to recreation centers/facilities	45	49	48	42	44	48	48	47	52	51	56	49	48	49
Appearance/maintenance of parks	47	46	45	43	41	49	45	43	50	48	54	51	45	48
Appearance of recreation centers/facilities	45	40	44	44	40	49	45	41	49	47	53	51	43	45

Report of Geographic Subgroup Comparisons

**Figure 9a: Quality of Service Ratings**

	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Land use, planning and zoning	39	29	39	28	33	38	30	29	38	34	39	40	38	42
Code enforcement (weeds, abandoned buildings, etc)	26	28	31	25	21	28	25	24	34	27	36	39	34	32
Animal control	23	40	33	27	30	33	33	24	44	44	50	50	44	46
Economic development	37	39	47	34	34	43	29	35	44	38	47	43	41	46
Health services	40	42	41	39	40	45	48	32	44	44	52	45	48	52
Services to seniors	38	35	39	34	41	41	48	30	43	34	41	38	40	39
Services to youth	35	34	32	28	32	37	37	25	34	33	41	38	39	35
Services to low-income people	35	29	32	26	33	31	44	26	31	33	37	34	31	33
Public library services	62	65	60	58	59	61	64	53	63	64	66	63	57	61
Variety of library materials	58	60	60	52	52	51	62	47	65	62	65	59	58	63
Public information services	47	49	47	44	44	43	52	41	50	51	53	47	47	49
Municipal courts	45	41	39	43	44	44	44	36	47	42	45	43	43	47
Cable television	42	42	39	47	45	43	46	41	48	42	49	47	40	43
Bulk trash pick-up	44	39	46	46	44	42	45	36	57	48	50	54	46	50
Alley maintenance	22	23	29	25	24	21	25	24	30	31	41	41	29	35
3-1-1 services	52	55	47	50	44	52	47	40	50	46	51	43	44	54
Average Rating on a 100-Point Scale (0=poor, 100=excellent)														

Figure 10: Ratings of Various Levels of Government														
	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Overall, how would you rate the quality of the services provided by the City of Dallas?	44	42	43	40	41	46	38	35	46	44	49	47	47	44
Overall, how would you rate the quality of the services provided by the Federal Government?	40	47	41	38	40	53	40	32	41	43	43	42	47	44
Overall, how would you rate the quality of the services provided by the State Government?	39	42	39	36	40	50	40	32	40	44	39	43	43	45
Average Rating on a 100-point Scale (0=poor, 100=excellent)														

Figure 11: 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?	61%	58%	67%	57%	63%	58%	55%	55%	57%	51%	53%	53%	58%	50%
Percent of Respondents Who Reported Contact with a City Employee in the Last 12 Months														

Figure 12: Ratings of Contact with City Employees														
	District													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Knowledge	50	49	53	58	48	59	53	46	60	53	55	57	56	62
Responsiveness	42	46	47	48	44	47	50	34	46	49	56	48	49	51
Courtesy	55	50	52	58	46	50	52	43	57	51	53	51	53	57
Overall Impression	43	48	49	49	43	47	45	37	50	49	54	52	49	55
Average Rating on a 100-point Scale (0=poor, 100=excellent)														

Figure 13: Ratings of Public Trust														
	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	50	49	43	43	45	49	41	43	49	44	54	51	49	52
I am pleased with the overall direction that the City of Dallas is taking	51	47	45	48	44	55	44	41	48	46	54	46	46	49
The City of Dallas government welcomes citizen involvement	58	49	54	54	53	59	54	52	52	50	57	47	53	50
The City of Dallas government listens to citizens	47	46	43	42	48	53	46	38	40	40	44	41	48	40
Average Rating on a 100-point Scale (0=strongly disagree, 100=strongly agree)														

Figure 14: Perceptions of Economy															
		District													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
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	6%	2%	4%	7%	5%	4%	3%	3%	5%	8%	8%	4%	12%	6%
	somewhat positive	23%	22%	26%	18%	19%	28%	31%	14%	21%	27%	26%	34%	27%	35%
	neutral	42%	50%	42%	51%	42%	52%	38%	41%	49%	43%	39%	37%	43%	43%
	somewhat negative	24%	21%	20%	19%	24%	13%	18%	25%	17%	17%	22%	22%	17%	12%
	very negative	5%	6%	7%	5%	10%	3%	10%	17%	7%	5%	5%	3%	1%	3%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%