



THE NCSTM
The National Citizen SurveyTM

Denton, TX

Comparisons by Demographic Subgroups

2018



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About

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. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Denton’s Comparisons by Demographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by age, sex, race/ethnicity, housing tenure (rent or own) and housing unit type (attached or detached).

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroups ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table A below, respondents age 55 and over (C) gave significantly higher rating to the overall quality of life than those age 18 to 34 (A) and 35 to 54 (B), as denoted by the “A B” listed in the cell of the ratings for those 55+. This was also true of women (A) over men (B); people who were white alone, not Hispanic (A) over those who were Hispanic and/or other race (B); homeowners (B) over renters (A); and those living in detached housing (A) over those living in attached housing (B).

Figure 1: Community Characteristics – General (Example Only)

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
The overall quality of life in ABC	76%	78% A	82% A B	79% B	77%	81% B	71%	73%	81% A	79% B	76%	78%
Overall image or reputation of ABC	69%	69%	73% A B	71% B	69%	72% B	64%	68%	71% A	69%	71% A	70%
ABC as a place to live	81%	84% A	87% A B	85% B	83%	86% B	78%	79%	86% A	85% B	82%	84%

Findings

Notable differences between demographic subgroups included the following:

- Within Community Characteristics, female residents tended to give less positive ratings to aspects of Mobility than male residents, including overall ease of travel, public parking and ease of travel by car.
- Residents who were Hispanic and/or another race were more likely to give positive ratings to services related to Mobility, such as traffic enforcement, street repair and street cleaning.
- Residents who were age 18-34 or who rented their homes were more likely than their counterparts to have carpooled, walked or biked or used public transportation instead of driving.
- Residents who lived in detached housing were more likely than those who lived in attached housing to have participated in aspects of Natural Environment such as recycling at home or making efforts to make their homes more energy efficient.
- Homeowners were more likely than renters to have participated in aspects of Community Engagement such as campaigning for an issue, cause or candidate, volunteering or participating in a club.
- While the use of City information sources varied by age, residents age 35 or older were generally more likely to use most of the listed information sources than residents who were 18-34.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
The overall quality of life in Denton	80%	85%	88%	77%	88%	79%	91% A	81%	85%	83%	82%	83%
Overall image or reputation of Denton	79%	73%	76%	76%	76%	70%	90% A	77%	76%	72%	85% A	76%
Denton as a place to live	82%	94% A	88%	84%	89%	87%	85%	83%	91%	88%	85%	86%
Your neighborhood as a place to live	75%	88% A	91% A	84%	81%	84%	78%	73%	93% A	87% B	75%	81%
Denton as a place to raise children	74%	87%	82%	76%	81%	79%	79%	73%	86% A	83%	73%	79%
Denton as a place to retire	37%	74% A	75% A	49%	66% A	55%	62%	46%	70% A	69% B	39%	58%
Overall appearance of Denton	79%	75%	65%	70%	80%	71%	82%	82% B	69%	69%	85% A	75%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall feeling of safety in Denton	65%	90% A	88% A	66%	91% A	76%	81%	68%	90% A	85% B	68%	77%
In your neighborhood during the day	93%	98%	95%	95%	94%	96%	92%	94%	97%	96%	94%	94%
In Denton's downtown/commercial area during the day	84%	95% A	91%	94% B	84%	95% B	78%	85%	93%	95% B	80%	88%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall ease of getting to the places you usually have to visit	51%	71% A	58%	48%	68% A	52%	68% A	55%	61%	61%	54%	59%
Traffic flow on major streets	15%	31% A	41% A	20%	29%	23%	29%	20%	32%	33% B	14%	26%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Ease of public parking	28%	37%	31%	23%	39%	27%	43%	21%	46%	41%	20%	32%
Ease of travel by car in Denton	30%	64% A	47% A	34%	55% A	34%	60% A	29%	61% A	56% B	26%	44%
Ease of travel by public transportation in Denton	53%	47%	51%	25%	78% A	37%	72% A	49%	55%	58%	42%	51%
Ease of travel by bicycle in Denton	45%	50%	55%	39%	58% A	44%	55%	41%	56%	63% B	26%	47%
Ease of walking in Denton	63%	66%	63%	57%	71% A	62%	67%	65%	63%	66%	61%	63%
Availability of paths and walking trails	54%	52%	57%	54%	53%	50%	61%	51%	58%	58%	48%	53%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Quality of overall natural environment in Denton	50%	69% A	76% A	51%	72% A	53%	77% A	50%	75% A	71% B	48%	62%
Air quality	74%	74%	65%	73%	67%	67%	81% A	72%	71%	70%	74%	71%
Cleanliness of Denton	58%	75% A	62%	59%	68%	60%	71%	67%	62%	63%	67%	64%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall "built environment" of Denton (including overall design, buildings, parks and transportation systems)	55%	66%	59%	54%	64%	50%	75% A	55%	63%	63%	53%	59%
Public places where people want to spend time	74%	70%	73%	67%	77%	68%	80%	72%	74%	72%	75%	73%
Variety of housing options	62%	61%	63%	64%	57%	58%	67%	61%	63%	63%	59%	61%
Availability of affordable quality housing	41%	49%	46%	40%	44%	42%	47%	39%	50%	50% B	36%	43%
Overall quality of new development in Denton	68%	77%	75%	79% B	64%	71%	75%	64%	81% A	75%	68%	72%

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Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall economic health of Denton	57%	77% A	78% A	53%	83% A	56%	91% A	56%	81% A	74% B	59%	68%
Denton as a place to work	67%	71%	80%	64%	78%	66%	77%	68%	75%	72%	70%	71%
Denton as a place to visit	64%	68%	67%	68%	60%	70% B	54%	66%	64%	64%	66%	65%
Employment opportunities	53%	54%	62%	50%	59%	51%	61%	47%	66% A	65% B	41%	55%
Shopping opportunities	63%	57%	71%	60%	66%	64%	61%	67%	58%	58%	70%	63%
Cost of living in Denton	42%	59% A	47%	43%	50%	51%	41%	36%	61% A	58% B	33%	48%
Overall quality of business and service establishments in Denton	84%	74%	70%	72%	83%	73%	89% A	81%	74%	73%	85% A	78%
Vibrant downtown/commercial area	80%	74%	77%	74%	81%	80%	73%	75%	82%	77%	80%	78%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Health and wellness opportunities in Denton	54%	78% A	79% A	51%	84% A	60%	83% A	55%	79% A	74% B	56%	67%
Fitness opportunities (including exercise classes and paths or trails, etc.)	77%	64%	74%	69%	75%	71%	73%	72%	72%	69%	77%	72%
Recreational opportunities	83% B	65%	75%	79%	70%	74%	76%	76%	74%	74%	77%	75%
Availability of affordable quality food	82%	81%	80%	74%	87% A	75%	93% A	80%	82%	84%	76%	81%
Availability of affordable quality health care	59%	63%	80% A	59%	71%	61%	76%	52%	79% A	75% B	51%	66%
Availability of preventive health services	76%	60%	75%	67%	73%	70%	70%	64%	78% A	74%	67%	70%
Availability of affordable quality mental health care	68%	63%	61%	58%	71%	60%	70%	59%	71%	71%	55%	64%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall opportunities for education and enrichment	84%	91%	90%	82%	94%	84%	93%	84%	91%	92%	81%	87%
Availability of affordable quality child care/preschool	27%	53%	64%	32%	58%	34%	58%	35%	52%	50%	31%	44%
K-12 education	52%	64%	82%	63%	67%	58%	75%	69%	60%	61%	72%	63%
Adult educational opportunities	89%	74%	83%	78%	89%	78%	91%	80%	88%	85%	81%	83%
Opportunities to attend cultural/arts/music activities	89%	89%	78%	85%	87%	87%	85%	85%	88%	87%	86%	86%
Opportunities to participate in religious or spiritual events and activities	95%	96%	82%	95%	86%	91%	92%	92%	90%	92%	91%	91%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Opportunities to participate in social events and activities	88%	76%	78%	83%	82%	79%	89%	83%	82%	81%	86%	83%
Opportunities to volunteer	84%	80%	88%	79%	90%	79%	93%	78%	90%	88%	77%	83%
Opportunities to participate in community matters	98%	80%	86%	89%	92%	86%	96%	92%	88%	89%	91%	89%
Openness and acceptance of the community toward people of diverse backgrounds	85%	82%	72%	85%	75%	80%	84%	83%	79%	80%	82%	81%
Neighborliness of residents in Denton	65%	60%	69%	64%	63%	58%	74%	59%	70%	68%	59%	64%

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Table 10: Governance - General

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	
Percent rating positively (e.g., excellent/good)												
The City of Denton	82%	80%	87%	81%	83%	81%	86%	84%	82%	82%	85%	83%
The value of services for the taxes paid to Denton	54%	40%	54%	50%	47%	44%	57%	55%	45%	47%	53%	50%
The overall direction that Denton is taking	63%	70%	56%	65%	61%	58%	74% A	63%	65%	66%	61%	64%
The job Denton government does at welcoming citizen involvement	72% B	43%	62%	66%	55%	64%	57%	63%	58%	59%	64%	62%
Overall confidence in Denton government	48%	53%	54%	45%	53%	46%	59%	43%	57%	58% B	37%	51%
Generally acting in the best interest of the community	61%	56%	54%	56%	56%	56%	59%	56%	59%	61%	52%	58%
Being honest	63%	52%	53%	58%	53%	53%	61%	53%	61%	60%	51%	57%
Treating all residents fairly	63%	56%	55%	58%	56%	54%	66%	57%	61%	62%	53%	59%
Overall customer service by Denton employees (police, receptionists, planners, etc.)	64%	78%	81%	73%	72%	67%	82% A	69%	77%	76%	68%	73%
The Federal Government	3% C	3%	3%	3% B	3%	3% B	3%	3% B	3%	3%	3%	3%
The State Government	36%	33%	57% A B	25%	54% A	30%	58% A	31%	49% A	46% B	30%	39%

Table 11: Governance - Safety

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	
Percent rating positively (e.g., excellent/good)												
Police services	61%	82% A	92% A	71%	77%	72%	78%	61%	89% A	86% B	55%	75%
Fire services	86%	95%	97%	93%	90%	91%	95%	89%	95%	97% B	82%	92%
Ambulance or emergency medical services	100%	94%	96%	99%	94%	98%	94%	100%	94%	95%	100%	96%
Crime prevention	53%	56%	82% A B	66%	55%	64%	53%	50%	73% A	64%	55%	61%
Fire prevention and education	73%	64%	86%	67%	76%	71%	74%	58%	83% A	76%	64%	72%
Animal control	77%	75%	73%	69%	83%	69%	87% A	77%	73%	75%	75%	75%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	65%	79%	79%	69%	77%	72%	73%	72%	73%	80% B	62%	72%

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Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Traffic enforcement	56%	67%	62%	53%	68% A	51%	77% A	55%	67%	63%	58%	60%
Street repair	17%	18%	25%	17%	22%	14%	28% A	19%	20%	19%	20%	19%
Street cleaning	51%	45%	47%	43%	54%	41%	63% A	49%	48%	49%	47%	48%
Street lighting	32%	53% A	62% A	33%	59% A	36%	60% A	36%	56% A	52% B	36%	45%
Snow removal	42%	44%	60%	41%	49%	48%	43%	50%	41%	45%	46%	45%
Sidewalk maintenance	39%	47%	37%	34%	47%	32%	56% A	34%	48%	48% B	30%	40%
Traffic signal timing	29%	32%	40%	24%	39% A	29%	37%	27%	38%	40% B	21%	33%
Bus or transit services	60%	55%	64%	42%	78% A	50%	79% A	57%	63%	64%	54%	60%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Garbage collection	94%	93%	86%	88%	96%	90%	96%	92%	93%	90%	96%	92%
Recycling	84%	86%	86%	77%	94% A	86%	84%	82%	88%	91% B	76%	85%
Yard waste pick-up	73%	93% A	87%	73%	95% A	79%	93% A	74%	91% A	88% B	73%	83%
Drinking water	74%	63%	88% B	69%	78%	70%	83%	68%	81% A	75%	73%	74%
Preservation of natural areas such as open space, farmlands and greenbelts	45%	57%	58%	46%	55%	50%	54%	55%	47%	45%	63% A	50%
Denton open space	51%	56%	51%	48%	55%	49%	58%	51%	52%	50%	54%	51%

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Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Storm drainage	60%	65%	74%	61%	70%	61%	74%	55%	76% A	77% B	45%	65%
Sewer services	76%	80%	90%	76%	83%	77%	86%	74%	86%	82%	78%	81%
Electric service	75%	82%	91% A	80%	80%	84%	74%	78%	83%	81%	78%	80%
Utility billing	75%	65%	83% B	70%	77%	74%	73%	78%	69%	67%	84% A	73%
Land use, planning and zoning	57%	51%	55%	48%	63%	43%	76% A	58%	53%	54%	58%	55%
Code enforcement (weeds, abandoned buildings, etc.)	41%	54%	49%	48%	46%	38%	63% A	42%	53%	48%	47%	47%
Cable television	78% C	61%	45%	61%	60%	59%	62%	76% B	51%	57%	70%	59%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Economic development	59%	64%	70%	53%	72% A	56%	76% A	65%	62%	60%	69%	63%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
City parks	85%	85%	88%	88%	81%	87%	83%	86%	85%	86%	85%	85%
Recreation programs or classes	57%	82% A	88% A	68%	78%	73%	72%	62%	81% A	81% B	60%	72%
Recreation centers or facilities	55%	77% A	76%	65%	71%	63%	75%	65%	72%	72%	64%	68%
Health services	78%	69%	83%	72%	77%	65%	93% A	73%	79%	77%	75%	76%

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Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Public library services	96%	95%	93%	99% B	91%	95%	95%	96%	94%	95%	96%	95%
City-sponsored special events	85%	72%	69%	74%	78%	73%	83%	80%	74%	77%	77%	77%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Public information services	86%	70%	75%	81%	77%	72%	89% A	88% B	69%	72%	90% A	78%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Sense of community	75%	74%	72%	71%	74%	67%	85% A	75%	72%	71%	77%	73%
Recommend living in Denton to someone who asks	84%	98% A	91%	86%	93%	89%	90%	85%	95% A	92%	87%	89%
Remain in Denton for the next five years	58%	98% A	89% A	72%	80%	69%	88% A	60%	94% A	91% B	55%	76%
Contacted the City of Denton (in-person, phone, email or web) for help or information	55%	49%	48%	55%	48%	56%	43%	50%	53%	61% B	38%	52%

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Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Was NOT the victim of a crime	87%	92%	92%	88%	91%	89%	89%	85%	94% A	87%	92%	89%
Did NOT report a crime	81%	93% A	88%	81%	93% A	84%	90%	82%	91%	89%	82%	86%
Stocked supplies in preparation for an emergency	15%	24%	25%	17%	23%	19%	23%	13%	30% A	25%	15%	22%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Walked or biked instead of driving	79% B C	36%	34%	62%	49%	60%	49%	67% B	42%	49%	64% A	55%
Carpooled with other adults or children instead of driving alone	71% B C	37%	28%	58% B	43%	49%	54%	59% B	40%	44%	59% A	50%
Used bus, rail, subway or other public transportation instead of driving	46% B C	14%	19%	36%	25%	30%	31%	39% B	20%	26%	37%	30%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Recycle at home	73%	90% A	90% A	80%	85%	84%	80%	70%	96% A	97% B	61%	82%
Made efforts to make your home more energy efficient	62%	70%	69%	68%	64%	59%	79% A	55%	79% A	79% B	48%	66%
Made efforts to conserve water	87%	89%	86%	89%	86%	83%	97% A	86%	90%	92% B	82%	88%

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Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
NOT under housing cost stress	53%	72% A	62%	68% B	52%	70% B	42%	56%	66%	58%	66%	61%
Did NOT observe a code violation	34%	50% A	42%	36%	44%	37%	46%	39%	43%	43%	38%	41%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Purchase goods or services from a business located in Denton	100%	97%	99%	99%	100%	100%	97%	100%	98%	98%	100%	99%
Economy will have positive impact on income	27%	44% A	49% A	27%	48% A	32%	45%	25%	48% A	40%	31%	36%
Work in Denton	63% C	69% C	36%	56%	61%	50%	74% A	66% B	51%	56%	63%	59%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Used Denton recreation centers or their services	31%	57% A	39%	34%	49% A	31%	55% A	37%	44%	45%	33%	41%
Visited a neighborhood park or City park	81% C	93% C	62%	77%	80%	75%	86%	76%	82%	79%	79%	79%
Eat at least 5 portions of fruits and vegetables a day	64%	69%	87% A B	79% B	64%	71%	72%	62%	81% A	81% B	56%	70%
Participate in moderate or vigorous physical activity	68%	69%	86% A	74%	70%	72%	75%	64%	81% A	78% B	64%	72%
Reported being in "very good" or "excellent" health	53%	46%	54%	41%	62% A	46%	64% A	48%	57%	57%	45%	52%

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Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Used Denton public libraries or their services	56%	51%	50%	61% B	46%	52%	53%	53%	52%	49%	58%	53%
Participated in religious or spiritual activities in Denton	25%	50% A	65% A	39%	45%	41%	39%	25%	60% A	50% B	28%	41%
Attended a City-sponsored event	54%	59% C	38%	53%	48%	54%	47%	58%	44%	49%	54%	52%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Campaigned or advocated for an issue, cause or candidate	15%	23%	28%	25%	16%	25% B	11%	15%	27% A	24%	15%	20%
Contacted Denton elected officials (in-person, phone, email or web) to express your opinion	11%	13%	18%	11%	17%	12%	15%	13%	14%	15%	11%	13%
Volunteered your time to some group/activity in Denton	32%	43%	43%	40%	37%	39%	34%	29%	47% A	46% B	24%	37%
Participated in a club	30%	30%	33%	30%	33%	30%	32%	23%	40% A	32%	29%	31%
Talked to or visited with your immediate neighbors	86%	93%	94%	91%	88%	92%	85%	81%	98% A	94% B	82%	89%
Done a favor for a neighbor	66%	82% A	88% A	73%	78%	74%	78%	61%	91% A	85% B	61%	75%
Attended a local public meeting	12%	22%	28% A	12%	28% A	17%	25%	17%	23%	23%	15%	20%
Watched (online or on television) a local public meeting	12%	18%	18%	7%	25% A	10%	25% A	12%	19%	16%	15%	16%
Read or watch local news (via television, paper, computer, etc.)	56%	70%	86% A	65%	69%	67%	68%	49%	87% A	78% B	51%	67%
Vote in local elections	36%	77% A	85% A	65%	55%	66% B	46%	42%	80% A	71% B	44%	60%

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Table 28: Community Focus Areas

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	
Percent rating positively (e.g., essential/very important)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
Overall feeling of safety in Denton	93%	94%	95%	90%	98% A	91%	100% A	94%	93%	95%	92%	93%
Overall ease of getting to the places you usually have to visit	91%	88%	95%	87%	96% A	88%	97% A	92%	90%	89%	94%	91%
Quality of overall natural environment in Denton	81%	93% A	84%	86%	83%	83%	89%	81%	89%	89%	79%	85%
Overall "built environment" of Denton (including overall design, buildings, parks and transportation systems)	72%	97% A C	78%	78%	84%	79%	84%	75%	87% A	85% B	74%	80%
Health and wellness opportunities in Denton	78%	83%	91%	81%	84%	78%	91% A	77%	88% A	84%	78%	81%
Overall opportunities for education and enrichment	86%	76%	82%	88% B	75%	79%	89%	82%	81%	80%	84%	81%
Overall economic health of Denton	97%	93%	91%	93%	96%	93%	97%	96%	93%	94%	96%	95%
Sense of community	82%	77%	79%	87% B	72%	79%	81%	75%	84%	79%	79%	79%

Table 29: City of Denton Communications

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	
Please rate the following aspects of City of Denton communications (Percent rating as "excellent" or "good")	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
The availability of information about City programs and services	60%	73%	76%	60%	76% A	70%	63%	62%	74%	78% B	50%	68%
City efforts to keep citizens informed about local issues	45%	60%	73% A	58%	52%	60%	48%	44%	70% A	65% B	43%	56%
City efforts to educate citizens about environmental and sustainable practices	64%	49%	69%	60%	59%	55%	69%	55%	67%	65%	54%	61%
The quality of the City's website (www.cityofdenton.com)	66%	75%	60%	63%	71%	61%	79% A	60%	76% A	74% B	56%	68%
The quality of the City's video production and cable television channel (Charter 194, Grande 12, Frontier 38)	85%	64%	64%	50%	71%	60%	72%	72%	63%	67%	67%	65%
The relevance of topics in the Resident Update newsletter	79%	63%	73%	69%	70%	71%	70%	67%	75%	72%	69%	71%

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Table 30: Sources of City Information

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 (Percent rating as "major source" or "minor source")	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
City website (www.cityofdenton.com)	87%	95% C	77%	88%	86%	85%	89%	86%	87%	90%	82%	87%
Resident Update newsletter	56%	76% A	79% A	58%	76% A	66%	69%	60%	76% A	76% B	54%	68%
Citizen Connection (utility bill newsletter)	54%	81% A	81% A	66%	71%	62%	78% A	58%	80% A	77% B	55%	68%
City cable television channel (Charter 194, Grande 12, Frontier 38)	26%	39%	51% A	26%	46% A	31%	46% A	29%	43% A	39%	30%	35%
City Facebook or Twitter feed	57%	71% C	46%	56%	61%	56%	64%	54%	63%	62%	51%	57%
City YouTube channel	27%	43%	40%	23%	47% A	29%	47% A	33%	36%	35%	34%	34%
City email news updates and alerts	57%	76% A	59%	60%	65%	60%	65%	60%	65%	69% B	52%	62%
CodeRed emergency notifications	61%	83% A	72%	71%	67%	71%	64%	63%	77% A	76% B	60%	70%
Denton Record-Chronicle	66%	79%	71%	70%	71%	72%	67%	67%	75%	74%	66%	71%
Other local news source	47%	64% A	62%	48%	61%	53%	59%	45%	65% A	64% B	41%	55%
Your homeowner/neighborhood association	12%	35% A	56% A B	20%	37% A	28%	32%	19%	40% A	36% B	18%	29%
Public meetings	35%	60% A	64% A	41%	55%	50%	47%	34%	65% A	61% B	30%	49%
Public buildings (brochures, posters, signage)	67%	74%	64%	65%	71%	66%	73%	67%	70%	73%	61%	68%
City staff	43%	64% A	63% A	56%	51%	55%	48%	47%	61%	63% B	39%	53%
City Council	27%	63% A	66% A	42%	51%	49%	39%	31%	62% A	59% B	25%	45%
Word of mouth/friends	88%	86%	85%	92% B	81%	86%	86%	88%	85%	87%	86%	86%

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Table 31: Customer Service Performance

Thinking about your most recent experience with the City of Denton, please rate your impression of the following categories of customer service performance (Percent rating as "excellent" or "good")	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
The ease of locating contact information	74%	76%	71%	75%	73%	70%	81%	77%	70%	71%	77%	74%
The availability of City staff (hours of operation)	69%	64%	79%	68%	71%	69%	70%	73%	66%	71%	68%	70%
The length of time you waited (waiting on hold, waiting in line, etc.) to submit a request	68%	64%	61%	68%	61%	69%	58%	67%	63%	70%	58%	66%
The courtesy and helpfulness of City staff	78%	88%	85%	76%	89% A	80%	85%	80%	85%	83%	81%	82%
The competence and knowledge of City staff	80%	82%	84%	82%	79%	84%	76%	78%	85%	84%	77%	81%
The timely resolution of your request	88%	79%	74%	85%	79%	79%	86%	84%	80%	83%	81%	82%

Table 32: Voter Participation

(Percent "yes")	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Did you vote in the previous municipal election in Denton:	4%	48% A	65% A B	29%	34%	33%	25%	8%	58% A	49% B	6%	31%