

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

## Denton, TX

Comparisons by Geographic Subgroups

2018



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# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Denton’s Comparisons by Geographic 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 City Council District.

## 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 City Council District. 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 subgroup 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 in Districts 1 (A) and 2 (B) gave significantly lower ratings to overall quality of life than respondents in Districts 3 (C) and 4 (D), as denoted by the “A B” listed in the cell of the ratings for Districts 3 and 4. The overall quality of life rating in District 4 (D) also was significantly lower than that of District 3 (C) (as indicated by the “D” in the rating for District 3).

Figure 1: Community Characteristics – General (Example Only)

Percent rating positively (e.g., excellent/good)	District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
The overall quality of life in ABC	73%	74%	79% A B D	76% A B	78%
Overall image or reputation of ABC	65%	66%	69% A B	71% A B C	70%
ABC as a place to live	80%	81%	85% A B D	82% A B	84%

Four City Council Districts were tracked for comparison and the number of completed surveys for each are in the figure below. While residents' experiences and opinions did vary in many cases by their district of residence, a clear pattern of how geographic location impacted opinion did not emerge. For example, those in one district may have had higher ratings than other districts for some items in a topic area, but also some lower ratings under that same topic. Thus despite some variability, no district appeared to have consistently higher or lower ratings.

Figure 2: Geographic Areas

City Council District	Number of Completed Surveys
Council District 1	38
Council District 2	73
Council District 3	46
Council District 4	59
Overall	216

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Table 1: Community Characteristics - General

	City Council District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
Percent rating positively (e.g., excellent/good)					
The overall quality of life in Denton	81%	84%	74%	92% C	83%
Overall image or reputation of Denton	75%	73%	71%	87%	76%
Denton as a place to live	92%	85%	85%	84%	86%
Your neighborhood as a place to live	88% D	84% D	86% D	68%	81%
Denton as a place to raise children	86%	80%	83%	71%	79%
Denton as a place to retire	64%	59%	57%	53%	58%
Overall appearance of Denton	84%	73%	74%	70%	75%

Table 2: Community Characteristics - Safety

	City Council District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Overall feeling of safety in Denton	67%	88% A	77%	77%	77%
In your neighborhood during the day	97%	95%	96%	89%	94%
In Denton's downtown/commercial area during the day	99% D	90% D	93% D	70%	88%

Table 3: Community Characteristics - Mobility

	City Council District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Overall ease of getting to the places you usually have to visit	67%	62%	54%	54%	59%
Traffic flow on major streets	24%	29%	31%	19%	26%
Ease of public parking	24%	45% A C	27%	32%	32%
Ease of travel by car in Denton	33%	61% A C	39%	43%	44%
Ease of travel by public transportation in Denton	33%	55%	46%	57%	51%
Ease of travel by bicycle in Denton	35%	48%	70% A D	32%	47%
Ease of walking in Denton	79% B D	54%	68%	56%	63%
Availability of paths and walking trails	50%	46%	58%	61%	53%

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Table 4: Community Characteristics - Natural Environment

	City Council District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Quality of overall natural environment in Denton	66%	57%	64%	63%	62%
Air quality	83% B	45%	86% B	72% B	71%
Cleanliness of Denton	68%	55%	79% B D	54%	64%

Table 5: Community Characteristics - Built Environment

	City Council District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Overall "built environment" of Denton (including overall design, buildings, parks and transportation systems)	75% C D	57%	55%	52%	59%
Public places where people want to spend time	74%	74%	66%	77%	73%
Variety of housing options	88% B C D	46%	57%	56%	61%
Availability of affordable quality housing	47%	31%	50%	50%	43%
Overall quality of new development in Denton	88% D	73%	71%	62%	72%

Table 6: Community Characteristics - Economy

	City Council District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Overall economic health of Denton	61%	73%	55%	82% A C	68%
Denton as a place to work	71%	74%	72%	68%	71%
Denton as a place to visit	80% B D	61%	63%	59%	65%
Employment opportunities	44%	63%	58%	53%	55%
Shopping opportunities	67%	67%	59%	57%	63%
Cost of living in Denton	51%	51%	45%	43%	48%
Overall quality of business and service establishments in Denton	81%	73%	76%	82%	78%
Vibrant downtown/commercial area	81%	87% C	68%	74%	78%

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Table 7: Community Characteristics - Recreation and Wellness

	City Council District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Health and wellness opportunities in Denton	65%	76% C	55%	70%	67%
Fitness opportunities (including exercise classes and paths or trails, etc.)	83% D	78%	65%	61%	72%
Recreational opportunities	78%	71%	79%	73%	75%
Availability of affordable quality food	86% C	82% C	63%	93% C	81%
Availability of affordable quality health care	77% C	70%	54%	68%	66%
Availability of preventive health services	74%	75%	63%	71%	70%
Availability of affordable quality mental health care	56%	73%	62%	66%	64%

Table 8: Community Characteristics - Education and Enrichment

	City Council District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Overall opportunities for education and enrichment	89%	89%	88%	84%	87%
Availability of affordable quality child care/preschool	31%	36%	46%	75% A B	44%
K-12 education	58%	52%	79% B	68%	63%
Adult educational opportunities	77%	89%	75%	88%	83%
Opportunities to attend cultural/arts/music activities	73%	89% A	87%	92% A	86%
Opportunities to participate in religious or spiritual events and activities	96%	85%	93%	90%	91%

Table 9: Community Characteristics - Community Engagement

	City Council District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Opportunities to participate in social events and activities	82%	79%	87%	82%	83%
Opportunities to volunteer	73%	87%	82%	87%	83%
Opportunities to participate in community matters	96%	90%	91%	83%	89%
Openness and acceptance of the community toward people of diverse backgrounds	84%	70%	87% B	85%	81%
Neighborliness of residents in Denton	75% D	68%	63%	50%	64%

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Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
The City of Denton	91%	80%	80%	82%	83%
The value of services for the taxes paid to Denton	53%	50%	48%	48%	50%
The overall direction that Denton is taking	65%	66%	65%	60%	64%
The job Denton government does at welcoming citizen involvement	81% D	62% D	67% D	37%	62%
Overall confidence in Denton government	62%	62% D	44%	39%	51%
Generally acting in the best interest of the community	68% D	68% D	53%	44%	58%
Being honest	80% D	66% D	58% D	32%	57%
Treating all residents fairly	73% D	59%	63%	46%	59%
Overall customer service by Denton employees (police, receptionists, planners, etc.)	83% D	74%	80% D	57%	73%
The Federal Government	3%	3%	3%	3%	3%
The State Government	31%	42%	31%	52% A	39%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
Police services	75%	82% D	74%	63%	75%
Fire services	100%	92%	87%	91%	92%
Ambulance or emergency medical services	100% D	99% D	98%	88%	96%
Crime prevention	71% D	75% C D	53%	46%	61%
Fire prevention and education	58%	78%	74%	68%	72%
Animal control	72%	82% D	82% D	58%	75%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	67%	72% D	99% A B D	46%	72%

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Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	City Council District				Overall (A)
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Traffic enforcement	58%	63%	60%	58%	60%
Street repair	19%	19%	23%	13%	19%
Street cleaning	58% D	57% D	39%	37%	48%
Street lighting	34%	48%	52%	43%	45%
Snow removal	45%	38%	55%	40%	45%
Sidewalk maintenance	33%	55% A D	39%	30%	40%
Traffic signal timing	30%	44% D	40% D	14%	33%
Bus or transit services	21%	72% A	66% A	65% A	60%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	City Council District				Overall (A)
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Garbage collection	93%	96%	87%	94%	92%
Recycling	72%	90% A	95% A D	79%	85%
Yard waste pick-up	67%	83%	86% A	93% A	83%
Drinking water	81%	64%	69%	85% B	74%
Preservation of natural areas such as open space, farmlands and greenbelts	67% B D	35%	64% B D	40%	50%
Denton open space	81% B D	43%	61% D	27%	51%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	City Council District				Overall (A)
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Storm drainage	58%	64%	72%	63%	65%
Sewer services	98% B C	75%	75%	82%	81%
Electric service	96% B C D	79%	76%	73%	80%



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Percent rating positively (e.g., excellent/good)	City Council District				Overall (A)
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Utility billing	86% B	67%	72%	72%	73%
Land use, planning and zoning	65%	53%	57%	48%	55%
Code enforcement (weeds, abandoned buildings, etc.)	64% D	49% D	58% D	20%	47%
Cable television	67%	67%	63%	42%	59%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	City Council District				Overall (A)
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Economic development	69%	72% D	68% D	44%	63%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	City Council District				Overall (A)
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
City parks	97% B D	75%	92% B	80%	85%
Recreation programs or classes	80%	65%	80%	65%	72%
Recreation centers or facilities	82% B	56%	67%	71%	68%
Health services	62%	70%	87% A	80%	76%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	City Council District				Overall (A)
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Public library services	100%	91%	98%	92%	95%
City-sponsored special events	81%	74%	84%	71%	77%

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Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	City Council District				Overall (A)
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Public information services	91%	72%	84%	70%	78%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall (A)
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Sense of community	83%	65%	73%	73%	73%
Recommend living in Denton to someone who asks	89%	94%	86%	85%	89%
Remain in Denton for the next five years	73%	77%	75%	79%	76%
Contacted the City of Denton (in-person, phone, email or web) for help or information	42%	62% A	47%	53%	52%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall (A)
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Was NOT the victim of a crime	96% C	88%	79%	94% C	89%
Did NOT report a crime	70%	88% A	97% A	88% A	86%
Stocked supplies in preparation for an emergency	17%	36% A C	8%	22%	22%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall (A)
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Walked or biked instead of driving	66%	54%	52%	50%	55%
Carpooled with other adults or children instead of driving alone	29%	50% A	47%	73% A B C	50%
Used bus, rail, subway or other public transportation instead of driving	12%	34% A	39% A	32% A	30%

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Table 22: Participation - Natural Environment

	City Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Percent rating positively (e.g., always/sometimes, more than once a month, yes)					
Recycle at home	70%	88% A	94% A D	75%	82%
Made efforts to make your home more energy efficient	45%	70% A	83% A	65% A	66%
Made efforts to conserve water	88%	87%	91%	85%	88%

Table 23: Participation - Built Environment

	City Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Percent rating positively (e.g., always/sometimes, more than once a month, yes)					
NOT under housing cost stress	75% B	55%	55%	61%	61%
Did NOT observe a code violation	48%	35%	43%	41%	41%

Table 24: Participation - Economy

	City Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Percent rating positively (e.g., always/sometimes, more than once a month, yes)					
Purchase goods or services from a business located in Denton	100% D	100% D	100% D	96%	99%
Economy will have positive impact on income	24%	35%	39%	49% A	36%
Work in Denton	51%	57%	59%	68%	59%

Table 25: Participation - Recreation and Wellness

	City Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
Percent rating positively (e.g., always/sometimes, more than once a month, yes)					
Used Denton recreation centers or their services	29%	45%	31%	58% A C	41%
Visited a neighborhood park or City park	70%	81%	75%	92% A C	79%
Eat at least 5 portions of fruits and vegetables a day	72%	72%	76%	60%	70%
Participate in moderate or vigorous physical activity	59%	75%	76%	75%	72%
Reported being in "very good" or "excellent" health	39%	58%	58%	50%	52%

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Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
Used Denton public libraries or their services	58%	49%	45%	59%	53%
Participated in religious or spiritual activities in Denton	30%	34%	47%	54% A B	41%
Attended a City-sponsored event	41%	53%	49%	64% A	52%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
Campaigned or advocated for an issue, cause or candidate	18%	26% D	25%	10%	20%
Contacted Denton elected officials (in-person, phone, email or web) to express your opinion	10%	21% D	16%	5%	13%
Volunteered your time to some group/activity in Denton	14%	37% A	38% A	60% A B C	37%
Participated in a club	19%	26%	31%	47% A B	31%
Talked to or visited with your immediate neighbors	93%	87%	85%	90%	89%
Done a favor for a neighbor	64%	67%	84% A B	85% A B	75%
Attended a local public meeting	5%	20% A	15%	39% A B C	20%
Watched (online or on television) a local public meeting	6%	20% A C	5%	31% A C	16%
Read or watch local news (via television, paper, computer, etc.)	54%	66%	76% A	70%	67%
Vote in local elections	65%	51%	70% B	56%	60%

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Table 28: Community Focus Areas

	City Council District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
Percent rating positively (e.g., essential/very important)					
Overall feeling of safety in Denton	98% C	92%	86%	97% C	93%
Overall ease of getting to the places you usually have to visit	95% C	93% C	81%	96% C	91%
Quality of overall natural environment in Denton	77%	85%	92% A	84%	85%
Overall "built environment" of Denton (including overall design, buildings, parks and transportation systems)	91% C D	85%	72%	73%	80%
Health and wellness opportunities in Denton	92% C D	86% D	77%	70%	81%
Overall opportunities for education and enrichment	84%	79%	86%	76%	81%
Overall economic health of Denton	94%	98%	94%	92%	95%
Sense of community	88% C	85% C	68%	75%	79%

Table 29: City of Denton Communications

	City Council District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
Please rate the following aspects of City of Denton communications (Percent rating as "excellent" or "good")					
The availability of information about City programs and services	67%	70% D	83% D	49%	68%
City efforts to keep citizens informed about local issues	53%	54%	70% D	47%	56%
City efforts to educate citizens about environmental and sustainable practices	60%	58%	60%	64%	61%
The quality of the City's website (www.cityofdenton.com)	72%	79% C	55%	65%	68%
The quality of the City's video production and cable television channel (Charter 194, Grande 12, Frontier 38)	68%	60%	56%	80%	65%
The relevance of topics in the Resident Update newsletter	79%	73%	56%	77%	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")	City Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	(A)
City website (www.cityofdenton.com)	86%	88%	82%	92%	87%
Resident Update newsletter	64%	88% A C D	50%	65%	68%
Citizen Connection (utility bill newsletter)	66%	75% C	54%	77% C	68%
City cable television channel (Charter 194, Grande 12, Frontier 38)	21%	36%	41% A	40%	35%
City Facebook or Twitter feed	60%	59%	56%	56%	57%
City YouTube channel	23%	35%	36%	41%	34%
City email news updates and alerts	52%	63%	70%	62%	62%
CodeRed emergency notifications	60%	73%	78%	68%	70%
Denton Record-Chronicle	58%	85% A D	71%	64%	71%
Other local news source	40%	76% A C D	52%	46%	55%
Your homeowner/neighborhood association	21%	26%	41% A	26%	29%
Public meetings	43%	54%	42%	55%	49%
Public buildings (brochures, posters, signage)	51%	73% A	68%	77% A	68%
City staff	50%	62%	53%	47%	53%
City Council	38%	56%	43%	43%	45%
Word of mouth/friends	92%	83%	90%	81%	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")	City Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
The ease of locating contact information	90% C	74%	60%	74%	74%
The availability of City staff (hours of operation)	79%	70%	67%	66%	70%
The length of time you waited (waiting on hold, waiting in line, etc.) to submit a request	89% C D	77% C D	59% D	37%	66%
The courtesy and helpfulness of City staff	95% C D	89% C	70%	74%	82%
The competence and knowledge of City staff	98% B D	80% D	87% D	62%	81%
The timely resolution of your request	96% D	86% D	85% D	65%	82%

Table 32: Voter Participation

(Percent "yes")	City Council District				Overall
	District 1	District 2	District 3	District 4	(A)
	(A)	(B)	(C)	(D)	
Did you vote in the previous municipal election in Denton:	18%	31%	41% A	31%	31%