



THE NCSTM
The National Citizen SurveyTM

Denton, TX

Supplemental Online Survey Results

2018



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The National Citizen Survey™
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NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About this Report

As part of its participation in The National Citizen Survey™, the City of Denton conducted a mailed survey of 1,600 residents. Surveys were mailed to randomly selected households in mid-August 2018 and data were collected through early October. After the official data collection period was underway (see the report, *The National Citizen Survey: Community Livability Report, Denton, TX, 2018*), the City made available a web-based survey to its residents through a link on the City's website. Visitors to the site were able to complete the survey during late September and early October 2018 and 961 surveys were received.

This report contains the results of this administration of the web-based survey that have not been weighted to current population estimates of Denton.

Complete Survey Responses

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Responses excluding “don’t know”

Table 1: Question 1

Please rate each of the following aspects of quality of life in Denton:	Excellent		Good		Fair		Poor		Total	
Denton as a place to live	24%	N=233	58%	N=555	15%	N=142	2%	N=23	100%	N=953
Your neighborhood as a place to live	31%	N=278	49%	N=438	17%	N=153	3%	N=29	100%	N=898
Denton as a place to raise children	25%	N=192	52%	N=406	20%	N=153	3%	N=26	100%	N=777
Denton as a place to work	19%	N=143	42%	N=327	28%	N=216	11%	N=86	100%	N=772
Denton as a place to visit	24%	N=209	47%	N=411	21%	N=185	7%	N=63	100%	N=868
Denton as a place to retire	19%	N=133	41%	N=291	25%	N=183	15%	N=111	100%	N=718
The overall quality of life in Denton	17%	N=152	61%	N=545	20%	N=175	2%	N=20	100%	N=892

Table 2: Question 2

Please rate each of the following characteristics as they relate to Denton as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Denton	15%	N=140	58%	N=536	21%	N=197	6%	N=52	100%	N=925
Overall ease of getting to the places you usually have to visit	9%	N=75	35%	N=307	36%	N=314	21%	N=182	100%	N=878
Quality of overall natural environment in Denton	9%	N=82	46%	N=399	34%	N=296	11%	N=93	100%	N=870
Overall "built environment" of Denton (including overall design, buildings, parks and transportation systems)	5%	N=47	35%	N=307	44%	N=381	16%	N=136	100%	N=871
Health and wellness opportunities in Denton	18%	N=150	48%	N=400	26%	N=220	8%	N=70	100%	N=840
Overall opportunities for education and enrichment	41%	N=354	41%	N=353	14%	N=122	3%	N=25	100%	N=854
Overall economic health of Denton	12%	N=99	54%	N=445	27%	N=221	7%	N=57	100%	N=822
Sense of community	24%	N=205	45%	N=391	23%	N=196	8%	N=71	100%	N=863
Overall image or reputation of Denton	17%	N=146	57%	N=488	21%	N=181	6%	N=48	100%	N=863

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Denton to someone who asks	41%	N=369	41%	N=374	11%	N=98	7%	N=61	100%	N=902
Remain in Denton for the next five years	59%	N=508	26%	N=225	8%	N=72	7%	N=56	100%	N=861

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Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	61%	N=527	30%	N=257	5%	N=46	4%	N=34	1%	N=7	100%	N=871
In Denton's downtown/commercial area during the day	52%	N=444	38%	N=323	6%	N=53	3%	N=30	1%	N=9	100%	N=859

Table 5: Question 5

Please rate each of the following characteristics as they relate to Denton as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	1%	N=13	27%	N=237	37%	N=328	34%	N=300	100%	N=878
Ease of public parking	2%	N=16	19%	N=161	39%	N=332	39%	N=332	100%	N=841
Ease of travel by car in Denton	6%	N=52	35%	N=294	41%	N=351	18%	N=149	100%	N=846
Ease of travel by public transportation in Denton	2%	N=12	19%	N=91	30%	N=147	48%	N=233	100%	N=483
Ease of travel by bicycle in Denton	5%	N=24	22%	N=110	38%	N=193	36%	N=182	100%	N=509
Ease of walking in Denton	5%	N=39	34%	N=256	36%	N=274	24%	N=182	100%	N=751
Availability of paths and walking trails	7%	N=49	28%	N=206	38%	N=282	27%	N=200	100%	N=737
Air quality	6%	N=45	33%	N=272	31%	N=251	30%	N=244	100%	N=812
Cleanliness of Denton	4%	N=35	49%	N=416	39%	N=329	7%	N=62	100%	N=842
Overall appearance of Denton	7%	N=60	53%	N=450	34%	N=291	5%	N=44	100%	N=845
Public places where people want to spend time	15%	N=127	56%	N=463	26%	N=216	3%	N=28	100%	N=834
Variety of housing options	10%	N=75	33%	N=255	34%	N=265	23%	N=174	100%	N=769
Availability of affordable quality housing	4%	N=31	21%	N=151	33%	N=237	42%	N=304	100%	N=723
Fitness opportunities (including exercise classes and paths or trails, etc.)	18%	N=138	48%	N=378	29%	N=230	5%	N=40	100%	N=786
Recreational opportunities	18%	N=141	49%	N=394	27%	N=217	6%	N=48	100%	N=800
Availability of affordable quality food	25%	N=207	51%	N=430	19%	N=161	5%	N=42	100%	N=840
Availability of affordable quality health care	17%	N=129	44%	N=338	27%	N=203	13%	N=96	100%	N=766
Availability of preventive health services	17%	N=126	48%	N=349	23%	N=165	12%	N=84	100%	N=724
Availability of affordable quality mental health care	9%	N=43	31%	N=151	28%	N=139	32%	N=158	100%	N=491

Table 6: Question 6

Please rate each of the following characteristics as they relate to Denton as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	9%	N=33	36%	N=137	30%	N=112	25%	N=94	100%	N=376
K-12 education	20%	N=113	49%	N=276	24%	N=135	7%	N=37	100%	N=561
Adult educational opportunities	34%	N=220	45%	N=286	16%	N=105	5%	N=29	100%	N=640
Opportunities to attend cultural/arts/music activities	50%	N=402	39%	N=312	10%	N=77	1%	N=10	100%	N=801

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Please rate each of the following characteristics as they relate to Denton as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Opportunities to participate in religious or spiritual events and activities	44%	N=266	46%	N=279	8%	N=50	1%	N=8	100%	N=603
Employment opportunities	9%	N=67	40%	N=284	33%	N=236	17%	N=119	100%	N=706
Shopping opportunities	14%	N=119	49%	N=402	30%	N=248	7%	N=57	100%	N=826
Cost of living in Denton	6%	N=52	44%	N=366	34%	N=282	15%	N=127	100%	N=827
Overall quality of business and service establishments in Denton	16%	N=134	62%	N=508	20%	N=164	2%	N=20	100%	N=826
Vibrant downtown/commercial area	34%	N=279	45%	N=373	17%	N=141	3%	N=27	100%	N=820
Overall quality of new development in Denton	14%	N=110	45%	N=350	28%	N=214	13%	N=99	100%	N=773
Opportunities to participate in social events and activities	31%	N=248	50%	N=394	17%	N=133	2%	N=14	100%	N=789
Opportunities to volunteer	42%	N=290	45%	N=313	11%	N=78	2%	N=14	100%	N=695
Opportunities to participate in community matters	31%	N=232	48%	N=358	16%	N=115	5%	N=36	100%	N=741
Openness and acceptance of the community toward people of diverse backgrounds	24%	N=187	44%	N=345	23%	N=182	8%	N=65	100%	N=779
Neighborliness of residents in Denton	16%	N=133	47%	N=384	30%	N=242	7%	N=58	100%	N=817

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	13%	N=109	87%	N=729	100%	N=838
Made efforts to make your home more energy efficient	28%	N=237	72%	N=601	100%	N=838
Observed a code violation or other hazard in Denton (weeds, abandoned buildings, etc.)	34%	N=284	66%	N=549	100%	N=833
Household member was a victim of a crime in Denton	87%	N=724	13%	N=112	100%	N=836
Reported a crime to the police in Denton	75%	N=624	25%	N=212	100%	N=836
Stocked supplies in preparation for an emergency	69%	N=578	31%	N=258	100%	N=836
Campaigned or advocated for an issue, cause or candidate	50%	N=416	50%	N=420	100%	N=836
Contacted the City of Denton (in-person, phone, email or web) for help or information	38%	N=321	62%	N=514	100%	N=835
Contacted Denton elected officials (in-person, phone, email or web) to express your opinion	63%	N=528	37%	N=308	100%	N=836

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Denton?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Denton recreation centers or their services	11%	N=93	13%	N=108	30%	N=241	46%	N=372	100%	N=814
Visited a neighborhood park or City park	18%	N=145	27%	N=219	40%	N=328	15%	N=120	100%	N=812
Used Denton public libraries or their services	9%	N=74	26%	N=213	33%	N=270	31%	N=256	100%	N=813
Participated in religious or spiritual activities in Denton	16%	N=126	18%	N=148	13%	N=104	53%	N=432	100%	N=810
Attended a City-sponsored event	2%	N=14	14%	N=112	61%	N=493	24%	N=192	100%	N=811
Used bus, rail, subway or other public transportation instead of driving	3%	N=28	4%	N=32	22%	N=177	71%	N=578	100%	N=815

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In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Denton?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Carpooled with other adults or children instead of driving alone	18%	N=143	14%	N=112	20%	N=166	48%	N=394	100%	N=815
Walked or biked instead of driving	13%	N=107	14%	N=110	19%	N=154	54%	N=441	100%	N=812
Volunteered your time to some group/activity in Denton	15%	N=123	17%	N=140	27%	N=220	41%	N=329	100%	N=812
Participated in a club	8%	N=68	13%	N=102	18%	N=146	61%	N=495	100%	N=811
Talked to or visited with your immediate neighbors	32%	N=262	33%	N=266	25%	N=205	10%	N=82	100%	N=815
Done a favor for a neighbor	13%	N=106	24%	N=191	41%	N=331	22%	N=181	100%	N=809

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=6	7%	N=55	34%	N=270	59%	N=471	100%	N=802
Watched (online or on television) a local public meeting	2%	N=12	10%	N=80	30%	N=238	59%	N=470	100%	N=800

Table 10: Question 10

Please rate the quality of each of the following services in Denton:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police services	27%	N=187	52%	N=352	15%	N=105	6%	N=39	100%	N=683
Fire services	51%	N=292	44%	N=252	4%	N=24	0%	N=1	100%	N=569
Ambulance or emergency medical services	50%	N=252	45%	N=227	5%	N=25	0%	N=2	100%	N=506
Crime prevention	16%	N=96	47%	N=276	27%	N=158	10%	N=58	100%	N=588
Fire prevention and education	28%	N=122	54%	N=238	14%	N=62	4%	N=17	100%	N=439
Traffic enforcement	12%	N=80	40%	N=257	28%	N=182	19%	N=125	100%	N=644
Street repair	2%	N=13	8%	N=61	28%	N=215	62%	N=474	100%	N=763
Street cleaning	6%	N=46	34%	N=245	37%	N=263	22%	N=160	100%	N=714
Street lighting	5%	N=41	42%	N=316	35%	N=269	18%	N=135	100%	N=761
Snow removal	11%	N=23	36%	N=74	29%	N=58	24%	N=48	100%	N=203
Sidewalk maintenance	1%	N=9	21%	N=138	40%	N=266	38%	N=258	100%	N=671
Traffic signal timing	2%	N=17	27%	N=205	39%	N=293	32%	N=245	100%	N=760
Bus or transit services	8%	N=27	32%	N=105	31%	N=101	28%	N=92	100%	N=325
Garbage collection	44%	N=332	44%	N=329	9%	N=68	2%	N=18	100%	N=747
Recycling	45%	N=337	42%	N=312	9%	N=64	4%	N=31	100%	N=744
Yard waste pick-up	43%	N=271	46%	N=290	7%	N=46	5%	N=29	100%	N=636
Storm drainage	16%	N=107	46%	N=307	26%	N=174	12%	N=80	100%	N=668
Drinking water	32%	N=236	44%	N=325	18%	N=132	7%	N=51	100%	N=744

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Please rate the quality of each of the following services in Denton:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Sewer services	27%	N=179	58%	N=391	13%	N=88	2%	N=12	100%	N=670
Electric service	30%	N=226	47%	N=352	16%	N=120	6%	N=46	100%	N=744
Utility billing	23%	N=171	44%	N=326	22%	N=168	11%	N=84	100%	N=749
City parks	36%	N=259	52%	N=379	10%	N=74	2%	N=16	100%	N=728
Recreation programs or classes	28%	N=142	57%	N=289	14%	N=70	2%	N=9	100%	N=510
Recreation centers or facilities	23%	N=128	58%	N=319	16%	N=89	3%	N=17	100%	N=553
Land use, planning and zoning	4%	N=26	30%	N=177	39%	N=231	26%	N=151	100%	N=585
Code enforcement (weeds, abandoned buildings, etc.)	5%	N=33	34%	N=209	38%	N=235	23%	N=142	100%	N=619
Animal control	16%	N=92	51%	N=297	22%	N=127	11%	N=63	100%	N=579
Economic development	12%	N=71	46%	N=278	31%	N=185	12%	N=70	100%	N=604
Health services	18%	N=101	51%	N=293	24%	N=136	7%	N=40	100%	N=570
Public library services	50%	N=313	43%	N=270	6%	N=38	1%	N=4	100%	N=625
Public information services	20%	N=111	53%	N=294	23%	N=127	5%	N=27	100%	N=559
Cable television	8%	N=37	36%	N=163	28%	N=129	27%	N=124	100%	N=453
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	N=82	54%	N=249	20%	N=93	7%	N=34	100%	N=458
Preservation of natural areas such as open space, farmlands and greenbelts	8%	N=51	37%	N=241	31%	N=202	24%	N=158	100%	N=652
Denton open space	7%	N=47	36%	N=228	38%	N=240	18%	N=115	100%	N=630
City-sponsored special events	25%	N=160	54%	N=344	18%	N=114	3%	N=21	100%	N=639
Overall customer service by Denton employees (police, receptionists, planners, etc.)	27%	N=190	53%	N=374	16%	N=109	4%	N=27	100%	N=700

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The City of Denton	20%	N=143	55%	N=395	21%	N=154	4%	N=32	100%	N=724
The Federal Government	4%	N=26	27%	N=180	46%	N=301	23%	N=154	100%	N=661
The State Government	4%	N=29	27%	N=183	37%	N=250	31%	N=210	100%	N=672

Table 12: Question 12

Please rate the following categories of Denton government performance:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Denton	9%	N=64	39%	N=273	35%	N=248	17%	N=123	100%	N=708
The overall direction that Denton is taking	9%	N=62	42%	N=304	33%	N=235	17%	N=120	100%	N=721
The job Denton government does at welcoming citizen involvement	13%	N=82	45%	N=292	27%	N=176	15%	N=99	100%	N=649
Overall confidence in Denton government	7%	N=50	39%	N=281	36%	N=262	18%	N=126	100%	N=719
Generally acting in the best interest of the community	7%	N=53	39%	N=280	34%	N=243	19%	N=138	100%	N=714

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Please rate the following categories of Denton government performance:	Excellent		Good		Fair		Poor		Total	
Being honest	7%	N=48	37%	N=249	36%	N=237	20%	N=131	100%	N=665
Treating all residents fairly	9%	N=56	36%	N=231	33%	N=215	23%	N=146	100%	N=648

Table 13: Question 13

Please rate how important, if at all, you think it is for the Denton community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Denton	57%	N=420	34%	N=250	7%	N=54	1%	N=10	100%	N=734
Overall ease of getting to the places you usually have to visit	42%	N=310	45%	N=327	12%	N=89	1%	N=7	100%	N=733
Quality of overall natural environment in Denton	40%	N=294	42%	N=309	16%	N=114	2%	N=14	100%	N=731
Overall "built environment" of Denton (including overall design, buildings, parks and transportation systems)	32%	N=232	42%	N=309	24%	N=174	2%	N=16	100%	N=731
Health and wellness opportunities in Denton	32%	N=232	39%	N=282	27%	N=198	2%	N=16	100%	N=728
Overall opportunities for education and enrichment	37%	N=274	39%	N=288	21%	N=151	3%	N=19	100%	N=732
Overall economic health of Denton	45%	N=328	44%	N=324	10%	N=74	1%	N=6	100%	N=732
Sense of community	33%	N=243	44%	N=318	21%	N=152	2%	N=18	100%	N=731

Table 14: Question 14

Please rate the following aspects of City of Denton communications:	Excellent		Good		Fair		Poor		Total	
The availability of information about City programs and services	17%	N=119	49%	N=334	27%	N=183	7%	N=47	100%	N=683
City efforts to keep citizens informed about local issues	17%	N=115	42%	N=292	27%	N=188	14%	N=96	100%	N=691
City efforts to educate citizens about environmental and sustainable practices	13%	N=84	44%	N=296	29%	N=197	14%	N=91	100%	N=668
The quality of the City's website (www.cityofdenton.com)	13%	N=82	49%	N=315	30%	N=194	9%	N=56	100%	N=647
The quality of the City's video production and cable television channel (Charter 194, Grande 12, Frontier 38)	16%	N=42	43%	N=114	30%	N=81	11%	N=30	100%	N=267
The relevance of topics in the Resident Update newsletter	15%	N=71	54%	N=260	25%	N=119	7%	N=33	100%	N=483
The usefulness of information in the Citizen Connection (utility bill newsletter)	13%	N=64	54%	N=272	23%	N=115	11%	N=54	100%	N=505
City efforts to engage citizens on social media sites	13%	N=67	42%	N=213	30%	N=153	15%	N=75	100%	N=508

Table 15: Question 15

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:	Major source		Minor source		Not a source		Total	
City website (www.cityofdenton.com)	61%	N=423	30%	N=204	9%	N=62	100%	N=689
Resident Update newsletter	18%	N=126	51%	N=348	31%	N=209	100%	N=683
Citizen Connection (utility bill newsletter)	18%	N=121	50%	N=344	32%	N=219	100%	N=684
City cable television channel (Charter 194, Grande 12, Frontier 38)	7%	N=47	24%	N=161	70%	N=474	100%	N=682
City Facebook or Twitter feed	39%	N=265	32%	N=222	29%	N=197	100%	N=684

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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:	Major source		Minor source		Not a source		Total	
City YouTube channel	5%	N=34	24%	N=165	71%	N=485	100%	N=684
City email news updates and alerts	29%	N=197	35%	N=238	37%	N=251	100%	N=686
CodeRed emergency notifications	48%	N=331	26%	N=176	26%	N=177	100%	N=684
Denton Record-Chronicle	60%	N=416	29%	N=200	10%	N=72	100%	N=688
Other local news source	22%	N=146	44%	N=301	34%	N=231	100%	N=678
Your homeowner/neighborhood association	12%	N=84	24%	N=164	64%	N=439	100%	N=687
Public meetings	21%	N=142	40%	N=270	40%	N=271	100%	N=683
Public buildings (brochures, posters, signage)	15%	N=105	50%	N=341	35%	N=239	100%	N=685
City staff	23%	N=160	38%	N=263	38%	N=263	100%	N=686
City Council	32%	N=218	34%	N=230	35%	N=238	100%	N=686
Word of mouth/friends	51%	N=348	40%	N=271	10%	N=67	100%	N=686

Table 16: Question 16

Please indicate which of the following is your preferred method of customer service interaction with the City of Denton Employees: (Please select only one.)	Percent	Number
In-person/face-to-face	13%	N=92
Telephone	29%	N=200
E-mail	26%	N=183
Mail/fax	1%	N=10
Internet application	12%	N=85
Mobile phone application	8%	N=52
Social media (i.e., Facebook, Twitter, etc.)	10%	N=69
Other	0%	N=2
Total	100%	N=693

Table 17: Question 17

Thinking about your most recent experience with the City of Denton, please rate your impression of the following categories of customer service performance:	Excellent		Good		Fair		Poor		Total	
The ease of locating contact information	21%	N=126	50%	N=304	21%	N=128	8%	N=49	100%	N=607
The availability of City staff (hours of operation)	19%	N=111	58%	N=338	17%	N=99	6%	N=38	100%	N=586
The length of time you waited (waiting on hold, waiting in line, etc.) to submit a request	19%	N=104	51%	N=270	22%	N=116	8%	N=44	100%	N=534
The courtesy and helpfulness of City staff	35%	N=208	47%	N=278	13%	N=74	5%	N=29	100%	N=589
The competence and knowledge of City staff	30%	N=177	51%	N=300	14%	N=83	5%	N=30	100%	N=590
The timely resolution of your request	27%	N=152	49%	N=281	17%	N=95	7%	N=42	100%	N=570

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Table 18: Question 18a

Did you vote in the previous municipal election in Denton:	Percent	Number
Yes	78%	N=539
No	22%	N=155
Total	100%	N=694

Table 19: Question 18b

Did you vote in the previous municipal election in Denton? Why not? (Mark all that apply.)	Percent	Number
Not aware of election	28%	N=44
Not registered to vote	21%	N=33
Voting location inconvenient	5%	N=8
Other	57%	N=88

Total may exceed 100% as respondents could select more than one option.

Table 20: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	3%	N=19	2%	N=14	6%	N=41	16%	N=107	74%	N=509	100%	N=690
Purchase goods or services from a business located in Denton	0%	N=0	1%	N=4	11%	N=76	58%	N=400	30%	N=210	100%	N=690
Eat at least 5 portions of fruits and vegetables a day	3%	N=19	17%	N=116	34%	N=230	30%	N=208	16%	N=111	100%	N=684
Participate in moderate or vigorous physical activity	3%	N=19	15%	N=101	36%	N=246	29%	N=202	17%	N=118	100%	N=686
Read or watch local news (via television, paper, computer, etc.)	3%	N=18	7%	N=50	19%	N=131	35%	N=238	37%	N=252	100%	N=689
Vote in local elections	5%	N=37	5%	N=36	9%	N=64	21%	N=146	59%	N=405	100%	N=688

Table 21: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	14%	N=98
Very good	44%	N=302
Good	33%	N=226
Fair	7%	N=48
Poor	2%	N=13
Total	100%	N=687

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Table 22: Question D3

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:	Percent	Number
Very positive	9%	N=61
Somewhat positive	23%	N=150
Neutral	45%	N=297
Somewhat negative	19%	N=125
Very negative	3%	N=22
Total	100%	N=655

Table 23: Question D4

What is your employment status?	Percent	Number
Working full time for pay	64%	N=437
Working part time for pay	9%	N=64
Unemployed, looking for paid work	3%	N=19
Unemployed, not looking for paid work	4%	N=30
Fully retired	19%	N=133
Total	100%	N=683

Table 24: Question D5

Do you work inside the boundaries of Denton?	Percent	Number
Yes, outside the home	46%	N=294
Yes, from home	12%	N=79
No	41%	N=261
Total	100%	N=634

Table 25: Question D6

How many years have you lived in Denton?	Percent	Number
Less than 2 years	9%	N=59
2 to 5 years	16%	N=108
6 to 10 years	14%	N=98
11 to 20 years	24%	N=162
More than 20 years	38%	N=260
Total	100%	N=687

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Table 26: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	84%	N=525
Building with two or more homes (duplex, townhome, apartment or condominium)	14%	N=85
Mobile home	1%	N=9
Other	1%	N=7
Total	100%	N=626

Table 27: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	22%	N=138
Owned	78%	N=483
Total	100%	N=621

Table 28: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	3%	N=21
\$300 to \$599 per month	11%	N=73
\$600 to \$999 per month	17%	N=112
\$1,000 to \$1,499 per month	33%	N=224
\$1,500 to \$2,499 per month	29%	N=194
\$2,500 or more per month	8%	N=51
Total	100%	N=675

Table 29: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	64%	N=410
Yes	36%	N=229
Total	100%	N=639

Table 30: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	76%	N=485
Yes	24%	N=152
Total	100%	N=637

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Table 31: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	4%	N=26
\$25,000 to \$49,999	17%	N=115
\$50,000 to \$99,999	40%	N=262
\$100,000 to \$149,999	22%	N=145
\$150,000 or more	17%	N=112
Total	100%	N=660

Table 32: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	92%	N=627
Yes, I consider myself to be Spanish, Hispanic or Latino	8%	N=53
Total	100%	N=680

Table 33: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=13
Asian, Asian Indian or Pacific Islander	2%	N=16
Black or African American	3%	N=18
White	92%	N=610
Other	6%	N=37

Total may exceed 100% as respondents could select more than one option.

Table 34: Question D15

In which category is your age?	Percent	Number
18 to 24 years	6%	N=39
25 to 34 years	20%	N=139
35 to 44 years	22%	N=152
45 to 54 years	17%	N=118
55 to 64 years	15%	N=104
65 to 74 years	15%	N=104
75 years or older	4%	N=26
Total	100%	N=682

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Table 35: Question D16

What is your sex?	Percent	Number
Female	56%	N=273
Male	44%	N=217
Total	100%	N=490

Table 36: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	83%	N=405
Land line	6%	N=30
Both	10%	N=51
Total	100%	N=486

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 37: Question 1

Please rate each of the following aspects of quality of life in Denton:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Denton as a place to live	24%	N=233	58%	N=555	15%	N=142	2%	N=23	0%	N=1	100%	N=954
Your neighborhood as a place to live	31%	N=278	49%	N=438	17%	N=153	3%	N=29	0%	N=0	100%	N=898
Denton as a place to raise children	22%	N=192	46%	N=406	17%	N=153	3%	N=26	13%	N=115	100%	N=892
Denton as a place to work	16%	N=143	37%	N=327	24%	N=216	10%	N=86	13%	N=120	100%	N=892
Denton as a place to visit	23%	N=209	46%	N=411	21%	N=185	7%	N=63	2%	N=22	100%	N=890
Denton as a place to retire	15%	N=133	33%	N=291	20%	N=183	12%	N=111	20%	N=176	100%	N=894
The overall quality of life in Denton	17%	N=152	61%	N=545	20%	N=175	2%	N=20	0%	N=2	100%	N=894

Table 38: Question 2

Please rate each of the following characteristics as they relate to Denton as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Denton	15%	N=140	58%	N=536	21%	N=197	6%	N=52	0%	N=0	100%	N=925
Overall ease of getting to the places you usually have to visit	9%	N=75	35%	N=307	36%	N=314	21%	N=182	0%	N=1	100%	N=879
Quality of overall natural environment in Denton	9%	N=82	46%	N=399	34%	N=296	11%	N=93	1%	N=5	100%	N=875
Overall "built environment" of Denton (including overall design, buildings, parks and transportation systems)	5%	N=47	35%	N=307	44%	N=381	16%	N=136	0%	N=2	100%	N=873
Health and wellness opportunities in Denton	17%	N=150	46%	N=400	25%	N=220	8%	N=70	4%	N=33	100%	N=873
Overall opportunities for education and enrichment	40%	N=354	40%	N=353	14%	N=122	3%	N=25	3%	N=22	100%	N=876
Overall economic health of Denton	11%	N=99	51%	N=445	25%	N=221	7%	N=57	6%	N=52	100%	N=874
Sense of community	23%	N=205	45%	N=391	22%	N=196	8%	N=71	1%	N=10	100%	N=873
Overall image or reputation of Denton	17%	N=146	56%	N=488	21%	N=181	5%	N=48	1%	N=13	100%	N=876

Table 39: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Denton to someone who asks	41%	N=369	41%	N=374	11%	N=98	7%	N=61	1%	N=7	100%	N=909
Remain in Denton for the next five years	58%	N=508	26%	N=225	8%	N=72	6%	N=56	1%	N=11	100%	N=872

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Table 40: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	61%	N=527	30%	N=257	5%	N=46	4%	N=34	1%	N=7	0%	N=0	100%	N=871
In Denton's downtown/commercial area during the day	51%	N=444	37%	N=323	6%	N=53	3%	N=30	1%	N=9	1%	N=10	100%	N=869

Table 41: Question 5

Please rate each of the following characteristics as they relate to Denton as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	1%	N=13	27%	N=237	37%	N=328	34%	N=300	0%	N=3	100%	N=881
Ease of public parking	2%	N=16	19%	N=161	39%	N=332	39%	N=332	1%	N=8	100%	N=849
Ease of travel by car in Denton	6%	N=52	35%	N=294	41%	N=351	18%	N=149	0%	N=3	100%	N=849
Ease of travel by public transportation in Denton	1%	N=12	11%	N=91	17%	N=147	28%	N=233	43%	N=362	100%	N=845
Ease of travel by bicycle in Denton	3%	N=24	13%	N=110	23%	N=193	21%	N=182	40%	N=339	100%	N=848
Ease of walking in Denton	5%	N=39	30%	N=256	32%	N=274	21%	N=182	11%	N=96	100%	N=847
Availability of paths and walking trails	6%	N=49	24%	N=206	33%	N=282	24%	N=200	13%	N=110	100%	N=847
Air quality	5%	N=45	32%	N=272	30%	N=251	29%	N=244	4%	N=30	100%	N=842
Cleanliness of Denton	4%	N=35	49%	N=416	39%	N=329	7%	N=62	0%	N=4	100%	N=846
Overall appearance of Denton	7%	N=60	53%	N=450	34%	N=291	5%	N=44	0%	N=1	100%	N=846
Public places where people want to spend time	15%	N=127	55%	N=463	26%	N=216	3%	N=28	1%	N=11	100%	N=845
Variety of housing options	9%	N=75	30%	N=255	31%	N=265	21%	N=174	9%	N=75	100%	N=844
Availability of affordable quality housing	4%	N=31	18%	N=151	28%	N=237	36%	N=304	14%	N=121	100%	N=844
Fitness opportunities (including exercise classes and paths or trails, etc.)	16%	N=138	45%	N=378	27%	N=230	5%	N=40	7%	N=57	100%	N=843
Recreational opportunities	17%	N=141	47%	N=394	26%	N=217	6%	N=48	5%	N=44	100%	N=844
Availability of affordable quality food	25%	N=207	51%	N=430	19%	N=161	5%	N=42	0%	N=4	100%	N=844
Availability of affordable quality health care	15%	N=129	40%	N=338	24%	N=203	11%	N=96	9%	N=80	100%	N=846
Availability of preventive health services	15%	N=126	41%	N=349	20%	N=165	10%	N=84	14%	N=122	100%	N=846
Availability of affordable quality mental health care	5%	N=43	18%	N=151	16%	N=139	19%	N=158	42%	N=354	100%	N=845

Table 42: Question 6

Please rate each of the following characteristics as they relate to Denton as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	4%	N=33	16%	N=137	13%	N=112	11%	N=94	56%	N=474	100%	N=850
K-12 education	14%	N=113	33%	N=276	16%	N=135	4%	N=37	32%	N=270	100%	N=831
Adult educational opportunities	27%	N=220	35%	N=286	13%	N=105	4%	N=29	23%	N=188	100%	N=828

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Please rate each of the following characteristics as they relate to Denton as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Opportunities to attend cultural/arts/music activities	48%	N=402	38%	N=312	9%	N=77	1%	N=10	4%	N=31	100%	N=832
Opportunities to participate in religious or spiritual events and activities	32%	N=266	33%	N=279	6%	N=50	1%	N=8	28%	N=230	100%	N=833
Employment opportunities	8%	N=67	34%	N=284	28%	N=236	14%	N=119	15%	N=123	100%	N=829
Shopping opportunities	14%	N=119	48%	N=402	30%	N=248	7%	N=57	1%	N=7	100%	N=833
Cost of living in Denton	6%	N=52	44%	N=366	34%	N=282	15%	N=127	1%	N=6	100%	N=833
Overall quality of business and service establishments in Denton	16%	N=134	61%	N=508	20%	N=164	2%	N=20	1%	N=5	100%	N=831
Vibrant downtown/commercial area	34%	N=279	45%	N=373	17%	N=141	3%	N=27	1%	N=11	100%	N=831
Overall quality of new development in Denton	13%	N=110	42%	N=350	26%	N=214	12%	N=99	7%	N=56	100%	N=829
Opportunities to participate in social events and activities	30%	N=248	47%	N=394	16%	N=133	2%	N=14	5%	N=42	100%	N=831
Opportunities to volunteer	35%	N=290	38%	N=313	9%	N=78	2%	N=14	16%	N=136	100%	N=831
Opportunities to participate in community matters	28%	N=232	43%	N=358	14%	N=115	4%	N=36	11%	N=91	100%	N=832
Openness and acceptance of the community toward people of diverse backgrounds	22%	N=187	41%	N=345	22%	N=182	8%	N=65	6%	N=53	100%	N=832
Neighborliness of residents in Denton	16%	N=133	46%	N=384	29%	N=242	7%	N=58	2%	N=14	100%	N=831

Table 43: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	13%	N=109	87%	N=729	100%	N=838
Made efforts to make your home more energy efficient	28%	N=237	72%	N=601	100%	N=838
Observed a code violation or other hazard in Denton (weeds, abandoned buildings, etc.)	34%	N=284	66%	N=549	100%	N=833
Household member was a victim of a crime in Denton	87%	N=724	13%	N=112	100%	N=836
Reported a crime to the police in Denton	75%	N=624	25%	N=212	100%	N=836
Stocked supplies in preparation for an emergency	69%	N=578	31%	N=258	100%	N=836
Campaigned or advocated for an issue, cause or candidate	50%	N=416	50%	N=420	100%	N=836
Contacted the City of Denton (in-person, phone, email or web) for help or information	38%	N=321	62%	N=514	100%	N=835
Contacted Denton elected officials (in-person, phone, email or web) to express your opinion	63%	N=528	37%	N=308	100%	N=836

Table 44: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Denton?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Denton recreation centers or their services	11%	N=93	13%	N=108	30%	N=241	46%	N=372	100%	N=814
Visited a neighborhood park or City park	18%	N=145	27%	N=219	40%	N=328	15%	N=120	100%	N=812
Used Denton public libraries or their services	9%	N=74	26%	N=213	33%	N=270	31%	N=256	100%	N=813

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In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Denton?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Participated in religious or spiritual activities in Denton	16%	N=126	18%	N=148	13%	N=104	53%	N=432	100%	N=810
Attended a City-sponsored event	2%	N=14	14%	N=112	61%	N=493	24%	N=192	100%	N=811
Used bus, rail, subway or other public transportation instead of driving	3%	N=28	4%	N=32	22%	N=177	71%	N=578	100%	N=815
Carpooled with other adults or children instead of driving alone	18%	N=143	14%	N=112	20%	N=166	48%	N=394	100%	N=815
Walked or biked instead of driving	13%	N=107	14%	N=110	19%	N=154	54%	N=441	100%	N=812
Volunteered your time to some group/activity in Denton	15%	N=123	17%	N=140	27%	N=220	41%	N=329	100%	N=812
Participated in a club	8%	N=68	13%	N=102	18%	N=146	61%	N=495	100%	N=811
Talked to or visited with your immediate neighbors	32%	N=262	33%	N=266	25%	N=205	10%	N=82	100%	N=815
Done a favor for a neighbor	13%	N=106	24%	N=191	41%	N=331	22%	N=181	100%	N=809

Table 45: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=6	7%	N=55	34%	N=270	59%	N=471	100%	N=802
Watched (online or on television) a local public meeting	2%	N=12	10%	N=80	30%	N=238	59%	N=470	100%	N=800

Table 46: Question 10

Please rate the quality of each of the following services in Denton:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police services	24%	N=187	45%	N=352	13%	N=105	5%	N=39	13%	N=101	100%	N=784
Fire services	38%	N=292	32%	N=252	3%	N=24	0%	N=1	27%	N=207	100%	N=776
Ambulance or emergency medical services	32%	N=252	29%	N=227	3%	N=25	0%	N=2	35%	N=272	100%	N=778
Crime prevention	12%	N=96	35%	N=276	20%	N=158	7%	N=58	25%	N=191	100%	N=779
Fire prevention and education	16%	N=122	31%	N=238	8%	N=62	2%	N=17	43%	N=337	100%	N=776
Traffic enforcement	10%	N=80	33%	N=257	23%	N=182	16%	N=125	17%	N=133	100%	N=777
Street repair	2%	N=13	8%	N=61	28%	N=215	61%	N=474	2%	N=16	100%	N=779
Street cleaning	6%	N=46	31%	N=245	34%	N=263	21%	N=160	8%	N=65	100%	N=779
Street lighting	5%	N=41	41%	N=316	35%	N=269	17%	N=135	2%	N=18	100%	N=779
Snow removal	3%	N=23	10%	N=74	7%	N=58	6%	N=48	74%	N=573	100%	N=776
Sidewalk maintenance	1%	N=9	18%	N=138	34%	N=266	33%	N=258	14%	N=108	100%	N=779
Traffic signal timing	2%	N=17	26%	N=205	38%	N=293	32%	N=245	2%	N=17	100%	N=777
Bus or transit services	3%	N=27	14%	N=105	13%	N=101	12%	N=92	58%	N=452	100%	N=777
Garbage collection	43%	N=332	42%	N=329	9%	N=68	2%	N=18	4%	N=30	100%	N=777

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Please rate the quality of each of the following services in Denton:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycling	43%	N=337	40%	N=312	8%	N=64	4%	N=31	4%	N=33	100%	N=777
Yard waste pick-up	35%	N=271	37%	N=290	6%	N=46	4%	N=29	18%	N=140	100%	N=776
Storm drainage	14%	N=107	40%	N=307	22%	N=174	10%	N=80	14%	N=109	100%	N=777
Drinking water	30%	N=236	42%	N=325	17%	N=132	7%	N=51	4%	N=34	100%	N=778
Sewer services	23%	N=179	50%	N=391	11%	N=88	2%	N=12	14%	N=108	100%	N=778
Electric service	29%	N=226	45%	N=352	15%	N=120	6%	N=46	4%	N=32	100%	N=776
Utility billing	22%	N=171	42%	N=326	22%	N=168	11%	N=84	4%	N=29	100%	N=778
City parks	33%	N=259	49%	N=379	10%	N=74	2%	N=16	6%	N=49	100%	N=777
Recreation programs or classes	18%	N=142	37%	N=289	9%	N=70	1%	N=9	34%	N=268	100%	N=778
Recreation centers or facilities	17%	N=128	41%	N=319	11%	N=89	2%	N=17	29%	N=222	100%	N=775
Land use, planning and zoning	3%	N=26	23%	N=177	30%	N=231	19%	N=151	25%	N=190	100%	N=775
Code enforcement (weeds, abandoned buildings, etc.)	4%	N=33	27%	N=209	30%	N=235	18%	N=142	20%	N=159	100%	N=778
Animal control	12%	N=92	38%	N=297	16%	N=127	8%	N=63	25%	N=198	100%	N=777
Economic development	9%	N=71	36%	N=278	24%	N=185	9%	N=70	22%	N=172	100%	N=776
Health services	13%	N=101	38%	N=293	18%	N=136	5%	N=40	26%	N=203	100%	N=773
Public library services	40%	N=313	35%	N=270	5%	N=38	1%	N=4	19%	N=151	100%	N=776
Public information services	14%	N=111	38%	N=294	16%	N=127	3%	N=27	28%	N=216	100%	N=775
Cable television	5%	N=37	21%	N=163	17%	N=129	16%	N=124	41%	N=320	100%	N=773
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	11%	N=82	32%	N=249	12%	N=93	4%	N=34	41%	N=317	100%	N=775
Preservation of natural areas such as open space, farmlands and greenbelts	7%	N=51	31%	N=241	26%	N=202	20%	N=158	16%	N=124	100%	N=776
Denton open space	6%	N=47	30%	N=228	31%	N=240	15%	N=115	18%	N=142	100%	N=772
City-sponsored special events	21%	N=160	44%	N=344	15%	N=114	3%	N=21	17%	N=135	100%	N=774
Overall customer service by Denton employees (police, receptionists, planners, etc.)	25%	N=190	49%	N=374	14%	N=109	4%	N=27	9%	N=70	100%	N=770

Table 47: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The City of Denton	19%	N=143	53%	N=395	21%	N=154	4%	N=32	3%	N=23	100%	N=747
The Federal Government	3%	N=26	24%	N=180	40%	N=301	21%	N=154	12%	N=86	100%	N=747
The State Government	4%	N=29	25%	N=183	34%	N=250	28%	N=210	10%	N=74	100%	N=746

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Table 48: Question 12

Please rate the following categories of Denton government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Denton	9%	N=64	36%	N=273	33%	N=248	16%	N=123	5%	N=40	100%	N=748
The overall direction that Denton is taking	8%	N=62	41%	N=304	31%	N=235	16%	N=120	4%	N=28	100%	N=749
The job Denton government does at welcoming citizen involvement	11%	N=82	39%	N=292	23%	N=176	13%	N=99	13%	N=100	100%	N=749
Overall confidence in Denton government	7%	N=50	38%	N=281	35%	N=262	17%	N=126	4%	N=28	100%	N=747
Generally acting in the best interest of the community	7%	N=53	37%	N=280	32%	N=243	18%	N=138	5%	N=34	100%	N=748
Being honest	6%	N=48	33%	N=249	32%	N=237	18%	N=131	11%	N=83	100%	N=748
Treating all residents fairly	8%	N=56	31%	N=231	29%	N=215	20%	N=146	13%	N=98	100%	N=746

Table 49: Question 13

Please rate how important, if at all, you think it is for the Denton community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Denton	57%	N=420	34%	N=250	7%	N=54	1%	N=10	100%	N=734
Overall ease of getting to the places you usually have to visit	42%	N=310	45%	N=327	12%	N=89	1%	N=7	100%	N=733
Quality of overall natural environment in Denton	40%	N=294	42%	N=309	16%	N=114	2%	N=14	100%	N=731
Overall "built environment" of Denton (including overall design, buildings, parks and transportation systems)	32%	N=232	42%	N=309	24%	N=174	2%	N=16	100%	N=731
Health and wellness opportunities in Denton	32%	N=232	39%	N=282	27%	N=198	2%	N=16	100%	N=728
Overall opportunities for education and enrichment	37%	N=274	39%	N=288	21%	N=151	3%	N=19	100%	N=732
Overall economic health of Denton	45%	N=328	44%	N=324	10%	N=74	1%	N=6	100%	N=732
Sense of community	33%	N=243	44%	N=318	21%	N=152	2%	N=18	100%	N=731

Table 50: Question 14

Please rate the following aspects of City of Denton communications:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The availability of information about City programs and services	17%	N=119	47%	N=334	26%	N=183	7%	N=47	4%	N=29	100%	N=712
City efforts to keep citizens informed about local issues	16%	N=115	41%	N=292	26%	N=188	14%	N=96	3%	N=19	100%	N=710
City efforts to educate citizens about environmental and sustainable practices	12%	N=84	42%	N=296	28%	N=197	13%	N=91	6%	N=44	100%	N=712
The quality of the City's website (www.cityofdenton.com)	12%	N=82	44%	N=315	27%	N=194	8%	N=56	9%	N=66	100%	N=713
The quality of the City's video production and cable television channel (Charter 194, Grande 12, Frontier 38)	6%	N=42	16%	N=114	11%	N=81	4%	N=30	62%	N=444	100%	N=711
The relevance of topics in the Resident Update newsletter	10%	N=71	37%	N=260	17%	N=119	5%	N=33	32%	N=229	100%	N=712
The usefulness of information in the Citizen Connection (utility bill newsletter)	9%	N=64	38%	N=272	16%	N=115	8%	N=54	29%	N=206	100%	N=711

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Please rate the following aspects of City of Denton communications:	Excellent		Good		Fair		Poor		Don't know		Total	
	9%	N=67	30%	N=213	22%	N=153	11%	N=75	28%	N=201	100%	N=709
City efforts to engage citizens on social media sites												

Table 51: Question 15

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:	Major source		Minor source		Not a source		Total	
City website (www.cityofdenton.com)	61%	N=423	30%	N=204	9%	N=62	100%	N=689
Resident Update newsletter	18%	N=126	51%	N=348	31%	N=209	100%	N=683
Citizen Connection (utility bill newsletter)	18%	N=121	50%	N=344	32%	N=219	100%	N=684
City cable television channel (Charter 194, Grande 12, Frontier 38)	7%	N=47	24%	N=161	70%	N=474	100%	N=682
City Facebook or Twitter feed	39%	N=265	32%	N=222	29%	N=197	100%	N=684
City YouTube channel	5%	N=34	24%	N=165	71%	N=485	100%	N=684
City email news updates and alerts	29%	N=197	35%	N=238	37%	N=251	100%	N=686
CodeRed emergency notifications	48%	N=331	26%	N=176	26%	N=177	100%	N=684
Denton Record-Chronicle	60%	N=416	29%	N=200	10%	N=72	100%	N=688
Other local news source	22%	N=146	44%	N=301	34%	N=231	100%	N=678
Your homeowner/neighborhood association	12%	N=84	24%	N=164	64%	N=439	100%	N=687
Public meetings	21%	N=142	40%	N=270	40%	N=271	100%	N=683
Public buildings (brochures, posters, signage)	15%	N=105	50%	N=341	35%	N=239	100%	N=685
City staff	23%	N=160	38%	N=263	38%	N=263	100%	N=686
City Council	32%	N=218	34%	N=230	35%	N=238	100%	N=686
Word of mouth/friends	51%	N=348	40%	N=271	10%	N=67	100%	N=686

Table 52: Question 16

Please indicate which of the following is your preferred method of customer service interaction with the City of Denton Employees: (Please select only one.)	Percent	Number
In-person/face-to-face	13%	N=92
Telephone	29%	N=200
E-mail	26%	N=183
Mail/fax	1%	N=10
Internet application	12%	N=85
Mobile phone application	8%	N=52
Social media (i.e., Facebook, Twitter, etc.)	10%	N=69
Other	0%	N=2
Total	100%	N=693

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Table 53: Question 17

Thinking about your most recent experience with the City of Denton, please rate your impression of the following categories of customer service performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The ease of locating contact information	20%	N=126	47%	N=304	20%	N=128	8%	N=49	6%	N=39	100%	N=646
The availability of City staff (hours of operation)	17%	N=111	52%	N=338	15%	N=99	6%	N=38	9%	N=61	100%	N=647
The length of time you waited (waiting on hold, waiting in line, etc.) to submit a request	16%	N=104	42%	N=270	18%	N=116	7%	N=44	17%	N=112	100%	N=646
The courtesy and helpfulness of City staff	32%	N=208	43%	N=278	11%	N=74	4%	N=29	9%	N=58	100%	N=647
The competence and knowledge of City staff	27%	N=177	46%	N=300	13%	N=83	5%	N=30	9%	N=57	100%	N=647
The timely resolution of your request	24%	N=152	43%	N=281	15%	N=95	7%	N=42	12%	N=76	100%	N=646

Table 54: Question 18a

Did you vote in the previous municipal election in Denton:	Percent	Number
Yes	78%	N=539
No	22%	N=155
Total	100%	N=694

Table 55: Question 18b

Did you vote in the previous municipal election in Denton? Why not? (Mark all that apply.)	Percent	Number
Not aware of election	28%	N=44
Not registered to vote	21%	N=33
Voting location inconvenient	5%	N=8
Other	57%	N=88

Total may exceed 100% as respondents could select more than one option.

Table 56: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	3%	N=19	2%	N=14	6%	N=41	16%	N=107	74%	N=509	100%	N=690
Purchase goods or services from a business located in Denton	0%	N=0	1%	N=4	11%	N=76	58%	N=400	30%	N=210	100%	N=690
Eat at least 5 portions of fruits and vegetables a day	3%	N=19	17%	N=116	34%	N=230	30%	N=208	16%	N=111	100%	N=684
Participate in moderate or vigorous physical activity	3%	N=19	15%	N=101	36%	N=246	29%	N=202	17%	N=118	100%	N=686
Read or watch local news (via television, paper, computer, etc.)	3%	N=18	7%	N=50	19%	N=131	35%	N=238	37%	N=252	100%	N=689
Vote in local elections	5%	N=37	5%	N=36	9%	N=64	21%	N=146	59%	N=405	100%	N=688

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Table 57: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	14%	N=98
Very good	44%	N=302
Good	33%	N=226
Fair	7%	N=48
Poor	2%	N=13
Total	100%	N=687

Table 58: Question D3

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:	Percent	Number
Very positive	9%	N=61
Somewhat positive	23%	N=150
Neutral	45%	N=297
Somewhat negative	19%	N=125
Very negative	3%	N=22
Total	100%	N=655

Table 59: Question D4

What is your employment status?	Percent	Number
Working full time for pay	64%	N=437
Working part time for pay	9%	N=64
Unemployed, looking for paid work	3%	N=19
Unemployed, not looking for paid work	4%	N=30
Fully retired	19%	N=133
Total	100%	N=683

Table 60: Question D5

Do you work inside the boundaries of Denton?	Percent	Number
Yes, outside the home	46%	N=294
Yes, from home	12%	N=79
No	41%	N=261
Total	100%	N=634

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Table 61: Question D6

How many years have you lived in Denton?	Percent	Number
Less than 2 years	9%	N=59
2 to 5 years	16%	N=108
6 to 10 years	14%	N=98
11 to 20 years	24%	N=162
More than 20 years	38%	N=260
Total	100%	N=687

Table 62: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	84%	N=525
Building with two or more homes (duplex, townhome, apartment or condominium)	14%	N=85
Mobile home	1%	N=9
Other	1%	N=7
Total	100%	N=626

Table 63: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	22%	N=138
Owned	78%	N=483
Total	100%	N=621

Table 64: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	3%	N=21
\$300 to \$599 per month	11%	N=73
\$600 to \$999 per month	17%	N=112
\$1,000 to \$1,499 per month	33%	N=224
\$1,500 to \$2,499 per month	29%	N=194
\$2,500 or more per month	8%	N=51
Total	100%	N=675

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Table 65: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	64%	N=410
Yes	36%	N=229
Total	100%	N=639

Table 66: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	76%	N=485
Yes	24%	N=152
Total	100%	N=637

Table 67: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	4%	N=26
\$25,000 to \$49,999	17%	N=115
\$50,000 to \$99,999	40%	N=262
\$100,000 to \$149,999	22%	N=145
\$150,000 or more	17%	N=112
Total	100%	N=660

Table 68: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	92%	N=627
Yes, I consider myself to be Spanish, Hispanic or Latino	8%	N=53
Total	100%	N=680

Table 69: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=13
Asian, Asian Indian or Pacific Islander	2%	N=16
Black or African American	3%	N=18
White	92%	N=610
Other	6%	N=37

Total may exceed 100% as respondents could select more than one option.

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Table 70: Question D15

In which category is your age?	Percent	Number
18 to 24 years	6%	N=39
25 to 34 years	20%	N=139
35 to 44 years	22%	N=152
45 to 54 years	17%	N=118
55 to 64 years	15%	N=104
65 to 74 years	15%	N=104
75 years or older	4%	N=26
Total	100%	N=682

Table 71: Question D16

What is your sex?	Percent	Number
Female	56%	N=273
Male	44%	N=217
Total	100%	N=490

Table 72: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	83%	N=405
Land line	6%	N=30
Both	10%	N=51
Total	100%	N=486