

***COMMUNITY SURVEY  
PROJECT RENEWAL***

*Prepared for*

**THE CITY OF MESQUITE  
TEXAS**

*December 2010*

## **Statement of Confidentiality and Ownership**

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All of the analyses, findings and recommendations contained within this report are the exclusive property of the City of Mesquite, Texas.

As required by the Code of Ethics of the National Council on Public Polls and the United States Privacy Act of 1974, The Center for Research and Public Policy maintains the anonymity of respondents to surveys the firm conducts. No information will be released that might, in any way, reveal the identity of the respondent.

Moreover, no information regarding these findings will be released without the written consent of an authorized representative of the City of Mesquite, Texas.

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# 1 INTRODUCTION

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The Center for Research & Public Policy (CRPP) is pleased to present the results of a Community Survey conducted among residents of the City of Mesquite, Texas.

The survey was designed to provide resident input on Mesquite's Project Renewal, resident quality of life, standard of living, and perceptions of the City.

The research study included a comprehensive telephone survey. Interviews were conducted among residents of the City of Mesquite by phone. CRPP, working together with City of Mesquite officials, designed the survey instrument to be used when calling City of Mesquite residents.

This report summarizes information collected from telephone surveys conducted November 29 – December 6, 2010.

The survey instrument employed in the Community Survey included the following areas for investigation:

- Awareness of and knowledge about Mesquite's Project Renewal;
- Resident quality of life;
- Resident current standard of living;
- Reasons for living in Mesquite
- Issues of concern to residents;
- Perceptions of Mesquite taxes;
- Views on the Mesquite education system;
- Degree residents take pride in their City;
- Sources for Mesquite information/communications;
- Demographics.

Section II of this report discusses the Methodology used in the study, while Section III includes Highlights derived from an analysis of the quantitative research. Section IV is a Summary of Findings for the residential telephone surveys - a narrative account of the data.

Section V is an Appendix to the report containing a cross tabulation table, a copy of the survey instrument, and the composite aggregate data.

## METHODOLOGY

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Using a quantitative research design, CRPP completed 400 interviews among residents of the City of Mesquite.

All telephone interviews were conducted November 29 – December 6, 2010. Residents were contacted between 4:30 p.m. and 8:30 p.m. weekdays and 10:00 a.m. and 4:00 p.m. on the weekend.

Survey input was provided by City of Mesquite officials.

Survey design at CRPP is a careful, deliberative process to ensure fair, objective and balanced surveys. Staff members, with years of survey design experience, edit out any bias. Further, all scales used by CRPP (either numeric, such as one through ten, or wording such as strongly agree, somewhat agree, somewhat disagree, or strongly disagree) are balanced evenly. And, placement of questions is carefully accomplished so that order has minimal impact.

All population-based surveys conducted by CRPP are proportional to population contributions within States, towns, and known census tract, group blocks and blocks. This distribution ensures truly representative results without significant under or over representation of various geographic or demographic groups within a sampling frame. Residents with cell phones and without landlines were included in the sampling frame.

CRPP utilized a “super random digit” sampling procedure, which derives a working telephone sample of both listed and unlisted telephone numbers. This method of sample selection eliminates any bias toward only listed telephone numbers. Additionally, this process allows randomization of numbers, which equalizes the probability of qualified respondents being included in the sampling frame.

Respondents qualified for the survey if they confirmed they were at least eighteen years of age, and were current residents of the City of Mesquite who lived within the City limits.

Training of telephone researchers and pre-test of the survey instrument occurred on November 29, 2010.

All facets of the study were completed by CRPP’s senior staff and researchers. These aspects include: survey design, pre-test, computer programming, fielding, coding, editing, data entry, verification, validation and logic checks, computer analysis, analysis, and report writing.

Some respondents (20) completed the survey in Spanish. This group included both those who answered their phone in Spanish or accepted an offer to conduct the survey in Spanish.

Completion rates are a critical aspect of any telephone survey research. Because one group of people might be easier to reach than another group, it is important that concentrated efforts are made to reach all groups to an equal degree. A high completion rate means that a high percentage of the respondents within the original sample were actually contacted, and the resulting sample is not biased toward one potential audience. CRPP maintained a 78.64% completion rate on all calls made during this Community Survey. And, a high completion rate, many times indicates an interest in the topic.

Statistically, a sample of 400 surveys represents a margin for error of +/-5.0% at a 95% confidence level.

In theory, a sample of City of Mesquite residents will differ no more than +/-5.0% than if all City of Mesquite residents were contacted and included in the survey. That is, if random probability sampling procedures were reiterated over and over again, sample results may be expected to approximate the large population values within plus or minus 5.0% -- 95 out of 100 times.

Readers of this report should note that any survey is analogous to a snapshot in time and results are only reflective of the time period in which the survey was undertaken. Should concerted public relations or information campaigns be undertaken during or shortly after the fielding of the survey, the results contained herein may be expected to change and should be, therefore, carefully interpreted and extrapolated.

Furthermore, it is important to note that all surveys contain some component of "sampling error". Error that is attributable to systematic bias has been significantly reduced by utilizing strict random probability procedures. This sample was strictly random in that selection of each potential respondent was an independent event, based on known probabilities.

Each qualified household within the City of Mesquite had an equal chance for participating in the study. Statistical random error, however, can never be eliminated but may be significantly reduced by increasing sample size.

# HIGHLIGHTS

## ON QUALITY OF LIFE...

- There exists a strong positive perception of quality of life among Mesquite residents surveyed. A large majority of all respondents, 95.3%, indicated they considered their quality of life very good (33.3%) or good (62.3%).
- In a similar question, held within a “Family Retention Survey” commissioned by the City of Mesquite in 2006, 87.0% indicated they were very satisfied or satisfied with the “quality of life in their own community”. The same survey found that 95.0% of regional non-residents were “generally (45%) or intensely (50%) positive about the quality of life in their communities”.
- Primary ways in which the City of Mesquite might improve residents’ quality of life were reported to be: nothing (28.5%), repair streets and roads (14.0%), control housing (8.3%), more transportation (8.0%), more safety (5.5%), clean up the city (5.3%), improve the Police Department (5.3%), and better schools/education system (5.0%).
- Nearly three quarters, 71.0% suggested their standard of living was “good and improving” or “poor but improving”. And, nearly one quarter, 23.0%, indicated their standard of living was “poor and declining” or “good, but declining”.

*In our neighborhood, the crime rate is not the greatest. I'd like more police on the streets patrolling and help with cleaning the neighborhoods and houses/yards.*

## ON RESIDENCY / ISSUES...

- The primary reasons respondents mentioned for living or continuing to live in Mesquite, in declining order, included: housing (17.3%), location (14.0%), nice neighborhoods (12.8%), school system quality (12.3%), economic strength (6.8%), birthplace (4.5%) and the character of the City (4.5%).
- When asked to report issues or problems of most concern, over one quarter, 27.8% indicated they did not see any. Others, in declining order reported: public safety (20.0%), schools and education system needs improvements (12.0%), roads and street improvements / repairs (11.8%), neighborhood improvements (8.8%).

*I would say we need more recreation – YMCA's or community centers. Neighborhoods are declining. Help residents clean the areas and add more lighting.*

### ON PROJECT RENEWAL...

- Over three quarters of all respondents, 75.8%, suggested they were very (34.3%) or somewhat aware (41.5%) of Project Renewal efforts.
- Impressively, 95.5% indicated Project Renewal efforts were very (65.0%) or somewhat important (30.5%). Just 4.3% noted that the efforts were somewhat unimportant (1.3%) or not at all important (3.0%).
- Reasons offered for Project Renewal support centered on: Mesquite needs to grow, improvements benefit everyone, improvements attract residents, the City dies without improvements, widens the tax base, improves our quality of life, increases property values, we all need roads and bridges improved, improvements attract business, need to help schools improve, image is improving and improvements slow wear and tear on vehicles.
- Few respondents considered Renewal effort unimportant. However, the reasons offered included: money is wasted on unnecessary work, too many motels, and nothing being done to help the schools.

### ON PROJECT RENEWAL KNOWLEDGE...

- Residents surveyed held moderate to strong knowledge of Project Renewal activities, developments or communications measured.
- The highest knowledge levels were recorded for infrastructure improvements (92.0%), economic development projects (75.3%), the City's Tripp Road bridge and street project (69.3%) the sidewalks, median and street sign improvements (69.0%) and that the City holds a lower crime rate than State and Federal levels (52.6%)
- More moderate, but still strong, knowledge was found for the City's Project Renewal website (39.3%) and the Community Appearance Manual (35.0%).

### ON MESQUITE TAXES...

- While one quarter of all respondents, 24.0%, believed the taxes they paid to the City of Mesquite were higher than neighboring communities, another 46.8% suggested they were about the same and 13.0% believed they were lower.
- Importantly, 84.8% of all respondents suggested, after considering both the services provided by the City of Mesquite and the taxes paid, that the value was very good or good.
- And, while one quarter of respondents, 25.3%, believed that "Taxes are too high for the quality and level of services that I'm receiving", 69.9% suggested that taxes were at acceptable levels. Just 5.0% were unsure.

## ON EDUCATION...

- Using a scale of one to ten where one was very good and ten was very poor, respondents rated national, state and Mesquite public education. The cumulative positive ratings of one through four were recorded as 37.7%, 40.0% and 55.0% respectively.
- Cumulative ratings of seven through ten (poor) for national, state and Mesquite public education were recorded as 24.8%, 23.7% and 23.0% respectively. The remainder provided more neutral ratings of five and six.
- Similar to results found for City of Mesquite taxes, 23.5% suggested that “Taxes are too high for the quality and level of education students receive”. Another 67.8% indicated taxes were acceptable.
- Approximately two-thirds of all respondents were very or somewhat aware that the Mesquite Independent School District (MISD) test scores have been steadily improving and that the MISD received a “Recognized District Status” from the Texas Education Agency – 65.8% and 61.3% respectively.

## ON THE MARKET...

- There exists strong pride in the City of Mesquite. Impressive majorities of residents surveyed either strongly or somewhat agreed with five statements presented by researchers – “The City of Mesquite is moving in the right direction” (87.5%), “I would recommend Mesquite as a place to live and raise a family” (85.5%), “I take pride in telling people I live in Mesquite” (83.8%), “I would recommend Mesquite as a place to run or build a business” (82.8%), and “Project Renewal is having a positive impact on the overall image and success of Mesquite” (82.8%).
- While 9.3% of those surveyed described their relationship with the City as “dissatisfied”, another 89.9% suggested they considered themselves satisfied, loyal or advocates. Just 1.0% were unsure.
- In crosstabulation analysis, it appears that dissatisfied residents surveyed are twice as likely to cite poor schools/education than satisfied residents when asked about issues of concern. Further, dissatisfied residents are three times as likely to cite the need for recreational spaces/parks for children than satisfied residents. And, dissatisfied residents are three times as likely to mention housing as an issue of concern than satisfied residents. These issues – housing, recreation, and schools – appear to be the key drivers toward dissatisfaction.
- Two-thirds of respondents, 67.5%, indicated they have no current plans to move from Mesquite. Another third, 32.6% suggested they do have plans to move at some point.

## **ON COMMUNICATIONS...**

- **Just under half of all respondents, 47.8%, said they have seen the City's billboard campaign along the roads and highways.**
- **Of this group, 51.3% provided positive ratings (one through four) on a scale of ten for the job the billboards are doing in promoting and positioning the City's features and strengths. Another 16.7% offered negative ratings (seven through ten) and 28.8% provided more neutral ratings of five and six.**
- **Half of all respondents, 50.0%, were interested in receiving a monthly email newsletter designed to update residents on changes taking place throughout the City related to Project Renewal.**
- **Respondents provided researchers with the newspapers they read. The Dallas Morning News and the Mesquite News were recorded as the most read – 62.3% and 29.3% respectively. Researchers also collected information on television viewership and radio stations tuned into.**

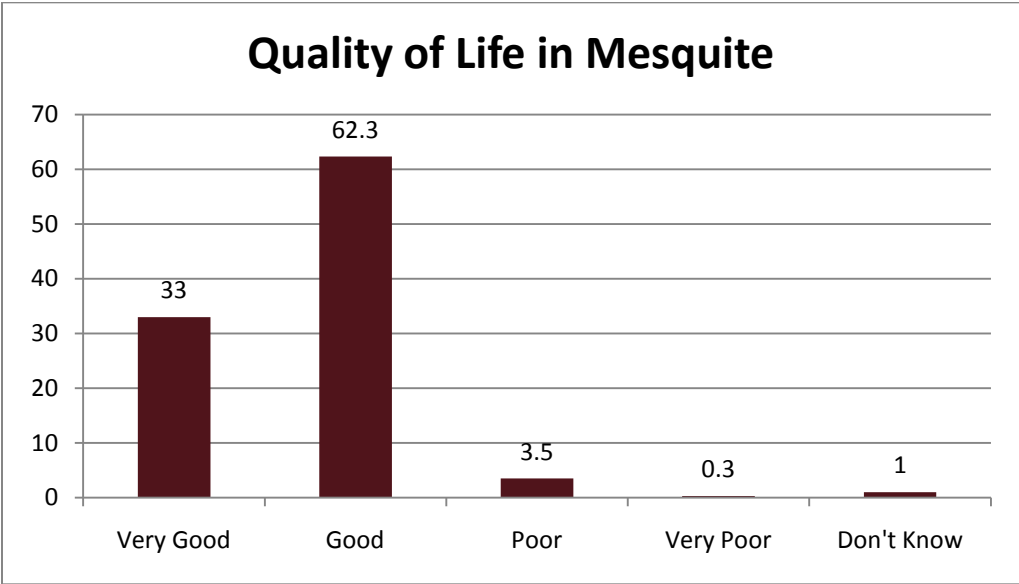
# SUMMARY OF FINDINGS

Readers are reminded that the following section summarizes statistics collected from surveys among 400 residents of the City of Mesquite, Texas.

## OVERALL QUALITY OF LIFE

All respondents were asked to think about and rate their quality of life as very good, good, poor or very poor. The cumulative total for those suggesting very good or good was 95.3%.

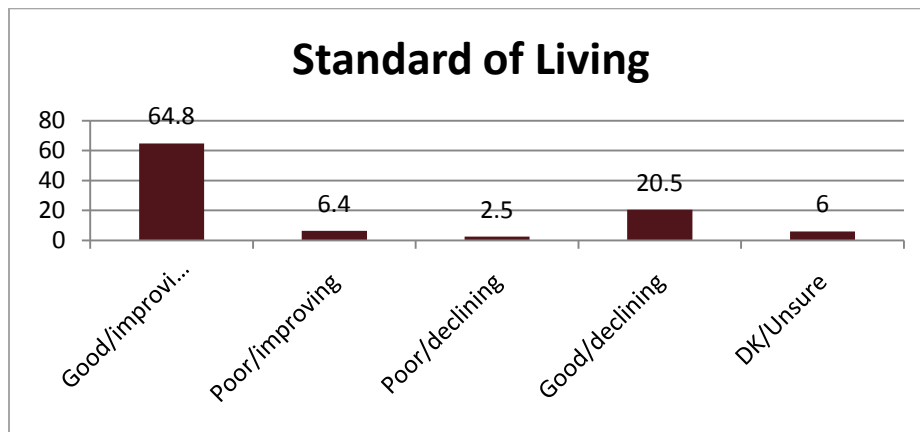
The following graph depicts the results as collected.



In an open end format question, all respondents were asked to report what the City of Mesquite could do to help improve their quality of life. Over one quarter of all respondents, 28.5% suggested there was “nothing” the City could do to improve their overall quality of life. The most frequently named improvements are presented in the following table. Multiple responses were accepted.

Improvements the City Could Make to Improve Quality of Life	Percent
Nothing	28.5
Repair City streets and roads	14.0
Control housing	8.3
More transportation	8.0
More safety	5.5
Clean up the City	5.3
Improve the Police Department	5.3
Better schools and educational system	5.0
Develop more parks and recreation centers	4.5
Create economic development projects	4.5
Cut or lower taxes	4.3
Approve the alcohol law	3.0
More jobs	2.8
Lower utility rates	2.5
Enforce immigration laws	2.0
Better hospitals / health care in area	1.8
Animal control	1.0

Respondents were asked to describe their current standard of living. Nearly three quarters, 71.0% suggested their standard of living was “good and improving” or “poor but improving”. And, nearly one quarter, 23.0%, indicated their standard of living was “poor and declining” or “good, but declining”.



## **RESIDENCY / ISSUES**

Respondents were asked for the reason or reasons for their decisions to live in the City of Mesquite. The reasons provided are presented in the following pre-coded list of responses.

<b>Reasons for Living in Mesquite</b>	<b>Percent</b>
Other	43.0
Housing (nice homes, affordable)	17.3
Location (close to work / highways)	14.0
Nice neighborhoods / sense of community	12.8
School system quality	12.3
Economic strength (jobs / employment)	6.8
Birthplace	4.5
Character of the City	4.5
Diversity	2.5
More suburban (less urban)	1.8
Recreation opportunities	1.0

Other responses included: not crowded, too poor to move, hospitals, shopping, have a house/home here, clean and safe, near relatives and/or family, safe, reasonable taxes, low crime rate, area affordable, just like it, no nonsense government, not part of Dallas, affordable housing.

In a second open end format question, all respondents were asked to name two or three issues or problems they are most concerned about in the City of Mesquite. The following table presents the most frequently named issues or problems. Multiple responses were mentioned.

<b>Issues / Problems of Concern in Mesquite</b>	<b>Percent</b>
Don't see / have problems or issues	27.8
Public safety / crime and drugs	20.0
Schools, education system needs improvement	12.0
Roads and street improvements / repair	11.8
Neighborhood improvement	8.8
Increase police presence needed	4.8
Lower taxes	4.8
Fix traffic	4.5
Housing	4.0
Improve transportation	3.0

Other issues/problems named with less frequency (less than 3.0%) included: the alcohol law, cost of living, lower water bills, animal/pet control, illegal immigration, trash pick-up, more restaurants and stores for shopping, crowded, need recreation, employment, air quality, over-growth, better City management.

## **PROJECT RENEWAL AWARENESS**

All respondents were read the following:

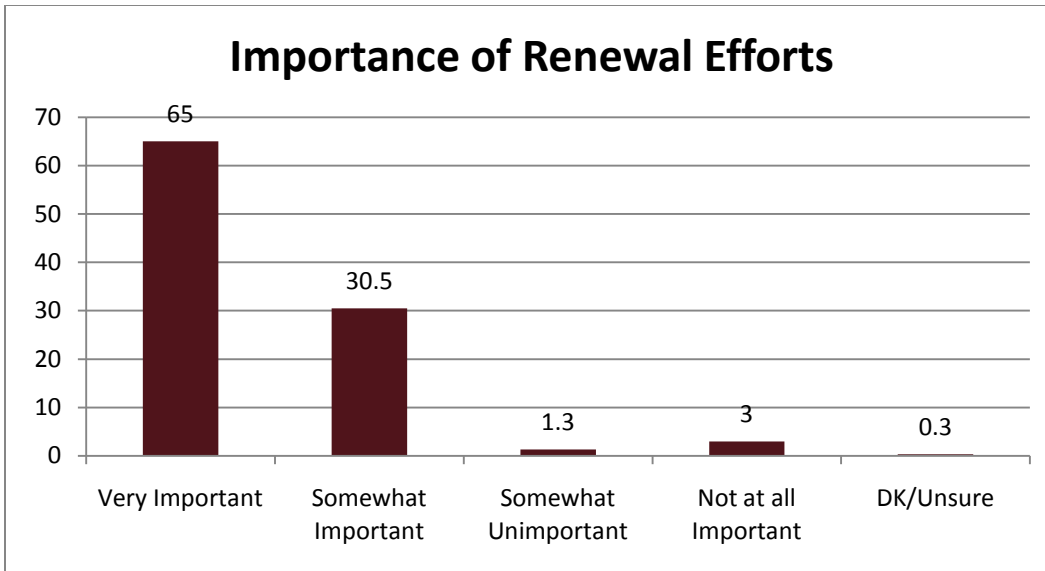
*“For nearly three years, the City of Mesquite has been undergoing a strategic renewal to re-build and re-invent itself. Project Renewal has focused on continual City improvements, replacing and rebuilding roads, bridges, and other aging infrastructure, providing an excellent education system and attracting new development projects that improve the City’s employment opportunities and tax base.”*

Each respondent was asked how aware they were of Project Renewal prior to the researcher’s call. Three quarters, 75.8%, indicated they were very or somewhat aware of Project Renewal. The following table presents the results as collected.

<b>Awareness of Project Renewal</b>	<b>Percent</b>
Very aware	34.3
Somewhat aware	41.5
Somewhat unaware	7.5
Not at all aware	16.5
Don’t know/unsure	0.3
<b><i>Total aware</i></b>	<b><i>75.8</i></b>
<b><i>Total unaware</i></b>	<b><i>24.0</i></b>

And, each was asked if they considered Project Renewal efforts very important, somewhat important, somewhat unimportant or not at all important. A large majority, 95.5%, suggested that the efforts were very or somewhat important. The results are presented here.

<b>Importance of Project Renewal Efforts</b>	<b>Percent</b>
Very important	65.0
Somewhat important	30.5
Somewhat unimportant	1.3
Not at all important	3.0
Don’t know/unsure	0.3
<b><i>Total important</i></b>	<b><i>95.5</i></b>
<b><i>Total unimportant</i></b>	<b><i>4.3</i></b>



In an open end format question, respondents were asked for the reasons why they considered Project Renewal efforts important.

Reasons offered centered on: Mesquite needs to grow, improvements benefit everyone, improvements attract residents, the City dies without improvements, widens the tax base, improves our quality of life, increases property values, we all need roads and bridges improved, improvements attract business, need to help schools improve, image is improving and improvements slow wear and tear on vehicles.

Few respondents considered Renewal effort unimportant. However, the reasons offered included: money is wasted on unnecessary work, too many motels, and nothing being done to help the schools.

## PROJECT RENEWAL KNOWLEDGE

Researchers were read a number of activities, developments or communications related to Project Renewal efforts. Respondents were asked if, prior to the researcher's call, they were very aware, somewhat aware, somewhat unaware or not at all aware of each.

The following table presents the results along with a shaded cumulative total column for very and somewhat aware.

<b>Renewal Activities</b>	<b>Very Aware</b>	<b>Somewhat Aware</b>	<b>Cumulative Total: Very and Somewhat</b>	<b>Somewhat Unaware</b>	<b>Not at all Aware</b>
<u>Infrastructure improvements</u> such as completion of LBJ highway expansion, Town East Boulevard improvements, and Highway 80 bridge and road improvements.	67.0	25.0	92.0	1.3	6.5
<u>Economic development projects</u> such as new restaurants, improvements to Market East shopping center and the new SuperTarget, redevelopment of 3000 Skyline (one of the largest data centers in the nation).	44.8	30.5	75.3	4.3	20.3
The City's Tripp Road bridge and street project	35.0	34.3	69.3	6.8	23.8
Sidewalks, median and street sign improvements	34.0	35.0	69.0	6.5	24.5
A City crime rate lower than the State and Federal levels	20.3	32.3	52.6	8.3	38.3
The City's website dedicated to Project Renewal – <a href="http://www.MyMesquiteTexas.com">www.MyMesquiteTexas.com</a>	17.0	22.3	39.3	4.8	55.3
Completion of a new Community Appearance Manual including new zoning for attractive Gateway developments	11.8	23.3	35.0	7.3	57.3

## MESQUITE TAXES

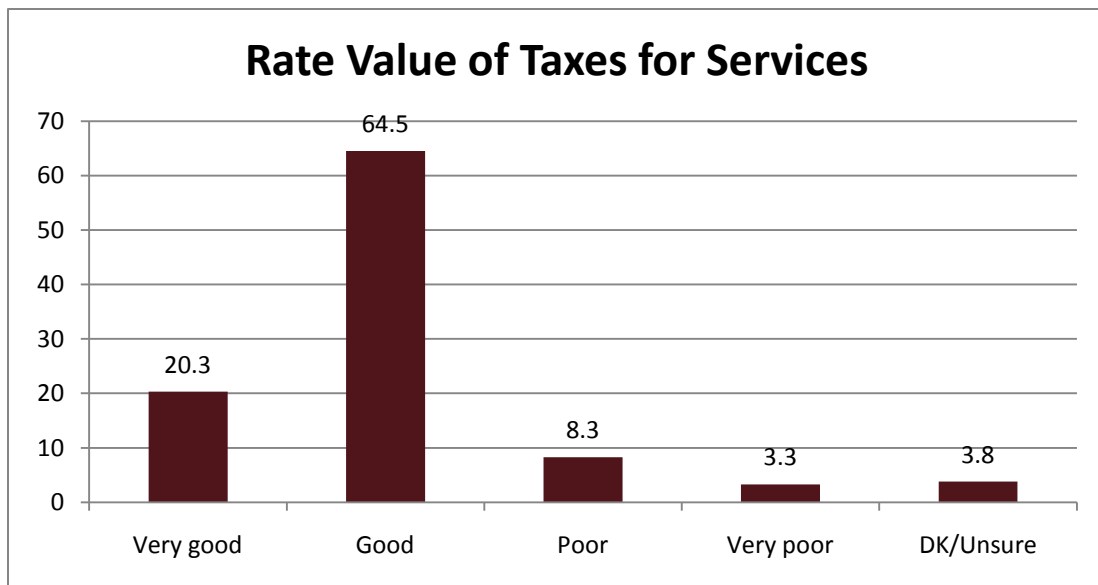
Researchers asked resident respondents if they believed the taxes paid to Mesquite are higher, lower, or about the same as neighboring cities and towns. While 59.8% suggested they believed their taxes were lower or about the same, 24.0% said their taxes are higher and 16.3% were unsure.

Results are presented in the following table.

<b>Your taxes are?</b>	<b>Percent</b>
Higher	24.0
Lower	13.0
About the same	46.8
DK/Unsure	16.3

Respondents were asked to consider both the services provided by the City of Mesquite and the taxes paid. Each was asked to rate the value as very good, good, poor or very poor. The cumulative total for very good and good was 84.8%.

The following graph presents the results as collects.



Researchers read four statements about Mesquite taxes to resident respondents. Each was asked which of the four best represents how they feel about taxes paid to Mesquite.

While 25.3% of Mesquite residents surveyed, reported taxes are too high for the quality and level of City services received, another 69.9% indicated that taxes were acceptable. Some, 5.0% were unsure. The following table presents the results.

Statements on Mesquite Taxes	Percent
Taxes are too high for the quality and level of City services received	25.3
Taxes are high, but the City is providing a high quality and level of services	19.8
Taxes are just right for the quality and level of services received	49.3
Taxes are too low for the quality and level of services received	0.8
DK/Unsure	5.0

## **EDUCATION**

All respondents were asked to rate the quality of public education nationally, statewide and in Mesquite. The overall positive rating (ratings of 1–4) for public education in Mesquite was 55.0% followed by both national and state public education – 37.7 and 40.0% respectively.

The following table presents the results. “Don’t know respondents” were removed from the data.

Levels	Positive Ratings (1-4)	Neutral Ratings (5-6)	Poor Ratings (7-10)
Nationally	37.7	37.4	24.8
Statewide	40.0	36.2	23.7
Mesquite	55.0	22.0	23.0

Nearly one quarter, 23.5%, of all residents surveyed suggested that taxes are too high for the quality and level of education students receive, another two thirds, 67.8%, indicated taxes were acceptable. Results are presented in the following table.

Statements on School Taxes	Percent
Taxes are too high for the quality and level of education students receive	23.5
Taxes are high, but the School District is providing a high quality and level of services	19.8
Taxes are appropriate for the quality and level of services received	43.5
Taxes are too low to provide quality educational services	4.5
DK/Unsure	8.8

When asked, nearly two thirds of all respondents reported being aware the Mesquite Independent School District (MISD) test scores have been steadily improving and the MISD received “Recognized District Status” from the Texas Education Agency – 65.8% and 61.3% respectively.

Renewal Activities	Very Aware	Somewhat Aware	Cumulative Total: Very and Somewhat	Somewhat Unaware	Not at all Aware
MISD test scores have been steadily improving	32.5	33.3	65.8	8.8%	24.5
MISD received “Recognized District Status” from the Texas Education Agency	38.3	23.0	61.3	4.8	33.3

## THE MARKET

Respondents were read five statements to help gage their relationship with the City of Mesquite.

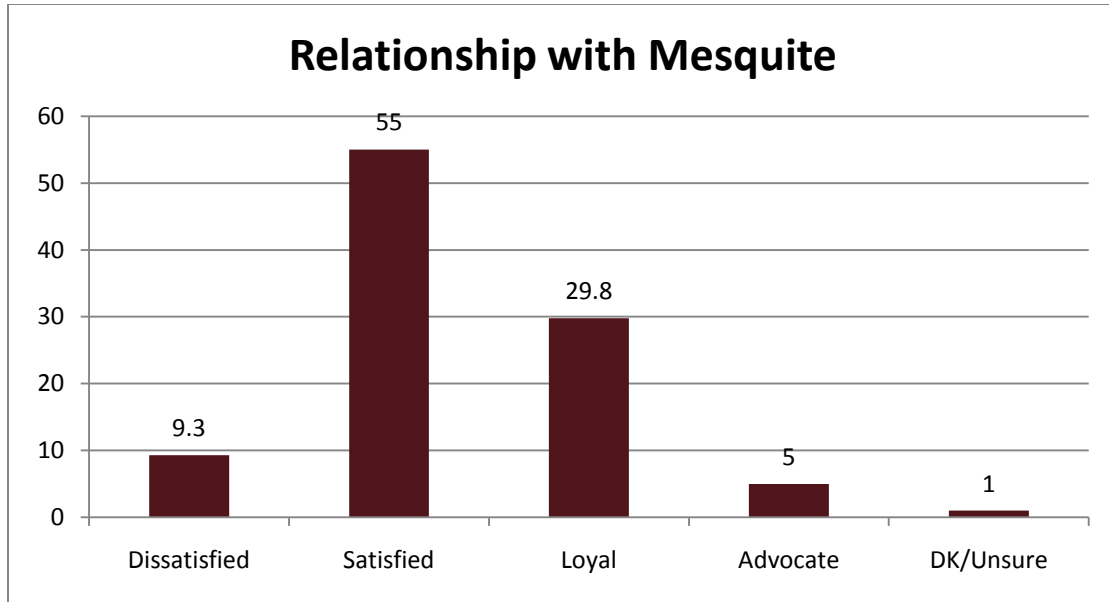
The strongest agreement was recorded for “Mesquite is moving in the right direction” (87.5%). The lowest agreement, but still strong, was tied for “I would recommend Mesquite as a place to build a business” and “Project Renewal is having a positive impact on the overall image and success of Mesquite” – 82.8%.

The following table presents the results along with a cumulative total for strongly and somewhat agree.

Statements	Strongly Agree	Somewhat Agree	Cumulative Total	Somewhat Disagree	Strongly Disagree
The City of Mesquite is moving in the right direction	44.3	43.3	87.5	7.5	4.3
I would recommend Mesquite as a place to live and raise a family	52.8	32.8	85.5	7.3	6.8
I take pride in telling people I live in Mesquite	54.3	29.5	83.8	10.0	5.5
I would recommend Mesquite as a place to run or build a business	40.5	42.3	82.8	8.3	5.0
Project Renewal is having a positive impact on the overall image and success of Mesquite	36.0	46.8	82.8	6.5	4.8

Researchers also asked all respondents which, of four levels, best describes their own relationship with the City of Mesquite. These ranged from being a dissatisfied resident to an advocate for the City. A large majority, 89.8% suggested they were satisfied, loyal or an advocate while 9.3% indicated they were dissatisfied.

The following chart presents the results as collected.



Respondents were asked to estimate, as best they can, how long they planned to live in Mesquite. While over two-thirds suggested they see no plans to move in the future, the remaining residents suggested they had plans to move as depicted in the following table.

Plans to move from Mesquite?	Percent
Will move in less than five years	12.5
Five to less than ten years	9.8
Ten years or more but would eventually move	10.3
No plans to move	67.5
<b><i>Total likely to move</i></b>	<b><i>32.6</i></b>
<b><i>Total unlikely to move</i></b>	<b><i>67.5</i></b>

Among those considering a move from Mesquite, primary reasons offered included: a home with more land, retirement, friends have moved, crime rate, family is elsewhere, poor areas, taxes are going up, wife is a teacher who was forced to live here, better schools in neighboring cities, job change, declining neighborhoods, have property in the country, lack of vision on the part of the City, better education districts, bigger house, a different climate, it's just time, no mass transit, moving back home.

## COMMUNICATIONS

Researchers asked respondents where they usually go to get City, School or related event information. The following table presents the results. Multiple responses were allowed.

Sources Used for Information	Percent
Newspapers	27.8
Internet	15.8
City Website	9.0
City newsletter	8.0
Television	6.5
School district website	5.5
Phonebook	5.0
Convention & Visitors Bureau website	5.0
City pamphlets, notices, flyers	4.3
Radio	3.8
Neighbors, friends, co-workers	3.3
Word of mouth	2.5
Project Renewal website	2.3
Social media such as Twitter and Facebook	1.3
Chamber of Commerce	1.3

Other sources for information named included: work at the school district, city hall and schools, city offices, from children going to school, from grandkids, home owners association, in the mail with my water bill, know people who work for the City, Mayor and Superintendent, Mesquite paper, business leaders,

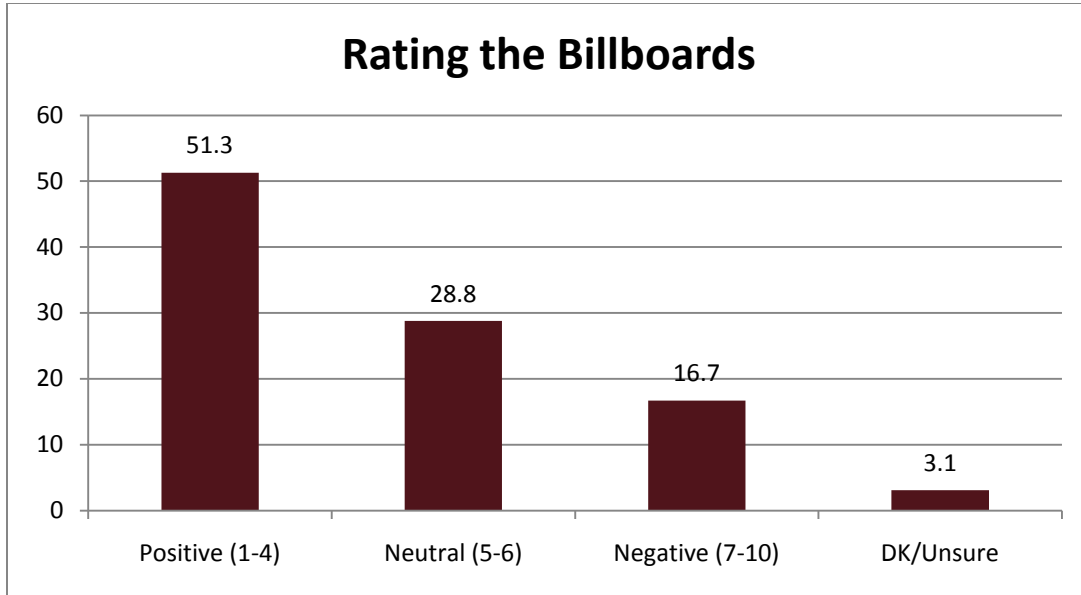
Just under one half of all respondents, 47.8%, told researchers they have seen the City's billboard campaign along the roads and highways. Another 50.0% said they had not and 2.3% were unsure.

Have Seen Billboard Campaign	Percent
Yes	47.8%
No	50.0
Don't Know/Unsure	2.3

Respondents who reported seeing the billboard campaign, 47.8%, were asked to rate the job they do in promoting and positioning the City's features and strengths. Respondents were asked to use a scale of one to ten where one was very good and ten was very poor.

Just over one half, 51.3%, provided positive ratings of one through four while 28.8% provided neutral ratings of five and six. Another 16.7% provided poor ratings of seven through ten. Some, 3.1% were unsure.

The following graph depicts the results.



One half of all respondents, 50.0%, suggested they are very (21.2%) or somewhat interested (28.8%) in receiving an email newsletter designed to keep them updated on changes taking place throughout the City related to Project Renewal. Another 47.8% were somewhat uninterested (6.8%) or not at all interested (41.0%). Some, 2.3% were unsure.

Of the group interested in receiving the email newsletter (50.0%), 47.5% preferred a short, 1-2 page stand alone monthly email version while 43.0% preferred a brief section, 1-2 stories, held within an electronic version of the City’s monthly Mainstream newsletter. Some, 9.5% were unsure.

Researchers asked respondents to report which newspapers they typically read. The following table presents the results as collected. The list of “other” (24%) newspapers named is held within the composite aggregate data. Multiple responses were accepted.

<b>Newspapers</b>	<b>Percent</b>
Dallas Morning News	62.3
Mesquite News	29.3
Other	24.0
Dallas Weekly	1.8
Wall Street Journal	1.0
Dallas Voice	0.5
Al Dia de Dallas	0.5
El Herald News	0.5
North Texas Catholic	0.5
USA Today	0.3
Quick DFW	0.3
Dallas Post Tribune	0.3
El Extra	0.3

Similarly, respondents reported the radio stations they tune into. The results are presented here. “Other” (74.8%) stations tuned into are presented in the composite aggregate data. Multiple responses were accepted.

<b>Radio Stations Tuned Into</b>	<b>Percent</b>
01 KERA 90.1 (PBS)	5.8
02 KESN FM 103.3	3.3
03 KLIF AM 570	1.0
04 KRLD AM 1080	6.5
05 KRLD FM 105.3	5.0
06 KSKY AM 660	1.5
07 KTCK AM 1310	1.5
08 WBAP AM 820	6.5
09 WRR FM 101.1	2.8
10 Other	74.8

And, respondents were asked which television stations they watch. Researchers accepted multiple responses. “Other” stations named (31.5%) are held within the composite aggregate data.

<b>Television Stations Tuned Into</b>	<b>Percent</b>
KDFW-Ch. 4 (Fox Affiliate)	33.5
KXAS-Ch. 5 (NBC Affiliate)	21.0
WFAA-Ch. 8 (ABC Affiliate)	31.5
KTVT-Ch. 11 (CBS Affiliate)	30.8
KERA-Ch. 13 (PBS)	9.8
KUVN-Ch. 23 (Univision)	3.0
KXTX-Ch. 39 (Telemundo)	1.3
KTXA-Ch. 21 (CW)	8.8
Other	31.5

## DEMOGRAPHICS

<i>Years in Mesquite</i>	<i>2010</i>
Fourteen or fewer years	48.0
More than fourteen years	52.0

<i>For school age children, what type of school</i>	<i>2010</i>
Public school	33.3
Private school	3.8
Home school	1.3
No children	58.3
Both public and private schools	1.5
RF	0.8
DK/Unsure	2.3

<i>Age</i>	<i>2010</i>
18 to 25	10.5
26 to 35	10.5
36 to 45	20.5
46 to 55	26.3
56 to 65	20.5
66 to 75	5.5
76 or older	5.5
Refused	0.8

<i>Education</i>	<i>2010</i>
8 <sup>th</sup> grade or less	2.0
Some high school	4.5
High school graduate	30.5
Some technical school	1.5
Technical school graduate	1.0
Some college	26.0
College graduate	20.3
Post graduate	12.8
Refused	1.5

<i>Hispanic, Latin American, Puerto Rican, Cuban or Mexican</i>	<i>2010</i>
Yes	22.5

<i>Ethnicity</i>	<i>2010</i>
White	58.3
Black, African-American	11.8
Asian, Pacific Islander	2.0
Aleutian, Eskimo or American Indian	1.5
Other	1.8
Native Hawaiian	0.3
Two or more races	1.0
Refused	0.8
Don't know/unsure	0.3

<i>Employment Status</i>	<i>Percent</i>
Working full-time	50.3
Working part-time	12.8
Student	1.8
Retired	18.5
Unemployed – looking	5.3
Unemployed – not looking	1.3
Unemployed – unable to work	4.3
Homemaker	3.3
Unsure/DK	2.8

<i>Type of employment</i>	<i>2010</i>
Professional	41.3
Paraprofessional	7.1
Clerical	7.5
Technical	9.9
Service industry	9.1
Crafts/trades	8.3
Self-employed	11.9
Other	3.6
DK/Unsure	0.4
RF	0.8

<i>Have Internet Access?</i>	<i>2010</i>
Yes, at home	42.8
Yes, at work	1.5
Yes, both	31.8
Total internet access	76.1
No access	22.0
DK/Unsure	2.0

<i>Gender</i>	<i>2010</i>
Male	48.3
Female	51.7

<b>Income</b>	<b>Percent</b>
Under \$9,999	5.0
\$10,000 to less than \$40,000	25.5
\$40,000 to less than \$70,000	21.5
\$70,000 to less than \$100,000	12.0
\$100,000 to less than \$130,000	7.0
\$130,000 to less than \$160,000	2.5
\$160,000 or more	1.5
Don't know	4.5
Refused	20.3

# 5 APPENDIX

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## INTERPRETATION OF AGGREGATE RESULTS

The computer processed data for this survey is presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

The “NA” category label refers to “No Answer” or “Not Applicable.” This code is also used to classify ambiguous responses. In addition, the “DK/RF” category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as “Missing” – occasionally, certain individual’s responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample sub-group).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The careful analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq.). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. Its primary usefulness is to gauge some ordered or ranked meaning.