

APPENDIX: CUMULATIVE SURVEY RESULTS

PROJECT 1621003

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MY NAME IS _____ AND I'M WITH THE RAYMAR RESEARCH GROUP. WE ARE NOT A DIRECT MARKETING FIRM AND ARE NOT SELLING ANYTHING. WE'RE CONDUCTING A SURVEY TODAY ABOUT ISSUES IMPACTING YOUR COMMUNITY. WOULD IT BE ALL RIGHT IF I TOOK A FEW MINUTES OF YOUR TIME TO ASK YOU A FEW QUESTIONS?

AREA	AREA I 36%
	AREA II 10%
	AREA III 6%
SHEET NUMBER _____	AREA IV 48%
SEX	MALE 50%
	FEMALE 50%

1. IN GENERAL, HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE QUALITY OF LIFE IN YOUR COMMUNITY?

VERY SATISFIED	34%
SATISFIED	61%
DISSATISFIED	4%
VERY DISSATISFIED	1%
NO OPINION	1%

2. HOW LONG HAVE YOU LIVED IN THE CITY OF LEWISVILLE?

LESS THAN ONE YEAR	0%
1 - 3 YEARS	7%
4 - 6 YEARS	22%
7 - 10 YEARS	16%
11 - 20 YEARS	25%
MORE THAN 20 YEARS	30%
REFUSE TO ANSWER	0%

3. AND HOW FREQUENTLY DO YOU VOTE IN CITY-RELATED ELECTIONS?

ALWAYS	28%
OFTEN	37%
SELDOM	20%
NEVER	14%
NO OPINION	1%

4. LET'S FIRST TALK ABOUT ROADS IN YOUR CITY. PLEASE RATE THE OVERALL CONDITION OF THE FOLLOWING TYPES OF ROADWAYS LOCATED IN LEWISVILLE

	E	G	F	P	NO OPIN
A) FEDERAL HIGHWAYS (I-35)	6%	49%	33%	12%	0%
B) STATE HIGHWAYS (121, 3040, 407, 1171)	4%	47%	34%	14%	1%
C) MAIN THOROUGHFARES (EDMONDS, CORPORATE, GARDEN RIDGE)	4%	59%	27%	9%	1%
D) NEIGHBORHOOD STREETS CONTAINED WITHIN YOUR NEIGHBORHOOD	11%	56%	19%	13%	1%

	E	G	F	P	NO OPIN
E) NEIGHBORHOOD STREETS CONTAINED WITHIN NEIGHBORHOODS OTHER THAN YOURS	4%	54%	28%	7%	7%
F) ALLEYS	3%	35%	20%	11%	31%
G) TRAFFIC INTERSECTIONS	1%	56%	28%	14%	0%

5. IF ADDITIONAL FUNDING WERE AVAILABLE, WHICH TYPE OF ROADWAY WOULD YOU TARGET FOR IMPROVEMENT? REMEMBER THAT THE CITY HAS NO RESPONSIBILITY FOR EITHER STATE OR FEDERAL HIGHWAYS SO THOSE ARE NOT POSSIBLE ANSWERS:

MAIN THOROUGHFARES44%
NEIGHBORHOOD STREETS IN MY NEIGHBORHOOD.15%
NEIGHBORHOOD STREETS NOT IN MY NEIGHBRHD8%
ALLEYS4%
TRAFFIC INTERSECTIONS	22%
NO OPINION6%

6. REGARDING ROADWAYS IN LEWISVILLE, HOW IMPORTANT OR UNIMPORTANT WOULD IT BE TO SPEND ADDITIONAL FUNDS ON THE FOLLOWING STREET-RELATED ITEMS . . .

	VI	I	U	VU	NO
A) FILLING IN POTHOLES52%	41%	6%	0%	0%
B) RESURFACING ROADS34%	54%	10%	0%	0%
C) WIDENING MAIN THOROUGHFARES40%	41%	16%	0%	2%
D) ADDING TURN LANES ON STREETS34%	42%	21%	0%	2%
E) REDUCING TRAFFIC CONGESTION59%	33%	6%	0%	1%

7. HOW STRONGLY WOULD YOU SUPPORT OR OPPOSE A ONE-QUARTER CENT SALES TAX TO REPAIR AND UPGRADE CITY STREETS?

STRONGLY SUPPORT17%
SUPPORT55%
OPPOSE16%
STRONGLY OPPOSE9%
NO OPINION3%

8. NOW LET'S TALK ABOUT GETTING INFORMATION ABOUT LEWISVILLE. PLEASE TELL ME HOW USEFUL OR NOT USEFUL EACH OF THE FOLLOWING ARE TO YOU IN GATHERING NEWS ABOUT LEWISVILLE. YOUR RESPONSES SHOULD BE VERY USEFUL, SOMEWHAT USEFUL, SOMEWHAT NOT USEFUL OR NOT VERY USEFUL.

	VU	SU	SNU	NVU	NO
A) NEWSPAPERS26%	46%	8%	17%	3%
B) RADIO12%	30%	24%	31%	4%
C) TELEVISION19%	40%	19%	20%	2%
D) NEIGHBORS22%	42%	16%	17%	2%
E) CITY EMPLOYEES11%	33%	22%	25%	8%
F) CITY WEB SITE15%	33%	14%	25%	13%
G) CITY NEWSLETTER25%	45%	10%	12%	8%
H) WOW MAGAZINE (PARKS AND REC)10%	23%	13%	27%	27%
I) WATER BILL INSERTS20%	47%	10%	15%	8%
J) LINK TELEPHONE SYSTEM3%	16%	15%	32%	34%

9. PLEASE TELL ME IF YOU READ THE FOLLOWING NEWSPAPERS REGULARLY, OCCASIONALLY OR NEVER . . .

	R	O	N	NO
A) DALLAS MORNING NEWS/DENTON COUNTY49%	34%	17%	0%
B) LEWISVILLE/FLOWER MOUND BUSINESS JOURNAL	9%	26%	63%	2%
C) LEWISVILLE LEADER22%	43%	32%	2%

10. THE CITY NEWSLETTER, THE "LEWISVILLE HORIZON" IS PUBLISHED AND DISTRIBUTED EVERY OTHER MONTH. DURING THE PAST YEAR, DO YOU REMEMBER READING IT?

(IF NO, SKIP TO #12)

YES53%
NO47%
DON'T REMEMBER	0%

11. HOW EFFECTIVE OR INEFFECTIVE DO YOU FEEL THE "LEWISVILLE HORIZON" NEWSLETTER IS IN KEEPING CITIZENS INFORMED ABOUT CITY GOVERNMENT?

VERY EFFECTIVE26%
EFFECTIVE60%
INEFFECTIVE11%
VERY INEFFECTIVE	1%
NO OPINION	2%

12. WHAT WOULD YOUR LEVEL OF INTEREST BE IN INCLUDING THE FOLLOWING TYPES OF SUBJECT MATTER IN THE "HORIZON"? YOUR ANSWERS SHOULD BE VERY INTERESTED, SOMEWHAT INTERESTED, NOT VERY INTERESTED OR NOT AT ALL INTERESTED . . .

	VI	SI	NVI	NAI	NO
A) LEWISVILLE CITY GOVERNMENT29%	51%	9%	8%	2%
B) CITY PROJECTS & SERVICES41%	47%	4%	5%	2%
C) CITY CLUBS AND ORGANIZATIONS19%	43%	28%	8%	3%
D) LEWISVILLE BUSINESS AND ECONOMY	34%	48%	10%	6%	2%
E) THINGS TO DO AND PLACES TO GO40%	41%	10%	6%	3%
F) ROAD CONSTRUCTION INFORMATION50%	35%	6%	6%	2%
G) COUNTY INFORMATION24%	53%	14%	6%	2%
H) SECTION ON "MEET YOUR CITY EMPLOYEE"	9%	39%	34%	14%	4%

13. THE PARKS & RECREATION DEPARTMENT PRODUCES THE "WOW" BROCHURE, A NEWSLETTER THAT DETAILS RECREATION PROGRAMS AND SCHEDULES. IT IS PRODUCED THREE TIMES A YEAR AND AVAILABLE AT SEVERAL CITY FACILITIES AS WELL AS RECREATION CENTERS. HOW AWARE OR UNAWARE ARE YOU OF THE "WOW" BROCHURE?

VERY AWARE20%
SOMEWHAT AWARE15%
UNAWARE21%
VERY UNAWARE42%
NO OPINION	0%

14. THE WOW BROCHURE WAS LAST PUBLISHED IN SEPTEMBER OF 2003. DO YOU RECALL PICKING UP A COPY OF THAT PUBLICATION?

(IF NO, SKIP TO #17)

YES19%
NO78%
DON'T REMEMBER	2%

15. WHEN YOU PICK UP YOUR COPY OF THE WOW MAGAZINE, DO YOU GENERALLY . . .

SPEND A LOT OF TIME READING IT21%
SPEND A FAIR AMOUNT OF TIME READING45%
LOOK THROUGH IT BRIEFLY33%
NOT READ IT AT ALL1%
NO OPINION0%

16. HOW EFFECTIVE OR INEFFECTIVE DO YOU FEEL THE WOW BROCHURE IS FOR COMMUNICATING TO THE PUBLIC THE PROGRAMS AND ACTIVITIES OFFERED BY THE PARKS AND RECREATION DEPARTMENT?

VERY EFFECTIVE69%
SOMEWHAT EFFECTIVE28%
NOT VERY EFFECTIVE1%
NOT AT ALL EFFECTIVE1%
NO OPINION5%

17. THESE NEXT FEW QUESTIONS DEAL WITH CABLE TELEVISION. DO YOU HAVE CABLE TELEVISION SERVICE IN LEWISVILLE?

(IF NO, SKIP TO #21)

YES54%
NO46%
DON'T REMEMBER0%

18. LET ME READ YOU A LIST OF PROGRAMS OFFERED ON CHANNEL 72. DURING A TYPICAL MONTH, HOW MANY TIMES DO YOU WATCH THESE PROGRAMS? IF YOU DON'T WATCH THEM AT ALL, LET ME KNOW THAT ALSO.

	DO NOT	ONCE	2-3 TIMES	4 OR MORE	NO
A) COMMUNITY COMMENTS82%	9%	7%	2%	0%
B) FIREHOUSE FIXINS73%	14%	8%	4%	0%
C) 5 ALARMS!93%	4%	1%	2%	0%
D) THE MAYOR'S CORNER81%	11%	7%	1%	0%
E) OLD TOWN UPDATE83%	9%	6%	1%	0%
F) ON THE LINE93%	3%	2%	1%	0%
G) PICKETT'S FENCE91%	5%	3%	0%	0%
H) SENIOR CONNECTION92%	3%	3%	2%	0%
I) THE WORKS94%	4%	2%	0%	0%
J) LEWISVILLE CITY COUNCIL MTNGS	75%	14%	8%	3%	0%
K) PLANNING & ZONING COMM. MTNGS	89%	6%	3%	1%	0%
L) DENTON COUNTY COMMISSIONERS COURT92%	6%	2%	0%	0%

19. APPROXIMATELY HOW MANY HOURS DURING A TYPICAL WEEK DO YOU SPEND WATCHING PROGRAMS ON CHANNEL 72?

LESS THAN ONE HOUR83%
ONE-THREE HOURS14%
THREE-SIX HOURS2%
SIX-TEN HOURS0%
10-20 HOURS0%
20+ HOURS0%
REFUSE TO ANSWER0%

20. HOW EFFECTIVE OR INEFFECTIVE DO YOU FEEL THE CITY'S CABLE CHANNEL PROGRAMS ARE IN COMMUNICATING TO THE PUBLIC INFORMATION ABOUT THE CITY IN AN ENTERTAINING MANNER?

VERY EFFECTIVE 7%
 EFFECTIVE 24%
 INEFFECTIVE 21%
 VERY INEFFECTIVE . . . 19%
 NO OPINION 29%

21. DO YOU HAVE A COMPUTER OR ACCESS TO A COMPUTER BY WHICH YOU CAN ACCESS THE CITY WEB SITE?

YES 86%
 NO 14%
 REFUSE TO ANSWER . . . 0%

(IF NO, SKIP TO #25)

22. HAVE YOU ACCESSED THE CITY WEB SITE, WWW.CITYOFLEWISVILLE.COM IN THE PAST YEAR?

YES 48%
 NO 52%
 DON'T REMEMBER 0%
 REFUSE TO ANSWER . . . 4

(IF NO, SKIP TO #25)

23. HOW EFFECTIVE OR INEFFECTIVE DID YOU THINK THE SITE WAS IN INFORMING YOU ABOUT THE CITY OF LEWISVILLE? WOULD YOU SAY IT WAS . . .

VERY EFFECTIVE 33%
 EFFECTIVE 56%
 INEFFECTIVE 8%
 VERY INEFFECTIVE . . . 2%
 NO OPINION 0%

24. OVER THE PAST SIX MONTHS, HAVE YOU ACCESSED THE WEB SITE TO CONDUCT THE FOLLOWING ACTIVITIES . . .

	YES	NO	DON'T REM
A) CONTACTED CITY COUNCIL OR STAFF	9%	91%	0%
B) REVIEWED CITY JOB OPENINGS OR APPLIED FOR A JOB	28%	72%	0%
C) SEARCHED FOR SPECIAL EVENTS OR ACTIVITIES NOT SPONSORED BY THE CITY	47%	52%	2%
D) SEARCHED FOR SPECIAL EVENTS OR ACTIVITIES SPONSORED BY THE CITY	59%	41%	1%
E) REVIEWED COMMERCIAL OR RESIDENTIAL DEVELOPMENT INFORMATION	24%	76%	1%
F) REVIEWED NOTES ON PUBLIC MEETINGS	16%	84%	0%

25. THE CITY CURRENTLY OFFERS, OR IS PLANNING TO MAKE AVAILABLE IN THE NEAR FUTURE, THE FOLLOWING SERVICES THROUGH THE CITY'S WEB SITE. HOW LIKELY OR UNLIKELY WOULD YOU BE TO UTILIZE THE FOLLOWING CURRENT OR FUTURE SERVICES THROUGH THE CITY'S WEB SITE . . .

	VL	L	U	VU	NO
A) ABILITY TO REVIEW AND PAY WATER BILLS	24%	22%	30%	21%	4%
B) ABILITY TO APPLY FOR BUILDING PERMITS	7%	20%	44%	26%	2%
C) ABILITY TO SUBMIT REQUESTS FOR SERVICE11%	40%	29%	16%	3%
D) ABILITY TO PAY TRAFFIC TICKETS AND OTHER COURT FINES18%	34%	26%	19%	3%
F) ABILITY TO REGISTER FOR PARKS AND RECREATION PROGRAMS23%	41%	24%	11%	2%

26. AND HOW IMPORTANT OR UNIMPORTANT DO YOU FEEL IT IS FOR THE CITY TO EXPAND ITS WEB SITE TO INCLUDE SOME OF THE ITEMS I JUST MENTIONED?

VERY IMPORTANT31%
IMPORTANT41%
UNIMPORTANT16%
VERY UNIMPORTANT9%
NO OPINION4%

27. IN THE PAST 12 MONTHS, HOW MANY TIMES HAVE YOU OR A MEMBER OF YOUR FAMILY VISITED A LEWISVILLE PARKS AND RECREATION FACILITY, SUCH AS A RECREATION CENTER OR PUBLIC PARK?

NONE17%
1 - 3 TIMES22%
4 - 6 TIMES15%
7 - 10 TIMES9%
MORE THAN 10 TIMES37%
REFUSE TO ANSWER0%

28. HAVE YOU OR A MEMBER OF YOUR HOUSEHOLD PARTICIPATED IN ANY LEWISVILLE PARKS AND LEISURE SERVICES PROGRAM OR ACTIVITY IN THE PAST 12 MONTHS FOR WHICH YOU PAID A FEE?

YES30%
NO70%
DON'T REMEMBER0%

29. IN SEPTEMBER OF 2002, VOTERS IN LEWISVILLE APPROVED A ¼ CENT SALES TAX FOR RECREATION RELATED PROJECTS. LET ME READ YOU FACILITIES WHICH WERE MENTIONED AT THAT TIME. PLEASE TELL HOW IMPORTANT OR UNIMPORTANT IT WOULD BE TO CONSTRUCT THE FOLLOWING FACILITIES WITHIN THE NEXT FIVE YEARS

	VI	I	U	VU	NO
A) A MULTI-PURPOSE RECREATION CENTER ON THE EAST SIDE OF THE CITY16%	43%	31%	6%	4%
B) ACQUISITION OF OPEN SPACE18%	45%	26%	5%	6%
C) SOCCER PRACTICE FIELDS15%	46%	31%	5%	2%
D) INLINE SKATEPARK12%	42%	36%	7%	3%
F) OUTDOOR AQUATIC FACILITY, INCLUDING CHILDREN'S PLAY AREA25%	50%	22%	2%	1%

G) AN INDOOR AQUATIC FACILITY26%	49%	21%	2%	1%
H) BASEBALL PRACTICE FIELDS15%	51%	29%	3%	2%
I) FOOTBALL PRACTICE FIELDS14%	46%	34%	4%	2%
J) MULTI-USE GAME FIELDS20%	59%	18%	2%	2%

30. LET ME READ THE LIST ONE MORE TIME. THIS TIME, WHICH PROJECT WOULD YOU RATE AS MOST IMPORTANT TO BEGIN CONSTRUCTION? IF YOU BELIEVE NONE ARE IMPORTANT, TELL ME THAT ALSO.

RECREATION CENTER15%
OPEN SPACE	8%
SOCCER PRACTICE FIELDS	7%
INLINE SKATEPARK . . .	5%
OUTDOOR AQUATIC FACIL.	.13%
INDOOR AQUATIC FACIL.	.16%
BASEBALL PRACTICE FLDS	5%
FOOTBALL PRACTICE FLDS	2%
GAME FIELDS17%
NONE ARE IMPORTANT . .	9%
NO OPINION	3%

31. WHICH OF THESE AGE GROUPS INCLUDES YOUR AGE?

18 - 24 YEARS	2%
25 - 34 YEARS12%
35 - 44 YEARS29%
45 - 54 YEARS24%
55 - 64 YEARS21%
65 AND OLDER14%
REFUSE TO ANSWER . . .	0%

32. DO YOU HAVE ANY CHILDREN AGE 18 OR UNDER LIVING IN YOUR HOME? (IF YES: IN WHICH OF THE FOLLOWING AGE CATEGORIES WOULD YOUR CHILDREN BE CLASSIFIED?)

NO CHILDREN62%
AGE 6 OR UNDER18%
AGES 7 - 1215%
AGES 13 - 1816%
REFUSE TO ANSWER . . .	0%

THAT'S THE END OF OUR SURVEY BUT COULD I CHECK TO SEE IF I DIALED THE CORRECT NUMBER? I DIALED _____. AND COULD I HAVE YOUR FIRST NAME, ONLY IN CASE MY SUPERVISOR HAS TO VERIFY THIS INTERVIEW? _____. THANK YOU AND HAVE A NICE EVENING.

CALLER INI. _____ SHEET NUMBER _____ ZIPCODE _____ SURVEY LENGTH _____