

TOWN OF TROPHY CLUB 2011 CITIZEN SURVEY CUMULATIVE RESULTS

PROJECT 01192008

RAYMOND TURCO & ASSOCIATES

JUNE 2011

THE TOWN OF TROPHY CLUB HAS COMMISSIONED A CITIZEN SURVEY ABOUT YOUR COMMUNITY. MY NAME IS _____ AND I'M WITH RAYMAR RESEARCH. WOULD IT BE ALL RIGHT IF I TOOK A FEW MINUTES OF YOUR TIME TO ASK YOU A FEW QUESTIONS?

AREA	AREA I	6%
	AREA II	28%
	AREA III	20%
	AREA IV	47%
SEX	MALE	49%
	FEMALE	51%

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

VERY SATISFIED	58%
SATISFIED	40%
DISSATISFIED	1%
VERY DISSATISFIED	1%
NO OPINION	0%

2. HOW LONG HAVE YOU LIVED IN TROPHY CLUB?

LESS THAN ONE YEAR	2%
1 - 3 YEARS	13%
4 - 6 YEARS	16%
7 - 10 YEARS	14%
10 - 20 YEARS	27%
MORE THAN 20 YEARS	28%
REFUSE TO ANSWER	0%

3. IN THE LAST FIVE YEARS, DO YOU FEEL THAT, AS A COMMUNITY, TROPHY CLUB HAS IMPROVED, STAYED ABOUT THE SAME, OR GOTTEN WORSE?

IMPROVED	51%
SAME	38%
WORSE	8%
NO OPINION	3%

4. WHICH STATEMENT BEST DESCRIBES YOUR LEVEL OF INVOLVEMENT IN ANY WAY IN THE COMMUNITY?

I AM VERY INVOLVED	7%
I AM SOMEWHAT INVOLVED	27%
I BECAME INVOLVED WHEN ISSUES AFFECT ME	30%
I'M NOT INVOLVED AT THIS TIME	36%
NO OPINION	0%

5. AND WHAT WOULD YOU SAY IS THE MOST IMPORTANT ISSUE FACING TROPHY CLUB?
High taxes (20%), Managing growth/growth related/quality of life (18%),
Lack of commercial tax base/retail development (15%), Budgeting/fiscal
responsibility/overspending (10%), traffic (8%) , . . .

6. AS I READ THE FOLLOWING STATEMENTS, PLEASE TELL ME HOW IMPORTANT OR UNIMPORTANT EACH IS IN DETERMINING THE QUALITY OF LIFE IN YOUR COMMUNITY.

	VI	I	U	VU	NO
A) PROVIDING A SAFE COMMUNITY	89%	10%	0%	0%	0%
B) PROVIDING COMMUNITY EVENTS	14%	65%	17%	2%	2%
C) KEEPING CITIZENS INFORMED ABOUT TOWN BUSINESS	49%	48%	2%	0%	1%
D) PLANNING FOR FUTURE NEEDS OF RESIDENTS	55%	42%	1%	0%	1%
E) HAVING EMPLOYEES THAT RESPOND TO CITIZEN NEEDS	62%	37%	1%	0%	1%
F) PROVIDING AN ADEQUATE FORUM FOR PUBLIC INPUT	44%	53%	2%	0%	1%
G) HAVING WELL-MAINTAINED AND LANDSCAPED MEDIANS	32%	56%	9%	1%	1%
H) WORKING WITH SURROUNDING CITIES, COUNTY ORGANIZATIONS, AND THE SCHOOL DISTRICT	47%	48%	4%	0%	2%

7. NOW PLEASE TELL ME HOW SATISFIED OR DISSATISFIED YOU ARE WITH THE WORK THE TOWN OF TROPHY CLUB HAS DONE IN THOSE ASPECTS

	VS	S	D	VD	NO
A) PROVIDING A SAFE COMMUNITY	59%	38%	1%	1%	1%
B) PROVIDING COMMUNITY EVENTS	30%	59%	4%	0%	7%
C) KEEPING CITIZENS INFORMED ABOUT TOWN BUSINESS	57%	14%	14%	2%	2%
D) PLANNING FOR FUTURE NEEDS OF RESIDENTS	13%	57%	16%	2%	11%
E) HAVING EMPLOYEES THAT RESPOND TO CITIZEN NEEDS	21%	59%	12%	2%	6%
F) PROVIDING AN ADEQUATE FORUM FOR PUBLIC INPUT	14%	67%	11%	2%	5%
G) HAVING WELL-MAINTAINED AND LANDSCAPED MEDIANS	35%	56%	6%	0%	2%
H) WORKING WITH SURROUNDING CITIES, COUNTY ORGANIZATIONS AND THE SCHOOL DISTRICT	15%	59%	11%	1%	14%

8. HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE OVERALL APPEARANCE OF YOUR TOWN?

VERY SATISFIED 50%
 SATISFIED 48%
 DISSATISFIED 2%
 VERY DISSATISFIED 0%
 NO OPINION 0%

9. NOW, WITHIN THE TOWN. DO YOU BELIEVE THE FOLLOWING POTENTIAL ISSUES IN OR AROUND TROPHY CLUB TO BE A MAJOR CONCERN, A MINOR CONCERN OR OF NO CONCERN TO YOU . . .

	MAJOR	MINOR	NO	NO OPIN
A) HOUSES IN NEED OF REPAIR	23%	52%	25%	0%
B) STRAY OR WILD ANIMALS	25%	45%	30%	0%
C) WEEDS AND UNMOWED GRASS	27%	44%	28%	0%
D) TRASH AND LITTER	28%	35%	37%	0%
E) DOOR-TO-DOOR SALESMEN	34%	40%	25%	1%
F) TRAFFIC FLOW IN YOUR NEIGHBORHOOD	24%	39%	37%	0%
G) CRIME	22%	45%	32%	0%
H) TEMPORARY SIGNS ON POLES AND IN YARDS	11%	49%	40%	1%
I) DOOR HANGERS	33%	43%	24%	0%

10. THESE NEXT FEW QUESTIONS DEAL WITH CUSTOMER SERVICE. FIRST, HAVE YOU HAD CONTACT WITH A TOWN EMPLOYEE DURING THE PAST YEAR?

(IF NO OR DON'T REMEMBER, SKIP TO #12) YES 60%
 NO 40%

11. PLEASE TELL ME OVERALL, HOW SATISFIED OR DISSATISFIED YOU WERE WITH THE FOLLOWING CUSTOMER SERVICE ACTIVITIES

	VS	S	D	VD	NO
A) THE COURTESY OF THE PERSON ANSWERING THE TELEPHONE	51%	38%	3%	1%	7%
B) DIRECTED TO THE CORRECT DEPARTMENT	40%	49%	2%	1%	7%
C) EMPLOYEE SEEMED CONCERNED ABOUT MY PROBLEM	40%	39%	14%	2%	4%
D) ASKED ADEQUATE QUESTIONS TO DETERMINE THE NATURE OF THE PROBLEM	33%	49%	9%	2%	7%
E) IF NOT AVAILABLE, THE CORRECT EMPLOYEE RETURNED MY CALL IN A REASONABLE TIME	27%	33%	9%	4%	27%
F) THE PROBLEM WAS ADEQUATELY DEALT WITH BY THE EMPLOYEE RESPONDING	34%	41%	15%	6%	5%
G) FOLLOWUP FROM TOWN TO ENSURE MY CONCERNS WERE ADDRESSED	18%	28%	18%	6%	30%
H) THE PEOPLE I WORKED WITH SHOWED PRIDE AND CONCERN FOR QUALITY IN THE WORK	33%	47%	7%	4%	8%
I) THROUGH HIS/HER ACTIONS, THE PRIMARY EMPLOYEE I WORKED WITH REPRESENTED THE TOWN IN A POSITIVE MANNER	36%	50%	7%	4%	3%

12. LETS TALK ABOUT TOWN SERVICES. PLEASE RATE THE FOLLOWING

	E	G	F	P	NO
A) FIRE/EMS SERVICES	66%	21%	2%	0%	10%
B) TRASH COLLECTION	50%	40%	9%	2%	0%
C) POLICE	65%	27%	3%	2%	2%
D) STREET MAINTENANCE	35%	49%	13%	3%	1%
E) COMMUNICATION EFFORTS FROM THE TOWN	35%	43%	15%	4%	2%
F) SIDEWALKS ALONG MAJ THOROUGHFARES	33%	42%	11%	5%	8%
G) MUNICIPAL COURT	10%	23%	3%	1%	61%
H) PARK FACILITIES	38%	44%	7%	3%	9%
I) CODE ENFORCEMENT	23%	41%	13%	8%	15%
J) SPECIAL EVENTS ORGANIZED BY TOWN	33%	46%	9%	1%	11%
K) MAINTENANCE OF TOWN FACILITIES	37%	52%	6%	0%	5%
L) RECREATION PROGRAMS	27%	37%	11%	5%	20%

13. LET'S TALK HOW ABOUT SAFETY IN YOUR COMMUNITY. HOW SAFE OR UNSAFE DO YOU FEEL IN THE FOLLOWING TOWN LOCATIONS

	VS	S	U	VU	NO
A) AROUND YOUR HOME	82%	16%	1%	0%	0%
B) IN YOUR NEIGHBORHOOD	81%	18%	1%	0%	0%
C) AT THE TOWN PARK CLOSEST TO YOUR HOME	59%	28%	1%	0%	12%
D) WHEN SHOPPING IN TROPHY CLUB	70%	28%	0%	0%	2%
E) THE TOWN IN GENERAL	74%	26%	0%	0%	0%

14. NOW I WOULD LIKE TO ASK YOU ABOUT CERTAIN ASPECTS OF PARKS AND IN YOUR COMMUNITY. USING A SCALE OF EXCELLENT, GOOD, FAIR OR POOR, AND BASED ON WHATEVER IMPRESSIONS YOU MAY HAVE, HOW WOULD YOU RATE TROPHY CLUB IN TERMS OF . . .

	E	G	F	P	NO
A) THE NUMBER OF PARKS IN THE TOWN	43%	41%	8%	2%	7%
B) THE OVERALL QUALITY OF TOWN PARKS	36%	45%	8%	1%	10%
C) THE OVERALL SAFETY OF TOWN PARKS	46%	37%	5%	0%	11%
D) THE MAINTENANCE OF TOWN PARKS	39%	42%	7%	1%	12%
E) THE VARIETY OF RECREATIONAL FACILITIES WITHIN PARKS	26%	41%	17%	4%	13%
F) THE NUMBER OF ATHLETIC FIELDS IN THE TOWN	32%	35%	10%	3%	20%
G) THE OVERALL QUALITY OF TOWN ATHLETIC FIELDS	29%	40%	7%	2%	22%
H) THE MAINTENANCE OF TOWN ATHLETIC FIELDS	30%	39%	7%	2%	23%
I) THE NUMBER OF PRACTICE FIELDS IN THE TOWN	20%	31%	11%	5%	33%
J) THE OVERALL QUALITY OF PRACTICE FIELDS	21%	32%	9%	4%	33%
K) THE OVERALL SAFETY OF PRACTICE FIELDS	26%	33%	4%	3%	34%
L) THE VARIETY OF CLASSES AND PROGRAMS OFFERED BY THE PARKS & RECREATION DEPARTMENT	11%	25%	20%	6%	38%
M) THE OVERALL QUALITY OF PARKS & RECREATION CLASSES AND PROGRAMS	10%	28%	13%	5%	44%
N) THE AMOUNT OF HIKE AND BIKE TRAILS IN TOWN	13%	29%	21%	13%	24%
O) HAVING HIKE AND BIKE TRAILS CONVENIENTLY LOCATED FOR PEOPLE IN ALL AREAS	11%	27%	20%	16%	25%
P) THE OVERALL QUALITY OF HIKE AND BIKE TRAILS IN THE TOWN	11%	33%	16%	9%	31%
Q) THE OVERALL QUALITY OF PLAYGROUNDS IN TOWN	26%	43%	9%	2%	20%
R) THE OVERALL QUALITY OF THE TOWN POOL/SPLASH PAD	35%	33%	4%	2%	27%
S) THE OVERALL MAINTENANCE OF THE TOWN POOL - SPLASH PAD	33%	33%	3%	1%	31%
T) THE OVERALL SAFETY OF THE TOWN POOL/SPLASH PAD	35%	31%	2%	1%	31%
U) THE NUMBER OF COMMUNITY EVENTS SPONSORED OR ORGANIZED BY PARKS AND RECREATION	24%	41%	11%	1%	23%
V) THE OVERALL QUALITY OF COMMUNITY EVENTS SPONSORED OR ORGANIZED BY PARKS AND RECREATION	24%	42%	8%	1%	25%

15. LET'S TALK ABOUT SEVERAL POTENTIAL PROJECTS BEING CONSIDERED IN THE TOWN. HOW STRONGLY WOULD YOU SUPPORT OR OPPOSE FUNDING THE FOLLOWING CAPTIAL IMROVEMENT PROJECTS

	SS	S	O	SO	NO
A) A COMMUNITY CENTER	26%	47%	17%	5%	5%
B) GENERAL STREET REPAIRS	27%	64%	7%	1%	2%
C) DRAINAGE IMPROVEMENTS	33%	54%	8%	1%	4%
D) ADDITIONAL SIDEWALKS	19%	46%	25%	5%	4%
E) CONTINUED DEVELOPMENT OF TROPHY CLUB PARK OR MARSHALL CREEK PARK	20%	45%	19%	5%	11%
F) CONSTRUCTION OF A JOINT MUNICIPAL/PUBLIC SAFETY FACILITY	10%	35%	28%	6%	21%
G) A RECREATION CENTER	25%	44%	24%	4%	3%

16. HOW LIKELY OR UNLIKELY WOULD YOU BE TO SUPPORT THE FOLLOWING TYPES OF BUSINESSES IN TROPHY CLUB? HERE'S THE FIRST ONE

	VL	L	U	VU	NO
A) RETAIL STORES	45%	39%	9%	5%	1%
B) FAST FOOD RESTAURANTS	26%	39%	24%	8%	2%
C) FULL SERVICE RESTAURANTS	52%	40%	6%	2%	1%
D) PROFESSIONAL SERVICES (MEDICAL, LEGAL)	37%	47%	12%	3%	1%

	VL	L	U	VU	NO
E) A PERFORMING ARTS CENTER	22%	36%	31%	8%	3%
F) A MIXED USE DEVELOPMENT, WHICH WOULD INCLUDE RETAIL, DINING, AND HIGH DENSITY RESIDENTIAL, LIKE CONDOS	19%	27%	31%	20%	3%
G) MOVIE THEATER	21%	30%	36%	11%	1%
H) ASSISTED SENIOR LIVING CENTER	21%	47%	20%	7%	4%
I) GENERAL SERVICES (AUTO/HOME REPAIR)	9%	36%	40%	12%	3%
J) OFFICE BUILDINGS	11%	36%	39%	10%	4%
K) FAMILY-ORIENTED ENTERTAINMENT	19%	50%	20%	7%	4%

17. PLEASE NAME THREE RESTAURANTS THAT YOU WOULD LIKE TO SEE LOCATED IN TROPHY CLUB?

Steakhouse (general/not specific) (20%), Olive Garden (14%), Mexican (general/not specific) (13%), Asian/Thai (general/not specific) (12%), Chick Fil A (11%), Seafood (general/not specific) (10%), Outback Steakhouse (10%), Red Lobster (9%), Italian/pizza (general/not specific (9%) . . .

18. LET'S TALK ABOUT TRASH COLLECTION. HOW STRONGLY WOULD YOU SUPPORT OR OPPOSE THE TOWN PROVIDING RESIDENTS WITH ROLLING BINS FOR TRASH COLLECTION?

STRONGLY SUPPORT	23%
SUPPORT	27%
OPPOSE	20%
STRONGLY OPPOSE	25%
NO OPINION	4%

19. AND HOW USEFUL OR NOT USEFUL ARE EACH OF THE FOLLOWING SOURCES TO YOU IN FINDING OUT ABOUT WHAT'S GOING ON IN TROPHY CLUB. YOUR ANSWERS SHOULD BE VERY USEFUL, SOMEWHAT USEFUL, NOT VERY USEFUL OR NOT AT ALL USEFUL . . .

	VU	SU	NU	NAU	NO
A) TOWN WEB SITE	35%	43%	8%	11%	3%
B) TOWN STAFF	25%	40%	14%	11%	10%
C) MAYOR AND TOWN COUNCIL	22%	40%	14%	13%	11%
D) LOCAL NEWSPAPERS	27%	48%	15%	8%	3%
E) UTILITY BILL INSERTS	24%	37%	23%	12%	4%
F) TOWN SOCIAL MEDIA SITES (FACEBOOK, YOUTUBE, ETC)	7%	16%	30%	37%	10%
G) TOWN LIST SERVES/EMAIL BLASTS	20%	31%	17%	23%	10%
H) CONNECT CTY, THE TOWN'S TELEPHONE NOTIFICATION SYSTEM	44%	32%	10%	9%	5%
I) E NEWSLETTERS	19%	38%	18%	16%	9%
J) PRINTED NEWSLETTER OR DIRECT MAIL	20%	45%	21%	12%	2%
K) PUBLIC ACCESS CHANNEL 27	7%	15%	24%	36%	17%
L) PUBLIC DIGITAL MARQUEE SIGNS	31%	46%	10%	8%	5%
M) TOWN COUNCIL MEETING REPLAYS ONLINE	10%	27%	21%	28%	14%
N) TOWN COUNCIL MEETING REPLAYS ON CHANNEL 27	6%	16%	22%	39%	18%

20. HOW LIKELY OR UNLIKELY WOULD YOU BE TO USE THE FOLLOWING "SOCIAL MEDIA" SITES TO GET NEWS, INFORMATION, OR GOINGS ON ABOUT THE TOWN

	VL	L	U	VU	NO
A) FACEBOOK	10%	14%	24%	50%	1%
B) TWITTER	2%	5%	31%	60%	1%
C) MY SPACE	0%	1%	33%	64%	1%
D) YOU TUBE	1%	12%	29%	56%	1%
E) LINKEDIN	3%	9%	30%	56%	3%

21. ARE THERE ANY OTHER SITES THAT YOU WOULD LIKELY USE TO GATHER INFORMATION ABOUT THE TOWN?
Town web site (84%), Google (9%), Fort Worth Star Telegram (2%), . . .

22. AND HOW LIKELY OR UNLIKELY WOULD YOU BE TO DOWNLOAD AN APP FOR YOUR SMART PHONE THAT WOULD ALLOW YOU TO GET INFORMATION ABOUT THE TOWN, PAY YOUR UTILITY BILL, REGISTER FOR RECREATION CLASSES, AND OTHER GENERAL TOWN SERVICES?

VERY LIKELY	24%
LIKELY	17%
UNLIKELY	16%
VERY UNLIKELY	41%
NO OPINION	2%

23. THE FOLLOWING QUESTIONS ARE FOR CLASSIFICATION PURPOSES ONLY. WHICH OF THESE AGE GROUPS INCLUDES YOUR AGE?

18 - 24 YEARS	1%
25 - 34 YEARS	3%
35 - 44 YEARS	16%
45 - 54 YEARS	21%
55 - 64 YEARS	26%
65 AND OLDER	33%
REFUSE TO ANSWER	1%

24. DO YOU HAVE ANY CHILDREN, IN THE FOLLOWING AGE RANGES, CURRENTLY LIVING IN YOUR HOME?

(CIRCLE ALL THAT APPLY)

UNDER 6	9%
6 - 12	18%
13 - 18	19%
NO CHILDREN	67%
REFUSE TO ANSWER	0%

THAT'S THE END OF OUR SURVEY AND THE TOWN THANKS YOU FOR YOUR HELP. 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? _____.

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