



# News Release

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**City of McKinney News Release**  
FOR IMMEDIATE RELEASE

## **Residents confirm high-quality of living in McKinney**

*Citizen survey says 91 percent of residents happy with life in McKinney*

McKINNEY, Texas (June 21, 2017) – The most recent citizen survey confirms why McKinney is consistently named one of the fastest-growing cities in the country with 91 percent of respondents who rated the city as an excellent or good place to live. Respondents also gave an overwhelmingly positive rating to several aspects of community quality including McKinney as a place to raise children and to retire, their neighborhood as a place to live, the overall image of McKinney, safety and overall economic health.

“By measuring residents’ satisfaction levels with city services and gathering opinions on specific policies, city leaders are provided with direct feedback from residents in a statistically valid fashion. The overall positive responses are extremely encouraging, particularly since the city has faced consistently rapid growth in the past decade,” said City Manager Paul Grimes.

The survey helped determine a benchmark for the feelings of residents on several key issues facing the city. From quality of life and neighborhood safety to city services and programs, residents gave overwhelmingly positive feedback about how their city and tax dollars serve them. The survey results, in conjunction with the city’s performance measurement outcomes, will be used by City Council and city staff to analyze the effectiveness, responsiveness and value of city services.

The [Community Livability Report](#) summarizes all the results and key findings of a statistically valid representative sample of residents of the City of McKinney while the [Dashboard Report](#) offers a simplified quantitative view of the data, as well as comparison details for each question against national benchmarks. The [Technical Appendices](#) details the survey methods, individual response options selected for each question and speaks to the credibility of data and the most granular detail of results. Additional detailed information can be found in the [Geographic Crosstabs Report](#) and the results of the [online survey](#).

The 2017 citizen survey was part of the National Citizen Survey, a collaborative effort between National Research Center Inc. (NRC), the National League of Cities (NLC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to ensure high quality research methods and directly comparable results across the NCS communities.

“The citizen survey is an important voice for our residents. Through two-way communication vehicles like this survey, we are able to capture the views of our community and incorporate them as part of the decision-making process to help shape the future of our city,” said Communications and Marketing Director CoCo Good.

The citizen survey results and a summary are posted on the [city’s website](#).

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### **About McKinney**

McKinney, Texas, is unique by nature. As one of the fastest growing cities in America, McKinney has a current population of more than 168,000. The city was #1 on the list of Best Places to Live in America in 2014, published by *Money Magazine*. Established in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers award-winning schools, a vibrant historic downtown, diverse housing options, a robust economy and a uniquely beautiful natural setting, with rolling hills and lush trees. Visit the city’s website at [www.mckinneytexas.org](http://www.mckinneytexas.org).

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