

TOWN OF ADDISON

COUNCIL QUESTIONNAIRE - PAGE 10

SATISFACTION LEVEL - SCOPE AND QUALITY OF CITY SERVICES

May, 2001

KEY

Blank - No Opinion

1 - Very Dissatisfied

2 - Dissatisfied

3 - Satisfied

4 -Very Satisfied

	Barrett	Klein	Mallory	Silver	Turner	Ways	Wheeler	Average
Airport / aviation:								
Strategic planning / direction	3		3	3			4	3.3
Innovative responses to changing conditions	3		3	3			4	3.3
Efficient use of resources	3		3				4	3.3
Council communication		3	4	4			4	3.8
Tenant relations	2		3				4	3.0
Marketing/advertising	3		3					3.0
Facility upkeep and appearance	3		3	2		2	1	2.2
Noise abatement programs	3	3	3	3			3	3.0

Completed by: _____

DUE TO CITY MANAGER'S OFFICE BY FRIDAY, JUNE 1, 2001

TOWN OF ADDISON

COUNCIL QUESTIONNAIRE - PAGE 9

SATISFACTION LEVEL - SCOPE AND QUALITY OF CITY SERVICES

May, 2001

KEY

Blank - No Opinion

1 - Very Dissatisfied

2 - Dissatisfied

3 - Satisfied

4 - Very Satisfied

	Barrett	Klein	Mallory	Silver	Turner	Ways	Wheeler	Average
Visitor services:								
Strategic planning / direction	4	3	4	3	3		4	3.5
Innovative responses to changing conditions	3	3	4	3	4	4	4	3.6
Efficient use of resources	3	3	4	3	4	3	3	3.3
Special events	4	4	4	4	4	4	4	4.0
Conference centre operation	3	3	4	3	4	3	4	3.4
Marketing/advertising	3	3	3		3	4	2	3.0
Performing arts programs	3	3	4		4		3	3.4

Completed by: _____

DUE TO CITY MANAGER'S OFFICE BY FRIDAY, JUNE 1, 2001

TOWN OF ADDISON

COUNCIL QUESTIONNAIRE - PAGE 8

SATISFACTION LEVEL - SCOPE AND QUALITY OF CITY SERVICES

May, 2001

KEY

Blank - No Opinion
 1 - Very Dissatisfied
 2 - Dissatisfied

3 - Satisfied
 4 -Very Satisfied

	Barrett	Klein	Mallory	Silver	Turner	Ways	Wheeler	Average
Parks & leisure services:								
Strategic planning / direction	4	4	4	2	4		4	3.7
Innovative responses to changing conditions	3	3	4		4		4	3.6
Efficient use of resources	4	3	4	3	4		3	3.5
Park maintenance	3	4	4	3	4	3	4	3.6
Median landscaping/maintenance	4	3	4	3	4	3	4	3.6
Recreation facilities	3	4	3	2			2	2.8
Recreation/athletic programs	3	3	3	3	4		3	3.2
Senior citizen programs	4	3	4		4		4	3.8
Youth programs	4		4		4		4	4.0

Completed by: _____

DUE TO CITY MANAGER'S OFFICE BY FRIDAY, JUNE 1, 2001

TOWN OF ADDISON

COUNCIL QUESTIONNAIRE - PAGE 7

SATISFACTION LEVEL - SCOPE AND QUALITY OF CITY SERVICES

May, 2001

KEY

Blank - No Opinion

1 - Very Dissatisfied

2 - Dissatisfied

3 - Satisfied

4 - Very Satisfied

	Barrett	Klein	Mallory	Silver	Turner	Ways	Wheeler	Average
Public works:								
Strategic planning / direction	4	3	4	3	4		4	3.7
Innovative responses to changing conditions	4	3	4	3	4		4	3.7
Efficient use of resources	4	3	4	3	4		4	3.7
Street / storm drainage maintenance	4	3	4	3	4	4	4	3.7
Traffic signalization	4	4	3	2	4	2	1	2.9
Animal control	4	2	3	3	4	2	4	3.1
Garbage / brush collection	4	4	4	4	4	4	4	4.0
Recycling programs	4	3	4	3	4	4	4	3.7
Water/wastewater line maintenance	4	4	4		4	4	4	4.0

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DUE TO CITY MANAGER'S OFFICE BY FRIDAY, JUNE 1, 2001

TOWN OF ADDISON
COUNCIL QUESTIONNAIRE - PAGE 6
SATISFACTION LEVEL - SCOPE AND QUALITY OF CITY SERVICES
 May, 2001

KEY	
Blank - No Opinion	3 - Satisfied
1 - Very Dissatisfied	4 - Very Satisfied
2 - Dissatisfied	

	Barrett	Klein	Mallory	Silver	Turner	Ways	Wheeler	Average
Developmental services:								
Strategic planning / direction	3	3	4		4		4	3.6
Innovative responses to changing conditions	3	3	4		4		3	3.4
Efficient use of resources	3	3	4	3	4		4	3.5
Building code inspection/enforcement	3	4	4	3	4		4	3.7
Public health code inspection/enforcement	3	3	4	3	4		4	3.5
Sign code inspection/enforcement	3	3	4	3	4	3	4	3.4
Landscaping code inspection/enforcement	3	4	4	3	4	3	4	3.6

Completed by: _____

DUE TO CITY MANAGER'S OFFICE BY FRIDAY, JUNE 1, 2001

TOWN OF ADDISON

COUNCIL QUESTIONNAIRE - PAGE 5

SATISFACTION LEVEL - SCOPE AND QUALITY OF CITY SERVICES

May, 2001

KEY

Blank - No Opinion

1 - Very Dissatisfied

2 - Dissatisfied

3 - Satisfied

4 - Very Satisfied

	Barrett	Klein	Mallory	Silver	Turner	Ways	Wheeler	Average
Public safety - fire:								
Strategic planning / direction	4	4	4		4		4	4.0
Innovative responses to changing conditions	4	3	4		4		4	3.8
Efficient use of resources	4	3	4	3	4		4	3.7
Fire suppression	4	3	4		4	3	4	3.7
Fire prevention - residential	4	4	4		4	3	4	3.8
Fire prevention - businesses	4	4	4		4	3	4	3.8
Emergency medical services (ambulance)	4	4	4	3	4	4	4	3.9

Completed by: _____

DUE TO CITY MANAGER'S OFFICE BY FRIDAY, JUNE 1, 2001

TOWN OF ADDISON

COUNCIL QUESTIONNAIRE - PAGE 4

SATISFACTION LEVEL - SCOPE AND QUALITY OF CITY SERVICES

May, 2001

KEY

Blank - No Opinion

1 - Very Dissatisfied

2 - Dissatisfied

3 - Satisfied

4 - Very Satisfied

	Barrett	Klein	Mallory	Silver	Turner	Ways	Wheeler	Average
Public safety - police:								
Strategic planning / direction	4	3	4		4		4	3.8
Innovative responses to changing conditions	4	3	4		4		4	3.8
Efficient use of resources	4	3	4	3	4		4	3.7
Police patrol - response time	4	4	4	3	4	4	4	3.9
Police patrol - visibility	4	4	4	3	4	2	3	3.4
Crime investigations	4	3	4		4	3	4	3.7
Crime prevention - residential	3	3	3		4	3	4	3.3
Crime prevention - businesses	3	3	3		4	3	4	3.3
Traffic law enforcement	3	3	3	3	4	3	4	3.3

Completed by: _____

DUE TO CITY MANAGER'S OFFICE BY FRIDAY, JUNE 1, 2001

TOWN OF ADDISON

COUNCIL QUESTIONNAIRE - PAGE 3

SATISFACTION LEVEL - SCOPE AND QUALITY OF CITY SERVICES

May, 2001

KEY

Blank - No Opinion

1 - Very Dissatisfied

2 - Dissatisfied

3 - Satisfied

4 -Very Satisfied

Information technology:	Barrett	Klein	Mallory	Silver	Turner	Ways	Wheeler	Average
Strategic planning / direction	4	3	4				3	3.5
Innovative responses to changing conditions	4	3	4	3			3	3.4
Efficient use of resources	4	3	4	3			3	3.4
Web page	3		3	2		3	4	3.0
Use of Internet for conducting city business	3	3	3			3	4	3.2

Completed by: _____

DUE TO CITY MANAGER'S OFFICE BY FRIDAY, JUNE 1, 2001

TOWN OF ADDISON
COUNCIL QUESTIONNAIRE - PAGE 2
SATISFACTION LEVEL - SCOPE AND QUALITY OF CITY SERVICES
 May, 2001

KEY	
Blank - No Opinion	3 - Satisfied
1 - Very Dissatisfied	4 - Very Satisfied
2 - Dissatisfied	

	Barrett	Klein	Mallory	Silver	Turner	Ways	Wheeler	Average
General government (continued):								
Financial reporting / communications	4	4	4	3	4	4	2	3.6
Treasury functions (i.e. cash investments)	3	3	4	3	4	4	4	3.6
City billing and collections	4	4	4		4	4	4	4.0
Acquisition of goods and services	4	3	4	3	4	3	4	3.6
Upkeep of city vehicles and buildings	4	3	4		4	3	4	3.7
Adjudication of traffic offenses	3		4		4		4	3.8
Employee relations	4	3	4	3	4	3	4	3.6
Employee compensation and benefits	4	3	4	3	4	3	4	3.6
Employee training	4	4	4	3	4	3	4	3.7

Completed by: _____

DUE TO CITY MANAGER'S OFFICE BY FRIDAY, JUNE 1, 2001

TOWN OF ADDISON

COUNCIL QUESTIONNAIRE - PAGE 1 SATISFACTION LEVEL - SCOPE AND QUALITY OF CITY SERVICES

May, 2001

Mike/JEP

*cc to Steve ✓
Robin ✓
Keith ✓*

KEY	
Blank - No Opinion	3 - Satisfied
1 - Very Dissatisfied	4 - Very Satisfied
2 - Dissatisfied	

	Barrett	Klein	Mallory	Silver	Turner	Ways	Wheeler	Average
General government:								
Strategic planning / direction	3	4	4	3	4		4	3.7
Innovative responses to changing conditions	3	3	4	3	4		4	3.5
Efficient use of resources	3	3	4	4	3		4	3.5
Public relations/communications	3	3	4	3	3	3	2	3.0
Response to citizen problems/inquiries	3	3	4	3	4	3	3	3.3
Policy implementation	4	4	4	3	4	4	4	3.9
Economic development/business retention	3	3	3	2	3	2	1	2.4
Service level measurement and reporting	3	3	4		4		3	3.4

NEW FILE
"CITIZEN
SERVEY"

Completed by: _____

DUE TO CITY MANAGER'S OFFICE BY FRIDAY, JUNE 1, 2001

TOWN OF ADDISON
COUNCIL QUESTIONNAIRE - PAGE 11
POSITION ON POLICY ISSUES
May, 2001

KEY	
1 - Strongly disagree	4 - Slightly agree
2 - Slightly disagree	5 - Strongly agree
3 - Neither agree nor disagree	

	Barrett	Klein	Mallory	Silver	Turner	Ways	Wheeler	Average
When developing the long-term financial plan, emphasis should be on maintaining or lowering the existing property tax rate.	5	3	5	4	5	4	5	4.4
To balance the budget, more attention should be given to reducing expenditures rather than increasing tax rates or fees for services.	5	4	4	4	5	4	3	4.1
The level of service to citizens should be the most important consideration when evaluating the budget.	5	4	5	4	4	4	5	4.4
When possible, users of city services should pay fees for the cost of the service rather than subsidize the service with general tax revenue.	5	3	3	4	4	3	5	3.9
The Town's organization is operating properly.	4	5	5	5	5	4	5	4.7
The Town staff pursues innovative solutions to urban challenges.	4	5	5	3	5	4	5	4.4
Privatization of city services should be pursued when appropriate to expand service levels and/or reduce the cost of service.	5	5	4	3	5	3	5	4.3
The Town's compensation/benefit plans should be adequate to hire and retain employees who meet the expectations of the community.	5	5	5	5	5	5	5	5.0
Increases in employee salaries should be based primarily on merit or performance.	5	4	5	4	5	4	5	4.6
Economic development efforts are important to the Town's continued success.	5	5	5	5	5	5	3	4.7
I am generally satisfied with the value of services provided by the Town.	5	5	5	5	5	5	5	5.0

Completed by: _____

DUE TO CITY MANAGER'S OFFICE BY FRIDAY, JUNE 1, 2001

**TOWN OF ADDISON
MAY 2001 COUNCIL SURVEY
ACCOMPANYING COMMENTS**

Page 1 of 5

General government:

Strategic planning / direction

- *Someone knows but I am uncertain Council has consciously studied.*
- *Not sure I have sufficient info. to have an opinion.*

Efficient use of resources

- *As efficient as we want them to be.*
- *Can't be too careful.*

Public relations/communications

- *Unfilled position & expectations.*
- *We're good but might could do more to exploit our uniqueness.*

Economic development/business retention

- *What economic development activities do we really have?*
- *We need to work as a team to do better.*
- *Concerned about our losses of major retail & restaurants.*
- *2+ - No conscious effort that I can determine.*
- *Can there ever be enough?*
- *Not awe of any specific plans to broaden our economic base beyond restaurants.*

Service level measurement and reporting

- *Do we have measurement standards?*
- *Not aware of any measurements except compared to budget.*

Financial reporting/communications

- *(Rated a 2) Could be a '4' but budget intentions and foresight have not been well executed at the council level. The Finance depart. = 4++++*
- *KISS.*

City billing and collections

- *(Rated 4) But always look for ways to improve.*

Upkeep of city vehicles and buildings

- *Seems alright – no inspection made.*
- *Nice. That's part of who we are.*
- *Some concern with the length of time to repair compared to last year.*

Adjudication of traffic offenses

- *With a caveat. I don't hear much complaining so I assume its going well.*
- *(Rated 4) As far as I know.*
- *Insufficient information to rate.*

**TOWN OF ADDISON
MAY 2001 COUNCIL SURVEY
ACCOMPANYING COMMENTS**

Page 2 of 5

Employee relations

- *Appears to be remarkable.*

Information technology:

Strategic planning / direction

- *None involving Council that I know of.*
- *(Rated no opinion) I guess so.*
- *Do not have sufficient information to have an opinion.*

Web page

- *We are lagging here.*
- *I know this is a challenge but I also know you're working on it.*
- *Needs updating on a continual basis.*

Use of Internet for conducting city business

- *Improvement needed.*
- *Would like to be able to download ordinances.*

Public safety – police:

Strategic planning / direction

- *Our police are so well thought of that they are a part of who we are. Perhaps we could exploit that a little: PR goal.*
- *Insufficient information to respond.*

Police patrol – visibility

- *See very little residential patrolling in Midway Meadows / Les Lacs area. Main business streets only.*

Crime prevention

- *Don't have any facts – I'm sure there might be some challenges – everything can't be perfect.*

Traffic law enforcement

- *Need better way to stop red light runners.*
- *Sure would like to see more enforcement of the red light running. Wish the Legislature had passed the legislation.*

Public safety – fire:

Strategic planning / direction

- *Insufficient information to respond.*

**TOWN OF ADDISON
MAY 2001 COUNCIL SURVEY
ACCOMPANYING COMMENTS**

Page 3 of 5

Emergency medical services

- *The very best – Thanks!*
- *Getting to be part of that Addison image thing.*

Development services:

Strategic planning / direction

- *Insufficient information to respond.*

Building code inspection/enforcement

- *We give in too easily.*
- *(All code enforcement) Do we have enough personnel to cover all this enforcement?*

Sign code inspection/enforcement

- *Good strong code slowly being eroded.*

Public works:

Strategic planning / direction

- *Insufficient information to respond.*

Efficient use of resources

- *(Rated 4) Can't be too careful.*

Traffic signalization

- *The fact we haven't timed the lights on Belt Line in many years is criminal.*
- *On the right track.*
- *Some intersections could be better timed.*

Animal control

- *Too many animals running loose.*
- *Dogs off leashes. People not picking up after dogs.*

Garbage/brush collection

- *4+++ Wow!!!*
- *The best.*
- *Has become part of who we are.*

Recycling programs

- *The best.*

**TOWN OF ADDISON
MAY 2001 COUNCIL SURVEY
ACCOMPANYING COMMENTS**

Page 4 of 5

Parks and leisure services:

Strategic planning / direction

- *Insufficient information to respond.*

Parks maintenance

- *Some areas (parts of parks) need closer supervision.*

Recreation facilities

- *Just at the Athletic Club; getting away from us.*
- *Not sure if complaints about AAC are legit.*

Senior citizen programs

- *Bravo! (Pacesetters)*

Visitor services:

Strategic planning / direction

- *This department would be so subject to trends, whimsy & constantly changing market that I don't know how to evaluate it. The minute something is successful, its probably time to reevaluate it.*

Special events

- *Keep up excellent work.*

Marketing/advertising

- *Hope to have a coordinated program someday soon.*

Performing arts programs

- *What programs?*

Airport / aviation:

Strategic planning / direction

- *What plans? We need SOP (standard operating procedures) on user communications.*
- *Too soon to tell how new management will perform.*
- *This issue is of huge importance – I'm not comfortable yet with the track record of our new team. However things are much improved from the previous situation.*
- *(No opinion on all items) I'm in a wait and see mode.*
- *Insufficient info. to respond.*

Innovative responses to changing conditions

- *Reaction not action.*
- *Too early to evaluate.*

**TOWN OF ADDISON
MAY 2001 COUNCIL SURVEY
ACCOMPANYING COMMENTS**

Page 5 of 5

Efficient use of resources

- ???
- *Too early to evaluate.*

Council communications

- *Other than monthly reports or letters, all communications are after the fact.*

Tenant relations

- *Starting off poor. Lack of procedures in writing.*

Marketing/advertising

- ???
- *Nothing to base an opinion on.*

Facility upkeep and appearance

- *Needs improvement.*

Noise abatement programs

- *Following others. Lead*
- *Guess the current program is working but have nothing to substantiate the comment.*

Policy issues:

When developing the long-term financial plan, emphasis should be on maintaining or lowering the existing property tax rate.

- *Must balance needs with tax rates.*

Increases in employee salaries should be based primarily on merit or performance.

- *Base salaries should be competitive with other employers but performance should also be considered.*
- *As long as we are competitive in the market.*

2001 CITIZEN SURVEY

**Prepared for:
Town of Addison**

By:

**D'Arlene Ver Duin
Paul Ruggiere
T.S. Sunil
James Glass
Survey Research Center
University of North Texas**

October 16, 2001

TABLE OF CONTENTS

EXECUTIVE SUMMARY	vi
I. INTRODUCTION	1
II. METHODOLOGY	2
A. SAMPLE	2
B. QUESTIONNAIRE.....	2
C. DATA COLLECTION.....	2
D. ANALYSIS AND REPORTING	3
III. SAMPLE CHARACTERISTICS	4
IV. SERVICES	6
A. STREETS.....	7
B. LIBRARY.....	11
C. PARKS.....	13
D. CONFERENCE CENTRE AND WATERTOWER THEATRE	22
E. RECREATIONAL PROGRAMS	28
F. WASTE MANAGEMENT.....	41
G. EMERGENCY SERVICES.....	49
H. CODE ENFORCEMENT.....	52
I. ANIMAL CONTROL	54
J. NEED FOR IMPROVEMENT IN SERVICES	55
VI. TOWN ADMINISTRATION	59
VII. CITIZEN INFORMATION	63
A. NEWS SOURCES.....	63
B. CABLE TELEVISION	74
VIII. LIVING IN ADDISON	76
A. SPECIAL EVENTS	76
B. DART.....	81
C. ADDISON AIRPORT	83
D. POSTAL SERVICE	84
E. QUALITY OF LIFE	85
IX. CONCLUSIONS	88
APPENDIX: SURVEY INSTRUMENT	89

LIST OF FIGURES

Figure 1	Condition of Road Surface	7
Figure 2	Town Sweeps the Streets Often Enough.....	8
Figure 3	Adequacy of Street Lighting in Neighborhood	9
Figure 4	Maintenance of Street Medians, Islands, and Rights-of-Way	10
Figure 5	Library Use in the Past Year	11
Figure 5A	Usage of Dallas or Farmer’s Branch Libraries in the Past Year.....	12
Figure 6	Use of Parks	13
Figure 7	Use of Conference Centre	22
Figure 8	Ratings of Conference Centre.....	24
Figure 9	Attended WaterTower Theatre Performance.....	25
Figure 10	Ratings of WaterTower Theatre	27
Figure 11	Member of Addison Athletic Club	28
Figure 12	Use of Addison Athletic Club.....	30
Figure 13	Athletic Club Should Be Open to Business Community.....	31
Figure 14	Ratings of Fitness Equipment	33
Figure 15	Used Tennis Facilities at the Addison Athletic Club in Past Year	35
Figure 16	Frequency of Tennis Facilities Usage at the Addison Athletic Club in Past Year	36
Figure 17	Used the Trinity Christian Athletic Center.....	37
Figure 18	Ratings of Recreational Programs.....	39
Figure 19	Ratings of Building Maintenance.....	40
Figure 20	Missed Garbage Pick-Ups in Last Twelve Months	41
Figure 19	Satisfaction with Special Pick-Up	42
Figure 20	Ratings of Garbage Collection Days	44
Figure 21	Participation in Recycling Program.....	45
Figure 22	Ratings of Recycling Program.....	47
Figure 23	Ratings of Recycling Collection Days.....	48
Figure 24	Addison Police Service Compared to Other Communities.....	49
Figure 25	Addison Fire Services Compared to Other Communities	50
Figure 26	Ratings of Zoning Ordinance.....	52
Figure 27	Ratings of Sign Regulation.....	53
Figure 28	Ratings of Animal Control	54

Figure 29	Ratings of Town Management	62
Figure 30	Get Enough Information about Addison	63
Figure 31	Source of News about Addison	64
Figure 32	Have Personal Computer at Home.....	66
Figure 33	Aware of Addison Web Site.....	68
Figure 34	Visited Addison Web Site.....	70
Figure 35	Attended a Town Meeting in Past Year	72
Figure 36	Experienced Problem with Cable Reception in Past 6 Months	74
Figure 37	Attended an Addison Special Event	76
Figure 38	Usage of DART Bus in the Past 6 Months.....	81
Figure 39	Usage of DART Trolley in the Past 6 Months	82
Figure 40	Airport Noise	83
Figure 41	Postal Service Compared to Other Communities	84
Figure 42	Ratings of Addison as a Place to Live	85

LIST OF TABLES

Table 1	Sample Characteristics.....	4
Table 2	Sample Characteristics (continued).....	5
Table 3	Condition of Road Surface by Year.....	7
Table 4	Town Sweeps the Streets Often Enough by Year.....	8
Table 5	Adequacy of Street Lighting in Your Neighborhood by Year.....	9
Table 6	Maintenance of Street Medians, Islands, and Rights-of-Way by Year.....	10
Table 7	Library Use by Year.....	11
Table 8	Use of Addison Parks by Year.....	14
Table 9	Used Athletic Club by Selected Demographics.....	16
Table 10	Used Les Lacs Park by Selected Demographics.....	17
Table 11	Used Quorum Park by Selected Demographics.....	18
Table 12	Used Midway Meadows Easement Park by Selected Demographics.....	19
Table 13	Used White Rock Jogging Trail by Selected Demographics.....	20
Table 14	Evaluation of Addison Parks by Year.....	21
Table 15	Used Conference Centre by Selected Demographics.....	23
Table 16	Ratings of Conference Centre by Year.....	24
Table 17	Attended WaterTower Theatre by Selected Demographics.....	26
Table 18	WaterTower Ratings by Year.....	27
Table 19	Member of Athletic Club by Selected Demographics.....	29
Table 20	Use of Addison Athletic Club by Year.....	30
Table 21	Athletic Club Should Be Open to Business Community by Year.....	31
Table 22	Athletic Club Should be Open to Business Community by Selected Demographics.....	32
Table 23	Used Athletic Club Fitness Equipment by Selected Demographics.....	34
Table 24	Participated in Recreation Programs by Selected Demographics.....	38
Table 25	Ratings of Recreational Programs by Year.....	39
Table 26	Ratings of Building Maintenance by Year.....	40
Table 27	Missed Garbage Pick-Ups by Year.....	41
Table 28	Satisfaction with Special Pick-Up by Year.....	42
Table 29	Called for Special Pick-Up by Selected Demographics.....	43
Table 30	Recycling Program in Neighborhood by Selected Demographics.....	46
Table 31	Ratings of Recycling Program by Year.....	47

Table 32	Addison Police Service by Year.....	49
Table 33	Ratings for Addison Fire Service by Year.....	50
Table 34	Ratings of Ambulance Service by Year.....	51
Table 35	Ratings of Zoning Ordinance by Year.....	52
Table 36	Ratings of Sign Regulation by Year.....	53
Table 37	Ratings of Animal Control by Year.....	54
Table 38A	Citizen Ratings of Selected Services.....	55
Table 38B	Citizen Ratings of Selected Services.....	57
Table 39	Contact with Town Officials by Year.....	59
Table 40	Contact with Town Officials by Selected Demographics.....	60
Table 41	Person Contacted.....	61
Table 42	Results of Contact with the Town by Year.....	61
Table 43	Ratings of Town Management by Year.....	62
Table 44	Get Enough Information about Addison by Year.....	63
Table 45	Source of News about Addison by Year.....	64
Table 46	Source of News about Addison by Selected Demographics.....	65
Table 47	Home Personal Computer by Selected Demographics.....	67
Table 48	Aware of Addison Web Site by Selected Demographics.....	69
Table 49	Visited Addison's Web Site by Selected Demographics.....	71
Table 50	Attended a Town Meeting in Past Year by Year.....	72
Table 51	Attended a Town Meeting in Past Year by Selected Demographics.....	73
Table 52	Experienced Problem with Cable Reception in Past 6 Months by Year.....	74
Table 53	Attendance at Special Events by Year.....	76
Table 54	Attended Kaboom Town by Selected Demographics.....	78
Table 55	Attended Oktoberfest by Selected Demographics.....	79
Table 56	Attended Holiday Open House by Selected Demographics.....	80
Table 57	Usage of DART Bus in the Past 6 Months by Year.....	81
Table 58	Airport Noise by Year.....	83
Table 59	Postal Service Compared to Other Communities by Year.....	84
Table 60	Ratings of Addison as a Place to Live by Year.....	85
Table 61	Reasons Why Respondents Would Consider Leaving Addison by Year.....	86
Table 62	Plan to Remain in Addison by Selected Demographics.....	87

EXECUTIVE SUMMARY

During the months of August and September, 2001, a citizen survey was administered by the Survey Research Center (SRC) of the University of North Texas for the Town of Addison. The survey is the seventh multiservice citizen survey conducted for the town. The information identifies the extent of municipal facility use, citizen perceptions regarding various aspects of town performance, and the degree of citizen satisfaction, or dissatisfaction, with town services and life in Addison.

To meet the objective of a sample where homeowners comprised approximately 50 percent of the respondents, as directed by the town staff, a stratified random sample was selected as the most appropriate design for the study. Two separate samples were then drawn: one of apartment renters and the other of homeowners. To obtain a representative sample of all adult residents in the town, realizing that the percentage of homeowners in the sample exceeds their percentage in the actual population, 370 completed interviews were needed. A total of 402 useable interviews was obtained.

The survey instrument was designed after consultation with the town manager and several staff members. The instrument used incorporated many of the questions used in previous projects so that comparisons of the results of the seven surveys could be made.

All interviewing was conducted by trained interviewers from SRC's telephone bank in Denton, Texas. An experienced telephone supervisor was on duty at all times to supervise the administration of the sample, monitor for quality control, and handle any other problems. SRC uses the Sawtooth Windows Computer Assisted Telephone Interviewing (WinCATI) system on IBM personal computers for all telephone surveys. WinCATI is an interactive computing system that allows on-line interviewing and continual data entry for each respondent.

The results of the 2001 Addison Citizen Survey once again indicate a high overall level of general citizen satisfaction with municipal services. There is not one municipal service, town activity, or current issue that appears to emerge as a serious problem or concern. Also noteworthy are the very small percentages found at the lower end of the various rating scales used. Furthermore, when asked to rate the need for improvement regarding 11 city services, less than 5 percent of the respondents stated that any service needed "much improvement."

Addison citizens have positive perceptions of town services and administration. Ratings of town management in particular remain at a high level. For the third survey year in a row, "excellent" ratings of town management (53.2 percent) were higher than "good" ratings (43.7 percent) for a combined excellent/good rating of 96.9 percent. Nearly 100 percent rated Addison as an excellent (79.1 percent) or good (20.4 percent) place to live.

Several services appear to have shown increased usage or awareness in this year's survey. For example, 95.4 percent of the respondents with a recycling program in their neighborhood reported that they participated in the program compared to 85 percent in 1999. Awareness of Addison's web site also appears to have increased from 37.8 percent of the respondents in 1999 to 51.0 percent of the respondents in 2001. The percentage of residents attending Kaboom Town also appeared to be higher in 2001 (75.3 percent) than in 1999 (57.5 percent). The percentage of respondents who had visited the Conference Centre (38.0 percent) appears to have steadily increased since 1992.

Overall, findings from the 2001 Addison citizen survey show that residents have very favorable ratings of Addison as a place to live and appear to be quite supportive of the town and the direction being pursued by the council and staff.

I. INTRODUCTION

In the summer of 2001, a citizen survey was designed and administered by the Survey Research Center (SRC) of the University of North Texas for the Town of Addison. The 2001 Addison Citizen Survey is the seventh multiservice citizen survey conducted for the town.

The survey was designed to provide the City Council and staff with information that is representative of attitudes of the citizens of Addison. The objectives of the survey were to:

- Identify the extent of municipal facility use;
- Measure various aspects of town performance including the degree of citizen satisfaction, or dissatisfaction, with town services;
- Assess the quality of life in Addison.

The analysis of the responses and differences among the respondents' replies should help to identify those areas where expectations are not being met or where dissatisfaction has been expressed either by the citizenry in general or by identifiable segments of the population. The report is divided into eight major sections: introduction, methodology, sample characteristics, services, town administration, citizen information, living in Addison, and conclusions.

II. METHODOLOGY

A. Sample

The primary objective in drawing the sample was to equally represent homeowners and apartment renters. Using a listing of up-to-date phone numbers through the sampling company *Genesys*, a sample of apartment renters and a sample of homeowners were drawn. Respondents were asked to name the type of housing unit in which they lived and how long they had lived in Addison. Respondents who lived in Addison less than 3 months were removed from the sample.

B. Questionnaire

The survey instrument was designed after consultation with the town manager and several staff members. The instrument incorporated many of the questions used in previous surveys so that comparisons could be made between years. The survey instrument is presented in the Appendix.

C. Data Collection

All interviewing was conducted from SRC's telephone bank in Denton, Texas. An experienced telephone supervisor was on duty at all times to supervise the administration of the sample, monitor for quality control, and handle any other contingencies. Shifts of interviewers were utilized Sunday through Friday evenings and Monday through Saturday afternoons. All telephone numbers in the sample were tried a maximum of five times, using a rotating schedule of call-backs to ensure that a number was tried at different times.

Training consisted of three basic elements. First, interviewers were informed about details of the survey. Such items as the reasons for doing the survey, the concept of a random sample, and the administration of the survey were discussed. Second, telephone interviewing methods were presented. The interviewer's attitude, methods of conducting an interview, interviewing problems, and standard procedures were covered. Finally, the trainees were familiarized with the questionnaire. Each question was discussed, and the specific instructions on the questionnaire were explained. The interviewers were provided with written material on the interviewing process, and they were instructed to conduct several practice interviews.

SRC uses the Sawtooth Windows Computer Assisted Telephone Interviewing (WinCATI) system on IBM personal computers for all telephone surveys. WinCATI is an interactive computing system that allows on-line interviewing and continual data entry for each respondent. The survey questionnaire is programmed into the system; interviewers then read each question as it appears on a computer monitor and directly enter the respondent's answer into the computerized data base. The software automatically takes the interviewer through any skip or branching patterns in the instrument, eliminates incorrect response codes, eliminates the need for separate data entry, and allows for frequent tabulation of data as the survey proceeds.

The need for editing of surveys as they are completed is minimized by the use of WinCATI. The software eliminates response codes that are not in the appropriate field for individual questions. Despite the reduced probability for error, printouts of survey responses were reviewed to ensure that additional editing was not necessary.

Interviews were collected between August 23 and September 5, 2001. A total of 402 useable interviews was obtained. In a purely random sample, 402 interviews would yield a margin of error of ± 4.9 percent.

D. Analysis and Reporting

Using the latest state-of-the-art statistical software (SPSS Windows 10.0), the raw data file was analyzed. Frequency distributions for each survey question and demographic characteristic were developed. Cross-tabulations of each question by selected demographic characteristics (age, length of residence, owner/renter status) were then calculated.

The data are presented in tabular form with some descriptive comments and only preliminary interpretation and evaluation. The objectives are to secure overall citizen perceptions and to identify particular concerns for detailed evaluation by town officials. The analysis of the data involved two steps. First, the observed frequencies or percentages for each question were calculated. These frequencies are displayed in the report as the percent responding "yes" or "no" or "excellent," "good," "fair," or "poor" to a question. Upon completion of the first step, each question was then cross-tabulated with the following nine descriptive characteristics:

- Owner-renter status
- Length of residence
- Type of housing
- Age
- Gender
- Employment status
- Education
- Annual income
- Families with children

The nine characteristics comprise a set of independent variables that could help to explain variations among the responses of the residents. Several of the characteristics proved useful in selected instances.

III. SAMPLE CHARACTERISTICS

Table 1
Sample Characteristics

	Percentage Responding
Home ownership	
Own (n=201)	50.0
Rent (n=201)	50.0
Age	
18-25 (n=34)	8.6
26-35 (n=110)	27.7
36-45 (n=81)	20.4
46-60 (n=110)	27.7
61-70 (n=36)	9.1
71 and over (n=26)	6.5
Gender	
Female (n=209)	52.0
Male (n=193)	48.0
Length of residence	
3 to 12 months (n=47)	11.7
1 to 5 years (n=225)	56.0
6 to 10 years (n=86)	21.4
More than 10 years (n=44)	10.9
Education	
High school graduate (n=40)	10.0
Some college (n=91)	22.8
College graduate (n=159)	39.8
Graduate school (n=110)	27.5

- As shown in Table 2A, the sample was divided between respondents who own their home (50.0 percent) and those that rent their home (50.0 percent). Fifty-six percent of the sample have lived in Addison for 1 to 5 years. Thirty-two percent have made Addison their home for more than 6 years.
- Fifty-seven percent of the sample was under 46 years of age. Slightly more than half was female (52.0 percent).
- Two-thirds of the sample were college graduates or had graduate school experience (67.3 percent).

Table 2
Sample Characteristics (continued)

	Percentage Responding
Employment status	
Full-time (n=269)	67.4
Part-time (n=31)	7.8
Unemployed (n=19)	4.8
Retired (n=49)	12.3
Student (n=9)	2.3
Homemaker (n=22)	5.5
Income	
\$10,001 to \$25,000 (n=13)	3.6
\$25,001 to \$50,000 (n=80)	22.3
\$50,001 to \$75,000 (n=77)	21.5
\$75,001 to \$100,000 (n=59)	16.5
Over \$100,000 (n=129)	36.0
Family with children	
Children under 6 (n=33)	8.3
Children 6 to 12 (n=18)	4.5
Children 13 to 18 (n=13)	3.3
Type of housing	
Single family (n=196)	48.8
Duplex (n=18)	4.5
Apartment (n=171)	42.5
Other (n=17)	4.2
Residence zipcode	
75001 (n=383)	97.5
75240 (n=10)	2.5

- Full-time employment was reported by 67.4 percent of the sample. Eight percent were employed part-time.
- Over one-third of the respondents (36.0 percent) reported an annual income of over \$100,000. There were no respondents who earned \$10,000 or less per year.
- A majority of respondents did not have children under age 18. Eight percent of the sample had children under the age of 6. Smaller percentages had children ages 6 to 12 (4.5 percent) or ages 13 to 18 (3.3 percent).
- A greater percentage of respondents lived in single family homes (48.8 percent) than in apartments (42.5 percent), duplexes (4.5 percent), or other type of housing (4.2 percent).
- Nearly the entire sample lived in the 75001 zipcode area (97.5 percent). Less than three percent lived in the 75240 zipcode area.

* Since respondents could respond yes to any of the child age questions, percentages do not add to 100.

IV. SERVICES

The majority of survey questions concerned services provided by the town. This section of the report presents responses to the service questions. Included are the following services or service concerns:

- Streets
- Library
- Parks
- Conference Centre and WaterTower Theatre
- Recreational Programs
- Waste Management
- Emergency Services
- Code Enforcement
- Animal Control
- Need for Improvement in Services

A. Streets

Figure 1
Condition of Road Surface
(n=402)

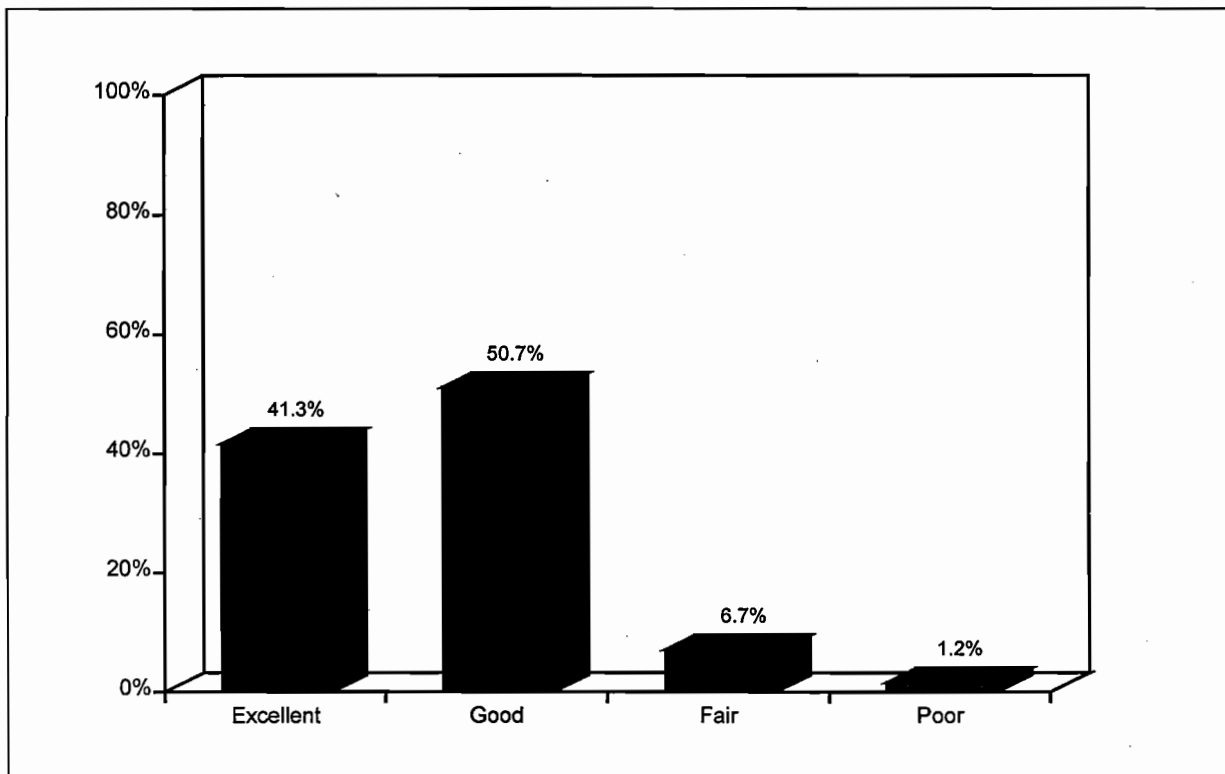


Table 3
Condition of Road Surface by Year

	2001	1999	1997	1995	1992
Excellent	41.3	44.6	47.3	44.3	45.0
Good	50.7	45.9	45.6	50.3	50.0
Fair	6.7	8.7	5.1	5.5	4.5
Poor	1.2	0.7	2.0	0.0	0.5

- As shown in Figure 1 and Table 3, the percentage of respondents rating streets surface as "excellent" remains large in 2001 (41.3 percent), and a significant majority of respondents (92.0 percent) rated Addison's streets as "excellent" to "good."
- A much larger percentage of homeowners (48.8 percent) than apartment renters (33.8 percent) rated the streets as "excellent."

Figure 2
Town Sweeps the Streets Often Enough
(n=386)

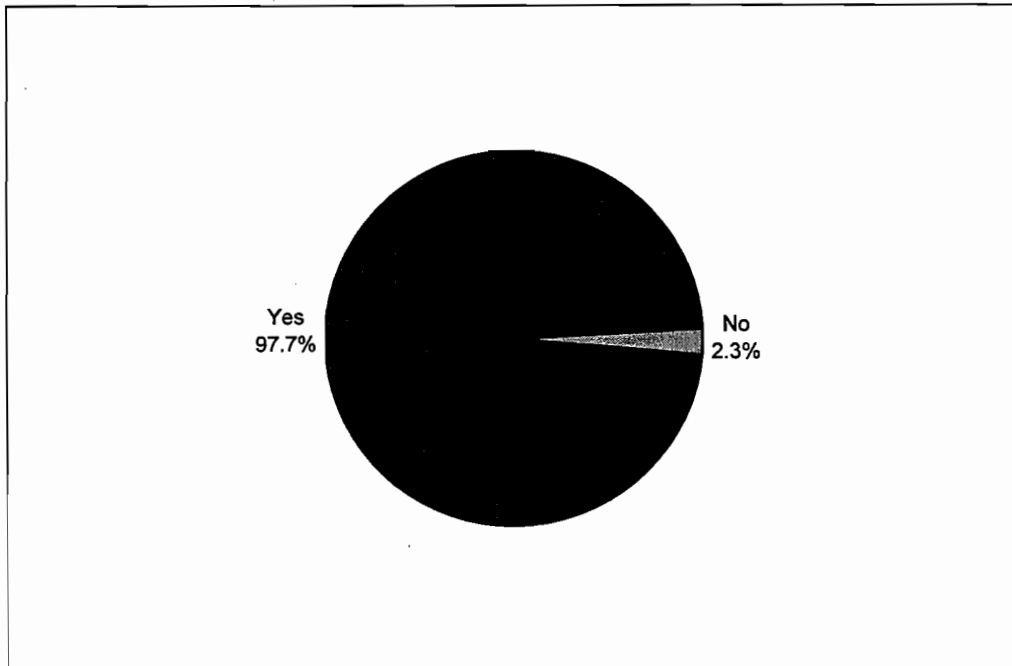


Table 4
Town Sweeps the Streets Often Enough by Year

	2001	1999	1997	1995	1992
Yes	97.7	94.8	94.3	90.6	94.6
No	2.3	5.2	5.7	9.4	5.4

- Respondents were asked if the town swept the streets often enough, and a very large majority of the respondents (97.7 percent) responded positively (see Figure 2 and Table 4).

Figure 3
Adequacy of Street Lighting in Neighborhood
(n=399)

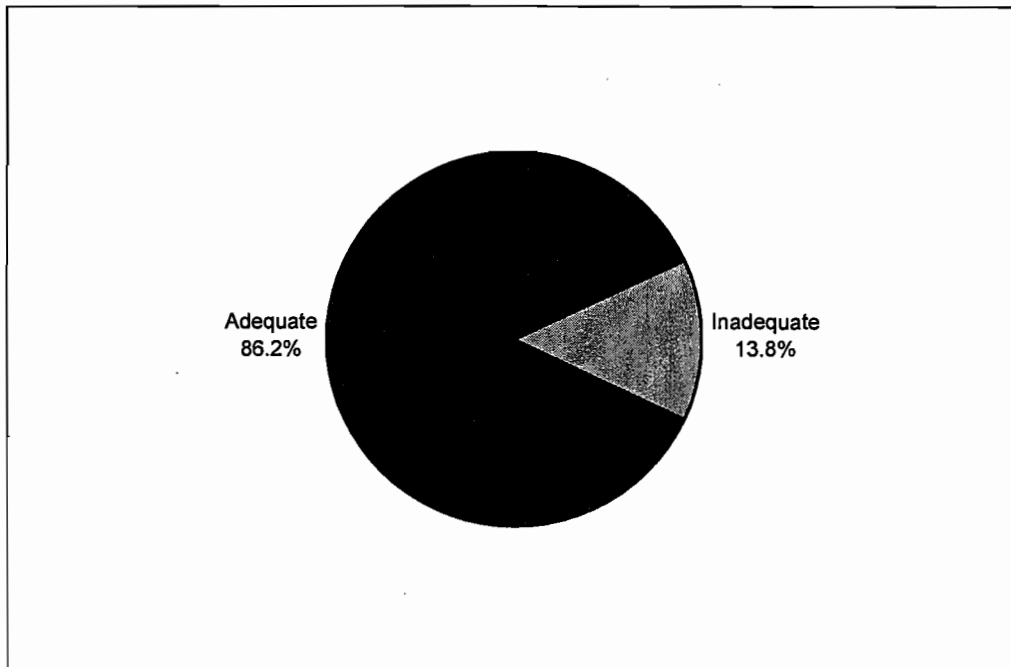


Table 5
Adequacy of Street Lighting in Your Neighborhood by Year

	2001	1999	1997	1995	1992
Adequate	86.2	80.6	83.1	77.2	71.4
Inadequate	13.8	19.4	16.9	22.8	28.6

- Next, respondents were asked whether the street lighting in their neighborhood was adequate or inadequate. A large majority of respondents (86.2 percent) indicated that street lighting was adequate (see Figure 3 and Table 5).
- "Adequate" ratings were more frequent among renters (89.5 percent) and less frequent among homeowners (82.9 percent). A greater percentage of male respondents (93.8 percent) rated street lighting as adequate than female respondents (79.1 percent).

Figure 4
Maintenance of Street Medians, Islands, and Rights-of-Way
(n=402)

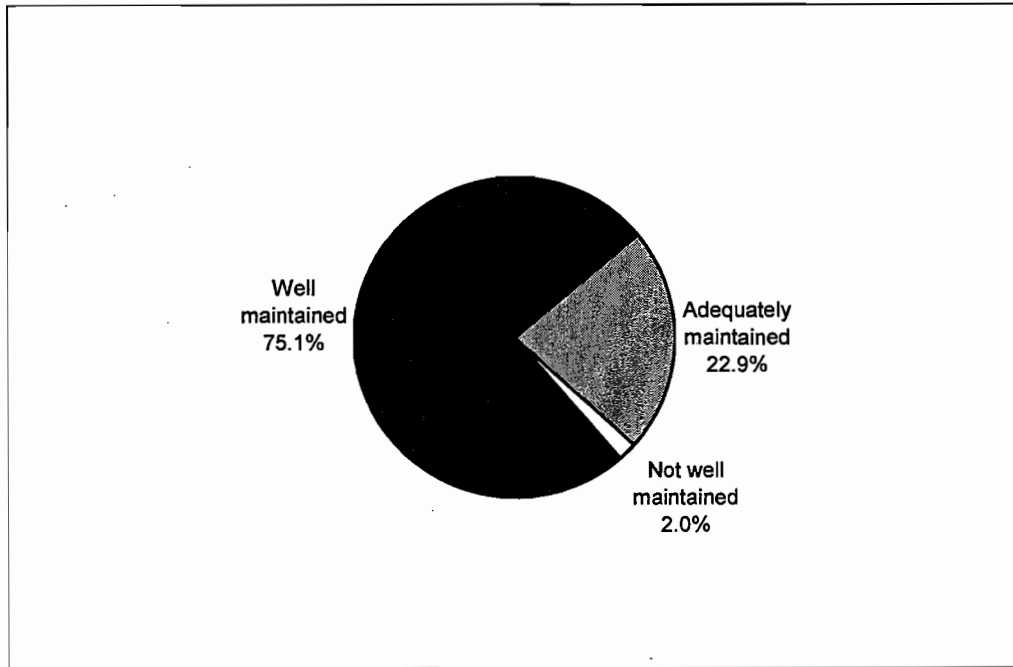


Table 6
Maintenance of Street Medians, Islands, and Rights-of-Way by Year

	2001	1999	1997	1995	1992
Well maintained	75.1	76.8	83.3	78.6	77.1
Adequately maintained	22.9	21.7	15.2	19.4	21.8
Not well maintained	2.0	1.5	1.5	2.0	1.1

- The final questions about streets concerned the maintenance of street medians, islands, and rights-of-way. As Figure 4 and Table 6 show, a large percentage of respondents (75.1 percent) indicated that medians, islands, and rights-of-way were “well maintained,” and 22.9 percent thought they were “adequately maintained.”

B. Library

Figure 5
Library Use in the Past Year
 (n=399)

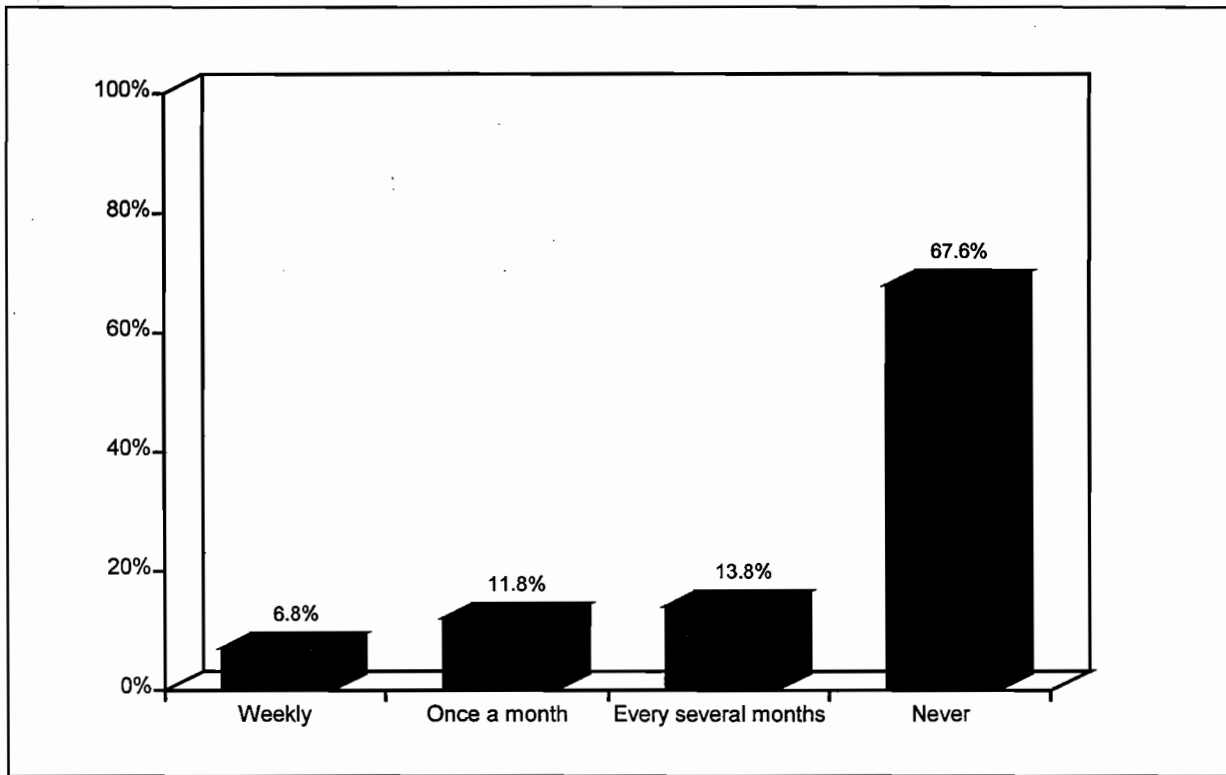
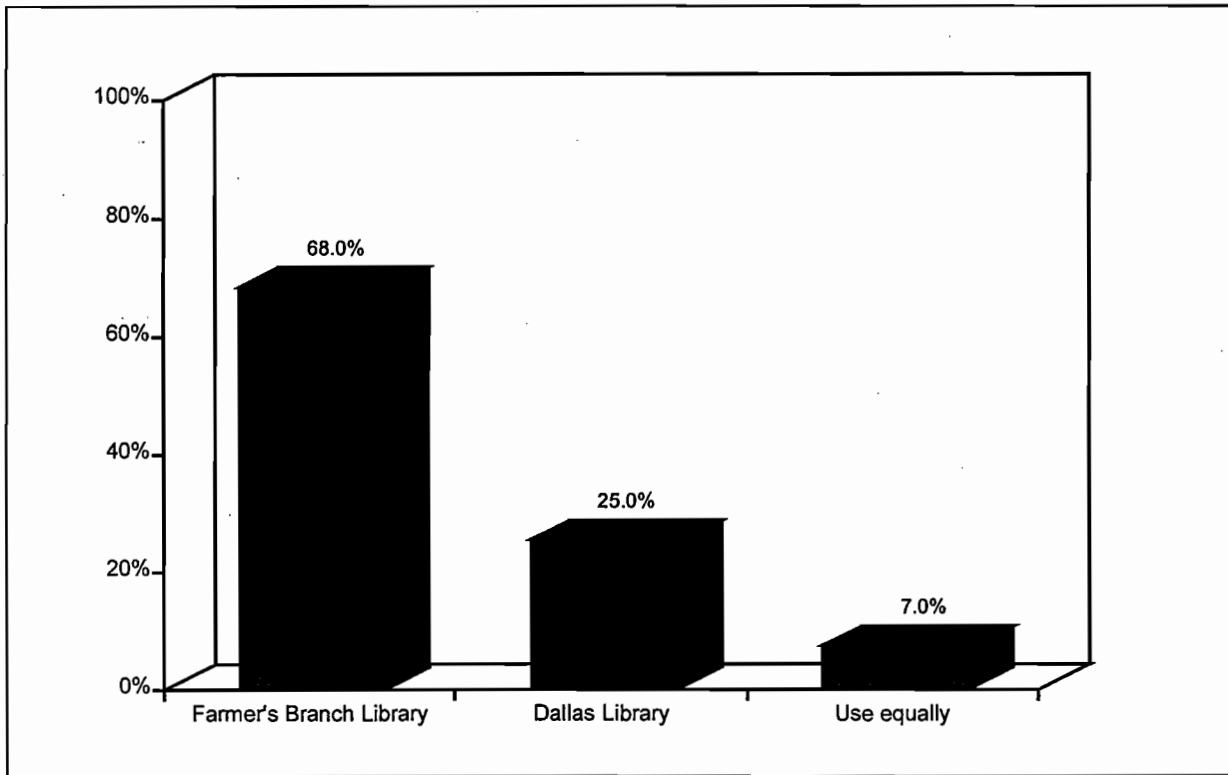


Table 7
Library Use by Year

	2001	1999	1997	1995	1992
Weekly	6.8	11.5	10.7	7.9	5.5
Once a month	11.8	8.0	12.2	10.0	8.5
Every several months	13.8	13.8	15.4	16.1	15.7
Never	67.6	66.8	61.7	66.0	70.3

- Respondents were asked how often in the past year they used the Farmer's Branch or Dallas Public Libraries. As Figure 5 and Table 7 indicate, a large majority (67.6 percent) said that they had not used the library in the past year.

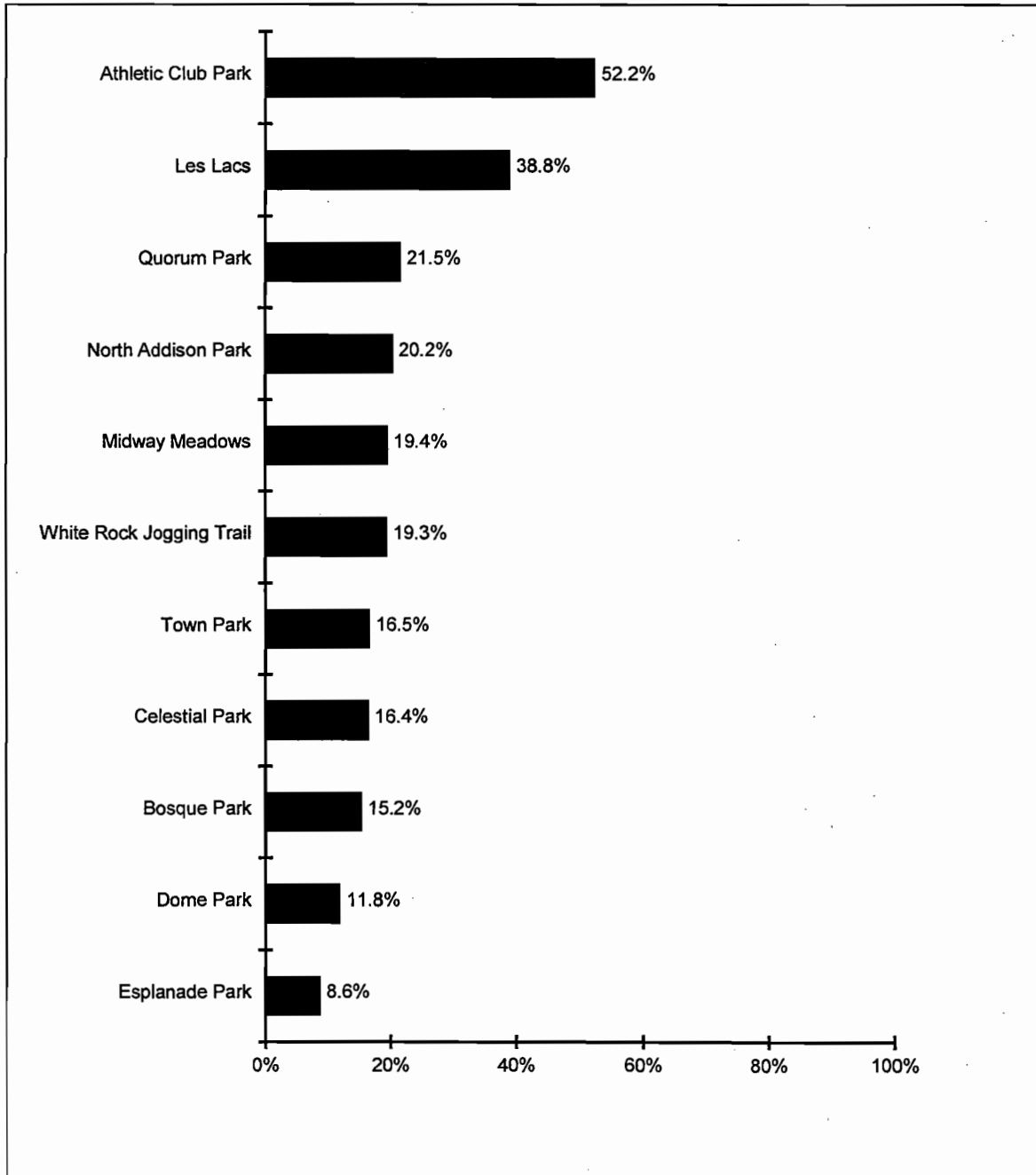
Figure 5A
Usage of Dallas or Farmer's Branch Libraries in the Past Year
(n=128)



- Respondents who said they had used the Farmer's Branch and Dallas libraries in the past year were asked which one they used most. Sixty-eight percent of those respondents used the Farmer's Branch library, 25.0 percent used the Dallas library, and 7.0 percent used both equally (see Figure 5A).

C. Parks

Figure 6
Use of Parks



- Respondents were asked to indicate which parks they had used in the last 12 months (see Figure 6 and Table 8). Over one-half of the respondents reported using the Athletic Club Park (52.2 percent) and one-third reported using Les Lacks Park (38.8 percent).

**Table 8
Use of Addison Parks by Year**

	2001	1999	1997	1995	1992
Athletic Club Park	52.2	49.1	n.a.	n.a.	n.a.
Les Lacs	38.8	31.0	n.a.	n.a.	n.a.
Quorum Park	21.5	17.6	18.9	22.6	23.2
North Addison Park	20.2	18.3	n.a.	n.a.	n.a.
Midway Meadows	19.4	21.1	15.7	21.8	25.0
White Rock Jogging Trail	19.3	19.4	17.0	27.7	32.5
Town Park	16.5	15.1	13.4	20.7	12.3
Celestial Park	16.4	12.6	9.3	20.8	24.1
Bosque Park	15.2	4.8	n.a.	n.a.	n.a.
Dome Park	11.8	12.1	8.3	13.9	15.3
Esplanade Park	8.6	n.a.	n.a.	n.a.	n.a.

- Just over half of the respondents reported using Athletic Club Park in the last 12 months. The likelihood of using Athletic Club Park was greater among respondents with longer periods of residence, higher educational levels, higher incomes, families with children, and single family and duplex housing (see Table 9).
- Les Lacs Parks, used by 38.8 percent of the respondents, was more likely to be used by homeowners and female respondents (see Table 10). As respondents' length of residence, education, and income increased, the percentage of respondents using Les Lacs Park also increased. Usage varied by age, employment status, and type of housing.
- Quorum Park had been used by 21.5 percent of the respondents. As shown in Table 11, respondents living in apartments were the most common users of Quorum Park. The percentages indicating usage varied with employment status and generally decreased with age.
- North Addison Park was used by 20.2 percent of the respondents. North Addison Park was more likely to be used by homemakers (42.9 percent) than full-time (21.0 percent), retired (18.4 percent), part-time (13.3 percent), unemployed (5.3 percent), or student respondents (0.0 percent).
- Midway Meadows Easement Park was used by 19.4 percent of the respondents. The percentage of respondents who used this park increased with length of residence and income. The percentages varied by age, employment status, and type of housing (see Table 12).
- White Rock Jogging Trail was used by 19.3 percent of the respondents. The percentages of respondents using the jogging trail was higher among respondents age 35 or younger, and those who were living in apartments or duplexes (see Table 13).
- Town Park was used by 16.5 percent of the respondents. Town Park was more likely to be used by respondents with children (29.6 percent) than by respondents without children (11.8 percent).
- Celestial Park was used by 16.4 percent of the respondents. Usage tripled over 1999 (4.8 percent). There were no statistically significant differences among respondents regarding usage of this park.

- Fifteen percent had used Bosque Park. The largest percentage of respondents who used Bosque Park were 26 to 35 years old (24.1 percent), compared to other age groups: 18 to 25 (18.2 percent), 36 to 45 (11.5 percent), 46 to 60 (14.2 percent), 61 to 70 (5.9 percent), and 71 and older (4.0 percent). Apartment dwellers (26.6 percent) were more likely to use Bosque Park than those who lived in other type housing (11.8 percent), single family homes (6.5 percent), and duplexes (0.0 percent).
- Twelve percent had used Dome Park. Use of Dome Park increased as the length of residence increased (ranging from 2.9 percent of those with 3 to 12 month length of residence to 15.0 percent of those with more than 10 years of residence). This park was also more likely to be used by homeowners (18.3 percent) than renters (6.5 percent).
- One park added to the survey this year, Esplanade Park, was used by 8.6 percent of the respondents. Thirteen percent of male respondents reported using Esplanade Park compared to 4.6 percent of female respondents.

Table 9
Used Athletic Club by Selected Demographics

	Percentage Responding Yes
Length of residence	
3 to 12 months	27.7
1 to 5 years	50.5
6 to 10 years	69.4
More than 10 years	53.7
Education	
High school graduate	38.5
Some college	44.9
College graduate	52.5
Graduate school	62.6
Income	
\$10,001 to \$25,000	16.7
\$25,001 to \$50,000	33.8
\$50,001 to \$75,000	47.4
\$75,001 to \$100,000	52.5
Over \$100,000	68.0
Family with children	
Yes	69.1
No	49.4
Type of housing	
Single family	69.6
Duplex	70.6
Apartment	31.2
Other	47.1

Table 10
Used Les Lacs Park by Selected Demographics

	Percentage Responding Yes
Length of residence	
3 to 12 months	17.0
1 to 5 years	32.3
6 to 10 years	61.9
More than 10 years	51.2
Age	
18-25	11.8
26-35	22.9
36-45	50.0
46-60	48.1
61-70	61.1
71 and over	32.0
Gender	
Female	45.6
Male	31.4
Education	
High school graduate	32.5
Some college	29.2
College graduate	37.2
Graduate school	51.8
Employment status	
Full-time	35.0
Part-time	53.3
Unemployed	31.6
Retired	45.8
Student	22.2
Homemaker	63.6
Income	
\$10,001 to \$25,000	8.3
\$25,001 to \$50,000	20.3
\$50,001 to \$75,000	28.9
\$75,001 to \$100,000	34.5
Over \$100,000	57.0
Type of housing	
Single family	65.6
Duplex	47.1
Apartment	9.4
Other	23.5

Table 11
Used Quorum Park by Selected Demographics

	Percentage Responding Yes
Age	
18-25	26.5
26-35	32.4
36-45	17.5
46-60	17.8
61-70	11.1
71 and over	8.0
Employment status	
Full-time	24.3
Part-time	13.3
Unemployed	31.6
Retired	6.1
Student	22.2
Homemaker	27.3
Type of housing	
Single family	12.6
Duplex	17.6
Apartment	33.5
Other	5.9

Table 12
Used Midway Meadows Easement Park by Selected Demographics

	Percentage Responding Yes
Length of residence	
3 to 12 months	13.0
1 to 5 years	16.4
6 to 10 years	22.8
More than 10 years	35.9
Age	
18-25	0.0
26-35	16.2
36-45	23.4
46-60	18.2
61-70	20.6
71 and over	45.8
Education	
High school graduate	16.7
Some college	17.2
College graduate	14.1
Graduate school	29.1
Employment status	
Full-time	15.9
Part-time	28.6
Unemployed	21.1
Retired	27.7
Student	0.0
Homemaker	36.8
Type of housing	
Single family	30.3
Duplex	26.7
Apartment	8.4
Other	5.9

Table 13
Used White Rock Jogging Trail by Selected Demographics

	Percentage Responding Yes
Age	
18-25	26.5
26-35	32.1
36-45	12.3
46-60	12.5
61-70	19.4
71 and over	8.0
Type of housing	
Single family	14.3
Duplex	29.4
Apartment	25.1
Other	5.9

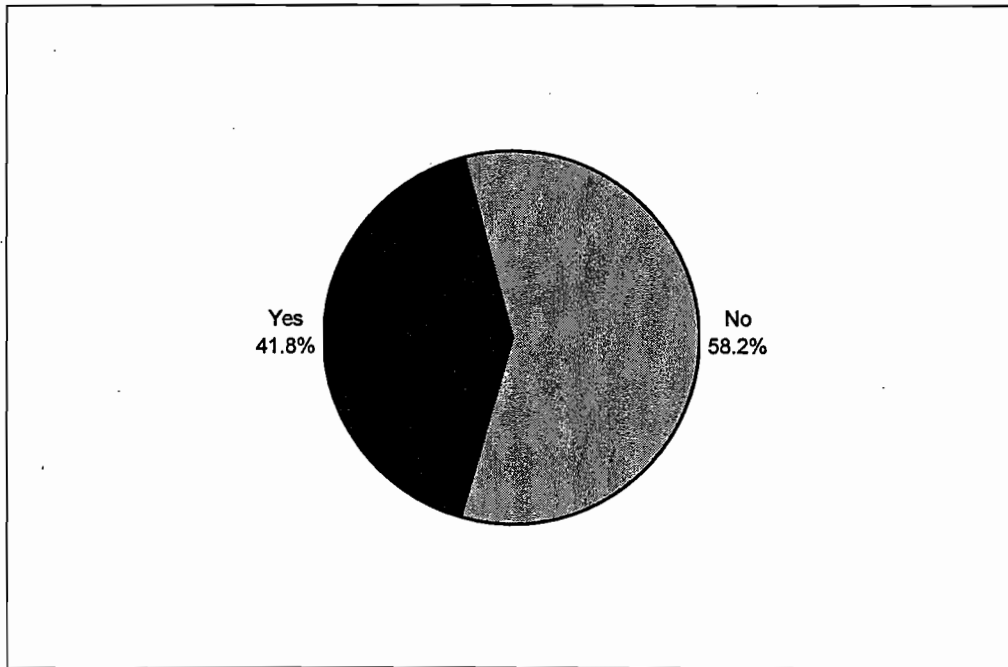
Table 14
Evaluation of Addison Parks by Year

Evaluation area	2001	1999	1997	1995	1992
Well kept?	99.3	98.2	95.5	97.0	99.9
Enough parks?	93.8	94.8	88.6	84.7	90.4
Outdoor opportunities	87.9	93.0	90.4	87.9	86.0

- Respondents who had used an Addison park were asked questions about park maintenance, the number of parks, and the outdoor opportunities provided by the parks (see Table 14).
- Looking at the responses as a whole, there appears to be a high level of satisfaction with the town's parks. Virtually all of the respondents (99.3 percent) said the parks were well maintained and provided appropriate outdoor opportunities (87.9 percent). Ninety-four percent reported that there were a sufficient number of parks in the town.
- Fewer renters (83.9 percent) said that the parks provided outdoor opportunities that interested them than homeowners (91.5 percent). A greater percentage of respondents who lived in single family homes (92.2 percent) said that parks provided opportunities compared to those who lived in apartments (84.5 percent), other housing (77.8 percent), or duplexes (75.0 percent).

D. Conference Centre and WaterTower Theatre

Figure 7
Use of Conference Centre
(n=168)



- Respondents were asked whether they had visited the Conference Centre in the past year (see Figure 7). Forty-two percent of the respondents in the past year had visited the Centre. This percentage represents a steady increase since 1992: 38.0 percent in 1999, 29.0 percent in 1997, 27.8 percent in 1995, and 23.0 percent in 1992.
- Usage of the Conference Centre was more common among homeowners, retired respondents, and female respondents (see Table 15). Usage also generally increased with length of residence, age, and income. The percentages varied with education, employment status, and type of housing.

Table 15
Used Conference Centre by Selected Demographics

	Percentage Responding Yes
Home ownership	
Own	56.2
Rent	27.4
Length of residence	
3 to 12 months	21.3
1 to 5 years	33.3
6 to 10 years	68.6
More than 10 years	54.5
Age	
18-25	20.6
26-35	29.1
36-45	42.0
46-60	51.8
61-70	58.3
71 and over	53.8
Gender	
Female	46.9
Male	36.3
Education	
High school graduate	22.5
Some college	42.9
College graduate	39.0
Graduate school	51.8
Employment status	
Full-time	36.8
Part-time	48.4
Unemployed	36.8
Retired	63.3
Student	33.3
Homemaker	50.0
Income	
\$10,001 to \$25,000	23.1
\$25,001 to \$50,000	25.0
\$50,001 to \$75,000	36.4
\$75,001 to \$100,000	45.8
Over \$100,000	50.4
Type of housing	
Single family	55.1
Duplex	38.9
Apartment	27.5
Other	35.3

Figure 8
Ratings of Conference Centre
(n=167)

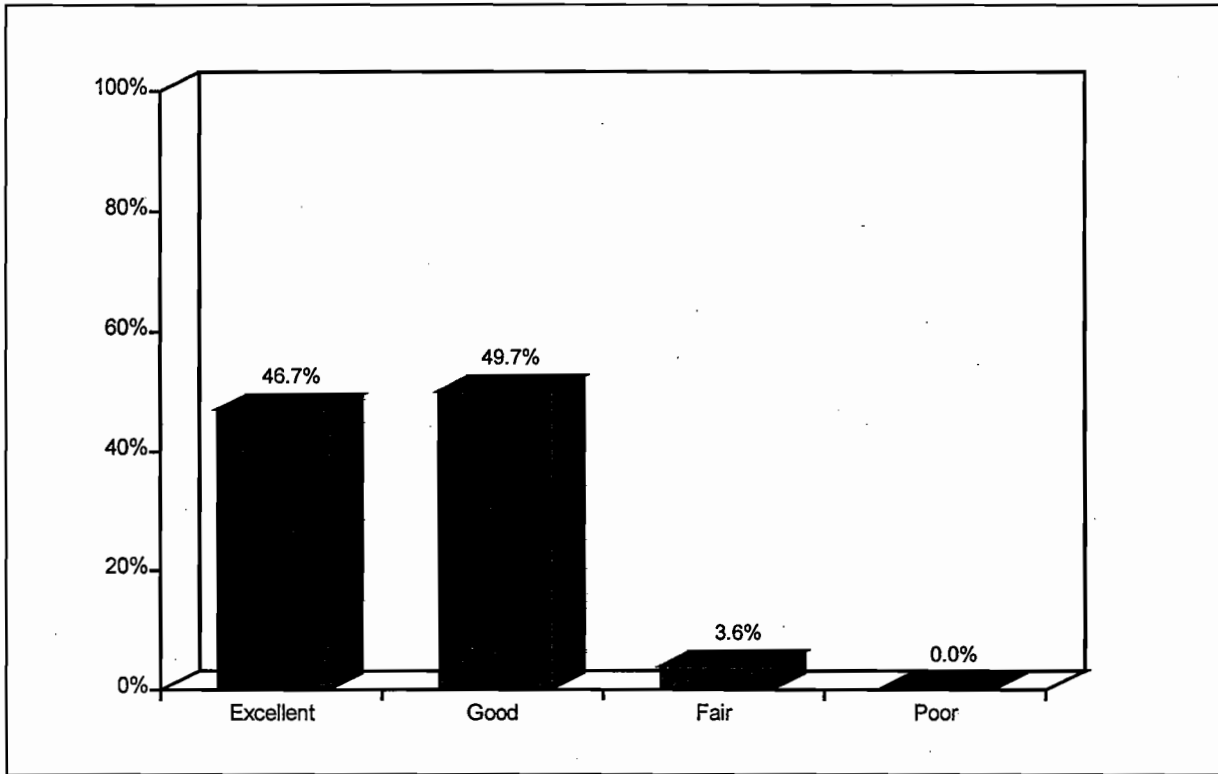
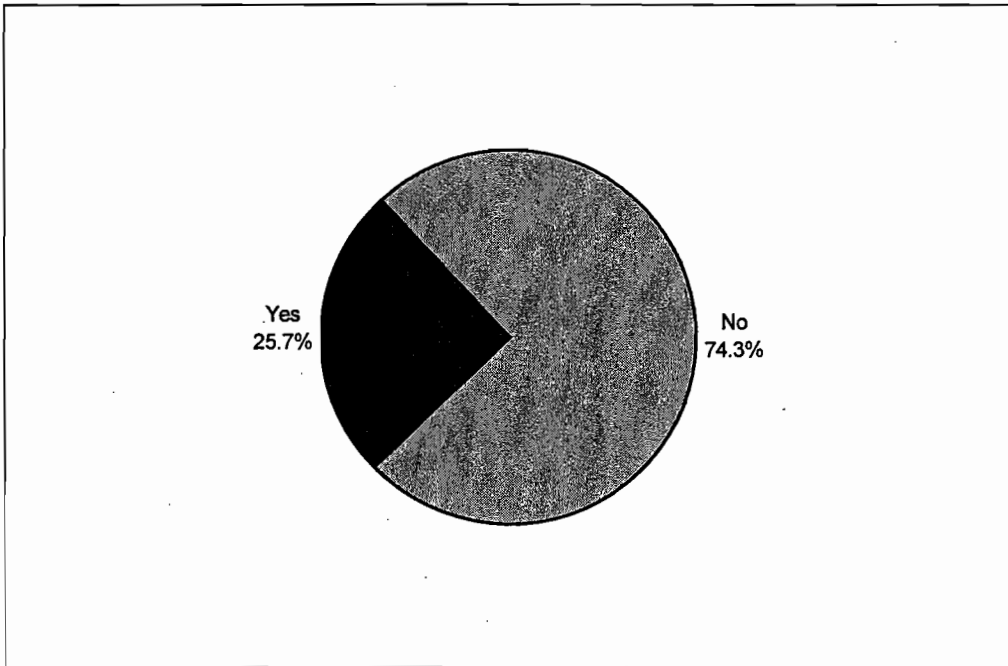


Table 16
Ratings of Conference Centre by Year

	2001	1999	1997	1995	1992
Excellent	46.7	50.7	46.2	45.0	41.9
Good	49.7	42.6	51.3	45.9	50.0
Fair	3.6	6.1	2.6	7.3	5.8
Poor	0.0	0.7	0.0	1.8	2.3

- Forty-seven percent of the respondents who visited the Conference Centre rated it as "excellent" and 49.7 percent rated the Centre as "good" for a combined excellent/good rating of 96.4 percent (see Figure 8 and Table 16).

Figure 9
Attended WaterTower Theatre Performance
(n=401)



- Twenty-six percent of the respondents reported that they had attended a WaterTower Theatre performance (see Figure 9). This finding represents a gradual increase since 1992: 21.4 percent in 1999, 18.0 percent in 1997, 18.8 percent in 1995, and 13.6 percent in 1992.
- Attendance at the WaterTower Theatre generally increased with age, and varied by length of residence and employment status (see Table 17). Homeowners (31.3 percent) were more likely to visit the Theatre than renters (20.0 percent).

Table 17
Attended WaterTower Theatre by Selected Demographics

	Percentage Responding Yes
Home ownership	
Own	31.3
Rent	20.0
Length of residence	
3 to 12 months	8.7
1 to 5 years	21.8
6 to 10 years	41.9
More than 10 years	31.8
Age	
18-25	11.8
26-35	21.1
36-45	21.0
46-60	30.0
61-70	36.1
71 and over	46.2
Employment status	
Full-time	23.9
Part-time	35.5
Unemployed	21.1
Retired	42.9
Student	0.0
Homemaker	13.6

Figure 10
Ratings of WaterTower Theatre
(n=103)

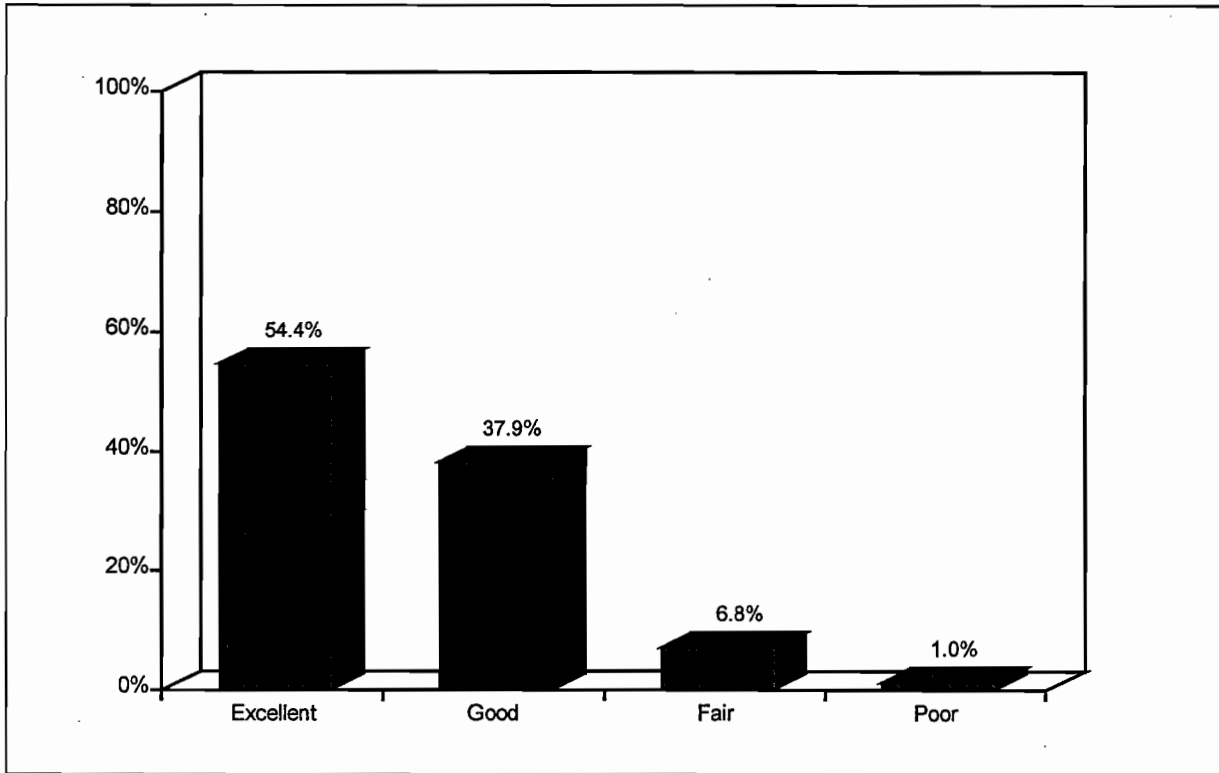


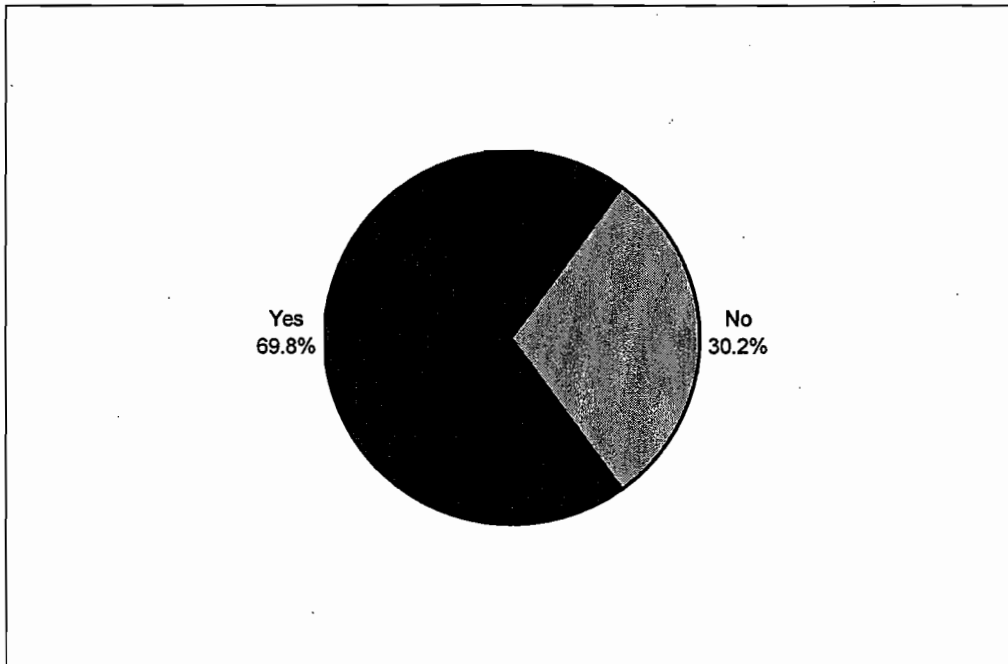
Table 18
WaterTower Ratings by Year

	2001	1999	1997	1995	1992
Excellent	54.4	54.3	50.0	37.0	41.9
Good	37.9	45.7	47.2	53.4	50.0
Fair	6.8	0.0	2.8	5.5	5.8
Poor	1.0	0.0	0.0	4.1	2.3

- Fifty-four percent of the respondents who visited the WaterTower Theatre rated it as “excellent,” and 37.9 percent rated the Theatre as “good” for a combined excellent/good rating of 92.3 percent (see Figure 10 and Table 18).

E. Recreational Programs

Figure 11
Member of Addison Athletic Club
(n=401)



- As shown in Figure 11, membership in the Addison Athletic Club was reported by a majority of respondents (69.8 percent). This finding compares to 71.6 percent in 1999.
- Club membership was more common among homeowners, respondents who lived in single family homes, and female respondents (see Table 19). Membership generally increased with length of residence, age, and income, and varied with employment status.

Table 19
Member of Athletic Club by Selected Demographics

	Percentage Responding Yes
Home ownership	
Own	92.0
Rent	47.5
Length of residence	
3 to 12 months	42.6
1 to 5 years	64.3
6 to 10 years	91.9
More than 10 years	84.1
Age	
18-25	50.0
26-35	55.5
36-45	65.4
46-60	85.5
61-70	86.1
71 and over	80.0
Gender	
Female	76.0
Male	63.2
Employment status	
Full-time	63.6
Part-time	83.9
Unemployed	78.9
Retired	87.8
Student	22.2
Homemaker	100.0
Income	
\$10,001 to \$25,000	53.8
\$25,001 to \$50,000	52.5
\$50,001 to \$75,000	64.9
\$75,001 to \$100,000	71.2
Over \$100,000	81.4
Type of housing	
Single family	91.3
Duplex	83.3
Apartment	42.9
Other	76.5

Figure 12
Use of Addison Athletic Club
(n=279)

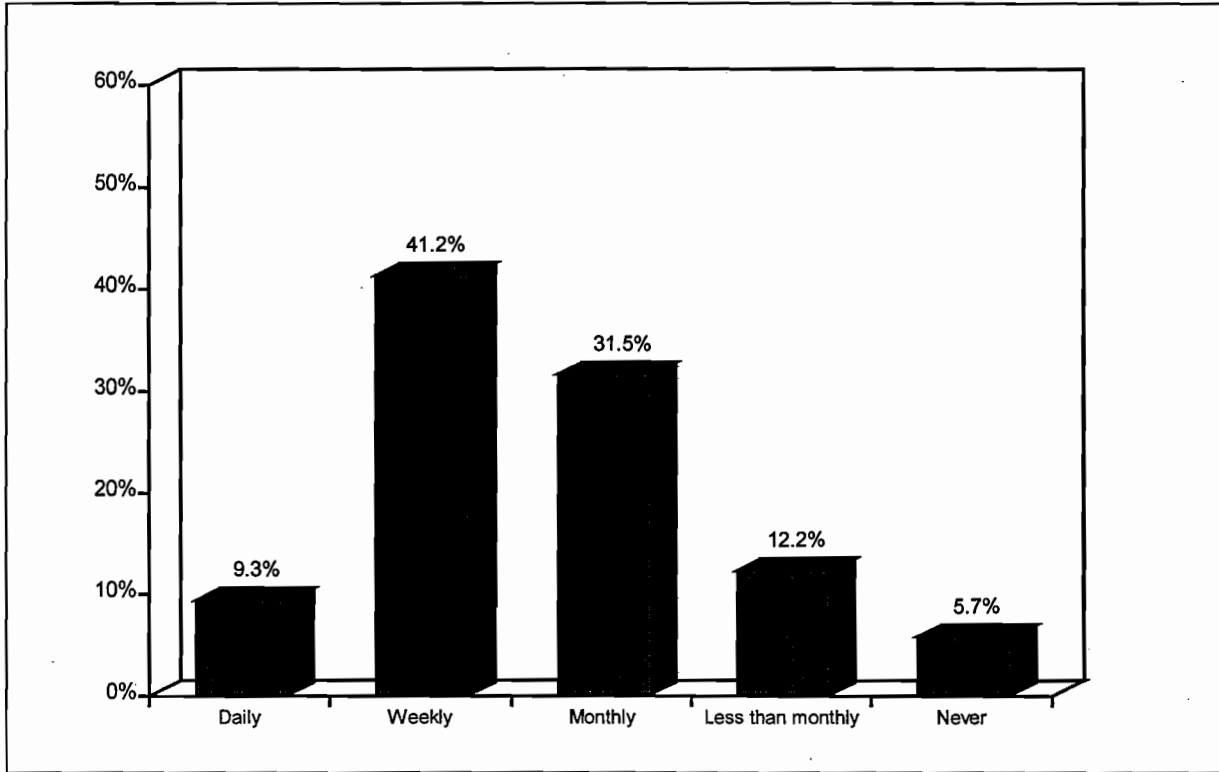


Table 20
Use of Addison Athletic Club by Year

	2001	1999	1997	1995
Daily	9.3	12.6	8.1	7.7
Weekly	41.2	40.7	44.9	37.7
Monthly	31.5	32.6	31.1	37.3
Less than monthly	12.2	n.a.	n.a.	n.a.
Never	5.7	14.0	15.9	17.3

- As displayed in Figure 12 and Table 20, the largest portion of Athletic Club members (41.2 percent) use the club weekly and 31.5 percent use it monthly. These findings are similar to previous years.

Figure 13
Athletic Club Should Be Open to Business Community
(n=262)

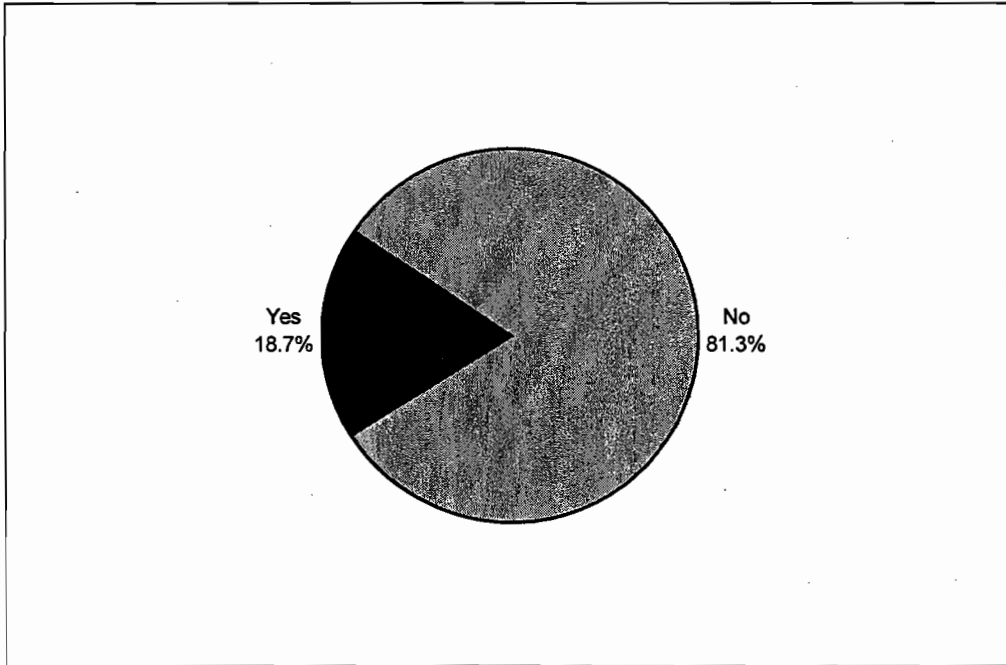


Table 21
Athletic Club Should Be Open to Business Community by Year

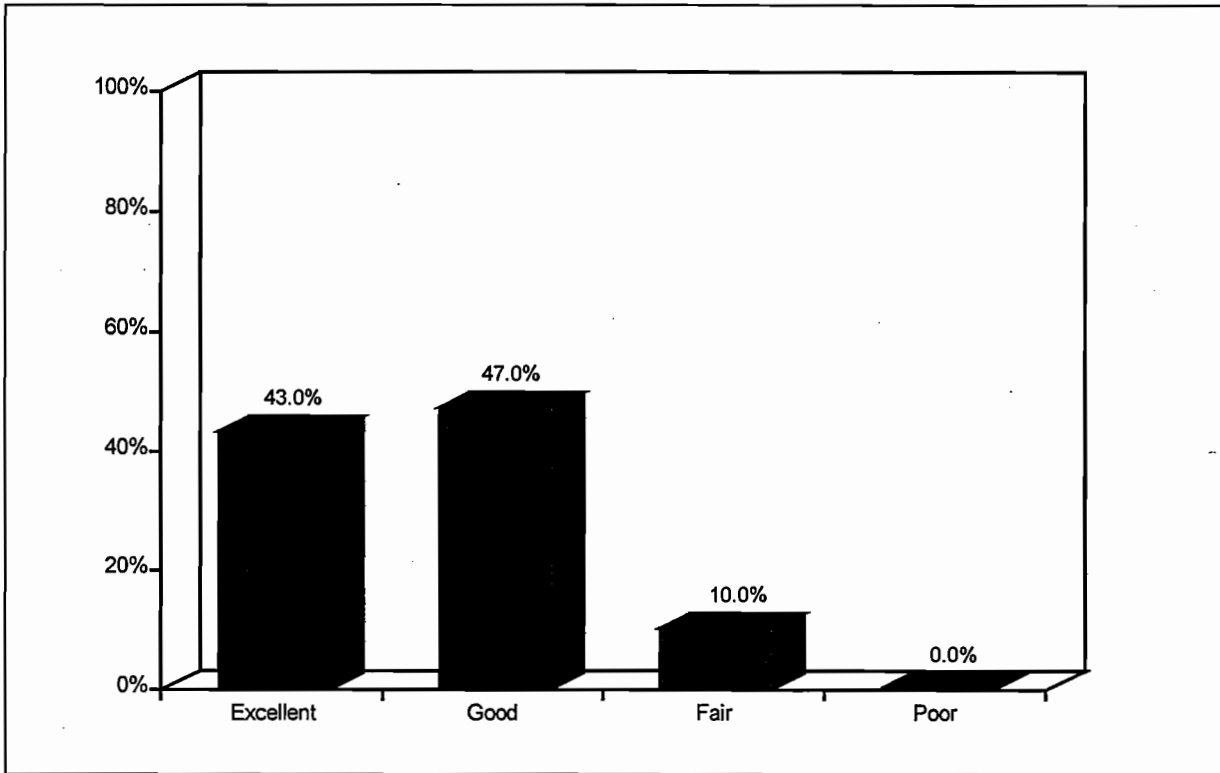
	2001	1999	1997	1995	1992
Yes	18.7	18.1	20.1	18.7	23.3
No	81.3	81.9	79.9	81.3	76.7

- As shown in Figure 13, 18.7 percent of the Athletic Club members indicated that the club should be open to members of the business community compared to 18.1 percent in 1999, 20.1 percent in 1997, 18.7 percent in 1995, and 23.3 percent in 1992 (see Table 21).
- Responses differed by several demographic characteristics (see Table 22). The opinion that the Athletic Club should be open to the business community was more common among renters and decreased as age and income increased. The percentages varied with length of residence.

Table 22
Athletic Club Should be Open to Business Community
by Selected Demographics

	Percentage Responding Yes
Home ownership	
Own	10.2
Rent	36.0
Length of residence	
3 to 12 months	11.8
1 to 5 years	26.3
6 to 10 years	9.1
More than 10 years	14.3
Age	
18-25	37.5
26-35	35.7
36-45	13.7
46-60	11.5
61-70	17.9
71 and over	4.8
Income	
\$10,001 to \$25,000	71.4
\$25,001 to \$50,000	18.4
\$50,001 to \$75,000	28.9
\$75,001 to \$100,000	28.6
Over \$100,000	11.0

Figure 14
Ratings of Fitness Equipment
(n=100)

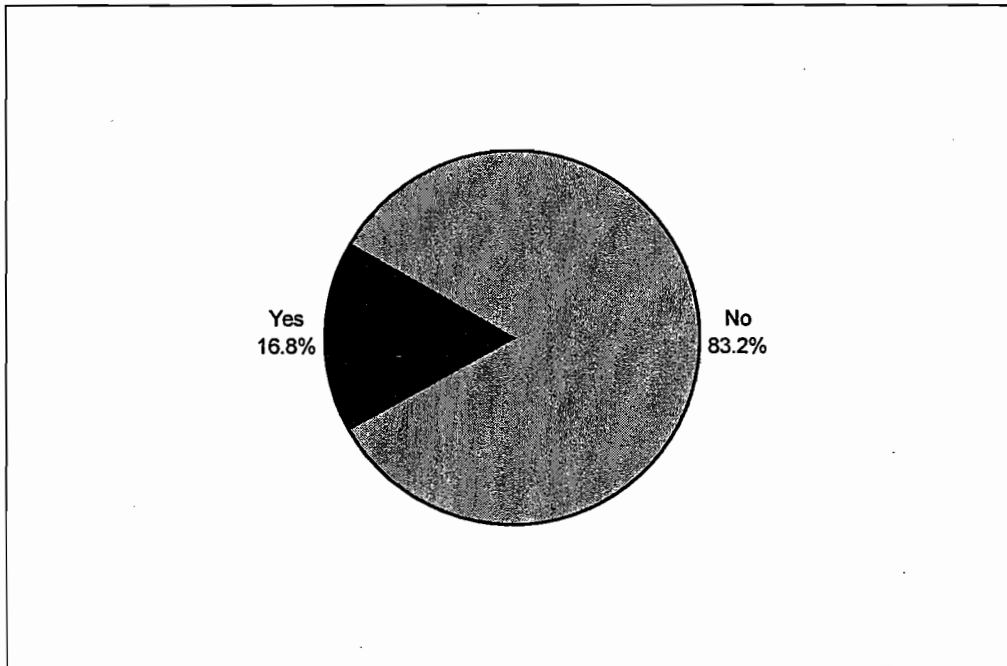


- Seventy-seven percent of the respondents who have used recreational programs have used the Athletic Club's equipment. As shown in Table 23, female respondents and homeowners were more likely to report using the equipment. Usage varied with education.
- As shown in Figure 14, 43.0 percent rated the equipment as "excellent" and 47.0 percent rated the equipment as "good" for an excellent/good rating of 90.0 percent. Ten percent rated the equipment as "fair."

Table 23
Used Athletic Club Fitness Equipment by Selected Demographics

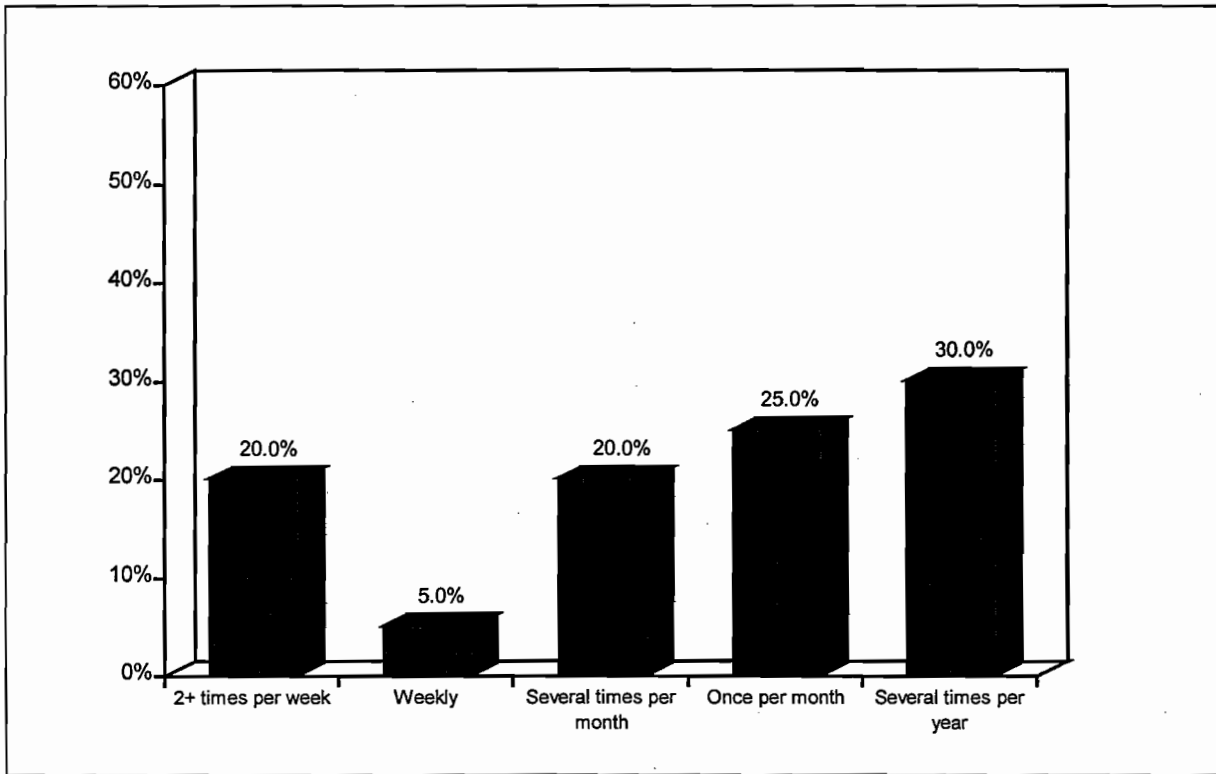
	Percentage Responding Yes
Home ownership	
Own	89.0
Rent	57.1
Gender	
Female	84.3
Male	68.9
Education	
High school graduate	54.5
Some college	86.2
College graduate	69.2
Graduate school	86.8

Figure 15
Used Tennis Facilities at the Addison Athletic Club in Past Year
(n=131)



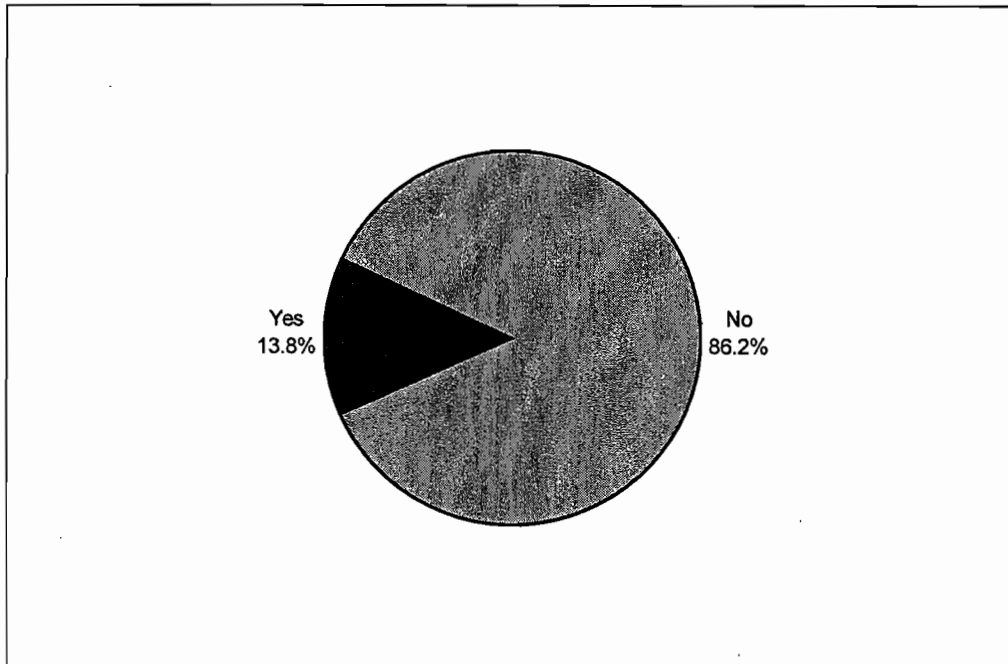
- As shown in Figure 15, usage of the tennis facilities at the Addison Athletic Club was reported by 16.8 percent of respondents.

Figure 16
Frequency of Tennis Facilities Usage at the Addison Athletic Club in Past Year
(n=20)



- As displayed in Figure 16, the largest portion of Athletic Club members (30.0 percent) used the tennis facilities several times per year and 25.0 percent used tennis facilities monthly.

Figure 17
Used the Trinity Christian Athletic Center
(n=130)



- Users of recreational programs were asked if they had used the Trinity Christian Athletic Center in the last twelve months. As shown in Figure 17, 13.8 percent of the respondents reported that they did. This finding compares to 15.6 percent in 1999.
- Respondents with children (39.1 percent) were more likely to have used the Trinity Christian Athletic Center than respondents without children (8.4 percent).

- Thirty-three percent of the respondents said that either they or a member of their family had participated in a town recreation program during the past year compared to 28.0 percent of the respondents in 1999, 27.0 percent in 1997, and 32.0 percent in 1995.
- As shown in Table 24, rates of participation were higher among homeowners, respondents who lived in single family homes, and families with children under 6 years of age. Participation varied with employment status and generally increased with length of residence.

Table 24
Participated in Recreation Programs by Selected Demographics

	Percentage Responding Yes
Home ownership	
Own	42.1
Rent	24.4
Length of residence	
3 to 12 months	6.4
1 to 5 years	33.0
6 to 10 years	44.6
More than 10 years	40.5
Employment status	
Full-time	28.7
Part-time	51.6
Unemployed	36.8
Retired	39.6
Student	0.0
Homemaker	57.1
Family with children	
Children under 6	57.7
Children 6 to 12	43.8
Children 13 to 18	15.4
Type of housing	
Single family	41.4
Duplex	33.3
Apartment	24.0
Other	31.3

Figure 18
Ratings of Recreational Programs
(n=130)

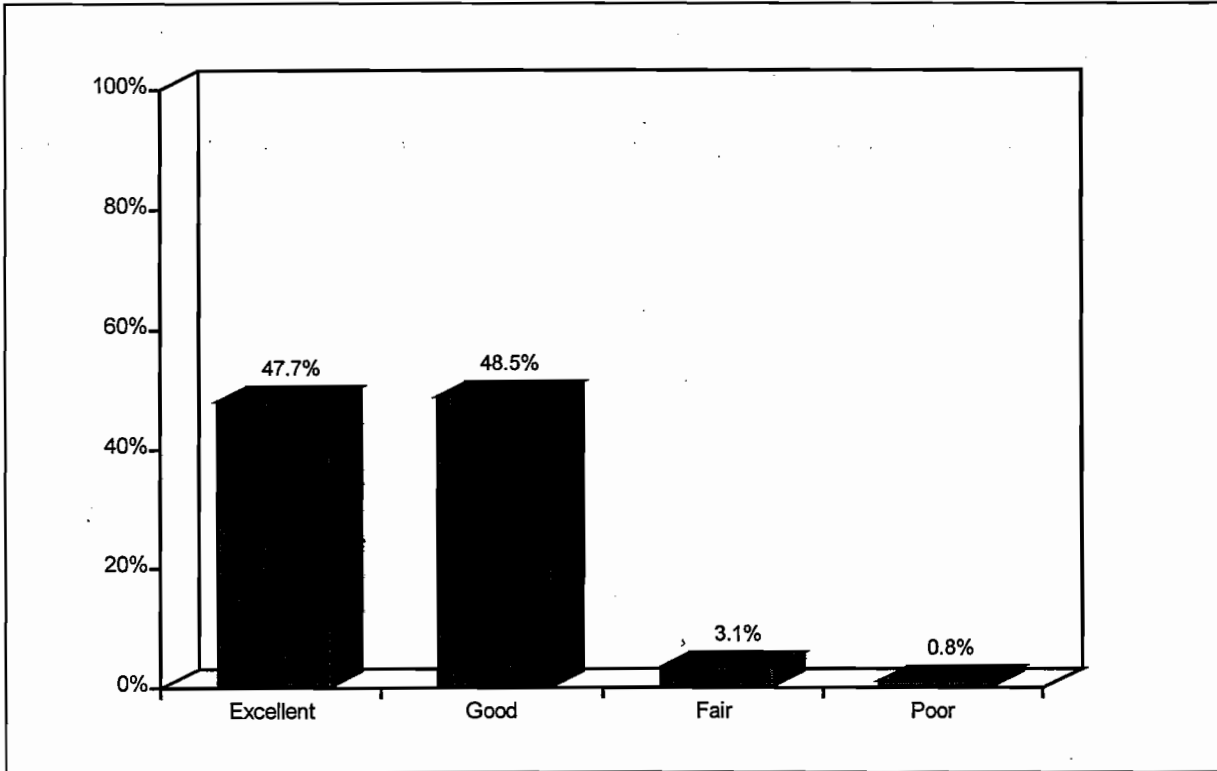


Table 25
Ratings of Recreational Programs by Year

	2001	1999	1997	1995	1992
Excellent	47.7	53.2	52.7	37.5	32.6
Good	48.5	45.9	44.5	58.6	54.7
Fair	3.1	0.9	1.8	3.9	11.6
Poor	0.8	0.0	0.9	0.0	1.2

- Those who did participate were asked to rate the quality of the town's recreational programs (see Figure 18 and Table 25). Participants rated the town's recreational programs quite favorable, with 47.7 percent responding "excellent" and 48.5 percent "good."

Figure 19
Ratings of Building Maintenance
(n=371)

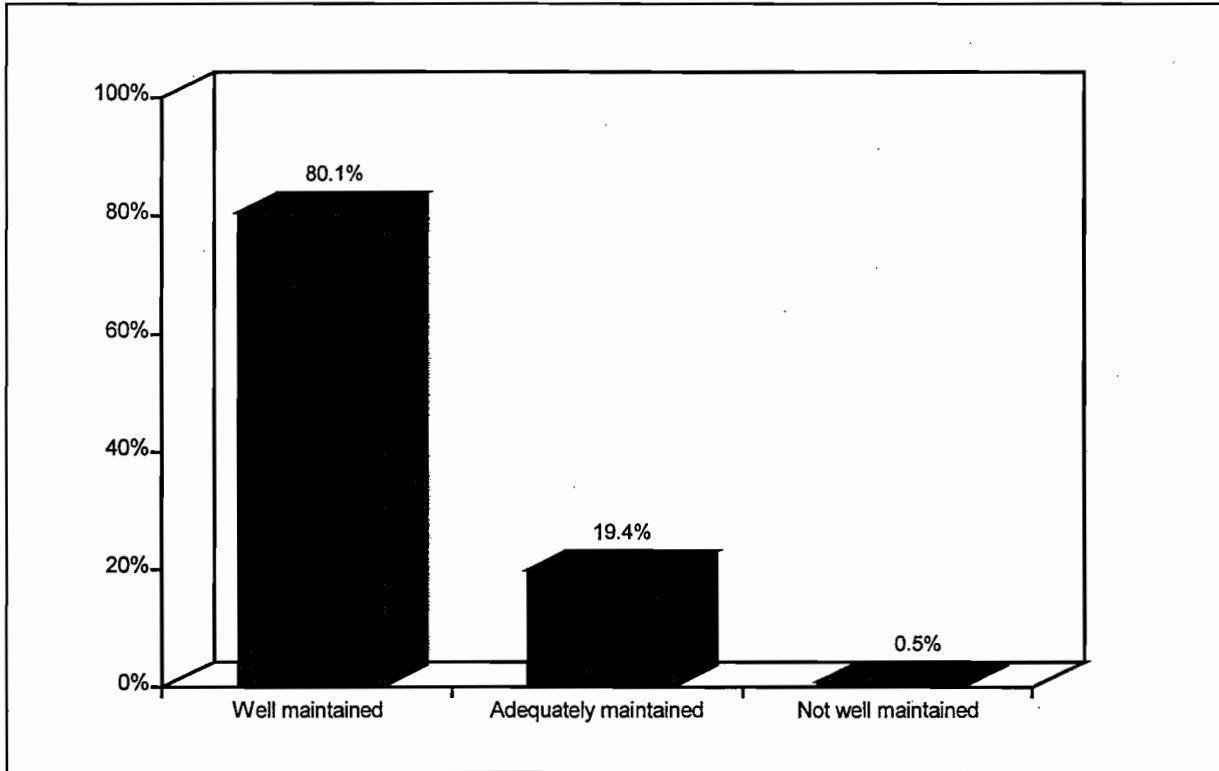


Table 26
Ratings of Building Maintenance by Year

	2001	1999	1997	1995	1992
Well maintained	80.1	72.9	81.0	78.9	77.8
Adequately maintained	19.4	25.3	16.9	20.6	22.2
Not well maintained	0.5	1.9	2.1	0.5	0.0

- The final question concerning parks asked respondents about building maintenance. As may be seen in Figure 19, virtually all of the respondents believe that buildings are either well (80.1 percent) or adequately (19.4 percent) maintained. These ratings are generally consistent with those of previous years (see Table 26).

F. Waste Management

Figure 20
Missed Garbage Pick-Ups in Last Twelve Months
(n=194)

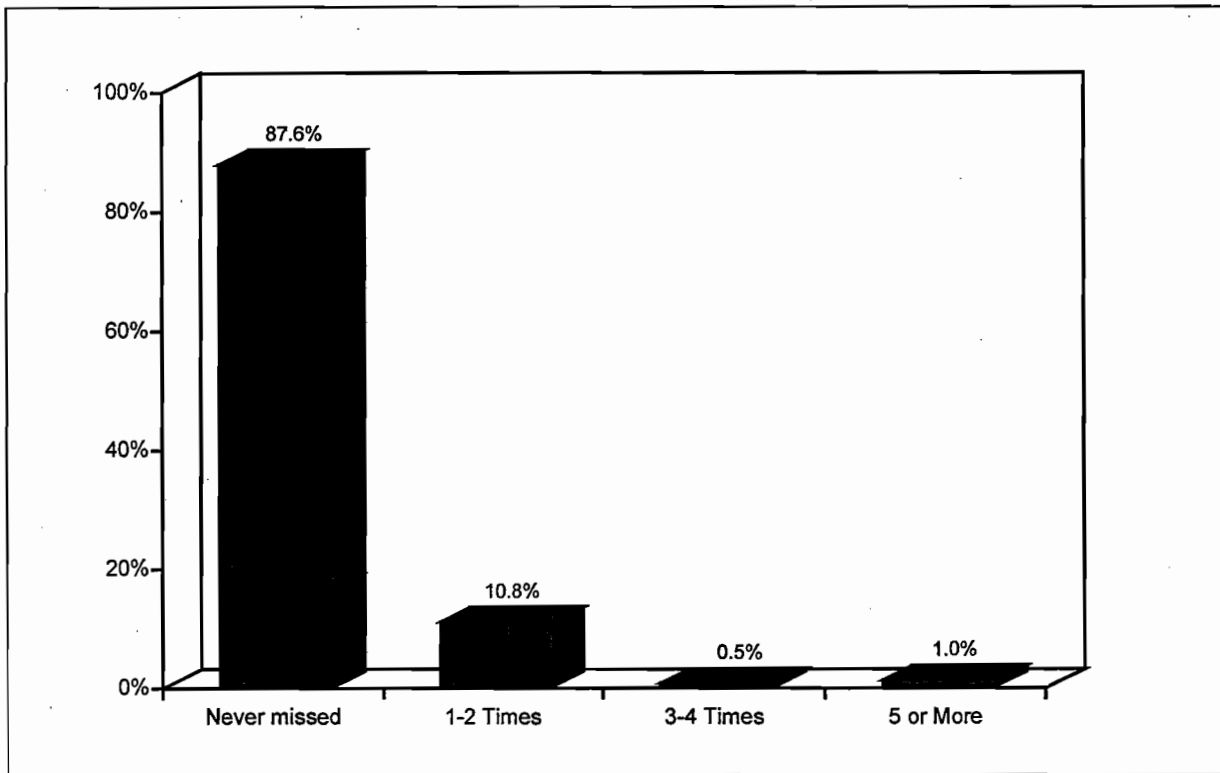


Table 27
Missed Garbage Pick-Ups by Year

	2001	1999	1997	1995	1992
Never missed	87.6	88.8	69.8	88.4	92.8
Missed 1-2 times	10.8	8.4	22.4	7.3	5.2
Missed 3-4 times	0.5	1.9	2.4	2.0	1.4
Missed 5 or more times	1.0	0.9	5.4	2.3	0.6

- Homeowners were asked if collectors ever missed picking up their trash in the past 12 months. As Figure 18 shows, 87.6 percent of respondents reported that garbage pick-ups were never missed. Eleven percent reported that trash pick-up was missed 1-2 times, and 1.5 percent reported that trash pick-up was missed 3 or more times. These findings are similar to 1999 (see Table 27).

Figure 19
Satisfaction with Special Pick-Up
(n=97)

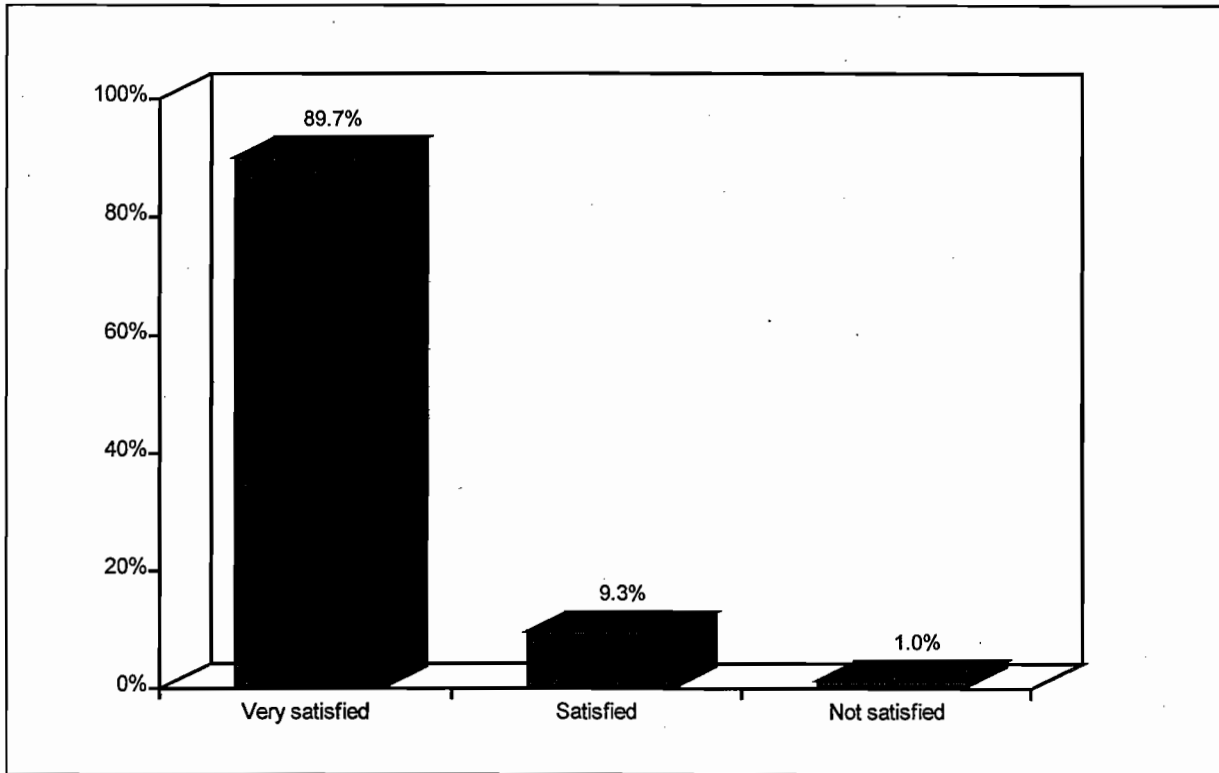


Table 28
Satisfaction with Special Pick-Up by Year

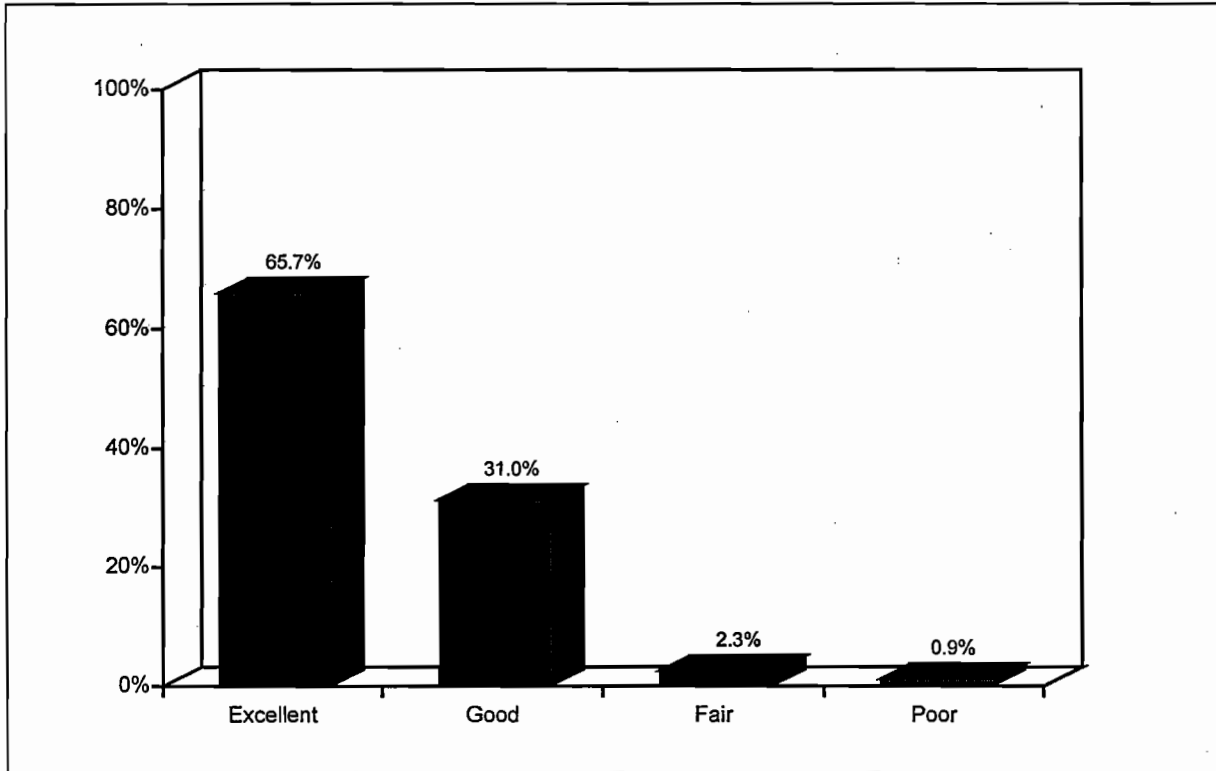
	2001	1999	1997	1995	1992
Very satisfied	89.7	96.7	88.9	89.2	81.1
Satisfied	9.3	3.3	7.4	7.7	16.8
Not satisfied	1.0	0.0	3.7	3.1	2.1

- Respondents were asked whether within the past year they had called Addison's Street Department for collection of brush, tree limbs, or any other large item and 27.3 percent of the respondents reported that they had made such a request. As shown in Figure 19, 99.0 percent of the respondents reported that they were either very satisfied (89.7 percent) or satisfied (9.3 percent).
- As shown in Table 29, the percentages of respondents who called for a special pick-up generally increased with age, income, and length of residence. Female respondents and homeowners were more likely to have called than male respondents or renters. The percentages varied by type of housing, education, and employment status.

Table 29
Called for Special Pick-Up by Selected Demographics

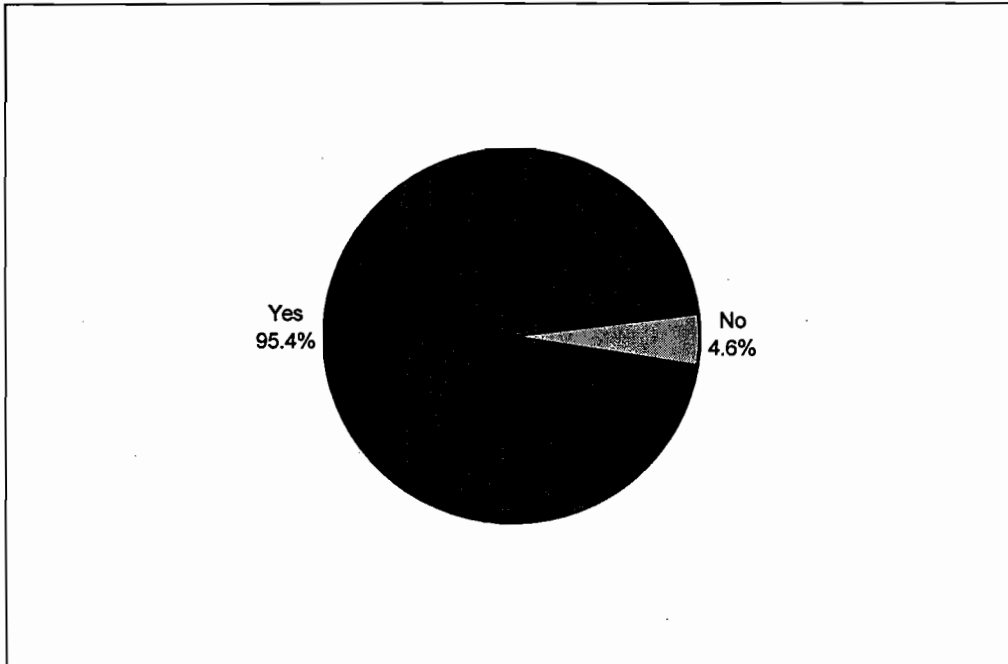
	Percentage Responding Yes
Home ownership	
Own	45.2
Rent	4.2
Length of residence	
3 to 12 months	9.1
1 to 5 years	17.0
6 to 10 years	47.1
More than 10 years	40.5
Age	
18-25	0.0
26-35	11.2
36-45	17.9
46-60	35.2
61-70	54.3
71 and over	56.0
Gender	
Female	33.0
Male	16.7
Education	
High school graduate	22.5
Some college	29.2
College graduate	18.3
Graduate school	32.4
Employment status	
Full-time	18.7
Part-time	24.1
Unemployed	16.7
Retired	56.5
Student	11.1
Homemaker	50.0
Income	
\$10,001 to \$25,000	0.0
\$25,001 to \$50,000	15.4
\$50,001 to \$75,000	18.7
\$75,001 to \$100,000	21.4
Over \$100,000	34.6
Type of housing	
Single family	46.9
Duplex	22.2
Apartment	1.9
Other	0.0

Figure 20
Ratings of Garbage Collection Days
(n=214)



- Respondents living in houses and duplexes were asked to rate the overall impact of garbage collection days of Monday and Thursday on their household waste disposal (see Figure 20). Sixty-seven percent of the respondents rated the collection as “excellent” and 31.0 percent rated the collection as “good” for a combined excellent/good rating of 96.7 percent.
- Ratings in 2001 were similar to ratings in 1999: 66.7 percent excellent, 31.5 percent good, 1.4 percent fair, and 0.5 percent poor.

Figure 21
Participation in Recycling Program
(n=194)



- Of the 194 respondents with a recycling program in their neighborhood, 95.4 percent reported that they participated in the program (see Figure 21). This is up from 85 percent in 1999.
- As shown in Table 30, the percentages of respondents with a recycling program in their neighborhood increased with age and income. Eighty-seven percent of homeowners had a program compared to 18.3 percent of renters. Respondents in single family homes and duplexes were also more likely to report a recycling program than those living in other types of housing. Female respondents were more likely to report having a recycling program than male respondents.

Table 30
Recycling Program in Neighborhood by Selected Demographics

	Percentage Responding Yes
Home ownership	
Own	86.7
Rent	18.3
Age	
18-25	11.1
26-35	33.0
36-45	53.5
46-60	69.3
61-70	78.1
71 and over	88.5
Gender	
Female	61.1
Male	46.7
Income	
\$10,001 to \$25,000	18.2
\$25,001 to \$50,000	29.4
\$50,001 to \$75,000	42.0
\$75,001 to \$100,000	54.5
Over \$100,000	73.0
Type of housing	
Single family	88.5
Duplex	83.3
Apartment	10.1
Other	17.6

Figure 22
Ratings of Recycling Program
(n=190)

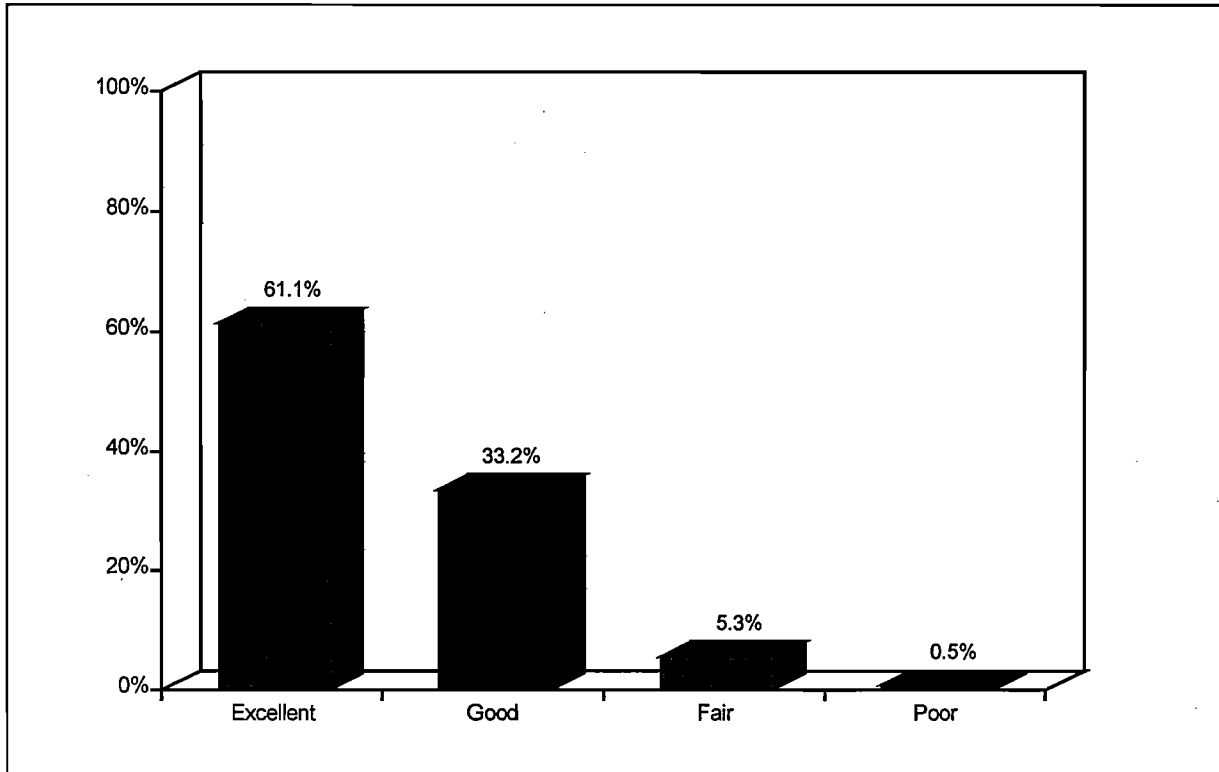
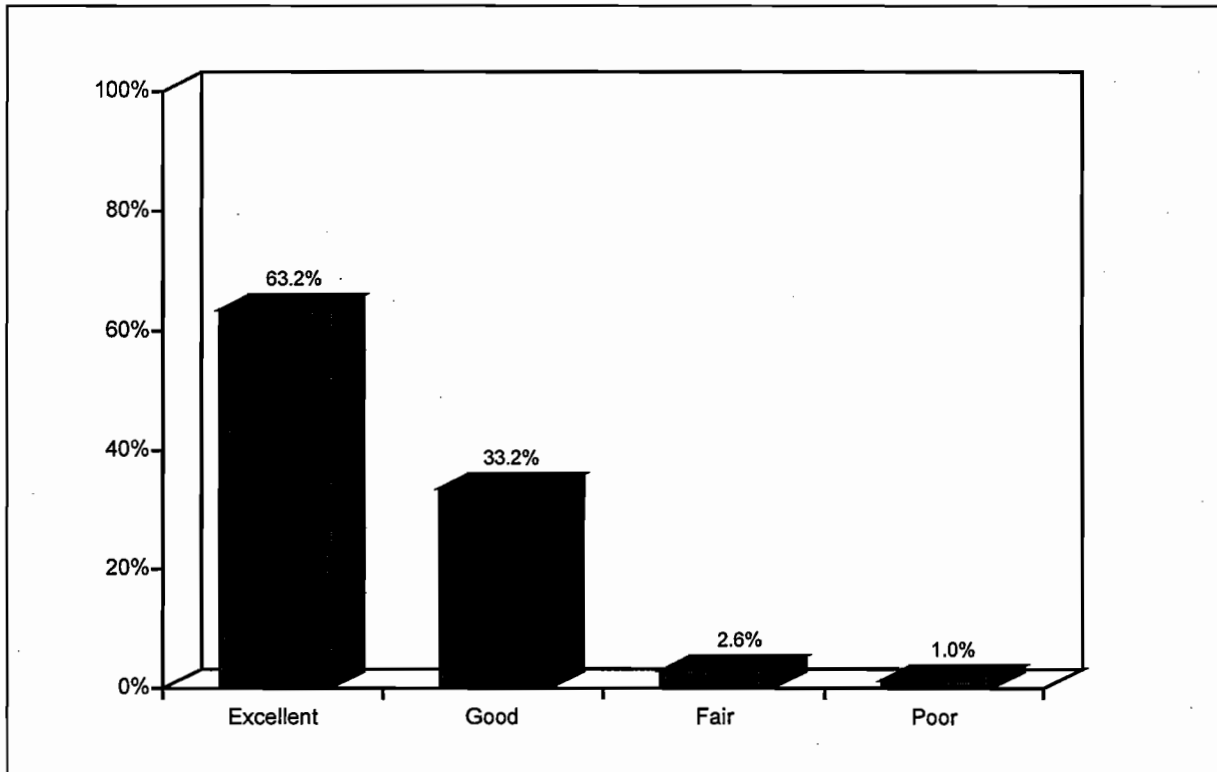


Table 31
Ratings of Recycling Program by Year

	2001	1999	1997	1995
Excellent	61.1	48.9	59.8	49.1
Good	33.2	44.1	35.7	41.6
Fair	5.3	6.5	2.5	6.2
Poor	0.5	0.5	2.0	3.1

- Respondents' ratings of the recycling program are presented in Figure 22 and Table 31. Ninety-four percent of the respondents rated the program as "excellent" (61.1 percent) or "good" (33.2 percent).
- Fifty-four percent of the homeowners rated the program as "excellent" compared to 31.0 percent of the renters. Fifty-seven percent of the female respondents rated the recycling as "excellent" compared to 36.6 percent of the male respondents.

Figure 23
Ratings of Recycling Collection Days
(n=193)



- Respondents were also asked to rate the overall impact of the recycling collection day (Monday) on their household waste disposal (see Figure 23). Sixty-three percent of the respondents rated the impact as “excellent” and 33.2 percent rated it as “good” for a combined excellent/good rating of 96.4 percent.

G. Emergency Services

Figure 24
Addison Police Service Compared to Other Communities
(n=364)

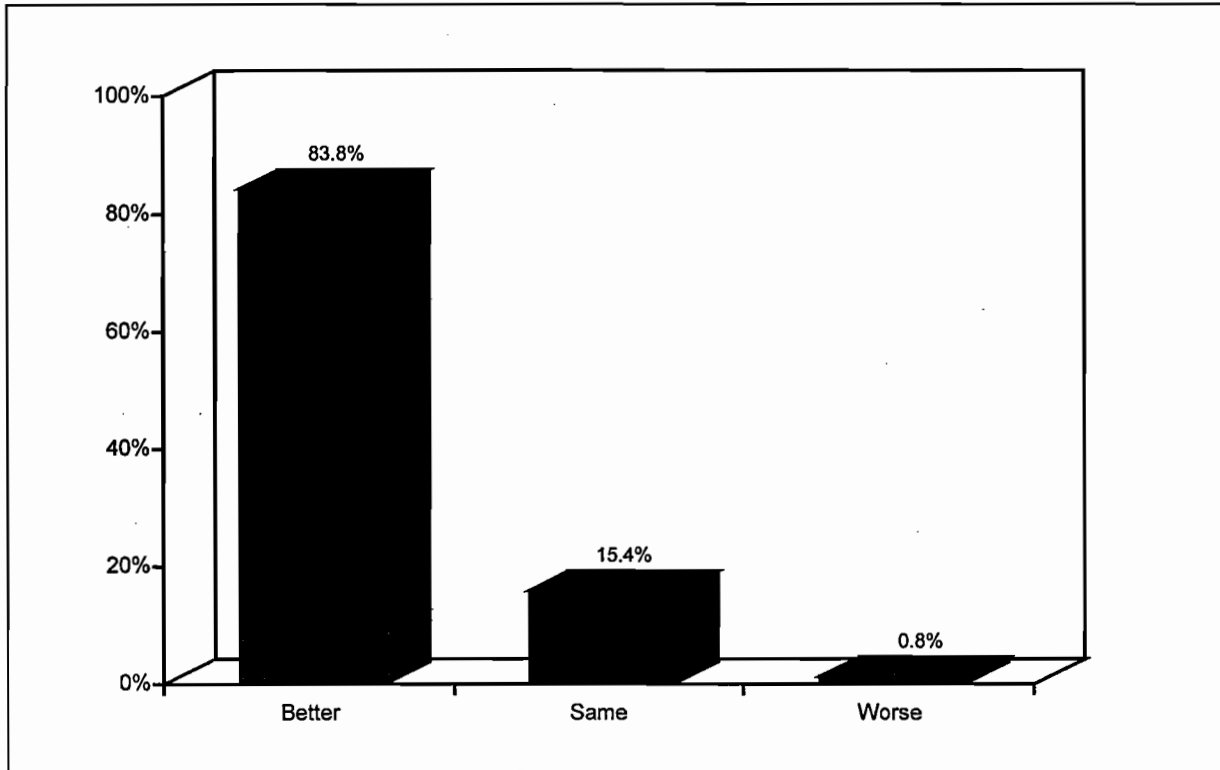


Table 32
Addison Police Service by Year

	2001	1999	1997	1995	1992
Better	83.8	81.9	87.3	83.1	85.2
Same	15.4	17.4	12.5	16.4	14.0
Worse	0.8	0.8	0.3	0.5	0.8

- As shown in Figure 24, when asked to rate police services compared to other cities, 83.8 percent of the respondents reported the service was better. These ratings have been consistently favorable over time (see Table 32).
- Eight percent of the respondents reported that they had been a crime victim or witness to a crime. Of those, 93.3 percent indicated that they reported the crime to the police. Eighteen percent of respondents who reported they had been a crime victim or witness had a high school education compared to 8.8 percent of those with some college, 6.4 percent of graduate school education, and 5.0 percent of college graduates.

Figure 25
Addison Fire Services Compared to Other Communities
(n=39)

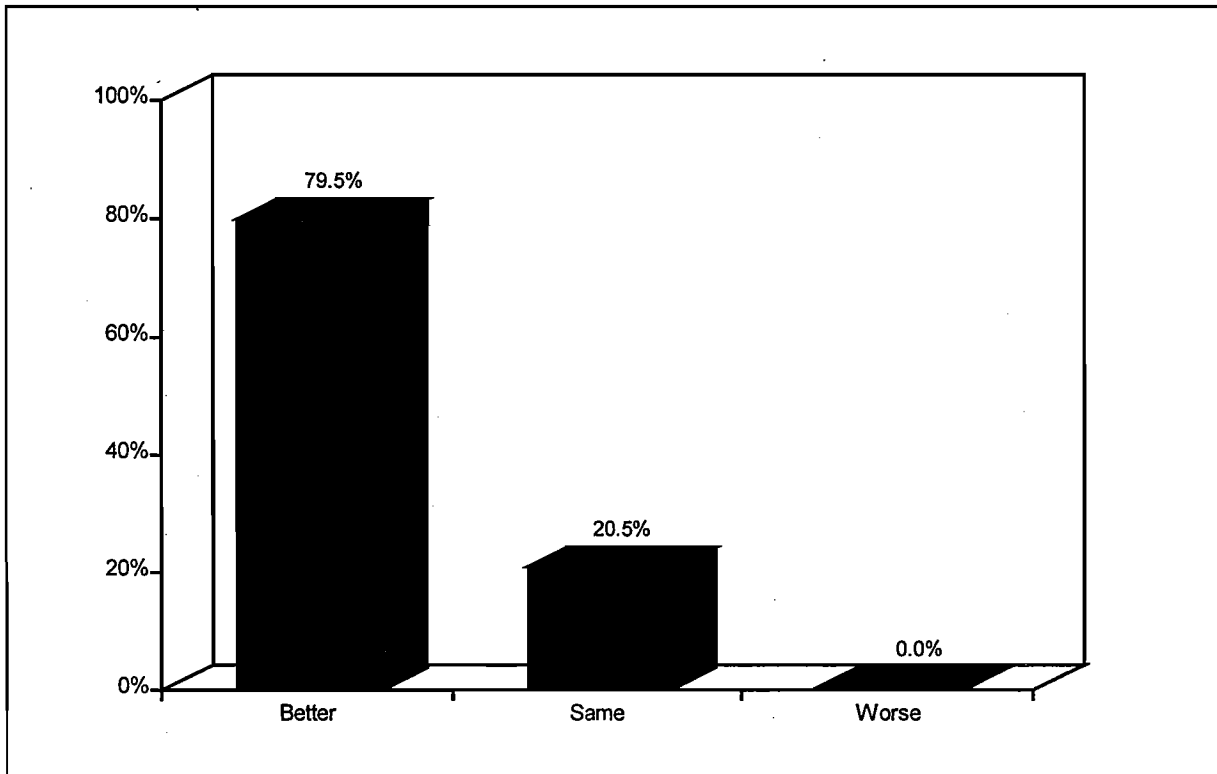


Table 33
Ratings for Addison Fire Service by Year

	2001	1999	1997	1995	1992
Better	79.5	72.5	65.9	66.7	66.9
Same	20.5	25.0	34.1	33.0	32.7
Worse	0.0	2.5	0.0	0.3	0.4

- Thirteen percent of the respondents reported that they had used fire department services in cities other than Addison. Homeowners (17.0 percent) were more likely to report they had used fire services in another city compared to renters (8.0 percent). Twenty-two percent of respondents who lived in duplexes had used fire services in another city compared to 16.4 percent of those who lived in single family homes, 8.2 percent in apartments, and 0.0 percent in other dwellings.
- Respondents who had used fire department services in other cities were asked if they thought fire services in Addison were better, the same or worse (see Figure 25 and Table 33). Eighty percent of the respondents who had used other services thought that Addison's fire services were "better," and 20.5 percent thought they were the "same."

Table 34
Ratings of Ambulance Service by Year
(n=29)

	2001	1999	1997	1995	1992
Excellent	86.2	78.1	80.0	84.0	64.7
Good	13.8	21.9	16.0	16.0	23.5
Fair	0.0	0.0	4.0	0.0	5.9
Poor	0.0	0.0	0.0	0.0	5.9

- Only 7.2 percent of the respondents reported having called for an ambulance during the past year. Of those calling for an ambulance, 86.2 percent rated the ambulance service as “excellent” and 13.8 percent rated it as “good” (see Table 34).
- Fifteen percent of respondents with children had called an ambulance during the past year compared to 6.1 percent of respondents without children. The percentages of respondents who called an ambulance generally increased with length of residence: 3 to 12 months (0.0 percent); 1 to 5 years (6.7 percent); 6 to 10 years (5.8 percent); more than 10 years (20.5 percent).

H. Code Enforcement

Figure 26
Ratings of Zoning Ordinance
(n=366)

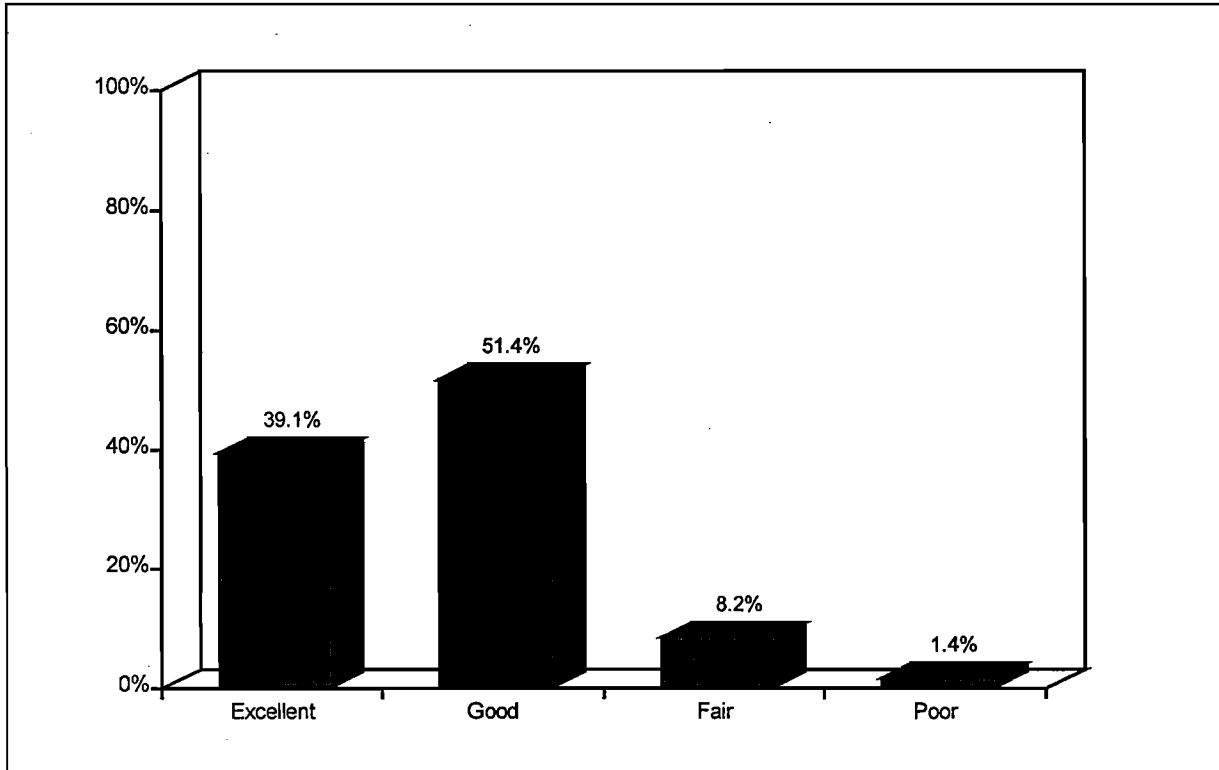


Table 35
Ratings of Zoning Ordinance by Year

	2001	1999	1997	1995	1992
Excellent	39.1	35.8	35.9	29.1	29.9
Good	51.4	51.3	50.8	52.4	50.7
Fair	8.2	10.0	11.2	14.7	15.5
Poor	1.4	2.9	2.1	3.9	3.8

- Respondents were asked to rate Addison’s zoning efforts. As indicated in Figure 26 and Table 35, a majority of respondents (51.4 percent) rated zoning as “good” and 39.1 percent of the respondents rated zoning as “excellent.”
- Homeowners had higher “excellent” ratings (48.6 percent) than renters (29.3 percent).

Figure 27
Ratings of Sign Regulation
(n=394)

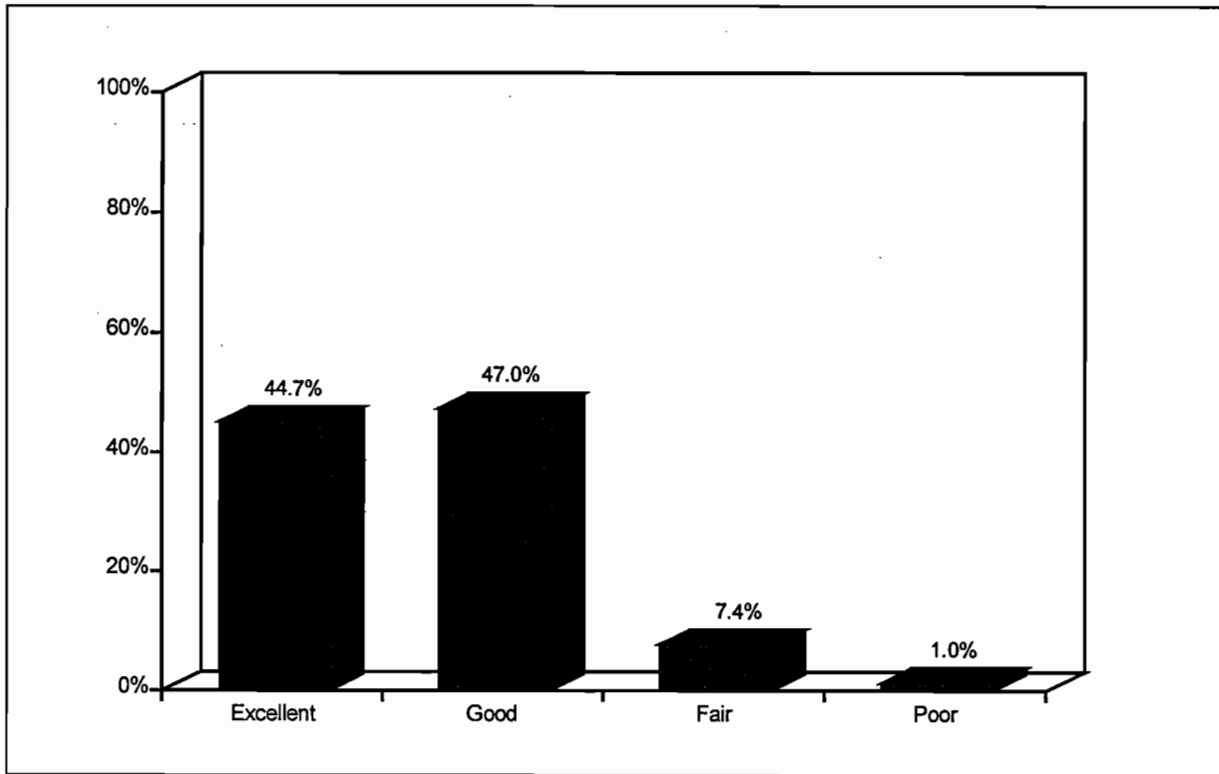


Table 36
Ratings of Sign Regulation by Year

	2001	1999	1997	1995	1992
Excellent	44.7	41.8	42.3	38.6	44.5
Good	47.0	48.2	50.5	50.4	44.0
Fair	7.4	8.2	6.3	9.5	9.9
Poor	1.0	1.8	1.0	1.5	1.6

- Respondents were asked to rate sign regulation (see Figure 27 and Table 36). The largest percentage (47.0 percent) thought the town’s regulation of signs was “good,” followed by 44.7 percent who thought regulation was “excellent.”

I. Animal Control

Figure 28
Ratings of Animal Control
(n=333)

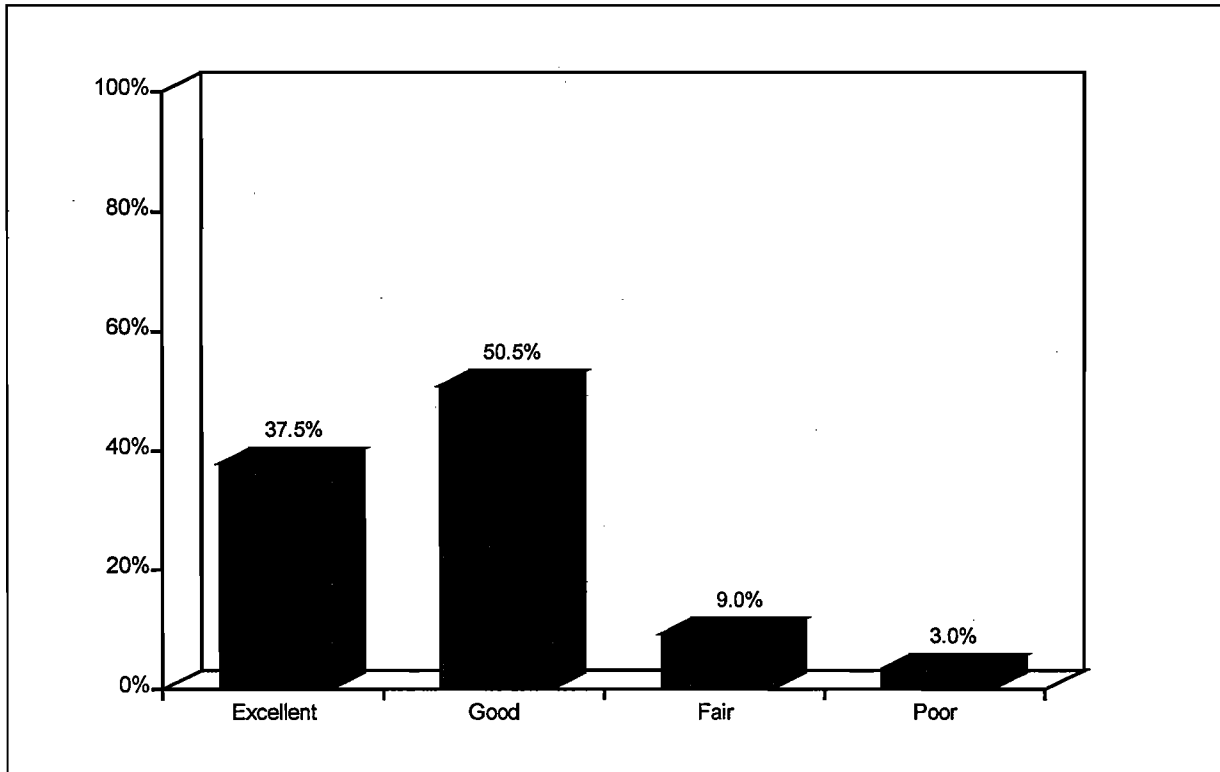


Table 37
Ratings of Animal Control by Year

	2001	1999	1997	1995	1992
Excellent	37.5	36.5	42.2	29.8	30.3
Good	50.5	49.0	36.7	46.5	50.5
Fair	9.0	11.0	12.7	16.7	12.5
Poor	3.0	3.6	8.4	7.0	6.4

- Thirty-eight percent of the respondents rated the animal control program as “excellent,” and 50.5 percent rated the service as “good,” for a combined positive rating of 88.0 percent (see Figure 28 and Table 37).

J. Need for Improvement in Services

Table 38A
Citizen Ratings of Selected Services

Service	Much	Some	No
Library Services			
2001 (n=326)	4.6	12.6	82.8
1999 (n=334)	11.4	18.3	70.4
1997 (n=296)	8.8	19.3	72.0
1995 (n=317)	13.9	19.6	66.6
1992 (n=262)	7.3	19.8	72.9
Street Maintenance			
2001 (n=399)	2.5	23.8	73.7
1999 (n=399)	2.0	31.8	66.2
1997 (n=406)	3.0	24.4	72.7
1995 (n=393)	3.3	32.3	64.4
1992 (n=371)	1.6	25.9	72.5
Garbage Collection			
2001 (n=378)	0.5	18.3	81.2
1999 (n=369)	3.3	20.9	75.9
1997 (n=374)	3.5	19.5	77.0
1995 (n=359)	1.7	20.9	77.4
1992 (n=333)	1.5	12.6	85.9
Recreation Services			
2001 (n=369)	3.3	18.2	78.6
1999 (n=374)	2.4	19.3	78.3
1997 (n=367)	1.4	15.0	83.7
1995 (n=358)	2.5	22.6	74.9
1992 (n=336)	2.7	19.0	78.3
Code Enforcement			
2001 (n=344)	2.0	15.7	82.3
1999 (n=358)	3.1	18.2	78.8
1997 (n=361)	2.5	13.6	83.9
1995 (n=340)	5.3	20.6	74.1
1992 (n=285)	3.9	14.0	82.2

- In the first question, all respondents were asked whether “much,” “some,” or “no improvement” was needed for each of 11 services. These questions were asked of all respondents regardless of whether they had used a service. The second question asked respondents to indicate what the needed improvement was for each service identified as needing “much improvement.”

Library Services

- As shown in Table 38A, 4.6 percent of the respondents said the library needed much improvement, and 12.6 percent said the library needed some improvement.

- Respondents with children (10.2 percent) were more likely to report that the library services needed much improvement compared to respondents without children (3.6 percent). A greater percentage of renters (7.3 percent) reported “much improvement” than homeowners (1.9 percent).
- The most common reason for “much improvement” was that Addison “needed its own library.”

Street Maintenance

- Twenty-four percent of the respondents said that street maintenance needed some improvement, and 2.5 percent reported street maintenance needed much improvement.
- The most common reasons given for “much improvement” was for the improvement of potholes.

Garbage Collection

- Eighteen percent of the respondents said that garbage collection needs some improvement, and 0.5 percent reported it needs much improvement.
- The most common reason given for “much improvement” was to pick up trash more often.

Recreation Services

- Eighteen percent of the respondents said that recreation services need some improvement, and 3.3 percent reported that recreation services need much improvement.
- The most common reason given for “much improvement” is that there needs to be more children’s play areas and family activities.

Code Enforcement

- Sixteen percent of the respondents said that code enforcement needs some improvement, and 2.0 percent reported code enforcement needs much improvement.
- The most common reason given for “much improvement” is that dog leash laws need to be enforced.

**Table 38B
Citizen Ratings of Selected Services**

Service	Much	Some	No
Water Services			
2001 (n=393)	2.8	11.7	85.5
1999 (n=387)	3.6	14.7	81.7
1997 (n=391)	3.3	11.8	84.9
1995 (n=373)	3.8	13.9	82.3
1992 (n=340)	3.2	6.5	90.3
Parks			
2001 (n=368)	4.1	16.3	79.6
1999 (n=373)	2.1	17.4	80.4
1997 (n=351)	1.4	14.5	84.0
1995 (n=357)	3.6	23.2	73.1
1992 (n=327)	2.8	17.4	79.8
Landscaping			
2001 (n=400)	2.3	16.0	81.8
1999 (n=398)	2.8	19.3	77.9
1997 (n=405)	2.0	13.8	84.2
1995 (n=392)	1.5	18.4	80.1
1992 (n=374)	1.1	12.0	86.9
Police Protection			
2001 (n=383)	2.6	7.3	90.1
1999 (n=389)	2.1	12.9	85.1
1997 (n=397)	0.8	9.1	90.2
1995 (n=387)	1.6	9.8	88.6
1992 (n=360)	0.8	11.9	87.2
Fire Protection			
2001 (n=367)	0.8	4.6	94.6
1999 (n=381)	1.0	10.0	89.0
1997 (n=375)	0.5	4.8	94.7
1995 (n=357)	1.1	8.7	90.2
1992 (n=318)	0.3	8.5	91.2
Ambulance Services			
2001 (n=325)	0.3	4.6	95.1
1999 (n=352)	0.6	8.5	90.9
1997 (n=331)	0.3	4.2	95.5
1995 (n=317)	0.9	6.6	92.4
1992 (n=239)	0.4	6.7	92.9

Water Service

- Twelve percent of the respondents said that water service needs some improvement, and 2.8 percent reported water service needs much improvement (see Table 38B).
- The most common reason given for “much improvement” was the taste of the water.

Parks

- Sixteen percent of the respondents reported that parks need some improvement, and 4.1 percent reported parks need much improvement
- Several reasons related to dogs were listed including dog waste clean-up and leash law enforcement. Other reasons included more trees, expanded facilities and amenities.

Landscaping

- Sixteen percent of the respondents said that landscaping needs some improvement, and 2.3 percent reported that landscaping needs much improvement.
- The most common reason given for "much improvement" was that more landscaping and maintenance was needed.

Police Protection

- Seven percent of the respondents indicated that police protection needs some improvement, and 2.6 percent reported that police protection needs much improvement. A greater percentage of renters (4.2 percent) reported that police protection needs much improvement than homeowners (1.0 percent).
- "More patrolling" was given as a reason for police services needing much improvement.

Fire Protection

- Five percent of the respondents indicated that fire protection needs some improvement, and 0.8 percent reported fire protection needs much improvement.

Ambulance Service

- Five percent of the respondents indicated that ambulance service needs some improvement and 0.3 percent reported ambulance service needs much improvement.

VI. TOWN ADMINISTRATION

Table 39
Contact with Town Officials by Year

Had Contact	2001	1999	1997	1995	1992
Yes	31.1	34.8	22.0	42.0	43.0
No	68.9	65.3	78.0	58.0	57.0

- Thirty-one percent of the respondents had contact with town officials in the last year (see Table 39).
- As shown in Table 40, respondents who were homeowners, female, retired, or lived in a duplex or single family home were most likely to contact town officials. The likelihood of contacting town officials also increased with age, income, and length of residence.

Table 40
Contact with Town Officials by Selected Demographics

	Percentage Responding Yes
Home ownership	
Own	44.9
Rent	17.4
Length of residence	
3 to 12 months	14.9
1 to 5 years	28.1
6 to 10 years	45.9
More than 10 years	34.9
Age	
18-25	17.6
26-35	21.1
36-45	30.0
46-60	36.7
61-70	44.4
71 and over	50.0
Gender	
Female	36.4
Male	25.4
Employment status	
Full-time	26.9
Part-time	35.5
Unemployed	31.6
Retired	50.0
Student	11.1
Homemaker	38.1
Income	
\$10,001 to \$25,000	15.4
\$25,001 to \$50,000	15.0
\$50,001 to \$75,000	27.6
\$75,001 to \$100,000	33.9
Over \$100,000	39.4
Type of housing	
Single family	46.4
Duplex	52.9
Apartment	14.0
Other	5.9

**Table 41
Person Contacted
(n=119)**

Person Contacted	Percentage Responding
City Manager	18.5
Parks and Recreation	17.6
Police	12.6
Mayor or Council	11.8
Water Department	10.9
Garbage Collection	6.7
Planning and Zoning	3.4
Inspections	3.4
Animal Control	2.5
Tax Office	2.5
Fire	1.7
Street maintenance	1.7
Other	6.7

**Table 42
Results of Contact with the Town by Year**

	Percent Responding Yes				
	2001	1999	1997	1995	1992
Satisfied with contact	83.6	86.1	79.8	84.5	79.7
Person contacted courteous	96.7	95.6	96.6	91.6	89.4

- As shown in Table 41, the town manager's office was the most common town contact (18.5 percent) followed by parks and recreation (17.6 percent), the police department (12.6 percent), mayor or town council (11.8 percent), and water department (10.9 percent).
- Those who contacted the town were then asked whether the results of the contact were satisfactory, and if the individuals contacted were courteous and helpful (see Table 42). The majority of respondents (83.6 percent) were satisfied with the results of their contact. A large majority (96.7 percent) thought the person or persons they dealt with were courteous and helpful. These findings appear to be consistent with those of previous years.
- A larger percentage of respondents without children (86.0 percent) were satisfied with the results of their contact than respondents with children (66.7 percent).

Figure 29
Ratings of Town Management
(n=391)

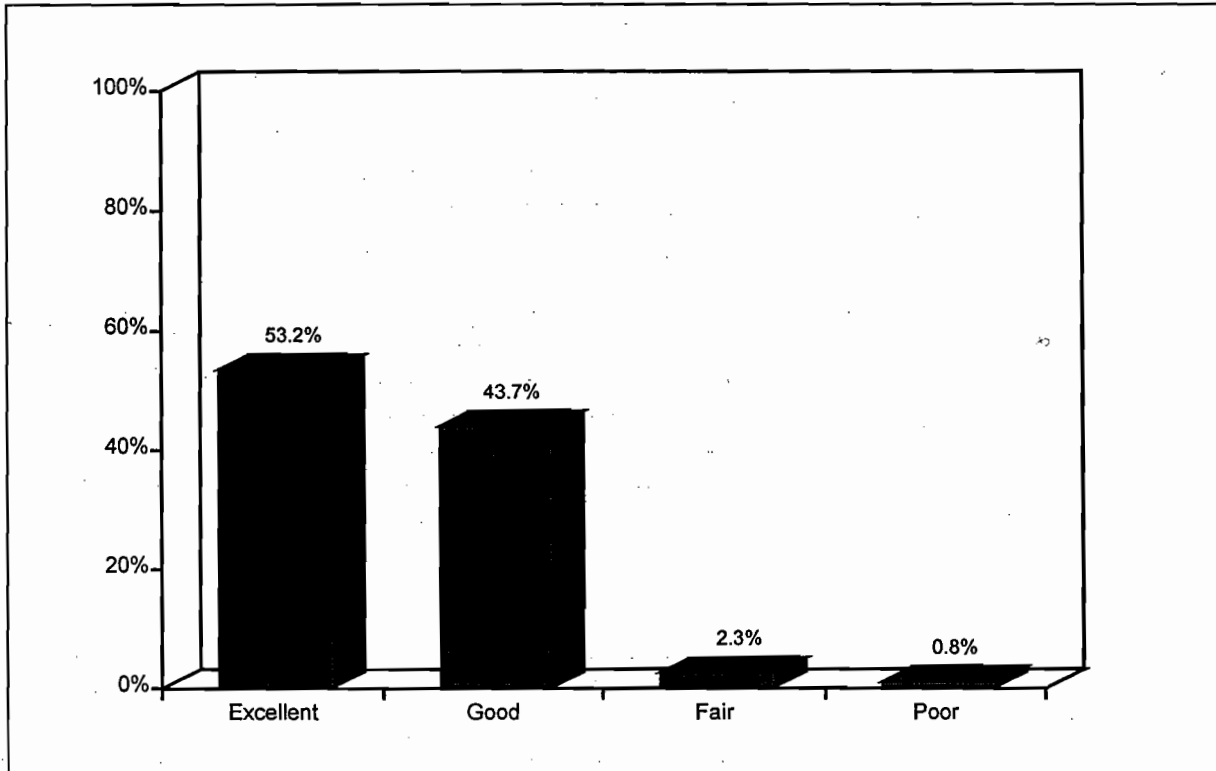


Table 43
Ratings of Town Management by Year

	2001	1999	1997	1995	1992
Excellent	53.2	54.0	53.0	41.2	32.0
Good	43.7	41.7	44.4	52.6	54.9
Fair	2.3	3.8	2.0	3.9	10.0
Poor	0.8	0.5	0.5	2.3	3.1

- Respondents were asked to rate how well Addison was managed (see Figure 29 and Table 43). This year as in 1999, the percentage of “excellent” ratings were the largest portion of the responses (53.2 percent). Forty-four percent of the respondents rated town management as good.

VII. CITIZEN INFORMATION

A. News Sources

Figure 30
Get Enough Information about Addison
(n=394)

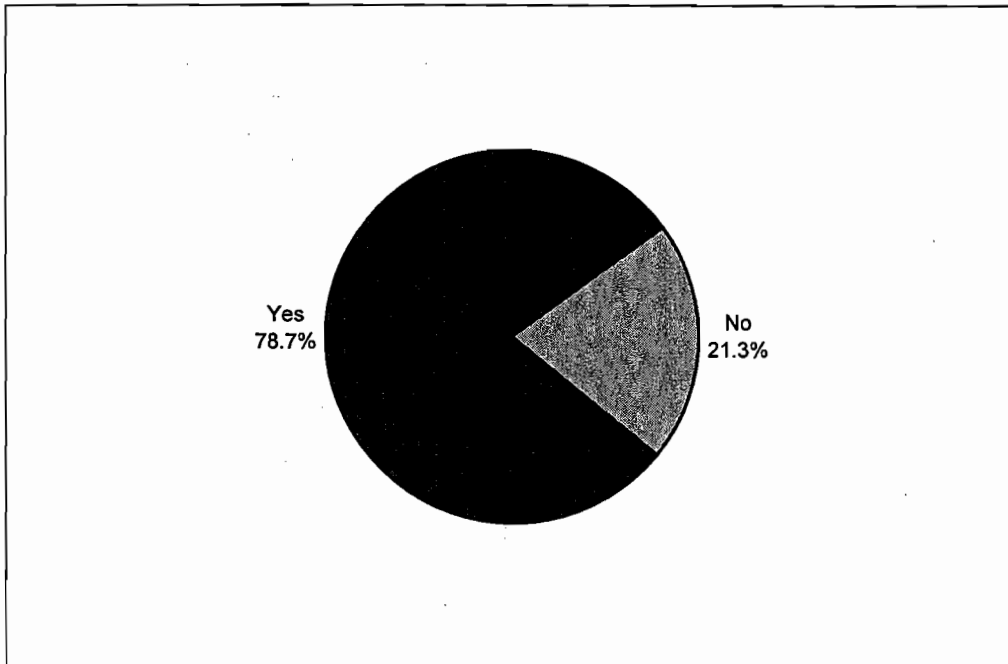


Table 44
Get Enough Information about Addison by Year

	2001	1999	1997	1995
Yes	78.7	78.5	78.2	67.6
No	21.3	21.5	21.8	32.4

- Respondents were asked if they thought they got enough information about issues and problems facing the town. As shown in Figure 30 and Table 44, 78.7 percent said they received enough information.
- A higher percentage of retired respondents (93.8 percent) reported that they received enough information about the town compared to part-time (80.6 percent), full-time (79.5 percent), unemployed (63.2 percent), homemaker (57.1 percent), and student (55.6 percent) respondents. The percentages also increased with age.

Figure 31
Source of News about Addison
(n=392)

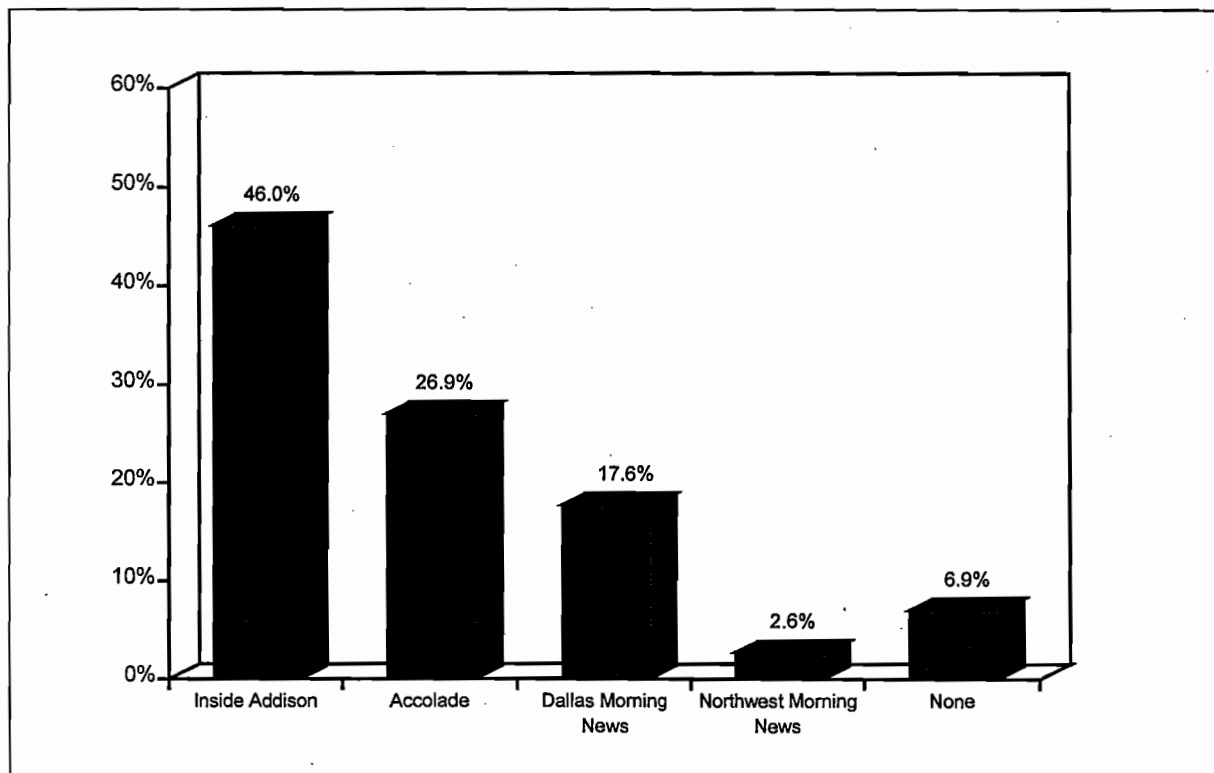


Table 45
Source of News about Addison by Year

	2001	1999	1997	1995
Inside Addison	46.0	52.9	48.4	34.9
Accolade	26.9	23.8	27.0	19.1
Dallas Morning News	17.6	9.9	13.2	19.1
Northwest Morning News	2.6	8.9	7.0	22.2
None	6.9	4.6	4.2	4.7

- To ascertain where Addison residents obtained most of their information about the town, respondents were read a list of sources and asked to name the one that provided them the most Addison news. As Figure 31 indicates, 46.0 percent of the respondents named Inside Addison, followed by the Accolade (26.9 percent), Dallas Morning News (17.6 percent), and the Northwest Morning News (2.6 percent). Inside Addison and the Accolade had both gained popularity as primary sources of information since 1995 (see Table 45).
- As shown in Table 46, readership varied by gender, home ownership, and length of residence. While both female (47.0 percent) and male respondents (45.0 percent) read Inside Addison in fairly equal percentages, female respondents were more likely to read the Accolade (31.2 percent) and less likely to read the Dallas Morning News (12.4 percent). Male respondents were more likely to read the Dallas Morning News (23.3 percent) and less

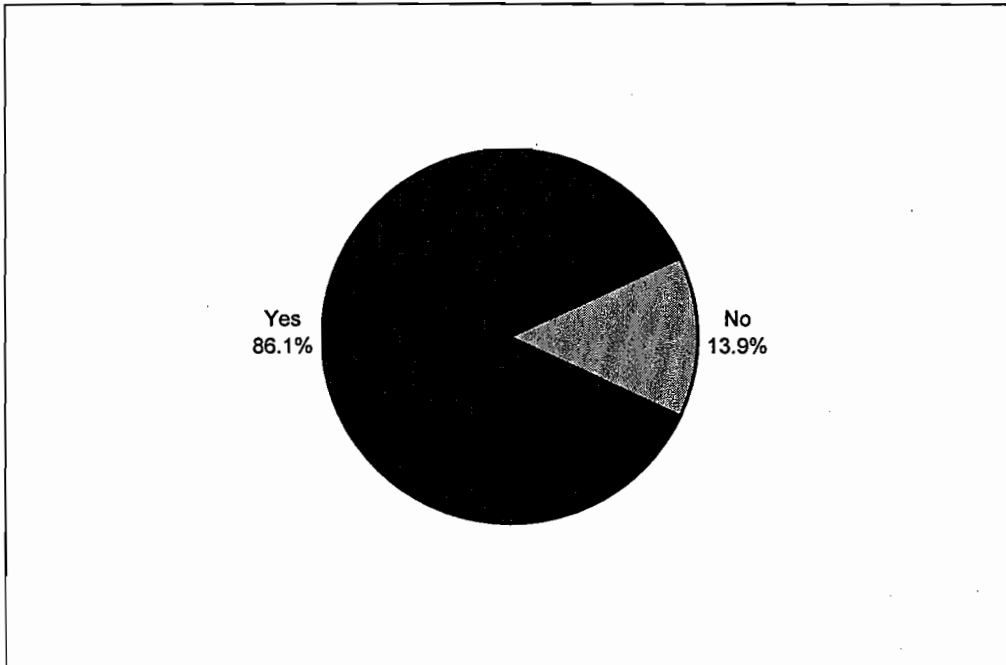
likely to read the Accolade (22.2 percent). Fifty percent of renters reported reading the Inside Addison newsletter compared to 42.3 percent of homeowners. Residents of 1 to 5 years were more likely to read the Inside Addison newsletter.

- Respondents were asked if Inside Addison was useful in providing information about Addison, and 89.1 percent of the respondents said that the newsletter was useful.

Table 46
Source of News about Addison by Selected Demographics

	Percentage Responding Yes				
	Inside Addison Newsletter	Dallas Morning News	Northwest Morning News	Accolade	None of these
Home ownership					
Own	42.3	14.9	5.2	34.5	3.1
Rent	49.7	20.3	0.0	19.3	10.7
Length of residence					
3 to 12 months	37.8	35.6	0.0	15.6	11.1
1 to 5 years	51.1	16.0	0.5	26.5	5.9
6 to 10 years	42.2	10.8	8.4	32.5	6.0
More than 10 years	36.4	20.5	4.5	29.5	9.1
Gender					
Female	47.0	12.4	4.0	31.2	5.4
Male	45.0	23.3	1.1	22.2	8.5

Figure 32
Have Personal Computer at Home
(n=402)

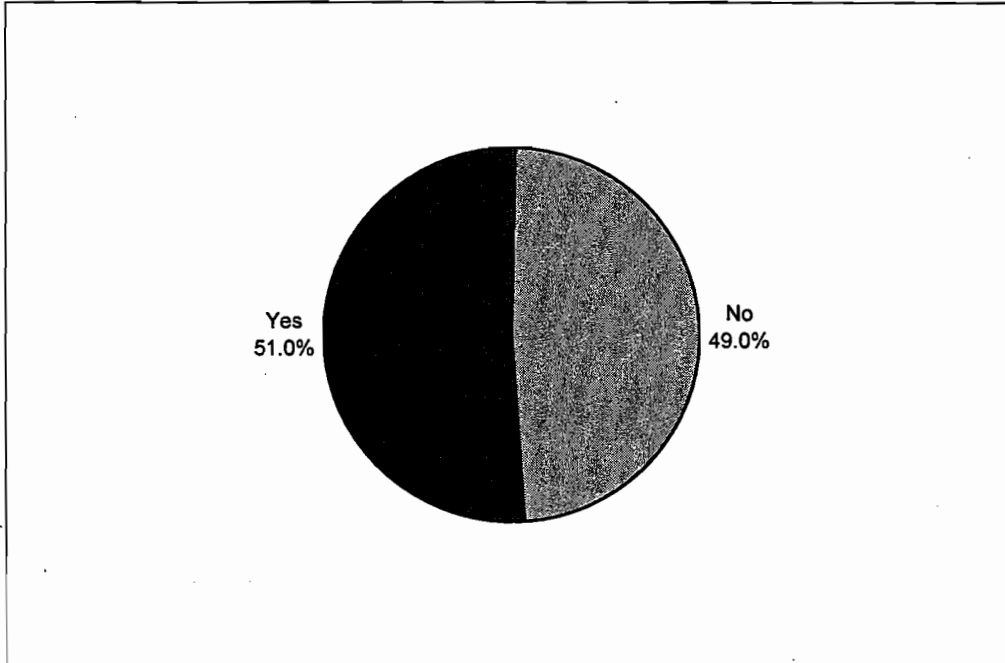


- When asked if they had a personal computer at home, 86.1 percent of the respondents reported that they did have a home computer (see Figure 32).
- As shown in Table 47, respondents more likely to have a home computer include families with children and those living in single family homes. Percentages varied with age and generally increased with education and income.
- Of the group with a home computer, 95.4 percent also had Internet access. Of all respondents in the sample, 82.1 percent had Internet access.

Table 47
Home Personal Computer by Selected Demographics

	Percentage Responding Yes
Age	
18-25	85.3
26-35	86.4
36-45	92.6
46-60	90.9
61-70	72.2
71 and over	65.4
Education	
High school graduate	67.5
Some college	84.6
College graduate	88.1
Graduate school	91.8
Income	
\$10,001 to \$25,000	61.5
\$25,001 to \$50,000	72.5
\$50,001 to \$75,000	88.3
\$75,001 to \$100,000	96.6
Over \$100,000	91.5
Family with children	
Yes	94.5
No	84.7
Type of housing	
Single family	91.3
Duplex	77.8
Apartment	81.3
Other	82.4

Figure 33
Aware of Addison Web Site
(n=402)

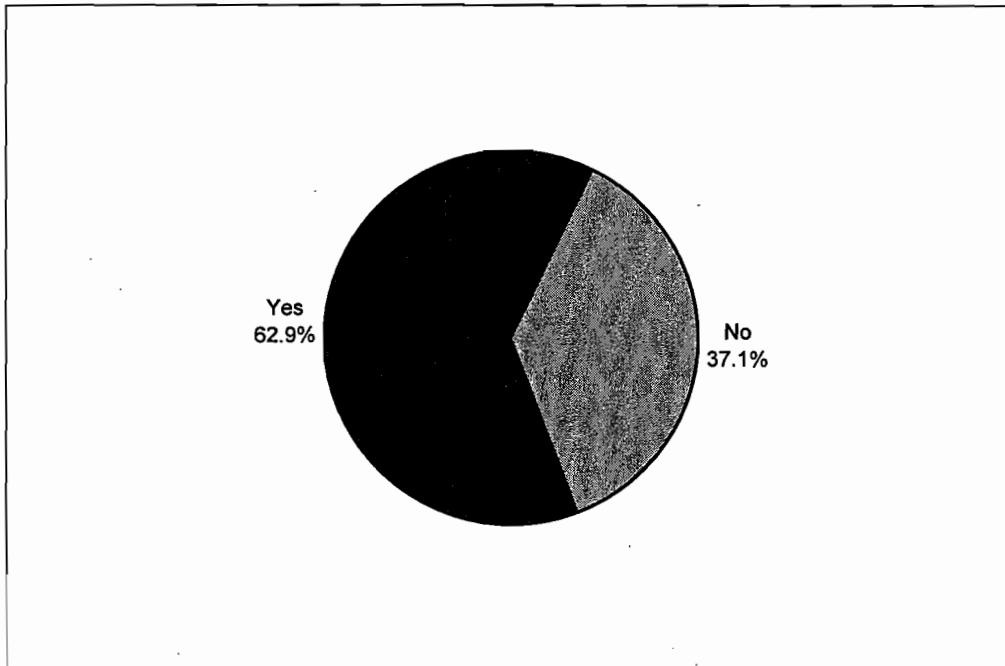


- When asked if they were aware of Addison's web site, 51.0 percent of the respondents reported that they were aware (see Figure 33). This was an increase from 1999 when 37.8 percent of the respondents reported that they were aware of Addison's web site.
- As shown in Table 48, awareness of Addison's web site generally increased with income and varied by type of housing. Fifty-eight percent of homeowners were aware of the site compared to 44.3 percent of renters.

Table 48
Aware of Addison Web Site by Selected Demographics

	Percentage Responding Yes
Home ownership	
Own	57.7
Rent	44.3
Income	
\$10,001 to \$25,000	15.4
\$25,001 to \$50,000	42.5
\$50,001 to \$75,000	53.2
\$75,001 to \$100,000	71.2
Over \$100,000	52.7
Type of housing	
Single family	58.2
Duplex	61.1
Apartment	42.7
Other	41.2

Figure 34
Visited Addison Web Site
(n=205)



- Respondents who were aware of Addison's web site were asked if they had ever visited the web site. As shown in Figure 34, 62.9 percent of respondents who were aware of the web site visited the web site.
- As shown in Table 49, visiting the web site was more common among male respondents and renters, and decreased with age.

Table 49
Visited Addison's Web Site by Selected Demographics

	Percentage Responding Yes
Home ownership	
Own	55.2
Rent	73.0
Age	
18-25	78.6
26-35	86.4
36-45	63.4
46-60	50.9
61-70	44.4
71 and over	26.7
Gender	
Female	56.9
Male	69.8

Figure 35
Attended a Town Meeting in Past Year
(n=402)

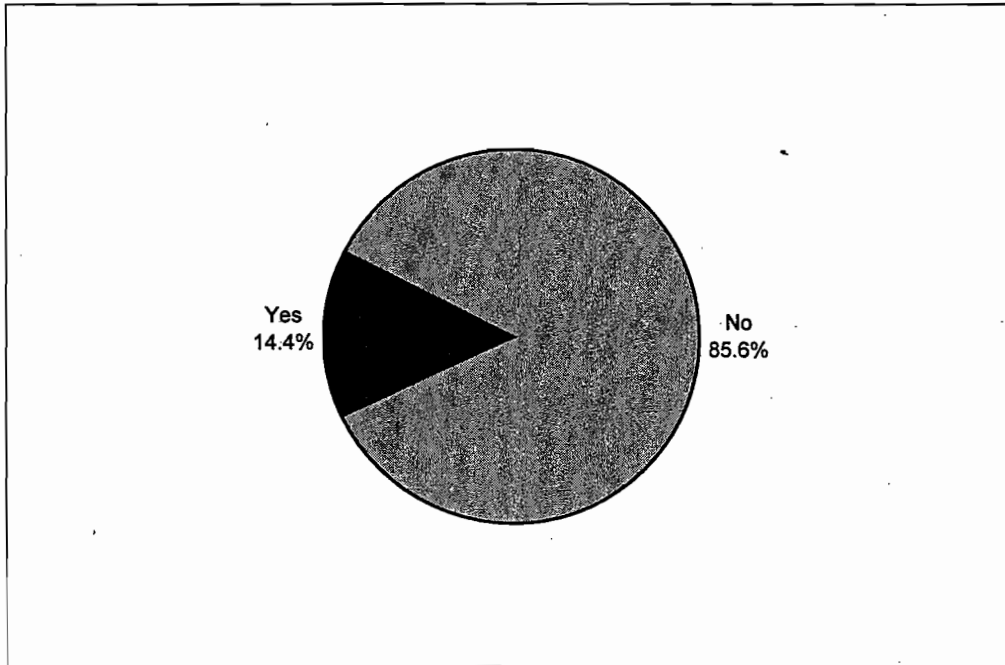


Table 50
Attended a Town Meeting in Past Year by Year

	2001	1999	1997	1995
Yes	14.4	10.2	12.5	20.0
No	85.6	89.8	87.5	80.0

- Survey respondents were asked whether they had attended a town meeting in the past year, and 14.4 percent reported that they had attended (see Figure 35 and Table 50).
- The percentages of respondents who had attended a town meeting generally increased by age and length of residence, and varied type of housing (see Table 51). A greater percentage of homeowners (25.9 percent) said they had been to a town meeting than renters (3.0 percent).
- Ninety-eight percent of respondents who had attended a town meeting indicated that the town meetings are a good method for the town to gain citizen input.

Table 51
Attended a Town Meeting in Past Year by Selected Demographics

	Percentage Responding Yes
Home ownership	
Own	25.9
Rent	3.0
Length of residence	
3 to 12 months	0.0
1 to 5 years	9.8
6 to 10 years	32.6
More than 10 years	18.2
Age	
18-25	2.9
26-35	4.5
36-45	8.6
46-60	21.8
61-70	36.1
71 and over	26.9
Type of housing	
Single family	26.0
Duplex	5.6
Apartment	2.3
Other	11.8

B. Cable Television

Figure 36
Experienced Problem with Cable Reception in Past 6 Months
(n=271)

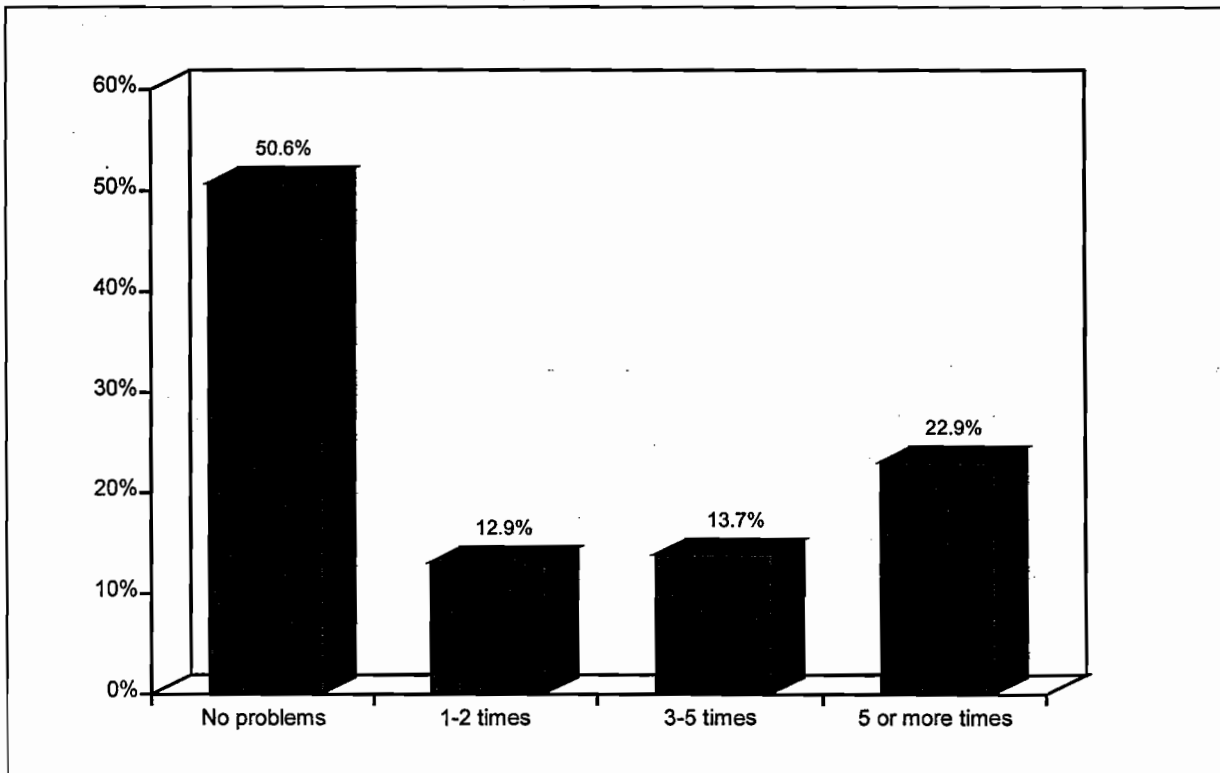


Table 52
Experienced Problem with Cable Reception in Past 6 Months by Year

	2001	1999	1997	1995
No problems	50.6	22.1	35.4	37.5
1-2 times	12.9	16.2	19.2	24.0
3-5 times	13.7	22.5	15.5	23.6
5 or more times	22.9	39.1	29.9	15.0

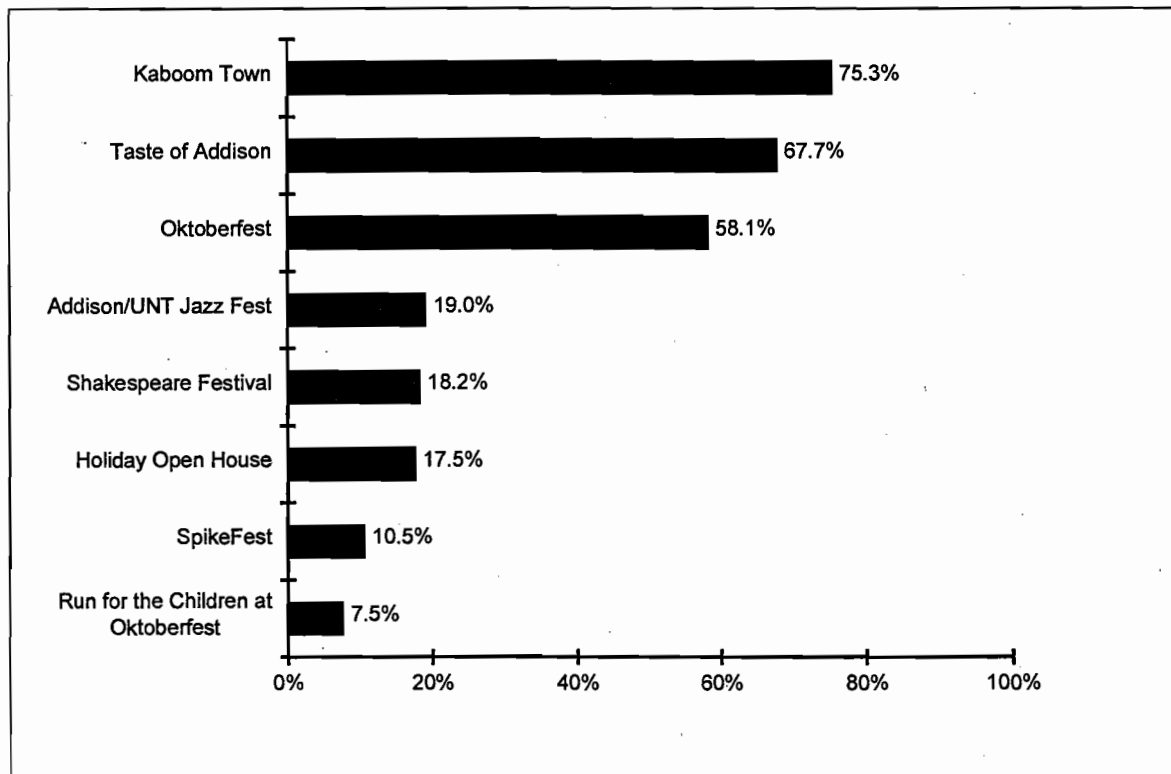
- Respondents were asked whether they had cable television in their homes, and 68.7 percent said they did have cable service. The percentages of respondents who had cable service generally increased with age, ranging from 52.9 percent of respondents ages 18 to 25 to 88.5 percent of those 71 or older.
- AT&T Cable supplied service to 75.5 percent of the subscribers, and Charter Communications supplied 13.2 percent. Eleven percent subscribed to neither service.

- Respondents who had cable service were asked if they had experienced any service or reception problems in the past six months (see Figure 36). The number of people reporting reception problems appears to have decreased since 1999 (see Table 52).
- When asked if they were generally satisfied with the cable service being offered in Addison, 76.5 percent reported they were satisfied (compared to 45.7 percent in 1999, 52.6 percent in 1997, 72.2 percent in 1995, and 75.8 percent in 1992). Male respondents (68.2 percent) were less likely to say they were satisfied with their cable service than female respondents (84.2 percent).
- There were no statistically significant differences between the two cable companies in terms of customer satisfaction or service problems.

VIII. LIVING IN ADDISON

A. Special Events

Figure 37
Attended an Addison Special Event



- Respondents were asked whether they attended any of the eight town-sponsored special events listed (see Figure 37 and Table 53). Several of the events were attended by a majority of the respondents. The percentage of respondents attending any of these events generally increased as the respondents' income increased.

Table 53
Attendance at Special Events by Year

Event	2001	1999	1997	1995	1992
Kaboom Town	75.3	57.5	51.8	54.1	57.1
Taste of Addison	67.7	57.6	57.5	52.2	n.a.
Oktoberfest	58.1	56.8	57.1	65.0	65.3
Addison/UNT Jazz Fest	19.0	n.a.	n.a.	n.a.	n.a.
Shakespeare Festival	18.2	n.a.	n.a.	n.a.	n.a.
Holiday Open House	17.5	20.8	n.a.	n.a.	n.a.
SpikeFest	10.5	8.7	10.1	7.7	n.a.
Run for the Children at Oktoberfest	7.5	5.2	n.a.	n.a.	n.a.

- Kaboom Town was the event attended by the highest percentage of respondents with 75.3 percent reporting attendance. Attendance was higher in 2001 than in any previous year. As shown in Table 54, attendance varied by age and type of housing. Eighty-three percent of homeowners reported they attended Kaboom Town compared to 67.6 percent of renters. The percentages generally increased with length of residence.
- Taste of Addison was next with 67.7 percent of respondents attending. There were no significant differences among respondents who attended this event.
- Oktoberfest was next with 58.1 percent of respondents reporting attendance. As shown in Table 55, attendance was most common among respondents with children under 12, homeowners, and those who lived in single family homes and duplexes. Attendance varied by age and generally increased with length of residence.
- The Addison/UNT Jazz Fest was attended by 19.0 percent of respondents. The percentages of respondents who attended varied by education: high school graduate (12.5 percent), some college (26.4 percent), college graduates (11.3 percent), and graduate school/degree (25.7 percent).
- Eighteen percent of respondents attended the Shakespeare Festival (18.2 percent). There were no statistically significant differences among respondents who attended this festival.
- Holiday Open House was attended by 17.5 percent of the respondents. Attendance generally increased with age and length of residence (see Table 56). Attendance was higher among homeowners, female respondents, respondents living in single family homes, and retired respondents and part-time workers.
- Nine percent of the respondents attended SpikeFest. Attendance was higher among male respondents (12.1 percent) than female respondents (5.5 percent).
- Run for the Children at Oktoberfest was attended by 5.2 percent of the respondents. Respondents with children were more likely to attend the run (13.7 percent) than respondents without children (3.4 percent).
- As a follow-up to the events attendance question, respondents were asked whether it was beneficial for the town to sponsor such special events, and 98.0 percent responded "yes." This compares to 96.5 percent in 1999, 96.3 percent in 1997, 97.4 percent in 1995, and 95.6 percent in 1992.

Table 54
Attended Kaboom Town by Selected Demographics

	Percentage Responding Yes
Home ownership	
Own	83.0
Rent	67.7
Length of residence	
3 to 12 months	55.3
1 to 5 years	73.7
6 to 10 years	88.4
More than 10 years	79.5
Age	
18-25	41.2
26-35	75.5
36-45	82.7
46-60	80.0
61-70	82.9
71 and over	69.2
Income	
\$10,001 to \$25,000	53.8
\$25,001 to \$50,000	53.8
\$50,001 to \$75,000	79.2
\$75,001 to \$100,000	84.7
Over \$100,000	85.3
Type of housing	
Single family	85.1
Duplex	72.2
Apartment	65.5
Other	64.7

**Table 55
Attended Oktoberfest by Selected Demographics**

	Percentage Responding Yes
Home ownership	
Own	64.5
Rent	51.7
Length of residence	
3 to 12 months	34.0
1 to 5 years	56.0
6 to 10 years	71.8
More than 10 years	68.2
Age	
18-25	41.2
26-35	64.5
36-45	48.8
46-60	65.5
61-70	58.3
71 and over	53.8
Income	
\$10,001 to \$25,000	30.8
\$25,001 to \$50,000	38.8
\$50,001 to \$75,000	62.3
\$75,001 to \$100,000	66.1
Over \$100,000	67.2
Family with children	
Children under 6	61.5
Children 6 to 12	62.5
Children 13 to 18	23.1
Type of housing	
Single family	62.6
Duplex	77.8
Apartment	51.5
Other	52.9

Table 56
Attended Holiday Open House by Selected Demographics

	Percentage Responding Yes
Home ownership	
Own	26.5
Rent	8.5
Length of residence	
3 to 12 months	2.1
1 to 5 years	8.9
6 to 10 years	36.0
More than 10 years	40.9
Age	
18-25	8.8
26-35	5.5
36-45	16.3
46-60	19.1
61-70	41.7
71 and over	34.6
Gender	
Female	23.1
Male	11.5
Employment status	
Full-time	12.6
Part-time	35.5
Unemployed	11.1
Retired	38.8
Student	11.1
Homemaker	9.1
Type of housing	
Single family	26.7
Duplex	11.1
Apartment	8.2
Other	11.8

B. DART

Figure 38
Usage of DART Bus in the Past 6 Months
(n=400)

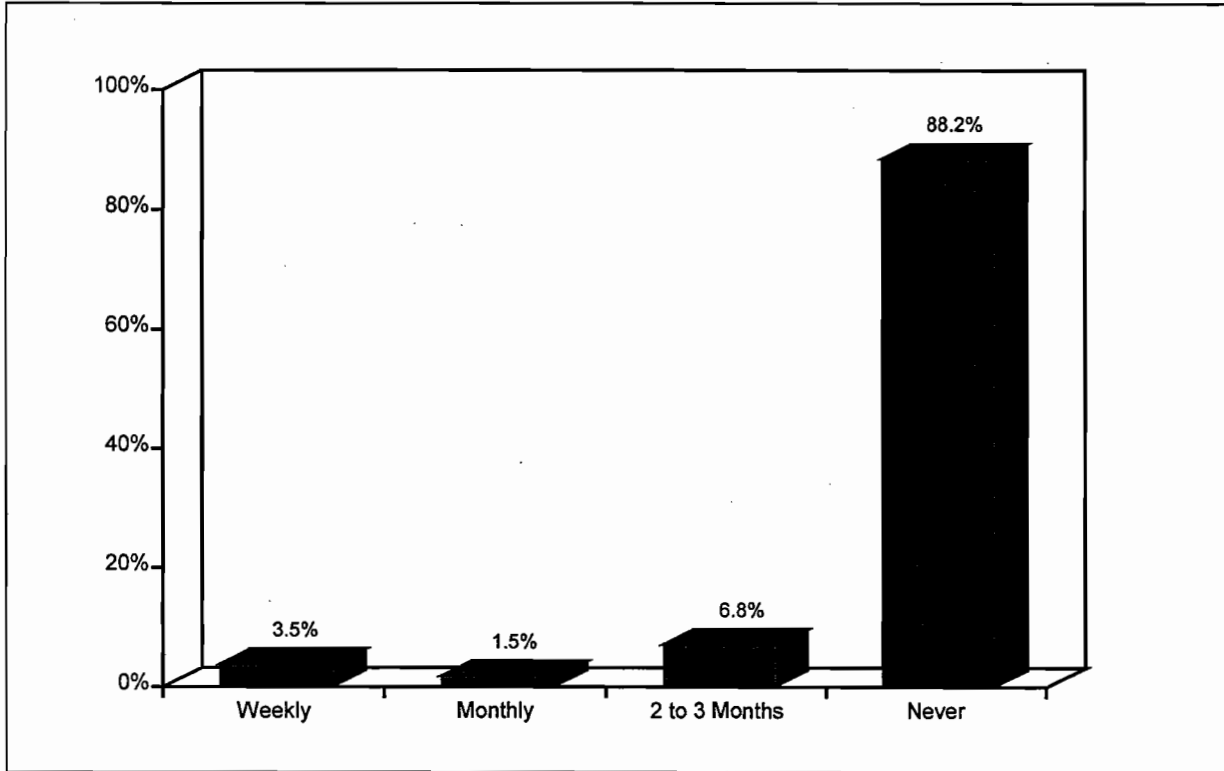
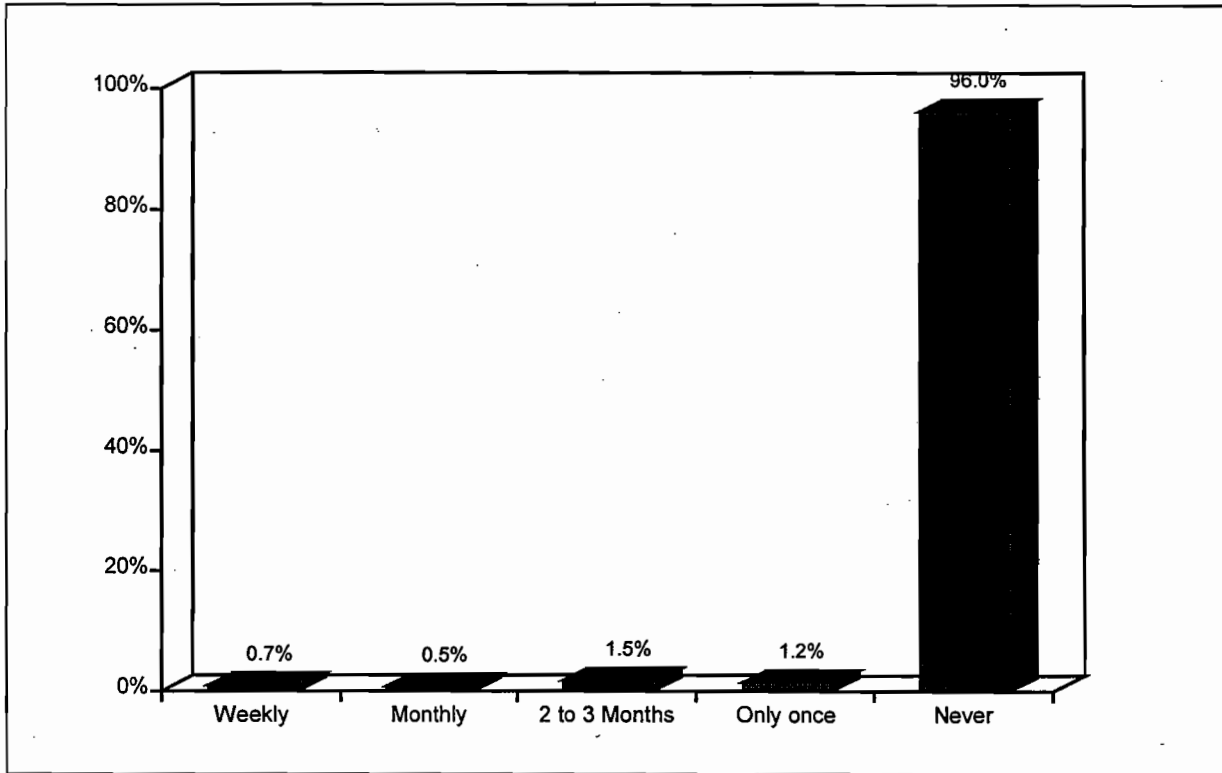


Table 57
Usage of DART Bus in the Past 6 Months by Year

	2001	1999	1997	1995
Weekly	3.5	3.5	2.2	2.5
Monthly	1.5	2.0	1.5	2.0
Once every 2 to 3 months	6.8	8.0	6.6	3.6
Never	88.2	86.5	89.7	91.9

- Respondents were also asked about the frequency of their use of Dallas Area Rapid Transit (DART) buses (see Figure 38). Addison residents' bus use has remained generally consistent since 1995 (see Table 57).
- Female respondents (91.3 percent) were more likely to report that they had not ridden the bus than male respondents (84.9 percent). Renters (7.0 percent) were more likely than homeowners (0.0 percent) to ride the bus on a weekly basis.

Figure 39
Usage of DART Trolley in the Past 6 Months
(n=401)



- Respondents were also asked about the frequency of their use of the Dallas Area Rapid Transit (DART) Trolley (see Figure 39). Ninety-six percent of respondents had never used the trolley.

C. Addison Airport

Figure 40
Airport Noise
(n=309)

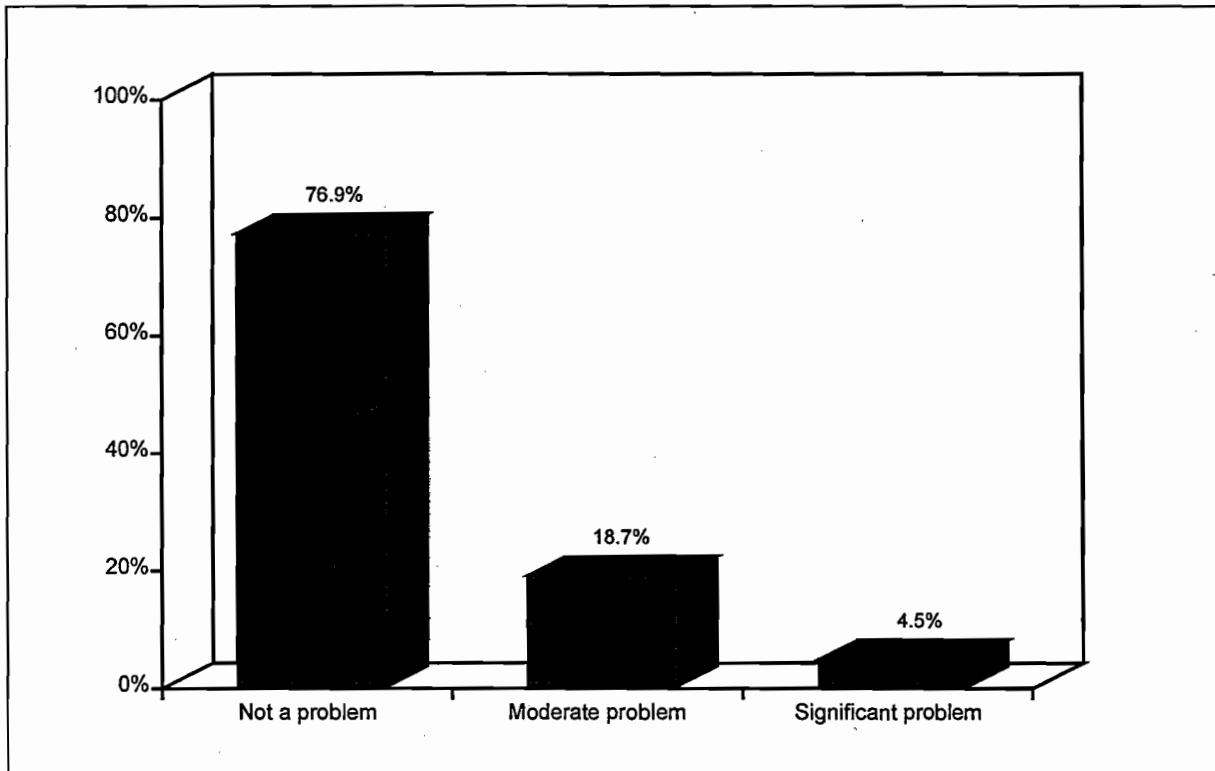


Table 58
Airport Noise by Year

	2001	1999	1997	1995
Not a problem	76.9	74.1	86.0	77.2
Moderate problem	18.7	21.4	10.5	16.7
Significant problem	4.5	4.5	3.4	6.1

- Respondents were asked whether they considered the Addison Airport to be an important or unimportant asset to the town. A significant majority (87.0 percent) responded that the airport was an important asset. This finding has remained generally consistent since 1997.
- The percentage of respondents with a response of “important asset” was higher among homeowners (90.3 percent) than renters (83.7 percent) and varied by type of housing (single family-92.4 percent; apartment-83.2 percent; other-78.6 percent; duplex-70.6 percent).
- A subsequent question asked whether noise from the airport was a significant problem, a moderate problem, or not a problem to residents (see Figure 40 and Table 58). A large majority (76.9 percent) indicated that airport noise was “not a problem.”

D. Postal Service

Figure 41
Postal Service Compared to Other Communities
(n=391)

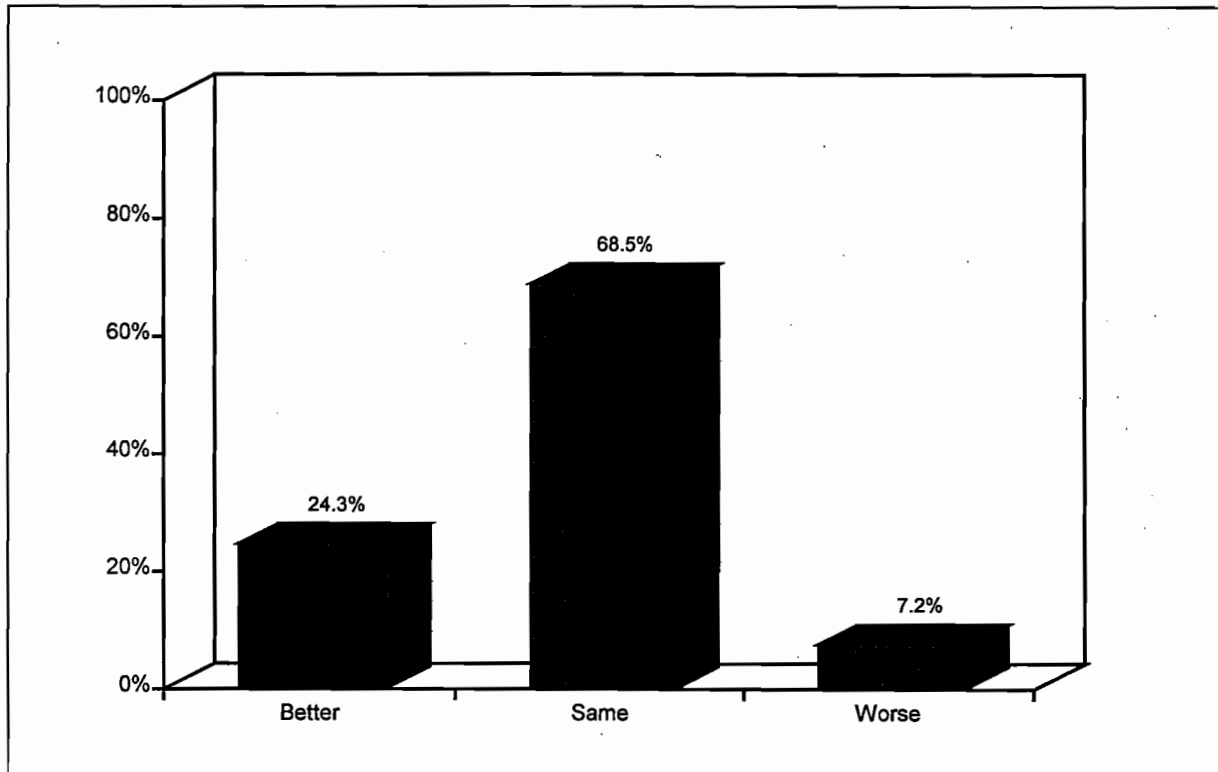


Table 59
Postal Service Compared to Other Communities by Year

	2001	1999	1997	1995
Better	24.3	22.2	12.1	11.3
Same	68.5	63.1	73.6	69.6
Worse	7.2	14.7	14.4	19.1

- Respondents were asked to compare postal service in Addison to delivery in other communities. As Figure 41 indicates, the majority of respondents (68.5 percent) thought postal service was the same in Addison as it was elsewhere, 7.2 percent thought it was worse, and 24.3 percent thought it was better. These percentages appear to have improved since 1997 (see Table 59).

E. Quality of Life

Figure 42
Ratings of Addison as a Place to Live
(n=402)

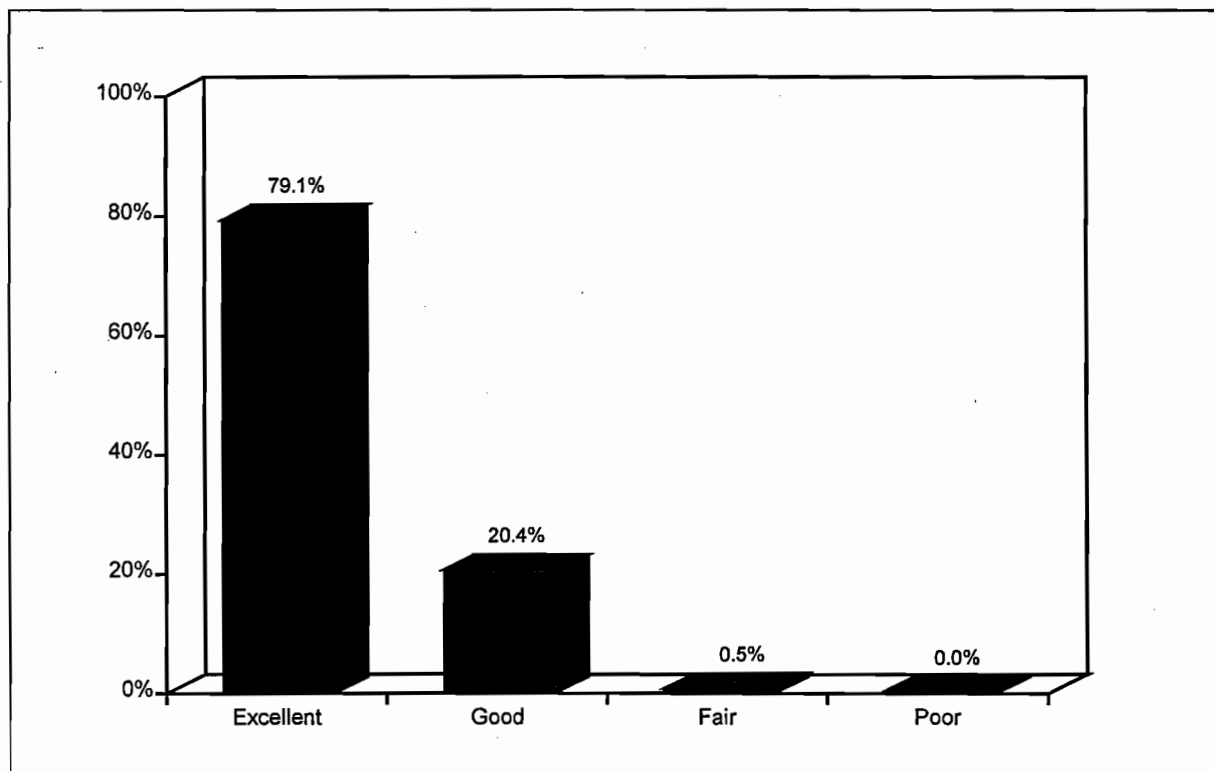


Table 60
Ratings of Addison as a Place to Live by Year

	2001	1999	1997	1995	1992
Excellent	79.1	78.6	79.3	72.7	76.3
Good	20.4	19.2	20.0	25.6	22.4
Fair	0.5	2.2	0.5	1.5	1.1
Poor	0.0	0.0	0.2	0.3	0.3

- Respondents were asked how they rated Addison as a place to live. As is evident in Figure 42, and as might be expected from the positive responses to previous questions, respondents appear to be very satisfied with Addison as a place to live.
- A large majority (79.1 percent) rated Addison as an “excellent” place to live, followed by 20.4 percent who rated the town as “good.” As Table 60 shows, Addison’s quality of life ratings have remained consistently high over the survey years. Homeowners had more favorable ratings than renters. Eighty-nine percent of the homeowners rated the quality of life as “excellent,” 9.7 percent as “good,” and 1.0 percent as “fair.” Sixty-nine percent of the renters rated the quality of life as “excellent,” 28.3 percent as “good,” and 2.9 percent as “fair.”

Table 61
Reasons Why Respondents Would Consider Leaving Addison by Year
(n=92)

Reason	2001	1999	1997	1995	1992
Cost/selection of housing	32.6	42.0	32.9	20.4	11.0
Job relocation	17.7	14.8	21.5	26.5	15.8
Closer to family	9.8	n.a.	6.3	n.a.	n.a.
Access to public schools	9.5	2.5	2.6	4.1	6.6
Moving out of state	7.6	n.a.	n.a.	n.a.	n.a.
Retirement	6.5	6.2	n.a.	n.a.	n.a.
Closer to job	4.3	1.2	7.5	2.0	n.a.
High cost of living/taxes	3.3	n.a.	n.a.	n.a.	n.a.
Move to smaller town	1.1	14.8	10.1	2.0	n.a.
Congestion	n.a.	9.9	2.6	6.1	n.a.
Other	7.6	8.6	16.5	n.a.	n.a.

- As a follow-up, respondents were asked if they planned to remain in Addison, and 80.7 percent responded “yes” (compared to 82.5 percent in 1999, 84.1 percent in 1997, and 86.4 percent in 1995).
- A higher percentage of homeowners (89.0 percent) compared to renters (72.3 percent) said they would remain in Addison. The percentages increased with age and varied by type of housing and employment status (see Table 62).
- As shown in Table 61, of those who thought they might leave, the most-mentioned reasons were the cost/selection of housing (32.6 percent), job relocation (17.7 percent), and to move closer to family (9.8 percent).

Table 62
Plan to Remain in Addison by Selected Demographics

	Percentage Responding Yes
Home ownership	
Own	89.0
Rent	72.3
Age	
18-25	64.5
26-35	70.2
36-45	80.0
46-60	89.4
61-70	88.6
71 and over	100.0
Employment status	
Full-time	80.2
Part-time	71.4
Unemployed	82.4
Retired	95.7
Student	66.7
Homemaker	68.2
Type of housing	
Single family	88.2
Duplex	100.0
Apartment	71.1
Other	70.6

IX. CONCLUSIONS

The results of the 2001 Addison Citizen Survey once again indicate a high overall level of general citizen satisfaction with municipal services. There is not one municipal service, town activity, or current issue that appears to emerge as a serious problem or concern. Also noteworthy are the very small percentages found at the lower end of the various rating scales used. Furthermore, when asked to rate the need for improvement regarding 11 city services, less than 5 percent of the respondents stated that any service needed "much improvement."

Addison citizens have positive perceptions of town services and administration. Ratings of town management in particular remain at a high level. For the third survey year in a row, "excellent" ratings of town management (53.2 percent) were higher than "good" ratings (43.7 percent) for a combined excellent/good rating of 96.9 percent. Nearly 100 percent rated Addison as an excellent (79.1 percent) or good (20.4 percent) place to live.

Several services appear to have shown increased usage or awareness in this year's survey. For example, 95.4 percent of the respondents with a recycling program in their neighborhood reported that they participated in the program compared to 85 percent in 1999. Awareness of Addison's web site also appears to have increased from 37.8 percent of the respondents in 1999 to 51.0 percent of the respondents in 2001. The percentage of residents attending Kaboom Town also appeared to be higher in 2001 (75.3 percent) than in 1999 (57.5 percent). The percentage of respondents who had visited the Conference Centre (38.0 percent) appears to have steadily increased since 1992.

Overall, findings from the 2001 Addison citizen survey show that residents have very favorable ratings of Addison as a place to live and appear to be quite supportive of the town and the direction being pursued by the council and staff.

APPENDIX A: SURVEY INSTRUMENT

ADDISON CITIZEN SURVEY 2001

Hello, my name is _____. The Town of Addison is conducting a survey of its citizens and I would like to talk with any female/male age 18 or older. **(TO RESPONDENT)** The Town is conducting a survey to determine how citizens rate Town services and to discover citizen attitudes on certain major issues facing the Town. I want to stress that this survey is being conducted by the Town of Addison and not by a candidate for political office. The questions that I want to ask you will take only a few minutes and your answers will be useful to the Town staff and council as they develop the budget for next year. All of your answers will be kept confidential.

1. First, how long have you lived in Addison? (DO NOT READ RESPONSES WHEN ALL IN CAPS)
 1. Less than 3 months (TERMINATE INTERVIEW)
 2. No longer live in Addison (TERMINATE INTERVIEW)
 3. 3 to 12 months (ASK Q1A)
 4. 1-5 years (ASK Q1A)
 5. 6-10 years (ASK Q1A)
 6. More than 10 years (ASK Q1A)
 9. No response/Don't know NR/DK (ASK Q1A)

1A. Do you own your home or do you rent?

1. Own 2. Rent 9. NR/DK
2. I would like to ask you a question about streets in the Town. How would you rate the condition of street and road surfaces in Addison? Would you rate them as excellent, good, fair, or poor?
 1. Excellent 2. Good 3. Fair 4. Poor 9. NR/DK
3. Does the Town sweep the streets often enough?
 1. Yes 2. NO 9. NR/DK
4. Is the street lighting in your neighborhood adequate or inadequate?
 1. Adequate 2. Inadequate 9. NR/DK
5. The Town of Addison buys library cards for its residents so that they can use the Farmers Branch or Dallas Public Library. How many times in the past year have you or members of your family used the Farmers Branch or Dallas Library? Was the library used weekly, at least once a month, once every several months, or never?
 1. Weekly (ASK Q5a)
 2. Once a month (ASK Q5a)
 3. Every several months (ASK Q5a)
 4. Never (SKIP TO Q6)
 9. NR/DK

5a. Which of the two libraries, Farmer's Branch or Dallas, were used most often, or were they both used about equally ?

1. Farmer's Branch 2. Dallas 3. Equally 4. NR/DK

6. Please tell me whether you or a member of your family have used any of the following parks in the past year. (IF YES TO ANY ASK Q6a. IF NO TO ALL, SKIP TO Q7)

	<u>YES</u>	<u>NO</u>	<u>NR/DK</u>
a. Town Park	1	2	9
b. Midway Meadows/Easement Park	1	2	9
c. Dome Park	1	2	9
d. Celestial Park	1	2	9
e. White Rock Jogging Trail	1	2	9
f. Quorum Park	1	2	9
g. Bosque Park	1	2	9
h. North Addison Park	1	2	9
i. Les Lacs (pronounced: La Locks))	1	2	9
j. Athletic Club Park	1	2	9
k. Esplanade Park	1	2	9

6A. Regarding the parks in Addison:

	<u>YES</u>	<u>NO</u>	<u>NR/DK</u>
a. Are they well kept?	1	2	9
b. Are there enough parks	1	2	9
c. Do the parks provide the outdoor opportunities you are interested in?	1	2	9

7. Have you had an opportunity to attend an event in the Addison Conference Center?

1. Yes (ASK Q7a) 2. No (SKIP TO Q8) 9. NR/DK

7A. Would you rate your overall experience at the Conference Center as excellent, good, fair, or poor?

1. Excellent 3. Fair
2. Good 4. Poor 9. NR/DK

8. Have you or a member of your family attended a performance at the WaterTower Theatre in the past year?

1. Yes (ASK Q8A) 2. No (SKIP TO Q9) 9. NR/DK

8A. How would you rate your overall experience at the WaterTower Theatre? Would you rate your experience as excellent, good, fair, or poor?

1. Excellent 3. Fair
2. Good 4. Poor 9. NR/DK

9. Are you a member of the Addison Athletic Club?

1. Yes (ASK Q9A-B) 2. No (SKIP TO Q10) 9. NR/DK

9A. How often do you go to the Athletic Club -- Daily, several times a week, monthly, or never?

1. Daily 2. Weekly 3. Monthly 4. Never 9. NR/DK

9B. Currently the Athletic Club is only open to people who live in Addison. Do you think the club should be open to members of the Addison business community also?

1. Yes 2. No 9. NR/DK

10. Have you or a member of your family participated in any of the Town's recreational programs during the past year?
1. Yes (ASK Q10A-C) 2. No (SKIP TO Q11)
- 10A. How would you rate the Town's recreational programs? Would you rate them as excellent, good, fair, or poor?
1. Excellent 3. Fair
2. Good 4. Poor 9. NR/DK
- 10B. Have you used the fitness equipment at the Athletic Club?
1. Yes (ASK Q10B1) 2. No (SKIP TO Q10C)
- 10B1. How would you rate the quality of the fitness equipment?
1. Excellent 3. Fair
2. Good 4. Poor 9. NR/DK
- 10C. Have you or a member of your family used the Trinity Christian Athletic Center in the past 12 months?
1. Yes 2. No 9. NR/DK
- 10D. Have you used the tennis facilities at the Athletic Club in the past year?
1. Yes (ASK Q10D1) 2. No (SKIP TO Q11)
- 10D1. How often have you used the tennis facilities in the past year?
1. 2-3 times per week or more
2. once per week
3. several times per monthly
4. about once a month
5. several times in the past year
11. Now I would like to ask you about building maintenance. Do you think that Town buildings are well maintained, adequately maintained, or not well maintained?
1. Well maintained 3. Not well maintained
2. Adequately maintained 9. NR/DK
12. How would you rate the Town's maintenance of street medians, islands and rights-of-way? Are medians, islands, and right-of-ways well maintained, adequately maintained, or not well maintained?
1. Well maintained 3. Not well maintained
2. Adequately maintained 9. NR/DK
- 12A. In the past 12 months, did collectors ever miss picking up your trash on the scheduled pick-up days? IF YES ASK: About how many times did this happen?
1. No, never missed 3. Yes, 3-4 times
2. Yes, 1-2 times 4. Yes, 5 or more 9. NR/DK
- 12B. The Town garbage collection days are Monday and Thursday. How would you rate the overall impact of garbage collection days on your household waste disposal?
1. Excellent 3. Fair
2. Good 4. Poor 9. NR/DK

19. The Town of Addison regulates land use through zoning ordinances. Would you rate Addison's zoning as excellent, good, fair, or poor?
 1. Excellent 2. Good 3. Fair 4. Poor 9. NR/DK
20. Addison also regulates the size, location, and visual characteristics of signs. Would you rate the Town's regulation of signs as excellent, good, fair, or poor?
 1. Excellent 2. Good 3. Fair 4. Poor 9. NR/DK
21. We have talked about a number of Town services so far. Now I am going to mention some of those services again. After I mention each service please tell me whether that service needs much, some, or no improvement.

	Much	Some	No	NR/DK
Garbage Collection	1	2	3	9
Street Maintenance	1	2	3	9
Library Services	1	2	3	9
Parks	1	2	3	9
Recreational Services	1	2	3	9
Police Protection	1	2	3	9
Fire Protection	1	2	3	9
Ambulance Service	1	2	3	9
Code Enforcement	1	2	3	9
Landscaping	1	2	3	9
Water Service	1	2	3	9

22. INTERVIEWER: FOR EACH SERVICE WHERE MUCH IMPROVEMENT IS NEEDED ASK:
 You mentioned that _____ needs improvement? Can you tell me what needs improving?

Service (list):

1. _____
2. _____
3. _____
4. _____

(Continue on back if necessary)

23. How would you rate Addison's animal control program? Would you rate it as excellent, good, fair, or poor?
 1. Excellent 2. Good 3. Fair 4. Poor 9. NR/DK
24. Generally, how do you rate Addison as a place to live. Is it excellent, good, fair, or poor?
 1. Excellent 2. Good 3. Fair 4. Poor 9. NR/DK
25. Do you have cable television in your home?
 1. YES (ASK Q25A, B, and C) 2. NO (SKIP TO Q26) 9. NR/DK

25A. Is your cable service provided by Charter Communication or AT&T Cable (formerly TCI Cable)?

1. Charter 2. AT&T 9. NR/DK

25B. Within the past 6 months have you experienced problems with cable service or reception:

1. 1-2 times 2. 3-5 times 3. 5 or more 4. No Prob 9. NR/DK

- 25C. Are you generally satisfied with the cable TV service presently being provided in the Town?
1. Yes 2. No 9. NR/DK
26. Now I would like to ask you about contacts you have had with Town officials. Have you or a member of your household contacted the Town of Addison about a complaint, request for service, or for information in the past 12 months?
1. Yes (ASK Q26 A,B, and C) 2. No (SKIP TO Q27) 9. NR/DK
- 26A. Who in the Town did you contact, what person or office?
- | | |
|---------------------|--------------------------|
| 1. City Manager | 7. Police |
| 2. Mayor Or Council | 8. Fire |
| 3. Water Department | 10. Parks And Recreation |
| 4. Tax Office | 11. Other, _____ |
| 5. Planning/Zoning | 99. NR/DK |
| 6. Inspections | |
- 26B. Were you generally satisfied with the results you got or not?
1. Satisfied 2. Not Satisfied 9. NR/DK
- 26C. Were the people you contacted courteous and helpful when you called, or not?
1. Yes, helpful 2. No, not helpful 9. NR/DK
27. Generally, how would you rate the way the Town of Addison is managed? Would you rate the way Addison is managed as excellent, good, fair, or poor?
1. Excellent 2. Good 3. Fair 4. Poor 9. NR/DK
28. Do you think you get enough information about the issues and problems facing the Town and its citizens?
1. Yes 2. No 9. NR/DK
29. Is Addison's residents' newsletter, Inside Addison useful to you in providing information about Addison?
1. Yes 2. No 9. NR/DK
30. Do you get most of your news about Addison from the Inside Addison Newsletter, the Dallas Morning News, the Northwest Morning News, or the Accolade?
- | | | |
|------------------------------|---------------------------|--------------------------------------|
| 1. Inside Addison Newsletter | 3. Northwest Morning News | |
| 2. Dallas Morning News | 4. Accolade | 5. None of these 9. NR/DK |
31. Are you aware that the Town of Addison has created a Web site on the Internet (www.ci.addison.tx.us)?
1. Yes (ASK Q31A) 2. No (SKIP TO Q32) 9. NR/DK
- 31A. Have you or a member of your household visited Addison's web site?
1. Yes 2. No 9. NR/DK
32. Is the Addison Airport an important or unimportant asset to the Town?
1. Important asset 2. Unimportant asset 9. NR/DK

33. Is airport noise a significant problem, a problem, or not a problem at your home?
 1. Significant Problem 2. Problem 3. Not a Problem 9. NR/DK
34. Compared to postal delivery in other communities, do you think Addison has better, about the same, or worse postal delivery?
 1. Better 2. About the same 3. Worse 9. NR/DK
35. Have you attended any of the following special events that Addison sponsors?
- | | YES | NO | NR/DK |
|--|-----|----|-------|
| a. Taste of Addison | 1 | 2 | 9 |
| b. Kaboom Town (July 3rd) | 1 | 2 | 9 |
| c. Oktoberfest | 1 | 2 | 9 |
| d. Run for the Children at Oktoberfest | 1 | 2 | 9 |
| e. Spike Fest | 1 | 2 | 9 |
| f. Holiday Open House | 1 | 2 | 9 |
| g. Town of Addison/UNT Jazz Fest | 1 | 2 | 9 |
| h. Shakespeare Festival | 1 | 2 | 9 |
36. Do you think it is beneficial for the Town and its citizens for Addison to sponsor such special events?
 1. Yes 2. No 9. NR/DK
37. How often in the past six months have you ridden a Dallas Area Rapid Transit (DART) bus? Have you ridden a DART bus once a week, once every 2-3 weeks, once a month, once every 2-3 months, or have you never ridden?
 1. Weekly 3. Once every 2-3 months
 2. Monthly 4. Never 9. NR/DK
38. The DART Trolley serves Addison Circle, Addison hotels, and the Galleria. How often in the past six months have you ridden the DART Trolley? Have you ridden the Trolley once or more a week, once every two or three weeks, once a month, once every 2-3 months, or have you never ridden the Trolley?
 1. Weekly 3. Once every 2-3 months
 2. Monthly 4. Never 9. NR/DK
39. Have you attended a Town meeting in the past year? (REFERENCE IS TO A MEETING IN ADDISON)
 1. Yes (ASK Q39A) 2. No (SKIP TO Q40) 9. NR/DK
- 39A. Do you think Town meetings are a good way for the Town to obtain citizen input?
 1. Yes 2. No 9. NR/DK
40. Do you have a personal computer at home?
 1. Yes (ASK Q40A) 2. No (SKIP TO Q41) 9. NR/DK
- 40A. Do you have Internet access at home?
 1. Yes (ASK Q40A) 2. No (SKIP TO Q41) 9. NR/DK

41. Please tell me if you have any children living at home in the following age groups.

	YES	NO	NR/DK
Less than 6 years old	1	2	9
6-12 years old	1	2	9
13-18 years old	1	2	9

42. Now for the last few questions, I would like to ask you several things about yourself so that we can develop a general profile of our sample. First of all, how old are you? (INTERVIEWER: CODE RESPONSE INTO CORRECT CATEGORY)

- | | | |
|----------|----------------|----------|
| 1. 18-25 | 4. 46-60 | |
| 2. 26-35 | 5. 61-70 | |
| 3. 36-45 | 6. 71 and over | 9. NR/DK |

43. Are you employed fulltime, part-time, presently unemployed, retired, or are you a student, or homemaker?

- | | | | |
|--------------|---------------|--------------|----------|
| 1. Fulltime | 3. Unemployed | 5. Student | |
| 2. Part-time | 4. Retired | 6. Homemaker | 9. NR/DK |

44. How many years of education have you completed?

- | | |
|---------------------------|-----------------------------------|
| 1. 8 or less | 5. 16, college grad |
| 2. 9-11, some high school | 6. 17 or more, grad school/degree |
| 3. 12, high school grad | 9. NR/DK |
| 4. 13-15, some college | |

45. I am going to read several different income categories. Without telling me your exact income, into which category did your total household income for the past year fall?

- | | | | |
|-------------------|------------------|-------------------|----------|
| 1. under \$10,000 | 3. 25,001-50,000 | 5. 75,001-100,000 | |
| 2. 10,001-25,000 | 4. 50,001-75,000 | 6. over 100,000 | 9. DK/NR |

46. Looking ahead for the next several years, do you plan on remaining in Addison?

- | | | |
|----------------------|------------------|----------|
| 1. Yes (SKIP TO Q47) | 2. No (ASK Q46A) | 9. NR/DK |
|----------------------|------------------|----------|

46A. What is the primary reason causing you to consider leaving Addison?

- | | |
|--------------------|-----------------------------|
| 1. Cost of housing | 2. Access to public schools |
| 3. Job relocation | 4. Move to smaller town |
| 5. Congestion | 6. Closer to job |
| 7. Other, _____ | |
| 9. NR/DK | |

Thank you very much for your time and cooperation. We believe that this project will help Town officials provide better services to all citizens.

47. INTERVIEWER: RECORD GENDER OF RESPONDENT

- | | | |
|-----------|---------|----------|
| 1. Female | 2. Male | 9. NR/DK |
|-----------|---------|----------|