

**City of Hurst**  
**2007 Citizen Survey**

**Prepared for:**  
**City of Hurst**

By:

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# I. INTRODUCTION

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## **II. METHODOLOGY**

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**Sample**

**Instrument**

**Data Collection**

**Analysis by Demographic Groups**

**Report Format**

### III. SAMPLE CHARACTERISTICS

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**Table 1**  
**Demographics**

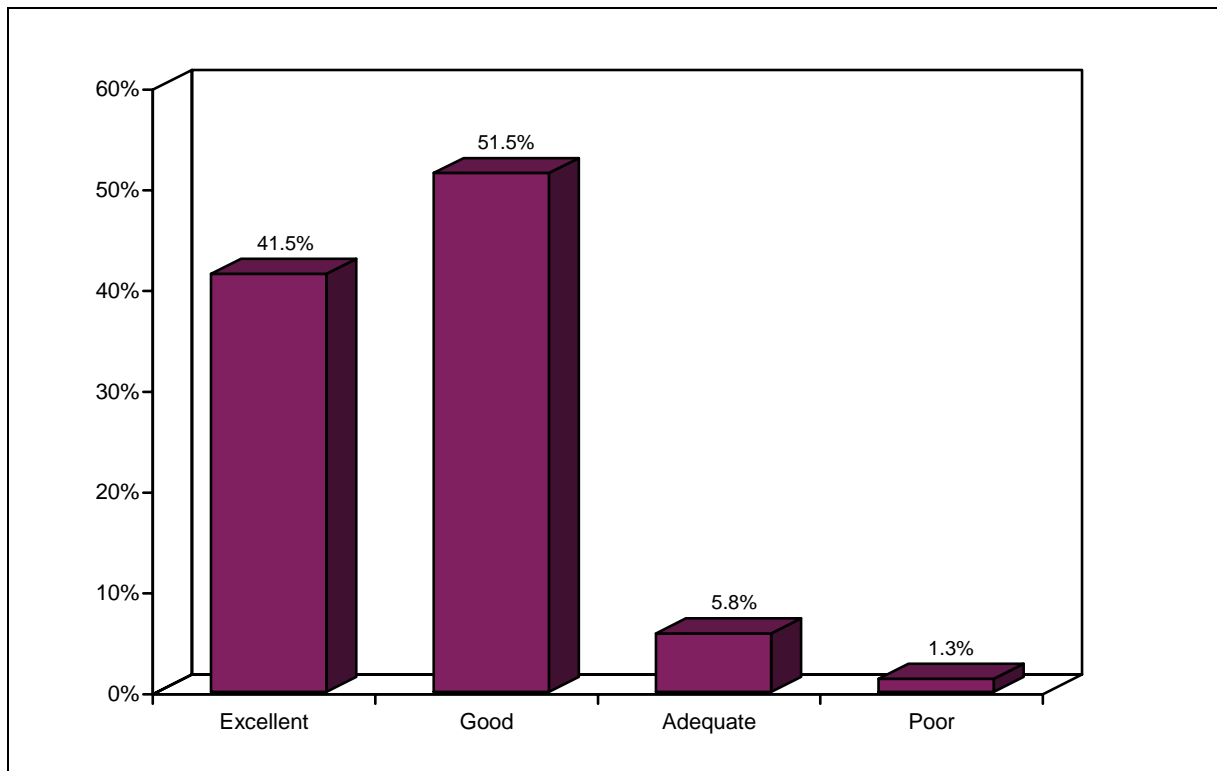
Demographics	Percentage (n=400)
Education	
Less than high school grad	3.8
High school graduate/GED	18.8
Some college	42.0
Bachelor's degree	16.1
Beyond bachelor's degree	19.3
Length of residence	
3 to 12 months	3.8
1 to 5 years	20.8
6 to 10 years	15.8
11 to 20 years	16.0
21 to 30 years	13.8
More than 30 years	30.0
Gender of respondent	
Female	61.3
Male	38.8
Age of Respondent	
18 to 25	2.0
26 to 40	13.8
41 to 50	18.0
51 to 65	31.5
66 or older	34.8
Ethnicity	
African American	3.0
Asian	1.3
Caucasian	88.2
Hispanic	3.5
Native American	1.8
Other	2.3

Demographics	Percentage (n=400)
Income (n=335)	
Less than \$25,000	13.7
\$25,000 to \$49,999	28.4
\$50,000 to \$74,999	24.8
\$75,000 to \$99,999	16.4
\$100,000 to \$124,999	7.5
\$125,000 to \$149,999	3.9
\$150,000 or more	5.4
Own or rent home	
Own	86.3
Rent	13.8
Housing type	
House/duplex	89.8
Apartment	9.8
Mobile home	0.5
Number of People in Household	
1-2	62.1
3-4	29.9
5 or more	8.0
Registered to vote	
Yes	91.7
No	8.3
Generally vote in city elections (n=364)	
Most city elections	57.7
Some city elections	22.5
Few city elections	12.6
No city elections	7.1
Zip code	
76053	77.8
76054	22.3

## IV. QUALITY OF LIFE

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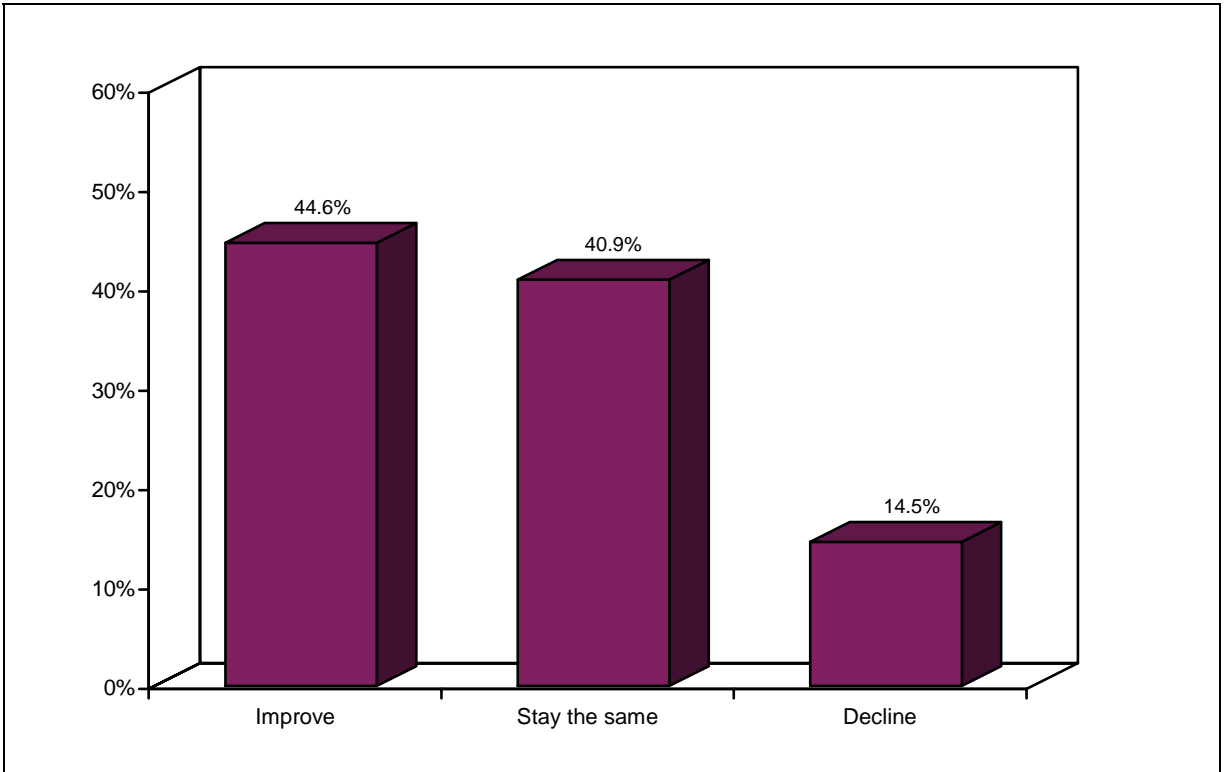
**Figure 1**  
**Quality of Life in Hurst**  
**(n=400)**



**Table 2**  
**Quality of Life in Hurst**  
**by Year**

Survey Year	Excellent	Good	Adequate	Poor
2007 (n=400)	41.5	51.5	5.8	1.3
2005 (n=450)	36.9	53.1	8.9	1.1
2004 (n=398)	35.4	55.5	8.0	1.0

**Figure 2**  
**Quality of Life in Hurst Over Next 5 Years**  
**(n=379)**



**Table 3**  
**Quality of Life in Hurst Over Next 5 Years**  
**by Year**

Survey Year	Improve	Stay the same	Decline
2007 (n=379)	44.6	40.9	14.5
2005 (n=434)	43.8	39.9	16.4
2004 (n=385)	47.0	39.2	13.8

**Table 4**  
**Quality of Life in Hurst Over Next 5 Years**  
**by Selected Demographics**

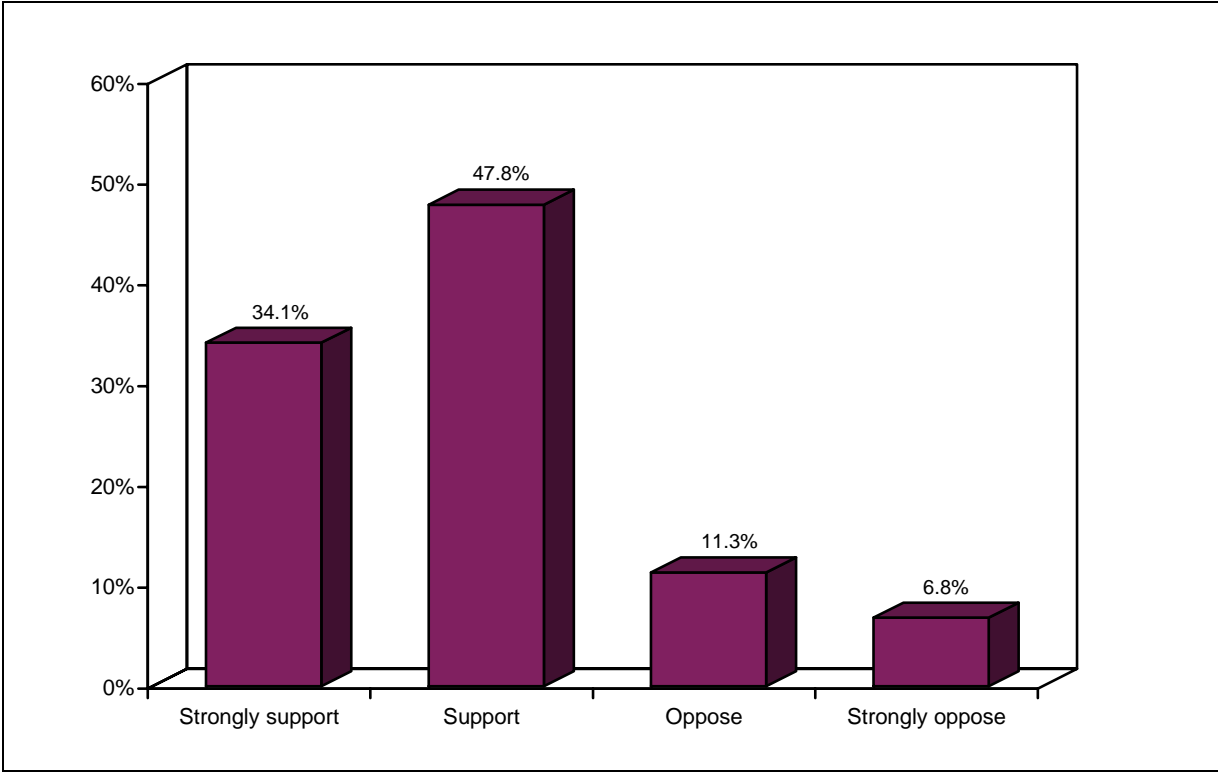
## V. ISSUES FACING HURST

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**Table 5**  
**Critical Issues Facing Hurst Today**

	Percentage responding		
	2004 (n=400)	2005 (n=450)	2007 (n=382)
Redeveloping older areas of the city	39.3	44.4	50.3
Increasing transportation options	21.5	17.3	18.3
Decreasing crime	13.5	12.7	13.6
Increasing employment opportunities	14.5	10.4	8.1
Improving city services	5.0	4.7	3.9
Other	6.3	10.4	5.8

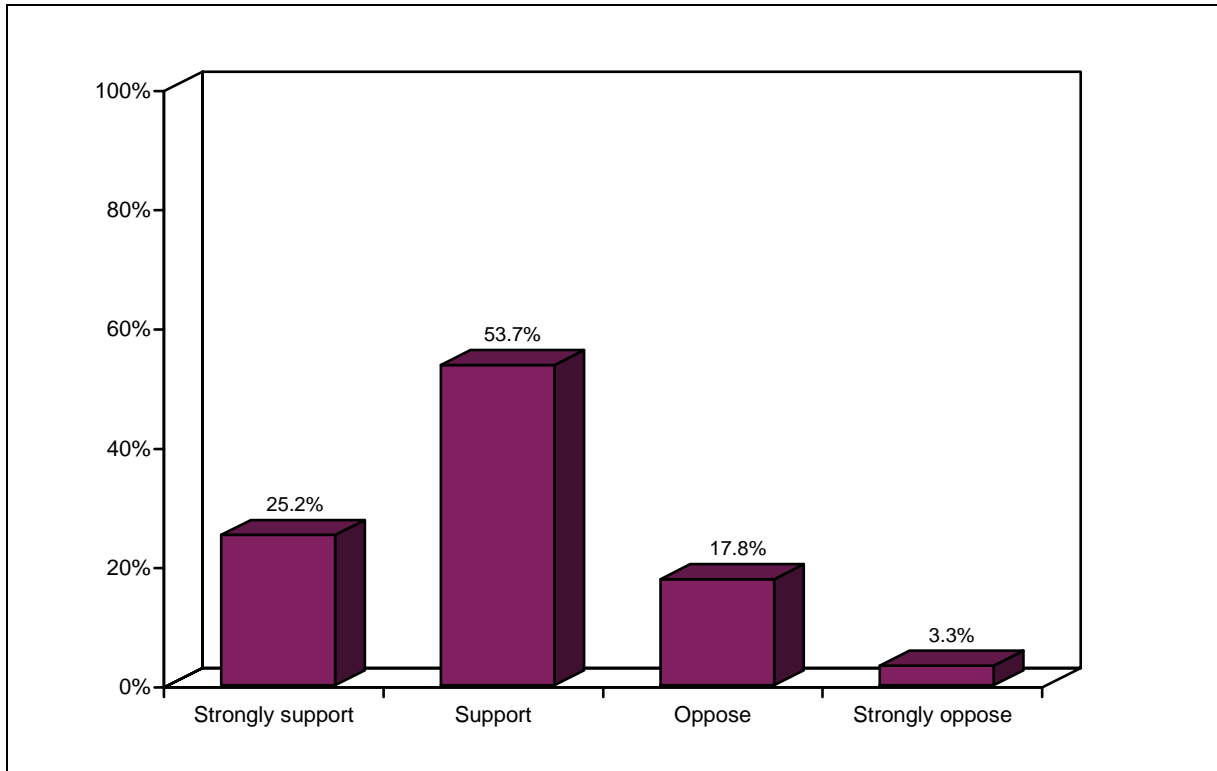
**Figure 3**  
**Support or Oppose: Usage of Red Light Cameras \***  
(n=381)



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\* This question was new in 2007.

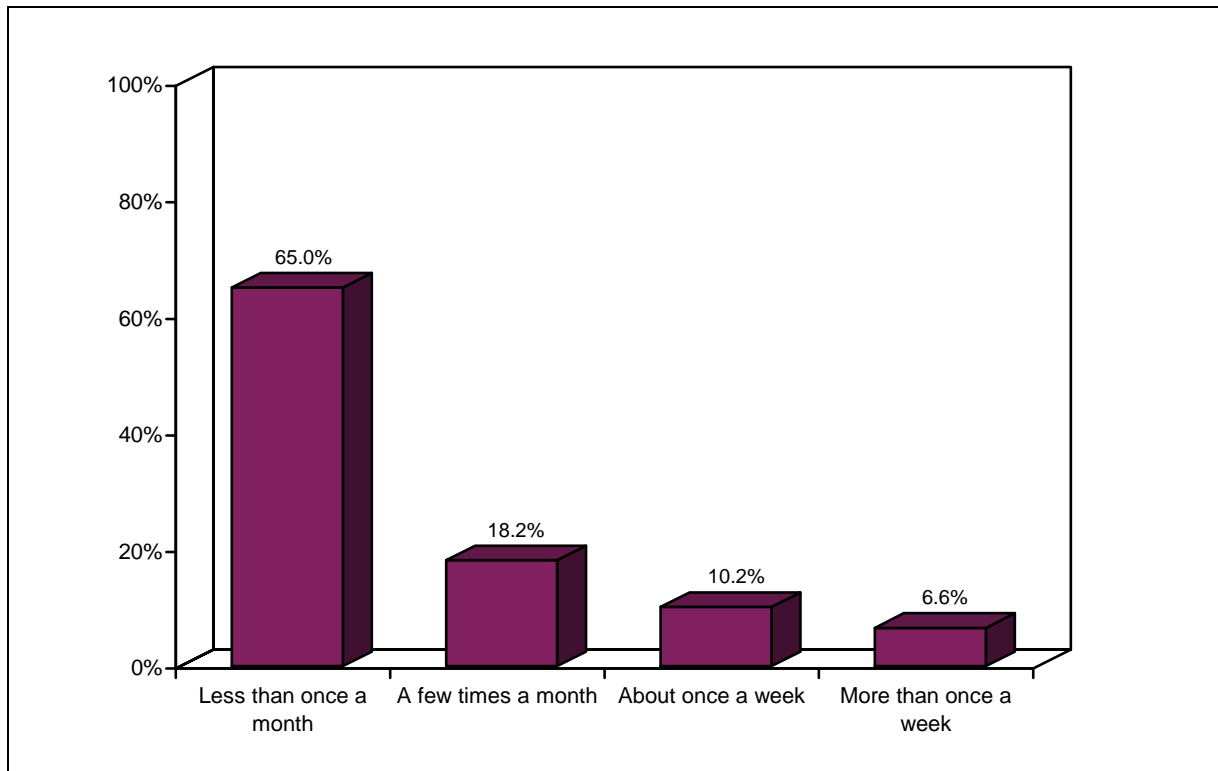
**Figure 4**  
**Support or Oppose: Free Wireless Internet Access in Public Places \***  
(n=365)



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\* This question was new in the 2007 survey instrument.

**Figure 5**  
**Usage of Free Wireless Internet Access in Public Places \***  
**(n=274)**



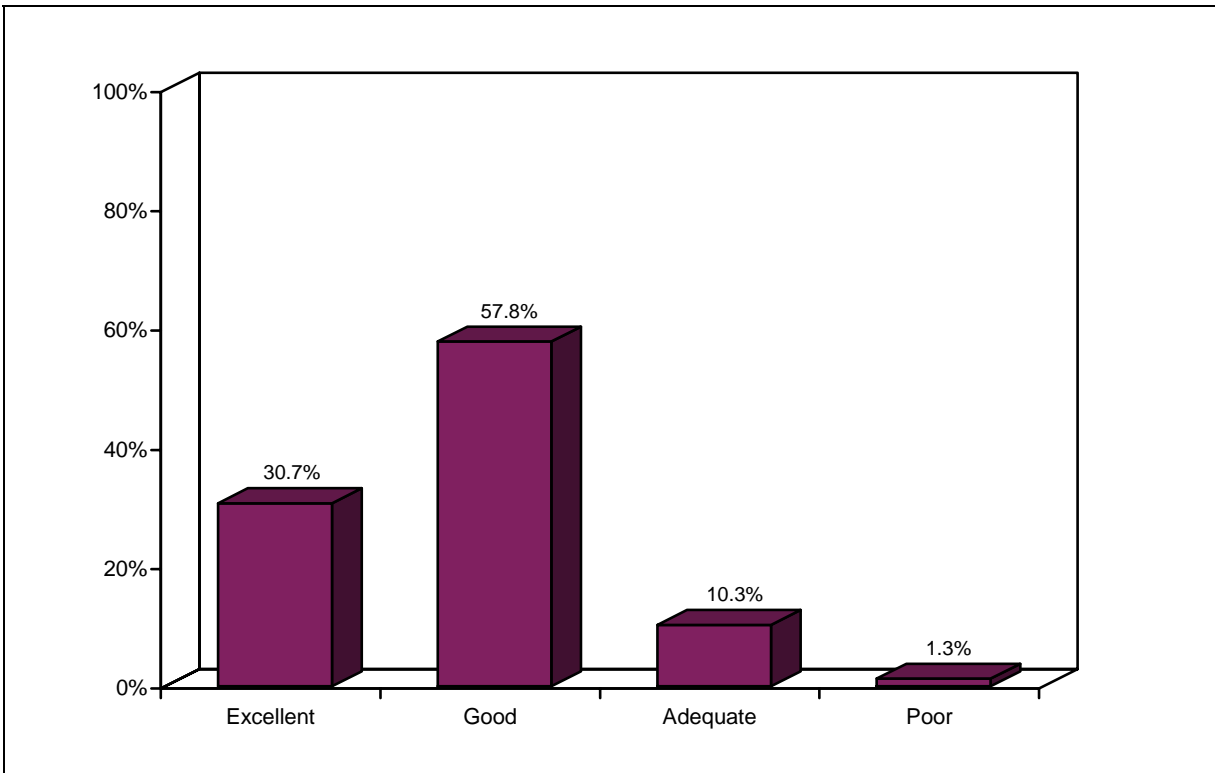
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\* This question was new in the 2007 survey instrument.

## VI. CITY SERVICES

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**Figure 6**  
**Ratings of Maintenance of City Overall**  
**(n=398)**



**Table 6**  
**Ratings of Maintenance of City Overall**  
**by Year**

Survey Year	Excellent	Good	Adequate	Poor
2007 (n=398)	30.7	57.8	10.3	1.3
2005 (n=450)	24.9	54.7	19.3	1.1
2004 (n=400)	27.0	55.3	15.3	2.5

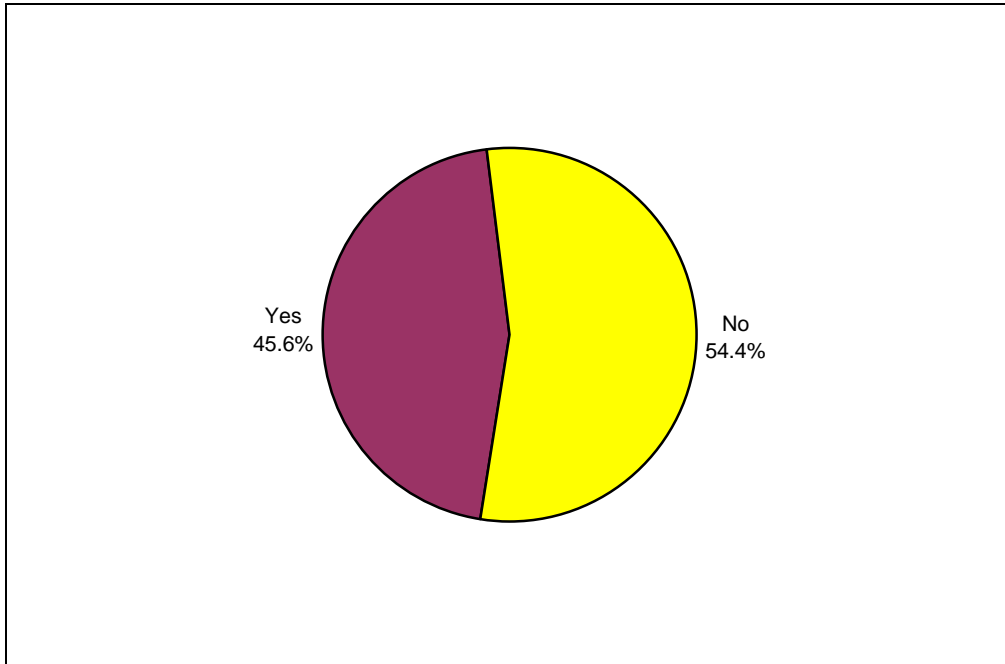
**Table 7**  
**Ratings of City Services**

	Percentage responding			
	Excellent	Good	Adequate	Poor
Fire department (n=361)	58.7	37.4	3.6	0.3
Library (n=371)	52.6	41.8	5.1	0.5
Parks (n=381)	47.8	44.9	6.8	0.5
Police (n=385)	44.7	46.0	7.3	2.1
Recreational programs (n=375)	48.0	41.9	9.3	0.8
Emergency Medical Services (n=327)	45.6	44.0	8.9	1.5
Street maintenance (n=399)	19.3	52.4	23.3	5.0
Storm water drainage (n=382)	14.1	56.0	23.3	6.5
Recycling Collection Services (n=376)	19.9	49.2	22.3	8.5
Trash Collection Services (n=389)	18.5	49.6	22.4	9.5

**Table 8**  
**City Services Usage in Past Two Years**

	Percentage responding	
	Yes	No
Parks (n=400)	79.8	20.3
Library (n=399)	70.4	29.6
Recreational programs (n=395)	59.5	40.5
Emergency medical services (n=396)	23.2	76.8
Fire department (n=397)	17.6	82.4

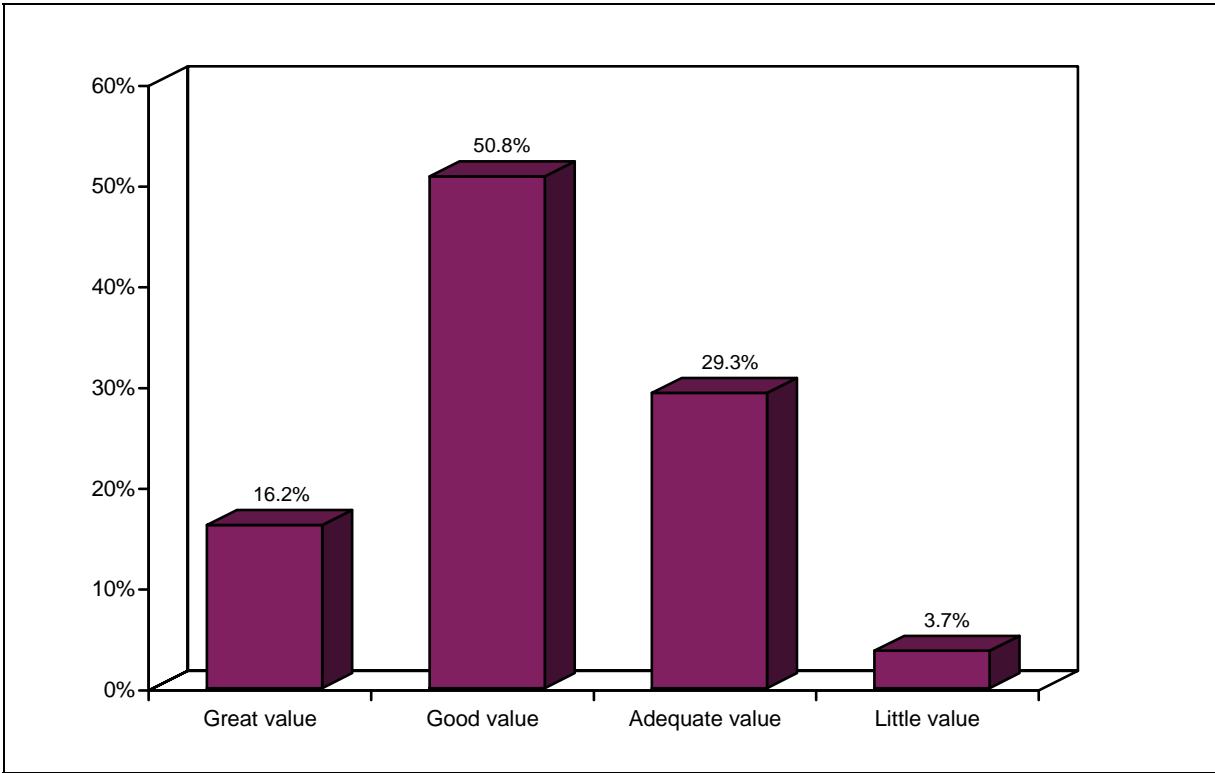
**Figure 7**  
**Consider Switching to Cart Collection Service**  
**(n=287)\***



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\* One-hundred-thirteen (28.3 percent) of the respondents answered "don't know" to this question which was new in 2007.

**Figure 8**  
**Value of Services Received for the Taxes Paid**  
**(n=382)**

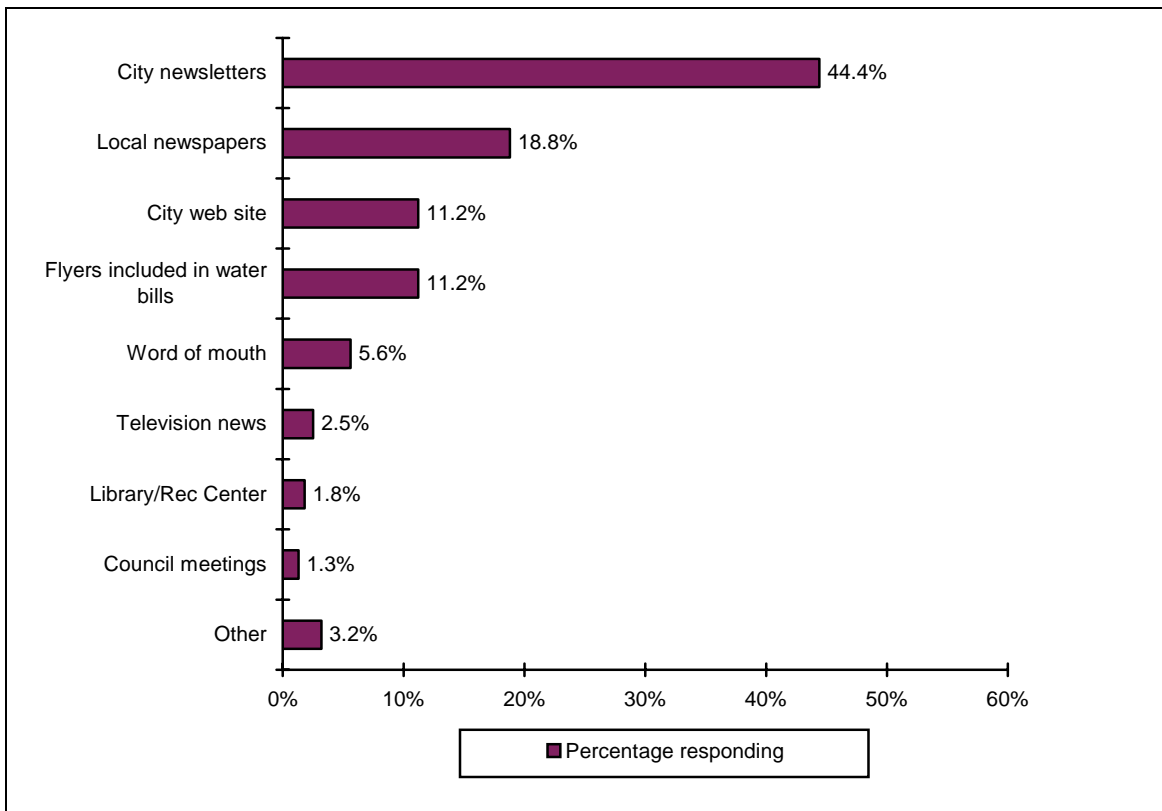


**Table 9**  
**Value of Services Received for the Taxes Paid**  
**by Year**

Survey Year	Great value	Good value	Adequate value	Little value
2007 (n=382)	16.2	50.8	29.3	3.7
2005 (n=434)	11.5	49.5	31.6	7.4
2004 (n=388)	12.6	52.6	28.6	6.2

## VII. COMMUNICATIONS

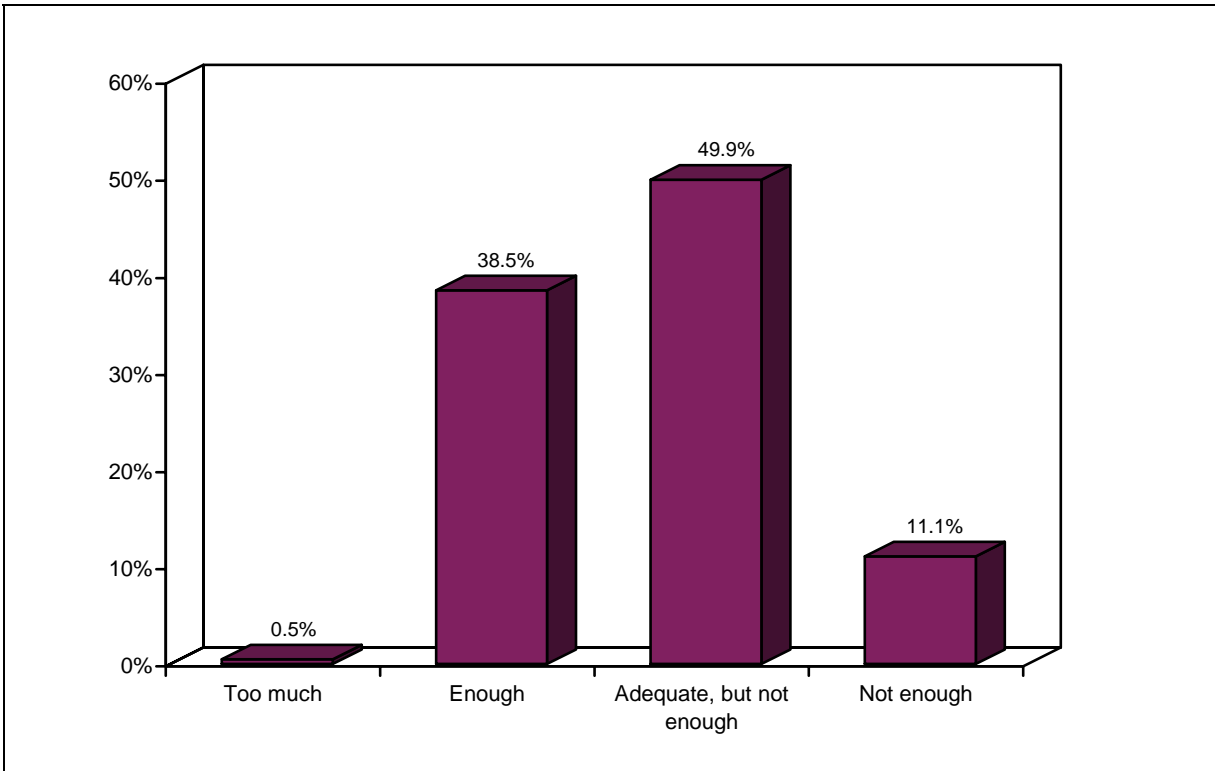
**Figure 9**  
**Source of Most Information about City of Hurst**  
**(n=394)**



**Table 10**  
**Source of Most Information about City of Hurst**  
**by Year**

Source	2004 (n=400)	2005 (n=441)	2007 (n=394)
City newsletters	49.5	49.7	44.4
Local newspapers	21.8	20.9	18.8
City website	4.5	5.0	11.2
Flyers included in water bills	8.0	2.0	11.2
Word of mouth	9.3	11.8	5.6
Television news	2.3	2.3	2.5
Marquee signs at city facilities	0.3	2.3	--
All sources	1.3	--	--
Other	3.3	5.9	3.2

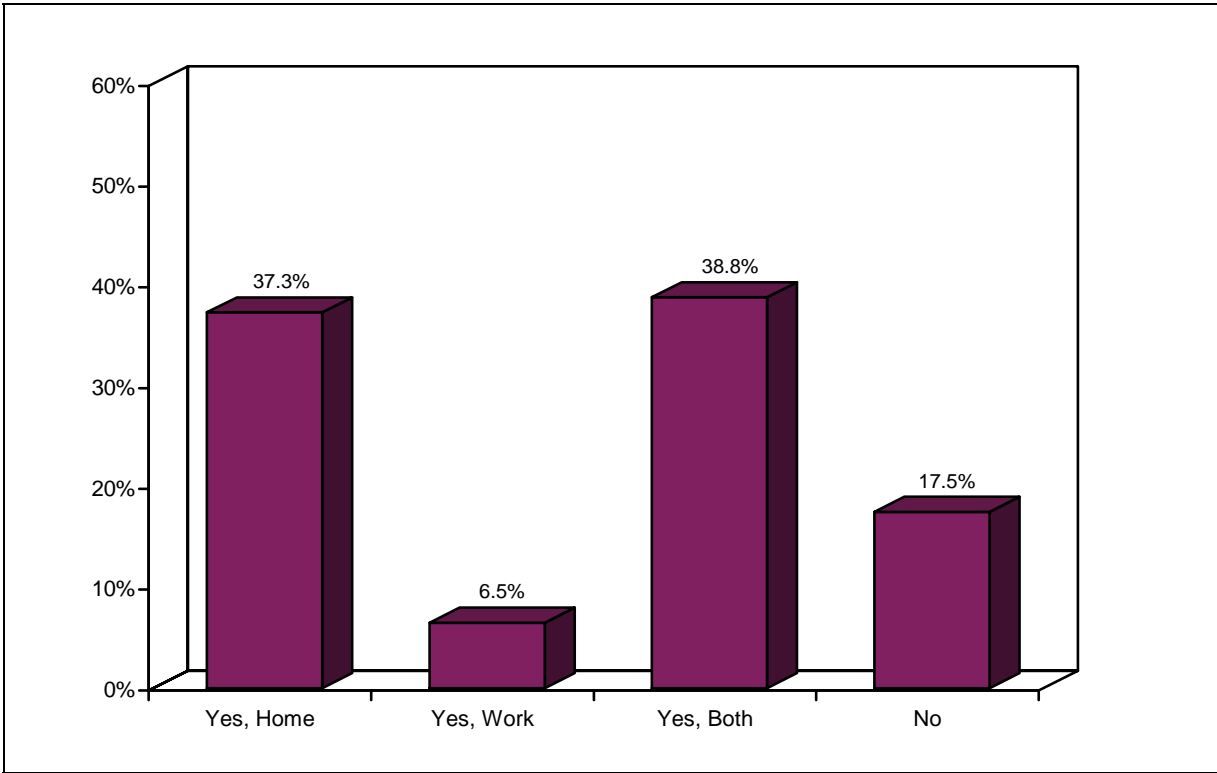
**Figure 10**  
**Get Enough Information about City of Hurst**  
**(n=395)**



**Table 11**  
**Get Enough Information about City of Hurst**  
**by Year**

Survey Year	Too much	Enough	Adequate, but not enough	Not enough
2007 (n=395)	0.5	38.5	49.9	11.1
2005 (n=447)	0.2	36.2	48.3	15.2
2004 (n=398)	0.8	41.5	46.0	11.8

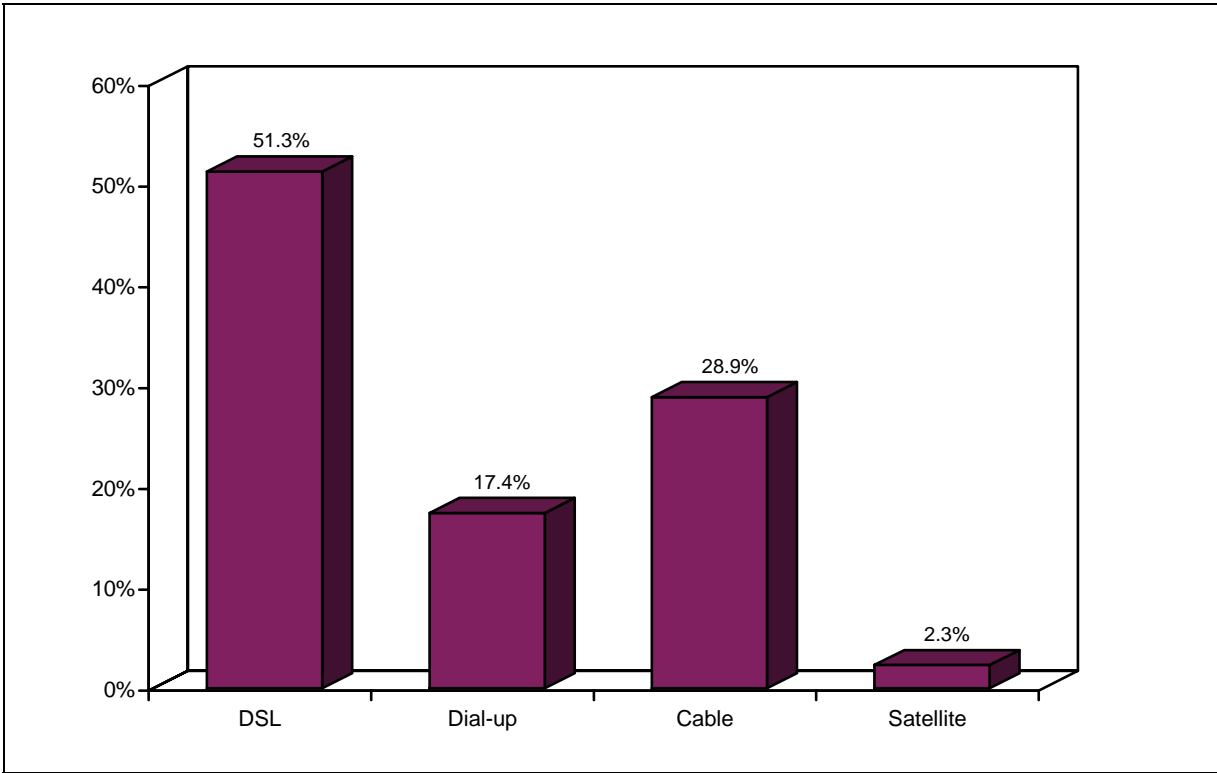
**Figure 11**  
**Have Internet Access at Home or Work**  
**(n=400)**



**Table 13**  
**Have Internet Access at Home or Work**  
**by Year**

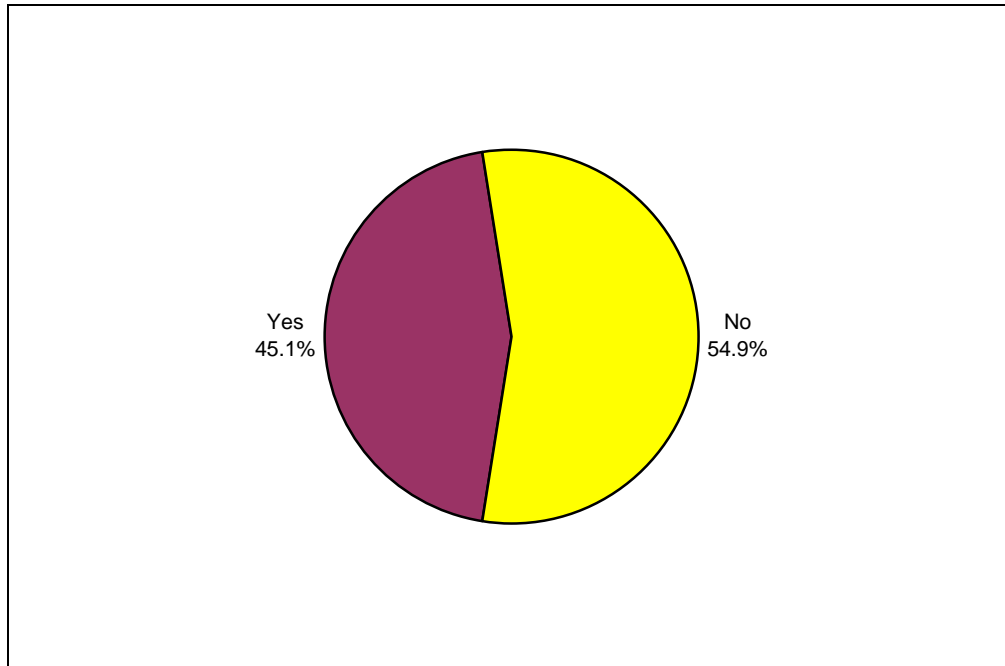
Survey Year	Yes, Home	Yes, Work	Yes, Both	No
2007 (n=400)	37.3	6.5	38.8	17.5
2005 (n=449)	39.9	4.5	31.2	24.5
2004 (n=399)	37.1	7.3	34.3	21.3

**Figure 12**  
**Type of Internet Access at Home\***  
**(n=298)**



\* This question was new in 2007.

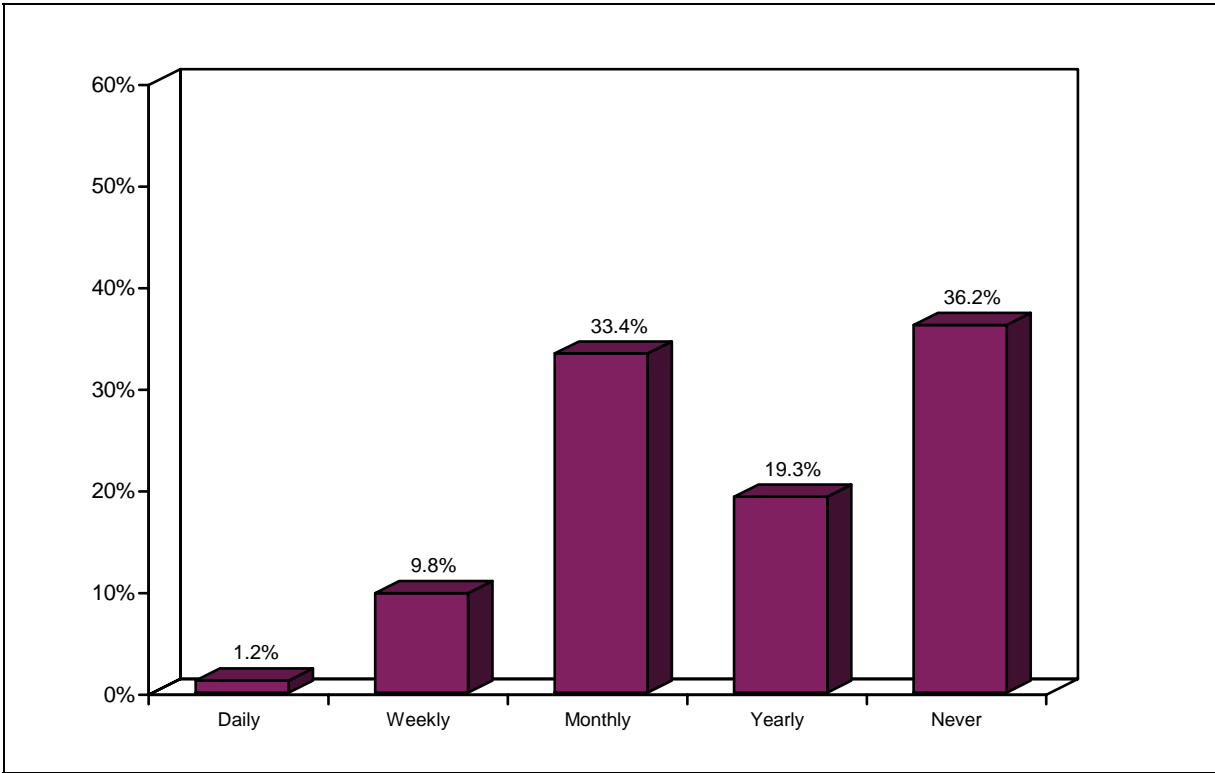
**Figure 13**  
**Would Like to Receive E-mail about City Services and/or Other Information**  
**(n=326)**



**Table 15**  
**Would Like to Receive E-mail about City Services and/or Other Information**  
**by Year**

Survey Year	Yes	No
2007 (n=326)	45.1	54.9
2005 (n=338)	33.4	66.6
2004 (n=313)	32.3	67.7

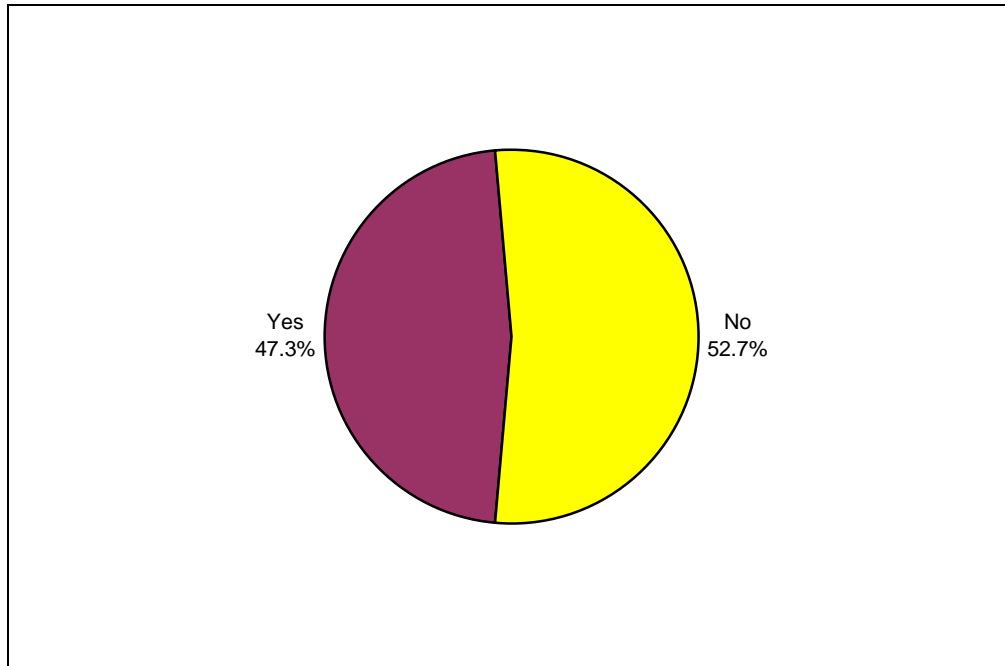
**Figure 14**  
**Frequency of Accessing City Web Site to Get Information**  
**(n=326)**



**Table 16**  
**Frequency of Accessing City Web Site to Get Information**  
**by Year**

Survey Year	Daily	Weekly	Monthly	Yearly	Never
2007 (n=326)	1.2	9.8	33.4	19.3	36.2
2005 (n=450)	0.7	4.9	19.3	14.9	60.2
2004 (n=396)	0.3	5.6	18.7	17.2	58.3

**Figure 15**  
**Would Use City Web Site to Make Payments**  
**(n=328)**

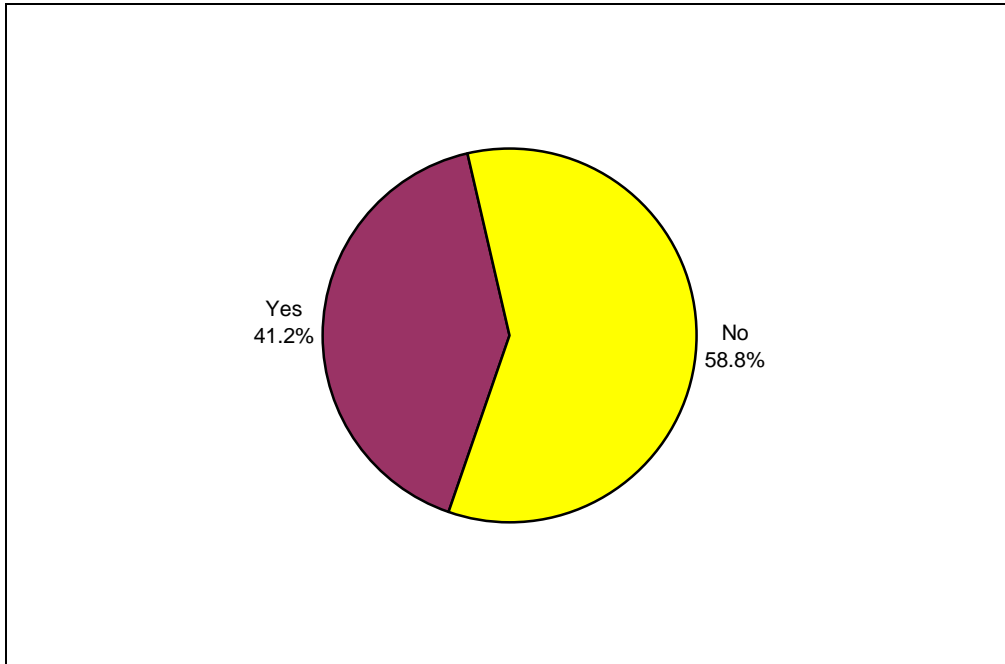


**Table 17**  
**Would Use City Web Site to Make Payments**  
**by Year**

Survey Year	Yes	No
2007 (n=328)	47.3	52.7
2005 (n=447)	31.3	68.7
2004 (n=395)	34.2	65.8

**Table 18**  
**Would Use City Website to Make Payments**  
**by Selected Demographics**

**Figure 16**  
**Contacted the City in Last Year**  
**(n=398)**



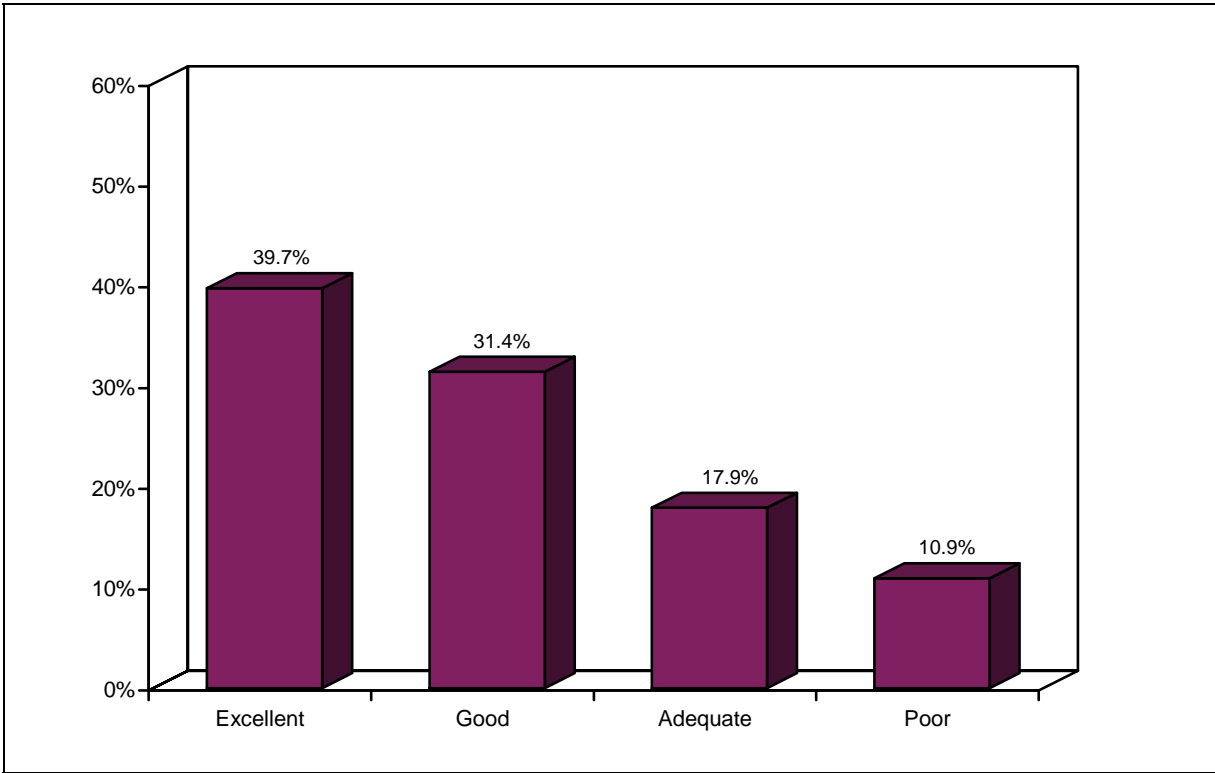
**Table 19**  
**Contacted the City in Last Year**  
**by Year**

Survey Year	Yes	No
2007 (n=398)	41.2	58.8
2005 (n=450)	40.9	59.1
2004 (n=399)	38.3	61.7

**Table 21**  
**City Department Contacted**

	Percentage responding		
	2004 (n=147)	2005 (n=181)	2007 (n=157)
Code Enforcement	9.5	12.2	20.4
Police Department	19.0	17.1	19.1
Utilities, Other	16.3	17.7	17.2
City Management	15.0	11.6	11.5
Public Works and Engineering	8.2	9.9	11.5
Utility bill	8.2	5.5	6.4
Animal Control	8.2	7.7	3.8
City Council	9.5	2.8	1.9
Fire Department	2.0	2.2	1.9
Planning and Development	0.7	8.8	0.6
Parks and Recreation	0.7	1.1	0.0
Other	2.7	3.3	5.7

**Figure 17**  
**Ratings of Overall Customer Service**  
**(n=156)**



**Table 22**  
**Ratings of Overall Customer Service**  
**by Year**

Survey Year	Excellent	Good	Adequate	Poor
2007 (n=156)	39.7	31.4	17.9	10.9
2005 (n=182)	33.5	29.7	17.6	19.2
2004 (n=151)	35.8	27.8	19.2	17.2

## VIII. CONCLUSIONS

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## **APPENDIX A: SURVEY INSTRUMENT**

---

## City of Hurst 2007 Citizen Survey

Hello, my name is \_\_\_\_\_ I'm calling from the Survey Research Center at the University of North Texas. The City of Hurst is conducting a survey of its citizens and I would like to talk with any female/male age 18 or older.

(TO RESPONDENT) The City is conducting a survey to determine how citizens rate City services and to measure citizen attitudes on certain major issues facing the City. I want to stress that this survey is being conducted by the City of Hurst not by a candidate for political office.

The questions that I want to ask you will take no more than 10 minutes and your answers will be useful to the City staff and council as they plan for the future. Your participation is voluntary. You may choose to withdraw from the survey at any time without any negative impact on you. Your responses will not be linked to your identity and will only be reported to the City as percentages. This project has been reviewed by the UNT Committee for the Protection of Human Subjects. If you have any questions, please call 1-800-687-7055.

1. First, how long have you lived in Hurst? (DO NOT READ RESPONSES WHEN ALL IN CAPS)

1. LESS THAN 3 MONTHS (TERMINATE INTERVIEW)
2. NO LONGER LIVE IN HURST (TERMINATE INTERVIEW)
3. 3 TO 12 MONTHS (ASK 1A)
4. 1 TO 5 YEARS (ASK 1A)
5. 6 TO 10 YEARS (ASK 1A)
6. MORE THAN 10 YEARS (ASK 1A)
7. 11 TO 20 YEARS
8. 21 to 30 YEARS
9. MORE THAN 30 YEARS
99. NO RESPONSE/DON'T KNOW NR/DK

1A. What is your Zip Code?

1. 76053
2. 76054
3. Other (TERMINATE INTERVIEW)
9. NR/DK (TERMINATE INTERVIEW)

2. How would you describe the Quality of Life in Hurst? Would you say. . .

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

3. Do you think the quality of life in Hurst will improve, stay the same, or decline over the next five years?

1. Improve
2. Stay the Same
3. Decline
9. NR/DK

4. Which of the following would you say is the most critical issue facing Hurst today? (Select only one) (ROTATE RESPONSES)
1. Redeveloping Older Areas of the City
  2. Improving City Services
  3. Increasing Transportation Options
  4. Increasing Employment Opportunities
  5. Decreasing Crime
  6. Or some other issue? \_\_\_\_\_
  9. NR/DK
5. Overall, how would you describe the way in which the city is maintained?
1. Excellent
  2. Good
  3. Adequate
  4. Poor
  9. NR/DK
6. Considering all City services, please rate the value of the services you receive versus the City taxes you pay? Would you say that the services you receive for the taxes you pay are a . . .
1. Great Value
  2. Good Value
  3. Adequate Value
  4. Little Value
  9. NR/DK
- 7a. Next I am going to read you a list of city services. For each of the services provided by the city, please rate the service as excellent, good, adequate or poor. The first is \_\_\_\_\_. Would you rate the City of Hurst \_\_\_\_\_ as excellent, good, fair or poor?

<i>Rotate order of services</i>	Excellent	Good	Adequate	Poor	NR/DK
Library	1	2	3	4	9
Street maintenance	1	2	3	4	9
Parks	1	2	3	4	9
Recreational programs	1	2	3	4	9
Storm water drainage	1	2	3	4	9
Police	1	2	3	4	9
Fire department	1	2	3	4	9
Emergency Medical Services	1	2	3	4	9
Trash Collection Services	1	2	3	4	9
Recycling Collection Services	1	2	3	4	9

7b. Have you used any of the following city services in the past two years?

	Yes	No	NR/DK
Library	1	2	9
Parks	1	2	9
Recreational programs	1	2	9
Fire department	1	2	9
Emergency Medical Services	1	2	9

8. If you could save over your current rate for trash collection, would you consider switching to a cart collection service?

1. YES
2. NO
9. DK/NR

9a. Do you strongly support, support, oppose or strongly oppose using cameras to identify vehicles that go through intersections after the traffic light has turned red?

1. STRONGLY FAVOR
2. FAVOR
3. OPPOSE
4. STRONGLY OPPOSE
9. NR/DK

10a. The city is considering providing the public with free wireless Internet access in several public places throughout the city such as the Town Center and certain city facilities. Would you strongly support, support, oppose or strongly oppose the city providing the public with wireless Internet access at selected public facilities?

1. STRONGLY FAVOR
2. FAVOR
3. OPPOSE (SKIP TO Q11)
4. STRONGLY OPPOSE (SKIP TO Q11)
9. NR/DK

10b. If wireless Internet access was available at selected public facilities, would you use it less than once a month, a few times a month, about once a week or more than once a week.

1. LESS THAN ONCE A MONTH
2. A FEW TIMES A MONTH
3. ABOUT ONCE A WEEK
4. MORE THAN ONCE A WEEK
9. NR/DK

11. Where do you get most of your information about the City of Hurst? (Select only one)

1. LOCAL NEWSPAPERS
2. TELEVISION NEWS
3. PUBLIC ACCESS CABLE CHANNEL
4. WORD OF MOUTH
5. CITY WEB SITE
6. CITY NEWSLETTERS
7. FLYERS INCLUDED IN WATER BILLS
8. MARQUEE SIGNS AT CITY FACILITIES
9. OTHER \_\_\_\_\_

12. Is the information you receive about the City of Hurst . . .

1. Too much
2. Enough
3. Adequate, but not enough
4. Not enough
9. NR/DK

13a. Do you have access to the Internet from your home or work?

1. YES, HOME (ASK Q13b)
2. YES, WORK (SKIP Q13c)
3. YES, BOTH (ASK Q13b)
4. NO (SKIP TO Q14)
9. NR/DK (SKIP TO Q14)

13b. What form of Internet access do you use at home, dial-up, DSL, cable or satellite?

1. DIAL-UP
2. CABLE
3. SATELLITE
4. DSL
9. NR/DK

13c. Would you like to receive e-mail notifications about City services, meetings, events and publications?

1. YES
2. NO
9. NR/DK

13d. How often do you access the City's web site ([www.ci.hurst.tx.us](http://www.ci.hurst.tx.us)) to get information?

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

13e. Would you use the City Website to make Credit Card Payments to pay for court fines, water bills, licenses, fees, etc?

1. YES
2. NO
9. NR/DK

14. Have you contacted the City for any issue, question or problem in the last year?

1. YES
2. NO (SKIP TO Q17)
9. NR/DK

15. What was the purpose of that contact? If so, about what?

1. UTILITY BILL (SPECIFY)
2. UTILITIES, OTHER (SPECIFY)
3. CITY COUNCIL (SPECIFY)
4. CITY MANAGEMENT (SPECIFY)
5. ANIMAL CONTROL (SPECIFY)
6. POLICE DEPARTMENT (SPECIFY)
7. FIRE DEPARTMENT (SPECIFY)
8. OTHER (SPECIFY) \_\_\_\_\_
9. NR/DK

16. If yes, how would you rate the overall customer service you received?

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

The last few questions are for classification purposes only.

17. Are you registered to vote?

1. YES (ASK Q18)
2. NO (SKIP to Q19)
9. NR/DK

18. Considering city elections only, would you say that you generally vote in most city elections, some city elections, few city elections or no city elections?

1. MOST CITY ELECTIONS
2. SOME CITY ELECTIONS
3. FEW CITY ELECTIONS
4. NO CITY ELECTIONS
9. DK/NR

19. Do you live in a house or an apartment or duplex?

1. HOUSE/DUPLEX
2. APARTMENT
9. NR/DK

20. Do you rent or own your home?

1. OWN
2. RENT
3. RENT FREE SITUATION
9. NR/DK

21. Which best describes your age category?
1. 18-25 Years
  2. 26-40 Years
  3. 41-50 Years
  4. 51-65 Years
  5. 66 Years or more
  9. NR/DK
22. Which of the following best describes your ethnicity?
1. African American
  2. Asian
  3. Caucasian
  4. Hispanic
  5. Native American
  6. Other (specify)
  9. NR/DK
23. Which of the following best describes your education level?
0. Less than high school
  1. Some high school
  2. H. S. Diploma/GED
  3. Some College
  4. Bachelor's Degree
  5. Beyond Bachelor's Degree
  9. NR/DK
24. Which range best describes your annual household (total) income level?
1. \$0-\$24,999
  2. \$25,000-\$49,999
  3. \$50,000-\$74,999
  4. \$75,000-\$99,999
  5. \$100,000 - \$124,999
  6. \$125,000 - \$149,999
  7. \$150,000 or more
  9. NR/DK
25. How many people live in your household?
1. 1-2
  2. 3-4
  3. 5 or more
  9. NR/DK

THAT CONCLUDES OUR INTERVIEW. THANK YOU VERY MUCH FOR YOUR TIME AND COOPERATION. GOODBYE.

INTERVIEWER, CODE GENDER

1. Female
2. Male

## **APPENDIX B: OPEN-ENDED RESPONSES**

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