# 2018 CORPUS CHRISTI COMMUNITY SURVEY

POSSIBLE SUCCESS; POSSIBLE CONCERN; REALITY; AND MOVING FORWARD

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Social Science Research Center
Texas A&M University—Corpus Christi

**AUTHORIZATION**

On April 13<sup>th</sup>, 2018 the Social Science Research Center, Texas A & M University – Corpus Christi ("TAMUCC") and the City of Corpus Christi ("City") entered into Service Agreement No. 1630 to conduct a Community Survey for the City of Corpus Christi for 2018. Pursuant to a memorandum between Ms. Margie Rose, City Manager, City of Corpus Christi and Mr. Terry Tatum, Executive Vice-President for Finance and Administration Texas A&M University -- Corpus Christi, Dr. Daniel Jorgensen, submits the following deliverable in fulfillment of a formal report summarizing the survey construction, implementation, and the PowerPoint presentation of the data as called for in the said agreement.

**REPORT OUTLINE:**

1.      Summary of Survey Results
2.      Scope, Methods and Demographics
3.      Findings by Service Categories
   a. Community Identity and Leadership
   b. Citizen Involvement, Customer Service and Business Practices
   c. Neighborhood Services and Appearance
   d. Condition of Streets
   e. Parks and Libraries
   f. City Utility Services
   g. Public Safety and Security
   h. Media and Information

   Appendix A: Survey Instrument
   Appendix B: ETC Institute Peer and Aspirational Cities for Corpus Christi
   Appendix C: Preliminary Data PowerPoint
   Appendix D: Question Response Frequency Tabulations -- available by request in electronic form
          through Ms. Saundra Thaxton, City of Corpus Christi

002

**Summary of Survey Results**

The 2018 Corpus Christi Community Survey was open on the Qualtrics web-based survey platform from May 28, 2018 until June 19, 2018. This was the first time in five years that the City of Corpus Christi had underwritten a community survey. The survey instrument had 82 questions, 49 of those questions asked respondents to provide their opinions regarding community services in eight broad service categories. There were 47 community services questions in common with Corpus Christi Community Surveys conducted in 2013 and 2011 and 35 of those 47 community services questions were in common with national benchmark data obtained from the ETC Institute.

The survey had 1685 respondents who completed at least a portion of the survey instrument. Respondents who either did not identify themselves as a resident of the City of Corpus Christi (203) or responded to fewer than 66% of the questions (473) in the survey instrument, however, were excluded from this analysis.

Two distribution channels were used to recruit respondents to the 2018 Corpus Christi Community Survey. One channel mailed 10,000 postcards (155 returned to sender) to a random sample of street addresses within the City of Corpus Christi. The postcards invited recipients to complete the web-based survey instrument using a QR code or web link unique to the postcard recipients. This method of recruitment had 328 respondents (3.33% response rate), of which 275 (84%) were able to be used in this report. Data from only this channel is reported as "QR Code Data" throughout this report. It is estimated that there is a 95% probability that the responses in the QR Code Data are within +/6 points of the opinions seen in the population of the City of Corpus Christi.

A second distribution channel was established, per the client's request, which allowed for a convenience sample that utilized a web link that could be posted on the City of Corpus Christi web page and other web pages. This distribution channel allowed all those interested to access the same web-based survey instrument via a different link than those who received the postcard QR code and web link. This method of recruitment had 1357 respondents, of which 734 (54%) were able to be used in this report. Responses from both distribution channels were aggregated and are reported as the "Final Data Pool." **While the collective opinions gained from respondents in the Final Data Pool may have value in pointing out areas of favorability or concern, those opinions are not necessarily representative of the entire resident population. Research has shown that when allowing for a sample of convenience (the second distribution method) in community surveys creates a self-selection bias which typically reflects only the opinion of those either very pleased or very displeased regarding a particular topic.**

The main findings from the 2018 Corpus Christi Community Survey are:

1. Three broad service areas continue to enjoy some of the highest levels of favorability with no statistical change in their favorability scores:
   a. Public Safety and Security.
      i. With favorability scores from both the QR Code Data and the Final Data Pool matching the national benchmark high favorability score for:
         1. Ambulance response time in your neighborhood.
   b. City Utility Services.
   c. Parks and Libraries.

2. A majority of questions in four of the eight broad service areas covered had statistically significant increases in favorability scores:
   a. Community Identity and Leadership.
      i. The favorability score was significantly higher than the national benchmark high favorability score for:
         1. How CC (the city) plans for and handles growth.
   b. Citizen Involvement, Customer Service and Business Practices.
      i. Favorability scores from both the QR Code Data and the Final Data Pool exceeded the national benchmark high favorability score for:
         1. The City of Corpus Christi welcomes citizen involvement.
   c. Neighborhood Services and Appearance.
   d. Condition of City Streets.

3. The Condition of City Streets continues to have the lowest levels of favorability throughout the city, despite statistically significant increase the favorability scores for all three questions in the area.
   a. The intensity of this low favorability level is demonstrated with the Final Data Pool favorability score matching the national benchmark low favorability score for:
      i. The condition of neighborhood streets.

4. Favorability scores on the 2018 Corpus Christi Community Survey are statistically higher than the national benchmark high favorability scores for:
   a. How the CC (the city) plans for and handles growth.
   b. The City of Corpus Christi (the city) welcomes citizen involvement.
   c. Code enforcement of high weeds in your neighborhood.
   d. City efforts on litter prevention and clean up in your neighborhood.

5. Although not representative of the community as a whole, the exceptionally low favorability scores in the Final Data Pool suggest that there is segment of the Corpus Christi community that have intensely negative perceptions and opinions towards a majority of community services they receive.

6. Data regarding communication and information channels is also presented in the report. In that data, 68% of respondents stated they use Facebook once a week or more to get information about the City of Corpus Christ, it is by far (2.5 times) the most common social network used to get information about the city.

7. Finally, the report plots composite mean data from the 8 general service areas by zip code and finds that those respondents at the further edges of the city tend to have lower levels of overall favorability than those closer to the city center.

**SCOPE, METHODS and DEMOGRAPHICS**

**PROJECT SCOPE**

The objectives of the survey will be the following:
1. Determine general perception of residents across broad areas;
2. Determine overall satisfaction with various aspects of city services by major category;
3. Determine if the overall satisfaction with City services varies geographically throughout the city;
4. Benchmark satisfaction with other larger communities across the nation when possible.

The scope is to be achieved via several deliverables:
   a. The construction of a survey that meets the criteria and objectives of the research project  stated above.
   b. Implement a blended sample respondent recruitment strategy using a convenience sample of internet users derived from online web-based links and a probability based sample of 10,000 random Corpus Christi residents using postcards with a QR code link to the survey instrument.
   c. Delivery of a preliminary data report in the form of a PowerPoint presentation.
   d. A formal report to the City Manager.
   e. Data analysis and consultation on data as necessary and as time will allow until the end of the contract period.
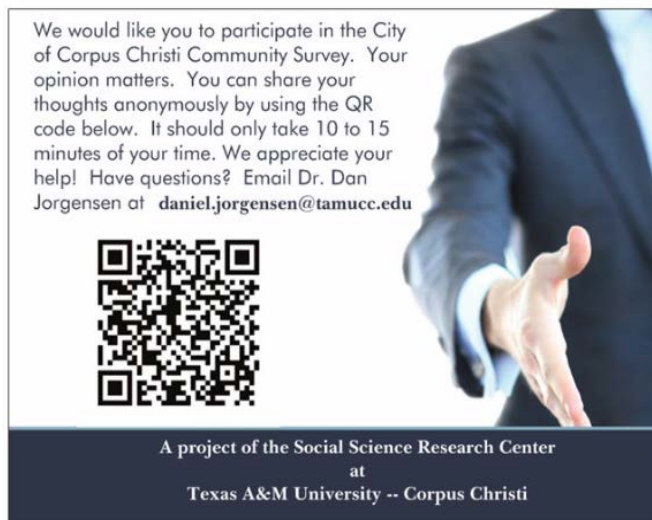
**METHODOLOGY**

The 2018 Corpus Christi Community Survey represents the first time in five years that the City of Corpus Christi has underwritten a community wide survey.  The survey instrument had 82 questions, 49 of which were in 8 categories of service area questions along with questions regarding social media usage and demographics. (See Appendix A for Survey Instrument).  There were 47 of the 49 community services questions in common with Corpus Christi Community Surveys conducted in 2013 and 2011 and 35 of those 47 questions were in common with national benchmark data obtained from the ETC Institute (See Appendix B for ETC National Benchmark Information).

The rating scale in the survey instrument utilized five choices: "strongly disagree", ""disagree", "agree", "strongly agree" and in the case of a non-affirmative response to the first four responses, "don't know or not sure" could be recorded.  By combining the percentage of respondents who selected to "agree" or "strongly agree" to each community services question, a favorability score was created that could be used to compare 2018 Corpus Christi Community Survey responses to the previous Corpus Christi Community Surveys and the data for 35 national benchmark data questions that was obtained from the ETC Institute. Additionally, to create a score that could be reported using a geographical framework, a mean aggregate score was developed.  For the mean aggregate score, all survey responses to community services questions were assigned a numerical score of 1 for "strongly disagree" to 4 for "strongly agree. Responses of "don't know or not sure" or left blank were coded as system missing.  Data was then aggregated by broad service category and means were graphed by zip code.

The 2018 Corpus Christi Community Survey was open from May 28, 2018 until June 19, 2018.  Responses were recorded on the Qualtrics on-line survey program.  Options were checked in the Qualtrics program that prevented individuals from taking the survey more than once by blocking any IP address attempting to access the survey instrument more than once and to report the data with no identifying information

(anonymously) to the program director. The survey had 1685 respondents who completed at least a portion of the survey instrument. Respondents who either did not identify themselves as a resident of the City of Corpus Christi (203) or responded to fewer than 66% of the questions (473) in the survey instrument, however, were excluded from this analysis.

Two distribution channels were used to recruit respondents to the 2018 Corpus Christi Community Survey. One channel mailed 10,000 postcards (155 returned to sender) to a random sample of street addresses within the City of Corpus Christi. The postcards invited recipients to complete the web-based survey instrument using a QR code or web link unique to the postcard recipients. This method of recruitment had 328 respondents (3.33% response rate), of which 275 (84%) were able to be used in this report. Data from only this channel is reported as "QR Code Data" throughout this report. It is estimated that there is a 95% probability that the responses in the QR Code Data are within +/6 points of the opinions seen in the population of the City of Corpus Christi.



We would like you to participate in the City of Corpus Christi Community Survey. Your opinion matters. You can share your thoughts anonymously by using the QR code below. It should only take 10 to 15 minutes of your time. We appreciate your help! Have questions? Email Dr. Dan Jorgensen at daniel.jorgensen@tamucc.edu

A project of the Social Science Research Center at Texas A&M University -- Corpus Christi

A second distribution channel was established, per the client's request, which was a sample of convenience that utilized a web link that could be posted on the City of Corpus Christi web page and other web pages allowing all those interested to take the survey. While the survey instrument was the same as those in the QR Code Data, the link to arrive at the survey was different. This method of recruitment had 1357 respondents, of which 734 (54%) were able to be used in this report. Responses from both distribution channels were aggregated and are reported as the "Final Data Pool." While the collective opinions gained from respondents in the Final Data Pool may have value in pointing out areas of favorability or concern, those opinions are not necessarily representative of the entire resident population. Research has shown that when allowing for a sample of convenience (the second distribution method) in community surveys creates a self-selection bias which typically reflects only the opinion of those either very pleased or very displeased regarding a particular topic.

The anonymous data was then downloaded into the SPSS statistical analysis program as well as an Excel workbook. Access to the SPSS statistical program and Excel was and is controlled by the Social Science Research Center at Texas A&M University – Corpus Christi, Dr. Dan Jorgensen. Requests for specific frequency distributions and data runs can be made through Ms. Saundra Thaxton, City of Corpus Christi, Texas.

Due to the large number of individuals who responded to the survey from some zip codes within the City of Corpus Christi, the data was weighted by zip code to establish a proximal similarly for both the Final Data Pool and the QR Code Data using 2010 U.S. Census data. Table 1, on the next page, reports the weights by zip code:

**Table 1. Respondent Zip Codes, Data Pools, and Weights.**

| | Actual Percentage according to 2010 Census | 2018 Final Data Pool Survey Responses | Percentage of 2018 Final Data Pool Responses | Weight Applied to 2018 Final Data Pool Survey Responses | 2018 QR Response Frequency | Percentage of 2018 QR Code Responses | Weight Applied to 2018 QR Code Responses |
|---|---|---|---|---|---|---|---|
| 1 | 1.77% | 68 | 6.74% | 0.26263676 | 54 | 19.64% | 0.090138889 |
| 2 | 0.18% | 44 | 4.36% | 0.04127727 | 37 | 13.45% | 0.013378378 |
| 4 | 5.65% | 56 | 5.55% | 1.01800893 | 17 | 6.18% | 0.913970588 |
| 5 | 5.53% | 17 | 1.68% | 3.28221765 | 15 | 5.45% | 1.013833333 |
| 7 | 0.97% | 11 | 1.09% | 0.88975455 | 10 | 3.64% | 0.26675 |
| 8 | 3.95% | 13 | 1.29% | 3.06580769 | 6 | 2.18% | 1.810416667 |
| 9 | 0.96% | 16 | 1.59% | 0.6054 | 11 | 4.00% | 0.24 |
| 10 | 8.65% | 67 | 6.64% | 1.30266418 | 10 | 3.64% | 2.37875 |
| 11 | 9.18% | 106 | 10.51% | 0.87383208 | 19 | 6.91% | 1.328684211 |
| 12 | 11.80% | 130 | 12.88% | 0.91586154 | 34 | 12.36% | 0.954411765 |
| 13 | 12.11% | 80 | 7.93% | 1.52737375 | 5 | 1.82% | 6.6605 |
| 14 | 9.88% | 129 | 12.78% | 0.7727845 | 11 | 4.00% | 2.47 |
| 15 | 12.87% | 39 | 3.87% | 3.3297 | 5 | 1.82% | 7.0785 |
| 16 | 5.08% | 18 | 1.78% | 2.84762222 | 2 | 0.73% | 6.985 |
| 18 | 9.78% | 184 | 18.24% | 0.53630543 | 12 | 4.36% | 2.24125 |
| 99 | 1.66% | 31 | 3.07% | 0.54030323 | 27 | 9.82% | 0.169074074 |
| Total | 100.00% | 1009 | 100.00% | | 275 | 100.00% | |

In Table 2, key demographics resulting from the weighting process are reported for the Final Data Pool and the QR Code Data along with the demographics reported in the 2017 American Communities Survey for the City of Corpus Christi.

**Table 2. Demographics of Weighted Data**

| | | 2018 CC Survey Respondents (weighted data) | | 2017 American Community Survey Data |
|---|---|---|---|---|
| Trait | Response Attribute | Final Data Pool | QR Code Data | |
| Resident | Yes | 100% | 100% | N/A |
| Age | Median Age | 44 yrs | 41 yrs | 35 yrs |
| Gender | Female | 63% | 64% | 51% |
| Education | Bachelors Degree or higher | 52% | 44% | 21% |
| Income | Greater than $60,000 | 55% | 29% | Median household income $52,154 |
| Ethnicity | Hispanic | 34% | | 62% |

Due to the small number of QR Code responses, only the raw data from the Final Data Pool was utilized to report on community services from a geographical perspective. Similarly, only raw data from the Final Data Pool was used to report on social media usage of respondents.

In the following report, data over the eight service area groupings are reported using the following six columns:

1. 2018 Community Survey question.
2. 2018 Community Survey Final Data Pool statistic.
3. 2018 Community Survey QR Code Data statistic.
4. 2013 Community Survey statistic.

5.  2011 Community Survey statistic.
6.  National benchmark data Low, Average, and High statistics.

Conclusions drawn from an increase or decrease in specific levels of satisfaction when using the 2018 Community Survey Final Data Pool favorability scores may be biased and are only representative of those individuals who responded to the survey.  This data should be triangulated with the QR Code Data; Community Surveys conducted in 2013 and 2011; and national benchmark data from the ETC Institute.

# FINDINGS BY BROAD SERVICE AREA

## COMMUNITY IDENTITY AND LEADERSHIP

Table 3 presents the favorability scores pertaining to community identity and leadership from the 2018 Community Survey, the 2013 Community Survey, the 2011 Community Survey and the national benchmark data.

**Table 3. Community Identity and Leadership**

| Survey Question | 2018 CC Survey % of Satisfied & Very Satisfied | | 2013 CC Survey % of Favorable Responses | 2011 CC Survey % of Favorable Responses | 2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k | | |
|---|---|---|---|---|---|---|---|
| QR Code Data within the margin of error for one or both previous surveys | Final Data Pool | QR Code Data | | | Low | Average | High |
| QR Code Data exceeds the margin of error for both previous surveys | | 95% probability +/- 6.0% | 95% probability +/- 4.5% | | 95% probability +/- 4.5% | | |
| Overall quality of life in the City | 60% | 92% | 79% | 85% | 37% | 72% | 94% |
| Overall quality of services provided by the City | 42% | 85% | 59% | 72% | 32% | 67% | 93% |
| Overall value you receive for your city tax dollars | 32% | 76% | 50% | 54% | 16% | 47% | 73% |
| How CC plans for and handles growth | 27% | 75% | 31% | 45% | 23% | 40% | 63% |
| City efforts to attract new employers to the community | 39% | 80% | 37% | 44% | * | * | * |
| City efforts to help existing employers grow | 40% | 83% | 41% | 46% | * | * | * |
| City efforts to create a vibrant downtown and bay front | 48% | 80% | 44% | 56% | * | * | * |
| The overall condition of city facilities | 42% | 80% | 54% | 70% | 41% | 73% | 92% |
| * No comparable question | Lowest value over previous surveys | | | Highest value over previous surveys | At or below national low | | At or above national high |

In Table 3, favorability scores for six of the eight questions in the community identity and leadership area were significantly higher (greater than the combined margin of error of 10.5%) than favorability scores for both of the 2013 or 2011 Community Surveys. Those questions were:

1. Overall quality of services provided by the City.
2. Overall value you receive for your city tax dollars.

3. How CC plans for and handles growth.
4. City efforts to attract new employers to the community.
5. City efforts to help existing employers grow.
6. City efforts to create a vibrant downtown and bay front.

The favorability score for one question significantly exceeded the national high favorability score:

1. How CC plans for and handles growth.

The mean aggregate scores by zip code for the eight questions in community identity and leadership range from 2.10 to 3.07.  In Image 1, the darker blue the fill, the higher the mean score for the zip code.

**Image 1. Distribution of Mean Zip Code Scores for Community Identity and Leadership**

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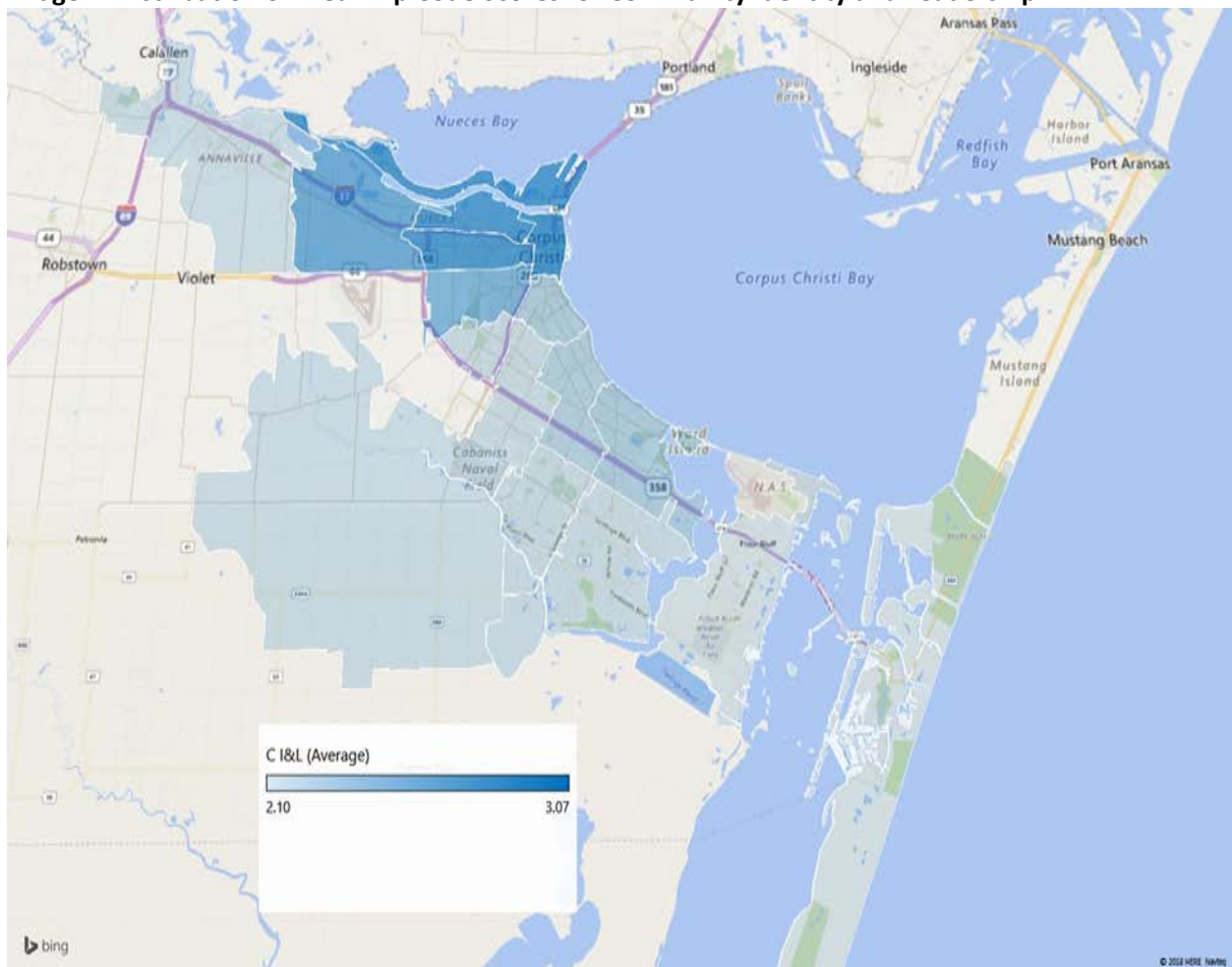
**CITIZEN INVOLVEMENT, CUSTOMER SERVICE AND BUSINESS PRACTICES**

Table 4 presents the favorability scores pertaining to citizen involvement, customer service and business practices from the 2018 Community Survey, the 2013 Community Survey, the 2011 Community Survey and the national benchmark data.

**Table 4. Citizen Involvement, Customer Service and Business Practices**

| Survey Question | 2018 CC Survey % of Satisfied & Very Satisfied | | 2013 CC Survey % of Favorable Responses | 2011 CC Survey % of Favorable Responses | 2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k | | |
|---|---|---|---|---|---|---|---|
| QR Code Data within the margin of error for one or both previous surveys | **Final Data Pool** | **QR Code Data** | | | **Low** | **Average** | **High** |
| QR Code Data exceeds the margin of error for both previous surveys | | 95% probability +/- 6.0% | 95% probability +/- 4.5% | | 95% probability +/- 4.5% | | |
| The City of Corpus Christi welcomes citizen | 54% | 85% | 66% | 69% | 20% | 36% | 51% |
| The City of Corpus Christi listens to citizens. | 31% | 74% | 48% | 45% | * | * | * |
| The City of Corpus Christi keeps its citizens informed about matters that affect them. | 44% | 77% | 60% | 57% | 31% | 54% | 79% |
| The City of Corpus Christi resolves complaints & service problems in a timely manner. | 37% | 81% | 55% | 52% | * | * | * |
| Having the City of Corpus Christi Call Center is very helpful in conducting business with the City. | 62% | 84% | 85% | 89% | * | * | * |
| I am satisfied with the ability to do city business on-line, such as paying bills or filing service requests. | 78% | 91% | 80% | 69% | * | * | * |
| City employees are knowledgeable about their work. | 59% | 83% | 84% | 87% | 32% | 59% | 77% |
| City employees are professional in conducting their work. | 64% | 94% | 86% | 89% | 37% | 75% | 91% |
| City employees are prompt in getting their work completed. | 45% | 74% | 84% | 87% | 31% | 64% | 79% |
| City employees show a customer service orientation when working. | 52% | 80% | * | * | * | * | * |
| * No comparable question | Lowest value over previous surveys | | | Highest value over previous surveys | At or below national low | | At or above national high |

In Table 4, favorability scores for five of the nine questions previous asked in the 2013 and 2011 Corpus Christi Community Surveys in the citizen involvement, customer service and business practices area were significantly higher (greater than the combined margin of error of 10.5%) than favorability scores for the previous years.  Those questions were:

1. The City of Corpus Christi welcomes citizen involvement.
2. The City of Corpus Christi listens to citizens.
3. The City of Corpus Christi keeps its citizens informed about matters that affect them.
4. The City of Corpus Christi resolves complaints & service problems in a timely manner.
5. I am satisfied with the ability to do city business on-line, such as paying bills or filing service requests.
6. City employees show a customer service orientation when working.

Both the QR Code Data and the Final Data Pool favorability scores exceeded the national benchmark high favorability score for:

1. The City of Corpus Christi (the city) welcomes citizen involvement.

The mean aggregate scores by zip code for the ten questions in citizen involvement, customer service and business practices range from 2.28 to 3.01.  In Image 2, the darker blue the fill, the higher the mean score for the zip code.

**Image 2. Distribution of Mean Zip Code Scores for Citizen Involvement and Business Practices**

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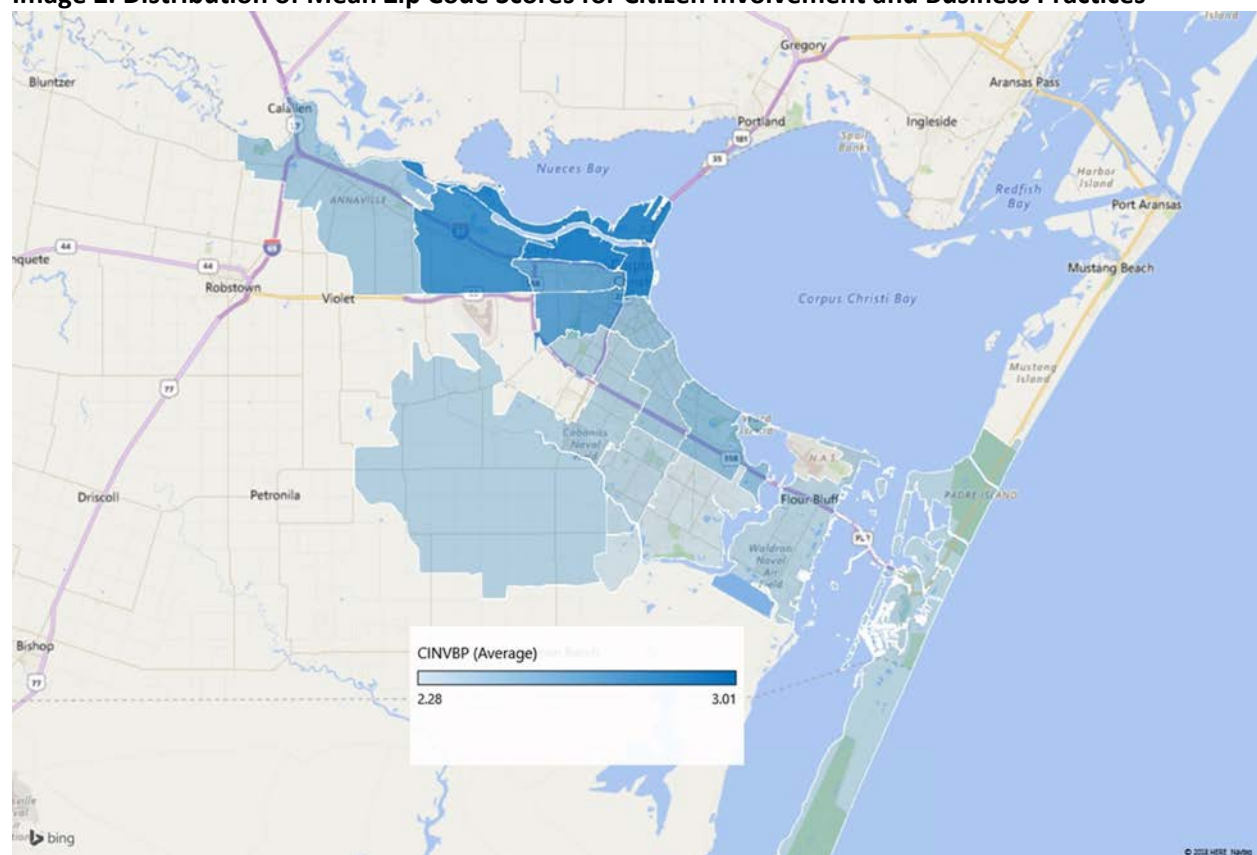
**NEIGHBORHOOD SERVICES AND APPEARANCE**

Table 5 presents the favorability scores pertaining to neighborhood services and appearance from the 2018 Community Survey, the 2013 Community Survey, the 2011 Community Survey and the national benchmark data.

**Table 5. Neighborhood Services and Appearance**

| Survey Question | 2018 CC Survey % of Satisfied & Very Satisfied | | 2013 CC Survey % of Favorable Responses | 2011 CC Survey % of Favorable Responses | 2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k | | |
|---|---|---|---|---|---|---|---|
| QR Code Data within the margin of error for one or both previous surveys | Final Data Pool | QR Code Data | | | Low | Average | High |
| QR Code Data exceeds the margin of error for both previous surveys | | 95% probability +/- 6.0% | 95% probability +/- 4.5% | | 95% probability +/- 4.5% | | |
| Quality of residential garbage collection in your neighborhood | 83% | 91% | 87% | 77% | 69% | 85% | **95%** |
| Quality of residential curbside recycling services in your neighborhood | 76% | 85% | 85% | 86% | 55% | 79% | 94% |
| Quality of brush & bulky collection services in your neighborhood | 53% | 71% | 77% | 73% | 50% | 71% | 87% |
| Effectiveness of animal control services in your neighborhood | 53% | 83% | 57% | 50% | 33% | 55% | 78% |
| Cleanliness of city streets & public areas in your neighborhood | 46% | 78% | 47% | 47% | 31% | 59% | 87% |
| Code enforcement of high weeds in your neighborhood | 49% | 78% | 45% | 47% | 14% | 42% | 62% |
| Code enforcement of dilapidated & vacant buildings in your | 49% | 76% | 41% | 48% | 14% | 45% | 66% |
| City efforts on litter prevention and clean up in your neighborhood | 45% | 79% | 50% | 50% | 13% | 43% | 64% |
| * No comparable question | Lowest value over previous surveys | | | Highest value over previous surveys | At or below national low | | At or above national high |

Table 5 shows that 2018 Corpus Christi Community Survey favorability scores exceeded the combined margin of error for five of the eight favorability scores for the 2013 and 2011 Corpus Christi Community Surveys. Those questions were:

1. Effectiveness of animal control services in your neighborhood.
2. Cleanliness of city streets & public areas in your neighborhood.
3. Code enforcement of high weeds in your neighborhood.

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4. Code enforcement of dilapidated & vacant buildings in your neighborhood.
5. City efforts on litter prevention and clean up in your neighborhood.

The QR Code Data favorability scores exceeded the national benchmark high favorability scores by the combine margin of error for two questions in the area of neighborhood services and appearance:

1. Code enforcement of high weeds in your neighborhood.
2. City efforts on litter prevention and clean up in your neighborhood.

The mean aggregate scores by zip code for the eight questions in neighborhood services and appearance range from 2.34 to 2.96. In Image 3, the darker blue the fill, the higher the mean score for the zip code.

**Image 3.  Distribution of Mean Zip Code Scores for Neighborhood Services and Appearance**

014
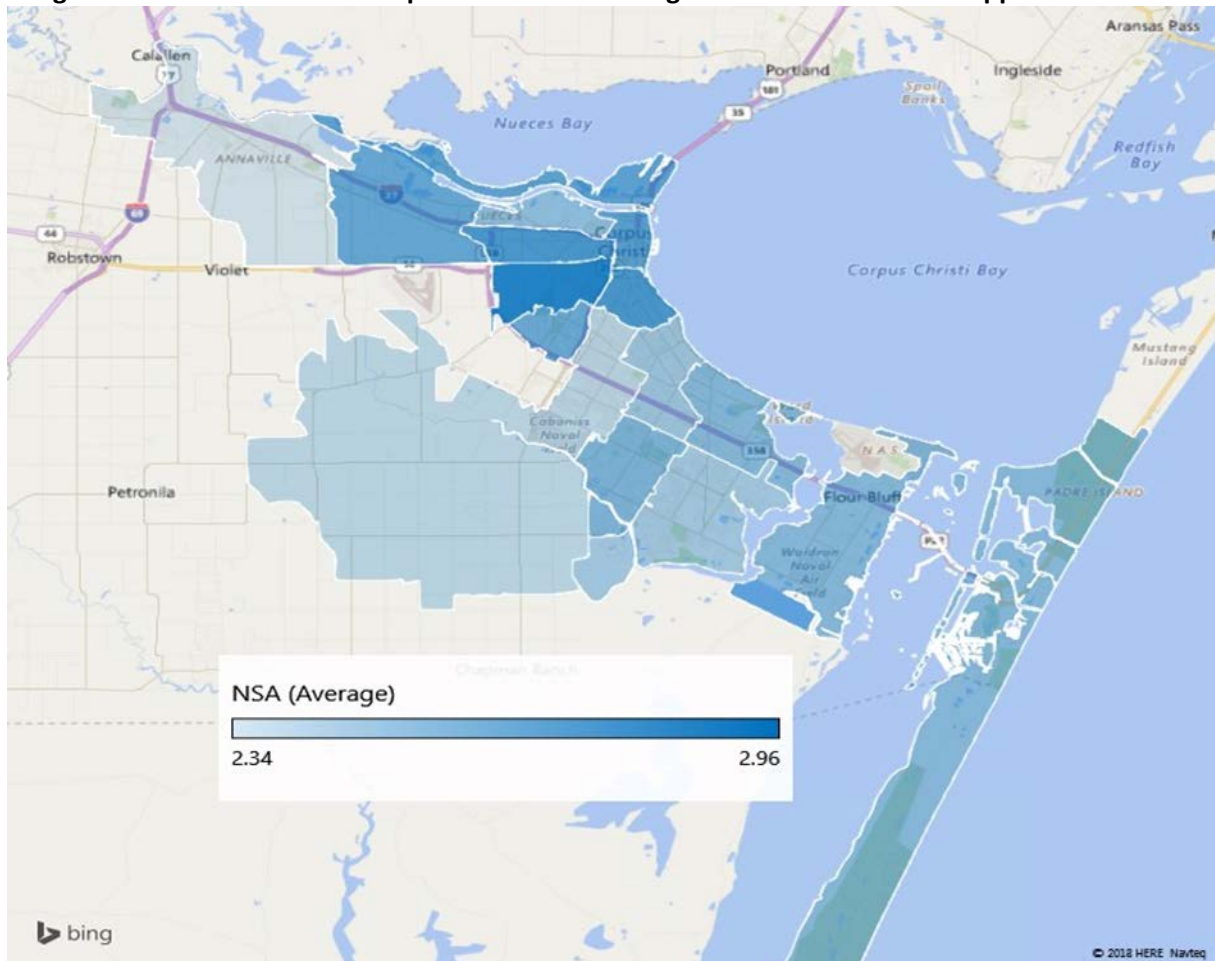
**CONDITION OF CITY STREETS**

Table 6 presents the favorability scores pertaining to the condition of city streets from the 2018 Community Survey, the 2013 Community Survey, the 2011 Community Survey and the national benchmark data.

**Table 6. Condition of City Streets**

| Survey Question | 2018 CC Survey % of Satisfied & Very Satisfied | | 2013 CC Survey % of Favorable Responses | 2011 CC Survey % of Favorable Responses | 2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k | | |
|---|---|---|---|---|---|---|---|
| QR Code Data within the margin of error for one or both previous surveys | Final Data Pool | QR Code Data | | | Low | Average | High |
| QR Code Data exceeds the margin of error for both previous surveys | | 95% probability +/- 6.0% | 95% probability +/- 4.5% | | 95% probability +/- 4.5% | | |
| Condition of neighborhood streets | 30% | 69% | 40% | 42% | 30% | 51% | 75% |
| Condition of major city streets | 29% | 71% | 48% | 52% | 24% | 50% | 83% |
| Overall road conditions within the City | 24% | 68% | 27% | 33% | * | * | * |
| * No comparable question | Lowest value over previous surveys | | | Highest value over previous surveys | At or below national low | | At or above national high |

Table 6 shows that 2018 Corpus Christi Community favorability scores for all three questions exceeded the combined margin of error for all three favorability scores for the 2013 and 2011 Corpus Christi Community Surveys. Those questions were:

1. Condition of neighborhood streets
2. Condition of major city streets
3. Overall road conditions within the City

Although the favorability scores are higher for the 2018 Community Survey, when compared to other broad service areas in the 2018 data, the condition of city streets has the mean aggregate score of 2.05. The intensity of this low favorability level was demonstrated with the Final Data Pool having extremely low favorability scores for all three questions in this area and matching the national benchmark low favorability score for:

1. The condition of neighborhood streets.

When observed by zip code, the mean aggregate scores for the three questions range from 1.67 to 2.63. In Image 4, on the next page, the darker blue the fill, the higher the mean score for the zip code.

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**Image 4. Distribution of Mean Zip Code Scores for Condition of City Streets**

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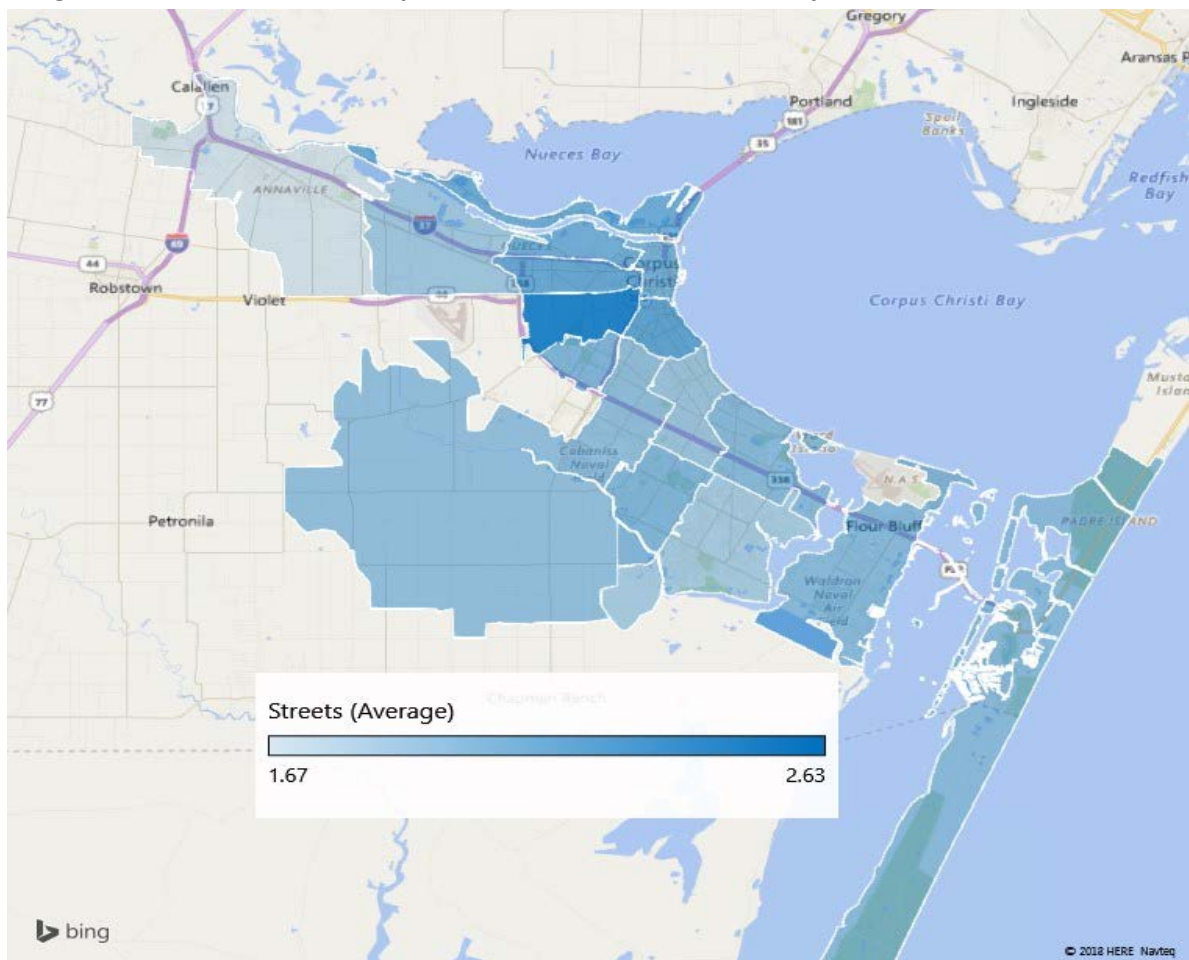
**PARKS AND LIBRARIES**

Table 7 presents the favorability score pertaining to parks and libraries from the 2018 Community Survey, the 2013 Community Survey, the 2011 Community Survey and the national benchmark data.
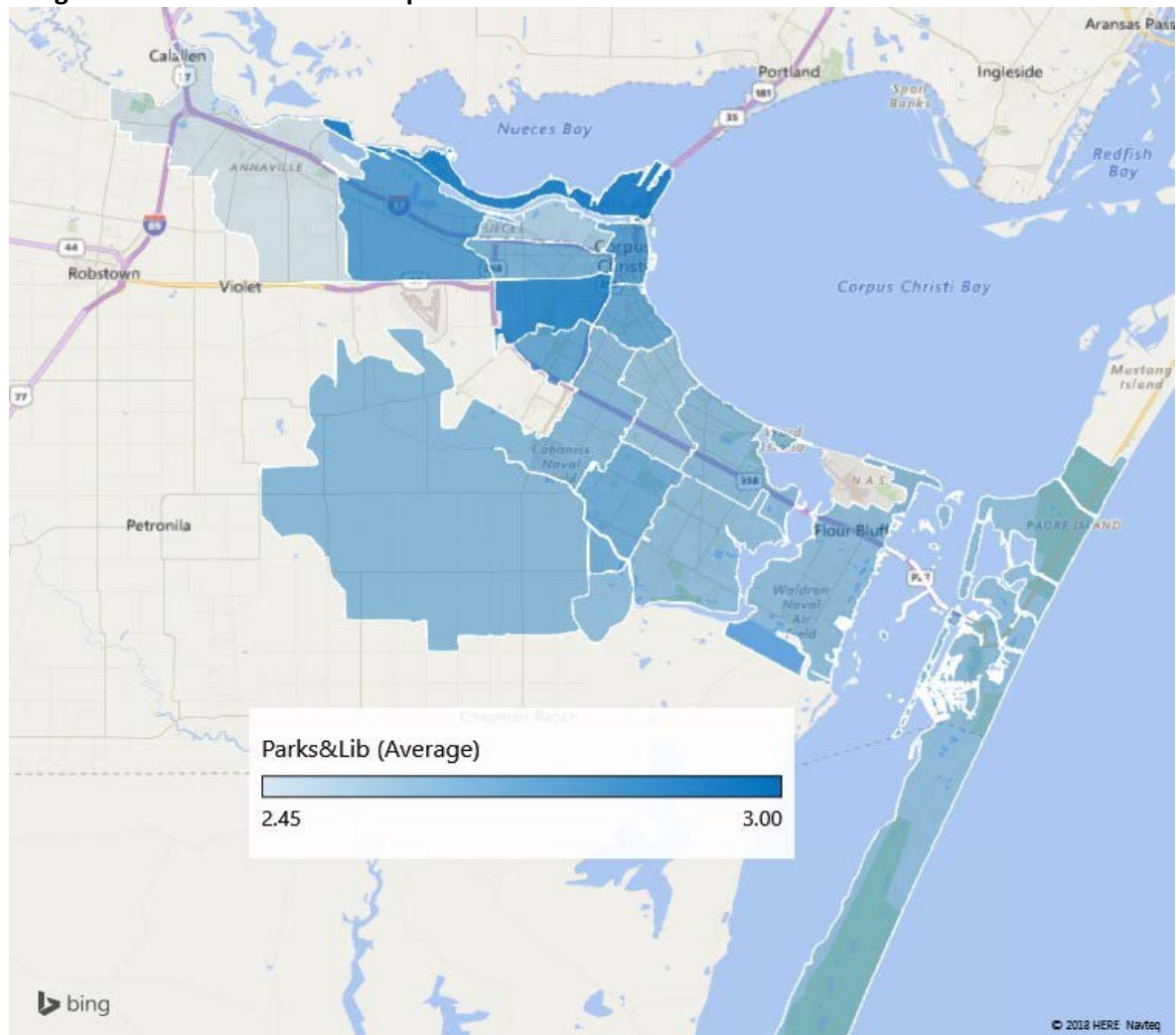
**Table 7. Parks and Libraries**

| Survey Question | 2018 CC Survey % of Satisfied & Very Satisfied | | 2013 CC Survey % of Favorable Responses | 2011 CC Survey % of Favorable Responses | 2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k | | |
|---|---|---|---|---|---|---|---|
| QR Code Data within the margin of error for one or both previous surveys | Final Data Pool | QR Code Data | | | Low | Average | High |
| QR Code Data exceeds the margin of error for both previous surveys | | 95% probability +/- 6.0% | 95% probability +/- 4.5% | | 95% probability +/- 4.5% | | |
| Number and location of city parks | 66% | 83% | 83% | 81% | 39% | 71% | 86% |
| Overall appearance of city parks | 54% | 87% | 61% | 73% | 49% | 73% | 93% |
| Overall quality of parks & recreation services | 54% | 84% | 70% | 79% | 45% | 73% | 92% |
| Overall quality of city libraries | 81% | 85% | 89% | 92% | 70% | 80% | 93% |
| * No comparable question | Lowest value over previous surveys | | | Highest value over previous surveys | At or below national low | | At or above national high |

With the third highest mean favorability score of 2.70, the area of parks and libraries continued to enjoy a relatively high level of favorability when compared to other broad service areas in the 2018 Corpus Christi Community Survey Data. Table 7 shows that 2018 Corpus Christi Community Survey favorability scores for one of the four questions exceeded the combined margin of error for favorability scores for the 2013 and 2011 Corpus Christi Community Surveys.  That question was:

1. Overall appearance of city parks.

The mean aggregate scores by zip code for the four questions in the parks and libraries area range from 2.45 to 3.63.  In Image 5, on the next page, the darker blue the fill, the higher the mean score for the zip code.

**Image 5.  Distribution of Mean Zip Code Scores for Parks and Libraries**
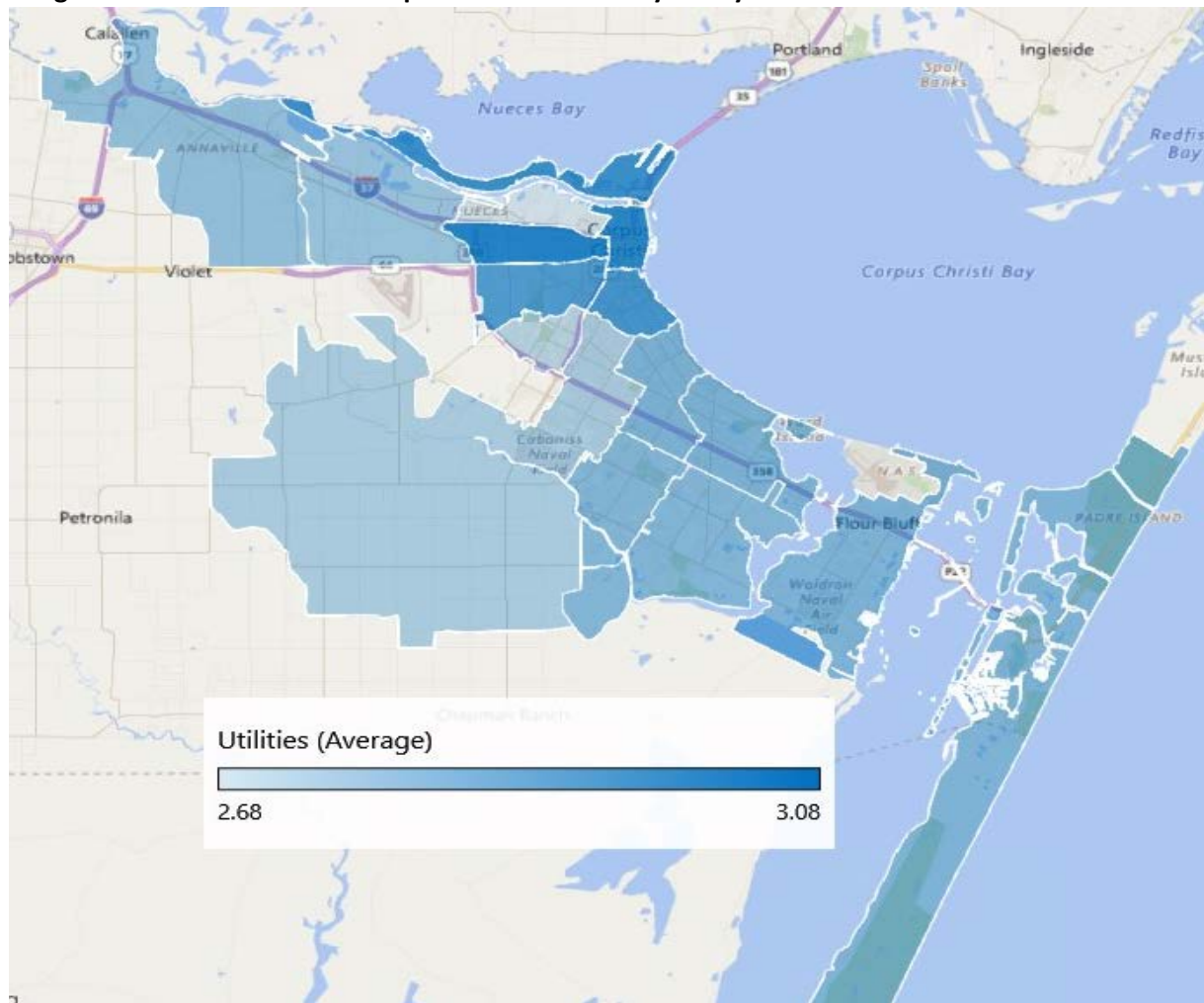
018

**CITY UTILITY SERVICES**

Table 8 presents the favorability scores pertaining to city utility services from the 2018 Community Survey, the 2013 Community Survey, the 2011 Community Survey and the national benchmark data.

**Table 8. City Utility Services**

| Survey Question | 2018 CC Survey % of Satisfied & Very Satisfied | | 2013 CC Survey % of Favorable Responses | 2011 CC Survey % of Favorable Responses | 2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k | | |
|---|---|---|---|---|---|---|---|
| QR Code Data within the margin of error for one or both previous surveys | Final Data Pool | QR Code Data | | | Low | Average | High |
| QR Code Data exceeds the margin of error for both previous surveys | | 95% probability +/- 6.0% | 95% probability +/- 4.5% | | 95% probability +/- 4.5% | | |
| The speed of responding to requests for utility service | 73% | 86% | 85% | 79% | * | * | * |
| Ease of making utility payments | 82% | 84% | 88% | 85% | * | * | * |
| Overall quality of waste water services (sanitary sewer) to your home | 75% | 85% | 77% | 86% | 45% | 68% | 84% |
| Overall quality of gas service to your home | 91% | 87% | 83% | 91% | * | * | * |
| Overall quality of water service to your home | 66% | 85% | 82% | 81% | 55% | 77% | 95% |
| * No comparable question | Lowest value over previous surveys | | | Highest value over previous surveys | At or below national low | | At or above national high |

With the second highest mean favorability score of 2.86, the area of city utility services continued to enjoy a relatively high level of favorability when compared to other broad service areas in the 2018 Corpus Christi Community Survey Data. Table 8 shows that no 2018 Corpus Christi Community Survey favorability scores exceeded previous Corpus Christi Community Surveys of 2013 and 211 by the combined margin of error. The mean aggregate scores by zip code for the five questions in the city utility services range from 2.68 to 3.08. In Image 6, the darker blue the fill, the higher the mean score for the zip code.

**Image 6. Distribution of Mean Zip Code Scores for City Utility Services**

**PUBLIC SAFETY & SECURITY**

Table 9 presents the favorability scores pertaining to public safety from the 2018 Community Survey, the 2013 Community Survey, the 2011 Community Survey and the national benchmark data.

**Table 9. Public Safety and Security**

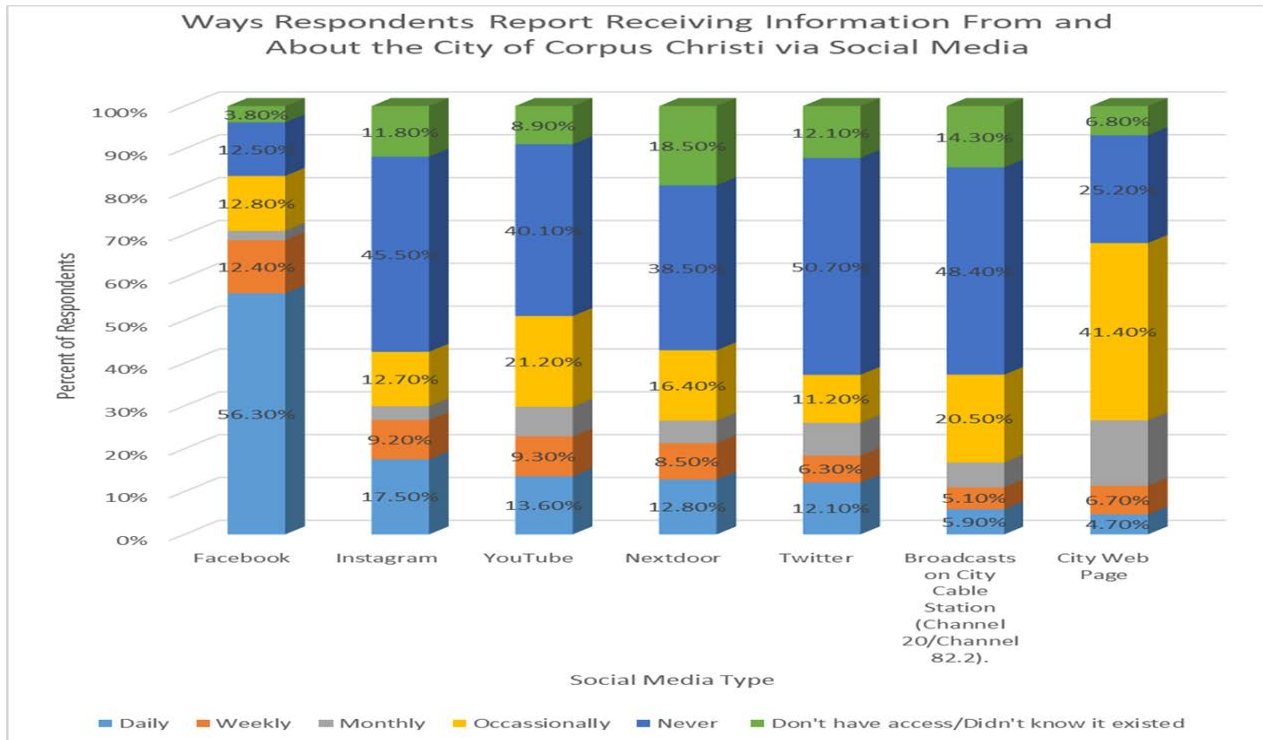| Survey Question | 2018 CC Survey % of Satisfied & Very Satisfied | | 2013 CC Survey % of Favorable Responses | 2011 CC Survey % of Favorable Responses | 2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k | | |
|---|---|---|---|---|---|---|---|
| QR Code Data within the margin of error for one or both previous surveys | Final Data Pool | QR Code Data | | | Low | Average | High |
| QR Code Data exceeds the margin of error for both previous surveys | | 95% probability +/- 6.0% | 95% probability +/- 4.5% | | 95% probability +/- 4.5% | | |
| How safe I feel in my neighborhood in the daytime | 80% | 86% | 72.2% | 79.0% | 72% | 87% | 98% |
| How safe I feel in my neighborhood in the evening/night | 65% | 84% | 84% | 79% | 32% | 66% | 88% |
| Fire protection response time in your neighborhood | 89% | 86% | 95% | 96% | 73% | 82% | 90% |
| Ambulance response time in your neighborhood | ↑ 87% | ↑ 87% | 93% | 88% | 67% | 76% | 87% |
| Police emergency response time in my neighborhood | 72% | 84% | 80% | 84% | 20% | 67% | 88% |
| Quality of traffic law enforcement | 58% | ↑ 79% | 73% | 79% | 28% | 56% | 73% |
| Quality of crime prevention efforts | 53% | 88% | * | * | * | * | * |
| Overall quality of fire protection services | 88% | 85% | 95% | 92% | 79% | 86% | 94% |
| Overall quality of emergency medical assistance | 88% | 87% | 93% | 94% | 61% | 82% | 91% |
| Overall quality of police services | 70% | 83% | 80% | 84% | 39% | 72% | 94% |
| * No comparable question | Lowest value over previous surveys | | | Highest value over previous surveys | At or below national low | | At or above national high |

With the highest mean favorability score of 2.94, the area of public safety and security continued to enjoy a high level of favorability when compared to other broad service areas in the 2018 Corpus Christi Community Survey Data. Table 8 shows that no 2018 Corpus Christi Community Survey favorability scores exceeded previous Corpus Christi Community Surveys of 2013 and 211 by the combined margin of error.

Both the QR Code Data and the Final Data Pool favorability scores exceeded the national benchmark high favorability score for one question:

1.  Ambulance response time in your neighborhood.

The mean aggregate scores for the ten questions in the public safety and security area range from 2.77 to 3.12.  In Image 7, the darker blue the fill, the higher the mean score for the zip code.

**Image 7.  Distribution of Mean Zip Code Scores for Public Safety and Security**
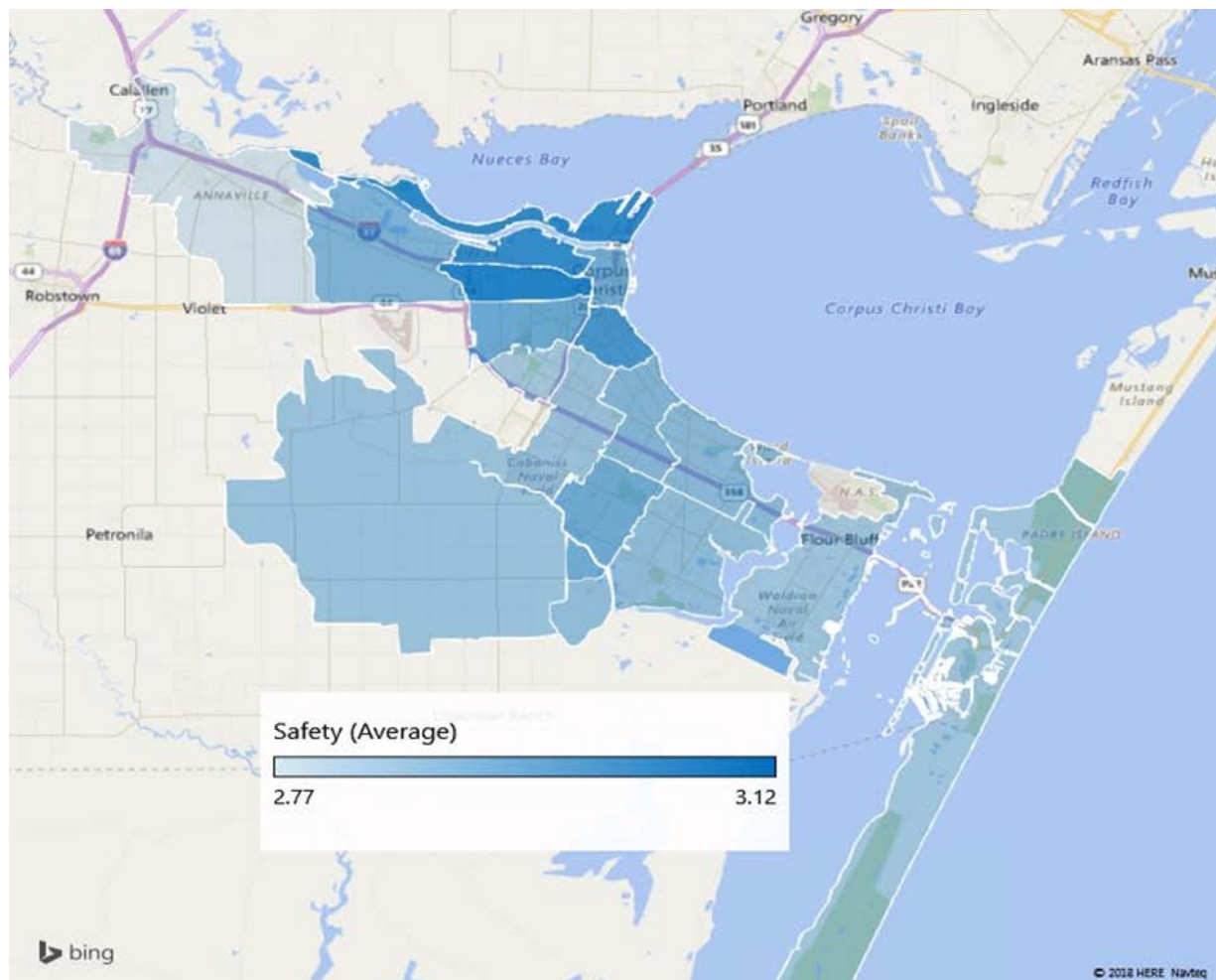
**SOCIAL MEDIA & INFORMATION**

Chart 1 presents the data pertaining social media use as reported by Final Data Pool respondents to the 2018 Community Survey. When comparing the data on the media platforms polled, the regular use (daily/weekly) of Facebook is nearly 2.5 times greater than any other media type.

**Chart 1. Social Media Use Among Respondents**



Table 10 presents the favorability scores pertaining to social media and information from the 2018 Community Survey, the 2013 Community Survey. No data exists for the 2011 Community Survey nor the national benchmark data.

**Table 10. Social Media and Information**

| Survey Question | 2018 CC Survey % of Satisfied & Very Satisfied | | 2013 CC Survey % of Favorable Responses | 2011 CC Survey % of Favorable Responses | 2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k | | |
|---|---|---|---|---|---|---|---|
| QR Code Data within the margin of error for one or both previous surveys | Final Data Pool | QR Code Data | | | Low | Average | High |
| QR Code Data exceeds the margin of error for both previous surveys | | 95% probability +/- 6.0% | 95% probability +/- 4.5% | | 95% probability +/- 4.5% | | |
| The quality of the information that you receive from the city. | 53% | 86% | 76% | * | * | * | * |
| * No comparable question | Lowest value over previous surveys | | | Highest value over previous surveys | At or below national low | | At or above national high |

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Although close, Table 10 shows that the 2018 Community Survey score for the sole question in the table is not significantly greater than the 2013 Community Survey favorability score.

The mean aggregate scores for social media and information range from 2.21 to 3.15. In Image 8, the darker blue the fill, the higher the mean score for the zip code.

**Image 8. Distribution of Mean Zip Code Scores for Media and Information**
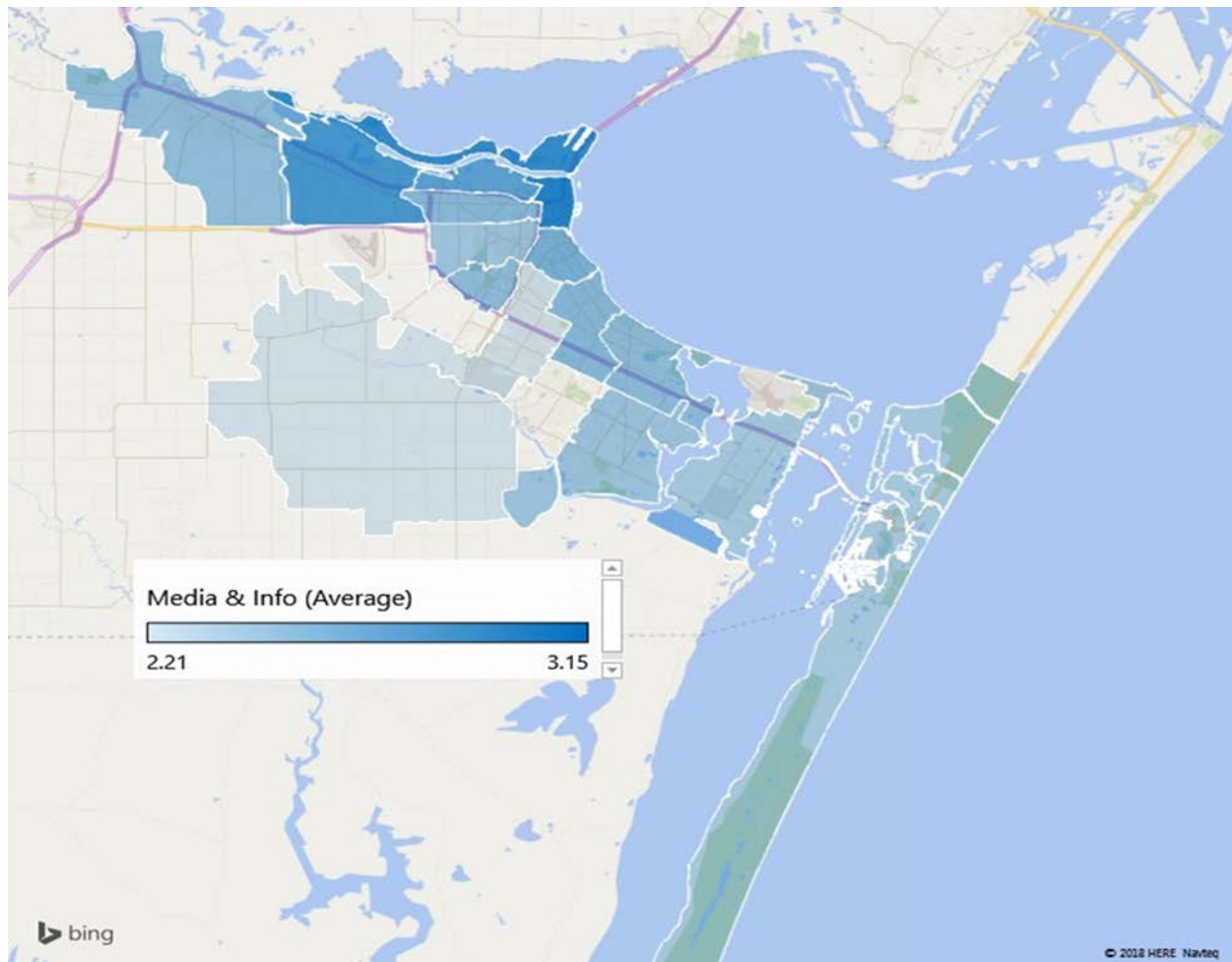
**MEAN COMMUNITY SERVICE FAVORABILITY SCORE DISTRIBUTION BY ZIP CODE**

The mean aggregated favorability scores for the broad service areas by zip code are presented in Table 11 below.

**Table 11. Distribution of Mean Service Area Scores by Zip Code.**

| Zip code | Community Identity & Leadership | Citizen Involvement, Customer Service & Business Practices | Neighborhood Services & Appearance | Condition of City Streets | Parks & Libraries | City Utility Services | Public Safety & Security | Social Media & Information |
|---|---|---|---|---|---|---|---|---|
| 78401 | 3.07 | 2.99 | 2.74 | 2.09 | 2.81 | 3.05 | 2.94 | 3.15 |
| 78402 | 3.04 | 2.97 | 2.73 | 2.17 | 3.00 | 3.02 | 3.09 | 3.05 |
| 78404 | 2.27 | 2.45 | 2.81 | 2.24 | 2.75 | 2.99 | 3.04 | 2.62 |
| 78405 | 2.63 | 2.75 | 2.96 | 2.63 | 2.94 | 2.96 | 2.96 | 2.41 |
| 78407 | 3.01 | 3.01 | 2.53 | 2.15 | 2.52 | 2.68 | 3.08 | 2.82 |
| 78408 | 3.02 | 2.69 | 2.80 | 2.21 | 2.69 | 3.08 | 3.12 | 2.54 |
| 78409 | 2.79 | 2.86 | 2.70 | 1.88 | 2.82 | 2.78 | 2.92 | 2.94 |
| 78410 | 2.10 | 2.40 | 2.34 | 1.67 | 2.45 | 2.79 | 2.77 | 2.50 |
| 78411 | 2.25 | 2.40 | 2.48 | 1.89 | 2.58 | 2.84 | 2.90 | 2.54 |
| 78412 | 2.29 | 2.49 | 2.57 | 2.00 | 2.63 | 2.84 | 2.89 | 2.51 |
| 78413 | 2.11 | 2.30 | 2.60 | 2.04 | 2.71 | 2.83 | 2.95 | 2.42 |
| 78414 | 2.11 | 2.28 | 2.46 | 1.83 | 2.61 | 2.83 | 2.88 | 2.42 |
| 78415 | 2.10 | 2.33 | 2.37 | 1.95 | 2.64 | 2.73 | 2.85 | 2.21 |
| 78416 | 2.11 | 2.34 | 2.67 | 2.06 | 2.75 | 2.70 | 2.83 | 2.50 |
| 78418 | 2.10 | 2.31 | 2.57 | 2.01 | 2.62 | 2.84 | 2.84 | 2.36 |

In rank order from highest to lowest city wide scores for the eight broad service areas are:

1. Public Safety & Security          2.94
2. City Utility Services             2.86
3. Parks and Libraries              2.70
4. Neighborhood Services
   & Appearance                     2.62
5. Social Media & Information        2.60
6. Citizen Involvement, Customer Service
   & Business Practices             2.57
7. Community Identity & Leadership   2.47
8. Condition of City Streets         2.05

Image 9, on the following page, graphs the composite mean for all eight service areas in the 2018 Corpus Christi Community Survey by zip code.

**Image 9. Composite Mean to All Services Questions by Zip Code**
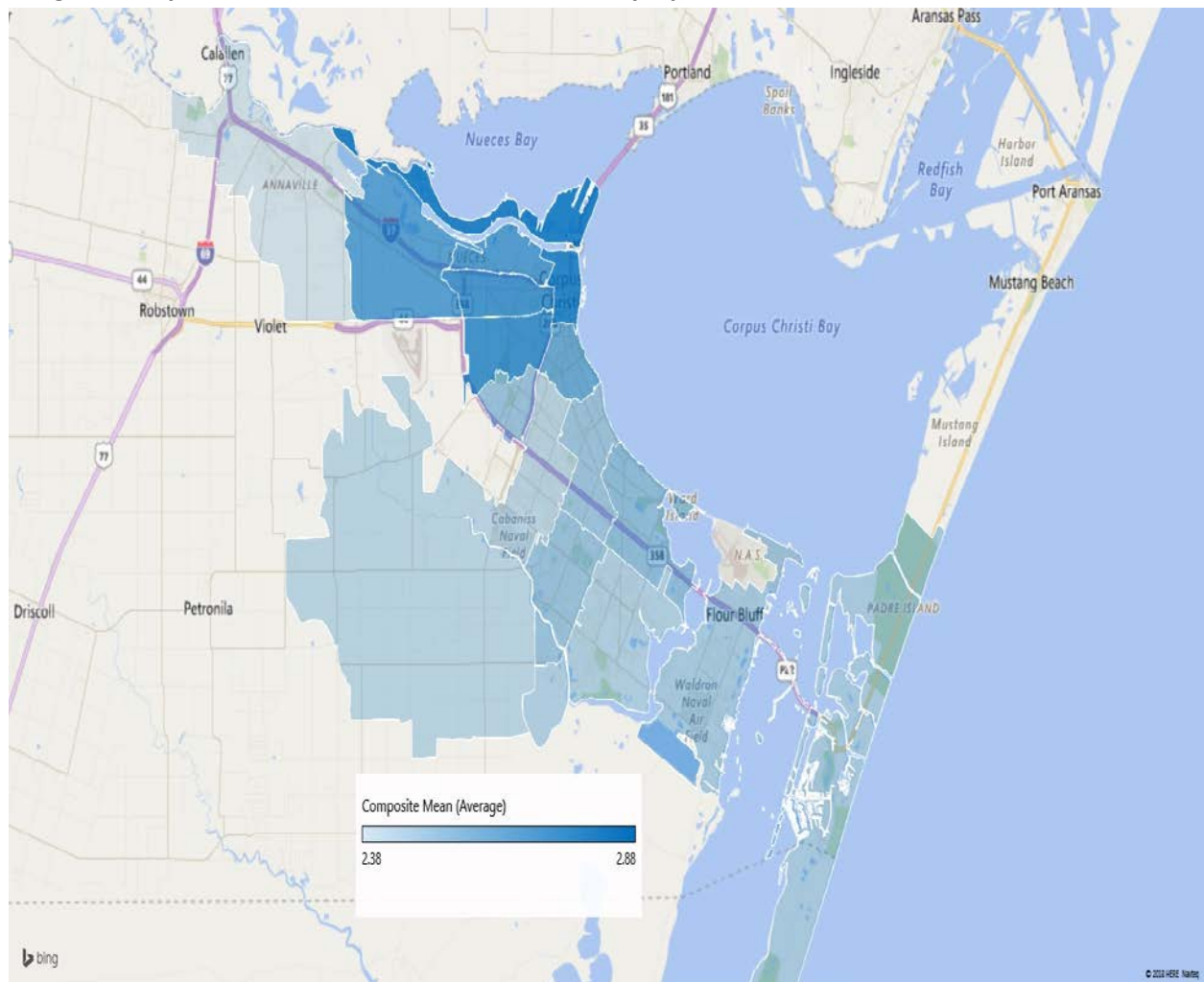
**CONCLUSIONS**

Although the data from the 2018 is not ideal for making critical managerial and personnel decisions due to the amount of time that has passed since the most previous survey and the potential bias resulting from a non-probability sample that lead to self-section, there are some conclusions that can be drawn from using this feedback mechanism:

A.  Three broad service areas continued to enjoy some of the highest levels of favorability with no statistically significant change in their favorability scores:
    1.  Public Safety and Security, with a mean favorability score of 2.94.
        a.  Favorability scores for both the QR Code Data and the Final Data Pool matched the national benchmark high favorability score for:
            i.Ambulance response time in your neighborhood.
    2.  City Utility Services with a mean favorability score of 2.86.
    3.  Parks and Libraries with a mean favorability score of 2.70.

B.  Strides have been made in four of the eight broad service areas as a majority of the questions within each service area having favorability score which exceeded favorability scores from previous surveys by the combined margin of error:
    1.  Community Identity and Leadership.
        a.  The favorability score was significantly higher than the national benchmark high favorability score for:
            i.   How CC (the city) plans for and handles growth.
    2.  Citizen Involvement, Customer Service and Business Practices.
        a.  Favorability scores from both the QR Code Data and the Final Data Pool exceeded the national benchmark high favorability score for:
            i.   The City of Corpus Christi welcomes citizen involvement.
    3.  Neighborhood Services and Appearance.
    4.  Condition of City Streets.

C.  The Condition of City Streets continues to have the lowest levels of favorability throughout the city despite statistically significant increase the favorability scores for all three questions in the area.
    1.  The intensity of this opinion is demonstrated with the Final Data Pool favorability score matching the national benchmark low favorability score for:
        a.   The condition of neighborhood streets.

D.  Data regarding communication and information channels is also presented in the report.  In that data,  68% of respondents stated they use Facebook once a week or more to get information about the City of Corpus Christ, it is by far (2.5 times) the most common social network used to get information about the city.

E.  Favorability scores on the 2018 Corpus Christi Community Survey exceeded the national benchmark high favorability scores by the combined margin of error for:
1.  How the CC (the city) plans for and handles growth.
2.  The City of Corpus Christi (the city) welcomes citizen involvement.
3.  Code enforcement of high weeds in your neighborhood.
4.  City efforts on litter prevention and clean up in your neighborhood.

F.  Although not representative of the community as a whole, the exceptionally low favorability scores in the Final Data Pool suggest that there is segment of the Corpus Christi community that have intensely negative perceptions and opinions towards a majority of community services they receive.

G.  Composite mean data from the 8 broad service areas by zip code suggests that those respondents at furthest from the city center tend to have lower levels of overall favorability than those closer to the city center.

H.  Community surveys to track changing community demographics; evaluate quality of life within a community and the quality of community services are best when done using a periodic schedule and a rigorous sampling methodology.  It is highly recommended that the City adopt a periodic timetable and use rigorous probability sampling methods to assure the data gathered from those surveys is suitable for programing and budget decision-making.

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# Appendix A: Survey Instrument

# City of Corpus Christi Community Survey

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Q1 What is your primary language?  ¿Cual es tu idioma principal?

○ English  (1)

○ Spanish  (2)

○ Other (Please enter)  (3) _____

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Greetings from Texas A&M University -- Corpus Christi. This is a survey being conducted by Dr. Daniel Jorgensen, Professor of Public Administration and Dr. Beth Rauhaus, Assistant Professor of Public Administration at Texas A&M University-- Corpus Christi.  We are working with the City of Corpus Christi to conduct a Community Survey.  The survey is a very important study that gathers information from residents like you to help the City make service improvements and budget decisions.

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Your participation in this survey is voluntary. You may refuse to take part in the survey.  You will receive no direct benefits from participating in this survey. However, your responses may help us learn more about individuals understanding and perceptions of city services in the City of Corpus Christi, Texas.

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Q4 There are no foreseeable risks involved in participating in this survey other than those encountered in day-to-day life. Your survey answers will be sent to a link at Qualtrics .Com where data  will be stored in a password protected electronic format. We will not collect identifying information such as your name or email address.  Therefore, your responses will remain anonymous and will be reported to the City only by zip code. No one will be able to identify you or your answers, and no one will know whether or not you participated in the study. If you have questions at any time about the survey or the procedures, you may contact one of the survey supervisors, Dr. Daniel Jorgensen (phone: 361-825-3269/email:

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dan.jorgensen@tamucc.edu)    or    Dr.    Beth    Rauhaus    (phone:    361-825-3286/email
beth.rauhaus@tamucc.edu).

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Q5 ELECTRONIC CONSENT: Please select your choice below. You may print a copy of this consent form for your records. Clicking on the "Agree" button indicates that
       You have read the above information
       You voluntarily agree to participate
       You are 18 years of age or older

○ No  (1)

○ Yes  (2)

*Skip To: End of Block If Q5 = No*

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Q6 Which best describes your residency in Corpus Christi?

○ I don't live in Corpus Christi  (1)

○ I consider myself a part-time resident of Corpus Christi  (2)

○ I consider myself a full-time resident of Corpus Christi  (3)

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\*

Q7 What are the last two numbers (784XX) of the zip code where you live in Corpus Christi?

_____

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Thank you, Let's Begin.

**End of Block: Welcome**

**Start of Block: Community Identity and Leadership**

Q9 In this group of questions we are interested in your perception of the City of Corpus Christi in terms of the quality of life in Corpus Christi, the value you receive for your tax dollar, the City's efforts in developing employment opportunities, how you view efforts the City is taking to create a vibrant downtown and bay front as well as maintaining City facilities.  All of these things contribute to the identity of the the City of Corpus Christi as a place to live and the leadership shown by the City.  Rate the following questions on a scale of one to four, where #1 means very dissatisfied & #4 means very satisfied.  Circle #5 only if you don't know or have no opinion on any particular question.

Q10 What is your overall opinion on the

| | Very dissatisfied (1) | Dissatisfied (2) | Satisfied (3) | Very Satisfied (4) | Don't know/Have no opinion (5) |
|---|---|---|---|---|---|
| quality of life in the City? (2) | ○ | ○ | ○ | ○ | ○ |
| quality of services provided by the City of Corpus Christi? (1) | ○ | ○ | ○ | ○ | ○ |
| value you receive for your city tax dollars & fees? (3) | ○ | ○ | ○ | ○ | ○ |
| how Corpus Christi plans for and handles growth? (4) | ○ | ○ | ○ | ○ | ○ |
| City efforts to attract new employers to the community? (6) | ○ | ○ | ○ | ○ | ○ |
| City efforts to help existing employers grow? (7) | ○ | ○ | ○ | ○ | ○ |
| City efforts to create a vibrant downtown & bay front? (8) | ○ | ○ | ○ | ○ | ○ |
| condition of City facilities? (9) | ○ | ○ | ○ | ○ | ○ |

Q11 The next series of questions looks at your perceptions of working with the City of Corpus Christi. Using a different scale of one to four where #1 means strongly disagree & #4 means strongly agree, please tell us if you agree or disagree with the following statements.

| | Strongly disagree (1) | Disagree (2) | Agree (6) | Strongly agree (7) | Don't know/Have no opinion (5) |
|---|---|---|---|---|---|
| The City of Corpus Christi welcomes citizen involvement. (1) | ○ | ○ | ○ | ○ | ○ |
| The City of Corpus Christi listens to citizens. (2) | ○ | ○ | ○ | ○ | ○ |
| The City of Corpus Christi keeps its citizens informed about matters that affect them. (3) | ○ | ○ | ○ | ○ | ○ |
| The City of Corpus Christi resolves complaints & service problems in a timely manner. (4) | ○ | ○ | ○ | ○ | ○ |
| Having the City of Corpus Christi Call Center is very helpful in conducting business with the City. (11) | ○ | ○ | ○ | ○ | ○ |
| I am satisfied with the ability to do city business on-line, such as paying bills or | ○ | ○ | ○ | ○ | ○ |

| | | | | | |
|---|---|---|---|---|---|
| filing service requests. (5) | | | | | |
| City employees are knowledgeable about their work. (6) | ○ | ○ | ○ | ○ | ○ |
| City employees are professional in conducting their work. (7) | ○ | ○ | ○ | ○ | ○ |
| City employees are prompt in getting their work completed. (9) | ○ | ○ | ○ | ○ | ○ |
| City employees show a customer service orientation when working. (10) | ○ | ○ | ○ | ○ | ○ |

Q12 On a scale from one to four, rank your satisfaction with the following services that most often involve our neighborhoods. Remember #1 means very dissatisfied & #4 means very satisfied, while #5 means you don't know or have no opinion.

| | Very dissatisfied (1) | Dissatisfied (2) | Satisfied (3) | Very Satisfied (4) | Don't know/Have no opinion (5) |
|---|---|---|---|---|---|
| Quality of residential garbage collection in your neighborhood? (1) | ○ | ○ | ○ | ○ | ○ |
| Quality of residential curbside recycling services in your neighborhood? (2) | ○ | ○ | ○ | ○ | ○ |
| Quality of brush & bulky collection services in your neighborhood? (3) | ○ | ○ | ○ | ○ | ○ |
| Effectiveness of animal control services in your neighborhood? (4) | ○ | ○ | ○ | ○ | ○ |
| Cleanliness of city streets & public areas in your neighborhood? (5) | ○ | ○ | ○ | ○ | ○ |
| Code enforcement of high weeds in your neighborhood? | ○ | ○ | ○ | ○ | ○ |

| | | | | | |
|---|---|---|---|---|---|
| Code enforcement of dilapidated & vacant buildings in your neighborhood (7) | ○ | ○ | ○ | ○ | ○ |
| City efforts on litter prevention and clean up in your neighborhood? (8) | ○ | ○ | ○ | ○ | ○ |

Q13 Using the same scale as the questions about your neighborhood, this set of questions asks about your opinions regarding transportation and street maintenance in Corpus Christi.

| | Very dissatisfied (1) | Dissatisfied (2) | Satisfied (3) | Very satisfied (4) | Don't know/Have no opinion (5) |
|---|---|---|---|---|---|
| Condition of neighborhood streets? (3) | ○ | ○ | ○ | ○ | ○ |
| Condition of major city streets? (2) | ○ | ○ | ○ | ○ | ○ |
| Overall road conditions within the City? (1) | ○ | ○ | ○ | ○ | ○ |

Q14 Now we would like to know your opinions about the libraries, parks and recreational services in the City of Corpus Christi. On a scale from one to four, rank your satisfaction with the following items. Remember #1 means very dissatisfied & #4 means very satisfied, while #5 means you don't know or have no opinion.

| | Very dissatisfied (1) | Dissatisfied (2) | Satisfied (3) | Very Satisfied (4) | Don't know/Have no opinion (5) |
|---|---|---|---|---|---|
| Number and location of city parks? (1) | ○ | ○ | ○ | ○ | ○ |
| Overall appearance of city parks? (2) | ○ | ○ | ○ | ○ | ○ |
| Overall quality of parks & recreation services? (3) | ○ | ○ | ○ | ○ | ○ |
| Overall quality of city libraries? (4) | ○ | ○ | ○ | ○ | ○ |

End of Block: Libraries and Recreation

Start of Block: City Utility Services

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Q15 The City of Corpus Christi provides utility services like water, waste water, and natural gas to residents.  This set of questions asks about your perception of the utility services you receive at your residence in Corpus Christi.

|  | Very dissatisfied (2) | Dissatisfied (3) | Satisfied (4) | Very satisfied (6) | Don't know/Have no opinion (8) |
|---|---|---|---|---|---|
| The speed of responding to requests for utility service? (1) | ○ | ○ | ○ | ○ | ○ |
| Ease of making utility payments? (2) | ○ | ○ | ○ | ○ | ○ |
| Overall quality of waste water services (sanitary sewer) to your home? (3) | ○ | ○ | ○ | ○ | ○ |
| Overall quality of gas service to your home? (4) | ○ | ○ | ○ | ○ | ○ |
| Overall quality of water service to your home? (5) | ○ | ○ | ○ | ○ | ○ |

End of Block: City Utility Services

Start of Block: Public Safety and Security

Q16 Fire, emergency medical services and policing are some of the most essential services a city can provide its residents. Using the scale from one to four, rank your satisfaction with the following public safety and security items. Remember #1 means very dissatisfied & #4 means very satisfied, while #5 means you don't know or have no opinion.

| | Very dissatisfied (1) | Dissatisfied (2) | Satisfied (3) | Very satisfied (4) | Don't know/Have no opinion (5) |
|---|---|---|---|---|---|
| How safe I feel in my neighborhood during the day? (5) | ○ | ○ | ○ | ○ | ○ |
| How safe I feel in my neighborhood in the evening/night? (6) | ○ | ○ | ○ | ○ | ○ |
| Fire protection response time in your neighborhood? (1) | ○ | ○ | ○ | ○ | ○ |
| Ambulance response time in your neighborhood? (2) | ○ | ○ | ○ | ○ | ○ |
| Police emergency response time in my neighborhood? (9) | ○ | ○ | ○ | ○ | ○ |
| Quality of traffic law enforcement? (7) | ○ | ○ | ○ | ○ | ○ |
| Quality of crime prevention efforts? (8) | ○ | ○ | ○ | ○ | ○ |
| Overall quality of fire protection | ○ | ○ | ○ | ○ | ○ |

| | | | | | |
|---|---|---|---|---|---|
| services? (3) | | | | | |
| Overall quality of emergency medical assistance? (4) | ○ | ○ | ○ | ○ | ○ |
| Overall quality of police services? (10) | ○ | ○ | ○ | ○ | ○ |

Q17 Today people get information from many different sources.  The next few questions ask about ways you get information from and about the City of Corpus Christi.

Q18 In this question we ask you to tell us about how often you get information from the following media sources.

| | At least once a day (1) | At least once a week (2) | At least once a month (4) | Occasionally (5) | Never (6) | Don't have access/Didn't know they existed (7) |
|---|---|---|---|---|---|---|
| Facebook (1) | ○ | ○ | ○ | ○ | ○ | ○ |
| Instagram (2) | ○ | ○ | ○ | ○ | ○ | ○ |
| Twitter (3) | ○ | ○ | ○ | ○ | ○ | ○ |
| Nextdoor (4) | ○ | ○ | ○ | ○ | ○ | ○ |
| YouTube (5) | ○ | ○ | ○ | ○ | ○ | ○ |
| City Web Page (6) | ○ | ○ | ○ | ○ | ○ | ○ |
| Broadcasts on City Cable Station (Channel 20/Channel 82.2). (7) | ○ | ○ | ○ | ○ | ○ | ○ |

Q19 Now let's use the scale where #1 means very dissatisfied & #4 means very satisfied, and #5 means you don't know or have no opinion. Please rank your satisfaction with the quality of the information that you receive from the city.

○ Very dissatisfied (1)

○ Dissatisfied (2)

○ Satisfied (3)

○ Very satisfied (4)

○ Don't know/Have no opinion (5)

Q20 In order to ensure that our survey includes all groups fairly, our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

Q21 What is your gender?

○ Male (1)

○ Female (2)

○ Other (3)

✳

Q22 What is your year of birth? (yyyy)

_____

Q23  Are you Spanish, Hispanic, or Latino?

○ No  (1)

○ Yes  (2)

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -

Q24 Choose one or more races that you consider yourself to be:

American Indian or Alaska Native  (1)

Asian  (2)

Black or African American  (3)

Native Hawaiian or Pacific Islander  (4)

White  (5)

Other  (6) _____

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -

Q25 How many people (including yourself) live in your household?

_____

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -

Q26 What are the ages of those who live in your household (in years)?

○ Person 1 (you)  (1) _____

○ Person 2  (2) _____

○ Person 3  (3) _____

○ Person 4  (4) _____

○ Person 5  (5) _____

○ More than 5 people (please add ages with commas in between individuals)  (6)
_____

Q27 What is the highest level of school you have completed or the highest degree you have received?

○ Less than high school degree  (1)

○ High school graduate (high school diploma or equivalent including GED)  (2)

○ Some college but no degree  (3)

○ Associate degree in college (2-year)  (4)

○ Bachelor's degree in college (4-year)  (5)

○ Master's degree  (6)

○ Doctoral degree  (7)

○ Professional degree (JD, MD)  (8)

Q28 Information about income is very important to understand.  Would you please give your best guess?  Please indicate the answer that includes your entire household income in (previous year) before taxes.

○ Less than $20,000  (1)

○ $20,001 - $40,000  (2)

○ $40,001 - $60,000  (3)

○ $60,001 - $80,000  (4)

○ Over $80,001  (5)

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Q29  Your home is?

○ Rented  (1)

○ Owned  (2)

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Q30 Thank you for participating in this survey.

End of Block: Demographic Questions

# Appendix B: National Benchmarking Data from ETC Institute

## Corpus Christi, TX Citizen Survey Benchmarking Data
by percentage of respondents who rated the item as a 4 or a 5 on a 5-point scale (excluding "don't knows")

| Area Rated | Corpus Christi 2013 Survey | U.S. Avg. for Population 100K-500K Low | Average | High |
|---|---|---|---|---|
| **Quality of Life** | | | | |
| As a place to live | | 58% | 79% | 97% |
| As a place to raise children | | 36% | 67% | 98% |
| As a place to work | | 45% | 69% | 92% |
| As a place to retire | | 37% | 55% | 77% |
| Overall quality of life in the City | | 37% | 72% | 94% |
| Overall quality of City services provided | | 32% | 67% | 93% |
| Value received for City tax dollars/fees | | 16% | 47% | 73% |
| How well the City is planning for growth | | 23% | 40% | 63% |
| Condition of City facilities | | 41% | 73% | 92% |
| **Neighborhood Services and Appearance** | | | | |
| Quality of residential garbage collection | | 69% | 85% | 95% |
| Quality of residential curbside recycling services | | 55% | 79% | 94% |
| Quality of brush and bulky collection services | | 50% | 71% | 87% |
| Effectiveness of animal control services | | 33% | 55% | 78% |
| Cleanliness of city streets and public areas | | 31% | 59% | 87% |
| Code enforcement of high weeds | | 14% | 42% | 62% |
| Code enforcement of dilapidated and vacant buildings | | 14% | 45% | 66% |
| City efforts on litter prevention and cleanup | | 13% | 43% | 64% |
| Code enforcement of abandoned/junk vehicles | | 13% | 31% | 41% |
| **Transportation an Street Maintenance** | | | | |
| Overall quality of street repair and maintenance | | | | |
| Condition of major city streets | | 24% | 50% | 83% |
| Condition of neighborhood streets | | 30% | 51% | 75% |
| Overall condition of sidewalks | | 20% | 48% | 73% |
| Traffic flow on major city streets | | 15% | 41% | 65% |
| **Libraries, Recreation & Cultural Services** | | | | |
| Overall quality of city libraries | | 70% | 80% | 93% |
| Number and location of city parks | | 39% | 71% | 86% |
| Overall appearance of city parks | | 49% | 73% | 93% |
| Adequacy of youth athletic programs | | 25% | 54% | 80% |
| Adequacy of adult athletic programs | | 23% | 50% | 73% |
| Quality of outdoor athletic fields | | 32% | 62% | 82% |
| Overall quality of parks and recreation services | | 45% | 73% | 92% |
| **City Utility Services** | | | | |
| Taste and quality of local drinking water | | 51% | 63% | 85% |
| Overall quality of water service to your home | | 55% | 77% | 95% |
| Effectiveness of storm water drainage | | 36% | 59% | 83% |
| Overall quality of wastewater services to your home | | 45% | 68% | 84% |
| **Public Safety and Security** | | | | |
| Quality of fire protection services | | 79% | 86% | 94% |
| Speed of fire protection response | | 73% | 82% | 90% |
| Speed of emergency medical response | | 67% | 76% | 87% |
| Overall quality of emergency medical assistance | | 61% | 82% | 91% |
| Overall quality of police services | | 39% | 72% | 94% |
| Speed of emergency police response | | 20% | 67% | 88% |
| Quality of traffic law enforcement | | 28% | 56% | 73% |
| How safe I feel in my neighborhood during the day | | 72% | 87% | 98% |
| How safe I feel in my neighborhood at night | | 32% | 66% | 88% |

| | | | | |
|---|---|---|---|---|
| How safe I feel walking alone downtown during the day | | 59% | 81% | 96% |
| How safe I feel walking alone downtown at night | | 25% | 46% | 71% |
| How safe I feel in city parks | | 33% | 61% | 87% |
| **Customer Service and City Business Practices** | | | | |
| The City Employee was responsive | | 31% | 64% | 79% |
| The City Employee was knowledgeable | | 32% | 59% | 77% |
| The City Employee was courteous | | 37% | 75% | 91% |
| The City of Corpus Christi welcomes citizen involvement | | 20% | 36% | 51% |
| The City of Corpus Christi keeps its citizens informed about matters that affect them | | 31% | 54% | 79% |

**Communities Included in U.S. Average with Pop. 100,000 - 500,000 that are included in the performance ranges**

**Columbia, MO**
**Davenport, IA**
**Des Moines, IA**
**Durham (City), NC**
**Durham (County), NC**
**Elgin, IL**
**Fort Lauderdale, FL**
**High Point, NC**
**Independence, MO**
**Kansas City, MO**
**Mesquite, TX**
**Miami, FL**
**Naperville, IL**
**Olathe, KS**
**Overland Park, KS**
**Plano, TX**
**Pueblo, CO**
**Raleigh, NC**
**Round Rock, TX**
**Sterling Heights, MI**
**Tempe, AZ**
**Vancouver, WA**
**Wilmington, NC**
**Wyandotte County, KS**

## 2018 CORPUS CHRISTI COMMUNITY SURVEY

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## 2018 CORPUS CHRISTI COMMUNITY SURVEY

- Things to keep in mind as we review the data:
  - There are two reporting groups for the data
    - **QR Code Data (Probability Sample)**
      - Probability sample from a mailing of 10,000 postcards (155 returned to sender) to a random sample of street addresses within the City of Corpus Christi. The postcards invited recipients to complete the web-based survey instrument using a QR code or web link unique to the postcard recipients. This method of recruitment had 328 respondents (3.33% response rate), of which 275 (84%) were able to be used in this report.
      - There is a 95% probability that the actual value in the population is within +/-6 points of the data reported.
    - **Final Data Pool (Non-probability sample of convenience)**
      - In this data pool a majority of the respondents utilized a web link that posted on the City of Corpus Christi web page and other web pages to direct them to the survey. This method of recruitment had 1357 respondents, of which 734 (54%) were able to be used in this report. Responses from both distribution channels were aggregated and are reported as the "Final Data Pool."
      - **While the collective opinions gained from respondents in the Final Data Pool may have value in pointing out areas of favorability or concern, those opinions are not necessarily representative of the entire resident population.**

2

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## HIGHEST IN FAVORABILITY HAD LITTLE TO NO CHANGE

- Three broad service areas continued to enjoy some of the highest levels of favorability with no statistically significant change in their favorability scores:
  1. Public Safety and Security, mean favorability score of 2.94.
     a. Favorability scores for both the QR Code Data and the Final Data Pool matched the national benchmark high favorability score for:
        1. Ambulance response time in your neighborhood.
  2. City Utility Services, mean favorability score of 2.86.
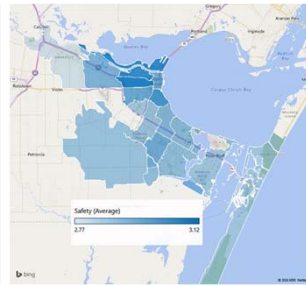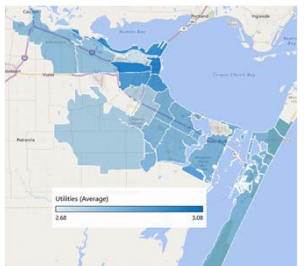  3. Parks and Libraries mean favorability score of 2.70.

3

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## PUBLIC SAFETY AND SECURITY

| Survey Question | 2018 CC Survey % of Satisfied & Very Satisfied | | 2013 CC Survey % of Favorable Responses | 2011 CC Survey % of Favorable Responses | 2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k – 500k | | |
|---|---|---|---|---|---|---|---|
| | Final Data Pool | QR Code Data | | | Low | Average | High |
| How safe I feel in my neighborhood in the daytime | 80% | 86% | 72.2% | 79.0% | 72% | 87% | 98% |
| How safe I feel in my neighborhood in the evening/night | 65% | 84% | 84% | 79% | 52% | 66% | 88% |
| Fire protection response time in your neighborhood | 89% | 86% | 95% | 96% | 73% | 82% | 90% |
| Ambulance response time in your neighborhood | 87% | 87% | 93% | 88% | 67% | 76% | 87% |
| Police emergency response time in my neighborhood | 72% | 84% | 80% | 84% | 20% | 67% | 88% |
| Quality of traffic law enforcement | 58% | 79% | 73% | 79% | 28% | 56% | 73% |
| Quality of crime prevention efforts | 53% | 88% | * | * | * | * | * |
| Overall quality of fire protection services | 88% | 85% | 93% | 92% | 79% | 86% | 94% |
| Overall quality of emergency medical assistance | 88% | 87% | 93% | 94% | 61% | 82% | 93% |
| Overall quality of police services | 70% | 83% | 80% | 84% | 39% | 72% | 94% |

\* No comparable question

Safety (Average): 2.77 – 3.12

## CITY UTILITY SERVICES

| Survey Question | 2018 CC Survey % of Satisfied & Very Satisfied | | 2013 CC Survey % of Favorable Responses | 2011 CC Survey % of Favorable Responses | 2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k – 500k | | |
|---|---|---|---|---|---|---|---|
| | Final Data Pool | QR Code Data | | | Low | Average | High |
| The speed of responding to requests for utility service | 73% | 86% | 85% | 79% | * | * | * |
| Ease of making utility payments | 82% | 84% | 88% | 85% | * | * | * |
| Overall quality of waste water services (sanitary sewer) to your home | 75% | 85% | 77% | 86% | 45% | 68% | 84% |
| Overall quality of gas service to your home | 90% | 87% | 83% | 90% | * | * | * |
| Overall quality of water service to your home | 66% | 85% | 82% | 81% | 55% | 77% | 95% |

\* No comparable question

Utilities (Average): 2.68 – 3.08

## PARKS AND LIBRARIES

| Survey Question | 2018 CC Survey % of Satisfied & Very Satisfied | | 2013 CC Survey % of Favorable Responses | 2011 CC Survey % of Favorable Responses | 2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k | | |
|---|---|---|---|---|---|---|---|
| | Final Data Pool | QR Code Data | | | Low | Average | High |
| Number and location of city parks | 66% | 83% | 83% | 81% | 39% | 71% | 86% |
| Overall appearance of city parks | 54% | 87% | 61% | 73% | 49% | 73% | 93% |
| Overall quality of parks & recreation services | 54% | 84% | 70% | 79% | 45% | 73% | 92% |
| Overall quality of city libraries | 81% | 85% | 89% | 92% | 70% | 80% | 93% |

\* No comparable question

Parks&Lib (Average): 2.45 – 3.00

## STRIDES MADE

- Strides have been made in four of the eight broad service areas as a majority of the questions within each service area having favorability scores which exceeded favorability scores from previous surveys by the combined margin or error:

1. Community Identity and Leadership.
   a. The favorability score was significantly higher than the national benchmark high favorability score for:
      1. How CC (the city) plans for and handles growth.

2. Citizen Involvement, Customer Service and Business Practices.
   a. Favorability scores from both the QR Code Data and the Final Data Pool exceeded the national benchmark high favorability score for:
      1. The City of Corpus Christi welcomes citizen involvement.

3. Neighborhood Services and Appearance.

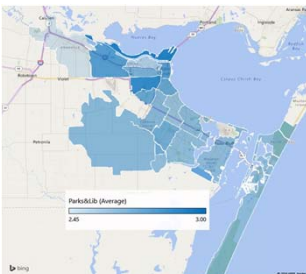4. Condition of City Streets.
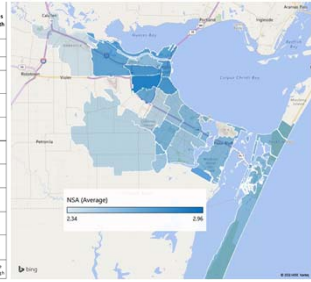
7

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## COMMUNITY IDENTITY AND LEADERSHIP



| Survey Question | 2018 CC Survey % of Satisfied & Very Satisfied | | 2013 CC Survey % of Favorable Responses | 2011 CC Survey % of Favorable Responses | 2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k | | |
|---|---|---|---|---|---|---|---|
| | Final Data Pool | QR Code Data | | | Low | Average | High |
| Overall quality of life in the City | 60% | 92% | 79% | 85% | 37% | 72% | 94% |
| Overall quality of services provided by the City | 47% | 85% | 59% | 72% | 32% | 67% | 93% |
| Overall value you receive for your city tax dollars | 32% | 76% | 50% | 54% | 16% | 47% | 78% |
| How CC plans for and handles growth | 27% | 75% | 33% | 45% | 23% | 40% | 68% |
| City efforts to attract new employers to the community | 39% | 80% | 37% | 44% | * | * | * |
| City efforts to help existing employers grow | 40% | 83% | 41% | 46% | * | * | * |
| City efforts to create a vibrant downtown and bay front | 48% | 80% | 44% | 56% | * | * | * |
| The overall condition of city facilities | 47% | 80% | 54% | 70% | 43% | 73% | 92% |

\* No comparable question

8

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## CITIZEN INVOLVEMENT, CUSTOMER SERVICE AND BUSINESS PRACTICES



| Survey Question | 2018 CC Survey % of Satisfied & Very Satisfied | | 2013 CC Survey % of Favorable Responses | 2011 CC Survey % of Favorable Responses | 2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k | | |
|---|---|---|---|---|---|---|---|
| | Final Data Pool | QR Code Data | | | Low | Average | High |
| The City of Corpus Christi welcomes citizens | 54% | 85% | 66% | 69% | 20% | 36% | 51% |
| The City of Corpus Christi listens to citizens | 35% | 74% | 68% | 45% | * | * | * |
| The City of Corpus Christi keeps its citizens informed about matters that affect them | 84% | 77% | 60% | 57% | 31% | 54% | 79% |
| The City of Corpus Christi resolves complaints & service problems in a timely manner | 37% | 81% | 55% | 52% | * | * | * |
| Having the City of Corpus Christi Call Center is very helpful in conducting business with the City | 57% | 84% | 85% | 89% | * | * | * |
| I am satisfied with the ability to do city business on-line, such as paying bills or filing service requests | 78% | 91% | 86% | 89% | * | * | * |
| City employees are knowledgeable about their work | 59% | 89% | 84% | 84% | 32% | 59% | 77% |
| City employees are professional in conducting their work | 64% | 93% | 86% | 89% | 37% | 75% | 91% |
| City employees are prompt in getting their work completed | 45% | 74% | 84% | 87% | 31% | 64% | 79% |
| City employees show a customer service orientation when working | 52% | 80% | * | * | * | * | * |

\* No comparable question

9

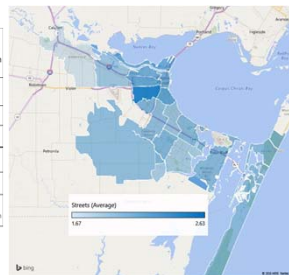---

050

## NEIGHBORHOOD SERVICES AND APPEARANCE

| Survey Question | 2018 CC Survey % of Satisfied & Very Satisfied | | 2013 CC Survey % of Favorable Responses | 2011 CC Survey % of Favorable Responses | 2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k | | |
|---|---|---|---|---|---|---|---|
| QR Code Data within the margin of error for one or both previous surveys | Final Data Pool | QR Code Data | | | Low | Average | High |
| QR Code Data exceeds the margin of error for both previous surveys | 95% probability +/-6.0% | | 95% probability +/-4.5% | | 95% probability +/-4.5% | | |
| Quality of residential garbage collection in your neighborhood | 83% | 91% | 87% | 77% | 69% | 85% | 95% |
| Quality of residential curbside recycling services in your neighborhood | 76% | 85% | 85% | 86% | 55% | 79% | 94% |
| Quality of brush & bulky collection services in your neighborhood | 53% | 71% | 77% | 73% | 50% | 71% | 87% |
| Effectiveness of animal control services in your neighborhood | 53% | 83% | 57% | 50% | 33% | 55% | 78% |
| Cleanliness of city streets & public areas in your neighborhood | 46% | 78% | 47% | 47% | 31% | 59% | 87% |
| Code enforcement of high weeds in your neighborhood | 49% | 78% | 45% | 47% | 14% | 42% | 62% |
| Code enforcement of dilapidated & vacant buildings in your ... | 49% | 74% | 51% | 48% | 16% | 45% | 66% |
| City efforts on litter prevention and clean up in your neighborhood | 45% | 79% | 50% | 50% | 13% | 43% | 66% |

\* No comparable question

NSA (Average) 2.34 — 2.96



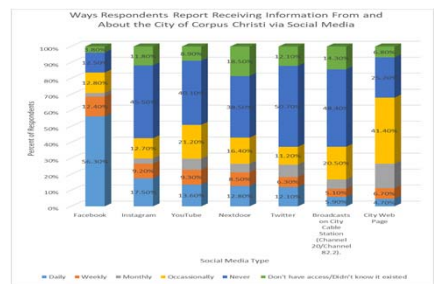10

## CONDITION OF CITY STREETS

| Survey Question | 2018 CC Survey % of Satisfied & Very Satisfied | | 2013 CC Survey % of Favorable Responses | 2011 CC Survey % of Favorable Responses | 2018 National Benchmark Average of Favorable responses (ETC Institute) for U.S. Cities with Population 100k - 500k | | |
|---|---|---|---|---|---|---|---|
| QR Code Data within the margin of error for one or both previous surveys | Final Data Pool | QR Code Data | | | Low | Average | High |
| QR Code Data exceeds the margin of error for both previous surveys | 95% probability +/-6.0% | | 95% probability +/-4.5% | | 95% probability +/-4.5% | | |
| Condition of neighborhood streets | 30% | 69% | 40% | 42% | 30% | 51% | 75% |
| Condition of majorcity streets | 29% | 71% | 48% | 52% | 24% | 50% | 83% |
| Overall road conditions within the City | 24% | 68% | 27% | 33% | * | * | * |

\* No comparable question

Streets (Average) 1.67 — 2.63



11

## CONDITION OF CITY STREETS

- Although the favorability scores are higher for the 2018 Community Survey, when compared to other broad service areas in the 2018 data, the condition of city streets has the mean aggregate score of 2.05.
- The intensity of this low favorability level was demonstrated with the Final Data Pool having extremely low favorability scores for all three questions in this area and matching the national benchmark low favorability score for:
  1. The condition of neighborhood streets.

12

# SOCIAL MEDIA AND INFORMATION



Ways Respondents Report Receiving Information From and About the City of Corpus Christi via Social Media
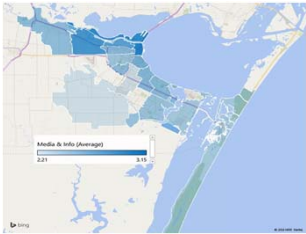
13

# COMMUNICATION CHANNELS

- With 68% of respondents stating they use Facebook once a week or more to get information about the City of Corpus Christi, it is by far (2.5 times) the most common social network used to get information about the city.

14

# SOCIAL MEDIA AND INFORMATION



15

## MEAN COMMUNITY SERVICE FAVORABILITY SCORE BY RANK ORDER

In rank order from highest to lowest city wide scores for the eight broad service areas are:

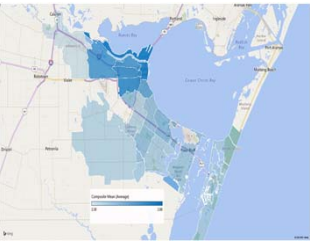| | | |
|---|---|---|
| 1. | Public Safety & Security | 2.94 |
| 2. | City Utility Services | 2.86 |
| 3. | Parks and Libraries | 2.70 |
| 4. | Neighborhood Services & Appearance | 2.62 |
| 5. | Social Media & Information | 2.60 |
| 6. | Citizen Involvement, Customer Service & Business Practices | 2.57 |
| 7. | Community Identity & Leadership | 2.47 |
| 8. | Condition of City Streets | 2.05 |

16

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## MEAN COMMUNITY SERVICE FAVORABILITY SCORES
## COMPOSITE MEAN FAVORABILITY SCORES BY ZIP CODE AND

| Zip code | Community Identity & Leadership | Citizen Involvement, Customer Service & Business Practices | Neighborhood Services & Appearance | Condition of City Streets | Parks & Libraries | City Utility Services | Public Safety & Security | Social Media & Information |
|---|---|---|---|---|---|---|---|---|
| 78401 | 3.07 | 2.99 | 2.74 | 2.09 | 2.81 | 3.05 | 2.94 | 3.15 |
| 78402 | 3.04 | 2.97 | 2.73 | 2.17 | 3.00 | 3.02 | 3.09 | 3.05 |
| 78404 | 2.27 | 2.45 | 2.81 | 2.24 | 2.75 | 2.99 | 3.04 | 2.62 |
| 78405 | 2.63 | 2.75 | 2.96 | 2.63 | 2.94 | 2.96 | 2.96 | 2.41 |
| 78407 | 3.01 | 3.01 | 2.53 | 2.15 | 2.52 | 2.68 | 3.08 | 2.82 |
| 78408 | 3.02 | 2.69 | 2.80 | 2.21 | 2.69 | 3.08 | 3.12 | 2.54 |
| 78409 | 2.79 | 2.86 | 2.70 | 1.88 | 2.82 | 2.78 | 2.92 | 2.94 |
| 78410 | 2.30 | 2.40 | 2.34 | 1.67 | 2.45 | 2.79 | 2.77 | 2.50 |
| 78411 | 2.25 | 2.40 | 2.48 | 1.89 | 2.58 | 2.84 | 2.90 | 2.54 |
| 78412 | 2.29 | 2.49 | 2.57 | 2.00 | 2.63 | 2.84 | 2.89 | 2.51 |
| 78413 | 2.11 | 2.30 | 2.60 | 2.04 | 2.71 | 2.83 | 2.95 | 2.42 |
| 78414 | 2.11 | 2.28 | 2.46 | 1.83 | 2.61 | 2.83 | 2.88 | 2.42 |
| 78415 | 2.30 | 2.33 | 2.37 | 1.95 | 2.64 | 2.73 | 2.85 | 2.21 |
| 78416 | 2.11 | 2.34 | 2.67 | 2.06 | 2.75 | 2.70 | 2.83 | 2.50 |
| 78418 | 2.30 | 2.31 | 2.57 | 2.01 | 2.62 | 2.84 | 2.84 | 2.36 |

Composite mean data suggests that those respondents at furthest from the city center tend to have lower levels of overall favorability than those closer to the city center.

17

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## OTHER INFORMATION TO KEEP IN MIND

Favorability scores on the 2018 Corpus Christi Community Survey exceeded the national benchmark high favorability scores by the combined margin of error for:

- How the CC (the city) plans for and handles growth.
- The City of Corpus Christi (the city) welcomes citizen involvement.
- Code enforcement of high weeds in your neighborhood.
- City efforts on litter prevention and clean up in your neighborhood.

Although not representative of the community as a whole, the exceptionally low favorability scores in the Final Data Pool suggest that there is segment of the Corpus Christi community that have intensely negative perceptions and opinions towards a majority of community services they receive.

Community surveys to track changing community demographics; evaluate quality of life within a community and the quality of community services are best when done using a periodic schedule and a rigorous sampling methodology. It is highly recommended that the City adopt a periodic timetable and use rigorous probability sampling methods to assure the data gathered from those surveys is suitable for programing and budget decision-making.

18

053

- Questions?
- Comments?
- Concerns?

054