

2008 ROUND ROCK PLANNING ATTITUDE SURVEY

CUMULATIVE RESULTS

PROJECT 08052008

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SEPTEMBER 2008

MY NAME IS _____ AND I'M WITH RAYMAR RESEARCH. WE ARE NOT A DIRECT MARKETING FIRM AND THIS IS NOT A SALES CALL. WE ARE A PUBLIC OPINION RESEARCH FIRM, CONDUCTING A SURVEY ABOUT ISSUES IN YOUR COMMUNITY. WOULD IT BE ALL RIGHT IF I TOOK A FEW MINUTES OF YOUR TIME TO ASK YOU A FEW QUESTIONS? WE CAN ONLY INTERVIEW PEOPLE OVER THE AGE OF 18, SO PLEASE TELL ME IF YOU QUALIFY. IF NOT, IS THERE SOMEONE ELSE IN YOUR HOME WHO DOES AND WHO MIGHT WANT TO TAKE THIS SURVEY? (IF NO, DISCONTINUE INTERVIEW)

AREA	NORTHEAST 22%
	SOUTHEAST 23%
	NORTHWEST 30%
	SOUTHWEST 16%
SHEET _____ DATE _____	
SEX	MALE 51%
	FEMALE 49%

1. FIRST, AND ABOUT HOW MANY YEARS HAVE YOU LIVED IN ROUND ROCK?

LESS THAN FIVE YEARS	22%
5 - 9 YEARS	23%
10 - 19 YEARS	30%
20 - 29 YEARS	16%
30 YEARS OR MORE	10%
NO OPINION/DON'T KNOW	0%

2. PRIOR TO MOVING TO YOUR CURRENT ADDRESS, WHICH STATEMENT BEST DESCRIBES YOUR PREVIOUS ADDRESS?

(IF ANOTHER RESIDENCE IN ROUND ROCK, SKIP TO #4)

I MOVED FROM ANOTHER RESIDENCE IN ROUND ROCK	14%
I MOVED FROM ANOTHER CITY IN TEXAS	57%
I MOVED FROM ANOTHER STATE	27%
I MOVED FROM ANOTHER COUNTRY	1%
REFUSE TO ANSWER	1%

3A. IF "ANOTHER CITY": WHICH CITY? Austin (50%), Houston (7%), Pflugerville (5%), Georgetown (3%)

3B. IF "ANOTHER STATE": WHICH STATE? Ohio (12%), New York (8%), Minnesota (7%), Virginia (6%), Georgia (6%)

3C. IF "ANOTHER COUNTRY": WHICH COUNTRY? Panama (40%), Netherlands (20%), Australia (20%), Egypt (20%)

4. WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR CURRENT EMPLOYMENT STATUS? IF YOU ARE A FULL-TIME COLLEGE STUDENT, PLEASE TELL ME THAT, AS WELL AS WHETHER YOU ARE EMPLOYED OR NOT.

EMPLOYED 64%
 COLLEGE STUDENT 1%
 EMPLOYED
 COLLEGE STUDENT 0%
 NOT EMPLOYED
 RETIRED21%
 NOT CURRENTLY EMPLOYED 13%
 REFUSE TO ANSWER 0%

(IF RETIRED OR NOT EMPLOYED, SKIP TO #9)

5. (IF COLLEGE STUDENT) WHICH COLLEGE DO YOU ATTEND? Austin Community College (40%), University of Texas at Austin (40%), Western Governors University (20%)

6. (IF EMPLOYED) DO YOU WORK PRIMARILY OUTSIDE OF YOUR HOME?

YES 90%
 NO9%
 REFUSE TO ANSWER1%

(IF NO, SKIP TO #9)

7. (IF YES) IN WHICH ZIP CODE DO YOU PRIMARILY WORK? Round Rock zip codes (46%), Austin zip codes (31%), Other zip codes (22%), Leander zip codes (2%)

8. (IF ZIPCODE UNKNOWN) IN WHICH CITY OR WHAT AREA OF THAT CITY DO YOU WORK? Austin (44%), all over/travels (19%), Round Rock (16%), north Austin (4%)

9. FOR THIS NEXT QUESTION, I'M GOING TO READ YOU SEVERAL DIFFERENT TYPES OF ACTIVITIES IN WHICH YOU MAY PARTICIPATE. TELL ME IF YOU PARTICIPATE IN THAT ACTIVITY AT SITES OR AREAS PRIMARILY IN THE CITY OF ROUND ROCK OR IF YOU HAVE TO GO OUTSIDE OF THE CITY. IF YOU DO NOT PARTICIPATE IN THAT ACTIVITY, PLEASE TELL ME THAT. HERE'S THE FIRST ONE:

	IN CITY	OUTSIDE	DON'T PARTICI	NO
A) ATTEND A CULTURAL EVENT LIKE A PLAY OR GO TO THE THEATER	16%	46%	37%	1%
B) GO TO CHURCH OR WORSHIP SERVICE	48%	23%	29%	0%
C) PARTICIPATE IN MY FAVORITE RECREATIONAL SPORT OR ACTIVITY	52%	23%	23%	1%
D) PARTICIPATE IN MY CHILD'S FAVORITE RECREATIONAL SPORT OR ACTIVITY	35%	8%	47%	9%
E) HIKE ON A TRAIL	38%	20%	40%	1%
F) LISTEN TO A BAND OR A CONCERT	15%	47%	36%	2%
G) ATTEND MY FAVORITE SPORTING EVENT	38%	32%	29%	1%
H) DINE OUT FOR A SPECIAL OCCASION	67%	27%	4%	1%
I) PARTICIPATE IN A SERVICE ORGANIZATION	39%	14%	44%	4%
J) ENJOY NATURE	60%	30%	9%	2%
K) ATTEND A SPECIAL EVENT LIKE A FESTIVAL, CRAFTS SHOW, OR SPECIALTY CONVENTION	32%	48%	19%	1%
L) GO OUT WITH FRIENDS	62%	28%	9%	1%

10. PLEASE ASSIGN A GRADE OF EXCELLENT, GOOD, FAIR OR POOR TO ROUND ROCK BASED ON THE FOLLOWING CHARACTERISTICS. HERE'S THE FIRST ONE

	E	G	F	P	NO
A) A PLACE TO RAISE CHILDREN	57%	36%	3%	1%	2%
B) A PLACE TO BE A TEENAGER	29%	42%	10%	3%	16%
C) A PLACE TO BE SINGLE	9%	25%	21%	11%	33%
D) A PLACE TO RETIRE	30%	42%	17%	7%	4%
E) A PLACE TO START MY OWN BUSINESS	23%	38%	13%	6%	19%
F) SAFE STREETS AND NEIGHBORHOODS	45%	47%	7%	1%	0%
G) VALUES ENVIRONMENTAL PROTECTION	25%	47%	16%	5%	7%
H) A STRONG SENSE OF COMMUNITY	32%	50%	14%	3%	1%
I) NATURAL SCENIC BEAUTY	16%	46%	28%	8%	2%
J) AN AFFORDABLE PLACE TO LIVE	22%	47%	22%	8%	1%
K) WALKABLE STREETS	32%	46%	15%	5%	1%
L) NEIGHBORHOODS HAVE INTERESTING AND UNIQUE HISTORIC OR ARCHITECTURAL CHARACTER	11%	36%	36%	11%	5%
M) A VARIETY OF HOUSING OPTIONS	22%	57%	16%	3%	2%
N) LEVEL OF TRAFFIC CONGESTION	7%	25%	34%	33%	1%
O) A CITY IN WHICH I CAN GENERALLY FIND WHAT I WISH TO PURCHASE	32%	52%	13%	2%	0%

11. NEXT, TELL ME HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT VARIOUS BUSINESS AND RECREATIONAL FEATURES IN THE CITY. "I BELIEVE THAT ROUND ROCK NEEDS MORE" PLEASE NOTE THAT DISAGREEING MEANS THAT YOU BELIEVE THERE IS EITHER TOO MUCH OF THAT FEATURE OR THE RIGHT AMOUNT.

	SA	A	D	SD	NO
A) TRAIL SYSTEMS AND PARKS FOR RUNNING, CYCLING, ROLLER BLADING AND HIKING	21%	43%	30%	2%	4%
B) ART AND CULTURAL VENUES, SUCH AS A SYMPHONY, BALLET, THEATER AND MUSEUMS	23%	45%	25%	1%	5%
C) GOOD PAYING JOB OPPORTUNITIES	25%	55%	12%	0%	7%
D) NIGHTLIFE, INCLUDING, BARS, NIGHTCLUBS, AND MUSIC VENUES	11%	32%	41%	6%	11%
E) SMALL, NEIGHBORHOOD-ORIENTED BUSINESSES LIKE DRUG STORES, GROCERY STORES, AND RESTAURANTS	15%	50%	30%	3%	2%
F) A VARIETY OF GOODS AND SERVICES	11%	54%	32%	1%	1%
G) GATHERING PLACES LIKE CAFES, PLAZAS, LIVE PERFORMANCE AREAS, OUTDOOR MARKETS, AND STREET FAIRS	23%	52%	22%	1%	2%
H) RETAIL BUSINESSES	7%	41%	46%	3%	2%
I) RESTAURANTS	8%	44%	43%	3%	2%
J) LOCALLY-OWNED BUSINESSES	19%	57%	18%	1%	6%

12. THE LAST TIME YOU WERE UNABLE TO PURCHASE SOMETHING BECAUSE IT WAS NOT AVAILABLE IN ROUND ROCK, WHAT WERE YOU TRYING TO PURCHASE?

Clothing-shoes (13%), furniture-specialty bedding (13%), car-motorcycle-auto related items (11%), hardware-plumbing-paint (7%)

13. AND HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE APPEARANCE OF THE FOLLOWING

	VS	S	D	VD	NO
A) YOUR NEIGHBORHOOD	37%	51%	9%	2%	0%
B) CITY NEIGHBORHOODS AS A WHOLE	22%	67%	7%	1%	3%

14. REGARDING YOUR NEIGHBORHOOD OR SUBDIVISION, WHAT WOULD YOU SAY IS ITS MOST APPEALING QUALITY?

Sense of community-good neighbors-family oriented (17%), big-lots of trees-mature (13%), well kept-landscaped-appearance (13%), quiet-peaceful (12%), close to everything-convenient (8%), safe (6%)

15. AND WHAT WOULD YOU SAY IS ITS LEAST APPEALING QUALITY?

Unkempt-rundown-trashy (16%), too much traffic (12%), miscellaneous (9%), streets needing repair-widening-clean-road construction (6%), unfriendly-bad neighbors-people-unsupervised youth (6%), rentals-apartments-low income housing (6%)

16. SPECIFIC AREAS FOR NEW DEVELOPMENT ARE PLANNED SO THAT RESIDENTIAL AND NEIGHBORHOOD COMMERCIAL USES ARE MIXED TOGETHER IN THE SAME BUILDING, LOT, OR BLOCK SO THAT IT'S EASY TO WALK OR BICYCLE TO SHOP FOR EVERYDAY NEEDS. PLEASE TELL ME HOW STRONGLY YOU AGREE OR DISAGREE THAT THIS TYPE OF DEVELOPMENT IS A GOOD IDEA FOR ROUND ROCK?

STRONGLY AGREE . . . 31%
 AGREE 34%
 DISAGREE 21%
 STRONGLY DISAGREE . 10%
 NO OPINION 4%

17. IF YOU WERE NEW TO ROUND ROCK OR MOVING TO A NEW HOME IN ROUND ROCK, HOW LIKELY OR UNLIKELY WOULD YOU BE TO LIVE IN THIS TYPE OF MIXED-USE DEVELOPMENT?

VERY LIKELY 25%
 LIKELY 22%
 UNLIKELY 28%
 VERY UNLIKELY . . . 22%
 NO OPINION 3%

18. PLEASE TELL ME HOW STRONGLY YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT OLDER, HISTORIC BUILDINGS IN ROUND ROCK

	SA	A	D	SD	NO
A) HISTORIC, OLDER PROPERTIES ARE A SIGNIFICANT BENEFIT TO THE CITY	47%	43%	6%	1%	3%
B) THE CITY SHOULD USE CITY ORDINANCES AND REGULATIONS TO ENCOURAGE HISTORIC PRESERVATION AND MAINTENANCE	37%	50%	9%	1%	3%
C) WE DON'T NEED ORDINANCES AND REGULATIONS TO PRESERVE HISTORIC PROPERTIES	1%	17%	61%	17%	4%
D) IT'S ALL RIGHT TO REMOVE HISTORIC PROPERTIES IF THE SITE CAN BE REDEVELOPED MORE PROFITABLY	1%	11%	54%	25%	8%
E) THE CITY SHOULD PROVIDE TAX DOLLARS TO ASSIST PROPERTY OWNERS WITH MAINTAINING HISTORIC PROPERITES	8%	46%	32%	5%	8%

19. PLEASE TELL ME HOW STRONGLY YOU WOULD SUPPORT OR OPPOSE THE CITY IMPLEMENTING THE FOLLOWING CONSERVATION MEASURES IN ROUND ROCK . . .

	SS	S	O	SO	NO
A) CHANGE CITY ORDINANCES TO ALLOW FOR WIND TURBINES ON APPROPRIATELY SIZED PRIVATE PROPERTY	29%	40%	17%	6%	8%
B) CHANGE CITY ORDINANCES TO ENCOURAGE DEVELOPERS TO MAKE THEIR SUBDIVISIONS MORE BICYCLE AND PEDESTRIAN ORIENTED	37%	53%	6%	1%	2%
C) SPEND PUBLIC MONEY TO BUILD SIDEWALKS AND OTHER TYPES OF MULTI-USE TRAILS IN NEIGHBORHOODS THAT DON'T HAVE THEM	27%	53%	15%	2%	2%
D) SPEND PUBIC FUNDS TO PURCHASE OPEN SPACE TO PROTECT HABITAT AND OPEN SPACE EVEN IF NOT FOR RECREATIONAL USE	23%	47%	19%	4%	6%
E) ADOPT ORDINANCES TO ENCOURAGE WATER CONSERVATION	24%	58%	11%	3%	4%

20. THE FOLLOWING IS A LIST OF SOME OF THE MAJOR PLANNING CHALLENGES FACING ROUND ROCK IN THE COMING YEARS. AS I READ EACH, PLEASE TELL ME HOW IMPORTANT OR UNIMPORTANT YOU FEEL IT IS FOR THE CITY TO SEEK SOLUTIONS TO THE FOLLOWING ISSUES

	VI	I	U	VU	NO
A) PROVIDING ALTERNATIVE MODES OF TRANSPORTATION TO INCREASE TRAVEL OPTIONS	40%	41%	14%	4%	1%
B) CREATING A MORE WALKABLE CITY	27%	49%	19%	2%	3%
C) CREATING MORE OUTDOOR PUBLIC SPACES SUCH AS PLAZAS OR PARKS	20%	54%	19%	3%	3%
D) DECREASING TRAFFIC CONGESTION THROUGHOUT THE CITY	58%	34%	6%	0%	1%
E) REQUIRING HIGHER QUALITY DESIGN FOR COMMERCIAL BUILDINGS	17%	44%	29%	2%	8%
F) UPGRADING STREET APPEARANCE WITH ITEMS SUCH AS TREES, BENCHES OR LIGHTING	24%	53%	19%	1%	3%
G) CREATING A STRONGER IDENTITY OR SENSE OF COMMUNITY	23%	54%	17%	1%	5%

21. NOW LET'S TALK ABOUT DOWNTOWN ROUND ROCK. WHAT ONE SUGGESTION WOULD YOU MAKE TO POSITIVELY AFFECT DOWNTOWN ROUND ROCK OVER THE NEXT TEN YEARS? Retail related-more-small shops-better-locally owned (28%), more-improved parking (13%), preservation-maintenance of buildings (10%)

22. HOW STRONGLY DO YOU AGREE OR DISAGREE THAT THE FOLLOWING ACTIONS WOULD INCREASE THE LIKELIHOOD THAT YOU WOULD VISIT DOWNTOWN ON A REGULAR BASIS:

	SA	A	D	SD	NO
A) MORE RESTAURANTS	31%	42%	22%	3%	2%
B) BETTER DIRECTIONAL SIGNAGE	7%	26%	57%	4%	6%
C) MORE PARKING AREAS	29%	45%	21%	2%	2%
D) WIDER VARIETY OF SHOPPING OPPORTUNITIES	30%	47%	18%	2%	2%
E) CONSTRUCTION OF MULTI-USE DEVELOPMENTS, WITH RETAIL ON THE GROUND FLOOR AND HOUSING ON THE SECOND FLOOR	10%	36%	41%	8%	5%
F) MORE LATE NIGHT ENTERTAINMENT VENUES	17%	37%	36%	4%	5%
G) MORE GATHERING PLACES, SUCH AS PLAZAS	14%	53%	26%	2%	4%
H) MORE SPECIAL EVENTS	21%	58%	15%	2%	4%

23. FIRST, IN WHICH OF THE FOLLOWING AGE GROUPS ARE YOU?

18 - 25 YEARS	1%
26 - 35 YEARS	10%
36 - 45 YEARS	23%
46 - 55 YEARS	28%
56 - 65 YEARS	19%
OVER 65 YEARS	16%
REFUSE TO ANSWER	1%

24. THE FOLLOWING QUESTIONS ARE FOR STATISTICAL PURPOSES ONLY. PLEASE TELL ME IF YOU HAVE ANY PEOPLE LIVING IN YOUR HOME IN THE FOLLOWING AGE GROUPS. PLEASE DO NOT INCLUDE YOURSELF. IF YOU ARE THE ONLY PERSON LIVING IN YOUR HOME, TELL ME THAT ALSO.

UNDER 6	17%
6 - 12	19%
13 - 18	18%
19 - 24 YEARS	11%
25 - 34 YEARS	14%
35 - 44 YEARS	19%
45 - 54 YEARS	22%
55 - 64 YEARS	18%
65 AND OLDER	12%
ONLY PERSON	16%
REFUSE TO ANSWER	1%

25. IN WHICH OF THE FOLLOWING TYPE OF HOUSING ARE YOU NOW LIVING?

SINGLE FAMILY DETACHED HOME	91%
APARTMENT	2%
TOWNHOUSE/CONDOMINIUM	1%
DUPLEX	3%
OTHER _____	2%
REFUSE TO ANSWER	1%

26. AND DO YOU OWN YOUR HOME OR DO YOU RENT?

OWN	87%
RENT	10%
REFUSE TO ANSWER	2%

27. IN ORDER TO ENSURE THAT OUR SURVEY INCLUDES ALL GROUPS FAIRLY, I NEED TO ASK YOUR RACE OR ETHNIC BACKGROUND?

WHITE/ANGLO	80%
AFRICAN-AMERICAN	6%
HISPANIC	7%
ASIAN	2%
AMERICAN INDIAN	1%
REFUSE TO ANSWER	4%
OTHER	1%

28. FINALLY, HOW MUCH LONGER WOULD YOU SAY YOU PLAN TO LIVE IN ROUND ROCK?

0 - 3 YEARS	10%
3 - 5 YEARS	8%
5 - 10 YEARS	15%
MORE THAN 10 YEARS	63%
REFUSE TO ANSWER	5%

29. AND WHAT ONE REASON WOULD YOU GIVE FOR CHOOSING THAT PERIOD OF TIME.
Likes Round Rock-happy-satisfied comment (19%), live here till I die-no
plans to move (18%), retirement (10%), business-job factor (7%)

THAT'S THE END OF OUR SURVEY BUT COULD I CHECK TO SEE IF I DIALED THE
CORRECT NUMBER. I DIALED _____. AND COULD I HAVE YOUR FIRST NAME,
ONLY IN CASE MY SUPERVISOR HAS TO VERIFY THIS
INTERVIEW?_____.

CALLER INI._____ SHEET NUMBER_____ ZIPCODE_____ SURVEY LENGTH_____