

**City of Hurst**  
**2009 Citizen Survey**

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

By:

D'Arlene Ver Duin  
Marielena Carpanzano  
Paul Ruggiere

University of North Texas  
Survey Research Center

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## I. INTRODUCTION

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During the month of January 2009, a citizen survey was administered to residents of the City of Hurst, Texas. The survey was the fourth citizen survey conducted by the University of North Texas Survey Research Center for the City. Other surveys were conducted in December 2003, January 2005 and February 2007. The survey measured citizen perceptions regarding several areas of interest:

- Ratings of the quality of life in Hurst today and expectations for the future;
- Issues facing the City of Hurst;
- Ratings of city services; and
- Communication with citizens.

The University of North Texas Survey Research Center conducted the survey in association with the staff of the City of Hurst.

In 2009 Hurst data was compared to benchmark data gathered from the 2008 Metroplex Survey conducted by SRC. These comparisons can be found in Appendix C.

## II. METHODOLOGY

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### Sample

The conceptual population for the survey was all residents of the City of Hurst who were 18 years of age or older and who reside in households with telephones. Random digit dialing (RDD) was used as the method of sample generation because it offers the best coverage of active telephone numbers, and it reduces sample bias. The RDD method ensures that:

- the conceptual frame and sampling frame match;
- unlisted telephone numbers will be included, and;
- the sampling frame will be as current as possible, thus maximizing the probability that new residents will be included.

To ensure that only residents of Hurst were interviewed, telephone prefixes outside of the city were excluded. Screening questions were included in the survey instrument to exclude anyone outside of Hurst or anyone who had lived in Hurst for less than three months.

A total of 400 usable interviews were conducted and analyzed. In a random sample, 400 interviews yield a margin of error of  $\pm 4.9$  percent. This means, for example, that if 40 percent of the respondents answered “yes” to a question, we can be 95 percent confident that the actual proportion of residents in the population who would answer “yes” to the same question is 4.9 percentage points higher or lower than 40 percent (35.1 percent to 44.9 percent).

### Instrument

The survey instrument used in 2009 was identical to that used in January 2007 with some exceptions. Questions in the 2007 instrument about switching to cart collection service and support for red light cameras were deleted in 2007. Questions about personal safety and police visibility, additional city services ratings, support for a daytime curfew for minors, and approaches to smoking restrictions were inserted.

### Data Collection

Trained telephone interviewers who had previous experience in telephone surveys were used to conduct the survey. Each interviewer completed an intensive general training session. The purposes of general training were to ensure that interviewers understood and practiced all of the basic skills needed to conduct interviews and that they were knowledgeable about standard interviewing conventions. The interviewers also attended a specific training session for the project. The project training session provided information on the background and goals of the study. Interviewers practiced administering the questionnaire to become familiar with the questions.

All interviewing was conducted from a centralized telephone bank in Denton, Texas. An experienced telephone supervisor was on duty at all times to supervise the administration of the sample, monitor for quality control, and handle any other problems. Data for the survey were collected from January 20 to January 26, 2009.

## Analysis by Demographic Groups

Each question in the survey was cross-tabulated with the following 12 demographic categories:

Years of education	Zip code
Number of people living in household	Own or rent home
Age of respondent	Housing type
Gender of respondent	Ethnicity
Length of residence	Registered to vote
Household income	Generally vote in city elections

Whenever the responses to a single question are divided by demographic groups, the percentage distribution of responses within one group will rarely exactly match the percentage distribution of another group; there will often be some variation between groups.

The most important consideration in interpreting these differences is to determine if the differences in the sample are representative of differences between the same groups within the general population. This consideration can be fulfilled with a test of statistical significance. The Survey Research Center only reports those differences between groups that are found to be statistically significant.

## Report Format

The remainder of the report is arranged in four sections beginning with Section III. This section, "Sample Characteristics," presents the findings for all respondents except where it is otherwise noted. Section IV, "Quality of Life," presents findings about attitudes regarding the quality of life in Hurst today and in the next 5 years. Section V, "Issues Facing Hurst," presents findings regarding the attitudes of citizens towards the most critical issues facing Hurst today as well as the support for a daytime curfew for minors, approaches to smoking restrictions, support for free wireless Internet access in public places, and projected usage of wireless access. Section VI, "City Services" presents findings regarding ratings and usage of city services received. "Communications," where citizens get their information about Hurst plus an assessment of Internet access and usage is dealt with in Section VII. Section VIII is the report Conclusions.

### III. SAMPLE CHARACTERISTICS

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**Table 1**  
**Demographics**

Demographics	Percentage (n=400)
Education	
Less than high school grad	1.0
Some high school	2.5
High school graduate/GED	20.1
Some college	42.5
Bachelor's degree	20.1
Beyond bachelor's degree	13.8
Length of residence	
3 to 12 months	4.0
1 to 5 years	14.5
6 to 10 years	15.8
11 to 20 years	15.8
21 to 30 years	16.3
More than 30 years	33.8
Gender of respondent	
Female	68.8
Male	31.3
Age of Respondent	
18 to 25	3.5
26 to 40	13.4
41 to 50	16.2
51 to 65	28.4
66 or older	38.5
Ethnicity	
African American	2.8
Asian	1.3
Caucasian	87.0
Hispanic	4.6
Native American	2.3
Other	2.0

- As seen in Table 1, 76.4 percent of the sample had attended college (42.5 percent), had a Bachelor's degree (20.1 percent) or more (13.8 percent). The first two categories were combined (high school grad/GED or less) in cross-tabulations appearing later in this report.
- Fifty percent of the sample had lived in Hurst 21 years or more.
- Sixty-nine percent of the sample was female and 31.3 percent was male.
- Sixty-seven percent of the respondents in the sample were 51 years old or older.
- A large majority (87.0 percent) of the respondents were Caucasian.

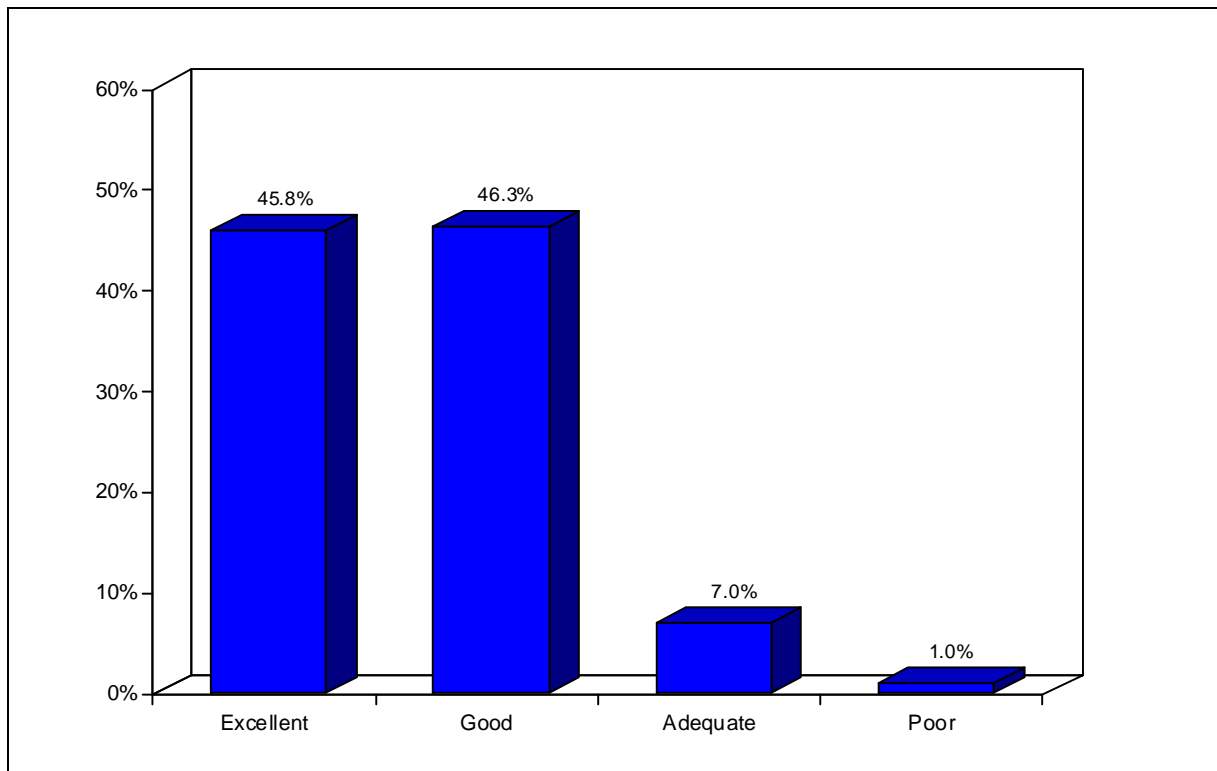
Demographics	Percentage (n=400)
Income (n=302)	
Less than \$25,000	15.2
\$25,001 to \$50,000	28.5
\$50,001 to \$75,000	21.2
\$75,001 to \$100,000	17.5
\$100,001 to \$125,000	9.3
\$125,001 to \$150,000	5.0
\$150,001 or more	3.3
Own or rent home	
Own	89.3
Rent	10.7
Housing type	
House/duplex	93.7
Apartment	6.3
Number of people in household	
1-2	61.4
3-4	31.8
5 or more	6.8
Registered to vote	
Yes	93.7
No	6.3
Generally vote in city elections (n=369)	
Most city elections	45.8
Some city elections	30.4
Few city elections	11.9
No city elections	11.9
Zip code	
76053	76.0
76054	24.0

- Thirty-nine percent of the respondents earned between \$50,000 and \$99,999 per year. Forty-three percent earned less than \$50,000 per year. The last three categories were collapsed into one (\$100,000 or more) to run the cross-tabulations.
- Eighty-nine percent owned their homes and 93.7 percent lived in a house/duplex.
- Sixty-one percent of the households had one or two occupants.
- A large majority (93.7 percent) of the respondents were registered to vote. Among those registered to vote, 45.8 percent reported voting in most city elections.
- Approximately three-quarters (76.0 percent) of the respondents lived in the 76053 zip code area.

## IV. QUALITY OF LIFE

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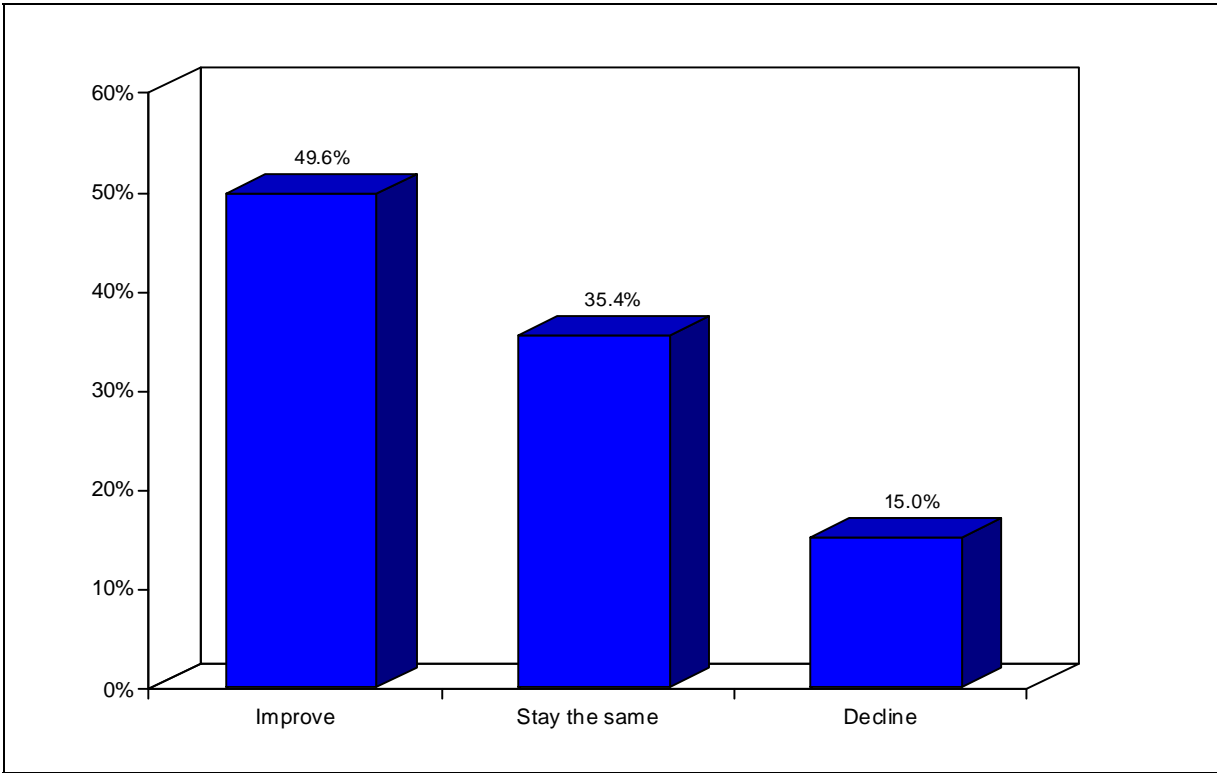
**Figure 1**  
**Quality of Life in Hurst**  
**(n=400)**



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

Survey Year	Excellent	Good	Adequate	Poor
2009 (n=400)	45.8	46.3	7.0	1.0
2007 (n=400)	41.5	51.5	5.8	1.3
2005 (n=450)	36.9	53.1	8.9	1.1
2004 (n=398)	35.4	55.5	8.0	1.0

**Figure 2**  
**Quality of Life in Hurst Over Next 5 Years**  
**(n=373)**



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

Survey Year	Improve	Stay the same	Decline
2009 (n=373)	49.6	35.4	15.0
2007 (n=379)	44.6	40.9	14.5
2005 (n=434)	43.8	39.9	16.4
2004 (n=385)	47.0	39.2	13.8

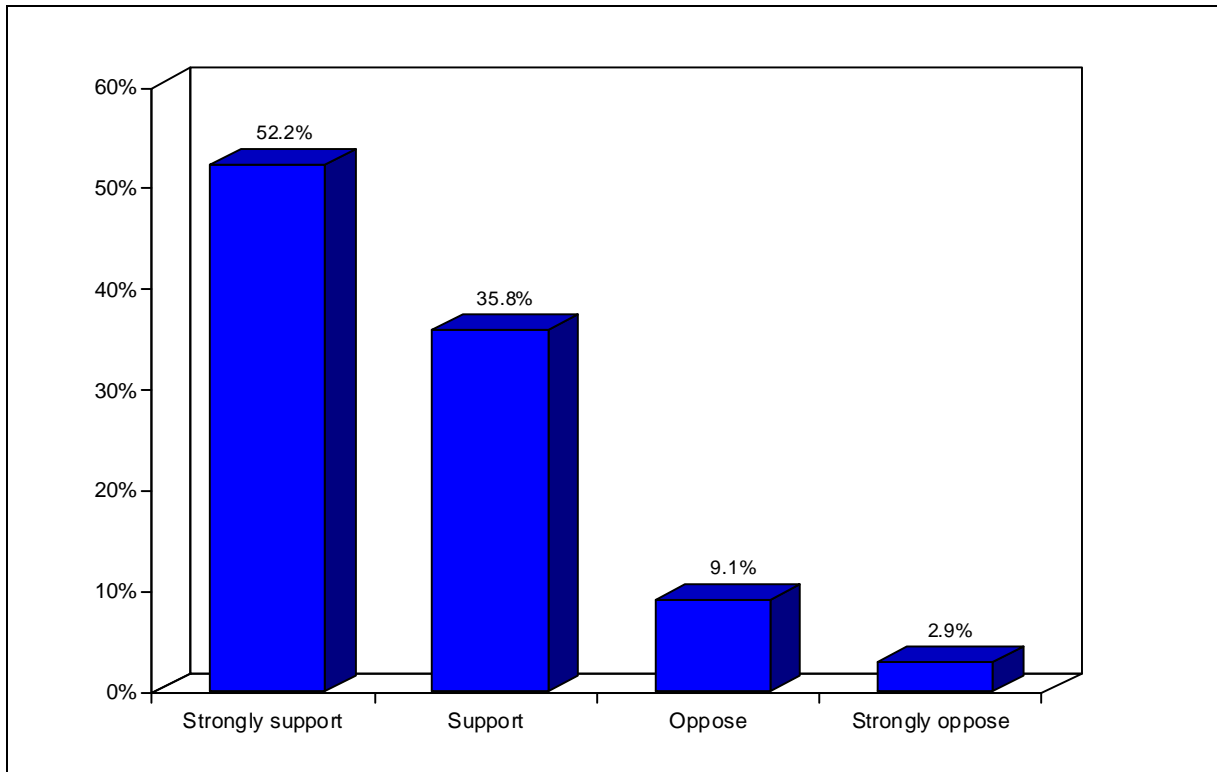
## V. ISSUES FACING HURST

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**Table 4**  
**Critical Issues Facing Hurst Today**

	Percentage responding			
	2004 (n=400)	2005 (n=450)	2007 (n=382)	2009 (n=390)
Redeveloping older areas of the city	39.3	44.4	50.3	47.7
Increasing transportation options	21.5	17.3	18.3	23.3
Increasing employment opportunities	14.5	10.4	8.1	11.3
Decreasing crime	13.5	12.7	13.6	9.7
Improving city services	5.0	4.7	3.9	6.4
Other	6.3	10.4	5.8	1.5

**Figure 3**  
**Support or Oppose Enacting a Daytime Curfew for Minors<sup>1</sup>**  
**(n=383)**



<sup>1</sup> This question was new in 2009.

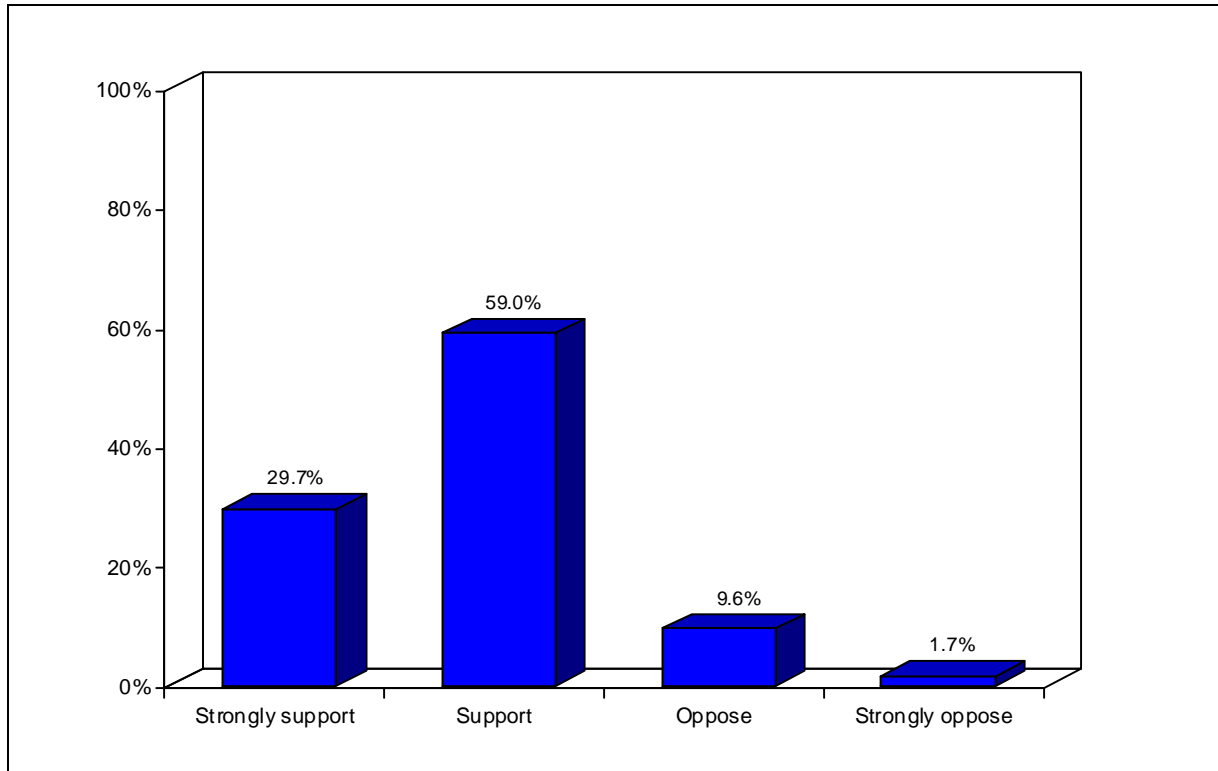
**Table 5**  
**Favored Approach to Smoking Restrictions in Public Places<sup>1</sup>**  
**(n=378)**

	Percentage responding
Maintain the city's current restrictions that designate smoking and non-smoking areas in restaurants and other public places	45.2
Impose further smoking restrictions in the city of Hurst	33.9
Work with other northeast Tarrant cities in passing additional and identical smoking restrictions	12.7
Wait for the state Legislature to pass a statewide smoking restriction	8.2

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<sup>1</sup> This question was new in 2009.

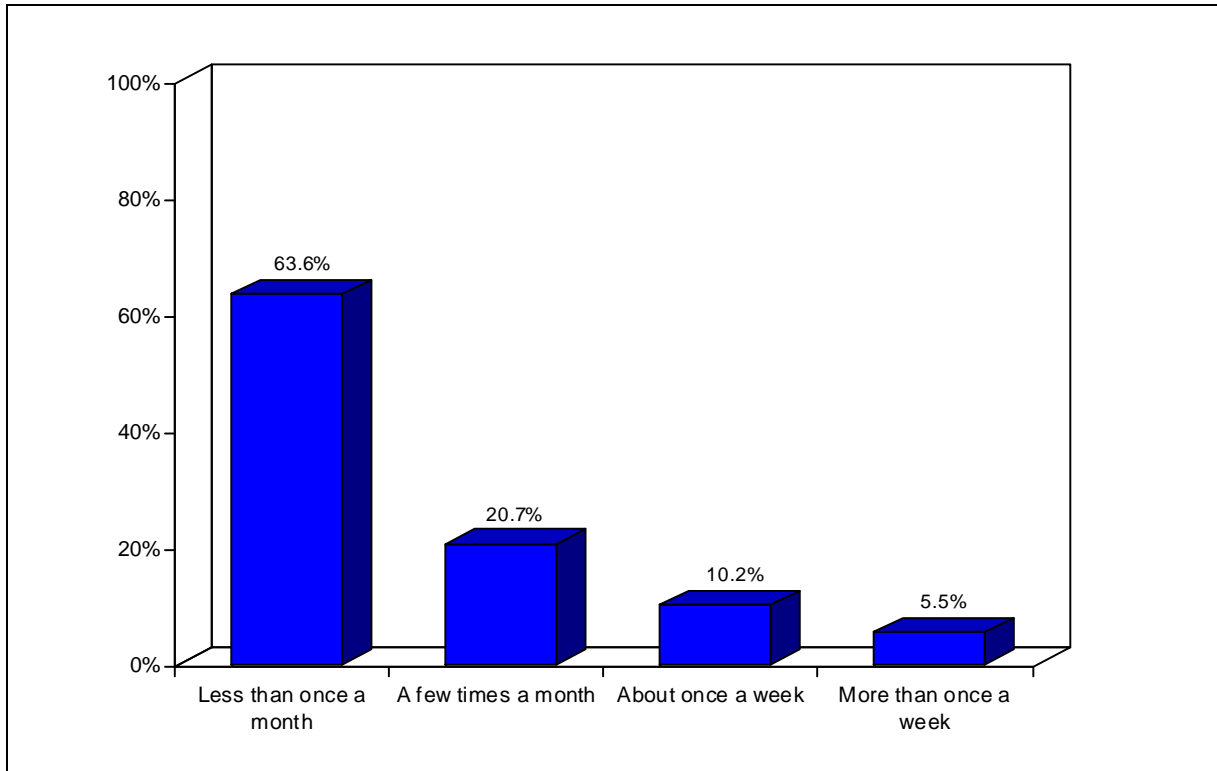
**Figure 4**  
**Support or Oppose: Free Wireless Internet Access in Public Places**  
**(n=344)**



**Table 6**  
**Support or Oppose: Free Wireless Internet Access in Public Places**  
**by Year**

Survey Year	Strongly support	Support	Oppose	Strongly oppose
2009 (n=344)	29.7	59.0	9.6	1.7
2007 (n=365)	25.2	53.7	17.8	3.3

**Figure 5**  
**Projected Usage of Free Wireless Internet Access if Available**  
**(n=275)**



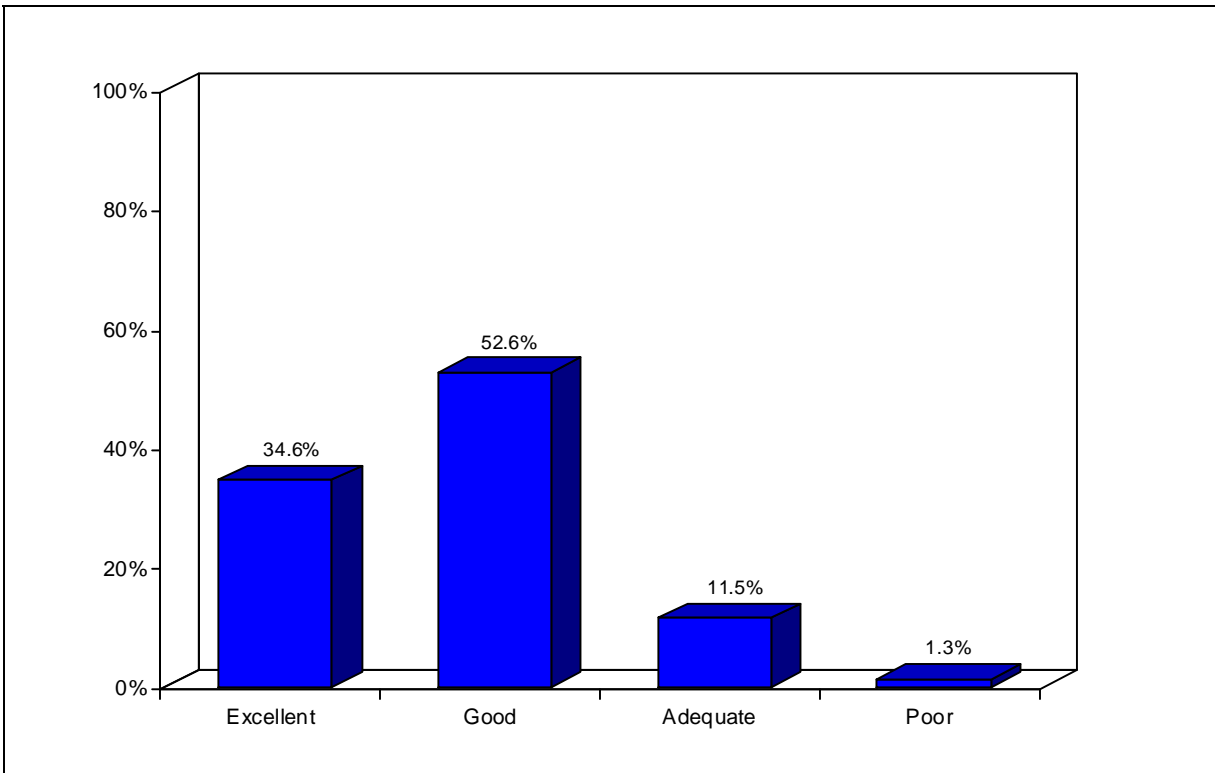
**Table 7**  
**Projected Usage of Free Wireless Internet Access if Available**  
**by Year**

Survey Year	Less than once a month	A few times a month	About once a week	More than once a week
2009 (n=275)	63.6	20.7	10.2	5.5
2007 (n=274)	65.0	18.2	10.2	6.6

## VI. CITY SERVICES

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**Figure 6**  
**Ratings of Maintenance of City Overall**  
**(n=399)**



**Table 8**  
**Ratings of Maintenance of City Overall**  
**by Year**

Survey Year	Excellent	Good	Adequate	Poor
2009 (n=399)	34.6	52.6	11.5	1.3
2007 (n=398)	30.7	57.8	10.3	1.3
2005 (n=450)	24.9	54.7	19.3	1.1
2004 (n=400)	27.0	55.3	15.3	2.5

**Table 9**  
**Ratings of City Services<sup>1</sup>**

	Percentage responding			
	Excellent	Good	Adequate	Poor
Fire department (n=377)	61.0	36.6	2.1	0.3
Library (n=371)	59.3	37.5	3.2	0.0
Parks (n=387)	52.5	43.9	2.8	0.8
Emergency medical services (n=340)	55.6	39.1	4.7	0.6
Police (n=392)	52.3	41.6	4.3	1.8
Recreational programs (n=372)	51.9	39.2	8.6	0.3
Animal control (n=369)	36.6	48.5	12.2	2.7
Trash collection services (n=394)	36.3	48.7	11.4	3.6
Sewer service (n=387)	27.6	57.4	13.2	1.8
Water quality (n=397)	31.2	51.6	12.8	4.3
Water pressure (n=397)	28.2	54.2	13.9	3.8
Recycling collection services (n=375)	35.2	46.9	13.6	4.3
Storm water drainage (n=387)	25.3	54.3	16.8	3.6
Street maintenance (n=398)	22.1	54.8	17.8	5.3
Code enforcement (n=342)	18.1	56.4	18.4	7.0

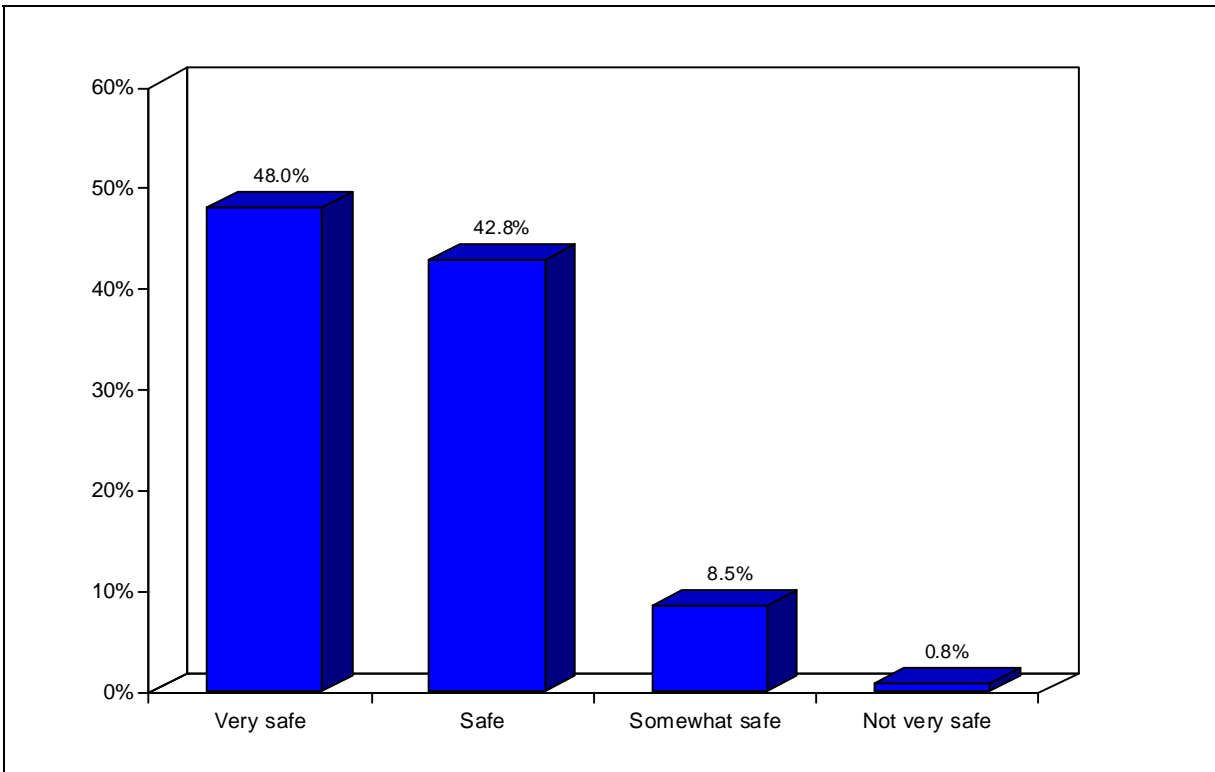
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<sup>1</sup> Several services were added to the list in 2009: water quality, water pressure, animal control, sewer service and code enforcement.

**Table 10**  
**City Services Usage in Past Two Years**

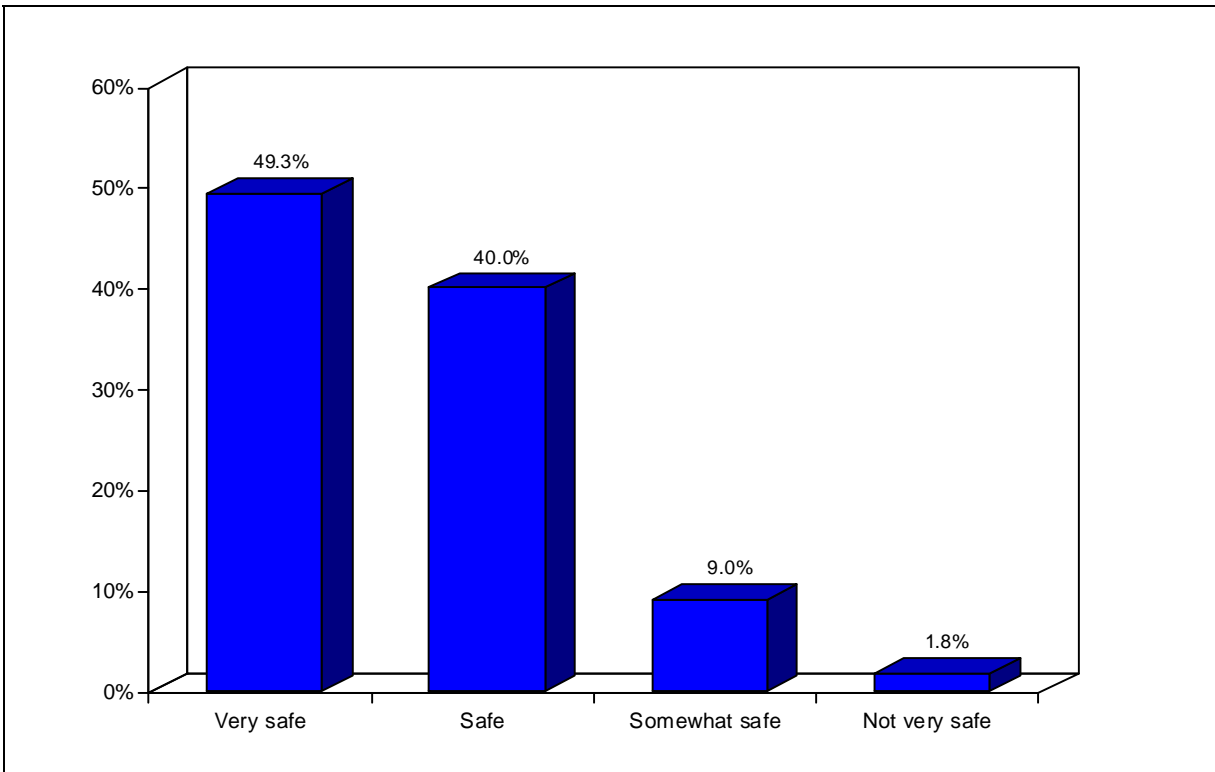
	Percentage responding	
	Yes	No
Parks (n=400)	78.5	21.5
Library (n=400)	70.3	29.8
Recreational programs (n=400)	50.5	49.5
Emergency medical services (n=398)	24.9	75.1
Fire department (n=399)	19.3	80.7

**Figure 7**  
**Feel Safe Living in Hurst<sup>1</sup>**  
**(n=400)**



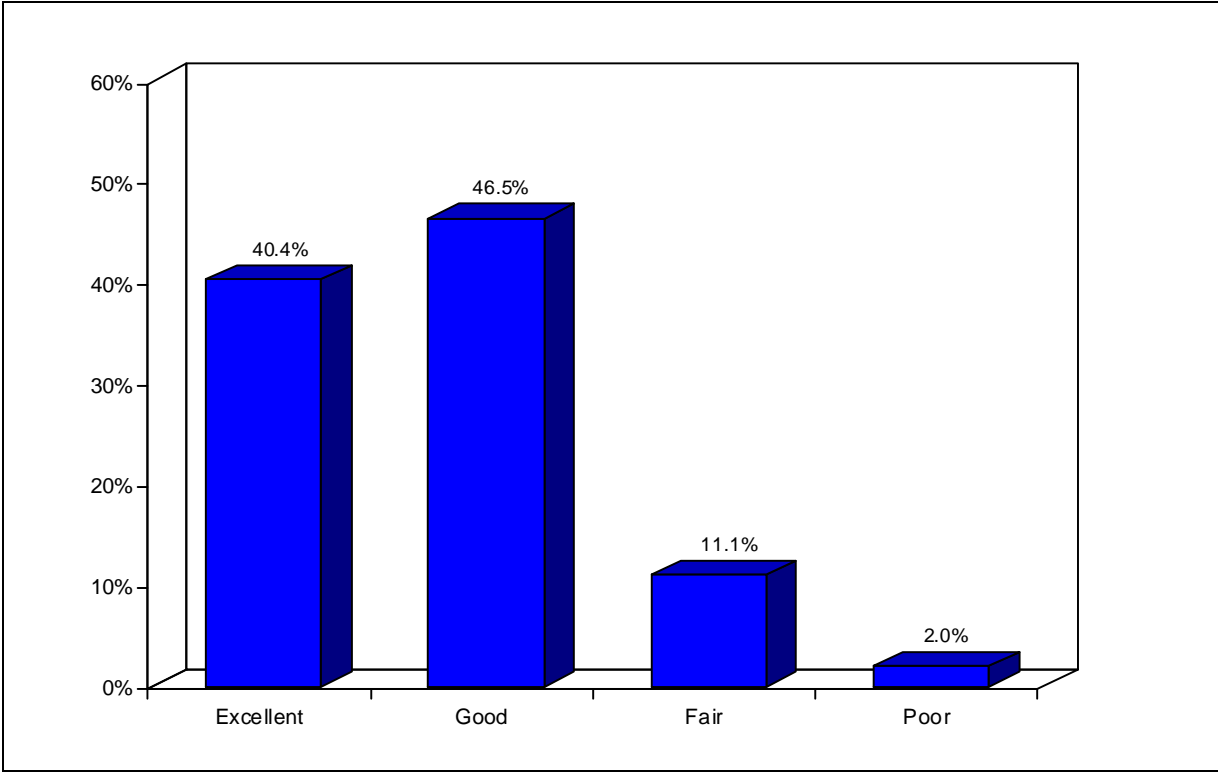
<sup>1</sup> This question was new in 2009.

**Figure 8**  
**Feel Safe Living in Neighborhood<sup>1</sup>**  
**(n=400)**



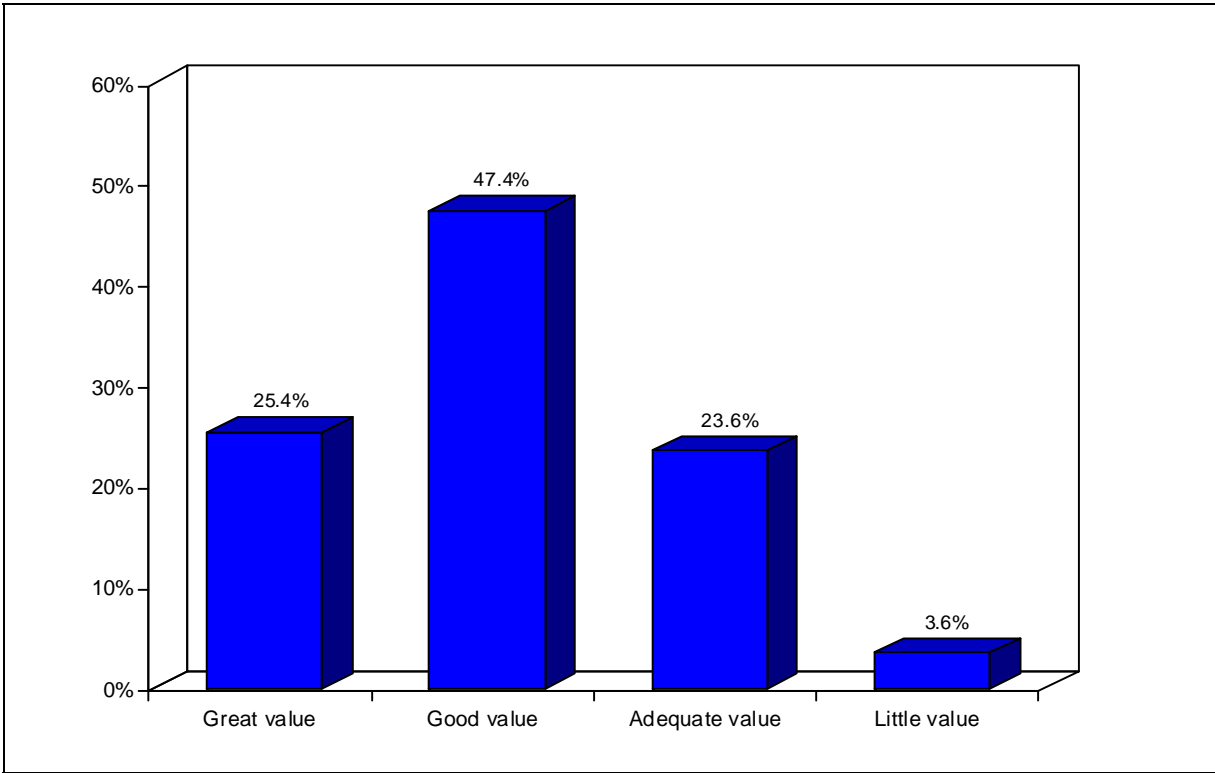
<sup>1</sup> This question was new in 2009.

**Figure 9**  
**Ratings of Police Visibility<sup>1</sup>**  
**(n=396)**



<sup>1</sup> This question was new in 2009.

**Figure 10**  
**Value of Services Received for the Taxes Paid**  
**(n=390)**

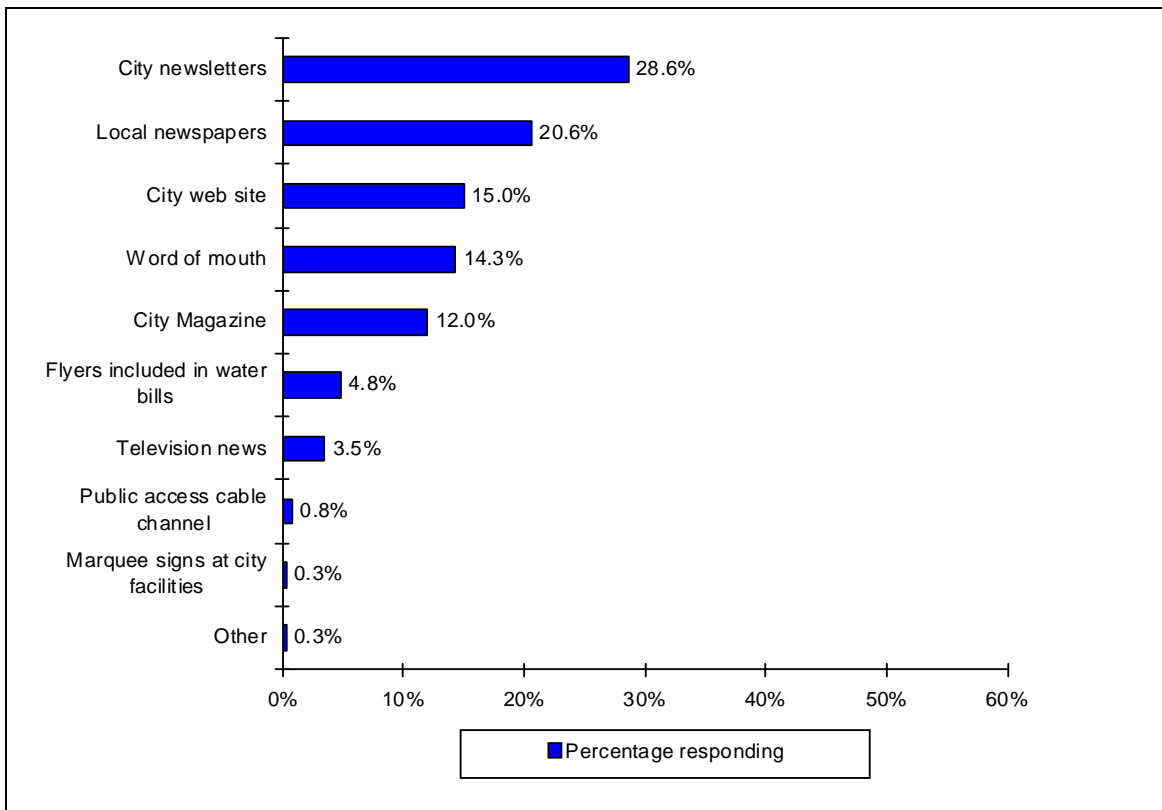


**Table 11**  
**Value of Services Received for the Taxes Paid**  
**by Year**

Survey Year	Great value	Good value	Adequate value	Little value
2009 (n=390)	25.4	47.4	23.6	3.6
2007 (n=382)	16.2	50.8	29.3	3.7
2005 (n=434)	11.5	49.5	31.6	7.4
2004 (n=388)	12.6	52.6	28.6	6.2

## VII. COMMUNICATIONS

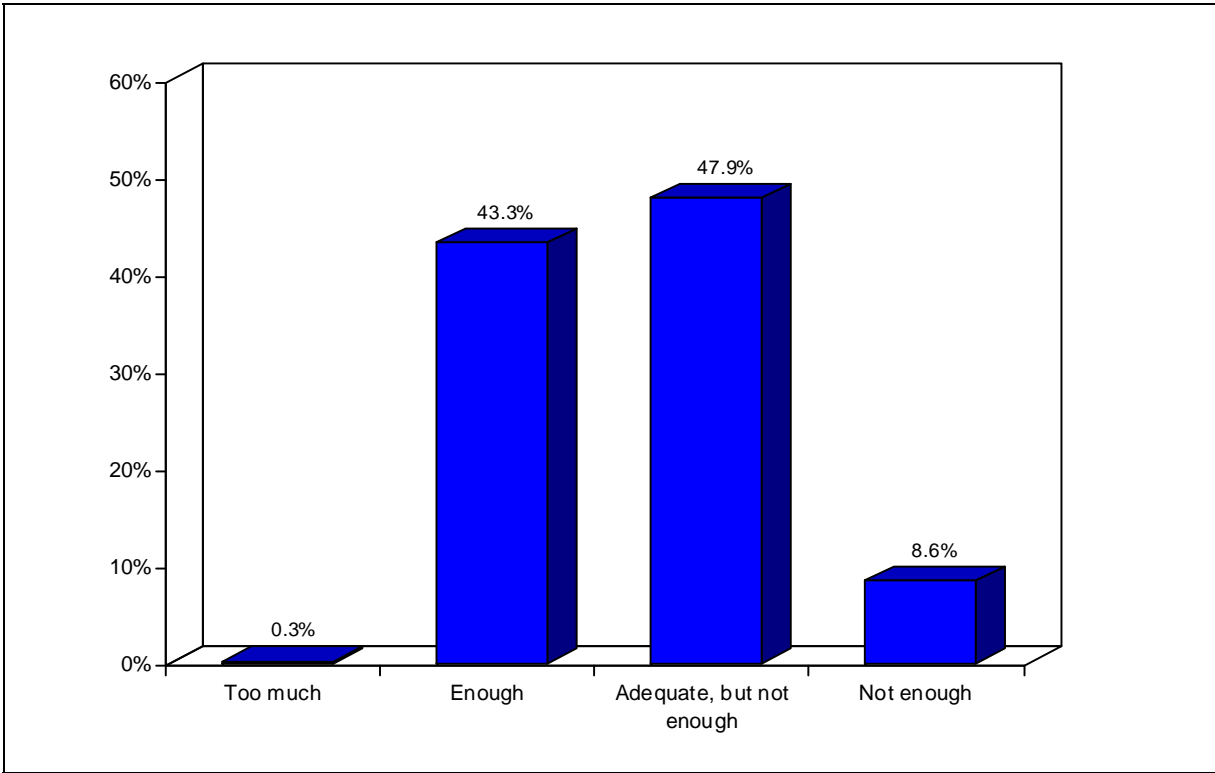
**Figure 11**  
**Source of Most Information about City of Hurst**  
**(n=399)**



**Table 12**  
**Source of Most Information about City of Hurst**  
**by Year**

Source	2004 (n=400)	2005 (n=441)	2007 (n=394)	2009 (n=399)
City newsletters	49.5	49.7	44.4	28.6
Local newspapers	21.8	20.9	18.8	20.6
City web site	4.5	5.0	11.2	15.0
Word of mouth	9.3	11.8	5.6	14.3
City Magazine	--	--	--	12.0
Flyers included in water bills	8.0	2.0	11.2	4.8
Television news	2.3	2.3	2.5	3.5
Public access cable channel	--	--	--	0.8
Marquee signs at city facilities	0.3	2.3	--	0.3
All sources	1.3	--	--	--
Other	3.3	5.9	3.2	0.3

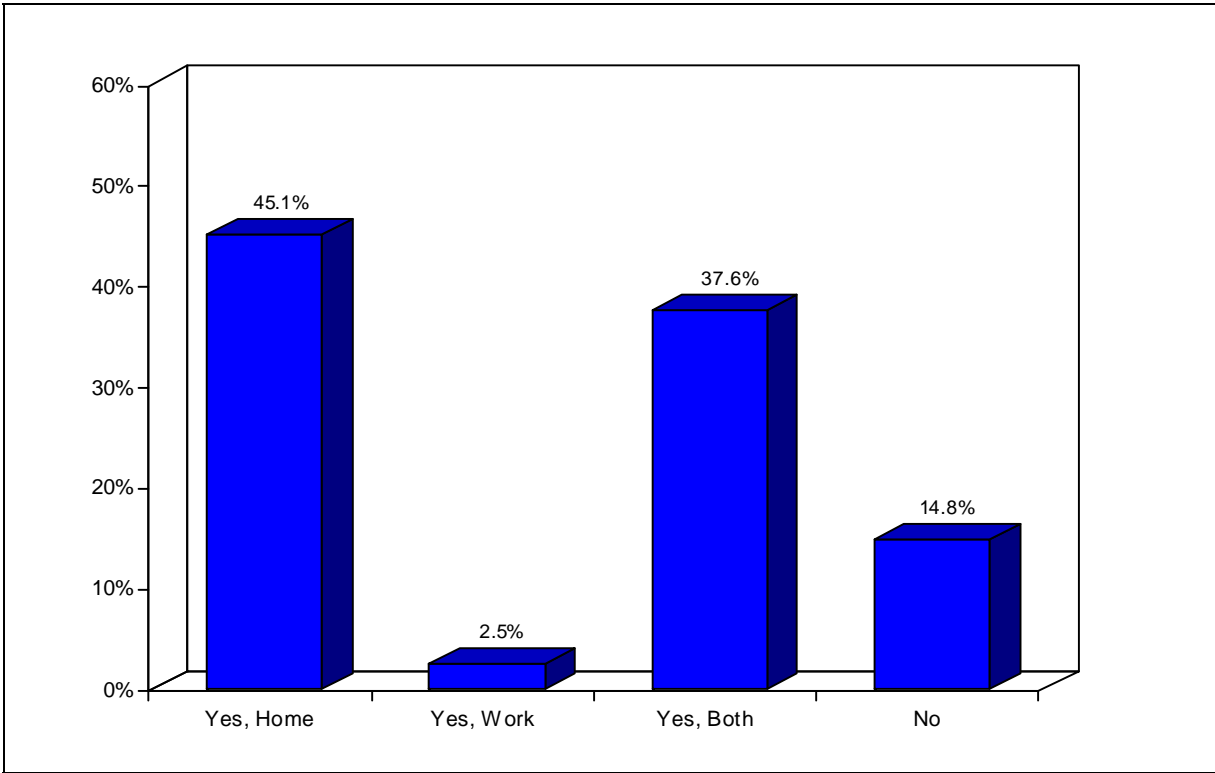
**Figure 12**  
**Get Enough Information about City of Hurst**  
**(n=397)**



**Table 13**  
**Get Enough Information about City of Hurst**  
**by Year**

Survey Year	Too much	Enough	Adequate, but not enough	Not enough
2009 (n=397)	0.3	43.3	47.9	8.6
2007 (n=395)	0.5	38.5	49.9	11.1
2005 (n=447)	0.2	36.2	48.3	15.2
2004 (n=398)	0.8	41.5	46.0	11.8

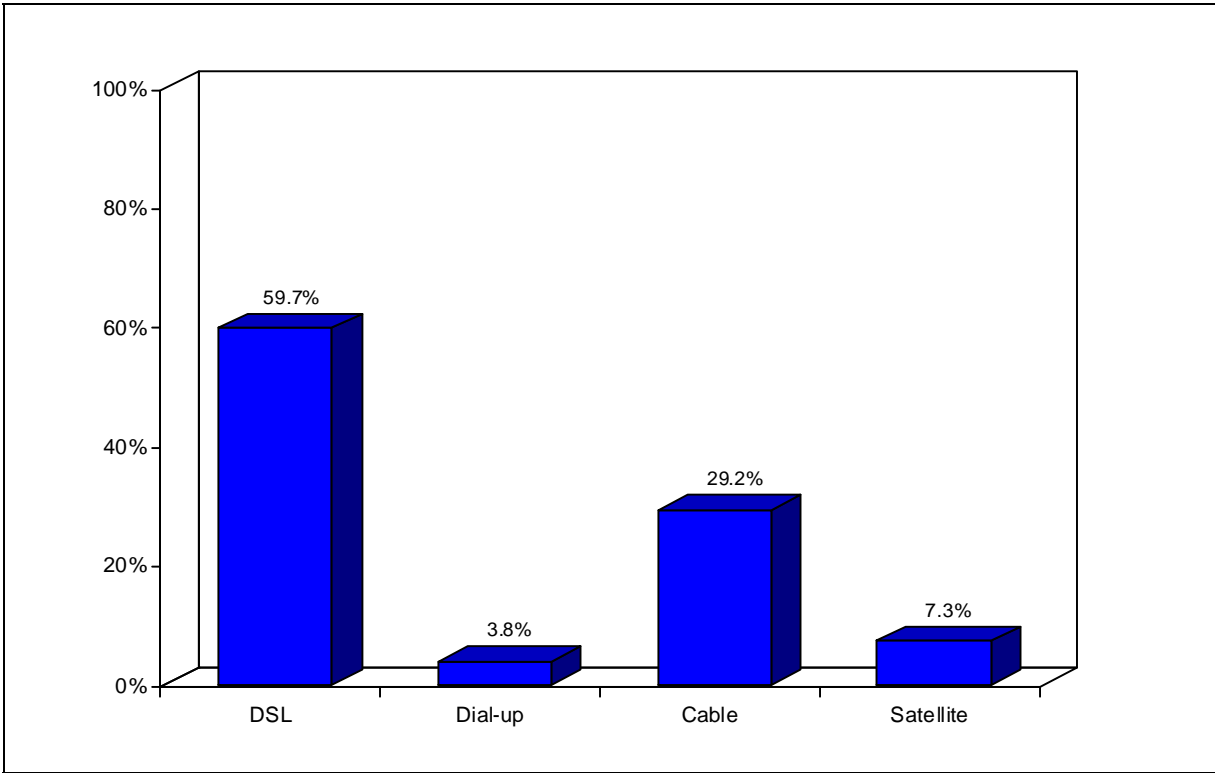
**Figure 13**  
**Have Internet Access at Home or Work**  
**(n=399)**



**Table 14**  
**Have Internet Access at Home or Work**  
**by Year**

Survey Year	Yes, Home	Yes, Work	Yes, Both	No
2009 (n=399)	45.1	2.5	37.6	14.8
2007 (n=400)	37.3	6.5	38.8	17.5
2005 (n=449)	39.9	4.5	31.2	24.5
2004 (n=399)	37.1	7.3	34.3	21.3

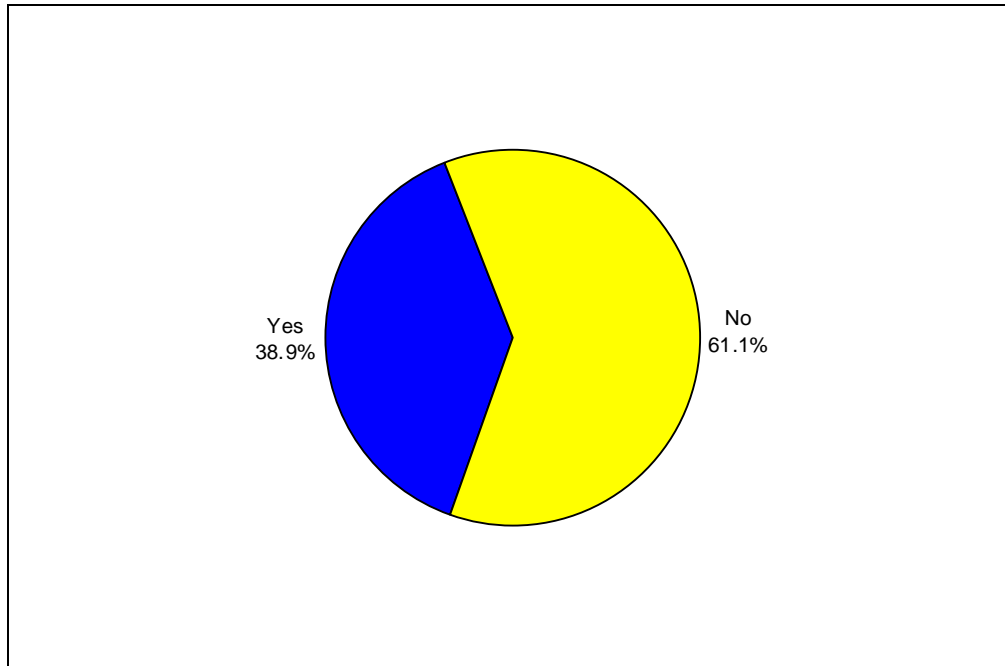
**Figure 14**  
**Type of Internet Access at Home**  
**(n=315)**



**Table 15**  
**Type of Internet Access at Home**  
**by Year**

Survey Year	DSL	Dial-up	Cable	Satellite
2009 (n=315)	59.7	3.8	29.2	7.3
2007 (n=298)	51.3	17.4	28.9	2.3

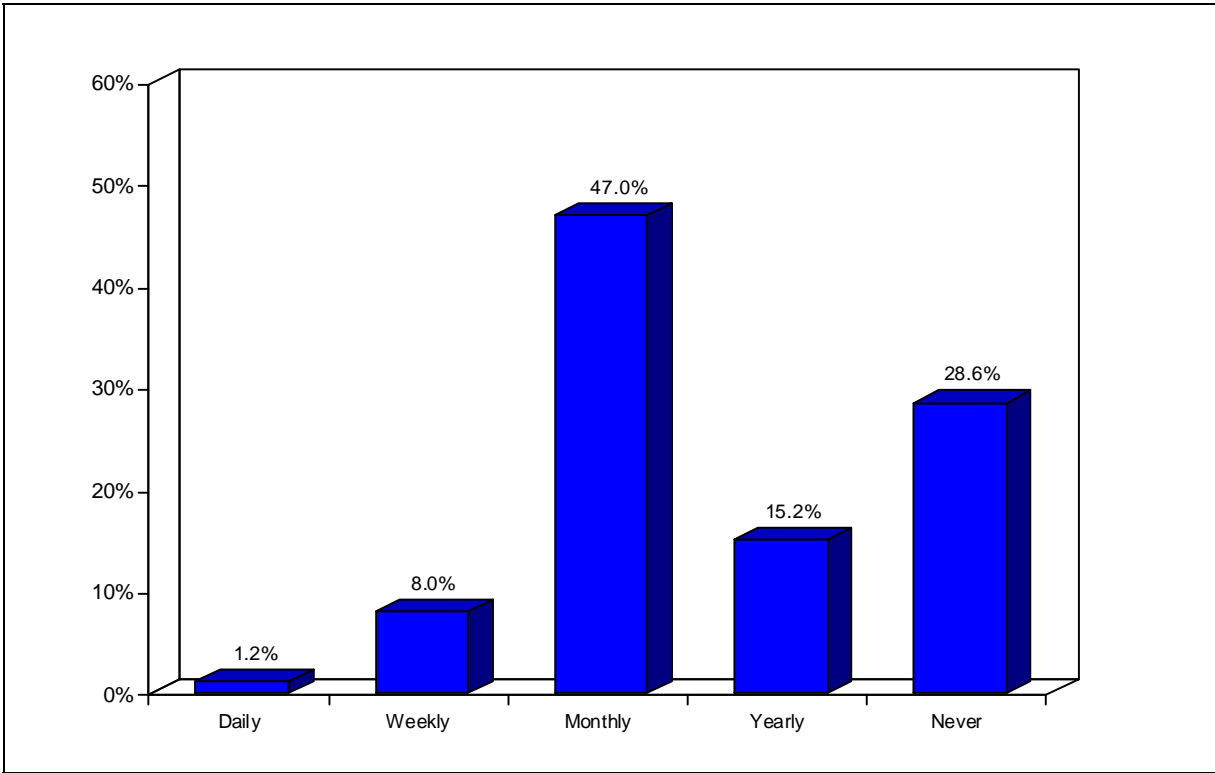
**Figure 15**  
**Would Like to Receive E-mail about City Services and/or Other Information**  
**(n=334)**



**Table 16**  
**Would Like to Receive E-mail about City Services and/or Other Information**  
**by Year**

Survey Year	Yes	No
2009 (n=334)	38.9	61.1
2007 (n=326)	45.1	54.9
2005 (n=338)	33.4	66.6
2004 (n=313)	32.3	67.7

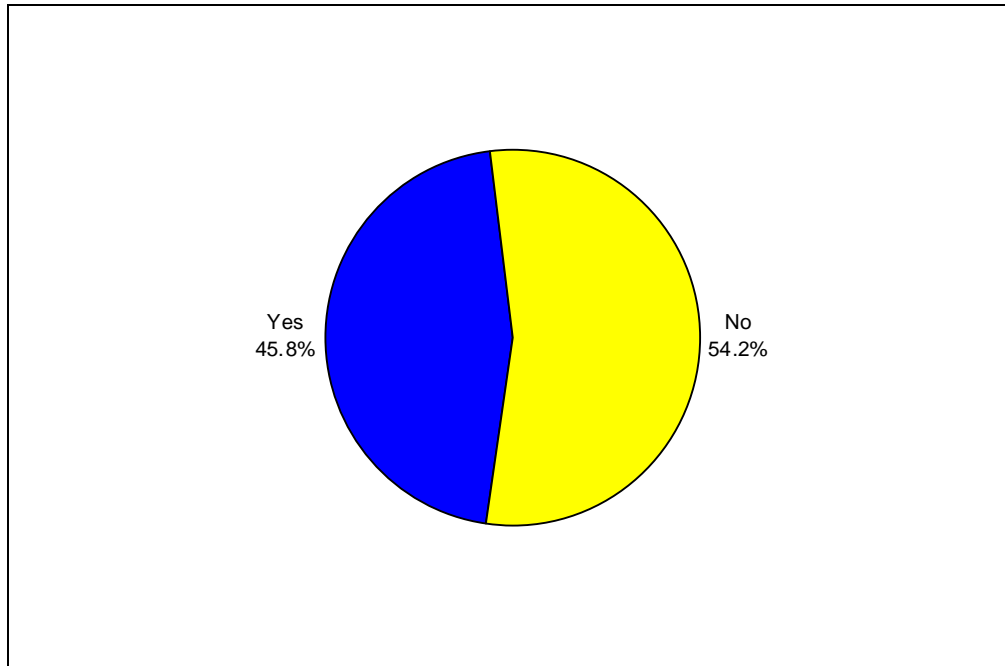
**Figure 16**  
**Frequency of Accessing City Web Site to Get Information**  
**(n=336)**



**Table 17**  
**Frequency of Accessing City Web Site to Get Information**  
**by Year**

Survey Year	Daily	Weekly	Monthly	Yearly	Never
2009 (n=336)	1.2	8.0	47.0	15.2	28.6
2007 (n=326)	1.2	9.8	33.4	19.3	36.2
2005 (n=450)	0.7	4.9	19.3	14.9	60.2
2004 (n=396)	0.3	5.6	18.7	17.2	58.3

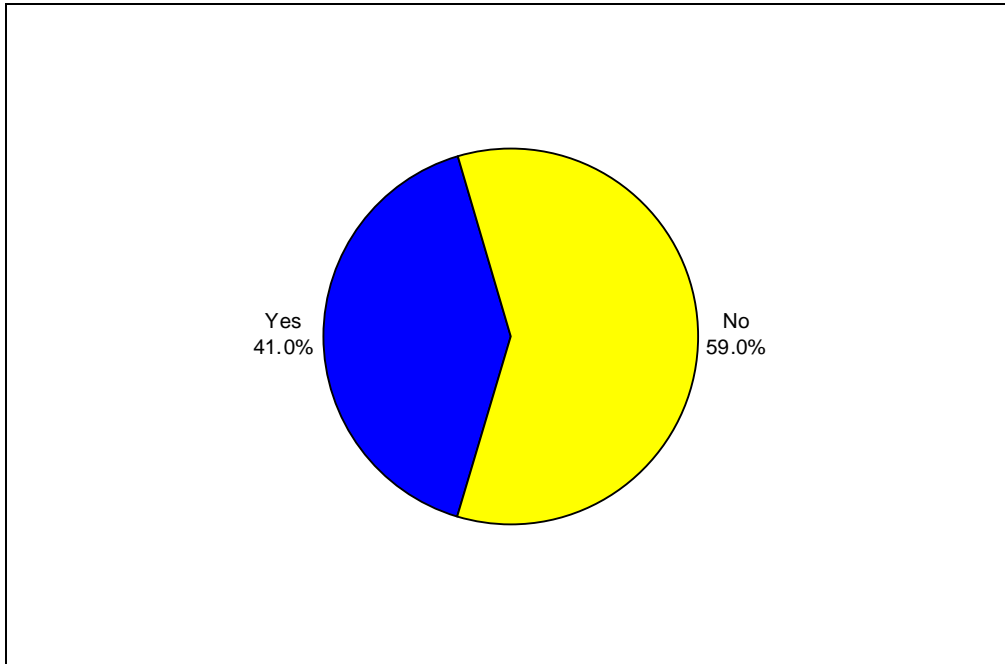
**Figure 17**  
**Would Use City Web Site to Make Payments**  
**(n=336)**



**Table 18**  
**Would Use City Web Site to Make Payments**  
**by Year**

Survey Year	Yes	No
2009 (n=336)	45.8	54.2
2007 (n=328)	47.3	52.7
2005 (n=447)	31.3	68.7
2004 (n=395)	34.2	65.8

**Figure 18**  
**Contacted the City in Last Year**  
**(n=400)**



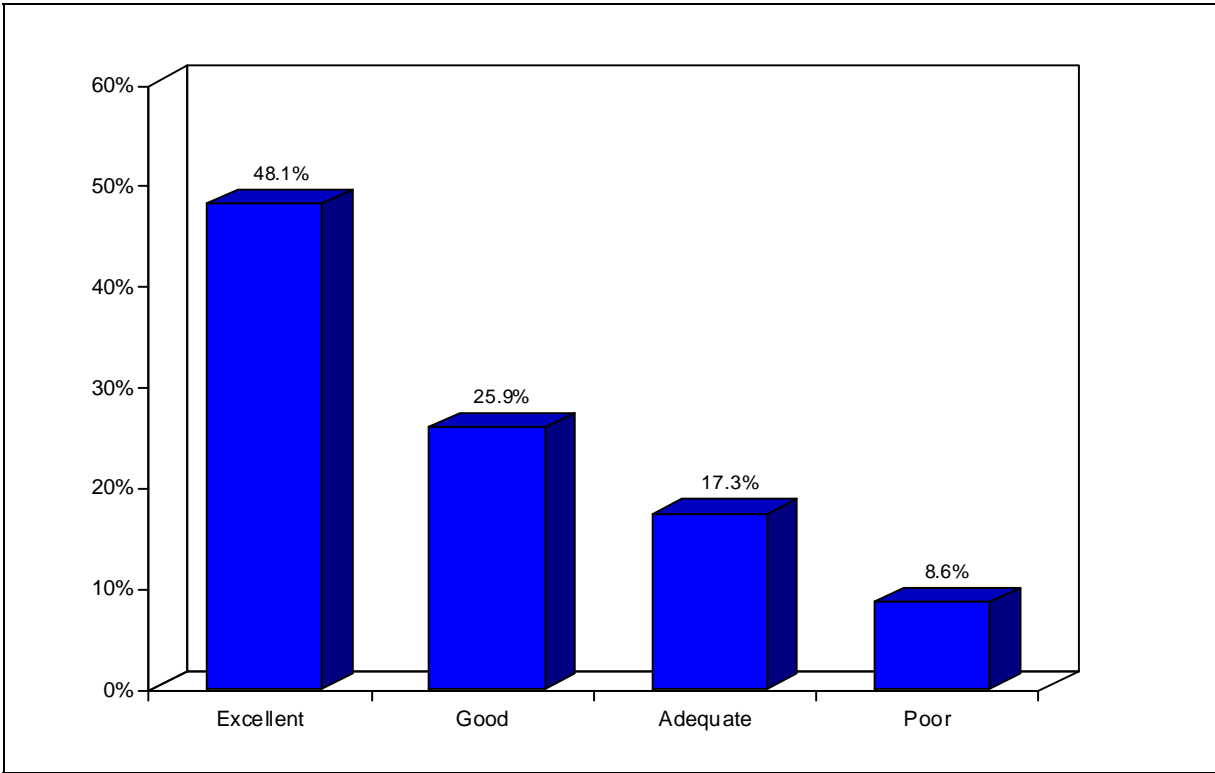
**Table 19**  
**Contacted the City in Last Year**  
**by Year**

Survey Year	Yes	No
2009 (n=400)	41.0	59.0
2007 (n=398)	41.2	58.8
2005 (n=450)	40.9	59.1
2004 (n=399)	38.3	61.7

**Table 20**  
**City Department Contacted**

	Percentage responding			
	2004 (n=147)	2005 (n=181)	2007 (n=157)	2009 (n=160)
Utilities, Other	16.3	17.7	17.2	17.5
City Management	15.0	11.6	11.5	13.1
Police Department	19.0	17.1	19.1	11.9
Code Enforcement	9.5	12.2	20.4	11.3
Animal Control	8.2	7.7	3.8	10.6
Utility bill	8.2	5.5	6.4	9.4
Public Works and Engineering	8.2	9.9	11.5	6.9
City Council	9.5	2.8	1.9	5.6
Planning and Development	0.7	8.8	0.6	3.1
Parks and Recreation	0.7	1.1	0.0	3.1
Fire Department	2.0	2.2	1.9	0.6
Other	2.7	3.3	5.7	6.9

**Figure 19**  
**Ratings of Overall Customer Service**  
**(n=162)**



**Table 21**  
**Ratings of Overall Customer Service**  
**by Year**

Survey Year	Excellent	Good	Adequate	Poor
2009 (n=162)	48.1	25.9	17.3	8.6
2007 (n=156)	39.7	31.4	17.9	10.9
2005 (n=182)	33.5	29.7	17.6	19.2
2004 (n=151)	35.8	27.8	19.2	17.2