

# Citizen Survey

Life is still good in the City of Rockwall a recent survey of residents showed - and it's getting better – but they still want Macy's, Dillard's, Barnes & Noble and Whole Foods Market to locate here.

Those and other findings were tracked in the 2011 Citizen Survey conducted by Raymond Turco & Associates. More than 1,700 people responded to the survey from a mailing of 15,216 households – 582 of those from a randomly selected resident list.

Nearly all survey respondents (97%) were pleased with the quality of life in Rockwall (52% were very satisfied, 45% were satisfied), an increase of 2% since the 2008 survey.

Traffic issues remained a concern (94%), but while it was the most critical issue for residents in 2008 (42%), the completion of several road projects such as SH-205 contributed to that number dropping to 27% this year.

Concerns about growth management also fell from 16% in 2008 to 13%.

Highest rated city services included:

- Community safety (96%)
- Fire services (95%)
- Ambulance services (95%)
- Police services (94%)
- Animal services (92%)

Lowest rated city services included cable television, neighborhood street maintenance and traffic flow improvement.

Trends showed property maintenance standards are popularly supported and that residents are pleased with the way the City is maintained.

Showing gradual improvement since 2003 were fire and drainage services, communication efforts and building inspection.

The survey showed residents were very supportive of the police department Holiday Crime Watch Program (98%) as well as increased patrol of commercial areas and neighborhoods.

Residents continued to be generally unaware of fire department services - 48% felt they had enough information - but they remain satisfied with the service it provided and how the department was operated.

Local newspapers remain the most popular source for information about the City along with the monthly newsletter that is included with water bills - but 58% get their information by word-of-mouth. The least popular information sources were Twitter, blogs and the city's cable channel.

Clothing and shoes again topped the list of hard-to-find items (up 3% from 2008), but the top item in 2008 – books – was replaced with furniture and grocery/specialty foods.