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Citizen Survey Results



APPENDIX: CUMULATIVE SURVEY RESULTS

PROJECT 2251002 RAYMOND TURCO & ASSOCIATES OCTOBER 2002

MY NAME IS _____ AND I AM WITH THE RAYMAR RESEARCH GROUP. WE ARE CONDUCTING A SURVEY ABOUT ISSUES THAT AFFECT YOUR COMMUNITY. WOULD IT BE ALL RIGHT IF I TOOK A FEW MINUTES OF YOUR TIME TO ASK YOU A FEW QUESTIONS?

AREA	AREA I	32%
	AREA II	39%
	AREA III	29%
SEX	MALE	48%
	FEMALE	52%

1. FIRST, HOW LONG HAVE YOU LIVED IN McALLEN?

LESS THAN FIVE YEARS	13%
5 - 10 YEARS	18%
10 - 15 YEARS	11%
15 - 20 YEARS	21%
MORE THAN 20 YEARS	37%
REFUSE TO ANSWER	0%

2. FOR THESE NEXT QUESTIONS, WE WOULD LIKE TO TALK WITH YOU ABOUT A SPECIFIC PART OF THE CITY, YOUR IMPRESSIONS, AND HOW WE MIGHT IMPROVE OR ENHANCE IT. WE WOULD LIKE YOU TO THINK ABOUT THE AREA BOUND BY HACKBERRY ON THE NORTH, THE EXPRESSWAY ON THE SOUTH, 10TH STREET ON THE EAST, AND BICENTENNIAL BLVD. ON THE WEST. WITHIN THIS AREA ARE BOTH BUSINESS AND RESIDENTIAL AREAS. PLEASE TELL ME, IN THE PAST YEAR, HAVE YOU OR A MEMBER OF YOUR FAMILY

	YES	NO	DON'T REM
A) VISITED THE AREA BETWEEN HACKBERRY AND BUSINESS 83, DESCRIBED AS THE DE PALMAS NEIGHBORHOODS. SOME LANDMARKS IN THE AREA INCLUDE THE LIBRARY AND ARCHER PARK	80%	18%	1%
B) VISITED THE AREA BETWEEN BUSINESS 83 AND HOUSTON ST., DESCRIBED AS THE CENTRAL BUSINESS DISTRICT OF McALLEN	84%	15%	1%
C) VISITED THE AREA BETWEEN HOUSTON AVE. AND THE EXPRESSWAY, DESCRIBED AS THE LA PALOMA NEIGHBORHOODS. SOME OF THE LANDMARKS IN THAT AREA INCLUDE THE OLD CIVIC CENTER AND ROSELAWN CEMETERY	78%	21%	1%

3. AND DO YOU LIVE IN ONE OF THESE THREE SECTORS?

(IF NECESSARY, USE THE AREAS AS DESCRIBED IN #2)

DE PALMAS (A)	3%
DOWNTOWN (B)	3%
LA PALOMA (C)	2%
NONE	92%
REFUSE TO ANSWER	0%

4. THESE NEXT FEW QUESTIONS DEAL WITH THE DOWNTOWN McALLEN CENTRAL BUSINESS DISTRICT, THE AREA BETWEEN BUSINESS 83 AND HOUSTON AVE. IN GENERAL, HOW FREQUENTLY WOULD YOU SAY YOU VISIT THIS DOWNTOWN AREA? DO YOU VISIT IT

DAILY	10%
ONCE A WEEK	24%
ONCE A MONTH	24%
INFREQUENTLY	42%
REFUSE TO ANSWER	0%

5. DO YOU OR A MEMBER OF YOUR FAMILY WORK IN THE DOWNTOWN SECTOR?

YES	14%
NO	86%

6. AND REGARDING THE CENTRAL BUSINESS DISTRICT, IN THE PAST 12 MONTHS, HAVE YOU OR ANYONE IN YOUR HOUSEHOLD

	YES	NO	DON'T REM
A) SHOPPED THERE	69%	31%	0%
B) VISITED A RESTAURANT OR FOOD ESTABLISHMENT THERE	54%	46%	0%
C) VISITED AN OFFICE THERE	38%	61%	1%
D) VISITED A DOCTOR, CLINIC, OR MEDICAL FACILITY	35%	64%	0%
E) VISITED McALLEN CITY HALL	59%	41%	0%
F) VISITED ANY OTHER PUBLIC BUILDINGS	43%	55%	2%
G) VISITED OR USED THE McALLEN CENTRAL BUS TERMINAL	36%	64%	0%



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7. BASED ON YOUR OVERALL IMPRESSIONS, HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE DOWNTOWN MCALLEN AREA?

VERY SATISFIED	9%
SATISFIED	60%
DISSATISFIED	17%
VERY DISSATISFIED	7%
NO OPINION	7%

8. IF YOU WERE TO IMAGINE, WHAT OTHER CITY OR DOWNTOWN AREA WOULD YOU LIKE DOWNTOWN MCALLEN TO MOST LOOK LIKE?

San Antonio (5%), keep the way it is (14%), Austin (7%), Houston (5%)

9. WHAT WOULD YOU CONSIDER TO BE THE MOST POSITIVE THING ABOUT THE CENTRAL BUSINESS DISTRICT (DOWNTOWN AREA)?

Businesses/shopping variety (29%), beautification/attractive (6%), City Hall/banks/post office (6%), location/central (5%)

10. AND WHAT ONE SUGGESTION WOULD YOU MAKE TO IMPROVE THE CENTRAL BUSINESS DISTRICT?

More parking (29%), business upgrade/better quality (11%), better traffic flow/widen streets (11%), renovate/modernize (8%)

11. USING A SCALE OF EXCELLENT, GOOD, FAIR OR POOR, HOW WOULD YOU RATE THE CENTRAL BUSINESS DISTRICT IN TERMS OF

	E	G	F	P	NO
A) THE NUMBER OF RESTAURANTS	5%	29%	33%	22%	12%
B) THE OVERALL QUALITY OF RESTAURANTS	5%	36%	28%	15%	16%
C) THE NUMBER OF RETAIL STORES	13%	48%	21%	9%	9%
D) THE QUALITY OF RETAIL STORES	8%	39%	28%	17%	9%
E) THE DIVERSITY OF RETAIL STORES	8%	41%	27%	15%	10%
F) THE AMOUNT OF PARKING	2%	22%	23%	51%	3%
G) HAVING PARKING CONVENIENT TO WHERE YOU SHOP	3%	25%	21%	45%	5%
H) HOURS FOR SHOPPING	5%	42%	32%	10%	11%
I) THE CLEANLINESS OF THE AREA	6%	46%	30%	13%	4%
J) THE OVERALL ATTRACTIVENESS OF BUILDINGS	4%	36%	34%	23%	3%
K) THE NUMBER OF SPECIAL EVENTS, SUCH AS STREET MARKETS AND 4TH OF JULY PARADE	8%	45%	25%	10%	12%
L) THE LEVEL OF SAFETY WHEN SHOPPING THERE	10%	51%	22%	10%	6%
M) THE LEVEL OF SAFETY WHEN WALKING IN THIS PART OF THE CITY	9%	49%	22%	12%	7%
N) LATE NIGHT ENTERTAINMENT	2%	13%	14%	34%	37%

12. WOULD THE FOLLOWING ADDITIONS MAKE YOU MUCH MORE LIKELY TO VISIT THE DOWNTOWN AREA, MORE LIKELY, LESS LIKELY, OR MUCH LESS LIKELY

	MML	ML	LL	MLL	NO
A) MORE RESTAURANTS OR PLACES TO EAT THAT ARE ELEGANT AND COMFORTABLE	21%	61%	12%	2%	4%
B) MORE PLACES TO EAT THAT ARE CASUAL AND INEXPENSIVE	14%	62%	17%	1%	5%
C) A MOVIE THEATER	13%	43%	34%	4%	6%
D) A PERFORMANCE THEATER FOR PLAYS AND CONCERTS	18%	57%	20%	2%	3%
E) A POLICE SUB-STATION	15%	58%	18%	2%	7%
F) UPSCALE RETAIL ESTABLISHMENTS	12%	62%	17%	5%	4%
G) AN OUTDOOR PLAZA OR AMPHITHEATER FOR FESTIVALS OR LIVE PERFORMANCES	19%	63%	14%	1%	3%
H) A CITY PARK	13%	57%	23%	1%	5%
I) DISCOUNT RETAIL BUSINESSES	11%	55%	27%	2%	5%
J) SPECIALTY RETAIL BUSINESSES	14%	64%	16%	1%	5%
K) MUSEUM OR ART GALLERIES	19%	54%	21%	2%	4%
L) IMPROVED HOUSING OPPORTUNITIES	14%	45%	30%	4%	7%
J) A TROLLEY SYSTEM IN THE DOWNTOWN AREA	13%	50%	26%	4%	7%
K) MORE CLOSE-IN PARKING	25%	56%	14%	1%	4%



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13. HOW STRONGLY WOULD YOU SUPPORT OR OPPOSE THE FOLLOWING METHODS FOR FINANCING POTENTIAL IMPROVEMENTS IN THE DOWNTOWN AREA

	SS	S	O	SO	NO
A) CREATION OF SPECIAL FINANCING DISTRICT IN WHICH SALES TAXES RAISED DO NOT GO TO THE CITY BUT INSTEAD ARE USED TO IMPROVE THE AREA	15%	50%	19%	8%	7%
B) AN INCREASE FROM THE CITY'S GENERAL FUND	6%	50%	27%	7%	10%
C) ENHANCED PUBLIC/PRIVATE PARTNERSHIPS	10%	60%	13%	4%	13%
D) PRIVATE DEVELOPMENT	11%	64%	12%	3%	10%
E) FINANCIAL INCENTIVES TO ENCOURAGE BUSINESS EXPANSION OR RELOCATION	13%	60%	13%	3%	11%

14. ON NOVEMBER 5, VOTERS IN McALLEN VOTED TO MOVE THE CIVIC CENTER TO LAND LOCATED ON WARE ROAD AND THE EXPRESSWAY. BECAUSE OF THIS ACTION, THE CITY MUST DECIDE WHAT TO DO WITH THE CURRENT CIVIC CENTER. HOW STRONGLY WOULD YOU SUPPORT OR OPPOSE THE FOLLOWING ACTIONS REGARDING THE OLDER SPACE

	SS	S	O	SO	NO
A) CONVERT THE FACILITY INTO A COMMUNITY CENTER	19%	56%	15%	4%	6%
B) OPERATE THE FACILITY AS AN AUDITORIUM	12%	60%	18%	3%	7%
C) SELL THE FACILITY TO FINANCE A NEW AUDITORIUM ON THE WARE ROAD SITE	12%	44%	28%	7%	9%
D) CONVERT THE FACILITY INTO AN EDUCATIONAL CAMPUS OR TRAINING CENTER	11%	47%	30%	6%	6%
F) CREATION OF A BUSINESS INCUBATOR, WHEREBY NEW BUSINESSES CAN USE THE FACILITY TO GROW THEIR BUSINESS	6%	41%	37%	6%	10%

15. HOW STRONGLY WOULD YOU SUPPORT OR OPPOSE THE FOLLOWING TYPES OF DEVELOPMENTS BEING ENCOURAGED TO RELOCATE TO OR BUILD IN THE DOWNTOWN AREA:

	SS	S	O	SO	NO
A) MOVIE THEATERS	16%	46%	30%	4%	4%
B) SINGLE-FAMILY HOUSING	6%	36%	46%	8%	4%
C) MULTI-FAMILY HOUSING	6%	36%	47%	6%	5%
D) FINE DINING RESTAURANTS	14%	66%	14%	2%	4%
E) FAST FOOD RESTAURANTS	6%	50%	38%	3%	3%
F) RESTAURANTS OTHER THAN FAST FOOD	9%	66%	20%	1%	4%
G) GROCERY STORES	7%	47%	40%	3%	3%
H) ENTERTAINMENT ESTABLISHMENTS	14%	62%	17%	1%	6%
I) FITNESS CENTERS	7%	59%	28%	2%	3%
J) HOTELS AND MOTELS	8%	56%	31%	2%	2%
K) RETAIL SHOPPING CENTERS	9%	70%	17%	2%	2%
L) HIGH-TECH INDUSTRY	7%	53%	31%	4%	5%
M) MINOR EMERGENCY MEDICAL FACILITIES	14%	62%	20%	2%	2%
N) HIGH-RISE OFFICE BUILDINGS	8%	62%	24%	3%	3%
O) MUSEUMS OR ART GALLERIES	16%	64%	17%	1%	2%
P) VOCATIONAL SCHOOLS/ TRAINING FACILITIES	10%	52%	32%	3%	3%

16. WHICH STATEMENT BEST DESCRIBES YOUR ATTITUDES TOWARDS THE REDEVELOPMENT OF THE DOWNTOWN McALLEN AREA?

I ENTHUSIASTICALLY SUPPORT REDEVELOPMENT	53%
I WANT TO CONTROL REDEVELOPMENT	27%
I WANT TO LIMIT REDEVELOPMENT.	9%
I AM AGAINST REDEVELOPING THE DOWNTOWN	7%
NO OPINION	5%

17. LET'S TALK ABOUT HOUSING IN THE DE PALMAS AND LA PALOMA NEIGHBORHOODS. HOW STRONGLY WOULD YOU SUPPORT OR OPPOSE THE FOLLOWING HOUSING OPPORTUNITIES IN THESE NEIGHBORHOODS:

	SS	S	O	SO	NO
A) SINGLE FAMILY HOMES	11%	54%	16%	3%	16%
B) TOWN HOMES	5%	54%	22%	2%	16%
C) DUPLEX/FOURPLEX	4%	50%	26%	4%	17%
D) APARTMENTS OR CONDOMINIUMS	4%	46%	30%	2%	17%
E) HIGH-RISE MULTI-FAMILY DWELLINGS	4%	37%	36%	6%	17%
F) MULTIPLE-USE BUILDINGS, WHICH COMBINE RETAIL, OFFICE, AND HOUSING OPPORTUNITIES	6%	49%	26%	3%	16%
G) REMODELING OF HISTORIC HOMES	21%	55%	7%	2%	15%



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18. PLEASE TELL ME HOW STRONGLY YOU WOULD SUPPORT OR OPPOSE THE FOLLOWING AS A MEANS OF IMPROVING ONE OR BOTH OF THESE NEIGHBORHOODS

	SS	S	O	SO	NO
A) STRICTER CODE ENFORCEMENT BY THE CITY IN BOTH NEIGHBORHOODS	35%	49%	4%	2%	10%
B) DESIGNATING PARTS OF THE DE PALMAS AREA AS A HISTORIC DISTRICT	14%	56%	11%	1%	17%
C) LIMIT COMMERCIAL GROWTH IN THESE AREAS THROUGH STRICTER LAND USE CONTROLS AND ZONING ORDINANCES	13%	53%	17%	1%	16%
D) ENCOURAGE BUSINESSES TO RELOCATE TO EITHER NEIGHBORHOODS	6%	54%	21%	3%	16%
E) IMPROVED HOUSING OPPORTUNITIES	17%	62%	7%	1%	13%
F) INCREASED POLICE PRESENCE IN NEIGHBORHOODS	31%	52%	5%	0%	12%

19. HOW AWARE OR UNAWARE ARE YOU THAT THIS PART OF THE CITY CONTAINS BUILDINGS OF HISTORICAL VALUE?

VERY AWARE	20%
SOMEWHAT AWARE	35%
SOMEWHAT UNAWARE	20%
VERY UNAWARE	23%
NO OPINION	2%

20. AND HOW STRONGLY WOULD YOU SUPPORT OR OPPOSE ORDINANCES AND REGULATIONS TO PRESERVE OLDER BUILDINGS IN OR NEAR THE DOWNTOWN AREA?

STRONGLY SUPPORT	32%
SUPPORT	50%
OPPOSE	8%
STRONGLY OPPOSE	4%
NO OPINION	5%

21. IF THE CITY ESTABLISHED AN ARTS DISTRICT FOR GALLERIES, SHOPS, AND PERHAPS A MUSEUM IN WHICH OF THESE THREE SECTORS WOULD YOU LIKE TO SEE IT ESTABLISHED? IF YOU WOULD LIKE THE DISTRICT LOCATED ELSEWHERE, PLEASE TELL ME THAT ALSO.

DE PALMAS	12%
DOWNTOWN	43%
LA PALOMA	10%
OTHER AREA	26%
REFUSE TO ANSWER	9%

22. LET'S TALK ABOUT THE MAIN LIBRARY. HOW STRONGLY WOULD YOU SUPPORT OR OPPOSE

	SS	S	O	SO	NO
A) CONSTRUCTING A NEW LIBRARY AT ITS CURRENT SITE OR IN THE SAME NEIGHBORHOOD	24%	49%	17%	2%	7%
B) RENOVATING THE LIBRARY AT ITS EXISTING LOCATION	17%	61%	15%	1%	5%
C) CONSTRUCTING A NEW LIBRARY ELSEWHERE	19%	38%	32%	4%	7%

23. HOW STRONGLY DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS

	SA	A	D	SD	NO
A) I LIKE DOWNTOWN McALLEN AS IT IS	5%	46%	31%	15%	3%
B) THE DOWNTOWN AREA IS THE HEART OF THE CITY AND THE CITY SHOULD FOCUS ON IT	16%	54%	21%	6%	2%
C) I WANT TO SEE THE DOWNTOWN AREA IMPROVED, BUT I DON'T THINK THE CITY SHOULD PAY FOR IT	11%	44%	30%	7%	8%
D) I WOULD LIKE TO SEE MORE UPSCALE RETAIL ESTABLISHMENTS LOCATED DOWNTOWN	15%	64%	14%	2%	5%
E) WE SHOULD RECOGNIZE THE IMPORTANCE OF OUR MEXICAN NATIONALS WHO SHOP DOWNTOWN	24%	61%	9%	2%	4%
F) THE CITY SHOULD MAKE AN ACTIVE EFFORT TO ENCOURAGE LOCAL BUSINESSES TO LOCATE IN THE DOWNTOWN AREA	16%	67%	12%	1%	5%
G) THE LA PALOMA AND DE PALMAS NEIGHBORHOODS NEED TO BE PROTECTED FROM FUTURE COMMERCIAL DEVELOPMENT	10%	49%	23%	4%	15%
H) I SEE THE DOWNTOWN AREA AS THE CENTRAL REGION IN THE CITY	12%	57%	24%	5%	3%



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24. IN WHICH OF THE FOLLOWING AREAS DO YOU DO MOST OF YOUR SHOPPING?

- DOWNTOWN 12%
- NORTH MCALLEN 32%
- STORES ALONG US 83 . . . 13%
- LA PLAZA MALL AREA . . . 36%
- OUTSIDE OF MCALLEN . . . 4%
- OTHER _____ . 3%

25. THE FOLLOWING QUESTIONS ARE FOR CLASSIFICATION PURPOSES ONLY. WHICH OF THESE AGE GROUPS INCLUDES YOUR AGE?

- 18 - 24 YEARS 5%
- 25 - 34 YEARS 18%
- 35 - 44 YEARS 21%
- 45 - 54 YEARS 19%
- 55 - 64 YEARS 13%
- OVER 65 YEARS 24%
- REFUSE TO ANSWER 0%

26. DO YOU OWN YOUR PRIMARY RESIDENCE, OR DO YOU RENT?

- OWN 82%
- RENT 17%
- REFUSE TO ANSWER 1%

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? _____ THANK YOU AND HAVE A NICE EVENING

CALLER I.D. _____ SHEET NUMBER _____ ZIP CODE _____ SURVEY LENGTH _____