PLANO SURVEY

July 24 - 31, 2018

N = 502 respondents

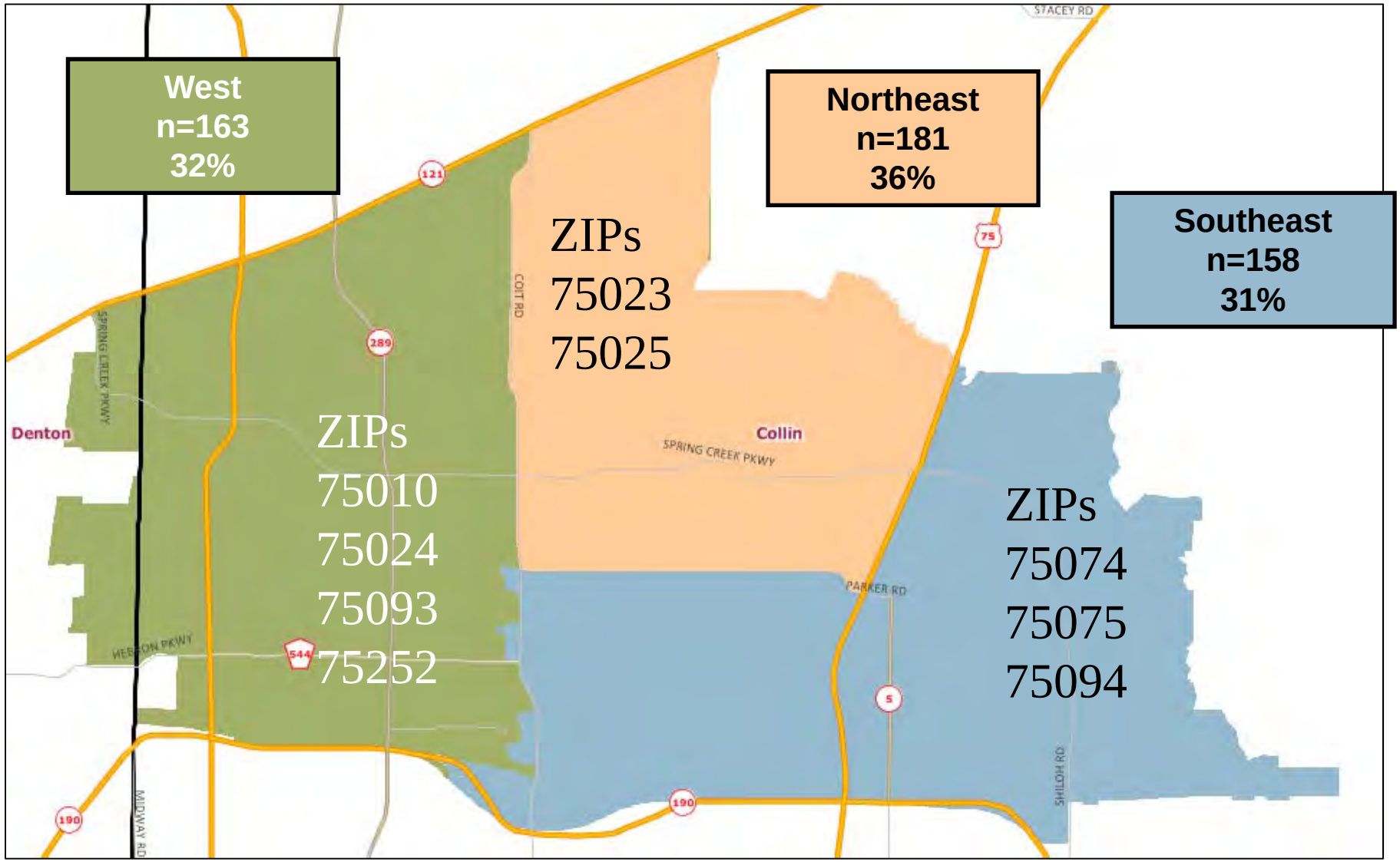
margin of error: ± 4.4%

BASELICE & Associates, Inc.

OBJECTIVES

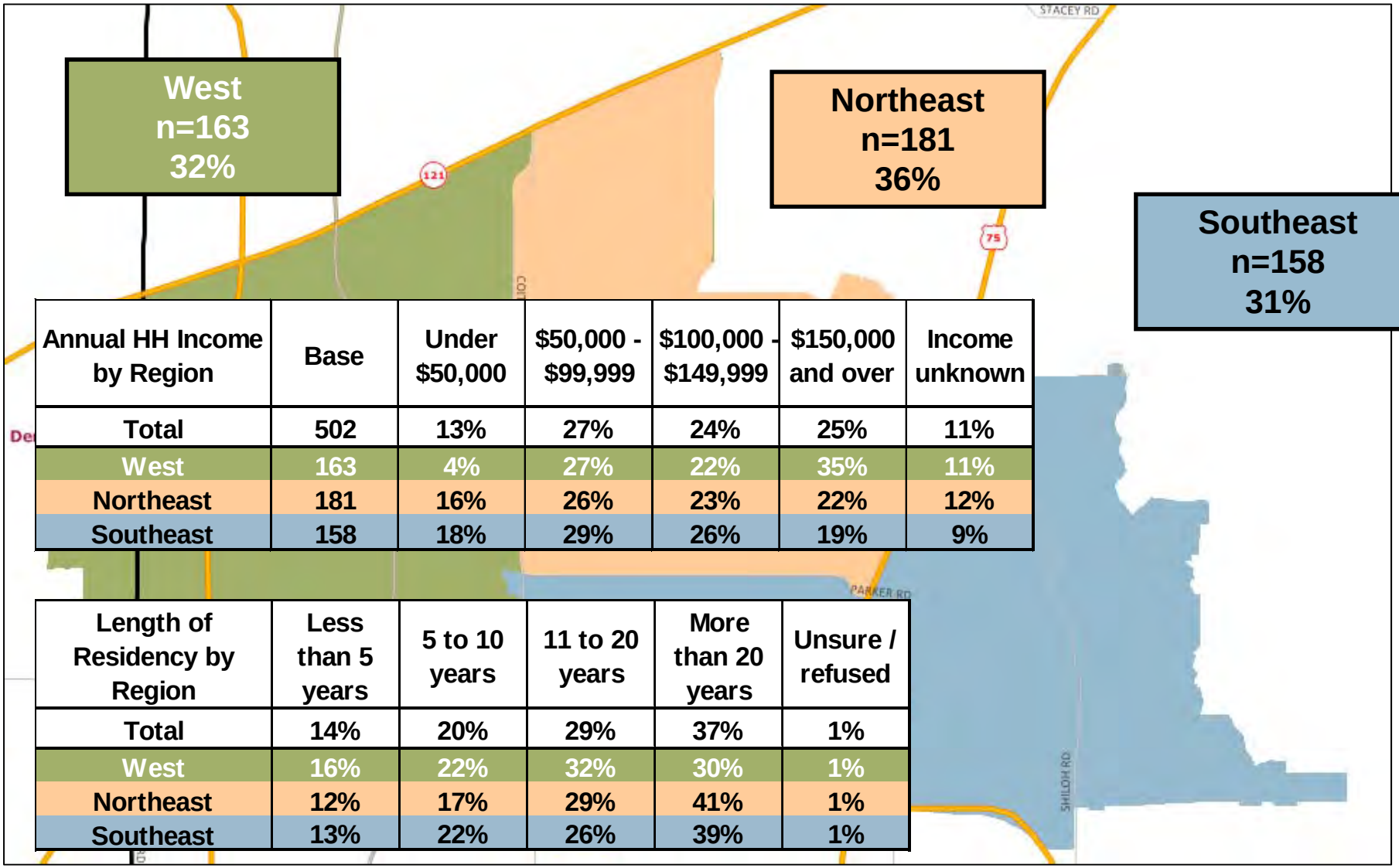
1. **To measure general and specific opinions about the City of Plano and living in Plano.**
2. **To determine satisfaction levels with specific departments / services.**
3. **To assess the most important issue for city officials to address.**
4. **To assess support for public transit and housing options.**

DISTRIBUTION OF INTERVIEWS



Baselice & Associates, Inc. Project# 18536

DISTRIBUTION OF INTERVIEWS

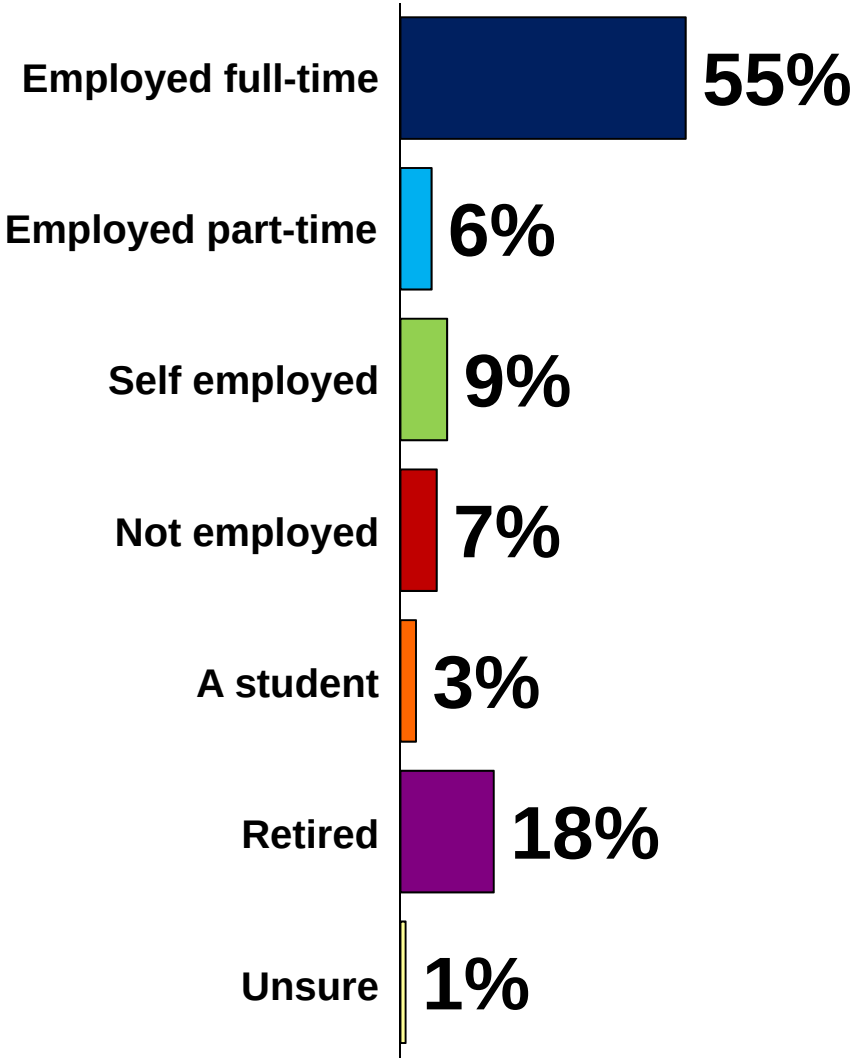


Annual HH Income by Region	Base	Under $50,000	$50,000 - $99,999	$100,000 - $149,999	$150,000 and over	Income unknown
Total	502	13%	27%	24%	25%	11%
West	163	4%	27%	22%	35%	11%
Northeast	181	16%	26%	23%	22%	12%
Southeast	158	18%	29%	26%	19%	9%

Length of Residency by Region	Less than 5 years	5 to 10 years	11 to 20 years	More than 20 years	Unsure / refused
Total	14%	20%	29%	37%	1%
West	16%	22%	32%	30%	1%
Northeast	12%	17%	29%	41%	1%
Southeast	13%	22%	26%	39%	1%

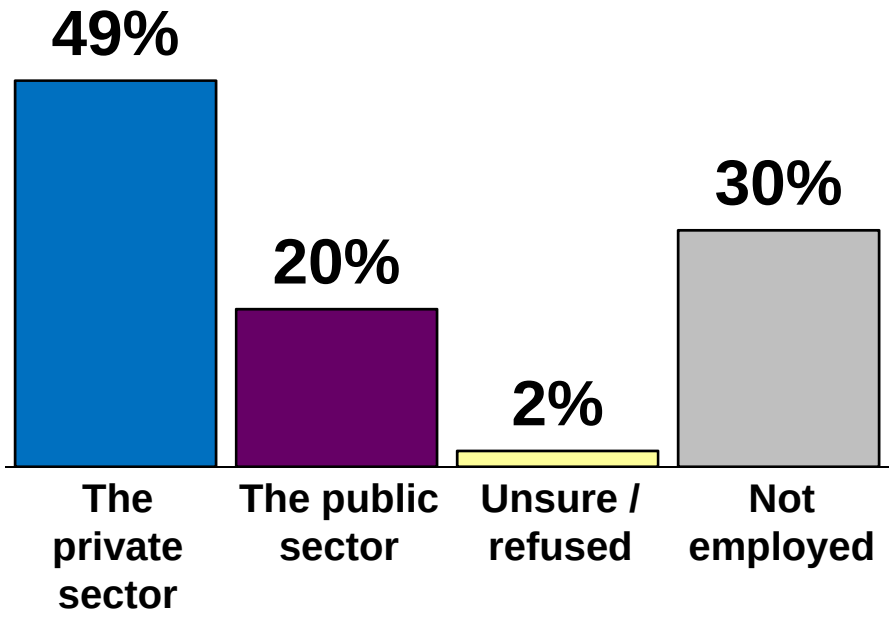
EMPLOYMENT

D6. Are you employed full-time outside the house, part-time, self-employed, not employed, a student, or retired?



D8. **IF EMPLOYED:**
Are you employed in...

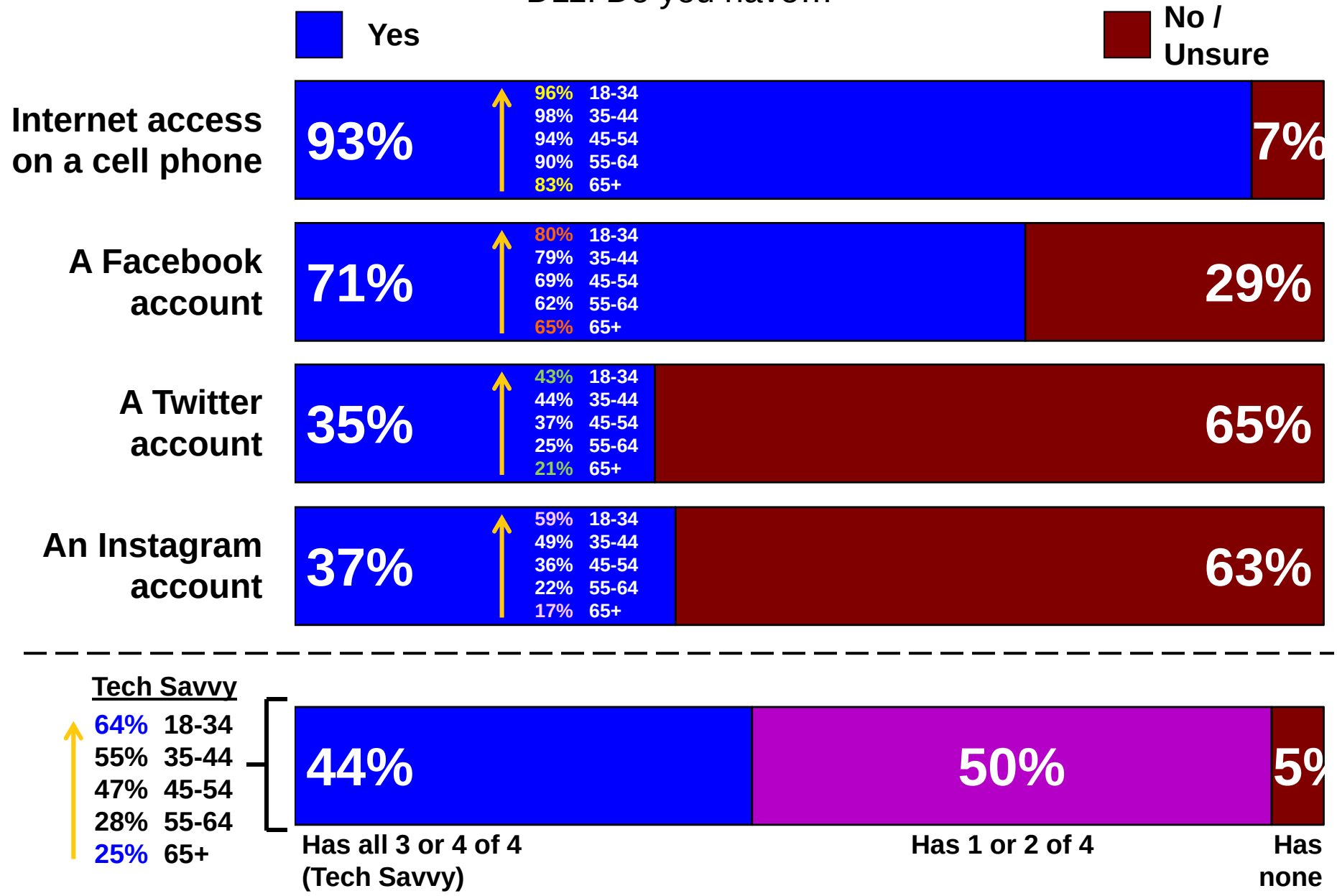
	Base	The private sector	The public sector	Unsure / Refused	Not employed
Total	**502**	**49%**	**20%**	**2%**	**30%**
West	**163**	57%	17%	3%	23%
Northeast	**181**	47%	20%	2%	31%
Southeast	**158**	42%	22%	2%	34%
18-34	**96**	46%	25%	1%	28%
35-44	**115**	57%	31%	4%	8%
45-54	**99**	64%	23%	3%	10%
55-64	**97**	57%	17%	2%	24%
65 or older	**95**	15%	0%	0%	85%
Employed	**353**	69%	28%	3%	0%



		C1 - Please tell me if your present or past field of employment was with: The City of Plano	C2 - Please tell me if your present or past field of employment was with: Collin County	C1C2 - Past or Present Employment	
	Base	Yes	Yes	Plano and/or Collin Co.	Not Plano or Collin Co.
Total	**502**	**12%**	**12%**	**14%**	**86%**
RACZIP - Region From Actual ZIP					
West	**163**	15%	18%	20%	80%
Northeast	**181**	11%	10%	13%	87%
Southeast	**158**	9%	8%	9%	91%
RAGE35 - Age					
18-34	**96**	24%	18%	25%	75%
35-44	**115**	12%	14%	17%	83%
45-54	**99**	7%	8%	8%	92%
55-64	**97**	8%	10%	12%	88%
65 or older	**95**	7%	9%	9%	91%
RR9635 - Age / Gender					
Male 18-34	**41**	31%	17%	31%	69%
Male 35-54	**102**	13%	16%	18%	82%
Male 55+	**100**	8%	8%	9%	91%
Female 18-34	**55**	19%	19%	21%	79%
Female 35-54	**112**	7%	7%	8%	92%
Female 55+	**92**	7%	10%	11%	89%
RRACE - Race & Ethnicity					
Anglo	**320**	9%	9%	12%	88%
African-American	**39**	17%	14%	17%	83%
Hispanic	**46**	15%	15%	15%	85%
Other	**97**	19%	18%	20%	80%
RRRACE - Race & Ethnicity					
Anglo	**320**	9%	9%	12%	88%
Non-Anglo	**182**	17%	16%	18%	82%

INTERNET & SOCIAL MEDIA

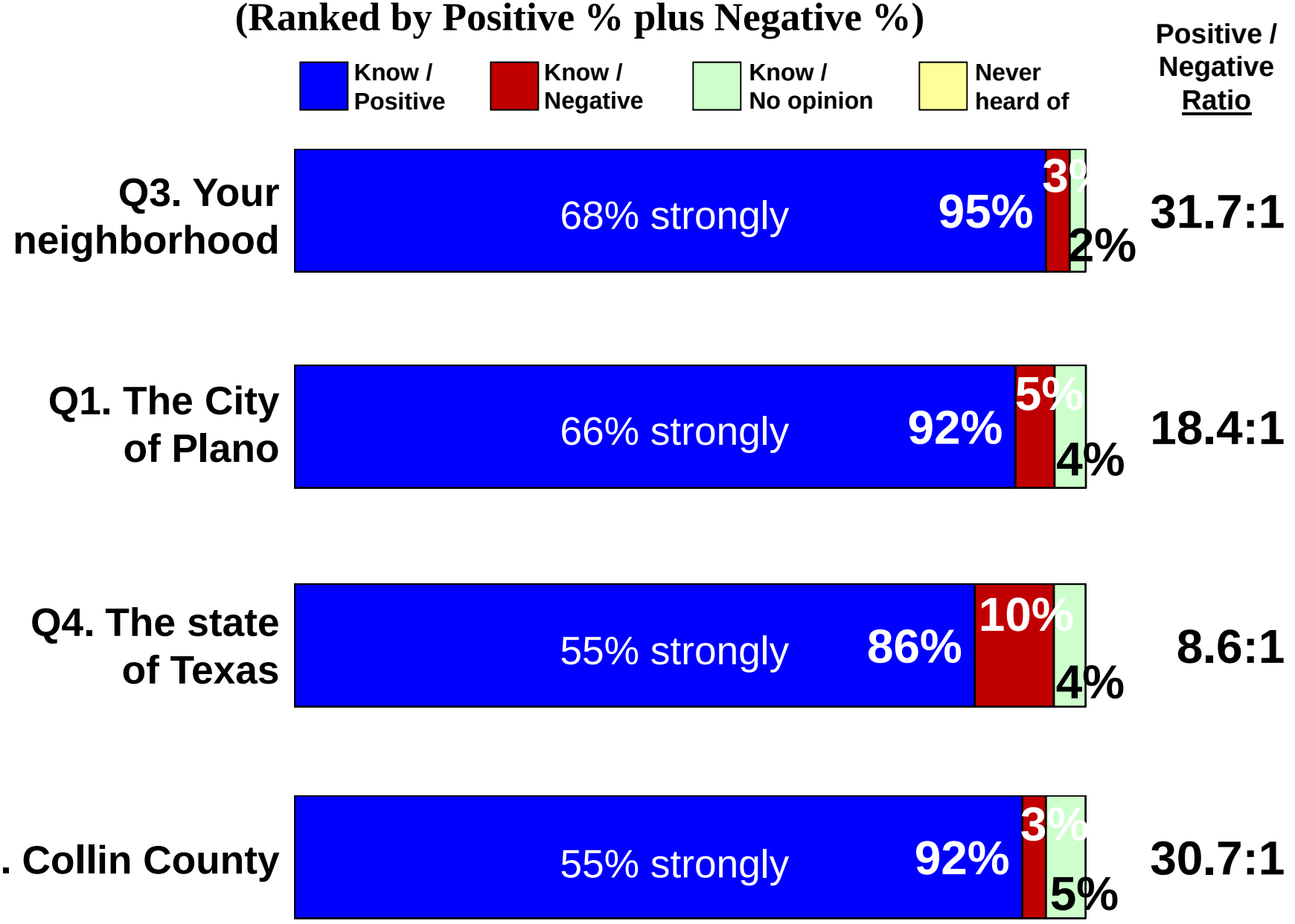
D11. Do you have…



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NAME AWARENESS LEVELS

(Ranked by Positive % plus Negative %)



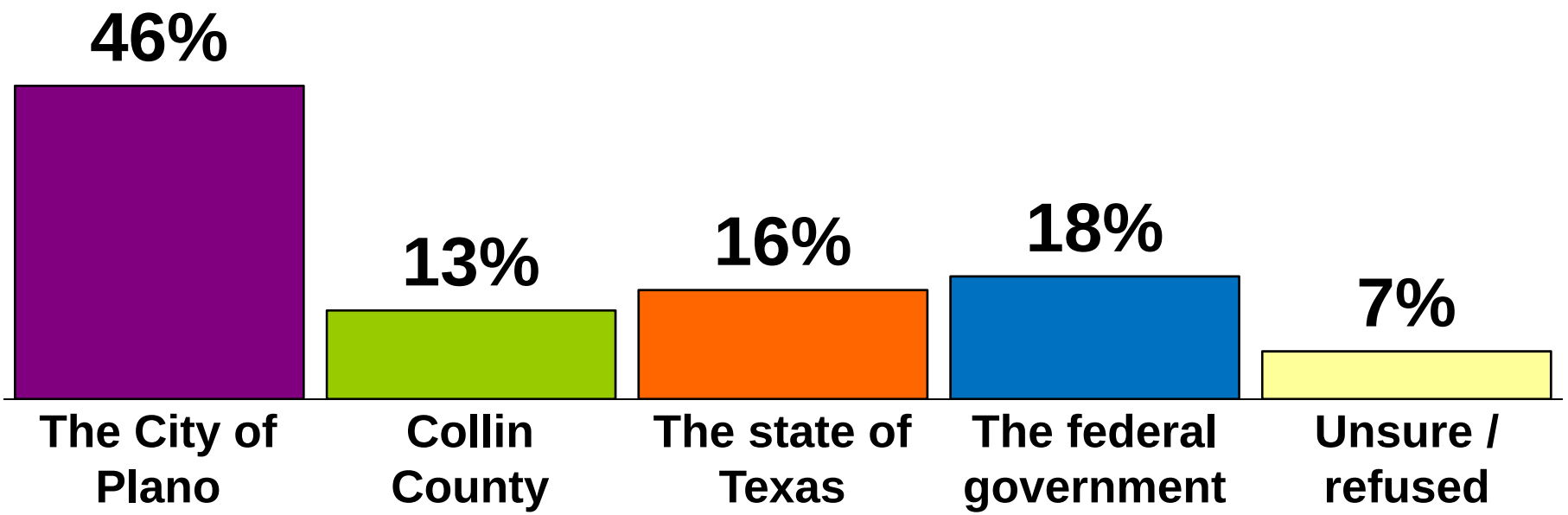
Baselice & Associates, Inc. Project# 18536

Image of City of Plano	Base	Positive / Strong	TOTAL POSITIVE
Total	**502**	**66%**	**92%**
RD7 - What is the ZIP code of the place where you work?			
West	**84**	72%	92%
Northeast	**53**	72%	93%
Southeast	**59**	58%	91%
Outside Plano	**110**	62%	93%
Refused	**48**	73%	96%
Does not work	**149**	64%	89%
C1C2 - Past or Present Employment			
Plano and/or Collin Co.	**71**	80%	95%
Not Plano or Collin Co.	**431**	64%	91%
GENDER - Gender			
Male	**243**	63%	89%
Female	**260**	69%	94%
RAGE35 - Age			
18-34	**96**	73%	92%
35-44	**115**	63%	93%
45-54	**99**	66%	92%
55-64	**97**	58%	88%
65 or older	**95**	69%	94%

The positive image of the City of Plano is high across all subgroups, with just varying degrees of intensity.

LEVELS OF GOVERNMENT

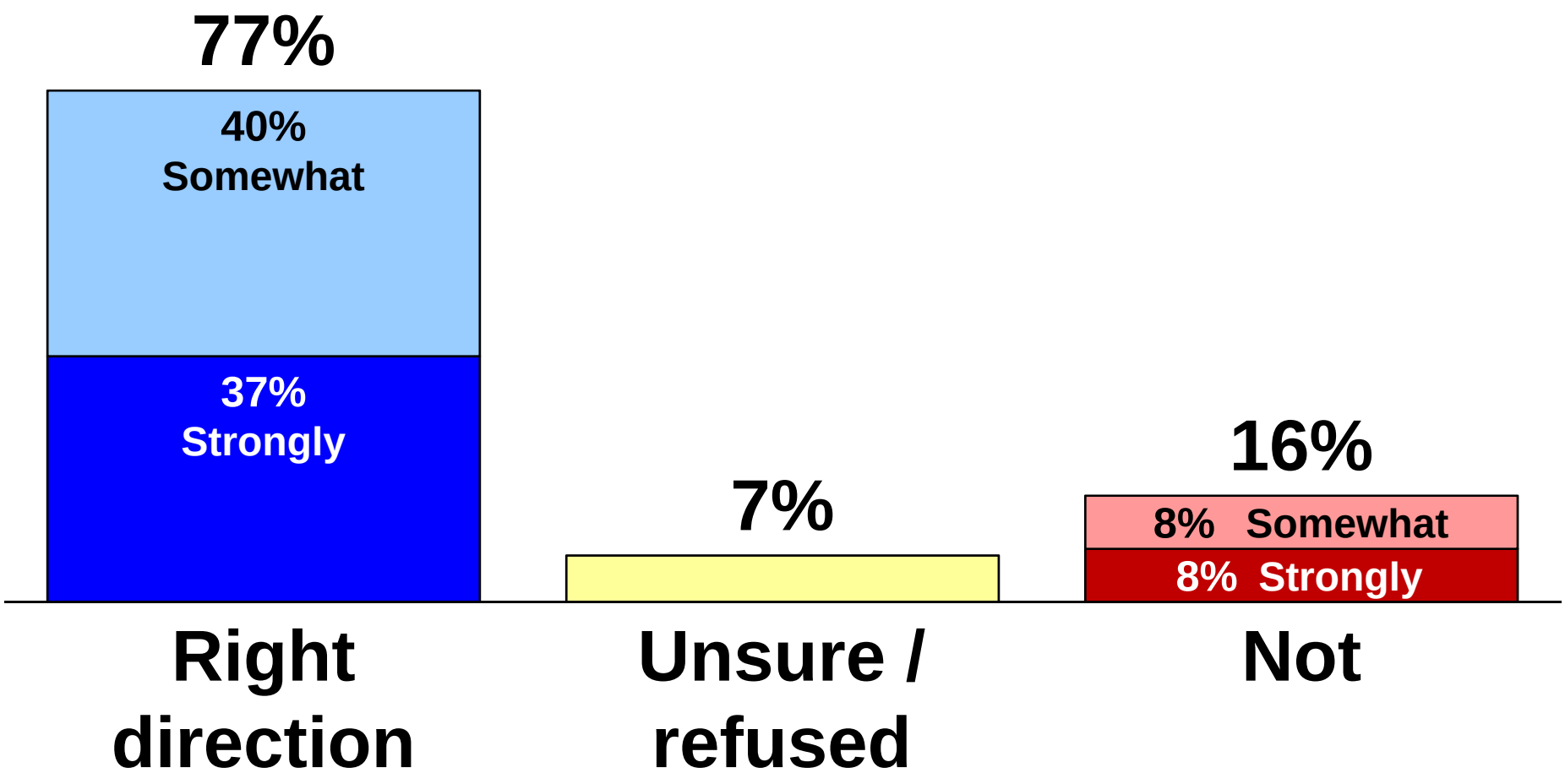
Q5. Which of the following levels of government provides programs and services that impact your daily life the most?



	Base	The City of Plano	Collin County	The state of Texas	The federal government	Unsure / Refused
Total	**502**	**46%**	**13%**	**16%**	**18%**	**7%**
RACZIP - Region From Actual ZIP						
West	**163**	43%	13%	17%	20%	6%
Northeast	**181**	56%	11%	13%	15%	5%
Southeast	**158**	39%	14%	17%	21%	10%
C1C2 - Past or Present Employment						
Plano and/or Collin Co.	**71**	46%	11%	26%	14%	3%
Not Plano or Collin Co.	**431**	46%	13%	14%	19%	8%
RAGE35 - Age						
18-34	**96**	42%	15%	21%	17%	5%
35-44	**115**	48%	13%	20%	12%	7%
45-54	**99**	47%	13%	19%	18%	3%
55-64	**97**	55%	13%	8%	14%	11%
65 or older	**95**	39%	9%	10%	33%	9%
RINCOME - Annual HH Income						
Under $50,000	**65**	36%	13%	15%	23%	13%
$50,000 - $99,999	**137**	39%	15%	21%	20%	5%
$100,000 - $149,999	**119**	47%	12%	14%	20%	7%
$150,000 and over	**127**	56%	11%	12%	17%	3%
Income unknown	**55**	51%	11%	16%	10%	13%

DIRECTION OF PLANO

Q6. Do you think things in Plano are going in the right direction or not?



Baselice & Associates, Inc. Project# 18536

DIRECTION OF PLANO

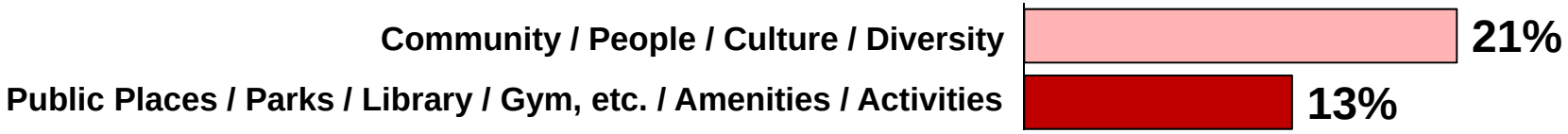
	Base	Right direction / Strongly	TOTAL RIGHT DIRECTION	TOTAL NOT	Unsure / Refused	NET RIGHT DIRECTION
Total	**502**	**37%**	**77%**	**16%**	**7%**	**61%**
RACZIP - Region From Actual ZIP						
West	**163**	41%	77%	18%	5%	59%
Northeast	**181**	35%	77%	13%	11%	64%
Southeast	**158**	36%	78%	17%	6%	61%
C1C2 - Past or Present Employment						
Plano and/or Collin Co.	**71**	56%	88%	8%	4%	80%
Not Plano or Collin Co.	**431**	34%	75%	17%	8%	58%
RAGE35 - Age						
18-34	**96**	45%	87%	6%	7%	81%
35-44	**115**	40%	78%	18%	4%	61%
45-54	**99**	27%	81%	15%	4%	65%
55-64	**97**	35%	65%	23%	12%	41%
65 or older	**95**	39%	74%	16%	10%	58%
SEXINC100 - GENDER / HH INCOME						
Male/under $100K	**88**	40%	76%	16%	8%	60%
Male/$100K or over	**135**	30%	74%	21%	5%	53%
Female/under $100K	**123**	39%	84%	8%	7%	76%
Female/$100K or over	**121**	43%	78%	14%	8%	64%
Income unknown	**34**	27%	61%	29%	11%	32%

DIRECTION OF PLANO

	Base	Right direction / Strongly	TOTAL RIGHT DIRECTION	TOTAL NOT	Unsure / Refused	NET RIGHT DIRECTION
Total	**502**	**37%**	**77%**	**16%**	**7%**	**61%**
AG55IN100 - AGE / HH INCOME						
18-54/under $100K	**124**	39%	87%	9%	5%	78%
18-54/$100K or over	**171**	37%	81%	15%	5%	66%
55+/under $100K	**88**	41%	73%	15%	11%	58%
55+/$100K or over	**86**	36%	67%	23%	10%	43%
Income unknown	**34**	27%	61%	29%	11%	32%
TECHSVY4 - TECHSAVVY ON CELL NET, FB, TWIT, INSTGRM						
Has 3 or 4 of four	**222**	43%	84%	9%	6%	75%
Has 1 or 2 of four	**253**	33%	72%	21%	7%	51%
Has zero of four	**27**	34%	61%	17%	21%	44%
Q1 - The City of Plano impression						
Positive / Strong	**331**	51%	89%	6%	5%	83%
Positive / Somewhat	**129**	12%	63%	25%	12%	39%
TOTAL POSITIVE	**460**	40%	82%	11%	7%	71%
TOTAL NEGATIVE	**23**	0%	5%	92%	3%	-87%
No opinion	**19**	22%	43%	30%	27%	13%
Q5 - Which provides programs & services that impact your life						
The City of Plano	**232**	42%	81%	14%	5%	67%
Collin County	**63**	35%	75%	16%	8%	59%
The state of Texas	**79**	38%	80%	13%	6%	67%
The federal government	**93**	28%	69%	21%	9%	48%
Unsure / Refused	**35**	30%	68%	17%	15%	51%

FAVORITE THING ABOUT PLANO

Q7. Regardless of your last answer, please (Phone: tell me / Internet: use the space below to type) in your own words your favorite thing about Plano.

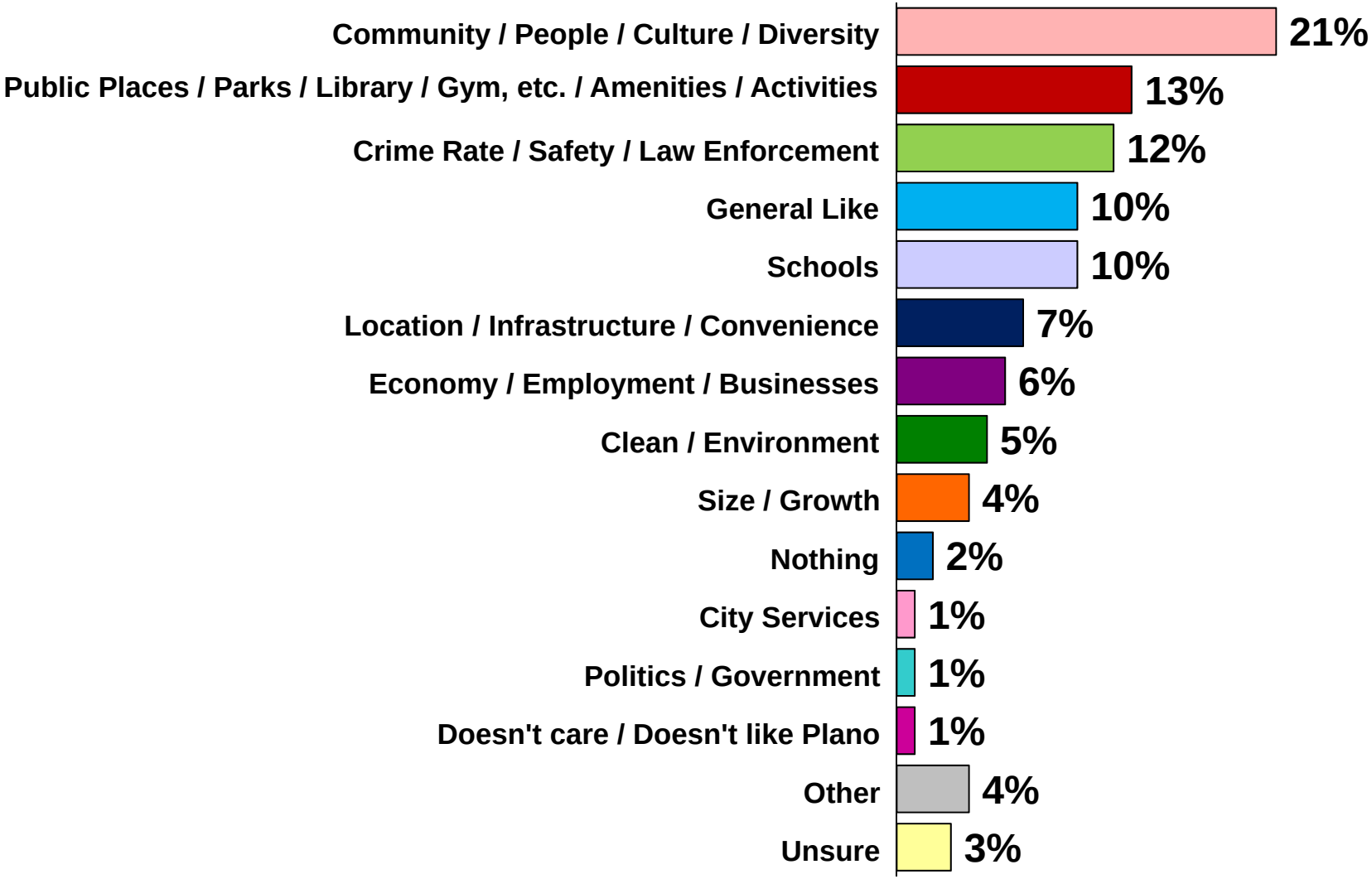


Examples of Community / People / Culture / Diversity	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
The diversity of the population.	75025	66	Male	Anglo	22
The diversity and food scene	75024	32	Female	Anglo	2
The people here are very friendly and there's lots of opportunities for work	75025	22	Female	Anglo	21
love the neighborhood and the residents around me. the city provides great services and I feel safe in my own community.	75094	44	Female	Anglo	11
The people here are very nice.	75024	21	Female	Hispanic	10
It is senior-friendly	75024	81	Male	Other	23
Nice neighborhoods. Safe environment. Convenient consumer services. Helpful city service employees.	75025	70	Male	Anglo	11

Examples of Public Places / Parks / Library / Gym, etc. / Amenities / Activities	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Access to stores, libraries, restaurants, city services, open local government meetings.	75075	68	Female	Anglo	24
Plano has amazing parks that are dispersed throughout for easy access to all families; the same can be said for their great library system, parks/rec department, and city trash pick up/recycling Plano is all about community involvement and from the great American clean up and beyond they are truly a forward thinking city that wants nothing but the best for its residents.	75025	36	Female	Anglo	24
facilities	75024	37	Male	African-Amer	4
available resources	75075	44	Male	Anglo	19
Their is a good selection of restaurants.	75024	35	Female	Anglo	20
Suburban lifestyle with city amenities like Legacy.	75093	54	Male	Anglo	20

FAVORITE THING ABOUT PLANO

Q7. Regardless of your last answer, please (Phone: tell me / Internet: use the space below to type) in your own words your favorite thing about Plano.

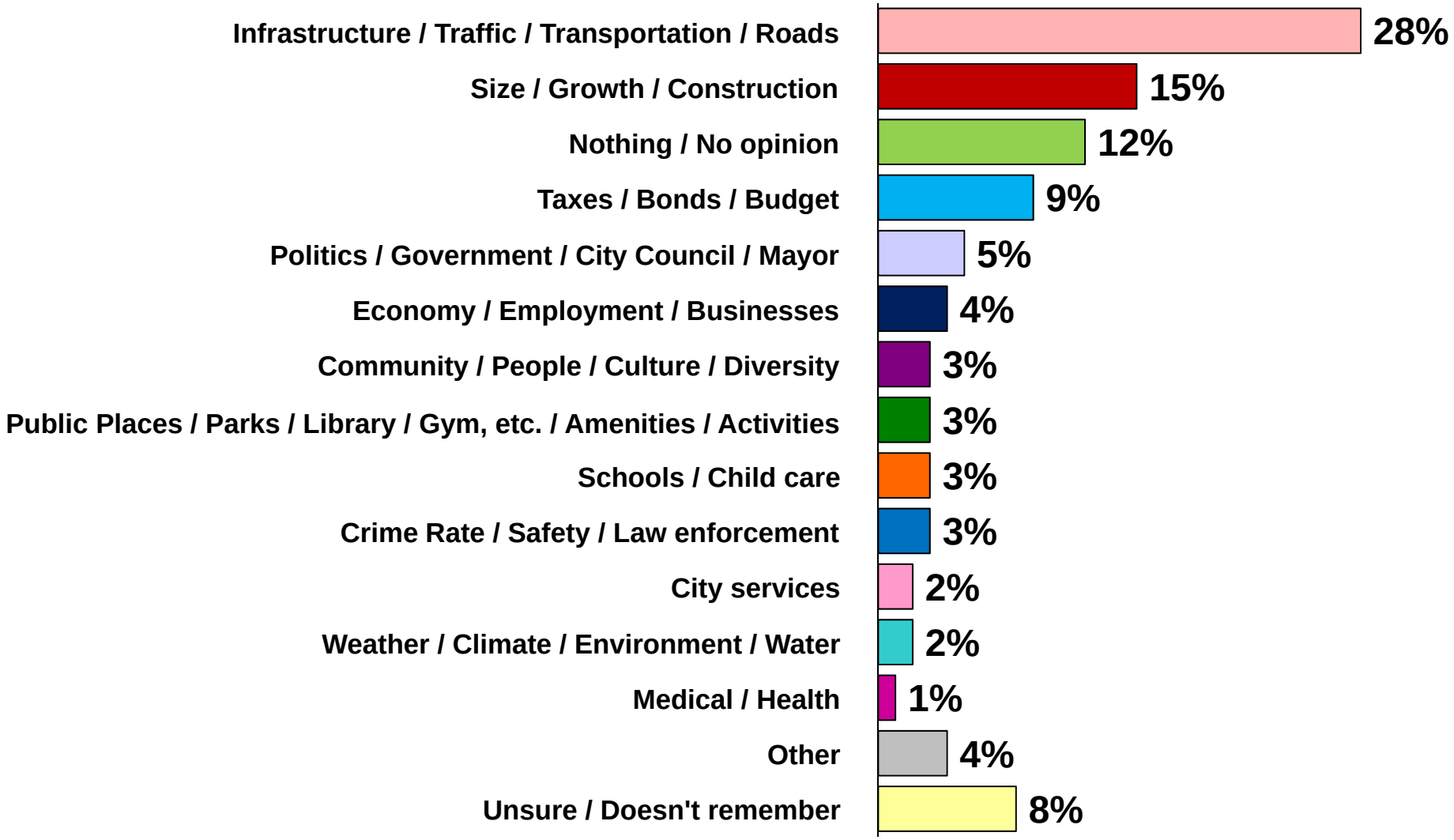


FAVORITE THING ABOUT PLANO

	Base	Community / People / Culture / Diversity	Public Places / Parks / Library / Gym, etc. / Amenities / Activities	Crime Rate / Safety / Law Enforce-ment	General Like	Schools	Location / Infrastruc-ture / Conven-ience	Economy / Employ-ment / Businesses
Total	**502**	**21%**	**13%**	**12%**	**10%**	**10%**	**7%**	**6%**
RACZIP - Region From Actual ZIP								
West	**163**	19%	8%	14%	13%	10%	8%	7%
Northeast	**181**	22%	15%	14%	7%	11%	4%	4%
Southeast	**158**	21%	17%	8%	9%	9%	11%	5%
C1C2 - Past or Present Employment								
Plano and/or Collin Co.	**71**	17%	7%	11%	24%	7%	6%	3%
Not Plano or Collin Co.	**431**	21%	14%	12%	7%	10%	8%	6%
RR9635 - Age / Gender								
Male 18-34	**41**	25%	10%	6%	8%	9%	9%	8%
Male 35-54	**102**	15%	18%	12%	18%	5%	5%	7%
Male 55+	**100**	22%	6%	10%	8%	9%	10%	5%
Female 18-34	**55**	33%	13%	16%	8%	8%	2%	6%
Female 35-54	**112**	18%	14%	11%	7%	17%	9%	6%
Female 55+	**92**	19%	16%	16%	8%	8%	8%	4%
RRRACE - Race & Ethnicity								
Anglo	**320**	21%	13%	10%	13%	7%	7%	7%
Non-Anglo	**182**	20%	14%	16%	4%	15%	8%	4%
RINCOME - Annual HH Income								
Under $50,000	**65**	27%	6%	11%	20%	8%	7%	3%
$50,000 - $99,999	**137**	22%	7%	15%	10%	8%	12%	6%
$100,000 - $149,999	**119**	21%	20%	12%	8%	12%	5%	5%
$150,000 and over	**127**	17%	19%	12%	7%	10%	8%	6%
Income unknown	**55**	17%	10%	8%	6%	12%	3%	8%

FIX / CHANGE / IMPROVE ABOUT PLANO

Q8. Regardless of your last answer, please (Phone: tell me / Internet: use the space below to type) in your own words the one thing that you would like to fix, change or improve about Plano.



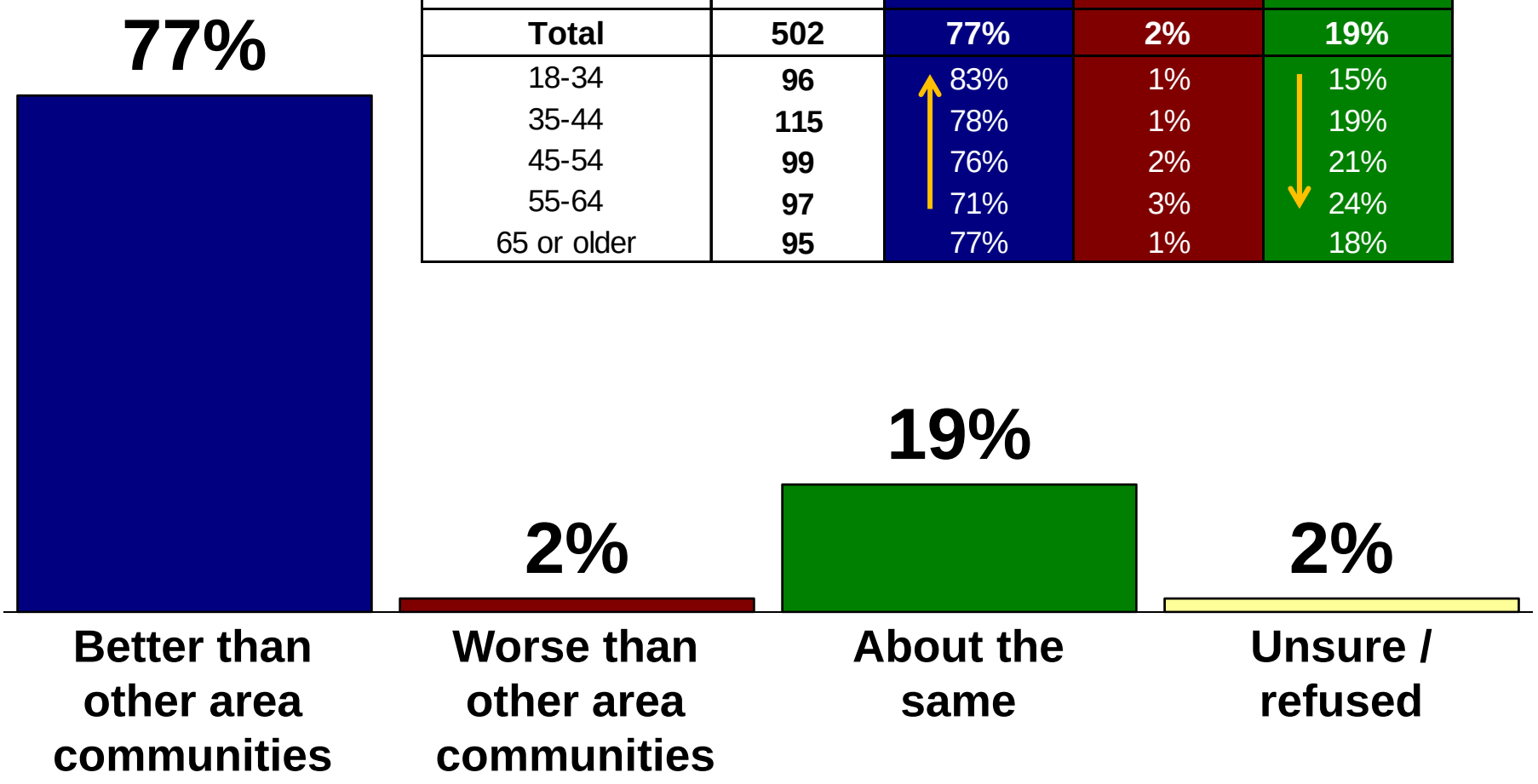
FIX / CHANGE / IMPROVE ABOUT PLANO

	Base	Infrastruc-ture / Traffic / Transpor-tation / Roads	Size / Growth / Construc-tion	Nothing / No opinion	Taxes / Bonds / Budget	Politics / Government / City Council / Mayor	Economy / Employment / Businesses
Total	**502**	**28%**	**15%**	**12%**	**9%**	**5%**	**4%**
RACZIP - Region From Actual ZIP							
West	**163**	28%	13%	15%	9%	5%	5%
Northeast	**181**	28%	14%	10%	7%	5%	5%
Southeast	**158**	27%	17%	11%	11%	6%	3%
C1C2 - Past or Present Employment							
Plano and/or Collin Co.	**71**	24%	11%	30%	5%	3%	3%
Not Plano or Collin Co.	**431**	28%	15%	9%	10%	6%	4%
RR9635 - Age / Gender							
Male 18-34	**41**	23%	3%	25%	2%	0%	6%
Male 35-54	**102**	27%	19%	13%	11%	5%	5%
Male 55+	**100**	33%	8%	11%	10%	14%	3%
Female 18-34	**55**	23%	15%	15%	4%	0%	8%
Female 35-54	**112**	23%	16%	6%	13%	5%	2%
Female 55+	**92**	33%	21%	12%	6%	2%	4%
RRRACE - Race & Ethnicity							
Anglo	**320**	27%	15%	11%	10%	6%	4%
Non-Anglo	**182**	28%	14%	15%	7%	4%	5%
RINCOME - Annual HH Income							
Under $50,000	**65**	21%	16%	15%	7%	10%	6%
$50,000 - $99,999	**137**	22%	14%	16%	5%	4%	7%
$100,000 - $149,999	**119**	33%	14%	13%	11%	4%	1%
$150,000 and over	**127**	35%	18%	6%	12%	5%	4%
Income unknown	**55**	21%	9%	12%	9%	8%	2%

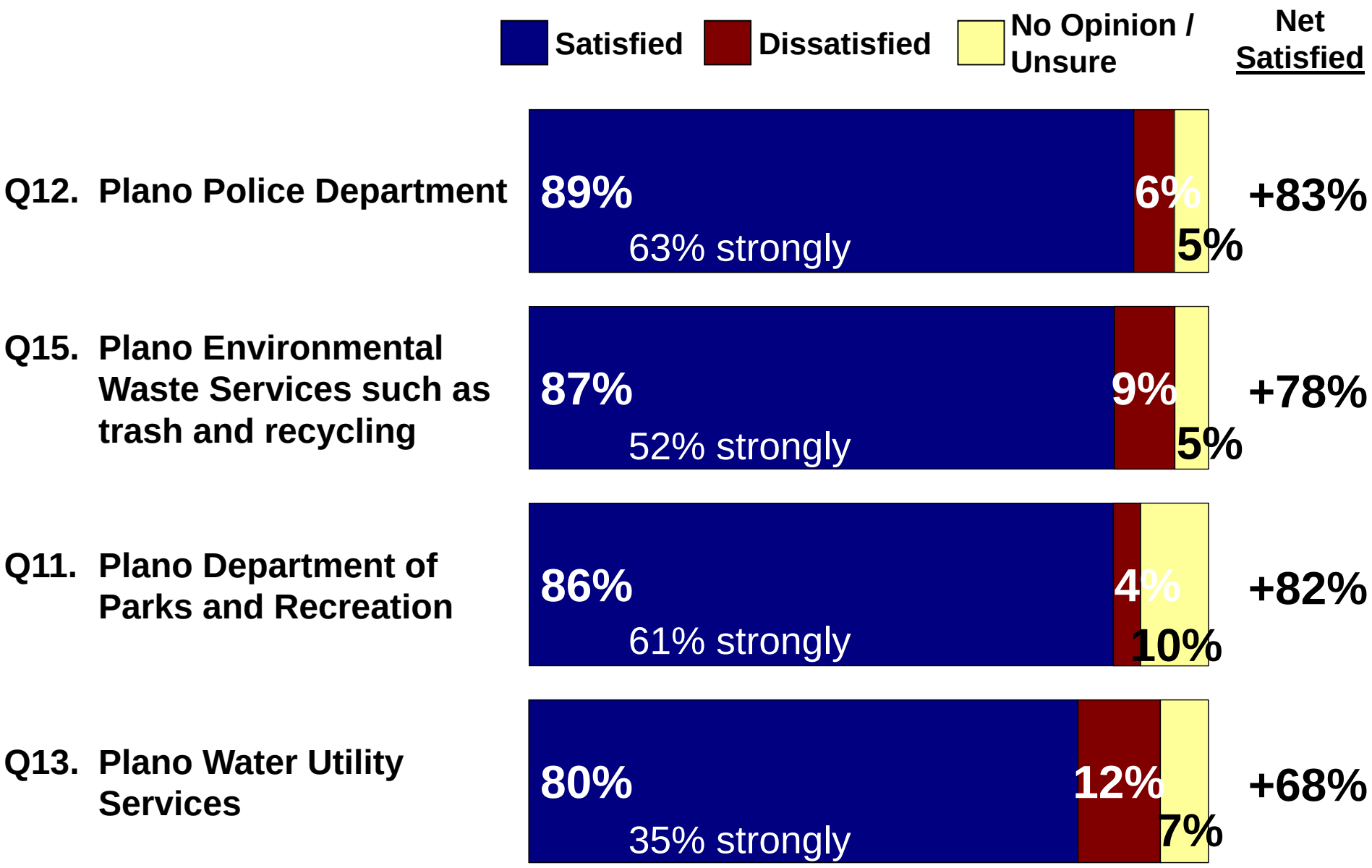
QUALITY OF LIFE

Q9. In terms of quality of life, would you say the quality of life in Plano is...

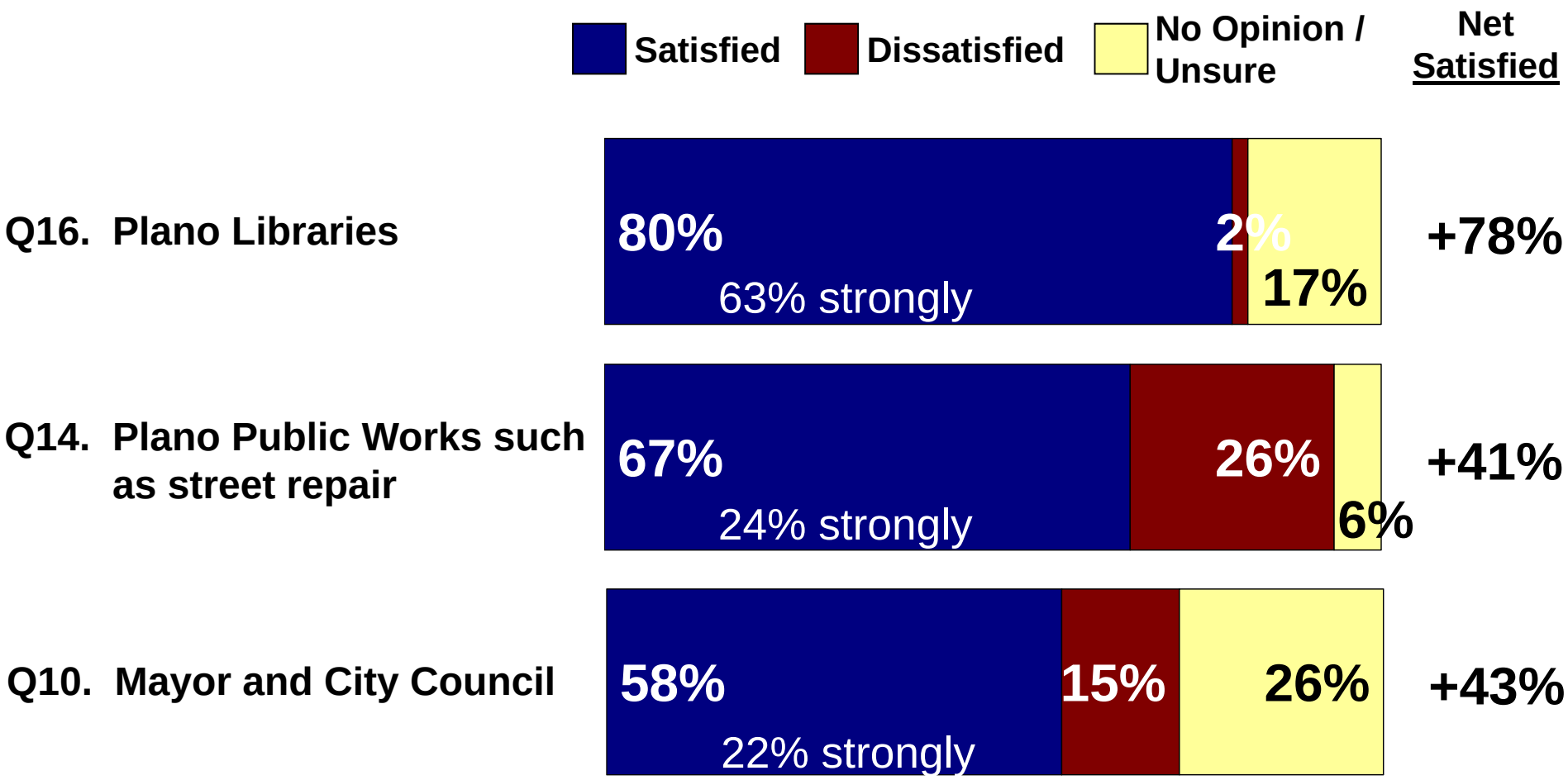
	Base	Better than other area communities	Worse than other area communities	About the same
Total	**502**	**77%**	**2%**	**19%**
18-34	**96**	83%	1%	15%
35-44	**115**	78%	1%	19%
45-54	**99**	76%	2%	21%
55-64	**97**	71%	3%	24%
65 or older	**95**	77%	1%	18%



SATISFIED / DISSATISFIED - I

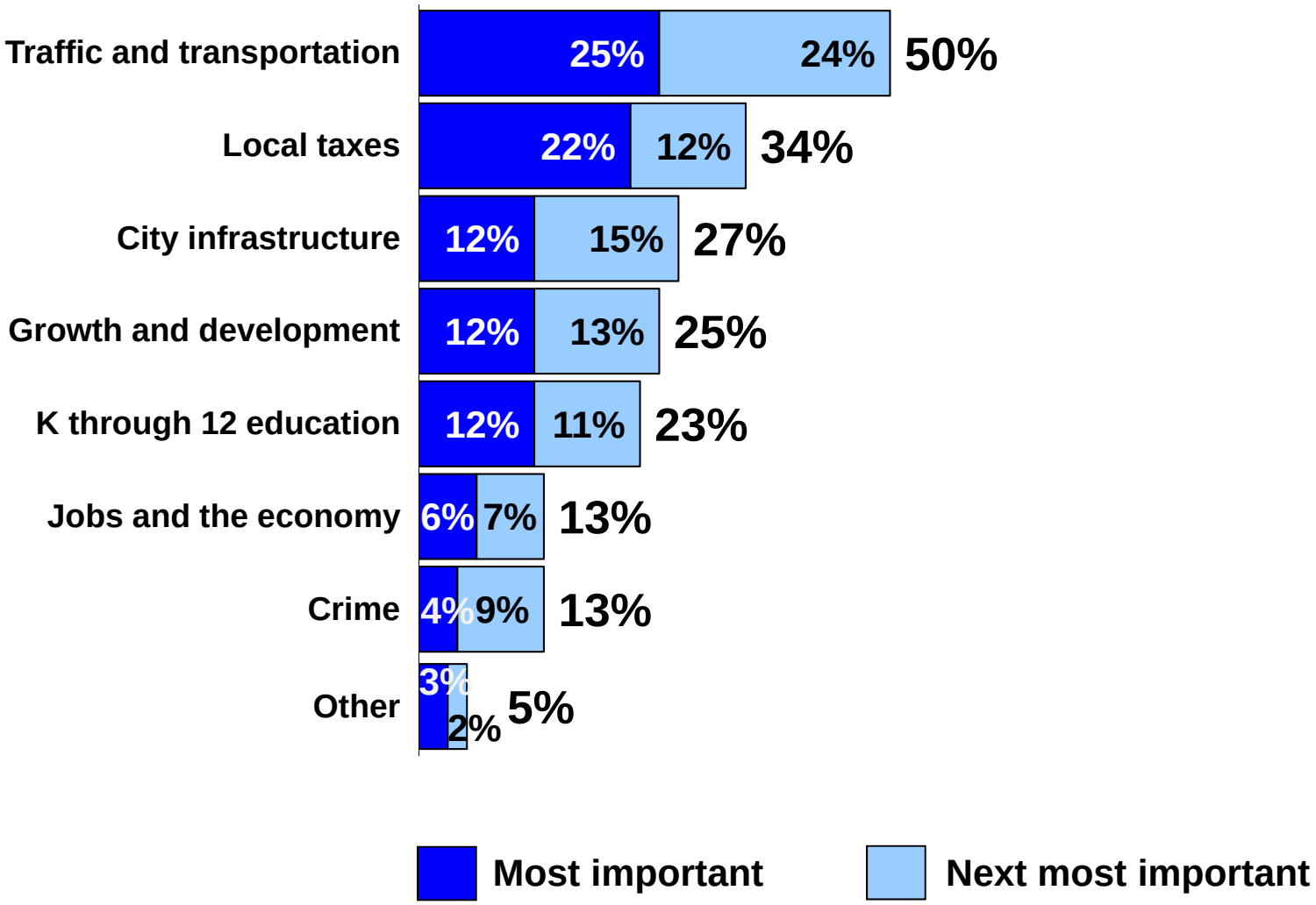


SATISFIED / DISSATISFIED - II



MOST IMPORTANT ISSUE

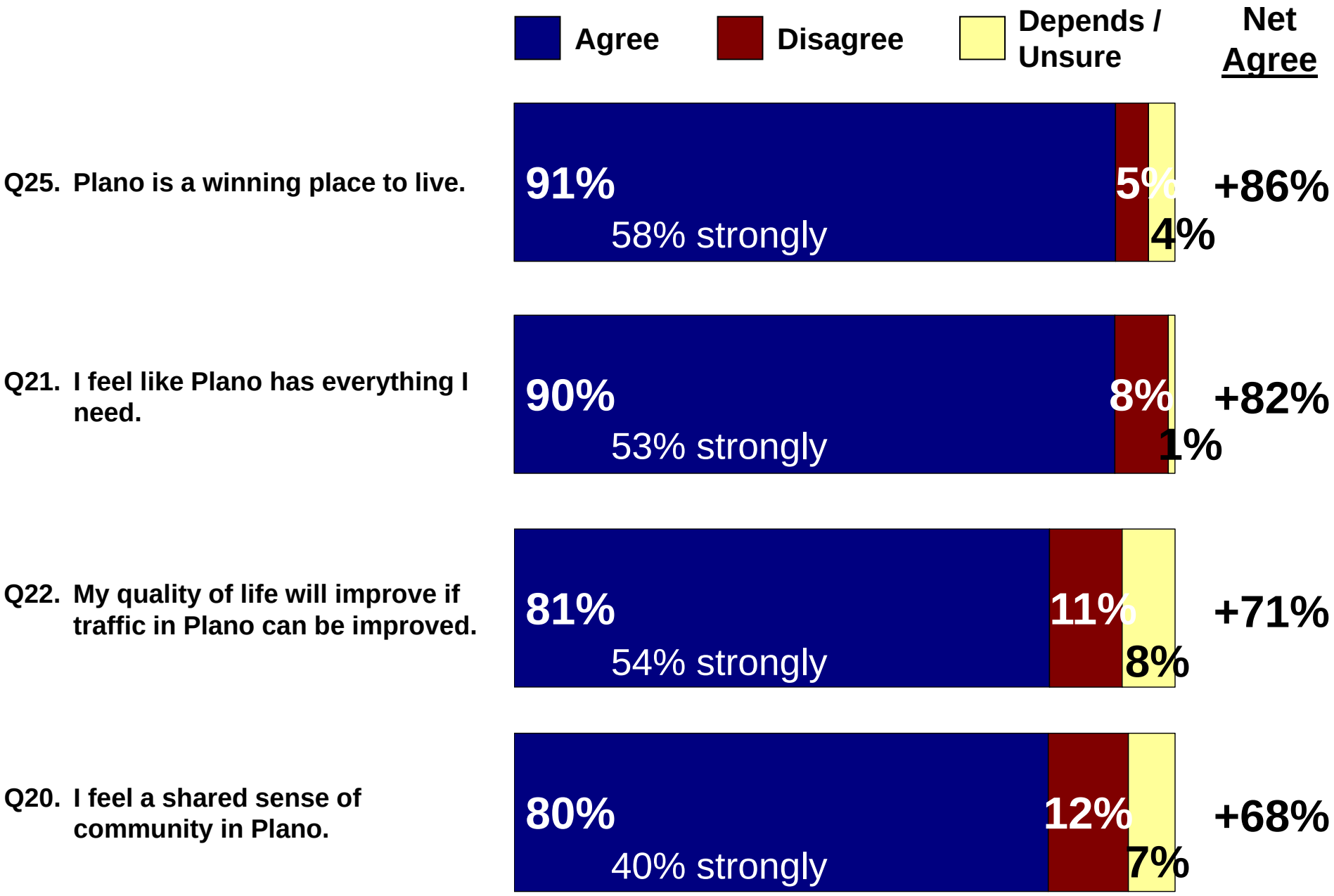
Q17. Which one of the following is the most important issue facing you and your family here in Plano that you would like city officials to address?



MOST & NEXT IMPORTANT ISSUE

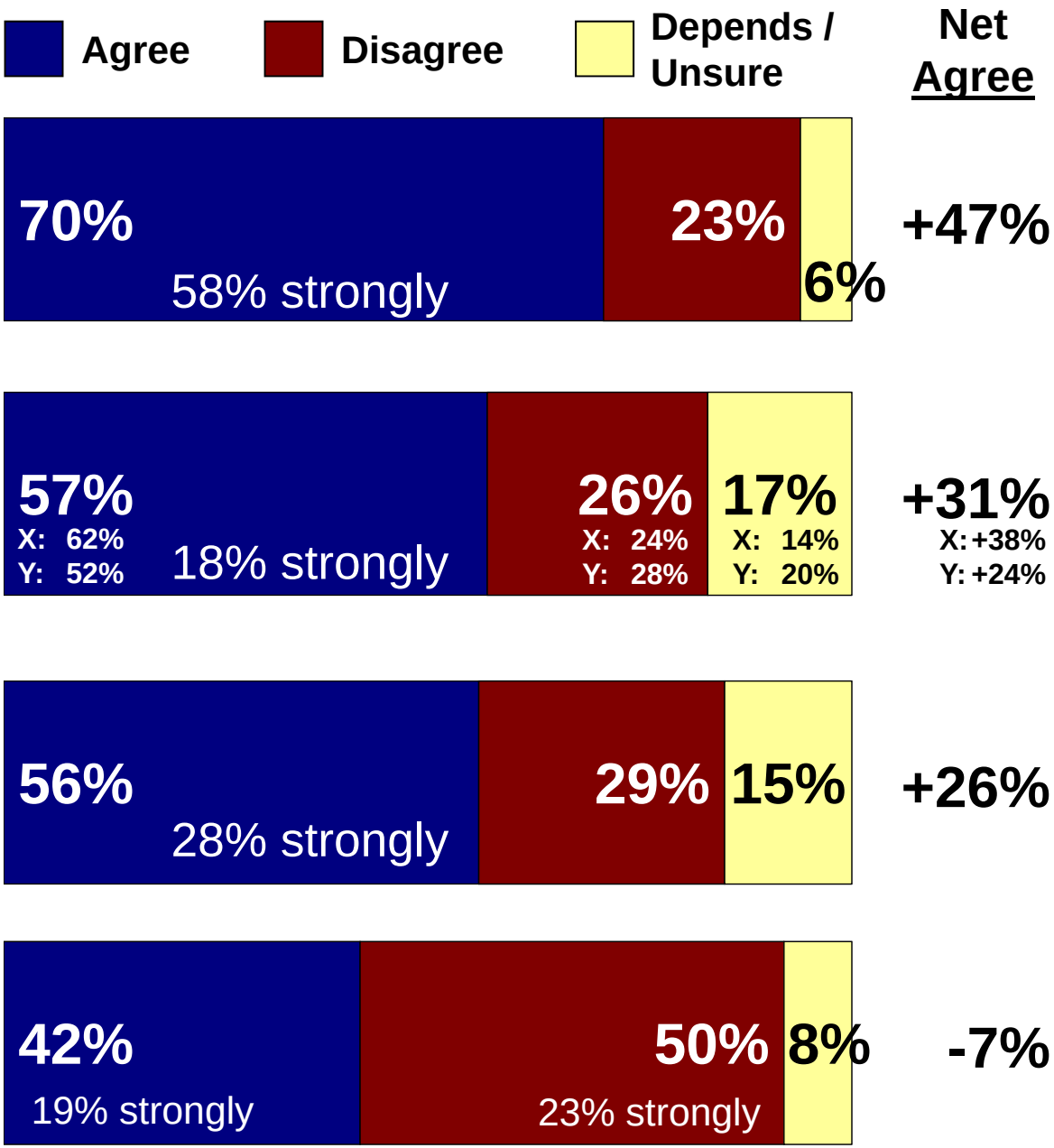
	Base	Traffic and transpor-tation	Local taxes	City infrastruc-ture	Growth and develop-ment	K through 12 education	Jobs and the economy	Crime
Total	**502**	**50%**	**34%**	**27%**	**25%**	**23%**	**13%**	**13%**
RACZIP - Region From Actual ZIP								
West	**163**	51%	37%	26%	25%	22%	12%	11%
Northeast	**181**	49%	29%	27%	24%	23%	17%	11%
Southeast	**158**	49%	36%	27%	24%	25%	8%	16%
RD7 - What is the ZIP code of the place where you work?								
West	**84**	47%	30%	29%	30%	25%	18%	10%
Northeast	**53**	35%	29%	29%	28%	22%	17%	11%
Southeast	**59**	42%	40%	31%	28%	19%	7%	17%
Outside Plano	**110**	50%	39%	24%	24%	25%	13%	13%
Refused	**48**	58%	37%	35%	17%	29%	9%	12%
Does not work	**149**	56%	31%	23%	22%	21%	12%	13%
C1C2 - Past or Present Employment								
Plano and/or Collin Co.	**71**	37%	21%	26%	28%	23%	26%	15%
Not Plano or Collin Co.	**431**	52%	36%	27%	24%	23%	10%	12%
RAGE35 - Age								
18-34	**96**	37%	20%	26%	23%	37%	23%	16%
35-44	**115**	47%	34%	27%	27%	33%	14%	9%
45-54	**99**	56%	39%	29%	19%	20%	8%	11%
55-64	**97**	47%	49%	24%	27%	11%	14%	13%
65 or older	**95**	62%	26%	29%	27%	14%	4%	16%

AGREE / DISAGREE STATEMENTS - I



Baselice & Associates, Inc. Project# 18536

AGREE / DISAGREE STATEMENTS - II

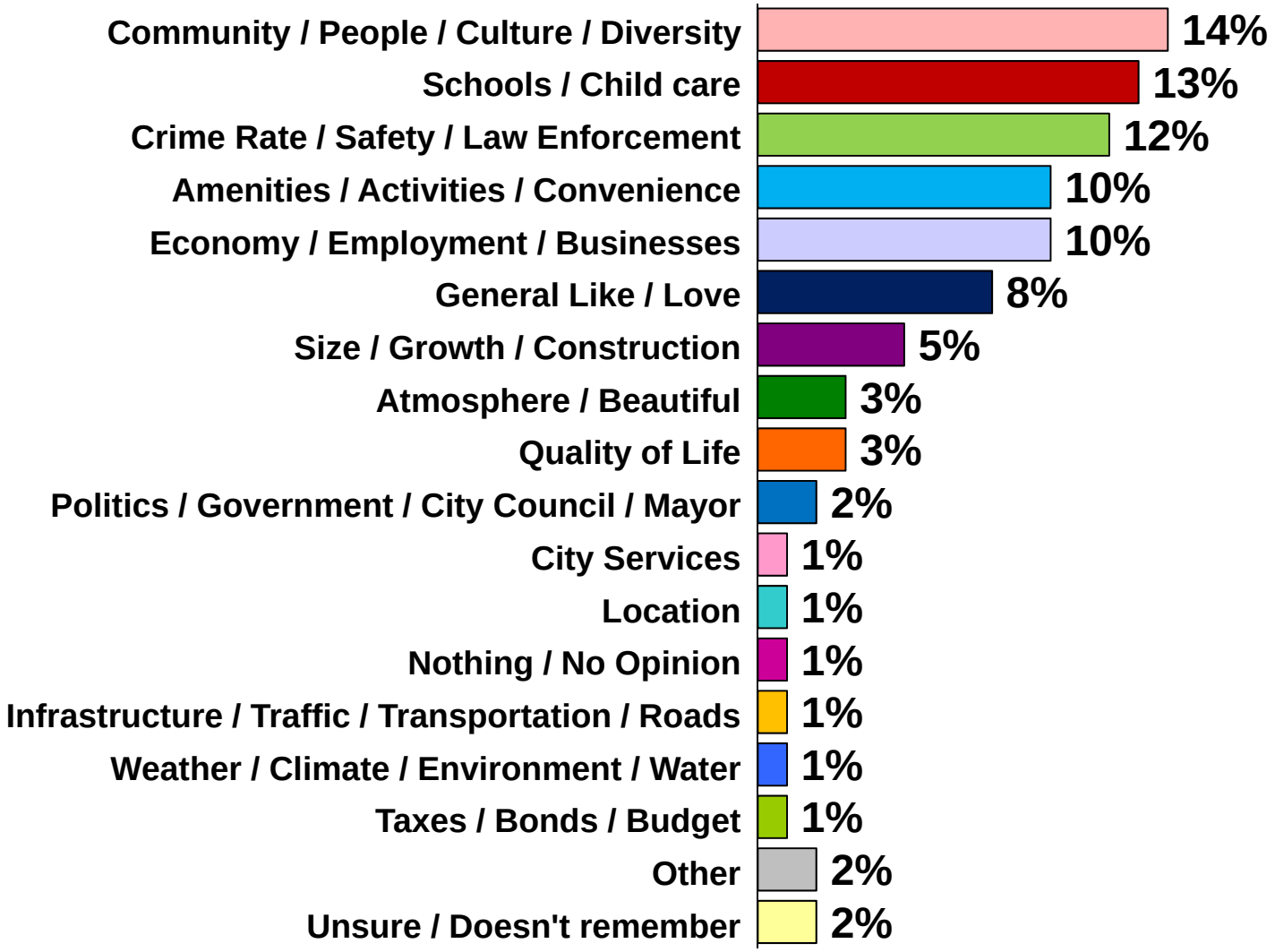


Baselice & Associates, Inc. Project# 18536

WHY PLANO IS A WINNING PLACE TO LIVE

Q26. Please (Phone: tell me / Internet: use the space below to type) in your own words why you think Plano is a winning place to live.

(9% Not asked)



Baselice & Associates, Inc. Project# 18536

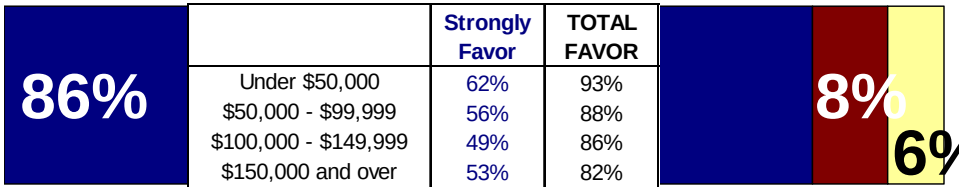
FAVOR / OPPOSE STATEMENTS

Favor | Oppose | No Difference / Unsure | Net Favor

Q29. Do you favor or oppose keeping existing neighborhoods desirable and appealing?

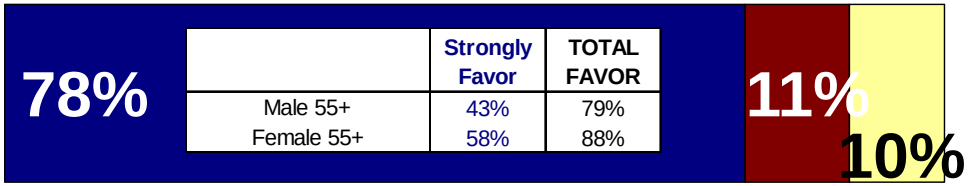


Q30. Do you favor or oppose housing options for seniors needing various levels of assistance?



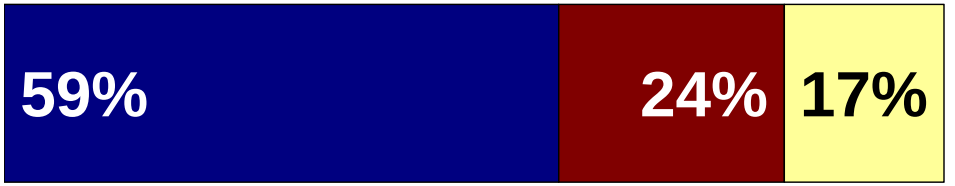
	Strongly Favor	TOTAL FAVOR
Under $50,000	62%	93%
$50,000 - $99,999	56%	88%
$100,000 - $149,999	49%	86%
$150,000 and over	53%	82%

Q31. Do you favor or oppose encouraging housing that appeals to residents when they want to downsize?

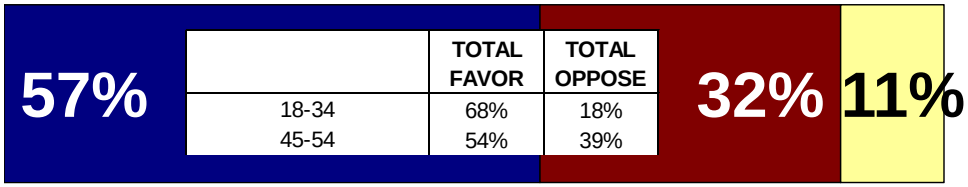


	Strongly Favor	TOTAL FAVOR
Male 55+	43%	79%
Female 55+	58%	88%

Q27. Do you favor or oppose plans to reduce the number of cars on Plano roads?



Q28. Do you favor or oppose encouraging market-supported single-family housing options including products like condominiums that don't currently exist?

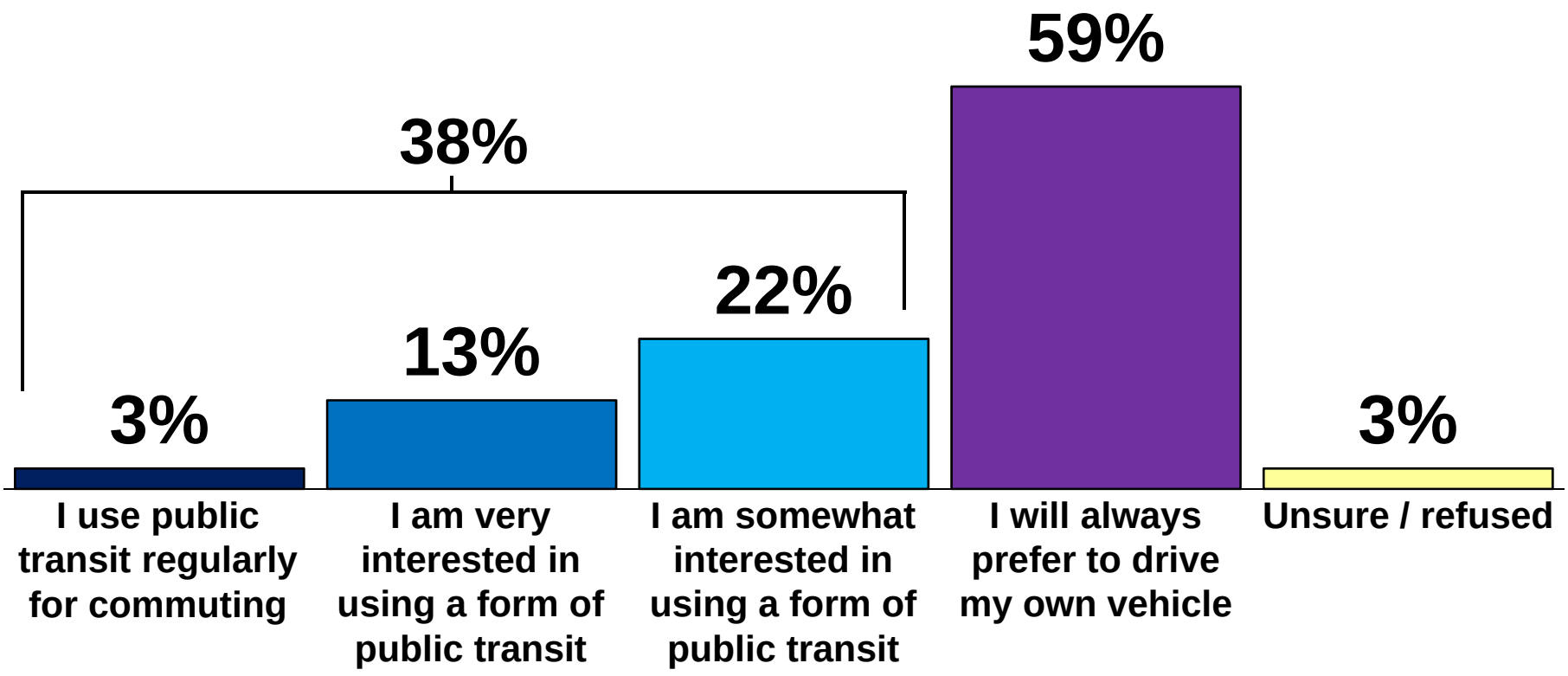


	TOTAL FAVOR	TOTAL OPPOSE
18-34	68%	18%
45-54	54%	39%

Baselice & Associates, Inc. Project# 18536

PREFERENCE FOR COMMUTING

Q32. Which best describes your preference for commuting to and from work or to places you go on a regular basis?



PREFERENCE FOR COMMUTING

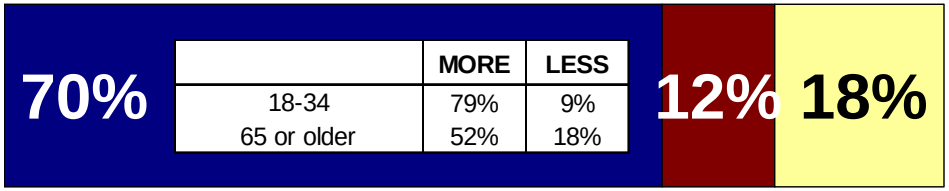
	Base	TOTAL USE OR INTEREST IN TRANSIT	I will always prefer to drive my own vehicle	Unsure / Refused
Total	**502**	**38%**	**59%**	**3%**
RACZIP - Region From Actual ZIP				
West	**163**	34%	63%	3%
Northeast	**181**	38%	60%	2%
Southeast	**158**	44%	53%	3%
C1C2 - Past or Present Employment				
Plano and/or Collin Co.	**71**	26%	71%	2%
Not Plano or Collin Co.	**431**	40%	57%	3%
RAGE35 - Age				
18-34	**96**	45%	53%	2%
35-44	**115**	51%	49%	0%
45-54	**99**	33%	64%	3%
55-64	**97**	35%	59%	6%
65 or older	**95**	26%	71%	3%
RRRACE - Race & Ethnicity				
Anglo	**320**	33%	64%	3%
Non-Anglo	**182**	48%	50%	2%

MORE / LESS INTERESTED IN USING PUBLIC TRANSIT FOR COMMUTING

More Interested | Less Interested | No Difference / Unsure

Net Impact

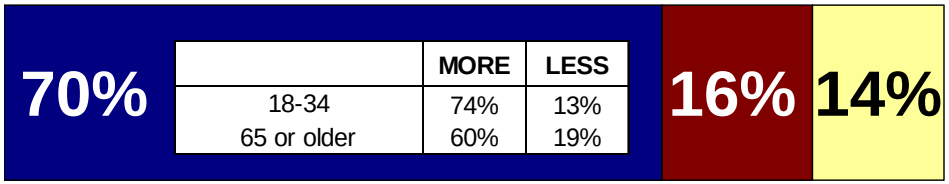
Q36. If public transit saved you over $150 a month in gasoline costs?



	MORE	LESS
18-34	79%	9%
65 or older	52%	18%

+58%

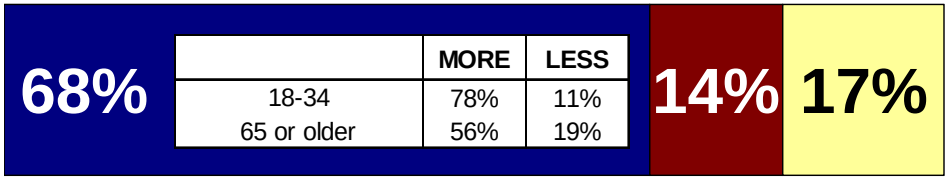
Q35. If public transit got you where you wanted to go in just an additional eight or nine minutes over taking your own vehicle?



	MORE	LESS
18-34	74%	13%
65 or older	60%	19%

+54%

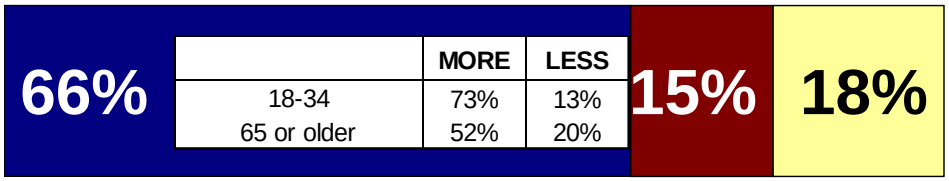
Q34. If public transit ran every fifteen minutes from your desired place of pick-up?



	MORE	LESS
18-34	78%	11%
65 or older	56%	19%

+54%

Q33. If public transit came within a five or six minute walk from your place of residence?

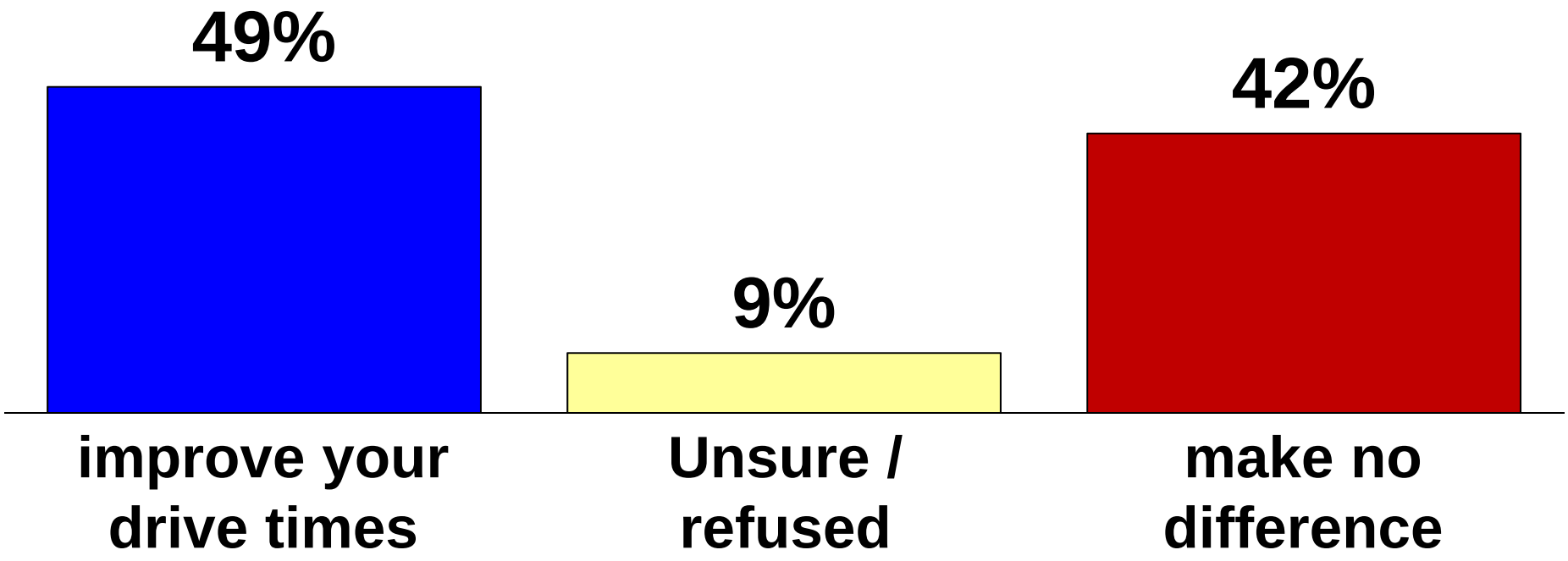


	MORE	LESS
18-34	73%	13%
65 or older	52%	20%

+51%

ROAD IMPROVEMENTS

Q37. Do you think any of the road or intersection improvements under way in Plano will?



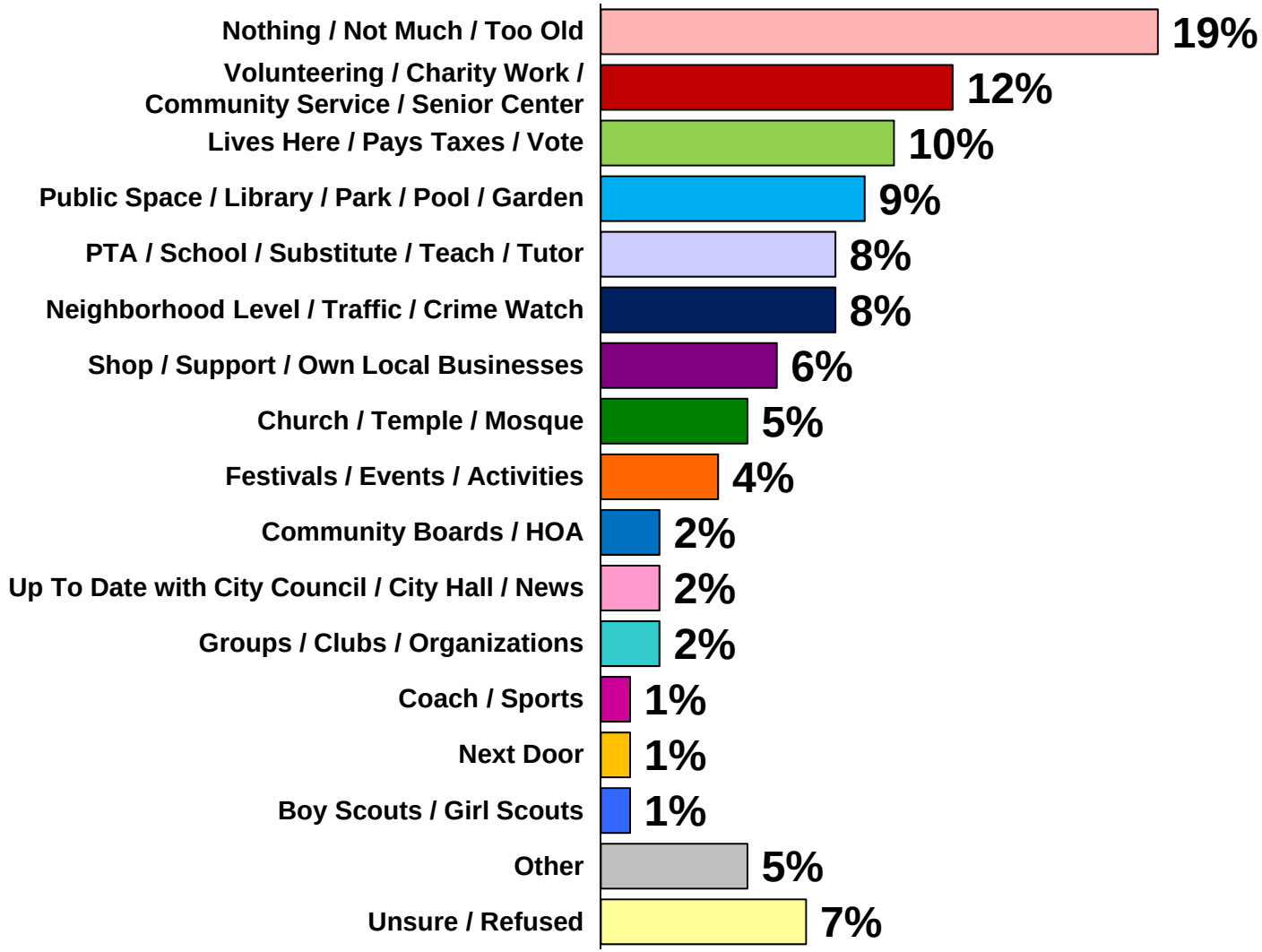
ROAD IMPROVEMENTS

Q37. Do you think any of the road or intersection improvements under way in Plano will?

	Base	improve your drive times	Unsure / Refused	make no difference	NET IMPROVE
Total	**502**	**49%**	**9%**	**42%**	**7%**
C1C2 - Past or Present Employment					
Plano and/or Collin Co.	**71**	62%	7%	32%	30%
Not Plano or Collin Co.	**431**	46%	10%	44%	3%
RR9635 - Age / Gender					
Male 18-34	**41**	51%	6%	43%	8%
Male 35-54	**102**	41%	7%	52%	-12%
Male 55+	**100**	45%	9%	47%	-2%
Female 18-34	**55**	70%	2%	28%	43%
Female 35-54	**112**	48%	14%	37%	11%
Female 55+	**92**	48%	12%	39%	9%
D8SNA - Are you employed in...					
The private sector	**243**	45%	9%	46%	-2%
The public sector	**99**	54%	8%	38%	16%
Unsure / Refused	**10**	52%	0%	48%	4%
Not employed	**149**	51%	11%	37%	14%
TECHSVY4 - TECHSAVVY ON CELL NET, FB, TWIT, INSTGRM					
Has 3 or 4 of four	**222**	53%	11%	37%	16%
Has 1 or 2 of four	**253**	45%	9%	46%	-1%
Has zero of four	**27**	45%	7%	48%	-3%

WAYS YOU ENGAGE IN YOUR COMMUNITY

Q38. Please (Phone: tell me / Internet: use the space below to type) in your own words the ways in which you engage in your community.



KEY FINDINGS

1. The City of Plano has an excellent image (92% positive, 5% negative). Moreover, 66% have a strong positive image.

2. A plurality (46%) think the City of Plano is the level of government which provides programs and services that impact their daily lives the most. The federal government (18%), the state of Texas (16%) and Collin County (13%) need to be added to together to equal the response given for the City of Plano.

3. By nearly five to one, respondents think things in Plano are going in the right direction (77%) versus not going in the right direction (16%). In contrast, the nation's voters view the U.S. as 41% right direction vs. 51% wrong track.

4. Respondents provide varied favorite things about Plano led by the people & diversity (21%), amenities such as parks, libraries, etc. (13%), safety / low crime (12%), schools (10%) and location / convenience (7%).

KEY FINDINGS

5

In open-ended fashion, traffic, transportation & roads (28%) followed by size, growth & construction (15%) are the things residents would like to fix, change or improve most about Plano.

6

Large majorities of Plano residents are satisfied with the different departments that provide city services.

7

Traffic and transportation (50%) is selected most and next most as the issue residents want the city officials to address. Local taxes (34%) and infrastructure (27%) follow.

8

91% agree that “Plano is a winning place to live” and 90% agree that “Plano has everything I need”

9

59% prefer their own vehicle for commuting to and from work or to places they go on a regular basis while 38% use or would consider using some type of the public transportation.

10

49% think that road or intersection improvements under way in Plano will improve their drive times while 42% do not think the improvements will make much of a difference.

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
The diversity of the population.	75025	66	Male	Anglo	22
friendly people	75023	77	Female	Anglo	43
People friendly. Attention paid to every age group. Fantastic doctors and hospitals. Always trying to improve our city as far as roads, business, transportation. Churches that reach every demonation. Good schools, programs for young people. Great parks and running and hiking trails.	75075	75	Female	Anglo	43
The diversity and food scene	75024	32	Female	Anglo	2
The people here are very friendly and there's lots of opportunities for work	75025	22	Female	Anglo	21
Diversity, variety, economy, safety	75025	61	Female	Anglo	14
Always improving the community.	75093	38	Female	Hispanic	10
love the neighborhood and the residents around me. the city provides great services and I feel safe in my own community.	75094	44	Female	Anglo	11
The people here are very nice.	75024	21	Female	Hispanic	10
It is senior-friendly	75024	81	Male	Other	23
Nice neighborhoods. Safe environment. Convenient consumer services. Helpful city service employees.	75025	70	Male	Anglo	11
friendliness, parks and recreation, open government, arts and culture, quality of medical services	75023	72	Male	Anglo	23
Good family community.	75023	44	Male	Other	22
The diversity of people and dwellings. It combines business and living in a positive manner.	75025	71	Male	African-Amer	20
Friendly neighborhood	75024	34	Female	Other	4
The people	75075	64	Male	Hispanic	16
Sense of community. Plano does an excellent job of keeping common area, such as parks, in great shape. This brings people together and instills a strong sense of community and pride.	75023	28	Male	Anglo	25
there are a lot of cultures in Plano. there are a lot of opportunities in Plano. The people are friendly. There are a lot of Arts and different activities to do.	75023	63	Female	African-Amer	13
All American	75025	61	Male	Anglo	25
Progressive city with a lot of amenities	75093	61	Female	African-Amer	14
How friendly	75074	19	Female	Anglo	3
I love how plano is full of such nice people. I also love how clean it is and how there is not a lot of crime in the area.	75025	18	Male	Other	3
The sense of community	75025	52	Female	Anglo	16
Family oriented	75025	48	Female	Anglo	18
I live in a nice neighborhood. It doesn't really have a big town feel to it. It just feels like the kind of small town I grew up in where everyone is still friendly to each other.	75023	46	Female	Other	7

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
It's a great place to raise a family.	75093	53	Female	Anglo	24
Friendly	75075	66	Male	Anglo	13
Variety of people, places and things	75023	54	Male	Anglo	26
Friendly	75093	59	Female	Anglo	18
Its a all American town with City sponsored programs for Seniors to enhance their options of things to do.	75075	73	Male	Anglo	30
Great place to raise a family	75093	54	Female	Other	21
A sense of community.	75074	23	Female	Other	22
It has a low crime rate in general. A pretty good public service.	75024	61	Male	Other	20
Friendly people. Not really.	75074	80	Male	Anglo	41
The people. We have good people.	75074	42	Male	Anglo	7
My favorite thing about Plano, the people. I was a realtor before I had to retire. The people here are lovely. It's a town of wonderful people. Other than what we discussed, no.	75023	76	Female	Other	30
The community; the people. They're just very neighborly. Our neighborhood is very established, a lot of people have lived here a long time, and they're just good folks.	75023	54	Female	Anglo	29
A friendly, clean city.	75024	65	Male	Anglo	40
Culture, people, economic growth. Clearly, Plano has grown considerably over the last four years and I would expect it to continue to grow as it attracts new industries, businesses, etcetera.	75024	52	Male	Anglo	4
It's diversity. There's a lot to offer to all kinds of diverse groups, not just specifically to one group of people. No.	76017	46	Male	Anglo	0
Diversity. No, that's it for now.	75093	52	Male	Anglo	22
The amenities and community. And the people, there's a loyalty to Plano that's pretty unparalleled.	75093	48	Female	Anglo	3
It's the friendliest place you can be. They're just friendly people. I just live here.	75074	56	Male	Anglo	47
I like the cohesiveness of the community. I have so many friends in this town that I've known for years and years and years, and yet the new people that come in, come in and become part of the community too. It's not just people that I've known here for forty years, but people that have moved in down the street from me, and we meet them, and they're happy to be here, and we're happy to have them. I guess our social services are very good, and our basic utility service in town. We do have problems every once in a while, but it's always resolved and people are kind about doing it, and I just think that we have a well run city.	75075	76	Female	Anglo	46
It's peaceful and diversified, very diversified.	75023	60	Male	Anglo	30
The sense of community. No.	75023	53	Male	Anglo	18
Feeling like a small town, family oriented. No.	75023	29	Female	Anglo	10
The neighborhood, the people. That they have a lot of restaurants and stores. Things are handy.	75025	74	Female	Anglo	20
The general population is very friendly. Neighbors are friendly, people you meet on the street, people in shops, sporting events, everybody's very friendly in the City of Plano.	75075	71	Male	Anglo	54

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I think it's well organized and well planned. Generally the people in Plano, I think are more positive than the people in the rest of Texas.	75023	85	Male	Anglo	40
It's a nice community. Most of the people are very friendly, and of a certain economic group.	75093	67	Female	Anglo	28
It's just a good community to live in. Good schools, good hospitals, fairly decent streets. That's it.	75075	80	Male	Anglo	40
The friendliness and cleanliness in our neighborhood. We have very intelligent, educated people in our neighborhood. I think it's a really nice place to be.	75075	81	Female	Anglo	42
The diversity. That covers it pretty much.	75023	70	Female	Anglo	40
The diversity, it's so multi-cultural.	75025	55	Female	Anglo	29
Everything about Plano. The people here are very nice. That's the best one.	75023	36	Female	Other	15
I think what I like about it recently, it's been a really well planned out community. I think the city was laid out very well. I think the school system is great. I think some of that has deteriorated in the last few years. No, that's it.	75023	73	Male	Anglo	40
Diversity and activities, places, people. Green spaces, entertainment possibilities. It's just general diversity on multiple topics. It's just that general diversity, like places to shop, entertainment, places to eat, the people. There's just a lot.	75024	60	Male	Anglo	22
I love everything about it. I love the neighborhood, the shopping, the schools, everything, it's a very nice city. We have low crime and it's really clean and nice and the people are nice.	75093	67	Female	Anglo	11
In my own words, there's all ethnicities, we can all get along. It's all like family around here, which is what I love. Other than that, everything's pretty good. Everybody does their job, nobody causes too much trouble. It's pretty nice and pretty clean around everywhere.	75075	33	Male	Anglo	33
The actual community and schools are wonderful. Basically they have an excellent curriculum and have ways for people to go to the schools to be able to advance and go in with good teachers as opposed to being dictated by the government.	75023	75	Male	Anglo	35
I think it's just like a neighborhood. It's progressive, it's clean, you get good services. It's just a nice place to live. I could probably pontificate a little more, but I'll let that be it.	75075	76	Female	Anglo	42
I don't have any idea or any one thing about it. Community, I guess. I guess community. Not that I have time to talk about.	75075	69	Male	Other	34
My neighbors and just my neighborhood. I live in a house and all my neighbors, we all look out for each other. There are a lot of trees and it's just a nice neighborhood. It's more like the country, as opposed to the city.	75074	66	Female	African-Amer	10

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I think the favorite thing is that we have a strong community and we have great law enforcement. I feel safe. That's one of the best things to really have to have, if you're going to have anything at all, you want to be able to feel safe. I don't know. I don't know that I could go out any further on that. I don't really care too much about the city government or anything like that. The county, as far as that goes, the taxes have just gone through the roof and it's crazy. I think they're building up apartments too much, and they're not letting us be able to breathe. It used to be a bit more breathable. I understand about bringing business in, but get that straightened out before you start bringing it in. Then when you've brought it in, you want to start messing with people's lives, which is taking their property from them through the legal system and all that stuff.	75074	62	Female	Anglo	25
The family nature of it. It was a family neighborhood, interested in a residential, local community area where people would have single family homes.	75093	71	Male	Anglo	10
The friendliness of the people.	75075	86	Male	Anglo	45
It's a nice community. It's family oriented, there's a lot of activities, parks, and kids. It's a nice place to live.	75024	62	Female	Anglo	7
It's a very friendly area. The police take very good care of us. Yeah I'm very positive about Plano.	75074	83	Female	Anglo	47
Diversity. There are lots of people from places and a lot of faith beliefs and lots of opinions about all kinds of things.	75024	71	Female	Anglo	31
People to Plano, clean, orderly, good to live, raise a family and good school.	75024	65	Male	Other	7
Established city, mature neighborhoods, not a lot of new buildings and apartment complexes. It is growing but it is almost completely built out.	75024	43	Female	African-Amer	3
It has good neighborhoods.	75074	36	Female	Anglo	7
The people in Plano are diverse and non judgmental. Diversity is the main point.	75074	22	Female	Hispanic	20
Diversity among the residents. Community feel.	75023	30	Female	African-Amer	2
I grew up in Plano, it is diverse, it has open-minded residence.	75074	32	Female	Anglo	32
The versatility. Well, the parks, all of the different things you can do in Plano, the shopping, the different foods you can eat.	75093	58	Male	Anglo	3
Good place and well operated community.	75023	66	Male	Anglo	21
Plano's diversity, we have a strong education system.	75093	18	Female	Other	8
The diversity and inclusiveness, many religious houses that are very close with each other. They are continuing to grow, and have a great and growing education. They have great parks and trails.	75093	40	Male	Anglo	9
The community. Sense of improvement. I like the fact they spend money to keep things in the community outreach.	75074	30	Female	Hispanic	4
The community feeling.	75023	34	Male	Anglo	2
The community, space, east Plano park. Shopping and restaurants are great.	75074	40	Female	Anglo	2
Love that it is diverse especially the east side of the city. Money is being put in as far as development. It's growing.	75074	Refused	Male	Anglo	8

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I would say the growing diversity of Plano. Because of my job, I work with internationals a lot, so I really appreciate the growing international population of Plano.	75024	30	Male	Anglo	6
A lot of educated people.	75074	72	Male	Hispanic	8
Diverse city, good schools and business friendly.	75002	38	Male	Anglo	5
Very open and friendly.	75074	22	Female	Anglo	10
The strong neighborhoods.	75024	50	Male	Other	18
The sense of community.	Refused	Refused	Male	African-Amer	Refused
Community.	75023	43	Male	African-Amer	5
The people are very friendly.	67213	33	Male	Anglo	1
I like the diversity and the cleanliness and the shopping.	75074	34	Female	Anglo	7
Plano has a nice diversity. It has a rural feel with nature preserves and park trails.	75074	44	Female	Anglo	16
Diversity, it is fun and interesting to mingle with cultures that I'm not familiar with.	75023	22	Male	African-Amer	22
I love the community, the cleanliness, the level of intelligence, and activeness.	75024	52	Female	Anglo	20
Just very friendly. It's the most I can explain.	75093	22	Male	Other	15
A sense of diversity and community.	75025	27	Male	Anglo	10
The diversity.	75023	35	Female	Other	30
The diversity. There's a lot of different groups of people and you get exposed to a lot of different people.	75074	38	Female	African-Amer	10
Diversity, it is a diverse place for all economic and people.	75075	42	Female	Other	9
I like the old neighborhoods they feel safe.	75023	56	Female	Other	6
The friendly communities, enjoyed living here and the city council is great.	75025	28	Female	Other	4
Plano is the perfect friendly suburb. Easy to get around and people are welcoming, pretty city.	75025	37	Male	Anglo	9
A sense of community.	75074	38	Female	Anglo	10
The diversity of people. A lot of immigrants and I think that is a very good thing. It is bring a lot of initiatives and hard workers to the area.	75024	51	Male	Anglo	17
Neighborhood and good service.	75025	69	Male	Anglo	12
economic vitatlity	75075	52	Female	Anglo	23
Bring new business to Plano	75024	68	Female	Anglo	24
we are a progressive town with lots if corporate office here	75074	49	Female	Anglo	38
Great clean place to live. Wish it was more affordable. Property taxes are out of control	75094	41	Male	Anglo	22

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
The businesses being brought into our area. The wonderful law enforcement agency. The shopping.	75024	68	Female	Anglo	25
Business	75024	30	Female	Other	10
attract fortune 500 corp. and provide many jobs opportunities	75024	33	Female	Other	10
Property values	75025	63	Male	Anglo	18
The strong corporate tax base that should provide stable finances in the future.	75094	50	Male	Anglo	6
The economy. The value of living here.	75075	75	Male	Anglo	15
I've raised three kids here; everything here is good. Employment is good, and it's a great place to live.	75025	51	Female	Anglo	23
It's my hometown and it's quiet. There is work. These days, it is hot. That's all I can say.	75023	62	Male	Anglo	21
The economic opportunity as well as the diversity of the residents. I think that the economic opportunity draws people all across the country and all across the world, and because of that I feel that we have very enriching experiences.	75025	48	Female	Other	13
Employment. Do your job.	75074	61	Male	Anglo	22
I like the places I go to, and stuff like that. Church, and the different business and things like that. And the eating places.	75023	70	Male	Anglo	40
Plano has really great restaurants. Plano is a huge mixture of all nationalities. Very few Texans here, actually. They're from everywhere else. People are very polite. They keep the neighborhoods up. I feel like Plano is relatively safe. We had a mass murder down the street, but you know. A guy went into the little neighborhood bar, got drunk, came and blew away his soon-to-be ex wife and all her friends that were there for some Cowboys game. Yep. But I mean we don't have a high crime neighborhood, and the schools are relatively good; they used to be a lot better. The parks are kept clean. There's a big, huge age difference you know, and a lot of different nationalities. I could tell you all day; I've lived here forty-one years. I don't really know anything negative, except that perhaps we are going to run out of water. They put us on a water ration. I don't know; I don't really know too many negatives.	75023	66	Female	Anglo	41
Availability of business services. Safety.	75023	72	Male	Anglo	20
The shopping. The availability. Yes, most products are available.	75093	81	Female	Anglo	20
There's a lot of nice restaurants and a lot more coming in. I'd give it not a good thing on traffic, because so many people are moving in and it's going to grow. That makes it more difficult to get around with more people moving in.	75025	85	Female	Other	11
Positive economic and social community.	75024	42	Male	Anglo	1
I like the economics and prosperity.	75024	41	Male	Other	15
The quality of life due to high paying jobs combined with moderate priced housing.	75024	44	Male	Anglo	19
Its great businesses, great livelihood.	75093	19	Female	Anglo	19
The company development program. Good job opportunity.	75024	24	Male	Anglo	3
A good cost of living, affordable.	75074	51	Male	Anglo	14

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Restaurants, environment and cleanliness. Activities for kids. New construction, corporate headquarters.	75093	40	Male	African-Amer	13
Business friendly and safe community. The city tax rate and business incentives.	75023	33	Male	Anglo	4
I guess it has booming job opportunities.	75075	39	Female	Hispanic	7
Good economy and it is safe.	75093	19	Male	Anglo	18
It's clean and the city provides wonderful services for its citizens	75075	38	Female	Anglo	34
Small town feel. I think good city services.	75023	53	Male	Anglo	15
They don't nitpick everything that you do as a resident of Plano. They are very responsive any time there is something going on that needs to be fixed. I've never had a problem with the City of Plano, which makes me happy, because I've lived elsewhere. So far, so good. Even the police officers have been very nice to us and everything.	75074	52	Female	Anglo	10
Probably the recycling program. It keeps a lot of stuff off the roads and streets. The garbage isn't piling up every where. I think it makes a difference when you recycle. The parks also. The parks are very well planned and available. They're just good.	75074	57	Female	Anglo	20
I live here in Plano, I've been here a long time and I like it. Every time I have called some of the people in Plano to do different things for work in the streets, alleys, or wherever, they show up and get it done.	75075	82	Female	Anglo	43
I think the favorite thing would be city services and parks. I appreciate what the city is doing in terms of encouraging recycling and conservation. I also appreciate that the city has taken the time to set aside land for open space.	75023	63	Male	Anglo	29
The quality services provided by the city.	75093	56	Male	Anglo	23
Access to stores, libraries, restaurants, city services, open local government meetings.	75075	68	Female	Anglo	24
Plano has amazing parks that are dispersed throughout for easy access to all families; the same can be said for their great library system, parks/rec department, and city trash pick up/recycling Plano is all about community involvement and from the great American clean up and beyond they are truly a forward thinking city that wants nothing but the best for its residents.	75025	36	Female	Anglo	24
facilities	75024	37	Male	African-Amer	4
available resources	75075	44	Male	Anglo	19
Their is a good selection of restaurants.	75024	35	Female	Anglo	20
Suburban lifestyle with city amenities like Legacy.	75093	54	Male	Anglo	20
The commercial developments like restaurants and shopping. The parks and trail systems.	75075	42	Male	Anglo	7
THE AVAILABLE SHOPPING POSSIBILITIES	75075	80	Female	African-Amer	11
Plano has something for everyone. Great Places to eat and best shopping ever. Their schools are amazing. I can't understand why anyone would home school their children, if they live in Plano TX	75075	56	Female	Other	12

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Its has good restaurant s	75094	29	Male	African-Amer	9
The parks and family atmosphere	75025	60	Female	Anglo	30
lots of parks, walking trails, sights and events to attend.	75023	63	Female	African-Amer	13
Plenty of things to do in Plano - good restaurants, a wonderful symphony and great neighborhoods	75023	66	Female	Anglo	25
the parks, rec centers, senior center and libraries. the roads	75075	54	Female	Anglo	30
Pro business environment. Services such as libraries.	75025	50	Male	Anglo	17
The parks are clean and public education is wonderful	75025	48	Male	Anglo	35
City provides a lot of amenities to the community and extra effort to make neighborhoods look nice	75023	40	Female	Other	1
The bike paths. They're very pleasant.	75075	Refused	Female	Other	8
The libraries and the parks. I like that I can go online, put books on hold, and also pick up videos and DVD's at the library. And I enjoy that Plano keeps it parks and public medians, etcetera, looking nicer.	75093	63	Female	Anglo	30
I think the overall facilities and amenities in the city are good. Also the police force and all the public services are very good.	75093	52	Male	Anglo	13
I like that it's an up and coming city with a lot of amenities. That's the thing I like most.	75074	56	Male	Hispanic	15
There's lots to do in Plano. I think the city of Plano offers a lot of public facilities, they're getting better at it so that more people can enjoy the area itself.	75023	70	Male	Anglo	40
Parks. There are a lot of them, they're convenient, and they're clean.	77502	55	Female	Other	30
Park and Recreation Department. The availability of activities. That's about it.	75025	60	Female	Anglo	25
Recreation opportunities.	75093	64	Male	Other	10
My favorite thing about Plano is actually the libraries.	75024	50	Female	Hispanic	19
I think the city resources are really great, the library, the parks, etcetera.	75024	50	Female	Anglo	4
I like the fact that they have bike trails, parks and recreation, and stuff like that.	75023	53	Female	Anglo	20
All of the open green spaces. Lots of parks and walking trails, and things that are natural, somewhat, for people to enjoy.	75074	57	Female	Anglo	20
The parks that we have.	75025	40	Female	Anglo	17
Libraries. Just that it's pretty nice. Books. It has access to a lot of services.	75025	43	Male	Other	Refused
I'd have to say parks. I like that they have so many parks.	75075	63	Male	Anglo	36
The available opportunities for children to participate in recreational activities.	75025	62	Female	Anglo	22
Trails. The schools.	75023	45	Female	Anglo	14
The parks. Carpenter on Creek Run. Not really.	75025	64	Male	Anglo	23

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Where I live. I live in a retirement center, and I very much like our home here. It's a retirement community that people live independently in their own apartments. There are a lot of extra activities planned for us and we have a good lifestyle here.	75093	84	Female	Anglo	4
My favorite thing about it is that it isn't quite out in the public, I like the rural part. That's where I live, in the rural area. I have a nice, big park right behind my house.	75074	66	Male	African-Amer	14
Work that the city is doing to increase and maintain green spaces for the community. I like having an engaged community and being able to meet each other. It helps strengthen the city and community and helps draw young people to the city and new tax dollars.	75023	35	Male	Anglo	10
All the things to do. We have a variety of things to do.	75075	19	Female	Hispanic	18
Plenty of public parks, reasonable housing prices, affordable and good quality of life.	75074	35	Male	Other	3
Parks and recreation. The schools are quite good.	75023	47	Female	Anglo	20
The parks. We got a pretty good park system. A couple of pretty big park Arbor Hills, Oakpoint, Big Lake park, and good libraries and schools are pretty good.	75075	41	Male	Other	12
Good places to shop and activities to do things. Good location to tech sector. Close to my job.	75075	28	Female	Anglo	22
The community has lots of good opportunities. There is wine, walking trails are good, the family balloon festival. The locations of the tolls are good for transportation.	75093	Refused	Female	Hispanic	18
Shopping is good. Develops like Legacy west and shops Legacy. Mayor is fantastic.	75025	56	Male	Hispanic	18
The parks and things to do outdoors.	75025	37	Female	Hispanic	10
The parks. The friendliness of the city. Ease of getting around.	75074	44	Male	Anglo	3
The parks and recreational areas. There are a lot of strip malls being neglected and apartment complexes.	75025	35	Female	Anglo	35
I love all the parks. I have a small kid love to parks. The parks are accessible.	75074	32	Male	Anglo	2
I love the park and all the green things which is public. I also love newer developments for restaurants, bars and social spaces. The recreational facilities.	75023	35	Female	Anglo	23
Excellent recreational facilities, neighborhood is very well manicured and taken care of and the city addresses issues. Pretty high taxes, but there are exemptions for seniors which is good. The city planning is good, however we lack cultural amenities. Plano looks nice on the surface.	75023	60	Female	African-Amer	7
I make great use of the park system, well maintained, streets are kept up well, electricity and water are great.	75023	39	Male	Anglo	4
All of the golf courses.	75075	30	Male	Anglo	5
I'm new to Plano, it has many local events and entertainment.	75025	32	Female	Other	1
A lot of programs.	75024	35	Female	Anglo	16
I love the balloon festival. I love what some of the parks have been turned into. They have made an improvement to the night life with food and entertainment. Love the new Chili's off seventy-five.	75075	39	Male	Anglo	9
The golfing. Maybe the parks. They are very useful for everybody of all ages.	75025	54	Male	Anglo	30

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Lots of things to do, anything you can think of, night life, outdoors. The employment is getting better and housing market is strong.	75074	56	Female	Anglo	16
The public park system.	75023	46	Male	Hispanic	26
Parks. Hager park.	75074	32	Female	Other	5
City parks.	75075	32	Male	Anglo	9
Love libraries.	75074	34	Female	Anglo	3
Parks and recreation.	75074	64	Female	Anglo	39
Real estate prices are good, good sports programs and good libraries.	75025	57	Female	Anglo	20
Commitment to its citizens in the form of recreation centers and providing facilities to its residents. Overall Plano is doing a good job keeping the city small like a small town, I love the focus on small town.	75075	45	Male	Anglo	19
There's a lot of good stuff to do here; shopping, activities, and it's clean.	75024	52	Male	Anglo	5
I have always been impressed with the fact that the city plans ahead for future growth	75025	79	Male	Anglo	45
large enough to attract variety of good businesses. I've had positive interactions with Plano Law Enforcement.	75023	57	Male	Anglo	16
It is growing city with lots of opportunities to excel. The city is largely peaceful.	75024	39	Male	Other	4
it still feels like a small town	75075	70	Female	Anglo	40
North West area of Plano is growing really fast but at the cost of rising housing prices. More and more restaurants being opened providing a great number of eating out choices. Old downtown Plano has a nice subdued nightlife. Traffic problems along the main route (75) still ongoing because of road improvement programs.	75023	43	Male	Other	3
Plano is an established city, but is always looking to improve itself.	75023	63	Female	Anglo	13
Balanced development	75023	52	Female	Anglo	5
Mayor Harry, the plan for growth, and the strong values in the city. That's good.	75093	60	Male	Anglo	8
I like it's growth. It's total growth is what I like about it. I like it to be spread out. I like new shopping malls. I like new shopping centers. I like better restaurants.	Refused	84	Female	Anglo	50
The size. It's not too big.	75023	53	Male	Anglo	17
The population, the growth. The people of different races and the culture, I like it.	75074	41	Female	Other	11
I like that it has a lot of advantages of a big city, but it does not have a big city feel like Dallas.	75074	59	Male	Anglo	28
The growth, job growth. Safety. Low crime.	Refused	60	Male	Other	23
The growth and the amenities. The convenience. Amenities and the conveniences. Nice restaurants, hospitals, schools.	75093	60	Male	Other	20
I like how the city's growing. I like the newness of it. I like the neighborhood. I think it's a nice neighborhood to raise kids in, I think it's a good place. But I think the state of Texas as a whole, like the rest of the country, is in total chaos and it's terrible.	75093	44	Female	Anglo	13

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I like my professional groups within it. I'm a musician, there are good music people here. I don't know. I like a lot of things about Plano. It's small enough to be a little bit intimate, but it's growing bigger fast. No.	75023	76	Female	Anglo	15
Good planning. We've been here for thirty years and we've seen it grow. We think that they accommodated the growth very well. We think that they could foresee problems that could be avoided in accommodating that growth. It became a great place to live and work and for our kids to go to school.	75074	67	Female	Anglo	33
It's growing and prospering. The population has really expanded, and I think it's a good thing because they're bringing in industry and companies that add to our growth and prosperity.	75075	76	Male	Anglo	43
I guess it's not as big as most of the cities. I kind of like it because it's not big. It's close to where I could do other things if I wanted to.	75074	55	Female	African-Amer	12
The growth. All the businesses that are moving here and the housing market growth.	75025	41	Female	Anglo	6
I like how spaced out it is and I like the school district my daughter goes to and the community. The parks are well kept and clean and the city in general is well kept and beautiful.	75024	34	Female	Other	7
It's growing and bringing a lot of jobs.	75023	25	Male	Hispanic	1
I like the new development on the west side.	75093	35	Male	Anglo	1
The multiple opportunities and conservative values. The way city planners have planned the city, the growth.	75024	58	Male	Anglo	22
Safety, convenience, quality of life	75093	68	Male	Other	36
low crime, great schools, awesome parks	75023	55	Male	Hispanic	22
fairly safe city	75093	60	Female	Anglo	25
the safe and beautiful neighborhoods of houses	75024	29	Female	Hispanic	28
Safe and secured neighborhood Good school	75075	30	Female	Other	3
Law enforcement	75024	56	Female	Anglo	10
Safe, Clean, Great schools, parks. lots for families	75025	67	Male	Anglo	30
Nice and safe Neibrorhood	75093	73	Male	Other	35
safe	75093	64	Male	Anglo	21
Safe community	75025	33	Male	Hispanic	9
Relatively safe	75074	39	Male	Anglo	7
Safety, beauty & family oriented	75075	39	Female	Hispanic	25
It is a safe place and one that tries to find solutions to issues that impact its citizens.	75075	69	Female	Anglo	24
Plano Police Department are visible and approachable in our neighborhood. Trash/Recycle pickup is excellent.	75025	75	Female	Anglo	8
Low crime; safe neighborhoods; good schools; good government; good recreational facilities; good shopping; clean;	75093	71	Female	Anglo	15
The police and firefighters are the best here	75023	42	Female	Anglo	10
Safe	75093	44	Female	Anglo	14
Safety	75025	58	Female	Other	20

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Relatively safe, has everything I need	75024	43	Male	Anglo	17
Low crime rate	75025	66	Male	Anglo	22
crime is low	75023	72	Female	Anglo	42
safe city and good schools and infrastructure	75075	45	Male	Hispanic	18
Safe city to live in.	75093	35	Female	Anglo	23
Safety. The police department is very good. They educate us. We don't have a lot of crime. Not at this point.	75023	71	Female	Anglo	39
It's just a safe good place to live. I particularly like law enforcement in Plano.	75093	77	Female	Anglo	21
Can I say safe and clean.	75024	63	Male	Other	25
My favorite thing is that it feels safe.	75074	83	Female	Anglo	50
The police force. They're very active. There's not much crime that I can tell. No, I think that's it. The bad thing is too much traffic.	75025	64	Male	Other	35
Low crime and nice city, you know. There's lots of things to do, lots of places to go eat, lots of shops to go to, nice theater, it's a good part of town. It's not like living in the ghetto or something like that, so yeah all of that stuff's good.	75093	57	Male	Anglo	22
Safe, employment opportunities. We don't have much crime in Plano. There is a lot of business coming this way. They freeze your property taxes when you're sixty-five. That's extremely beneficial to us. Good parks and recreation facilities. I like everything about Plano except it's getting too crowded. Too much traffic.	75025	64	Female	Anglo	34
Safety, which is positive. I think it's a very safe city to live in.	75093	79	Female	Anglo	25
I believe its a safe city to live in. It's family friendly and family oriented and has great schools and great neighborhoods.	75093	73	Female	Anglo	38
I think its a very safe community to live in. I feel very comfortable with where I am, and where I'm able to go without any problems. And I think they're very interested in continuing the growth and the education of the people.	75023	80	Female	Anglo	33
It's a safe neighborhood, people are nice. The best thing was that there was nothing bad that I could think of off the top of my head.	75025	30	Male	Anglo	20
I believe it is a safe place to live. Not at this time.	75023	54	Male	Other	27
If I ever have a problem, you can call the police department or you can call the city and they'll take care of it.	75074	77	Male	Anglo	42
To me, it is safe and has anything you want, like restaurants, grocery stores, shopping. Everything I want is here. The roads are good, the policemen are on their job. I just think it's a good place to live.	75074	74	Female	Anglo	Refused
Safety. I come from a place where you cannot go outside your house on a bicycle and in Plano you can.	75075	52	Male	Anglo	9
The safety and security that I feel when I'm driving around the streets. The police department. The security I feel when I lock up at night and go to bed.	75025	70	Female	Anglo	13
I guess safety. I'm not sure how to elaborate on safety. There's low crime rates.	75093	Refused	Female	Anglo	32

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Its safe. There's not a lot of serious crime. I do not worry much when I go out.	75075	65	Female	Other	22
Crime free mostly. Peace and quiet.	75025	35	Male	Other	18
I like the safety, education, city is a very good choice for family with the kids, family oriented city.	75025	40	Female	Other	16
Safe. I can trust. I do not worry about people coming to take my stuff. I can park anywhere in Plano.	75023	41	Male	Other	12
Safe and clean community.	75025	25	Female	African-Amer	8
Safe community, great for raising and educating young children. Low crime rate and lots of recreation opportunity like parks, YMCA and Spring Creek.	75024	42	Male	Anglo	12
Safe.	7509	39	Female	Anglo	6
The area you live in is safe.	75023	23	Female	African-Amer	4
The safety of living the city. The good neighborhood living atmosphere promoted by businesses.	75093	72	Male	Anglo	21
The safety and medical services. It has good police and city services.	75025	53	Male	Anglo	30
Its just really safe and the education system is really great. They have a great progressive police dept and great teachers in place.	75023	21	Female	Hispanic	20
Healthcare is getting better just like Dallas. Good community and community center.	75074	35	Female	Other	5
Safe neighborhoods and safe schools.	75025	47	Male	African-Amer	18
It's a relatively safe suburb. Most of the people are friendly and there's not that much crime.	75024	Refused	Female	African-Amer	Refused
Low crime rate, friendly people. Moved there for those reasons and other reasons at the same time.	75075	36	Male	Anglo	2
It is safe. Just not much crime.	75024	Refused	Female	Hispanic	25
Safety. Clean, live family oriented programs.	75075	38	Female	Other	4
The vibe of the city. It's a good place to raise a family, it feels safe and clean.	75025	44	Male	Anglo	4
Security.	75025	38	Female	Other	13
North of Dallas is safe, south of Dallas has the problems. I feel safe. Have good school systems.	75023	23	Female	African-Amer	1
Low crime. Fairly safe. The schools, communities and parks. Not a lot of violent crime.	75023	55	Male	African-Amer	20
The feel of the city, I like the way it looks, likes the people, feels safe.	75024	51	Female	Anglo	16
I feel that Plano is safe and I like that the city attracts clients. I am a realtor and Plano attracts and recruits.	75024	57	Female	Anglo	30
I feel safe, and I feel like I belong. The area is very diverse.	75024	55	Female	Anglo	2

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
good	75074	36	Male	Anglo	10
Good	75024	41	Male	Other	5
It's where I've grown up	75025	51	Female	Anglo	30
I've lived here since I was 6 so I grew up in Plano. Just love it here. My most favorite thing is that my mother is here. I like and dislike how Plano has grown. There are so many new people here and just makes traffic awful. But I love the opportunity for new businesses, restaurants, etc. to come in. We are being exposed to new things.	75023	45	Female	Anglo	39
I was born and raised in Plano, the sense of community and friendliness sets Plano apart	75025	28	Female	Anglo	27
Quality	75075	51	Male	Anglo	38
this city is great	75074	31	Male	Anglo	15
like	75093	31	Male	Anglo	2
I like living in Plano	75093	69	Female	Anglo	1
good place for life	75025	58	Female	Anglo	20
VERY GOOD	75023	28	Male	Anglo	28
Plano is a great fun town	75024	23	Female	Anglo	6
its ok	75093	53	Female	Anglo	2
Quality of lufe	75024	48	Male	Anglo	0
Great town	75025	37	Male	Anglo	25
is very good	75252	37	Male	Anglo	10
is very good	75252	37	Male	Anglo	15
is good	75252	37	Male	Anglo	36
is good	75252	37	Male	Anglo	36
i like it	75252	37	Male	Anglo	36
very good	75252	37	Male	Anglo	10
plano is very good	75023	37	Male	Anglo	15
plano is very good	75023	37	Male	Anglo	18
plano is very good	75023	37	Male	Anglo	20
It's just a good town to live in.	75024	70	Male	Anglo	7
It's just a pleasant place to live. I've lived here ten years.	Refused	77	Male	Anglo	10
My suburban town I guess. It's okay to live here.	75075	78	Male	Anglo	10
It's one of the best cities to live in.	75093	69	Male	Other	20
It's just a good place to live. No, I can't say there's anything specific.	75093	70	Male	Anglo	22
Favorite thing about the city is livability, just general livability. That's pretty much it, ease of access to things I do in my life other than traffic becoming additionally a pain in the neck, it's pretty good.	75074	75	Male	Anglo	32

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I just like the style of living.	75074	72	Male	Anglo	50
I think that it is a great place for us, and I'm very happy living here.	75074	87	Female	Anglo	51
I find it livable. Convenient, where we live, food, shopping, entertainment is all very convenient.	75093	75	Male	Anglo	13
I like the dynamics of the city. It's a very thriving city. It's a very professional city, and it's an excellent school system. Not a whole lot more to tell you, it's no secret that we're ranked in the top five year after year of all the different cities in the country. It's no secret why it's consistently a top city. They just do it right.	75025	58	Male	Hispanic	3
I like my surrounding neighborhood and that's it.	75074	56	Female	Anglo	30
My house.	75093	63	Female	Anglo	6
I just like Plano. My neighborhood and everything is okay. You don't hear about a whole bunch of crime like in Dallas. I just like Plano.	75074	80	Female	African-Amer	20
I'm very proud of Plano. I moved to Plano from Dallas in nineteen seventy, so I've been here to watch it grow. I think it's a good city to raise families. My granddaughter went to college. All three of my grandchildren graduated from Plano Senior High School and they're all doing well. I just think the whole of Plano is a good thing.	75025	92	Female	Anglo	40
It's a great place to live. It's good for business, the people here are pleasant.	75075	38	Male	Hispanic	15
It's a good city to live in and raise children. I told you it's a good city to live in and raise your family.	75074	31	Female	Anglo	5
When we first moved here it was a very friendly city and stuff. The government is what the issue is. Great restaurants, movies and shopping.	75093	61	Female	Anglo	25
It is just a good place to raise a family because it is diverse and has good schools and a good economy. I grew up here this is home.	75075	38	Male	Anglo	38
Grew up there, it is comfortable.	75093	20	Female	Anglo	20
It's where I live. It has everything I need within a five mile radius of my address.	75093	36	Female	Anglo	6
Everything I do is in Plano and pretty much were grounded in Plano. Rock centers are great. Tried to leave, but keep coming back.	75075	38	Female	Other	16
Very nice place to live over all, very good police department.	75025	38	Female	Anglo	5
Nice place to live.	75074	76	Male	Other	3
Nice place to live, quiet good place to live, traffic sucks.	75023	44	Female	Anglo	2
Overall good neighborhood on Westside.	75093	54	Male	Anglo	40
Just a good place to live.	75075	71	Female	Anglo	35
It's a good place to live. It's full of conservatives.	75075	52	Male	Anglo	15
No much favorite now, losing the green belt areas along the highways that made it such a nice drive.	75025	56	Male	Anglo	8
my favorite thing is where I live is close to everything around me. the dart train, restaurants, shopping.	75074	62	Female	Anglo	37
Being a close suburb to Dallas	75093	60	Female	Hispanic	26
Good traffic fliw	75074	62	Male	Anglo	16

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Basic Infrastructure like roads and water	75024	32	Male	Other	4
close to work	75075	64	Male	Anglo	29
covenience	75093	68	Female	Anglo	18
Convenient	75075	55	Female	Other	24
Convince of stores, hospitals, and security.	75093	61	Male	Hispanic	24
I like its location. I like the schools, and the open spaces, the parklands. I like its suburban feel. For the most part, it's still upper scale. Yes.	75023	46	Male	Anglo	6
Convenient. Everything's around each other, so it's convenient in getting stuff.	75024	42	Female	Anglo	10
I think it's the location. It's halfway between Dallas and McKinney, not that I seldom go north, but the schools are incredible here. It's extremely diverse. It's a diverse city. It's a little New York, but it's flat. Everybody's here. My neighborhood has got all kinds of people and I love it. Like I said, it makes it like living in New York City.	75075	62	Female	Anglo	27
Proximity to freeways. Parks and recreation.	75074	51	Male	Anglo	14
I guess the two words that come to my mind are established and secure. Maybe convenience, it's kind of a world of it's own. Everything is really close. That's probably the main thing I can think of.	75075	30	Male	Hispanic	23
I like that you don't have to go far for stores. I like the hospitals. The doctors that I see, I like them. That should do it.	75023	83	Male	Other	5
That's pretty hard. I don't know, I like Plano because it's close to work.	75075	57	Male	Anglo	31
They keep things up very well. I don't have to worry about the roads and infrastructure. They're always improving the roads and infrastructure. The roads are good, there are no potholes, not like down in Dallas.	75025	46	Male	Anglo	19
It's location and the features. I like the homes and the living conditions.	75093	64	Male	Anglo	30
Convenience, small town feel, which is going away. No more.	75093	60	Male	African-Amer	21
Accessibility to highways. No.	Refused	52	Female	African-Amer	7
It's close to everything and there are a variety of things to do.	75075	59	Male	Anglo	16
The lifestyle. Suburban. That's all that comes to mind.	75093	66	Female	Anglo	20
Everything is pretty close to where I live.	75023	Refused	Female	Other	5
Convenience.	75093	41	Female	Other	9
Traffic.	75023	59	Male	Anglo	25
The accessibility to the highway. Everything is easily located.	75075	37	Female	Anglo	7
Easy access to the dart rail. It makes it feel like a larger community.	75074	45	Male	Anglo	5
Accessibility, being able to go to different restaurants, the college is so close by and easy to get around.	75024	38	Female	Other	12
Location, it's a quiet area with quiet neighbors.	75093	58	Female	Hispanic	19

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Location to work. The schools are known for being good for kids.	75093	39	Male	Anglo	2
Everything is very convenient.	75075	30	Female	Anglo	23
I have access to everything: grocery, shopping, my job. Everything is really accessible. My job is less than ten miles. You need your daily necessities, and I feel safe in my community. I don't have any issues.	75074	41	Female	African-Amer	0
Location.	75074	31	Male	Anglo	3
Accessibility, shops and roads to the highway.	75023	44	Female	Anglo	20
Proximity, shopping and dining options.	75075	41	Female	Anglo	8
Everything she needs is right here.	75023	40	Female	Other	15
I can go five minutes in any direction and get anything I want.	75075	60	Male	Anglo	53
The location. I live in a radius of four miles of everything, good restaurants, entertainments, and shopping malls.	75093	73	Female	Other	10
The education system is wonderful, apart from the snobbery Plano is clean and safe	75025	48	Male	Anglo	34
Plano School district is great	75025	62	Male	Other	35
the schools	75024	57	Male	Anglo	23
I like the schools but not the robin hood tax.	75025	61	Male	Anglo	25
School District	75074	64	Male	Anglo	16
The strong education system.	75024	48	Female	African-Amer	17
education	75093	60	Male	Other	30
Schools and safety of the community	75025	69	Male	Anglo	32
School system and parks and rec centers	75023	71	Female	Other	33
safe and secure	75023	71	Female	Other	28
i love the schools, park and city general along with low crime rates	75023	44	Female	Hispanic	28
The Schools	75023	38	Female	African-Amer	5
Plano is an amazing hub for families with special education needs. My son was diagnosed with Autism and I have been so encouraged and excited to find that Plano schools as well as area institutions in Plano are some of the best in the nation.	75075	36	Female	Anglo	2
Plano has good schools	75075	52	Female	Other	15
Plano has a strong education program, parks and recreation activities and classes	75093	48	Female	Other	5
Great svhools	75075	48	Female	Anglo	35
Great schools, fast police response, well developed so I needn’t travel far to purchase items I need, friendly people, very safe neighborhood	75093	38	Female	Hispanic	4
Schools and friendly living environment	75075	41	Female	Other	27

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
The school district. I feel that students who graduate from the Plano Independent School District are more than prepared for college and beyond. I think that Plano does a good job of enticing businesses to come here and build a jobs network, but the downside to that is that there are too many people living in Plano now.	75023	55	Female	Anglo	30
It's getting too crowded. My favorite thing is the schools.	75025	50	Male	Other	7
The school system. The schools. The Plano Independent School District.	75024	53	Male	Anglo	4
The school system, family life. My daughter graduated from Plano Senior High School and went on to Harvard, graduated from Harvard. The people who lived here used to be fine, upstanding people. Now with all the apartments going in, and the liquor stores, things are going downhill. Especially with all the apartments going in.	75025	78	Female	Anglo	41
They just seem to be very concerned about the city and seem to want to do a good job in all areas. I was a teacher, so the school system was good and I really appreciated the participation of everyone, they all seem to want to do something to make it better and create opportunities.	75093	82	Female	Anglo	15
The school system is my favorite. I have grandchildren and I'm impressed with the school system.	75074	68	Female	African-Amer	13
The way the city and school district share playgrounds. No.	75075	69	Female	African-Amer	36
The schools. No.	75024	47	Female	Anglo	20
The school system.	75023	70	Male	Anglo	28
The schools.	75075	89	Male	Anglo	45
Probably the schools. Probably the education.	75023	48	Female	Other	20
I guess I would say schools. Safety, public safety, the police and fire services are good. I would say that's it.	75093	Refused	Male	Anglo	30
Their education for the children. I just like the way that they treat the children and the education that they provide.	75024	87	Male	Other	4
A good school system. The local government is not afraid to invest in the school system.	75075	72	Male	Anglo	33
The school district is really good and the area is doing well with the shops and things to do.	75023	26	Female	African-Amer	21
The school district.	Refused	41	Female	Other	35
The school it is very good. I have a son in school.	Refused	54	Female	Anglo	4
Great schools, lots of parks, good parks, good roads.	75023	42	Male	Anglo	5
Public schools are pretty good, two kids went through Plano school system. School drama that happens everywhere. Education was decent compared to the city of Dallas.	75024	63	Female	Other	17
The school system is excellent, city services are great, great city to raise a family.	75023	72	Female	Anglo	44
The schools. They are good, academic wise.	75093	20	Male	Hispanic	15
School.	75074	57	Male	Hispanic	38

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
The good schools, pleasant environment. High achieving schools, good music programs and art. The environment is nice and friendly.	75023	22	Female	Anglo	19
I love the schools and I like the recreational things they offer for kids. They offer so much. To me it's one of the best places to live if you have children.	75093	41	Female	African-Amer	12
They have a great school district. All of the public schools in Collin County are highly rated and I'm just really happy with the school system.	75024	34	Female	Other	6
The schools are highly ranked.	75075	36	Female	Hispanic	4
I like that it is family oriented with great schools, my neighborhood does a lot of block parties, lots of activities for children.	75093	34	Male	Anglo	3
Neighborhood and education. Public Schools and the community college in Collin County. I would like more parks and recreation that are publically oriented, live we have restaurants and bars and other things that are available to the public but we don't have any public parks or anything like that.	75025	34	Male	Other	10
It has great schools. It usually has higher graduation rates, better grades, and teachers are more attentive.	75074	30	Female	Anglo	2
School district. Strong district, good teachers and good support for fine arts and I like that.	75023	38	Female	Anglo	47
Schools and the parks. All the things that are unique.	Refused	47	Female	Other	10
Clean safe	75093	52	Female	Anglo	28
Nice area	75023	20	Female	Anglo	1
It is very clean and safe.	75023	26	Female	Anglo	21
Environment	75024	24	Male	Other	2
Plano is very clean and pretty place.	75025	57	Female	Anglo	15
a clean safe city	75023	65	Male	Anglo	21
The cleanness and peacefulness. Everybody keeps their grass clean, no trash. The peacefulness is no crime at all from what I've seen. Those are the two things right there.	75075	44	Male	Other	0
I'd say it's attractive. People landscape a lot, there's a lot of landscape around. I think the city makes the effort to do the median and things like that. It has a collection of parks. That's about it.	75023	72	Female	Anglo	45
I guess the manicured look. The streets are wide, the streets are nice, the homes are well kept. The schools are great.	75025	73	Female	Anglo	30
I like the environment. My neighborhood and the city itself. It's a nice place to live. It's clean, it's well maintained, it's orderly for the most part. Convenient shopping, access to highways, lots of places to work around here, which is a very good thing. No, I think that's pretty much.	75023	50	Male	Anglo	34
Well it's hard to pick one thing, but I guess the cleanliness of the city.	75074	74	Male	Anglo	31
The parks; they're trying to be environmentally positive on stuff. That would be nice. Increase.	75075	58	Male	Anglo	42
Cleanliness. Neighborhoods. It's friendly, it's lots of different people, its cleanliness.	75093	52	Female	Anglo	24

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Generally the upkeep of the community, they take good care of the streets and roads. The parks are in pretty decent shape, they're well lit. It's a good community.	75024	59	Male	Anglo	28
It's a clean neighborhood, quite a bit less crime, the education system is good. It's a clean city. Not really.	75074	64	Male	Other	19
That they keep it well maintained, manicured, and looking nice.	75093	53	Female	Anglo	20
It's friendly, clean, a nice place to live with good shopping, jobs, and grocery stores. Let's just say that's it.	Refused	57	Female	Anglo	40
It's clean and it's lower in crime.	75023	61	Female	Anglo	30
It's a very nice, clean community and very friendly. Very easy to get around. A lot of hospitals close to our house. Hospitals and doctors. The fire department's very close, the police department is very close. We feel very safe.	75075	68	Female	Anglo	36
City is clean, healthcare and Plano has amenities.	75075	59	Male	Anglo	20
The place is clean. It feels like there is not many crimes or you know close to where we live and police presence.	75025	43	Female	Hispanic	10
It's a clean city. We don't worry about anything.	75093	Refused	Female	Anglo	10
I like that it's clean and good facilities. My taxes have tripled since I moved in. No.	75025	54	Female	Anglo	5
The city is clean.	75093	Refused	Male	Other	6
The weather, I like the heat. I lived in Colorado and saw enough snow for a lifetime.	75024	54	Female	Anglo	3
Beautiful city.	75024	Refused	Female	Other	12
It is a well run city that is forward thinking.	75023	69	Male	Anglo	5
Very well managed. Good mayor	75093	56	Male	Anglo	38
The high level of planning that is done by the City government.	75023	73	Male	Anglo	37
The city government.	Refused	63	Female	Anglo	15
Easy access to everything and the political environment. No.	75075	57	Male	Anglo	8
City is well run, provides responses.	75074	35	Male	Anglo	8
I don't care too much. I wish I didn't live in Plano. I made the choice forty years ago and I'm living with it.	75074	68	Male	Other	40
Its where I live, if it weren't for my family I'd probably live somewhere else. I probably wouldn't be in Texas.	75075	72	Male	Anglo	30
The highway that leaves.	75093	44	Male	Anglo	15
I don't know. There's nothing I like.	75025	41	Female	Anglo	2
na	75025	58	Female	Anglo	21
Nice environment	75024	26	Female	Other	5
I really don't have an opinion either way	75023	38	Male	Other	10
none	75074	56	Female	Other	20

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Most responsive community government, well managed, all people at City Hall and in community respectful, polite, try to help attitude.	75075	74	Male	Anglo	30
juhygtfcc vmkoiuyutyrdfcvb	75024	32	Female	African-Amer	5
none	75025	81	Male	Other	27
Not Applicable	75023	28	Male	African-Amer	19
I don't really have anything to add.	75075	34	Male	Anglo	7
It is a very peaceful and quiet town.	75074	32	Male	Hispanic	17
Not the Mayor	75093	67	Male	Hispanic	19
gfdchghjhjv	75024	70	Male	Anglo	30
gfgdfgdfg	75093	40	Female	Other	12
too many apartments leading to population density and traffic issues	75075	74	Male	Anglo	44
U	75025	19	Male	Other	9
Regardless of your last answer, please use the space below to type in your own words your favorite thing about Plano.	75023	28	Male	Anglo	27
The city of Plano has forgotten its roots of being a family oriented, suburban community. There are way too many apartments and mixed use complexes being built in the city of Plano. Plano needs more single family homes, not apartment complexes.	75025	44	Male	Other	20
sdsdfsdaf sdfafs	75023	43	Male	African-Amer	5
I think there is an issue with education where there aren't enough schools to support the apartments that are being built. A lot of people move into the apartments and the schools are getting overcrowded. No.	75093	45	Female	Other	12
The name of the town. So far that's pretty much it. Nope.	75075	65	Male	Hispanic	35
These questions are really kind of vague. Strong negative. I can't tell you. Actually, there's a good Italian restaurant right down the street.	75023	70	Male	Anglo	18
I don't have a favorite thing anymore. I don't have a favorite thing. It used to be a nice community, a bedroom community, and now it's a large city.	75093	70	Male	Anglo	40

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
He was bringing in too many big corporations and we, when I bought my house in Plano, it was because I would drive a couple blocks and watch cattle grazing in the pasture. Now we have one farm in the middle of Plano still functioning. They have sold a lot of their property which still has many million dollar homes on it, but they still have cattle, they still have sheep, they still have horses. I like the pastures, I like the openness that it was before. Now when I go down a street maybe I haven't gone down in a while, I think where the heck am I. And then I see all these apartment buildings; I saw construction on the vacant land before they started building, and now I just guess I never went that direction; and now all of a sudden there is a five story apartment building. I think they probably needed the apartments for all these corporations that are coming in and bringing eight hundred, or whatever, employees. A lot of time that means single employees.	75075	79	Female	Anglo	31
I really don't have one. Plano is like an international hostel or hotel, and I'm the chambermaid.	75024	60	Female	Anglo	24
It used to be a nice town, now it's becoming a traffic hazard for everybody. Way too much growth.	75075	77	Male	Anglo	31
The Mayor of Plano sucks. Conservative state but trying to be liberals.	Refused	39	Male	Anglo	15
Much more exclusive and the neighborhood is strong.	75023	48	Female	Anglo	16
He has no favorite thing about Plano. The cities in the vicinity are the same.	75025	42	Male	Anglo	17
Only placed I've ever lived.	75025	55	Male	Other	4
I don't have a favorite thing about Plano.	75075	45	Male	Anglo	4
not sure	75093	60	Male	Other	29
not sure	75023	49	Female	Other	6
I don't know. No.	75024	64	Male	Other	20
I don't know. No.	75075	71	Female	Other	15
I don't know. No.	75023	52	Female	Other	1
I'm drawing a blank right now.	75075	71	Male	Anglo	40
I don't know what my favorite thing about Plano is.	75023	53	Male	Hispanic	36
I don't know. No.	75024	62	Male	Anglo	29
I don't know. No.	75025	67	Male	Anglo	13
I don't know. No.	75025	62	Female	Anglo	24
I don't know.	74074	59	Male	Anglo	2
I don't know, I think that the community and the citizens themselves are what makes Plano good, not our government.	75023	61	Female	Anglo	45
I don't have one, I don't think.	75093	50	Male	Anglo	16
I don't know.	75243	22	Female	Anglo	20
I don't know.	75024	Refused	Male	Anglo	25

Q7 - Regardless of your last answer, please tell me in your own words your favorite thing about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I don't really have a good answer.	75074	33	Male	Anglo	6
I'm not sure.	75075	34	Male	Anglo	3

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I would like to decrease the uppity attitude of some of my fellow residents.	75023	26	Female	Anglo	21
the people	75023	28	Male	Anglo	27
Racial issues	75093	54	Female	Other	21
A sense of community. We need to improve a sense of community. It would be nice to have more of a city center.	75075	Refused	Female	Other	8
A little more cultural diversity.	75023	26	Female	African-Amer	21
More diversity and cultural festivals, more community outreach, improve school district, special programs. Try to get students into more schooling.	75025	25	Female	African-Amer	8
I live in west Plano. The way it is laid out east to west. In my part of Plano is not diverse and I wish it was more diverse. The city of Plano is too conservative and to religious.	75024	63	Female	Other	17
Know more of your neighbors and be open minded.	75023	48	Female	Anglo	16
I think that as community we need to be more open because the upper branches are becoming more open.	75023	21	Female	Hispanic	20
More diversity and more representation of different cultures and social economic balance.	75074	32	Male	Anglo	2
Anti discrimination statue.	75075	32	Male	Anglo	9
More progress, more programs to help citizens, less focus on businesses and more on the people who live here.	75074	30	Female	Anglo	2
It needs more diversity. It is full of white people.	75075	52	Male	Anglo	15
The cost of living	75024	32	Female	Anglo	2
The excessive appraisal values	75074	62	Male	Anglo	16
I want more financial data released.	75075	74	Male	Anglo	30
Lower real estate taxes.	75023	44	Male	Other	22
Low income assistance	75024	30	Female	Other	10
Lower prices on homes and lower taxes.	75075	56	Female	Other	12
We need newer smaller and lower priced homes for senior citizens who don't need their big pricey homes any longer and don't want to live in apartments.	75075	69	Female	Anglo	24
I want the city to stop with trying to compete with other cities in bringing all these big corporations here, because the corporations bring all these people and the people bring all their cars which makes traffic unbearable, and it also caused rents to rise because of the greed of these landlords. The cost of living here is too expensive and it continues to grow out of greed.	75023	63	Female	African-Amer	13
Lower rent price	75025	48	Female	Anglo	18
Cost of living	75025	37	Male	Anglo	25
Collin Creek Mall, improve it or that area. Get the stores out of Frisco and Allen and get them back to us.	75074	80	Male	Anglo	41
Lower house market cost.	75023	43	Male	African-Amer	5

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Making it cheaper cost of living wise.	75093	20	Male	Hispanic	15
East side business area could be better developed and it is not as aesthetically nice as the west side with power lines visible and east side business opportunities are not as good.	75023	22	Female	Anglo	19
Continue to focus on markets to grow.	75025	47	Male	African-Amer	18
A continuation of economic development.	75024	52	Female	Anglo	20
Property values for lower income persons, for students getting out of university in terms of affordable living space.	75025	27	Male	Anglo	10
More affordable housing. A way for the city to have lots of positive growth on the west side but revitalize downtown to help with the growth.	75024	58	Male	Anglo	22
No trouble and pretty safe. House is safe. Cheaper homes and rent would be the thing to change.	75023	23	Female	African-Amer	1
More affordable housing in the area because they're so expensive.	75024	55	Female	Anglo	2
The cost of living is going up. It makes owning a home out of my price range.	75024	52	Male	Anglo	5
Fees for water & Trash. Property Taxes too high (I know this is a county issue)	75023	57	Male	Anglo	16
more sidewalks throughout the city.	75094	44	Female	Anglo	11
I really wish they would go back to collecting garbage more than they do. I think it's one or twice a week now instead of two or three times. I think that's all.	75023	50	Male	Anglo	34
I would like expanded recycling and composting options. Because I think it's important that we care for our natural resources. I think that Plano has done mostly a good job on recycling issues and so forth, but there's always room for improvement.	75024	50	Female	Anglo	4
I'd like to fix the sidewalks. The sidewalks are very dirty with many tracks.	75023	36	Female	Other	15
More public assistants and more public activities.	75074	35	Male	Other	3
Old neighborhood rehab.	75074	30	Female	Hispanic	4
Recycling picked up every week.	75025	38	Female	Anglo	5
Trash pickup a couple of days during the week.	Refused	47	Female	Other	10
update some parks; make roads wide and done right to begin w/ so you don't have to spend so much time/money on redoing them! Time lights better. Put in a rec center in north central Plano (Mcdermott/Custer/Indpendence) area	75025	36	Female	Anglo	24
I think Plano needs more places for Teens to hang out.	75024	21	Female	Hispanic	10
More attention to East Plano.. Like Dog Parks. Fixing roads. zoning to increase retail env.	75074	64	Male	Anglo	16
more family friendly parks, such as kids playground. UPDATE/RENEW the kids playground	75024	33	Female	Other	10
Not enough festivals	75074	19	Female	Anglo	3

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I would like to add more public facilities that are accessible to the public in Plano. There are not enough entertaining structures for the public in Plano's such as parks and whatnot.	75025	18	Male	Other	3
I would like to see more scenic walking paths within my own area.	75023	63	Female	Anglo	13
Have more to do. Entertainment. Not really.	75023	71	Female	Anglo	39
In the summer there is a camp called Camp Tejas and I think it should be enlarged so that all parents of special needs children can put their children in camp if they want. Camp Tejas is a camp for special needs children, and they need to expand it so that more children can be a part of it.	75074	83	Female	Anglo	50
We could use more parks. No.	75023	53	Male	Anglo	18
No additional places for kids recreational activities, PISD school buildings are outdated.	75025	40	Female	Other	16
More shopping and amenities in west Plano. More on the east side of Plano.	75025	41	Female	Anglo	2
Improvement in publicly available parks and recreation.	75025	34	Male	Other	10
Parks and recreation.	75074	64	Female	Anglo	39
Fewer new apartment buildings.	75075	68	Female	Anglo	24
control apartment capacity	75075	52	Female	Anglo	23
Stop the influx of refugees, illegal aliens and mid eastern influence	75025	48	Male	Anglo	34
all the people moving here.	75074	62	Female	Anglo	37
Population and growth.	75075	75	Female	Anglo	43
All foreigners moving here	75025	51	Female	Anglo	30
Avoid any further high density housing. ie, apartments, etc.	75024	68	Female	Anglo	24
stop the influx of too many people	75093	60	Female	Anglo	25
not to put up that many apartments	75024	29	Female	Hispanic	28
More developments More landscapes	75075	30	Female	Other	3
Too many apartments	75093	52	Female	Anglo	28
Too much apartment we're built. Traffic becomes too heavy.	75093	73	Male	Other	35
uncontrolled population growth, traffic	75023	72	Male	Anglo	23
More arts	75025	71	Male	African-Amer	20
Reduce the number of apartments	75075	64	Male	Hispanic	16
We need to stop rubber stamping the development of new apartments	75093	54	Male	Anglo	20
Too many people moving into Plano which means more cars and more traffic to deal with. There is a population explosion. The Mayor thinks that is cute to have all these big Corporations moving in bringing all the people and their automobiles with them. Too Much Traffic. No relief from the Traffic, this is not cute.	75023	63	Female	African-Amer	13
more development on the east side of town	75025	60	Female	Anglo	30

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Less multi family homes and apts	75023	71	Female	Other	33
I think it would nice to have a few high or mid rises along the Dallas Tollway Corridor that were affordable for retirees	75093	71	Female	Anglo	15
Less people	75093	44	Female	Anglo	14
Slow down retail development. It's overwhelming.	75023	52	Female	Anglo	5
Too many apartment buildings increasing population density.	75025	50	Male	Anglo	17
Less development, fewer apartments	75024	43	Male	Anglo	17
Stop apartment building and all new construction of any kind. We're already over built with everything.	75075	38	Female	Anglo	34
No more high density apartment complexes. There are plenty in the area already, no need to add more; this is increasing traffic, congestion, and driving up the student to teacher ratio	75093	38	Female	Hispanic	4
Fewer apartment complexes	75025	44	Male	Other	20
no more apartments	75023	72	Female	Anglo	42
I would like to stop and prevent the removal of all the open spaces, being turned into apartments and townhouses and condos, the urbanization of Plano. No.	75023	46	Male	Anglo	6
I don't know what I want right now. I don't know. The road construction in the business center could be well organized. I have to plan, I don't know exactly how.	75074	42	Male	Anglo	7
The one thing I'd like to improve is when people get their houses remodeled, I think it would be good if the city would come in and do the final inspection to see how horrible of a job they did and back you up and close down some of these contractors that are coming here into Plano and Collin County. I've got a problem with that, I may even end up working for Collin County because of how strongly I feel about it.	75075	62	Female	Anglo	27
I'd like to see less building growth. I think that we have saturated the building market. I would like to see a little bit more controlled growth when it comes to housing.	75025	48	Female	Other	13
There is too much health expansion going on, which is, I believe, not well thought through, and it's getting extremely crowded.	75025	50	Male	Other	7
I can't really say. It's illegal to say. I guess get rid of the apartments. No, not really. Too many apartments. Crime's coming into this wonderful town.	75025	78	Female	Anglo	41
The lack of green space and over population, too many condos are going up. Too much clustered living, zero lot lines. Too many people on one acre.	75025	73	Female	Anglo	30
Fewer apartment buildings.	75024	63	Male	Other	25
Slow down it's expansion. No.	75093	48	Female	Anglo	3

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
This is a big deal right now and this may be where you're going with some of your questions, but because of the influx of people coming in with the big corporations like Toyota and State Farm and these others. I know that people do have different opinions about how we're going about the building of homes and apartments and other kinds of amenities to meet the needs of these newcomers, when people are saying, well, we still need to be looking at just the regular homeowner and blah, blah, blah. And I think that's true, but I hate to think that there's a big divide there. I know that there has been, some different political things that have happened in the last couple of years that have created a little bit of a schism, but I don't know. I just hope that, for the most part, we listen to each other and can come to some kind of an agreement about how to go forward. Yes, right.	75075	76	Female	Anglo	46
The development of one side of the town as opposed to the great development on the other side of Plano, being the east side and west side. The development as far as businesses, entertainment, restaurants. I would like to see more attention given to one side that's not getting as much attention, growth, or support. Things are closing on the east side of Plano and they're booming on the west side of Seventy-Five.	75074	68	Female	African-Amer	13
I would like to change the entire concept of what development means. They are so incredibly on the wrong track. They want to tear down the mall and replace it. But the problem is that all the other houses in a certain radius of that mall, they want to tear down Collin Creek Mall; that's the thing to keep. And the things to get rid of are all the nineteen fifties, and nineteen sixties, and even then some of the nineteen seventies houses, bulldoze them all and condemn them all. If we are going to start tearing stuff down, we need to start tearing down the eleven hundred square foot houses, the fifteen hundred square foot houses. that's what's dragging this part of the city down, this whole half of the city, and Allen, and Garland, and Richardson, this whole area right through here. It's full of eleven hundred square foot houses, the fifteen hundred square foot houses, and so instead what they're doing is looking for every open, grassy patch of ground and putting midrise apartments on it.	75074	51	Male	Anglo	14
They're building a lot of multi-story apartment facilities that I'm not too happy about. High-rise apartments basically, several levels. That's where the over crowding is coming in.	75025	64	Female	Anglo	34
Probably not as many apartments. Increase.	75075	58	Male	Anglo	42
Fewer northerners moving in. No, just people moving in from other states.	75075	80	Male	Anglo	40
Stop putting in the multi family housing, apartments and townhouses, because the traffic can't take it. Too much traffic, and it's overloading our schools.	75093	79	Female	Anglo	25
I want them to finish the construction and stop tearing up the easements and the streets. The streets that have been completed are great, but there's still a year and a half left before it's done. They should hurry up and get it done.	75075	79	Female	Anglo	31
There's too much building going on, that in itself would improve Plano. Not at this time.	75093	60	Male	African-Amer	21
I would like more unstructured nature and less building.	75025	40	Female	Anglo	17

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Less urban development. No, just less of the urban apartments and mixed use that they're constantly trying to put up everywhere and the congestion that they're trying to add to the city.	75023	53	Male	Hispanic	36
Getting rid of apartments. Too many apartments. I'd say the roads. The potholes and things in the roads.	75074	57	Female	Anglo	20
Less growth with respect to the apartment complexes that are going up. There are apartment complexes going up everywhere around Plano. That's only going to increase traffic and make all of that more difficult.	75024	62	Female	Anglo	7
I wish we could agree on development projects around the city and have a city plan that everybody agreed on. No.	75023	63	Male	Anglo	29
Too much growth, unbridled growth. No.	75093	Refused	Female	Anglo	32
It would be stop building apartments. Plano at one time had a moratorium on apartments. You couldn't build any more apartments in Plano. Now they're making our city a trash pile because they are okaying apartments all over the place.	75023	61	Female	Anglo	45
Stop building more apartments, they've changed the city planners or whatever. Used to be thirty percent apartments now its higher to thirty eight percent. I live next to a super big apartment.	75093	61	Female	Anglo	25
Stop building apartments and big buildings. I want Plano to be beautiful and bright. Plano used to be light and bright. There used to be so much green, now you cannot find anything green. The need to limit building high rise buildings.	75023	41	Male	Other	12
The construction. Amount of time it takes to do stuff since more people are moving here. Construction on seventy-five for six to seven years now and if there are any car accidents happen it gets worse. If we're going to start building more corporate offices we're going to have to maintain it.	75074	22	Female	Hispanic	20
Eliminate the resistance to urbanization. Better transit options.	75024	44	Male	Anglo	19
Lots of construction slows down Plano's efficiency.	75093	18	Female	Other	8
Maybe don't let the growth go too fast. Not so much road work all at once.	75025	53	Male	Anglo	30
I would like to improve the construction sites that pop up at the wrong times of the day.	75093	36	Female	Anglo	6
I think some of abandoned strips malls need to be maintained in central and in east sides of Plano.	75025	35	Female	Anglo	35
Less housing. What are they housing. Ordinances, patrols that come by and are really annoying with letters that tell you what to fix.	75025	43	Female	Hispanic	10
More apartments.	75074	35	Male	Anglo	8
Stop with all the apartments.	75074	44	Female	Anglo	16
They feel the need to turn open space into development.	75075	30	Female	Anglo	23
With all of the construction and buildings. The wild life like rabbits and snakes are around the nature preserves and they're coming from the construction.	75074	38	Female	African-Amer	10
Construction, it is too disruptive and I would like for it to be minimized and water quality is actually the biggest concern.	75075	42	Female	Other	9

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I would like to see the state of Texas and the city of Plano to stop soliciting companies from California so we don't have a bunch of Californians living in Plano.	75075	36	Male	Anglo	2
Stop building so many apartments. I just think there are too many apartments being built. Prices of homes are going up and I would like that to subside.	75093	40	Male	African-Amer	13
I would rather see old neighborhoods exist than new ones go up. I think its growing too fast.	75023	56	Female	Other	6
There's a lot of construction right now in Plano and it'd be nice if it could be done in a quicker timeline. Mostly having to do with road construction.	75024	34	Female	Other	6
Finish constructions projects sooner.	75023	33	Male	Anglo	4
Construction.	75074	34	Female	Anglo	3
I'm concerned about too many apartments being built which sets up too many cars and traffic is not ready for the people, Plano needs more planning before the apartments are being built.	75075	45	Male	Anglo	19
No more buildings.	75075	45	Male	Anglo	4
not so many cops	75074	49	Female	Anglo	38
The police need to be more pro-active in controlling how people disregard the traffic laws.	75023	69	Male	Anglo	5
I would say more security. The neighborhood security.	75024	42	Female	Anglo	10
There are too many bad guys over here, that's about it. No, I think they're doing fine with what they're doing.	75074	74	Female	Anglo	Refused
I would like to see more policemen out and giving tickets for people who are speeding like idiots. In the peak times, they really need to be out more in force.	75075	82	Female	Anglo	43
Reduce the number of cops making traffic stops, they seem like they don't have much to do but stop speeders and failed to use signal lights instead of things like robbery.	75024	43	Female	African-Amer	3
The crime in downtown Plano.	75074	36	Female	Anglo	7
Too many cops driving around.	75023	23	Female	African-Amer	4
Police didn't camp out on the end of the road at end of the month for tickets.	75074	Refused	Male	Anglo	8
Let's get rid of all the red light cameras in Plano. I don't think they're legal. You've got a camera taking pictures of moving vehicles when it should be a person doing that.	75024	30	Male	Anglo	6
Community policing. The police seem to have limited experience with diverse people. The community is extremely diverse and their behavior is not up to par.	75023	60	Female	African-Amer	7
Teenagers causing problems. Vandalism.	75074	32	Female	Other	5
Less crime and fixing the roads and less apartments.	75023	44	Female	Anglo	20
Number one boring town in the US.	75002	38	Male	Anglo	5
Move it from Texas. That's my sentiment.	75024	61	Male	Other	20
The distance from work. Increase the speed limit.	75093	Refused	Female	Hispanic	18

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Renovation/refurbishment of school campuses	75024	48	Female	African-Amer	17
Maybe the schools and school district. Just the business I'm in, it's kind of doesn't give all groups in the school, and when I say groups, I mean grade classifications as far as freshman, sophomore, junior, and senior. As far as a lot of if you're not a senior, you're left out of the state recognition and awards that could be given out to them. No.	76017	46	Male	Anglo	0
The school system.	75093	45	Female	Other	12
Probably the funding of the schools. Too much of our money is going outside of Plano. Because of the Robin Hood Act, or whatever they call that now. I think they call it something else, but I always knew it as the Robin Hood Act. I think this last year it was twenty million dollars.	75024	60	Male	Anglo	22
Probably school lunch.	75023	48	Female	Other	20
In the Plano school district I think they need to implement self-esteem training.	75023	61	Female	Anglo	30
Probably recover some of the money turned to the other school districts, the recovery problems.	75024	71	Female	Anglo	31
I would improve the focus on some of the older schools and property. More funds given to newer developments instead of historical older developments.	75074	32	Female	Anglo	32
I can't think of anything. One thing I like to see is public facility day care, toddler care, pre school.	75023	42	Male	Anglo	5
More youth groups and a mentor for drug users.	67213	33	Male	Anglo	1
Size of school, big high school.	75024	35	Female	Anglo	16
More city sponsored events for young adults, I feel like Plano is somewhat of a sleepy town, needs more excitement.	75023	22	Male	African-Amer	22
School year is too short.	75075	38	Female	Other	4
Quit wasting water	75093	59	Female	Anglo	18
Bad weather notification	75023	40	Female	Other	1
That it's too hot. Other than that it's all good.	75025	51	Female	Anglo	23
Maybe plant some more trees. Just make the place more green.	75093	60	Male	Other	20
The weather.	75023	45	Female	Anglo	14
That is a good question. Add more trees because there is so much concrete. No that is about it. I am pretty satisfied.	75024	51	Male	Anglo	17
The water is illegally priced because of the people that control the water and they're not responding to the city of Plano. We're paying seventy-five million for water that we don't use and that's passed to homeowners. North Texas Water Municipal Board.	75075	60	Male	Anglo	53
Water quality.	75093	19	Male	Anglo	18
Remove present mayor	75093	67	Male	Hispanic	19

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	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Limit of reduce individuals within HOAs influence with elected officials, government employees and law enforcement. Allow homeowners option to stay or leave legally.	75025	56	Male	Anglo	8
Plano has way too many Republicans	75023	38	Male	Other	10
Get rid of the current mayor and most of the city council who seem focused on building apartments instead of doing what's best for the citizens of Plano. traffic classes for drivers so they don't drive 30 in a 40 and pull out onto a 3 lane road into the only lane with car going the speed limit.	75075	44	Male	Anglo	19
dump current city council	75075	74	Male	Anglo	44
I wish the government was a bit more liberal and active in the community	75023	46	Female	Other	7
Zoning, more single family	75075	66	Male	Anglo	13
Migratory liberal bias movin* in, you would have thought they learned their lesson	75025	63	Male	Anglo	18
Get rid of the Republicans. No.	75074	68	Male	Other	40
Get rid of a councilman.	75093	52	Male	Anglo	22
The people that are running our city government and everything, they need to quit trying to figure out how to spend our tax money. They have a lot of good programs here, but there are some things that need to be curtailed.	75023	70	Male	Anglo	40
Much of our city council, I would like to improve it.	75074	74	Male	Anglo	31
The city council and their bent on making this some Mecca for apartment dwellers.	75024	47	Female	Anglo	20
I would like to get rid of bigoted members of the city council.	75023	70	Male	Anglo	28
The mayor and city council, I would love to change.	75074	56	Female	Anglo	30
Replace the Mayor. I don't agree with his policies on how he's trying to run the city.	75075	71	Male	Anglo	54
The Mayor. The Mayor is bent on turning our country and our city into a U.N. stereotype. A city where there's dense population, transportation is by bicycle or walking, it's not the kind of city that the United States has been known for, and it's not the kind of city that we want to see.	75075	89	Male	Anglo	45
Get rid of the Republicans. That would be the main thing.	75023	70	Male	Anglo	18
It's hard to chose one. You can't change it, but I would like to change the majority of the people here being very conservative right wings.	75025	55	Female	Anglo	29
Literally disinherit the mayor and a few of the council members that turn around and want to urbanize the community.	75023	75	Male	Anglo	35
I would like Senator Ted Cruz to not be our Senator, but Plano specifically, we have bobcats and the city won't do anything about them, and they killed a little dog on my street. So that's something that I wish they would somehow be able to make a habitat for the bobcats. No, that's the only thing that comes to mind, really.	75093	44	Female	Anglo	13

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I would like to fix the zoning requirements back the way they originally were. There is a strong desire by the city council to bring businesses into neighborhoods despite what the residents want. Obviously somebody's getting something in their pockets, making out some how. I don't know what these big businesses are paying the city council, the mayor, or who, but there's no reason why they should go against the desires of the residents to leave this a family neighborhood and not a business neighborhood. It'd be great if we could go back to the way it was. Now, they're making Plano like downtown Dallas, which most of us moved away from. These people are at the behoove of what big business are willing to pay them to do.	75093	71	Male	Anglo	10
I'd like to get the city government to stop trying to solve everything. For example, they have a roving patrol to monitor code violations. Of course, they don't monitor code violations of the city, and the people they employ are generally incompetent.	75075	38	Male	Hispanic	15
The city council could support Trump better.	74074	59	Male	Anglo	2
Throw out whoever is running the show right now and put people in who are conservative, and go back to being a suburban town instead of trying to be competing with the city of Dallas.	75075	77	Male	Anglo	31
Tad more liberals and less conservatives.	75075	72	Male	Anglo	30
Pretty good job by government. The price of water, it is overpriced.	75023	47	Female	Anglo	20
Aligning Plano elections with the federal elections.	75024	41	Male	Other	15
Do away with the protesters, there are several citizen groups that rely on promoting fear and misinformation and spread there message to the masses and they are destroying our city, names of them are Plano future and Plano citizens council, Plano is a great city and these people are destroying us.	75093	56	Male	Anglo	23
The mayor should listen.	75024	Refused	Female	Other	12
Moving more to the left and I don't agree.	75025	69	Male	Anglo	12
Rising tax	75025	62	Male	Other	35
property tax	75093	60	Male	Other	29
Lower taxes.	75093	38	Female	Hispanic	10
Property taxes that unfairly rise greater than wages. What a scam.	75094	41	Male	Anglo	22
lower taxes	75075	70	Female	Anglo	40
Lower taxes (even though I am in the Frisco ISD).	75025	70	Male	Anglo	11
lower property taxes	75093	64	Male	Anglo	21
Limit real estate tax increases, limit apartments being built.	75025	61	Male	Anglo	25
Property tax	75025	28	Female	Anglo	27
Plano property taxes are getting so expensive, that it is becoming unaffordable to live here.	75025	57	Female	Anglo	15
Property taxes	75024	48	Male	Anglo	0
Lower property taxes	75075	48	Female	Anglo	35

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Lower property taxes	75093	53	Female	Anglo	24
property taxes are going thru the roof	75023	65	Male	Anglo	21
Property taxes are rather high.	75094	50	Male	Anglo	6
High taxes	75093	35	Female	Anglo	23
Lower property taxes. I would say less high density housing.	75023	53	Male	Anglo	15
I would like to lower property taxes. Because it's getting to where Plano is not an affordable place to live. The taxes have gone up just astronomically in the last five years.	75023	54	Female	Anglo	29
Lower property taxes. Taxes are high and I want them low. There's not much more to it than that.	75024	65	Male	Anglo	40
I'd like to lower the taxes. The assessments on the houses keep going up and so do the taxes. I'm now retired, so that isn't fun. The potholes.	75023	72	Female	Anglo	45
The bond system. It seems to me that they pass bonds that probably aren't necessary which raises taxes.	75075	78	Male	Anglo	10
Property taxes.	75093	52	Male	Anglo	13
There is too much tax. One thing, our government is going too wild, there's not much discipline. The government is wild, construction concentration, the density is increasing.	75025	64	Male	Other	35
The property taxes.	75093	64	Male	Other	10
Lower property taxes. Dump Robin Hood.	75023	53	Female	Anglo	20
Lower property taxes would be good. I would like to pay lower property taxes, that's pretty elaborate.	75074	57	Female	Anglo	20
Taxes.	75093	63	Female	Anglo	6
Plano needs to lower their property and school taxes. They're way out of line because they keep going up when property values go up. They're getting automatic raises so they need to significantly reduce the taxes. They're not even getting tax increases, they're just letting property taxes go up and force increases. No, not really.	75093	64	Male	Anglo	30
My property taxes are too high.	75075	59	Male	Anglo	16
Taxes are going up in Plano, I'd like to see that stop. No.	75074	83	Female	Anglo	47
Lower taxes. It's just taxes and tax base are going up and it is a little too high.	75075	65	Female	Other	22
The property taxes need to go down.	75075	38	Male	Anglo	38
Property taxes are way too high. That's my number one thing why I am getting priced out. I'm moving out of Plano.	75075	41	Male	Other	12
Taxes, although it's needed. More mass transit options, specifically rail. Dart needs heavy investment in rail because they can't handle growth. Rebuild seventy-five. Push DART.	75024	42	Male	Anglo	12
The city spending. Instead of fixing roads and statues that we don't need they should use the money on something else.	Refused	54	Female	Anglo	4
Property taxes, school systems and education.	75023	66	Male	Anglo	21
Property taxes go up every year and you don't know what they do do with the money.	75093	39	Male	Anglo	2

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Probably the city taxes due to it keeps getting higher.	75075	38	Female	Other	16
Property taxes. Nothing else.	75075	39	Male	Anglo	9
The city tax base is ridiculous and continues to go up.	75023	46	Male	Hispanic	26
Taxes. My taxes have almost made my home unaffordable. I need to sell it now.	75025	54	Female	Anglo	5
Property Taxes. I do not agree on how high the property taxes are and I don't agree with the property taxes being disbursed into other school districts and how high they are.	75024	34	Female	Other	7
The tax rates.	75075	36	Female	Hispanic	4
Allocation of resources.	75074	31	Male	Anglo	3
The taxes, and them being high.	75075	39	Female	Hispanic	7
My taxes and building of new apartments.	75074	38	Female	Anglo	10
good	75074	36	Male	Anglo	10
na	75025	58	Female	Anglo	21
Good	75024	26	Female	Other	5
Good	75024	41	Male	Other	5
Nothing to change	75024	32	Male	Other	4
Nothing	75024	81	Male	Other	23
none	75025	81	Male	Other	27
Nothing.	75023	28	Male	Anglo	25
Not Applicable	75023	28	Male	African-Amer	19
Nothing	75024	24	Male	Other	2
nothing	75074	31	Male	Anglo	15
good	75093	31	Male	Anglo	2
Nothing	75025	75	Female	Anglo	8
VERY GOOD	75023	28	Male	Anglo	28
none	75023	71	Female	Other	28
Nothing I would change	75024	23	Female	Anglo	6
nothing	75093	68	Female	Anglo	18
na	75093	53	Female	Anglo	2
is very good	75252	37	Male	Anglo	15
is good	75252	37	Male	Anglo	36
is good	75252	37	Male	Anglo	36
is good	75252	37	Male	Anglo	36

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
very good	75252	37	Male	Anglo	10
None	75075	55	Female	Other	24
I can't think of anything. I've lived here sixty years, so I'm fine if it stays the way it is.	Refused	84	Female	Anglo	50
I can't think of anything.	75075	34	Male	Anglo	7
I don't know, I can't think of anything in particular right now. I'm all together a pretty happy man.	75023	62	Male	Anglo	21
Nothing really. Nothing at all. I wouldn't change anything.	75075	44	Male	Other	0
Nothing. Nope. I don't know enough about any of it to worry about that. I have other things in my own personal life to fix, change, and improve; it isn't going to help me to do anything about the City of Plano.	75074	56	Male	Anglo	47
I really don't have one.	75023	60	Male	Anglo	30
That's hard to say, I'm not sure there's a whole lot bad. You can always find something to nitpick. They do a great job and there's really nothing that I have that's negative to say about the city.	75025	58	Male	Hispanic	3
I don't have any opinion for that.	75023	29	Female	Anglo	10
I don't really have an opinion.	75025	74	Female	Anglo	20
Nothing.	75023	73	Male	Anglo	40
I don't have an observation right now.	75024	59	Male	Anglo	28
I really don't have anything, nothing glaring that I'm really upset about.	75025	46	Male	Anglo	19
Nothing.	75075	69	Male	Other	34
Most of the time, I'm at home. I don't have any positions. I would see where they were doing something in the parks and stuff. I'm almost eighty years old, I hardly ever go anywhere.	75074	80	Female	African-Amer	20
I really don't have a comment on that.	75075	57	Male	Anglo	8
There's nothing.	75074	66	Female	African-Amer	10
I can't say. No.	75025	67	Male	Anglo	13
It's kind of hard to say that I would fix or change anything. Urban areas deteriorate as time goes by. I'm seeing a city going into older homes and renewing them. They have projects, this community comes together and works on thing. They have the Love Where You Live thing, they have Habitat for Humanity, they have so many good things to help people of lower socioeconomic groups to maintain a nice home. It may not be big, but it's going to be nice. They're not going to be left to go without.	75074	67	Female	Anglo	33
I can't think of anything at the moment. Nothing.	75075	52	Male	Anglo	9
No.	75075	68	Female	Anglo	36
Nothing.	75025	35	Male	Other	18
No problems. I never had a problem but taxes are a little high.	75024	65	Male	Other	7
Nothing.	Refused	41	Female	Other	35

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Nothing that I can think of at the moment.	75023	30	Female	African-Amer	2
Nothing.	7509	39	Female	Anglo	6
Can't think of anything.	75074	72	Male	Hispanic	8
I can't really think of anything right now.	75074	34	Female	Anglo	7
I can't think of anything.	75093	Refused	Female	Anglo	10
I really never thought about any improvements. I moved to Plano and I wouldn't want to live anywhere else.	75093	41	Female	African-Amer	12
Everything is right.	75074	51	Male	Anglo	14
Nothing.	75093	22	Male	Other	15
I don't have any opinions on that.	75024	Refused	Female	African-Amer	Refused
Nothing.	75025	41	Female	Anglo	6
I do not have any comments on that.	75024	Refused	Female	Hispanic	25
I am not aware of any issues so there is nothing that is necessary to fix. Plano is fairly huge, it is big. I really cannot think of anything off the top of head.	75074	41	Female	African-Amer	0
I don't know nothing to fix.	75093	Refused	Male	Other	6
I don't have anything.	75075	71	Female	Anglo	35
I like where I live.	75093	73	Female	Other	10
No problems, work out of home.	75025	55	Male	Other	4
Better road infrastructure to accommodate all the people moving in.	75025	66	Male	Anglo	22
less traffic	75023	77	Female	Anglo	43
Better streets. Many are uneven	75025	79	Male	Anglo	45
Too much too often road repair. Poor road condition	75093	68	Male	Other	36
fix the roads FIRST then worry about the petty issues i see being fixed on sidewalks	75023	55	Male	Hispanic	22
potholes	75024	70	Male	Anglo	30
The lights are too long	75025	22	Female	Anglo	21
Traffic	75093	60	Female	Hispanic	26
Traffic	75025	61	Female	Anglo	14
I would want to improve roads in the city and plant more trees along the roadside.	75024	39	Male	Other	4
A lot of the roads are in need of repair.	75024	35	Female	Anglo	20

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Traffic, roads, construction. Construction on roads should have started before everyone moved here. How long did we know that Toyota and Liberty Mutual were moving in. It feels like the construction started months before they moved here. I had to move closer to work b/c getting home was just unbearable. It shouldn't take me 45 minutes to go 12 miles.	75023	45	Female	Anglo	39
the road	75074	56	Female	Other	20
Roads	75024	56	Female	Anglo	10
The always present road construction	75024	57	Male	Anglo	23
Traffic congestion	75025	67	Male	Anglo	30
too much street work	75075	64	Male	Anglo	29
Traffic problems	75024	68	Female	Anglo	25
Increasing traffic	75024	34	Female	Other	4
Traffic is really bad and getting worse	75093	56	Male	Anglo	38
The street light patterns and the massive amount of traffic they cause.	75075	42	Male	Anglo	7
THE FLOW OF TRAFFIC	75075	80	Female	African-Amer	11
Bad pavement	75025	61	Male	Anglo	25
Traffic and traffic light flow	75093	61	Female	African-Amer	14
Roads	75025	33	Male	Hispanic	9
Road conditions.	75023	20	Female	Anglo	1
Have better roads to drive buy widening the roads	75094	29	Male	African-Amer	9
Improve the timing of the traffic lights to aide with the flow of traffic throughout the day/night.	75023	43	Male	Other	3
Fix roads	75075	51	Male	Anglo	38
Traffic all around the city	75074	39	Male	Anglo	7
traffic	75093	60	Male	Other	30
Traffic is terrible and I equate that to a terrible traffic system. Half of the lights in the city to not correct t.y measure traffic flow.	75025	69	Male	Anglo	32
The streets.	75093	69	Female	Anglo	1
Disjointed road construction/repair - they patch and repatch, rather than do a complete repavung; always road work somewhere with traffic backup	75023	66	Female	Anglo	25
pot holes and stop worrying about petty sidewalk repairs	75023	44	Female	Hispanic	28
The city roads need actual help, not perpetual bandaids	75023	42	Female	Anglo	10

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Road construction	75025	58	Female	Other	20
Roads	75025	52	Female	Anglo	16
traffic	75075	54	Female	Anglo	30
The traffic	75023	38	Female	African-Amer	5
With all of the incoming residents, it is always a good thing to do what we can to improve on the traffic situation. It can become quite congested even now, and I anticipate more traffic in the near future.	75075	36	Female	Anglo	2
Better streets	75075	52	Female	Other	15
Better roads	75023	54	Male	Anglo	26
The crowded roads.	75023	73	Male	Anglo	37
Packed roads	75025	66	Male	Anglo	22
Better planning on street maintenance. Uses a patch work approach which doesn't seem to provide a long tern fix	75075	73	Male	Anglo	30
Tales too long for Street repairs. Also, taxes are very high.	75093	61	Male	Hispanic	24
traffic and housing price/property tax rate.	75075	41	Female	Other	27
alleviate the traffic congestion in major roads	75075	45	Male	Hispanic	18
Infrastructure.	75074	23	Female	Other	22
I suppose to keep working on the traffic congestion and raise the toll road. They changed it from seventy to fifty-five. I don't know if that's the city or somebody else. No.	75093	60	Male	Anglo	8
The traffic when driving east to west during rush hour. I just don't like waiting in traffic, I wish it could be alleviated somehow.	75093	63	Female	Anglo	30
The traffic situation needs to be improved. The streets, sidewalks, are not kept as well as they could be. They are in wealthier neighborhoods. Our's is maybe a three hundred thousand dollar neighborhood, three hundred fifty thousand dollar neighborhood, and I find that you have to fight to get anything done. Like if you have trip hazards on the sidewalks and so forth. They just finally repaired our sidewalk and I had been calling them for many years. Also the teachers; I don't think we have enough really dedicated, good teachers. I don't think they're paid well enough. And certainly the people that maintain the school.	75023	76	Female	Other	30
There are some issues with potholes in the streets, but that's really about it.	75024	70	Male	Anglo	7
I think that there's too many people on the roads in Plano. I'd like for the traffic to be fixed. I think that Plano has just grown so rapidly that there's too many people here, now. It's lost its hometown feel.	75023	55	Female	Anglo	30
Roads and growth. The toll roads.	75024	53	Male	Anglo	4
I would synchronize the stoplights better. Do you want me to put a spreadsheet together that figures out the timing for them.	75023	53	Male	Anglo	17

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Traffic. The traffic is just difficult now. The traffic is pretty bad.	75093	77	Female	Anglo	21
Traffic conditions.	75093	69	Male	Other	20
Transportation infrastructure.	75074	41	Female	Other	11
I think the infrastructure. Pretty much.	75074	72	Male	Anglo	50
I guess some of the infrastructure and some of the streets are starting to decay.	75074	56	Male	Hispanic	15
I would say transportation. I would like to see more accessibility, you have to drive your car everywhere.	75075	69	Female	African-Amer	36
The traffic. There's too much of it, there's too much traffic. Lights, you're backed up at the light. It just takes too long to get any place. It's very annoying to drive any place in Plano during regular hours.	75093	57	Male	Anglo	22
I'm anticipating heavy traffic issues and I'd like to see that resolved before it gets too bad.	75093	75	Male	Anglo	13
The traffic congestion problem. The only way you can get from north to south or south to north is to go through Plano, which creates a tremendous traffic problem in the morning and evenings.	75023	70	Male	Anglo	40
Traffic. I'm not sure, there is too much traffic.	77502	55	Female	Other	30
Traffic. Congestion. No, leave it at that.	75025	60	Female	Anglo	25
I'd like to improve the traffic situation. No, I think that's about it.	75023	83	Male	Other	5
The traffic. It's become so congested. It's really hard to get around, I don't like it.	75093	67	Female	Anglo	28
The streets. They're pretty torn up. They've been letting them go for years. That's it.	75075	65	Male	Hispanic	35
The one thing that needs improvement is the streets and the timing of the lights. That means that the engineers programming the lights, we have a lot of traffic so that needs to be a little smoother. No, that's the major concern actually.	75024	50	Female	Hispanic	19
Roads.	75075	81	Female	Anglo	42
Improve the traffic flow. More lanes on the roads or something to get traffic moving better.	75023	70	Female	Anglo	40
Traffic and road conditions.	75023	72	Male	Anglo	20
I guess traffic. In rush hour the traffic is real bad. That happens in every city. But I don't know what they can do to fix it. I don't know if there's any more room to expand the roadways or anything.	75093	67	Female	Anglo	11
Getting the streets fixed for one, and the traffic lights. That's it for right now.	75075	71	Male	Anglo	40
I don't know. I don't think the traffic's that bad now, but it will probably get really bad as time goes on. Streets are pretty good. I don't have any children in school, so I don't know about that. The city services are great. I don't know. They could get through all the streets. Right now we're going through all this street repair, so they could rush and get the street repair all fixed up. No.	75075	76	Female	Anglo	42
The roads.	Refused	63	Female	Anglo	15
Traffic. Traffic's horrific, just the traffic, driving, streets.	75093	70	Male	Anglo	40

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
The roads.	Refused	52	Female	African-Amer	7
I don't know. I hit a pothole on Legacy Drive today, between Ohio and Arch something. I thought my car was ruined, so they need to fill some potholes.	75025	92	Female	Anglo	40
Traffic. No.	75025	43	Male	Other	Refused
I would like to see better traffic flow. Several of the roads are congested. There are too many cars on the road during rush hour.	75023	54	Male	Other	27
Traffic. I have been to Houston once, it's been many years ago. Traffic in Plano has become as bad as in Dallas with the gridlock.	75093	66	Female	Anglo	20
Stop messing up all the streets. Too much street construction.	75075	76	Male	Anglo	43
Well I'd like to be able to get our roads fixed. There's a lot of deterioration going on in our roads. I think property taxes are ridiculous, I've already said something about that, but those two right there are pretty major.	75074	62	Female	Anglo	25
They're fixing the roads from the last ice storm, but I wish they would do that faster, and they would change the ordinance on how high your backyard fence can be.	Refused	57	Female	Anglo	40
Traffic. I'd like to improve the traffic flow. I think they need some parkways that go East, West, North, and South that are almost highways so that you can get across town.	75075	63	Male	Anglo	36
I would like traffic and congestion to be better. Elimination of all red light running cameras. No.	75093	Refused	Male	Anglo	30
Maybe better road conditions.	75025	62	Female	Anglo	22
Street repairs. No, that's about it.	75075	86	Male	Anglo	45
The traffic. Somewhat.	75074	31	Female	Anglo	5
Some of the roads.	75074	55	Female	African-Amer	12
I don't know, I would like for the traffic to flow better, but I don't know if that can be fixed.	75093	84	Female	Anglo	4
Toll roads. Get rid of them, we don't need them. It's a waste of money.	75074	66	Male	African-Amer	14
Yes, the street signs that don't light up at stop lights at night. Yeah apparently we're too cheap to fix all the lights and all the street signs, because there's some that have been burned out for months.	75093	50	Male	Anglo	16
Road construction needs to be done.	75023	Refused	Female	Other	5
Increase amount of access to public transportation, it would be better. Doing a great job so far but on the map it's broken up and restricted.	75023	35	Male	Anglo	10
The traffic or overall road construction. Traffic gets bad during rush hour and there is always construction.	75075	19	Female	Hispanic	18
Get rid of the red light cameras.	75024	42	Male	Anglo	1

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
So much time on road construction and now everything is under construction no matter what direction and the city inspectors suck. They do not know the code but try to enforce it.	Refused	39	Male	Anglo	15
I guess, it would be nice to improve walk ability. Improve ability to go biking or similar things.	75075	28	Female	Anglo	22
Roads.	75093	41	Female	Other	9
I have trouble driving home through Plano, I know there's not a whole lot we can do about that.	75093	58	Male	Anglo	3
Roads are always being worked on. It's seven. I would like to have this finished.	75025	56	Male	Hispanic	18
Traffic.	75093	20	Female	Anglo	20
Get rid of toll roads.	75023	59	Male	Anglo	25
The roads are always under construction and table more people than creating ways to get anywhere.	75025	37	Female	Hispanic	10
The traffic patterns.	75093	72	Male	Anglo	21
The city infrastructure feels like it's crumbling down.	75093	40	Male	Anglo	9
The streets, lots of new apartments.	75023	34	Male	Anglo	2
The roads, there are many potholes and there are some areas that don't look well. The locations are rundown effecting the overall look of the town.	75075	37	Female	Anglo	7
Accessibility and ability to travel east and west through the city.	75074	45	Male	Anglo	5
The roads are filled with potholes.	75074	40	Female	Anglo	2
Traffic congestion, corporate infrastructure to slow down and apartments popping up everywhere.	75024	38	Female	Other	12
Roads and infrastructure like pot holes. More public outdoor water play pads.	75023	35	Female	Anglo	23
Roads.	75074	22	Female	Anglo	10
Less potholes.	75024	50	Male	Other	18
The roads are not so smooth.	75093	58	Female	Hispanic	19
I really can't think of anything. Streets need to be fixed.	75074	32	Male	Hispanic	17
Wish all of traffic lights had system of sensing if nobody is there.	75023	39	Male	Anglo	4
The roads could be better and the traffic is getting worse, make the traffic better.	75075	30	Male	Anglo	5
The construction and traffic, it is constant traffic on the road and they do not divert traffic properly.	75025	32	Female	Other	1
Our road maintenance is falling behind and probably because of growth but needs attention.	75023	72	Female	Anglo	44
Public transportation, I wish the dart line extended a little further. I wish buses ran more routes and were more convenient.	75074	33	Male	Anglo	6
Traffic. Traffic is pretty bad here. Public Transportation.	75093	19	Female	Anglo	19
Road ways.	75074	57	Male	Hispanic	38
The roads, the potholes are still bad, too may people, Yankees and from California causing severe congestion.	75025	54	Male	Anglo	30
More room and less traffic, the growth is a lot and the traffic is more because of it.	75074	56	Female	Anglo	16
The traffic conditions.	75023	35	Female	Other	30

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
The drivers.	75023	25	Male	Hispanic	1
Traffic is dense at rush hour.	75025	37	Male	Anglo	9
The traffic. Improve the signal timing and the operation on the surface roads.	75093	35	Male	Anglo	1
More communication about what they are doing with the roads.	75025	44	Male	Anglo	4
I would like less traffic, if you drive certain times it is really crowded.	75093	34	Male	Anglo	3
Roads are being worked on now, maybe construction can be cleaned up. His home has doubled in value based on appraisals and maybe they are appraising things too fast. Property tax issues, they are getting too high too fast.	75025	42	Male	Anglo	17
Some of the streets.	75074	76	Male	Other	3
Traffic.	75023	44	Female	Anglo	2
The traffic and the governing of households by the city which seems unfair at times.	75093	54	Male	Anglo	40
Traffic lights, way too slow, sit at too many lights with no traffic present, needs fixing to get where I'm going faster.	75025	57	Female	Anglo	20
Better mass transportation. City buses don't run, especially in certain areas. No good mass transportation for elderly or children. They have to walk two or three miles down streets like Legacy & Coit. Better transportation. Historically didn't want to provide transportation for elderly or children.	75023	55	Male	African-Amer	20
The roads.	75024	51	Female	Anglo	16
Traffic.	75075	41	Female	Anglo	8
The traffic. It seems congested during rush hour.	75024	54	Female	Anglo	3
I have one thing I'd like to change about a lot other than just Plano. It's medical things, I find are very difficult because I have two daughters who are having medical problems and it's very difficult sometimes because they're just not getting the help they need and I think it's wrong. I think it's probably a government thing, we need to address the medical insurance companies, they're way out of line.	75023	76	Female	Anglo	15
Healthcare for low income people.	75074	35	Female	Other	5
A county hospital close to the area.	75024	24	Male	Anglo	3
cxcvc	75024	37	Male	African-Amer	4
ljljlj	75093	40	Female	Other	12
uy7t6rdxc vmkiuytrtfdcf vbnjuy7t6rtdfgc cfgvb	75024	32	Female	African-Amer	5
G	75025	19	Male	Other	9
The bikes that are left over & placed all over the city.	75075	39	Female	Hispanic	25
Stop importing refugees and illegal aliens especially from the middle east	75025	48	Male	Anglo	35

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
dfsafdsaf sdfdsafdsa	75023	43	Male	African-Amer	5
No.	Refused	77	Male	Anglo	10
That's a heck of a question. Every place can stand some improvement. I don't know, it's just that there's always room for improvement for everything.	75074	87	Female	Anglo	51
I think I would like to see marijuana legalized here. I know a lot of people have cancer. I do believe that it kills cancer, and I feel that the people who need it should be able to have it. I would like to see more farmland, but they're just building it up with cement cities. The rates are good, I think. When they deregulated all the different things, I think the rates our soaring all around. There's a lot of competition like TXU Energy and Gas and all those things, are crazy, and the TV. I want to change Frontier. They came in and took over from Verizon, took over four states, and I lost my phone for one month, and they are going if you don't pay your bill on time we're going to do such and such, but they can't give you any service, right.	75023	66	Female	Anglo	41
The fences around the houses. I don't like them.	75093	52	Female	Anglo	24
The apartment management. Specific for myself. Bad. Bad. the apartment had a flood in the next apartment, and it flooded and ruined half my stuff; and the management never came. Right. Most of it is nice.	75093	81	Female	Anglo	20
Immigration.	75025	64	Male	Anglo	23
Get rid of all of the H-One visas, we have more than Los Angeles does. No, for my own self preservation and not to hurt your feelings or blow up your computer, that's as far as I'll go in my honest answer.	75024	60	Female	Anglo	24
Allow backyard chickens.	75093	44	Male	Anglo	15
Improve alcohol laws. Allow beer to go from bars.	75074	44	Male	Anglo	3
Get rid of the NTK.	75024	Refused	Male	Anglo	25
Well this is for Texas in general but the legalization of marijuana.	Refused	Refused	Male	African-Amer	Refused
I just told you I like east Plano. That old place, people leaving, old and moving out. We need to improve because people are moving out. improvements and updates in neighborhoods.	75024	57	Female	Anglo	30
don't know	75025	58	Female	Anglo	20
dont know	75023	49	Female	Other	6
Unsure	75093	48	Female	Other	5
i dot not know	75252	37	Male	Anglo	10
i do not know	75023	37	Male	Anglo	15
i do not know	75023	37	Male	Anglo	18
i do not know	75023	37	Male	Anglo	20
Good question. I don't have a good answer for you at this particular point.	75075	75	Male	Anglo	15

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I'm thinking. I'm not sure of the answer, I'm not prepared to give an answer to that. It wouldn't be anything that is statistically relevant.	75024	52	Male	Anglo	4
I don't know. No.	75024	64	Male	Other	20
Is there any choices you can give me on that. It's a broad question. I can't think of anything at this time.	75075	71	Female	Other	15
I don't know of anything that really needs big improvement. What I like is the interest; everybody is interested in making this a good place to live.	75093	82	Female	Anglo	15
I can't think of anything at the moment.	75093	70	Male	Anglo	22
I don't know. No.	75074	61	Male	Anglo	22
I don't know. I don't know. I would say perhaps more bike paths. No, I don't think so.	75074	75	Male	Anglo	32
I can't really think of anything I'd like to improve about Plano, but things I would like to improve overall, city, county, state, and federal, is for people not to feel they have to protest everything that somebody says.	75074	59	Male	Anglo	28
I don't know. No.	75023	52	Female	Other	1
I can't think of anything. No.	Refused	60	Male	Other	23
I really don't know anything off the top of my head, I'm sorry.	75074	52	Female	Anglo	10
I can't think of anything. I'm just trying to think of stuff that I've encountered that has frustrated me and I can't think of anything. I can't think of anything.	75075	30	Male	Hispanic	23
I can't think of anything that I feel strongly about changing. I can't think of anything that I would think had to be changed in a big or even little way.	75023	85	Male	Anglo	40
That's a good question. That's hard to say. I don't know what I'd fix or change. Not really.	75075	57	Male	Anglo	31
I don't know, I'd have to think about that.	75093	73	Female	Anglo	38
I can't really think of anything, I guess. No, I don't think so.	75023	80	Female	Anglo	33
That's a hard question to answer because there's a lot that could be done, but there's a lot that couldn't be done. It's more like as we keep working together.	75075	33	Male	Anglo	33
Not really, to be honest with you. I really don't know the whole city. Overall it's a good place. I just don't know.	75074	64	Male	Other	19
I don't know, I couldn't say.	75025	85	Female	Other	11
I can't think of anything.	75093	53	Female	Anglo	20
I can't think of anything right now.	75024	62	Male	Anglo	29
I don't know. No.	75025	30	Male	Anglo	20
I really don't know what that would be.	75074	77	Male	Anglo	42
I don't know. No.	75025	62	Female	Anglo	24
Right now I'm not sure.	75024	87	Male	Other	4
I don't know. No.	75025	70	Female	Anglo	13
Can't think of one thing.	75075	72	Male	Anglo	33

Q8 - Regardless of your last answer, please tell me in your own words the one thing that you would like to fix, change or improve about Plano.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I don't know.	75243	22	Female	Anglo	20
I don't know.	75075	59	Male	Anglo	20
I don't know.	75025	28	Female	Other	4
I'm not sure.	75075	34	Male	Anglo	3
I don't know.	75025	38	Female	Other	13
I can't think of anything right now.	75023	38	Female	Anglo	47
I don't know.	75023	40	Female	Other	15

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Vibrant and growing community attracting attention from far and wide.	75023	57	Male	Anglo	16
Friendly people. Older homes, new homes, apartments trying to meet th3 needs of all people. Good schools, fantastic hospitals and doctors. We have enlarged our senior center to help serve our aging community and beautiful affordable recreation facilities for all age groups. Clean and welcoming community.	75075	75	Female	Anglo	43
Variety of people and businesses	75024	56	Female	Anglo	10
It is Senior-friendly	75024	81	Male	Other	23
Good family community.	75023	44	Male	Other	22
Diversity	75025	61	Male	Anglo	25
Plano everything one would expect in a progressive city	75093	61	Female	African-Amer	14
People	75074	19	Female	Anglo	3
the beautiful people	75023	28	Male	Anglo	27
People	75024	24	Male	Other	2
It's a great place to raise a family. It has everything you need from shopping, parks and walking trails, senior centers, good schools and hospitals/healthcare facilities.	75075	69	Female	Anglo	24
We are very intelligent and active in our community	75025	60	Female	Anglo	30
Neighborhood is friendly. Local park is well-maintained. Although shopping is in Allen and Frisco, it is easy to get to.	75025	75	Female	Anglo	8
Overall is clean, friendly and good scholl system	75025	58	Female	Other	20
Has a good balance of people, housin	75075	54	Female	Anglo	30
Great place to raise a family. Neighbors with strong values.	75025	50	Male	Anglo	17
Family	75025	37	Male	Anglo	25
Plano has a history of being a family oriented community. Luckily, Plano still has some of that history in its current culture. Unfortunately, it is going away fast with the number of apartment complexes being built.	75025	44	Male	Other	20
Neiborhoods, shopping, roads	75075	66	Male	Anglo	13
It has a sense of community and works to provide security for it residents.	75075	73	Male	Anglo	30
Active community involvement in safety and fun	75023	40	Female	Other	1
I think it's a close community, it has good services, and basically you can get anything you need in Plano without having to leave the city.	75023	53	Male	Anglo	15
They take good care. People feel accountable. They take care of their homes. They pick up garbage. They mow their lawns. They're good neighbors.	75075	Refused	Female	Other	8
For the most part Plano is a nice community, with nice people, and kind of embodies the values of Texas.	75023	46	Male	Anglo	6
I think it has to go back to the people and a good sense of community.	75023	54	Female	Anglo	29

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Nice neighborhoods. A pretty good school system. Safety. No.	75023	71	Female	Anglo	39
Good friendly, clean community.	75024	65	Male	Anglo	40
It's a diverse community and has good schools. Good neighborhoods.	75025	50	Male	Other	7
I think it's a sense of community. I think there's economic growth. I think that there is a path to the future. I think it's somewhat unclear but I think there's a general vision for the City of Plano.	75024	52	Male	Anglo	4
I don't know. It's just the people that are here. I've lived here ten years and it's been a pleasant experience.	Refused	77	Male	Anglo	10
Because I think it's a friendly town. There's a sense of community here. It's basically well kept. It has good schools. No.	75023	72	Female	Anglo	45
I think it has a good mix of people, different cultures, different people. I think that life is good here.	75093	70	Male	Anglo	22
Basically the people themselves, the residents of Plano seem to give a darn about themselves and their property. The citizenry is my kind of people.	75074	75	Male	Anglo	32
I think there is so much synergy among all of the other different groups of people, the entities and stuff that we have in place, the committee's in the city. They really reach out to people to be a part of the process which I think is really important. It's not like just certain people have something to say, we really want everybody to have a say. Not everybody takes advantage of that. I think it there are ways in place.	75075	76	Female	Anglo	46
Good community, good economy, good education.	77502	55	Female	Other	30
Plano provides for all people. All the way from the little tiny with Parks and Recreation, up to the elderly with the elder centers and assisted living, and Alzheimer's units and all that stuff. We have great fire departments that are there for emergencies. They're very knowledgeable, and I think the staff is usually pretty knowledgeable. There are grocery stores on every corner, Home Depots everywhere, and of course the big arches that are poisoning people, too. I just found out I was diabetic like a year ago, and so my whole lifestyle has changed. What didn't I cover. Nice people. Nice people make everything better. It has lots of churches of every faith. It has great food, it has different sports if you like sports you can go down to all that. It has plenty of bars you can go to if you like to do karaoke. It has stuff, and you have all the really classy things you can go to; the opera's still a further, and rodeos. Everything. I don't know what else you would want.	75023	66	Female	Anglo	41
It has a sense of community about it. Nice neighborhoods with friendly people.	75025	74	Female	Anglo	20
It goes back to the people in the city, the community. What the commercial businesses have to offer in the city and the educational system. That's about it really.	75075	71	Male	Anglo	54
It has a good mix of people at all levels and the people are generally friendly and helpful. I've been here for forty years come September eleventh, and I haven't had what I would call any bad experiences.	75023	85	Male	Anglo	40
It's a great community. I've been here for twenty-four years and I love it.	75093	52	Female	Anglo	24

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I think it's been very progressive, in all of their planning, and as I said because I feel it's a very safe community to be a part of, and I feel that management has been wise in how they've calculated and figured what we need. I think that's it.	75023	80	Female	Anglo	33
It's a combination of the diversity, the affordability of housing, excellent K through Twelve education, parks and recs, and the police department.	75025	55	Female	Anglo	29
It meets all the criteria for a broad spectrum of citizens; young families, senior citizens, and everybody in between.	75023	72	Male	Anglo	20
I have lived here forty years and went all the way from ninth grade on. It has grown beautifully, it's a well laid out city, and friendly. Everyone here is friendly.	Refused	57	Female	Anglo	40
It's very community oriented to my mind. There are a lot of opportunities, there's a lot of things to do. The school system is excellent and it's a nice place.	75025	62	Female	Anglo	22
The neighborhood.	75074	31	Female	Anglo	5
The community is lovely, there are a lot of shops and restaurants. Everything is in your back door. You don't have to leave Plano in order to have a terrific life. I'm not sure how, we like living here. It's a nice town. It has everything we need and it all seems to be at our backdoor.	75024	62	Female	Anglo	7
It's a positive community. It is a healthy community. It's clean. It is safe. I don't remember what I said.	75025	70	Female	Anglo	13
The great diversity. You don't have to be a fundamentalist, Republican, Anglo businessperson to thrive in Plano. You can be everything else, including that.	75024	71	Female	Anglo	31
I really like the people, and our libraries and parks are very good.	75075	19	Female	Hispanic	18
It has a lot of great neighborhoods and communities, good local churches. Everyone is very supportive.	75024	41	Male	Other	15
I just like the community and area.	7509	39	Female	Anglo	6
I like the neighborhood and the community, I've always lived here.	75025	37	Female	Hispanic	10
The different diversities.	75093	18	Female	Other	8
I think the community is a positive, growth minded place to be with or without family and the over tolerance of equality that Plano has and how leaders are running things to grow Plano.	75093	40	Male	Anglo	9
Diversity in the community.	75074	30	Female	Hispanic	4
Lots of jobs. Large companies, large communities.	75023	34	Male	Anglo	2
It has a community, good neighbors, lots of activities, good police, entertainment, parks, and restaurants.	75074	40	Female	Anglo	2
Livable community where its not stressing the need of the local tax rate.	75074	72	Male	Hispanic	8
I love the planning of Plano and the community. I love the teachers in the schools and the public resources like the police department and fire department. I love how invested Plano is to the opinions of the people. Love the parks.	75023	35	Female	Anglo	23
The people, community and schools all phenomenal. Clean city and parks.	75074	22	Female	Anglo	10

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Once again the sense of community and the opportunities that have been afforded to me.	Refused	Refused	Male	African-Amer	Refused
A really good sense of community, good schools some great, always looking to improve, though there is not a lot of jobs at the moment jobs are coming here. Police department is pretty decent.	75023	43	Male	African-Amer	5
A nice community with good neighbors. It's not a bad place. It's nice, not rundown.	75025	41	Female	Anglo	2
Most of the communities here are great. Housing is getting high and not affordable. Crime rate is low, city is pretty and teachers and schools are good.	75075	38	Female	Other	16
It just has good people overall.	75093	Refused	Female	Anglo	10
I think that there's a lot of people well invested in the community and have an interest in making it more of a community, with plenty of jobs and room to grow.	75074	33	Male	Anglo	6
It has great racial diversity. Traffic is not a problem, good shopping, good restaurants. It's centrally located.	75025	54	Female	Anglo	5
The great community and the good schools. How well kept the city is and high rank.	75025	28	Female	Other	4
Great sense of community, great school, great parks, and libraries.	75024	34	Female	Other	6
I think it is very diverse. The community I live in is extremely diverse. We have access to different foods and different restaurants because of the cultures that live here. The community I lived in we have Hispanic, Indian, African-American, different ethnicity. So that is a positive thing for me.	75074	41	Female	African-Amer	0
People, growth of jobs, overall a good place to live. It's safe and quiet.	75023	25	Male	Hispanic	1
Great community, great place to raise a family, there's water parks, lots of libraries, lots of activities for kids.	75093	34	Male	Anglo	3
It's a progressive city and seems to be staying on top of things. Keep the streets in great shape and rebuild things when they break.	75075	71	Female	Anglo	35
Strong community, great resources and affordable.	75075	41	Female	Anglo	8
The sense of community and diversity and feeling safe.	75024	55	Female	Anglo	2
Job opportunity. Plano has headquarters of many of the top companies	75024	32	Male	Other	4
Good jobs, clean, safe	75093	52	Female	Anglo	28
It is a good place for businesses and homeowners. It has a diversity of people.	75025	71	Male	African-Amer	20
With the exception of traffic I believe Plano is doing everything right. Business, education, services, law enforcement/fire departments are all exceptional.	75024	68	Female	Anglo	25
We are attracting businesses to our city	75093	54	Male	Anglo	20
Business growth, dining options	75075	42	Male	Anglo	7
SELF SUFFICIENT	75075	80	Female	African-Amer	11

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Doing a better job of attracting new business growth. More entertaining venues available so that driving to downtown Dallas isn't the only option for a fun night out with friends/family.	75023	43	Male	Other	3
Employment opportunities, quality education program, City is kept clean, plenty of shopping, parks and rec,	75093	48	Female	Other	5
Our family has lived here since 1981, and it's hard to imagine living anywhere better for the cost of living.	75023	73	Male	Anglo	37
Booming economy	75093	54	Female	Other	21
It is where I think it needs to be economically. It has work, and it has all of the infrastructure that you would expect when you can basically ask for it.	75023	62	Male	Anglo	21
Because of the economy, it's because of the nearness to Dallas for jobs. It's because of the planning that went into the city layout. It's because of the infrastructure that they have put in. Those are the reasons why. The infrastructure, the planning, all went into making it a better place to live.	75023	53	Male	Anglo	17
There's good jobs, there are plenty of activities, shopping, access to pretty much anything you'd want to do as far as working goes. A good quality of life. It's well laid out. The roads and transportation are very good here.	75023	50	Male	Anglo	34
I still think the cost of living is not that expensive and schools are okay compared to other states. Housing is affordable, not cheap. I think it's an okay place to live.	75093	45	Female	Other	12
I think the priorities on employment and business are correct. I think they have excellent schools and amenities.	75074	56	Male	Hispanic	15
The economy seems to be good here. I've seen a lot of stores that have closed, and that is very disheartening. I don't want anything to go downhill.	75093	67	Female	Anglo	28
The economic level.	75075	89	Male	Anglo	45
I just think that it's because of the job opportunities that you have here and other opportunities that Plano provides. No, just because we're centrally located to a lot of things.	75023	53	Female	Anglo	20
Because of all the growth in jobs and all the corporate headquarters relocated into this area. That builds on the community, it builds on the resale of houses. The tax base increases so that puts more money in the coffers. We can spend more money on schools, road improvements, more police, all the positive things.	75024	59	Male	Anglo	28
Just because there's so much opportunity and so much stuff that you can do around here. It's in the middle of Dallas-Fort Worth.	75075	33	Male	Anglo	33
There are a lot of opportunities here. There's lots of jobs and shopping, almost everything you'd want is near by.	75093	64	Male	Anglo	30
Jobs and the economy.	75025	67	Male	Anglo	13
I've lived here forty years, while I've lived here it has grown. There are a lot of job opportunities, fantastic schools. In fact I've put two boys through the Plano school district.	75074	77	Male	Anglo	42
A fairly strong economy. There's a lot of businesses in Plano that generate a lot of tax money for Plano.	75075	63	Male	Anglo	36
It's affordable, it's close to the major city of Dallas. No, that's all.	75075	86	Male	Anglo	45
It has excellent employment opportunities, people that care about their schools and their communities. It's well designed and planned. No, not really. That's about it.	75023	63	Male	Anglo	29

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
It offers everything you'll need to grow a career, raise a family, and there's the potential for future growth.	75074	35	Male	Other	3
Quality of local housing and businesses and work personally.	75075	28	Female	Anglo	22
Due to many job opportunities.	75024	44	Male	Anglo	19
Because of everything it has to offer, economic chances and great parts and great services and park. The diversity of the city.	75093	56	Male	Anglo	23
The job market here has been really rewarding.	75093	58	Female	Hispanic	19
Lots of economic opportunities.	75074	35	Male	Anglo	8
I think because of job availability, the golf courses and recreational availability and general quality of life.	75025	54	Male	Anglo	30
It's got everything I need, from job to housing.	75074	56	Female	Anglo	16
A great cost of living, convenient.	75074	51	Male	Anglo	14
Higher standard of living and make more money and less crime. Very walkable.	75074	32	Female	Other	5
Cost of living is not very high.	75075	38	Female	Other	4
Prospering.	75093	Refused	Male	Other	6
Lots of opportunities and a big community.	75075	36	Female	Hispanic	4
The job market is growing and the neighborhood is somewhat safe and good schools.	75075	39	Female	Hispanic	7
Its a relatively new town and it's still growing, and with all the businesses moving they're offices to Plano, it's easier to find a job nearby than to travel far out, and with so much traffic it's like an hour drive to get there.	75025	34	Male	Other	10
Lots of opportunities.	75074	76	Male	Other	3
You get more opportunities and more job opportunities.	75023	44	Female	Anglo	20
Real estate was very affordable, kids raised here and participate in many community programs, I'm very pleased.	75025	57	Female	Anglo	20
The growth potential, economy, the amenities, the school systems, the location, and the job opportunities.	75024	58	Male	Anglo	22
Because of the job opportunity. Nothing.	75024	57	Female	Anglo	30
Mostly people's attitude and the success of businesses. Business is done well because of the people operating well. Everything is within five minuets of me.	75075	60	Male	Anglo	53
Property values are reasonable, growth on investment property is satisfactory, school are fantastic, Plano reinvests, the community is fantastic.	75075	45	Male	Anglo	19
services, low crime rate	75075	52	Female	Anglo	23
I think that it has a good combination of city services, schools, opportunities, and people that make it a good place to live.	75025	48	Female	Other	13
All of the city services, everybody in the city is so professional, from the police to the firemen, to library services and city services. I really love living here. I love my community, my neighborhood, and I love being able to do all my shopping in Plano and not have to go to another community.	75024	50	Female	Hispanic	19

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Plano is a winning place to live, a nice place to live, a nice neighborhood. The services are good. There's not a whole lot of crime. It's a nice place to live. Not really.	75074	64	Male	Other	19
The city services and the local government.	Refused	63	Female	Anglo	15
I do think they try to keep things clean. I do think they try to keep things looking nice, like when you drive around the streets, there aren't always ratty lawns, bushes and stuff along the streets, and trees. They try to make things look pleasant. I think that helps. I think they try to keep things working, even when times are hard, like when we have storms and there are traffic lights out, they try to get after it. I do think they do a lot of right things.	75023	76	Female	Anglo	15
It's an excellent environment to live in, parks, library and community services are great. Housing being affordable is an issue and needs improvement.	75023	72	Female	Anglo	44
great parks, good shopping, good job opportunities	75023	77	Female	Anglo	43
I love the parks and recreation areas and everything there is to do in Plano.	75074	62	Female	Anglo	37
Quality up scale area with everything you need contained within a very short driving distance.	75024	68	Female	Anglo	24
It has everything you need.	75093	60	Female	Hispanic	26
available resources like Reuse center and library system	75075	44	Male	Anglo	19
we rarely leave the City because everything we want is so nearby.	75075	74	Male	Anglo	30
open spaces and parks, city services, schools	75023	72	Male	Anglo	23
It's got all amenities, recreation, safe neighborhood	75024	34	Female	Other	4
There is a lot to do in Plano. A lot of Volunteer opportunities. Many of Recreation centers, Parks, Walking trails to take advantage of.	75023	63	Female	African-Amer	13
everything you can find in plano west	75024	33	Female	Other	10
It has everything I need	75023	66	Female	Anglo	25
covenience	75093	68	Female	Anglo	18
Convenient	75075	55	Female	Other	24
plenty of parks	75023	72	Female	Anglo	42
Has everything we need and a robust economy.	75093	61	Male	Hispanic	24
Because of the library, the schools, which used to be strong, though they're falling somewhat presently, the safe neighborhoods, very convenient for shopping, restaurants and really any doctors or any kind of services I need.	75093	63	Female	Anglo	30
It has a lot to offer. There's a lot of things to do and offer. It's close to the Dallas-Fort Worth area. I've enjoyed some of their shopping areas, some of their youth sports facilities. That's about it.	76017	46	Male	Anglo	0
I think it has a good balance of what's needed and a lot of different options of parks and amenities. The recreation centers and libraries are available, I don't use them as much. The traffic's not terrible.	75093	52	Male	Anglo	13

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
We've got all the shopping you could ever hope to have, we have many many nice restaurants, we have nice parks. There are many things to do here. We're very near a couple of good lakes, nice lakes. I don't know, the list goes on and on.	75074	74	Male	Anglo	31
There are a lot of shops and amenities. It has a lot of the things that we need without that big city feel. I think that's about it.	75074	59	Male	Anglo	28
All the conveniences; they have restaurants, and things to do, and doctors, and medical, and stores, so all your stuff is there. They have good roads for the most part, there's just too many people. I don't know what else to tell you, there's nothing else to say, I don't know what else I could tell you.	75093	57	Male	Anglo	22
They have it all, in my opinion. There's no need to go anywhere else. I don't have to drive very far to get what I need or what I desire. I feel like they are a leading community in keeping up with the times in housing and businesses.	75074	52	Female	Anglo	10
Because it has a variety of things for the public. The kids especially; there's plenty of activities for the children, which I think is good. The schools are not as good as they were when I first moved here, but they're good. It's a nice place to live.	75023	70	Female	Anglo	40
It's versatile. It has a lot of amenities to offer. Unless things get out of control, it's just a really good place to live.	75093	60	Male	African-Amer	21
I think the accessibility to shops and other resources. I guess the fact that it's close to Dallas.	Refused	52	Female	African-Amer	7
Because it has most of the basic goods and services within a reasonable distance. No.	75023	54	Male	Other	27
Everything is convenient. I like it because of the neighborhood. You know how you can go some places and the city looks really overcrowded and it's dirty and nasty. I like Plano because it's not, it's real clean.	75074	55	Female	African-Amer	12
It fitted my needs at the time. It fits my needs. That may not be a good thing for the whole community, but that's why we're here. It's a good place to retire, there are medical facilities, and it's convenient to airports. They have a nice retirement village where we've chosen to live. It fit our needs at the time.	75093	84	Female	Anglo	4
It has everything. It has the restaurants, stuff you can do, shopping and nice parks. I like that they redid downtown Plano and trying to bring people back into downtown Plano.	75093	61	Female	Anglo	25
Has all the amenities to live.	75093	41	Female	Other	9
It has everything I need and is safe. It's still a little bit beautiful, and clean.	75023	41	Male	Other	12
Accessibility to entertainment and shopping. Seems balanced with private parks and community parks and outside things to do.	75023	30	Female	African-Amer	2
All of the things that are at your fingertips, the food, the restaurants, the shopping.	75093	58	Male	Anglo	3
Has what I need.	75093	20	Female	Anglo	20
I live there. The libraries and parks make it worthwhile to live there.	75093	36	Female	Anglo	6

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I really like that everything is centrally located and I can find everything I need close by without a lot of travel.	75075	37	Female	Anglo	7
It is lively, there are events and good social interaction. Like the Plano Balloon Festival, fireworks and other events like that.	75074	32	Male	Anglo	2
It has everything I'm looking for. I can find whatever I need.	75075	59	Male	Anglo	20
I have been living here for fourteen years, you have everything you need around here. It is a really good place to live.	75074	32	Male	Hispanic	17
Honestly it is pretty peaceful and you've got everything you need in one place and all the major highways are one, not too snobby rich but it's affluent.	75093	20	Male	Hispanic	15
Pretty parks and trails. Low crime and low taxes.	75074	44	Female	Anglo	16
It's close to almost everything and I have a business there.	75075	39	Male	Anglo	9
I think it is a lot of playgrounds and parks.	75075	30	Female	Anglo	23
Almost everything you need and public utilities, public education, jobs and sense of community are all good.	75075	42	Female	Other	9
There is a lot of activities and the schools are good and the neighborhoods are nice.	75093	35	Male	Anglo	1
Has everything you need and it's safe.	75023	23	Female	African-Amer	1
It has everything I need, everything is close, people are held to a good standard.	75024	51	Female	Anglo	16
Plano has everything you need. It attracts a great quality of people, a together community.	75093	73	Female	Other	10
It provides what most people need.	75075	45	Male	Anglo	4
Easy accessible to all the high-rises, easy access to neighboring cities. Lots of jobs available. Plano schools are very good	Refused	47	Female	Other	10
Not very city	75025	51	Female	Anglo	30
It’s growing rapidly	75024	32	Female	Anglo	2
Lot of new people and industries come	75075	30	Female	Other	3
Plano witnessed reasonable job growth. This led to migration from other cities. City infrastructure has so far coped up well.	75024	39	Male	Other	4
Growing community, several kid and adult groups. Great schools.	75093	38	Female	Hispanic	10
Has everything you need just need fewer people so you can get around and enjoy it.	75094	41	Male	Anglo	22
It's my home. The growth makes it attractive to people. I hope all these big companies coming in is good for the economy and helps in areas that we need help.	75023	45	Female	Anglo	39
Growth	75025	33	Male	Hispanic	9
It is a winning place to live because it is growing fast and it is full of great people who are nice. It also has a great education system.	75025	18	Male	Other	3
well developed	75023	71	Female	Other	28

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
It's an actively growing town. It seems to keep improving with construction, new companies and road repair, It's on it's way up.	75023	46	Female	Other	7
All the growth and friendliness	75093	59	Female	Anglo	18
The growth.	75074	23	Female	Other	22
I've been living here for forty years. I've watched it grow and change. It's a lot better than where you are now, Houston, I lived there for a number of years.	75074	80	Male	Anglo	41
The growth.	75075	34	Male	Anglo	7
Plano is having all of the growth. I've been here for more than ten years and I've seen how the change has affected the city.	75074	41	Female	Other	11
It's got a good population. No, that's the main thing.	75074	72	Male	Anglo	50
Growth. Low crime.	Refused	60	Male	Other	23
We're very winning because the population is very high, a very high job rate, and low employment. A very good area in general.	75023	36	Female	Other	15
I think Plano is very new and is growing and I think it's nice. I guess I don't know. I think I feel like, I guess in my area of Plano, there is not a high crime rate and it's growing and nice the way it is except for the bobcats.	75093	44	Female	Anglo	13
I did think it's a winning place to live. I think it's getting a little too crowded at this point. I think we're getting too many people in Plano. I think Dallas, Plano, and all the cities around here are just getting too crowded. No, that's fine.	75074	83	Female	Anglo	47
Only because it has established neighborhoods and isn't as big as other cities like McKinney. It is more spaced out.	75024	43	Female	African-Amer	3
It's growing quickly, housing prices are growing in equity, everything is getting better.	75074	Refused	Male	Anglo	8
It's a growing community with many jobs and many opportunities. For me personally, where I come from that is not the case, because I do not come from Plano originally.	75024	30	Male	Anglo	6
The city has a lot to offer for people. It's growing.	75074	34	Female	Anglo	7
Growth and development is good compared to other cities.	75024	24	Male	Anglo	3
Low crime, great restaurant options, excellent city serviced	75025	66	Male	Anglo	22
Safe, convenience, easy excess, park and recreation, good hospital and school system	75093	68	Male	Other	36
low crime	75093	60	Male	Other	29
Less crime than surrounding communities	75074	62	Male	Anglo	16
I feel safe in my own community.	75094	44	Female	Anglo	11
its safe and has good schools	75074	49	Female	Anglo	38
It is very safe over here and the schools here are very good.	75024	21	Female	Hispanic	10
Safe, clean, great schools, great parks, has everything I need	75025	67	Male	Anglo	30

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Safe environment.	75025	70	Male	Anglo	11
Good neighborhoods, excellent police	75025	28	Female	Anglo	27
As I said before It is one of the safest places to live and work.	75023	26	Female	Anglo	21
It's safe, clean & growing	75075	39	Female	Hispanic	25
Crime is low, City is clean, nice parks	75025	69	Male	Anglo	32
low crime	75023	44	Female	Hispanic	28
Safe	75093	44	Female	Anglo	14
Safe, nice, jobs, parks	75024	43	Male	Anglo	17
Safe clean lots of infrastructure lots of health, retail, restaurants, Etc	75075	38	Female	Anglo	34
It's safe, has great schools, and is close to everything I need.	75093	53	Female	Anglo	24
Wholesome safe city	75093	35	Female	Anglo	23
Comparatively, the crime is very low. The construction is okay, we can handle it because we're growing. The education standards are good. All of this is good. I don't have anything in my mind now.	75074	42	Male	Anglo	7
They keep the City of Plano safe. The cleanness, the shopping centers, et cetera. That's about it. I disagree, what they need to improve on is things like pest control and animal control.	75075	44	Male	Other	0
Because people seem happy here and feel safe. That's about all I can say.	75074	83	Female	Anglo	50
I feel safe. It strikes me as being a clean, efficiently run, safe city with good schools.	75093	75	Male	Anglo	13
When I'm thinking of something that's important to me, it's family. I'm thinking of security. Plano communicates maybe being established as an individual in your career if you can live in this area because of the cost. It's pretty. Everything is close. There's a sense of community in Plano. It kind of feels like it's in it's own little world because it's close to major highways, but it feels excluded at the same time. It's big enough to feel like it's own little world. No, I think that's good.	75075	30	Male	Hispanic	23
It is safe from crime for the most part. It has just about everything you'd want in a city.	75074	56	Female	Anglo	30
The police department is pretty effective; crime is down. Pretty much everything we need is here, and it's not overcrowded, although the powers that be seem to want to change that. That's pretty much it.	75075	65	Male	Hispanic	35
It's safe, great recreation, and good quality of life.	75093	64	Male	Other	10
I don't have anyone ever trying to get into my house. No one other bothers us. We're seniors and we're treated beautiful by people who are around. We're in our eighties and we like to go out and meet people, but we don't want to get hurt. I feel like we're going well.	75075	81	Female	Anglo	42
It's a safe place to live. It's a fairly good place to raise children. I'd like to see more parks.	75093	79	Female	Anglo	25

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Because of all the things that I like up above. They have a great police force, they have a lot of open green space and recreational opportunities, for the most part they have the shopping that I want. If they close Collin Creek mall then I won't be happy. If they close Collin Creek, for us that live on the east side of Plano, we're not really going to have any place to go besides the bloody other side of Plano and I don't want to go over there.	75074	57	Female	Anglo	20
I feel safe, I'm proud to say it's been a wonderful place to live. Everything I need is right here. It's not too crowded yet. It's comfortable. It's enjoyable to run around. No, I think it's comfortable and the services are great. It's been great for almost forty years for me.	75075	76	Female	Anglo	42
Low crime, great environment, and a great community. I'm sure there is, but I can't name all of them.	75075	69	Male	Other	34
A safe community. I would also say easy access to everything I need. I like the overall political environment. It seems to be clean. That's about it.	75075	57	Male	Anglo	8
A nice neighborhood, close to a lot of restaurants, and a low crime rate. No.	75075	59	Male	Anglo	16
It's a safe neighborhood, I have no massive negative thoughts about Plano. It's a safe and very content place to live.	75025	30	Male	Anglo	20
Because I feel safe here and it has everything I want. It's just a nice place. We've been here for twenty years, so I'm staying. No, you went through it all, it's all good.	75074	74	Female	Anglo	Refused
It is a safe place to bring your family up with good educational facilities and we have access to a lot of big city things like shops and activities, things like that. That's it.	75075	52	Male	Anglo	9
It's fairly safe, there is some crime, but not a lot. It's pretty, it's comfortable, and it's a nice place to live.	75023	61	Female	Anglo	30
It goes back to safety, with good quality healthcare readily available, schools. No.	75093	Refused	Female	Anglo	32
Its safe and has great schools. We moved here for the schools and very happy with what we got here.	75075	65	Female	Other	22
Nothing of any substance happens. Very little crime, ran very well and not a lot of hoopla going on.	75075	72	Male	Anglo	33
Clean area, good area, safe area. I went to school and got a good education, a lot of things to do and job opportunities to build up in Plano.	75023	26	Female	African-Amer	21
Low crime, lots of jobs, lots of retail and dining options, city is well kept, excellent schools all in Plano.	75024	42	Male	Anglo	1
Low crime, nice restaurants, the shopping is good, the mayor's inclusive, and diversity plans make living here very good.	75025	56	Male	Hispanic	18
Police, fire departments and the school system is fine and the parks and recreation is good.	75023	59	Male	Anglo	25
Because they have good safety, police, fire, education, neighborhoods, parks and access to shopping.	75025	53	Male	Anglo	30
Because it's really safe and for the most part people love where they are from in Plano.	75023	21	Female	Hispanic	20
Because it is safe and it is growing. It's a safe environment. There's a constant patrol around the neighborhood and a little bit of community and teamwork and everything is close by.	75025	43	Female	Hispanic	10
It is very safe, it has a beautiful park and recreational areas, consistently growing and improving good schools and pleasant people.	75023	22	Female	Anglo	19

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
The crime rate is low. I like the school system, and I like the people and over all community.	75074	38	Female	African-Amer	10
Crime rates low, housing is affordable, city streets clean, not a lot of homeless people panhandling.	75075	36	Male	Anglo	2
Lowest crime rates in country. Tax rate for consumers and business owners.	75023	33	Male	Anglo	4
To raise a family in Plano is good and the crime rate is low. Very good school districts, a sense of community can be stronger. The first responders presence are known and comforting. A great selection of parks and libraries.	75024	34	Female	Other	7
Because it is safe and family friendly.	75074	34	Female	Anglo	3
Safe community.	75023	44	Female	Anglo	2
It has low crime, good schools and a nice neighborhood and everything I need in one place. Amazing parks, nice pools and options, grocery stores, a lot of restaurants.	75074	30	Female	Anglo	2
There is low crime, a lot of job opportunities, good schools, good parts and recreation. The police force does a good job, I have no crazy issues with them. My kids do great in the schools in Plano. There are recreational facilities that you want to take advantage of.	75023	55	Male	African-Amer	20
I live in a safe neighborhood. I went through the education system, my mom teacher there. There is no Utopia.	75023	38	Female	Anglo	47
Very small and safe neighborhood.	75025	55	Male	Other	4
Safe and stable community, all the services we need, shopping, doctors and hospitals.	75025	69	Male	Anglo	12
I've lived here for more than 40 years. Have no plans to move anywhere else	75025	79	Male	Anglo	45
fine	75074	36	Male	Anglo	10
Good	75024	26	Female	Other	5
Because I've lived here all of my life	75025	22	Female	Anglo	21
I have lived in Plano for almost 40 years, I feel like I made good choice to live here, and stay for long time.	75093	73	Male	Other	35
excellent place	75074	31	Male	Anglo	15
nice	75093	31	Male	Anglo	2
I just moved here from Tulsa, OK and I am loving Plano	75093	69	Female	Anglo	1
VERY GOOD	75023	28	Male	Anglo	28
Great city	75075	48	Female	Anglo	35
Because it's a great area, esp West plano	75093	38	Female	Hispanic	4
is very good	75252	37	Male	Anglo	10
is very good	75252	37	Male	Anglo	15
is good	75252	37	Male	Anglo	36
is good	75252	37	Male	Anglo	36
is good	75252	37	Male	Anglo	36
very good	75252	37	Male	Anglo	10

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
plano is perfect	75023	37	Male	Anglo	15
is very good	75023	37	Male	Anglo	18
Except for summer heat it's ok	75025	63	Male	Anglo	18
is very good	75023	37	Male	Anglo	20
It has everything to offer that I need or want. No. I have a lovely home and I've worked here in Plano and retired and I think it's a good place to live.	Refused	84	Female	Anglo	50
I've lived in a bunch of suburbs and everything seems to work well here.	75024	70	Male	Anglo	7
I graduated three kids from here, always been employed, great neighborhoods, great stores, everything I need is right here.	75025	51	Female	Anglo	23
Because I live here. If I didn't think it was then I wouldn't live here. It's just a nice place to live.	75075	78	Male	Anglo	10
I just love it. No.	75074	61	Male	Anglo	22
I don't know. It's a nice place, I don't know. We have nice people. No.	75074	56	Male	Anglo	47
Because I've been here for twenty five plus years and I'm very happy. I think that should cover it.	75023	60	Male	Anglo	30
Plano just does it right. Plano does it very right.	75025	58	Male	Hispanic	3
I've been here most of my life; I think that the city has kind of gone in the right direction, but is kind of off a bit here lately. Lower taxes.	75075	58	Male	Anglo	42
There's so much happening right now and it's growing and I feel like the future will enhance. I think it will be a nice place to live. It's a nice place to live already.	75025	85	Female	Other	11
Because I just love it, it is just a great place to live; the neighbors, the people, the stores, everything. I just love it. All of the grocery stores are convenient and it's not just Wal-Mart on every corner, I can go to Tom Thumb and different grocery stores, there's not just one and that's all I need.	75074	66	Female	African-Amer	10
I think it has the historical reputation for being a high end city in the suburban Dallas Fort Worth area. That whole area has a reputation of being a winning area.	75093	66	Female	Anglo	20
I think it's one of the things that's good for us.	75023	45	Female	Anglo	14
That's where I live. I chose this above other cities. I'm retired. Yes.	75024	87	Male	Other	4
Because I've been here a long time and I don't plan on going anywhere else. Personally, that's what I think about it.	75075	82	Female	Anglo	43
I've grown up and lived here for more than seventeen years. I've seen the growth and wish we could slow down, but it's a good thing. People have seen the benefits of living here.	75074	22	Female	Hispanic	20
Completed a lot of research for the best DFW area to reside.	75024	42	Male	Anglo	12
I don't like that phrase, but it is a well to do suburb.	75093	39	Male	Anglo	2
Living here is indicative of a certain level, if you can live here you are doing well in life; never ashamed to tell people where I live, and invite people over.	75023	39	Male	Anglo	4

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Because I've been here forty years, I know what is going on.	75074	57	Male	Hispanic	38
Because I like it.	75025	38	Female	Other	13
Convenient location. I can travel north to Prosper or south to Dallas very easily.	75075	68	Female	Anglo	24
I think it's location, diversity. The education you get for your children here is incredible. You can't beat the education you get in the Plano ISD. It's like private school. When they know a kid has a certain interest, they don't just go, oh, stop doing that, they push them towards that so they excel at it. So they're very good at that.	75075	62	Female	Anglo	27
My personal feeling is location, the educational system. Recreational. If you like organization, yes. I think there's a strong sense of community. There are plenty of parks, although I wish there were more, but there are plenty of parks. There are bike trails, you can be active if you choose to.	75025	73	Female	Anglo	30
It's a good location, but it's too congested.	75024	62	Male	Anglo	29
It is in the north part of the state and central Dallas area. Easy access to all the restaurants and stuff with two movie theaters.	Refused	54	Female	Anglo	4
It's nicely located in the metroplex, its not crowded, people are kind and everything is close by.	75023	56	Female	Other	6
Location and service provided by Plano to make it a perfect jumping point for the metropolis. I live in Plano but commit to the mid city for work, it's not a bad drive and I appreciate the ability to make that commute.	75025	37	Male	Anglo	9
It's a great location with a lot to offer.	75025	44	Male	Anglo	4
Great schools, businesses, restaurants, churches, shops, libraries, police, rec centers..	75025	36	Female	Anglo	24
Great education, great parks, safe environment	75025	48	Male	Anglo	34
like i said before, great schools, wonderful parks,	75023	55	Male	Hispanic	22
great schools, great restaurants, good neighborhoods, low crime	75024	57	Male	Anglo	23
good schools	75093	64	Male	Anglo	21
It has wonderful schools and infrastructure	75075	64	Male	Hispanic	16
Great schools, improving infrastructure daily, big business, countless activities to do.	75023	28	Male	Anglo	25
Great school, parks, shopping and restaurants	75093	56	Male	Anglo	38
Best Schools	75075	56	Female	Other	12
Great schools; dining and entertainment options; community activities (parks and recreation)	75024	48	Female	African-Amer	17
good house good edication system	75025	58	Female	Anglo	20
Great schools	75025	52	Female	Anglo	16
Affordable, excellent schools and family oriented	75025	48	Female	Anglo	18
The schools are good and jobs are available	75075	52	Female	Other	15
The public education is great, libraries,, parks neighborhoods are well kept	75025	48	Male	Anglo	35
Great schools, growth and economic development	75094	50	Male	Anglo	6

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Very good schools. Wonderful opportunities for children, as well as aging adults. Numerous medical facilities for people who have medical issues. Close proximity to two different airports. We have fine arts. So, I guess that's it.	75023	55	Female	Anglo	30
Primarily a strong school system. Excellent teachers and education system.	75075	71	Female	Other	15
It pretty much has everything you need; it has very good schools. Both my kids have had some experience in the schools.	75024	53	Male	Anglo	4
All the things that i told you about that was a positive is the reason. The schools, the police department, the beautiful housing, the community, the people.	75025	78	Female	Anglo	41
We have great schools, nice diversity.	75093	52	Male	Anglo	22
The access to public schools, to community resources, and a diverse population.	75093	48	Female	Anglo	3
They've got good schools for the children, stuff like that. They seem to have a high quality standard of educating the children.	75023	70	Male	Anglo	40
A highly educated group of people live here, that's a good thing. The education, school system, is good. It's a convenient location.	75025	64	Male	Other	35
Because it provides everything that most especially young families need, that will keep a city alive and keep young people coming. It has great schools, it has great programs, it has great community colleges. It's also close enough to other places that if the need is not here immediately in this area, they have close access to places that will fill that need. It has everything, and the elderly are looked out for too.	75074	68	Female	African-Amer	13
I think the school system is good, crime is low. We have good hospitals, and it's a pretty comfortable place to live.	75074	87	Female	Anglo	51
The education system is good, the job market is wonderful, and a sense of pride. No.	75075	69	Female	African-Amer	36
A small town feel. The importance of education. The family environment.	75023	29	Female	Anglo	10
Good schools, good community involvement, good city services, and good business opportunities.	75023	70	Male	Anglo	28
Good schools, low crime rate, and just general quality of life. That's it.	75075	80	Male	Anglo	40
They have a really good school system. they're really coming along on their hike and bike trails, parks and recreation.	75075	57	Male	Anglo	31
One of the things, the schools are at least stable, they're not building new schools. That makes it stable for the people moving in, they're not having to switch schools. That's one of the things. There is some development, but it seems to be on the outskirts. Those are the main two things that come to mind. I think you always have to have some growth, things are either growing or dying in general. As well as the renovations in the downtown area, that's helped also.	75024	60	Male	Anglo	22
It has great schools, great shopping, plenty of jobs, nice housing; I mean everything is very positive that I can think of.	75093	67	Female	Anglo	11

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Good education, good facilities, hospitals, infrastructure. All of those reasons. It has good schools, good hospitals, good facilities. The traffic is not too bad.	75093	60	Male	Other	20
Because of its interest in education. I think that's about the most important thing there is for our children.	75093	81	Female	Anglo	20
We've got excellent education here, we've got excellent schools here. We've got wonderful people. Our teenagers' sports are winning national awards all the time, and educational, our students are getting accepted into colleges right and left, and so I would think we're doing very well.	75075	79	Female	Anglo	31
The schools are good, actually, they don't clean the schools. The roads are well maintained, and it's easy to get around, I guess. There are good businesses.	75025	40	Female	Anglo	17
It's got the schools and the friendly neighbors. Crime is not that bad around here. Transportation is good. It's got restaurants and grocery stores. Everything is very adequate.	75023	48	Female	Other	20
We came here with a young family and we grew a big family in Plano, all the way through college. Everything we could have hoped for in a great place to live was here. We felt like we were the luckiest when we transferred here. We feel that because of that, our children have been able to go out and bless the world because of blessings they've had.	75074	67	Female	Anglo	33
Great schools. Great emergency services, police, fire, ambulance, and all that. A strong economy and good jobs. No, that's it.	75093	Refused	Male	Anglo	30
Education is good and I think we have a lot of good companies here and employment is good.	75023	61	Female	Anglo	45
The short answer is, it's awesome, the long answer is great schools, great police, fire, infrastructure, opportunities, safety, security, and so on and so forth. We've been voted best place to live, top ten, for the last ten years. It's just a great place.	75093	50	Male	Anglo	16
I think the college and schools are good. It has got about everything you need here except for the good water.	75075	72	Male	Anglo	30
Great to start a family. Great school system. Crime growth and job market.	75025	35	Male	Other	18
They've done a good job as far as education, infrastructure, city planning, and green spaces despite overwhelming growth and property values. With growth there is a lot of incentive to develop what green spaces and undeveloped land that is left. Hopefully they are able to maintain the understanding that those areas are what keep educated high income individuals in the city.	75023	35	Male	Anglo	10
The same reasons, it is a good place to raise a family, good education, and good economy.	75075	38	Male	Anglo	38
Because the school education is strong, people are well educated in the city, I'm very close by to work, and a lot of good companies in the area, and everything is well planned in the city.	75025	40	Female	Other	16
School district and good infrastructure.	Refused	41	Female	Other	35
We have great schools, local economy, job market is strong.	75074	32	Female	Anglo	32
Great schools, roads, police department. Pretty diverse community. Melting pot.	75023	42	Male	Anglo	5

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I think the parks and education system is strong. The zoning here. Low crime and my complaints about east and central part Plano. West side gets preferential treatment.	75025	35	Female	Anglo	35
School system, economy, access and safety.	75023	48	Female	Anglo	16
The school district and police force make it a nice place to live. Also the golfing and food.	75002	38	Male	Anglo	5
Good schools. It's safe in terms of crimes, accessible in terms of restaurants and groceries.	75024	38	Female	Other	12
Its got tremendous schools and a great community.	75024	50	Male	Other	18
Schools, community.	75024	35	Female	Anglo	16
It has a great education system, friendly environment to many different age ranges and accepting to many different backgrounds, went to Plano schools all my life and the atmosphere has never been closed minded.	75023	22	Male	African-Amer	22
The level of education and the type of citizens that live here are caring for their community. My daughter was raised here.	75024	52	Female	Anglo	20
It has everything I need like the schools. Shopping. Living is good. I don't want move from Plano, I like it.	75093	41	Female	African-Amer	12
Education is pretty good, very clean around the parks and the traffic around the streets are not too bad, nothing more really.	75093	22	Male	Other	15
The schools and parks. Growth.	75025	41	Female	Anglo	6
If you rank everything about it, the income level of most families, school districts, and the overall cost of living, then it is a winning place. I can live on less if I had to. It is a great quality of life. Has not noticed crime being an issue.	75025	42	Male	Anglo	17
Great schools, nice plans and everything looks good.	75074	64	Female	Anglo	39
Good education.	75093	19	Male	Anglo	18
Weather, low crime, high standard of living and great restaurant options	75025	66	Male	Anglo	22
I believe because of the ruralness of it. I like trees. I don't like a lot of cactus. The way they have stuff together is good.	75074	66	Male	African-Amer	14
The weather.	75024	Refused	Female	Hispanic	25
Great weather, great opportunities, healthy economics and every service you can think of needed.	75024	54	Female	Anglo	3
not a bad place just has misguided city government	75075	74	Male	Anglo	44
It is a well run city.	75023	69	Male	Anglo	5
Well organized	75023	71	Female	Other	33
Good city government; good schools; good shopping; good arteries to access North Texas; safe neighborhoods	75093	71	Female	Anglo	15
They are always trying to improve our community to stay relevant.	75023	63	Female	Anglo	13
I feel that the leaders in the City of Plano try to make Plano the best possible place to be for families.	75075	36	Female	Anglo	2
a well managed safe city	75023	65	Male	Anglo	21

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I think they really are. They try to remain very cognizant of the issues facing our country right now, to participate in that. They want to be active and to be creative and to be aware and to stay current with the issues that are occurring.	75093	82	Female	Anglo	15
I think they have an active council. I think all of the facilities are updated or in good condition. That's about it. No.	75023	70	Male	Anglo	40
When I first came into town the first person I met was the mayor and he tried to sell me a house. It has been a growing, vibrant community and until the city council and the mayor went bonkers building apartments here, it was a stable community.	75075	38	Male	Hispanic	15
It is just a very well run city, well maintained, police do a very good job, schools are very good. If there is an issue like street potholes you call up and they fix within a week. The city is very responsive.	75024	51	Male	Anglo	17
Great tax base, lots of activities, many opportunities to shop, suburban feel.	75025	61	Male	Anglo	25
Based on my experience with taxes and everything else, community parks, the actual infrastructure itself, the actual roads and everything else; there are times when I wonder when it comes to north/south traffic that maybe the ones who are doing the traffic engineering for us. But basically it is a wonderful community to live in, the schools, just everything else, the parks.	75023	75	Male	Anglo	35
Lower taxes, safe place to live. Good with jobs.	75025	47	Male	African-Amer	18
none	75025	81	Male	Other	27
Nothing specific	75074	39	Male	Anglo	7
na	75093	53	Female	Anglo	2
nothing specific	75023	49	Female	Other	6
No.	75093	Refused	Female	Hispanic	18
No comment.	75075	30	Male	Anglo	5
good infrastructure and safe neighborhoods	75075	45	Male	Hispanic	18
Great infrastructure, great parks, great quality of life. No.	75093	60	Male	Anglo	8
Great infrastructure, great police, great parks, great locations, great school system. The only problem I have is too much growth of mostly apartments.	75075	77	Male	Anglo	31
It's got good public transportation and friendly community members.	75074	36	Female	Anglo	7
They do have infrastructure and a good school district.	75025	25	Female	African-Amer	8
Plano has good infrastructure and a good sense of culture to the city.	75025	27	Male	Anglo	10
beautiful and safe location	75024	29	Female	Hispanic	28
Beautiful community	75075	51	Male	Anglo	38
Clean environment, lots of shopping, great job market.	75025	57	Female	Anglo	15

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Clean, safe, great schools, close to a lot of good shopping	75023	38	Female	African-Amer	5
Nice environment, good schools, and plenty of jobs.	75075	41	Female	Other	27
Because it's a beautiful city. It has wonderful people that live here. We have a lot of wonderful, lovely parks; trails, bike trails, so forth and so on. Supposedly our schools are good schools. My granddaughter goes to the West Plano High School near the toll way, and she's a great student and she's studying all the time. Which is, I think, as it should be.	75023	76	Female	Other	30
Clean and safe.	75024	63	Male	Other	25
The atmosphere here is very good. Everything is built, especially where I live in Southwest Plano, I have convenience. I don't have to drive very far, because I have the hospitals, I have the stores, I have the malls.	75093	73	Female	Anglo	38
When I first came to Texas, I lived in Dallas and I didn't like the environment. I was working out here and I liked it. I'm still here in Plano. No.	75074	80	Female	African-Amer	20
Because of the environment for families. No that's about it.	75023	53	Male	Hispanic	36
It is a winning place to live because I'm happy here. It covers everything I need, I have it all right here for me and don't have to go anywhere else. I think it's pretty, I love our little Downtown Plano and I love the farms in the middle of town practically on Park and Custer. I love that ranch there that keeps our feet on the ground and lets city folk know how us country folk live. That's about it.	75025	92	Female	Anglo	40
Vibrant city, well educated population, good business opportunities and a safe city.	75023	66	Male	Anglo	21
The neighborhoods are beautiful and people are respectful for the most part. It's clean and convenient. I don't have to go far from my house to get to anything.	75023	60	Female	African-Amer	7
The good environment, good schools, basically everything thing you need. Good family oriented things to do. Good night life, good restaurants and you don't have to leave out of town for these things.	75093	40	Male	African-Amer	13
A beautiful and safe city, no complaints.	75025	38	Female	Anglo	5
Clean and friendly and the shopping and schools are good.	75074	38	Female	Anglo	10
Pretty place, not many crimes.	75024	Refused	Female	Other	12
It's clean. There's a lot of stuff to do here, it's a nice area. There's parks, it's a nice place to go, and the surrounding areas have a lot to offer.	75024	52	Male	Anglo	5
Lifestyle	75093	67	Male	Hispanic	19
Quality of life is good	75025	62	Male	Other	35
Quality	75024	30	Female	Other	10
Quality of life	75024	48	Male	Anglo	0
Quality of life	75023	54	Male	Anglo	26
The quality of life, the cost, business, community affairs; it's all good.	75075	75	Male	Anglo	15

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
We have a good quality of life, low crime, and great schools. No.	75024	47	Female	Anglo	20
Because it's fantastic. It has everything you need here. They keep the place up, they're doing new things, I have absolutely no complaints. I'm not missing anything as far as I sit there and go, man I wish we had something Allen had or that Dallas had or whatever, none of that.	75025	46	Male	Anglo	19
The quality of life in Plano is good.	75093	53	Female	Anglo	20
Good quality of life, very little crime, public transportation is good with DART, and the school systems are outstanding even though I don't have kids in school anymore. I think the city is very well run, I think the taxes are put to good use, I think the city is a good city to live in with the people running it.	75075	76	Male	Anglo	43
Nice place, good quality of life and respect.	75024	65	Male	Other	7
Quality of life is excellent compared to other cities. Friendly and helpful employees.	75093	72	Male	Anglo	21
It's one of the best places to raise a family, to live. Quality of life.	75074	44	Male	Anglo	3
Has good quality of life, neighborhood, and a good mix of cultures.	75074	35	Female	Other	5
Quality of life here is better than near by cities. Great businesses and family life.	75093	19	Female	Anglo	19
Good balance of family life and work life. Good education and opportunity for jobs.	75023	35	Female	Other	30
Quality of life life is good, crime is low.	75023	40	Female	Other	15
It has everything I need, hospitals, doctors, community. It's safe. No, I've been here thirty-four years and have no desire to leave. Obviously, I like it. No.	75025	64	Female	Anglo	34
They have everything you need in Plano. Like I said, the medical and the hospitals are great. I'm elderly. No, I think that's it.	75023	83	Male	Other	5
Right now, at this point in my life, it's because of healthcare and other services. No.	75023	73	Male	Anglo	40
sdffsdfd fdsf	75024	37	Male	African-Amer	4
I've already answered that	75025	61	Female	Anglo	14
dsfsdfsdf	75093	40	Female	Other	12
uyt6r5dfcv bmu8y7tfcv bnjjiuy7t6rtfgcvb	75024	32	Female	African-Amer	5
H	75025	19	Male	Other	9
You've already asked that question. I've already answered it.	75093	77	Female	Anglo	21

Q26 - Please tell me in your own words why you think Plano is a winning place to live.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I think that they waste money on art. There is this modern art they have sitting out there and it's eighteen feet high and maybe four feet wide, I don't know how much they spent on it but I'm sure our tax dollars went to buying it. They put up so many of them, it was ridiculous. Then the lighted street signs I think is ridiculous, I've never seen a city with that. They should take the money they were spending on that and fix some of the street lights, or put up more street lights in the subdivisions that need it instead of having such low light areas, maybe it would deter those areas from having crime. A winning place to live I think is the community where people pull together and are friendly, it's more like a family type thing. People care about each other and help each other out, we also have a very good police force so I feel safe, I think it's a very safe city. We have good trash collectors, they pick stuff up so you don't have to worry about disease from your trash or trash drug throughout the street.	75074	62	Female	Anglo	25
Because it's not Richardson.	75023	23	Female	African-Amer	4
I don’t know	75024	23	Female	Anglo	6
I don't know. I don't know.	75024	42	Female	Anglo	10
I don't know. No.	75093	69	Male	Other	20
I don't know. No.	75023	52	Female	Other	1
I really can't think of anything.	75075	71	Male	Anglo	40
I don't know. No.	75025	62	Female	Anglo	24
I don't know. No.	75075	68	Female	Anglo	36
I don't know.	75023	47	Female	Anglo	20
I don't know.	75074	45	Male	Anglo	5
I don't know.	75243	22	Female	Anglo	20
I don't know.	75024	Refused	Female	African-Amer	Refused
I'm not sure.	75075	34	Male	Anglo	3

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
volunteer at Senior Center	75023	77	Female	Anglo	43
I volunteer at local food banks, volunteer on a regular basis at a Children's hospital in Plano. And volunteer at my church.	75075	75	Female	Anglo	43
Active in events around the community	75024	32	Female	Anglo	2
Volunteer and blood drives	75025	22	Female	Anglo	21
community service	75024	29	Female	Hispanic	28
I volunteer for the schools in Plano district.	75024	39	Male	Other	4
Donations	75024	56	Female	Anglo	10
Volunteer	75024	30	Female	Other	10
Run a non profit	75075	64	Male	Hispanic	16
Volunteer at events, go to city events.	75023	28	Male	Anglo	25
I volunteer. I attend all social events in Plano.	75023	63	Female	African-Amer	13
donate clothes and help fund raise for schools.	75075	56	Female	Other	12
I volunteer and help make my community more beautiful. I also volunteer and help the community by sometimes organizing events for the whole neighborhood.	75025	18	Male	Other	3
Volunteering	75024	24	Male	Other	2
Volunteer, keep up to date on issues	75075	39	Female	Hispanic	25
I volunteer in my city. I attend community events. I encourage our Fire and Police officals.	75023	63	Female	African-Amer	13
Volunteered at schools	75093	71	Female	Anglo	15
I volunteer at a food pantry	75025	57	Female	Anglo	15
Volunteer locally	75025	52	Female	Anglo	16
Volunteering.	75074	23	Female	Other	22
Active member of an AARP chapter. I do that and I also work with the recreation center.	75074	80	Male	Anglo	41
I'm currently training a therapy dog, so I'll be visiting assisted living facilities with the dogs to help provide a better quality of life for the older people.	75023	54	Female	Anglo	29
I volunteer. My kids are out of school so I don't have anything to do with the schools anymore.	75023	71	Female	Anglo	39

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I haven't been so much lately, but I have done stuff before; but a lot of times I would go into Dallas, and I like to feed the homeless. It's very close, but there's homeless people around here, and I see where they are, and I've actually gone and dropped off stuff to some of them. I was really involved in the school system, and I loved it. And I was very involved in politics and I really liked that, and I'm going to get back into that again.	75075	62	Female	Anglo	27
I engage by volunteering for Plano cleanup drives, and I also volunteer at libraries.	75025	50	Male	Other	7
I do community service. Twice a year, I try to do community service, and that's pretty much it. No.	76017	46	Male	Anglo	0
I volunteer at the schools, volunteer at church, volunteer at the park, the library. I try to engage everybody. No, that's all.	75024	53	Male	Anglo	4
I volunteer at the senior center. I volunteer down at the senior center.	75075	78	Male	Anglo	10
Having meals for people that are stuck in their homes.	75093	79	Female	Anglo	25
I've done a lot of volunteer work, and I've volunteered in the various nursing homes around here, and I try to help out and drive people to their doctors and everything. Yeah, I try to help.	75093	73	Female	Anglo	38
I volunteer at a foster home, I go to church, I vote. Those are the ones that pop into my mind.	75025	55	Female	Anglo	29
I got to a soup kitchen for the homeless. That's what I do.	75023	36	Female	Other	15
By volunteering and probably just getting to know my neighbors. I volunteer for the city of Plano, the volunteer program through the city.	75023	53	Female	Anglo	20
I volunteer at senior centers and schools.	75093	63	Female	Anglo	6
I work, I do things over at the food bank, and I also work over at the shops at Willowbend with the North District Arts, and I do all kinds of things there. I try to give as much as I can. As a retired citizen, my goal is to give back to the community as much as I can at this point in time in my life.	75023	75	Male	Anglo	35
I provide healthcare, so I would say I serve my community.	75075	59	Male	Anglo	16
I'm personally involved with two organizations that do a lot of charity of work. I'm with the Knights of Columbus. In fact, we just concluded our most successful bingo night ever. I just delivered the last of my thank you letters to my thirty-four restaurant donors and that's how I'm involved in that on a big basis. I also work with St Marks Catholic Church on charity events. I'm heavily involved in church related activities.	75075	76	Male	Anglo	43
I give donations. I do a lot of that, giving to donations, I help with the children. Different things like that. I help with schools and stuff.	75074	55	Female	African-Amer	12
I used to volunteer, I attended the Plano citizen's police academy, used to be an active member of the police academy alumni association, the Collin County Reserve Corp, the Texas state guard and I've volunteered a lot. Unfortunately I'm not very engaged with the community anymore because of my work schedule.	75093	50	Male	Anglo	16
Source of community work and church activities.	75025	35	Male	Other	18
I volunteer with the Civil Air Patrol, and there are social events with my career.	75074	35	Male	Other	3
I help out at food banks.	75075	28	Female	Anglo	22

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
We volunteer at the local animal shelter. We participate with our local church, and elementary kids.	75074	32	Female	Anglo	32
Volunteer.	75093	18	Female	Other	8
I engage through community service. I engage through religious practice, participating in communities, and public places.	75093	40	Male	Anglo	9
Do pro bono work and some community service.	75002	38	Male	Anglo	5
Volunteering at the local animal shelter but not in Plano. Using public Libraries. Walking in the Neighborhood because it's pedestrian friendly.	75024	38	Female	Other	12
I volunteer at the local animal clinic and I am a part of the neighborhood watch.	75093	58	Female	Hispanic	19
Volunteer.	75023	43	Male	African-Amer	5
Volunteer, work with the church. It helps with people that cannot afford certain things as far as housing repair or back to school supply stuff.	75025	43	Female	Hispanic	10
I volunteer at food banks.	75093	19	Female	Anglo	19
Volunteer work with churches. Food drive during Thanksgiving times.	75024	24	Male	Anglo	3
I do community service with my family, habitat for humanity and going to animal shelters.	75023	22	Male	African-Amer	22
Volunteer work and do charity.	75023	25	Male	Hispanic	1
Wife works for non-profit. I do most of my shopping in Plano. We utilize public services like the library. We go to the downtown. Restaurants and shopping, movies. Utilize the parks.	75024	58	Male	Anglo	22
I use to be a part of the volunteer board for the city of Plano, several years ago. I attended multiple City Council meetings. They just keep me inform on what is going on. I got a chance to work directly with them when I was appointed on the Volunteer Board.	75024	51	Male	Anglo	17
Run a non-profit organization.	75075	41	Female	Anglo	8
Volunteer through local organizations.	75093	19	Male	Anglo	18
Law abiding and pay my taxes	75025	66	Male	Anglo	22
Research and vote for candidates who promote a more individualistic view than the uniform view being promoted by a few now	75025	56	Male	Anglo	8
Survey input	75074	62	Male	Anglo	16
I vote, I support the library, clean up days	75075	44	Male	Anglo	19
I go to work and I buy things from my community.	75024	21	Female	Hispanic	10

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
voting, volunteer for public activities, support arts, litter control	75023	72	Male	Anglo	23
vote	75075	64	Male	Anglo	29
pay taxes	75093	64	Male	Anglo	21
I pay taxes and use the roads	75025	28	Female	Anglo	27
Voting Involved with schools	75024	48	Female	African-Amer	17
Drive in the traffic.	75023	20	Female	Anglo	1
Watering times	75074	19	Female	Anglo	3
Its good use	75094	29	Male	African-Amer	9
very good	75074	31	Male	Anglo	15
fine	75093	31	Male	Anglo	2
VERY GOOD	75023	28	Male	Anglo	28
I live here	75093	68	Female	Anglo	18
Part time work, considering membership at local rec center for family	75093	48	Female	Other	5
very good	75252	37	Male	Anglo	10
is very good	75252	37	Male	Anglo	15
is good	75252	37	Male	Anglo	36
is good	75252	37	Male	Anglo	36
is good	75252	37	Male	Anglo	36
very good	75252	37	Male	Anglo	10
I vote in all elections. I have participated in zoning board meetings when open to the public; even though, the zoning board never listens to public opinion.	75025	44	Male	Other	20
I pay my taxes and pay attention to what's going on in the city.	75023	73	Male	Anglo	37
Voting	75093	59	Female	Anglo	18
Pay taxes and obey the laws	75025	66	Male	Anglo	22
pay taxes	75023	72	Female	Anglo	42
Pay my taxes on time	75025	63	Male	Anglo	18
Voting and referendums	75093	61	Male	Hispanic	24
i always vote and stay informed	75075	45	Male	Hispanic	18
I pay my taxes. Not really.	75075	75	Male	Anglo	15

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I'm a substitute teacher in Plano schools. I pay my taxes. I try to always shop locally in Plano when at all possible. I give them my tax dollars and I'm extremely involved in my church. That's where most of my friends go too.	75093	63	Female	Anglo	30
I live here and I pay taxes.	75024	65	Male	Anglo	40
I live here and I pay taxes, that's about it. I don't have anything else to say, because I don't do anything else. Yeah sorry.	75093	57	Male	Anglo	22
I pay my property taxes, I vote. That's about it.	75023	53	Male	Anglo	18
I try to vote the bad people out and I try to get other people to vote the bad people out. I don't know, go to the library and the recreational center.	75074	51	Male	Anglo	14
I am involved in the races for city council. I try to encourage my neighbors to oppose apartment communities in Plano. I make my opinions be known regarding our taxes, and I volunteer in our schools and with community organizations. No.	75024	47	Female	Anglo	20
I'm very politically active right now. I'm involved in the current political campaign very strongly. No.	75023	70	Male	Anglo	28
I live here, I engage with my neighbors. I use the recreational facilities. I frequent the restaurants here.	75093	64	Male	Other	10
I pay taxes. I use parks, I use the bike paths that exist. Walking paths. I engage with my neighbors, that's part of the community.	75024	59	Male	Anglo	28
I live here.	75023	53	Male	Hispanic	36
I vote. Not really, just in the neighborhood stuff. When they have neighborhood meetings I am involved in that.	75074	57	Female	Anglo	20
I volunteer to pick up trash, vote, and take the time to do surveys like this. Being a part of the community is the best way to make the change that you want. It's what helps make the community stronger.	75023	35	Male	Anglo	10
Pay my taxes.	75093	20	Female	Anglo	20
Voting.	75074	45	Male	Anglo	5
I live here and shop here. My friends don't work in Plano, but all the services I use are in Plano. My doctor's in Plano. I use the parks.	75024	63	Female	Other	17
Pay my taxes and I try to read local news.	75074	33	Male	Anglo	6
Vote, shop local and go to community events.	75074	44	Female	Anglo	16
I vote at the library, I went to college here.	75025	27	Male	Anglo	10
Politically active, follow local news. I know a lot of people.	75023	46	Male	Hispanic	26
Talking to neighbors	75024	32	Male	Other	4
Safety and crime watch	75075	30	Female	Other	3
Neighborhood activities, library, city parks and recreation centers	75093	52	Female	Anglo	28
Involve more in crime watch.	75093	73	Male	Other	35

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Talk to my neighbors.	75023	44	Male	Other	22
Keeping it clean and recycling	75024	34	Female	Other	4
talking with people around me	75023	28	Male	Anglo	27
where I work I get to know people from m neighborhood and I like to think I am encouraging commerce and good will.	75023	46	Female	Other	7
Eighborhood trash pick up. Boy Scout volunteer	75025	50	Male	Anglo	17
Neighborhood	75075	55	Female	Other	24
Get to know neighbors and support local businesses	75023	40	Female	Other	1
I engage pretty much at the neighborhood level, being a part of our local neighborhood community, staying abreast of local politics and voting.	75023	53	Male	Anglo	15
I participate in neighborhood activities, when we have our community picnic in the fall. I do Meals on Wheels. I was substituting after I retired until this coming year. No, that's about all I do.	75023	72	Female	Anglo	45
I'm friendly with my neighbors. I use the public resources available. I participate in neighborhood events when they're scheduled.	75093	48	Female	Anglo	3
Traffic.	75093	45	Female	Other	12
Probably most neighborhood things. Also I would say Boy Scouts.	75093	52	Male	Anglo	13
Through the neighborhood, through church, through schools.	75074	83	Female	Anglo	50
I've got a couple neighbors around here that I'm familiar with, and we talk. But as far as a bunch of people who are up and down here, I don't know. I know a few people up and down the street that I will stop by and talk to sometimes, if they're out there in the front.	75023	70	Male	Anglo	40
Through interaction with the local community and the local area I live in. Volunteer work, I volunteer for projects where volunteers are required.	75023	70	Male	Anglo	40
I'm involved in the crime watch, the neighborhood crime watch, and I do a little bit of volunteer work at the library.	75074	52	Female	Anglo	10
I say hello to my neighbors when he's walking his dog. I let those people who are walking their dogs do their business in my yard.	75023	70	Male	Anglo	18
I help anybody that's stuck on the side of the road. We know each other. As I said, it's kind of like family around here. We all help, and I try to do as best as I can.	75075	33	Male	Anglo	33
I'm a good neighbor.	75093	53	Female	Anglo	20
I live on the fourth floor and I sit on my balcony and watch the traffic. I go shopping, I do all kinds of things and that's how I engage. I grocery shop, clothes shop. I have family here. I don't know how to answer that.	75025	92	Female	Anglo	40
I talk to my neighbors and that's about it. I take my neighbors to the grocery, the people that don't have cars I take them to the grocery store and doctor's visits and things like that.	75074	66	Female	African-Amer	10
Neighbors and neighborhood.	75074	31	Female	Anglo	5

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I go to meetings in my neighborhood, and I go on walks.	75074	66	Male	African-Amer	14
Available to all my neighbors borrowing tools and references. I am a general contractor.	Refused	39	Male	Anglo	15
My neighborhood group and scouting group. I'm active in the PTA, and my church group.	75024	41	Male	Other	15
Talking to neighbors. Going to HOA events, going to the community recreational center to vote and interacting with local businesses as a customer.	75023	42	Male	Anglo	5
Neighbored activities, nights with school and during the election.	75023	48	Female	Anglo	16
I am a part of my school community and voluntary and I know my neighbors.	75024	50	Male	Other	18
I like to pick up trash when I see it. I belong to my college Alumni association and recruit college students. I do some youth activities with my spiritual group.	75023	60	Female	African-Amer	7
More neighborhood community dinner parties, activities with neighbors, and shop in the city.	75025	41	Female	Anglo	2
Talking to neighbors and attending local community meetings. Helping with crime in the community.	75025	47	Male	African-Amer	18
I'm on different web applications that keep me in touch with my neighbors as well as social groups and my church. That's it, the social groups and my church.	75025	54	Female	Anglo	5
Neighborhood potluck and dog walks.	75025	37	Male	Anglo	9
Great neighborhood and neighbors, great community.	75025	69	Male	Anglo	12
My kids have gone to plano schools for 12 years and I've lived here for 30	75025	51	Female	Anglo	30
I don't really, beyond my job as a PISD employee	75023	42	Female	Anglo	10
School functions	75025	48	Female	Anglo	18
I am an active part of the area schools and Parents and Teachers Association. I am also an active member in my church in Plano that makes a point to serve the community of Plano.	75075	36	Female	Anglo	2
Keep up with education and infrastructure development	75025	48	Male	Anglo	35
I'm involved in the PTA. I volunteer with some organizations, and I guess that's about it. I think it's pretty self-explanatory, just working in the PTA and some volunteer organizations.	75025	48	Female	Other	13
Volunteer at the local schools and volunteer for the Boy Scouts.	75093	52	Male	Anglo	22
I am an active participant in all the discussions that happen within the community, and the neighborhood, the school PTA, and the neighborhood. I keep up with the other departments and what's happening, all of the notifications, any ballots. I'm also informed in the sense that I know them.	75074	41	Female	Other	11
I engage in my community through the schools and church. Basically that, the schools and church.	75074	56	Male	Hispanic	15
I try to help out with some things that go on with the schools. I regularly consult with the police and street services about trying to improve situations that I observe.	75074	59	Male	Anglo	28

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Through public schools as well as through private industry. Not really.	75025	58	Male	Hispanic	3
I have grandkids that are in school, so I'm very up on what's happening in the school system. My daughter and my son-in-law both are teachers in the Plano school system, so I'm very involved with hearing that. I have friends who are on several different boards within the Plano district, so they keep me abreast of what's happening there. As I said, my daughter's father-in-law is City Manager, so I'm privy of that kind of information as well, so I'm abreast of what's happening.	75023	80	Female	Anglo	33
I am involved with schools, I volunteer in schools.	75025	40	Female	Anglo	17
I do stuff with the school moms. Outings with the school moms.	75023	48	Female	Other	20
We participate in sporting activities, we visit with our neighbors, we go to the recreation centers, we do activities with people in the area. That's all I can think of right now.	75025	62	Female	Anglo	22
Local schools, Plano parks and recreation, and local events, local restaurants.	75023	45	Female	Anglo	14
I teach music, work in a church as the music director and teach in schools.	75023	47	Female	Anglo	20
I occasionally volunteer at that school district.	75025	40	Female	Other	16
I teach high school. I go to the library and the park.	75075	41	Male	Other	12
I'm engaged with the school. Mostly in my kids' education.	75023	41	Male	Other	12
Part of the PTA. Active within out community such as Girls Scout and volunteer activities with the fire department and children hospitals. I have attended school board meetings. I am familiar with current school board and government officials and I still vote. Got them to improve the interest of the neighborhood.	75023	35	Female	Anglo	23
Kids go to school.	75093	39	Male	Anglo	2
My whole family lives here and I'm interested and active in school systems, politics, park, soccer fields. Using services like libraries.	75023	72	Female	Anglo	44
Schools and church.	75024	35	Female	Anglo	16
I participate in the kid's school and activities. Try to help the police officers, fire fighters and donating to the causes.	75075	38	Female	Other	16
Not really, not anymore. I used to go to school and volunteer and do community service and help with fundraisers.	75093	20	Male	Hispanic	15
I would through supporting Collin College. Nothing more.	75025	54	Male	Anglo	30
I don't really do much in the community. I mean well since I'm currently going to college. I don't do too much.	75093	22	Male	Other	15
Involved in the schools.	75025	41	Female	Anglo	6
I am an active member of the PTA, and community service and other acts of community service.	75074	38	Female	African-Amer	10
I teach music to young people.	75023	56	Female	Other	6

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
On the PTA board, a member of moms to man action and school board meetings and city council meetings. I attend rally's in Dallas for the causes that I believe in and I'm supportive of political candidates and assist with them.	75024	34	Female	Other	7
I participate in school activities.	75093	35	Male	Anglo	1
Home school teach highschoolers.	75074	34	Female	Anglo	3
Volunteer at school and active in church.	75074	38	Female	Anglo	10
My son plays softball so I attend a lot of ball games at parks and schools, that's it for the most part.	75025	57	Female	Anglo	20
I am a teacher and I engage through extra-curricular activities.	75024	55	Female	Anglo	2
Local public school, parks and recreation center. Officers when I am getting speeding tickets, and engage with police department when I am training them and when paying taxes.	75075	45	Male	Anglo	19
Recreational sports, coaching, Boy Scouts and school activities.	75023	46	Male	Anglo	6
Besides coaching baseball and things of that nature. That's pretty much it right now. I use the library system. I'm not a school crossing guard or any nonsense like that.	75074	75	Male	Anglo	32
I participate with my grandkids in their sporting events. I'm at games at the schools and the parks. As far as anything else, I'm not active.	75074	68	Female	African-Amer	13
I don't know, I do everything here. I go to the hospital here. I go to church here. I go to Independent Living to play Mexican Train dominoes here. I go to the church on Wednesday night for fellowship. I shop at the local stores. I do everything here. Grocery shopping, I don't know just everything. Entertainment, everything.	75023	66	Female	Anglo	41
He does not engage in the community much. He does some coaching with children. Plano sports participation.	75025	42	Male	Anglo	17
I am actually a certified referee for a youth soccer recreation games and tournament games.	75075	39	Female	Hispanic	7
Not very active.	75023	44	Female	Anglo	2
Local church	75075	68	Female	Anglo	24
very active at church, attend dance and gymnatics class and swim class at Carpenter; go to story time/ library events weekly at Davis and others; try to visit most of the area parks for variety.	75025	36	Female	Anglo	24
Church and school volunteer	75093	38	Female	Hispanic	10
Volunteer time at church that impacts local communities	75094	41	Male	Anglo	22
church	75023	54	Male	Anglo	26
I engage in my community through my church, through volunteer efforts, and just spending money in my community. That's it.	Refused	84	Female	Anglo	50
We do a lot of church and the school stuff that we do, a lot of neighborhood events that we have.	75025	51	Female	Anglo	23
Other than being part of a church group, I can't give a good answer to that. That's pretty much it. I travel a lot for my work, so I know my neighbors and I know my church community. That's about it.	75023	62	Male	Anglo	21

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I work, I go to church, I'm involved in my children's school, I volunteer; is that what you're asking.	75023	55	Female	Anglo	30
Well, my husband and I are really active in our church, which is on the other side of town, which is a long way from us, but it's our church. I have been part of the school system, as I said, and I have a lot of organizations that are kind of related to the staff and the current members of the school district and retired teachers, just different organizations, and we do volunteer work in some different venues also that are still part of the school system. That's kind of what my involvement is.	75075	76	Female	Anglo	46
We're involved with a religious organization. I regularly use the recreation facilities, the library.	75093	75	Male	Anglo	13
I'm on the Bereavement Committee at church. That's pretty much it. I do for the community.	75093	67	Female	Anglo	28
I shop, I go to church, I go to my daughter's, from here to Dallas. I don't use the expressway, I use the scenic way. I go to visit friends and the movies. It's been closed for a while, but I used to. No, not really.	75075	76	Female	Anglo	42
I'm very active in my Catholic church, and I'm in many ministries that help a lot of unfortunate people. I do my share, but I've also been very sick lately, and at seventy-nine I do probably more than I should. But it makes me feel good when I do good for others. I think that's why the Mayor wants me on the council. but the whole point is, if I can sit home and not drive over there, and he includes me on every council meeting over the phone, and I hear everything and all I have to do is push a button if I want to interject something; that's a win-win situation for me isn't it. I have my home, my kitchen, my bathroom, my favorite chair, and I didn't have to waste any gas going to and from the council meeting.	75075	79	Female	Anglo	31
Church. Helping neighbors. Reaching out to those in need. Trying to stay informed. If they need transportation to get medication, the grocery store, or things like that; going to the doctor.	75025	70	Female	Anglo	13
I go to church here, I shop here, grocery, clothing, and everything else that's about. I go and vote. I'm a voter.	75075	82	Female	Anglo	43
I belong to several church clubs. I visit the Senior Center and the public library. Right now I don't, but we did belong to the park services where you can go to the gym and pools.	75075	77	Male	Anglo	31
I'm involved in church and volunteer opportunities around the city. I've served on city park committees. No.	75023	63	Male	Anglo	29
We participate in church, public service and in sports but our children are grown now. In the school PTA.	75025	53	Male	Anglo	30
I run an organization that helps people in the community, I am a minister at a church in Plano.	75093	56	Male	Anglo	23
Church.	67213	33	Male	Anglo	1
Go to church in the community. Go to parks.	75075	30	Female	Anglo	23
Purchase work in community and church.	75025	38	Female	Anglo	5
I go to church, do neighborhood activities, volunteer, neighborhood get together events.	75024	51	Female	Anglo	16
Go to religion temple.	Refused	47	Female	Other	10
I am at the pools every day swimming and walking in the park by my house. I frequent all the restraunts around my neighborhood.	75074	62	Female	Anglo	37
Use the parks, belong to RSVP, use rec centers, use library	75025	67	Male	Anglo	30

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
City parks, festivals	75074	64	Male	Anglo	16
using the parks and trail systems. Voting for city officials	75075	42	Male	Anglo	7
community park and playground	75024	33	Female	Other	10
I use my neighborhood and trails to walk every day and there is a senior center nearby that has an exercise room available for free. There are also plenty of places to volunteer.	75075	69	Female	Anglo	24
Parks, meetings	75024	43	Male	Anglo	17
I use the libraries and tennis center.	75093	53	Female	Anglo	24
I love the library. I keep interested in local news and try to keep abreast of what is happening. It's close, there's nothing negative about it. It's got resources. The people there are very interested in helping you. There are a lot of choices that you can make regarding the community and keeping abreast of what's going on.	75093	82	Female	Anglo	15
Somewhat, I'm not really sure to answer that. The park systems are pretty good, I enjoy those. I don't know if this counts, but my church, occasionally we do some trash pick up.	75023	50	Male	Anglo	34
Neighborhood picnics, library, elections, I'm not sure what else.	75093	52	Female	Anglo	24
I occasionally help out at the community garden.	75075	65	Male	Hispanic	35
I volunteer in the family history center, and responsibilities at church. I vote and participate in precinct meetings and senate conventions.	75075	89	Male	Anglo	45
I live and work here in Plano. I use the libraries at least weekly and I use the park system at least monthly. I volunteer in the schools and for various things.	75024	50	Female	Anglo	4
It depends on what it is. The library is not far from my house.	75074	80	Female	African-Amer	20
I go to the health club. Sometimes we participated in the recreation center summer program. Some times we go out of the community to do stuff to. My wife's in a book club. A bunch of ladies get together and they do stuff like that.	75075	57	Male	Anglo	8
We've taken classes at the park and recreation center. That's all. My husband checks out ebooks from the library. No.	75093	66	Female	Anglo	20
I really haven't been doing that much lately. I haven't been able to with my back. I have been kind of inside, so I really can't answer that. I am interested in the library and helping to keep that a gem in the area. It's important. I think they need to get kids more interested in reading, and get them back to learning how to write cursive too in school.	75074	62	Female	Anglo	25
I don't know, I use the facilities. Parks and the recreation center, I guess that's part of the parks. That's about it.	75075	63	Male	Anglo	36
Volunteer in library and churches.	75024	65	Male	Other	7
Go to the recreational center and to the library.	75023	26	Female	African-Amer	21

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I use public library system and go to the parks. I pay taxes and my kids go to school here.	75075	38	Male	Anglo	38
I go to the public library. I go to the community college. I use public transportation, even the dark bus to go to Dallas if it's needed. I go to local businesses and the public park. I sometimes volunteer to work at the state fair.	75074	22	Female	Hispanic	20
Go to the library as well as to the park. Have her children attend events. Her family dines out. They also shop.	75023	30	Female	African-Amer	2
I return my library books on time.	75093	36	Female	Anglo	6
I don't really engage in the community much. I go to the library and park. I sometimes go to different events on Facebook.	75075	37	Female	Anglo	7
I support the library, eat at restaurants in Plano, and spend my money in Plano.	75074	40	Female	Anglo	2
I use the public parks on a weekly basis.	75074	Refused	Male	Anglo	8
By using recreational services or going to the library	75023	21	Female	Hispanic	20
Going to libraries and park events. I go with my child and interact with other people and their kids.	75074	32	Male	Anglo	2
I go to parks, I volunteer when I can, balloon festival.	75074	22	Female	Anglo	10
I live next to dog park and trail, Pokémon community at the park on Pokémon community day, and I'm a teacher.	75023	39	Male	Anglo	4
Through my kids school and recreational centers. Anything that has to do with children.	75093	41	Female	African-Amer	12
A lot of library and rec center time. Just good services.	75074	51	Male	Anglo	14
The parks and recreation and local activities.	75023	35	Female	Other	30
I go to the library, farmer market and church.	75075	38	Female	Other	4
I use the public recreation centers, parks, and playgrounds.	75025	44	Male	Anglo	4
We go to libraries for children's programs, park daily basis, libraries has many activities for my son.	75093	34	Male	Anglo	3
Public library, all the events and public housing.	75025	34	Male	Other	10
Volunteering on a political campaign for a candidate in the area and I take my kids to the park and library. Shopping and regular stuff and going to events.	75074	30	Female	Anglo	2
Going to the park, stores, church, and interact with neighbors.	75023	44	Female	Anglo	20
I go to the gym, recreation center, church, shopping and parks. I get involved in sports. Some people volunteer or coach for soccer teams, stuff like that.	75023	55	Male	African-Amer	20
We use parks and libraries and know some of our neighbors.	75075	52	Male	Anglo	15
Using the parks, public libraries.	75023	40	Female	Other	15
I work for a public pool within the community.	75075	45	Male	Anglo	4
Member of HOA board of directors	75025	79	Male	Anglo	45
Active in homeowners' association	75024	81	Male	Other	23

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Attend HOA meetings and read about local issues.	75093	54	Male	Anglo	20
Community activities such as hoa	75023	71	Female	Other	33
I've been on the board of directors for my HOA for three years. My kids in schools and I coach soccer teams.	75093	60	Male	Anglo	8
I'm a member of the homeowner's board. I vote regularly. I keep up with the views in politics, and I occasionally attend City Council meetings.	75093	77	Female	Anglo	21
I'm a member of the HOA in my area. I'm getting older, I don't do to much for that reason. It's hard to keep my area as neat and clean as I think it should be.	75093	69	Male	Other	20
I'm on boards, I participate in community events, I'm very active in my church and volunteering. No, that's enough.	75075	69	Female	African-Amer	36
I'm president of my HOA.	77502	55	Female	Other	30
I am part of my HOA. I volunteer at the library. I volunteer at a non-profit. Those are just some ways.	75024	50	Female	Hispanic	19
There are some of the social events in our homeowner's community. From that standpoint, some of the events they have in Plano, like the events they have downtown or in one of the parks. The Balloon Fest and some of the other activities. They launch balloons and have activities.	75024	60	Male	Anglo	22
attend local events that are in my community.	75094	44	Female	Anglo	11
I participate in the community events and regularly eat out and socialize in the city	75025	60	Female	Anglo	30
Attending symphony concerts, attending church, using walk/bike paths	75023	66	Female	Anglo	25
Just from multicultural gatherings. Multicultural, Plano has one little bit, the Asian Festival, and the city of Dallas has an art festival. People from different communities can join.	75025	64	Male	Other	35
I don't know. I take advantage of city activities. Downtown activities.	75025	60	Female	Anglo	25
I participate in community events, I volunteer in some community organizations. We do all of our shopping, as much as we can, within the Plano community.	75023	72	Male	Anglo	20
I go to the gym. I go to Old Downtown Plano. I love to visit the historical district. I visit concerts. I go to visit art exhibits and stuff like that.	75023	61	Female	Anglo	45
No engagement at all. I like to watch band concerts like the community band. I go to the park and enjoy the band.	75075	72	Male	Anglo	33
I go to any parties that are scheduled by parks and recreation. They have community days.	75075	19	Female	Hispanic	18
I go to community events in the parks such as festivals or concerts. I hang out at local bars in my area and I participate in local community theater.	75074	36	Female	Anglo	7
Cultural fairs, elections, and town hall meetings.	75025	25	Female	African-Amer	8

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Neighborhood interactions like festivals, and to work out.	75025	37	Female	Hispanic	10
We attend events and use parks regularly. The trails, bluebonnet trails.	75025	35	Female	Anglo	35
I love going to the festivals, like the culture festival.	75074	35	Female	Other	5
The free picnics.	75024	Refused	Female	Hispanic	25
I go to city sponsored events. Especially events that are family friendly. I support the local library. I try to support local businesses in Plano.	75024	34	Female	Other	6
Go to various festivals and celebrations.	75074	31	Male	Anglo	3
Parties.	75024	Refused	Female	Other	12
Work, eat out and shop in Plano	75093	60	Female	Hispanic	26
Supporting local businesses.	75025	70	Male	Anglo	11
Shopping locally	75025	61	Male	Anglo	25
I almost totally spend my money on Plano for groceries, gas, clothing, and food (restaurants)	75093	61	Female	African-Amer	14
I shop/frequent the small owned stores and restaurants over big chains. I want to support the local business owner to succeed.	75023	63	Female	Anglo	13
I live shop and patronize the businesses here	75075	38	Female	Anglo	34
I do most of my shopping and stuff here. I'm retired. Basically just shop and go to restaurants and stuff.	75074	72	Male	Anglo	50
I support my local merchants, if that's something you're looking for. We take part in functions occasionally that the city puts on. I don't know what else to say.	75074	74	Male	Anglo	31
Actually, I'm a disabled person, so I don't mess around with the community at large, for the most part. Can I give you my husband's answer, because he's the one that works. He goes to work everyday and periodically we go out to eat.	75074	57	Female	Anglo	20
Other than shopping and using public transit, and hanging out with the neighbors. I'm not on the HOA, the school board, or anything like that. It's pretty much just shopping, using public transit, and driving on the roads. There's not a whole lot of engaging with the city.	75025	46	Male	Anglo	19
I don't have much time for that. I work seven days a week. The only way I engage is by shopping and helping the restaurants and things like that when we use them. Well, we eat out once or twice a week.	75093	67	Female	Anglo	11
I don't know what you mean. I go to get groceries, I take my kids somewhere or they take me somewhere. They go to work. That's how it is. Not much; work, work, work.	75023	76	Female	Anglo	15
Going shopping. I work in Plano too.	75025	43	Male	Other	Refused

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
In my car. If I have any interaction, I would have to drive there. I'm not a walk up and down the street person, yet. I don't go to church, I don't have any kids in school. Really, I don't engage except to go shopping. I don't know what else I would engage, or how I would engage with it.	75074	74	Female	Anglo	Refused
I do all my shopping in Plano. I go to the library. That's about it, I'm stuck at home taking care of my mother, she's an invalid.	75023	61	Female	Anglo	30
We shop, we go to church, we see our friends. We enjoy living here, it's our town. I work out of my house, my husband goes to work everyday in a normal job. I don't commute in traffic, but he does. He also commutes in off times.	75024	62	Female	Anglo	7
We really don't. We're retired. We go out to eat all the time, we go to movies, we go to different things.	75075	68	Female	Anglo	36
I live and shop here.	75075	65	Female	Other	22
I don't know. I just got retired. I go to the wine and dine in downtown Plano.	75093	61	Female	Anglo	25
Go eat at restaurants, volunteers in other cities, vote in every election big or small.	75024	43	Female	African-Amer	3
Frequent the restaurant and retail establishments.	75024	42	Male	Anglo	1
I try to stop at local shops and I try to use local employment. I like to shop at the small businesses.	Refused	54	Female	Anglo	4
Live and work and frequently dine in Plano and drive in Plano.	75024	44	Male	Anglo	19
Financially support business.	75093	44	Male	Anglo	15
I shop, visit the parks, and use the dog park. We need more dog parks.	75075	59	Male	Anglo	20
I own a business and employ forty-six people.	75075	39	Male	Anglo	9
I'm a part of the economy. I shop, essential starting point of every community is business.	75023	22	Female	Anglo	19
Going to local shops and local business. Going to high school football games.	75075	36	Male	Anglo	2
Right now the only thing I do in the community is spend my money with shopping.	75074	41	Female	African-Amer	0
I don't have much engagement, only when I go shopping.	75075	60	Male	Anglo	53
I shop and go to local businesses.	75024	52	Male	Anglo	5
Scouts, sports, schools	75075	48	Female	Anglo	35
I'm active in boy scouts and parks. That pretty much sums it up, I've been doing boy scouts for sixty years.	75075	80	Male	Anglo	40
Community service, Girl Scouts, helping out in charity drives and church. I do a lot of things.	75024	54	Female	Anglo	3
Maintain property, pay taxes	75075	51	Male	Anglo	38
We use the Senior Center; walk daily in Hohenzelle Park; we stay in touch with our neighborhood through NextDoor Cross Creek website; we walk our dogs regularly in our neighborhood.	75025	75	Female	Anglo	8
Just provide feedback m on Nextdoor	75093	44	Female	Anglo	14
The only way I engage to the community is next door.	75023	60	Male	Anglo	30

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Active in the next door program. Homeowner board.	75093	72	Male	Anglo	21
nothing	75074	49	Female	Anglo	38
I don't engage.	75024	35	Female	Anglo	20
I don't really do anything in my community right now. I would love to figure out what I can do. I would love to be active in my community.	75023	45	Female	Anglo	39
none	75074	56	Female	Other	20
nothing	75075	70	Female	Anglo	40
I don't	75024	57	Male	Anglo	23
Very little engagement.	75025	71	Male	African-Amer	20
N/A	75025	61	Male	Anglo	25
none	75025	81	Male	Other	27
NA	75093	56	Male	Anglo	38
TOO MANY HEALTH ISSUES TO PARTICIPATE	75075	80	Female	African-Amer	11
None	75025	33	Male	Hispanic	9
N/A	75023	26	Female	Anglo	21
No opinion come to mind at this moment	75023	43	Male	Other	3
None	75074	39	Male	Anglo	7
NA	75023	28	Male	African-Amer	19
none	75093	60	Male	Other	30
I don't engage presently	75093	69	Female	Anglo	1
na	75025	58	Female	Anglo	20
none	75023	71	Female	Other	28
na	75093	53	Female	Anglo	2
i dont	75023	44	Female	Hispanic	28
None	75025	58	Female	Other	20
I don’t really. I want too though.	75023	38	Female	African-Amer	5
New here	75024	48	Male	Anglo	0

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
Nothing	75075	52	Female	Other	15
I don't	75023	52	Female	Anglo	5
none	75023	65	Male	Anglo	21
Senior Center activites	75075	73	Male	Anglo	30
N/a	75093	54	Female	Other	21
not much involvement.	75075	41	Female	Other	27
I really don't.	75094	50	Male	Anglo	6
I don't	75093	35	Female	Anglo	23
No comment.	75075	Refused	Female	Other	8
Not much. I read community newspapers, but I don't participate in any specific meetings and things like that.	75024	61	Male	Other	20
I don't engage in my community.	75074	68	Male	Other	40
Not very much, I just live here.	75024	70	Male	Anglo	7
I don't engage in my community as much as I should.	75024	52	Male	Anglo	4
I don't get out much.	Refused	77	Male	Anglo	10
I don't have any personal community involvement at this point.	75075	71	Female	Other	15
Actually, I just moved here so I can't really tell you. I know a lot about Plano; I lived here before, but that was in a complex. Now I'm in a house.	75075	44	Male	Other	0
Probably in no way.	75025	78	Female	Anglo	41
I play in a community band.	75023	53	Male	Anglo	17
I don't. I will pass on that. They have plenty of churches, which I like. I go for walks, I'm a loner.	75025	73	Female	Anglo	30
I don't.	75024	63	Male	Other	25
I don't. No, I don't guess so, not really. I go to parks, but no.	75074	56	Male	Anglo	47
I'm in my seventies and I don't really interact with my community, other than just my family. I don't drive anymore, so I don't interact with the community like I did when I was younger, when I was using the libraries and the community services more.	75025	74	Female	Anglo	20
Not really anything. I live here and I do a lot of my work outside of Plano. No, everything I care about is outside of Plano actually, just outside of Plano too.	75075	30	Male	Hispanic	23
I don't engage much. Like I say, I'm over eighty-three years old, and I don't do anything.	75023	83	Male	Other	5
At my age, I'm not really strongly engaged in the community, although I did perform a lot of services twenty years ago. I was engaged, but now I'm not.	75023	85	Male	Anglo	40
I really don't.	75075	57	Male	Anglo	31
Being retired, and my kids are grown, I don't really associate that much anymore; I volunteer politically, but that's about it.	75023	70	Female	Anglo	40

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I don't engage in my community. I really don't have anything. No, I'm not.	75023	73	Male	Anglo	40
I'm not very active in community affairs.	75093	60	Male	Other	20
I don't. I've used the community center before but I don't really, I don't know. I go to dinner. The neighbor's dog kept getting out, that was the one that was eaten by the bobcats. Animal Services were fine, they won't do anything with the bobcats but they went to that woman's house several times and they didn't care to watch their dog and it got eaten. Yes I do engage with them there.	75093	44	Female	Anglo	13
Not really a whole lot, to be honest with you.	75074	64	Male	Other	19
I don't really do any outreach, I just enjoy living in this city.	Refused	63	Female	Anglo	15
This one is gone from me, I just had a stroke.	75093	81	Female	Anglo	20
I don't much. Nothing.	75093	60	Male	African-Amer	21
No.	75075	69	Male	Other	34
Well at my age I'm not really that engaged. I'm engaged in a lot of things, and I'm very active in a lot of things.	75025	85	Female	Other	11
I don't do much to engage in the community.	75025	30	Male	Anglo	20
I don't think that I do.	75023	54	Male	Other	27
I don't know. No.	75025	67	Male	Anglo	13
I'm not into politics, I don't follow city hall, so I'm not really engaged I would think.	75074	77	Male	Anglo	42
I don't know. No.	75025	62	Female	Anglo	24
Nothing.	75093	Refused	Male	Anglo	30
I'm eighty-six years old, so that's a question with a difficult answer.	75075	86	Male	Anglo	45
I'm not sure how to answer that. I think we pass.	75025	64	Male	Anglo	23
I try to avoid in engaging in Plano, I avoid people here as much as possible. I'm not antisocial by nature, I'm anti-multicultural.	75024	60	Female	Anglo	24
I'm retired. I live in a retirement facility and I do the things that they have available within the retirement facility.	75024	87	Male	Other	4
I don't.	74074	59	Male	Anglo	2
I don't really think I do engage in my community. I'm retired, so there's not a whole lot that I do anymore.	75074	83	Female	Anglo	47
I've been retired twenty-four years now, and I have never lived in this community except here in this retirement community. I'm very active, but it's a very small sample of Plano.	75093	84	Female	Anglo	4
I'm not sure what that means, what does it mean to engage in my community. Not really, no.	75093	Refused	Female	Anglo	32
I really don't engage in my community at all.	75075	72	Male	Anglo	30
Not a lot. I wish I was doing more.	75023	Refused	Female	Other	5
Doesn't really do anything.	75093	41	Female	Other	9
Nothing.	Refused	41	Female	Other	35

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I do not.	75093	Refused	Female	Hispanic	18
I really don't engage in my community.	75093	58	Male	Anglo	3
Construction is slowing everything down so it needs to be finished. I have no idea about engaging in my community.	75025	56	Male	Hispanic	18
I don't.	75023	59	Male	Anglo	25
Nothing.	75023	23	Female	African-Amer	4
None.	75074	30	Female	Hispanic	4
I don't.	75024	30	Male	Anglo	6
Don't engage in anything.	75074	72	Male	Hispanic	8
I don't really know how to answer this one. I don't do much outside the house.	75074	34	Female	Anglo	7
I don't engage, I'm new to the area so I'm unsure what there is to do. I don't know a lot of people, I moved here for work.	75025	32	Female	Other	1
I don't really.	75093	Refused	Female	Anglo	10
I'm not involved.	75074	57	Male	Hispanic	38
I don't really engage with the community.	75024	52	Female	Anglo	20
I don't.	75074	56	Female	Anglo	16
I haven't engaged in the community.	75075	42	Female	Other	9
I don't engage in my community.	75093	40	Male	African-Amer	13
I don't really.	75025	28	Female	Other	4
Not very much directly.	75023	33	Male	Anglo	4
I'm not active.	75074	64	Female	Anglo	39
I don't really.	75023	23	Female	African-Amer	1
I don't engage in community.	75075	71	Female	Anglo	35
I'm not real involved in the community.	75093	73	Female	Other	10
I don't engage in the community.	75025	55	Male	Other	4

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I attend city sponsored meetings from time to time, try to stay informed of what is going on, am myself and wife good citizens who obey the rules.	75075	74	Male	Anglo	30
Contact the mayor and public works	75025	69	Male	Anglo	32
I am part of a community Facebook page and others may post info on new city initiatives and I follow up with more info and see if I can submit an email to the city in response	75093	38	Female	Hispanic	4
We're involved with the city. We call the city council members, we call the city hall, and we call the city departments. I do interface with our city.	75093	64	Male	Anglo	30
I go to city council meetings. I follow p and z issues. I'm active in my church.	75093	70	Male	Anglo	40
The city council.	Refused	52	Female	African-Amer	7
I go to city council meetings and voice my opinion. Most of that's about it. With the neighborhood organizations here.	75093	71	Male	Anglo	10
Attend public hearings and meetings. Read newsletters from community and keep up with local government.	75024	42	Male	Anglo	12
Watch city council and meet peers.	75023	34	Male	Anglo	2
I attend city council meetings, utilize the parks often, and regularly vote in local elections.	75074	44	Male	Anglo	3
Watch the council meetings.	75074	35	Male	Anglo	8
The kids that have no parents because parents aren't prepared for them. The foster system.	75074	67	Female	Anglo	33
community group	75075	52	Female	Anglo	23
I engage in a number professional organization in Plano, professional development programs. I'm involved with some professional discussion groups on artificial intelligence.	75075	52	Male	Anglo	9
Public interests groups, I'm somewhat active in local politics. I'm very active in a program called Angel Flight. That's about it.	75075	38	Male	Hispanic	15
Presentations at Collin County College and the Plano Event Center when the city has put on speakers, not only when people are running for office, but for example, the Oak Point development that's going to happen on the east side. To hear what's going on over there and when they're going to change the roads, they had a big thing about changing the park here. We attended those meetings. Stuff like that.	75024	71	Female	Anglo	31
Active in local political organizations and active in local public organizations.	75023	66	Male	Anglo	21
Meet up groups or help build fences for people.	75074	32	Female	Other	5
My wife and I are local artists. We play music and the arts. I play in local bands and used to be a teacher in Plano.	75023	38	Female	Anglo	47
I am part of Collin County Realtor committee and I am in an outreach in community.	75024	57	Female	Anglo	30
good	75074	36	Male	Anglo	10
Good	75024	26	Female	Other	5
Good	75024	41	Male	Other	5

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I don't drive that much. I live 2 minutes from work	75023	38	Male	Other	10
dfsfsdfsd	75093	40	Female	Other	12
the idiot who plans the road repairs should be drawn and quarteded	75075	74	Male	Anglo	44
iu8y7t6rftcv bmjuiytyfgv bnjiuyutyfgcvb n	75024	32	Female	African-Amer	5
G	75025	19	Male	Other	9
I haven't eenn any improvement so far	75075	54	Female	Anglo	30
Save time	75025	37	Male	Anglo	25
.,	75075	66	Male	Anglo	13
dsfsdfsd dsfsdfadf	75023	43	Male	African-Amer	5
I couldn't give you a good answer.	75075	34	Male	Anglo	7
Sure.	75074	61	Male	Anglo	22
I can not hear you.	75074	87	Female	Anglo	51
I can't say.	75023	52	Female	Other	1
I don't have an answer for that.	Refused	60	Male	Other	23
I listen to the Town Hall calls because it gives me updates on what is going on and I can ask questions on any concerns that I have.	75075	58	Male	Anglo	42
I can't right now, I just had knee surgery so I can't answer that right now.	75074	56	Female	Anglo	30
I don't understand the question. I'm not coming up with anything. I'm not exactly sure what context it's talking about.	75075	71	Male	Anglo	54
I don't know how to answer that. I have no problems with that at all, I can drive my own cars. Nobody bothers me. I can walk. It's a very safe place and I like it.	75075	81	Female	Anglo	42
I don't have anything to say on it.	75075	71	Male	Anglo	40
That's it.	Refused	57	Female	Anglo	40
No comment.	Refused	Refused	Male	African-Amer	Refused
I actually used to be part of CPS.	75074	32	Male	Hispanic	17
I go to work by driving and come home and drink beer.	75093	54	Male	Anglo	40
Unsure	75093	67	Male	Hispanic	19
na	75025	58	Female	Anglo	21

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
no answer	75023	57	Male	Anglo	16
The question is ambiguous	75025	48	Male	Anglo	34
None I'm afraid	75025	62	Male	Other	35
none	75093	68	Male	Other	36
none	75023	55	Male	Hispanic	22
sfd sf sd	75024	37	Male	African-Amer	4
trsdfh	75024	70	Male	Anglo	30
I dont	75024	68	Female	Anglo	24
no comment	75093	60	Male	Other	29
I go to work, I come home, not much else I can afford to do here	75093	60	Female	Anglo	25
Not sure what you mean	75025	61	Female	Anglo	14
Not sure what you mean.	75023	69	Male	Anglo	5
Not sure your meaning.	75024	68	Female	Anglo	25
I don't know	75024	23	Female	Anglo	6
not sure	75023	49	Female	Other	6
i do not know	75023	37	Male	Anglo	15
i do not know	75023	37	Male	Anglo	18
i do not know	75023	37	Male	Anglo	20
I don't know. No.	75074	42	Male	Anglo	7
I don't know what you mean. I don't know what that means. Sorry, I have to pass.	75023	76	Female	Other	30
I don't know. No.	75024	42	Female	Anglo	10
I don't know. No.	75024	64	Male	Other	20
I don't know. No.	75093	70	Male	Anglo	22
I don't know. No.	75023	29	Female	Anglo	10
I don't really know. Not really, I'm better at multiple choice.	75025	64	Female	Anglo	34
I'm not sure I know what you mean by engage in your community.	75024	62	Male	Anglo	29
I don't know.	7509	39	Female	Anglo	6
I don't know.	75243	22	Female	Anglo	20
not certain	75024	Refused	Male	Anglo	25
I don't know.	75075	30	Male	Anglo	5

Q38 - Please tell me in your own words the ways in which you engage in your community.

	ZIP	AGE	GENDER	RRACE	D4 (Length of residence)
I don't know.	75024	Refused	Female	African-Amer	Refused
I don't know.	75075	32	Male	Anglo	9
I don't know.	75093	Refused	Male	Other	6
I don't know.	75075	36	Female	Hispanic	4
I don't know.	75075	34	Male	Anglo	3
I don't know.	75074	76	Male	Other	3
I don't know.	75025	38	Female	Other	13

PLANO SURVEY

BASELICE & ASSOCIATES, INC. STUDY # 18536 Plano V%
CONFIDENTIAL DOCUMENT
N equals 502 respondents

Phone: Hello, I am _____ of Baselice & Associates, a national survey research firm, and we're listening to people long distance today to get their opinions and advice on issues facing us all. We would like to include your responses to this survey, which will be kept confidential, with the responses of several hundred other people such as yourself.
Internet: Thank you for helping us with this survey. Your responses will be kept confidential. Please do not try to go back and change your answers as doing so may invalidate your responses.

A. Are you a resident of the City of Plano?
If No, ask: Is there someone else at home who is a resident of the City of Plano?
(If Yes, ask: May I speak with that person? And return to introduction)

Yes **(to B)**
No **(vol) (thank & terminate)**
Unsure / refused **(vol) (thank & terminate)**

B. Are you, or is anyone in your household, employed in the news media or a market research firm?

Yes **(thank & terminate)**
No **(continue)**

C. Please **(Phone:** tell me **/ Internet:** indicate**)** if your present or past field of employment was with... **(Randomize questions)**

Yes	No	Ref.	
12%	88%	0%	The City of Plano
12%	88%	0%	Collin County

(Phone: Now I would like to read you the names of several groups or organizations. For each one, please tell me whether you have a positive or a negative impression of them. Here is the first name... **/ Internet:** Please indicate whether you have a positive or a negative impression of the following groups or organizations.**) (Randomize names)**
Wait for response, then ask: Would that be a strong or just somewhat (positive/negative) impression?

		POSITIVE			NEGATIVE			No
		Strong	Smwht	**Total**	Smwht	Strong	**Total**	Opinion
1.	The City of Plano	66%	26%	**92%**	3%	2%	**5%**	4%
2.	Collin County	55%	36%	**92%**	2%	1%	**3%**	5%
3.	Your neighborhood	68%	27%	**95%**	2%	1%	**3%**	2%
4.	The state of Texas	55%	31%	**86%**	6%	3%	**10%**	4%

(End randomization)

5. Which of the following levels of government provides programs and services that impact your daily life the most? **(Randomize choices)**

46%	The City of Plano
13%	Collin County
16%	The state of Texas
18%	The federal government
7%	Unsure / refused **(Phone: vol; Internet: show)**

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6. Do you think things in Plano are going in the right direction or not? **If choice made on phone, ask:** Do you feel strongly about that?

37%	Right direction / Strongly
40%	Right direction / Somewhat
77%	TOTAL RIGHT DIRECTION
8%	Not / Somewhat
8%	Not / Strongly
16%	TOTAL NOT
7%	Unsure / refused **(Phone: vol; Internet: show)**

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7. Regardless of your last answer, please **(Phone:** tell me **/ Internet:** use the space below to type**)** in your own words your favorite thing about Plano. **(Phone probe: Please tell me more about that)**

TO BE CODED

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8. Regardless of your last answer, please **(Phone:** tell me **/ Internet:** use the space below to type**)** in your own words the one thing that you would like to fix, change or improve about Plano. **(Phone probe: Please tell me more about that)**

TO BE CODED

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9. In terms of quality of life, would you say the quality of life in Plano is... **(Randomize first two choices)**

77%	Better than other area communities
2%	Worse than other area communities
19%	About the same
2%	Unsure / refused **(Phone: vol; Internet: show)**

VERSION K: Ask Questions 12-18 before Question 19
VERSION L: Ask Question 19 before Questions 12-18

Please **(Phone:** tell me **/ Internet:** indicate**)** whether you are satisfied or dissatisfied with the job being done by each of the following in the City of Plano. If you do not recognize one of them, **(Phone:** just say so. For example, are you satisfied or dissatisfied with the job being done by the... **/ Internet:** just indicate that**) (Randomize names)** **Phone: Wait for response, then ask:** Would that be a strongly or somewhat (satisfied / dissatisfied)?

		SATISFIED			DISSATISFIED			No Opinion	Never
		Strong	Smwht	**Total**	Smwht	Strong	**Total**	/ Neutral	heard of
10.	Mayor and City Council	22%	37%	**58%**	8%	7%	**15%**	23%	3%
11.	Plano Department of Parks and Recreation	61%	25%	**86%**	3%	1%	**4%**	9%	1%
12.	Plano Police Department	63%	26%	**89%**	4%	2%	**6%**	4%	0%
13.	Plano Water Utility Services	35%	45%	**80%**	8%	5%	**12%**	7%	0%
14.	Plano Public Works such as street repair	24%	43%	**67%**	17%	9%	**26%**	6%	0%
15.	Plano Environmental Waste Services such as trash and recycling	52%	34%	**87%**	6%	3%	**9%**	4%	1%
16.	Plano Libraries	62%	18%	**80%**	1%	1%	**2%**	17%	0%

(End randomization)

17. Which one of the following is the most important issue facing you and your family here in Plano that you would like city officials to address? **(Randomize choices) If choice made, ask:** And which is the next most important issue?

QA Most	QB Next Most	Total	
22%	12%	34%	Local taxes
6%	7%	13%	Jobs and the economy
12%	13%	25%	Growth and development
12%	11%	23%	**(Phone:** K through 12 **/ Internet:** K-12**)** education
4%	9%	13%	Crime
25%	24%	50%	Traffic and transportation
12%	15%	27%	City infrastructure
3%	2%	5%	Other **(Phone: vol; Internet: show)**
4%	3%	7%	Unsure **(Phone: vol; Internet: show) (to next Q)**
	4%		No second response

Please **(Phone:** tell me **/ Internet:** indicate**)** if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements. **(Phone:** Here is the first statement...**) (Randomize questions)**

			AGREE			DISAGREE			Depend		Net
			Strong	Smwht	**Total**	Smwht	Strong	**Total**	/ No Diff. **(vol)**	Unsure **(vol)**	Agree
18.	Plano has an affordable housing issue.		28%	27%	**56%**	19%	10%	**29%**	4%	11%	+26%
19.	My City of Plano property tax dollars	**Ver X:**	23%	40%	**62%**	14%	10%	24**%**	5%	9%	+38%
	(Ver X: are being put to good use /	**Ver Y:**	13%	39%	**52%**	17%	11%	**28%**	6%	14%	+24%
	Ver Y: are used wisely and efficiently**)**.	**Total:**	18%	39%	**57%**	16%	10%	**26%**	6%	11%	+31%
20.	I feel a shared sense of community in Plano.		40%	41%	**80%**	9%	3%	**12%**	5%	2%	+68%
21.	I feel like Plano has everything I need.		53%	38%	**90%**	6%	2%	**8%**	1%	0%	+82%
22.	My quality of life will improve if traffic in Plano can be improved.		54%	27%	**81%**	8%	2%	**11%**	7%	1%	+71%
23.	We need to maintain a certain amount of growth to remain viable relative to neighboring communities.		34%	37%	**70%**	13%	10%	**23%**	4%	3%	+47%
24.	We need to stop or slow down growth even if it means fewer people and jobs moving here.		19%	24%	**42%**	27%	23%	**50%**	4%	4%	-7%

(End randomization)

25.	Plano is a winning place to live.	58%	33%	**91%**	3%	2%	**5%**	3%	1%	+86%

IF VALUES 1 or 2 in PREVIOUS QUESTION, ASK:

26. Please **(Phone:** tell me **/ Internet:** use the space below to type**)** in your own words why you think Plano is a winning place to live. **(Phone probe: Please tell me more about that)**

TO BE CODED

Please **(Phone:** tell me **/ Internet:** indicate**)** if you strongly favor, somewhat favor, somewhat oppose or strongly oppose each of the following. **(Phone:** For example...**) (Randomize questions)**

Phone: Wait for response, then ask: And is that strongly (favor / oppose) or just somewhat?

		FAVOR			OPPOSE			No		Net
		Strong	Smwht	Total	Smwht	Strong	Total	Diff. (vol)	Unsure (vol)	Favor
27.	Do you favor or oppose plans to reduce the number of cars on Plano roads?	33%	26%	**59%**	14%	10%	**24%**	8%	9%	+35%
28.	Do you favor or oppose encouraging market-supported single-family housing options including products like condo-miniums that don't currently exist?	20%	37%	**57%**	17%	15%	**32%**	4%	7%	+25%
29.	Do you favor or oppose keeping existing neighborhoods desirable and appealing?	77%	17%	**94%**	2%	1%	**3%**	1%	2%	+91%
30.	Do you favor or oppose housing options for seniors needing various levels of assistance?	54%	32%	**86%**	5%	3%	**8%**	3%	3%	+78%
31.	Do you favor or oppose encouraging housing that appeals to residents when they want to downsize?	43%	35%	**78%**	7%	5%	**11%**	6%	5%	+67%

(End randomization)

32. Which best describes your preference for commuting to and from work or to places you go on a regular basis? **(Rotate 1 through 4 top-to-bottom / bottom-to-top)**

3%	I use public transit regularly for commuting
13%	I am very interested in using a form of public transit
22%	I am somewhat interested in using a form of public transit
59%	I will always prefer to drive my own vehicle
3%	Unsure / refused **(Phone: vol; Internet: show)**

Please **(Phone:** tell me **/ Internet:** indicate**)** if each of the following is something that makes you much more interested, somewhat more interested, somewhat less interested or much less interested in using public transit for commuting to and from work or to places you go on a regular basis. **(Phone:** Here is the first one...**) (Randomize questions)**

		Much More	Smwh More	**Total**	Smwh Less	Much Less	**Total**	No diff. **(vol)**	Unsure **(vol)**	Net Interest
33.	If public transit came within a five or six minute walk from your place of residence?	35%	32%	**66%**	6%	9%	**15%**	17%	1%	+51%
34.	If public transit ran every fifteen minutes from your desired place of pick-up?	34%	35%	**68%**	7%	8%	**14%**	16%	1%	+54%
35.	If public transit got you where you wanted to go in just an additional eight or nine minutes over taking your own vehicle?	35%	34%	**70%**	8%	8%	**16%**	13%	1%	+54%
36.	If public transit saved you over **(Phone:** 150 dollars **/ Internet:** $150**)** a month in gasoline costs?	39%	31%	**70%**	5%	7%	**12%**	16%	2%	+58%

(End randomization)

37. Do you think any of the road or intersection improvements under way in Plano will **(rotate options)**?

49%	improve your drive times
or	
42%	make no difference
9%	Unsure / refused **(Phone: vol; Internet: show)**

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38. Please **(Phone:** tell me **/ Internet:** use the space below to type**)** in your own words the ways in which you engage in your community. **(Phone probe: Please tell me more about that)**

TO BE CODED

Now just a few questions to make sure we have a representative sample of respondents --

D1. In what year were you born?

19%	18-34
23%	35-44
20%	45-54
19%	55-64
19%	65 or older

D2. Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

9%	Yes
89%	No
0%	Unsure **(Phone: vol; Internet: show)**
1%	Refused **(Phone: vol; Internet: show)**

D3. And is your race Anglo, African-American, Asian, or some other race?

66%	Anglo / White
8%	African-American / Black
9%	Asian
5%	Hispanic **(Phone: vol; Internet: show)**
0%	American Indian **(Phone: vol; Internet: show)**
9%	Other **(Phone: vol; Internet: show)**
1%	Unsure **(Phone: vol; Internet: show)**
2%	Refused **(Phone: vol; Internet: show)**

D4. How many years have you lived in Plano? (Make REFUSED into 9 9 9)

14%	Less than 5 years
20%	5 to 10 years
29%	11 to 20 years
37%	More than 20 years
1%	Unsure / refused

D5. We want to classify people into broad income groups only. Would you estimate your total household income last year before taxes to be above or below one hundred thousand dollars?

42%	Below $100,000
51%	Above $100,000
2%	Unsure **(Phone: vol; Internet: show)**
5%	Refused **(Phone: vol; Internet: show)**

D5a. IF VALUE 1 in D5, ASK: And was your total household income above or below fifty thousand dollars?

13%	Below $50,000
27%	Above $50,000
1%	Unsure **(Phone: vol; Internet: show)**
1%	Refused **(Phone: vol; Internet: show)**
58%	Not asked

D5b. IF VALUE 2 in D5, ASK: And was your total household income above or below one hundred and fifty thousand dollars?

24%	Below $150,000
25%	Above $150,000
1%	Unsure **(Phone: vol; Internet: show)**
1%	Refused **(Phone: vol; Internet: show)**
49%	Not asked

Combination of D5 above is displayed below:

13%	Below $50,000
27%	$50,000 - $99,999
24%	$100,000 - $149,999
25%	$150,000 or over
11%	Income unknown

D6. Are you employed full-time outside the house, part-time, self-employed, not employed, a student, or retired?

55% Employed full-time
6% Employed part-time
9% Self employed
7% Not employed
3% A student
18% Retired
1% Unsure - refused to say **(Phone: vol; Internet: show)**

IF **VALUES 1 - 3** IN QUESTION D6, ASK:

D7. And what is the ZIP code of the place where you work?

17% West
10% Northeast
12% Southeast
22% Outside Plano
10% Refused
30% Does not work

D8. IF **VALUES 1 - 3** IN QUESTION D6, ASK:
Are you employed in...

49% The private sector
or
20% The public sector

2% Unsure **/** refused **(vol)**
30% Not employed

D11. **(Randomize questions)**

YES	NO	DK		
93%	7%	1%	B.	Do you have Internet access on a cell phone?
71%	28%	1%	C.	Do you have a Facebook account?
35%	64%	2%	D.	Do you have a Twitter account?
37%	60%	2%	E.	Do you have an Instagram account?

D18. Gender **(Phone: By observation)**

48% Male
52% Female

D19. And what is the ZIP code where you live?

32% West
36% Northeast
31% Southeast
