

City of Murphy
2007 Citizen Survey

Prepared for:
City of Murphy

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I. INTRODUCTION

During the month of July 2007, a citizen survey was administered to residents of the City of Murphy, Texas. The survey measured citizen perceptions regarding several areas of interest:

- Ratings of the quality of life in Murphy;
- Ratings of city services in several areas:
 - Delivery of city services
 - Parks and Recreation
 - Economic development
 - Streets and traffic; and
- Communication with citizens, including contact with City officials.

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

II. METHODOLOGY

Sample

The conceptual population for the survey was all residents of the City of Murphy who were 18 years of age or older and who reside in households with telephones. A list-based sample was developed by selecting telephone numbers from existing directories and lists. SRC used Marketing Systems Group (MSG) GENESYS, an industry leader in telephone survey sampling. Databases for listed samples are updated monthly. Using a list-based approach offers three advantages.

1. The telephone numbers included in the sample can be restricted to residents living within the defined target area, thus eliminating the problem of contacting many individuals who do not reside in the target area. This situation is of particular concern for the City of Murphy since it shares telephone exchanges with nearby cities.
2. All business telephone listings can be excluded without additional screening.
3. Phone numbers called are very likely to be actual households compared to Random Digit Dialing (RDD) sampling which results in many disconnected and invalid telephone numbers.

The primary disadvantage to a list-based sample is that unlisted telephone numbers or new telephone numbers will not be included in the sampling frame. SRC worked on the assumption that excluding these two groups would not impact the findings.

To ensure that only residents of Murphy were interviewed, Census blocks outside the city were excluded. Since Murphy shares its telephone exchanges with several other cities, screening questions were included as an added measure to be sure that no one from outside the City of Murphy participated in the survey. Anyone who had lived in Murphy for less than three months was also screened from the survey.

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

Instrument

SRC staff provided draft questionnaires for Murphy staff to review. Murphy staff gave guidance to SRC staff on instrument content preferences. SRC staff produced a draft instrument using this guidance and provided it to Murphy staff for review. Several revisions were made before Murphy staff approved the final questionnaire. The instrument can be found in Appendix A.

Data Collection

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

All interviewing was conducted from a centralized telephone bank in Denton, Texas. An experienced telephone supervisor was on duty at all times to supervise the administration of the sample, monitor for quality control, and handle any other problems. Data for the survey were collected from July 10 to July 14, 2007.

Analysis by Demographic Groups

Each question in the survey was cross-tabulated with the following 10 demographic categories:

Years of education	Own or rent home
Age of respondent	Employment status
Gender of respondent	Have children
Length of residence	Race/ethnicity
Household income	Household size

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

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

Report Format

The remainder of the report is arranged in four sections beginning with Section III. This section, "Sample Characteristics," presents the findings for all respondents except where it is otherwise noted. Section IV, "Quality of Life," presents findings about attitudes regarding the quality of life in Murphy. Section V, "City Services" presents findings regarding services received. Communications, where citizens get their information about Murphy plus an assessment of Internet access and usage is dealt with in Section VI. Section VII is the report Conclusions.

III. SAMPLE CHARACTERISTICS

Table 1
Demographics

Demographics	Percentage (n=400)
Length of residence	
3 to 12 months	8.3
1 to 5 years	54.2
6 to 10 years	23.3
11 to 20 years	7.5
21 to 30 years	3.7
More than 30 years	3.0
Gender of respondent	
Female	63.3
Male	36.8
Age of respondent	
18 to 25	2.8
26 to 40	38.2
41 to 50	28.1
51 to 65	21.4
66 or older	9.5
Ethnicity	
African American	7.6
Asian	8.9
Caucasian	76.5
Hispanic	4.1
Native American	1.0
Other	2.0
Have children in household	
Yes	59.3
No	40.7
Have children	
Under 6	32.8
6 to 12	27.3
13 to 18	20.8

- As seen in Table 1, 62.5 percent of the respondents reported living in Murphy for 5 years or less. The last two categories were combined into one (more than 20 years) to run cross-tabulations.
- Sixty-three percent of the sample was female, 36.8 percent was male.
- Two-thirds (66.3 percent) of the respondents were 26 to 50 years of age.
- Seventy-seven percent of the sample was Caucasian. Native American and Other ethnic group respondents were combined into one category “Other” to run cross-tabulations.

- Fifty-nine percent of the respondents reported having children under 19 living in their household. About one-third (32.8 percent) of respondents had children under six, 27.3 percent had children age 6 to 12, and 20.8 percent had children age 13 to 18.

Table 1
Demographics (continued)

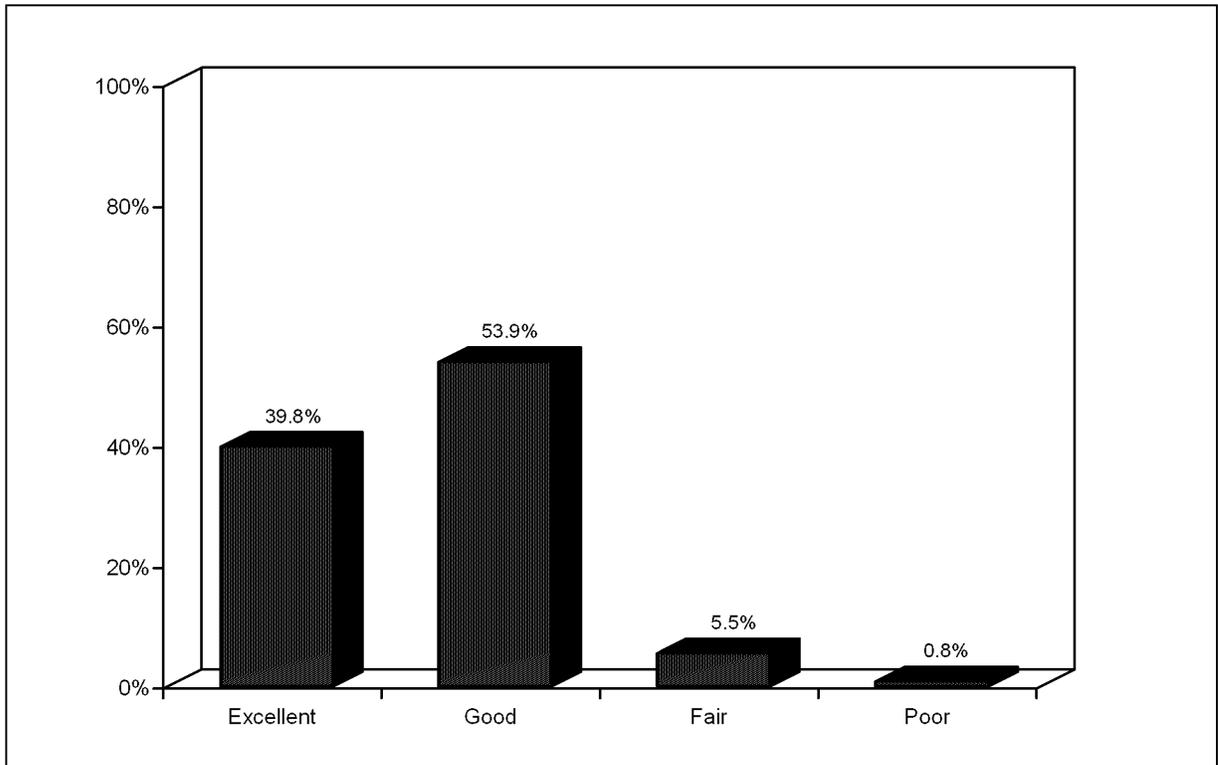
Demographics	Percentage (n=400)
Education	
Some high school	0.8
High school diploma/GED	5.3
Some college	27.1
Bachelor's degree	44.5
Master's degree	19.3
Ph.D.	3.0
Employment status	
Full-time	54.9
Part-time	8.6
Retired	11.4
Student	1.5
Homemaker	21.3
Unemployed	2.3
Location of employment (n=246)	
At home	20.3
Outside home	79.7
Income (n=340)	
\$0 to \$50,000	5.3
\$50,001 to \$75,000	9.4
\$75,001 to \$100,000	20.9
\$100,001 to \$125,000	24.4
\$125,001 to \$150,000	18.5
\$150,001 to \$200,000	10.6
More than \$200,000	10.9
Own or rent home	
Own	97.5
Rent	1.5
Rent free situation	1.0
Household size	
1 to 2	28.4
3 to 4	51.0
5 to 6	18.8
More than 6	1.8

- Ninety-four percent of the sample had educational experience past high school. Sixty-seven percent had a Bachelor's degree or more. The first two categories were combined (high school diploma/GED or less) in cross-tabulations appearing later in this report.
- Sixty-four percent were employed either full-time (54.9 percent) or part-time (8.6 percent). Twenty-one percent were homemakers, while 11.4 percent were retired. Student and unemployed respondents were combined to run cross-tabulations.
- Forty-five percent of the respondents earned between \$75,001 and \$125,000 per year. Forty percent earned more than \$125,000 per year.

- Nearly all (97.5 percent) respondents owned their homes. Seventy-nine percent of the households had 4 or fewer people.

IV. QUALITY OF LIFE

Figure 1
Quality of Life in Murphy
(n=399)



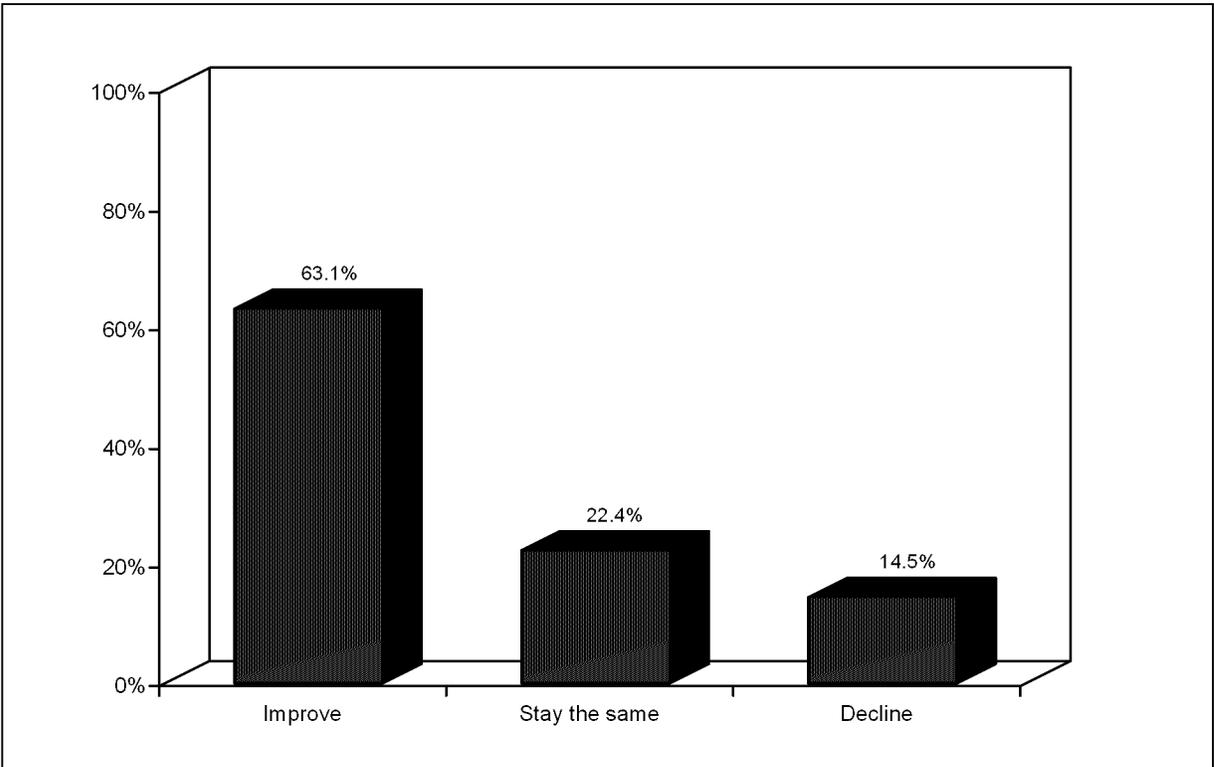
- Respondents were asked to describe the quality of life in Murphy. As shown in Figure 1, 93.7 percent of the respondents reported that the quality of life in Murphy was either excellent (39.8 percent) or good (53.9 percent).

Table 2
Most Important Factor in Deciding to Move to Murphy
(n=395)

	Percentage responding
Selection of housing	24.8
Small town feel	24.8
Schools/education	13.4
Affordable housing/land	11.6
Distance from Dallas/Fort Worth	8.1
Friends/family	5.6
Safe place to live	3.8
Close to work	3.3
Clean and attractive	2.3
Born in Murphy	1.0
Lower taxes	0.8
Parks	0.3
Close proximity to the Lake	0.3

- Respondents were asked to identify the most important factor for them when they decided to move to Murphy. As shown in Table 2, selection of housing (24.8 percent) and small town feel (24.8 percent) were the most common factors among respondents. These were followed by schools/education (13.4 percent), affordable housing/land (11.6 percent) and the distance from Dallas/Fort Worth (8.1 percent). Less than 6 percent mentioned any of the other factors.

Figure 2
Quality of Life in Next Five Years
(n=393)



- Respondents were asked if the quality of life in Murphy will improve, stay the same, or decline over the next five years. As shown in Figure 2, 63.1 percent of the respondents indicated the quality of life in Murphy will improve over the next five years.
- The percentage of the respondents who reported that the quality of life in Murphy will improve over the next five years decreased as length of residence increased and was higher among respondents with children under age 6 (see Table 3).

Table 3
Quality of Life in Next Five Years
By Selected Demographics

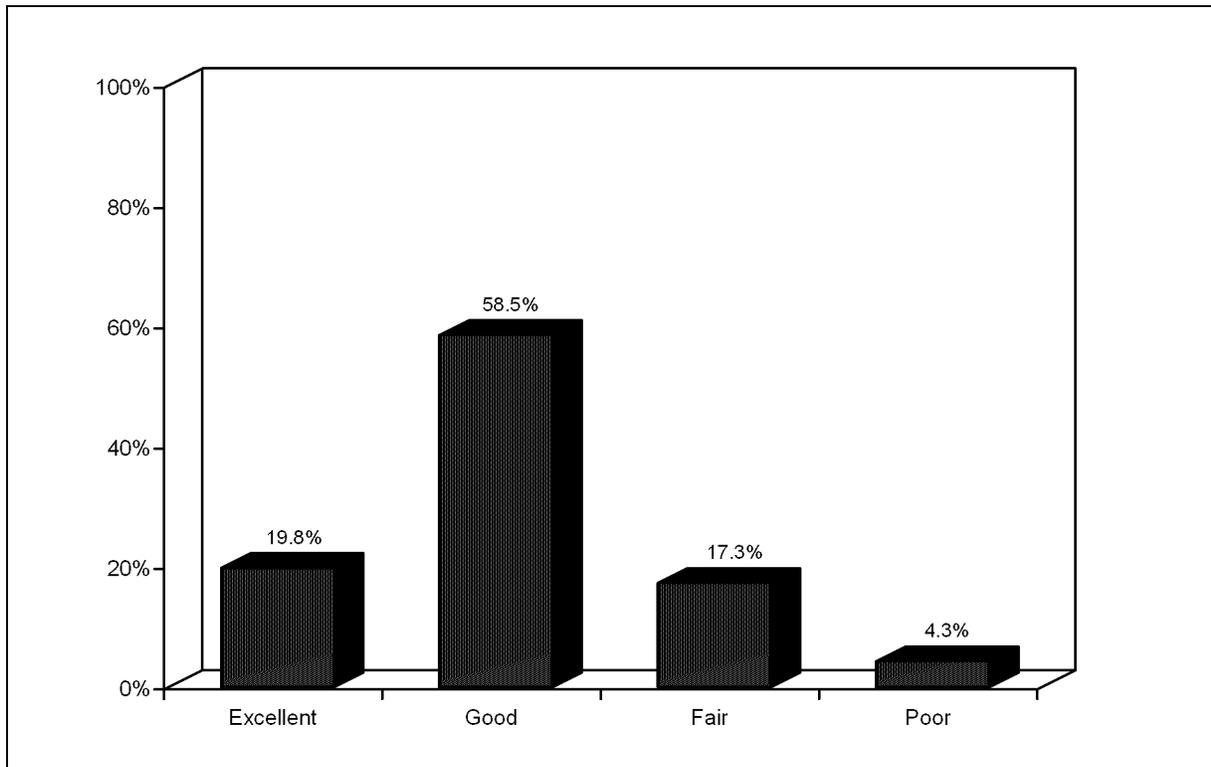
	Percentage responding		
	Improve	Stay the same	Decline
Length of residence			
3 to 12 months	81.3	12.5	6.3
1 to 5 years	72.6	18.1	9.3
6 to 10 years	47.8	31.1	21.1
11 to 20 years	50.0	30.0	20.0
More than 20 years	30.8	30.8	38.5
Have children under age 6			
Yes	68.7	24.4	6.9
No	60.3	21.4	18.3

Table 4
Single Greatest Issue Facing Murphy Today
(514 responses from 370 respondents)

	Percentage responding
Development (parks, shopping, master planning)	25.5
City management	23.7
Infrastructure and roads	19.6
Growth and business	15.4
Police and crime	5.8
City services (utilities, taxes)	4.1
Quality of life/small-town feel	2.3
Schools/education	1.6
Other	1.9

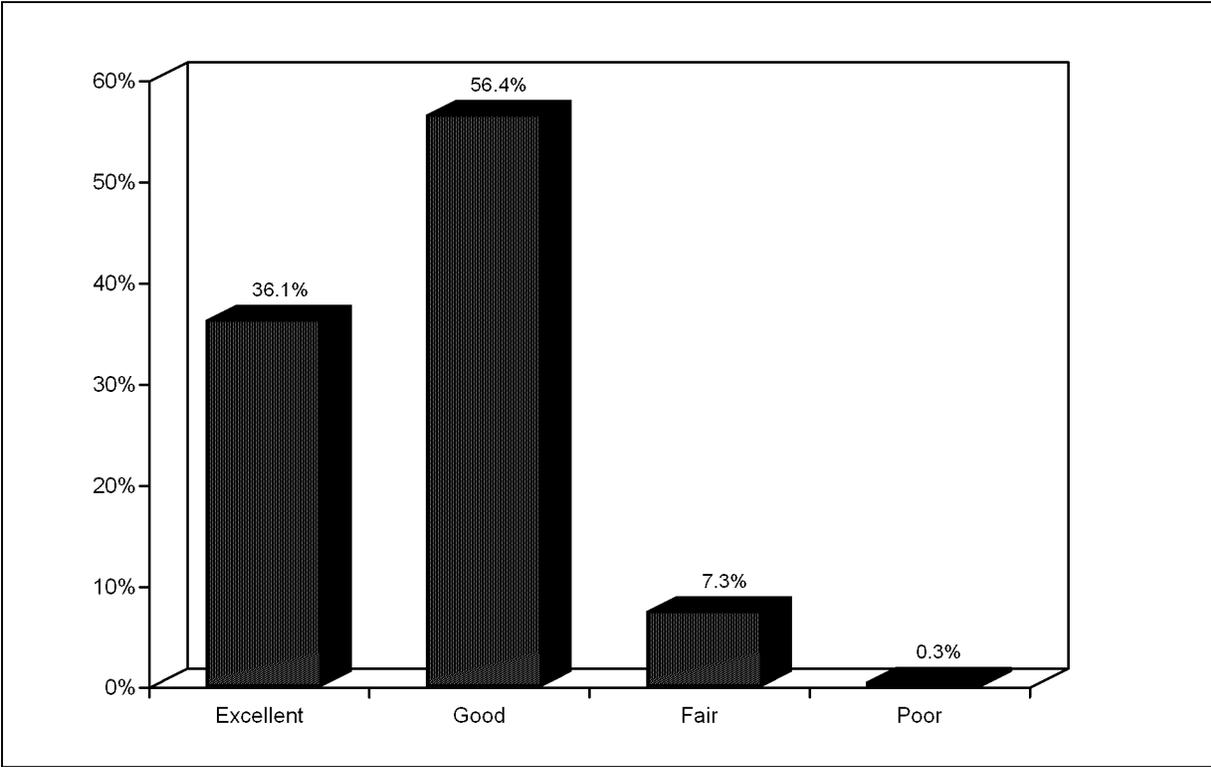
- All respondents were asked what they considered to be the greatest single issue facing Murphy today. This was an open-ended question that allowed the respondent to express their thoughts. Respondents were given two opportunities to answer this question, once plus a follow-up question. As shown in Table 4, development of parks, shopping, and/or master planning (25.5 percent) was the most common issue followed by city management (23.7 percent), infrastructure and roads (19.6 percent), and growth and business (15.4 percent). Less than 6 percent gave other issues.
- A complete list of comments can be found in Appendix B.

Figure 3
Ratings of the Way City is Maintained Overall
(n=398)



- Respondents were asked to describe the way in which the city is maintained. As shown in Figure 3, 78.3 percent of the respondents rated city maintenance as either excellent (19.8 percent) or good (58.5 percent). Twenty-two percent rated it either fair (17.3 percent) or poor (4.3 percent).

Figure 4
Rate Appearance of City of Murphy
(n=399)



- Respondents were asked to rate the City of Murphy in terms of cleanliness, quality of houses, and general appearance. As shown in Figure 4, 92.5 percent of the respondents rated the City's appearance either excellent (36.1 percent) or good (56.4 percent).

V. CITY SERVICES

Table 5
Ratings of City Services

	Percentage responding			
	Excellent	Good	Fair	Poor
Fire department (n=353)	48.2	49.6	2.0	0.3
Emergency Medical Services (n=280)	37.9	52.5	7.9	1.8
Trash Collection Services (n=398)	33.7	54.5	9.3	2.5
Water services (n=397)	22.2	60.5	14.9	2.5
Utilities (n=389)	19.3	62.0	14.7	4.1
Police (n=387)	34.4	46.8	12.4	6.5
Recycling Collection Services (n=390)	26.4	53.6	15.1	4.9
Animal Control (n=333)	22.2	57.7	12.9	7.2
Storm water drainage (n=392)	22.7	57.1	14.3	5.9
Street maintenance (n=397)	22.4	50.9	18.9	7.8
Parks (n=371)	15.1	50.1	25.6	9.2
Recreational programs (n=324)	4.3	36.1	35.5	24.1

- Respondents were read a list of city services and asked to rate the service as excellent, good, fair or poor. The services are presented in descending order of the combined excellent/good rating (see Table 5).

Fire department

- Fire department services were rated either excellent (48.2 percent) or good (49.6 percent) by 97.8 percent of the respondents.

Emergency Medical Services

- Ninety percent of the respondents rated Emergency Medical Services either excellent (37.9 percent) or good (52.5 percent).

Trash Collection Services

- Trash Collection Services was rated either excellent (33.7 percent) or good (54.5 percent) by 88.2 percent of the respondents.

Water services

- Eighty-three percent of the respondents rated water services either excellent (22.2 percent) or good (60.5 percent).

Utilities

- Eighty-one percent of the respondents rated utilities either excellent (19.3 percent) or good (62.0 percent).

Police

- Police services were rated either excellent (34.4 percent) or good (46.8 percent) by 81.2 percent of the respondents.

Recycling Collection Services

- Eighty percent of the respondents rated Recycling Collection Services either excellent (26.4 percent) or good (53.6 percent).
- As shown in Table 6, the percentage of respondents who rated Recycling Collection Services either excellent or good was lower among respondents living in a household with 3 to 4 people, and higher among respondents without children age 13 to 18 living in the household.

**Table 6
Ratings of Recycling Collection Services
By Selected Demographics**

	Percentage responding			
	Excellent	Good	Fair	Poor
Household size				
1 to 2	30.6	55.6	13.9	0.0
3 to 4	21.2	53.0	18.2	7.6
5 or more	34.1	51.2	9.8	4.9
Have children age 13 to 18				
Yes	25.6	46.3	15.9	12.2
No	26.7	55.7	14.7	2.9

Animal Control

- Animal Control services were rated either excellent (22.2 percent) or good (57.7 percent) by 79.9 percent of the respondents.

Storm water drainage

- Storm water drainage was rated either excellent (22.7 percent) or good (57.1 percent) by 79.8 percent of the respondents.
- As shown in Table 7, the percentage of the respondents who rated storm water drainage either excellent or good decreased as the age of the respondent increased.

**Table 7
Ratings of Storm Water Drainage
By Selected Demographics**

	Percentage responding			
	Excellent	Good	Fair	Poor
Age of respondent				
18 to 25	9.1	72.7	18.2	0.0
26 to 40	24.7	61.3	10.7	3.3
41 to 50	21.6	57.7	17.1	3.6
51 to 65	25.9	49.4	16.0	8.6
66 or older	16.2	54.1	10.8	18.9

Street maintenance

- Seventy-three percent of the respondents rated street maintenance either excellent (22.4 percent) or good (50.9 percent).

Parks

- Parks were rated either excellent (15.1 percent) or good (50.1 percent) by 65.2 percent of the respondents.
- As shown in Table 8, excellent/good ratings of City parks varied by the age of the respondent and were higher among respondents age 66 or older.

**Table 8
Ratings of City Parks
By Selected Demographics**

	Percentage responding			
	Excellent	Good	Fair	Poor
Age of respondent				
18 to 25	36.4	45.5	18.2	0.0
26 to 40	16.1	49.0	24.2	10.7
41 to 50	11.2	44.9	31.8	12.1
51 to 65	15.1	49.3	28.8	6.8
66 or older	16.7	80.0	3.3	0.0

Recreational programs

- Recreational programs were rated either excellent (4.3 percent) or good (36.1 percent) by 40.4 percent of the respondents. Sixty percent rate recreational programs as either fair (35.5 percent) or poor (24.1 percent).
- As shown in Table 9, 69.1 percent of respondents with children age 6 to 12 and 55.5 percent of those without children age 6 to 12 rated City recreational programs as either fair or poor.

**Table 9
Ratings of City Recreational Programs
By Selected Demographics**

	Percentage responding			
	Excellent	Good	Fair	Poor
Have children age 6 to 12				
Yes	0.0	30.9	35.1	34.0
No	6.1	38.4	35.4	20.1

Parks and Recreation

Table 10
Importance of Constructing Additional Park and Recreation Facilities

Facility	Percentage responding			
	Very important	Important	Somewhat important	Not important
Playgrounds (n=398)	41.0	38.9	11.6	8.5
Jogging/biking trails (n=397)	40.3	39.5	12.6	7.6
Recreation center (n=399)	35.6	34.8	18.8	10.8
Youth soccer fields (n=399)	22.3	40.9	20.1	16.8
Natural habitat/nature areas (n=397)	28.7	32.5	22.9	15.9
Picnic tables (n=399)	16.5	43.1	24.8	15.5
Youth softball fields (n=395)	16.2	42.3	24.1	17.5
Basketball courts (n=399)	18.0	38.8	26.1	17.0
Tennis courts (n=399)	15.5	37.6	22.3	24.6
Baseball fields (n=399)	15.0	36.1	27.1	21.8
Small picnic shelter (n=395)	15.4	34.9	29.6	20.0
Water playgrounds/splash pads (n=397)	22.9	27.2	18.6	31.2
Swimming pool (n=398)	21.1	26.9	19.6	32.4
Exercise stations along trails (n=393)	13.5	31.6	26.0	29.0
Rental picnic/reunion pavilions (n=396)	13.4	28.5	34.6	23.5
Volleyball courts (n=399)	6.8	25.1	37.1	31.1
Adult softball fields (n=396)	6.3	24.0	30.3	39.4
Football fields (n=395)	7.8	21.5	29.1	41.5
Adult soccer fields (n=398)	3.0	16.3	29.1	51.5
Bird watching facilities (n=395)	2.5	13.2	24.8	59.5
Horseshoe pits (n=390)	1.0	9.7	23.8	65.4
Shuffleboard courts (n=389)	0.8	8.2	21.9	69.2

- Respondents were told that the city is in the process of determining the city's park and recreation needs and then asked to rate the importance of constructing additional facilities in Murphy. The order of facilities was rotated for each interview. The facilities are presented in descending order of combined very important/important ratings.

Playgrounds

- As shown in Table 10, 79.9 percent of the respondents reported that constructing playgrounds was either very important (41.0 percent) or important (38.9 percent).
- The percentage of the respondents who indicated that constructing playgrounds was either very important or important was higher among respondents employed part-time, respondents with children under age 6, and respondents living in households with 3 to 4 people (see Table 11).

Table 11
Importance of Constructing Playgrounds
By Selected Demographics

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Employment status				
Full-time	37.8	43.3	12.4	6.5
Part-time	41.2	47.1	5.9	5.9
Student/Unemployed	35.7	50.0	0.0	14.3
Homemaker	58.3	21.4	8.3	11.9
Retired	22.7	43.2	22.7	11.4
Have children under age 6				
Yes	61.5	26.2	7.7	4.6
No	31.0	45.1	13.4	10.4
Household size				
1 to 2	29.2	40.7	13.3	16.8
3 to 4	45.3	39.3	10.0	5.5
5 or more	47.6	34.1	13.4	4.9

Jogging/Biking trails

- Eighty percent of the respondents reported that constructing jogging/biking trails was either very important (40.3 percent) or important (39.5 percent).
- The percentage of the respondents who indicated that constructing jogging/biking trails was either very important or important was higher among homemakers, respondents with children under age 6, and respondents living in households with 3 to 4 people (see Table 12).

Table 12
Importance of Constructing Jogging/Biking Trails
By Selected Demographics

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Employment status				
Full-time	46.0	35.3	12.6	6.0
Part-time	38.2	41.2	20.6	0.0
Student/Unemployed	26.7	46.7	0.0	26.7
Homemaker	42.9	46.4	7.1	3.6
Retired	13.6	47.7	18.2	20.5
Have children under age 6				
Yes	53.4	36.6	8.4	1.5
No	33.8	41.0	14.7	10.5
Household size				
1 to 2	30.1	38.9	15.9	15.0
3 to 4	43.0	41.5	11.0	4.5
5 or more	47.6	35.4	12.2	4.9

Recreation center

- Seventy percent of the respondents reported that constructing a recreation center was either very important (35.6 percent) or important (34.8 percent).
- The percentage of the respondents who indicated that constructing a recreation center was either very important or important decreased as length of residence and age of the respondent increased, increased as household size increased, and was higher among respondents with children under age 6 and 6 to 12 compared to respondents without children those ages (see Table 13).

**Table 13
Importance of Constructing a Recreation Center
By Selected Demographics**

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Length of residence				
3 to 12 months	45.5	39.4	12.1	3.0
1 to 5 years	42.6	31.0	19.9	6.5
6 to 10 years	26.9	38.7	19.4	15.1
11 to 20 years	13.3	40.0	16.7	30.0
More than 20 years	22.2	40.7	18.5	18.5
Age of respondent				
18 to 25	45.5	36.4	18.2	0.0
26 to 40	47.0	30.5	17.2	5.3
41 to 50	37.5	33.0	19.6	9.8
51 to 65	16.5	42.4	21.2	20.0
66 or older	26.3	39.5	15.8	18.4
Have children under age 6				
Yes	46.9	33.8	14.6	4.6
No	30.1	35.3	20.8	13.8
Have children age 6 to 12				
Yes	49.5	29.4	17.4	3.7
No	30.1	37.0	19.4	13.5
Household size				
1 to 2	24.8	33.6	17.7	23.9
3 to 4	36.1	38.6	19.8	5.4
5 or more	50.0	25.6	18.3	6.1

Youth soccer fields

- Sixty-three percent of the respondents reported that constructing youth soccer fields was either very important (22.3 percent) or important (40.9 percent).
- The percentage of the respondents who indicated that constructing youth soccer fields was either very important or important decreased as the age of the respondent increased, was higher among homemakers and respondents with children under age 6, and was lower among respondents living in households with 1 or 2 people (see Table 14).

Table 14
Importance of Constructing Youth Soccer Fields
By Selected Demographics

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Employment status				
Full-time	23.0	34.6	23.0	19.4
Part-time	17.6	50.0	20.6	11.8
Student/Unemployed	6.7	66.7	13.3	13.3
Homemaker	28.6	50.0	9.5	11.9
Retired	13.6	38.6	29.5	18.2
Age of respondent				
18 to 25	9.1	54.5	27.3	9.1
26 to 40	34.2	36.8	17.8	11.2
41 to 50	18.8	44.6	19.6	17.0
51 to 65	11.8	41.2	20.0	27.1
66 or older	13.5	40.5	29.7	16.2
Have children under age 6				
Yes	35.9	38.2	16.8	9.2
No	15.7	42.2	21.6	20.5
Household size				
1 to 2	14.2	34.5	23.0	28.3
3 to 4	26.7	42.1	19.8	11.4
5 or more	23.2	45.1	17.1	14.6

Natural habitat/nature areas

- Sixty-one percent of the respondents reported that constructing a natural habitat or nature areas was either very important (28.7 percent) or important (32.5 percent).
- The percentage of the respondents who indicated that constructing a natural habitat or nature areas was either very important or important was higher among student/unemployed respondents, respondents age 18 to 25, and respondents with children living in the household - regardless of the child's age (see Table 15).

Table 15
Importance of Constructing a Natural Habitat or Nature Areas
By Selected Demographics

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Employment status				
Full-time	29.6	31.9	21.3	17.1
Part-time	35.3	35.3	14.7	14.7
Student/Unemployed	33.3	60.0	0.0	6.7
Homemaker	29.8	31.0	32.1	7.1
Retired	16.3	27.9	25.6	30.2

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Age of respondent				
18 to 25	45.5	36.4	18.2	0.0
26 to 40	33.1	25.2	29.8	11.9
41 to 50	29.5	34.8	21.4	14.3
51 to 65	18.8	42.4	16.5	22.4
66 or older	27.8	30.6	16.7	25.0
Have children living in household				
Yes	31.8	30.5	25.4	12.3
No	24.2	35.4	19.3	21.1

Picnic tables

- Sixty percent of the respondents reported that constructing picnic tables was either very important (16.5 percent) or important (43.1 percent).
- As shown in Table 16, the percentage of the respondents who indicated that constructing picnic tables was either very important or important increased as household size increased, and was higher among respondents with children under age 6.

Table 16
Importance of Constructing Picnic Tables
By Selected Demographics

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Have children under age 6				
Yes	22.9	42.7	26.7	7.6
No	13.4	43.3	23.9	19.4
Household size				
1 to 2	13.3	43.4	15.9	27.4
3 to 4	17.3	43.1	28.7	10.9
5 or more	18.3	43.9	28.0	9.8

Youth softball fields

- Fifty-nine percent of the respondents reported that constructing youth softball fields was either very important (16.2 percent) or important (42.3 percent).
- As shown in Table 17, the percentage of the respondents who indicated that constructing youth softball fields was very important was higher among respondents with children under age 6.

Table 17
Importance of Constructing Youth Softball Fields
By Selected Demographics

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Have children living in household				
Yes	18.9	45.1	19.3	16.7
No	12.3	38.3	30.9	18.5

Basketball courts

- Fifty-seven percent of the respondents reported that constructing basketball courts was either very important (18.0 percent) or important (38.8 percent).
- The percentage of the respondents who indicated that constructing basketball courts was either very important or important decreased as the age of the respondent increased, was higher among student/ unemployed respondents, respondents with children under 19 regardless of age, and was lower among respondents living in households with 1 to 2 people (see Table 18).

Table 18
Importance of Constructing Basketball Courts
By Selected Demographics

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Employment status				
Full-time	19.8	37.8	26.3	16.1
Part-time	17.6	44.1	26.5	11.8
Student/Unemployed	6.7	66.7	13.3	13.3
Homemaker	20.2	40.5	31.0	8.3
Retired	9.1	29.5	20.5	40.9
Age of respondent				
18 to 25	18.2	45.5	27.3	9.1
26 to 40	25.7	37.5	28.3	8.6
41 to 50	17.9	44.6	19.6	17.9
51 to 65	8.2	37.6	31.8	22.4
66 or older	10.8	29.7	24.3	35.1
Have children living in household				
Yes	23.2	43.0	25.3	8.4
No	10.5	32.7	27.2	29.6
Household size				
1 to 2	11.5	29.2	26.5	32.7
3 to 4	20.3	43.6	24.8	11.4
5 or more	20.7	41.5	29.3	8.5

Tennis courts

- Fifty-three percent of the respondents reported that constructing tennis courts was either very important (15.5 percent) or important (37.6 percent).
- The percentage of the respondents who indicated that constructing tennis courts was either very important or important decreased as length of residence increased, and was higher among respondents with children under age 6 (see Table 19).

Table 19
Importance of Constructing Tennis Courts
By Selected Demographics

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Length of residence				
3 to 12 months	24.2	45.5	12.1	18.2
1 to 5 years	16.7	38.4	26.9	18.1
6 to 10 years	14.0	37.6	21.5	26.9
11 to 20 years	6.7	33.3	10.0	50.0
More than 20 years	11.1	25.9	14.8	48.1
Have children under age 6				
Yes	22.1	37.4	21.4	19.1
No	12.3	37.7	22.8	27.2

Baseball fields

- Fifty-one percent of the respondents reported that constructing baseball fields was either very important (15.0 percent) or important (36.1 percent).
- The percentage of the respondents who indicated that constructing baseball fields was either very important or important decreased as length of residence and the age of the respondent increased, and was higher among respondents with children living in the household, and those living in households with 3 to 4 people (see Table 20).

Table 20
Importance of Constructing Baseball Fields
By Selected Demographics

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Length of residence				
3 to 12 months	24.2	45.5	15.2	15.2
1 to 5 years	17.1	32.4	32.9	17.6
6 to 10 years	10.8	40.9	22.6	25.8
11 to 20 years	6.7	43.3	23.3	26.7
More than 20 years	11.1	29.6	14.8	44.4
Age of respondent				
18 to 25	9.1	54.5	27.3	9.1
26 to 40	22.4	38.8	26.3	12.5

	Percentage responding			
	Very important	Important	Somewhat important	Not important
41 to 50	13.4	33.9	25.9	26.8
51 to 65	8.2	35.3	28.2	28.2
66 or older	8.1	29.7	32.4	29.7
Have children in household				
Yes	17.7	40.9	24.5	16.9
No	11.1	29.0	30.9	29.0
Household size				
1 to 2	11.5	25.7	31.0	31.9
3 to 4	15.8	42.1	26.2	15.8
5 or more	17.1	36.6	24.4	22.0

Small picnic shelter

- Fifty percent of the respondents reported that constructing a small picnic shelter was either very important (15.4 percent) or important (34.9 percent).
- The percentage of the respondents who indicated that constructing a small picnic shelter was either very important or important generally decreased as length of residence, the age of the respondent and household size increased, and was higher among respondents with children under age 6 (see Table 21).

Table 21
Importance of Constructing a Small Picnic Shelter
By Selected Demographics

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Length of residence				
3 to 12 months	18.8	40.6	28.1	12.5
1 to 5 years	18.7	35.0	32.2	14.0
6 to 10 years	10.9	37.0	26.1	26.1
11 to 20 years	3.3	30.0	26.7	40.0
More than 20 years	14.8	25.9	25.9	33.3
Age of respondent				
18 to 25	9.1	36.4	36.4	18.2
26 to 40	21.2	33.1	33.1	12.6
41 to 50	15.2	40.2	25.0	19.6
51 to 65	8.4	33.7	31.3	26.5
66 or older	8.1	29.7	24.3	37.8
Have children under age 6				
Yes	23.1	34.6	32.3	10.0
No	11.7	35.1	28.3	24.9
Household size				
1 to 2	9.9	33.3	21.6	35.1
3 to 4	18.0	34.5	33.5	14.0
5 or more	14.6	39.0	31.7	14.6

Water playgrounds/splash pads

- Half (50.1 percent) of the respondents reported that constructing water playgrounds/splash pads was either very important (22.9 percent) or important (27.2 percent).
- The percentage of the respondents who indicated that constructing water playgrounds/splash pads was either very important or important decreased as length of residence and the age of the respondent increased, and was higher among homemakers, respondents with children under age 6, and respondents living in households with 3 to 4 people (see Table 22).

Table 22
Importance of Constructing Water Playgrounds/Splash Pads
By Selected Demographics

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Length of residence				
3 to 12 months	21.2	27.3	21.2	30.3
1 to 5 years	28.4	29.3	18.6	23.7
6 to 10 years	19.6	27.2	20.7	32.6
11 to 20 years	10.0	20.0	13.3	56.7
More than 20 years	7.4	18.5	14.8	59.3
Employment status				
Full-time	20.8	28.2	19.9	31.0
Part-time	20.6	32.4	14.7	32.4
Student/Unemployed	7.1	35.7	14.3	42.9
Homemaker	39.3	25.0	16.7	19.0
Retired	6.8	22.7	18.2	52.3
Age of respondent				
18 to 25	9.1	45.5	18.2	27.3
26 to 40	41.1	25.8	17.2	15.9
41 to 50	17.1	34.2	17.1	31.5
51 to 65	8.2	22.4	22.4	47.1
66 or older	5.4	16.2	21.6	56.8
No	13.1	25.8	19.9	41.2
Have children age 6 to 12				
Yes	29.6	34.3	13.9	22.2
No	20.1	24.7	20.5	34.7
Household size				
1 to 2	10.6	22.1	19.5	47.8
3 to 4	28.0	31.0	17.5	23.5
5 or more	28.0	24.4	19.5	28.0

Swimming pool

- Forty-eight percent of the respondents reported that constructing a swimming pool was either very important (21.1 percent) or important (26.9 percent).
- The percentage of the respondents who reported that constructing a swimming pool was either very important or important was higher among respondents with children under age 6, and respondents living in households with 3 to 4 people (see Table 23).

Table 23
Importance of Constructing a Swimming Pool
By Selected Demographics

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Have children under age 6				
Yes	29.8	29.8	15.3	25.2
No	16.9	25.5	21.7	36.0
Household size				
1 to 2	8.9	25.0	27.7	38.4
3 to 4	27.7	27.7	15.3	29.2
5 or more	20.7	28.0	18.3	32.9

Exercise stations along trails

- Forty-five percent of the respondents reported that constructing exercise stations along trails was either very important (13.5 percent) or important (31.6 percent).
- As shown in Table 24, the percentage of the respondents who reported that constructing exercise stations along trails was either very important or important decreased as length of residence and the age of the respondent increased, and was higher among student/unemployed respondents, and respondents with children living in the household (compared to those without children).

Table 24
Importance of Constructing Exercise Stations Along Trails
By Selected Demographics

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Length of residence				
3 to 12 months	15.6	37.5	25.0	21.9
1 to 5 years	17.3	32.2	30.4	20.1
6 to 10 years	8.6	32.3	18.3	40.9
11 to 20 years	6.9	24.1	27.6	41.4
More than 20 years	4.0	24.0	16.0	56.0
Employment status				
Full-time	14.1	35.7	25.4	24.9
Part-time	18.2	15.2	39.4	27.3
Student/Unemployed	20.0	60.0	6.7	13.3
Homemaker	16.7	25.0	27.4	31.0
Retired	0.0	27.3	20.5	52.3
Age of respondent				
18 to 25	27.3	27.3	45.5	0.0
26 to 40	18.5	31.1	27.8	22.5
41 to 50	15.6	30.3	23.9	30.3
51 to 65	3.6	36.9	26.2	33.3
66 or older	5.6	27.8	19.4	47.2

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Have children living in household				
Yes	17.2	31.8	25.8	25.3
No	8.1	31.3	26.3	34.4

Rental picnic/reunion pavilions

- Forty-two percent of the respondents indicated that constructing rental picnic/reunion pavilions was either very important (13.4 percent) or important (28.5 percent).
- As shown in Table 25, the percentage of the respondents who reported that constructing rental picnic/reunion pavilions was either very important or important decreased as length of residence and the age of the respondent increased, and was higher among homemakers, and respondents with children under age 6.

Table 25
Importance of Constructing Rental Picnic/Reunion Pavilions
By Selected Demographics

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Length of residence				
3 to 12 months	18.2	42.4	21.2	18.2
1 to 5 years	15.9	28.5	37.9	17.8
6 to 10 years	12.9	26.9	32.3	28.0
11 to 20 years	3.4	24.1	34.5	37.9
More than 20 years	0.0	22.2	33.3	44.4
Employment status				
Full-time	13.0	28.4	35.3	23.3
Part-time	8.8	26.5	47.1	17.6
Student/Unemployed	7.1	42.9	28.6	21.4
Homemaker	20.2	32.1	32.1	15.5
Retired	4.5	22.7	27.3	45.5
Have children under age 6				
Yes	17.7	30.8	36.9	14.6
No	11.3	27.4	33.5	27.8

Volleyball courts

- Approximately one-third (31.9 percent) of the respondents indicated that constructing volleyball courts was either very important (6.8 percent) or important (25.1 percent).
- There were statistically significant differences among demographic groups.

Adult softball fields

- Thirty percent of the respondents indicated that constructing adult softball fields was either very important (6.3 percent) or important (24.0 percent).

- The percentage of the respondents who reported that constructing adult softball fields was either very important or important decreased as length of residence increased, and varied with household income (see Table 26).

Table 26
Importance of Constructing Adult Softball Fields
By Selected Demographics

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Length of residence				
3 to 12 months	15.2	33.3	24.2	27.3
1 to 5 years	7.5	23.9	34.7	33.8
6 to 10 years	3.2	24.7	24.7	47.3
11 to 20 years	3.3	20.0	30.0	46.7
More than 20 years	0.0	14.8	22.2	63.0
Household income				
Under \$50,000	6.3	12.5	31.3	50.0
\$50,001 to \$75,000	6.3	25.0	28.1	40.6
\$75,001 to \$100,000	4.2	15.5	28.2	52.1
\$100,001 to \$125,000	6.0	28.9	38.6	26.5
\$125,001 to \$150,000	4.8	30.2	34.9	30.2
\$150,001 to \$200,000	13.9	11.1	16.7	58.3
More than \$200,000	16.7	25.0	22.2	36.1

Football fields

- Twenty-nine percent of the respondents reported that constructing football fields was either very important (7.8 percent) or important (21.5 percent).

Adult soccer fields

- Nineteen percent of the respondents reported that constructing adult soccer fields was either very important (3.0 percent) or important (16.3 percent).
- The percentage of the respondents who reported that constructing adult softball fields was either very important or important was higher among respondents living in a household with 3 to 4 people (see Table 27).

Table 27
Importance of Constructing Adult Soccer Fields
By Selected Demographics

	Percentage responding			
	Very important	Important	Somewhat important	Not important
Household size				
1 to 2	1.8	8.8	25.7	63.7
3 to 4	4.5	19.4	27.4	48.8
5 or more	1.2	19.5	37.8	41.5

Bird watching facilities

- Sixteen percent of the respondents reported that constructing bird watching facilities was either very important (2.5 percent) or important (13.2 percent).

Horseshoe pits

- Eleven percent of the respondents reported that constructing horseshoe pits was either very important (1.0 percent) or important (9.7 percent).

Shuffleboard courts

- Nine percent of the respondents indicated that constructing shuffleboard courts was either very important (0.8 percent) or important (8.2 percent).

Others, not mentioned

- Eighteen percent of respondents reported that there were other park and recreation needs not previously mentioned that were important to construct.
- Twenty-five percent of respondents with children age 6 to 12 and 15.2 percent of those without children age 6 to 12 reported there were other facilities that were important (see Table 28).
- Of the 70 respondents who indicated there were other park and recreation needs that were important to construct, a library (11.4 percent), a senior center (11.4 percent) and restrooms in parks/handicap access (11.4 percent) were the most common facilities mentioned (see Table 29). Ten percent each suggested golfing facilities, equestrian trails, and better/more parks. Smaller percentages mentioned skate parks, a dog park, more recreation programs, and fishing docks/ponds. Other recreation facilities included table tennis, rock climbing wall, and trap shooting. A few respondents mentioned a post office, restaurants, and a town square.

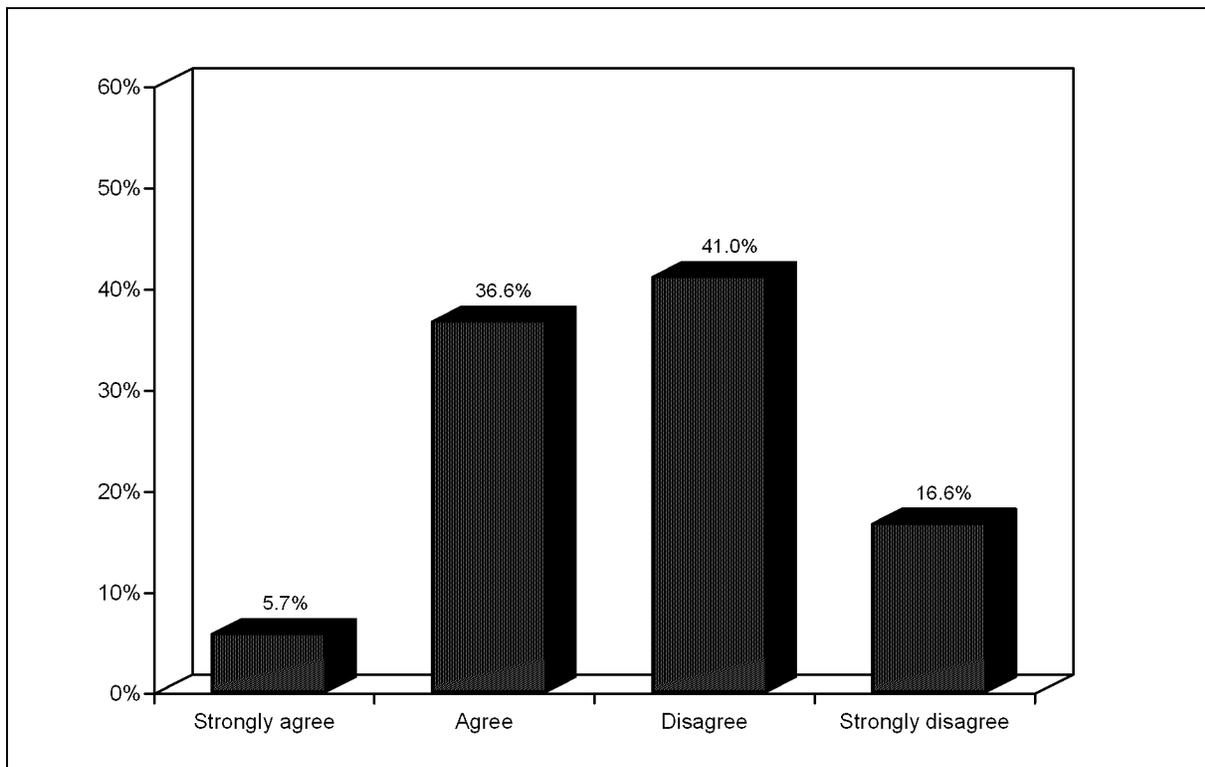
Table 28
Importance of Constructing Other Facilities Not Mentioned
By Selected Demographics

	Percentage responding	
	Yes	No
Have children age 6 to 12		
Yes	25.0	75.0
No	15.2	84.8

Table 29
Suggested Other Facilities
(n=70)

	Percentage responding
Library	11.4
Senior center	11.4
Restrooms in parks/handicap access	11.4
Golf	10.0
Equestrian trails	10.0
Better/more parks	10.0
Skate parks	8.6
Dog park	5.7
More programs at recreation centers	5.7
Fishing docks/ponds	5.7
Other	10.0

Figure 5
Satisfied with Recreational Facilities in Murphy
(n=385)

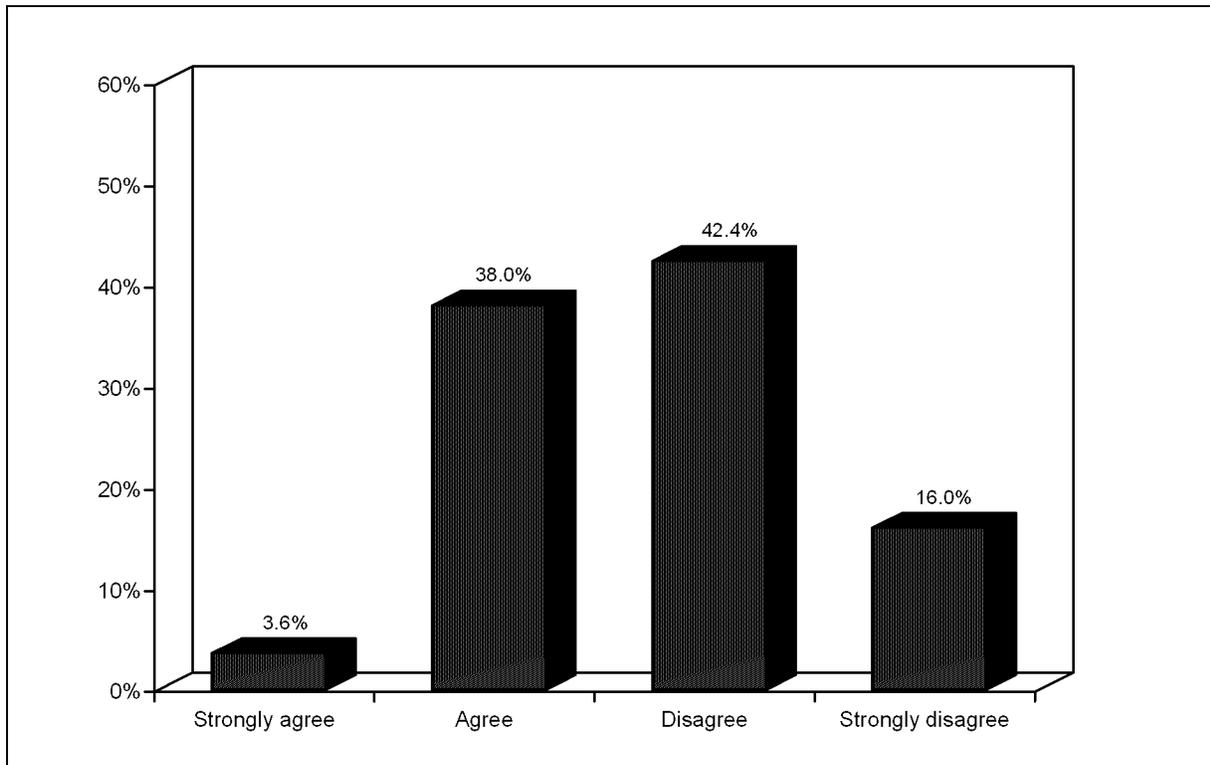


- Respondents were asked if they agreed or disagreed with the statement, “I am satisfied with the recreational facilities in Murphy.” As shown in Figure 5, 57.6 percent of the respondents either disagreed (41.0 percent) or strongly disagreed (16.6 percent) with this statement.
- As shown in Table 30, the percentage of the respondents who either disagreed or strongly disagreed that they were satisfied with the recreational facilities in Murphy was higher among respondents employed full-time, respondents with children age 6 to 12, and respondents living in a household with 3 to 4 people.

Table 30
Satisfied with Recreational Facilities in Murphy
By Selected Demographics

	Percentage responding			
	Strongly agree	Agree	Disagree	Strongly disagree
Employment status				
Full-time	5.7	32.1	45.0	17.2
Part-time	0.0	39.4	45.5	15.2
Student/Unemployed	6.7	40.0	33.3	20.0
Homemaker	2.5	37.0	42.0	18.5
Retired	16.7	54.8	19.0	9.5
Have children age 6 to 12				
Yes	4.7	25.2	42.1	28.0
No	6.1	41.2	40.8	11.9
Household size				
1 to 2	10.5	48.6	33.3	7.6
3 to 4	3.0	32.7	44.7	19.6
5 or more	6.2	31.3	41.3	21.3

Figure 6
Adequacy of Existing Park System
(n=387)



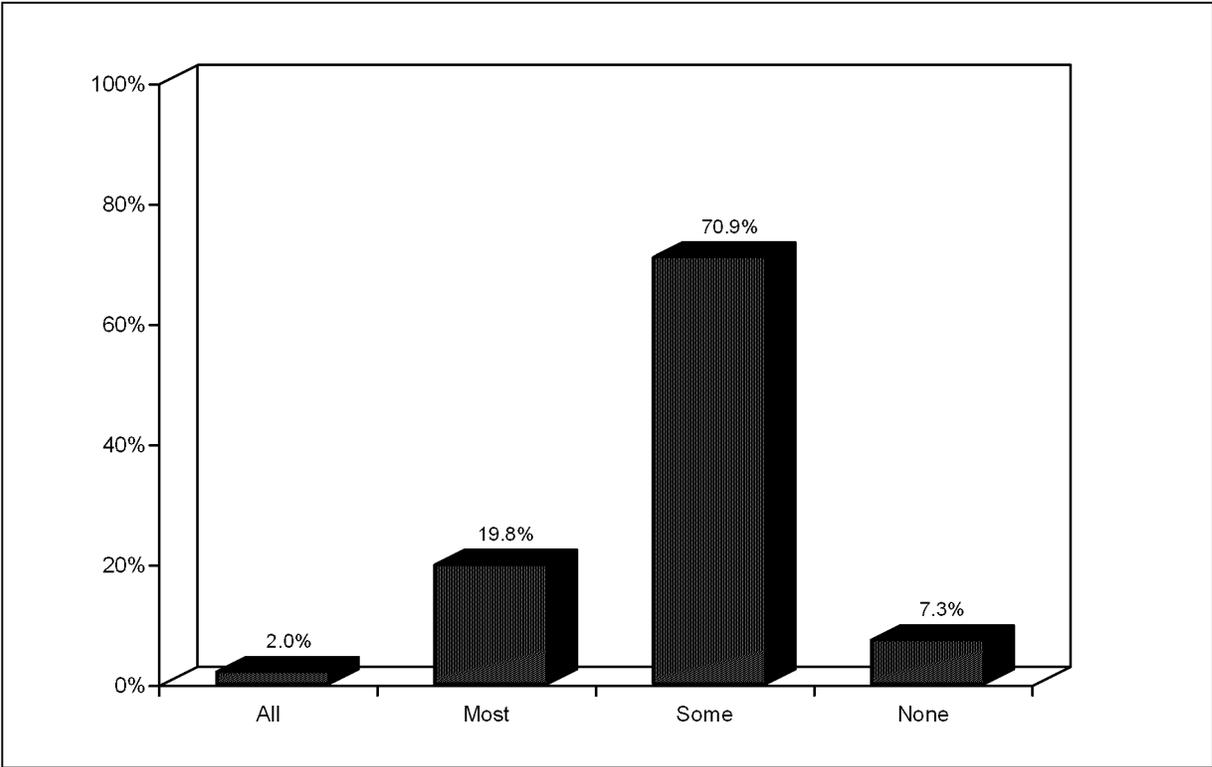
- Respondents were asked if they agreed or disagreed with the statement, “The existing park system is adequate.” As shown in Figure 6, 58.4 percent of the respondents either disagreed (42.4 percent) or strongly disagreed (16.0 percent) with the statement.
- Disagreement with the statement, “The existing park system is adequate,” was higher among respondents employed part-time, respondents with children under age 6, those with children age 6 to 12, and respondents living in households with 3 to 4 people (see Table 31).

Table 31
Adequacy of Existing Park System
By Selected Demographics

	Percentage responding			
	Strongly agree	Agree	Disagree	Strongly disagree
Employment status				
Full-time	3.8	35.5	40.8	19.9
Part-time	3.0	30.3	54.5	12.1
Student/Unemployed	6.7	53.3	40.0	0.0
Homemaker	2.5	33.3	49.4	14.8
Retired	4.8	61.9	26.2	7.1
Have children under age 6				
Yes	1.5	31.5	46.2	20.8
No	4.7	41.2	40.5	13.6
Have children age 6 to 12				
Yes	2.8	27.5	47.7	22.0
No	4.0	42.2	40.1	13.7
Household size				
1 to 2	7.7	49.0	38.5	4.8
3 to 4	1.5	34.2	42.2	22.1
5 or more	3.7	32.9	47.6	15.9

Economic Development

Figure 7
Shop in Murphy
(n=398)



- Respondents were asked if they and their family did all, most, some or none of their shopping in Murphy. As shown in Figure 7, 90.7 percent of the respondents reported doing most (19.8 percent) or some (70.9 percent) of their shopping in Murphy.

Table 32
Support for Types of Development

	Percentage responding			
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Full service (sit-down) restaurants (n=400)	77.0	18.5	1.8	2.8
Family practice medical offices (n=396)	53.3	38.1	5.8	2.8
Medical clinics (n=399)	48.9	40.1	7.0	4.0
Single category specialty food stores (i.e. bakeries, fruit/veg markets, butchers) (n=397)	42.1	43.8	8.8	5.3
Florists & card shops (n=397)	28.7	54.9	9.8	6.5
Upscale housing (n=387)	44.7	38.2	8.3	8.8
Medical hospitals (n=399)	47.1	33.1	11.0	8.8
Specialty gift & decorating shops (n=394)	28.2	51.8	11.9	8.1
Clothing retailers (n=397)	35.8	42.3	12.1	9.8
Small department stores (i.e. Kohl's, Mervyn's etc.) (n=399)	35.1	42.6	10.8	11.5
Entertainment venues (n=388)	36.3	41.0	12.6	10.1
Recreational supply stores (n=396)	20.2	55.3	16.2	8.3
Shoe stores (n=395)	24.6	49.4	14.7	11.4
Maintenance and repair services (i.e. auto & home) (n=398)	24.1	46.5	19.1	10.3
Fast food restaurants (n=398)	20.6	42.5	22.1	14.8
Jewelry stores (n=392)	13.0	49.2	23.7	14.0
Discount Retailers (i.e. Target/ Wal-Mart) (n=400)	25.5	32.8	18.8	23.0
Office suites/business parks (n=395)	16.2	40.3	23.8	19.7
Furniture & appliance stores (n=396)	13.4	41.9	25.0	19.7
Large department stores (i.e. JCPenney, Dillard's etc.) (n=398)	29.9	23.4	22.1	24.6

- Respondents were asked if they supported or opposed more of each type of development in Murphy listed in Table 32. The types of development were rotated for each interview. The findings are presented in descending order of the combined strongly/somewhat support percentage.

Full service restaurants

- Ninety-six percent of the respondents either strongly supported (77.0 percent) or somewhat supported (18.5 percent) more full service (sit-down) restaurants in Murphy (see Table 32).
- There were no statistically significant differences among demographic groups.

Family practice medical offices

- Ninety-one percent of the respondents either strongly supported (53.3 percent) or somewhat supported (38.1 percent).

- Ninety-three percent of respondents without children age 13 to 18 and 86.6 percent of respondents with children age 13 to 18 either strongly supported or somewhat supported more family practice medical offices in Murphy (see Table 33).

Table 33
Family Practice Medical Offices
By Selected Demographics

	Percentage responding			
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Have children age 13 to 18				
Yes	57.3	29.3	4.9	8.5
No	52.4	40.3	6.1	1.3

Medical clinics

- Eighty-nine percent of the respondents either strongly supported (48.9 percent) or somewhat supported (40.1 percent) more medical clinics.
- A greater percentage of male respondents than female respondents either strongly supported or somewhat supported more medical clinics in Murphy (see Table 34).

Table 34
Medical Clinics
By Selected Demographics

	Percentage responding			
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Gender				
Female	48.4	37.3	9.1	5.2
Male	49.7	44.9	3.4	2.0

Single category specialty food stores

- Eighty-six percent of the respondents either strongly supported (42.1 percent) or somewhat supported (43.8 percent) more single category specialty food stores, such as bakeries, fruit/vegetable markets, and butchers.
- Support (strongly and somewhat) for more single category specialty food stores in Murphy was higher among respondents with a bachelor's degree (see Table 35).

Table 35
Single Category Specialty Food Stores
By Selected Demographics

	Percentage responding			
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Education				
High school grad/GED or less	37.5	29.2	20.8	12.5
Some college	40.7	42.6	7.4	9.3
Bachelor's degree	44.6	46.9	5.7	2.9

Master's/PhD	39.8	43.2	13.6	3.4
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Florists and card shops

- Eighty-four percent of the respondents either strongly supported (28.7 percent) or somewhat supported (54.9 percent) more florists and card shops in Murphy.
- Female respondents (35.5 percent) were more likely than male respondents (17.1 percent) to support strongly more florists and card shops in Murphy (see Table 36).

**Table 36
Florists and Card Shops
By Selected Demographics**

	Percentage responding			
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Gender				
Female	35.5	47.8	9.2	7.6
Male	17.1	67.1	11.0	4.8

Upscale housing

- Eighty-three percent of the respondents either strongly supported (44.7 percent) or somewhat supported (38.2 percent) more upscale housing in Murphy.
- As shown in Table 37, the percentage of the respondents who either strongly supported or somewhat supported more upscale housing in Murphy increased as education and household size increased, and was higher among respondents with children under age 6.

**Table 37
Upscale Housing
By Selected Demographics**

	Percentage responding			
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Education				
High school grad/GED or less	30.4	21.7	8.7	39.1
Some college	36.2	42.9	10.5	10.5
Bachelor's degree	50.9	35.7	6.4	7.0
Master's/PhD	47.7	43.0	9.3	0.0
Have children under age 6				
Yes	54.0	34.1	7.1	4.8
No	40.2	40.2	8.8	10.7
Household size				
1 to 2	40.7	37.0	7.4	14.8
3 to 4	43.4	37.9	11.1	7.6
5 or more	54.4	40.5	2.5	2.5

Medical hospitals

- Eighty percent of the respondents either strongly supported (47.1 percent) or somewhat supported (33.1 percent) more medical hospitals in Murphy.

Specialty gift and decorating shops

- Eighty percent of the respondents either strongly supported (28.2 percent) or somewhat supported (51.8 percent) more specialty gift and decorating shops in Murphy.
- As shown in Table 38, 33.5 percent of female respondents and 18.9 percent of male respondents strongly supported more specialty gift and decorating shops in Murphy.

**Table 38
Specialty Gift and Decorating Shops
By Selected Demographics**

	Percentage responding			
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Gender				
Female	33.5	48.2	9.2	9.2
Male	18.9	58.0	16.8	6.3

Clothing retailers

- Seventy-eight percent of the respondents either strongly supported (35.8 percent) or somewhat supported (42.3 percent) more clothing retailers in Murphy.

Small department stores

- Seventy-eight percent of the respondents either strongly supported (35.1 percent) or somewhat supported (42.6 percent) more small department stores, such as Kohl's and Mervyn's, in Murphy.

Entertainment venues

- Seventy-seven percent of the respondents either strongly supported (36.3 percent) or somewhat supported (41.0 percent) more entertainment venues in Murphy.
- As shown in Table 39, support (strongly and somewhat) for more entertainment venues was higher among homemakers and student/unemployed respondents, as well as respondents with children under age 6.

**Table 39
Entertainment Venues
By Selected Demographics**

	Percentage responding			
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Employment status				
Full-time	35.1	45.2	13.0	6.7
Part-time	45.5	33.3	6.1	15.2
Student/Unemployed	46.7	33.3	13.3	6.7
Homemaker	42.9	38.1	10.7	8.3

Retired	20.9	30.2	20.9	27.9
Have children under age 6				
Yes	47.3	33.3	14.7	4.7
No	30.9	44.8	11.6	12.7

Recreational supply stores

- Three-quarters (75.5 percent) of the respondents either strongly supported (20.2 percent) or somewhat supported (55.3 percent) more recreational supply stores in Murphy.

Shoe stores

- Seventy-four percent of the respondents either strongly supported (24.6 percent) or somewhat supported (49.4 percent) more shoe stores in Murphy.
- Seventy-nine percent of female respondents and 65.8 percent of male respondents either strongly supported or somewhat supported more shoes stores in Murphy (see Table 40).

**Table 40
Shoe Stores
By Selected Demographics**

	Percentage responding			
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Gender				
Female	29.0	49.6	9.9	11.5
Male	16.8	49.0	23.1	11.2

Maintenance and repair services

- Seventy-one percent of the respondents either strongly supported (24.1 percent) or somewhat supported (46.5 percent) more auto and home maintenance and repair services in Murphy.
- The percentage of the respondents who either strongly supported or somewhat supported more auto and home maintenance and repair services in Murphy decreased as length of residence increased (see Table 41).

**Table 41
Maintenance and Repair Services
By Selected Demographics**

	Percentage responding			
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Length of residence				
3 to 12 months	36.4	48.5	3.0	12.1
1 to 5 years	24.1	49.1	19.4	7.4
6 to 10 years	17.4	45.7	26.1	10.9
11 to 20 years	23.3	36.7	13.3	26.7
More than 20 years	33.3	37.0	18.5	11.1

Fast food restaurants

- Sixty-three percent of the respondents either strongly supported (20.6 percent) or somewhat supported (42.5 percent) more fast food restaurants in Murphy.

Jewelry stores

- Sixty-two percent of the respondents either strongly supported (13.0 percent) or somewhat supported (49.2 percent) more jewelry stores in Murphy.

Discount retailers

- Fifty-eight percent of the respondents either strongly supported (25.5 percent) or somewhat supported (32.8 percent) more discount retailers, such as Target and Wal-Mart, in Murphy.
- The percentage of the respondents who either strongly supported or somewhat supported more discount retailers in Murphy was higher among respondents age 66 or older and lower among respondents age 41 to 50 (see Table 42).

**Table 42
Discount Retailers
By Selected Demographics**

	Percentage responding			
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Age of respondent				
18 to 25	0.0	54.5	18.2	27.3
26 to 40	30.3	33.6	15.8	20.4
41 to 50	22.3	22.3	27.7	27.7
51 to 65	23.5	38.8	14.1	23.5
66 or older	26.3	42.1	15.8	15.8

Office suites/business parks

- Fifty-seven percent of the respondents either strongly supported (16.2 percent) or somewhat supported (40.3 percent) more office suites and/or business parks in Murphy.
- The percentage of the respondents who either strongly supported or somewhat supported more office suites and/or business parks in Murphy was higher among male respondents than female respondents (see Table 43).

**Table 43
Office Suites and/or Business Parks
By Selected Demographics**

	Percentage responding			
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Gender				
Female	12.0	41.6	24.8	21.6
Male	23.4	37.9	22.1	16.6

Furniture and appliance stores

- Fifty-five percent of the respondents either strongly supported (13.4 percent) or somewhat supported (41.9 percent) more furniture and appliance stores in Murphy.
- The percentage of the respondents who either strongly supported or somewhat supported more furniture and appliance stores in Murphy decreased as length of residence increased (see Table 44).

Table 44
Furniture and Appliance Stores
By Selected Demographics

	Percentage responding			
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Length of residence				
3 to 12 months	18.2	54.5	15.2	12.1
1 to 5 years	16.1	42.4	24.9	16.6
6 to 10 years	5.4	42.4	30.4	21.7
11 to 20 years	20.0	26.7	30.0	23.3
More than 20 years	4.2	37.5	12.5	45.8

Large department stores

- Fifty-three percent of the respondents either strongly supported (29.9 percent) or somewhat supported (23.4 percent) more large department stores in Murphy.

Communications

Table 45
Source of Most Information about the City of Murphy
(n=399)

	Percentage responding
Local newspapers	48.9
City Web site	19.5
Word of mouth	12.5
City newsletters	12.5
Flyers included in water bills	2.5
City Council meetings	1.5
Television news	1.0
Other, specify	1.5

- Respondents were asked where they got most of their information about the City of Murphy. As shown in Table 45, the most common sources were local newspapers (48.9 percent) and the City Web site (19.5 percent), followed by word of mouth (12.5 percent) and city newsletters (12.5 percent). Less than three percent mentioned flyers in the water bills, City Council meetings, television news, or other sources. The other sources included a combination of the sources, and “driving around.”

Table 46
Newspapers Read for News about City of Murphy
(n=387)

	Percentage responding
Murphy Messenger	67.5
Murphy Monitor	19.8
Dallas Morning News	10.8
Both Murphy Monitor and Messenger	1.1
Other, specify	0.8

- Respondents who got most of their information about the City of Murphy from local newspapers were asked what newspaper they read most often. As shown in Table 46, two-thirds (67.5 percent) of the respondents reported reading the Murphy Messenger most often. This was followed by the Murphy Monitor (19.8 percent) and the Dallas Morning News (10.8 percent). Less than one percent got their news online.

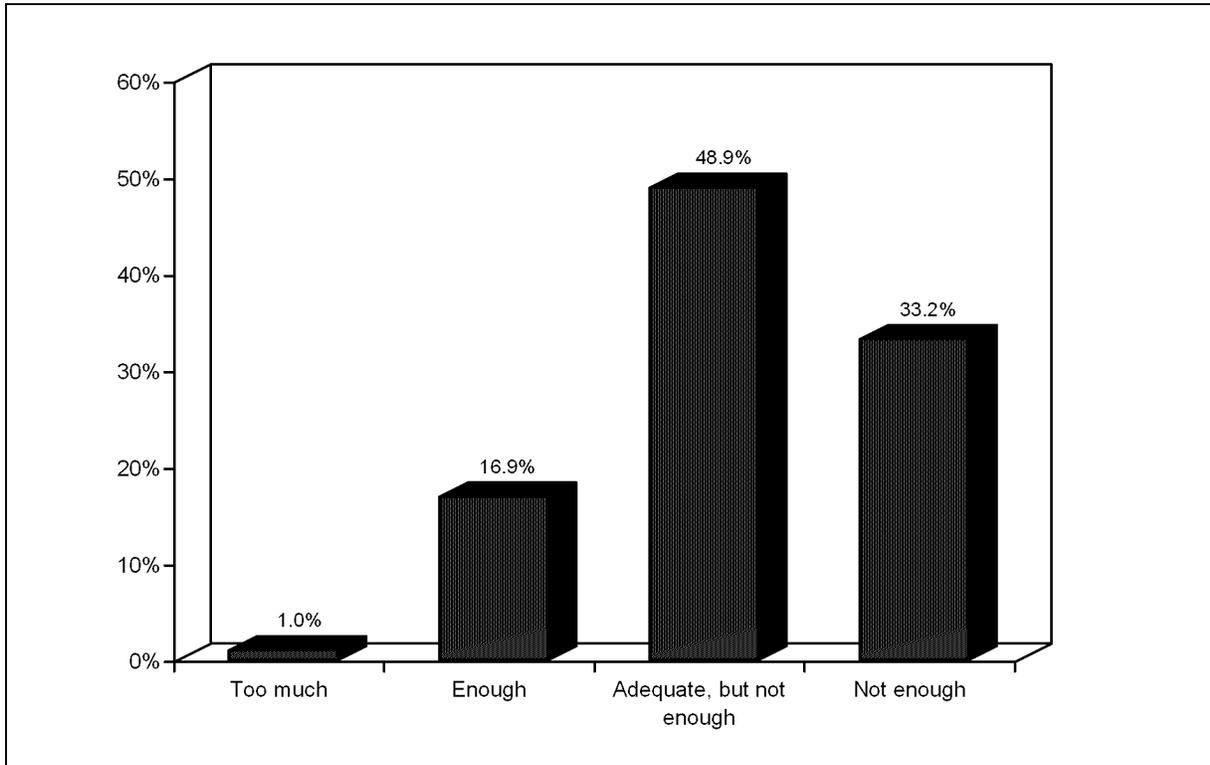
Table 47
Television News Stations Watched Most Often for News about City of Murphy
(n=302)^{*}

	Percentage responding
Channel 8 – ABC	39.1
Channel 5 – NBC	23.5
Channel 4 - FOX	22.2
Channel 11 – CBS	10.9
All local news stations	2.3
National news stations	1.3
Channel 21 – UPN	0.7

- When respondents were asked what television news stations they watched most often, 39.1 percent indicated they watched Channel 8 - ABC. As shown in Table 47, Channel 8 was followed by Channel 5 – NBC (23.5 percent), Channel 4 – FOX (22.2 percent), and Channel 11 – CBS (10.9 percent).

^{*} Sixty-five respondents did not watch television and 29 respondents did not know which station they watched most often.

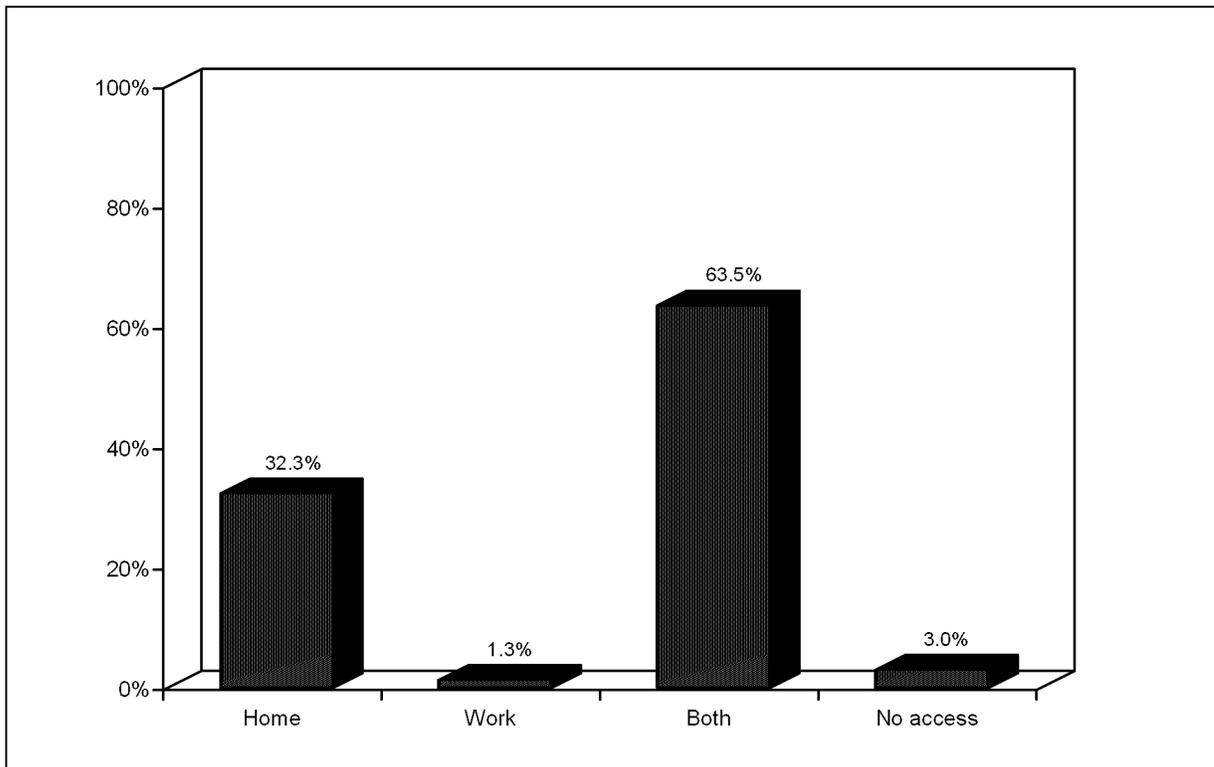
Figure 8
Get Enough Information about the City of Murphy
(n=397)



- Respondents were asked if they got enough information about City programs and services. Seventeen percent of the respondents indicated they got enough information while 48.9 percent got an adequate amount, but not enough (see Figure 8). Thirty-three percent reported they did not get enough information.

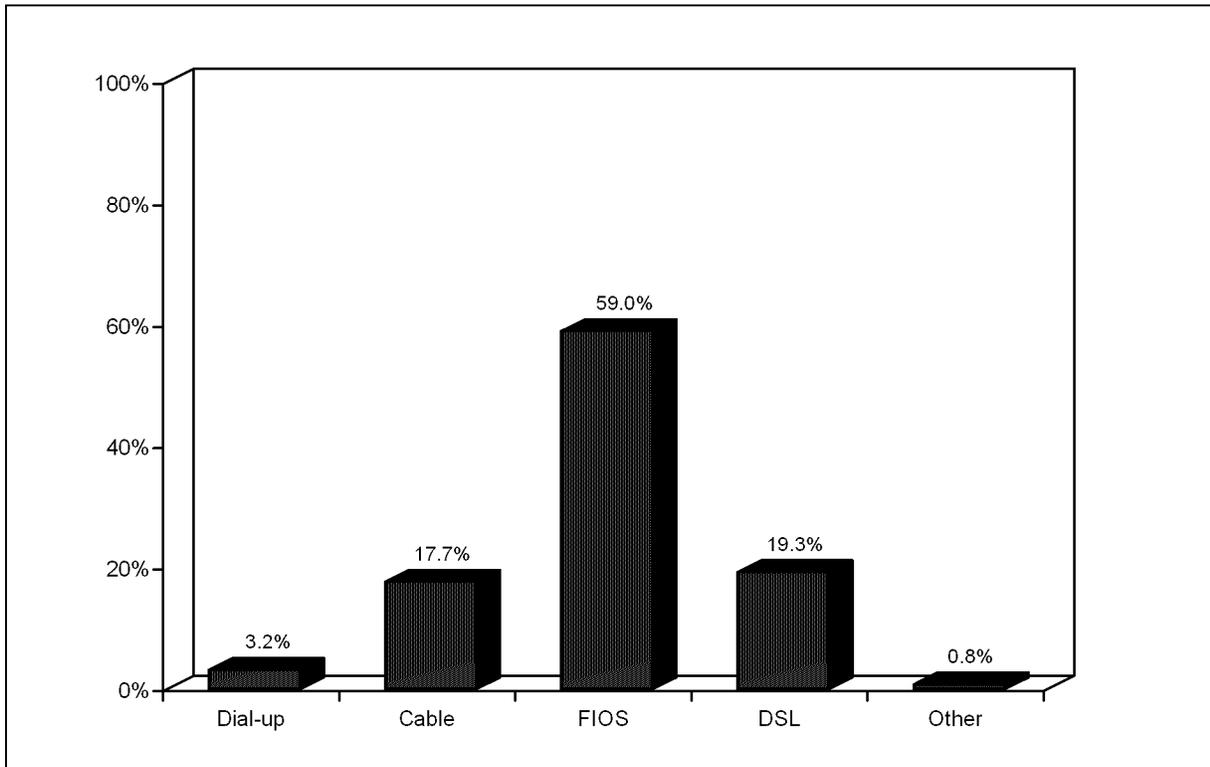
Internet

Figure 9
Access to Internet
(n=400)



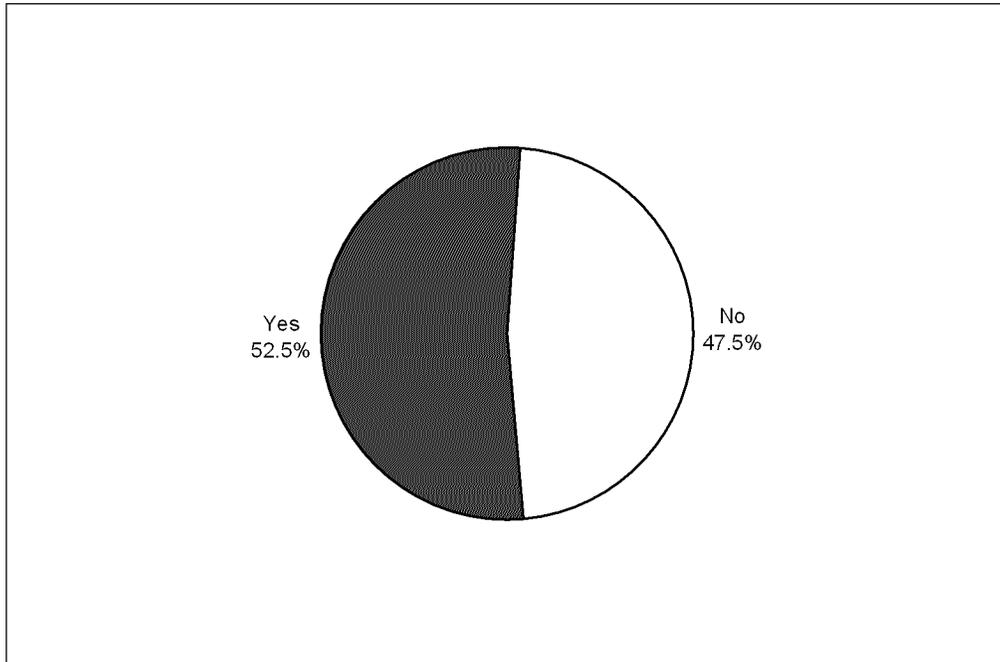
- Respondents were asked if they had access to a computer with Internet access at work, home or both. As shown in Figure 9, 63.5 percent of the respondents indicated they had Internet access at both home and work, while 32.3 percent said they had access at home only. Three percent had no access to the Internet.

Figure 10
Type of Home Internet Access
(n=378)



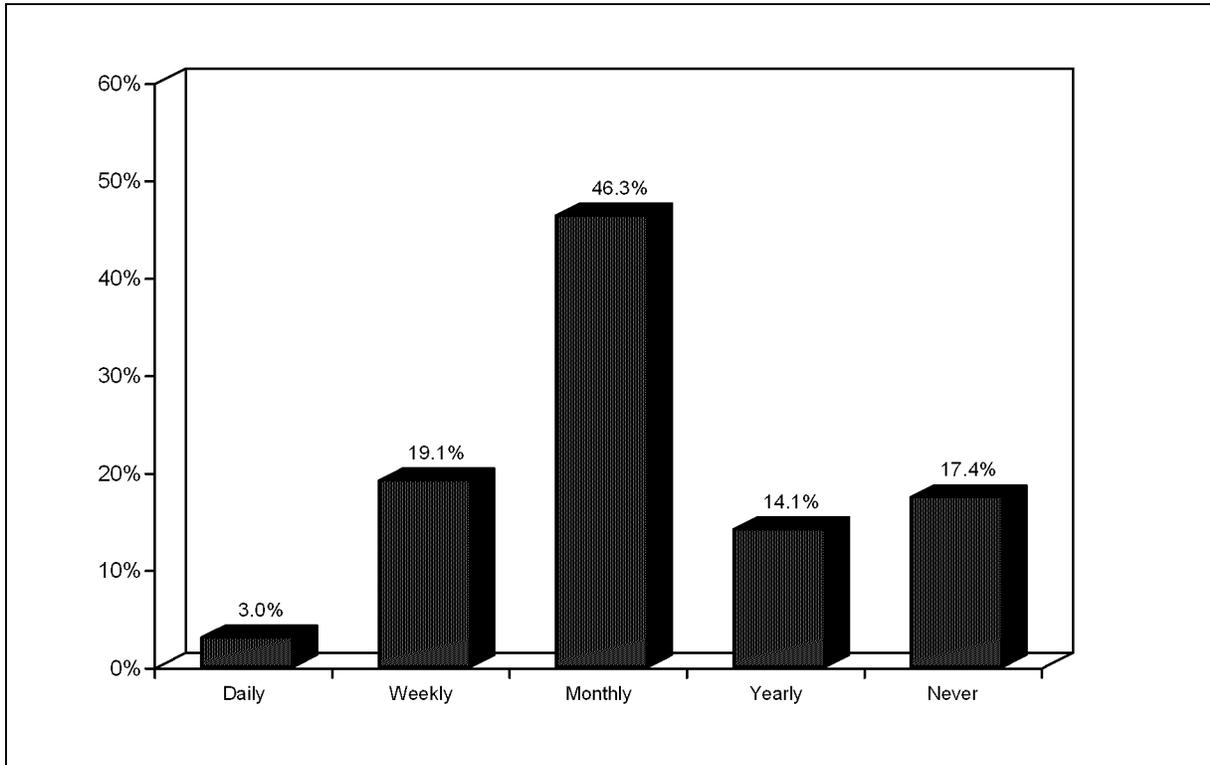
- Respondents with Internet access at home were asked what type of access they used. As shown in Figure 10, 59.0 percent reported having FIOS, 19.3 percent had DSL and 17.7 had cable access to the Internet.

Figure 11
Like to Receive City E-mail Notifications
(n=383)



- When respondents with Internet access were asked if they would like to receive e-mail notifications about City services, meetings, events and publications, 52.5 percent answered “yes” (see Figure 11).

Figure 12
Frequency of Accessing City Web Site
(n=397)



- Respondents with Internet access were asked how often they accessed the City of Murphy Web site (www.murphytx.org) to get information. As shown in Figure 12, 68.4 percent of those respondents accessed the City of Murphy Web site at least monthly: 3.0 percent - daily, 19.1 percent - weekly, and 46.3 percent - monthly.
- As shown in Table 48, the percentage of respondents with Internet access that accessed the City's Web site at least monthly was higher among respondents with children age 6 to 12 and respondents living in households with 3 to 4 people.

Table 48
Frequency of Accessing City Web Site
By Selected Demographics

	Percentage responding				
	Daily	Weekly	Monthly	Yearly	Never
Have children age 6 to 12					
Yes	0.0	23.1	56.5	13.9	6.5
No	4.2	17.4	42.7	14.2	21.5
Household size					
1 to 2	1.8	20.7	36.9	11.7	28.8
3 to 4	4.5	17.8	51.0	13.9	12.9
5 or more	1.2	20.7	48.8	18.3	11.0

Table 49
Usage of City Web Site
(n=328)*

	Percentage responding
General information about city services or departments	84.5
Calendar of events	34.1
Contact numbers for city services	28.4
Online bill pay	15.5
Contact the City Council member(s)	14.9
Weather and/or traffic information	7.0

- Respondents with Internet access were asked how they used the City Web site. As shown in Table 49, the largest percentage of respondents used the Internet to get general information about city services or departments (84.5 percent). This was followed by viewing the calendar of events (34.1 percent), looking up contact numbers for city services (28.4 percent), using the online bill pay (15.5 percent), contacting City Council members (14.9 percent) and getting weather and/or traffic information (7.0 percent).
- Renters were more likely than homeowners to report using the City of Murphy Web site to pay bills (see Table 50).
- The percentage of the respondents who used the Web site to contact City Council members decreased as education increased (see Table 51).

Table 50
Online Bill Pay
By Selected Demographics

	Percentage responding	
	Yes	No
Own or rent home		
Own	14.7	85.3
Rent	50.0	50.0

Table 51
Contact City Council Member(s)
By Selected Demographics

	Percentage responding	
	Yes	No
Education		
High school grad/GED or less	40.0	60.0
Some college	20.0	80.0
Bachelor's degree	10.4	89.6
Master's/PhD	14.1	85.9

* Because respondents could give more than one answer, the percentages will not add to 100.0.

**Table 52
Ratings of City Web Site**

	Percentage responding			
	Excellent	Good	Fair	Poor
Getting around the Web site and ease of use (n=323)	12.1	65.6	20.1	2.2
Information available on Web site (n=323)	9.9	58.5	27.6	4.0
Overall usefulness (n=324)	10.5	67.3	20.4	1.9

- Respondents who had used the City of Murphy Web site were asked to rate it using several criteria.

Getting around site and ease of use

- As shown in Table 53, over three-quarters (77.7 percent) of respondents who had used the City’s Web site rated getting around the site and ease of use either excellent (12.1 percent) or good (65.6 percent).

Information available on Web site

- Sixty-eight percent of respondents who had used the City’s Web site rated the information available on the site either excellent (9.9 percent) or good (58.5 percent).
- As shown in Table 53, ratings of the information available on the Web site were higher among respondents without children under age 6 and respondents without children age 6 to 12.

**Table 53
Ratings of Information Available on Web Site
By Selected Demographics**

	Percentage responding			
	Excellent	Good	Fair	Poor
Have children under age 6				
Yes	10.3	48.7	35.9	5.1
No	9.7	64.1	22.8	3.4
Have children age 6 to 12				
Yes	11.9	45.5	39.6	3.0
No	9.0	64.3	22.2	4.5

Overall usefulness of Web site

- Seventy-eight percent of respondents who had used the City’s Web site rated the information available on the site either excellent (10.5 percent) or good (67.3 percent)

Most important improvement

- When asked for the single most important improvement they would like to see on the City of Murphy’s Web site, the most common response was to improve navigation/search/update the website/online bill pay (28.2 percent). As shown in Table 54, other responses included: better and more recent information/more frequent updates (26.5

percent), more city/neighborhood information and services (25.3 percent), and information and details from city council meetings (16.5 percent).

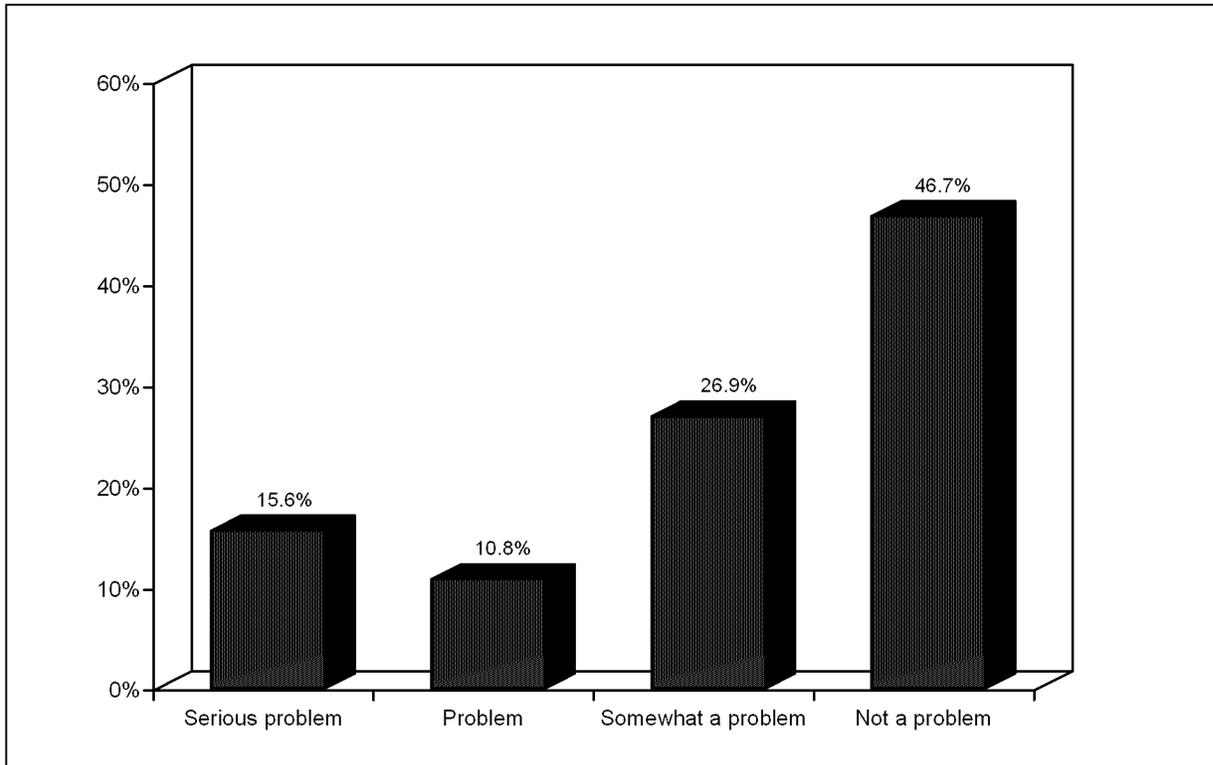
- A complete list can be found in Appendix B.

Table 54
Single Most Important Improvement to City Web Site
(n=170)

	Percentage responding
Improve navigation/search/update website/online bill pay	28.2
Better and more recent information/more frequent updates	26.5
More city/neighborhood information and services	25.3
Information and details from city council meetings	16.5
Contact information/prompt responses	2.9
Weather	0.6

Streets and Traffic

Figure 13
Traffic Speed on Neighborhood Streets
(n=398)

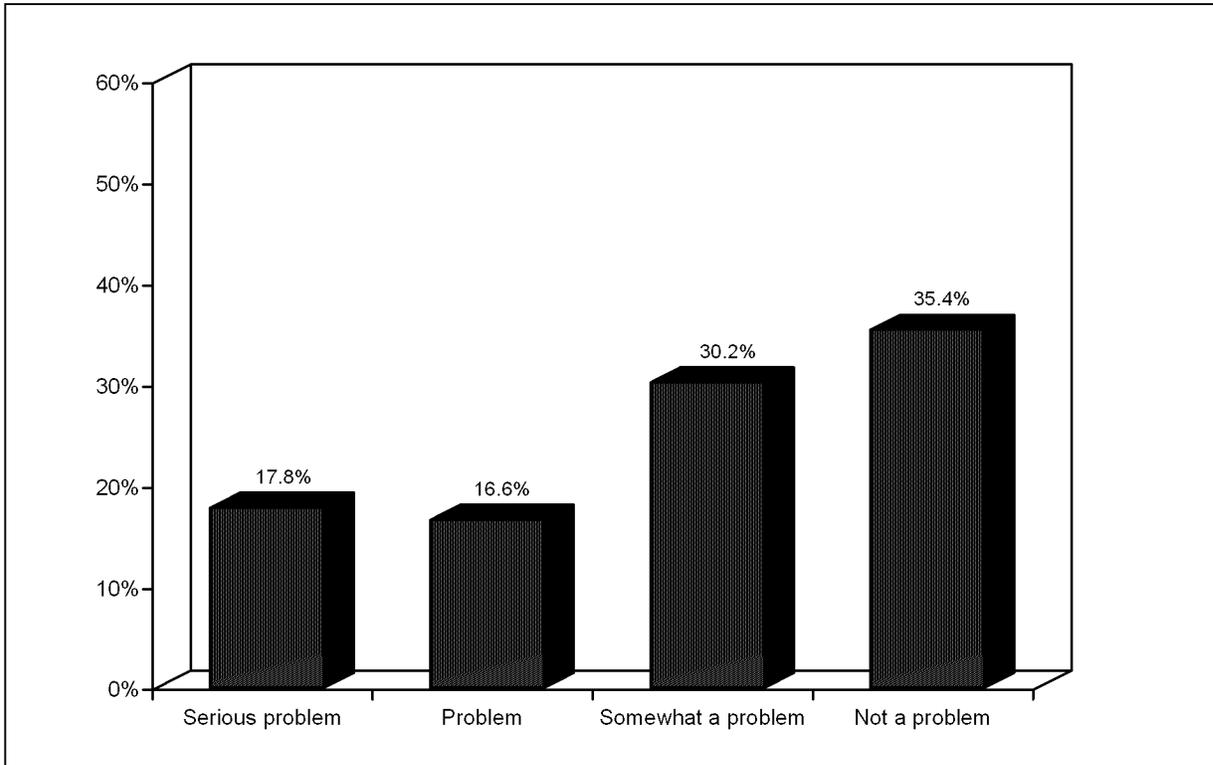


- Respondents were asked if traffic speed on residential streets in their neighborhood was a problem. Fifty-three percent of the respondents indicated that traffic speed was a serious problem (15.6 percent), a problem (10.8 percent) or somewhat a problem (26.9 percent) in their neighborhood (see Figure 13). Forty-seven percent reported it was not a problem.
- As shown in Table 55, respondents with children age 6 to 12 were more likely than those without children that age to report that traffic speed was a problem in their neighborhood.

Table 55
Traffic Speed on Neighborhood Streets
By Selected Demographics

	Percentage responding			
	Serious problem	Problem	Somewhat a problem	Not a problem
Have children age 6 to 12				
Yes	19.4	15.7	29.6	35.2
No	14.2	9.0	25.6	51.2

Figure 14
Traffic on Major Streets
(n=398)

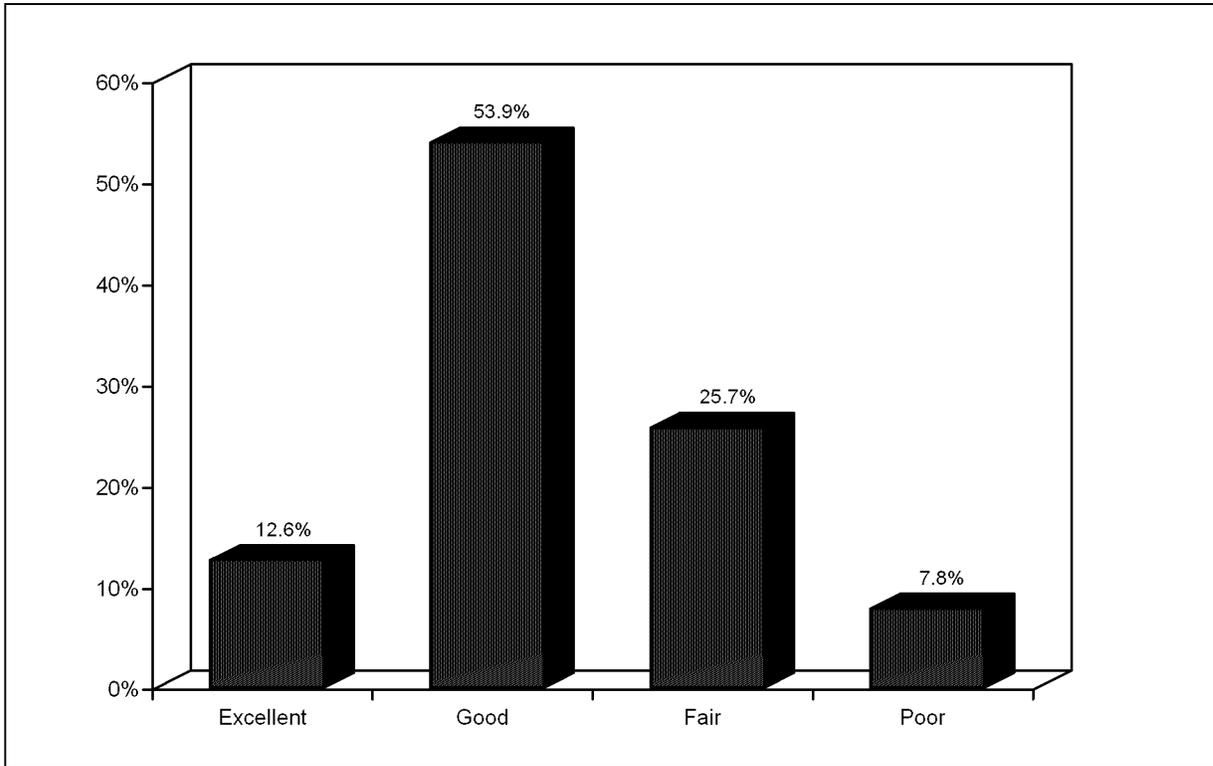


- Respondents were asked if traffic on major streets in the City of Murphy was a problem. As shown in Figure 13, 64.6 percent of the respondents indicated that traffic on major streets was a serious problem (17.8 percent), a problem (16.6 percent) or somewhat a problem (30.2 percent). Thirty-five percent reported it was not a problem.
- As shown in Table 56, the percentage of respondents who reported that traffic on major streets in the City of Murphy was problematic generally increased as length of residence increased.

Table 56
Traffic on Major Streets
By Selected Demographics

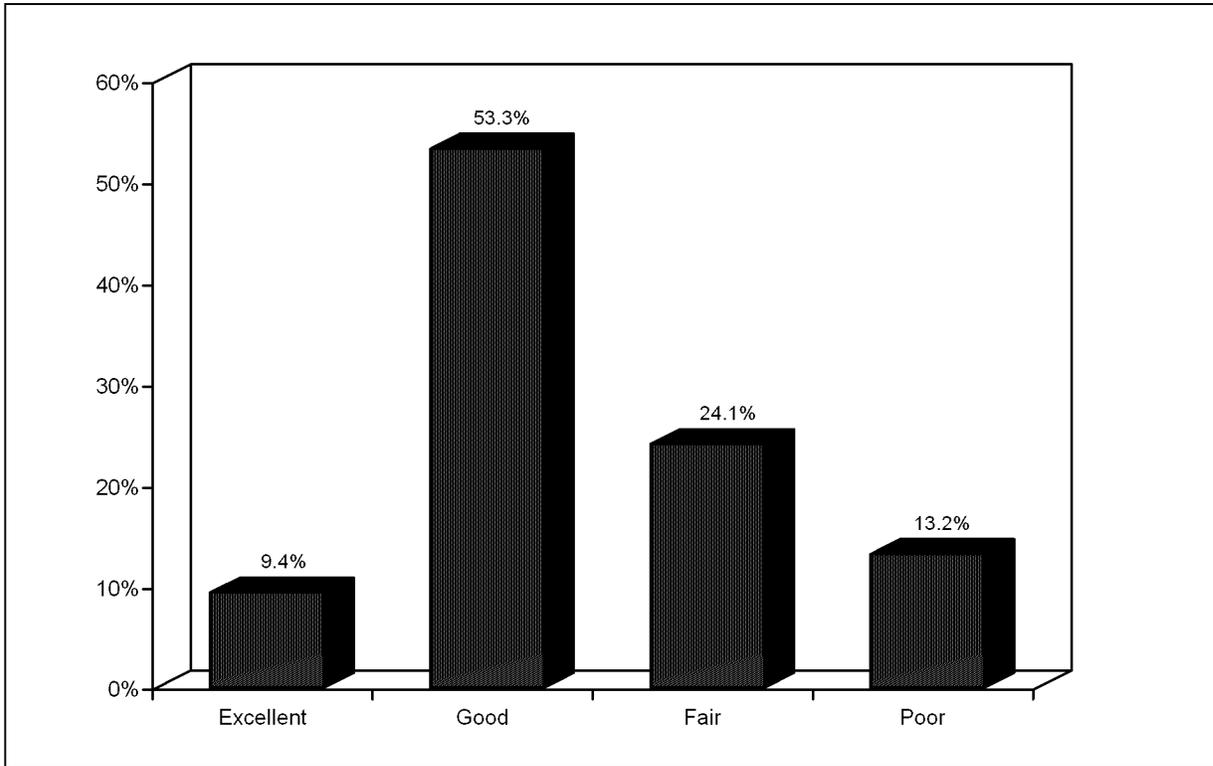
	Percentage responding			
	Serious problem	Problem	Somewhat a problem	Not a problem
Length of residence				
3 to 12 months	15.2	12.1	27.3	45.5
1 to 5 years	13.9	17.6	33.3	35.2
6 to 10 years	18.5	21.7	22.8	37.0
11 to 20 years	30.0	6.7	40.0	23.3
More than 20 years	37.0	7.4	22.2	33.3

Figure 15
Ratings of Street and Road Surfaces
(n=397)



- Respondents were asked to rate the quality of street and road surfaces in the City. As shown in Figure 15, 66.5 percent of the respondents rated street and road surfaces as either excellent (12.6 percent) or good (53.9 percent). Thirty-four percent rated them as either fair (25.7 percent) or poor (7.8 percent).

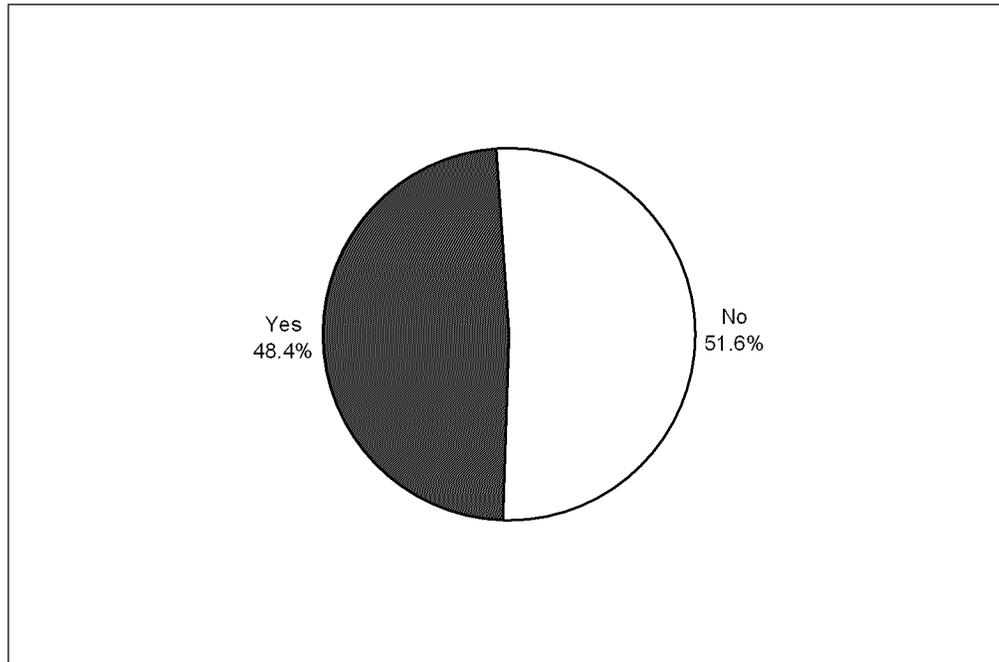
Figure 16
Efficiency of Traffic Signal Coordination
(n=394)



- Respondents were asked to rate the efficiency of traffic signal coordination on major thoroughfares. As shown in Figure 16, 62.7 percent of the respondents rated the efficiency of traffic signal coordination as either excellent (9.4 percent) or good (53.3 percent). Thirty-seven percent rated them as either fair (24.1 percent) or poor (13.2 percent).

Delivery of City Services

Figure 17
Contacted City Officials in the Last Year
(n=399)



- Respondents were asked if they had contacted the City of Murphy regarding any issue, question, or problem in the last year. As shown in Figure 17, nearly half (48.4 percent) of the respondents indicated they had contacted the City in the last year.
- The percentage of the respondents who reported contacting the City of Murphy in the past 12 months was higher among Caucasian respondents than respondents of other ethnic groups (see Table 57).

Table 57
Contacted City Officials in Last Year
By Selected Demographics

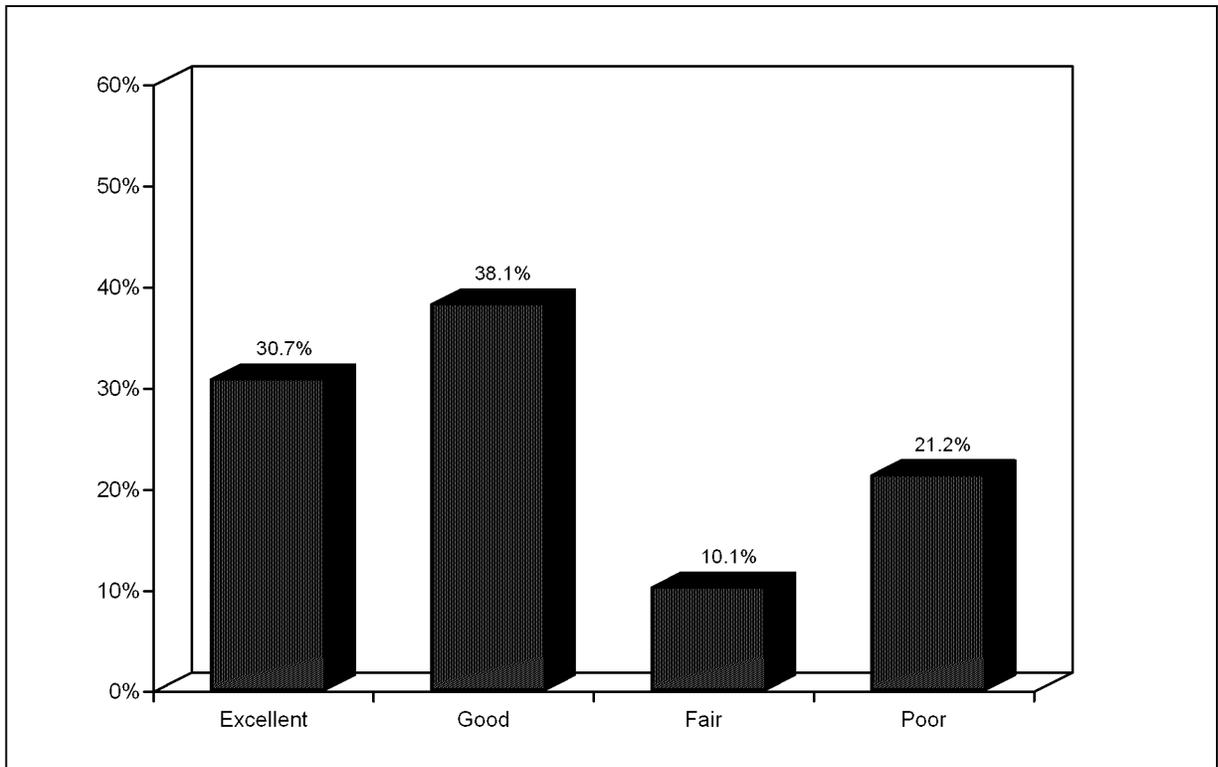
	Percentage responding	
	Yes	No
Ethnicity		
African American	25.8	74.2
Asian	35.9	64.1
Caucasian	53.6	46.4
Hispanic	31.3	68.7
Other	25.0	75.0

Table 58
Purpose of Contact
(n=189)

	Percentage responding
Police Department	23.8
Utilities, other	21.7
City Management	18.5
Animal Control	13.8
Traffic & Streets	7.4
City Council	6.3
Parks & Recreation Department	3.7
Utility bill	1.6
Fire Department	1.6
Other, specify	1.6

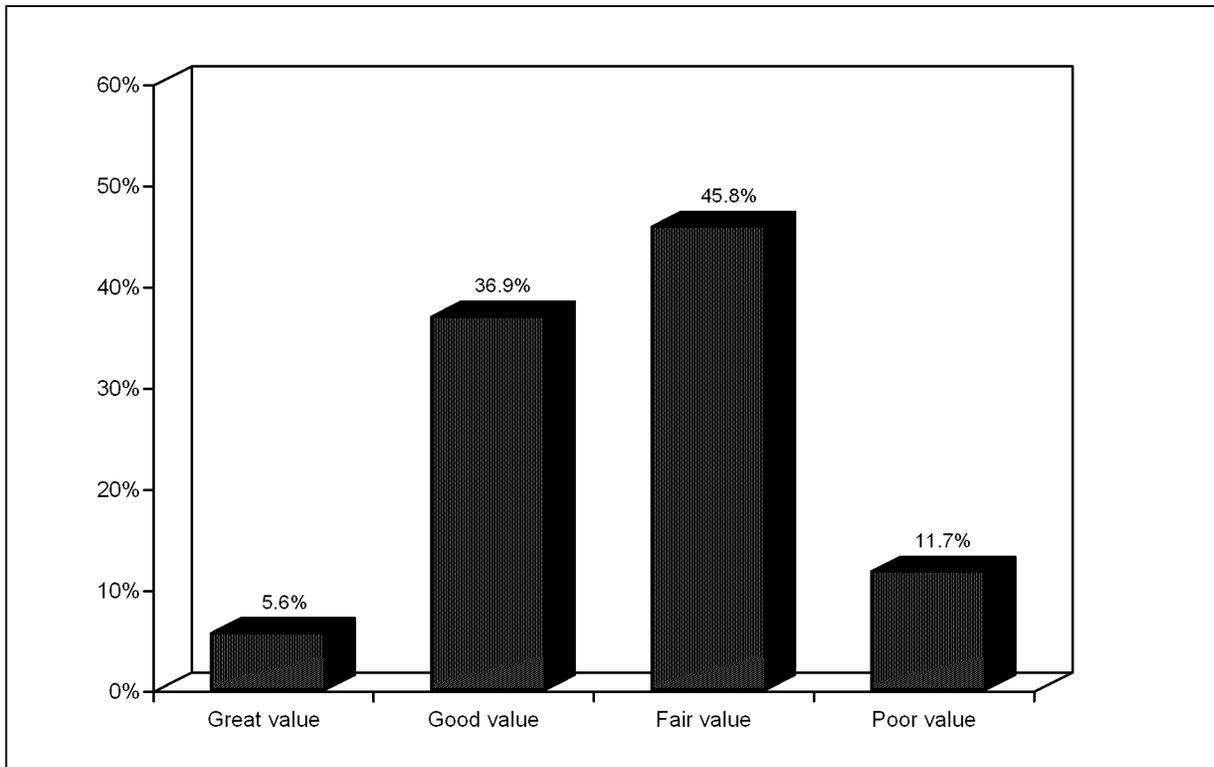
- Respondents who reported contacting the City in the last year were asked what department they contacted and the purpose of that contact. As shown in Table 58, 23.8 percent of the respondents reported contacting the Police Department. Twenty-two percent contacted the Utility Department for a reason other than a utility bill. Nineteen percent contacted city management and 13.8 percent contacted Animal Control. Less than 8 percent of the respondents contacted any of the other departments.
- For the complete list of reasons why the respondents contacted the various departments, please see Appendix B.

Figure 18
Ratings of Customer Service
(n=189)



- Respondents who contacted the City in the past 12 months were asked to rate the overall customer service they received. As shown in Figure 18, 68.8 percent of those respondents rated the customer services as either excellent (30.7 percent) or good (38.1 percent).

Figure 19
Value of Services Versus the Taxes Paid
(n=393)



- All respondents were asked to rate the value of the services they receive versus the City taxes they pay. As shown in Figure 19, 42.5 percent of those respondents rated the value as either a great value (5.6 percent) or a good value (36.9 percent). Fifty-eight percent rated the value as either fair (45.8 percent) or poor (11.7 percent).

**Table 59
Taxes and City Services
(n=378)**

	Percentage responding
I would pay a lot more in taxes to receive large increases in city services.	1.3
I would pay a moderate amount more in taxes to receive a moderate increase in city services.	30.2
I would pay a little bit more in taxes to receive a little bit more in city services.	42.1
I prefer to pay low taxes and receive minimal services.	26.5

- All respondents were asked which of the statements in Table 59 describes their opinion about taxes and city services. Forty-two percent of the respondents reported they would pay a little bit more in taxes to receive a little bit more in city services. Smaller percentages would pay a moderate amount more in taxes to receive a moderate increase in services (30.2 percent), or prefer to pay low taxes and receive minimal services (26.5 percent).
- Respondents without children age 6 to 12 were more likely to prefer low taxes and minimal services, while respondents with children age 6 to 12 would pay a moderate amount more in taxes to receive a moderate increase in city services (see Table 60).

**Table 60
Taxes and City Services
By Selected Demographics**

	Percentage responding			
	Low taxes/minimal services	Little taxes/little bit more services	Moderate taxes/moderate services	Lot more taxes/lot of services
Have children age 6 to 12				
Yes	16.0	45.3	38.7	0.0
No	30.6	41.0	26.6	1.8

VI. CONCLUSIONS

The 2007 Murphy Citizen Survey reveals that the majority of respondents (93.7 percent) rated the quality of life in Murphy as excellent (39.8 percent) or good (53.9 percent). Fifty percent of the respondents reported that the most important factor in deciding to move to Murphy was either the selection of housing (24.8 percent) or the small town “feel” (24.8 percent). Sixty-three percent indicated that the quality of life in Murphy will improve over the next five years. The percentage of the respondents who reported that the quality of life in Murphy will improve over the next five years decreased as length of residence increased and was higher among respondents with children under age 6. When asked what they considered to be the greatest single issue facing Murphy today, the top two answers were development of parks, shopping, and master planning, and city management. Seventy-eight percent rated the way the city is maintained as either excellent (19.8 percent) or good (58.5 percent). Ninety-three percent rated the City’s appearance either excellent (36.1 percent) or good (56.4 percent).

Forty-three percent of the respondents rated the value received for the taxes paid as either a great value (5.6 percent) or a good value (36.9 percent). Fifty-eight percent rated the value as either fair (45.8 percent) or poor (11.7 percent). Forty-two percent of the respondents reported they would pay a little bit more in taxes to receive a little bit more in city services. Smaller percentages would pay a moderate amount more in taxes to receive a moderate increase in services (30.2 percent), or prefer to pay low taxes and receive minimal services (26.5 percent).

Approximately two-thirds of respondents rated all city services either excellent or good. The only exception was recreational programs where 59.6 percent of the respondents rated this service as either fair or poor. Respondents with children age 6 to 12 were more likely to rate recreational programs either fair or poor compared to respondents without children this age. Sixty-seven percent rated the quality of street and road surfaces in the city as either excellent or good.

Traffic speed in neighborhoods was a serious problem (15.6 percent), a problem (10.8 percent) or somewhat a problem (26.9 percent) for 53.0 percent of the respondents. Traffic on major streets in the City of Murphy was a serious problem (17.8 percent), a problem (16.6 percent) or somewhat a problem (30.2 percent) for 64.6 percent of the respondents. Sixty-three percent of the respondents rated the efficiency of traffic signal coordination either excellent (9.4 percent) or good (53.3 percent).

When asked to rate the importance of constructing park and recreational facilities, respondents named playgrounds (79.9 percent-very important/important), jogging/biking trails (79.8 percent), a recreation center (70.4 percent), youth soccer fields (63.2 percent), and natural habitat/nature areas (61.2 percent) as the top five most important facilities. The least important were horseshoe pits (10.7 percent) and shuffleboard courts (9.0 percent). Fifty-eight percent of the respondents either strongly disagreed or disagreed that they were satisfied with the recreational facilities in Murphy. Fifty-eight percent strongly disagreed or disagreed with the statement, “The existing park system is adequate.”

A large majority (90.7 percent) of respondents did most (19.8 percent) or some (70.9 percent) of their shopping in Murphy. Over half of the respondents supported all of the types of development mentioned. The top five types of business development respondents supported were: full service restaurants (95.5 percent), family practice medical offices (91.4 percent), medical clinics (89.0 percent), single category specialty food stores (85.9 percent), and florists and card shops (83.6 percent).

One-third (33.2 percent) of the respondents indicated that they did not get enough information about City programs and services while 48.9 percent got an adequate amount but not enough. The most common source of news about Murphy was local newspapers (48.9 percent). Two-thirds (67.5 percent) reported reading the Murphy Messenger and an additional 19.8 percent read the Murphy Monitor. Thirty-nine percent watched Channel 8 – ABC, while 23.5 percent watched Channel 5 – NBC and 22.2 percent watched Channel 4 – FOX.

Sixty-four percent of the respondents had access to the Internet at home and work and 97.0 percent had some type of Internet access. Fifty-nine percent of those with home access used FIOS to access the Internet. Over half (52.5 percent) would like to receive e-mail notifications about City services, meetings, events and publications. Sixty-eight percent of the respondents with Internet access visited the City of Murphy Web site at least monthly. Accessing the Web site at least monthly was higher among respondents with children age 6 to 12 compared to respondents without children in that age group. Eighty-five percent of respondents who visited the city Web site used it to get general information about city services or departments. Two-thirds or more of the respondents who used the city Web site rated it either excellent or good for ease of use (77.7 percent), the available information (68.4 percent) and overall usefulness (77.8 percent).

Forty-eight percent of the respondents reported contacting the city regarding any issue, question or problem in the last year. Departments contacted most often were the Police Department (23.8 percent) and Utilities (for reasons other than the bill) (21.7 percent). Sixty-nine percent rated the customer service they received as either excellent or good.

APPENDIX A: SURVEY INSTRUMENT

**City of Murphy
2007 Citizen Survey**

Hello, my name is _____ I'm calling from the Survey Research Center at the University of North Texas. The City of Murphy is conducting a survey of its citizens and I would like to talk with any female/male age 18 or older.

(TO RESPONDENT) The City is conducting a survey to determine how citizens rate City services and to measure citizen attitudes on certain major issues facing the City. I want to stress that this survey is being conducted by the City of Murphy not by a candidate for political office.

The questions that I want to ask you will take about 10 minutes and your answers will be useful to the City staff and council as they plan for the future. Your participation is voluntary and all of your answers will remain confidential, and will be reported to the city in percentages only. This project has been reviewed by the UNT Committee for the Protection of Human Subjects. If you have any questions, please call 1-800-687-7055.

1. First, how long have you lived in Murphy? (DO NOT READ RESPONSES WHEN ALL IN CAPS)

1. LESS THAN 3 MONTHS (TERMINATE INTERVIEW)
2. NO LONGER LIVE IN MURPHY (TERMINATE INTERVIEW)
3. 3 TO 12 MONTHS
4. 1 TO 5 YEARS
5. 6 TO 10 YEARS
6. 11 TO 20 YEARS
7. 21 to 30 YEARS
8. MORE THAN 30 YEARS
99. NO RESPONSE/DON'T KNOW NR/DK

2. How would you describe the Quality of Life in Murphy? Would you say. . .

1. Excellent
2. Good
3. Fair
4. Poor
9. NR/DK

3. What was the most important factor for you when you decided to move to Murphy (DO NOT READ RESPONSES)

- a. SELECTION OF HOUSING
- b. SAFE PLACE TO LIVE
- c. CLEAN AND ATTRACTIVE
- d. PARKS
- e. SMALL TOWN FEEL
- f. DISTANCE FROM DALLAS/FORT WORTH
- g. CLOSE PROXIMITY TO THE LAKE
- h. LOWER TAXES
- i. WAS BORN IN MURPHY

j. Other (SPECIFY) _____

4. Do you think the quality of life in Murphy will improve, stay the same, or decline over the next five years?

1. Improve
2. Stay the Same
3. Decline
9. NR/DK

5. Would you say that you and your family do all, most, some, or none of your shopping in Murphy?

1. All
2. Most
3. Some
4. None
9. NR/DK

6. What do you consider to be the greatest single issue facing Murphy today?
Anything else?

7. Overall, how would you describe the way in which the city is maintained?

1. Excellent
2. Good
3. Fair
4. Poor
9. NR/DK

8. Would you rate the City of Murphy as excellent, good, fair or poor In terms of cleanliness, quality of houses, and general appearance?

1. Excellent
2. Good
3. Fair
4. Poor
9. DK/NR

9. Next I am going to read you a list of city services. For each of the services provided by the city, please rate the service as excellent, good, fair or poor. The first is _____. Would you rate the City of Murphy _____ as excellent, good, fair or poor?

<i>(Rotate order of services)</i>	Excellent	Good	Fair	Poor	NR/DK
a. Street maintenance	1	2	3	4	9
b. Recreational programs	1	2	3	4	9
c. Storm water drainage	1	2	3	4	9
d. Police	1	2	3	4	9
e. Fire department	1	2	3	4	9
f. Emergency Medical Services	1	2	3	4	9
g. Trash Collection Services	1	2	3	4	9
h. Recycling Collection Services	1	2	3	4	9
i. Water services	1	2	3	4	9
j. Utilities	1	2	3	4	9
k. Animal Control	1	2	3	4	9
l. Parks	1	2	3	4	9

10. The city is currently in the process of determining the city's park and recreation needs. Please tell me how important or unimportant you think it would be to construct additional facilities in Murphy. (Bring up items one at a time and ask whether they are very important - VI, important - I, somewhat important - SI, or not important - NI to the respondent)

<i>(Rotate order of services)</i>	VI	I	SI	NI	DK/NR	
A) Baseball fields		1	2	3	4	9
B) Adult softball fields	1	2	3	4	9	
C) Youth softball fields	1	2	3	4	9	
D) Adult soccer fields	1	2	3	4	9	
E) Youth soccer fields	1	2	3	4	9	
F) Tennis courts	1	2	3	4	9	
G) Football fields	1	2	3	4	9	
H) Volleyball courts	1	2	3	4	9	
I) Basketball courts	1	2	3	4	9	
J) Horseshoe pits	1	2	3	4	9	
K) Jogging / Biking trails	1	2	3	4	9	
L) Rental picnic /reunion pavilions	1	2	3	4	9	
M) Exercise stations along trails	1	2	3	4	9	
N) Playgrounds	1	2	3	4	9	
O) Picnic tables	1	2	3	4	9	
P) Small picnic shelter	1	2	3	4	9	
Q) Swimming pool	1	2	3	4	9	
R) Natural habitat / nature areas		1	2	3	4	9
S) Shuffleboard courts	1	2	3	4	9	
T) Bird watching facilities	1	2	3	4	9	
U) Water playgrounds/splash pads	1	2	3	4	9	
V) Recreation center	1	2	3	4	9	
W) Other _____						

I am going to read you a couple of statements. Please tell me how strongly you agree or disagree with each.

11. I am satisfied with the recreational facilities in Murphy.

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree
9. NR/DK

12. The existing park system is adequate.

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree
9. NR/DK

13. Now for questions about the community's growth. As I read each type of development, please tell me if you would strongly support, somewhat support, somewhat oppose or strongly oppose more of this type of development in Murphy.

<i>(Rotate order of services)</i>	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	NR/DK
a. Small Dept. Stores (Kohl's, Mervyn's etc.)	1	2	3	4	9
b. Large Dept. Stores (ie: JCPenney, Dillards etc.)	1	2	3	4	9
c. Discount Retailers (ie: Target/Walmart)	1	2	3	4	9
d. Clothing retailers	1	2	3	4	9
e. Shoe Stores	1	2	3	4	9
f. Jewelry Stores	1	2	3	4	9
g. Furniture & Appliance Stores	1	2	3	4	9
h. Florists & Card Shops	1	2	3	4	9
i. Recreational supply stores	1	2	3	4	9
j. Specialty gift & decorating shops	1	2	3	4	9
k. Upscale housing	1	2	3	4	9
l. Entertainment venues	1	2	3	4	9
m. Full service (sit-down) restaurants	1	2	3	4	9
n. Fast food restaurants	1	2	3	4	9
o. Single category specialty food stores (ie: bakeries, fruit/veg mkts, butchers)	1	2	3	4	9
p. Maintenance and repair services (i.e., auto&home)	1	2	3	4	9
q. Office Suites/Bus. Parks	1	2	3	4	9
r. Family Practice medical offices	1	2	3	4	9
s. Medical Hospitals	1	2	3	4	9
t. Medical Clinics	1	2	3	4	9

14. Where do you get most of your information about the City of Murphy? (Select only one)

1. LOCAL NEWSPAPERS
2. TELEVISION NEWS
3. WORD OF MOUTH
4. CITY WEB SITE
5. CITY NEWSLETTERS
6. FLYERS INCLUDED IN WATER BILLS
7. OTHER (SPECIFY)
9. NR/DK

14A. What newspaper do you read most often for news about the City of Murphy?

1. Murphy Monitor
2. Dallas Morning News
3. Murphy Messenger
4. DOES NOT READ NEWSPAPER
5. Other (Specify)

9. NR/DK

14b. What television news station do you watch most often for news about the City of Murphy?

1. Channel 4 - FOX
2. Channel 5 - NBC
3. Channel 8 – ABC
4. Channel 11 – CBS
5. Channel 21 – UPN
6. Channel 33 - KDAF
7. DOES NOT WATCH TELEVISION
8. Other (Specify)
9. NR/DK

15. Is the information you receive about the City of Murphy . . .

1. Too much
2. Enough
3. Adequate, but not enough
4. Not enough
9. NR/DK

16. Do you have access to the Internet from your home or work?

1. YES, HOME (ASK Q16b)
2. YES, WORK (SKIP Q16c)
3. YES, BOTH (ASK Q16b)
4. NO (SKIP TO Q17)
9. NR/DK (SKIP TO Q17)

16b. What form of Internet access do you use at home, dial-up, DSL, cable or FIOS?

1. DIAL-UP
2. CABLE
3. FIOS
4. DSL
5. OTHER
9. NR/DK

16c. Would you like to receive e-mail notifications about City services, meetings, events and publications?

1. YES
2. NO
9. NR/DK

16d. How often do you access the City's web site (www.murphytx.org) to get information?

1. Daily
2. Weekly
3. Monthly
4. Yearly

- 5. Never (Skp Q17)
- 9. NR/DK (Skp Q17)

16e. What do you use the City's website for: (select all that apply)

- General information about city services or departments
- Contact numbers for city services
- Calendar of events
- Online bill pay
- Weather and/or traffic information
- Contact the City Council member(s)
- Other (specify)

17. Please rate the City's website as excellent, good, fair or poor in terms of:.

	Excellent	Good	Fair	Poor	NR/DK
A. Getting around the Web site and ease of use.	1	2	3	4	9
B. Information available on Web site.	1	2	3	4	9
C. Overall usefulness	1	2	3	4	9

18. What would be the single most important improvement you would like to see on the City of Murphy's website?

19. Is traffic speed on residential streets in your neighborhood a serious problem, a problem, somewhat a problem, or not a problem?

- 1. SERIOUS PROBLEM
- 2. PROBLEM
- 3. SOMEWHAT A PROBLEM
- 4. NOT A PROBLEM
- 9. NR/DK

20. Is traffic on major streets in the City of Murphy a serious problem, a problem, somewhat a problem, or not a problem?

- 1. SERIOUS PROBLEM
- 2. PROBLEM
- 3. SOMEWHAT A PROBLEM
- 4. NOT A PROBLEM
- 9. NR/DK

21. Would you rate the quality of street and road surfaces in the City as excellent, good, fair, or poor?

- 1. EXCELLENT
- 2. GOOD
- 3. FAIR
- 4. POOR

9. NR/DK

22. Would you rate the efficiency of traffic signal coordination on major thoroughfares as excellent, good, fair or poor?

1. EXCELLENT
2. GOOD
3. FAIR
4. POOR
9. NR/DK

23. Have you contacted the City for any issue, question or problem in the last year?

1. YES
2. NO (SKIP TO Q24)
9. NR/DK

23a. What department did you contact?

1. UTILITY BILL (SPECIFY – What was the purpose of the contact)
2. UTILITIES, OTHER (SPECIFY– What was the purpose of the contact)
3. CITY COUNCIL (SPECIFY– What was the purpose of the contact)
4. CITY MANAGEMENT (SPECIFY– What was the purpose of the contact)
5. ANIMAL CONTROL (SPECIFY– What was the purpose of the contact)
6. POLICE DEPARTMENT (SPECIFY– What was the purpose of the contact)
7. FIRE DEPARTMENT (SPECIFY– What was the purpose of the contact)
8. OTHER (SPECIFY– What was the purpose of the contact)
9. NR/DK

23b. How would you rate the overall customer service you received?

1. Excellent
2. Good
3. Fair
4. Poor
9. NR/DK

24. Considering all City services, please rate the value of the services you receive versus the City taxes you pay? Would you say that the services you receive for the taxes you pay are a . . .

1. Great Value
2. Good Value
3. Fair Value
4. Poor Value
9. NR/DK

25. I am going to read four statements about taxes and city services, please tell me which one best describes you. (If asked, city services would include amenities such as: parks, recreational facilities, city beautification etc)

I prefer to pay low taxes and receive minimal city services

I would pay a little bit more in taxes to receive a little bit more in city services

I would pay a moderate amount more in taxes to receive a moderate increase in city services

I would pay a lot more in taxes to receive large increases in city services.

The last few questions are for classification purposes only.

26. Do you rent or own your home?

1. OWN
2. RENT
3. RENT FREE SITUATION
9. NR/DK

27. Which best describes your age category?

1. 18-25 Years
2. 26-40 Years
3. 41-50 Years
4. 51-65 Years
5. 66 Years or more
9. NR/DK

28. How many people live in your household?

1. 1-2
2. 3-4
3. 5-6
4. More than 6
9. NR/DK

29. Do you have any children living in your household less than 6 years of age?

- 29b. 6 to 12 years of age?
- 29c. 13 to 18 years of age?

30. Which of the following best describes your ethnicity?

1. African American
2. Asian
3. Caucasian
4. Hispanic
5. Native American
6. Other (specify)
9. NR/DK

31. Are you employed fulltime, part-time, presently unemployed, retired, or are you a student, or homemaker?

1. Fulltime
2. Part-time
3. Unemployed
4. Retired
5. Student
6. Homemaker

9. NR/DK

If answer > 2 skip Q32

31A. Do you work at your home or outside your home?

1. At home
2. Outside home
9. NR/DK

32. Which of the following best describes your education level?

0. Less than high school
1. Some high school
2. H. S. Diploma/GED
3. Some College
4. Bachelor's Degree
5. Master's Degree
6. Ph.D.
9. NR/DK

33. Which range best describes your annual household (total) income level?

1. \$0-\$50,000
2. \$50,001-\$75,000
3. \$75,001-\$100,000
4. \$100,001-\$125,000
5. \$125,001 - \$150,000
6. \$150,001 - \$200,000
7. More than \$200,000
9. NR/DK

THANK YOU VERY MUCH FOR YOUR TIME AND COOPERATION. WE BELIEVE THAT THIS PROJECT WILL HELP CITY OFFICIALS PROVIDE BETTER SERVICES TO ALL CITIZENS.

INTERVIEWER, CODE GENDER

1. Female
2. Male

APPENDIX B: OPEN-ENDED RESPONSES

Greatest Single Issue Facing Murphy Today

Development (parks, shopping, master planning)

A good shopping center.
A library.
All of the housing lots are smaller, so there are more houses. Preferred a more rural feel.
Bigger parks.
Building a high school.
Building and roads.
Building commercial businesses next to the residential areas.
Completing quality retail development.
Crowding, the fields are all disappearing.
Development. More shopping centers.
Development. (3)
Development of new areas.
Development of parks and community services.
Development of the unpopulated areas.
Development. Shopping and parks and a new city manager.
Don't have parks, recreation center for all communities.
Economic development. (5)
Economic development - limited amount of land.
Economic development - more businesses. Politics: city hall, major, city council problems.
Economic development is poor - lack of direction for development.
Economic development, finishing its retail areas with quality business, developing a city of community that unites the city.
Economic development: It appears that the tail is wagging the dog.
Expansion. (3)
Expansion of city.
Expansion of people moving in.
Has two kids, and they enjoy having activities, so would prefer to have more entertainment venues.
Have a Kroger's.
Having more shopping and dining so people will stay in town.
How growth and new business are being handled. There is poor planning for new shops and businesses that are opening.
Keeping up on house zoning and business zoning.
Lack of good restaurants.
Lack of a high school.
Lack of available and different types of shopping.
Lack of broadband.
Lack of commercial development.
Lack of good shopping centers and restaurants.
Lack of major restaurants.
Lack of places to shop.
Lack of plan for the direction of Murphy.
Lack of post office.
Lack of restaurants.
Lack of retail. (4)
Lack of retail sources - maintaining education quality (public school system).
Lack of retail things.
Lack of shopping. (4)
Lack of shopping options.
Lack of shopping places.

Location is sandwiched between other cities, cannot expand well.
 Master plan of parks and trails to make it easier to walk around Murphy.
 Max park land.
 More activities for the community without having to go to another community.
 More consumer businesses.
 More parks.
 More parks.
 More restaurants.
 More retail shopping outlets.
 More shopping.
 More stores. (2)
 More stores/shopping centers.
 Need a Super Wal-Mart and Super Target.
 Need for more businesses.
 Need more commercial growth; need wider roads.
 Need more shopping retail centers.
 Need more upgrading in shopping centers, restaurants.
 Needing more restaurants and shops.
 New growth - not having enough restaurants and shops.
 New retail complex on 544.
 No parks.
 No retail, no parks.
 No shopping areas.
 No space to expand.
 Not enough commercial businesses for the community and a poor park system.
 Not enough family activities.
 Not enough recreation.
 Not enough shopping centers.
 Not enough shops.
 Not enough restaurants, traffic on Murphy Rd., size of Plano East High School (too big).
 Not too many businesses.
 Nowhere to shop and nowhere to eat.
 Out of land.
 Park and recreation lacking.
 Park space and improvements.
 Parks and recreation not enough.
 Parks, libraries.
 Plan for more recreation.
 Proper development of vacant land.
 Property taxes and more parks.
 Providing services.
 Providing services while keeping up with growth.
 Put family restaurants in.
 Retail development. (2)
 Retail growth.
 Retail shopping.
 Retail shopping for family and clothing, high schools.
 Retail shops.
 Revenue, not enough of a business base.
 Selection shops.
 Murphy could use more retail and office buildings. More restaurants. Came from Plano, so I am
 used to more stores and shops and restaurants.
 Shopping. (3)
 Shopping and entertainment.

Shopping center started 6 months ago - and it's still not there.
Shopping centers.
Spend money on parks improvements.
The attracting of retail establishments into Murphy.
The development.
The expansion.
The growth - she has to go to Plano for a lot of things she can't get in Murphy.
The lack of parks.
The lack of places to shop and eat.
The marketplace is going to bring in more people to the city. Alcohol sales were approved by the city council.
The most negative is the new shopping center, and the positive is the parks and school are very well taken care of.
The need for a city library, better city planning for use of retail space, bike paths. (Listed in descending order of importance).
The need for a new high school.
The retail expansion. It's a big issue.
They need a post office!
Too many banks, not enough diversity--shopping, restaurants.

City management

Ability of our city council to communicate with each other and help citizens and work together, we need unity.
Better communication with the citizens.
Better priorities for the city council, main concentrations.
Building codes and variants problems. City structure and city people are incompetent. I have no respect for them.
Can't believe that the city council paid a settlement to get the city manager out, feels it's a waste of tax payers' money.
Certain people in city government focus more on personal issues than on city issues.
Challenge, for the city council and mayor to communicate effectively with the citizens of Murphy.
City council.
City Council and Mayor having problems.
City Council and the mayor are not handling the issue they need to handle. They should provide sewage water, fire, police. They are not doing that.
City council needs to get their act together; in-fighting and small town politics need to go away.
City council's planning - city council is a mess.
City council's response to the MSNBC investigation of pedophiles.
City council getting along.
City council.
City council and mayor not good.
City councils.
City finance.
City government.
City government issues.
City government. Seems to be a lot of political issues and backstabbing. It seems unusual for a town so small it needs to stop.
City Hall.
City leadership.
City management with the recent Dateline issues.
City manager.
City manager issue.
City managers and city council are not necessarily doing a good job.
City politics.

Cohesive strategy.
Communication.
Communication between City Hall and its citizens.
Communication between the city and people is not good.
Communication within the city.
Conflict.
Corrupt government.
Disagreements in city government.
Division in city council.
Electing quality leadership that will take the city in a positive direction.
Feels the mayor is not doing an adequate job as the city mayor; don't think he understands how to run a city.
Fighting among the different council members and city mayor.
Financial instability in the government.
Financial management.
Finding a decent city manager that knows how to read contracts and doesn't get sabotaged by the North Texas Water District.
For a small town Murphy certainly has a lot of political strife.
Getting a smooth transition to professional management of the city government.
Getting city management stabilized.
Getting too political; always replacing someone. Can't they find someone to do the job right before appointing them.
Government officials.
Government issues.
Growing pains for city management.
Having qualified people to lead the city, both in city council and city management.
Having it publicly announced increased the animosity.
Hopes new city council will stop arguing and work together with city.
How the city council members get along with each other.
In-fighting (people not getting along, questioning motives) at City Hall.
Integrity in government.
Issues with the city manager.
Issues with police department and real estate values.
It has been the lack of leadership.
It's the new city council, hoping that they [go in] the right direction, i.e., bring in some upscale businesses that will help with taxes thereby giving homeowners some tax relief.
Keeping a city manager longer.
Lack of adult leadership in city council.
Lack of authority by governmental and staff.
Lack of communication between the city manager and the residents.
Lack of cooperation within the city and between other cities.
Lack of unity among city council members and political groups.
Leadership. (3)
Leadership is weak.
Leadership: poor leadership in city government compared to other cities such as Plano or Allen.
Financially irresponsible and not people-focused.
Leadership: the problems we've been having with the city manager and what they are going to do about it.
Limited visibility of elected officials.
Local government. City's mentality is no longer "country" they want to be a "big city". They are so engrossed with a mentality to be a big city when we aren't.
Mayor and council that will do something for the city.
Mayor is weak.
Murphy council board can't come to a consensus on how to go about dealing with issues.
Murphy is almost bankrupt due to lawsuits.

Need to have responsible leadership in City Council.
 Newly elected inexperienced city council.
 No one in city government gets along.
 Our city council. There have been a lot of changes which should be good. The old mayor needs to get out of the picture completely.
 Our Dateline scandal, and the management of the leadership positions of the city.
 Our political system, we've had problems with our city manager and that's being resolved, still some underlying problems with our city council.
 Outside influences: society under pressure from outside influences, example: immoral world.
 Over spending by the city government, i.e., large city government building, way too big for the size of Murphy.
 Political atmosphere is not good.
 Political cohesiveness; city council is fighting too much.
 Political division with former city manager, with the current one and the one that left.
 Political haggling with City Hall and board members.
 Political popularity, council doesn't get along.
 Political upheaval between council and city government - between police department and city council.
 Politics. (2)
 Politics: growing city and the politics are required but... Everything else is doing well. Watch the city's spending.
 Politics, management from the city is pathetic.
 Politics, our city council and governing body.
 Poor city management.
 Probably the council to settle down and work together.
 Problems between city council and elected officials.
 Responsible city government.
 See the government/city council get along with each other.
 Stability of the politics. Seemed like there was a lot of turnover, didn't seem very stable.
 Straightening out of city administration.
 That the city council and the staff can work together to improve the quality of life in regards to the marketplace and the flow of the city and making it work here in the city.
 The amount of money that the government spends.
 The city council.
 The city council and mayor getting along and working together.
 The city council getting along.
 The city council has their own private agenda, aren't taking the initiative to do what's best for all of the citizens in the city of Murphy.
 The city council is inexperienced and doesn't know how to fill the needs; overstaffing and understaffing the wrong departments.
 The city council and the water restrictions need improvement.
 The city manager.
 The decisions made by the people in city government whether they made their decisions based on personal needs or what the city needs.
 The inability of the city government to get along.
 The in-fighting amongst the city leadership and the council.
 The infighting between the in-council and the mayor.
 The mayor and the City Council are not united.
 The politics are too one-sided for city management and city council.
 The public display of disagreement with the city leaders.
 The recent phase of political mayhem.
 The split in the government.
 There needs to be more unity at City Hall.
 Too many problems with the city council.
 Unified purpose adopted by the city government.

Infrastructure and roads

544 and Murphy Road is terrible.
Access to highways.
Barricades on Betsy Road for 2 years.
Beautification of roadways.
Bringing light rail to Murphy.
Called the City of Murphy because of a brick wall that she has an issue with.
City needs to get ahead of the traffic congestion.
Concerned about the infrastructure, in regards to growth.
Congestion on streets.
Connectivity to DART rail system.
Controlling growth and traffic.
Global warming: rain patterns and droughts, congestion.
Heavy traffic.
Infrastructure, some of the smaller roads need to be replaced rather than repaired.
Infrastructure.
Murphy isn't considered a city on a lot of databases; it is considered Plano.
Murphy Road improvement.
Murphy Road is one lane either direction with no shoulder. The town size is growing, and they need to expand the road.
Murphy Road is too small.
Murphy Road needs to be expanded. It's really narrow and the speed limit is too high.
Need street and median improvements.
No sidewalks in my neighborhood.
No sidewalks.
No street lights on Murphy Road; could cause accidents.
North Murphy Road. Talking about widening and nothing is being done. Amen.
Not enough lighting, and the train has been passing through late at night through the early morning hours.
Poor planning on roadways, size of lanes and medians.
Public transportation.
Road construction. Not enough, they need to widen Murphy Road desperately.
Road development, not safe.
Road improvement, any library in plans.
Road issues.
Road structures.
Roads and traffic; North Murphy is not developed into three going both ways like the south end is.
Roads better - easier to pay bills.
Roads not wide enough.
Roads. (3)
Roads. The city needs to be well-connected. Using too many FM roads, there are no shoulders. It is risky during stormy seasons or snow.
Size of the roads.
Street planning, street barricades being left out for too long.
The development; more infrastructure.
The improvement of North Murphy Road. It needs to be widened. Please do not use a tunnel in the improvement.
The poor conditions of the roads - their ability to handle the traffic is poor. The overall condition of the roads is poor.
The price of the water, and there needs to be two right-hand lanes at intersection of Murphy North and 544.
The roads and not enough police.
The roads are growing, but the maintenance is not kept up.

The streets - they're cracking, a lot of depressions in street. Very irregular and unsightly.
The streets and streetlights are not there.
The traffic and speeding.
The widening of Murphy Road and the traffic flow.
There are more and more accidents.
There are roads that need to be expanded because the city is growing.
There are some major intersections in Murphy that are backed up every day.
Too much traffic.
Traffic - it's hard to get anywhere at certain times of the day.
Traffic and growth.
Traffic at 544 and Murphy Road.
Traffic congestion. (3)
Traffic control. (3)
Traffic in major intersections.
Traffic is becoming a problem.
Traffic issues.
Traffic, animal control code, and completing the parks master plan, pedestrian access on streets (crossings), destructive politics.
Traffic. It's getting harder and harder to get around.
Traffic. (30)
Traffic; roads.
Widen Murphy Road.
Widening of Murphy Road.
Would like to have DART buses in Murphy.

Growth and business

A family across the street that has 6-7 vehicles: 4 in the street, large trucks. They park in front of a fire hydrant every day. The home is supposed to be a single family.
Allowing beer and wine to be sold in Murphy city limits.
Attracting businesses.
Attracting quality shopping to keep tax dollars in Murphy.
Being able to care for all of the people moving into Murphy.
Better economic growth.
Bring in business.
Business.
Business development- getting tax based businesses...so taxes can stay here.
Challenge of growth: how to handle development so it's comfortable for everyone.
City growth.
City isn't capable of handling the growth economically or efficiently.
City planning. Vision for the city and having the city work together and having a coherent view of what Murphy would look like.
City resources, funding for the city resources.
Dealing with development and attracting more business to the city.
Doesn't handle growth well.
Economic and population, growth problems in Murphy.
Economic growth.
Economic growth.
Expanding very fast, building mosque--feels that it will be negative, traffic bad and getting worse, talk about expanding roads but never have in 5 years.
Future planning.
Getting the right kind of business, but doesn't attract crime, for example: Hooters and hard liquor stores.
Getting too big.

Growing pains; city keeping up with growth and trying to continue high standards.
Growing population.
Growing too fast. (2)
Growth. (9)
Growth development.
Growth in population.
Growth of the city.
Growth seems to have stagnated.
Growth, number of people coming in, number of businesses. Considering the quiet neighborhood that I thought I was getting into I don't like the idea of Murphy being "Mini-Plano."
Growth; they still have to work on the roads and that stuff.
Handling growth. (3)
Housing association dues are too much with no value or services rendered.
How to manage growth.
It seems like Murphy is becoming overpopulated.
It's growing so fast that it is not keeping up with the needs of the people.
Just improve the business community.
Keeping up with the growth.
Lack of development control.
Lack of property.
Learning to deal with the growth of the city and finding out what to do with it.
Managing a long term identity.
Managing growth will be a problem. The city will need to monitor the population in accordance with the existing facilities.
Managing the expansion of the city.
Managing the future growth.
Market place.
Moving too many people in.
Needs to embrace change and put together a plan to grow.
Not much more for Murphy to expand on.
Over building.
Overpopulation.
Population density.
Population growth.
Property value.
Property value - retail sources.
Rapid growth.
Rapid growth rate.
Remaining peaceful and country style living.
Selling alcohol, the city should remain dry.
The growth has created some issues with the city government.
The growth of Murphy has been too fast. Murphy has lost its small-town feel.
The lots that the developers haven't built on yet are often overgrown; the city needs to regulate grass height.
The small residential lots that are build now - it's getting overcrowded. More people than space. It's becoming a large city instead of a nice town.
Too fast growth in too short of time, water supply rationing.
Too many homes being built.
Too much business (retail and things).
Too much growth.
Types of businesses the city is allowing in and who they are turning away is an issue.
Why does the city of Murphy need a new bank in the West Marketplace?

Police and crime

Change of attitude on the police.
City is getting bigger, so there is a fear of more crime.
City manager resigned. Something maybe should be done with Chief of Police. Address that management issue.
Crime rate growth.
Getting friendly police.
Hope that the city police chief does not get removed from his office.
It's safe to raise children here as well.
Judicial system is inadequate.
Lack of confidence in the police department.
Making sure our children are safe.
Pedophiles.
Police chief.
Police chief: does not feel safe with him.
Police department is a speed trap and doesn't admit it.
Police department needs to be cleaned up, does not feel secure.
Police department pulling over a lot of people for speeding; could be more polite.
Police force and their willingness to sacrifice our children for a television show.
Police force is heavy for the size of the city. This causes people to avoid the city.
Police write too many speeding tickets.
Sexual case a couple of months ago.
Some criminals moving to Murphy.
Suitability of the police chief.
The city needs to keep crime out.
The police chief is incompetent, needs to be replaced, and he has brought in several other people with him who aren't good and neither are city attorneys, they also need to be replaced.
The Police Department concerning the TV program.
The police have a very bad reputation.
The removal of the police chief.
The scam for the sexual predators.
There are many children who are creating trouble in the neighborhoods, and their parents don't care.
Too many officers on highway patrol giving tickets. Would like to see more of them in neighborhoods and other places besides mainly on the highway.
Way too many speed traps; police spend too much time catching speeders on highways and not enough time in school zones.
We should have more police on patrol.

City Services (utilities, taxes)

City utilities are a problem.
Code enforcement.
Cost of utilities.
Developing a business tax base, rather than a homeowner tax base.
High taxes. (2)
Managing its water supply dependent on one single source of water.
Medical care, hospital, doctors, etc.
More city services.
Permitting, zoning.
Rates for utilities.
Respond to requests more readily, especially in City Hall about mosquito problems in standing water.
Tax base.

Tax rate, property tax rate.
Taxes.
The recycling collection services needs to supply larger trash carts.
Water.
Water pressure is low.
Water resources.
Water restrictions.
Watering standards. Still a water restriction after high amounts of rain.

Quality of life/small-town feel

Cost of living.
Country living.
Ensuring that there is a quality of life within the city.
Feels the city is in the middle of nowhere. A small country town.
I want to see Murphy keep its "small town feeling." I hope that city council will not allow Murphy to have a "big city atmosphere."
Just that it's small.
People are not very friendly. And they don't have the best schools.
Rudeness of the citizens.
Sense of community.
Small size.
Too much noise.
Went from rural to heavily populated town, questions on zoning decisions.
You can no longer ride your horse around. No longer a country place, a city, an extension of Dallas.

Schools/Education

Education.
Elementary schools closer by.
Schools. Need more middle schools and high schools.
The city has no elementary school. There's no choice in elementary schools. All the recyclables go into the same truck--there's no use in two different bins.
The funding for schools is a little short.
There will be a need for a junior high, and the ability for Murphy to make its own decision pertaining to water, based on this year.
Underground tunnel in front of City Hall that children walk through, doesn't want it.
Would like to see the city of Murphy have its own school district and not have it be split between two districts.

Other

I like the people.
Illegal aliens.
Influx of foreign families.
Not a lot minorities in office.
Office.
The influx of foreign nationals.
The postal delivery service.
The racial divide in Murphy. Before there weren't many minorities in the area.
Too many vacant houses; fears it will drive down house values.

Single Most Important Improvement You Would Like to See on City of Murphy Web Site

Improve navigation/search/update Web site/online bill pay

- A better-looking page.
- A clearer site map.
- A place to sign up for newsletter.
- Ability to request services.
- Account for water usage history.
- Being able to navigate it and be able to retrieve information using a program such as a search engine.
- Better FrontPage/easier navigation.
- Better menus; it was difficult finding info on water restrictions.
- Better search engine. (2)
- Ease of search engine.
- Ease of use.
- Ease of use going between departments.
- Easier service on online water bill pay.
- Easier to find specific information.
- Easier to find stuff.
- Easy access to contact info.
- Finding contact information.
- Get reverse off the background from the front page.
- Home page should have easy access to current news and developments, etc.
- It's too cluttered. Too many links.
- Just a specific tab for trash pick-up/recycling.
- Make city accessible to citizens through the Web site; better contact for city services; better customer service.
- Make it more colorful and inviting.
- Make it more user friendly, pictures, etc.
- Making it easier to look up city codes (ex: codes for building a fence). Overall, better search capabilities.
- More about online bill pay.
- More accessibility.
- More flash and lifestyle pictures and not so government.
- More information and laid out better...easier to get to the information.
- More information about Texas and links to other Web sites to popular areas.
- More links to other sites.
- More user friendly.
- More user friendly, needs to more interactive (hard to find necessary links).
- More user friendly. Links need to be well-updated every time there's a change. More information about different parks available (not all being used). Have meeting minutes on web.
- Much more intuitive and user friendly interface designed by professionals.
- Navigation.
- Navigation and organization.
- Needs to easier to use, navigation issues. Contact information needs to be more readily available.
- Not clear enough. For example, it was hard to find the day the water bill was due, and should be simplified.
- Organization.
- Overall appearance of Web site is not good.
- Pay water bill - more events for city.
- Seems to run really slow.

They need to give you a lot more information and make it a little easier to use.
To me, the Web site needs more intuitive navigation. I don't want to have to think too much about where to find what I'm looking for.
Upgrade the online bill pay system so firewall systems don't reject it.
Web site needs a make-over, looks childish.
When we were under water restrictions, it was difficult to get directly to the watering schedule.

Better and more recent information/more frequent updates

Accurate information - the information that the public hears about should be posted at the same time on the Web site.
Being able to list events immediately, and to have more information.
Better election coverage.
Better information on water restrictions.
Better overall information.
Complete information postings.
Construction project and the information seemed 8 months old; would like updated information if possible.
Daily council meeting updates. New information!!
Doing the survey online.
Easier to access, more up to date news.
General information page, updates.
I would like to know if there is anything about safety. Let us know right away.
I would like to see more in-depth information.
Information current, libraries.
Information posted as quickly as possible.
Information posted quicker.
Keeping content current, timeliness of posting news.
Keeping it up to date, visual design.
More about water restrictions.
More citizen surveys.
More content and updated frequently.
More current information on construction.
More detail of city events.
More detailed about the city's policies, changes, improvements.
More detailed information.
More interaction with citizens; forum.
More quick updates.
More timely and detailed information. They often put one line without going into detail about what is going on in City Hall and with city officials.
More timely news updates.
More timely updates of city council meetings.
More up to date information.
More useful information, like building codes, procedures for building permits.
Needs to be updated more often.
Provide better or more information on future developments.
Recent updates on what's going on in the city, the school system.
Some of the information is outdated - keep the Web site more up-to-date.
They should update the phone numbers.
Update more promptly.
Updated and current information.
Updated in a timely manner.

Updated information on a daily bases such important breaking news.
Updated information. (2)
Updated quicker.
Would like to see more immediate updates.
Would like to see more information about what kind of things are happening, more communication.

More city/neighborhood information and services

Add in neighborhood homeowner associations.
As they get more businesses, a directory of businesses online.
Better directory.
Citizen impact, opportunities like kids events or jobs.
City of Plano information taken off.
Community information and different types of programs.
Current events going on in the city.
General news.
Have information about the criminal activities going on in the neighborhood.
I'm really interested in the new complexes on Murphy Road, the development of them.
Information on competitive utilities.
Information on traffic, roads, services.
Information on upcoming events, especially kids events.
Information on what's going on in the city and easier access to who the contacts are.
Information that is more kid and family focused.
Listing of children's activities.
More advance notice of special events.
More events for families and in the city.
More general information about the city.
More general information.
More information about activities in the city.
More information about commercial and retail development and master plan of the city.
More information about things going on in the community.
More information on upcoming or current city projects.
More information, there's a lot of information about each branch (parks, etc.). Just more of what's going on in each neighborhood.
More news about development, roads.
More news about new developments; both commercial and residential.
More specific information on local events.
More street information.
More up to date information on Murphy Road and the new shopping center that's coming in.
Neighborhood activities.
News on what is happening in the city in terms of economic development and other news.
Publish developments in Murphy.
Results of actions taken by the city after important decisions are made.
See more information on what is going on in the city of Murphy.
Show future plans for the city.
Something that tells of all new constructions going on, i.e. zoning site, who it is and what they are building, and where they are building.
Specific section for animal control.
They should give more information to the citizens about the new marketplaces because there are a lot of people asking questions and it's rumors and word of mouth.
To be "what we are planning on building" section.

Upcoming construction information.
Update all the news going on in the neighborhood.
Would like to see more information about parks.

Information and details from city council meetings

Better explanation of the City's long term vision and short term goals.
City council meetings filmed and broadcasted on the Web site.
City council notes.
Council meeting information.
Easier access to agendas and minutes for the boards and councils.
Easier access to the city officials.
Live streaming or archive streaming for city council meetings.
Meeting reports made better.
Minutes from city council meetings, police reports.
More current, and thorough, postings regarding city council meetings and minutes.
More details about city council decisions.
More information about city council meetings, more details about city business.
More information about the real issues that the council is involved in.
More information about current issues being addressed by the council - minutes from council meetings.
More information on the direction that the city is taking, more information on what, or what not, the city council members are doing.
More of an interactive system to allow citizens to speak to the city council, a way for the citizens to actually be heard and make a difference with the council.
More timely posting of the minutes of meetings; streaming audio of proceedings.
More up-to-date and current information, minutes from city council meetings.
More updates on city council meetings.
Outcomes of the minutes from the monthly city council meetings.
Population and city council meeting news.
Summaries of the city council meetings.
The minutes of city council meetings added sooner, as well as a live streaming broadcast of the audio of city council meetings.
Update about city council information.
Video cast of city council meetings.
Video clips, streaming video of council meetings, citizen information rather than a sterile government website.
Want to understand more about what the city council is doing for the city of Murphy.
Would like to see the minutes of city council meetings.

Contact information/prompt responses

City to respond to feedback.
Get faster answers from e-mail.
More interaction between the user and the city. If a person were to pose question, would like a response.
Suggestions.
Way to contact city through Web site.

Weather

Weather.

Purpose of Contacting the City

Police Department

About a barricade.
Asked question, refused to say what it was.
Asking about information on clearing a ticket.
Called to report a crime.
Cheated on construction by contractor.
Complained about people driving too fast in residential neighborhoods.
Continual problem with speeding teenagers on street, wants speed bumps added.
Emergency.
Fire.
Found lost dog in my neighborhood.
General information.
Had security alerts two or three times and police had to check what had happened. Citizen had to fill out form to give them permission to enter home.
Had snake in the house.
Issues with neighbors violating animal code.
Loud neighbors.
Municipal court.
Neighborhood disputes.
Neighborhood had block party, daughter driving down street was harassed by some of the men at the party.
People walking down Murphy Road during 4th of July.
Personal nature.
Police.
Police - about suspicious activity. Water - repairing meter request, and utility department - repair request.
Public disturbance.
Reported a smashed window on a neighbor's car, and her daughter reported some kids shooting nerf balls at her car at night.
Report suspicious behavior.
Reported that minors were trespassing.
Safety issues.
Saw someone speeding down the street.
She lives on cul-de-sac; people were driving on her grass to get to the street.
Soliciting in the neighborhood.
Some vandalism on neighbor's things.
Speeders in school zones almost hit kids.
Speeding down street.
Speeding in my neighborhood.
Speeding on residential street.
Speeding on their street.
Speeding residential.
Speeding traffic in our neighborhood.
Speeding violation.
Suspicious man in the middle of the street.
The Dateline sting and suspicious activity.
Thought I heard a gun shot in the neighborhood.
To give information about a police sting.
Too coordinate a city wide event.

Unsafe traffic on my street.
Wrote a letter.

Utilities, other

A problem with the construction on Betsy Lane.
All of the water was off because of some problem with water. Could not contact the water company. But did get information from City Hall.
Asked how and what to set up for utilities; starting new service.
Called a number about water restrictions, but didn't get a call back.
Called to fix street light.
Clarification of watering restrictions.
Days and hours to water lawns.
General information.
Got a ticket for watering on the wrong day.
Had a question on water restrictions.
Had not received it.
Had problem getting a call back from the city.
Had some in home, pool was leaking.
Have trash taken away.
I was cited for high weeds. However, the city owned the property where the high weeds were located.
Information on water schedule and paying bills.
Needed an additional recycling bin.
Problems with an account number on water bill.
Public works department - drainage.
Recycling; needed to know how to recycle some items.
Regarding our water having been cutoff by mistake, cut us off instead of one of our neighbors.
She needed to ask about trash pickup.
Standing water in our yard and neighbor's yard; the mosquitoes that result from the standing water.
They shut off my water without warning, and they need to be a little more compassionate.
Trash pick up.
Waste management.
Water. (2)
Water Department; flooding in her yard.
Water Department for clarification on drought rules.
Water Department - received a ticket for watering.
Water needed to be turned back on.
Water restriction.
Water restriction schedules.
Water restrictions.
Water service, leak outside of house.
Water, there was a leak that was the city's fault, but her husband had to prove it; they didn't believe him.
Water, trash services and animal control.
Water violation.
We have a big electrical box in front of us and there was water underneath it because of flooding.

City Management

A street light was out, and a street sign was gone for over 6 months.
Building codes.
Building Department to get a permit.
Building permit. (4)
Building permits that have been allowed in the neighborhood.
Code enforcement.
Code enforcement - getting neighbor to comply with code.
Codes & Enforcement: Somebody left a refrigerator out on their yard, it was on its back and the door was open. Codes & Enforcement had it turned over.
Contact roads.
Contacted City Secretary. I did an open records request for documents generated by elected officials.
Dateline sting operations.
Economic development to encourage the growth in the economy.
Get permission to expand fence.
I just had a variety of questions about a variety of subjects.
Information office, find out what local is.
Inspectors, issue with the house.
Landscaping issues.
Lots are not mowed and the lot people here [?] is not maintained. Don't make builders maintain properties.
Neighborhood needed school zone signs, speed limit signs, school crosswalk crossings, and cleaning up the greenway (medians).
People parking in front of house.
Planning & zoning and the city's master plan.
Planning and zoning for zoning questions around what things are being built.
Planning and Zoning; homeowner violation of the city codes.
Regarding a backyard storage shed.
Reported tall grass on property next door.
Street signage.
The manager about school lights and the city council about the predator sting.
To express opinion on a city manner.
To find out about conducting a garage sale.
Trash pick-up.
Water drainage.
Zoning.

Animal Control

A snake.
Animal control - stray dog in neighborhood. Parks department - contact made about empty lot to be made into a park.
Animal control, report a lost dog.
Dog out in the streets.
Dogs barking.
Found stray and their dogs got out.
Fox.
Had a possum in the yard.
Had some birds in vents that needed to be removed.
Had some kind of animal come in the yard at night. Couldn't tell what kind it was and animal control took care of it.

Loose dogs in the neighborhood.
Lost animal.
Need to have someone come and give them a cage and then pick up an animal.
Needed help getting rid of snake and raccoon.
Neighborhood dogs bark throughout the night.
Neighbor dog.
Our neighbor has a dog that barks constantly. I had called several times, they took care of it for me.
Rabbits on his property; city won't do anything about it.
Several. Barking dogs throughout the night. Ask for tags for dog.
Skunk in her yard.
Skunk.
Small animal needed to be rounded up.
To report lost animals.
Trying to get rid of a skunk.
Two loose dogs.

Traffic and streets

Capital development to find out was going on Murphy Road.
Installing a stop sign.
It was about the street lights.
Order of recycling bin.
Public works. Told them the street light was burnt out.
Regarding the traffic lights (sensors not changing).
Road maintenance - potholes and roads are falling apart.
Signals/Lights: a light that takes too long in one direction.
Speeding down the street.
Street in services, street problems.
Street maintenance.
The street signs had turned because of high winds.
Traffic control.
Traffic control. Stoplight was off-time at Heritage and 544, and a stop sign was knocked over.

City Council

Community Services: Construction of the Murphy Market Place.
Community services: Verizon box between his and his neighbor's house. Trying to get it fixed.
Elections.
Express a concern.
Firing of the city manager, and the underpass on Murphy Road.
Regarding the sting operation.
Speeding in the neighborhood.
Support the sting.
To ask questions.
Water restrictions.

Parks and Recreation

Homeowner's association event (parks and recreation department). City of Murphy was difficult to deal with - not customer service oriented.

Park on my street needs to be altered because the swings are too high for the kids to reach.
Parks - Do not recall purpose.
Parks and recreation: asked to upgrade parks in subdivision.
Parks and recreation.
Parks: What the space was going to be used for of the Water Plant.
Public parks, purpose was to clean up area.

Utility bill

Bill question.
Bill was high.
To get automatic withdrawal for water bill.

Fire Department

Fire alarms were going off and I couldn't figure out why. And police - identity theft.
Safety Department: Red light and crosswalk. Fire Department: smoke in home.
Party and once about car seat installation.

Other

Assist in restrictions to getting Internet access.
To find hazardous.
Wanted to see if I could hold a craft class for preschoolers; Never got a response back.