



City of Georgetown Citizen Survey 2012–2013

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City of Georgetown Citizen Survey, 2012–2013

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Table of Contents

1. Executive Summary	5
2. Introduction	6
2.1. Background.....	6
2.2. Organization of this Report	6
3. Methods	7
3.1. Questionnaire Development	7
3.2. Sample Design.....	7
3.3. Survey Administration and Timeline	7
3.4. Response Rates and Margins of Error.....	8
3.5. Data Compilation and Analysis	8
4. Demographics.....	9
4.1. Employment	9
4.2. Housing.....	9
4.3. Other Demographics.....	10
5. Discussion of Survey Results.....	11
5.1. Location.....	11
5.2. Character of Georgetown.....	12
5.3. Parks and Recreation.....	13
5.4. Special Events.....	14
5.5. Safety.....	15
5.5. Neighborhood Streets	16
5.6. Economic Development.....	16
5.7. Transportation.....	17
5.8. City Services.....	18
5.9. Survey Results Conclusions	21
6. Comparison of 2012 and 2010 Survey Results	22
6.1. Demographic Comparisons.....	22
6.2. Character of Georgetown Comparisons	23
6.3. Neighborhood Streets Comparisons.....	24
6.4. City Services Comparisons	25
6.5. Comparisons Conclusions	27
Appendix A. Frequency Distributions	28
Appendix B. Responses to Open-Ended Questions and Volunteered Comments.....	59
Appendix B.1. Responses to Open-Ended Questions	59
Appendix B.2. Volunteered Comments.....	86
Appendix C. Survey Instrument.....	89
Appendix D. Georgetown Quadrants Map.....	93

List of Figures

Figure 3.1. Survey Timeline.....	8
Figure 4.1. Employment.....	9
Figure 4.2. Place of Employment.....	9
Figure 4.3. Housing.....	9
Figure 4.4. Own or Rent.....	9
Figure 4.5. Length of Residency in Georgetown.....	10
Figure 4.6. Race and Ethnicity.....	10
Figure 4.7. Age.....	10
Figure 4.8. Gender.....	10
Figure 5.1. Location.....	11
Figure 5.2. Top Issues Facing Georgetown in Next 5 Years.....	12
Figure 5.3. Like Most About Living in Georgetown.....	12
Figure 5.4. Changes to Make Georgetown a Better Place to Live.....	13
Figure 5.5. Parks and Recreation Ratings.....	13
Figure 5.6. Use of Parks, Facilities, and Programs.....	14
Figure 5.7. Special Event Ratings.....	14
Figure 5.8. Major and Moderate Problems in Regard to Public Safety.....	15
Figure 5.9. Feeling of Safety in Georgetown.....	15
Figure 5.10. Condition of Neighborhood Streets.....	16
Figure 5.11. Street Maintenance of Past 2 Years.....	16
Figure 5.12. Most Important Aspect of Economic Growth.....	16
Figure 5.13. Support and Opposition for Items for Property Tax Increases.....	17
Figure 5.14. Importance of City Services (Very and Somewhat).....	18
Figure 5.15. Quality of City Services (Excellent and Good).....	18
Figure 5.16. Quality and Reliability of Utilities.....	19
Figure 5.17. Ratings of Georgetown.....	19
Figure 5.18. City Services Versus City Taxes.....	20
Figure 5.19. Overall Value of City Tax Dollars.....	20
Figure 5.20. Sources of Information.....	20
Figure 5.21. City Website Usage.....	21
Figure 6.1. Length of Residency in Georgetown (2012 vs 2010).....	22
Figure 6.2. Housing (2012 vs 2010).....	22
Figure 6.3. Own or Rent (2012 vs 2010).....	22
Figure 6.4. Children (2012 vs 2010).....	22
Figure 6.5. Age (2012 vs 2010).....	23
Figure 6.6. Race and Ethnicity (2012 vs 2010).....	23
Figure 6.7. Like Most About Living in Georgetown (2012 vs 2010).....	23
Figure 6.8. Changes to Make Georgetown a Better Place to Live (2012 vs 2010).....	24
Figure 6.9. Condition of Neighborhood Streets (2012 vs 2010).....	24
Figure 6.10. Street Maintenance of Past 2 Years (2012 vs 2010).....	24
Figure 6.11. Quality and Reliability of Utilities (2012 vs 2010).....	25
Figure 6.12. Overall Value for Utility Rate Dollars (2012 vs 2010).....	25
Figure 6.13. Overall Value of City Tax Dollars (2012 vs 2010).....	25
Figure 6.14. Sources of Information (2012 vs 2010).....	26
Figure 6.15. City Website Usage (2012 vs 2010).....	26

City of Georgetown Citizen Survey, 2012–2013

1. Executive Summary

In fall 2012, the City of Georgetown (City) enlisted the Wyoming Survey & Analysis Center (WYSAC) to conduct a survey of its citizenry. The survey was designed to assess levels of citizen satisfaction with services provided by the City, as well as to gather citizen perceptions, preferences, and attitudes about various issues relevant to the City of Georgetown. Survey data collection closed on March 15, 2013. A total of 986 completed questionnaires (339 online, 647 mail) were obtained, for a final response rate of 44%, yielding a margin of error of about +/- 3.09 percentage points at a 95% confidence level. Key findings of note are below.

- The majority of citizens who returned surveys live in the Northwest quadrant of Georgetown
- Roughly half of all respondents indicated to have lived in Georgetown between 1 and 9 years.
- Of the respondents who indicated being employed full- or part-time, slightly more than half work outside of Georgetown.
- At least 90% of citizens rated the *appearance of parks and recreation facilities*, *accessibility of parks and recreation facilities*, *safety of parks and recreation facilities*, and *overall satisfaction with City parks and recreation facilities* as excellent or good.
- Slightly more than half of citizens feel *drug abuse* (51%) is a moderate or major problem in Georgetown, followed by *underage drinking* (47%) and *driving under the influence of alcohol* (46%).
- In relation to economic growth, *Job creation* (29%) was most commonly chosen as the most important priority for the City of Georgetown.
- The top issue citizens think would make Georgetown a better place to live is an improved traffic situation.
- Georgetown citizens feel that job creation is the most important aspect of growth, while almost 60% of those responding to the survey do not work in Georgetown.
- Across the board, there was NOT majority support for increased property tax for any reason, although expanding sidewalks and constructing a southwest bypass garnered the greatest support.
- Most City services are rated by the majority of citizens as good or excellent. Every service listed on the survey received ratings of below average and poor from less than 15% of citizens.
- The city services that received the highest ratings for quality were *providing public safety (police and fire)*, *library services*, and *maintaining the appearance of City parks/facilities*. The lowest rated services for quality were *providing pathways*, *code enforcement*, and *programs to revitalize residential areas*.
- The most popular sources of City information are the Williamson County Sun, Community Impact Newspaper, and City Report.
- Citizens rated the overall value of their utility rate dollars and overall value for their city tax dollars more positively in 2012 compared to 2010.
- Opinions about street maintenance improved from 2010 to 2012.

2. Introduction

2.1. Background

The City of Georgetown has a population of roughly 50,000, is located on Interstate 35, and is the northern most “gateway” to the gently rolling hills of Central Texas. Georgetown is centrally located in the middle of the four major metropolitan areas of Texas, placing Georgetown in a very advantageous position for cultural and economic development.

In the final months of 2012, the City of Georgetown enlisted the Wyoming Survey & Analysis Center (WYSAC), a department of the University of Wyoming, to conduct the newest iteration of the bi-annual City of Georgetown Citizen Survey. Results from previous iterations have been used extensively during the five year business planning and annual budget process, and are considered key indicators in many of the City’s performance measures for various City departments and programs.

For this iteration, the survey was fielded using a dual-mode of survey administration, providing respondents the option to complete the survey online or using a paper questionnaire. The survey instrument was designed to assess levels of citizen satisfaction with services provided by the City, as well as to gather citizen perceptions, preferences, and attitudes about various relevant issues. WYSAC fielded the survey during December, 2012 through early February, 2013.

2.2. Organization of this Report

Section 1 (*Executive Summary*) contains an executive summary of the *City of Georgetown Citizen Survey, 2012-2013*. This summary addresses the purpose and general scope of the project, and presents results of particular interest.

Section 2 (*Introduction*) contains pertinent background information for the project along with a summary of the report organization.

Section 3 (*Methods*) addresses questionnaire development, the survey sampling frame, the data collection process, response rates, and data analysis.

Section 4 (*Demographics*) contains demographic information about survey respondents.

Section 5 (*Survey Results*) contains a comprehensive discussion of the survey results complete with graphic presentation of the findings and comparisons to previous survey iterations, when applicable.

Section 6 (*Comparisons Between 2012 and 2010 Survey Results*) contains comparisons of key variables between the 2012 and 2010 iterations of the survey.

The report concludes with four appendices:

Appendix A (*Frequency Distributions*) contains the comprehensive results from the current iteration of the *City of Georgetown Citizen Survey*. Questions are presented in the order and with the phrasing used on the survey instrument, and accompanying tables display raw frequency counts and valid percentage distributions of responses for each survey item. When applicable valid percentage distributions from past survey iterations are also included.

Appendix B (*Responses to Open-Ended Questions and Volunteered Comments*) presents the responses provided by survey respondents to all open-ended survey questions, those questions that invite *other* responses, and all volunteered comments from the 2012-2013 survey.

Appendix C (*Survey Instrument*) contains the full *City of Georgetown Citizen Survey* questionnaire.

Appendix D (*Georgetown Quadrants Map*) contains a map of Georgetown divided into four quadrants, which depicts responses to a question regarding respondent location.

3. Methods

3.1. Questionnaire Development

The questionnaire used in the latest iteration of the City of Georgetown survey is based on questions provided by the City during the initial phases of the project. Some questions were based upon those used in previous survey iterations; since providing the ability to track change over time was of the essence. Brand new questions were added, based upon recommendations and topics of interest from the City. By design, the survey was intended to gauge levels of satisfaction with City of Georgetown services, including public safety, parks and recreation, library, sanitation, recycling, communications, code enforcement, community development, streets and utilities including water, sewer and electric. Additionally, the instrument was designed to gather opinions about other issues of importance to the citizens of Georgetown, like perceptions of safety, considerations of issues that might be major problems, and preferences of potential tax increases. After the questionnaire received final approval by City of Georgetown officials in December 2012, the survey instrument was formatted into an Optical Mark Recognition scannable document using Teleform software and also programmed for online survey administration using Qualtrics software.

3.2. Sample Design

A list of 20,965 mailable household addresses for Georgetown was created by spatially joining the Williamson Central Appraisal District's property tax land parcel database with the local 911 address database. This list was estimated to be comprehensive and a close proximity to the entire population of all households with mailable addresses in Georgetown, providing a source from which WYSAC drew a random sample of 2,400 addresses. There was no random selection of respondents within households; any adult household member who agreed to participate could complete the survey.

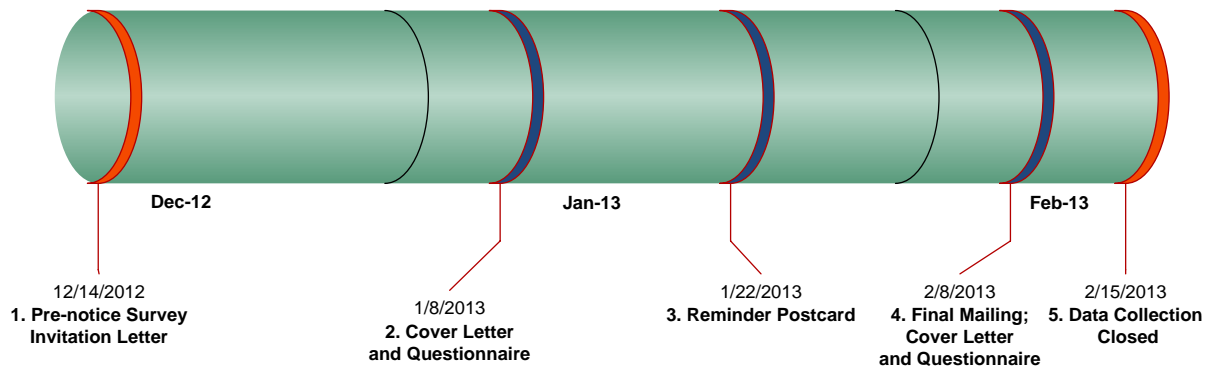
3.3. Survey Administration and Timeline

WYSAC began the survey mailing sequence on December 14, 2012, when a notification letter, signed by the Mayor of Georgetown, was mailed to every address in the sample. This letter contained a link and login code allowing respondents to complete the survey online. The survey administration timeline was aggressive given time constraints set by the City, thus it was agreed upon beforehand to mail the pre-notice before the holiday season and to mail the first copy of the paper questionnaire afterward, to maximize time for survey returns. Typically the paper questionnaires would be mailed about one week after the pre-notice letter, but due to the holiday break it was mailed about three weeks later. The paper questionnaire, accompanied by a cover letter authored by WYSAC, was mailed to all who had not responded with completed surveys online. This cover letter invited potential respondents to either complete and return the paper survey using an included postage-paid return envelope, or to respond online. Approximately two weeks later, a reminder postcard was sent to all households in the sample who had not yet responded with completed surveys. This postcard was branded with the City of Georgetown logo and the mayor's signature. Finally, about two weeks later a final replacement questionnaire, accompanied by a reminder letter authored by WYSAC, was sent to the remaining non-responding households.

As paper surveys were returned to WYSAC, they were scanned using high-volume scanners, eliminating errors that may occur from manual data entry and minimizing overall data recording errors. Recent projects using the process have achieved a 99% accuracy rate, which was also obtained for the City of Georgetown scanning. At the same time, responses to open-ended questions were carefully hand-entered and subjected to only minimal editing for spelling and grammar.

The complete survey administration timeline is displayed graphically in Figure 3.1. The administration spanned three months for a total of ten complete weeks.

Figure 3.1. Survey Timeline



3.4. Response Rates and Margins of Error

As mentioned above, the initial sample consisted of 2,400 addresses for households in the City of Georgetown. Of these, 176 were "returned to sender" leaving a total sample of 2,224 valid addresses. Survey data collection closed on February 15, 2013, by which date 986 completed questionnaires were obtained, for a final response rate of 44%. Of all completed surveys, 339 (34%) were received online and 647 (66%) in the mail. Random samples of this size yield margins of error of about plus or minus 3.09 percentage points with 95% confidence. At these levels and within this margin of error, it is appropriate to state that the results presented in this report accurately reflect the opinions and preferences of all Georgetown households and thus can be generalized to the population of Georgetown residents. The final number of completed surveys and, consequently, the margin of error, substantially exceeded the goals set forth for this project.

3.5. Data Compilation and Analysis

Once all paper questionnaires were scanned, a dataset was compiled which was cleaned and properly labeled. Surveys completed online were compiled into a separate dataset, which in turn was cleaned and labeled. These two data sets were then carefully merged into one master dataset.

Analysis of the raw data showed an enlarged number of respondents from the Northwest quadrant of Georgetown and reduced from the other three quadrants compared to the true population distributions. To correct for this bias, data were weighted by the actual population distribution by City quadrant, as provided by the City of Georgetown. No additional weighting to correct for demographic incongruities was performed. Percentages shown in all charts and tables are calculated from the weighted data.

Variables were recoded as necessary and appropriate, and frequencies were run on all variables. Missing values such as *Don't know* and *No answer* are excluded from the percentage calculations to yield valid responses. On *Mark all that apply* items, percentage totals may exceed 100%.

4. Demographics

Presented in this section is an overview of the demographic items included in the latest City of Georgetown survey. Demographic questions asked of Georgetown residents provide checks of the representativeness of the sample obtained in the City of Georgetown Citizen Survey. The inclusion of an online option for completion often improves the demographic distribution of respondents compared to using only paper questionnaires.

4.1. Employment

The majority (58%) of survey respondents were retired, followed by those full-time (34%) and part-time (8%) employed. Very few respondents indicated being not employed (4%) or a student (0%). Of those who indicated being employed full- or part-time, the slight majority work outside of Georgetown (57%).

Figure 4.1. Employment

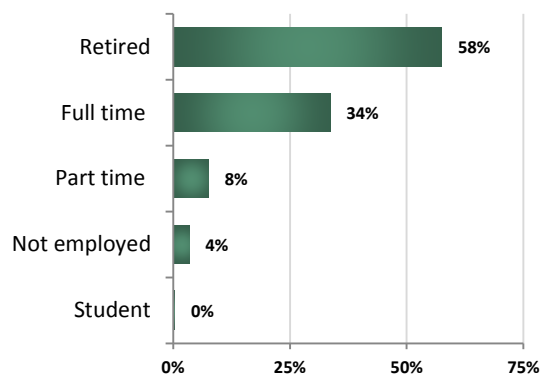
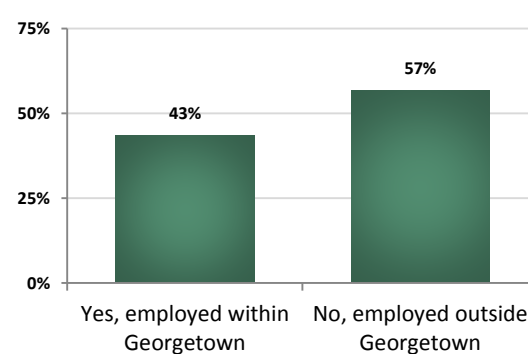


Figure 4.2. Place of Employment



4.2. Housing

The vast majority (90%) of citizens indicated living in a house, with roughly 7% living in an apartment and 4% in a duplex. Similarly, most respondents (86%) own their homes with only 14% renting.

Figure 4.3. Housing

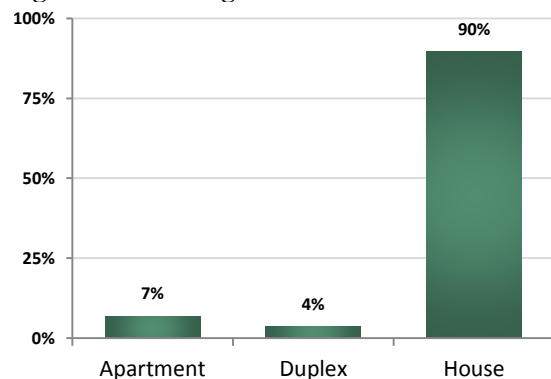
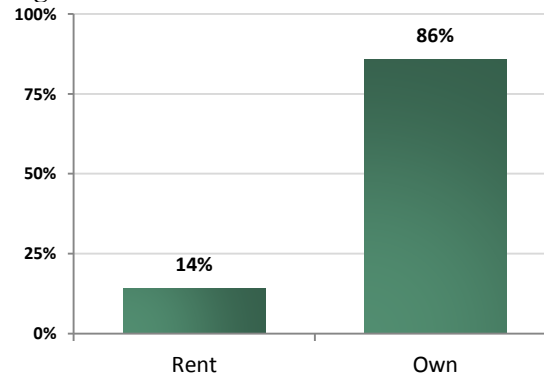


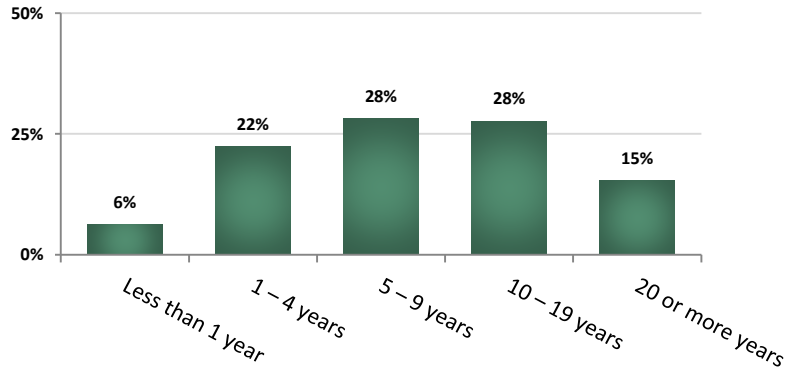
Figure 4.4. Own or Rent



4.3. Other Demographics

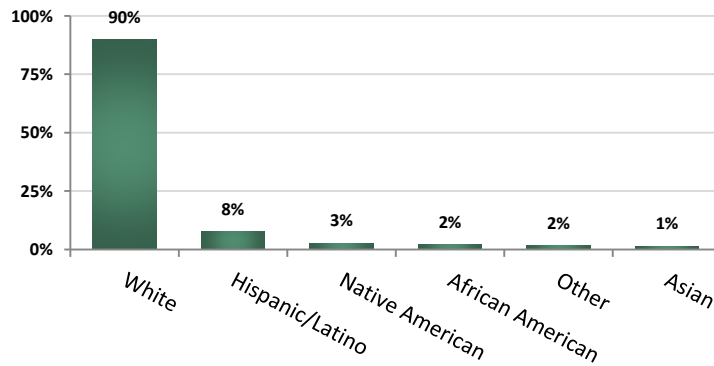
As shown in Figure 4.5, roughly half of all residents indicated living in Georgetown between 1 and 9 years. Only 6% moved to Georgetown in the last year.

Figure 4.5. Length of Residency in Georgetown



Respondents were asked to indicate their race or ethnic background and were permitted to select more than one choice. The most common response, by a huge margin, was White with 90%, followed by Hispanic/Latino with 8%. All other categories were selected by less than 5% of citizens (Figure 4.6).

Figure 4.6. Race and Ethnicity



Ages skewed toward the elderly among those responding to the survey (Figure 4.7). Over half of the respondents indicated being 65 years of age or older. The smallest age range, 18 to 24, was selected by the fewest respondents (1%). Gender of respondents was evenly split (Figure 4.8).

Figure 4.7. Age

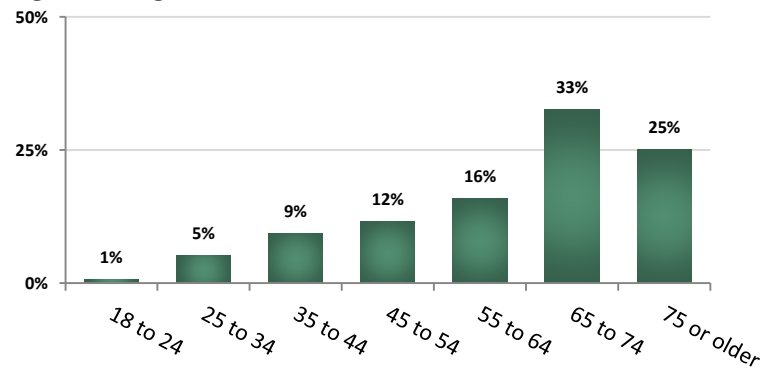
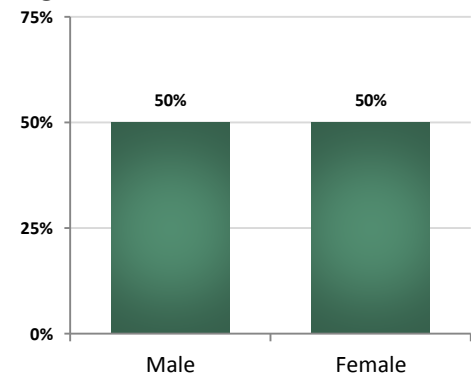


Figure 4.8. Gender



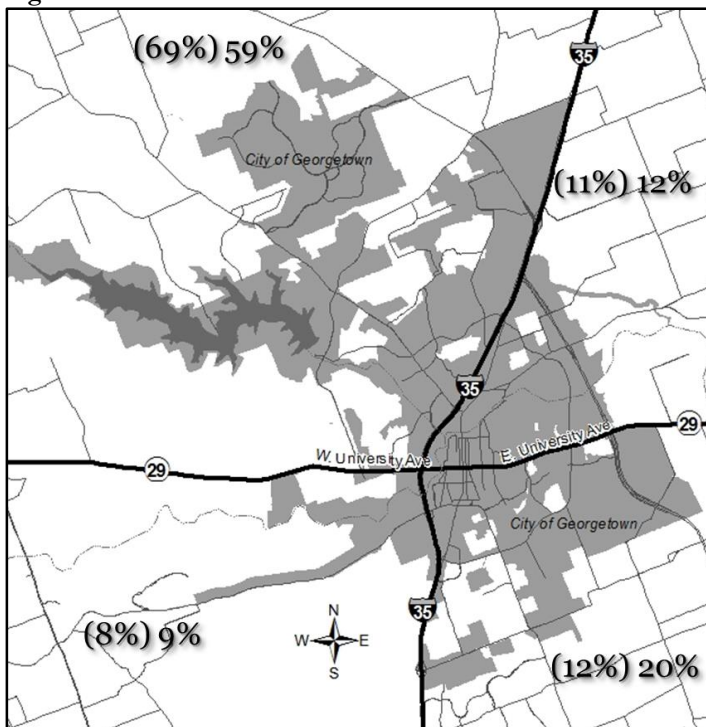
5. Discussion of Survey Results

This section is divided into subsections that correspond with the survey instrument. Key findings and highlights from each subsection are presented and discussed.

5.1. Location

Respondents were first asked in which quadrant of Georgetown they lived; the results are shown in Figure 5.1. The quadrants were defined by intersecting Interstate 35 with University Avenue. Data were weighted to match the known population distribution; unweighted data are shown in parentheses. Overall, the responses from the Northwest quadrant were higher than the true distribution would predict while responses from Southwest were lower.

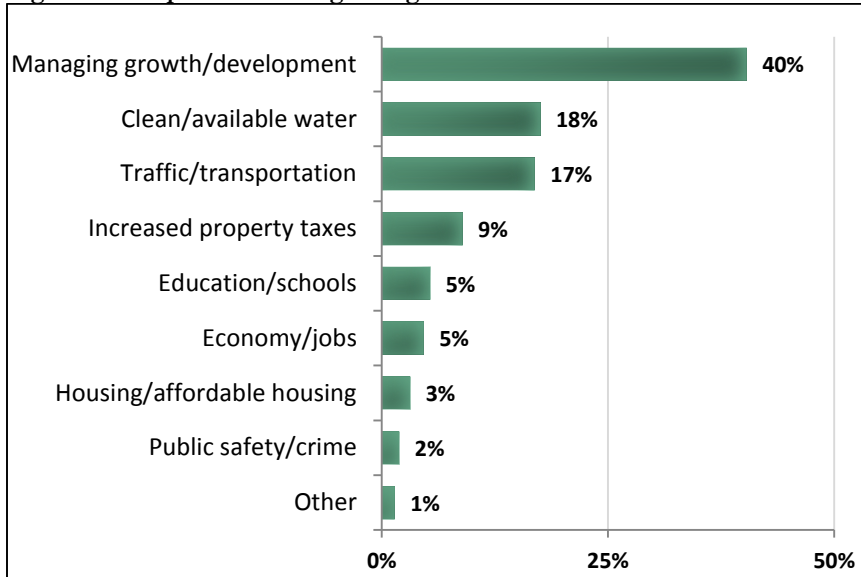
Figure 5.1. Location



5.2. Character of Georgetown

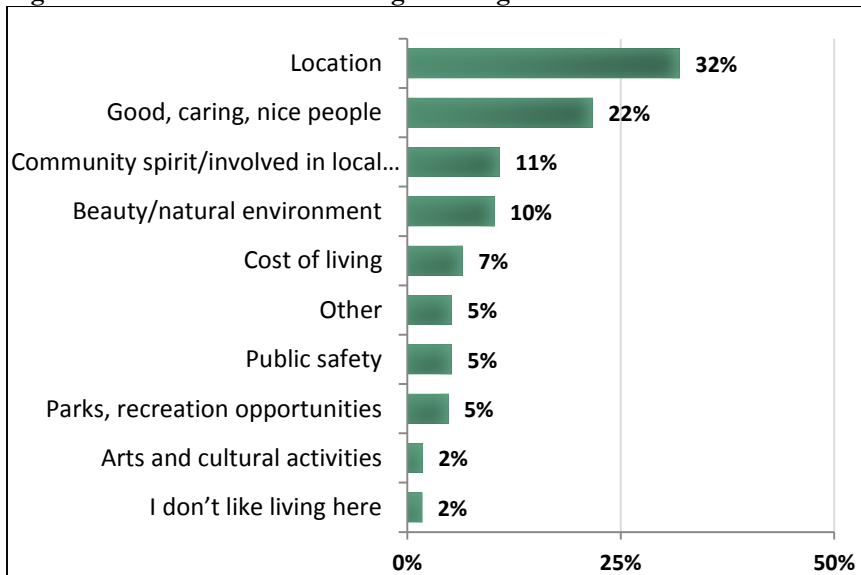
Georgetown citizens were asked what they believe is the top issue Georgetown will face in the next five years. The most popular answer, selected by approximately 40% of respondents, was *managing growth/development*, followed by *clean/available water* (18%) and *traffic/transportation* (17%) (Figure 5.2).

Figure 5.2. Top Issues Facing Georgetown in Next 5 Years



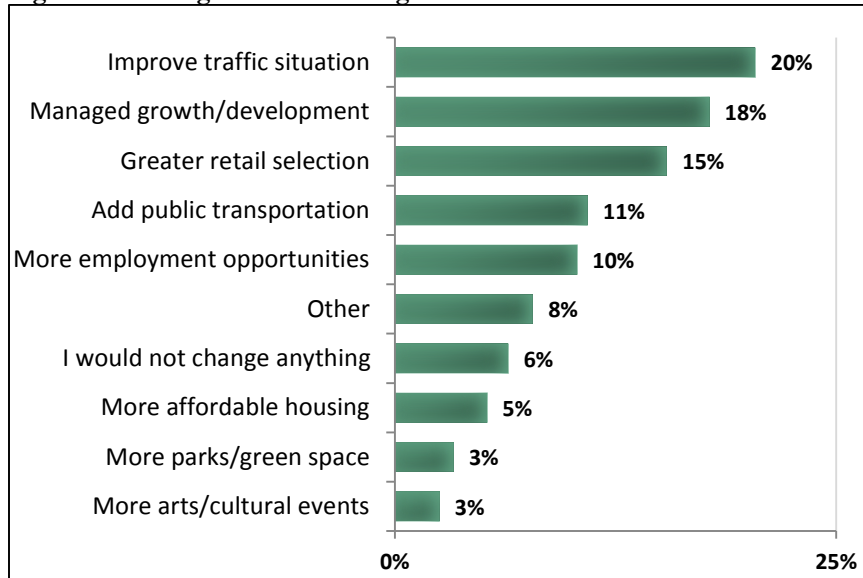
Roughly one-third (32%) of respondents answered that *location* was what they like most about living in Georgetown. The second most popular answer was *good, caring, nice people* (22%) while only 2% said they do not like living in Georgetown (Figure 5.3).

Figure 5.3. Like Most About Living in Georgetown



When asked what changes would make Georgetown a better place to live, the top choice was *improve traffic situation* (20%), followed closely by *managed/growth development* (18%) and *greater retail selection* (15%). *More parks/green space* (3%) and *more arts/cultural events* (3%) were the least selected choice (Figure 5.4).

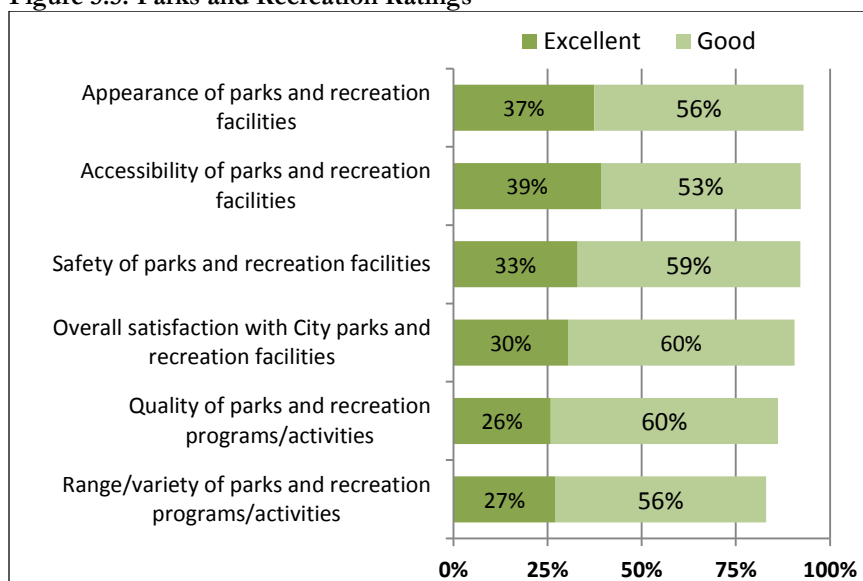
Figure 5.4. Changes to Make Georgetown a Better Place to Live



5.3. Parks and Recreation

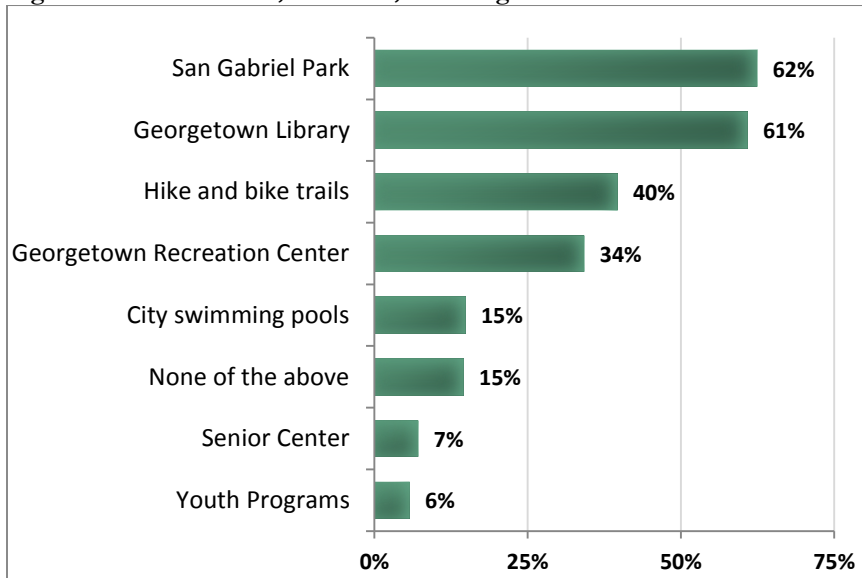
Generally, opinions about Georgetown's parks and recreation are positive. At least 90% of citizens rated the *appearance of parks and recreation facilities*, *accessibility of parks and recreation facilities*, *safety of parks and recreation facilities*, and *overall satisfaction with City parks and recreation facilities* as excellent or good (Figure 5.5).

Figure 5.5. Parks and Recreation Ratings



San Gabriel Park (62%) and *Georgetown Library* (61%) were the most commonly used facilities in the past 12 months, and the *Senior Center* (7%) and *Youth Programs* (6%) were the least used. Results for each park, facility and program are shown in Figure 5.6.

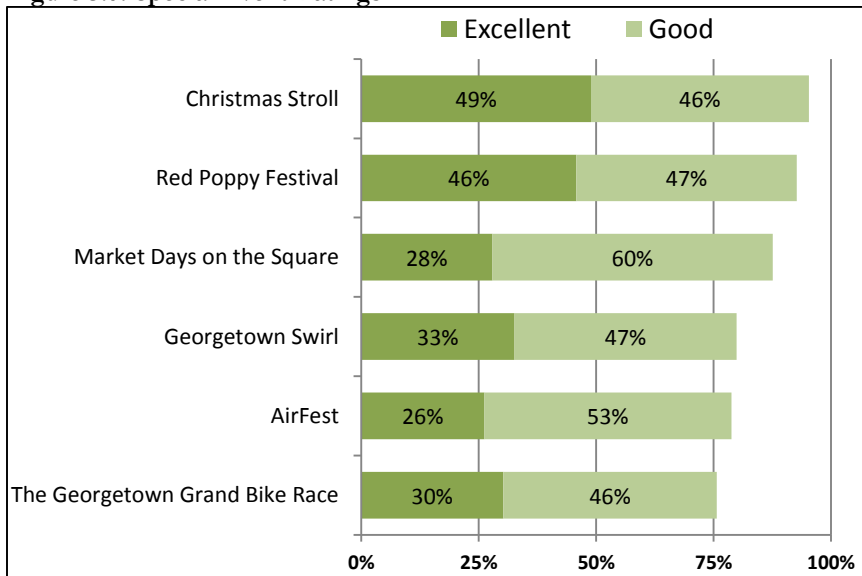
Figure 5.6. Use of Parks, Facilities, and Programs



5.4. Special Events

Georgetown citizens who attended a special event in the past 12 months were asked to rate the event. Generally, all events received very positive ratings, with more than 75% of ratings being excellent or good for each event (Figure 5.7).

Figure 5.7. Special Event Ratings

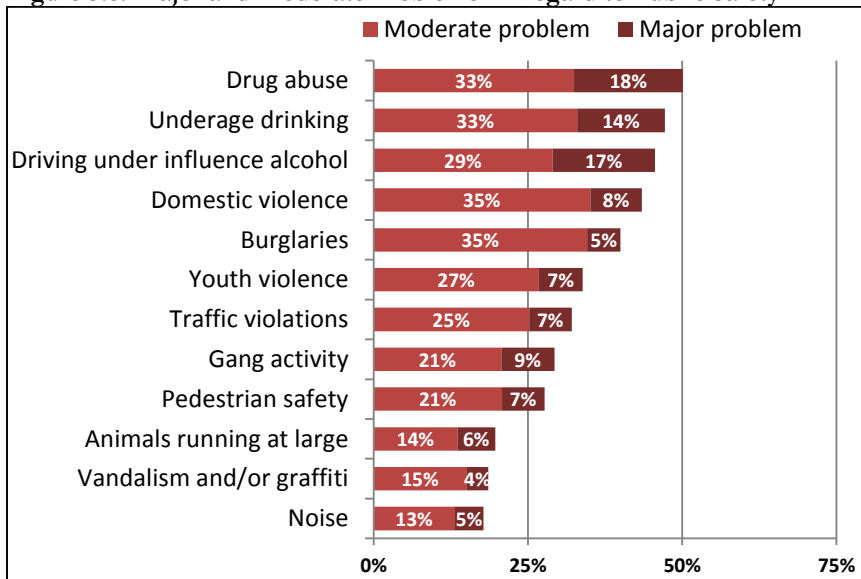


5.5. Safety

Residents were presented with a list of items and asked whether or not each item is or is not a problem for the City of Georgetown. Specifically, citizens evaluated whether each presented item, as it relates to the City of Georgetown, is *not a problem*, a *minor problem*, a *moderate problem*, or a *major problem*. Below is the complete list of issues and topics that Georgetown citizens were asked about, sorted in descending order by percentage of respondents who felt each topic was a moderate or major problem for the City (Figure 5.8).

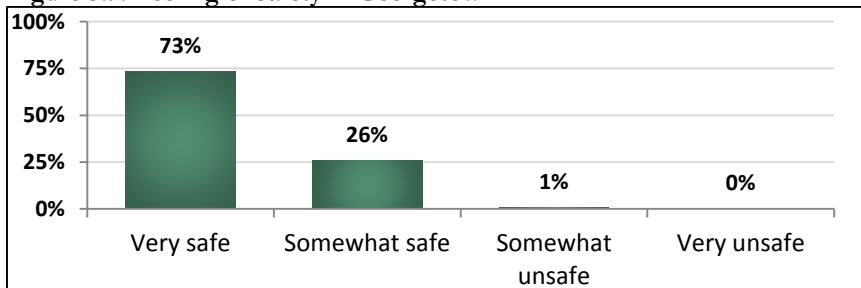
Slightly more than half of citizens (51%) feel *drug abuse* is a moderate or major problem in Georgetown, followed by *underage drinking* (47%) and *driving under the influence of alcohol* (46%). Less than a quarter feel *animals running at large* (20%), *vandalism and graffiti* (19%), and *noise* (18%) are moderate or major problems.

Figure 5.8. Major and Moderate Problems in Regard to Public Safety



Citizens typically feel *very safe* (73%) or *somewhat safe* (26%) in Georgetown and less than 1% indicate feeling *very unsafe* (Figure 5.9).

Figure 5.9. Feeling of Safety in Georgetown



5.5. Neighborhood Streets

Overall, the large majority of citizens feel the condition of their neighborhood streets *meets* (68%) or *exceeds expectations* (20%) and that maintenance of their streets has *stayed the same* (52%) or *improved* (39%) in the past two years (Figures 5.10 and 5.11).

Figure 5.10. Condition of Neighborhood Streets

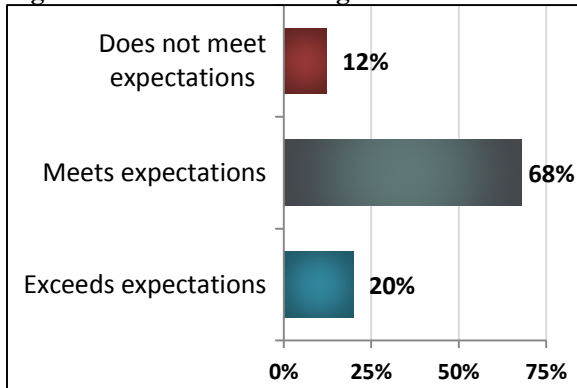
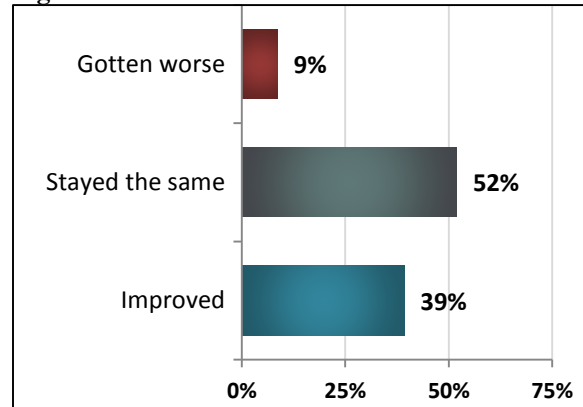


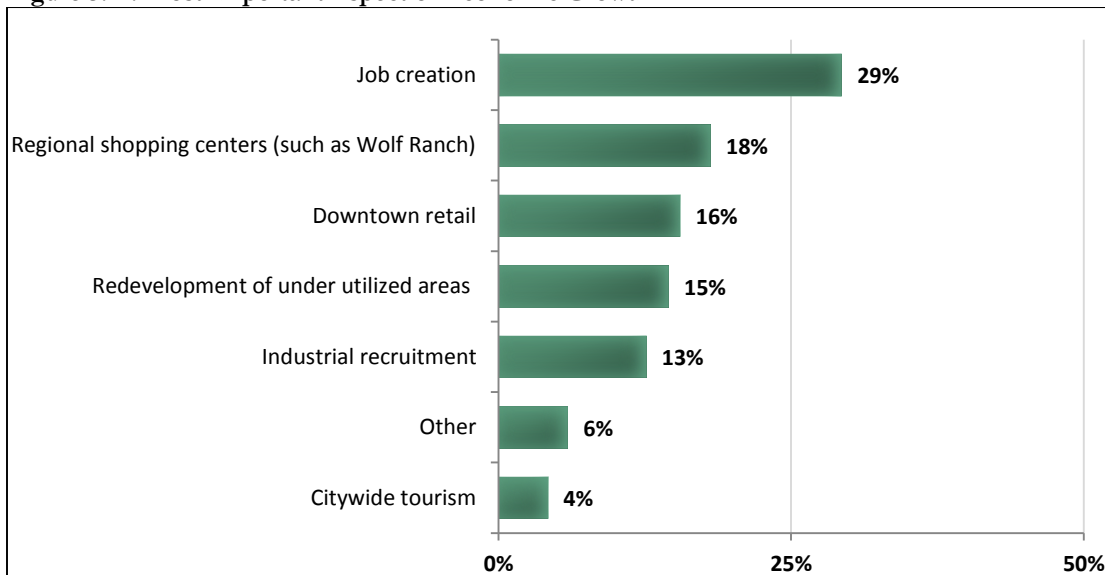
Figure 5.11. Street Maintenance of Past 2 Years



5.6. Economic Development

Figure 5.12 displays, in descending order, what item each respondent felt should be the most important priority for economic growth in Georgetown. The most commonly chosen one was *job creation* (29%) followed by *regional shopping centers* (18%). Only 4% of respondents indicate *citywide tourism* as the most important priority.

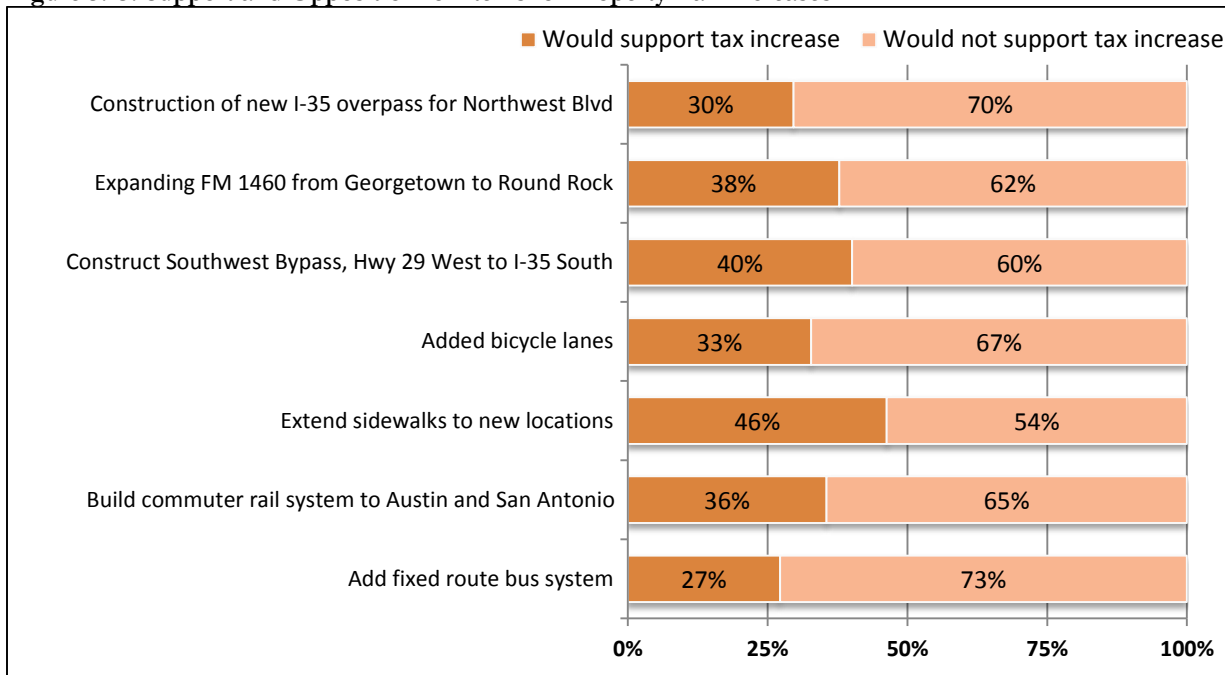
Figure 5.12. Most Important Aspect of Economic Growth



5.7. Transportation

Citizens were asked if they would or would not support a tax increase for multiple transportation related items. Overall, citizens were reluctant to support a tax increase, with no item garnering support from the majority of respondents. Approximately 46% of citizens would support a tax increase to *extend sidewalks to new locations*, making this the most supported item. Only one-quarter (27%) of citizens support increased taxes to *add a fixed route bus system* (Figure 5.13).

Figure 5.13. Support and Opposition for Items for Property Tax Increases



5.8. City Services

Citizens rated an assortment of city services for importance (Figure 5.14) and quality (Figure 5.15). Overall, more than half of all citizens felt each service was very or somewhat important. Nearly all respondents (96%) rated *providing public safety (police and fire)* as very or somewhat important, which was the highest rated item. *City sponsored special events* received the fewest very and somewhat important ratings (64%). Ratings of quality for city services varied more than ratings of importance, though 10 of the 13 items received excellent or good quality ratings by a majority of respondents. The services rated highest for quality are *providing public safety (police and fire)* (88% excellent or good), *library services* (84%), and *maintaining the appearance of City parks/facilities* (76%). The lowest rated services for quality were *providing pathways* (49%), *code enforcement* (44%), and *programs to revitalize residential areas* (42%).

Figure 5.14. Importance of City Services (Very and Somewhat)

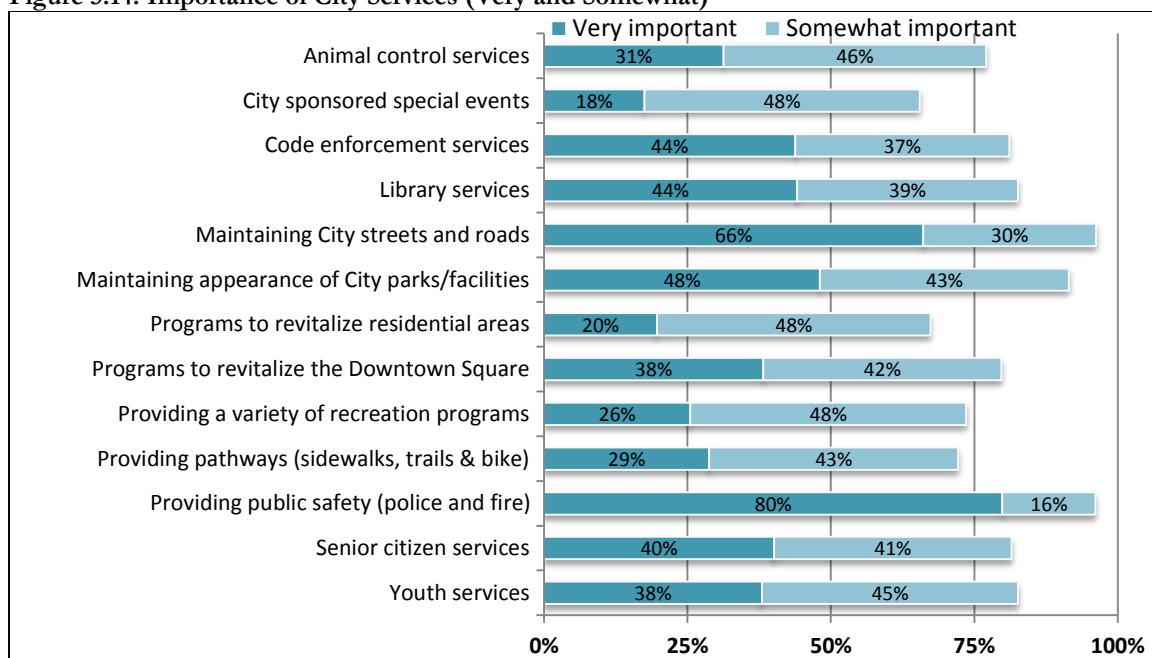
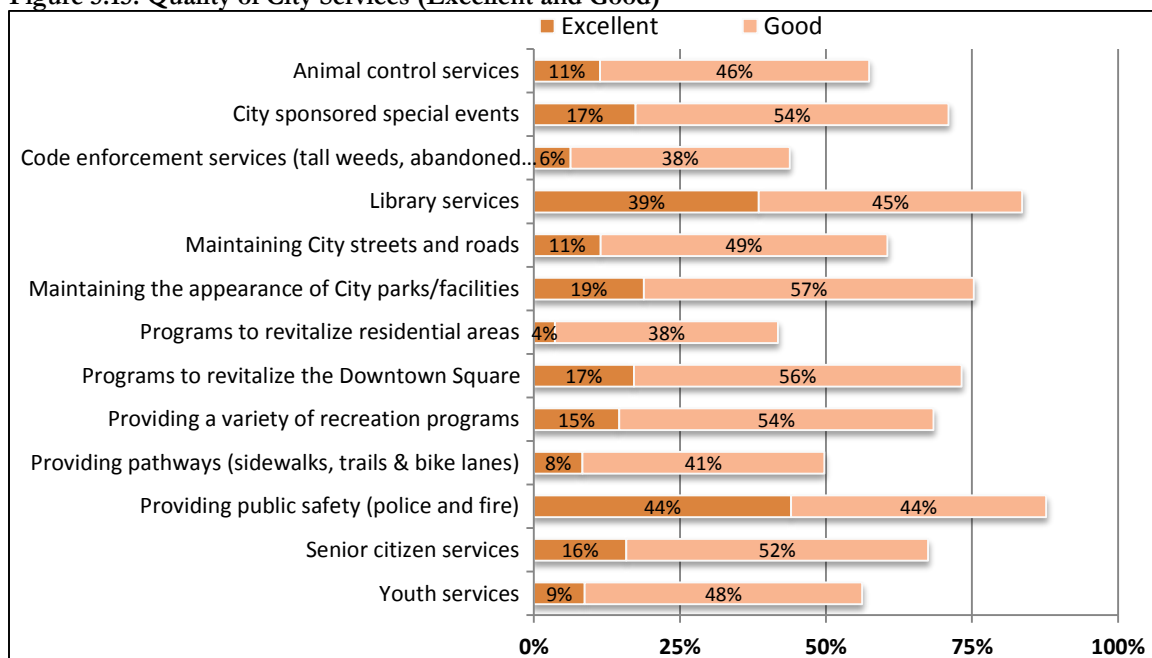
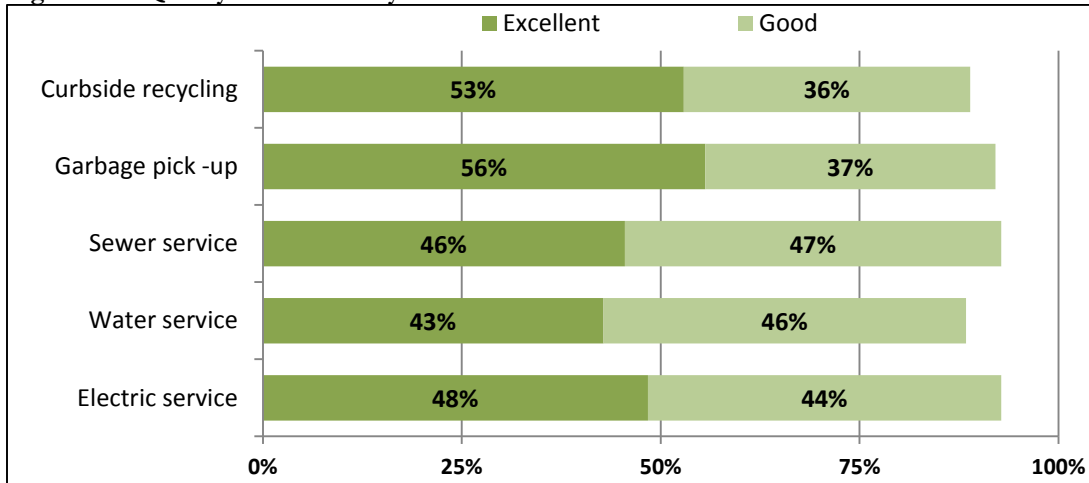


Figure 5.15. Quality of City Services (Excellent and Good)



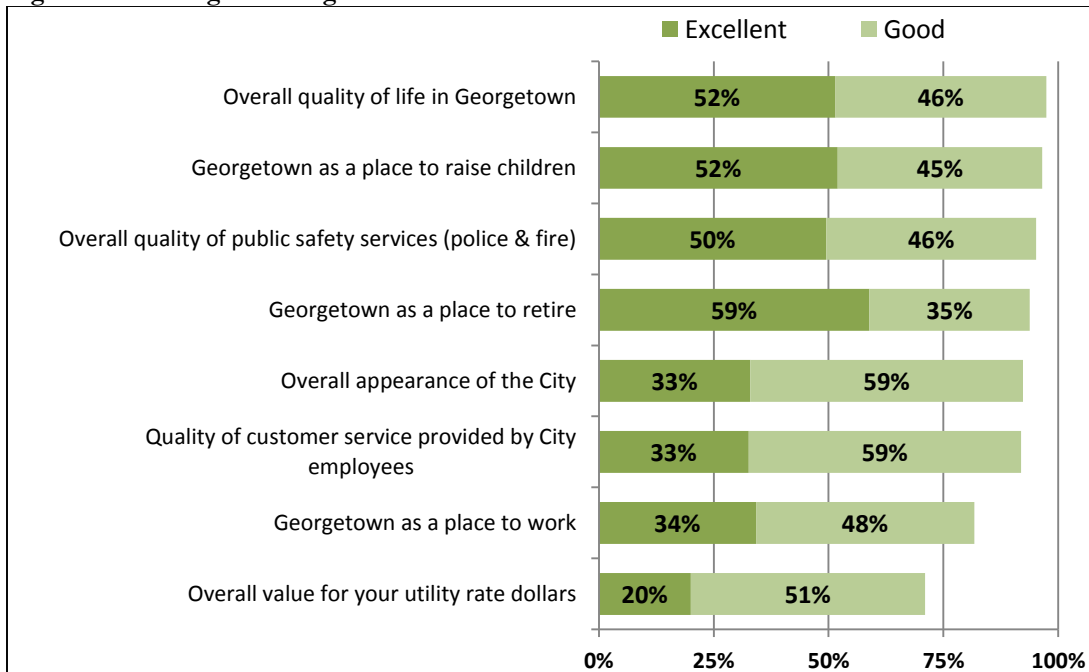
City utilities received ratings of excellent or good for quality and reliability from the large majority of citizens (Figure 5.16). *Curbside recycling* was rated as excellent or good by 89% of respondents.

Figure 5.16. Quality and Reliability of Utilities



Citizens were asked to rate Georgetown on a number of overall characteristics. Almost every respondent (98%) said the *overall quality of life in Georgetown* is excellent or good. Two items received substantially lower ratings, *Georgetown as a place to work* (82%) and *overall value for your utility dollar* (71%), though each item was still rated positively by a clear majority of citizens (Figure 5.17).

Figure 5.17. Ratings of Georgetown



Two specific city tax questions were asked of Georgetown citizens. These questions were prefaced with background information on the questionnaire to provide context. The background information read “Roughly 18% of your total property tax bill goes to the City of Georgetown, with the remainder going to the schools and county. With that in mind, how would you rate the...”.

As shown in Figure 5.18, when asked how they would rate the overall quality of City services versus City taxes paid, more than three-quarters (80%) of citizens responded excellent or good, while only 2% said poor. When asked how they would rate the overall value of their City tax dollars, (Figure 5.19), again a clear majority (78%) responded excellent or good, with a minor percentage (3%) perceiving it as poor.

Figure 5.18. City Services Versus City Taxes

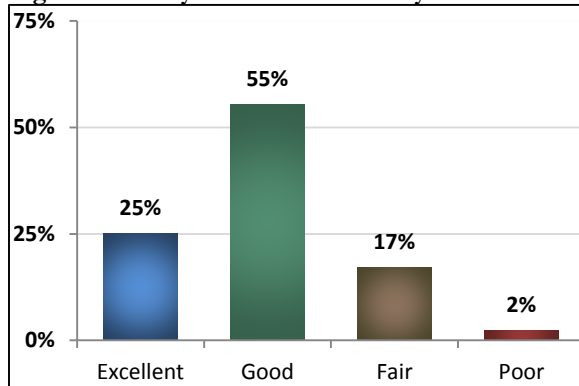
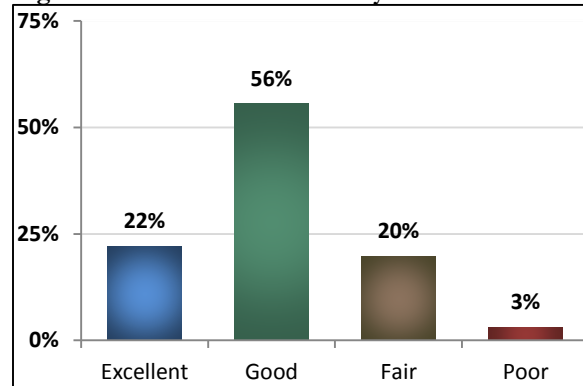
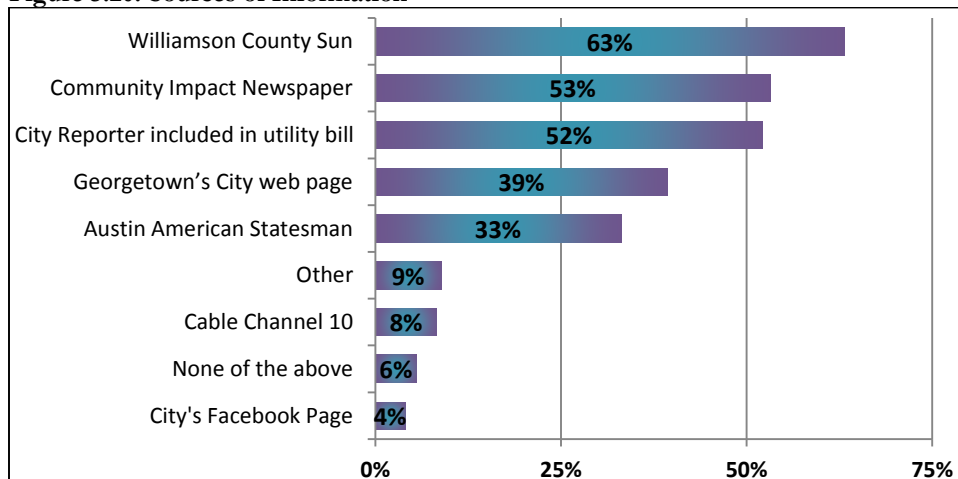


Figure 5.19. Overall Value of City Tax Dollars



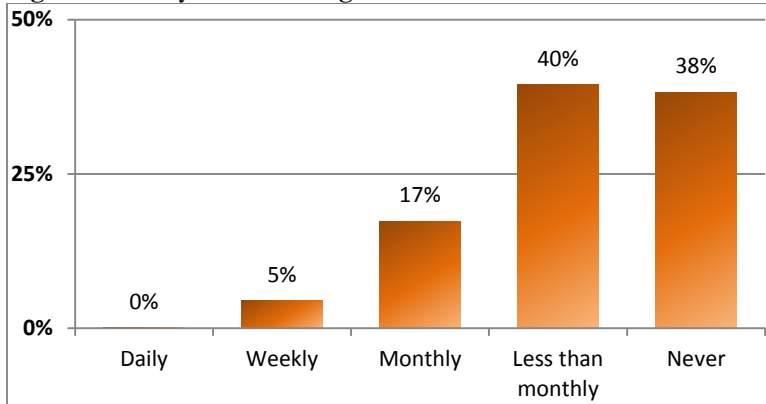
One survey item asked residents to identify how they gather information about the City. Figure 5.20 presents results for sources used, and residents were allowed to select more than one choice. The most popular source of City information is the Williamson County Sun (63%), followed by the Community Impact Newspaper (53%) and City Report (52%). The City’s Facebook page was only used by 4% of respondents.

Figure 5.20. Sources of Information



Overall, the City's website is used monthly or more often by only 22% of citizens. Approximately 38% of respondents said they never access the website (Figure 5.21).

Figure 5.21. City Website Usage



5.9. Survey Results Conclusions

In general, the feedback from City of Georgetown citizens is overwhelmingly positive. In terms of both the "livability" of the city and of the specific services offered by the City of Georgetown, the vast majority of citizens appear to be happy. More specifically,

- Citizens are most concerned with managing growth and development in the city. Residents enjoy living in Georgetown for many reasons, most notably for its location and the people of the community. The top issue Georgetown citizens think would make Georgetown a better place to live is an improved traffic situation.
- Over 90% of Georgetown citizens indicated "good" or "excellent" levels of overall satisfaction with Parks & Recreation facilities.
- The majority of citizens feel very safe in Georgetown. Notable "major problems" include drug abuse and driving while under the influence, but were selected as such by less than 20% of the population.
- Georgetown citizens feel that job creation is the most important aspect of growth, while almost 60% of those responding to the survey do not work in Georgetown.
- Across the board, there was NOT a majority of support for increased property tax for any reason, although expanding sidewalks and constructing a southwest bypass garnered the greatest support.
- Most City services are rated by the majority of citizens as "good" or "excellent." The largest differences between the importance placed on a service and the quality level at which it has been rated were for:
 - *Code enforcement*
 - *Maintaining city streets and roads:*
 - *Youth services*
 - *Programs to revitalize residential areas*
 - *Providing pathways (sidewalks, trails & bike)*
- Every service listed on the survey received ratings of "below average" and "poor" from less than 15% of citizens.
- Overall, there are very high ratings in terms of general City of Georgetown "livability." The lowest ratings received were for *Georgetown as a place to work* and *overall value for your utility rate dollar*.

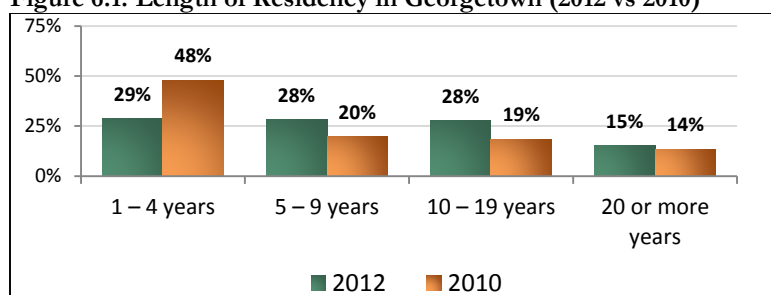
6. Comparison of 2012 and 2010 Survey Results

The survey results from 2012 and 2010 are discussed below with differences and similarities between the two groups highlighted. The survey methodology, data cleaning, and analysis procedures from the 2010 survey were not completely disclosed, thus no tests for statistical significance between years could be conducted. Data are provided to make general comparisons and should not be assumed to be statistically significant in any fashion. Some answer choice wordings were updated in 2012, and all wording updates are presented along with the frequency tables in Appendix 1.

6.1. Demographic Comparisons

Nearly half of survey respondents in 2010 had lived in Georgetown for four or fewer years, while most 2012 respondents had lived in Georgetown for more than 4 years (Figure 6.1).

Figure 6.1. Length of Residency in Georgetown (2012 vs 2010)



As shown in Figure 6.2, slightly more respondents in 2012 (90%) than in 2010 (83%) lived in houses. Similarly, more 2012 respondents (86%) owned their housing than their 2010 counterparts (78%).

Figure 6.2. Housing (2012 vs 2010)

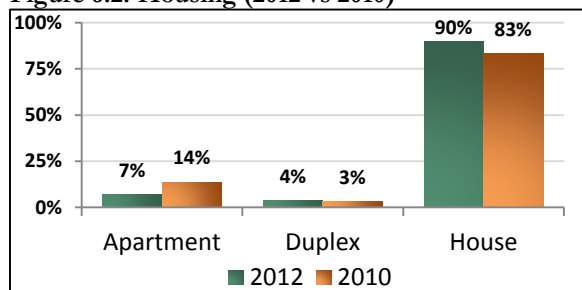
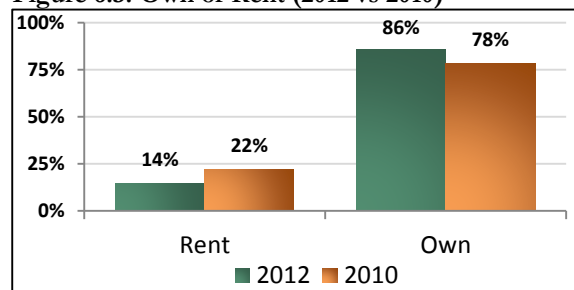
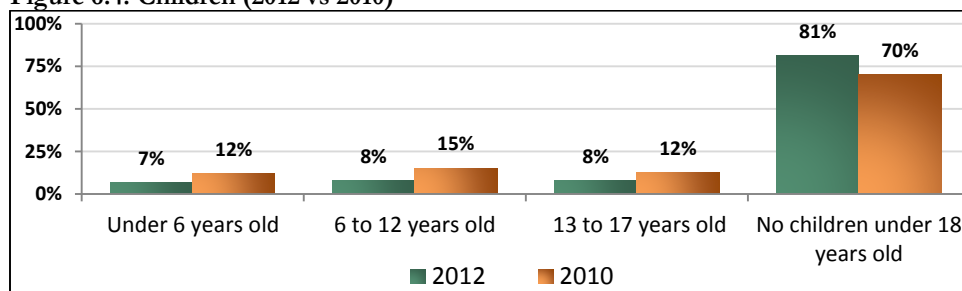


Figure 6.3. Own or Rent (2012 vs 2010)



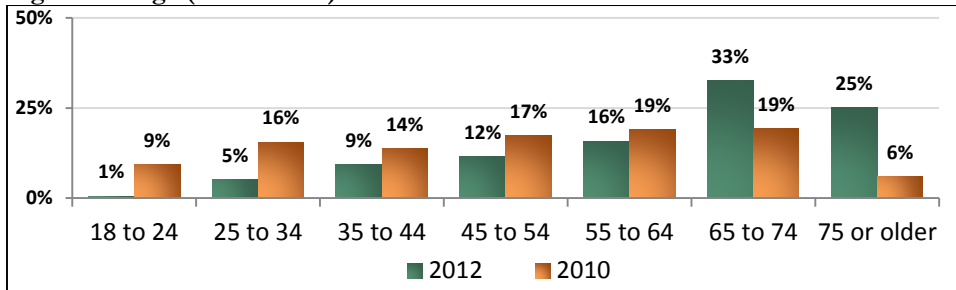
As shown in Figure 6.4, Georgetown citizens who responded to the 2010 survey were more likely to have children under the age of 18 in their household (30%) compared to those who responded to the 2012 survey (19%).

Figure 6.4. Children (2012 vs 2010)



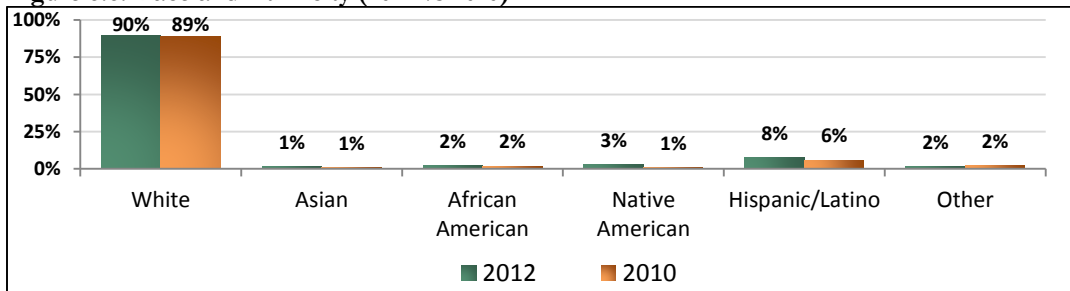
As can be seen in Figure 6.5, the age distribution skews older in 2012. The most substantial differences being that the 2012 survey had a higher percentage of respondents 65 years old or older than in 2010 (58% vs 25%) and fewer aged 18 to 34 (6% vs 25%).

Figure 6.5. Age (2012 vs 2010)



The huge majority of respondents in both 2012 and 2010 selected *White* as their race or ethnicity, followed by *Hispanic/Latino* (8% in 2012, 6% in 2010) (Figure 6.6).

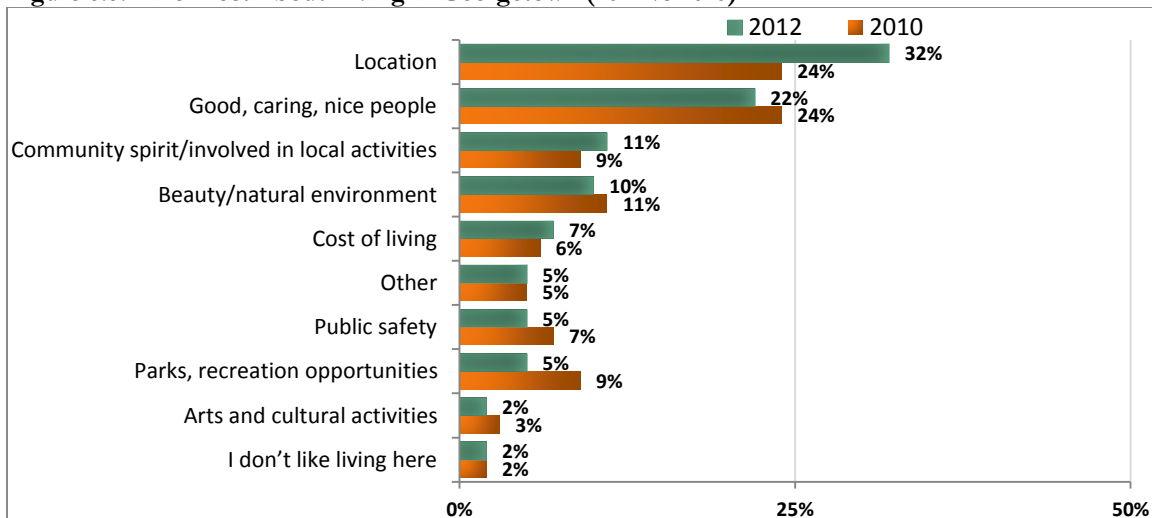
Figure 6.6. Race and Ethnicity (2012 vs 2010)



6.2. Character of Georgetown Comparisons

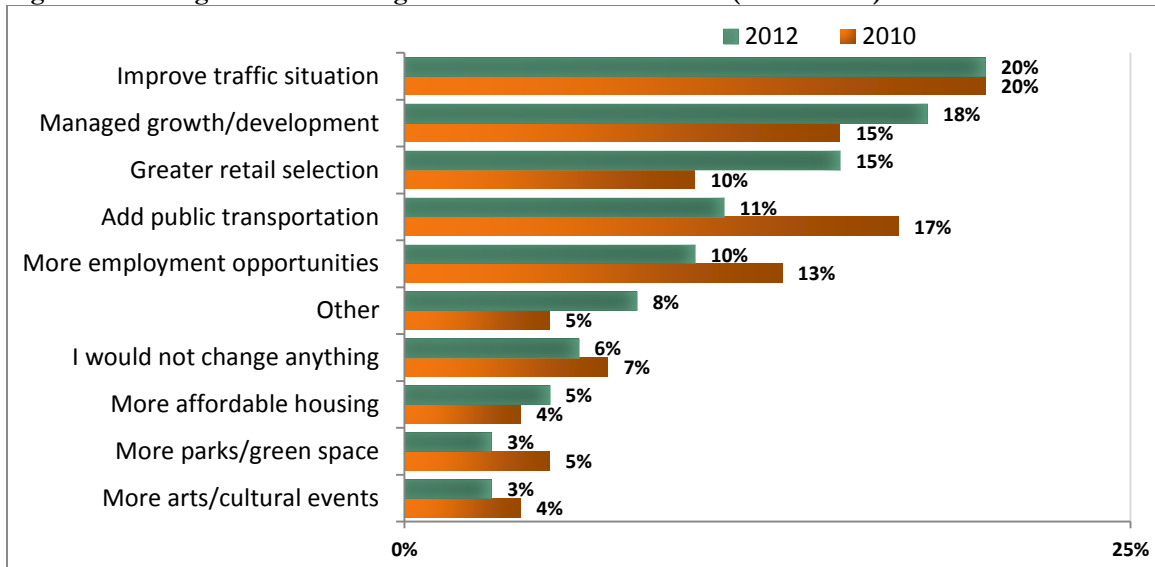
For both survey iterations, *location* was the most popular answer when citizens were asked what they liked most about living in Georgetown (32% in 2012, 24% in 2010), followed by *good, caring, nice people* (22% in 2012, 24% in 2010). Generally, results are quite stable across both years, as shown in Figure 6.7.

Figure 6.7. Like Most About Living in Georgetown (2012 vs 2010)



In both 2012 and 2010, 20% of Georgetown citizens answered *improve traffic situation* as the change that would make Georgetown a better place to live. The option *add public transportation* saw the highest decrease from 2010 (17%) to 2012 (11%) while *greater retail selection* increased the most (from 10% in 2010 to 15% in 2012), as shown in Figure 6.8.

Figure 6.8. Changes to Make Georgetown a Better Place to Live (2012 vs 2010)



6.3. Neighborhood Streets Comparisons

Citizen ratings for the condition of neighborhood streets were nearly identical in 2012 and 2010 (Figure 6.9). More respondents in 2012 (39%) indicated that street maintenance over the past two years has *improved* in 2012 (39%) compared to 2010 (25%), while fewer indicated that maintenance *stayed the same* or had *gotten worse* (Figure 6.10).

Figure 6.9. Condition of Neighborhood Streets (2012 vs 2010)

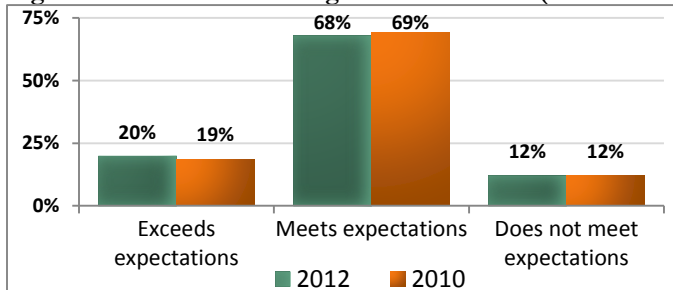
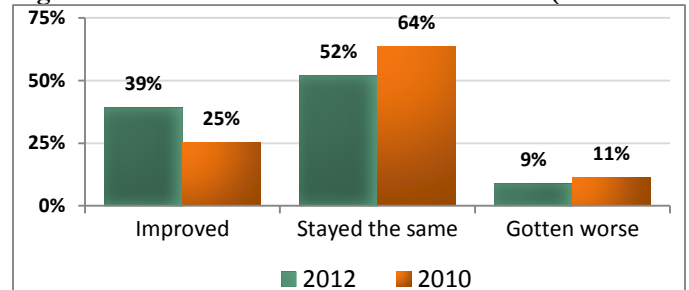


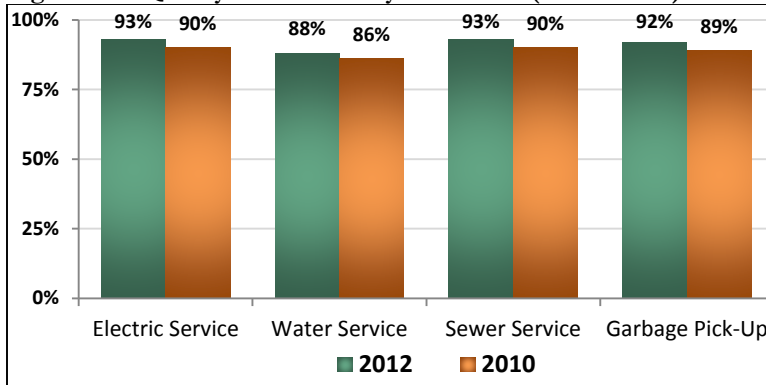
Figure 6.10. Street Maintenance of Past 2 Years (2012 vs 2010)



6.4. City Services Comparisons

As shown in Figure 6.11, large majorities of Georgetown citizens rated the quality and reliability of the *electric service*, *water service*, *sewer service*, and *garbage pick-up* as excellent or good in both 2012 and 2010.

Figure 6.11. Quality and Reliability of Utilities (2012 vs 2010)



Excellent and good ratings for overall value for utility rate dollars and overall value of city tax dollars increased slightly from 2010 to 2012 (Figure 6.12 and Figure 6.13).

Figure 6.12. Overall Value for Utility Rate Dollars (2012 vs 2010)

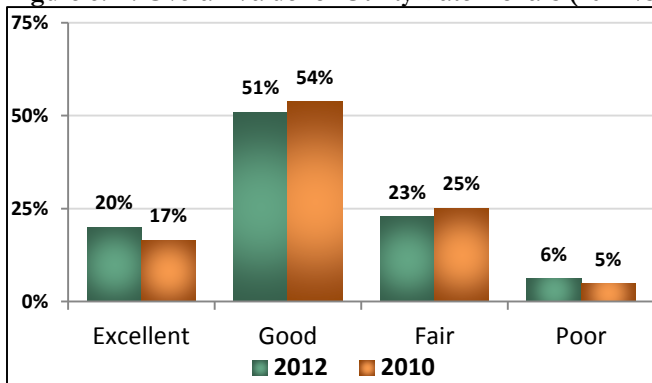


Figure 6.13. Overall Value of City Tax Dollars (2012 vs 2010)

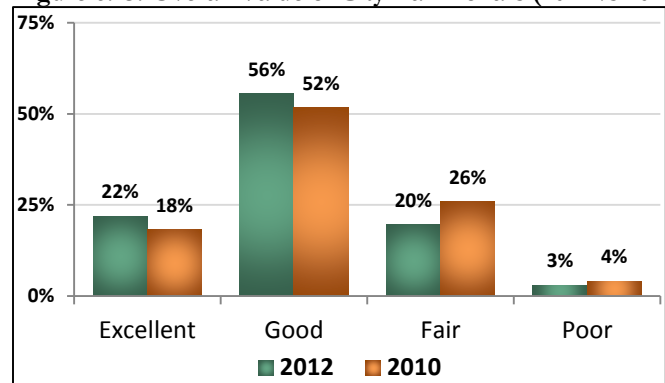
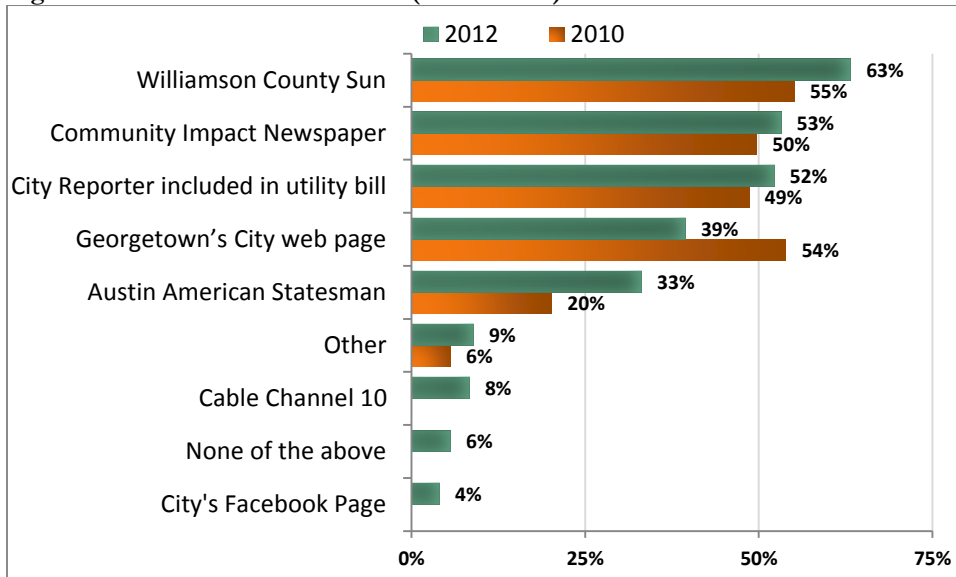


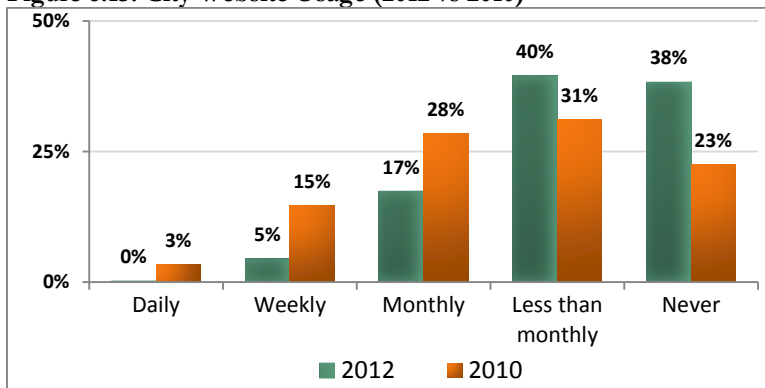
Figure 6.14 shows, in descending order, the most commonly used sources of information about the city. For both survey iterations, the most popular information source was the William County Sun (63% in 2012, 55% in 2010). The largest difference between years is for the Georgetown's City web page, which decreased 15 percentage points from 54% in 2010 to 39% in 2012 and for the Austin American Statesman which increased 13 percentage points, from 20% in 2010 to 33% in 2012.

Figure 6.14. Sources of Information (2012 vs 2010)



Fewer Georgetown citizens indicated using the City website in 2012 than in 2010. Almost 40% said they never used the website in 2012, up from 23% in 2010 (Figure 6.15).

Figure 6.15. City Website Usage (2012 vs 2010)



6.5. Comparisons Conclusions

Although direct statistical comparison is not possible, results between the 2012 and 2010 surveys were generally consistent. Ratings of neighborhood streets and utilities were nearly identical. The demographic characteristics of respondents for both surveys were very similar, comprised of respondents who were mostly White, owned and lived in their home, and did not have children under 18 years of age. Compared to 2012, respondents in 2010 were more likely to have lived in Georgetown for less than five years and to rent rather than own their home.

Respondents from both years were most likely to select *location* and *good, caring, nice people* as what they like most about living in Georgetown.

Opinions of street maintenance improved from 2010 to 2012.

There is an overall positive sense of quality and value regarding City services versus money spent. The distribution of citizens rating of the overall value for City tax dollars as excellent, good, fair, or poor moved slightly in a positive direction since 2010.

Usage of the City's website decreased from 2010 to 2012, while more respondents used the Austin American Statesman to get information about the City in 2012.

Appendix A. Frequency Distributions

The following tables contain the raw frequency counts and percentage distributions of responses to all questions on the City of Georgetown Citizen Survey, 2012-2013. Bolded text denotes the exact question text from the questionnaire. Raw frequency counts are presented only for 2012. Although in many cases the number of residents who were not able to give a substantive answer, but rather marked the *Don't know/Not sure* response choice, is quite large, these responses are excluded from the *Valid Percent* calculations. These respondents are, however, present for reference purposes in the raw frequency counts. The *Valid Percent* percentages use weighted data. Weights are calculated based on responses to the first question, defining in which quadrant of Georgetown the respondent lives, to better reflect the true population distribution across quadrants.

1. In which quadrant of Georgetown do you live?

	2012 Frequency	2012 Valid Percent
North and west of I-35 and University Ave	680	59.0%
South and west of I-35 and University Ave	74	9.0%
North and east of I-35 and University Ave	111	12.0%
South and east of I-35 and University Ave	121	20.0%
Total Valid	986	100.0%
<i>I do not live within Georgetown</i>	‡	-
<i>No answer</i>	0	-
<i>Total missing</i>	0	-
Total	986	-

‡ The four respondents who indicated living outside Georgetown were removed from the data before analysis.

2. What is the top issue Georgetown will face in the next 5 years? (Mark only one answer.)

	2012 Frequency	2012 Valid Percent
Managing growth/development	364	40.3%
Traffic/transportation	140	16.9%
Education/schools	42	5.3%
Increased property taxes	74	8.9%
Public safety/crime	17	1.9%
Housing/affordable housing	23	3.1%
Economy/jobs	37	4.6%
Clean/available water	162	17.5%
Other (specify) ➤	13	1.4%
Total Valid	872	100.0%
<i>Don't know / Not sure</i>	46	-
<i>No answer</i>	68	-
<i>Total missing</i>	114	-
Total	986	-

➤ See Appendix B.1 for complete text listings.

3. What do you like MOST about living in Georgetown? *(Mark only one answer.)*

	2012 Frequency	2012 Valid Percent	2010 Percent
Location	289	31.9%	24.4%
Good, caring, nice people	198	21.7%	23.7%
Arts and cultural activities	15	1.8%	2.6%
Beauty/natural environment	93	10.2%	10.8%
Parks, recreation opportunities	41	4.8%	9.1%
Cost of living	56	6.5%	6.2%
Public safety	47	5.2%	6.7%
Community spirit/involved in local activities	100	10.8%	8.8%
I don't like living here	15	1.7%	2.3%
Other (specify) ➤	45	5.2%	5.3%
Total Valid	899	100.0%	100.0%
<i>Don't know / Not sure</i>	11	-	-
<i>No answer</i>	76	-	-
<i>Total missing</i>	87	-	-
Total	986	-	-

➤ See Appendix B.1 for complete text listings.

4. What change would make Georgetown a better place to live? *(Mark only one answer.)*

	2012 Frequency	2012 Valid Percent	2010 Percent
Improve traffic situation	176	20.4%	20.2%
Managed growth/development	167	17.8%	14.7%
Add public transportation ¹	95	10.9%	16.7%
More employment opportunities	84	10.3%	13.4%
More affordable housing	41	5.2%	4.0%
More arts/cultural events	21	2.5%	3.9%
Greater retail selection	148	15.4%	10.2%
More parks/green space	30	3.3%	5.0%
I would not change anything ²	61	6.4%	6.8%
Other (specify) ➤	67	7.8%	5.1%
Total Valid	890	100.0%	100.0%
<i>Don't know / Not sure</i>	27	-	-
<i>No answer</i>	69	-	-
<i>Total missing</i>	96	-	-
Total	986	-	-

¹ Choice wording in 2010 was "Public transportation"; ² Choice wording in 2010 was "Nothing, like it as is"

➤ See Appendix B.1 for complete text listings.

5a. How would you rate each of the following for the City of Georgetown: *Appearance of parks and recreation facilities*

	2012 Frequency	2012 Valid Percent
Excellent	334	37.4%
Good	504	55.6%
Fair	61	6.6%
Poor	3	0.4%
Total Valid	902	100.0%
<i>Don't know / Not sure</i>	45	-
<i>No answer</i>	39	-
<i>Total missing</i>	84	-
Total	986	-

5b. How would you rate each of the following for the City of Georgetown: *Accessibility of parks and recreation facilities*

	2012 Frequency	2012 Valid Percent
Excellent	336	39.2%
Good	472	53.0%
Fair	64	6.9%
Poor	8	0.9%
Total Valid	880	100.0%
<i>Don't know / Not sure</i>	45	-
<i>No answer</i>	61	-
<i>Total missing</i>	106	-
Total	986	-

5c. How would you rate each of the following for the City of Georgetown: *Safety of parks and recreation facilities*

	2012 Frequency	2012 Valid Percent
Excellent	265	33.0%
Good	469	59.1%
Fair	56	7.2%
Poor	6	0.7%
Total Valid	796	100.0%
<i>Don't know / Not sure</i>	132	-
<i>No answer</i>	58	-
<i>Total missing</i>	190	-
Total	986	-

5d. How would you rate each of the following for the City of Georgetown: *Range/variety of parks and recreation programs/activities*

	2012 Frequency	2012 Valid Percent
Excellent	211	27.1%
Good	448	55.9%
Fair	115	14.9%
Poor	16	2.2%
Total Valid	790	100.0%
<i>Don't know / Not sure</i>	112	-
<i>No answer</i>	84	-
<i>Total missing</i>	196	-
Total	986	-

5e. How would you rate each of the following for the City of Georgetown: *Quality of parks and recreation programs/activities*

	2012 Frequency	2012 Valid Percent
Excellent	189	25.8%
Good	453	60.4%
Fair	96	12.9%
Poor	7	1.0%
Total Valid	745	100.0%
<i>Don't know / Not sure</i>	170	-
<i>No answer</i>	71	-
<i>Total missing</i>	241	-
Total	986	-

5f. How would you rate each of the following for the City of Georgetown: *Overall satisfaction with City parks and recreation facilities*

	2012 Frequency	2012 Valid Percent
Excellent	257	30.4%
Good	513	60.2%
Fair	72	8.2%
Poor	8	1.2%
Total Valid	850	100.0%
<i>Don't know / Not sure</i>	57	-
<i>No answer</i>	79	-
<i>Total missing</i>	136	-
Total	986	-

5A. If you rated any of the above items as *fair* or *poor*, please explain why:

- See Appendix B.1 for complete text listings.

6. Which of the following have you or anyone in your household used during the past 12 months? (Mark all that apply.)*

	2012 Frequency	2012 Valid Percent
Georgetown Recreation Center	313	34.2%
Youth Programs	48	5.7%
City swimming pools	133	14.8%
San Gabriel Park	579	62.4%
Hike and bike trails	366	39.6%
Georgetown Library	578	60.8%
Senior Center	64	7.1%
None of the above	149	14.5%
Total Valid	956	-
<i>No answer</i>	30	-
<i>Total missing</i>	30	-
Total	986	-

*Respondents were allowed to select multiple responses, thus percentages may total more than 100%.

7a. As a resident of Georgetown, please rate your experience at the special events you attended in the past 12 months:
Red Poppy Festival

	2012 Frequency	2012 Valid Percent
Excellent	214	45.8%
Good	229	46.9%
Fair	30	6.9%
Poor	2	0.4%
Total Valid	475	100.0%
<i>Did not attend</i>	403	-
<i>No answer</i>	108	-
<i>Total missing</i>	511	-
Total	986	-

7b. As a resident of Georgetown, please rate your experience at the special events you attended in the past 12 months:
Christmas Stroll

	2012 Frequency	2012 Valid Percent
Excellent	214	48.9%
Good	213	46.4%
Fair	20	4.7%
Poor	0	0.0%
Total Valid	447	100.0%
<i>Did not attend</i>	421	-
<i>No answer</i>	118	-
<i>Total missing</i>	539	-
Total	986	-

7c. As a resident of Georgetown, please rate your experience at the special events you attended in the past 12 months:
The Georgetown Grand Bike Race

	2012 Frequency	2012 Valid Percent
Excellent	36	30.2%
Good	51	45.5%
Fair	21	18.8%
Poor	6	5.5%
Total Valid	114	100.0%
<i>Did not attend</i>	684	-
<i>No answer</i>	188	-
<i>Total missing</i>	872	-
Total	986	-

7d. As a resident of Georgetown, please rate your experience at the special events you attended in the past 12 months:
Market Days on the Square

	2012 Frequency	2012 Valid Percent
Excellent	153	27.9%
Good	319	59.7%
Fair	61	11.8%
Poor	3	0.5%
Total Valid	536	100.0%
<i>Did not attend</i>	333	-
<i>No answer</i>	117	-
<i>Total missing</i>	450	-
Total	986	-

7e. As a resident of Georgetown, please rate your experience at the special events you attended in the past 12 months:
Georgetown Swirl

	2012 Frequency	2012 Valid Percent
Excellent	28	32.6%
Good	39	47.3%
Fair	15	19.1%
Poor	1	1.0%
Total Valid	83	100.0%
<i>Did not attend</i>	703	-
<i>No answer</i>	200	-
<i>Total missing</i>	903	-
Total	986	-

7f. As a resident of Georgetown, please rate your experience at the special events you attended in the past 12 months:
AirFest

	2012 Frequency	2012 Valid Percent
Excellent	39	26.2%
Good	75	52.6%
Fair	22	15.9%
Poor	8	5.2%
Total Valid	144	100.0%
<i>Did not attend</i>	657	-
<i>No answer</i>	185	-
<i>Total missing</i>	842	-
Total	986	-

7a. If you attended any of these events, would you attend again? If not, why?

➤ See Appendix B.1 for complete text listings.

7b. Where do you get information about these events?

➤ See Appendix B.1 for complete text listings.

8a. Indicate how much of a problem or not a problem each of the following issues is with regard to public safety in Georgetown: *Traffic violations*

	2012 Frequency	2012 Valid Percent
Not a problem	239	31.5%
Minor problem	277	36.4%
Moderate problem	189	25.2%
Major problem	50	6.9%
Total Valid	755	100.0%
<i>Don't know / Not sure</i>	155	-
<i>No answer</i>	76	-
<i>Total missing</i>	231	-
Total	986	-

8b. Indicate how much of a problem or not a problem each of the following issues is with regard to public safety in Georgetown: *Pedestrian safety*

	2012 Frequency	2012 Valid Percent
Not a problem	287	36.2%
Minor problem	279	36.0%
Moderate problem	155	20.8%
Major problem	48	6.9%
Total Valid	769	100.0%
<i>Don't know / Not sure</i>	120	-
<i>No answer</i>	97	-
<i>Total missing</i>	217	-
Total	986	-

8c. Indicate how much of a problem or not a problem each of the following issues is with regard to public safety in Georgetown: *Animals running at large*

	2012 Frequency	2012 Valid Percent
Not a problem	367	45.8%
Minor problem	275	34.5%
Moderate problem	108	13.6%
Major problem	47	6.1%
Total Valid	797	100.0%
<i>Don't know / Not sure</i>	111	-
<i>No answer</i>	78	-
<i>Total missing</i>	189	-
Total	986	-

8d. Indicate how much of a problem or not a problem each of the following issues is with regard to public safety in Georgetown: *Vandalism and/or graffiti*

	2012 Frequency	2012 Valid Percent
Not a problem	290	37.7%
Minor problem	320	43.7%
Moderate problem	107	15.1%
Major problem	24	3.5%
Total Valid	741	100.0%
<i>Don't know / Not sure</i>	150	-
<i>No answer</i>	95	-
<i>Total missing</i>	245	-
Total	986	-

8e. Indicate how much of a problem or not a problem each of the following issues is with regard to public safety in Georgetown: *Driving under the influence of alcohol*

	2012 Frequency	2012 Valid Percent
Not a problem	131	21.4%
Minor problem	198	33.0%
Moderate problem	180	29.0%
Major problem	99	16.6%
Total Valid	608	100.0%
<i>Don't know / Not sure</i>	300	-
<i>No answer</i>	78	-
<i>Total missing</i>	378	-
Total	986	-

8f. Indicate how much of a problem or not a problem each of the following issues is with regard to public safety in Georgetown: *Drug abuse*

	2012 Frequency	2012 Valid Percent
Not a problem	118	21.8%
Minor problem	144	28.1%
Moderate problem	169	32.5%
Major problem	86	17.6%
Total Valid	517	100.0%
<i>Don't know / Not sure</i>	374	-
<i>No answer</i>	95	-
<i>Total missing</i>	469	-
Total	986	-

8g. Indicate how much of a problem or not a problem each of the following issues is with regard to public safety in Georgetown: *Underage drinking*

	2012 Frequency	2012 Valid Percent
Not a problem	106	21.7%
Minor problem	143	31.1%
Moderate problem	157	33.0%
Major problem	65	14.2%
Total Valid	471	100.0%
<i>Don't know / Not sure</i>	410	-
<i>No answer</i>	105	-
<i>Total missing</i>	515	-
Total	986	-

8h. Indicate how much of a problem or not a problem each of the following issues is with regard to public safety in Georgetown: *Burglaries*

	2012 Frequency	2012 Valid Percent
Not a problem	123	18.7%
Minor problem	265	41.3%
Moderate problem	209	34.6%
Major problem	30	5.4%
Total Valid	627	100.0%
<i>Don't know / Not sure</i>	252	-
<i>No answer</i>	107	-
<i>Total missing</i>	359	-
Total	986	-

8i. Indicate how much of a problem or not a problem each of the following issues is with regard to public safety in Georgetown: *Domestic violence*

	2012 Frequency	2012 Valid Percent
Not a problem	108	22.5%
Minor problem	161	34.1%
Moderate problem	158	35.1%
Major problem	38	8.4%
Total Valid	465	100.0%
<i>Don't know / Not sure</i>	425	-
<i>No answer</i>	96	-
<i>Total missing</i>	521	-
Total	986	-

8j. Indicate how much of a problem or not a problem each of the following issues is with regard to public safety in Georgetown: *Youth violence*

	2012 Frequency	2012 Valid Percent
Not a problem	132	28.5%
Minor problem	169	37.6%
Moderate problem	117	26.8%
Major problem	30	7.1%
Total Valid	448	100.0%
<i>Don't know / Not sure</i>	425	-
<i>No answer</i>	113	-
<i>Total missing</i>	538	-
Total	986	-

8k. Indicate how much of a problem or not a problem each of the following issues is with regard to public safety in Georgetown: *Gang activity*

	2012 Frequency	2012 Valid Percent
Not a problem	164	36.5%
Minor problem	149	34.2%
Moderate problem	89	20.7%
Major problem	34	8.6%
Total Valid	436	100.0%
<i>Don't know / Not sure</i>	449	-
<i>No answer</i>	101	-
<i>Total missing</i>	550	-
Total	986	-

8l. Indicate how much of a problem or not a problem each of the following issues is with regard to public safety in Georgetown: *Noise*

	2012 Frequency	2012 Valid Percent
Not a problem	366	47.6%
Minor problem	254	34.6%
Moderate problem	94	13.2%
Major problem	32	4.6%
Total Valid	746	100.0%
<i>Don't know / Not sure</i>	128	-
<i>No answer</i>	112	-
<i>Total missing</i>	240	-
Total	986	-

9. In general, how safe do you feel in Georgetown?

	2012 Frequency	2012 Valid Percent
Very safe	685	73.3%
Somewhat safe	225	25.7%
Somewhat unsafe	6	0.9%
Very unsafe	1	0.1%
Total Valid	917	100.0%
<i>No answer</i>	69	-
<i>Total missing</i>	69	-
Total	986	-

10. How would you rate the maintenance and surface condition of your local neighborhood streets?

	2012 Frequency	2012 Valid Percent	2010 Percent
Exceeds expectations	200	19.8%	18.7%
Meets expectations	650	68.0%	69.2%
Does not meet expectations	100	12.2%	12.1%
Total Valid	950	100.0%	100%
<i>Don't know / Not sure</i>	6	-	
<i>No answer</i>	30	-	
<i>Total missing</i>	36	-	
Total	986	-	

11. Has the maintenance condition of your streets improved, stayed the same, or gotten worse within the past 2 years?

	2012 Frequency	2012 Valid Percent	2010 Percent
Improved	359	39.3%	25.4%
Stayed the same	462	52.0%	63.5%
Gotten worse	67	8.7%	11.1%
Total Valid	888	100.0%	100%
<i>Don't know / Not sure</i>	60	-	
<i>No answer</i>	38	-	
<i>Total missing</i>	98	-	
Total	986	-	

12. Which of the following is the **MOST IMPORTANT** aspect of economic growth the City of Georgetown should make a priority? *(Mark only one answer.)*

	2012 Frequency	2012 Valid Percent
Job creation	227	29.3%
Citywide tourism	34	4.2%
Downtown retail	130	15.5%
Regional shopping centers (such as Wolf Ranch)	168	18.1%
Industrial recruitment (e.g., manufacturing and warehouses)	108	12.6%
Redevelopment of under utilized areas (e.g., I-35 & Williams)	124	14.5%
Other (specify) ➤	50	5.9%
Total Valid	841	100.0%
<i>Don't know / Not sure</i>	100	-
<i>No answer</i>	45	-
<i>Total missing</i>	145	-
Total	986	-

➤ See Appendix B.1 for complete text listings.

13a. Would you be willing to increase property taxes to fund the following items: *Add fixed route bus system*

	2012 Frequency	2012 Valid Percent
Yes	202	27.2%
No	559	72.8%
Total Valid	761	100.0%
<i>Don't know / Not sure</i>	144	-
<i>No answer</i>	81	-
<i>Total missing</i>	225	-
Total	986	-

13b. Would you be willing to increase property taxes to fund the following items: *Build commuter rail system to Austin and San Antonio*

	2012 Frequency	2012 Valid Percent
Yes	280	35.5%
No	526	64.5%
Total Valid	806	100.0%
<i>Don't know / Not sure</i>	102	-
<i>No answer</i>	78	-
<i>Total missing</i>	180	-
Total	986	-

13c. Would you be willing to increase property taxes to fund the following items: *Extend sidewalks to new locations*

	2012 Frequency	2012 Valid Percent
Yes	336	46.3%
No	410	53.7%
Total Valid	746	100.0%
<i>Don't know / Not sure</i>	139	-
<i>No answer</i>	101	-
<i>Total missing</i>	240	-
Total	986	-

13d. Would you be willing to increase property taxes to fund the following items: *Added bicycle lanes*

	2012 Frequency	2012 Valid Percent
Yes	249	32.8%
No	510	67.2%
Total Valid	759	100.0%
<i>Don't know / Not sure</i>	115	-
<i>No answer</i>	112	-
<i>Total missing</i>	227	-
Total	986	-

13e. Would you be willing to increase property taxes to fund the following items: *Construction of the Southwest Bypass, from Hwy 29 West to I-35 South*

	2012 Frequency	2012 Valid Percent
Yes	257	40.1%
No	396	59.9%
Total Valid	653	100.0%
<i>Don't know / Not sure</i>	234	-
<i>No answer</i>	99	-
<i>Total missing</i>	333	-
Total	986	-

13f. Would you be willing to increase property taxes to fund the following items: *Expanding FM 1460 from Georgetown to Round Rock*

	2012 Frequency	2012 Valid Percent
Yes	246	37.8%
No	428	62.2%
Total Valid	674	100.0%
<i>Don't know / Not sure</i>	215	-
<i>No answer</i>	97	-
<i>Total missing</i>	312	-
Total	986	-

13g. Would you be willing to increase property taxes to fund the following items: *Construction of new I-35 overpass for Northwest Blvd*

	2012 Frequency	2012 Valid Percent
Yes	183	29.6%
No	430	70.4%
Total Valid	613	100.0%
<i>Don't know / Not sure</i>	269	-
<i>No answer</i>	104	-
<i>Total missing</i>	373	-
Total	986	-

14a. How would you rate the importance of these City of Georgetown services: *Programs to revitalize the Downtown Square*

	2012 Frequency	2012 Valid Percent
Very important	339	38.2%
Somewhat important	375	41.5%
Neither important nor unimportant	116	13.5%
Somewhat important	28	3.4%
Very unimportant	28	3.5%
Total Valid	886	100.0%
<i>Don't know / Not sure</i>	29	-
<i>No answer</i>	71	-
<i>Total missing</i>	100	-
Total	986	-

14b. How would you rate the importance of these City of Georgetown services: *Programs to revitalize residential areas*

	2012 Frequency	2012 Valid Percent
Very important	152	19.7%
Somewhat important	406	47.7%
Neither important nor unimportant	200	23.5%
Somewhat important	52	6.3%
Very unimportant	25	2.8%
Total Valid	835	100.0%
<i>Don't know / Not sure</i>	54	-
<i>No answer</i>	97	-
<i>Total missing</i>	151	-
Total	986	-

14c. How would you rate the importance of these City of Georgetown services: *Code enforcement services (tall weeds, abandoned cars)*

	2012 Frequency	2012 Valid Percent
Very important	384	43.8%
Somewhat important	332	37.3%
Neither important nor unimportant	105	12.6%
Somewhat unimportant	34	4.0%
Very unimportant	20	2.2%
Total Valid	875	100.0%
<i>Don't know / Not sure</i>	32	-
<i>No answer</i>	79	-
<i>Total missing</i>	111	-
Total	986	-

14d. How would you rate the importance of these City of Georgetown services: *Animal control services*

	2012 Frequency	2012 Valid Percent
Very important	251	31.3%
Somewhat important	387	45.8%
Neither important nor unimportant	143	17.3%
Somewhat unimportant	31	3.7%
Very unimportant	15	1.8%
Total Valid	827	100.0%
<i>Don't know / Not sure</i>	48	-
<i>No answer</i>	111	-
<i>Total missing</i>	159	-
Total	986	-

14e. How would you rate the importance of these City of Georgetown services: *Maintaining City streets and roads*

	2012 Frequency	2012 Valid Percent
Very important	587	66.1%
Somewhat important	267	30.1%
Neither important nor unimportant	22	2.5%
Somewhat unimportant	5	0.5%
Very unimportant	6	0.7%
Total Valid	887	100.0%
<i>Don't know / Not sure</i>	11	-
<i>No answer</i>	88	-
<i>Total missing</i>	99	-
Total	986	-

14f. How would you rate the importance of these City of Georgetown services: *Providing pathways such as sidewalks, trails & bike lanes*

	2012 Frequency	2012 Valid Percent
Very important	246	28.8%
Somewhat important	377	43.4%
Neither important nor unimportant	162	18.7%
Somewhat important	53	5.9%
Very unimportant	27	3.2%
Total Valid	865	100.0%
<i>Don't know / Not sure</i>	18	-
<i>No answer</i>	103	-
<i>Total missing</i>	121	-
Total	986	-

14g. How would you rate the importance of these City of Georgetown services: *Maintaining the appearance of City parks and facilities*

	2012 Frequency	2012 Valid Percent
Very important	420	48.1%
Somewhat important	391	43.4%
Neither important nor unimportant	56	6.4%
Somewhat important	13	1.4%
Very unimportant	6	0.8%
Total Valid	886	100.0%
<i>Don't know / Not sure</i>	12	-
<i>No answer</i>	88	-
<i>Total missing</i>	100	-
Total	986	-

14h. How would you rate the importance of these City of Georgetown services: *Providing a variety of recreation programs*

	2012 Frequency	2012 Valid Percent
Very important	215	25.5%
Somewhat important	413	48.1%
Neither important nor unimportant	174	20.2%
Somewhat important	32	3.6%
Very unimportant	23	2.6%
Total Valid	857	100.0%
<i>Don't know / Not sure</i>	38	-
<i>No answer</i>	91	-
<i>Total missing</i>	129	-
Total	986	-

14i. How would you rate the importance of these City of Georgetown services: *Library services*

	2012 Frequency	2012 Valid Percent
Very important	381	44.1%
Somewhat important	338	38.5%
Neither important nor unimportant	112	13.4%
Somewhat important	17	1.8%
Very unimportant	16	2.2%
Total Valid	864	100.0%
<i>Don't know / Not sure</i>	27	-
<i>No answer</i>	95	-
<i>Total missing</i>	122	-
Total	986	-

14j. How would you rate the importance of these City of Georgetown services: *Senior citizen services*

	2012 Frequency	2012 Valid Percent
Very important	339	40.1%
Somewhat important	357	41.4%
Neither important nor unimportant	128	15.2%
Somewhat important	14	1.6%
Very unimportant	12	1.7%
Total Valid	850	100.0%
<i>Don't know / Not sure</i>	32	-
<i>No answer</i>	104	-
<i>Total missing</i>	136	-
Total	986	-

14k. How would you rate the importance of these City of Georgetown services: *Providing public safety (police and fire)*

	2012 Frequency	2012 Valid Percent
Very important	707	79.9%
Somewhat important	140	16.2%
Neither important nor unimportant	24	2.8%
Somewhat important	3	0.4%
Very unimportant	5	0.7%
Total Valid	879	100.0%
<i>Don't know / Not sure</i>	13	-
<i>No answer</i>	94	-
<i>Total missing</i>	107	-
Total	986	-

14l. How would you rate the importance of these City of Georgetown services: *City sponsored special events*

	2012 Frequency	2012 Valid Percent
Very important	147	17.5%
Somewhat important	413	48.0%
Neither important nor unimportant	219	25.4%
Somewhat unimportant	48	5.9%
Very unimportant	28	3.2%
Total Valid	855	100.0%
<i>Don't know / Not sure</i>	30	-
<i>No answer</i>	101	-
<i>Total missing</i>	131	-
Total	986	-

14m. How would you rate the importance of these City of Georgetown services: *Youth services*

	2012 Frequency	2012 Valid Percent
Very important	315	38.0%
Somewhat important	377	44.6%
Neither important nor unimportant	117	13.5%
Somewhat unimportant	23	2.6%
Very unimportant	11	1.4%
Total Valid	843	100.0%
<i>Don't know / Not sure</i>	39	-
<i>No answer</i>	104	-
<i>Total missing</i>	143	-
Total	986	-

15a. How would you rate the quality of these City of Georgetown services: *Programs to revitalize the Downtown Square*

	2012 Frequency	2012 Valid Percent
Excellent	129	17.1%
Good	431	56.1%
Average	175	22.7%
Below average	28	3.5%
Poor	5	0.6%
Total Valid	768	100.0%
<i>Don't know / Not sure</i>	140	-
<i>No answer</i>	78	-
<i>Total missing</i>	218	-
Total	986	-

15b. How would you rate the quality of these City of Georgetown services: *Programs to revitalize residential areas*

	2012 Frequency	2012 Valid Percent
Excellent	20	3.6%
Good	218	38.2%
Average	293	50.3%
Below average	42	7.1%
Poor	5	0.9%
Total Valid	578	100.0%
<i>Don't know / Not sure</i>	307	-
<i>No answer</i>	101	-
<i>Total missing</i>	408	-
Total	986	-

15c. How would you rate the quality of these City of Georgetown services: *Code enforcement services (tall weeds, abandoned cars)*

	2012 Frequency	2012 Valid Percent
Excellent	43	6.3%
Good	253	37.5%
Average	290	42.5%
Below average	72	11.1%
Poor	17	2.6%
Total Valid	675	100.0%
<i>Don't know / Not sure</i>	215	
<i>No answer</i>	96	-
<i>Total missing</i>	311	-
Total	986	-
		-

15d. How would you rate the quality of these City of Georgetown services: *Animal control services*

	2012 Frequency	2012 Valid Percent
Excellent	74	11.3%
Good	320	46.1%
Average	254	36.4%
Below average	32	4.6%
Poor	9	1.6%
Total Valid	689	100.0%
<i>Don't know / Not sure</i>	195	-
<i>No answer</i>	102	-
<i>Total missing</i>	297	-
Total	986	-

15e. How would you rate the quality of these City of Georgetown services: *Maintaining City streets and roads*

	2012 Frequency	2012 Valid Percent
Excellent	95	11.4%
Good	422	49.1%
Average	252	30.1%
Below average	60	7.9%
Poor	10	1.5%
Total Valid	839	100.0%
<i>Don't know / Not sure</i>	53	-
<i>No answer</i>	94	-
<i>Total missing</i>	147	-
Total	986	-

15f. How would you rate the quality of these City of Georgetown services: *Providing pathways such as sidewalks, trails & bike lanes*

	2012 Frequency	2012 Valid Percent
Excellent	58	8.3%
Good	312	41.4%
Average	297	39.2%
Below average	71	9.3%
Poor	13	1.8%
Total Valid	751	100.0%
<i>Don't know / Not sure</i>	139	-
<i>No answer</i>	96	-
<i>Total missing</i>	235	-
Total	986	-

15g. How would you rate the quality of these City of Georgetown services: *Maintaining the appearance of City parks and facilities*

	2012 Frequency	2012 Valid Percent
Excellent	154	18.8%
Good	471	56.5%
Average	186	22.3%
Below average	19	2.1%
Poor	2	0.3%
Total Valid	832	100.0%
<i>Don't know / Not sure</i>	69	-
<i>No answer</i>	85	-
<i>Total missing</i>	154	-
Total	986	-

15h. How would you rate the quality of these City of Georgetown services: *Providing a variety of recreation programs*

	2012 Frequency	2012 Valid Percent
Excellent	101	14.6%
Good	387	53.8%
Average	207	28.9%
Below average	19	2.7%
Poor	0	0.0%
Total Valid	714	100.0%
<i>Don't know / Not sure</i>	183	-
<i>No answer</i>	89	-
<i>Total missing</i>	272	-
Total	986	-

15i. How would you rate the quality of these City of Georgetown services: *Library services*

	2012 Frequency	2012 Valid Percent
Excellent	306	38.5%
Good	343	45.1%
Average	116	15.2%
Below average	7	0.9%
Poor	3	0.3%
Total Valid	775	100.0%
<i>Don't know / Not sure</i>	128	-
<i>No answer</i>	83	-
<i>Total missing</i>	211	-
Total	986	-

15j. How would you rate the quality of these City of Georgetown services: *Senior citizen services*

	2012 Frequency	2012 Valid Percent
Excellent	98	15.8%
Good	322	51.7%
Average	178	29.4%
Below average	18	2.9%
Poor	1	0.3%
Total Valid	617	100.0%
<i>Don't know / Not sure</i>	268	-
<i>No answer</i>	101	-
<i>Total missing</i>	369	-
Total	986	-

15k. How would you rate the quality of these City of Georgetown services: *Providing public safety (police and fire)*

	2012 Frequency	2012 Valid Percent
Excellent	364	44.0%
Good	356	43.7%
Average	83	10.3%
Below average	11	1.5%
Poor	3	0.4%
Total Valid	817	100.0%
<i>Don't know / Not sure</i>	69	-
<i>No answer</i>	100	-
<i>Total missing</i>	169	-
Total	986	-

15l. How would you rate the quality of these City of Georgetown services: *City sponsored special events*

	2012 Frequency	2012 Valid Percent
Excellent	125	17.4%
Good	379	53.6%
Average	197	26.9%
Below average	13	1.7%
Poor	3	0.4%
Total Valid	717	100.0%
<i>Don't know / Not sure</i>	158	-
<i>No answer</i>	111	-
<i>Total missing</i>	269	-
Total	986	-

15m. How would you rate the quality of these City of Georgetown services: *Youth services*

	2012 Frequency	2012 Valid Percent
Excellent	40	8.7%
Good	227	47.5%
Average	184	38.6%
Below average	17	3.9%
Poor	7	1.4%
Total Valid	475	100.0%
<i>Don't know / Not sure</i>	400	-
<i>No answer</i>	111	-
<i>Total missing</i>	511	-
Total	986	-

16a. How would you rate the City of Georgetown's quality and reliability of: *Electric service*

	2012 Frequency	2012 Valid Percent	2010 Percent
Excellent	451	48.4%	44.0%
Good	398	44.4%	46.2%
Fair	47	5.6%	8.6%
Poor	14	1.6%	1.3%
Total Valid	910	100.0%	100%
<i>Don't receive</i>	27	-	-
<i>Don't know / Not sure</i>	8	-	-
<i>No answer</i>	41	-	-
<i>Total missing</i>	76	-	-
Total	986	-	-

16b. How would you rate the City of Georgetown's quality and reliability of: *Water service*

	2012 Frequency	2012 Valid Percent	2010 Percent
Excellent	411	42.8%	40.7%
Good	410	45.6%	45.3%
Fair	67	7.5%	10.6%
Poor	33	4.1%	3.4%
Total Valid	921	100.0%	100%
<i>Don't receive</i>	3	-	-
<i>Don't know / Not sure</i>	6	-	-
<i>No answer</i>	56	-	-
<i>Total missing</i>	65	-	-
Total	986	-	-

16c. How would you rate the City of Georgetown's quality and reliability of: *Sewer service*

	2012 Frequency	2012 Valid Percent	2010 Percent
Excellent	422	45.5%	41.8%
Good	417	47.3%	48.0%
Fair	44	5.4%	9.4%
Poor	15	1.8%	0.9%
Total Valid	898	100.0%	100%
<i>Don't receive</i>	3	-	-
<i>Don't know / Not sure</i>	26	-	-
<i>No answer</i>	59	-	-
<i>Total missing</i>	88	-	-
Total	986	-	-

16d. How would you rate the City of Georgetown's quality and reliability of: *Garbage pick-up*

	2012 Frequency	2012 Valid Percent	2010 Percent
Excellent	516	55.6%	43.3%
Good	329	36.5%	45.4%
Fair	47	5.7%	9.6%
Poor	20	2.2%	1.7%
Total Valid	912	100.0%	100%
<i>Don't receive</i>	0	-	-
<i>Don't know / Not sure</i>	6	-	-
<i>No answer</i>	68	-	-
<i>Total missing</i>	74	-	-
Total	986	-	-

16e. How would you rate the City of Georgetown's quality and reliability of: *Curbside recycling*

	2012 Frequency	2012 Valid Percent
Excellent	473	52.9%
Good	319	36.0%
Fair	68	8.2%
Poor	25	2.9%
Total Valid	885	100.0%
<i>Don't receive</i>	7	-
<i>Don't know / Not sure</i>	24	-
<i>No answer</i>	70	-
<i>Total missing</i>	101	-
Total	986	-

17a. How would you rate the City of Georgetown on each of the following items: *Overall quality of life in Georgetown*

	2012 Frequency	2012 Valid Percent
Excellent	486	51.5%
Good	416	45.9%
Fair	21	2.3%
Poor	2	0.3%
Total Valid	925	100.0%
<i>Don't know / Not sure</i>	5	-
<i>No answer</i>	56	-
<i>Total missing</i>	61	-
Total	986	-

17b. How would you rate the City of Georgetown on each of the following items: *Quality of customer service provided by City employees*

	2012 Frequency	2012 Valid Percent
Excellent	276	32.6%
Good	496	59.3%
Fair	53	6.9%
Poor	10	1.2%
Total Valid	835	100.0%
<i>Don't know / Not sure</i>	76	-
<i>No answer</i>	75	-
<i>Total missing</i>	151	-
Total	986	-

17c. How would you rate the City of Georgetown on each of the following items: *Overall quality of public safety services (police & fire)*

	2012 Frequency	2012 Valid Percent
Excellent	443	49.5%
Good	389	45.7%
Fair	33	4.1%
Poor	6	0.7%
Total Valid	871	100.0%
<i>Don't know / Not sure</i>	28	-
<i>No answer</i>	87	-
<i>Total missing</i>	115	-
Total	986	-

17d. How would you rate the City of Georgetown on each of the following items: *Georgetown as a place to raise children*

	2012 Frequency	2012 Valid Percent
Excellent	378	52.0%
Good	315	44.5%
Fair	20	2.6%
Poor	6	1.0%
Total Valid	719	100.0%
<i>Don't know / Not sure</i>	161	-
<i>No answer</i>	106	-
<i>Total missing</i>	267	-
Total	986	-

17e. How would you rate the City of Georgetown on each of the following items: *Georgetown as a place to work*

	2012 Frequency	2012 Valid Percent
Excellent	211	34.2%
Good	277	47.5%
Fair	73	12.1%
Poor	35	6.2%
Total Valid	596	100.0%
<i>Don't know / Not sure</i>	294	-
<i>No answer</i>	96	-
<i>Total missing</i>	390	-
Total	986	-

17f. How would you rate the City of Georgetown on each of the following items: *Georgetown as a place to retire*

	2012 Frequency	2012 Valid Percent
Excellent	519	58.9%
Good	281	34.9%
Fair	39	4.9%
Poor	10	1.3%
Total Valid	849	100.0%
<i>Don't know / Not sure</i>	55	-
<i>No answer</i>	82	-
<i>Total missing</i>	137	-
Total	986	-

17g. How would you rate the City of Georgetown on each of the following items: *Overall appearance of the City*

	2012 Frequency	2012 Valid Percent
Excellent	304	33.0%
Good	541	59.3%
Fair	66	7.4%
Poor	3	0.4%
Total Valid	914	100.0%
<i>Don't know / Not sure</i>	4	-
<i>No answer</i>	68	-
<i>Total missing</i>	72	-
Total	986	-

17h. How would you rate the City of Georgetown on each of the following items: *Overall value for your utility rate dollars*¹

	2012 Frequency	2012 Valid Percent	2010 Percent
Excellent	181	20.0%	16.5%
Good	443	51.0%	53.7%
Fair	191	22.8%	25.1%
Poor	49	6.2%	4.7%
Total Valid	864	100.0%	100%
<i>Don't know / Not sure</i>	35	-	-
<i>No answer</i>	87	-	-
<i>Total missing</i>	122	-	-
Total	986	-	-

¹ Question wording in 2010 was "How would you rate the *VALUE* you get for your utility rate dollars?"

18. Roughly 18% of your total property tax bill goes to the City of Georgetown, with the remainder going to the schools and county. With that in mind, how would you rate the:

A. Overall quality of City services versus City taxes paid?

	2012 Frequency	2012 Valid Percent
Excellent	216	25.2%
Good	472	55.3%
Fair	140	17.1%
Poor	17	2.3%
Total Valid	845	100%
<i>Don't know / Not sure</i>	81	-
<i>No answer</i>	60	-
<i>Total missing</i>	141	-
Total	986	-

B. Overall value for your City tax dollars?

	2012 Frequency	2012 Valid Percent	2010 Percent
Excellent	183	22.0%	18.3%
Good	459	55.5%	51.8%
Fair	155	19.6%	25.8%
Poor	22	3.0%	4.1%
Total Valid	819	100%	100%
<i>Don't know / Not sure</i>	86	-	-
<i>No answer</i>	81	-	-
<i>Total missing</i>	167	-	-
Total	986	-	-

¹ Question wording in 2010 was "How would you rate the *VALUE* you get for your city tax dollars?"

19. In the past 12 months, which of the following sources have you used when looking for information about the city?
(Mark all that apply.)^{1*}

	2012 Frequency	2012 Valid Percent	2010 Percent
Williamson County Sun	594	63.2%	55.1%
City Reporter included in utility bill	489	52.2%	48.6%
Georgetown's City web page	357	39.4%	53.9%
Austin American Statesman	321	33.1%	20.2%
Community Impact Newspaper	500	53.2%	49.7%
Cable Channel 10	76	8.3%	‡
City's Facebook Page	32	4.0%	‡
Other (specify)	81	8.9%	5.6%
None of the above	51	5.6%	‡
Total Valid	930	-	-
No answer	56	-	-
Total missing	56	-	-
Total	986	-	-

¹ Question wording in 2010 was "Which sources have you used when looking for information about the City?"

*Respondents were allowed to select multiple responses, thus percentages may total more than 100%.

‡ Choice not offered in 2010.

20. How often do you access the City's website (www.georgetown.org)?

	2012 Frequency	2012 Valid Percent	2010 Percent
Daily	2	0.2%	3.3%
Weekly	40	4.5%	14.7%
Monthly	147	17.4%	28.4%
Less than monthly	363	39.5%	31.1%
Never	348	38.3%	22.5%
Total Valid	900	100.0%	100.0%
No answer	86	-	-
Total missing	86	-	-
Total	986	-	-

21. What is your employment status? (Mark all that apply.)*

	2012 Frequency	2012 Valid Percent
Full time employed	285	33.6%
Part time employed	68	7.6%
Student	3	0.4%
Retired	571	57.5%
Not employed at this time	28	3.5%
Total Valid	932	-
No answer	54	-
Total missing	54	-
Total	986	-

*Respondents were allowed to select multiple responses, thus percentages may total more than 100%.

22. If you are currently employed, is your primary place of employment within the city limits of Georgetown?

	2012 Frequency	2012 Valid Percent
Yes, employed within Georgetown	157	43.4%
No, employed outside Georgetown	211	56.6%
Total Valid	368	100.0%
<i>No answer / Does not apply</i>	618	-
<i>Total missing</i>	618	-
Total	986	-

23. How long have you lived in Georgetown?

	2012 Frequency	2012 Valid Percent	2010 Percent
Less than 1 year	61	6.3%	48.0%‡
1 – 4 years	217	22.4%	
5 – 9 years	268	28.2%	19.9%
10 – 19 years	261	27.7%	18.5%
20 or more years	130	15.4%	13.6%
Total Valid	937	100.0%	100.0%
<i>No answer</i>	49	-	-
<i>Total missing</i>	49	-	-
Total	986	-	-

‡ Represents one choice in 2010: "Less than 5 years"

24. In what type of housing do you live? ¹

	2012 Frequency	2012 Valid Percent	2010 Percent
Apartment	55	6.9%	13.7%
Duplex	33	3.5%	3.1%
House ²	840	89.6%	83.2%
Total Valid	928	100.0%	100.0%
<i>No answer</i>	58	-	-
<i>Total missing</i>	58	-	-
Total	986	-	-

¹ Question wording in 2010 was "Do you live in an:"² Choice wording in 2010 was "Single family home"

25. Do you rent or own your home?

	2012 Frequency	2012 Valid Percent	2010 Percent
Rent	117	14.2%	21.8%
Own	804	85.8%	78.2%
Total Valid	921	100.0%	100.0%
<i>No answer</i>	65	-	-
<i>Total missing</i>	65	-	-
Total	986	-	-

26. Do you have children under the age of 18, living in your household, in these age ranges? (Mark all that apply.)^{1*}

	2012 Frequency	2012 Valid Percent	2010 Percent
Under 6 years old	52	6.9%	11.8%
6 to 12 years old	64	7.8%	15.2%
13 to 17 years old	60	7.6%	12.3%
No children under 18 years old	768	81.3%	69.9%
Total Valid	916	-	-
No answer	70	-	-
Total missing	70	-	-
Total	986	-	-

¹ Question wording in 2010 was "Do you have children under the age of 18 living in your home that are:"

*Respondents were allowed to select multiple responses, thus percentages may total more than 100%.

27. In what year were you born?^{1 2}

	2012 Frequency	2012 Valid Percent	2010 Percent
18 to 24	5	0.6%	9.3%
25 to 34	45	5.1%	15.5%
35 to 44	81	9.3%	13.7%
45 to 54	101	11.5%	17.4%
55 to 64	138	15.8%	18.9%
65 to 74	286	32.6%	19.2%
75 or older	220	25.1%	5.9%
Total Valid	877	100.0%	100.0%
No answer	108	-	-
Total missing	108	-	-
Total	986	-	-

¹ Question wording in 2010 was "Indicate which category includes your age."² Frequencies and percentages calculated from responses to match previous survey categories.28. Which of the following best describes your race or ethnic background? (Mark all that apply.)^{1*}

	2012 Frequency	2012 Valid Percent	2010 Percent
White ²	834	89.9%	88.6%
Asian	12	1.4%	0.8%
African American	17	2.0%	1.8%
Native American ³	22	2.7%	0.8%
Hispanic/Latino	62	7.8%	5.9%
Other	15	1.6%	2.0%
Total Valid	917	-	-
No answer	69	-	-
Total missing	69	-	-
Total	986	-	-

¹ Question wording in 2010 was "Indicate your ethnic background"

*Respondents were allowed to select multiple responses, thus percentages may total more than 100%.

² Choice wording in 2010 was "White/Caucasian"³ Choice wording in 2010 was "American Indian"

29. What is your gender?

	2012 Frequency	2012 Valid Percent	2010 Percent
Male	473	50.5%	45.8%
Female	437	49.5%	54.2%
Total Valid	910	100.0%	100.0%
<i>No answer</i>	76	-	-
<i>Total missing</i>	76	-	-
Total	986	-	-

Appendix B. Responses to Open-Ended Questions and Volunteered Comments

Appendix B.1. Responses to Open-Ended Questions

Comments to the open-ended questions are listed, grouped by question and presented in the same order as on the survey instrument. Only very minimal editing for typographical errors, grammar, and content has been applied.

Question 2. What is the top issue Georgetown will face in the next 5 years? (*Other specify*)

- Aging population.
- All items listed.
- All the above.
- Budget control and reduction in spending.
- City spending and too many city employees.
- Control spending.
- Excessive property taxes.
- Lack of diversity.
- More choices to shop groceries.
- Overspending. Over taxing, to keep up with the Jones'.
- Promote local business.
- Retail downtown.
- Utilities high.
- Vision to the future.
- Water availability.
- Water supply.

Question 3. What do you like MOST about living in Georgetown? (*Other specify*)

- A hometown feel.
- Activities and amenities in Sun City.
- All of the above.
- All of the above. We love living here.
- And downtown!
- Born in Georgetown.
- Church community.
- Clean and well laid out.
- Climate, weather.
- Close to Austin.
- Close to grown kids.
- Combination of people and activities with a small town feel.
- Daughter lives four miles northeast of Georgetown.
- Doesn't seem as busy here.
- Downtown.
- Family. (3)

- First nine things on this list.
- Gay, have not met any gays.
- Golf.
- Good healthcare availability.
- Great schools.
- Like them all.
- Living in a community with a historic downtown, a small university, and good schools.
- Market Days and other downtown events. The Palace Theatre.
- Medical facilities.
- Most of these.
- My children/grandchildren.
- Near children.
- Nearer to shopping.
- Nice blend of small town feel with shopping.
- No annex of my land.
- No panhandlers.
- Preservation of historic structures and viable business on the square.
- Public library.
- Quaint, small-town feel, and the square.
- School district and proximity to schools.
- Size and proximity to park, shopping, and services.
- Small population.
- Small town atmosphere, no traffic.
- Small town feel with big city features.
- Small town feeling, yet close to big town amenities.
- Southwestern University.
- Sun City community. (2)
- Sun City. (10)
- The library.
- The school system.
- Too large.
- Warm weather.
- Was convenient to my job at the time I purchased.

Question 4. What change would make Georgetown a better place to live? (Other specify)

- A large grocery store other than HEB.
- A large indoor mall would be nice in Georgetown or Round Rock.
- Access to more and better grocery chains.
- Add another grocer (Country Market).
- Add another grocery store.

- Allow horses in parks.
- Another grocer brand.
- Arm teachers and city officials with guns. More local food production/sales.
- Attention as has been done the last twenty years.
- Besides parks and the rec, there is nothing else for small children to do during days of inclement weather.
- Better restaurants.
- Better water.
- Bookstore, better restaurants.
- Closer to family.
- Definitely need public transportation to and from Austin (rail preferably).
- Deregulate the city.
- Desperately need another grocery store chain!
- Dining and entertainment.
- Diverse culture.
- Diversity.
- Don't EVER become like cities in California taxing or otherwise.
- Equal treatment of all.
- Especially for groceries!
- Get drugs out of Georgetown.
- Greater support for local business, regardless of business type.
- Grocery competition.
- I would like Kroger grocery store or another large grocery store because competition lowers prices.
- Improve business on the square.
- Improve education system.
- Improve trash and recycling services. Current changes are insufficient and stressful to the family. Recycling needs to come every week. We stress about recycling, because we have more than the bin allows because of twice monthly pickup. The change to trash service is also terrible (not being able to take brush to the dump site for free is ridiculous).
- Indoor mall and add another HEB.
- Keep doing what you are doing. You are doing a great job.
- Kroger or Randall's for groceries, major bookstore.
- Less expensive to live.
- Living wage jobs.
- Low taxes, high value.
- Lower taxes. (4)
- Make it more desirable for businesses (restaurants/bars/etc.) to occupy space around the square, and promote it.
- Markets.
- More choices for groceries.
- More conservative council.

- More continuous sidewalks and bicycle lanes.
- More Democrats! It's way too conservative!
- More diverse demographics and more open minded people.
- More diversity. (2)
- More eating, a cafeteria.
- More grocery shopping.
- More grocery stores to choose from.
- More grocery stores. (2)
- More night clubs.
- More restaurants and night life.
- More shopping and grocery stores.
- More sidewalks for people who like to walk.
- More support for local businesses and restaurants. I notice many that start up on the square end up closing after a year.
- More variety in grocery shopping.
- Need a right turn lane at Austin Avenue and Williams Drive south bound.
- Need another grocery store in northwest area.
- No more discount stores!
- Other grocery chains.
- Public transportation into Austin.
- Recycle pickup weekly rather than every other week! Should never have changed.
- Reduce spending and cut employees.
- Remove corruption from city government.
- Remove design of middle of streets. Very dangerous.
- Slow down growth.
- Standard speed limits for all school zones.
- Take total control of Sun City out of Georgetown. Too much control.
- The first two on this list.
- Throttle back on efforts to grow vs. optimizing.
- Too much spending.
- Transportation is badly needed.
- Utilities and garbage collection.
- Wasted taxes in all departments.
- Water.
- Wider selection of restaurants.
- Won't have to come on vacation and leave on probation.

Question 5a. If you rated any of the above items as *fair* or *poor*, please explain why:

- “Ehh” reaction.
- Better parking is needed between soccer and baseball fields in San Gabriel Park. Also, better nighttime lighting on soccer fields.
- Better police protection.
- Building and developing encroaching into areas around parks.
- By comparison to Plano, Texas as an example. Room for improvement.
- City of Georgetown need to make improvements.
- Compared to parks in other communities: poor landscaping, limited facilities, and safety issues for kids.
- Could use more hike and bike opportunities.
- Crime. Lockers stolen from.
- Do not use parks, too old (85).
- Don’t really use.
- Don’t use that much.
- Facilities hours and days of operation are limited.
- Fail to have a variety of parks.
- For the most part, I know that it is difficult to ensure the safety of people due to that small police force we have here.
- Generally the reasons to go to the park are fairly normal, with the exception of the Poppy Festival.
- Generally, I think the parks are a bit shabby and not well looked after. I am not sure there is enough variety either.
- Go take a look!
- Hard to find entrance.
- Hard to reach from main roads. Parts of the park are very dark.
- Hate the large rocks around park area. Was beautiful in the 60’s and 70’s without the ugly rocks. Do not see police in park area very much.
- Have not used any of these facilities yet.
- I am 83 years old and neuropathy so can’t walk well.
- I am disabled. I like the outdoors. Would like more activities for those of use that are not runners and not looked down upon.
- I am not able to participate but like to see the river, trees, and children playing.
- I just moved here. Haven't used parks and recreation facilities. They look nice as I drive by.
- I see very little security personnel, the lack of those programs.
- I think there is room for great improvement.
- I wanted a warm H2O therapy pool and rec center put in a fountain and children’s play area only used three months. I drive to Round Rock for therapy pool.
- I would like to see San Jose Park get a better playground, like the parks around it.
- I’m not aware of many activities. Maybe better notifications.
- I’m very satisfied with the parks.
- I'd like to see more pools for smaller kids and if the pools stayed open longer in the swimming season.
- Impression parks give.

- Improve maintenance of facilities. Spend more money on programs and facilities.
- In San Gabriel Park, I feel the river area could be cleaned up and kept better, much better!
- Information concerning locations and facilities.
- I've tried to take my grandmother who is in a wheelchair to a park and it is not accessible at all to the picnic table areas. Berry Springs Park.
- Lack of results for Gary Park.
- Landscaping is just grass and parks cater to kids 5-12 and not below.
- Limited entry and exits.
- Little to offer adults in organized sports, no golf, and no watersports.
- Little variety and no loops. Must go out and back on same tracks, narrow tracks!
- Look uncared for, older equipment, and unhealthy grasses, shrubs and trees.
- Maintenance needs improvement.
- Maintenance of facilities in older parks seems sporadic.
- Maintenance, trash picked up, etc.
- Many recreational programs/activities charge fees which limit who can use them.
- Monitoring poor! Dog park is unruly!
- More access.
- More activities and classes are needed.
- More hiking trails and playscapes for children.
- More outdoor swimming pools open year round.
- Most facilities are east of Austin Street. Also, no need to compete with outside gyms. Our tax dollars do not need to be spent for some things.
- Mowing grass is not done regularly.
- Much of the lighting on the San Gabriel River trails is either not on or insufficient.
- Nature parks are overgrown, not maintained.
- Need more activities that are good for all ages of kids.
- Need more dog poop bag dispensers in parks and keep the ones there full. Repair the water fountains and keep them functioning.
- Need more information on the current activities.
- Need more stuff for small children and more tables in parks.
- Need more unpaved walking trails.
- Need regional park west of 35.
- Need some activities for children.
- Never use them.
- No information given to public on programs.
- No obvious presence of safety offices or 911 phones for emergencies. I don't see any organized activities going on in parks such as walks for healthy living or programs for obese activities.
- No parking.
- No parks near elderly population.
- No planned development.

- No public golf course.
- No safety programs.
- No variety.
- Not a top priority for my age group.
- Not aware of recreation activities for general population.
- Not enough activities.
- Not enough interest or care from city.
- Not enough playgrounds for older children.
- Not enough police patrolling.
- Not enough range.
- Not familiar with programs/activities.
- Not many parks for toddlers and if there is they are gross and writing all over!
- Not marketed well and locations equal lack of parking.
- Not much available for teens and seniors.
- Not much of a variety.
- Not much range or variety.
- Not really sure of where all the parks are and how to get to them. Not sure what is available at each park.
- Not sure of safety of walk bridge over river.
- Not up to par!
- Not used enough to make complete judgment.
- Older equipment. Don't feel safe on the trails
- Other than walking, jogging, and biking, there is not much to do. Would it kill you to stock the park bathrooms with toilet paper?
- Parks and recreation facilities are excellent at an affordable rate, well maintained, and used by community.
- Parks are more than adequate.
- Parks seem more of an afterthought. Limited availability. Few walking trails, sidewalks, lights, restrooms, etc.
- People who do not drive or have cars cannot get to parks or rec center.
- People's attitudes.
- Poor landscaping and maintenance.
- Poor participation so might need to somehow advertise available programs.
- Probably need more money to upgrade the parks and recreation areas.
- Programs that I would enjoy seem to be limited to seniors, yet I'm not a senior. It may be that this cannot be helped.
- Rated none, haven't been to any.
- Rec center on west side.
- Recreation facilities are too small for the growth seen in the past few years. Not enough swimming pools either.
- Recreation programs and activities.
- San Gabriel Park access needs improvement.
- Seems complicated to access Blue Hole and some of the walks.

- Seems like events are the same but different theme. Love the dog park, would love it more if it was like Walnut Creek.
- Should have more activities for families and kids.
- Some access roads are difficult to find, especially at night.
- Some look as if they are in need of repair.
- Some of our park areas looks run down. Placing gravel/cement at Blue Hole was a crime!
- Some parks are lacking in activities and programs.
- Spending of city funds, TOO much spent in parks and recreation when quality of life suffers throughout MANY areas of the city.
- The coaches for the rec center are a joke. Our coach would not even hold practice. Another coach hand-picked only players he knew were great so he was sure to win every game. Youth program needs serious help!
- The lighting at some parks is not quite adequate making it less safe during the fall and winter.
- The parks seem shabby as if they have not been updated in decades. This excludes the river/trail system. New to the area and have not had time to use them.
- The recreation center does not have operating hours that are convenient to working customers. Their hours appear to be set for the employees.
- The tennis center could use some improvements. The building, parking, and the courts all need a facelift. I don't use the pool on Williams Drive, but it's too bad it has to be separated from the traffic with only a chain-link fence. It could be made much more attractive.
- There could be a few more activities to participate in.
- There is always room for improvement.
- There is no park in my quadrant of the city.
- They don't attract many people.
- They need improvement and more safe.
- Trash in parks.
- Update basketball court in San Gabriel Park.
- Update equipment for small children, safer. No area safe to walk small ones.
- Upkeep.
- Used as hangouts. Would be afraid to go there after dark.
- Utilities high including garbage collection.
- Variety. Would like to see golf added and salsa dance classes, guitar lessons (bring back), manual photography, etc.
- Wastebaskets overfilled/spilling. I would never go into the restroom at Blue Hole again, disgusting.
- We have had crimes in our parks in the past.
- We live in Del Webb so use our facilities rather than Georgetown's.
- Would like more hiking/walking/biking trails all connected throughout entire city. I know that's a lot to ask for.
- Would like to see more bicycle paths in and around Georgetown. A little greener and friendly.
- Would love more public golf courses.

Question 7a. If on attended any of these events, would you attend again? If not, why?

- Absolutely!
- Absolutely. We were out of town during bike race but will attend this year.
- AirFest is not as good as it was years ago. Like to see more to do and see.
- AirFest needs to be back to flight demo's not just static displays.
- AirFest. I'm a pilot and try to attend air shows. I moved near the airport on purpose.
- All of them!
- All.
- Attended in past but stopped due to the sameness each time offered.
- Attend-yes. Fun, safe, and spirited.
- Been to the AirFest many times. Probably won't attend again soon.
- Bike race clogs traffic and it is of limited interest.
- Bring a lot of fun to the town and lots of good stuff to shop and eat.
- Christmas Stroll parking was disappointing. So many close by spaces were blocked off by the city.
- Christmas Stroll was too crowded.
- Congestion.
- Could not attend because of work schedule.
- Definitely not.
- Definitely. I would attend all events in the future (except for the Bike Race since not an interest of my family).
- Depends upon my availability and parking.
- Did not know about them. (2)
- Doubt that we will attend the Stroll again, seemed too much like being at a flea market. We plan to attend the other events.
- Enjoyed those I attended.
- Had other things scheduled.
- Had other things to do.
- Had we been in town, we would have attended the Red Poppy and Christmas Stroll.
- Have attended multiple times and plan to do so again.
- Have attended these events in the past, but was not able to this year due to husband's health problems.
- Hopefully yes.
- I am a home person. My yard, flowers, and appearance of home all come first.
- I am always going to Market Days and Red Poppy. Keep bringing in more unique vendors.
- I am handicapped so do not attend things.
- I attended the art festival in the square.
- I avoid downtown shopping during these events.
- I did not attend because of a lack of advertising for these events.
- I enjoy attending these events. While I do not attend AirFest, I do occasionally see an unusual plane flying over my house. Pretty cool! We are fortunate to have such a conveniently located airport.
- I go to the symphony only.

- I have had cancer and other health problems, haven't been outside.
- I have in the past visited a number of the events above and enjoyed them. Yes I would visit them again.
- I have only lived in this area for six weeks.
- I just moved here in August unsure of when these events are, lack of information.
- I love these events. However, they are becoming very crowded. Maybe have the Christmas Stroll on two weekends.
- I noticed parking was difficult because of large attendance.
- I went last year, the traffic was awful. I don't go anymore.
- I will attend again.
- I would attend again.
- I would attend again. I enjoyed all I attended.
- I would attend both again.
- I would if I could.
- I wouldn't attend Market Days again since everything seemed like the same stuff that's been at a small town market days for the past 10 years.
- I've worked AirFest in England. This lacked toilets, stores, and stalls.
- Like the variety of vendors.
- Lots of fun.
- Market Days always seem to be the same vendors. Not very exciting. AirFest was interesting, but again, same stuff.
- Market Days, will attend again.
- Maybe. (2)
- Maybe. Thought the quality/variety of goods offered by vendors was not to my taste.
- Maybe. The selection was pretty good.
- Most downtown events hurt local businesses by blocking off critical streets. The city needs to canvass downtown businesses to determine how events can help, rather than hurt, their business.
- My husband is a shut-in. I'm the caregiver. Would love to attend, but can't.
- New resident.
- New to the area and wasn't aware these were going on.
- No parking, event.
- No time.
- No, too hot.
- No, too old.
- No. (2)
- No. Items are overpriced and useless products for me.
- No. Too much jewelry and not much else.
- None of the above. Been here only three months.
- Now handicapped, yes I would attend.
- Of course, I always try to attend the Poppy Festival and Christmas Stroll. The Georgetown Grand Bike Race was a fantastic addition this year.

- Only have lived here 3 months.
- Only if I had to because of the lack of parking spaces.
- Overcrowded. Merchants offered no variety and poor quality goods.
- Parking and large crowds.
- Parking is a nightmare!
- Parking not organized.
- Parking problems at all events.
- Parking stinks.
- Planning to attend Red Poppy Festival and Market Days.
- Poppy and Christmas.
- Possibly but not every time since it is basically the same thing each time.
- Previous year's air shows were even better than AirFest.
- Probably not, parking.
- Quality of vendors.
- Red Poppy Festival is our favorite. We attend the Christmas Stroll but the parade really needs some help. It's pretty bad.
- Red Poppy Festival yes will attend again.
- Regularly attend what I rated.
- Regularly DO attend. Had a few rehearsal and performance conflicts.
- Seems disorganized to me.
- Some events are getting too big. Bring back the air show. AirFest is nothing really. I saw a hot air balloon inflated for less than 30 min
- Stroll is a tradition.
- Sure, but most of the events that occur on the square regularly are unremarkable so motivation is low.
- Sure. It's fun to mingle in our community.
- The items sold at Market Days do not appeal to me or my family. I would rather see an accessible farmers market in the square with accessible hours, local produce, and healthy foods.
- The Red Poppy Festival is great. The Christmas Stroll is great for children.
- The square has little to draw one in. It appears to be a lost cause!
- They were a little better in past years.
- They're a waste of time. Need a great more improvement and they cost the tax payer too much for nothing.
- Time conflicts.
- To support local businesses and to socialize with my community.
- Too much money.
- Traffic and parking.
- Transportation or parking situation is undesirable.
- Unable to attend due to being confined to a wheelchair.
- Unaware.
- Was living outside the country for the last nine months.
- Was out of town and when trying to attend, lack of parking.

- We haven't had the chance. We moved in two and a half months ago.
- We normally attend most of these events on an annual basis. Economics was a factor this year.
- We plan to attend more of these events in the future.
- When I'm up to get out again.
- Why not have them Sunday as well even if it's half a day. Christmas Stroll, my family wanted to go back and shop and it wasn't open Sunday.
- Will attend again.
- Would attend again depending on the weather.
- Would attend again. (3)
- Would like to see more vendors at square.
- Yeah, they're fun.
- Yes absolutely.
- Yes all of the above. Thank you for not being scared of having CHRISTMAS and the story of CHRIST at the Christmas Stroll.
- Yes and hope to attend more events this year.
- Yes and hope to attend some more events in 2013.
- Yes and would try to attend the ones we missed. We missed mostly because we were not here.
- Yes both.
- Yes definitely.
- Yes I will attend again. These festivals are excellent.
- Yes I would attend again. (3)
- Yes I would attend but the Red Poppy Festival has certain alienating aspects in the past such as the emphasis on the prayer and Sunday service.
- Yes I would attend them again. The Market Days are pretty much the same old thing over and over again.
- Yes I would attend.
- Yes I would.
- Yes of course. I loved them.
- Yes to all. (4)
- Yes we would attend. We're new here so haven't attended all events yet.
- Yes will attend.
- Yes would attend again.
- Yes!
- Yes! Poppy festival is an outstanding experience!
- Yes! Great!
- Yes! I look forward to them!
- YES! Look forward to all of these local events.
- Yes! Whooville!
- Yes, a good inexpensive day.
- Yes, absolutely.

- Yes, because downtown is great for events. Stroll lines were too long. New church activities best thing about Stroll!
- Yes, but more attractions would be nice.
- Yes, but more diversity of artists at Market Days.
- Yes, definitely.
- Yes, enjoyed these.
- Yes, enjoyed.
- Yes, Fun events, except for parking.
- Yes, fun.
- Yes, good environment and a safe family atmosphere.
- Yes, great fun.
- Yes, holiday tradition.
- Yes, however distance from parking area to activities can be a problem for us.
- Yes, I had fun.
- Yes, I have attended them every year I have lived here.
- Yes, I love going to the festivals we have.
- Yes, I love the activities on the square.
- Yes, I love the items for sale, the atmosphere, and the people.
- Yes, I love these events.
- Yes, I loved how the Christmas Stroll had many kid activities.
- Yes, I planned on attending but was out of town in most cases.
- Yes, I'd attend again.
- Yes, it was very enjoyable. The others I did not attend either because I did not know about them or did not want to face the crowds (Poppy Festival).
- Yes, it's always fun to go to events on the square.
- Yes, Market Days and possibly the Poppy Festival.
- Yes, Market Days. Attended the Red Poppy Festival once, not enough to interest me again.
- Yes, of course.
- Yes, Poppy Festival is great with lots of free events for kids.
- Yes, see changes from year to year.
- Yes, they were excellent!
- Yes, though finding disability parking or any parking for that matter always seems to be an issue.
- Yes, travel prevented my attending others.
- Yes, was fun.
- Yes, we enjoy attending every year.
- Yes, we enjoy going to Market Days.
- Yes, we would attend all.
- Yes, we would attend.
- Yes, well organized, lots of room to walk around, and not too crowded.
- Yes, Why not!

- Yes, would attend again. (2)
- Yes, would attend all these events again. Have attended Swirl in the past, just not last year.
- Yes. (361)
- Yes. Fun and a good community atmosphere.
- Yes. FUN.
- Yes. I don't like streets being closed for this. Went downtown to shop and couldn't.
- Yes. I'll attend others, especially the bike race.
- Yes. They're a nice opportunity to interact with folks in the wider community.
- Yes. Would just encourage a broader variety.
- Yes. Community events are important to our sense of place and are a great way to meet with friends, both old and new.
- Yes. It's an example of community involvement and pride.
- Yes. We look forward to these events.

Question 7b. Where do you get information about these events?

- Ad banners on Highway 29.
- Advertisements.
- Advertising and signs.
- Airport/son's school.
- All the publications I receive in the mail.
- Apartment's monthly news.
- At the library.
- Austin American.
- Banners on the square, flyers at the library, and Chamber of Commerce.
- Been here for over 30 years.
- Bill inserts.
- CA, Sun City, and paper.
- Chamber member.
- Chamber of Commerce, city website, and visitors' center.
- Church and TV.
- City bill, newspaper, etc.
- City bulletin and website.
- City Facebook page and friends (word of mouth).
- City flyer and paper.
- City newsletter and Williamson County Sun.
- City newsletter or online.
- City newsletter, the View, and word of mouth.
- City of Georgetown included in utility bill.
- City of Georgetown utility bill inserts, View magazine, and kid's school.
- City of Georgetown website and Impact news.
- City utility bill, newspaper, posters in shops, and library posters.

- City web site, various local periodicals, and via volunteer activity.
- City website and local papers.
- City website, Sun City Communicator and website, and County Sun.
- City website. (3)
- Community Impact and signs.
- Community Impact and utilities bill. This town is lacking in the marketing department.
- Community Impact magazine, City Reporter with the utility bill, and the Sun newspaper.
- Community Impact newspaper and Georgetown View.
- Community Impact paper, Focus magazine, and View magazine.
- Community information and Sun Rays.
- Community mailings.
- Community newspapers and magazines.
- Community papers.
- Community residents and newspaper.
- Computer. (3)
- County newspaper.
- County Sun. (3)
- Did not.
- Didn't even know about them!
- Didn't know some were offered.
- Different local magazines.
- Downtown/fosters.
- Driving through town I see signs.
- Electric bill newsletter.
- Electric invoice newsletter and newspapers.
- Email and local newspapers.
- Email and paper.
- E-mail from the city.
- Email notifications from Georgetown.
- Email of Georgetown events calendar.
- Email, flyers, etc.
- Email.
- Email-Sun City.
- Facebook and friends.
- Facebook and newspaper.
- Facebook.
- Family and friends.
- Flyer in utility bill and poster advertisements.
- Flyer in utility statement.
- Flyer with City of Georgetown utility bill and City Reporter.

- Flyers and city calendars of events.
- Flyers and newspaper.
- Flyers and word of mouth.
- Flyers. (4)
- Focus and Georgetown View.
- Focus and Impact magazines.
- Focus magazine.
- Focus, View magazines and the Williamson County Sun.
- Free Georgetown newspaper.
- Free local magazine and newspaper mailings.
- Friend. (3)
- Friends and newspaper.
- Friends and paper.
- Friends. (3)
- From friends at church.
- Georgetown City Reporter and local newspaper.
- Georgetown City Reporter.
- Georgetown County Sun paper.
- Georgetown email.
- Georgetown Focus and water bill.
- Georgetown little flyer that comes out in mail.
- Georgetown local news.
- Georgetown magazine. (3)
- Georgetown newsletter (in the utility bill) and magazines.
- Georgetown newspaper, Sun, and city community association.
- Georgetown newspaper.
- Georgetown newspaper/magazine.
- Georgetown paper. (2)
- Georgetown Reporter, View, Focus, and Community Impact.
- Georgetown Reporter, Williamson County Sun, library, and Sun Rays.
- Georgetown Sun and library.
- Georgetown Sun paper.
- Georgetown Sun, brochures/Georgetown magazine, and signage on streets.
- Georgetown Sun, signage around town.
- Georgetown Sun, Sun City Communicator.
- Georgetown Sun. (2)
- Georgetown utility billing.
- Georgetown View and Focus.
- Georgetown View magazine.
- Georgetown View. (2)

- Georgetown website.
- Georgetown.org.
- Good publicity in local publications.
- Handout with utility bill and Georgetown View.
- Happened upon it.
- I did not attend because of a lack of advertising for these events.
- Impact paper.
- Impact, Focus, and coworkers.
- In the mail, locals.
- In the newspaper and the flyer that comes with the utility bill. Also I read about some events in the online news generated from Sun City.
- Internet and Georgetown paper.
- Internet and Sun newspaper.
- Internet, Georgetown View, and Georgetown Focus.
- Internet, Williamson County Sun, Community Impact, the View, and Focus on Georgetown.
- Internet. (6)
- Library.
- Local ads. (2)
- Local advertisement/ newspaper.
- Local community papers.
- Local free newspapers and Sun.
- Local Georgetown newspaper.
- Local Georgetown publications such as the View and the Georgetown Advocate.
- Local magazines and Impact newspaper.
- Local magazines and word of mouth.
- Local magazines/paper sent in the mail.
- Local media or online.
- Local media.
- Local news and magazines.
- Local news. (3)
- Local newspaper (Sun) and internet.
- Local newspaper and flyers.
- Local newspaper and information letter included in water bill.
- Local newspaper and magazines.
- Local newspaper and TV.
- Local newspaper and word of mouth.
- Local newspaper. (12)
- Local newspapers and fliers.
- Local newspapers and signs over main through fairs in town.
- Local paper, the Sun.

- Local paper and city newsletter.
- Local paper and local magazines. (2)
- Local paper and utility bill insert.
- Local paper and various ads.
- Local paper and word of mouth.
- Local paper, Sun City postings.
- Local paper, Sun.
- Local paper. (8)
- Local papers/magazines.
- Local publications and the Sun.
- Local publications and web.
- Local publications. (7)
- Local radio and newspaper.
- Local restaurants.
- Local shop windows.
- Local shops and winery.
- Magazine and online.
- Magazine mailers.
- Mail advertisements.
- Mail and online.
- Mail out in utility bill or San Gabriel newspaper.
- Mail, email, and web.
- Mail. (3)
- Mailings and neighborhood representative.
- Many ads and publications.
- Mass and word of mouth.
- Multiple places; web and placards.
- Multiple sources.
- My monthly newsletter and website.
- Name removed.
- Neighborhood and community emails and local TV news.
- Neighbors and friends.
- Neighbors and Sun Rays magazine.
- Neighbors, local paper, and Comm. Assoc.
- Neighbors. (2)
- New Church Georgetown.
- New resident.
- News programs (radio and TV).
- Newsletter for City of Georgetown.

- Newsletter in utility bill, local paper - Williamson County Sun, Georgetown Focus, View, Community Impact, and Local TV PSA's.
- Newsletter that we get every month with our utility bill.
- Newsletter. (5)
- Newspaper (Impact).
- Newspaper (the Sun), Georgetown website, and e-mailings.
- Newspaper, Sun.
- Newspaper and community magazine. (2)
- Newspaper and friends.
- Newspaper and internet. (2)
- Newspaper and magazines.
- Newspaper and neighbors.
- Newspaper and online.
- Newspaper and posters. (2)
- Newspaper and Sun City magazine.
- Newspaper and Sun Rays.
- Newspaper and TV.
- Newspaper and various businesses in Georgetown.
- Newspaper and View.
- Newspaper and word of mouth. (2)
- Newspaper or TV.
- Newspaper Sun Rays.
- Newspaper, advertising.
- Newspaper, library, and the visitor's center.
- Newspaper, magazine, and website.
- Newspaper, radio, and TV.
- Newspaper, the Sun.
- Newspaper, utility insert.
- Newspaper, web.
- Newspaper, Williamson County Sun.
- Newspaper, word of mouth.
- Newspaper. (70)
- Newspaper/Sun.
- Newspapers and city reporter.
- Newspapers and magazines.
- Newspapers, Georgetown Magazine, View, etc.
- Newspapers, online, and ads around downtown.
- Newspapers, word of mouth, and also, the free magazines in the mail.
- Not early enough! Need email reminders from the Arts Council or someone!
- Not received.

- On my bulletin board in Heritage Oaks.
- On the internet.
- Online and ads downtown.
- Online and local magazines/newspapers.
- Online and local newspaper.
- Online and magazine.
- Online and mailers.
- Online and newspaper. (2)
- Online Georgetown magazines.
- Online news.
- Online or Williamson County Sun.
- Online, Williamson County Sun, Impact publication, and flyer in utilities statement
- Online, word of mouth, and children's activities.
- Online. (5)
- Onsite, internet.
- Paper and friends.
- Paper and internet.
- Paper and phone.
- Paper and posters in community.
- Paper and word of mouth.
- Paper with utility bill.
- Paper, ads, and neighbors.
- Paper, flyers, and word of mouth.
- Paper, I don't have email.
- Paper, Impact, and Advocate.
- Paper, internet, and utility bill.
- Paper. (16)
- Paper/Sudden link channel.
- Paper: Sun Rays, channel 79, and neighbors.
- Papers and magazines.
- Periodicals and word of mouth.
- Poor advertising.
- Posters in area vendors and word of mouth.
- Posters.
- Postings around town, flyers, and word of mouth.
- Print.
- Printed materials.
- Private clubs and advertising.
- Public advertise.
- Public notice.

- Rec center postings through town.
- Rec center, newspaper, signs around town, and the library.
- Regional newspaper.
- Road banner.
- Saw it.
- School sent home a flyer.
- Schools.
- See posters around town or online.
- Signs and public displays.
- Signs downtown.
- Southwestern University.
- Street signs and newspaper.
- Street signs, local paper, etc.
- Sun Advisor.
- Sun and emails.
- Sun and internet.
- Sun City and Georgetown emails.
- Sun City bulletins, internet, and newspapers.
- Sun City bulletins.
- Sun City Communications.
- Sun City information and Georgetown View.
- Sun City Journal and Williamson County Sun.
- Sun City magazine. (2)
- Sun City news.
- Sun City newsletter.
- Sun City paper.
- Sun City. (6)
- Sun newspaper (Williamson County).
- Sun newspaper and other printed material.
- Sun newspaper and Sun City internet messages.
- Sun newspaper and Sun City Sun Rays.
- Sun newspaper, web sites, and Sun City C.A.
- Sun newspaper. (5)
- Sun paper and internet.
- Sun paper and local publications.
- Sun paper. (5)
- Sun Rays magazine and other Georgetown magazines.
- Sun Rays magazine and paper.
- Sun Rays magazine and Sun City publications.
- Sun Rays, CA communicator in Sun City, Sun newspaper, and word of mouth.

- Sun Rays, Impact, View, and Williamson County Sun.
- Sun Rays. (6)
- Sun. (12)
- That terrible Sun paper. We need a better paper.
- The community newsletter/paper that is delivered monthly.
- The daily paper or View.
- The Georgetown Reporter.
- The Georgetown Sun newspaper.
- The information is very easy to acquire through media, pamphlets, and via the internet.
- The local newspaper.
- The newspaper.
- The paper, the View, and Focus magazine.
- The Sun and advertising.
- The Sun and billboards.
- The Sun and Georgetown City Reporter.
- The Sun and online.
- The Sun and Sun City Sun Rays.
- The Sun Focus magazine.
- The Sun newspaper and the View.
- The Sun newspaper. (5)
- The Sun or flyers.
- The Sun paper or the Sun Rays.
- The Sun, Georgetown Newcomers, and Sun City news.
- The Sun, Georgetown Reporter, Georgetown City email, Williamson County Museum email, Focus, View, and Impact.
- The Sun, neighbors, etc.
- The Sun, web page, and Impact.
- The Sun. (23)
- The View and Focus magazines.
- The View and San Gabriel Weekly.
- The View magazine or Focus magazine.
- The View.
- The Williamson County Sun and at work.
- The Williamson County Sun and emails.
- The Williamson County Sun, City of Georgetown utilities, etc.
- The Williamson County Sun. (4)
- These events should be held in a large area like San Gabriel Park instead of obstructing traffic.
- Through word of mouth.
- Town newspaper.
- TV and news.

- TV and Williamson County Sun.
- TV, local newspaper.
- TV.
- Usually my children's schools. They are in extracurricular activities that participate in these events.
- Utility bill flyer.
- Utility bill newsletter, Focus and View magazines.
- Utility bill, TV city network, and newspaper.
- Utility event flyer.
- Utility insert, Sun, and local papers.
- Utility newsletter and local newspapers.
- Various places.
- Various sources.
- Various, mostly the community paper.
- Very sketchy. From the Sun, View, Focus, and Impact. No real source.
- VFW.
- View and Focus magazines.
- View, Focus, and other local papers.
- View, Focus, and Sun Rays.
- View, Focus, SCTX Communicator.
- View.
- Visitor center.
- Water bill attachment.
- Web and email updates.
- Web and Williamson County Sun.
- Web, word of mouth, and Sun.
- Web.
- Webpage.
- Website and friends.
- Website and with water bill.
- Website, advertisements in town, and in the paper too.
- Website, Insider, and Focus magazines.
- Website. (7)
- Websites, mailers, and word of mouth.
- Williamson County Sun (newspaper).
- Williamson County Sun and channel 10.
- Williamson County Sun and city utility statement.
- Williamson County Sun and city website.
- Williamson County Sun and information distributed through Sun City Communications.
- Williamson County Sun and newsletter in utility bill.
- Williamson County Sun and Statesman.

- Williamson County Sun and Sudden Link.
- Williamson County Sun and Sun City.
- Williamson County Sun and utility bill insert.
- Williamson County Sun newspaper ads.
- Williamson County Sun newspaper and City Reporter in utility bill.
- Williamson County Sun newspaper and Community Impact Paper.
- Williamson County Sun newspaper.
- Williamson County Sun or internet.
- Williamson County Sun, community TV channel, and word of mouth.
- Williamson County Sun, Focus and View magazines, and Georgetown City Reporter.
- Williamson County Sun, Focus, and Impact.
- Williamson County Sun, Impact, Focus, and see the crowds on the Square.
- Williamson County Sun, Sun City website, and City of Georgetown website.
- Williamson County Sun, the reporter sheet in the utilities bill, and online.
- Williamson County Sun. (42)
- Williamson Sun and city letter.
- Williamson Sun and Sun City emails.
- Williamson Sun newspaper and announcements through Sun City and people.
- Word of mouth and information in local publications.
- Word of mouth and local paper.
- Word of mouth and newsletter in water bill.
- Word of mouth and newspaper.
- Word of mouth and occasional printed matter.
- Word of mouth and papers.
- Word of mouth and posters in local establishments
- Word of mouth and posters.
- Word of mouth and the newspaper.
- Word of mouth and town merchants.
- Word of mouth. (13)
- Word of mouth. Where should I be looking?
- Work.
- Written advertisements.

Question 12. Which of the following is the MOST IMPORTANT aspect of economic growth the City of Georgetown should make a priority? (Other specify)

- Affordable housing. (2)
- All of the above are important for a diverse economy for the city.
- All of them.
- All.
- Another grocery store.
- Another HEB.

- Attracting major companies for employment and providing good roads and traffic access.
- Big name stores; Lowes, Dillard's, Macy's, and Nordstrom's.
- Bus service, keep carts.
- Competition for HEB.
- Control growth.
- Corporate/tech recruitment, not just industrial.
- Do not encourage low income housing. We will turn into Pflugerville.
- Do NOT think growth is good. Creates more problems.
- Do nothing, they will come.
- Downtown retail and restaurants.
- Fill vacant building space before allowing new building.
- Georgetown is growing too much.
- Get connected to Austin city transportation. Bring the train here!
- Great schools! Win, win, win!
- Grocery stores. (4)
- I love downtown! I don't want lawyer's offices and real estate offices. I want restaurants and shopping. Keep downtown "quaint".
- Iconic anchor store, i.e. Bass Pro Shops.
- Improvement of schools.
- Indoor large mall.
- Jobs but not created by city.
- Keep culturally sensitive areas free from overly commercial development.
- Living wage jobs.
- Lower taxes.
- Maintaining the old town overlay and unique nature of the square.
- Make a priority for what? To encourage? Manage and control?
- Make property taxes more affordable.
- Mom and pop restaurants.
- More green space, no more retail.
- More grocery chains.
- More grocery store competition.
- More unpaved walking trails.
- Need a Costco or Super HEB.
- No growth. Too much already.
- No rain, no food, no reason to go to work. Mother nature will be the problem to economics in coming years.
- Parking!
- Post Office in Sun City.
- Prevent rapid overgrowth without infrastructure (i.e. Austin).
- Promote Georgetown schools.
- Property taxes.

- Public transportation to Austin.
- Reduce city spending and growth of employees.
- Restaurants on the square, specifically. They are great, but don't seem to stay in business.
- Solve traffic issues.
- Take care of what we have now.
- Tax incentives.
- Too many vacant stores in cheesy shopping centers.
- Transportation. The City needs a bus system for us to get around to shop, play, and get to doctor appointments.
- Utilize vacant buildings instead of building more new ones and destroying trees, etc.
- Water availability.
- We need something like a Costco here. Also need a grocery chain to compete with HEB.

Question 19. In the past 12 months, which of the following sources have you used when looking for information about the city? (Other specify)

- Advocate.
- Apartment monthly news and San Gabriel Weekly.
- Ask neighbor.
- Church.
- City magazines.
- City meetings.
- City reports that I signed up for and are sent via email.
- Conversations at Cianfrani's.
- Firefox and MSN.
- Flyers and word of mouth.
- Focus and other Georgetown magazine.
- Focus and View magazines. (20)
- Focus, Georgetown.
- Focus.
- Friends.
- Georgetown animal shelter webpage.
- Georgetown Chamber of Commerce. (2)
- Georgetown homepage.
- Georgetown Newcomers.
- Georgetown phone book.
- Georgetown View and Focus.
- Georgetown View, Focus, and Community Impact.
- Georgetown View. (4)
- Google searches.
- Google. (2)
- Impact.

- Internet. (4)
- Library. (3)
- Local magazines. (2)
- Local TV news.
- Magazines.
- Magazines: View and Focus.
- Magazines; Georgetown Focus or Georgetown View.
- Phone book. (2)
- Phone.
- Publications; i.e. the View, etc.
- Sun City and CA emails.
- Sun City Communicator, Sun Rays, and newspaper, Georgetown Advocate.
- Sun City magazine. (3)
- Sun City monthly and weekly updates.
- Sun City resources guide.
- Sun City Sun Rays.
- Sun City vendors book ratings.
- Sun City webpage.
- Sun City website.
- Sun Rays and computer.
- Sun Rays and Focus.
- Sun Rays magazine.
- Sun Rays. (6)
- Telephone book.
- The internet but most of the time that's no help. Georgetown is not too good. They need to improve on areas of the city and leadership. Quit playing games with people and start acting and doing their jobs that the people elect them for
- The View magazine. (7)
- TV.
- View and the other Georgetown magazine.
- Web.
- Website.
- Williamson County Sun and online.
- Word of mouth.
- WSJ and USA Today.

Appendix B.2. Volunteered Comments.

Volunteered comments hand-written by respondents in the margins of paper surveys are listed. Only very minimal editing for typographical errors, grammar, and content has been applied.

Question 1. In which quadrant of Georgetown do you live?

- I live in Sun City and don't know if that's considered Georgetown.
- I would like to know why I am not to drive East on Yellow Rose.
- Cannot get City to paint fire hydrants. Have tried now for two years. So not impressed.

Question 6. Which of following have you or anyone in your household used during the past 12 months?

(Mark all that apply.)

- Haven't used in past twelve months, but it's great!

Question 8. Indicate how much of a problem or not a problem each of the following issues is with regard to public safety in Georgetown:

- I believe some of these are fast becoming a problem and others a high potential to become problems.
- Not sure if you mean it exists as a problem or could be a problem if it exists.
- Texting, tailgating, and running lights.

Question 9. In general, how safe do you feel in Georgetown?

- Pedestrian traffic lights do not allow senior citizens to safely cross the street.
- Too many police.

Question 10. How would you rate the maintenance and surface condition of your local neighborhood streets?

- Changing Yellow Rose Street to a one way has created driving hazards getting from South Poppy to Delwebb. Very hard to turn left and just wait 5-10 at times as traffic darting both ways.
- No sidewalks.
- Resurfaced and made a mess with cheap product.

Question 11. Has the maintenance condition of your streets improved, stayed the same, or gotten worse within the past 2 years?

- 2nd Street could be better.
- Large development area.
- Need bike lanes.
- Sidewalks would be nice.
- Yellow Rose is restricted.

Question 13. Would you be willing to increase property taxes to fund the following items:

- Enough with the taxes! Stop the waste!
- No taxes rising, you get enough!
- Taxes in Georgetown are already too high.
- Use population growth as surplus management to growth planning. Taxes increased during bad economy is burdening to property owners. We must be careful that TOTAL “all over taxes” do not exceed mortgages and insurances of property owners.

Question 15. How would you rate the quality of these City of Georgetown services?

- Need a “mix” of modern inventory popular brand demands in merchant/merchandise.

Question 16. How would you rate the City of Georgetown’s quality and reliability of:

- Deregulate this city and stop ripping us off! Let us choose!

Question 20. How often do you access the City’s website (www.georgetown.org)?

- Have better results www.georgetowntx.org. Between family members as well, advise out of town friends to look.
- I have not had a computer. I expect to obtain computer service in the near future.

Question 23. What is your employment status? (*Mark all that apply.*)

- Less than a month.
- Since returning from San Antonio. Grew up in WC and attended Georgetown High School. So it would be over twenty years if I added.

Question 28. Which of the following best describes your race or ethnic background? (*Mark all that apply.*)

- Great, great grandfather one of founders of Williamson County and Georgetown.
- No one needs to know this. Democrats use this for Affirmative Action which I am against.

Additional Volunteered Comments

- Bear in mind when managing any local government: governing a town/city/county is the home of the citizen/taxpayers of this/that community. The county is the home of the taxpayer’s house! A home is what we the people make out of our lives in our homes! A home for our house is what local government leaders make out of our lives in this/that county. Too often local government leaders forget this. This very, VERY important expectation of any county’s citizens/citizen’s taxpayers. Too often city leaders represent their political party and their political party’s ideas/ideologies. Too often city/county political leaders use local government as a ladder to further their achievements at the financial costs of taxpayers/county/city community citizens, only to leave to seek their goals with political party platforms established for the next political leader of political ideology. Any person, regardless of what political party of interest they are loyal to, can achieve this personal desire and proclaim it is in the interests of the people! The people are NOT blind, nor deaf, or dumb! Do what is right for the people/the citizens first then oneself. It is always going to happen when differing with increasing taxes for whatever reasons. To the citizen taxpayers an annual complete budget report made public annually. Legal riddles of bonds/tax projects on ballots for achievements of such leaders/leadership will divide citizens/leaders. Explain with absolute clarity the intentions of all tax increases on formats, meetings. Public information sources and ballots show credits/surpluses of community growth and do not mask them. Leadership positions are opportunities to show true leadership skills, management and professional knowledge, too often dictated behavior over rules.

Town=a city in future=a county=a state=a union. If we start corrupt/wrongfully at a town and achieve a state: a state=a nation! Render taxes, tax increases and tax code collections for the purposes for which they were intended and collected for! Any person can re-direct future uses of those taxes of funds. This is wrongful behavior of such a leader. If those taxes were true billed (legislated) for those specific purposes and misappropriated: the bill legislated becomes abandoned and lacking funds becomes bankrupted. This is a common old world government tactic to dictate what the people voted and agreed to in paying those taxes/tax increases for. Without the voters/citizen's knowledge, is multiple choices A. Corrupt B. Wrongful C. Crime (US constitution) D. All the above. If a political party that is practicing these types of tax reforms against another political party or party's citizens etc. it can only be interpreted as dictative and citizens will, of course, suspect government takeover=dictatorship. Tax dollars/tax increases/tax monies should NEVER be ruled by any political party/leader/leadership. It is well? You conclude! Make taxes, their uses and projects always the taxpayer's business. Support taxpayers' majority rule.

- I am a citizen of Georgetown, Texas. I have completed and mailed the referenced survey. I live in Sun City which is a retirement community comprising 23% of Georgetown's total population. Many of the services presented in the questionnaire are of little value to Sun City residents since we provide and fund many of our own services within the community. Such services are not subsidized by Georgetown. It is possible that this dichotomy may bias the results in some way unless there is some statistical methodology for neutralizing it.
- We need more stores: Macy's, Whole Foods, etc. and better restaurants! More shopping centers! Too many cheap stores!

Appendix C. Survey Instrument



CITY OF GEORGETOWN CITIZEN SURVEY 2012

Thank you for taking the time to complete this survey. Your participation in this survey is voluntary. Refusal to participate will have no effect on any benefits to which you are otherwise entitled. Fill in bubbles completely using either pencil or pen (blue or black ink), but please do NOT use a felt-tip marker.

Mark Answers Like This ☐ • ☐
NOT Like This ☐ ✗ ☒

1. In which quadrant of Georgetown do you live?

- ☐ North and west of I-35 and University Ave ☐ North and east of I-35 and University Ave
☐ South and west of I-35 and University Ave ☐ South and east of I-35 and University Ave
☐ I do not live within Georgetown → **Skip to question 21.**

Character of Georgetown

2. What is the top issue Georgetown will face in the next 5 years? (Mark only one answer.)

- ☐ Managing growth/development ☐ Public safety/crime ☐ Clean/available water
☐ Traffic/transportation ☐ Housing/affordable housing ☐ Other (specify) _____
☐ Education/schools ☐ Economy/jobs ☐ Don't know / Not sure
☐ Increased property taxes

3. What do you like MOST about living in Georgetown? (Mark only one answer.)

- ☐ Location ☐ Parks, recreation opportunities ☐ I don't like living here
☐ Good, caring, nice people ☐ Cost of living ☐ Other (specify) _____
☐ Arts and cultural activities ☐ Public safety ☐ Don't know / Not sure
☐ Beauty/natural environment ☐ Community spirit/involved in local activities

4. What change would make Georgetown a better place to live? (Mark only one answer.)

- ☐ Improve traffic situation ☐ More affordable housing ☐ I would not change anything
☐ Managed growth/development ☐ More arts/cultural events ☐ Other (specify) _____
☐ Add public transportation ☐ Greater retail selection ☐ Don't know / Not sure
☐ More employment opportunities ☐ More parks/green space

Parks and Recreation

5. How would you rate each of the following for the City of Georgetown:

	Excellent	Good	Fair	Poor	Don't know / Not sure
A. Appearance of parks and recreation facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Accessibility of parks and recreation facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Safety of parks and recreation facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Range/variety of parks and recreation programs/activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Quality of parks and recreation programs/activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Overall satisfaction with City parks and recreation facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5a. If you rated any of the above items as *fair* or *poor*, please explain why: _____

6. Which of the following have you or anyone in your household used during the past 12 months? (Mark all that apply.)

- ☐ Georgetown Recreation Center ☐ San Gabriel Park ☐ Senior Center
☐ Youth Programs ☐ Hike and bike trails ☐ None of the above
☐ City swimming pools ☐ Georgetown Library

Special Events

- 7. As a resident of Georgetown, please rate your experience at the special events you attended in the past 12 months:**

	Excellent	Good	Fair	Poor	Did not attend
A. Red Poppy Festival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Christmas Stroll	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. The Georgetown Grand Bike Race	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Market Days on the Square	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Georgetown Swirl	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. AirFest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7a. If you attended any of these events, would you attend again? If not, why? _____

7b. Where do you get information about these events? _____

Safety

- 8. Indicate how much of a problem or not a problem each of the following issues is with regard to public safety in Georgetown:**

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know / Not sure
A. Traffic violations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Pedestrian safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Animals running at large	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Vandalism and/or graffiti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Driving under the influence of alcohol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Drug abuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. Underage drinking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
H. Burglaries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I. Domestic violence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J. Youth violence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
K. Gang activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L. Noise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 9. In general, how safe do you feel in Georgetown?**

☐ Very safe ☐ Somewhat safe ☐ Somewhat unsafe ☐ Very unsafe

Neighborhood Streets

- 10. How would you rate the maintenance and surface condition of your local neighborhood streets?**

☐ Exceeds expectations ☐ Meets expectations ☐ Does not meet expectations ☐ Don't know / Not sure

- 11. Has the maintenance condition of your streets improved, stayed the same, or gotten worse within the past 2 years?**

☐ Improved ☐ Stayed the same ☐ Gotten worse ☐ Don't know / Not sure

Economic Development

- 12. Which of the following is the MOST IMPORTANT aspect of economic growth the City of Georgetown should make a priority? (Mark only one answer.)**

☐ Job creation ☐ Regional shopping centers (such as Wolf Ranch) ☐ Other (specify) _____
☐ Citywide tourism ☐ Industrial recruitment (e.g., manufacturing and warehouses)
☐ Downtown retail ☐ Redevelopment of under utilized areas (e.g., I-35 & Williams) ☐ Don't know / Not sure

Yes No Don't know / Not sure

	Yes	No	Not sure
A. Add fixed route bus system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Build commuter rail system to Austin and San Antonio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Extend sidewalks to new locations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Added bicycle lanes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Construction of the Southwest Bypass, from Hwy 29 West to I-35 South	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Expanding FM 1460 from Georgetown to Round Rock	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. Construction of new I-35 overpass for Northwest Blvd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. How would you rate the importance of these City of Georgetown services:

[illegible]

			Below		Don't know
Excellent	Good	Average	average	Poor	/ Not sure

[illegible]

16. How would you rate the City of Georgetown's quality and reliability of:

[illegible]

17. How would you rate the City of Georgetown on each of the following items:

	Excellent	Good	Fair	Poor	Don't know / Not sure
A. Overall quality of life in Georgetown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Quality of customer service provided by City employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Overall quality of public safety services (police & fire)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Georgetown as a place to raise children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Georgetown as a place to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Georgetown as a place to retire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. Overall appearance of the City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
H. Overall value for your utility rate dollars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Roughly 18% of your total property tax bill goes to the City of Georgetown, with the remainder going to the schools and county. With that in mind, how would you rate the:

	Excellent	Good	Fair	Poor	Don't know / Not sure
A. Overall quality of City services versus City taxes paid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Overall value for your City tax dollars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. In the past 12 months, which of the following sources have you used when looking for information about the city? (Mark all that apply.)

- ☐ Williamson County Sun
 ☐ Austin American Statesman
 ☐ City's Facebook Page
☐ City Reporter included in utility bill
 ☐ Community Impact Newspaper
 ☐ Other (specify) _____
☐ Georgetown's City web page
 ☐ Cable Channel 10
 ☐ None of the above

20. How often do you access the City's website (www.georgetown.org)?

- ☐ Daily
 ☐ Weekly
 ☐ Monthly
 ☐ Less than monthly
 ☐ Never

Demographics - These last few questions provide background information that will help us better understand your responses.

21. What is your employment status? (Mark all that apply.)

- ☐ Full time employed
☐ Part time employed
☐ Student
☐ Retired
☐ Not employed at this time

22. If you are currently employed, is your primary place of employment within the city limits of Georgetown?

- ☐ Yes, employed within Georgetown
☐ No, employed outside Georgetown

23. How long have you lived in Georgetown?

- ☐ Less than 1 year
☐ 1 – 4 years
☐ 5 – 9 years
☐ 10 – 19 years
☐ 20 or more years

24. In what type of housing do you live?

- ☐ Apartment
 ☐ Duplex
 ☐ House

25. Do you rent or own your home?

- ☐ Rent
 ☐ Own

26. Do you have children under the age of 18, living in your household, in these age ranges?

(Mark all that apply.)

- ☐ Under 6 years old
☐ 6 to 12 years old
☐ 13 to 17 years old
☐ No children under 18 years old

27. In what year were you born?

19

28. Which of the following best describes your race or ethnic background? (Mark all that apply.)

- ☐ White
 ☐ Native American
☐ Asian
 ☐ Hispanic/Latino
☐ African American
 ☐ Other

29. What is your gender?

- ☐ Male
 ☐ Female



Thank you for participating in our survey!

Appendix D. Georgetown Quadrants Map

Quadrant areas are divided by the intersection of I-35 and University Ave., as defined by City officials. This map was provided by the City of Georgetown, Information Technology Department.

