

2017 Citizen's Survey

Strategic Action Plan / Budget Process

*Strategic Action Plan Team
March 14, 2017*



Results:

- Traditional National Citizen Survey (direct mailing):
445 respondents of 1,336
- Web Option:
718 participants (500 target)

Campaign February 18th - March 5th

- Email Blast: 13,598 (6,444 Opened; 2,432 Clicked)
- Survey Web Option: 4,312 (3,910 Complete Response)
- Paper Option: 13+

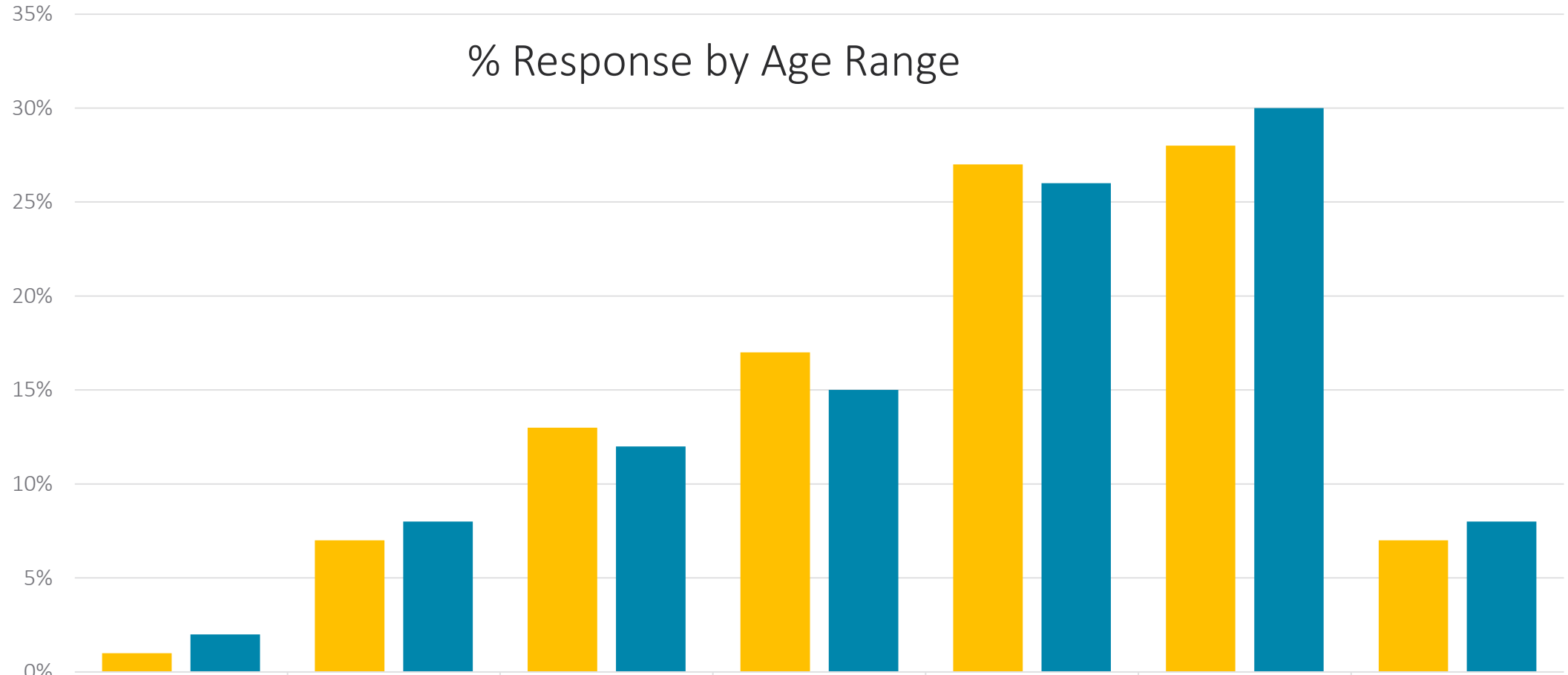




Demographics





% Response by Age Range



Female 54%
Male 45%

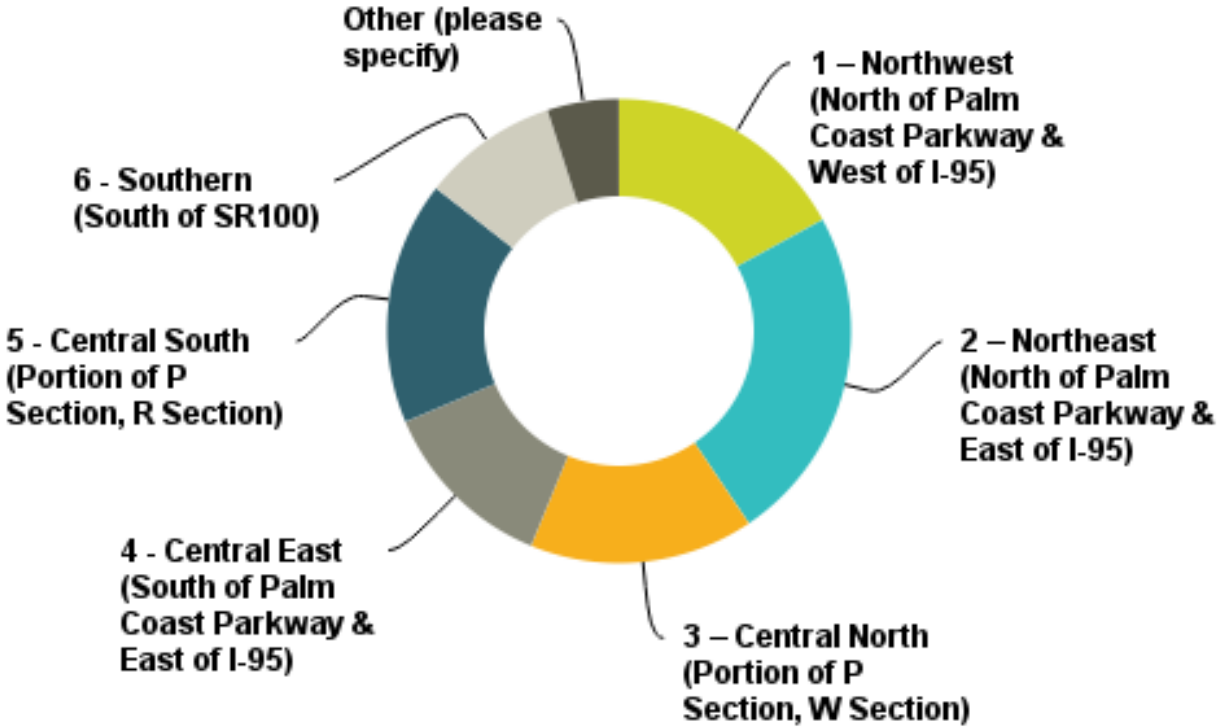
Live with children under 17?
Yes: 23%
No: 77%



 2015	1%	7%	13%	17%	27%	28%	7%
 2017	2%	8%	12%	15%	26%	30%	8%

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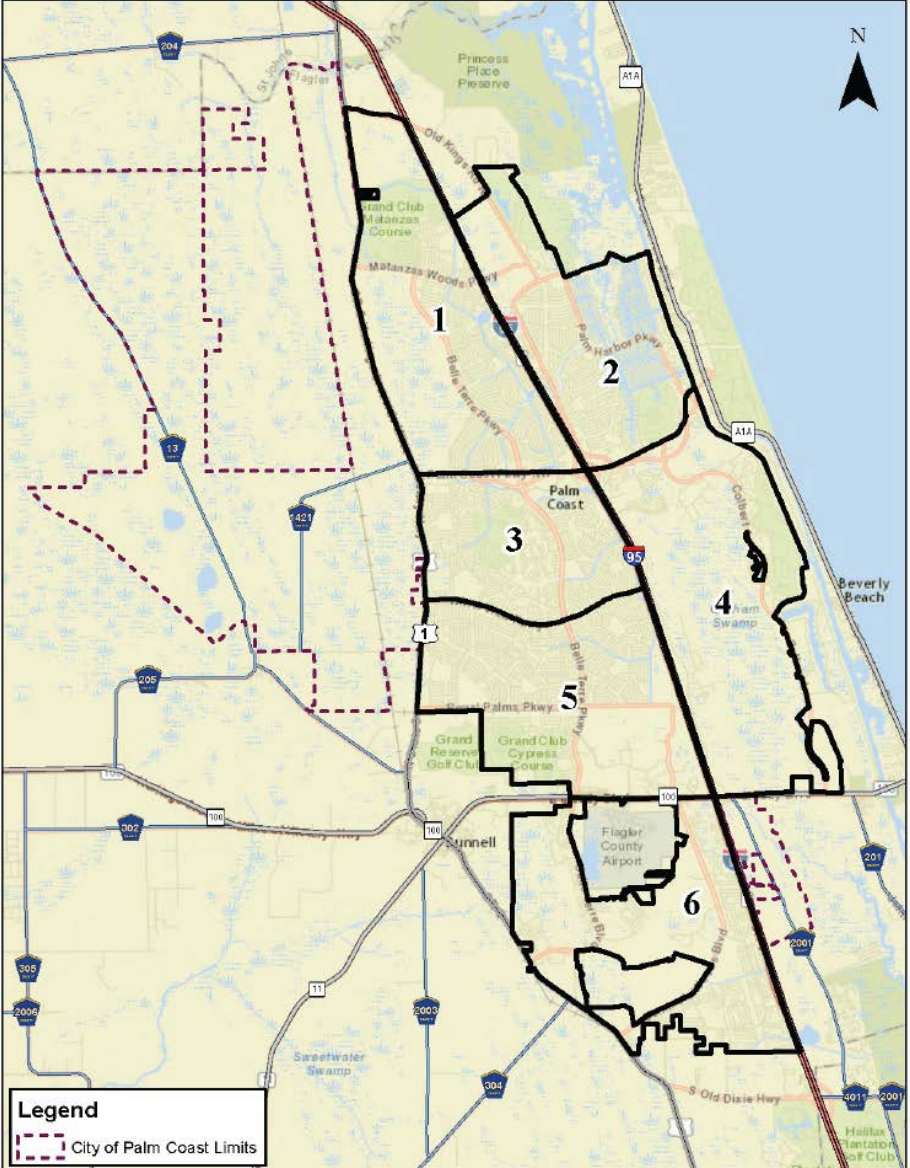
Location of Respondents



Is your residence...

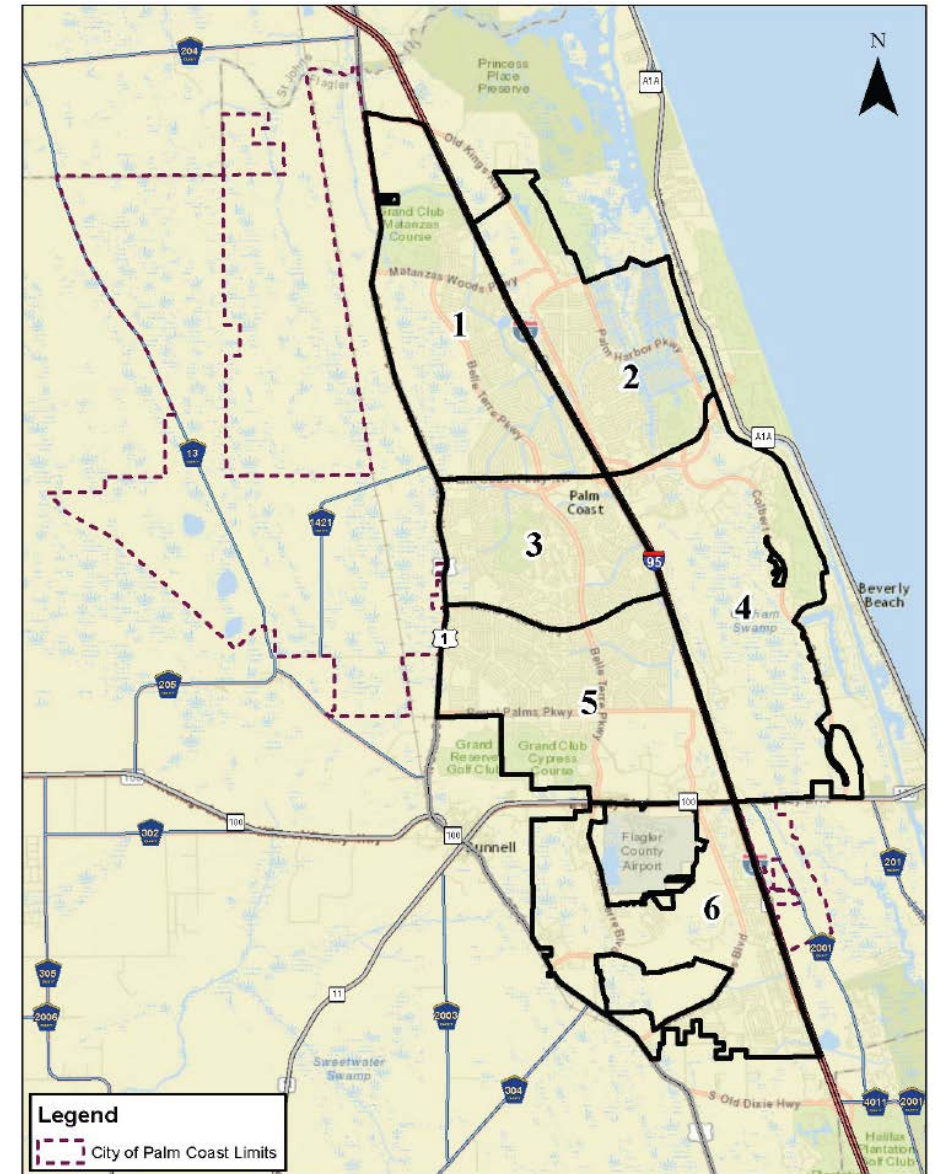
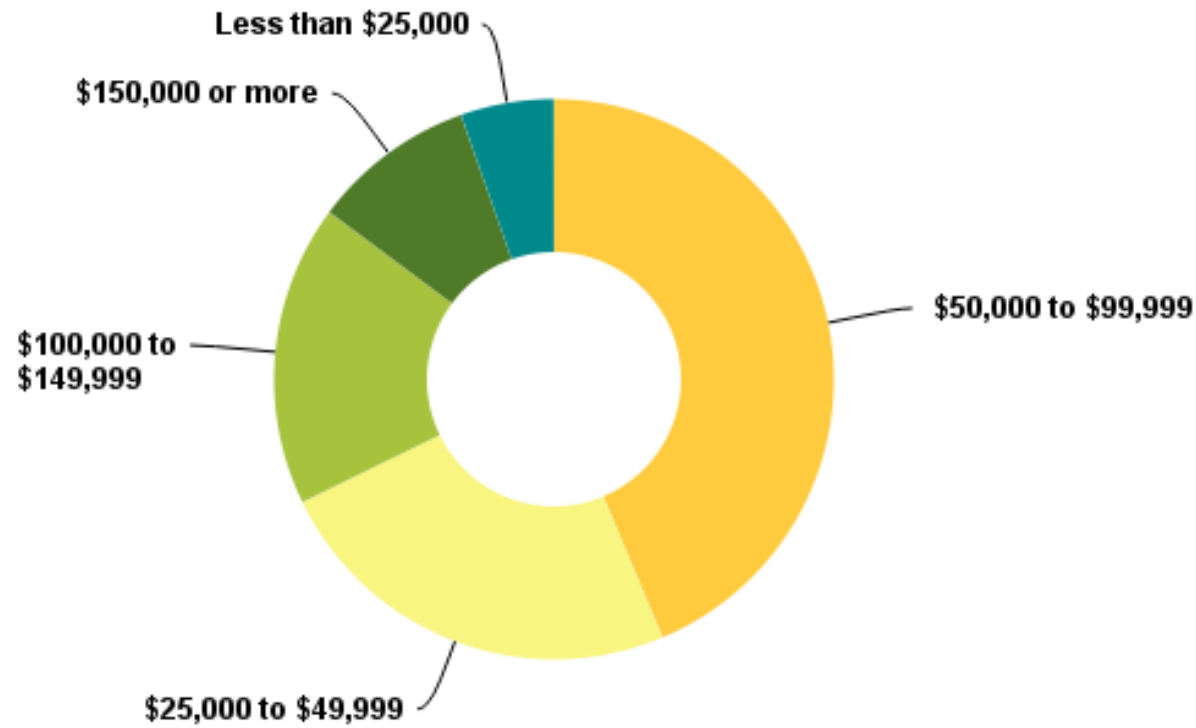
Rented: 12% (484) Owned: 87% (3,376)

Other: 1% (33)



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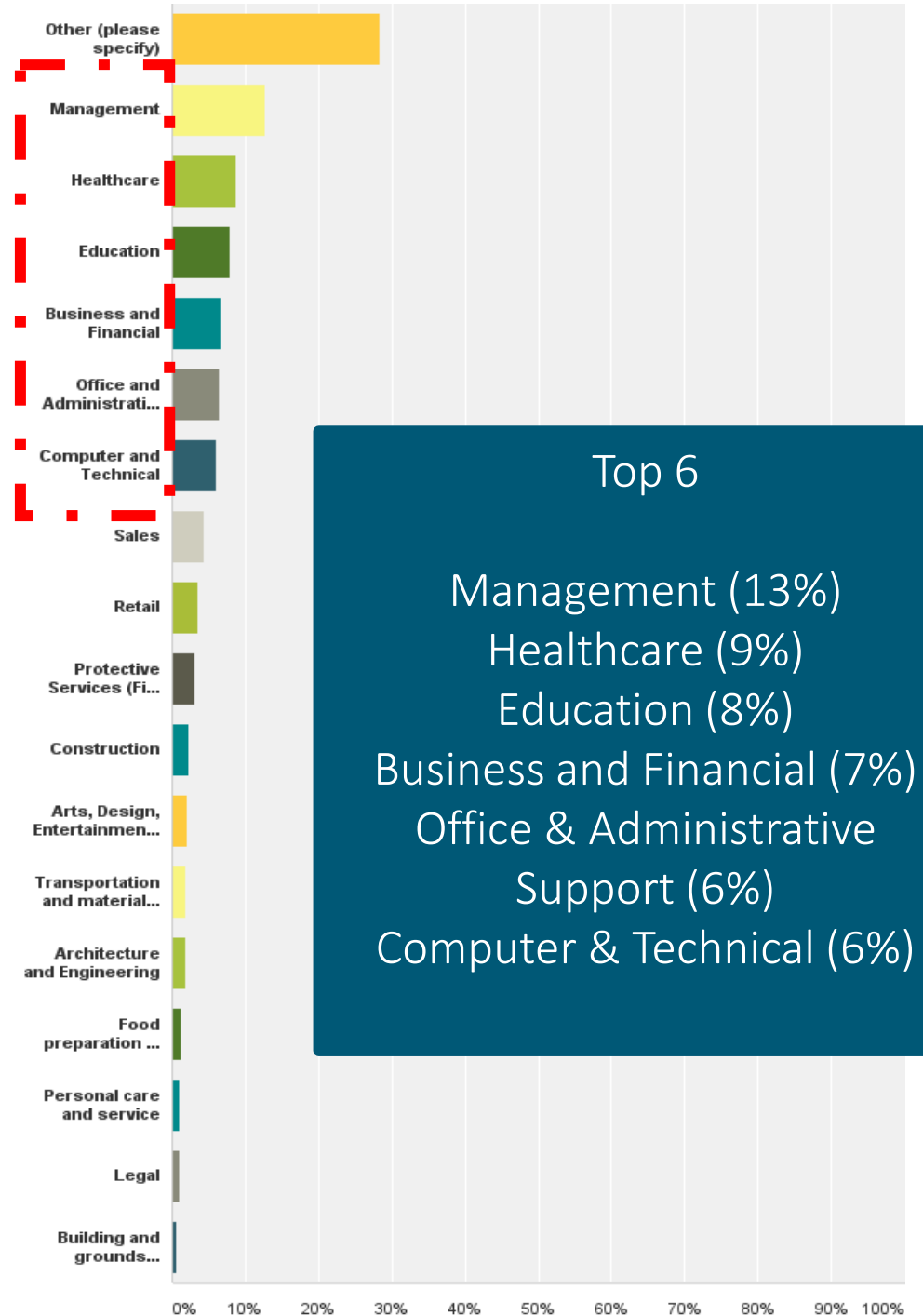
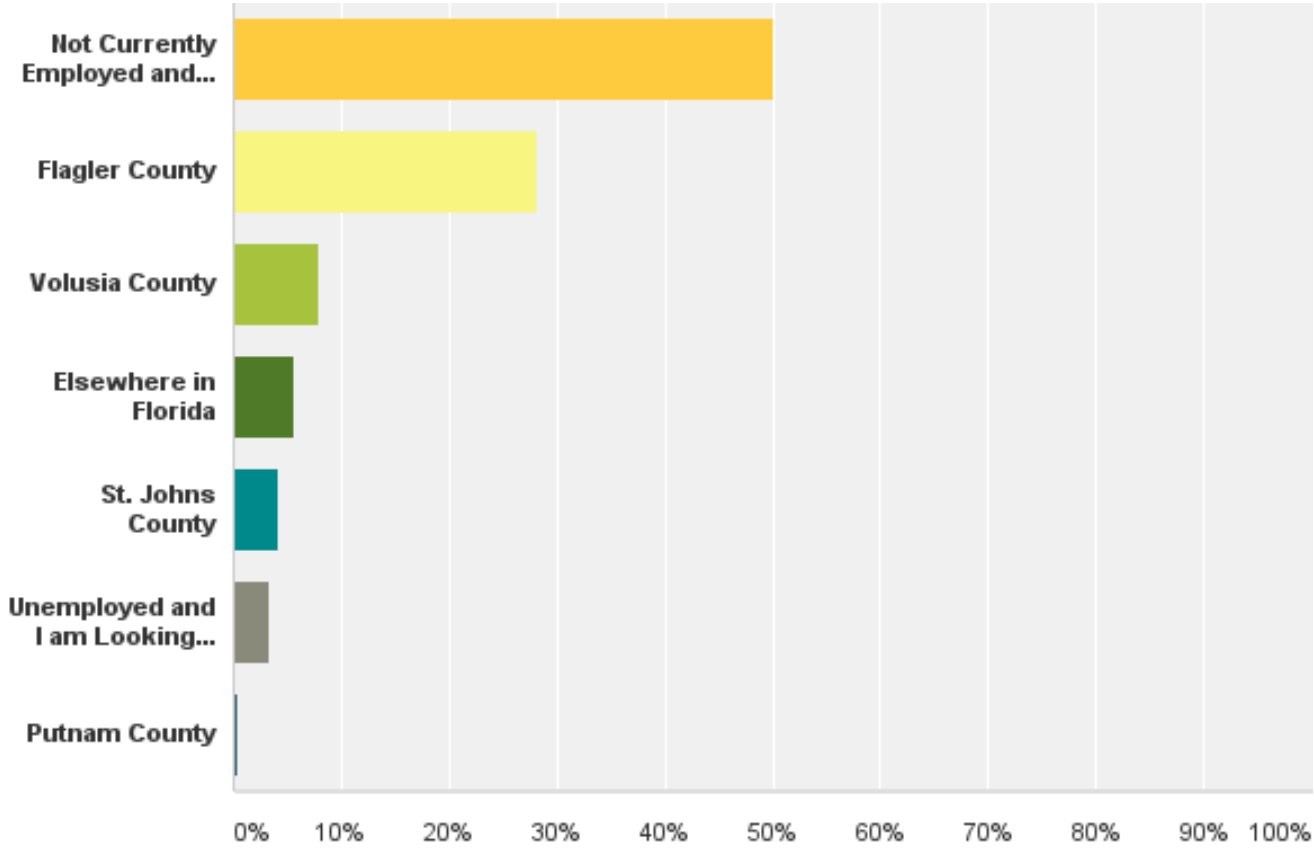
Household's income to be before taxes for the current year



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Where do you work?

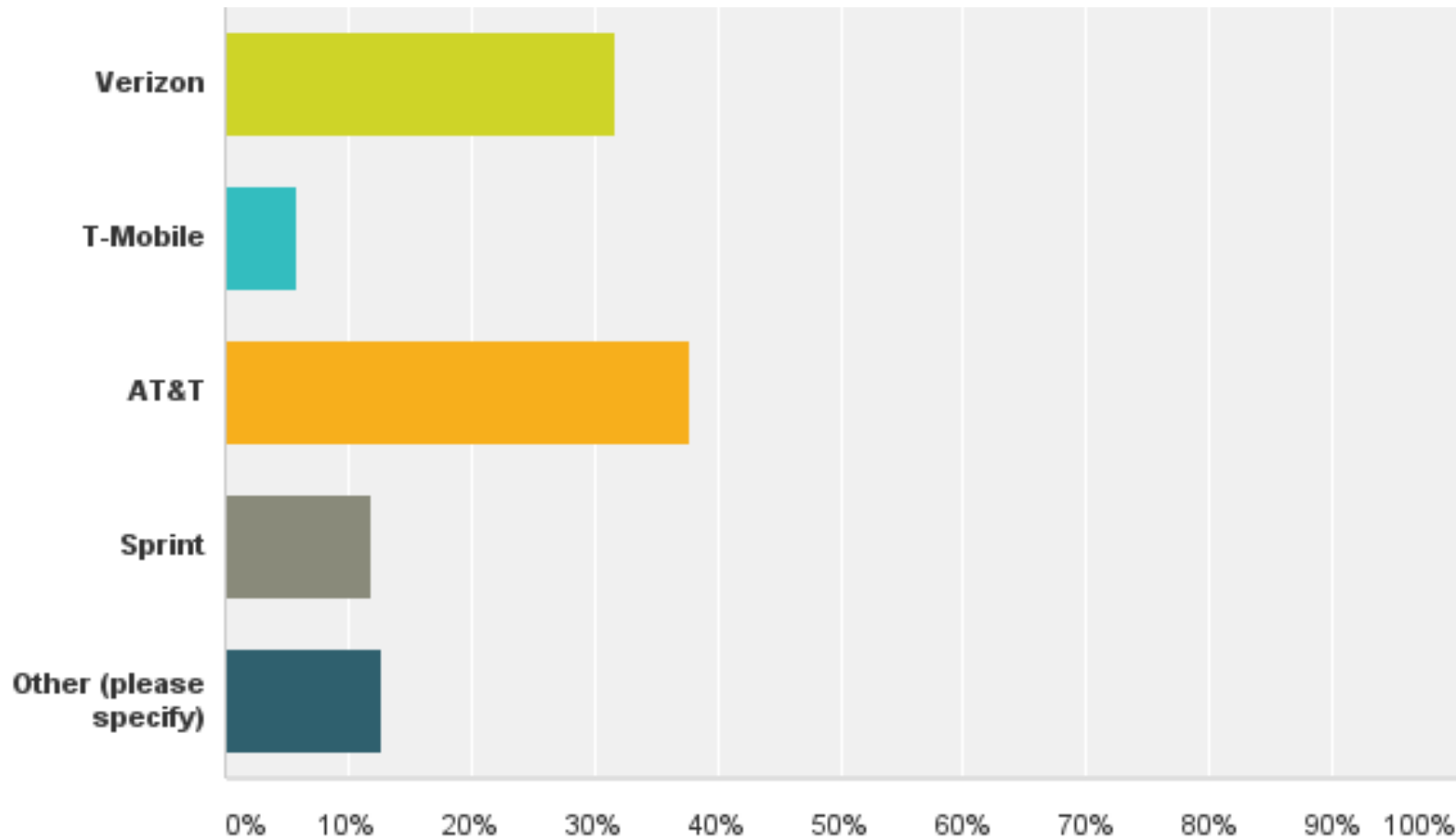


Top 6

- Management (13%)
- Healthcare (9%)
- Education (8%)
- Business and Financial (7%)
- Office & Administrative Support (6%)
- Computer & Technical (6%)



Technology



Smart phone

Yes: 92%

No: 8%

Landline

Yes: 51%

No: 49%

Access to Wi-Fi & Internet

Yes: 98%

No: 2%

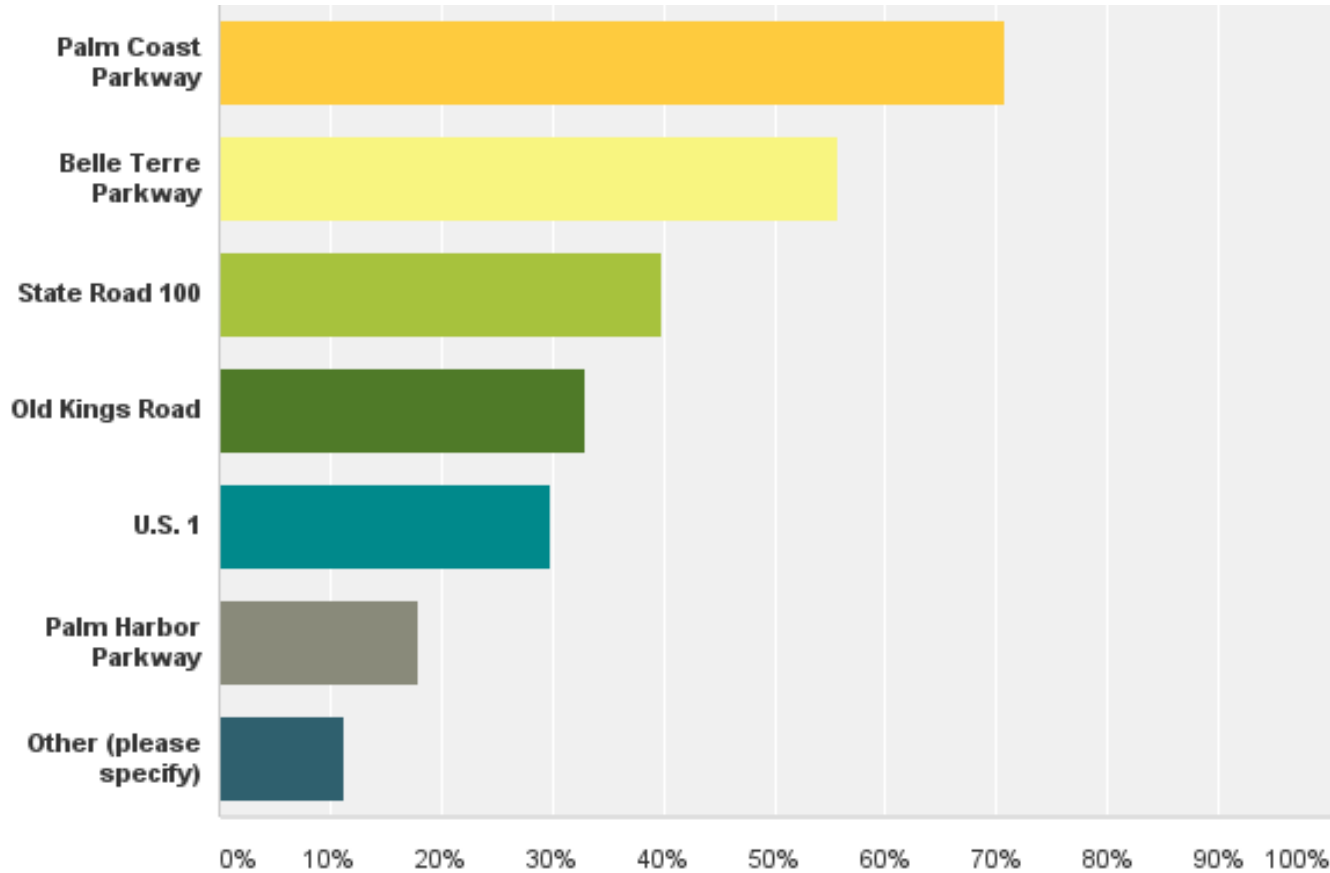


Please rate the quality of the cell phone service at your home:

Poor	Fair	Good	Excellent
19.67%	21.14%	36.31%	22.89%
800	860	1,477	931

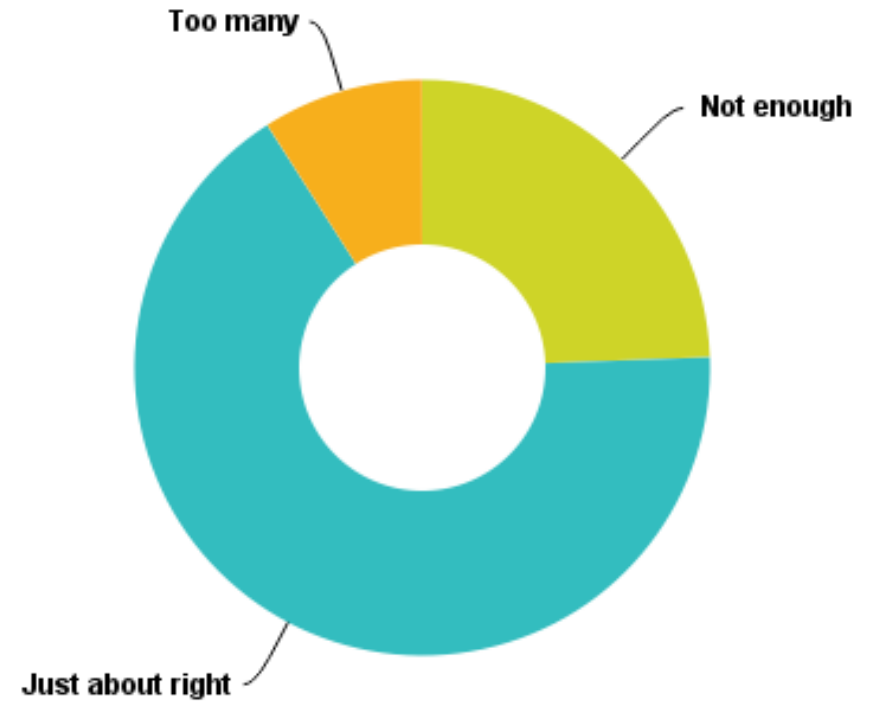
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Roadways used daily



Q25 Do you think the number of street lights along major traffic corridors in Palm Coast is?

Answered: 4,069 Skipped: 243



Rate the traffic flow along major traffic corridors

Excellent/Good: 56%



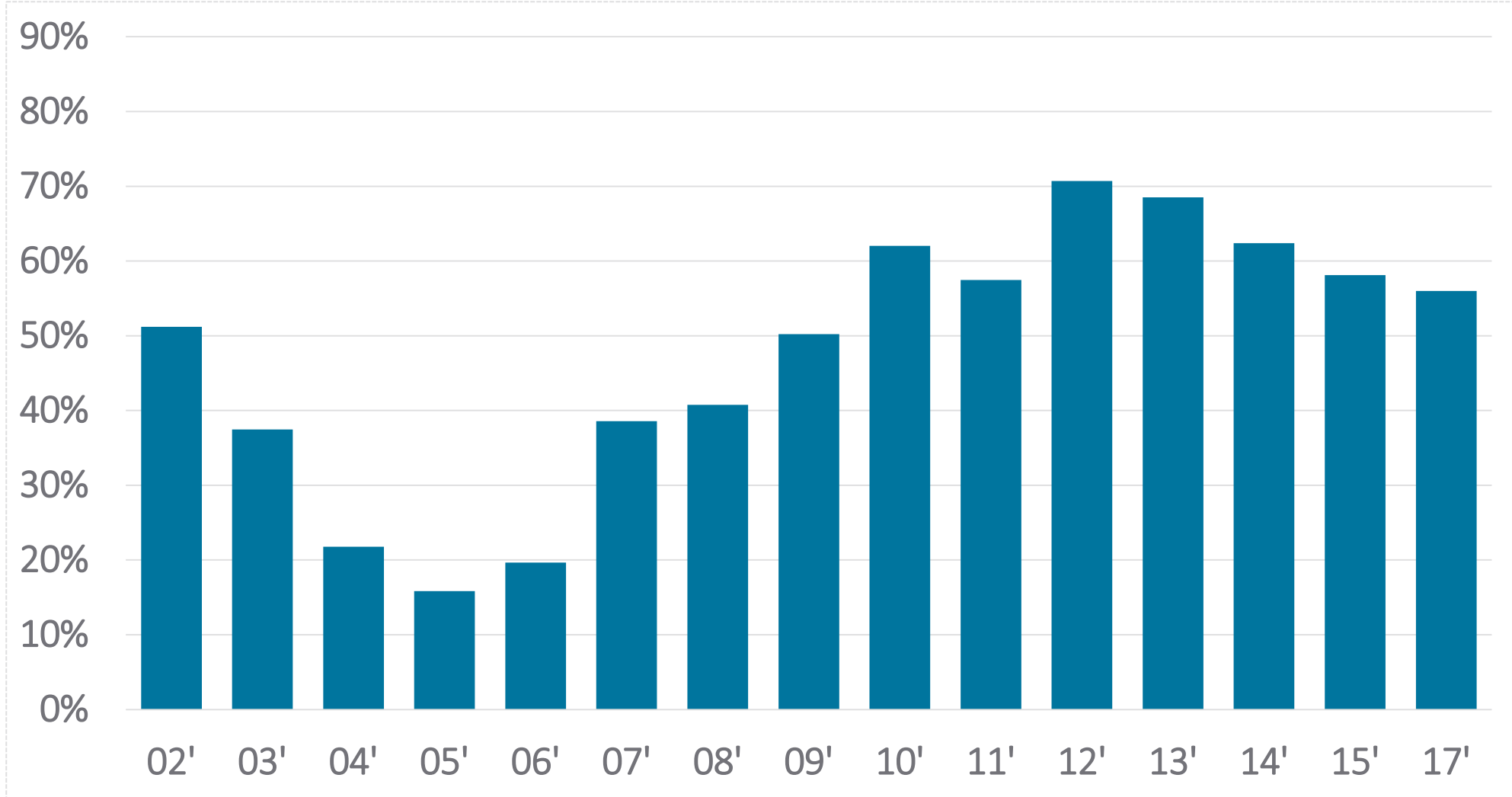
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Travel by Car



Percent rating positively (e.g., excellent / good)

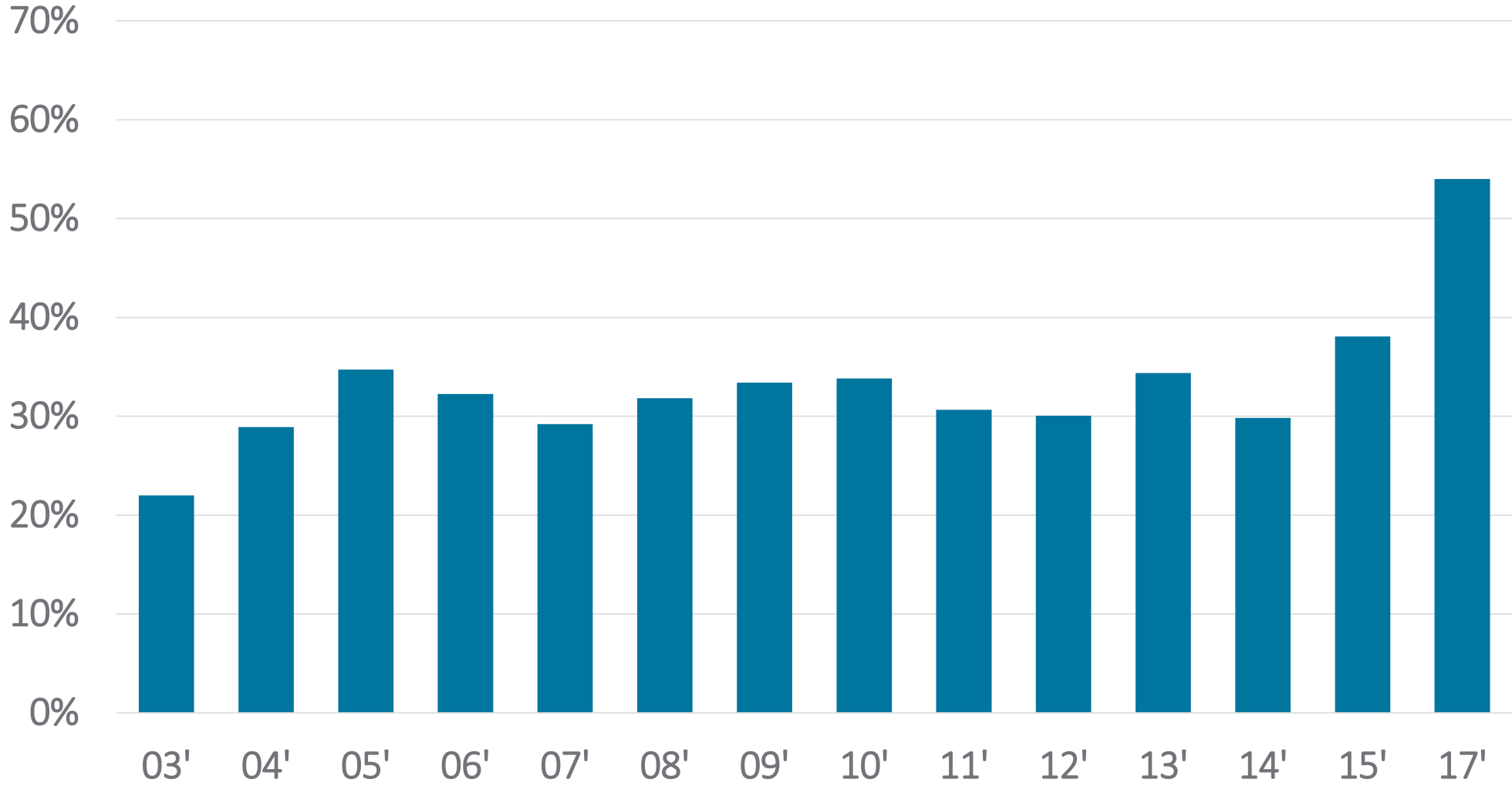


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Economic Development

Percent rating positively (e.g., excellent / good)



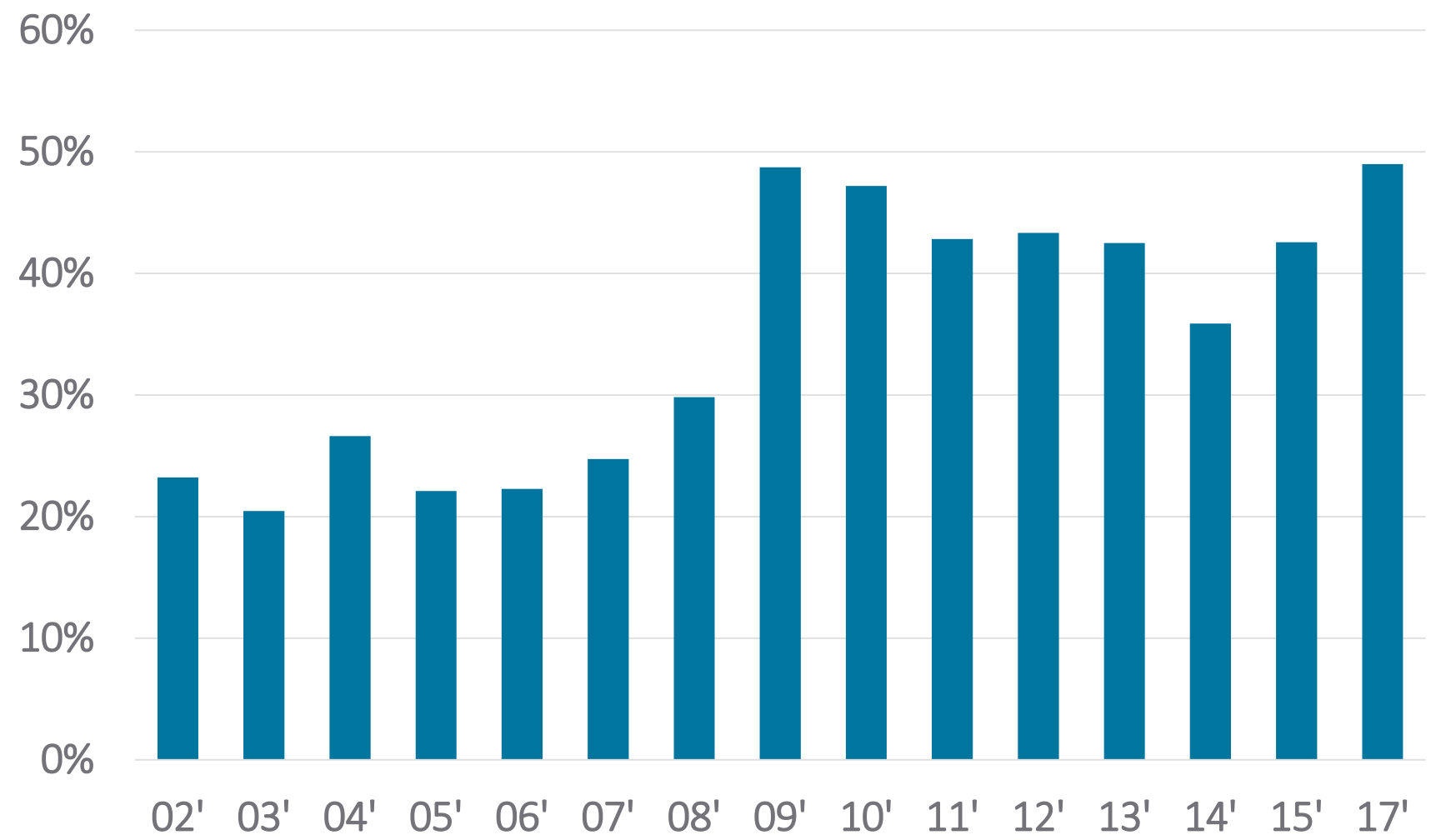
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Rate Shopping Opportunities



Percent rating positively (e.g., excellent / good)



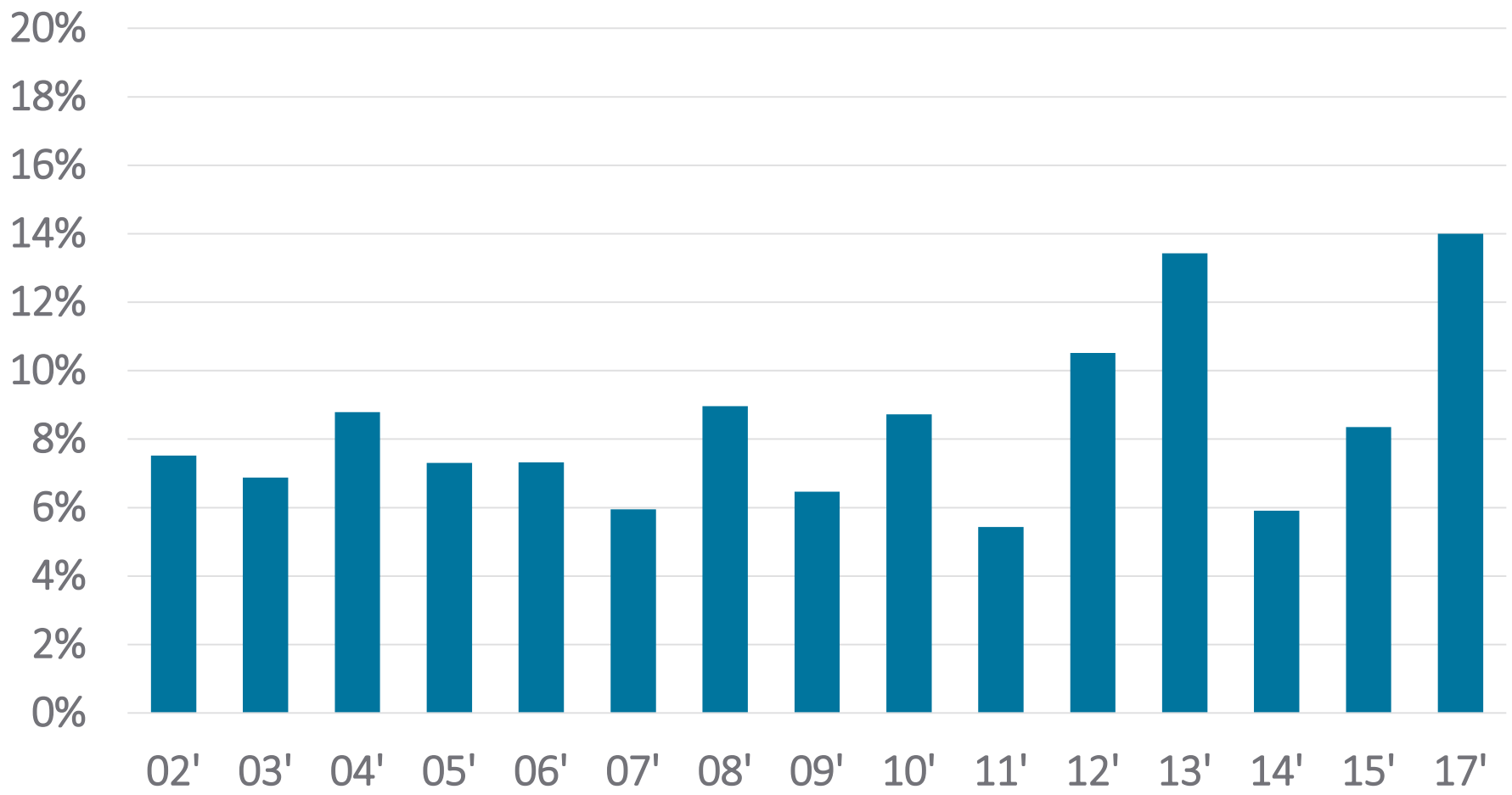
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Rate Employment Opportunities



Percent rating positively (e.g., excellent / good)



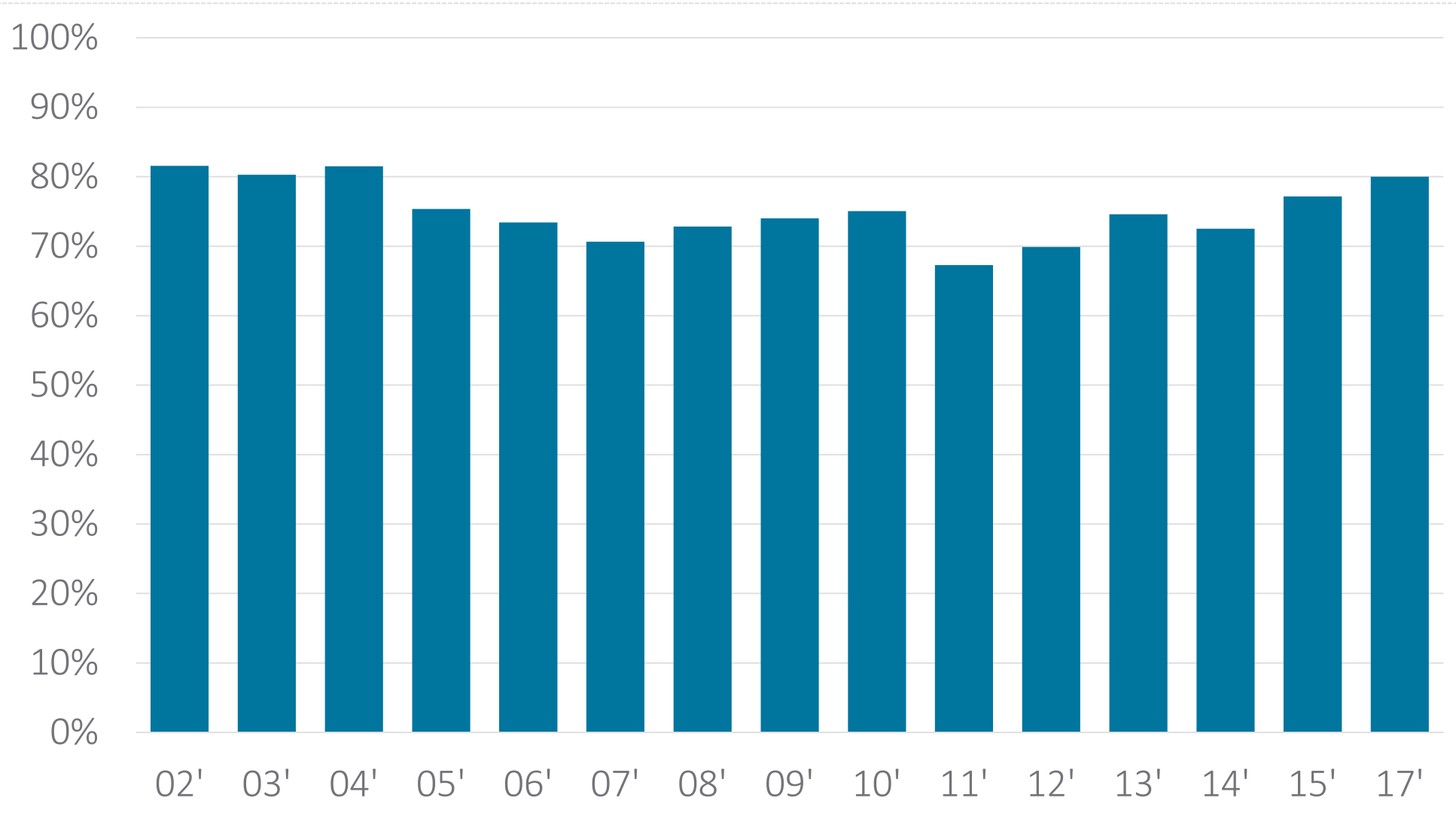
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Overall Quality of Life



Percent rating positively (e.g., excellent / good)



Indicate how likely or unlikely you are to remain in Palm Coast for the next five years:

Very likely: 54%

Somewhat likely: 17%

Not sure: 13%

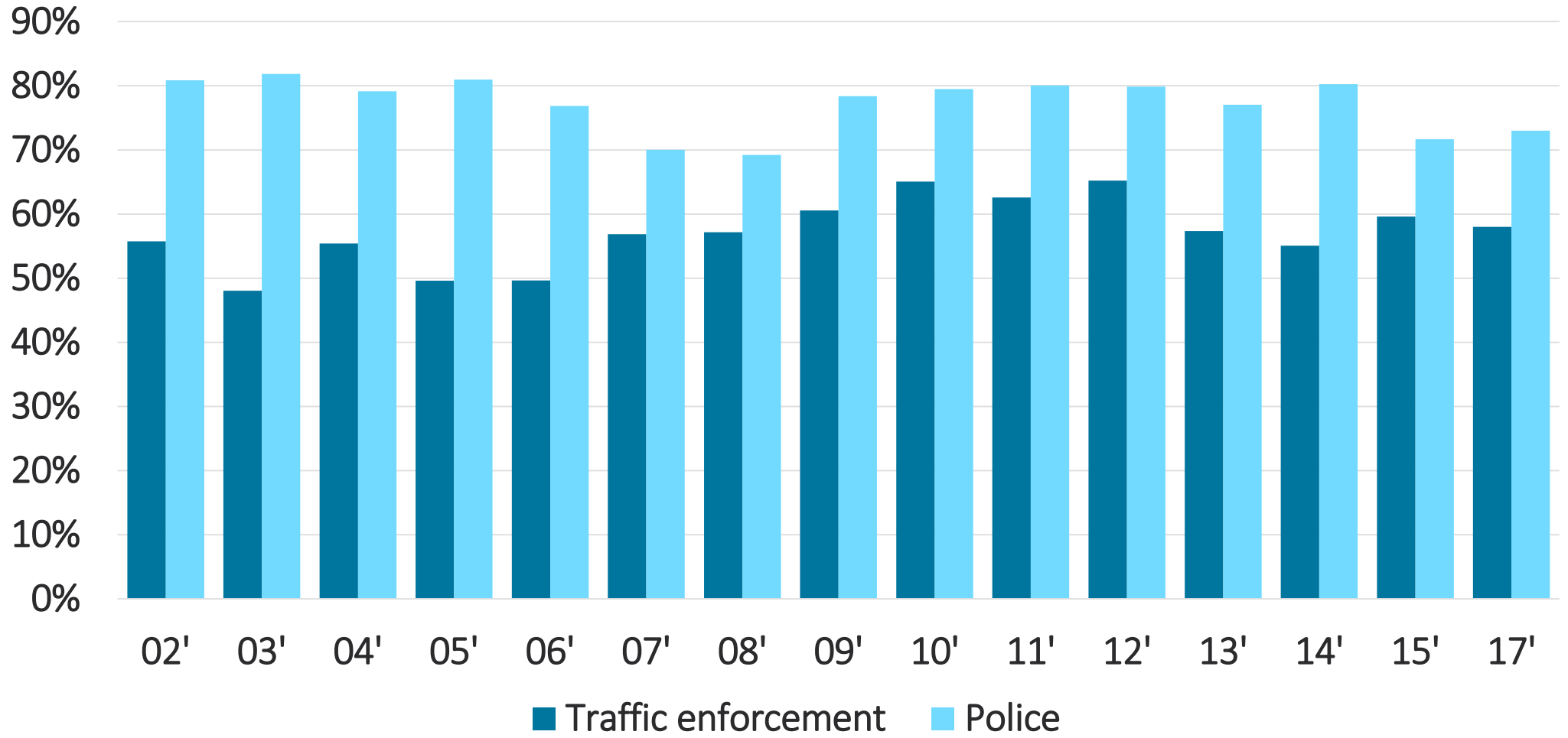
Somewhat unlikely: 7%

Very unlikely: 9%



Rate the quality of the following services

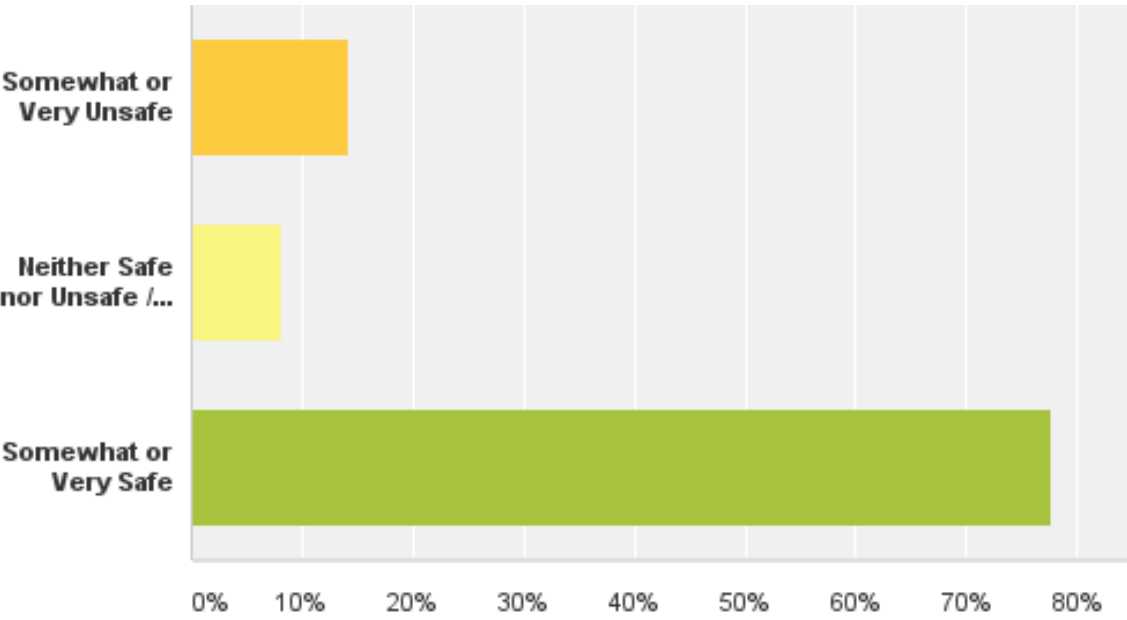
Percent rating positively (e.g., excellent / good)



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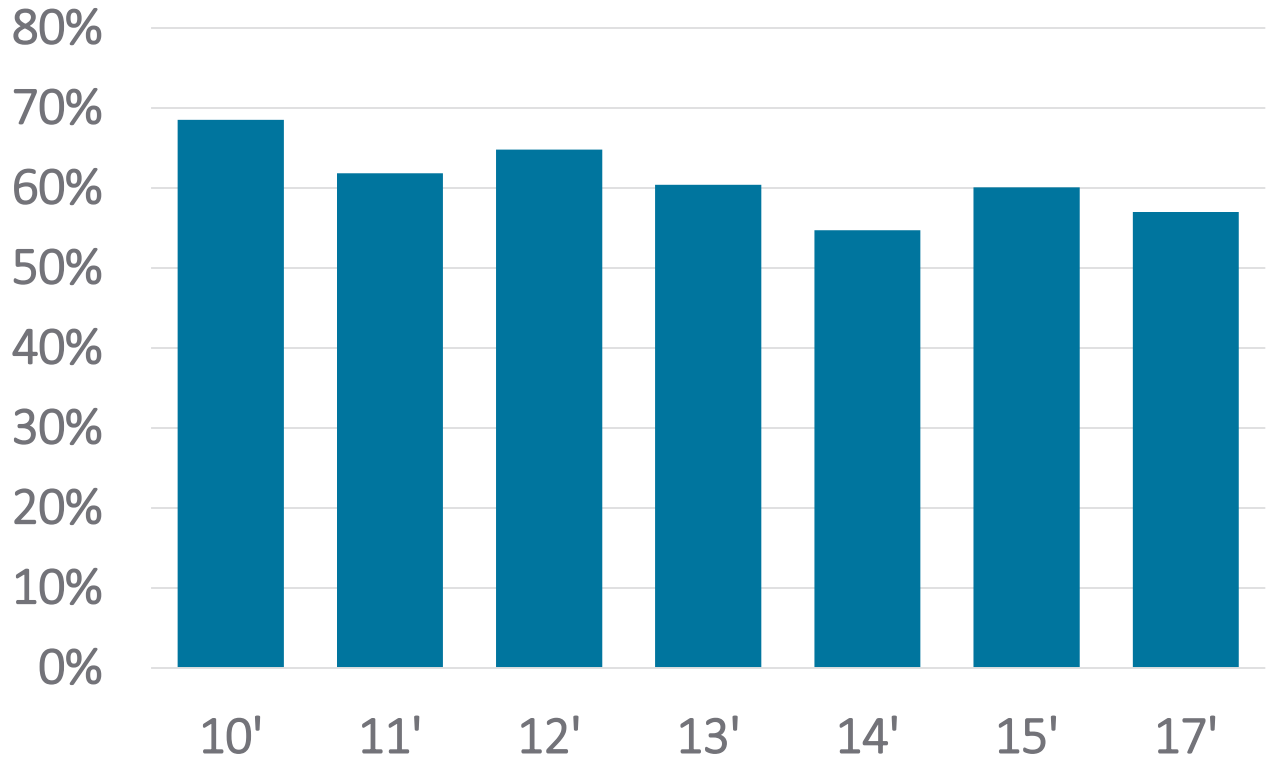


How safe or unsafe do you feel in your neighborhood?



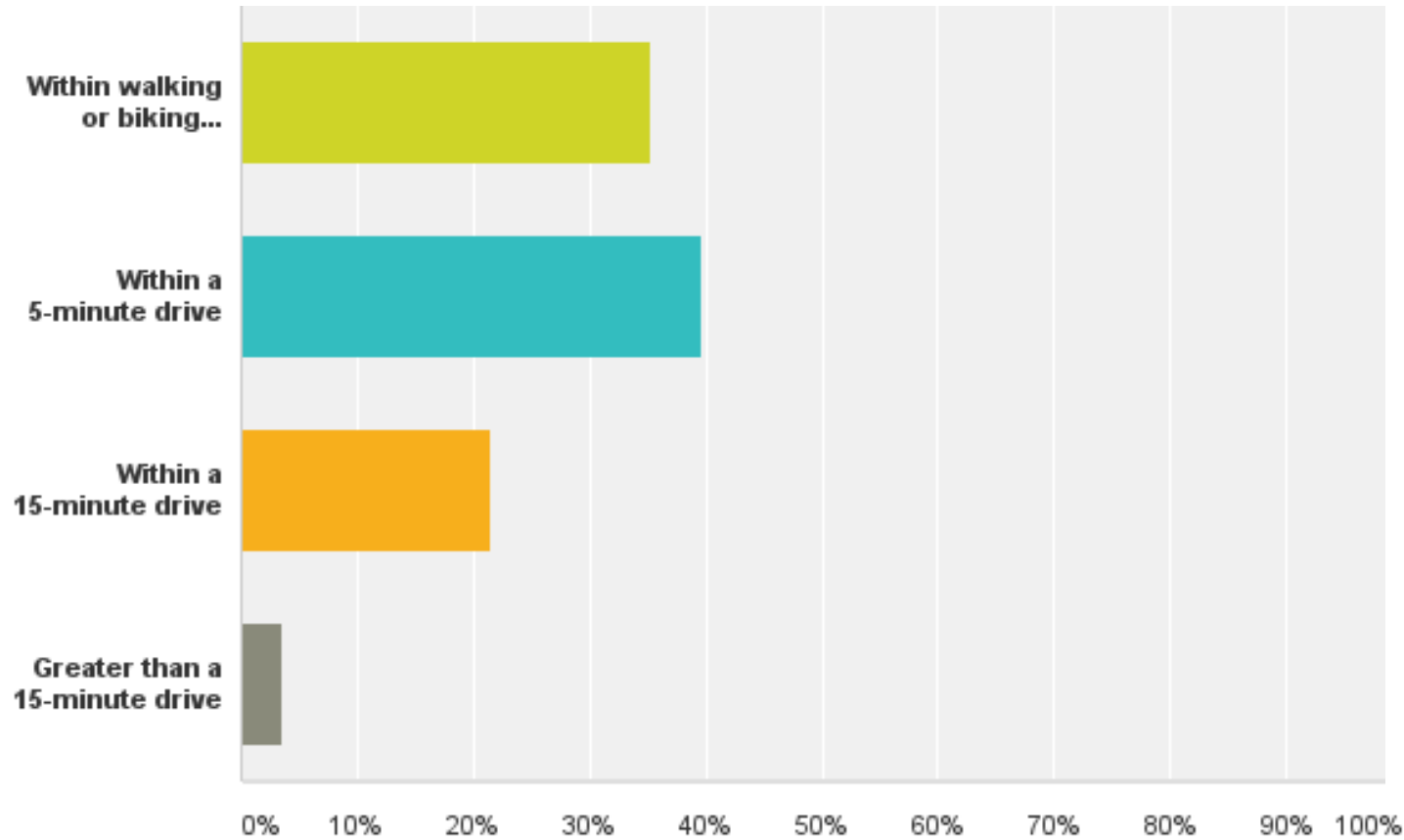
Rate the quality of crime prevention

Percent rating positively (e.g., excellent / good)



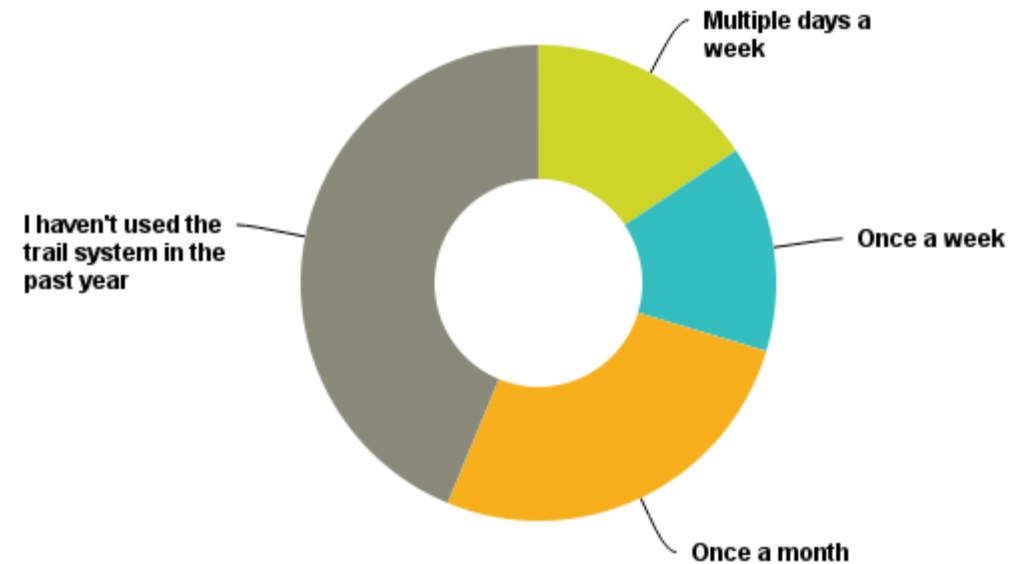


What is the proximity to closest City Park? < >



Q10 How frequently have you used the trail system within the City?

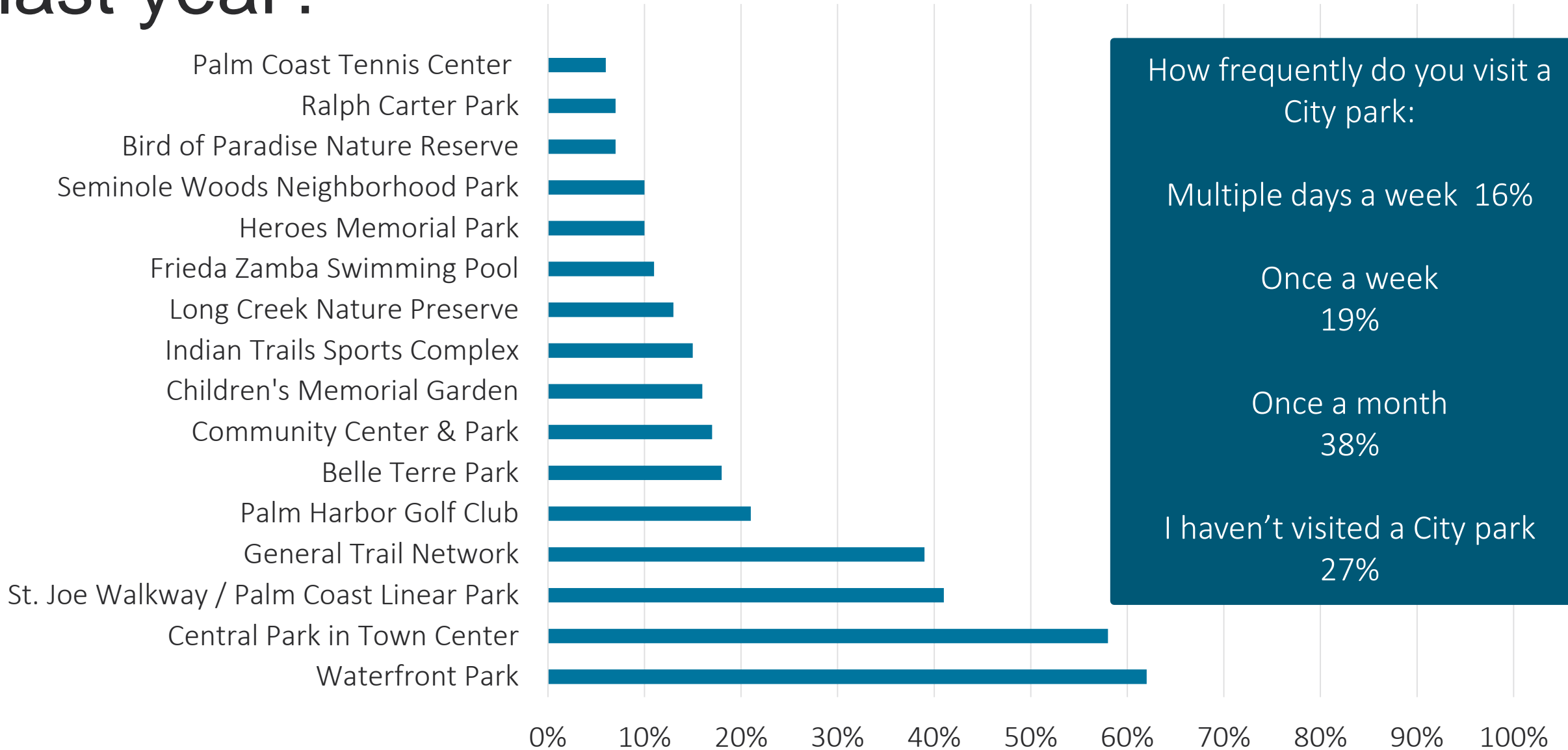
Answered: 4,189 Skipped: 123



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Which of the following have you visited in the last year?

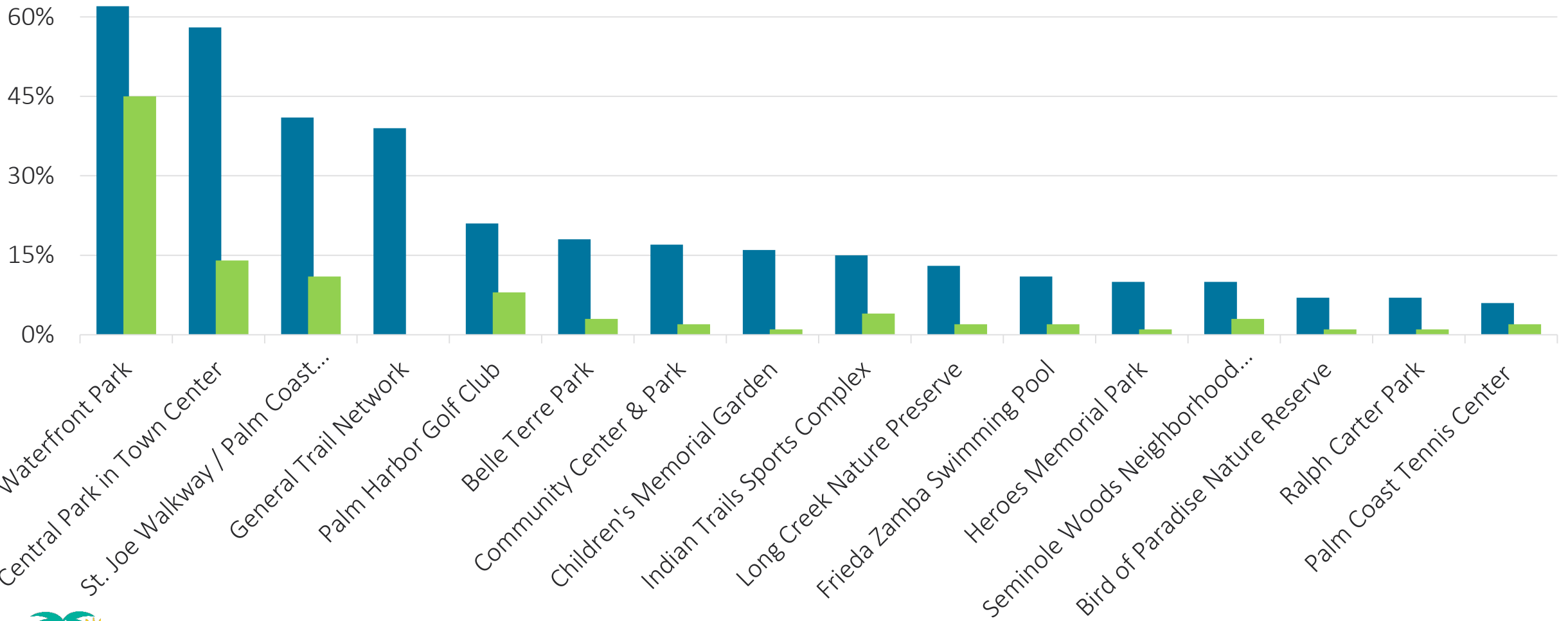


How frequently do you visit a City park:

- Multiple days a week 16%
- Once a week 19%
- Once a month 38%
- I haven't visited a City park 27%



Parks Visited vs. Favorite



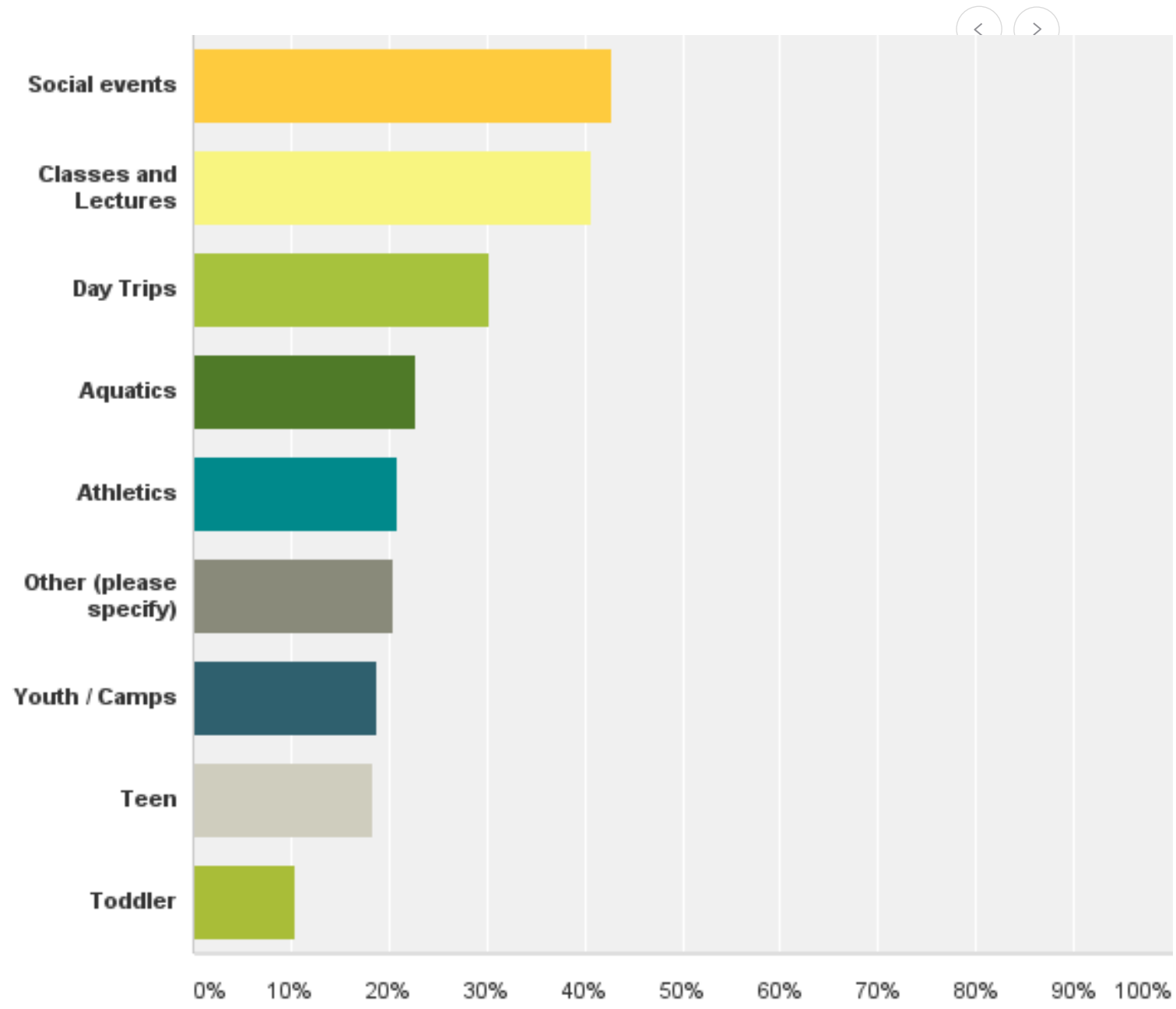
■ Visited ■ Favorite



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What types of recreational programs would you like offered in Palm Coast?



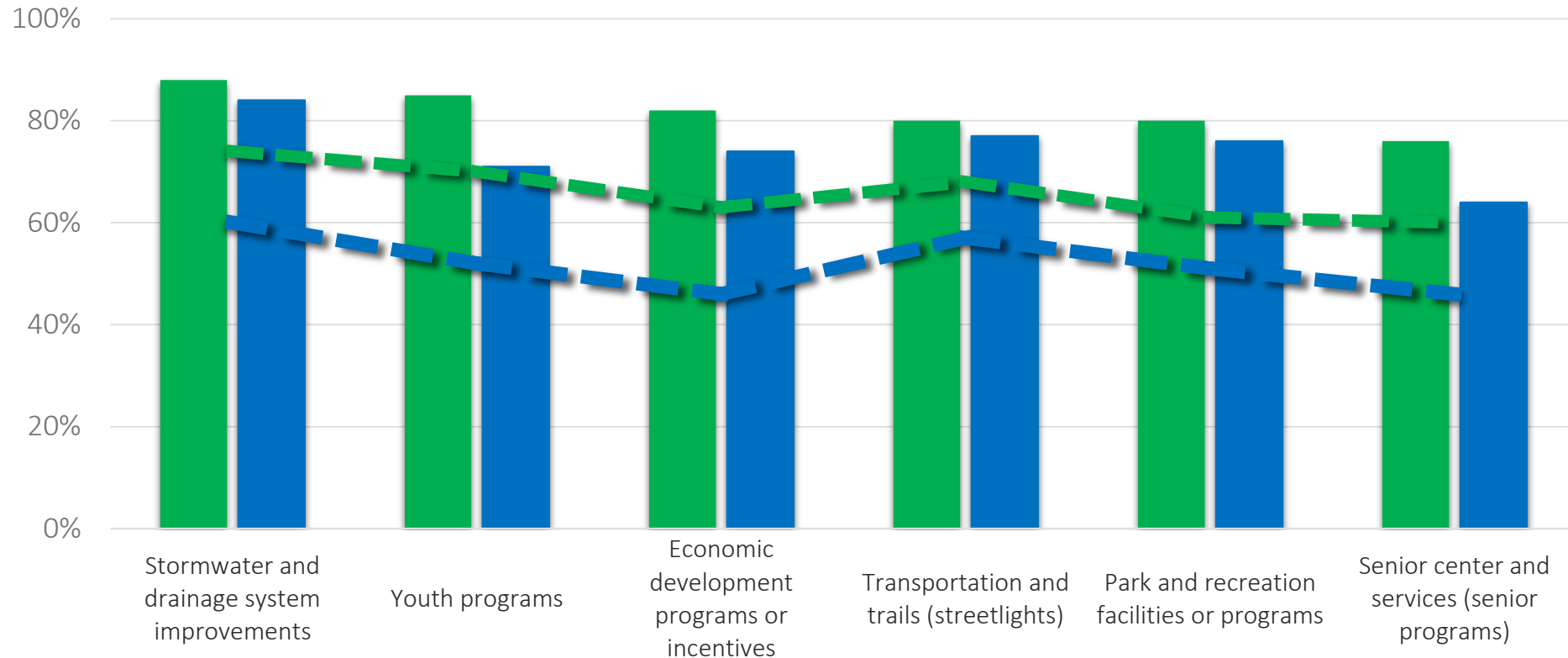


Survey Results: 2015 vs. 2017

How important, if at all, is it for the City to provide each of the following services?

Would you support paying higher taxes and/or fees for the City to provide each of the following?

% response electing
“Essential”/”Strongly Support”
&
“Very Important”/
“Somewhat support”
Ratings



■ 2015 Important to provide services	88%	85%	82%	80%	80%	76%
■ 2017 Important to provide services	84%	71%	74%	77%	76%	64%
■ 2015 Would support higher taxes/fees for services	74%	70%	63%	68%	61%	60%
■ 2017 Would support higher taxes/fees for services	60%	52%	46%	57%	51%	46%

THANK YOU

Questions?

