



**CITY OF CAPE CORAL, FL
2009**



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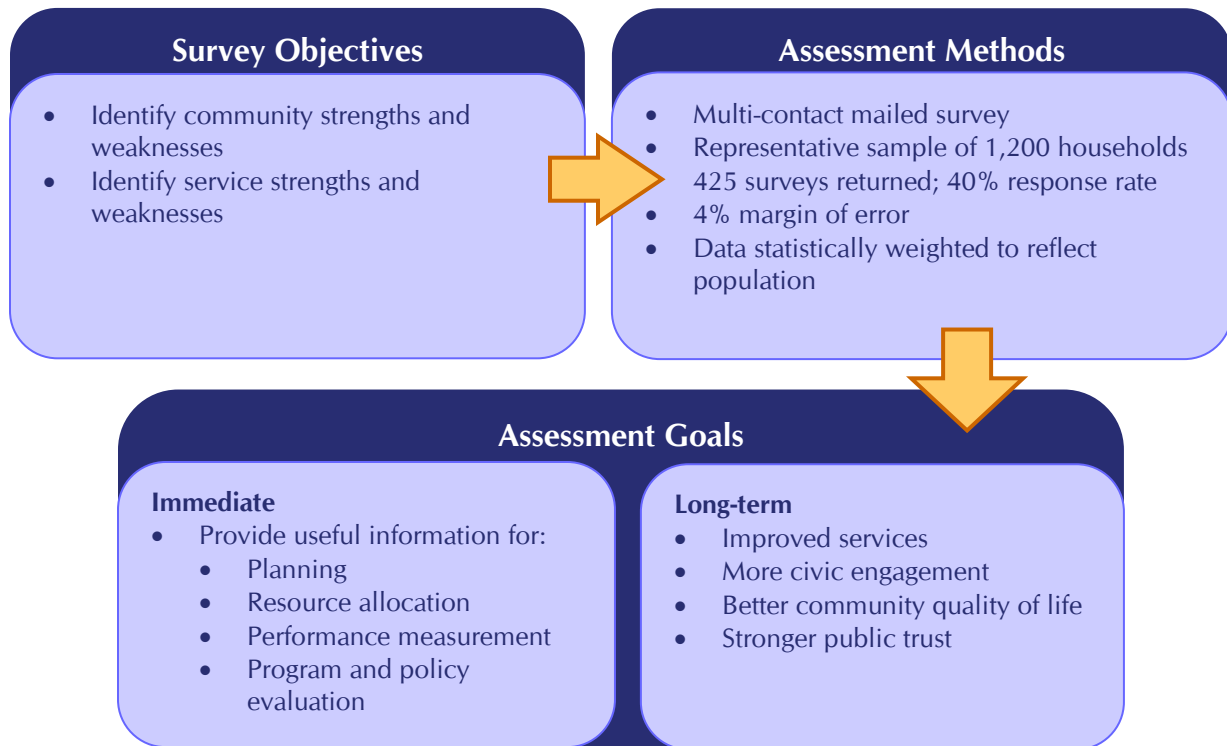
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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 425 completed surveys were obtained, providing an overall response rate of 40%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Cape Coral was developed in close cooperation with local jurisdiction staff. Cape Coral staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. City of Cape Coral staff also augmented The National Citizen Survey™ basic service through a variety of options including several policy questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' reports about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional confidence level, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the estimates made from the survey results. The confidence interval for the City of Cape Coral survey is no greater than plus or minus four percentage points around any given percent reported for the entire sample (425 completed surveys). A 95% confidence interval indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. For example, if 75% of residents rate a service as "excellent" or "good," then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 70% and 80%.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Cape Coral, but from City of Cape Coral services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than seven percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The City of Cape Coral chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Cape Coral Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons were available, the City of Cape Coral results were noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of the City of Cape Coral's rating to the benchmark.

“Don’t Know” Responses and Rounding

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the City of Cape Coral survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experience a good quality of life in the City of Cape Coral and believe the City is a good place to live. The overall quality of life in the City of Cape Coral was rated as “excellent” or “good” by 63% of respondents. A majority report they plan on staying in the City of Cape Coral for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The characteristics receiving the most favorable ratings were air quality, opportunities to participate in religious or spiritual events, and opportunities to volunteer. The characteristics receiving the least positive ratings were employment opportunities, availability of paths and walking trails, and ease of bus travel in Cape Coral.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, two were above the benchmark comparison, six were similar to the benchmark comparison and 23 were below.

Residents in the City of Cape Coral were somewhat civically engaged. While only 22% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 96% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Cape Coral, which was lower than the benchmark.

In general, survey respondents demonstrated mild trust in local government. Less than half rated the overall direction being taken by the City of Cape Coral as “good” or “excellent.” This was lower than the benchmark. Those residents who had interacted with an employee of the City of Cape Coral in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

Ratings of city services rated were able to be compared to the benchmark database. Of the 37 services for which comparisons were available, four were above the benchmark comparison, nine were similar to the benchmark comparison and 24 were below.

Respondents were asked to rate how frequently they participated in various activities in Cape Coral. The most popular activities included providing help to a friend or neighbor, recycling, and visiting a neighborhood or city park; while the least popular activities were riding a local bus and attending a meeting of local elected officials or other public meeting. Generally, participation rates in the various activities in the community were similar to other communities.

A Key Driver Analysis was conducted for the City of Cape Coral which examined the relationships between ratings of each service and ratings of the City of Cape Coral's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Cape Coral can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Street repair
- Emergency preparedness
- Drinking Water

Of these services, those deserving the most attention may be those that have experienced declining ratings over time or those that were below the benchmark comparisons: street repair and drinking water. For emergency preparedness services, the City of Cape Coral is above the benchmark and should continue to ensure high quality performance.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Cape Coral – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Cape Coral. Residents were asked whether they planned to move soon or if they would recommend the City of Cape Coral to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Cape Coral offers services and amenities that work.

Many of the City of Cape Coral’s residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, many reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

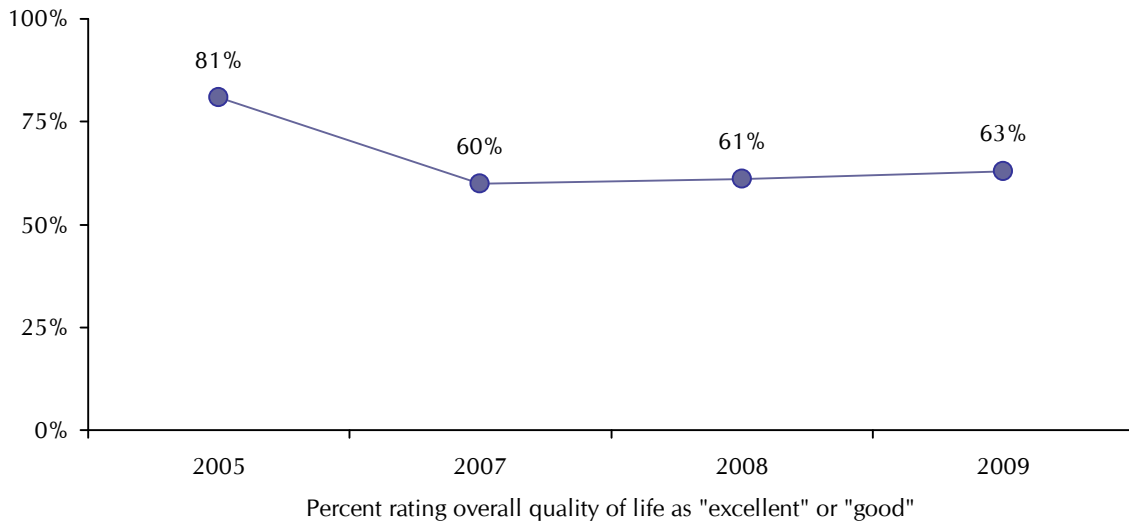


FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2009	2008	2007	2005
The overall quality of life in Cape Coral	63%	61%	60%	81%
Your neighborhood as a place to live	75%	71%	75%	83%
Cape Coral as a place to live	67%	71%	69%	84%
Percent "excellent" or "good"				

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

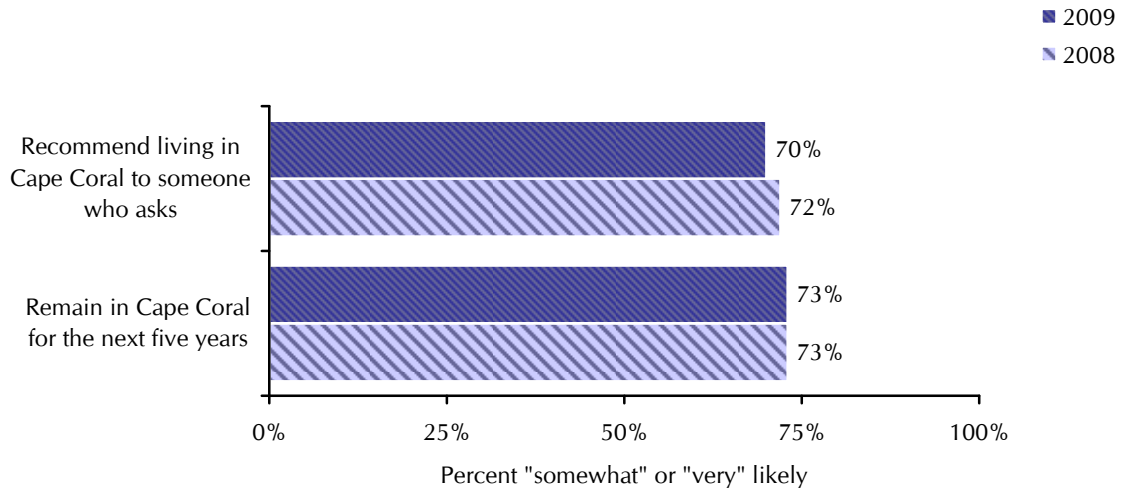


FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Cape Coral	Below
Your neighborhood as place to live	Similar
Cape Coral as a place to live	Below
Remain in Cape Coral for the next five years	Below
Recommend living in Cape Coral to someone who asks	Below

Overall community quality was compared to survey data from previous years. Average ratings were computed for the previous years' data to make comparison easier. Trends from 2008 to 2009 were generally stable.

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel was given the most positive rating, followed by traffic flow on major streets. These ratings tended to be lower than the benchmark and similar to years past.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2009	2008	2007	2005
Ease of car travel in Cape Coral	46%	42%	27%	36%
Ease of bus travel in Cape Coral	25%	24%	19%	33%
Ease of bicycle travel in Cape Coral	32%	31%	24%	29%
Ease of walking in Cape Coral	28%	32%	30%	33%
Availability of paths and walking trails	25%	30%	NA	NA
Traffic flow on major streets	36%	31%	NA	NA
Percent "excellent" or "good"				

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of bus travel in Cape Coral	Below
Ease of car travel in Cape Coral	Below
Ease of walking in Cape Coral	Below
Ease of bicycle travel in Cape Coral	Below
Availability of paths and walking trails	Below
Traffic flow on major streets	Below

Seven transportation services were rated in Cape Coral. As compared to most communities across America, ratings tended to be lower than the average.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2009	2008	2007	2005
Street repair	33%	36%	27%	30%
Street cleaning	40%	48%	33%	42%
Street lighting	39%	47%	39%	43%
Sidewalk maintenance	42%	43%	35%	37%
Traffic signal timing	44%	44%	30%	37%
Bus or transit services	40%	44%	37%	45%
Amount of public parking	41%	43%	36%	NA
Percent "excellent" or "good"				

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair /maintenance	Below
Street cleaning	Below
Street lighting	Below
Sidewalk maintenance	Below
Light timing	Below
Bus or transit services	Below
Amount of public parking	Below

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use.

FIGURE 11: FREQUENCY OF BUS USE IN LAST 12 MONTHS

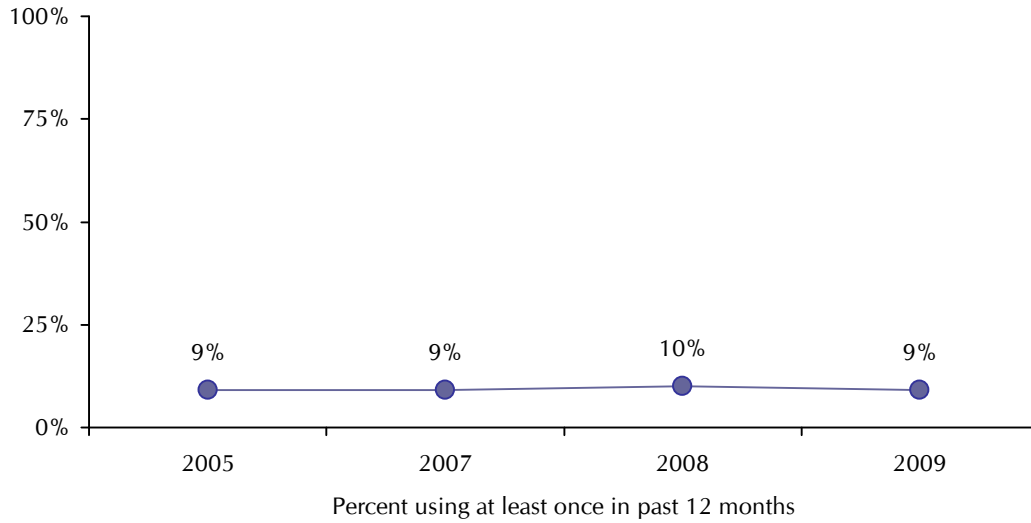
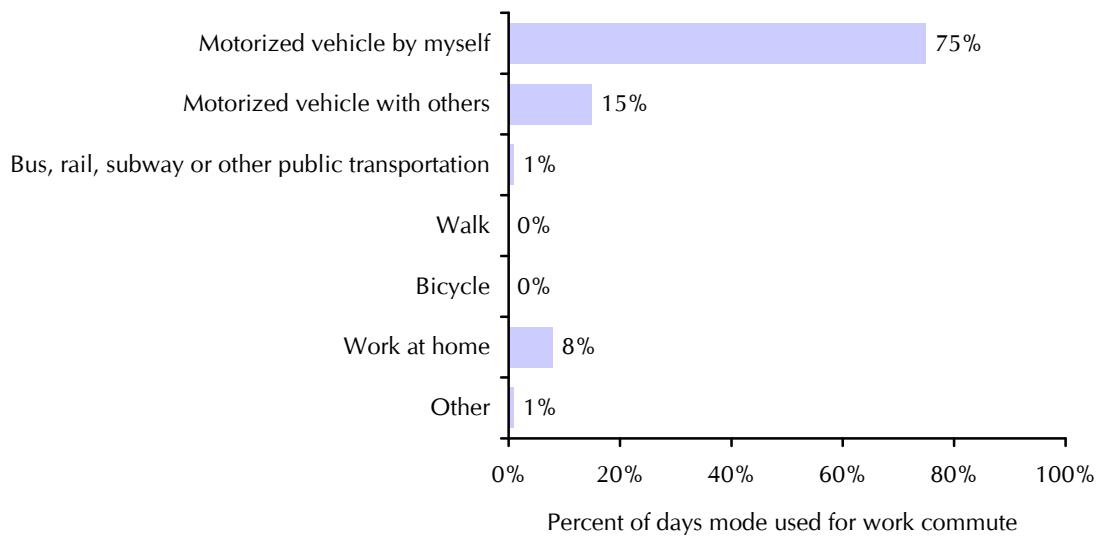


FIGURE 12: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Cape Coral	Less

FIGURE 13: MODE OF TRAVEL USED FOR WORK COMMUTE IN 2009



Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt heavily to a homogeneous palette, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents who can sustain in a community with mostly high cost housing pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Cape Coral residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 59% of respondents, while the variety of housing options was rated as “excellent” or “good” by 62% of respondents. The rating of perceived affordable housing availability was better in the City of Cape Coral than the ratings, on average, in comparison jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

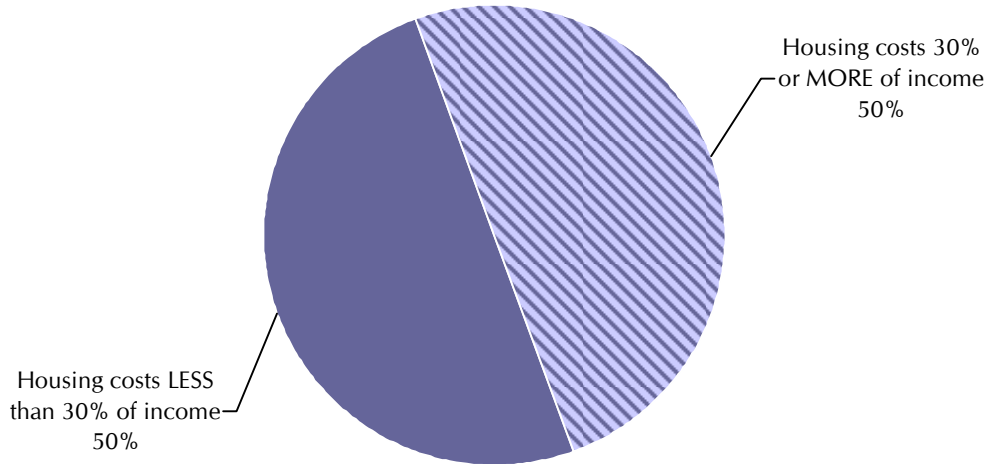
	2009	2008	2007	2005
Availability of affordable quality housing	59%	48%	18%	30%
Variety of housing options	62%	63%	NA	NA
Percent "excellent" or "good"				

FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Above
Variety of housing options	Similar

To augment the perceptions of affordable housing in Cape Coral, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Cape Coral experiencing housing cost stress. About 50% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"



Note: This question was not asked in previous surveys.

FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or More of income)	More

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Cape Coral and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Cape Coral was rated as “excellent” or “good” by 43% of respondents. The overall appearance of Cape Coral was rated as “excellent” or “good” by 51% of respondents and was lower than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Cape Coral, 93% thought they were at least a “minor” problem. The services of land use, planning and zoning, code enforcement and animal control were rated below the benchmark. Ratings showed a varied pattern when compared to past years.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

	2009	2008	2007	2005
Overall quality of new development in Cape Coral	43%	51%	52%	NA
Overall appearance of Cape Coral	51%	54%	53%	64%
Percent "excellent" or "good"				

FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in city	Below
Overall appearance of Cape Coral	Below

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

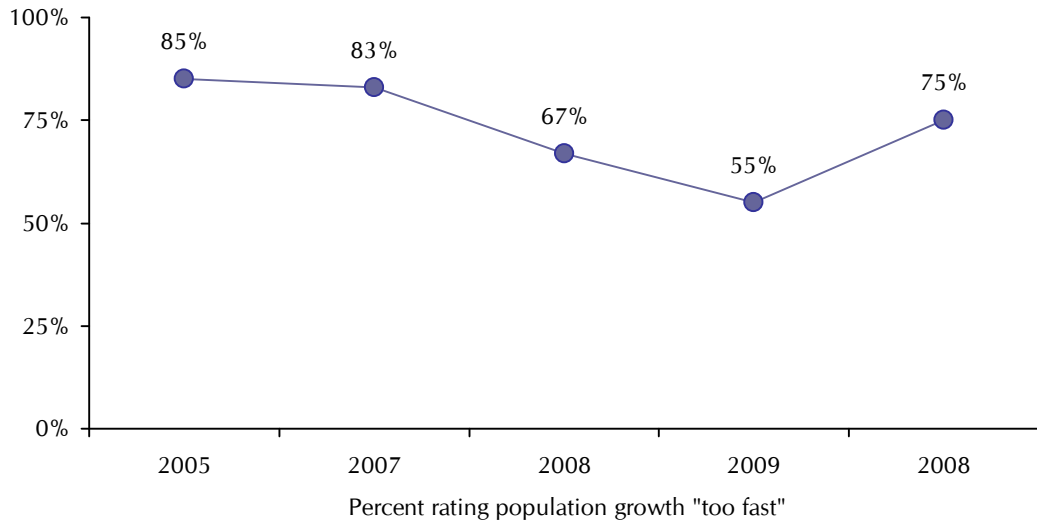


FIGURE 21: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	More

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

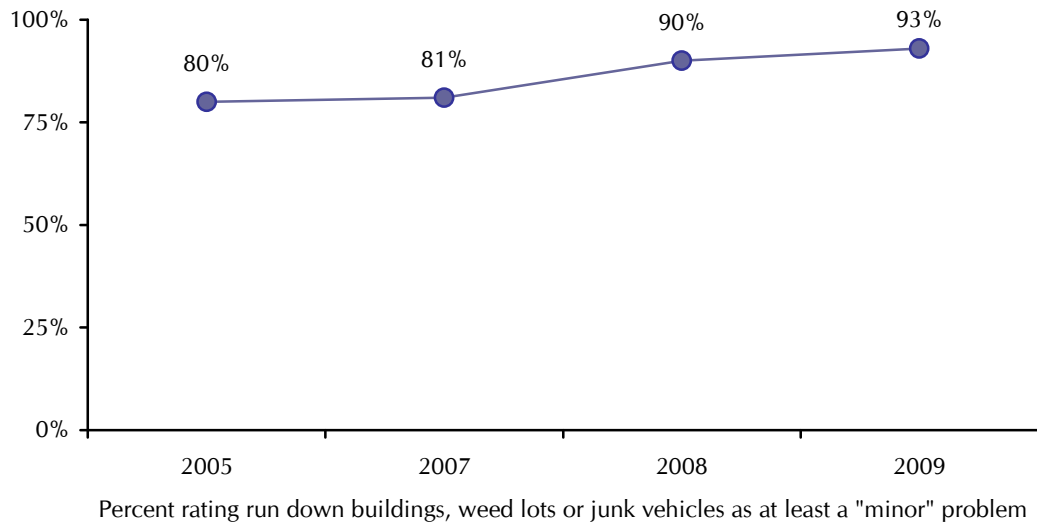


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

Comparison to benchmark	
Run down buildings, weed lots and junk vehicles are a "major" problem	More

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

	2009	2008	2007	2005
Land use, planning and zoning	25%	27%	19%	27%
Code enforcement (weeds, abandoned buildings, etc)	23%	33%	31%	43%
Animal control	51%	46%	50%	60%
Percent "excellent" or "good"				

FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Below
Code enforcement (weeds, abandoned buildings, etc)	Below
Animal control	Below

ECONOMIC SUSTAINABILITY

The health of the economy may color how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were overall quality of business and service establishment in Cape Coral and shopping opportunities. Receiving the lowest rating was employment opportunities.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2009	2008	2007	2005
Employment opportunities	8%	17%	21%	37%
Shopping opportunities	51%	49%	42%	40%
Cape Coral as a place to work	29%	26%	33%	NA
Overall quality of business and service establishments in Cape Coral	56%	56%	NA	NA
Percent "excellent" or "good"				

FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Below
Shopping opportunities	Similar
Place to work	Below
Overall quality of business and service establishments in Cape Coral	Below

Residents were asked to evaluate the speed of jobs growth and retail growth on scale from “much too slow” to “much too fast.” When asked about the rate of job growth in Cape Coral, 95% responded that it was “too slow,” while 40% reported retail growth as “too slow.” More residents in Cape Coral compared to other jurisdictions believed that retail growth was too slow and more residents believed that job growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

	2009	2008	2007	2005
Jobs growth (too slow)	95%	84%	76%	70%
Retail growth (too slow)	40%	28%	41%	60%
Percent of respondents of growth				

FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	More
Jobs growth seen as too slow	More

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

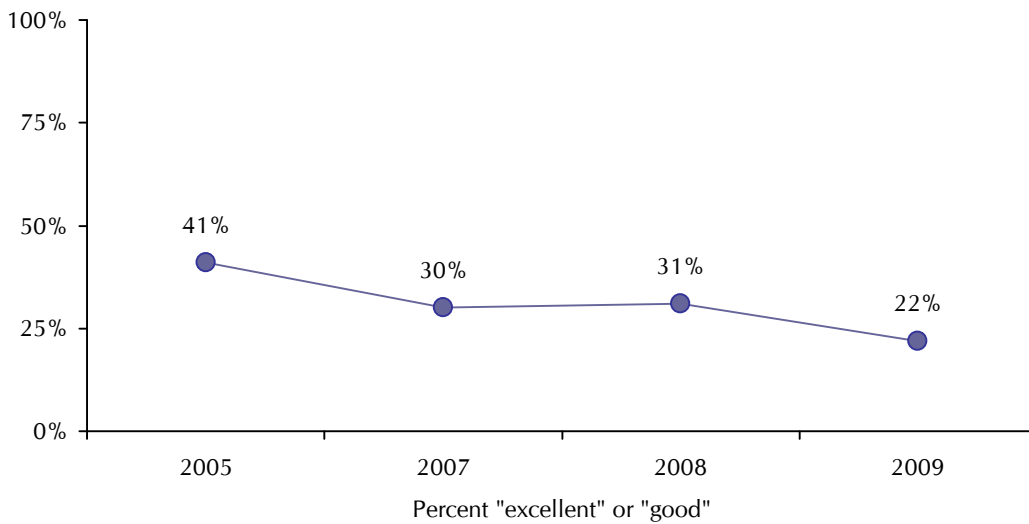


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Below

Residents were asked to reflect on their economic prospects in the near term. Twelve percent of the City of Cape Coral residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was less than comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

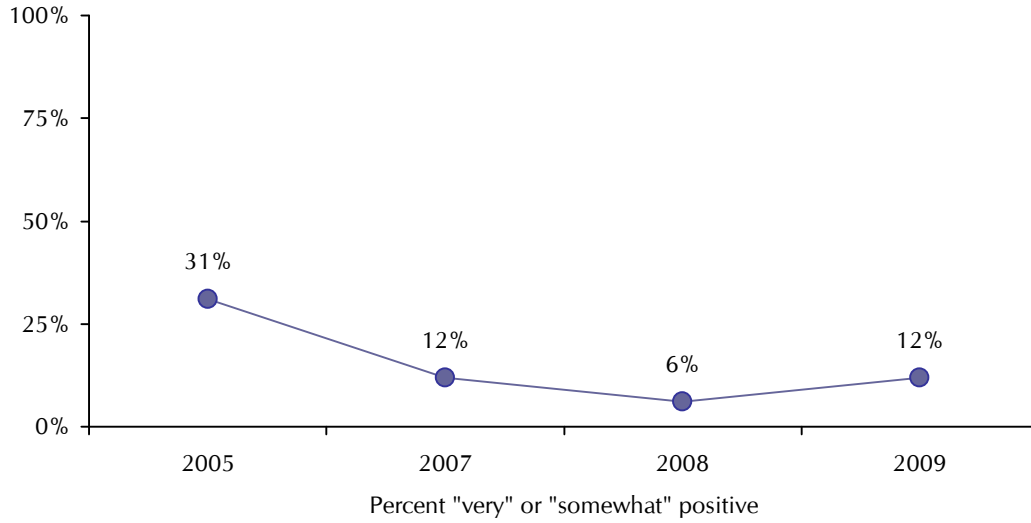


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Below

Public Safety

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in the City Cape Coral. About 67% percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 76% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown after dark.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

Ratings of Community and Personal Public Safety by Year				
	2009	2008	2007	2005
Safety in your neighborhood during the day	92%	90%	93%	95%
Safety in your neighborhood after dark	72%	69%	71%	77%
Safety in Cape Coral's downtown area during the day	89%	88%	87%	92%
Safety in Cape Coral's downtown area after dark	57%	59%	56%	74%
Safety from violent crime	67%	62%	60%	75%
Safety from property crimes	44%	45%	44%	53%
Safety from environmental hazards	76%	68%	NA	NA
Percent "very" or "somewhat" safe				

FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
Safety in your neighborhood during the day	Similar
Safety in your neighborhood after dark	Similar
Safety in Cape Coral's downtown area during the day	Similar
Safety in Cape Coral's downtown area after dark	Similar
Safety from violent crime (e.g., rape, assault, robbery)	Below
Safety from property crimes (e.g., burglary, theft)	Below
Toxic waste or other environmental hazard(s)	Similar

As assessed by the survey, 15% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 84% had reported it to police. Compared to other jurisdictions about the same percent of Cape Coral residents had been victims of crime in the 12 months preceding the survey and more Cape Coral residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2009	2008	2007	2005
During the past twelve months, were you or anyone in your household the victim of any crime?	15%	14%	20%	13%
If yes, was this crime (these crimes) reported to the police?	84%	85%	75%	90%
Percent "yes"				

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	More

Residents rated eight City public safety services; of these, one was rated above the benchmark comparison, one was rated similar to the benchmark comparison and six were rated below the benchmark comparison. Ambulance or emergency medical services and fire services received the highest ratings, while crime prevention and municipal courts received the lowest ratings. Most were rated similarly when compared to previous years.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2009	2008	2007	2005
Police services	72%	71%	65%	82%
Fire services	87%	90%	90%	95%
Ambulance or emergency medical services	88%	89%	82%	93%
Crime prevention	50%	52%	51%	76%
Fire prevention and education	65%	68%	65%	83%
Municipal courts	45%	56%	44%	NA
Traffic enforcement	50%	55%	43%	51%
Emergency preparedness	68%	67%	NA	NA
Percent "excellent" or "good"				

FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Below
Fire services	Below
EMS/ambulance	Similar
Crime prevention	Below
Fire prevention and education	Below
Traffic enforcement	Below
Courts	Below
Emergency preparedness	Above

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears

Residents of the City of Cape Coral were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 63% of survey respondents. Air quality received the highest rating, and it was above the benchmark.

FIGURE 40: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

	2009	2008	2007	2005
Cleanliness of Cape Coral	53%	60%	NA	NA
Quality of overall natural environment in Cape Coral	63%	58%	NA	NA
Preservation of natural areas such as open space, farmlands and greenbelts	47%	42%	NA	NA
Air quality	84%	76%	73%	87%
Percent "excellent" or "good"				

FIGURE 41: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Cape Coral	Below
Quality of overall natural environment in Cape Coral	Below
Preservation of natural areas such as open space, farmlands and greenbelts	Below
Air quality	Above

Resident recycling was greater than recycling reported in comparison communities.

FIGURE 42: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

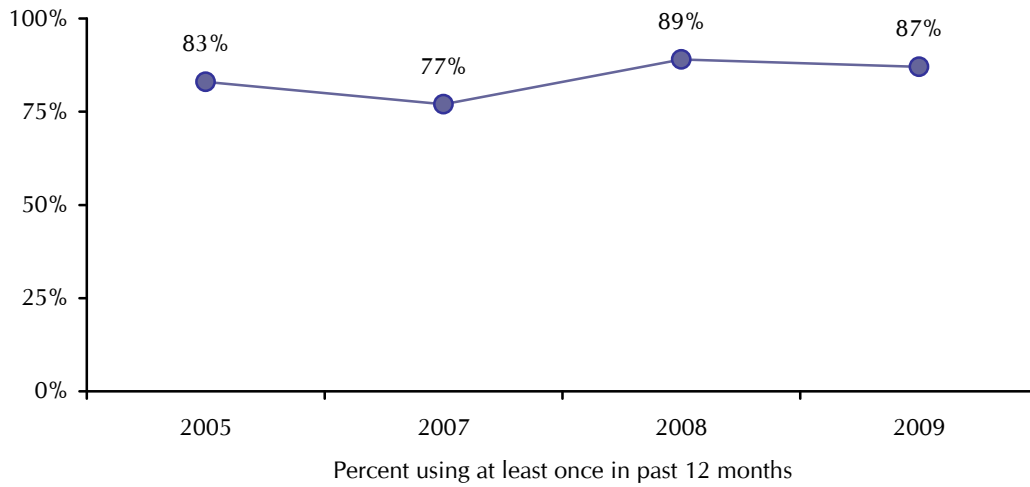


FIGURE 43: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	More

Of the seven utility services rated by those completing the questionnaire, two were higher than the benchmark comparison, two were similar and three were below the benchmark comparison. These service ratings trends were similar when compared to past surveys.

FIGURE 44: RATINGS OF UTILITY SERVICES BY YEAR

	2009	2008	2007	2005
Power (electric and/or gas) utility	67%	72%	NA	NA
Sewer services	63%	69%	52%	73%
Drinking water	48%	47%	37%	48%
Storm drainage	55%	58%	33%	49%
Yard waste pick-up	80%	80%	70%	77%
Recycling	84%	84%	72%	84%
Garbage collection	82%	82%	76%	84%
Percent "excellent" or "good"				

FIGURE 45: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Power (electric and/or gas) utility	Below
Sewer services	Below
Drinking water	Below
Storm drainage	Similar
Yard waste pick-up	Above
Recycling	Above
Garbage collection	Similar

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Cape Coral were rated somewhat positively as were services related to parks and recreation. City parks, recreation programs or classes, recreation centers or facilities were rated similar to the benchmark. Recreation opportunities received the lowest rating and were lower than the national benchmark. Parks and recreation ratings have stayed constant over time.

Resident use of Cape Coral parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Cape Coral recreation centers was about the same as the percent of users in comparison jurisdictions. Similarly, recreation program use in Cape Coral was about the same as use in comparison jurisdictions.

FIGURE 46: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

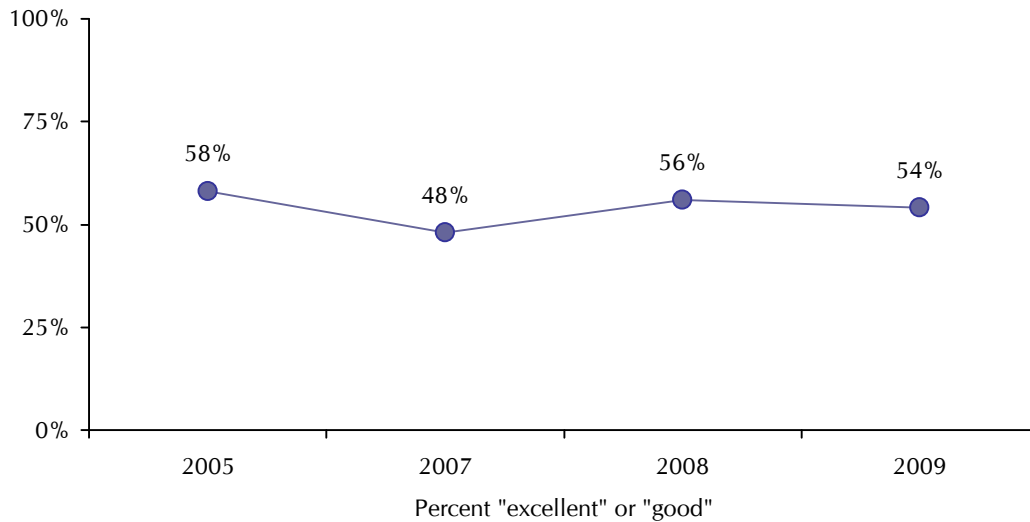


FIGURE 47: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Recreation opportunities	Below

FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

Participation in Parks and Recreation Opportunities by Year				
	2009	2008	2007	2005
Used Cape Coral recreation centers	59%	68%	58%	58%
Participated in a recreation program or activity	49%	48%	47%	52%
Visited a neighborhood park or City park	86%	85%	84%	80%
Percent using at least once in last 12 months				

FIGURE 49: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Cape Coral recreation centers	Similar
Participated in a recreation program or activity	Similar
Visited a neighborhood park or City park	Similar

FIGURE 50: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

Ratings of Parks and Recreation Services by Year				
	2009	2008	2007	2005
City parks	85%	76%	64%	69%
Recreation programs or classes	67%	72%	67%	68%
Recreation centers or facilities	68%	66%	57%	61%
Percent "excellent" or "good"				

FIGURE 51: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Similar
Recreation programs or classes	Similar
Recreation centers or facilities	Similar

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like an individual who drudges to the office and returns home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring to business and individuals. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 43% of respondents. Educational opportunities were rated as “excellent” or “good” by 36% of respondents. Compared to the benchmark data, educational opportunities were below the average of comparison jurisdictions, as was cultural activity opportunities.

About 72% of Cape Coral residents used a City library at least once in the twelve months preceding the survey. This participation rate for library use was similar to comparison jurisdictions.

FIGURE 52: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2009	2008	2007	2005
Opportunities to attend cultural activities	43%	41%	54%	55%
Educational opportunities	36%	38%	41%	NA
Percent "excellent" or "good"				

FIGURE 53: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Below
Educational opportunities	Below

FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2009	2008	2007	2005
Used Cape Coral public libraries or their services	72%	74%	69%	72%
Participated in religious or spiritual activities in Cape Coral	55%	53%	NA	NA
Percent using at least once in last 12 months				

FIGURE 55: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Cape Coral public libraries or their services	Similar
Participated in religious or spiritual activities in Cape Coral	More

FIGURE 56: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2009	2008	2007	2005
Public schools	63%	62%	45%	63%
Public library services	89%	83%	82%	88%
Percent "excellent" or "good"				

FIGURE 57: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Similar
Public library services	Above

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Cape Coral were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for the City of Cape Coral, while the availability for preventative health services and affordable quality health care were rated less favorably by residents.

Among Cape Coral residents, 45% rated affordable quality health care as “excellent” or “good.” Those ratings were below the ratings of comparison communities.

FIGURE 58: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

Ratings of Community Health and Wellness Access and Opportunities by Year				
	2009	2008	2007	2005
Availability of affordable quality health care	45%	44%	36%	45%
Availability of affordable quality food	65%	55%	63%	NA
Availability of preventive health services	53%	51%	NA	NA
Percent "excellent" or "good"				

FIGURE 59: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Below
Availability of affordable quality food	Similar
Availability of preventive health services	Similar

Health services offered in the City of Cape Coral were rated “excellent” or “good” by 53% and were below the benchmark comparison.

FIGURE 60: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

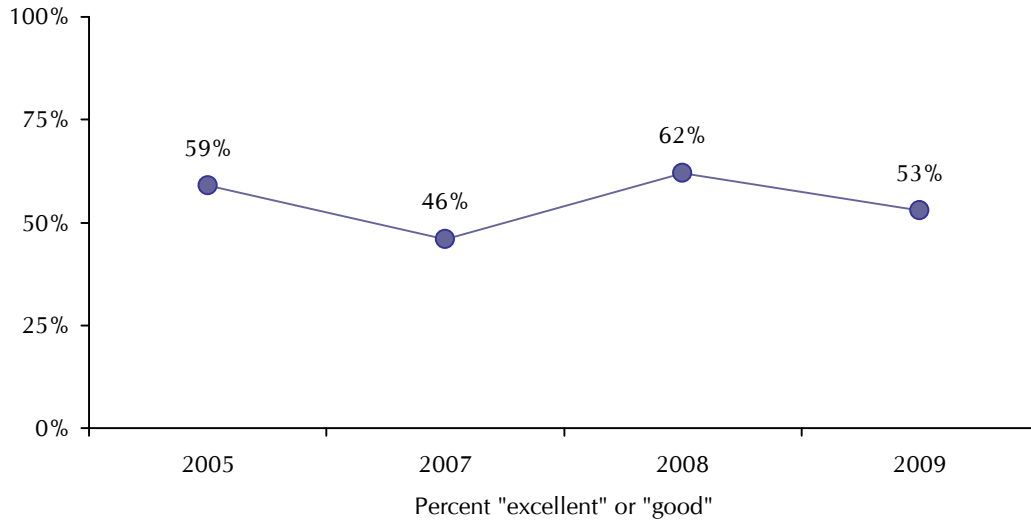


FIGURE 61: HEALTH AND WELLNESS SERVICES BENCHMARKS

Comparison to benchmark	
Health services	Below

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Cape Coral as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A moderate percentage of residents rated the City of Cape Coral as an “excellent” or “good” place to raise kids and a moderate percentage rated it as an excellent or good place to retire. Some residents felt that the local sense of community was “excellent” or “good.” Fewer survey respondents felt the City of Cape Coral was open and accepting towards people of diverse backgrounds when compared to the benchmark. Availability of affordable quality child care was rated the lowest by residents but was similar to the benchmark.

FIGURE 62: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

Ratings of Community Quality and Inclusiveness by Year				
	2009	2008	2007	2005
Sense of community	50%	48%	45%	55%
Openness and acceptance of the community towards people of diverse backgrounds	55%	58%	55%	60%
Availability of affordable quality child care	39%	29%	24%	38%
Cape Coral as a place to raise children	61%	58%	56%	75%
Cape Coral as a place to retire	69%	67%	61%	78%
Percent "excellent" or "good"				

FIGURE 63: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Below
Openness and acceptance of the community toward people of diverse backgrounds	Below
Availability of affordable quality child care	Similar
Cape Coral as a place to raise kids	Below
Cape Coral as a place to retire	Above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 26% to 59% with ratings of “excellent” or “good.” Services to seniors were the same as the benchmark while services to youth and low income residents were below the benchmark.

FIGURE 64: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2009	2008	2007	2005
Services to seniors	59%	68%	61%	73%
Services to youth	44%	54%	33%	40%
Services to low-income people	26%	28%	31%	40%
Percent "excellent" or "good"				

FIGURE 65: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Similar
Services to youth	Below
Services to low income residents	Below

CIVIC ENGAGEMENT

Government leaders, elected or hired, cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Staff and elected officials require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. This survey information is essential for public communication and for helping local government staff to conceive strategies for reaching reluctant voters whose confidence in government may need boosting prior to important referenda.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Cape Coral. Survey participants rated the volunteer opportunities in the City of Cape Coral somewhat favorably. Opportunities to attend or participate in community matters were rated less favorably.

Ratings of civic engagement opportunities were below ratings from comparison jurisdictions where these questions were asked.

FIGURE 66: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

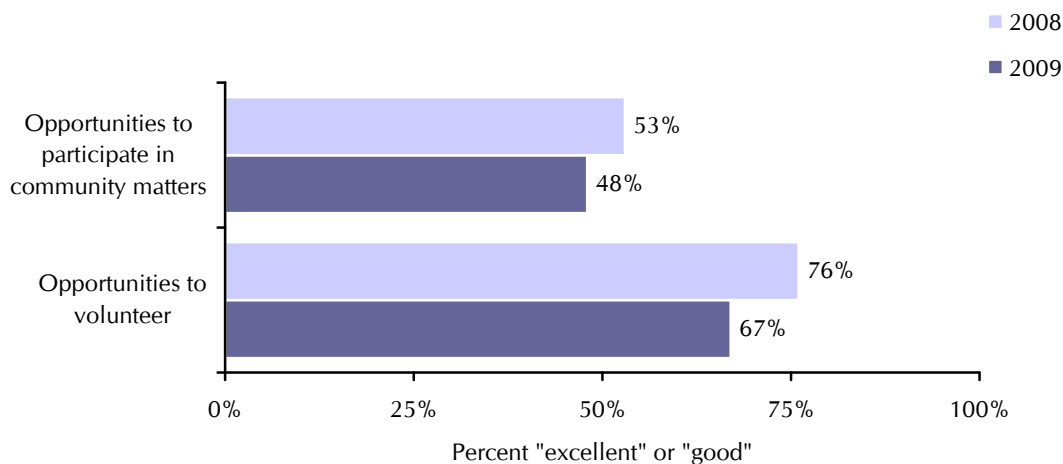


FIGURE 67: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Below
Opportunities to volunteer	Below

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Participation in a club or civic group in Cape Coral and providing help to a friend or neighbor showed similar rates of involvement; while watching a meeting of local elected officials or other local public meeting on cable television showed higher rates. Attendance of meetings of local elected officials or other local public meetings and volunteerism showed lower rates of community engagement.

FIGURE 68: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

	2009	2008	2007	2005
Attended a meeting of local elected officials or other local public meeting	22%	27%	27%	23%
Watched a meeting of local elected officials or other local public meeting on cable television	58%	56%	61%	62%
Volunteered your time to some group or activity in Cape Coral	37%	36%	42%	44%
Participated in a club or civic group in Cape Coral	31%	34%	NA	NA
Provided help to a friend or neighbor	96%	95%	NA	NA
Percent participating at least once in the last 12 months				

FIGURE 69: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Less
Watched a meeting of local elected officials or other local public meeting on cable television	More
Volunteered your time to some group or activity in Cape Coral	Less
Participated in a club or civic group in Cape Coral	Similar
Provided help to a friend or neighbor	Similar

City of Cape Coral residents showed the largest amount of civic engagement in the area of electoral participation. Ninety-three percent reported they were registered to vote and 83% indicated they had voted in the last general election. This rate of self-reported voting was higher than comparison communities.

FIGURE 70: REPORTED VOTING BEHAVIOR BY YEAR

	2009	2008	2007	2005
Registered to vote	93%	91%	87%	82%
Voted in the last general election	83%	77%	71%	64%
Percent "yes"				

FIGURE 71: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	More
Voted in last general election	More

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Cape Coral Web site in the previous 12 months, 70% reported they had done so at least once. Public information services were rated similarly compared to benchmark data.

FIGURE 72: USE OF INFORMATION SOURCES BY YEAR

	2009	2008	2007	2005
Read Cape Coral Newsletter On The Move	78%	77%	80%	67%
Visited the City of Cape Coral Web site (at www.capecoral.net)	70%	64%	53%	NA
Percent using at least once in last 12 months				

FIGURE 73: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Cape Coral Newsletter	Similar
Visited the City of Cape Coral Web site	More

FIGURE 74: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2009	2008	2007	2005
Cable television	47%	50%	31%	58%
Public information services	65%	61%	53%	72%
Percent "excellent" or "good"				

FIGURE 75: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Below
Public information services	Similar

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 54 of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 76: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

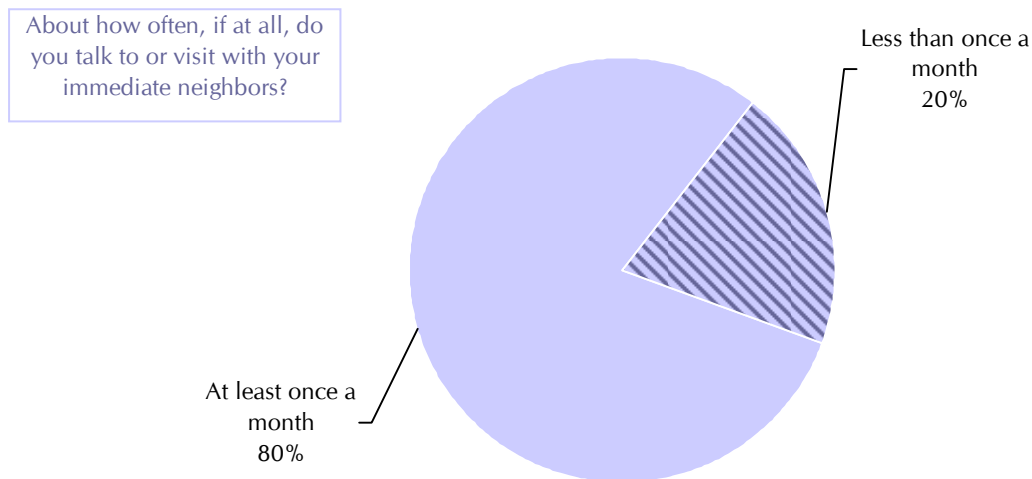
	2009	2008	2007	2005
Opportunities to participate in social events and activities	54%	57%	NA	NA
Opportunities to participate in religious or spiritual events and activities	73%	74%	NA	NA
Percent "excellent" or "good"				

FIGURE 77: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Below
Opportunities to participate in religious or spiritual events	Similar

Residents in Cape Coral reported a fair amount of neighborliness. More than 80% indicated talking or visiting with their neighbors once a month or more frequently. This amount of contact with neighbors was about the same as the amount of contact reported in other communities.

FIGURE 78: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR



Note: This question was not asked in previous surveys.

FIGURE 79: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least once per month	Similar

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents’ opinions about the overall direction the City of Cape Coral is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Cape Coral could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Cape Coral may be colored by their dislike of what all levels of government provide.

Less than half of respondents felt that the value of services for taxes paid was “excellent” or “good.” When asked to rate the job the City of Cape Coral does at listening to citizens, 15% rated it as “excellent” or “good.” Of these five ratings, all were below the benchmark.

FIGURE 80: PUBLIC TRUST RATINGS BY YEAR

	2009	2008	2007	2005
The value of services for the taxes paid to Cape Coral	32%	29%	27%	51%
The overall direction that Cape Coral is taking	29%	33%	31%	53%
The job Cape Coral government does at welcoming citizen involvement	28%	35%	36%	50%
The job Cape Coral government does at listening to citizens	15%	21%	23%	36%
Overall image or reputation of Cape Coral	44%	49%	48%	NA

Percent "excellent" or "good"

Note: In previous years, these questions were asked on an “agree/disagree” scale.

FIGURE 81: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Cape Coral	Below
The overall direction that Cape Coral is taking	Below
Job Cape Coral government does at welcoming citizen involvement	Below
Job Cape Coral government does at listening to citizens	Below
Overall image or reputation of Cape Coral	Below

On average, residents of the City of Cape Coral gave the highest evaluations to their own local government and the lowest average rating to federal government. The overall quality of services delivered by the City of Cape Coral was rated as “excellent” or “good” by 50% of survey participants. The City of Cape Coral’s rating was below the benchmark when compared to other communities. Ratings of overall City services have stayed the same or decreased over the last year.

FIGURE 82: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF CAPE CORAL BY YEAR

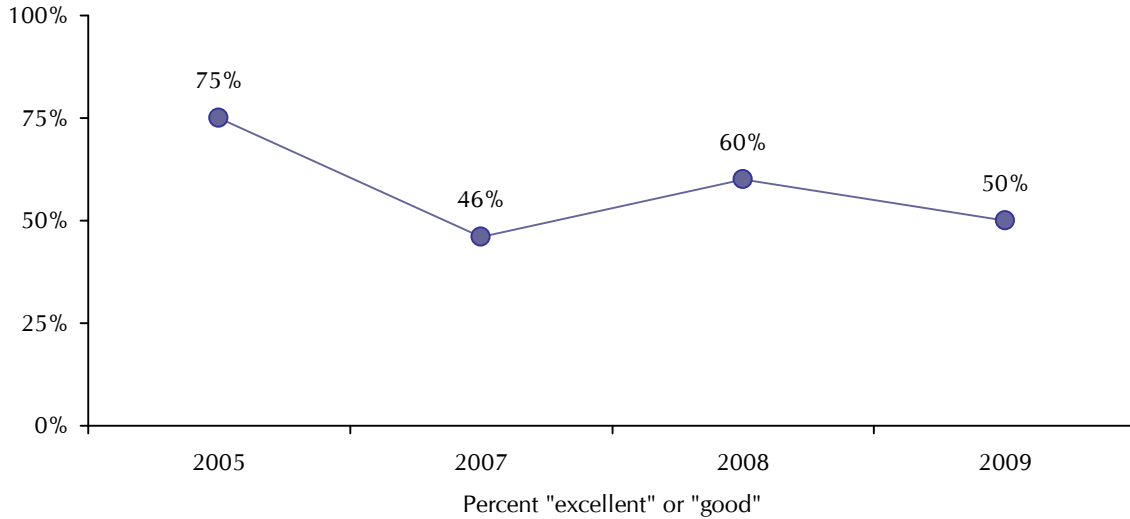


FIGURE 83: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2009	2008	2007	2005
Services provided by City of Cape Coral	50%	60%	46%	75%
Services provided by the Federal Government	32%	41%	34%	45%
Services provided by the State Government	37%	42%	44%	51%
Services provided by Lee County Government	39%	43%	NA	NA
Percent "excellent" or "good"				

FIGURE 84: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Cape Coral	Below
Services provided by the Federal Government	Below
Services provided by the State Government	Below
Services provided by Lee County Government	Below

City of Cape Coral Employees

The employees of the City of Cape Coral who interact with the public create the first impression that most residents have of the City of Cape Coral. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Cape Coral. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Cape Coral staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person or over the phone in the last 12 months; the 66% who reported that they had been in contact (a percent that is above the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated fairly; 62% of respondents rated their overall impression as "excellent" or "good." Employees ratings were lower than the national benchmark and were similar than past survey years.

FIGURE 85: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

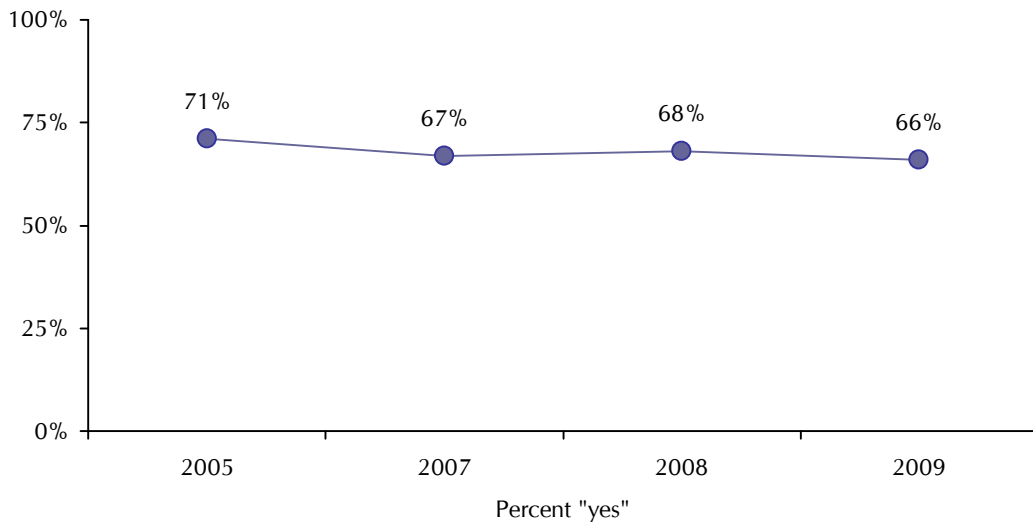


FIGURE 86: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with city employee(s) in last 12 months	More

FIGURE 87: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2009	2008	2007	2005
Knowledge	73%	71%	69%	81%
Responsiveness	65%	65%	63%	71%
Courtesy	66%	70%	73%	78%
Overall impression	62%	65%	64%	74%
Percent "excellent" or "good"				

FIGURE 88: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
City employee knowledge	Below
City employee responsiveness	Below
City employee courteousness	Below
Overall impression	Below

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis. The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using Key Driver Analysis, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A Key Driver Analysis (KDA) was conducted for the City of Cape Coral by examining the relationships between ratings of each service and ratings of the City of Cape Coral's overall services. Those key driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Cape Coral can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

Services found to be most strongly correlated with ratings of overall service quality from the Cape Coral Key Driver Analysis were:

- Street repair
- Emergency preparedness
- Drinking water

CITY OF CAPE CORAL ACTION CHART

The 2009 City of Cape Coral Action Chart™ on the following page combines three dimensions of performance:

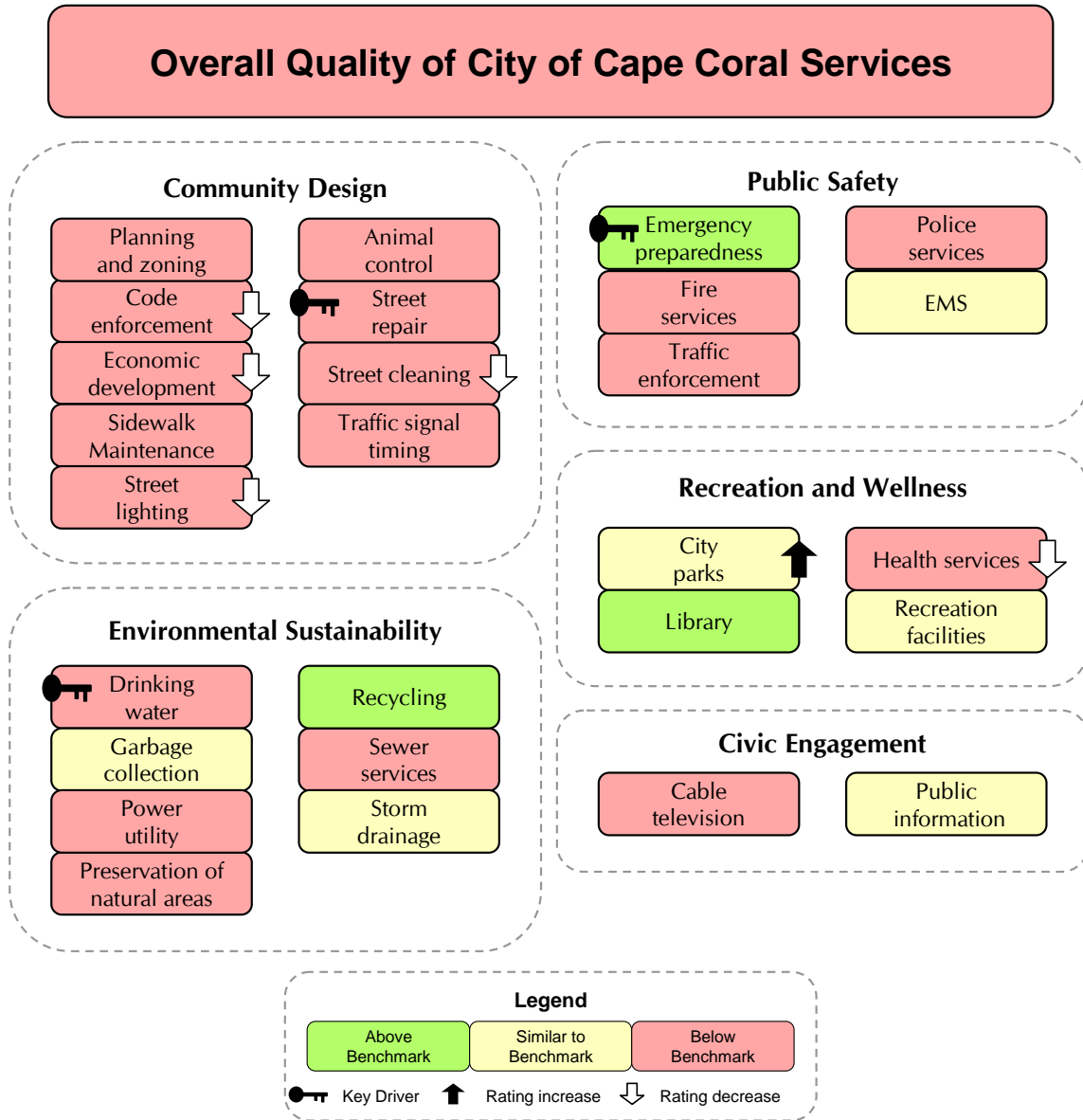
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates that service is key (either core or key driver)
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-seven services were included in the KDA for the City of Cape Coral. Of these, three were above the benchmark, eighteen were below the benchmark and six were similar to the benchmark. Ratings for one service was trending up and five were trending down, while twenty-one remained similar to the previous survey. A key icon (🔑) indicates the three key drivers.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Cape Coral, street repair and drinking water were below the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 89: CITY OF CAPE CORAL ACTION CHART™



Using Your Action Chart™

The key drivers derived for City of Cape Coral provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit City of Cape Coral, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC data set. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services. In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated, with shaded rows, City of Cape Coral key drivers that overlap core services or the nationally derived keys.

FIGURE 90: KEY DRIVERS COMPARED

Service	City of Cape Coral Key Drivers	National Key Drivers	Core Services
Code enforcement			✓
Drinking water	✓		
Economic development		✓	
Emergency preparedness	✓		
EMS			✓
Fire			✓
Garbage collection			✓
Land use planning and zoning		✓	
Police services		✓	✓
Public information services		✓	
Public schools		✓	
Sewer			✓
Storm drainage			✓
Street repair	✓		✓
Water			✓

POLICY QUESTIONS

“Don’t know” responses have been removed from the following questions.

Policy Question 1					
To what extent would you support or oppose an increase in taxes to maintain or improve the following services?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Police services	17%	32%	20%	31%	100%
Fire services	17%	37%	19%	27%	100%
Road improvements	14%	36%	21%	29%	100%
Economic development	22%	32%	19%	27%	100%
More recreational facilities (such as ball fields, parks, community centers)	15%	24%	24%	37%	100%
More recreational programs (such as events and youth/senior programs)	15%	29%	22%	35%	100%

Policy Question 2	
Based on the current downturn in the economy, the City will need to increase revenues or reduce services. To what extent do you support or oppose action to increase revenues (i.e. taxes, fees, etc.) in order to maintain existing levels of service?	Percent of respondents
Strongly support	4%
Somewhat support	24%
Somewhat oppose	30%
Strongly oppose	42%
Total	100%

Policy Question 3					
If significant budget cuts need to be made due to decreased revenue, the City will need to reduce services. To what extent would you support or oppose a reduction in the following service?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Police services	15%	20%	26%	40%	100%
Fire services	10%	21%	30%	39%	100%
Road maintenance	17%	31%	40%	12%	100%
Parks programs	21%	37%	26%	16%	100%
Code enforcement	34%	30%	23%	13%	100%

**APPENDIX A: COMPLETE SURVEY
FREQUENCIES**

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Cape Coral:	Excellent	Good	Fair	Poor	Total
Cape Coral as a place to live	21%	47%	29%	4%	100%
Your neighborhood as a place to live	29%	46%	20%	5%	100%
Cape Coral as a place to raise children	17%	44%	29%	10%	100%
Cape Coral as a place to work	8%	20%	25%	46%	100%
Cape Coral as a place to retire	30%	39%	21%	10%	100%
The overall quality of life in Cape Coral	13%	51%	30%	6%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Cape Coral as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	6%	43%	33%	17%	100%
Openness and acceptance of the community towards people of diverse backgrounds	7%	48%	31%	13%	100%
Overall appearance of Cape Coral	9%	41%	36%	13%	100%
Cleanliness of Cape Coral	11%	42%	40%	6%	100%
Overall quality of new development in Cape Coral	8%	35%	33%	24%	100%
Variety of housing options	8%	54%	29%	9%	100%
Overall quality of business and service establishments in Cape Coral	7%	49%	31%	13%	100%
Shopping opportunities	8%	43%	31%	18%	100%
Opportunities to attend cultural activities	6%	36%	35%	22%	100%
Recreational opportunities	10%	44%	32%	14%	100%
Employment opportunities	1%	7%	29%	63%	100%
Educational opportunities	8%	27%	40%	24%	100%
Opportunities to participate in social events and activities	10%	44%	35%	12%	100%
Opportunities to participate in religious or spiritual events and activities	16%	57%	24%	3%	100%
Opportunities to volunteer	14%	53%	27%	6%	100%
Opportunities to participate in community matters	8%	40%	39%	12%	100%
Ease of car travel in Cape Coral	8%	38%	37%	17%	100%
Ease of bus travel in Cape Coral	6%	19%	36%	39%	100%
Ease of bicycle travel in Cape Coral	7%	25%	31%	37%	100%
Ease of walking in Cape Coral	7%	20%	33%	39%	100%
Availability of paths and walking trails	4%	20%	35%	41%	100%
Traffic flow on major streets	3%	33%	44%	21%	100%
Amount of public parking	4%	37%	40%	20%	100%
Availability of affordable quality housing	12%	47%	29%	12%	100%
Availability of affordable quality child care	5%	33%	42%	19%	100%
Availability of affordable quality health care	7%	38%	32%	23%	100%
Availability of affordable quality food	11%	54%	30%	5%	100%
Availability of preventive health services	8%	45%	34%	13%	100%
Air quality	21%	63%	15%	1%	100%
Quality of overall natural environment in Cape Coral	12%	52%	31%	6%	100%
Overall image or reputation of Cape Coral	9%	35%	38%	18%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Cape Coral over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	5%	14%	26%	43%	13%	100%
Retail growth (stores, restaurants, etc.)	10%	30%	37%	17%	6%	100%
Jobs growth	60%	35%	3%	1%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Cape Coral?	Percent of respondents
Not a problem	7%
Minor problem	25%
Moderate problem	37%
Major problem	31%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Cape Coral:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	21%	45%	16%	13%	4%	100%
Property crimes (e.g., burglary, theft)	7%	38%	20%	27%	9%	100%
Environmental hazards, including toxic waste	34%	42%	18%	4%	2%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	52%	40%	4%	2%	1%	100%
In your neighborhood after dark	25%	47%	12%	13%	4%	100%
In Cape Coral's downtown area during the day	45%	44%	8%	3%	0%	100%
In Cape Coral's downtown area after dark	14%	43%	22%	19%	3%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	85%
Yes	15%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	16%
Yes	84%
Total	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Cape Coral?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Cape Coral public libraries or their services	28%	26%	29%	8%	9%	100%
Used Cape Coral recreation centers	41%	24%	23%	5%	7%	100%
Participated in a recreation program or activity	51%	26%	16%	4%	4%	100%
Visited a neighborhood park or City park	14%	24%	39%	12%	11%	100%
Ridden a local bus within Cape Coral	91%	4%	2%	2%	2%	100%
Attended a meeting of local elected officials or other local public meeting	78%	14%	6%	1%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	42%	30%	22%	3%	3%	100%
Read Cape Coral Newsletter On The Move	22%	35%	33%	6%	3%	100%
Visited the City of Cape Coral Web site (at www.capecoral.net)	30%	26%	29%	9%	6%	100%
Recycled used paper, cans or bottles from your home	13%	4%	9%	7%	66%	100%
Volunteered your time to some group or activity in Cape Coral	63%	16%	10%	5%	6%	100%
Participated in religious or spiritual activities in Cape Coral	45%	18%	12%	6%	20%	100%
Participated in a club or civic group in Cape Coral	69%	14%	8%	4%	6%	100%
Provided help to a friend or neighbor	4%	19%	41%	18%	18%	100%

Question 10: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	25%
Several times a week	22%
Several times a month	23%
Once a month	10%
Several times a year	10%
Once a year or less	5%
Never	5%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Cape Coral:	Excellent	Good	Fair	Poor	Total
Police services	23%	48%	17%	12%	100%
Fire services	32%	54%	10%	3%	100%
Ambulance or emergency medical services	36%	52%	9%	3%	100%
Crime prevention	10%	39%	36%	15%	100%
Fire prevention and education	15%	50%	27%	8%	100%
Municipal courts	6%	39%	41%	14%	100%
Traffic enforcement	8%	42%	31%	19%	100%
Street repair	5%	28%	33%	34%	100%
Street cleaning	9%	32%	38%	21%	100%
Street lighting	8%	31%	36%	25%	100%
Sidewalk maintenance	8%	34%	31%	28%	100%
Traffic signal timing	7%	38%	32%	23%	100%
Bus or transit services	7%	33%	30%	30%	100%
Garbage collection	30%	52%	14%	4%	100%
Recycling	32%	51%	13%	3%	100%
Yard waste pick-up	28%	51%	16%	5%	100%
Storm drainage	10%	46%	29%	15%	100%
Drinking water	9%	39%	24%	27%	100%
Sewer services	14%	48%	27%	10%	100%
Power (electric and/or gas) utility	16%	51%	26%	7%	100%
City parks	25%	60%	12%	3%	100%
Recreation programs or classes	17%	51%	30%	3%	100%
Recreation centers or facilities	16%	52%	27%	5%	100%
Land use, planning and zoning	2%	23%	37%	38%	100%
Code enforcement (weeds, abandoned buildings, etc)	5%	17%	37%	40%	100%
Animal control	8%	43%	31%	19%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Cape Coral:	Excellent	Good	Fair	Poor	Total
Economic development	2%	20%	40%	38%	100%
Health services	9%	44%	37%	10%	100%
Services to seniors	10%	49%	32%	9%	100%
Services to youth	5%	39%	29%	27%	100%
Services to low-income people	4%	22%	37%	37%	100%
Public library services	37%	51%	9%	2%	100%
Public information services	9%	56%	28%	8%	100%
Public schools	17%	46%	26%	10%	100%
Cable television	9%	37%	35%	18%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	50%	25%	7%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	6%	41%	37%	16%	100%

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Cape Coral	3%	47%	33%	17%	100%
The Federal Government	4%	28%	43%	25%	100%
The State Government	3%	34%	45%	18%	100%
Lee County Government	4%	35%	43%	18%	100%

Question 13: Contact with City Employees	
Have you had any in-person or phone contact with an employee of the City of Cape Coral within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	34%
Yes	66%
Total	100%

Question 14: City Employees					
What was your impression of the employee(s) of the City of Cape Coral in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	20%	53%	20%	7%	100%
Responsiveness	27%	38%	21%	13%	100%
Courtesy	27%	39%	17%	17%	100%
Overall impression	20%	43%	21%	17%	100%

Question 15: Government Performance					
Please rate the following categories of Cape Coral government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Cape Coral	4%	28%	35%	33%	100%
The overall direction that Cape Coral is taking	5%	25%	38%	33%	100%
The job Cape Coral government does at welcoming citizen involvement	5%	23%	39%	32%	100%
The job Cape Coral government does at listening to citizens	3%	12%	36%	49%	100%

Question 16: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Cape Coral to someone who asks	23%	48%	14%	16%	100%
Remain in Cape Coral for the next five years	43%	30%	10%	16%	100%

Question 17: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	3%
Somewhat positive	9%
Neutral	31%
Somewhat negative	35%
Very negative	22%
Total	100%

Question 18a: Policy Question 1					
To what extent would you support or oppose an increase in taxes to maintain or support the following services?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Police services	17%	32%	20%	31%	100%
Fire services	17%	37%	19%	27%	100%
Road improvements	14%	36%	21%	29%	100%
Economic development	22%	32%	19%	27%	100%
More recreational facilities (such as ball fields, parks, community centers)	15%	24%	24%	37%	100%
More recreational programs (such as events and youth/senior programs)	15%	29%	22%	35%	100%

Question 18b: Policy Question 2	
Based on the current downturn in the economy, the City will need to increase revenues or reduce services. To what extent do you support or oppose action to increase revenues (i.e. taxes, fees, etc.) in order to maintain existing levels of service?	Percent of respondents
Strongly support	4%
Somewhat support	24%
Somewhat oppose	30%
Strongly oppose	42%
Total	100%

Question 18c: Policy Question 3					
If significant budget cuts need to be made due to decreased revenue, the City will need to reduce services. To what extent would you support or oppose a reduction in the following services?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Police services	15%	20%	26%	40%	100%
Fire services	10%	21%	30%	39%	100%
Road maintenance	17%	31%	40%	12%	100%
Parks programs	21%	37%	26%	16%	100%
Code enforcement	34%	30%	23%	13%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	43%
Yes, full-time	49%
Yes, part-time	8%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	75%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	15%
Bus, rail, subway or other public transportation	1%
Walk	0%
Bicycle	0%
Work at home	8%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Cape Coral?	Percent of respondents
Less than 2 years	8%
2 to 5 years	26%
6 to 10 years	25%
11 to 20 years	21%
More than 20 years	21%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	84%
House attached to one or more houses (e.g., a duplex or townhome)	3%
Building with two or more apartments or condominiums	12%
Mobile home	0%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	17%
Owned by you or someone in this house with a mortgage or free and clear	83%
Total	100%

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	3%
\$300 to \$599 per month	11%
\$600 to \$999 per month	23%
\$1,000 to \$1,499 per month	28%
\$1,500 to \$2,499 per month	25%
\$2,500 or more per month	10%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	60%
Yes	40%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	73%
Yes	27%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	14%
\$25,000 to \$49,999	32%
\$50,000 to \$99,999	41%
\$100,000 to \$149,000	10%
\$150,000 or more	2%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	87%
Yes, I consider myself to be Spanish, Hispanic or Latino	13%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	2%
Black or African American	3%
White	89%
Other	8%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	1%
25 to 34 years	26%
35 to 44 years	12%
45 to 54 years	26%
55 to 64 years	13%
65 to 74 years	12%
75 years or older	9%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	52%
Male	48%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	7%
Yes	91%
Ineligible to vote	2%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	17%
Yes	81%
Ineligible to vote	2%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Cape Coral:	Excellent		Good		Fair		Poor		Don't know		Total	
	Cape Coral as a place to live	21%	86	47%	194	29%	120	4%	15	0%	0	100%
Your neighborhood as a place to live	29%	119	46%	191	20%	85	5%	21	0%	0	100%	416
Cape Coral as a place to raise children	15%	61	38%	158	25%	102	9%	36	14%	58	100%	414
Cape Coral as a place to work	7%	29	17%	71	22%	88	39%	161	15%	61	100%	411
Cape Coral as a place to retire	26%	109	35%	144	19%	79	9%	36	11%	45	100%	413
The overall quality of life in Cape Coral	13%	53	50%	208	30%	125	6%	26	1%	2	100%	414

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Cape Coral as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	6%	25	41%	168	32%	129	16%	67	4%	17	100%
Openness and acceptance of the community towards people of diverse backgrounds	7%	28	45%	181	29%	119	12%	50	7%	28	100%	405
Overall appearance of Cape Coral	9%	39	41%	169	36%	147	13%	52	0%	2	100%	409
Cleanliness of Cape Coral	11%	46	42%	169	40%	162	6%	25	0%	2	100%	404
Overall quality of new development in Cape Coral	7%	30	32%	133	31%	128	22%	92	7%	28	100%	410
Variety of housing options	8%	31	53%	218	29%	119	9%	35	1%	6	100%	410
Overall quality of business and service establishments in Cape Coral	7%	29	49%	200	30%	124	13%	53	1%	4	100%	411
Shopping opportunities	8%	32	43%	177	31%	129	18%	74	0%	1	100%	413
Opportunities to attend cultural activities	6%	24	35%	142	34%	138	21%	86	5%	20	100%	410
Recreational opportunities	10%	39	43%	175	31%	125	14%	56	3%	14	100%	409
Employment opportunities	1%	4	6%	23	25%	102	54%	220	14%	59	100%	408
Educational opportunities	8%	31	25%	102	36%	149	22%	91	9%	39	100%	412

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Cape Coral as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in social events and activities	9%	38	41%	170	33%	135	11%	45	6%	24	100%
Opportunities to participate in religious or spiritual events and activities	14%	56	47%	193	20%	83	2%	9	17%	70	100%	411
Opportunities to volunteer	11%	46	44%	182	22%	93	5%	19	18%	74	100%	415
Opportunities to participate in community matters	7%	27	34%	138	33%	136	10%	42	16%	65	100%	409
Ease of car travel in Cape Coral	8%	32	36%	151	35%	147	17%	69	4%	16	100%	416
Ease of bus travel in Cape Coral	3%	14	10%	41	20%	80	22%	88	45%	185	100%	408
Ease of bicycle travel in Cape Coral	5%	20	19%	79	24%	98	28%	114	23%	94	100%	404
Ease of walking in Cape Coral	7%	28	19%	77	31%	126	36%	149	8%	34	100%	414
Availability of paths and walking trails	4%	16	18%	74	31%	126	36%	147	11%	45	100%	407
Traffic flow on major streets	3%	11	32%	132	43%	177	20%	84	1%	4	100%	409
Amount of public parking	3%	14	34%	140	36%	149	18%	75	9%	37	100%	414
Availability of affordable quality housing	11%	47	44%	179	27%	112	11%	45	7%	29	100%	411
Availability of affordable quality child care	3%	11	17%	71	22%	90	10%	40	48%	196	100%	408
Availability of affordable quality health care	6%	25	33%	134	29%	115	20%	81	12%	49	100%	404
Availability of affordable quality food	11%	45	53%	218	29%	121	5%	22	2%	8	100%	414
Availability of preventive health services	7%	27	35%	145	27%	111	10%	43	21%	85	100%	412
Air quality	20%	83	61%	251	15%	61	1%	5	2%	10	100%	410
Quality of overall natural environment in Cape Coral	12%	48	51%	212	30%	126	6%	25	1%	4	100%	414
Overall image or reputation of Cape Coral	9%	37	34%	141	37%	153	18%	73	1%	6	100%	410

Question 3: Growth														
Please rate the speed of growth in the following categories in Cape Coral over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	5%	20	13%	53	24%	99	40%	164	12%	49	7%	29	100%
Retail growth (stores, restaurants, etc.)	9%	39	29%	120	36%	150	17%	69	6%	24	3%	11	100%	413
Jobs growth	52%	214	30%	124	3%	12	0%	2	1%	3	14%	59	100%	414

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Cape Coral?	Percent of respondents	Count
Not a problem	7%	29
Minor problem	24%	98
Moderate problem	35%	145
Major problem	29%	120
Don't know	5%	19
Total	100%	412

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Cape Coral:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	21%	87	45%	186	16%	65	13%	55	4%	16	1%	6	100%
Property crimes (e.g., burglary, theft)	6%	27	37%	155	20%	83	26%	109	9%	36	1%	4	100%	414
Environmental hazards, including toxic waste	31%	130	38%	159	16%	68	4%	15	2%	9	8%	32	100%	414

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	52%	216	40%	170	4%	19	2%	10	1%	4	0%	0	100%
In your neighborhood after dark	25%	105	47%	194	12%	50	13%	53	4%	15	0%	1	100%	418
In Cape Coral's downtown area during the day	41%	173	41%	170	8%	32	3%	11	0%	1	7%	31	100%	417
In Cape Coral's downtown area after dark	12%	51	37%	153	19%	78	16%	67	2%	9	14%	61	100%	418

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	85%	352
Yes	15%	61
Don't know	0%	1
Total	100%	415

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	16%	11
Yes	80%	54
Don't know	4%	3
Total	100%	67

Question 9: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Cape Coral?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Cape Coral public libraries or their services	28%	115	26%	111	29%	119	8%	34	9%	39	100%
Used Cape Coral recreation centers	41%	169	24%	100	23%	97	5%	20	7%	28	100%	416
Participated in a recreation program or activity	51%	210	26%	105	16%	65	4%	16	4%	15	100%	411
Visited a neighborhood park or City park	14%	56	24%	97	39%	160	12%	51	11%	43	100%	406
Ridden a local bus within Cape Coral	91%	371	4%	15	2%	8	2%	7	2%	7	100%	409
Attended a meeting of local elected officials or other local public meeting	78%	321	14%	59	6%	26	1%	3	0%	1	100%	410
Watched a meeting of local elected officials or other local public meeting on cable television	42%	171	30%	122	22%	91	3%	12	3%	10	100%	406
Read Cape Coral Newsletter On The Move	22%	90	35%	142	33%	133	6%	25	3%	14	100%	404
Visited the City of Cape Coral Web site (at www.capecoral.net)	30%	122	26%	104	29%	118	9%	34	6%	23	100%	402
Recycled used paper, cans or bottles from your home	13%	54	4%	17	9%	38	7%	29	66%	273	100%	410
Volunteered your time to some group or activity in Cape Coral	63%	259	16%	67	10%	40	5%	19	6%	24	100%	409
Participated in religious or spiritual activities in Cape Coral	45%	185	18%	74	12%	50	6%	25	20%	82	100%	415
Participated in a club or civic group in Cape Coral	69%	284	14%	57	8%	31	4%	17	6%	23	100%	413
Provided help to a friend or neighbor	4%	16	19%	81	41%	171	18%	73	18%	77	100%	417

Question 10: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	25%	106
Several times a week	22%	93
Several times a month	23%	96
Once a month	10%	40
Several times a year	10%	40
Once a year or less	5%	22
Never	5%	19
Total	100%	416

Question 11: Service Quality												
Please rate the quality of each of the following services in Cape Coral:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	21%	86	44%	179	15%	62	11%	43	8%	34	100%
Fire services	27%	108	45%	182	9%	35	2%	10	17%	71	100%	406
Ambulance or emergency medical services	29%	117	41%	166	7%	30	2%	9	21%	85	100%	407
Crime prevention	9%	35	33%	135	30%	122	13%	51	15%	62	100%	405
Fire prevention and education	10%	42	34%	136	18%	74	5%	21	32%	130	100%	402
Municipal courts	3%	11	19%	76	20%	80	7%	27	52%	208	100%	402
Traffic enforcement	8%	30	38%	152	28%	111	17%	69	10%	38	100%	400
Street repair	5%	21	27%	106	32%	128	33%	130	4%	16	100%	400
Street cleaning	8%	31	30%	117	36%	141	20%	78	7%	29	100%	398
Street lighting	8%	31	30%	123	36%	145	25%	100	2%	8	100%	406
Sidewalk maintenance	6%	26	28%	111	25%	100	22%	90	19%	75	100%	402
Traffic signal timing	6%	26	36%	146	31%	125	22%	89	4%	18	100%	403
Bus or transit services	3%	10	13%	50	11%	45	11%	44	62%	243	100%	392
Garbage collection	30%	120	50%	204	14%	56	4%	14	2%	10	100%	405
Recycling	30%	123	49%	196	12%	50	3%	12	6%	23	100%	404

Question 11: Service Quality												
Please rate the quality of each of the following services in Cape Coral:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Yard waste pick-up	27%	109	49%	197	15%	60	5%	19	5%	21	100%	405
Storm drainage	9%	36	41%	165	26%	106	14%	56	9%	37	100%	400
Drinking water	8%	33	35%	140	22%	88	24%	98	11%	43	100%	402
Sewer services	11%	44	37%	148	21%	84	8%	30	23%	90	100%	397
Power (electric and/or gas) utility	16%	63	51%	204	25%	102	7%	29	2%	6	100%	404
City parks	23%	93	55%	221	11%	43	3%	11	9%	35	100%	403
Recreation programs or classes	11%	44	33%	133	19%	77	2%	8	35%	138	100%	400
Recreation centers or facilities	11%	45	38%	152	20%	79	4%	16	26%	105	100%	397
Land use, planning and zoning	2%	7	17%	68	27%	109	28%	114	26%	103	100%	401
Code enforcement (weeds, abandoned buildings, etc)	5%	19	16%	65	34%	137	37%	149	8%	32	100%	402
Animal control	6%	23	32%	127	22%	90	14%	56	26%	106	100%	402
Economic development	2%	7	16%	65	32%	127	31%	122	20%	79	100%	401
Health services	7%	28	36%	146	30%	122	8%	33	18%	72	100%	401
Services to seniors	5%	22	27%	108	18%	71	5%	19	45%	183	100%	402
Services to youth	3%	13	25%	99	18%	73	18%	70	36%	144	100%	399
Services to low-income people	2%	8	10%	41	17%	68	17%	69	53%	211	100%	397
Public library services	31%	124	42%	169	8%	30	2%	7	18%	70	100%	401
Public information services	7%	28	42%	171	21%	85	6%	24	24%	95	100%	402
Public schools	12%	48	32%	130	19%	74	7%	29	30%	119	100%	400
Cable television	7%	29	30%	118	28%	112	14%	57	20%	77	100%	394
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	58	43%	170	22%	85	6%	24	14%	56	100%	393
Preservation of natural areas such as open space, farmlands and greenbelts	5%	19	30%	117	27%	107	11%	45	27%	106	100%	393

Question 12: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Cape Coral	3%	13	45%	182	31%	127	17%	67	4%	14	100%
The Federal Government	3%	13	24%	97	36%	146	21%	86	16%	64	100%	404
The State Government	3%	11	28%	114	38%	153	15%	61	16%	65	100%	404
Lee County Government	4%	15	31%	125	38%	153	16%	64	11%	45	100%	402

Question 13: Contact with City Employees		
Have you had any in-person or phone contact with an employee of the City of Cape Coral within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	34%	138
Yes	66%	270
Total	100%	408

Question 14: City Employees												
What was your impression of the employee(s) of the City of Cape Coral in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	19%	55	52%	148	20%	56	6%	18	3%	7	100%
Responsiveness	27%	76	37%	105	21%	59	13%	36	2%	6	100%	283
Courtesy	27%	77	38%	108	17%	48	17%	47	2%	5	100%	285
Overall impression	19%	55	42%	119	21%	59	16%	46	1%	4	100%	283

Question 15: Government Performance												
Please rate the following categories of Cape Coral government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Cape Coral	3%	14	27%	110	33%	134	32%	129	5%	21	100%
The overall direction that Cape Coral is taking	4%	18	23%	95	35%	144	31%	127	6%	23	100%	407
The job Cape Coral government does at welcoming citizen involvement	4%	15	18%	73	30%	123	25%	101	24%	97	100%	410
The job Cape Coral government does at listening to citizens	3%	11	10%	41	29%	120	41%	166	17%	69	100%	407

Question 16: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Cape Coral to someone who asks	22%	90	46%	190	14%	56	15%	63	3%	13	100%
Remain in Cape Coral for the next five years	40%	165	28%	117	10%	40	15%	63	6%	26	100%	412

Question 17: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	3%	13
Somewhat positive	9%	38
Neutral	31%	126
Somewhat negative	35%	144
Very negative	22%	90
Total	100%	411

Question 18a: Policy Question 1												
To what extent would your support or oppose an increase in taxes to maintain or improve the following services?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Police services	17%	68	31%	127	19%	78	30%	123	4%	18	100%
Fire services	16%	67	35%	143	18%	76	25%	105	6%	24	100%	414
Road improvements	14%	58	35%	144	20%	84	28%	115	3%	12	100%	412
Economic development	20%	84	30%	124	18%	73	25%	103	6%	25	100%	409
More recreational facilities (such as ball fields, parks, community centers)	14%	59	23%	96	23%	96	35%	145	4%	17	100%	412
More recreational programs (such as events and youth/senior programs)	14%	58	27%	113	21%	86	33%	137	5%	20	100%	414

Question 18b: Policy Question 2		
Based on the current downturn in the economy, the City will need to increase revenues or reduce services. To what extent do you support or oppose action to increase revenues (i.e. taxes, fees, etc.) in order to maintain existing levels of service?	Percent of respondents	Count
Strongly support	4%	14
Somewhat support	22%	89
Somewhat oppose	29%	113
Strongly oppose	40%	158
Don't know	6%	23
Total	100%	397

Question 18c: Policy Question 3												
If significant cuts need to be made due to decreased revenue, the City will need to reduce services. To what extent would you support or oppose a reduction in the following services?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Police services	14%	59	19%	80	25%	104	39%	160	2%	8	100%
Fire services	10%	42	20%	82	30%	121	38%	153	2%	9	100%	406
Road maintenance	16%	66	30%	123	39%	158	11%	46	3%	13	100%	406
Parks programs	21%	85	36%	147	25%	103	15%	62	3%	14	100%	411
Code enforcement	32%	132	28%	116	22%	91	12%	50	5%	20	100%	409

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	43%	177
Yes, full-time	49%	201
Yes, part-time	8%	32
Total	100%	410

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	75%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	15%
Bus, rail, subway or other public transportation	1%
Walk	0%
Bicycle	0%
Work at home	8%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Cape Coral?	Percent of respondents	Count
Less than 2 years	8%	32
2 to 5 years	26%	107
6 to 10 years	25%	104
11 to 20 years	21%	87
More than 20 years	21%	86
Total	100%	416

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	84%	348
House attached to one or more houses (e.g., a duplex or townhome)	3%	12
Building with two or more apartments or condominiums	12%	50
Mobile home	0%	0
Other	1%	4
Total	100%	413

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	17%	67
Owned by you or someone in this house with a mortgage or free and clear	83%	329
Total	100%	396

Question D6: Monthly Housing Cost		
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	3%	13
\$300 to \$599 per month	11%	44
\$600 to \$999 per month	23%	93
\$1,000 to \$1,499 per month	28%	115
\$1,500 to \$2,499 per month	25%	103
\$2,500 or more per month	10%	41
Total	100%	409

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	60%	247
Yes	40%	168
Total	100%	415

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	73%	303
Yes	27%	112
Total	100%	415

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	14%	57
\$25,000 to \$49,999	32%	129
\$50,000 to \$99,999	41%	162
\$100,000 to \$149,000	10%	41
\$150,000 or more	2%	10
Total	100%	400

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	87%	354
Yes, I consider myself to be Spanish, Hispanic or Latino	13%	51
Total	100%	405

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	2%	7
Asian, Asian Indian or Pacific Islander	2%	7
Black or African American	3%	14
White	89%	366
Other	8%	32
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	1%	5
25 to 34 years	26%	109
35 to 44 years	12%	51
45 to 54 years	26%	108
55 to 64 years	13%	55
65 to 74 years	12%	48
75 years or older	9%	37
Total	100%	412

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	52%	211
Male	48%	196
Total	100%	407

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	7%	28
Yes	89%	366
Ineligible to vote	2%	9
Don't know	2%	8
Total	100%	411

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	17%	70
Yes	80%	333
Ineligible to vote	2%	10
Don't know	1%	3
Total	100%	416

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Cape Coral were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Cape Coral boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Cape Coral households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Cape Coral boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Cape Coral. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning March 20, 2009. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

Of the 1,200 surveys mailed, 126 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,074 households receiving the survey mailings, 425 completed the survey, providing a response rate of 40%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

In theory, in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than four percentage points in either direction from what would have been obtained had responses been collected from all City of Cape Coral adults. This difference from the presumed population finding is referred to as the sampling error (or the “margin of error” or 95% confidence interval”). For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders that may affect sample findings. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2006 American Community Survey Census estimates. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were race/ethnicity and gender/age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Cape Coral Citizen Survey Weighting Table			
Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	22%	13%	17%
Own home	78%	87%	83%
Detached unit	84%	81%	84%
Attached unit	16%	19%	16%
Race and Ethnicity			
White alone, not Hispanic	79%	88%	79%
Hispanic and/or other race	21%	12%	21%
Sex and Age			
Female	52%	47%	51%
Male	48%	53%	49%
18-34 years of age	28%	10%	28%
35-54 years of age	39%	28%	39%
55+ years of age	33%	62%	34%
Females 18-34	15%	6%	15%
Females 35-54	20%	14%	20%
Females 55+	17%	27%	18%
Males 18-34	14%	4%	13%
Males 35-54	19%	14%	19%
Males 55+	15%	35%	15%

¹ Source: 2006 American Community Survey

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but

also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service—one that closes most of its cases, solves most of its crimes and keeps the crime rate low—still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Cape Coral to the Benchmark Database

The City of Cape Coral chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Cape Coral Survey was included

in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons are available, Cape Coral results are noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of Cape Coral's rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Cape Coral.

City of Cape Coral

City Manager's Office
P.O. Box 150027
Cape Coral, Florida 33915-0027

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

City of Cape Coral

City Manager's Office
P.O. Box 150027
Cape Coral, Florida 33915-0027

Presorted
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Presorted
First Class Mail
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PAID
Boulder, CO
Permit NO. 94

Dear Cape Coral Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Cape Coral. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Jim Burch
Mayor

Dear Cape Coral Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Cape Coral. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



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Sincerely,



Jim Burch
Mayor

City of Cape Coral

March 2009

Dear Cape Coral Resident:

The City of Cape Coral wants to know what you think about our community and municipal government. You have been randomly selected to participate in Cape Coral's 2009 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Cape Coral residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 239-574-0448.

Please help us shape the future of Cape Coral. Thank you for your time and participation.

Sincerely,



Jim Burch
Mayor

City of Cape Coral

March 2009

Dear Cape Coral Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Cape Coral wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Cape Coral's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help Cape Coral City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Cape Coral residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 239-574-0448.

Please help us shape the future of Cape Coral. Thank you for your time and participation.

Sincerely,



Jim Burch
Mayor

The City of Cape Coral 2009 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Cape Coral:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Cape Coral as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Cape Coral as a place to raise children.....	1	2	3	4	5
Cape Coral as a place to work.....	1	2	3	4	5
Cape Coral as a place to retire	1	2	3	4	5
The overall quality of life in Cape Coral.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Cape Coral as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Overall appearance of Cape Coral	1	2	3	4	5
Cleanliness of Cape Coral	1	2	3	4	5
Overall quality of new development in Cape Coral.....	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Cape Coral	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities ..	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Cape Coral.....	1	2	3	4	5
Ease of bus travel in Cape Coral.....	1	2	3	4	5
Ease of bicycle travel in Cape Coral	1	2	3	4	5
Ease of walking in Cape Coral.....	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventative health services.....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Cape Coral	1	2	3	4	5
Overall image or reputation of Cape Coral.....	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Cape Coral over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Cape Coral?
 Not a problem Minor problem Moderate problem Major problem Don't know

5. Please rate how safe or unsafe you feel from the following in Cape Coral:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Cape Coral's downtown area during the day.....	1	2	3	4	5	6
In Cape Coral's downtown area after dark.....	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?
 No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

8. If yes, was this crime (these crimes) reported to the police?
 No Yes Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Cape Coral?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Cape Coral public libraries or their services	1	2	3	4	5
Used Cape Coral recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or city park	1	2	3	4	5
Ridden a local bus within Cape Coral	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television	1	2	3	4	5
Read Cape Coral Newsletter <i>On The Move</i>	1	2	3	4	5
Visited the City of Cape Coral Web site (at www.capecoral.net)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Cape Coral	1	2	3	4	5
Participated in religious or spiritual activities in Cape Coral	1	2	3	4	5
Participated in a club or civic group in Cape Coral	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

10. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
 Several times a week
 Several times a month
 Once a month
 Several times a year
 Once a year or less
 Never

The City of Cape Coral 2009 Citizen Survey

11. Please rate the quality of each of the following services in Cape Coral:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Municipal courts	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

12. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Cape Coral.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Lee County Government.....	1	2	3	4	5

13. Have you had any in-person or phone contact with an employee of the City of Cape Coral within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 15 Yes → Go to Question 14

14. What was your impression of the employee(s) of the City of Cape Coral in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

15. Please rate the following categories of Cape Coral government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Cape Coral.....	1	2	3	4	5
The overall direction that Cape Coral is taking.....	1	2	3	4	5
The job Cape Coral government does at welcoming citizen involvement.....	1	2	3	4	5
The job Cape Coral government does at listening to citizens.....	1	2	3	4	5

16. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Cape Coral to someone who asks.....	1	2	3	4	5
Remain in Cape Coral for the next five years.....	1	2	3	4	5

17. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive Somewhat positive Neutral Somewhat negative Very negative

18. Please check the response that comes closest to your opinion for each of the following questions:

a. To what extent would you support or oppose an increase in taxes to maintain or improve the following services?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Police services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Road improvements.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
More recreational facilities (such as ball fields, parks, community centers).....	1	2	3	4	5
More recreational programs (such as events and youth/senior programs).....	1	2	3	4	5

b. Based on the current downturn in the economy, the City will need to increase revenues or reduce services. To what extent do you support or oppose action to increase revenues (i.e., taxes, fees, etc.) in order to maintain existing levels of service?

- Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know

c. If significant budget cuts need to be made due to decreased revenue, the City will need to reduce services. To what extent would you support or oppose a reduction in the following services?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Police services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Road maintenance.....	1	2	3	4	5
Parks programs.....	1	2	3	4	5
Code enforcement.....	1	2	3	4	5

The City of Cape Coral 2009 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults days
- Bus, Rail, Subway or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Cape Coral?

- Less than 2 years 11-20 years
- 2-5 years More than 20 years
- 6-10 years

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

- 18-24 years 55-64 years
- 25-34 years 65-74 years
- 35-44 years 75 years or older
- 45-54 years

D13. What is your sex?

- Female
- Male

D14. Are you registered to vote in your jurisdiction?

- No
- Yes
- Ineligible to vote
- Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No
- Yes
- Ineligible to vote
- Don't know

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

City of Cape Coral

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Cape Coral, Florida 33915-0027

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