

THE CENTER
FOR RESEARCH



COMMUNITY SATISFACTION FINAL REPORT

Prepared for



MIAMIBEACH

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Moreover, no information regarding these findings will be released without the written consent of an authorized representative of the City of Miami Beach, Florida.

TABLE OF CONTENTS

1 SECTION

Introduction..... Page 3

2 SECTION

Methodology..... Page 5

3 SECTION

Highlights, KIO's, Normative Comparison & Key Driver Analysis Overview..... Page 8

4 SECTION

Summary of Findings..... Page 49

Residential Survey	<i>Quality of Life</i>	49
	<i>City Services</i>	56
	<i>Historic Preservation and Development</i>	60
	<i>Transportation/ Parking</i>	61
	<i>Safety</i>	66
	<i>Culture/ Entertainment/ Tourism</i>	69
	<i>Recreation</i>	77
	<i>Economy/ Taxes</i>	78
	<i>Communications/ Customer Service/ Internal City Processes</i>	81
	<i>Website</i>	88
	<i>Building Department</i>	89
Business Survey	<i>Demographics</i>	91
	<i>City Services</i>	98
	<i>Planning/ Zoning/ Construction</i>	101
	<i>Historic Preservation and Development</i>	104
	<i>Transportation/ Parking</i>	106
	<i>Safety</i>	110
	<i>Culture/ Entertainment/ Tourism</i>	115
	<i>Economy/ Taxes</i>	117
	<i>Communications/ Customer Service/ Internal City Processes</i>	119
	<i>Website</i>	126
	<i>Building Department</i>	127
<i>City Government</i>	129	
<i>Demographics</i>	134	

5 SECTION

Appendix..... Page 140

1 INTRODUCTION

The Center for Research & Public Policy (CRPP) is pleased to present the results of the 2009 Residential Satisfaction Survey conducted among residents of the City of Miami Beach, Florida and a 2009 Business Satisfaction Survey conducted among business owners and managers throughout the City of Miami Beach, Florida.

The Residential Satisfaction Survey was designed to provide resident input on quality of life, city services, historic preservation and development efforts; transportation and parking; safety; availability and use of cultural events and entertainment in the City; recreation; taxes; satisfaction with the City's website; and experiences with the Building Department.

The Business Satisfaction survey was designed to provide business owner or manager input on City services, planning/zoning/construction; historic preservation and development efforts; transportation and parking; safety; tourism and culture/entertainment within the City; taxes; communication efforts; use and satisfaction with the City's website; experiences with the Building Department and City Government.

The research study included a comprehensive telephone survey. Interviews were conducted among residents and business managers/owners of the City by phone. CRPP, working together with officials from the City of Miami Beach, designed two separate survey instruments – one used when calling residents and the other when calling local business owners/managers. Both survey instruments were also translated into Spanish.

This report summarizes information collected from telephone surveys conducted between March 2, 2009 and April 13, 2009 with limited oversampling conducted April 26 – 28, 2009.

The survey instrument employed in the *Residential Satisfaction Survey* included the following areas for investigation:

- Quality of life;
- Ratings of City services;
- Opinion of City's historic preservation and development efforts;
- Availability of parking and transportation options;
- Ratings of public safety services;
- Safety in neighborhoods and commercial areas in daytime and nighttime ;
- Use of city destinations/attractions and availability of cultural events;
- Views of recreation needs;
- Perceived value of City services compared to tax dollars paid;
- Prioritization of essential City services;
- Communication preferences and opinion of communication efforts made by the City of Miami Beach;
- Experience with contacting the City's government;
- Rating of the City's website;
- Experience with the Building Department; and
- Demographics.

The survey instrument employed in the *Business Satisfaction Survey* included the following areas for investigation:

- Reason for locating business in the City of Miami Beach;
- Ratings of City services;
- Satisfaction with planning/zoning/construction in the City;
- Opinions of historic preservation efforts being made by the City;
- Ratings and opinions of availability of transportation and parking within the City;
- Ratings of public safety services and inspection services;
- Availability of cultural events, entertainment and tourist attractions;
- Perceived value of City services compared to the tax dollars paid;
- Communication preferences and view of efforts made by City to communicate with businesses;
- Experience with contacting the City of Miami Beach government;
- View of Miami Beach government as being concerned with business issues and meeting the needs of local business;
- Opinion of the City's website; and
- Demographics.

Section II of this report discusses the Methodology used in the study, while Section III includes Highlights derived from an analysis of the quantitative research. Section IV is a Summary of Findings for the residential telephone surveys - a narrative account of the data.

Section V is an Appendix to the report containing crosstabulation tables, copies of the survey instruments employed (residential and business), a detailed normative comparison report and copies of the composite aggregate data sets (residential and business).

METHODOLOGY

Using a quantitative research design, CRPP completed 2,100 interviews among residents of the City of Miami Beach and 530 interviews among business leaders within the City of Miami Beach, Florida.

All residential telephone interviews were conducted between March 2, 2009 and April 13, 2009 with limited oversampling conducted April 26 – 28, 2009. Residents were contacted between 5:00 p.m. and 9:00 p.m. Monday through Thursday and from 5:00 p.m. to sundown on Fridays. Call backs were conducted, upon request, on Saturdays from 10:00 a.m. to 4:00 p.m.

All business telephone interviews were conducted between March 2 and April 8, 2009. Business leaders were contacted during regular business hours Monday through Friday with callbacks being conducted upon request.

Average call time was **19** minutes for **residential** surveys and **16** minutes for **business** surveys.

Survey input was provided and the final survey was approved by City of Miami Beach, Florida officials.

Survey design at CRPP is a careful, deliberative process to ensure fair, objective and balanced surveys. Staff members, with years of survey design experience, edit out any bias. Further, all scales used by CRPP (either numeric, such as one through ten, or wording such as strongly agree, somewhat agree, somewhat disagree, or strongly agree) are balanced evenly. And, placement of questions is carefully accomplished so that order has minimal impact.

CRPP employed a stratified random sampling procedure. The City of Miami Beach provided a comprehensive list of addresses within each of the five regions. Survey Sampling International provided look-up services for these addresses. To include unlisted households, CRPP utilized a “super random digit” sampling procedure, which derives a working telephone sample of unlisted telephone numbers.

CRPP also purchased sample for 877 “cell phone only” users from *Survey Sampling Incorporated*. Until recently, access to cell phone numbers was limited or not available. After receiving sample frames, CRPP randomly called through and collected data from a total of 26 respondents. Further analysis for this subgroup was then conducted to monitor any response differences from their land line counterpart which is provided in the crosstabulation analysis located in the highlights section of this report along with the crosstabulation tables located in the appendix of this report.

Respondents qualified for the *Residential Satisfaction Survey* if they confirmed they were at least eighteen years of age.

Respondents qualified for the *Business Satisfaction Survey* if they confirmed to be an owner or manager of their business.

Training of telephone researchers and a pre-test of both survey instruments occurred on Monday, March 2, 2009.

All facets of the study were completed by CRPP's senior staff and researchers. These aspects include: survey design, pre-test, computer programming, fielding, coding, editing, data entry, verification, validation and logic checks, computer analysis, analysis, and report writing.

Completion rates are a critical aspect of any telephone survey research. Because one group of people might be easier to reach than another group, it is important that concentrated efforts are made to reach all groups to an equal degree. A high completion rate means that a high percentage of the respondents within the original sample were actually contacted, and the resulting sample is not biased toward one potential audience. CRPP maintained a **75%** completion rate on all calls made during the Satisfaction Survey. A high completion rate, many times indicates an interest in the topic.

Statistically, a sample of 2,100 residential surveys represents a margin for error of +/-2.0% at a 95% confidence level and a sample of 530 business surveys represents a margin for error of +/-2.84% at a 95% confidence level.

In theory, a sample of Miami Beach residents will differ no more than +/-2.0% than if all Miami Beach residents were contacted and included in the survey. That is, if random probability sampling procedures were reiterated over and over again, sample results may be expected to approximate the large population values within plus or minus 2.0% -- 95 out of 100 times.

In addition, a sample of Miami Beach business leaders will differ no more than +/-2.84% than if all Miami Beach business leaders were contacted and included in the survey. That is, if random probability sampling procedures were reiterated over and over again, sample results may be expected to approximate the larger population values within plus or minus 2.84% -- 95 out of 100 times.

Readers of this report should note that any survey is analogous to a snapshot in time and results are only reflective of the time period in which the survey was undertaken. Should concerted public relations or information campaigns be undertaken during or shortly after the fielding of the survey, the results contained herein may be expected to change and should be, therefore, carefully interpreted and extrapolated.

Furthermore, it is important to note that all surveys contain some component of "sampling error." Error that is attributable to systematic bias has been significantly reduced by utilizing strict random probability procedures. This sample was strictly random in that selection of each potential respondent was an independent event, based on known probabilities.

Since many consider positive ratings which are at or above 85% to be "world class," most organizations strive to attain and maintain positive ratings (i.e. cumulative total of excellent & good, very & somewhat satisfied, 1 – 4 ratings on a ten-point numeric scale, etc.) in the high 80's and low 90's (without "don't know" responses). Further, many consider the "excellent" rating to be an indicator of advocacy in a particular category so often view the rating individually. Benchmark findings for excellent ratings are not available due to the wide variety of scale versions being utilized in questions and methodologies (excellent, good, fair, poor or excellent, good, neutral, fair, poor, etc.). CRPP, in all its reports, presents each rating individually so the reader can view separately or in a cumulative fashion.

Upon completion of 2,000 residential sample, CRPP weighted the composite aggregate data by age to help demonstrate that missing cases of younger respondents (under 45) in two of the five residential districts would not significantly impact the results we reported out. The result of this process demonstrated results changed by an average of less than 1.0%.

Similarly, an additional request from the City was to over-sample to enhance the demographics to include more residents in two districts who were Hispanic, younger (under 45), renters and had Spanish as the primary language at home. The survey composite city-wide demographics moved as follows: Hispanics moved from 38.6% to 43.9%, over 65 years of age moved from 40.6% to 36.1%, those renting moved from 24.3% to 27.1%, and Spanish language at home moved from 24.7% to 31.9%. Of course, this movement is more pronounced within each of the two districts over-sampled.

While this event did move the survey demographics closer to U.S. Census, it did not change the original survey results by more than an average of 1.0%. The comparison of survey demographics to U.S. Census data is contained in **Appendix One** of this report.

Prior to over-sampling, CRPP was asked to view U.S. Census data on the regional level to determine if other areas such as rent/own, Hispanic, age, or language at home might need enhancing as well. CRPP did not find any additional areas that warranted enhancement. Readers should note, not all data available on a tract or City-wide basis is available on a group block basis (the foundation of the five region/district review). Further, not all response code or response category groupings are comparable between the survey and census. Readers can view available data points by going to American Fact Finder within the U.S. Census website.

In the end, the original survey of 2,000 and the enhanced survey of 2,100 both represent a margin for error of +/-2.0% at a 95% confidence level. The results have not changed through weighting or over-sampling. CRPP continues to regard both sets of results as statistically sound, credible and reliable as each qualified household or business within the City of Miami Beach had an equal chance for participating in the study. Statistical random error, however, can never be eliminated but may be significantly reduced by increasing sample size.

HIGHLIGHTS

RESIDENTIAL HIGHLIGHTS

Impressively, upon reviewing each of the 31 residential tracking questions from the 2007 study, the City of Miami Beach experienced increases in each of the areas measured by an overall average of approximately 7.0%. In addition, the City also experienced increases in each of the 27 comparable questions from the 2005 study by an overall average of 7.8%. The list of the 31 residential tracking questions are contained in Appendix Two of this report.

When reviewing data by the South Pointe region, increases were experienced in 29 of 31 tracking areas measured.

When reviewing data by the South Beach & Belle Isle region, increases were also experienced in 29 of 31 tracking areas measured.

When reviewing data by the Condo Corridor region, increases were experienced in 28 of 31 tracking areas measured.

When reviewing data by the Mid Beach & Islands region, increases were experienced in 25 of 31 tracking areas measured.

When reviewing data by the North Beach region, increases were experienced in each of the 31 tracking areas measured.

ON QUALITY OF LIFE...

- Impressively, a majority of respondents, 84.8%, reported their overall quality of life, within the City of Miami Beach, as either “excellent” (29.1%) or “good” (55.7%). This number is up from 75.0% reported in 2007.
- Nearly one-third of all respondents, 29.0%, reported “weather” as having a positive impact on the quality of life in Miami Beach. Another 19.3% reported “beaches” as having a positive impact on the quality of life within the city.
- Additionally, one-quarter of all respondents, 25.2%, reported “too many people” as having a negative impact on the quality of life in Miami Beach. Another 15.5% reported “crime” as having a negative impact on the quality of life within the City.
- Slightly more than half of all respondents surveyed, 52.6%, reported their outlook for their own standard of living as “good and improving” (50.8%) or “poor but improving” (1.8%). Another 47.4% suggested their outlook for their own standard of living as either “good but declining” (44.5%) or “poor and declining” (2.9%).

- The majority of all respondents, 86.6%, reported Miami Beach as an “excellent” (32.4%) or “good” (54.2%) place to live. This number is up slightly from 83.0% reported previously in 2007.
- Slightly more than three-quarters of all respondents, 78.3%, reported they either “definitely would” (49.4%) or “probably would” (28.9%) recommend the City of Miami Beach to others as a place to live. This number is consistent with 76.0% recorded previously in 2007.
- Residential respondents reported the following as leading changes which would make Miami Beach a better place to live, work, play or visit: “more police” (19.3%), “less traffic congestion” (18.6%), “clean garbage from streets” (16.3%) and “more parking/parking lots” (15.1%).

ON CITY SERVICES...

- When asked to rate fourteen different City characteristics, services or programs, residential respondents provided the highest positive ratings for: “The appearance of playgrounds” (87.3% in 2009 from 80.0% in 2007), “The appearance and maintenance of the City’s public buildings” (87.2% in 2009 from 81.0% in 2007) and “The maintenance of parks” (85.1% in 2009 from 76.0% in 2007).
- While the lowest positive ratings were reported for the following three services or programs, each showed improvement from the 2007 survey: “Cleanliness of canals/waterways” (61.2% in 2009 from 54.0% in 2007), “The job the City is doing to address homelessness” (43.6% in 2009 from 32.0% in 2007 * readers should note, question wording changed slightly) and “Storm drainage” (43.7% in 2009 from 42.0% in 2007).

ON HISTORIC PRESERVATION AND DEVELOPMENT...

- More than three-quarters of all respondents, 77.1%, reported the effort put forth by the City of Miami Beach on historic preservation is “about the right amount.” Remaining respondents reported either “too little” (15.4%) or “too much” (7.5%). Although question wording was modified slightly, the number of respondents reporting “right amount” is up significantly from 66.0% recorded previously in both 2007 and 2005.
- While nearly half, 47.6%, suggested the effort put forth by the City to regulate development is “about the right amount,” another 29.6% indicated “too little” effort is being put forth by the City in this area. This question was new to the survey in 2009. Again, while question wording was modified from pace of new construction to effort to regulate development, the number of respondents reporting “right amount” is up from 35.0% recorded in 2007 and 41.0% recorded in 2005.

ON TRANSPORTATION/PARKING...

- The top three most frequently reported modes of transportation are as follows: “car” (71.3% in 2009 from 63.0% in 2007 and 56.0% in 2005), “local bus circulators in South Beach” (14.0% in 2009 from 7.0% in 2007) and “walking/bicycling” (6.1% in 2009 from 14.0% in 2007). Significantly, more than two-fifths of respondents from South Beach and Belle Isle, 43.1%, reported not using a car as their primary mode of transportation. The majority of this group reported using either the “local circulator” (21.4%) or “walking/bicycling” (12.3%). Similarly, a significant percentage of South Pointe respondents, 30.7%, also reported not using a car as their primary source and reported the “local circulator” (13.5%) or “walking/bicycling” (9.5%) most frequently as the alternative.
- Importantly, more than three-quarters of all respondents, 77.2%, reported “too little” parking is currently available throughout the City. Among those suggesting “too little” parking is available, a majority, 79.3%, reported “Car” as their primary mode of transportation. In addition, there is simply an increased number of respondents (71.3% in 2009 from 63.0% in 2007) reporting “Car” to be their primary mode of transportation.
- When compared with previous study results, an increased percentage of respondents (31.1% in 2009 from 24.0% in 2007) reported traffic flow in Miami Beach is either “excellent” (2.1%) or “good” (29.0%).
- Up from 48.0% previously recorded in 2007, more than half of all 2009 respondents, 54.6%, reported the condition of roads in Miami Beach are either “excellent” (4.9%) or “good” (49.7%).
- Encouragingly, more than half of all respondents, 51.5%, reported a willingness to use “local bus circulators” as an alternative to taking a car.
- Additionally, while 16.8% of all respondents reported a willingness to ride “bicycles” as an alternative to taking a car, nearly two-thirds of all respondents, 63.7%, reported there are “too few” bicycle paths/lanes available throughout the City.

ON SAFETY...

- When asked to rate five different Public Safety Services which include Police, Emergency Medical Response, Fire, Ocean Rescue/Lifeguard/Beach Patrol and Emergency/Hurricane Preparedness, residential respondents provided increased positive ratings for each of the five services when compared with the previous study.
- Of the five Public Safety Services measured, the highest positive rating was recorded for “Fire” (96.8% in 2009 from 96.0% in 2007), and, while up from the 2007 study, the lowest positive rating was recorded for “Police” (83.9% in 2009 from 78.0% in 2007).
- The clear majority of all respondents, 96.3%, suggested they feel either “very safe” or “somewhat safe” in their neighborhood during the day.

- A slightly smaller majority of all respondents, 89.6%, also suggested they feel either “very safe” or “somewhat safe” in their neighborhood during the evening/night-time.
- A similar majority of all respondents, 87.8%, suggested they feel either “very safe” or “somewhat safe” in business commercial areas during the evening/night-time.
- Residential respondents reported the following as their top three most important areas for the City of Miami Beach to address in an effort to improve public safety throughout the City: “Preventing crime” (44.9%), “Enforcing traffic laws” (36.1%) and “Increasing visibility of police in neighborhoods” (32.4%).

ON CULTURE/ENTERTAINMENT/TOURISM...

- When asked, respondents reported the greatest attendance for the following three City destinations/attractions: “restaurants” (80.2% reported “10 or more times annually”), “beaches” (62.5% reported “10 or more times annually”) and “City park/recreational facilities” (50.4% reported “10 or more times annually”).
- High satisfaction levels (those providing “excellent” or “good” rating) were recorded for each of the following City destinations/attractions by those respondents suggesting annual use: “City park/recreational facilities” (84.1%), “beaches” (81.9%) and “recreation programs/family friendly activities” (81.6%).
- While the majority of respondents suggested “right amount” or “too many,” more than one-fifth of all residential respondents reported “too few” of the following are offered in the City of Miami Beach: “Museums” (29.3%), “Family friendly activities” (24.6%) and “Cultural activities” (24.1%).
- More than two-thirds of all residential respondents surveyed, 69.6%, reported the City is doing either a “very good” (17.5%) or “good” (52.1%) job handling events that attract large crowds to Miami Beach. This number is up from 66.0% reporting the same previously in 2007.
- While more than two-thirds of all residential respondents, 69.2%, suggested the tourism industry in Miami Beach contributes “about the right amount” to the quality of life for residents, another 13.3% indicated the industry contributes “too little” to the quality of life for residents of Miami Beach.

ON RECREATION...

- Nearly two-fifths of all residential respondents surveyed, 37.3%, feel the “18 years of age and under” demographic should benefit most from limited resources during tough economic times, while another 26.1% reported the “65 years of age and older” demographic should benefit most from limited resources during tough economic times. Readers should note, the other two age categories measured also received significant responses – “19 – 35 years of age” (20.3%) and “36 to 64 years of age” (16.3%).

ON ECONOMY/TAXES...

- When asked to estimate the amount of Property tax that goes to the City of Miami Beach to fund City services, residential respondents reported an average of 25.57% of their property tax goes to the City to fund services. According to City officials, the actual amount for a median value homesteaded residential property is estimated to be 28.0% at the time this study was conducted.
- Just under two-thirds of all residential respondents, 64.9%, reported the value of City services for the tax dollars paid is either “excellent” (9.2%) or “good” (55.6%). This number is up significantly from 46.0% reporting the same in 2007. Importantly, value of City services for the tax dollars paid is significantly higher among those who believe “28% or less” (73.5% excellent/good) of their Property Tax bill goes to fund City Services as compared to those who believe “29% or higher” (68.2% excellent/good) of their Property Tax bill goes to fund City Services.
- After being presented with a short list of City services, respondents selected “Cleanliness” (64.1%) most frequently as the service which the City should strive not to reduce if reductions become necessary. This was followed by “Code enforcement” (28.7%) and “Arts & Culture” (24.2%).

ON COMMUNICATIONS/CUSTOMER SERVICE/INTERNAL PROCESSES...

- While nearly two-fifths of all respondents surveyed, 39.1% (from 24.0% in 2007), reported most often obtaining information about the City through “Daily newspaper articles,” another 23.6% (from 12.0% in 2007) reported visiting the “Miami Beach website” most often to get information about the City.
- And, while a majority of those surveyed, 79.3%, reported getting “about the right amount” of information from the City, another 18.5% indicated getting “too little” information from the City. Among those respondents getting “about the right amount” of information from the City, “daily newspaper articles” (42.7%), “Miami Beach website” (24.0%) and “cable channel MB77” (18.8%) were reported most frequently as the sources for information.
- Among those residential respondents reporting a contact with City of Miami Beach government, a decreased percentage suggested the purpose for the contact was to “file a complaint” (29.1% in 2009 from 41.0% in 2007).
- Thinking about their most recent contact with City government, residential respondents provided increased ratings in each of the four areas of customer service measured (“it was easy to get to someone who could help me,” “the employees that assisted me were courteous and professional,” “The employees that assisted me had the proper training and knowledge” and “Overall I was satisfied with the experience I had contacting the City”).

- Among the four areas of customer service measured, the highest percent of respondents agreed that: “The employees that assisted me were courteous and professional” (85.5% agree in 2009 from 79.0% in 2007), while the lowest percent level of agreement was recorded for: “Overall, I was satisfied with the experience I had contacting the City” (68.1% agree in 2009 from 62.0% in 2007).
- While slightly more than two-thirds of all respondents, 69.0%, reported to either “strongly agree” (16.9%) or “agree” (52.1%) that the City of Miami Beach government is open and interested in hearing the concerns or issues of residents, another 16.9% “neither agree nor disagree” and 14.0% either “disagree” (9.6%) or “strongly disagree” (4.4%).

ON THE WEBSITE...

- Among those residential respondents (35.2%) who reported a visit to www.miamibeachfl.gov in the past six months, the large majority, 89.4%, reported being either “very satisfied” (50.5%) or “somewhat satisfied” (38.9%) with the website overall.

ON THE BUILDING DEPARTMENT...

- Among those residential respondents (15.4%) who reported a contact or direct experience with the City of Miami Beach Building Department during the past twelve months, nearly half, 47.4%, described their experience with the Building Department as either “excellent” (14.4%) or “good” (33.0%). This number is up somewhat from 42.0% reporting the same in 2007.

BUSINESS HIGHLIGHTS

Upon review of the 32 business tracking questions from 2007, the City of Miami Beach experienced increases in 28 of 32 questions measured by an overall average of approximately 8.8% and decreases in 4 of 32 questions with an average of .63%. In addition, the City also experienced increases in 28 of 29 comparable questions from the 2005 study by an overall average of 11.6%. The list of the 32 business tracking questions are contained in Appendix Three of this report.

When reviewing data by the South Beach region, increases were experienced in 30 of 32 tracking areas measured.

When reviewing data by the Mid Beach region, increases were experienced in 25 of 32 tracking areas measured.

When reviewing data by the North Beach region, increases were experienced in 27 of 32 tracking areas measured.

ON CITY SERVICES...

- More than half of all business leaders surveyed reported the primary reasons for locating their business in the City of Miami Beach as either “climate/location by beach” (27.8%) or “resident of the City” (24.7%).
- When asked to rate the City in ten different areas, business respondents provided the highest positive ratings for: “The maintenance of parks” (85.4% in 2009 from 75.0% in 2007), “The appearance and maintenance of the City’s public buildings” (85.0% in 2009 from 77.0% in 2007) and “Overall quality of the beaches” (84.9% in 2009 from 77.0% in 2007).
- Despite increases in positive ratings, the lowest positive ratings among the ten different areas were reported to be the following: “Cleanliness of canals/waterways” (61.4% in 2009 from 51.0% in 2007), “Storm drainage” (45.3% in 2009 from 37.0% in 2007) and “The City’s ability to address homelessness” (31.6% in 2009 from 28.0% in 2007).

ON PLANNING/ZONING/CONSTRUCTION...

- Among those businesses having been inspected for outside sidewalk/café permit compliance, sanitation or other use of public property, the majority, 83.5%, reported being either “very satisfied” (39.0%) or “somewhat satisfied” (44.6%) with the inspections being consistently fair.
- More than two-thirds of all business respondents, 68.2%, suggested the level of code enforcement and ordinances established by the City is “about the right amount,” while nearly one-quarter of all respondents, 23.8%, suggested the level of code enforcement and ordinances established by the City of Miami Beach government is “too much.”

ON HISTORIC PRESERVATION AND DEVELOPMENT...

- More than three-quarters of all business respondents, 77.1%, reported the effort put forth by the City of Miami Beach on historic preservation is “about the right amount.” This number is up significantly from 63.0% reporting the same in 2007 and also 56.5% in 2005. Remaining respondents reported either “too little” (11.6%) or “too much” (11.2%) effort is being put forth by the City.
- While more than half, 53.4%, suggested the effort put forth by the City to regulate development is “about the right amount,” another 27.1% indicated “too little” effort is being put forth by the City in this area.

ON TRANSPORTATION/PARKING...

- When asked to rate the effectiveness of the public transit system, business respondents reported increased positive ratings. The following is the cumulative total for those providing either an “excellent” or “good” response: “bringing customers to your business” (62.5% in 2009 from 44.0% in 2007) and “bringing employees to your business” (63.7% in 2009 from 43.0% in 2007).
- Up from 37.0% previously recorded in 2007, nearly half of all 2009 business respondents, 48.3%, reported the condition of roads in Miami Beach are either “excellent” (8.0%) or “good” (40.3%).
- However, when compared with previous study results, an increased percentage of business respondents indicated “they (customers and/or employees) are almost never able to find a (parking) place nearby” (moving to 52.6% in 2009 from 40.0% in 2007).
- When compared with previous study results, an increased percentage of business respondents reported traffic flow in Miami Beach is either “excellent” or “good” for both customers and employees trying to get to and from their place of business. The cumulative total for those providing an “excellent” or “good” response moved to 42.6% in 2009 from 28.0% in 2007.

ON SAFETY...

- When asked to rate five different Public Safety Services which include Police, Emergency Medical Response, Fire, Ocean Rescue/Lifeguard/Beach Patrol and Emergency/Hurricane Preparedness, business respondents provided increased positive ratings for each of the five services when comparing to the previous study.
- Of the five Public Safety Services measured, the highest positive rating was recorded for “Ocean Rescue/Lifeguard/Beach Patrol” (94.7% in 2009 from 93.0% in 2007), while the lowest positive rating was recorded for “Police” (81.2% in 2009 from 79.0% in 2007).
- The clear majority of all business respondents, 96.0%, suggested they and their employees feel either “very safe” or “somewhat safe” in and around their place of business during the daytime.
- A smaller majority of all business respondents, 79.6%, suggested they and their employees feel either “very safe” or “somewhat safe” in and around their place of business during the evening/night-time.
- While three-quarters of all business respondents, 74.8%, believe there is “about the right amount” of public street lighting at night in their business area, another 23.7% reported there is “not enough” street lighting at night in their business area.

- Impressively, among those business respondents having been inspected by the fire department over the past twelve months, the majority, 94.8%, reported being either “very satisfied” (67.9%) or “somewhat satisfied” (26.9%) with the inspections being consistently fair.
- Further, a similar majority, 94.1%, reported the inspections were either “very helpful” (71.5%) or “somewhat helpful” (22.6%) in improving fire safety at their establishment.
- Business respondents reported the following as their three most important areas for the City of Miami Beach to address in an effort to improve public safety throughout the City: “Preventing crime” (43.9%), “Reducing homelessness” (35.1%) and “Increasing visibility of police in neighborhoods” (33.1%).

ON CULTURE/ENTERTAINMENT/TOURISM...

- Similar to 2007 study results, more than two-fifths of all business respondents reported “too few” of the following are offered in the City of Miami Beach: “Museums” (59.2% in 2009 from 56.0% in 2007), “Family friendly activities” (53.6% in 2009 from 54.0% in 2007) and “Cultural activities” (40.3% in 2009 from 38.0% in 2007).
- Nearly three-quarters of all business respondents, 73.9%, reported the City is doing either a “very good” (24.7%) or “good” (49.2%) job handling events that attract large crowds to Miami Beach. This percent is up significantly from 60.0% reporting the same in 2007.

ON ECONOMY/TAXES...

- Just over half of all business respondents, 54.7%, reported the value of City services for the tax dollars paid by their business is either “excellent” (8.9%) or “good” (45.9%). This number consistent with 55.0% reporting the same in 2007.
- While more than half, 60.8%, suggested the tourism industry in Miami Beach contributes “about the right amount” to the success of their business, a significant percentage, 31.6% indicated the industry contributes “too little” to the success of their business.

ON COMMUNICATIONS/CUSTOMER SERVICE/INTERNAL PROCESSES...

- Impressively, more than half of all business respondents surveyed, 53.9%, reported usually obtaining information about the City that is relevant to their business through the City of Miami Beach website. This number is up considerably from 17.0% in 2007.

- And, while two-thirds of those surveyed, 65.7%, reported getting “about the right amount” of information from the City, another 32.0% indicated getting “too little” information from the City. Among those business respondents getting “about the right amount” of information from the City, “Miami Beach website” (58.6%), “daily newspaper” (26.2%) and “emails/direct mail” (23.5%) were reported most frequently as the sources for information.
- Among those business respondents reporting a contact with City of Miami Beach government, fewer suggested the purpose for the contact was to “file a complaint” (21.0% in 2009 from 29.0% in 2007).
- Thinking about their most recent contact with City government, business respondents provided increased ratings in each of the six areas of customer service suggested by respondents (“it was easy to get to someone who could help me,” “the employees that assisted me were courteous and professional,” “The employees that assisted me had the proper training and knowledge,” “the process is user-friendly and easy to understand,” “the requests made by my business are processed in a timely manner” and “Overall I was satisfied with the experience I had contacting the City”).
- Among the six areas of customer service measured, the highest level of agreement was recorded for: “The employees that assisted me were courteous and professional” (82.7% agree in 2009 from 77.0% in 2007), while the lowest level of agreement was recorded for: “The requests made by my business are processed in a timely manner” (67.4% agree in 2009 from 60.0% in 2007).
- While slightly more than three-fifths of all business respondents, 61.1%, reported to either “strongly agree” (12.7%) or “agree” (48.4%) that the City of Miami Beach government is open and interested in hearing the concerns or issues of their business, another 19.3% “neither agree nor disagree” and 19.7% either “disagree” (11.1%) or “strongly disagree” (8.6%).
- Business respondents reported the following top three things when asked what the City of Miami Beach can do to ensure their business succeeds: “address parking issues/more parking” (15.2%), “nothing/satisfied with the City” (14.3%) and “help the tourism industry” (12.5%).

ON THE WEBSITE...

- Among those business respondents (64.7%) who reported a visit to www.miamibeachfl.gov in the past six months, the large majority, 93.1%, reported being either “very satisfied” (57.4%) or “somewhat satisfied” (35.6%) with the website overall.

ON THE BUILDING DEPARTMENT...

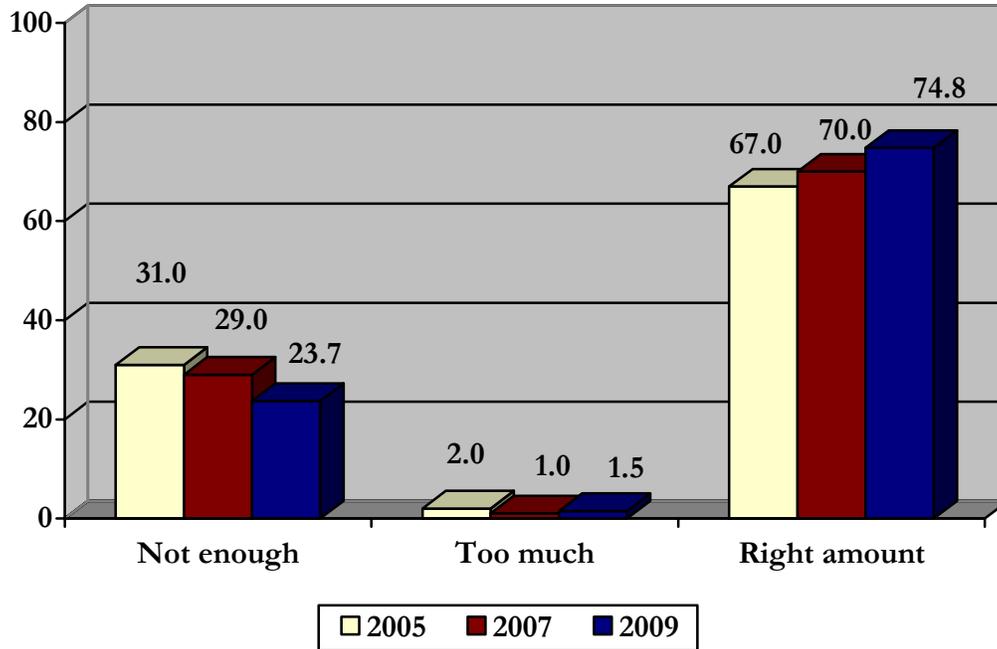
- Among those business respondents (34.2%) who reported a contact or direct experience with the City of Miami Beach Building Department during the past twelve months, just over half, 57.1%, described their experience with the Building Department as either “excellent” (22.0%) or “good” (35.1%). This number is up significantly from 46.0% reporting the same in 2007.

ON CITY GOVERNMENT...

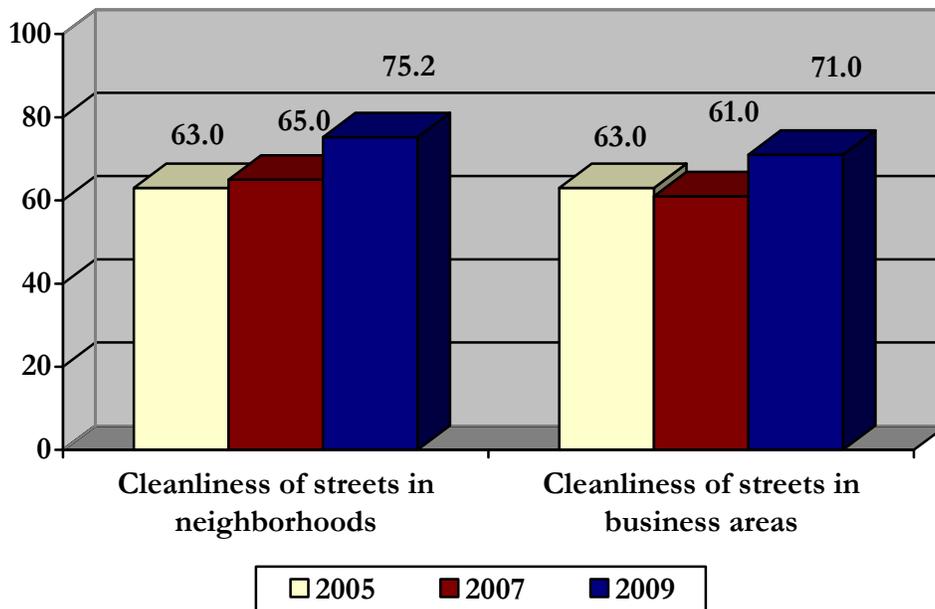
- More than two-thirds of all business respondents, 68.4%, described the City Government as doing an “excellent” (14.8%) or “good” (52.5%) job meeting expectations with the services they provide. This question was new to the survey in 2009.
- While half of all business respondents, 51.0% (from 42.0% in 2007), described the City of Miami Beach as “one of the best” (20.5% in 2009 from 17.0% in 2007) or an “above average” (30.5% in 2009 from 25.0% in 2007) place to run a business, a smaller number, 13.6% (from 17.0% in 2007), described Miami Beach as “below average” (8.8% in 2009 from 11.0% in 2007) or “one of the worst” (4.8% in 2009 from 6.0% in 2007) places to run a business.
- Three-quarters of all business respondents, 74.5%, reported either “better” (25.2% in 2009 from 43.0% in 2007) or “about the same now as it was in the past” (49.3% in 2009 from 39.0% in 2007) when referring to Miami Beach as a place to do business. This number is down from 82.0% reporting the same previously in 2007.
- Two-thirds of all business respondents, 66.8% (from 62.0% in 2007), reported either “definitely” (36.0% in 2009 from 38.0% in 2007) or “probably” (30.8% in 2009 from 24.0% in 2007) when asked if they would recommend the City of Miami Beach to others as a place to run a business.
- Business respondents identified the following top five responses when asked what they feel are the most important potential challenges which might face their business over the next several years: “high property taxes” (46.9%), “high rent” (29.6%), “high insurance” (18.6%), “restrictive government codes” (18.1%) and “competitive pressure from other businesses” (17.9%). Readers should note “high property taxes” and “restrictive government codes” are the two responses, of the top five suggested, which directly relate to City government.

KEY INTENDED OUTCOME (KIO) REVIEW

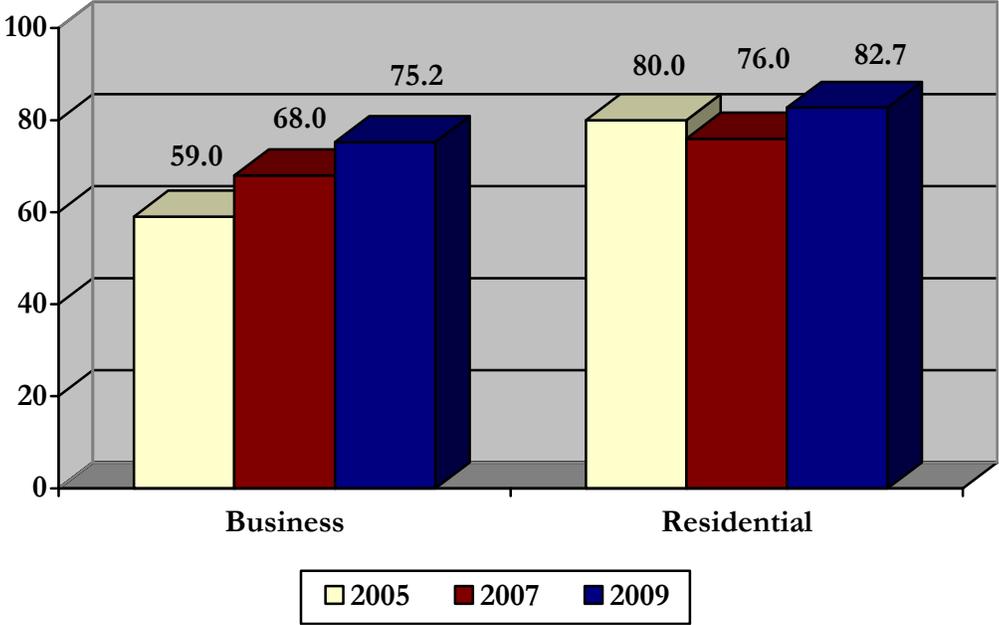
Amount of street lighting in your business area at night?



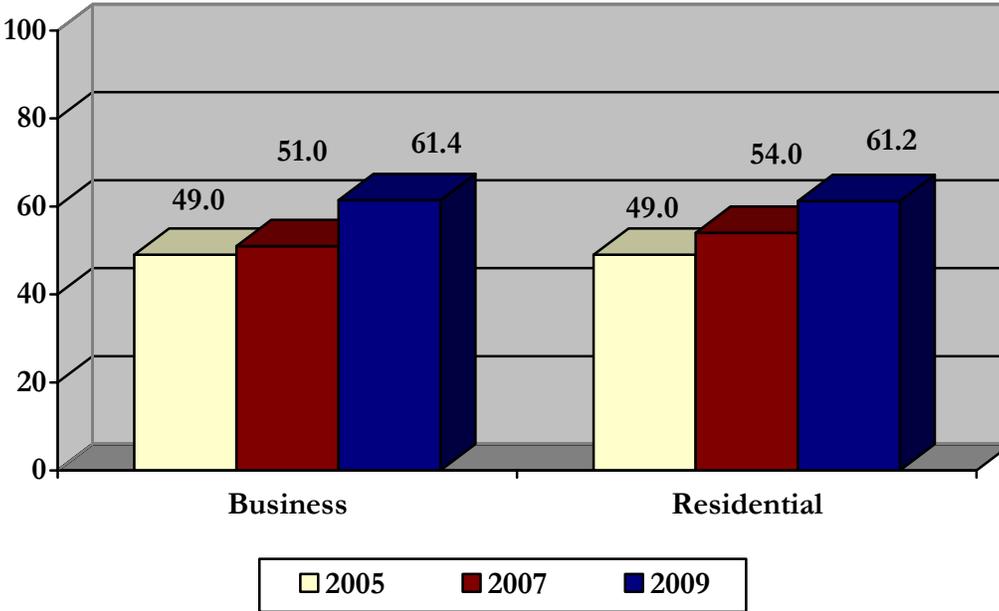
Residential ratings for cleanliness of streets
(Excellent and Good)



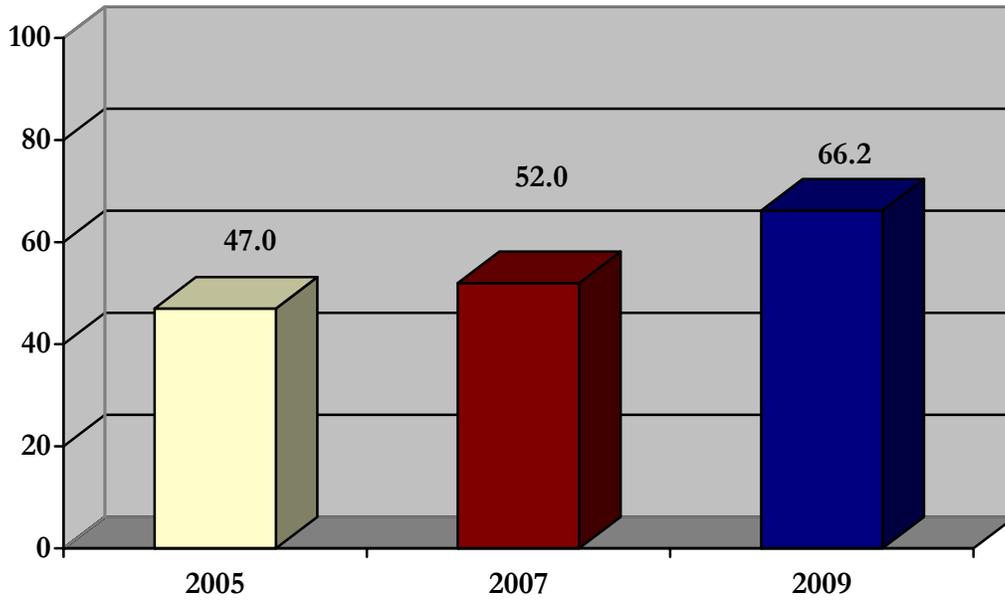
Ratings for garbage and trash collection
(Excellent and Good)



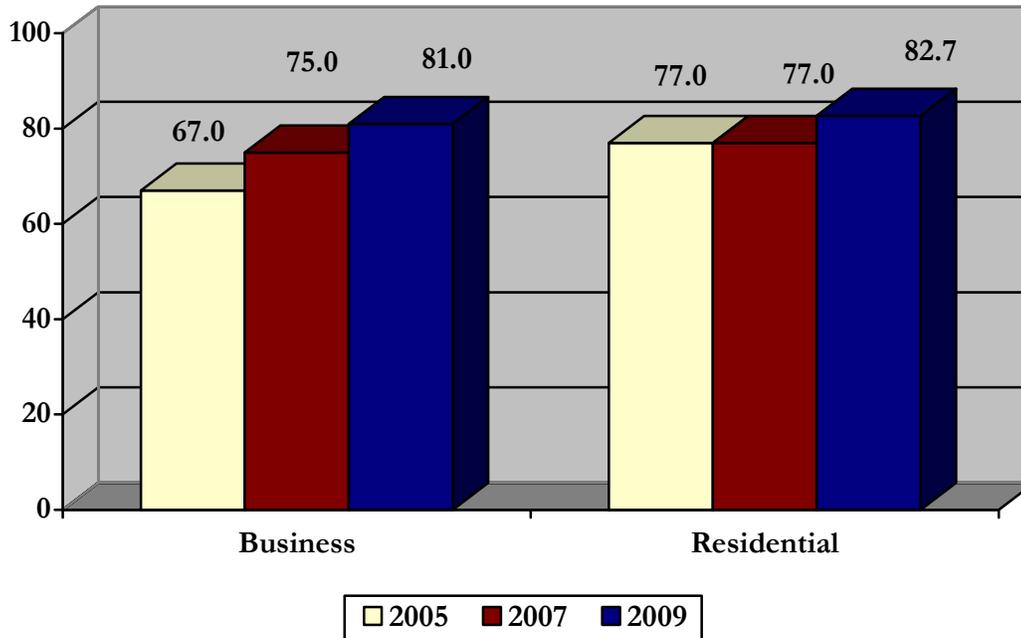
Ratings for cleanliness of waterways and canals
(Excellent and Good)



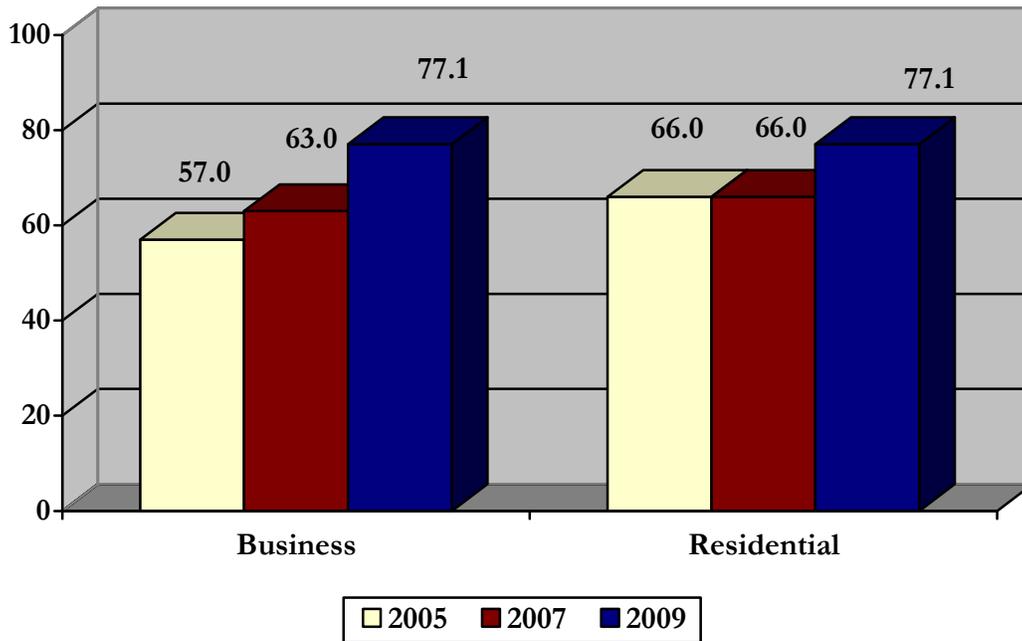
**Business ratings for cleanliness of streets in business areas
(Excellent and Good)**



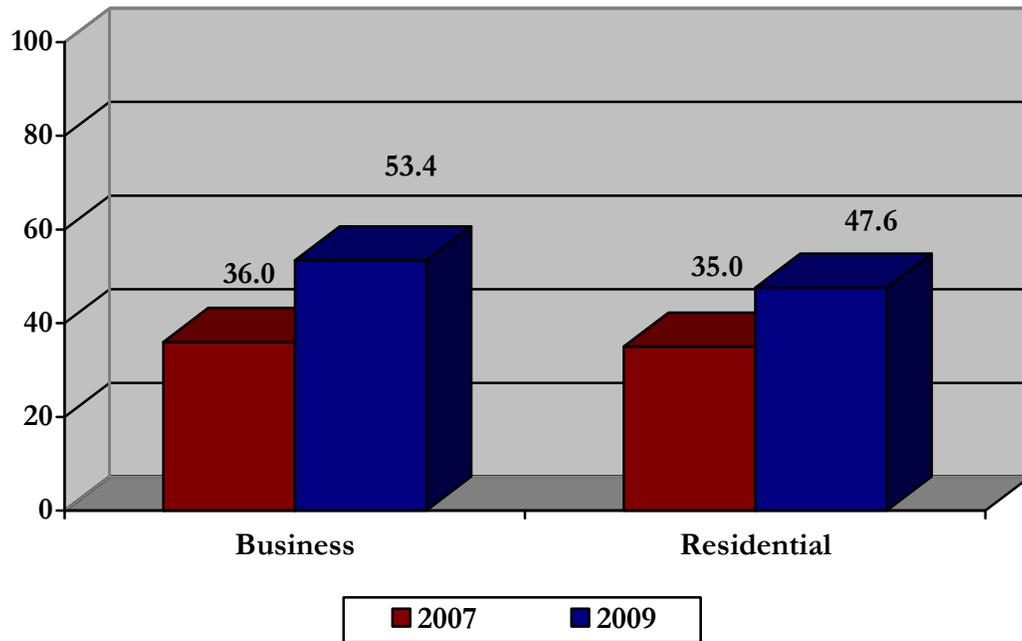
**Ratings of landscape maintenance in
rights of way and public areas
(Excellent and Good)**



***Historic preservation effort
(About the right amount)**

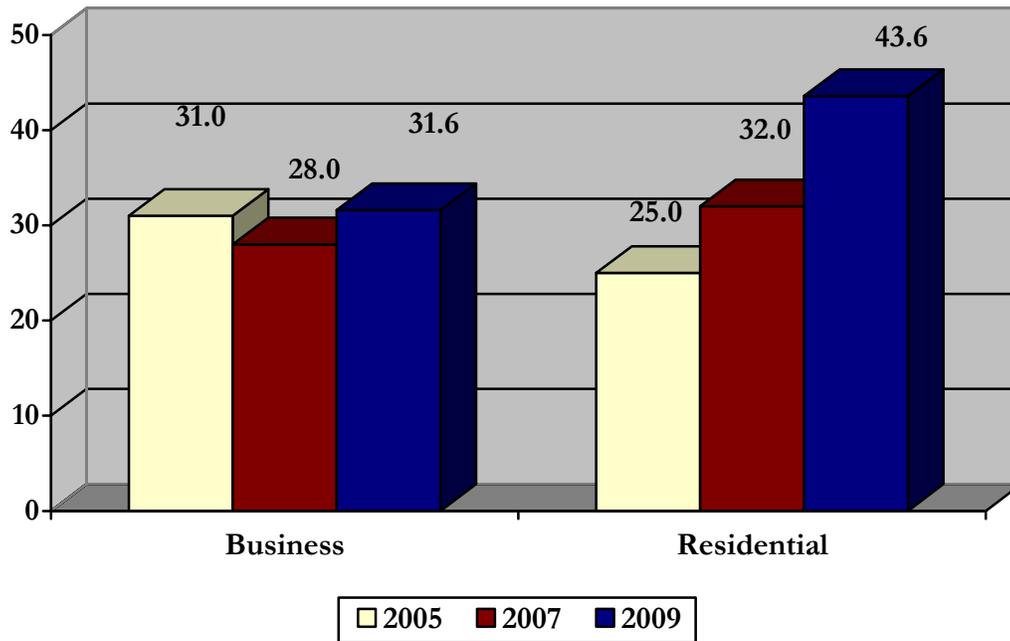


***Effort to regulate development
(About the right amount)**

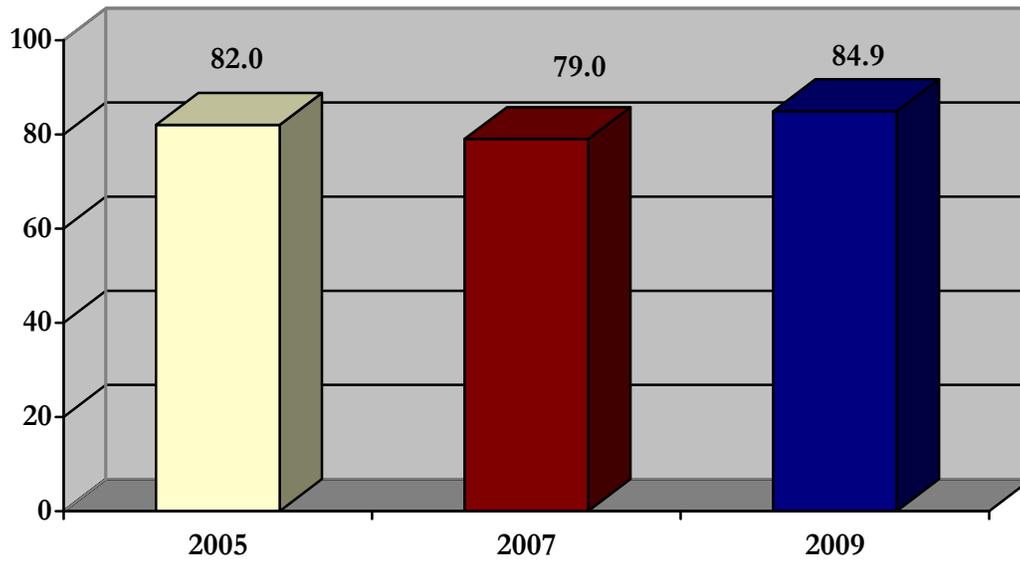


*Indicates a question wording change in 2009

***Rating the job the City is doing to address homelessness
(Excellent and Good)**

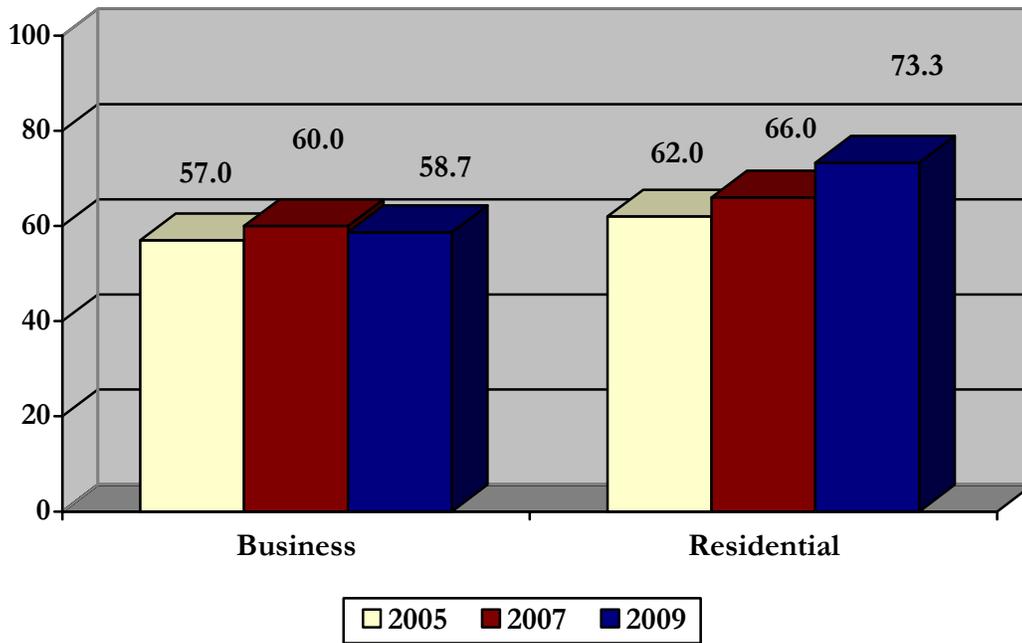


***Residential rating for recreation programs
(Excellent and Good)**

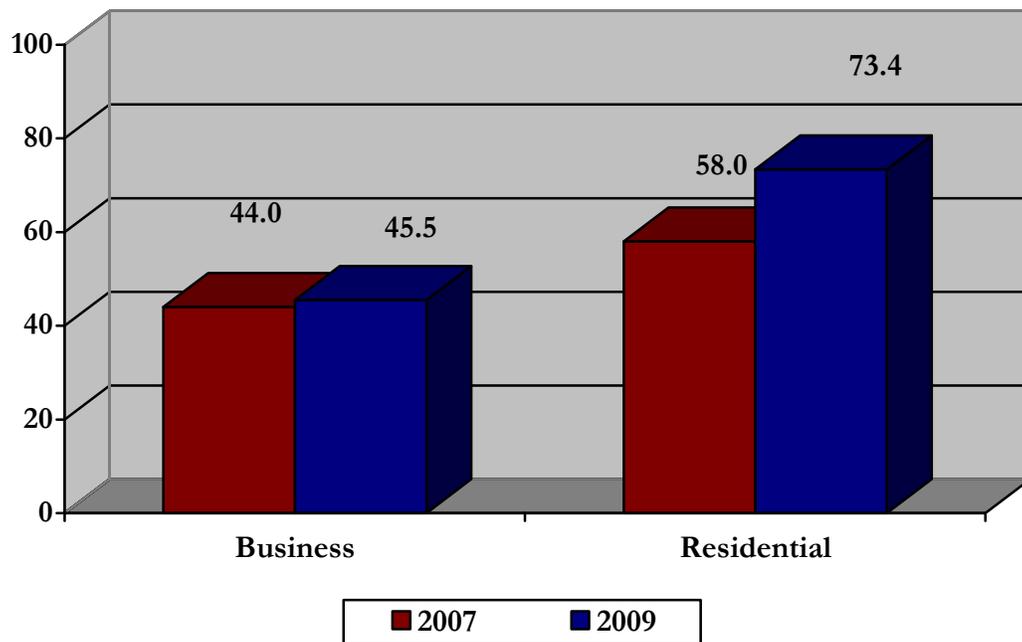


*Indicates a question wording change in 2009

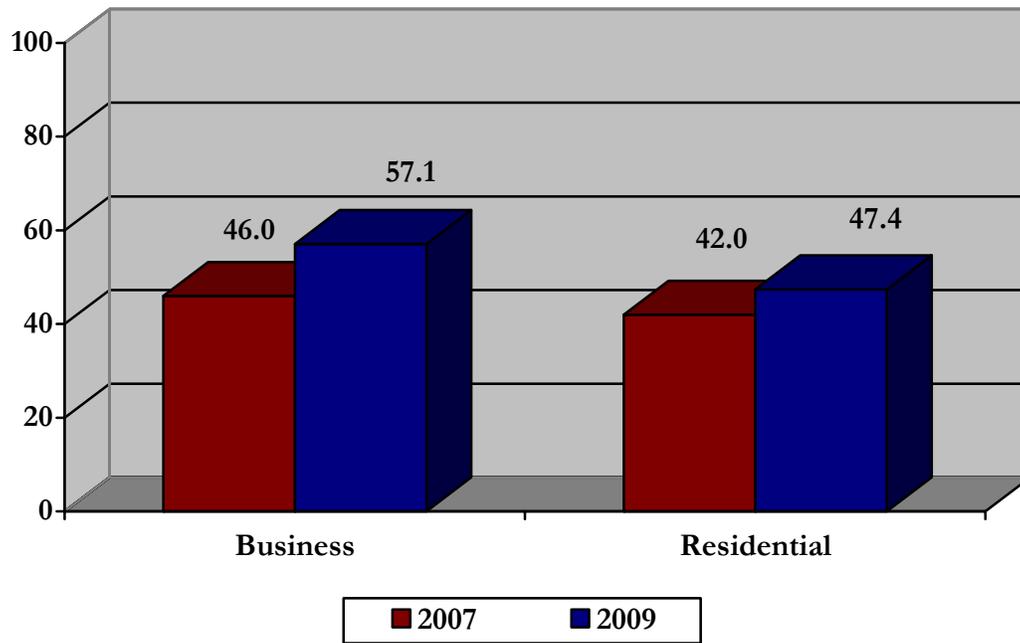
Availability of cultural events
(About the right amount)



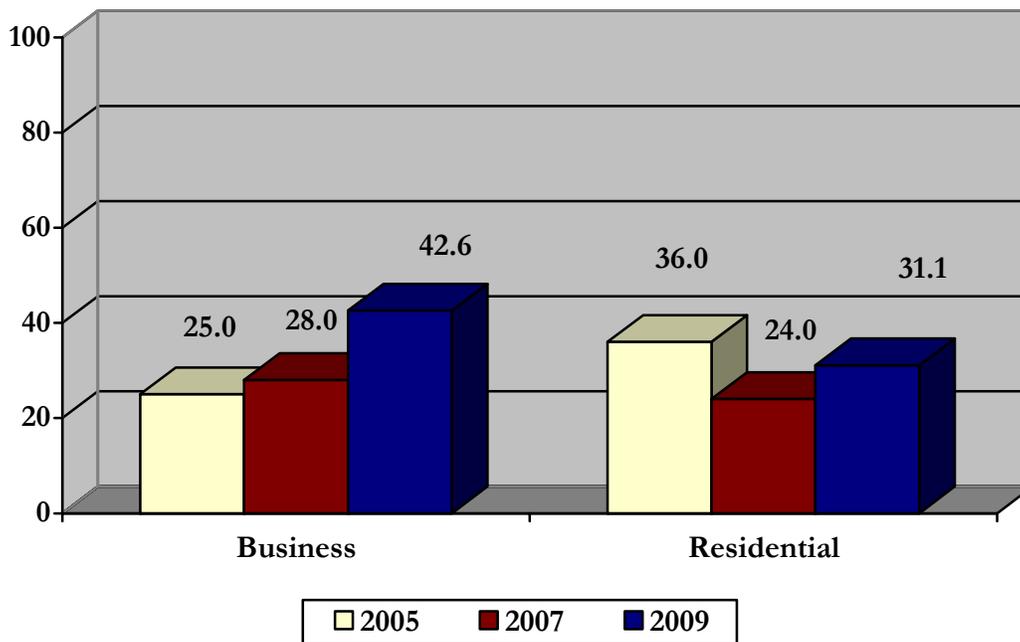
Availability of family friendly activities
(About the right amount)



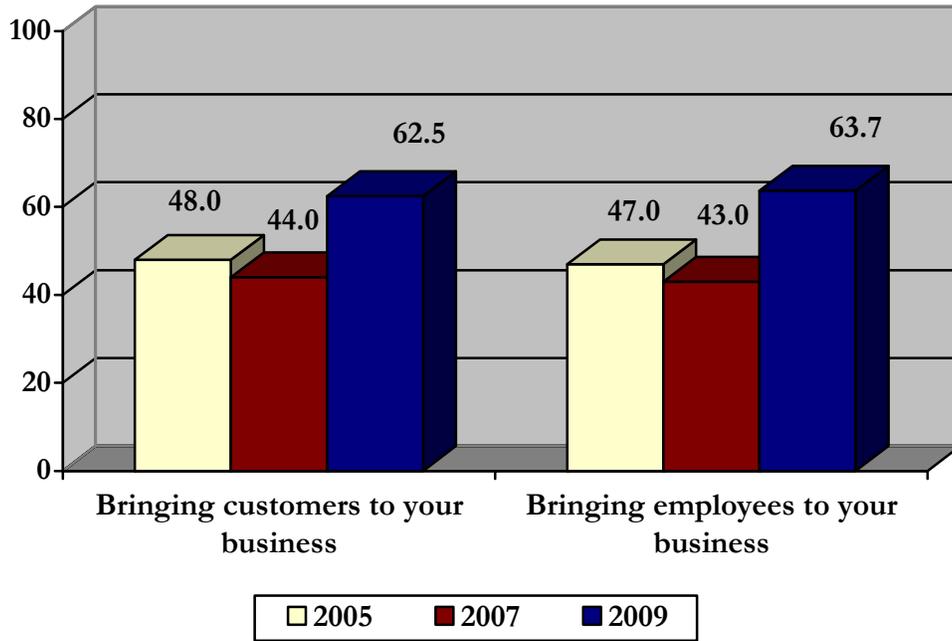
**Rating experience with Building Department
(Excellent and Good)**



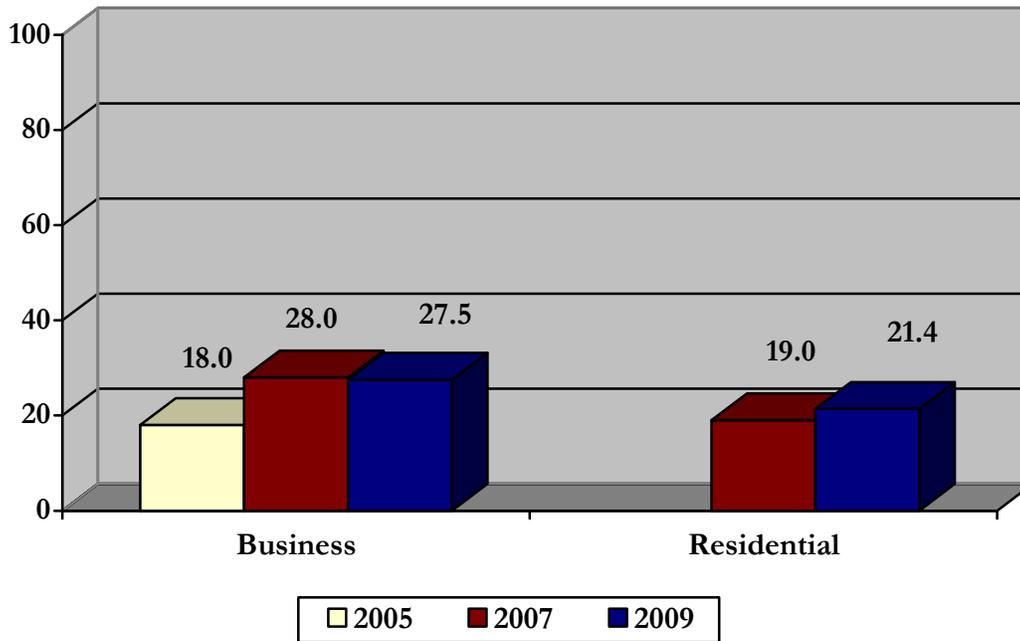
**Rating traffic flow
(Excellent and Good)**



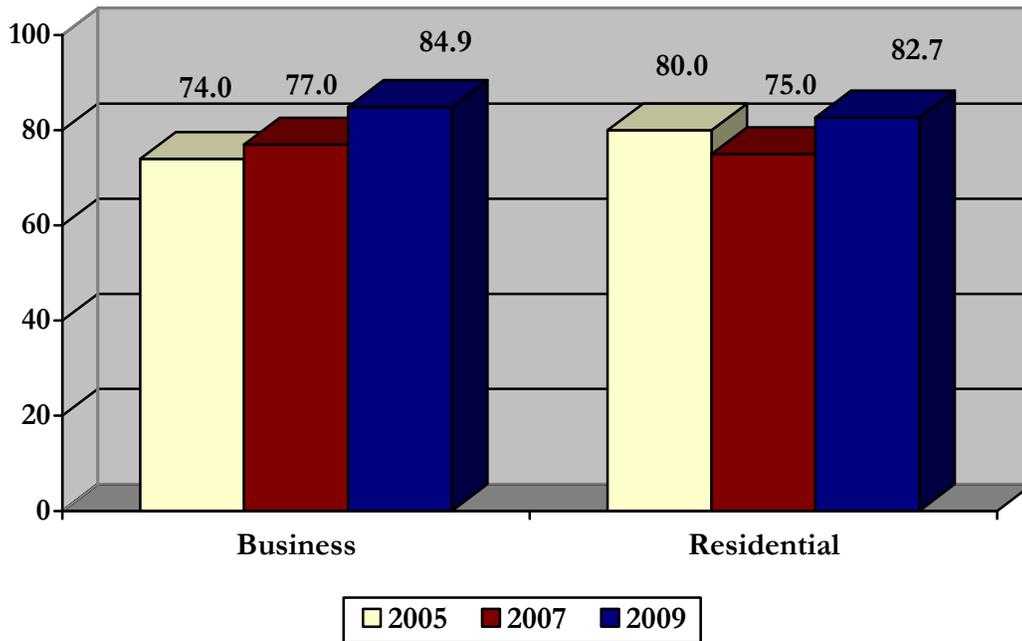
**Business rating the ability of public transit to get employees/customers across the city
(Excellent and Good)**



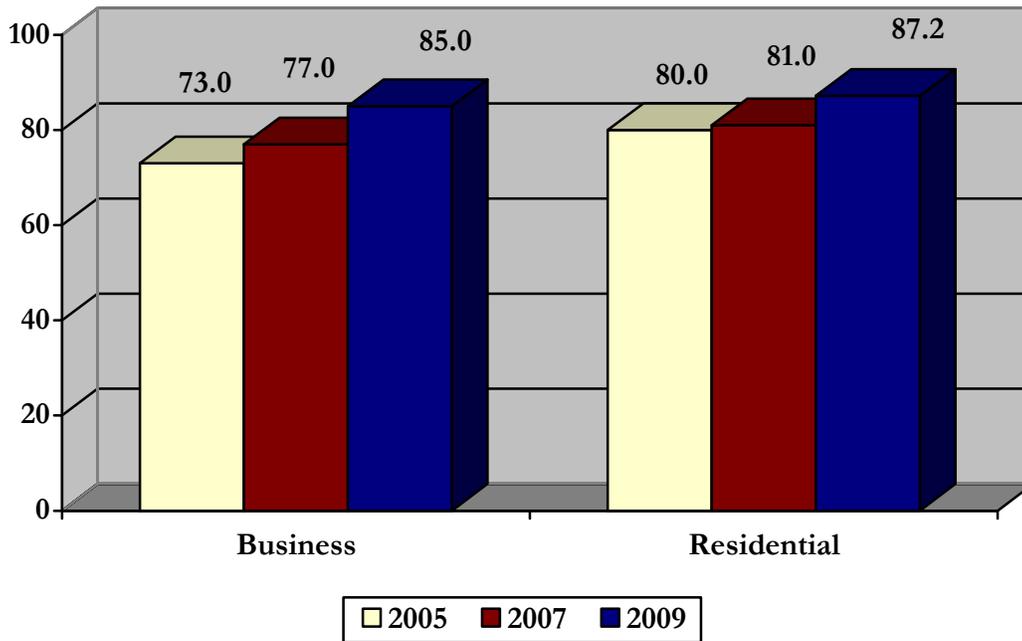
**Rating parking availability across the City
(About Right)**



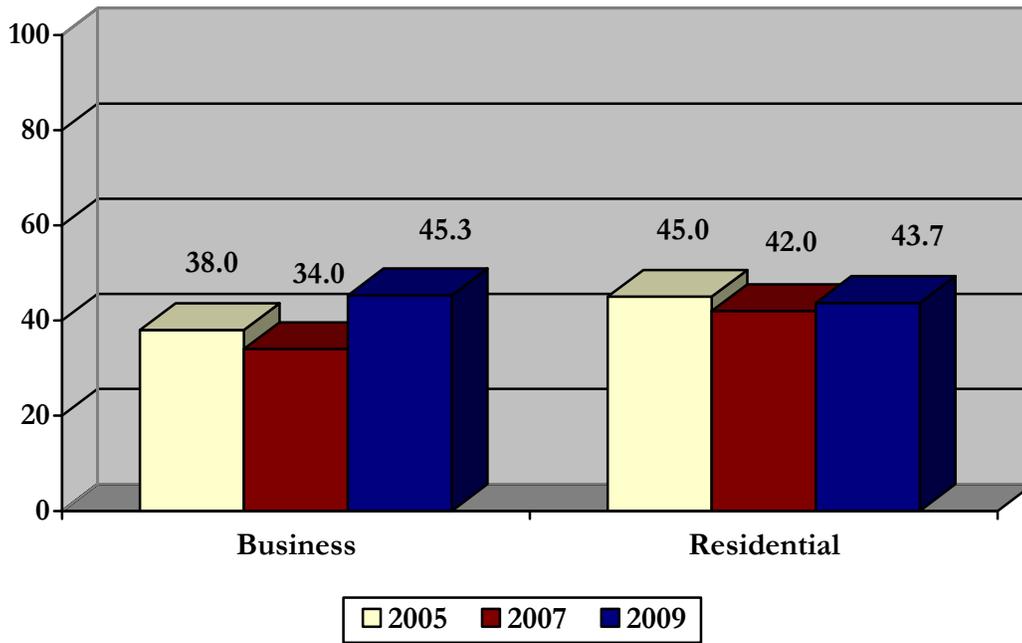
Overall quality rating of beaches
(Excellent and Good)



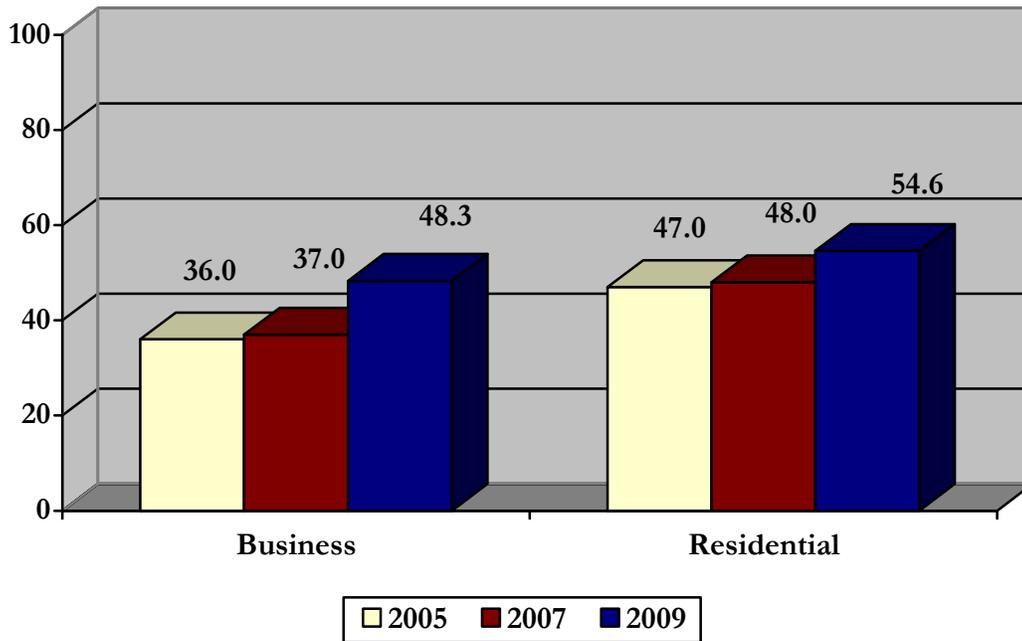
Rating of the appearance and maintenance
of the City's public buildings
(Excellent and Good)



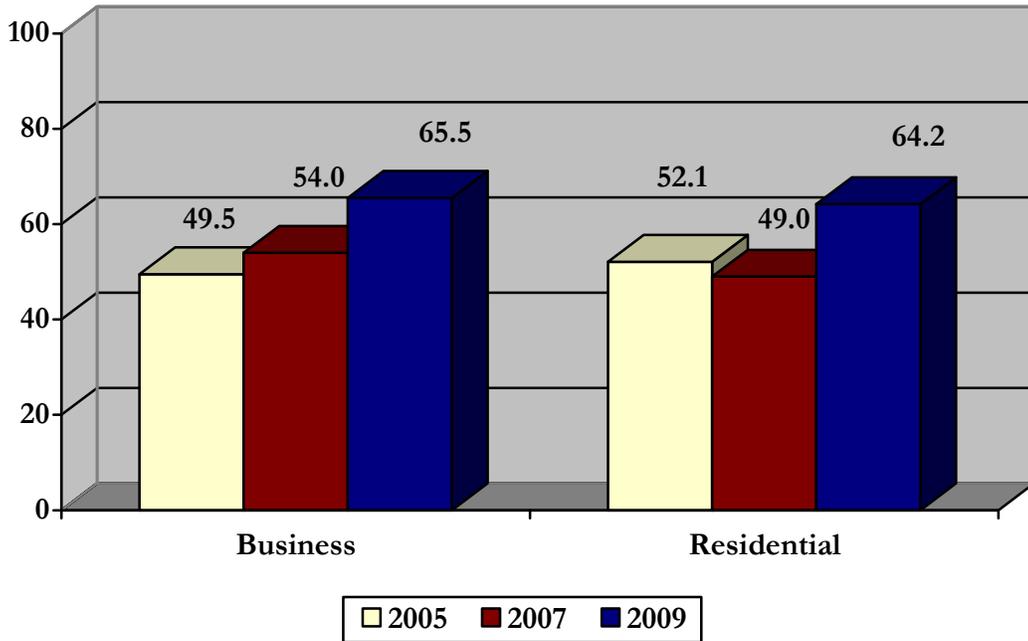
**Rating of storm drainage
(Excellent and Good)**



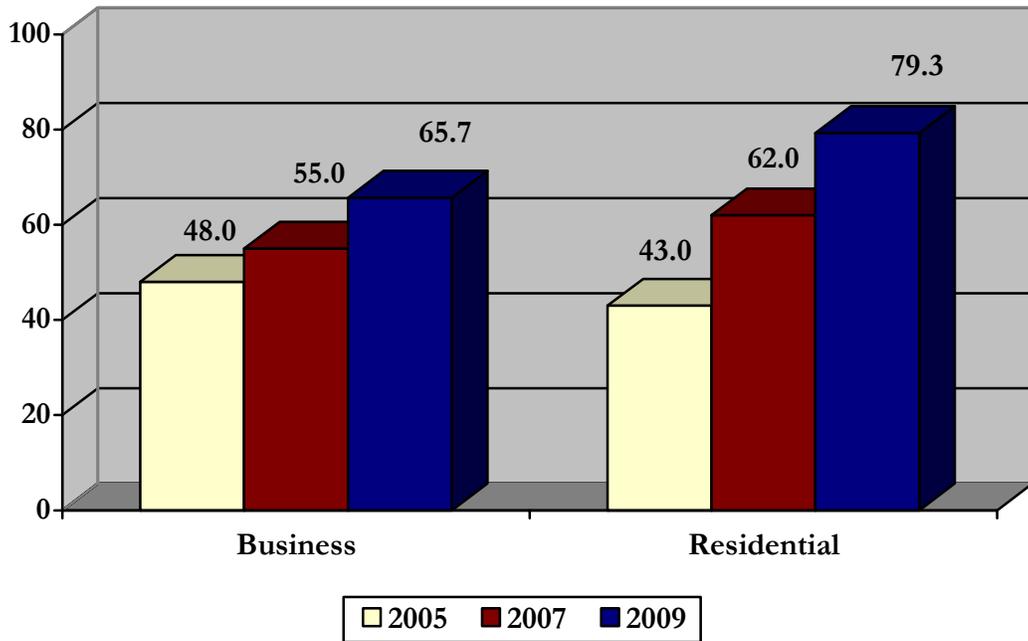
**Rating road conditions
(Excellent and Good)**



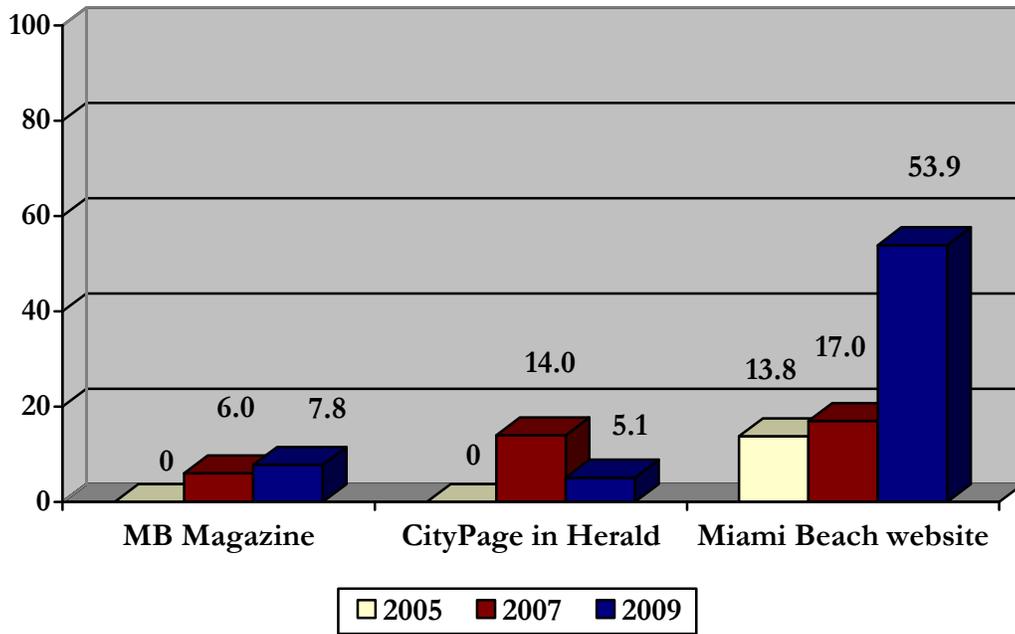
Rating conditions of sidewalks
(Excellent and Good)



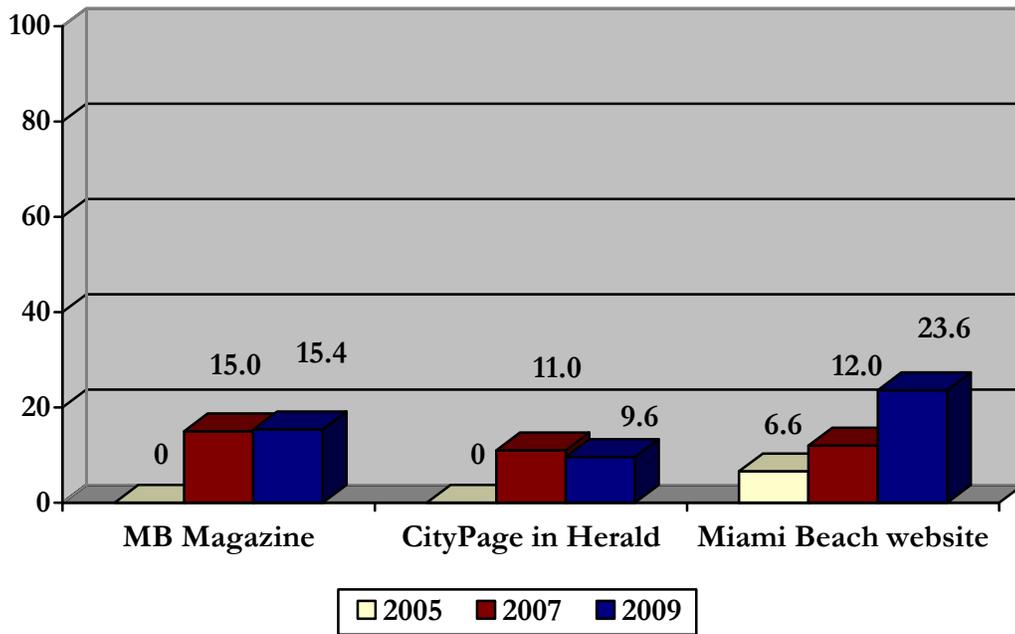
Amount of information received from the City
(About the right amount)



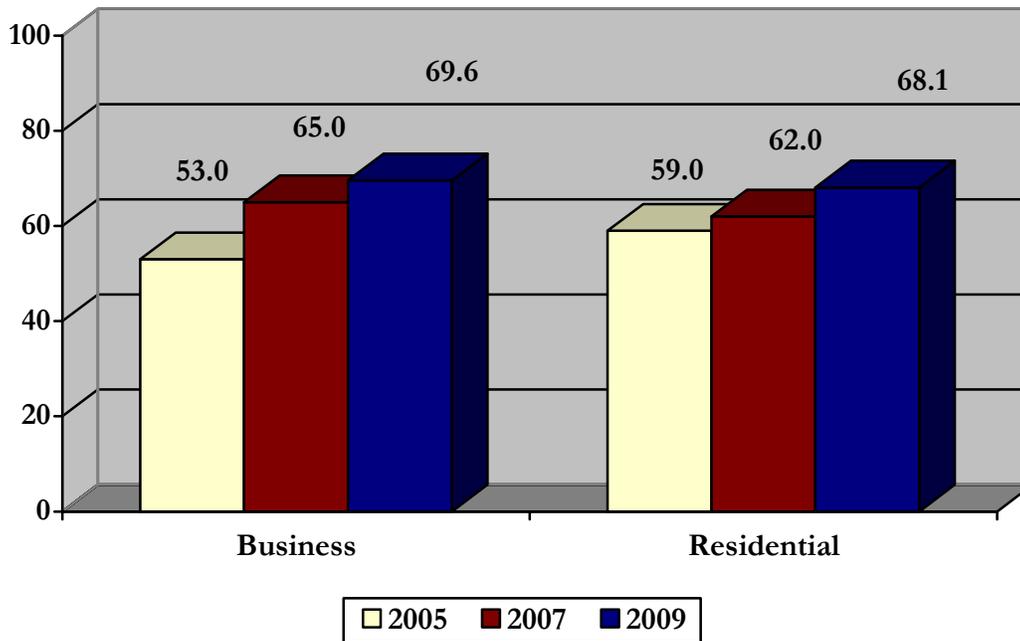
Source of information
(Business)



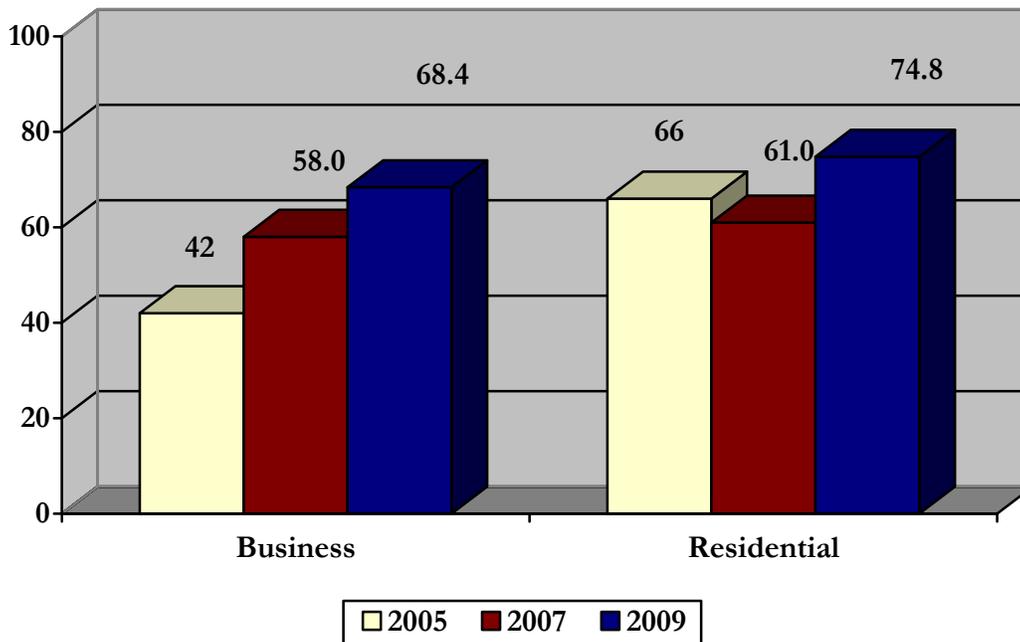
Source of information
(Residential)



**"Overall, I was satisfied with the experience I had contacting the City."
(Strongly Agree and Agree)**

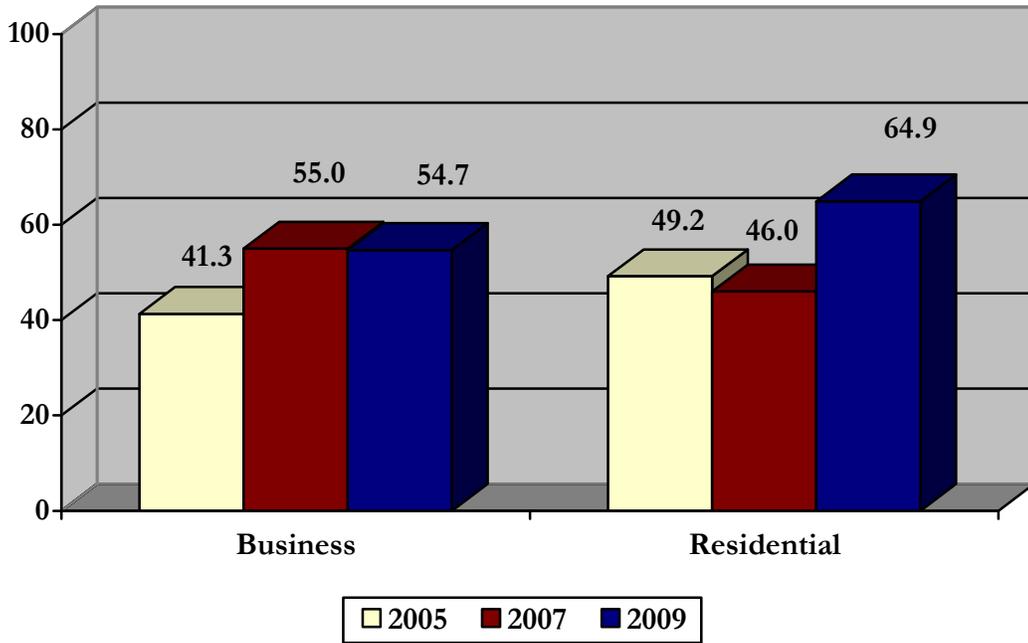


***How good a job the City government is doing in meeting expectations with the services they provide?
(Excellent and Good)**

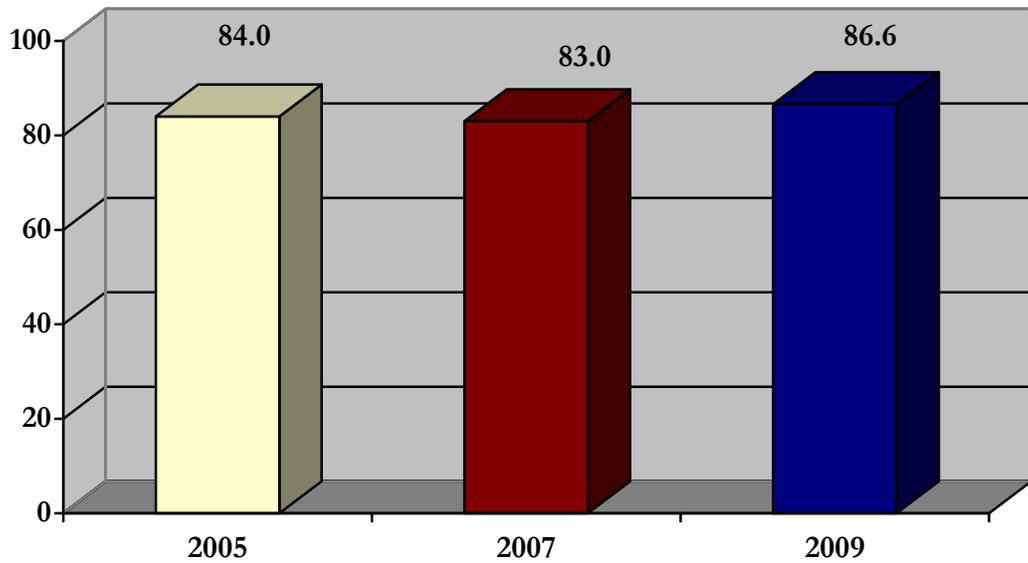


*Indicates a question wording change in 2009

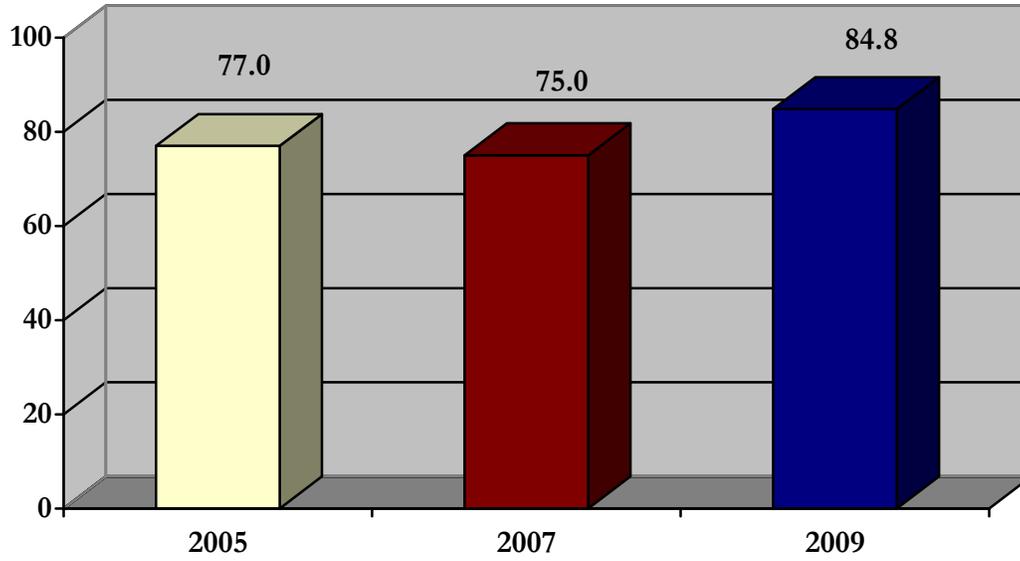
Value of City services for tax dollars paid
(Excellent and Good)



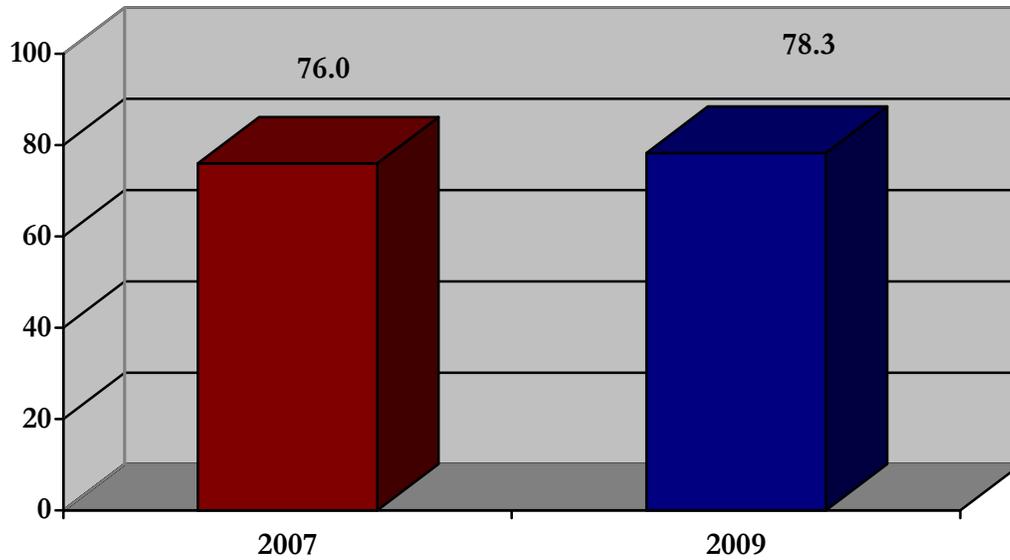
Residential rating Miami Beach as a place to live
(Excellent and Good)



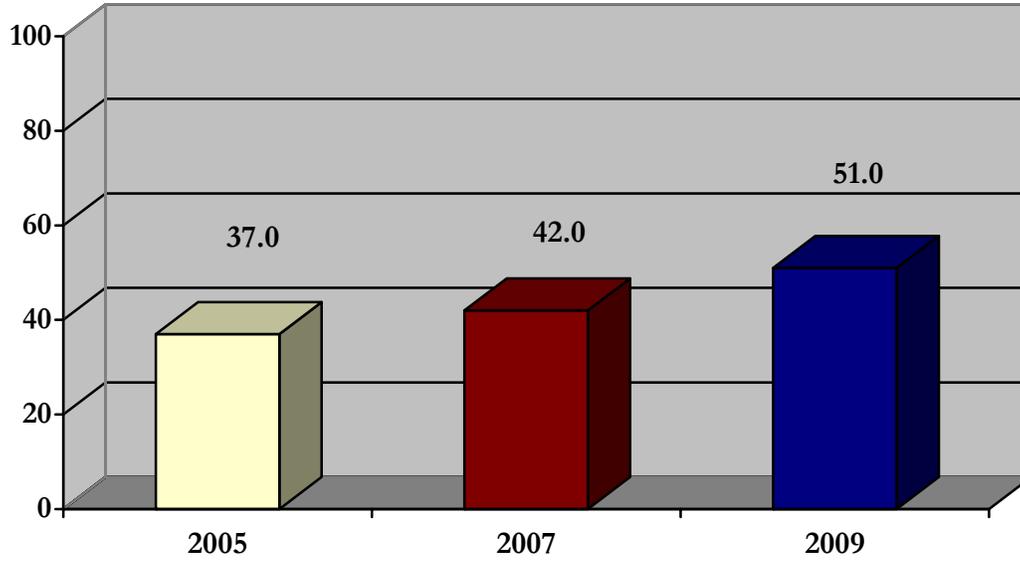
**Residential quality of life
(Excellent and Good)**



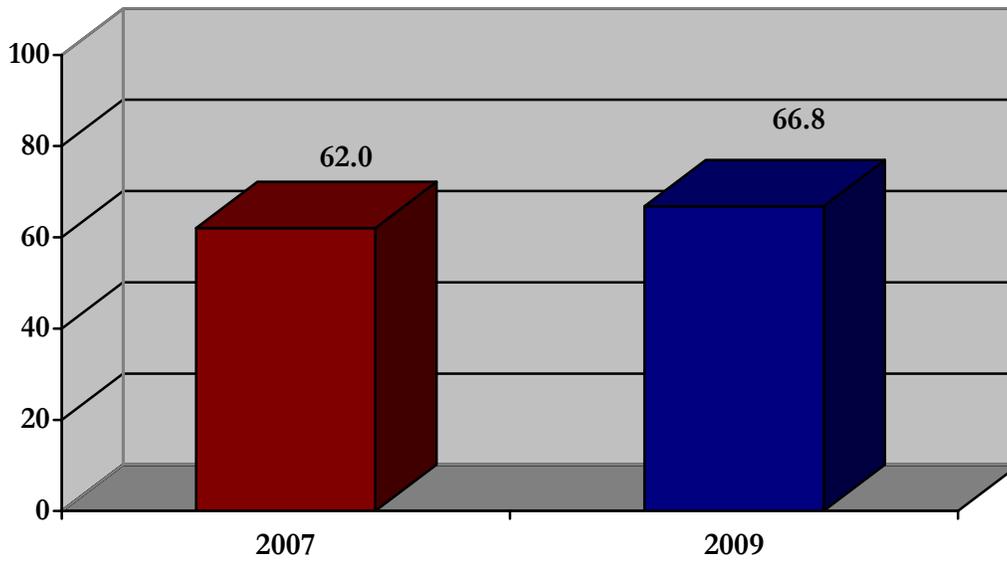
**Likelihood to recommend Miami Beach as a place to live
(Definitely would and Probably would - Residential)**



Compared to other cities, how would you rate
Miami Beach as a place to run a business?
(One of the best and Above average - Business)



Likelihood of recommending the City of Miami Beach
to others as a place to run a business
(Yes, definitely and Yes, probably - Business)



NORMATIVE COMPARISON

The following tables were developed using data obtained from National Research Center Inc. A full copy of the 2009 report is included in the appendix of this report explaining the methodology along with a complete list of cities included in each of the following tables: “Selected Cities,” “All Jurisdictions,” “Florida Jurisdictions” and “Population 70,000 to 100,000.”

Comparisons are provided when similar questions are included in the database, and there are at least five other jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided. The first is the rank assigned to Miami Beach’s rating. The second is the number of jurisdictions that asked a similar question. Third, this rank is expressed as a percentile to indicate its distance from the top score. This rank (5th highest out of 25 jurisdictions’ results, for example) translates to a percentile (the 80th percentile in this example). A percentile indicates the percent of jurisdictions with identical or lower ratings. Therefore, a rating at the 80th percentile would mean that your jurisdiction’s rating is equal to or better than 80% of the ratings from other jurisdictions. Conversely, 20% of the jurisdictions where a similar question was asked had higher ratings.

Alongside the rank and percentile appears a comparison: “above benchmark,” “below benchmark” or “similar to benchmark.” This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of Miami Beach’s rating to the benchmark (the average rating from all the jurisdictions where a similar question was asked). Differences of 2.9 or more points on the 100-point scale between the your jurisdiction’s ratings and the average based on the appropriate comparisons from the database are considered “statistically significant,” and thus are marked as “above” or “below” the benchmark. When differences between your jurisdiction’s ratings and the benchmark are less than 2.9 points, they are marked as “similar to” the benchmark.

Selected Cities

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	Miami Beach Percentile	2009 Comparison to Norm	Vs. 2007 Comparison to Norm	Vs. 2005 Comparison to Norm
Rate quality of life	71	6	19	74%	Above	Above	NA
Rate City as a place to live	72	10	23	61%	Similar	NA	Above
Storm drainage	41	15	16	13%	Below	Similar	Below
Adequacy of street lighting	62	3	12	83%	Above	Above	NA
Appearance and maintenance of City's public buildings	68	NA	NA	NA	NA	NA	NA
Overall quality of beaches	69	NA	NA	NA	NA	NA	NA
Recreation programs	67	9	20	60%	Above	Above	Above
Appearance of playgrounds	68	NA	NA	NA	NA	NA	NA
Landscape maintenance in rights of way/public areas	67	NA	NA	NA	NA	NA	NA
Garbage/trash collection	66	18	24	29%	Below	Similar	Similar
Traffic flow	35	6	7	29%	Below	NA	Similar
Condition of roads	48	5	11	64%	Similar	Above	Above
Police	71	9	32	75%	Above	Above	Above
Emergency Medical Response	79	12	24	54%	Similar	Above	Above
Fire	80	11	29	66%	Above	Above	Above
Safety in your neighborhood – day	90	4	17	82%	Above	Above	Above
Safety in your neighborhood – evening	82	2	19	95%	Above	Above	Above
Safety in business/commercial areas – evening	76	1	15	100%	Above	Above	Above
Value of City services for taxes paid	55	10	18	50%	Similar	Below	Below
Employees that assisted me were courteous	79	5	14	71%	Above	Above	Above
Employees that assisted me had proper training	74	8	16	56%	Similar	Similar	Similar
Satisfied with experience	67	12	18	39%	Similar	Similar	Similar
City Gov't is open and interested in hearing resident concerns	67	3	17	88%	Above	Above	Above

All Jurisdictions

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	Miami Beach Percentile	2009 Comparison to Norm	Vs. 2007 Comparison to Norm	Vs. 2005 Comparison to Norm
Rate quality of life	71	23	40	45%	Similar	Similar	NA
Rate City as a place to live	72	21	38	47%	Similar	NA	Above
Storm drainage	41	29	33	15%	Below	Below	Below
Adequacy of street lighting	62	10	31	71%	Above	Similar	NA
Appearance and maintenance of City's public buildings	68	3	5	60%	Similar	Similar	Similar
Overall quality of beaches	69	3	5	60%	Similar	Above	Above
Recreation programs	67	15	32	56%	Similar	Above	Similar
Appearance of playgrounds	68	2	5	80%	Above	Above	Above
Landscape maintenance in rights of way/public areas	67	6	9	44%	Similar	Similar	Similar
Garbage/trash collection	66	31	35	14%	Below	Below	Similar
Traffic flow	35	15	17	18%	Below	Below	Similar
Condition of roads	48	11	15	33%	Below	Above	Similar
Police	71	19	45	60%	Similar	Above	Similar
Emergency Medical Response	79	13	26	54%	Similar	Above	Above
Fire	80	20	38	50%	Similar	Above	Above
Safety in your neighborhood – day	90	12	27	59%	Above	Above	Above
Safety in your neighborhood – evening	82	5	28	86%	Above	Above	Above
Safety in business/commercial areas – evening	76	3	25	92%	Above	Above	Above
Value of City services for taxes paid	55	18	31	45%	Similar	Below	Below
Employees that assisted me were courteous	79	8	22	68%	Above	Above	Similar
Employees that assisted me had proper training	74	20	30	37%	Similar	Below	Similar
Satisfied with experience	67	26	29	14%	Below	Below	Below
City Gov't is open and interested in hearing resident concerns	67	12	29	62%	Similar	Above	Above

Florida Jurisdictions

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	Miami Beach Percentile	2009 Comparison to Norm	Vs. 2007 Comparison to Norm	Vs. 2005 Comparison to Norm
Rate quality of life	71	8	31	77%	Above	Above	NA
Rate City as a place to live	72	14	34	62%	Similar	NA	Above
Storm drainage	41	31	33	9%	Below	Below	Similar
Adequacy of street lighting	62	5	27	85%	Above	Above	NA
Appearance and maintenance of City's public buildings	68	NA	NA	NA	NA	NA	NA
Overall quality of beaches	69	2	5	80%	Above	NA	NA
Recreation programs	67	14	30	57%	Similar	NA	NA
Appearance of playgrounds	68	NA	NA	NA	NA	NA	NA
Landscape maintenance in rights of way/public areas	67	NA	NA	NA	NA	NA	NA
Garbage/trash collection	66	32	35	11%	Below	Below	Similar
Traffic flow	35	10	11	18%	Below	NA	NA
Condition of roads	48	7	10	40%	Below	Similar	NA
Police	71	14	42	69%	Above	Above	Similar
Emergency Medical Response	79	24	36	36%	Similar	Above	Above
Fire	80	20	39	51%	Similar	Above	Above
Safety in your neighborhood – day	90	10	26	65%	Similar	Above	Above
Safety in your neighborhood – evening	82	2	28	96%	Above	Above	Above
Safety in business/commercial areas – evening	76	1	26	100%	Above	Above	Above
Value of City services for taxes paid	55	12	29	62%	Similar	Below	Below
Employees that assisted me were courteous	79	11	26	62%	Similar	Above	Similar
Employees that assisted me had proper training	74	14	26	50%	Similar	Below	Similar
Satisfied with experience	67	25	34	29%	Below	Below	NA
City Gov't is open and interested in hearing resident concerns	67	10	27	67%	Above	Above	Above

Population 70,000 to 100,000

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	Miami Beach Percentile	2009 Comparison to Norm	Vs. 2007 Comparison to Norm	Vs. 2005 Comparison to Norm
Rate quality of life	71	23	40	45%	Similar	Similar	NA
Rate City as a place to live	72	21	38	47%	Similar	NA	Above
Storm drainage	41	29	33	15%	Below	Below	Similar
Adequacy of street lighting	62	10	31	71%	Above	Above	NA
Appearance and maintenance of City's public buildings	68	3	5	60%	Similar	NA	NA
Overall quality of beaches	69	3	5	60%	Similar	NA	NA
Recreation programs	67	15	32	56%	Similar	Above	NA
Appearance of playgrounds	68	2	5	80%	Above	Above	NA
Landscape maintenance in rights of way/public areas	67	6	9	44%	Similar	NA	NA
Garbage/trash collection	66	31	35	14%	Below	Below	Similar
Traffic flow	35	15	17	18%	Below	Similar	Above
Condition of roads	48	11	15	33%	Below	Above	NA
Police	71	19	45	60%	Similar	Above	Similar
Emergency Medical Response	79	13	26	54%	Similar	Above	Above
Fire	80	20	38	50%	Similar	Above	Above
Safety in your neighborhood – day	90	12	27	59%	Above	Above	Above
Safety in your neighborhood – evening	82	5	28	86%	Above	Above	Above
Safety in business/commercial areas – evening	76	3	25	92%	Above	Above	Above
Value of City services for taxes paid	55	18	31	45%	Similar	Below	Similar
Employees that assisted me were courteous	79	8	22	68%	Above	Above	Similar
Employees that assisted me had proper training	74	20	30	37%	Similar	Below	Similar
Satisfied with experience	67	26	29	14%	Below	Below	NA
City Gov't is open and interested in hearing resident concerns	67	12	29	62%	Similar	Above	Above

KEY DRIVER/INDEPENDENT PREDICTOR ANALYSIS

Independent Predictor or Key Driver Analysis is frequently used to move beyond satisfaction levels to determine why someone is less than satisfied and what drove the survey respondents there.

Such analysis helps corporations and the public sector make changes in the areas most negatively impacting their levels of recorded satisfaction.

Sometimes such analysis also helps disprove theories about dissatisfaction. For example, those providing ratings of “fair” or “poor” when rating Miami Beach as a place to live actually provided higher ratings (82.3%) on “availability of parking in Miami Beach” than the composite rating of 77.2%.

RESIDENTIAL

In the current analysis, CRPP compares composite survey results (all respondents/“norm”) to survey results from the following sub-populations of survey respondents:

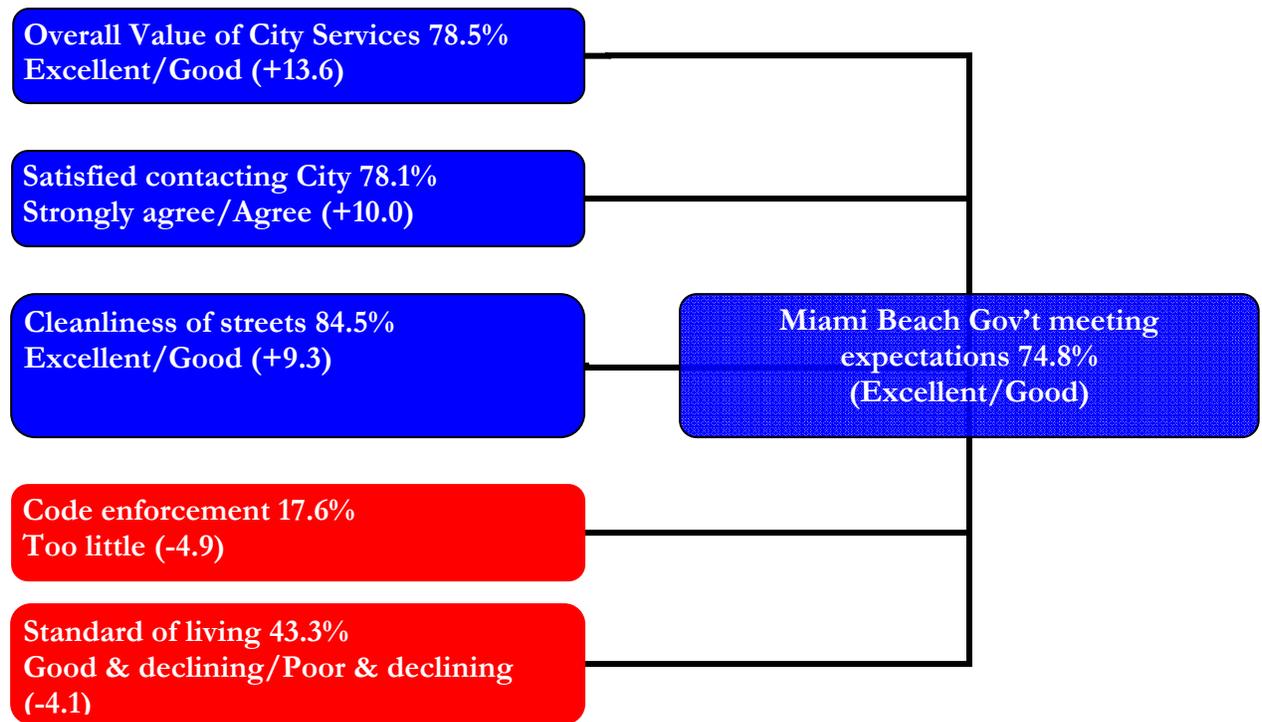
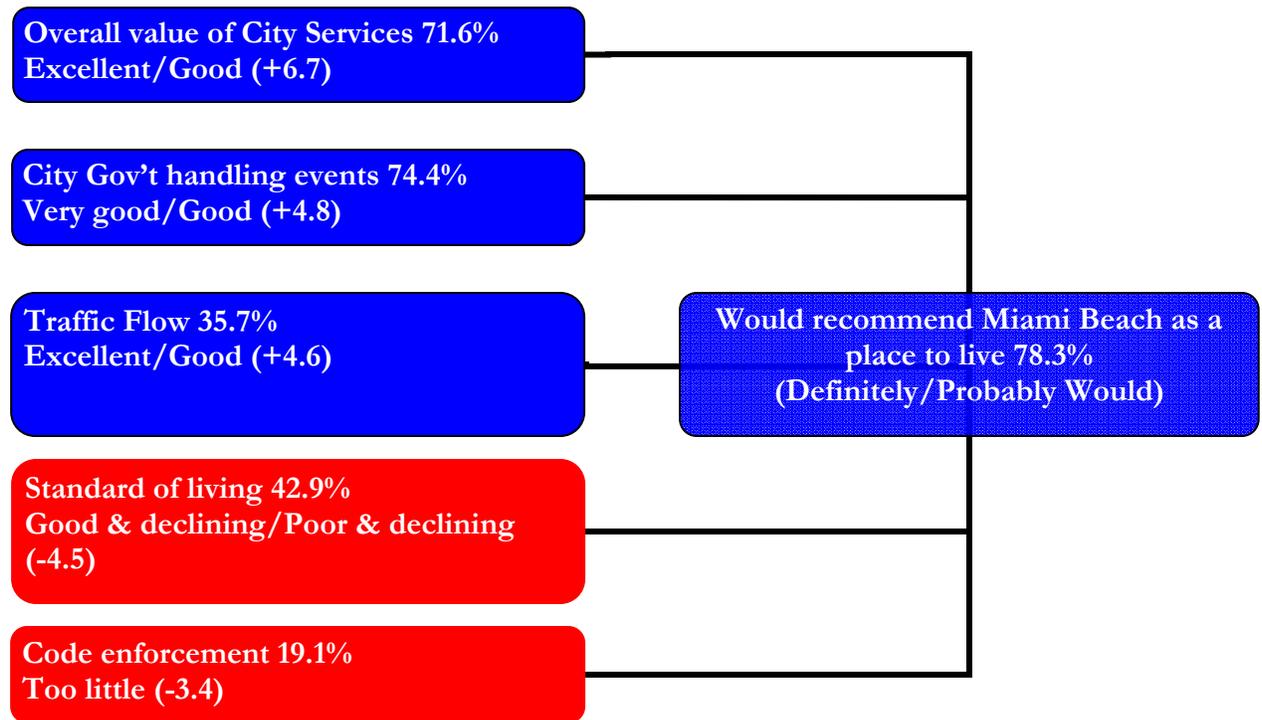
- Those likely/unlikely to recommend Miami Beach
- Those suggesting Miami Beach is/is not meeting their expectations
- Those suggesting Miami Beach is/is not listening to them
- Those providing ratings of Miami Beach as a place to live
- Those providing ratings of quality of life in Miami Beach
- Those who have filed a complaint during recent contact with the City
- Those providing ratings on value of services for the tax dollars paid

CRPP randomly selected seventeen (17) rating questions (which may also be found in table format in Appendix Four of this report) from the survey ranging from hurricane preparedness to parking availability. Question selection is based on use of “like questions” utilized in other studies conducted by the firm and may have shown historical impact. CRPP looked for the largest “spreads” or differences between composite aggregate results (all respondents) and these sub-groups of respondents. “Spreads” are presented in parenthesis in each of the following charts located on pages 41 – 44.

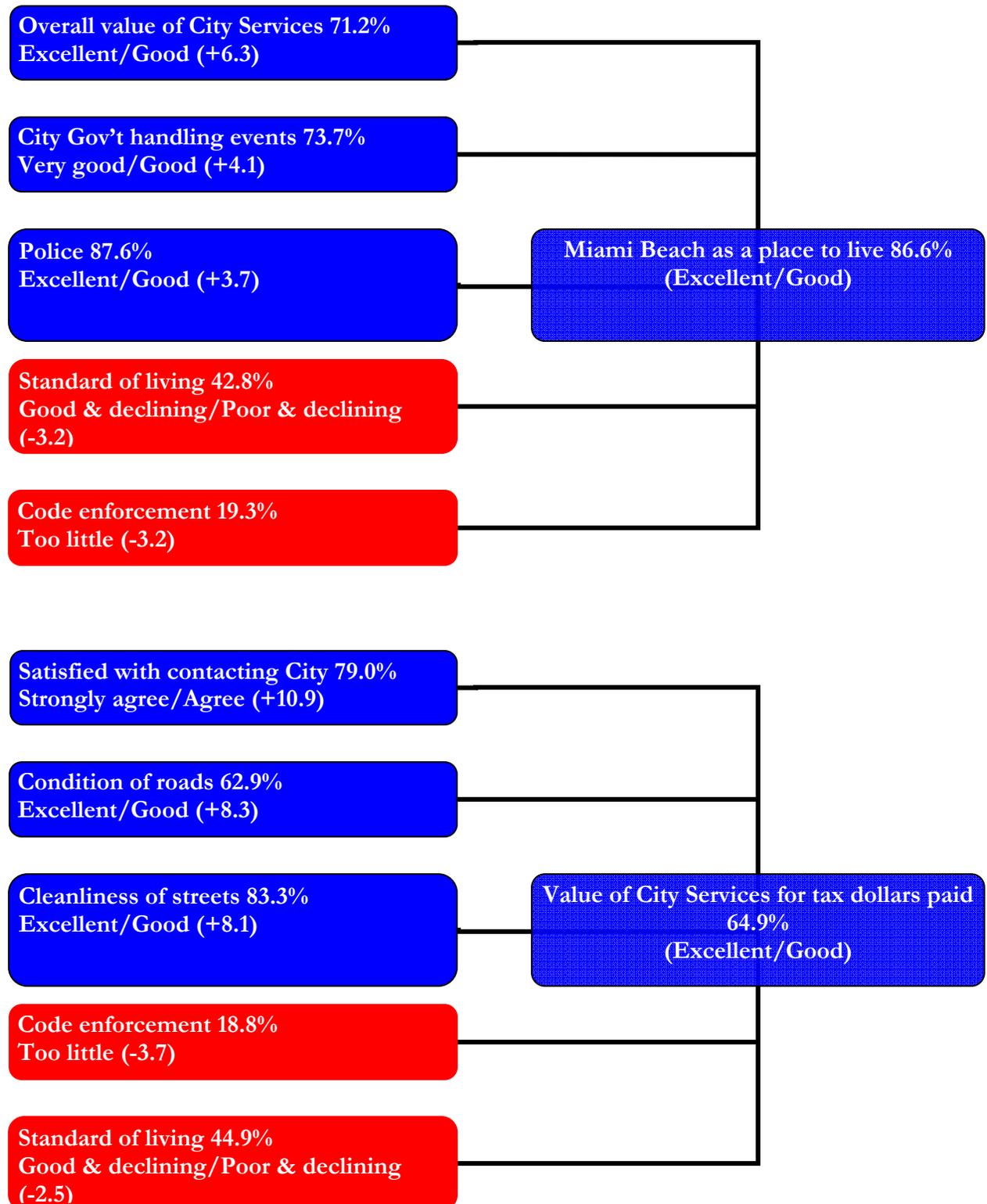
As presented in the following charts along with the table in Appendix Four, the following six areas served as “drivers” (both positive and negative), for residential respondents, in how they view the City as a place to live, view City Government on meeting expectations and if they would or would not recommend the City of Miami Beach as a place to live:

1. Resident perception on the value of City services
2. Resident perception on how City Government handles events which attract large crowds
3. Cleanliness of City streets
4. City’s efforts to address homelessness
5. Perception/interaction with City Police
6. Code enforcement

RESIDENTIAL



RESIDENTIAL



BUSINESS

In the current analysis, CRPP compares composite survey results (all business leader respondents/“norm”) to survey results from the following sub-populations of survey respondents:

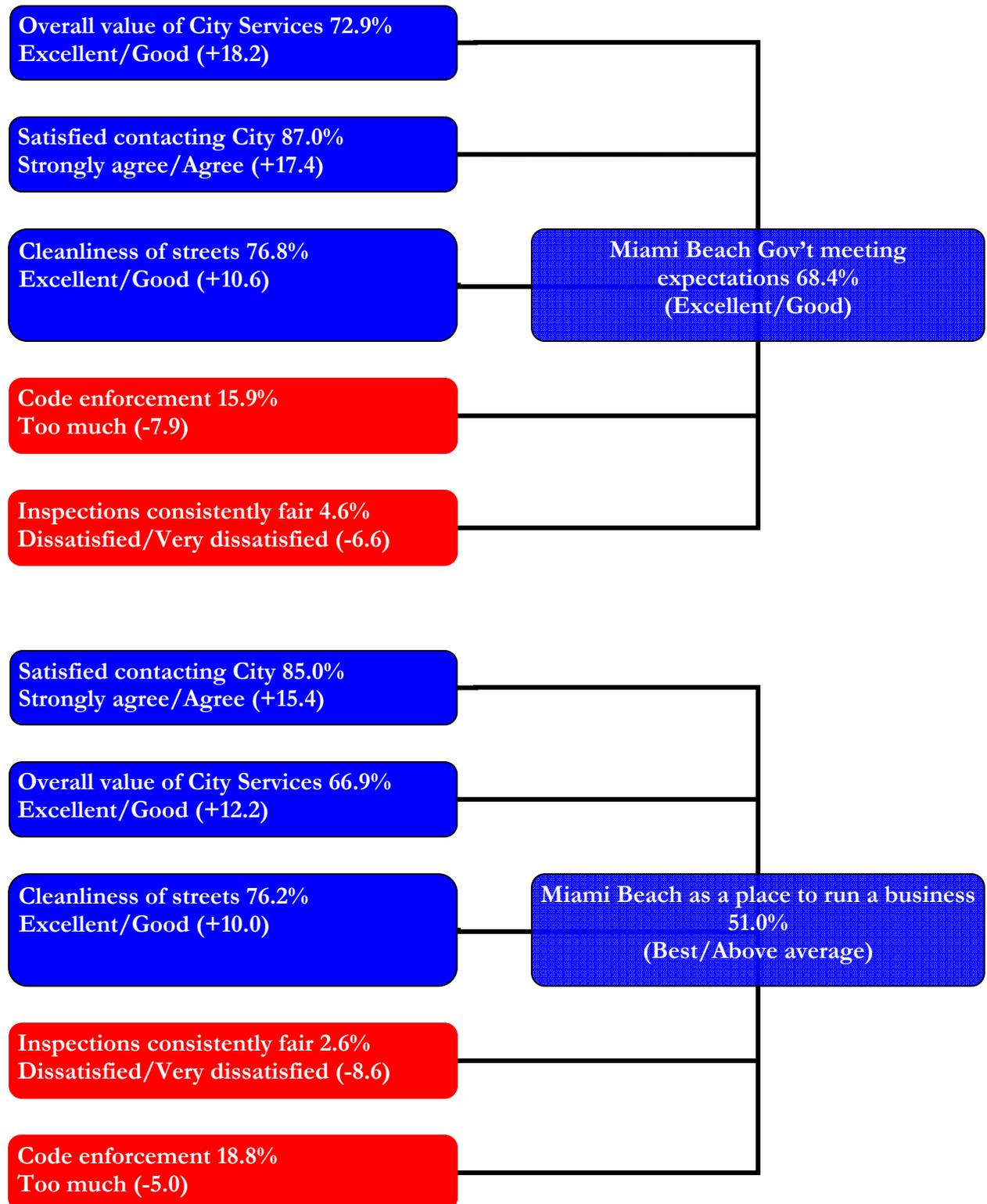
- Those likely/unlikely to recommend Miami Beach
- Those suggesting Miami Beach is/is not meeting their expectations
- Those suggesting Miami Beach is/is not listening to them
- Those providing ratings, compared to other cities, as a place to do business
- Those suggesting Miami Beach is a worse place today to do business
- Those providing ratings on value of services for the tax dollars paid

CRPP selected fourteen (14) core rating questions (which may also be found in table format in appendix of report) from the survey ranging from satisfaction with inspections to traffic flow. Once again, question selection is based on use of “like questions” utilized in other studies conducted by the firm and may have shown historical impact. CRPP looked for the largest “spreads” or differences between composite aggregate results (all respondents) and these sub-groups of respondents.

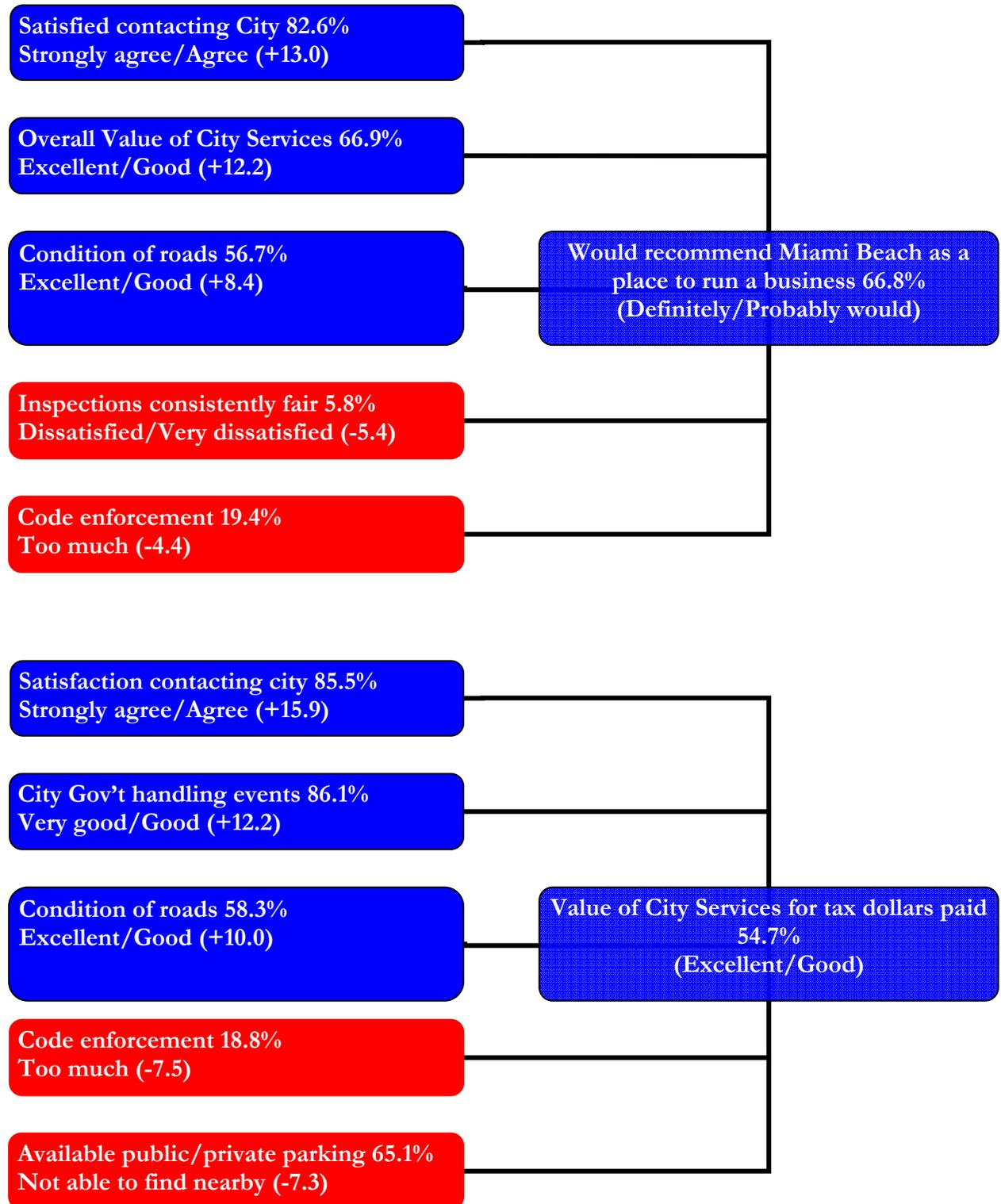
As presented in the following charts along with the table in Appendix Four, the following seven areas served as “drivers” (both positive and negative), for business respondents, in how they view the City as a place to run a business, view City Government on meeting expectations and if they would or would not recommend the City of Miami Beach as a place to run a business:

1. Business perception on the value of City services
2. Satisfaction with the City bringing customers to their business
3. Cleanliness of City streets
4. Satisfaction with contacting the City
5. Inspections being consistently fair
6. Code enforcement
7. Availability of public/private parking

BUSINESS



BUSINESS



RESIDENTIAL REVIEW OF RESULTS BY DEMOGRAPHICS

Hispanics

- Hispanic respondents were less likely to rate their overall quality of life as “excellent” or “good” than non-Hispanic respondents (80.6% and 88.1% respectively).
- Hispanic residents were less likely to rate the City of Miami Beach as an excellent or good place to live than non-Hispanic residents (83.8% and 88.8% respectively).
- Hispanic residents were more likely (30.9%) to say there are “too few” family friendly activities than non-Hispanic residents (21.1%).
- Hispanic residents showed statistically insignificant variance from composite results for respondents who reported receiving “the right amount of information” from the City.

Length of Residency

- Residents having lived in the City of Miami Beach 5 years or more were more likely to rate their standard of living as “good but declining” or “poor and declining” than those living there less than 5 years (47.7% and 42.1% respectively).
- Those living in the City of Miami Beach less than 5 years (74.0%) were more likely than those living in the City 5 years or more (67.9%) to agree with the statement: “Overall, I was satisfied with the experience I had contacting the City.”

Owners vs. Renters

- On rating the City Government on meeting their expectations, renters were more likely to rate the City “excellent” or “good” than homeowners (78.0% and 74.0% respectively).
- Renters (26.3%) were also more likely to state there are “too few” family friendly activities than homeowners (23.7%).
- Renters (72.3%) were more likely than homeowners (68.0%) to “strongly agree” or “agree” with the following statement: “Overall, I was satisfied with the experience I had contacting the City.”
- When viewing composite findings for those who provided “fair” or “poor” ratings for the value of services for tax dollars paid to the City, renters (35.0%) and homeowners (35.0%) alike provided statistically similar responses.

Age

- Residents less than 35 years old (63.4%) were more likely to rate their standard of living as “good and improving” or “poor but improving” than those 35 to 64 years old (51.2%) and those 65 years of age and older (52.2%).
- Those 35 to 64 years of age (48.8%) and 65 years of age or older (48.3%) were more likely to rate their standard of living as “good but declining” or “poor and declining” than those less than 35 years of age (36.5%).
- Residents 65 years of age or older (89.3%) were more likely to rate the Police as “excellent” or “good” than those 35 to 64 years old (81.0%) or less than 35 years of age (77.8%).
- Those less than 35 years of age (29.8%) were more likely to state there are “too few” family friendly activities than those 35 to 64 years old (26.2%) and 65 years and older (19.3%).
- Those 65 years of age or older (76.2%) were more likely than those 35 to 64 years old (65.2%) and those under 35 years (60.7%) to “strongly agree” or “agree” with the statement: “Overall, I was satisfied with the experience I had contacting the City.”

Full Time Residents vs. Part Time Residents

- Those who live in the City of Miami Beach less than 12 months out of the year (37.7%) were more likely to rate traffic flow as “excellent” or “good” than those living in the City 12 months out of the year (30.8%).
- Those living in the City for 12 months out of the year (25.1%) were more likely to state there are “too few” family friendly activities than those living in the City less than 12 months (20.0%).

Cell Phone vs. Land Line

- Cell phone users (92.9%) were more likely than land line users (84.7%) to rate their overall quality of life as “excellent” or “good.”
- Similarly, cell phone users (96.4%) were more likely than land line users (86.5%) to rate the City of Miami Beach as an “excellent” or “good” place to live.
- Land line users (75.0%) were more likely than cell phone users (64.3%) to rate the City Government on meeting their expectations as “excellent” or “good.”

- Land line users (15.5%) were more likely than cell phone users (8.3%) to report there was “too little” effort put forth by the City when it comes to historic preservation.
- When rating traffic flow in the City, land line users (31.2%) were more likely than cell phone users (25.0%) to rate it as “excellent” or “good.”
- Cell phone users (42.9%) were significantly more likely than land line users (24.4%) to state there are “too few” family friendly activities in the City.
- Land line users (68.4%) were much more likely than cell phone users (44.4%) to “strongly agree” or “agree” with the following statement: “Overall, I was satisfied with the experience I had contacting the City.”

Geographic Region

- South Point residents (84.6%) were the most likely to state they “definitely would” or “probably would” recommend the City as a place to live, while Mid Beach residents were least likely (71.0%).
- Mid Beach residents (26.8%) were most likely to report that the City’s efforts to regulate development is “too much,” while South Point residents (17.9%) were least likely to report the efforts as “too much.”
- North Beach residents (74.4%) were most likely to report that they “strongly agree” or “agree” that the City is open and interested in hearing the concerns of residents, while South Beach residents (65.9%) were least likely to “strongly agree” or “agree.”

Miscellaneous

- When separately viewing those who provided negative ratings for Police, statistically significant findings were not present for any one specific demographic.
- When separately viewing those who provided “don’t know” responses for “City on meeting expectations,” “Recreation Programs,” “Police,” “Emergency Medical Response,” “Fire,” “Emergency/Hurricane Preparedness,” “Ocean Rescue/Lifeguard/Beach Patrol” or “Level done by City to regulate development,” statistically significant findings were not present for any one specific demographic.

SUMMARY OF FINDINGS

Readers should note that all “don’t know” responses have been removed from the data, except when noted. For purpose of comparison, the percentage of “don’t know” responses has been included in parenthesis in the header of each column or beside respondent percentages.

RESIDENTIAL SURVEY RESULTS

QUALITY OF LIFE

All respondents were asked by researchers how they would rate the overall quality of life within the City of Miami Beach.

A majority of respondents, 84.8%, reported their overall quality of life within the City of Miami Beach as either “excellent” (29.1%) or “good” (55.7%) in 2009.

<i>Overall quality of life within the City of Miami Beach?</i>	<i>2005 Composite (DK=0.5)</i>	<i>2007 Composite (DK=0.0)</i>	<i>2009 Composite (DK =0.5)</i>
Excellent	24.4%	21.0	29.1
Good	56.3	54.0	55.7
Fair	15.0	19.0	12.2
Poor	4.3	6.0	3.0
Total excellent/good	80.7	75.0	84.8
Total fair/poor	19.3	25.0	15.2
Change (excellent/good) from 2007 to 2009	---	---	+9.8
Change (excellent/good) from 2005 to 2009	---	---	+4.1

<i>Overall quality of life within the City of Miami Beach?</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Excellent	34.3%	24.7	36.2	26.4	25.2
Good	53.8	60.4	49.6	57.7	56.3
Fair	10.5	11.8	10.6	12.6	14.9
Poor	1.5	3.1	3.5	3.3	3.6
Total excellent/good	88.0	85.1	85.8	84.1	81.5
Total fair/poor	12.0	14.9	14.1	15.9	18.5
Change (excellent/good) from 2007 to 2009	+8.0	+7.1	+8.8	+0.1	+18.5

In an open-ended format question, all respondents were asked by researchers to report what one thing they would say has a **positive** impact on the quality of life in Miami Beach.

While nearly one-third of all respondents, 29.0%, reported “weather” as the one thing that has a positive impact on the quality of life in Miami Beach, another 19.3% reported “beaches” as the one thing having the most **positive** impact on the quality of life within the City.

<i>What one thing has a positive impact on the quality of life in Miami Beach? (Top 5)</i>	<i>2009 Composite (DK=4.0)</i>
Weather	29.0%
The beaches	19.3
Police & EMS	8.1
Friendly people	6.3
Lots of activities	5.5
Atmosphere	6.3
Ocean	4.2
Can work anywhere	5.4
None	3.9
Environmental	2.6
Parks	2.5
Architecture	1.7
Restaurants	1.0
Family	0.8
Using the buses for free	0.6
The major	0.5
Media	0.5
Hotels	0.5
Education system	0.4
Boardwalk	0.3
Disabled community	0.2
Community college	0.1
Barrack Obama	0.1

<i>What one thing has a positive impact on the quality of life in Miami Beach? (Top 5)</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Weather	26.1%	29.5	29.7	30.7	29.1
The beaches	20.9	15.5	19.4	17.8	22.7
Police & EMS	7.0	8.4	6.8	11.3	7.3
Friendly people	6.7	7.2	4.2	7.3	5.9
Lots of activities	5.9	5.6	5.2	7.6	3.4

Further, all respondents were asked by researchers, in another open-ended format question, to report what one thing they would say has a **negative** impact on the quality of life in Miami Beach.

While one-quarter of all respondents, 25.2%, reported “too many people” as the one thing that has a **negative** impact on the quality of life in Miami Beach, another 15.5% reported “crime” as the one thing having the most **negative** impact on the quality of life within the City.

<i>What one thing has a negative impact on the quality of life in Miami Beach? (Top 5)</i>	<i>2009 Composite (DK=9.1)</i>
Too many people	25.2%
Crime	15.5
None	8.8
More parking needed	8.2
A lot of homeless	6.2
Dirty beaches	5.9
Deteriorating streets	5.6
Economic crisis	4.4
Too many big buildings	3.7
Property taxes	3.6
High cost of living	2.1
Poor city government	1.9
Hip hop concerts create violence	1.2
Not enough parks	1.2
Improve sewer system	0.9
More English speaking people	0.9
Poor education	0.6
Hurricane season	0.6
The expos	0.4
Boat show	0.3
Healthcare	0.3
Summer heat	0.3
Transportation	0.2
Medical insurance	0.1
Illegal immigrants	0.1
No smoking	0.1
No more raffles for theater	0.1
Nearby hospital	0.1
Ambulance being routed unnecessarily	0.1
Forest fires	0.1

<i>What one thing has a negative impact on the quality of life in Miami Beach? (Top 5)</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Too many people	26.0%	21.8	23.6	30.0	25.5
Crime	18.6	16.7	15.1	11.2	15.6
None	5.5	8.2	6.6	10.6	13.0
More parking needed	8.7	8.0	6.8	9.8	7.8
A lot of homeless	7.7	7.7	5.8	3.5	6.2

Researchers read the following to all respondents: “Which of the following statements best reflects your outlook for your own standard of living...”

The clear majority of respondents, 52.6%, suggested their outlook for their own standard of living as either “good and improving” (50.8%) or “poor but improving” (1.8%).

<i>Standard of living</i>	<i>2009 Composite (DK=3.1)</i>
Is good and improving	50.8%
Is good but declining	44.5
Is poor but improving	1.8
Is poor and declining	2.9
Total improving	52.6
Total declining	47.4

<i>Standard of living</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Is good and improving	54.8%	46.5	53.7	49.4	50.5
Is good but declining	42.1	46.9	41.6	47.5	44.0
Is poor but improving	1.3	2.7	1.6	1.6	1.8
Is poor and declining	1.8	3.9	3.1	1.6	3.7
Total improving	56.1	49.2	55.3	51.0	52.3
Total declining	43.9	50.8	44.7	49.1	47.7

All respondents were asked to rate the City of Miami Beach as a place to live.

As presented in the tables below, the majority of all respondents, 86.6%, reported Miami Beach as an “excellent” (32.4%) or “good” (54.2%) place to live.

<i>Rate Miami Beach as a place to live...</i>	<i>2007 Composite (DK=0.0)</i>	<i>2009 Composite (DK=0.6)</i>
Excellent	32.0%	32.4
Good	51.0	54.2
Fair	15.0	11.6
Poor	3.0	1.8
Total excellent/good	83.0	86.6
Total fair/poor	18.0	13.4
Change (excellent/good) from 2007 to 2009	---	+3.6

<i>Rate Miami Beach as a place to live...</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Excellent	32.9%	30.9	39.0	32.1	27.9
Good	54.8	53.6	50.4	54.1	57.8
Fair	10.6	13.9	8.8	11.8	12.5
Poor	1.8	1.6	1.8	2.0	1.8
Total excellent/good	87.7	84.5	89.4	86.2	85.7
Total fair/poor	12.4	15.5	10.6	13.8	14.3
Change (excellent/good) from 2007 to 2009	+5.7	+1.5	+6.4	-1.8	+12.7

As a place to live, all respondents were asked to rate living in the City of Miami Beach now as compared to a few years ago.

While two-fifths of all respondents, 39.4%, suggested living in Miami Beach is “about the same” as a few years ago, slightly more than one-third, 36.5% said living in Miami Beach is “better.” Remaining respondents, 24.1%, said living in Miami Beach is “worse” than it was a few years ago.

<i>Compared to a few years ago, Miami Beach is...</i>	<i>2009 Composite (DK=3.9)</i>
Better	36.5%
Worse	24.1
About the same	39.4

<i>Compared to a few years ago, Miami Beach is...</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Better	41.5%	34.3	38.9	35.5	33.1
Worse	20.2	25.2	24.5	25.1	25.2
About the same	38.3	40.5	36.5	39.4	41.7

All respondents were asked to think about and then indicate whether they would recommend the City of Miami Beach to family and friends as a place to live.

As presented in the table below, slightly more than three-quarters of all respondents, 78.3%, reported they either “definitely would” (49.4%) or “probably would” (28.9%) recommend the City of Miami Beach to others as a place to live.

<i>Recommend to others as a place to live ...</i>	<i>2007 Composite (DK=1.0)</i>	<i>2009 Composite (DK=1.0)</i>
Definitely would	53.0%	49.4
Probably would	23.0	28.9
Hard to say	9.0	11.6
Would probably not	7.0	5.2
Would definitely not	8.0	4.9
<i>Total recommend</i>	<i>76.0</i>	<i>78.3</i>
<i>Change (recommend) from 2007 to 2009</i>	<i>---</i>	<i>+2.3</i>

<i>Recommend to others as a place to live...</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Definitely would	52.2%	48.1	53.2	44.8	49.1
Probably would	32.4	27.1	28.6	26.2	29.1
Hard to say	8.9	11.5	9.4	17.9	10.5
Would probably not	4.3	6.1	3.5	6.3	5.6
Would definitely not	2.3	6.3	5.3	4.8	5.6
<i>Total recommend</i>	<i>84.6</i>	<i>76.2</i>	<i>81.8</i>	<i>71.0</i>	<i>78.3</i>
<i>Change (recommend) from 2007 to 2009</i>	<i>+10.6</i>	<i>-7.8</i>	<i>+7.8</i>	<i>-7.0</i>	<i>+9.3</i>

Thinking about their neighborhood or the City overall, all respondents were asked by researchers to report what two to three changes would make Miami Beach a better place to live, work, play, or visit.

The question was presented in an open-ended format and provided the following results.

<i>What two or three changes would make Miami Beach a better place to live, work, play or visit? (Top 5)</i>	<i>2009 Composite</i>
More police	19.3%
Less traffic congestion	18.6
Clean garbage from streets	16.3
More parking/lots are needed	15.1
None	8.5
More homeless shelters	8.5
Lower taxes	7.2
Finish renovation projects	7.0
Improve public transport	5.7
Improve roads	5.0
More bicycle paths	3.5
We need a new mayor	3.4
Storm drainage	3.2
Improve schools	2.6
More open space	2.3
Synchronized traffic lights	2.2
Musical events and concerts	2.1
Create more jobs	1.7
Improve beaches	1.1
Clean up prostitution	0.9
Add a grocery store	0.8
Cost to attend college	0.6
More tennis courts	0.3
More healthcare	0.3
Get rid of Captains Quarter Hotel	0.2
Free wireless internet	0.1
Alcohol sales needs a limit	0.1
Stop towing cars for no reason	0.1
More bi-lingual signs	0.1

<i>What two or three changes would make Miami Beach a better place to live, work, play or visit? (Top 5)</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
More police	19.9%	21.2	18.5	18.0	18.6
Less traffic congestion	17.0	20.5	17.6	19.2	18.3
Clean garbage from streets	22.2	19.4	17.1	10.4	12.1
More parking/lots are needed	19.3	15.4	14.1	14.4	12.4
None	6.6	8.1	8.5	8.7	10.4

CITY SERVICES

Researchers read all residential respondents the following: “Now I’ll read a list of City characteristics, services or programs. Please rate each as excellent, good, fair or poor.”

The tables below presents the cumulative totals for those providing either an “excellent” or “good” response for each of the characteristics, services or programs measured. Readers should note detailed findings are located in the composite aggregate data presented in the appendix of this report.

<i>Characteristics</i>	<i>2005 Composite Excellent & Good (DK)</i>	<i>2007 Composite Excellent & Good (DK)</i>	<i>2009 Composite Excellent & Good (DK)</i>	<i>Excellent & Good Change from 2005 to 2009</i>	<i>Excellent & Good Change from 2007 to 2009</i>
The appearance and maintenance of the city’s public buildings	80.9% (2.0)	81.0 (3.0)	87.2 (5.8)	+6.3	+6.2
The appearance of playgrounds	80.3 (15.7)	80.0 (17.0)	87.3 (26.4)	+7.0	+7.3
Landscape maintenance in rights of way and public areas	76.1 (2.8)	77.0 (3.0)	82.7 (6.1)	+6.6	+5.7
The maintenance of parks (for example, cleanliness, landscape management)	77.9 (9.6)	76.0 (8.0)	85.1 (9.9)	+7.2	+9.1
Garbage/Trash collection	77.0 (4.7)	76.0 (7.0)	82.7 (7.0)	+5.7	+6.7
Overall quality of the beaches (cleanliness, water quality, etc.)	80.0 (5.1)	75.0 (6.0)	82.7 (10.0)	+2.7	+7.7
Cleanliness of streets in your neighborhood	61.8 (0.3)	65.0 (0.0)	75.2(0.4)	+13.4	+10.2
Adequacy of street lighting in your neighborhood (sufficient, functioning lights)	---	62.0 (1.0)	78.0 (1.9)	---	+16.0
Cleanliness of streets in business/commercial areas	56.6 (1.8)	61.0 (2.0)	71.0 (2.0)	+14.4	+10.0
Cleanliness of canals/waterways	48.5 (11.8)	54.0 (16.0)	61.2 (11.2)	+12.7	+7.2
Condition of sidewalks (that is, few or no cracks)	52.1 (1.6)	49.0 (1.0)	64.2 (2.0)	+12.1	+15.2
Storm drainage (to avoid flooding)	41.9 (5.0)	42.0 (5.0)	43.7 (4.7)	+1.8	+1.7
Recreation programs	76.3 (18.9)	79.0 (20.0)	84.9 (31.0)	+8.6	+5.9
The job the City is doing to address homelessness	28.5 (14.2)	32.0 (11.0)	43.6 (24.6)	+15.1	+11.6

Characteristics – Excellent & Good	South Pointe	S. Pointe Change from 2007/2005	S. Beach & Belle Isle	S. Beach Change from 2007/2005	Condo Corridor	Condo Corridor Change from 2007/2005	Mid Beach & Islands	Mid Beach Change from 2007/2005	North Beach	North Beach Change from 2007/2005
The appearance and maintenance of the city's public buildings	85.8%	+6.9/ +5.9	87.3	+6.3/ +4.4	88.2	+5.2/ +5.0	87.0	+4.0/ +5.7	87.5	+9.5/ +10.1
The appearance of playgrounds	89.3	+17.3/ +4.6	86.5	+2.5/ +1.0	85.9	+5.9/ +11.4	85.6	+1.6/ +10.3	89.3	+13.3/ +9.4
Landscape maintenance in rights of way and public areas	79.6	+7.6/ -0.5	82.5	+4.5/ +6.6	83.1	+6.1/ +7.5	82.9	+10.9/ +5.8	85.0	+14.0/ +12.8
The maintenance of parks (for example, cleanliness, landscape management)	86.7	+12.7/ +2.8	85.6	+4.6/ +5.5	82.9	+1.9/ +8.2	82.4	+8.4/ +9.8	87.5	+14.5/ +9.6
Garbage/Trash collection	81.5	+13.5/ +11.7	81.6	+5.6/ +5.0	81.9	+1.9/ -1.0	84.4	+4.4/ +8.7	83.7	+7.7/ +6.9
Overall quality of the beaches (cleanliness, water quality, etc.)	83.8	+4.8/ +0.5	85.1	+1.1/ +1.8	80.8	+13.8/ +11.9	82.2	+6.2/ -3.1	81.5	+11.5/ +2.7
Cleanliness of streets in your neighborhood	69.7	+11.7/ +9.2	71.2	+11.2/ +14.8	78.4	+5.4/ +14.0	81.0	-1.0/ +8.1	76.3	+21.3/ +20.7
Adequacy of street lighting in your neighborhood (sufficient, functioning lights)	77.2	+8.2/ ---	75.9	+13.9/ ---	78.7	+3.7/ ---	75.8	+17.0/ ---	82.3	+23.3/ ---
Cleanliness of streets in business/commercial areas	69.8	+19.8/ +19.3	68.1	+13.1/ +11.4	72.4	+9.4/ +14.5	70.3	+4.3/ +14.4	74.3	+15.3/ +12.8
Cleanliness of canals/waterways	62.1	+9.1/ +8.3	59.5	+5.5/ +7.2	61.4	+3.4/ +20.9	56.8	+8.8/ +8.9	65.6	+14.6/ +16.9
Condition of sidewalks (that is, few or no cracks)	61.9	+10.9/ +5.8	60.9	+15.9/ +13.8	67.2	+5.2/ +12.7	60.9	+4.9/ +8.9	69.9	+22.9/ +18.5
Storm drainage (to avoid flooding)	35.1	-1.9/ -7.4	41.7	+4.7/ +5.8	47.2	-5.8/ -3.1	42.5	-0.5/ +3.7	51.8	+9.8/ +8.9
Recreation programs	85.1	+9.1/ +9.0	85.9	+2.9/ +4.7	83.3	+5.3/ +12.5	83.6	+4.6/ +6.9	86.8	+13.8/ +11.1
The job the City is doing to address homelessness	46.5	+17.5/ +21.4	37.5	+9.0/ +14.5	42.8	+5.8/ +26.9	43.2	+14.2/ +10.7	48.5	+19.0/ +14.3

All residential respondents were asked by researchers to rate the job the City of Miami Beach City Government is doing in meeting their expectations with the services they provide?

As presented in the table below, three-quarters of all respondents, 74.8%, suggested the City is doing an “excellent” (9.2%) or “good” (65.6%) job meeting expectations with the services they provide.

<i>How good a job is City Government doing in meeting expectations?</i>	<i>2009 Composite (DK=1.8)</i>
Excellent	9.2%
Good	65.6
Fair	19.5
Poor	5.7
Total excellent/good	74.8
Total fair/poor	25.2

<i>How good a job is City Government doing in meeting expectations?</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Excellent	10.1%	8.5	10.7	9.2	7.7
Good	64.9	64.9	63.4	65.5	69.1
Fair	20.2	21.1	19.9	17.4	18.6
Poor	4.8	5.4	5.9	7.9	4.5
Total excellent/good	75.0	73.5	74.2	74.7	76.8
Total fair/poor	25.0	26.5	25.8	25.3	23.1

All respondents were read the following by researchers: “Please rate the level of code enforcement and ordinances established by the City of Miami Beach government in your neighborhood.”

Nearly two-thirds of all respondents, 64.1%, suggested the level of code enforcement and ordinances established by the City of Miami Beach government is “about the right amount.”

<i>Level of code enforcement in neighborhood</i>	<i>2009 Composite (DK=9.8)</i>
Too little	22.5%
Too much	13.4
About the right amount	64.1

<i>Level of code enforcement in neighborhood</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Too little	24.9%	23.9	19.0	24.4	20.5
Too much	12.0	15.7	17.4	11.7	10.1
About the right amount	63.1	60.4	63.6	63.9	69.3

Further, all respondents were asked to rate the amount of noise in their neighborhood.

Consistent with results collected in the previous study, three-quarters of all respondents, 75.1%, reported the amount of noise in their neighborhood as being “acceptable/not a problem.”

<i>Amount of noise in neighborhood</i>	<i>2007 Composite (DK=0.0)</i>	<i>2009 Composite (DK=1.1)</i>
A bit too much	17.0%	15.3
Way too much	9.0	9.7
Acceptable/not a problem	74.0	75.1
<i>Change (acceptable/not a prob.) from 2007 to 2009</i>	---	+1.1

<i>Amount of noise in neighborhood</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
A bit too much	21.6%	15.0	14.7	13.4	12.1
Way too much	12.4	13.5	8.6	6.6	7.2
Acceptable/not a problem	66.0	71.5	76.7	80.0	80.8
<i>Change (acceptable/not a prob.) from 2007 to 2009</i>	+2.0	+4.5	+2.7	---	+2.8
<i>Change (acceptable/not a prob.) from 2005 to 2009</i>	+0.7	+3.1	+2.9	+6.5	+2.6

HISTORIC PRESERVATION AND DEVELOPMENT

All respondents were asked by researchers to indicate if they felt the effort put forth by the City of Miami Beach on historic preservation was too little, too much or about the right amount.

As presented in the table below, three-quarters of all respondents, 77.1%, reported the effort put forth by the City of Miami Beach on historic preservation is “about the right amount.”

<i>Historic preservation effort</i>	<i>2009 Composite (DK=19.9)</i>
Too little	15.4%
Too much	7.5
About the right amount	77.1

<i>Historic preservation effort</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Too little	13.4%	15.9	16.7	17.1	13.9
Too much	7.4	5.8	11.6	7.2	5.7
About the right amount	79.2	78.3	71.7	75.7	80.4

Further, all residential respondents were asked to think about the level of development in the City of Miami Beach and indicate if the effort put forth by the City to regulate development is too little, too much or about the right amount.

While nearly half, 47.6%, suggested the effort put forth by the City to regulate development is “about the right amount,” nearly one-third, 29.6%, indicated “too little” effort is being put forth by the City in this area.

<i>Effort to regulate development</i>	<i>2009 Composite (DK=9.1)</i>
Too little	29.6%
Too much	22.8
About the right amount	47.6

<i>Effort to regulate development</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Too little	29.3%	28.9	28.9	34.3	26.9
Too much	17.9	22.8	24.1	26.8	22.8
About the right amount	52.8	48.3	47.0	39.0	50.3

TRANSPORTATION/PARKING

All respondents were asked to report their primary mode of transportation in and around the City of Miami Beach.

The table below presents the methods utilized along with the frequency of mention for each.

<i>Mode of transportation</i>	<i>2005 Composite (DK=0.0)</i>	<i>2007 Composite (DK=0.0)</i>	<i>2009 Composite (DK=0.2)</i>
Car	63.0%	63.0	71.3
Public buses (excluding the Local)	19.4	14.0	4.1
Walking/Bicycling	13.9	14.0	6.1
Local bus circulators (in South Beach)	---	7.0	14.0
Motorcycles/Mopeds	2.0	1.0	0.8
Taxis	---	1.0	0.6
You stay home/do not go out often	0.5	---	0.7
Friends and family	0.1	---	2.1
Other	1.0	---	0.4

<i>Mode of transportation</i>	<i>South Pointe 2005</i>	<i>South Pointe 2007</i>	<i>South Pointe 2009</i>	<i>S. Beach & Belle Isle 2005</i>	<i>S. Beach & Belle Isle 2007</i>	<i>S. Beach & Belle Isle 2009</i>
Car	46.2%	51.0	69.3	46.0	27.0	56.9
Public buses (excluding the Local)	27.1	14.0	3.3	20.1	25.0	4.5
Walking/Bicycling	21.6	19.0	9.5	29.0	28.0	12.3
Local bus circulators (in South Beach)	---	12.0	13.5	---	16.0	21.4
Motorcycles/Mopeds	2.5	2.0	1.3	3.6	2.0	1.6
Taxis	---	---	---	---	---	0.7
You stay home/do not go out often	1.0	---	1.5	---	---	0.9
Friends and family	---	---	---	---	---	1.6
Other	1.5	2.0	1.4	1.3	---	0.2

<i>Mode of transportation</i>	<i>Condo Corridor 2005</i>	<i>Condo Corridor 2007</i>	<i>Condo Corridor 2009</i>	<i>Mid Beach & Islands 2005</i>	<i>Mid Beach & Islands 2007</i>	<i>Mid Beach & Islands 2009</i>	<i>North Beach 2005</i>	<i>North Beach 2007</i>	<i>North Beach 2009</i>
Car	73.8%	67.0	81.2	81.2	87.0	82.5	68.5	70.0	68.6
Public buses (excluding the Local)	15.3	18.0	5.3	9.7	2.0	2.0	24.5	20.0	5.3
Walking/Bicycling	7.4	7.0	3.3	6.3	6.0	3.5	4.6	4.0	1.6
Local bus circulators (in South Beach)	---	5.0	6.8	---	2.0	8.0	---	4.0	18.7
Motorcycles/Mopeds	0.5	1.0	0.5	1.9	---	0.3	1.4	---	0.4
Taxis	---	1.0	1.8	---	2.0	0.5	---	---	---
You stay home/do not go out often	0.5	---	0.5	0.5	---	0.3	0.5	---	1.3
Friends and family	0.5	---	0.8	0.5	---	2.3	---	---	4.0
Other	2.0	1.0	---	---	---	0.8	0.5	---	---

When respondents were asked how they feel about the availability of parking throughout the City of Miami Beach, more than three-quarters of all respondents, 77.2%, reported “too little” parking throughout the City is currently available.

<i>Availability of parking throughout City</i>	<i>2005 Composite (DK=3.6)</i>	<i>2007 Composite (DK=)</i>	<i>2009 Composite (DK=10.8)</i>
Too little	76.8%	77.0	77.2%
Too much	2.8	3.0	1.4
About right	20.5	19.0	21.4

<i>Availability of parking throughout City – 2009</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Too little	79.5%	79.2	72.3	83.3	71.5
Too much	0.3	1.5	1.6	0.8	2.8
About right	20.3	19.3	26.1	15.9	25.7

<i>Availability of parking throughout City - 2007</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Too little	72.0%	79.0	82.0	80.0	79.0
Too much	1.0	5.0	4.0	2.0	5.0
About right	26.0	17.0	15.0	18.0	16.0

<i>Availability of parking throughout City - 2005</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Too little	75.1%	78.7	80.4	73.9	75.6
Too much	4.7	2.7	1.5	2.0	2.9
About right	20.1	18.6	18.0	24.1	21.5

Further, all respondents were asked to rate the traffic flow where they drive in Miami Beach.

As presented in the table below, when compared with the previous study, an increased percentage of respondents (31.1% in 2009 from 24.0% in 2007) reported traffic flow where they drive in Miami Beach is either “excellent” (2.1%) or “good” (29.0%) in 2009.

<i>Traffic flow</i>	<i>2005 Composite (DK=1.9)</i>	<i>2007 Composite (DK=2.0)</i>	<i>2009 Composite (DK=5.5)</i>
Excellent	6.4%	7.0	2.1
Good	23.7	17.0	29.0
Fair	35.0	37.0	40.6
Poor	35.0	38.0	28.3
<i>Total excellent/good</i>	<i>30.1</i>	<i>24.0</i>	<i>31.1</i>
<i>Total fair/poor</i>	<i>70.0</i>	<i>75.0</i>	<i>68.9</i>
<i>Change (excellent/good) from 2007 to 2009</i>	<i>---</i>	<i>---</i>	<i>+7.1</i>
<i>Change (excellent/good) from 2005 to 2009</i>	<i>---</i>	<i>---</i>	<i>+1.0</i>

<i>Traffic flow</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Excellent	2.9%	0.7	2.1	1.8	3.2
Good	29.1	26.5	34.7	25.9	29.2
Fair	41.7	42.6	39.1	36.8	42.4
Poor	26.2	30.3	24.1	35.5	25.2
<i>Total excellent/good</i>	<i>32.0</i>	<i>27.2</i>	<i>36.8</i>	<i>27.7</i>	<i>32.4</i>
<i>Total fair/poor</i>	<i>67.9</i>	<i>72.9</i>	<i>63.2</i>	<i>72.3</i>	<i>69.6</i>
<i>Change (excellent/good) from 2007 to 2009</i>	<i>+1.0</i>	<i>-10.8</i>	<i>+9.8</i>	<i>+6.7</i>	<i>+17.4</i>
<i>Change (excellent/good) from 2005 to 2009</i>	<i>+0.6</i>	<i>-10.0</i>	<i>+6.5</i>	<i>+4.4</i>	<i>+4.7</i>

All residential respondents were asked by researchers to indicate how they feel about the condition of roads in Miami Beach; such as street repair, maintenance and smoothness.

As presented in the table below, slightly more than half of all 2009 respondents, 54.6%, reported the condition of roads in Miami Beach are either “excellent” (4.9%) or “good” (49.7%).

<i>Condition of roads</i>	<i>2007 Composite (DK=1.0)</i>	<i>2009 Composite (DK=8.0)</i>
Excellent	10.0%	4.9
Good	38.0	49.7
Fair	34.0	29.6
Poor	19.0	15.8
<i>Total excellent/good</i>	<i>48.0</i>	<i>54.6</i>
<i>Total fair/poor</i>	<i>53.0</i>	<i>45.4</i>
<i>Change excellent/good) from 2007 to 2009</i>	<i>---</i>	<i>+6.6</i>

<i>Condition of roads</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Excellent	5.1%	4.0	7.3	3.7	4.3
Good	41.3	48.1	54.1	48.4	56.3
Fair	31.6	33.3	25.6	30.4	27.0
Poor	22.0	14.5	13.0	17.5	12.4
<i>Total (excellent/good</i>	<i>46.4</i>	<i>52.1</i>	<i>61.4</i>	<i>52.1</i>	<i>60.6</i>
<i>Total fair/poor</i>	<i>53.6</i>	<i>47.8</i>	<i>38.6</i>	<i>47.9</i>	<i>39.4</i>
<i>Change (excellent/good) from 2007 to 2009</i>	<i>-0.6</i>	<i>+4.1</i>	<i>+5.4</i>	<i>+3.1</i>	<i>+14.6</i>

As an alternative to taking a car, all respondents were read a list of transportation types and asked by researchers which they might be willing to use.

As presented in the table below, half of all respondents, 51.5%, reported a willingness to use “local bus circulators” as an alternative to taking a car. Multiple responses were accepted.

<i>Transportation you'd be willing to use</i>	<i>2009 Composite</i>
Local bus circulators	51.5%
Bicycles	16.8
Express bus to mainland	10.4
Trolley car	6.7
Other	29.8

<i>Transportation you'd be willing to use</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Local bus circulators	46.3%	49.1	56.1	45.0	60.5
Bicycles	22.2	17.2	16.8	18.7	9.7
Express bus to mainland	7.1	11.0	13.7	8.9	11.2
Trolley car	7.1	6.7	8.3	7.0	4.3
Other	33.5	30.8	22.8	32.7	29.3

All respondents were asked how they would describe the availability of bicycle paths/lanes throughout the City of Miami Beach.

Nearly two-thirds of all respondents, 63.7%, suggested there are “too few” bicycle paths/lanes throughout the City, while one-third, 32.4%, suggested there were “about the right amount” of bicycle paths/lanes available throughout the City.

<i>Rate availability of bicycle paths/lanes</i>	<i>2009 Composite (DK=25.4)</i>
Too few	63.7%
Too many	3.8
About right	32.4

<i>Rate availability of bicycle paths/lanes</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Too few	67.2%	63.3	59.2	64.6	64.0
Too many	3.4	1.7	6.4	5.1	2.9
About right	29.4	35.0	34.4	30.3	33.1

SAFETY

All residential respondents were read the following by researchers: “As I read a list of public safety services provided by the City of Miami Beach, please tell me if you would rate the quality of each as excellent, good, fair or poor?”

The tables below present the cumulative totals for those providing either an “excellent” or “good” response for each of the characteristics measured. When comparing with 2007 study results, all categories experienced increased positive ratings in 2009 with the largest increase taking place for “Police.” Readers should note detailed findings are located in the composite aggregate data presented in the appendix of this report.

Safety Services	2005 Composite Excellent & Good (DK)	2007 Composite Excellent & Good (DK)	2009 Composite Excellent & Good (DK)	Change Excellent & Good 2005 to 2009	Change Excellent & Good 2007 to 2009
Fire	95.1% (14.2)	96.0 (14.0)	96.8 (14.9)	+1.7	+0.8
Ocean rescue/Lifeguard/Beach Patrol	92.4 (20.0)	92.0 (20.0)	95.4 (33.1)	+3.0	+3.4
Emergency Medical Response	91.2 (19.3)	91.0 (17.0)	95.5 (17.1)	+4.3	+4.5
Emergency/Hurricane preparedness	88.7 (6.8)	84.0 (8.0)	92.0 (19.1)	+3.3	+8.0
Police	77.8 (2.6)	78.0 (2.0)	83.9 (4.4)	+6.1	+5.9

Safety Services – Excellent & Good	South Pointe	South Pointe Change from 2007/ 2005	South Beach & Belle Isle	South Beach & Belle Isle Change from 2007/ 2005	Condo Corridor	Condo Corridor Change from 2007/ 2005	Mid Beach & Islands	Mid Beach & Islands Change from 2007/ 2005	North Beach	North Beach Change from 2007/ 2005
Fire	95.3%	+3.3/ +0.3	97.2	+2.2/ +1.2	95.5	-0.5/ ---	96.7	-0.3/ +2.4	98.7	+2.7/ +4.5
Ocean rescue/ Lifeguard/ Beach Patrol	94.7	+2.2/ +0.7	95.9	+3.9/ +3.2	94.5	+5.5/ +6.7	94.2	+3.2/ +0.2	97.8	+10.3/ +4.2
Emergency Medical Response	94.2	+3.2/ +1.0	95.5	+4.5/ +4.8	94.6	+0.6/ +4.8	95.1	+2.1/ +2.0	97.7	+6.7/ +7.7
Emergency/ Hurricane preparedness	93.9	+8.9/ +9.1	94.1	+4.1/ +2.2	91.0	+9.0/ -0.2	86.9	+8.9/ -0.5	93.8	+13.8/ +7.8
Police	79.2	+6.2/ +1.0	81.7	+1.7/ +9.6	84.9	+8.9/ +6.2	85.5	+2.5/ +4.5	88.1	+10.1/ +8.8

All residential respondents were read the following by researchers: “As I read the following regarding safety, please indicate whether you feel very safe, somewhat safe, somewhat unsafe or very unsafe?”

The tables below presents the cumulative totals (with “don’t know” responses removed from the data) for those providing either a “very safe” or “somewhat safe” response for each of the questions asked. Readers should note detailed findings are located in the composite aggregate data presented in the appendix of this report.

Safety	2009 Composite Very & Somewhat Safe (DK)
In your neighborhood during the day?	96.3% (0.3)
In your neighborhood during the evening/night?	89.6 (2.7)
In business commercial areas during the evening/night?	87.8 (8.8)

Safety – Very & Somewhat Safe	South Pointe	S. Beach & Belle Isle	Condo Corridor	Mid Beach & Islands	North Beach
In your neighborhood during the day?	99.0%	96.4	97.5	93.0	95.6
In your neighborhood during the evening/night?	90.4	92.0	90.1	87.0	88.5
In business commercial areas during the evening/night?	88.4	88.9	87.2	86.8	87.7

Researchers read the following to all respondents: “As I read the following list, please tell me what areas you feel the City of Miami Beach can address to improve public safety throughout the City?”

The following tables present each of the areas measured along with the frequency of selection. Multiple responses were accepted.

<i>Areas for improvement</i>	<i>2007 Composite</i>	<i>2009 Composite</i>	<i>Change from 2007 to 2009</i>
Preventing crime	37.0%	44.9	+7.9
Increasing visibility of police in neighborhoods	37.0	32.4	-4.6
Reducing homelessness	33.0	31.4	-1.6
Increasing visibility of police in business/commercial areas	25.0	26.6	+1.6
Improving infrastructure (street lighting, repairing sidewalks/streets)	25.0	21.4	-3.6
Enforcing traffic laws	19.0	36.1	+17.1
Cleanliness of streets	12.0	18.7	+6.7
Enhancing lifeguard and beach patrol services	4.0	7.7	+3.7
Improving rescue services	2.0	3.5	+1.5
Improving fire-fighting services	1.0	3.6	+2.6
Improving communication between residents and law enforcement	---	16.7	+16.7
Other	4.0	2.1	-1.9

<i>Areas for improvement</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Preventing crime	39.8%	44.3	44.9	49.7	45.9
Increasing visibility of police in neighborhoods	31.4	34.4	31.7	36.7	27.9
Reducing homelessness	32.0	34.4	32.8	26.7	31.0
Increasing visibility of police in business/commercial areas	26.3	28.0	26.7	31.4	27.9
Improving infrastructure (street lighting, repairing sidewalks/streets)	22.8	18.1	23.1	23.3	20.0
Enforcing traffic laws	40.1	36.4	31.1	36.7	36.2
Cleanliness of streets	24.4	15.1	17.9	18.9	17.4
Enhancing lifeguard and beach patrol services	8.9	6.7	9.9	6.9	6.4
Improving rescue services	4.9	4.0	3.3	3.1	2.3
Improving fire-fighting services	4.9	2.2	5.0	3.1	3.1
Improving communication between residents and law enforcement	15.7	19.1	17.9	15.3	15.4
Other	2.7	2.0	3.4	1.5	1.3

CULTURE/ENTERTAINMENT/TOURISM

All residential respondents were read a list of destinations and attractions and asked to indicate the number of times, on average per year, they attend each.

The tables below present a detailed list of the destinations and attractions along with the average respondent attendance for each.

<i>City destinations/attractions</i>	<i>2009 Composite Average per year (DK)</i>
Restaurants	64.48 (3.3)
Beaches	60.00 (3.5)
City park/recreational facilities	46.59 (3.5)
Cultural activities (such as art shows, film festivals, musicals and live performances)	10.61 (4.4)
Family friendly activities (such as Movies in the Park, Music in the Park, etc.)	7.19 (5.1)
Museums	6.85 (3.8)
Nightclubs	4.38 (3.7)

<i>City destinations/attractions (average attendance per year)</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Restaurants	78.34	63.00	67.75	68.02	52.32
Beaches	64.10	52.44	86.54	46.90	51.54
City park/recreational facilities	65.50	55.20	39.90	42.78	30.74
Cultural activities (such as art shows, film festivals, musicals and live performances)	9.88	14.41	9.83	12.72	6.53
Family friendly activities (such as Movies in the Park, Music in the Park, etc.)	7.07	7.88	7.12	9.20	4.99
Museums	7.28	8.79	6.43	8.72	3.37
Nightclubs	9.22	3.81	4.73	3.35	1.22

<i>City destinations/attractions (Composite)</i>	<i>0 times annually</i>	<i>1-2 times annually</i>	<i>3-5 times annually</i>	<i>6-10 times annually</i>	<i>10 or more times annually</i>
Restaurants	8.6%	1.6	3.0	6.6	80.2
Beaches	23.0	3.3	4.4	6.8	62.5
City park/recreational facilities	32.6	3.7	5.9	7.4	50.4
Cultural activities (such as art shows, film festivals, musicals and live performances)	35.5	13.8	14.0	13.0	23.7
Family friendly activities (such as Movies in the Park, Music in the Park, etc.)	57.0	10.1	9.4	9.4	14.1
Museums	44.8	16.3	12.7	10.3	15.9
Nightclubs	76.3	5.4	3.7	5.1	9.5

<i>City destinations/attractions (South Pointe)</i>	<i>0 times annually</i>	<i>1-2 times annually</i>	<i>3-5 times annually</i>	<i>6-10 times annually</i>	<i>10 or more times annually</i>
Restaurants	9.7%	1.3	4.1	3.8	81.1
Beaches	20.3	2.0	6.2	6.1	65.4
City park/recreational facilities	23.0	4.1	6.9	5.9	60.1
Cultural activities (such as art shows, film festivals, musicals and live performances)	33.9	11.4	14.6	17.2	22.9
Family friendly activities (such as Movies in the Park, Music in the Park, etc.)	58.5	6.9	9.1	9.8	15.7
Museums	40.7	15.3	15.0	12.4	16.6
Nightclubs	64.3	5.9	3.8	9.2	16.8

<i>City destinations/attractions (South Beach & Belle Isle)</i>	<i>0 times annually</i>	<i>1-2 times annually</i>	<i>3-5 times annually</i>	<i>6-10 times annually</i>	<i>10 or more times annually</i>
Restaurants	10.5%	2.1	2.8	8.0	76.6
Beaches	29.1	2.1	4.7	7.1	57.0
City park/recreational facilities	32.4	3.8	4.2	5.8	53.8
Cultural activities (such as art shows, film festivals, musicals and live performances)	37.2	12.1	10.7	12.3	27.7
Family friendly activities (such as Movies in the Park, Music in the Park, etc.)	60.1	10.7	9.0	8.6	11.3
Museums	46.0	13.9	9.6	11.3	19.2
Nightclubs	80.6	4.2	3.5	2.8	8.9

<i>City destinations/attractions (Condo Corridor)</i>	<i>0 times annually</i>	<i>1-2 times annually</i>	<i>3-5 times annually</i>	<i>6-10 times annually</i>	<i>10 or more times annually</i>
Restaurants	4.9%	1.0	2.9	8.0	83.2
Beaches	12.3	5.2	2.0	6.2	74.3
City park/recreational facilities	28.5	5.2	6.2	10.6	49.5
Cultural activities (such as art shows, film festivals, musicals and live performances)	27.2	15.3	15.5	15.3	26.7
Family friendly activities (such as Movies in the Park, Music in the Park, etc.)	47.1	11.8	10.8	12.9	17.4
Museums	39.7	20.8	15.3	9.7	14.5
Nightclubs	66.3	8.6	5.0	7.0	13.1

<i>City destinations/attractions (Mid Beach & Islands)</i>	<i>0 times annually</i>	<i>1-2 times annually</i>	<i>3-5 times annually</i>	<i>6-10 times annually</i>	<i>10 or more times annually</i>
Restaurants	4.7%	1.9	2.6	4.4	86.4
Beaches	24.0	5.0	5.8	6.4	58.8
City park/recreational facilities	36.6	4.2	4.7	5.8	48.7
Cultural activities (such as art shows, film festivals, musicals and live performances)	32.7	12.9	17.7	12.6	24.1
Family friendly activities (such as Movies in the Park, Music in the Park, etc.)	59.4	7.3	10.2	7.2	15.9
Museums	36.7	15.5	17.1	11.3	19.4
Nightclubs	79.6	5.5	4.8	2.9	7.2

<i>City destinations/attractions (North Beach)</i>	<i>0 times annually</i>	<i>1-2 times annually</i>	<i>3-5 times annually</i>	<i>6-10 times annually</i>	<i>10 or more times annually</i>
Restaurants	12.2%	2.0	2.7	8.2	74.9
Beaches	28.1	2.4	3.4	8.0	58.1
City park/recreational facilities	41.3	1.8	7.0	9.0	40.9
Cultural activities (such as art shows, film festivals, musicals and live performances)	45.0	16.8	12.2	8.6	17.4
Family friendly activities (such as Movies in the Park, Music in the Park, etc.)	59.1	13.5	8.0	8.9	10.5
Museums	58.7	16.2	7.5	7.4	10.2
Nightclubs	88.5	3.1	2.1	3.8	2.5

All respondents were read the following by researchers: *“I’ll read you a list of attractions and activities. As I read each, please tell me if there are too many, too few or about the right amount.”*

The tables below present the list of attractions measured along with the frequency of those respondents reporting “too few” for each. While the majority of respondents suggested “right amount” or “too many,” readers should note more than one-fifth of all respondents continue to report “too few” of the following exist: “Museums” (29.3%), “Family friendly activities” (24.6%) and “Cultural activities” (24.1%).

<i>Cultural Events</i>	<i>2007 Composite Too few (DK)</i>	<i>2009 Composite Too few (DK)</i>	<i>Change from 2007 to 2009</i>
Family friendly activities (such as Movies in the Park, Music in the Park, etc.)	38.0% (20.0)	24.6 (31.1)	-13.4
Cultural activities (such as art shows, film festivals, musicals and live performances)	30.0 (7.0)	24.1 (21.1)	-5.9
Major events (such as boat/home/auto shows, 4 th of July celebrations, expositions, food and wine festivals, etc.)	12.0 (6.0)	9.8 (21.9)	-2.2
Museums (Museums/Theaters in 2007)	38.0 (7.0)	29.3 (22.0)	-8.7

<i>Cultural Events – (Too few)</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Family friendly activities (such as Movies in the Park, Music in the Park, etc.)	25.2%	21.5	28.1	26.3	21.8
Cultural activities (such as art shows, film festivals, musicals and live performances)	26.0	23.4	27.6	21.3	22.3
Major events (such as boat/home/auto shows, 4 th of July celebrations, expositions, food and wine festivals, etc.)	12.0	9.7	12.7	6.8	7.3
Museums	29.3	25.9	36.1	29.7	25.5

All residential respondents were read a list of city venues and asked to indicate the number of times, on average per year, they attend each.

The tables below present a detailed list of the venues along with the average respondent attendance for each.

<i>Venues</i>	<i>2009 Composite Average per year (DK)</i>
Miami Beach Convention Center	2.70 (5.3)
Bass Museum of Art	1.94 (5.1)
Fillmore at the Jackie Gleason Theater	1.53 (5.3)
The Colony Theater	1.70 (6.2)
Byron Carlyle Theater	0.64 (7.3)

<i>Venues</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Miami Beach Convention Center	2.89	3.16	2.76	2.87	1.88
Bass Museum of Art	2.87	1.57	2.01	2.17	1.24
Fillmore at the Jackie Gleason Theater	1.52	1.45	1.75	1.82	1.17
The Colony Theater	1.64	1.87	1.32	1.24	0.94
Byron Carlyle Theater	0.51	0.47	0.58	0.70	0.90

<i>City destinations/attractions (Composite)</i>	<i>0 times annually</i>	<i>1-2 times annually</i>	<i>3-5 times annually</i>	<i>6-10 times annually</i>	<i>10 or more times annually</i>
Miami Beach Convention Center	34.7%	33.3	20.1	8.3	3.6
Bass Museum of Art	55.7	28.2	11.0	2.9	2.2
Fillmore at the Jackie Gleason Theater	54.2	29.3	11.4	2.9	2.2
The Colony Theater	65.6	20.8	8.3	3.4	1.9
Byron Carlyle Theater	81.2	13.0	3.8	0.9	1.1

<i>City destinations/attractions (South Pointe)</i>	<i>0 times annually</i>	<i>1-2 times annually</i>	<i>3-5 times annually</i>	<i>6-10 times annually</i>	<i>10 or more times annually</i>
Miami Beach Convention Center	27.4%	31.6	29.5	7.1	4.4
Bass Museum of Art	54.2	26.7	15.2	2.1	1.8
Fillmore at the Jackie Gleason Theater	46.2	36.3	13.1	2.1	2.3
The Colony Theater	62.5	23.0	8.7	4.0	1.8
Byron Carlyle Theater	82.3	12.6	3.5	1.1	0.5

<i>City destinations/attractions (South Beach & Belle Isle)</i>	<i>0 times annually</i>	<i>1-2 times annually</i>	<i>3-5 times annually</i>	<i>6-10 times annually</i>	<i>10 or more times annually</i>
Miami Beach Convention Center	35.6%	29.3	18.2	11.4	5.5
Bass Museum of Art	52.9	28.5	13.8	2.7	2.1
Fillmore at the Jackie Gleason Theater	57.6	26.0	12.4	2.1	1.9
The Colony Theater	60.0	19.8	11.5	5.1	3.6
Byron Carlyle Theater	80.8	13.4	4.6	0.7	0.5

<i>City destinations/attractions (Condo Corridor)</i>	<i>0 times annually</i>	<i>1-2 times annually</i>	<i>3-5 times annually</i>	<i>6-10 times annually</i>	<i>10 or more times annually</i>
Miami Beach Convention Center	29.3%	37.4	21.6	9.8	1.9
Bass Museum of Art	49.7	32.1	10.2	4.5	3.5
Fillmore at the Jackie Gleason Theater	47.6	31.8	13.6	4.6	2.4
The Colony Theater	67.3	20.5	7.6	3.2	1.4
Byron Carlyle Theater	79.1	15.9	3.0	0.9	1.1

<i>City destinations/attractions (Mid Beach & Islands)</i>	<i>0 times annually</i>	<i>1-2 times annually</i>	<i>3-5 times annually</i>	<i>6-10 times annually</i>	<i>10 or more times annually</i>
Miami Beach Convention Center	30.2%	37.4	20.6	8.1	3.7
Bass Museum of Art	50.3	33.6	11.1	2.4	2.6
Fillmore at the Jackie Gleason Theater	51.9	31.0	11.8	2.9	2.4
The Colony Theater	62.8	26.3	8.5	1.3	1.1
Byron Carlyle Theater	81.5	12.8	3.5	0.6	1.6

<i>City destinations/attractions (North Beach)</i>	<i>0 times annually</i>	<i>1-2 times annually</i>	<i>3-5 times annually</i>	<i>6-10 times annually</i>	<i>10 or more times annually</i>
Miami Beach Convention Center	48.6%	31.5	12.4	5.0	2.5
Bass Museum of Art	69.4	21.5	5.2	2.8	1.1
Fillmore at the Jackie Gleason Theater	65.5	22.6	7.1	2.7	2.1
The Colony Theater	74.4	15.6	5.4	3.0	1.6
Byron Carlyle Theater	82.2	10.7	4.1	1.4	1.6

All residential respondents were asked by researchers to indicate how they feel about the job City Government is doing handling events that attract large crowds to Miami Beach, that is, the City considers the needs of residents, addresses noise and disturbance issues.

As presented in the table below, more than two-thirds of all 2009 respondents, 69.6%, reported the City is doing either a “very good” (17.5%) or “good” (52.1%) job handling events that attract large crowds to Miami Beach, that is, the City considers the needs of businesses, addresses noise and disturbance issues.

<i>Job Miami Beach is doing handling large crowds</i>	<i>2005 Composite (DK=1.7)</i>	<i>2007 Composite (DK=3.0)</i>	<i>2009 Composite (DK=12.0)</i>
Very good	24.0%	27.0	17.5
Good	37.6	39.0	52.1
Average	26.7	23.0	21.9
Poor	6.8	7.0	0.8
Very poor	4.9	4.0	7.7
Total good	61.6	66.0	69.6
Total poor	11.7	11.0	8.5
Change (very good/good) from 2007 to 2009	---	---	+3.6
Change (very good/good) from 2005 to 2009	---	---	+8.0

<i>Job Miami Beach is doing handling large crowds</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Very good	19.8%	17.7	19.6	16.2	14.2
Good	52.0	49.7	54.8	44.7	59.5
Average	19.3	22.0	17.2	29.6	21.5
Poor	7.8	9.3	7.4	8.9	---
Very poor	1.1	1.3	1.1	0.6	4.8
Total good	71.8	67.4	74.4	60.9	73.7
Total poor	8.9	10.6	8.5	9.5	4.8
Change (very good/good) from 2007 to 2009	---	---	+3.6	+3.9	+6.7
Change (very good/good) from 2005 to 2009	---	---	+8.0	+2.2	+8.6

All residential respondents were asked to think about and indicate if the tourism industry in Miami Beach contributes too little, too much or about the right amount to the quality of life for residents within the City.

While more than two-thirds, 69.2%, suggested the tourism industry in Miami Beach contributes “about the right amount” to the quality of life for residents, another 13.3% indicated the industry contributes “too little” to the quality of life for residents within the City.

<i>Tourism industry contributes to the quality of life for residents...</i>	<i>2009 Composite (DK=8.5)</i>
Too little	13.3%
Too much	17.5
About the right amount	69.2

<i>Tourism industry contributes to the quality of life for residents...</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Too little	14.0%	12.9	11.3	12.8	15.5
Too much	13.5	21.0	18.2	12.5	21.5
About the right amount	72.5	66.1	70.5	74.7	63.0

RECREATION

All residential respondents were read the following by researchers: *“When thinking about recreation programs in the City of Miami Beach, please indicate which demographic you feel should benefit most from limited resources during tough economic times?”*

Nearly two-fifths of all respondents, 37.3%, feel the “18 year of age and under” demographic should benefit most from limited resources during tough economic times, while nearly as many respondents selected programs for 19-64 should be benefit (36.6%) and 26.1% reported the “65 years of age or older” demographic should benefit most.

<i>Demographic that should benefit most from limited resources</i>	<i>2009 Composite (DK=23.6)</i>
18 years of age and under	37.3%
19 to 35 years of age	20.3
36 to 64 years of age	16.3
65 years of age and older	26.1

Interestingly, among each of the sub group areas, “Mid Beach & Islands” represented the highest percentage of respondents, 45.8%, who feel the “18 year of age and under” demographic should benefit most from limited resources during tough economic times, while “North Beach” respondents represented the highest percentage, 36.1%, who feel “65 years of age or older” demographic should benefit most.

<i>Demographic that should benefit most from limited resources</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
18 years of age and under	39.8%	33.9	33.3	45.8	34.3
19 to 35 years of age	20.1	21.9	24.4	19.9	15.4
36 to 64 years of age	16.7	14.1	20.7	15.6	14.2
65 years of age and older	23.4	30.1	21.6	18.6	36.1

ECONOMY/TAXES

All respondents were asked to estimate the percentage of their property tax bill which goes to the City of Miami Beach to fund City services.

As presented in the table below, respondents estimated the percentage of their property tax bill which goes to the City of Miami Beach to fund City services as 25.57%. The actual percent is 28.0%.

<i>Estimated amount of Property tax that goes to the City of Miami Beach to fund City services</i>	<i>2009 Composite (DK=77.0)</i>
0%	5.6%
1-5%	7.3
6-10%	18.2
11-20%	26.4
21-28%	10.8
29% or more	31.7
<i>Average estimated %</i>	<i>25.57</i>

<i>Estimated amount of Property tax that goes to the City of Miami Beach to fund City services</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
0%	3.5%	5.2	9.9	2.4	8.1
1-5%	7.1	8.3	6.6	8.1	5.9
6-10%	17.6	18.8	13.2	21.8	18.6
11-20%	29.4	18.7	30.7	21.7	33.7
21-28%	11.8	12.5	11.0	7.3	12.8
29% or more	30.6	36.5	28.6	38.7	20.9
<i>Average estimated %</i>	<i>25.27</i>	<i>25.99</i>	<i>25.71</i>	<i>30.17</i>	<i>24.23</i>

All respondents were asked to indicate how they would rate the overall value of City services for the tax dollars they pay.

As presented in the table below, nearly two-thirds of all respondents, 64.9%, reported the value of City services for the tax dollars paid as being either “excellent” (9.2%) or “good” (55.6%).

<i>Value of City services for tax dollars paid</i>	<i>2005 Composite (DK=0.0)</i>	<i>2007 Composite (DK=0.0)</i>	<i>2009 Composite (DK=11.4)</i>
Excellent	8.5%	10.0	9.2
Good	40.8	36.0	55.6
Fair	34.0	34.0	25.6
Poor	16.8	19.0	9.5
Total excellent/good	49.2	46.0	64.9
Total fair/poor	50.8	53.0	35.1
Change (excellent/good) from 2007 to 2009	---	---	+18.9
Change (excellent/good) from 2005 to 2009	---	---	+15.7

<i>Value of City services for tax dollars paid</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Excellent	9.3%	11.6	6.4	10.5	8.2
Good	55.2	52.1	56.7	49.9	64.0
Fair	24.5	27.1	28.2	26.7	21.9
Poor	11.0	9.3	8.7	12.9	5.9
Total excellent/good	64.5	63.7	63.1	60.4	72.2
Total fair/poor	35.5	36.4	36.9	39.6	27.8
Change (excellent/good) from 2007 to 2009	+16.5	+9.7	+19.1	+11.4	+33.2
Change (excellent/good) from 2005 to 2009	+21.3	+12.1	+15.6	+8.7	+20.6

When viewing crosstabulations, value of City services for the tax dollars paid is higher among those who believe “28% or less” (73.5% excellent/good) of their Property Tax bill goes to fund City Services as compared to those who believe “29% or higher” (68.2% excellent/good) of their Property Tax bill goes to fund City Services.

Researchers read the following to all respondents: “Until our economy rebounds, cities need to think about and prioritize the services being offered. Please tell me which of the following services the City should strive to not reduce if reductions became necessary.”

After being presented with a short list of City services, respondents selected “Cleanliness” (64.1%) most frequently as the service which the City should strive to not reduce if reductions become necessary. Multiple responses were accepted.

<i>Services City should strive not to reduce</i>	<i>2009 Composite</i>
Cleanliness	64.1%
Code enforcement	28.7
Arts & Culture	24.2
Landscape maintenance & beautification	22.8
Recreation programs	18.3
Outreach and communication to Miami Beach Residents	13.7
Environmental initiatives	13.1

<i>Services City should strive not to reduce</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Cleanliness	62.5%	66.1	65.8	64.9	61.0
Code enforcement	31.4	28.2	27.1	27.8	28.8
Arts & Culture	22.6	27.4	26.3	23.1	21.5
Landscape maintenance & beautification	25.6	21.4	21.5	22.2	23.1
Recreation programs	20.7	18.3	17.8	18.1	16.7
Outreach and communication to Miami Beach Residents	15.4	12.0	13.0	16.1	12.1
Environmental initiatives	13.8	11.7	11.3	17.8	11.0

COMMUNICATIONS/CUSTOMER SERVICE/INTERNAL PROCESSES

In an effort to better understand communication preferences, all respondents were asked to indicate where they go **most often** to get information about the City.

As presented in the table below, nearly two-fifths of all respondents surveyed, 39.1%, reported most often obtaining information about the City through daily newspaper articles. Multiple responses were accepted.

<i>Source for City information</i>	<i>2005 Composite</i>	<i>2007 Composite</i>	<i>2009 Composite</i>	<i>Change from 2005 to 2009</i>	<i>Change from 2007 to 2009</i>
Daily newspaper articles	47.9%	24.0	39.1	-8.8	+15.1
Cable Channel MB77	18.0	15.0	17.7	-0.3	+2.7
City's MB Magazine	---	15.0	15.4	---	+0.4
Miami Beach website	6.6	12.0	23.6	+17.0	+11.6
CityPage in Neighbors section of Miami Herald	---	11.0	9.6	---	-1.4
E-mails and/or direct mail from City government, departments or agencies	8.0	9.0	7.4	-0.6	-1.6
Community/weekly publications	10.3	6.0	6.0	-4.3	NA
Communications with City Commission	1.3	2.0	2.6	+1.3	+0.6
Mayor on the Move/Community/Town meetings	---	---	3.4	---	+3.4
Other	7.7	6.0	6.7	-1.0	+0.7
Change in use of City publications (above in bold)	32.6	62.0	73.7	+41.1	+11.7

<i>Source for City information – 2009</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Daily newspaper articles	31.7%	40.3	39.7	44.3	39.2
Cable Channel MB77	13.8	20.5	19.0	15.9	19.0
City’s MB Magazine	18.8	15.8	16.4	10.5	15.6
Miami Beach website	28.8	19.1	24.9	27.8	17.7
CityPage in Neighbors section of Miami Herald	8.2	9.4	11.0	13.0	6.8
E-mails and/or direct mail from City government, departments or agencies	6.9	6.9	8.6	8.1	6.5
Community/weekly publications	4.5	5.9	6.7	5.7	7.3
Communications with City Commission	1.6	3.5	1.9	2.4	3.4
Mayor on the Move/ Community/Town meetings	4.2	5.2	2.1	2.4	2.9
Other	6.9	6.8	4.5	4.9	10.1
Change in use of City publications (above in bold) from 2005 to 2009	+39.1	+41.7	+46.3	+45.7	+32.7

Researchers asked all respondents to indicate how they feel about the amount of information provided by the City.

While more than three-quarters of those surveyed, 79.3%, reported getting “about the right amount” of information from the City, another 18.5% indicated getting “too little” information from the City.

<i>Amount of information from the City</i>	<i>2005 Composite (DK=3.3)</i>	<i>2007 Composite (DK=3.0)</i>	<i>2009 Composite (DK=14.8)</i>
Too little	40.3%	26.0	18.5
Too much	1.6	7.0	2.2
About right amount of information	58.2	67.0	79.3
Change (about right) from 2007 to 2009	---	---	+12.3
Change (about right) from 2005 to 2009	---	---	+21.1

<i>Amount of information from the City</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Too little	17.4%	19.6	19.2	19.8	16.3
Too much	1.7	1.9	3.4	1.7	2.3
About right amount of information	80.9	78.6	77.4	78.5	81.4
<i>Change (about right) from 2007 to 2009</i>	+15.9	+12.6	+15.4	+14.5	+18.4
<i>Change (about right) from 2005 to 2009</i>	+24.3	+24.5	+16.9	+18.1	+22.1

When viewing crosstabulations, those respondents getting “about the right amount” of information from the City reported “daily newspaper articles” (42.7%), “Miami Beach website” (24.0%) and “cable channel MB77” (18.8%) most frequently as the sources for information.

All respondents were asked to indicate the number of times, during the past twelve (12) months, they have personally contacted, either by phone, in-person or electronically, the City of Miami Beach government with a question, service request or complaint.

<i>Number of times contacted government</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
1-2 times	23.0%	15.6
3-6 times	7.0	11.2
More than 6 times	4.0	4.9
No contact	66.0	58.6
Don't know/ Refused	---	9.8

<i>Number of times contacted government</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
1-2 times	16.0%	14.5	16.5	19.3	12.2
3-6 times	10.5	13.3	7.8	15.2	8.9
More than 6 times	5.0	3.3	5.5	7.3	3.8
No contact	58.0	57.1	58.5	49.0	69.1
Don't know/ Refused	10.5	11.7	11.8	9.3	6.0

Those respondents reporting a contact with the City of Miami Beach government were asked to provide the reason for the most recent contact.

The tables below present the reasons provided along with the frequency of mention for each.

<i>Reason for contact</i>	<i>2007 Composite</i>	<i>2009 Composite</i>	<i>Change from 2007 to 2009</i>
File a complaint	41.0%	29.1	-11.9
Research an issue	15.0	25.3	+10.3
Pull a building permit/plan review	14.0	11.1	-2.9
Pay a bill	7.0	5.9	-1.1
Visit an elected official	4.0	3.3	-0.7
Attend a program/event	2.0	3.7	-1.7
Other	18.0	14.3	-3.7
Don't know/unsure	---	7.3	+7.3

<i>Reason for contact</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
File a complaint	25.4%	26.6	37.0	32.7	23.0
Research an issue	24.6	30.1	26.1	23.8	21.2
Pull a building permit/plan review	11.5	7.0	12.6	11.3	14.2
Pay a bill	3.1	4.9	3.7	7.7	7.1
Visit an elected official	4.6	4.9	2.5	2.4	1.8
Attend a program/event	2.3	6.3	1.7	3.0	5.3
Other	22.3	12.6	9.2	13.7	13.3
Don't know/unsure	6.2	7.7	4.2	5.4	14.2

Further, those respondents reporting a contact with the City of Miami Beach government were asked to provide the method used for the most recent contact.

The tables below present the methods provided along with the frequency of mention for each.

<i>Method of contact</i>	<i>2007 Composite</i>	<i>2009 Composite (DK=0.2)</i>	<i>Change from 2007 to 2009</i>
Phone	64.0%	71.0	+7.0
E-mail	14.0	11.8	-2.2
In-person	17.0	14.1	-2.9
Through a commissioner	1.0	0.9	-0.1
Community meeting	1.0	2.1	+1.1
Other	3.0	0.1	-2.9

<i>Method of contact</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Phone	66.9%	64.3	69.7	75.3	79.1
E-mail	13.8	21.0	8.4	6.6	9.1
In-person	13.1	11.2	21.0	15.7	9.1
Through a commissioner	0.8	2.1	---	0.6	0.9
Community meeting	4.6	1.4	0.8	1.8	1.8
Other	0.8	---	---	---	---

Researchers read the following to all respondents: “As I read the next four statements, please tell me if you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with each.”

The tables below presents the cumulative totals for those providing either a “strongly agree” or “agree” response for each of the statements measured.

<i>Statements</i>	<i>2005 Composite Strongly agree & Agree (DK=NA)</i>	<i>2007 Composite Strongly agree & Agree (DK=NA)</i>	<i>2009 Composite Strongly agree & Agree (DK)</i>	<i>Change from 2005 to 2009</i>	<i>Change from 2007 to 2009</i>
The employees that assisted me were courteous and professional	74.3%	79.0	85.5 (1.2)	+11.2	+6.5
The employees that assisted me had the proper training and knowledge	67.1	65.0	77.7 (1.6)	+10.6	+12.7
It was easy to get to someone who could help me	56.1	63.0	69.9 (0.7)	+13.8	+6.9
Overall, I was satisfied with the experience I had contacting the City	60.8	62.0	68.1 (0.8)	+7.3	+6.1

<i>Statements – Strongly agree & agree</i>	<i>South Pointe</i>	<i>South Pointe Change from 2007/ 2005</i>	<i>South Beach & Belle Isle</i>	<i>South Beach Change from 2007/ 2005</i>	<i>Condo Corridor</i>	<i>Condo Corridor Change from 2007/ 2005</i>	<i>Mid Beach & Islands</i>	<i>Mid Beach Change from 2007/ 2005</i>	<i>North Beach</i>	<i>North Beach Change from 2007/ 2005</i>
The employees that assisted me were courteous and professional	87.9%	+6.5/ +10.9	82.5	+7.5/ +15.3	90.4	+8.0/ +14.5	80.6	+4.0/ +6.5	88.7	+5.0/ +10.4
The employees that assisted me had the proper training and knowledge	76.9	+12.0/ +13.0	73.5	+11.0/ +10.3	83.5	+14.0/ +7.6	74.1	+8.0/ +2.3	83.7	+14.0/ +23.7
It was easy to get to someone who could help me	68.0	+4.0/ +9.0	68.8	+5.0/ +20.3	76.9	+7.0/ +12.1	65.9	+2.9/ +14.5	72.0	+8.0/ +15.3
Overall, I was satisfied with the experience I had contacting the City	70.1	+6.1/ +12.7	62.3	+2.0/ +4.3	74.1	+6.9/ +7.4	61.7	-1.3/ -0.7	76.6	+6.1/ +16.6

Overall satisfaction levels (strongly agree or agree) varied for each of the following reasons for contact: “visited an elected official” (90.5%), “attend an event” (80.0%), “pay a bill” (73.7%), “pull a building permit” (68.5%), “research an issue” (68.1%) and “file a complaint” (60.9%).

Researchers asked all respondents to what extent they agree or disagree that the City of Miami Beach government is open and interested in hearing the concerns or issues held by residents.

Just over two-thirds of all respondents, 69.0%, reported to either “strongly agree” (16.9%) or “agree” (52.1%) that the City of Miami Beach government is open and interested in hearing the concerns or issues of residents, an increase from results collected previously in 2007.

Detailed findings may be found in each of the following tables.

<i>Is City government interested in hearing concerns of residents?</i>	<i>2005 Composite (DK=8.0)</i>	<i>2007 Composite (DK=7.0)</i>	<i>2009 Composite (DK=9.2)</i>
Strongly agree	20.7%	27.0	16.9
Agree	40.1	35.0	52.1
Neither agree nor disagree	20.6	20.0	16.9
Disagree	11.9	12.0	9.6
Strongly disagree	6.7	6.0	4.4
Total agree	60.8	62.0	69.0
Total disagree	18.6	18.0	14.0
Change (strongly agree/agree) from 2007 to 2009	---	---	+7.0
Change (strongly agree/agree) from 2005 to 2009	---	---	+8.2

<i>Is City government interested in hearing concerns of residents?</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Strongly agree	20.7%	16.9	16.2	12.5	17.9
Agree	51.1	49.0	50.3	53.6	56.5
Neither agree nor disagree	17.1	18.1	20.6	13.3	15.5
Disagree	7.2	10.4	9.3	13.1	8.4
Strongly disagree	3.9	5.6	3.6	7.5	1.7
Total agree	71.8	65.9	66.5	66.1	74.4
Total disagree	11.1	16.0	12.9	20.6	10.1
Change (strongly agree/agree) from 2007 to 2009	+7.8	-4.1	-5.5	+11.1	+9.4
Change (strongly agree/agree) from 2005 to 2009	+9.5	+10.2	+2.2	+9.0	+9.4

WEBSITE

All respondents were asked to report if they have visited the City's website at www.miamibeachfl.gov at any point during the past 6 months.

As presented in the table below, one-third of all respondents, 35.2%, did report a visit to the City's website during the past 6 months.

<i>Visited the City's website in past 6 months?</i>	<i>2009 Composite (DK=1.6)</i>
Yes	35.2%
No	64.8

<i>Visited the City's website in past 6 months?</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Yes	42.0%	33.8	37.0	41.5	23.4
No	58.0	66.2	63.0	58.5	76.6

Those respondents reporting a visit to www.miamibeachfl.gov over the past 6 months were asked, overall, to report their satisfaction with the website.

As presented in the table below, the majority of respondents, 89.4%, reported being either "very satisfied" (50.5%) or "somewhat satisfied" (38.9%) with the website.

<i>Satisfaction with City's website</i>	<i>2009 Composite (DK=1.2)</i>
Very satisfied	50.5%
Somewhat satisfied	38.9
Somewhat dissatisfied	6.2
Very dissatisfied	4.4
<i>Total satisfied</i>	<i>89.4</i>
<i>Total dissatisfied</i>	<i>10.6</i>

<i>Satisfaction with City's website</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Very satisfied	47.5%	53.2	47.9	48.4	58.3
Somewhat satisfied	40.0	37.4	42.5	37.1	36.9
Somewhat dissatisfied	8.1	5.8	6.2	7.5	1.9
Very dissatisfied	4.4	3.6	3.4	6.9	2.9
<i>Total satisfied</i>	<i>87.5</i>	<i>90.6</i>	<i>90.4</i>	<i>85.5</i>	<i>95.1</i>
<i>Total dissatisfied</i>	<i>12.5</i>	<i>9.4</i>	<i>9.6</i>	<i>14.4</i>	<i>4.8</i>

BUILDING DEPARTMENT

All respondents were asked by researchers to indicate if they have contacted or had any direct experience with the City of Miami Beach Building Department during the past 12 months.

As presented in the table below, the majority of residential respondents, 84.6%, did not report any contact or direct experience with the Building Department.

<i>Contact/direct experience with Building Dept.</i>	<i>2007 Composite (DK=0.0)</i>	<i>2009 Composite (DK=2.5)</i>
Yes	21.0%	15.4
No	79.0	84.6
<i>Change (Yes) from 2007 to 2009</i>	---	<i>-5.6</i>

<i>Contact/direct experience with Building Dept.</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Yes	15.3%	14.3	14.7	20.6	12.8
No	84.7	85.7	85.3	79.4	87.2
<i>Change (Yes) from 2007 to 2009</i>	<i>-4.7</i>	<i>-0.7</i>	<i>-1.3</i>	<i>-12.4</i>	<i>-8.2</i>

Those residential respondents (15.5%) having a contact or direct experience with the City of Miami Beach Building Department were asked, in a follow-up question, to rate their experience with the Building Department.

As presented in the table below, just over half of all respondents, 47.4%, described their experience with the City of Miami Beach Building Department as “excellent” (14.4%) or “good” (33.0%).

<i>Rate experience with Building Dept.</i>	<i>2007 Composite (DK=6.0)</i>	<i>2009 Composite (DK=0.5)</i>
Excellent	11.0%	14.4
Good	31.0	33.0
Fair	27.0	22.0
Poor	31.0	30.6
Total excellent/good	42.0	47.4
Total fair/poor	58.0	52.6
Change (excellent/good) from 2007 to 2009	---	+5.4

<i>Rate experience with Building Dept.</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Excellent	14.1%	16.4	12.3	8.4	23.2
Good	31.3	29.9	33.3	31.3	41.1
Fair	26.6	23.9	26.3	22.9	8.9
Poor	28.1	29.9	28.1	37.3	26.8
Total excellent/good	45.3	46.3	45.6	39.8	64.3
Total fair/poor	54.7	53.8	54.4	60.2	35.7
Change (excellent/good) from 2007 to 2009	+4.3	+15.3	+1.6	-3.2	+10.3

DEMOGRAPHICS

<i>Ethnicity</i>	<i>2009 Composite</i>
Mexican/Mexican American/Chicano	1.5%
Puerto Rican	4.0
Cuban	22.0
Other Spanish/Hispanic/Latino	12.5
No, not Spanish/Hispanic/Latino	56.1
Don't know/Refused	3.8

<i>Ethnicity</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Mexican/Mexican American/Chicano	0.8%	1.6	1.5	1.3	2.4
Puerto Rican	2.5	6.4	5.0	1.5	4.0
Cuban	17.3	26.2	17.8	14.3	32.9
Other Spanish/Hispanic/Latino	10.5	11.1	14.2	10.7	14.4
No, not Spanish/Hispanic/Latino	63.8	51.6	57.0	67.5	43.1
Don't know/Refused	5.3	3.1	4.5	4.8	1.8

<i>Race</i>	<i>2009 Composite</i>
White	65.0%
Black or African American alone	1.7
American Indian or Alaska Native	0.3
Asian Indian	0.4
Chinese	0.1
Filipino	0.1
Some other race	26.4
Refused	5.9

<i>Race</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
White	68.3%	63.6	63.0	71.3	59.6
Black or African American alone	3.0	2.0	1.3	0.8	1.3
American Indian or Alaska Native	0.8	0.2	---	0.5	---
Asian Indian	0.3	0.2	0.5	0.3	0.9
Chinese	0.5	---	---	---	0.2
Filipino	---	---	---	0.8	---
Native Hawaiian	0.3	---	---	---	---
Other Pacific Islander	---	---	---	0.3	---
Some other race	20.5	29.1	29.0	20.2	32.0
Refused	6.5	4.9	6.3	3.0	6.0

<i>Country of Origin (Top 5)</i>	<i>2009 Composite (DK/RF=4.2)</i>
USA	49.3%
Cuba	19.1
Colombia	3.2
Argentina	2.4
Canada	2.0

<i>Country of Origin (Top 5)</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
USA	53.3%	48.2	45.3	58.0	42.9
Cuba	14.0	24.2	16.3	12.3	27.3
Colombia	2.0	2.9	2.8	3.5	4.7
Argentina	2.0	2.7	4.3	1.3	1.8
Canada	2.8	2.0	1.8	1.8	1.6
Don't know/Refused	4.3	3.3	5.8	4.8	3.1

<i>Residence type</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
Single family unit	19.0%	27.0
Duplex or town home	3.0	2.0
Apartment/Condominium	76.0	68.2
Other	2.0	0.3
Refused	---	2.4

<i>Residence type</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Single family unit	11.5%	16.2	12.8	68.3	27.8
Duplex or town home	4.5	1.1	0.8	1.3	2.4
Apartment/Condominium	82.0	77.6	84.5	28.0	67.8
Other	0.3	0.9	0.5	---	---
Refused	1.8	4.2	1.5	2.5	2.0

<i>Own or rent</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
Homeowner	68.0%	69.8
Renter	32.0	27.1
Refused	---	3.0

<i>Own or rent</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Homeowner	69.8%	61.6	70.5	85.8	63.3
Renter	27.5	33.8	26.8	11.3	34.7
Refused	2.8	4.7	2.8	3.0	2.0

<i>How long in the City of Miami Beach?</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
Less than 6 months	1.0%	0.7
6 months but less than 2 years	5.0	2.3
2 to less than 5 years	17.0	9.6
5 to less than 10 years	21.0	17.0
10 to less than 20 years	29.0	27.3
More than 20 years	27.0	40.2
Refused	---	2.9

<i>How long in the City of Miami Beach?</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Less than 6 months	0.8%	0.4	0.3	0.3	0.9
6 months but less than 2 years	3.3	1.3	4.0	1.3	1.8
2 to less than 5 years	13.5	6.2	13.3	6.8	8.7
5 to less than 10 years	22.0	15.8	23.5	11.5	12.7
10 to less than 20 years	31.0	33.1	26.8	22.8	22.9
More than 20 years	25.8	39.3	29.5	55.0	50.4
Refused	2.8	3.8	2.8	2.5	2.7

<i>Age</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
18-24 years old	1.0%	2.3
25 to less than 34 years old	9.0	6.3
35 to less than 44 years old	20.0	14.7
45 to less than 54 years old	15.0	15.4
55 to less than 64 years old	19.0	18.7
65 years or older	36.0	36.1
Refused	---	6.5

<i>Age</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
18-24 years old	4.3%	2.4	2.3	0.8	2.0
25 to less than 34 years old	12.8	4.2	8.8	1.8	4.4
35 to less than 44 years old	29.8	4.2	26.8	11.3	4.2
45 to less than 54 years old	21.0	13.3	12.5	20.0	11.1
55 to less than 64 years old	11.8	20.9	13.5	25.5	21.1
65 years or older	15.8	46.4	29.8	35.0	50.4
Refused	4.8	8.4	6.5	5.8	6.7

<i>Income</i>	<i>2009 Composite</i>
Less than \$24,999	6.7%
\$25,000 to \$49,999	7.6
\$50,000 to \$99,999	9.6
\$100,000 to \$149,999	6.7
\$150,000 to \$249,999	3.6
\$250,000 to \$500,000	2.6
\$500,001 or more	1.9
Don't know/unsure	6.5
Refused	54.9

<i>Income</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Less than \$24,999	7.5%	7.3	6.5	3.3	8.4
\$25,000 to \$49,999	7.5	7.8	8.3	4.5	9.8
\$50,000 to \$99,999	9.8	9.8	9.8	10.3	8.4
\$100,000 to \$149,999	9.3	4.9	8.5	7.3	4.2
\$150,000 to \$249,999	4.5	2.9	4.8	5.3	0.9
\$250,000 to \$500,000	4.5	1.8	2.3	3.0	1.6
\$500,001 or more	2.5	1.8	2.0	2.5	0.9
Don't know/unsure	5.3	5.8	6.8	10.0	5.1
Refused	49.3	58.0	51.3	54.0	60.7

<i>Language spoken in household</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
English	60.0%	64.1
Spanish	37.0	31.9
Portuguese	---	0.9
Creole	---	0.1
Other	3.0	0.4
Refused	---	2.5

<i>Language spoken in household</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
English	68.3%	56.4	66.3	81.0	51.3
Spanish	25.3	40.0	28.5	16.8	46.2
Portuguese	1.3	0.4	1.5	0.3	0.7
Creole	0.5	---	---	---	---
Other	2.0	0.2	0.6	---	---
Refused	2.5	2.9	3.3	2.0	1.8

<i>Household</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
Single, live alone	31.0%	36.2
Single, live with roommate or partner	11.0	10.6
Married, no children at home	22.0	28.9
Married, with children at home	23.0	13.3
Divorced or separated, no children at home	4.0	3.2
Divorced or separated, with children at home	5.0	1.7
Don't know/unsure	---	1.2
Refused	---	5.0

<i>Household</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Single, live alone	40.3%	44.2	28.3	24.8	41.8
Single, live with roommate or partner	14.0	9.8	10.0	8.8	10.4
Married, no children at home	24.5	28.0	30.3	31.3	30.2
Married, with children at home	14.0	6.0	16.5	24.8	7.1
Divorced or separated, no children at home	1.8	5.1	3.0	1.5	4.2
Divorced or separated, with children at home	1.0	2.0	---	2.8	0.2
Don't know/unsure	0.8	1.8	1.0	1.0	1.3
Refused	3.8	3.1	8.5	5.3	4.7

<i>Months per year in Miami Beach?</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
1-3 months	2.0%	1.3
4-6 months	3.0	4.3
7-9 months	6.0	3.5
10-12 months	89.0	87.1
Don't know/unsure	---	1.0
Refused	---	2.8

<i>Months per year in Miami Beach?</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
1-3 months	2.5%	0.9	2.3	0.8	0.4
4-6 months	5.5	4.9	4.2	1.7	3.8
7-9 months	5.0	3.5	3.8	4.3	1.6
10-12 months	84.8	86.7	84.5	87.7	91.3
Don't know/unsure	0.3	0.4	1.3	2.0	0.9
Refused	0.2	3.6	3.0	3.5	2.0

<i>Gender</i>	<i>2009 Composite</i>
Male	47.4%
Female	52.6

<i>Gender</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Male	59.3%	46.9	51.0	40.5	40.4
Female	40.8	53.1	49.0	59.5	59.6

<i>District</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
South Pointe (1 st to 5 th Sts from Alton Rd on Ocean Dr.)	100.0	---	---	---	---
South Beach and Belle Isle (5 th to 21 st Sts from West Ave to Ocean)	---	100.0	---	---	---
Condo Corridor (22 nd to 63 rd Sts along Collins Ave – east of Indian Creek)	---	---	100.0	---	---
Mid Beach (Palm, Star, Hibiscus, Sunset I, Sunset II, 2 nd to 63 rd Sts from North Bay Road to Collins Ave and incl. the Islands)	---	---	---	100.0	---
North Beach (64 th to 87 th Terrace from Collins Ave to City limits along the Bay)	---	---	---	---	100.0

<i>Language survey conducted in (respondent given option)</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
English	60.0%	74.2
Spanish	37.0	25.8

<i>Language survey conducted in (respondent given option)</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
English	78.0%	65.3	76.8	86.5	66.4
Spanish	22.0	34.7	23.3	13.5	33.6

<i>Phone line type</i>	<i>2009 Composite</i>
Land Line	98.7%
Cell Phone	1.3

<i>Phone line type</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Land Line	97.8%	98.7	99.0	99.3	98.7
Cell Phone	2.3	1.3	1.0	0.8	1.3

BUSINESS SURVEY RESULTS

CITY SERVICES

Researchers began the survey by asking business respondents, in an open-ended format question, why they originally chose to locate their business in the City of Miami Beach.

As presented in the table below, more than half of all business respondents reported the primary reasons for locating their business in the City of Miami Beach as being “climate/location by beach” (27.8%) and “resident of the City” (24.7%).

Detailed findings may be found in the table below.

<i>Why you chose to locate your business in Miami Beach?</i>	<i>2007 Composite (DK=NA)</i>	<i>2009 Composite (DK=15.3)</i>	<i>Change from 2007 to 2009</i>
You are a resident of the City	36.0%	24.7	-11.3
Climate/location by beach	18.0	27.8	+9.8
Proximity to customers	15.0	10.7	-4.3
Favorable economy	6.0	4.2	-1.8
The City’s image (hip, sophisticated, etc.)	5.0	4.5	-0.5
Availability of buildings/properties	2.0	8.0	+6.0
Nightlife/entertainment options	1.0	1.8	+0.8
Other	18.0	18.2	+0.2

Others mentioned with less frequently included: “pre-existing business,” “corporate decision,” “good opportunity,” “service needed/not offered,” “affordable” and “owners choice.”

<i>Why you chose to locate your business in Miami Beach?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
You are a resident of the City	22.0%	27.3	24.8
Climate/location by beach	27.3	27.3	29.0
Proximity to customers	8.7	11.7	11.7
Favorable economy	8.0	2.6	2.1
The City’s image (hip, sophisticated, etc.)	6.7	3.9	2.8
Availability of buildings/properties	10.0	8.4	5.5
Nightlife/entertainment options	4.0	0.6	0.7
Other	13.3	17.9	23.4

Researchers read all business respondents the following: “As I read a list of characteristics pertaining to the area surrounding your business, please rate each as excellent, good, fair or poor.”

The tables below presents the cumulative totals (with “don’t know” responses removed from the data) for those providing either an “excellent” or “good” response for each of the characteristics measured. Readers should note detailed findings are located in the composite aggregate data presented in the appendix of this report.

<i>Areas surrounding business locations (ratings)</i>	<i>2005 Composite Excellent & Good (DK)</i>	<i>2007 Composite Excellent & Good (DK)</i>	<i>2009 Composite Excellent & Good (DK)</i>	<i>Change from 2005 to 2009</i>	<i>Change from 2007 to 2009</i>
The appearance and maintenance of the City’s public buildings	74.1% (3.4)	77.0 (3.0)	85.0 (3.4)	+10.9	+8.0
Overall quality of the beaches (cleanliness, water quality, etc.)	74.5 (4.3)	77.0 (6.0)	84.9 (7.5)	+10.4	+7.9
The maintenance of parks (for example, cleanliness, landscape maintenance)	73.1 (10.9)	75.0 (8.0)	85.4 (10.6)	+12.3	+10.4
Landscape maintenance in rights of way and public areas	67.5 (0.9)	75.0 (1.0)	81.0 (2.8)	+13.5	+6.0
Garbage/Trash collection	59.7 (10.9)	68.0 (6.0)	75.2 (12.6)	+15.5	+7.2
Condition of sidewalks (that is, few or no cracks)	49.5 (0.2)	54.0 (2.0)	65.5 (0.6)	+16.0	+11.5
The cleanliness of streets	50.3 (0.2)	52.0 (0.0)	66.2 (0.2)	+15.9	+14.2
Cleanliness of canals/waterways	50.6 (12.2)	51.0 (18.0)	61.4 (18.3)	+10.8	+10.4
Storm drainage (to avoid flooding)	38.7 (5.6)	37.0 (3.0)	45.3 (7.9)	+6.6	+8.3
The City’s ability to address homelessness	27.6 (10.9)	28.0 (11.0)	31.6 (13.4)	+4.0	+3.6

<i>Areas surrounding business locations (ratings)</i>	<i>2009 South Beach Excellent & Good</i>	<i>South Beach Change from 2007/2005</i>	<i>2009 Mid Beach Excellent & Good</i>	<i>Mid Beach Change from 2007/2005</i>	<i>2009 North Beach Excellent & Good</i>	<i>North Beach Change from 2007/2005</i>
The appearance and maintenance of the City's public buildings	89.4%	+11.4/ +17.3	82.4	+3.4/ +5.6	82.8	+11.8/ +9.0
Overall quality of the beaches (cleanliness, water quality, etc.)	87.1	+8.1/ +14.2	86.8	+7.8/ +12.2	80.4	+10.9/ +3.9
The maintenance of parks (for example, cleanliness, landscape maintenance)	83.5	+7.5/ +11.0	87.0	+4.0/ +12.4	86.0	+21.0/ +13.6
Landscape maintenance in rights of way and public areas	83.9	+8.9/ +18.0	83.7	+3.7/ +14.7	74.5	+5.5/ +6.4
Garbage/Trash collection	73.7	+7.2/ +16.6	73.5	-6.5/ +8.1	78.7	+11.7/ +21.6
Condition of sidewalks (that is, few or no cracks)	63.3	+8.3/ +18.0	63.5	+9.5/ +10.7	69.9	+16.9/ +18.9
The cleanliness of streets	69.1	+20.1/ +27.9	70.3	+0.3/ +7.1	58.4	+14.4/ +10.1
Cleanliness of canals/waterways	64.3	+16.3/ +16.7	66.7	+7.7/ +14.4	52.3	+2.3/ -0.1
Storm drainage (to avoid flooding)	39.2	+0.2/ +2.8	48.0	+3.0/ +5.0	49.3	+9.3/ +12.0
The City's ability to address homelessness	22.4	+1.4/ ---	35.5	-0.5/ +4.2	37.8	+2.8/ +7.4

PLANNING/ZONING/CONSTRUCTION

All business respondents were asked to indicate the number of times, during the past twelve (12) months, their establishment been inspected for outside sidewalk/café permit compliance, sanitation, or other use of public property?

As presented in the table below, an increased number of businesses reported their establishment has been inspected for outside sidewalk/café permit compliance, sanitation, or other use of public property one or more times over the past twelve months.

<i>How many times has your business been inspected for outside sidewalk/café permit compliance, sanitation or other use of public property?</i>	<i>2007 Composite (DK=NA)</i>	<i>2009 Composite (DK=20.0)</i>
None	51.0%	46.2
Once	14.0	18.4
Twice	12.0	16.3
Three or more	23.0	19.1
<i>Change (one or more contacts) from 2007 to 2009</i>	---	+4.8

<i>How many times has your business been inspected for outside sidewalk/café permit compliance, sanitation or other use of public property?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
None	44.6%	47.2	46.9
Once	14.4	21.1	19.6
Twice	17.3	14.1	17.5
Three or more	23.7	17.6	16.1

Those business respondents having been inspected for outside sidewalk/café permit compliance, sanitation or other use of public property were asked to report their satisfaction with the inspections being consistently fair.

As presented in the table below, the majority of businesses, 83.5%, reported being either “very satisfied” (39.0%) or “somewhat satisfied” (44.6%) with the inspections being consistently fair.

<i>How satisfied are you with inspections being consistently fair?</i>	<i>2009 Composite (DK=30.8)</i>
Very satisfied	39.0%
Satisfied	44.6
Neither satisfied nor dissatisfied	5.2
Dissatisfied	8.2
Very dissatisfied	3.0
<i>Total satisfied</i>	<i>83.5</i>
<i>Total dissatisfied</i>	<i>11.2</i>

<i>How satisfied are you with inspections being consistently fair?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Very satisfied	38.8%	41.3	36.8
Satisfied	46.3	41.3	46.1
Neither satisfied nor dissatisfied	1.3	10.7	3.9
Dissatisfied	8.8	4.0	11.8
Very dissatisfied	5.0	2.7	1.3
<i>Total satisfied</i>	<i>85.1</i>	<i>82.7</i>	<i>82.9</i>
<i>Total dissatisfied</i>	<i>13.8</i>	<i>6.7</i>	<i>13.1</i>

All respondents were read the following by researchers: *“Please rate the level of code enforcement and ordinances established by the City of Miami Beach government near your business.”*

As presented in the table below, more than two-thirds of all respondents, 68.2%, suggested the level of code enforcement and ordinances established by the City of Miami Beach government is “about the right amount.”

<i>Rate level of code enforcement and ordinances established by the City of Miami Beach near your business?</i>	<i>2009 Composite (DK=7.9)</i>
Too little	8.0%
Too much	23.8
About the right amount	68.2

<i>Rate level of code enforcement and ordinances established by the City of Miami Beach near your business?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Too little	7.5%	4.9	11.8
Too much	25.3	24.1	21.7
About the right amount	67.2	71.0	66.4

HISTORIC PRESERVATION AND DEVELOPMENT

All respondents were asked by researchers to indicate if they felt the effort put forth by the City of Miami Beach on historic preservation was too little, too much or about the right amount.

As presented in the table below, more than three-quarters of all respondents, 77.1%, reported the effort put forth by the City of Miami Beach on historic preservation is “about the right amount.”

<i>Would you say the effort put forth by the City on <u>historic preservation</u> is...</i>	<i>2005 Composite (DK=5.3)</i>	<i>2007 Composite (DK=6.0)</i>	<i>2009 Composite (DK=7.4)</i>
Too little	23.4%	20.0	11.6
Too much	20.2	16.0	11.2
About the right amount of historic preservation	56.5	63.0	77.1
<i>Change (about right) from 2007 to 2009</i>	---	---	<i>+14.1</i>
<i>Change (about right) from 2005 to 2009</i>	---	---	<i>+20.6</i>

<i>Would you say the effort put forth by the City on <u>historic preservation</u> is...</i>	<i>2005 South Beach</i>	<i>2009 South Beach</i>	<i>2005 Mid Beach</i>	<i>2009 Mid Beach</i>	<i>2005 North Beach</i>	<i>2009 North Beach</i>
Too little	19.0%	16.0	26.6	8.9	25.5	9.8
Too much	22.7	13.6	18.9	9.5	18.3	10.5
About the right amount of historic preservation	58.3	70.4	54.5	81.5	56.2	79.7
<i>Change (about right) from 2007 to 2009</i>	---	<i>+5.4</i>	---	<i>+20.5</i>	---	<i>+18.7</i>
<i>Change (about right) from 2005 to 2009</i>	---	<i>+12.1</i>	---	<i>+27.0</i>	---	<i>+23.5</i>

Further, all business respondents were asked to think about the level of development in the City of Miami Beach and indicate if the effort put forth by the City to regulate development is too little, too much or about the right amount.

While more than half, 53.4%, suggested the effort put forth by the City to regulate development is “about the right amount,” another 27.1% indicated “too little” effort is being put forth by the City in this area.

<i>Would you say the effort put forth by the City to <u>regulate development</u> is...</i>	<i>2009 Composite (DK=6.0)</i>
Too little	27.1%
Too much	19.5
About the right amount	53.4

<i>Would you say the effort put forth by the City to <u>regulate development</u> is...</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Too little	26.1%	23.1	32.9
Too much	23.3	20.8	13.4
About the right amount	50.6	56.1	53.7

TRANSPORTATION/PARKING

All respondents were read the following by researchers: “Using the rating scale of excellent, good, fair or poor, how would you rate the effectiveness of the public transit system serving the City over the past 12 months?”

As presented below, when compared with previous study results, there was a significant increase in the percentages of 2009 business respondents who provided either “excellent” or “good” ratings for the public transit system serving the City over the past 12 months.

The tables below presents the cumulative totals (with “don’t know” responses removed from the data) for those providing either an “excellent” or “good” response for each of the characteristics measured. Readers should note detailed findings are located in the composite aggregate data presented in the appendix of this report.

<i>How would you rate the effectiveness of the public transit system?</i>	<i>2005 Composite Excellent & Good (DK)</i>	<i>2007 Composite Excellent & Good (DK)</i>	<i>2009 Composite Excellent & Good (DK)</i>
In bringing customers to your business	49.7% (13.9)	44.0 (20.0)	62.5 (23.6)
In bringing employees to your business	47.8 (18.7)	43.0 (17.0)	63.7 (29.8)
<i>Change (customers) from 2007 to 2009</i>	---	---	+18.5
<i>Change (employees) from 2007 to 2009</i>	---	---	+20.7
<i>Change (customers) from 2005 to 2009</i>	---	---	+12.8
<i>Change (employees) from 2005 to 2009</i>	---	---	+15.9

<i>How would you rate the effectiveness of the public transit system? (Excellent & Good)</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
In bringing customers to your business	63.7%	66.9	56.1
In bringing employees to your business	64.5	65.8	60.4
<i>Change (customers) from 2007 to 2009</i>	+18.7	+27.9	+12.1
<i>Change (employees) from 2007 to 2009</i>	+24.5	+16.8	+14.4
<i>Change (customers) from 2005 to 2009</i>	+17.7	+23.1	-4.4
<i>Change (employees) from 2005 to 2009</i>	+18.7	+22.4	+5.4

All business respondents were asked by researchers to indicate how they feel about the condition of roads in Miami Beach; that is street repair, maintenance and smoothness.

As presented in the table below, nearly half of all 2009 respondents, 48.3%, reported the condition of roads in Miami Beach are either “excellent” (8.0%) or “good” (40.3%).

<i>How would you rate the condition of roads in Miami Beach?</i>	<i>2005 Composite (DK=0.2)</i>	<i>2007 Composite (DK=1.0)</i>	<i>2009 Composite (DK=0.2)</i>
Excellent	7.5%	6.0	8.0
Good	30.5	31.0	40.3
Fair	30.5	31.0	30.9
Poor	31.4	31.0	20.8
Total excellent/good	38.1	37.0	48.3
Total fair/poor	61.9	62.0	51.7
Change (excellent/good) from 2007 to 2009	---	---	+11.3
Change (excellent/good) from 2005 to 2009	---	---	+10.2

<i>How would you rate the condition of roads in Miami Beach?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Excellent	6.6%	11.7	5.4
Good	34.1	45.6	41.6
Fair	32.4	25.6	34.9
Poor	26.9	17.2	18.1
Total excellent/good	40.7	57.2	47.0
Total fair/poor	59.3	42.8	53.0
Change (excellent/good) from 2007 to 2009	+5.7	+14.2	+8.0
Change (excellent/good) from 2005 to 2009	+10.0	+12.8	+6.7

All business respondents were asked to rate the availability of both public and private parking available to their customers and/or employees around their business area?

When compared with previous study results, an increased percentage of respondents indicated “they are almost never able to find a place nearby” (52.6% in 2009 from 40.0% in 2007).

<i>How would you rate the availability of public and private parking for your customers/employees?</i>	<i>2005 Composite (DK=1.1)</i>	<i>2007 Composite (DK=2.0)</i>	<i>2009 Composite (DK=2.1)</i>
Excellent/They can almost always find a place nearby	5.6%	7.0	12.1
Good/They are often able to find a place nearby	12.9	21.0	15.4
Fair/More often than not, they will not find a place nearby	27.2	32.0	19.8
Poor/They are almost never able to find a place nearby	54.2	40.0	52.6
Total excellent/good	18.5	28.0	27.5
Total fair/poor	81.4	72.0	72.4
Change (excellent/good) from 2007 to 2009	---	---	-0.5
Change (excellent/good) from 2005 to 2009	---	---	-1.6

<i>How would you rate the availability of public and private parking for your customers/employees?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Excellent/They can almost always find a place nearby	11.7%	11.8	13.0
Good/They are often able to find a place nearby	12.2	15.7	18.6
Fair/More often than not, they will not find a place nearby	20.6	21.3	17.4
Poor/They are almost never able to find a place nearby	55.6	51.1	50.9
Total excellent/good	23.9	27.5	31.6
Total fair/poor	76.2	72.4	68.3
Change (excellent/good) from 2007 to 2009	+0.9	-8.5	-1.4
Change (excellent/good) from 2005 to 2009	+8.2	+5.8	+12.8

Further, all business respondents were asked to rate the traffic flow in Miami Beach for customers and employees trying to get to and from their place of business.

As presented in the table below, when compared with previous study results, an increased percentage of respondents reported traffic flow in Miami Beach is either “excellent” or “good” for both customers and employees trying to get to and from their place of business.

<i>How would you rate the traffic flow in Miami Beach for customers and employees getting to and from your place of business?</i>	<i>2005 Composite (DK=0.6)</i>	<i>2007 Composite (DK=2.0)</i>	<i>2009 Composite (DK=0.4)</i>
Excellent	2.4%	4.0	4.0
Good	20.0	24.0	38.6
Fair	35.0	33.0	36.6
Poor	42.5	39.0	20.8
Total excellent/good	22.5	28.0	42.6
Total fair/poor	77.5	72.0	57.4
Change (excellent/good) from 2007 to 2009	---	---	+14.6
Change (excellent/good) from 2005 to 2009	---	---	+20.1

<i>How would you rate the traffic flow in Miami Beach for customers and employees getting to and from your place of business?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Excellent	2.2%	4.9	4.9
Good	37.4	39.0	39.6
Fair	40.1	35.7	33.5
Poor	20.3	20.3	22.0
Total excellent/good	39.6	44.0	44.5
Total fair/poor	60.4	56.0	55.5
Change (excellent/good) from 2007 to 2009	+5.6	+22.0	+24.5
Change (excellent/good) from 2005 to 2009	+12.7	+21.7	+27.0

SAFETY

All business respondents were read the following by researchers: “As I read a list of public safety services provided by the City of Miami Beach, please tell me if you would say each is excellent, good, fair or poor?”

The tables below presents the cumulative totals (with “don’t know” responses removed from the data) for those providing either an “excellent” or “good” response for each of the characteristics measured. Readers should note detailed findings are located in the composite aggregate data presented in the appendix of this report.

Public Safety Services	2005 Composite Excellent & Good (DK)	2007 Composite Excellent & Good (DK)	2009 Composite Excellent & Good (DK)	Change from 2005 to 2009	Change from 2007 to 2009
Fire	84.4% (3.4)	96.0 (12.0)	94.5 (14.0)	+10.1	-1.5
Emergency Medical Response	81.2 (5.2)	93.0 (15.0)	92.8 (18.1)	+11.6	-0.2
Ocean Rescue/Lifeguard/Beach Patrol	74.1 (7.5)	93.0 (29.0)	94.7 (32.3)	+20.6	+1.7
Emergency/Hurricane preparedness	89.1 (10.9)	81.0 (7.0)	90.6 (15.3)	+1.5	+9.6
Police	89.6 (16.7)	79.0 (1.0)	81.2 (4.5)	-8.4	+2.2

Public Safety Services	South Beach Excellent & Good	South Beach Change from 2007/2005	Mid Beach Excellent & Good	Mid Beach Change from 2007/2005	North Beach Excellent & Good	North Beach Change from 2007/2005
Fire	96.1%	+1.1/ +10.7	94.3	-2.7/ +9.6	93.1	-0.9/ +10.1
Emergency Medical Response	94.2	+1.2/ +13.6	94.1	+0.1/ +12.9	90.1	-0.9/ +8.1
Ocean Rescue/Lifeguard/ Beach Patrol	97.5	+3.5/ +21.8	95.5	+4.5/ +25.7	91.3	+0.3/ +14.6
Emergency/Hurricane preparedness	93.2	+8.2/ +4.9	89.5	+8.5/ -2.5	89.1	+7.6/ +2.0
Police	82.3	+6.3/ -6.5	80.1	-1.9/ -11.6	81.3	+2.3/ -7.1

All business respondents were read the following by researchers: *“Please answer the following questions as to whether you and your employees feel very safe, somewhat safe, somewhat unsafe or very unsafe?”*

The tables below presents the cumulative totals (with “don’t know” responses removed from the data) for those providing either a “very safe” or “somewhat safe” response for each of the questions asked. Readers should note detailed findings are located in the composite aggregate data presented in the appendix of this report.

<i>Questions...</i>	<i>2009 Composite Very safe & Safe (DK)</i>
How safe would you say you and your employees feel in and around your place of business during the daytime?	96.0% (0.2)
How safe would you say you and your employees feel in and around your place of business during the evening/night-time?	79.6 (6.2)

<i>Questions...</i>	<i>South Beach Very safe & Safe</i>	<i>Mid Beach Very safe & Safe</i>	<i>North Beach Very safe & Safe</i>
How safe would you say you and your employees feel in and around your place of business during the daytime?	96.2%	96.1	95.8
How safe would you say you and your employees feel in and around your place of business during the evening/night-time?	80.2	83.4	74.8

As presented in the tables below, while three-quarters of all business respondents, 74.8% (from 70.0% in 2007), believe there is “about the right amount” of public street lighting at night in their business area, another 23.7% (from 29.0% in 2007) reported there is “not enough” street lighting at night in their business area.

<i>How do you feel about the amount of street lighting in your business area at night?</i>	<i>2005 Composite (DK=2.1)</i>	<i>2007 Composite (DK=1.0)</i>	<i>2009 Composite (DK=2.1)</i>
Not enough	31.5%	29.0	23.7
Too much	2.1	1.0	1.5
The right amount of lighting	66.4	70.0	74.8
<i>Change (right amount) from 2007 to 2009</i>	---	---	<i>+4.8</i>
<i>Change (right amount) from 2005 to 2009</i>	---	---	<i>+8.4</i>

<i>How do you feel about the amount of street lighting in your business area at night?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Not enough	23.6%	23.9	23.6
Too much	1.1	2.3	1.2
The right amount of lighting	75.3	73.9	75.2
<i>Change (right amount) from 2007 to 2009</i>	<i>+2.3</i>	<i>+0.9</i>	<i>+15.2</i>
<i>Change (right amount) from 2005 to 2009</i>	<i>+7.4</i>	<i>+7.7</i>	<i>+10.2</i>

As presented in the table below, more than three-quarters of all business respondents reported being inspected by the fire department during the past 12 months.

<i>Has your business been inspected by the fire department in the past 12 months?</i>	<i>2007 Composite (DK=NA)</i>	<i>2009 Composite (DK=7.9)</i>
Yes	73.0%	76.2
No	27.0	23.8

<i>Has your business been inspected by the fire department in the past 12 months?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Yes	80.4%	71.2	77.1
No	19.6	28.8	22.9

Those business respondents having been inspected by the fire department over the past 12 months were asked to report their satisfaction with the inspections being consistently fair.

As presented in the table below, the majority of businesses, 94.8%, reported being either “very satisfied” (67.9%) or “somewhat satisfied” (26.9%) with the inspections being consistently fair. This number is up slightly from 90.0% reporting the same previously in 2007.

<i>How satisfied are you with inspections being consistently fair?</i>	<i>2007 Composite (DK=1.0)</i>	<i>2009 Composite (DK=12.1)</i>
Very satisfied	48.0%	67.9
Satisfied	42.0	26.9
Neither satisfied nor dissatisfied	5.0	1.9
Dissatisfied	2.0	1.4
Very dissatisfied	2.0	1.9
Total satisfied	90.0	94.8
Total dissatisfied	4.0	3.3
Change (satisfied) from 2007 to 2009	---	+4.8

<i>How satisfied are you with inspections being consistently fair?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Very satisfied	64.4%	67.9	71.7
Satisfied	30.3	26.8	23.3
Neither satisfied nor dissatisfied	2.3	2.7	0.8
Dissatisfied	---	1.8	2.5
Very dissatisfied	3.0	0.9	1.7
Total satisfied	94.7	94.6	95.0
Total dissatisfied	3.0	2.7	4.2

Additionally, those business respondents having been inspected by the fire department over the past 12 months were asked to report how helpful the inspections have been in helping to improve the fire safety at their establishment.

As presented in the table below, the majority of businesses, 94.1%, reported the inspections were either “very helpful” (71.5%) or “somewhat helpful” (22.6%) in improving the fire safety at their establishment.

<i>How helpful have inspections been in improving the fire safety at your establishment?</i>	<i>2009 Composite (DK=13.5)</i>
Very helpful	71.5%
Somewhat helpful	22.6
Somewhat unhelpful	2.5
Very unhelpful	3.4
<i>Total helpful</i>	<i>94.1</i>
<i>Total unhelpful</i>	<i>5.9</i>

<i>How helpful have inspections been in improving the fire safety at your establishment?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Very helpful	68.2%	71.8	74.8
Somewhat helpful	26.4	21.8	19.3
Somewhat unhelpful	2.3	2.7	2.5
Very unhelpful	3.1	3.6	3.4
<i>Total helpful</i>	<i>94.6</i>	<i>93.6</i>	<i>94.1</i>
<i>Total unhelpful</i>	<i>5.4</i>	<i>6.3</i>	<i>5.9</i>

In a section-closing question, researchers read the following to all respondents: “After I read the following list, please tell me which you feel are the most important areas the City of Miami Beach can address to improve public safety throughout the City?”

The following tables present each of the areas measured along with the frequency of selection.

<i>Which are the most important areas the City of Miami Beach can address to improve public safety throughout the City?</i>	<i>2007 Composite</i>	<i>2009 Composite</i>	<i>Change from 2007 to 2009</i>
Preventing crime	24.4%	43.9	+19.5
Reducing homelessness	43.7	35.1	-8.6
Increasing visibility of police in neighborhoods	28.5	33.1	+4.6
Enforcing traffic laws	17.0	31.8	+14.8
Improving communications between businesses and law enforcement	---	26.7	+26.7
Increasing visibility of police in business/commercial areas	35.1	23.8	-11.3
Improving infrastructure (street lighting, repairing sidewalks/streets)	24.0	14.8	-9.2
Cleanliness of streets	11.7	12.7	+1.0
Enhancing lifeguard and beach patrol services	1.6	3.7	+2.1
Improving fire-fighting services	0.6	1.9	+1.3
Improving rescue services	0.4	1.0	+0.6
Other	4.1	3.3	-0.8

<i>Which are the most important areas the City of Miami Beach can address to improve public safety throughout the City?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Preventing crime	42.0%	46.9	42.6
Reducing homelessness	41.5	29.7	34.0
Increasing visibility of police in neighborhoods	29.5	30.3	40.1
Enforcing traffic laws	23.9	36.6	35.2
Improving communications between businesses and law enforcement	25.0	23.4	32.1
Increasing visibility of police in business/commercial areas	27.8	22.9	20.4
Improving infrastructure (street lighting, repairing sidewalks/streets)	13.6	16.6	14.2
Cleanliness of streets	11.4	13.1	13.6
Enhancing lifeguard and beach patrol services	2.8	5.1	3.1
Improving fire-fighting services	1.7	2.3	1.9
Improving rescue services	---	0.6	2.5
Other	3.5	2.9	3.7

CULTURE/ENTERTAINMENT/TOURISM

All respondents were read the following by researchers: “As I read you a list of attractions offered in the City of Miami Beach, please tell me if you feel there are too many, too few or about the right amount in the City.”

The tables below present the list of attractions measured along with the frequency of those respondents reporting “too few” for each. Readers should note more than two-fifths of all respondents reported “too few” of the following: “Museums” (59.2%), “Family friendly activities” (53.6%) and “Cultural activities” (40.3%).

<i>City Attractions</i>	<i>2005 Composite Too few (DK)</i>	<i>2007 Composite Too few (DK)</i>	<i>2009 Composite Too few (DK)</i>	<i>Change from 2005 to 2009</i>	<i>Change from 2007 to 2009</i>
Museums	NA	56.0% (1.0)	59.2 (6.2)	NA	+3.2
Family friendly activities (such as Movies in the Park, Music in the Park, etc.)	NA	54.0 (7.0)	53.6 (11.2)	NA	-0.4
Cultural activities (such as art shows, film festivals, musicals and live performances)	39.8 (0.5)	38.0 (1.0)	40.3 (3.8)	+0.5	+2.3
Major events (such as the boat/home/auto shows, 4th of July celebrations, expositions, food and wine festivals, etc.)	NA	16.0 (2.0)	22.2 (4.9)	NA	+6.2
Nightclubs	7.1 (7.5)	9.0 (10.0)	9.2 (10.0)	+2.1	+0.2
Restaurants	5.7 (0.2)	8.0 (1.0)	8.7 (2.8)	+3.0	+0.7

<i>City Attractions</i>	<i>2009 South Beach Too few</i>	<i>South Beach Change from 2005</i>	<i>2009 Mid Beach Too few</i>	<i>Mid Beach Change from 2005</i>	<i>2009 North Beach Too few</i>	<i>North Beach Change from 2005</i>
Museums	65.0%	NA	54.6	NA	57.3	NA
Family friendly activities (such as Movies in the Park, Music in the Park, etc.)	60.4	NA	47.5	NA	52.7	NA
Cultural activities (such as art shows, film festivals, musicals and live performances)	39.3	-2.8	39.9	-4.0	41.7	+8.6
Major events (such as the boat/home/auto shows, 4th of July celebrations, expositions, food and wine festivals, etc.)	19.3	NA	23.7	NA	23.9	NA
Nightclubs	9.5	+1.8	8.9	+4.1	9.3	+0.6
Restaurants	2.8	-0.4	9.7	+6.7	14.3	+5.0

All business respondents were asked by researchers to indicate how they feel about the job City Government is doing handling events that attract large crowds to Miami Beach, that is, the City considers the needs of businesses, addresses noise and disturbance issues.

As presented in the table below, nearly three-quarters of all 2009 respondents, 73.9%, reported the City is doing either a “very good” (24.7%) or “good” (49.2%) job handling events that attract large crowds to Miami Beach, that is, the City considers the needs of businesses, addresses noise and disturbance issues.

<i>How is the City doing handling events that attract large crowds to Miami Beach?</i>	<i>2005 Composite (DK=1.9)</i>	<i>2007 Composite (DK=2.0)</i>	<i>2009 Composite (DK=7.5)</i>
Very good	20.2%	18.0	24.7
Good	40.2	42.0	49.2
Average	28.4	25.0	18.4
Poor	8.1	10.0	5.9
Very poor	3.0	5.0	1.8
Total good	60.5	60.0	73.9
Total poor	11.1	15.0	7.7
Change (very good/good) from 2007 to 2009	---	---	+13.9
Change (very good/good) from 2005 to 2009	---	---	+13.5

<i>How is the City doing handling events that attract large crowds to Miami Beach?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Very good	26.3%	25.3	22.1
Good	48.0	47.1	53.1
Average	19.4	18.8	16.6
Poor	6.3	3.5	8.3
Very poor	---	5.3	---
Total good	74.3	72.4	75.2
Total poor	6.3	8.8	8.3
Change (very good/good) from 2007 to 2009	+16.3	+14.4	+9.2
Change (very good/good) from 2005 to 2009	+16.9	+12.5	+10.7

ECONOMY/TAXES

All respondents were asked to indicate how they would rate the overall value of City services for the tax dollars their business pays.

As presented in the table below, just over half of all respondents, 54.7%, reported the value of City services for the tax dollars paid by their business as either “excellent” (8.9%) or “good” (45.9%).

<i>Rate the overall value of City services for the tax dollars paid by your business?</i>	<i>2005 Composite (DK=3.2)</i>	<i>2007 Composite (DK=2.0)</i>	<i>2009 Composite (DK=6.2)</i>
Excellent	5.2%	11.0	8.9
Good	36.1	44.0	45.9
Fair	35.9	27.0	31.4
Poor	22.8	18.0	13.9
Total excellent/good	41.3	55.0	54.7
Total fair/poor	58.7	45.0	45.3
Change (excellent/good) from 2007 to 2009	---	---	-0.3
Change (excellent/good) from 2005 to 2009	---	---	+13.4

<i>Rate the overall value of City services for the tax dollars paid by your business?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Excellent	8.2%	8.8	9.6
Good	48.5	45.3	43.6
Fair	32.7	31.2	30.1
Poor	10.5	14.7	16.7
Total excellent/good	56.7	54.1	53.2
Total fair/poor	43.2	45.9	46.8
Change (excellent/good) from 2007 to 2009	+3.7	-7.9	+3.2
Change (excellent/good) from 2005 to 2009	+16.6	+8.5	+14.9

All business respondents were asked to think about and indicate if the tourism industry in Miami Beach contributes too little, too much or about the right amount to the success of their business.

While more than half, 60.8%, suggested the tourism industry in Miami Beach contributes “about the right amount” to the success of their business, another 31.6% indicated the industry contributes “too little” to the success of their business.

<i>How much does tourism industry contribute to the success of your business?</i>	<i>2009 Composite (DK=21.1)</i>
Too little	31.6%
Too much	7.7
About the right amount	60.8

<i>How much does tourism industry contribute to the success of your business?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Too little	36.1%	28.9	29.5
Too much	7.6	7.7	7.6
About the right amount	56.3	63.4	62.9

COMMUNICATIONS/CUSTOMER SERVICE/INTERNAL CITY PROCESSES

In an effort to better understand communication preferences, all respondents were asked to indicate how they **usually** get information about the City that is relevant to their business.

As presented in the table below, more than half of all respondents surveyed, 53.9%, reported usually obtaining information about the City that is relevant to their business through the City of Miami Beach website. Multiple responses were accepted.

<i>Where do you usually get information about the City relevant to your business?</i>	<i>2005 Composite</i>	<i>2007 Composite</i>	<i>2009 Composite</i>	<i>Change from 2005 to 2009</i>	<i>Change from 2007 to 2009</i>
Daily newspaper articles	40.2%	22.0	28.3	-17.6	+6.3
Miami Beach website	13.8	17.0	53.9	+39.8	+36.9
E-mails and/or direct mail from City government, departments, or agencies	18.8	16.0	23.2	+4.7	+7.2
CityPage in Neighbors section of the Miami Herald	---	14.0	5.1	---	-8.9
Cable Channel MB 77	8.6	7.0	8.2	+0.1	+1.2
Community/weekly publications	10.5	7.0	6.1	-2.8	-0.9
City's MB Magazine	---	6.0	7.8	---	+1.8
Communications with City Commission	2.6	4.0	4.1	+2.6	+0.1
Mayor on the Move/Community/Town meetings	---	---	1.6	---	+1.6
Other	4.5	6.0	10.1	+8.6	+4.1
Change in use of City publications (above in bold)	41.2	60.0	98.2	+57.0	+38.2

Others mentioned with less frequently included: “from customers,” “networking,” “word of mouth,” “chamber of commerce,” “banners,” “radio” and “phone contact.”

<i>Where do you usually get information about the City relevant to your business?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Miami Beach website	56.7%	49.4	55.7
Daily newspaper articles	26.9	31.0	26.8
E-mails and/or direct mail from City government, departments, or agencies	21.6	25.6	22.1
Community/weekly publications	8.2	5.4	4.7
City's MB Magazine	7.6	13.1	2.0
Cable Channel MB 77	7.0	10.7	6.7
Communications with City Commission	6.4	2.4	3.4
CityPage in Neighbors section of the Miami Herald	1.8	7.1	6.7
Mayor on the Move/Community/Town meetings	1.2	3.0	0.7
Other	11.2	6.6	13.5
Change in use of City publications (above in bold) from 2005 to 2009	+72.4	+75.8	+52.5

Researchers asked all respondents to indicate how they feel about the amount of information provided by the City.

While two-thirds of those surveyed, 65.7%, reported getting “about the right amount” of information from the City, another 32.0% indicated getting “too little” information from the City.

<i>How do you feel about the amount of information provided by the City?</i>	<i>2005 Composite (DK=1.1)</i>	<i>2007 Composite (DK=1.0)</i>	<i>2009 Composite (DK=11.5)</i>	<i>Change from 2005 to 2009</i>	<i>Change from 2007 to 2009</i>
Too much	2.8%	1.0	2.3	-0.5	+1.3
Too little	45.6	44.0	32.0	-13.6	-12.0
About the right amount of information	51.6	55.0	65.7	+14.1	+10.7

<i>How do you feel about the amount of information provided by the City?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Too much	3.1%	0.6	3.4
Too little	35.4	30.0	30.4
About the right amount of information	61.5	69.4	66.2
Change (about right) from 2005 to 2009	+14.4	+14.3	+12.9

Among those respondents getting “about the right amount” of information from the City, “Miami Beach website” (58.6%), “daily newspaper” (26.2%) and “emails/direct mail” (23.5%) were reported most frequently as the sources for information.

All business respondents were asked to indicate the number of times, during the past twelve (12) months, they have personally contacted, either by phone, in-person or electronically, the City of Miami Beach government with a question, service request or complaint.

The following tables present the results as collected.

<i>How many times have you contacted the City of Miami Beach government with a question, service request or complaint?</i>	<i>2007 Composite (DK=NA)</i>	<i>2009 Composite (DK=4.9)</i>	<i>Change from 2007 to 2009</i>
1-2	28.0%	22.4	-5.6
3-6	16.0	19.2	+3.2
More than 6	18.0	17.7	-0.3
No contact	38.0	40.7	+2.7

<i>How many times have you contacted the City of Miami Beach government with a question, service request or complaint?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
1-2	18.6%	22.4	26.6
3-6	20.9	15.9	21.0
More than 6	18.6	18.8	15.4
No contact	41.9	42.9	37.0

Those respondents reporting a contact with the City of Miami Beach government were asked to provide the reason for the most recent contact.

The tables below present the reasons provided along with the frequency of mention for each.

<i>What was the reason for your most recent contact?</i>	<i>2007 Composite (DK=NA)</i>	<i>2009 Composite (DK=6.0)</i>	<i>Change from 2007 to 2009</i>
File a complaint	29.0%	21.0	-8.0
Research an issue	15.0	8.2	-6.8
Pull a building permit/plan review	13.0	13.5	+0.5
Pay a bill	8.0	3.6	-4.4
Non-emergency police assistance	4.0	1.4	-2.6
Obtain a license	3.0	7.8	+4.8
Schedule an inspection (building, fire, etc.)	3.0	1.4	-1.6
Visit an elected official	1.0	0.4	-0.6
Attend a program/event	1.0	0.4	-0.6
Other	24.0	42.3	+18.3

Others mentioned with less frequently included: “improve parking,” “construction issues,” “renew a permit,” “trees on meridian,” “special events permit,” “trash pick-up,” “towing,” “get a permit,” “code violation,” “parking issues,” “general question,” “taxes,” “drainage issues,” “list of inspectors,” “cracked sidewalks/road,” “starting a new business,” “code enforcement issue,” “renew license,” “zoning issues” and “give a donation.”

<i>What was the reason for your most recent contact?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
File a complaint	27.4%	20.7	14.9
Pull a building permit/plan review	11.6	16.3	12.8
Research an issue	6.3	10.9	7.4
Obtain a license	5.3	9.8	8.5
Non-emergency police assistance	4.2	---	---
Pay a bill	3.2	4.3	3.2
Schedule an inspection (building, fire, etc.)	2.1	---	2.1
Visit an elected official	1.1	---	---
Attend a program/event	---	1.1	---
Other	38.9	37.0	51.1

Further, those respondents reporting a contact with the City of Miami Beach government were asked to provide the method used for the most recent contact.

The tables below present the methods provided along with the frequency of mention for each.

<i>How did you first contact the City?</i>	<i>2007 Composite (DK=NA)</i>	<i>2009 Composite (DK=2.0)</i>	<i>Change from 2007 to 2009</i>
Phone	75.0%	64.2	-10.8
In-person	14.0	25.6	+11.6
E-mail	7.0	8.5	+1.5
Through a commissioner	1.0	1.0	NA
Community meeting	1.0	0.3	-0.7
Other	2.0	0.3	-1.7

<i>How did you first contact the City?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Phone	62.6%	63.5	66.3
In-person	27.3	26.0	23.5
E-mail	9.1	9.4	7.1
Through a commissioner	---	1.0	2.0
Community meeting	---	---	1.0
Other	1.0	---	---

Researchers read the following to all respondents: *“Thinking about your most recent contact with City government, would you say you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree about each of the following statements.”*

The tables below presents the cumulative totals (with “don’t know” responses removed from the data) for those providing either a “strongly agree” or “agree” response for each of the statements measured. Readers should note detailed findings are located in the composite aggregate data presented in the appendix of this report.

<i>Statements concerning your most recent contact with City government</i>	<i>2005 Composite Strongly agree & Agree (DK=NA)</i>	<i>2007 Composite Strongly agree & Agree (DK=NA)</i>	<i>2009 Composite Strongly agree & Agree (DK)</i>	<i>Change from 2005 to 2009</i>	<i>Change from 2007 to 2009</i>
The employees that assisted me were courteous and professional.	77.4	77.0%	82.7 (3.3)	+5.3	+5.7
The employees that assisted me had the proper training and knowledge.	65.4	69.0	74.6 (4.0)	+9.2	+5.6
Overall, I was satisfied with the experience I had contacting the City.	52.1	65.0	69.6 (2.0)	+17.5	+4.6
It was easy to get to someone who could help me.	54.7	61.0	67.8 (1.3)	+13.1	+6.8
The process is user-friendly and easy to understand.	54.3	60.0	71.5 (3.7)	+17.2	+11.5
The requests made by my business are processed in a timely manner.	53.4	60.0	67.4 (3.7)	+14.0	+7.4

<i>Statements concerning your most recent contact with City government</i>	<i>2009 South Beach Strongly agree & Agree</i>	<i>South Beach Change from 2007/2005</i>	<i>2009 Mid Beach Strongly agree & Agree</i>	<i>Mid Beach Change from 2007/2005</i>	<i>2009 North Beach Strongly agree & Agree</i>	<i>North Beach Change from 2007/2005</i>
The employees that assisted me were courteous and professional.	84.5%	+4.2/ +8.4	84.4	+1.5/ +2.1	79.2	+2.1/ +4.2
The employees that assisted me had the proper training and knowledge.	77.1	+5.0/ +9.7	73.7	+3.8/ +7.6	72.9	+5.6/ +10.4
The process is user-friendly and easy to understand.	68.4	+7.0/ +13.0	71.3	+10.0/ +18.1	75.0	+10.0/ +27.5
It was easy to get to someone who could help me.	66.7	+6.0/ +8.0	70.1	+9.0/ +12.0	66.7	+7.0/ +19.2
Overall, I was satisfied with the experience I had contacting the City.	66.3	+4.6/ +12.0	74.0	+5.0/ +20.8	68.7	+4.0/ +13.7
The requests made by my business are processed in a timely manner.	64.3	+7.0/ +6.7	68.1	+9.0/ +14.9	69.8	+11.0/ +21.0

Overall satisfaction levels (strongly agree or agree) were recorded by respondents for each of the following reasons for contact: “attend an event” (100.0%), “visited an elected official” (100.0%), “schedule an inspection” (75.0%), “non-emergency police” (75.0%), “pay a bill” (70.0%), “file a complaint” (69.0%), “research an issue” (66.7%), “obtain a license” (66.7%) and “pull a building permit” (63.2%).

Researchers asked all business respondents to what extent they agree or disagree that the City of Miami Beach government is open and interested in hearing the concerns or issues of their business.

Slightly more than three-fifths of all respondents, 61.1%, reported to either “strongly agree” (12.7%) or “agree” (48.4%) that the City of Miami Beach government is open and interested in hearing the concerns or issues of their business.

Detailed findings may be found in each of the following two tables.

<i>The City of Miami Beach government is open and interested in hearing the concerns or issues of your business?</i>	<i>2005 Composite (DK=3.0)</i>	<i>2007 Composite (DK=3.0)</i>	<i>2009 Composite (DK=7.9)</i>
Strongly agree	12.6%	16.0	12.7
Agree	37.9	42.0	48.4
Neither agree nor disagree	18.8	21.0	19.3
Disagree	15.5	15.0	11.1
Strongly disagree	15.2	6.0	8.6
Total agree	50.5	58.0	61.1
Total disagree	30.7	21.0	19.7
Change (strongly agree/agree) from 2007 to 2009	---	---	+3.1
Change (strongly agree/agree) from 2005 to 2009	---	---	+10.6

<i>The City of Miami Beach government is open and interested in hearing the concerns or issues of your business?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Strongly agree	14.5%	10.7	13.0
Agree	46.2	50.3	48.6
Neither agree nor disagree	20.8	23.1	13.0
Disagree	10.4	8.3	15.1
Strongly disagree	8.1	7.7	10.3
Total agree	60.7	60.9	61.6
Total disagree	18.5	16.0	25.4
Change (strongly agree/agree) from 2007 to 2009	+3.7	+0.9	+1.6
Change (strongly agree/agree) from 2005 to 2009	+12.6	+9.4	+9.3

In an open-ended format question, all respondents were asked to report what one thing the City of Miami Beach can do to ensure their business succeeds in or around the City.

The tables below present the top five (5) responses along with the frequency of mention for each. Readers should note detailed findings are located in the composite aggregate data presented in the appendix of this report.

<i>What one thing can City of MB do to ensure your business succeeds? (Top 5 responses)</i>	<i>2009 Composite</i>
More parking	15.2%
Nothing	14.3
Help tourism more	12.5
Help businesses more	7.0
Reduce homelessness	6.8

Others mentioned with less frequently included: “public safety,” “consistent enforcement with everyone,” “increase police presence,” “quicker/easier permits,” “better communication,” “too many regulation,” “stop overdevelopment,” “too many traffic tickets given,” “promote city more,” “police should be more lenient with tourists,” “clean-up city,” “doing a good job/satisfied,” “lower taxes,” “be more open to suggestions,” “help traffic congestion,” “less traffic/control traffic,” “better drainage after flooding,” “improve mass transit,” “fix sidewalks/street,” “reduce crime,” “improve Building Department,” “lower rent,” “easier to navigate website,” “more cultural events” and “bigger convention center.”

<i>What one thing can City of MB do to ensure your business succeeds? (Top 5 responses)</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
More parking	16.1%	16.4	13.0
Nothing	13.3	11.8	17.8
Help tourism more	13.3	9.9	14.4
Reduce homelessness	9.1	6.6	4.8
Help businesses more	7.0	2.6	11.6

WEBSITE

All respondents were asked to report if they have visited the City's website at www.miamibeachfl.gov at any point during the past 6 months.

As presented in the table below, nearly two-thirds of all respondents, 64.7%, did report a visit to the City's website during the past 6 months.

<i>Have you visited www.miamibeachfl.gov in the past 6 months?</i>	<i>2009 Composite (DK=2.1)</i>
Yes	64.7%
No	35.3

<i>Have you visited www.miamibeachfl.gov in the past 6 months?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Yes	66.3%	65.9	61.8
No	33.7	34.1	38.2

Those business respondents reporting a visit to www.miamibeachfl.gov over the past 6 months were asked, overall, to report their satisfaction with the website.

As presented in the table below, the majority of respondents, 93.1%, reported being either "very satisfied" (57.4%) or "somewhat satisfied" (35.6%) with the website.

<i>How satisfied would you say you were with the Miami Beach website?</i>	<i>2009 Composite (DK=1.5)</i>
Very satisfied	57.4%
Somewhat satisfied	35.6
Somewhat dissatisfied	4.2
Very dissatisfied	2.7
<i>Total satisfied</i>	<i>93.1</i>
<i>Total dissatisfied</i>	<i>6.9</i>

<i>How satisfied would you say you were with the Miami Beach website?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Very satisfied	57.9%	55.2	59.4
Somewhat satisfied	37.7	36.2	32.7
Somewhat dissatisfied	3.5	6.0	3.0
Very dissatisfied	0.9	2.6	5.0
<i>Total satisfied</i>	<i>95.6</i>	<i>91.4</i>	<i>92.1</i>
<i>Total dissatisfied</i>	<i>4.4</i>	<i>8.6</i>	<i>8.0</i>

BUILDING DEPARTMENT

All respondents were asked by researchers to indicate if they have contacted or had any direct experience with the City of Miami Beach Building Department during the past 12 months.

While more than one-third, 34.2%, did report a contact or direct experience with the City of Miami Beach Building Department during the past 12 months, another two-thirds, 65.8%, did not report any contact or direct experience with the Building Department.

<i>Have you had contact with the City Building Department?</i>	<i>2007 Composite (DK=1.0)</i>	<i>2009 Composite (DK=3.4)</i>
Yes	40.0%	34.2
No	60.0	65.8

<i>Have you had contact with the City Building Department?</i>	<i>2009 South Beach</i>	<i>2009 Mid Beach</i>	<i>2009 North Beach</i>
Yes	35.4%	31.6	35.6
No	64.6	68.4	64.4

Those businesses having a contact or direct experience with the City of Miami Beach Building Department were asked, in a follow-up question, to rate their experience with the Building Department.

As presented in the table below, just over half of all respondents, 57.1%, described their experience with the City of Miami Beach Building Department as “excellent” (22.0%) or “good” (35.1%). This number is up significantly from 46.0% reporting the same previously in 2007.

<i>Please rate your experience with the City Building Department?</i>	<i>2007 Composite (DK=2.0)</i>	<i>2009 Composite (DK=4.0)</i>
Excellent	16.0%	22.0
Good	30.0	35.1
Fair	25.0	21.4
Poor	29.0	21.4
Total excellent/good	46.0	57.1
Total fair/poor	54.0	42.8
Change (excellent/good) from 2007 to 2009	---	+11.1

<i>Please rate your experience with the City Building Department?</i>	<i>South Beach</i>	<i>Mid Beach</i>	<i>North Beach</i>
Excellent	16.4%	30.2	20.4
Good	45.9	28.3	29.6
Fair	19.7	24.5	20.4
Poor	18.0	17.0	29.6
Total excellent/good	62.3	58.5	50.0
Total fair/poor	37.7	41.5	50.0

Thinking back to any dealings they may have had with the Building Department in the past, respondents were asked to describe if their most recent experience working with the Department was better, worse or about the same as in past years.

<i>Please describe your most recent experience with the Building Department compared to those in the past?</i>	<i>2007 Composite (DK=19.0)</i>	<i>2009 Composite (DK=16.6)</i>	<i>Change from 2007 to 2009</i>
Better	32.0%	28.8	-3.2
Worse	33.0	19.9	-13.1
About the same as in past years	35.0	51.4	+16.4

<i>Please describe your most recent experience with the Building Department compared to those in the past?</i>	<i>South Beach</i>	<i>Mid Beach</i>	<i>North Beach</i>
Better	30.9%	33.3	21.7
Worse	16.4	15.6	28.3
About the same as in past years	52.7	51.1	50.0

CITY GOVERNMENT

All respondents were asked to indicate how good of a job the Miami Beach City Government is doing in meeting expectations with the services they provide.

More than two-thirds of all respondents, 68.4%, described the City Government as doing an “excellent” (14.8%) or “good” (53.5%) job meeting expectations with the services they provide.

<i>How good of a job is City Government doing in meeting expectations with the services they provide?</i>	<i>2009 Composite (DK=3.2)</i>
Excellent	14.8%
Good	53.5
Fair	26.0
Poor	5.7
<i>Total excellent/good</i>	<i>68.4</i>
<i>Total fair/poor</i>	<i>31.7</i>

<i>How good of a job is City Government doing in meeting expectations with the services they provide?</i>	<i>South Beach</i>	<i>Mid Beach</i>	<i>North Beach</i>
Excellent	12.0%	15.6	17.2
Good	64.0	46.7	49.7
Fair	18.3	31.7	28.0
Poor	5.7	6.1	5.1
<i>Total excellent/good</i>	<i>76.0</i>	<i>62.2</i>	<i>66.9</i>
<i>Total fair/poor</i>	<i>24.0</i>	<i>37.8</i>	<i>33.1</i>

When compared to all they know or have heard about other cities, all business respondents were asked to indicate how they would rate Miami Beach as a place to run a business.

While half of all respondents, 51.0% (from 42.0% in 2007), described the City of Miami Beach as “one of the best” (20.5% in 2009 from 17.0% in 2007) or an “above average” (30.5% in 2009 from 25.0% in 2007) place to run a business, a smaller number, 13.6% (from 17.0% in 2007) described Miami Beach as “below average” (8.8% in 2009 from 11.0% in 2007) or “one of the worst” (4.8% in 2009 from 6.0% in 2007) places to run a business.

<i>Compared to all you know or have heard about other cities, how would you rate Miami Beach as a place to run a business?</i>	<i>2005 Composite (DK=3.0)</i>	<i>2007 Composite (DK=5.0)</i>	<i>2009 Composite (DK=5.3)</i>
One of the best	14.3%	17.0	20.5
Above average	23.9	25.0	30.5
Average	39.6	41.0	35.5
Below average	12.6	11.0	8.8
One of the worst	9.5	6.0	4.8
<i>Total best/above average</i>	<i>38.2</i>	<i>42.0</i>	<i>51.0</i>
<i>Total below average/worst</i>	<i>22.1</i>	<i>17.0</i>	<i>13.6</i>
<i>Change (best/above average) from 2007 to 2009</i>	<i>---</i>	<i>---</i>	<i>+9.0</i>
<i>Change (best/above average) from 2005 to 2009</i>	<i>---</i>	<i>---</i>	<i>+12.8</i>

<i>Compared to all you know or have heard about other cities, how would you rate Miami Beach as a place to run a business?</i>	<i>South Beach</i>	<i>Mid Beach</i>	<i>North Beach</i>
One of the best	17.6%	22.7	21.2
Above average	32.4	32.4	26.3
Average	40.0	33.0	33.3
Below average	5.9	8.5	12.2
One of the worst	4.1	3.4	7.1
<i>Total best/above average</i>	<i>50.0</i>	<i>55.1</i>	<i>47.5</i>
<i>Total below average/worst</i>	<i>10.0</i>	<i>11.9</i>	<i>19.3</i>
<i>Change (best/above average) from 2007 to 2009</i>	<i>+9.0</i>	<i>+6.1</i>	<i>+10.5</i>
<i>Change (best/above average) from 2005 to 2009</i>	<i>+16.7</i>	<i>+11.2</i>	<i>+9.4</i>

When compared to previous years, researchers asked all respondents to rate the City of Miami Beach as a place to do business.

Three-quarters of all respondents, 74.5%, reported either “better” (25.2%) or “about the same now as it was in the past” (49.3%) when referring to Miami Beach as a place to do business.

<i>Compared to previous years, how would you rate Miami Beach as a place to do business?</i>	<i>2007 Composite (DK=6.0)</i>	<i>2009 Composite (DK=11.6)</i>
Better	43.0%	25.2
Worse	18.0	25.6
About the same now as it was in the past	39.0	49.3
<i>Change (better) from 2007 to 2009</i>	<i>---</i>	<i>-17.8</i>

<i>Compared to previous years, how would you rate Miami Beach as a place to do business?</i>	<i>South Beach</i>	<i>Mid Beach</i>	<i>North Beach</i>
Better	19.5%	26.3	30.3
Worse	22.6	23.8	31.0
About the same now as it was in the past	57.9	50.0	38.6
<i>Change (better) from 2007 to 2009</i>	<i>-24.5</i>	<i>-13.7</i>	<i>-13.7</i>

In an effort to gauge business strength, all respondents were asked to indicate how well or poorly they would say their business is doing in the City of Miami Beach.

While slightly more than two-fifths of all respondents, 44.7%, suggest their business is “doing well and improving, a similar percentage, 45.9%, also suggest their business is “doing well but declining” in the City of Miami Beach.

<i>How well or poorly is your business doing in the City of Miami Beach?</i>	<i>2009 Composite (DK=7.5)</i>
Doing well and improving	44.7%
Doing well but declining	45.9
Doing poorly but improving	4.5
Doing poorly and declining	4.9
<i>Total improving</i>	<i>49.2</i>
<i>Total declining</i>	<i>50.8</i>

<i>How well or poorly is your business doing in the City of Miami Beach?</i>	<i>South Beach</i>	<i>Mid Beach</i>	<i>North Beach</i>
Doing well and improving	43.9%	47.0	43.0
Doing well but declining	45.0	43.5	49.7
Doing poorly but improving	5.3	4.8	3.3
Doing poorly and declining	5.8	4.8	4.0
<i>Total improving</i>	<i>49.2</i>	<i>51.8</i>	<i>46.3</i>
<i>Total declining</i>	<i>50.8</i>	<i>48.3</i>	<i>53.7</i>

All business respondents were asked how likely they might be to recommend the City of Miami Beach to others as a place to run a business.

As presented in the table below, two-thirds of all respondents, 66.8%, reported they either “definitely would” (36.0%) or “probably would” (30.8%) to recommend the City of Miami Beach to others as a place to run a business.

<i>Are you likely to recommend the City of Miami Beach to others as a place to run a business?</i>	<i>2007 Composite (DK=1.0)</i>	<i>2009 Composite (DK=2.5)</i>
Yes, definitely	38.0%	36.0%
Yes, probably	24.0	30.8
Hard to say	21.0	20.1
Would probably not	8.0	7.9
Would definitely not	9.0	5.2
<i>Change (total “yes”) from 2007 to 2009</i>	---	+4.8

<i>Are you likely to recommend the City of Miami Beach to others as a place to run a business?</i>	<i>South Beach</i>	<i>Mid Beach</i>	<i>North Beach</i>
Yes, definitely	36.9%	40.1	30.5
Yes, probably	32.4	32.2	27.4
Hard to say	18.8	19.2	22.6
Would probably not	7.4	5.1	11.6
Would definitely not	4.5	3.4	7.9
<i>Change (total “yes”) from 2007 to 2009</i>	+9.3	+6.3	-7.1

Researchers read a list of potential challenges which might face businesses over the next several years and asked respondents to report which of the following they feel are the most important.

Each of the potential challenges along with frequency of mention are presented in the following tables.

<i>Which do you feel are the most important challenges over the next several years that face your business in Miami Beach?</i>	<i>2007 Composite</i>	<i>2009 Composite</i>	<i>Change from 2007 to 2009</i>
High property taxes	45.8%	46.9	+1.1
High rent	32.2	29.6	-2.6
High insurance	25.4	18.6	-6.8
Restrictive government codes	14.4	18.1	+3.7
Competitive pressure from other businesses	9.2	17.9	+8.7
Lack of affordable housing in Miami Beach for your labor force	20.8	17.5	-3.3
Difficulty recruiting a skilled labor force	22.0	12.8	-9.2
Outdated facilities	2.6	8.1	+5.5
Not enough business space	11.2	7.0	-4.2
Obtaining incentives	1.0	2.8	+1.8
Other	7.6	13.7	+6.1

Others with less frequency of mention include: “parking issues,” “the economy,” “high crime,” “code enforcement,” “lack of cooperation,” “cost of living” and “weather.”

<i>Which do you feel are the most important challenges over the next several years that face your business in Miami Beach?</i>	<i>South Beach</i>	<i>Mid Beach</i>	<i>North Beach</i>
High property taxes	39.4%	51.6	50.3
High rent	35.8	21.7	31.5
High insurance	21.2	22.4	11.2
Competitive pressure from other businesses	20.0	20.5	12.6
Lack of affordable housing in Miami Beach for your labor force	18.8	15.5	18.2
Difficulty recruiting a skilled labor force	18.2	6.8	13.3
Restrictive government codes	13.3	21.1	20.3
Not enough business space	5.5	5.0	11.2
Outdated facilities	3.6	10.6	10.5
Obtaining incentives	3.0	3.7	1.4
Other	11.5	11.8	18.2

DEMOGRAPHICS

<i>What is your position with the business you represent?</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
Owner or partner	60.0%	34.8
Manager	32.0	55.3
Assistant manager	2.0	9.2
Other	5.0	0.8

<i>What is your position with the business you represent?</i>	<i>South Beach</i>	<i>Mid Beach</i>	<i>North Beach</i>
Owner or partner	37.6%	31.5	36.4
Manager	57.6	56.4	51.5
Assistant manager	5.6	11.0	10.9
Pastor/Rabbi	---	1.1	1.2

<i>How long has your business been in the City of Miami Beach?</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
Less than 6 months	1.0%	1.2
6 months but less than 2 years	7.0	7.6
2 to less than 5 years	19.0	13.3
5 to less than 10 years	23.0	19.5
10 to less than 20 years	28.0	29.3
More than 20 years	21.0	29.1

<i>How long has your business been in the City of Miami Beach?</i>	<i>South Beach</i>	<i>Mid Beach</i>	<i>North Beach</i>
Less than 6 months	0.6%	1.1	1.9
6 months but less than 2 years	6.3	8.6	8.0
2 to less than 5 years	16.0	12.6	11.1
5 to less than 10 years	21.7	18.3	18.5
10 to less than 20 years	30.9	27.4	29.6
More than 20 years	24.6	32.0	30.9

<i>Approximate number of full-time employees?</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
Less than 5 employees	55.0%	54.0
5 to less than 10 employees	21.0	16.0
11 to 15 employees	7.0	8.0
16 to 24 employees	6.0	6.1
25 to 50 employees	6.0	8.4
51 or more employees	6.0	7.5

<i>Approximate number of full-time employees?</i>	<i>South Beach</i>	<i>Mid Beach</i>	<i>North Beach</i>
Less than 5 employees	50.0%	49.1	51.0
5 to less than 10 employees	20.8	22.6	16.1
11 to 15 employees	6.0	9.2	9.0
16 to 24 employees	5.9	5.8	6.5
25 to 50 employees	8.4	8.1	9.0
51 or more employees	8.9	5.2	8.4

<i>Approximate number of part-time employees?</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
Less than 5 employees	81.0%	85.5
5 to less than 10 employees	9.0	6.0
11 to 15 employees (listed as 11 or more in 2007)	10.0	2.3
16 to 24 employees	---	1.7
25 to 50 employees	---	2.8
51 or more employees	---	1.7

<i>Approximate number of part-time employees?</i>	<i>South Beach</i>	<i>Mid Beach</i>	<i>North Beach</i>
Less than 5 employees	86.3%	83.8	81.9
5 to less than 10 employees	7.5	6.2	8.7
11 to 15 employees	0.6	2.5	4.0
16 to 24 employees	1.9	3.1	---
25 to 50 employees	3.1	3.2	2.0
51 or more employees	0.6	1.2	3.4

<i>Annual gross sales/revenue of your business?</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
Less than \$500,000	33.0%	29.9
\$500,000 to \$1 million	18.0	17.4
\$1 – 5 million	22.0	19.0
\$6 – 10 million	4.0	3.0
\$11 – 25 million	3.0	2.4
More than \$25 million	2.0	1.4
Refused	18.0	26.9

<i>Annual gross sales/revenue of your business?</i>	<i>South Beach</i>	<i>Mid Beach</i>	<i>North Beach</i>
Less than \$500,000	29.0%	27.5	33.1
\$500,000 to \$1 million	21.8	15.8	14.5
\$1 – 5 million	22.6	17.5	16.9
\$6 – 10 million	1.6	4.2	3.2
\$11 – 25 million	3.2	0.8	3.2
More than \$25 million	1.6	1.7	0.8
Refused	20.2	32.5	28.2

<i>How many locations do you have in the City of Miami Beach?</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
1 location	81.0%	81.0
2 locations	9.0	8.6
3 or more locations	10.0	7.9
Refused	1.0	2.5

<i>How many locations do you have in the City of Miami Beach?</i>	<i>South Beach</i>	<i>Mid Beach</i>	<i>North Beach</i>
1 location	75.0%	84.0	84.3
2 locations	11.1	6.6	7.9
3 or more locations	10.0	7.2	6.6
Refused	3.9	2.2	1.2

<i>What other location do you have outside of Miami Beach?</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
No other locations	55.0%	63.2
South Florida	25.0	17.7
Central/Northern Florida	2.0	6.2
Nationally/U.S. (excluding Florida)	8.0	13.3
Internationally	5.0	5.1
Other	---	5.1
Refused	2.0	1.4

<i>What other location do you have outside of Miami Beach?</i>	<i>South Beach</i>	<i>Mid Beach</i>	<i>North Beach</i>
No other locations	60.8%	65.2	63.4
South Florida	19.3	14.0	20.1
Central/Northern Florida	8.8	4.5	5.5
Nationally/U.S. (excluding Florida)	15.2	11.8	12.8
Internationally	6.4	3.4	5.5
Other	5.3	6.2	3.7
Refused	2.9	1.1	---

<i>What type of business is your establishment?</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
Retail/Personal Service establishment	34.0%	17.7%
Restaurant/Bars/Eating and drinking establishment	9.5	12.5
Small office	---	10.2
Hotel	4.0	9.2
Real Estate management	*	7.2
Medical	6.0	4.2
Finance (*Finance/Insurance/Real Estate in 2007)	14.0	3.6
Real Estate sales	*	3.0
Entertainment	---	2.6
Church/religious organization	---	2.5
Grocer	---	1.9
Insurance	*	1.7
Auto dealer/gas station	---	1.3
Amusement/recreation	---	1.1
Agriculture	---	0.4
Manufacturing	---	0.4
Wholesale/distribution	---	0.2
Something else	25.0	20.4

* indicates multiple business types were combined during reporting in 2007

<i>What type of business is your establishment?</i>	<i>South Beach</i>	<i>Mid Beach</i>	<i>North Beach</i>
Retail/Personal Service establishment	16.5%	16.5	20.5
Hotel	15.9	5.5	6.0
Small office	11.0	9.9	9.6
Restaurant/Bars/Eating and drinking establishment	10.4	11.0	16.3
Finance	4.4	2.7	3.6
Entertainment	3.8	1.6	2.4
Real Estate sales	3.3	3.8	1.8
Medical	3.3	5.5	3.6
Real Estate management	2.7	11.5	7.2
Auto dealer/gas station	1.6	1.1	1.2
Grocer	1.6	1.1	3.0
Insurance	1.1	0.5	3.6
Church/religious organization	1.1	3.8	2.4
Manufacturing	1.1	---	---
Amusement/recreation	0.5	1.1	1.8
Agriculture	0.5	0.5	---
Wholesale/distribution	---	0.5	---
Something else	20.9	23.1	16.9

<i>District</i>	<i>2009 Composite</i>
South Beach	34.3%
Mid Beach & Islands	34.3
North Beach	31.3

<i>Language survey conducted in</i>	<i>2007 Composite</i>	<i>2009 Composite</i>
English	97.1%	97.2
Spanish	2.9	2.8

5 APPENDIX

INTERPRETATION OF AGGREGATE RESULTS

The computer processed data for this survey is presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

The “NA” category label refers to “No Answer” or “Not Applicable.” This code is also used to classify ambiguous responses. In addition, the “DK/RF” category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as “Missing” – occasionally, certain individual’s responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample sub-group).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The careful analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq.). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. Its primary usefulness is to gauge some ordered or ranked meaning.

APPENDIX ONE
CRPP RESIDENTIAL DEMOGRAPHICS COMPARED TO CENSUS DATA

<i>Ethnicity CRPP</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Mexican/Mexican American/Chicano	0.8%	1.6	1.5	1.3	2.4
Puerto Rican	2.5	6.4	5.0	1.5	4.0
Cuban	17.3	26.2	17.8	14.3	32.9
Other Spanish/Hispanic/Latino	10.5	11.1	14.2	10.7	14.4
No, not Spanish/Hispanic/Latino	63.8	51.6	57.0	67.5	43.1
Don't know/Refused	5.3	3.1	4.5	4.8	1.8

<i>Ethnicity Census</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Hispanic	41.1%	50.8	56.2	27.7	62.4
Non-Hispanic	58.9	49.2	43.8	72.3	37.6

<i>Own or rent CRPP</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Homeowner	69.8%	61.6	70.5	85.8	63.3
Renter	27.5	33.8	26.8	11.3	34.7
Refused	2.8	4.7	2.8	3.0	2.0

<i>Own or rent Census</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Homeowner	27.9%	23.2	58.6	65.3	31.2
Renter	72.1	76.8	41.4	34.7	68.8

<i>Race CRPP</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
White	68.3%	63.6	63.0	71.3	59.6
Black or African American alone	3.0	2.0	1.3	0.8	1.3
American Indian or Alaska Native	0.8	0.2	---	0.5	---
Asian Indian	0.3	0.2	0.5	0.3	0.9
Chinese	0.5	---	---	---	0.2
Filipino	---	---	---	0.8	---
Native Hawaiian	0.3	---	---	---	---
Other Pacific Islander	---	---	---	0.3	---
Some other race	20.5	29.1	29.0	20.2	32.0
Refused	6.5	4.9	6.3	3.0	6.0

<i>Race Census</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
White	88.2%	85.9	96.5	94.4	81.6
Black or African American alone	3.2	5.1	1.8	1.2	5.0
American Indian or Alaska Native	0.0	0.6	0.2	0.1	0.0
Asian	1.1	1.0	0.8	1.3	0.1
Native Hawaiian/Pacific Islander	0.0	0.1	0.0	0.0	0.0
Some other race	3.5	4.4	1.3	1.3	0.1
Two or more races	4.0	3.3	2.8	1.4	0.1

<i>Age CRPP</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
18-24 years old	4.3%	2.4	2.3	0.8	2.0
25 to less than 34 years old	12.8	4.2	8.8	1.8	4.4
35 to less than 44 years old	29.8	4.2	26.8	11.3	4.2
45 to less than 54 years old	21.0	13.3	12.5	20.0	11.1
55 to less than 64 years old	11.8	20.9	13.5	25.5	21.1
65 years or older	15.8	46.4	29.8	35.0	50.4
Refused	4.8	8.4	6.5	5.8	6.7

<i>Age Census</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
18-24 years old	10.2%	9.6	4.9	9.0	10.7
25 to less than 34 years old	30.3	30.0	17.5	18.8	20.1
35 to less than 44 years old	20.9	17.9	13.2	24.2	21.1
45 to less than 54 years old	14.4	11.2	12.1	19.5	16.5
55 to less than 64 years old	7.6	7.9	14.6	10.5	11.0
65 years or older	17.8	22.0	34.1	17.7	19.0

<i>Gender CRPP</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Male	59.3%	46.9	51.0	40.5	40.4
Female	40.8	53.1	49.0	59.5	59.6

<i>Gender Census</i>	<i>South Pointe</i>	<i>S. Beach & Belle Isle</i>	<i>Condo Corridor</i>	<i>Mid Beach & Islands</i>	<i>North Beach</i>
Male	55.5%	55.5	45.5	51.6	47.9
Female	44.5	44.5	54.5	48.4	52.0

APPENDIX - TWO RESIDENTIAL TRACKING QUESTIONS

QUALITY OF LIFE

1. Overall, how would you rate the quality of life within the City of Miami Beach? Would you say...

- 01 Excellent;
- 02 Good;
- 03 Fair; or
- 04 Poor.
- 05 Don't know/unsure

5. Overall, how would you rate the City of Miami Beach as a place to live? Would you say...

- 01 Excellent;
- 02 Good;
- 03 Fair; or
- 04 Poor.
- 05 Don't know/unsure

CITY SERVICES

Now I'll read a list of City characteristics, services or programs. Please rate each as excellent, good, fair or poor.

Characteristics	Excellent	Good	Fair	Poor	DK
9. Cleanliness of streets in your neighborhood	01	02	03	04	05
10. Cleanliness of streets in business/commercial areas	01	02	03	04	05
11. Cleanliness of canals/waterways	01	02	03	04	05
12. Storm drainage (to avoid flooding)	01	02	03	04	05
13. Condition of sidewalks (that is, few or no cracks)	01	02	03	04	05
14. Adequacy of street lighting in your neighborhood (sufficient, functioning lights)	01	02	03	04	05
15. The appearance and maintenance of the City's public buildings	01	02	03	04	05
16. Overall quality of the beaches (cleanliness, water quality, etc.)	01	02	03	04	05
17. Recreation programs	01	02	03	04	05
18. The appearance of playgrounds	01	02	03	04	05
19. The maintenance of parks (for example, cleanliness, landscape maintenance)	01	02	03	04	05
20. Landscape maintenance in rights of way and public areas	01	02	03	04	05
21. Garbage/Trash collection	01	02	03	04	05
22. The job the City is doing to address homelessness	01	02	03	04	05

TRANSPORTATION/PARKING

30. How do you feel about traffic flow where you drive in Miami Beach? Would you say it is...

- 01 Excellent;
- 02 Good;
- 03 Fair; or
- 04 Poor.
- 05 Don't know/unsure

31. How do you feel about the condition of roads in Miami Beach, that is street repair, maintenance and smoothness? Would you say the condition is...

- 01 Excellent;
- 02 Good;
- 03 Fair; or
- 04 Poor.
- 05 Don't drive
- 06 Don't know/unsure

SAFETY

As I read you a list of public safety services provided by the City of Miami Beach, please tell me if you would rate the quality of each as excellent, good, fair or poor?

Services	Excellent	Good	Fair	Poor	DK
34. Police	01	02	03	04	05
35. Emergency Medical Response	01	02	03	04	05
36. Fire	01	02	03	04	05
37. Ocean Rescue/Lifeguard/ Beach Patrol	01	02	03	04	05
38. Emergency/Hurricane preparedness	01	02	03	04	05

CULTURE/ENTERTAINMENT/TOURISM

59. How good of a job would you say the City Government is doing handling events that attract large crowds to Miami Beach? That is, the city considers the needs of residents, addresses noise and disturbance issues? Would you say very good, good, average, poor or very poor?

- 01 Very good
- 02 Good
- 03 Average
- 04 Very Poor
- 05 Don't know/unsure
- 06 Poor

ECONOMY/TAXES

63. How would you rate the overall value of City services for the tax dollars that you pay? Would you say...

- 01 Excellent;
- 02 Good;
- 03 Fair; or
- 04 Poor.
- 05 Don't know/unsure

As I read the next four statements, please tell me if you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with each.

Statements	StrA	A	Neither A/D	D	StrD	DK
70. It was easy to get to someone who could help me	01	02	03	04	05	06
71. The employees that assisted me were courteous and professional	01	02	03	04	05	06
72. The employees that assisted me had the proper training and knowledge	01	02	03	04	05	06
73. Overall, I was satisfied with the experience I had contacting the City	01	02	03	04	05	06

74. To what extent do you agree or disagree that the City of Miami Beach government is open and interested in hearing the concerns or issues of residents? Would you say...

- 01 Strongly agree;
- 02 Agree;
- 03 Neither agree nor disagree;
- 04 Disagree; or
- 05 Strongly disagree.
- 06 Don't know/unsure

BUILDING DEPARTMENT

78. How would you rate your experience with the Building Department? Would you say...

- 01 Excellent;
- 02 Good;
- 03 Fair; or
- 04 Poor.
- 05 Don't know/unsure

APPENDIX - THREE BUSINESS TRACKING QUESTIONS

CITY SERVICES

As I read a list of characteristics pertaining to the area surrounding your business, please rate each as excellent, good, fair, or poor.

Characteristics	Excellent	Good	Fair	Poor	DK
2. (2) The cleanliness of streets	01	02	03	04	05
3. (3) Cleanliness of canals/waterways	01	02	03	04	05
4. (4) Storm drainage (to avoid flooding)	01	02	03	04	05
5. (5) Condition of sidewalks (that is, few or no cracks)	01	02	03	04	05
6. (6) The appearance and maintenance of the City's public buildings	01	02	03	04	05
7. (7) Overall quality of the beaches (cleanliness, water quality, etc.)	01	02	03	04	05
Characteristics	Excellent	Good	Fair	Poor	DK
8. (8) The maintenance of parks (for example, cleanliness, landscape maintenance)	01	02	03	04	05
9. (9) Landscape maintenance in rights of way and public areas	01	02	03	04	05
10. (11) Garbage/Trash collection	01	02	03	04	05
11. (13) The City's ability to address homelessness	01	02	03	04	05

TRANSPORTATION/PARKING

Using the rating scale of excellent, good, fair or poor, how would you rate the effectiveness of the public transit system serving the City over the past 12 months...

Statement	Excellent	Good	Fair	Poor	DK
17. (22) In bringing customers to your business	01	02	03	04	05
18. (23) In bringing employees to your business	01	02	03	04	05

19. (24) How do you feel about the condition of roads in Miami Beach, that is street repair, maintenance and smoothness? Would you say the condition is...

- 01 Excellent;
- 02 Good;
- 03 Fair; or
- 04 Poor.

DO NOT READ

- 05 Don't drive
- 06 Don't know/unsure

21. (26) How would you rate the traffic flow in Miami Beach for customers and employees trying to get to and from your place of business? Would you say...

- 01 Excellent;
- 02 Good;
- 03 Fair; or
- 04 Poor.

DO NOT READ

- 05 Don't drive
- 06 Don't know

SAFETY

As I read a list of public safety services provided by the City of Miami Beach, please tell me if you would say each is excellent, good, fair or poor?

Service	Excellent	Good	Fair	Poor	DK
22. (27) Police	01	02	03	04	05
23. (28) Emergency Medical Response	01	02	03	04	05
24. (29) Fire	01	02	03	04	05
25. (30) Ocean Rescue/Lifeguard/Beach Patrol	01	02	03	04	05
26. (31) Emergency/Hurricane preparedness	01	02	03	04	05

31. (36♦) How satisfied are you that the fire inspections in the past 12 months for your establishment have been consistently fair? Would you say...

- 01 Very satisfied;
- 02 Satisfied;
- 03 Neither satisfied nor dissatisfied;
- 04 Dissatisfied; or
- 05 Very dissatisfied.
- 06 Don't know/unsure

CULTURE/ENTERTAINMENT/TOURISM

40. (46) How good of a job would you say the City Government is doing handling events that attract large crowds to Miami Beach? That is, the City considers the needs of businesses, addresses noise and disturbance issues. Would you say...

- 01 Very good;
- 02 Good;
- 03 Average;
- 04 Poor; or
- 05 Very Poor.
- 06 Don't know/unsure

ECONOMY/TAXES

41. (47) How would you rate the overall value of City services for the tax dollars your business pays? Would you say...

- 01 Excellent;
- 02 Good;
- 03 Fair; or
- 04 Poor.
- 05 Don't know/unsure

COMMUNICATIONS/CUSTOMER SERVICE/INTERNAL CITY PROCESSES

Thinking about your most recent contact with City government, would you say you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree about each of the following statements.

Statements	StrA	A	Neither A/D	D	StrD	DK
48. (54) It was easy to get to someone who could help me.	01	02	03	04	05	06
49. (55) The employees that assisted me were courteous and professional.	01	02	03	04	05	06
50. (56) The employees that assisted me had the proper training and knowledge.	01	02	03	04	05	06
51. (57) The process is user-friendly and easy to understand.	01	02	03	04	05	06
52. (58) The requests made by my business are processed in a timely manner.	01	02	03	04	05	06
53. (59) Overall, I was satisfied with the experience I had contacting the City.	01	02	03	04	05	06

54. (64) To what extent do you agree or disagree that the City of Miami Beach government is open and interested in hearing the concerns or issues of your business? Would you say...

- 01 Strongly agree;
- 02 Agree;
- 03 Neither agree nor disagree;
- 04 Disagree; or
- 05 Strongly disagree.
- 06 Don't know/unsure

BUILDING DEPARTMENT

59. (61) How would you rate your experience with the Building Department? Would you say...

- 01 Excellent;
- 02 Good;
- 03 Fair; or
- 04 Poor.
- 05 Don't know/unsure

CITY GOVERNMENT

62. (66) Compared to all you know or have heard of other cities, how would you rate Miami Beach as a place to run a business? Would you say Miami Beach is...

- 01 One of the best;
- 02 Above average;
- 03 Average;
- 04 Below average; or
- 05 One of the worst.
- 06 Don't know/unsure

65. (68) How likely might you be to recommend the City of Miami Beach to others as a place to run a business? Would you say...

- 01 Yes, definitely
- 02 Yes, probably
- 03 Hard to say
- 04 Would probably not; or
- 05 Would definitely not.
- 06 Don't know/unsure

APPENDIX - FOUR
RESIDENTIAL KEY DRIVER ANALYSIS TABLE

Q68. Please tell me, what was the reason for your most recent contact?

(A = 06, Filing a complaint)

Question	Composite N=2100	A N=196	Spread
63. Rate overall value of City services (excellent and good)	64.9	55.3	-9.6
9. Cleanliness of streets (excellent and good)	75.2	66.2	-9.0
34. Police (excellent and good)	83.9	75.0	-8.9
41. In business commercial areas during the evening/nigh (very and somewhat safe)	87.8	79.4	-8.4
30. Rate traffic flow (excellent and good)	31.1	23.0	-8.1
31. Condition of roads (excellent and good)	54.6	47.1	-7.5
73. Overall, satisfied with experience contacting the City (strongly agree and agree)	68.1	60.9	-7.2
21. Job the City is doing to address homelessness (excellent and good)	82.7	75.8	-6.9
27. Level of development in City (too much)	22.8	17.9	-4.9
59. City Gov't handling events that attract large crowds (very good and good)	69.6	65.8	-3.8
4. Standard of living (good but declining and poor and declining)	47.4	43.7	-3.7
38. Emergency/hurricane preparedness (excellent and good)	92.0	88.3	-3.7
39. In your neighborhood during the day (very and somewhat safe)	96.3	92.9	-3.4
17. Recreation programs (excellent and good)	84.9	81.7	-3.2
76. Satisfaction with Miami Beach website (very and somewhat satisfied)	89.4	90.1	+0.7
29. Availability of parking throughout City (too little)	77.2	82.2	+5.0
24. Rate level of code enforcement and ordinances (too little)	22.5	37.0	+14.5

Q7. Think for a moment about whether you would recommend the City of Miami Beach to family and friends as a place to live.

(A = 01 and 02, definitely would, and probably would)

Question	Composite N=2100	A N=1627	Spread
63. Rate overall value of City services (excellent and good)	64.9	71.6	+6.7
59. City Gov't handling events that attract large crowds (very good and good)	69.6	74.4	+4.8
30. Rate traffic flow (excellent and good)	31.1	35.7	+4.6
9. Cleanliness of streets (excellent and good)	75.2	79.3	+4.1
34. Police (excellent and good)	83.9	87.4	+3.5
17. Recreation programs (excellent and good)	84.9	88.3	+3.4
41. In business commercial areas during the evening/nigh (very and somewhat safe)	87.8	91.1	+3.3
31. Condition of roads (excellent and good)	54.6	57.7	+3.1
73. Overall, satisfied with experience contacting the City (strongly agree and agree)	68.1	70.6	+2.5
21. Job the City is doing to address homelessness (excellent and good)	82.7	85.0	+2.3
38. Emergency/hurricane preparedness (excellent and good)	92.0	94.3	+2.3
39. In your neighborhood during the day (very and somewhat safe)	96.3	97.8	+1.5
76. Satisfaction with Miami Beach website (very and somewhat satisfied)	89.4	90.9	+1.5
27. Level of development in City (too much)	22.8	22.5	-0.3
29. Availability of parking throughout City (too little)	77.2	75.7	-1.5
24. Rate level of code enforcement and ordinances (too little)	22.5	19.1	-3.4
4. Standard of living (good but declining and poor and declining)	47.4	42.9	-4.5

Q7. Think for a moment about whether you would recommend the City of Miami Beach to family and friends as a place to live.

(A = 04 and 05, probably not, and would not)

Question	Composite N=2100	A N=210	Spread
63. Rate overall value of City services (excellent and good)	64.9	29.7	-35.2
59. City Gov't handling events that attract large crowds (very good and good)	69.6	44.9	-24.7
9. Cleanliness of streets (excellent and good)	75.2	51.7	-23.5
34. Police (excellent and good)	83.9	60.8	-23.1
41. In business commercial areas during the evening/nigh (very and somewhat safe)	87.8	65.7	-22.0
30. Rate traffic flow (excellent and good)	31.1	9.5	-21.6
31. Condition of roads (excellent and good)	54.6	34.4	-20.2
17. Recreation programs (excellent and good)	84.9	67.4	-17.5
21. Job the City is doing to address homelessness (excellent and good)	82.7	68.0	-14.7
73. Overall, satisfied with experience contacting the City (strongly agree and agree)	68.1	55.0	-13.1
76. Satisfaction with Miami Beach website (very and somewhat satisfied)	89.4	78.7	-10.7
38. Emergency/hurricane preparedness (excellent and good)	92.0	82.2	-9.8
39. In your neighborhood during the day (very and somewhat safe)	96.3	86.7	-9.6
27. Level of development in City (too much)	22.8	24.2	+1.4
29. Availability of parking throughout City (too little)	77.2	83.0	+5.8
24. Rate level of code enforcement and ordinances (too little)	22.5	43.5	+21.0
4. Standard of living (good but declining and poor and declining)	47.4	68.9	+21.5

Q23. How good a job is the Miami Beach Government doing in meeting your expectations with the services they provide?

(A = 01 and 02, Excellent and Good)

Question	Composite N=2100	A N=1544	Spread
63. Rate overall value of City services (excellent and good)	64.9	78.5	+13.6
73. Overall, satisfied with experience contacting the City (strongly agree and agree)	68.1	78.1	+10.0
9. Cleanliness of streets (excellent and good)	75.2	84.5	+9.3
21. Job the City is doing to address homelessness (excellent and good)	82.7	90.2	+7.5
31. Condition of roads (excellent and good)	54.6	62.1	+7.5
59. City Gov't handling events that attract large crowds (very good and good)	69.6	76.8	+7.2
17. Recreation programs (excellent and good)	84.9	91.0	+6.1
34. Police (excellent and good)	83.9	89.4	+5.5
30. Rate traffic flow (excellent and good)	31.1	36.2	+5.1
41. In business commercial areas during the evening/night (very and somewhat safe)	87.8	92.2	+4.4
76. Satisfaction with Miami Beach website (very and somewhat satisfied)	89.4	92.5	+3.1
38. Emergency/hurricane preparedness (excellent and good)	92.0	95.0	+3.0
39. In your neighborhood during the day (very and somewhat safe)	96.3	98.3	+2.0
29. Availability of parking throughout City (too little)	77.2	76.6	-0.6
27. Level of development in City (too much)	22.8	22.0	-0.8
4. Standard of living (good but declining and poor and declining)	47.4	43.3	-4.1
24. Rate level of code enforcement and ordinances (too little)	22.5	17.6	-4.9

Q23. How good a job if the Miami Beach Government doing in meeting your expectations with the services they provide?

(A = 03 and 04, Fair and Poor)

Question	Composite N=2100	A N=519	Spread
63. Rate overall value of City services (excellent and good)	64.9	25.5	-39.4
9. Cleanliness of streets (excellent and good)	75.2	47.9	-27.3
21. Job the City is doing to address homelessness (excellent and good)	82.7	59.5	-23.2
59. City Gov't handling events that attract large crowds (very good and good)	69.6	47.9	-21.7
31. Condition of roads (excellent and good)	54.6	33.1	-21.5
73. Overall, satisfied with experience contacting the City (strongly agree and agree)	68.1	48.1	-20.0
17. Recreation programs (excellent and good)	84.9	65.8	-19.1
34. Police (excellent and good)	83.9	67.2	-16.7
30. Rate traffic flow (excellent and good)	31.1	16.2	-14.9
41. In business commercial areas during the evening/nigh (very and somewhat safe)	87.8	73.9	-13.9
38. Emergency/hurricane preparedness (excellent and good)	92.0	82.2	-9.8
39. In your neighborhood during the day (very and somewhat safe)	96.3	90.0	-6.3
76. Satisfaction with Miami Beach website (very and somewhat satisfied)	89.4	83.3	-6.1
27. Level of development in City (too much)	22.8	25.6	+2.8
29. Availability of parking throughout City (too little)	77.2	80.0	+2.8
4. Standard of living (good but declining and poor and declining)	47.4	59.5	+12.1
24. Rate level of code enforcement and ordinances (too little)	22.5	37.7	+15.2

Q74. To what extent do you agree or disagree that the City of Miami Beach Government is open and interested in hearing the concerns or issues of residents?

(A = 04 and 05, Disagree and Strongly Disagree)

Question	Composite N=2100	A N=268	Spread
63. Rate overall value of City services (excellent and good)	64.9	31.4	-33.5
73. Overall, satisfied with experience contacting the City (strongly agree and agree)	68.1	35.0	-33.1
59. City Gov't handling events that attract large crowds (very good and good)	69.6	48.6	-21.0
34. Police (excellent and good)	83.9	63.9	-20.0
9. Cleanliness of streets (excellent and good)	75.2	56.7	-18.5
38. Emergency/hurricane preparedness (excellent and good)	92.0	76.4	-15.6
21. Job the City is doing to address homelessness (excellent and good)	82.7	67.2	-15.5
41. In business commercial areas during the evening/nigh (very and somewhat safe)	87.8	73.6	-14.2
30. Rate traffic flow (excellent and good)	31.1	17.3	-13.8
31. Condition of roads (excellent and good)	54.6	42.0	-12.6
76. Satisfaction with Miami Beach website (very and somewhat satisfied)	89.4	78.4	-11.0
17. Recreation programs (excellent and good)	84.9	74.0	-10.9
39. In your neighborhood during the day (very and somewhat safe)	96.3	88.4	-7.9
27. Level of development in City (too much)	22.8	27.3	+4.5
29. Availability of parking throughout City (too little)	77.2	82.1	+4.9
4. Standard of living (good but declining and poor and declining)	47.4	54.0	+6.6
24. Rate level of code enforcement and ordinances (too little)	22.5	38.5	+16.0

Q5. Overall, how would you rate the City of Miami Beach as a place to live?

(A = 01 and 02, Excellent and Good)

Question	Composite N=2100	A N=1809	Spread
63. Rate overall value of City services (excellent and good)	64.9	71.2	+6.3
59. City Gov't handling events that attract large crowds (very good and good)	69.6	73.7	+4.1
34. Police (excellent and good)	83.9	87.6	+3.7
73. Overall, satisfied with experience contacting the City (strongly agree and agree)	68.1	71.7	+3.6
9. Cleanliness of streets (excellent and good)	75.2	78.6	+3.4
30. Rate traffic flow (excellent and good)	31.1	34.2	+3.1
17. Recreation programs (excellent and good)	84.9	87.7	+2.8
21. Job the City is doing to address homelessness (excellent and good)	82.7	85.4	+2.7
41. In business commercial areas during the evening/nigh (very and somewhat safe)	87.8	90.5	+2.7
31. Condition of roads (excellent and good)	54.6	57.2	+2.6
38. Emergency/hurricane preparedness (excellent and good)	92.0	94.0	+2.0
39. In your neighborhood during the day (very and somewhat safe)	96.3	98.1	+1.8
76. Satisfaction with Miami Beach website (very and somewhat satisfied)	89.4	91.2	+1.8
29. Availability of parking throughout City (too little)	77.2	76.6	+0.6
27. Level of development in City (too much)	22.8	22.5	-0.3
24. Rate level of code enforcement and ordinances (too little)	22.5	19.3	-3.2
4. Standard of living (good but declining and poor and declining)	47.4	42.8	-4.6

Q5. Overall, how would you rate the City of Miami Beach as a place to live?

(A = 03 and 04, Fair and Poor)

Question	Composite N=2100	A N=279	Spread
63. Rate overall value of City services (excellent and good)	64.9	22.5	-42.4
59. City Gov't handling events that attract large crowds (very good and good)	69.6	40.5	-29.1
34. Police (excellent and good)	83.9	59.3	-24.6
9. Cleanliness of streets (excellent and good)	75.2	52.9	-22.3
17. Recreation programs (excellent and good)	84.9	63.5	-21.4
30. Rate traffic flow (excellent and good)	31.1	10.2	-20.9
73. Overall, satisfied with experience contacting the City (strongly agree and agree)	68.1	48.5	-19.6
41. In business commercial areas during the evening/nigh (very and somewhat safe)	87.8	69.8	-18.0
31. Condition of roads (excellent and good)	54.6	37.2	-17.4
21. Job the City is doing to address homelessness (excellent and good)	82.7	65.6	-17.1
38. Emergency/hurricane preparedness (excellent and good)	92.0	76.5	-15.5
39. In your neighborhood during the day (very and somewhat safe)	96.3	84.9	-11.4
76. Satisfaction with Miami Beach website (very and somewhat satisfied)	89.4	78.3	-11.1
27. Level of development in City (too much)	22.8	25.0	+2.2
29. Availability of parking throughout City (too little)	77.2	82.3	+5.1
24. Rate level of code enforcement and ordinances (too little)	22.5	44.0	+21.5
4. Standard of living (good but declining and poor and declining)	47.4	76.5	+29.1

Q1. Overall, how would you rate the quality of life within the City of Miami Beach?

(A = 03 and 04, Fair and Poor)

Question	Composite N=2100	A N=317	Spread
63. Rate overall value of City services (excellent and good)	64.9	30.0	-34.9
59. City Gov't handling events that attract large crowds (very good and good)	69.6	44.7	-24.9
9. Cleanliness of streets (excellent and good)	75.2	50.6	-24.6
34. Police (excellent and good)	83.9	60.7	-23.2
73. Overall, satisfied with experience contacting the City (strongly agree and agree)	68.1	45.1	-23.0
31. Condition of roads (excellent and good)	54.6	36.5	-18.1
17. Recreation programs (excellent and good)	84.9	67.2	-17.7
30. Rate traffic flow (excellent and good)	31.1	13.6	-17.5
41. In business commercial areas during the evening/nigh (very and somewhat safe)	87.8	70.5	-17.3
21. Job the City is doing to address homelessness (excellent and good)	82.7	67.1	-15.6
76. Satisfaction with Miami Beach website (very and somewhat satisfied)	89.4	75.9	-13.5
38. Emergency/hurricane preparedness (excellent and good)	92.0	80.2	-11.8
39. In your neighborhood during the day (very and somewhat safe)	96.3	85.5	-10.8
29. Availability of parking throughout City (too little)	77.2	81.0	-3.8
27. Level of development in City (too much)	22.8	22.9	+0.1
24. Rate level of code enforcement and ordinances (too little)	22.5	40.3	+17.8
4. Standard of living (good but declining and poor and declining)	47.4	70.7	+23.3

Q63. How would you rate the overall value of City Services for the tax dollars that you pay?

(A = 01 and 02, Excellent and Good)

Question	Composite N=2100	A N=1207	Spread
73. Overall, satisfied with experience contacting the City (strongly agree and agree)	68.1	79.0	+10.9
31. Condition of roads (excellent and good)	54.6	62.9	+8.3
9. Cleanliness of streets (excellent and good)	75.2	83.3	+8.1
59. City Gov't handling events that attract large crowds (very good and good)	69.6	77.3	+7.7
21. Job the City is doing to address homelessness (excellent and good)	82.7	89.9	+7.2
30. Rate traffic flow (excellent and good)	31.1	38.1	+7.0
34. Police (excellent and good)	83.9	90.0	+6.1
17. Recreation programs (excellent and good)	84.9	90.9	+6.0
41. In business commercial areas during the evening/night (very and somewhat safe)	87.8	93.3	+5.5
76. Satisfaction with Miami Beach website (very and somewhat satisfied)	89.4	93.7	+4.3
38. Emergency/hurricane preparedness (excellent and good)	92.0	96.1	+4.1
39. In your neighborhood during the day (very and somewhat safe)	96.3	98.3	+2.0
27. Level of development in City (too much)	22.8	23.8	+1.0
29. Availability of parking throughout City (too little)	77.2	77.3	+0.1
4. Standard of living (good but declining and poor and declining)	47.4	44.9	-2.5
24. Rate level of code enforcement and ordinances (too little)	22.5	18.8	-3.7

**APPENDIX - FOUR
BUSINESS KEY DRIVER ANALYSIS TABLE**

Q41. How would you rate the overall value of City services for the tax dollars your business pays?

(A = 01 and 02, Excellent and Good)

Question	Composite N=530	A N=272	Spread
19. Condition of roads (excellent and good)	48.3	58.3	+10.0
40. City Gov't handling events that attract large crowds (very good and good)	73.9	86.1	+12.2
53. Overall, satisfaction with experience contacting City (strongly agree and agree)	69.6	85.5	+15.9
10. Garbage/trash collection (excellent and good)	75.2	82.5	+7.3
22. Police (excellent and good)	81.2	89.0	+7.8
2. The cleanliness of streets (excellent and good)	66.2	74.5	+8.3
17. In bringing customers to your business (excellent and good)	62.5	70.8	+8.3
18. In bringing employees to your business (excellent and good)	63.7	72.9	+9.2
31. Satisfaction with fire inspections (dissatisfied and very dissatisfied)	3.3	1.1	-2.2
13. Satisfaction that inspections are consistently fair (dissatisfied and very dissatisfied)	11.2	6.7	-4.5
21. Rate traffic flow (fair and poor)	57.4	51.8	-5.6
20. Rate availability of both public and private parking (more often than not, not find a place nearby/almost never able to find a place nearby)	72.4	65.1	-7.3
14. Rate level of code enforcement and ordinances (too much)	23.8	16.3	-7.5

Q54. To what extent do you agree or disagree that the City of Miami Beach government is open and interested in hearing the concerns or issues of your business?

(A = 04 and 05, Disagree and Strongly Disagree)

Question	Composite N=530	A N=96	Spread
41. Rate overall value of City services (excellent and good)	54.7	18.1	-36.6
53. Overall, satisfaction with experience contacting City (strongly agree and agree)	69.6	33.8	-35.8
40. City Gov't handling events that attract large crowds (very good and good)	73.9	48.8	-25.1
22. Police (excellent and good)	81.2	56.7	-24.5
2. The cleanliness of streets (excellent and good)	66.2	42.7	-23.5
10. Garbage/trash collection (excellent and good)	75.2	57.0	-18.2
19. Condition of roads (excellent and good)	48.3	30.5	-17.8
17. In bringing customers to your business (excellent and good)	62.5	47.9	-14.6
18. In bringing employees to your business (excellent and good)	63.7	50.0	-13.7
31. Satisfaction with fire inspections (dissatisfied and very dissatisfied)	3.3	5.3	+2.0
20. Rate availability of both public and private parking (more often than not, not find a place nearby/almost never able to find a place nearby)	72.4	86.3	+13.9
21. Rate traffic flow (fair and poor)	57.4	71.9	+14.5
14. Rate level of code enforcement and ordinances (too much)	23.8	44.0	+20.2
13. Satisfaction that inspections are consistently fair (dissatisfied and very dissatisfied)	11.2	31.7	+20.5

Q61. How good a job is the Miami Beach Government doing in meeting your expectations with the services they provide?

(A = 01 and 02, Excellent and Good)

Question	Composite N=530	A N=350	Spread
41. Rate overall value of City services (excellent and good)	54.7	72.9	+18.2
53. Overall, satisfaction with experience contacting City (strongly agree and agree)	69.6	87.0	+17.4
2. The cleanliness of streets (excellent and good)	66.2	76.8	+10.6
40. City Gov't handling events that attract large crowds (very good and good)	73.9	84.3	+10.4
22. Police (excellent and good)	81.2	91.3	+10.1
10. Garbage/trash collection (excellent and good)	75.2	84.0	+8.8
18. In bringing employees to your business (excellent and good)	63.7	72.2	+8.5
19. Condition of roads (excellent and good)	48.3	56.2	+7.9
17. In bringing customers to your business (excellent and good)	62.5	69.5	+7.0
31. Satisfaction with fire inspections (dissatisfied and very dissatisfied)	3.3	0.8	-2.5
20. Rate availability of both public and private parking (more often than not, not find a place nearby/almost never able to find a place nearby)	72.4	69.3	-3.1
21. Rate traffic flow (fair and poor)	57.4	53.1	-4.3
13. Satisfaction that inspections are consistently fair (dissatisfied and very dissatisfied)	11.2	4.6	-6.6
14. Rate level of code enforcement and ordinances (too much)	23.8	15.9	-7.9

Q61. How good a job is the Miami Beach Government doing in meeting your expectations with the services they provide?

(A = 03 and 04, Fair and Poor)

Question	Composite N=530	A N=162	Spread
41. Rate overall value of City services (excellent and good)	54.7	18.8	-35.9
53. Overall, satisfaction with experience contacting City (strongly agree and agree)	69.6	40.6	-29.0
2. The cleanliness of streets (excellent and good)	66.2	40.7	-25.5
40. City Gov't handling events that attract large crowds (very good and good)	73.9	49.3	-24.6
10. Garbage/trash collection (excellent and good)	75.2	51.6	-23.6
22. Police (excellent and good)	81.2	59.5	-21.7
19. Condition of roads (excellent and good)	48.3	29.2	-19.1
18. In bringing employees to your business (excellent and good)	63.7	45.6	-18.1
17. In bringing customers to your business (excellent and good)	62.5	46.3	-16.2
31. Satisfaction with fire inspections (dissatisfied and very dissatisfied)	3.3	6.8	+3.5
20. Rate availability of both public and private parking (more often than not, not find a place nearby/almost never able to find a place nearby)	72.4	79.9	+7.5
21. Rate traffic flow (fair and poor)	57.4	67.9	+10.5
13. Satisfaction that inspections are consistently fair (dissatisfied and very dissatisfied)	11.2	26.0	+14.8
14. Rate level of code enforcement and ordinances (too much)	23.8	39.9	+16.1

Q62. Compared to all you know or have heard of other cities, how would you rate Miami Beach as a place to run a business?

(A = 01 and 02, one of the best and above average)

Question	Composite N=530	A N=256	Spread
53. Overall, satisfaction with experience contacting City (strongly agree and agree)	69.6	85.0	+15.4
41. Rate overall value of City services (excellent and good)	54.7	66.9	+12.2
2. The cleanliness of streets (excellent and good)	66.2	76.2	+10.0
40. City Gov't handling events that attract large crowds (very good and good)	73.9	83.1	+9.2
10. Garbage/trash collection (excellent and good)	75.2	83.6	+8.4
22. Police (excellent and good)	81.2	89.0	+7.8
19. Condition of roads (excellent and good)	48.3	55.1	+6.8
17. In bringing customers to your business (excellent and good)	62.5	67.3	+4.8
18. In bringing employees to your business (excellent and good)	63.7	67.8	+4.1
20. Rate availability of both public and private parking (more often than not, not find a place nearby/almost never able to find a place nearby)	72.4	70.5	-1.9
31. Satisfaction with fire inspections (dissatisfied and very dissatisfied)	3.3	0.6	-2.7
21. Rate traffic flow (fair and poor)	57.4	53.0	-4.4
14. Rate level of code enforcement and ordinances (too much)	23.8	18.8	-5.0
13. Satisfaction that inspections are consistently fair (dissatisfied and very dissatisfied)	11.2	2.6	-8.6

Q62. Compared to all you know or have heard of other cities, how would you rate Miami Beach as a place to run a business?

(A = 04 and 05, below average and one of the worst)

Question	Composite N=530	A N=68	Spread
53. Overall, satisfaction with experience contacting City (strongly agree and agree)	69.6	31.5	-38.1
41. Rate overall value of City services (excellent and good)	54.7	20.9	-33.8
17. In bringing customers to your business (excellent and good)	62.5	37.5	-25.0
2. The cleanliness of streets (excellent and good)	66.2	45.6	-20.6
18. In bringing employees to your business (excellent and good)	63.7	43.5	-20.2
19. Condition of roads (excellent and good)	48.3	29.4	-18.9
40. City Gov't handling events that attract large crowds (very good and good)	73.9	55.6	-18.3
10. Garbage/trash collection (excellent and good)	75.2	57.7	-17.5
22. Police (excellent and good)	81.2	69.4	-11.8
31. Satisfaction with fire inspections (dissatisfied and very dissatisfied)	3.3	10.5	+7.2
21. Rate traffic flow (fair and poor)	57.4	68.6	+11.2
20. Rate availability of both public and private parking (more often than not, not find a place nearby/almost never able to find a place nearby)	72.4	87.7	+15.3
14. Rate level of code enforcement and ordinances (too much)	23.8	44.3	+20.5
13. Satisfaction that inspections are consistently fair (dissatisfied and very dissatisfied)	11.2	35.3	+24.1

Q63. Compared to previous years, please tell me how you would rate the City if Miami Beach as a place to do business.

(A = 02, worse)

Question	Composite N=530	A N=120	Spread
41. Rate overall value of City services (excellent and good)	54.7	31.9	-22.8
19. Condition of roads (excellent and good)	48.3	25.8	-22.5
17. In bringing customers to your business (excellent and good)	62.5	45.6	-16.9
53. Overall, satisfaction with experience contacting City (strongly agree and agree)	69.6	54.4	-15.2
18. In bringing employees to your business (excellent and good)	63.7	48.8	-14.9
22. Police (excellent and good)	81.2	67.8	-13.4
2. The cleanliness of streets (excellent and good)	66.2	54.2	-12.0
40. City Gov't handling events that attract large crowds (very good and good)	73.9	63.0	-10.9
10. Garbage/trash collection (excellent and good)	75.2	67.3	-7.9
31. Satisfaction with fire inspections (dissatisfied and very dissatisfied)	3.3	5.3	+2.0
20. Rate availability of both public and private parking (more often than not, not find a place nearby/almost never able to find a place nearby)	72.4	79.3	+6.9
13. Satisfaction that inspections are consistently fair (dissatisfied and very dissatisfied)	11.2	20.0	+8.8
21. Rate traffic flow (fair and poor)	57.4	66.7	+9.3
14. Rate level of code enforcement and ordinances (too much)	23.8	34.5	+10.7

Q65. How likely might you be to recommend the City of Miami Beach to others as a place to run a business?

(A = 01 and 02, definitely and probably)

Question	Composite N=530	A N=345	Spread
53. Overall, satisfaction with experience contacting City (strongly agree and agree)	69.6	82.6	+13.0
41. Rate overall value of City services (excellent and good)	54.7	66.9	+12.2
19. Condition of roads (excellent and good)	48.3	56.7	+8.4
40. City Gov't handling events that attract large crowds (very good and good)	73.9	81.1	+7.2
2. The cleanliness of streets (excellent and good)	66.2	72.7	+6.5
22. Police (excellent and good)	81.2	87.3	+6.1
18. In bringing employees to your business (excellent and good)	63.7	69.7	+6.0
17. In bringing customers to your business (excellent and good)	62.5	67.7	+5.2
10. Garbage/trash collection (excellent and good)	75.2	78.5	+3.3
31. Satisfaction with fire inspections (dissatisfied and very dissatisfied)	3.3	1.8	-1.5
20. Rate availability of both public and private parking (more often than not, not find a place nearby/almost never able to find a place nearby)	72.4	68.9	-3.5
21. Rate traffic flow (fair and poor)	57.4	53.1	-4.3
14. Rate level of code enforcement and ordinances (too much)	23.8	19.4	-4.4
13. Satisfaction that inspections are consistently fair (dissatisfied and very dissatisfied)	11.2	5.8	-5.4

Q65. How likely might you be to recommend the City of Miami Beach to others as a place to run a business?

(A = 04 and 05, would probably not and would definitely not)

Question	Composite N=530	A N=68	Spread
53. Overall, satisfaction with experience contacting City (strongly agree and agree)	69.6	35.3	-34.3
2. The cleanliness of streets (excellent and good)	66.2	38.2	-28.0
41. Rate overall value of City services (excellent and good)	54.7	26.9	-27.8
21. Rate traffic flow (fair and poor)	57.4	35.4	-22.0
19. Condition of roads (excellent and good)	48.3	26.5	-21.8
10. Garbage/trash collection (excellent and good)	75.2	55.1	-20.1
17. In bringing customers to your business (excellent and good)	62.5	45.5	-17.0
40. City Gov't handling events that attract large crowds (very good and good)	73.9	57.1	-16.8
22. Police (excellent and good)	81.2	64.6	-16.6
18. In bringing employees to your business (excellent and good)	63.7	50.9	-12.8
31. Satisfaction with fire inspections (dissatisfied and very dissatisfied)	3.3	5.3	+2.0
14. Rate level of code enforcement and ordinances (too much)	23.8	32.8	+9.0
13. Satisfaction that inspections are consistently fair (dissatisfied and very dissatisfied)	11.2	21.9	+10.7
20. Rate availability of both public and private parking (more often than not, not find a place nearby/almost never able to find a place nearby)	72.4	88.1	+15.7

City of Miami Beach, Florida

Benchmark Comparisons ♦ April 2009



Comparison Data

National Research Center, Inc. has collected citizen surveys conducted in over 400 jurisdictions in the United States. Responses to over 4,000 survey questions dealing with resident perceptions about the quality of community life and services provided by local government were recorded, analyzed and stored in an electronic database.

Putting Evaluations Onto a 100-Point Scale

In order to create fair comparisons to ratings that may have been given using many different types of response scales (e.g., excellent-good-fair-poor, or very good-good-neither good nor bad-bad-very bad), the results from your jurisdiction and from all the jurisdictions in our database were converted to a 100-point scale with a minimum score of 0 (equaling the lowest possible rating) to a maximum score of 100 (equaling the highest possible rating). NRC principals have pioneered and reported their methods for converting all survey responses to the same scale in professional journals. Because scales responses will differ among types of survey questions, NRC statisticians have developed statistical algorithms, which adjust question results based on many characteristics of the question, its scale, and the survey methods. We then can provide a benchmark that not only controls for question differences, but also controls for differences in types of survey methods and respondents. This way we put all questions on the same scale and fair comparison can be made.

Interpreting the Results

Comparisons are provided when similar questions are included in our database, and there are at least five other jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided. The first is the rank assigned to your jurisdiction’s rating. The second is the number of jurisdictions that asked a similar question. Third, this rank is expressed as a percentile to indicate its distance from the top score. This rank (5th highest out of 25 jurisdictions’ results, for example) translates to a percentile (the 80th percentile in this example). A percentile indicates the percent of jurisdictions with identical or lower ratings. Therefore, a rating at the 80th percentile would mean that your jurisdiction’s rating is equal to or better than 80% of the ratings from other jurisdictions. Conversely, 20% of the jurisdictions where a similar question was asked had higher ratings.

Alongside the rank and percentile appears a comparison: “above benchmark,” “below benchmark” or “similar to benchmark.” This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of your jurisdiction’s rating to the benchmark (the average rating from all the jurisdictions where a similar question was asked). Differences of 2.9 or more points on the 100-point scale between the your jurisdiction’s ratings and the average based on the appropriate comparisons from the database are considered “statistically significant,” and thus are marked as “above” or “below” the benchmark. When differences between your jurisdiction’s ratings and the benchmark are less than 2.9 points, they are marked as “similar to” the benchmark.

Contents

Table 1: Benchmarks for All Jurisdictions.....	2
Table 2: Benchmarks for Selected Cities	3
Table 3: Benchmarks for Florida Jurisdictions.....	4
Table 4: Benchmarks for Jurisdictions with Population 70,000 to 100,000	5
All Jurisdictions Included in Benchmark Comparisons	6
Jurisdictions Included in Selected Cities Benchmark Comparisons	9
Jurisdictions Included in Florida Only Benchmark Comparisons	10
Jurisdictions Included in Population 70,000 to 100,000 Benchmark Comparisons	10

Table 1: Benchmarks for All Jurisdictions

	Miami Beach Rating	Rank	Number of Jurisdictions for Comparison	Miami Beach Percentile	Comparison of Rating to Benchmark
1. Rate quality of life	71	23	40	45%	Similar to Benchmark
5. Rate City as a place to live	72	21	38	47%	Similar to Benchmark
9. Cleanliness of streets in your neighborhood	62	8	23	70%	Above Benchmark
10. Cleanliness of streets in business areas	58	10	23	61%	Similar to Benchmark
12. Storm drainage	41	29	33	15%	Below Benchmark
13. Condition of sidewalks	55	4	7	57%	Similar to Benchmark
14. Adequacy of street lighting	62	10	31	71%	Above Benchmark
15. Appearance and maintenance of City's public buildings	68	3	5	60%	Similar to Benchmark
16. Overall quality of beaches	69	3	5	60%	Similar to Benchmark
17. Recreation programs	67	15	32	56%	Similar to Benchmark
18. Appearance of playgrounds	68	2	5	80%	Above Benchmark
20. Landscape maintenance in rights of way/public areas	67	6	9	44%	Similar to Benchmark
21. Garbage/trash collection	66	31	35	14%	Below Benchmark
23. City Gov't/meeting your expectations with services	59	5	9	56%	Similar to Benchmark
30. Traffic flow where you drive in City	35	15	17	18%	Below Benchmark
31. Condition of roads	48	11	15	33%	Below Benchmark
34. Police	71	19	45	60%	Similar to Benchmark
35. Emergency Medical Response	79	13	26	54%	Similar to Benchmark
36. Fire	80	20	38	50%	Similar to Benchmark
39. In your neighborhood during the day	90	12	27	59%	Above Benchmark
40. In your neighborhood during the evening	82	5	28	86%	Above Benchmark
41. In business commercial areas during the evening	76	3	25	92%	Above Benchmark
63. Rate overall value of City Services	55	18	31	45%	Similar to Benchmark
71. Employees that assisted me were courteous...	79	8	22	68%	Above Benchmark
72. Employees that assisted me had proper training...	74	20	30	37%	Similar to Benchmark
73. Overall, I was satisfied with experience	67	26	29	14%	Below Benchmark
74. City Gov't is open and interested in hearing...	67	12	29	62%	Similar to Benchmark
76. Overall, how satisfied with website	78	2	10	90%	Above Benchmark

Table 2: Benchmarks for Selected Cities

	Miami Beach Rating	Rank	Number of Jurisdictions for Comparison	Miami Beach Percentile	Comparison of Rating to Benchmark
1. Rate quality of life	71	6	19	74%	Above benchmark
5. Rate City as a place to live	72	10	23	61%	Similar to benchmark
9. Cleanliness of streets in your neighborhood	62	7	15	60%	Above benchmark
10. Cleanliness of streets in business areas	58	9	15	47%	Similar to benchmark
12. Storm drainage	41	15	16	13%	Below benchmark
13. Condition of sidewalks	55	NA	NA	NA	NA
14. Adequacy of street lighting	62	3	12	83%	Above benchmark
15. Appearance and maintenance of City's public buildings	68	NA	NA	NA	NA
16. Overall quality of beaches	69	NA	NA	NA	NA
17. Recreation programs	67	9	20	60%	Above benchmark
18. Appearance of playgrounds	68	NA	NA	NA	NA
20. Landscape maintenance in rights of way/public areas	67	NA	NA	NA	NA
21. Garbage/trash collection	66	18	24	29%	Below benchmark
23. City Gov't/meeting your expectations with services	59	1	7	100%	Above benchmark
30. Traffic flow where you drive in City	35	6	7	29%	Below benchmark
31. Condition of roads	48	5	11	64%	Similar to benchmark
34. Police	71	9	32	75%	Above benchmark
35. Emergency Medical Response	79	12	24	54%	Similar to benchmark
36. Fire	80	11	29	66%	Above benchmark
39. In your neighborhood during the day	90	4	17	82%	Above benchmark
40. In your neighborhood during the evening	82	2	19	95%	Above benchmark
41. In business commercial areas during the evening	76	1	15	100%	Above benchmark
63. Rate overall value of City Services	55	10	18	50%	Similar to benchmark
71. Employees that assisted me were courteous...	79	5	14	71%	Above benchmark
72. Employees that assisted me had proper training...	74	8	16	56%	Similar to benchmark
73. Overall, I was satisfied with experience	67	12	18	39%	Similar to benchmark
74. City Gov't is open and interested in hearing...	67	3	17	88%	Above benchmark
76. Overall, how satisfied with website	78	2	7	86%	Above benchmark

Table 3: Benchmarks for Florida Jurisdictions

	Miami Beach Rating	Rank	Number of Jurisdictions for Comparison	Miami Beach Percentile	Comparison of Rating to Benchmark
1. Rate quality of life	71	8	31	77%	Above Benchmark
5. Rate City as a place to live	72	14	34	62%	Similar to Benchmark
9. Cleanliness of streets in your neighborhood	62	4	21	86%	Above Benchmark
10. Cleanliness of streets in business areas	58	9	21	62%	Similar to Benchmark
12. Storm drainage	41	31	33	9%	Below Benchmark
13. Condition of sidewalks	55	NA	NA	NA	NA
14. Adequacy of street lighting	62	5	27	85%	Above Benchmark
15. Appearance and maintenance of City's public buildings	68	NA	NA	NA	NA
16. Overall quality of beaches	69	2	5	80%	Above Benchmark
17. Recreation programs	67	14	30	57%	Similar to Benchmark
18. Appearance of playgrounds	68	NA	NA	NA	NA
20. Landscape maintenance in rights of way/public areas	67	NA	NA	NA	NA
21. Garbage/trash collection	66	32	35	11%	Below Benchmark
23. City Gov't/meeting your expectations with services	59	2	8	88%	Above Benchmark
30. Traffic flow where you drive in City	35	10	11	18%	Below Benchmark
31. Condition of roads	48	7	10	40%	Below Benchmark
34. Police	71	14	42	69%	Above Benchmark
35. Emergency Medical Response	79	24	36	36%	Similar to Benchmark
36. Fire	80	20	39	51%	Similar to Benchmark
39. In your neighborhood during the day	90	10	26	65%	Similar to Benchmark
40. In your neighborhood during the evening	82	2	28	96%	Above Benchmark
41. In business commercial areas during the evening	76	1	26	100%	Above Benchmark
63. Rate overall value of City Services	55	12	29	62%	Similar to Benchmark
71. Employees that assisted me were courteous...	79	11	26	62%	Similar to Benchmark
72. Employees that assisted me had proper training...	74	14	26	50%	Similar to Benchmark
73. Overall, I was satisfied with experience	67	25	34	29%	Below Benchmark
74. City Gov't is open and interested in hearing...	67	10	27	67%	Above Benchmark
76. Overall, how satisfied with website	78	1	6	100%	Above Benchmark

Table 4: Benchmarks for Jurisdictions with Population 70,000 to 100,000

	Miami Beach Rating	Rank	Number of Jurisdictions for Comparison	Miami Beach Percentile	Comparison of Rating to Benchmark
1. Rate quality of life	71	23	40	45%	Similar to Benchmark
10. Cleanliness of streets in business areas	58	10	23	61%	Similar to Benchmark
12. Storm drainage	41	29	33	15%	Below Benchmark
13. Condition of sidewalks	55	4	7	57%	Similar to Benchmark
14. Adequacy of street lighting	62	10	31	71%	Above Benchmark
15. Appearance and maintenance of City's public buildings	68	3	5	60%	Similar to Benchmark
16. Overall quality of beaches	69	3	5	60%	Similar to Benchmark
17. Recreation programs	67	15	32	56%	Similar to Benchmark
18. Appearance of playgrounds	68	2	5	80%	Above Benchmark
20. Landscape maintenance in rights of way/public areas	67	6	9	44%	Similar to Benchmark
21. Garbage/trash collection	66	31	35	14%	Below Benchmark
23. City Gov't/meeting your expectations with services	59	5	9	56%	Similar to Benchmark
30. Traffic flow where you drive in City	35	15	17	18%	Below Benchmark
31. Condition of roads	48	11	15	33%	Below Benchmark
34. Police	71	19	45	60%	Similar to Benchmark
35. Emergency Medical Response	79	13	26	54%	Similar to Benchmark
36. Fire	80	20	38	50%	Similar to Benchmark
39. In your neighborhood during the day	90	12	27	59%	Above Benchmark
40. In your neighborhood during the evening	82	5	28	86%	Above Benchmark
41. In business commercial areas during the evening	76	3	25	92%	Above Benchmark
5. Rate City as a place to live	72	21	38	47%	Similar to Benchmark
63. Rate overall value of City Services	55	18	31	45%	Similar to Benchmark
71. Employees that assisted me were courteous...	79	8	22	68%	Above Benchmark
72. Employees that assisted me had proper training...	74	20	30	37%	Similar to Benchmark
73. Overall, I was satisfied with experience	67	26	29	14%	Below Benchmark
74. City Gov't is open and interested in hearing...	67	12	29	62%	Similar to Benchmark
76. Overall, how satisfied with website	78	2	10	90%	Above Benchmark
9. Cleanliness of streets in your neighborhood	62	8	23	70%	Above Benchmark

All Jurisdictions Included in Benchmark Comparisons

Addison Village, IL	35,914	Boston, MA	589,141	Cooper City, FL	27,939
Agoura Hills, CA	20,537	Botetourt County, VA	30,496	Coral Springs, FL	117,549
Akron, OH	217,074	Bothell, WA	30,150	Coronado, CA	24,100
Alabaster, AL	22,169	Boulder County, CO	291,288	Corpus Christi, TX	277,454
Alamogordo, NM	35,582	Boulder, CO	94,673	Corvallis, OR	49,322
Albany, GA	76,939	Bowling Green, KY	49,296	Coventry, CT	11,504
Albany, OR	40,852	Bozeman, MT	27,509	Craig, CO	9,189
Albemarle County, VA	79,236	Bradenton, FL	49,504	Cranberry Township, PA	23,625
Albuquerque, NM	448,607	Branson, MO	6,050	Crested Butte, CO	1,529
Alpharetta, GA	34,854	Brea, CA	35,410	Creve Coeur, MO	16,500
Altamonte Springs, FL	41,200	Breckenridge, CO	2,408	Cumberland County, PA	213,674
Ames, IA	50,731	Brevard County, FL	476,230	Cupertino, CA	50,546
Andover, MA	31,247	Brisbane, CA	3,597	Cypress, CA	46,229
Ankeny, IA	27,117	Broken Arrow, OK	74,839	Dakota County, MN	355,904
Ann Arbor, MI	114,024	Broomfield, CO	38,272	Dallas, TX	1,188,580
Antioch, CA	90,532	Broward County, FL	1,623,018	Dania Beach, FL	20,061
Appleton, WI	70,087	Bryan, TX	34,733	Davenport, IA	98,359
Arapahoe County, CO	487,967	Burlingame, CA	28,158	Davidson, NC	7,139
Arcadia, CA	53,054	Burlington, MA	22,876	Daviess County, KY	91,545
Archuleta County, CO	9,898	Calgary, Canada	878,866	Davis, CA	60,308
Arkansas City, KS	11,963	Cambridge, MA	101,355	Dayton, OH	166,179
Arlington County, VA	189,453	Canandaigua, NY	11,264	Daytona Beach, FL	64,112
Arlington, TX	332,969	Cape Coral, FL	102,286	De Pere, WI	20,559
Arvada, CO	102,153	Capitola, CA	10,033	Decatur, GA	18,147
Asheville, NC	68,889	Carlsbad, CA	78,247	Decatur, IL	81,860
Ashland County, WI	16,866	Carrollton, TX	109,576	Deerfield Beach, FL	64,583
Ashland, KY	21,981	Carson City, NV	52,457	DeKalb, IL	39,018
Ashland, OR	19,522	Cartersville, GA	15,925	Del Mar, CA	4,389
Aspen, CO	5,914	Carver County, MN	70,205	Delaware, OH	25,243
Atlanta, GA	416,474	Cary, NC	94,536	Delhi Township, MI	22,569
Auburn, AL	42,987	Castle Rock, CO	20,224	Delray Beach, FL	60,020
Auburn, WA	40,314	Cedar Creek, NE	396	Denton, TX	80,537
Aurora, CO	276,393	Cedar Falls, IA	36,145	Denver (City and County), CO	554,636
Austin, TX	656,562	Cedar Rapids, IA	120,758	Des Moines County, IA	42,351
Avondale, AZ	35,883	Centralia, IL	14,136	Des Moines, IA	198,682
Bakersfield, CA	247,057	Chandler, AZ	176,581	DeSoto, TX	37,646
Ballwin, MO	31,283	Chanhausen, MN	20,321	Destin, FL	11,119
Barnstable, MA	47,821	Chanute, KS	9,411	Detroit, MI	951,270
Batavia, IL	23,866	Charlotte County, FL	141,627	Dewey-Humboldt, AZ	6,295
Battle Creek, MI	53,364	Charlotte, NC	540,828	Dillon, CO	802
Bedford County, VA	60,371	Chesapeake, VA	199,184	District of Saanich, Victoria, Canada	103,654
Bedford, TX	47,152	Chesterfield County, VA	259,903	Douglas County, CO	175,766
Beekman, NY	11,452	Cheyenne, WY	53,011	Douglas County, GA	92,174
Belleair Beach, FL	1,751	Chittenden County, VT	146,571	Dover, DE	32,135
Bellevue, WA	109,569	Chula Vista, CA	173,556	Dover, NH	26,884
Bellflower, CA	72,878	Cincinnati, OH	331,285	Downers Grove, IL	48,724
Bellingham, WA	67,171	Claremont, CA	33,998	Dublin, CA	29,973
Benbrook, TX	20,208	Clark County, WA	345,238	Dublin, OH	31,392
Bend, OR	52,029	Clarke County, IA	9,133	Duluth, MN	86,918
Benicia, CA	26,865	Clay County, MO	184,006	Duncanville, TX	36,081
Bettendorf, IA	31,275	Clearwater, FL	108,787	Durango, CO	13,922
Billings, MT	89,847	Cococino County, AZ	116,320	Durham, NC	187,038
Biloxi, MS	50,644	College Park, MD	24,657	Duval County, FL	778,879
Blacksburg, VA	39,357	Collier County, FL	251,377	Eagan, MN	63,557
Blaine, MN	44,942	Collinsville, IL	24,707	Eagle County, CO	41,659
Bloomfield, NM	6,417	Colorado Springs, CO	360,890	East Lansing, MI	46,525
Blue Ash, OH	12,513	Columbia, MO	84,531	East Providence, RI	48,688
Blue Earth, MN	3,621	Columbia, SC	116,278	Eau Claire, WI	61,704
Blue Springs, MO	48,080	Columbus, GA	185,781	Edmond, OK	68,315
Boca Raton, FL	74,764	Columbus, OH	711,470	Edmonton, Canada	666,104
Boise, ID	185,787	Concord, CA	121,780	El Cerrito, CA	23,171
Bonita Springs, FL	32,797	Concord, NC	55,977	El Paso, TX	563,662
Borough of Ebensburg, PA	3,091	Cookeville, TN	23,923		

Ellisville, MO	9,104	Hanover County, VA	86,320	Lawrence, KS	80,098
Elmhurst, IL	42,762	Hartford, CT	121,578	Lebanon, NH	12,568
Encinitas, CA	54,014	Hayward, CA	140,030	Lebanon, OH	16,962
Englewood, CO	31,727	Henderson, NV	175,381	Lee's Summit, MO	70,700
Ephrata Borough, PA	13,213	Hercules, CA	19,488	Lenexa, KS	40,238
Erie County, PA	280,843	Hermiston, OR	13,154	Lewiston, ID	30,904
Escambia County, FL	294,410	Hickory, NC	37,222	Lewisville, TX	77,737
Escanaba, MI	13,140	High Point, NC	85,839	Lexington, KY	260,512
Eugene, OR	137,893	Highland Park, IL	31,365	Lexington, VA	6,867
Eustis, FL	15,106	Highland, CA	44,605	Lincolnwood, IL	12,359
Evanston, IL	74,239	Highlands Ranch, CO	70,931	Little Rock, AR	183,133
Fairborn, OH	32,052	Hillsborough County, FL	998,948	Littleton, CO	40,340
Fairway, KS	3,952	Homer, AK	3,946	Livermore, CA	73,345
Farmington, NM	37,844	Homewood, IL	19,543	Lodi, CA	56,999
Farmington, UT	12,081	Honolulu, HI	876,156	Lompoc, CA	41,103
Fayetteville, AR	58,047	Hopewell, VA	22,354	Lone Tree, CO	4,873
Federal Way, WA	83,259	Hoquiam, WA	9,097	Long Beach, CA	461,522
Fishers, IN	37,835	Hot Springs, AR	35,613	Longmont, CO	71,093
Flagstaff, AZ	52,894	Hot Sulphur Springs, CO	521	Los Alamitos, CA	11,536
Florence, AZ	17,054	Howell, MI	9,232	Los Alamos County, NM	18,343
Fort Collins, CO	118,652	Huber Heights, OH	38,212	Los Angeles, CA	3,694,820
Fort Dodge, IA	25,136	Hudson, NC	3,078	Los Gatos, CA	28,592
Fort Lauderdale, FL	152,397	Hudson, OH	22,439	Louisa County, IA	12,183
Fort Madison, IA	10,715	Hurst, TX	36,273	Louisville, CO	18,937
Fort Smith, AR	80,268	Hutchinson, MN	13,080	Loveland, CO	50,608
Fort Wayne, IN	205,727	Hutto, TX	1,250	Lower Merion Township, PA	59,850
Fort Worth, TX	534,694	Independence, MO	113,288	Lower Providence Township, PA	22,390
Franklin, TN	41,842	Indianola, IA	12,998	Lubbock, TX	199,564
Fremont, CA	203,413	Iowa County, IA	15,671	Lufkin, TX	32,709
Fridley, MN	27,449	Irving, TX	191,615	Lyme, NH	1,679
Frisco, CO	2,443	Jackson County, OR	181,269	Lynchburg, VA	65,269
Fruita, CO	6,478	Jacksonville, FL	735,617	Lynnwood, WA	33,847
Gainesville, FL	95,447	James City County, VA	48,102	Lynwood, CA	69,845
Gaithersburg, MD	52,613	Janesville, WI	59,498	Macon, GA	97,255
Galt, CA	19,472	Jefferson County, CO	527,056	Madison, WI	208,054
Garden Grove, CA	165,196	Jefferson Parish, LA	455,466	Manchester, CT	54,740
Garland, TX	215,768	Joplin, MO	45,504	Manheim, PA	4,784
Gary, IN	102,746	Kamloops, Canada	77,281	Mankato, MN	32,427
Genesee County, NY	60,370	Kannapolis, NC	36,910	Maple Grove, MN	50,365
Georgetown, CO	1,088	Kansas City, MO	441,545	Maplewood, MN	34,947
Gig Harbor, WA	6,465	Kearney, NE	27,431	Marana, AZ	13,556
Gilbert, AZ	109,697	Keizer, OR	32,203	Marion County, IN	860,454
Gillette, WY	19,646	Kelowna, Canada	96,288	Marion, IA	7,144
Gilroy, CA	41,464	Kenosha, WI	90,352	Marquette County, WI	15,832
Gladstone, MI	5,032	Kent, WA	79,524	Marshfield, WI	18,800
Golden Valley, MN	20,281	Kentwood, MI	45,255	Maryland Heights, MO	25,756
Golden, CO	17,159	Kettering, OH	57,502	Marysville, WA	12,268
Goodyear, AZ	18,911	King County, WA	1,737,034	Maryville, MO	10,581
Grand County, CO	12,442	Kirkland, WA	45,054	Mauui, HI	128,094
Grand Forks, MN	231	Kirkwood, MO	27,324	Mauldin, SC	15,224
Grand Forks, ND	49,321	Kissimmee, FL	47,814	Mayer, MN	554
Grand Junction, CO	41,986	Kitsap County, WA	231,969	McAllen, TX	106,414
Grand Prairie, TX	127,427	Knightdale, NC	5,958	McKinney, TX	54,369
Grand Rapids, MI	197,800	Knoxville, TN	173,890	Medford, NJ	22,253
Grandview, MO	24,881	Kutztown Borough, PA	5,067	Medina, MN	4,005
Greeley, CO	76,930	La Mesa, CA	54,749	Melbourne, FL	71,382
Greenbelt, MD	21,456	La Plata, MD	6,551	Menlo Park, CA	30,785
Greensboro, NC	223,891	La Vista, NE	11,699	Meridian Charter Township, MI	38,987
Greenville, SC	10,468	Lafayette, CO	23,197	Merriam, KS	11,008
Greenwood Village, CO	11,035	Laguna Beach, CA	23,727	Merrimack, NH	25,119
Gresham, OR	90,205	Lake Oswego, OR	35,278	Mesa County, CO	116,255
Guelph, Ontario, Canada	114,943	Lakewood, CA	79,345	Mesa, AZ	396,375
Gulf Shores, AL	5,044	Lakewood, CO	144,126	Miami Beach, FL	87,933
Gurnee, IL	28,834	Laramie, WY	27,204	Miami, FL	362,470
Hackensack, NJ	42,677	Larimer County, CO	251,494	Miami-Dade County, FL	2,253,362
Hampton, VA	146,437	Las Vegas, NV	478,434	Milledgeville, GA	18,757

Milton, WI.....	5,132	Oviedo, FL.....	26,316	Roswell, GA.....	79,334
Minneapolis, MN.....	382,618	Oxnard, CA.....	170,358	Round Rock, TX.....	61,136
Minnetonka, MN.....	51,301	Ozaukee County, WI.....	82,317	Rowlett, TX.....	44,503
Mission Viejo, CA.....	93,102	Palatine, IL.....	65,479	Rye, NY.....	14,955
Mission, KS.....	9,727	Palm Bay, FL.....	79,413	Saco, ME.....	16,822
Missoula, MT.....	57,053	Palm Beach County, FL.....	1,131,184	Sacramento County, CA.....	1,223,499
Missouri City, TX.....	52,913	Palm Beach Gardens, FL.....	35,058	Safford, AZ.....	9,232
Monterey, CA.....	29,674	Palm Beach, FL.....	10,468	Saint Joseph, MO.....	73,990
Montgomery County, MD.....	873,341	Palm Coast, FL.....	32,732	Saint Peters, MO.....	51,381
Montrose, CO.....	12,344	Palm Springs, CA.....	42,807	Salem, NH.....	28,112
Moorestville, NC.....	18,823	Palo Alto, CA.....	58,598	Salina, KS.....	45,679
Morgan Hill, CA.....	33,556	Park Ridge, IL.....	37,775	San Bernardino County, CA.....	1,709,434
Morgantown, WV.....	26,809	Parker, CO.....	23,558	San Francisco, CA.....	776,733
Moscow, ID.....	21,291	Pasadena, CA.....	133,936	San Jose, CA.....	894,943
Mount Pleasant, TX.....	13,935	Pasadena, TX.....	141,674	San Juan County, NM.....	113,801
Mountain View, CA.....	70,708	Pascagoula, MS.....	26,200	San Marcos, TX.....	34,733
Mountlake Terrace, WA.....	20,362	Pasco, WA.....	32,066	San Mateo, CA.....	92,482
Multnomah County, OR.....	660,486	Peoria County, IL.....	183,433	San Rafael, CA.....	56,063
Munster, IN.....	21,511	Peoria, AZ.....	108,364	San Ramon, CA.....	44,722
Muskegon, MI.....	40,105	Peoria, IL.....	112,936	Sandusky, OH.....	27,844
Myrtle Beach, SC.....	22,759	Phenix City, AL.....	28,265	Sanford, FL.....	38,291
Nacogdoches, TX.....	29,914	Philadelphia, PA.....	1,517,550	Santa Barbara County, CA.....	399,347
Naperville, IL.....	128,358	Phoenix, AZ.....	1,321,045	Santa Clara, CA.....	102,361
Nashville, TN.....	545,524	Pickens County, SC.....	110,757	Santa Clarita, CA.....	151,088
Needham, MA.....	28,911	Pinellas County, FL.....	921,482	Santa Monica, CA.....	84,084
New London, CT.....	25,671	Pinellas Park, FL.....	45,658	Santa Rosa, CA.....	147,595
New Orleans, LA.....	484,674	Pitkin County, CO.....	14,872	Sarasota, FL.....	52,715
New York City, NY.....	8,008,278	Plano, TX.....	222,030	Sault Sainte Marie, MI.....	16,542
Newport Beach, CA.....	70,032	Platte County, MO.....	73,791	Scott County, MN.....	89,498
Newport News, VA.....	180,150	Pleasanton, CA.....	63,654	Scottsdale, AZ.....	202,705
Newport, RI.....	26,475	Plymouth, MN.....	65,894	Seattle, WA.....	563,374
Newton, IA.....	15,579	Polk County, MN.....	31,369	Sedona, AZ.....	10,192
Norfolk, VA.....	234,403	Pomona, CA.....	149,473	Seminole, FL.....	10,890
Normal, IL.....	45,386	Port Huron, MI.....	32,338	Shaker Heights, OH.....	29,405
North Branch, MN.....	8,023	Port Orange, FL.....	45,823	Shawnee, KS.....	47,996
North Las Vegas, NV.....	115,488	Port St. Lucie, FL.....	88,769	Sheldahl, IA.....	336
North Palm Beach, FL.....	12,064	Portland, OR.....	529,121	Shenandoah, TX.....	1,503
North Port, FL.....	22,797	Poway, CA.....	48,044	Sherman, IL.....	2,871
North Vancouver, Canada.....	44,303	Prescott Valley, AZ.....	25,535	Shorewood, IL.....	7,686
Northampton County, VA.....	13,093	Prince Albert, Canada.....	34,291	Shrewsbury, MA.....	31,640
Northglenn, CO.....	31,575	Prince William County, VA.....	280,813	Siloam Springs, AR.....	10,000
Novato, CA.....	47,630	Prior Lake, MN.....	15,917	Silverthorne, CO.....	3,196
Novi, MI.....	47,386	Queen Creek, AZ.....	4,316	Simi Valley, CA.....	111,351
O'Fallon, IL.....	21,910	Rancho Cordova, CA.....	55,060	Sioux Falls, SD.....	123,975
O'Fallon, MO.....	46,169	Raymore, MO.....	11,146	Skokie, IL.....	63,348
Oak Park, IL.....	39,803	Redding, CA.....	80,865	Slater, IA.....	1,306
Oak Ridge, TN.....	27,387	Reno, NV.....	180,480	Smyrna, GA.....	40,999
Oakland Park, FL.....	30,966	Renton, WA.....	50,052	Snoqualmie, WA.....	1,631
Oakland Township, MI.....	13,071	Richfield, MN.....	34,439	Solana Beach, CA.....	12,979
Oakville, Canada.....	144,738	Richland, WA.....	38,708	South Daytona, FL.....	13,177
Ocean City, MD.....	7,173	Richmond Heights, MO.....	9,602	South Gate, CA.....	96,375
Ocean Shores, WA.....	3,836	Richmond, CA.....	99,216	South Haven, MI.....	5,021
Oceanside, CA.....	161,029	Richmond, VA.....	197,790	South Lake Tahoe, CA.....	23,609
Ocoee, FL.....	24,391	Ridgecrest, CA.....	24,927	Sparks, NV.....	66,346
Ogden, UT.....	77,226	Rio Rancho, NM.....	51,765	Spotsylvania County, VA.....	90,395
Oklahoma City, OK.....	506,132	Riverdale, UT.....	7,656	Springboro, OH.....	12,380
Olathe, KS.....	92,962	Riverside, CA.....	255,166	Springfield, OH.....	65,358
Oldsmar, FL.....	11,910	Riverside, IL.....	8,895	Springfield, OR.....	52,864
Olmsted County, MN.....	124,277	Roanoke County, VA.....	85,778	Springville, UT.....	20,424
Olympia, WA.....	42,514	Roanoke, VA.....	94,911	St. Charles, IL.....	27,896
Orange County, FL.....	896,344	Rochester Hills, MI.....	68,825	St. Clair Shores, MN.....	827
Orange Village, OH.....	3,236	Rochester, NY.....	219,773	St. Cloud, FL.....	20,074
Orlando, FL.....	185,951	Rock Hill, SC.....	49,765	St. Cloud, MN.....	59,107
Orleans Parish, LA.....	484,674	Rockville, MD.....	47,388	St. Louis County, MN.....	200,528
Ottawa County, MI.....	238,314	Rocky Mount, NC.....	55,893	St. Paul, MN.....	287,151
Overland Park, KS.....	149,080	Roseville, MN.....	33,690	St. Petersburg, FL.....	248,232

Stafford County, VA	92,446
Starkville, MS	21,869
State College, PA	38,420
Staunton, VA	23,853
Steamboat Springs, CO	9,815
Sterling, CO	11,360
Stillwater, OK	39,065
Stockton, CA	243,771
Streamwood, IL	36,407
Suamico, WI	8,686
Sugar Grove, IL	3,909
Sugar Land, TX	63,328
Summit County, CO	23,548
Sunnyvale, CA	131,760
Superior, WI	27,368
Suwanee, GA	8,725
Tacoma, WA	193,556
Takoma Park, MD	17,299
Tallahassee, FL	150,624
Taos, NM	4,700
Temecula, CA	57,716
Tempe, AZ	158,625
Temple, TX	54,514
Teton County, WY	18,251
The Colony, TX	26,531
Thornton, CO	82,384
Thousand Oaks, CA	117,005
Thunder Bay, Canada	109,016
Titusville, FL	40,670
Tomball, TX	9,089
Torrance, CA	137,946

Troy, MI	80,959
Tucson, AZ	486,699
Tuskegee, AL	11,846
Twin Falls, ID	34,469
University Place, WA	29,933
Upper Merion Township, PA	28,863
Urbana, IL	36,395
Urbandale, IA	29,072
Vail, CO	4,531
Valdez, AK	4,036
Vancouver, WA	143,560
Vernon, CT	28,063
Victoria, Canada	78,057
Victoria, TX	60,603
Village of Brown Deer, WI	12,170
Village of Howard City, MI	1,585
Virginia Beach, VA	425,257
Visalia, CA	91,565
Volusia County, FL	443,343
Wahpeton, ND	8,586
Walla Walla, WA	29,686
Walnut Creek, CA	64,296
Walton County, FL	40,601
Washington City, UT	8,186
Washington County, MN	201,130
Washoe County, NV	339,486
Watertown, NY	26,705
Waukee, IA	5,126
Wausau, WI	38,426
Wauwatosa, WI	47,271
West Des Moines, IA	46,403

West Hartford, CT	63,589
West Valley City, UT	108,896
Westerville, OH	35,318
Westminster, CO	100,940
Wethersfield, CT	26,271
Wheat Ridge, CO	32,913
White House, TN	7,220
Whitehorse, Canada	19,058
Whitewater, WI	13,437
Wichita, KS	344,284
Williamsburg, VA	11,998
Willingboro Township, NJ	33,008
Wilmette, IL	27,651
Wilmington, IL	5,134
Wilmington, NC	90,400
Windsor, CT	28,237
Winnebago County, WI	156,763
Winnipeg, Canada	619,544
Winston-Salem, NC	185,776
Winter Park, FL	24,090
Woodbury, MN	46,463
Woodridge, IL	30,934
Worcester, MA	172,648
Yellowknife, Canada	16,541
Yellowstone County, MT	129,352
York County, SC	164,614
Yuba City, CA	36,758
Yuma County, AZ	160,026
Yuma, AZ	77,515

Jurisdictions Included in Selected Cities Benchmark Comparisons

Atlanta, GA	416,474
Austin, TX	656,562
Boca Raton, FL	74,764
Boston, MA	589,141
Boulder, CO	94,673
Broward County, FL	1,623,018
Charlotte, NC	540,828
Clearwater, FL	108,787
Collier County, FL	251,377
Coral Springs, FL	117,549
Dallas, TX	1,188,580
Deerfield Beach, FL	64,583
Delray Beach, FL	60,020
Fort Lauderdale, FL	152,397
Fort Worth, TX	534,694

Gainesville, FL	95,447
Jacksonville, FL	735,617
Kissimmee, FL	47,814
Miami, FL	362,470
Miami-Dade County, FL	2,253,362
Myrtle Beach, SC	22,759
New York City, NY	8,008,278
Newport, RI	26,475
Orange County, FL	896,344
Orleans Parish, LA	484,674
Palm Bay, FL	79,413
Palm Beach County, FL	1,131,184
Palm Beach, FL	10,468
Palm Springs, CA	42,807
Phoenix, AZ	1,321,045

Pinellas County, FL	921,482
Pinellas Park, FL	45,658
Port St. Lucie, FL	88,769
Reno, NV	180,480
Sacramento County, CA	1,223,499
San Francisco, CA	776,733
Santa Monica, CA	84,084
Scottsdale, AZ	202,705
Seattle, WA	563,374
St. Petersburg, FL	248,232
Tallahassee, FL	150,624
Taos, NM	4,700
Virginia Beach, VA	425,257
Walton County, FL	40,601

Jurisdictions Included in Florida Only Benchmark Comparisons

Altamonte Springs, FL	41,200	Eustis, FL	15,106	Palm Beach Gardens, FL	35,058
Belleair Beach, FL	1,751	Fort Lauderdale, FL.....	152,397	Palm Beach, FL	10,468
Boca Raton, FL	74,764	Gainesville, FL.....	95,447	Palm Coast, FL.....	32,732
Bonita Springs, FL.....	32,797	Hillsborough County, FL	998,948	Pinellas County, FL	921,482
Bradenton, FL	49,504	Jacksonville, FL	735,617	Pinellas Park, FL	45,658
Brevard County, FL.....	476,230	Kissimmee, FL	47,814	Port Orange, FL	45,823
Broward County, FL.....	1,623,018	Melbourne, FL	71,382	Port St. Lucie, FL	88,769
Cape Coral, FL	102,286	Miami Beach, FL	87,933	Sanford, FL	38,291
Charlotte County, FL.....	141,627	Miami, FL.....	362,470	Sarasota, FL.....	52,715
Clearwater, FL	108,787	Miami-Dade County, FL.....	2,253,362	Seminole, FL.....	10,890
Collier County, FL	251,377	North Palm Beach, FL	12,064	South Daytona, FL.....	13,177
Cooper City, FL.....	27,939	North Port, FL.....	22,797	St. Cloud, FL	20,074
Coral Springs, FL.....	117,549	Oakland Park, FL	30,966	St. Petersburg, FL.....	248,232
Dania Beach, FL.....	20,061	Ocoee, FL	24,391	Tallahassee, FL	150,624
Daytona Beach, FL.....	64,112	Oldsmar, FL	11,910	Titusville, FL	40,670
Deerfield Beach, FL.....	64,583	Orange County, FL.....	896,344	Volusia County, FL.....	443,343
Delray Beach, FL.....	60,020	Orlando, FL.....	185,951	Walton County, FL	40,601
Destin, FL	11,119	Oviedo, FL	26,316	Winter Park, FL	24,090
Duval County, FL	778,879	Palm Bay, FL.....	79,413		
Escambia County, FL	294,410	Palm Beach County, FL.....	1,131,184		

Jurisdictions Included in Population 70,000 to 100,000 Benchmark Comparisons

Albany, GA	76,939	Greeley, CO	76,930	Ozaukee County, WI	82,317
Albemarle County, VA	79,236	Gresham, OR	90,205	Palm Bay, FL.....	79,413
Antioch, CA	90,532	Hanover County, VA	86,320	Platte County, MO	73,791
Appleton, WI.....	70,087	High Point, NC	85,839	Port St. Lucie, FL	88,769
Bellflower, CA.....	72,878	Highlands Ranch, CO	70,931	Redding, CA.....	80,865
Billings, MT.....	89,847	Kamloops, Canada.....	77,281	Richmond, CA.....	99,216
Boca Raton, FL	74,764	Kelowna, Canada.....	96,288	Roanoke County, VA.....	85,778
Boulder, CO	94,673	Kenosha, WI	90,352	Roanoke, VA.....	94,911
Broken Arrow, OK.....	74,839	Kent, WA	79,524	Roswell, GA	79,334
Carlsbad, CA.....	78,247	Lakewood, CA	79,345	Saint Joseph, MO.....	73,990
Carver County, MN	70,205	Lawrence, KS.....	80,098	San Mateo, CA.....	92,482
Cary, NC	94,536	Lee's Summit, MO.....	70,700	Santa Monica, CA	84,084
Columbia, MO	84,531	Lewisville, TX.....	77,737	Scott County, MN	89,498
Davenport, IA	98,359	Livermore, CA.....	73,345	South Gate, CA.....	96,375
Daviess County, KY.....	91,545	Longmont, CO.....	71,093	Spotsylvania County, VA	90,395
Decatur, IL.....	81,860	Macon, GA.....	97,255	Stafford County, VA	92,446
Denton, TX	80,537	Melbourne, FL	71,382	Thornton, CO.....	82,384
Douglas County, GA	92,174	Miami Beach, FL	87,933	Troy, MI	80,959
Duluth, MN.....	86,918	Mission Viejo, CA.....	93,102	Victoria, Canada	78,057
Evanston, IL	74,239	Mountain View, CA.....	70,708	Visalia, CA.....	91,565
Federal Way, WA	83,259	Newport Beach, CA	70,032	Wilmington, NC	90,400
Fort Smith, AR.....	80,268	Ogden, UT	77,226	Yuma, AZ.....	77,515
Gainesville, FL.....	95,447	Olathe, KS	92,962		

National Research Center's National Citizen Survey Database

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Q: What is in the citizen survey database?

A: NRC's database includes the results from citizen surveys conducted in over 400 jurisdictions in the United States. These are public opinion polls answered by more than 250,000 residents around the country. We have recorded, analyzed and stored responses to over 6,000 survey questions dealing with resident perceptions about the quality of community life and public trust and residents' report of their use of public facilities. Respondents to these surveys are intended to represent over 40 million Americans.

Q: What kinds of questions are included?

A: Residents' ratings of the quality of virtually every kind of local government service are included – from police, fire and trash haul to animal control, planning and cemeteries. Many dimensions of quality of life are included such as feeling of safety and opportunities for dining, recreation and shopping as well as ratings of the overall quality of community life and community as a place to raise children and retire.

Q: What is so unique about the NRC database?

A: It is the only database of its size that contains the people's perceptions about government service delivery and quality of life. For example, others use government statistics about crime to deduce the quality of police services or speed of pot hole repair to draw conclusions about the quality of street maintenance. Only NRC's database adds the opinion of service recipients themselves to the service quality equation. We believe that conclusions about service or community quality are made prematurely if opinions of the community's residents themselves are missing.

Q: What is the database used for?

A: Benchmarking. Our clients use the comparative information in the database 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. We don't know what is small or tall without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. So many surveys of service satisfaction turn up at least "good" citizen evaluations that we 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. We need to ask more important and harder questions. We need to know how our residents' ratings of fire service compare to opinions about fire service in other communities.

Q: So what if we find that our public opinions are better or – for that matter – worse than opinions in other communities? What does it mean?

A: 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 its clients believe services are not very good compared to ratings received by objectively “worse” departments.

NRC’s database can help that police department – or any city department – to understand how well citizens think it is doing. Without the comparative data from NRC’s database, it would be like bowling in a tournament without knowing what the other teams are scoring. We recommend that citizen opinion be used in conjunction with other sources of data to help managers know how to respond to comparative results.

Q: Aren’t comparisons of questions from different surveys like comparing apples and oranges?

A: It is true that you can’t simply take a given result from one survey and compare it to the result from a different survey. NRC principals have pioneered and reported their methods for converting all survey responses to the same scale. Because scales responses will differ among types of survey questions, NRC statisticians have developed statistical algorithms, which adjust question results based on many characteristics of the question, its scale and the survey methods. All results are then converted to the PTM (percent to maximum) scale with a minimum score of 0 (equaling the lowest possible rating) to a maximum score of 100 (equaling the highest possible rating). We then can provide a benchmark that not only controls for question differences, but also controls for differences in types of survey methods. This way we put all questions on the same scale and a benchmark can be offered for communities of given sizes or in various regions.

Q: How can managers trust the comparability of results?

A: NRC principals have submitted their work to peer reviewed scholarly journals where its publication fully describes the rigor of our methods and the quality of our findings. We have published articles in *Public Administration Review*, *Journal of Policy Analysis and Management* and *Governing*, and we wrote a book, *Citizen Surveys: How to do them, how to use them, what they mean*, that describes in detail how survey responses can be adjusted to provide fair comparisons for ratings among many jurisdictions. Our 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.

Q: Can we compare our results to similar jurisdictions?

A: Yes. The database can be cut a number of different ways. We can select jurisdictions similar to your own based on population size, ethnic composition, educational status or income. We further can select communities that used the same data collection method (mail or phone) or that are in the same geographic vicinity. This way we can provide a customized benchmark that best suits your uses.