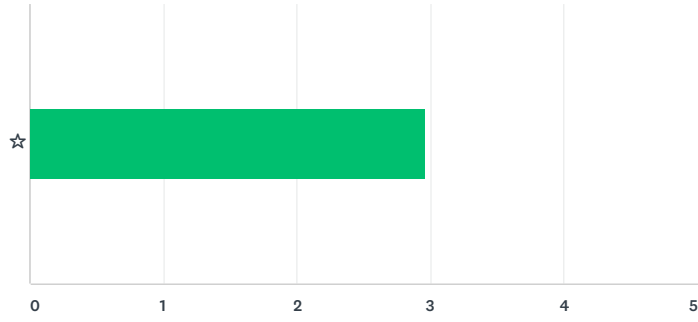


2018-2019 Citizen's Survey

Q1 Please rate the overall appearance of Palm Coast:

Answered: 5,510 Skipped: 38

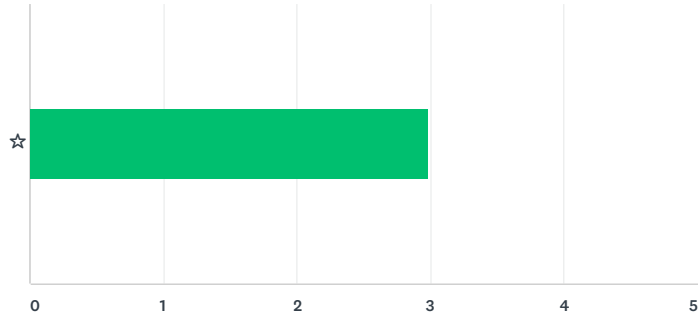


	POOR	FAIR	GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
☆	1.02% 56	10.15% 559	60.11% 3,312	28.73% 1,583	5,510	2.96

2018-2019 Citizen's Survey

Q2 Please rate the overall quality of life in Palm Coast:

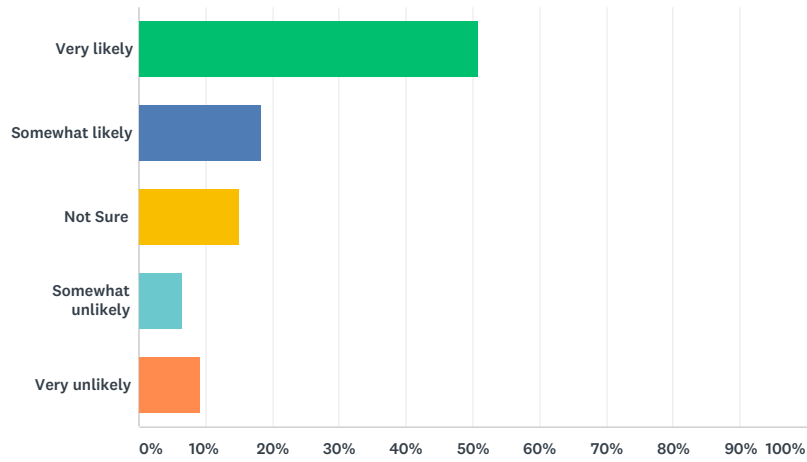
Answered: 5,505 Skipped: 43



	POOR	FAIR	GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
☆	2.43% 134	17.62% 970	59.24% 3,261	20.71% 1,140	5,505	2.98

Q3 Please indicate how likely or unlikely you are to remain in Palm Coast for the next five years:

Answered: 5,526 Skipped: 22



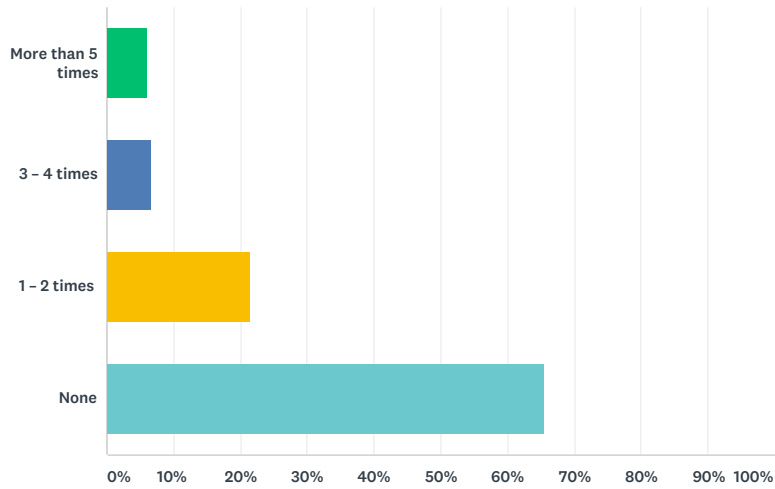
ANSWER CHOICES	RESPONSES	
Very likely	50.81%	2,808
Somewhat likely	18.44%	1,019
Not Sure	15.13%	836
Somewhat unlikely	6.39%	353
Very unlikely	9.23%	510
TOTAL		5,526

Q4 If you expect to leave Palm Coast, what would be the reason?

Answered: 2,863 Skipped: 2,685

Q5 How many times did you participate in a City recreational program such as a class, social activity, camp or trip in the past year?

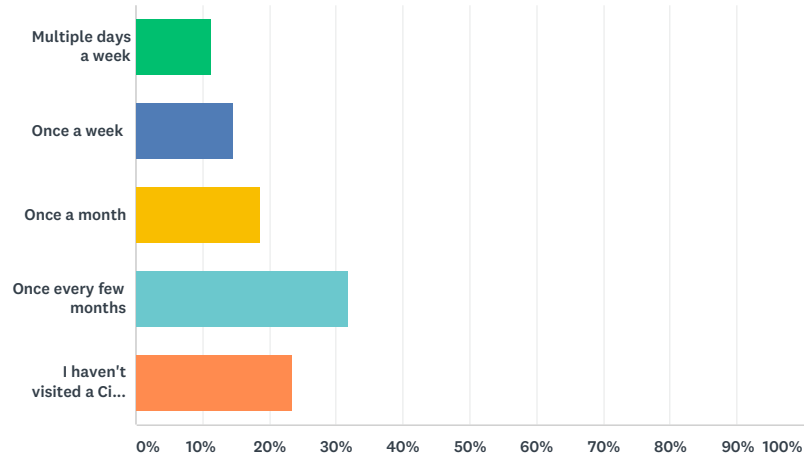
Answered: 5,520 Skipped: 28



ANSWER CHOICES	RESPONSES	
More than 5 times	6.09%	336
3 - 4 times	6.78%	374
1 - 2 times	21.65%	1,195
None	65.49%	3,615
TOTAL		5,520

Q6 How frequently do you visit a City park? Learn more about our parks - palmcoastgov.com/parks

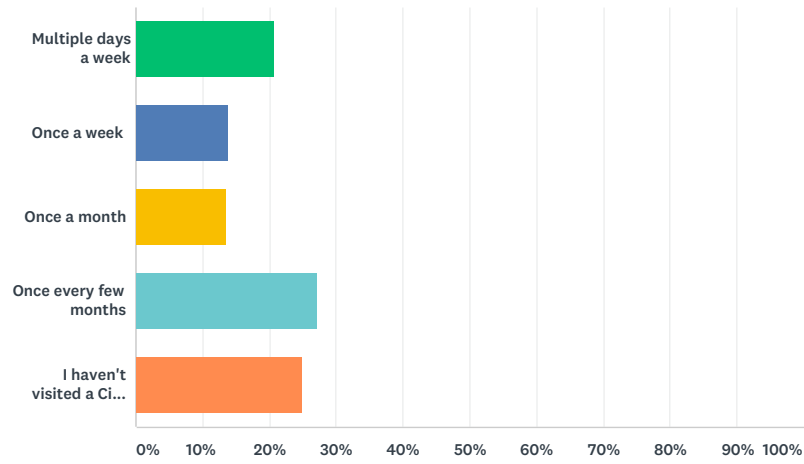
Answered: 5,525 Skipped: 23



ANSWER CHOICES	RESPONSES	
Multiple days a week	11.24%	621
Once a week	14.73%	814
Once a month	18.71%	1,034
Once every few months	31.87%	1,761
I haven't visited a City park in the past year	23.44%	1,295
TOTAL		5,525

Q7 How frequently have you used the trail system, pathways and sidewalks within the City? Learn more about our trails - palmcoastgov.com/trek-it-out

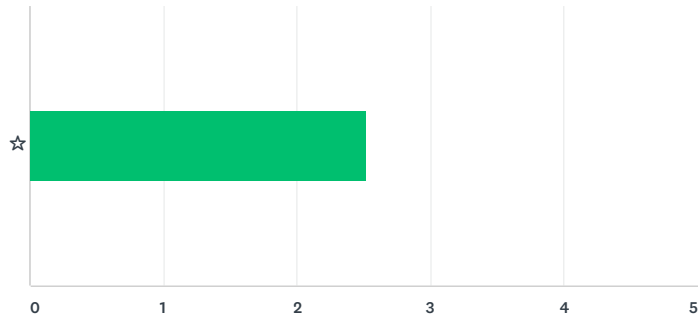
Answered: 5,515 Skipped: 33



ANSWER CHOICES	RESPONSES	
Multiple days a week	20.65%	1,139
Once a week	13.74%	758
Once a month	13.60%	750
Once every few months	27.16%	1,498
I haven't visited a City park in the past year	24.84%	1,370
TOTAL		5,515

Q8 Please rate the overall private sector economic health of Palm Coast:

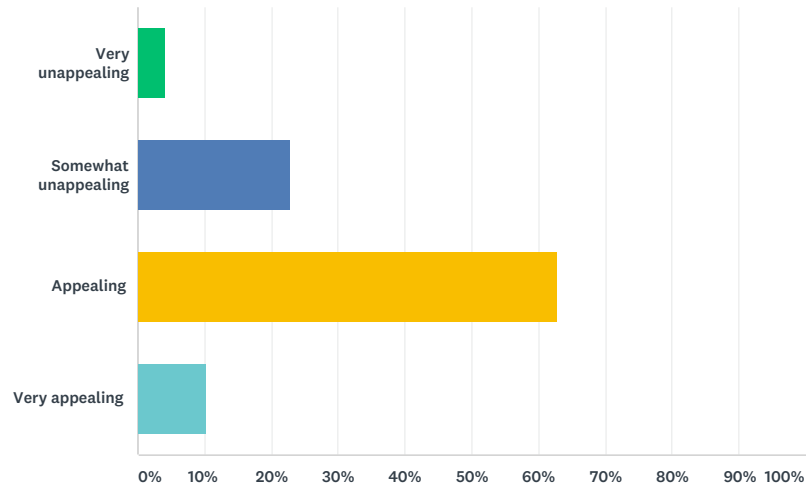
Answered: 4,939 Skipped: 609



	POOR	FAIR	GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
☆	9.07% 448	36.42% 1,799	48.11% 2,376	6.40% 316	4,939	2.52

Q9 How would you describe the overall visual and architectural appeal of businesses in Palm Coast?

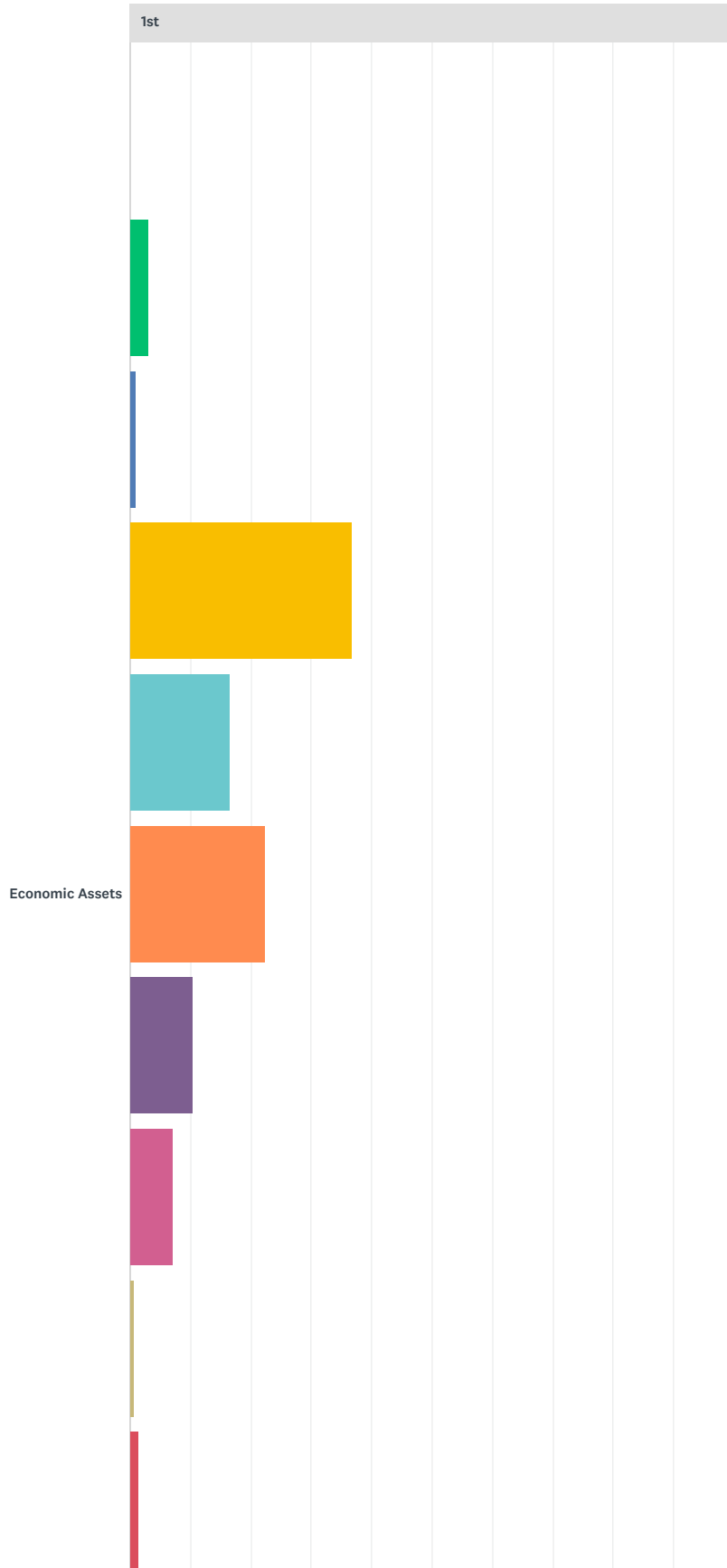
Answered: 5,122 Skipped: 426



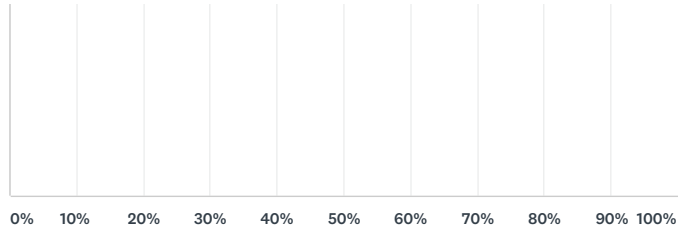
ANSWER CHOICES	RESPONSES	
Very unappealing	4.14%	212
Somewhat unappealing	22.88%	1,172
Appealing	62.71%	3,212
Very appealing	10.27%	526
TOTAL		5,122

Q10 What do you believe are the City's top three greatest assets?

Answered: 4,649 Skipped: 899

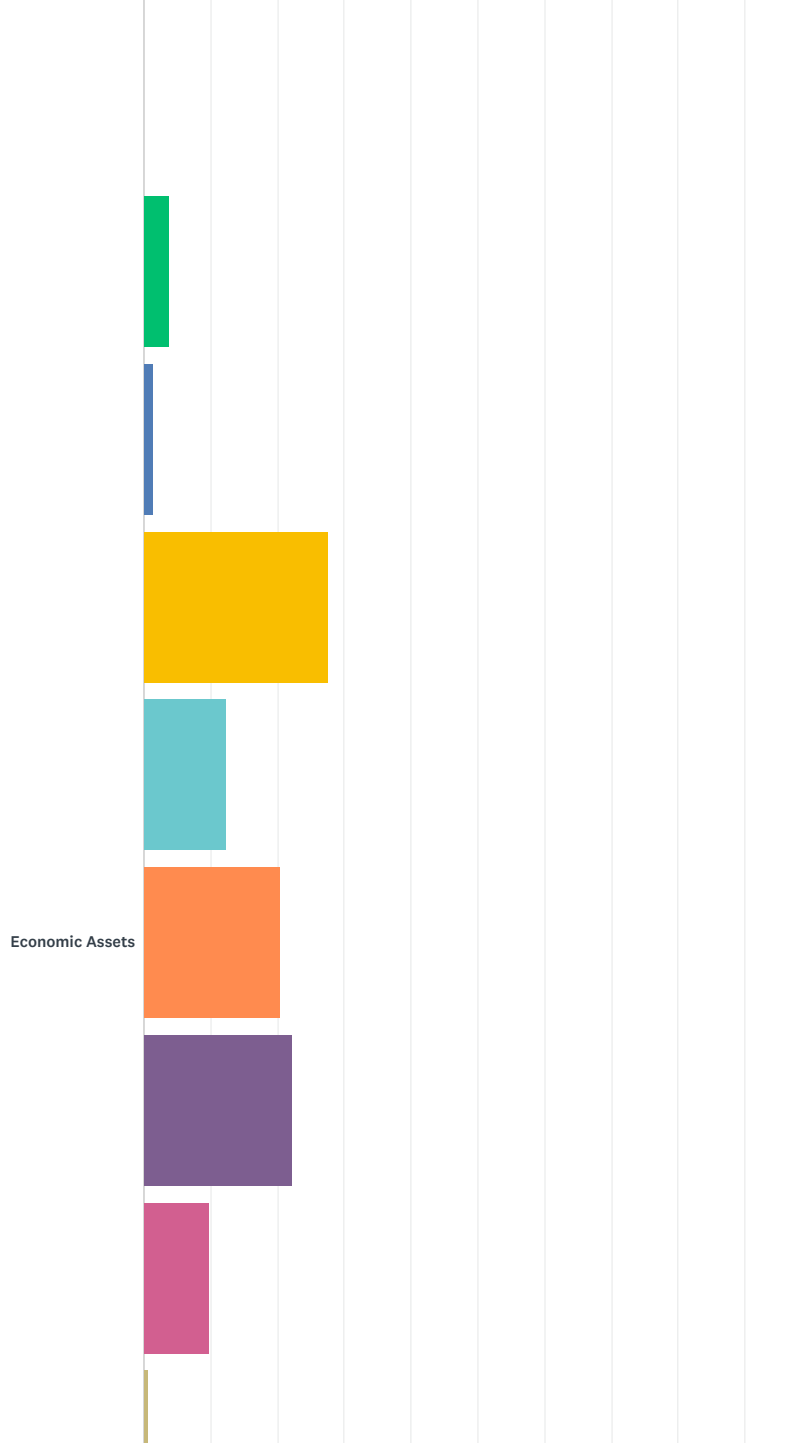


2018-2019 Citizen's Survey

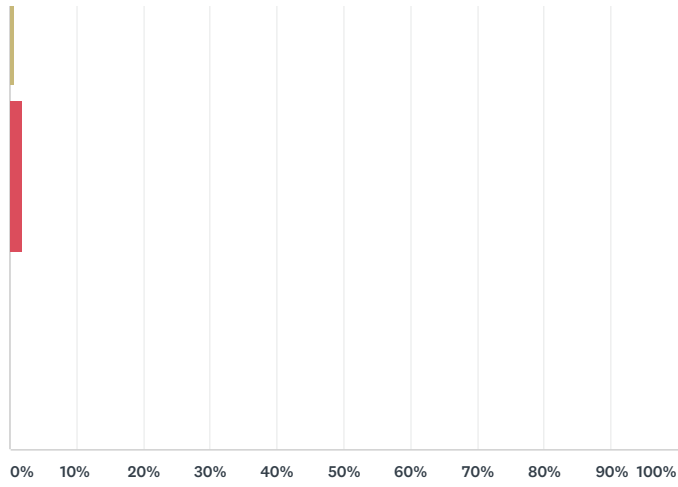


- Education opportunities
- Workforce talent
- Natural habitat
- Affordable housing
- Beautiful appearance
- Recreational opportunities
- Sense of community
- Quality jobs
- Robust businesses

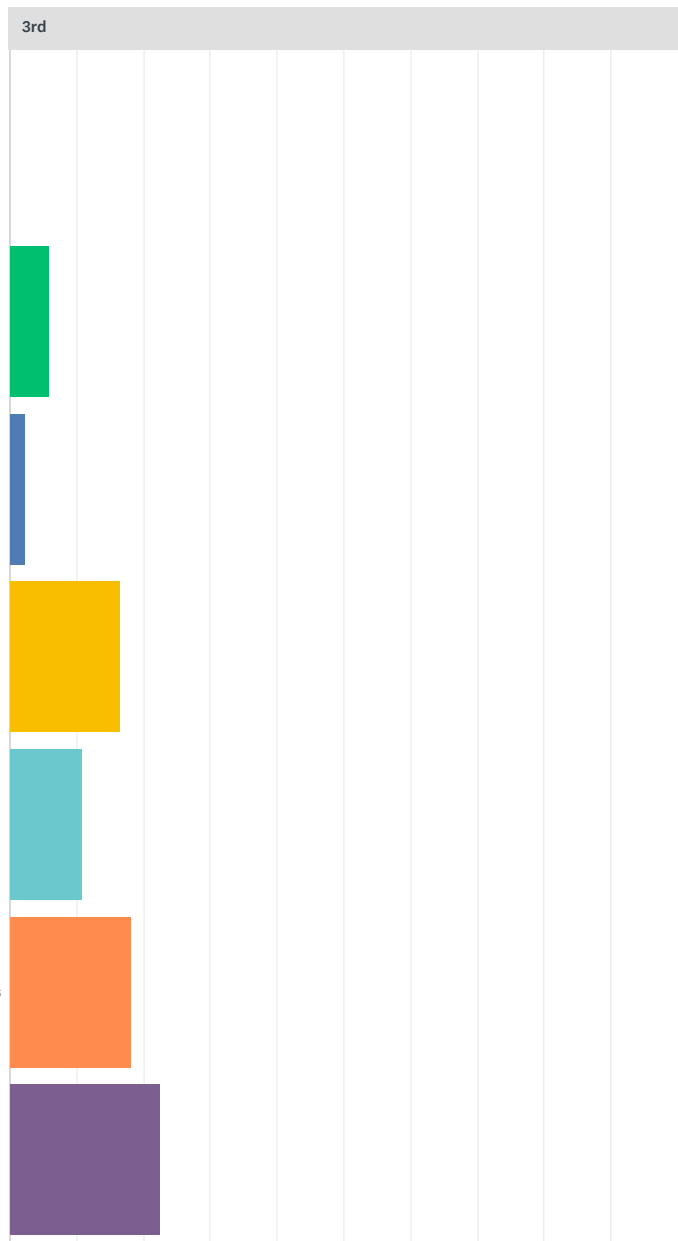
2nd



2018-2019 Citizen's Survey

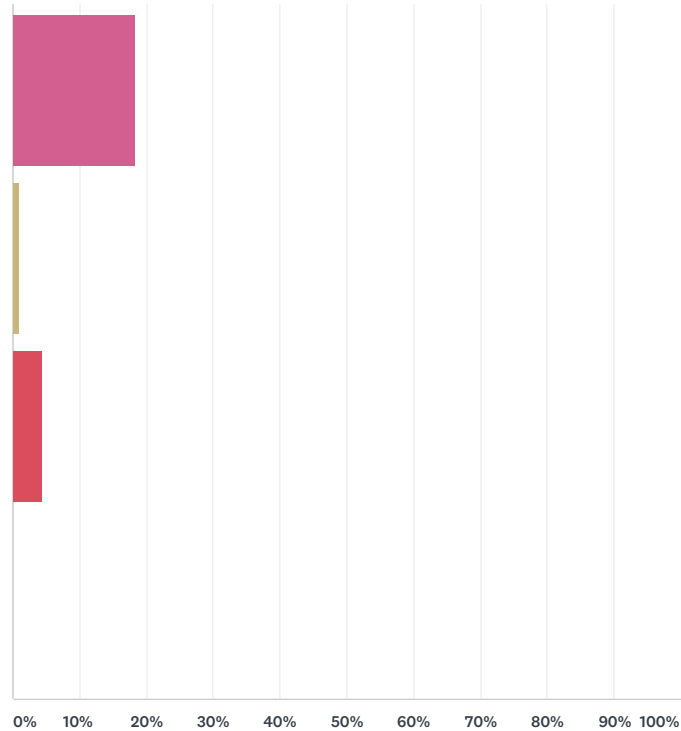


- Education opportunities
- Workforce talent
- Natural habitat
- Affordable housing
- Beautiful appearance
- Recreational opportunities
- Sense of community
- Quality jobs
- Robust businesses



Economic Assets

2018-2019 Citizen's Survey

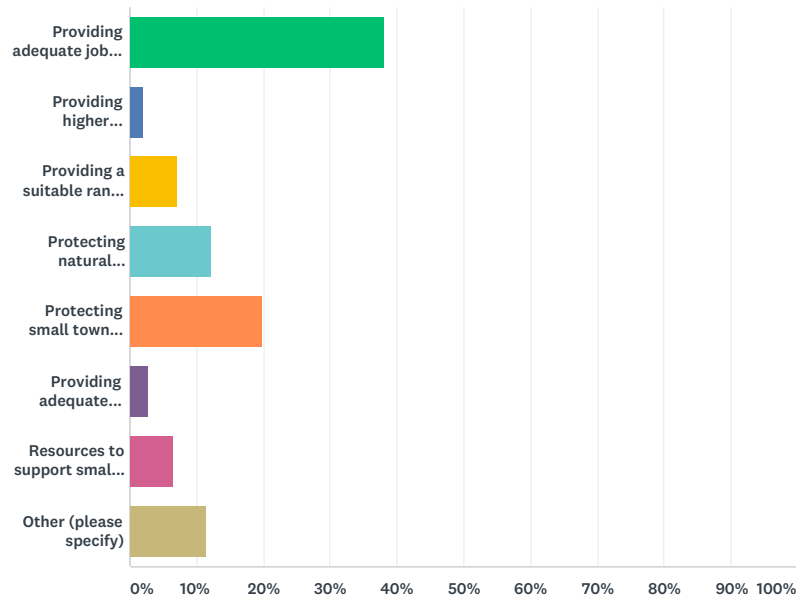


- Education opportunities
- Workforce talent
- Natural habitat
- Affordable housing
- Beautiful appearance
- Recreational opportunities
- Sense of community
- Quality jobs
- Robust businesses

1st										
	EDUCATION OPPORTUNITIES	WORKFORCE TALENT	NATURAL HABITAT	AFFORDABLE HOUSING	BEAUTIFUL APPEARANCE	RECREATIONAL OPPORTUNITIES	SENSE OF COMMUNITY	QUALITY JOBS	ROBUST BUSINESSES	ROBUST BUSINESSES
Economic Assets	3.10% 144	1.10% 51	36.90% 1,712	16.62% 771	22.48% 1,043	10.41% 483	7.14% 331	0.71% 33		
2nd										
	EDUCATION OPPORTUNITIES	WORKFORCE TALENT	NATURAL HABITAT	AFFORDABLE HOUSING	BEAUTIFUL APPEARANCE	RECREATIONAL OPPORTUNITIES	SENSE OF COMMUNITY	QUALITY JOBS	ROBUST BUSINESSES	ROBUST BUSINESSES
Economic Assets	3.66% 150	1.56% 64	27.62% 1,131	12.26% 502	20.44% 837	22.15% 907	9.82% 402	0.71% 29		
3rd										
	EDUCATION OPPORTUNITIES	WORKFORCE TALENT	NATURAL HABITAT	AFFORDABLE HOUSING	BEAUTIFUL APPEARANCE	RECREATIONAL OPPORTUNITIES	SENSE OF COMMUNITY	QUALITY JOBS	ROBUST BUSINESSES	ROBUST BUSINESSES
Economic Assets	5.90% 222	2.21% 83	16.48% 620	10.82% 407	18.10% 681	22.67% 853	18.47% 695	1.04% 39		

Q11 When it comes to growth and development, what is the City's greatest challenge?

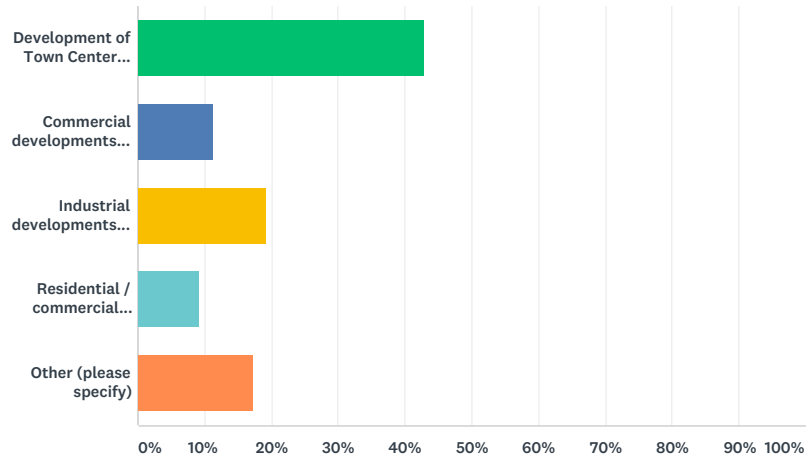
Answered: 5,083 Skipped: 465



ANSWER CHOICES	RESPONSES	
Providing adequate job opportunities	38.01%	1,932
Providing higher educational opportunities	2.16%	110
Providing a suitable range of housing options	7.10%	361
Protecting natural resources	12.20%	620
Protecting small town character	19.85%	1,009
Providing adequate amenities (parks, trails, etc.)	2.73%	139
Resources to support small businesses and start-ups	6.45%	328
Other (please specify)	11.49%	584
TOTAL		5,083

Q12 What type of development is needed most in Palm Coast?

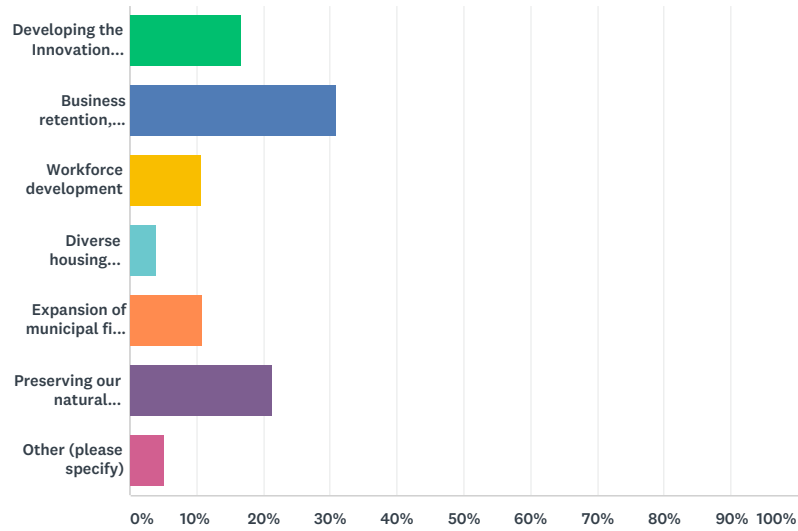
Answered: 4,964 Skipped: 584



ANSWER CHOICES	RESPONSES	
Development of Town Center (Downtown Area) and State Road 100	42.89%	2,129
Commercial developments off of Matanzas Woods Parkway	11.22%	557
Industrial developments in designated zones	19.26%	956
Residential / commercial development along U.S. 1	9.21%	457
Other (please specify)	17.43%	865
TOTAL		4,964

Q13 What should be the top economic development priority for the City?

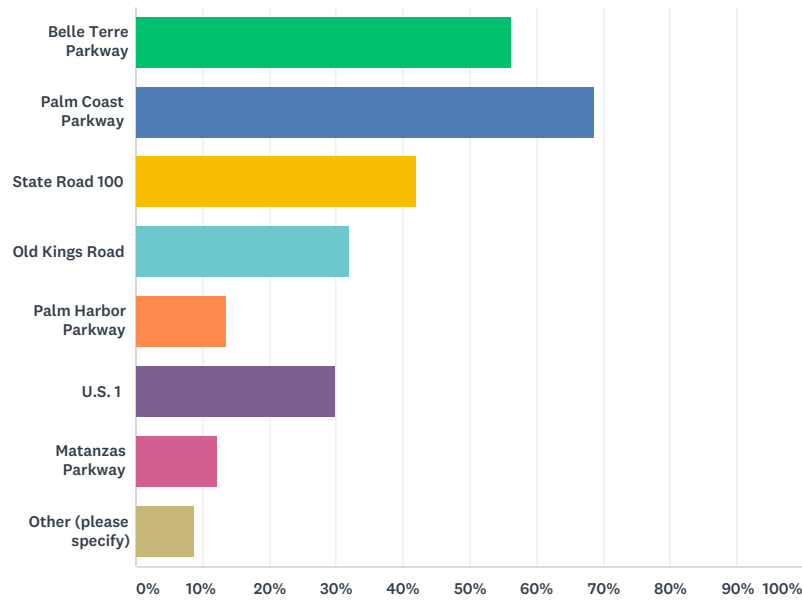
Answered: 5,073 Skipped: 475



ANSWER CHOICES	RESPONSES	
Developing the Innovation District (Town Center)	16.83%	854
Business retention, expansion and attraction	30.89%	1,567
Workforce development	10.66%	541
Diverse housing opportunities	4.06%	206
Expansion of municipal fiber network & 5G cell service support	10.92%	554
Preserving our natural environment	21.41%	1,086
Other (please specify)	5.22%	265
TOTAL		5,073

Q14 Which traffic corridor(s) do you use primarily on a daily basis? (check all that apply)

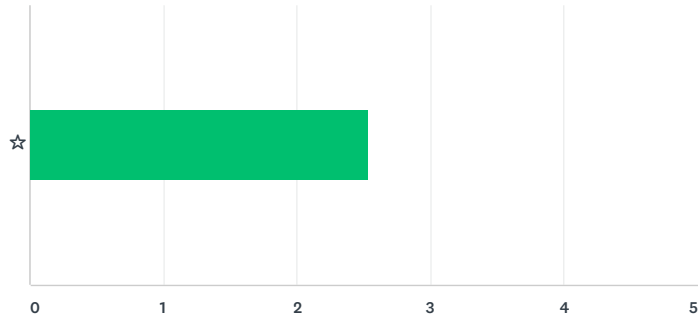
Answered: 5,108 Skipped: 440



ANSWER CHOICES	RESPONSES	
Belle Terre Parkway	56.32%	2,877
Palm Coast Parkway	68.72%	3,510
State Road 100	41.99%	2,145
Old Kings Road	32.11%	1,640
Palm Harbor Parkway	13.61%	695
U.S. 1	29.84%	1,524
Matanzas Parkway	12.10%	618
Other (please specify)	8.71%	445
Total Respondents: 5,108		

Q15 Please rate the traffic flow along major traffic corridors in Palm Coast as a whole:

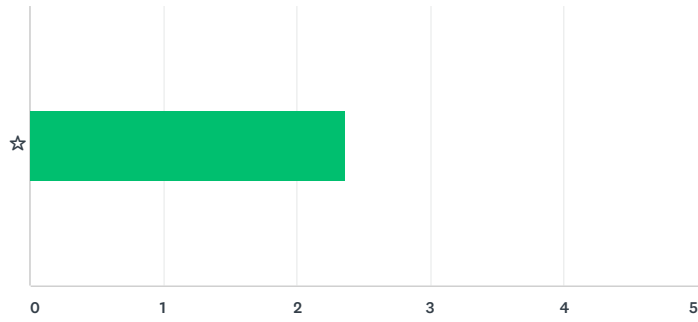
Answered: 5,077 Skipped: 471



	POOR	FAIR	GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
☆	10.03% 509	34.17% 1,735	48.57% 2,466	7.23% 367	5,077	2.53

Q16 Please rate the quality of traffic signal timing in Palm Coast:

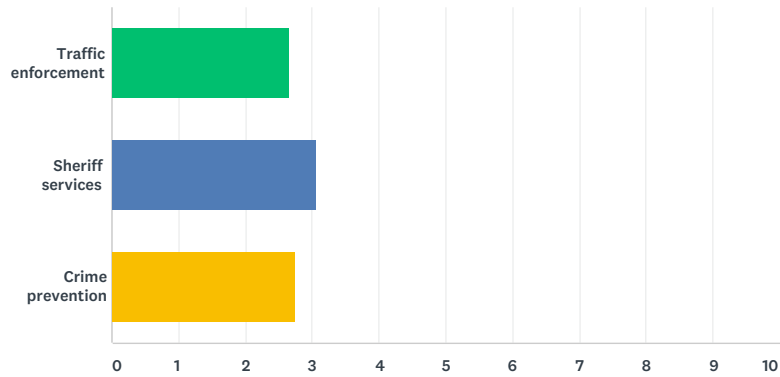
Answered: 5,075 Skipped: 473



	POOR	FAIR	GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
☆	18.17% 922	33.64% 1,707	42.03% 2,133	6.17% 313	5,075	2.36

Q17 Please rate the quality of each of the following services in Palm Coast:

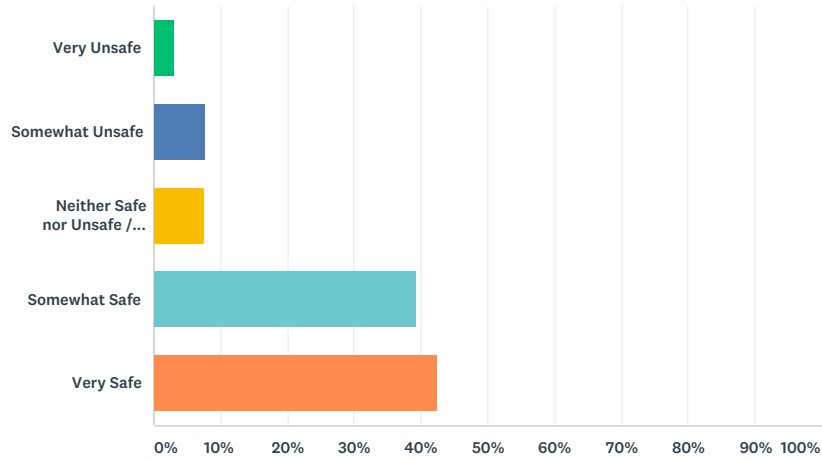
Answered: 5,069 Skipped: 479



	POOR	FAIR	GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
Traffic enforcement	10.94% 553	25.02% 1,265	52.61% 2,660	11.43% 578	5,056	2.65
Sheriff services	3.40% 171	14.74% 741	55.37% 2,784	26.49% 1,332	5,028	3.05
Crime prevention	7.60% 381	24.69% 1,237	53.66% 2,689	14.05% 704	5,011	2.74

Q18 Please rate how safe or unsafe you feel in your neighborhood:

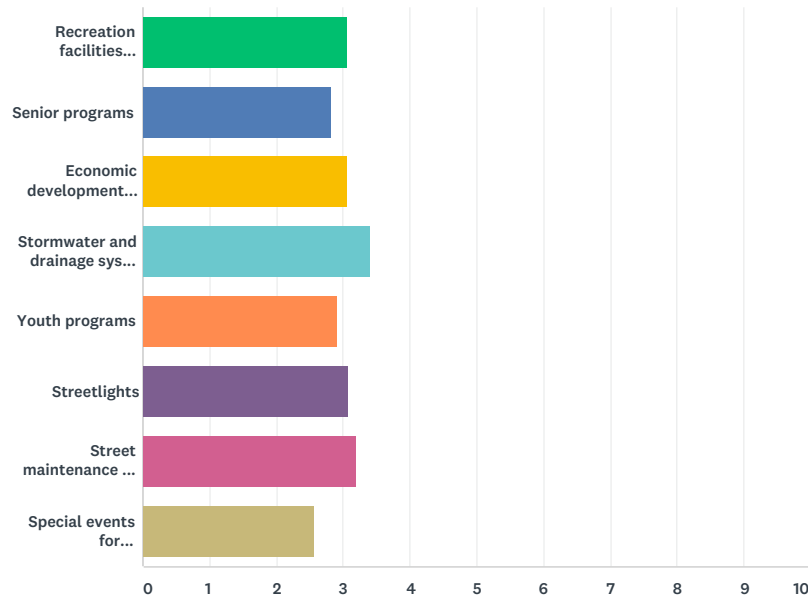
Answered: 5,099 Skipped: 449



ANSWER CHOICES	RESPONSES	
Very Unsafe	3.12%	159
Somewhat Unsafe	7.65%	390
Neither Safe nor Unsafe / Don't Know	7.47%	381
Somewhat Safe	39.36%	2,007
Very Safe	42.40%	2,162
TOTAL		5,099

Q19 How important, if at all, is it for the City to provide each of the following services?

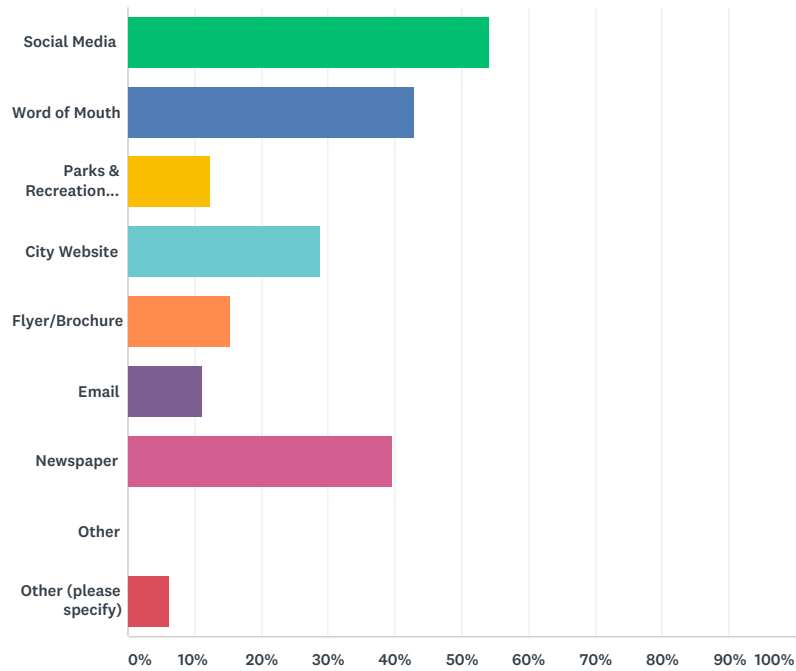
Answered: 5,036 Skipped: 512



	NOT AT ALL IMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT	ESSENTIAL	UNSURE OR DON'T KNOW	TOTAL	WEIGHTED AVERAGE
Recreation facilities including parks and trails	3.61% 180	21.11% 1,054	38.10% 1,902	36.32% 1,813	0.86% 43	4,992	3.05
Senior programs	3.89% 194	25.31% 1,263	41.41% 2,067	26.15% 1,305	3.25% 162	4,991	2.83
Economic development programs	3.11% 154	16.88% 837	40.23% 1,995	36.98% 1,834	2.80% 139	4,959	3.05
Stormwater and drainage system improvements	0.66% 33	7.99% 400	34.45% 1,725	55.34% 2,771	1.56% 78	5,007	3.41
Youth programs	3.59% 178	20.47% 1,014	43.18% 2,139	29.31% 1,452	3.45% 171	4,954	2.91
Streetlights	5.45% 272	19.03% 949	34.61% 1,726	39.86% 1,988	1.04% 52	4,987	3.07
Street maintenance & resurfacing	0.96% 48	14.62% 729	44.09% 2,199	39.33% 1,962	1.00% 50	4,988	3.20
Special events for education/entertainment/cultural enrichment	7.76% 387	36.98% 1,844	36.51% 1,821	16.62% 829	2.13% 106	4,987	2.58

Q20 How do you find out about recreation programs and special events?
(check all that apply)

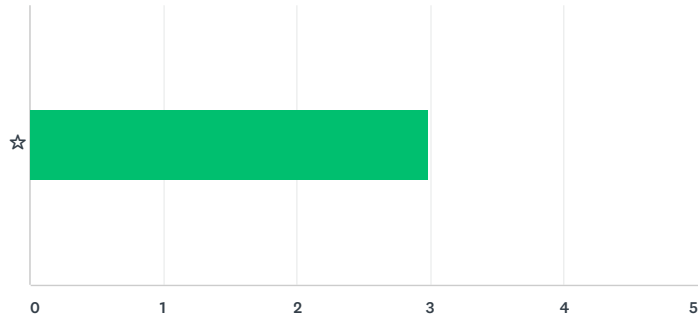
Answered: 4,981 Skipped: 567



ANSWER CHOICES	RESPONSES	
Social Media	54.29%	2,704
Word of Mouth	42.84%	2,134
Parks & Recreation Activity Guide	12.25%	610
City Website	28.95%	1,442
Flyer/Brochure	15.34%	764
Email	11.10%	553
Newspaper	39.55%	1,970
Other	0.00%	0
Other (please specify)	6.36%	317
Total Respondents: 4,981		

Q21 Please rate the quality of garbage and recycling collection in the City:

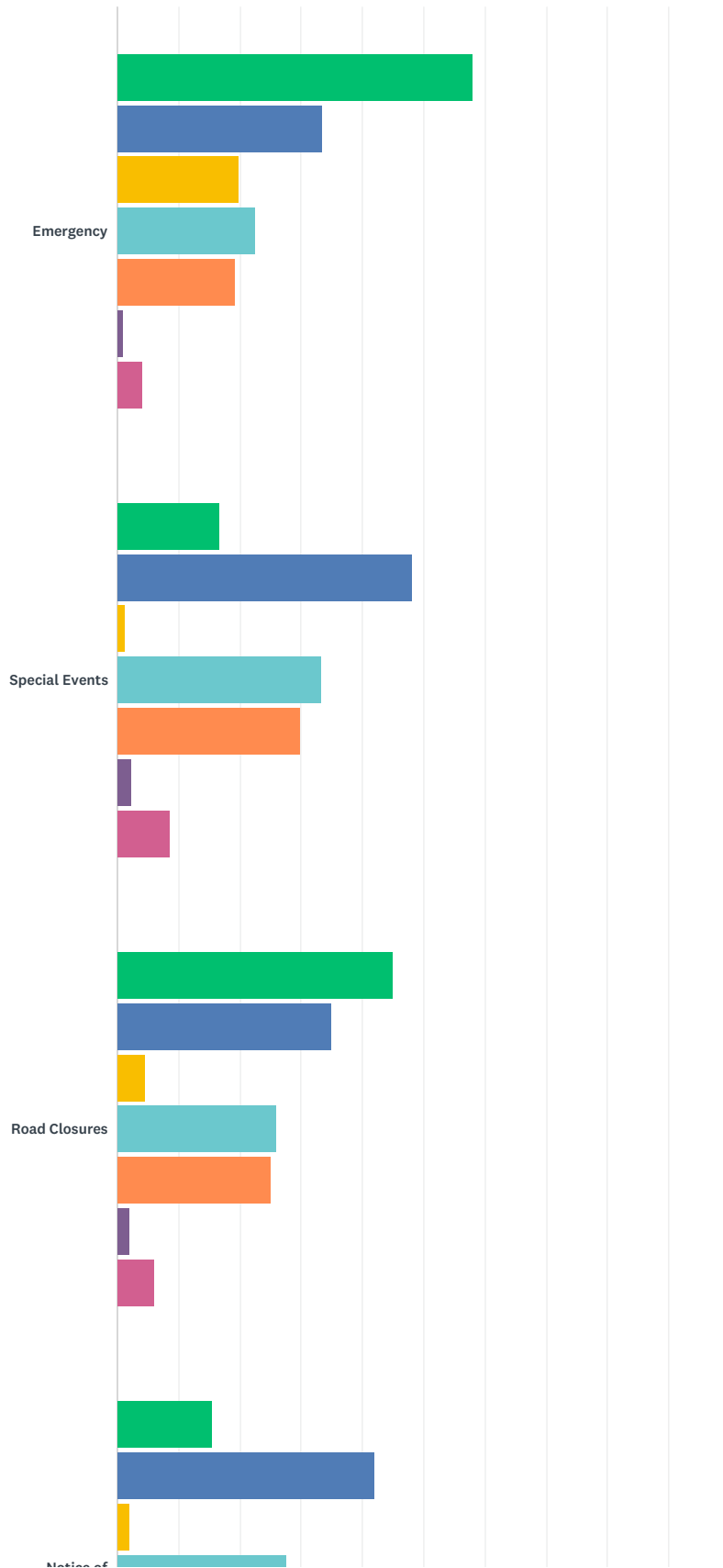
Answered: 4,999 Skipped: 549



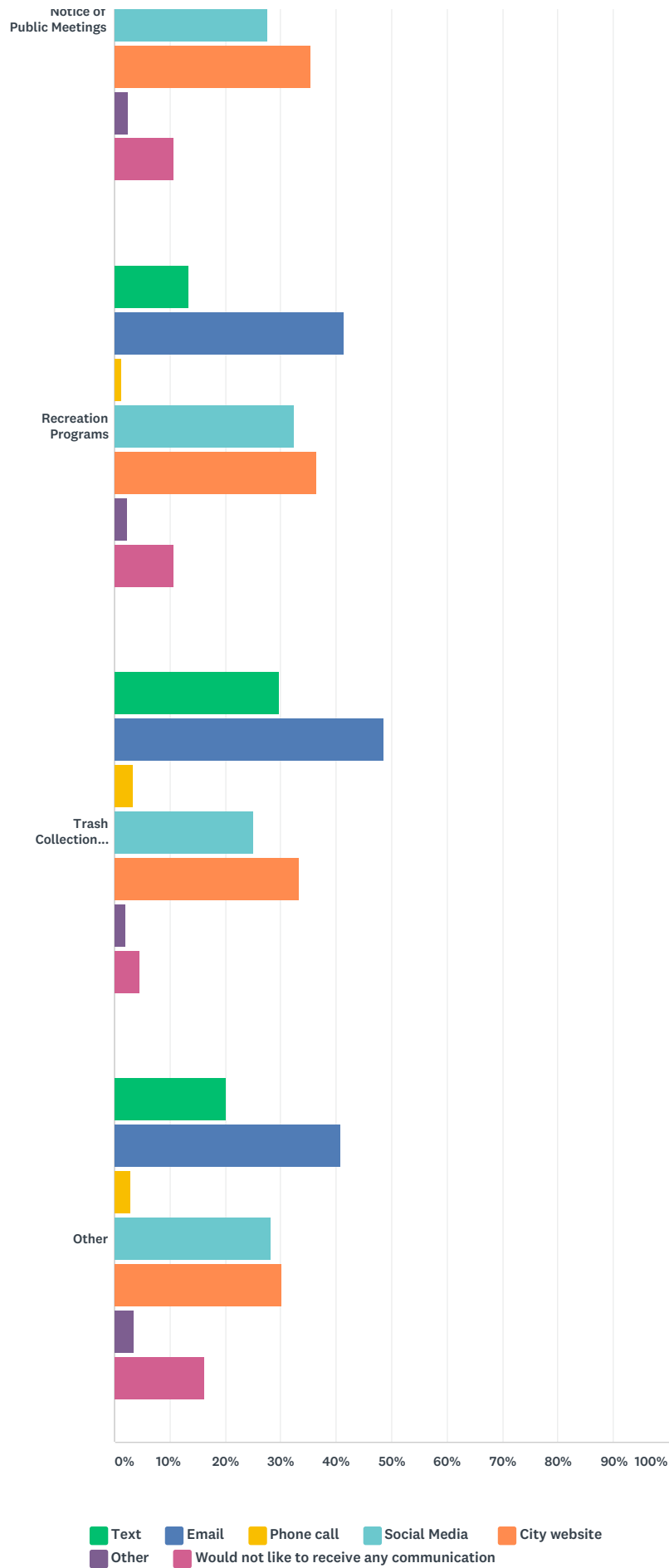
	POOR	FAIR	GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
☆	8.24% 412	16.94% 847	43.07% 2,153	31.75% 1,587	4,999	2.98

Q22 What type(s) of City of Palm Coast communication would you be interested in receiving and how would you like to receive it (if any)?

Answered: 4,994 Skipped: 554



2018-2019 Citizen's Survey

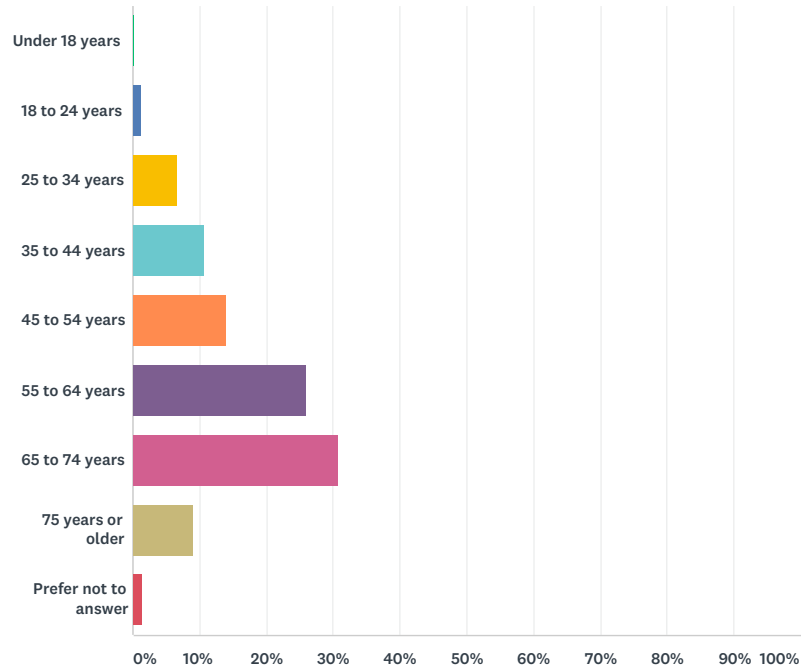


2018-2019 Citizen's Survey

	TEXT	EMAIL	PHONE CALL	SOCIAL MEDIA	CITY WEBSITE	OTHER	WOULD NOT LIKE TO RECEIVE ANY COMMUNICATION	TOTAL RESPONDENTS
Emergency	58.00% 2,854	33.53% 1,650	19.77% 973	22.50% 1,107	19.26% 948	1.10% 54	4.27% 210	4,921
Special Events	16.75% 815	48.10% 2,341	1.19% 58	33.29% 1,620	29.98% 1,459	2.22% 108	8.57% 417	4,867
Road Closures	45.06% 2,192	34.84% 1,695	4.71% 229	26.02% 1,266	25.10% 1,221	2.16% 105	6.13% 298	4,865
Notice of Public Meetings	15.51% 746	42.02% 2,021	2.04% 98	27.65% 1,330	35.45% 1,705	2.49% 120	10.58% 509	4,810
Recreation Programs	13.34% 642	41.46% 1,995	1.23% 59	32.40% 1,559	36.37% 1,750	2.33% 112	10.68% 514	4,812
Trash Collection Schedule and Updates	29.79% 1,462	48.44% 2,377	3.34% 164	25.13% 1,233	33.28% 1,633	2.16% 106	4.67% 229	4,907
Other	20.11% 420	40.74% 851	2.82% 59	28.24% 590	30.11% 629	3.59% 75	16.23% 339	2,089

Q23 In which category is your age?

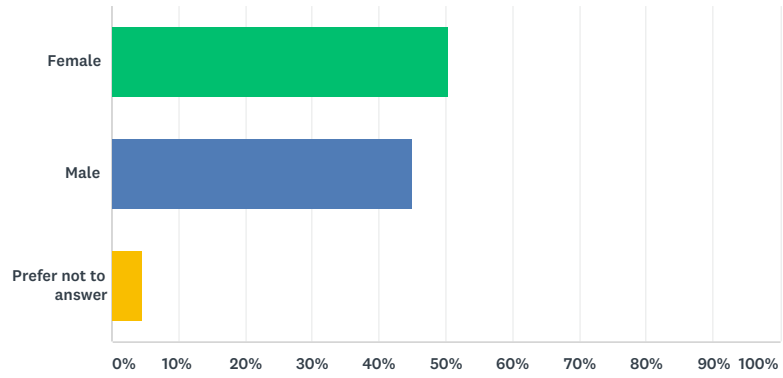
Answered: 4,954 Skipped: 594



ANSWER CHOICES	RESPONSES	
Under 18 years	0.24%	12
18 to 24 years	1.35%	67
25 to 34 years	6.68%	331
35 to 44 years	10.58%	524
45 to 54 years	13.95%	691
55 to 64 years	25.96%	1,286
65 to 74 years	30.70%	1,521
75 years or older	9.00%	446
Prefer not to answer	1.53%	76
TOTAL		4,954

Q24 What is your sex?

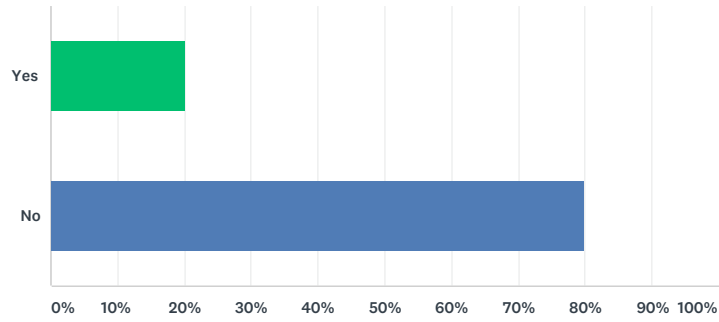
Answered: 4,923 Skipped: 625



ANSWER CHOICES	RESPONSES	
Female	50.46%	2,484
Male	45.01%	2,216
Prefer not to answer	4.53%	223
TOTAL		4,923

Q25 Do any children 17 or under live in your household?

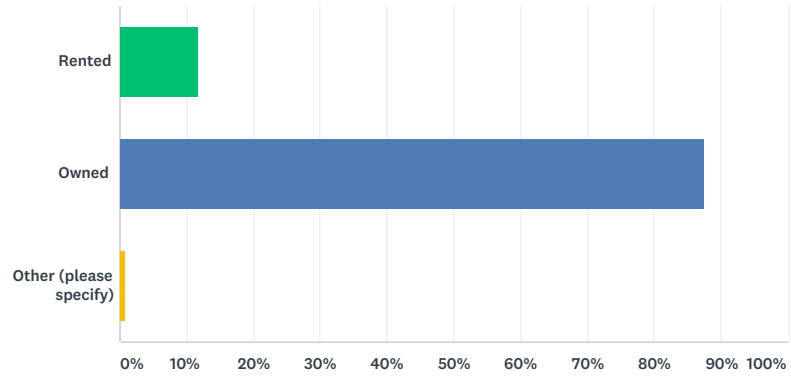
Answered: 4,915 Skipped: 633



ANSWER CHOICES	RESPONSES	
Yes	20.12%	989
No	79.88%	3,926
TOTAL		4,915

Q26 Is your residence...

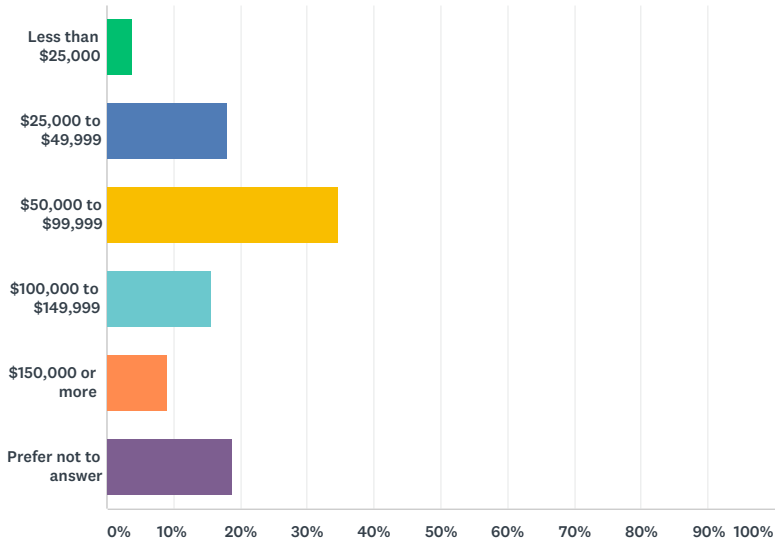
Answered: 4,946 Skipped: 602



ANSWER CHOICES	RESPONSES	
Rented	11.67%	577
Owned	87.42%	4,324
Other (please specify)	0.91%	45
TOTAL		4,946

Q27 How much do you anticipate your household's income to be before taxes for the current year? (Please include in your total income from all sources for all persons living in your household)

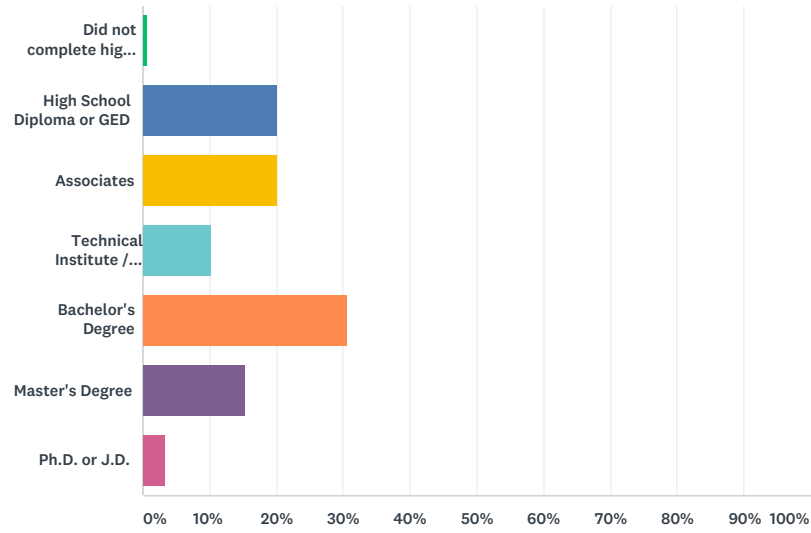
Answered: 4,897 Skipped: 651



ANSWER CHOICES	RESPONSES	
Less than \$25,000	3.84%	188
\$25,000 to \$49,999	18.01%	882
\$50,000 to \$99,999	34.72%	1,700
\$100,000 to \$149,999	15.68%	768
\$150,000 or more	9.03%	442
Prefer not to answer	18.73%	917
TOTAL		4,897

Q28 What is your highest achieved level of education?

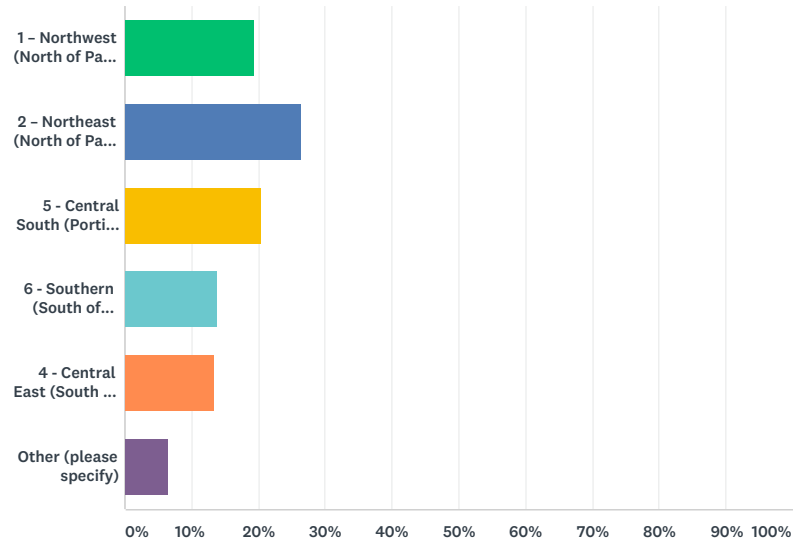
Answered: 4,886 Skipped: 662



ANSWER CHOICES	RESPONSES	
Did not complete high school, or obtain GED	0.53%	26
High School Diploma or GED	20.00%	977
Associates	20.12%	983
Technical Institute / Vocational	10.29%	503
Bachelor's Degree	30.52%	1,491
Master's Degree	15.27%	746
Ph.D. or J.D.	3.27%	160
TOTAL		4,886

Q29 What part of the City of Palm Coast do you live in? (see map above)

Answered: 4,904 Skipped: 644



ANSWER CHOICES	RESPONSES	
1 – Northwest (North of Palm Coast Parkway & West of I-95)	19.56%	809
2 – Northeast (North of Palm Coast Parkway & East of I-95)	26.26%	1,086
5 - Central South (Portion of P Section, R Section)	20.50%	848
6 - Southern (South of SR100)	13.85%	573
4 - Central East (South of Palm Coast Parkway & East of I-95)	13.39%	554
Other (please specify)	6.43%	266
TOTAL		4,136

Q30 Are there any additional comments you would like to provide?

Answered: 2,019 Skipped: 3,529