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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 Coral Springs, Florida.

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1 INTRODUCTION

The Center for Research & Public Policy (CRPP) is pleased to present the results of a 2009 Community Survey conducted among residents of the City of Coral Springs, Florida.

The survey was designed to provide resident input on customer service satisfaction, awareness and use of City services, views on public safety, taxes, communication and education.

The research study included a comprehensive telephone survey. Interviews were conducted among residents of the City of Coral Springs by phone. CRPP, working together with City of Coral Springs officials, designed the survey instrument to be used when calling City of Coral Springs residents.

This report summarizes information collected from telephone surveys conducted January 20 through February 2, 2009.

The survey instrument employed in the 2009 Community Survey included the following areas for investigation:

- Overall satisfaction with City services;
- Views on issues of concern;
- Use and rating of services, programs, and facilities by residents;
- Perceptions of business signage codes and residential codes on appearance;
- Views on public safety;
- Impressions of taxes and service value;
- Views on Coral Springs role in local education;
- Ratings of various community services;
- Awareness of the Coral Springs University Partnership;
- Use and perceptions of City communications;
- Rating Advanced Cable Communications service;
- Reasons for living in Coral Springs; 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 a crosstabulation table, a copy of the survey instruments, and the composite aggregate data.

METHODOLOGY

Using a quantitative research design, CRPP completed 1,000 interviews among residents of the City of Coral Springs.

All telephone interviews were conducted between January 20 and February 2, 2009. Residents were contacted between 5:00 p.m. and 9:00 p.m. weekdays and 10:00 a.m. and 4:00 p.m. on the weekend.

Survey input was provided by City of Coral Springs 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 disagree) are balanced evenly. And, placement of questions is carefully accomplished so that order has minimal impact. Questions printed in bold, within the survey instrument, are tracking questions from previous surveys of residents.

All population-based surveys conducted by CRPP are proportional to population contributions within States, towns, and known census tract, group blocks and blocks. This distribution ensures truly representative results without significant under or over representation of various geographic or demographic groups within a sampling frame.

CRPP utilized a “super random digit” sampling procedure, which derives a working telephone sample of both listed and unlisted telephone numbers. This method of sample selection eliminates any bias toward only listed telephone numbers. Additionally, this process allows randomization of numbers, which equalizes the probability of qualified respondents being included in the sampling frame.

Respondents qualified for the survey if they confirmed they were heads of households, at least eighteen years of age, and were current residents of the City of Coral Springs who lived within the City limits.

Training of telephone researchers and pre-test of the survey instrument occurred on January 19, 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.

Some respondents (21) completed the survey in Spanish. This group included both those who answered their phone in Spanish or accepted an offer to conduct the survey in Spanish.

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 this 2009 Community Survey. And, a high completion rate, many times indicates an interest in the topic.

Statistically, a sample of 1,000 surveys represents a margin for error of $\pm 3.0\%$ at a 95% confidence level.

In theory, a sample of City of Coral Springs residents will differ no more than $\pm 3.0\%$ than if all City of Coral Springs 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 3.0% -- 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.

Each qualified household within the City of Coral Springs 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

ON SERVICE SATISFACTION...

- Researchers read several characteristics of services provided by the City of Coral Springs and asked respondents to rate each. The highest satisfaction rating was recorded for “As a place where City Government respects religious and ethnic diversity” (95.2%). This was followed by “overall quality of City Services” (91.7%), “as a great place to live no matter who you are” (90.6%), “customer service provided by City staff” (88.7%) and “communication with residents” (86.0%).
- The top three reasons for providing a positive rating for “overall quality of City services” were as follows: “good services/decent services for amount of taxes paid” (21.8%), “no complaints/no problems/none” (17.6%) and “Great police/fire departments/quick response for emergencies/hurricanes” (7.6%).
- The two most frequently cited reasons for providing a poor rating for “overall quality of City services” were: “code enforcement issues” (13.4%) and “used to be better/City has gone down hill” (7.3%).

ON LOCAL ISSUES...

- More than one-third of all respondents (38.0%) indicated there were no issues or didn’t know of any issues they were “most concerned with on a local level.” The cumulative total of those suggesting “none” or “don’t know” is up significantly from 29.5% previously reporting the same in 2007.
- The most frequently mentioned issues of concern included: crime rate (13.2% in 2009 up from 9.3% in 2007), high taxes (4.7% in 2009 down from 10.9% in 2007) and poor education (4.7% in 2009 from 4.8% in 2007).
- Less frequently cited issues of concern included: code enforcement not doing their job/not uniform with code enforcement/lack of code enforcement (2.7%), the City is slowly deteriorating (2.7%), traffic (2.6%), quality of police and fire departments/public safety (2.2%), slow Police/police officer issues/not enough police presence (2.4%), speeding (2.0%) and an increased number of foreclosures (2.0%).
- In total, an additional 54 different concerns were named with less frequency (1% or fewer) by respondents.
- Over the past 12 months, 5.9% (8.4% in 2007) of respondents suggested they felt “more safe” in Coral Springs while 39.0% (20.6% in 2007) noted they felt “less safe” and 55.2% (70.9% in 2007) said their level of safety stayed the same.

ON CODES/REGULATIONS...

- Over three-quarters of respondents, 76.6%, reported City regulations governing size, color and number of business signs in Coral Springs should be tightened (14.7%) or should be left as is (61.9%). The remaining 23.5% felt regulations on business signage should be relaxed.
- A majority of respondents, 83.1%, suggested that regulations around maintaining the appearance of residential properties should be tightened (31.1%) or left as is (52.0%). Another 17.0% felt regulations on maintenance of residential properties should be relaxed.

ON COMMUNITY SERVICES...

- Researchers asked respondents to rate fourteen different community services or departments.
- Significantly, the positive rating for the condition of city roads moved from 58.1% in 2007 to 90.1% in 2009. This remains slightly lower than 94.4% recorded in 2005 but higher than 87.3% in 2006.
- In addition, the City received an increased rating for Building Permit Division with positive ratings recorded at 78.1% in 2009 (from 65.8% recorded in 2007).

ON SERVICE AWARENESS AND USE...

- Respondents who reported using seventeen different City services, programs or facilities were asked to rate each. The average overall positive rating across all seventeen is 91.3% in 2009. This number remains consistent with 91.0% previously recorded in 2007, 93.1% in 2006 and also 91.9% in 2005.
- The highest positive ratings were recorded for: Gymnasium, Aquatics facilities, Tennis facilities, City Hall in the Mall and Coral Springs Center for the Performing Arts.
- The lowest positive ratings, were recorded for: Slice of the Springs meetings, Senior Bus Service and City Community Bus Service. The overall positive rating for the Senior Bus Service dropped significantly from 91.6% in 2007 to 81.6% in 2009.

ON PUBLIC SAFETY...

- In 2009, 41.6% of all respondents said they know or have had contact with their neighborhood police officer. This is up from 34.3% who reported the same in 2007.
- Overall, 2009 resident respondents appear to feel slightly less safe in places such as “alone in their neighborhood after dark” (moving from 85.8% in 2007 to 81.5% in 2009) and “alone in business areas after dark” (from 77.9% in 2007 to 75.3% in 2009).

- Consistent with previous surveys, positive ratings remain high for Fire Emergency (97.5% in 2007 and 97.8% in 2009), EMS (98.6% in 2007 and 95.8% in 2009) and the Police Department (87.1% in 2007 and 87.5% in 2009).

ON TAXES...

- More than one-third (36.0%) of respondents estimated that 18.0% or less of their Property Tax bill payment goes to the City while 64.0% of respondents estimated that more than 18.0% of their Property Tax bill goes to the City.
- A growing numbers of respondents (31.4% in 2007 to 54.1% in 2009) are indicating that taxes are just right for the amount and quality of City services that they are receiving.
- A decreased number of respondents (23.4%) indicated the taxes they pay to the City of Coral Springs are too high for the quality of services received. While this number is down significantly from 41.8% previously recorded in 2007, it does remain consistent with 26.5% recorded in 2006 and also 23.4% recorded in 2005.
- Similar percentages of respondents believe “it is okay to collect the same amount of property taxes to preserve current levels of city services” (44.3%) as those who agreed “the City should reduce taxes with an associated reduction in City services” (44.7%). Remaining respondents, 11.0%, were unsure.

ON COMMUNICATIONS...

- Declining numbers of respondents said they tune into City TV Channel 25 (42.2% in 2007 to 35.8% in 2009). Of this group, 81.7% provided a positive rating for the channel. While the 2009 positive rating for City TV Channel 25 is consistent with 82.5% recorded in 2007, it is down from 89.9% recorded in 2006.
- In 2009, three-quarters of all respondents, 76.6% (up from 71.9% in 2007), mentioned they read City “Citizen” news magazine. Among this group, a significant percentage (86.0% in 2007 and 84.7% in 2009) continue to suggest they read the magazine all the time, most of the time or sometimes.
- And, more than one-third of respondents (40.7% in 2007 to 36.6% in 2009) continue to suggest they use the City’s website. Of this group, 90.1% provided a positive rating for the City’s website (consistent with 89.0% recorded in 2007).
- While most (96.4% in 2009 from 94.3% in 2007) said they understand City communications in English, another 3.5% said they do not.

ON EDUCATION AND SCHOOLS...

- A majority, 83.3% (up from 78.9% in 2007) provided positive ratings on the overall effectiveness of the City in addressing public school issues. Among those with children, this percentage was slightly lower at 78.3% (consistent with 76.2% recorded in 2007).
- When asked if they were aware of the Coral Springs University Partnership, 16.3% of respondents said they were aware while 82.9% were not.
- Among those (16.3% or 163 respondents) who reported being aware of the Coral Springs University Partnership, 93.9% were also aware that the University Partnership offers college degree programs and continuing education at night in Coral Springs.
- In addition, nearly one-third of all “aware” respondents, 31.9%, reported being either very (17.8%) or somewhat (14.1%) interested in learning more about taking college courses in Coral Springs.

ON FIREWORKS...

- While 44.7% of respondents reported there should be more enforcement, 44.7% also believed the enforcement is currently about right (44.7%). Another 5.5% said there should be less enforcement.

ON CABLE TELEVISION...

- Finally, more just over half of those surveyed (57.0% in 2007 to 51.3% in 2009), said they are currently Advanced Cable Communications customers. Readers should note this number continues to decline year after year from a high of 69.0% in 2005. Two-thirds of this group, 67.5%, provided positive ratings for overall customer service and three-quarters, 73.8%, provided positive ratings on reliability. Both these ratings are consistent with those provided in previous years (68.7% and 75.0% in 2007 respectively).

SUMMARY OF FINDINGS

Readers are reminded that the following section summarizes statistics collected from surveys among 1,000 residents of the City of Coral Springs, Florida. Where like questions (or scales) were employed, results from surveys beginning in 2004 are also presented herein. Unless presented or displayed, “don’t know” responses were removed from data reported.

OVERALL SATISFACTION

Respondents were read a list of characteristics of services provided by the City of Coral Springs and asked to rate each using a scale of one to four where four meant they were very satisfied and one meant not at all satisfied. The highest rated characteristic was “As a place where City Government respects religious and ethnic diversity” (95.2%).

The table below presents data for positive ratings of three and four.

<i>Characteristics</i>	<i>Positive Rating (3-4)</i>
As a place where City Government respects religious and ethnic diversity	95.2%
Overall quality of City services	91.7
As a great place to live no matter who you are	90.6
Customer service provided by City staff	88.7
Communication with residents	86.0
<i>Average Positive Rating</i>	<i>90.4</i>

Those who provided a positive rating (902 respondents) for “Overall quality of City services” were asked why they gave that rating. The table below presents the responses most frequently recorded.

<i>Reasons for positive rating</i>	<i>2009 (N=902)</i>
Good services/decent services for amount of taxes paid	21.8%
No complaints/no problems/none	17.6
Great police/fire departments/quick response for emergencies/hurricanes	7.6
Satisfied/meets city’s needs	6.9
Don’t know/unsure	6.7
Excellent services/activities	6.2
Great place to live	5.3
Clean city/well maintained	5.0
Very responsive	3.1
Always room for improvement	2.4

Other responses mentioned less frequently included: we have services other towns don’t, authorities are nice/polite, they do what they’re supposed to do, good communication, keep costs down, no city is perfect, very efficient, city employees are very helpful, garbage pick-up needs to be done more often, city does not discriminate, very up to date, great parks, very safe, good experience with city officials, great activities, and good reputation.

Those who provided a negative rating (82 respondents) for “Overall quality of City services” were also asked to provide the reasons for their rating. The table below presents the responses most frequently recorded.

<i>Reasons for negative rating</i>	<i>2009 (N=82)</i>
Don’t know/unsure	15.9%
Code enforcement issues	13.4
Used to be better/City has gone down hill	7.3
Always room for improvement	4.9
None	4.9
Poor trash pick up/garbage pick up needs to be done more often	4.9
No longer safe	3.7
City is falling apart	3.7
Talk a lot but don’t do a lot	3.7

Other responses mentioned less frequently included: general decline, lots of problems, not as accessible as it should be, not many services, not enough police/firemen, need more public transportation, services not helpful, lack of handicapped sidewalks, parks close too early, losing small town feel and getting permits is difficult.

LOCAL ISSUES

More than one-third (38.0%) of all respondents, in an open-ended format question, suggested there were no issues (27.5%) or did not know (10.5%) of any issues they were “most concerned with on a local level” in Coral Springs (24.1% in 2005, 27.0% in 2006 and 29.5% in 2007).

Following “none” and “don’t know,” the most frequently named issues are depicted in the following table alongside issues raised in 2009. A total of 75 different issues were cited 1,000 times by respondents.

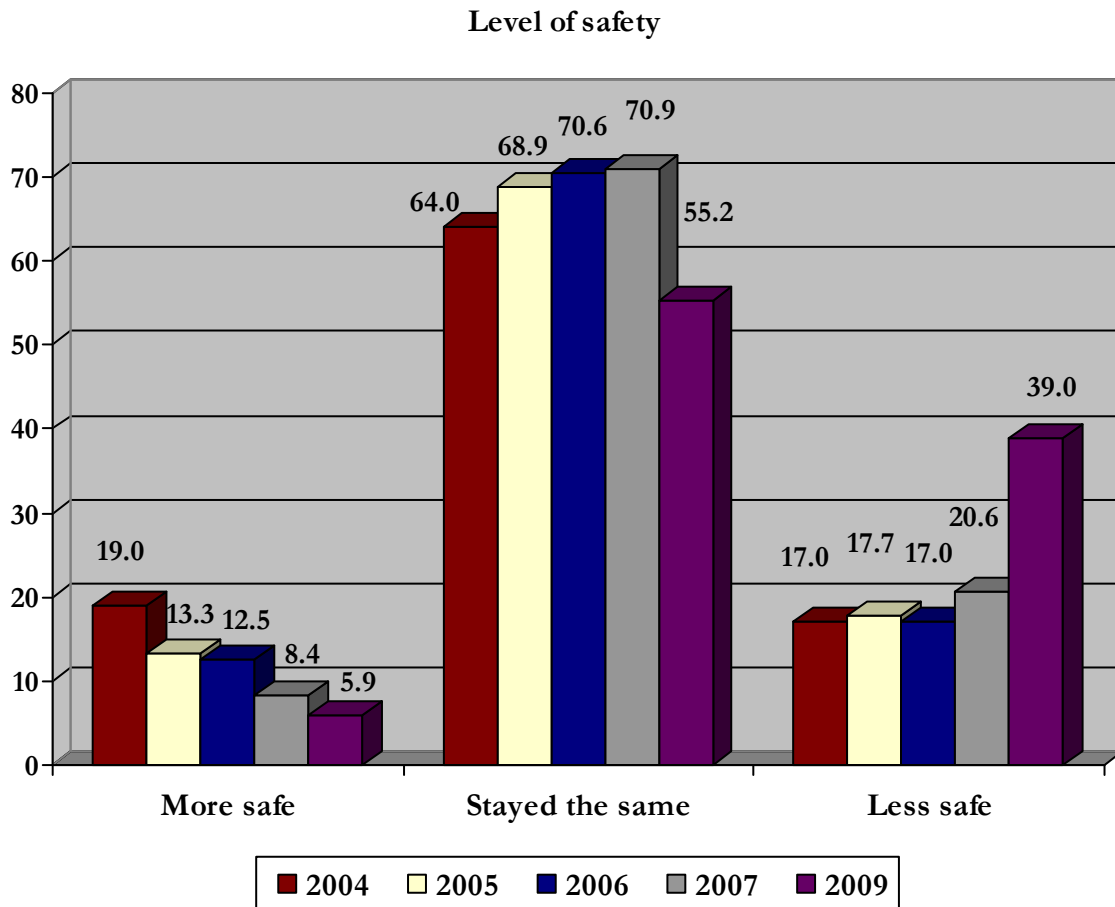
The following table depicts the most frequently cited issues of concern in 2008.

<i>Issues most concerned with...</i>	<i>2007</i>	<i>2009</i>
None/don't know	29.5%	38.0
Crime rate	9.3	13.2
High taxes	10.9	4.7
Poor education	4.8	4.7
Code enforcement not doing their job/not uniform with code enforcement/lack of code enforcement	5.4	2.7
Slowly deteriorating	---	2.7
Traffic	7.3	2.6
Quality of Police and Fire Departments/public safety	1.8	2.4
Slow Police/police officer issues/not enough police presence	1.8	2.4
Speeding	1.0	2.0
A lot of foreclosures	---	2.0
Too much code enforcement	---	1.9
Overpopulation/getting overpopulated/over development/poor zoning	3.1	1.8
Economy	---	1.7
Gang issues/drug dealers	---	1.5
Some residents not taking care of property	---	1.4
Teenage crime rising	---	1.2
Spending money they should not be	---	1.0

Other issues named by less than 1.0% of the respondents are included on pages 5-7 of the composite aggregate data located in the appendix of this report.

Over the past 12 months, 5.9% of respondents suggested they felt “more safe” in Coral Springs while 39.0% noted they felt “less safe” and 55.2% said their level of safety stayed the same.

<i>Level of safety</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2009</i>
More safe	19.0%	13.3	12.5	8.4	5.9
Stayed the same	64.0	68.9	70.6	70.9	55.2
Less safe	17.0	17.7	17.0	20.6	39.0



CODES/REGULATIONS

In a new question within the 2009 Residential Survey, respondents were asked to think about the City codes governing size, color and number of business signs in Coral Springs. Respondents were asked if regulations should be tightened, relaxed left as they currently are.

Over three-quarters of respondents, 76.6%, reported the regulations should be tightened (14.7%) or should be left as is (61.9%). The remaining 23.5% felt regulations on business signage should be relaxed.

<i>Business sign regulations</i>	<i>2009</i>
Regulations on business signage should be tightened	14.7%
Regulations on business signage should be relaxed	23.5
The current regulations appear to be about right and should be left as is	61.9

Also new in the 2009 Residential Survey, respondents were asked if regulations around maintaining the appearance of residential properties should be tightened, relaxed or kept as they currently are.

A majority of respondents, 83.1%, suggested that regulations should be tightened (31.1%) or left as is (52.0%). Another 17.0% felt regulations on maintenance of residential properties should be relaxed.

<i>Regulations on property appearance</i>	<i>2009</i>
Regulations on maintenance of residential properties should be tightened	31.1%
Regulations on maintenance of residential properties should be relaxed	17.0
The current regulations appear to be about right and should be left as is.	52.0

COMMUNITY SERVICES

Resident respondents were asked to rate fourteen different community services or departments using a scale of one to four where four was very good and one was very poor. The following table presents the results collected for the cumulative totals for ratings of three and four. Results for 2004, 2005, 2006 and 2007 are also presented.

<i>Community Services</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2009</i>
Public Works	94.0%	93.3	92.7	92.1	92.8
Fire Department	--	98.0	97.3	97.4	98.3
Emergency Medical Services (EMS)	--	94.9	97.0	97.4	97.8
Police Department	93.0	92.0	92.0	91.1	92.9
Parks and Recreation Facilities	94.0	97.6	95.2	---	---
Parks and Recreation Programs	92.0	94.8	95.3	---	93.6
*The range of activities at parks and recreation facilities	---	---	---	92.8	93.5
Appearance/maintenance of parks and recreation facilities	---	---	---	92.9	96.2
Parks and recreation programs and services	---	---	---	95.5	---
City sponsored cultural and arts events	--	92.7	93.3	92.8	93.4
Building Permit Division	--	65.7	76.6	65.8	78.1
Occupational License Section	--	80.9	87.3	79.8	84.9
Condition of city roads	--	94.4	87.3	58.1	90.1
Code Enforcement Division	74.0	68.8	76.8	73.0	74.7
Overall satisfaction with parks and recreation	---	---	---	---	95.3
City efforts at maintaining newer neighborhoods	81.0	90.1	90.7	89.5	---
City efforts at maintaining older neighborhoods	58.0	69.0	81.1	77.8	---
City efforts at maintaining the quality of your neighborhoods	---	---	---	---	85.2

*Note wording change in 2009 survey

SERVICE USE AND AWARENESS

Respondents were asked if they used any of seventeen different City services, programs and facilities. If they used a program, respondents were asked to rate the program.

Respondents were asked to rate the service using a scale of one to four where four was very good and one was very poor. The cumulative totals for positive ratings of three and four are presented.

<i>Services/Programs/Facilities</i>	<i>2007 Use</i>	<i>2007 Positive Rating (3-4)</i>	<i>2009 Use</i>	<i>2009 Positive Rating (3-4)</i>
Coral Springs Gymnasium	25.3%	96.0	34.1	98.2
Coral Springs Aquatics Facilities	34.1	96.2	43.7	98.1
Tennis facilities	22.2	95.9	31.4	98.1
City Hall in the Mall	52.1	94.2	60.7	96.3
Coral Springs Center for the Performing Arts	55.5	95.3	68.8	96.2
Summer camp programs	21.1	91.5	19.9	94.9
Recreation Department Classes	20.3	90.5	18.2	94.0
Coral Springs Museum of Art	39.1	93.3	49.2	93.7
Customer Service of Parks & Recreation Staff	36.4	91.5	32.4	93.1
City Hall Reception/Information Desk	33.4	92.8	37.7	92.5
The Help Desk on the website: CoralSprings.org	---	---	25.6	89.5
City Senior Center	11.7	87.9	11.3	88.3
Police Department Records Request	22.1	90.1	25.5	88.0
City Clerk's Records Request	15.0	90.0	18.3	87.3
"Slice of the Springs" meetings	21.9	86.4	18.9	82.3
Senior bus service	9.5	91.6	6.8	80.6
Community bus service	13.9	88.4	15.3	80.3
The Teen Center	9.1	75.3	---	---

The table below shows comparison data from 2005, 2006, 2007 and 2009 for use of the following Coral Springs services, programs and facilities.

<i>Services/Programs/Facilities</i>	<i>2005 Use</i>	<i>2006 Use</i>	<i>2007 Use</i>	<i>2009 Use</i>
“Slice of the Springs” meetings	15.6%	13.6	21.9	18.9
City Hall in the Mall	48.8	44.3	52.1	60.7
Customer Service of Parks & Recreation Staff	43.9	27.9	36.4	32.4
Summer camp programs	22.5	13.8	21.1	19.9
Recreation Department Classes	19.5	15.0	20.3	18.2
The Teen Center	10.0	7.5	9.1	---
City Senior Center	7.8	8.6	11.7	11.3
Coral Springs Gymnasium	29.2	28.2	25.3	34.1
Coral Springs Aquatics Facilities	44.1	35.0	34.1	43.7
Tennis facilities	24.7	23.4	22.2	31.4
Community bus service	11.9	15.8	13.9	15.3
Senior bus service	4.9	5.0	9.5	6.8
City Clerk’s Records Request	16.2	10.0	15.0	18.3
Police Department Records Request	18.6	11.0	22.1	25.5
City Hall Reception/Information Desk	26.8	18.6	33.4	37.7
Coral Springs Center for the Performing Arts	69.5	54.8	55.5	68.8
Coral Springs Museum of Art	44.8	37.2	39.1	49.2
The Help Desk on the website: CoralSprings.org	---	---	---	25.6

The table below shows comparison data from 2005, 2006, 2007 and 2009 for positive ratings of the following Coral Springs services, programs and facilities.

<i>Services/Programs/Facilities</i>	<i>2005 Positive Rating (3-4)</i>	<i>2006 Positive Rating (3-4)</i>	<i>2007 Positive Rating (3-4)</i>	<i>2009 Positive Rating (3-4)</i>
"Slice of the Springs" meetings	80.3%	85.1	86.4	82.3
City Hall in the Mall	95.1	97.7	94.2	96.3
Customer Service of Parks & Recreation Staff	93.3	94.6	91.5	93.1
Summer camp programs	89.8	89.1	91.5	94.9
Recreation Department Classes	94.4	99.3	90.5	94.0
The Teen Center	86.0	88.1	75.3	---
City Senior Center	97.4	89.3	87.9	88.3
Coral Springs Gymnasium	99.0	94.5	96.0	98.2
Coral Springs Aquatics Facilities	98.6	97.1	96.2	98.1
Tennis facilities	94.7	99.6	95.9	98.1
Community bus service	85.7	87.1	88.4	80.3
Senior bus service	85.7	93.6	91.6	80.6
City Clerk's Records Request	88.2	94.6	90.0	87.3
Police Department Records Request	90.1	86.1	90.1	88.0
City Hall Reception/Information Desk	94.7	93.9	92.8	92.5
Coral Springs Center for the Performing Arts	95.7	98.9	95.3	96.2
Coral Springs Museum of Art	93.6	97.3	93.3	93.7
The Help Desk on the website: CoralSprings.org	---	---	---	89.5
Average	91.9	93.3	91.0	91.3

PUBLIC SAFETY

In 2009, 41.6% of all respondents said they know or have had contact with their neighborhood police officer (28.0%, 36.1%, 35.6%, 34.3% in 2004, 2005, 2006 and 2007 respectively).

Respondents were asked, based on all they know or have heard, to rate the Coral Springs Police Department on treating people respectfully. They were asked to use a scale of one to four where four meant very good and one meant very poor.

A large majority of respondents, 92.0%, provided ratings of three or four.

Residents were asked to rate how safe they felt at various locations and at various times of day within Coral Springs. A scale of one to four was used where four was very safe and one was not at all safe. The following table presents the cumulative totals for three and four.

<i>Locations/Times of Day</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2009</i>
Alone in your neighborhood during the day	95.0%	98.4	96.9	95.9	95.7
Alone in business areas during the day	92.0	95.8	95.6	93.9	94.3
Alone in your neighborhood in general	95.0	96.0	95.2	93.5	92.6
City park or recreation facility	---	---	---	93.0	95.0
Alone in your neighborhood after dark	74.0	88.6	88.2	85.8	81.5
Alone in business areas after dark	75.0	80.2	81.2	77.9	75.3
City park or recreation facility during the day	93.0	98.7	96.7	---	---
City park or recreation facility after dark	64.0	73.9	78.5	---	---

Researchers asked respondents if they have used Fire Emergency Response and EMS over the past twelve months. And, if they had, to rate the services using a scale of one to four where four was very good and one was very poor. Use and the cumulative totals for positive ratings of three and four are presented in the following table.

<i>Service</i>	<i>2005 Use</i>	<i>2005 Positive Rating</i>	<i>2006 Use</i>	<i>2006 Positive Rating</i>	<i>2007 Use</i>	<i>2007 Positive Rating</i>	<i>2009 Use</i>	<i>2009 Positive Rating</i>
Fire Emergency Response	7.9%	97.5	8.2	93.9	11.8	97.5	9.4	97.8
EMS	13.4	94.0	15.0	95.3	20.9	98.6	21.3	95.8
Police Emergency	---	---	---	---	16.4	87.1	17.6	87.5

TAXES

In a new question in the 2009 survey, respondents were asked to estimate the percentage of their Property Tax bill that goes to the City of Coral Springs. Most respondents (69.2%) reported being unsure. The remaining respondents estimated 24.30%. This is somewhat higher than the 18.0% the City does collect.

When “don’t know” responses are removed more than one-third (36.0%) of respondents estimated that 18.0% or less of their Property Tax bill payment goes to the City while 64.0% of respondents estimated that more than 18.0% of their bill goes to the City.

<i>Estimate</i>	<i>2009 With Don't know responses (N=1,000)</i>	<i>2009 Without Don't know responses (N=308)</i>
18% or less of Property Tax bill payment goes to City	11.2%	36.0%
More than 18% of Property tax bill payment goes to City	19.6	64.0
Don't know/unsure	69.2	---

Residents were asked which of four statements regarding taxes best described how they felt about the taxes paid to the City of Coral Springs.

The following table summarizes results as collected.

<i>Tax Statements</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2009</i>
Taxes are too high for the quality of City services that I am receiving	32.0%	23.4	26.5	41.8	23.4
Taxes are high, but the City is Providing more services at a higher quality than I expect	25.0	29.9	38.2	24.0	19.7
Taxes are just right for the amount and quality of City services that I am receiving	42.0	46.4	34.2	31.4	53.7
Taxes are too low for the amount and quality of City services that I am receiving	2.0	0.3	1.1	2.8	3.2
<i>Total: Acceptable Level (bottom three boxes)</i>	<i>69.0</i>	<i>76.6</i>	<i>73.5</i>	<i>58.2</i>	<i>76.6</i>

Also new to the 2009 survey, researchers read the following: *“Recent property tax reform legislation allows the City to collect the same amount of property taxes next year as it did this year, despite decreasing property values. Do you think it is okay to collect the same amount of property taxes to preserve current levels of city services or the City should reduce taxes with an associated reduction in City services?”*

Similar numbers of respondents believe it is okay to collect the same amount of property taxes to preserve current levels of city services (44.3%) as those who reported the City should reduce taxes with an associated reduction in City services (44.7%). Remaining respondents, 11.0%, were unsure.

The following table summarizes the results as collected.

<i>Statement</i>	<i>2009</i>
It is okay to collect the same amount of property taxes to preserve current levels of city services	44.3%
The City should reduce taxes with an associated reduction in City services.	44.7
Don't know/unsure	11.0

COMMUNICATIONS

All respondents were asked if they used five different City communication vehicles. Respondents using each were asked to rate the communication service using a scale of one to four where four was very satisfied and one was not at all satisfied.

The following table presents the results as collected.

<i>Communication Service</i>	<i>Use 2005</i>	<i>Rating 2005</i>	<i>Use 2006</i>	<i>Rating 2006</i>	<i>Use 2007</i>	<i>Rating 2007</i>	<i>Use 2009</i>	<i>Rating 2009</i>
City "Citizen" news magazine	77.7%	93.7	59.6	91.9	71.9	91.4	76.6	90.3
City TV Channel 25's show: "In the Loop"	20.8	83.8	29.9	91.1	14.6	79.6	11.9	81.7
City TV Channel 25	45.5	89.3	60.1	89.9	42.2	82.5	35.8	81.7
City's website CoralSprings.org	47.7	92.7	44.8	89.9	40.7	89.0	36.6	90.1
City TV Channel 25 City Commission Meetings	--	---	46.2	88.9	28.1	79.9	25.7	79.1

A large majority of respondents, 84.7%, (86.0% in 2007) indicated they read Coral Spring's magazine all the time (41.6%), most of the time (24.5%), or sometimes (18.6%). Some suggested seldom (4.0%) or never (9.8%). A few were unsure (1.5%).

All respondents, in a question added to the survey in 2007, were asked to report which local publications they read. The following table presents the results as collected. Multiple responses were accepted.

<i>Publication Read</i>	<i>2007</i>	<i>2009</i>
Coral Springs Forum	54.7%	54.4
The Sun-Sentinel	46.3	49.9
Our Town News	18.9	15.2
Parklander	10.3	11.1
None	---	9.8
The Miami Herald	6.8	6.3
Coral Springs and Parkland Neighborhood	9.9	5.3
Spectator Magazine	3.6	2.9
Neighborhood News	---	2.9
Parkland Life	9.1	2.5
Don't know/unsure	---	1.5
Coral Kidz Family Magazine	1.0	0.5
South Florida City Link	---	0.4
Other	---	0.4
El Sentinel	0.6	0.2
South Florida Parenting	0.3	0.1
CitySmart Magazine	7.3	---
El Paracaidista	0.1	---
New Times	1.4	---
South Florida Teen Link	0.4	---
The Broward Times	0.7	---
Today's Parents	0.1	---
En USA	---	---

While most (96.4%) said they understand City communications in English, another 3.5% said they did not and 0.1% were unsure.

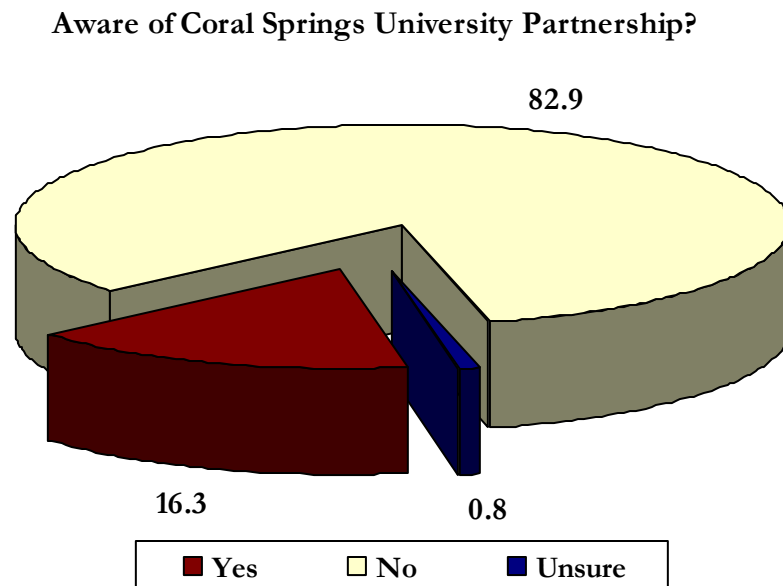
EDUCATION/SCHOOLS

All respondents were asked how they would rate the overall effectiveness of the City's efforts to address public school issues using a scale of one to four where four is very satisfied and one is not at all satisfied. The following table presents the results for cumulative positive ratings of three and four.

<i>Overall Satisfaction</i>	<i>2005</i>	<i>2005 w/Child</i>	<i>2006</i>	<i>2006 w/Child</i>	<i>2007</i>	<i>2007 w/Child</i>	<i>2009</i>	<i>2009 w/Child</i>
Positive Rating:	75.0%	74.3	80.4	77.4	78.9	76.2	83.3	78.3

New in the 2009, respondents were asked three questions pertaining to the Coral Springs University Partnership.

When asked if they were aware of the Coral Springs University Partnership, 16.3% of respondents said they were aware while 82.9% were not.

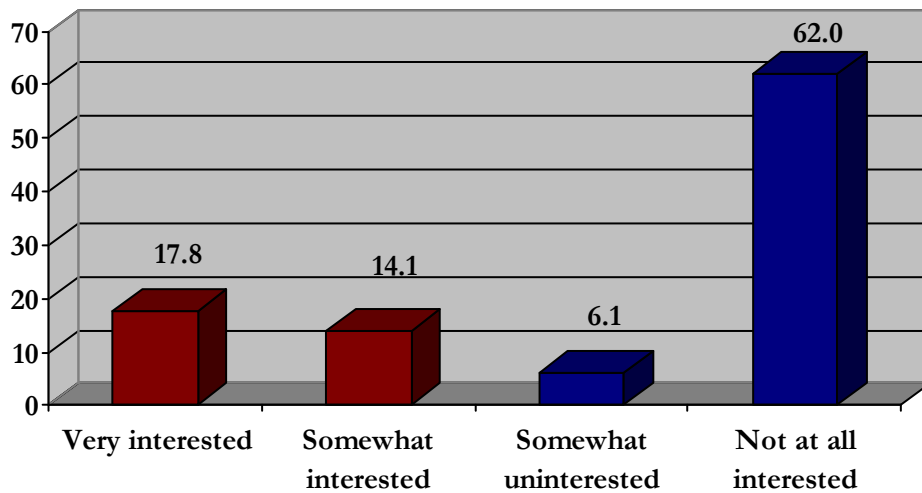


Of those (16.3% or 163 respondents) who reported being aware of the Coral Springs University Partnership, 93.9% were also aware that the University Partnership offers college degree programs and continuing education at night in Coral Springs. Another 5.5% were unaware of these offerings.

<i>Aware that college degree programs and continuing education offered at night in Coral Springs?</i>	<i>2009</i>
Yes	93.9%
No	5.5
Don't know/unsure	0.6

Those (16.3% or 163 respondents) who reported being aware of the Coral Springs University Partnership, were asked if they would be interested in learning more about taking college courses in Coral Springs. Nearly one-third of respondents, 31.9%, reported being very (17.8%) or somewhat (14.1%) interested while another 68.1% were somewhat uninterested (6.1%) or not at all interested (62.0%).

Interested in learning more about taking college courses in Coral Springs?



FIREWORKS

New in the 2009 Residential Survey, respondents were asked to think about the use of fireworks in Coral Springs and based on all they know or have heard, if they would say the City needs more enforcement, less enforcement or if the current enforcement of regulations regarding the use of fireworks is about right.

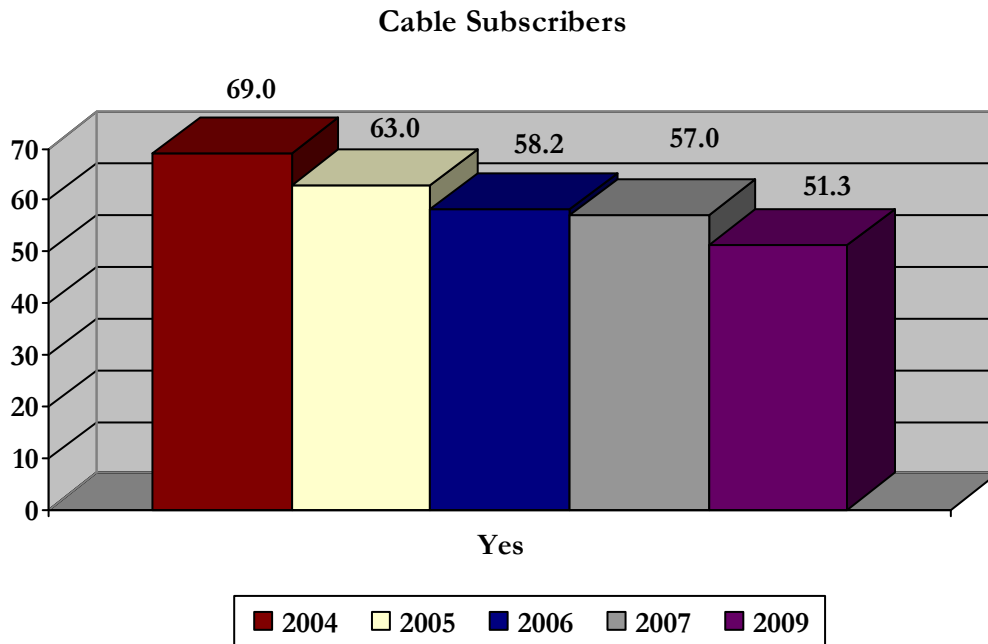
While 44.7% of respondents reported there should be more enforcement, 44.7% also believed the enforcement is currently about right (44.7%). Another 5.5% said there should be less enforcement.

The table below presents the results as collected.

<i>Enforcement of fireworks regulations</i>	<i>2009</i>
More enforcement	44.7%
Less enforcement	5.5
Enforcement is currently about right	44.7
Don't know/unsure	5.1

CABLE

Over half of all respondents, 51.3%, said they are currently an Advanced Cable Communications customer (69.0%, 63.0%, 58.2%, 57.0% in 2004, 2005, 2006 and 2007 respectively).



Respondents who reported being an Advanced Cable Communications customer (51.3% or 513 respondents) were asked to rate two cable company characteristics on a scale of one to four where one meant very poor and four meant very good.

More than two-thirds, 67.5%, provided a positive rating of three or four for overall customer service, and slightly less than three-quarters of respondents, 73.8%, provided a positive rating for the firm’s reliability.

<i>Cable Company Characteristics</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2009</i>
Overall customer service	68.4%	66.8	68.7	67.5
Reliability	72.3	74.2	75.0	73.8

DEMOGRAPHICS

<i>Victim of a crime</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2009</i>
Yes	9.5%	9.9	7.7	9.3
No	90.0	90.1	91.3	90.0
Don't know	0.3	--	1.0	0.7

<i>Currently own or rent</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2009</i>
Own	71.6%	69.8	73.0	77.3
Rent	27.8	29.9	27.0	22.4
Don't know	0.6	0.3	--	0.3

<i>Years in Coral Springs</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2009</i>
Average years	12.38	10.00	18.99	18.43

<i>For school age children, what type of school</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2009</i>
Public school	85.9%	78.4	72.8	18.7
Charter school	5.7	4.3	12.1	1.7
Private/Parochial school	8.4	15.6	13.3	4.8
Home school	--	--	1.9	0.8
No children	---	---	---	74.0

<i>Age</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2009</i>
18 to 25	4.9%	3.7	4.6	1.1
26 to 35	12.1	11.9	6.4	3.8
36 to 45	21.4	21.8	16.0	12.2
46 to 55	30.0	28.3	25.0	25.0
56 to 65	16.9	18.4	20.0	28.5
66 to 75	9.1	8.2	11.8	14.6
76 or older	2.9	5.4	9.4	9.7
Refused	2.8	2.4	6.9	5.1

<i>Education</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2009</i>
8 th grade or less	0.4%	--	--	0.2
Some high school	3.2	2.1	1.3	1.8
High school graduate	23.7	15.3	15.4	15.8
Some technical school	1.3	1.9	0.6	0.7
Technical school graduate	0.6	1.6	1.9	1.2
Some college	24.5	20.1	16.2	21.6
College graduate	29.4	42.2	39.3	35.8
Post graduate	14.9	16.1	20.0	17.5
Refused	14.9	0.8	5.3	5.4

<i>Hispanic, Latin American, Puerto Rican, Cuban or Mexican</i>	<i>2007</i>	<i>2009</i>
Yes	8.9%	8.0
No	90.5	91.3

<i>Ethnicity</i>	<i>2007</i>	<i>2009</i>
White	89.4%	87.0
Black, African-American	7.0	9.5
Asian, Pacific Islander	2.6	1.2
Aleutian, Eskimo or American Indian	0.2	0.4
Other	---	0.7
Native Hawaiian	---	0.2
Two or more races	---	1.0
Refused	0.5	---
Don't know/unsure	---	0.1

<i>Where you live...</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2009</i>
North side	17.9%	15.4	14.0	20.2
Center West	15.4	12.8	14.7	18.8
Southwest	15.1	16.8	23.0	20.8
Northeast	13.9	19.8	18.4	16.4
Town Center	20.9	17.7	12.9	11.8
Southeast	16.3	17.6	17.0	12.0
Refused	0.4	--	--	---

<i>Single parent</i>	<i>2009</i>
Yes	9.5%
No	89.5
Don't know/unsure	1.0

<i>Interested in attending events for single parents?</i>	<i>2009 (N=97)</i>
Yes	22.7%
No	77.3

<i>Gender</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2009</i>
Male	49.7%	47.9	45.9	44.1
Female	50.3	52.1	54.1	55.9

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.