

# **Gulf Breeze, FL**

## **The National Community Survey**

Report of Results

2021

## About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Gulf Breeze. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 528 residents of the City of Gulf Breeze collected from December 11, 2020 to January 17, 2021. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2020 survey was 21%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Gulf Breeze.

### How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” etc.). On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Gulf Breeze’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Gulf Breeze residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Gulf Breeze’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Gulf Breeze’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2021 ratings compare to other communities’ ratings from the past five years.



## Methods

### Selecting survey recipients

All households within the City of Gulf Breeze were eligible to participate in the survey. A list of all households within the zip codes serving Gulf Breeze was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Gulf Breeze households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of Gulf Breeze boundaries were removed from the list of potential households to survey. Each address within the City's boundaries was further identified as being within one of three geographic areas of the community to provide comparisons of responses: east of Highway 98, west of Highway 98 and coastal/waterfront properties west of Highway 98.

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

### Conducting the survey

All 2,654 households in the City limits received the mailing on December 11, 2020 inviting each household to participate in the survey online. It included a web link and instructed residents to respond to the survey online. The survey remained open for five weeks. The City conducted extensive survey outreach activities through social media, utility billing information, newspaper articles, and similar.

About 4% of the mailed invitations were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,546 households that received the invitations to participate, 528 completed the survey, providing an overall response rate of 21%. The response rates was calculated using AAPOR's response rate #2\* for mailed surveys of unnamed persons.

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The margin of error for the City of Gulf Breeze survey is no greater than plus or minus 4 percentage points around any given percent reported for all respondents (528 completed surveys).

### Analyzing the data

The demographics of the survey respondents were compared to those found in the 2010 Census and 2017 American Community Survey estimates for adults in the City of Gulf Breeze. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, and housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.\* The results of the weighting scheme are presented in the following table.

		Unweighted	Weighted	Target*
Age	18-34	4%	15%	20%
	35-54	34%	33%	31%
	55+	62%	52%	49%
Area	Coastal	17%	15%	15%
	East	16%	18%	17%
	West	67%	68%	68%
Hispanic origin	Not Spanish, Hispanic or Latino	97%	97%	97%
	Spanish, Hispanic or Latino	3%	3%	3%
Housing tenure	Own	94%	78%	77%
	Rent	6%	22%	23%
Housing type	Attached	9%	13%	14%
	Detached	91%	87%	86%

Race & Hispanic origin	Not white alone	11%	4%	4%
	White alone, not Hispanic or Latino	89%	96%	96%
Sex	Female	56%	53%	50%
	Male	44%	47%	50%
Sex/age	Female 18-34	3%	7%	6%
	Female 35-54	22%	17%	16%
	Female 55+	31%	29%	27%
	Male 18-34	2%	9%	13%
	Male 35-54	12%	16%	15%
	Male 55+	30%	23%	22%

National Research Center aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups. When there is an insufficient number of respondents within a category for those subgroups to be able to make meaningful comparisons (generally, less than 50), that subgroup has been excluded from the analysis.

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau.

### Additional Context

The City of Gulf Breeze 2020 survey was administered during the COVID-19 pandemic and shortly after the City was substantially impacted by Hurricane Sally including a six-month closure of the Three Mile Bridge resulting in major traffic jams, increased commute time, and significant economic impact to Gulf Breeze businesses.

### Contact

The City of Gulf Breeze funded this research. Please contact Sheila Fitzgerald of the City of Gulf Breeze at [sfitzgerald@gulfbreezeal.gov](mailto:sfitzgerald@gulfbreezeal.gov) if you have any questions about the survey.

### Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-validity>

\* See AAPOR's Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

\* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

\* Targets come from the 2010 Census and 2017 American Community Survey

## Highlights

### **Gulf Breeze residents praise the City as a place to live as well as its natural environment and outdoor amenities.**

Gulf Breeze as a place to live and the overall quality of life in Gulf Breeze (both 97% excellent or good) were rated higher than national averages. The majority of respondents also were pleased with Gulf Breeze as a place to raise children and felt safe in the city, ratings that were higher than the nation. Almost all respondents said they would recommend living in Gulf Breeze to someone who asked and plan to remain in the city for the next five years; both these assessments exceeded the national averages.

About 9 in 10 City residents awarded high scores to the overall quality of the natural environment, air quality, water resources, cleanliness of Gulf Breeze, City parks, and recreational opportunities, which surpassed scores given elsewhere nationwide. When asked how well the City was doing in its strategic goal of environmental sustainability, residents awarded the City a score of 82% excellent or good. Gulf Breeze respondents were more likely than those who lived in other communities to rate the overall quality of the natural environment in the community as essential or very important to focus on in the coming two years.

### **City design and layout is an area of importance to residents.**

Gulf Breeze residents prioritized the overall City design and layout in the coming two years (83% essential or very important rating), a rating that was higher than those reported elsewhere across the country. Nine in 10 respondents were pleased with their neighborhoods as a place to live and 8 in 10 appreciated the overall appearance of the City.

The City asked how it was doing on its strategic goal of great neighborhoods for families and retirees and received a score of 93% excellent or good. When asked about development in the City, 53% reported that they are against growth within the City but in favor of redeveloping under-utilized commercial properties, while 36% supported new developments within the City.

### **Residents applaud the City's emergency preparedness efforts and desire continued focus on utility infrastructure.**

Residents gave high marks to the City's emergency preparedness efforts, awarding 86% good or excellent in this area, a rating that was higher than the national average. However, about 7 in 10 residents felt safe from fire, flood or other natural disasters, which was lower than the national benchmark. Concerns about safety could be due, in part, to recent weather events.

While most ratings for utility services were average compared to national benchmarks, Gulf Breeze residents indicated a stronger desire than their national peers for a continued focus on the overall quality of the utility infrastructure in the city (water sewer, storm water, electric and gas) in the coming two years; 91% rated it as essential or very important. When asked how well the City is doing at accomplishing its strategic goal of investing and upgrading infrastructure (facilities, park, utilities, etc.), 7 in 10 residents reported excellent or good.

### **Residents value the economy.**

Nine in 10 residents indicated that the overall economic health of Gulf Breeze should be a focus for the coming two years, on par with national averages. While many aspects of the economy were rated similarly as those across the country (e.g., overall economic health, cost of living, residents' personal economic outlook), employment opportunities were below national averages, which may be seen partially through the lens of challenges due to the pandemic.

When asked about the City's strategic goal of improving the local economy (fostering small business and infill redevelopment), residents awarded a score of 57% excellent or good, indicating more attention could be given to this area of the economy. Gulf Breeze entered this period of economic uncertainty with a strong economic foundation and, overall, positive resident perception was on par with peers nationwide.

## Facets of livability

Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

**Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.**  
(% excellent or good)

		vs. benchmark*
Overall design or layout of Gulf Breeze's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	76%	Similar
Overall economic health of Gulf Breeze	76%	Similar
Overall feeling of safety in Gulf Breeze	97%	Higher
Overall health and wellness opportunities in Gulf Breeze	90%	Higher
Overall opportunities for education, culture and the arts	66%	Similar
Overall quality of natural environment in Gulf Breeze	96%	Higher
Overall quality of parks and recreation opportunities	96%	Higher
Overall quality of the transportation system (auto, bicycle, foot, bus) in Gulf Breeze	63%	Similar
Overall quality of the utility infrastructure in Gulf Breeze (water, sewer, storm water, electric/gas)	63%	Similar
Residents' connection and engagement with their community	83%	Higher

**Please rate how important, if at all, you think it is for the Gulf Breeze community to focus on each of the following in the coming two years.**

(% essential or very important)

Overall design or layout of Gulf Breeze's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	83%	Higher
Overall economic health of Gulf Breeze	92%	Similar
Overall feeling of safety in Gulf Breeze	87%	Similar
Overall health and wellness opportunities in Gulf Breeze	74%	Similar
Overall opportunities for education, culture and the arts	64%	Lower
Overall quality of natural environment in Gulf Breeze	87%	Similar
Overall quality of parks and recreation opportunities	86%	Similar

Overall quality of the transportation system (auto, bicycle, foot, bus) in Gulf Breeze	80%	Similar
Overall quality of the utility infrastructure in Gulf Breeze (water, sewer, storm water, electric/gas)	91%	Higher
Residents' connection and engagement with their community	72%	Similar

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 80% or more of respondents were considered of "higher quality" and those with ratings lower than 80% were considered to be of "lower quality." Services were classified as "more important" if they were rated as essential or very important by 85% or more of respondents. Services were rated as "less important" if they received a rating of less than 85%. This classification uses the median ratings for quality and importance to divide the services in half.

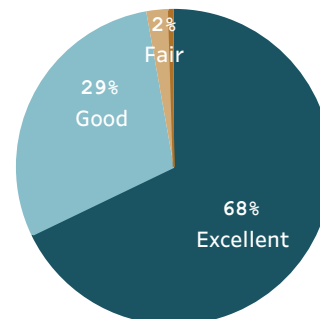
The quadrants in the figure below show which community facets were given higher or lower importance ratings (up-down) and which had higher or lower quality ratings (right-left). Services categorized as higher in importance and lower in quality may warrant further investigation to see if changes to their delivery are necessary.



## Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

The overall quality of life in Gulf Breeze



Please rate each of the following aspects of quality of life in Gulf Breeze.  
(% excellent or good)

		vs. benchmark*
The overall quality of life in Gulf Breeze	97%	Much higher
Gulf Breeze as a place to live	97%	Higher

Please indicate how likely or unlikely you are to do each of the following.  
(% very or somewhat likely)

Recommend living in Gulf Breeze to someone who asks	96%	Higher
Remain in Gulf Breeze for the next five years	94%	Higher

Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.  
(% excellent or good)

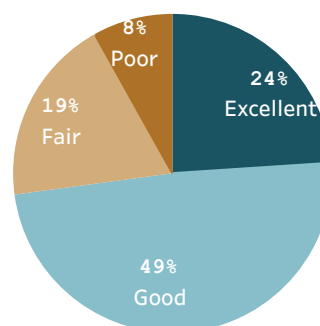
Overall image or reputation of Gulf Breeze	93%	Much higher
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\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Overall confidence in Gulf Breeze government



**Please rate the quality of each of the following services in Gulf Breeze.**  
(% excellent or good)

		vs. benchmark*
Overall customer service by Gulf Breeze employees (police, receptionists, planners, etc.)	92%	Higher

**Please rate the following categories of Gulf Breeze government performance.**  
(% excellent or good)

Treating residents with respect	85%	Higher
The value of services for the taxes paid to Gulf Breeze	78%	Higher
Being honest	77%	Higher
Generally acting in the best interest of the community	77%	Higher
Treating all residents fairly	74%	Higher
Overall confidence in Gulf Breeze government	73%	Higher
The overall direction that Gulf Breeze is taking	72%	Higher
The job Gulf Breeze government does at welcoming resident involvement	72%	Higher
Being open and transparent to the public	70%	Higher
Informing residents about issues facing the community	69%	Higher

**Overall, how would you rate the quality of the services provided by each of the following?**  
(% excellent or good)

The City of Gulf Breeze	86%	Higher
The Federal Government	47%	Similar

Please rate the quality of each of the following services in Gulf Breeze.  
(% excellent or good)

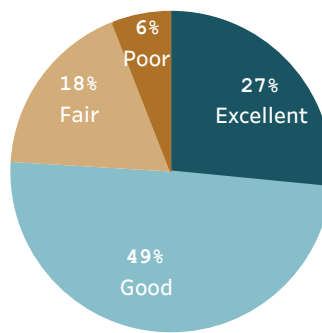
Public information services	81%	Higher
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\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

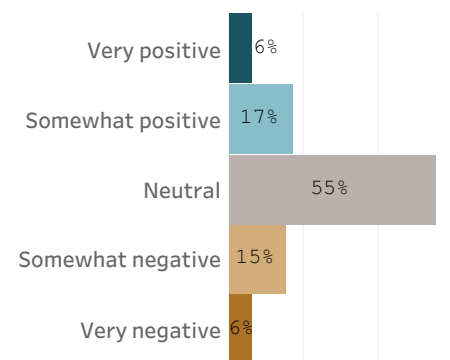
## Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

Overall economic health of Gulf Breeze



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



Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.  
(% excellent or good)

		vs. benchmark*
Overall quality of business and service establishments in Gulf Breeze	78%	Similar
Overall economic health of Gulf Breeze	76%	Similar
Cost of living in Gulf Breeze	51%	Similar
Variety of business and service establishments in Gulf Breeze	49%	Similar
Vibrancy of downtown/commercial area	40%	Similar
Shopping opportunities	36%	Similar
Employment opportunities	24%	Lower

Please rate each of the following aspects of quality of life in Gulf Breeze.  
(% excellent or good)

Gulf Breeze as a place to visit	80%	Higher
Gulf Breeze as a place to work	68%	Similar

Please rate the quality of each of the following services in Gulf Breeze.  
(% excellent or good)

Economic development	59%	Similar
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What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:  
(% very or somewhat positive)

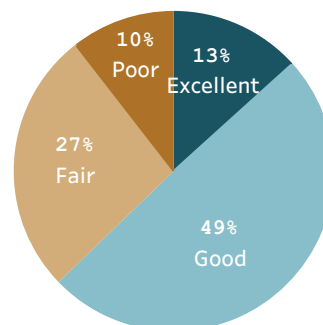
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	23%	Similar
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\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Overall quality of the transportation system in Gulf Breeze



Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.  
(% excellent or good)

		vs. benchmark*
Ease of walking in Gulf Breeze	85%	Higher
Ease of travel by car in Gulf Breeze	85%	Higher
Ease of public parking	83%	Higher
Overall quality of the transportation system (auto, bicycle, foot, bus) in Gulf Breeze	63%	Similar
Ease of travel by bicycle in Gulf Breeze	62%	Similar
Traffic flow on major streets	59%	Similar
Ease of travel by public transportation in Gulf Breeze	19%	Lower

Please indicate whether or not you have done each of the following in the last 12 months.  
(% yes)

Walked or biked instead of driving	78%	Much higher
Carpooled with other adults or children instead of driving alone	37%	Similar
Used bus, rail, subway, or other public transportation instead of driving	6%	Lower

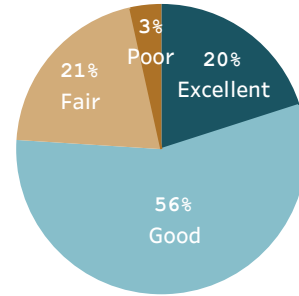
Please rate the quality of each of the following services in Gulf Breeze.  
(% excellent or good)

Traffic enforcement	84%	Higher
Street cleaning	71%	Similar
Street lighting	69%	Similar
Traffic signal timing	66%	Similar

Sidewalk maintenance	62%	Similar
Street repair	56%	Similar
Bus or transit services	19%	Much lower

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall design or layout of Gulf Breeze's residential and commercial areas



## Community design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.  
(% excellent or good)

		vs. benchmark*
Overall appearance of Gulf Breeze	87%	Higher
Overall design or layout of Gulf Breeze's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	76%	Similar
Public places where people want to spend time	74%	Similar
Well-designed neighborhoods	74%	Similar
Preservation of the historical or cultural character of the community	68%	Similar
Well-planned residential growth	64%	Similar
Overall quality of new development in Gulf Breeze	59%	Similar
Variety of housing options	52%	Similar
Well-planned commercial growth	40%	Similar
Availability of affordable quality housing	29%	Similar

Please rate each of the following aspects of quality of life in Gulf Breeze.  
(% excellent or good)

Your neighborhood as a place to live	95%	Higher
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Please rate the quality of each of the following services in Gulf Breeze.  
(% excellent or good)

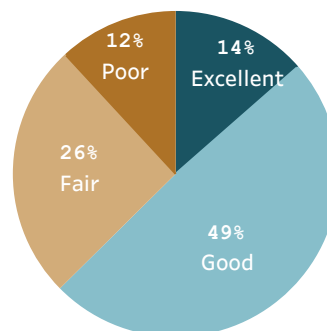
Code enforcement (weeds, abandoned buildings, etc.)	57%	Similar
Land use, planning, and zoning	54%	Similar

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall quality of the utility infrastructure in Gulf Breeze



Please rate the quality of each of the following services in Gulf Breeze.  
(% excellent or good)

		vs. benchmark*
Garbage collection	86%	Similar
Power (electric and/or gas) utility	85%	Similar
Utility billing	85%	Similar
Drinking water	81%	Similar
Sewer services	75%	Similar
Storm water management (storm drainage, dams, levees, etc.)	59%	Similar
Affordable high-speed internet access	53%	Similar

Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.  
(% excellent or good)

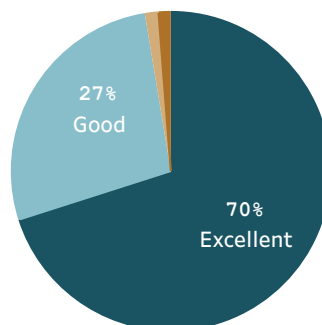
Overall quality of the utility infrastructure in Gulf Breeze (water, sewer, storm water, electric/gas)	63%	Similar
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\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

Overall feeling of safety in Gulf Breeze



Please rate the quality of each of the following services in Gulf Breeze.  
(% excellent or good)

		vs. benchmark*
Fire services	97%	Similar
Police/Sheriff services	94%	Higher
Ambulance or emergency medical services	94%	Similar
Crime prevention	94%	Much higher
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	86%	Higher
Fire prevention and education	86%	Similar
Animal control	77%	Higher

Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.  
(% excellent or good)

Overall feeling of safety in Gulf Breeze	97%	Higher
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Please rate how safe or unsafe you feel:  
(% very or somewhat safe)

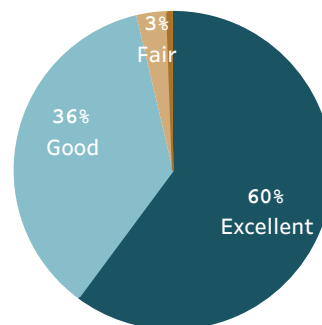
From violent crime	100%	Higher
In Gulf Breeze's downtown/commercial area during the day	99%	Higher
In your neighborhood during the day	98%	Similar
From property crime	95%	Higher
From fire, flood, or other natural disaster	73%	Lower

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.  
The National Community Survey™

## Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

Overall quality of natural environment in Gulf Breeze



Please rate the quality of each of the following services in Gulf Breeze.  
(% excellent or good)

		vs. benchmark*
Preservation of natural areas (open space, farmlands, and greenbelts)	85%	Higher
Gulf Breeze open space	81%	Higher
Yard waste pick-up	81%	Similar
Recycling	66%	Similar

Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.  
(% excellent or good)

Overall quality of natural environment in Gulf Breeze	96%	Higher
Air quality	95%	Higher
Cleanliness of Gulf Breeze	92%	Higher
Water resources (beaches, lakes, ponds, riverways, etc.)	91%	Much higher

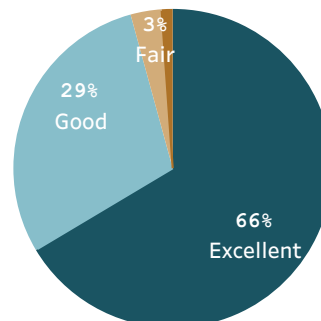
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Parks and recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association

Overall quality of the parks and recreation opportunities



Please rate the quality of each of the following services in Gulf Breeze.

(% excellent or good)

		vs. benchmark*
City parks	94%	Higher
Recreation centers or facilities	92%	Higher
Recreation programs or classes	84%	Higher

Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.

(% excellent or good)

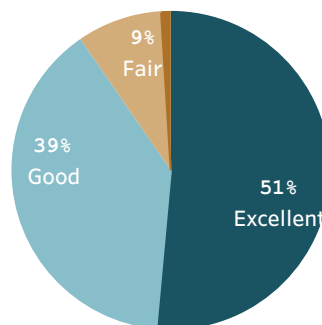
Overall quality of parks and recreation opportunities	96%	Higher
Recreational opportunities	90%	Higher
Availability of paths and walking trails	89%	Higher
Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	Higher

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

Overall health and wellness opportunities in Gulf Breeze



Please rate the quality of each of the following services in Gulf Breeze.  
(% excellent or good)

		vs. benchmark*
Health services	89%	Higher

Would you say that in general your health is:  
(% excellent or very good)

Would you say that in general your health is:	83%	Higher
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Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.  
(% excellent or good)

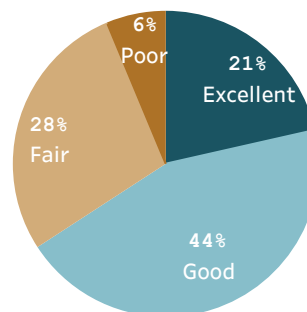
Overall health and wellness opportunities in Gulf Breeze	90%	Higher
Availability of preventive health services	86%	Higher
Availability of affordable quality health care	86%	Higher
Availability of affordable quality food	70%	Similar
Availability of affordable quality mental health care	58%	Similar

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Overall opportunities for education, culture and the arts



Please rate the quality of each of the following services in Gulf Breeze.

(% excellent or good)

		vs. benchmark*
Public library services	91%	Similar

Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.

(% excellent or good)

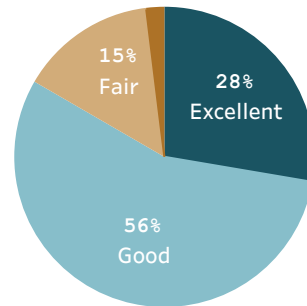
K-12 education	98%	Much higher
Availability of affordable quality childcare/preschool	74%	Higher
Opportunities to attend special events and festivals	70%	Similar
Overall opportunities for education, culture and the arts	66%	Similar
Community support for the arts	57%	Similar
Adult educational opportunities	38%	Lower
Opportunities to attend cultural/arts/music activities	33%	Lower

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Inclusivity and engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

Residents' connection and engagement with their community



Please rate each of the following aspects of quality of life in Gulf Breeze.  
(% excellent or good)

		vs. benchmark*
Gulf Breeze as a place to raise children	97%	Much higher
Gulf Breeze as a place to retire	95%	Much higher
Sense of community	90%	Much higher

Please rate how important, if at all, you think it is for the Gulf Breeze community to focus on each of the following in the coming two years.  
(% essential or very important)

Residents' connection and engagement with their community	72%	Similar
-----------------------------------------------------------	-----	---------

Please rate the job you feel the Gulf Breeze community does at each of the following.  
(% excellent or good)

Making all residents feel welcome	87%	Higher
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	76%	Higher
Valuing/respecting residents from diverse backgrounds	72%	Similar
Attracting people from diverse backgrounds	53%	Similar

Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.  
(% excellent or good)

Neighborliness of residents in Gulf Breeze	89%	Higher
Sense of civic/community pride	88%	Higher
Opportunities to participate in community matters	76%	Similar
Opportunities to volunteer	73%	Similar

Opportunities to participate in social events and activities	72%	Similar
Openness and acceptance of the community toward people of diverse backgrounds	60%	Similar

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Residents' participation levels

Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)

VS...

Voted in your most recent local election	90%	Higher
Contacted the City of Gulf Breeze (in-person, phone, email or web) for help or information	76%	Much higher
Volunteered your time to some group/activity in Gulf Breeze	44%	Similar
Contacted Gulf Breeze elected officials (in-person, phone, email or web) to express your opinion	36%	Higher
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, ..	28%	Similar
Campaigned or advocated for a local issue, cause or candidate	25%	Similar
Watched (online or on television) a local public meeting	22%	Similar



























In general, how many times do you:  
(% a few times a week or more)










Access the internet from your home using a computer, laptop or tablet computer	99%	Similar
Use or check email	99%	Similar
Access the internet from your cell phone	94%	Similar
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	79%	Similar
Shop online	64%	Higher
Share your opinions online	29%	Similar

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Custom questions

Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded, but may be added to the table using the response filter below.

			Include “don’t know”	
			No	
<b>Please rate the job the City of Gulf Breeze does at accomplishing each of its five strategic goals:</b>	Responsible and financially sound City government providing exceptional services	Excellent		30%
		Good		52%
		Fair		14%
		Poor		3%
	Investing and upgrading infrastructure (facilities, parks, utilities, etc.)	Excellent		25%
		Good		54%
		Fair		16%
		Poor		5%
	Environmental sustainability (preserving and enhancing the natural environment)	Excellent		26%
		Good		56%
		Fair		14%
		Poor		4%
	Improving the local economy (fostering small business and infill redevelopment)	Excellent		16%
		Good		41%
		Fair		31%
		Poor		13%
	Great neighborhoods for families and retirees	Excellent		49%
		Good		44%
		Fair		6%
		Poor		1%
<b>Please indicate whether you use each of the following as a major source, minor source, or not a source of information about the City government:</b>	City of Gulf Breeze website <a href="http://www.cityofgulfbreeze.us">www.cityofgulfbreeze.us</a>	Major source		45%
		Minor source		42%
		Not a source		13%
	Social media: Facebook, Twitter, Instagram	Major source		36%
		Minor source		36%
		Not a source		28%

City of Gulf Breeze E-Updates (subscribed email notifications)	Major source		37%
	Minor source		31%
	Not a source		32%
Nextdoor app	Major source		38%
	Minor source		24%
	Not a source		37%
The Town Center is nearing "build-out" which means there are very few remaining properties to develop or redevelop. Please select the statement below that best represents your opinion regarding the future of the Town Center.	Support new developments		36%
	Against growth within the City		11%
	<b>Against growth, favor redeveloping under-used commercial properties</b>		53%

## National benchmark tables

This table contains the comparisons of Gulf Breeze’s results to those from other communities. The first column shows the comparison of Gulf Breeze’s rating to the benchmark. Gulf Breeze’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Gulf Breeze residents is statistically similar to or different than the benchmark. The second column is Gulf Breeze’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good”). The third column is the rank assigned to Gulf Breeze’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Gulf Breeze’s result -- that is what percent of surveyed communities had a lower rating than Gulf Breeze.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Gulf Breeze.	Gulf Breeze as a place to live	Higher	97%	5	356	99
	Your neighborhood as a place to live	Higher	95%	1	297	100
	Gulf Breeze as a place to raise children	Much higher	97%	1	356	100
	Gulf Breeze as a place to work	Similar	68%	90	341	74
	Gulf Breeze as a place to visit	Higher	80%	64	285	78
	Gulf Breeze as a place to retire	Much higher	95%	1	343	100
	The overall quality of life in Gulf Breeze	Much higher	97%	3	393	100
	Sense of community	Much higher	90%	1	296	100
Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.	Overall economic health of Gulf Breeze	Similar	76%	79	270	71
	Overall quality of the transportation system (auto, bicycle, foot, bus) i..	Similar	63%	215	272	21
	Overall design or layout of Gulf Breeze’s residential and commercial ar..	Similar	76%	49	265	82
	Overall quality of the utility infrastructure in Gulf Breeze (water, sewe..	Similar	63%	38	50	25
	Overall feeling of safety in Gulf Breeze	Higher	97%	4	338	99
	Overall quality of natural environment in Gulf Breeze	Higher	96%	10	275	97
	Overall quality of parks and recreation opportunities	Higher	96%	2	50	97
	Overall health and wellness opportunities in Gulf Breeze	Higher	90%	6	267	98
	Overall opportunities for education, culture and the arts	Similar	66%	135	266	50
	Residents’ connection and engagement with their community	Higher	83%	2	50	97
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Gulf Breeze to someone who asks	Higher	96%	21	282	93
	Remain in Gulf Breeze for the next five years	Higher	94%	7	275	98
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	98%	6	325	99
	In Gulf Breeze’s downtown/commercial area during the day	Higher	99%	8	304	98

Please rate how safe or unsafe you feel:	From property crime	Higher	95%	2	62	97
	From violent crime	Higher	100%	2	62	97
	From fire, flood, or other natural disaster	Lower	73%	44	50	13
Please rate the job you feel the Gulf Breeze community does at each of the following.	Making all residents feel welcome	Higher	87%	2	50	97
	Attracting people from diverse backgrounds	Similar	53%	41	50	19
	Valuing/respecting residents from diverse backgrounds	Similar	72%	14	50	73
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Higher	76%	4	50	93
Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.	Overall quality of business and service establishments in Gulf Breeze	Similar	78%	46	273	84
	Variety of business and service establishments in Gulf Breeze	Similar	49%	38	49	23
	Vibrancy of downtown/commercial area	Similar	40%	170	251	33
	Employment opportunities	Lower	24%	242	298	19
	Shopping opportunities	Similar	36%	209	286	27
	Cost of living in Gulf Breeze	Similar	51%	79	268	71
	Overall image or reputation of Gulf Breeze	Much higher	93%	15	333	96
Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.	Traffic flow on major streets	Similar	59%	91	312	71
	Ease of public parking	Higher	83%	8	236	97
	Ease of travel by car in Gulf Breeze	Higher	85%	32	298	90
	Ease of travel by public transportation in Gulf Breeze	Lower	19%	211	243	14
	Ease of travel by bicycle in Gulf Breeze	Similar	62%	76	299	75
	Ease of walking in Gulf Breeze	Higher	85%	28	299	91
	Well-planned residential growth	Similar	64%	18	52	66
	Well-planned commercial growth	Similar	40%	35	52	33
	Well-designed neighborhoods	Similar	74%	13	52	76
	Preservation of the historical or cultural character of the community	Similar	68%	20	48	59
	Public places where people want to spend time	Similar	74%	68	260	74
	Variety of housing options	Similar	52%	142	276	49
	Availability of affordable quality housing	Similar	29%	183	295	38
	Overall quality of new development in Gulf Breeze	Similar	59%	119	286	59
	Overall appearance of Gulf Breeze	Higher	87%	60	327	82
	Cleanliness of Gulf Breeze	Higher	92%	19	299	94
	Water resources (beaches, lakes, ponds, riverways, etc.)	Much higher	91%	2	46	96

<b>Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.</b>	Air quality	Higher	95%	9	252	97
	Availability of paths and walking trails	Higher	89%	31	295	90
	Fitness opportunities (including exercise classes and paths or trails, et..	Higher	86%	26	256	90
	Recreational opportunities	Higher	90%	10	285	97
	Availability of affordable quality food	Similar	70%	93	251	63
	Availability of affordable quality health care	Higher	86%	6	265	98
	Availability of preventive health services	Higher	86%	7	246	98
	Availability of affordable quality mental health care	Similar	58%	48	243	81
	Opportunities to attend cultural/arts/music activities	Lower	33%	254	284	11
	Community support for the arts	Similar	57%	26	50	49
	Availability of affordable quality childcare/preschool	Higher	74%	6	261	98
	K-12 education	Much higher	98%	3	261	99
	Adult educational opportunities	Lower	38%	220	251	13
	Sense of civic/community pride	Higher	88%	2	50	97
	Neighborliness of residents in Gulf Breeze	Higher	89%	1	262	100
	Opportunities to participate in social events and activities	Similar	72%	61	266	78
	Opportunities to attend special events and festivals	Similar	70%	99	274	64
	Opportunities to volunteer	Similar	73%	98	266	64
	Opportunities to participate in community matters	Similar	76%	36	271	87
	Openness and acceptance of the community toward people of diverse ..	Similar	60%	149	292	49
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of Gulf Breeze (in-person, phone, email or web) for ..	Much higher	76%	1	320	100
	Contacted Gulf Breeze elected officials (in-person, phone, email or we..	Higher	36%	9	259	97
	Attended a local public meeting (of local elected officials like City Coun..	Similar	28%	47	263	83
	Watched (online or on television) a local public meeting	Similar	22%	120	238	50
	Volunteered your time to some group/activity in Gulf Breeze	Similar	44%	74	267	73
	Campaigned or advocated for a local issue, cause or candidate	Similar	25%	82	249	68
	Voted in your most recent local election	Higher	90%	5	50	91
	Used bus, rail, subway, or other public transportation instead of driving	Lower	6%	190	224	16
	Carpooled with other adults or children instead of driving alone	Similar	37%	184	254	28
	Walked or biked instead of driving	Much higher	78%	25	260	91
<b>Please rate the quality of each of the following services in Gulf Breeze.</b>	Public information services	Higher	81%	22	276	93




























Please rate the quality of each of the following services in Gulf Breeze.	Economic development	Similar	59%	101	276	64
	Traffic enforcement	Higher	84%	3	335	100
	Traffic signal timing	Similar	66%	43	261	84
	Street repair	Similar	56%	95	322	71
	Street cleaning	Similar	71%	88	286	70
	Street lighting	Similar	69%	112	316	65
	Sidewalk maintenance	Similar	62%	136	287	53
	Bus or transit services	Much lower	19%	224	235	5
	Land use, planning, and zoning	Similar	54%	121	287	58
	Code enforcement (weeds, abandoned buildings, etc.)	Similar	57%	129	340	63
	Affordable high-speed internet access	Similar	53%	21	47	56
	Garbage collection	Similar	86%	100	313	69
	Drinking water	Similar	81%	94	281	67
	Sewer services	Similar	75%	182	284	37
	Storm water management (storm drainage, dams, levees, etc.)	Similar	59%	206	312	34
	Power (electric and/or gas) utility	Similar	85%	33	192	83
	Utility billing	Similar	85%	12	237	95
	Police/Sheriff services	Higher	94%	11	382	98
	Crime prevention	Much higher	94%	2	337	100
	Animal control	Higher	77%	33	300	90
	Ambulance or emergency medical services	Similar	94%	101	302	67
	Fire services	Similar	97%	45	330	87
	Fire prevention and education	Similar	86%	33	275	89
	Emergency preparedness (services that prepare the community for na..	Higher	86%	1	276	100
	Preservation of natural areas (open space, farmlands, and greenbelts)	Higher	85%	10	255	97
	Gulf Breeze open space	Higher	81%	20	246	92
	Recycling	Similar	66%	260	320	20
	Yard waste pick-up	Similar	81%	108	259	59
	City parks	Higher	94%	21	295	93
	Recreation programs or classes	Higher	84%	31	293	90
	Recreation centers or facilities	Higher	92%	5	268	99
































Please rate the quality of each of the following services in Gulf Breeze.	Health services	Higher	89%	2	231	100
	Public library services	Similar	91%	100	294	66
	Overall customer service by Gulf Breeze employees (police, receptionis..	Higher	92%	7	351	99
Please rate the following categories of Gulf Breeze government performance.	The value of services for the taxes paid to Gulf Breeze	Higher	78%	6	357	99
	The overall direction that Gulf Breeze is taking	Higher	72%	34	308	89
	The job Gulf Breeze government does at welcoming resident involvem..	Higher	72%	12	309	97
	Overall confidence in Gulf Breeze government	Higher	73%	13	270	96
	Generally acting in the best interest of the community	Higher	77%	9	274	97
	Being honest	Higher	77%	7	266	98
	Being open and transparent to the public	Higher	70%	6	50	89
	Informing residents about issues facing the community	Higher	69%	4	55	93
	Treating all residents fairly	Higher	74%	14	269	95
	Treating residents with respect	Higher	85%	2	50	97
Overall, how would you rate the quality of the services provided by each ..	The City of Gulf Breeze	Higher	86%	23	360	94
	The Federal Government	Similar	47%	48	254	82
Please rate how important, if at all, you think it is for the Gulf Breeze community to focus on each of the following in the coming two years.	Overall economic health of Gulf Breeze	Similar	92%	34	246	87
	Overall quality of the transportation system (auto, bicycle, foot, bus) i..	Similar	80%	95	246	62
	Overall design or layout of Gulf Breeze’s residential and commercial ar..	Higher	83%	19	246	93
	Overall quality of the utility infrastructure in Gulf Breeze (water, sewe..	Higher	91%	2	50	97
	Overall feeling of safety in Gulf Breeze	Similar	87%	134	246	46
	Overall quality of natural environment in Gulf Breeze	Similar	87%	37	246	85
	Overall quality of parks and recreation opportunities	Similar	86%	4	50	93
	Overall health and wellness opportunities in Gulf Breeze	Similar	74%	151	245	38
	Overall opportunities for education, culture and the arts	Lower	64%	228	246	7
	Residents’ connection and engagement with their community	Similar	72%	188	247	24
In general, how many times do you:	Access the internet from your home using a computer, laptop or tablet..	Similar	99%	3	50	95
	Access the internet from your cell phone	Similar	94%	12	50	77
	Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	Similar	79%	29	50	43
	Use or check email	Similar	99%	7	50	87
	Share your opinions online	Similar	29%	35	50	31
	Shop online	Higher	64%	5	50	91
































Would you say that in general your health is:	Higher	83%	4	255	99
What impact, if any, do you think the economy will have on your family..	Similar	23%	211	258	19
































## Complete set of frequencies
































This dashboard contains a complete set of responses to each question on the survey. By default, "Don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

<b>Please rate each of the following aspects of quality of life in Gulf Breeze.</b>	Gulf Breeze as a place to live	Excellent		76%
		Good		21%
		Fair		3%
		Poor		0%
	Your neighborhood as a place to live	Excellent		72%
		Good		24%
		Fair		4%
		Poor		1%
	Gulf Breeze as a place to raise children	Excellent		84%
		Good		13%
		Fair		2%
		Poor		0%
	Gulf Breeze as a place to work	Excellent		39%
		Good		29%
		Fair		24%
		Poor		8%
	Gulf Breeze as a place to visit	Excellent		38%
		Good		42%
		Fair		16%
		Poor		4%
	Gulf Breeze as a place to retire	Excellent		66%
		Good		29%
		Fair		4%
		Poor		1%
	The overall quality of life in Gulf Breeze	Excellent		68%
		Good		29%
		Fair		2%
		Poor		0%

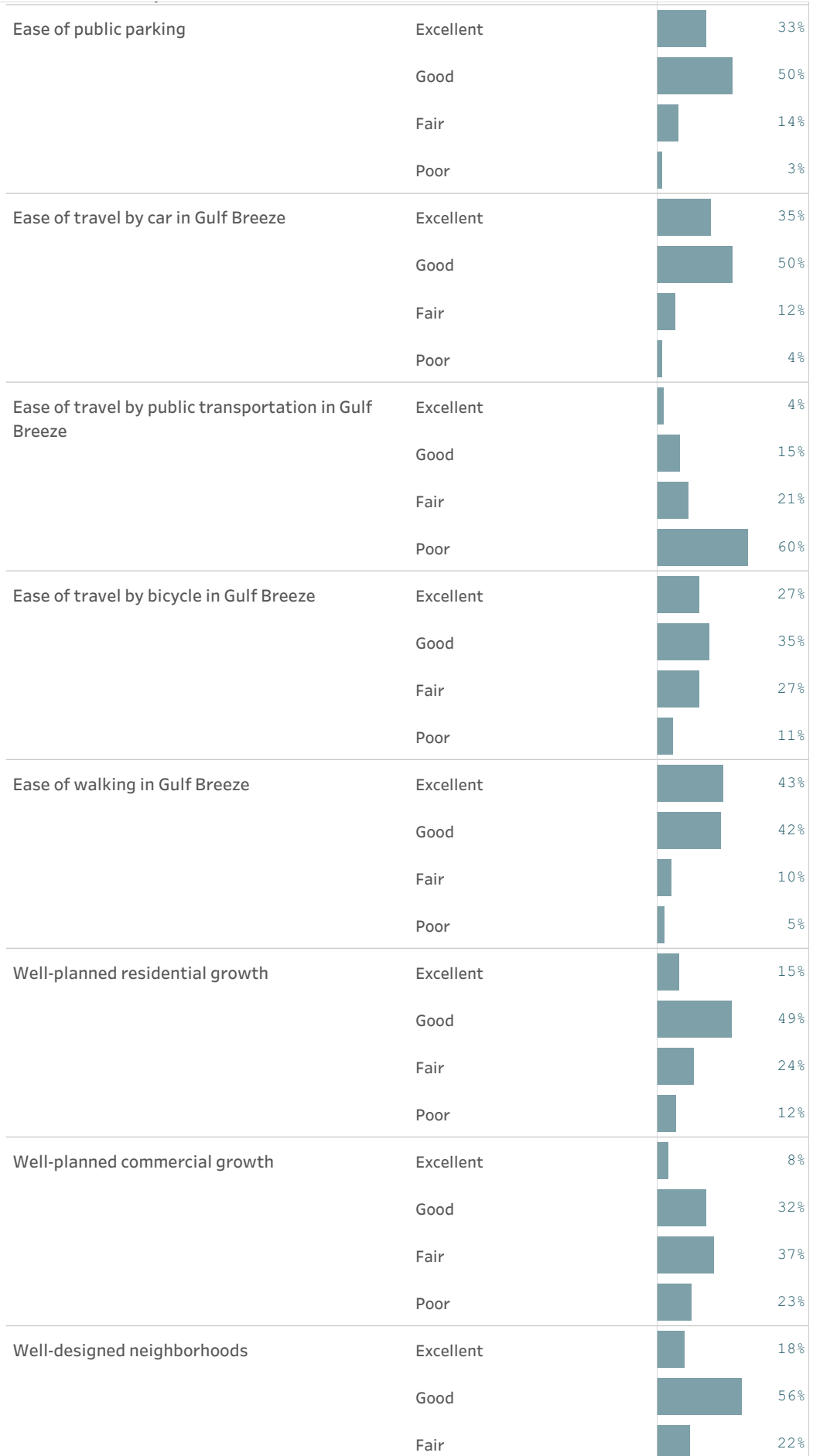
<b>Please rate each of the following aspects of quality of life in Gulf Breeze.</b>	Sense of community	Excellent		51%
		Good		39%
		Fair		9%
		Poor		1%
<b>Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.</b>	Overall economic health of Gulf Breeze	Excellent		27%
		Good		49%
		Fair		18%
		Poor		6%
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Gulf Breeze	Excellent		13%
		Good		49%
		Fair		27%
		Poor		10%
	Overall design or layout of Gulf Breeze's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Excellent		20%
		Good		56%
		Fair		21%
		Poor		3%
	Overall quality of the utility infrastructure in Gulf Breeze (water, sewer, storm water, electric/gas)	Excellent		14%
		Good		49%
		Fair		26%
		Poor		12%
	Overall feeling of safety in Gulf Breeze	Excellent		70%
		Good		27%
		Fair		1%
		Poor		1%
	Overall quality of natural environment in Gulf Breeze	Excellent		60%
		Good		36%
		Fair		3%
		Poor		1%
	Overall quality of parks and recreation opportunities	Excellent		66%
		Good		29%
		Fair		3%
































<b>Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.</b>	Overall quality of parks and recreation opportunities	Poor		1%
	Overall health and wellness opportunities in Gulf Breeze	Excellent		51%
		Good		39%
		Fair		9%
		Poor		1%
	Overall opportunities for education, culture and the arts	Excellent		21%
		Good		44%
		Fair		28%
		Poor		6%
	Residents' connection and engagement with their community	Excellent		28%
		Good		56%
		Fair		15%
		Poor		2%
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in Gulf Breeze to someone who asks	Very likely		80%
		Somewhat likely		16%
		Somewhat unlikely		3%
		Very unlikely		1%
	Remain in Gulf Breeze for the next five years	Very likely		81%
		Somewhat likely		14%
		Somewhat unlikely		3%
		Very unlikely		3%
<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	Very safe		95%
		Somewhat safe		4%
		Neither safe nor unsafe		1%
		Somewhat unsafe		1%
		Very unsafe		0%
	In Gulf Breeze's downtown/commercial area during the day	Very safe		88%
		Somewhat safe		11%
		Neither safe nor unsafe		1%
		Somewhat unsafe		1%
		Very unsafe		0%





























<b>Please rate how safe or unsafe you feel:</b>	From property crime	Very safe		64%
		Somewhat safe		32%
		Neither safe nor unsafe		1%
		Somewhat unsafe		3%
		Very unsafe		1%
	From violent crime	Very safe		86%
		Somewhat safe		13%
		Neither safe nor unsafe		0%
		Very unsafe		0%
	From fire, flood, or other natural disaster	Very safe		24%
		Somewhat safe		49%
		Neither safe nor unsafe		14%
		Somewhat unsafe		10%
		Very unsafe		3%
<b>Please rate the job you feel the Gulf Breeze community does at each of the following.</b>	Making all residents feel welcome	Excellent		34%
		Good		53%
		Fair		10%
		Poor		2%
	Attracting people from diverse backgrounds	Excellent		19%
		Good		34%
		Fair		26%
		Poor		21%
	Valuing/respecting residents from diverse backgrounds	Excellent		25%
		Good		47%
		Fair		21%
		Poor		8%
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Excellent		31%
		Good		45%
		Fair		18%
		Poor		5%
<b>Please rate each of the following</b>	Overall quality of business and service	Excellent		26%
































Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.	Overall quality of business and service establishments in Gulf Breeze	Good		52%
		Fair		18%
		Poor		4%
	Variety of business and service establishments in Gulf Breeze	Excellent		9%
		Good		39%
		Fair		39%
		Poor		12%
	Vibrancy of downtown/commercial area	Excellent		6%
		Good		34%
		Fair		41%
		Poor		19%
	Employment opportunities	Excellent		4%
		Good		20%
		Fair		48%
		Poor		28%
	Shopping opportunities	Excellent		7%
		Good		30%
		Fair		49%
		Poor		15%
Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.	Cost of living in Gulf Breeze	Excellent		11%
		Good		40%
		Fair		38%
		Poor		11%
	Overall image or reputation of Gulf Breeze	Excellent		57%
		Good		36%
		Fair		6%
		Poor		1%
	Traffic flow on major streets	Excellent		11%
		Good		48%
		Fair		29%
		Poor		12%
































Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.

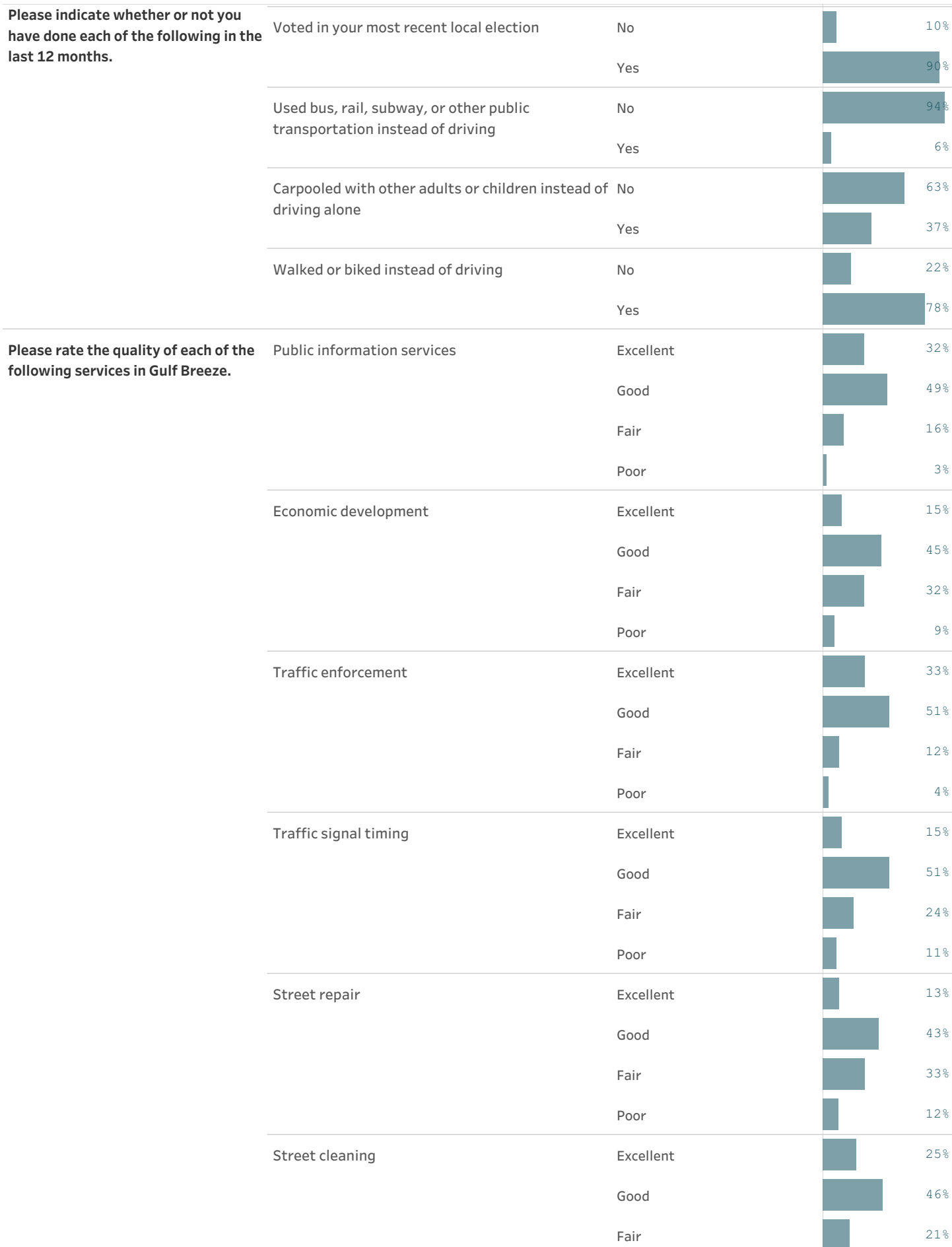


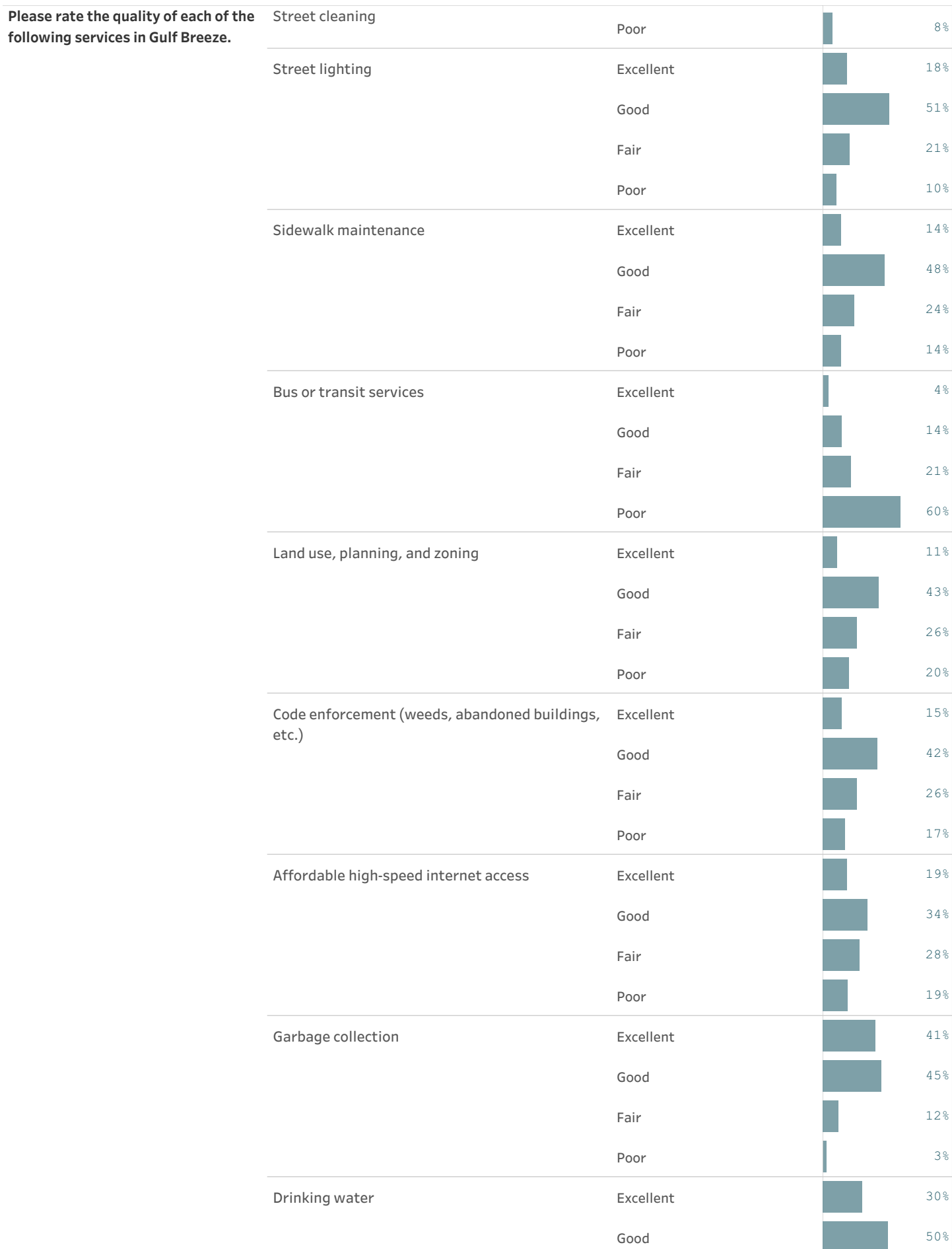
Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.	Well-designed neighborhoods	Poor		5%
	Preservation of the historical or cultural character of the community	Excellent		19%
		Good		49%
		Fair		24%
		Poor		8%
	Public places where people want to spend time	Excellent		31%
		Good		42%
		Fair		20%
		Poor		6%
	Variety of housing options	Excellent		7%
		Good		45%
		Fair		36%
		Poor		12%
	Availability of affordable quality housing	Excellent		5%
		Good		24%
		Fair		46%
		Poor		25%
	Overall quality of new development in Gulf Breeze	Excellent		12%
		Good		47%
		Fair		31%
		Poor		10%
	Overall appearance of Gulf Breeze	Excellent		38%
		Good		50%
		Fair		10%
		Poor		2%
	Cleanliness of Gulf Breeze	Excellent		54%
		Good		38%
		Fair		7%
		Poor		1%
	Water resources (beaches, lakes, ponds, riverways, etc.)	Excellent		59%
		Good		32%

Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.	Water resources (beaches, lakes, ponds, riverways, etc.)	Fair		8%
		Poor		1%
	Air quality	Excellent		58%
		Good		37%
		Fair		4%
		Poor		0%
	Availability of paths and walking trails	Excellent		45%
		Good		44%
		Fair		7%
		Poor		3%
	Fitness opportunities (including exercise classes and paths or trails, etc.)	Excellent		40%
		Good		46%
		Fair		13%
		Poor		1%
	Recreational opportunities	Excellent		47%
		Good		43%
		Fair		9%
		Poor		1%
	Availability of affordable quality food	Excellent		26%
		Good		44%
		Fair		21%
		Poor		8%
	Availability of affordable quality health care	Excellent		41%
		Good		45%
		Fair		13%
		Poor		1%
	Availability of preventive health services	Excellent		38%
		Good		48%
		Fair		11%
		Poor		3%
	Availability of affordable quality mental health	Excellent		25%
































Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.	Availability of affordable quality mental health care	Good		33%
		Fair		22%
		Poor		20%
	Opportunities to attend cultural/arts/music activities	Excellent		8%
		Good		25%
		Fair		46%
		Poor		20%
	Community support for the arts	Excellent		15%
		Good		42%
		Fair		33%
		Poor		10%
	Availability of affordable quality childcare/preschool	Excellent		37%
		Good		37%
		Fair		19%
		Poor		8%
	K-12 education	Excellent		69%
		Good		28%
		Fair		2%
	Adult educational opportunities	Excellent		11%
		Good		27%
		Fair		37%
		Poor		25%
	Sense of civic/community pride	Excellent		40%
		Good		48%
		Fair		11%
		Poor		1%
	Neighborliness of residents in Gulf Breeze	Excellent		42%
		Good		47%
		Fair		9%
		Poor		2%
	Opportunities to participate in social events and	Excellent		22%

<b>Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.</b>	Opportunities to participate in social events and activities	Good		50%
		Fair		24%
		Poor		4%
	Opportunities to attend special events and festivals	Excellent		26%
		Good		44%
		Fair		24%
		Poor		6%
	Opportunities to volunteer	Excellent		26%
		Good		48%
		Fair		21%
		Poor		5%
	Opportunities to participate in community matters	Excellent		26%
		Good		50%
		Fair		20%
		Poor		4%
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		21%
		Good		39%
		Fair		27%
		Poor		14%
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of Gulf Breeze (in-person, phone, email or web) for help or information	No		24%
		Yes		76%
	Contacted Gulf Breeze elected officials (in-person, phone, email or web) to express your opinion	No		64%
		Yes		36%
	Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HO..	No		72%
		Yes		28%
	Watched (online or on television) a local public meeting	No		78%
		Yes		22%
	Volunteered your time to some group/activity in Gulf Breeze	No		56%
		Yes		44%
	Campaigned or advocated for a local issue, cause or candidate	No		75%
		Yes		25%

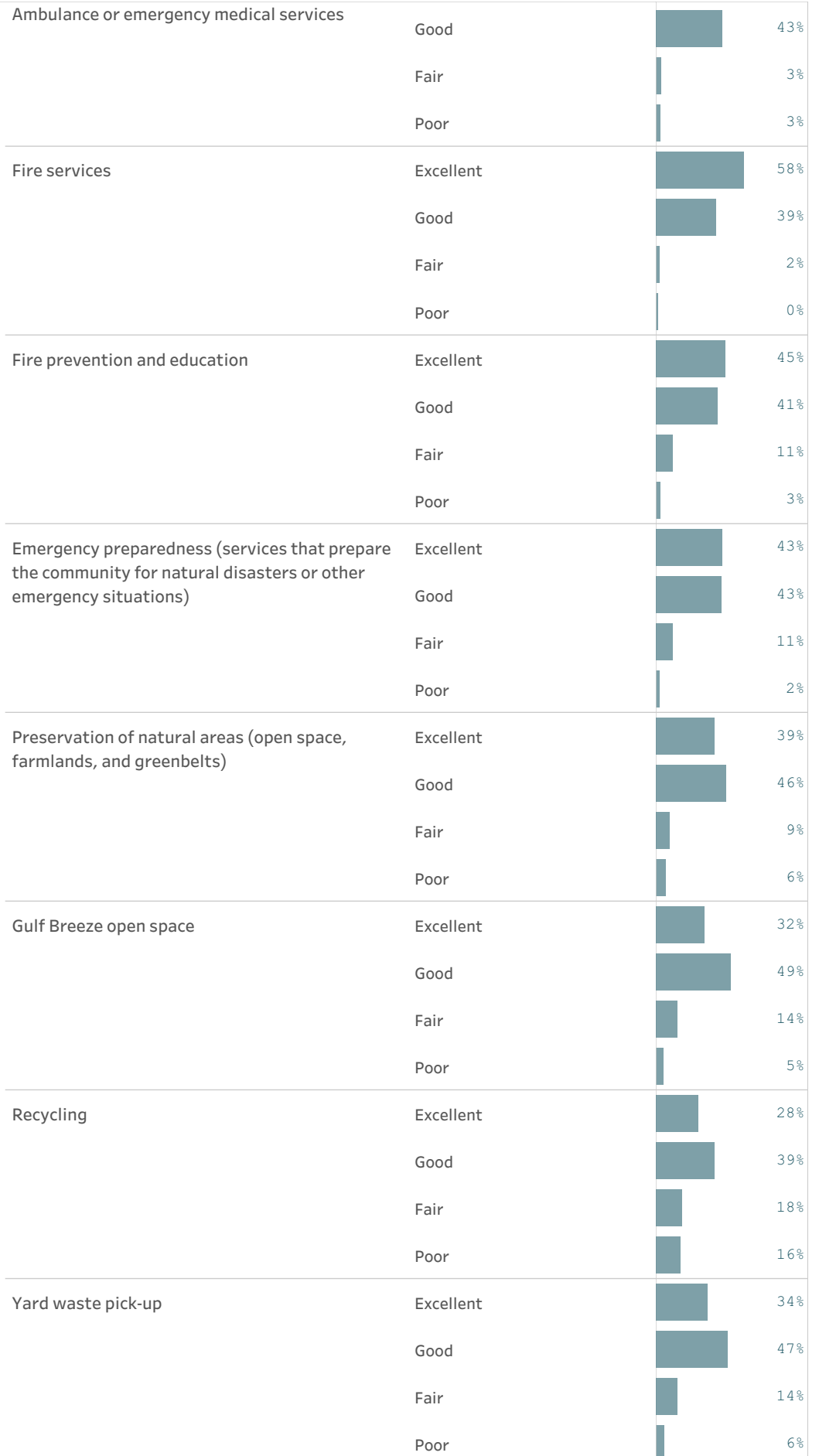



































**Please rate the quality of each of the following services in Gulf Breeze.**

































Drinking water	Fair		13%
	Poor		6%
Sewer services	Excellent		28%
	Good		47%
	Fair		14%
	Poor		10%
Storm water management (storm drainage, dams, levees, etc.)	Excellent		18%
	Good		41%
	Fair		29%
	Poor		13%
Power (electric and/or gas) utility	Excellent		34%
	Good		51%
	Fair		12%
	Poor		3%
Utility billing	Excellent		31%
	Good		53%
	Fair		13%
	Poor		2%
Police/Sheriff services	Excellent		60%
	Good		35%
	Fair		3%
	Poor		2%
Crime prevention	Excellent		57%
	Good		37%
	Fair		5%
	Poor		2%
Animal control	Excellent		33%
	Good		44%
	Fair		16%
	Poor		7%
Ambulance or emergency medical services	Excellent		51%
































**Please rate the quality of each of the following services in Gulf Breeze.**
































































Please rate the quality of each of the following services in Gulf Breeze.	City parks	Excellent		53%
		Good		40%
		Fair		6%
		Poor		1%
	Recreation programs or classes	Excellent		37%
		Good		47%
		Fair		14%
		Poor		2%
	Recreation centers or facilities	Excellent		52%
		Good		41%
		Fair		7%
		Poor		1%
	Health services	Excellent		42%
		Good		47%
		Fair		9%
		Poor		2%
	Public library services	Excellent		44%
		Good		47%
		Fair		7%
		Poor		2%
	Overall customer service by Gulf Breeze employees (police, receptionists, planners, etc.)	Excellent		49%
		Good		43%
		Fair		6%
		Poor		3%
Please rate the following categories of Gulf Breeze government performance.	The value of services for the taxes paid to Gulf Breeze	Excellent		29%
		Good		49%
		Fair		16%
		Poor		6%
	The overall direction that Gulf Breeze is taking	Excellent		24%
		Good		48%
		Fair		21%

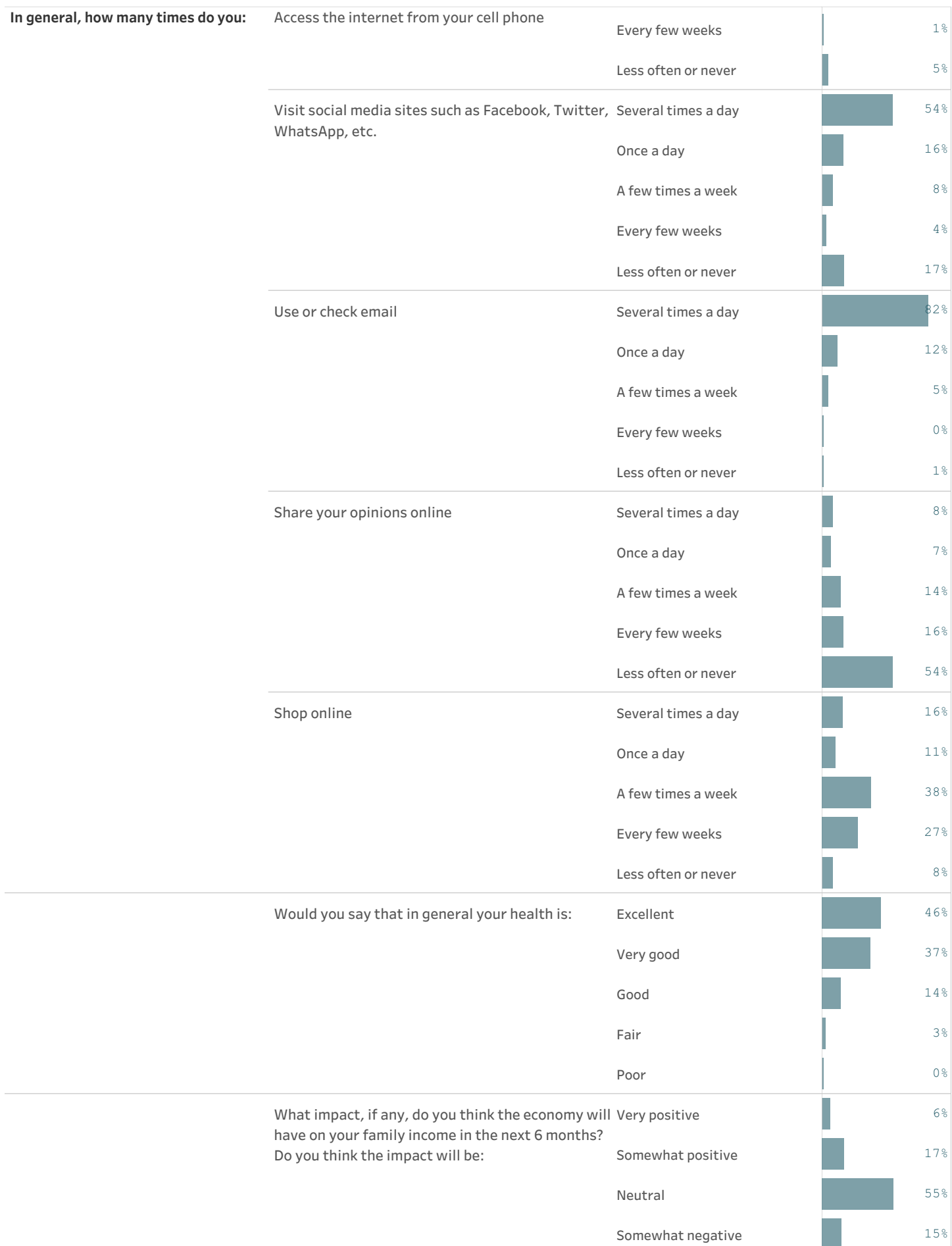
**Please rate the following categories of Gulf Breeze government performance.**

The overall direction that Gulf Breeze is taking	Poor		7%
	Excellent		27%
	Good		45%
	Fair		21%
	Poor		7%
	Excellent		24%
	Good		49%
	Fair		19%
	Poor		8%
	Excellent		28%
The job Gulf Breeze government does at welcoming resident involvement	Good		49%
	Fair		17%
	Poor		7%
	Excellent		28%
Overall confidence in Gulf Breeze government	Good		49%
	Fair		18%
	Poor		5%
	Excellent		31%
Generally acting in the best interest of the community	Good		46%
	Fair		21%
	Poor		9%
	Excellent		27%
Being honest	Good		43%
	Fair		24%
	Poor		7%
	Excellent		27%
Being open and transparent to the public	Good		42%
	Fair		24%
	Poor		7%
	Excellent		27%
Informing residents about issues facing the community	Good		42%
	Fair		24%
	Poor		7%
	Excellent		27%
Treating all residents fairly	Good		44%
	Fair		17%
	Poor		9%
	Excellent		30%
Treating residents with respect	Good		49%
	Excellent		36%

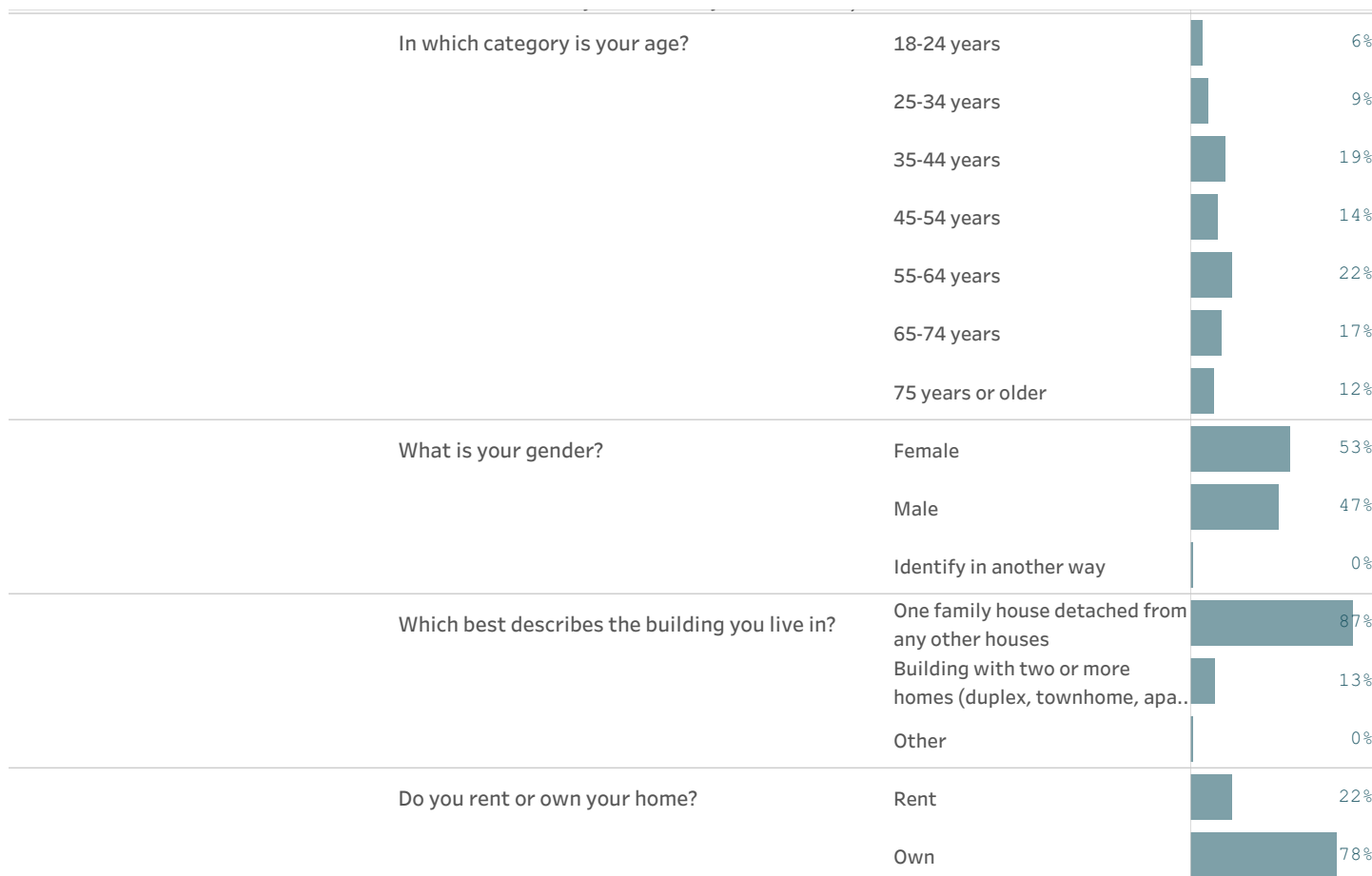
<b>Please rate the following categories of Gulf Breeze government performance.</b>	Treating residents with respect	Fair		11%
		Poor		4%
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of Gulf Breeze	Excellent		40%
		Good		46%
		Fair		12%
		Poor		1%
	The Federal Government	Excellent		6%
		Good		41%
		Fair		37%
		Poor		16%
<b>Please rate how important, if at all, you think it is for the Gulf Breeze community to focus on each of the following in the coming two years.</b>	Overall economic health of Gulf Breeze	Essential		53%
		Very important		39%
		Somewhat important		7%
		Not at all important		1%
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Gulf Breeze	Essential		36%
		Very important		44%
		Somewhat important		17%
		Not at all important		3%
	Overall design or layout of Gulf Breeze's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Essential		43%
		Very important		40%
		Somewhat important		16%
		Not at all important		1%
	Overall quality of the utility infrastructure in Gulf Breeze (water, sewer, storm water, electric/gas)	Essential		64%
		Very important		27%
		Somewhat important		9%
		Not at all important		0%
	Overall feeling of safety in Gulf Breeze	Essential		59%
		Very important		28%
		Somewhat important		12%
		Not at all important		1%
	Overall quality of natural environment in Gulf	Essential		46%

Please rate how important, if at all, you think it is for the Gulf Breeze community to focus on each of the following in the coming two years.	Overall quality of natural environment in Gulf Breeze	Very important		40%
		Somewhat important		13%
		Not at all important		1%
	Overall quality of parks and recreation opportunities	Essential		40%
		Very important		46%
		Somewhat important		13%
		Not at all important		1%
	Overall health and wellness opportunities in Gulf Breeze	Essential		27%
		Very important		46%
		Somewhat important		25%
		Not at all important		2%
	Overall opportunities for education, culture and the arts	Essential		26%
		Very important		38%
		Somewhat important		33%
		Not at all important		3%
	Residents' connection and engagement with their community	Essential		26%
		Very important		46%
		Somewhat important		27%
		Not at all important		1%
Please rate the job the City of Gulf Breeze does at accomplishing each of its five strategic goals:	Responsible and financially sound City government providing exceptional services	Excellent		30%
		Good		52%
		Fair		14%
		Poor		3%
	Investing and upgrading infrastructure (facilities, parks, utilities, etc.)	Excellent		25%
		Good		54%
		Fair		16%
		Poor		5%
	Environmental sustainability (preserving and enhancing the natural environment)	Excellent		26%
		Good		56%
		Fair		14%
		Poor		4%

<b>Please rate the job the City of Gulf Breeze does at accomplishing each of its five strategic goals:</b>	Improving the local economy (fostering small business and infill redevelopment)	Excellent		16%
		Good		41%
		Fair		31%
		Poor		13%
	Great neighborhoods for families and retirees	Excellent		49%
		Good		44%
		Fair		6%
		Poor		1%
<b>Please indicate whether you use each of the following as a major source, minor source, or not a source of information about the City government:</b>	City of Gulf Breeze website www.cityofgulfbreeze.us	Major source		45%
		Minor source		42%
		Not a source		13%
	Social media: Facebook, Twitter, Instagram	Major source		36%
		Minor source		36%
		Not a source		28%
	City of Gulf Breeze E-Updates (subscribed email notifications)	Major source		37%
		Minor source		31%
		Not a source		32%
	Nextdoor app	Major source		38%
		Minor source		24%
		Not a source		37%
	The Town Center is nearing "build-out" which means there are very few remaining properties to develop or redevelop. Please select the statement below that best represents your opinion regarding the future of the Town Center:	I support new developments within the City – we need more ..		36%
		I am against growth within the City – we are built out		11%
		I am against growth within the City, but in favor of redevelopi..		53%
<b>In general, how many times do you:</b>	Access the internet from your home using a computer, laptop or tablet computer	Several times a day		92%
		Once a day		5%
		A few times a week		2%
		Every few weeks		1%
		Less often or never		1%
	Access the internet from your cell phone	Several times a day		87%
		Once a day		4%
		A few times a week		3%



have on your family income in the next 6 months? Do you think the impact will be:	Very negative		6%
How many years have you lived in Gulf Breeze?	Less than 2 years		13%
	2-5 years		17%
	6-10 years		11%
	11-20 years		17%
	More than 20 years		42%
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$500		5%
	\$500 to \$999		13%
	\$1,000 to \$1,499		18%
	\$1,500 to \$1,999		17%
	\$2,000 to \$2,499		15%
	\$2,500 to \$2,999		12%
	\$3,000 to \$3,499		5%
	\$3,500 or more		15%
Do any children 17 or under live in your household?	No		64%
	Yes		36%
Are you or any other members of your household aged 65 or older?	No		66%
	Yes		34%
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		3%
	\$25,000 to \$49,999		14%
	\$50,000 to \$74,999		12%
	\$75,000 to \$99,999		12%
	\$100,000 to \$149,999		23%
	\$150,000 or more		37%
Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic or Latino		97%
	Yes, I consider myself to be Spanish, Hispanic or Latino		3%
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		0%
	Asian, Asian Indian or Pacific Islander		1%
	Black or African American		0%
	White		99%
	Other		1%



## Comparison of Responses by Respondent Characteristics

This dashboard allows the user to specify which demographics to include in the table using the dropdown menu below. Responses have been summarized to show only the proportion of respondents giving a positive answer; for example, the percent of respondents who rated the quality of life as excellent or good. If there were insufficient responses within a specific demographic category to compare groups, the category will not appear in the dashboard. The first column displays the percent positive from all respondents, while the following columns display the percent positive by category.

In the "Statistical significance" tab, you will find a tool to help determine the threshold values for statistically significant differences between groups.

		Coastal	East	West
Please rate each of the following aspects of quality of life in Gulf Breeze.	Gulf Breeze as a place to live	98%	95%	98%
	Your neighborhood as a place to live	97%	95%	96%
	Gulf Breeze as a place to raise children	99%	95%	98%
	Gulf Breeze as a place to work	57%	71%	68%
	Gulf Breeze as a place to visit	74%	79%	83%
	Gulf Breeze as a place to retire	93%	91%	97%
	The overall quality of life in Gulf Breeze	97%	95%	99%
	Sense of community	83%	84%	94%
Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.	Overall economic health of Gulf Breeze	71%	74%	76%
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Gulf Breeze	57%	60%	67%
	Overall design or layout of Gulf Breeze's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	73%	65%	79%
	Overall quality of the utility infrastructure in Gulf Breeze (water, sewer, storm water, electric/gas)	54%	61%	65%
	Overall feeling of safety in Gulf Breeze	99%	98%	98%
	Overall quality of natural environment in Gulf Breeze	94%	95%	97%
	Overall quality of parks and recreation opportunities	96%	92%	97%
	Overall health and wellness opportunities in Gulf Breeze	88%	88%	91%

<b>Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.</b>	Overall opportunities for education, culture and the arts	62%	58%	67%
	Residents' connection and engagement with their community	76%	80%	87%
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in Gulf Breeze to someone who asks	91%	93%	97%
	Remain in Gulf Breeze for the next five years	86%	92%	96%
<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	99%	98%	99%
	In Gulf Breeze's downtown/commercial area during the day	100%	97%	99%
	From property crime	98%	96%	95%
	From violent crime	100%	100%	99%
	From fire, flood, or other natural disaster	65%	83%	71%
<b>Please rate the job you feel the Gulf Breeze community does at each of the following.</b>	Making all residents feel welcome	84%	90%	88%
	Attracting people from diverse backgrounds	51%	50%	53%
	Valuing/respecting residents from diverse backgrounds	70%	72%	71%
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	79%	74%	76%
<b>Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.</b>	Overall quality of business and service establishments in Gulf Breeze	74%	81%	78%
	Variety of business and service establishments in Gulf Breeze	39%	50%	50%
	Vibrancy of downtown/commercial area	37%	42%	41%
	Employment opportunities	22%	19%	25%
	Shopping opportunities	31%	33%	35%
	Cost of living in Gulf Breeze	47%	55%	52%
	Overall image or reputation of Gulf Breeze	92%	92%	94%
<b>Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.</b>	Traffic flow on major streets	55%	52%	62%
	Ease of public parking	91%	87%	80%
	Ease of travel by car in Gulf Breeze	84%	86%	84%
	Ease of travel by public transportation in Gulf Breeze			19%
	Ease of travel by bicycle in Gulf Breeze	66%	60%	61%

Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.	Ease of walking in Gulf Breeze	72%	81%	90%
	Well-planned residential growth	60%	60%	66%
	Well-planned commercial growth	36%	25%	48%
	Well-designed neighborhoods	73%	76%	73%
	Preservation of the historical or cultural character of the community	65%	59%	71%
	Public places where people want to spend time	75%	70%	77%
	Variety of housing options	56%	50%	51%
	Availability of affordable quality housing	33%	32%	28%
	Overall quality of new development in Gulf Breeze	48%	49%	63%
	Overall appearance of Gulf Breeze	85%	84%	88%
	Cleanliness of Gulf Breeze	87%	89%	94%
	Water resources (beaches, lakes, ponds, riverways, etc.)	91%	96%	91%
	Air quality	96%	97%	94%
	Availability of paths and walking trails	81%	86%	93%
	Fitness opportunities (including exercise classes and paths or trails, etc.)	83%	84%	87%
	Recreational opportunities	90%	83%	91%
	Availability of affordable quality food	74%	70%	70%
	Availability of affordable quality health care	89%	87%	85%
	Availability of preventive health services	85%	89%	86%
	Availability of affordable quality mental health care			59%
	Opportunities to attend cultural/arts/music activities	27%	32%	34%
	Community support for the arts	48%	55%	60%
	Availability of affordable quality childcare/preschool			70%
	K-12 education	95%	95%	98%
	Adult educational opportunities			42%

<b>Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.</b>	Sense of civic/community pride	89%	87%	88%
	Neighborliness of residents in Gulf Breeze	90%	93%	89%
	Opportunities to participate in social events and activities	71%	77%	71%
	Opportunities to attend special events and festivals	68%	71%	73%
	Opportunities to volunteer	76%	75%	76%
	Opportunities to participate in community matters	57%	83%	78%
	Openness and acceptance of the community toward people of diverse backgrounds	63%	56%	63%
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of Gulf Breeze (in-person, phone, email or web) for help or information	75%	81%	74%
	Contacted Gulf Breeze elected officials (in-person, phone, email or web) to express your opinion	46%	46%	28%
	Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town h..	34%	39%	24%
	Watched (online or on television) a local public meeting	14%	15%	25%
	Volunteered your time to some group/activity in Gulf Breeze	47%	46%	40%
	Campaigned or advocated for a local issue, cause or candidate	37%	20%	25%
	Voted in your most recent local election	86%	95%	92%
	Used bus, rail, subway, or other public transportation instead of driving	4%	4%	6%
	Carpooled with other adults or children instead of driving alone	38%	36%	36%
	Walked or biked instead of driving	68%	84%	79%
<b>Please rate the quality of each of the following services in Gulf Breeze.</b>	Public information services	78%	89%	81%
	Economic development	53%	55%	62%
	Traffic enforcement	89%	80%	84%
	Traffic signal timing	55%	61%	69%
	Street repair	62%	52%	56%
	Street cleaning	77%	76%	70%
	Street lighting	67%	74%	68%
	Sidewalk maintenance	55%	61%	63%

Please rate the quality of each of the following services in Gulf Breeze.	Bus or transit services			15%
	Land use, planning, and zoning	43%	47%	57%
	Code enforcement (weeds, abandoned buildings, etc.)	52%	60%	57%
	Affordable high-speed internet access	49%	53%	51%
	Garbage collection	86%	87%	84%
	Drinking water	90%	85%	78%
	Sewer services	79%	82%	73%
	Storm water management (storm drainage, dams, levees, etc.)	53%	60%	59%
	Power (electric and/or gas) utility	90%	91%	82%
	Utility billing	92%	87%	83%
	Police/Sheriff services	94%	91%	96%
	Crime prevention	98%	95%	94%
	Animal control	85%	76%	76%
	Ambulance or emergency medical services	97%	96%	95%
	Fire services	94%	99%	97%
	Fire prevention and education			86%
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	91%	85%	86%
	Preservation of natural areas (open space, farmlands, and greenbelts)	86%	75%	88%
	Gulf Breeze open space	89%	69%	81%
	Recycling	58%	64%	67%
	Yard waste pick-up	83%	79%	84%
	City parks	96%	90%	95%
	Recreation programs or classes	81%	83%	89%
	Recreation centers or facilities	93%	85%	95%
	Health services	88%	93%	88%

<b>Please rate the quality of each of the following services in Gulf Breeze.</b>	Public library services	94%	89%	90%
	Overall customer service by Gulf Breeze employees (police, receptionists, planners, etc.)	86%	92%	94%
<b>Please rate the following categories of Gulf Breeze government performance.</b>	The value of services for the taxes paid to Gulf Breeze	74%	76%	80%
	The overall direction that Gulf Breeze is taking	68%	75%	73%
	The job Gulf Breeze government does at welcoming resident involvement	71%	72%	72%
	Overall confidence in Gulf Breeze government	63%	75%	75%
	Generally acting in the best interest of the community	67%	74%	79%
	Being honest	74%	70%	80%
	Being open and transparent to the public	53%	67%	75%
	Informing residents about issues facing the community	56%	64%	73%
	Treating all residents fairly	67%	79%	73%
	Treating residents with respect	86%	86%	86%
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of Gulf Breeze	81%	83%	89%
	The Federal Government	41%	53%	45%
<b>Please rate how important, if at all, you think it is for the Gulf Breeze community to focus on each of the following in the coming two years.</b>	Overall economic health of Gulf Breeze	97%	82%	94%
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Gulf Breeze	69%	82%	81%
	Overall design or layout of Gulf Breeze's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	88%	88%	80%
	Overall quality of the utility infrastructure in Gulf Breeze (water, sewer, storm water, electric/gas)	83%	96%	91%
	Overall feeling of safety in Gulf Breeze	74%	94%	88%
	Overall quality of natural environment in Gulf Breeze	85%	89%	86%
	Overall quality of parks and recreation opportunities	86%	82%	87%
	Overall health and wellness opportunities in Gulf Breeze	62%	68%	76%
	Overall opportunities for education, culture and the arts	56%	61%	66%
	Residents' connection and engagement with their community	62%	73%	72%
<b>Please rate the job the City of Gulf Breeze does at accomplishing each of its five strategic goals:</b>	Responsible and financially sound City government providing exceptional services	75%	85%	84%

<b>Please rate the job the City of Gulf Breeze does at accomplishing each of its five strategic goals:</b>	Investing and upgrading infrastructure (facilities, parks, utilities, etc.)	72%	80%	78%
	Environmental sustainability (preserving and enhancing the natural environment)	81%	76%	83%
	Improving the local economy (fostering small business and infill redevelopment)	56%	49%	57%
	Great neighborhoods for families and retirees	84%	90%	95%
<b>Please indicate whether you use each of the following as a major source, minor source, or not a source of information about the City government:</b>	City of Gulf Breeze website <a href="http://www.cityofgulfbreeze.us">www.cityofgulfbreeze.us</a>	45%	44%	48%
	Social media: Facebook, Twitter, Instagram	28%	37%	35%
	City of Gulf Breeze E-Updates (subscribed email notifications)	31%	41%	39%
	Nextdoor app	25%	30%	45%
<b>In general, how many times do you:</b>	Access the internet from your home using a computer, laptop or tablet computer	100%	100%	98%
	Access the internet from your cell phone	95%	93%	95%
	Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	77%	81%	79%
	Use or check email	99%	99%	100%
	Share your opinions online	22%	22%	30%
	Shop online	71%	65%	66%
	Would you say that in general your health is:	92%	90%	78%
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact wi..	22%	37%	21%

# Statistical significance thresholds

Below you may select a demographic to find the thresholds for statistically significant differences between groups (i.e. the minimum difference between groups to be considered statistically significant based on the sample sizes). Use the drop down menu to the right to select demographic dimensions. If there were no responses within a specific demographic option, that option will not appear in the dashboard.

		Area		
		Coastal	East	West
Coastal			15%	12%
East	15%			12%
West	12%		12%	

# The City of Gulf Breeze 2020 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are anonymous and will be reported in group form only.

## 1. Please rate each of the following aspects of quality of life in Gulf Breeze.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Gulf Breeze as a place to live .....	1	2	3	4	5
Your neighborhood as a place to live .....	1	2	3	4	5
Gulf Breeze as a place to raise children.....	1	2	3	4	5
Gulf Breeze as a place to work.....	1	2	3	4	5
Gulf Breeze as a place to visit.....	1	2	3	4	5
Gulf Breeze as a place to retire .....	1	2	3	4	5
The overall quality of life in Gulf Breeze.....	1	2	3	4	5
Sense of community .....	1	2	3	4	5

## 2. Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Gulf Breeze .....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Gulf Breeze .....	1	2	3	4	5
Overall design or layout of Gulf Breeze's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4	5
Overall quality of the utility infrastructure in Gulf Breeze (water, sewer, storm water, electric/gas) .....	1	2	3	4	5
Overall feeling of safety in Gulf Breeze.....	1	2	3	4	5
Overall quality of natural environment in Gulf Breeze.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Gulf Breeze .....	1	2	3	4	5
Overall opportunities for education, culture and the arts .....	1	2	3	4	5
Residents' connection and engagement with their community .....	1	2	3	4	5

## 3. Please indicate how likely or unlikely you are to do each of the following.

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

## 4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Gulf Breeze's downtown/commercial area during the day .....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood or other natural disaster .....	1	2	3	4	5	6

## 5. Please rate the job you feel the Gulf Breeze community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome .....	1	2	3	4	5
Attracting people from diverse backgrounds .....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds .....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

## 6. Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Gulf Breeze .....	1	2	3	4	5
Variety of business and service establishments in Gulf Breeze.....	1	2	3	4	5
Vibrancy of downtown/commercial area .....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Gulf Breeze .....	1	2	3	4	5
Overall image or reputation of Gulf Breeze.....	1	2	3	4	5

**7. Please rate each of the following characteristics as they relate to Gulf Breeze as a whole.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets .....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Gulf Breeze.....	1	2	3	4	5
Ease of travel by public transportation in Gulf Breeze .....	1	2	3	4	5
Ease of travel by bicycle in Gulf Breeze.....	1	2	3	4	5
Ease of walking in Gulf Breeze.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community .....	1	2	3	4	5
Public places where people want to spend time .....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Gulf Breeze.....	1	2	3	4	5
Overall appearance of Gulf Breeze.....	1	2	3	4	5
Cleanliness of Gulf Breeze.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.) .....	1	2	3	4	5
Air quality .....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) ...	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Availability of affordable quality food .....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts .....	1	2	3	4	5
Availability of affordable quality childcare/preschool .....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride .....	1	2	3	4	5
Neighborliness of residents in Gulf Breeze.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer .....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds .....	1	2	3	4	5

**8. Please indicate whether or not you have done each of the following in the last 12 months.**

	<u>No</u>	<u>Yes</u>
Contacted the City of Gulf Breeze (in-person, phone, email or web) for help or information.....	1	2
Contacted Gulf Breeze elected officials (in-person, phone, email or web) to express your opinion .....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.) .....	1	2
Watched (online or on television) a local public meeting .....	1	2
Volunteered your time to some group/activity in Gulf Breeze.....	1	2
Campaigned or advocated for a local issue, cause or candidate.....	1	2
Voted in your most recent local election .....	1	2
Used bus, rail, subway or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone .....	1	2
Walked or biked instead of driving.....	1	2

# The City of Gulf Breeze 2020 Community Survey

## 9. Please rate the quality of each of the following services in Gulf Breeze.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Affordable high-speed internet access .....	1	2	3	4	5
Garbage collection .....	1	2	3	4	5
Drinking water .....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.) .....	1	2	3	4	5
Power (electric and/or gas) utility .....	1	2	3	4	5
Utility billing .....	1	2	3	4	5
Police/Sheriff services .....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services .....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas (open space, farmlands and greenbelts) .....	1	2	3	4	5
Gulf Breeze open space.....	1	2	3	4	5
Recycling .....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
City parks .....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities .....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Gulf Breeze employees (police, receptionists, planners, etc.) .....	1	2	3	4	5

## 10. Please rate the following categories of Gulf Breeze government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Gulf Breeze.....	1	2	3	4	5
The overall direction that Gulf Breeze is taking .....	1	2	3	4	5
The job Gulf Breeze government does at welcoming resident involvement .....	1	2	3	4	5
Overall confidence in Gulf Breeze government.....	1	2	3	4	5
Generally acting in the best interest of the community .....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community .....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Gulf Breeze.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

**12. Please rate how important, if at all, you think it is for the Gulf Breeze community to focus on each of the following in the coming two years.**

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Gulf Breeze .....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Gulf Breeze .....	1	2	3	4
Overall design or layout of Gulf Breeze's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4
Overall quality of the utility infrastructure in Gulf Breeze (water, sewer, storm water, electric/gas) .....	1	2	3	4
Overall feeling of safety in Gulf Breeze.....	1	2	3	4
Overall quality of natural environment in Gulf Breeze.....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Gulf Breeze .....	1	2	3	4
Overall opportunities for education, culture and the arts .....	1	2	3	4
Residents' connection and engagement with their community .....	1	2	3	4

**13. Please rate the job the City of Gulf Breeze does at accomplishing each of its five strategic goals:**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Responsible and financially sound City government providing exceptional services.....	1	2	3	4	5
Investing and upgrading infrastructure (facilities, parks, utilities, etc.).....	1	2	3	4	5
Environmental sustainability (preserving and enhancing the natural environment).....	1	2	3	4	5
Improving the local economy (fostering small business and infill redevelopment).....	1	2	3	4	5
Great neighborhoods for families and retirees .....	1	2	3	4	5

**14. Please indicate whether you use each of the following as a major source, minor source, or not a source of information about the City government:**

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
City of Gulf Breeze website <a href="http://www.cityofgulfbreeze.us">www.cityofgulfbreeze.us</a> .....	1	2	3
Social media: Facebook, Twitter, Instagram .....	1	2	3
City of Gulf Breeze E-Updates (subscribed email notifications) .....	1	2	3
Nextdoor app .....	1	2	3

**15. The Town Center is nearing "build-out" which means there are very few remaining properties to develop or redevelop. Please select the statement below that best represents your opinion regarding the future of the Town Center:**

- ☐ I support new developments within the City – we need more options
- ☐ I am against growth within the City – we are built out
- ☐ I am against growth within the City, but in favor of redeveloping under-utilized commercial properties
- ☐ Don't know

# The City of Gulf Breeze 2020 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

## D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop or tablet computer .....	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, WhatsApp, etc. ....	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online .....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

## D2. Would you say that in general your health is:

- ☐ Excellent
 ☐ Very good
 ☐ Good
 ☐ Fair
 ☐ Poor

## D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

- ☐ Very positive
 ☐ Somewhat positive
 ☐ Neutral
 ☐ Somewhat negative
 ☐ Very negative

## D4. How many years have you lived in Gulf Breeze?

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

## D5. Which best describes the building you live in?

- ☐ One family house detached from any other houses  
☐ Building with two or more homes  
 (duplex, townhome, apartment or condominium)  
☐ Mobile home  
☐ Other

## D6. Do you rent or own your home?

- ☐ Rent  
☐ Own

## D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- ☐ Less than \$500
 ☐ \$2,000 to \$2,499  
☐ \$500 to \$999
 ☐ \$2,500 to \$2,999  
☐ \$1,000 to \$1,499
 ☐ \$3,000 to \$3,499  
☐ \$1,500 to \$1,999
 ☐ \$3,500 or more

## D8. Do any children 17 or under live in your household?

- ☐ No
 ☐ Yes

## D9. Are you or any other members of your household aged 65 or older?

- ☐ No
 ☐ Yes

## D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$25,000
 ☐ \$75,000 to \$99,999  
☐ \$25,000 to \$49,999
 ☐ \$100,000 to \$149,999  
☐ \$50,000 to \$74,999
 ☐ \$150,000 or more

## D11. Are you Spanish, Hispanic or Latino?

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

## D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

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

## D13. In which category is your age?

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

## D14. What is your gender?

- ☐ Female  
☐ Male  
☐ Identify in another way

**Thank you!** Please return the completed survey to the City:  
1070 Shoreline Dr, Gulf Breeze, FL 32561