



CITY OF COOPER CITY, FL 2009

Report of Geographic Subgroup Comparisons

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Cooper City staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Cooper City staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES

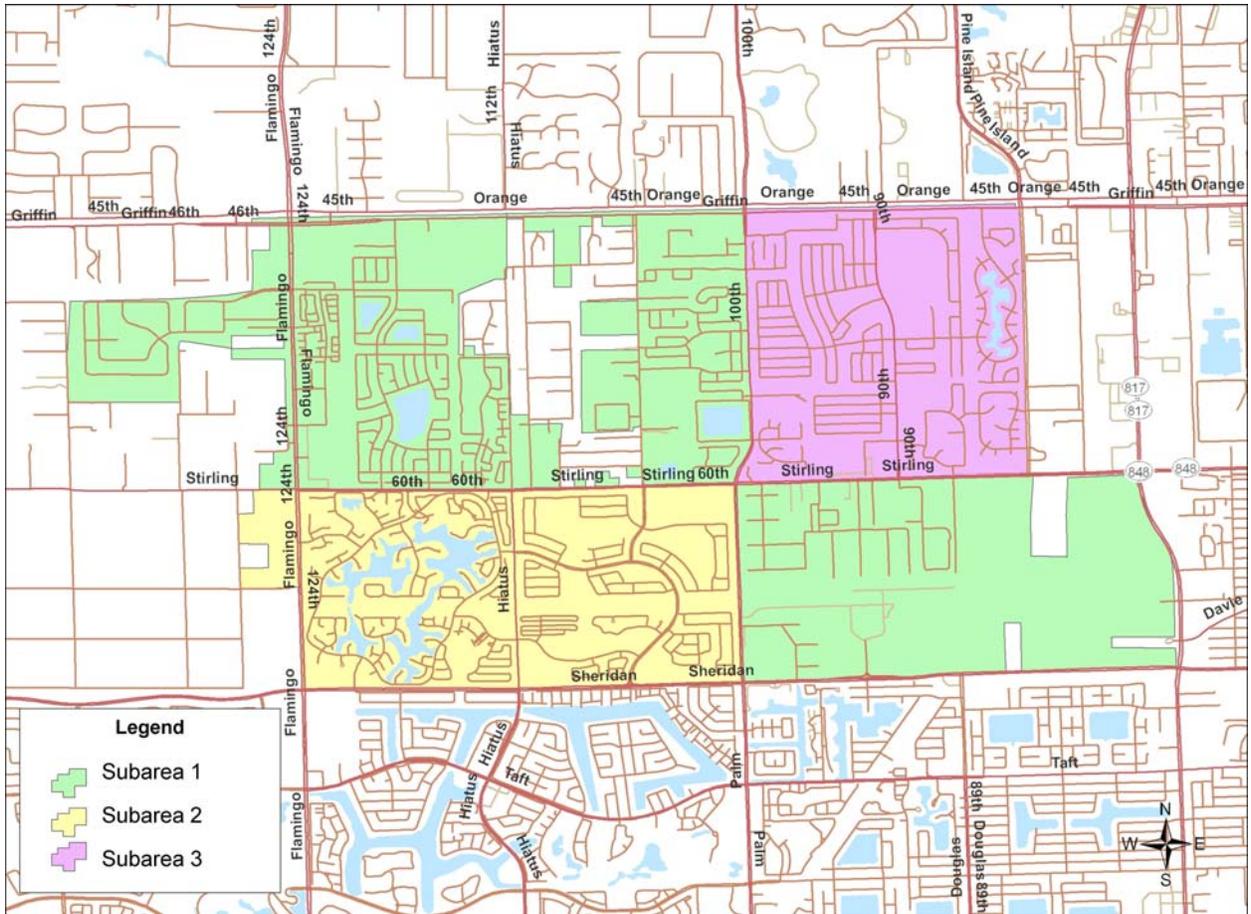
On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the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

UNDERSTANDING THE TABLES

In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (421 completed surveys). For each Area (1, 2 or 3), the margin of error rises to approximately + or - 9% since sample sizes were approximately 149 for Area 1, 124 for Area 2 and 131 for Area 3. The map on the following page illustrates the geographic break out of Areas 1, 2, and 3.



COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")			
Please rate each of the following aspects of quality of life in Cooper City:	Area		
	1	2	3
Cooper City as a place to live	92%	96%	95%
Your neighborhood as a place to live	91%	97%	87%
Cooper City as a place to raise children	91%	98%	98%
Cooper City as a place to work	66%	69%	70%
Cooper City as a place to retire	64%	79%	74%
The overall quality of life in Cooper City	93%	94%	95%

Question 2: Community Characteristics (Percent "excellent" or "good")			
Please rate each of the following characteristics as they relate to Cooper City as a whole:	Area		
	1	2	3
Sense of community	85%	82%	86%
Openness and acceptance of the community towards people of diverse backgrounds	78%	85%	82%
Overall appearance of Cooper City	82%	91%	86%
Cleanliness of Cooper City	86%	94%	82%
Overall quality of new development in Cooper City	64%	81%	62%
Variety of housing options	74%	76%	62%
Overall quality of business and service establishments in Cooper City	68%	78%	80%
Shopping opportunities	68%	74%	67%
Opportunities to attend cultural activities	46%	59%	49%
Recreational opportunities	84%	86%	76%
Employment opportunities	32%	40%	39%
Educational opportunities	79%	87%	82%
Opportunities to participate in social events and activities	78%	76%	71%
Opportunities to participate in religious or spiritual events and activities	90%	87%	79%
Opportunities to volunteer	80%	83%	75%
Opportunities to participate in community matters	78%	79%	68%

Question 2: Community Characteristics (Percent "excellent" or "good")			
Please rate each of the following characteristics as they relate to Cooper City as a whole:	Area		
	1	2	3
Ease of car travel in Cooper City	88%	93%	85%
Ease of bus travel in Cooper City	66%	64%	67%
Ease of bicycle travel in Cooper City	63%	82%	74%
Ease of walking in Cooper City	80%	92%	76%
Availability of paths and walking trails	62%	85%	66%
Traffic flow on major streets	73%	85%	74%
Amount of public parking	75%	81%	70%
Availability of affordable quality housing	56%	65%	60%
Availability of affordable quality child care	54%	66%	55%
Availability of affordable quality health care	62%	68%	60%
Availability of affordable quality food	69%	78%	77%
Availability of preventive health services	58%	72%	60%
Air quality	80%	93%	91%
Quality of overall natural environment in Cooper City	80%	94%	82%
Overall image or reputation of Cooper City	85%	92%	92%

Question 3: Growth (Percent "too fast")			
Please rate the speed of growth in the following categories in Cooper City over the past 2 years:	Area		
	1	2	3
Population growth	44%	33%	52%
Retail growth (stores, restaurants, etc.)	17%	16%	22%
Jobs growth	0%	1%	5%

Question 4: Code Enforcement (Percent at least a "minor" problem)			
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Cooper City?	Area		
	1	2	3
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Cooper City?	66%	47%	73%

Question 5: Community Safety (Percent "very" or "somewhat" safe)			
Please rate how safe or unsafe you feel from the following in Cooper City:	Area		
	1	2	3
Violent crime (e.g., rape, assault, robbery)	81%	94%	88%
Property crimes (e.g., burglary, theft)	67%	84%	71%
Environmental hazards, including toxic waste	82%	92%	83%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)			
Please rate how safe or unsafe you feel:	Area		
	1	2	3
In your neighborhood during the day	94%	94%	93%
In your neighborhood after dark	83%	89%	82%
In Cooper City's downtown area during the day	89%	87%	96%
In Cooper City's downtown area after dark	70%	80%	78%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")			
	Area		
	1	2	3
During the past twelve months, were you or anyone in your household the victim of any crime?	19%	10%	5%
If yes, was this crime (these crimes) reported to the police?	93%	93%	45%

Question 9: Resident Behaviors (Percent at least once in past 12 months)			
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Cooper City?	Area		
	1	2	3
Used Cooper City recreation centers	62%	69%	66%
Participated in a recreation program or activity	55%	65%	46%
Visited a neighborhood park or City park	87%	89%	88%
Ridden a local bus within Cooper City	10%	11%	10%
Attended a meeting of local elected officials or other local public meeting	29%	34%	25%
Watched a meeting of local elected officials or other local public meeting on cable television	42%	40%	39%
Read Cooper City Newsletter	97%	100%	96%
Visited the City of Cooper City Web site (at www.coopercityfl.org)	71%	70%	66%
Recycled used paper, cans or bottles from your home	90%	94%	80%
Volunteered your time to some group or activity in Cooper City	34%	34%	30%
Participated in religious or spiritual activities in Cooper City	37%	61%	27%
Participated in a club or civic group in Cooper City	26%	31%	22%
Provided help to a friend or neighbor	99%	94%	96%

Question 10: Neighborliness (Percent at least once per month)			
	Area		
	1	2	3
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	92%	89%	92%

Question 11: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Cooper City:	Area		
	1	2	3
Police services	77%	91%	74%
Fire services	85%	95%	93%
Ambulance or emergency medical services	82%	92%	92%
Crime prevention	67%	87%	73%
Fire prevention and education	82%	89%	80%
Traffic enforcement	73%	81%	72%
Street repair	67%	78%	71%
Street cleaning	75%	85%	77%
Street lighting	64%	77%	61%
Sidewalk maintenance	56%	67%	66%
Traffic signal timing	70%	68%	67%
Bus or transit services	66%	65%	64%
Garbage collection	89%	91%	91%
Recycling	91%	88%	90%
Yard waste pick-up	91%	89%	89%
Storm drainage	71%	78%	66%
Drinking water	89%	85%	86%
Sewer services	86%	84%	87%
Power (electric and/or gas) utility	81%	86%	75%
City parks	90%	91%	89%
Recreation programs or classes	92%	86%	91%
Recreation centers or facilities	93%	88%	80%
Land use, planning and zoning	59%	72%	57%
Code enforcement (weeds, abandoned buildings, etc)	50%	78%	57%
Animal control	73%	81%	74%
Economic development	59%	74%	54%
Health services	72%	78%	66%
Services to seniors	93%	81%	80%
Services to youth	88%	90%	80%

Question 11: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Cooper City:	Area		
	1	2	3
Services to low-income people	62%	46%	49%
Public library services	72%	76%	77%
Public information services	76%	78%	70%
Public schools	89%	90%	91%
Cable television	66%	73%	57%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	75%	83%	66%
Preservation of natural areas such as open space, farmlands and greenbelts	49%	76%	58%

Question 12: Government Services Overall (Percent "excellent" or "good")			
Overall, how would you rate the quality of the services provided by each of the following?	Area		
	1	2	3
The City of Cooper City	79%	93%	81%
The Federal Government	45%	56%	45%
The State Government	41%	60%	43%
Broward County Government	55%	71%	56%

Question 13: Contact with City Employees (Percent "yes")			
	Area		
	1	2	3
Have you had any in-person or phone contact with an employee of the City of Cooper City within the last 12 months (including police, receptionists, planners or any others)?	73%	60%	62%

Question 14: City Employees (Percent "excellent" or "good")			
What was your impression of the employee(s) of the City of Cooper City in your most recent contact?	Area		
	1	2	3
Knowledge	77%	91%	78%
Responsiveness	75%	89%	70%
Courtesy	79%	92%	72%
Overall impression	78%	89%	74%

Question 15: Government Performance (Percent "excellent" or "good")			
Please rate the following categories of Cooper City government performance:	Area		
	1	2	3
The value of services for the taxes paid to Cooper City	64%	76%	62%
The overall direction that Cooper City is taking	62%	80%	63%
The job Cooper City government does at welcoming citizen involvement	61%	67%	51%
The job Cooper City government does at listening to citizens	51%	62%	52%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)			
Please indicate how likely or unlikely you are to do each of the following:	Area		
	1	2	3
Recommend living in Cooper City to someone who asks	91%	96%	97%
Remain in Cooper City for the next five years	89%	93%	90%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)			
	Area		
	1	2	3
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:	14%	15%	20%