



2021 City of Gulf Shores Community Survey Findings Report

Presented to the City of Gulf Shores,
Alabama
January 2022



ETC
INSTITUTE

Contents

Executive Summary	i
Section 1: Charts and Graphs	1
Section 2: Benchmarking Analysis	40
Section 3: Importance-Satisfaction Analysis	54
Section 4: Tabular Data.....	63
Section 5: Survey Instrument.....	121



Executive Summary

2021 City of Gulf Shores Community Survey

Executive Summary



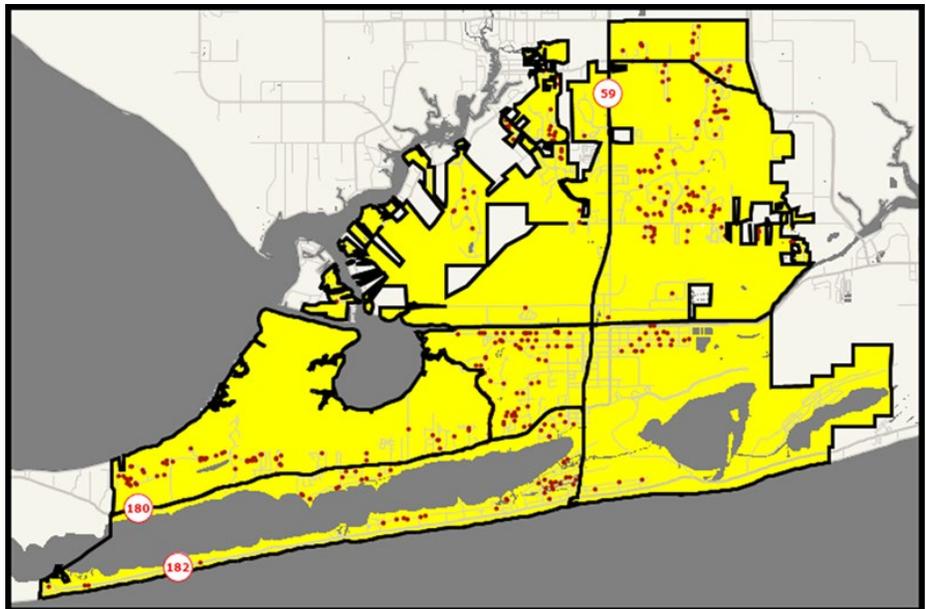
Purpose

ETC Institute administered a survey to residents of the City of Gulf Shores during the fall of 2021. The purpose of the survey was to gather resident opinion and feedback in order to evaluate and improve programs and determine the needs of residents. This is the first community survey ETC Institute has administered for the City of Gulf Shores.

Methodology

The seven-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in Gulf Shores. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey.

To prevent people who were not residents of Gulf Shores from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted. The goal was to obtain completed surveys from at least 400 residents. This goal was met, with a total of 427 residents completing the survey. The overall results for the sample of 427 households have a precision of at least $\pm 4.8\%$ at the 95% level of confidence. To understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the survey based on the location of their home.



2021 City of Gulf Shores Community Survey

Executive Summary



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the City of Gulf Shores with the results from other communities where ETC Institute has conducted a citizen survey. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for all questions on the survey,
- benchmarking data that show how the results for Gulf Shores compare to other communities,
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

How Citizens Rate Gulf Shores as a Place to Live

Most of the residents surveyed (92%), *who had an opinion*, rated the City of Gulf Shores as an “excellent” or “good” place to live; 6% gave a “neutral” rating, and 3% rated Gulf Shores as “below average” or “poor.”

Overall Perceptions of the City

Eighty-six percent (86%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the appearance of the City; 86% were satisfied with the quality of City services, and 85% were satisfied with the image of the City.

Satisfaction With Major City Services

The major categories City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: quality of fire/rescue/emergency medical services (98%), quality trash/recycling/yard debris pickup (92%), and the quality of police services (92%). Residents were least satisfied with the flow of traffic/ease of getting around within the City (21%).

2021 City of Gulf Shores Community Survey

Executive Summary



Based on the sum of their top three choices, the City services that residents thought should receive the most emphasis over the next two years were: 1) flow of traffic/ease of getting around within the City, 2) quality of community and economic development, and 3) maintenance of City streets/sidewalks/infrastructure.

Public Safety

Ninety-six percent (96%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the quality of fire protection/fire rescue/emergency medical services. Other areas in which residents were “very satisfied” or “satisfied” include: overall quality of police protection (93%), fire personnel emergency response time (93%), local ambulance service response time (85%), police response time (83%), and quality of lifeguard and beach patrol service (83%). Residents were least satisfied with the quality of Police Communications (64%).

Based on the sum of their top three choices, the public safety services that residents thought should receive the most emphasis over the next two years were: 1) efforts to prevent crime, 2) visibility of police in neighborhoods, and 3) enforcement of traffic laws.

Perceptions of Safety

Nearly all (99%) of the residents surveyed, *who had an opinion*, felt “very safe” or “safe” in their neighborhood during the day. Other areas in which residents felt “very safe” or “safe” include: overall feeling of safety in Gulf Shores (94%), in neighborhood at night (93%), and in commercial and retail areas (88%). Residents felt the least safe traveling by bicycle in Gulf Shores (60%).

Transportation and Mobility

Two-thirds (67%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the availability of sidewalks/pathways for walking or biking; 55% were “very satisfied” or “satisfied” with the availability of public parking.

Maintenance

Eighty-eight percent (88%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the maintenance of City facilities. Other areas in which residents were “very satisfied” or “satisfied” include: mowing/trimming along streets and public areas (86%), cleanliness of streets and public areas (86%), maintenance of street signs (82%), and cleanup of debris/litter in and near roadways (79%). Residents were least satisfied with the adequacy of City drainage system and maintenance (43%).

2021 City of Gulf Shores Community Survey

Executive Summary



Based on the sum of their top three choices, the maintenance services that residents thought should receive the most emphasis over the next two years were: 1) adequacy of City drainage system and maintenance, 2) maintenance of streets, and 3) maintenance of traffic signals.

Trash and Recycling

Ninety-four percent (94%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with residential trash collection services; 90% were “very satisfied” or “satisfied” with yard waste collection services, and 89% were “very satisfied” or “satisfied” with curbside recycling services.

Based on the sum of their top two choices, the trash and recycling services that residents thought should receive the most emphasis over the next two years were: 1) bulky item pickup/removal services and 2) yard waste collection services.

Code Enforcement

Eighty-three percent (83%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the cleanup of debris/litter. Other areas in which residents were “very satisfied” or “satisfied” include: overall efforts to protect private property values (66%) and cleanup of overgrown and weedy lots (50%).

Development and Redevelopment

Sixty-one percent (61%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with quality of new business development; 53% were “very satisfied” or “satisfied” with the quality of new retail development.

Based on the sum of their top two choices, the development and redevelopment items that residents thought should receive the most emphasis over the next two years were: 1) the City’s planning for future growth and 2) quality of new residential development.

Parks and Recreation

Eighty-nine percent (89%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the quality of parks. Other areas in which residents were “very satisfied” or “satisfied” include: quality of walking trails (88%), quality of outdoor athletic fields (85%), quality of Bodenhamer Recreation Center (85%), and quality of playgrounds (81%). Residents were least satisfied with the fees charged for recreation center memberships (61%).

2021 City of Gulf Shores Community Survey

Executive Summary



Based on the sum of their top four choices, the parks and recreation services that residents thought should receive the most emphasis over the next two years were: 1) quality of parks, 2) quality of walking trails, 3) quality of senior programs, and 4) convenience of access to Parks and Recreation facilities.

City Schools

Sixty-two percent (62%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the overall quality of teachers and staff in Gulf Shores schools. Other areas in which residents were “very satisfied” or “satisfied” include: quality of Gulf Shores City Schools Curriculum (61%), quality of Extracurricular Programming (58%), and quality of leadership provided by School Administration (58%).

City Communications

Sixty-two percent (62%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the quality of the City’s website. Other areas in which residents were “very satisfied” or “satisfied” include: availability of information about City special events/programs (55%), quality of the City’s live streamed meetings (54%), and availability of information on City services and programs (53%).

Residents were asked about their primary sources of information about City issues, services, and events. The top responses included: word of mouth (friends/neighbors) (60%), Notify Me (47%), City social media sites (45%), and the City website (44%). When asked about their *preferred* sources of information, based on the sum of their top three choices, the top responses included: Notify Me (58%), the City website (44%), and City social media sites (35%).

Customer Service from City Employees

Eighty-three percent (83%) of the residents surveyed, *who had an opinion*, “strongly agreed” or “agreed” that City employees with whom they interacted are courteous and professional. Other statements about City employees in which residents “strongly agree” or “agree” include: City employees possess the proper knowledge (69%) and request was processed in a timely manner during most recent contact with the City (66%).

Sixty percent (60%) of the residents surveyed, *who had an opinion*, indicated they have personally contacted the City with a question, service request, or complaint in the last 12 months. Of the 60% who contacted the City, 87% *who had an opinion* indicated the department they contacted was responsive to their issue.

2021 City of Gulf Shores Community Survey

Executive Summary



How the City of Gulf Shores Compares to Other Communities Regionally

Satisfaction ratings for the City of Gulf Shores **rated above the Southeast regional average in 58 of the 60 areas** that were assessed. The Southeast Region includes the states of Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, South Carolina, and Tennessee. The City of Gulf Shores rated significantly higher than the Southeast regional average (difference of 5% or more) in all 58 of these areas. The table below shows the areas where the City rated at least 20% above the Southeast regional average:

Service	Southeast			Category
	Gulf Shores	Region	Difference	
Bulky item pickup/removal services	88.7%	35.2%	53.5%	Trash and Recycling
Quality of Recreation Center	85.0%	37.0%	48.0%	Parks and Recreation
Yard waste collection services	89.6%	42.1%	47.5%	Trash and Recycling
Mowing/trimming along streets & public areas	86.4%	39.6%	46.8%	Maintenance
Curbside recycling services	89.0%	48.6%	40.4%	Trash and Recycling
Overall quality of police protection	93.2%	56.2%	37.0%	Public Safety
Cleanup of debris/litter	82.8%	46.5%	36.3%	Code Enforcement
Quality of senior programs	67.1%	31.2%	35.9%	Parks and Recreation
Quality of youth athletic programs	72.5%	37.3%	35.2%	Parks and Recreation
Efforts to prevent crime	79.3%	44.8%	34.5%	Public Safety
Quality of trash/recycling/yard debris pickup	92.3%	58.1%	34.2%	Major Categories of City Services
Ease of registering for programs	68.0%	36.2%	31.8%	Parks and Recreation
Maintenance of sidewalks	77.3%	45.5%	31.8%	Maintenance
Visibility of police in neighborhoods	82.4%	50.9%	31.5%	Public Safety
Quality of adult athletic programs	66.4%	35.4%	31.0%	Parks and Recreation
Value received for City tax dollars & fees	70.5%	40.5%	30.0%	Perceptions of the City
Residential trash collection services	93.6%	63.9%	29.7%	Trash and Recycling
Maintenance of City facilities	87.9%	58.3%	29.6%	Maintenance
Maintenance of streets	75.3%	45.7%	29.6%	Maintenance
Fees charged for recreation center memberships	60.8%	31.7%	29.1%	Parks and Recreation
Quality of outdoor athletic fields	85.3%	57.0%	28.3%	Parks and Recreation
Quality of walking trails	87.8%	60.0%	27.8%	Parks and Recreation
Recycling Center drop-off services	70.2%	42.4%	27.8%	Trash and Recycling
Overall cleanliness of streets & public areas	85.5%	58.0%	27.5%	Maintenance
Quality of customer service from City employees	79.0%	51.8%	27.2%	Major Categories of City Services
Police response time	82.9%	56.1%	26.8%	Public Safety
Quality of special events	73.4%	46.7%	26.7%	Parks and Recreation
Effectiveness of City staff and administration	63.7%	37.7%	26.0%	City Leadership
Feeling of safety in your neighborhood at night	92.6%	66.8%	25.8%	Perceptions of Safety
Quality of playgrounds	81.1%	56.4%	24.7%	Parks and Recreation
Overall feeling of safety in Gulf Shores	93.8%	69.7%	24.1%	Perceptions of Safety
Quality of parks & recreation programs/facilities	84.1%	60.1%	24.0%	Major Categories of City Services
Overall quality of City services	85.8%	62.1%	23.7%	Perceptions of the City
Quality of leadership by the City's elected officials	59.8%	36.4%	23.4%	City Leadership
As a place to live	91.8%	68.6%	23.2%	Overall Ratings of the City
Overall image of the City	85.1%	62.1%	23.0%	Perceptions of the City
Overall appearance of the City	86.4%	64.9%	21.5%	Perceptions of the City
Quality of the City's website	62.1%	41.1%	21.0%	City Communications
Adequacy of City street lighting	77.5%	57.0%	20.5%	Maintenance

2021 City of Gulf Shores Community Survey

Executive Summary



How the City of Gulf Shores Compares to Other Communities Nationally

Satisfaction ratings for the City of Gulf Shores **rated above the national average in 58 of the 60 areas** that were assessed. The City of Gulf Shores rated significantly higher than the national average (difference of 5% or more) in 55 of these areas. The table below shows the areas where the City rated at least 20% above the national average:

Service	Gulf Shores	U.S.	Difference	Category
Quality of Recreation Center	85.0%	37.5%	47.5%	Parks and Recreation
Quality of senior programs	67.1%	27.7%	39.4%	Parks and Recreation
Bulky item pickup/removal services	88.7%	53.5%	35.2%	Trash and Recycling
Quality of special events	73.4%	38.6%	34.8%	Parks and Recreation
Quality of youth athletic programs	72.5%	39.1%	33.4%	Parks and Recreation
Quality of adult athletic programs	66.4%	33.7%	32.7%	Parks and Recreation
Quality of outdoor athletic fields	85.3%	52.7%	32.6%	Parks and Recreation
Cleanup of debris/litter	82.8%	50.4%	32.4%	Code Enforcement
Overall quality of police protection	93.2%	63.5%	29.7%	Public Safety
Ease of registering for programs	68.0%	38.6%	29.4%	Parks and Recreation
Yard waste collection services	89.6%	60.8%	28.8%	Trash and Recycling
Quality of customer service from City employees	79.0%	51.1%	27.9%	Major Categories of City Services
Overall quality of City services	85.8%	58.9%	26.9%	Perceptions of the City
Mowing/trimming along streets & public areas	86.4%	59.8%	26.6%	Maintenance
Fees charged for recreation center memberships	60.8%	34.2%	26.6%	Parks and Recreation
Maintenance of sidewalks	77.3%	51.0%	26.3%	Maintenance
Value received for City tax dollars & fees	70.5%	44.3%	26.2%	Perceptions of the City
Curbside recycling services	89.0%	63.4%	25.6%	Trash and Recycling
Quality of walking trails	87.8%	62.5%	25.3%	Parks and Recreation
Overall cleanliness of streets & public areas	85.5%	60.3%	25.2%	Maintenance
Quality of parks & recreation programs/facilities	84.1%	59.4%	24.7%	Major Categories of City Services
Maintenance of City facilities	87.9%	63.2%	24.7%	Maintenance
Effectiveness of City staff and administration	63.7%	39.1%	24.6%	City Leadership
Quality of trash/recycling/yard debris pickup	92.3%	67.9%	24.4%	Major Categories of City Services
Quality of playgrounds	81.1%	57.3%	23.8%	Parks and Recreation
Feeling of safety in your neighborhood at night	92.6%	71.3%	21.3%	Perceptions of Safety
Maintenance of streets	75.3%	54.0%	21.3%	Maintenance
Overall image of the City	85.1%	64.1%	21.0%	Perceptions of the City
Quality of leadership by the City's elected officials	59.8%	39.0%	20.8%	City Leadership
Overall appearance of the City	86.4%	65.9%	20.5%	Perceptions of the City
Visibility of police in neighborhoods	82.4%	62.3%	20.1%	Public Safety

2021 City of Gulf Shores Community Survey

Executive Summary



Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the services that are recommended as the top priorities in order to raise the City's overall satisfaction rating are listed below:

- Flow of traffic/ease of getting around within the City (IS=0.6257)
- Quality of community and economic development (IS=0.1053)

The table below shows the Importance-Satisfaction rating for all 15 major categories of City services that were rated.

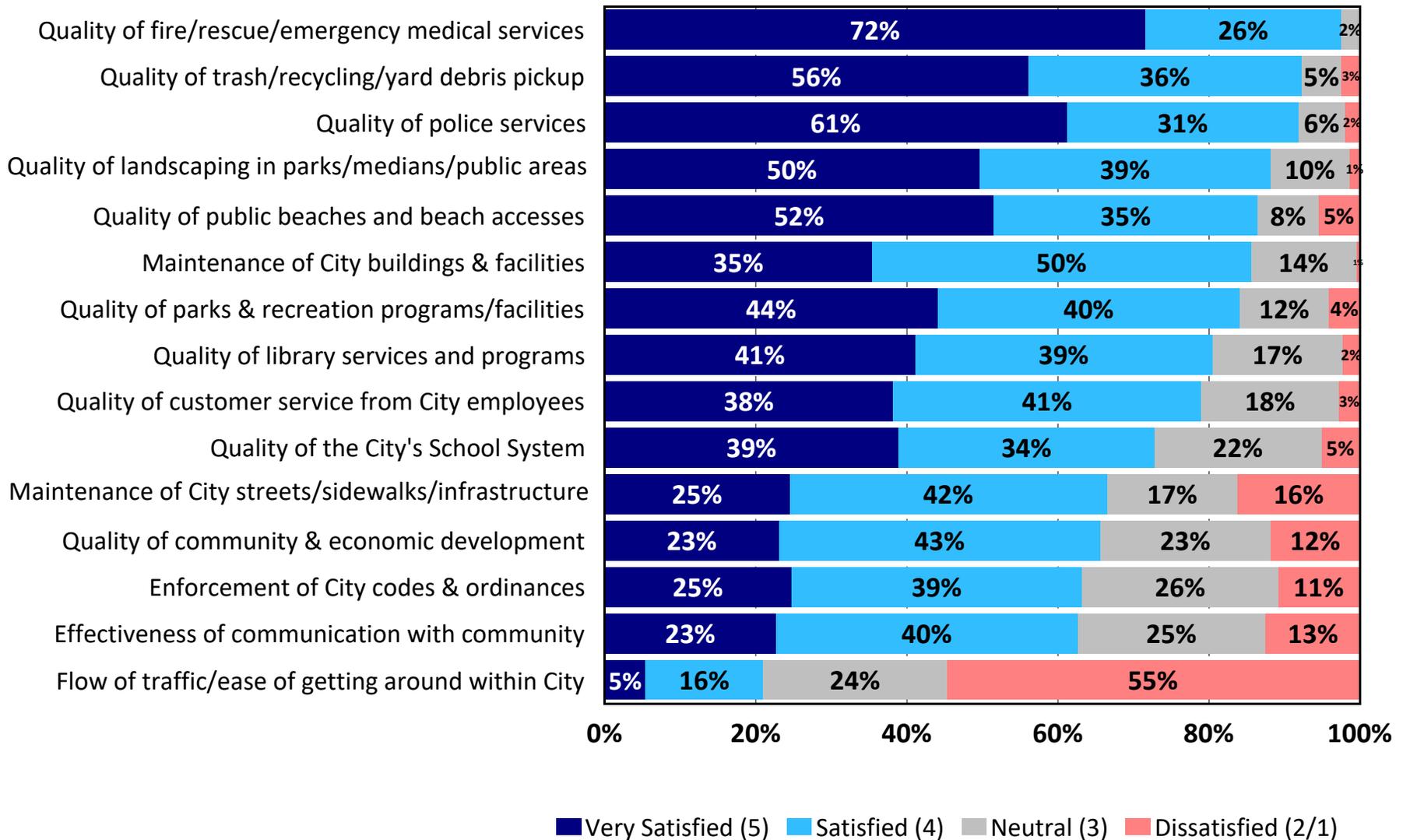
Importance-Satisfaction Rating						
City of Gulf Shores, AL						
Overall						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Flow of traffic/ease of getting around within City	79%	1	21%	15	0.6257	1
<i>High Priority (IS .10-.20)</i>						
Quality of community & economic development	31%	2	66%	12	0.1053	2
<i>Medium Priority (IS <.10)</i>						
Maintenance of City streets/sidewalks/infrastructure	30%	3	67%	11	0.0995	3
Effectiveness of communication with community	22%	4	63%	14	0.0804	4
Enforcement of City codes & ordinances	16%	6	63%	13	0.0604	5
Quality of the City's School System	14%	8	73%	10	0.0375	6
Quality of public beaches and beach accesses	19%	5	87%	5	0.0258	7
Quality of parks & recreation programs/facilities	12%	9	84%	7	0.0189	8
Quality of police services	14%	7	92%	3	0.0114	9
Quality of customer service from City employees	5%	12	79%	9	0.0107	10
Quality of landscaping in parks/medians/public areas	4%	13	88%	4	0.0050	11
Quality of trash/recycling/yard debris pickup	5%	11	92%	2	0.0042	12
Quality of library services and programs	2%	14	81%	8	0.0037	13
Quality of fire/rescue/emergency medical services	8%	10	98%	1	0.0019	14
Maintenance of City buildings & facilities	1%	15	86%	6	0.0019	15



Charts and Graphs:

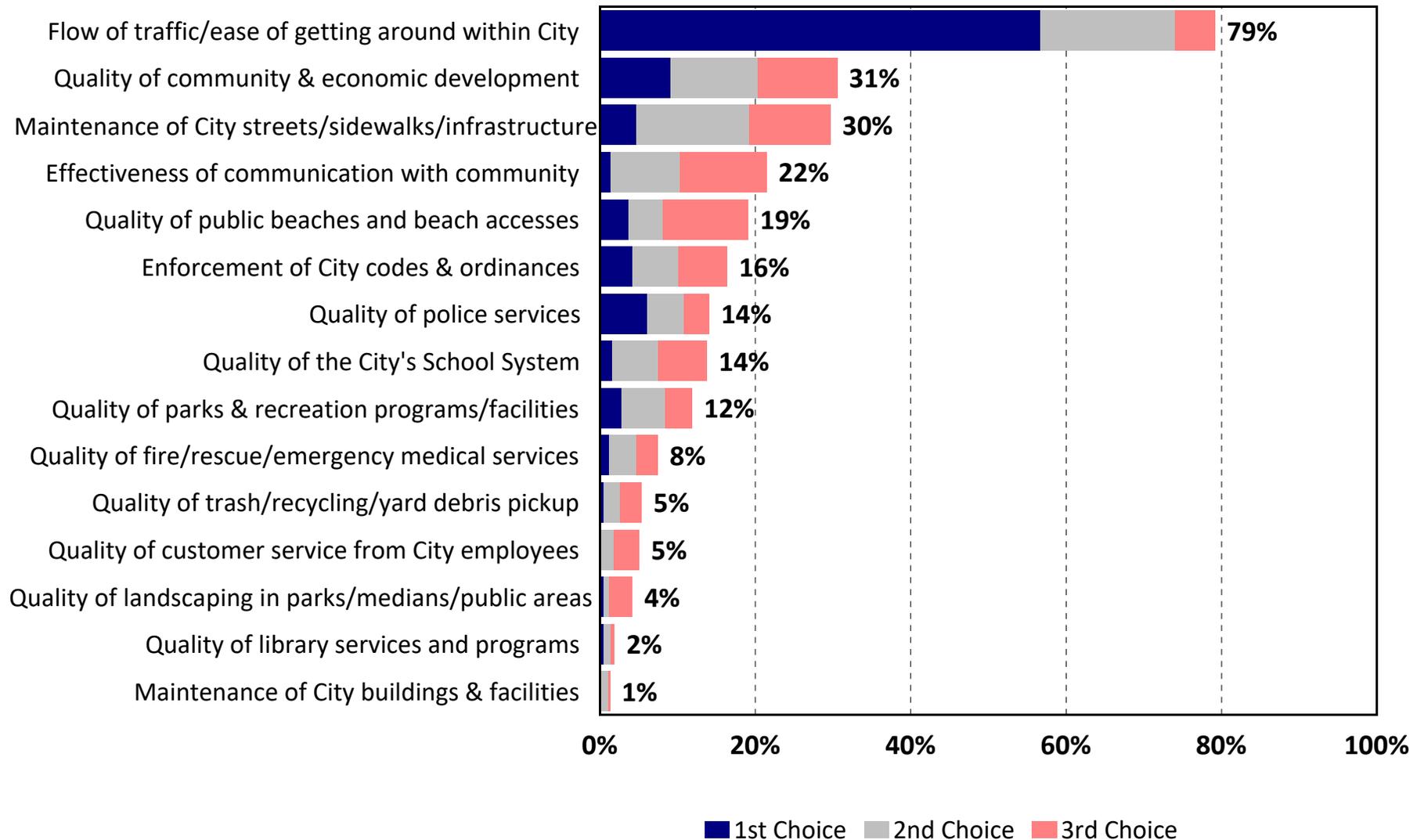
Q1. Overall Satisfaction With Major Categories of City Services

by percentage of respondents (excluding don't knows)



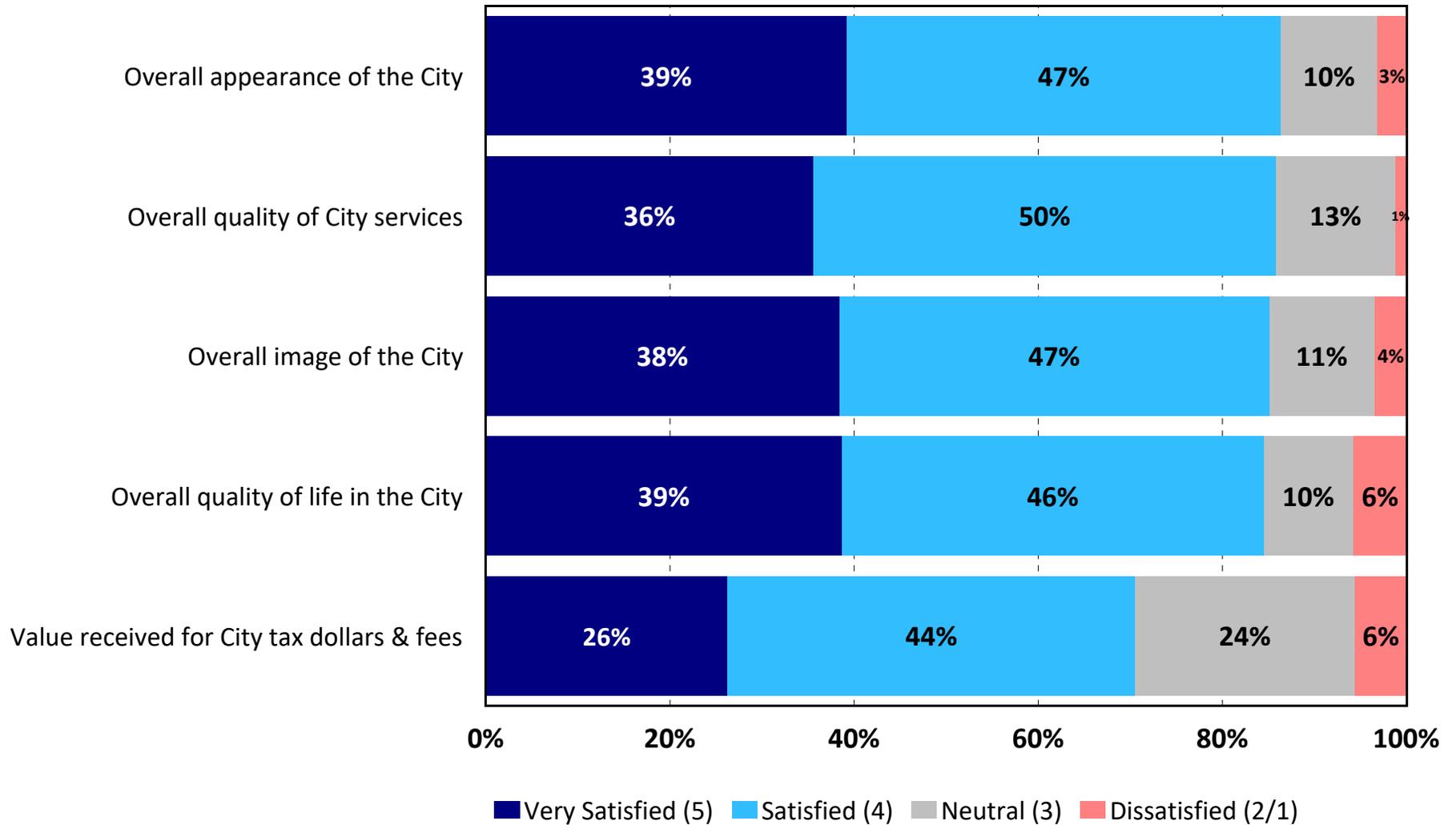
Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



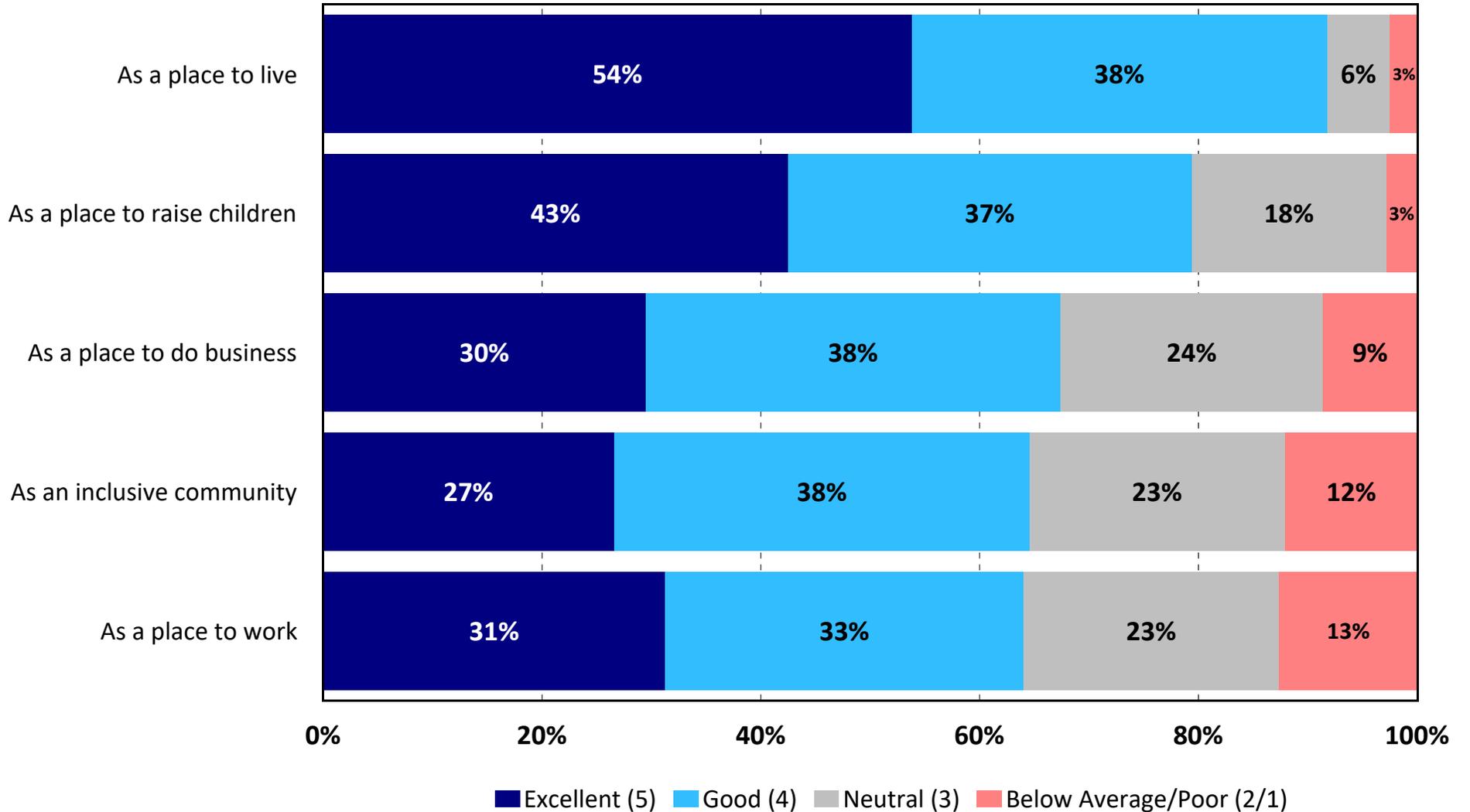
Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

by percentage of respondents (excluding don't knows)



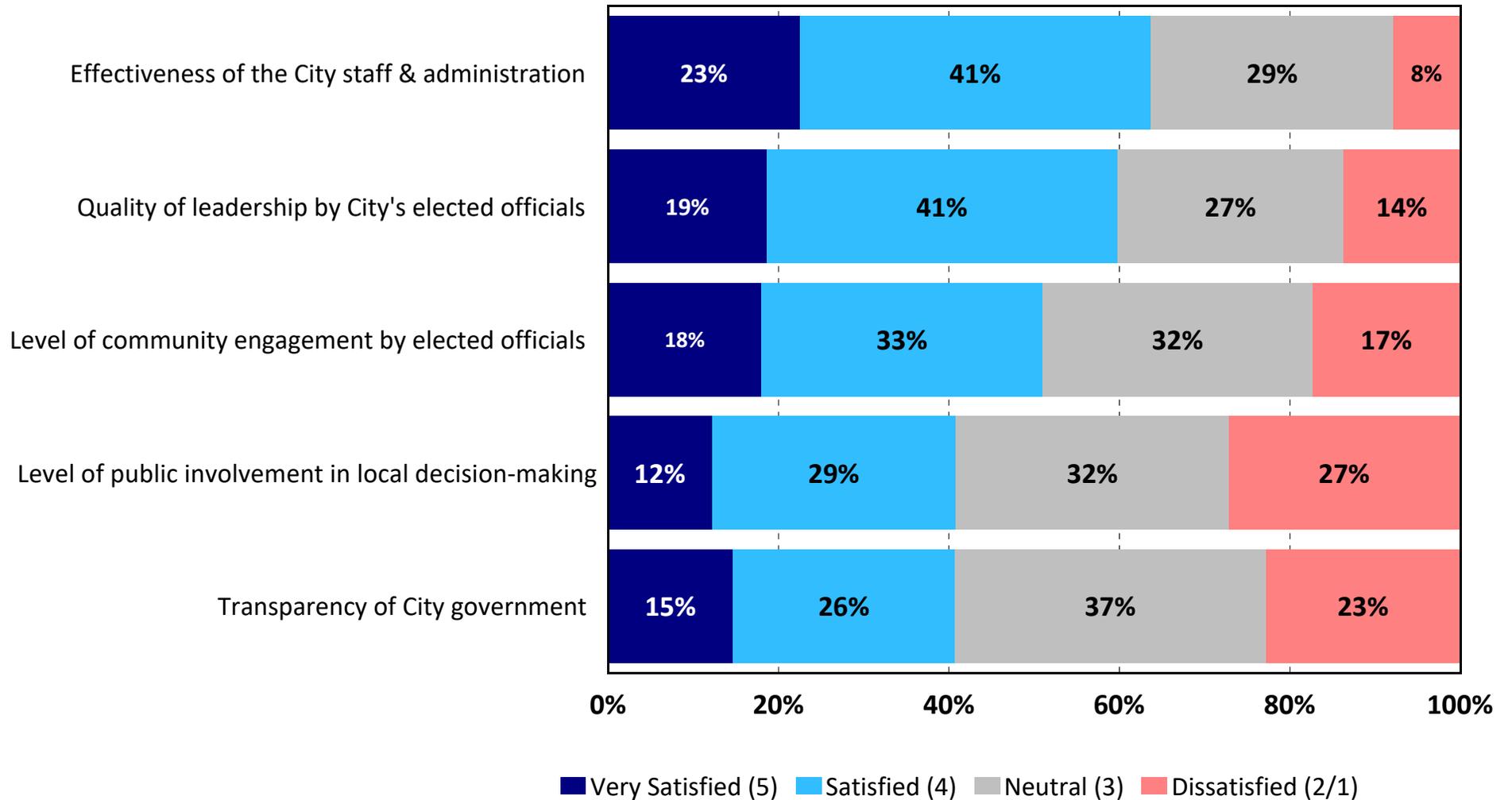
Q4. Overall Ratings of the City

by percentage of respondents (excluding don't knows)



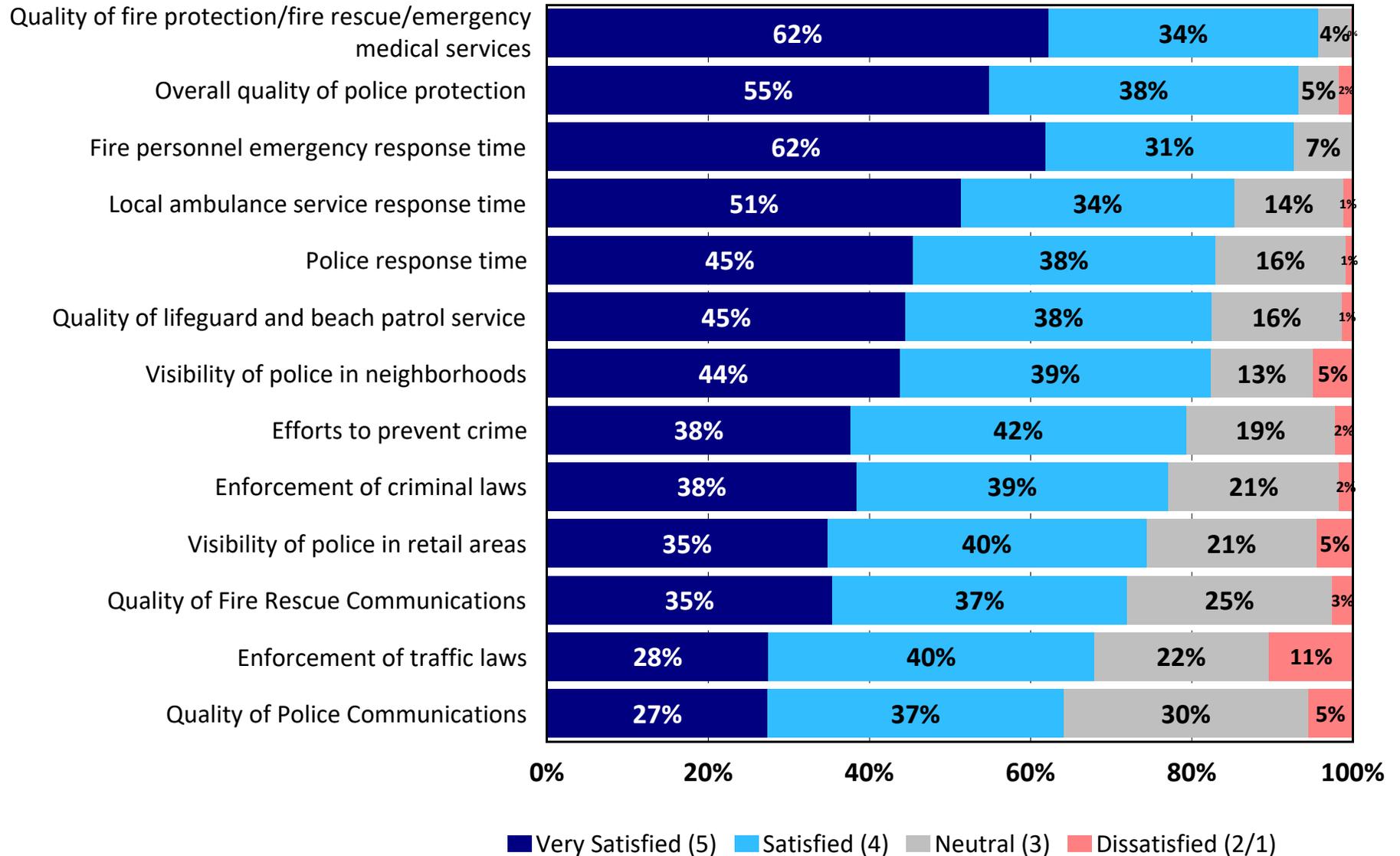
Q5. Satisfaction with City Leadership

by percentage of respondents (excluding don't knows)



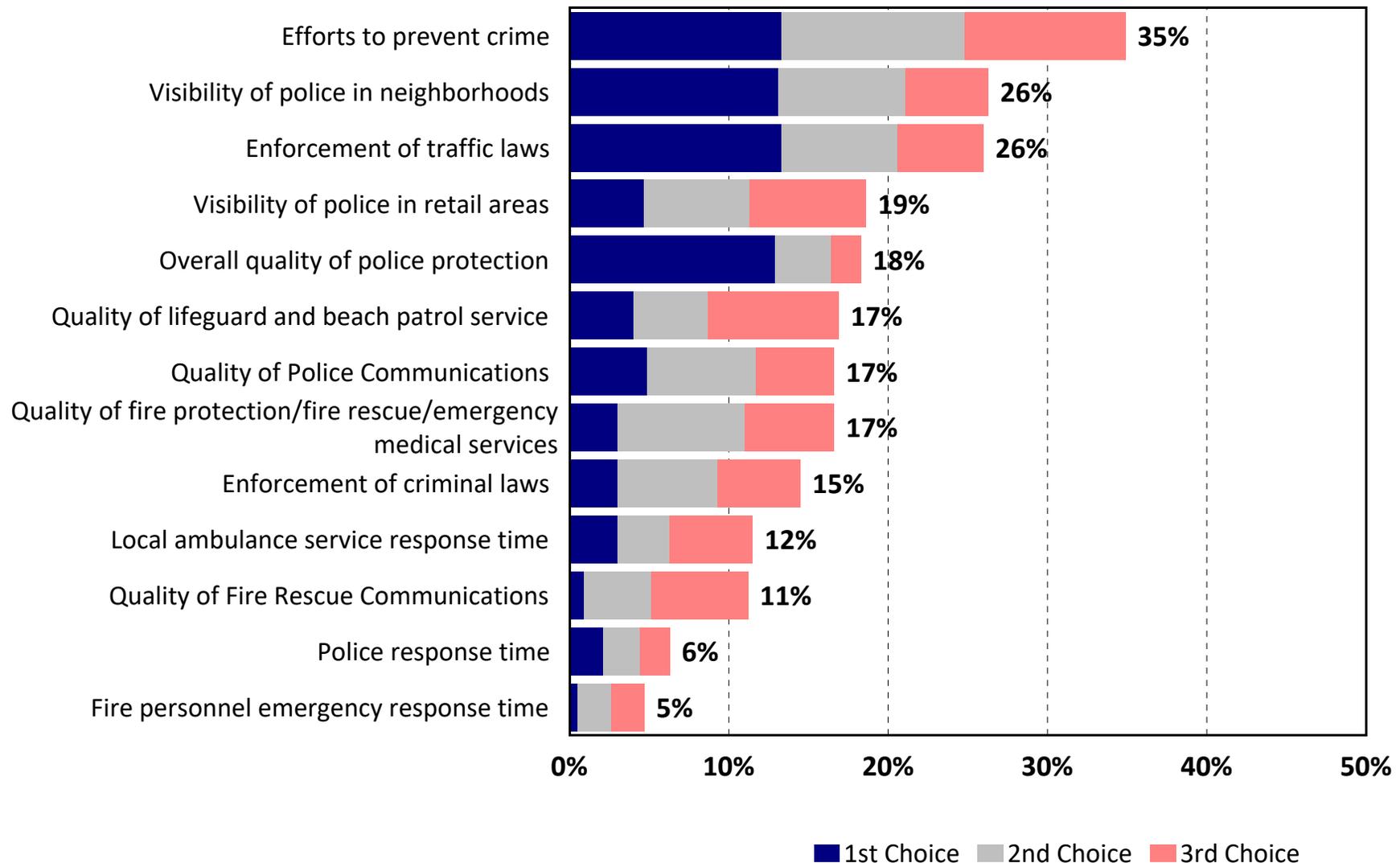
Q6. Satisfaction with Public Safety

by percentage of respondents (excluding don't knows)



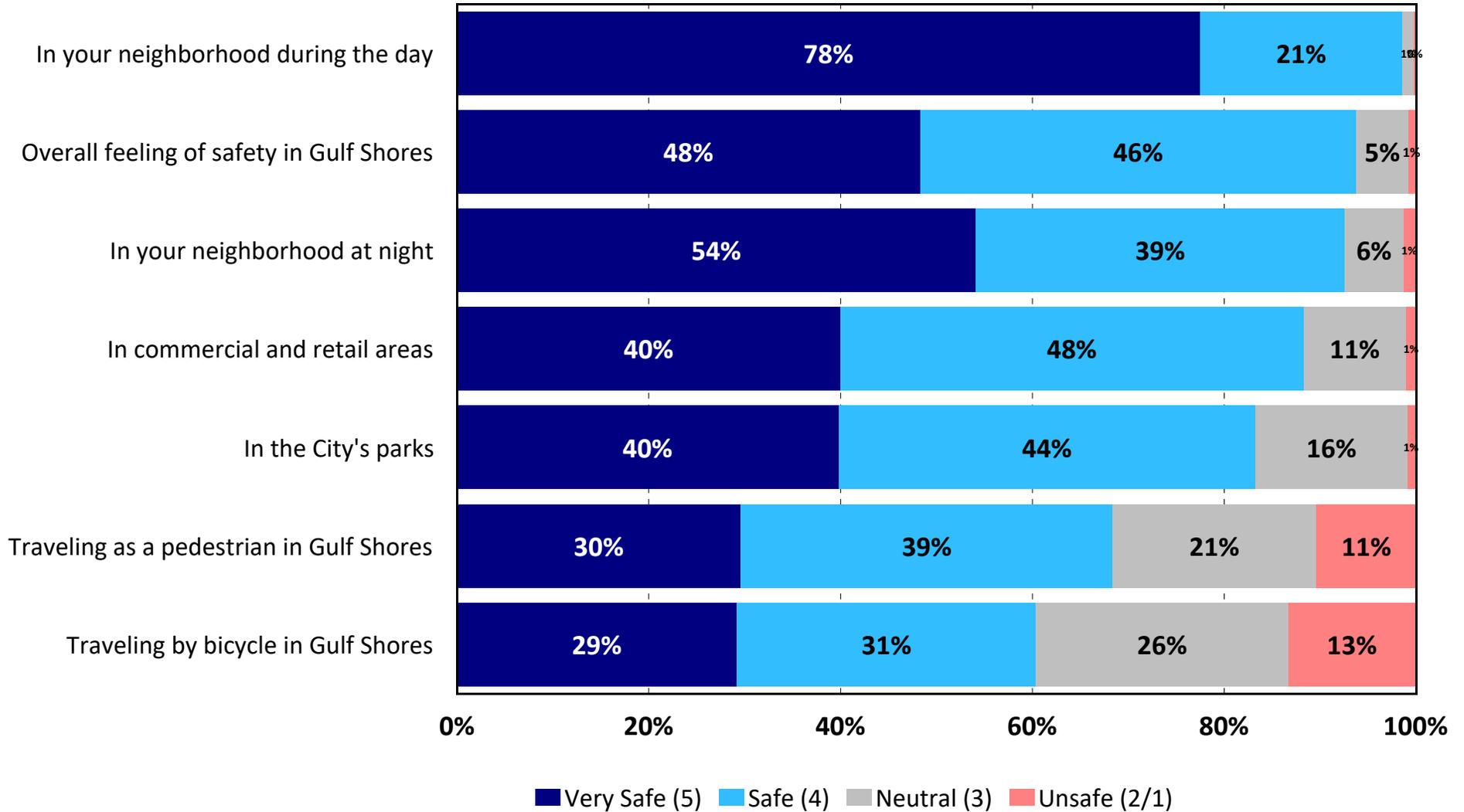
Q7. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



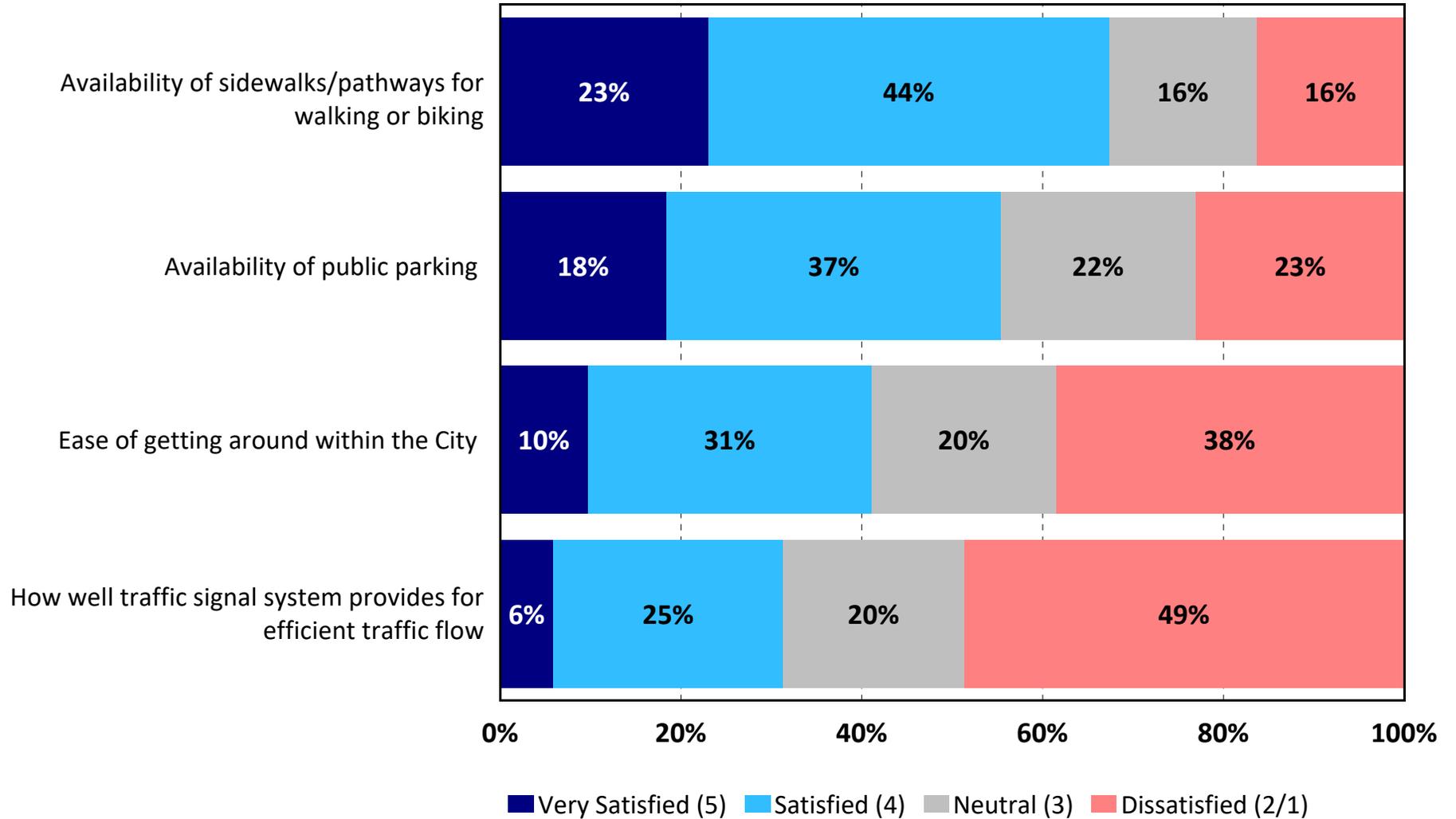
Q8. Perceptions of Safety

by percentage of respondents (excluding don't knows)



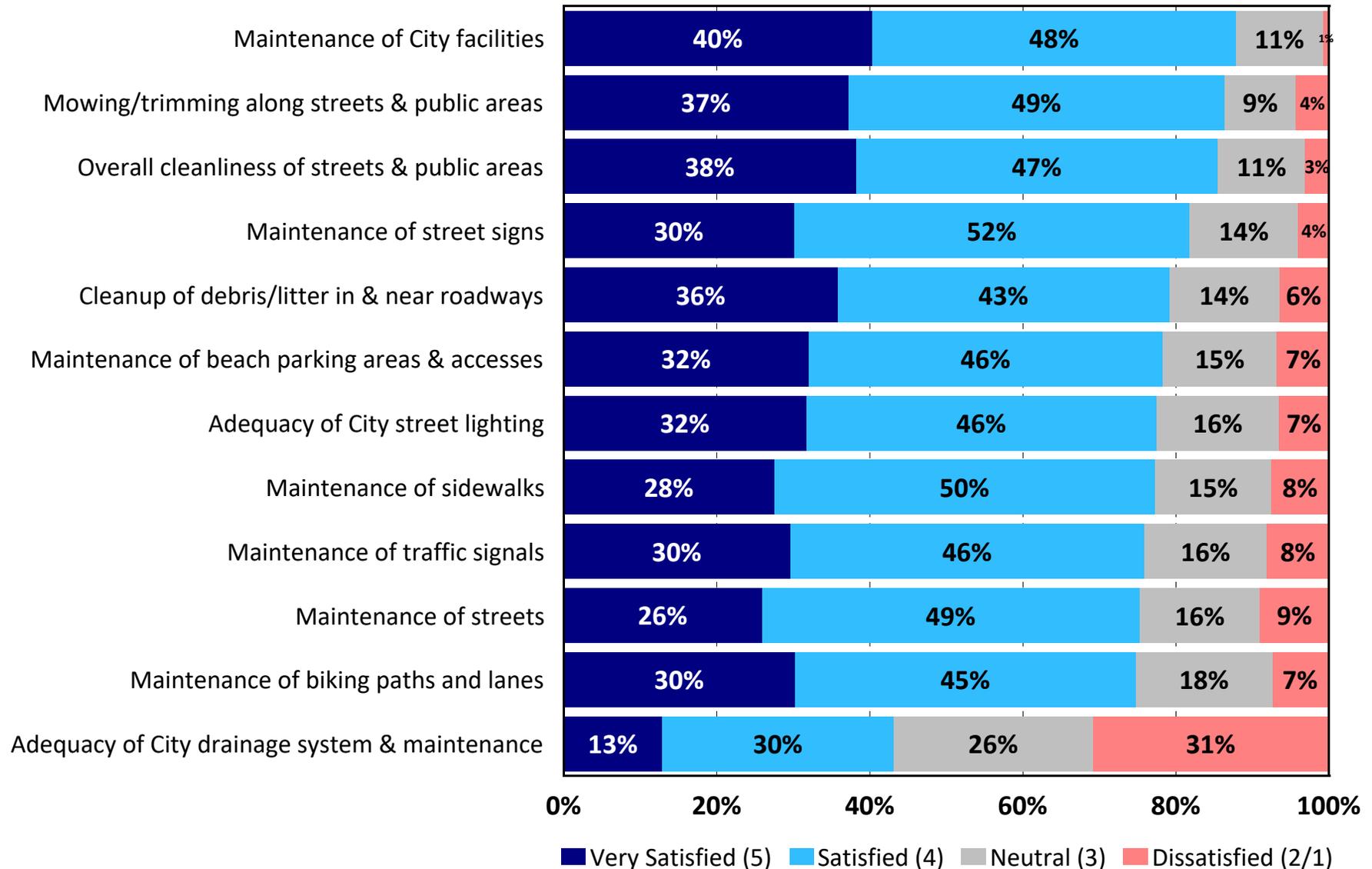
Q9. Satisfaction with Transportation and Mobility

by percentage of respondents (excluding don't knows)



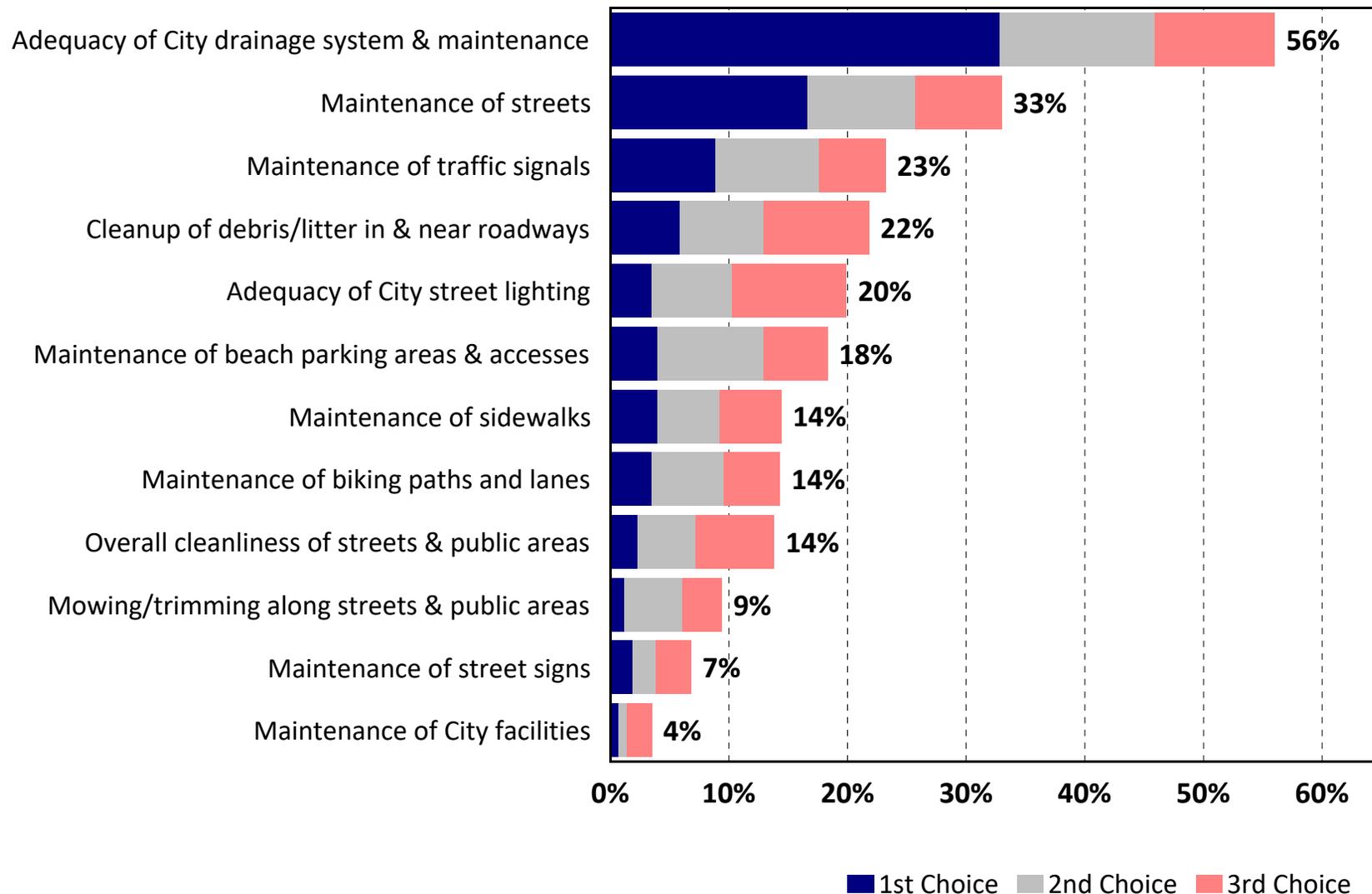
Q10. Satisfaction with Maintenance

by percentage of respondents (excluding don't knows)



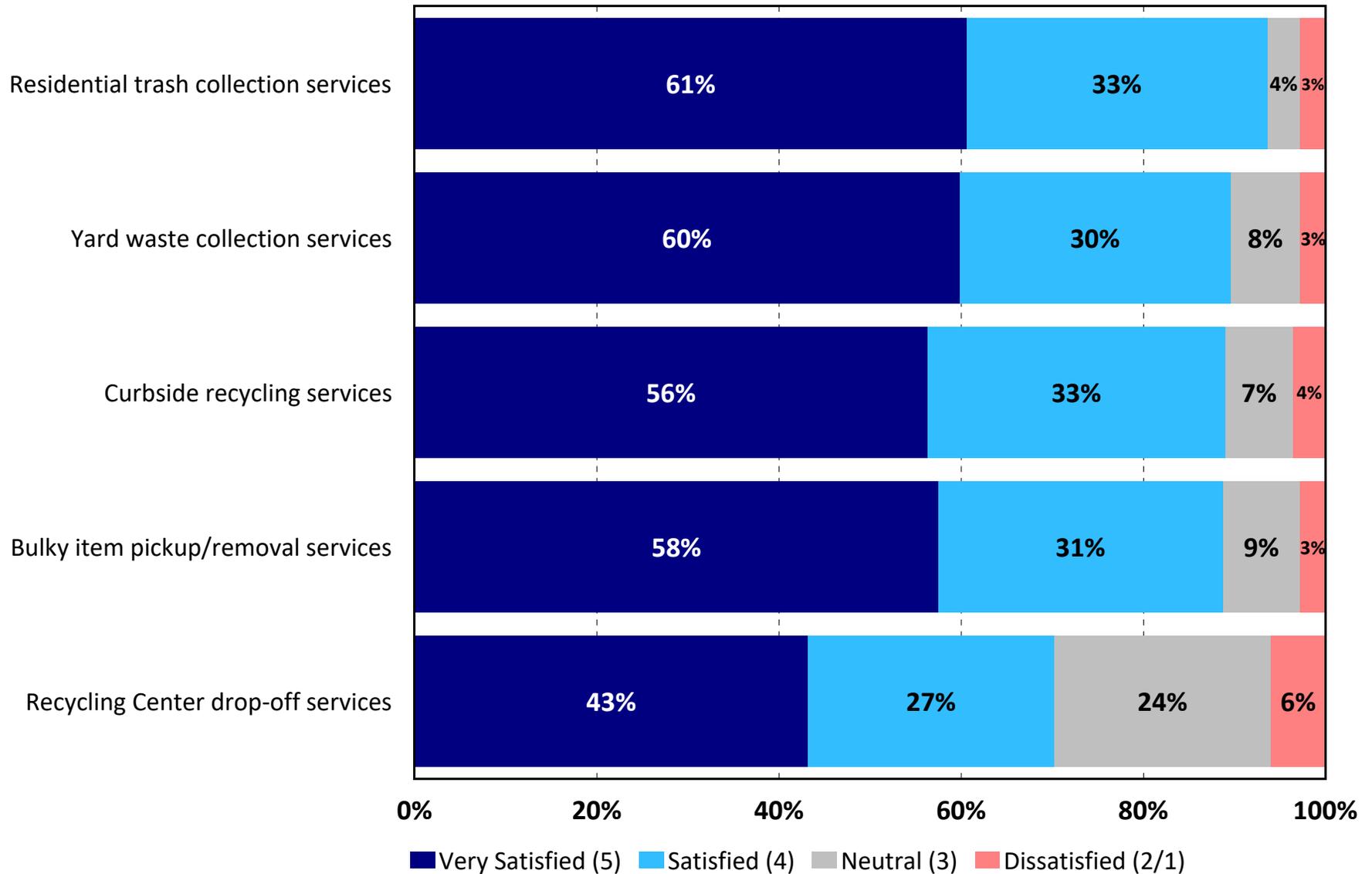
Q11. Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



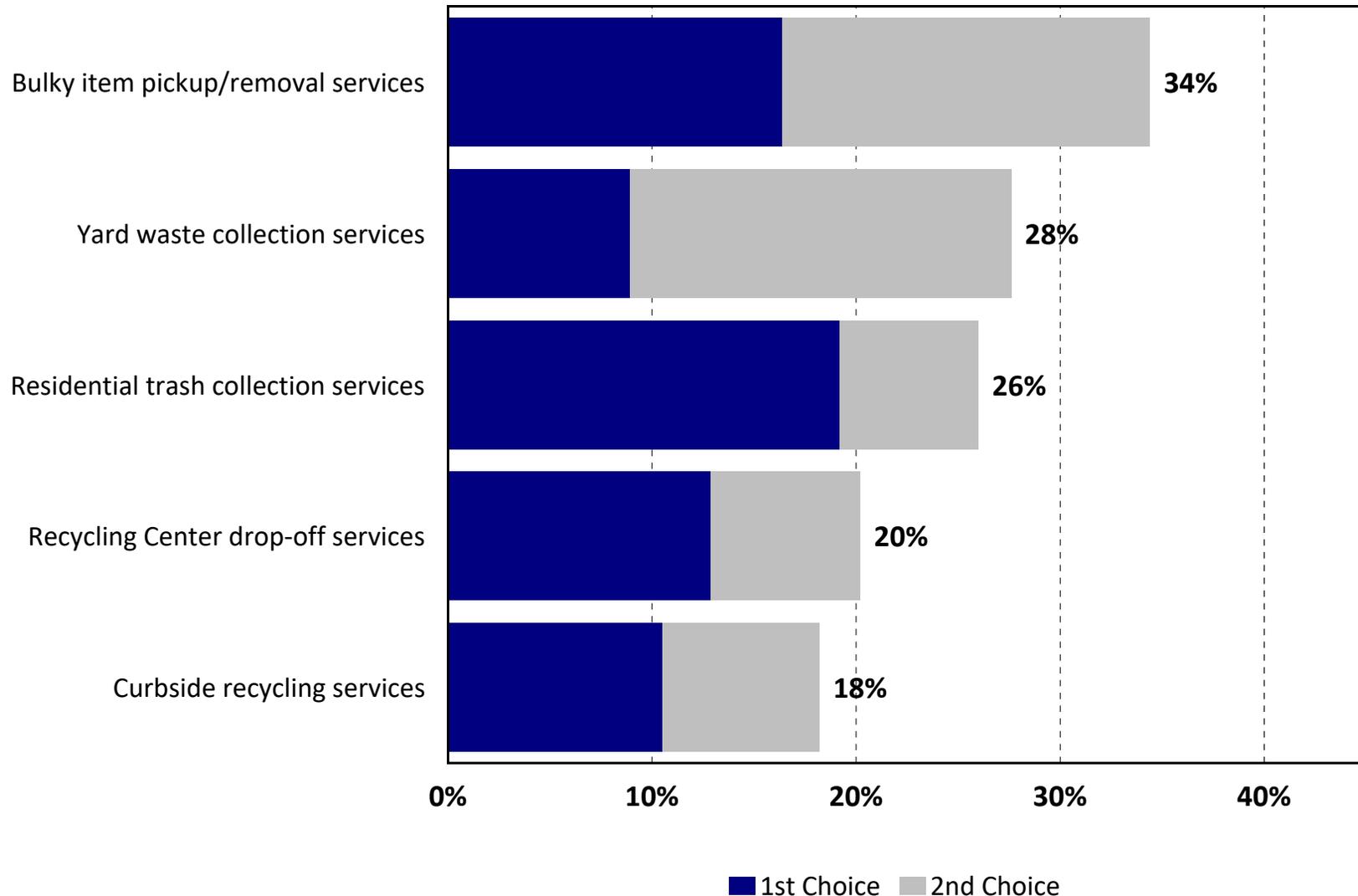
Q12. Satisfaction with Trash and Recycling Services

by percentage of respondents (excluding don't knows)



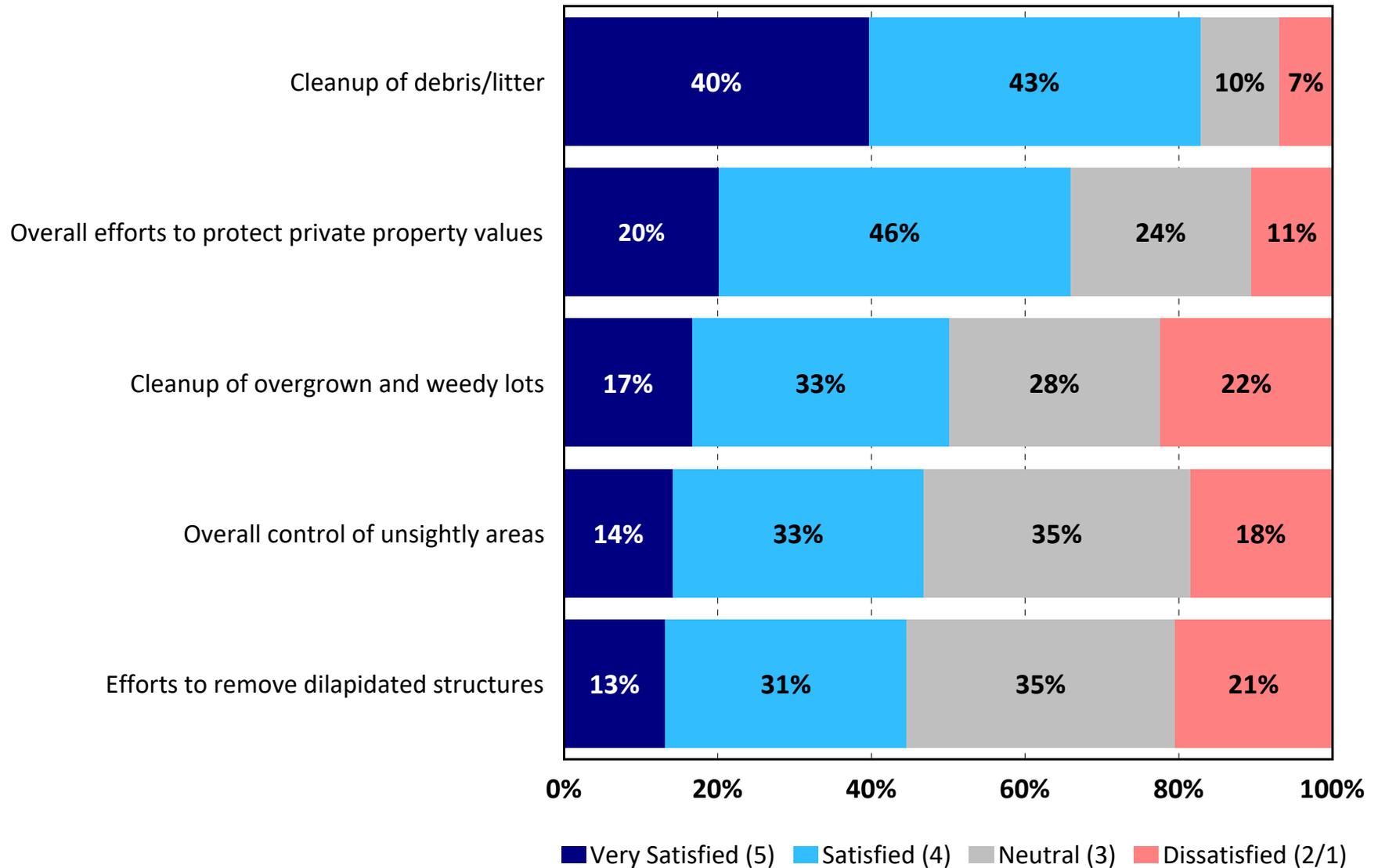
Q13. Trash and Recycling Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



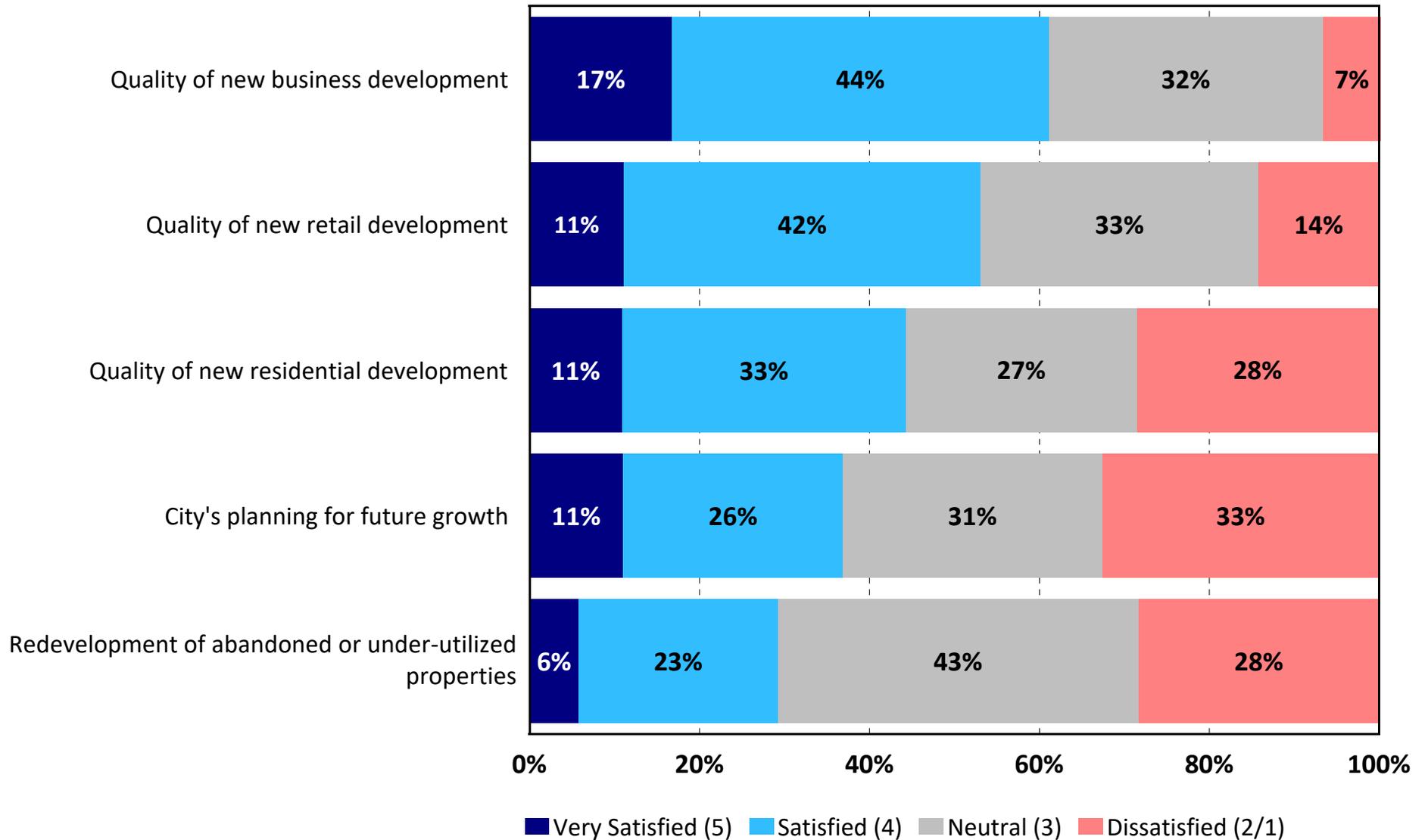
Q14. Satisfaction with Code Enforcement

by percentage of respondents (excluding don't knows)



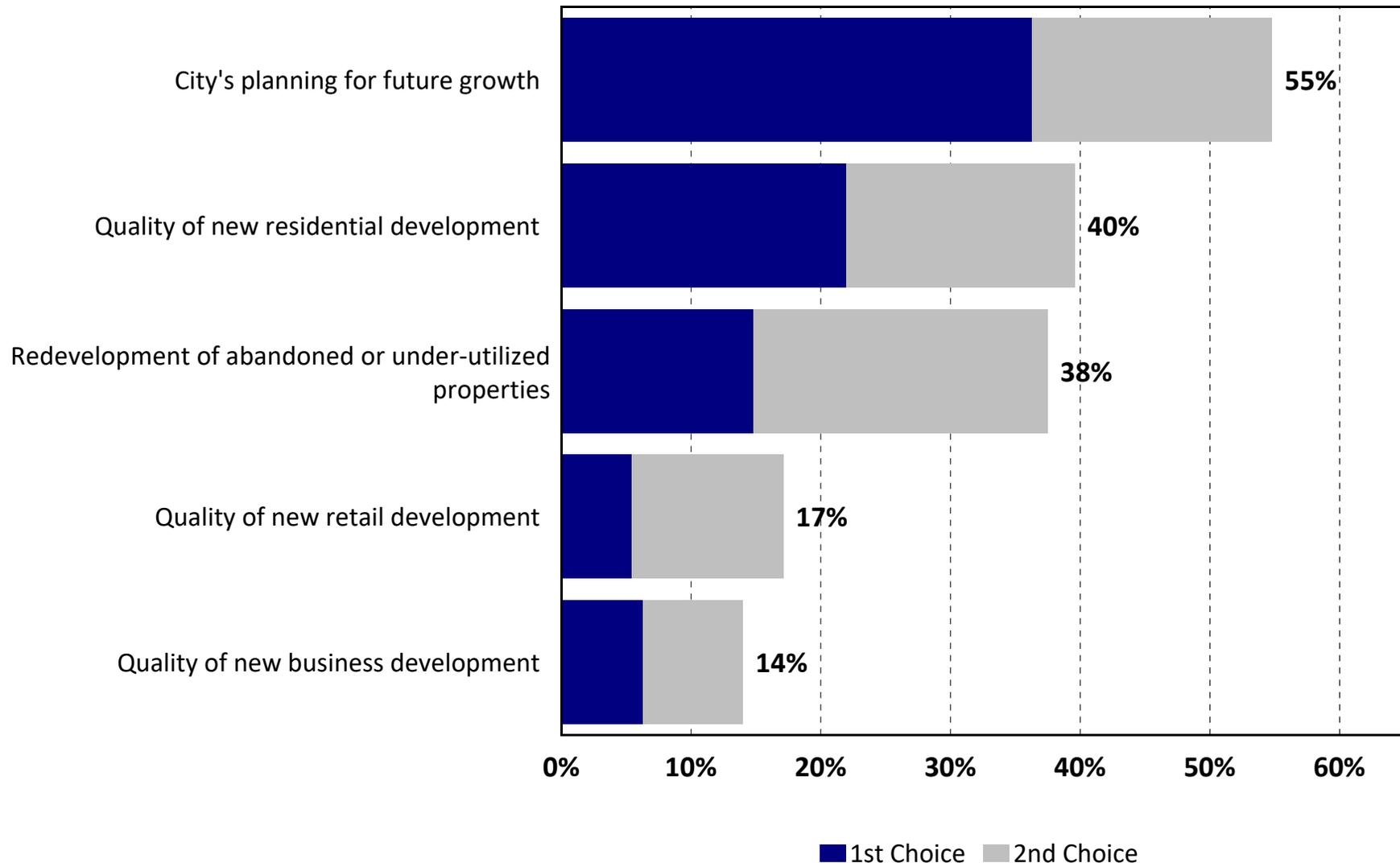
Q15. Satisfaction with Development and Redevelopment

by percentage of respondents (excluding don't knows)



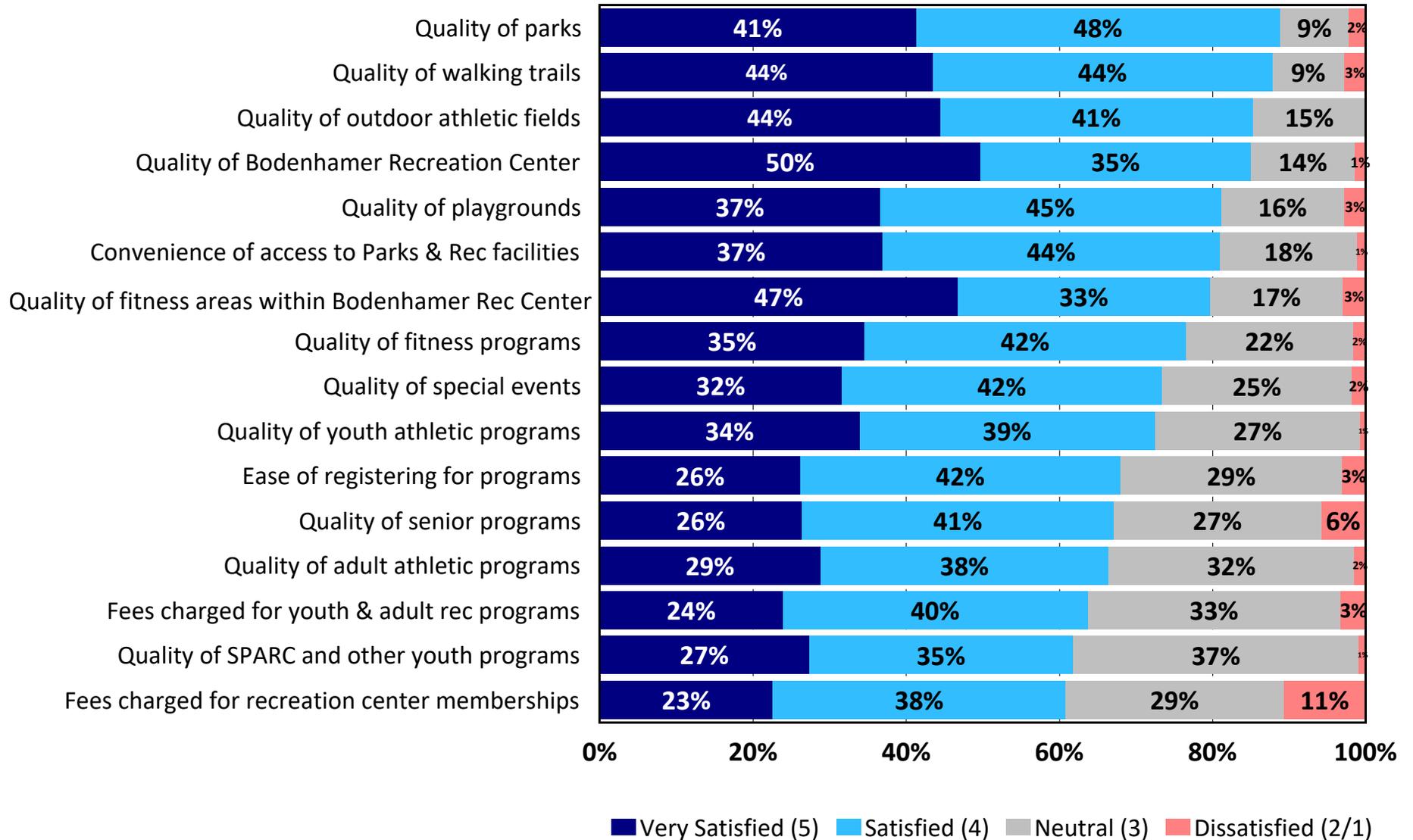
Q16. Development and Redevelopment Items That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



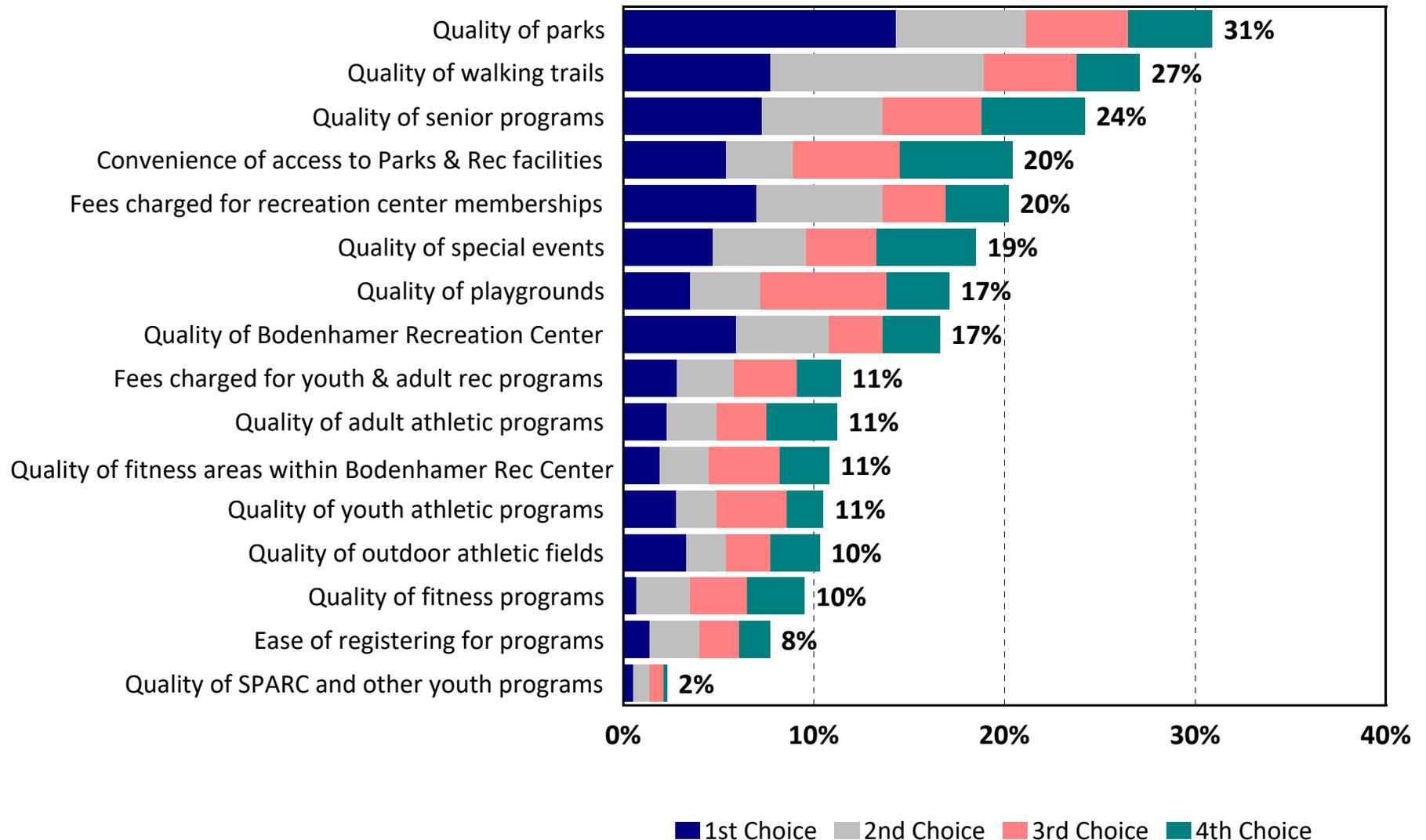
Q17. Satisfaction with Parks and Recreation

by percentage of respondents (excluding don't knows)



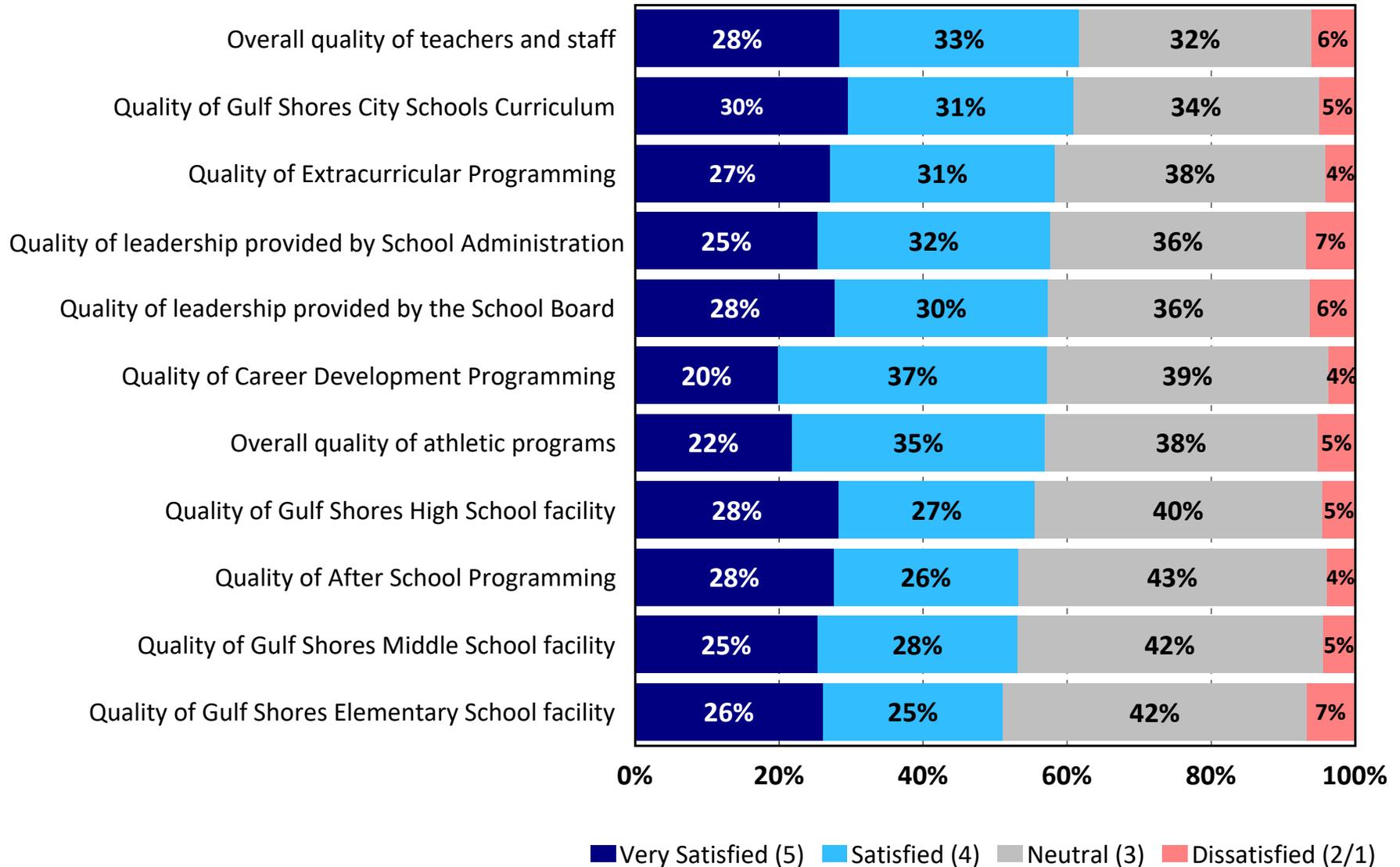
Q18. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top four choices



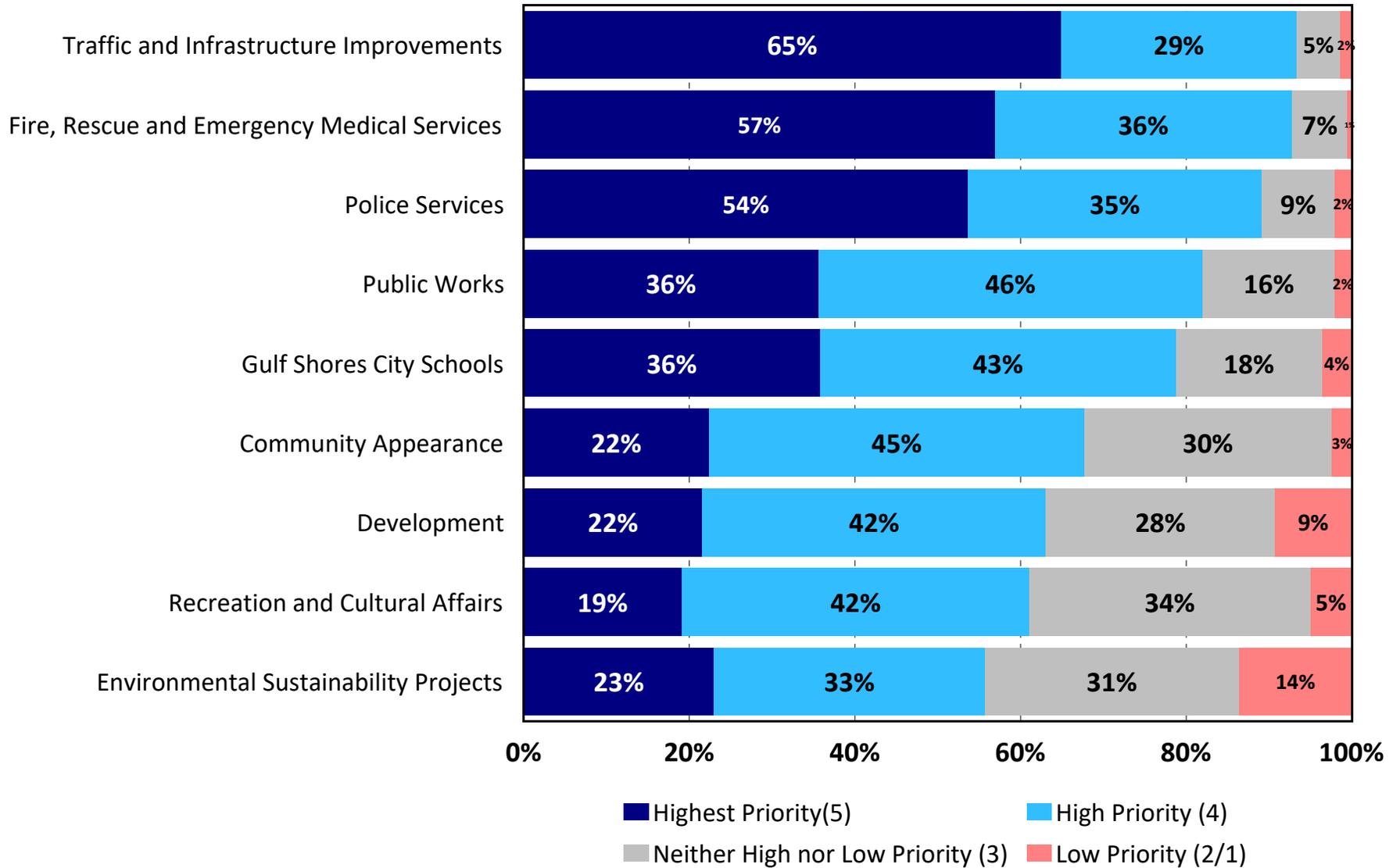
Q19. Satisfaction with City Schools

by percentage of respondents (excluding don't knows)



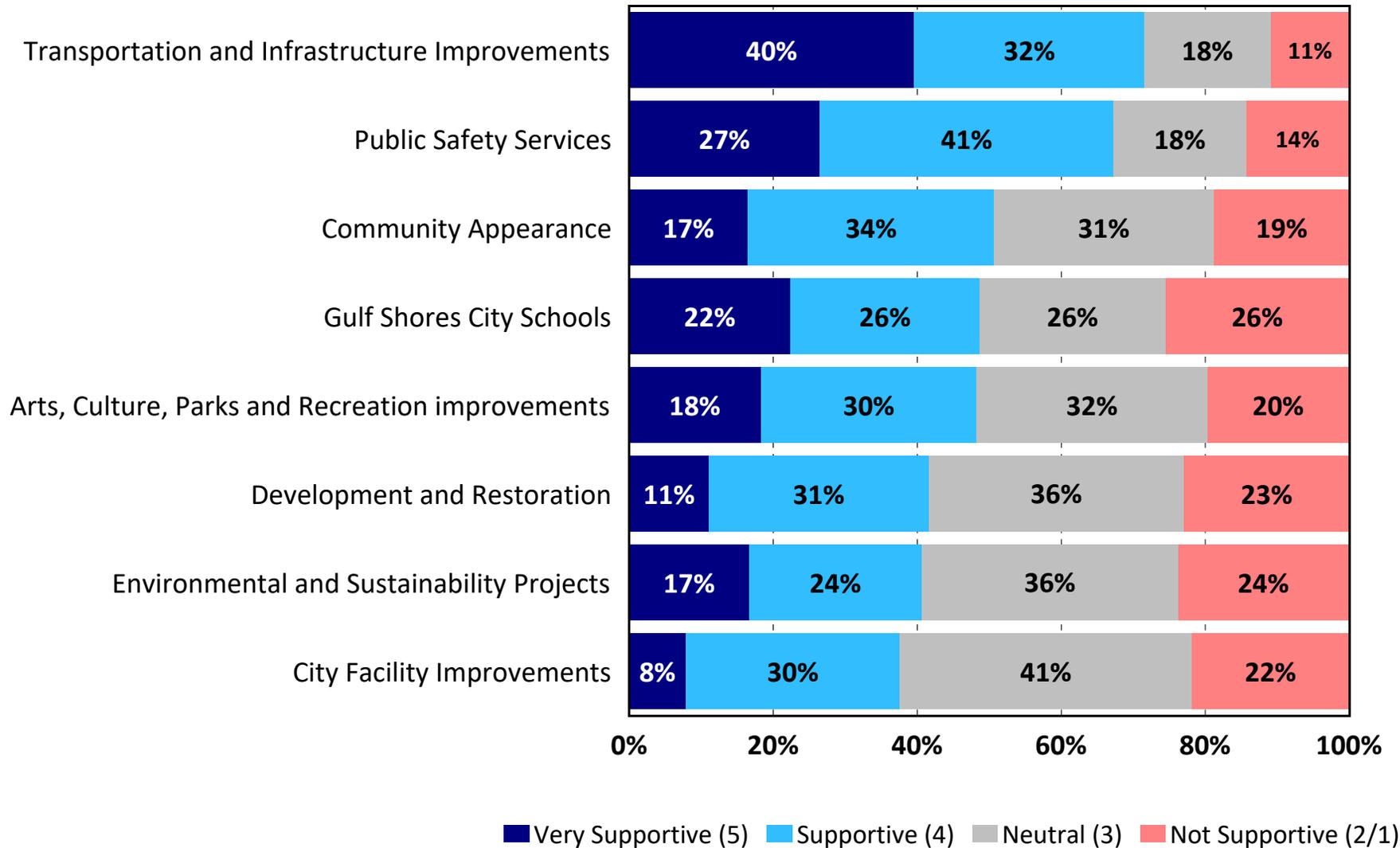
Q20. How Residents Prioritize Various City Services

by percentage of respondents (excluding don't knows)



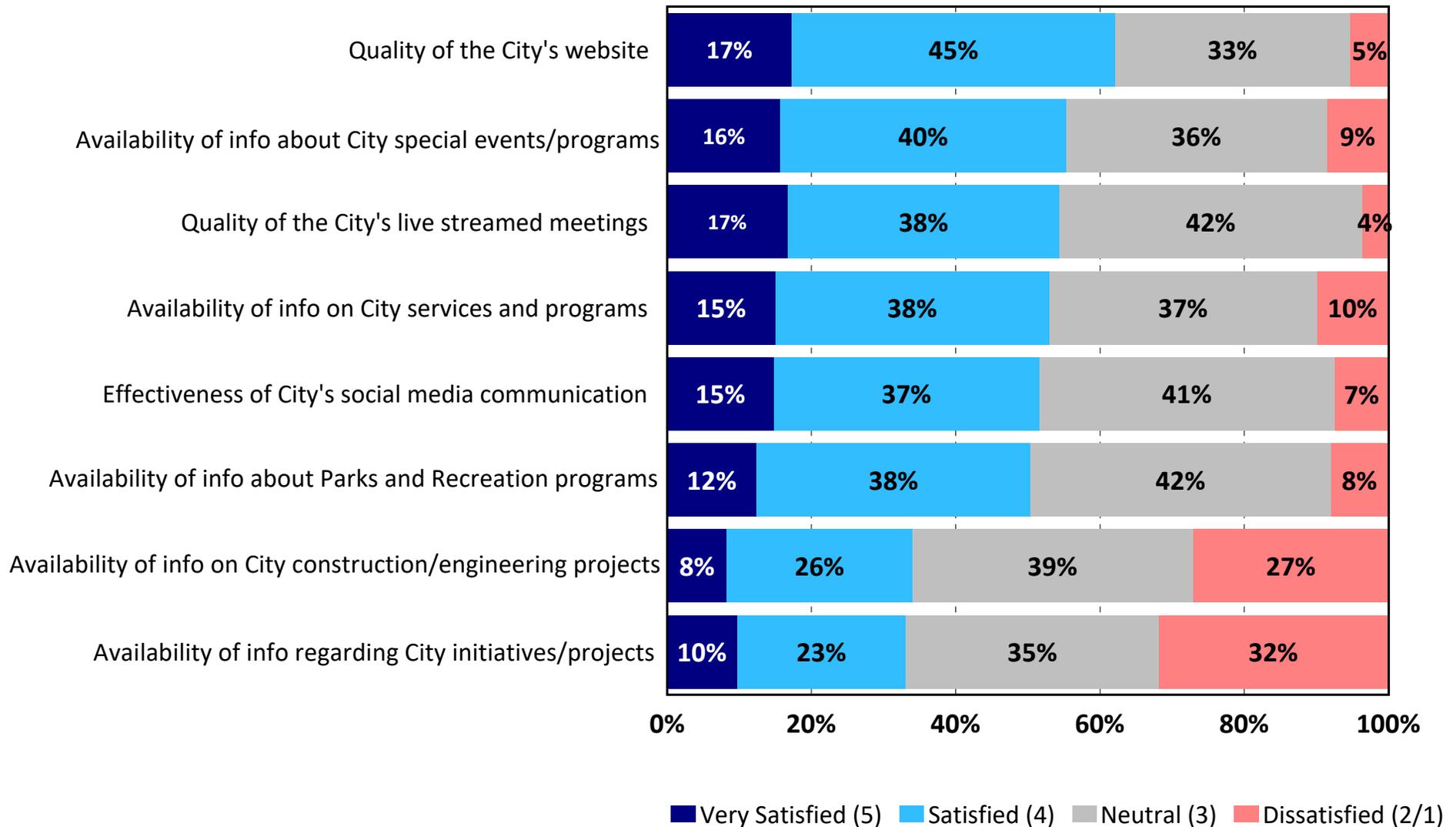
Q21. Support for Paying Additional Taxes for the City to Set Aside Funding for the Following Services/Enhancements

by percentage of respondents (excluding don't knows)



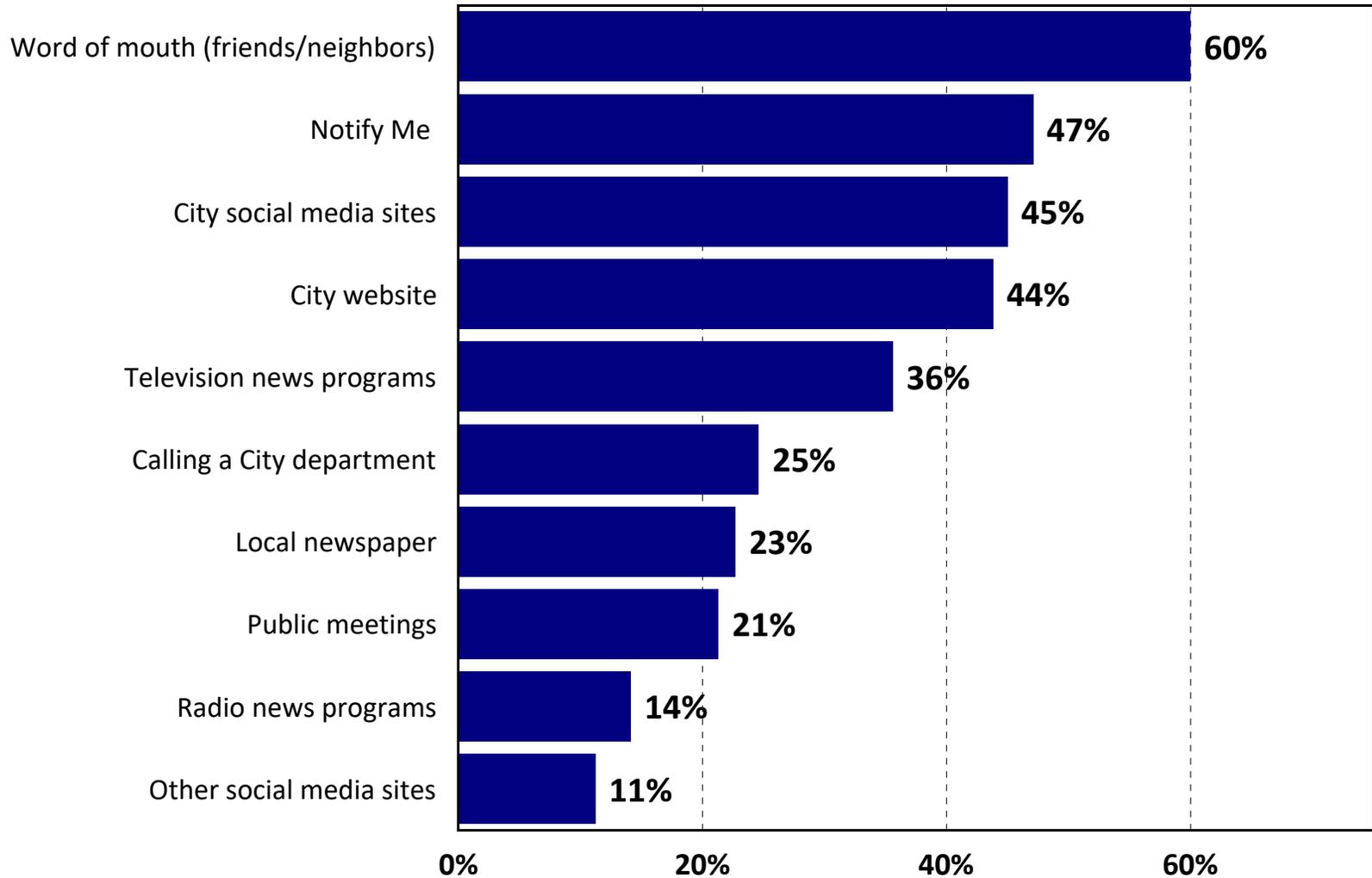
Q22. Satisfaction with City Communications

by percentage of respondents (excluding don't knows)



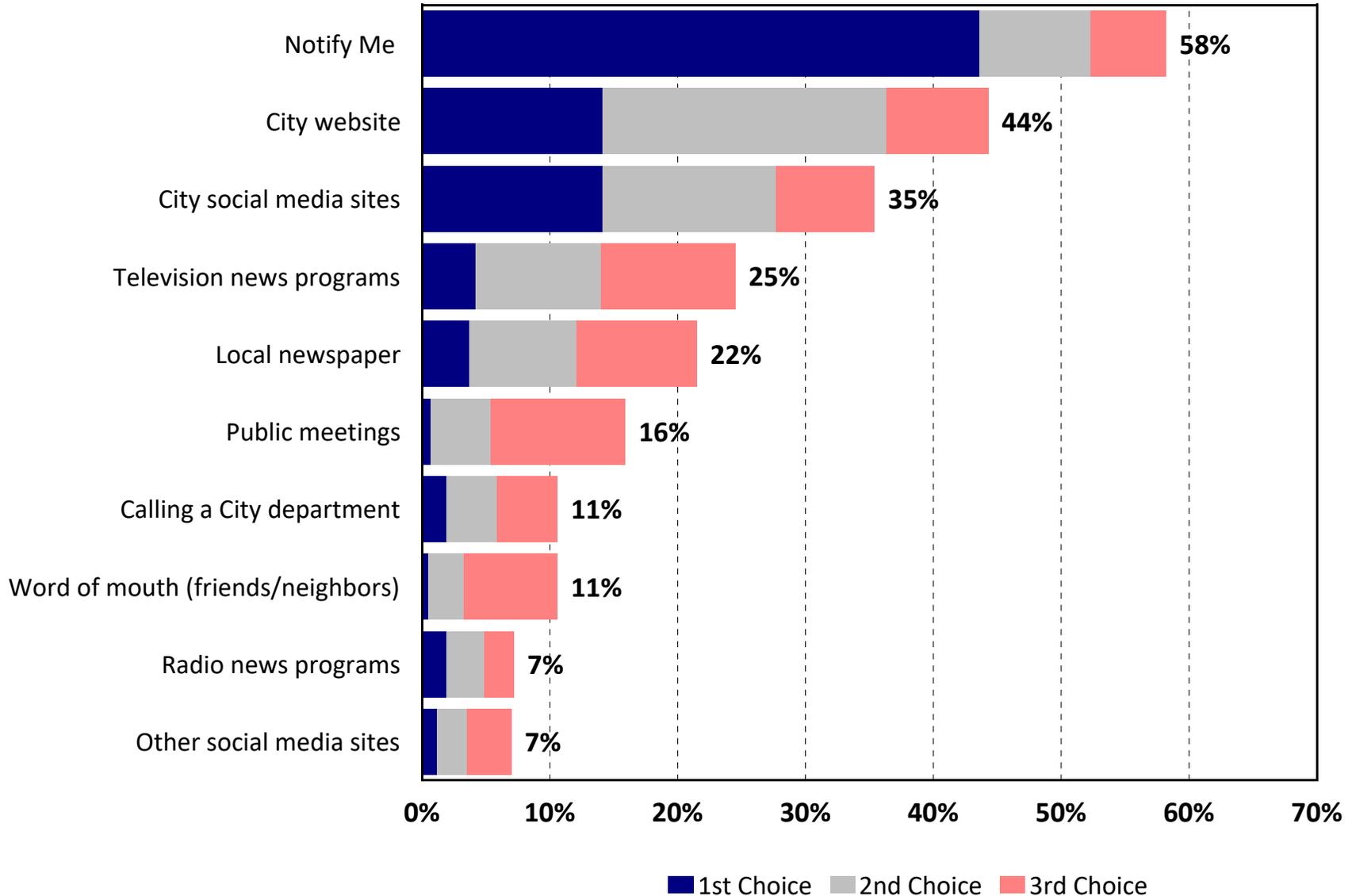
Q23. Primary Sources of Information About City Issues, Services, and Events

by percentage of respondents (multiple selections could be made)



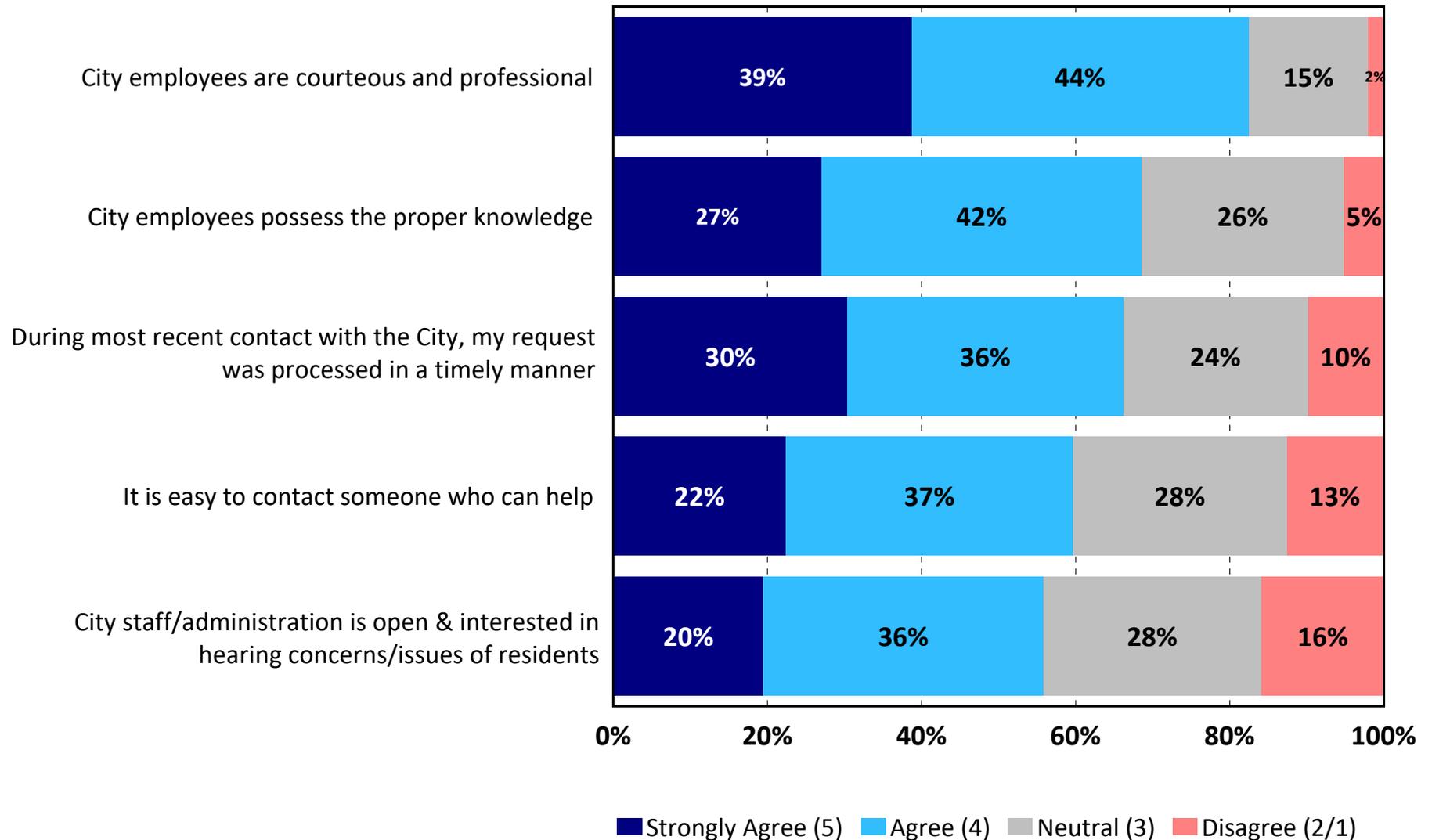
Q24. Preferred Sources of Information

by percentage of respondents who selected the item as one of their top three choices



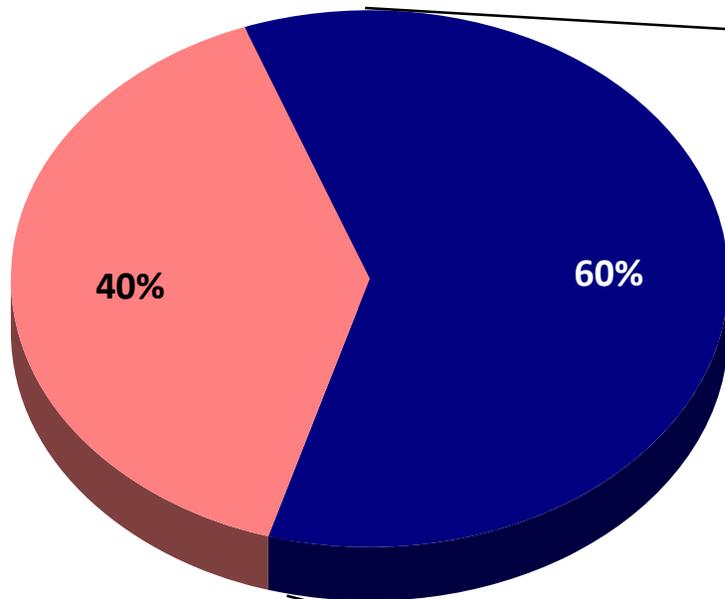
Q25. Agreement With the Following Statements Regarding Most Recent Interaction With City Employees

by percentage of respondents (excluding don't knows)



Q26. During the last 12 months, have you personally contacted the City of Gulf Shores with a question, service request or complaint?

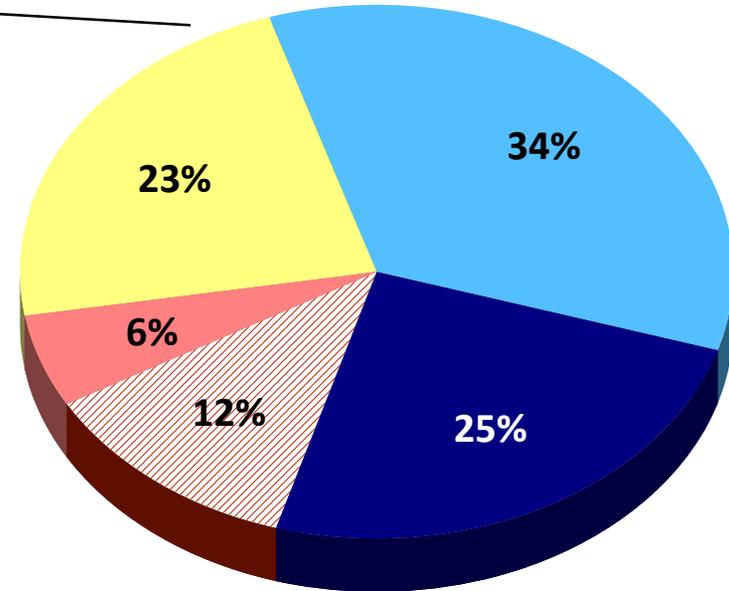
by percentage of respondents (excluding not provided)



■ Yes ■ No

Q26a. How many times have you personally contacted the City during the past 12 months?

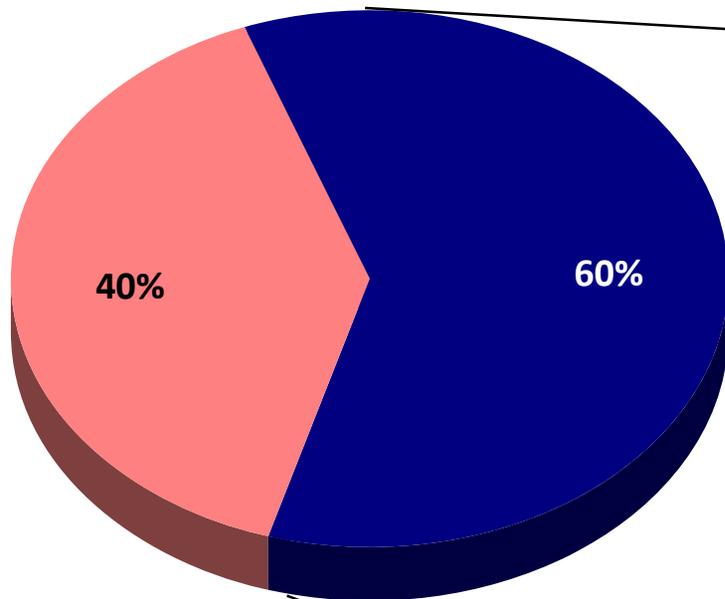
by percentage of respondents who contacted the City in the last 12 months (excluding not provided)



■ 1 time ■ 2 times
 ■ 3 times ■ 4 times
 ■ More than 4 times

Q26. During the last 12 months, have you personally contacted the City of Gulf Shores with a question, service request or complaint?

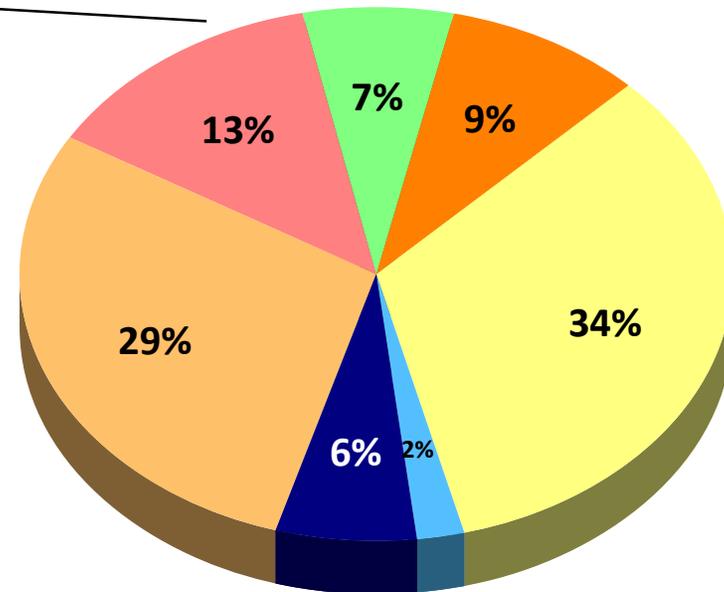
by percentage of respondents (excluding not provided)



■ Yes ■ No

Q26b. What was the reason for your most recent contact?

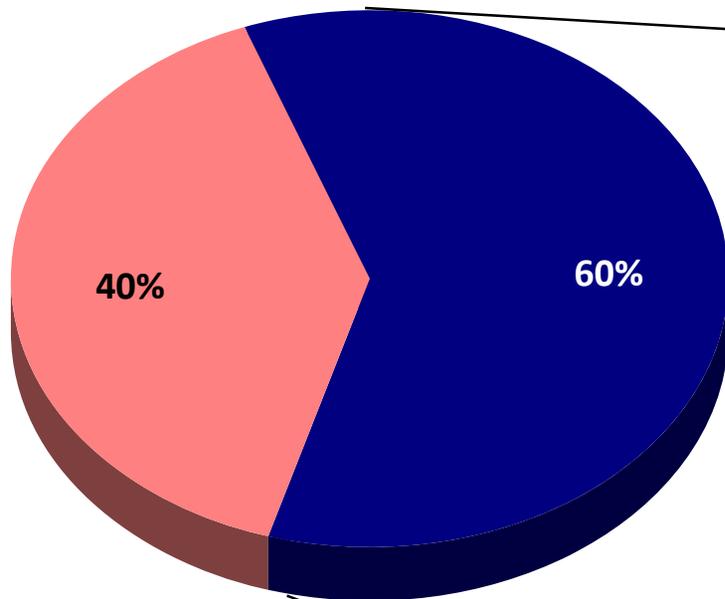
by percentage of respondents who contacted the City in the last 12 months (excluding not provided)



■ Pay a bill ■ Visit an elected official
 ■ Research an issue ■ Pull a building permit/plan review
 ■ Attend a program/event ■ File a complaint
 ■ Other

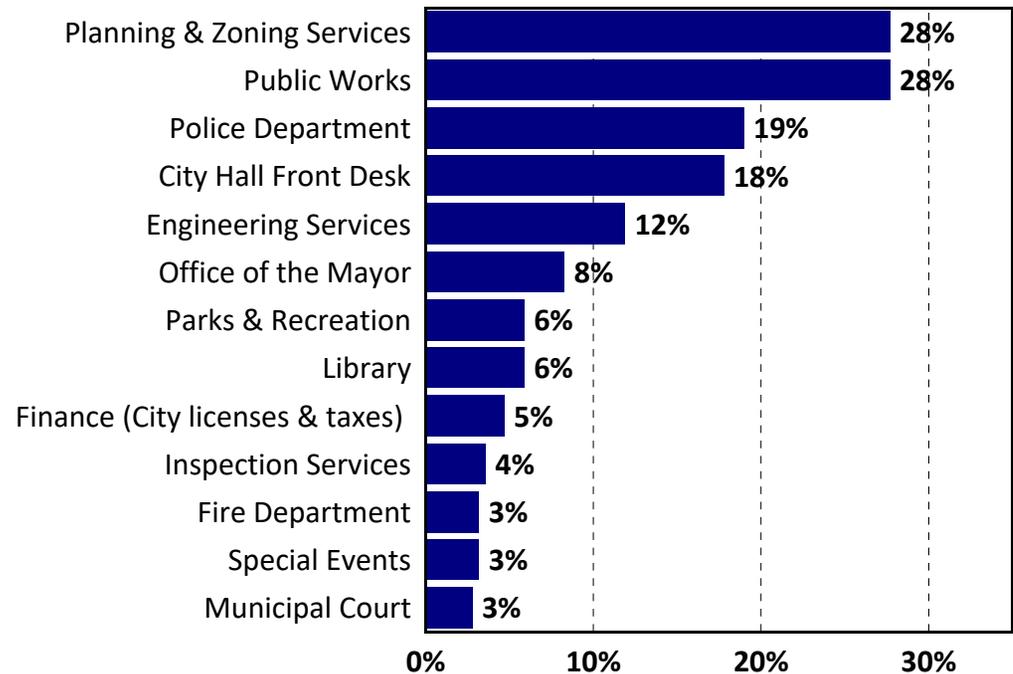
Q26. During the last 12 months, have you personally contacted the City of Gulf Shores with a question, service request or complaint?

by percentage of respondents (excluding not provided)



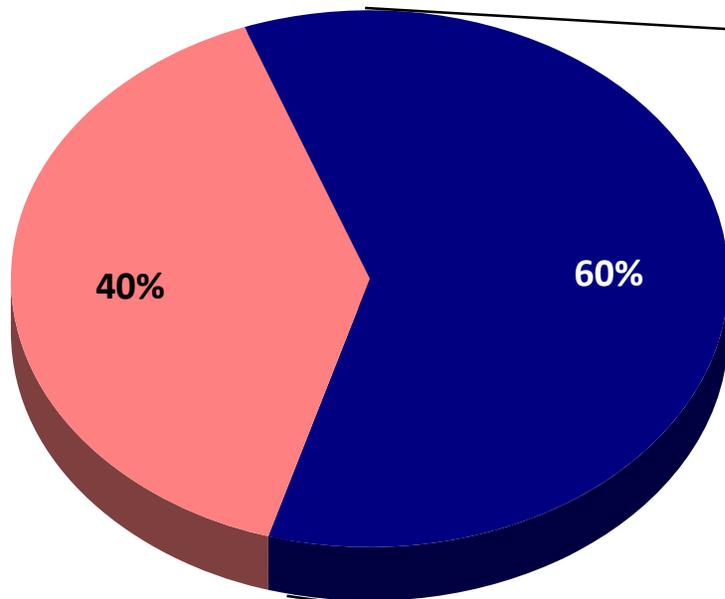
Q26c. What department did you contact?

by percentage of respondents who contacted the City in the last 12 months (multiple selections could be made)



Q26. During the last 12 months, have you personally contacted the City of Gulf Shores with a question, service request or complaint?

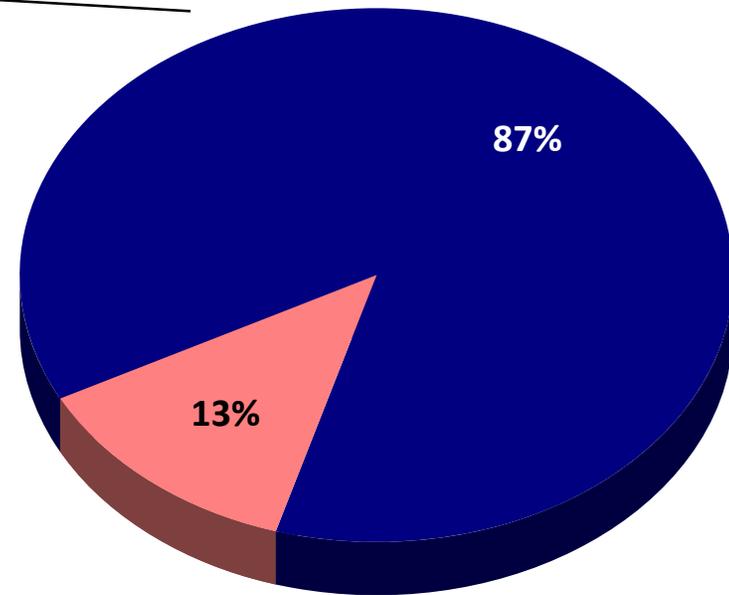
by percentage of respondents (excluding not provided)



■ Yes ■ No

Q26d. Was the department(s) you contacted responsive to your issue?

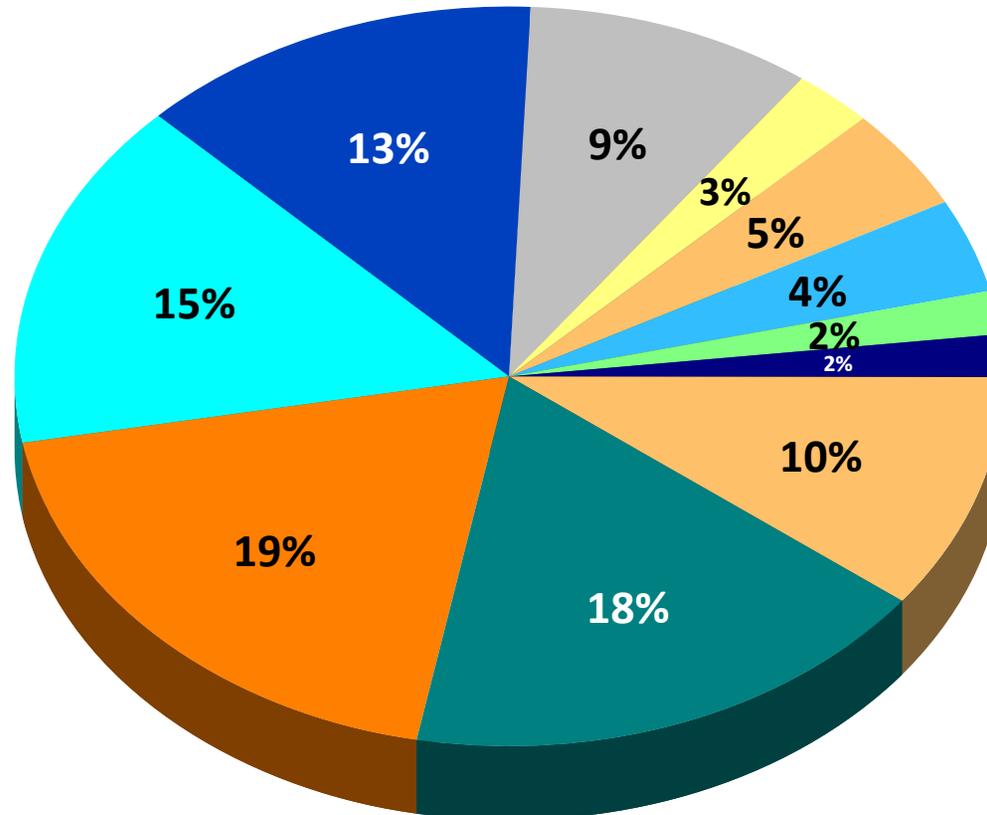
by percentage of respondents who contacted the City in the last 12 months (excluding not provided)



■ Yes ■ No

Q27. Demographics: Ages of All Household Members

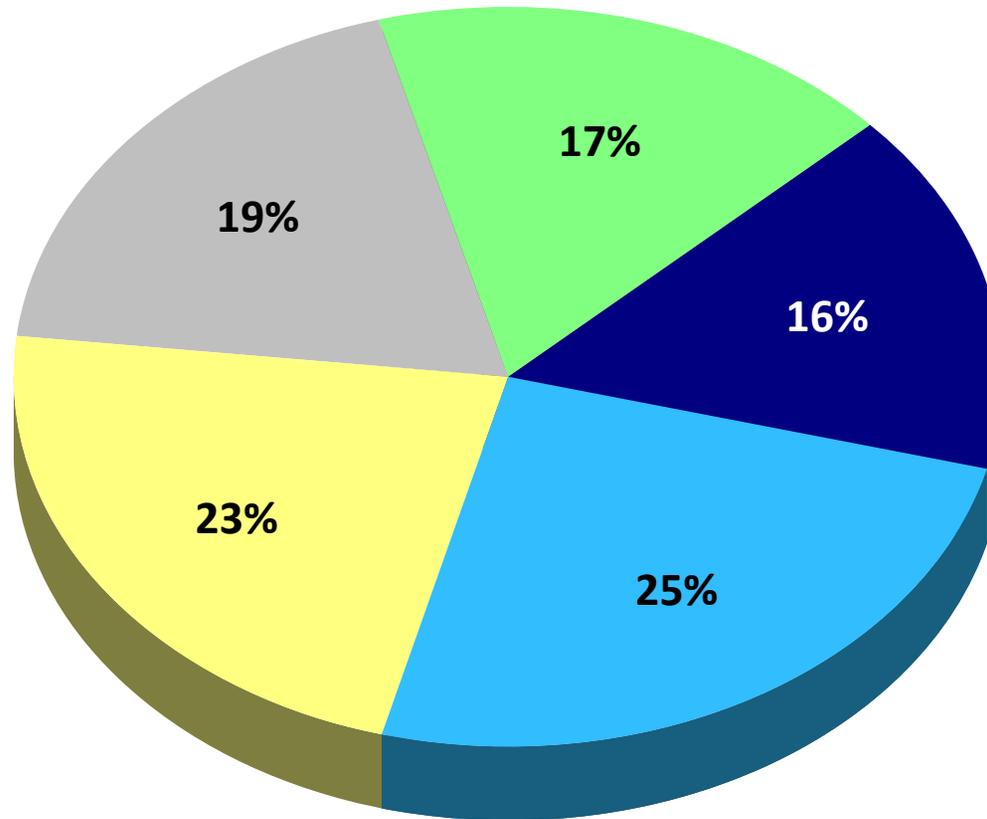
by percentage of persons in the household



- Under age 5
- Ages 5-9
- Ages 10-14
- Ages 15-19
- Ages 20-24
- Ages 25-34
- Ages 35-44
- Ages 45-54
- Ages 55-64
- Ages 65-74
- Ages 75+

Q28. Demographics: Age of Respondent

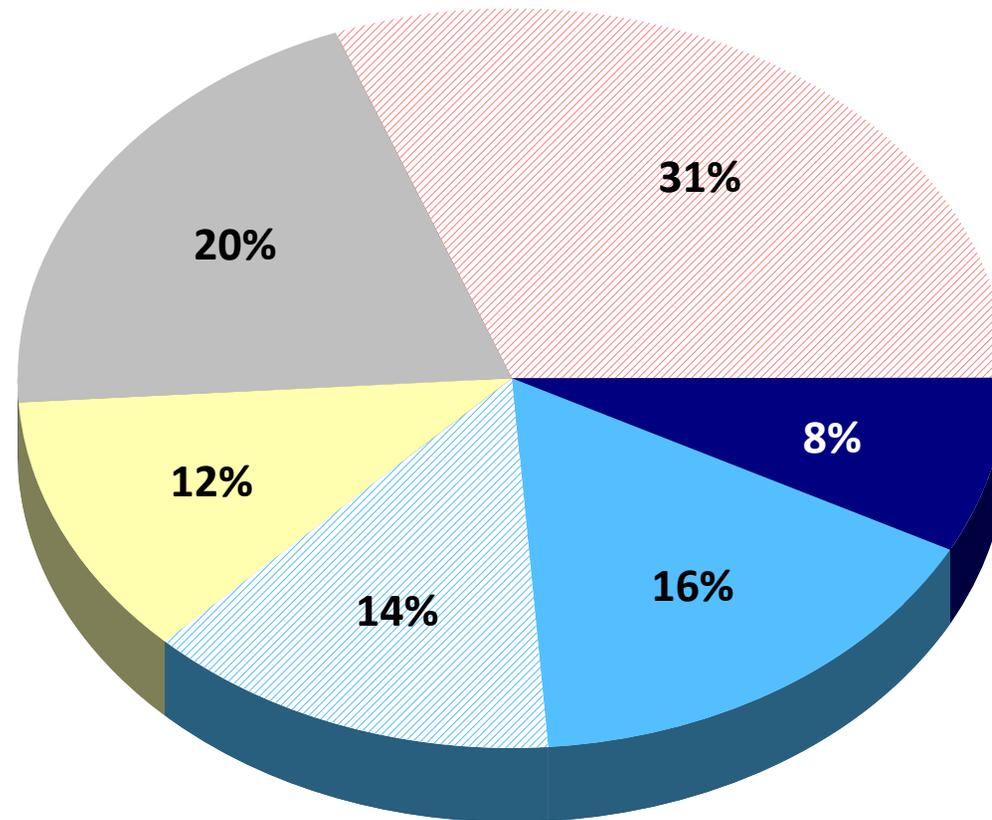
by percentage of respondents (excluding not provided)



■ Under 35 years ■ 35-44 years ■ 45-54 years ■ 55-64 years ■ 65+ years

Q29. Demographics: Approximately how many years have you lived in the City of Gulf Shores?

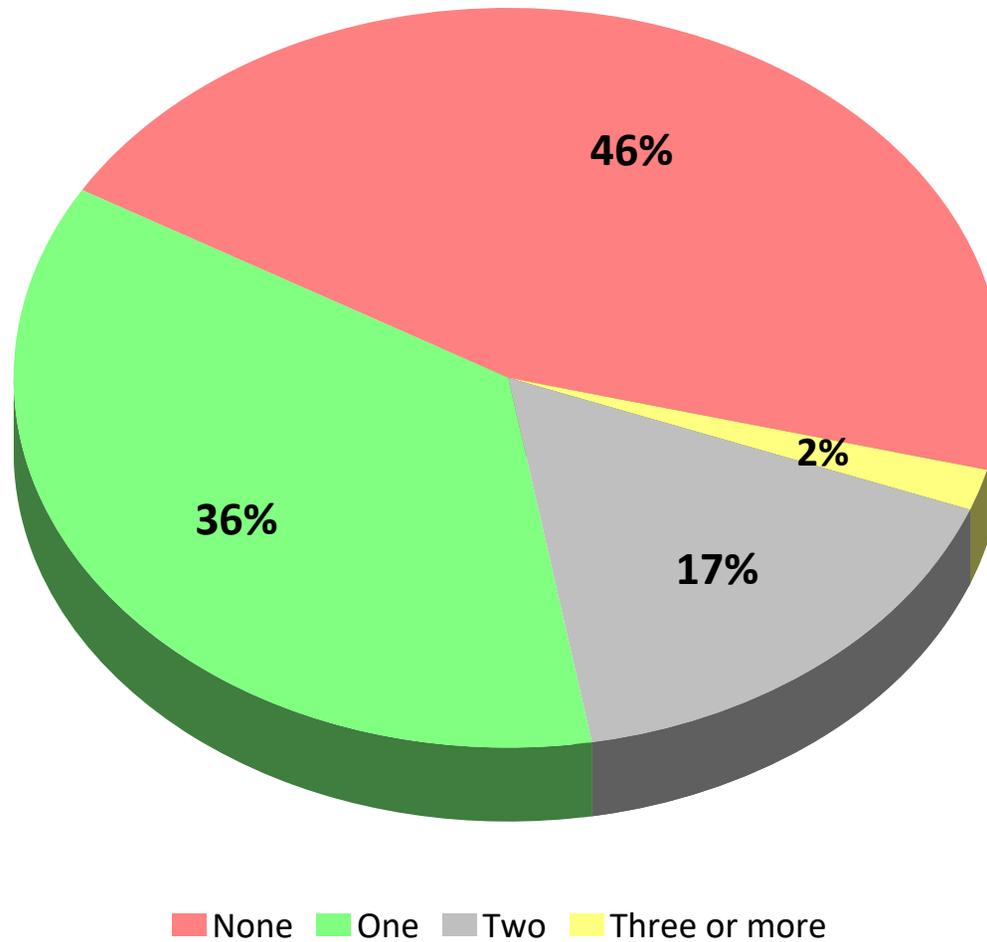
by percentage of respondents (excluding not provided)



5 years or less 6-10 years 11-15 years
16-20 years 21-30 years 31+ years

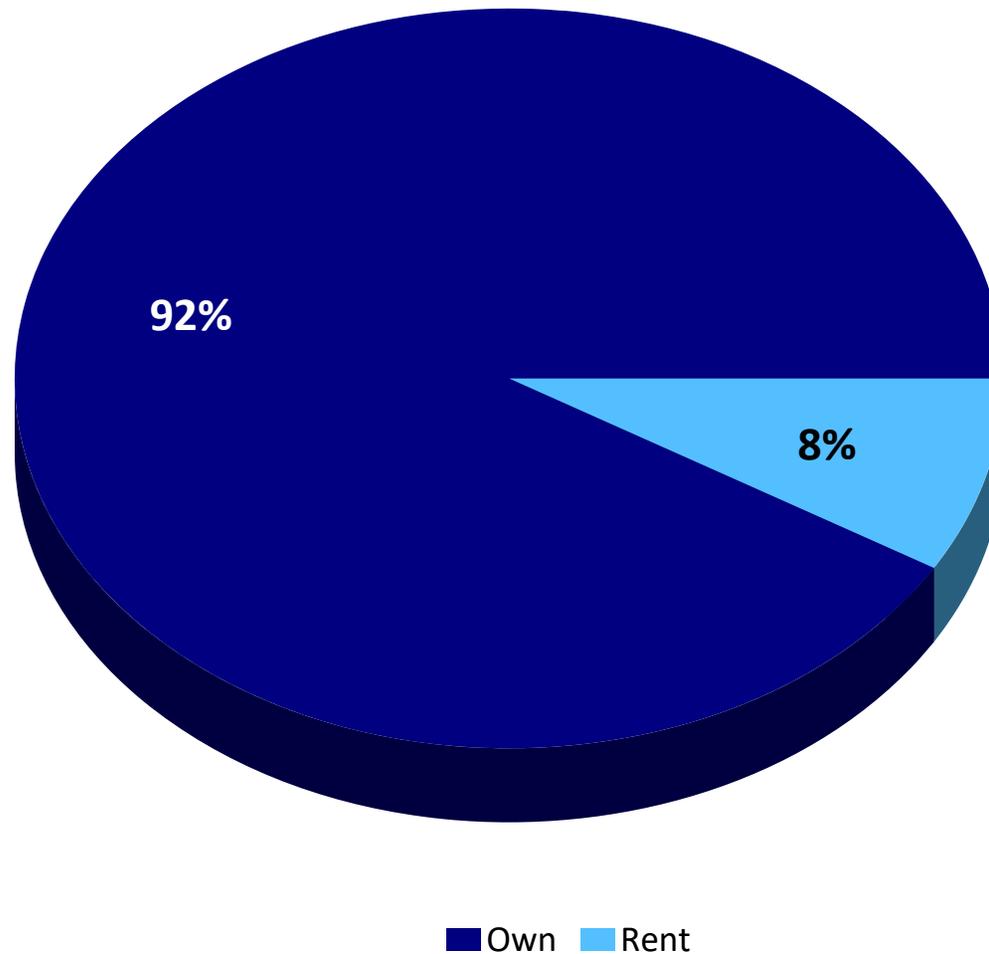
Q30. Demographics: How many people in your household work within the Gulf Shores City limits?

by percentage of respondents (excluding not provided)



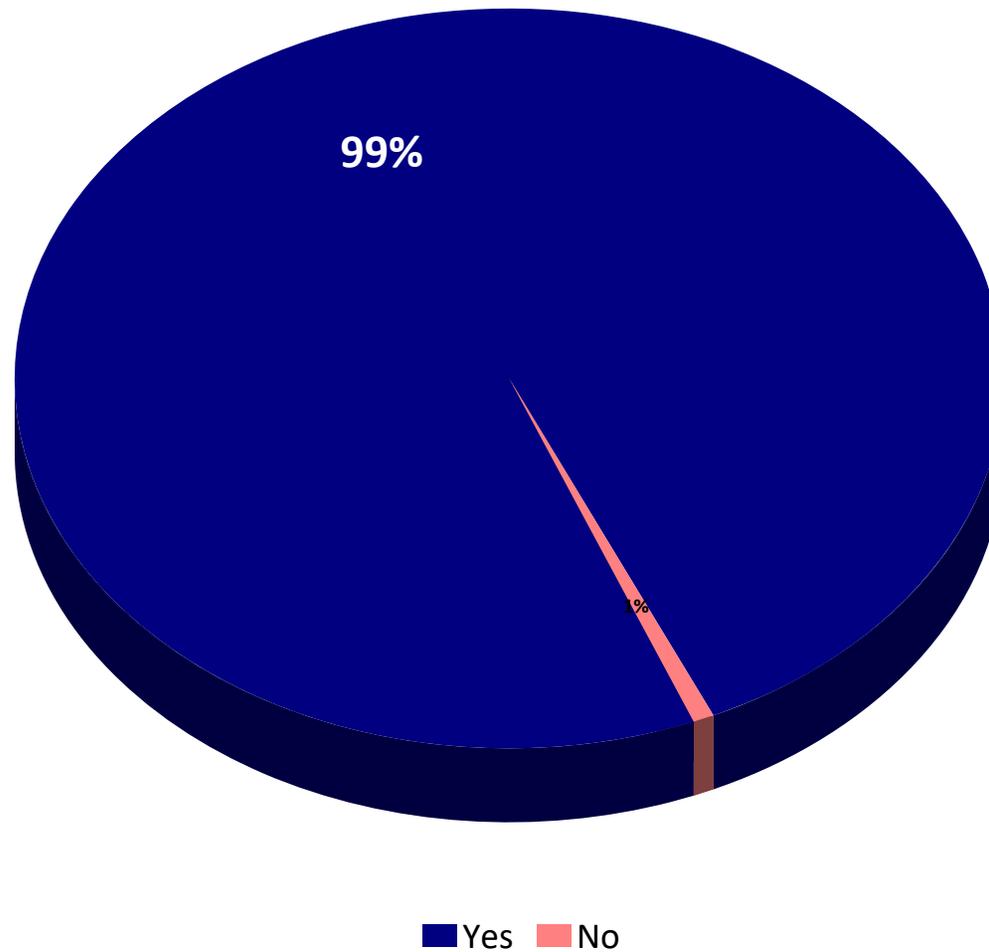
Q31. Demographics: Do you own or rent your current residence?

by percentage of respondents (excluding not provided)



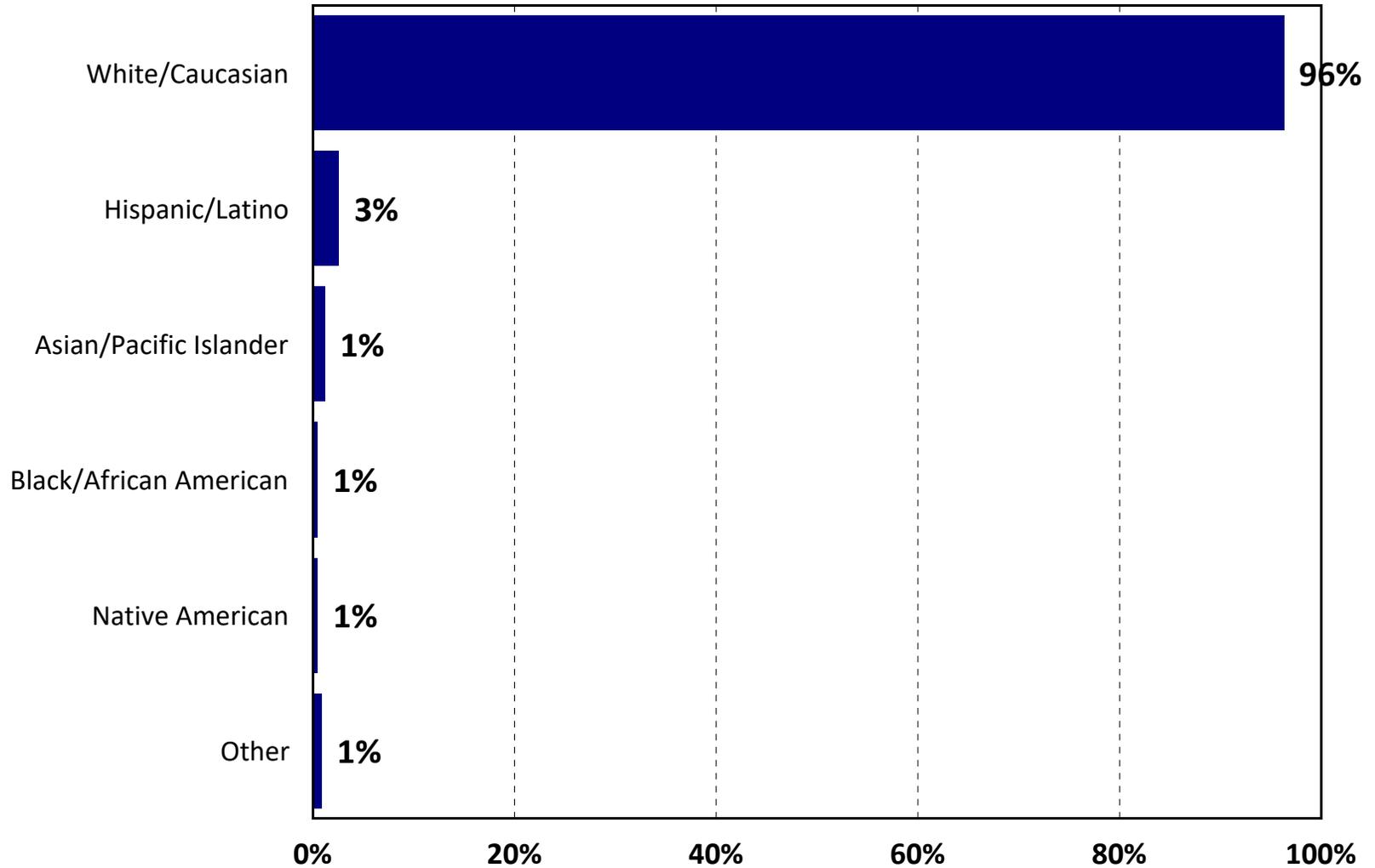
Q32. Demographics: Are you a full-time resident?

by percentage of respondents (excluding not provided)



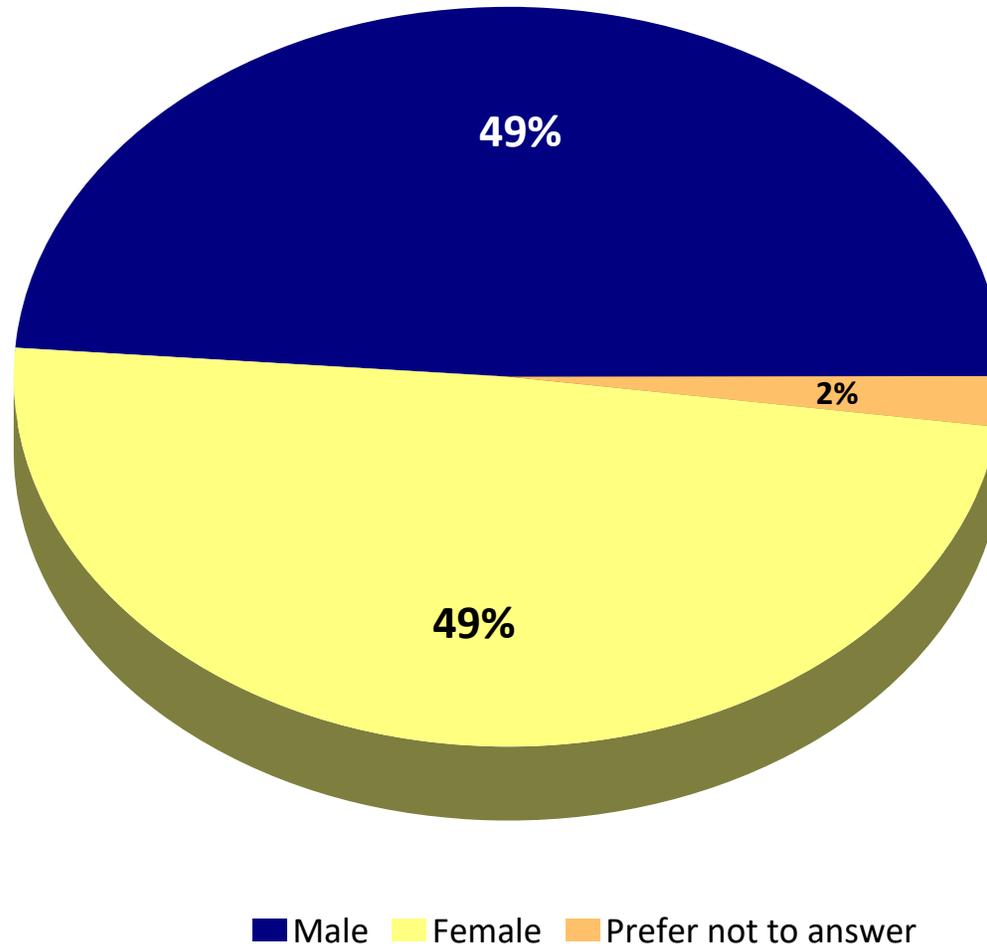
Q33. Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



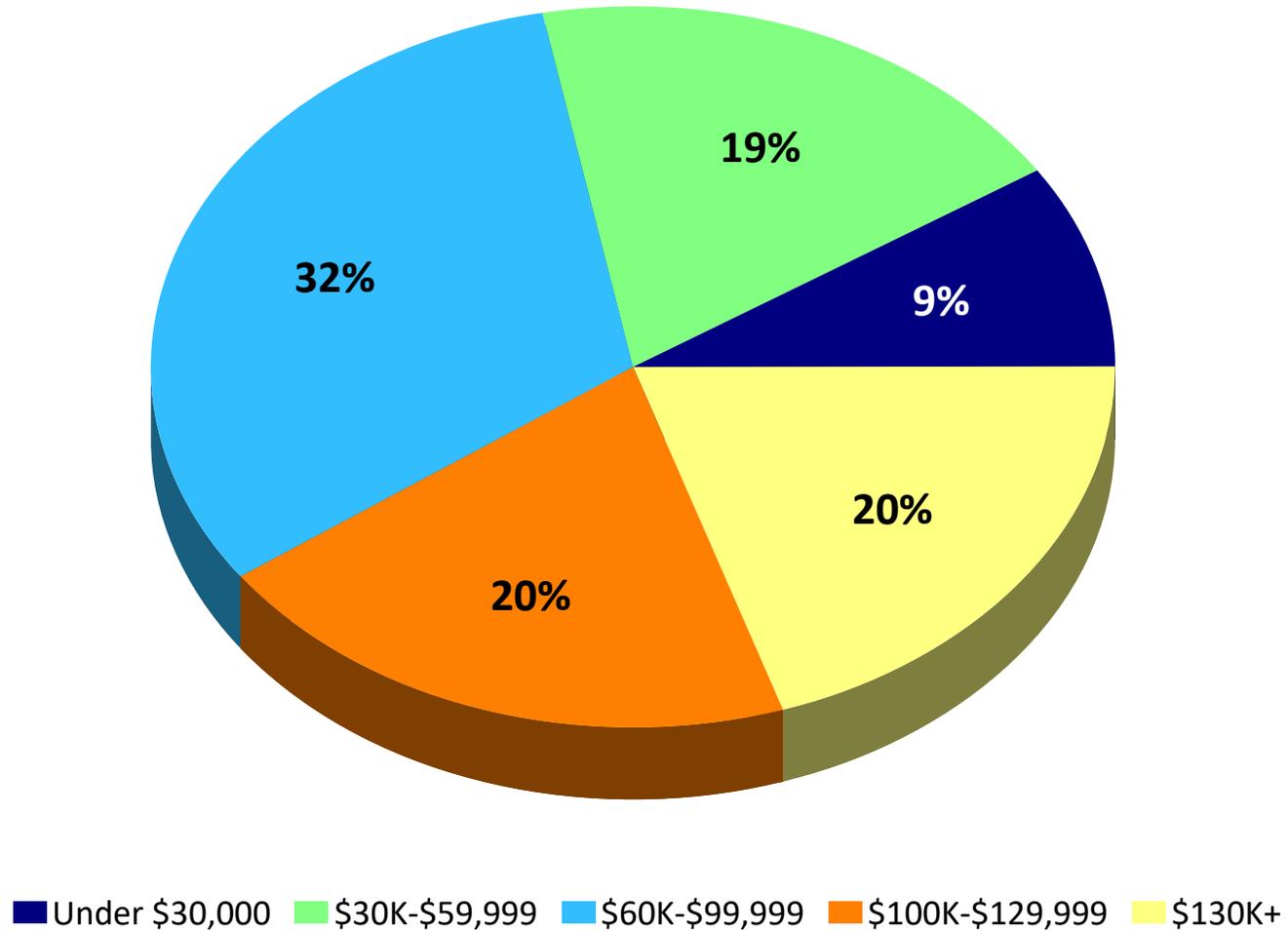
Q34. Demographics: Gender

by percentage of respondents (excluding not provided)



Q35. Demographics: Total Household Income

by percentage of respondents (excluding not provided)





2

Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2020 to a random sample of over 5,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2020 to a random sample of residents living in the Southeast Region of the United States. The Southeast Region includes the states of Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, South Carolina, and Tennessee.

The charts on the following pages show how the results for the City of Gulf Shores compare to the national average and the Southeast regional average. The blue bar shows the results for Gulf Shores. The red bar shows the Southeast regional average from communities that administered the *DirectionFinder*® survey during the summer of 2020. The yellow bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 5,000 U.S. residents during the summer of 2020.

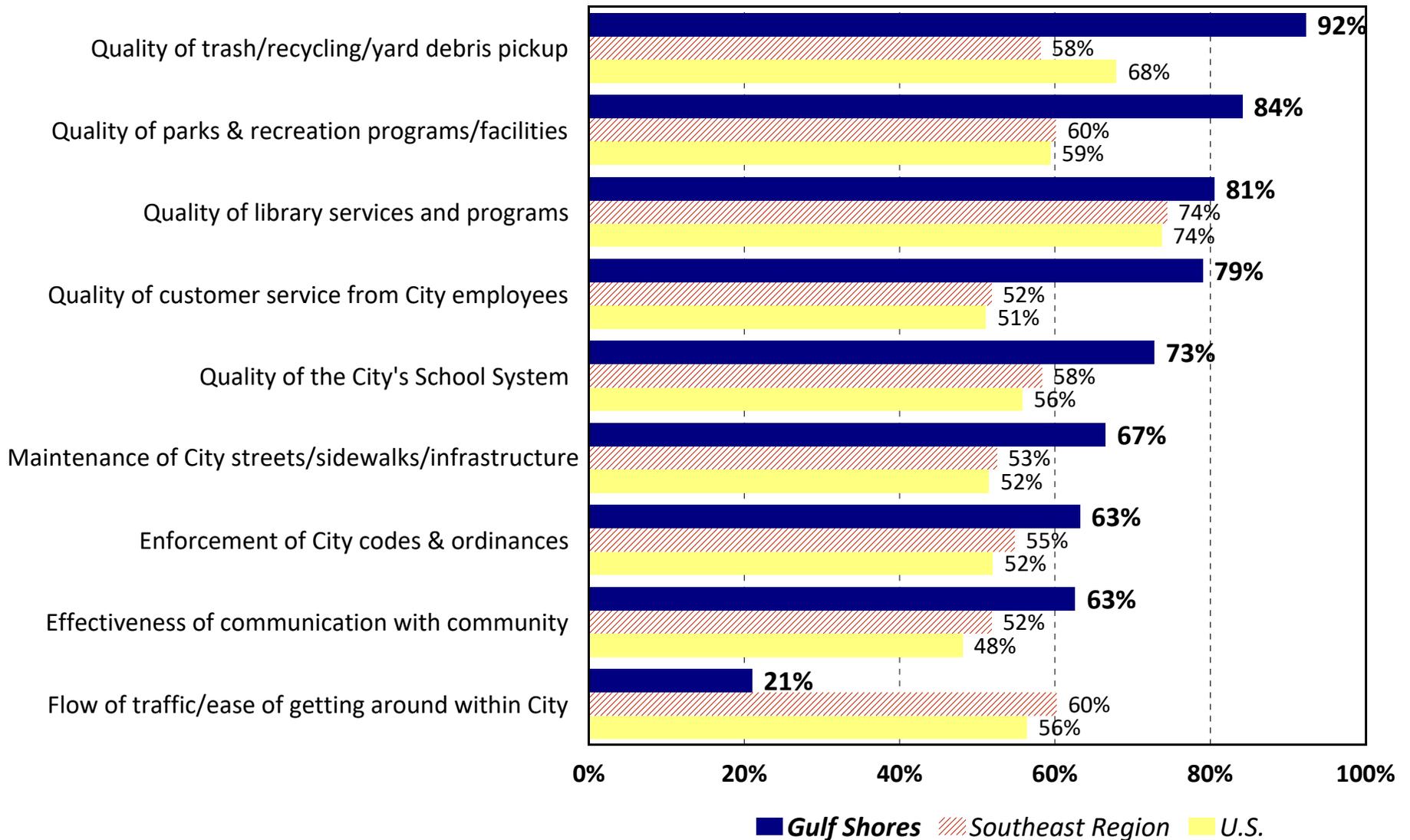
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Gulf Shores, AL is not authorized without written consent from ETC Institute.

Overall Satisfaction with Major Categories of City Services

Gulf Shores vs. Southeast Region vs. the U.S.

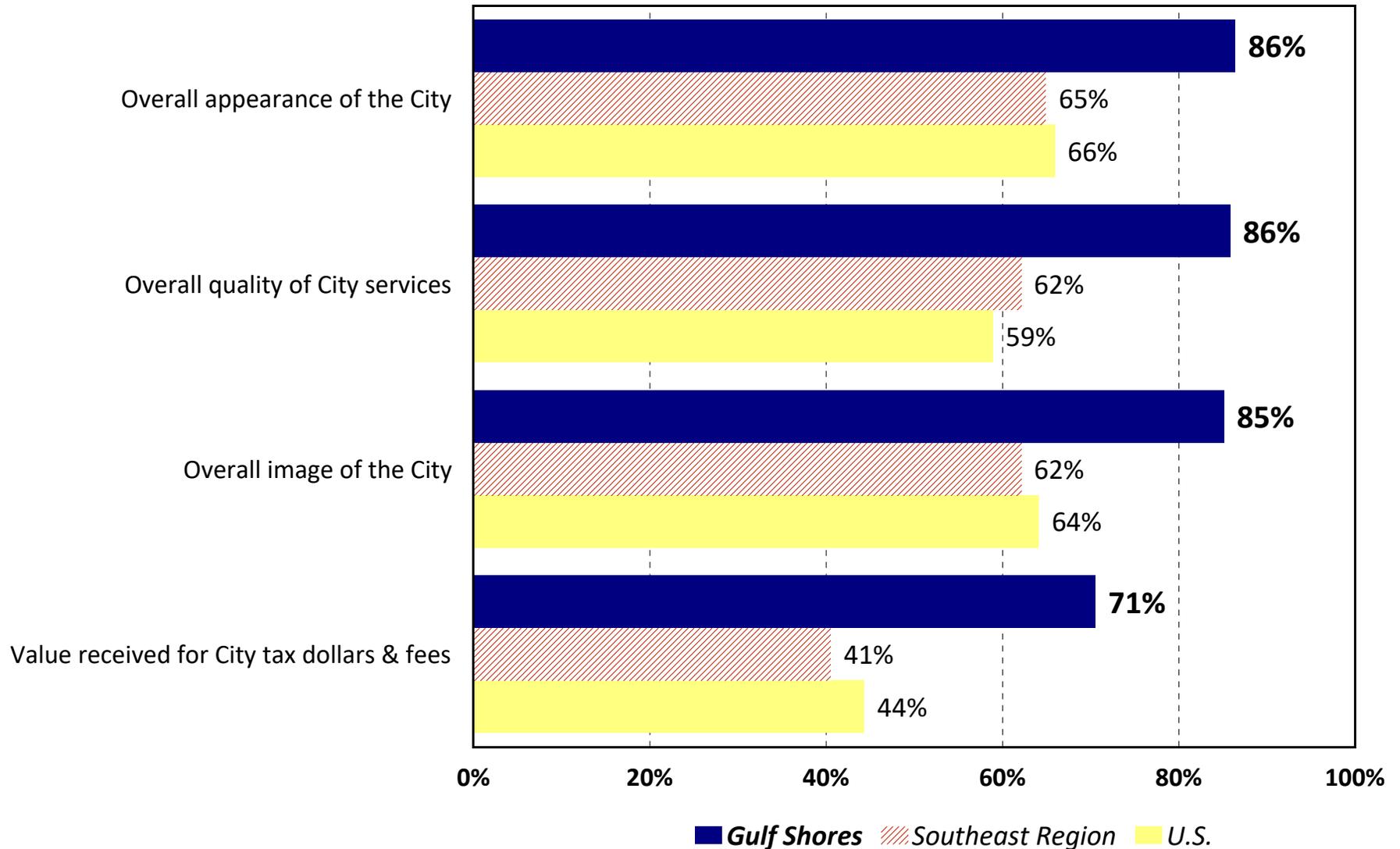
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Perceptions of the City

Gulf Shores vs. Southeast Region vs. the U.S.

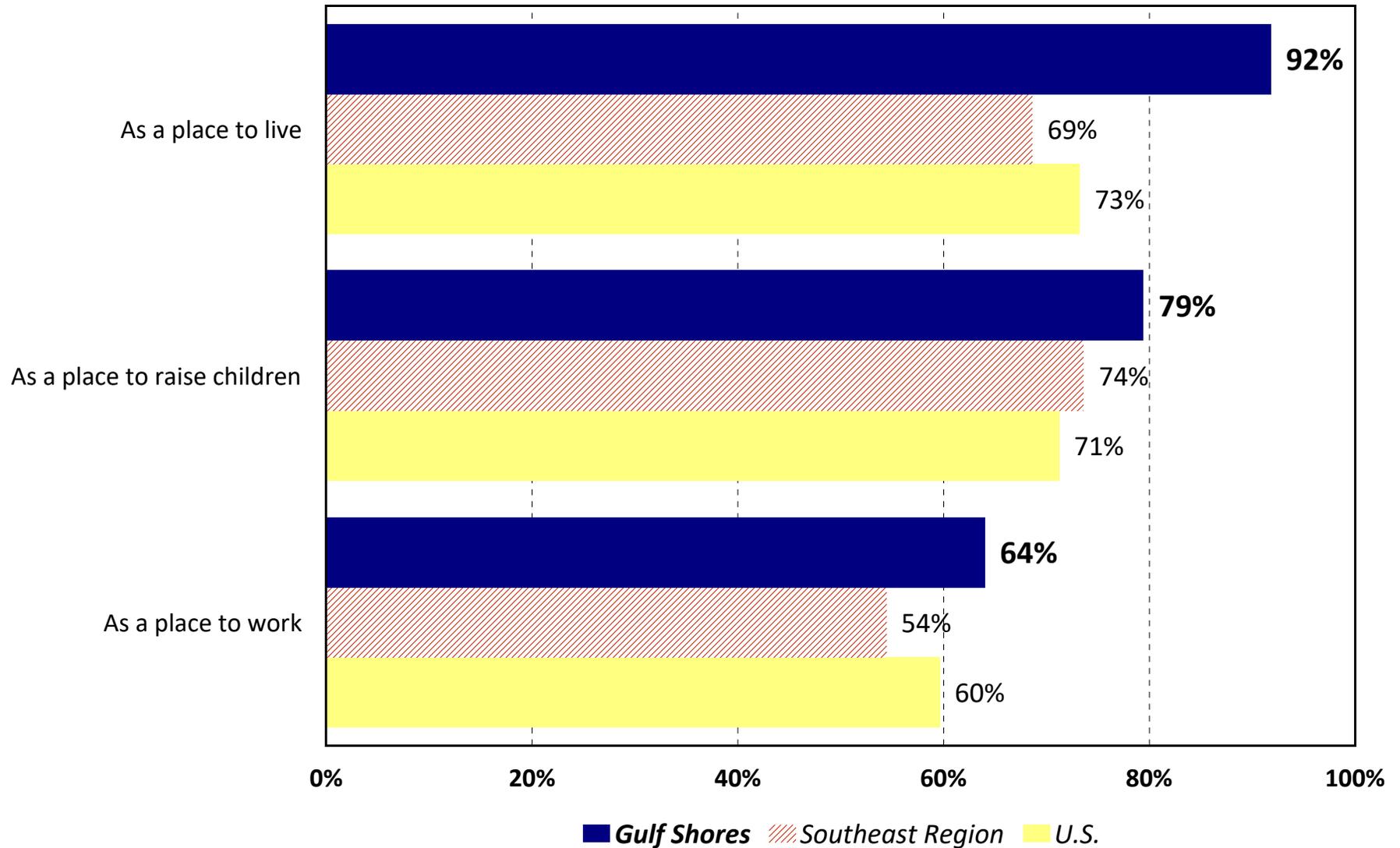
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Ratings of the City

Gulf Shores vs. Southeast Region vs. the U.S.

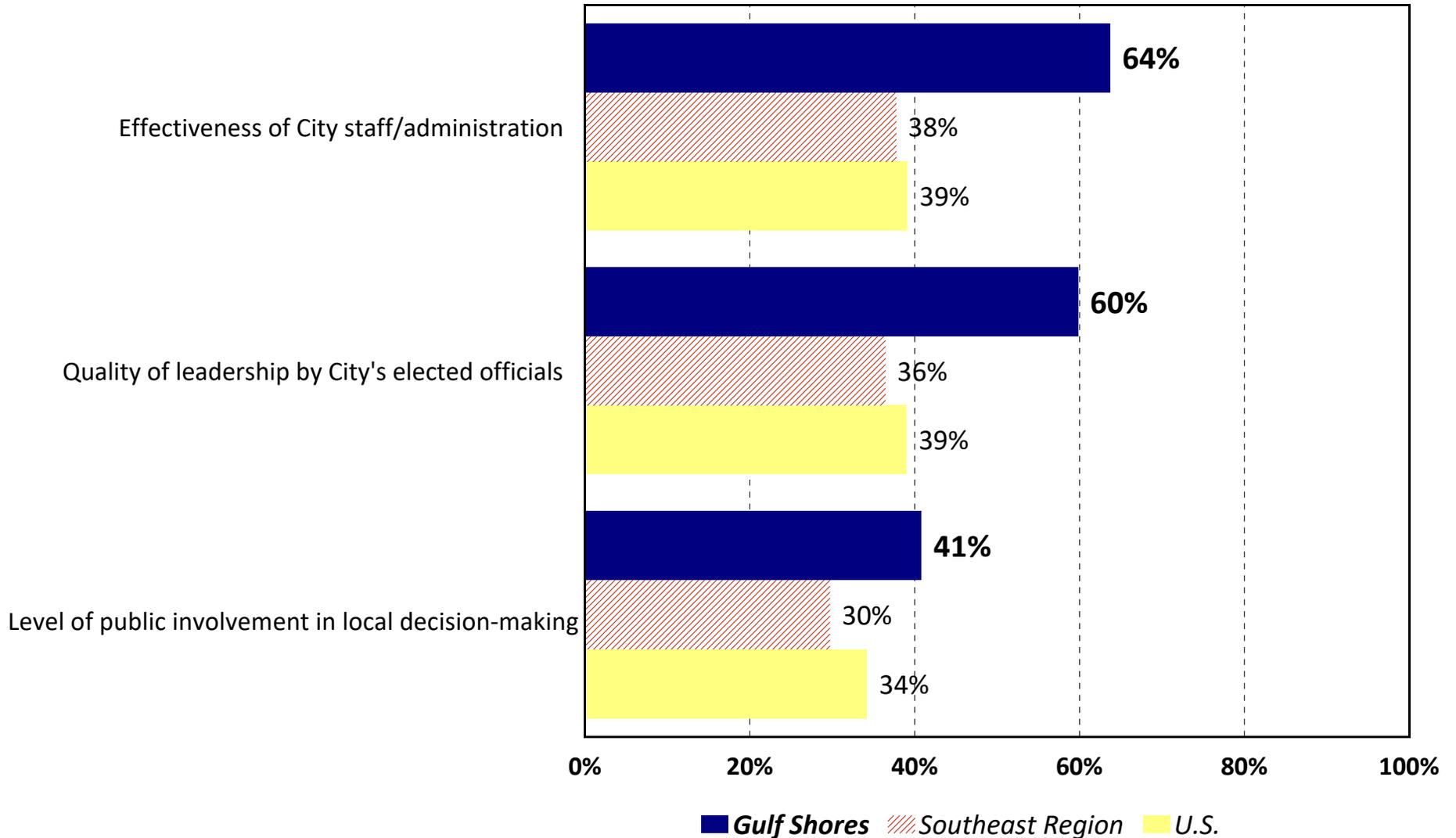
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Overall Satisfaction with City Leadership

Gulf Shores vs. Southeast Region vs. the U.S.

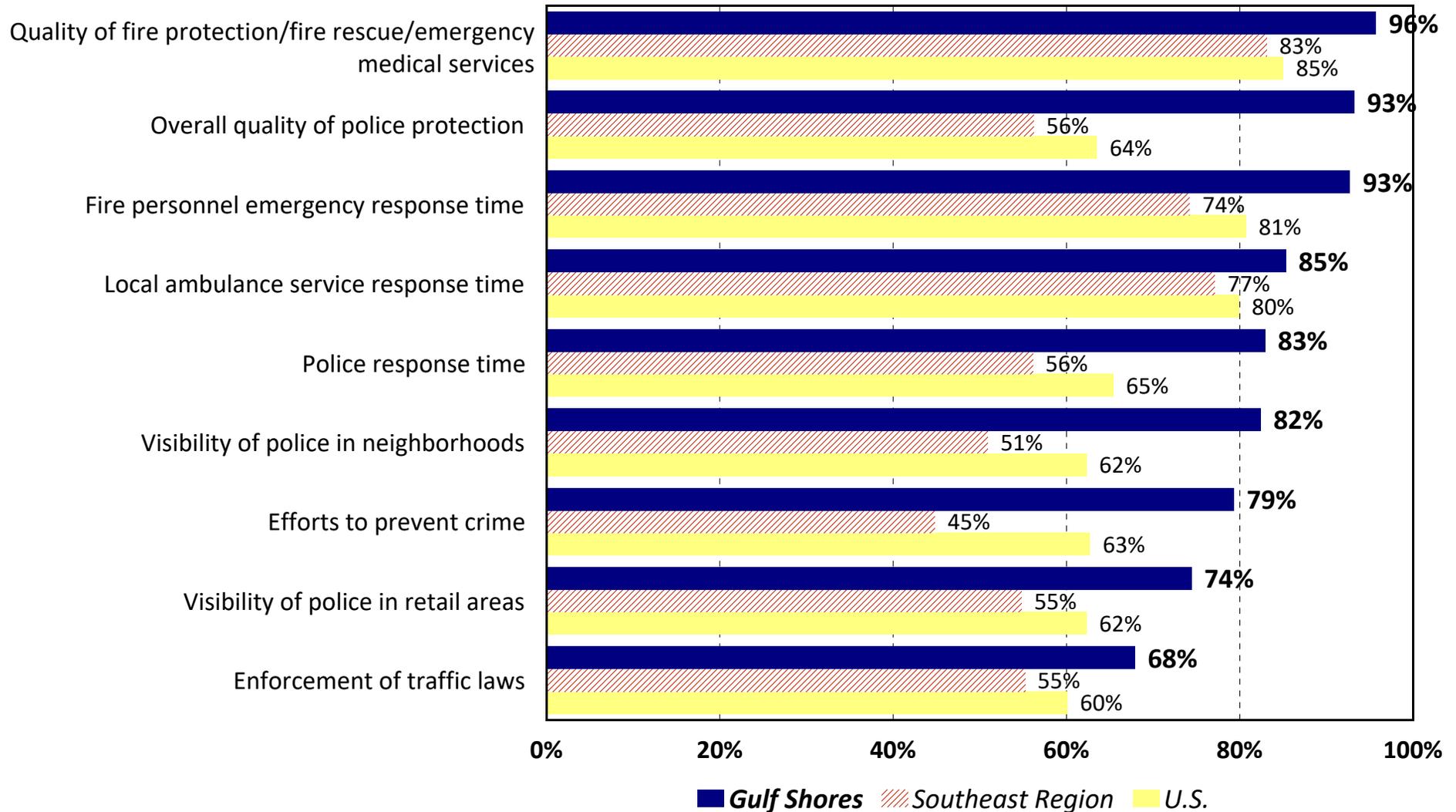
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Overall Satisfaction with Public Safety

Gulf Shores vs. Southeast Region vs. the U.S.

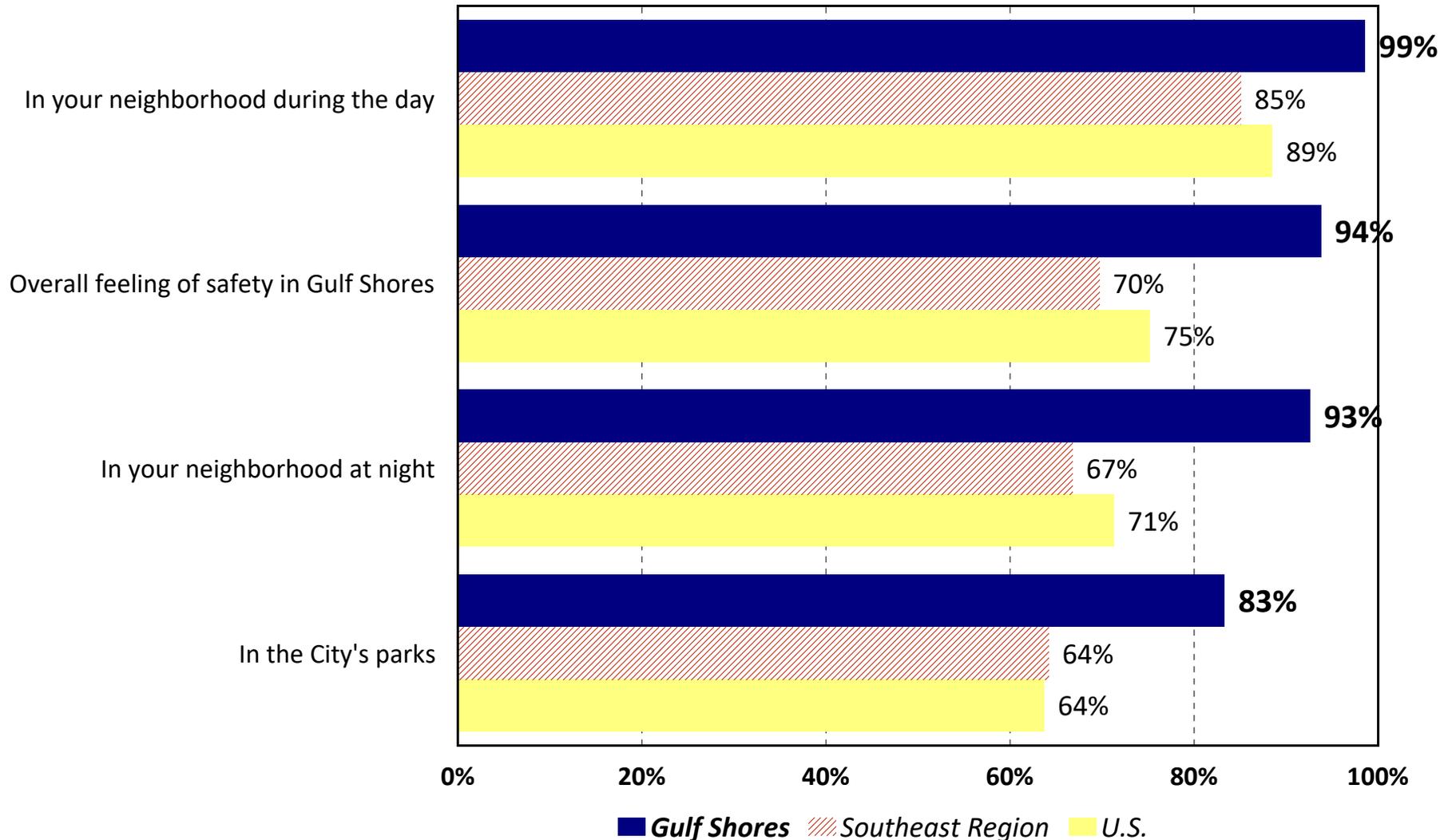
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Perceptions of Safety

Gulf Shores vs. Southeast Region vs. the U.S.

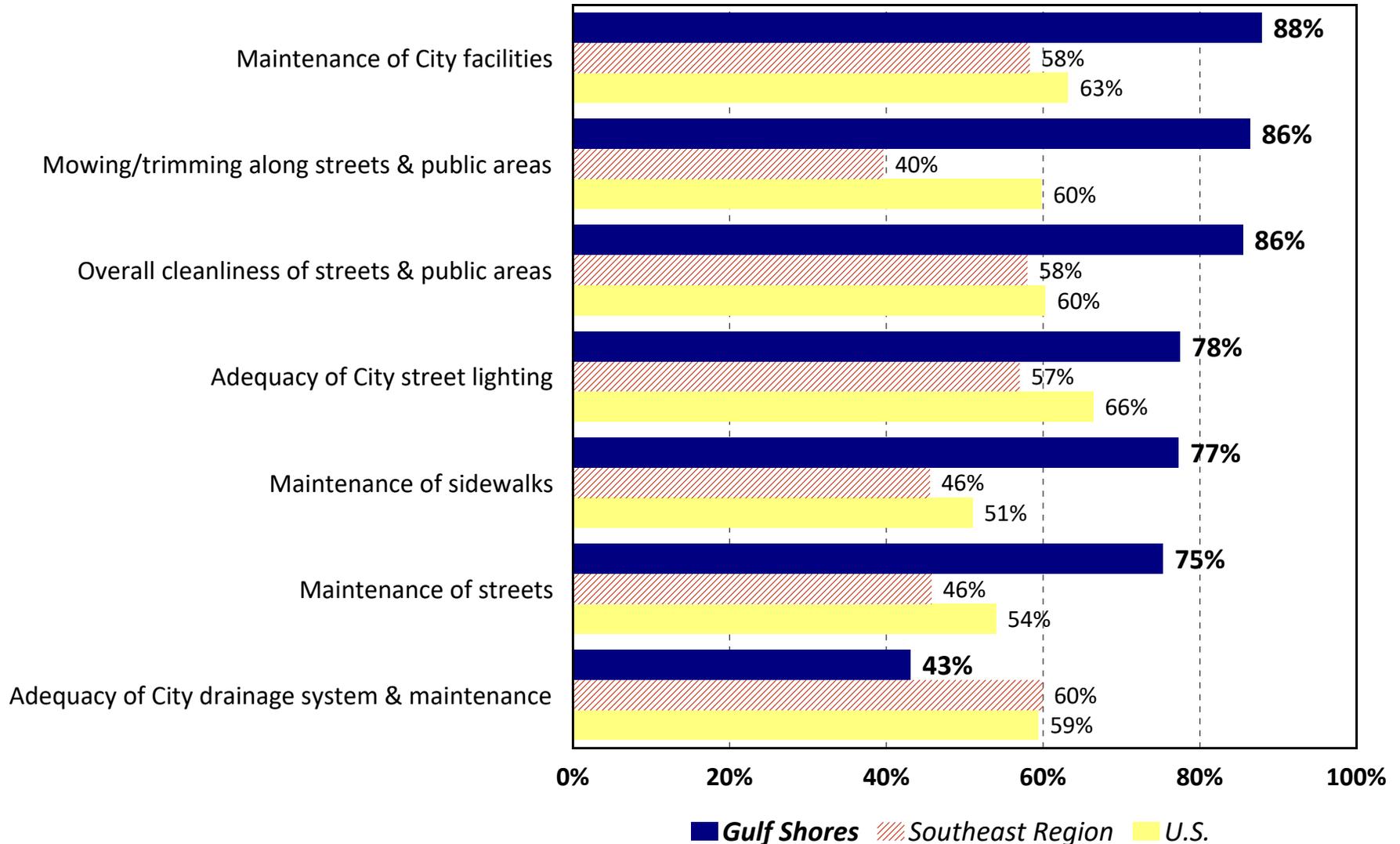
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Overall Satisfaction with Maintenance

Gulf Shores vs. Southeast Region vs. the U.S.

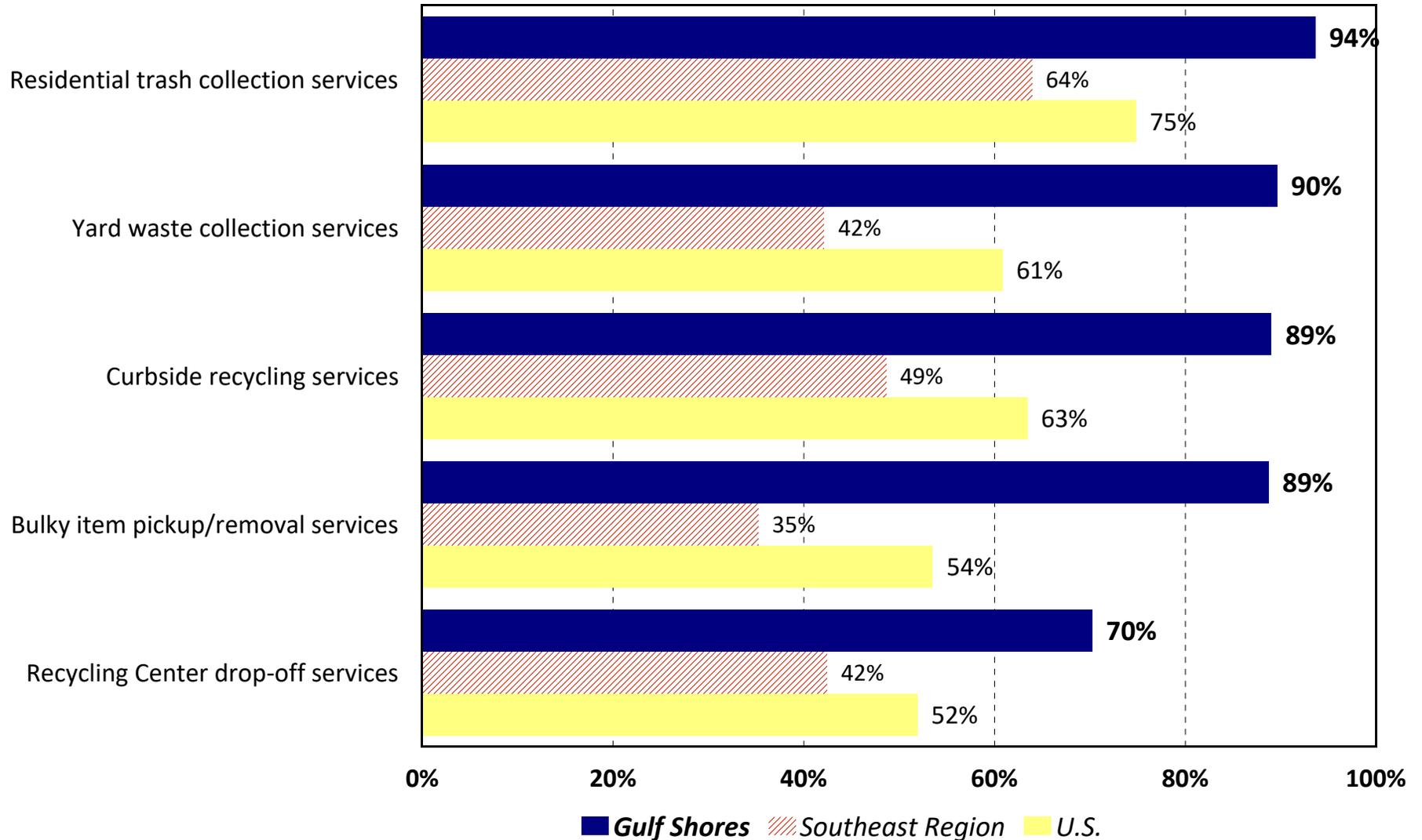
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Trash and Recycling

Gulf Shores vs. Southeast Region vs. the U.S.

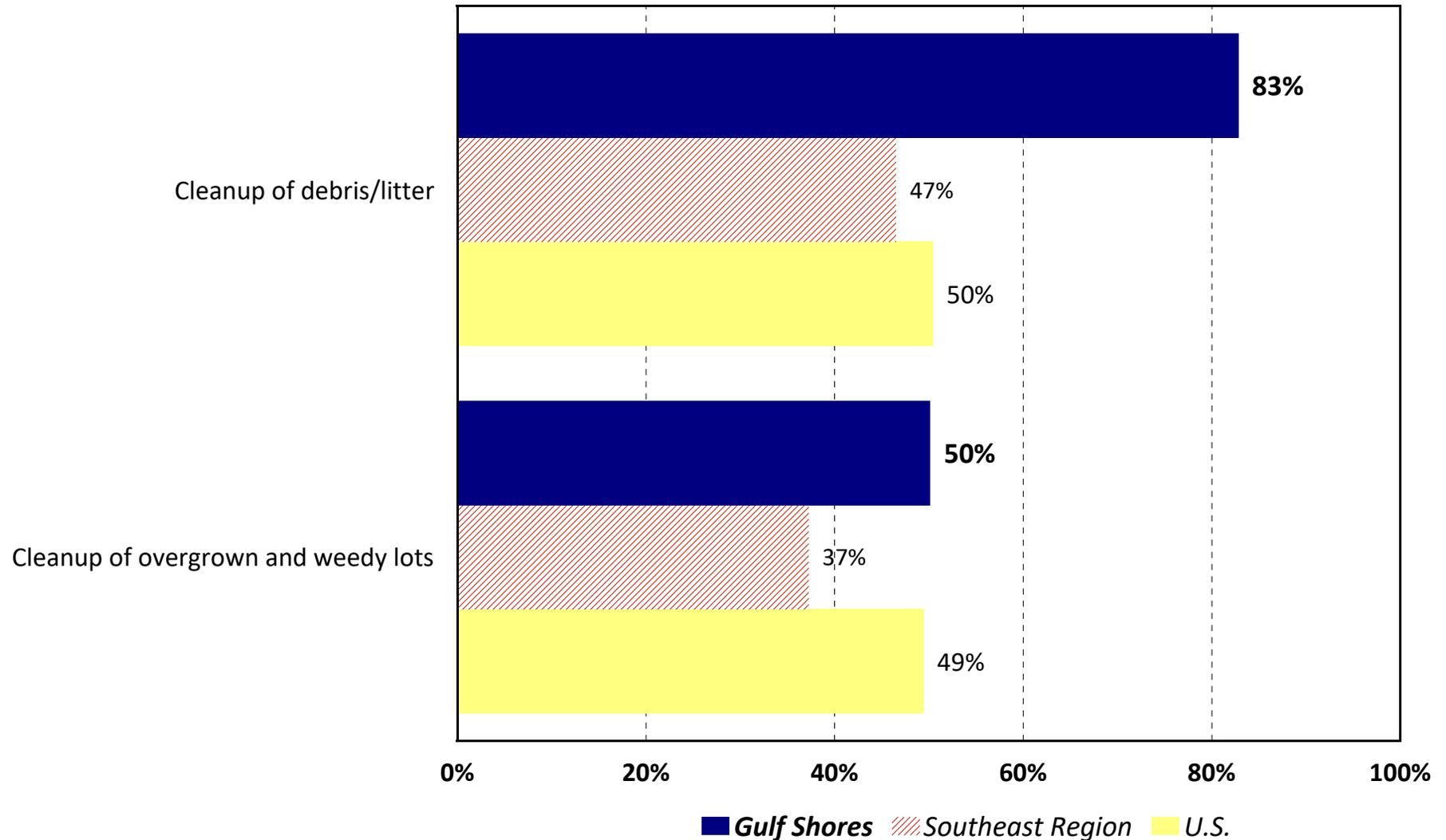
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Code Enforcement

Gulf Shores vs. Southeast Region vs. the U.S.

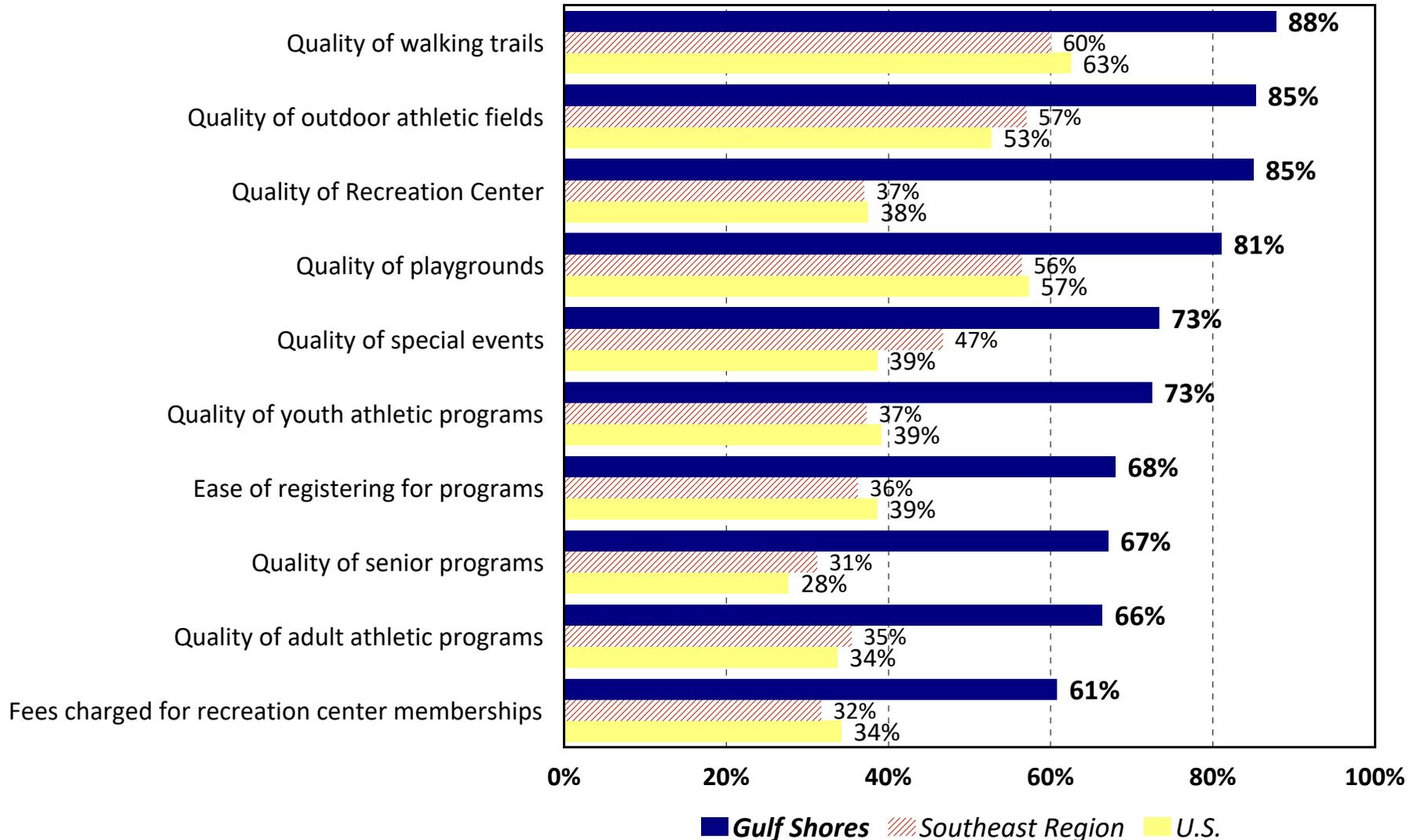
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Parks and Recreation

Gulf Shores vs. Southeast Region vs. the U.S.

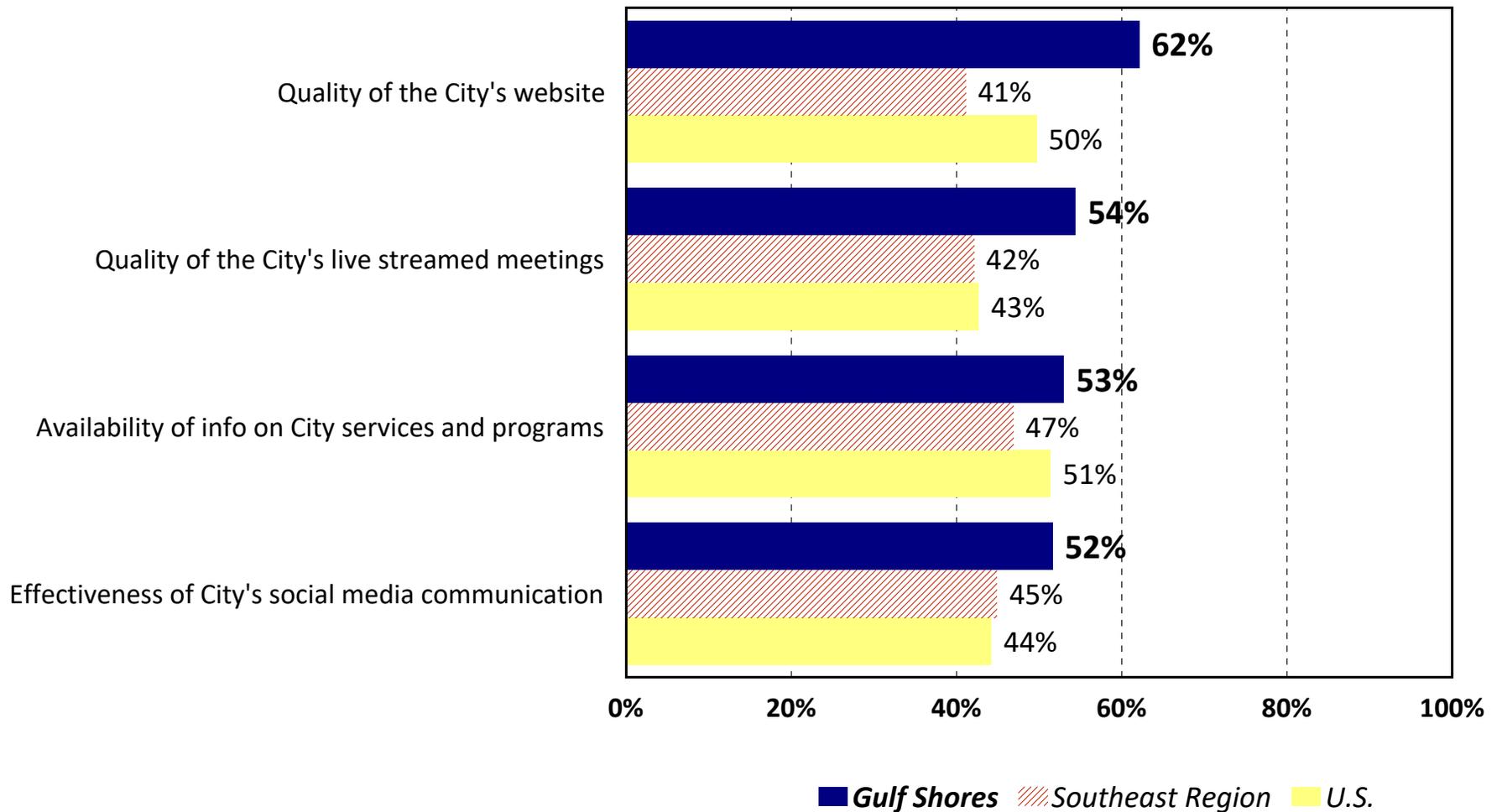
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with City Communications

Gulf Shores vs. Southeast Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



A graphic featuring a large white circle with a dark blue outline containing the number '3'. To the right of the circle is a dark blue horizontal bar with the text 'Importance-Satisfaction Analysis' in white, bold, sans-serif font.

3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major City services that should receive the most emphasis over the next two years. More than three-fourths (79.2%) of households selected "*flow of traffic/ease of getting around within the City*" as one of the most important services for the City to emphasize.

With regard to satisfaction, 21% of respondents surveyed rated *flow of traffic/ease of getting around within the City* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 79.2% was multiplied by 79% (1-0.21). This calculation yielded an I-S rating of 0.6257, which ranked first out of fifteen categories of major City services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the City of Gulf Shores are provided on the following pages.

Importance-Satisfaction Rating

City of Gulf Shores, AL

Overall

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Flow of traffic/ease of getting around within City	79%	1	21%	15	0.6257	1
<u>High Priority (IS .10-.20)</u>						
Quality of community & economic development	31%	2	66%	12	0.1053	2
<u>Medium Priority (IS <.10)</u>						
Maintenance of City streets/sidewalks/infrastructure	30%	3	67%	11	0.0995	3
Effectiveness of communication with community	22%	4	63%	14	0.0804	4
Enforcement of City codes & ordinances	16%	6	63%	13	0.0604	5
Quality of the City's School System	14%	8	73%	10	0.0375	6
Quality of public beaches and beach accesses	19%	5	87%	5	0.0258	7
Quality of parks & recreation programs/facilities	12%	9	84%	7	0.0189	8
Quality of police services	14%	7	92%	3	0.0114	9
Quality of customer service from City employees	5%	12	79%	9	0.0107	10
Quality of landscaping in parks/medians/public areas	4%	13	88%	4	0.0050	11
Quality of trash/recycling/yard debris pickup	5%	11	92%	2	0.0042	12
Quality of library services and programs	2%	14	81%	8	0.0037	13
Quality of fire/rescue/emergency medical services	8%	10	98%	1	0.0019	14
Maintenance of City buildings & facilities	1%	15	86%	6	0.0019	15

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Gulf Shores, AL

Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
None						
<u>Medium Priority (IS <.10)</u>						
Enforcement of traffic laws	26%	3	68%	12	0.0835	1
Efforts to prevent crime	35%	1	79%	8	0.0722	2
Quality of Police Communications	17%	7	64%	13	0.0596	3
Visibility of police in retail areas	19%	4	74%	10	0.0476	4
Visibility of police in neighborhoods	26%	2	82%	7	0.0463	5
Enforcement of criminal laws	15%	9	77%	9	0.0332	6
Quality of Fire Rescue Communications	11%	11	72%	11	0.0314	7
Quality of lifeguard and beach patrol service	17%	6	83%	6	0.0296	8
Local ambulance service response time	12%	10	85%	4	0.0169	9
Overall quality of police protection	18%	5	93%	2	0.0124	10
Police response time	6%	12	83%	5	0.0108	11
Quality of fire protection/fire rescue/emergency medical services	17%	8	96%	1	0.0071	12
Fire personnel emergency response time	5%	13	93%	3	0.0034	13

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Gulf Shores, AL

Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Adequacy of City drainage system & maintenance	56%	1	43%	12	0.3186	1
<u>High Priority (IS .10-.20)</u>						
None						
<u>Medium Priority (IS <.10)</u>						
Maintenance of streets	33%	2	75%	10	0.0815	2
Maintenance of traffic signals	23%	3	76%	9	0.0559	3
Cleanup of debris/litter in & near roadways	22%	4	79%	5	0.0453	4
Adequacy of City street lighting	20%	5	78%	7	0.0448	5
Maintenance of beach parking areas & accesses	18%	6	78%	6	0.0397	6
Maintenance of biking paths and lanes	14%	8	75%	11	0.0360	7
Maintenance of sidewalks	14%	7	77%	8	0.0327	8
Overall cleanliness of streets & public areas	14%	9	86%	3	0.0200	9
Mowing/trimming along streets & public areas	9%	10	86%	2	0.0128	10
Maintenance of street signs	7%	11	82%	4	0.0124	11
Maintenance of City facilities	4%	12	88%	1	0.0042	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Gulf Shores, AL

Trash and Recycling Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
None						
<u>Medium Priority (IS <.10)</u>						
Recycling Center drop-off services	20%	4	70%	5	0.0602	1
Bulky item pickup/removal services	34%	1	89%	4	0.0389	2
Yard waste collection services	28%	2	90%	2	0.0287	3
Curbside recycling services	18%	5	89%	3	0.0200	4
Residential trash collection services	26%	3	94%	1	0.0166	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Gulf Shores, AL

Development and Redevelopment

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
City's planning for future growth	55%	1	37%	4	0.3458	1
Redevelopment of abandoned or under-utilized properties	38%	3	29%	5	0.2655	2
Quality of new residential development	40%	2	44%	3	0.2206	3
<u>High Priority (IS .10-.20)</u>						
None						
<u>Medium Priority (IS <.10)</u>						
Quality of new retail development	17%	4	53%	2	0.0802	4
Quality of new business development	14%	5	61%	1	0.0545	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Gulf Shores, AL

Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
None						
<u>Medium Priority (IS <.10)</u>						
Quality of senior programs	24%	3	67%	12	0.0796	1
Fees charged for recreation center memberships	20%	5	61%	16	0.0792	2
Quality of special events	19%	6	73%	9	0.0492	3
Fees charged for youth & adult rec programs	11%	9	64%	14	0.0414	4
Convenience of access to Parks & Rec facilities	20%	4	81%	6	0.0388	5
Quality of adult athletic programs	11%	10	66%	13	0.0376	6
Quality of parks	31%	1	89%	1	0.0346	7
Quality of walking trails	27%	2	88%	2	0.0331	8
Quality of playgrounds	17%	7	81%	5	0.0323	9
Quality of youth athletic programs	11%	12	73%	10	0.0289	10
Quality of Bodenhamer Recreation Center	17%	8	85%	4	0.0249	11
Ease of registering for programs	8%	15	68%	11	0.0246	12
Quality of fitness programs	10%	14	77%	8	0.0223	13
Quality of fitness areas within Bodenhamer Rec Center	11%	11	80%	7	0.0219	14
Quality of outdoor athletic fields	10%	13	85%	3	0.0151	15
Quality of SPARC and other youth programs	2%	16	62%	15	0.0088	16

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third, and fourth most important responses for each item. Respondents were asked to identify the services they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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4

Tabular Data

Q1. Major Categories of City Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police services	58.8%	29.5%	5.9%	1.6%	0.2%	4.0%
Q1-2. Overall quality of fire, rescue & emergency medical services	68.6%	24.8%	2.3%	0.0%	0.0%	4.2%
Q1-3. Overall quality of community & economic development	22.0%	40.5%	21.5%	9.8%	1.4%	4.7%
Q1-4. Overall enforcement of City codes & ordinances	22.7%	35.4%	23.9%	7.3%	2.6%	8.2%
Q1-5. Overall quality of parks & recreation programs & facilities	43.6%	39.6%	11.7%	3.5%	0.5%	1.2%
Q1-6. Overall flow of traffic & ease of getting around within City	5.4%	15.5%	24.1%	33.7%	20.4%	0.9%
Q1-7. Overall maintenance of City streets, sidewalks, & infrastructure	24.1%	41.5%	17.1%	13.6%	2.3%	1.4%
Q1-8. Overall maintenance of City buildings & facilities	33.5%	47.5%	13.1%	0.5%	0.0%	5.4%
Q1-9. Overall quality of landscaping in parks, medians, & other public areas	49.4%	38.4%	10.3%	1.4%	0.0%	0.5%
Q1-10. Overall quality of trash, recycling & yard debris pickup services	56.0%	36.1%	5.2%	2.1%	0.5%	0.2%
Q1-11. Overall quality of City's school system	25.5%	22.2%	14.5%	2.8%	0.5%	34.4%
Q1-12. Overall quality of library services & programs	33.0%	31.6%	13.8%	1.6%	0.2%	19.7%
Q1-13. Overall effectiveness of communication with the community	21.5%	37.9%	23.7%	11.0%	0.9%	4.9%
Q1-14. Overall quality of customer service you receive from City employees	35.4%	37.7%	16.9%	1.9%	0.7%	7.5%
Q1-15. Overall quality of public beaches & beach accesses	51.1%	34.7%	8.0%	3.3%	2.1%	0.9%

WITHOUT DON'T KNOW**Q1. Major Categories of City Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police services	61.2%	30.7%	6.1%	1.7%	0.2%
Q1-2. Overall quality of fire, rescue & emergency medical services	71.6%	25.9%	2.4%	0.0%	0.0%
Q1-3. Overall quality of community & economic development	23.1%	42.5%	22.6%	10.3%	1.5%
Q1-4. Overall enforcement of City codes & ordinances	24.7%	38.5%	26.0%	7.9%	2.8%
Q1-5. Overall quality of parks & recreation programs & facilities	44.1%	40.0%	11.8%	3.6%	0.5%
Q1-6. Overall flow of traffic & ease of getting around within City	5.4%	15.6%	24.3%	34.0%	20.6%
Q1-7. Overall maintenance of City streets, sidewalks, & infrastructure	24.5%	42.0%	17.3%	13.8%	2.4%
Q1-8. Overall maintenance of City buildings & facilities	35.4%	50.2%	13.9%	0.5%	0.0%
Q1-9. Overall quality of landscaping in parks, medians, & other public areas	49.6%	38.6%	10.4%	1.4%	0.0%
Q1-10. Overall quality of trash, recycling & yard debris pickup services	56.1%	36.2%	5.2%	2.1%	0.5%
Q1-11. Overall quality of City's school system	38.9%	33.9%	22.1%	4.3%	0.7%
Q1-12. Overall quality of library services & programs	41.1%	39.4%	17.2%	2.0%	0.3%
Q1-13. Overall effectiveness of communication with the community	22.7%	39.9%	24.9%	11.6%	1.0%
Q1-14. Overall quality of customer service you receive from City employees	38.2%	40.8%	18.2%	2.0%	0.8%
Q1-15. Overall quality of public beaches & beach accesses	51.5%	35.0%	8.0%	3.3%	2.1%

Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. Top choice	Number	Percent
Overall quality of police services	26	6.1 %
Overall quality of fire, rescue & emergency medical services	5	1.2 %
Overall quality of community & economic development	39	9.1 %
Overall enforcement of City codes & ordinances	18	4.2 %
Overall quality of parks & recreation programs & facilities	12	2.8 %
Overall flow of traffic & ease of getting around within City	242	56.7 %
Overall maintenance of City streets, sidewalks, & infrastructure	20	4.7 %
Overall maintenance of City buildings & facilities	1	0.2 %
Overall quality of landscaping in parks, medians, & other public areas	2	0.5 %
Overall quality of trash, recycling & yard debris pickup services	2	0.5 %
Overall quality of City's school system	7	1.6 %
Overall quality of library services & programs	2	0.5 %
Overall effectiveness of communication with the community	6	1.4 %
Overall quality of customer service you receive from City employees	1	0.2 %
Overall quality of public beaches & beach accesses	16	3.7 %
None chosen	28	6.6 %
Total	427	100.0 %

Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 2nd choice	Number	Percent
Overall quality of police services	20	4.7 %
Overall quality of fire, rescue & emergency medical services	15	3.5 %
Overall quality of community & economic development	48	11.2 %
Overall enforcement of City codes & ordinances	25	5.9 %
Overall quality of parks & recreation programs & facilities	24	5.6 %
Overall flow of traffic & ease of getting around within City	74	17.3 %
Overall maintenance of City streets, sidewalks, & infrastructure	62	14.5 %
Overall maintenance of City buildings & facilities	4	0.9 %
Overall quality of landscaping in parks, medians, & other public areas	3	0.7 %
Overall quality of trash, recycling & yard debris pickup services	9	2.1 %
Overall quality of City's school system	25	5.9 %
Overall quality of library services & programs	4	0.9 %
Overall effectiveness of communication with the community	38	8.9 %
Overall quality of customer service you receive from City employees	7	1.6 %
Overall quality of public beaches & beach accesses	19	4.4 %
None chosen	50	11.7 %
Total	427	100.0 %

Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 3rd choice	Number	Percent
Overall quality of police services	14	3.3 %
Overall quality of fire, rescue & emergency medical services	12	2.8 %
Overall quality of community & economic development	44	10.3 %
Overall enforcement of City codes & ordinances	27	6.3 %
Overall quality of parks & recreation programs & facilities	15	3.5 %
Overall flow of traffic & ease of getting around within City	22	5.2 %
Overall maintenance of City streets, sidewalks, & infrastructure	45	10.5 %
Overall maintenance of City buildings & facilities	1	0.2 %
Overall quality of landscaping in parks, medians, & other public areas	13	3.0 %
Overall quality of trash, recycling & yard debris pickup services	12	2.8 %
Overall quality of City's school system	27	6.3 %
Overall quality of library services & programs	2	0.5 %
Overall effectiveness of communication with the community	48	11.2 %
Overall quality of customer service you receive from City employees	14	3.3 %
Overall quality of public beaches & beach accesses	47	11.0 %
None chosen	84	19.7 %
Total	427	100.0 %

SUM OF TOP 3 CHOICES**Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	60	14.1 %
Overall quality of fire, rescue & emergency medical services	32	7.5 %
Overall quality of community & economic development	131	30.7 %
Overall enforcement of City codes & ordinances	70	16.4 %
Overall quality of parks & recreation programs & facilities	51	11.9 %
Overall flow of traffic & ease of getting around within City	338	79.2 %
Overall maintenance of City streets, sidewalks, & infrastructure	127	29.7 %
Overall maintenance of City buildings & facilities	6	1.4 %
Overall quality of landscaping in parks, medians, & other public areas	18	4.2 %
Overall quality of trash, recycling & yard debris pickup services	23	5.4 %
Overall quality of City's school system	59	13.8 %
Overall quality of library services & programs	8	1.9 %
Overall effectiveness of communication with the community	92	21.5 %
Overall quality of customer service you receive from City employees	22	5.2 %
Overall quality of public beaches & beach accesses	82	19.2 %
None chosen	28	6.6 %
Total	1147	

Q3. Perceptions of the City. Several items that may influence your perception of the City are listed below. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall value that you receive for your City tax dollars & fees	25.8%	43.3%	23.4%	5.4%	0.2%	1.9%
Q3-2. Overall image of City	37.9%	46.1%	11.2%	3.5%	0.0%	1.2%
Q3-3. Overall quality of life in City	38.4%	45.4%	9.6%	5.4%	0.5%	0.7%
Q3-4. Overall appearance of City	38.9%	46.8%	10.3%	3.0%	0.2%	0.7%
Q3-5. Overall quality of City services	35.4%	49.9%	12.9%	0.9%	0.2%	0.7%

WITHOUT DON'T KNOW

Q3. Perceptions of the City. Several items that may influence your perception of the City are listed below. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall value that you receive for your City tax dollars & fees	26.3%	44.2%	23.9%	5.5%	0.2%
Q3-2. Overall image of City	38.4%	46.7%	11.4%	3.6%	0.0%
Q3-3. Overall quality of life in City	38.7%	45.8%	9.7%	5.4%	0.5%
Q3-4. Overall appearance of City	39.2%	47.2%	10.4%	3.1%	0.2%
Q3-5. Overall quality of City services	35.6%	50.2%	13.0%	0.9%	0.2%

Q4. Please rate Gulf Shores using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," regarding each of the following.

(N=427)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q4-1. As a place to live	53.4%	37.7%	5.6%	2.6%	0.0%	0.7%
Q4-2. As a place to raise children	32.3%	28.1%	13.6%	2.1%	0.0%	23.9%
Q4-3. As a place to work	25.1%	26.2%	18.7%	8.7%	1.4%	19.9%
Q4-4. As a place to do business	24.8%	31.9%	20.1%	6.3%	0.9%	15.9%
Q4-5. As an inclusive community	25.1%	35.8%	22.0%	9.1%	2.3%	5.6%

WITHOUT DON'T KNOW

Q4. Please rate Gulf Shores using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," regarding each of the following. (without "don't know")

(N=427)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. As a place to live	53.8%	38.0%	5.7%	2.6%	0.0%
Q4-2. As a place to raise children	42.5%	36.9%	17.8%	2.8%	0.0%
Q4-3. As a place to work	31.3%	32.7%	23.4%	10.8%	1.8%
Q4-4. As a place to do business	29.5%	37.9%	24.0%	7.5%	1.1%
Q4-5. As an inclusive community	26.6%	38.0%	23.3%	9.7%	2.5%

Q5. City Leadership. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Overall quality of leadership provided by City's elected officials	17.1%	37.9%	24.4%	10.8%	1.9%	8.0%
Q5-2. Overall level of community engagement by City's elected officials	16.4%	30.0%	28.8%	13.8%	1.9%	9.1%
Q5-3. Overall effectiveness of City staff & administration	20.4%	37.2%	25.8%	6.1%	0.9%	9.6%
Q5-4. Level of public involvement in local decision-making	11.2%	26.2%	29.5%	18.0%	6.8%	8.2%
Q5-5. Transparency of City government	13.1%	23.2%	32.6%	16.2%	4.2%	10.8%

WITHOUT DON'T KNOW

Q5. City Leadership. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Overall quality of leadership provided by City's elected officials	18.6%	41.2%	26.5%	11.7%	2.0%
Q5-2. Overall level of community engagement by City's elected officials	18.0%	33.0%	31.7%	15.2%	2.1%
Q5-3. Overall effectiveness of City staff & administration	22.5%	41.2%	28.5%	6.7%	1.0%
Q5-4. Level of public involvement in local decision-making	12.2%	28.6%	32.1%	19.6%	7.4%
Q5-5. Transparency of City government	14.7%	26.0%	36.5%	18.1%	4.7%

Q6. Public Safety. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q6-1. Overall quality of police protection	52.7%	36.8%	4.9%	1.6%	0.0%	4.0%
Q6-2. Visibility of police in neighborhoods	43.1%	37.9%	12.4%	4.4%	0.5%	1.6%
Q6-3. Visibility of police in retail areas	32.8%	37.2%	19.9%	4.2%	0.0%	5.9%
Q6-4. Police response time	34.9%	28.8%	12.4%	0.7%	0.0%	23.2%
Q6-5. Efforts to prevent crime	32.1%	35.4%	15.7%	1.9%	0.0%	15.0%
Q6-6. Enforcement of criminal laws	30.9%	31.1%	17.1%	1.4%	0.0%	19.4%
Q6-7. Enforcement of traffic laws	25.1%	36.8%	19.7%	7.3%	2.3%	8.9%
Q6-8. Quality of police communications (social media, news flash, website, etc.)	23.4%	31.4%	26.0%	4.2%	0.5%	14.5%
Q6-9. Overall quality of fire protection, fire rescue & emergency medical services	57.4%	30.9%	3.7%	0.2%	0.0%	7.7%
Q6-10. Fire personnel emergency response time	50.1%	25.1%	5.9%	0.0%	0.0%	19.0%
Q6-11. Quality of local ambulance service response time	39.3%	26.0%	10.3%	0.5%	0.5%	23.4%
Q6-12. Quality of lifeguard & beach patrol service	36.8%	31.4%	13.3%	0.9%	0.2%	17.3%
Q6-13. Quality of fire rescue communications (social media, news flash, website, etc.)	28.8%	29.7%	20.6%	1.6%	0.5%	18.7%

WITHOUT DON'T KNOW**Q6. Public Safety. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Overall quality of police protection	54.9%	38.3%	5.1%	1.7%	0.0%
Q6-2. Visibility of police in neighborhoods	43.8%	38.6%	12.6%	4.5%	0.5%
Q6-3. Visibility of police in retail areas	34.8%	39.6%	21.1%	4.5%	0.0%
Q6-4. Police response time	45.4%	37.5%	16.2%	0.9%	0.0%
Q6-5. Efforts to prevent crime	37.7%	41.6%	18.5%	2.2%	0.0%
Q6-6. Enforcement of criminal laws	38.4%	38.7%	21.2%	1.7%	0.0%
Q6-7. Enforcement of traffic laws	27.5%	40.4%	21.6%	8.0%	2.6%
Q6-8. Quality of police communications (social media, news flash, website, etc.)	27.4%	36.7%	30.4%	4.9%	0.5%
Q6-9. Overall quality of fire protection, fire rescue & emergency medical services	62.2%	33.5%	4.1%	0.3%	0.0%
Q6-10. Fire personnel emergency response time	61.8%	30.9%	7.2%	0.0%	0.0%
Q6-11. Quality of local ambulance service response time	51.4%	33.9%	13.5%	0.6%	0.6%
Q6-12. Quality of lifeguard & beach patrol service	44.5%	38.0%	16.1%	1.1%	0.3%
Q6-13. Quality of fire rescue communications (social media, news flash, website, etc.)	35.4%	36.6%	25.4%	2.0%	0.6%

Q7. Which THREE of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q7. Top choice	Number	Percent
Overall quality of police protection	55	12.9 %
Visibility of police in neighborhoods	56	13.1 %
Visibility of police in retail areas	20	4.7 %
Police response time	9	2.1 %
Efforts to prevent crime	57	13.3 %
Enforcement of criminal laws	13	3.0 %
Enforcement of traffic laws	57	13.3 %
Quality of police communications (social media, news flash, website, etc.)	21	4.9 %
Overall quality of fire protection, fire rescue & emergency medical services	13	3.0 %
Fire personnel emergency response time	2	0.5 %
Quality of local ambulance service response time	13	3.0 %
Quality of lifeguard & beach patrol service	17	4.0 %
Quality of fire rescue communications (social media, news flash, website, etc.)	4	0.9 %
None chosen	90	21.1 %
Total	427	100.0 %

Q7. Which THREE of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q7. 2nd choice	Number	Percent
Overall quality of police protection	15	3.5 %
Visibility of police in neighborhoods	34	8.0 %
Visibility of police in retail areas	28	6.6 %
Police response time	10	2.3 %
Efforts to prevent crime	49	11.5 %
Enforcement of criminal laws	27	6.3 %
Enforcement of traffic laws	31	7.3 %
Quality of police communications (social media, news flash, website, etc.)	29	6.8 %
Overall quality of fire protection, fire rescue & emergency medical services	34	8.0 %
Fire personnel emergency response time	9	2.1 %
Quality of local ambulance service response time	14	3.3 %
Quality of lifeguard & beach patrol service	20	4.7 %
Quality of fire rescue communications (social media, news flash, website, etc.)	18	4.2 %
None chosen	109	25.5 %
Total	427	100.0 %

Q7. Which THREE of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q7. 3rd choice	Number	Percent
Overall quality of police protection	8	1.9 %
Visibility of police in neighborhoods	22	5.2 %
Visibility of police in retail areas	31	7.3 %
Police response time	8	1.9 %
Efforts to prevent crime	43	10.1 %
Enforcement of criminal laws	22	5.2 %
Enforcement of traffic laws	23	5.4 %
Quality of police communications (social media, news flash, website, etc.)	21	4.9 %
Overall quality of fire protection, fire rescue & emergency medical services	24	5.6 %
Fire personnel emergency response time	9	2.1 %
Quality of local ambulance service response time	22	5.2 %
Quality of lifeguard & beach patrol service	35	8.2 %
Quality of fire rescue communications (social media, news flash, website, etc.)	26	6.1 %
None chosen	133	31.1 %
Total	427	100.0 %

SUM OF TOP 3 CHOICES**Q7. Which THREE of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q7. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	78	18.3 %
Visibility of police in neighborhoods	112	26.2 %
Visibility of police in retail areas	79	18.5 %
Police response time	27	6.3 %
Efforts to prevent crime	149	34.9 %
Enforcement of criminal laws	62	14.5 %
Enforcement of traffic laws	111	26.0 %
Quality of police communications (social media, news flash, website, etc.)	71	16.6 %
Overall quality of fire protection, fire rescue & emergency medical services	71	16.6 %
Fire personnel emergency response time	20	4.7 %
Quality of local ambulance service response time	49	11.5 %
Quality of lifeguard & beach patrol service	72	16.9 %
Quality of fire rescue communications (social media, news flash, website, etc.)	48	11.2 %
<u>None chosen</u>	<u>90</u>	<u>21.1 %</u>
Total	1039	

Q8. Feeling of Safety. Please rate your feeling of safety in the following areas using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe."

(N=427)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q8-1. In your neighborhood during the day	76.6%	20.8%	1.2%	0.2%	0.0%	1.2%
Q8-2. In your neighborhood at night	53.6%	38.2%	6.1%	1.2%	0.0%	0.9%
Q8-3. In City parks	35.4%	38.6%	14.1%	0.7%	0.0%	11.2%
Q8-4. In commercial & retail areas	39.3%	47.5%	10.5%	0.9%	0.0%	1.6%
Q8-5. Traveling by bicycle in Gulf Shores	23.7%	25.3%	21.3%	7.7%	3.0%	19.0%
Q8-6. Traveling as a pedestrian in Gulf Shores	27.2%	35.6%	19.4%	7.0%	2.6%	8.2%
Q8-7. Overall feeling of safety in Gulf Shores	48.0%	45.2%	5.4%	0.5%	0.2%	0.7%

WITHOUT DON'T KNOW

Q8. Feeling of Safety. Please rate your feeling of safety in the following areas using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe." (without "don't know")

(N=427)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q8-1. In your neighborhood during the day	77.5%	21.1%	1.2%	0.2%	0.0%
Q8-2. In your neighborhood at night	54.1%	38.5%	6.1%	1.2%	0.0%
Q8-3. In City parks	39.8%	43.5%	15.8%	0.8%	0.0%
Q8-4. In commercial & retail areas	40.0%	48.3%	10.7%	1.0%	0.0%
Q8-5. Traveling by bicycle in Gulf Shores	29.2%	31.2%	26.3%	9.5%	3.8%
Q8-6. Traveling as a pedestrian in Gulf Shores	29.6%	38.8%	21.2%	7.7%	2.8%
Q8-7. Overall feeling of safety in Gulf Shores	48.3%	45.5%	5.4%	0.5%	0.2%

Q9. Transportation and Mobility. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Ease of getting around within City of Gulf Shores	9.6%	30.9%	20.1%	26.5%	11.5%	1.4%
Q9-2. How well traffic signal system provides for efficient traffic flow	5.9%	25.1%	19.7%	32.3%	15.7%	1.4%
Q9-3. Availability of sidewalks & pathways for walking or biking	21.8%	42.2%	15.5%	11.9%	3.5%	5.2%
Q9-4. Availability of public parking	17.8%	35.8%	20.8%	16.9%	5.6%	3.0%

WITHOUT DON'T KNOW

Q9. Transportation and Mobility. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Ease of getting around within City of Gulf Shores	9.7%	31.4%	20.4%	26.8%	11.6%
Q9-2. How well traffic signal system provides for efficient traffic flow	5.9%	25.4%	20.0%	32.8%	15.9%
Q9-3. Availability of sidewalks & pathways for walking or biking	23.0%	44.4%	16.3%	12.6%	3.7%
Q9-4. Availability of public parking	18.4%	37.0%	21.5%	17.4%	5.8%

Q10. Maintenance. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q10-1. Maintenance of streets	25.5%	48.7%	15.5%	6.8%	2.1%	1.4%
Q10-2. Maintenance of sidewalks	26.7%	48.2%	14.8%	6.1%	1.2%	3.0%
Q10-3. Maintenance of street signs	29.7%	51.1%	14.1%	3.5%	0.5%	1.2%
Q10-4. Maintenance of traffic signals	29.0%	45.4%	15.7%	6.6%	1.4%	1.9%
Q10-5. Maintenance of biking paths & lanes	26.9%	39.8%	15.9%	4.9%	1.6%	10.8%
Q10-6. Maintenance of beach parking areas & accesses	30.7%	44.5%	14.3%	5.2%	1.4%	4.0%
Q10-7. Cleanup of debris/litter in & near roadways	35.1%	42.6%	14.1%	4.9%	1.4%	1.9%
Q10-8. Maintenance of City facilities (City Hall, Recreation Center, Erie Meyer Civic Center, Library, Fire Stations, Police Stations, etc.)	37.5%	44.3%	10.5%	0.7%	0.0%	7.0%
Q10-9. Mowing/trimming along streets & public areas	36.5%	48.2%	9.1%	3.3%	0.9%	1.9%
Q10-10. Overall cleanliness of streets & public areas	37.7%	46.6%	11.2%	2.8%	0.2%	1.4%
Q10-11. Adequacy of City street lighting	31.1%	45.0%	15.7%	5.2%	1.2%	1.9%
Q10-12. Adequacy of City drainage system & maintenance	12.4%	29.0%	25.1%	20.8%	8.7%	4.0%

WITHOUT DON'T KNOW

Q10. Maintenance. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Maintenance of streets	25.9%	49.4%	15.7%	6.9%	2.1%
Q10-2. Maintenance of sidewalks	27.5%	49.8%	15.2%	6.3%	1.2%
Q10-3. Maintenance of street signs	30.1%	51.7%	14.2%	3.6%	0.5%
Q10-4. Maintenance of traffic signals	29.6%	46.3%	16.0%	6.7%	1.4%
Q10-5. Maintenance of biking paths & lanes	30.2%	44.6%	17.8%	5.5%	1.8%
Q10-6. Maintenance of beach parking areas & accesses	32.0%	46.3%	14.9%	5.4%	1.5%
Q10-7. Cleanup of debris/litter in & near roadways	35.8%	43.4%	14.3%	5.0%	1.4%
Q10-8. Maintenance of City facilities (City Hall, Recreation Center, Erie Meyer Civic Center, Library, Fire Stations, Police Stations, etc.)	40.3%	47.6%	11.3%	0.8%	0.0%
Q10-9. Mowing/trimming along streets & public areas	37.2%	49.2%	9.3%	3.3%	1.0%
Q10-10. Overall cleanliness of streets & public areas	38.2%	47.3%	11.4%	2.9%	0.2%
Q10-11. Adequacy of City street lighting	31.7%	45.8%	16.0%	5.3%	1.2%
Q10-12. Adequacy of City drainage system & maintenance	12.9%	30.2%	26.1%	21.7%	9.0%

Q11. Which THREE of the areas of maintenance listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q11. Top choice	Number	Percent
Maintenance of streets	71	16.6 %
Maintenance of sidewalks	17	4.0 %
Maintenance of street signs	8	1.9 %
Maintenance of traffic signals	38	8.9 %
Maintenance of biking paths & lanes	15	3.5 %
Maintenance of beach parking areas & accesses	17	4.0 %
Cleanup of debris/litter in & near roadways	25	5.9 %
Maintenance of City facilities (City Hall, Recreation Center, Erie Meyer Civic Center, Library, Fire Stations, Police Stations, etc.)	3	0.7 %
Mowing/trimming along streets & public areas	5	1.2 %
Overall cleanliness of streets & public areas	10	2.3 %
Adequacy of City street lighting	15	3.5 %
Adequacy of City drainage system & maintenance	140	32.8 %
None chosen	63	14.8 %
Total	427	100.0 %

Q11. Which THREE of the areas of maintenance listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q11. 2nd choice	Number	Percent
Maintenance of streets	39	9.1 %
Maintenance of sidewalks	22	5.2 %
Maintenance of street signs	8	1.9 %
Maintenance of traffic signals	37	8.7 %
Maintenance of biking paths & lanes	26	6.1 %
Maintenance of beach parking areas & accesses	38	8.9 %
Cleanup of debris/litter in & near roadways	30	7.0 %
Maintenance of City facilities (City Hall, Recreation Center, Erie Meyer Civic Center, Library, Fire Stations, Police Stations, etc.)	3	0.7 %
Mowing/trimming along streets & public areas	21	4.9 %
Overall cleanliness of streets & public areas	21	4.9 %
Adequacy of City street lighting	29	6.8 %
Adequacy of City drainage system & maintenance	56	13.1 %
None chosen	97	22.7 %
Total	427	100.0 %

Q11. Which THREE of the areas of maintenance listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q11. 3rd choice	Number	Percent
Maintenance of streets	31	7.3 %
Maintenance of sidewalks	22	5.2 %
Maintenance of street signs	13	3.0 %
Maintenance of traffic signals	24	5.6 %
Maintenance of biking paths & lanes	20	4.7 %
Maintenance of beach parking areas & accesses	23	5.4 %
Cleanup of debris/litter in & near roadways	38	8.9 %
Maintenance of City facilities (City Hall, Recreation Center, Erie Meyer Civic Center, Library, Fire Stations, Police Stations, etc.)	9	2.1 %
Mowing/trimming along streets & public areas	14	3.3 %
Overall cleanliness of streets & public areas	28	6.6 %
Adequacy of City street lighting	41	9.6 %
Adequacy of City drainage system & maintenance	43	10.1 %
None chosen	121	28.3 %
Total	427	100.0 %

SUM OF TOP 3 CHOICES

Q11. Which THREE of the areas of maintenance listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q11. Sum of Top 3 Choices	Number	Percent
Maintenance of streets	141	33.0 %
Maintenance of sidewalks	61	14.3 %
Maintenance of street signs	29	6.8 %
Maintenance of traffic signals	99	23.2 %
Maintenance of biking paths & lanes	61	14.3 %
Maintenance of beach parking areas & accesses	78	18.3 %
Cleanup of debris/litter in & near roadways	93	21.8 %
Maintenance of City facilities (City Hall, Recreation Center, Erie Meyer Civic Center, Library, Fire Stations, Police Stations, etc.)	15	3.5 %
Mowing/trimming along streets & public areas	40	9.4 %
Overall cleanliness of streets & public areas	59	13.8 %
Adequacy of City street lighting	85	19.9 %
Adequacy of City drainage system & maintenance	239	56.0 %
None chosen	63	14.8 %
Total	1063	

Q12. Trash and Recycling Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Residential trash collection services	59.7%	32.6%	3.5%	2.1%	0.7%	1.4%
Q12-2. Curbside recycling services	53.6%	31.1%	7.0%	2.8%	0.7%	4.7%
Q12-3. Recycling Center drop-off services	31.9%	19.9%	17.6%	3.3%	1.2%	26.2%
Q12-4. Bulky item pickup/removal services (old furniture, appliances, etc.)	53.6%	29.0%	8.0%	2.3%	0.2%	6.8%
Q12-5. Yard waste collection services	57.4%	28.6%	7.3%	2.3%	0.5%	4.0%

WITHOUT DON'T KNOW

Q12. Trash and Recycling Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Residential trash collection services	60.6%	33.0%	3.6%	2.1%	0.7%
Q12-2. Curbside recycling services	56.3%	32.7%	7.4%	2.9%	0.7%
Q12-3. Recycling Center drop-off services	43.2%	27.0%	23.8%	4.4%	1.6%
Q12-4. Bulky item pickup/removal services (old furniture, appliances, etc.)	57.5%	31.2%	8.5%	2.5%	0.3%
Q12-5. Yard waste collection services	59.8%	29.8%	7.6%	2.4%	0.5%

Q13. Which TWO of the garbage, debris and recycling services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. Top choice	Number	Percent
Residential trash collection services	82	19.2 %
Curbside recycling services	45	10.5 %
Recycling Center drop-off services	55	12.9 %
Bulky item pickup/removal services (old furniture, appliances, etc.)	70	16.4 %
Yard waste collection services	38	8.9 %
None chosen	137	32.1 %
Total	427	100.0 %

Q13. Which TWO of the garbage, debris and recycling services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. 2nd choice	Number	Percent
Residential trash collection services	29	6.8 %
Curbside recycling services	33	7.7 %
Recycling Center drop-off services	31	7.3 %
Bulky item pickup/removal services (old furniture, appliances, etc.)	77	18.0 %
Yard waste collection services	80	18.7 %
None chosen	177	41.5 %
Total	427	100.0 %

SUM OF TOP 2 CHOICES

Q13. Which TWO of the garbage, debris and recycling services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q13. Sum of Top 2 Choices	Number	Percent
Residential trash collection services	111	26.0 %
Curbside recycling services	78	18.3 %
Recycling Center drop-off services	86	20.1 %
Bulky item pickup/removal services (old furniture, appliances, etc.)	147	34.4 %
Yard waste collection services	118	27.6 %
None chosen	137	32.1 %
Total	677	

Q14. Code Enforcement. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q14-1. Cleanup of debris/litter	37.7%	41.0%	9.8%	4.4%	2.1%	4.9%
Q14-2. Cleanup of overgrown & weedy lots	15.2%	30.4%	25.1%	16.6%	3.7%	8.9%
Q14-3. Efforts to remove dilapidated structures	10.5%	25.1%	27.9%	13.6%	2.8%	20.1%
Q14-4. Overall control of unsightly areas	12.6%	29.0%	30.9%	13.1%	3.3%	11.0%
Q14-5. Overall efforts to protect private property values	18.5%	41.9%	21.5%	6.8%	3.0%	8.2%

WITHOUT DON'T KNOW

Q14. Code Enforcement. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Cleanup of debris/litter	39.7%	43.1%	10.3%	4.7%	2.2%
Q14-2. Cleanup of overgrown & weedy lots	16.7%	33.4%	27.5%	18.3%	4.1%
Q14-3. Efforts to remove dilapidated structures	13.2%	31.4%	34.9%	17.0%	3.5%
Q14-4. Overall control of unsightly areas	14.2%	32.6%	34.7%	14.7%	3.7%
Q14-5. Overall efforts to protect private property values	20.2%	45.7%	23.5%	7.4%	3.3%

Q15. Development and Redevelopment. Please rate your satisfaction with the following areas in Gulf Shores using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Overall quality of new residential development	10.3%	31.6%	25.8%	19.0%	8.0%	5.4%
Q15-2. Overall quality of new retail development (stores, restaurants, etc.)	10.5%	40.0%	31.1%	11.0%	2.6%	4.7%
Q15-3. Overall quality of new business development (offices, medical facilities, banks, etc.)	15.7%	41.5%	30.2%	5.2%	1.2%	6.3%
Q15-4. Redevelopment of abandoned or under-utilized properties	4.7%	19.0%	34.4%	18.7%	4.2%	19.0%
Q15-5. City's planning for future growth	9.6%	22.7%	26.7%	17.8%	10.8%	12.4%

WITHOUT DON'T KNOW

Q15. Development and Redevelopment. Please rate your satisfaction with the following areas in Gulf Shores using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Overall quality of new residential development	10.9%	33.4%	27.2%	20.0%	8.4%
Q15-2. Overall quality of new retail development (stores, restaurants, etc.)	11.1%	42.0%	32.7%	11.5%	2.7%
Q15-3. Overall quality of new business development (offices, medical facilities, banks, etc.)	16.8%	44.3%	32.3%	5.5%	1.3%
Q15-4. Redevelopment of abandoned or under-utilized properties	5.8%	23.4%	42.5%	23.1%	5.2%
Q15-5. City's planning for future growth	11.0%	25.9%	30.5%	20.3%	12.3%

Q16. Which TWO of the development and redevelopment items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q16. Top choice	Number	Percent
Overall quality of new residential development	94	22.0 %
Overall quality of new retail development (stores, restaurants, etc.)	23	5.4 %
Overall quality of new business development (offices, medical facilities, banks, etc.)	27	6.3 %
Redevelopment of abandoned or under-utilized properties	63	14.8 %
City's planning for future growth	155	36.3 %
None chosen	65	15.2 %
Total	427	100.0 %

Q16. Which TWO of the development and redevelopment items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q16. 2nd choice	Number	Percent
Overall quality of new residential development	75	17.6 %
Overall quality of new retail development (stores, restaurants, etc.)	50	11.7 %
Overall quality of new business development (offices, medical facilities, banks, etc.)	33	7.7 %
Redevelopment of abandoned or under-utilized properties	97	22.7 %
City's planning for future growth	79	18.5 %
None chosen	93	21.8 %
Total	427	100.0 %

SUM OF TOP 2 CHOICES

Q16. Which TWO of the development and redevelopment items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q16. Sum of Top 2 Choices	Number	Percent
Overall quality of new residential development	169	39.6 %
Overall quality of new retail development (stores, restaurants, etc.)	73	17.1 %
Overall quality of new business development (offices, medical facilities, banks, etc.)	60	14.1 %
Redevelopment of abandoned or under-utilized properties	160	37.5 %
City's planning for future growth	234	54.8 %
None chosen	65	15.2 %
Total	761	

Q17. Parks and Recreation. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q17-1. Quality of parks	38.9%	44.7%	8.4%	1.6%	0.5%	5.9%
Q17-2. Quality of walking trails	40.3%	41.0%	8.7%	2.3%	0.2%	7.5%
Q17-3. Quality of playgrounds	30.4%	37.0%	13.3%	1.4%	0.9%	16.9%
Q17-4. Quality of Bodenhamer Recreation Center	41.2%	29.3%	11.2%	0.9%	0.2%	17.1%
Q17-5. Quality of fitness areas within Bodenhamer Recreation Center	36.8%	26.0%	13.6%	2.1%	0.2%	21.3%
Q17-6. Quality of outdoor athletic fields	35.4%	32.6%	11.7%	0.0%	0.0%	20.4%
Q17-7. Quality of fitness programs	25.5%	30.9%	16.2%	0.9%	0.2%	26.2%
Q17-8. Quality of youth athletic programs	20.1%	23.0%	15.9%	0.2%	0.2%	40.5%
Q17-9. Quality of adult athletic programs	18.5%	24.1%	20.6%	0.7%	0.2%	35.8%
Q17-10. Quality of SPARC & other youth programs	14.1%	17.8%	19.2%	0.2%	0.2%	48.5%
Q17-11. Quality of senior programs	17.3%	26.7%	17.8%	3.3%	0.5%	34.4%
Q17-12. Ease of registering for programs	18.0%	28.8%	19.9%	1.6%	0.5%	31.1%
Q17-13. Fees charged for youth & adult recreation programs	14.8%	24.6%	20.4%	1.9%	0.2%	38.2%
Q17-14. Fees charged for recreation center memberships	16.9%	28.6%	21.3%	6.6%	1.4%	25.3%
Q17-15. Quality of special events (Zydeco, Movies at Meyer, Breakfast with Santa)	23.9%	31.6%	18.7%	1.2%	0.2%	24.4%
Q17-16. Convenience of access to Parks & Recreation facilities	33.7%	40.3%	16.4%	0.7%	0.2%	8.7%

WITHOUT DON'T KNOW

Q17. Parks and Recreation. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Quality of parks	41.3%	47.5%	9.0%	1.7%	0.5%
Q17-2. Quality of walking trails	43.5%	44.3%	9.4%	2.5%	0.3%
Q17-3. Quality of playgrounds	36.6%	44.5%	16.1%	1.7%	1.1%
Q17-4. Quality of Bodenhamer Recreation Center	49.7%	35.3%	13.6%	1.1%	0.3%
Q17-5. Quality of fitness areas within Bodenhamer Recreation Center	46.7%	33.0%	17.3%	2.7%	0.3%
Q17-6. Quality of outdoor athletic fields	44.4%	40.9%	14.7%	0.0%	0.0%
Q17-7. Quality of fitness programs	34.6%	41.9%	21.9%	1.3%	0.3%
Q17-8. Quality of youth athletic programs	33.9%	38.6%	26.8%	0.4%	0.4%
Q17-9. Quality of adult athletic programs	28.8%	37.6%	32.1%	1.1%	0.4%
Q17-10. Quality of SPARC & other youth programs	27.3%	34.5%	37.3%	0.5%	0.5%
Q17-11. Quality of senior programs	26.4%	40.7%	27.1%	5.0%	0.7%
Q17-12. Ease of registering for programs	26.2%	41.8%	28.9%	2.4%	0.7%
Q17-13. Fees charged for youth & adult recreation programs	23.9%	39.8%	33.0%	3.0%	0.4%
Q17-14. Fees charged for recreation center memberships	22.6%	38.2%	28.5%	8.8%	1.9%
Q17-15. Quality of special events (Zydeco, Movies at Meyer, Breakfast with Santa)	31.6%	41.8%	24.8%	1.5%	0.3%
Q17-16. Convenience of access to Parks & Recreation facilities	36.9%	44.1%	17.9%	0.8%	0.3%

Q18. Which FOUR of the parks and recreation areas listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q18. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of parks	61	14.3 %
Quality of walking trails	33	7.7 %
Quality of playgrounds	15	3.5 %
Quality of Bodenhamer Recreation Center	25	5.9 %
Quality of fitness areas within Bodenhamer Recreation Center	8	1.9 %
Quality of outdoor athletic fields	14	3.3 %
Quality of fitness programs	3	0.7 %
Quality of youth athletic programs	12	2.8 %
Quality of adult athletic programs	10	2.3 %
Quality of SPARC & other youth programs	2	0.5 %
Quality of senior programs	31	7.3 %
Ease of registering for programs	6	1.4 %
Fees charged for youth & adult recreation programs	12	2.8 %
Fees charged for recreation center memberships	30	7.0 %
Quality of special events (Zydeco, Movies at Meyer, Breakfast with Santa)	20	4.7 %
Convenience of access to Parks & Recreation facilities	23	5.4 %
None chosen	122	28.6 %
Total	427	100.0 %

Q18. Which FOUR of the parks and recreation areas listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q18. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of parks	29	6.8 %
Quality of walking trails	48	11.2 %
Quality of playgrounds	16	3.7 %
Quality of Bodenhamer Recreation Center	21	4.9 %
Quality of fitness areas within Bodenhamer Recreation Center	11	2.6 %
Quality of outdoor athletic fields	9	2.1 %
Quality of fitness programs	12	2.8 %
Quality of youth athletic programs	9	2.1 %
Quality of adult athletic programs	11	2.6 %
Quality of SPARC & other youth programs	4	0.9 %
Quality of senior programs	27	6.3 %
Ease of registering for programs	11	2.6 %
Fees charged for youth & adult recreation programs	13	3.0 %
Fees charged for recreation center memberships	28	6.6 %
Quality of special events (Zydeco, Movies at Meyer, Breakfast with Santa)	21	4.9 %
Convenience of access to Parks & Recreation facilities	15	3.5 %
None chosen	142	33.3 %
Total	427	100.0 %

Q18. Which FOUR of the parks and recreation areas listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q18. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of parks	23	5.4 %
Quality of walking trails	21	4.9 %
Quality of playgrounds	28	6.6 %
Quality of Bodenhamer Recreation Center	12	2.8 %
Quality of fitness areas within Bodenhamer Recreation Center	16	3.7 %
Quality of outdoor athletic fields	10	2.3 %
Quality of fitness programs	13	3.0 %
Quality of youth athletic programs	16	3.7 %
Quality of adult athletic programs	11	2.6 %
Quality of SPARC & other youth programs	3	0.7 %
Quality of senior programs	22	5.2 %
Ease of registering for programs	9	2.1 %
Fees charged for youth & adult recreation programs	14	3.3 %
Fees charged for recreation center memberships	14	3.3 %
Quality of special events (Zydeco, Movies at Meyer, Breakfast with Santa)	16	3.7 %
Convenience of access to Parks & Recreation facilities	24	5.6 %
None chosen	175	41.0 %
Total	427	100.0 %

Q18. Which FOUR of the parks and recreation areas listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q18. 4th choice	Number	Percent
Quality of parks	19	4.4 %
Quality of walking trails	14	3.3 %
Quality of playgrounds	14	3.3 %
Quality of Bodenhamer Recreation Center	13	3.0 %
Quality of fitness areas within Bodenhamer Recreation Center	11	2.6 %
Quality of outdoor athletic fields	11	2.6 %
Quality of fitness programs	13	3.0 %
Quality of youth athletic programs	8	1.9 %
Quality of adult athletic programs	16	3.7 %
Quality of SPARC & other youth programs	1	0.2 %
Quality of senior programs	23	5.4 %
Ease of registering for programs	7	1.6 %
Fees charged for youth & adult recreation programs	10	2.3 %
Fees charged for recreation center memberships	14	3.3 %
Quality of special events (Zydeco, Movies at Meyer, Breakfast with Santa)	22	5.2 %
Convenience of access to Parks & Recreation facilities	25	5.9 %
None chosen	206	48.2 %
Total	427	100.0 %

SUM OF TOP 4 CHOICES**Q18. Which FOUR of the parks and recreation areas listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)**

Q18. Sum of Top 4 Choices	Number	Percent
Quality of parks	132	30.9 %
Quality of walking trails	116	27.2 %
Quality of playgrounds	73	17.1 %
Quality of Bodenhamer Recreation Center	71	16.6 %
Quality of fitness areas within Bodenhamer Recreation Center	46	10.8 %
Quality of outdoor athletic fields	44	10.3 %
Quality of fitness programs	41	9.6 %
Quality of youth athletic programs	45	10.5 %
Quality of adult athletic programs	48	11.2 %
Quality of SPARC & other youth programs	10	2.3 %
Quality of senior programs	103	24.1 %
Ease of registering for programs	33	7.7 %
Fees charged for youth & adult recreation programs	49	11.5 %
Fees charged for recreation center memberships	86	20.1 %
Quality of special events (Zydeco, Movies at Meyer, Breakfast with Santa)	79	18.5 %
Convenience of access to Parks & Recreation facilities	87	20.4 %
None chosen	122	28.6 %
Total	1185	

Q19. City Schools. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q19-1. Quality of Gulf Shores City schools curriculum	12.4%	13.1%	14.3%	1.4%	0.7%	58.1%
Q19-2. Quality of extracurricular programming	10.8%	12.4%	15.0%	0.9%	0.7%	60.2%
Q19-3. Quality of after school programming	10.1%	9.4%	15.7%	0.7%	0.7%	63.5%
Q19-4. Quality of career development programming	7.5%	14.1%	14.8%	0.9%	0.5%	62.3%
Q19-5. Overall quality of leadership provided by school board	11.5%	12.2%	15.0%	1.9%	0.7%	58.8%
Q19-6. Overall quality of leadership provided by school administration	10.5%	13.3%	14.8%	1.6%	1.2%	58.5%
Q19-7. Overall quality of teachers & staff	12.2%	14.3%	13.8%	1.9%	0.7%	57.1%
Q19-8. Overall quality of athletic programs	8.9%	14.3%	15.5%	0.9%	1.2%	59.3%
Q19-9. Quality of Gulf Shores High School facility	11.5%	11.0%	16.2%	1.4%	0.5%	59.5%
Q19-10. Quality of Gulf Shores Middle School facility	10.5%	11.5%	17.6%	1.2%	0.7%	58.5%
Q19-11. Quality of Gulf Shores Elementary School facility	11.0%	10.5%	17.8%	1.9%	0.9%	57.8%

WITHOUT DON'T KNOW**Q19. City Schools. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Quality of Gulf Shores City schools curriculum	29.6%	31.3%	34.1%	3.4%	1.7%
Q19-2. Quality of extracurricular programming	27.1%	31.2%	37.6%	2.4%	1.8%
Q19-3. Quality of after school programming	27.6%	25.6%	42.9%	1.9%	1.9%
Q19-4. Quality of career development programming	19.9%	37.3%	39.1%	2.5%	1.2%
Q19-5. Overall quality of leadership provided by school board	27.8%	29.5%	36.4%	4.5%	1.7%
Q19-6. Overall quality of leadership provided by school administration	25.4%	32.2%	35.6%	4.0%	2.8%
Q19-7. Overall quality of teachers & staff	28.4%	33.3%	32.2%	4.4%	1.6%
Q19-8. Overall quality of athletic programs	21.8%	35.1%	37.9%	2.3%	2.9%
Q19-9. Quality of Gulf Shores High School facility	28.3%	27.2%	39.9%	3.5%	1.2%
Q19-10. Quality of Gulf Shores Middle School facility	25.4%	27.7%	42.4%	2.8%	1.7%
Q19-11. Quality of Gulf Shores Elementary School facility	26.1%	25.0%	42.2%	4.4%	2.2%

Q20. Budget. Listed below are services funded by the City of Gulf Shores. Using a scale of 1 to 5, where 5 means "Highest Priority" and 1 means "Not a Priority" please indicate which services you feel should have the most funding emphasis when determining government funding.

(N=427)

	Highest priority	High priority	Neither high nor low priority	Low priority	Not a priority	Don't know
Q20-1. Gulf Shores City schools	30.4%	36.5%	15.0%	0.5%	2.6%	15.0%
Q20-2. Police services	50.8%	33.5%	8.4%	1.4%	0.5%	5.4%
Q20-3. Fire, Rescue & Emergency Medical Services	53.9%	34.0%	6.3%	0.5%	0.0%	5.4%
Q20-4. Development (community & economic development)	19.7%	37.7%	25.1%	6.1%	2.3%	9.1%
Q20-5. Traffic & infrastructure improvements	61.4%	26.9%	4.9%	1.4%	0.0%	5.4%
Q20-6. Community appearance	21.1%	42.6%	28.1%	2.3%	0.0%	5.9%
Q20-7. Recreation & cultural affairs (parks, playgrounds, library services, special events)	17.8%	39.1%	31.6%	3.7%	0.9%	6.8%
Q20-8. Public works (street maintenance, trash & recycling services, etc.)	33.7%	44.0%	15.2%	1.6%	0.2%	5.2%
Q20-9. Environmental sustainability projects	21.1%	30.0%	28.1%	9.1%	3.3%	8.4%

WITHOUT DON'T KNOW

Q20. Budget. Listed below are services funded by the City of Gulf Shores. Using a scale of 1 to 5, where 5 means "Highest Priority" and 1 means "Not a Priority" please indicate which services you feel should have the most funding emphasis when determining government funding. (without "don't know")

(N=427)

	Highest priority	High priority	Neither high nor low priority	Low priority	Not a priority
Q20-1. Gulf Shores City schools	35.8%	43.0%	17.6%	0.6%	3.0%
Q20-2. Police services	53.7%	35.4%	8.9%	1.5%	0.5%
Q20-3. Fire, Rescue & Emergency Medical Services	56.9%	35.9%	6.7%	0.5%	0.0%
Q20-4. Development (community & economic development)	21.6%	41.5%	27.6%	6.7%	2.6%
Q20-5. Traffic & infrastructure improvements	64.9%	28.5%	5.2%	1.5%	0.0%
Q20-6. Community appearance	22.4%	45.3%	29.9%	2.5%	0.0%
Q20-7. Recreation & cultural affairs (parks, playgrounds, library services, special events)	19.1%	42.0%	33.9%	4.0%	1.0%
Q20-8. Public works (street maintenance, trash & recycling services, etc.)	35.6%	46.4%	16.0%	1.7%	0.2%
Q20-9. Environmental sustainability projects	23.0%	32.7%	30.7%	10.0%	3.6%

Q21. Please indicate your level of support for paying additional taxes for the City to set aside funding for the following services and enhancements, using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Not Supportive at All."

(N=427)

	Very supporti- ve	Supporti- ve	Neutral	Not supporti- ve	Not at all supporti- ve	Don't know
Q21-1. Gulf Shores City schools	20.6%	24.1%	23.7%	9.4%	14.1%	8.2%
Q21-2. Public safety services	25.3%	38.9%	17.6%	5.9%	7.7%	4.7%
Q21-3. City facility improvements	7.5%	28.1%	38.4%	11.2%	9.4%	5.4%
Q21-4. Development & restoration	10.5%	29.0%	33.7%	11.9%	9.8%	4.9%
Q21-5. Transportation & infrastructure improvements	38.2%	30.9%	16.9%	4.4%	6.1%	3.5%
Q21-6. Community appearance	15.7%	32.6%	29.0%	9.8%	8.2%	4.7%
Q21-7. Arts, culture, parks & recreation improvements	17.6%	28.8%	30.7%	9.8%	9.1%	4.0%
Q21-8. Environmental & sustainability projects	15.9%	22.7%	34.0%	10.8%	11.7%	4.9%

WITHOUT DON'T KNOW

Q21. Please indicate your level of support for paying additional taxes for the City to set aside funding for the following services and enhancements, using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Not Supportive at All." (without "don't know")

(N=427)

	Very supportive	Supportive	Neutral	Not supportive	Not at all supportive
Q21-1. Gulf Shores City schools	22.4%	26.3%	25.8%	10.2%	15.3%
Q21-2. Public safety services	26.5%	40.8%	18.4%	6.1%	8.1%
Q21-3. City facility improvements	7.9%	29.7%	40.6%	11.9%	9.9%
Q21-4. Development & restoration	11.1%	30.5%	35.5%	12.6%	10.3%
Q21-5. Transportation & infrastructure improvements	39.6%	32.0%	17.5%	4.6%	6.3%
Q21-6. Community appearance	16.5%	34.2%	30.5%	10.3%	8.6%
Q21-7. Arts, culture, parks & recreation improvements	18.3%	30.0%	32.0%	10.2%	9.5%
Q21-8. Environmental & sustainability projects	16.7%	23.9%	35.7%	11.3%	12.3%

Q22. City Communications. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisf- ied	Very dissatisfi- ed	Don't know
Q22-1. Quality of City's website	14.3%	37.0%	26.9%	4.4%	0.0%	17.3%
Q22-2. Quality of City's live streamed meetings	10.1%	22.7%	25.3%	2.1%	0.0%	39.8%
Q22-3. Effectiveness of City's social media communication	10.8%	26.7%	29.7%	5.2%	0.2%	27.4%
Q22-4. Availability of information about City services & programs	12.4%	31.4%	30.7%	8.0%	0.2%	17.3%
Q22-5. Availability of information about City construction or engineering projects	6.8%	21.1%	31.9%	18.7%	3.5%	18.0%
Q22-6. Availability of information regarding City initiatives & projects that affect you or your neighborhood	8.2%	19.7%	29.5%	20.4%	6.3%	15.9%
Q22-7. Availability of information about parks & recreation programs	10.5%	32.3%	35.4%	6.1%	0.7%	15.0%
Q22-8. Availability of information about City special events & programs	13.8%	34.9%	31.9%	6.6%	0.9%	11.9%

WITHOUT DON'T KNOW

Q22. City Communications. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=427)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q22-1. Quality of City's website	17.3%	44.8%	32.6%	5.4%	0.0%
Q22-2. Quality of City's live streamed meetings	16.7%	37.7%	42.0%	3.5%	0.0%
Q22-3. Effectiveness of City's social media communication	14.8%	36.8%	41.0%	7.1%	0.3%
Q22-4. Availability of information about City services & programs	15.0%	38.0%	37.1%	9.6%	0.3%
Q22-5. Availability of information about City construction or engineering projects	8.3%	25.7%	38.9%	22.9%	4.3%
Q22-6. Availability of information regarding City initiatives & projects that affect you or your neighborhood	9.7%	23.4%	35.1%	24.2%	7.5%
Q22-7. Availability of information about parks & recreation programs	12.4%	38.0%	41.6%	7.2%	0.8%
Q22-8. Availability of information about City special events & programs	15.7%	39.6%	36.2%	7.4%	1.1%

Q23. Which of the following are your primary sources of information about City issues, services, and events?

Q23. What are your primary sources of information about City issues, services, & events	Number	Percent
Notify Me (City emails/texts/press releases)	201	47.1 %
City website	187	43.8 %
Calling a City department	105	24.6 %
City social media sites (Facebook, Twitter, Instagram, Nextdoor, YouTube, LinkedIn)	192	45.0 %
Other social media sites (private, non-City sites)	48	11.2 %
Local newspaper	97	22.7 %
Radio news programs	60	14.1 %
Television news programs	152	35.6 %
Word of mouth (friends/neighbors)	256	60.0 %
Public meetings	91	21.3 %
Other	11	2.6 %
Total	1400	

Q23-11. Other

Q23-11. Other	Number	Percent
CITY COUNCIL MEMBER	1	9.1 %
CITY SENDS A LETTER	1	9.1 %
Church	1	9.1 %
MULLET WRAPPER	5	45.5 %
Mail	1	9.1 %
NEWSLETTER	1	9.1 %
Rec center	1	9.1 %
Total	11	100.0 %

Q24. Which THREE of the sources of information listed in Question 23 would be the PREFERRED sources of information for your household?

Q24. Top choice	Number	Percent
Notify Me (City emails/texts/press releases)	186	43.6 %
City website	60	14.1 %
Calling a City department	8	1.9 %
City social media sites (Facebook, Twitter, Instagram, Nextdoor, YouTube, LinkedIn)	60	14.1 %
Other social media sites (private, non-City sites)	5	1.2 %
Local newspaper	16	3.7 %
Radio news programs	8	1.9 %
Television news programs	18	4.2 %
Word of mouth (friends/neighbors)	2	0.5 %
Public meetings	3	0.7 %
Other	3	0.7 %
None chosen	58	13.6 %
Total	427	100.0 %

Q24. Which THREE of the sources of information listed in Question 23 would be the PREFERRED sources of information for your household?

Q24. 2nd choice	Number	Percent
Notify Me (City emails/texts/press releases)	37	8.7 %
City website	95	22.2 %
Calling a City department	17	4.0 %
City social media sites (Facebook, Twitter, Instagram, Nextdoor, YouTube, LinkedIn)	58	13.6 %
Other social media sites (private, non-City sites)	10	2.3 %
Local newspaper	36	8.4 %
Radio news programs	13	3.0 %
Television news programs	42	9.8 %
Word of mouth (friends/neighbors)	12	2.8 %
Public meetings	20	4.7 %
Other	2	0.5 %
None chosen	85	19.9 %
Total	427	100.0 %

Q24. Which THREE of the sources of information listed in Question 23 would be the PREFERRED sources of information for your household?

Q24. 3rd choice	Number	Percent
Notify Me (City emails/texts/press releases)	25	5.9 %
City website	34	8.0 %
Calling a City department	20	4.7 %
City social media sites (Facebook, Twitter, Instagram, Nextdoor, YouTube, LinkedIn)	33	7.7 %
Other social media sites (private, non-City sites)	15	3.5 %
Local newspaper	40	9.4 %
Radio news programs	10	2.3 %
Television news programs	45	10.5 %
Word of mouth (friends/neighbors)	31	7.3 %
Public meetings	45	10.5 %
Other	7	1.6 %
None chosen	122	28.6 %
Total	427	100.0 %

SUM OF TOP 3 CHOICES

Q24. Which THREE of the sources of information listed in Question 23 would be the PREFERRED sources of information for your household? (top 3)

Q24. Sum of Top 3 Choices	Number	Percent
Notify Me (City emails/texts/press releases)	248	58.1 %
City website	189	44.3 %
Calling a City department	45	10.5 %
City social media sites (Facebook, Twitter, Instagram, Nextdoor, YouTube, LinkedIn)	151	35.4 %
Other social media sites (private, non-City sites)	30	7.0 %
Local newspaper	92	21.5 %
Radio news programs	31	7.3 %
Television news programs	105	24.6 %
Word of mouth (friends/neighbors)	45	10.5 %
Public meetings	68	15.9 %
Other	12	2.8 %
None chosen	58	13.6 %
Total	1074	

Q25. Please rate your agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," based on your most recent interaction with City employees.

(N=427)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q25-1. City of Gulf Shores staff & administration is open & interested in hearing the concerns or issues of residents	16.6%	30.9%	24.1%	10.5%	3.0%	14.8%
Q25-2. It is easy to contact someone at City who can help you	19.7%	32.8%	24.4%	8.9%	2.1%	12.2%
Q25-3. City employees are courteous & professional	35.8%	40.5%	14.3%	1.4%	0.5%	7.5%
Q25-4. City employees possess the proper knowledge	24.1%	37.2%	23.4%	4.0%	0.7%	10.5%
Q25-5. During my most recent contact with City, my request was processed in a timely manner	25.1%	29.5%	19.7%	4.2%	4.0%	17.6%

WITHOUT DON'T KNOW

Q25. Please rate your agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," based on your most recent interaction with City employees. (without "don't know")

(N=427)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q25-1. City of Gulf Shores staff & administration is open & interested in hearing the concerns or issues of residents	19.5%	36.3%	28.3%	12.4%	3.6%
Q25-2. It is easy to contact someone at City who can help you	22.4%	37.3%	27.7%	10.1%	2.4%
Q25-3. City employees are courteous & professional	38.7%	43.8%	15.4%	1.5%	0.5%
Q25-4. City employees possess the proper knowledge	27.0%	41.6%	26.2%	4.5%	0.8%
Q25-5. During my most recent contact with City, my request was processed in a timely manner	30.4%	35.8%	23.9%	5.1%	4.8%

Q26. Customer Service. During the last 12 months, have you personally contacted (either by phone, in-person, or electronically) the City of Gulf Shores with a question, service request or complaint?

Q26. Have you personally contacted City with a question, service request or complaint during last 12 months

	Number	Percent
Yes	253	59.3 %
No	169	39.6 %
Not provided	5	1.2 %
Total	427	100.0 %

WITHOUT NOT PROVIDED

Q26. Customer Service. During the last 12 months, have you personally contacted (either by phone, in-person, or electronically) the City of Gulf Shores with a question, service request or complaint? (without "not provided")

Q26. Have you personally contacted City with a question, service request or complaint during last 12 months

	Number	Percent
Yes	253	60.0 %
No	169	40.0 %
Total	422	100.0 %

Q26a. How many times have you personally contacted (either by phone, in-person, or electronically) the City of Gulf Shores with a question, service request or complaint during the past 12 months?

Q26a. How many times have you personally contacted City	Number	Percent
1 time	62	24.5 %
2 times	86	34.0 %
3 times	57	22.5 %
4 times	14	5.5 %
More than 4 times	31	12.3 %
Not provided	3	1.2 %
Total	253	100.0 %

WITHOUT NOT PROVIDED

Q26a. How many times have you personally contacted (either by phone, in-person, or electronically) the City of Gulf Shores with a question, service request or complaint during the past 12 months? (without "not provided")

Q26a. How many times have you personally contacted City	Number	Percent
1 time	62	24.8 %
2 times	86	34.4 %
3 times	57	22.8 %
4 times	14	5.6 %
More than 4 times	31	12.4 %
Total	250	100.0 %

Q26b. What was the reason for your most recent contact?

Q26b. What was the reason for your most recent contact	Number	Percent
Pay a bill	15	5.9 %
Visit an elected official	5	2.0 %
Research an issue	81	32.0 %
Pull a building permit/plan review	22	8.7 %
Attend a program/event	16	6.3 %
File a complaint	32	12.6 %
Other	70	27.7 %
Not provided	12	4.7 %
Total	253	100.0 %

WITHOUT NOT PROVIDED**Q26b. What was the reason for your most recent contact? (without "not provided")**

Q26b. What was the reason for your most recent contact	Number	Percent
Pay a bill	15	6.2 %
Visit an elected official	5	2.1 %
Research an issue	81	33.6 %
Pull a building permit/plan review	22	9.1 %
Attend a program/event	16	6.6 %
File a complaint	32	13.3 %
Other	70	29.0 %
Total	241	100.0 %

Q26b-7. Other

<u>Q26b-7. Other</u>	<u>Number</u>	<u>Percent</u>
911	1	1.7 %
ASKING ABOUT A HOME BUSINESS	1	1.7 %
Animal control	1	1.7 %
Ask a question	1	1.7 %
Beach access passes	1	1.7 %
CITY SEWER	1	1.7 %
CLEANING UP EASEMENT AFTER HURRICANE SALLY, VERY DISSATISFIED	1	1.7 %
Changed accounts following husbands death	1	1.7 %
City admin	1	1.7 %
Code violation by builder	1	1.7 %
Construction debris	1	1.7 %
Convenience meter install	1	1.7 %
Debris pickup	3	5.0 %
Ditch clean up question	1	1.7 %
ENVIRONMENTAL DEVELOPMENT PROJECT IN MY NEIGHBORHOOD	1	1.7 %
Engineering	1	1.7 %
Flooding	1	1.7 %
Flooding/drainage	1	1.7 %
GSPD donation shop w/cop	1	1.7 %
Get a connected police dept	1	1.7 %
HURRICANE RE-ENTRY STICKERS	1	1.7 %
IDENTITY FRAUD	1	1.7 %
Library use	1	1.7 %
License	1	1.7 %
MANHOLE COVER	1	1.7 %
Maintenance in neighborhood	1	1.7 %
NEIGHBORHOOD, STREET ISSUES	1	1.7 %
Notary	1	1.7 %
Parking pass	1	1.7 %
Parking ticket	1	1.7 %
Petitioned for a stop sign on my street	1	1.7 %
Public works	1	1.7 %
Questions	1	1.7 %
RENTAL	1	1.7 %
REPLACE WATER METER BOX THAT WAS BROKEN	1	1.7 %
REPORT TO POLICE	1	1.7 %
REQUEST PERMIT CHANGE	1	1.7 %
Requested to fill in a hole created by scooper and request new meter box	1	1.7 %
Roscoe Rd traffic	1	1.7 %
STREET LIGHT OUTAGE	1	1.7 %
STREET PAVEMENT	1	1.7 %
STREET REPAIR	1	1.7 %

Q26b-7. Other

<u>Q26b-7. Other</u>	<u>Number</u>	<u>Percent</u>
Set up services	1	1.7 %
Setting up new business	1	1.7 %
Speeders & stop sign runners	1	1.7 %
Speeders-traffic	1	1.7 %
Street light problem	1	1.7 %
Street light repair	1	1.7 %
TRAFFIC LIGHT	1	1.7 %
TRASH REMOVAL	1	1.7 %
TREE DAMAGE	1	1.7 %
Talked with people responsible for ditch maintenance	1	1.7 %
Traffic turn lane clarification	1	1.7 %
Tree ordinances	1	1.7 %
Tree removal	1	1.7 %
VOTING	1	1.7 %
Vaccine schedule	1	1.7 %
W 4TH ST BRIDGE	1	1.7 %
Total	60	100.0 %

Q26c. What department did you contact?

<u>Q26c. What department did you contact</u>	<u>Number</u>	<u>Percent</u>
Police Department	48	19.0 %
Fire Department	8	3.2 %
Engineering Services	30	11.9 %
Municipal Court	7	2.8 %
Office of the Mayor	21	8.3 %
City Hall Front Desk	45	17.8 %
Planning & Zoning Services	70	27.7 %
Parks & Recreation	15	5.9 %
Public Works	70	27.7 %
Library	15	5.9 %
Special Events	8	3.2 %
Finance (City licenses & taxes)	12	4.7 %
Inspection Services	9	3.6 %
Other	19	7.5 %
Total	377	

Q26c-14. Other

<u>Q26c-14. Other</u>	<u>Number</u>	<u>Percent</u>
911	1	5.6 %
Building	1	5.6 %
CODE ENFORCEMENT	1	5.6 %
City admin	1	5.6 %
City store	1	5.6 %
Code enforcement	1	5.6 %
FRONT DESK AT CITY HALL	1	5.6 %
Gulf Shores School Board	1	5.6 %
Mayor's office	2	11.1 %
Mosquito pellets	1	5.6 %
Permits	1	5.6 %
Public meetings	1	5.6 %
STREET DEPARTMENT	1	5.6 %
Utilities	2	11.1 %
VOTING-HURRICANE PASSES	1	5.6 %
WATER DEPT	1	5.6 %
Total	18	100.0 %

Q26d. Was the department(s) you contacted responsive to your issue?

Q26d. Was the department(s) you contacted responsive to your issue	Number	Percent
Yes	194	76.7 %
No	29	11.5 %
Not provided	30	11.9 %
Total	253	100.0 %

WITHOUT NOT PROVIDED

Q26d. Was the department(s) you contacted responsive to your issue? (without "not provided")

Q26d. Was the department(s) you contacted responsive to your issue	Number	Percent
Yes	194	87.0 %
No	29	13.0 %
Total	223	100.0 %

Q27. Including yourself, how many people in your household are...

	Mean	Sum
number	2.10	854
Under age 5	0.04	15
Ages 5-9	0.04	16
Ages 10-14	0.09	35
Ages 15-19	0.10	39
Ages 20-24	0.06	23
Ages 25-34	0.20	80
Ages 35-44	0.28	113
Ages 45-54	0.32	130
Ages 55-64	0.41	165
Ages 65-74	0.37	150
Ages 75+	0.22	88

Q28. What is your age?

<u>Q28. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	64	15.0 %
35-44	70	16.4 %
45-54	78	18.3 %
55-64	92	21.5 %
65+	102	23.9 %
Not provided	21	4.9 %
Total	427	100.0 %

WITHOUT NOT PROVIDED**Q28. What is your age? (without "not provided")**

<u>Q28. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	64	15.8 %
35-44	70	17.2 %
45-54	78	19.2 %
55-64	92	22.7 %
65+	102	25.1 %
Total	406	100.0 %

Q29. Approximately how many years have you lived in the City of Gulf Shores?

Q29. How many years have you lived in City of

Gulf Shores	Number	Percent
0-5	130	30.4 %
6-10	86	20.1 %
11-15	49	11.5 %
16-20	57	13.3 %
21-30	69	16.2 %
31+	32	7.5 %
Not provided	4	0.9 %
Total	427	100.0 %

WITHOUT NOT PROVIDED**Q29. Approximately how many years have you lived in the City of Gulf Shores? (without "not provided")**

Q29. How many years have you lived in City of

Gulf Shores	Number	Percent
0-5	130	30.7 %
6-10	86	20.3 %
11-15	49	11.6 %
16-20	57	13.5 %
21-30	69	16.3 %
31+	32	7.6 %
Total	423	100.0 %

Q30. How many people in your household work within the Gulf Shores City limits?

Q30. How many people in your household work within City limits	Number	Percent
0	177	41.5 %
1	140	32.8 %
2	65	15.2 %
3+	7	1.6 %
Not provided	38	8.9 %
Total	427	100.0 %

WITHOUT NOT PROVIDED**Q30. How many people in your household work within the Gulf Shores City limits? (without "not provided")**

Q30. How many people in your household work within City limits	Number	Percent
0	177	45.5 %
1	140	36.0 %
2	65	16.7 %
3+	7	1.8 %
Total	389	100.0 %

Q31. Do you own or rent your current residence?

Q31. Do you own or rent your current residence	Number	Percent
Own	389	91.1 %
Rent	36	8.4 %
Not provided	2	0.5 %
Total	427	100.0 %

WITHOUT NOT PROVIDED**Q31. Do you own or rent your current residence? (without "not provided")**

Q31. Do you own or rent your current residence	Number	Percent
Own	389	91.5 %
Rent	36	8.5 %
Total	425	100.0 %

Q32. Are you a full-time resident?

Q32. Are you a full-time resident	Number	Percent
Yes	422	98.8 %
No	3	0.7 %
Not provided	2	0.5 %
Total	427	100.0 %

WITHOUT NOT PROVIDED**Q32. Are you a full-time resident? (without "not provided")**

Q32. Are you a full-time resident	Number	Percent
Yes	422	99.3 %
No	3	0.7 %
Total	425	100.0 %

Q33. Which of the following best describes your race?

Q33. What best describes your race	Number	Percent
Asian/Pacific Islander	5	1.2 %
Black/African American	2	0.5 %
Native American	2	0.5 %
White/Caucasian	411	96.3 %
Hispanic/Latino	11	2.6 %
Other	4	0.9 %
Total	435	

Q33-6. Self-describe your race/ethnicity:

Q33-6. Other	Number	Percent
Mixed	1	25.0 %
More than one	1	25.0 %
Multi-race	2	50.0 %
Total	4	100.0 %

Q34. Your gender:

Q34. Your gender	Number	Percent
Male	207	48.5 %
Female	208	48.7 %
Prefer to not answer	9	2.1 %
Not provided	3	0.7 %
Total	427	100.0 %

WITHOUT NOT PROVIDED**Q34. Your gender: (without "not provided")**

Q34. Your gender	Number	Percent
Male	207	48.8 %
Female	208	49.1 %
Prefer to not answer	9	2.1 %
Total	424	100.0 %

Q35. Would you say your total household income is...

Q35. Your total household income	Number	Percent
Under \$30K	34	8.0 %
\$30K to \$59,999	70	16.4 %
\$60K to \$99,999	119	27.9 %
\$100K to \$129,999	75	17.6 %
\$130K+	75	17.6 %
Not provided	54	12.6 %
Total	427	100.0 %

WITHOUT NOT PROVIDED**Q35. Would you say your total household income is... (without "not provided")**

Q35. Your total household income	Number	Percent
Under \$30K	34	9.1 %
\$30K to \$59,999	70	18.8 %
\$60K to \$99,999	119	31.9 %
\$100K to \$129,999	75	20.1 %
\$130K+	75	20.1 %
Total	373	100.0 %



5

Survey Instrument



SMALL TOWN, BIG BEACH™

Dear Gulf Shores Residents,

The City of Gulf Shores is continually working to find ways to improve the quality of life for our residents. We believe your voices should guide how we implement plans and prioritize available resources. For this reason, we are conducting this Resident Satisfaction Survey to give residents the opportunity to provide their input on what we are doing well, what needs improving and which initiatives should be prioritized in future planning. In addition, we will be benchmarking this data to see how our overall community satisfaction measures up to similar cities across the United States.

We have partnered with ETC Institute, Inc., an independent firm specializing in market research for governmental organizations, to administer the survey. Please take a few minutes to complete and return this survey. You will find a postage-paid return envelope addressed to ETC Institute enclosed for your convenience. If you prefer, you can also complete the survey online at www.gulfshoressurvey.org. All responses obtained from participants will be kept confidential and only reported in aggregate format.

Please disregard this survey if you are not a full-time resident within the corporate limits of the City of Gulf Shores.

We value your opinion and appreciate your willingness to provide objective feedback to help us balance priorities and improve services to better serve you. Please don't hesitate to contact our communications team if you have any questions about the survey at communications@gulfshoresal.gov.

Sincerely,

A handwritten signature in black ink that reads "Robert Craft".

Robert Craft, Mayor



2021 City of Gulf Shores Community Survey

The City of Gulf Shores would like your input, as it is an important part of the City's on-going effort to identify and respond to resident needs. Please take a few minutes to respond to this survey. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. If you prefer, you can complete survey online at gulfshoresurvey.org. We greatly appreciate your time.

1. **Major Categories of City Services.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of police services	5	4	3	2	1	9
02. Overall quality of fire, rescue and emergency medical services	5	4	3	2	1	9
03. Overall quality of community and economic development	5	4	3	2	1	9
04. Overall enforcement of City codes and ordinances	5	4	3	2	1	9
05. Overall quality of parks and recreation programs and facilities	5	4	3	2	1	9
06. Overall flow of traffic and ease of getting around within the City	5	4	3	2	1	9
07. Overall maintenance of City streets, sidewalks, and infrastructure	5	4	3	2	1	9
08. Overall maintenance of City buildings and facilities	5	4	3	2	1	9
09. Overall quality of landscaping in parks, medians, and other public areas	5	4	3	2	1	9
10. Overall quality of trash, recycling and yard debris pickup services	5	4	3	2	1	9
11. Overall quality of the City's School System	5	4	3	2	1	9
12. Overall quality of library services and programs	5	4	3	2	1	9
13. Overall effectiveness of communication with the community	5	4	3	2	1	9
14. Overall quality of customer service you receive from City employees	5	4	3	2	1	9
15. Overall quality of public beaches and beach accesses	5	4	3	2	1	9

2. **Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?** [Write in your answers below using the numbers from the list in Question 1.]

1st: ____ 2nd: ____ 3rd: ____

3. **Perceptions of the City.** Several items that may influence your perception of the City are listed below. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
2. Overall image of the City	5	4	3	2	1	9
3. Overall quality of life in the City	5	4	3	2	1	9
4. Overall appearance of the City	5	4	3	2	1	9
5. Overall quality of City services	5	4	3	2	1	9

4. **Please rate Gulf Shores using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," regarding each of the following.**

Please rate the City of Gulf Shores...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to do business	5	4	3	2	1	9
5. As an inclusive community	5	4	3	2	1	9

5. **City Leadership.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of leadership provided by the City's elected officials	5	4	3	2	1	9
2. Overall level of community engagement by the City's elected officials	5	4	3	2	1	9
3. Overall effectiveness of the City staff and administration	5	4	3	2	1	9
4. Level of public involvement in local decision-making	5	4	3	2	1	9
5. Transparency of City government	5	4	3	2	1	9

6. **Public Safety.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of police protection	5	4	3	2	1	9
02. Visibility of police in neighborhoods	5	4	3	2	1	9
03. Visibility of police in retail areas	5	4	3	2	1	9
04. Police response time	5	4	3	2	1	9
05. Efforts to prevent crime	5	4	3	2	1	9
06. Enforcement of criminal laws	5	4	3	2	1	9
07. Enforcement of traffic laws	5	4	3	2	1	9
08. Quality of Police Communications (social media, news flash, website, etc.)	5	4	3	2	1	9
09. Overall quality of fire protection fire, rescue and emergency medical services	5	4	3	2	1	9
10. Fire personnel emergency response time	5	4	3	2	1	9
11. Quality of local ambulance service response time	5	4	3	2	1	9
12. Quality of lifeguard and beach patrol service	5	4	3	2	1	9
13. Quality of Fire Rescue Communications (social media, news flash, website, etc.)	5	4	3	2	1	9

7. **Which THREE of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?** *[Write in your answers below using the numbers from the list in Question 6.]*

1st: ____ 2nd: ____ 3rd: ____

8. **Feeling of Safety.** Please rate your feeling of safety in the following areas using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe."

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood at night	5	4	3	2	1	9
3. In the City's parks	5	4	3	2	1	9
4. In commercial and retail areas	5	4	3	2	1	9
5. Traveling by bicycle in Gulf Shores	5	4	3	2	1	9
6. Traveling as a pedestrian in Gulf Shores	5	4	3	2	1	9
7. Overall feeling of safety in Gulf Shores	5	4	3	2	1	9

9. **Transportation and Mobility.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Ease of getting around within the City of Gulf Shores	5	4	3	2	1	9
2. How well the traffic signal system provides for efficient traffic flow	5	4	3	2	1	9
3. Availability of sidewalks and pathways for walking or biking	5	4	3	2	1	9
4. Availability of public parking	5	4	3	2	1	9

10. **Maintenance.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of streets	5	4	3	2	1	9
02. Maintenance of sidewalks	5	4	3	2	1	9
03. Maintenance of street signs	5	4	3	2	1	9
04. Maintenance of traffic signals	5	4	3	2	1	9
05. Maintenance of biking paths and lanes	5	4	3	2	1	9
06. Maintenance of beach parking areas and accesses	5	4	3	2	1	9
07. Cleanup of debris/litter in and near roadways	5	4	3	2	1	9
08. Maintenance of City facilities (City Hall, Recreation Center, Erie Meyer Civic Center, Library, Fire Stations, Police Stations, etc.)	5	4	3	2	1	9
09. Mowing/trimming along streets and public areas	5	4	3	2	1	9
10. Overall cleanliness of streets and public areas	5	4	3	2	1	9
11. Adequacy of City street lighting	5	4	3	2	1	9
12. Adequacy of City drainage system and maintenance	5	4	3	2	1	9

11. Which THREE of the areas of maintenance listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 10.]

1st: ____ 2nd: ____ 3rd: ____

12. **Trash and Recycling Services.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Residential trash collection services	5	4	3	2	1	9
2. Curbside recycling services	5	4	3	2	1	9
3. Recycling Center drop-off services	5	4	3	2	1	9
4. Bulky item pickup/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9
5. Yard waste collection services	5	4	3	2	1	9

13. Which TWO of the garbage, debris and recycling services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 12.]

1st: ____ 2nd: ____

14. **Code Enforcement.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

In your neighborhood, how satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Cleanup of debris/litter	5	4	3	2	1	9
2. Cleanup of overgrown and weedy lots	5	4	3	2	1	9
3. Efforts to remove dilapidated structures	5	4	3	2	1	9
4. Overall control of unsightly areas	5	4	3	2	1	9
5. Overall efforts to protect private property values	5	4	3	2	1	9

15. **Development and Redevelopment.** Please rate your satisfaction with the following areas in Gulf Shores using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of new residential development	5	4	3	2	1	9
2. Overall quality of new retail development (stores, restaurants, etc.)	5	4	3	2	1	9
3. Overall quality of new business development (offices, medical facilities, banks, etc.)	5	4	3	2	1	9
4. Redevelopment of abandoned or under-utilized properties	5	4	3	2	1	9
5. City's planning for future growth	5	4	3	2	1	9

16. Which TWO of the development and redevelopment items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 15.]

1st: ____ 2nd: ____

17. **Parks and Recreation.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of parks	5	4	3	2	1	9
02. Quality of walking trails	5	4	3	2	1	9
03. Quality of playgrounds	5	4	3	2	1	9
04. Quality of Bodenhamer Recreation Center	5	4	3	2	1	9
05. Quality of fitness areas within the Bodenhamer Recreation Center	5	4	3	2	1	9
06. Quality of outdoor athletic fields	5	4	3	2	1	9
07. Quality of fitness programs	5	4	3	2	1	9
08. Quality of youth athletic programs	5	4	3	2	1	9
09. Quality of adult athletic programs	5	4	3	2	1	9
10. Quality of SPARC and other youth programs	5	4	3	2	1	9
11. Quality of senior programs	5	4	3	2	1	9
12. Ease of registering for programs	5	4	3	2	1	9
13. Fees charged for youth and adult recreation programs	5	4	3	2	1	9
14. Fees charged for recreation center memberships	5	4	3	2	1	9
15. Quality of special events (Zydeco, Movies at Meyer, Breakfast with Santa)	5	4	3	2	1	9
16. Convenience of access to Parks and Recreation facilities	5	4	3	2	1	9

18. Which FOUR of the parks and recreation areas listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 17.]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____

19. **City Schools.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of Gulf Shores City Schools Curriculum	5	4	3	2	1	9
02. Quality of Extracurricular Programming	5	4	3	2	1	9
03. Quality of After School Programming	5	4	3	2	1	9
04. Quality of Career Development Programming	5	4	3	2	1	9
05. Overall quality of leadership provided by the School Board	5	4	3	2	1	9
06. Overall quality of leadership provided School Administration	5	4	3	2	1	9
07. Overall quality of teachers and staff	5	4	3	2	1	9
08. Overall quality of athletic programs	5	4	3	2	1	9
09. Quality of Gulf Shores High School facility	5	4	3	2	1	9
10. Quality of Gulf Shores Middle School facility	5	4	3	2	1	9
11. Quality of Gulf Shores Elementary School facility	5	4	3	2	1	9

20. **Budget.** Listed below are services funded by the City of Gulf Shores. Using a scale of 1 to 5, where 5 means "Highest Priority" and 1 means "Not a Priority" please indicate which services you feel should have the most funding emphasis when determining government funding.

	Highest Priority	High Priority	Neither High nor Low Priority	Low Priority	Not a Priority	Don't Know
1. Gulf Shores City Schools	5	4	3	2	1	9
2. Police Services	5	4	3	2	1	9
3. Fire, Rescue and Emergency Medical Services	5	4	3	2	1	9
4. Development (Community and Economic Development)	5	4	3	2	1	9
5. Traffic and Infrastructure Improvements	5	4	3	2	1	9
6. Community Appearance	5	4	3	2	1	9
7. Recreation and Cultural Affairs (Parks, Playgrounds, Library Services, Special Events)	5	4	3	2	1	9
8. Public Works (Street Maintenance, Trash and Recycling Services, etc.)	5	4	3	2	1	9
9. Environmental Sustainability Projects	5	4	3	2	1	9

21. Please indicate your level of support for paying additional taxes for the City to set aside funding for the following services and enhancements, using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Not Supportive at All."

	Very Supportive	Supportive	Neutral	Not Supportive	Not at All Supportive	Don't Know
1. Gulf Shores City Schools	5	4	3	2	1	9
2. Public Safety Services	5	4	3	2	1	9
3. City Facility Improvements	5	4	3	2	1	9
4. Development and Restoration	5	4	3	2	1	9
5. Transportation and Infrastructure Improvements	5	4	3	2	1	9
6. Community Appearance	5	4	3	2	1	9
7. Arts, Culture, Parks and Recreation improvements	5	4	3	2	1	9
8. Environmental and Sustainability Projects	5	4	3	2	1	9

22. **City Communications.** Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with the...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of the City's website	5	4	3	2	1	9
2. Quality of the City's live streamed meetings	5	4	3	2	1	9
3. Effectiveness of the City's social media communication	5	4	3	2	1	9
4. Availability of information on City services and programs	5	4	3	2	1	9
5. Availability of information on City construction or engineering projects	5	4	3	2	1	9
6. Availability of information regarding City initiatives and projects that affect you or your neighborhood	5	4	3	2	1	9
7. Availability of information about Parks and Recreation programs	5	4	3	2	1	9
8. Availability of information about City special events and programs	5	4	3	2	1	9

23. Which of the following are your primary sources of information about City issues, services, and events? [Check all that apply.]

- | | |
|---|---|
| <input type="checkbox"/> (01) Notify Me (City emails/texts/press releases) | <input type="checkbox"/> (06) Local newspaper |
| <input type="checkbox"/> (02) City website | <input type="checkbox"/> (07) Radio news programs |
| <input type="checkbox"/> (03) Calling a City department | <input type="checkbox"/> (08) Television news programs |
| <input type="checkbox"/> (04) City social media sites (Facebook, Twitter, Instagram, Nextdoor, YouTube, LinkedIn) | <input type="checkbox"/> (09) Word of mouth (friends/neighbors) |
| <input type="checkbox"/> (05) Other social media sites (private, non-City sites) | <input type="checkbox"/> (10) Public meetings |
| | <input type="checkbox"/> (11) Other: _____ |

24. Which THREE of the sources of information listed in Question 23 would be the PREFERRED sources of information for your household? [Write in your answers below using the numbers from the list in Question 23.]

1st: _____ 2nd: _____ 3rd: _____

25. Please rate your agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," based on your most recent interaction with City employees.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. The City of Gulf Shores staff and administration is open and interested in hearing the concerns or issues of residents	5	4	3	2	1	9
2. It is easy to contact someone at the City who can help you	5	4	3	2	1	9
3. City employees are courteous and professional	5	4	3	2	1	9
4. City employees possess the proper knowledge	5	4	3	2	1	9
5. During my most recent contact with the City, my request was processed in a timely manner	5	4	3	2	1	9

26. **Customer Service.** During the last 12 months, have you personally contacted (either by phone, in-person, or electronically) the City of Gulf Shores with a question, service request or complaint?

- (1) Yes [Answer 26a-d.] (2) No [Skip to 27.]

26a. How many times have you personally contacted (either by phone, in-person, or electronically) the City of Gulf Shores with a question, service request or complaint during the past 12 months?

- (1) 1 time (2) 2 times (3) 3 times (4) 4 times (5) More than 4 times

26b. What was the reason for your most recent contact?

- (1) Pay a bill (4) Pull a building permit/plan review (6) File a complaint
 (2) Visit an elected official (5) Attend a program/event (7) Other: _____
 (3) Research an issue

26c. What department did you contact? [Check all that apply.]

- (01) Police Department (08) Parks and Recreation
 (02) Fire Department (09) Public Works
 (03) Engineering Services (10) Library
 (04) Municipal Court (11) Special Events
 (05) Office of the Mayor (12) Finance (City licenses and taxes)
 (06) City Hall Front Desk (13) Inspection Services
 (07) Planning and Zoning Services (14) Other: _____

26d. Was the department(s) you contacted responsive to your issue? (1) Yes (2) No

Demographics

27. Including yourself, how many people in your household are...

- Under age 5: _____ Ages 15-19: _____ Ages 35-44: _____ Ages 65-74: _____
Ages 5-9: _____ Ages 20-24: _____ Ages 45-54: _____ Ages 75+: _____
Ages 10-14: _____ Ages 25-34: _____ Ages 55-64: _____

28. What is your age? _____ years

29. Approximately how many years have you lived in the City of Gulf Shores? _____ years

30. How many people in your household work within the Gulf Shores city limits? _____ people

31. Do you own or rent your current residence? (1) Own (2) Rent

32. Are you a full-time resident? (1) Yes (2) No

33. Which of the following best describes your race?

- (1) Asian/Pacific Islander (3) Native American (5) Hispanic/Latino
 (2) Black/African American (4) White/Caucasian (6) Other: _____

34. Your gender: (1) Male (2) Female (3) Prefer to not answer

35. Would you say your total household income is...

- (1) Under \$30,000 (3) \$60,000 to \$99,999 (5) \$130,000 or more
 (2) \$30,000 to \$59,999 (4) \$100,000 to \$129,999

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with City services. If your address is not correct, please provide the correct information. Thank you.



2021 City of Gulf Shores Community Survey GIS Maps

Presented to the City of Gulf Shores,
Alabama
January 2022



ETC
INSTITUTE

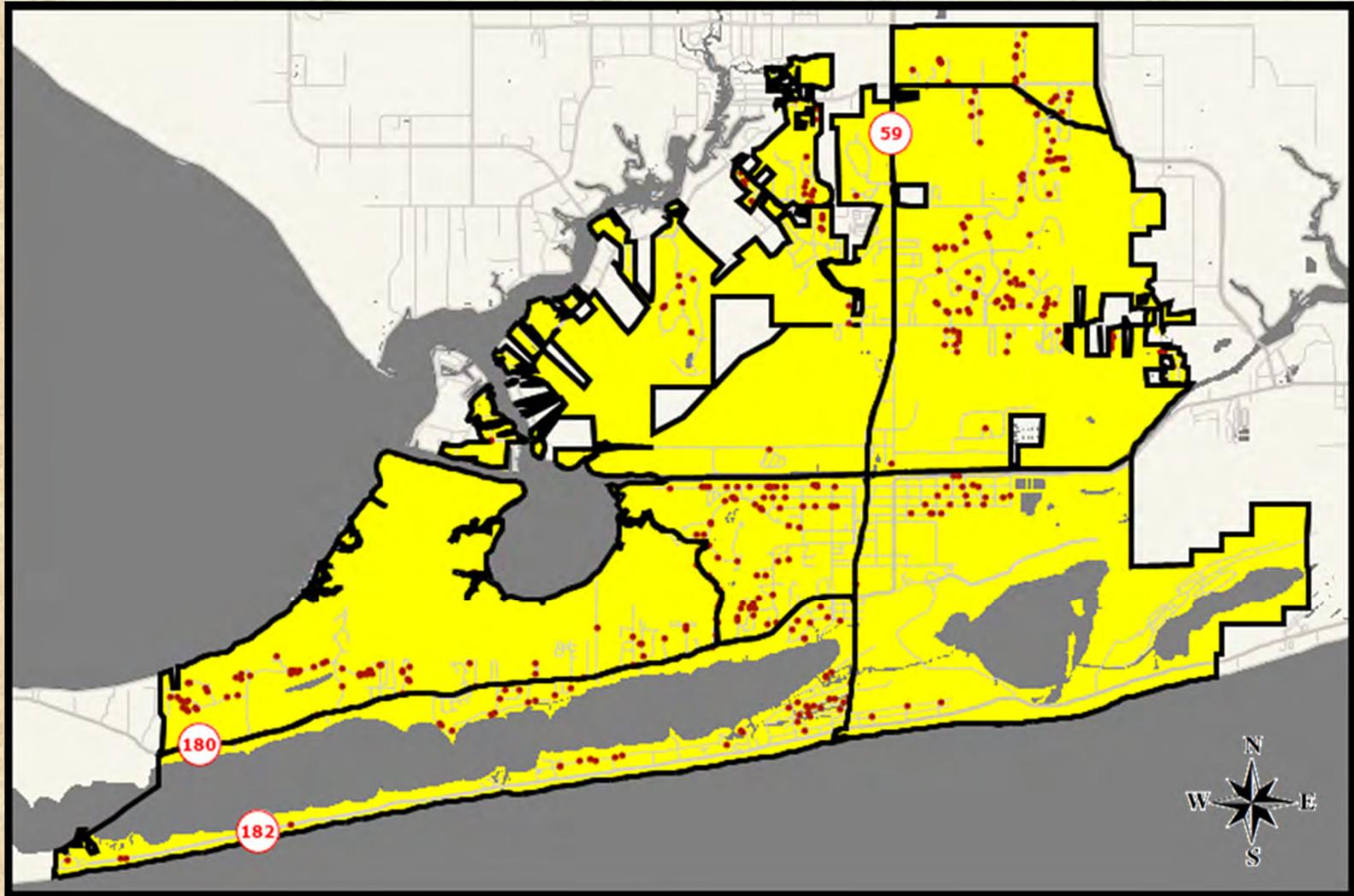
Interpreting the Maps

The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

When reading the maps, please use the following color scheme as a guide:

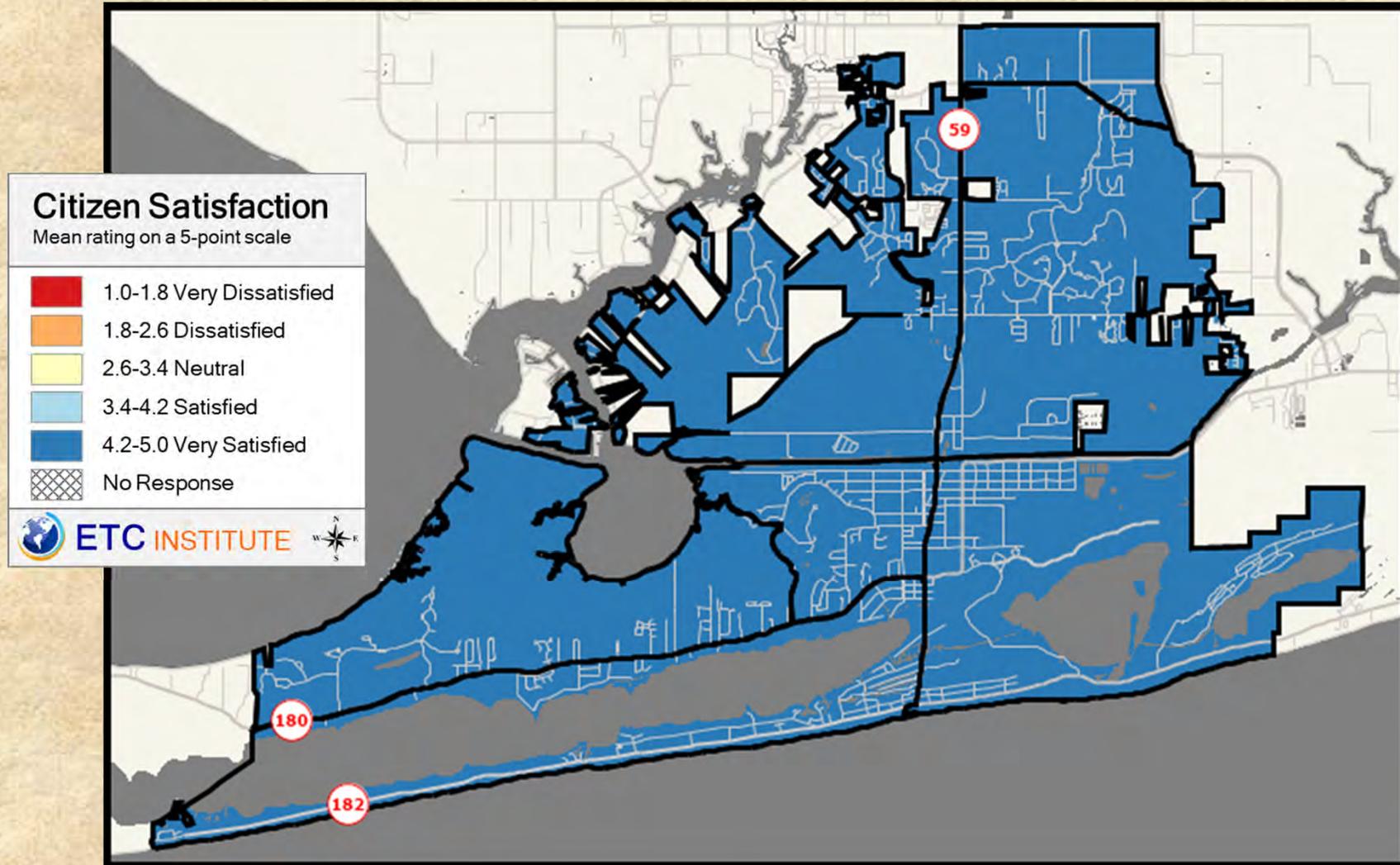
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service, ratings of “excellent” or “good” and ratings of “very safe” or “safe.”
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service, ratings of “below average” or “poor” and ratings of “unsafe” or “very unsafe.”

Location of Survey Respondents



2021 City of Gulf Shores Community Survey

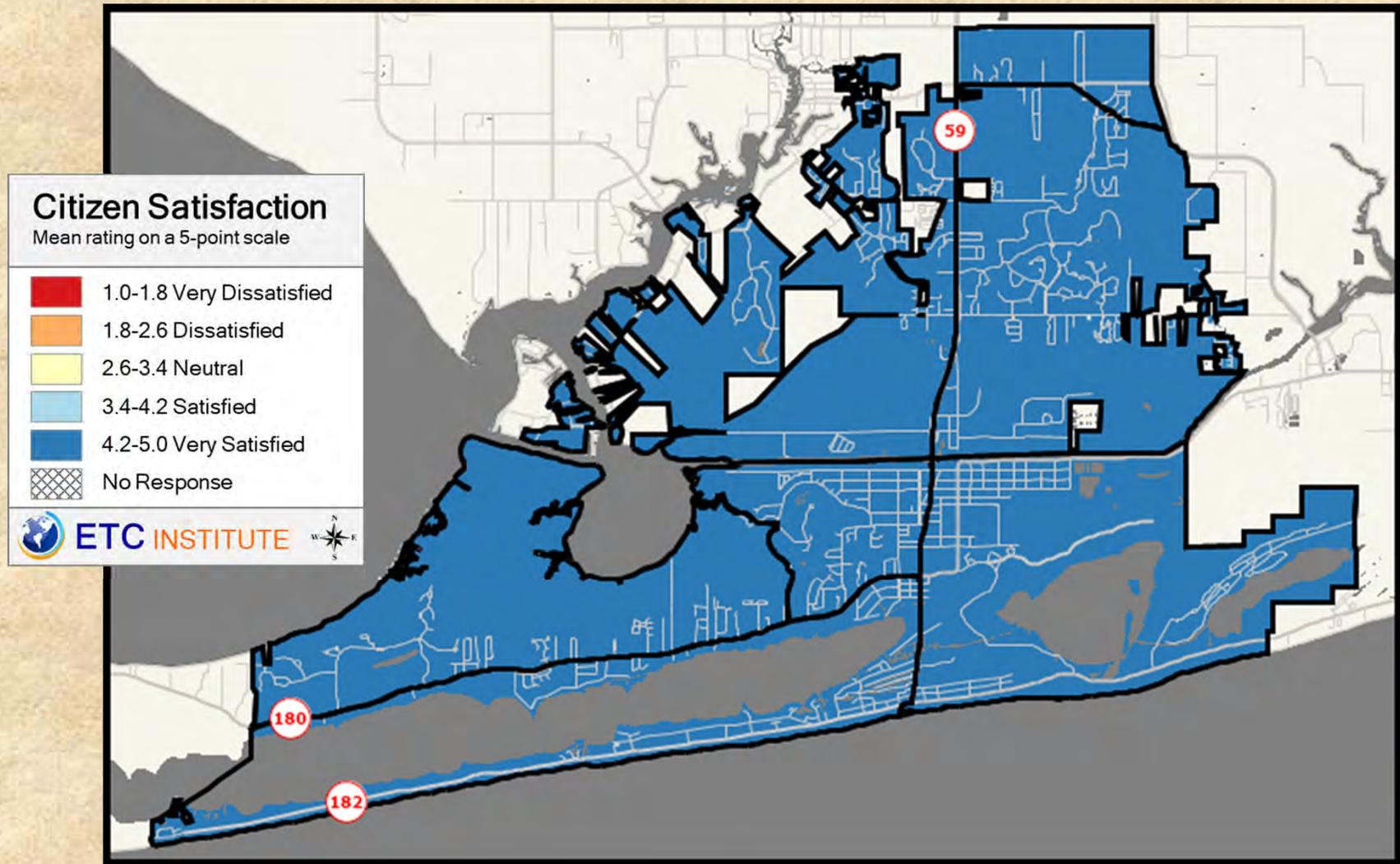
Q1-01. Satisfaction with overall quality of police services



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

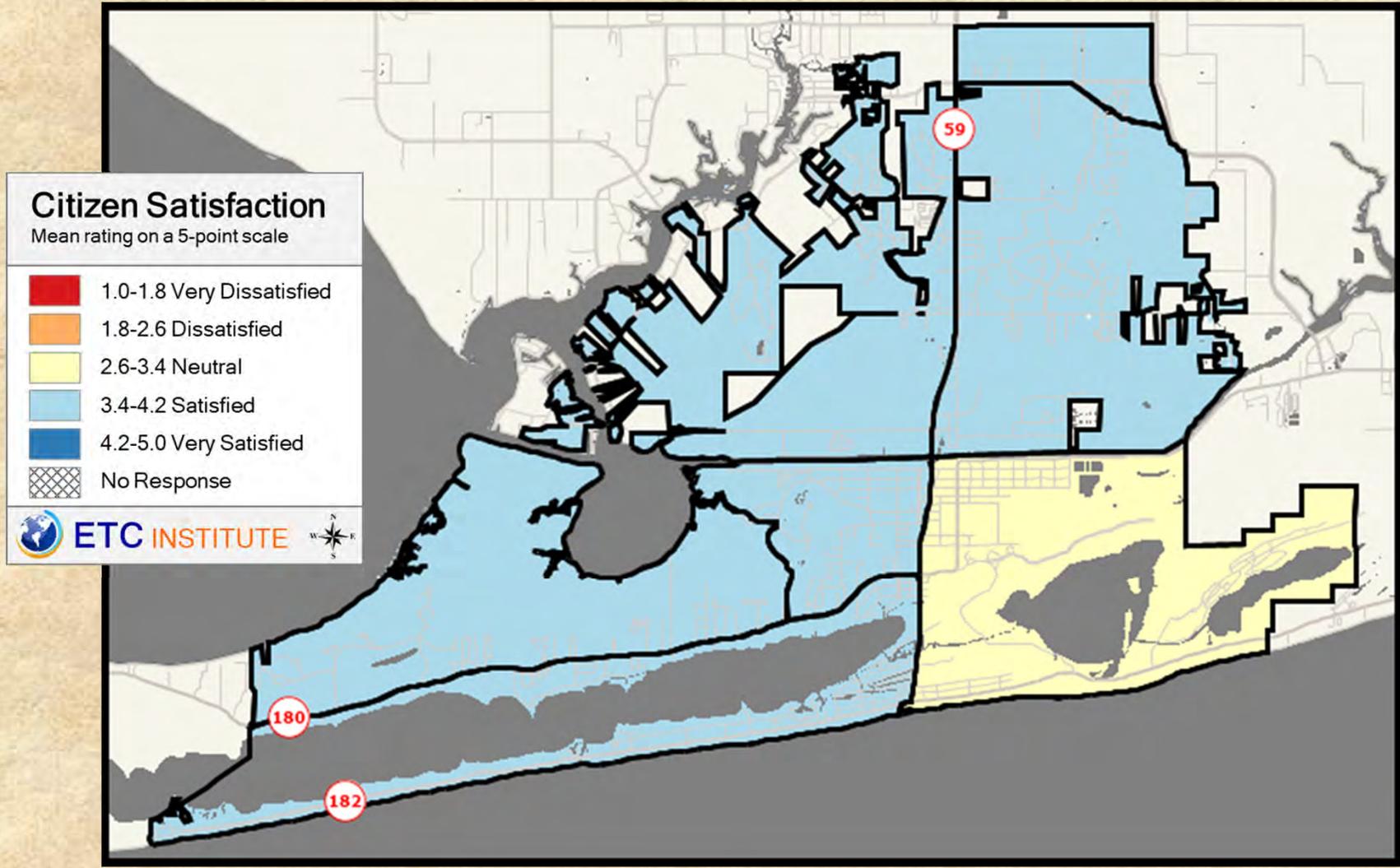
Q1-02. Satisfaction with overall quality of fire, rescue and emergency medical services



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

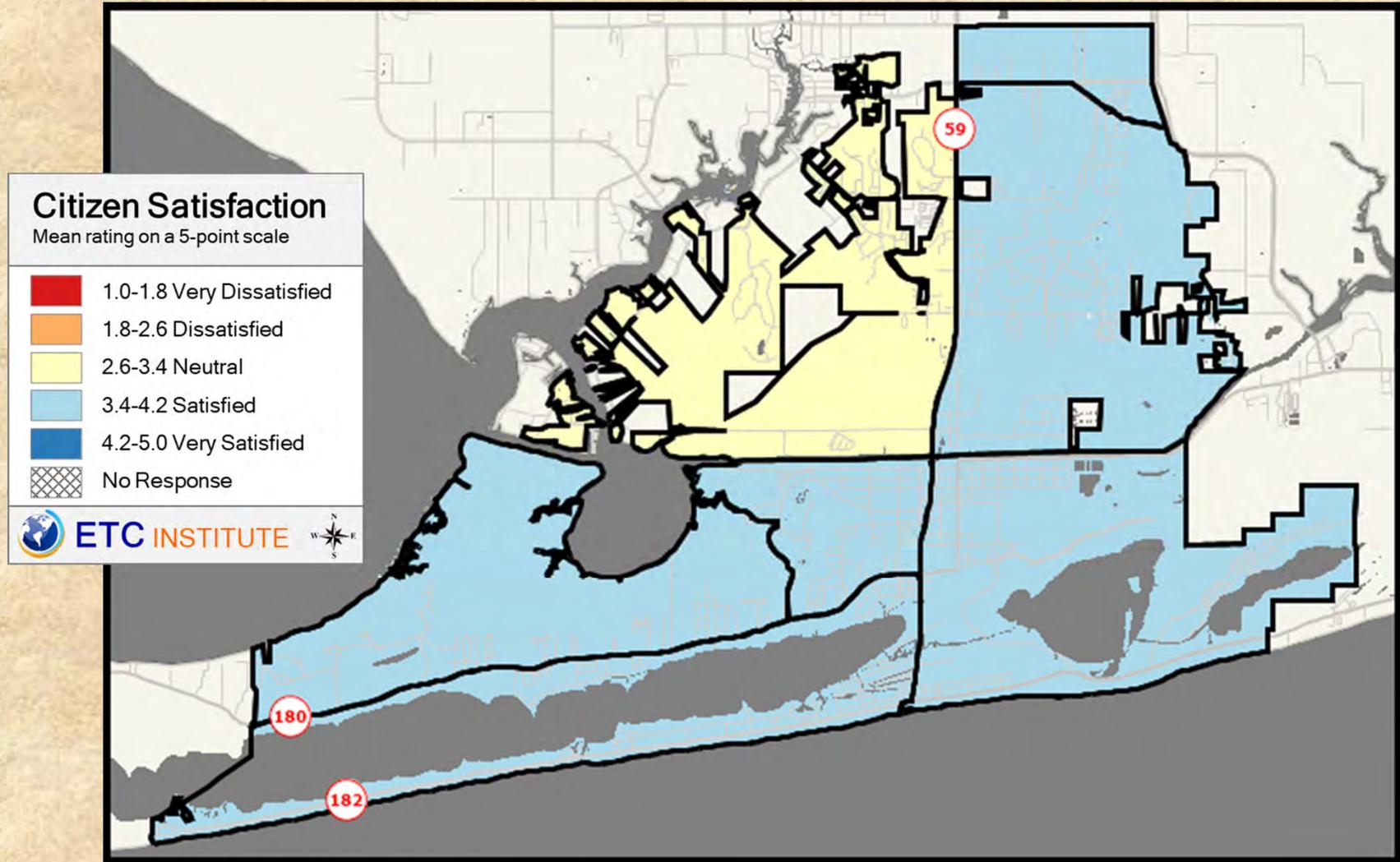
Q1-03. Satisfaction with overall quality of community and economic development



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

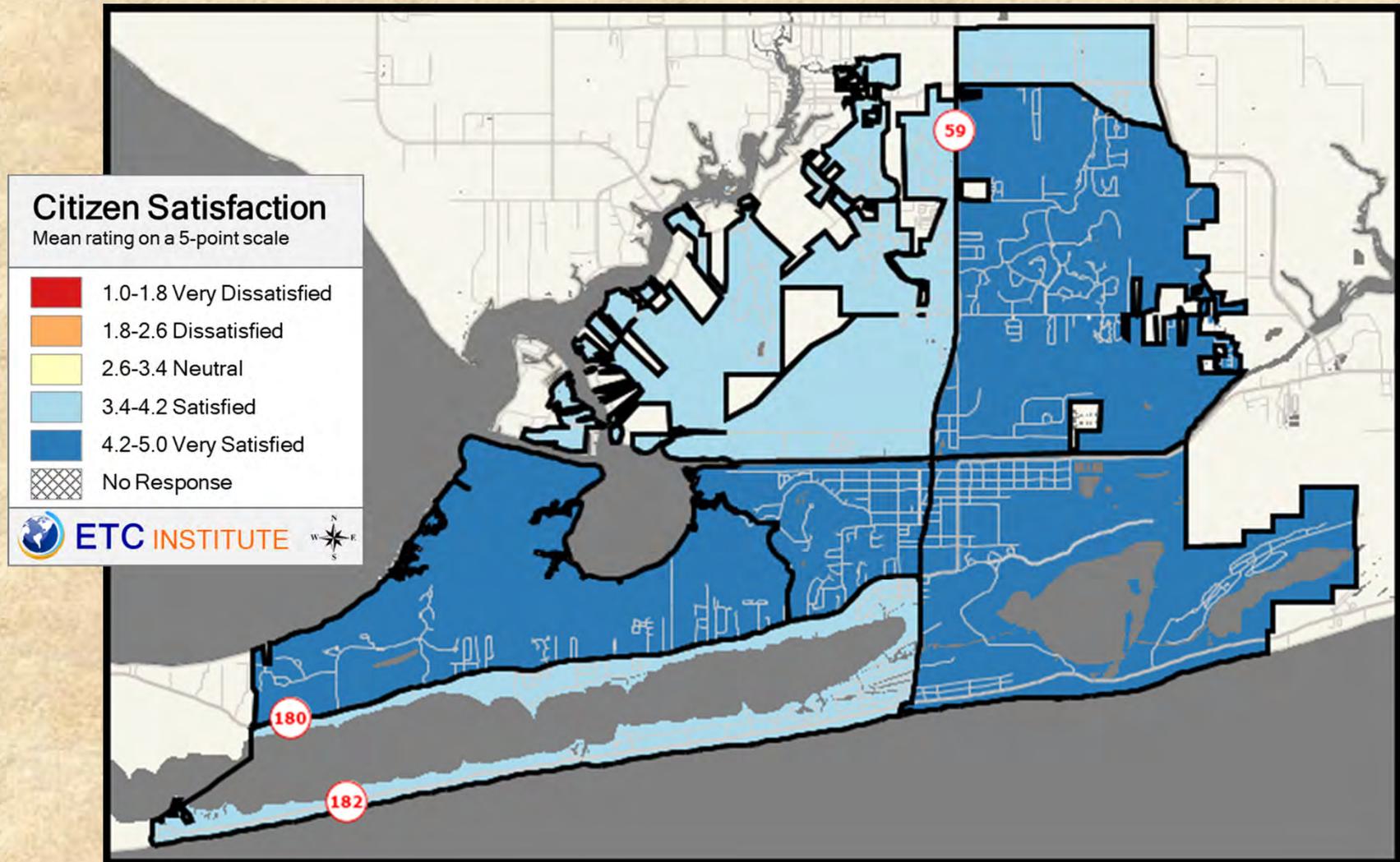
Q1-04. Satisfaction with overall enforcement of City codes and ordinances



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

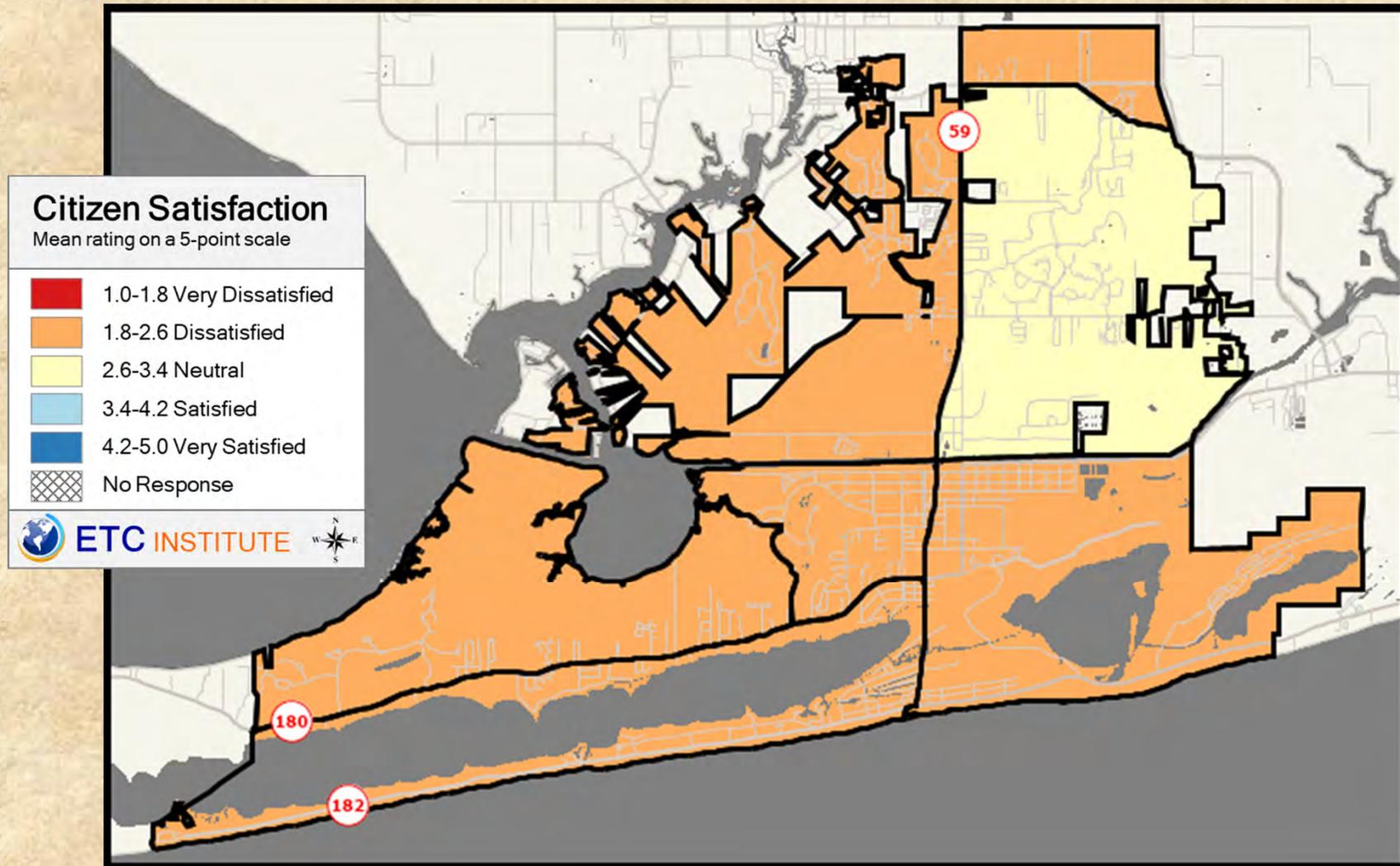
Q1-05. Satisfaction with overall quality of parks and recreation programs and facilities



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

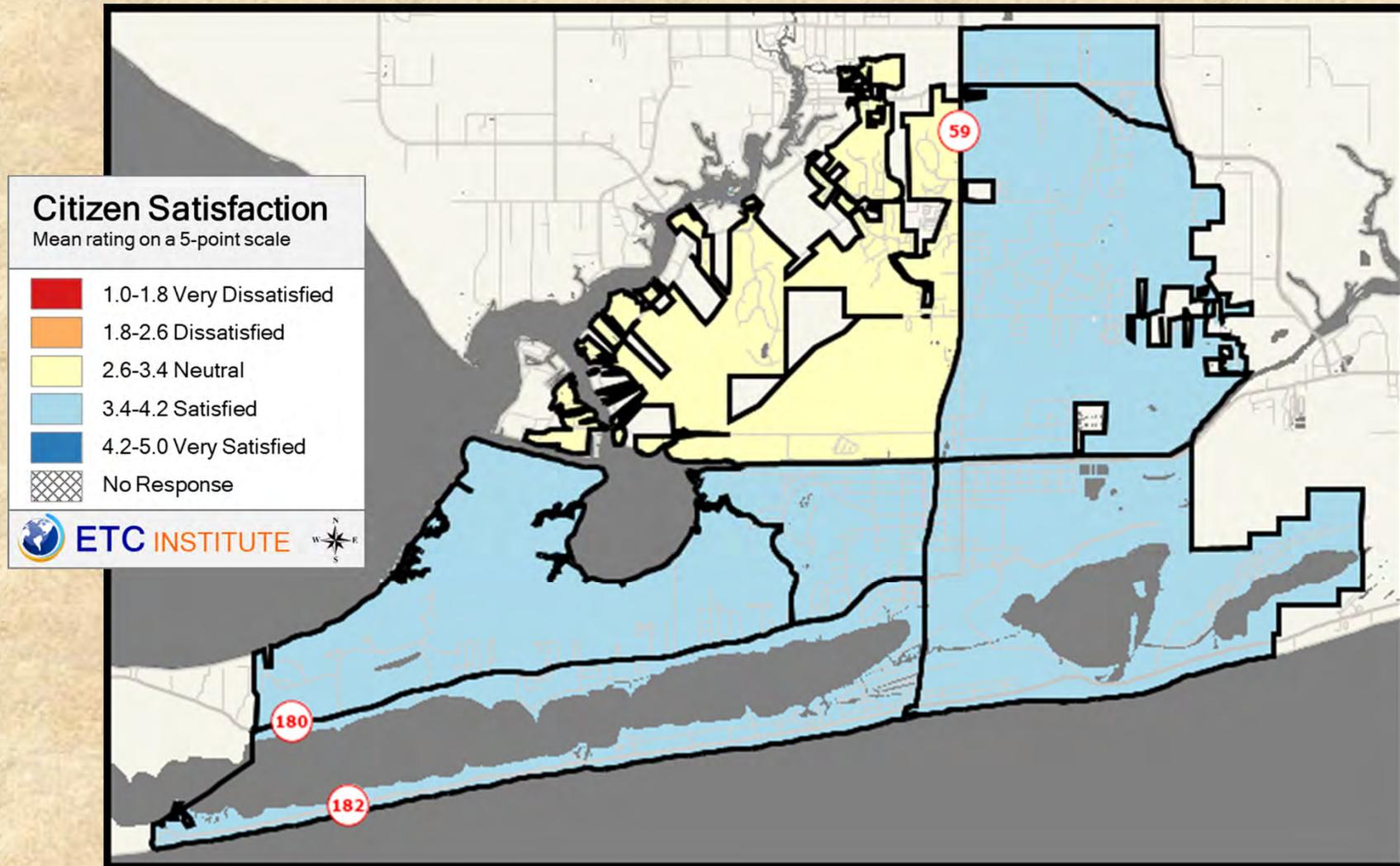
Q1-06. Satisfaction with overall flow of traffic and ease of getting around within the City



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

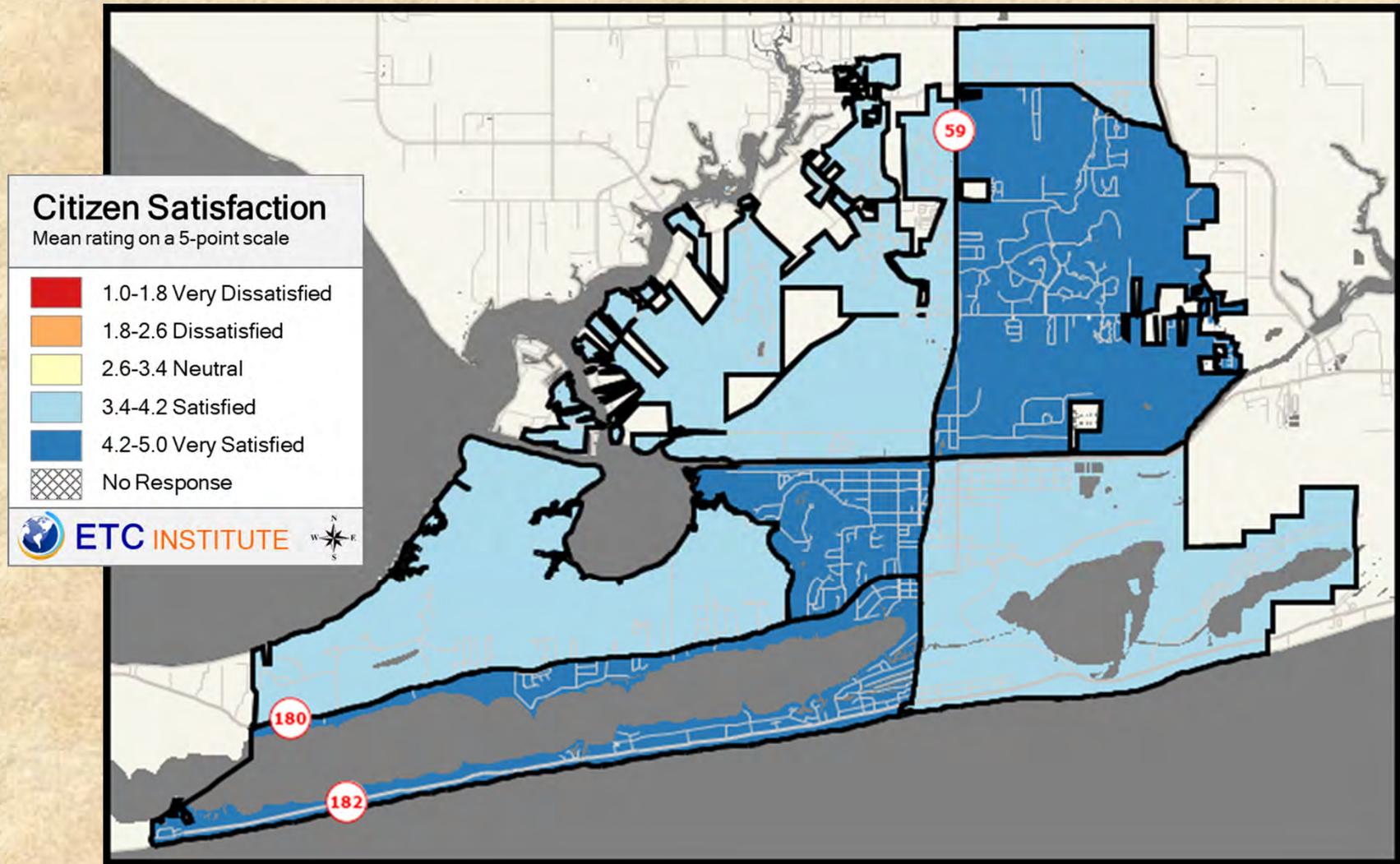
Q1-07. Satisfaction with overall maintenance of City streets, sidewalks, and infrastructure



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

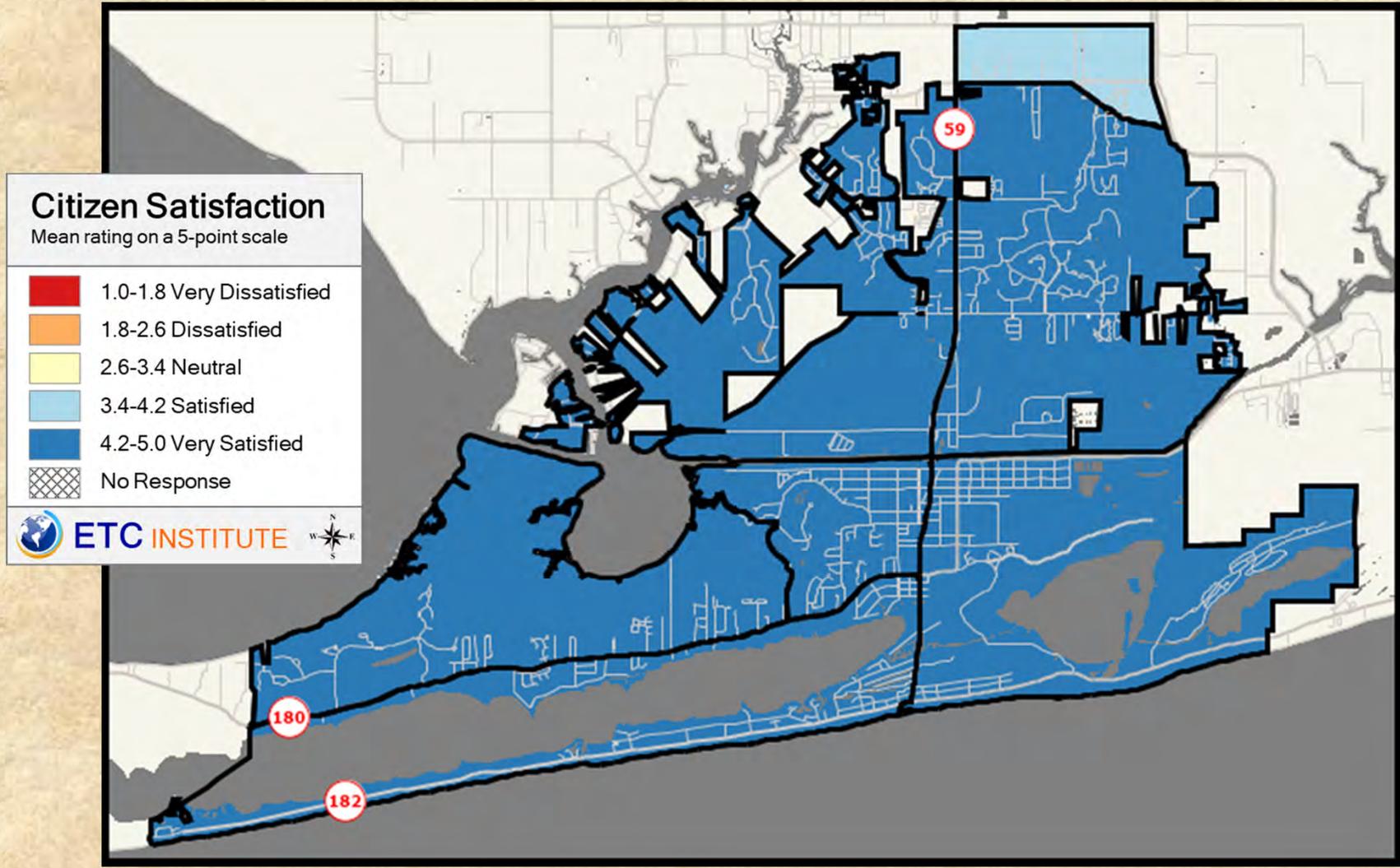
Q1-08. Satisfaction with overall maintenance of City buildings and facilities



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

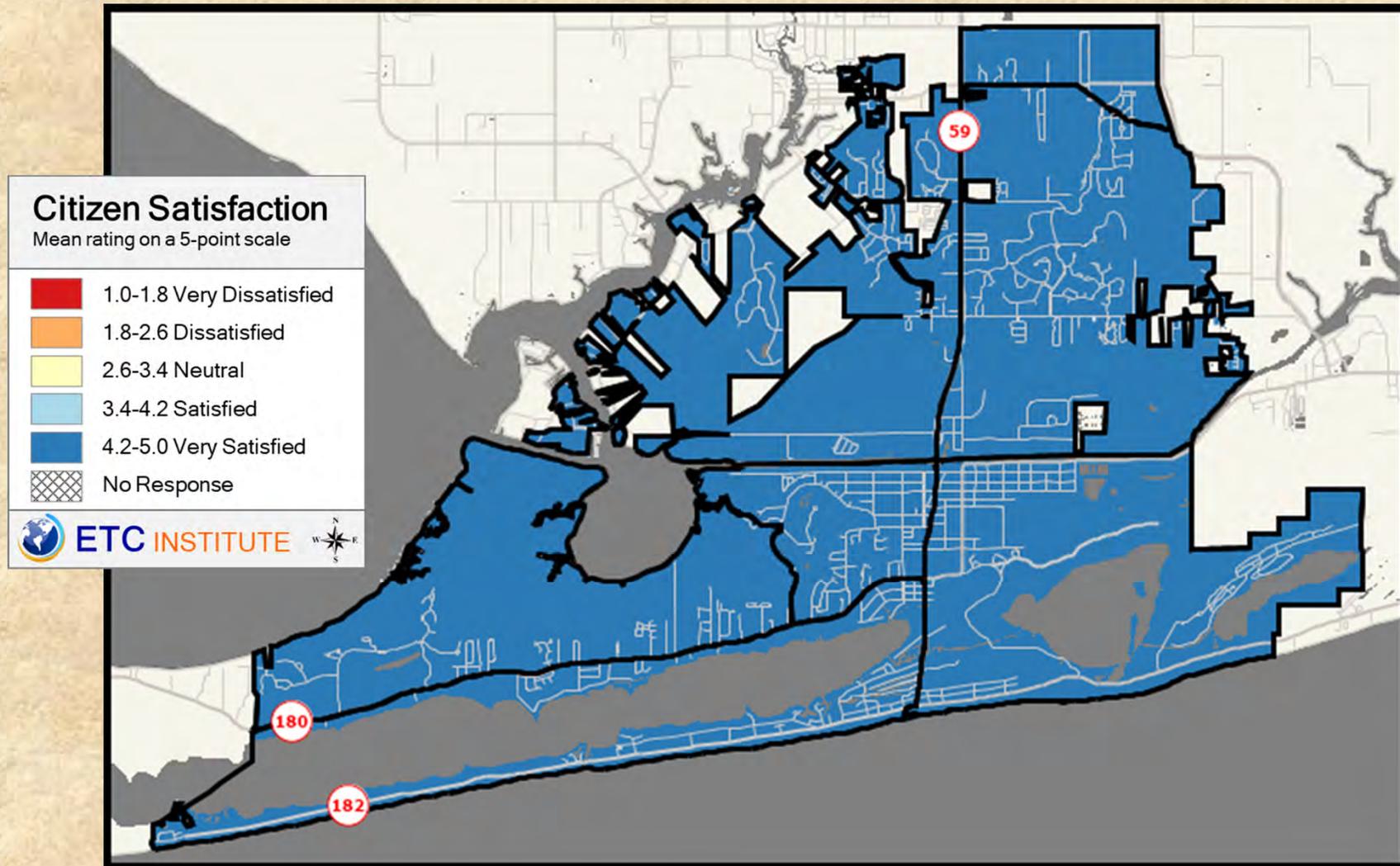
Q1-09. Satisfaction with overall quality of landscaping in parks, medians, and other public areas



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

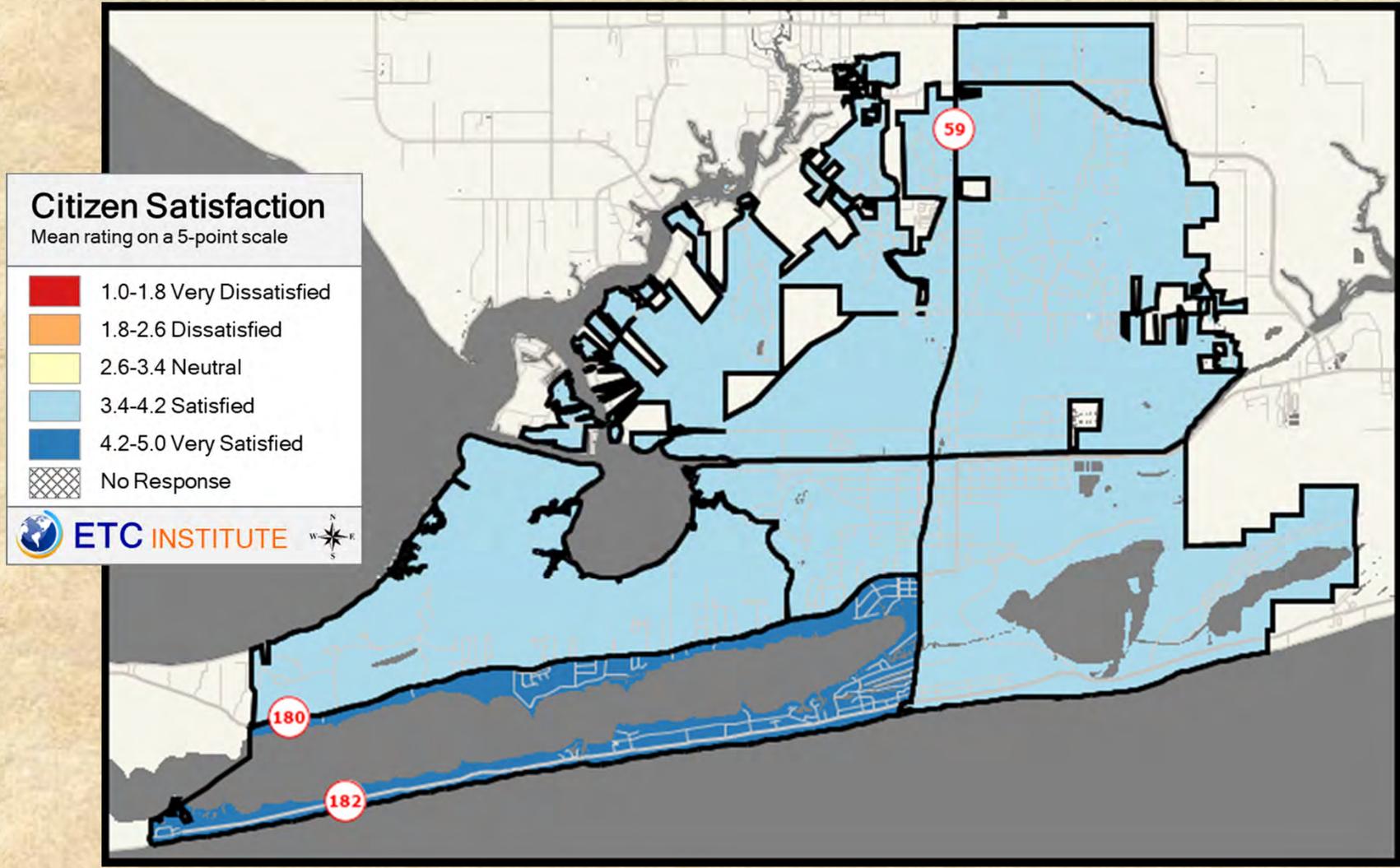
Q1-10. Satisfaction with overall quality of trash, recycling and yard debris pickup services



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

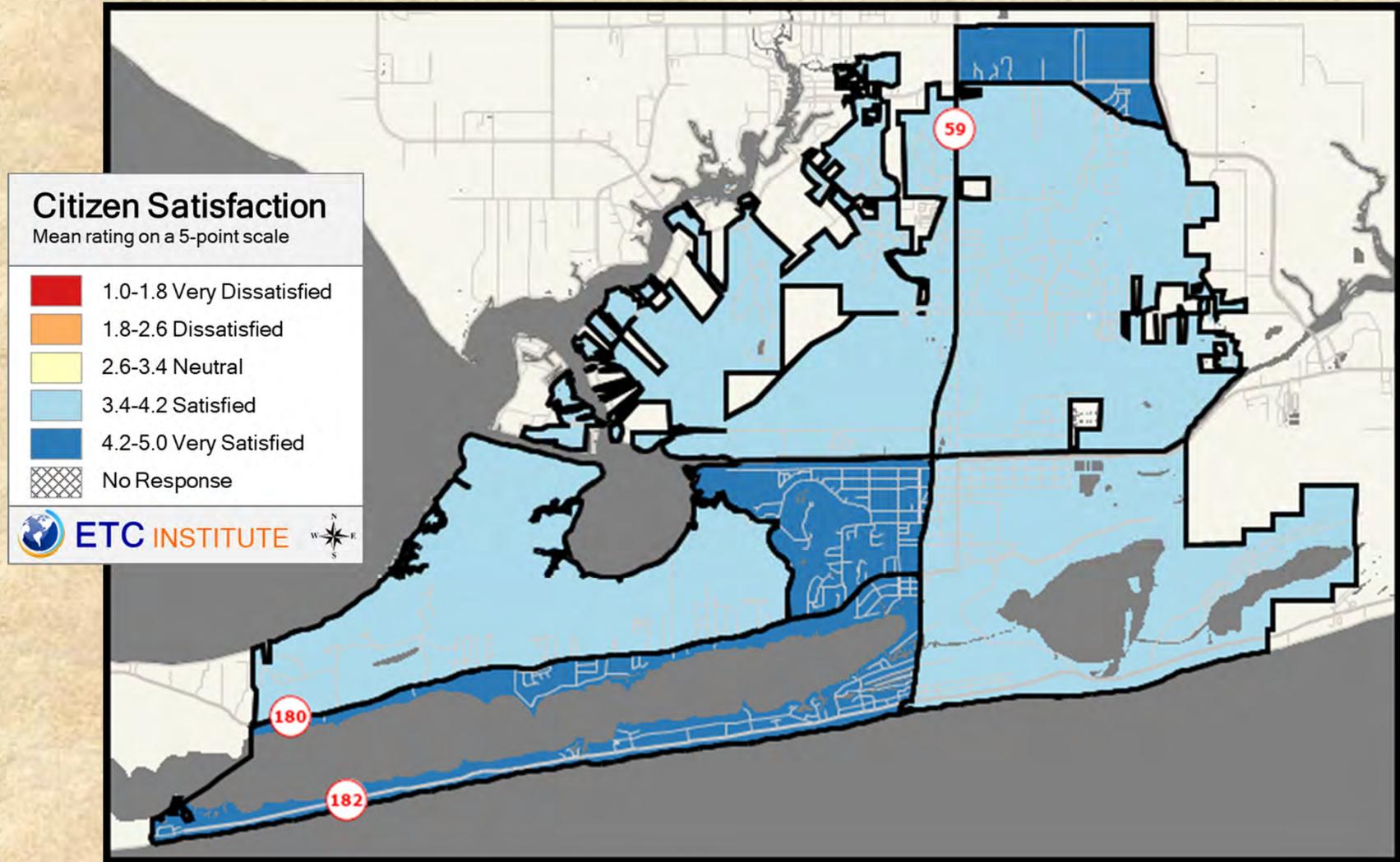
Q1-11. Satisfaction with overall quality of the City's School System



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

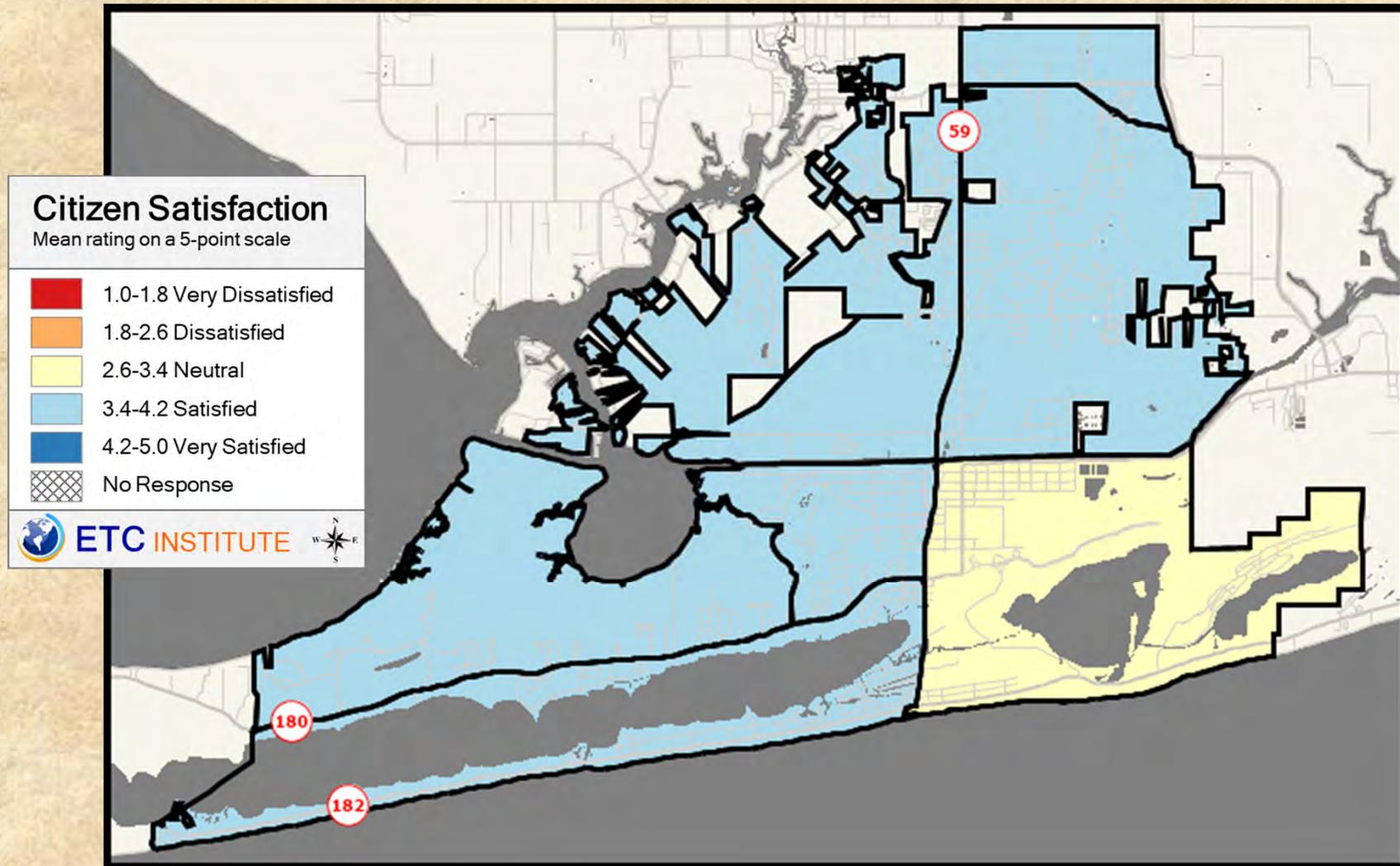
Q1-12. Satisfaction with overall quality of library services and programs



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

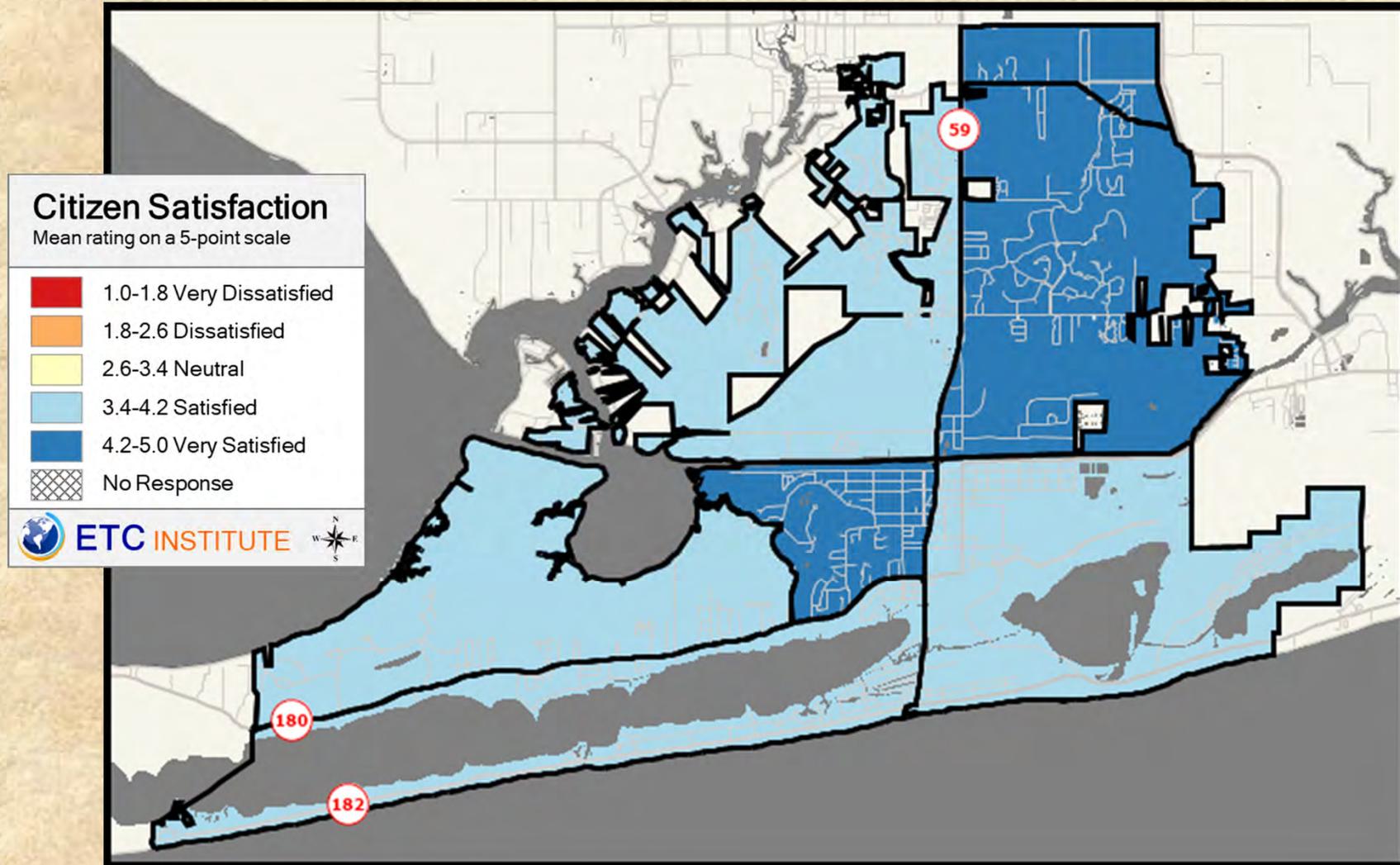
Q1-13. Satisfaction with overall effectiveness of communication with the community



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

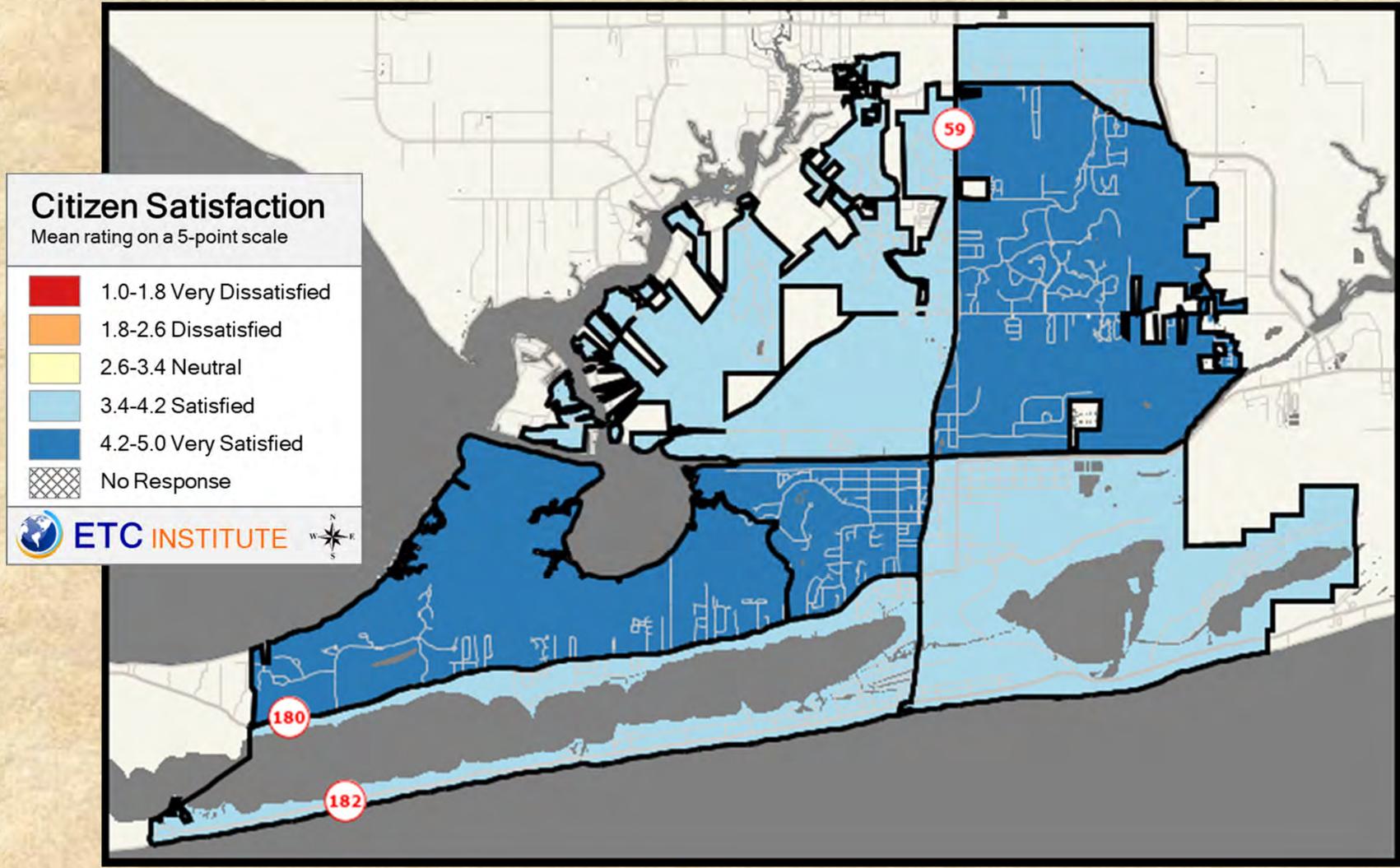
Q1-14. Satisfaction with overall quality of customer service you receive from City employees



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

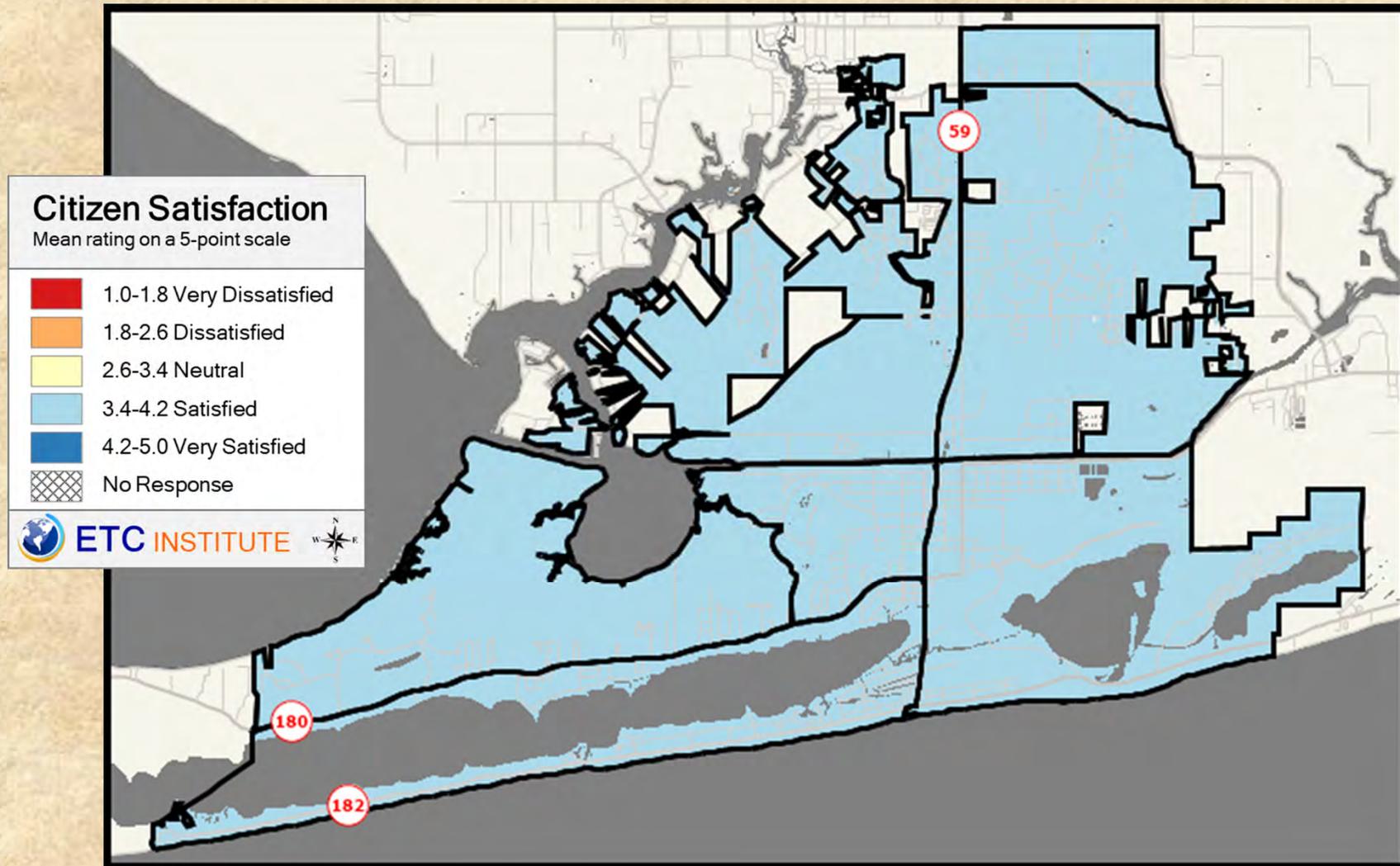
Q1-15. Satisfaction with overall quality of public beaches and beach accesses



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

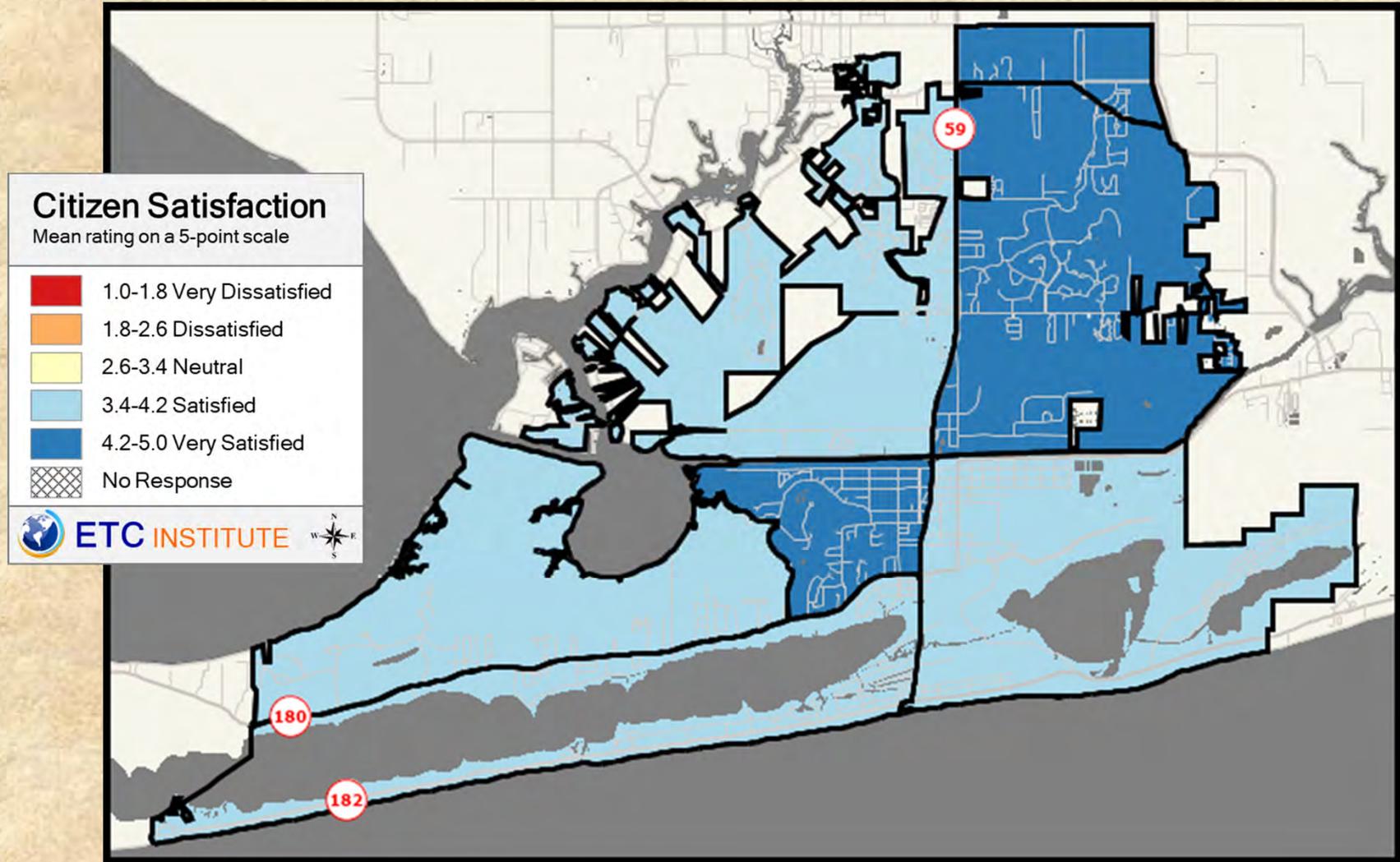
Q3-1. Satisfaction with overall value that you receive for your city tax dollars and fees



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

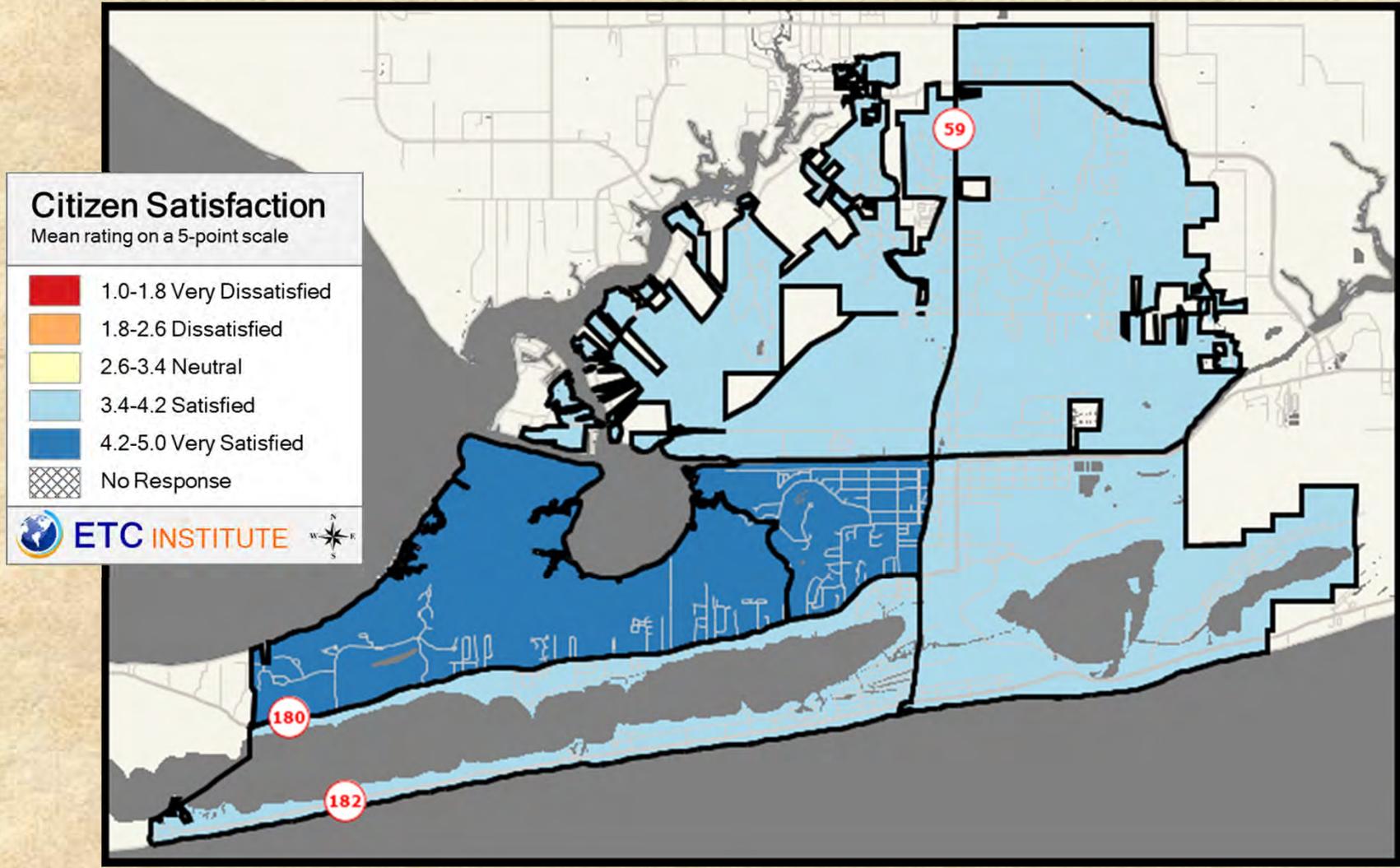
Q3-2. Satisfaction with overall image of the City



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

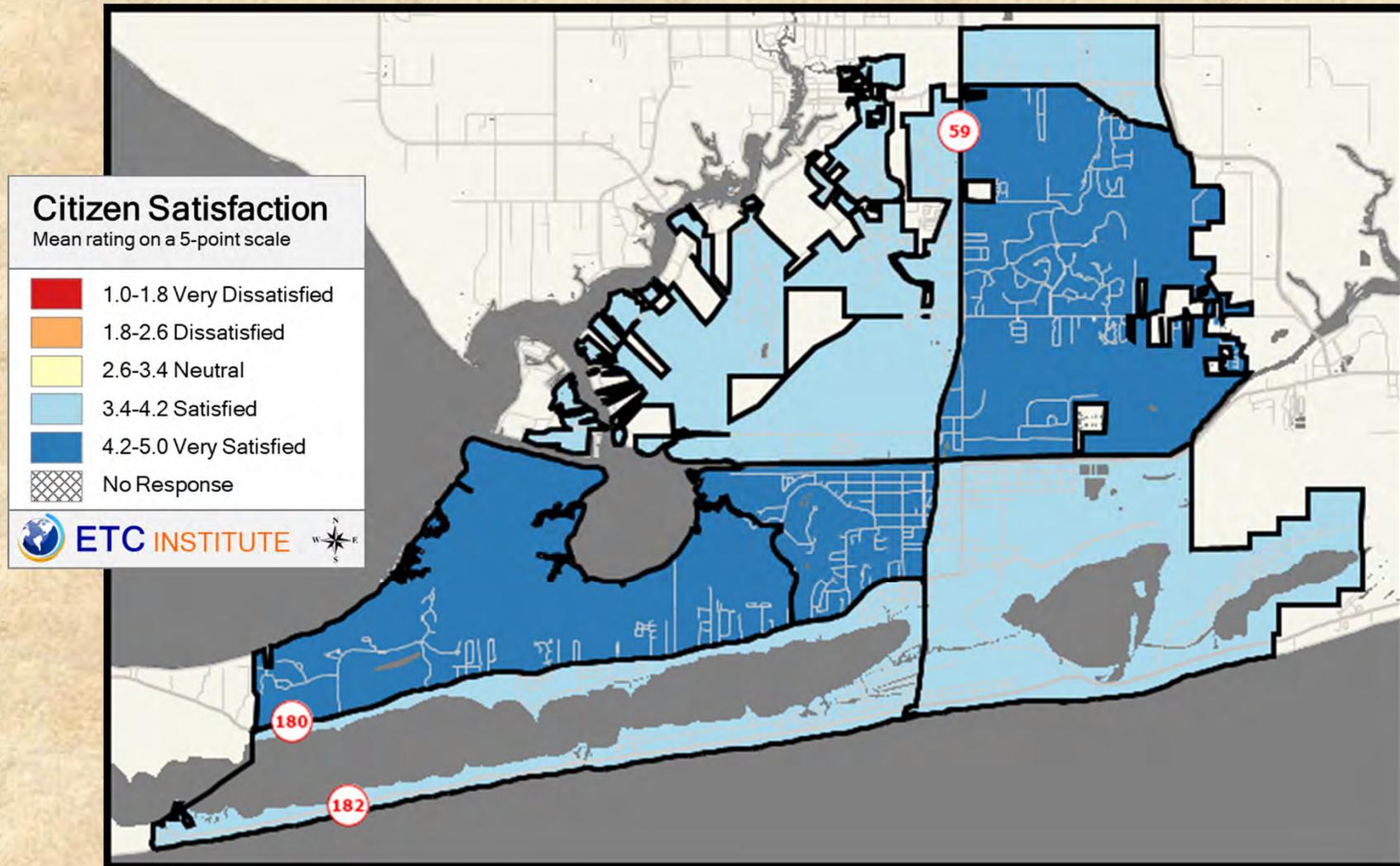
Q3-3. Satisfaction with overall quality of life in the City



2021 City of Gulf Shores Community Survey

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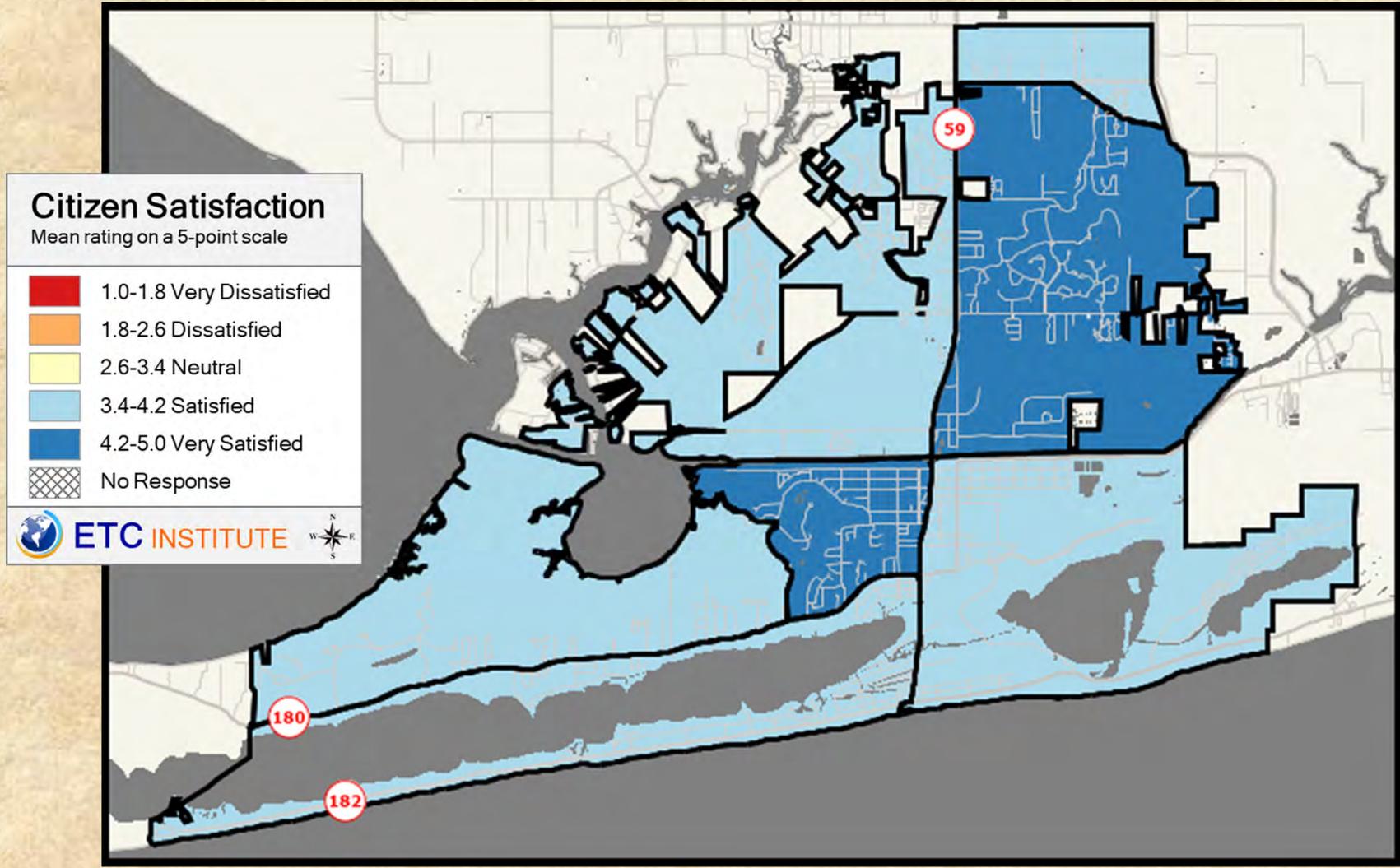
Q3-4. Satisfaction with overall appearance of the City



2021 City of Gulf Shores Community Survey

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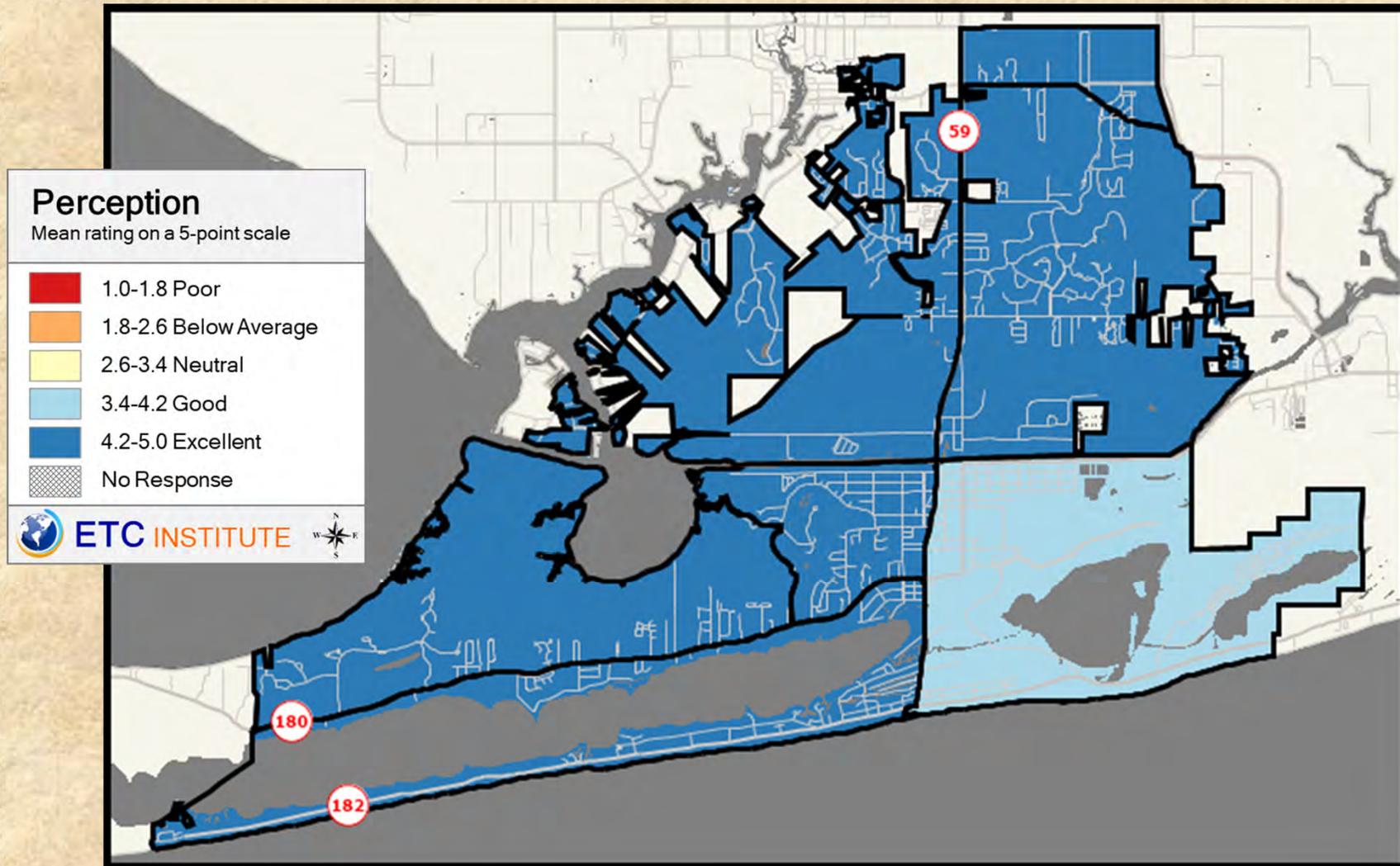
Q3-5. Satisfaction with overall quality of City services



2021 City of Gulf Shores Community Survey

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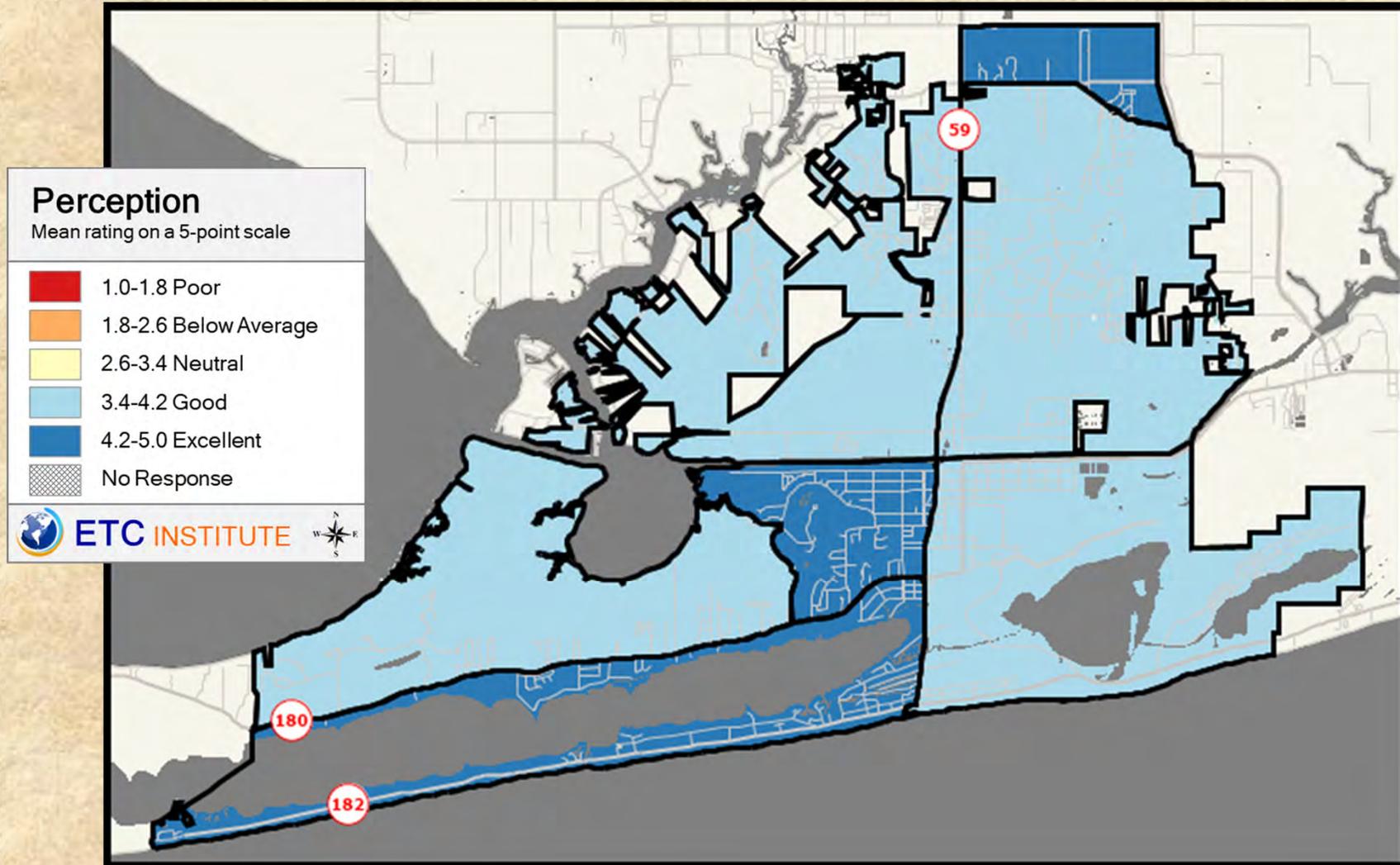
Q4-1. Ratings of the City as a place to live



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

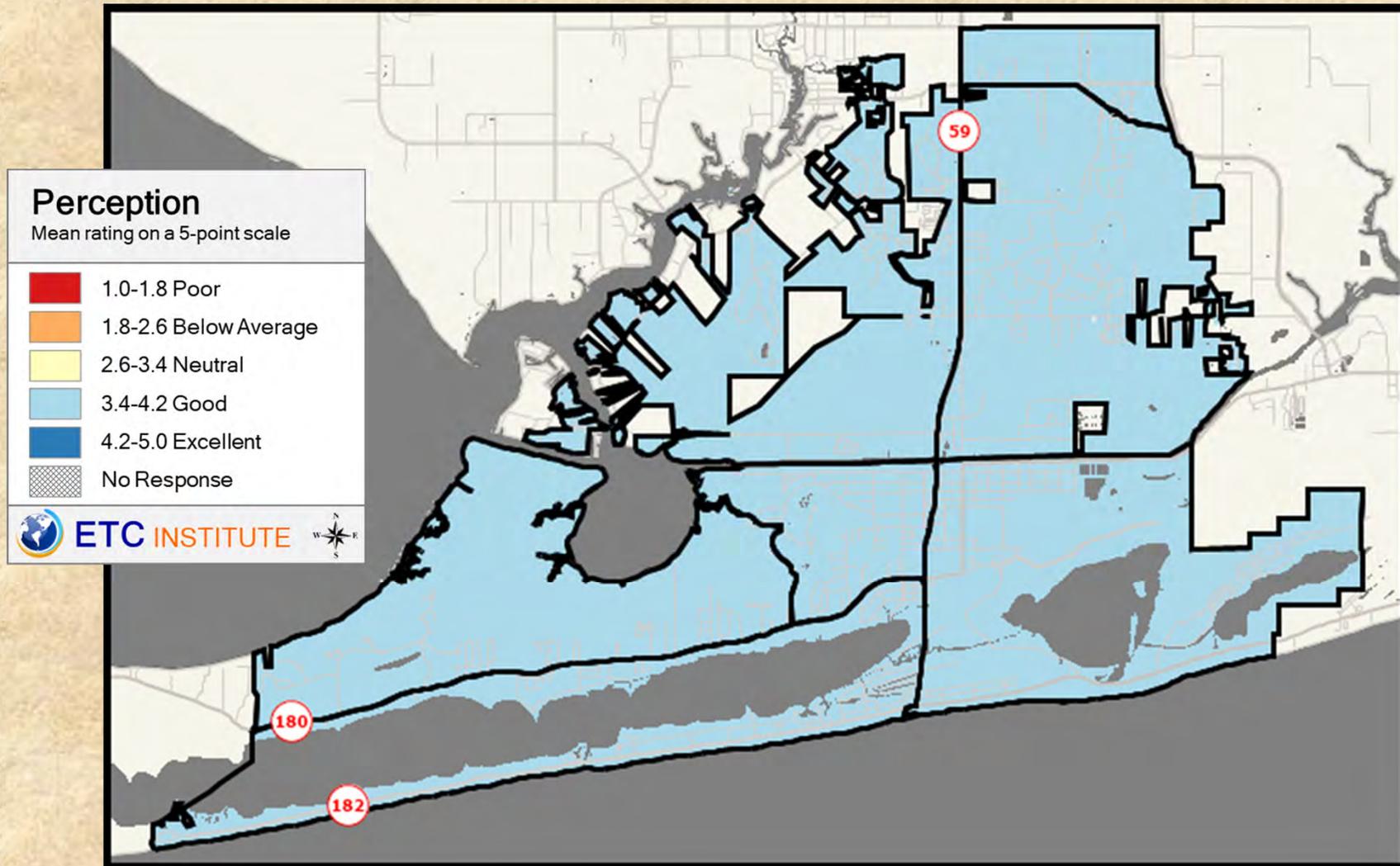
Q4-2. Ratings of the City as a place to raise children



2021 City of Gulf Shores Community Survey

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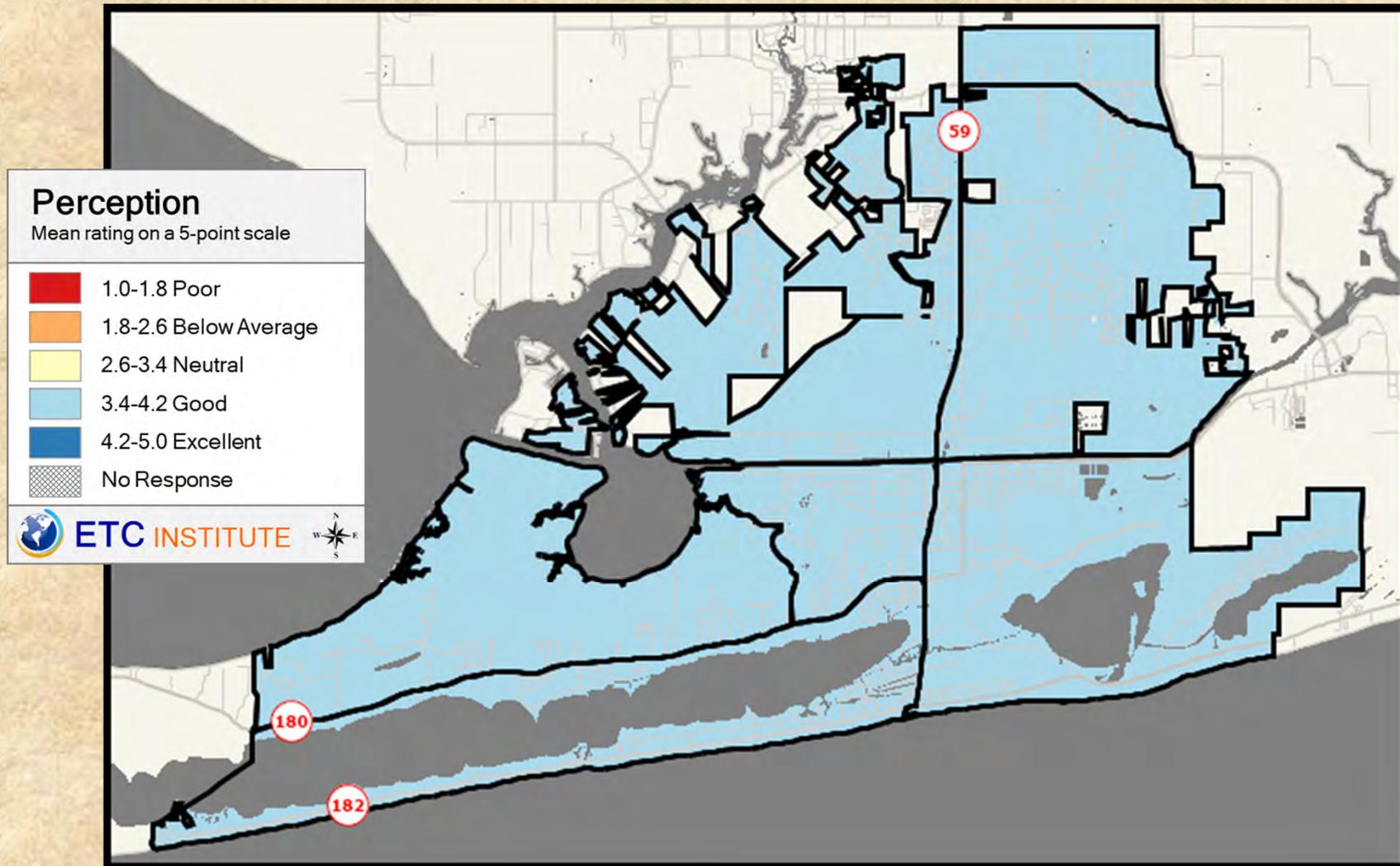
Q4-3. Ratings of the City as a place to work



2021 City of Gulf Shores Community Survey

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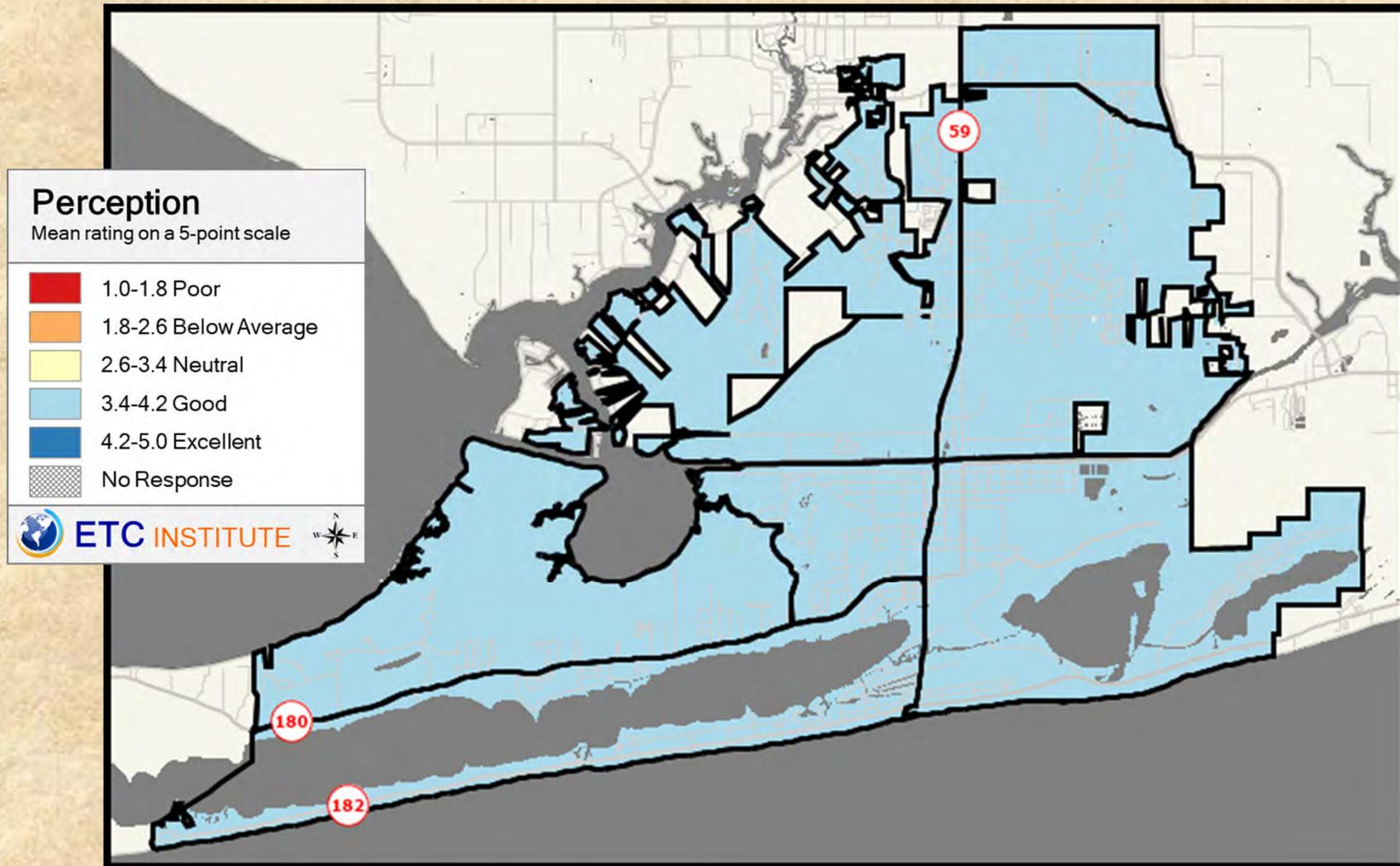
Q4-4. Ratings of the City as a place to do business



2021 City of Gulf Shores Community Survey

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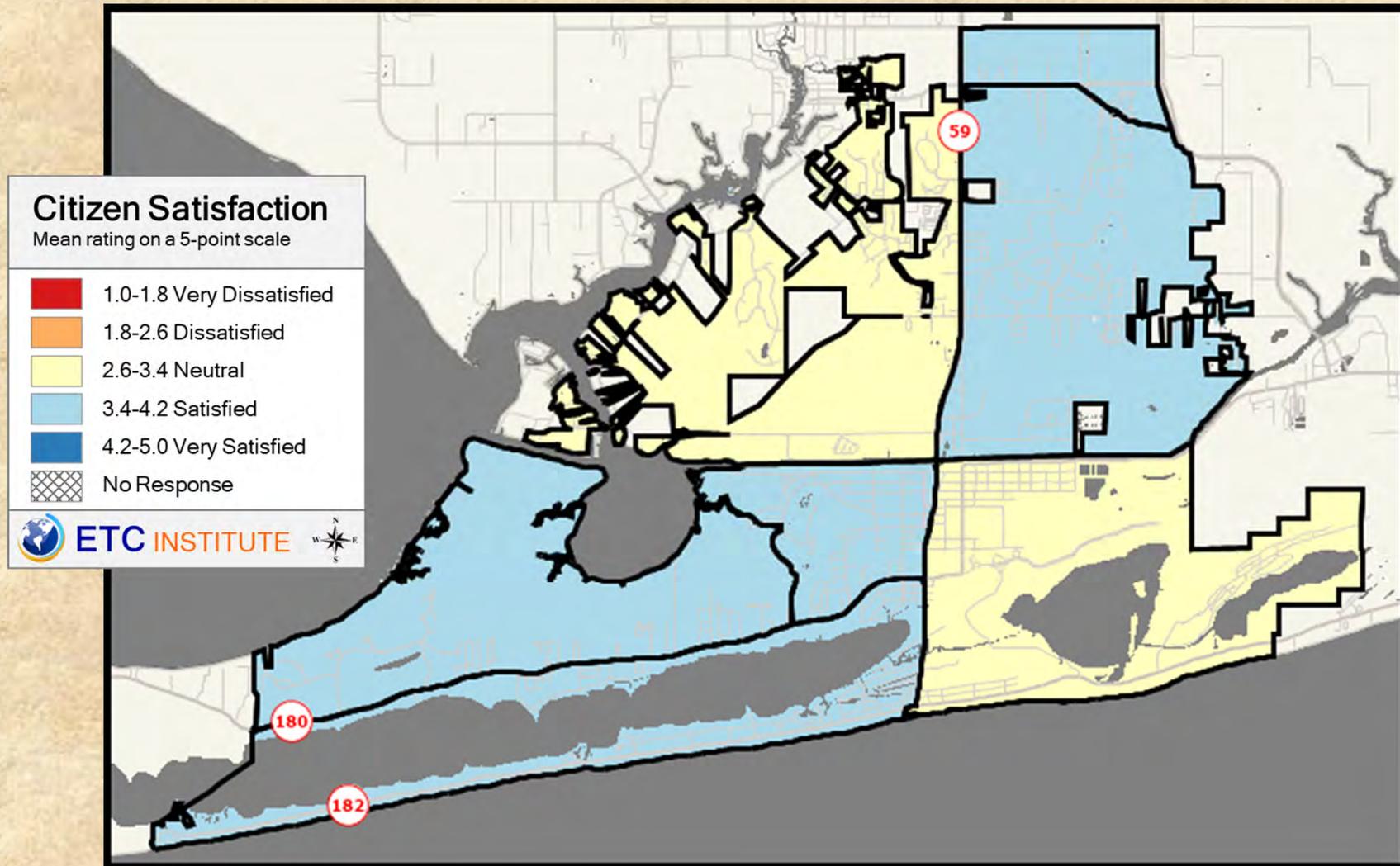
Q4-5. Ratings of the City as an inclusive community



2021 City of Gulf Shores Community Survey

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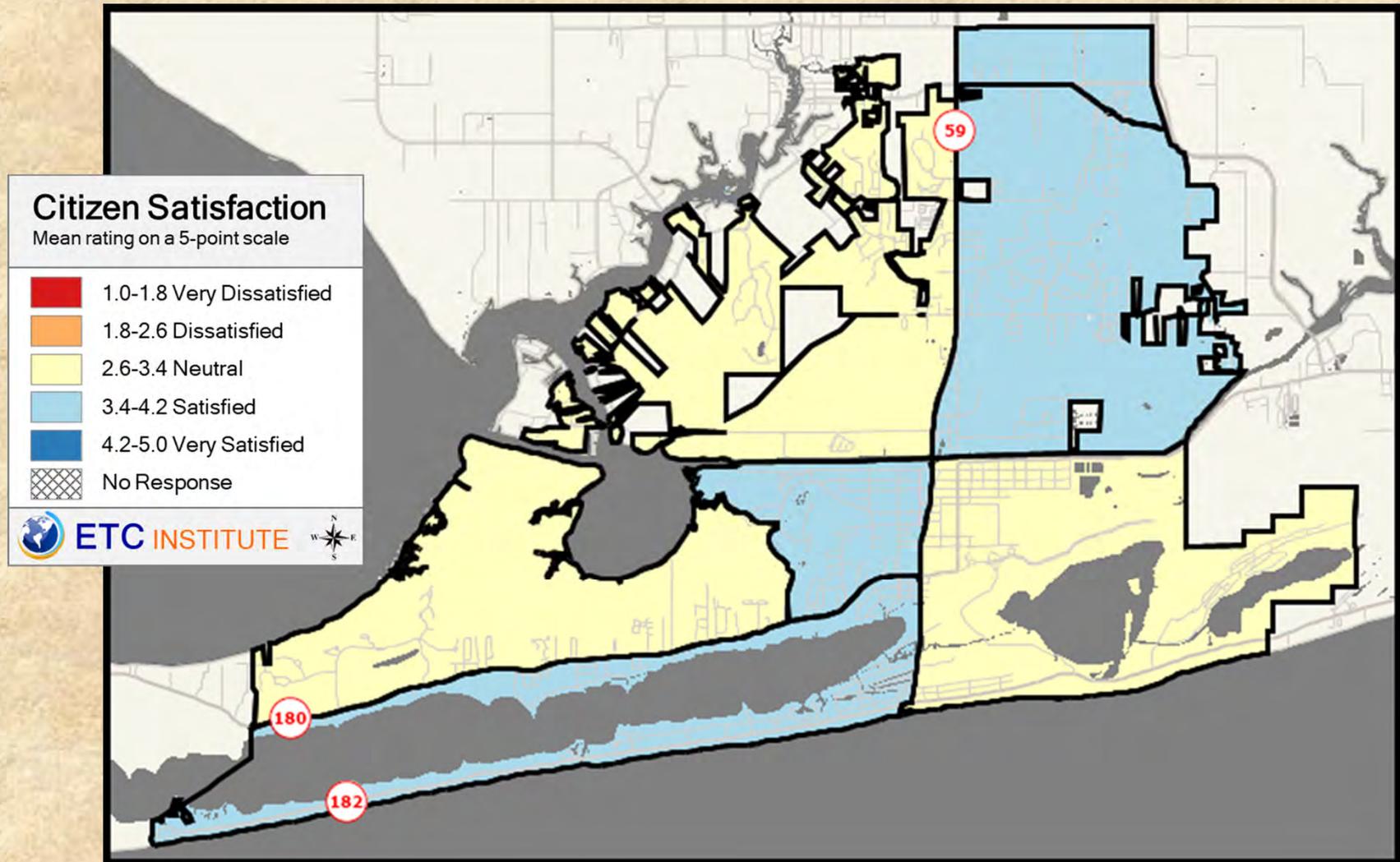
Q5-1. Satisfaction with overall quality of leadership provided by the City's elected officials



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

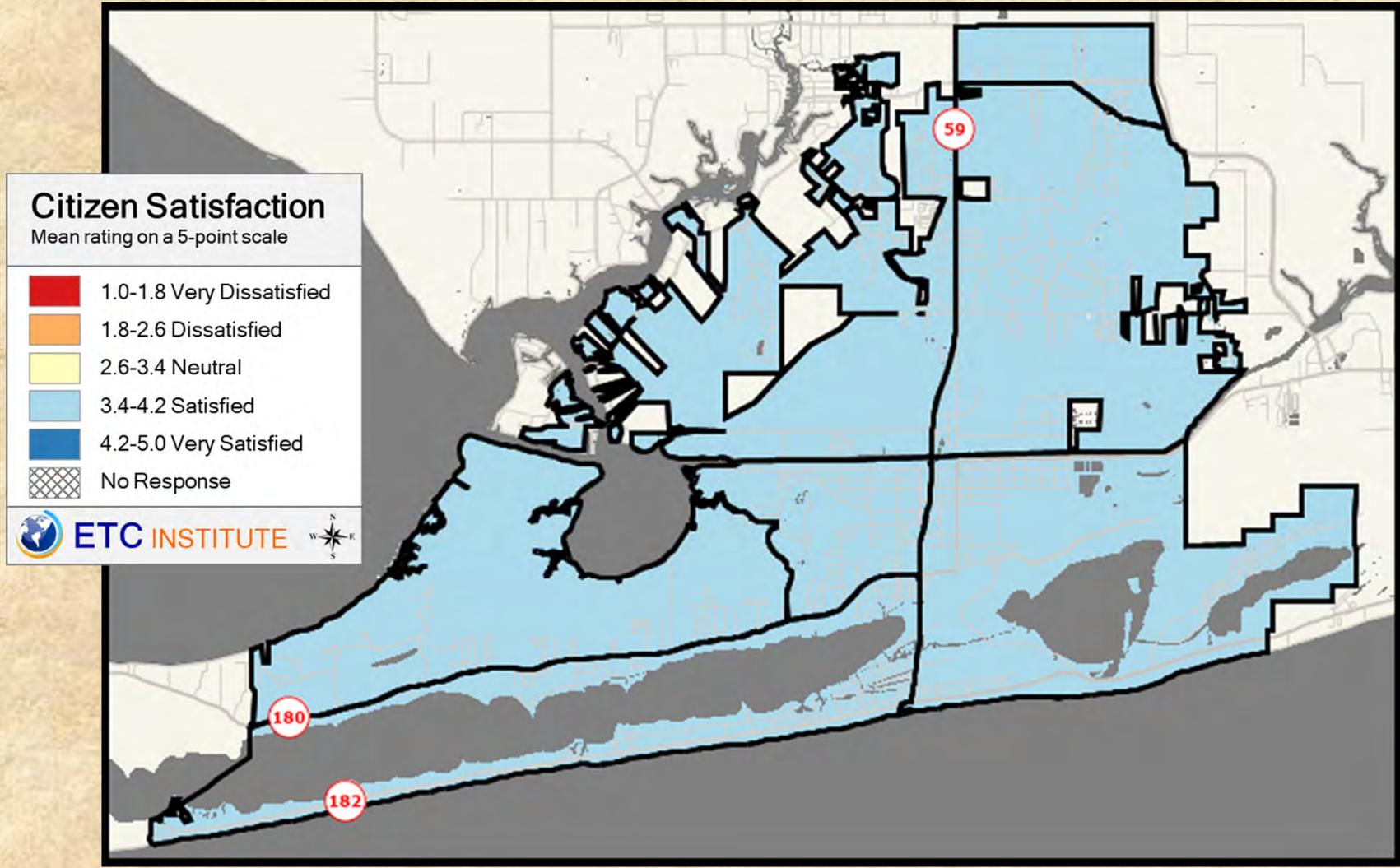
Q5-2. Satisfaction with overall level of community engagement by the City's elected officials



2021 City of Gulf Shores Community Survey

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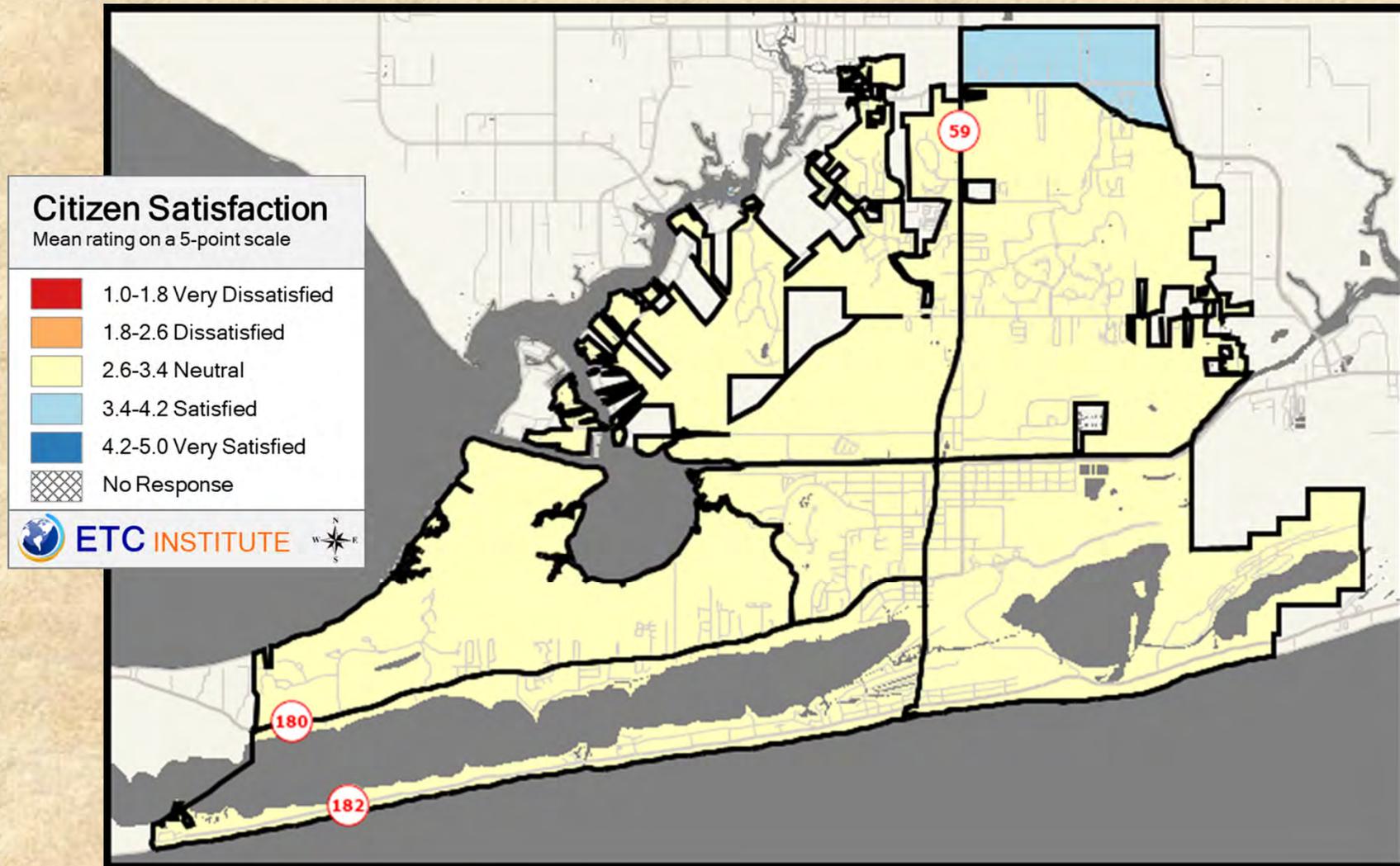
Q5-3. Satisfaction with overall effectiveness of the City staff and administration



2021 City of Gulf Shores Community Survey

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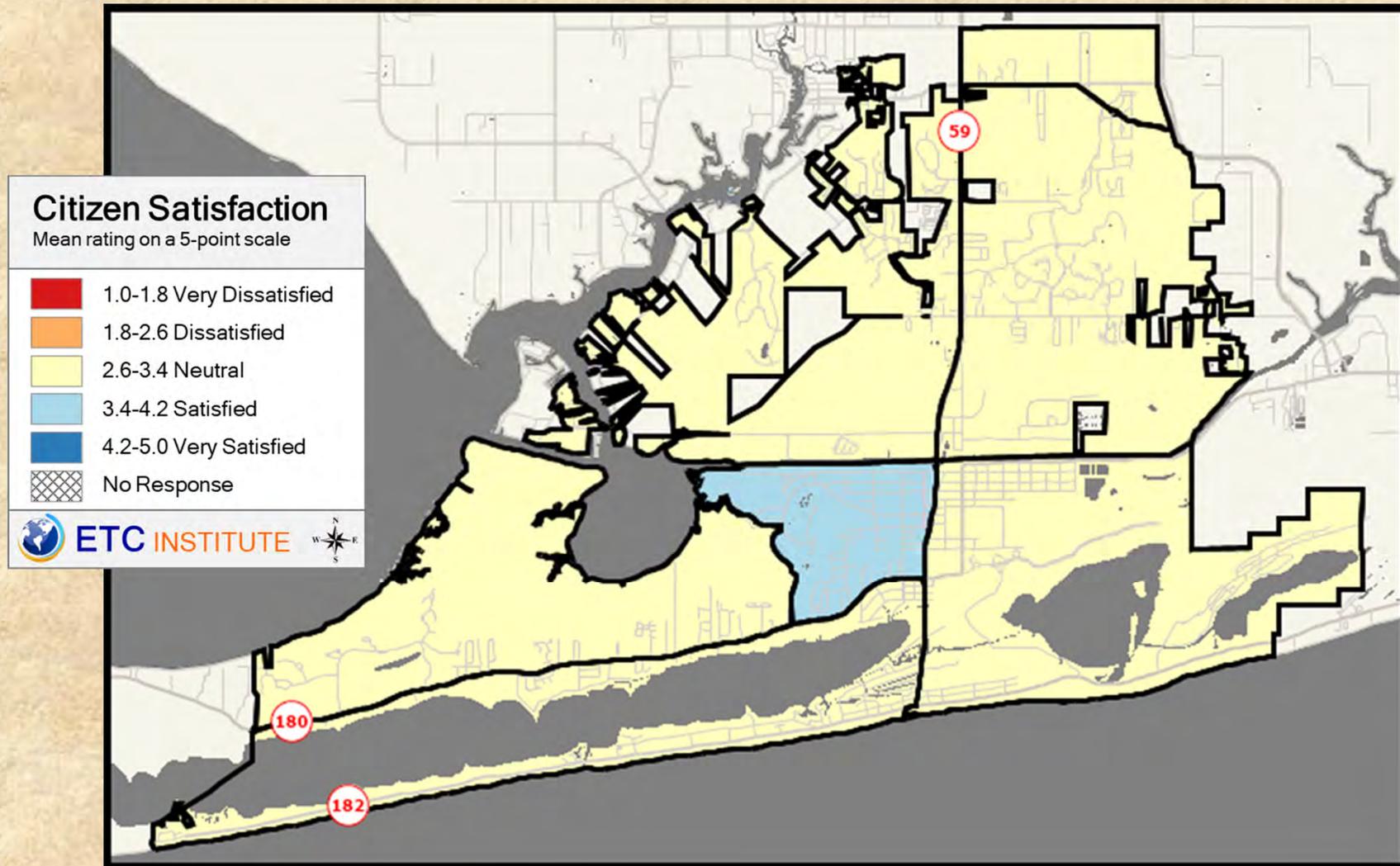
Q5-4. Satisfaction with level of public involvement in local decision-making



2021 City of Gulf Shores Community Survey

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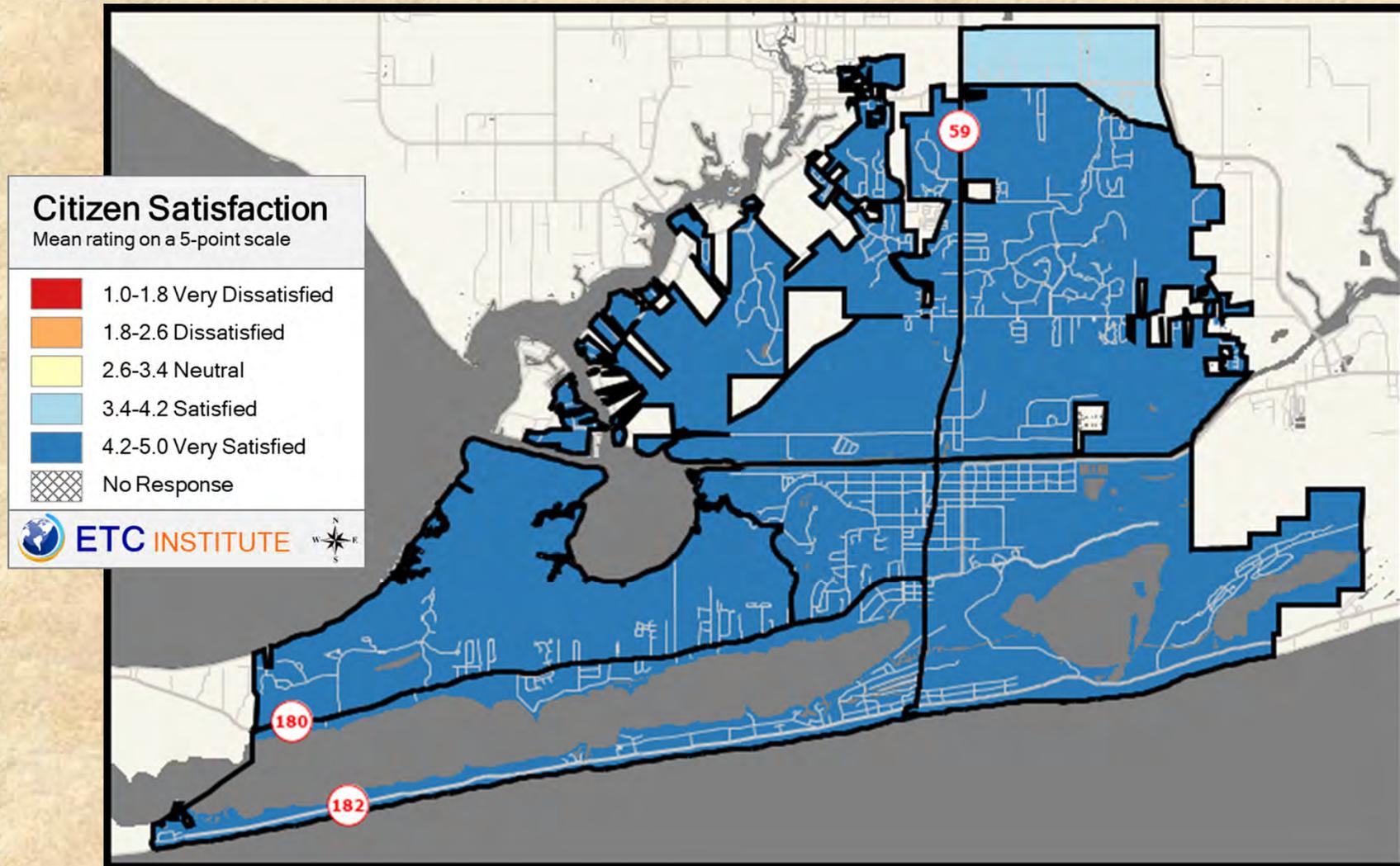
Q5-5. Satisfaction with transparency of City government



2021 City of Gulf Shores Community Survey

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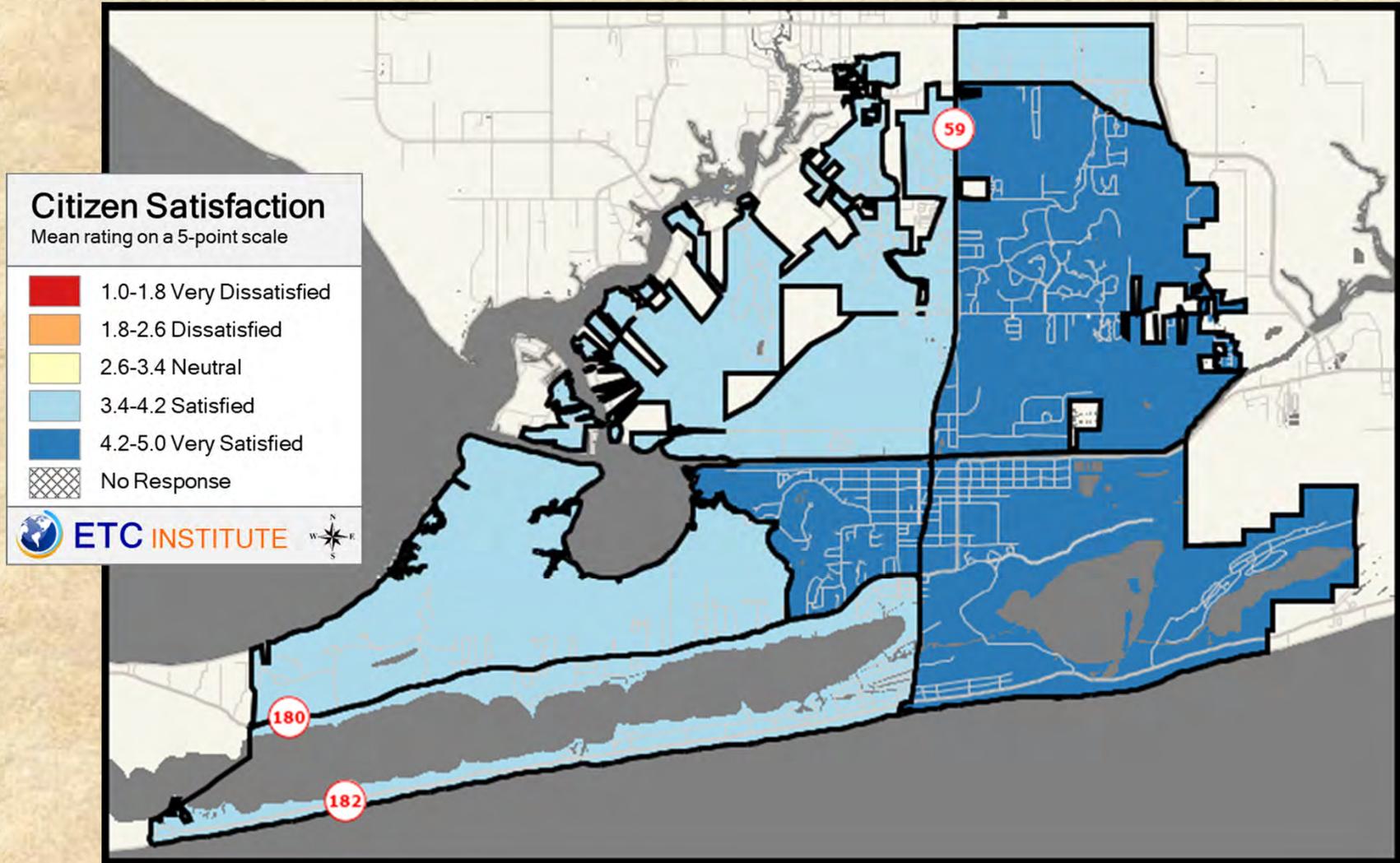
Q6-01. Satisfaction with overall quality of police protection



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

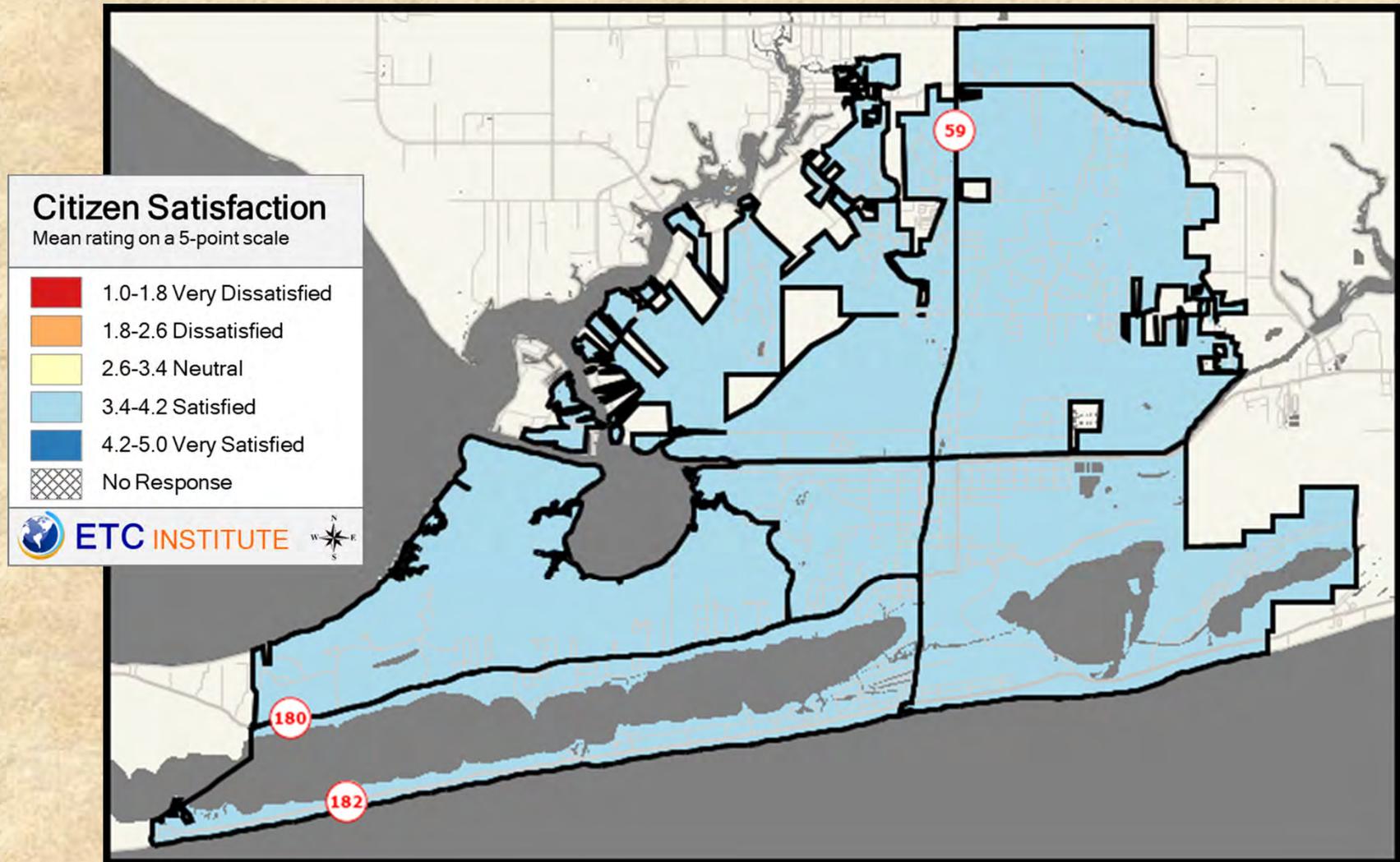
Q6-02. Satisfaction with visibility of police in neighborhoods



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

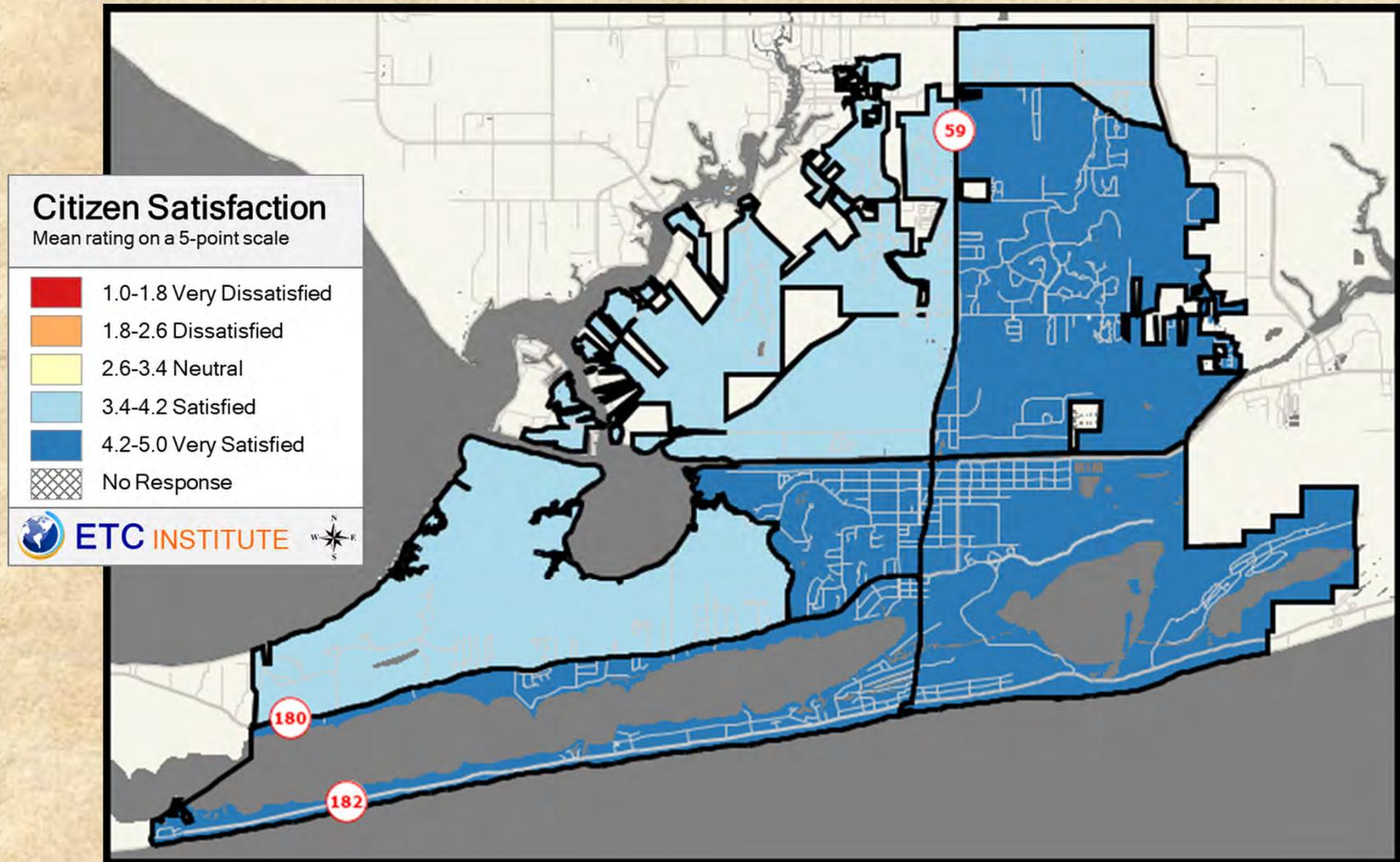
Q6-03. Satisfaction with visibility of police in retail areas



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

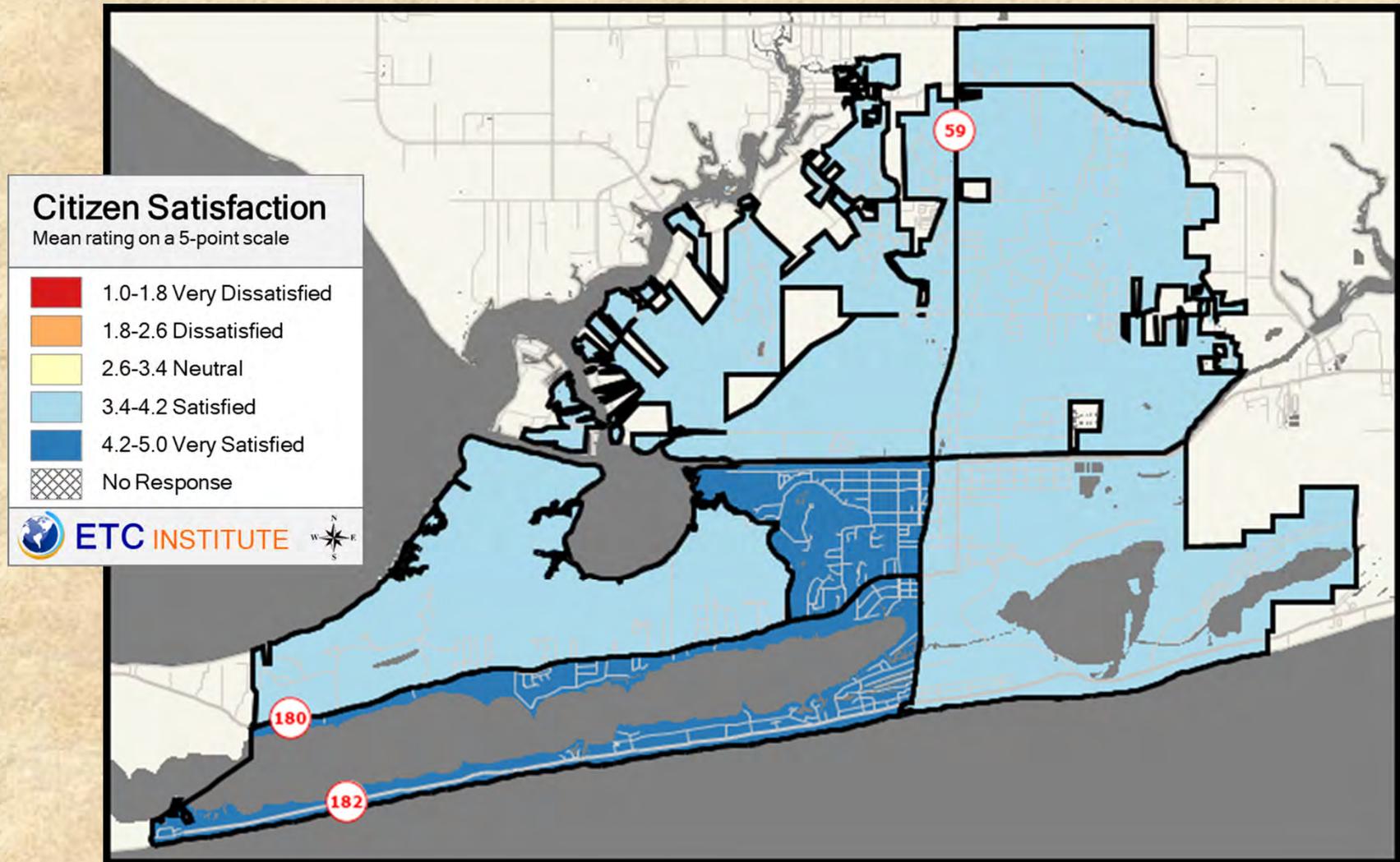
Q6-04. Satisfaction with police response time



2021 City of Gulf Shores Community Survey

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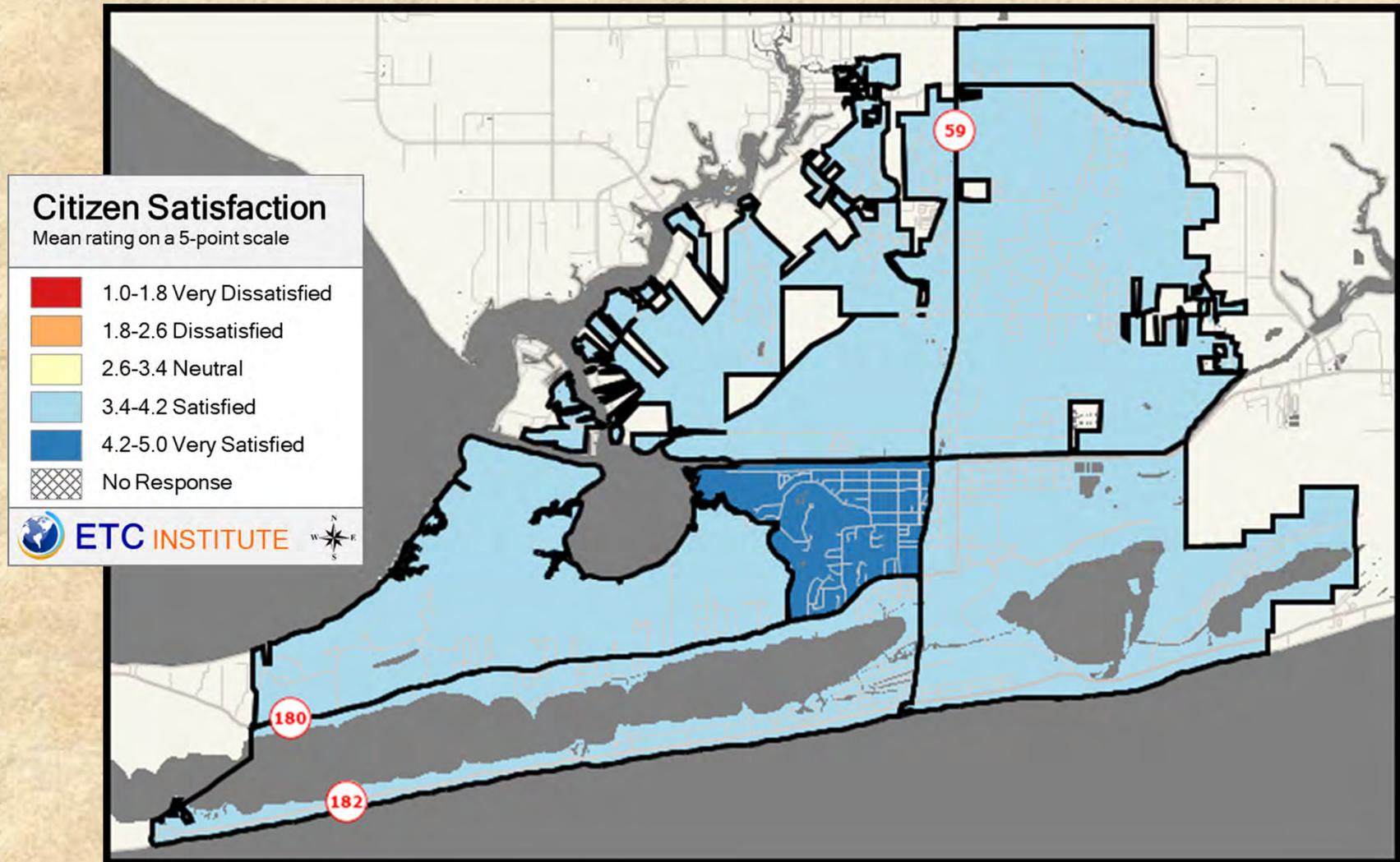
Q6-05. Satisfaction with efforts to prevent crime



2021 City of Gulf Shores Community Survey

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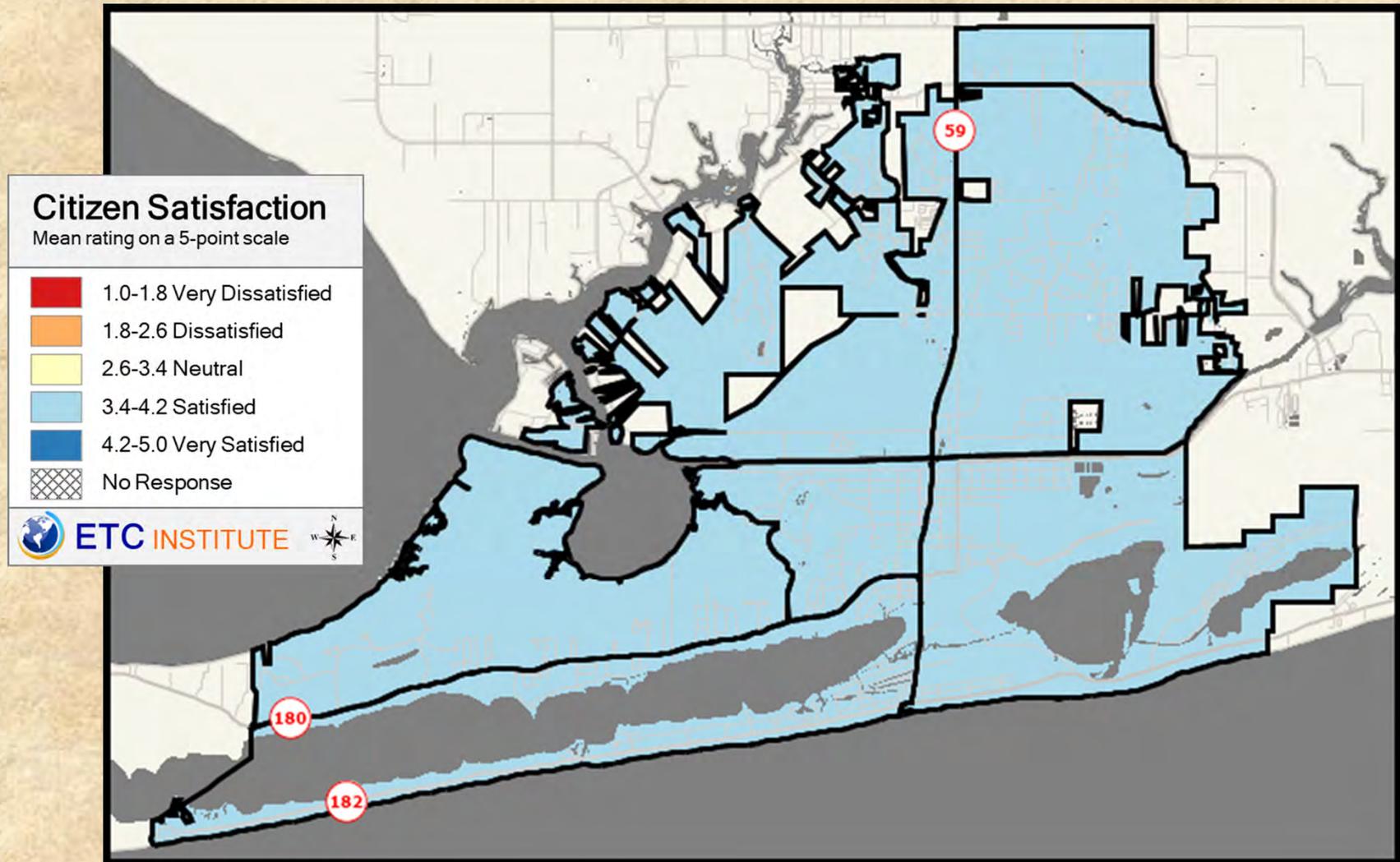
Q6-06. Satisfaction with enforcement of criminal laws



2021 City of Gulf Shores Community Survey

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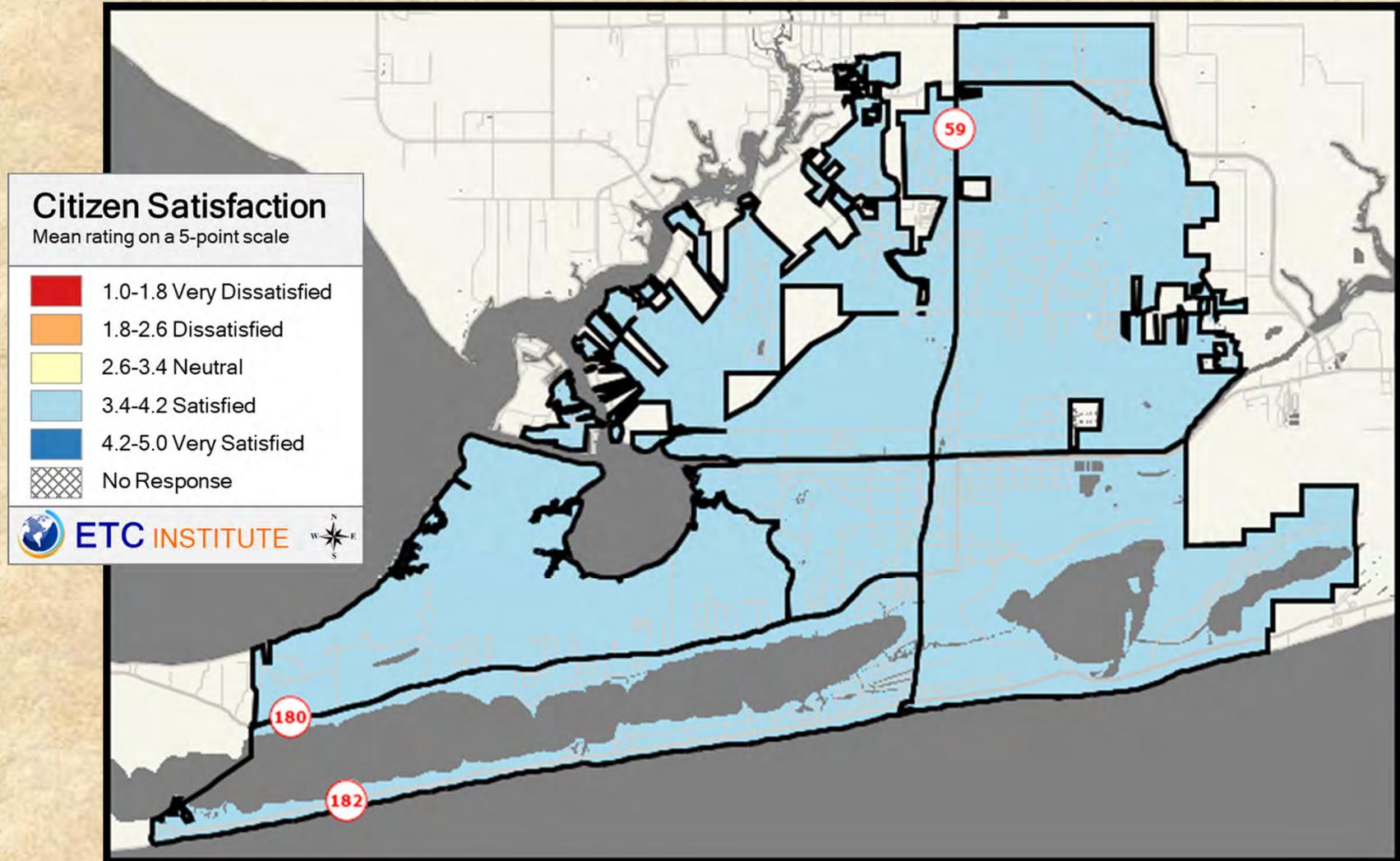
Q6-07. Satisfaction with enforcement of traffic laws



2021 City of Gulf Shores Community Survey

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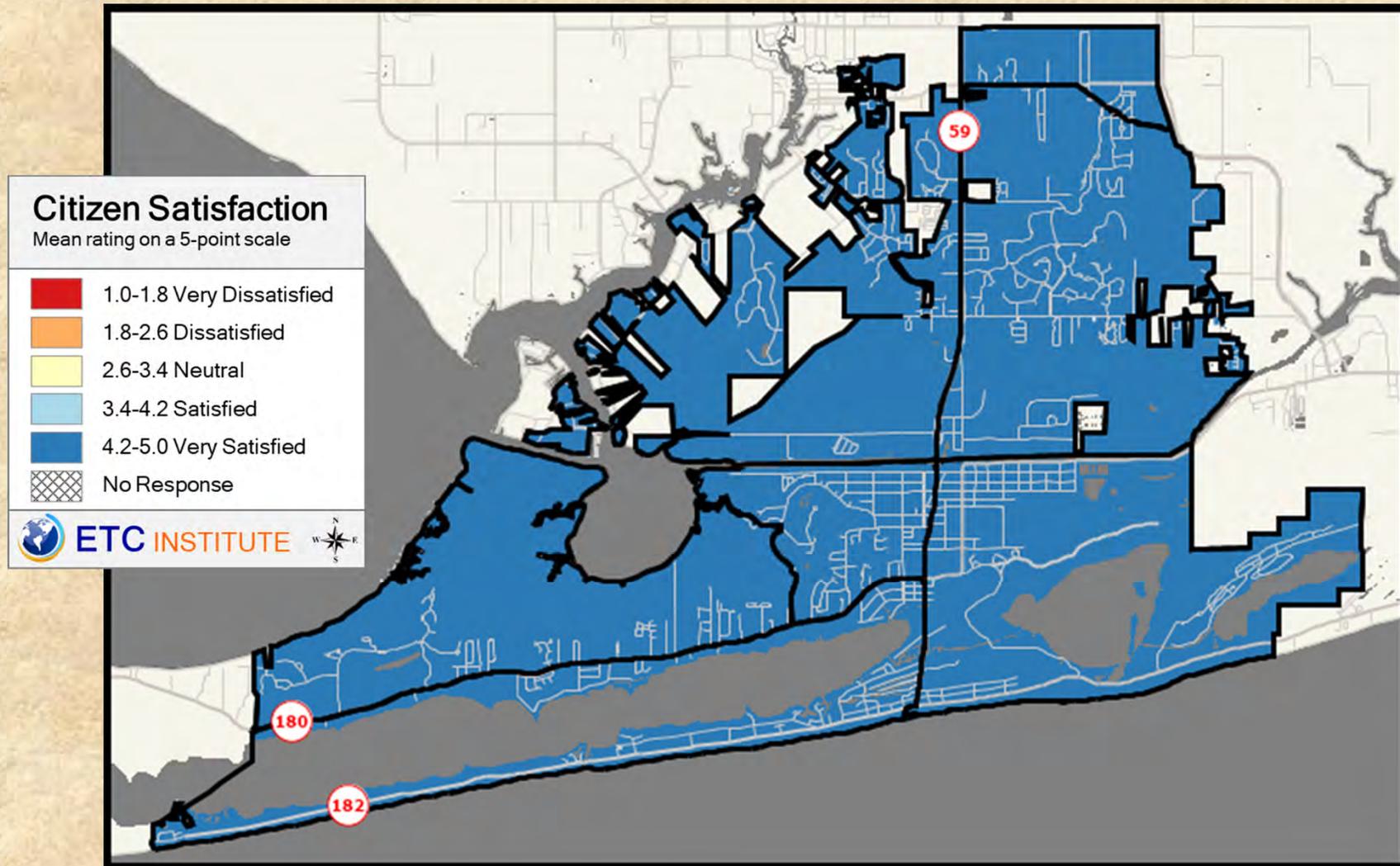
Q6-08. Satisfaction with quality of Police Communications



2021 City of Gulf Shores Community Survey

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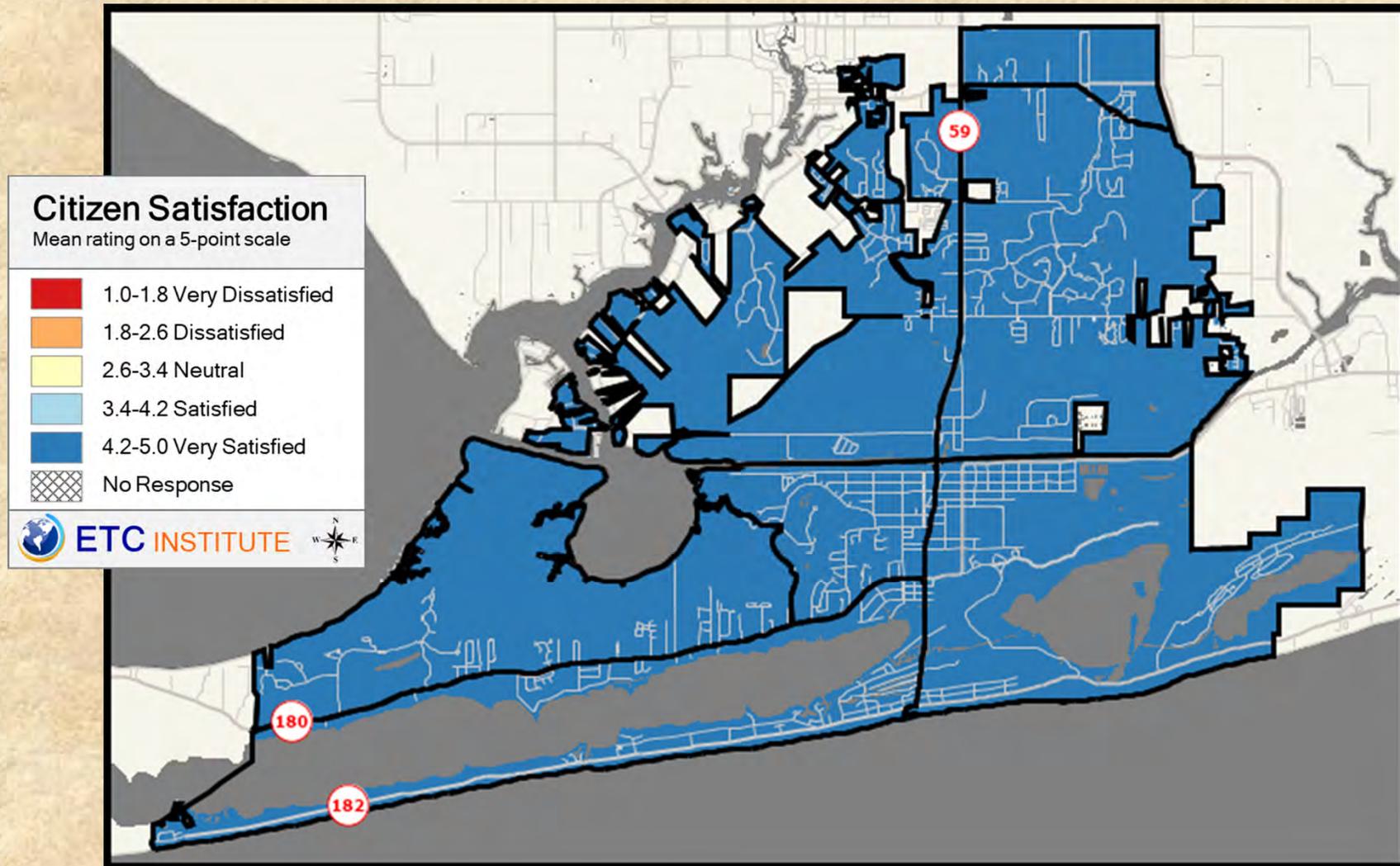
Q6-09. Satisfaction with overall quality of fire protection fire, rescue and emergency medical services



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

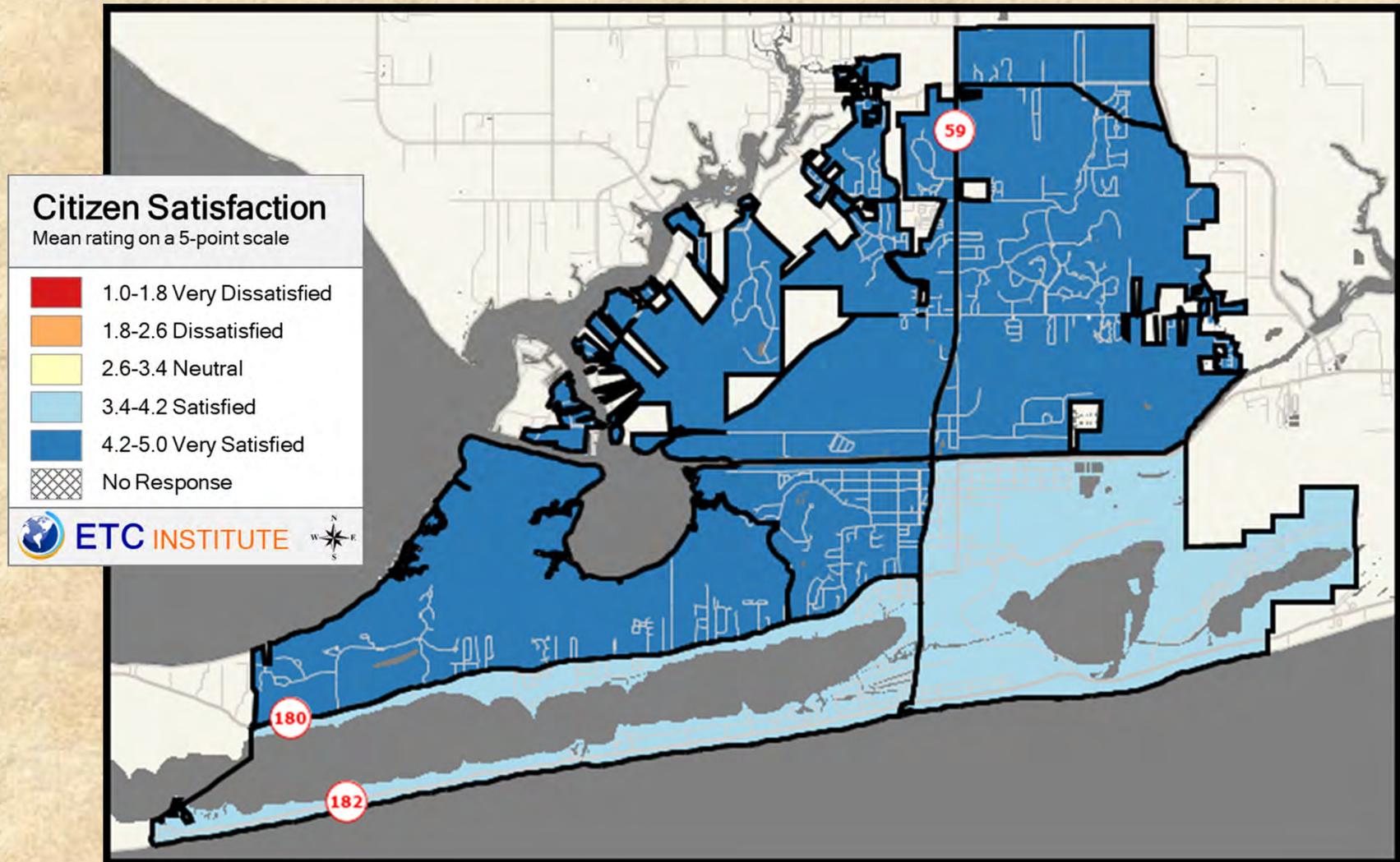
Q6-10. Satisfaction with fire personnel emergency response time



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

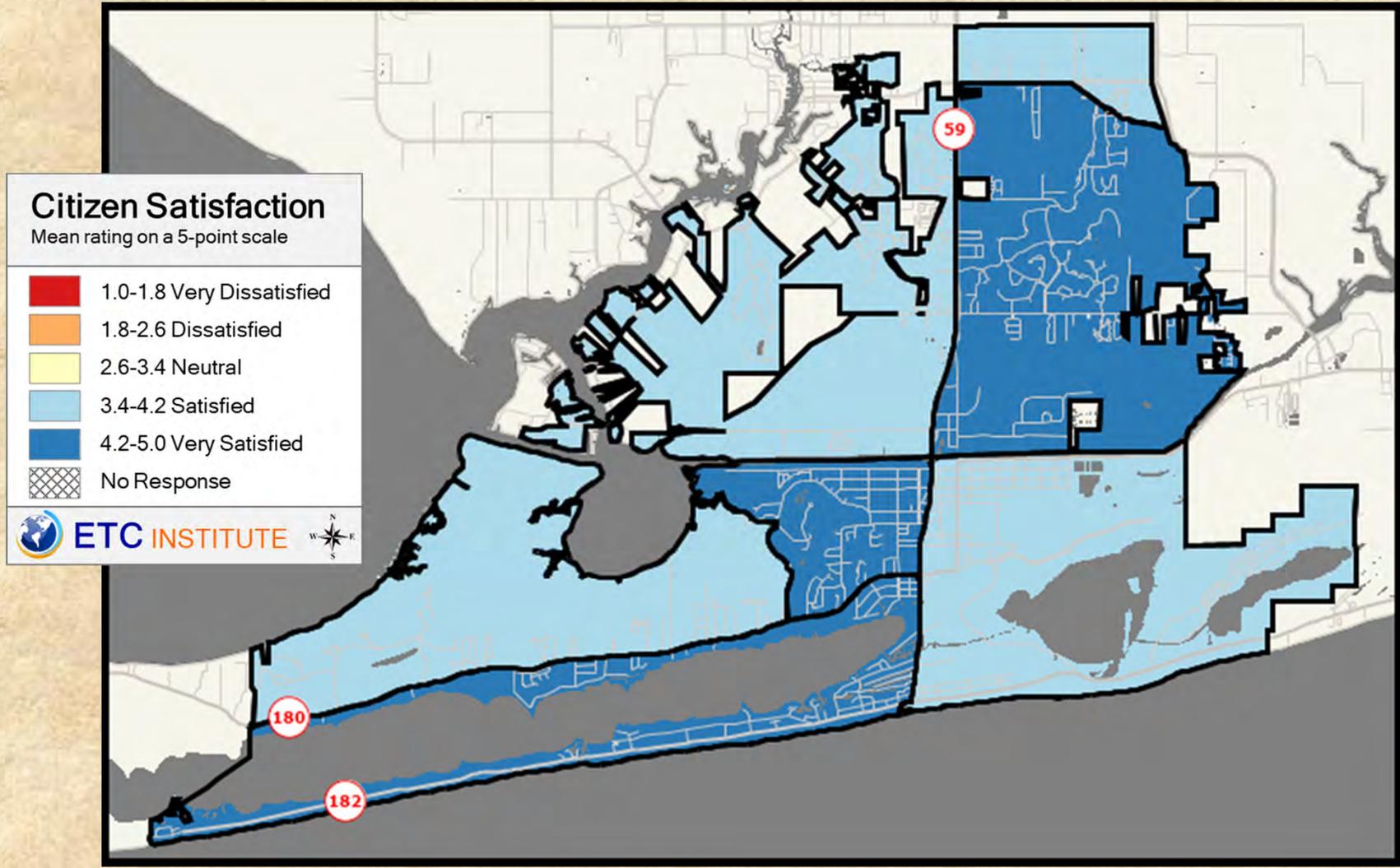
Q6-11. Satisfaction with quality of local ambulance service response time



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

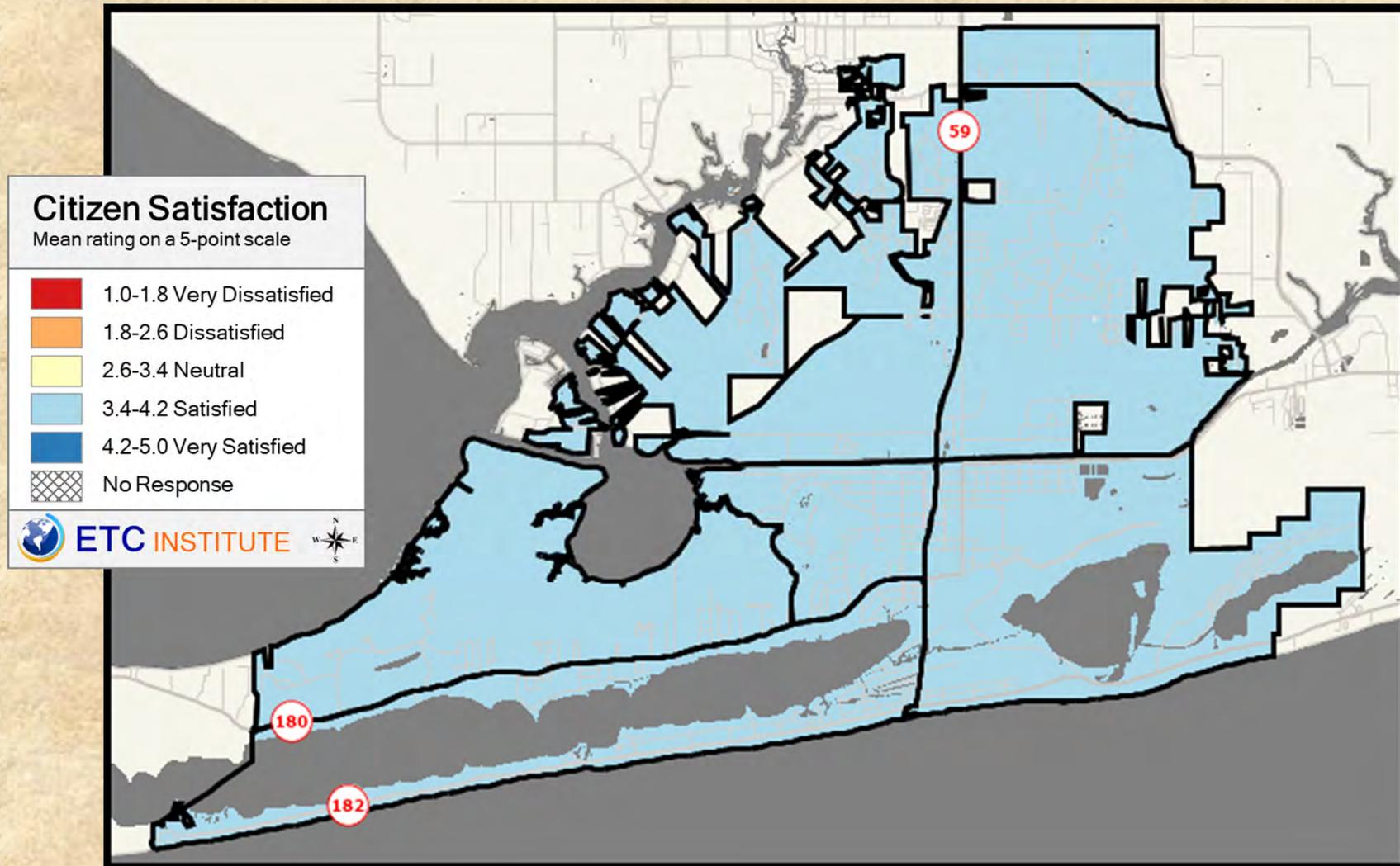
Q6-12. Satisfaction with quality of lifeguard and beach patrol service



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

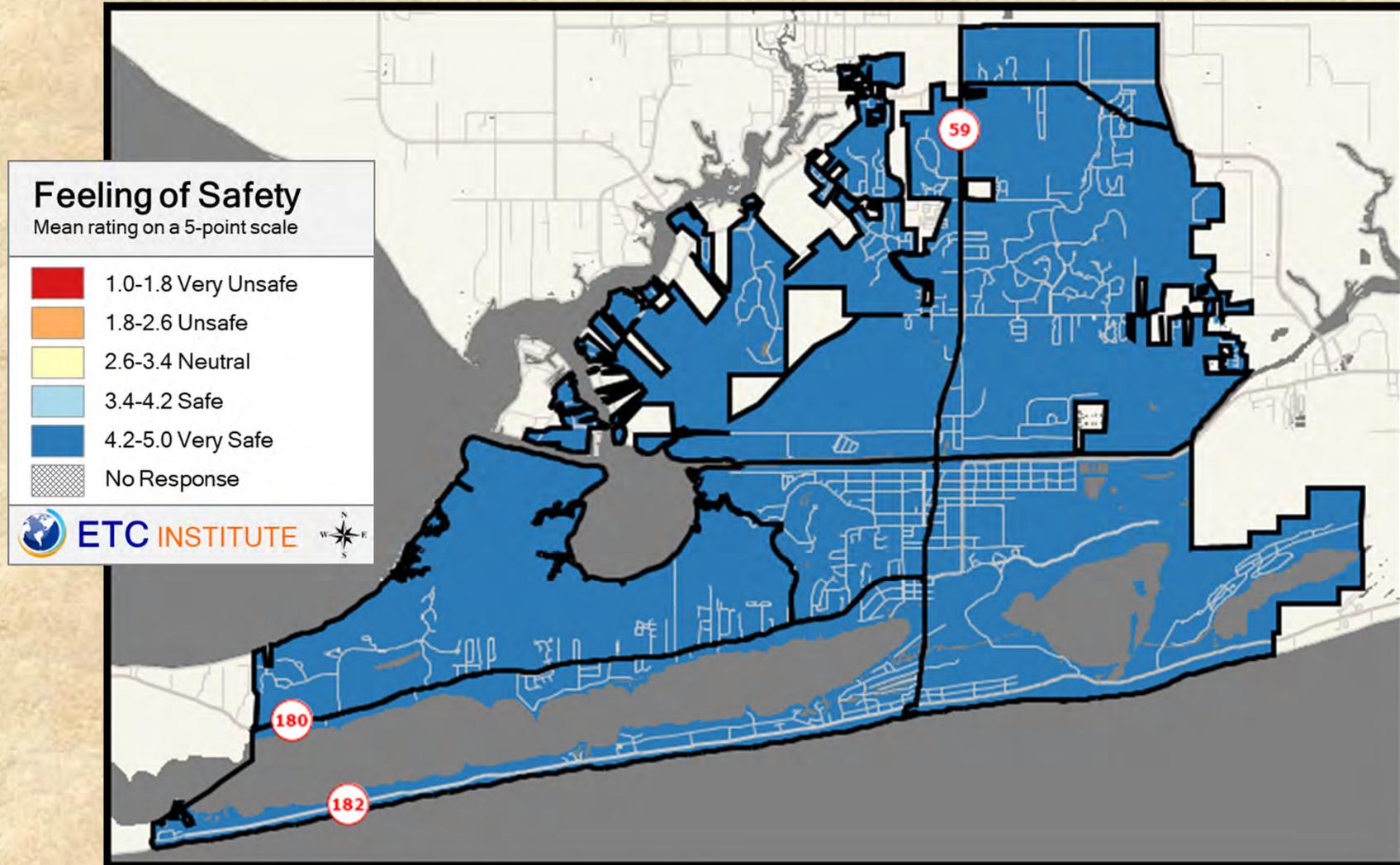
Q6-13. Satisfaction with quality of Fire Rescue Communications



2021 City of Gulf Shores Community Survey

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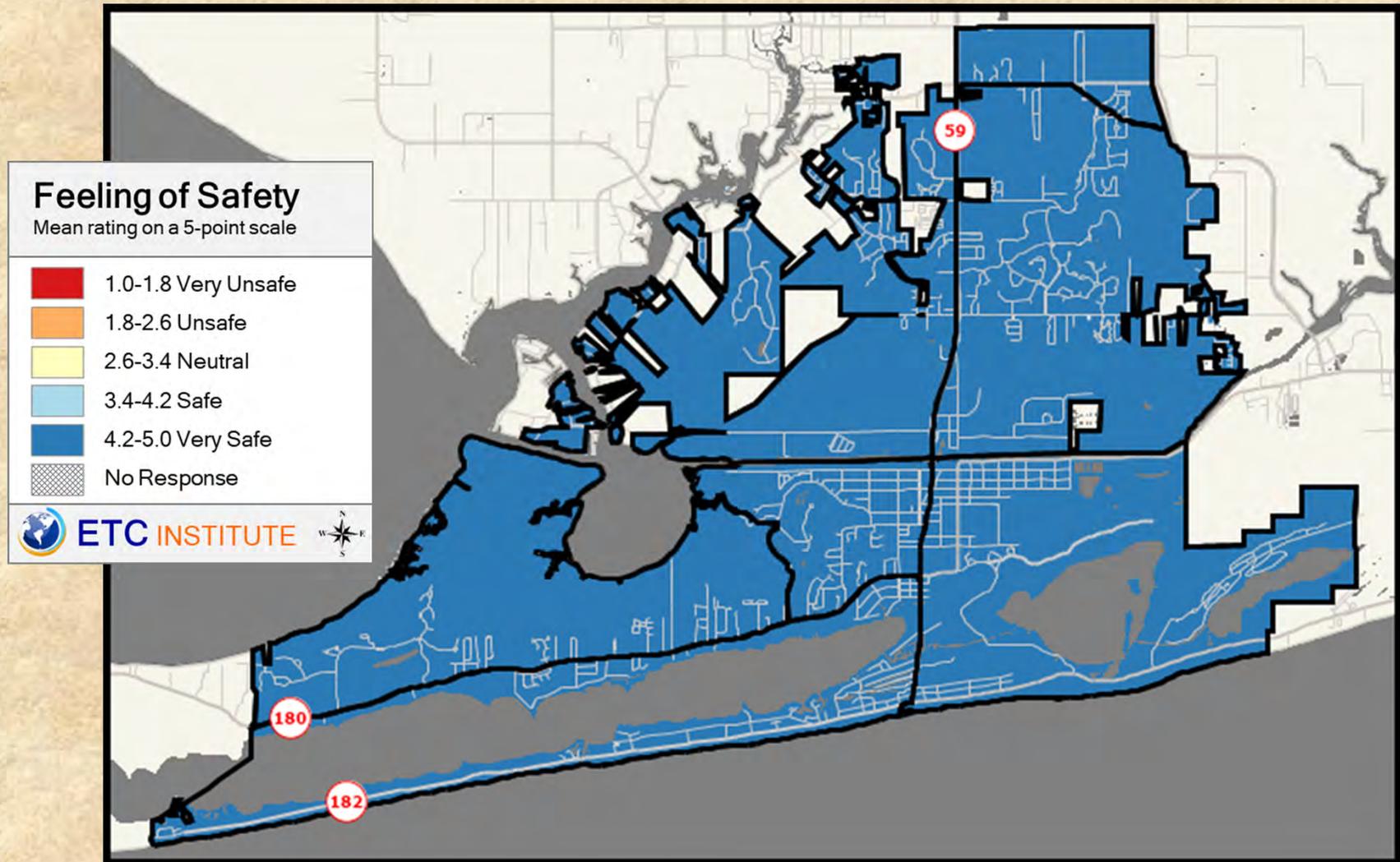
Q8-1. Feeling of safety in your neighborhood during the day



2021 City of Gulf Shores Community Survey

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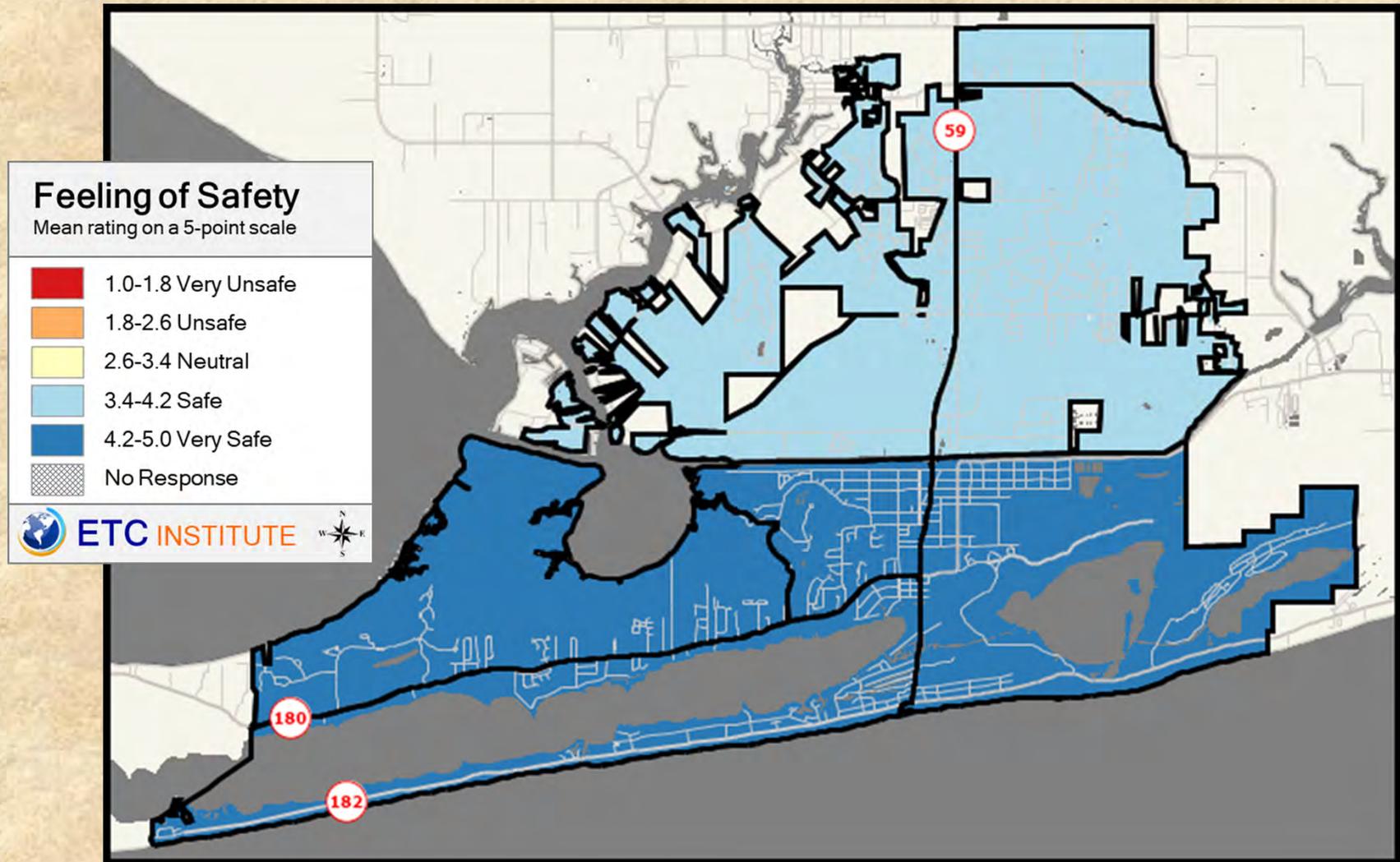
Q8-2. Feeling of safety in your neighborhood at night



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

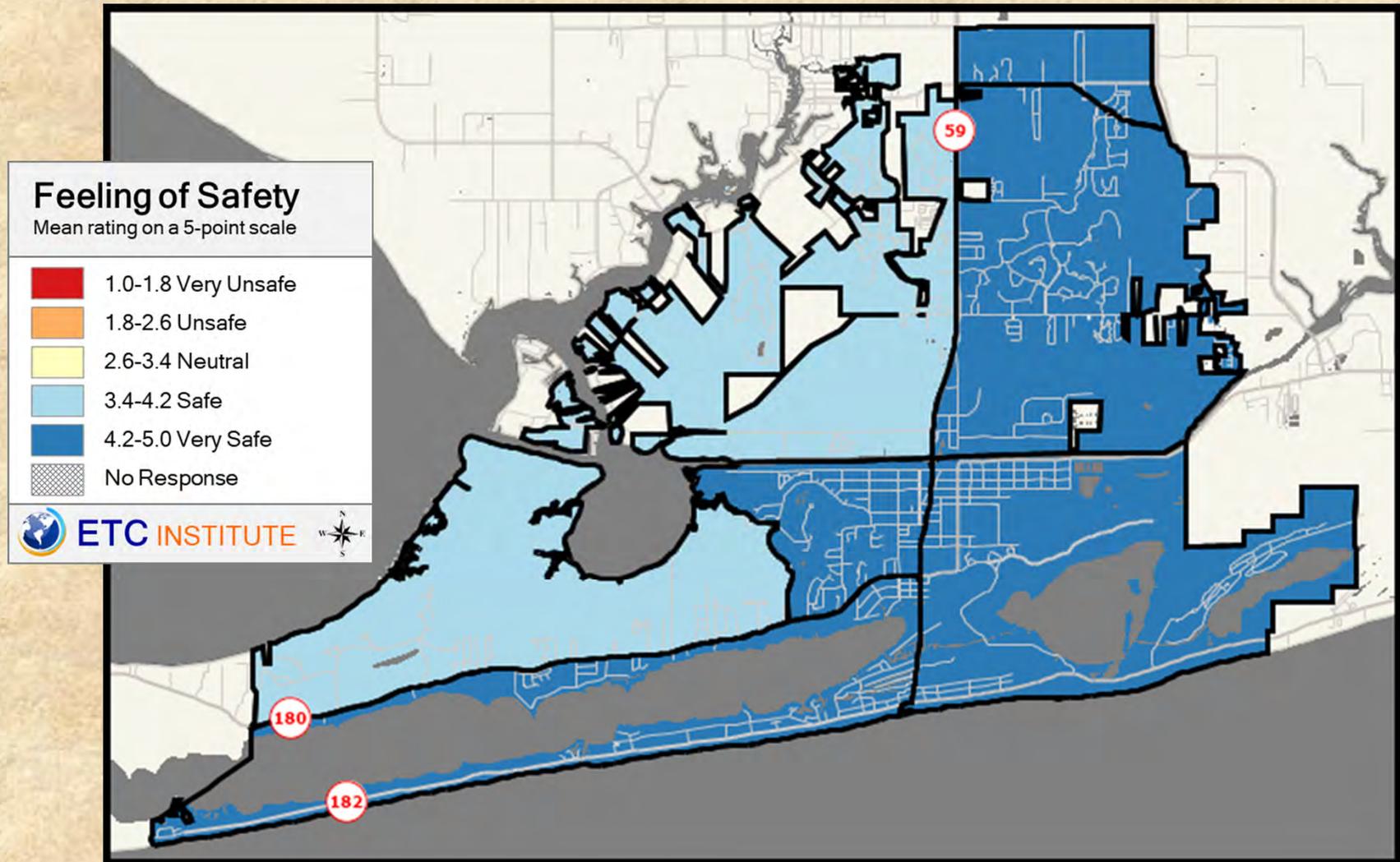
Q8-3. Feeling of safety in the City's parks



2021 City of Gulf Shores Community Survey

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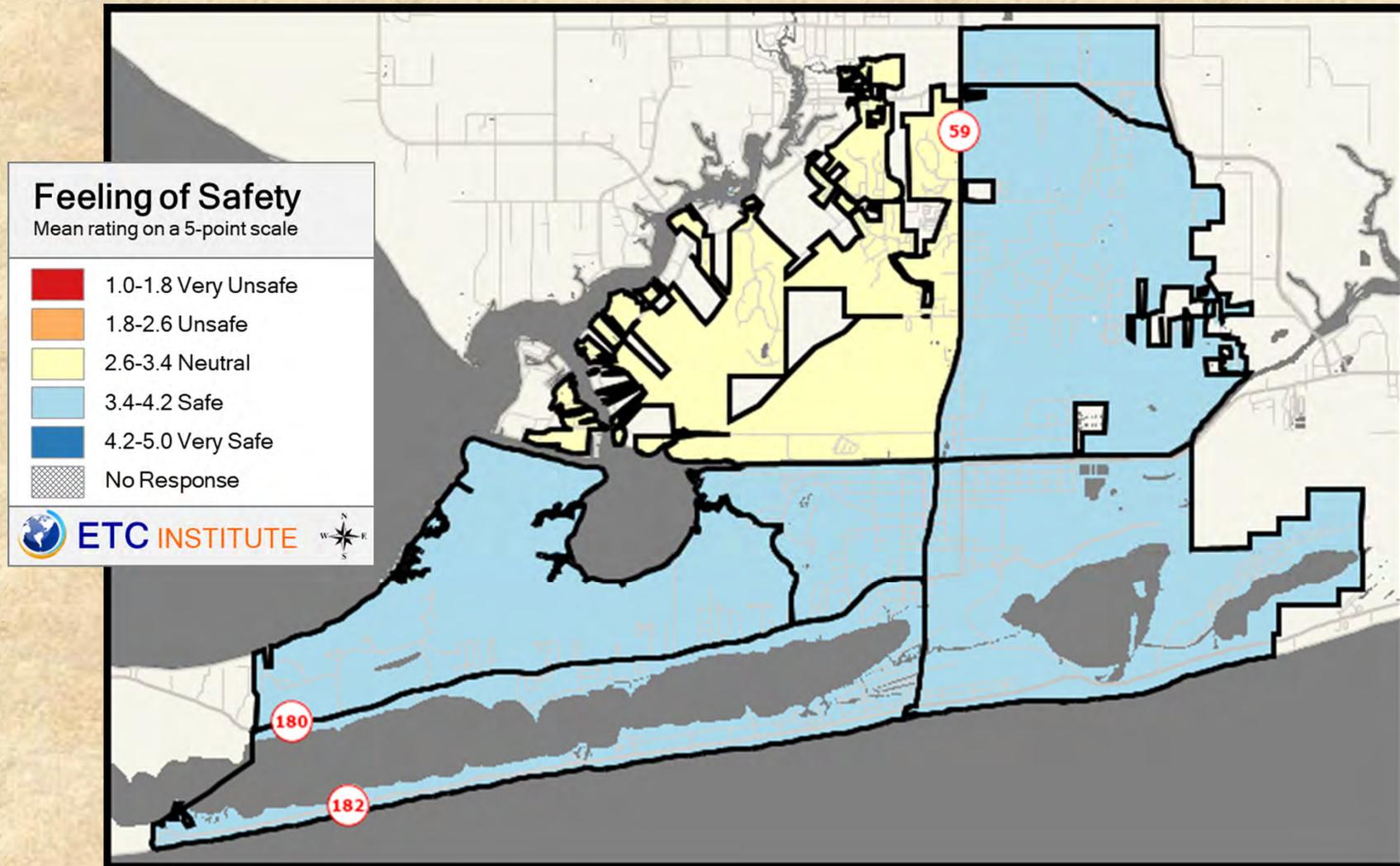
Q8-4. Feeling of safety in commercial and retail areas



2021 City of Gulf Shores Community Survey

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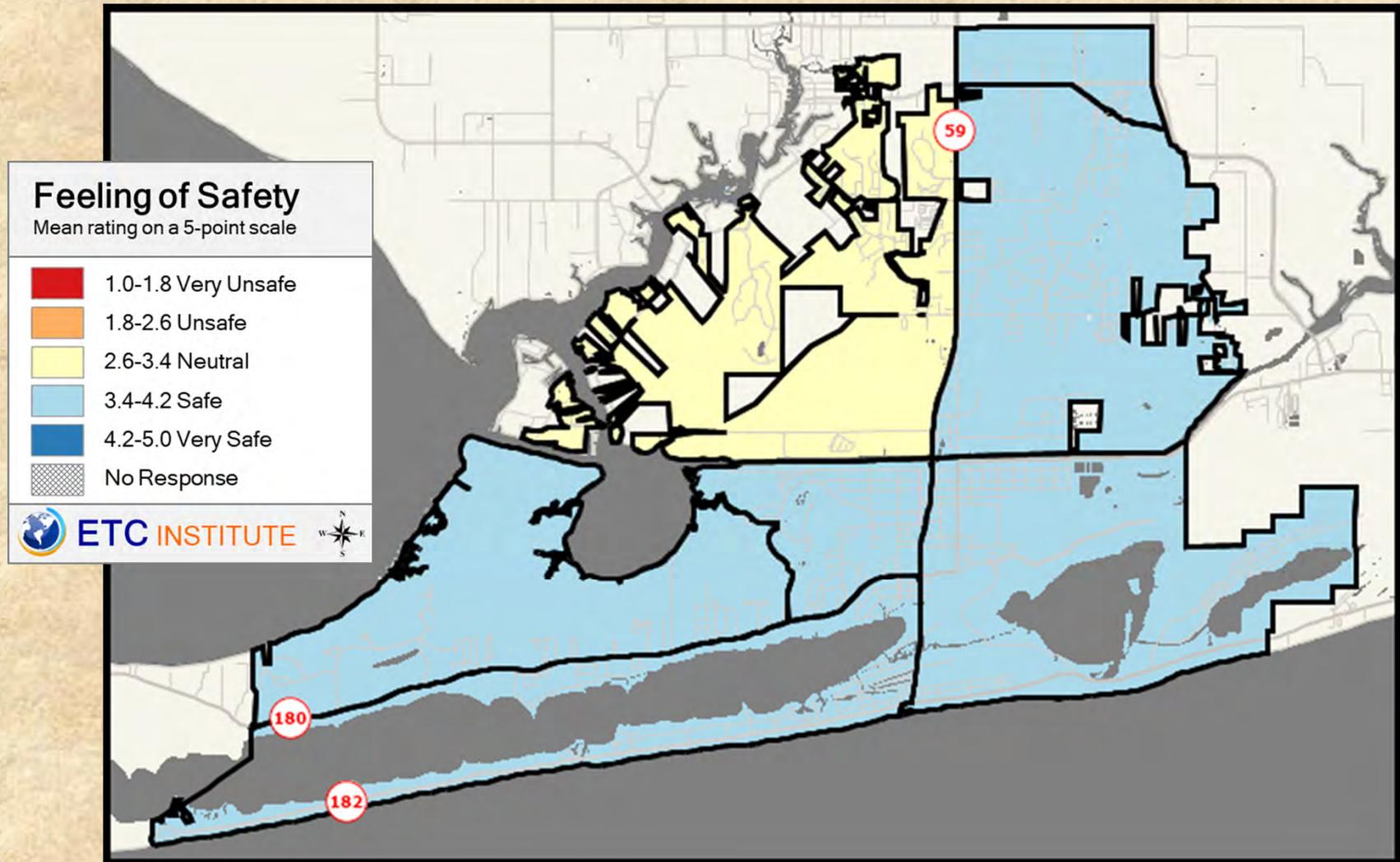
Q8-5. Feeling of safety traveling by bicycle in Gulf Shores



2021 City of Gulf Shores Community Survey

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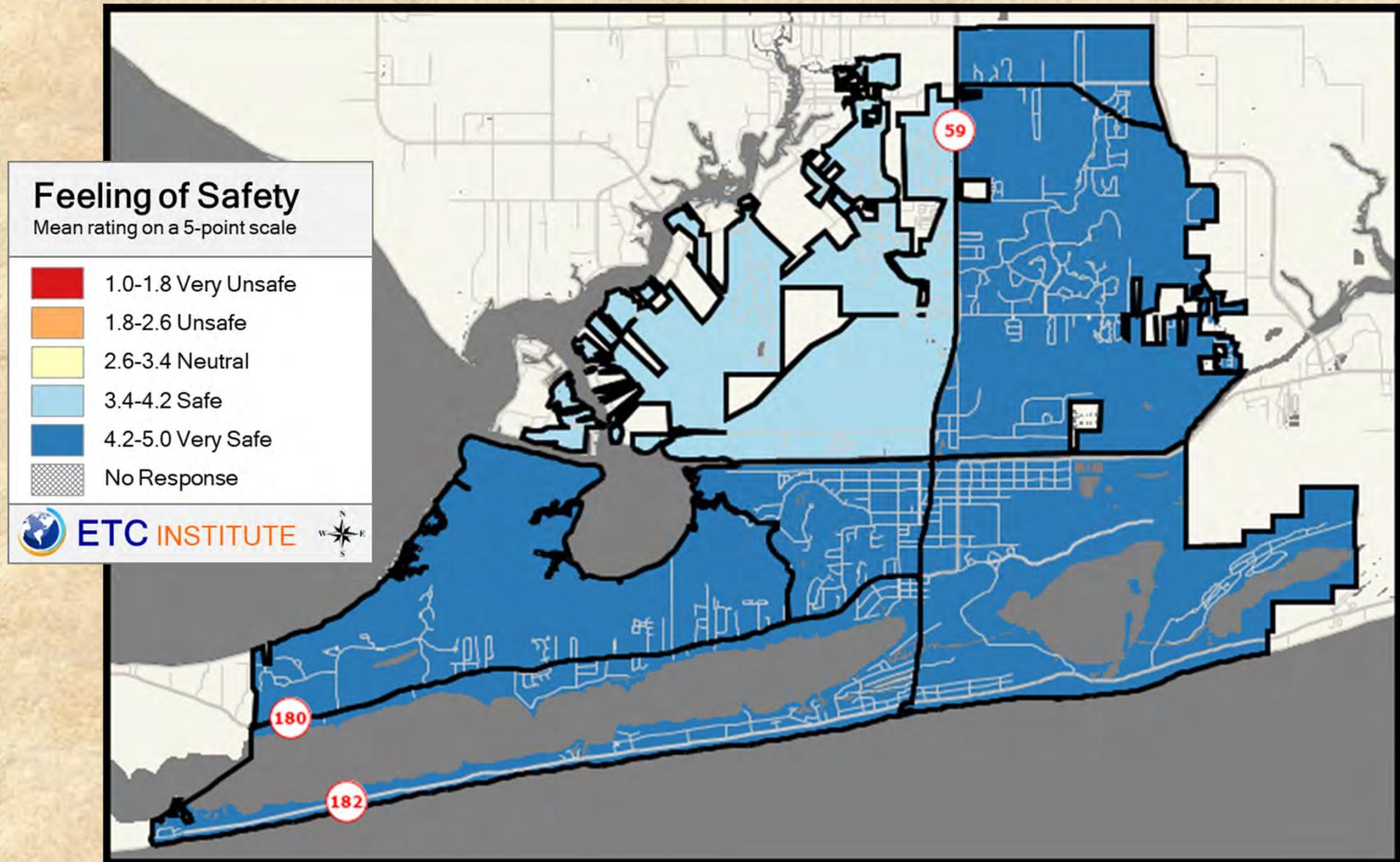
Q8-6. Feeling of safety traveling as a pedestrian in Gulf Shores



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

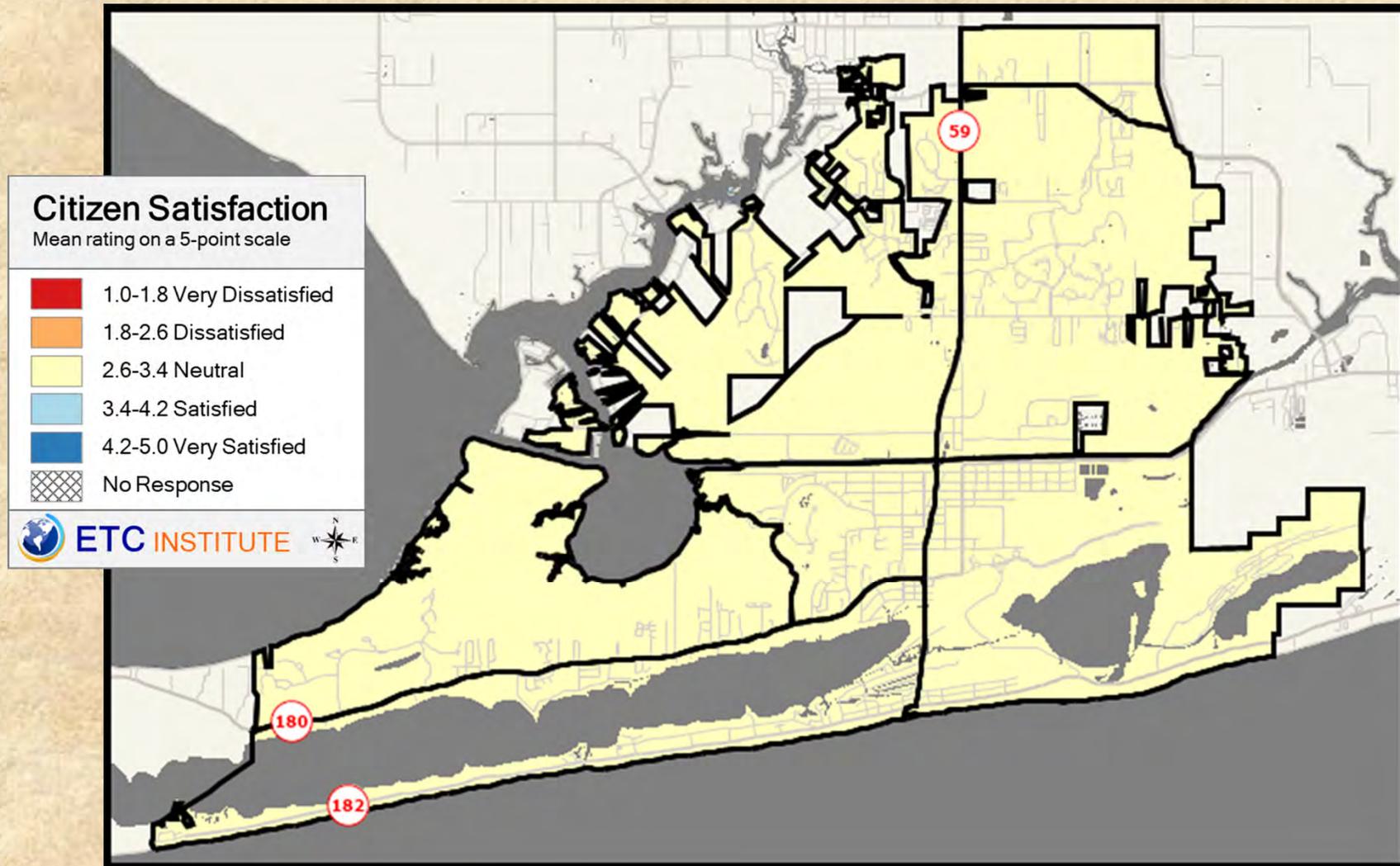
Q8-7. Overall feeling of safety in Gulf Shores



2021 City of Gulf Shores Community Survey

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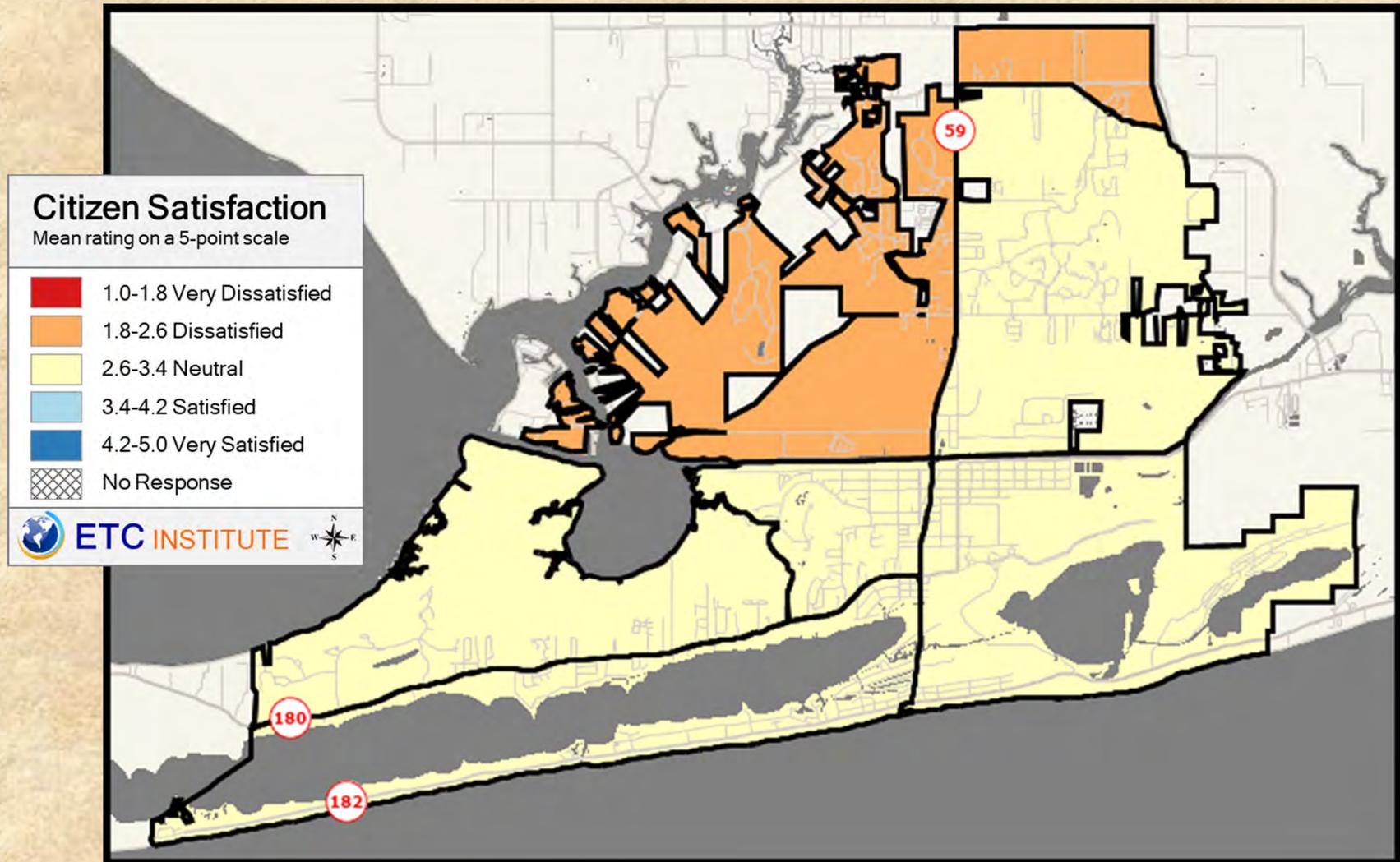
Q9-1. Satisfaction with ease of getting around within the City of Gulf Shores



2021 City of Gulf Shores Community Survey

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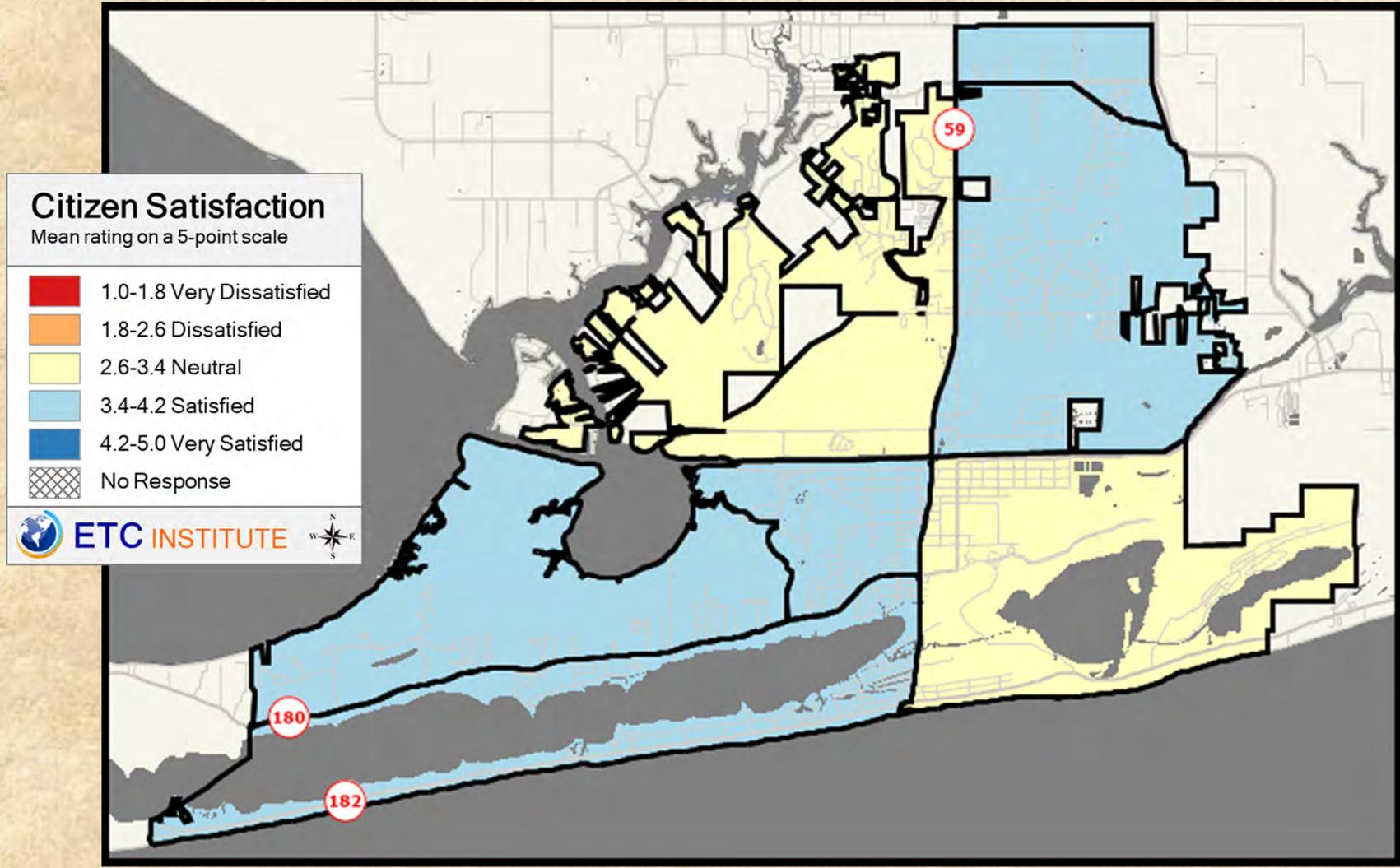
Q9-2. Satisfaction with how well the traffic signal system provides for efficient traffic flow



2021 City of Gulf Shores Community Survey

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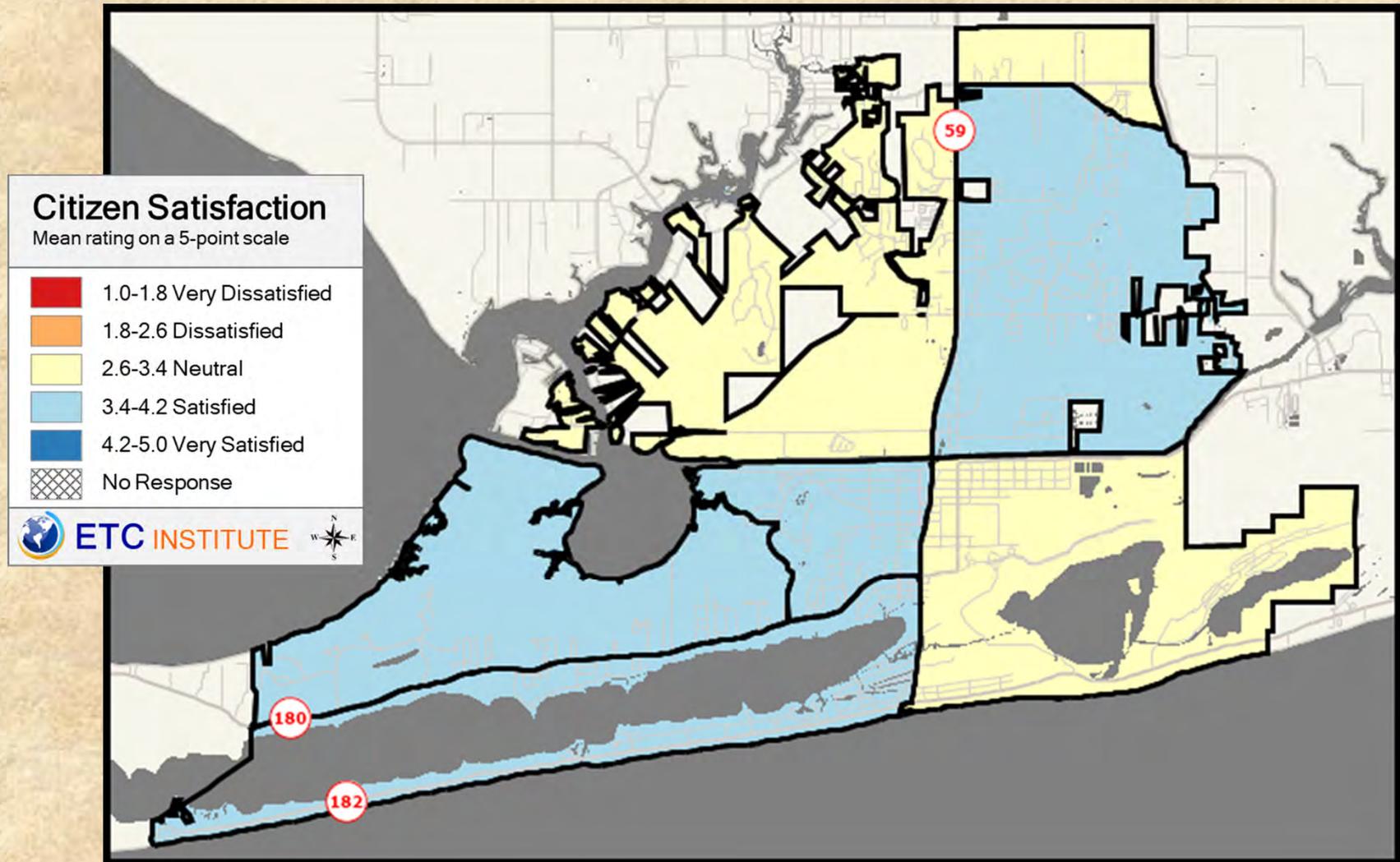
Q9-3. Satisfaction with availability of sidewalks and pathways for walking or biking



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

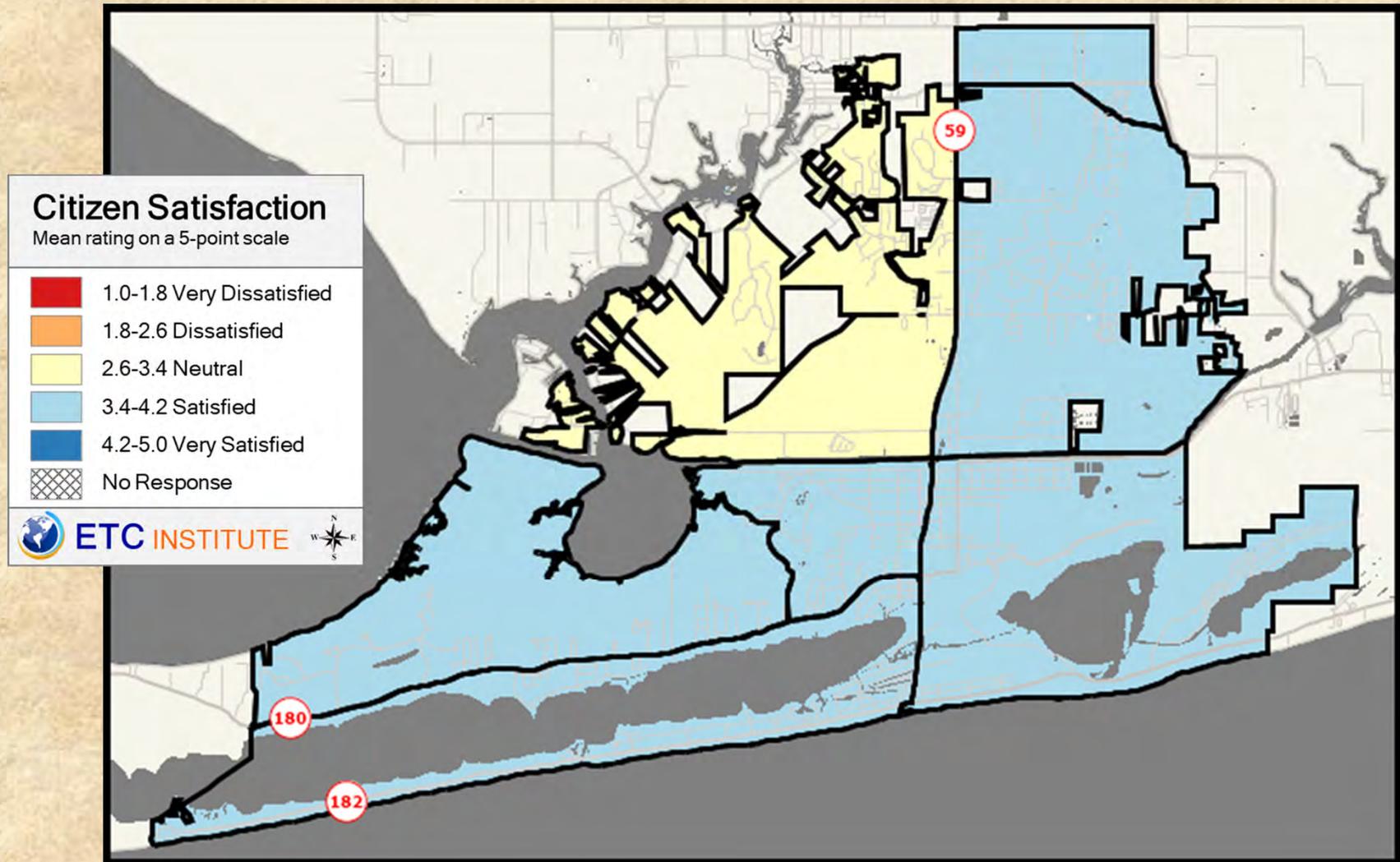
Q9-4. Satisfaction with availability of public parking



2021 City of Gulf Shores Community Survey

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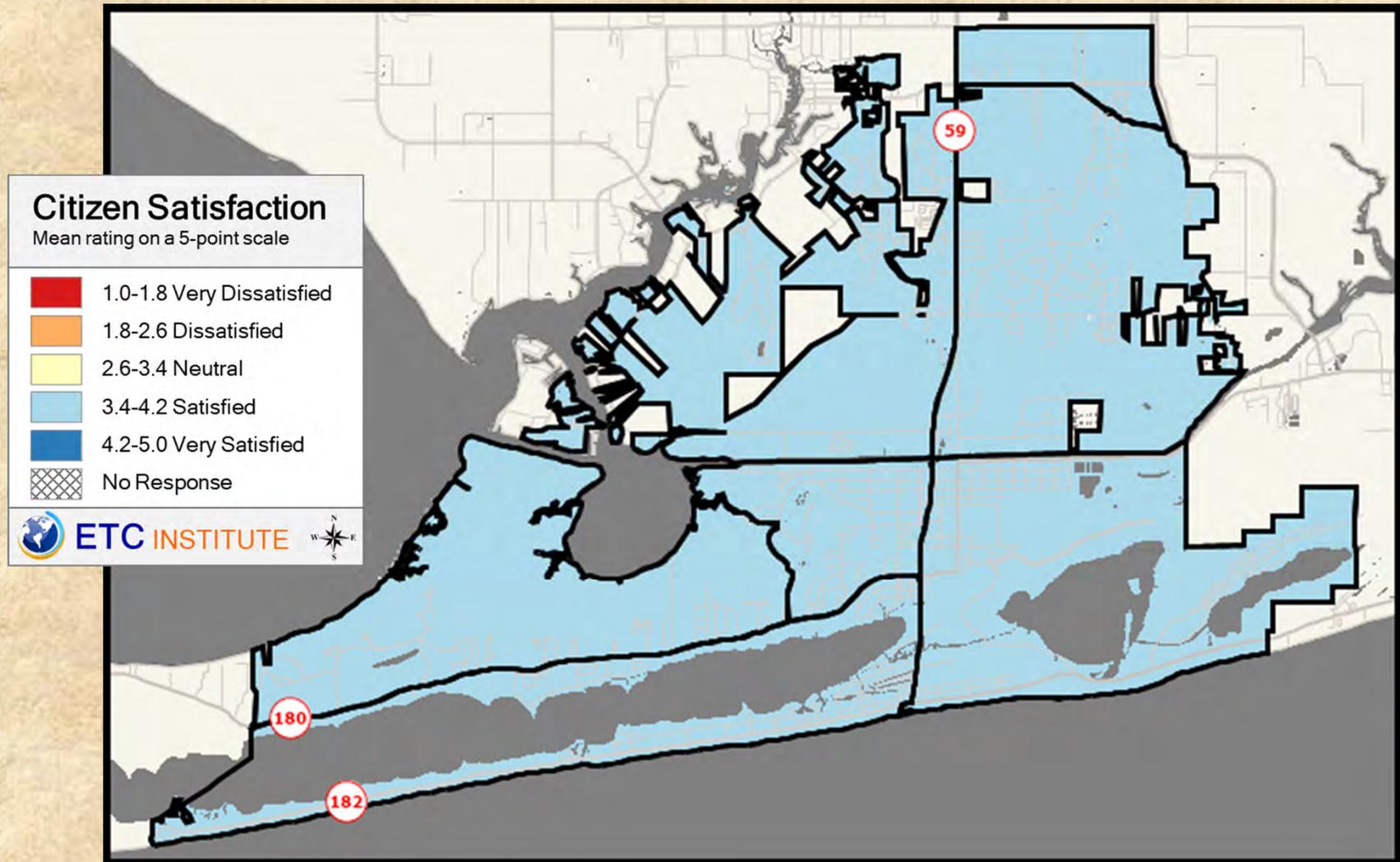
Q10-01. Satisfaction with maintenance of streets



2021 City of Gulf Shores Community Survey

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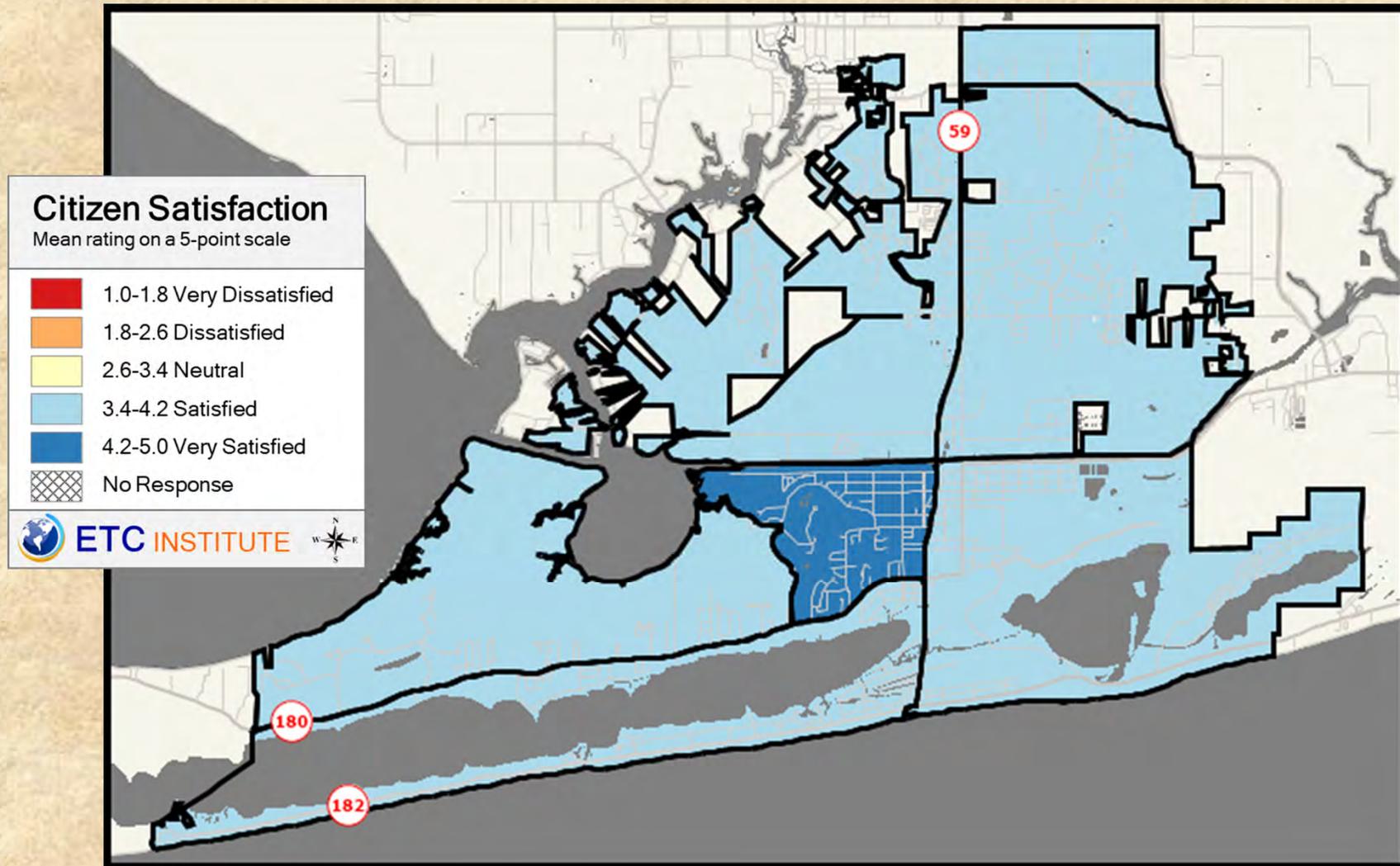
Q10-02. Satisfaction with maintenance of sidewalks



2021 City of Gulf Shores Community Survey

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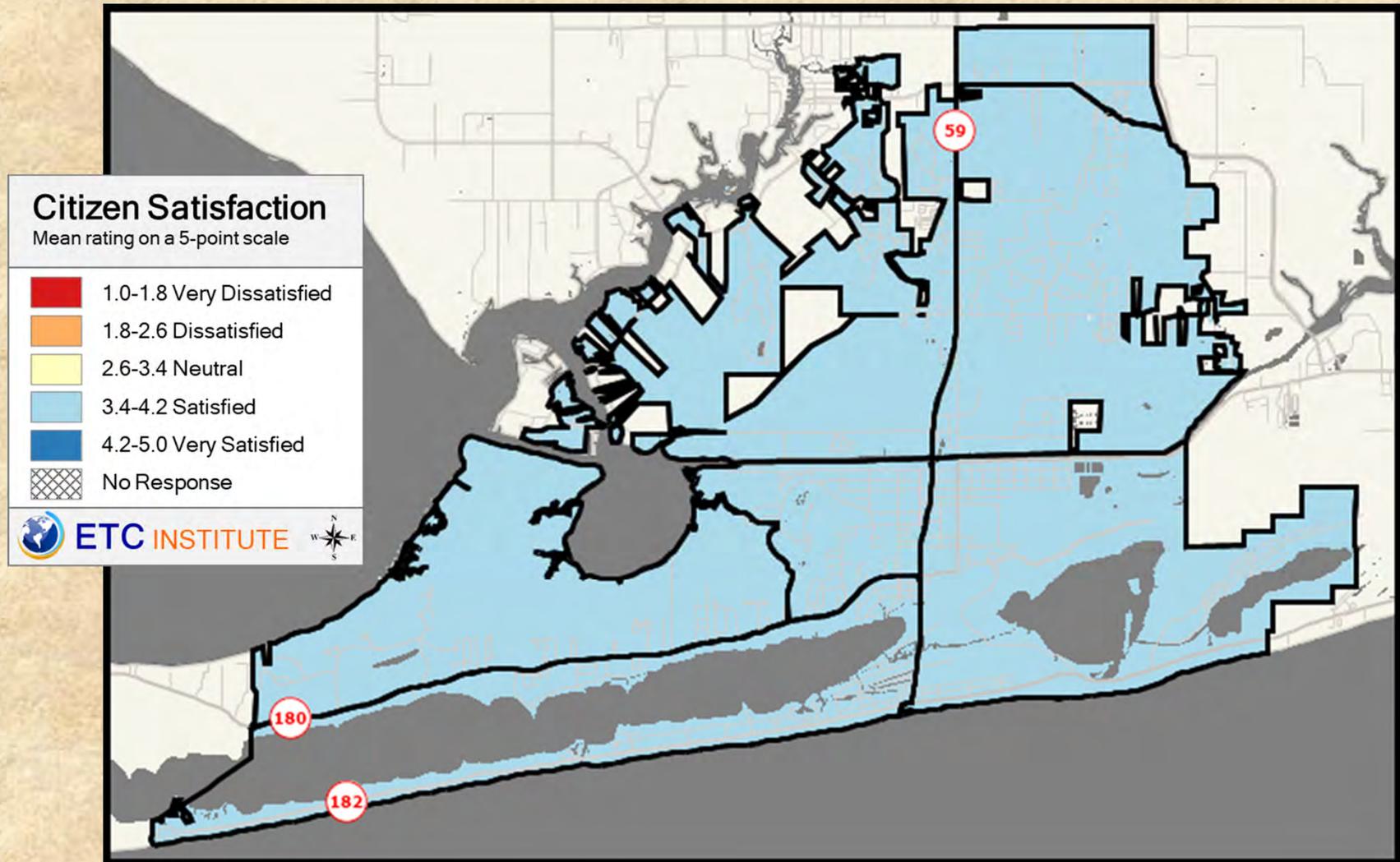
Q10-03. Satisfaction with maintenance of street signs



2021 City of Gulf Shores Community Survey

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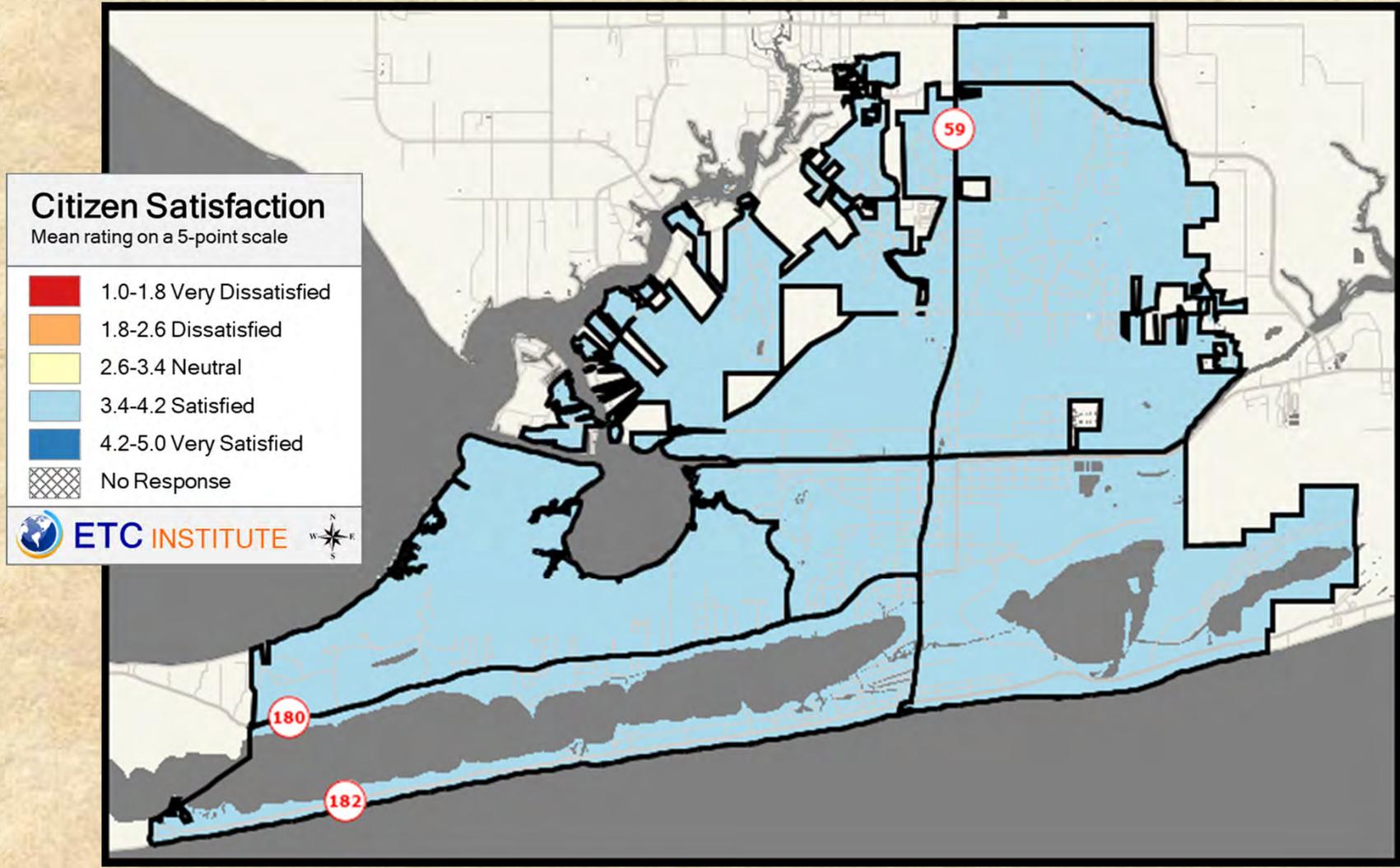
Q10-04. Satisfaction with maintenance of traffic signals



2021 City of Gulf Shores Community Survey

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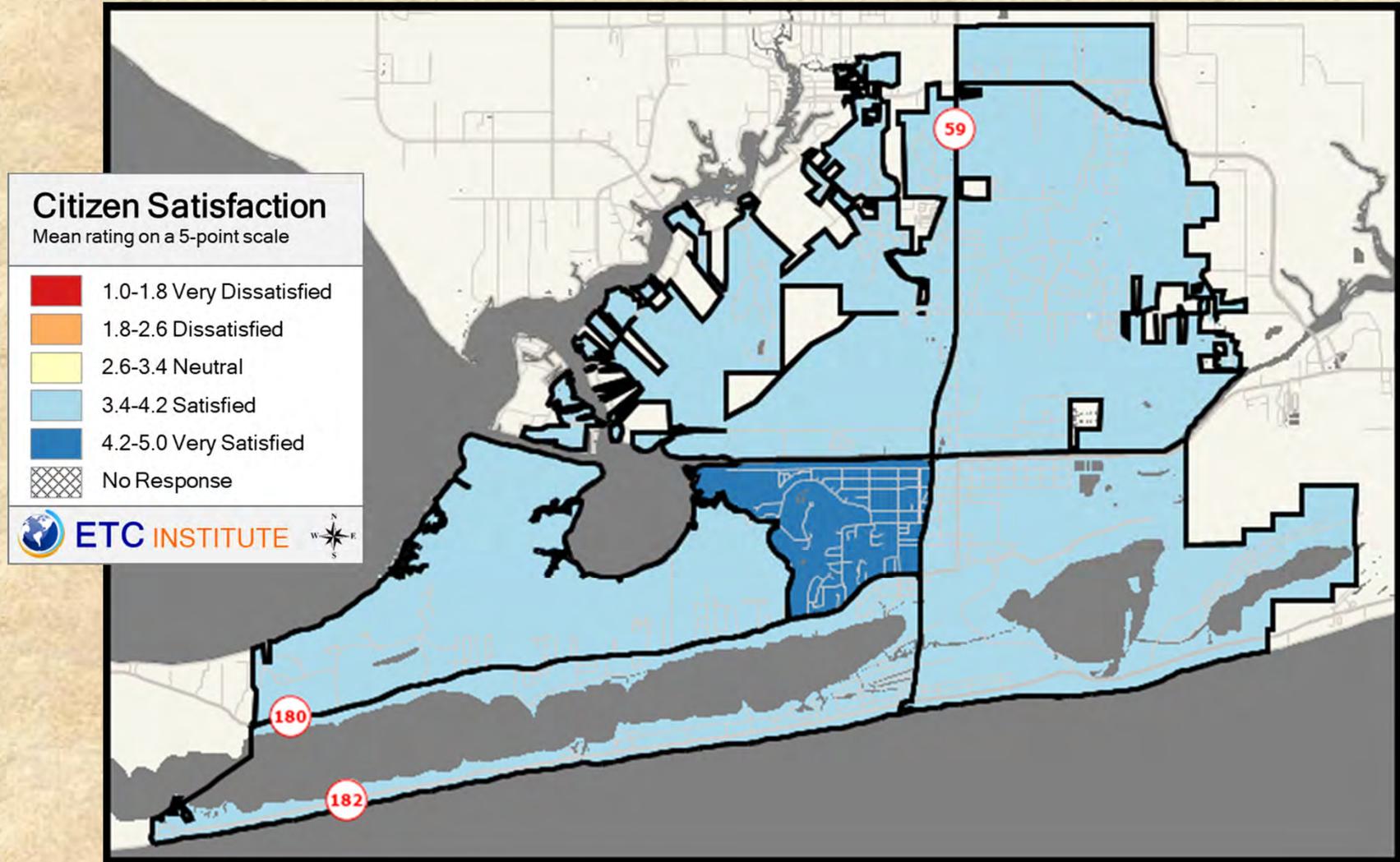
Q10-05. Satisfaction with maintenance of biking paths and lanes



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

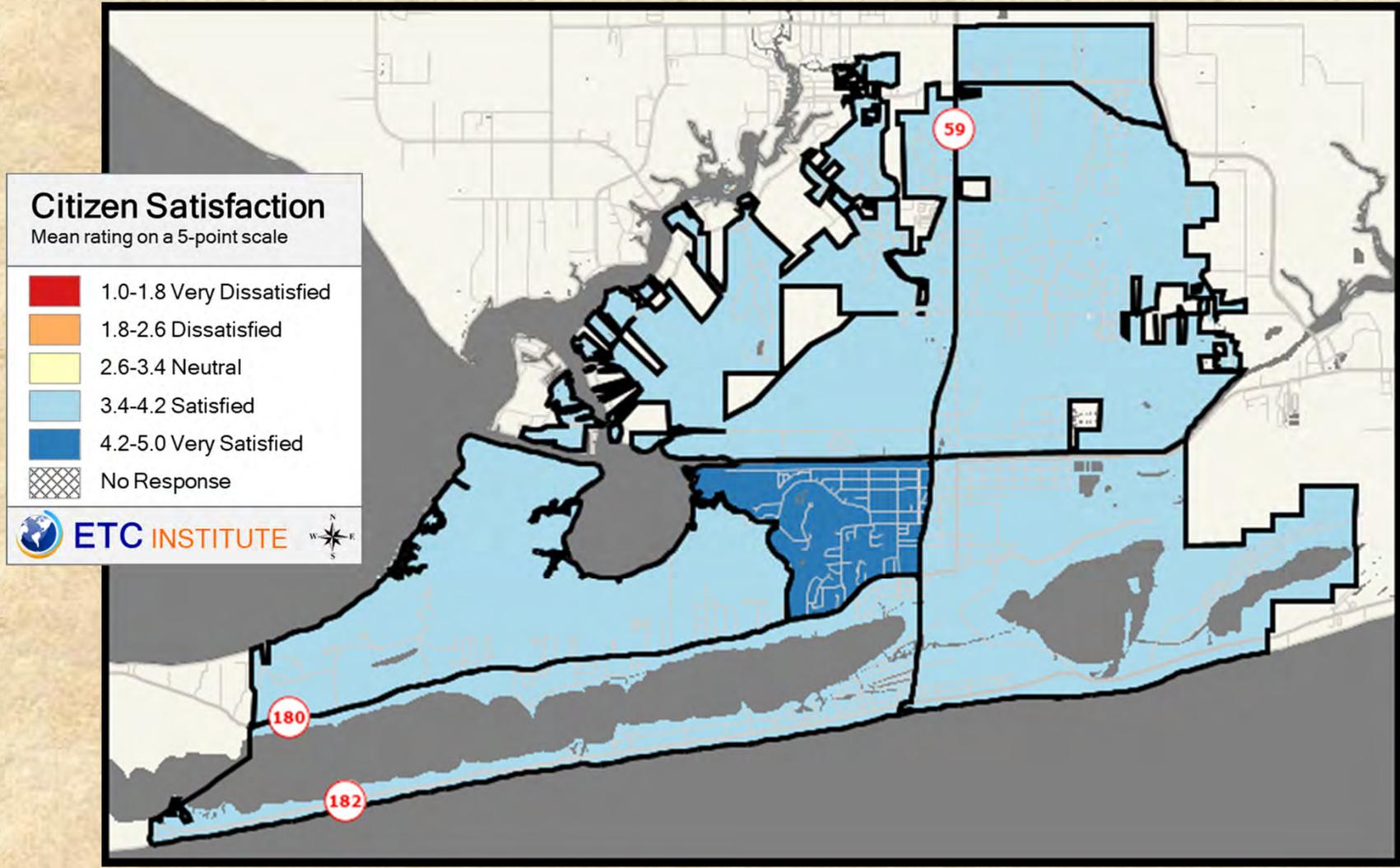
Q10-06. Satisfaction with beach parking areas and accesses



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

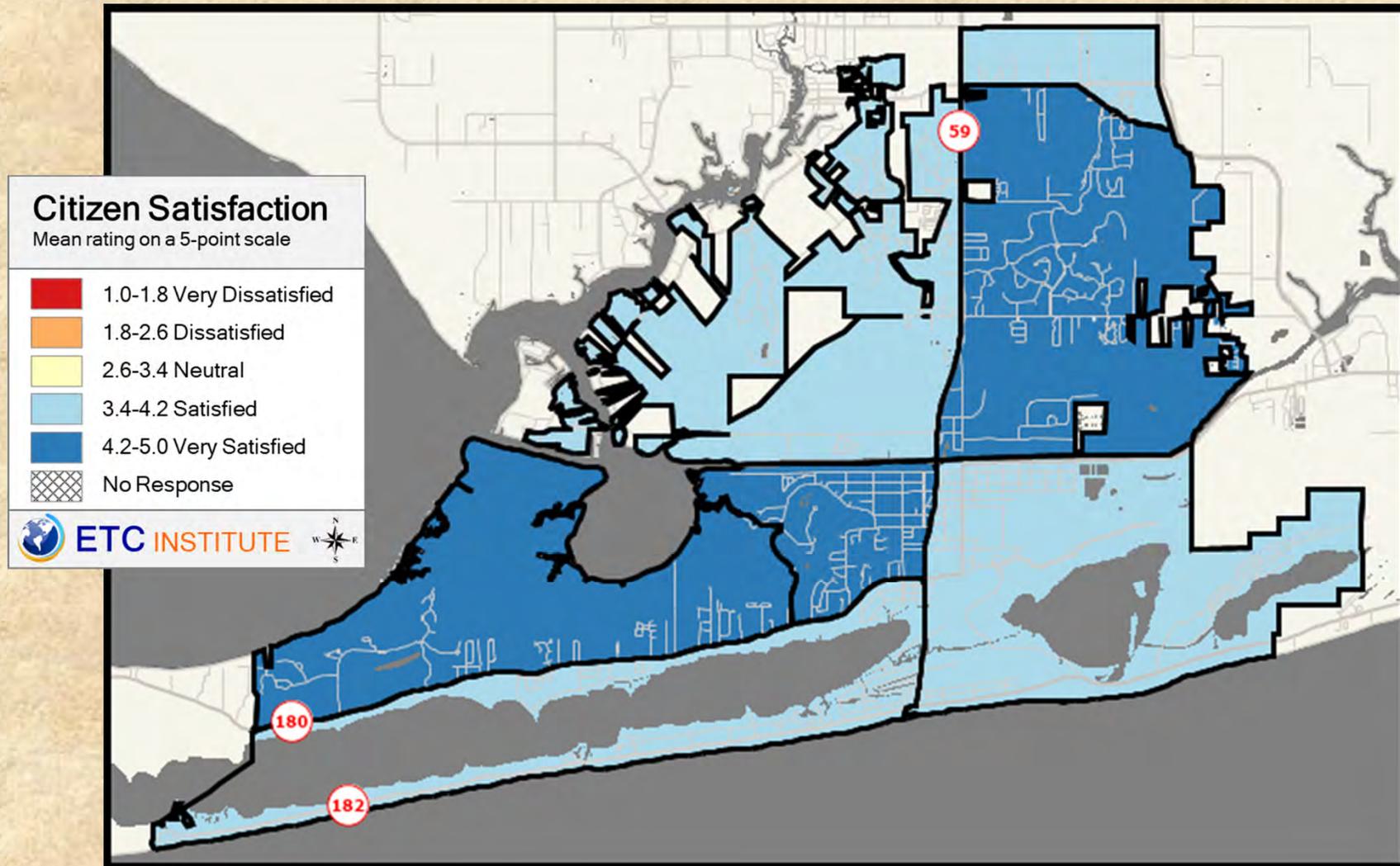
Q10-07. Satisfaction with cleanup of debris/litter in and near roadways



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

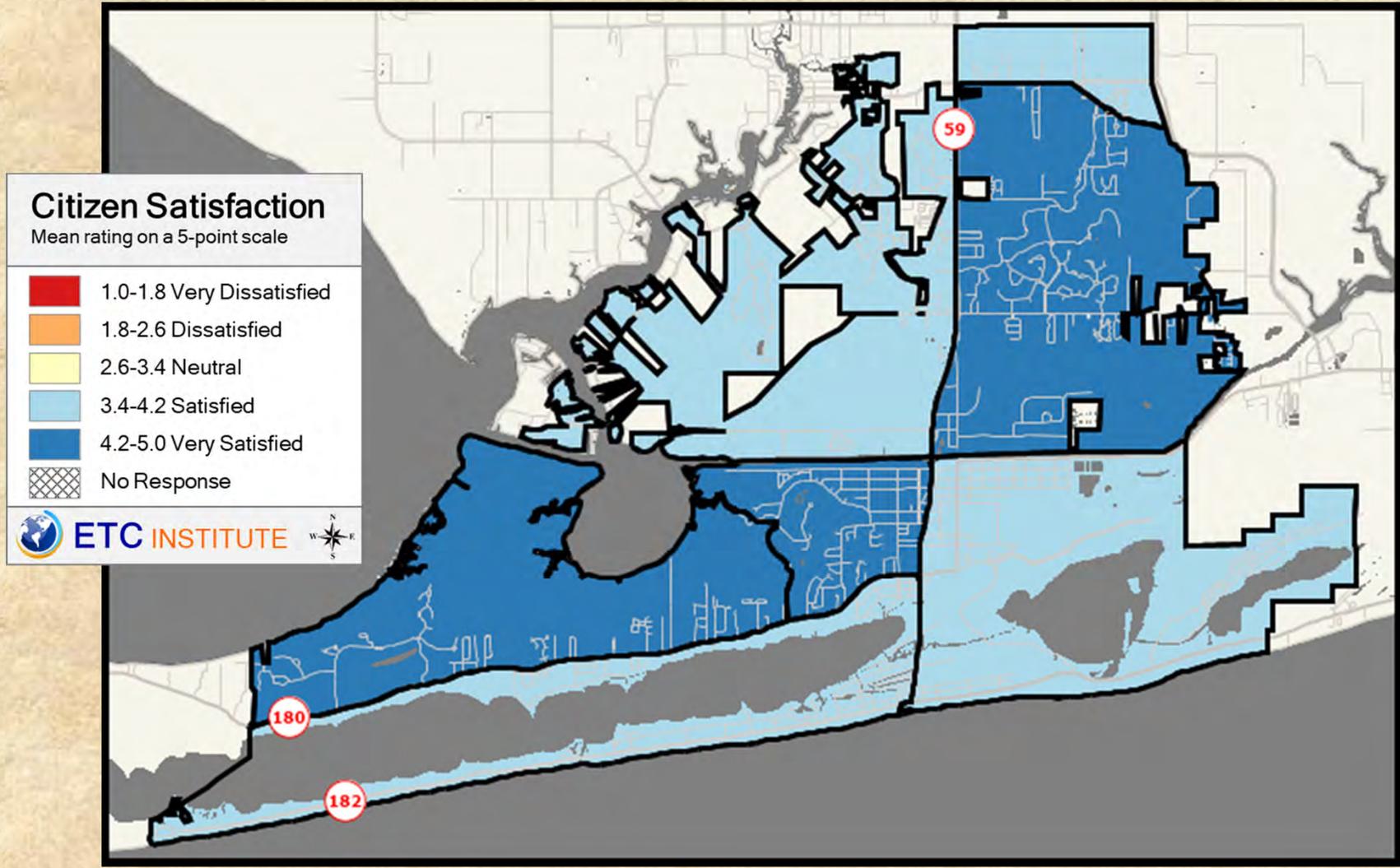
Q10-08. Satisfaction with maintenance of City facilities



2021 City of Gulf Shores Community Survey

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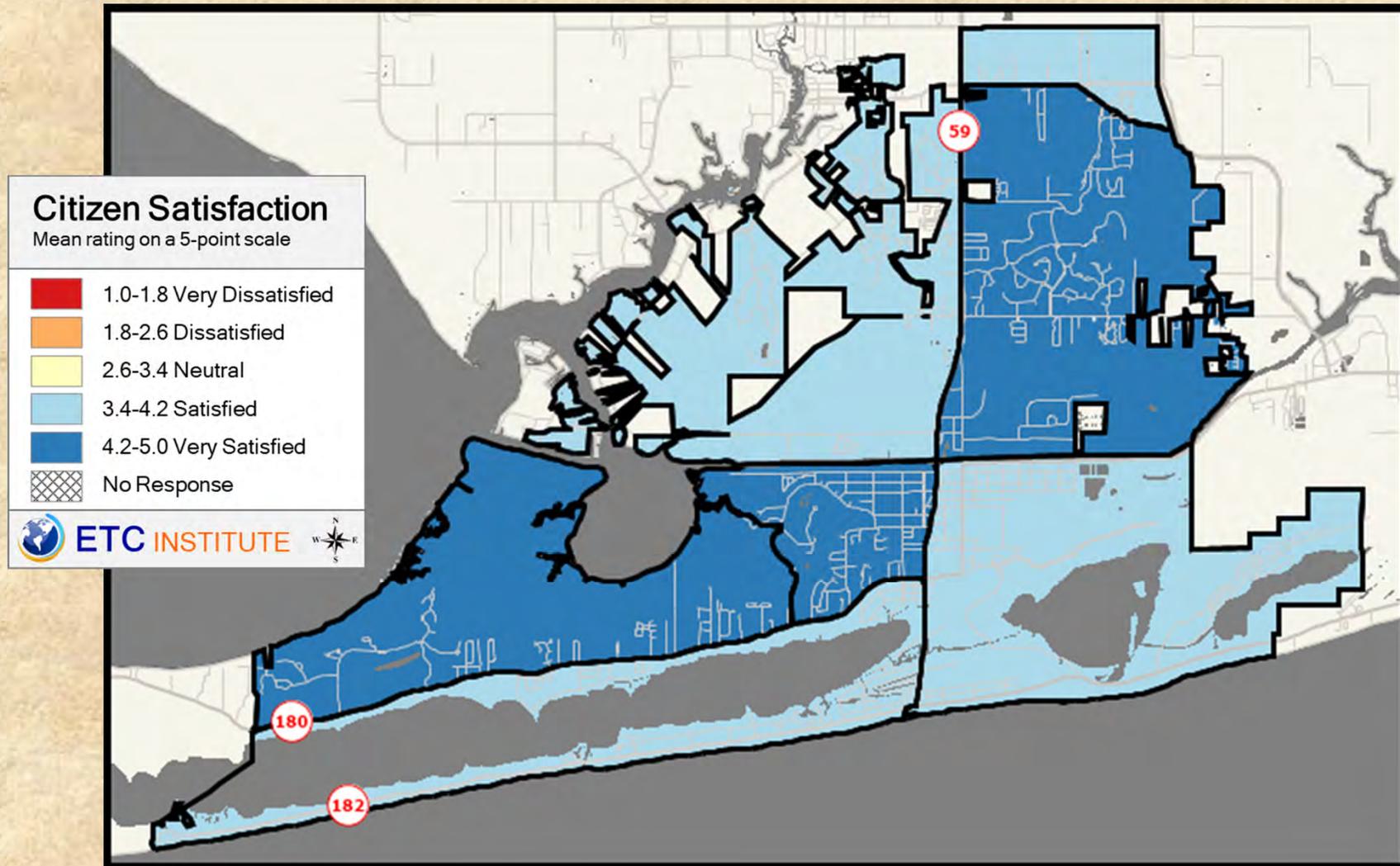
Q10-09. Satisfaction with mowing/trimming along streets and public areas



2021 City of Gulf Shores Community Survey

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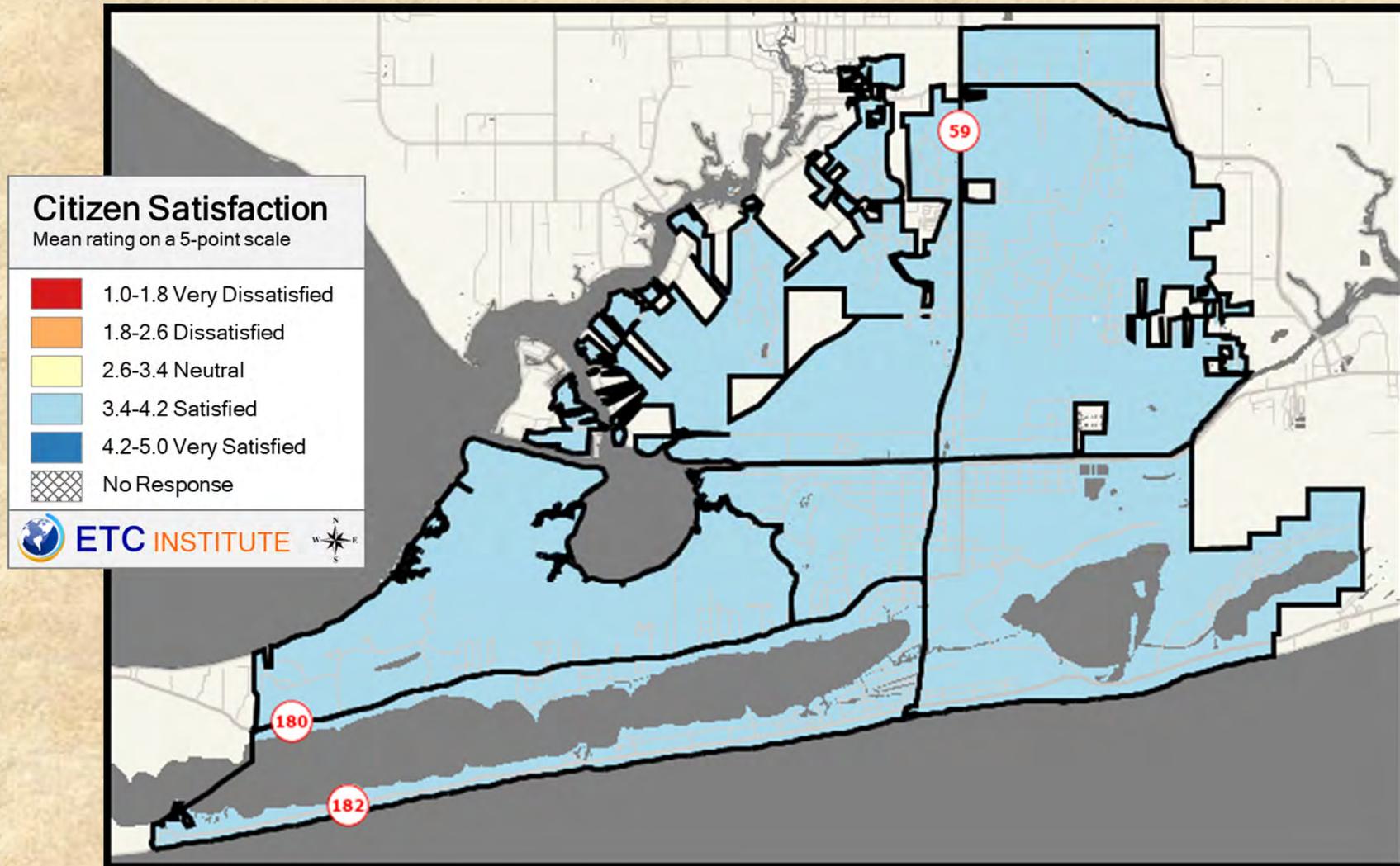
Q10-10. Satisfaction with overall cleanliness of streets and public areas



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

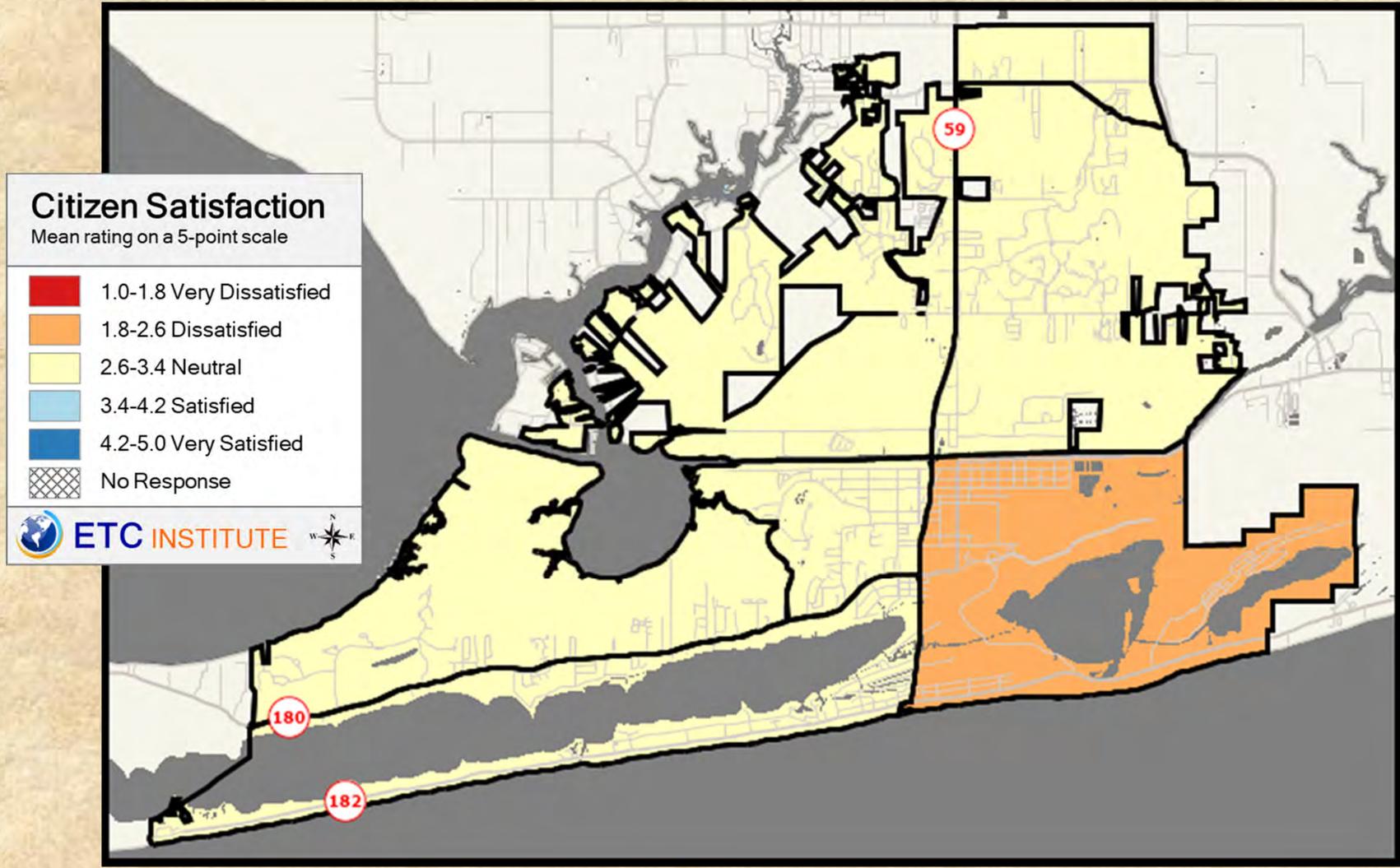
Q10-11. Satisfaction with adequacy of City street lighting



2021 City of Gulf Shores Community Survey

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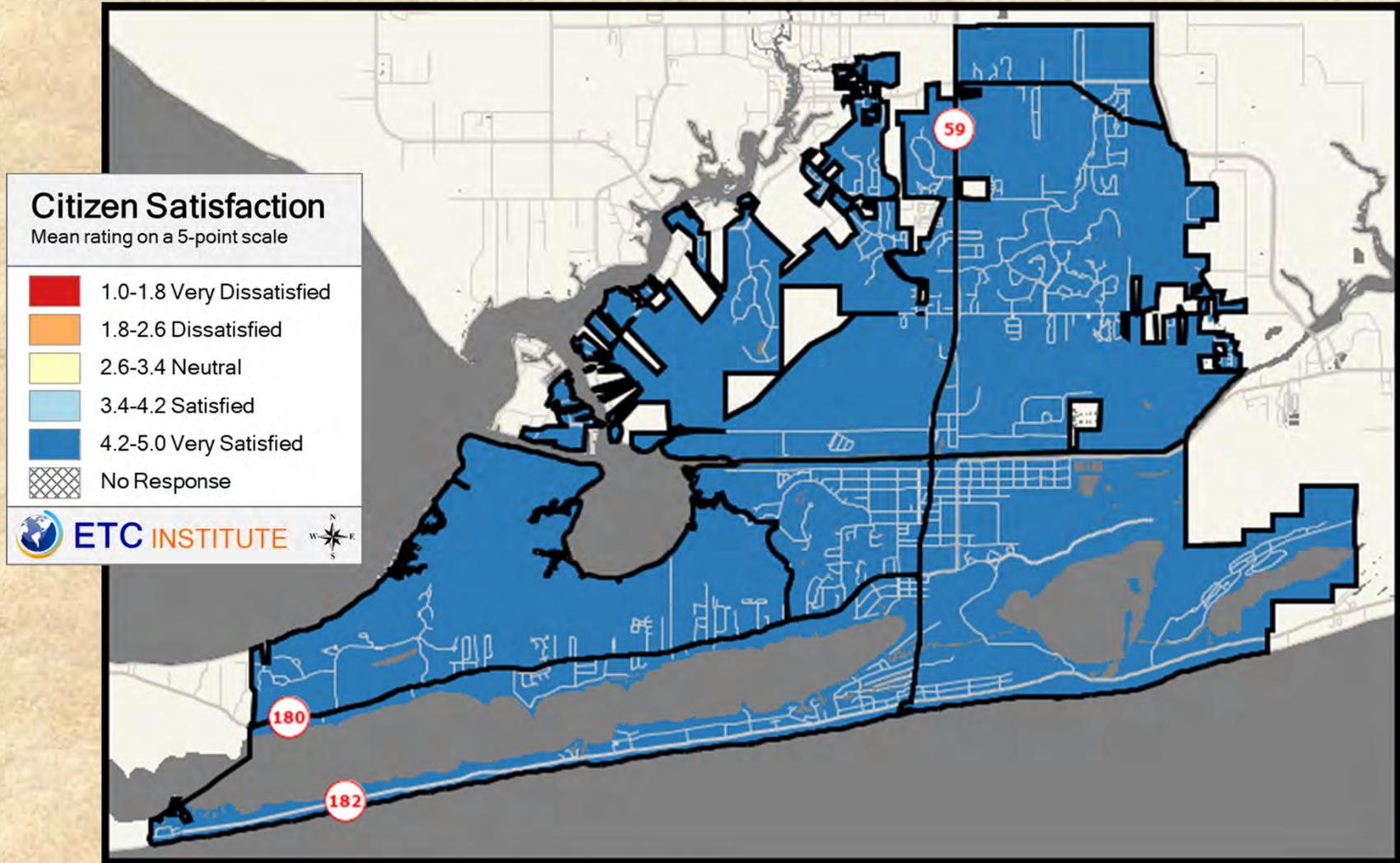
Q10-12. Satisfaction with adequacy of City drainage system and maintenance



2021 City of Gulf Shores Community Survey

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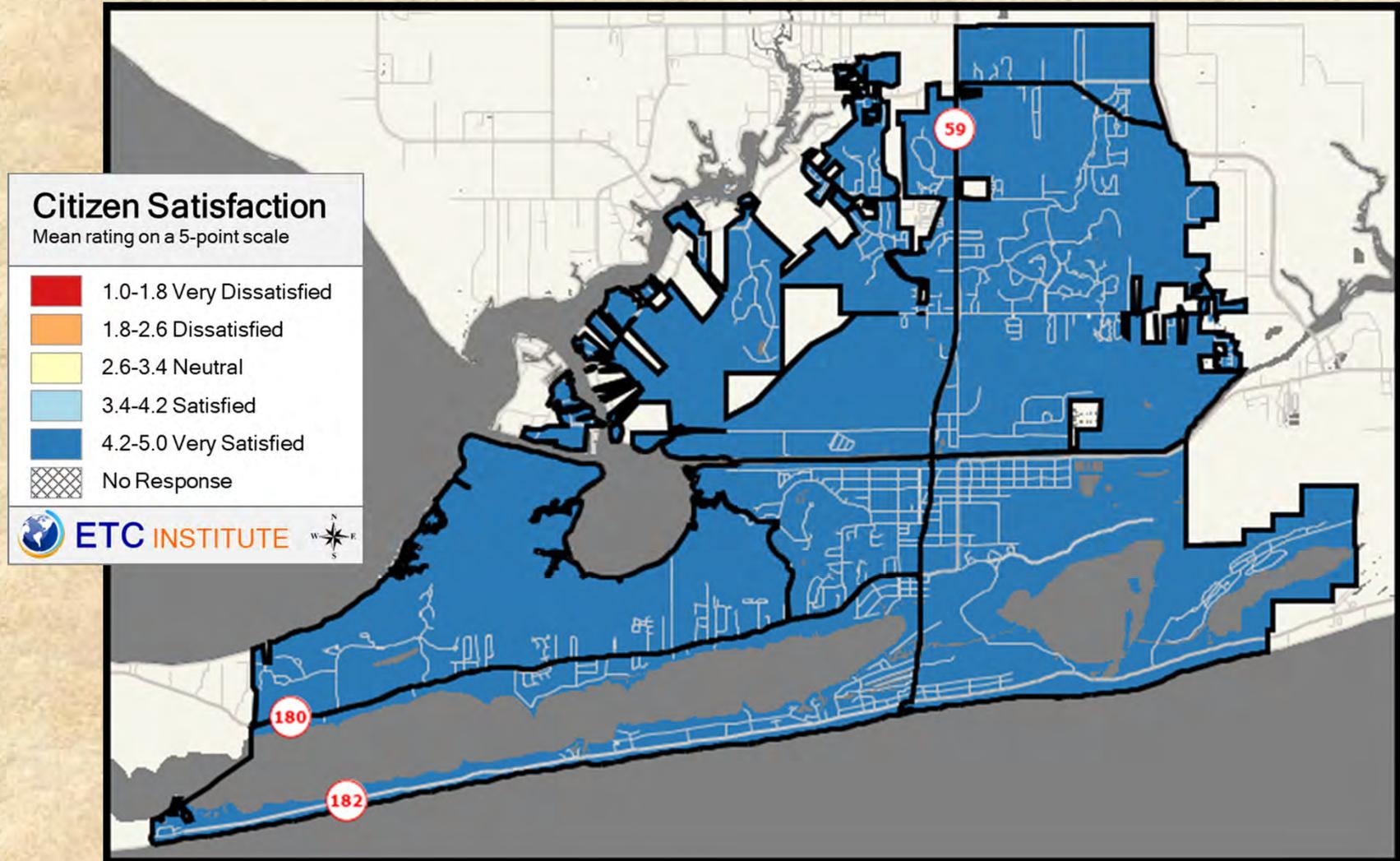
Q12-1. Satisfaction with residential trash collection services



2021 City of Gulf Shores Community Survey

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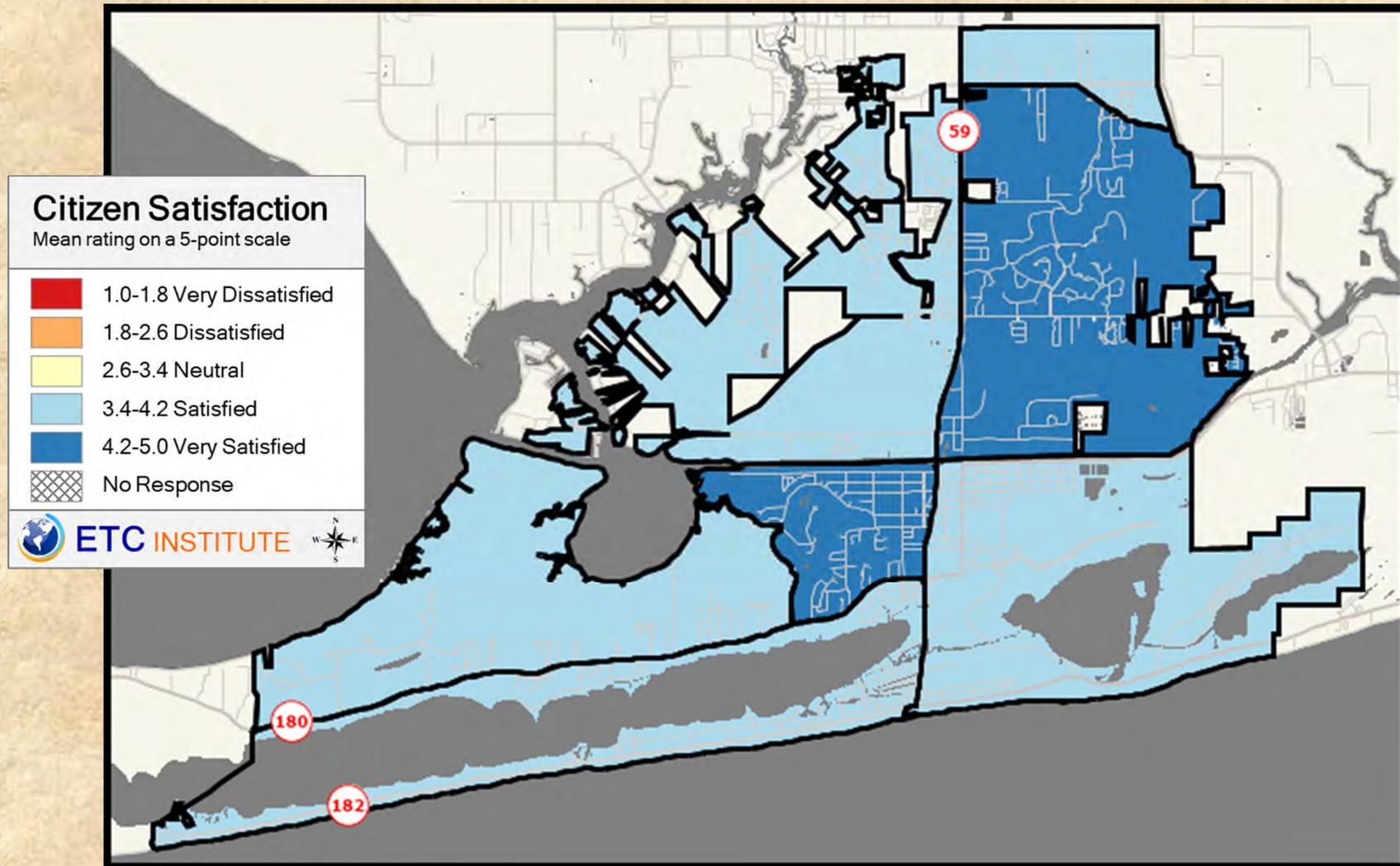
Q12-2. Satisfaction with curbside recycling services



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

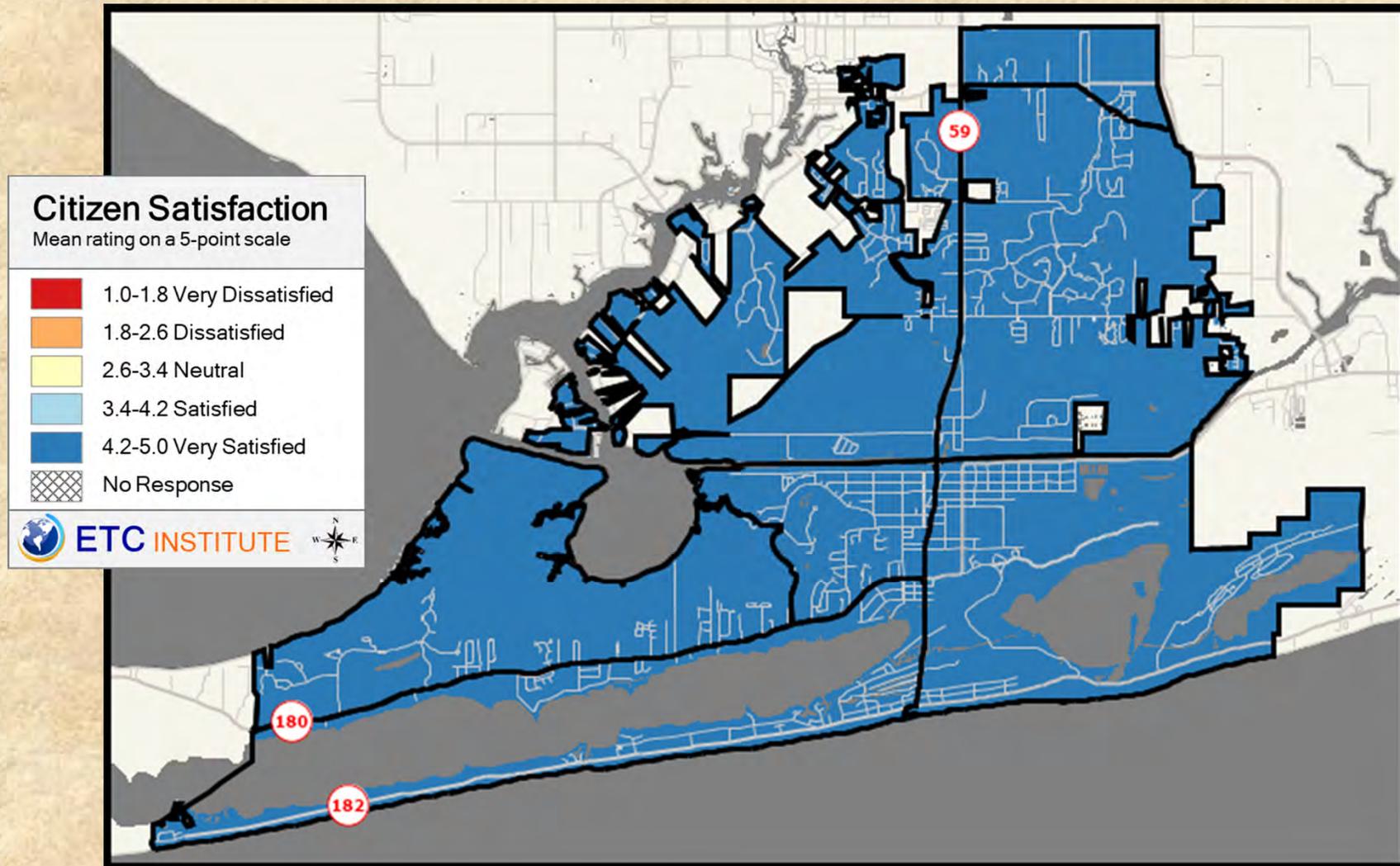
Q12-3. Satisfaction with Recycling Center drop-off services



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

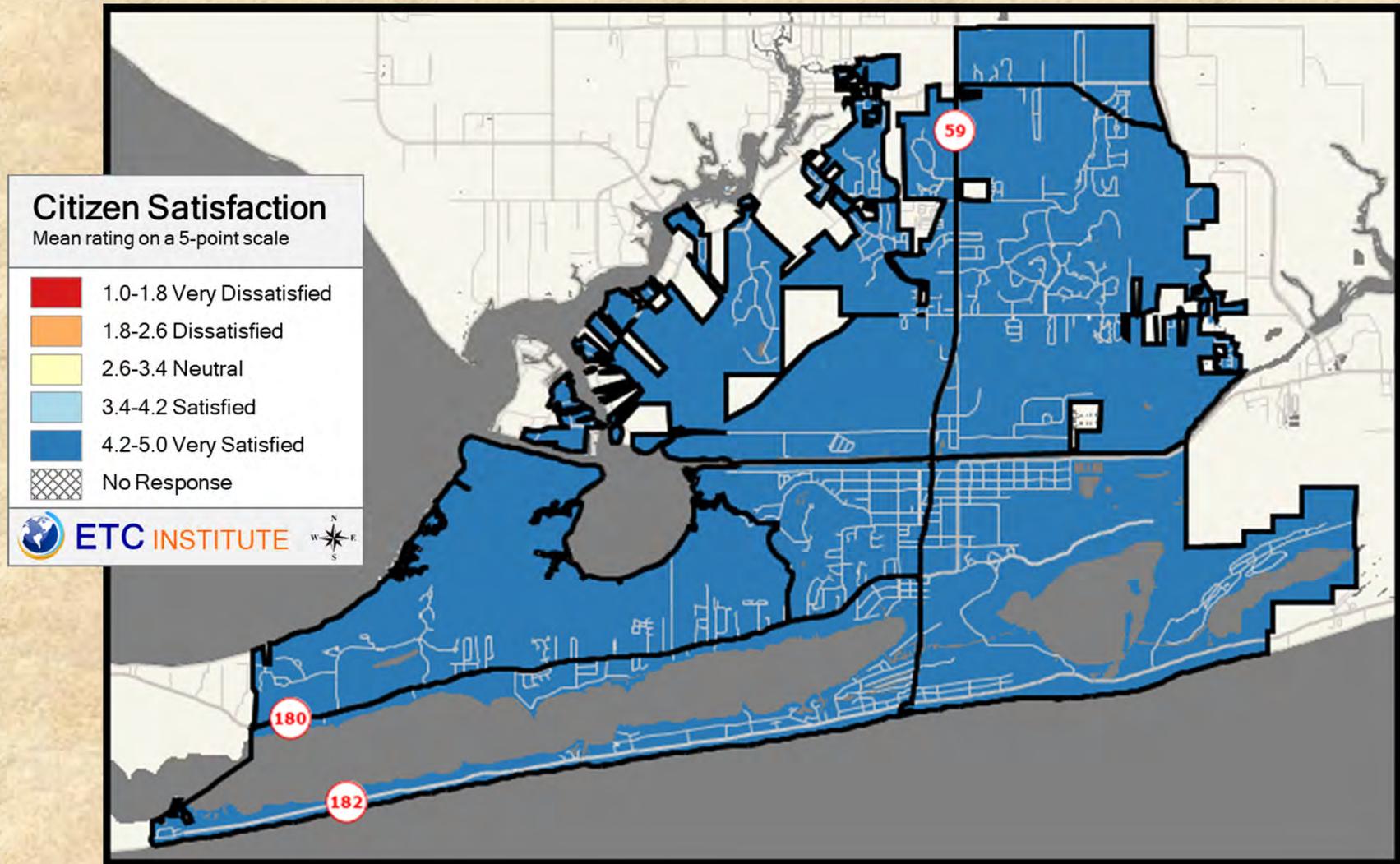
Q12-4. Satisfaction with bulky item pickup/removal services



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

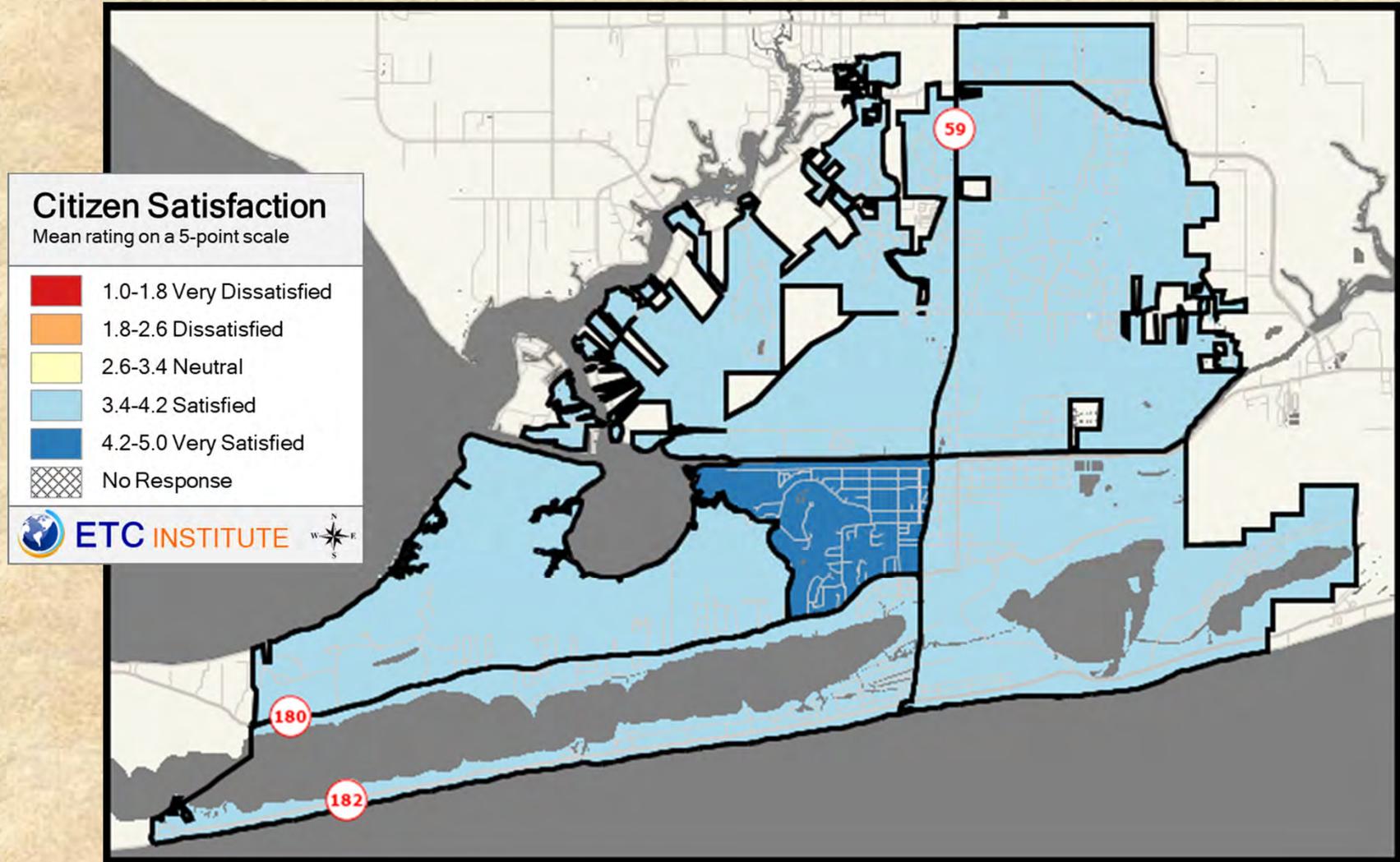
Q12-5. Satisfaction with yard waste collection services



2021 City of Gulf Shores Community Survey

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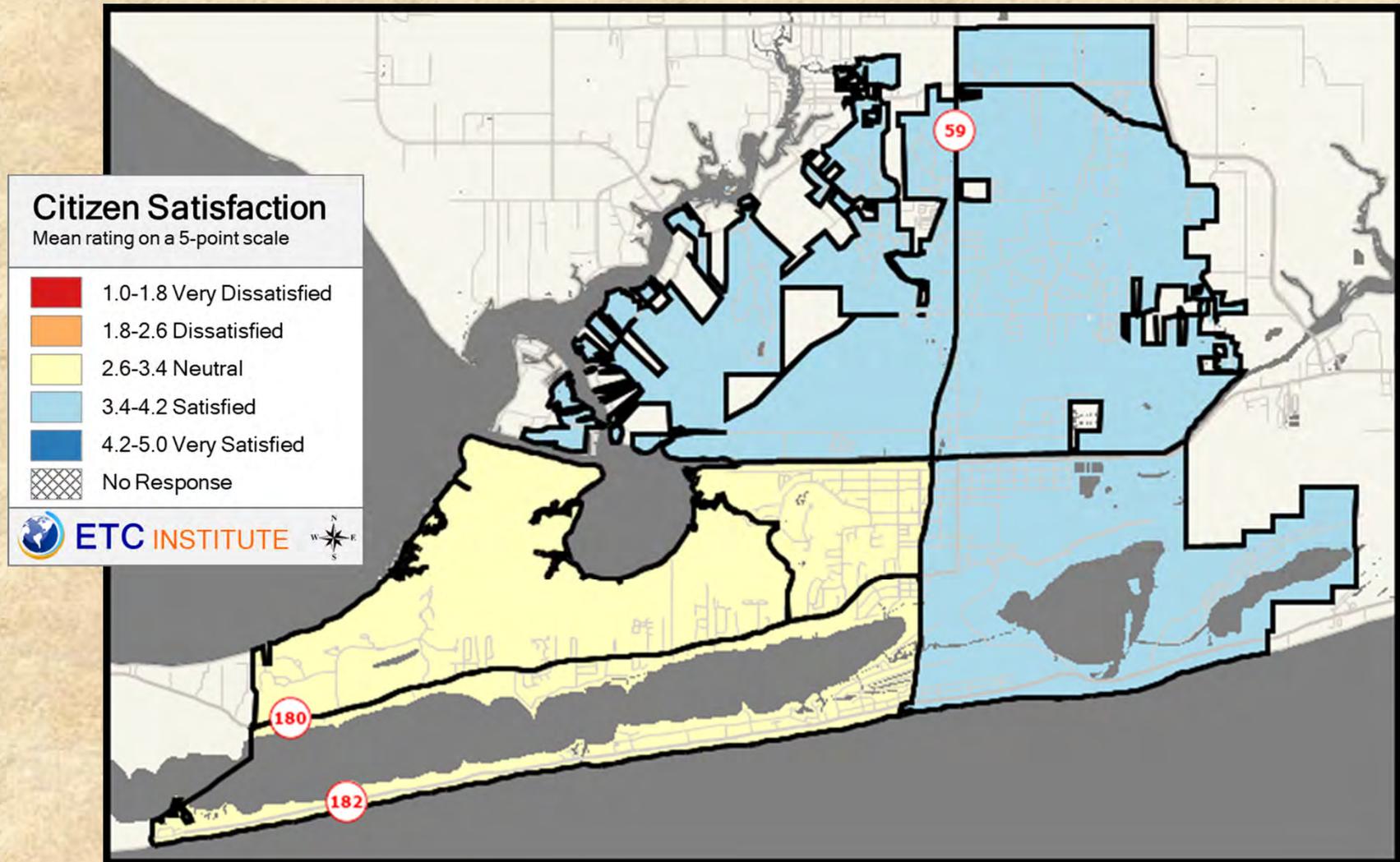
Q14-1. Satisfaction with cleanup of debris/litter



2021 City of Gulf Shores Community Survey

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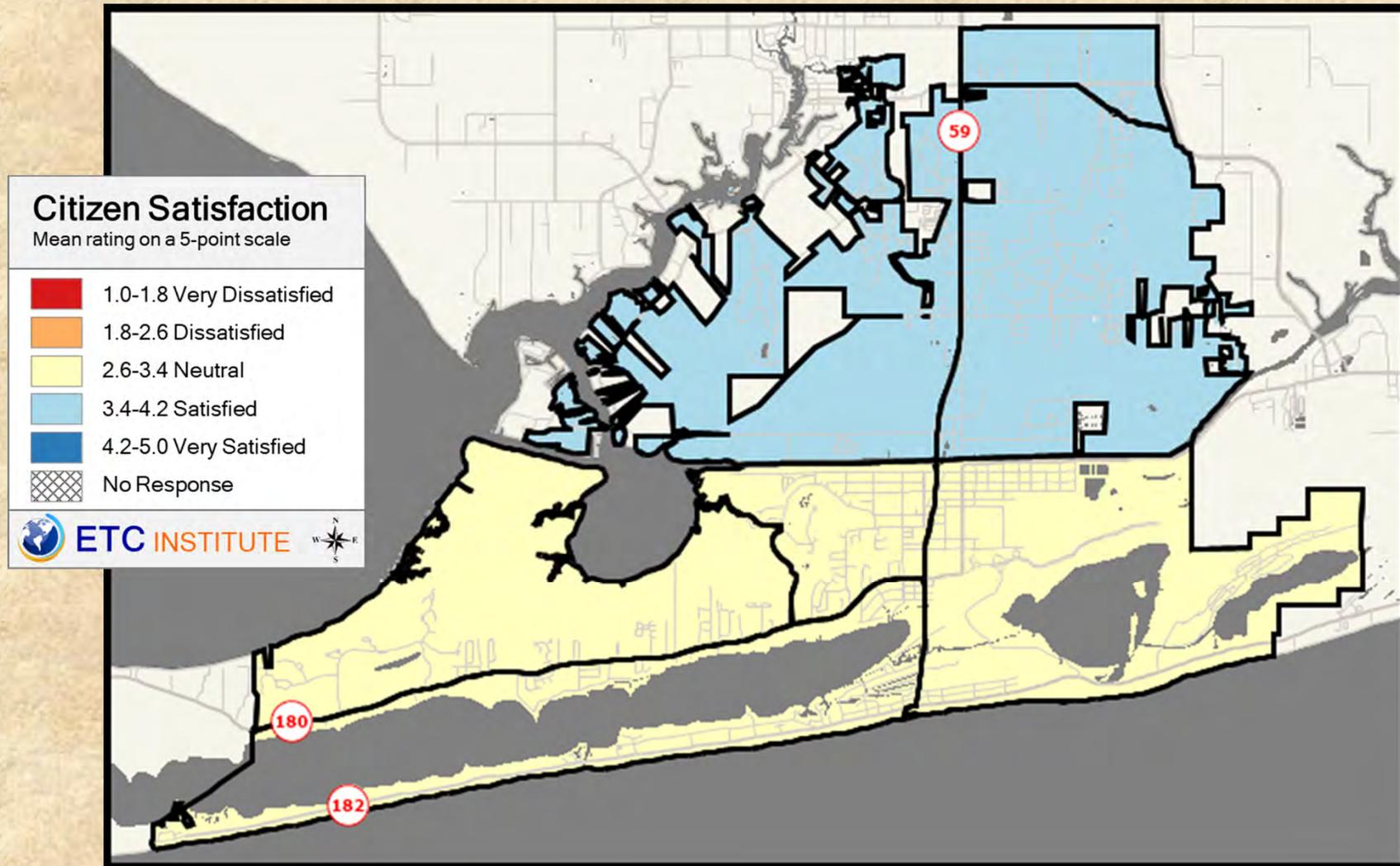
Q14-2. Satisfaction with cleanup of overgrown and weedy lots



2021 City of Gulf Shores Community Survey

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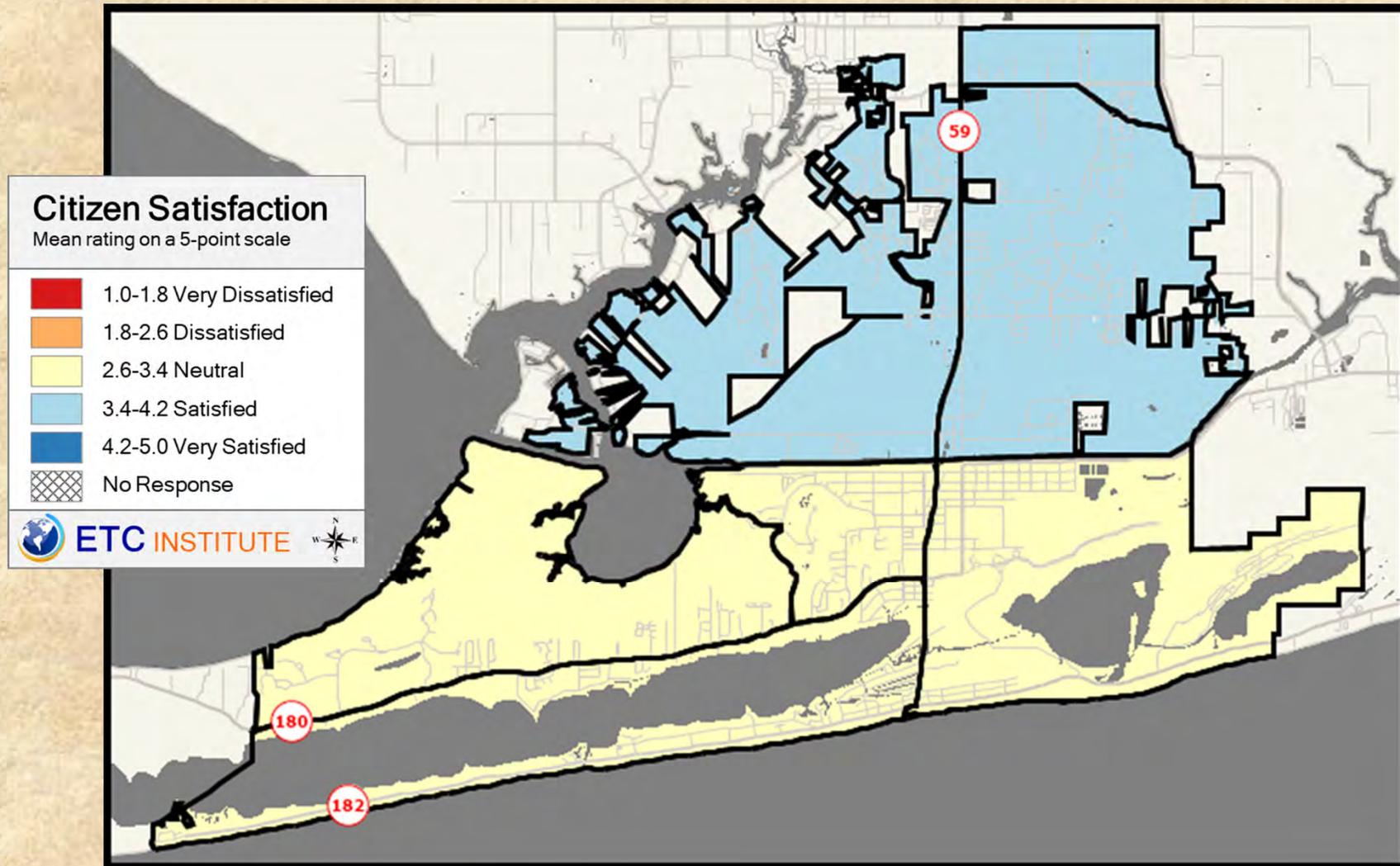
Q14-3. Satisfaction with efforts to remove dilapidated structures



2021 City of Gulf Shores Community Survey

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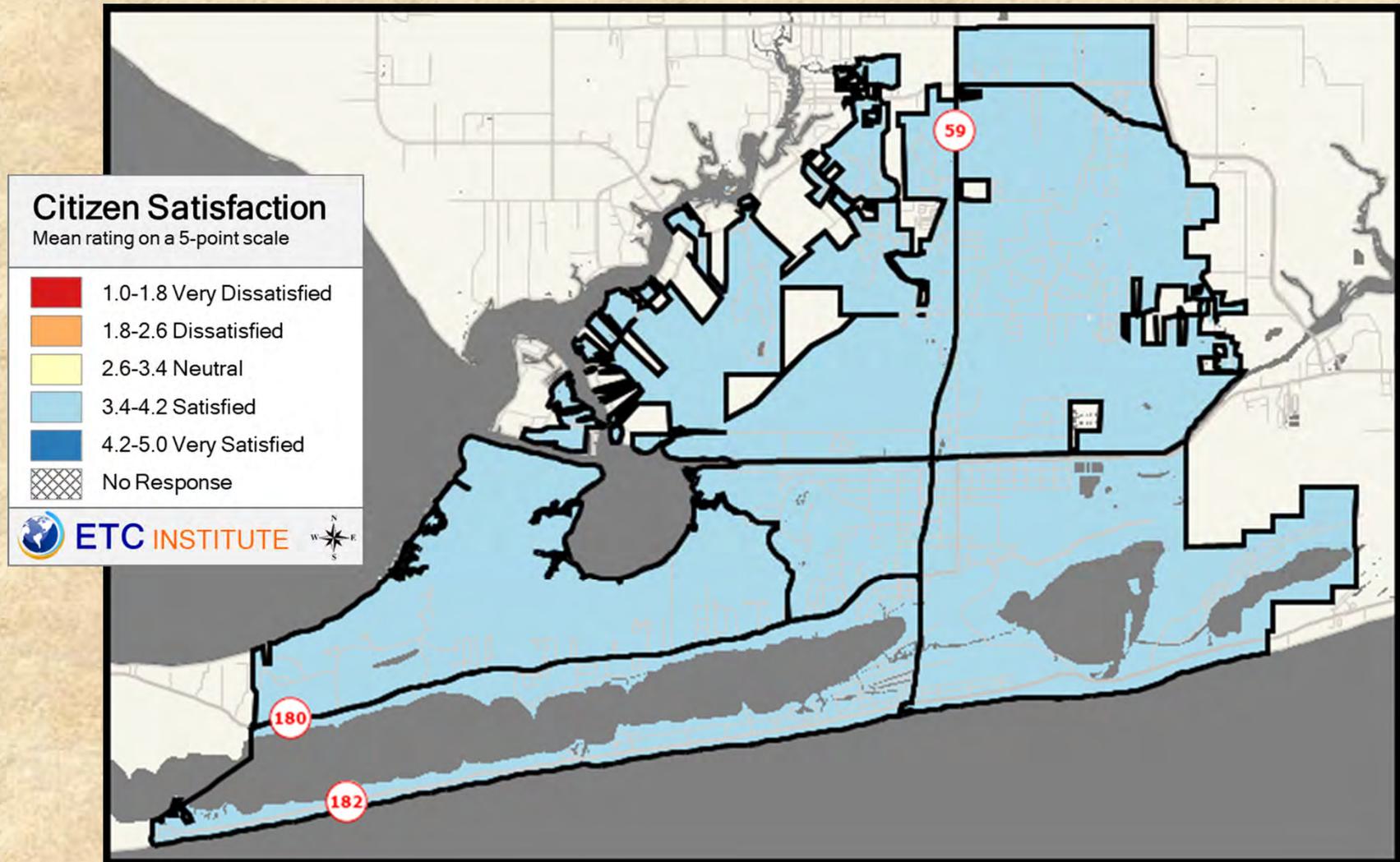
Q14-4. Satisfaction with overall control of unsightly areas



2021 City of Gulf Shores Community Survey

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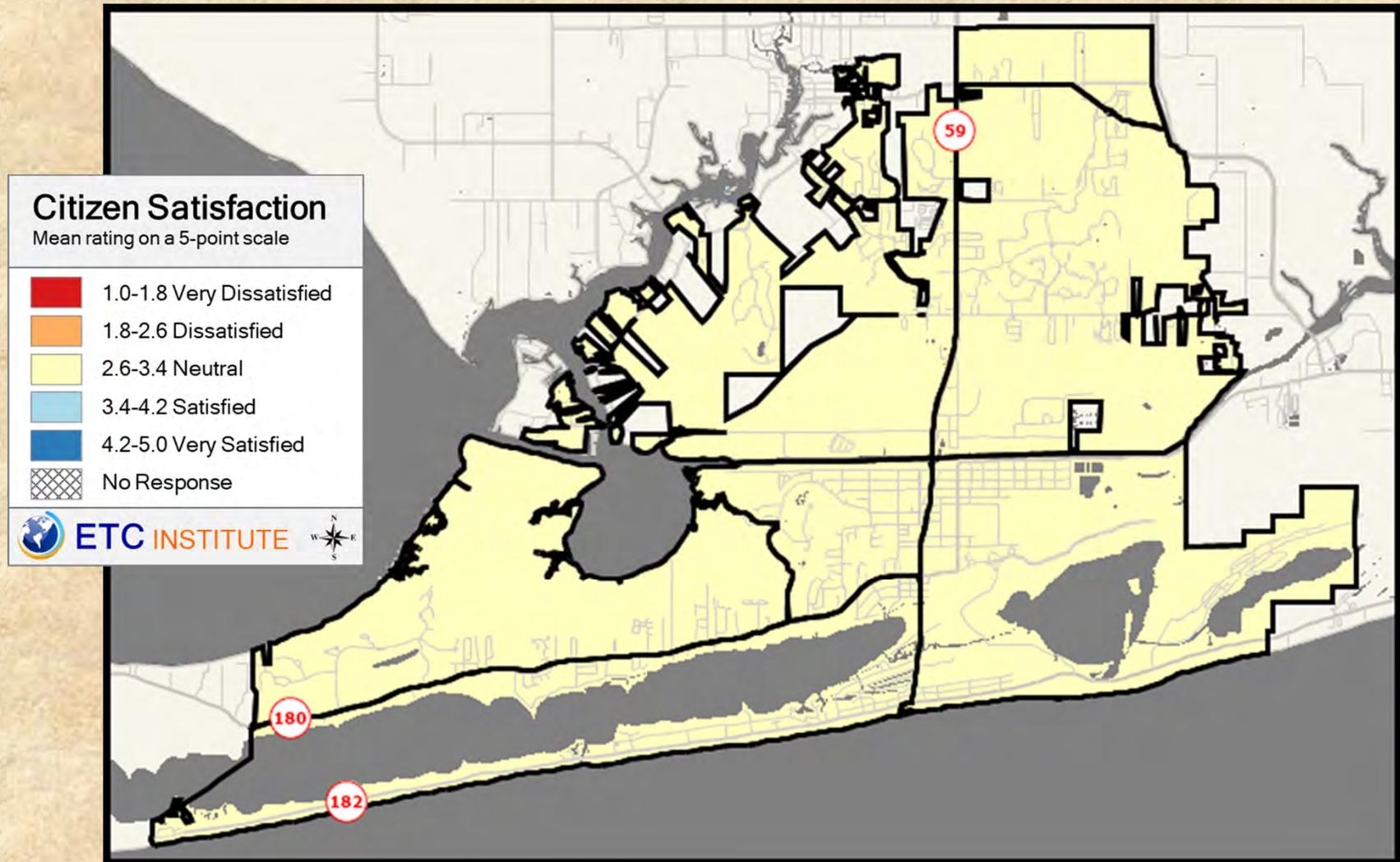
Q14-5. Satisfaction with overall efforts to protect private property values



2021 City of Gulf Shores Community Survey

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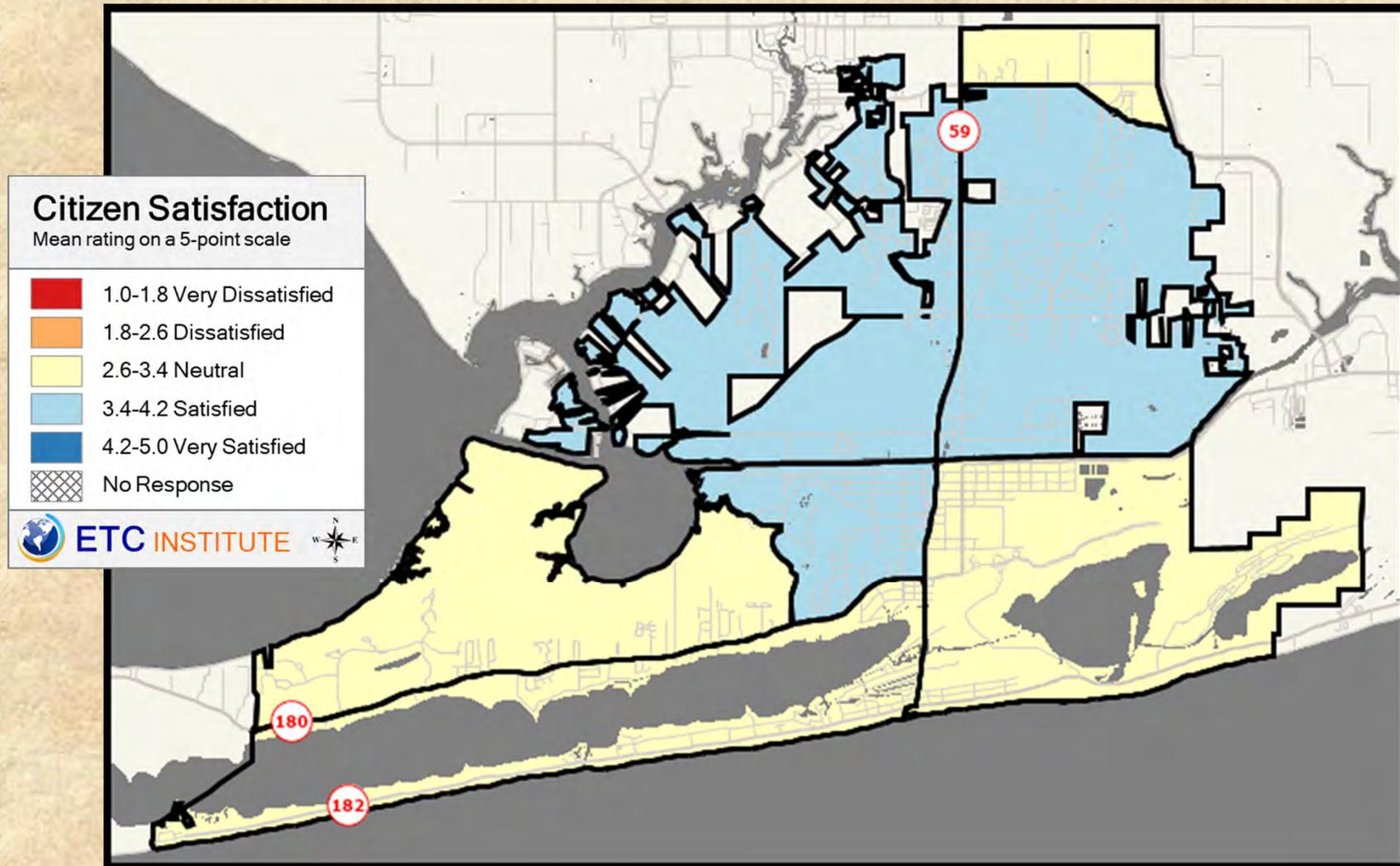
Q15-1. Satisfaction with overall quality of new residential development



2021 City of Gulf Shores Community Survey

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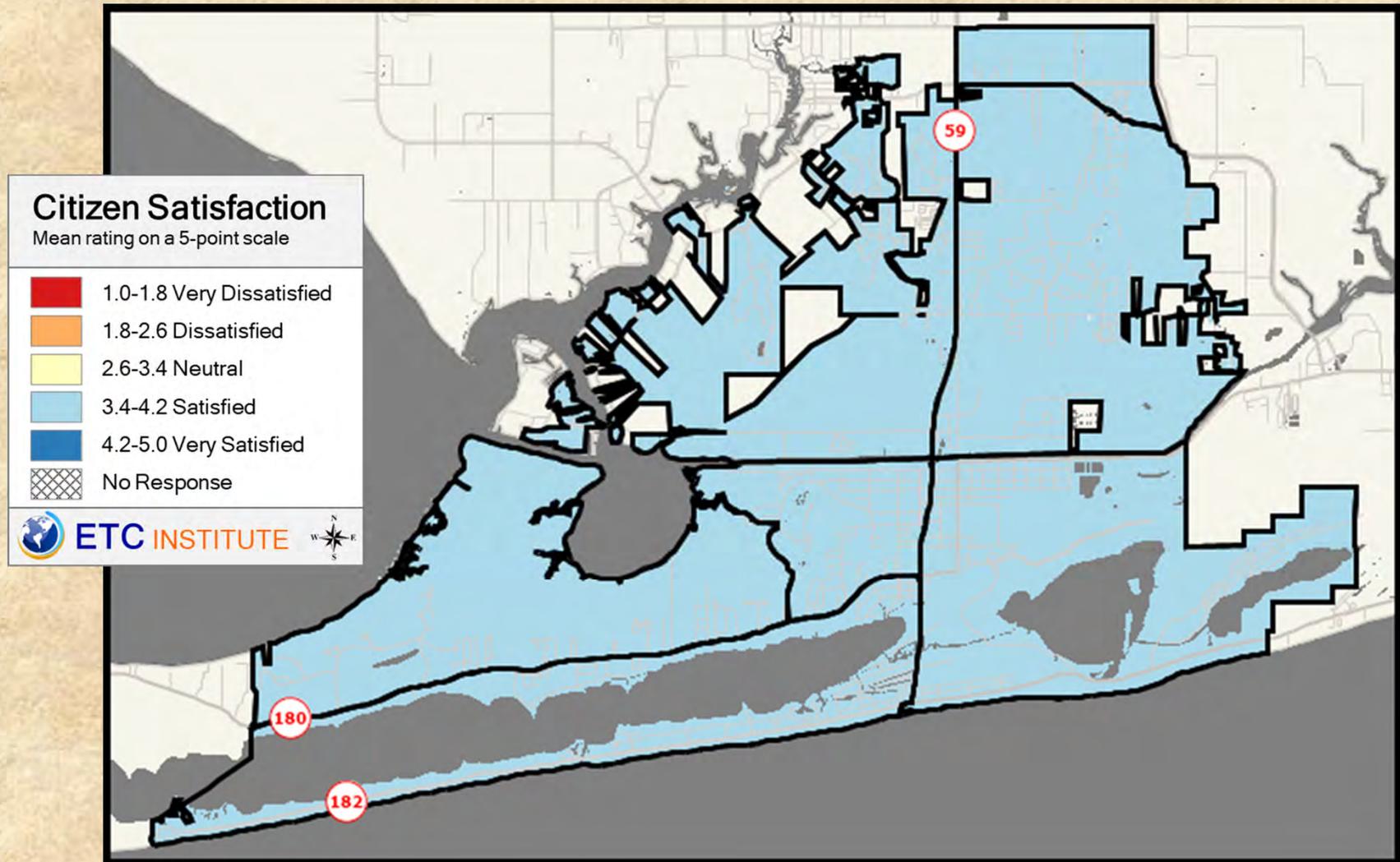
Q15-2. Satisfaction with overall quality of new retail development



2021 City of Gulf Shores Community Survey

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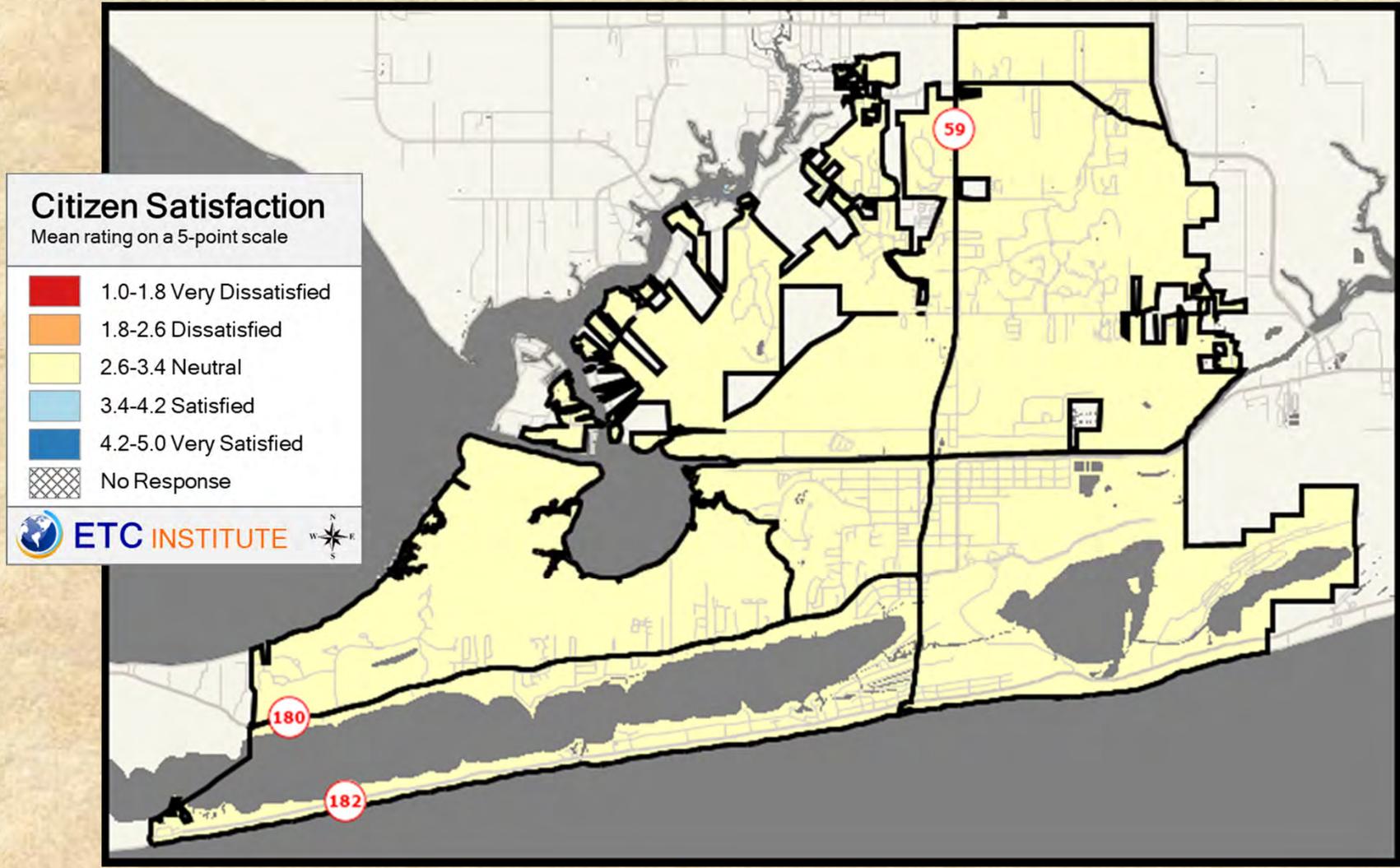
Q15-3. Satisfaction with overall quality of new business development



2021 City of Gulf Shores Community Survey

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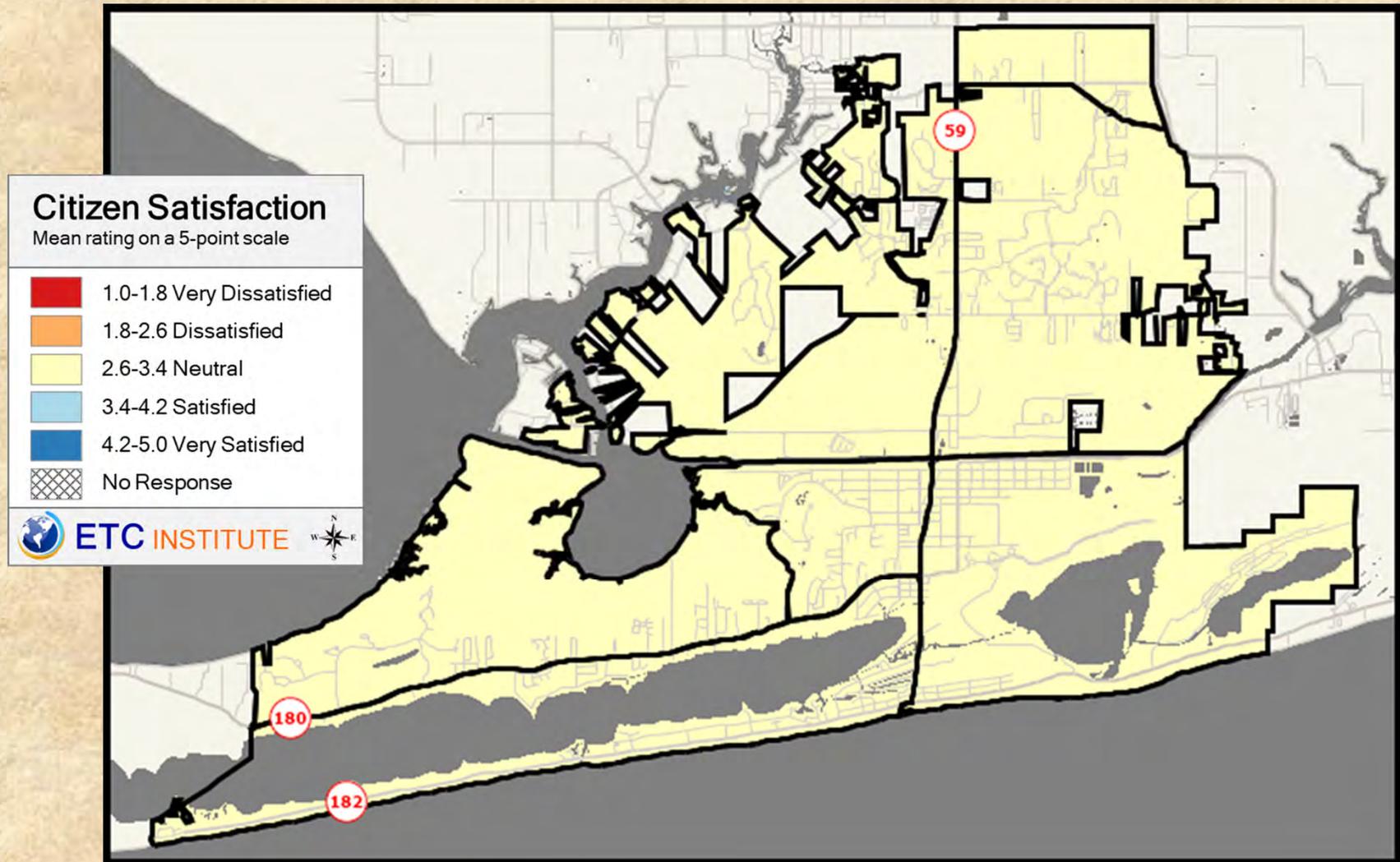
Q15-4. Satisfaction with redevelopment of abandoned or under-utilized properties



2021 City of Gulf Shores Community Survey

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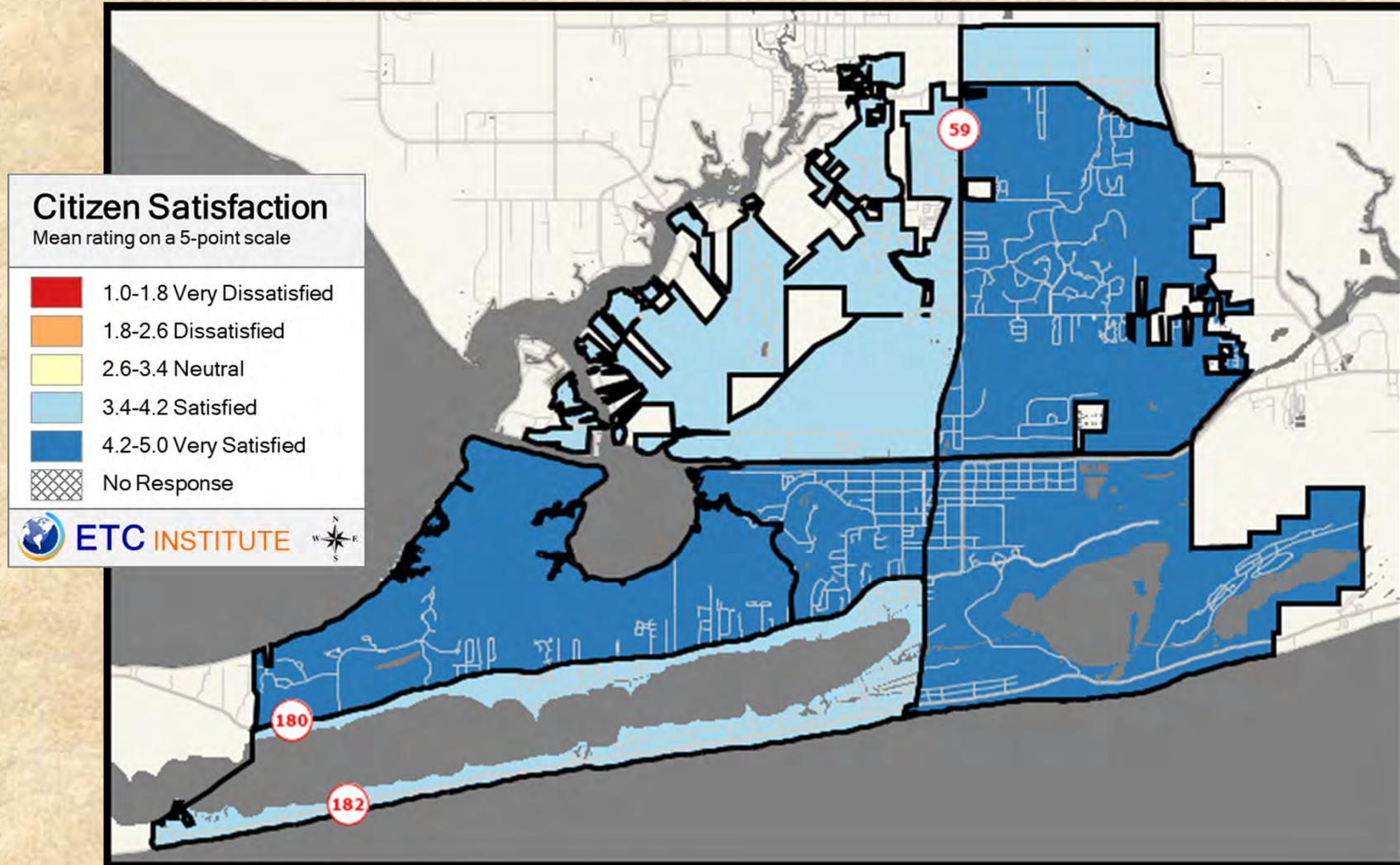
Q15-5. Satisfaction with City's planning for future growth



2021 City of Gulf Shores Community Survey

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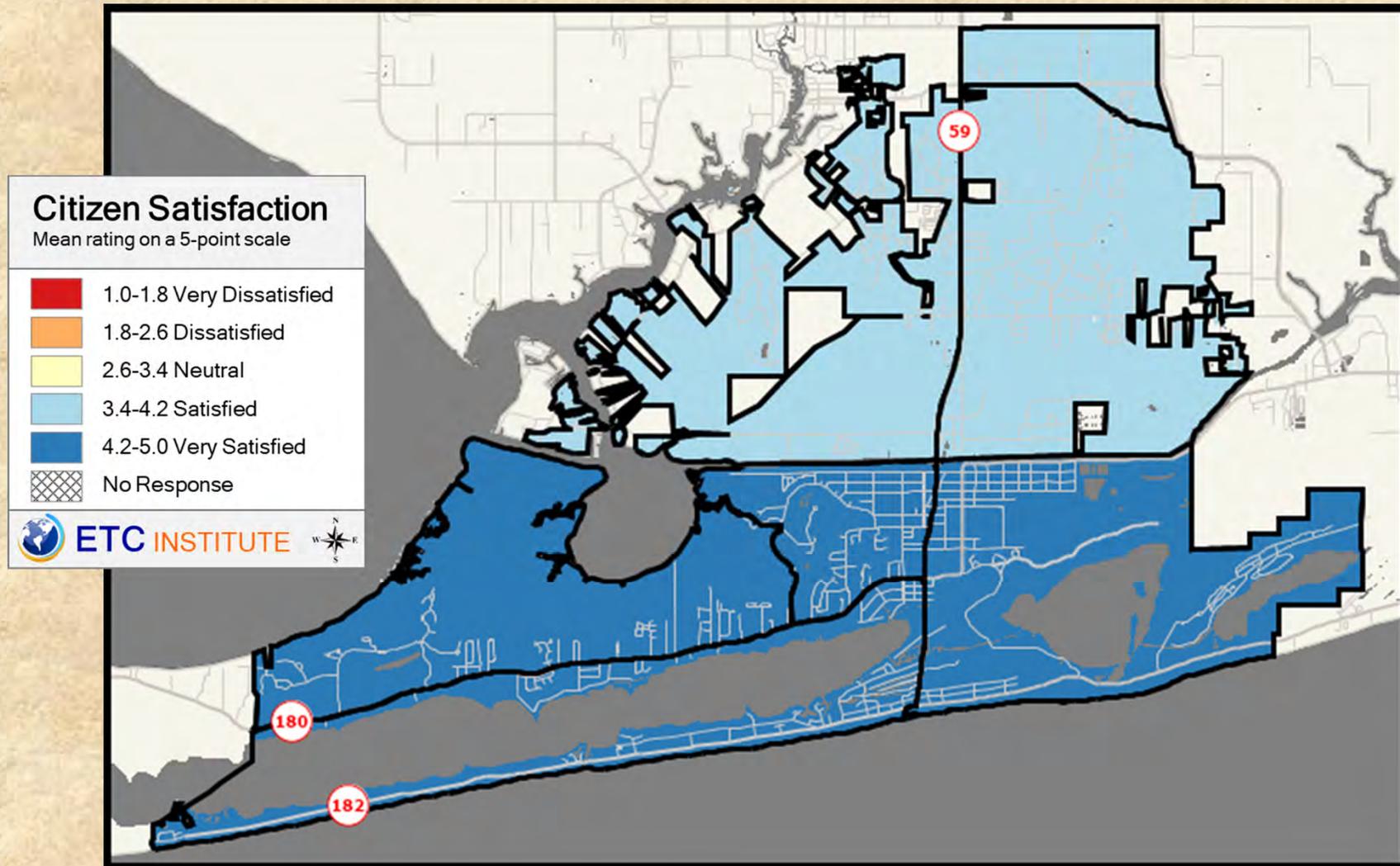
Q17-01. Satisfaction with quality of parks



2021 City of Gulf Shores Community Survey

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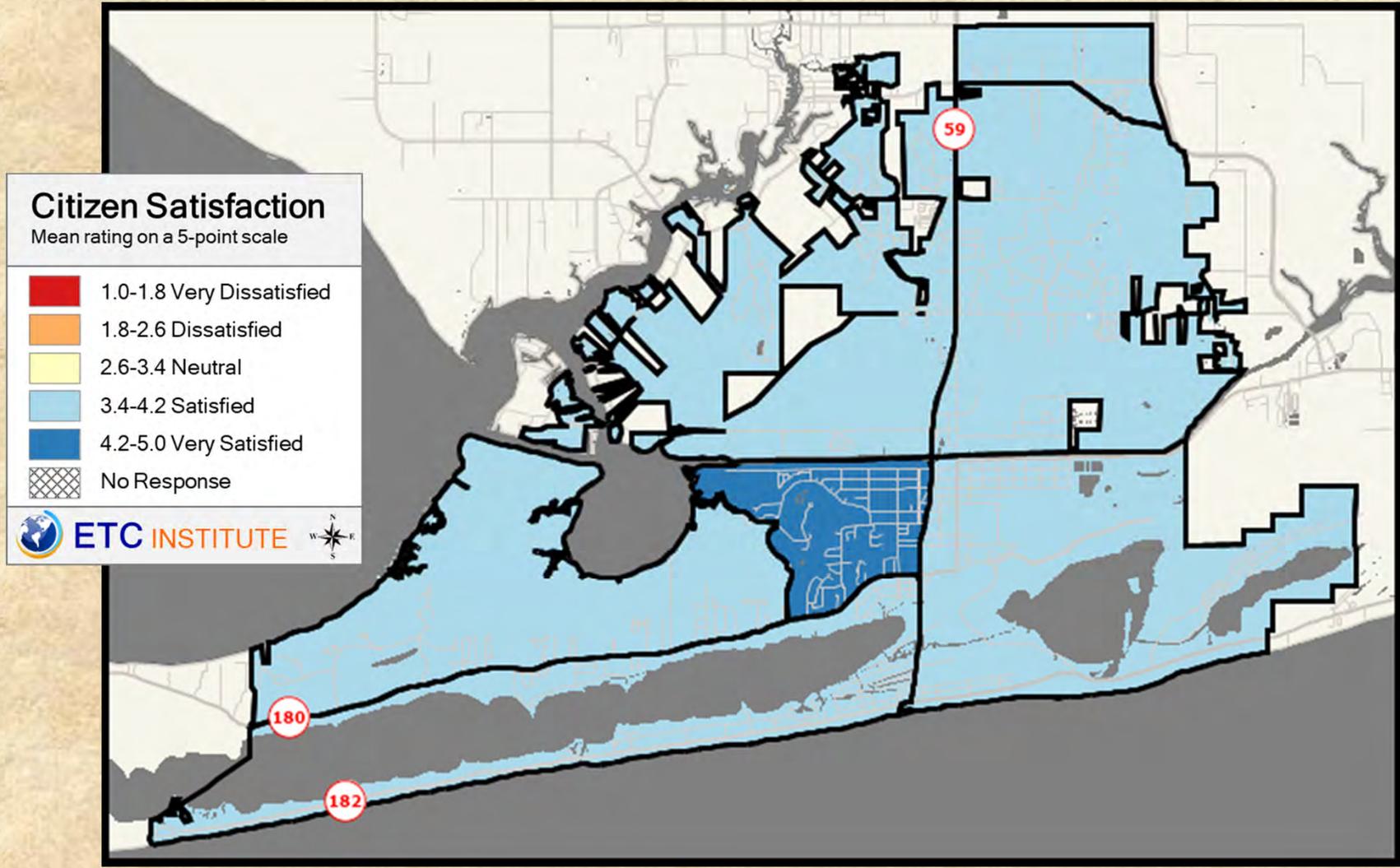
Q17-02. Satisfaction with quality of walking trails



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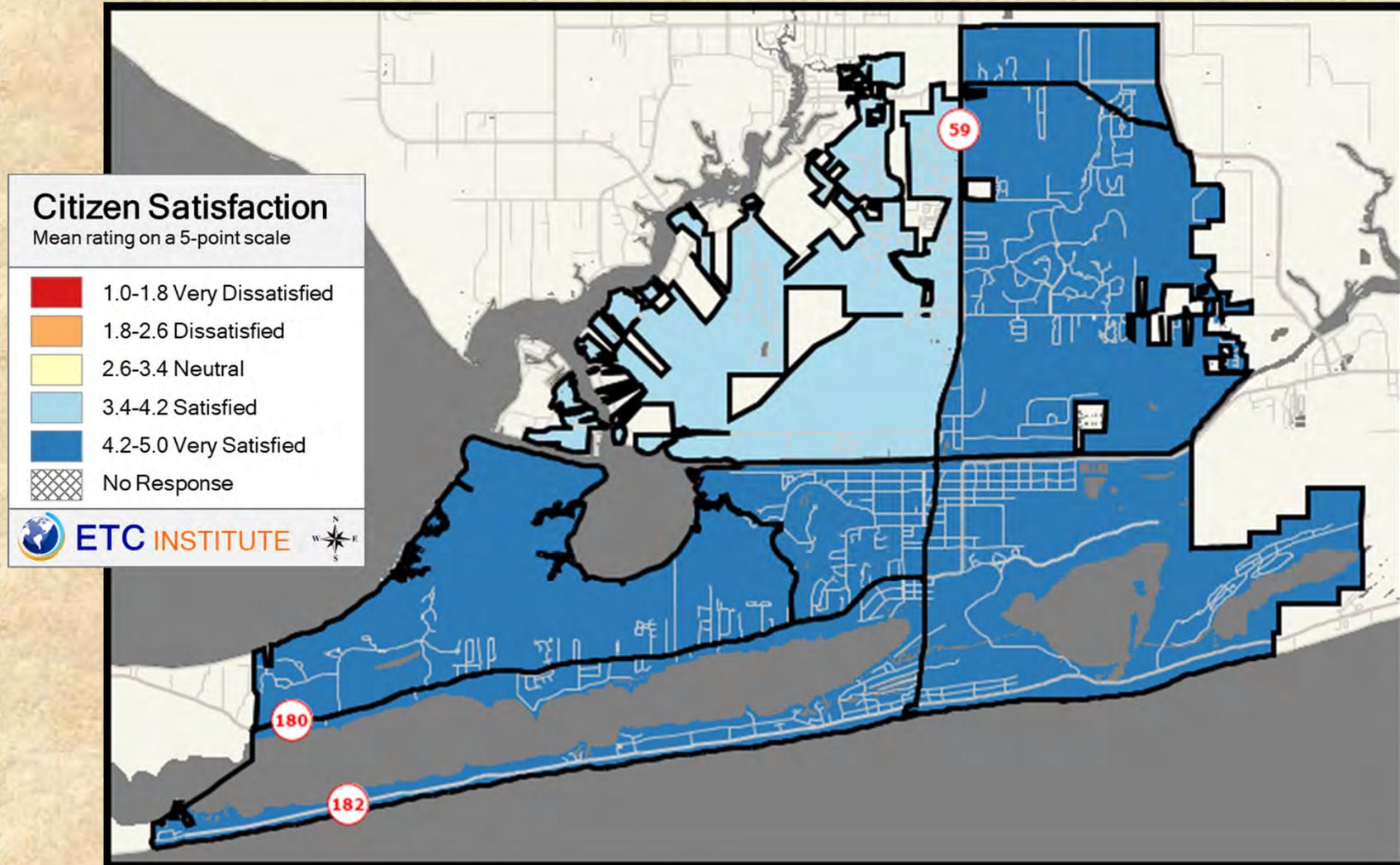
Q17-03. Satisfaction with quality of playgrounds



2021 City of Gulf Shores Community Survey

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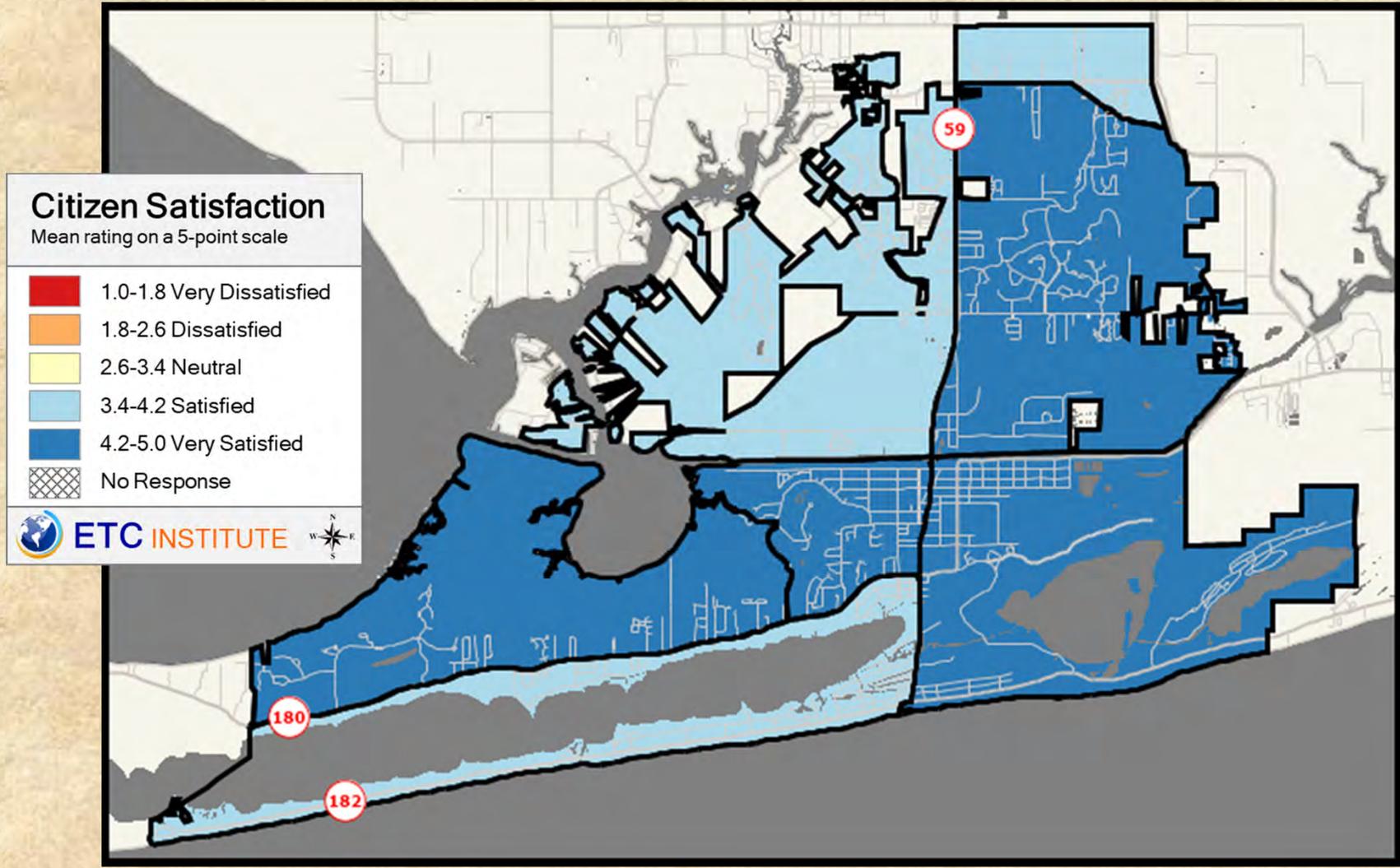
Q17-04. Satisfaction with quality of Bodenhamer Recreation Center



2021 City of Gulf Shores Community Survey

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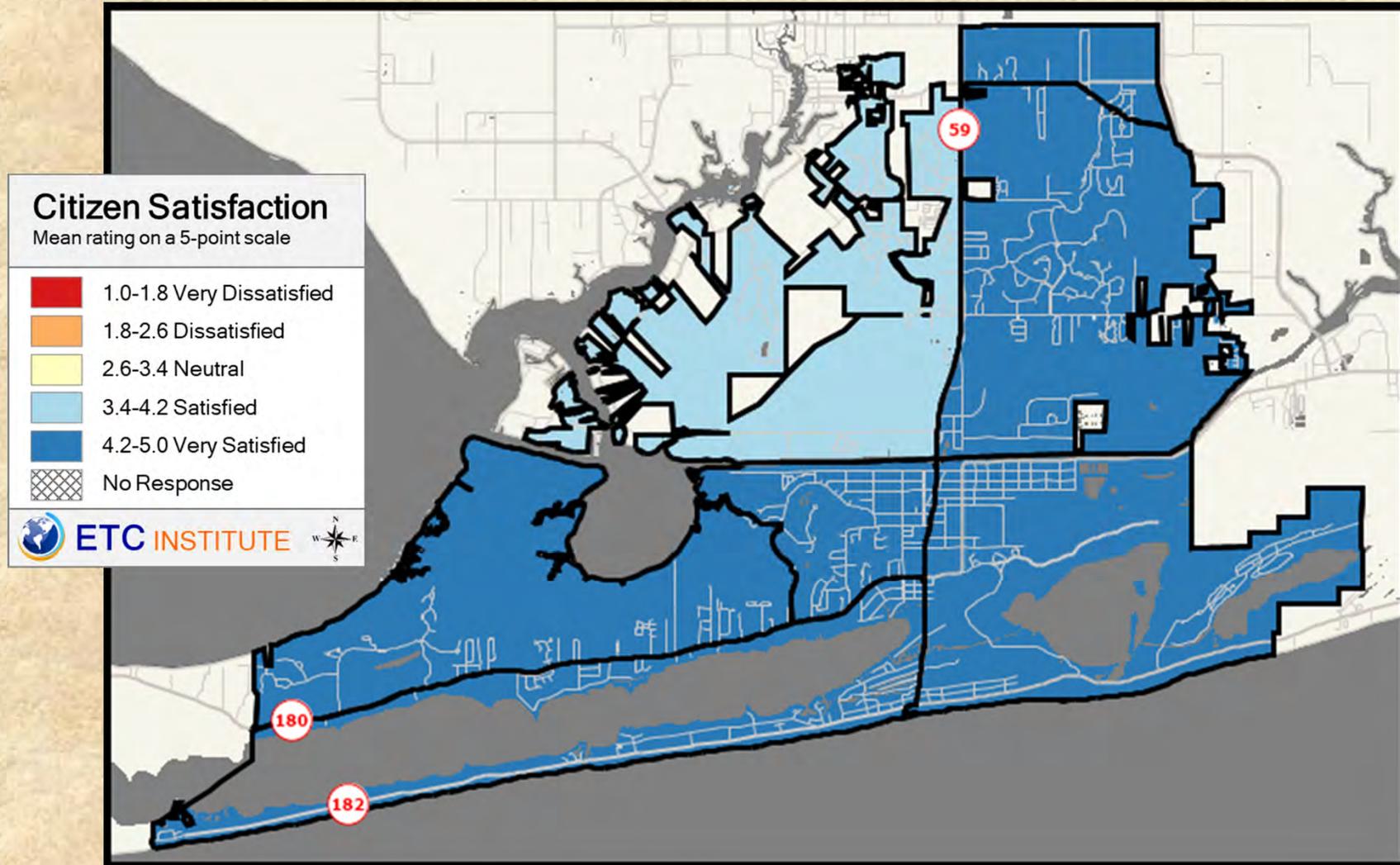
Q17-05. Satisfaction with quality of fitness areas within the Bodenhamer Recreation Center



2021 City of Gulf Shores Community Survey

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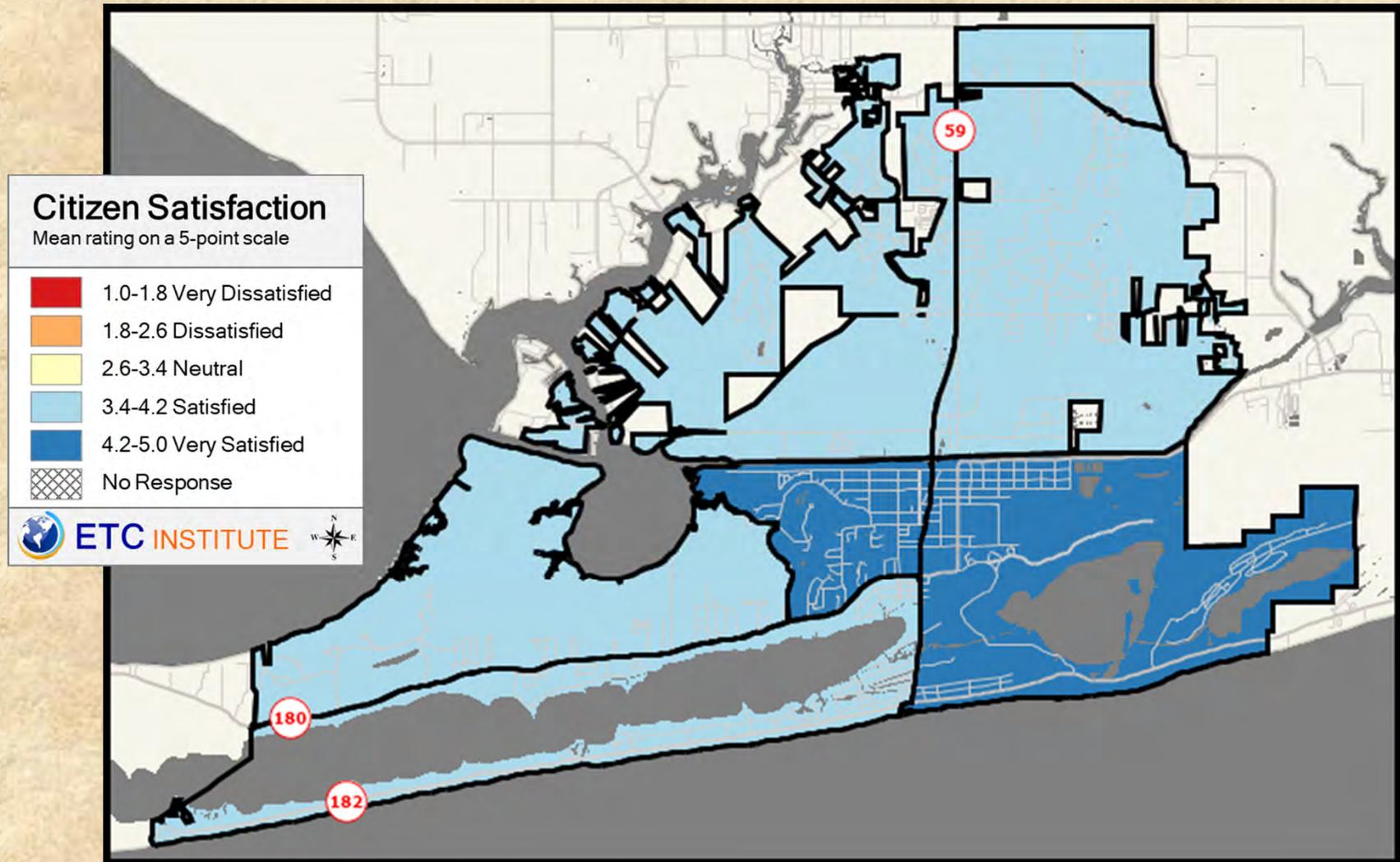
Q17-06. Satisfaction with quality of outdoor athletic fields



2021 City of Gulf Shores Community Survey

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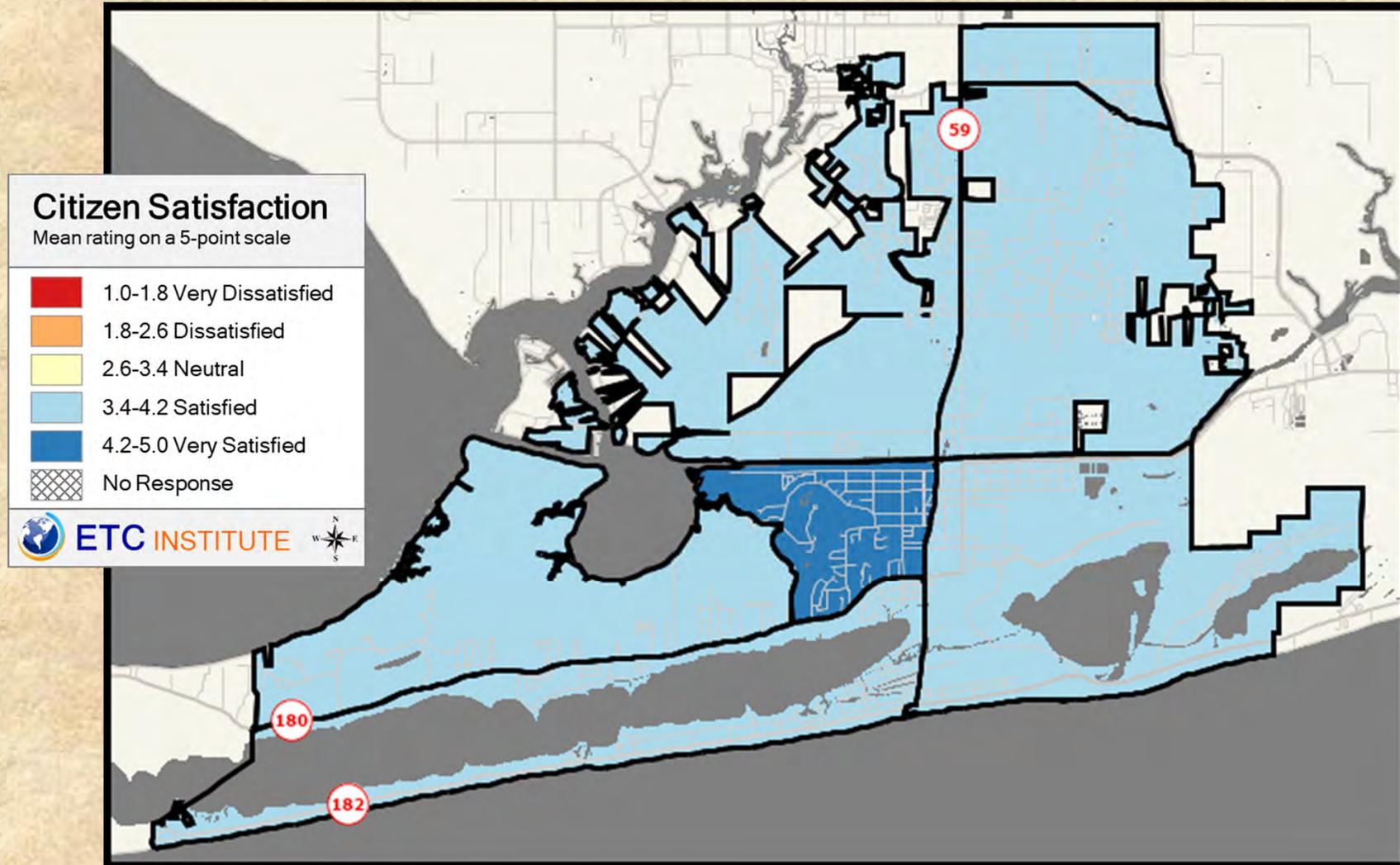
Q17-07. Satisfaction with quality of fitness programs



2021 City of Gulf Shores Community Survey

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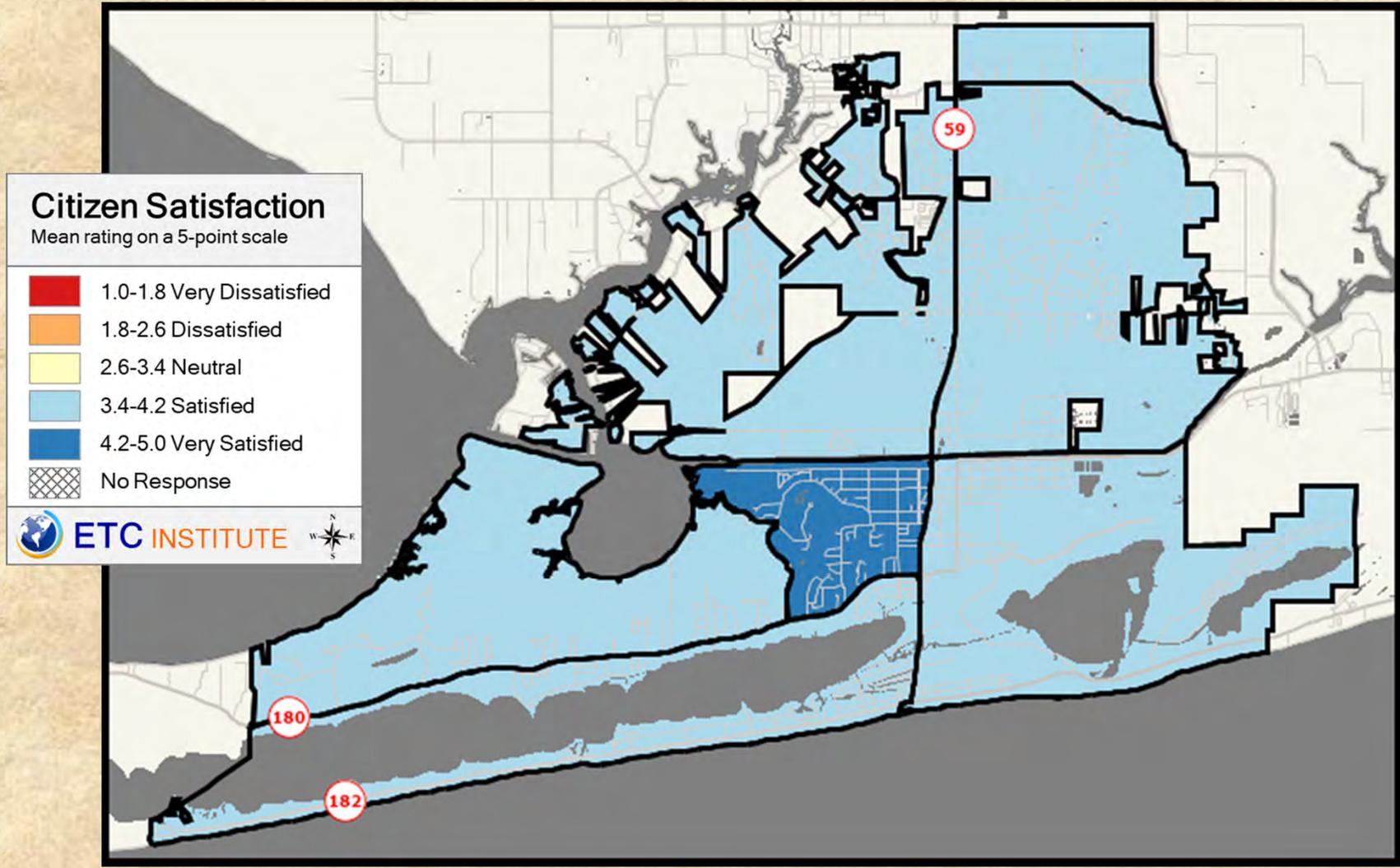
Q17-08. Satisfaction with quality of youth athletic programs



2021 City of Gulf Shores Community Survey

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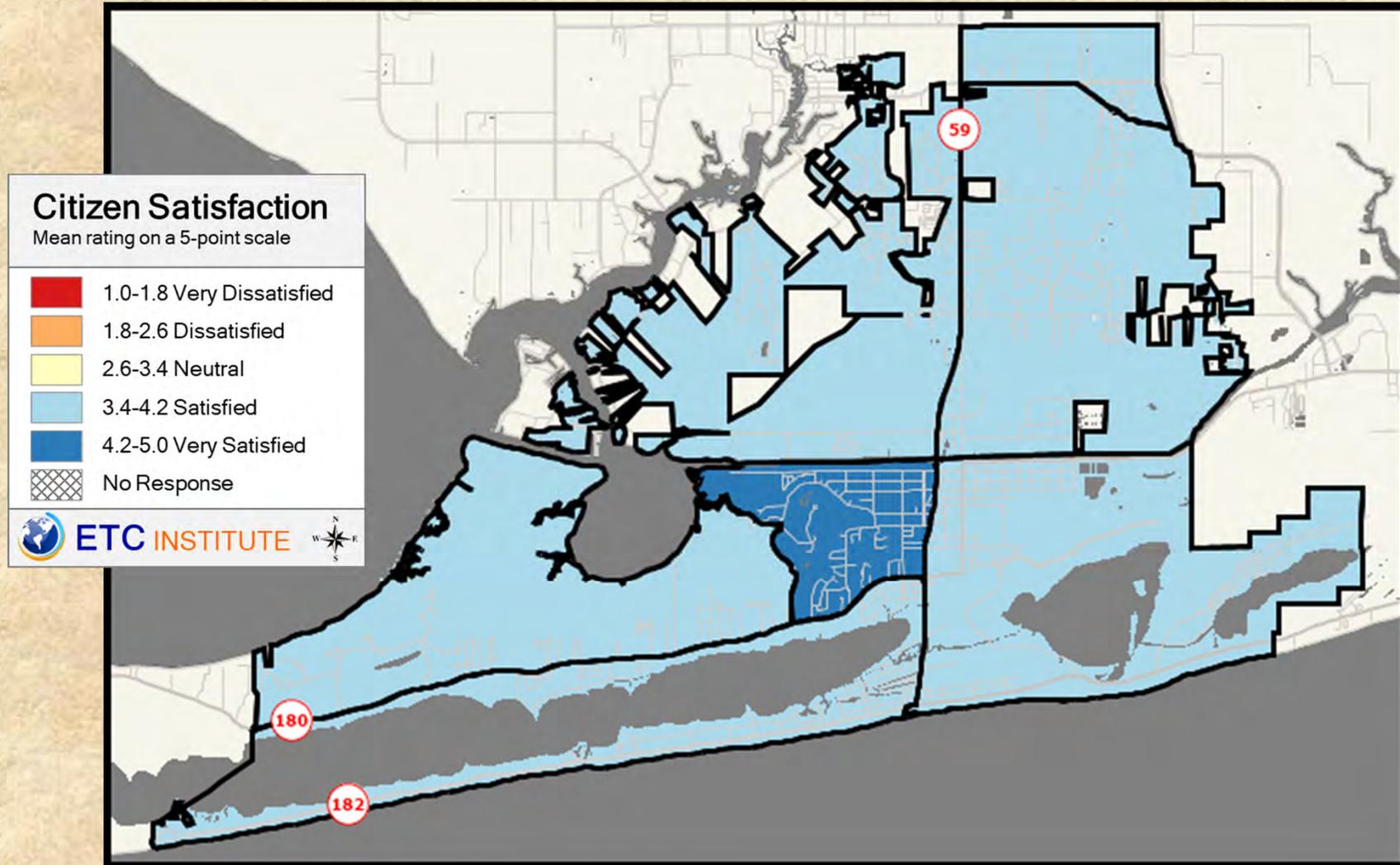
Q17-09. Satisfaction with quality of adult athletic programs



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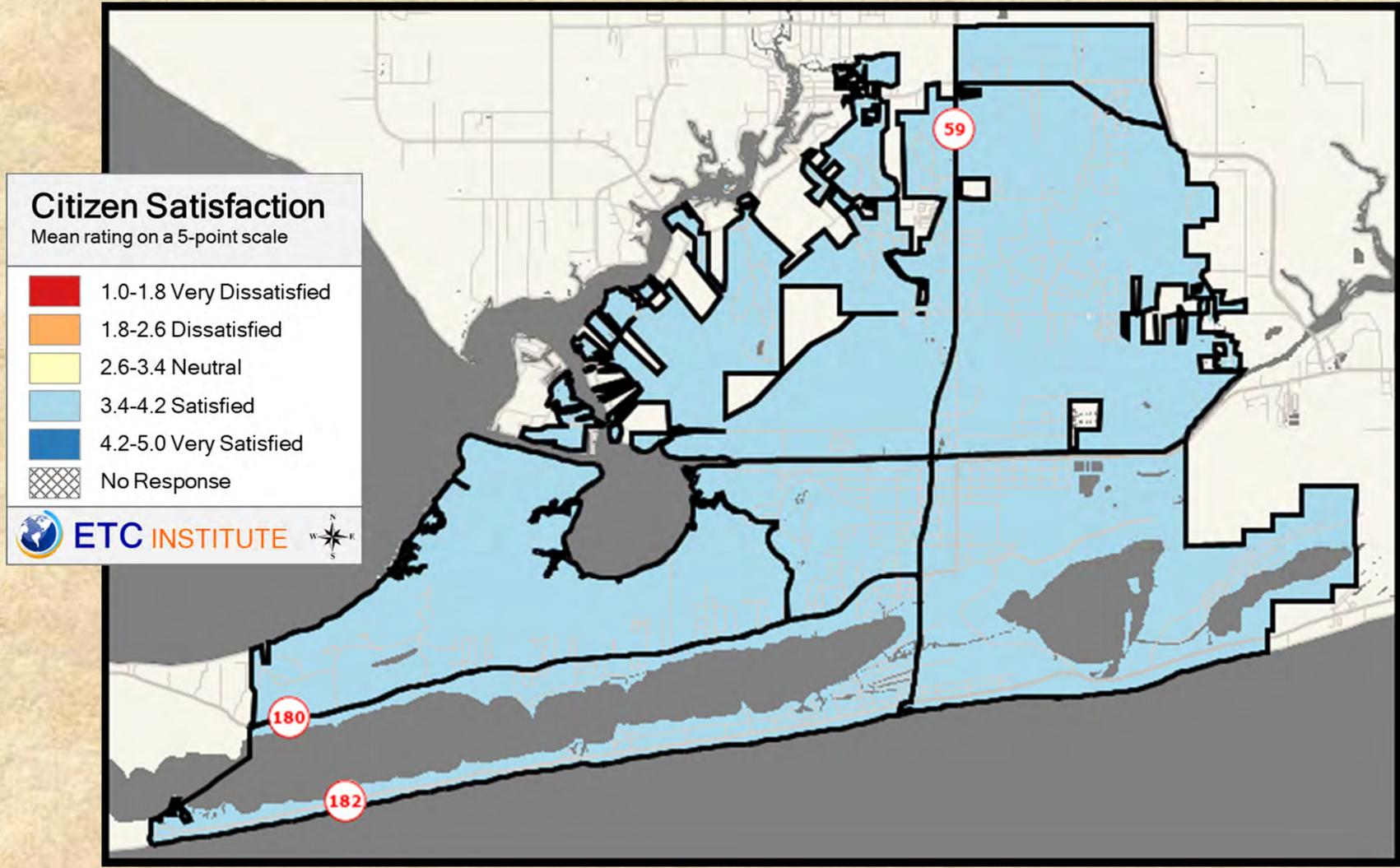
Q17-10. Satisfaction with quality of SPARC and other youth programs



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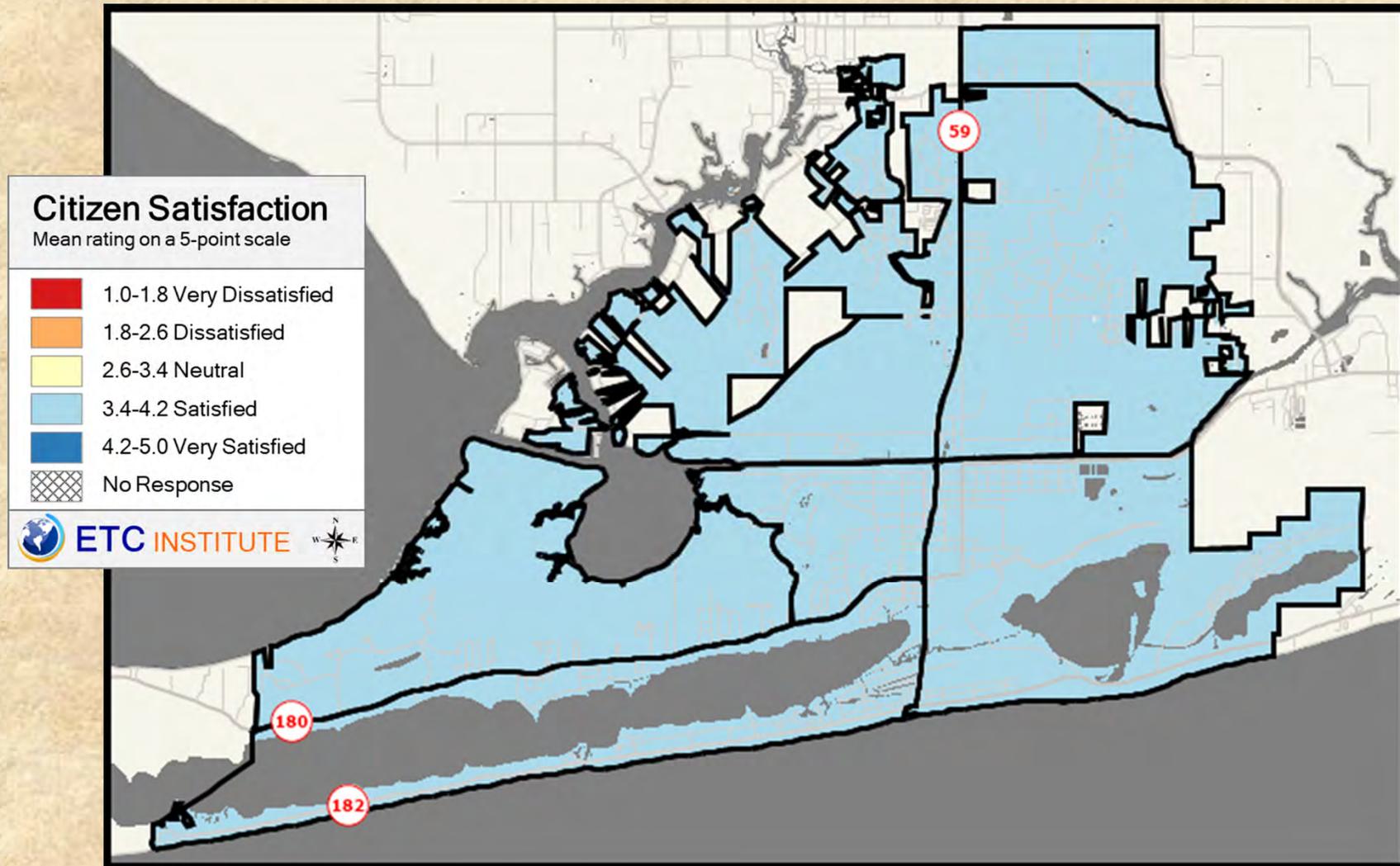
Q17-11. Satisfaction with quality of senior programs



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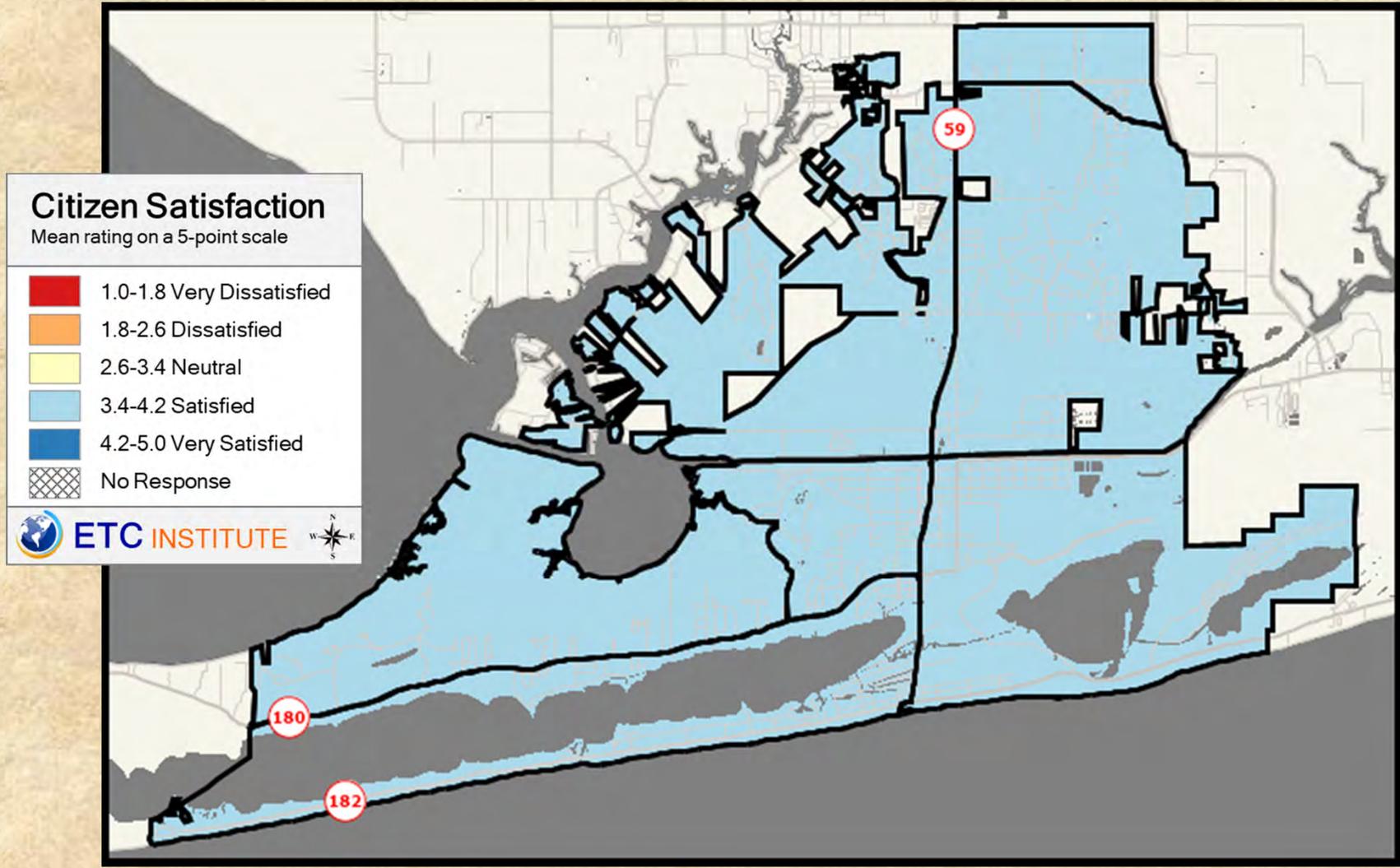
Q17-12. Satisfaction with ease of registering for programs



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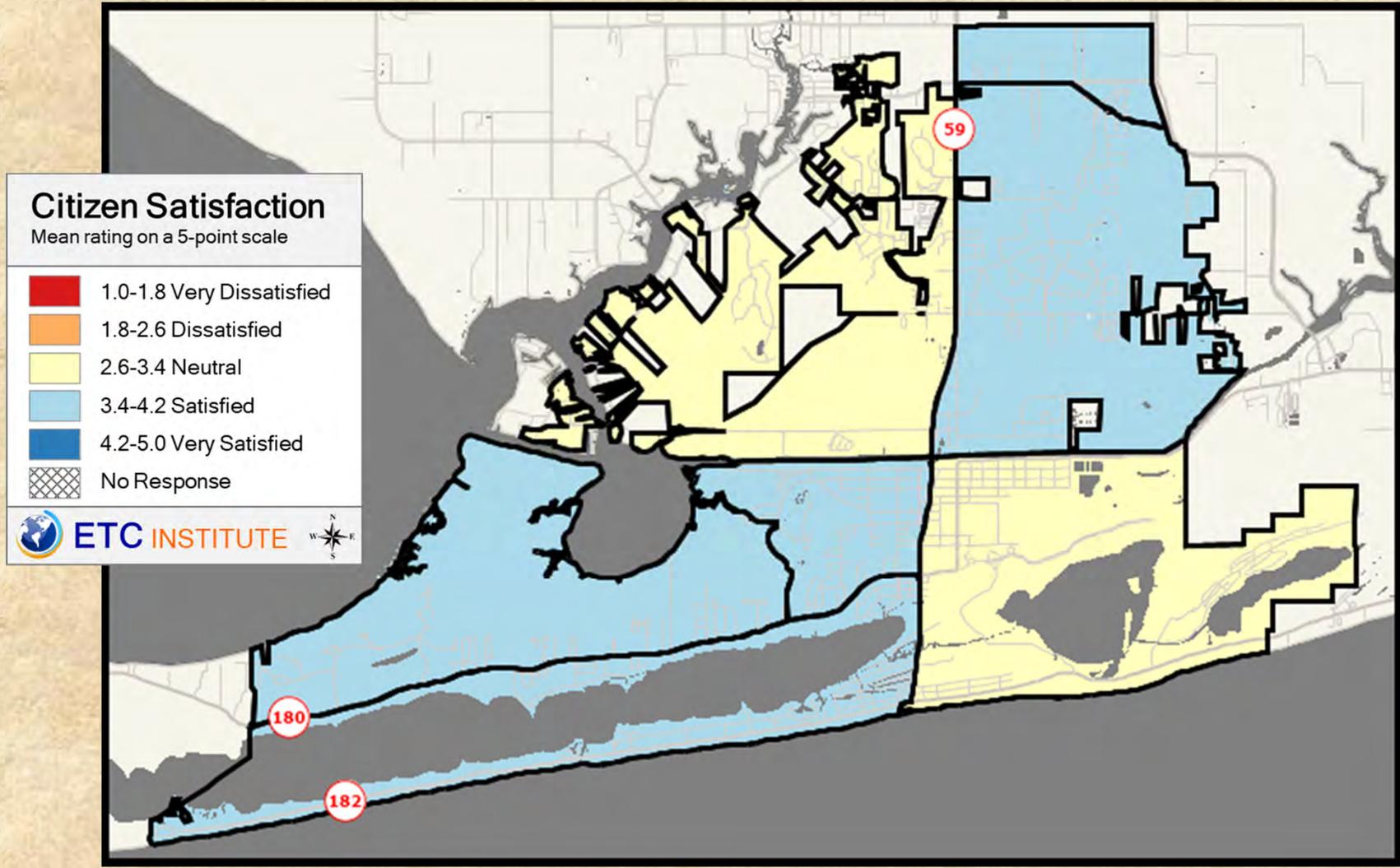
Q17-13. Satisfaction with fees charged for youth and adult recreation programs



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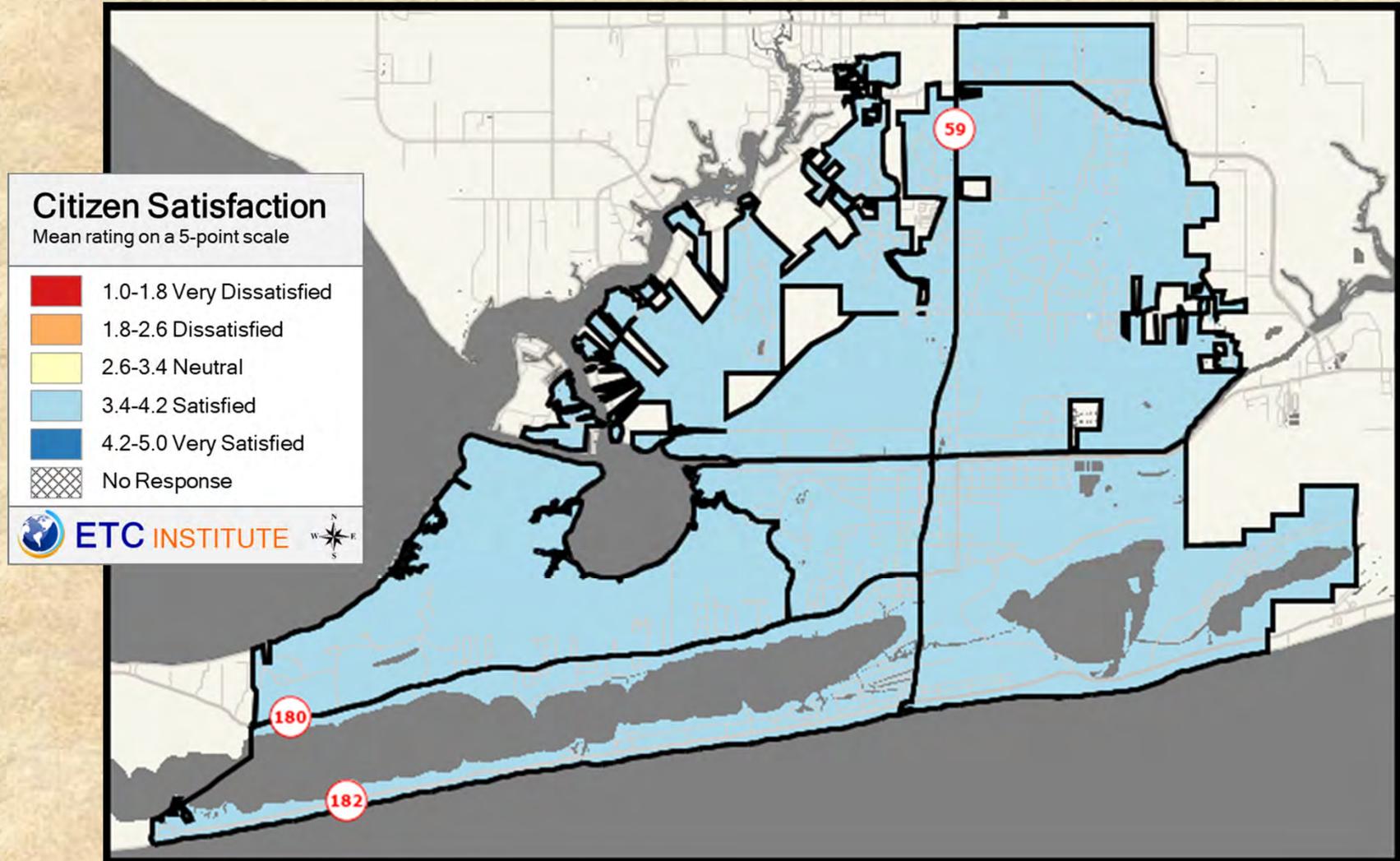
Q17-14. Satisfaction with fees charged for recreation center memberships



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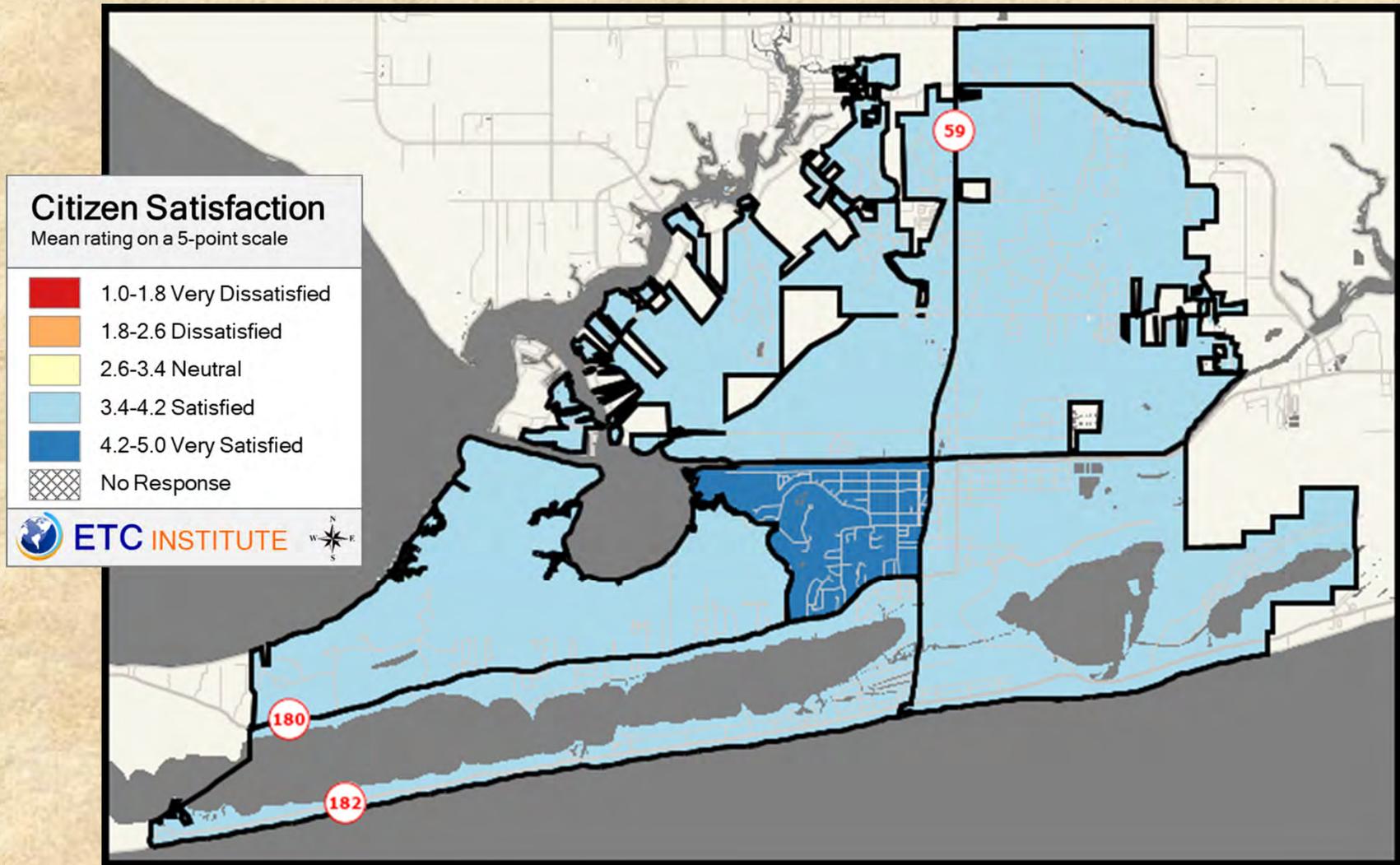
Q17-15. Satisfaction with quality of special events



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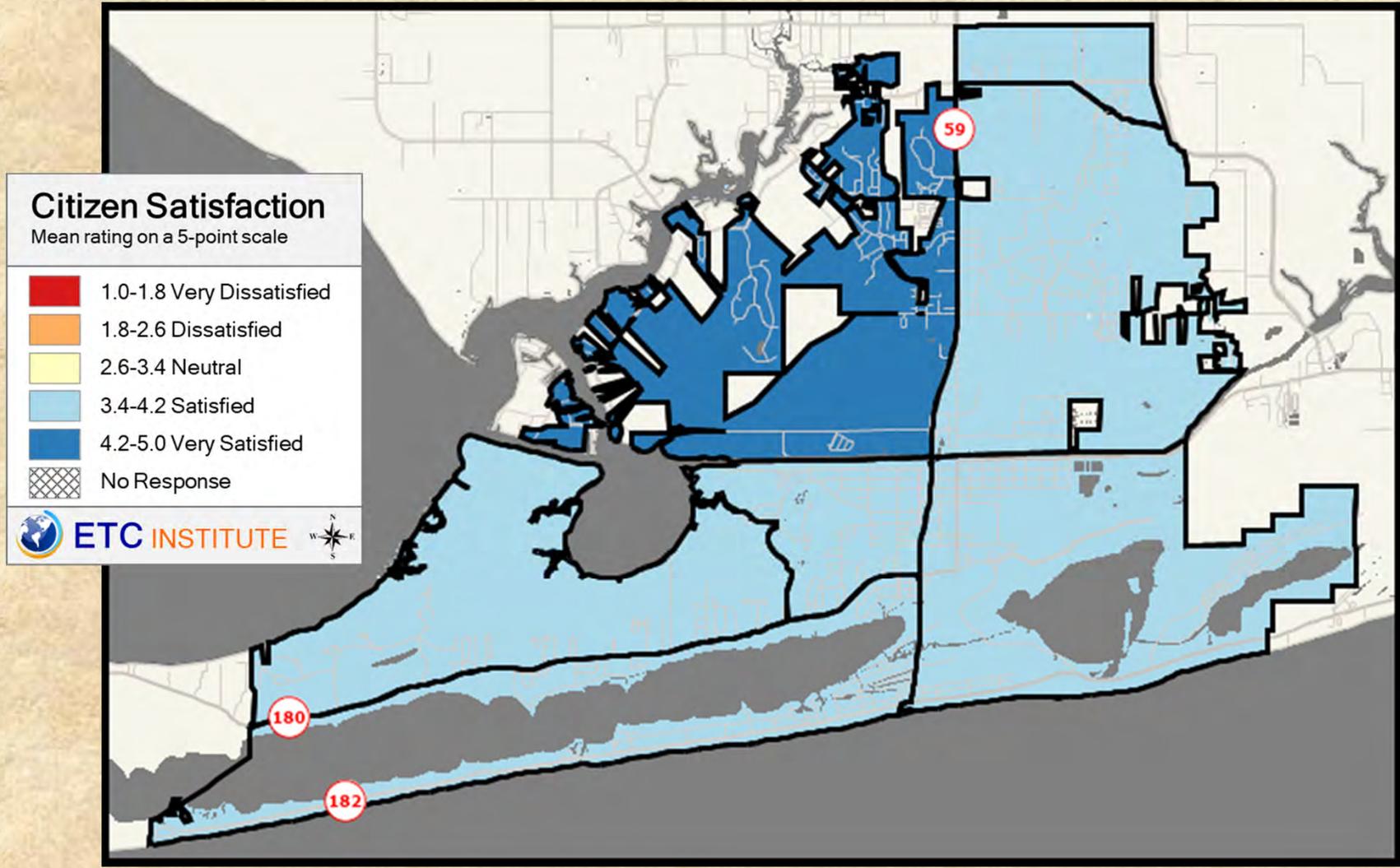
Q17-16. Satisfaction with convenience of access to Parks and Recreation facilities



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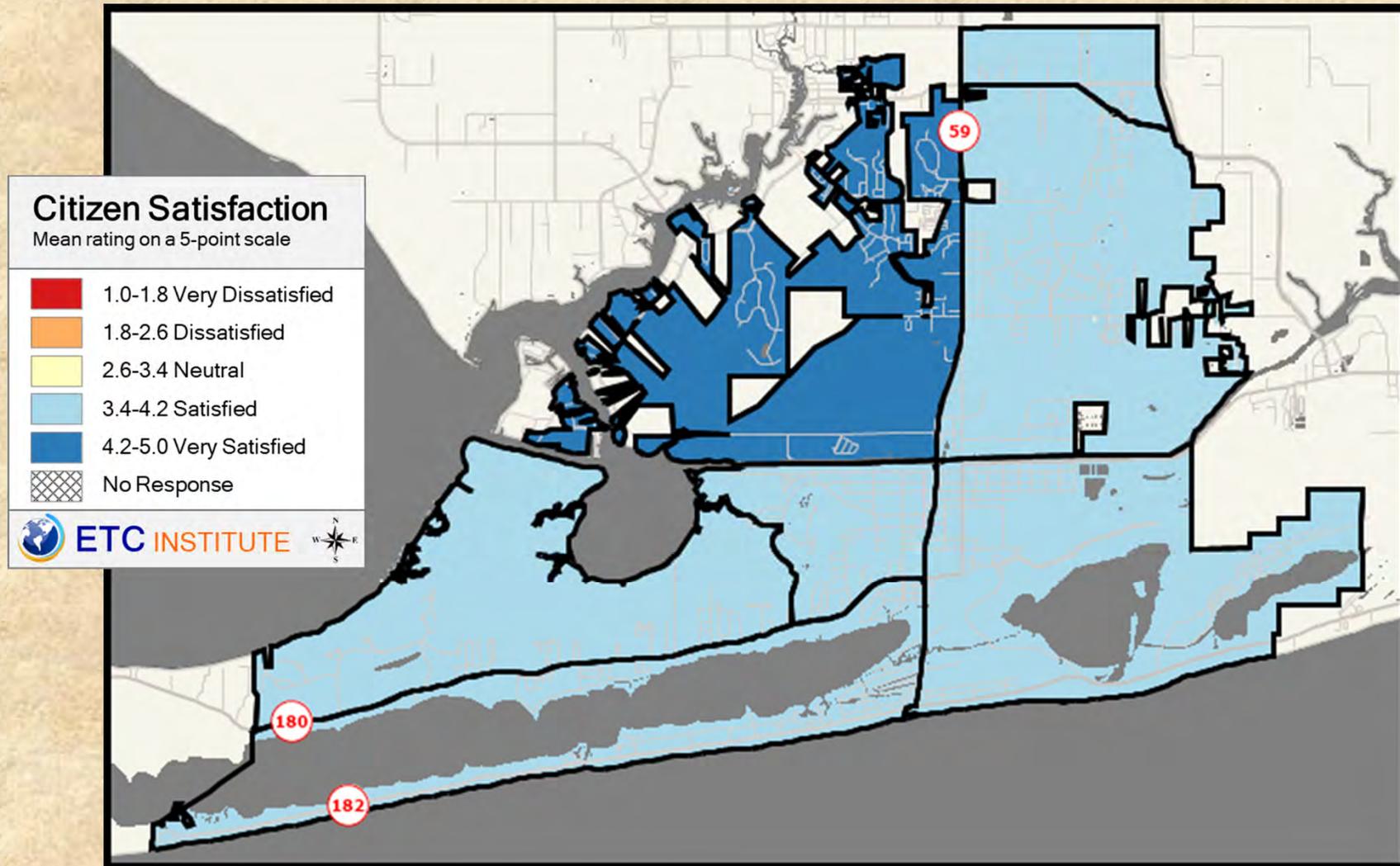
Q19-01. Satisfaction with quality of Gulf Shores City Schools Curriculum



2021 City of Gulf Shores Community Survey

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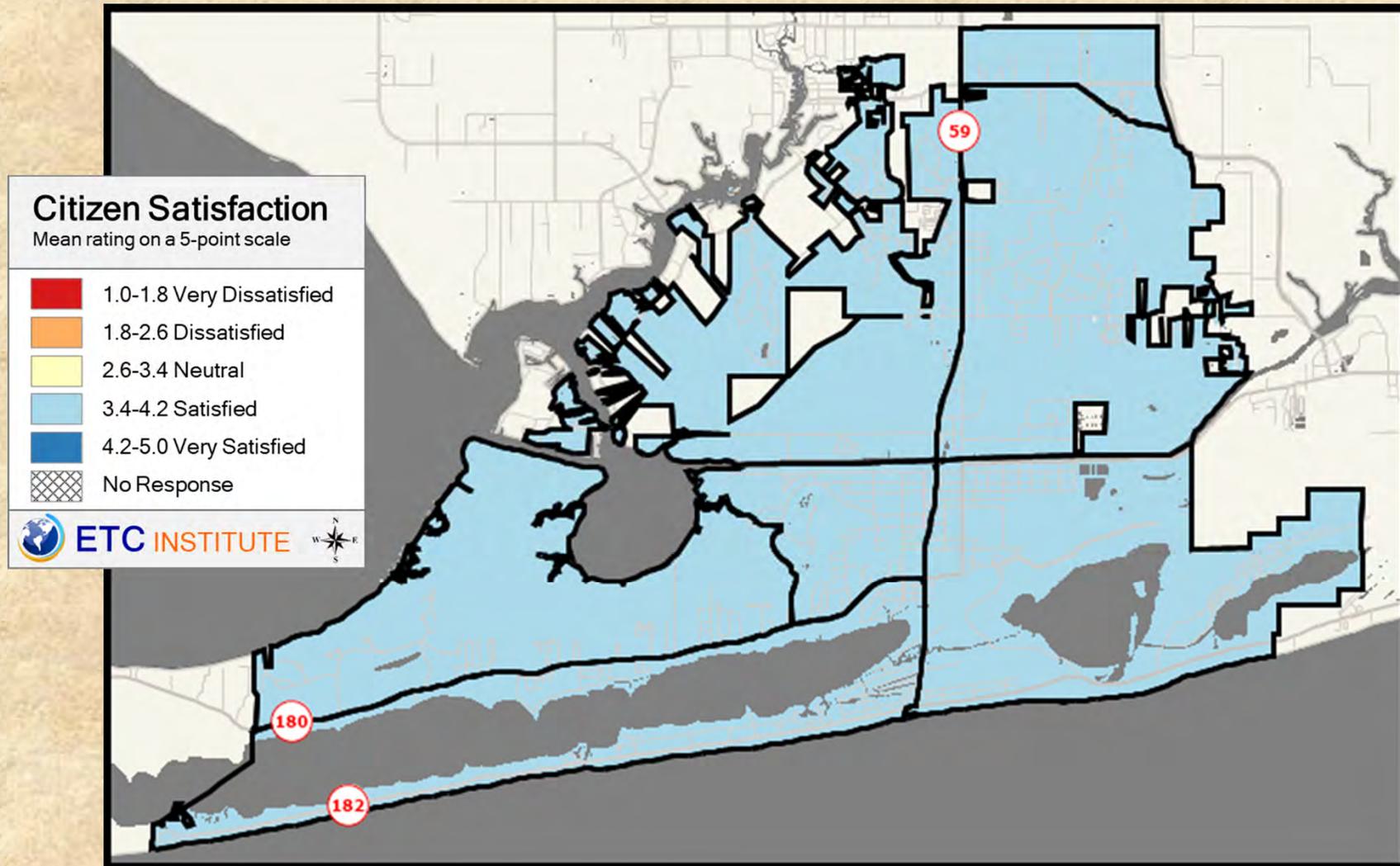
Q19-02. Satisfaction with quality of Extracurricular Programming



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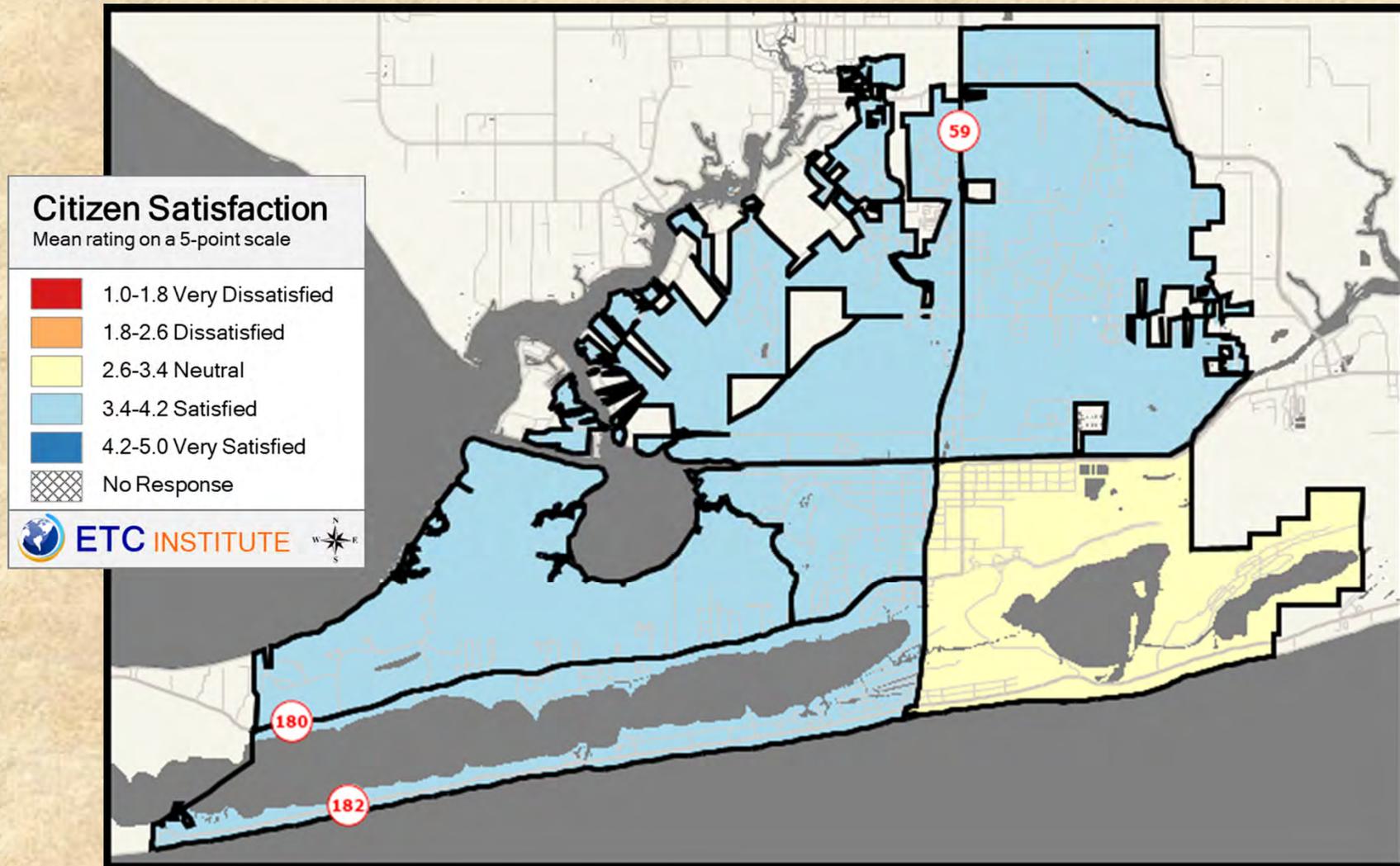
Q19-03. Satisfaction with quality of After School Programming



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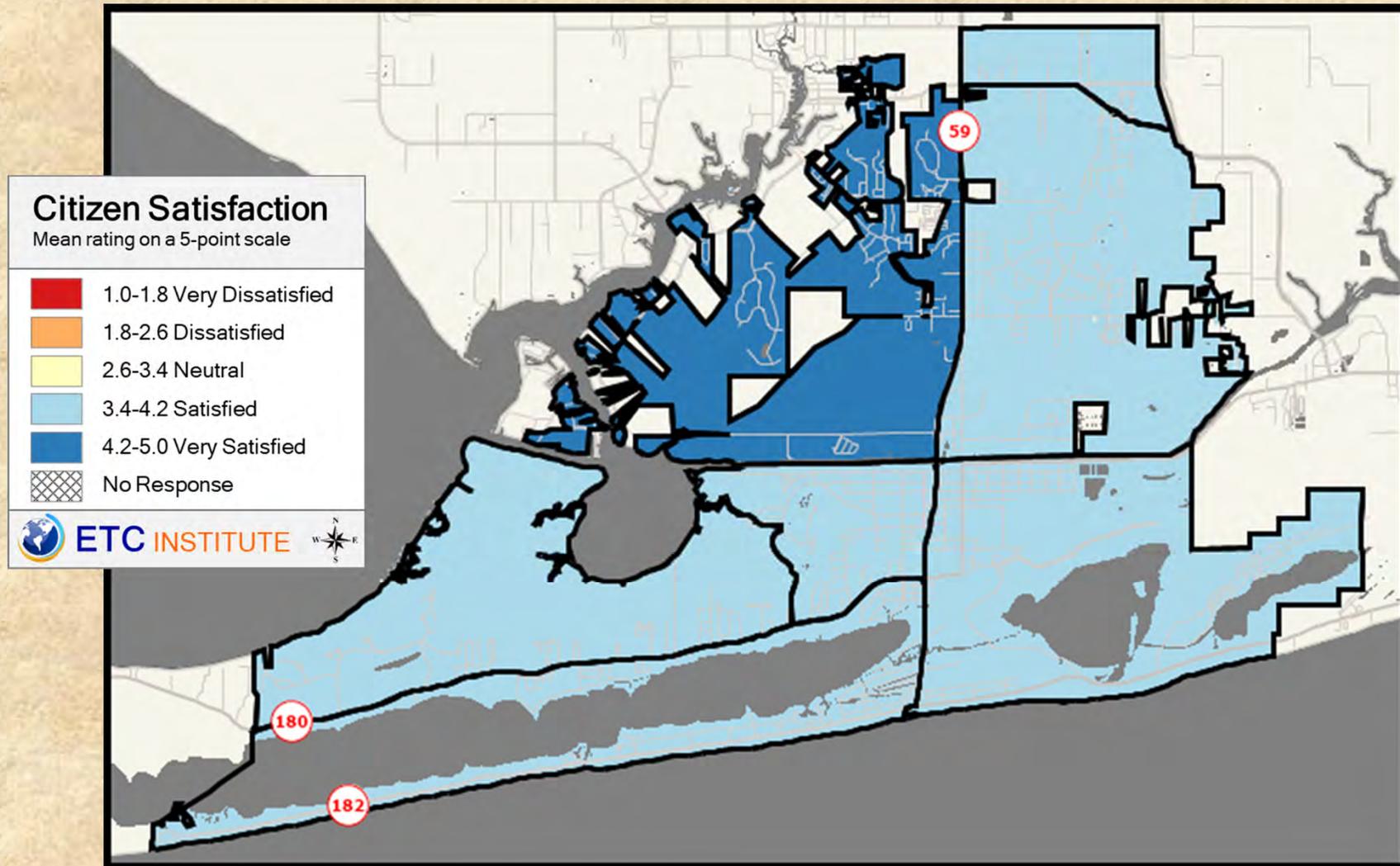
Q19-04. Satisfaction with quality of Career Development Programming



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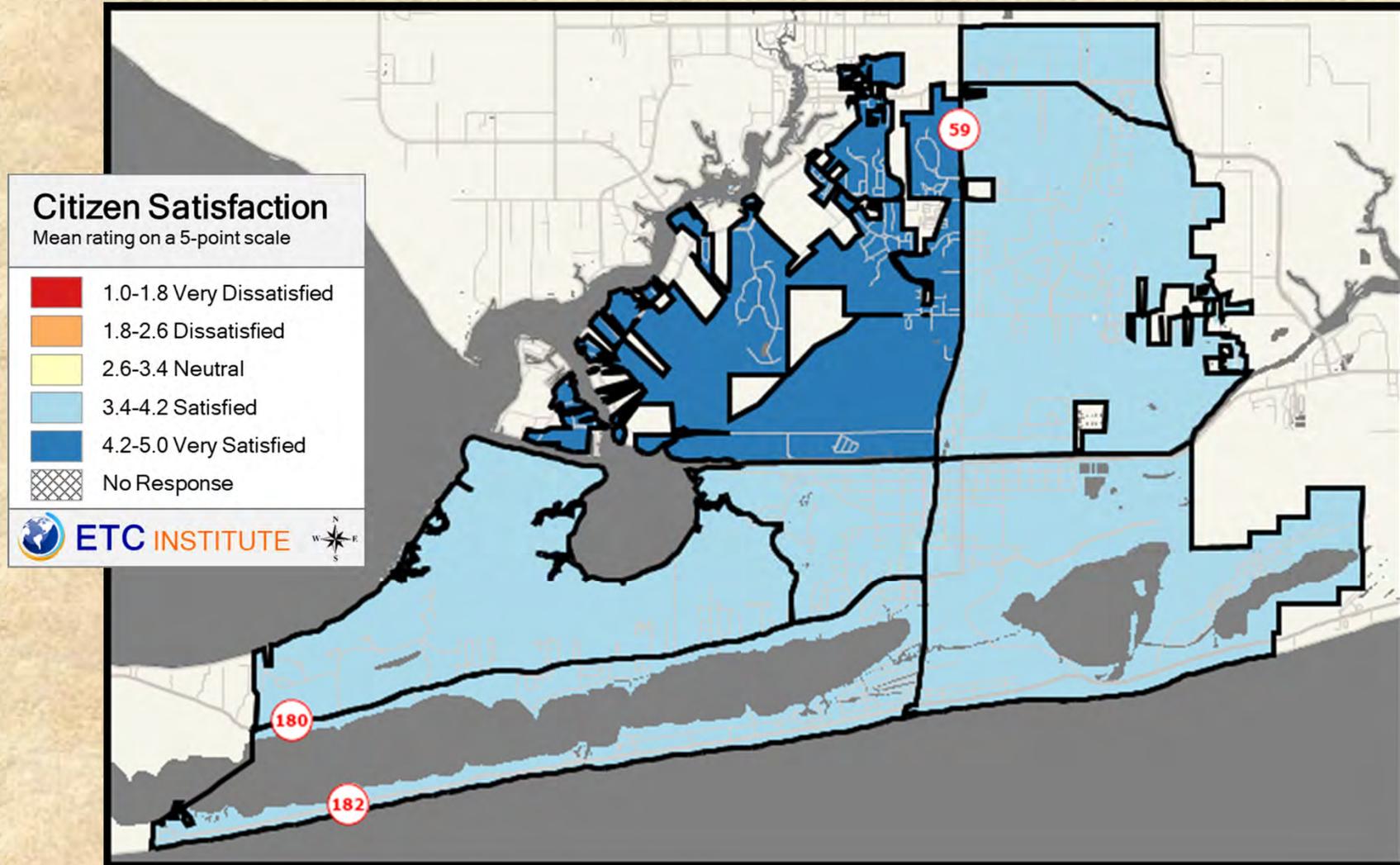
Q19-05. Satisfaction with overall quality of leadership provided by the School Board



2021 City of Gulf Shores Community Survey

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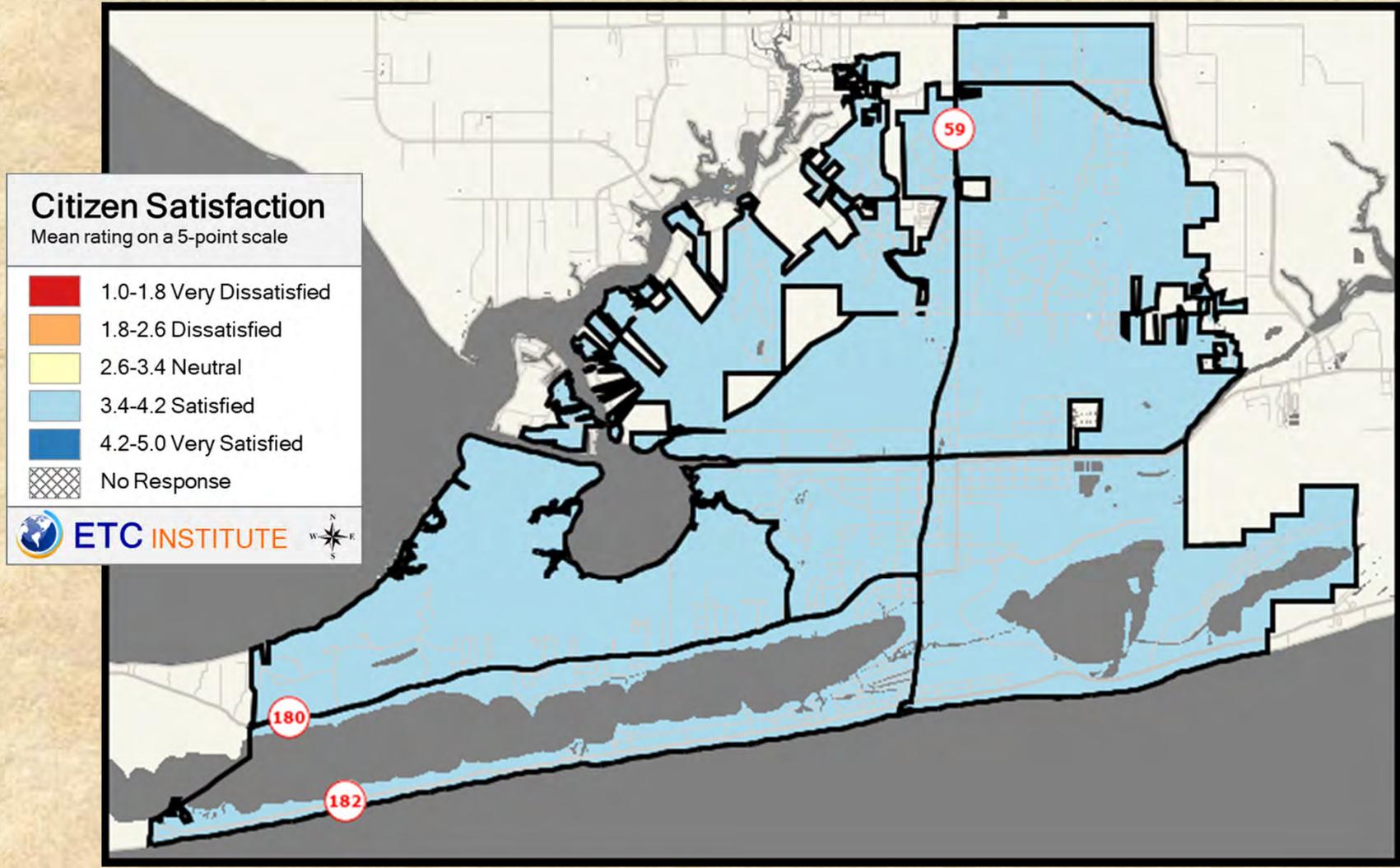
Q19-06. Satisfaction with overall quality of leadership provided by School Administration



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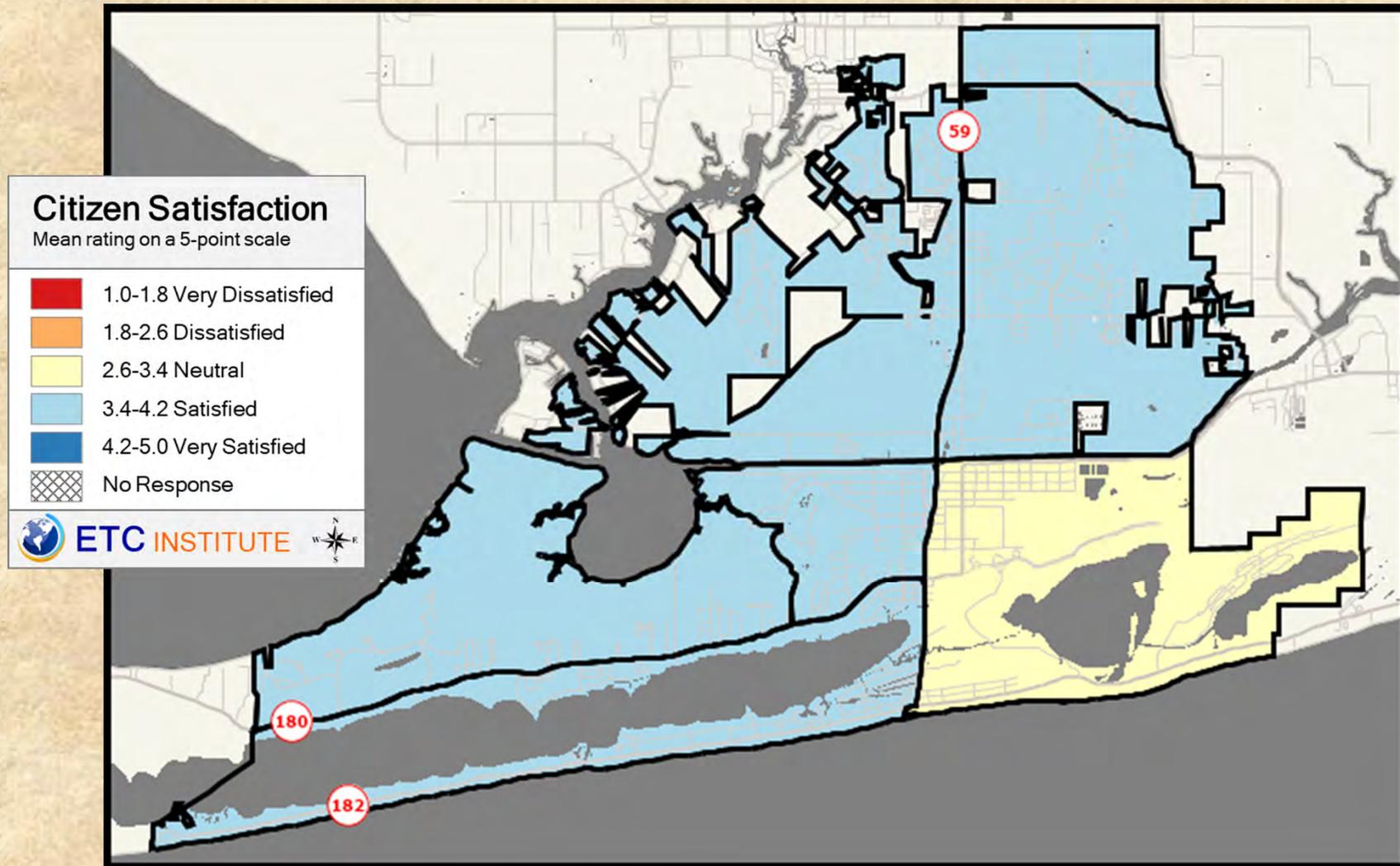
Q19-07. Satisfaction with overall quality of teachers and staff



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

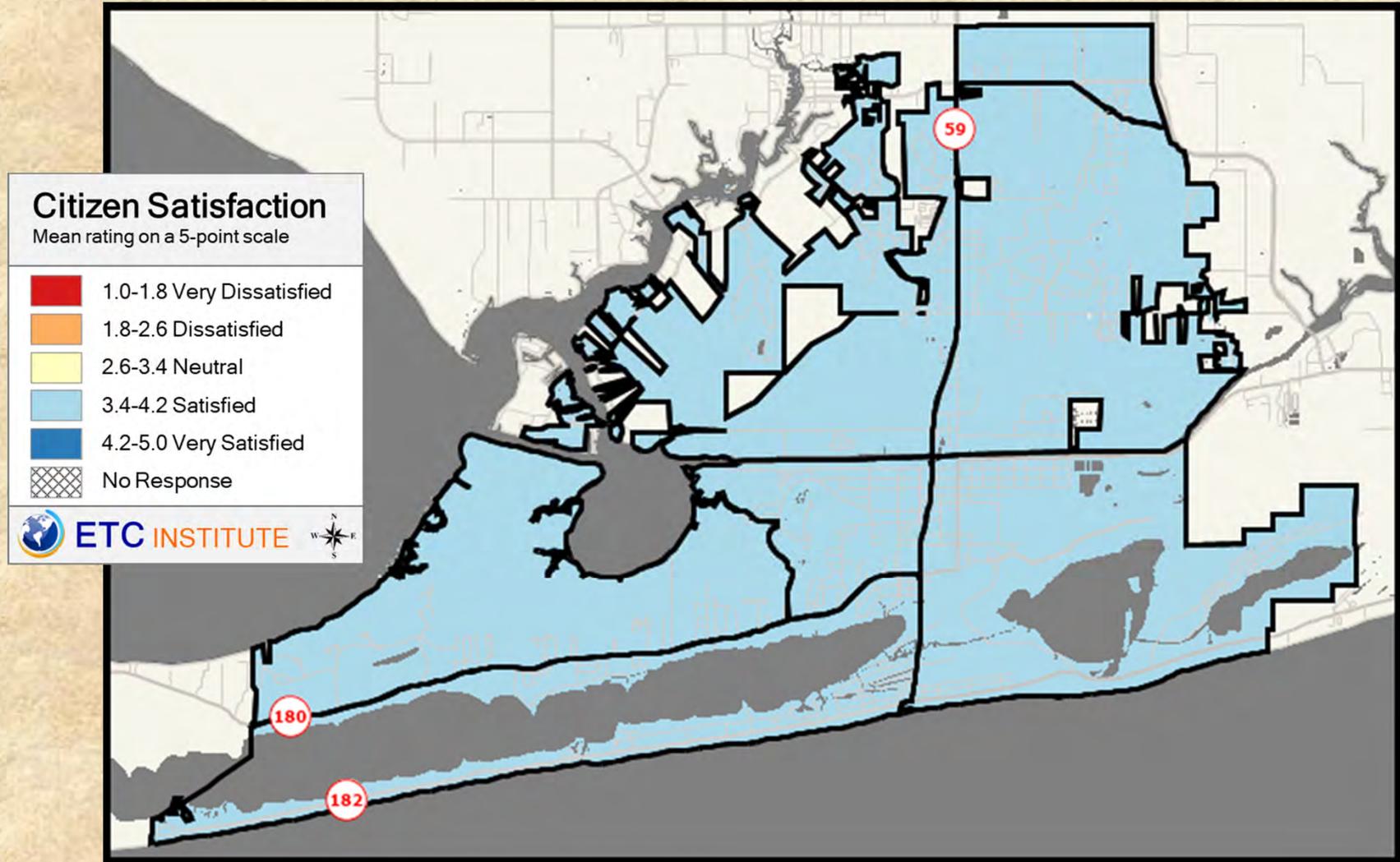
Q19-08. Satisfaction with overall quality of athletic programs



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

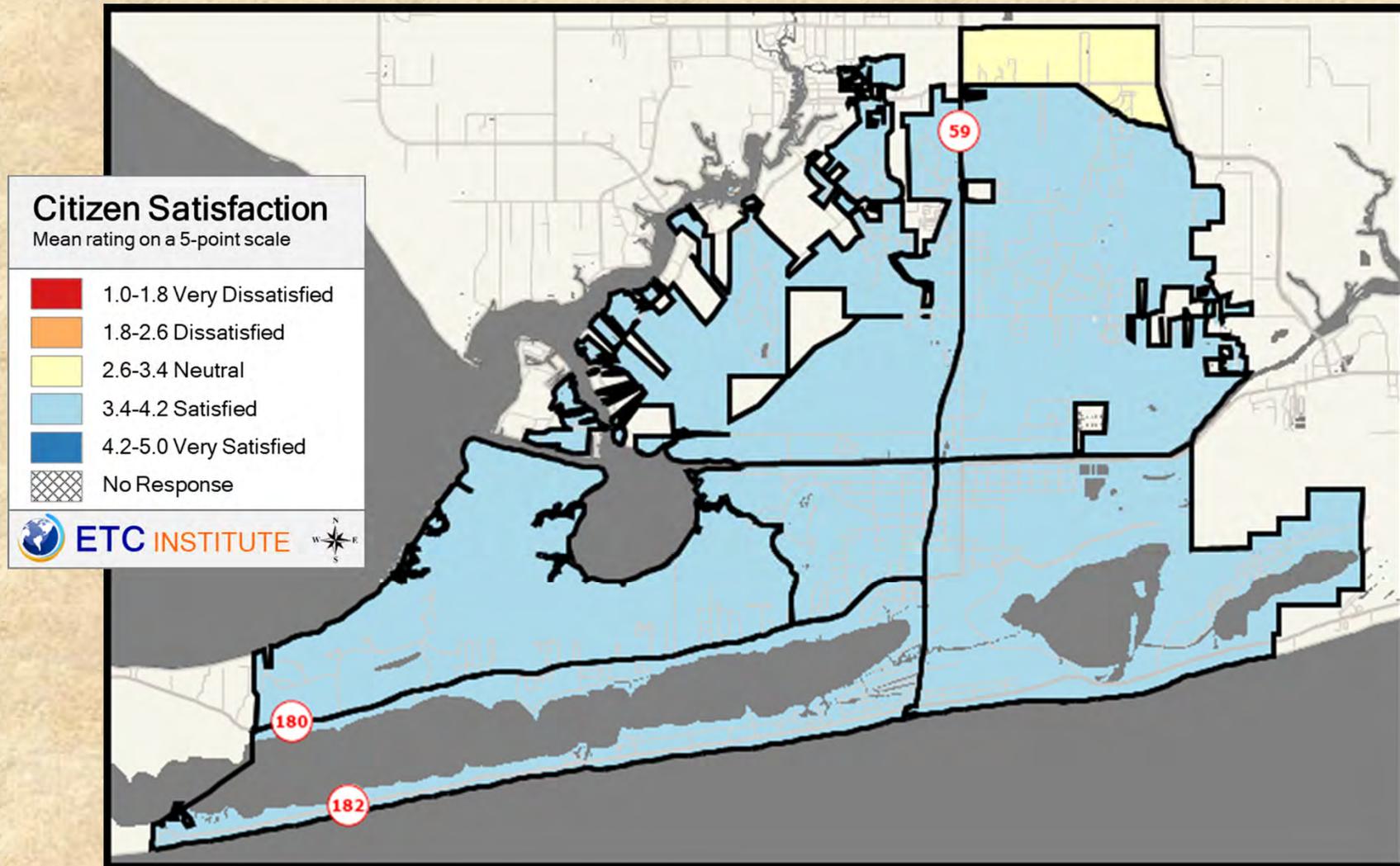
Q19-09. Satisfaction with quality of Gulf Shores High School facility



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

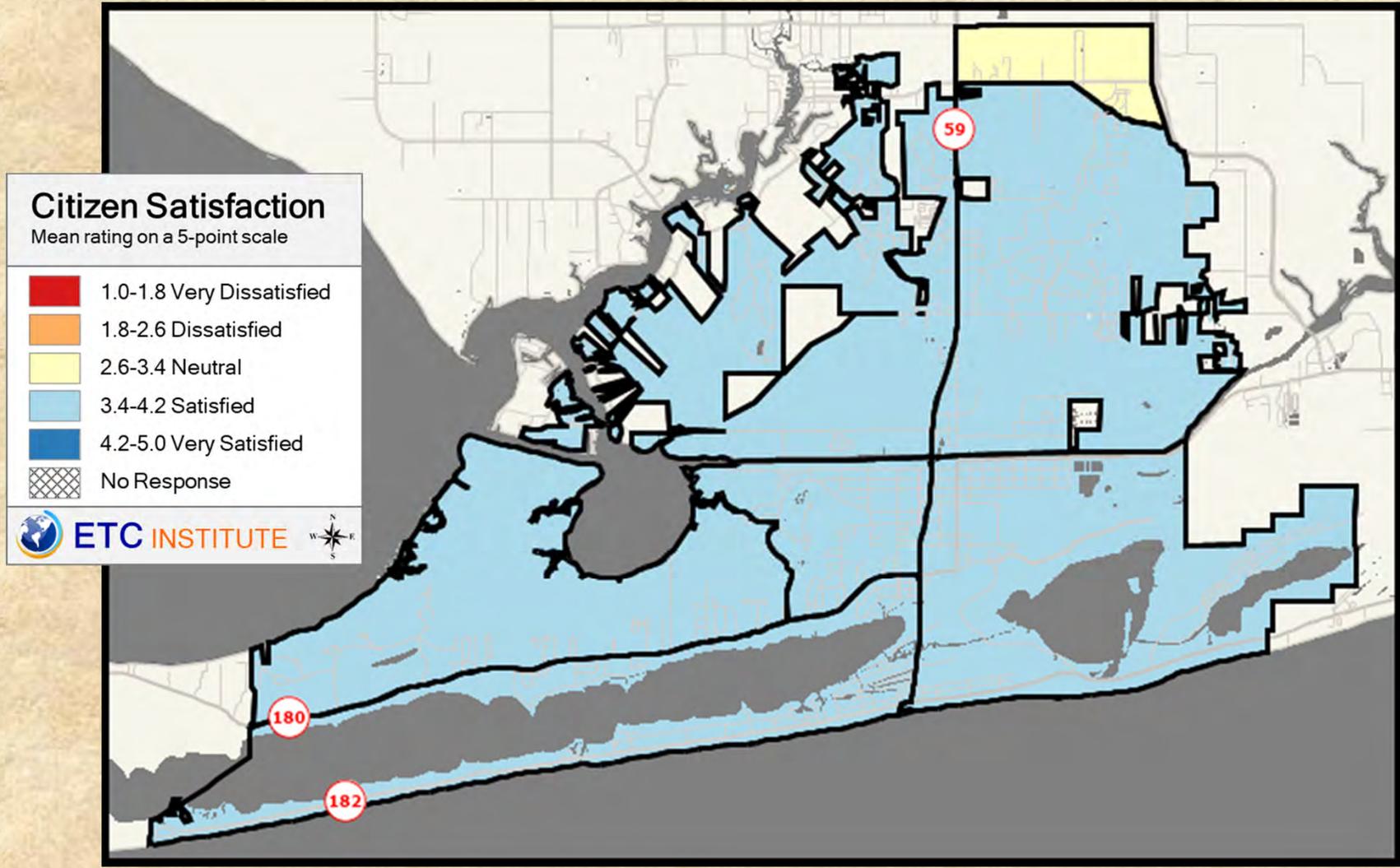
Q19-10. Satisfaction with quality of Gulf Shores Middle School facility



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

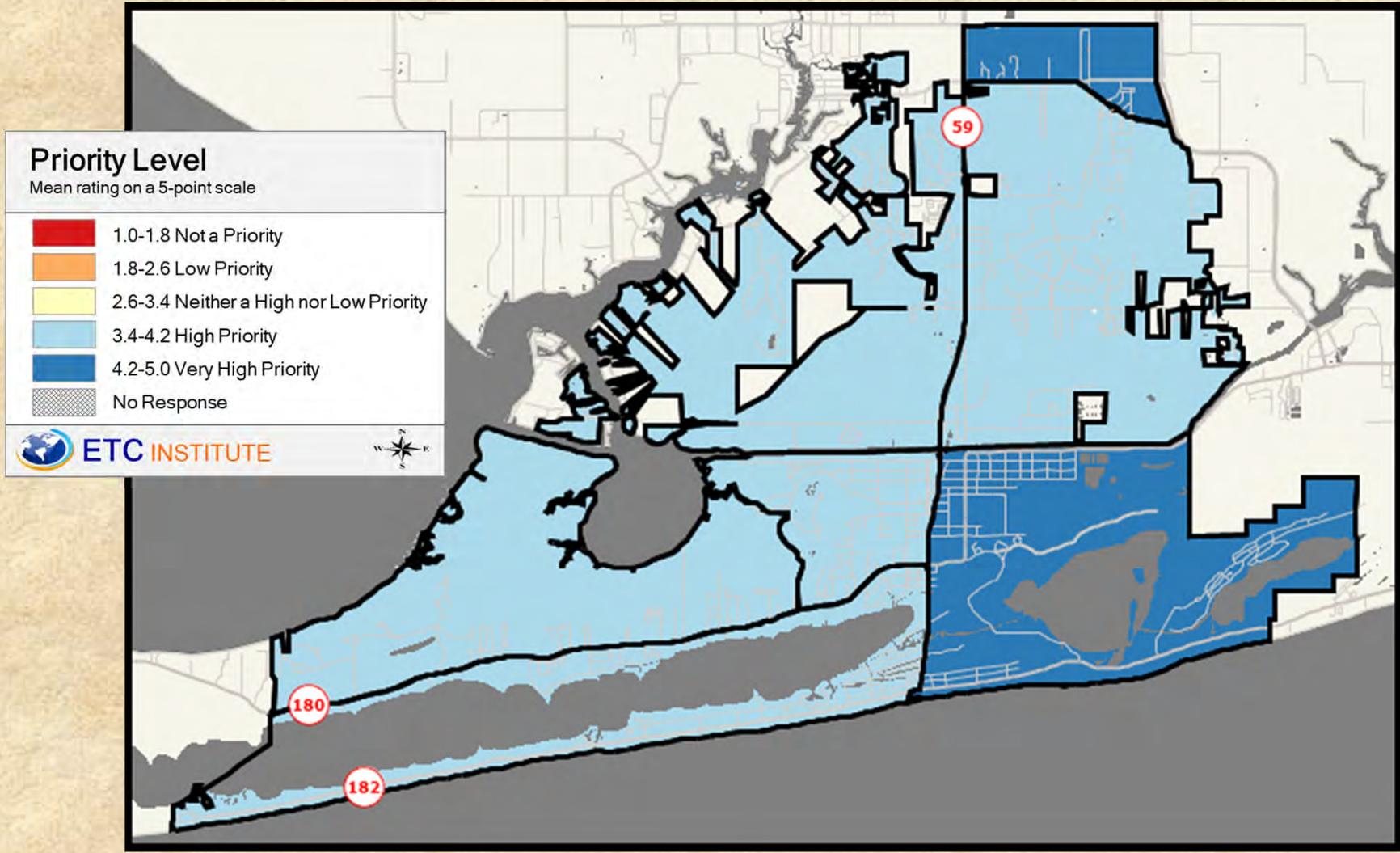
Q19-11. Satisfaction with quality of Gulf Shores Elementary School facility



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

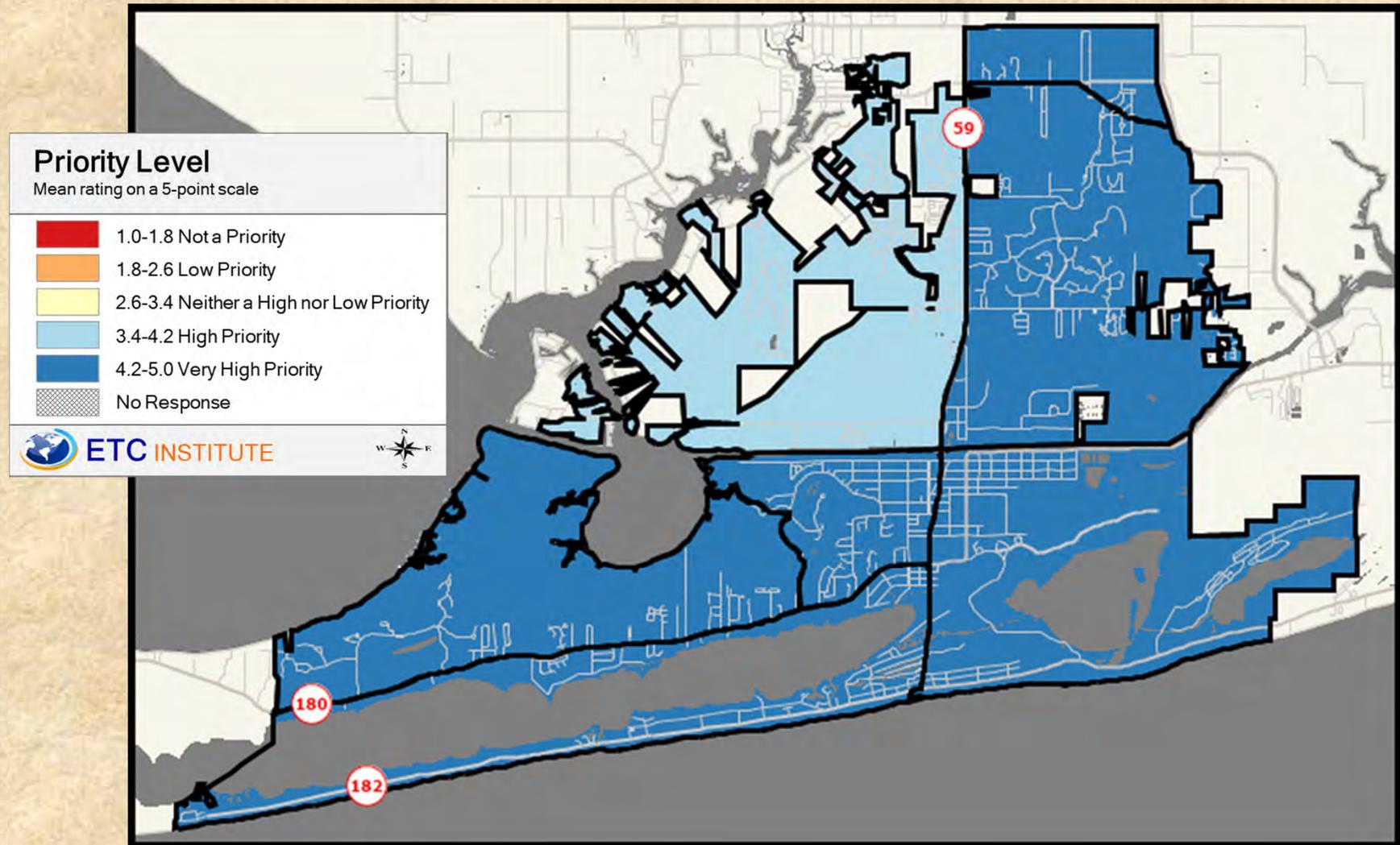
Q20-1. Priority for Gulf Shores City Schools



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

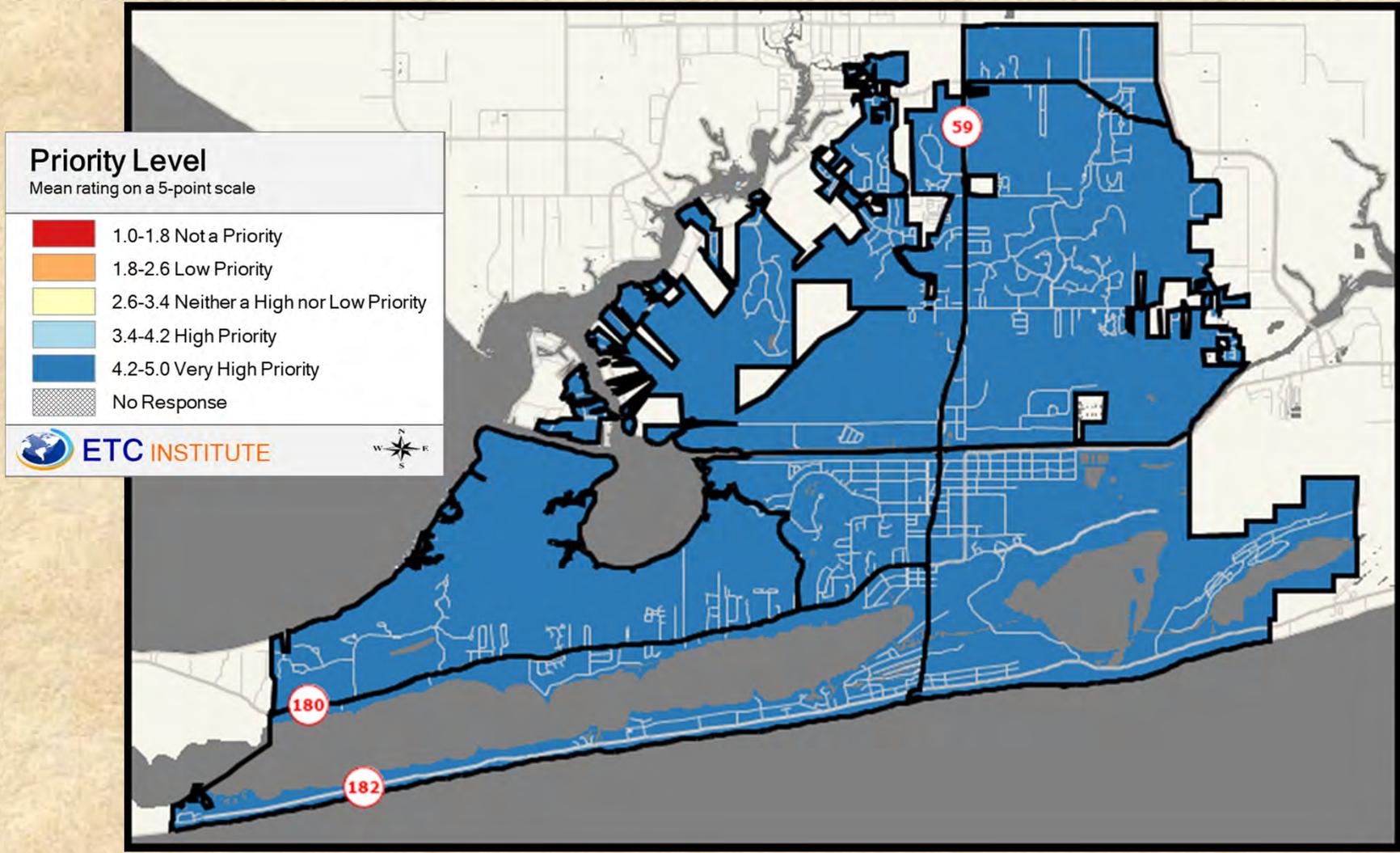
Q20-2. Priority for Police Services



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

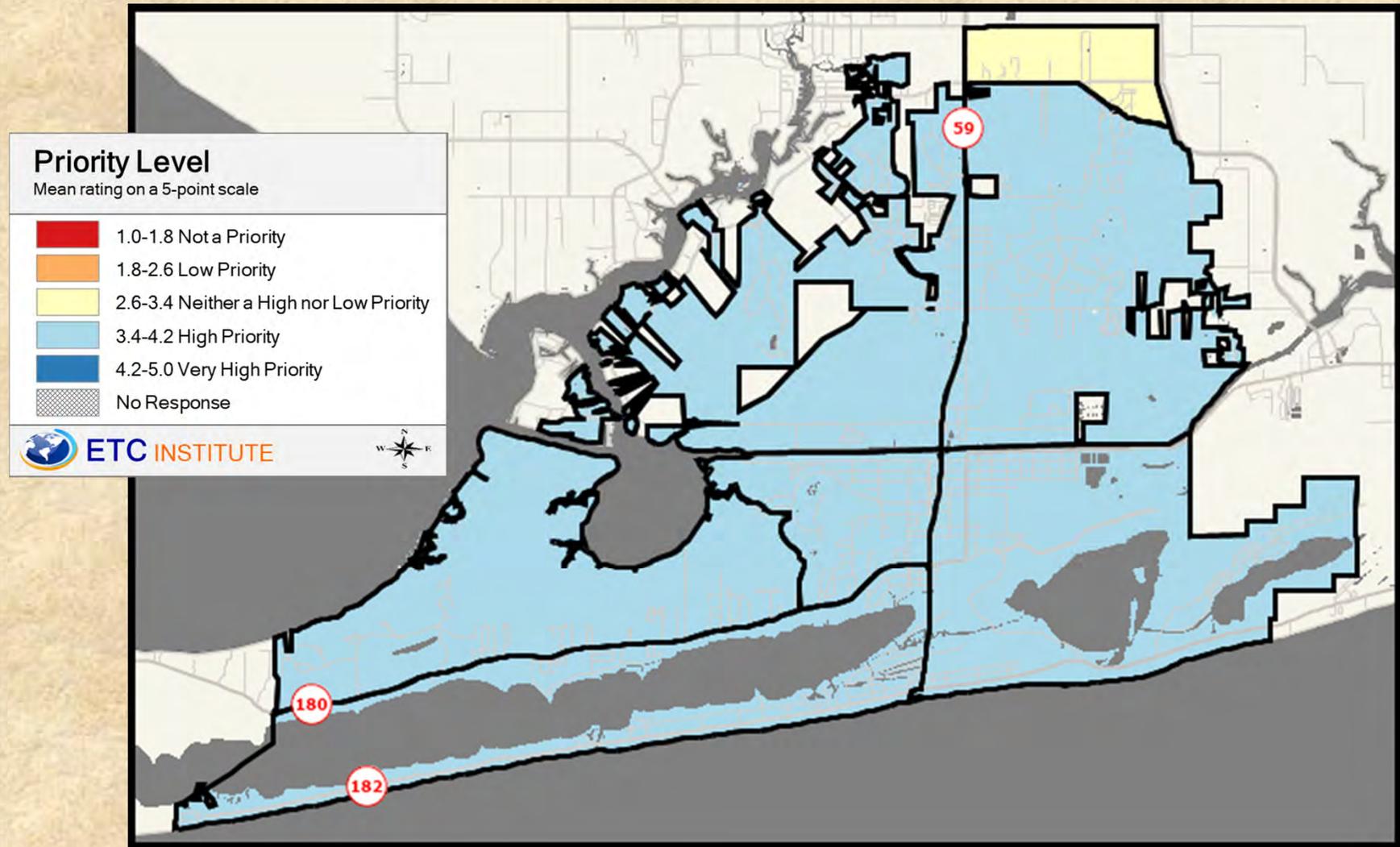
Q20-3. Priority for Fire, Rescue and Emergency Medical Services



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

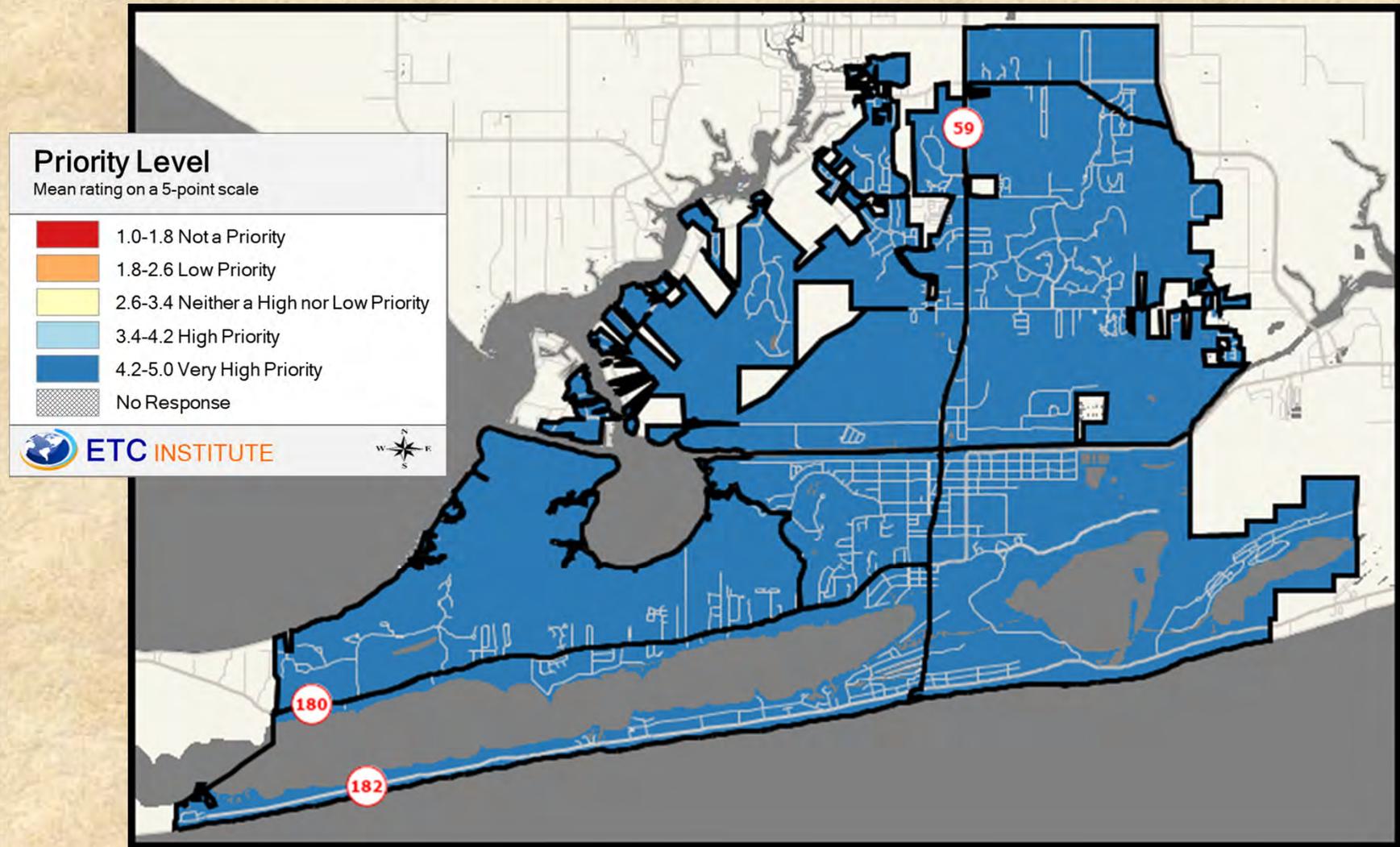
Q20-4. Priority for Development



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

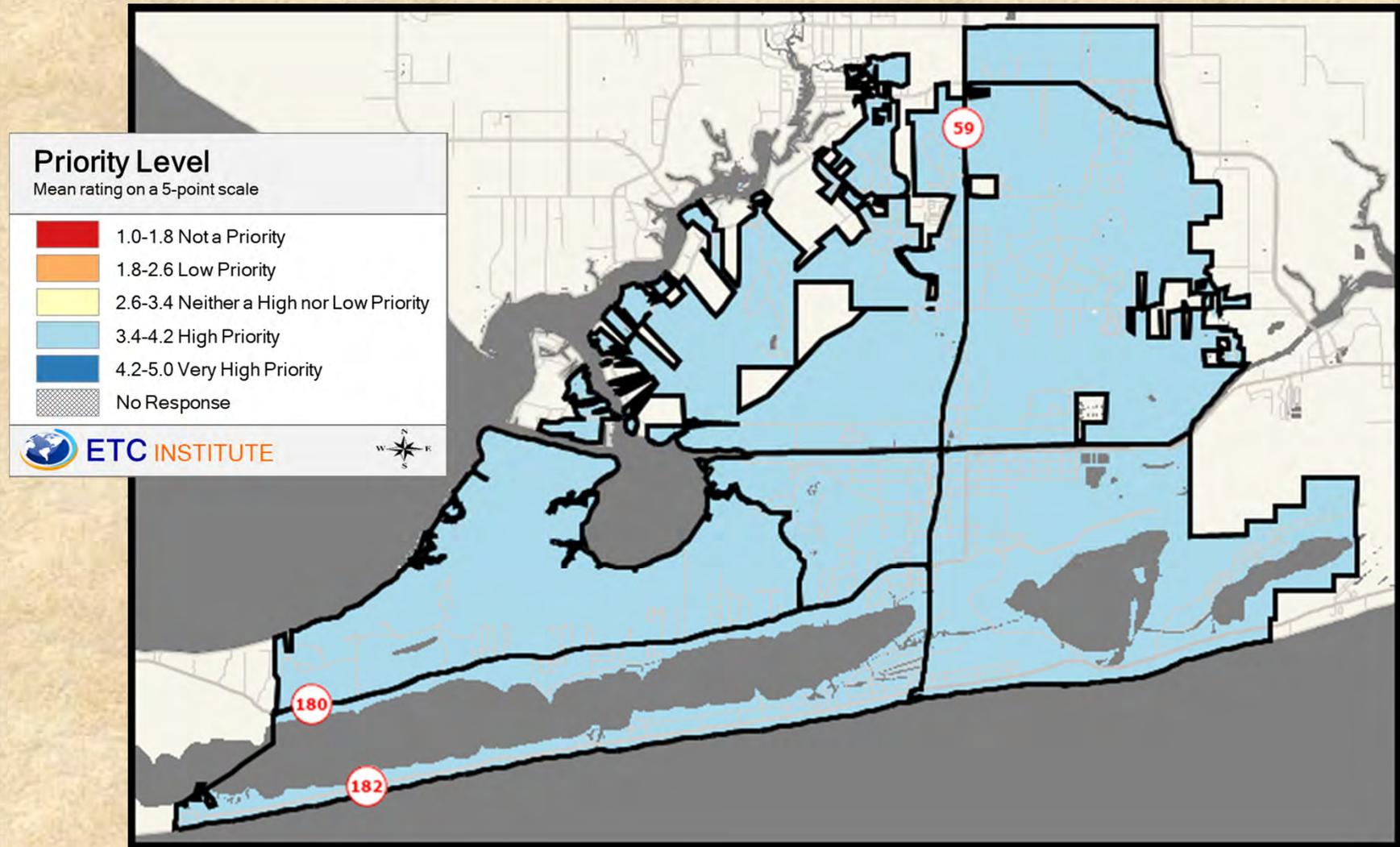
Q20-5. Priority for Traffic and Infrastructure Improvements



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

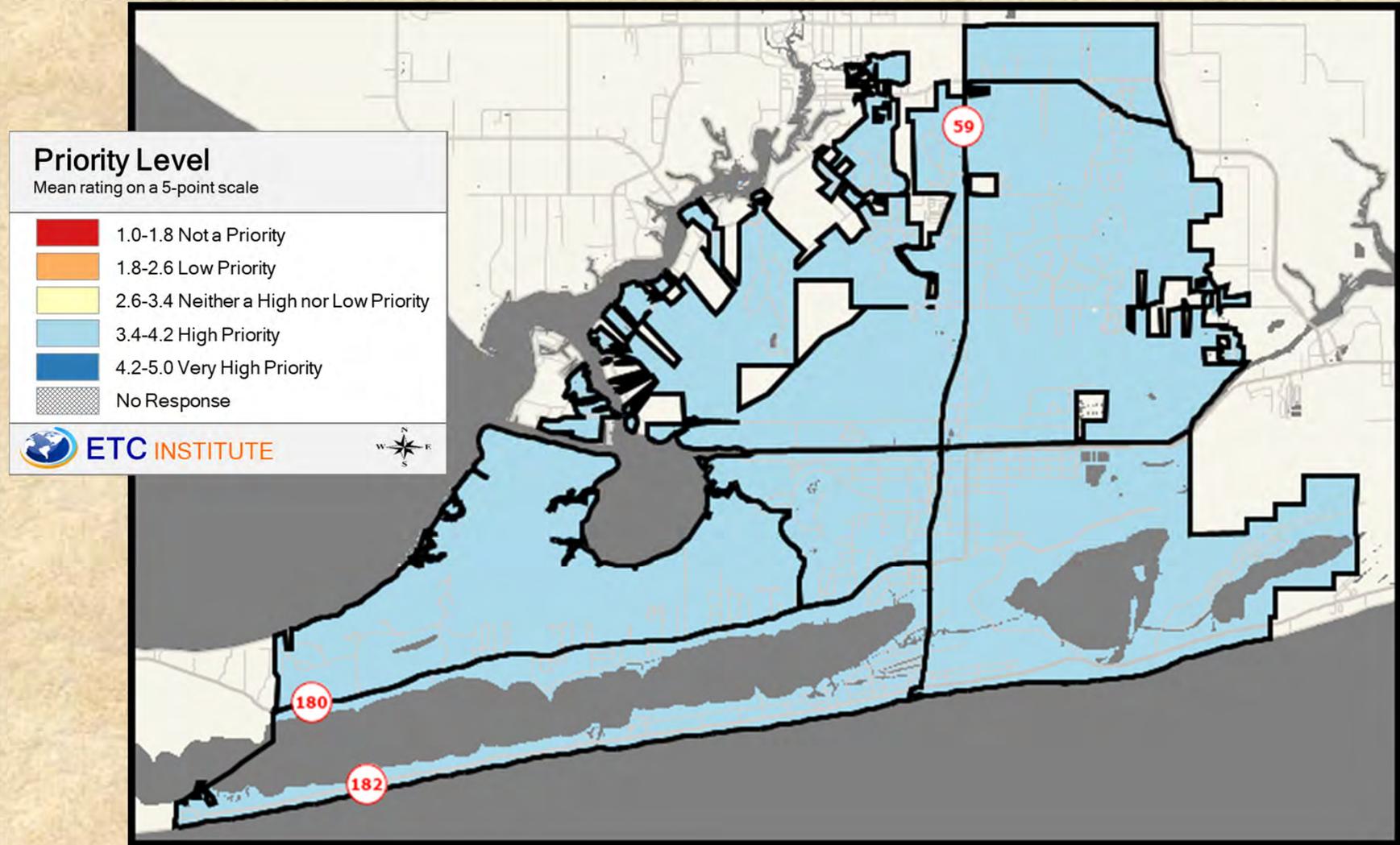
Q20-6. Priority for Community Appearance



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

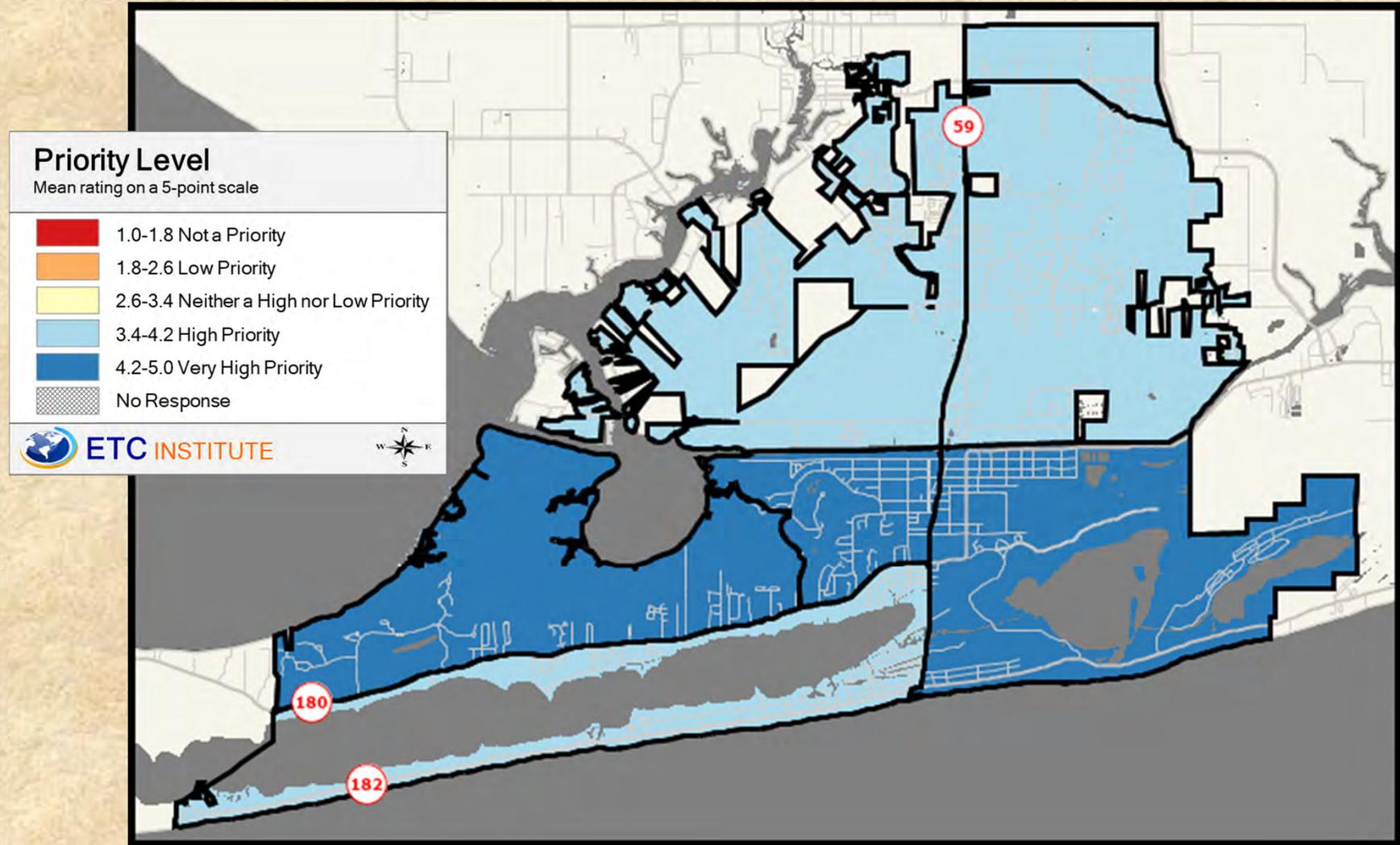
Q20-7. Priority for Recreation and Cultural Affairs



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

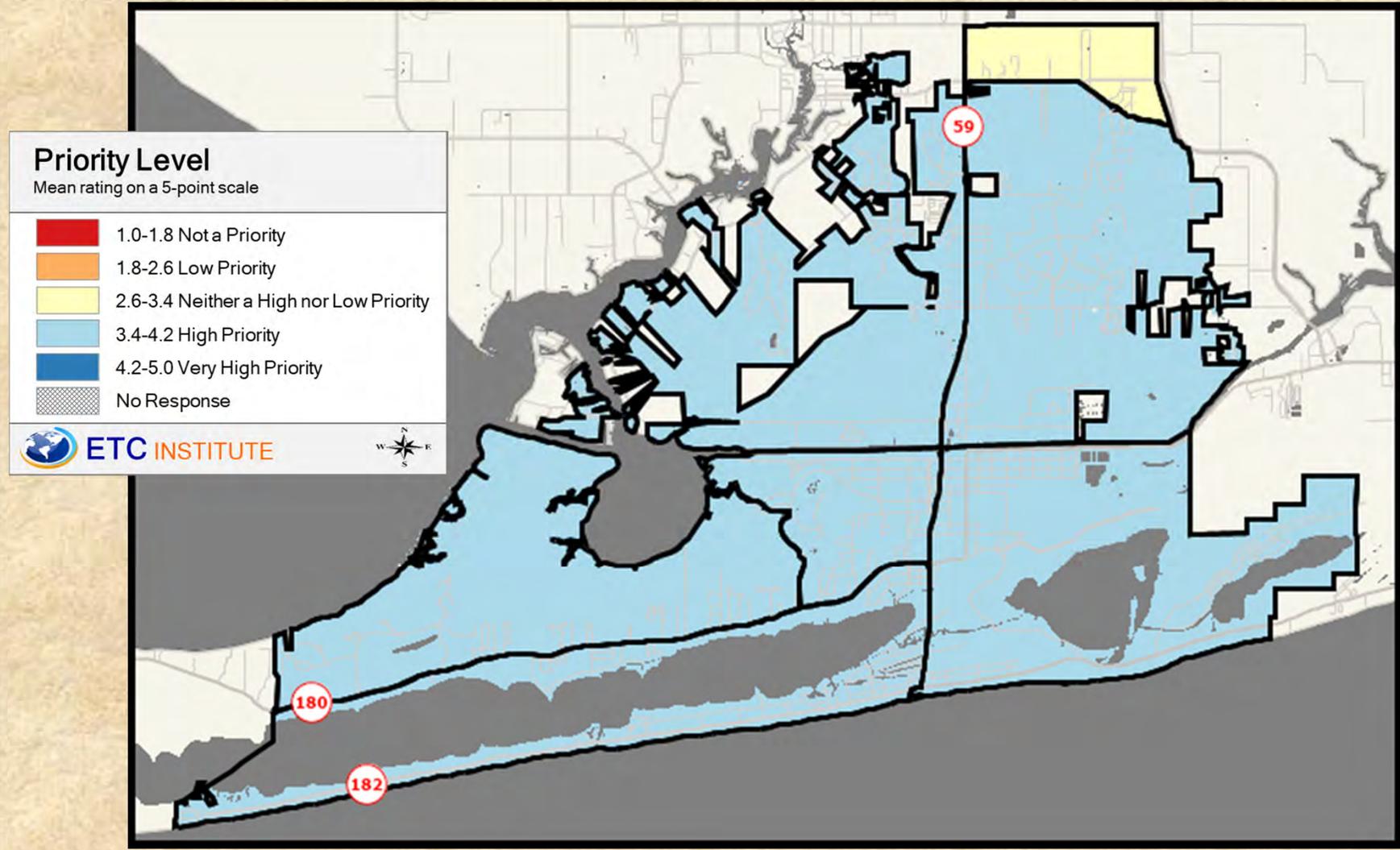
Q20-8. Priority for Public Works



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

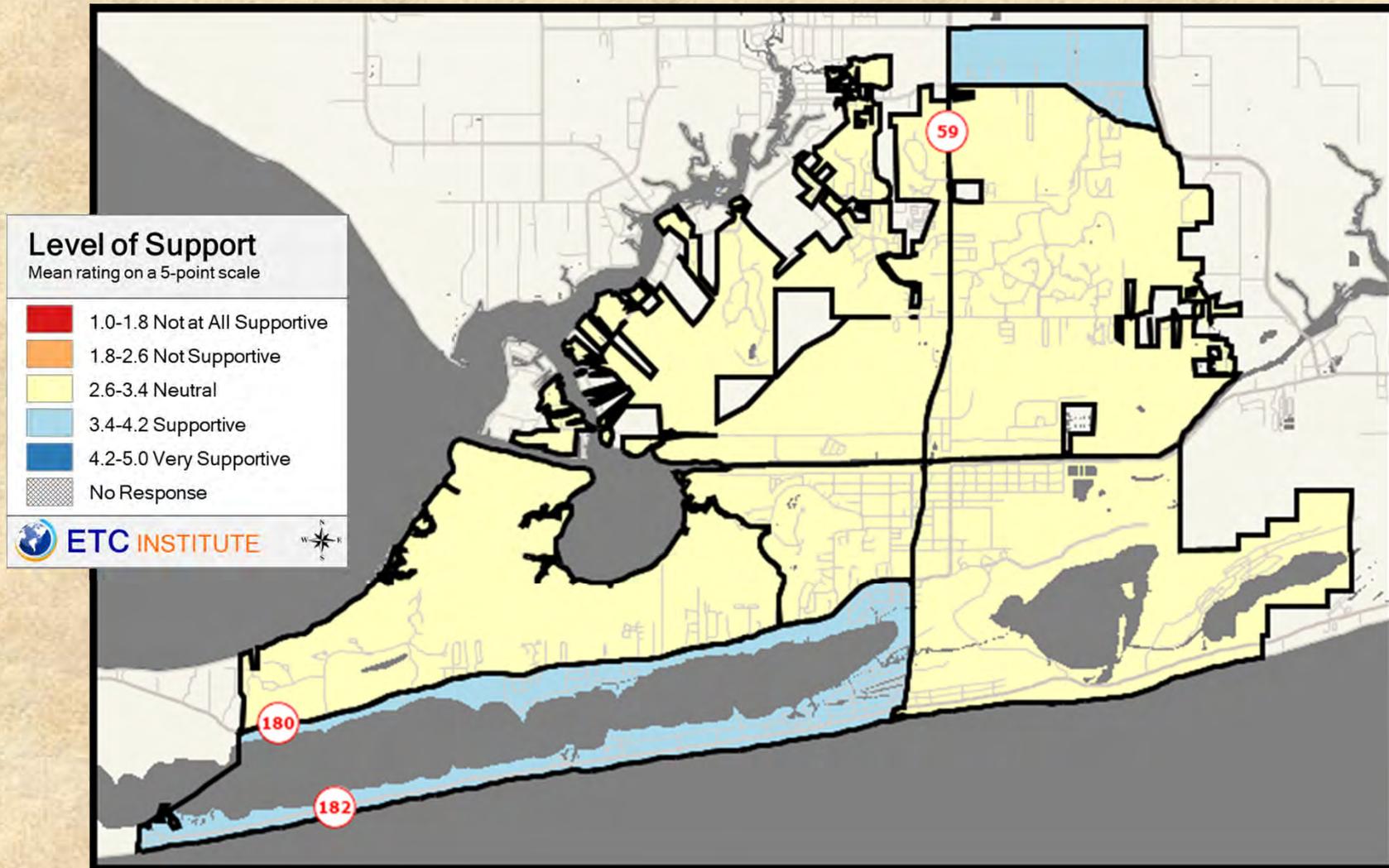
Q20-9. Priority for Environmental Sustainability Projects



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

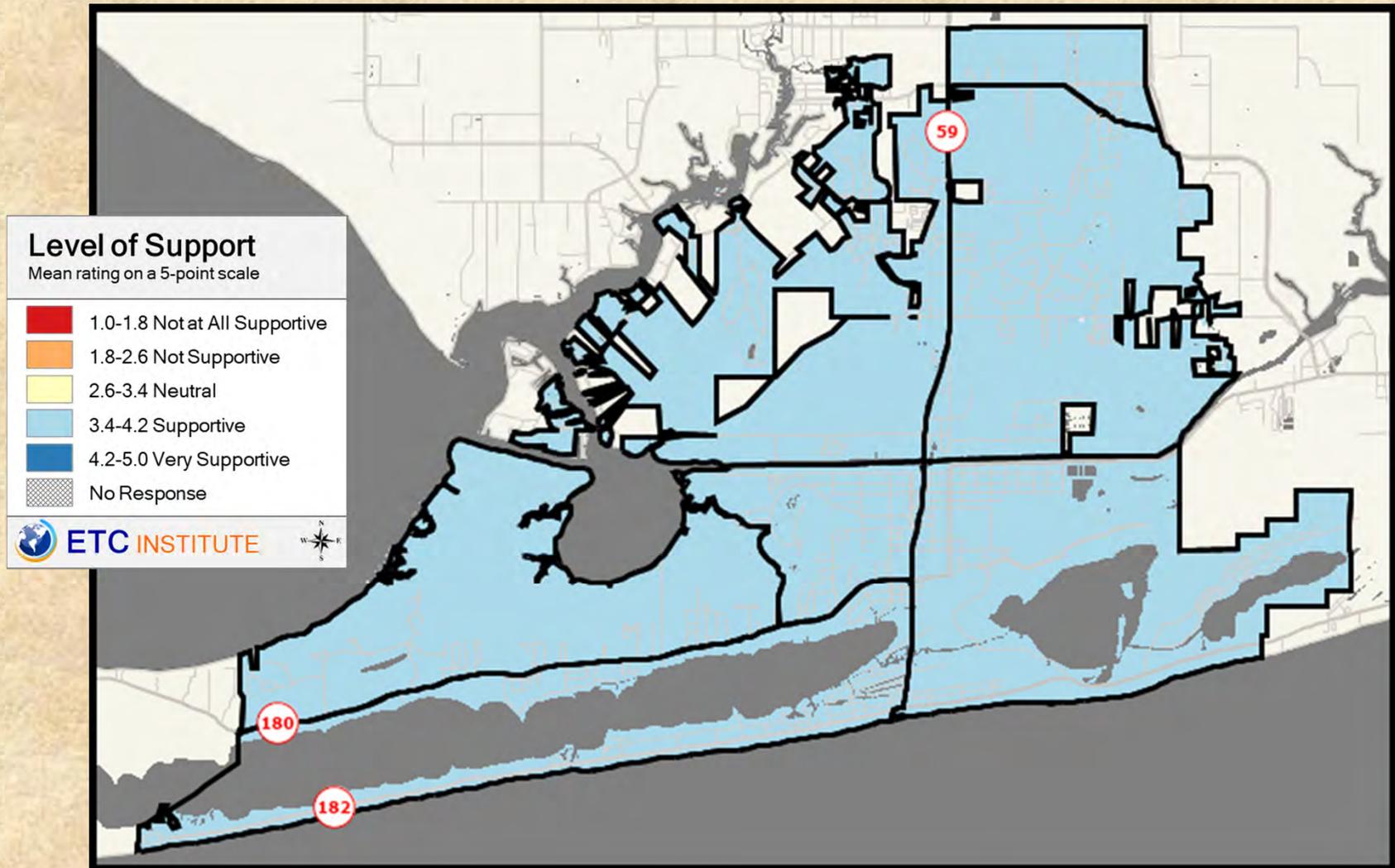
Q21-1. Level of funding support for Gulf Shores City Schools



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

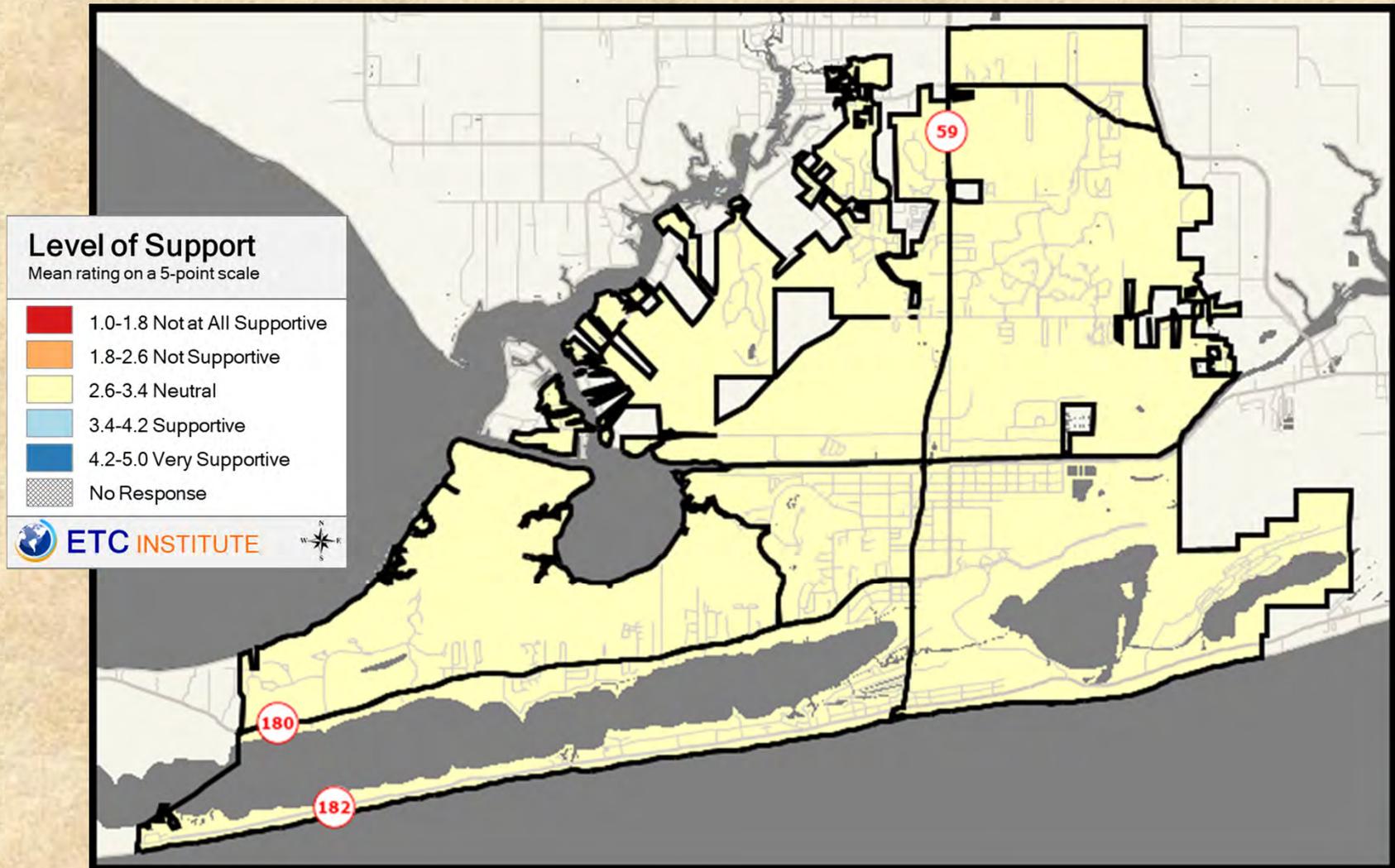
Q21-2. Level of funding support for Public Safety Services



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

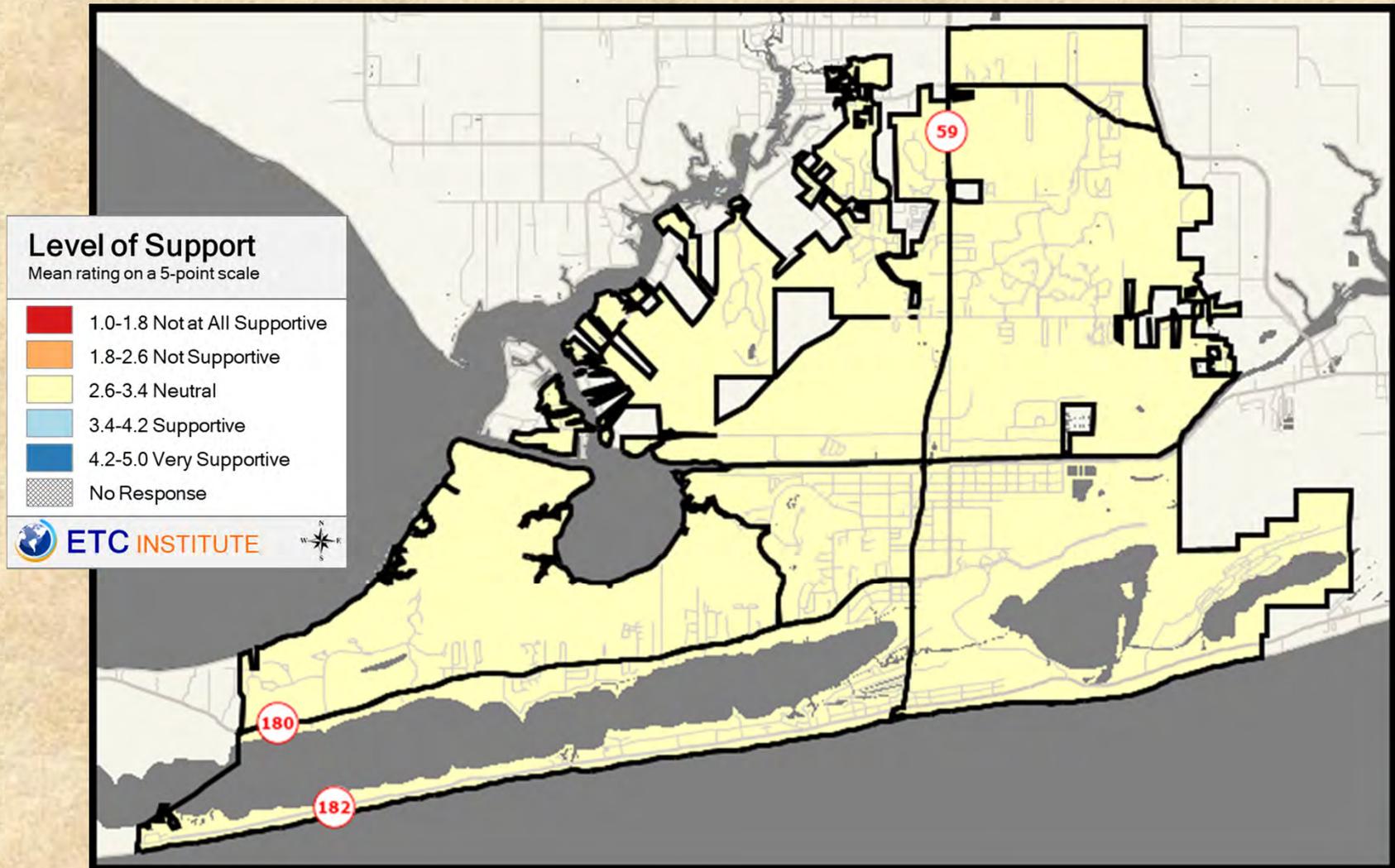
Q21-3. Level of funding support for City Facility Improvements



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

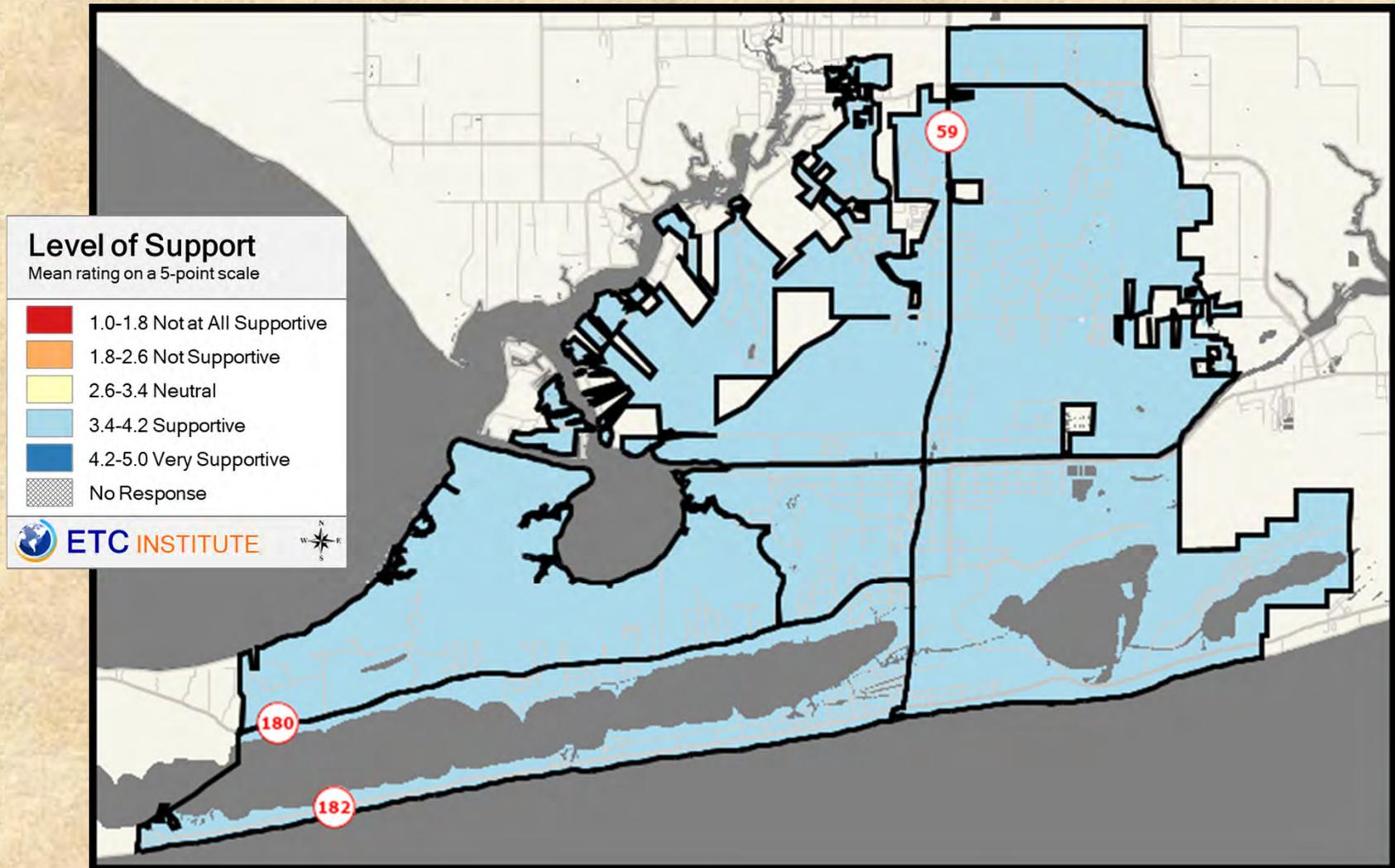
Q21-4. Level of funding support for Development and Restoration



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

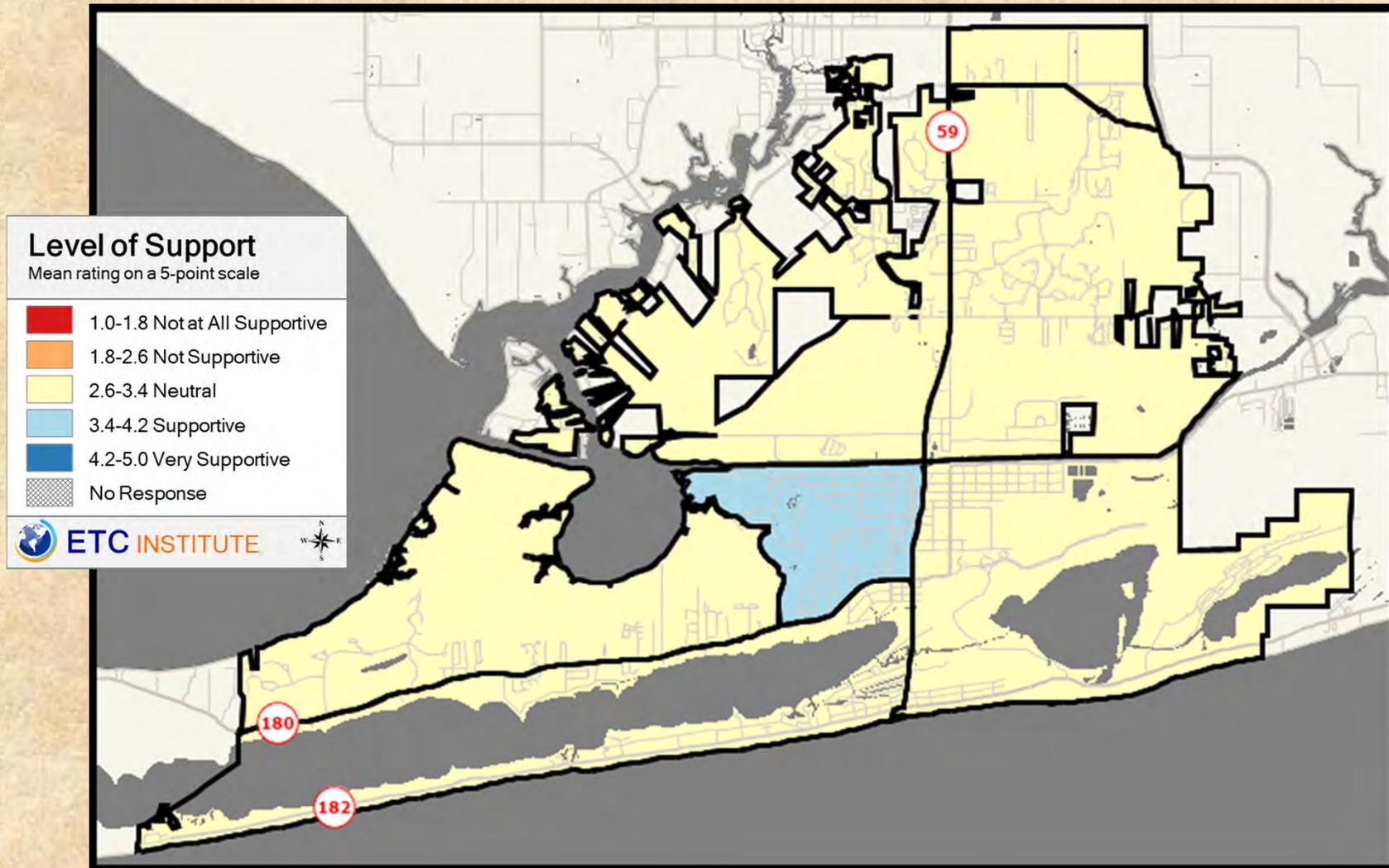
Q21-5. Level of funding support for Transportation and Infrastructure Improvements



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

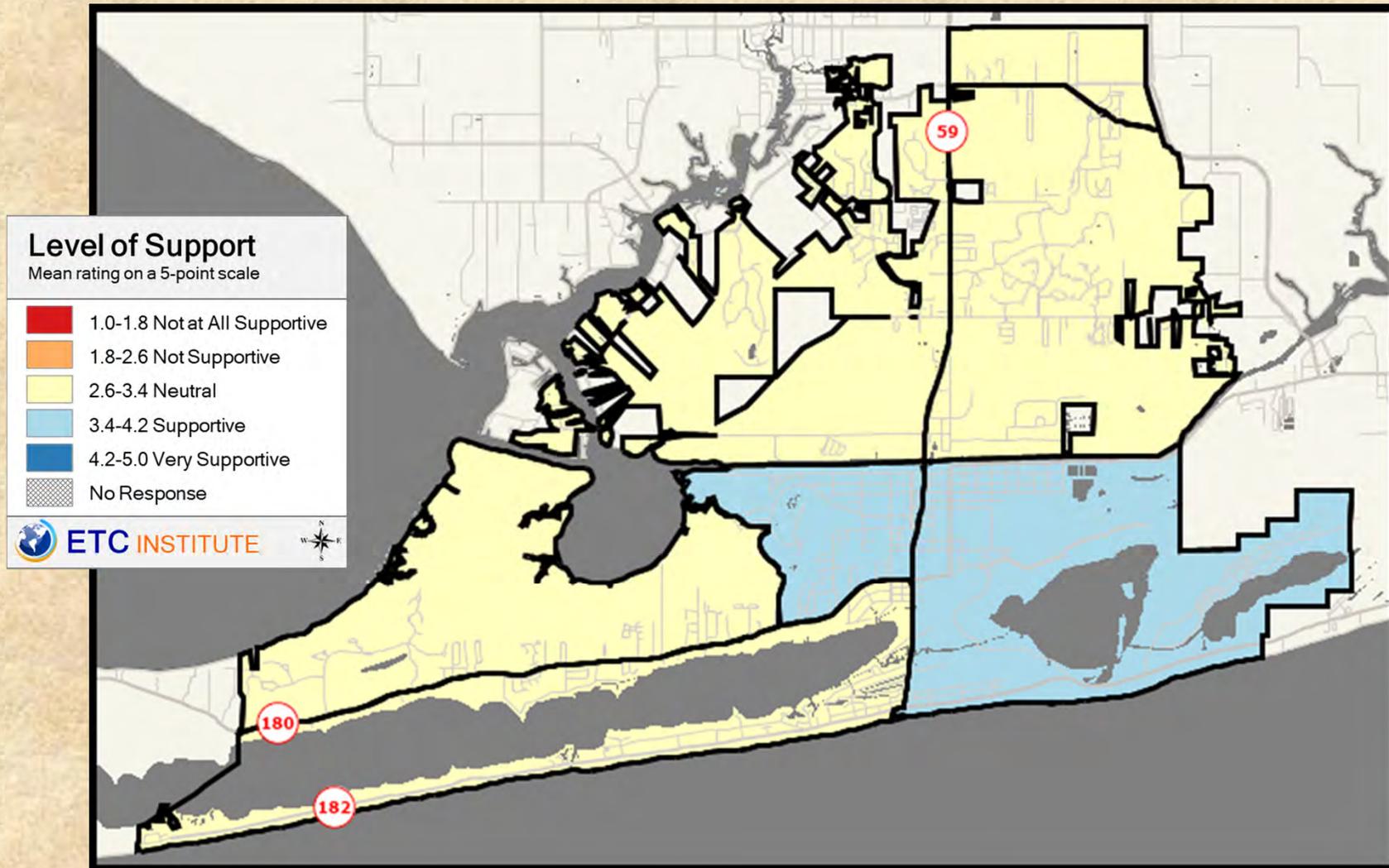
Q21-6. Level of funding support for Community Appearance



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

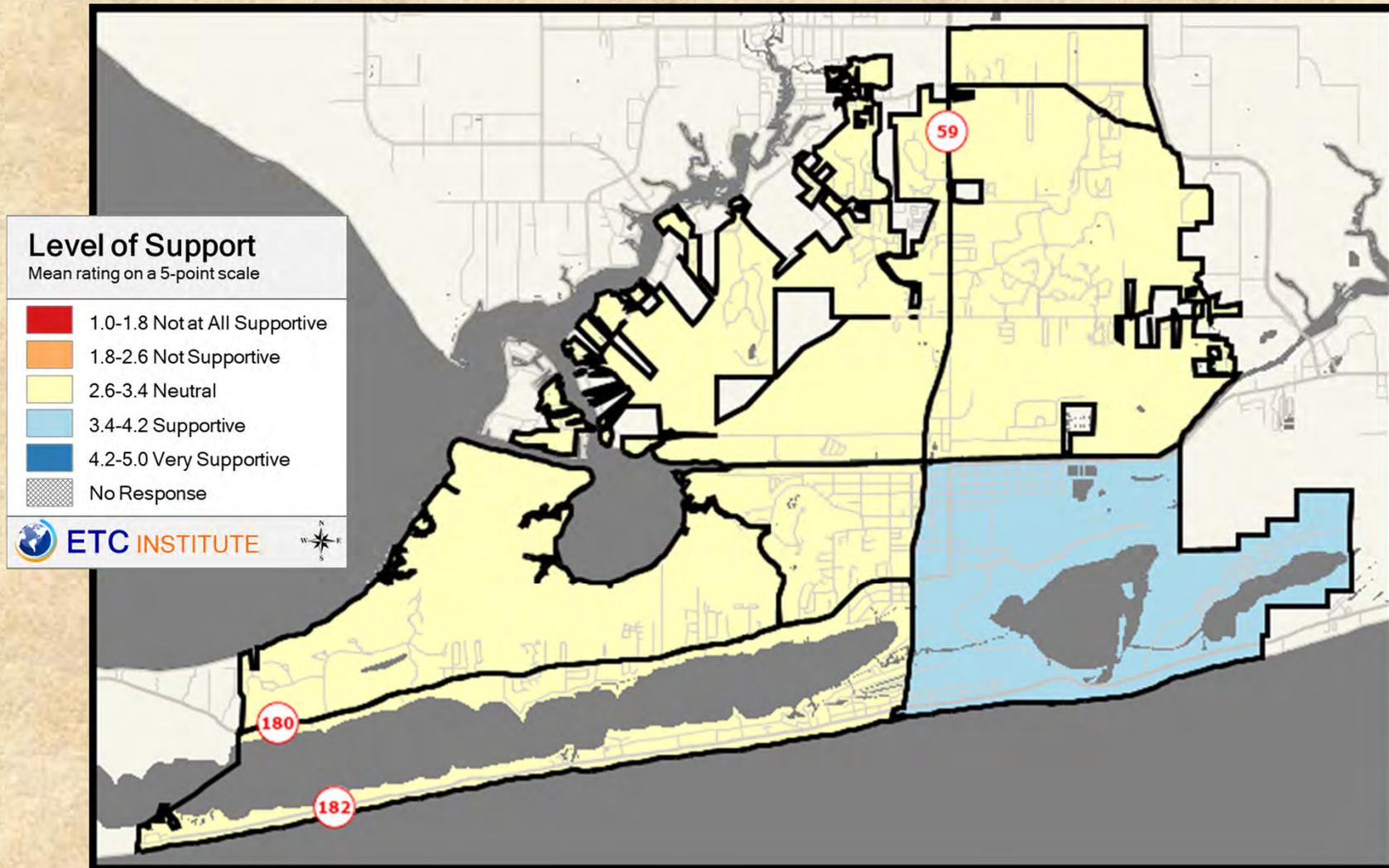
Q21-7. Level of funding support for Arts, Culture, Parks and Recreation improvements



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

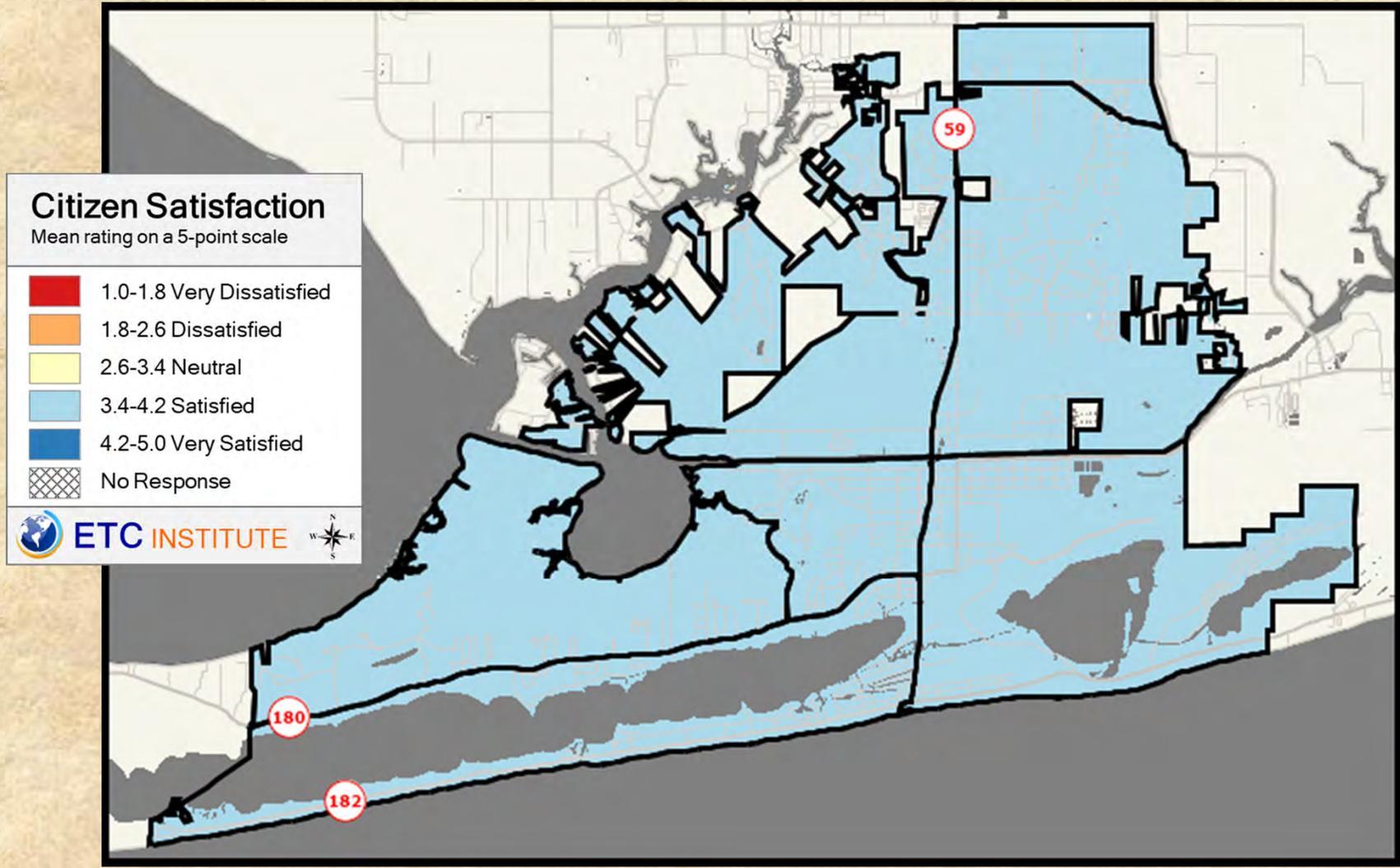
Q21-8. Level of funding support for Environmental and Sustainability Projects



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

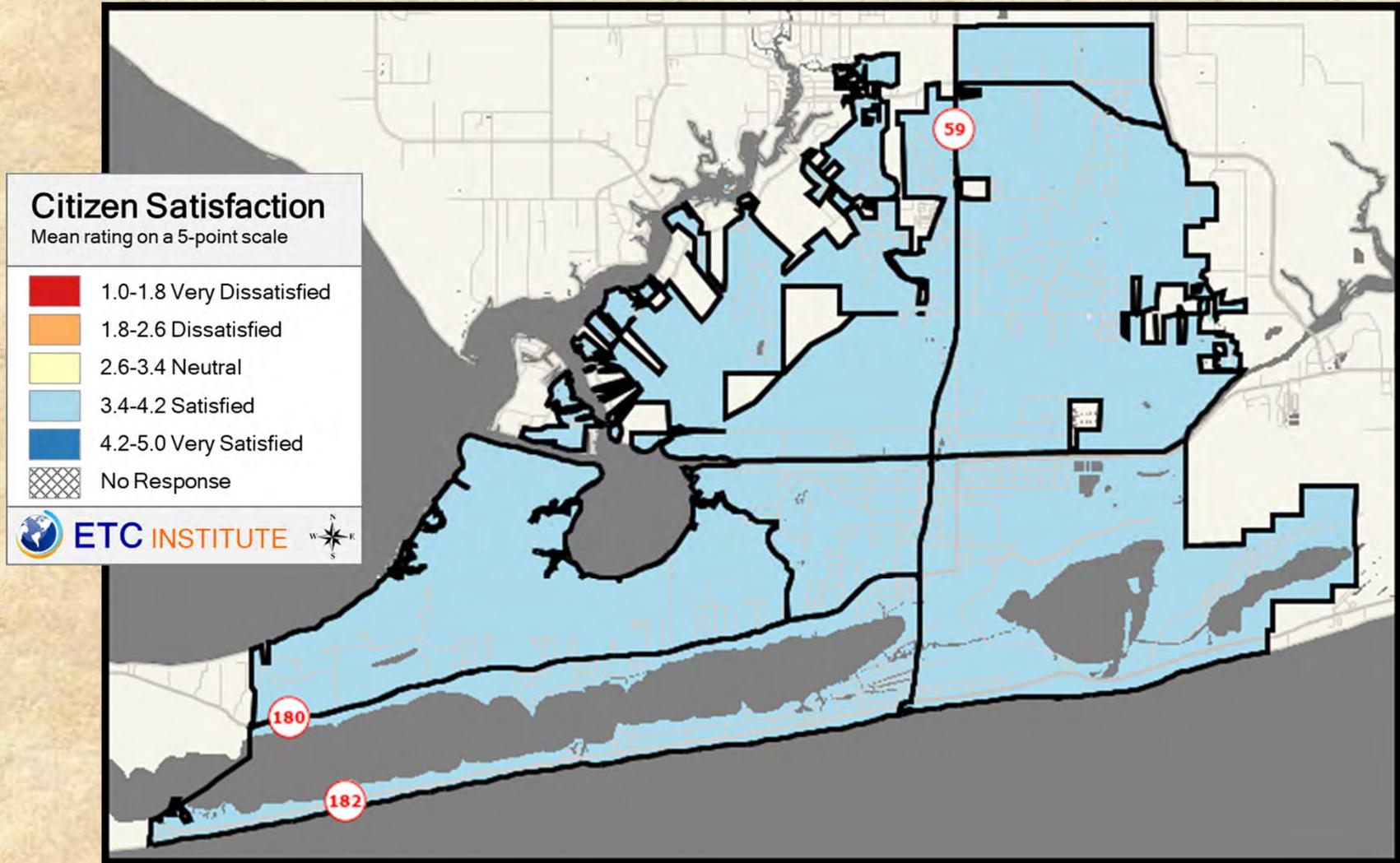
Q22-1. Satisfaction with quality of the City's website



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

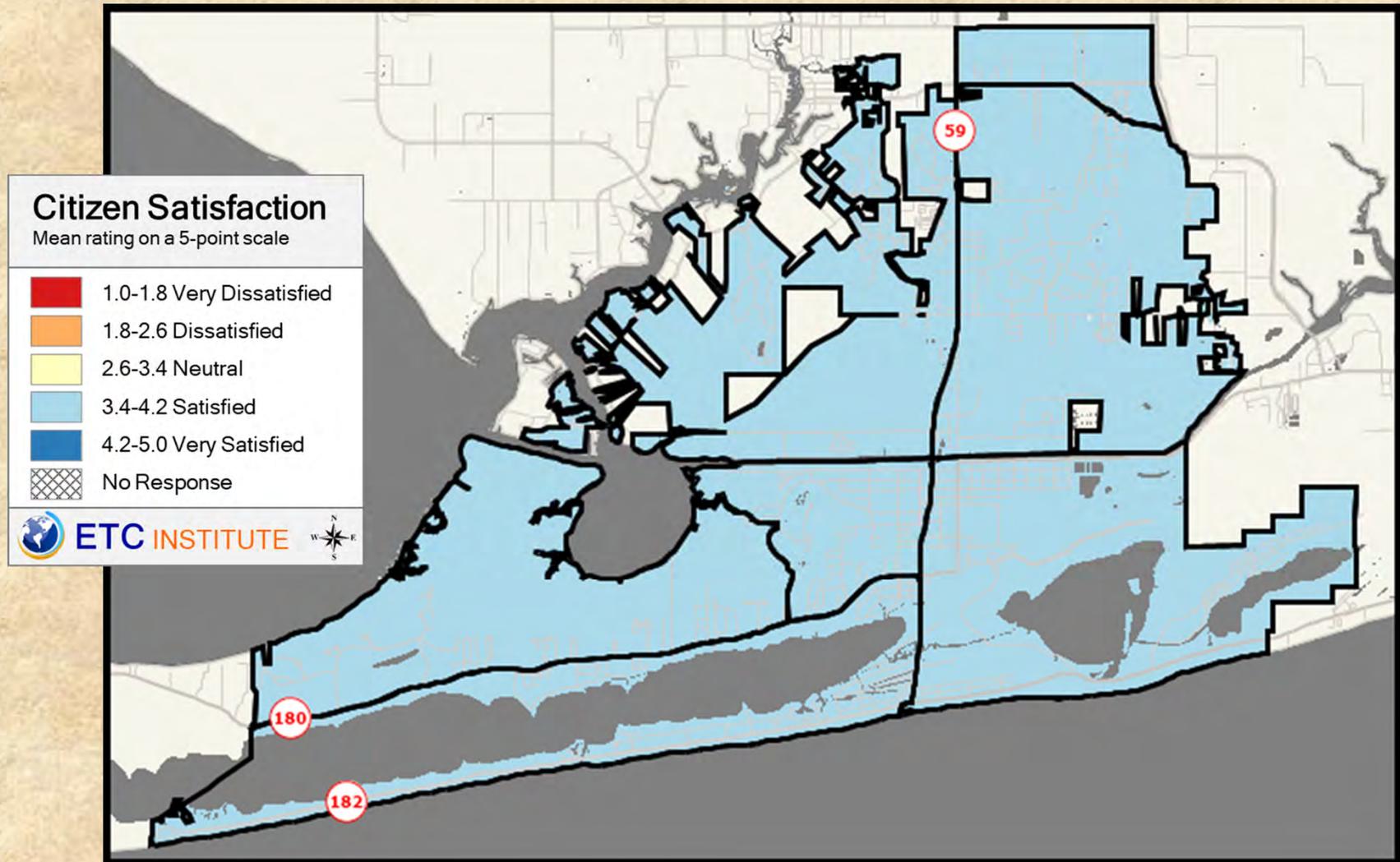
Q22-2. Satisfaction with quality of the City's live streamed meetings



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

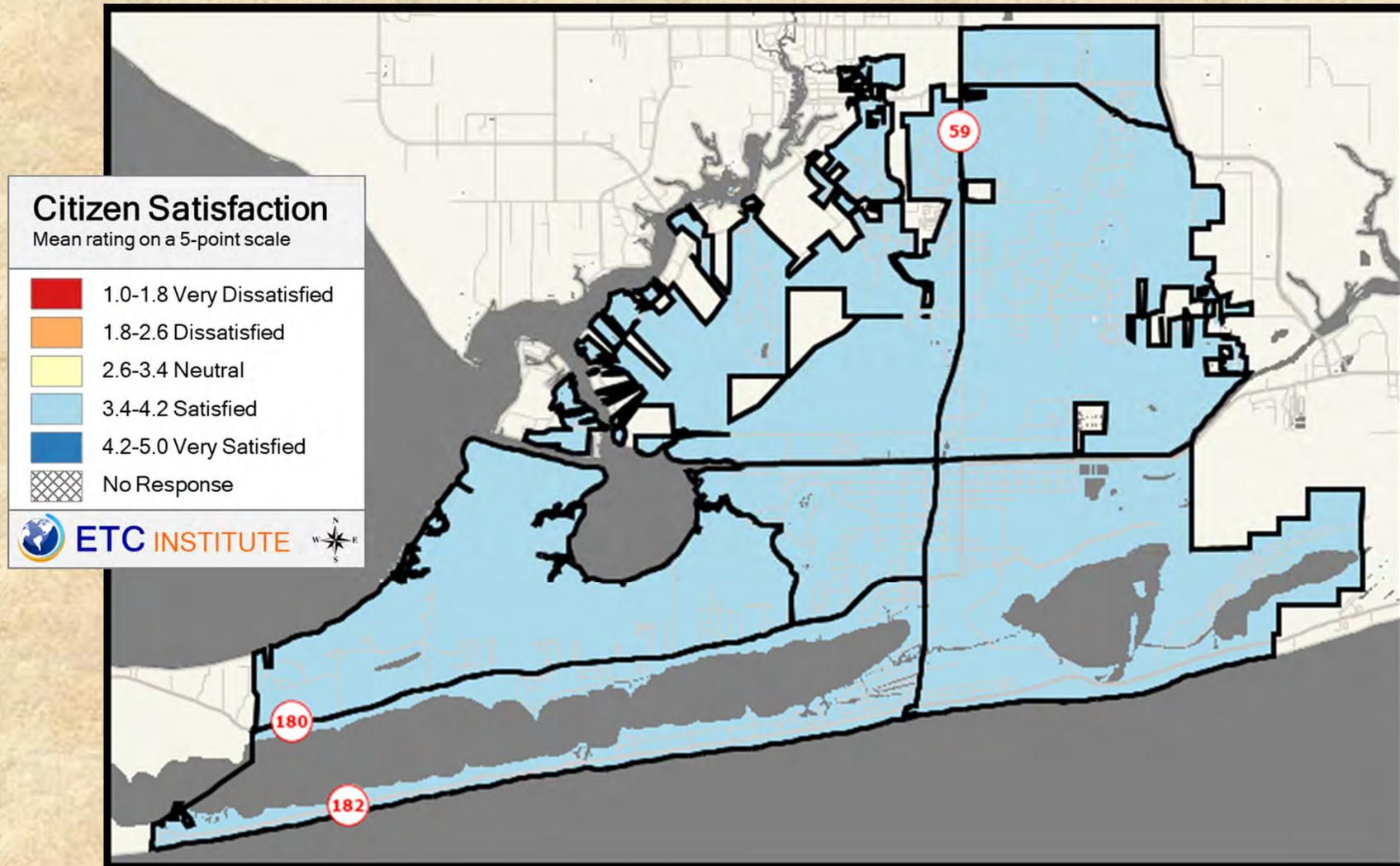
Q22-3. Satisfaction with effectiveness of the City's social media communication



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

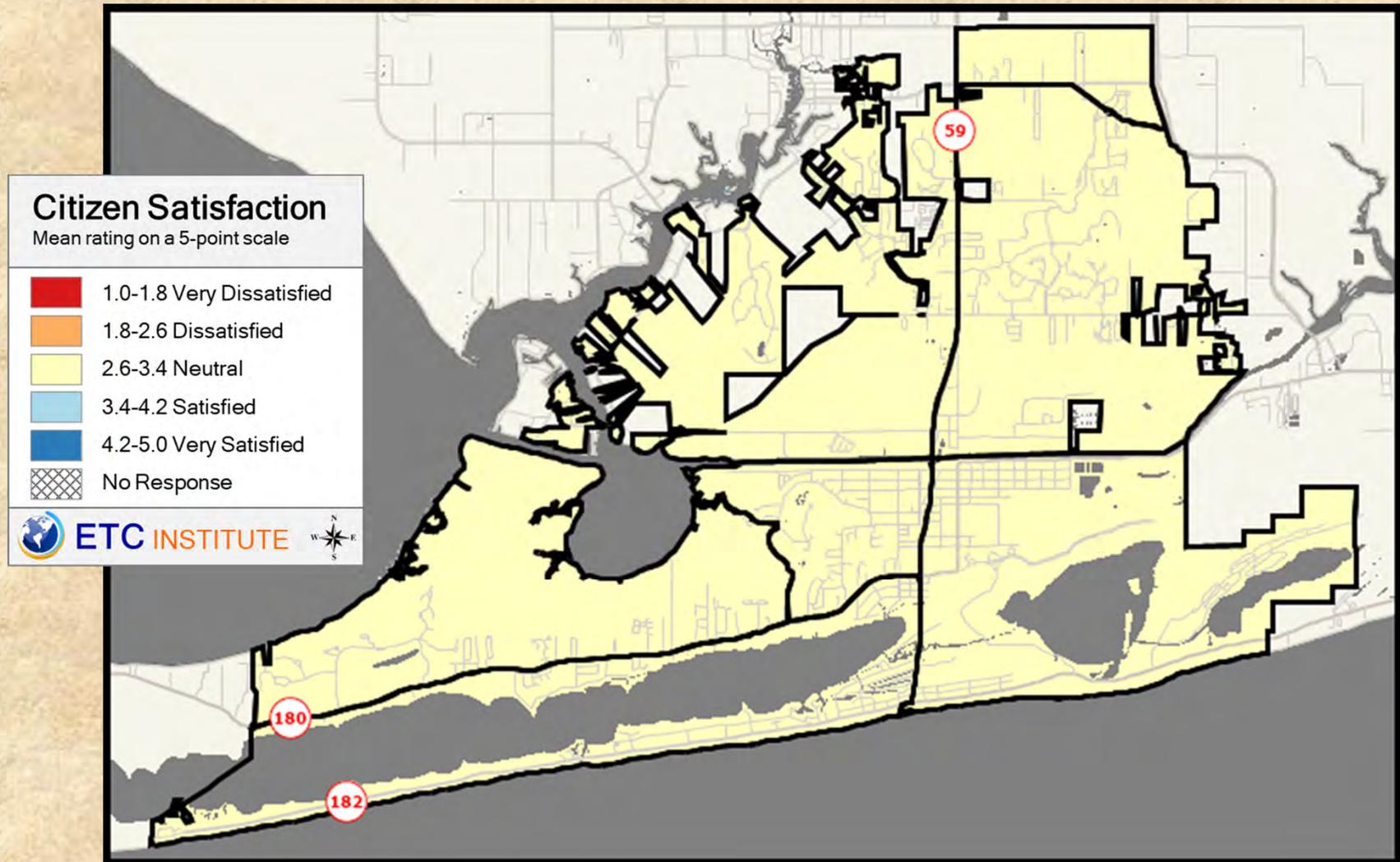
Q22-4. Satisfaction with availability of information on City services and programs



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

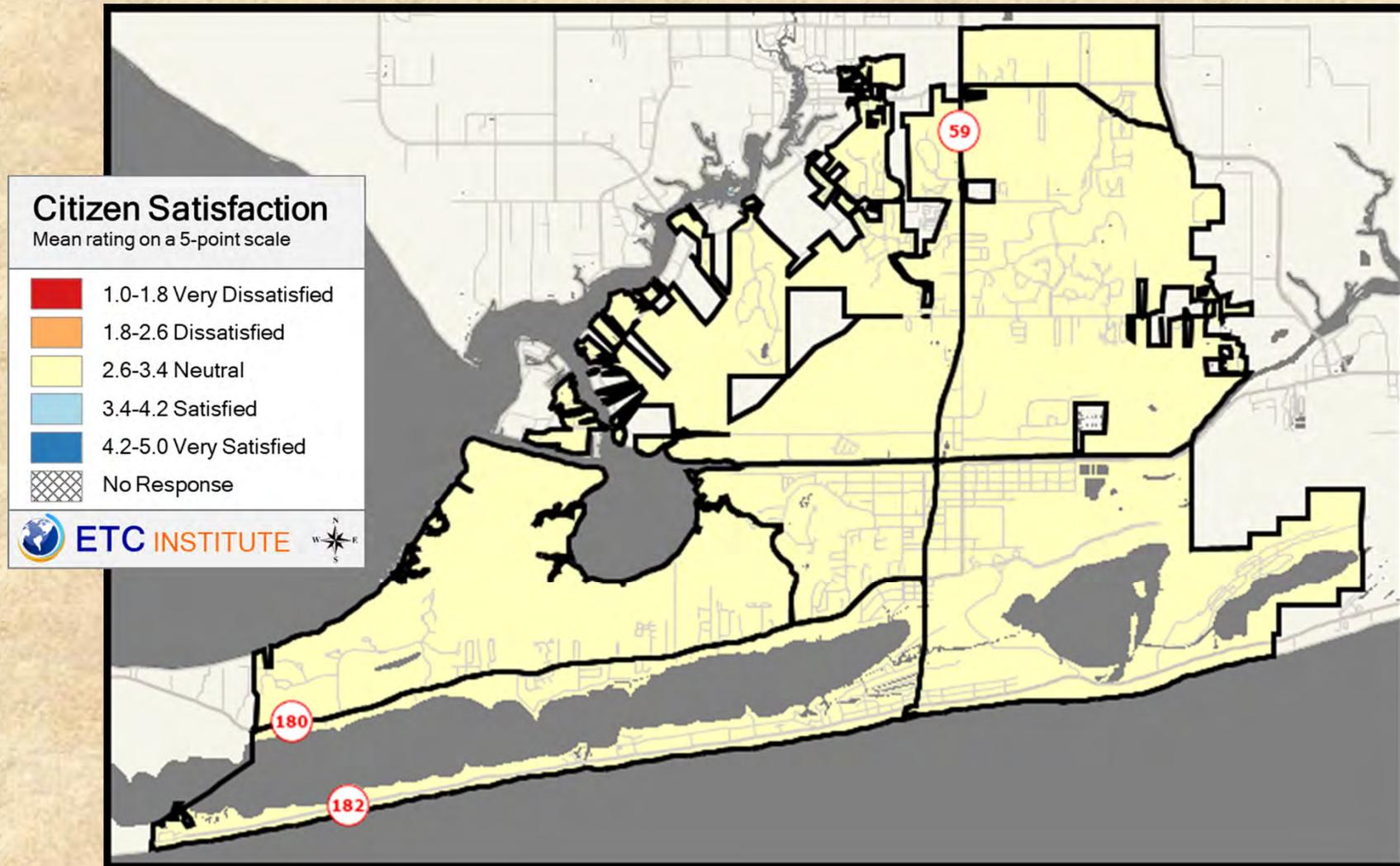
Q22-5. Satisfaction with availability of information on City construction or engineering projects



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

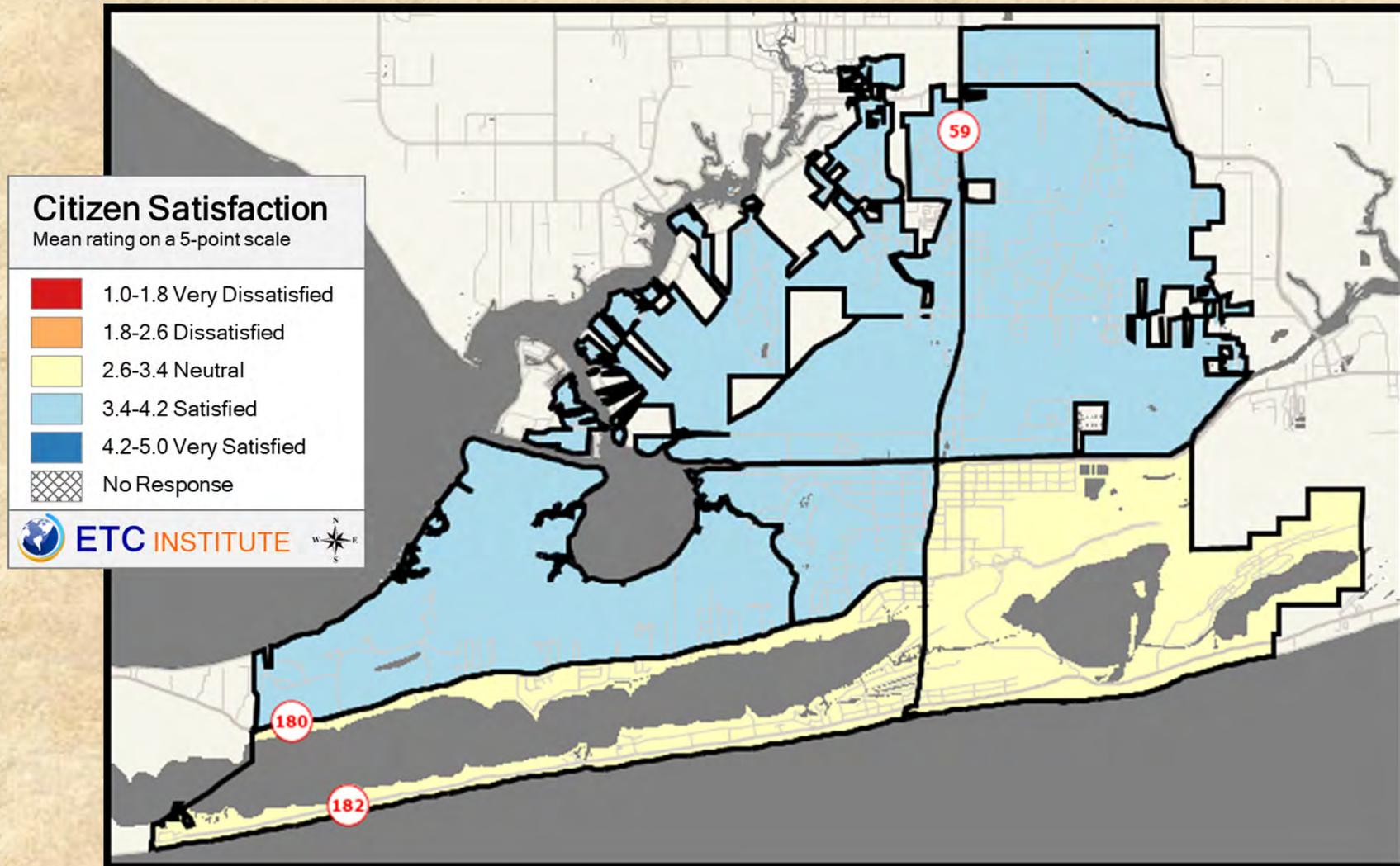
Q22-6. Satisfaction with availability of information regarding City initiatives and projects that affect you or your neighborhood



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

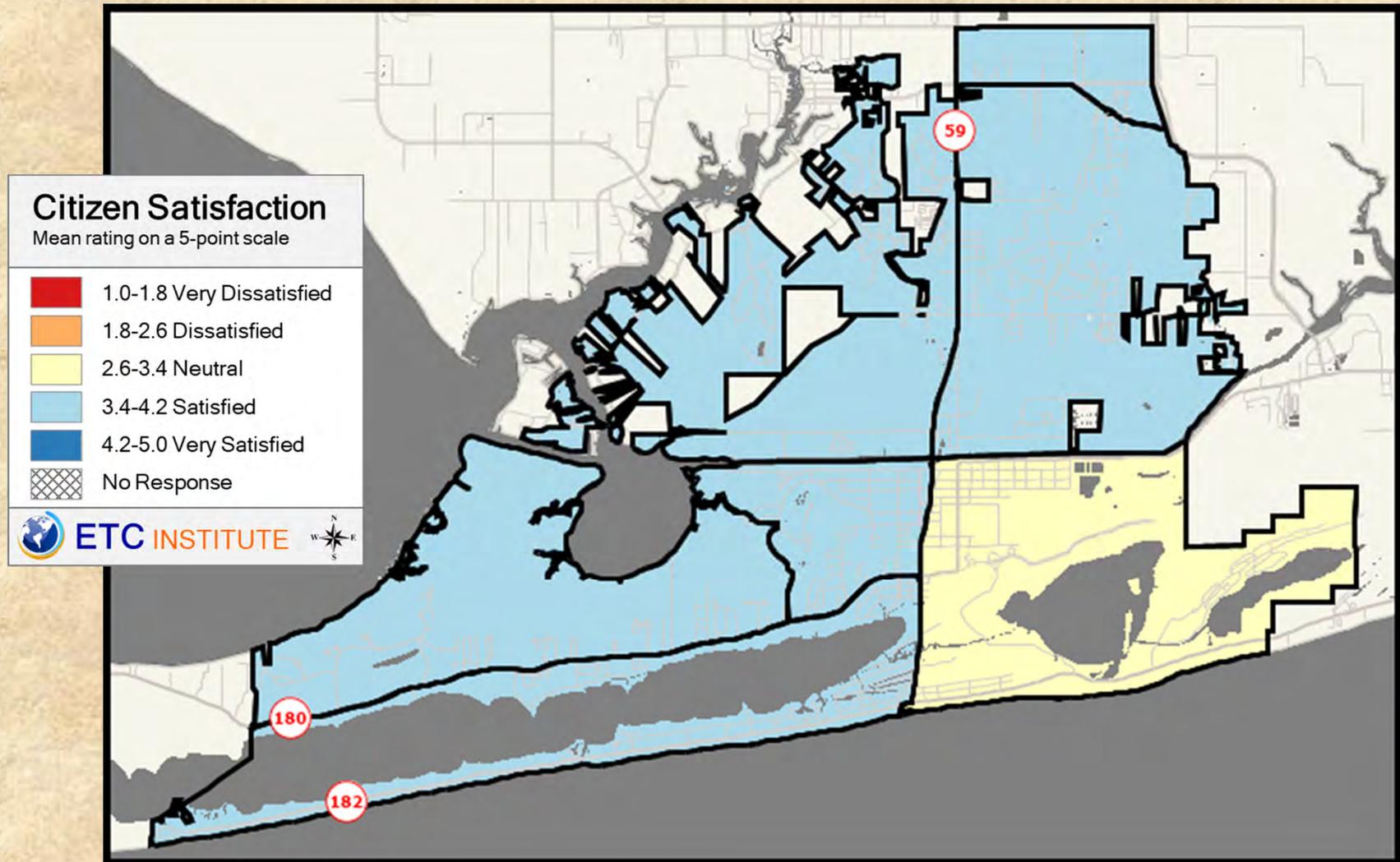
Q22-7. Satisfaction with availability of information about Parks and Recreation programs



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

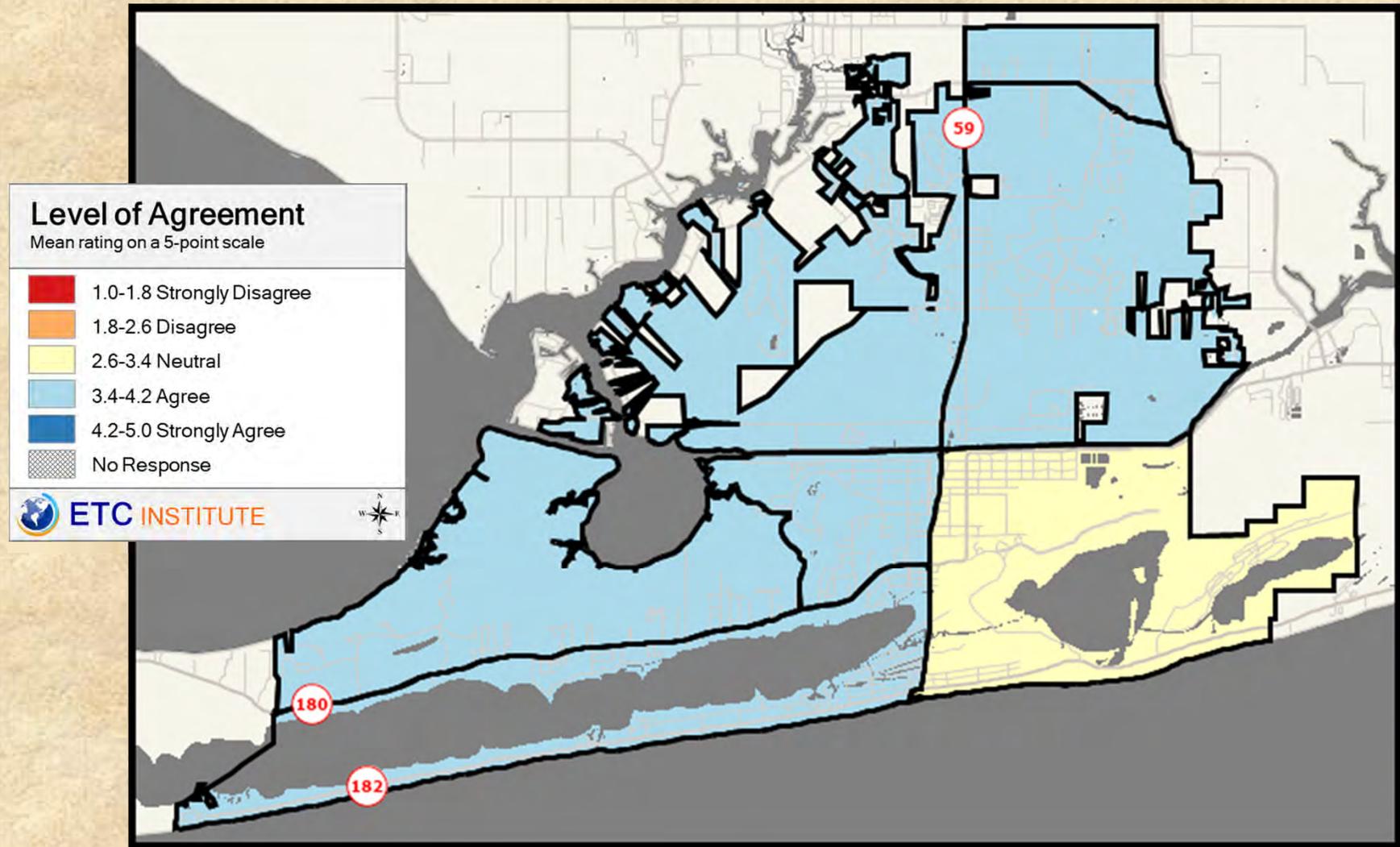
Q22-8. Satisfaction with availability of information about City special events and programs



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

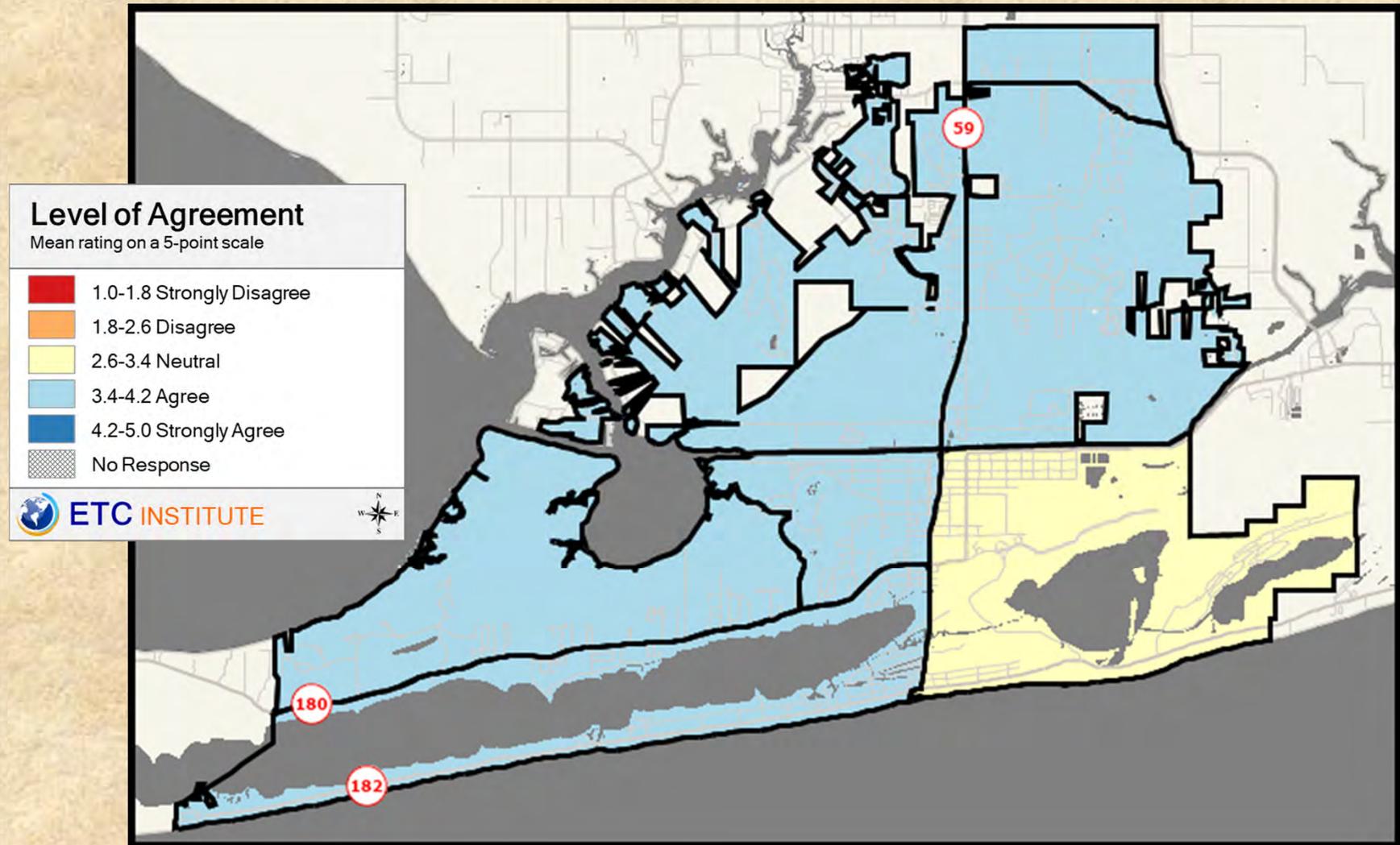
Q25-1. Agreement with the statement, “The City of Gulf Shores staff and administration is open and interested in hearing the concerns or issues of residents”



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

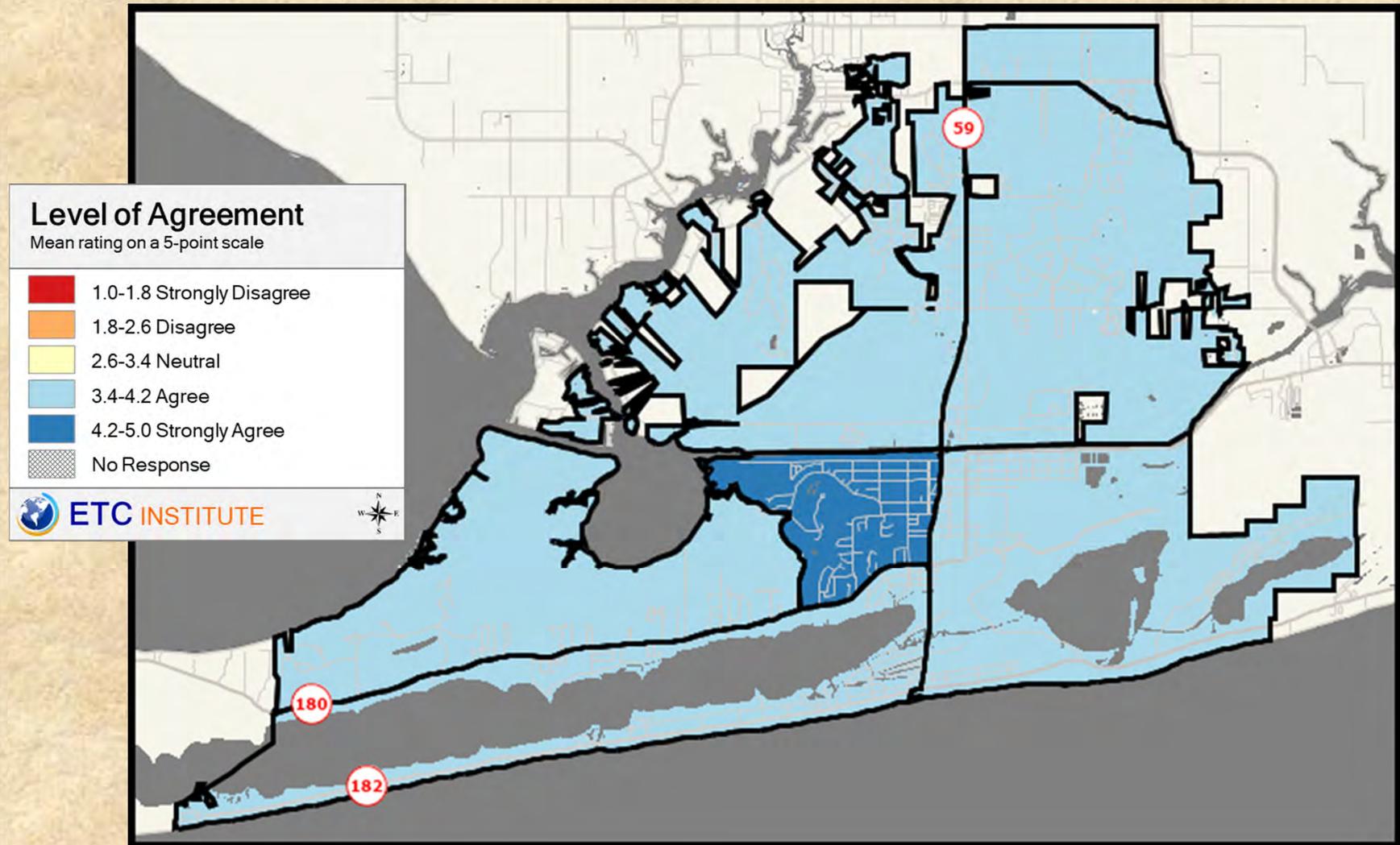
Q25-2. Agreement with the statement, “It is easy to contact someone at the City who can help you”



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

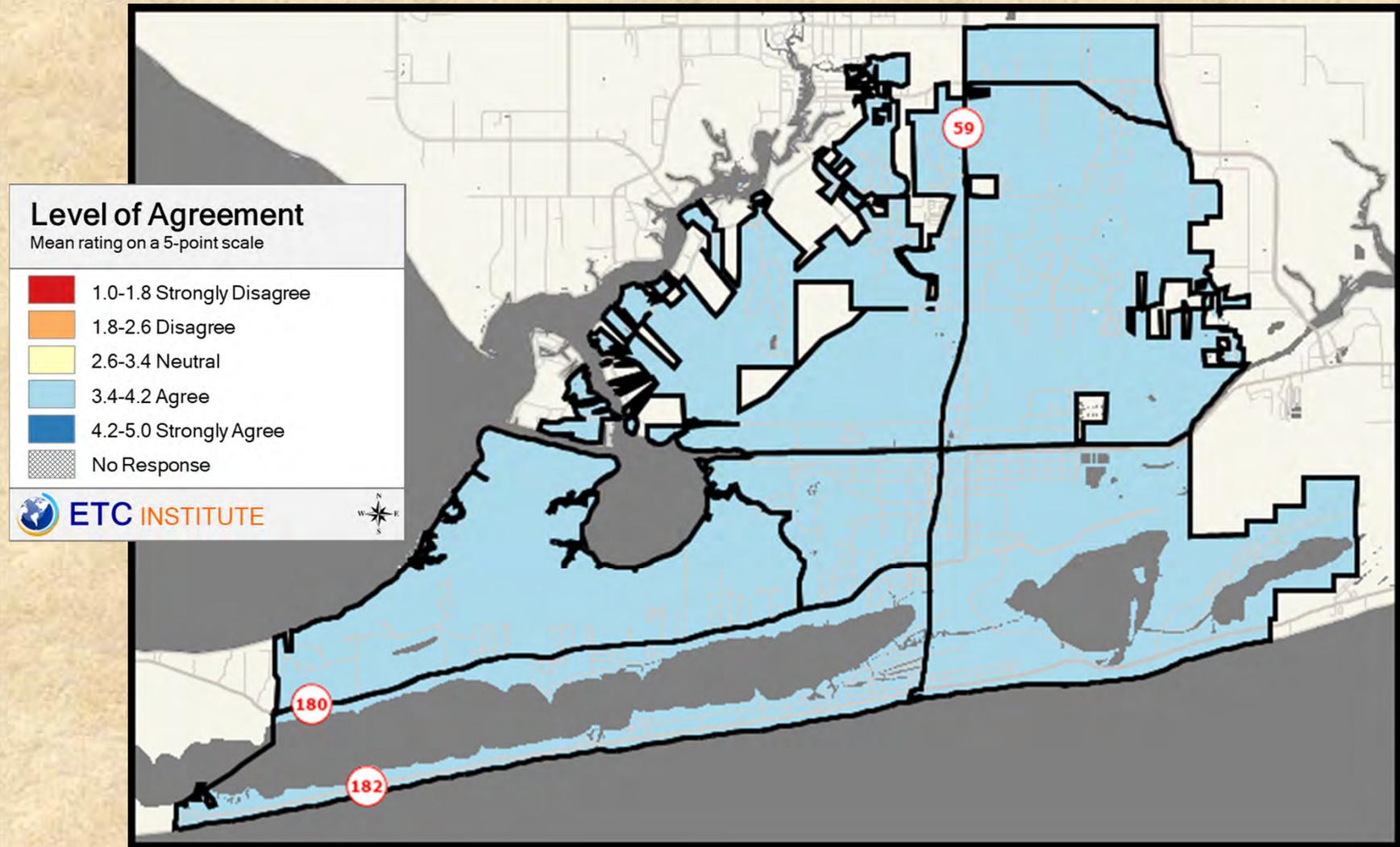
Q25-3. Agreement with the statement, “City employees are courteous and professional”



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

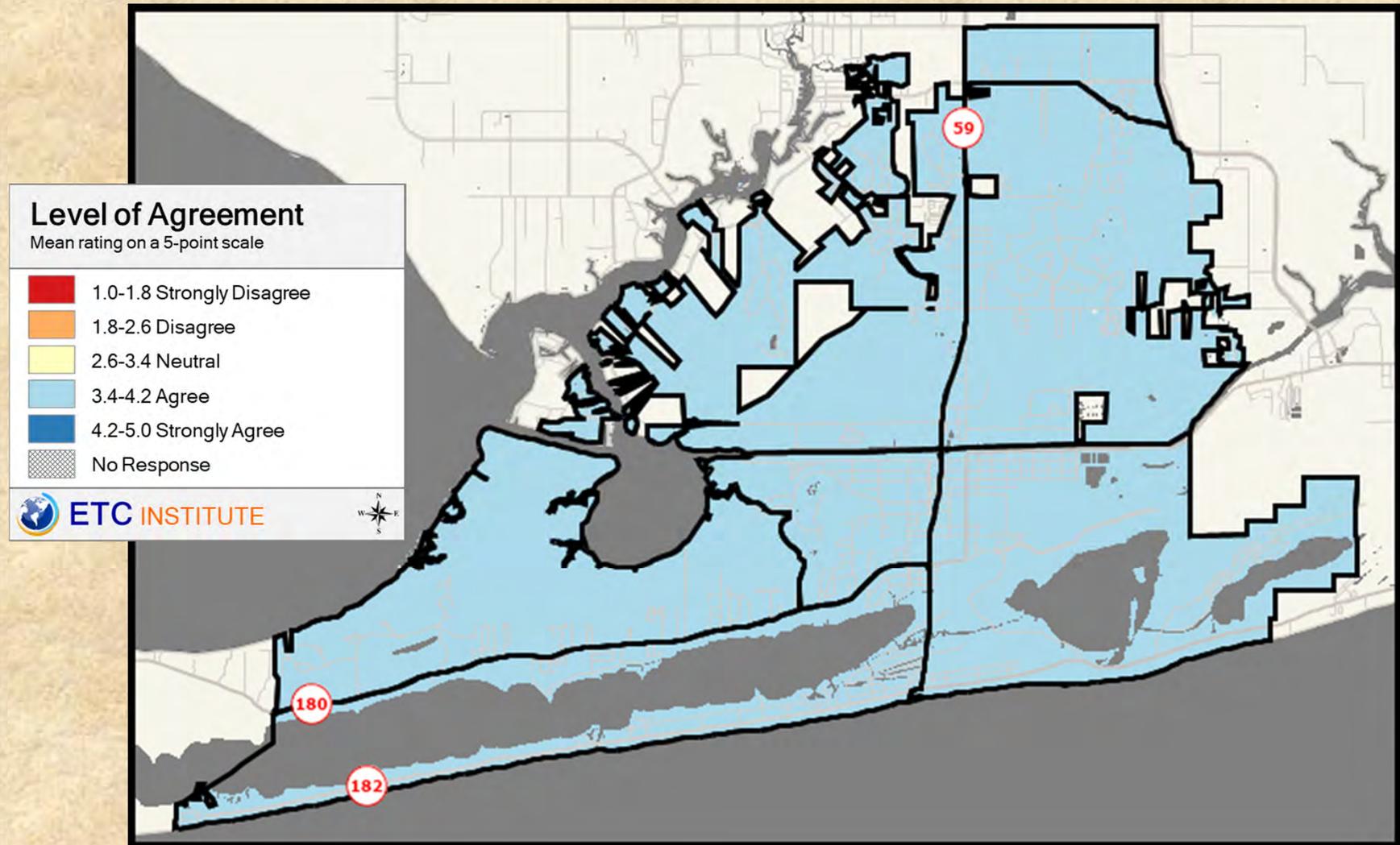
Q25-4. Agreement with the statement, “City employees possess the proper knowledge”



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q25-5. Agreement with the statement, “During my most recent contact with the City, my request was processed in a timely manner”



2021 City of Gulf Shores Community Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Q1. Major Categories of City Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of police services	51.6%	34.7%	7.9%	2.5%	1.8%	1.4%
Q1-2. Overall quality of fire, rescue & emergency medical services	60.6%	31.4%	3.2%	1.4%	1.1%	2.2%
Q1-3. Overall quality of community & economic development	14.4%	35.0%	23.1%	17.0%	9.0%	1.4%
Q1-4. Overall enforcement of City codes & ordinances	13.7%	33.9%	26.0%	15.2%	3.6%	7.6%
Q1-5. Overall quality of parks & recreation programs & facilities	34.3%	44.8%	12.3%	6.5%	1.1%	1.1%
Q1-6. Overall flow of traffic & ease of getting around within City	2.5%	15.5%	19.9%	32.5%	29.6%	0.0%
Q1-7. Overall maintenance of City streets, sidewalks, & infrastructure	19.5%	43.7%	16.6%	13.4%	6.9%	0.0%
Q1-8. Overall maintenance of City buildings & facilities	26.0%	53.4%	12.6%	1.1%	0.4%	6.5%
Q1-9. Overall quality of landscaping in parks, medians, & other public areas	37.2%	47.7%	9.0%	4.7%	1.1%	0.4%
Q1-10. Overall quality of trash, recycling & yard debris pickup services	49.8%	37.2%	7.6%	2.9%	0.4%	2.2%
Q1-11. Overall quality of City's school system	22.0%	20.9%	22.4%	2.5%	1.8%	30.3%
Q1-12. Overall quality of library services & programs	28.9%	36.8%	14.4%	0.7%	0.0%	19.1%
Q1-13. Overall effectiveness of communication with the community	21.7%	41.5%	18.4%	12.6%	3.6%	2.2%
Q1-14. Overall quality of customer service you receive from City employees	33.9%	45.1%	11.2%	2.9%	1.8%	5.1%
Q1-15. Overall quality of public beaches & beach accesses	38.6%	40.4%	7.9%	8.3%	3.6%	1.1%

WITHOUT DON'T KNOW

Q1. Major Categories of City Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police services	52.4%	35.2%	8.1%	2.6%	1.8%
Q1-2. Overall quality of fire, rescue & emergency medical services	62.0%	32.1%	3.3%	1.5%	1.1%
Q1-3. Overall quality of community & economic development	14.7%	35.5%	23.4%	17.2%	9.2%
Q1-4. Overall enforcement of City codes & ordinances	14.8%	36.7%	28.1%	16.4%	3.9%
Q1-5. Overall quality of parks & recreation programs & facilities	34.7%	45.3%	12.4%	6.6%	1.1%
Q1-6. Overall flow of traffic & ease of getting around within City	2.5%	15.5%	19.9%	32.5%	29.6%
Q1-7. Overall maintenance of City streets, sidewalks, & infrastructure	19.5%	43.7%	16.6%	13.4%	6.9%
Q1-8. Overall maintenance of City buildings & facilities	27.8%	57.1%	13.5%	1.2%	0.4%
Q1-9. Overall quality of landscaping in parks, medians, & other public areas	37.3%	47.8%	9.1%	4.7%	1.1%
Q1-10. Overall quality of trash, recycling & yard debris pickup services	50.9%	38.0%	7.7%	3.0%	0.4%
Q1-11. Overall quality of City's school system	31.6%	30.1%	32.1%	3.6%	2.6%
Q1-12. Overall quality of library services & programs	35.7%	45.5%	17.9%	0.9%	0.0%
Q1-13. Overall effectiveness of communication with the community	22.1%	42.4%	18.8%	12.9%	3.7%
Q1-14. Overall quality of customer service you receive from City employees	35.7%	47.5%	11.8%	3.0%	1.9%
Q1-15. Overall quality of public beaches & beach accesses	39.1%	40.9%	8.0%	8.4%	3.6%

Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. Top choice	Number	Percent
Overall quality of police services	16	5.8 %
Overall quality of fire, rescue & emergency medical services	9	3.2 %
Overall quality of community & economic development	28	10.1 %
Overall enforcement of City codes & ordinances	14	5.1 %
Overall quality of parks & recreation programs & facilities	6	2.2 %
Overall flow of traffic & ease of getting around within City	160	57.8 %
Overall maintenance of City streets, sidewalks, & infrastructure	12	4.3 %
Overall quality of landscaping in parks, medians, & other public areas	1	0.4 %
Overall quality of City's school system	10	3.6 %
Overall effectiveness of communication with the community	5	1.8 %
Overall quality of customer service you receive from City employees	1	0.4 %
Overall quality of public beaches & beach accesses	9	3.2 %
None chosen	6	2.2 %
Total	277	100.0 %

Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 2nd choice	Number	Percent
Overall quality of police services	14	5.1 %
Overall quality of fire, rescue & emergency medical services	9	3.2 %
Overall quality of community & economic development	44	15.9 %
Overall enforcement of City codes & ordinances	15	5.4 %
Overall quality of parks & recreation programs & facilities	23	8.3 %
Overall flow of traffic & ease of getting around within City	44	15.9 %
Overall maintenance of City streets, sidewalks, & infrastructure	40	14.4 %
Overall quality of landscaping in parks, medians, & other public areas	7	2.5 %
Overall quality of trash, recycling & yard debris pickup services	6	2.2 %
Overall quality of City's school system	14	5.1 %
Overall quality of library services & programs	1	0.4 %
Overall effectiveness of communication with the community	21	7.6 %
Overall quality of public beaches & beach accesses	29	10.5 %
None chosen	10	3.6 %
Total	277	100.0 %

Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q2. 3rd choice	Number	Percent
Overall quality of police services	16	5.8 %
Overall quality of fire, rescue & emergency medical services	6	2.2 %
Overall quality of community & economic development	40	14.4 %
Overall enforcement of City codes & ordinances	29	10.5 %
Overall quality of parks & recreation programs & facilities	20	7.2 %
Overall flow of traffic & ease of getting around within City	21	7.6 %
Overall maintenance of City streets, sidewalks, & infrastructure	29	10.5 %
Overall maintenance of City buildings & facilities	3	1.1 %
Overall quality of landscaping in parks, medians, & other public areas	12	4.3 %
Overall quality of trash, recycling & yard debris pickup services	5	1.8 %
Overall quality of City's school system	12	4.3 %
Overall quality of library services & programs	2	0.7 %
Overall effectiveness of communication with the community	26	9.4 %
Overall quality of customer service you receive from City employees	4	1.4 %
Overall quality of public beaches & beach accesses	30	10.8 %
None chosen	22	7.9 %
Total	277	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the major categories of City services listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q2. Sum of Top 3 Choices	Number	Percent
Overall quality of police services	46	16.6 %
Overall quality of fire, rescue & emergency medical services	24	8.7 %
Overall quality of community & economic development	112	40.4 %
Overall enforcement of City codes & ordinances	58	20.9 %
Overall quality of parks & recreation programs & facilities	49	17.7 %
Overall flow of traffic & ease of getting around within City	225	81.2 %
Overall maintenance of City streets, sidewalks, & infrastructure	81	29.2 %
Overall maintenance of City buildings & facilities	3	1.1 %
Overall quality of landscaping in parks, medians, & other public areas	20	7.2 %
Overall quality of trash, recycling & yard debris pickup services	11	4.0 %
Overall quality of City's school system	36	13.0 %
Overall quality of library services & programs	3	1.1 %
Overall effectiveness of communication with the community	52	18.8 %
Overall quality of customer service you receive from City employees	5	1.8 %
Overall quality of public beaches & beach accesses	68	24.5 %
None chosen	6	2.2 %
Total	799	

Q3. Perceptions of the City. Several items that may influence your perception of the City are listed below. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall value that you receive for your City tax dollars & fees	17.0%	48.4%	18.4%	11.2%	4.0%	1.1%
Q3-2. Overall image of City	23.5%	50.2%	16.2%	7.2%	2.2%	0.7%
Q3-3. Overall quality of life in City	26.0%	47.3%	15.2%	9.4%	1.8%	0.4%
Q3-4. Overall appearance of City	29.6%	48.4%	12.6%	7.6%	1.4%	0.4%
Q3-5. Overall quality of City services	28.2%	53.4%	12.3%	4.3%	1.1%	0.7%

WITHOUT DON'T KNOW

Q3. Perceptions of the City. Several items that may influence your perception of the City are listed below. Please rate your satisfaction with each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall value that you receive for your City tax dollars & fees	17.2%	48.9%	18.6%	11.3%	4.0%
Q3-2. Overall image of City	23.6%	50.5%	16.4%	7.3%	2.2%
Q3-3. Overall quality of life in City	26.1%	47.5%	15.2%	9.4%	1.8%
Q3-4. Overall appearance of City	29.7%	48.6%	12.7%	7.6%	1.4%
Q3-5. Overall quality of City services	28.4%	53.8%	12.4%	4.4%	1.1%

Q4. Please rate Gulf Shores using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," regarding each of the following.

(N=277)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q4-1. As a place to live	40.1%	45.8%	6.1%	5.1%	2.9%	0.0%
Q4-2. As a place to raise children	24.5%	33.9%	16.6%	2.9%	1.8%	20.2%
Q4-3. As a place to work	14.4%	28.5%	22.0%	13.7%	2.9%	18.4%
Q4-4. As a place to do business	15.5%	39.0%	23.8%	6.1%	1.4%	14.1%
Q4-5. As an inclusive community	14.8%	38.3%	20.9%	13.4%	5.4%	7.2%

WITHOUT DON'T KNOW

Q4. Please rate Gulf Shores using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," regarding each of the following. (without "don't know")

(N=277)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. As a place to live	40.1%	45.8%	6.1%	5.1%	2.9%
Q4-2. As a place to raise children	30.8%	42.5%	20.8%	3.6%	2.3%
Q4-3. As a place to work	17.7%	35.0%	27.0%	16.8%	3.5%
Q4-4. As a place to do business	18.1%	45.4%	27.7%	7.1%	1.7%
Q4-5. As an inclusive community	16.0%	41.2%	22.6%	14.4%	5.8%

Q5. City Leadership. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Overall quality of leadership provided by City's elected officials	12.6%	33.6%	23.5%	17.0%	7.9%	5.4%
Q5-2. Overall level of community engagement by City's elected officials	10.8%	28.9%	28.5%	16.2%	6.9%	8.7%
Q5-3. Overall effectiveness of City staff & administration	14.4%	42.6%	23.5%	8.7%	4.7%	6.1%
Q5-4. Level of public involvement in local decision-making	8.3%	24.2%	26.4%	22.4%	13.4%	5.4%
Q5-5. Transparency of City government	8.7%	24.2%	32.1%	18.8%	10.8%	5.4%

WITHOUT DON'T KNOW

Q5. City Leadership. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Overall quality of leadership provided by City's elected officials	13.4%	35.5%	24.8%	17.9%	8.4%
Q5-2. Overall level of community engagement by City's elected officials	11.9%	31.6%	31.2%	17.8%	7.5%
Q5-3. Overall effectiveness of City staff & administration	15.4%	45.4%	25.0%	9.2%	5.0%
Q5-4. Level of public involvement in local decision-making	8.8%	25.6%	27.9%	23.7%	14.1%
Q5-5. Transparency of City government	9.2%	25.6%	34.0%	19.8%	11.5%

Q6. Public Safety. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Overall quality of police protection	45.5%	42.6%	5.4%	1.4%	1.8%	3.2%
Q6-2. Visibility of police in neighborhoods	34.7%	37.9%	14.8%	8.3%	1.8%	2.5%
Q6-3. Visibility of police in retail areas	25.6%	35.0%	22.4%	6.9%	1.4%	8.7%
Q6-4. Police response time	26.4%	31.8%	12.3%	1.4%	1.1%	27.1%
Q6-5. Efforts to prevent crime	26.4%	36.8%	17.3%	3.6%	2.2%	13.7%
Q6-6. Enforcement of criminal laws	25.3%	34.7%	13.7%	4.0%	2.2%	20.2%
Q6-7. Enforcement of traffic laws	22.0%	43.7%	11.9%	7.2%	6.5%	8.7%
Q6-8. Quality of police communications (social media, news flash, website, etc.)	21.7%	36.8%	23.1%	4.0%	2.5%	11.9%
Q6-9. Overall quality of fire protection, fire rescue & emergency medical services	45.5%	37.2%	5.4%	2.2%	0.4%	9.4%
Q6-10. Fire personnel emergency response time	38.3%	29.6%	6.5%	1.1%	0.0%	24.5%
Q6-11. Quality of local ambulance service response time	27.4%	26.7%	11.6%	1.1%	3.6%	29.6%
Q6-12. Quality of lifeguard & beach patrol service	32.1%	38.6%	11.2%	4.7%	1.1%	12.3%
Q6-13. Quality of fire rescue communications (social media, news flash, website, etc.)	24.5%	33.6%	19.1%	2.2%	0.7%	19.9%

WITHOUT DON'T KNOW

Q6. Public Safety. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Overall quality of police protection	47.0%	44.0%	5.6%	1.5%	1.9%
Q6-2. Visibility of police in neighborhoods	35.6%	38.9%	15.2%	8.5%	1.9%
Q6-3. Visibility of police in retail areas	28.1%	38.3%	24.5%	7.5%	1.6%
Q6-4. Police response time	36.1%	43.6%	16.8%	2.0%	1.5%
Q6-5. Efforts to prevent crime	30.5%	42.7%	20.1%	4.2%	2.5%
Q6-6. Enforcement of criminal laws	31.7%	43.4%	17.2%	5.0%	2.7%
Q6-7. Enforcement of traffic laws	24.1%	47.8%	13.0%	7.9%	7.1%
Q6-8. Quality of police communications (social media, news flash, website, etc.)	24.6%	41.8%	26.2%	4.5%	2.9%
Q6-9. Overall quality of fire protection, fire rescue & emergency medical services	50.2%	41.0%	6.0%	2.4%	0.4%
Q6-10. Fire personnel emergency response time	50.7%	39.2%	8.6%	1.4%	0.0%
Q6-11. Quality of local ambulance service response time	39.0%	37.9%	16.4%	1.5%	5.1%
Q6-12. Quality of lifeguard & beach patrol service	36.6%	44.0%	12.8%	5.3%	1.2%
Q6-13. Quality of fire rescue communications (social media, news flash, website, etc.)	30.6%	41.9%	23.9%	2.7%	0.9%

Q7. Which THREE of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q7. Top choice	Number	Percent
Overall quality of police protection	26	9.4 %
Visibility of police in neighborhoods	48	17.3 %
Visibility of police in retail areas	13	4.7 %
Police response time	4	1.4 %
Efforts to prevent crime	46	16.6 %
Enforcement of criminal laws	16	5.8 %
Enforcement of traffic laws	32	11.6 %
Quality of police communications (social media, news flash, website, etc.)	17	6.1 %
Overall quality of fire protection, fire rescue & emergency medical services	11	4.0 %
Fire personnel emergency response time	2	0.7 %
Quality of local ambulance service response time	19	6.9 %
Quality of lifeguard & beach patrol service	17	6.1 %
Quality of fire rescue communications (social media, news flash, website, etc.)	3	1.1 %
None chosen	23	8.3 %
Total	277	100.0 %

Q7. Which THREE of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q7. 2nd choice	Number	Percent
Overall quality of police protection	12	4.3 %
Visibility of police in neighborhoods	32	11.6 %
Visibility of police in retail areas	33	11.9 %
Police response time	6	2.2 %
Efforts to prevent crime	36	13.0 %
Enforcement of criminal laws	24	8.7 %
Enforcement of traffic laws	26	9.4 %
Quality of police communications (social media, news flash, website, etc.)	18	6.5 %
Overall quality of fire protection, fire rescue & emergency medical services	14	5.1 %
Fire personnel emergency response time	1	0.4 %
Quality of local ambulance service response time	12	4.3 %
Quality of lifeguard & beach patrol service	14	5.1 %
Quality of fire rescue communications (social media, news flash, website, etc.)	15	5.4 %
None chosen	34	12.3 %
Total	277	100.0 %

Q7. Which THREE of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q7. 3rd choice	Number	Percent
Overall quality of police protection	15	5.4 %
Visibility of police in neighborhoods	24	8.7 %
Visibility of police in retail areas	14	5.1 %
Police response time	6	2.2 %
Efforts to prevent crime	41	14.8 %
Enforcement of criminal laws	15	5.4 %
Enforcement of traffic laws	24	8.7 %
Quality of police communications (social media, news flash, website, etc.)	27	9.7 %
Overall quality of fire protection, fire rescue & emergency medical services	12	4.3 %
Fire personnel emergency response time	9	3.2 %
Quality of local ambulance service response time	11	4.0 %
Quality of lifeguard & beach patrol service	23	8.3 %
Quality of fire rescue communications (social media, news flash, website, etc.)	15	5.4 %
None chosen	41	14.8 %
Total	277	100.0 %

SUM OF TOP 3 CHOICES

Q7. Which THREE of the public safety items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q7. Sum of Top 3 Choices	Number	Percent
Overall quality of police protection	53	19.1 %
Visibility of police in neighborhoods	104	37.5 %
Visibility of police in retail areas	60	21.7 %
Police response time	16	5.8 %
Efforts to prevent crime	123	44.4 %
Enforcement of criminal laws	55	19.9 %
Enforcement of traffic laws	82	29.6 %
Quality of police communications (social media, news flash, website, etc.)	62	22.4 %
Overall quality of fire protection, fire rescue & emergency medical services	37	13.4 %
Fire personnel emergency response time	12	4.3 %
Quality of local ambulance service response time	42	15.2 %
Quality of lifeguard & beach patrol service	54	19.5 %
Quality of fire rescue communications (social media, news flash, website, etc.)	33	11.9 %
None chosen	23	8.3 %
Total	756	

Q8. Feeling of Safety. Please rate your feeling of safety in the following areas using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe."

(N=277)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q8-1. In your neighborhood during the day	66.4%	27.4%	3.6%	1.1%	0.0%	1.4%
Q8-2. In your neighborhood at night	44.4%	41.5%	8.3%	3.2%	1.1%	1.4%
Q8-3. In City parks	24.2%	47.3%	14.4%	2.9%	0.0%	11.2%
Q8-4. In commercial & retail areas	24.9%	55.2%	14.8%	1.8%	0.4%	2.9%
Q8-5. Traveling by bicycle in Gulf Shores	10.8%	28.9%	19.9%	14.1%	6.1%	20.2%
Q8-6. Traveling as a pedestrian in Gulf Shores	14.1%	38.3%	20.2%	14.8%	2.2%	10.5%
Q8-7. Overall feeling of safety in Gulf Shores	31.4%	56.7%	9.0%	1.8%	0.0%	1.1%

WITHOUT DON'T KNOW

Q8. Feeling of Safety. Please rate your feeling of safety in the following areas using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe." (without "don't know")

(N=277)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q8-1. In your neighborhood during the day	67.4%	27.8%	3.7%	1.1%	0.0%
Q8-2. In your neighborhood at night	45.1%	42.1%	8.4%	3.3%	1.1%
Q8-3. In City parks	27.2%	53.3%	16.3%	3.3%	0.0%
Q8-4. In commercial & retail areas	25.7%	56.9%	15.2%	1.9%	0.4%
Q8-5. Traveling by bicycle in Gulf Shores	13.6%	36.2%	24.9%	17.6%	7.7%
Q8-6. Traveling as a pedestrian in Gulf Shores	15.7%	42.7%	22.6%	16.5%	2.4%
Q8-7. Overall feeling of safety in Gulf Shores	31.8%	57.3%	9.1%	1.8%	0.0%

Q9. Transportation and Mobility. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Ease of getting around within City of Gulf Shores	7.2%	25.3%	20.6%	32.1%	14.1%	0.7%
Q9-2. How well traffic signal system provides for efficient traffic flow	4.0%	19.5%	19.9%	36.8%	18.4%	1.4%
Q9-3. Availability of sidewalks & pathways for walking or biking	16.2%	42.2%	17.0%	13.4%	6.5%	4.7%
Q9-4. Availability of public parking	10.5%	31.4%	22.7%	25.6%	7.9%	1.8%

WITHOUT DON'T KNOW

Q9. Transportation and Mobility. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Ease of getting around within City of Gulf Shores	7.3%	25.5%	20.7%	32.4%	14.2%
Q9-2. How well traffic signal system provides for efficient traffic flow	4.0%	19.8%	20.1%	37.4%	18.7%
Q9-3. Availability of sidewalks & pathways for walking or biking	17.0%	44.3%	17.8%	14.0%	6.8%
Q9-4. Availability of public parking	10.7%	32.0%	23.2%	26.1%	8.1%

Q10. Maintenance. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Maintenance of streets	19.1%	52.3%	15.2%	10.1%	2.5%	0.7%
Q10-2. Maintenance of sidewalks	19.5%	51.6%	15.5%	7.6%	2.2%	3.6%
Q10-3. Maintenance of street signs	21.3%	56.3%	14.8%	6.5%	0.4%	0.7%
Q10-4. Maintenance of traffic signals	19.1%	46.2%	22.4%	6.9%	4.0%	1.4%
Q10-5. Maintenance of biking paths & lanes	17.7%	44.4%	16.2%	7.2%	3.2%	11.2%
Q10-6. Maintenance of beach parking areas & accesses	24.2%	47.3%	14.4%	7.6%	3.6%	2.9%
Q10-7. Cleanup of debris/litter in & near roadways	27.8%	50.2%	11.9%	7.9%	1.4%	0.7%
Q10-8. Maintenance of City facilities (City Hall, Recreation Center, Erie Meyer Civic Center, Library, Fire Stations, Police Stations, etc.)	27.8%	53.1%	8.3%	1.8%	0.4%	8.7%
Q10-9. Mowing/trimming along streets & public areas	27.8%	53.4%	10.1%	5.4%	1.1%	2.2%
Q10-10. Overall cleanliness of streets & public areas	30.7%	55.6%	7.2%	3.6%	0.7%	2.2%
Q10-11. Adequacy of City street lighting	21.3%	48.0%	14.8%	10.8%	2.2%	2.9%
Q10-12. Adequacy of City drainage system & maintenance	10.1%	27.1%	24.2%	22.7%	10.8%	5.1%

WITHOUT DON'T KNOW

Q10. Maintenance. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Maintenance of streets	19.3%	52.7%	15.3%	10.2%	2.5%
Q10-2. Maintenance of sidewalks	20.2%	53.6%	16.1%	7.9%	2.2%
Q10-3. Maintenance of street signs	21.5%	56.7%	14.9%	6.5%	0.4%
Q10-4. Maintenance of traffic signals	19.4%	46.9%	22.7%	7.0%	4.0%
Q10-5. Maintenance of biking paths & lanes	19.9%	50.0%	18.3%	8.1%	3.7%
Q10-6. Maintenance of beach parking areas & accesses	24.9%	48.7%	14.9%	7.8%	3.7%
Q10-7. Cleanup of debris/litter in & near roadways	28.0%	50.5%	12.0%	8.0%	1.5%
Q10-8. Maintenance of City facilities (City Hall, Recreation Center, Erie Meyer Civic Center, Library, Fire Stations, Police Stations, etc.)	30.4%	58.1%	9.1%	2.0%	0.4%
Q10-9. Mowing/trimming along streets & public areas	28.4%	54.6%	10.3%	5.5%	1.1%
Q10-10. Overall cleanliness of streets & public areas	31.4%	56.8%	7.4%	3.7%	0.7%
Q10-11. Adequacy of City street lighting	21.9%	49.4%	15.2%	11.2%	2.2%
Q10-12. Adequacy of City drainage system & maintenance	10.6%	28.5%	25.5%	24.0%	11.4%

Q11. Which THREE of the areas of maintenance listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of streets	36	13.0 %
Maintenance of sidewalks	11	4.0 %
Maintenance of street signs	2	0.7 %
Maintenance of traffic signals	34	12.3 %
Maintenance of biking paths & lanes	18	6.5 %
Maintenance of beach parking areas & accesses	13	4.7 %
Cleanup of debris/litter in & near roadways	20	7.2 %
Maintenance of City facilities (City Hall, Recreation Center, Erie Meyer Civic Center, Library, Fire Stations, Police Stations, etc.)	2	0.7 %
Mowing/trimming along streets & public areas	5	1.8 %
Overall cleanliness of streets & public areas	11	4.0 %
Adequacy of City street lighting	14	5.1 %
Adequacy of City drainage system & maintenance	101	36.5 %
None chosen	10	3.6 %
Total	277	100.0 %

Q11. Which THREE of the areas of maintenance listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of streets	38	13.7 %
Maintenance of sidewalks	13	4.7 %
Maintenance of street signs	6	2.2 %
Maintenance of traffic signals	13	4.7 %
Maintenance of biking paths & lanes	23	8.3 %
Maintenance of beach parking areas & accesses	31	11.2 %
Cleanup of debris/litter in & near roadways	28	10.1 %
Maintenance of City facilities (City Hall, Recreation Center, Erie Meyer Civic Center, Library, Fire Stations, Police Stations, etc.)	8	2.9 %
Mowing/trimming along streets & public areas	10	3.6 %
Overall cleanliness of streets & public areas	15	5.4 %
Adequacy of City street lighting	36	13.0 %
Adequacy of City drainage system & maintenance	31	11.2 %
None chosen	25	9.0 %
Total	277	100.0 %

Q11. Which THREE of the areas of maintenance listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q11. 3rd choice	Number	Percent
Maintenance of streets	15	5.4 %
Maintenance of sidewalks	20	7.2 %
Maintenance of street signs	5	1.8 %
Maintenance of traffic signals	23	8.3 %
Maintenance of biking paths & lanes	19	6.9 %
Maintenance of beach parking areas & accesses	24	8.7 %
Cleanup of debris/litter in & near roadways	32	11.6 %
Maintenance of City facilities (City Hall, Recreation Center, Erie Meyer Civic Center, Library, Fire Stations, Police Stations, etc.)	4	1.4 %
Mowing/trimming along streets & public areas	10	3.6 %
Overall cleanliness of streets & public areas	29	10.5 %
Adequacy of City street lighting	24	8.7 %
Adequacy of City drainage system & maintenance	39	14.1 %
None chosen	33	11.9 %
Total	277	100.0 %

SUM OF TOP 3 CHOICES

Q11. Which THREE of the areas of maintenance listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q11. Top choice	Number	Percent
Maintenance of streets	89	32.1 %
Maintenance of sidewalks	44	15.9 %
Maintenance of street signs	13	4.7 %
Maintenance of traffic signals	70	25.3 %
Maintenance of biking paths & lanes	60	21.7 %
Maintenance of beach parking areas & accesses	68	24.5 %
Cleanup of debris/litter in & near roadways	80	28.9 %
Maintenance of City facilities (City Hall, Recreation Center, Erie Meyer Civic Center, Library, Fire Stations, Police Stations, etc.)	14	5.1 %
Mowing/trimming along streets & public areas	25	9.0 %
Overall cleanliness of streets & public areas	55	19.9 %
Adequacy of City street lighting	74	26.7 %
Adequacy of City drainage system & maintenance	171	61.7 %
None chosen	10	3.6 %
Total	773	

Q12. Trash and Recycling Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Residential trash collection services	48.7%	35.0%	6.5%	2.2%	1.8%	5.8%
Q12-2. Curbside recycling services	42.2%	28.9%	9.0%	6.1%	2.9%	10.8%
Q12-3. Recycling Center drop-off services	23.5%	26.0%	14.4%	3.2%	1.4%	31.4%
Q12-4. Bulky item pickup/removal services (old furniture, appliances, etc.)	41.9%	28.9%	9.0%	6.1%	2.2%	11.9%
Q12-5. Yard waste collection services	41.2%	32.9%	8.7%	4.0%	0.7%	12.6%

WITHOUT DON'T KNOW

Q12. Trash and Recycling Services. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Residential trash collection services	51.7%	37.2%	6.9%	2.3%	1.9%
Q12-2. Curbside recycling services	47.4%	32.4%	10.1%	6.9%	3.2%
Q12-3. Recycling Center drop-off services	34.2%	37.9%	21.1%	4.7%	2.1%
Q12-4. Bulky item pickup/removal services (old furniture, appliances, etc.)	47.5%	32.8%	10.2%	7.0%	2.5%
Q12-5. Yard waste collection services	47.1%	37.6%	9.9%	4.5%	0.8%

Q13. Which TWO of the garbage, debris and recycling services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. Top choice	Number	Percent
Residential trash collection services	57	20.6 %
Curbside recycling services	44	15.9 %
Recycling Center drop-off services	47	17.0 %
Bulky item pickup/removal services (old furniture, appliances, etc.)	72	26.0 %
Yard waste collection services	19	6.9 %
None chosen	38	13.7 %
Total	277	100.0 %

Q13. Which TWO of the garbage, debris and recycling services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. 2nd choice	Number	Percent
Residential trash collection services	13	4.7 %
Curbside recycling services	46	16.6 %
Recycling Center drop-off services	24	8.7 %
Bulky item pickup/removal services (old furniture, appliances, etc.)	70	25.3 %
Yard waste collection services	67	24.2 %
None chosen	57	20.6 %
Total	277	100.0 %

SUM OF TOP 2 CHOICES

Q13. Which TWO of the garbage, debris and recycling services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q13. Sum of Top 2 Choices	Number	Percent
Residential trash collection services	70	25.3 %
Curbside recycling services	90	32.5 %
Recycling Center drop-off services	71	25.6 %
Bulky item pickup/removal services (old furniture, appliances, etc.)	142	51.3 %
Yard waste collection services	86	31.0 %
None chosen	38	13.7 %
Total	497	

Q14. Code Enforcement. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Cleanup of debris/litter	22.0%	47.7%	14.1%	6.9%	1.8%	7.6%
Q14-2. Cleanup of overgrown & weedy lots	8.3%	28.5%	26.0%	18.8%	5.8%	12.6%
Q14-3. Efforts to remove dilapidated structures	4.3%	23.8%	31.8%	16.2%	5.4%	18.4%
Q14-4. Overall control of unsightly areas	4.7%	31.4%	31.4%	18.8%	3.2%	10.5%
Q14-5. Overall efforts to protect private property values	11.2%	41.2%	24.9%	9.0%	6.9%	6.9%

WITHOUT DON'T KNOW

Q14. Code Enforcement. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Cleanup of debris/litter	23.8%	51.6%	15.2%	7.4%	2.0%
Q14-2. Cleanup of overgrown & weedy lots	9.5%	32.6%	29.8%	21.5%	6.6%
Q14-3. Efforts to remove dilapidated structures	5.3%	29.2%	38.9%	19.9%	6.6%
Q14-4. Overall control of unsightly areas	5.2%	35.1%	35.1%	21.0%	3.6%
Q14-5. Overall efforts to protect private property values	12.0%	44.2%	26.7%	9.7%	7.4%

Q15. Development and Redevelopment. Please rate your satisfaction with the following areas in Gulf Shores using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Overall quality of new residential development	5.1%	23.5%	24.5%	24.9%	17.7%	4.3%
Q15-2. Overall quality of new retail development (stores, restaurants, etc.)	5.4%	33.6%	29.6%	20.2%	4.7%	6.5%
Q15-3. Overall quality of new business development (offices, medical facilities, banks, etc.)	9.4%	43.0%	25.3%	11.9%	4.0%	6.5%
Q15-4. Redevelopment of abandoned or under-utilized properties	2.2%	13.0%	35.7%	26.7%	6.5%	15.9%
Q15-5. City's planning for future growth	4.3%	23.5%	20.9%	26.7%	14.8%	9.7%

WITHOUT DON'T KNOW

Q15. Development and Redevelopment. Please rate your satisfaction with the following areas in Gulf Shores using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Overall quality of new residential development	5.3%	24.5%	25.7%	26.0%	18.5%
Q15-2. Overall quality of new retail development (stores, restaurants, etc.)	5.8%	35.9%	31.7%	21.6%	5.0%
Q15-3. Overall quality of new business development (offices, medical facilities, banks, etc.)	10.0%	45.9%	27.0%	12.7%	4.2%
Q15-4. Redevelopment of abandoned or under-utilized properties	2.6%	15.5%	42.5%	31.8%	7.7%
Q15-5. City's planning for future growth	4.8%	26.0%	23.2%	29.6%	16.4%

Q16. Which TWO of the development and redevelopment items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q16. Top choice	Number	Percent
Overall quality of new residential development	57	20.6 %
Overall quality of new retail development (stores, restaurants, etc.)	24	8.7 %
Overall quality of new business development (offices, medical facilities, banks, etc.)	11	4.0 %
Redevelopment of abandoned or under-utilized properties	43	15.5 %
City's planning for future growth	128	46.2 %
None chosen	14	5.1 %
Total	277	100.0 %

Q16. Which TWO of the development and redevelopment items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q16. 2nd choice	Number	Percent
Overall quality of new residential development	61	22.0 %
Overall quality of new retail development (stores, restaurants, etc.)	30	10.8 %
Overall quality of new business development (offices, medical facilities, banks, etc.)	20	7.2 %
Redevelopment of abandoned or under-utilized properties	73	26.4 %
City's planning for future growth	67	24.2 %
None chosen	26	9.4 %
Total	277	100.0 %

SUM OF TOP 2 CHOICES

Q16. Which TWO of the development and redevelopment items listed in Question 15 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

<u>Q16. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of new residential development	118	42.6 %
Overall quality of new retail development (stores, restaurants, etc.)	54	19.5 %
Overall quality of new business development (offices, medical facilities, banks, etc.)	31	11.2 %
Redevelopment of abandoned or under-utilized properties	116	41.9 %
City's planning for future growth	195	70.4 %
None chosen	14	5.1 %
Total	528	

Q17. Parks and Recreation. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Quality of parks	33.2%	52.0%	7.9%	2.2%	0.7%	4.0%
Q17-2. Quality of walking trails	29.2%	51.6%	8.3%	2.9%	0.4%	7.6%
Q17-3. Quality of playgrounds	24.9%	39.4%	13.4%	4.3%	0.7%	17.3%
Q17-4. Quality of Bodenhamer Recreation Center	28.9%	39.0%	12.6%	2.2%	0.4%	17.0%
Q17-5. Quality of fitness areas within Bodenhamer Recreation Center	25.3%	29.2%	15.5%	3.6%	0.7%	25.6%
Q17-6. Quality of outdoor athletic fields	24.5%	41.2%	10.8%	0.4%	0.0%	23.1%
Q17-7. Quality of fitness programs	18.1%	33.2%	15.5%	5.8%	0.4%	27.1%
Q17-8. Quality of youth athletic programs	13.4%	23.1%	15.9%	2.9%	0.4%	44.4%
Q17-9. Quality of adult athletic programs	13.7%	24.2%	19.1%	4.7%	0.7%	37.5%
Q17-10. Quality of SPARC & other youth programs	10.8%	15.5%	16.2%	0.7%	0.4%	56.3%
Q17-11. Quality of senior programs	12.3%	18.8%	18.4%	5.1%	1.4%	44.0%
Q17-12. Ease of registering for programs	14.4%	27.4%	22.0%	3.6%	0.4%	32.1%
Q17-13. Fees charged for youth & adult recreation programs	10.5%	23.5%	20.9%	6.9%	2.2%	36.1%
Q17-14. Fees charged for recreation center memberships	11.9%	27.8%	19.1%	11.9%	4.3%	24.9%
Q17-15. Quality of special events (Zydeco, Movies at Meyer, Breakfast with Santa)	22.7%	37.5%	14.1%	3.6%	2.5%	19.5%
Q17-16. Convenience of access to Parks & Recreation facilities	26.7%	48.7%	10.5%	4.0%	1.1%	9.0%

WITHOUT DON'T KNOW

Q17. Parks and Recreation. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Quality of parks	34.6%	54.1%	8.3%	2.3%	0.8%
Q17-2. Quality of walking trails	31.6%	55.9%	9.0%	3.1%	0.4%
Q17-3. Quality of playgrounds	30.1%	47.6%	16.2%	5.2%	0.9%
Q17-4. Quality of Bodenhamer Recreation Center	34.8%	47.0%	15.2%	2.6%	0.4%
Q17-5. Quality of fitness areas within Bodenhamer Recreation Center	34.0%	39.3%	20.9%	4.9%	1.0%
Q17-6. Quality of outdoor athletic fields	31.9%	53.5%	14.1%	0.5%	0.0%
Q17-7. Quality of fitness programs	24.8%	45.5%	21.3%	7.9%	0.5%
Q17-8. Quality of youth athletic programs	24.0%	41.6%	28.6%	5.2%	0.6%
Q17-9. Quality of adult athletic programs	22.0%	38.7%	30.6%	7.5%	1.2%
Q17-10. Quality of SPARC & other youth programs	24.8%	35.5%	37.2%	1.7%	0.8%
Q17-11. Quality of senior programs	21.9%	33.5%	32.9%	9.0%	2.6%
Q17-12. Ease of registering for programs	21.3%	40.4%	32.4%	5.3%	0.5%
Q17-13. Fees charged for youth & adult recreation programs	16.4%	36.7%	32.8%	10.7%	3.4%
Q17-14. Fees charged for recreation center memberships	15.9%	37.0%	25.5%	15.9%	5.8%
Q17-15. Quality of special events (Zydeco, Movies at Meyer, Breakfast with Santa)	28.3%	46.6%	17.5%	4.5%	3.1%
Q17-16. Convenience of access to Parks & Recreation facilities	29.4%	53.6%	11.5%	4.4%	1.2%

Q18. Which FOUR of the parks and recreation areas listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q18. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of parks	27	9.7 %
Quality of walking trails	43	15.5 %
Quality of playgrounds	21	7.6 %
Quality of Bodenhamer Recreation Center	14	5.1 %
Quality of fitness areas within Bodenhamer Recreation Center	10	3.6 %
Quality of outdoor athletic fields	1	0.4 %
Quality of fitness programs	12	4.3 %
Quality of youth athletic programs	3	1.1 %
Quality of adult athletic programs	5	1.8 %
Quality of SPARC & other youth programs	2	0.7 %
Quality of senior programs	22	7.9 %
Ease of registering for programs	5	1.8 %
Fees charged for youth & adult recreation programs	6	2.2 %
Fees charged for recreation center memberships	27	9.7 %
Quality of special events (Zydeco, Movies at Meyer, Breakfast with Santa)	21	7.6 %
Convenience of access to Parks & Recreation facilities	18	6.5 %
None chosen	40	14.4 %
Total	277	100.0 %

Q18. Which FOUR of the parks and recreation areas listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q18. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of parks	31	11.2 %
Quality of walking trails	20	7.2 %
Quality of playgrounds	15	5.4 %
Quality of Bodenhamer Recreation Center	14	5.1 %
Quality of fitness areas within Bodenhamer Recreation Center	9	3.2 %
Quality of outdoor athletic fields	6	2.2 %
Quality of fitness programs	16	5.8 %
Quality of youth athletic programs	8	2.9 %
Quality of adult athletic programs	13	4.7 %
Quality of SPARC & other youth programs	4	1.4 %
Quality of senior programs	17	6.1 %
Ease of registering for programs	10	3.6 %
Fees charged for youth & adult recreation programs	12	4.3 %
Fees charged for recreation center memberships	16	5.8 %
Quality of special events (Zydeco, Movies at Meyer, Breakfast with Santa)	17	6.1 %
Convenience of access to Parks & Recreation facilities	18	6.5 %
None chosen	51	18.4 %
Total	277	100.0 %

Q18. Which FOUR of the parks and recreation areas listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q18. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of parks	17	6.1 %
Quality of walking trails	24	8.7 %
Quality of playgrounds	19	6.9 %
Quality of Bodenhamer Recreation Center	14	5.1 %
Quality of fitness areas within Bodenhamer Recreation Center	12	4.3 %
Quality of outdoor athletic fields	10	3.6 %
Quality of fitness programs	9	3.2 %
Quality of youth athletic programs	8	2.9 %
Quality of adult athletic programs	8	2.9 %
Quality of SPARC & other youth programs	3	1.1 %
Quality of senior programs	19	6.9 %
Ease of registering for programs	8	2.9 %
Fees charged for youth & adult recreation programs	13	4.7 %
Fees charged for recreation center memberships	20	7.2 %
Quality of special events (Zydeco, Movies at Meyer, Breakfast with Santa)	19	6.9 %
Convenience of access to Parks & Recreation facilities	10	3.6 %
<u>None chosen</u>	<u>64</u>	<u>23.1 %</u>
Total	277	100.0 %

Q18. Which FOUR of the parks and recreation areas listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q18. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Quality of parks	19	6.9 %
Quality of walking trails	17	6.1 %
Quality of playgrounds	15	5.4 %
Quality of Bodenhamer Recreation Center	9	3.2 %
Quality of fitness areas within Bodenhamer Recreation Center	6	2.2 %
Quality of outdoor athletic fields	15	5.4 %
Quality of fitness programs	12	4.3 %
Quality of youth athletic programs	10	3.6 %
Quality of adult athletic programs	13	4.7 %
Quality of SPARC & other youth programs	1	0.4 %
Quality of senior programs	22	7.9 %
Ease of registering for programs	6	2.2 %
Fees charged for youth & adult recreation programs	5	1.8 %
Fees charged for recreation center memberships	17	6.1 %
Quality of special events (Zydeco, Movies at Meyer, Breakfast with Santa)	19	6.9 %
Convenience of access to Parks & Recreation facilities	24	8.7 %
None chosen	67	24.2 %
Total	277	100.0 %

SUM OF TOP 4 CHOICES

Q18. Which FOUR of the parks and recreation areas listed in Question 17 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 4)

Q18. Sum of Top 4 Choices	Number	Percent
Quality of parks	94	33.9 %
Quality of walking trails	104	37.5 %
Quality of playgrounds	70	25.3 %
Quality of Bodenhamer Recreation Center	51	18.4 %
Quality of fitness areas within Bodenhamer Recreation Center	37	13.4 %
Quality of outdoor athletic fields	32	11.6 %
Quality of fitness programs	49	17.7 %
Quality of youth athletic programs	29	10.5 %
Quality of adult athletic programs	39	14.1 %
Quality of SPARC & other youth programs	10	3.6 %
Quality of senior programs	80	28.9 %
Ease of registering for programs	29	10.5 %
Fees charged for youth & adult recreation programs	36	13.0 %
Fees charged for recreation center memberships	80	28.9 %
Quality of special events (Zydeco, Movies at Meyer, Breakfast with Santa)	76	27.4 %
Convenience of access to Parks & Recreation facilities	70	25.3 %
None chosen	40	14.4 %
Total	926	

Number of Cases = 277

Number of Responses = 926

Average Number Of Responses Per Case = 3.3

Number Of Cases With At Least One Response = 277

Q19. City Schools. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19-1. Quality of Gulf Shores City schools curriculum	12.3%	15.5%	12.6%	2.2%	2.5%	54.9%
Q19-2. Quality of extracurricular programming	10.8%	13.4%	13.7%	2.2%	1.4%	58.5%
Q19-3. Quality of after school programming	8.3%	11.9%	14.4%	2.5%	1.8%	61.0%
Q19-4. Quality of career development programming	6.1%	10.5%	15.2%	3.2%	1.8%	63.2%
Q19-5. Overall quality of leadership provided by school board	11.9%	11.2%	15.9%	3.6%	2.5%	54.9%
Q19-6. Overall quality of leadership provided school administration	12.3%	11.2%	14.8%	3.6%	1.8%	56.3%
Q19-7. Overall quality of teachers & staff	15.2%	11.2%	12.6%	3.6%	1.1%	56.3%
Q19-8. Overall quality of athletic programs	11.6%	14.4%	13.7%	2.2%	0.7%	57.4%
Q19-9. Quality of Gulf Shores High School facility	10.8%	12.3%	12.6%	1.4%	0.7%	62.1%
Q19-10. Quality of Gulf Shores Middle School facility	9.4%	11.6%	14.8%	1.8%	1.4%	61.0%
Q19-11. Quality of Gulf Shores Elementary School facility	11.2%	11.9%	15.5%	4.0%	2.2%	55.2%

WITHOUT DON'T KNOW

Q19. City Schools. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Quality of Gulf Shores City schools curriculum	27.2%	34.4%	28.0%	4.8%	5.6%
Q19-2. Quality of extracurricular programming	26.1%	32.2%	33.0%	5.2%	3.5%
Q19-3. Quality of after school programming	21.3%	30.6%	37.0%	6.5%	4.6%
Q19-4. Quality of career development programming	16.7%	28.4%	41.2%	8.8%	4.9%
Q19-5. Overall quality of leadership provided by school board	26.4%	24.8%	35.2%	8.0%	5.6%
Q19-6. Overall quality of leadership provided school administration	28.1%	25.6%	33.9%	8.3%	4.1%
Q19-7. Overall quality of teachers & staff	34.7%	25.6%	28.9%	8.3%	2.5%
Q19-8. Overall quality of athletic programs	27.1%	33.9%	32.2%	5.1%	1.7%
Q19-9. Quality of Gulf Shores High School facility	28.6%	32.4%	33.3%	3.8%	1.9%
Q19-10. Quality of Gulf Shores Middle School facility	24.1%	29.6%	38.0%	4.6%	3.7%
Q19-11. Quality of Gulf Shores Elementary School facility	25.0%	26.6%	34.7%	8.9%	4.8%

Q20. Budget. Listed below are services funded by the City of Gulf Shores. Using a scale of 1 to 5, where 5 means "Highest Priority" and 1 means "Not a Priority" please indicate which services you feel should have the most funding emphasis when determining government funding.

(N=277)

	Highest priority	High priority	Neither high nor low priority	Low priority	Not a priority	Don't know
Q20-1. Gulf Shores City schools	25.3%	42.6%	16.6%	3.2%	1.8%	10.5%
Q20-2. Police services	44.0%	45.1%	5.8%	0.4%	0.4%	4.3%
Q20-3. Fire, Rescue & Emergency Medical Services	49.5%	41.5%	4.0%	0.4%	0.0%	4.7%
Q20-4. Development (community & economic development)	15.2%	39.4%	26.0%	7.9%	4.0%	7.6%
Q20-5. Traffic & infrastructure improvements	61.7%	28.5%	5.1%	0.7%	0.0%	4.0%
Q20-6. Community appearance	12.6%	48.7%	25.6%	5.1%	2.2%	5.8%
Q20-7. Recreation & cultural affairs (parks, playgrounds, library services, special events)	6.5%	41.5%	36.5%	9.0%	1.1%	5.4%
Q20-8. Public works (street maintenance, trash & recycling services, etc.)	22.4%	46.2%	22.7%	3.6%	0.4%	4.7%
Q20-9. Environmental sustainability projects	15.9%	32.9%	31.0%	11.6%	4.0%	4.7%

WITHOUT DON'T KNOW

Q20. Budget. Listed below are services funded by the City of Gulf Shores. Using a scale of 1 to 5, where 5 means "Highest Priority" and 1 means "Not a Priority" please indicate which services you feel should have the most funding emphasis when determining government funding. (without "don't know")

(N=277)

	Highest priority	High priority	Neither high nor low priority	Low priority	Not a priority
Q20-1. Gulf Shores City schools	28.2%	47.6%	18.5%	3.6%	2.0%
Q20-2. Police services	46.0%	47.2%	6.0%	0.4%	0.4%
Q20-3. Fire, Rescue & Emergency Medical Services	51.9%	43.6%	4.2%	0.4%	0.0%
Q20-4. Development (community & economic development)	16.4%	42.6%	28.1%	8.6%	4.3%
Q20-5. Traffic & infrastructure improvements	64.3%	29.7%	5.3%	0.8%	0.0%
Q20-6. Community appearance	13.4%	51.7%	27.2%	5.4%	2.3%
Q20-7. Recreation & cultural affairs (parks, playgrounds, library services, special events)	6.9%	43.9%	38.5%	9.5%	1.1%
Q20-8. Public works (street maintenance, trash & recycling services, etc.)	23.5%	48.5%	23.9%	3.8%	0.4%
Q20-9. Environmental sustainability projects	16.7%	34.5%	32.6%	12.1%	4.2%

Q21. Please indicate your level of support for paying additional taxes for the City to set aside funding for the following services and enhancements, using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Not Supportive at All."

(N=277)

	Very supporti- ve	Supporti- ve	Neutral	Not supporti- ve	Not at all supporti- ve	Don't know
Q21-1. Gulf Shores City schools	15.5%	19.1%	24.9%	15.9%	18.8%	5.8%
Q21-2. Public safety services	20.2%	38.3%	18.1%	8.7%	10.5%	4.3%
Q21-3. City facility improvements	5.8%	24.5%	33.6%	17.7%	13.7%	4.7%
Q21-4. Development & restoration	6.9%	27.8%	33.2%	13.7%	13.0%	5.4%
Q21-5. Transportation & infrastructure improvements	31.0%	32.5%	13.0%	9.0%	10.1%	4.3%
Q21-6. Community appearance	13.0%	29.6%	29.6%	12.6%	10.5%	4.7%
Q21-7. Arts, culture, parks & recreation improvements	11.2%	26.0%	33.9%	13.0%	11.6%	4.3%
Q21-8. Environmental & sustainability projects	11.6%	26.7%	28.9%	13.7%	13.7%	5.4%

WITHOUT DON'T KNOW

Q21. Please indicate your level of support for paying additional taxes for the City to set aside funding for the following services and enhancements, using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Not Supportive at All." (without "don't know")

(N=277)

	Very supportive	Supportive	Neutral	Not supportive	Not at all supportive
Q21-1. Gulf Shores City schools	16.5%	20.3%	26.4%	16.9%	19.9%
Q21-2. Public safety services	21.1%	40.0%	18.9%	9.1%	10.9%
Q21-3. City facility improvements	6.1%	25.8%	35.2%	18.6%	14.4%
Q21-4. Development & restoration	7.3%	29.4%	35.1%	14.5%	13.7%
Q21-5. Transportation & infrastructure improvements	32.5%	34.0%	13.6%	9.4%	10.6%
Q21-6. Community appearance	13.6%	31.1%	31.1%	13.3%	11.0%
Q21-7. Arts, culture, parks & recreation improvements	11.7%	27.2%	35.5%	13.6%	12.1%
Q21-8. Environmental & sustainability projects	12.2%	28.2%	30.5%	14.5%	14.5%

Q22. City Communications. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q22-1. Quality of City's website	15.2%	50.6%	21.2%	7.4%	1.9%	3.7%
Q22-2. Quality of City's live streamed meetings	13.8%	35.6%	20.3%	5.0%	1.5%	23.8%
Q22-3. Effectiveness of City's social media communication	16.0%	41.0%	20.5%	10.1%	2.2%	10.1%
Q22-4. Availability of information about City services & programs	15.1%	45.2%	26.1%	5.9%	3.7%	4.0%
Q22-5. Availability of information about City construction or engineering projects	5.9%	26.7%	28.1%	20.7%	8.1%	10.4%
Q22-6. Availability of information regarding City initiatives & projects that affect you or your neighborhood	5.6%	20.4%	27.1%	27.9%	10.0%	8.9%
Q22-7. Availability of information about parks & recreation programs	8.6%	45.1%	29.9%	9.3%	2.2%	4.9%
Q22-8. Availability of information about City special events & programs	13.4%	51.5%	20.5%	9.3%	2.6%	2.6%

WITHOUT DON'T KNOW

Q22. City Communications. Please rate your satisfaction with the following using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=277)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q22-1. Quality of City's website	15.8%	52.5%	22.0%	7.7%	1.9%
Q22-2. Quality of City's live streamed meetings	18.1%	46.7%	26.6%	6.5%	2.0%
Q22-3. Effectiveness of City's social media communication	17.8%	45.6%	22.8%	11.2%	2.5%
Q22-4. Availability of information about City services & programs	15.7%	47.1%	27.2%	6.1%	3.8%
Q22-5. Availability of information about City construction or engineering projects	6.6%	29.8%	31.4%	23.1%	9.1%
Q22-6. Availability of information regarding City initiatives & projects that affect you or your neighborhood	6.1%	22.4%	29.8%	30.6%	11.0%
Q22-7. Availability of information about parks & recreation programs	9.0%	47.5%	31.4%	9.8%	2.4%
Q22-8. Availability of information about City special events & programs	13.8%	52.9%	21.1%	9.6%	2.7%

Q23. Which of the following are your primary sources of information about City issues, services, and events?

Q23. What are your primary sources of information about City issues, services, & events	Number	Percent
Notify Me (City emails/texts/press releases)	156	56.3 %
City website	146	52.7 %
Calling a City department	23	8.3 %
City social media sites (Facebook, Twitter, Instagram, Nextdoor, YouTube, LinkedIn)	163	58.8 %
Other social media sites (private, non-City sites)	43	15.5 %
Local newspaper	47	17.0 %
Radio news programs	12	4.3 %
Television news programs	40	14.4 %
Word of mouth (friends/neighbors)	124	44.8 %
Public meetings	31	11.2 %
Other	3	1.1 %
Total	788	

Q23-11. Other

Q23-11. Other	Number	Percent
Email	1	33.3 %
Orange Beach	2	66.7 %
Total	3	100.0 %

Q24. Which THREE of the sources of information listed in Question 23 would be the PREFERRED sources of information for your household?

Q24. Top choice	Number	Percent
Notify Me (City emails/texts/press releases)	158	57.0 %
City website	42	15.2 %
Calling a City department	1	0.4 %
City social media sites (Facebook, Twitter, Instagram, Nextdoor, YouTube, LinkedIn)	46	16.6 %
Other social media sites (private, non-City sites)	1	0.4 %
Local newspaper	9	3.2 %
Television news programs	3	1.1 %
Word of mouth (friends/neighbors)	1	0.4 %
Public meetings	2	0.7 %
None chosen	14	5.1 %
Total	277	100.0 %

Q24. Which THREE of the sources of information listed in Question 23 would be the PREFERRED sources of information for your household?

Q24. 2nd choice	Number	Percent
Notify Me (City emails/texts/press releases)	26	9.4 %
City website	87	31.4 %
Calling a City department	5	1.8 %
City social media sites (Facebook, Twitter, Instagram, Nextdoor, YouTube, LinkedIn)	82	29.6 %
Other social media sites (private, non-City sites)	10	3.6 %
Local newspaper	11	4.0 %
Radio news programs	3	1.1 %
Television news programs	8	2.9 %
Word of mouth (friends/neighbors)	6	2.2 %
Public meetings	12	4.3 %
Other	2	0.7 %
None chosen	25	9.0 %
Total	277	100.0 %

Q24. Which THREE of the sources of information listed in Question 23 would be the PREFERRED sources of information for your household?

Q24. 3rd choice	Number	Percent
Notify Me (City emails/texts/press releases)	24	8.7 %
City website	49	17.7 %
Calling a City department	18	6.5 %
City social media sites (Facebook, Twitter, Instagram, Nextdoor, YouTube, LinkedIn)	38	13.7 %
Other social media sites (private, non-City sites)	24	8.7 %
Local newspaper	18	6.5 %
Radio news programs	3	1.1 %
Television news programs	28	10.1 %
Word of mouth (friends/neighbors)	18	6.5 %
Public meetings	24	8.7 %
Other	1	0.4 %
None chosen	32	11.6 %
Total	277	100.0 %

SUM OF TOP 3 CHOICES

Q24. Which THREE of the sources of information listed in Question 23 would be the PREFERRED sources of information for your household? (top 3)

Q24. Sum of Top 3 Choices	Number	Percent
Notify Me (City emails/texts/press releases)	208	75.1 %
City website	178	64.3 %
Calling a City department	24	8.7 %
City social media sites (Facebook, Twitter, Instagram, Nextdoor, YouTube, LinkedIn)	166	59.9 %
Other social media sites (private, non-City sites)	35	12.6 %
Local newspaper	38	13.7 %
Radio news programs	6	2.2 %
Television news programs	39	14.1 %
Word of mouth (friends/neighbors)	25	9.0 %
Public meetings	38	13.7 %
Other	3	1.1 %
None chosen	14	5.1 %
Total	774	

Q25. Please rate your agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," based on your most recent interaction with City employees.

(N=277)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q25-1. City of Gulf Shores staff & administration is open & interested in hearing the concerns or issues of residents	9.7%	38.3%	18.4%	10.5%	8.3%	14.8%
Q25-2. It is easy to contact someone at City who can help you	10.1%	38.3%	22.0%	9.4%	4.7%	15.5%
Q25-3. City employees are courteous & professional	22.7%	52.0%	14.4%	1.8%	1.4%	7.6%
Q25-4. City employees possess the proper knowledge	15.5%	43.3%	21.3%	5.1%	1.8%	13.0%
Q25-5. During my most recent contact with City, my request was processed in a timely manner	18.1%	35.7%	13.4%	7.6%	4.3%	20.9%

WITHOUT DON'T KNOW

Q25. Please rate your agreement with the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," based on your most recent interaction with City employees. (without "don't know")

(N=277)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q25-1. City of Gulf Shores staff & administration is open & interested in hearing the concerns or issues of residents	11.4%	44.9%	21.6%	12.3%	9.7%
Q25-2. It is easy to contact someone at City who can help you	12.0%	45.3%	26.1%	11.1%	5.6%
Q25-3. City employees are courteous & professional	24.6%	56.3%	15.6%	2.0%	1.6%
Q25-4. City employees possess the proper knowledge	17.8%	49.8%	24.5%	5.8%	2.1%
Q25-5. During my most recent contact with City, my request was processed in a timely manner	22.8%	45.2%	16.9%	9.6%	5.5%

Q26. Customer Service. During the last 12 months, have you personally contacted (either by phone, in-person, or electronically) the City of Gulf Shores with a question, service request or complaint?

Q26. Have you personally contacted City with a question, service request or complaint during last 12 months

	Number	Percent
Yes	164	59.2 %
No	100	36.1 %
Not provided	13	4.7 %
Total	277	100.0 %

WITHOUT NOT PROVIDED

Q26. Customer Service. During the last 12 months, have you personally contacted (either by phone, in-person, or electronically) the City of Gulf Shores with a question, service request or complaint? (without "not provided")

Q26. Have you personally contacted City with a question, service request or complaint during last 12 months

	Number	Percent
Yes	164	62.1 %
No	100	37.9 %
Total	264	100.0 %

Q26a. How many times have you personally contacted (either by phone, in-person, or electronically) the City of Gulf Shores with a question, service request or complaint during the past 12 months?

Q26a. How many times have you personally contacted City

	Number	Percent
1 time	43	26.2 %
2 times	60	36.6 %
3 times	33	20.1 %
4 times	8	4.9 %
More than 4 times	15	9.1 %
Not provided	5	3.0 %
Total	164	100.0 %

WITHOUT NOT PROVIDED

Q26a. How many times have you personally contacted (either by phone, in-person, or electronically) the City of Gulf Shores with a question, service request or complaint during the past 12 months? (without "not provided")

Q26a. How many times have you personally contacted City

	Number	Percent
1 time	43	27.0 %
2 times	60	37.7 %
3 times	33	20.8 %
4 times	8	5.0 %
More than 4 times	15	9.4 %
Total	159	100.0 %

Q26b. What was the reason for your most recent contact?

Q26b. What was the reason for your most recent contact	Number	Percent
Pay a bill	10	6.1 %
Visit an elected official	3	1.8 %
Research an issue	54	32.9 %
Pull a building permit/plan review	16	9.8 %
Attend a program/event	14	8.5 %
File a complaint	23	14.0 %
Other	38	23.2 %
Not provided	6	3.7 %
Total	164	100.0 %

WITHOUT NOT PROVIDED

Q26b. What was the reason for your most recent contact? (without "not provided")

Q26b. What was the reason for your most recent contact	Number	Percent
Pay a bill	10	6.3 %
Visit an elected official	3	1.9 %
Research an issue	54	34.2 %
Pull a building permit/plan review	16	10.1 %
Attend a program/event	14	8.9 %
File a complaint	23	14.6 %
Other	38	24.1 %
Total	158	100.0 %

Q26c. What department did you contact?

Q26c. What department did you contact	Number	Percent
Police Department	14	8.5 %
Fire Department	7	4.3 %
Engineering Services	14	8.5 %
Municipal Court	3	1.8 %
Office of the Mayor	10	6.1 %
City Hall Front Desk	28	17.1 %
Planning & Zoning Services	49	29.9 %
Parks & Recreation	19	11.6 %
Public Works	35	21.3 %
Library	6	3.7 %
Special Events	7	4.3 %
Finance (City licenses & taxes)	5	3.0 %
Inspection Services	11	6.7 %
Other	9	5.5 %
Total	217	

Q26d. Was the department(s) you contacted responsive to your issue?

Q26d. Was the department(s) you contacted responsive to your issue	Number	Percent
Yes	117	71.3 %
No	35	21.3 %
Not provided	12	7.3 %
Total	164	100.0 %

WITHOUT NOT PROVIDED

Q26d. Was the department(s) you contacted responsive to your issue? (without "not provided")

Q26d. Was the department(s) you contacted responsive to your issue	Number	Percent
Yes	117	77.0 %
No	35	23.0 %
Total	152	100.0 %

Q27. Including yourself, how many people in your household are...

	Mean	Sum
number	2.42	663
Under age 5	0.07	19
Ages 5-9	0.16	44
Ages 10-14	0.10	27
Ages 15-19	0.13	36
Ages 20-24	0.07	20
Ages 25-34	0.09	25
Ages 35-44	0.27	74
Ages 45-54	0.28	76
Ages 55-64	0.48	132
Ages 65-74	0.60	165
Ages 75+	0.16	45

Q28. What is your age?

Q28. Your age	Number	Percent
18-34	11	4.0 %
35-44	34	12.3 %
45-54	41	14.8 %
55-64	73	26.4 %
65+	113	40.8 %
Not provided	5	1.8 %
Total	277	100.0 %

WITHOUT NOT PROVIDED

Q28. What is your age? (without "not provided")

Q28. Your age	Number	Percent
18-34	11	4.0 %
35-44	34	12.5 %
45-54	41	15.1 %
55-64	73	26.8 %
65+	113	41.5 %
Total	272	100.0 %

Q29. Approximately how many years have you lived in the City of Gulf Shores?

Q29. How many years have you lived in City of

Gulf Shores	Number	Percent
0-5	121	43.7 %
6-10	62	22.4 %
11-15	26	9.4 %
16-20	23	8.3 %
21-30	21	7.6 %
31+	23	8.3 %
Not provided	1	0.4 %
Total	277	100.0 %

WITHOUT NOT PROVIDED

Q29. Approximately how many years have you lived in the City of Gulf Shores? (without "not provided")

Q29. How many years have you lived in City of

Gulf Shores	Number	Percent
0-5	121	43.8 %
6-10	62	22.5 %
11-15	26	9.4 %
16-20	23	8.3 %
21-30	21	7.6 %
31+	23	8.3 %
Total	276	100.0 %

Q30. How many people in your household work within the Gulf Shores City limits?

Q30. How many people in your household work within City limits	Number	Percent
0	156	56.3 %
1	67	24.2 %
2	43	15.5 %
3+	5	1.8 %
Not provided	6	2.2 %
Total	277	100.0 %

WITHOUT NOT PROVIDED

Q30. How many people in your household work within the Gulf Shores City limits? (without "not provided")

Q30. How many people in your household work within City limits	Number	Percent
0	156	57.6 %
1	67	24.7 %
2	43	15.9 %
3+	5	1.8 %
Total	271	100.0 %

Q31. Do you own or rent your current residence?

Q31. Do you own or rent your current residence	Number	Percent
Own	244	88.1 %
Rent	28	10.1 %
Not provided	5	1.8 %
Total	277	100.0 %

WITHOUT NOT PROVIDED

Q31. Do you own or rent your current residence? (without "not provided")

Q31. Do you own or rent your current residence	Number	Percent
Own	244	89.7 %
Rent	28	10.3 %
Total	272	100.0 %

Q32. Are you a full-time resident?

Q32. Are you a full-time resident	Number	Percent
Yes	251	90.6 %
No	24	8.7 %
Not provided	2	0.7 %
Total	277	100.0 %

WITHOUT NOT PROVIDED

Q32. Are you a full-time resident? (without "not provided")

Q32. Are you a full-time resident	Number	Percent
Yes	251	91.3 %
No	24	8.7 %
Total	275	100.0 %

Q33. Which of the following best describes your race?

Q33. What best describes your race	Number	Percent
Asian/Pacific Islander	1	0.4 %
Native American	2	0.7 %
White/Caucasian	263	94.9 %
Hispanic/Latino	1	0.4 %
Other	8	2.9 %
Total	275	

Q33-6. Self-describe your race/ethnicity:

Q33-6. Other	Number	Percent
Cajun	1	50.0 %
Mixed	1	50.0 %
Total	2	100.0 %

Q34. Your gender:

Q34. Your gender	Number	Percent
Male	104	37.5 %
Female	162	58.5 %
Prefer to not answer	8	2.9 %
Not provided	3	1.1 %
Total	277	100.0 %

WITHOUT NOT PROVIDED

Q34. Your gender: (without "not provided")

Q34. Your gender	Number	Percent
Male	104	38.0 %
Female	162	59.1 %
Prefer to not answer	8	2.9 %
Total	274	100.0 %

Q35. Would you say your total household income is...

Q35. Your total household income	Number	Percent
Under \$30K	6	2.2 %
\$30K to \$59,999	35	12.6 %
\$60K to \$99,999	65	23.5 %
\$100K to \$129,999	50	18.1 %
\$130K+	69	24.9 %
Not provided	52	18.8 %
Total	277	100.0 %

WITHOUT NOT PROVIDED

Q35. Would you say your total household income is... (without "not provided")

Q35. Your total household income	Number	Percent
Under \$30K	6	2.7 %
\$30K to \$59,999	35	15.6 %
\$60K to \$99,999	65	28.9 %
\$100K to \$129,999	50	22.2 %
\$130K+	69	30.7 %
Total	225	100.0 %