

THE NCS™

The National Citizen Survey™

Key West, FL

Comparisons by Geographic Subgroups

2015



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by City Commission District.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between district are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (376 completed surveys). For each district (District 1, District 2, District 3, District 4, District 5 and District 6), the margin of error rises to approximately plus or minus 15% since sample sizes were approximately: District 1: 76, District 2: 47, District 3: 44, District 4: 71, District 5: 73 and District 6: 65. Notable differences between Commission Districts included the following:

- Residents living in Commission District 2 viewed the general Community Characteristics of Key West as well as getting around and as a place to work least favorably. The Community Characteristics included the overall image or reputation of Key West, your neighborhood as a place to live, Key West as a place to raise children and Key West as a place to retire; favorable ratings for these items spanned across Commission Districts 1, 3, 5 and 6. Most residents living in Commission District 1 provided higher ratings to Community Characteristics and rated the overall ease of getting to the places you usually have to visit most positively. Residents of Commission District 1 also rated Key West most positively as a place to work. Opportunities to attend cultural, arts and musical activities, opportunities to participate in religious or spiritual events and activities, opportunities to volunteer and neighborliness of residents in Key West received positive ratings from at least half of residents across all Commission Districts, however District 6 provided the highest ratings for all items.
- Most aspects of Governance did not vary across Commission Districts and differences, where observed, were varied in their pattern across districts. Most items relating to Safety within Governance received similar ratings with the exception of fire services and fire prevention and education. Fire services and fire prevention and education received the most positive ratings from those in District 3. The least positive ratings for Fire prevention and education were provided by District 6. Traffic signal timing, under Mobility within Governance, received relatively similar ratings in all but one of the Commission Districts; District 2 received the highest ratings for this item when compared to the other Commission Districts. Ratings for storm drainage varied across Commission Districts, with residents of District 2 providing the most positive ratings and residents in District 4 least happy with storm drainage services. Where a difference was noted, residents of Commission Districts 3 and 4 rated Recreation and Wellness services provided by Key West most positively (city parks and recreation centers/facilities). City parks were rated least favorably by residents living in District 2 while residents of District 6 were least satisfied with recreation centers and facilities.
- Measures of Participation had a number of differences, although there was not a consistent pattern. Under general participation, District 5 and District 6 residents reported being most likely to remain in Key West for the next five years and residents of District 6 rated Key West's sense of community most positively. Residents of Commission District 2 provided the least positive ratings under general participation, including sense of community, recommending Key West and remaining in Key West for the next five years. Residents of District 2 were also the least likely to stock supplies in preparation for an emergency. Residents living in District 5 were least in favor of redeveloping downtown and preserving open spaces. Residents living in District 3 were most in favor for a property tax increase to support community-wide wi-fi, public boat ramps, public safety, fire and rescue services and affordable/workforce housing.

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
The overall quality of life in Key West	64%	50%	71%	54%	68%	68%	63%
Overall image or reputation of Key West	68%	44%	69%	47%	64%	67%	60%
Key West as a place to live	73%	63%	80%	78%	74%	81%	75%
Your neighborhood as a place to live	73%	49%	72%	72%	70%	75%	69%
Key West as a place to raise children	19%	10%	49%	31%	41%	28%	29%
Key West as a place to retire	65%	24%	45%	47%	44%	46%	46%
Overall appearance of Key West	51%	54%	50%	54%	50%	47%	51%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall feeling of safety in Key West	85%	70%	79%	83%	76%	83%	80%
In your neighborhood during the day	99%	91%	86%	90%	90%	85%	90%
In Key West's downtown/commercial area during the day	91%	90%	87%	81%	76%	82%	84%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall ease of getting to the places you usually have to visit	81%	62%	64%	53%	69%	63%	66%
Traffic flow on major streets	18%	38%	35%	37%	28%	29%	30%
Ease of public parking	6%	10%	2%	4%	10%	3%	6%
Ease of travel by car in Key West	11%	20%	12%	31%	22%	21%	20%
Ease of travel by public transportation in Key West	19%	38%	25%	45%	47%	39%	36%
Ease of travel by bicycle in Key West	58%	54%	42%	56%	59%	56%	55%
Ease of walking in Key West	79%	68%	71%	67%	62%	70%	70%
Availability of paths and walking trails	35%	47%	46%	41%	51%	36%	42%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Quality of overall natural environment in Key West	72%	52%	79%	51%	68%	58%	63%
Air quality	65%	76%	79%	80%	65%	70%	72%
Cleanliness of Key West	35%	40%	37%	39%	39%	35%	37%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall "built environment" of Key West (including overall design, buildings, parks and transportation systems)	45%	38%	46%	48%	40%	20%	38%
Public places where people want to spend time	48%	38%	56%	39%	37%	60%	47%
Variety of housing options	10%	7%	11%	4%	5%	4%	7%
Availability of affordable quality housing	5%	4%	10%	2%	7%	7%	6%
Overall quality of new development in Key West	30%	36%	31%	35%	28%	26%	31%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall economic health of Key West	49%	43%	32%	39%	32%	45%	41%
Key West as a place to work	50%	34%	48%	25%	25%	41%	38%
Key West as a place to visit	92%	81%	87%	85%	75%	89%	85%
Employment opportunities	37%	27%	26%	23%	24%	18%	26%
Shopping opportunities	17%	24%	12%	21%	25%	14%	19%
Cost of living in Key West	7%	4%	1%	3%	8%	4%	5%
Overall quality of business and service establishments in Key West	46%	42%	38%	29%	23%	42%	37%
Vibrant downtown/commercial area	59%	56%	54%	41%	46%	54%	52%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Health and wellness opportunities in Key West	41%	29%	31%	44%	21%	23%	31%
Fitness opportunities (including exercise classes and paths or trails, etc.)	54%	38%	58%	57%	45%	60%	52%
Recreational opportunities	60%	44%	50%	52%	57%	63%	55%
Availability of affordable quality food	44%	22%	33%	38%	46%	58%	42%
Availability of affordable quality health care	29%	12%	22%	25%	19%	14%	20%
Availability of preventive health services	24%	27%	26%	27%	25%	21%	25%
Availability of affordable quality mental health care	19%	13%	13%	14%	22%	5%	15%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall opportunities for education and enrichment	30%	30%	32%	30%	28%	23%	28%
Availability of affordable quality child care/preschool	22%	19%	36%	19%	18%	15%	20%
K-12 education	25%	41%	52%	37%	38%	22%	35%
Adult educational opportunities	36%	16%	24%	36%	33%	40%	32%
Opportunities to attend cultural/arts/music activities	79%	53%	74%	75%	68%	80%	73%
Opportunities to participate in religious or spiritual events and activities	74%	61%	72%	67%	76%	93%	75%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Opportunities to participate in social events and activities	76%	55%	70%	59%	70%	78%	69%
Opportunities to volunteer	71%	65%	71%	76%	67%	94%	75%
Opportunities to participate in community matters	67%	55%	51%	64%	65%	70%	63%
Openness and acceptance of the community toward people of diverse backgrounds	81%	67%	80%	76%	69%	69%	73%
Neighborliness of residents in Key West	76%	61%	68%	65%	62%	84%	71%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
The City of Key West	54%	54%	64%	50%	48%	60%	55%
The value of services for the taxes paid to Key West	34%	26%	27%	25%	25%	35%	29%

Percent rating positively (e.g., excellent/good)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
The overall direction that Key West is taking	30%	20%	18%	24%	32%	14%	23%
The job Key West government does at welcoming citizen involvement	44%	50%	35%	40%	40%	25%	38%
Overall confidence in Key West government	31%	45%	24%	29%	25%	34%	31%
Generally acting in the best interest of the community	33%	36%	27%	27%	28%	22%	28%
Being honest	32%	31%	20%	27%	25%	33%	29%
Treating all residents fairly	32%	44%	23%	26%	31%	33%	32%
Overall customer service by Key West employees (police, receptionists, planners, etc.)	54%	57%	60%	54%	51%	58%	56%
The Federal Government	41%	64%	49%	41%	46%	38%	46%
Monroe County Government	51%	52%	57%	55%	44%	45%	50%
Florida State Government	38%	54%	43%	45%	34%	38%	42%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Police/Sheriff services	63%	71%	73%	66%	63%	67%	67%
Fire services	95%	79%	100%	89%	77%	88%	87%
Ambulance or emergency medical services	81%	75%	84%	84%	71%	74%	78%
Crime prevention	57%	63%	56%	69%	49%	53%	58%
Fire prevention and education	67%	60%	81%	76%	58%	35%	60%
Animal control	41%	46%	45%	63%	42%	41%	46%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	66%	65%	60%	62%	57%	66%	63%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Traffic enforcement	44%	43%	48%	50%	33%	36%	42%
Street repair	15%	29%	28%	16%	16%	17%	19%
Street cleaning	33%	43%	40%	44%	32%	43%	39%
Street lighting	44%	52%	49%	56%	51%	53%	51%
Sidewalk maintenance	37%	41%	28%	27%	31%	22%	31%
Traffic signal timing	33%	56%	27%	26%	32%	35%	35%
Bus or transit services	43%	72%	46%	44%	51%	53%	53%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Garbage collection	77%	69%	63%	60%	60%	60%	65%
Recycling	74%	59%	62%	56%	54%	69%	63%
Yard waste pick-up	72%	65%	56%	46%	59%	67%	61%
Drinking water	70%	71%	66%	79%	60%	73%	70%
Preservation of natural areas such as open spaces	41%	38%	32%	37%	48%	40%	40%
Key West open space	23%	31%	26%	27%	37%	25%	28%
Beach cleaning	55%	64%	47%	45%	51%	59%	54%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Storm drainage	40%	48%	33%	15%	26%	33%	32%
Sewer services	69%	68%	59%	72%	52%	72%	66%
Power (electric and/or gas) utility	56%	55%	70%	70%	68%	69%	65%
Utility billing	55%	46%	62%	63%	61%	62%	58%
Land use, planning and zoning	14%	10%	26%	17%	10%	25%	17%
Code enforcement (weeds, abandoned buildings, etc.)	20%	33%	27%	20%	31%	23%	26%
Cable television	42%	38%	53%	41%	32%	43%	41%
Noise ordinance enforcement	24%	38%	31%	35%	40%	41%	36%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Economic development	26%	37%	19%	34%	29%	37%	31%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
City parks	48%	37%	57%	68%	40%	55%	51%
Recreation programs or classes	38%	22%	41%	41%	33%	42%	36%
Recreation centers or facilities	39%	23%	47%	42%	22%	20%	31%
Health services	26%	37%	21%	28%	29%	28%	29%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Public library services	64%	63%	84%	67%	65%	67%	68%
City-sponsored special events	57%	37%	51%	44%	42%	43%	45%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Public information services	44%	48%	58%	47%	44%	52%	49%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Sense of community	75%	47%	70%	68%	54%	80%	67%
Recommend living in Key West to someone who asks	61%	35%	66%	61%	70%	62%	60%
Remain in Key West for the next five years	74%	45%	75%	67%	79%	79%	71%
Contacted the City of Key West (in-person, phone, email or web) for help or information	41%	60%	58%	46%	51%	63%	53%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Was NOT the victim of a crime	80%	78%	80%	88%	74%	75%	79%
Did NOT report a crime	82%	69%	65%	81%	67%	66%	72%
Stocked supplies in preparation for an emergency	38%	22%	57%	49%	60%	46%	45%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Walked or biked instead of driving	97%	72%	67%	76%	70%	95%	82%
Carpooled with other adults or children instead of driving alone	49%	42%	49%	35%	40%	51%	45%
Used bus, rail, subway or other public transportation instead of driving	7%	13%	32%	13%	21%	25%	18%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Recycle at home	100%	90%	87%	98%	95%	96%	95%
Made efforts to make your home more energy efficient	74%	85%	77%	93%	89%	85%	84%
Made efforts to conserve water	91%	86%	84%	96%	86%	88%	89%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
NOT under housing cost stress	35%	20%	18%	65%	53%	41%	40%
Did NOT observe a code violation	39%	44%	38%	37%	52%	32%	40%
Observed a noise ordinance violation	46%	54%	56%	46%	46%	52%	50%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Purchase goods or services from a business located in Key West	100%	94%	96%	100%	99%	95%	98%
Economy will have positive impact on income	22%	21%	13%	33%	27%	41%	28%
Work in Key West	87%	83%	80%	64%	63%	82%	77%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Used Key West recreation centers or their services	65%	39%	44%	59%	38%	62%	53%
Visited a neighborhood park or City park	89%	78%	83%	89%	79%	87%	85%
Eat at least 5 portions of fruits and vegetables a day	89%	87%	73%	83%	87%	93%	86%
Participate in moderate or vigorous physical activity	91%	87%	74%	85%	86%	93%	87%
Reported being in "very good" or "excellent" health	78%	66%	74%	67%	51%	83%	71%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Used the public library in Key West or its services	56%	55%	53%	43%	51%	64%	54%
Participated in religious or spiritual activities in Key West	42%	42%	57%	63%	56%	48%	51%
Attended a City-sponsored event	65%	62%	65%	69%	44%	88%	67%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Campaigned or advocated for an issue, cause or candidate	30%	12%	37%	33%	39%	37%	32%
Contacted Key West elected officials (in-person, phone, email or web) to express your opinion	28%	14%	35%	17%	28%	23%	24%
Volunteered your time to some group/activity in Key West	67%	61%	72%	57%	60%	67%	64%
Participated in a club	44%	42%	35%	41%	40%	41%	41%
Talked to or visited with your immediate neighbors	99%	97%	97%	89%	87%	96%	94%
Done a favor for a neighbor	92%	87%	79%	85%	80%	93%	87%
Attended a local public meeting	43%	19%	27%	35%	26%	41%	33%
Watched (online or on television) a local public meeting	46%	29%	50%	41%	26%	42%	39%
Read or watch local news (via television, paper, computer, etc.)	80%	79%	94%	88%	90%	75%	83%
Vote in local elections	79%	64%	87%	96%	90%	80%	82%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Overall feeling of safety in Key West	90%	90%	96%	88%	92%	80%	89%
Overall ease of getting to the places you usually have to visit	83%	87%	85%	76%	81%	87%	83%
Quality of overall natural environment in Key West	90%	89%	92%	88%	90%	89%	90%
Overall "built environment" of Key West (including overall design, buildings, parks and transportation systems)	87%	77%	94%	65%	75%	91%	82%
Health and wellness opportunities in Key West	86%	73%	96%	84%	86%	80%	84%
Overall opportunities for education and enrichment	80%	89%	86%	83%	83%	76%	82%
Overall economic health of Key West	94%	93%	93%	92%	90%	89%	92%
Sense of community	84%	90%	91%	75%	79%	81%	83%

Table 29: Question 14

Please rate how important, if at all, each of the following are to the overall quality of life in Key West: (Percent rating as "Essential" or "Very important").	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Cruise ship activity	43%	31%	41%	39%	28%	41%	38%
Community special events	78%	83%	78%	60%	55%	67%	70%
Art in Public Places (AIPP)	55%	66%	63%	34%	53%	58%	54%

Table 30: Question 15

Please indicate how important, if at all, each of the following projects and issues will be for the City to address over the next five years: (Percent rating as "Essential" or "Very important").	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Homeless shelter/services	67%	69%	61%	73%	53%	57%	63%
Affordable and workforce housing	89%	91%	97%	90%	81%	87%	89%
Redevelop downtown	42%	46%	59%	41%	27%	69%	48%
Preservation of open space	77%	84%	92%	75%	72%	95%	83%
Maintain and improve streets	79%	95%	94%	93%	88%	93%	90%
Beach restoration/renovation	78%	78%	97%	84%	81%	84%	83%
FEMA/Flood insurance costs	78%	84%	97%	97%	93%	96%	90%

Table 31: Question 16

Please indicate to what extent you would support or oppose a property tax increase to fund the following new facilities or services: (Percent rating as "Strongly support" or "Somewhat support").	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
Community-wide Wi-Fi	49%	38%	69%	25%	57%	57%	49%
Public boat ramps	64%	64%	88%	69%	71%	53%	66%
Public safety, fire and rescue services	91%	85%	95%	92%	89%	72%	86%
Recreational activities/facilities	83%	80%	89%	84%	78%	79%	81%
Bike paths	80%	81%	91%	89%	73%	81%	82%
Additional parking	71%	76%	79%	71%	76%	65%	72%
Affordable/workforce housing	84%	91%	95%	84%	78%	69%	82%
Homeless shelter/services	63%	60%	66%	69%	46%	51%	58%

Table 32: Question 17

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:: (Percent rating as "Major source" or "Minor source").	Commission District						Overall
	District 1	District 2	District 3	District 4	District 5	District 6	
City website (www.cityofkeywest-fl.gov)	90%	88%	88%	93%	73%	92%	88%
Local media outlets (newspapers, radio, local television stations)	96%	94%	100%	97%	88%	100%	96%
The local government cable Channel 77	60%	41%	80%	71%	56%	51%	58%
Public meetings	81%	57%	91%	81%	64%	64%	72%
Word-of-mouth	89%	80%	92%	80%	81%	94%	86%