

THE NCSTM

THE NATIONAL COMMUNITY SURVEYTM



Results for the Town of Jupiter

April 5, 2022



Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

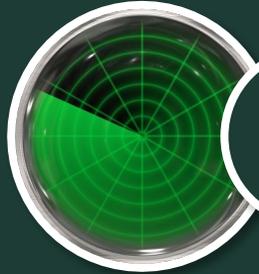
Questions about our product?

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Exclusive partners of:



Role of Resident Surveys in Local Governance



Monitor trends in resident opinion



Measure government performance



Inform budget, land use, strategic planning decisions



Benchmark service ratings



The NCS™ for Jupiter, FL

- Ninth time conducting The NCS (previously surveyed in 2019, 2017, 2016, 2015, 2013, 2011, 2010, and 2009)

Survey conducted from 12/13/21 to 1/31/22

“Hybrid” mailing approach employed:

Probability-based sample of 4,500 households (1,500 Group A, 3,000 Group B)

514 total responses received

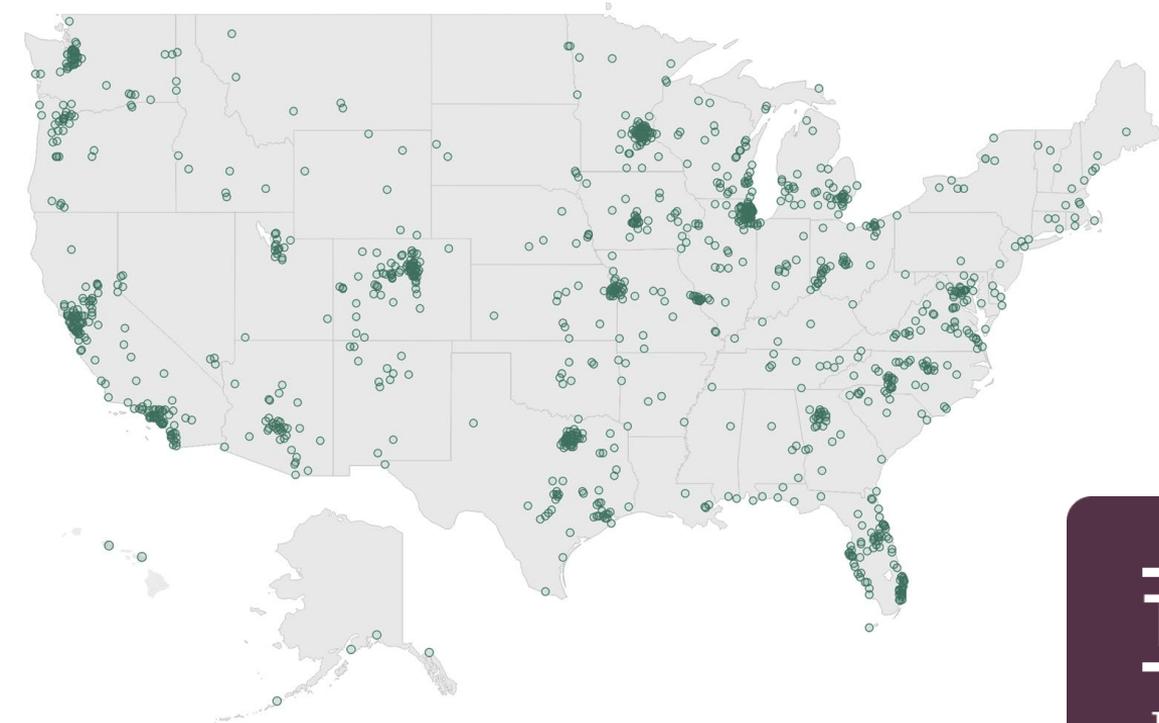
12% overall response rate

Non-probability, open-participation sample: 269 responses

Results statistically weighted to reflect Jupiter overall

95% confidence interval with a +/- 4% margin of error

National Benchmark Comparison Database



More than **500** comparison communities across the nation.

Representing the opinions of more than **50 million** residents.

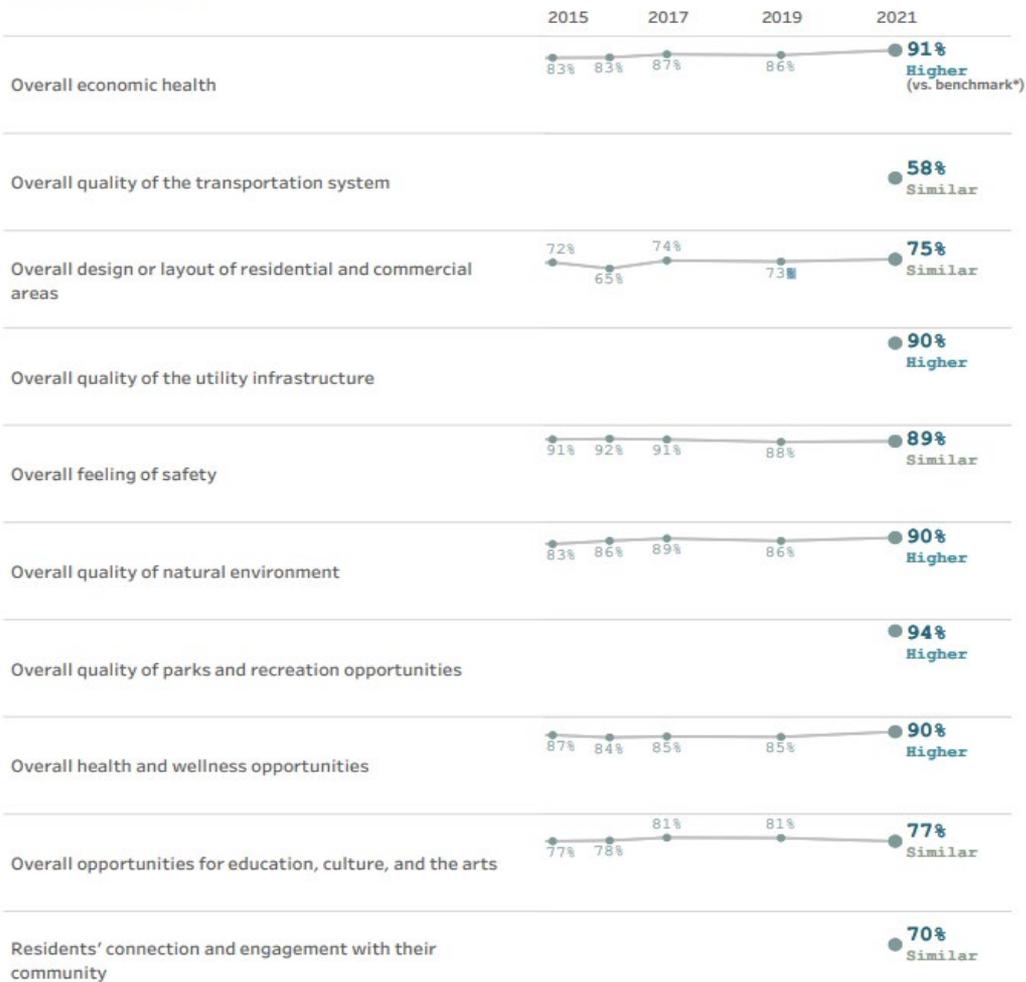
THE NCS[™]

THE NATIONAL COMMUNITY SURVEY[™]

Overview of Survey Results

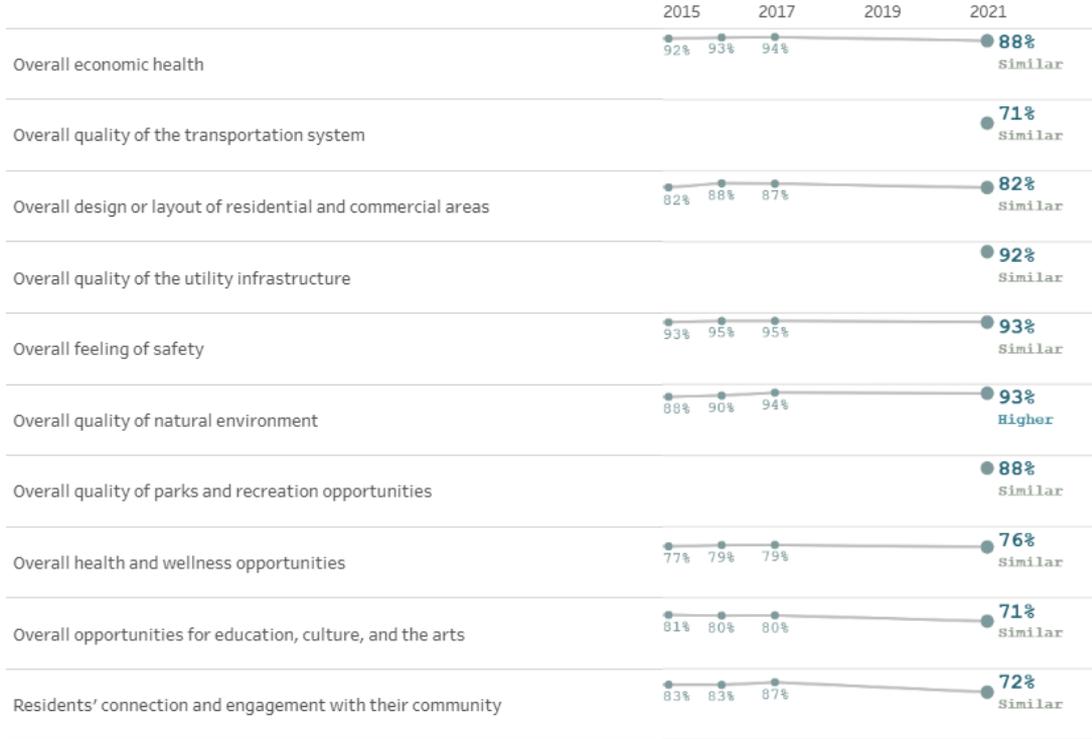
Facets of Community Livability: Quality

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

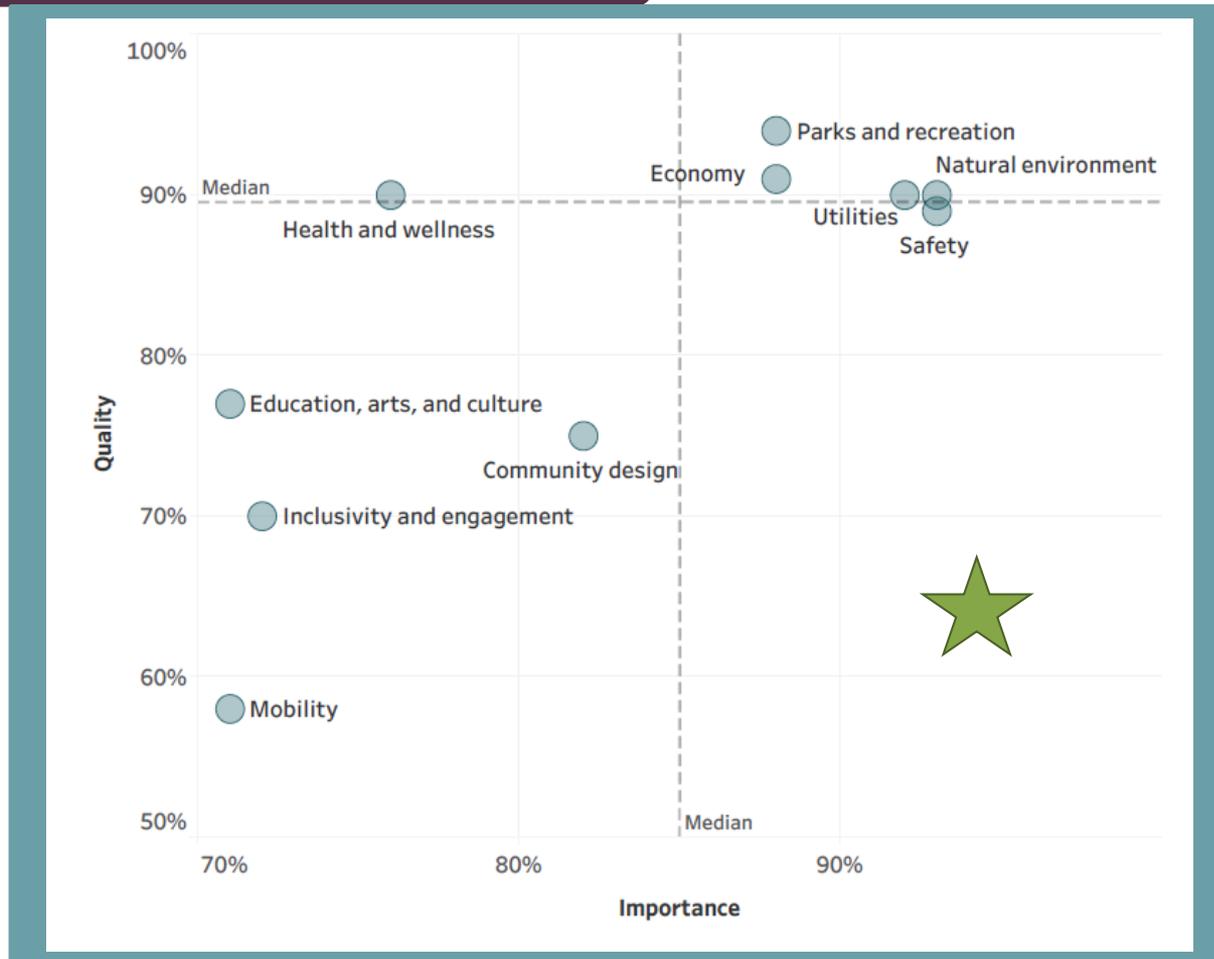


Facets of Community Livability: Importance

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



Balancing Quality and Importance

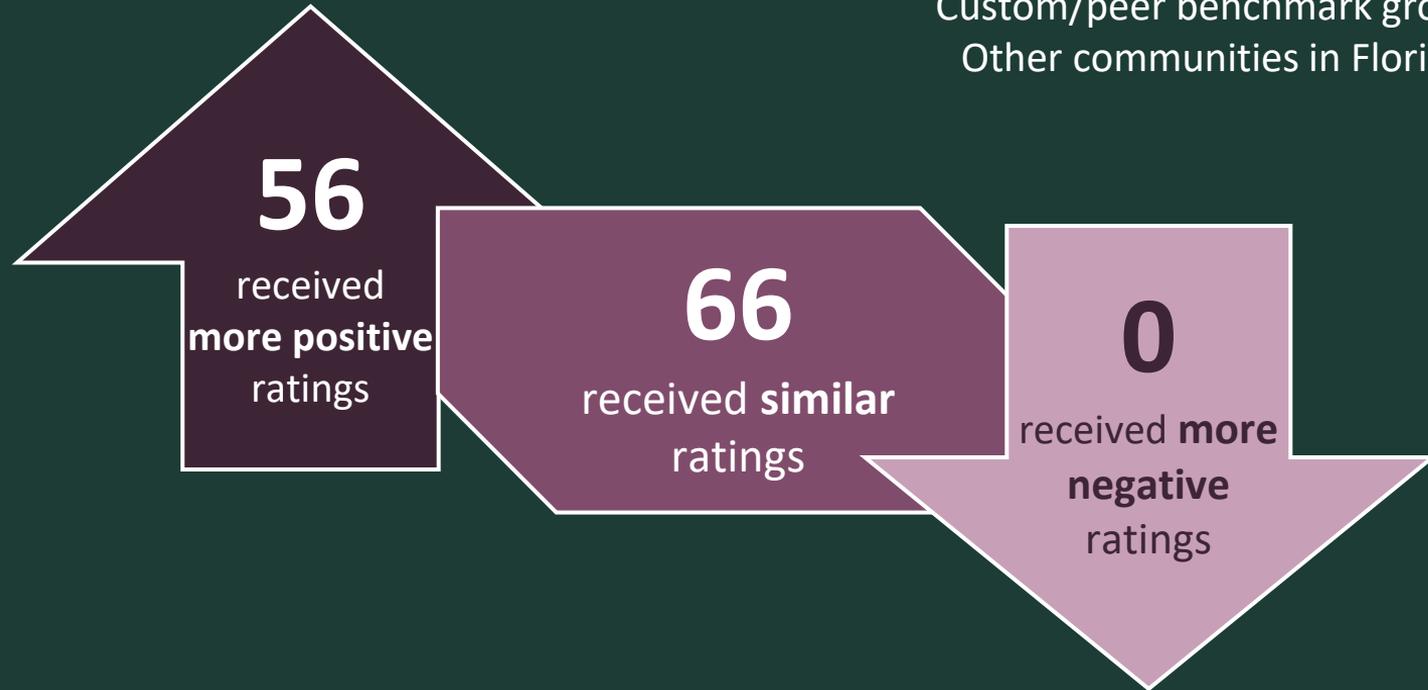


Comparisons to National Benchmarks

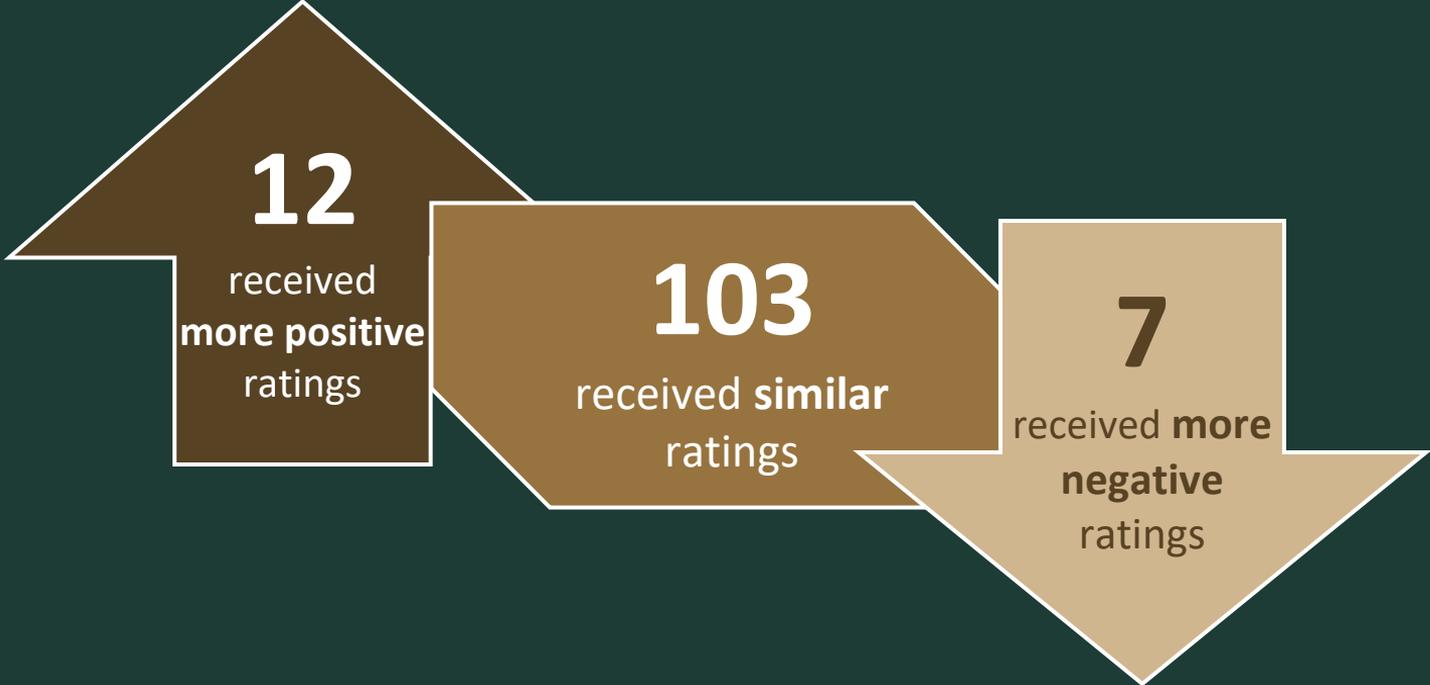


Comparisons to Custom/Peer Benchmarks

Custom/peer benchmark group:
Other communities in Florida



Comparisons to 2019



Significant Trends Since 2019



- +15% Animal control
- +15% Vibrancy of downtown/commercial area
- +13% Overall quality of business and service establishments
- +11% Availability of paths and walking trails



- 15% Availability of affordable quality housing
- 14% Availability of affordable quality childcare/preschool
- 13% Variety of housing options

Survey Highlights

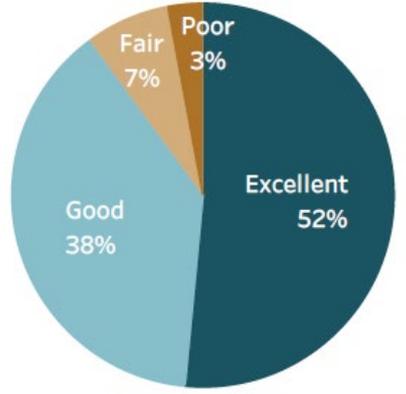
Key Finding #1:

The natural environment continues to be an asset to the Town and its residents.



Natural Environment in Jupiter

Overall quality of natural environment in Jupiter, 2021



Please also rate each of the following in the Jupiter community.
(% excellent or good)



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



 Higher than national benchmarks



About

9 in 10

residents gave **excellent** or **good** ratings to:

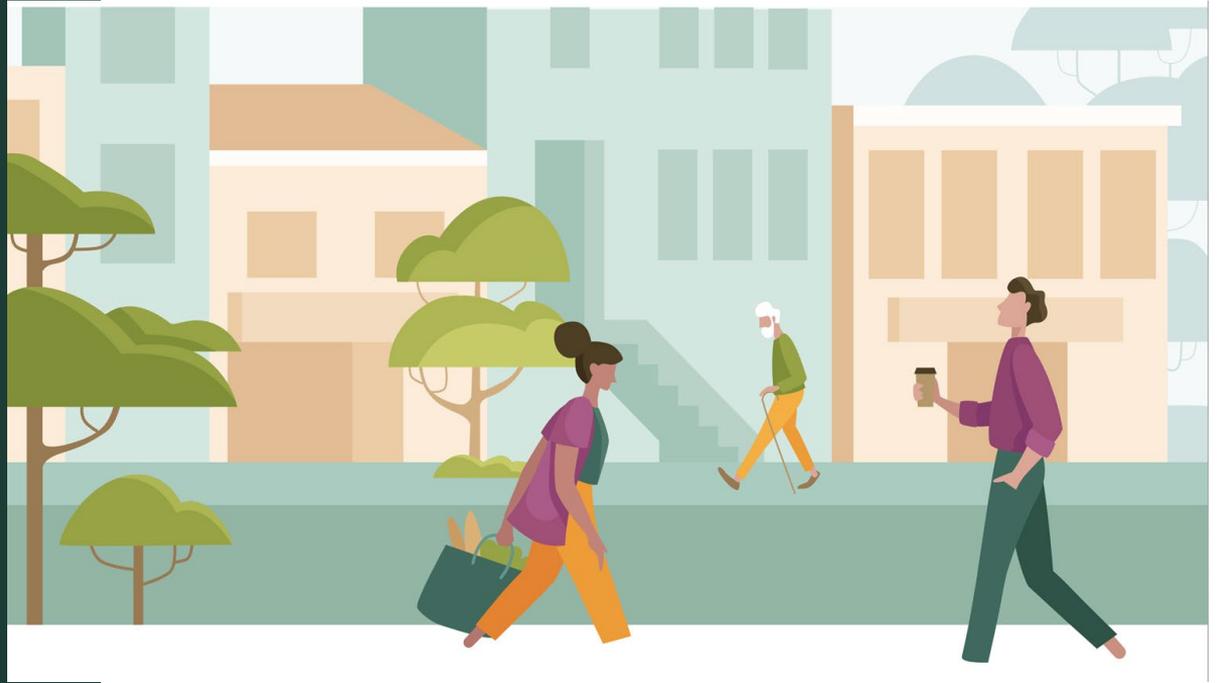
- Overall quality of the Town's parks and recreation opportunities 
- Availability of paths and walking trails 



Availability of paths and walking trails increased 11% over 2019 results.

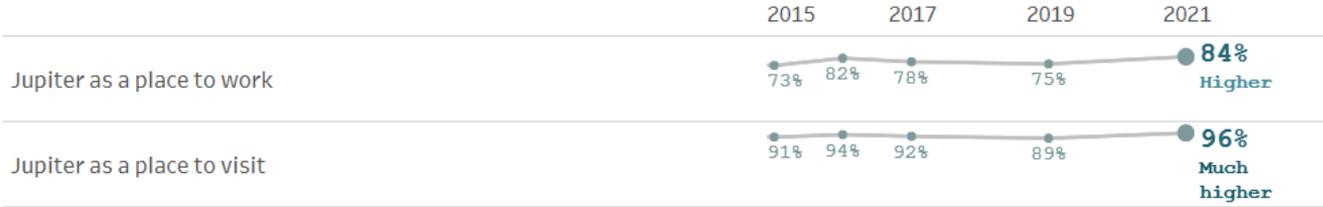
Key Finding #2:

Residents value Jupiter's healthy economy but indicate that affordability may be a growing concern.

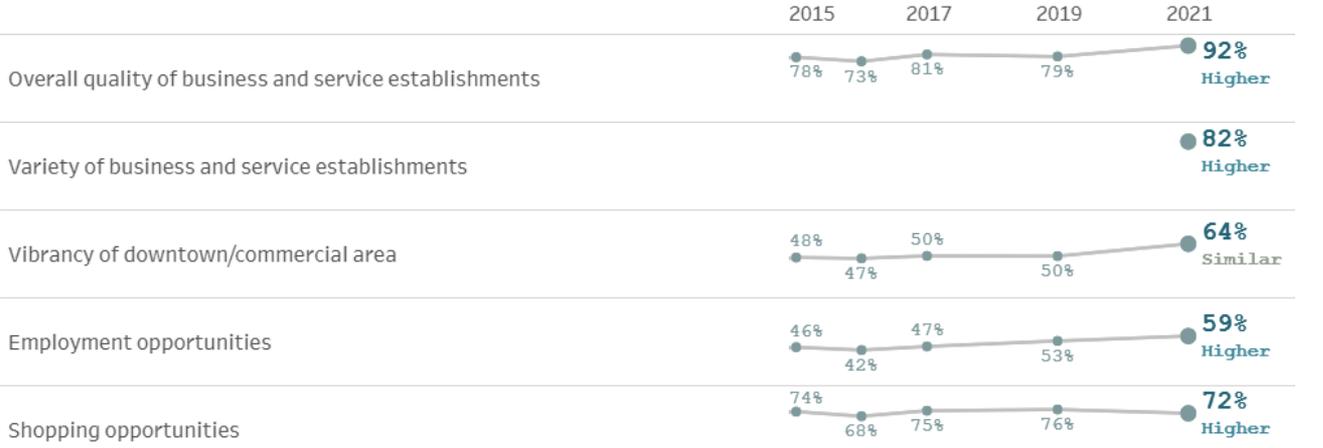


The Economy in Jupiter

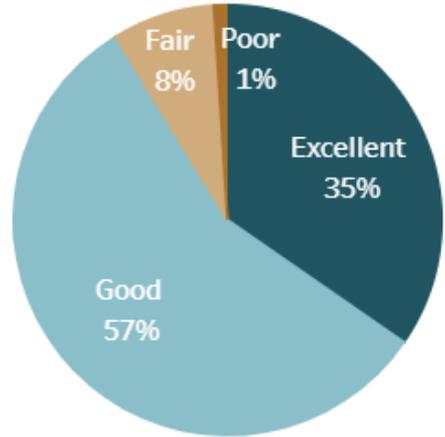
Please rate each of the following aspects of quality of life in Jupiter.
(% excellent or good)



Please rate each of the following in the Jupiter community.
(% excellent or good)



Overall economic health of Jupiter, 2021

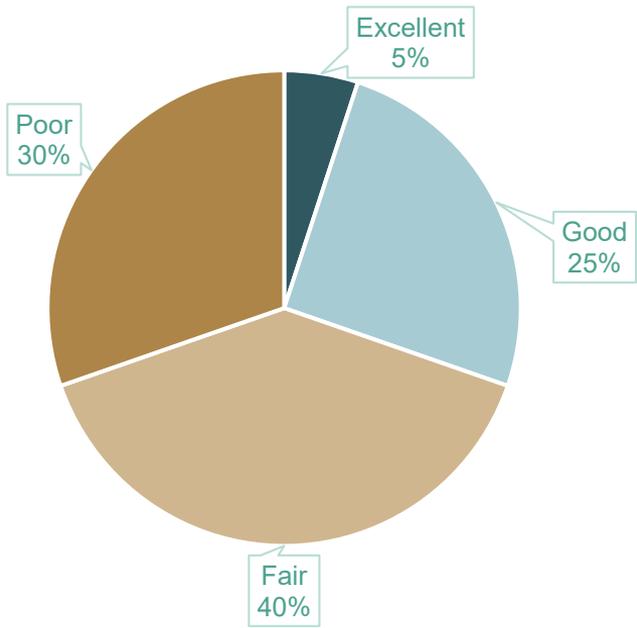


Significant increases:

- Jupiter as a place to work
- Overall quality of business and service establishments
- Vibrancy of downtown/commercial area

Affordability in Jupiter

Cost of living in Jupiter



- Rated excellent or good by 3 in 10 residents
- Declined slightly since the previous survey
- Similar to the benchmark



- Rated excellent or good by 2 in 10 residents
- Declined significantly since the previous survey
- Lower than the benchmark

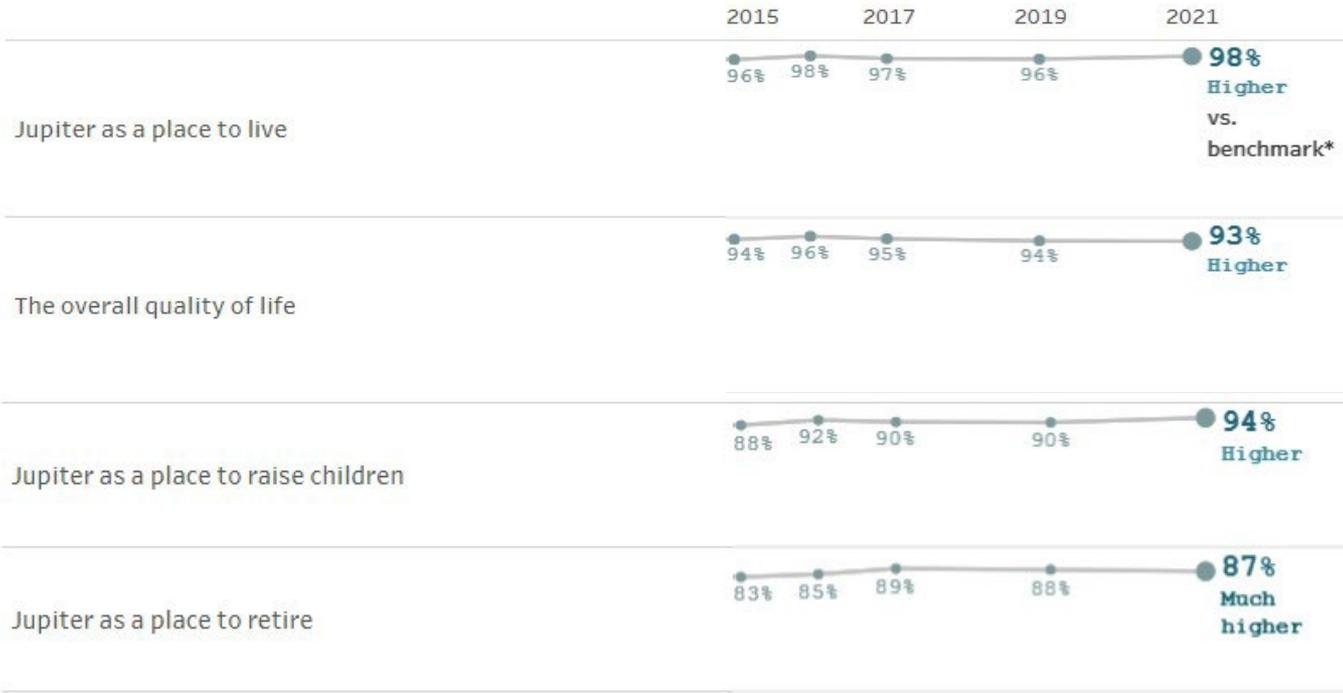
Key Finding #3:

Residents enjoy high quality of life in Jupiter and applaud its opportunities for healthy living.

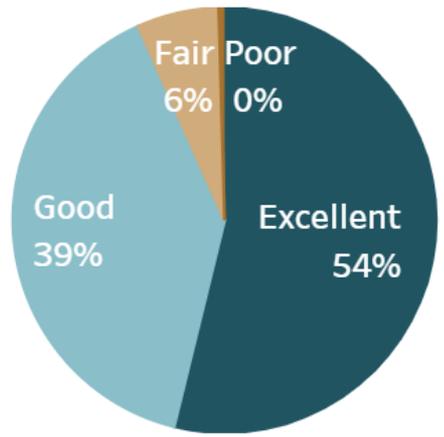


Overall Community Quality

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



The overall quality of life in Jupiter, 2021



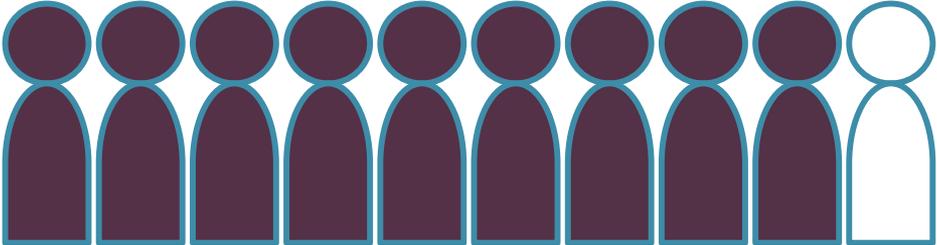
9 in 10 residents:

- Would recommend living in Jupiter to others
- Plan to remain in Jupiter for the next 5 years

Health and Wellness in Jupiter



Higher than national benchmarks



About

9 in 10

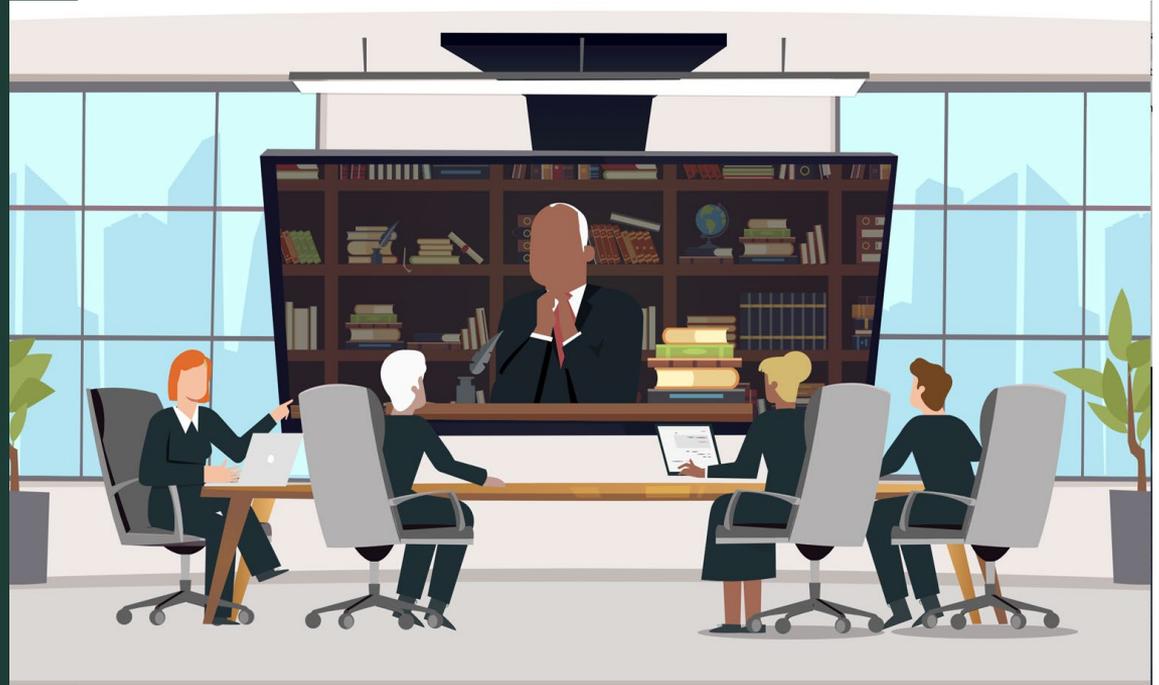
residents gave **excellent** or **good** ratings to:

- Overall health and wellness opportunities 
- Fitness opportunities 
- Recreational opportunities 



Key Finding #4:

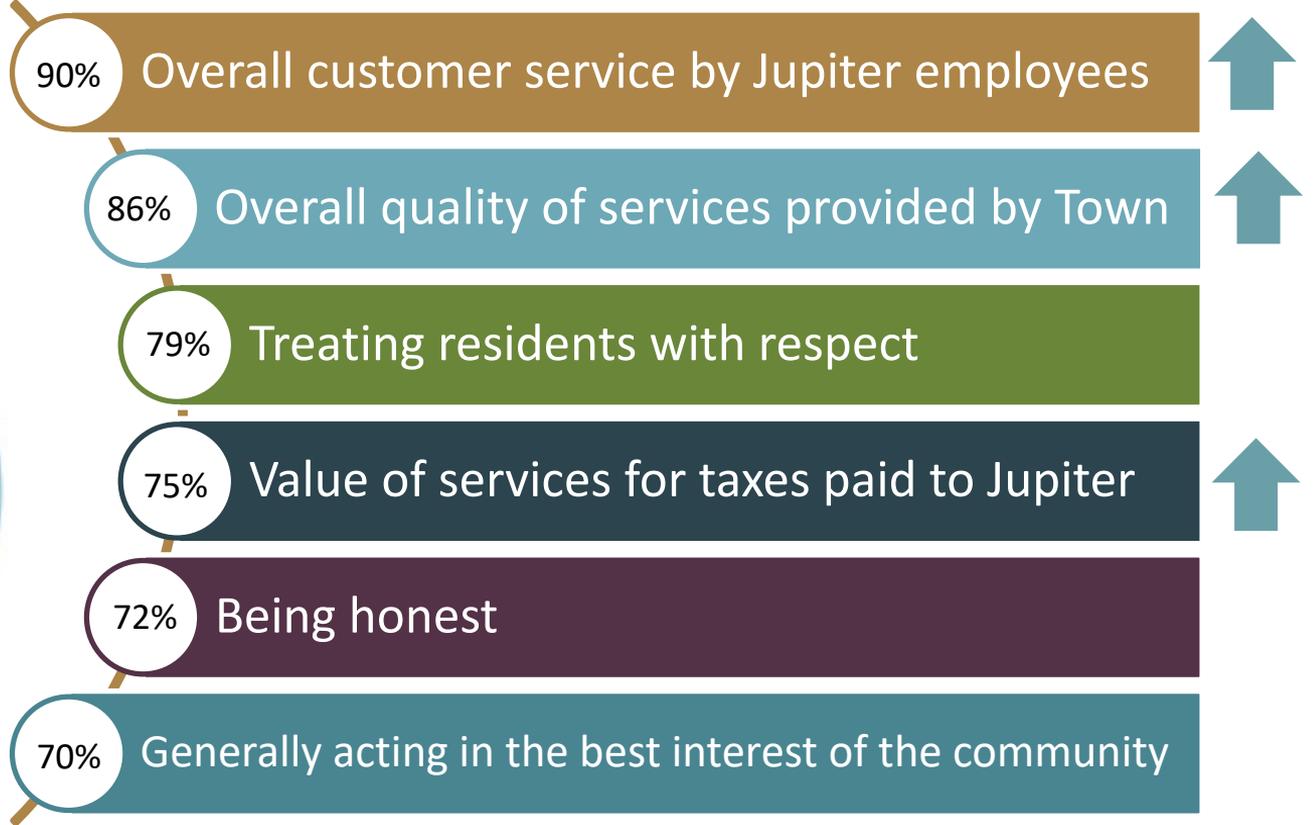
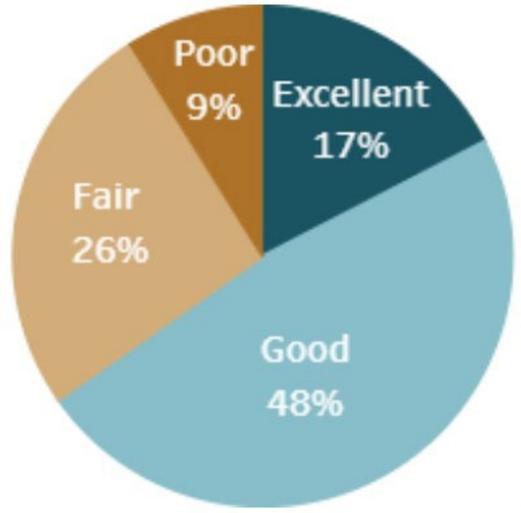
Trust in Jupiter's government is strong, and the Town's services are highly regarded.



Overall Town Governance

↑ Higher than national benchmarks

Overall confidence in Jupiter government, 2021



Percent excellent or good

Evaluations of Recent Town Contacts

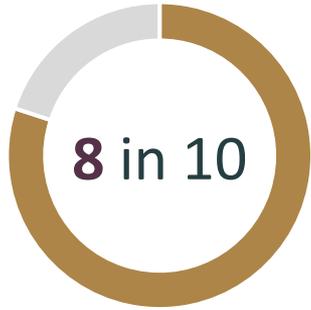
Residents that had contacted the Town within the past 12 months for help or information gave the following positive ratings:



Percent excellent or good

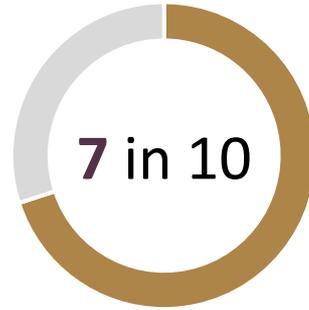
Top Sources of Information About Jupiter

How much of a source, if at all, do you consider each of the following to be for obtaining information about Jupiter's news, programs, and events?



Town website (86%)

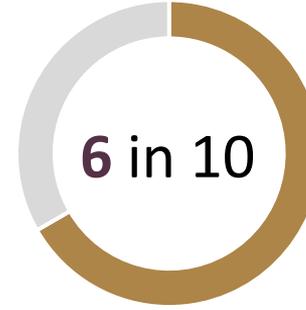
Direct mail items (84%)



Fliers, posters or advertisements on
Town programs and events (79%)

Town Times quarterly printed
newsletter (77%)

Emails from the Town (77%)



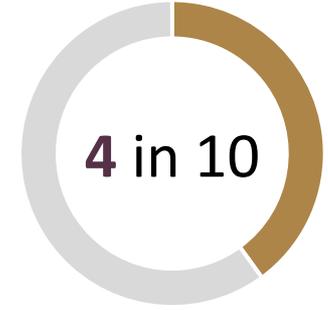
The Town's social media sites (69%)

Annual reports and official Town
publications (69%)

Open house and public meetings (66%)

e-Town Times online newsletter (61%)

Webcasts of Town meetings (61%)



The Town's community channel (45%)

Percent major source or minor source

Conclusions

1. The natural environment continues to be an asset to the Town and its residents.
2. Resident's value Jupiter's healthy economy but indicate that affordability may be a growing concern.
3. Residents enjoy the high quality of life in Jupiter and applaud its opportunities for healthy living.
4. Trust in Jupiter's government is strong, and the Town's services are highly regarded.

Questions?

Thank you!

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Polco



NRC