



Polco



National Research Center

THE NCS™

THE NATIONAL COMMUNITY SURVEY™

**Results for
Coral Gables, FL
2023 National
Community Survey™**





Civic Communication & Analytics Platform

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

Questions about our product?

Visit www.polco.us to learn more



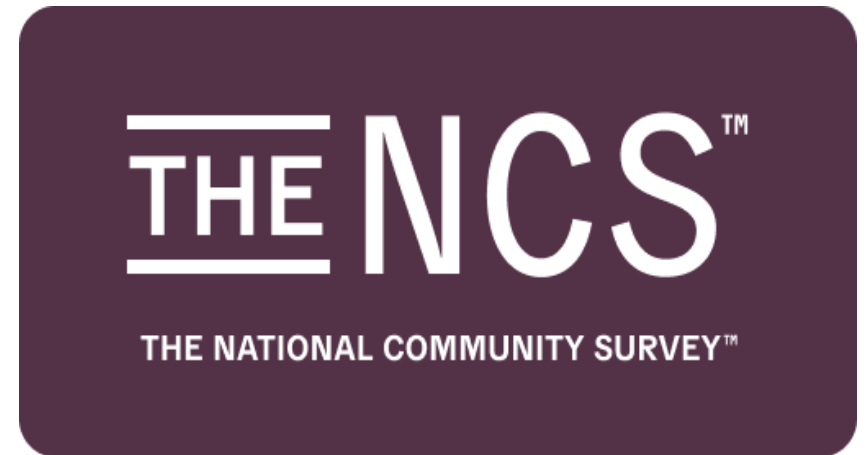
Advanced Survey Science & Performance Analytics

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

Exclusive partners of:



Facets of Community Livability



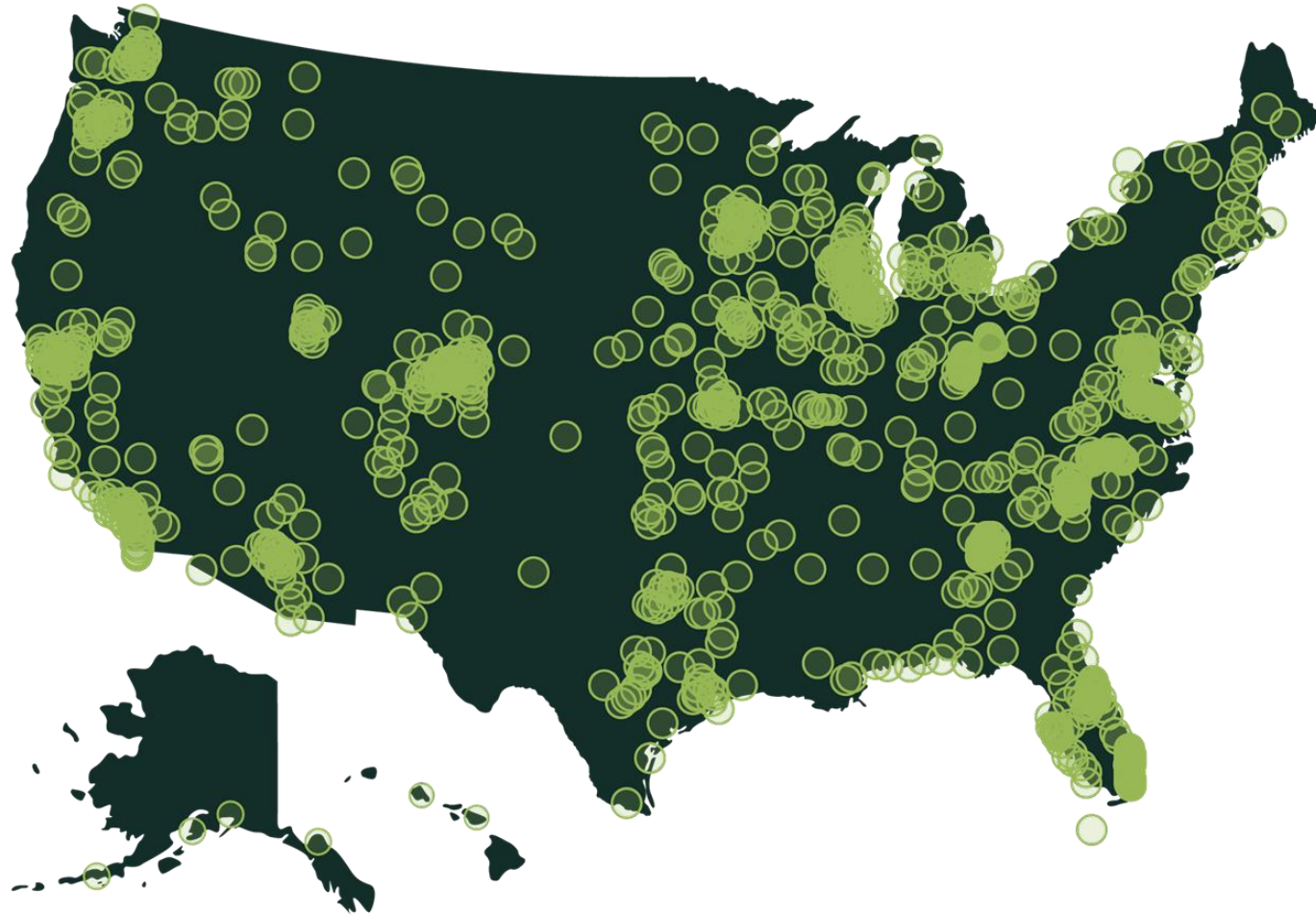
The National Community Survey™ in Coral Gables



The NCS™ for Coral Gables, FL

- 2nd time conducting The NCS (previous survey in 2021)
- Survey conducted from September 13, 2023– October 23, 2023.
- Mailing approach employed:
 - Probability-based sample of 3,000 randomly selected households
 - 452 total responses received
 - 16% overall response rate
 - Non-probability, open-participation survey: 75 responses
- Results statistically weighted to reflect Coral Gables overall
- 95% confidence interval with a +/- 5% margin of error

Polco's Benchmarking Database



More than **600** comparison communities across the nation.

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





Overview of Survey Results



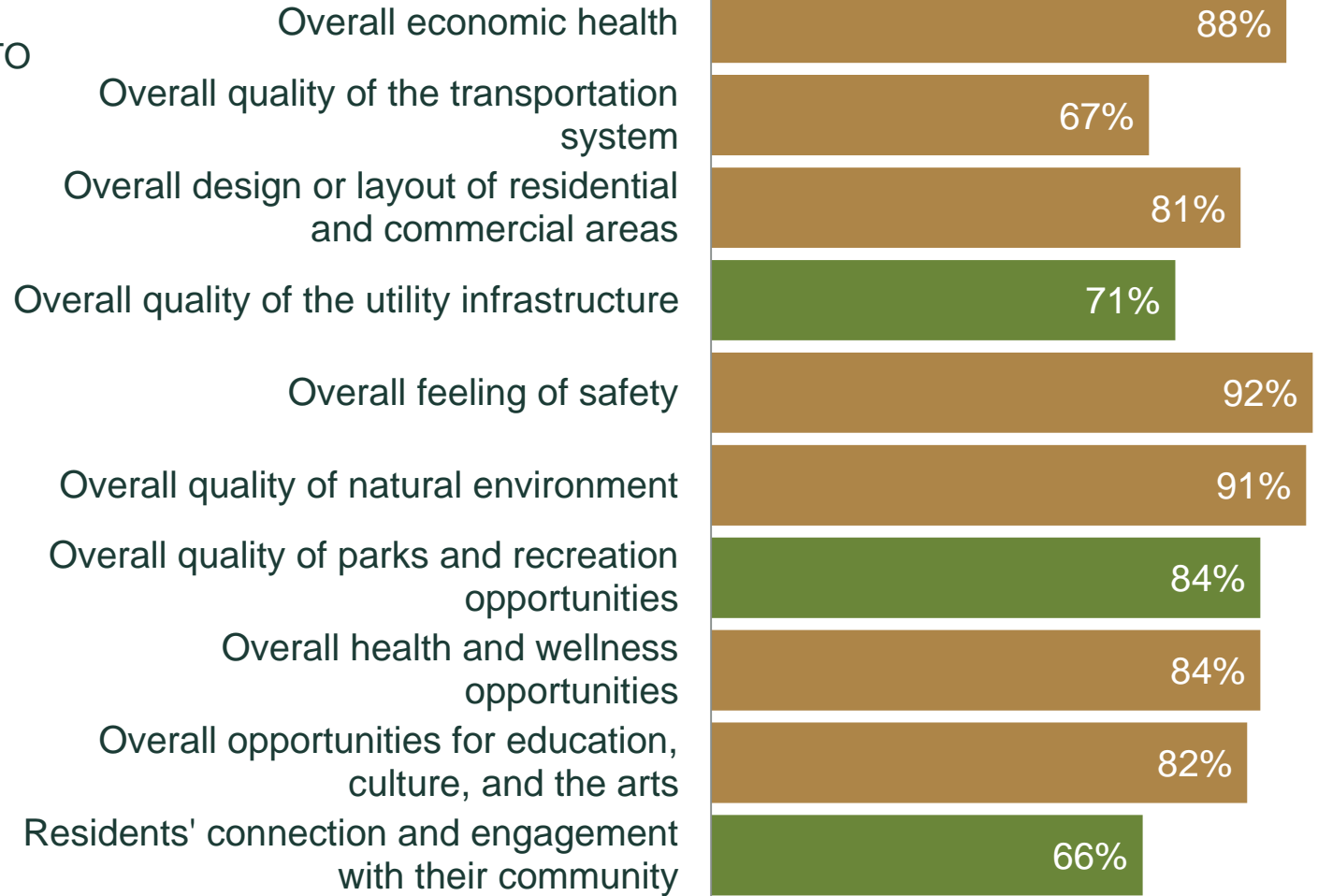


Facets of Community Livability: Quality

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT or GOOD





Facets of Community Livability: Importance

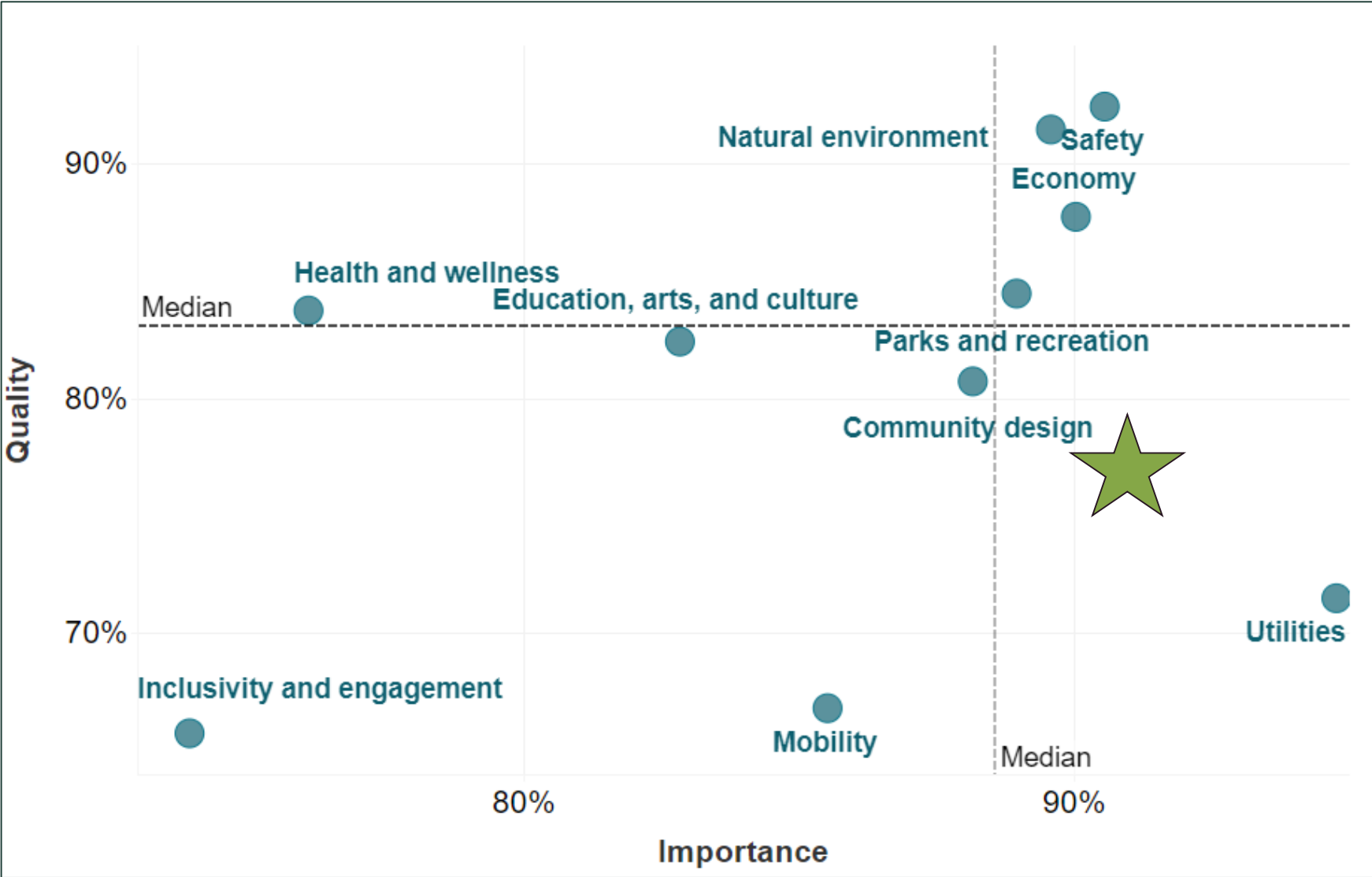
COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

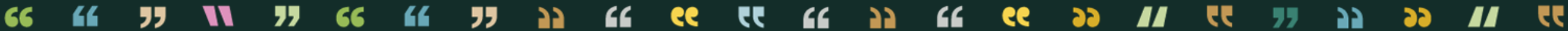
PERCENT ESSENTIAL OR VERY IMPORTANT



Balancing Quality and Importance



Comparisons to National Benchmarks

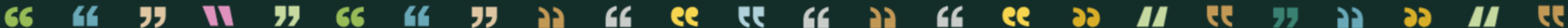
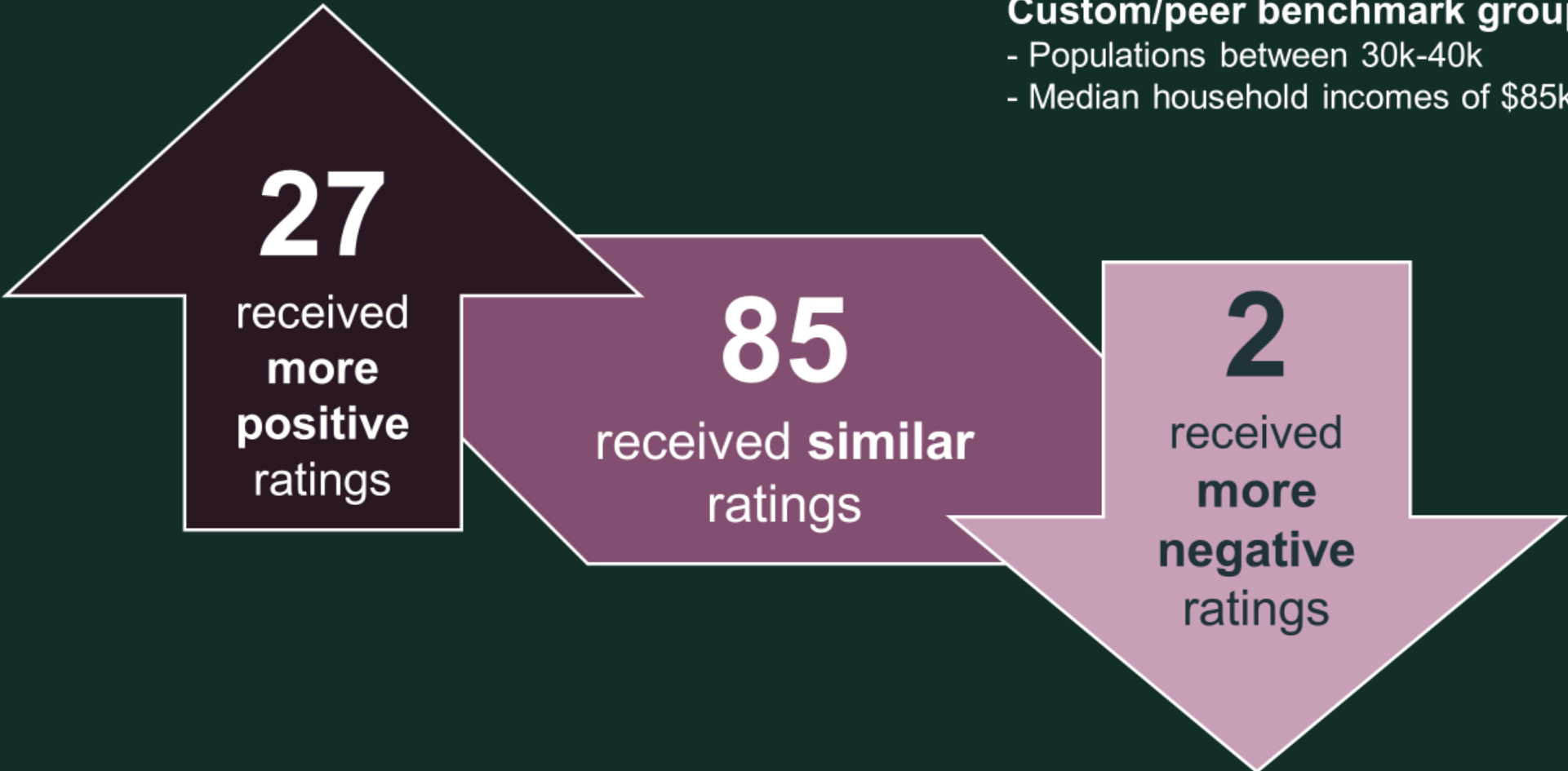


Comparisons to Peer Community Benchmarks

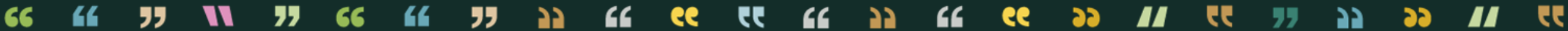


Custom/peer benchmark group:

- Populations between 30k-40k
- Median household incomes of \$85k-\$115k



Comparisons from 2021 to 2023





Key Finding #1

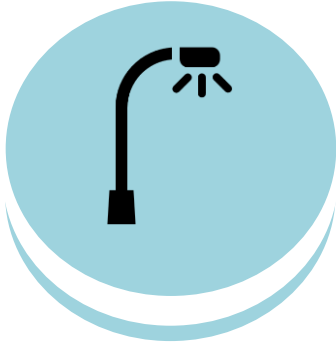
Scores for mobility in Coral Gables generally remain stable, with some improvements observed since the previous survey.



Mobility in Coral Gables



67%*
Transportation
system



69%*
Street
lighting



79%*
Street
cleaning



76%*
Bus or
transit
services

Percent excellent or good
*All higher to national and peer benchmarks



Key Finding #2

Residents continue to enjoy a high quality of life and strong sense of safety in their community.



Overall Community Quality



About

9 in 10

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

- Overall quality of life
- Overall image or reputation
- Coral Gables as a place to raise children

The overall quality of life in Coral Gables,
2023



7 in 10 residents also:

- Plan to retire in Coral Gables

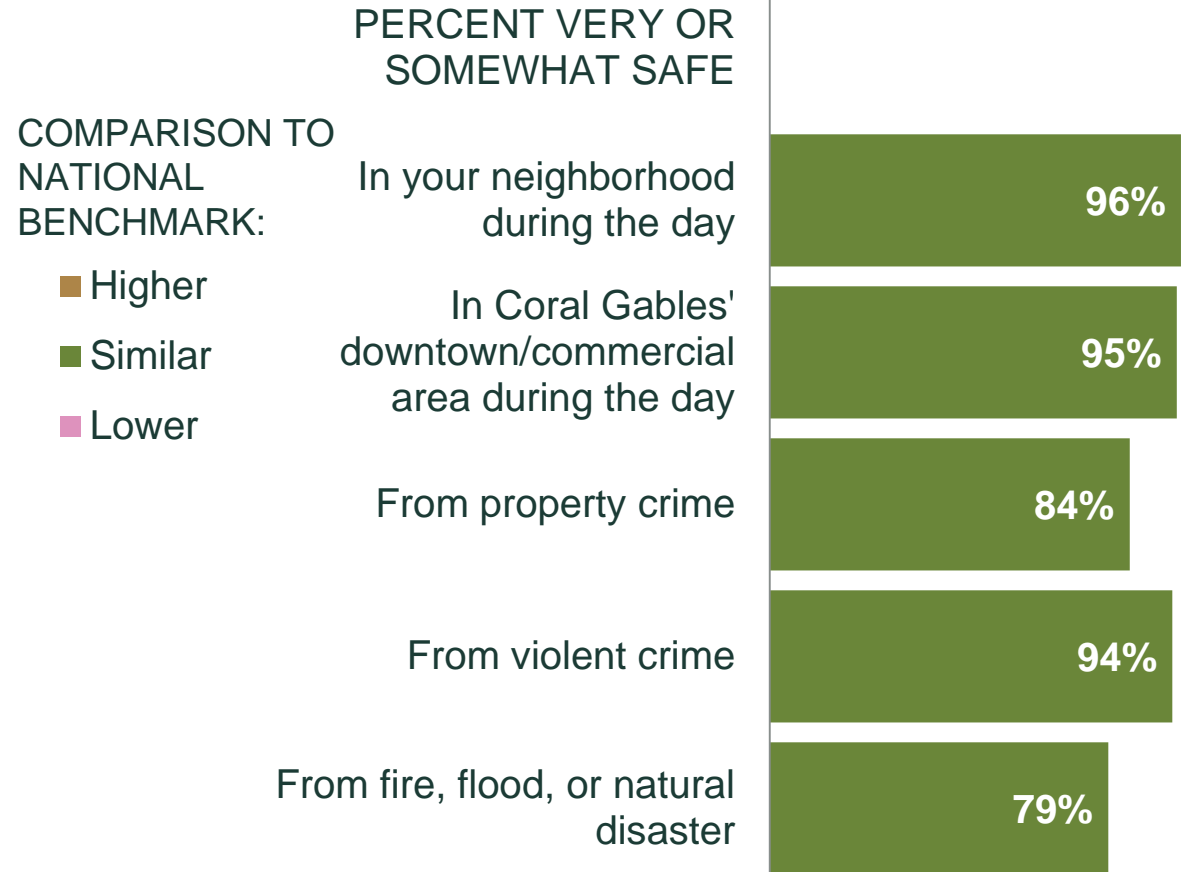
Safety in Coral Gables



Overall feeling of safety in Coral Gables, 2023



Please rate how safe or unsafe you feel:





Key Finding #3

Coral Gables' economy remains strong.



The Economy in Coral Gables



Overall economic health of Coral Gables, 2023



Economy impact on family income:

- 26% very or somewhat positive

Please rate each of the following in the Coral Gables community:

COMPARISON TO NATIONAL BENCHMARK:	PERCENT EXCELLENT OR GOOD	
Higher	88%	Coral Gables as a place to work
Higher	90%	Coral Gables as a place to visit
Higher	92%	Overall quality of business and service establishments
Higher	82%	Variety of business and service establishments
Higher	79%	Vibrancy of downtown/commercial area



Key Finding #4

Many aspects of the Coral Gables' community design receive positive reviews, but residents identify some potential areas of opportunity for the city.



Community Design in Coral Gables



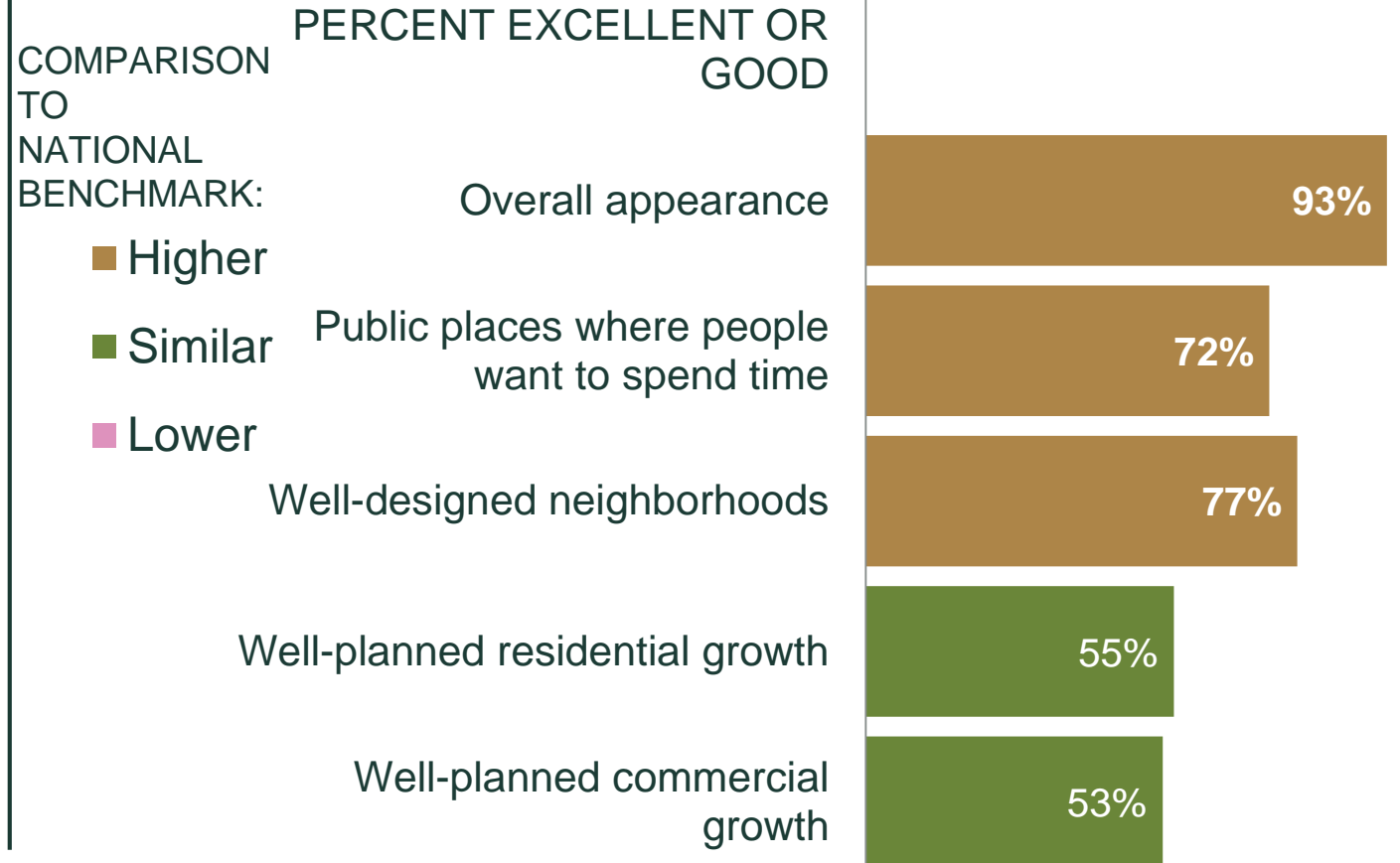
Overall design or layout of Coral Gables's residential and commercial areas, 2023



Availability of affordable quality housing:

- 15% excellent or good

Please rate each of the following in the Coral Gables community:





Summary of Conclusions

1. The mobility in Coral Gables is stable with some improvements.
2. Residents enjoy a high quality of life and safety in their community.
3. Coral Gables' economy remains strong.
4. Community design receives positive reviews with some potential areas of opportunity.



Thank you!

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