



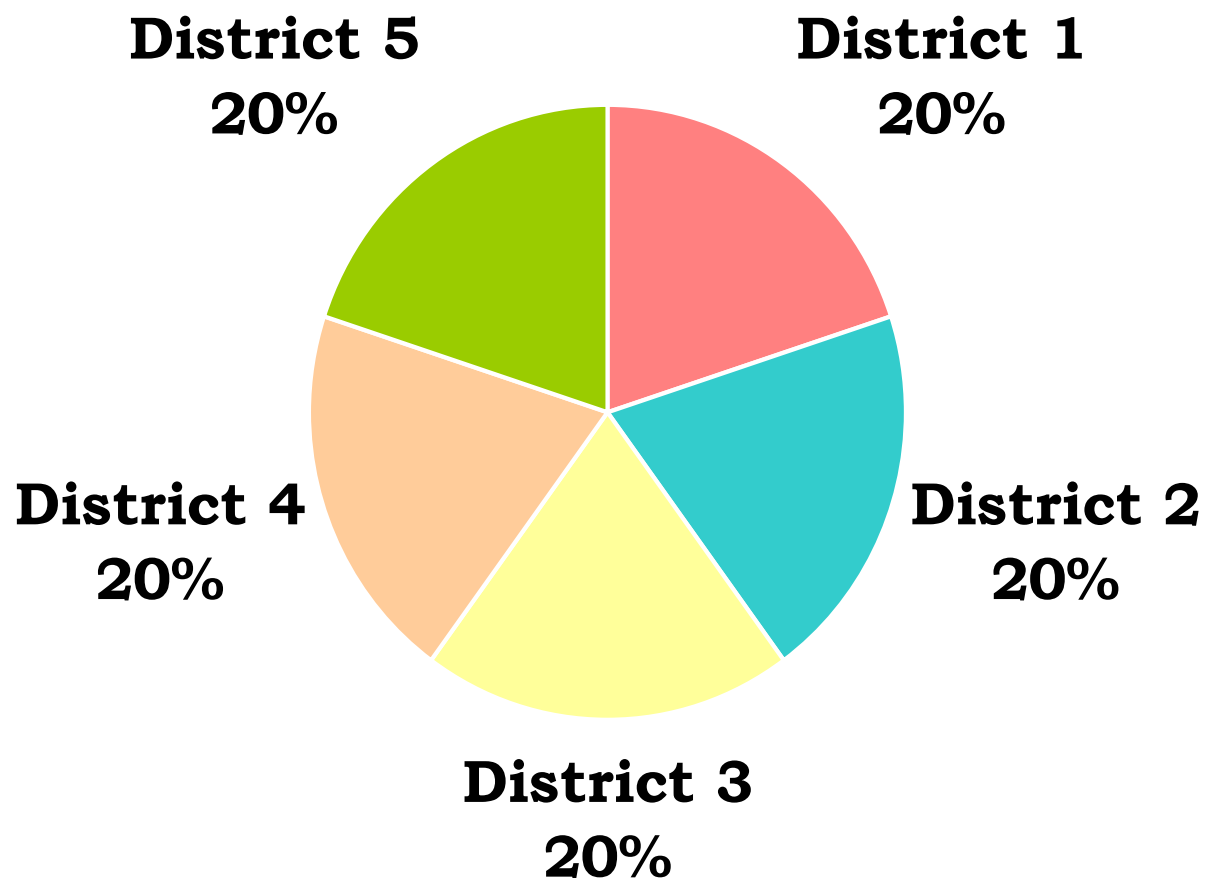
Provided & Presented by:



Total Respondents Per District

Respondent Statistics

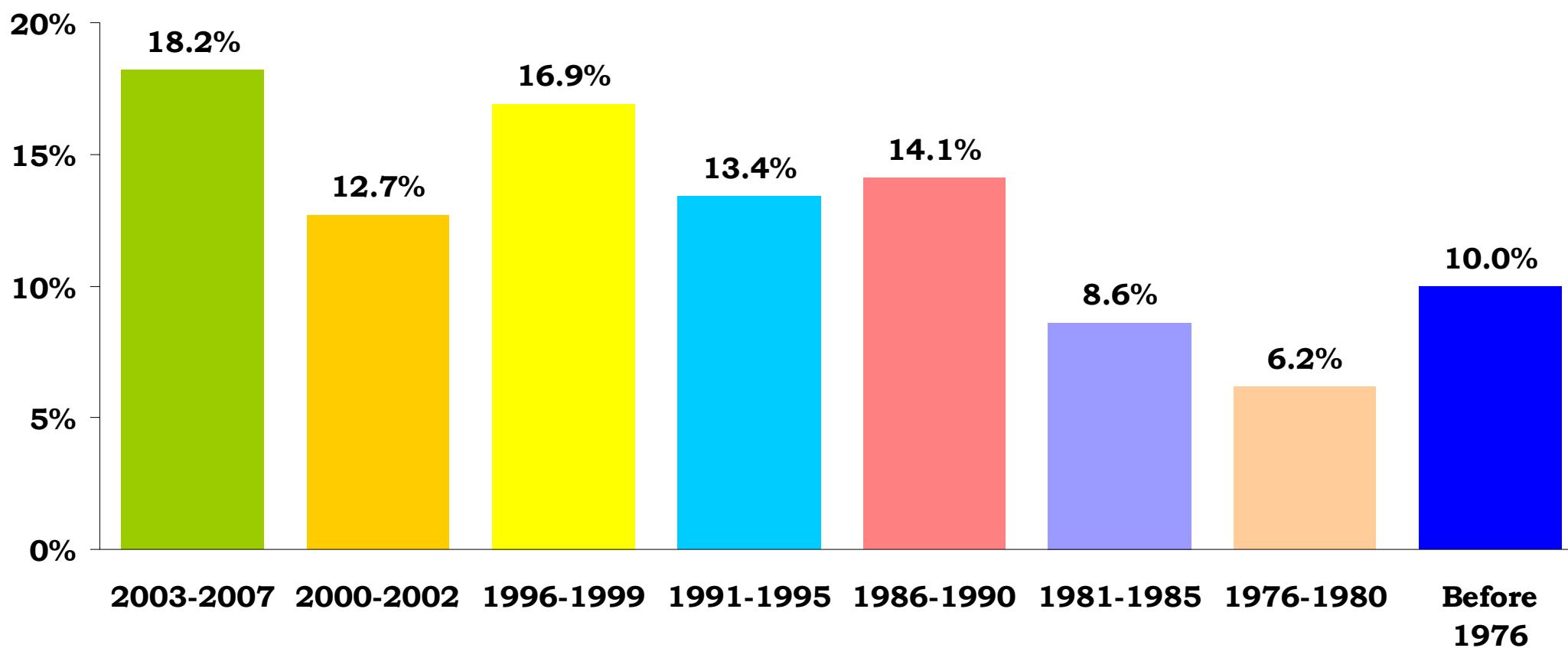
- Telephone Survey
- 710 Residents
- 142 Interviews Per District
- 18 Years of Age and Older
- Full Time and Part Time Residents
- Margin of error +/- 4.0%
- Male - 43%
- Female - 57%



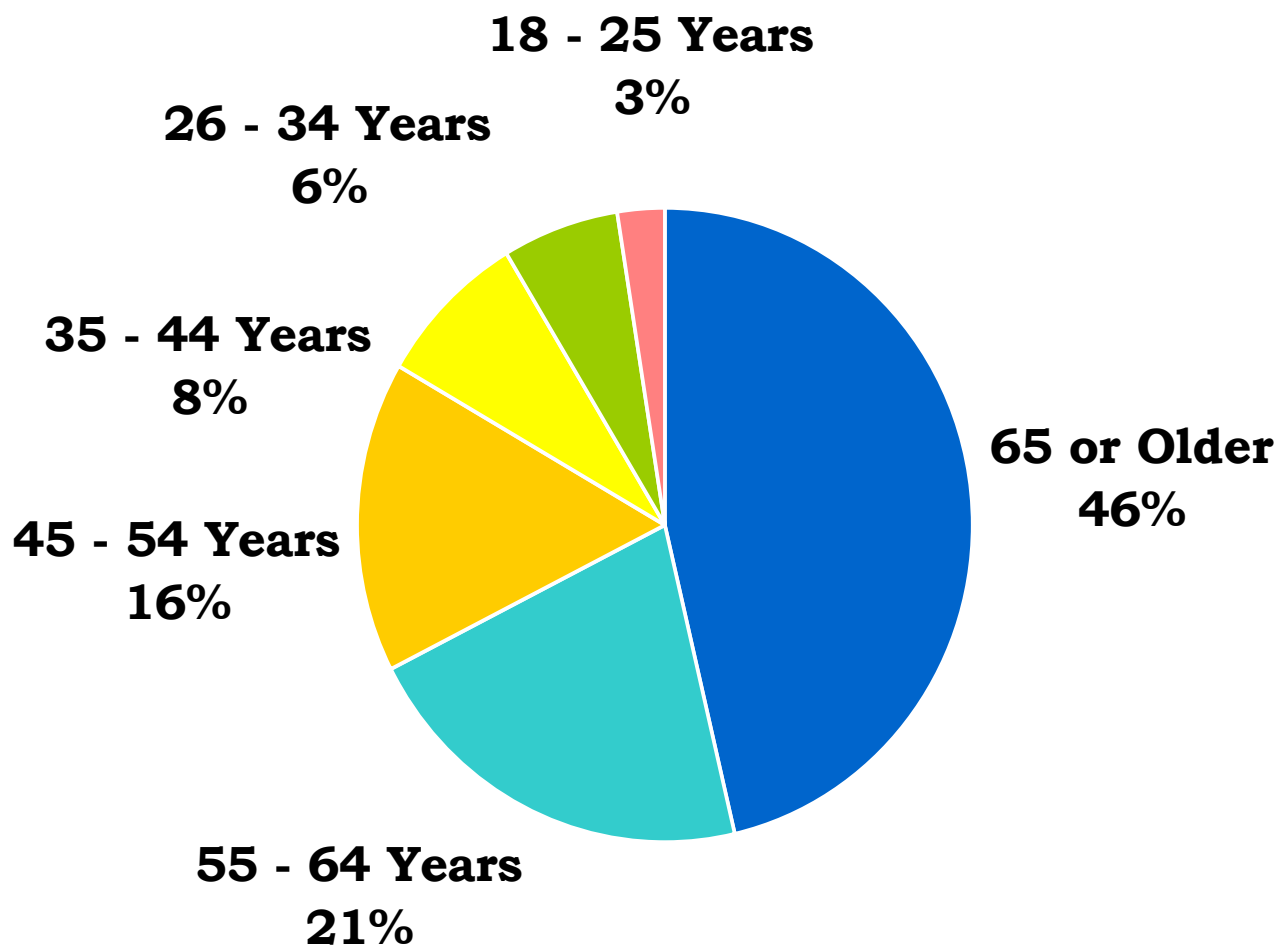
Resident Status

	2007	2005
Full Time Resident	86%	95%
Seasonal Resident	14%	5%

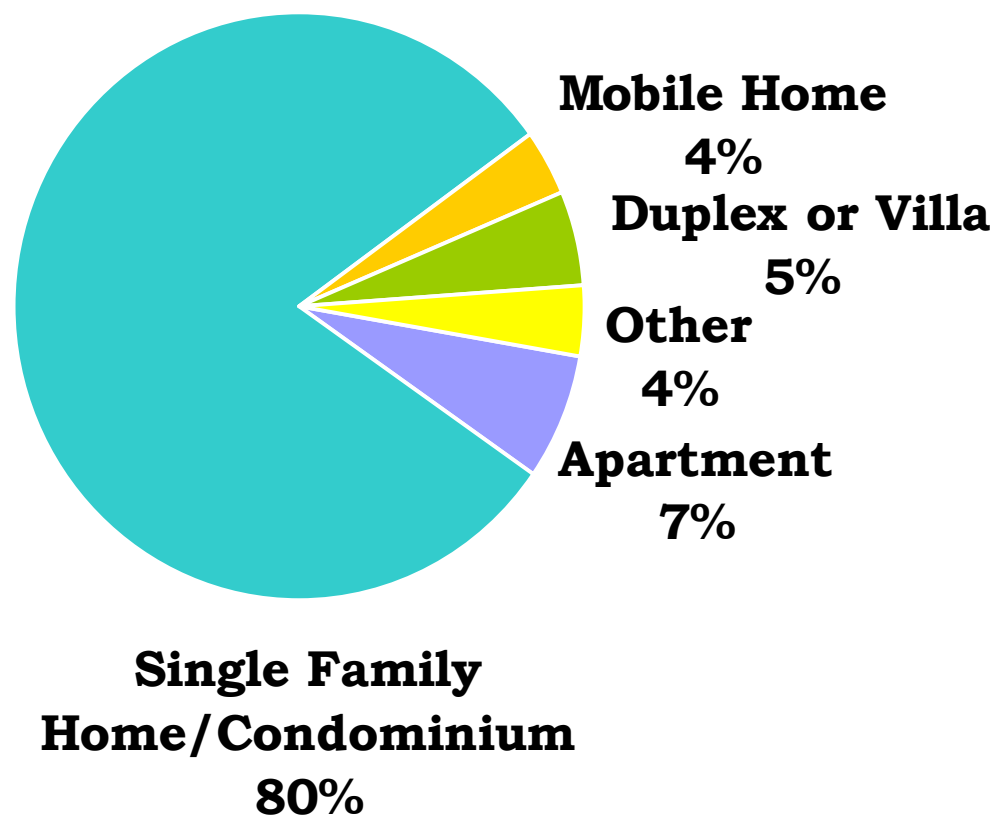
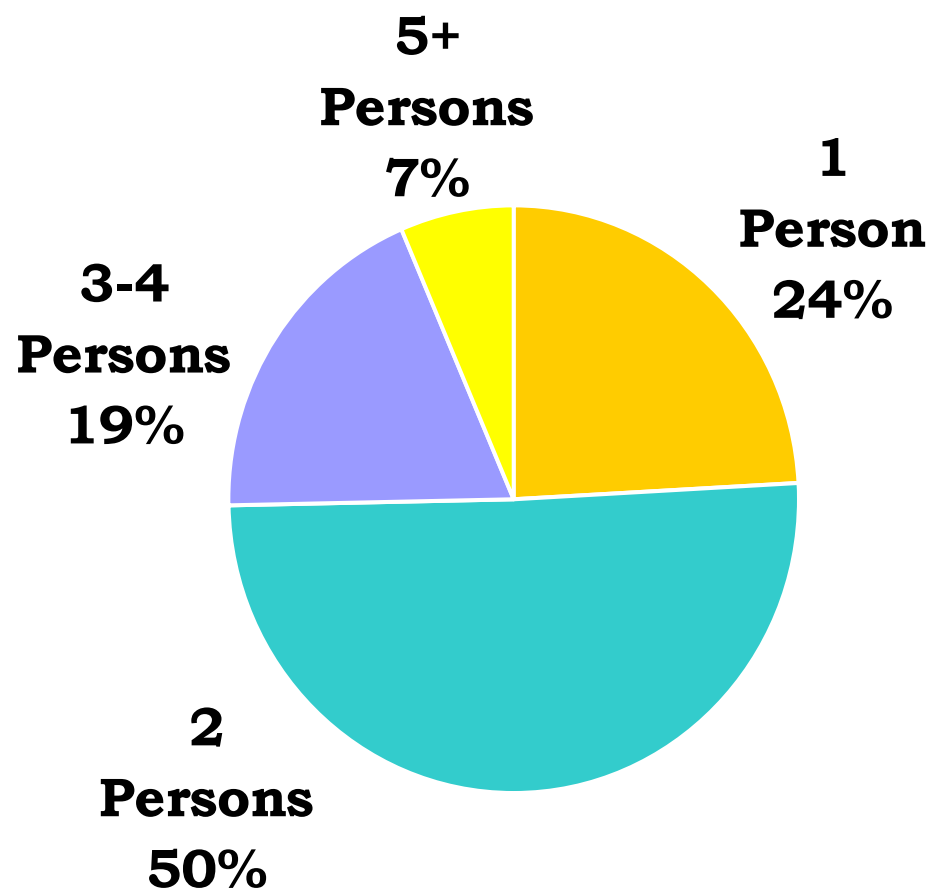
How Long Have You Lived Here?



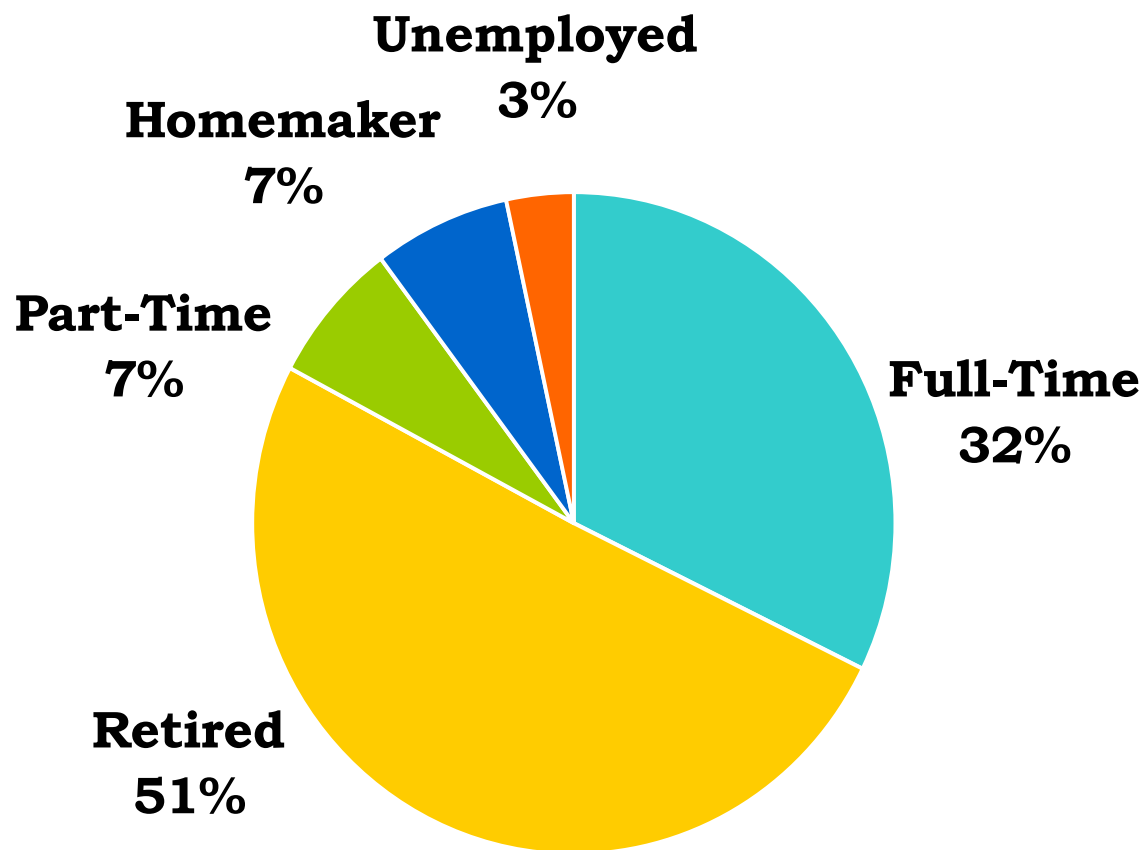
Age Demographics of Respondents



Number of People in Household and Home



Respondent Employment Status



Right Direction – Wrong Direction

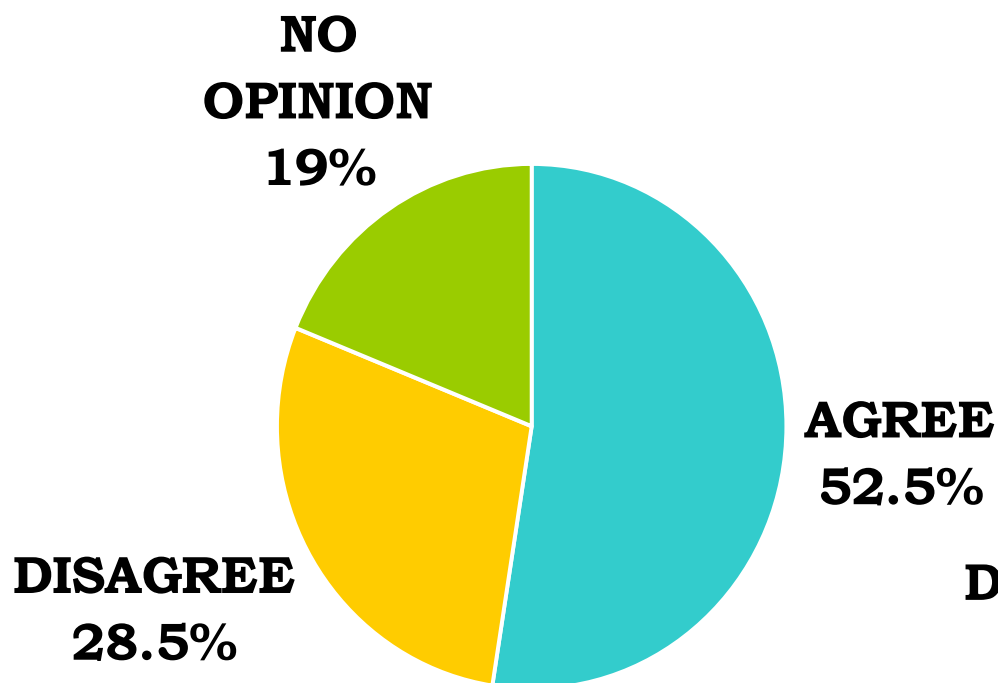
Generally speaking, are things in Collier County moving in the right direction or the wrong direction?

	2007	2005
Right Direction	56%	62%
Wrong Direction	27%	22%
No Opinion	17%	16%

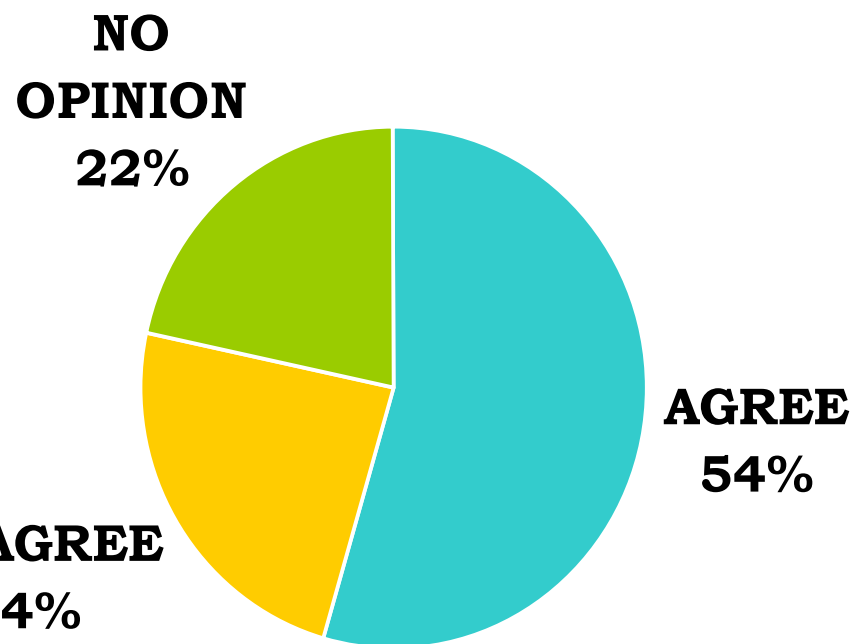
Job Performance

Generally speaking, County officials do a good job running County government:

2007



2005



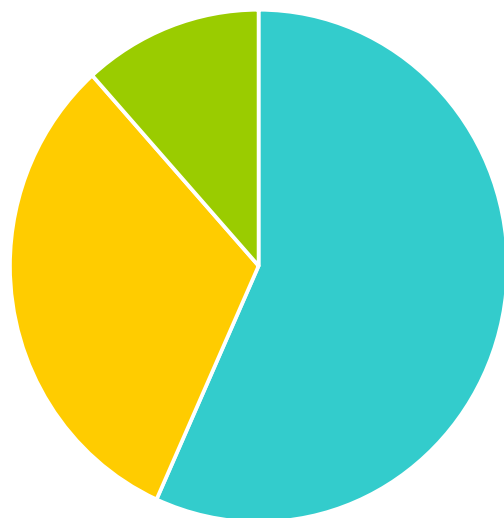
Taxes

The property taxes you pay are generally fair in relation to the value of the benefits:

2007

**NO
OPINION
12%**

**DISAGREE
33%**

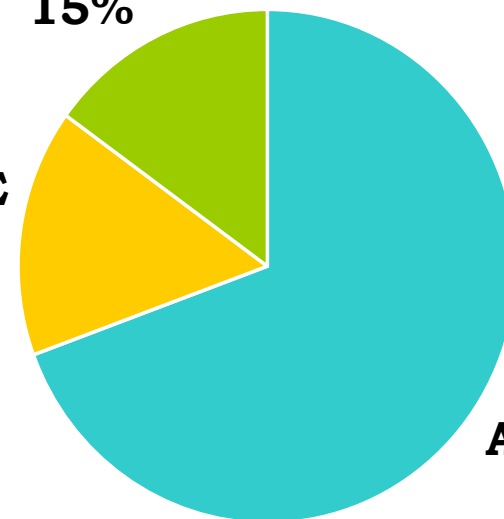


**AGREE
57%**

2005

**NO
OPINION
15%**

**DISAGREE
16%**



**AGREE
69%**

Would Respondents Pay More in Property Taxes?

2007	2005	Yes	Community Project
29%	29%	<input checked="" type="checkbox"/>	More Sheriff's deputies
36%	43%	<input checked="" type="checkbox"/>	Acquisition of land for more public beach access and parking
22%	35%	<input checked="" type="checkbox"/>	More landscaping of streets
57%	71%	<input checked="" type="checkbox"/>	Construction of needed roads, bridges and sidewalks
27%	34%	<input checked="" type="checkbox"/>	More code enforcement inspectors
39%	43%	<input checked="" type="checkbox"/>	Expand the existing public bus transportation system
39%	48%	<input checked="" type="checkbox"/>	More paramedics and ambulances

Evaluating Existing Services – Agree/Disagree

2007	2005	Agreed	Community Project
93%	90%	<input checked="" type="checkbox"/>	Overall appearance of neighborhoods and shopping areas is good
69%	67%	<input checked="" type="checkbox"/>	Roads and highways are well maintained
41%	56 %	<input checked="" type="checkbox"/>	Traffic signals keep the cars moving fairly well during rush hour
74%	69%	<input checked="" type="checkbox"/>	Storm water drainage works well in your neighborhood
78%	81%	<input checked="" type="checkbox"/>	The sewage system works well in your neighborhood
94%	93%	<input checked="" type="checkbox"/>	Garbage collection and recycling of trash seems to be working well
82%	80%	<input checked="" type="checkbox"/>	Reclaimed water should be a major goal of our water conservation policy
59%	58%	<input checked="" type="checkbox"/>	The County has done a good job of acquiring and preserving land for recreation, environmental protection, and historic preservation

Evaluating Existing Services

2007	2005	Satisfied	Community Service
82%	73%	<input checked="" type="checkbox"/>	Parks and recreational facilities and services
90%	86%	<input checked="" type="checkbox"/>	Library services
90%	91%	<input checked="" type="checkbox"/>	Trash collection services
31%	30%	<input checked="" type="checkbox"/>	Collier Area Transit service (CAT) <ul style="list-style-type: none"> ▪ 51.8% - Had "no opinion" regarding CAT
67%	67%	<input checked="" type="checkbox"/>	Emergency ambulance service

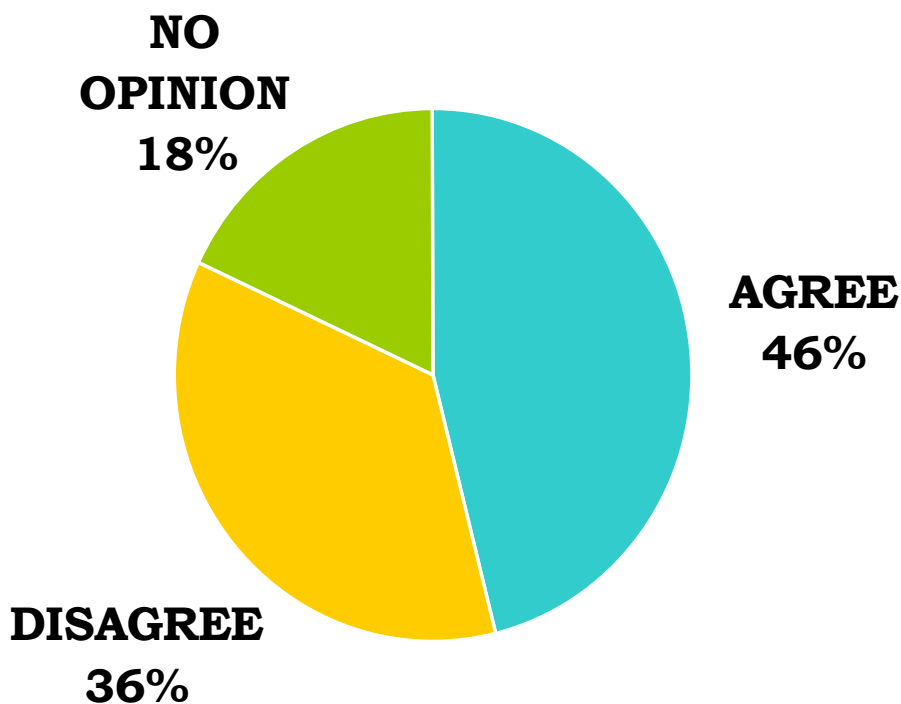
Beaches/Beach Access

2007	2005	Agree	Community Service
83%	79%	<input checked="" type="checkbox"/>	Beaches are clean and well maintained
56%	49%	<input checked="" type="checkbox"/>	Beaches provide adequate restrooms, picnic areas and food & beverage concessions

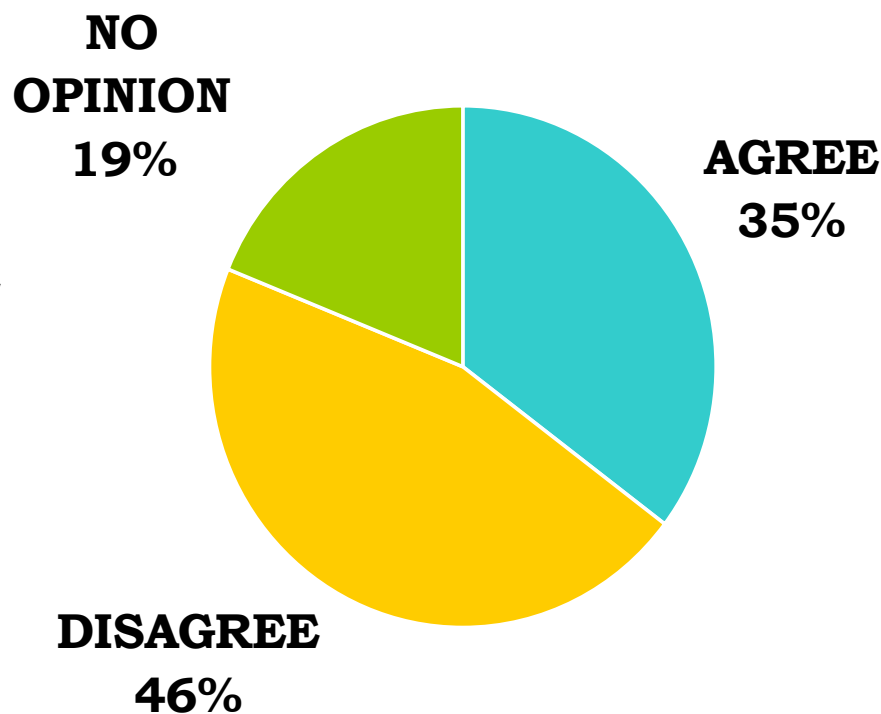
Beaches/Beach Access

There is currently an adequate amount of beach access locations and associated beach parking in Collier County:

2007



2005



Policies & Programs - Attracting Tourists

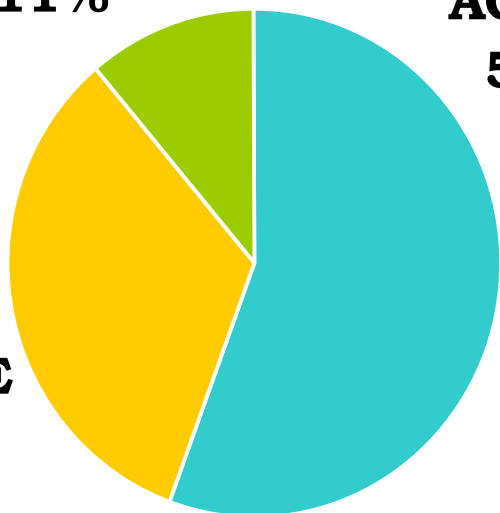
Generally speaking, spending money to attract tourists to our area during the off-season summer months is a good idea:

2007

**NO
OPINION
11%**

**AGREE
56%**

**DISAGREE
33%**

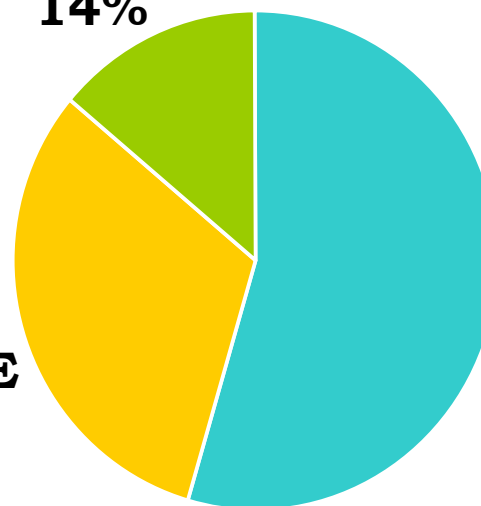


2005

**NO
OPINION
14%**

**AGREE
54%**

**DISAGREE
32%**



Policies & Programs - Healthcare

Access to health care services in Collier County is a problem for the average person:



**NO
OPINION
15%**

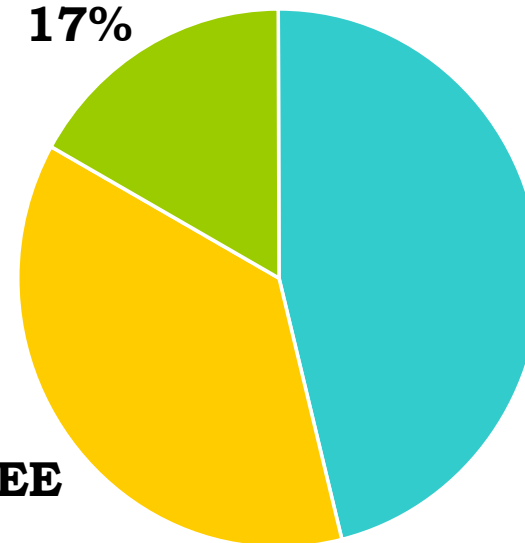
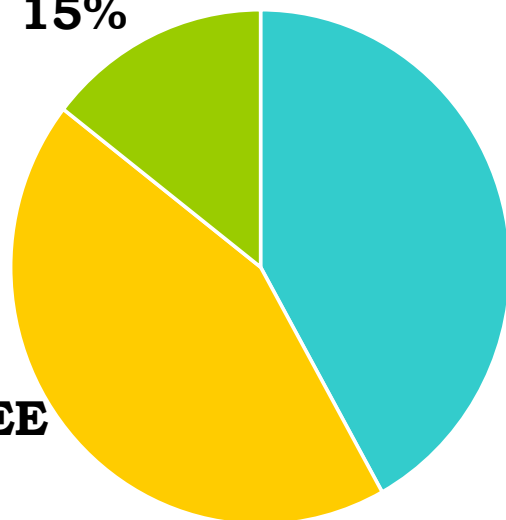
**NO
OPINION
17%**

**AGREE
42%**

**AGREE
46%**

**DISAGREE
43%**

**DISAGREE
37%**



Hurricane Preparedness

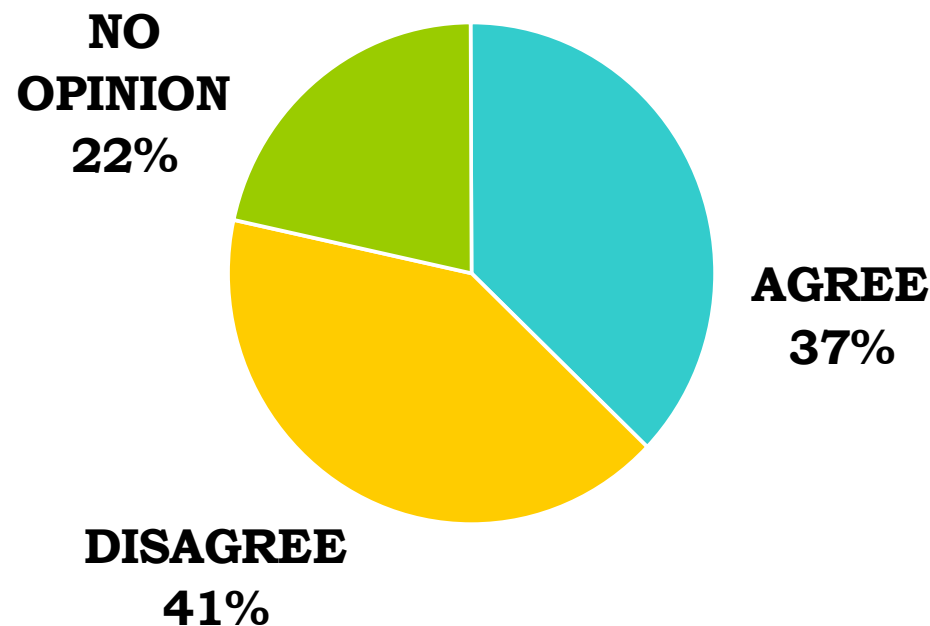
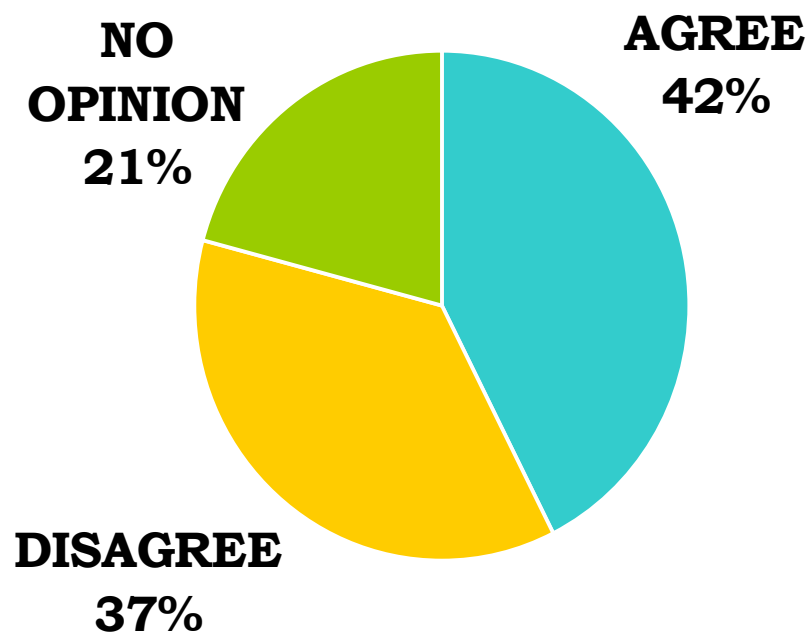
2007	2005	Agree	Community Service
85%	77%	<input checked="" type="checkbox"/>	Timely and reliable hurricane information provided by County government

How would you rate the county government's performance in response to Hurricane Wilma?

27%	Excellent
44%	Good
14%	Fair
2%	Poor
13%	No Opinion

Impact Fees

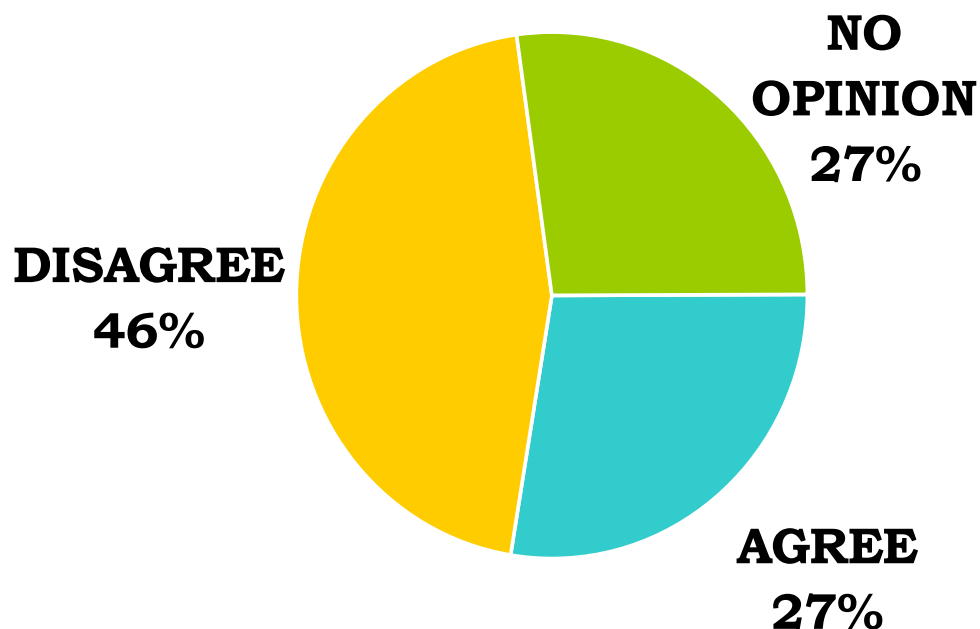
The County currently has 12 different impact fees that are intended to help pay for the cost of providing government services created by population growth. These fees are added to the price of a newly constructed home or business. Knowing that, the County should continue to increase impact fees to pay for continued growth.



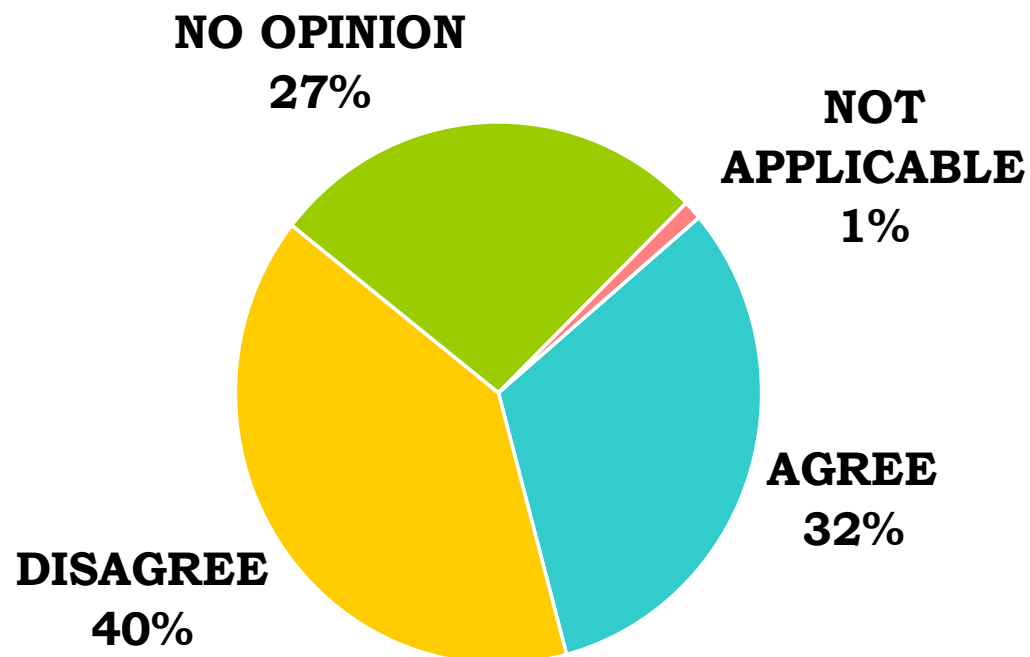
Growth

The County Commission is doing a better job of managing growth today than it was 5 years ago:

2007



2005



Growth

As a place to live, Collier County is better now than it was 5 years ago:

2007

2005

**NO
OPINION
20%**

**NO
OPINION
20%**

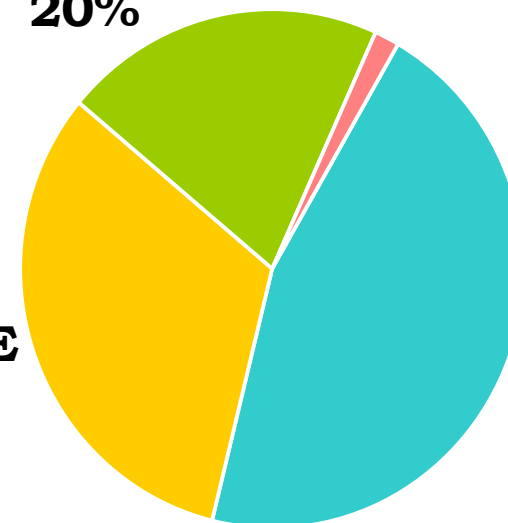
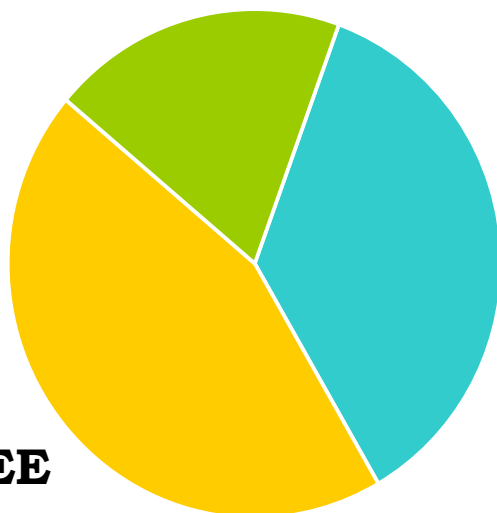
**NOT
APPLICABLE
2%**

**AGREE
36%**

**DISAGREE
32%**

**AGREE
46%**

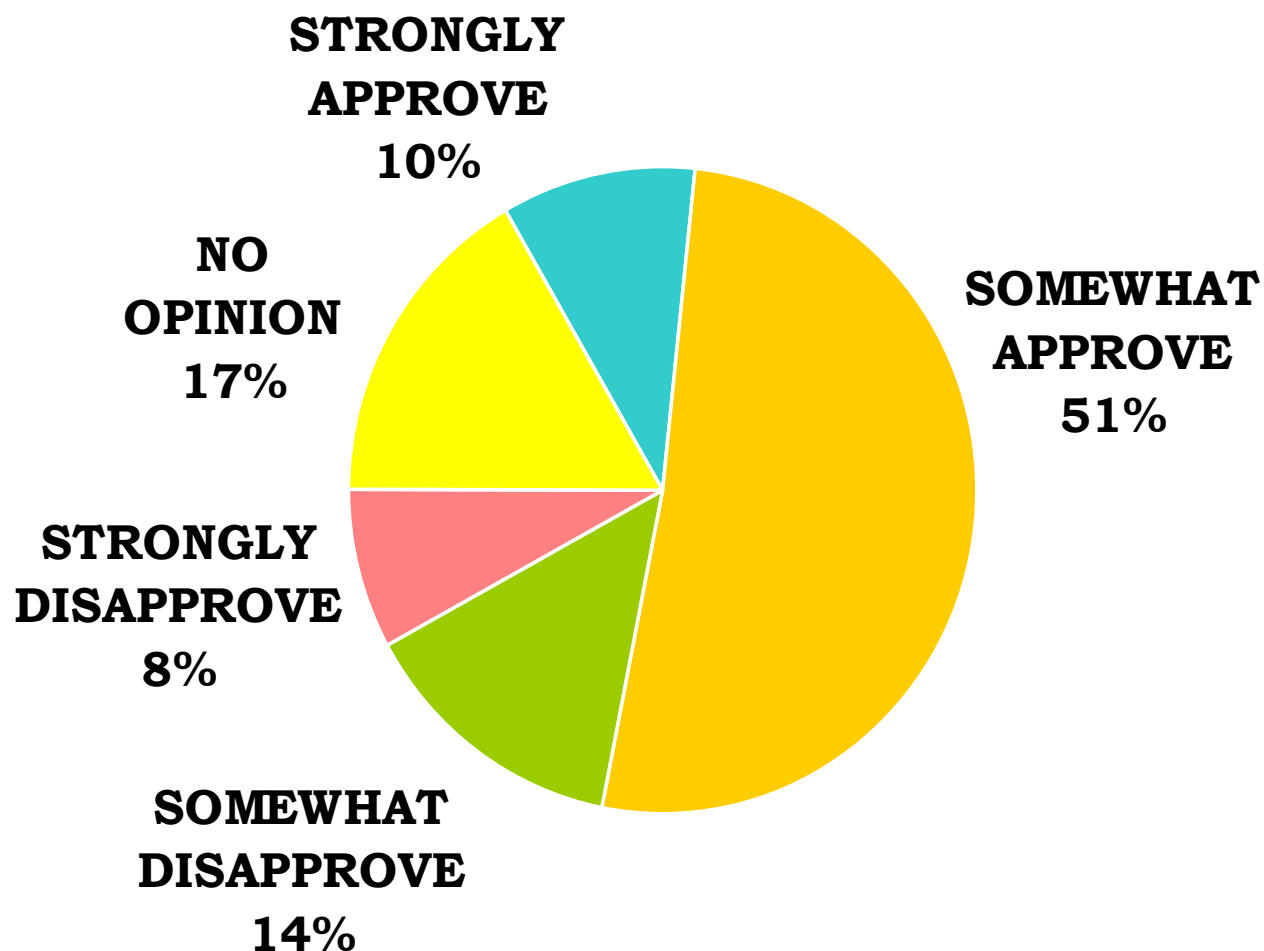
**DISAGREE
44%**



Overall Job Performance of the BCC

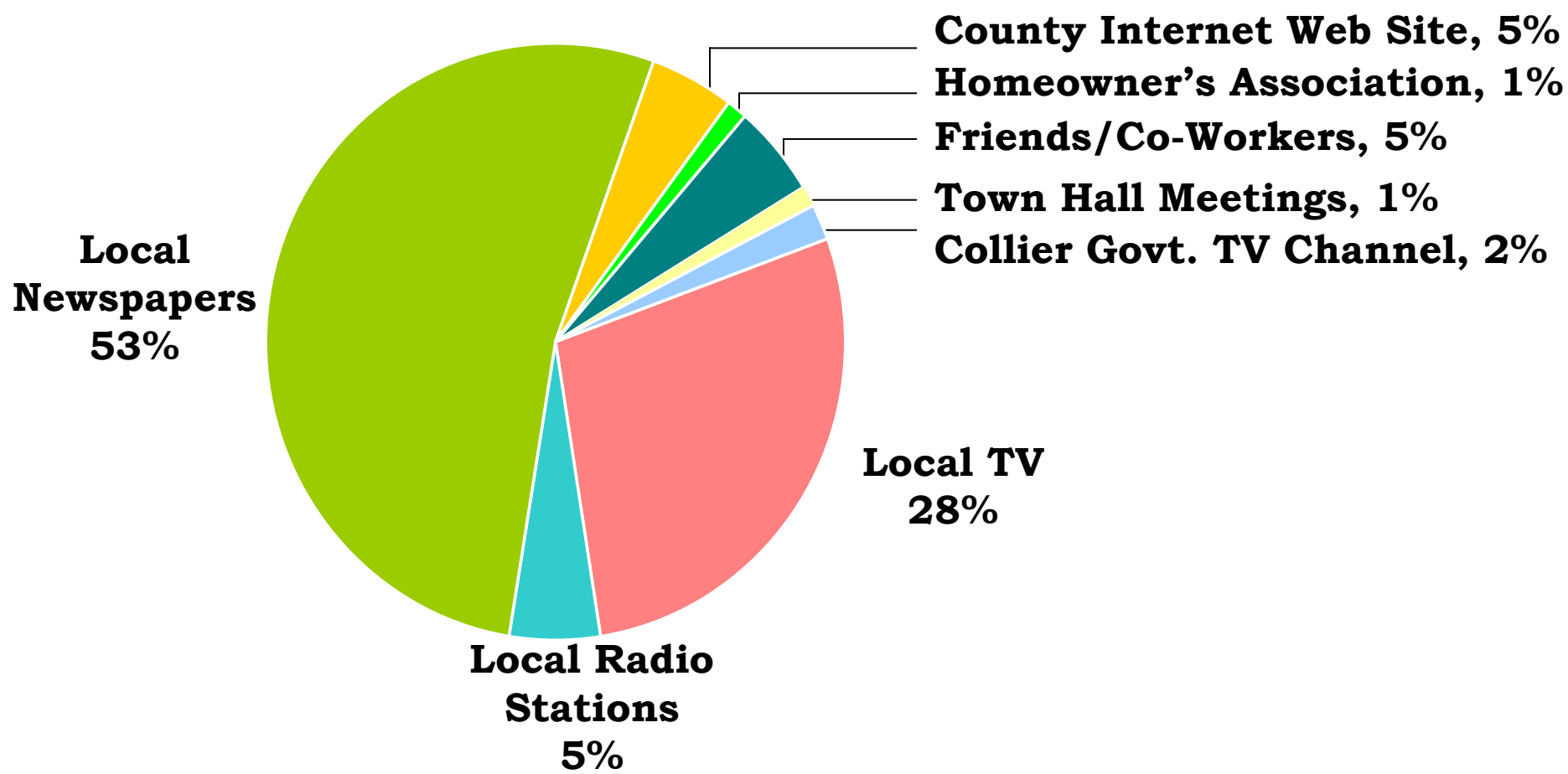
Job Approval Rating

■ 61% Approve



Public Information

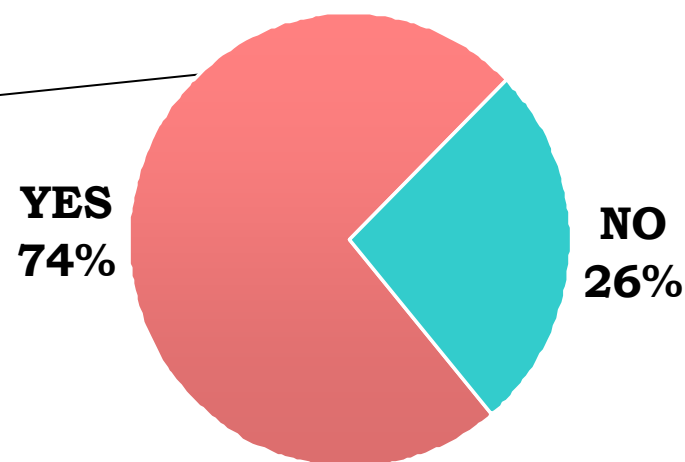
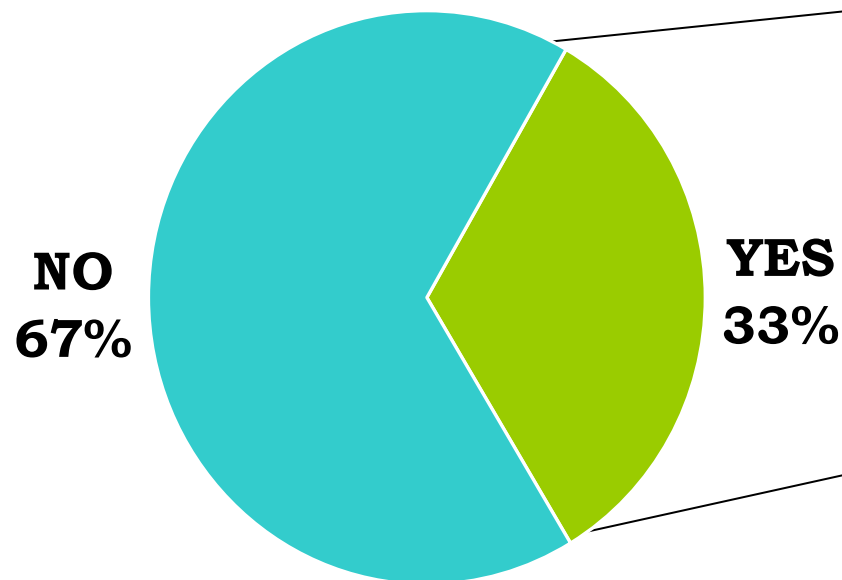
Primary Source of Information about County Government:



Customer Service

During the past 12 months, have you contacted any Collier County government department for ANY reason?

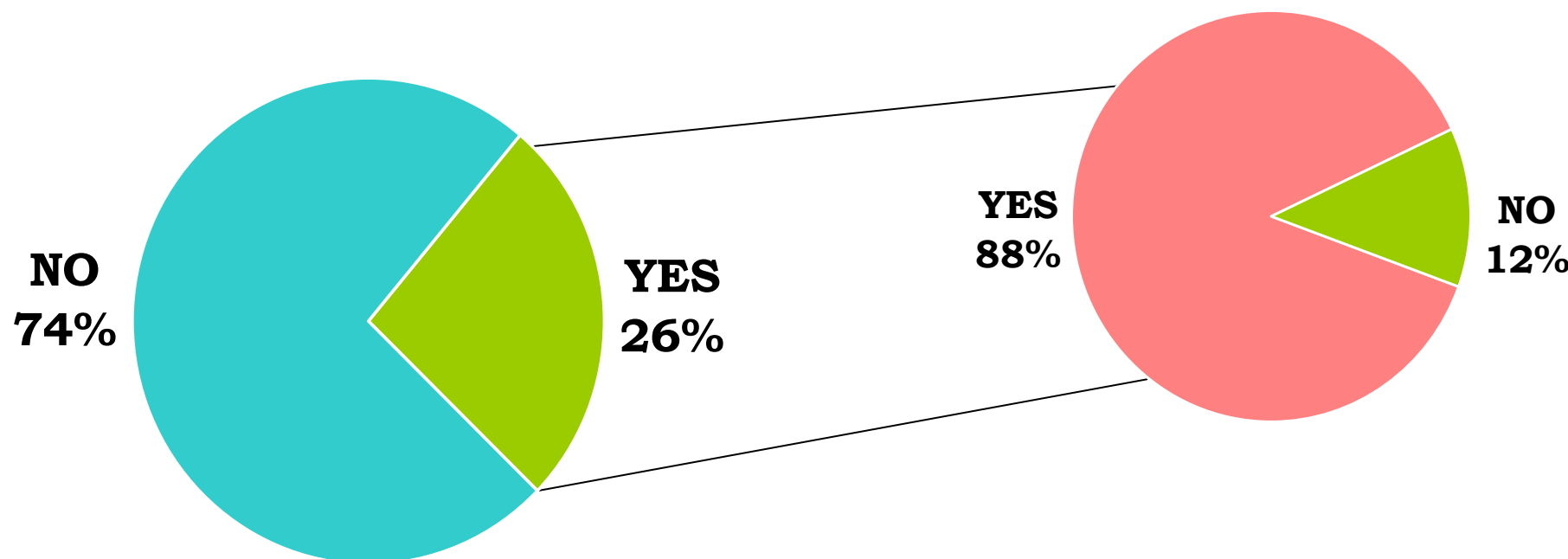
If yes, did you have your question or problem resolved satisfactorily?



Web Site

Have you visited the County web site in the past three months?

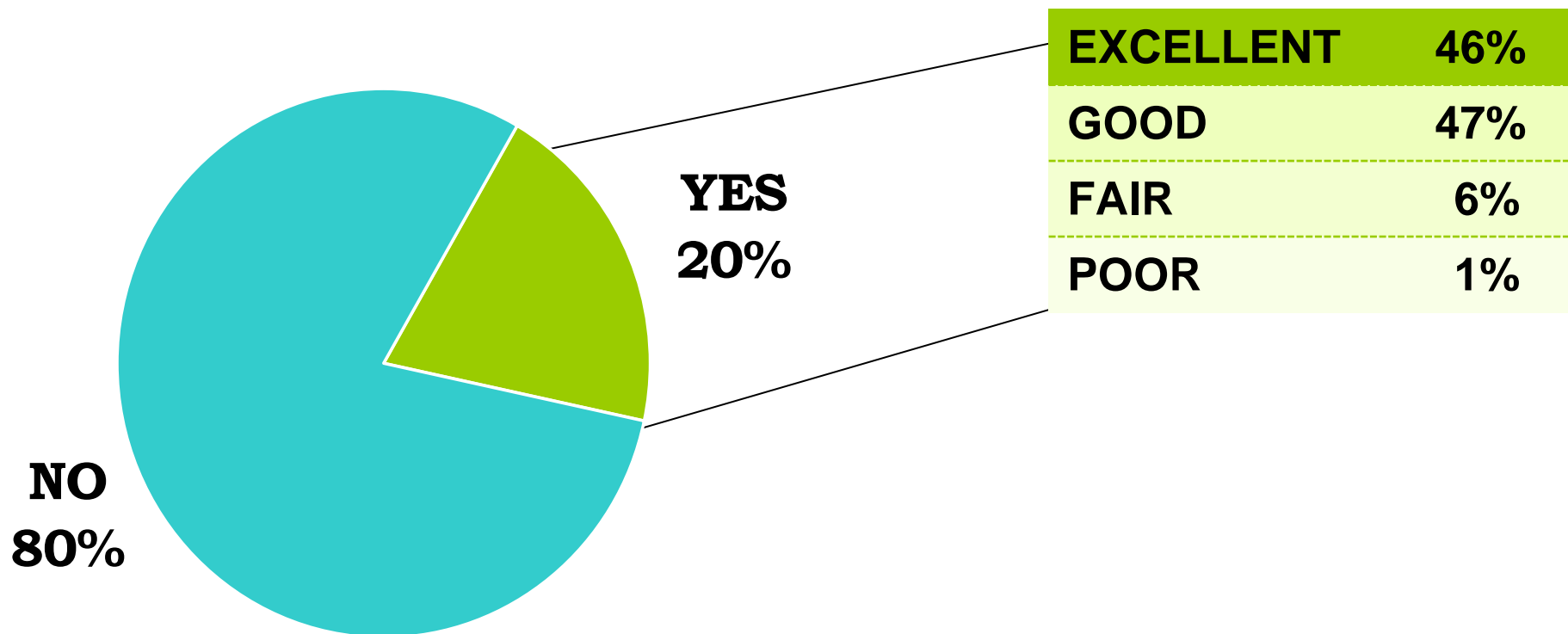
If yes, did you find the web site informative and easy to use?



Sun-N-Fun Lagoon Water Park

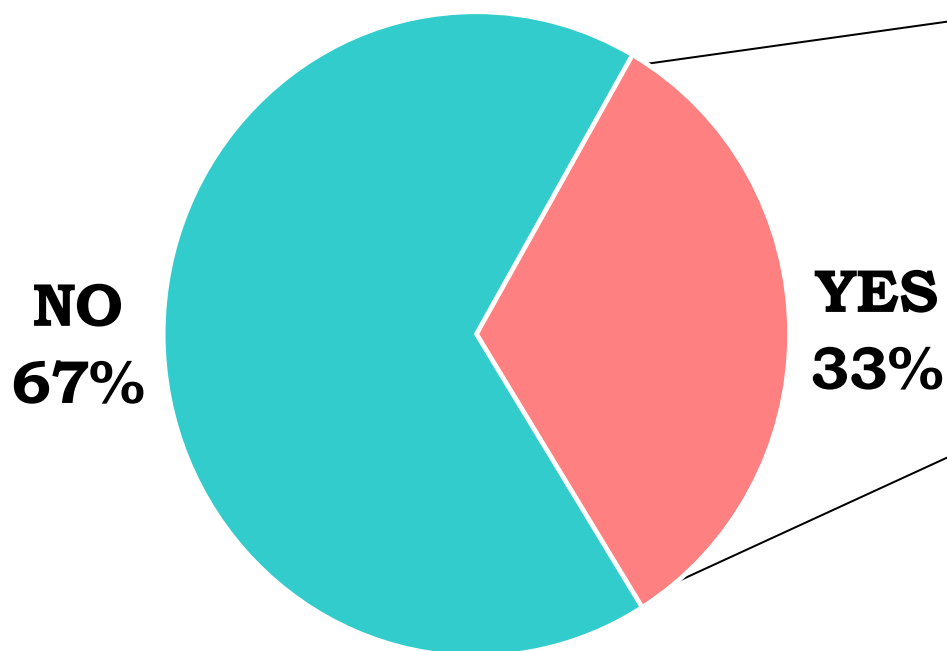
Have you had an opportunity to visit the new Collier County water park - Sun-N-Fun Lagoon?

If yes, how would you rate the experience?



Customer Service

Have you ever requested a building permit from the county?

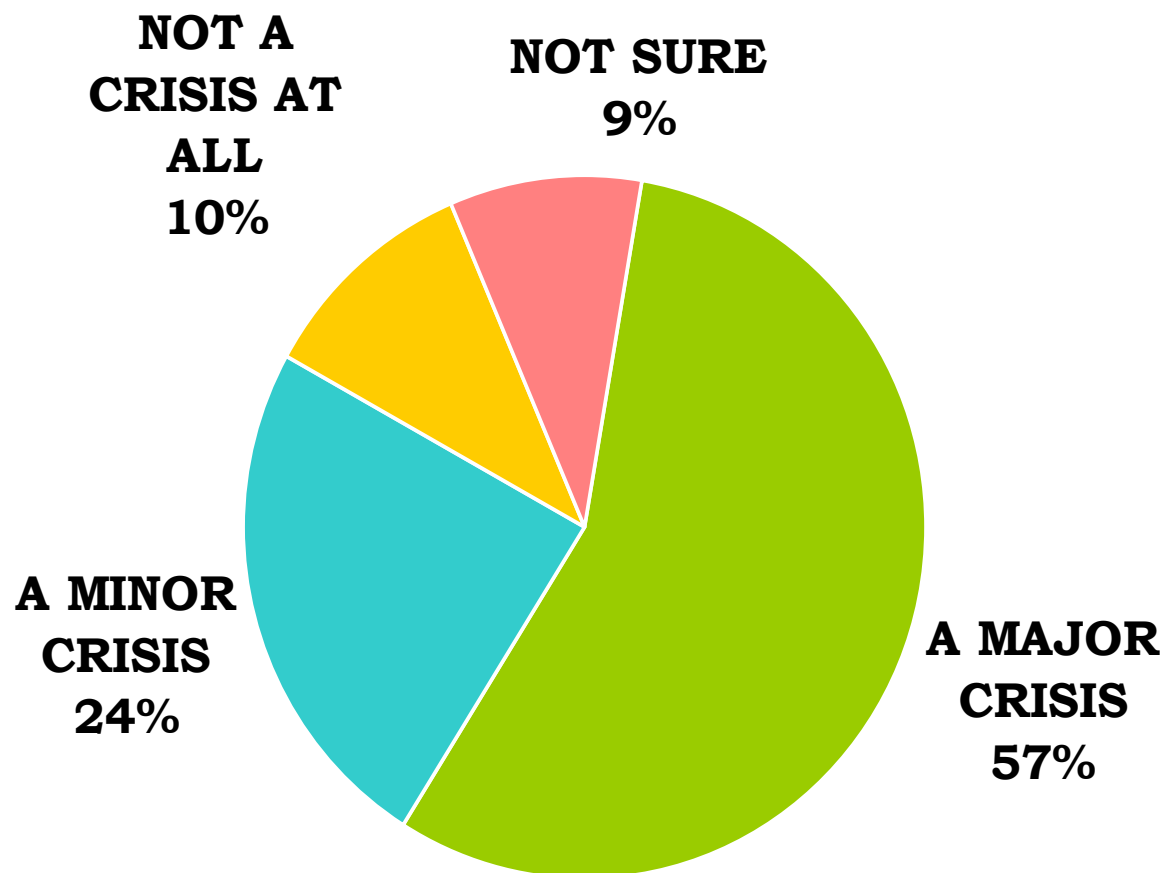


If yes, how would you rate building permit services?

EXCELLENT	13%
GOOD	38%
FAIR	26%
POOR	23%

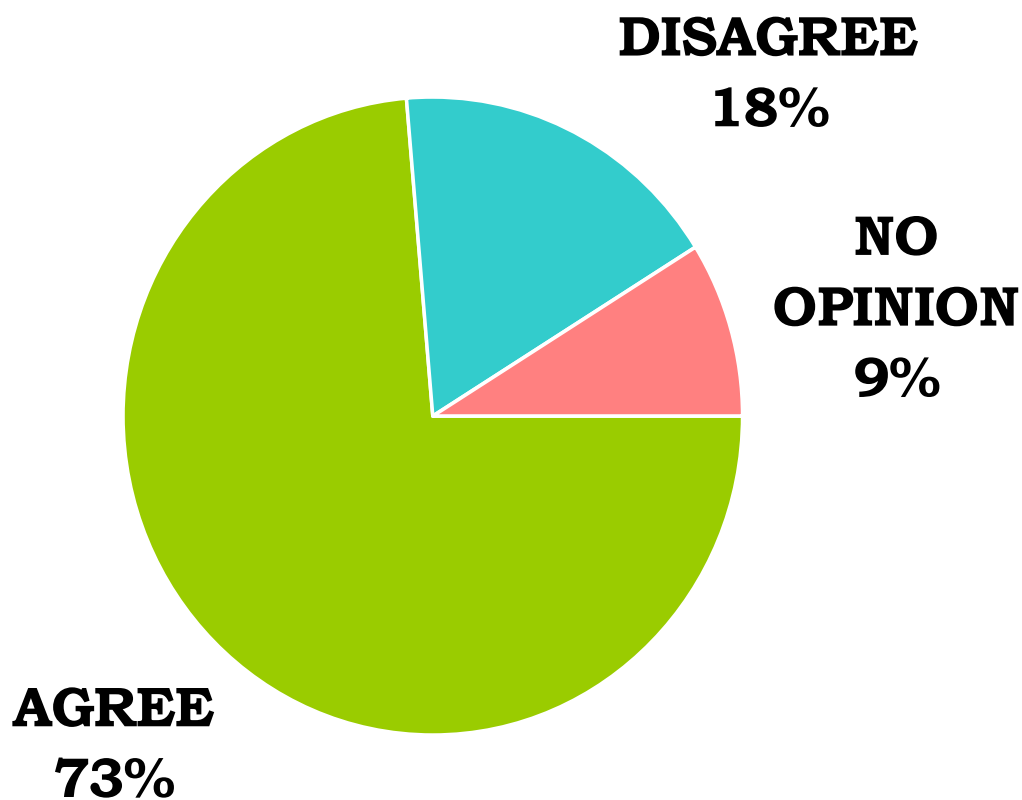
Housing

Do you think the availability of affordable housing in Collier County is:



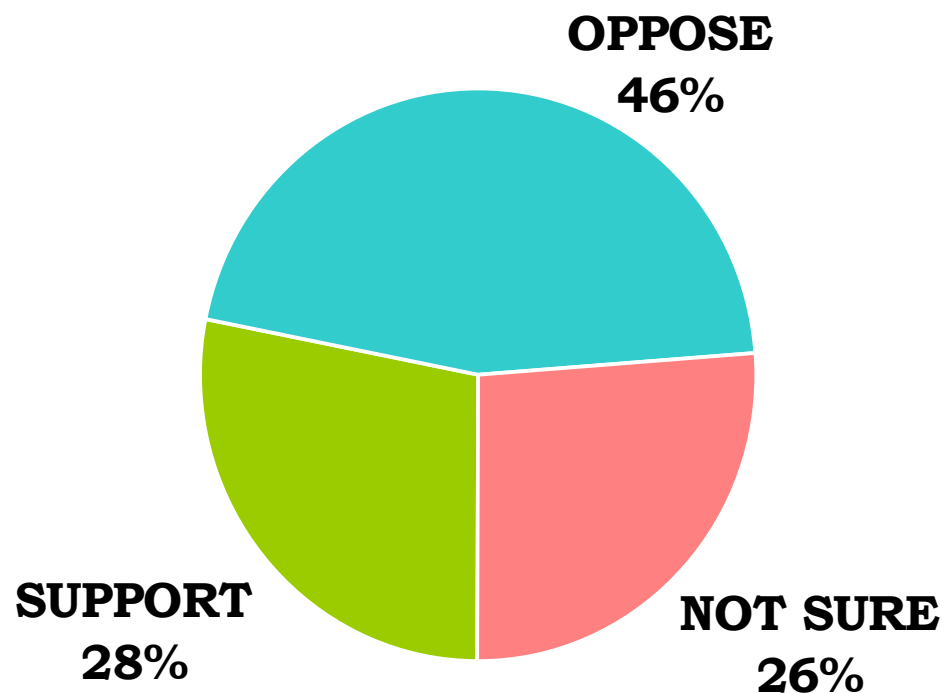
Housing

The County should do more to promote and require more work force/affordable housing in Collier County.



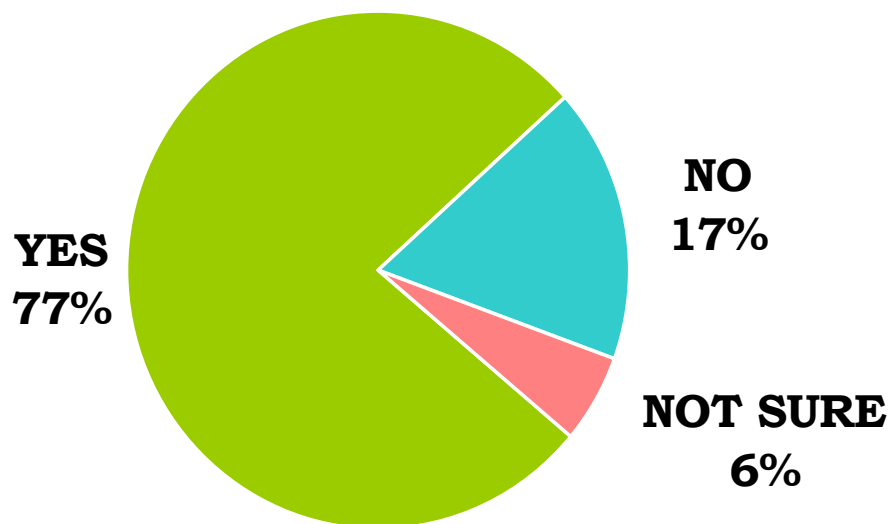
State Issues

What's your opinion of a proposed tax plan that would eliminate property taxes on homesteaded properties in exchange for an increase in the state sales tax from 6 percent to 8.5 percent?

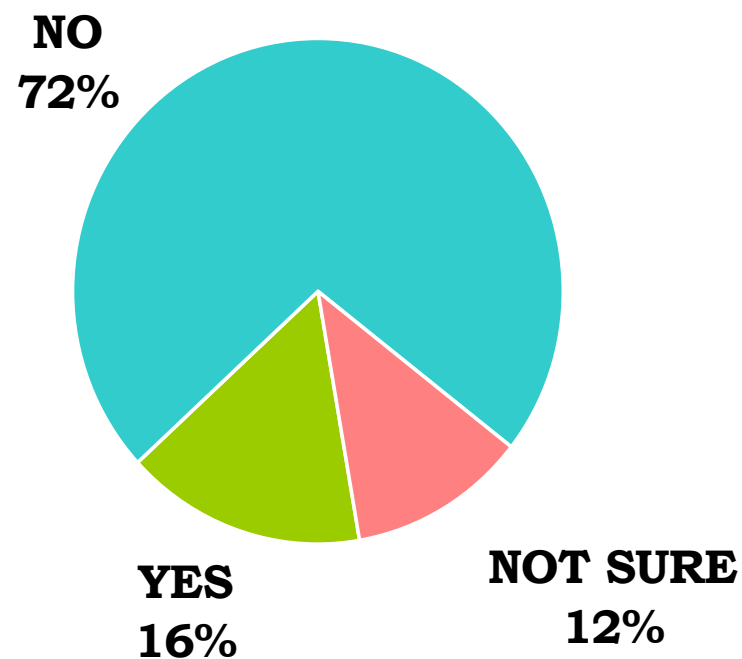


State Issues

Do you currently have a homestead exemption for your residence in Collier County?

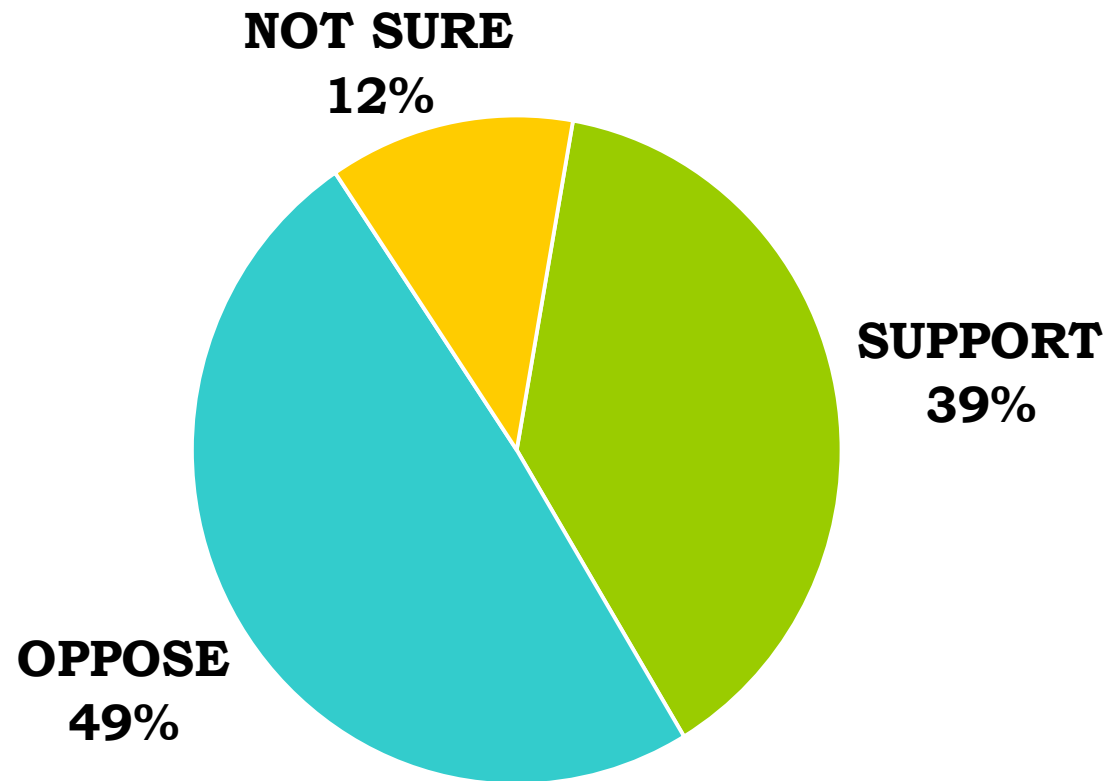


Do you think homestead exemptions should be given to part-time residents in Collier County whose primary residence is elsewhere?



Interstate I-75

Would you support or oppose adding tolls to the new lanes that will be constructed on Interstate 75 in Collier County and Lee County this year in order to speed up construction of additional traffic lanes on the interstate in the future?



Survey Comparisons

Several questions in the 2007 Citizen Survey were repeated from the last two surveys conducted in 2005 and 2002. The following is a comparison of responses from the three surveys.

	2007 AGREE	2005 AGREE	2002 AGREE
Garbage collection and recycling of trash seems to be working well.	94%	93%	92%
The overall appearance of neighborhoods and shopping areas is generally good.	93%	90%	94%
Generally speaking, the sewage system works well in your neighborhood.	78%	81%	82%
Generally speaking, the storm water drainage system works well in your neighborhood.	74%	69%	78%

Survey Comparisons

Several questions in the 2007 Citizen Survey were repeated from the last two surveys conducted in 2005 and 2002. The following is a comparison of responses from the three surveys.

	2007 AGREE	2005 AGREE	2002 AGREE
Roads and highways are well maintained in the county.	69%	67%	73%
When you drive through the County, traffic signals keep the cars moving fairly well.	41%	56%	54%
Generally speaking, County officials do a good job running County government.	52.5%	55%	40%

Projects or Programs Needing Improvement

Project or program provided by County Government that you believe most needs improvement here in Collier County:

2007	2005	
37.9%	32.8%	Roads/Infrastructure/Building
14.6%	7.8%	Housing
10.0%	10.2%	Traffic/Transportation
7.2%	2.5%	Fees/Taxes/Government
6.6%	5.5%	Parks/Recreation/Beaches
5.1%	4.1%	Law Enforcement
4.5%	4.7%	Medical
3.5%	3.9%	Education
3.1%	1.6%	Economy/Business
3.1%	2.0%	Water/Sewage
2.7%	2.3%	Environment
26.3%	33.2%	Don't Know/Other