



**SURVEY OF  
OAKLAND PARK, FL RESIDENTS**

**MARCH 2021**

## **EXECUTIVE SUMMARY**

### Conclusions

The results of the survey were surprising and unprecedented in our experience. By extremely wide margins, Oakland Park residents express very positive opinions about every aspect of the city and the services we measured.

The Kitchens Group has conducted awareness and satisfaction surveys in more than 50 cities, including 10 in South Florida. The results of this survey are the most positive we have ever found.

One of the key measures we use to determine resident satisfaction is a question asking whether they feel the city is heading in the right or wrong direction. An astounding 69% of Oakland Park residents say their city is headed in the right direction. This number far exceeds the positive responses we ever received in any other city.

It is quickly evident from the overall responses that whatever the city has been doing to achieve its goals they should continue to do. That said, should the city desire to expand its goals to encourage economic development and placemaking, there is broad-based support for development initiatives. Seventy-six percent (76%) of the residents would like to see the downtown redeveloped to attract jobs and new businesses, and there is very strong support (77%) from the residents for Oakland Park having a commuter rail stop.

Overall, 67% of the residents believe that attracting new jobs should be a top priority of Oakland Park. And an identical margin of 67% believe the city can achieve that goal more communication and marketing to attract new businesses.

The residents of the City of Oakland Park are genuinely happy with how their city is maintained and managed. Their responses indicate a very high level of awareness and confidence in city government and the services it provides.

### Purpose, Scope & Methodology

Using scientifically established statistical models, the responses from a small random sample of individuals can accurately predict how the total population of any large group of people (city, county, state, or nation) feels about an issue. That type of random sample survey was used to measure Oakland Park residents' awareness and satisfaction of key performance goals set by the city, in addition to their overall attitudes regarding city services and other issues.

Four hundred residents of the city were interviewed from March 4 to March 7, 2021, using landlines, cell phones, and The Kitchens Group Internet panel. The sample was balanced to reflect the composition of the city based on all known demographics

including race, age, gender, and ethnicity. Statistically, results from a random sample size of 400 people are accurate within a margin of error of +/-4.9%, with a confidence level of 95%. Four hundred respondents also provide adequate valid data to measure attitudes within each of the demographic subgroups.

## **COMPREHENSIVE REPORT**

### Overall Assessment

One of the best indicators of how citizens view their city is whether they feel it is going in the right direction or wrong direction. Sixty-nine percent (69%) of the residents in Oakland Park feel the city is headed in the right direction. At least 64% of every subgroup in the sample feels the same way. More than three-fourths of older, retired white residents as well as three-fourths of residents who have lived in the city less than 10 years also say the city is headed in the right direction.

When asked to rate the job the city is doing managing its services, 78% of the residents give the city a positive job rating, and only 19% give the city a negative rating. Residents over 65 years old and people who are retired give the city the most positive ratings.

In terms of city taxes, 59% of the residents say the taxes are what they would expect to pay. Twenty-eight percent (28%) say that taxes are too high. Residents that say taxes are too high include residents 35 to 50 years old, people who get information from social media, voters who work in Oakland Park and residents in zip code 33334.

### Involvement in the City

While 73% of the respondents have a clear idea of how to direct someone to find downtown Oakland Park, 22% do not. Subgroups that could not clearly identify a downtown area are most likely to be 18- to 35-year-old residents, African American and Hispanic residents, and residents of less than 5 years. It's likely that more communication and branding efforts would yield much higher saliency.

Ninety-six percent of the residents who have participated in the city's programs and activities report that they had a positive experience. But only 60% of the total respondents say that they or their families have participated in programs, events, or recreational activities at city parks or recreational facilities. Increased marketing efforts should be targeted to men, Hispanic or Latino residents, residents of less than five years, and residents in the 33309 zip code.

Overall, 76% of the residents agree that redevelopment of the downtown area is needed, with 36% strongly agreeing with the statement. A small percentage of residents disagree with this idea (17%). If the city starts communicating with the residents

concerning how the redevelopment would work to help create jobs and attract new businesses, the intensity of the support should increase.

Two-thirds of the residents feel it is possible for Oakland Park to attract more, good, and high-paying jobs to the city.

### City Services

The most positive reactions for city services are: (1) having efficient and reliable garbage pickup, (2) maintaining parks and recreational facilities, and providing emergency medical services and paramedics.

At least 59% of every subgroup say they are “very satisfied” with the garbage pickup service provided by the city. Only 5% of the residents have a negative opinion of the service. Overall satisfaction of garbage collection services measures 94%.

Overall, 88% of residents express satisfaction with the parks and recreational facilities in Oakland Park. Groups most likely to say they are “very satisfied” are residents over the age of 65 and people who are retired. This data is very positive considering these are the subgroups most likely to use the parks.

Emergency medical services and paramedics services receive very positive reactions from residents over 65 years of age. The total positive rating is 78% from all residents.

While 64% of the residents are satisfied with the city’s efforts to attract new businesses, 17% are not satisfied and 20% are not familiar with the efforts. A greater awareness of the city’s marketing efforts would likely lead to a higher satisfaction rating.

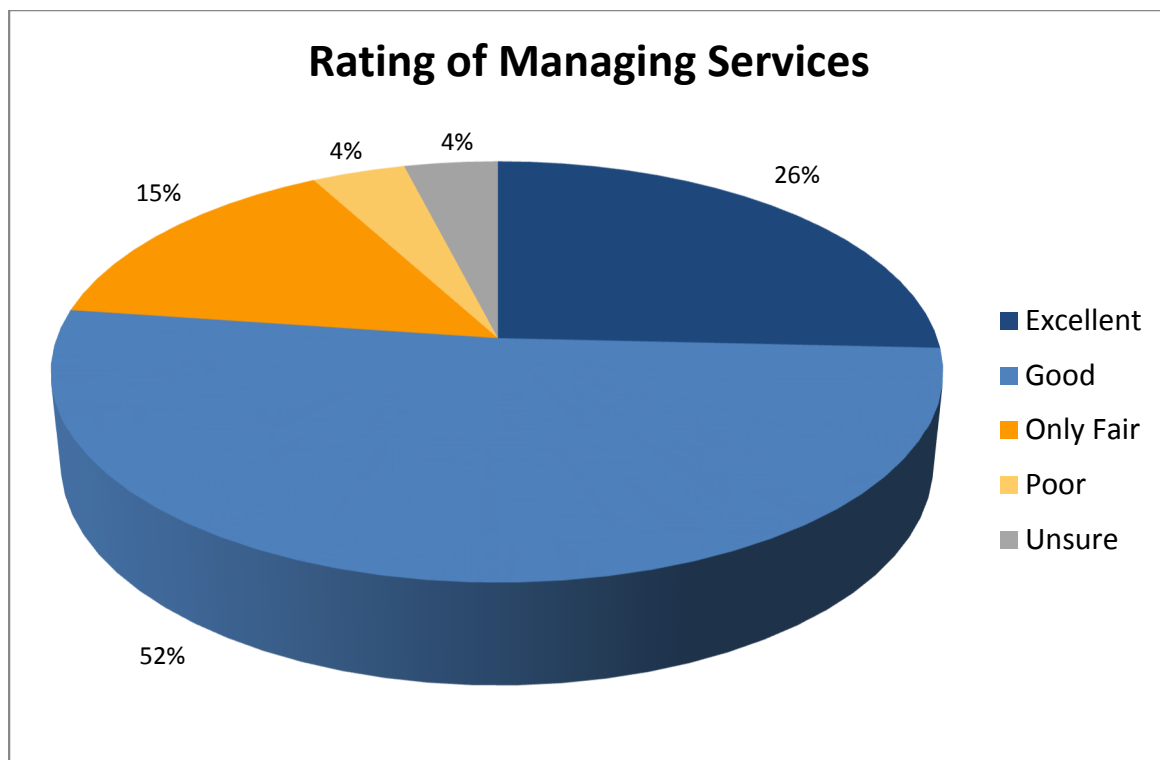
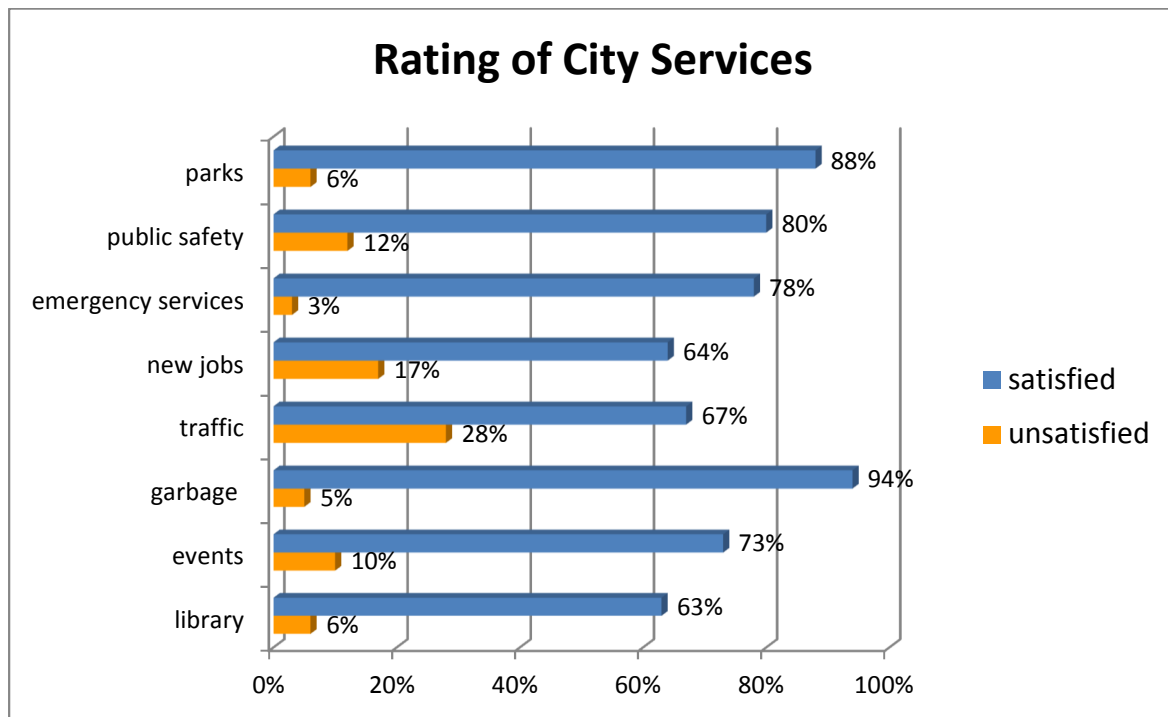
### Economics and the COVID-19 situation

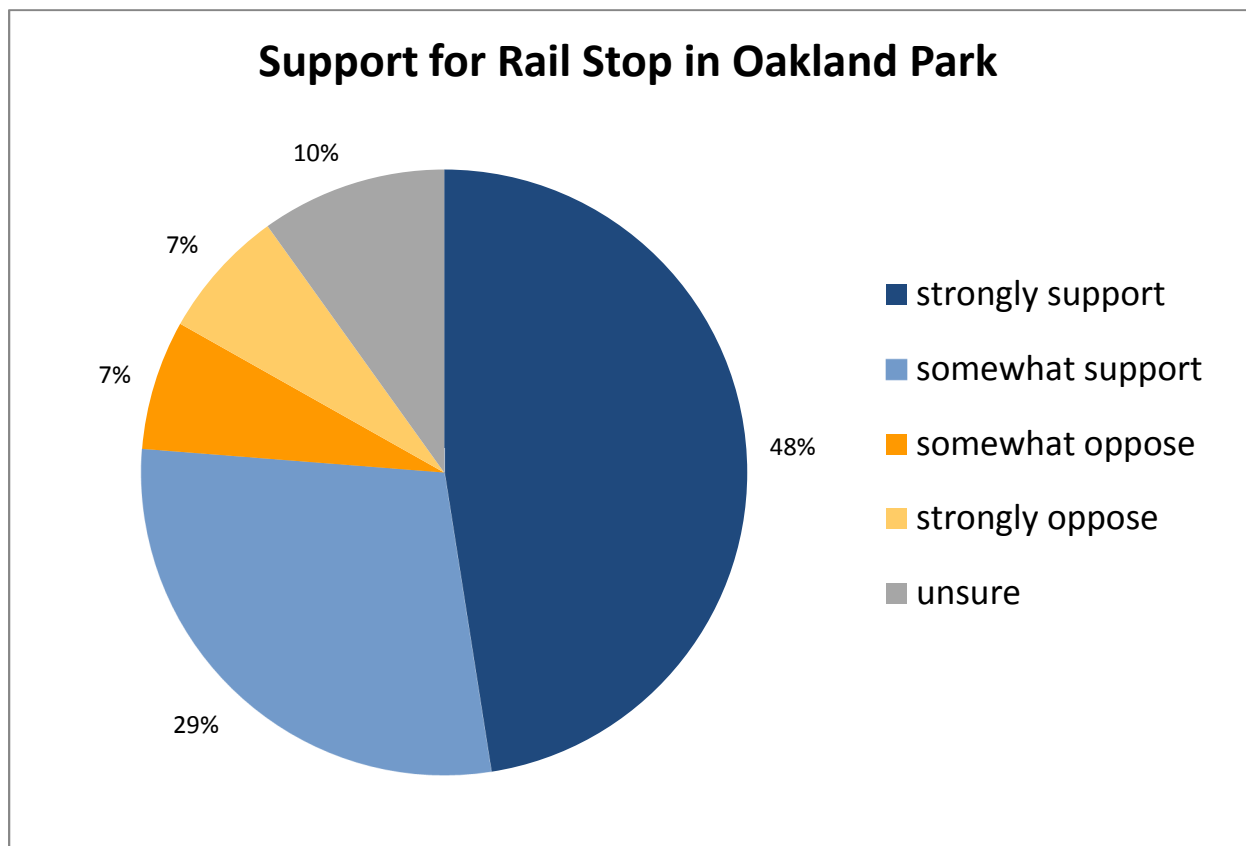
Most residents say they have been financially hurt by COVID-19 (53%). Subgroups most likely to say they have been significantly hurt include Hispanic residents and residents who work in Oakland Park.

At this point in time (March 2021), only 27% of the residents have received the COVID-19 vaccination. Eighteen percent (18%) of those who have received the vaccination are over 65 years old and 9% are under 65 years old.

Only 11% of the residents say they will not get vaccinated. The open-ended responses indicate that, for the most part, these people do not believe in any vaccinations. Sixty-two percent of the residents say they will get vaccinated as soon as it is available. It should be noted that the most resistance to vaccination is from African American voters. This finding is consistent with data our firm has gathered from other locations and national data presented in the press.

## Charts and Graphs





#### Methodology

Four hundred residents of Oakland Park, Florida were interviewed in a survey taken March 4 to March 7, 2021. We confirmed that respondents were permanent residents of the city. Interviews were conducted using landlines, cell phones, and The Kitchens Group Internet panel. The margin of error for this survey is +/-4.9%, with a confidence level of 95%.

#### Conclusions

The first notable finding in this data is that the citizens of Oakland Park feel very satisfied with their city and its management. There are no negative reactions to any of the service or programs in the city. Lower positive ratings are a result of people not being familiar with the services. Consistently, the most positive evaluation of the city services is from residents over 65 and retirees.

The sample of this survey indicates a diverse population. The approximate median age for adults in Oakland Park is 53.5 years. The data indicates that 41% of the adult residents are under 50 years old. Compared to many South Florida cities, Oakland Park has a younger population.

While most residents (51%) say they get their information about local issues from the local television news, nearly one-fourth of the respondents say they get their information from social media sources. This data clearly indicates the importance for the city to use social media as a channel for communicating with its residents.

Half of the residents surveyed work outside of Oakland Park. Nearly one-third of the residents say they are retired or do not work outside the home. Three-fourths of these people are over 65 years of age. This data indicates that approximately 23% of the adult population is retired.

Slightly more than half the respondents, (53%), told us they own their home. Renters are more likely to be people between the ages of 35 and 65 and Hispanic.

A combination of racial identification and length of residence indicate a pattern of a city that is growing younger and more diverse. While most residents (56%) identify as white, 16% identify as African American, 15% as Hispanic or Latino, and 10% self-identify as something else. Seventy percent (70%) of the residents who identify themselves as white are over 50 years old. Nearly two-thirds of the people who identify themselves as African American, Hispanic, or something else are under 50 years old.

A large majority of the younger, racially-diverse population has lived in Oakland Park less than 10 years. A large majority of older, white residents have lived in Oakland Park more than 10 years.

In many communities with these demographic divides, you will find sharp differences in opinions about the direction of the community and what the community should be doing. This is NOT the case in Oakland Park. The leadership of the city seems to have created a very harmonious atmosphere in the city for people of all ages and races.