



CITY OF DESTIN
 SURVEY RESEARCH REPORT
 NOVEMBER 2017
 OVERALL RESULTS

QUESTION 1. IN GENERAL, DO YOU BELIEVE THINGS IN DESTIN ARE HEADED IN THE RIGHT DIRECTION OR ARE THEY OFF ON THE WRONG TRACK?

	#	%	
1. RIGHT DIRECTION	167	56	
2. WRONG TRACK	119	40	
98. NOT SURE	14	5	
TOTAL	300		
NET RIGHT	48	16%	
RIGHT : WRONG		1.4:1	

QUESTION 2. OVERALL HOW SATISFIED ARE YOU WITH YOUR CURRENT ELECTRICAL SERVICE?

	#	%	
1. VERY SATISFIED	165	55	
2. SOMEWHAT SATISFIED	98	33	
3. NEUTRAL	25	8	
4. SOMEWHAT DISSATISFIED	9	3	
5. VERY DISSATISFIED	2	1	
98. NOT SURE	1	0	
TOTAL	300		
SATISFIED	263	88%	
DISSATISFIED	11	4%	
NET SATISFIED	252	84%	
SATISFIED : DISSATISFIED		23.9:1	

QUESTION 3. OVERALL, HOW SATISFIED ARE YOU WITH THE RESPONSE OF YOUR ELECTRICAL PROVIDER DURING STORMS?

	#	%	
1. VERY SATISFIED	168	56	
2. SOMEWHAT SATISFIED	96	32	
3. NEUTRAL	22	7	
4. SOMEWHAT DISSATISFIED	8	3	
5. VERY DISSATISFIED	4	1	
98. NOT SURE	2	1	
TOTAL	300		
SATISFIED	264	88%	
DISSATISFIED	12	4%	
NET SATISFIED	252	84%	
SATISFIED : DISSATISFIED		22.0:1	

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QUESTION 4. ARE YOU AWARE THAT THE CITY OF DESTIN IS CONSIDERING TAKING OVER YOUR ELECTRICAL SERVICE AT THE COST TO YOU OF 71 MILLION DOLLARS OR MORE?

	#	%	
1. YES	193	64	
2. NO	103	34	
98. NOT SURE	4	1	
TOTAL		300	

QUESTION 5. THE CITY OF DESTIN IS CONSIDERING TAKING OVER YOUR ELECTRIC SERVICE. THIS MEANS THE CITY WOULD BUY THE DISTRIBUTION LINES, POLES, SUBSTATIONS AND OTHER EQUIPMENT FROM GULF POWER AT A COST OF 71 MILLION DOLLARS OR MORE. THEN THE CITY WOULD CREATE ITS OWN BUREAUCRACY TO RUN THE SYSTEM WITH CITY EMPLOYEES, PROVIDE SERVICE, BUY POWER AND PROVIDE STORM RESPONSE. DO YOU BELIEVE THE GOVERNMENT SHOULD BE IN THE BUSINESS OF PROVIDING ELECTRICAL SERVICE?

	#	%	
1. YES	26	9	
2. NO	251	84	
98. NOT SURE	23	8	
TOTAL		300	

QUESTION 6. OTHER CITIES HAVE CREATED GOVERNMENT RUN ELECTRIC SERVICES. IN MANY CASES, TAXES INCREASED, POWER RATES INCREASED, AND THE COSTS SOARED FOR TAXPAYERS. KNOWING THAT, WOULD YOU BE MORE LIKELY OR LESS LIKELY TO SUPPORT A DESTIN GOVERNMENT RUN ELECTRIC SERVICE?

	#	%	
1. MUCH MORE LIKELY	10	3	
2. SOMEWHAT MORE LIKELY	21	7	
3. WOULD NOT AFFECT	21	7	
4. SOMEWHAT LESS LIKELY	57	19	
5. MUCH LESS LIKELY	186	62	
98. NOT SURE	5	2	
TOTAL		300	

MORE LIKELY	31	10%	
LESS LIKELY	243	81%	
NET MORE	-212	-71%	
MORE : LESS	1:7.8		

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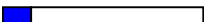
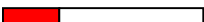

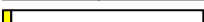


QUESTION 7. WHO WOULD YOU TRUST MORE TO PROVIDE THE BEST EMERGENCY RESPONSE DURING STORMS AND HURRICANES: GULF POWER OR A DESTIN CITY-RUN ELECTRICAL SERVICE?

	#	%	
1. GULF POWER	257	86	
2. DESTIN CITY-RUN	15	5	
98. NOT SURE	28	9	
TOTAL	300		

QUESTION 8. THE CITY OF DESTIN IS CONSIDERING CREATING A GOVERNMENT RUN ELECTRIC SYSTEM AT THE COST OF 71 MILLION DOLLARS OR MORE. DO YOU THINK THE CITIZENS OF DESTIN SHOULD DECIDE THIS ISSUE WITH A VOTE OF THE PEOPLE, OR DO YOU TRUST THE DESTIN CITY COUNCIL TO DECIDE THIS MATTER FOR YOU?

	#	%	
1. PEOPLE SHOULD VOTE TO DECIDE	284	95	
2. TRUST THE COUNCIL	11	4	
98. NOT SURE	5	2	
TOTAL	300		

QUESTION 9. THE CITY OF DESTIN JUST PAID 58 THOUSAND DOLLARS FOR A FEASIBILITY STUDY ON CREATING A GOVERNMENT RUN ELECTRIC SERVICE. THE CITY DETERMINED THAT THE STUDY WAS UNRELIABLE. NOW THEY ARE CONSIDERING SPENDING MORE CITY MONEY ON AN ADDITIONAL STUDY OF THE SAME ISSUE. HOW DO YOU FEEL ABOUT THE DECISION OF THE COUNCIL; SHOULD THEY COMMISSION AN ADDITIONAL STUDY OR SHOULD THEY STOP THE PROCESS AND ABANDON THIS IDEA?

	#	%	
1. STRONGLY SHOULD COMMISSION	15	5	
2. SHOULD COMMISSION	42	14	
3. SHOULD STOP	85	28	
4. STRONGLY SHOULD STOP	145	48	
98. NOT SURE	13	4	
TOTAL	300		
SHOULD STOP	230	77%	
SHOULD COMMISSION	57	19%	
NET STOP	173	58%	
STOP : SHOULD	4.0:1		

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QUESTION 10. ONE REASON THE CITY COUNCIL IS CONSIDERING BUYING THE GULF POWER SYSTEM IS SO THEY CAN BURY POWER LINES. ESTIMATES ARE THIS WOULD COST ANOTHER 50 MILLION DOLLARS ON TOP OF THE 71 MILLION DOLLARS NEEDED TO PURCHASE THE SYSTEM. AFTER LINES ARE BURIED INDIVIDUAL CUSTOMERS WOULD THEN HAVE TO PAY THOUSANDS DOLLARS TO RECONNECT TO THE NEW SYSTEM. WITH THIS KNOWLEDGE WOULD YOU BE IN FAVOR OF BURYING THE POWER LINES IN DESTIN OR WOULD YOU OPPOSE IT?



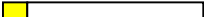





	#	%	
1. STRONGLY FAVOR BURYING	12	4	
2. FAVOR BURYING	55	18	
3. OPPOSE BURYING	101	34	
4. STRONGLY OPPOSE BURYING	125	42	
98. NOT SURE	7	2	
TOTAL		300	
OPPOSE BURYING	226	75%	
FAVOR BURYING	67	22%	
NET OPPOSE	159	53%	
OPPOSE : FAVOR		3.4:1	

QUESTION 11. IN A REFERENDUM VOTE, WOULD YOU VOTE YES OR NO FOR THE CITY OF DESTIN TO SPEND 71 MILLION DOLLARS OR MORE TO CREATE A GOVERNMENT RUN ELECTRIC SERVICE?






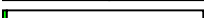


	#	%	
1. YES	22	7	
2. NO	264	88	
98. NOT SURE	14	5	
TOTAL		300	

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QUESTION 12. NEXT MARCH, THREE CITY COUNCIL MEMBERS AND THE MAYOR WILL FACE RE-ELECTION. WOULD YOU BE MORE LIKELY OR LESS LIKELY TO VOTE FOR A CANDIDATE WHO WANTS TO SPEND 71 MILLION DOLLARS OR MORE FOR A GOVERNMENT RUN ELECTRIC SERVICE?



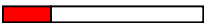

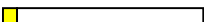


	#	%	
1. MUCH MORE LIKELY	9	3	
2. SOMEWHAT MORE LIKELY	16	5	
3. WOULD NOT AFFECT	36	12	
4. SOMEWHAT LESS LIKELY	66	22	
5. MUCH LESS LIKELY	165	55	
98. NOT SURE	8	3	
TOTAL		300	
MORE LIKELY	25	8%	
LESS LIKELY	231	77%	
NET MORE	-206	-69%	
MORE : LESS	1:9.2		

QUESTION 13. IF A CITY COUNCIL MEMBER OPPOSES A REFERENDUM THAT GIVES THE PEOPLE THE RIGHT TO VOTE ON A GOVERNMENT RUN ELECTRIC SERVICE, WOULD YOU BE MORE LIKELY OR LESS LIKELY TO VOTE FOR THEM IN THE NEXT ELECTION?

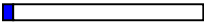
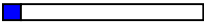


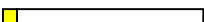


	#	%	
1. MUCH MORE LIKELY	22	7	
2. SOMEWHAT MORE LIKELY	25	8	
3. WOULD NOT AFFECT	35	12	
4. SOMEWHAT LESS LIKELY	52	17	
5. MUCH LESS LIKELY	160	53	
98. NOT SURE	6	2	
TOTAL		300	
MORE LIKELY	47	16%	
LESS LIKELY	212	71%	
NET MORE	-165	-55%	
MORE : LESS	1:4.5		

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QUESTION 14. I AM ABOUT TO READ TO YOU A SERIES OF ARGUMENTS IN FAVOR OF A GOVERNMENT-RUN ELECTRIC SERVICE. AFTER HEARING EACH STATEMENT, I WOULD LIKE FOR YOU TO TELL ME WHETHER YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE, OR STRONGLY DISAGREE.
 A GOVERNMENT RUN ELECTRIC SERVICE WILL PROVIDE BETTER SERVICE THAN I HAVE NOW.

	#	%	
1. STRONGLY AGREE	13	4	
2. SOMEWHAT AGREE	16	5	
3. SOMEWHAT DISAGREE	72	24	
4. STRONGLY DISAGREE	177	59	
98. NOT SURE	22	7	
TOTAL		300	
AGREE	29	10%	
DISAGREE	249	83%	
NET AGREE	-220	-73%	
AGREE : DISAGREE	1:8.6		

QUESTION 15. A GOVERNMENT RUN ELECTRIC SERVICE WILL PROVIDE BETTER HURRICANE AND STORM RESPONSE THAN I HAVE NOW.

	#	%	
1. STRONGLY AGREE	14	5	
2. SOMEWHAT AGREE	26	9	
3. SOMEWHAT DISAGREE	73	24	
4. STRONGLY DISAGREE	165	55	
98. NOT SURE	22	7	
TOTAL		300	
AGREE	40	13%	
DISAGREE	238	79%	
NET AGREE	-198	-66%	
AGREE : DISAGREE	1:5.9		

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QUESTION 16. A GOVERNMENT RUN ELECTRIC SERVICE WILL MAKE A PROFIT FOR DESTIN TO FUND OTHER IMPORTANT PROJECTS.

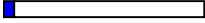






	#	%	
1. STRONGLY AGREE	11	4	
2. SOMEWHAT AGREE	34	11	
3. SOMEWHAT DISAGREE	65	22	
4. STRONGLY DISAGREE	159	53	
98. NOT SURE	31	10	
TOTAL		300	
AGREE	45	15%	
DISAGREE	224	75%	
NET AGREE	-179	-60%	
AGREE : DISAGREE		1:5.0	

QUESTION 17. A GOVERNMENT RUN ELECTRIC SERVICE WILL KEEP MY TAXES LOW?

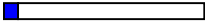

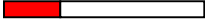




	#	%	
1. STRONGLY AGREE	11	4	
2. SOMEWHAT AGREE	19	6	
3. SOMEWHAT DISAGREE	71	24	
4. STRONGLY DISAGREE	180	60	
98. NOT SURE	19	6	
TOTAL		300	
AGREE	30	10%	
DISAGREE	251	84%	
NET AGREE	-221	-74%	
AGREE : DISAGREE		1:8.4	

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QUESTION 18. A GOVERNMENT RUN SERVICE WILL CREATE PROFITS TO PAY FOR THE BURYING OF POWER LINES, BEAUTIFYING OUR CITY.


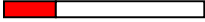
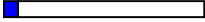
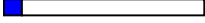


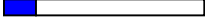
	#	%	
1. STRONGLY AGREE	14	5	
2. SOMEWHAT AGREE	43	14	
3. SOMEWHAT DISAGREE	71	24	
4. STRONGLY DISAGREE	148	49	
98. NOT SURE	24	8	
TOTAL		300	
AGREE	57	19%	
DISAGREE	219	73%	
NET AGREE	-162	-54%	
AGREE : DISAGREE		1:3.8	

QUESTION 19. PROFITS FROM A GOVERNMENT RUN SERVICE WILL GO TO THE CITY'S TAXPAYERS AND NOT CORPORATE INVESTORS.



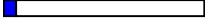




	#	%	
1. STRONGLY AGREE	20	7	
2. SOMEWHAT AGREE	31	10	
3. SOMEWHAT DISAGREE	83	28	
4. STRONGLY DISAGREE	141	47	
98. NOT SURE	25	8	
TOTAL		300	
AGREE	51	17%	
DISAGREE	224	75%	
NET AGREE	-173	-58%	
AGREE : DISAGREE		1:4.4	

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QUESTION 20. I AM ABOUT TO READ TO YOU A SERIES OF ARGUMENTS OPPOSING A GOVERNMENT-RUN ELECTRIC SERVICE. AFTER HEARING EACH STATEMENT, I WOULD LIKE FOR YOU TO TELL ME WHETHER YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE, OR STRONGLY DISAGREE. THE CITY HAS NO BUSINESS RUNNING AN ELECTRIC SERVICE. IT'S NOT THE FUNCTION OF GOVERNMENT.

	#	%	
1. STRONGLY AGREE	162	54	
2. SOMEWHAT AGREE	79	26	
3. SOMEWHAT DISAGREE	21	7	
4. STRONGLY DISAGREE	26	9	
98. NOT SURE	12	4	
TOTAL		300	
AGREE	241	80%	
DISAGREE	47	16%	
NET AGREE	194	65%	
AGREE : DISAGREE	5.1:1		

QUESTION 21. THE CITY CANNOT AFFORD TO SPEND 71 MILLION DOLLARS OR MORE TO PURCHASE AN ELECTRICAL SYSTEM.

	#	%	
1. STRONGLY AGREE	191	64	
2. SOMEWHAT AGREE	68	23	
3. SOMEWHAT DISAGREE	17	6	
4. STRONGLY DISAGREE	10	3	
98. NOT SURE	14	5	
TOTAL		300	
AGREE	259	86%	
DISAGREE	27	9%	
NET AGREE	232	77%	
AGREE : DISAGREE	9.6:1		

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QUESTION 22. PURCHASING AN ELECTRICAL SYSTEM WILL PUT THE CITY IN
 GREATER RISK OF FINANCIAL PROBLEMS OR BANKRUPTCY.

	#	%	
1. STRONGLY AGREE	185	62	
2. SOMEWHAT AGREE	81	27	
3. SOMEWHAT DISAGREE	13	4	
4. STRONGLY DISAGREE	8	3	
98. NOT SURE	13	4	
TOTAL	300		
AGREE	266	89%	
DISAGREE	21	7%	
NET AGREE	245	82%	
AGREE : DISAGREE		12.7:1	

QUESTION 23. A GOVERNMENT RUN ELECTRIC SYSTEM WILL CAUSE MY POWER BILL
 TO GO UP.

	#	%	
1. STRONGLY AGREE	165	55	
2. SOMEWHAT AGREE	92	31	
3. SOMEWHAT DISAGREE	15	5	
4. STRONGLY DISAGREE	7	2	
98. NOT SURE	21	7	
TOTAL	300		
AGREE	257	86%	
DISAGREE	22	7%	
NET AGREE	235	78%	
AGREE : DISAGREE		11.7:1	

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QUESTION 24. A GOVERNMENT RUN ELECTRIC SYSTEM WILL CAUSE TAXES TO INCREASE.

	#	%	
1. STRONGLY AGREE	175	58	
2. SOMEWHAT AGREE	88	29	
3. SOMEWHAT DISAGREE	10	3	
4. STRONGLY DISAGREE	5	2	
98. NOT SURE	22	7	
TOTAL	300		
AGREE	263	88%	
DISAGREE	15	5%	
NET AGREE	248	83%	
AGREE : DISAGREE	17.5:1		

QUESTION 25. I AM VERY HAPPY WITH MY CURRENT SERVICE.

	#	%	
1. STRONGLY AGREE	187	62	
2. SOMEWHAT AGREE	91	30	
3. SOMEWHAT DISAGREE	14	5	
4. STRONGLY DISAGREE	7	2	
98. NOT SURE	1	0	
TOTAL	300		
AGREE	278	93%	
DISAGREE	21	7%	
NET AGREE	257	86%	
AGREE : DISAGREE	13.2:1		

QUESTION 26. POOR STORM AND HURRICANE RESPONSE WILL BE DANGEROUS FOR OUR CITY.

	#	%	
1. STRONGLY AGREE	192	64	
2. SOMEWHAT AGREE	72	24	
3. SOMEWHAT DISAGREE	15	5	
4. STRONGLY DISAGREE	7	2	
98. NOT SURE	14	5	
TOTAL	300		
AGREE	264	88%	
DISAGREE	22	7%	
NET AGREE	242	81%	
AGREE : DISAGREE	12.0:1		

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QUESTION 27. NOW THAT YOU HAVE HEARD ALL THE ARGUMENTS FOR AND AGAINST CREATING A GOVERNMENT RUN ELECTRIC SERVICE, DO YOU SUPPORT OR OPPOSE SPENDING \$71 MILLION OR MORE TO CREATE SUCH A SERVICE?

	#	%	
1. STRONGLY SUPPORT	21	7	
2. SOMEWHAT SUPPORT	21	7	
3. SOMEWHAT OPPOSE	53	18	
4. STRONGLY OPPOSE	196	65	
98. NOT SURE	9	3	
TOTAL	300		
SUPPORT	42	14%	
OPPOSE	249	83%	
NET SUPPORT	-207	-69%	
SUPPORT : OPPOSE		1:5.9	

QUESTION 28. GENERALLY SPEAKING, DO YOU THINK OF YOURSELF AS A REPUBLICAN, A DEMOCRAT, OR AN INDEPENDENT. (IF REPUBLICAN/DEMOCRAT) WOULD YOU SAY YOU ARE A STRONG (REPUBLICAN/DEMOCRAT) OR THAT YOU LEAN (REPUBLICAN/DEMOCRAT)? (IF INDEPENDENT) DO YOU THINK OF YOURSELF AS LEANING MORE TOWARDS THE REPUBLICAN OR THE DEMOCRATIC PARTY OR ARE YOU COMPLETELY INDEPENDENT?

	#	%	
1. STRONG DEMOCRAT	31	10	
2. LEAN DEMOCRAT	36	12	
3. COMPLETELY INDEPENDENT	91	31	
4. LEAN REPUBLICAN	48	16	
5. STRONG REPUBLICAN	87	29	
98. NOT SURE	4	1	
99. REFUSED	3		
TOTAL	300		
REPUBLICAN	135	45%	
DEMOCRAT	67	23%	
NET REP	68	23%	
REP : DEM		2.0:1	

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QUESTION 29. HOW LONG HAVE YOU LIVED IN DESTIN?

	#	%	
1. LESS THAN 5 YEARS	21	7	
2. 5-10 YEARS	66	22	
3. 10-15 YEARS	66	22	
4. MORE THAN 15 YEARS	147	49	
TOTAL	300		

QUESTION 30. DO YOU OWN YOUR CURRENT RESIDENCE OR DO YOU RENT IT?

	#	%	
1. OWN	255	85	
2. RENT	44	15	
99. REFUSED	1		
TOTAL	300		

QUESTION 31. DO YOU CURRENTLY HAVE AN ACCOUNT ON FACEBOOK?

	#	%	
1. YES	164	55	
2. NO	132	45	
99. REFUSED	4		
TOTAL	300		

QUESTION 32. DO YOU CURRENTLY HAVE AN ACCOUNT ON TWITTER?

	#	%	
1. YES	60	20	
2. NO	236	80	
99. REFUSED	4		
TOTAL	300		

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QUESTION 33. AGE

	#	%	
1. 18-34	33	11	
2. 35-49	53	18	
3. 50-64	84	28	
4. 65-74	65	22	
5. 75+	65	22	
TOTAL	300		

QUESTION 34. GENDER

	#	%	
1. MALE	144	48	
2. FEMALE	156	52	
TOTAL	300		

QUESTION 35. CELL PHONE

	#	%	
1. YES	174	58	
2. NO	126	42	
TOTAL	300		

QUESTION 36. GEOGRAPHIC

	#	%	
1. DESTIN NORTH	76	25	
2. DESTIN SOUTH	82	27	
3. DESTIN CENTRAL	54	18	
4. DESTIN WEST	88	29	
TOTAL	300		

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QUESTION 37. AFFILIATION

	#	%	
1. DEMOCRAT	58	19	
2. REPUBLICAN	190	63	
3. UNAFFILIATED	51	17	
4. OTHER	1	0	
TOTAL	300		