

# Pinellas County Citizen Research: 2014 Online Study

**CLIENT:** Pinellas County

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# Study Overview

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- An electronic survey of Pinellas County citizens was fielded between February 24 and February 28, 2014.
- Access to this survey was made available at the close of the telephonic citizen survey.
- Citizens were able to participate via an online link, which was posted on the Pinellas County website. A countywide press release also drove interested respondents to the link.
- Data collection was limited to Pinellas County residents.

# Demographics

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Gender	Online	Phone
Male	47.1%	52.5%
Female	52.9%	47.5%

Age	Online	Phone
18-29	12.1%	10.7%
30-39	16.7%	14.5%
18-39	28.8%	25.2%
40-64	56.8%	55.4%
65+	14.3%	19.5%

Children in Household	Online	Phone
Yes	25.5%	38.3%
No	74.5%	61.7%

Race/Ethnicity	Online	Phone
White/Caucasian	91.2%	81.9%
Black/African American	2.9%	8.8%
Other	4.2%	9.3%

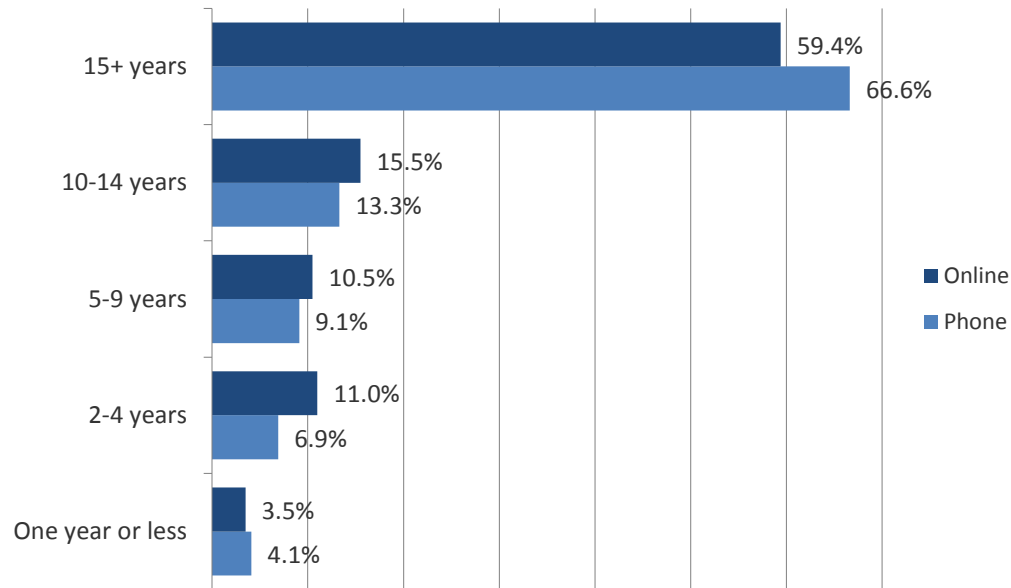
Household Income (HHI)	Online	Phone
Under \$25k	9.9%	4.5%
\$25k-\$49k	20.8%	14.6%
\$50k-\$74k	24.5%	25.7%
\$75k-\$99k	17.1%	24.8%
\$100k-\$149k	19.2%	20.3%
\$150k+	8.5%	10.1%

# Length of Residency

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- Nearly 3 in 4 (74.9%) citizen respondents have been living in Pinellas County for 10 or more years, reflecting a base of individuals with a long point of reference of insight and experience.

## *How long have you lived within Pinellas County?*

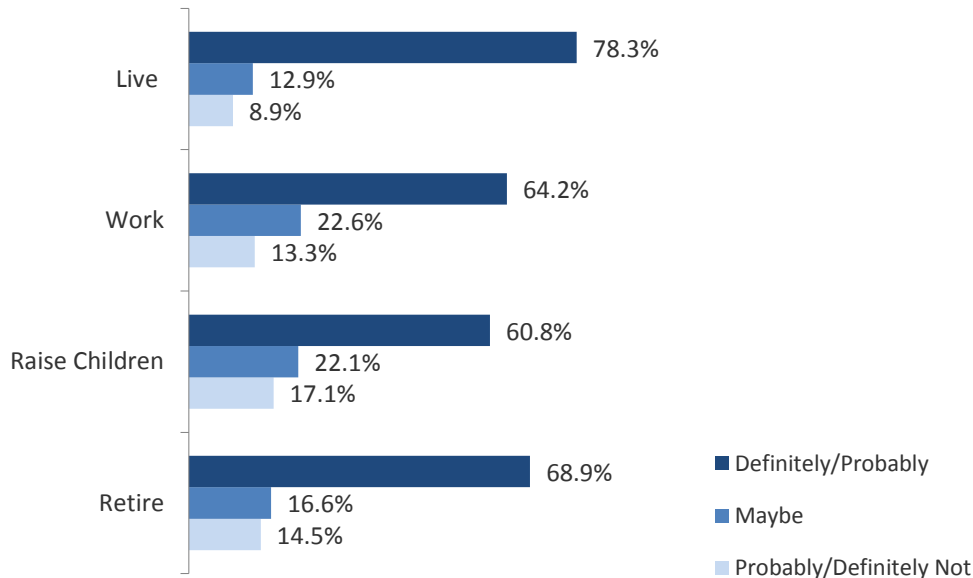


# Recommendation of Pinellas County

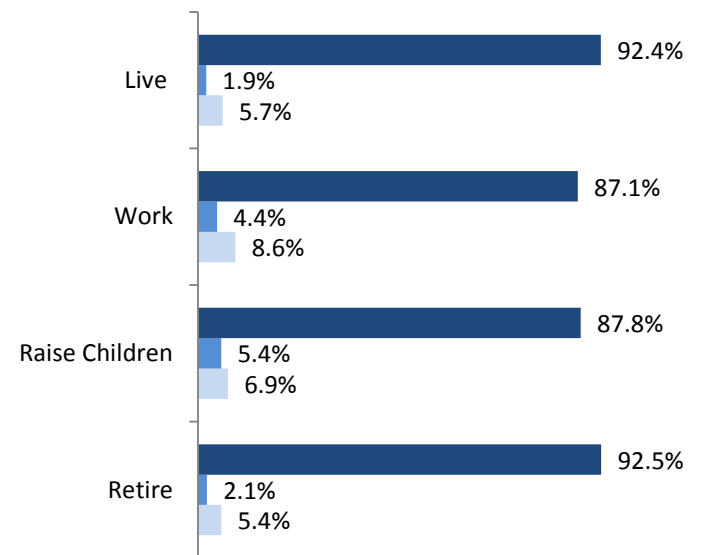
- Citizens provided favorable recommendations of Pinellas County.
  - Three in five or more citizens surveyed electronically recommended the County as a place to live, work, raise children and retire.
    - Close to 8 in 10 recommended Pinellas as a place to live (78.3%).
  - Approximately 9 in 10 surveyed by phone recommended the County as a place to live, work, raise children and retire.

***Would you recommend Pinellas County to a friend, family member or acquaintance, as a place to live, work, raise children and/or retire?***

## Online Results



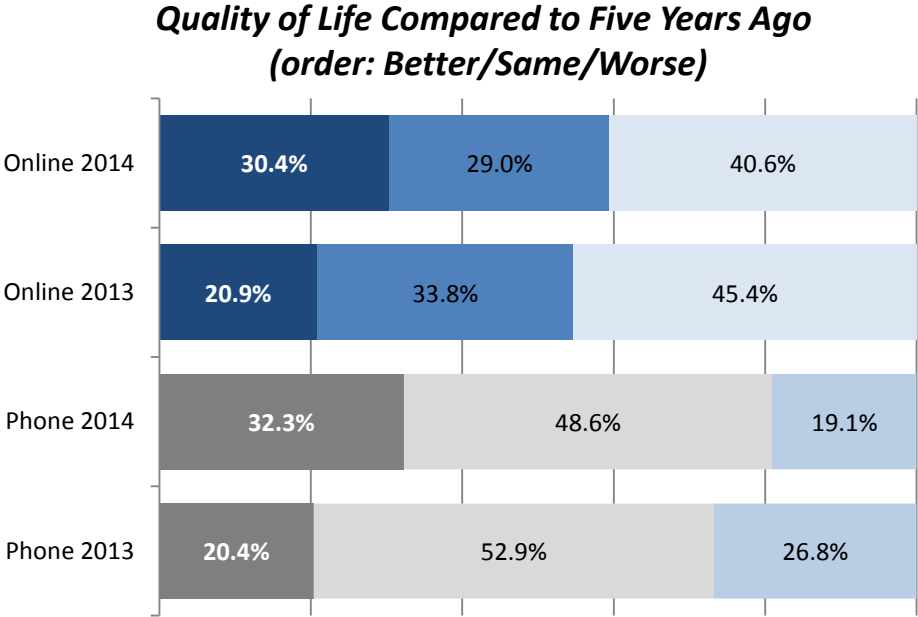
## Phone Results



# Quality of Life

- Quality of life ratings reported by online respondents significantly improved between 2013 and 2014 (20.9% to 30.4%).
  - 2 in 5 (40.6%) report quality of life being worse than five years ago—slightly fewer than in 2013 (45.4%).

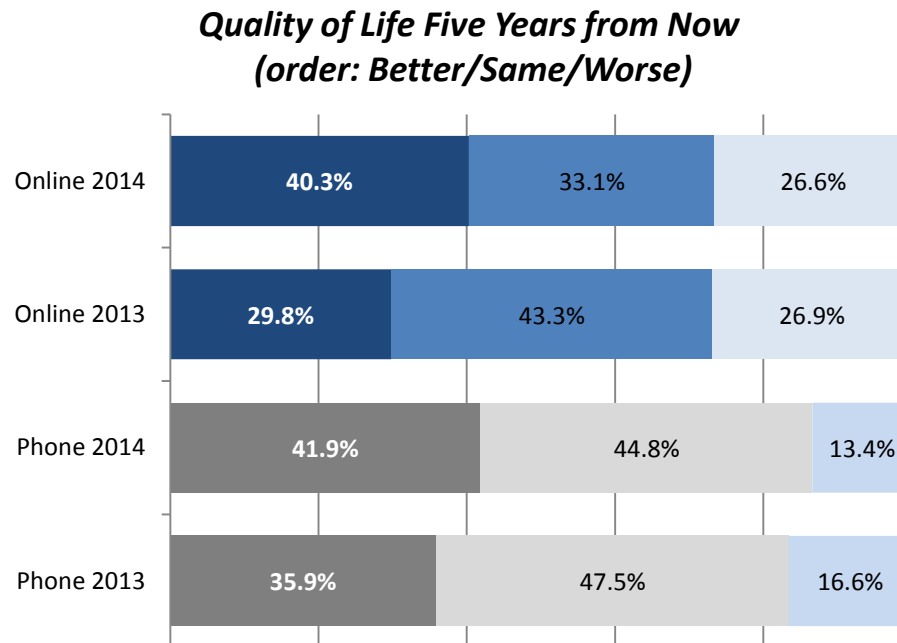
***Compared to five years ago, has the quality of life in Pinellas County changed?***



# Future Quality of Life

- Online survey respondents project an optimistic outlook for their future quality of life.
  - 4 in 10 (40.3%) project that quality of life will be better five years from now—significantly up from 2013 (29.8%).

***Do you think that the quality of life in Pinellas County five years from now will be significantly better, somewhat better, about the same, somewhat worse or significantly worse?***



# Open Comments

***Reasons given by citizens for their perceptions of Pinellas County as being “better” or “worse” compared to 5 years ago.***

	Better	Worse
Economy	8	9
New Businesses	7	
Road/Traffic/Transit Issues	6	40
Recreation options	5	1
General Optimistic/Negative	5	4
Development/Overdevelopment	5	4
Culture	5	
Parks/Natural Preservation	3	9
Home values	3	8
Jobs	3	7
Safety/Crime	2	19
Vacated homes	2	2
Cost of living	1	8
Noise	1	
Sense of community	1	2
Construction/over construction		7
Elected officials		6
Fluoride		2
Taxes/Tax Increases		12
Homelessness		3
EMS		1
Spending		1
Funding cuts affecting service		7
Drug abuse		4
Education		1
Code enforcement		2
Red light cameras		4
Overcrowding		8
Animal Services		1
Cost of doing buisness		2
Waste Water		1
Tourism		3

***Reasons given by citizens for their perceptions of Pinellas County as getting “better” or “worse” in the next 5 years.***

	Better	Worse
Road/Traffic/Transit Issues	26	14
General Optimistic/Negative	21	6
Elected officials	6	5
Development/Overdevelopment	6	2
Economy	5	3
Home values	3	1
Community involvement/quality of life	3	
Parks/Natural Preservation	2	1
Jobs	2	1
Education	2	6
Funding cuts affecting service	2	5
Culture and arts	2	
Taxes/Tax Increases	1	15
Vacated homes	1	
Spending	1	3
Cost of living	1	7
Overcrowding	1	9
Improvement of county services	1	
Environment	1	3
Recycling	1	
Improved/weak infrastructure	1	3
Police/law enforcement	1	3
Safety/Crime		11
Fluoride		1
Drug abuse		1
Red light cameras		1
Noise		1
Tourism		4

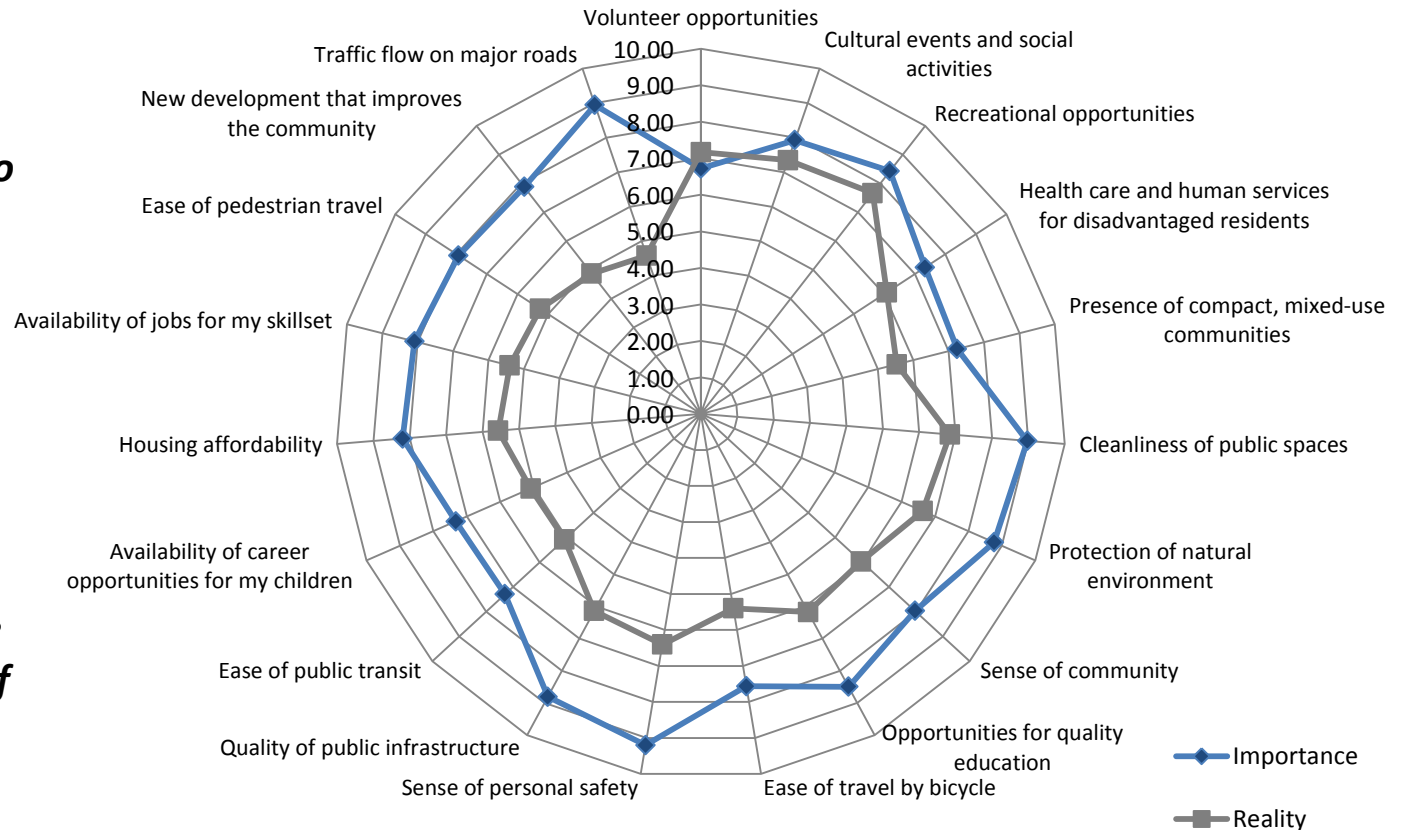


# Community Characteristics

- Items where there is the least distance between the two lines reflect community characteristics where the Pinellas County offering is best aligned with what is important to the citizens.

***How important is it to you personally, that your community possesses the following characteristics on a 10-point scale?***

***In your personal experience, are these characteristics true of Pinellas County?***



# Community Characteristics (cont'd)

- Citizens perceived strongest alignment between *volunteer opportunities, cultural events and social activities* and *recreational opportunities*.
- Grey cells reflect community characteristics which are perceived as having weakest alignment with citizen expectation—*ease of pedestrian travel, new development and traffic flow on major roads*.

***How important is it to you personally, that your community possesses the following characteristics on a 10-point scale?***

***In your personal experience, are these characteristics true of Pinellas County?***

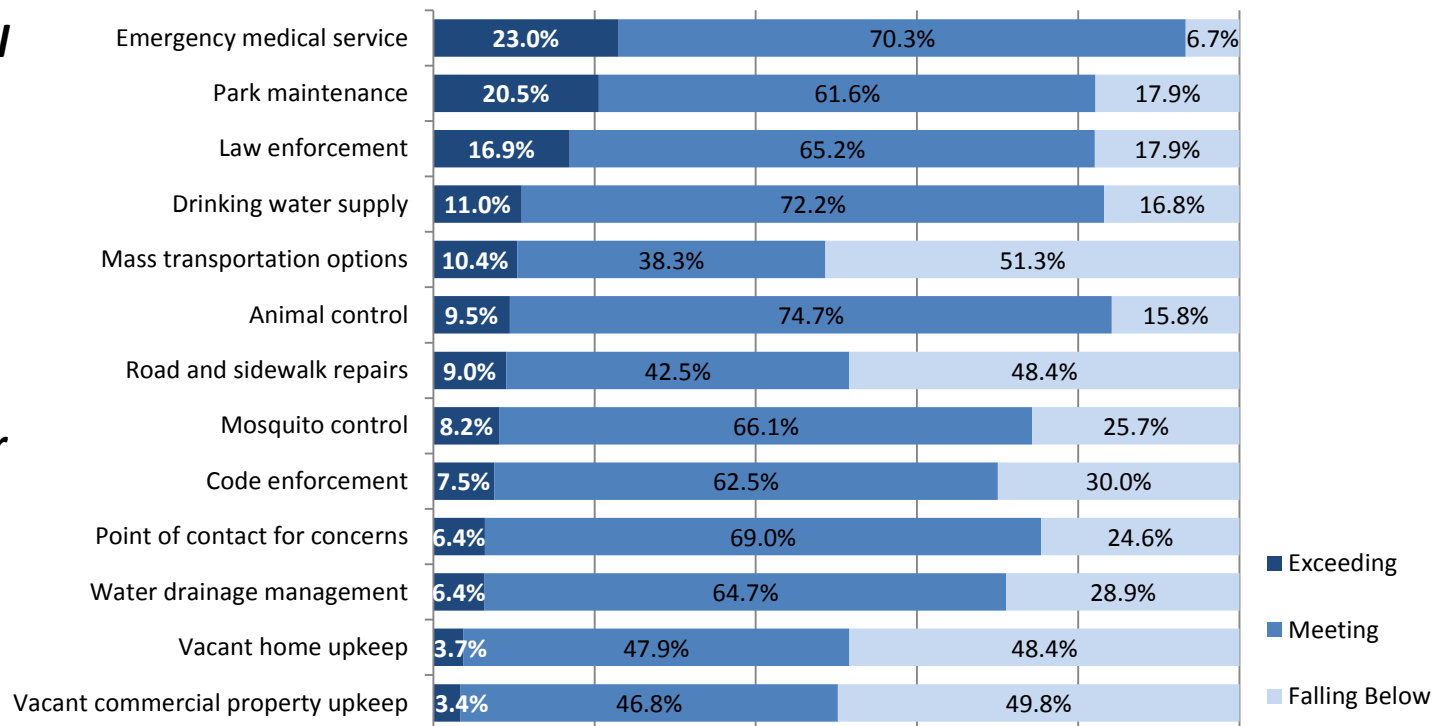
	Importance	Reality	Ratio Reality: Importance
Volunteer opportunities	6.72	7.17	1.07
Cultural events and social activities	7.92	7.35	0.93
Recreational opportunities	8.43	7.66	0.91
Health care and human services for disadvantaged residents	7.34	6.09	0.83
Presence of compact, mixed-use communities	7.24	5.53	0.76
Cleanliness of public spaces	<b>8.97</b>	6.84	0.76
Protection of natural environment	<b>8.77</b>	6.63	0.76
Sense of community	7.97	5.97	0.75
Opportunities for quality education	8.50	6.17	0.73
Ease of travel by bicycle	7.56	5.40	0.71
Sense of personal safety	<b>9.20</b>	6.41	0.70
Quality of public infrastructure	<b>8.81</b>	6.13	0.70
Ease of public transit	7.29	5.08	0.70
Availability of career opportunities for my children	7.33	5.09	0.69
Housing affordability	8.19	5.57	0.68
Availability of jobs for my skillset	8.09	5.40	0.67
Ease of pedestrian travel	7.93	5.26	0.66
New development that improves the community	7.88	4.87	0.62
Traffic flow on major roads	<b>8.94</b>	4.58	0.51

**Note:** Bold text indicates community characteristics for which citizens provided the top five highest average importance ratings.

# Expectations of County Services

- Top areas where expectations are being met or exceeded include *emergency medical service, park maintenance and law enforcement.*
- Areas where service is falling below expectations include *mass transit options, vacant commercial property upkeep, vacant home upkeep, and road and sidewalk repairs.*
- Other comments of where service has fallen below expectations included references of traffic/transit/signage and high taxes.

***In your personal experience, is Pinellas County exceeding, meeting, or falling below your expectations for the following?***

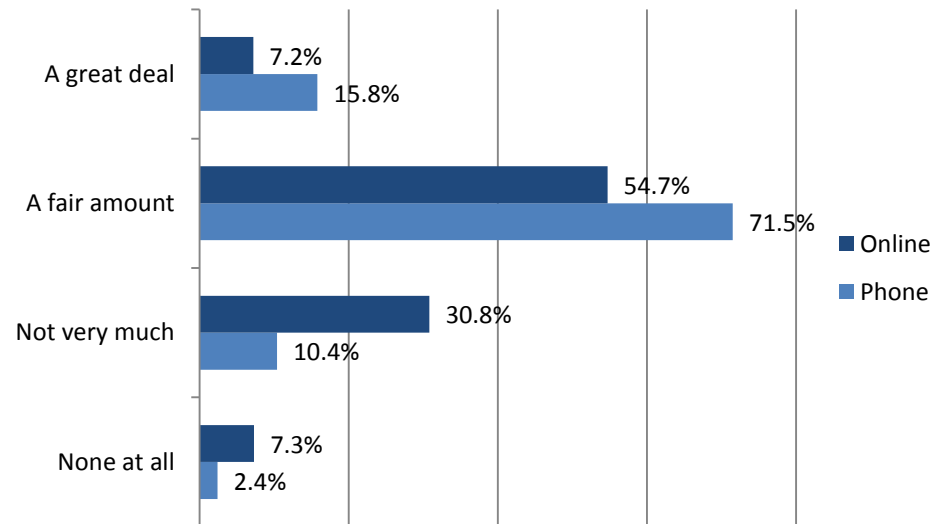


# Trust and Confidence

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- 6 in 10 (61.9%) respondents reported having a great deal or fair amount of trust and confidence in the local government handling County issues.
  - This represents a slight decrease from the response provided by online participants in 2013 (67.4%).

***How much trust and confidence do you have in Pinellas County government when it comes to handling County issues?***



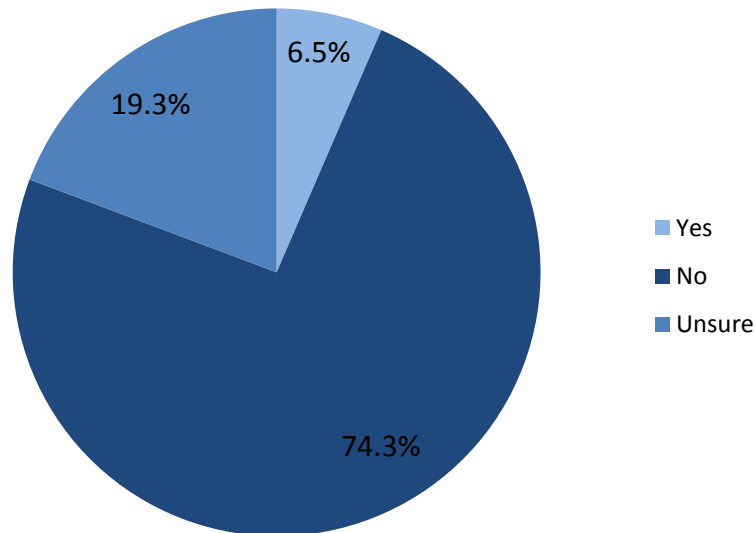
# Plans to Move

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- Few citizens reported plans towards moving away from Pinellas County in the next year.
  - Plans indicated were in line with 2013 data.

***Do you have plans to move away from Pinellas County within the next year?***

**Plan to Move Away from Pinellas**



# Takeaways

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- The online survey captured feedback from residents whose **tenure reflects a long-term point of reference** and deep experience with the County.
- Citizen recommendation ratings continue to **reflect their support of Pinellas** as a *place* to live, work, retire and raise children, with no significant changes noted.
- **Positive sentiment significantly increased** as reflected by quality of life ratings; there was a significant increase in quality of life ratings, compared to the last study.
- **Optimism continues to rise**, with an increasing number of residents projecting quality of life five years from now as being “better.”
- Citizens indicate consistency in the categories for which they perceive **strong alignment by Pinellas County with their needs**: *volunteer opportunities, cultural events and social activities and recreational opportunities*.
- Areas of **lesser perceived alignment** continue to include the categories of *ease of pedestrian travel* and *traffic flow on major roads*, and include new category: *new development*.
- **Concerns regarding traffic and transportation** continue to be voiced through community characteristic ratings and open ended responses.
- **County efforts meet or exceed expectations** across a majority of County service areas, with greatest ratings for *emergency medical service, park maintenance and law enforcement*.
- Areas most noted as **falling below expectation** include *mass transit options, vacant commercial property upkeep, vacant home upkeep, and road and sidewalk repairs*.
- The County is in a good position with regard to citizen perception of **trust and confidence**.