

Pinellas County Citizen Research:

Telephonic Study of Citizen Values

Top Line Results

CLIENT: Pinellas County

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Research | Strategy | Marketing

Study Overview & Methodology

Pinellas County Citizen Survey

Telephonic Methodology

RDD—Random Digit Dial (includes landlines and cell phones)

Calls Completed January 13- February 1, 2016

800 Completes—200 in North, Mid, South and Beaches Regions

±3.5% at 95% Confidence Level

This map displays the 44 congressional districts of Maryland for the 2012 election. The districts are color-coded based on their political leaning: blue for Republican-leaning, grey for Democratic-leaning, and light blue for swing districts. The map includes the following district numbers:

- Blue Districts (Republican-leaning):** 34688, 34689, 34683, 34684, 34685, 34677, 34698, 33761, 34695, 33763.
- Grey Districts (Democratic-leaning):** 33767, 33755, 33765, 33759, 33756, 33764, 33770, 33771, 33760, 33762, 33774, 33778, 33773, 33716, 33776, 33777, 33782.
- Light Blue Districts (Swing):** 33786, 33785, 33772, 33781, 33702, 33709, 33714, 33703, 33710, 33713, 33704, 33701, 33707, 33711, 33705, 33712, 33708, 33706, 33715.

Beach	45,957
Mid	301,535
North	253,407
South	360,079



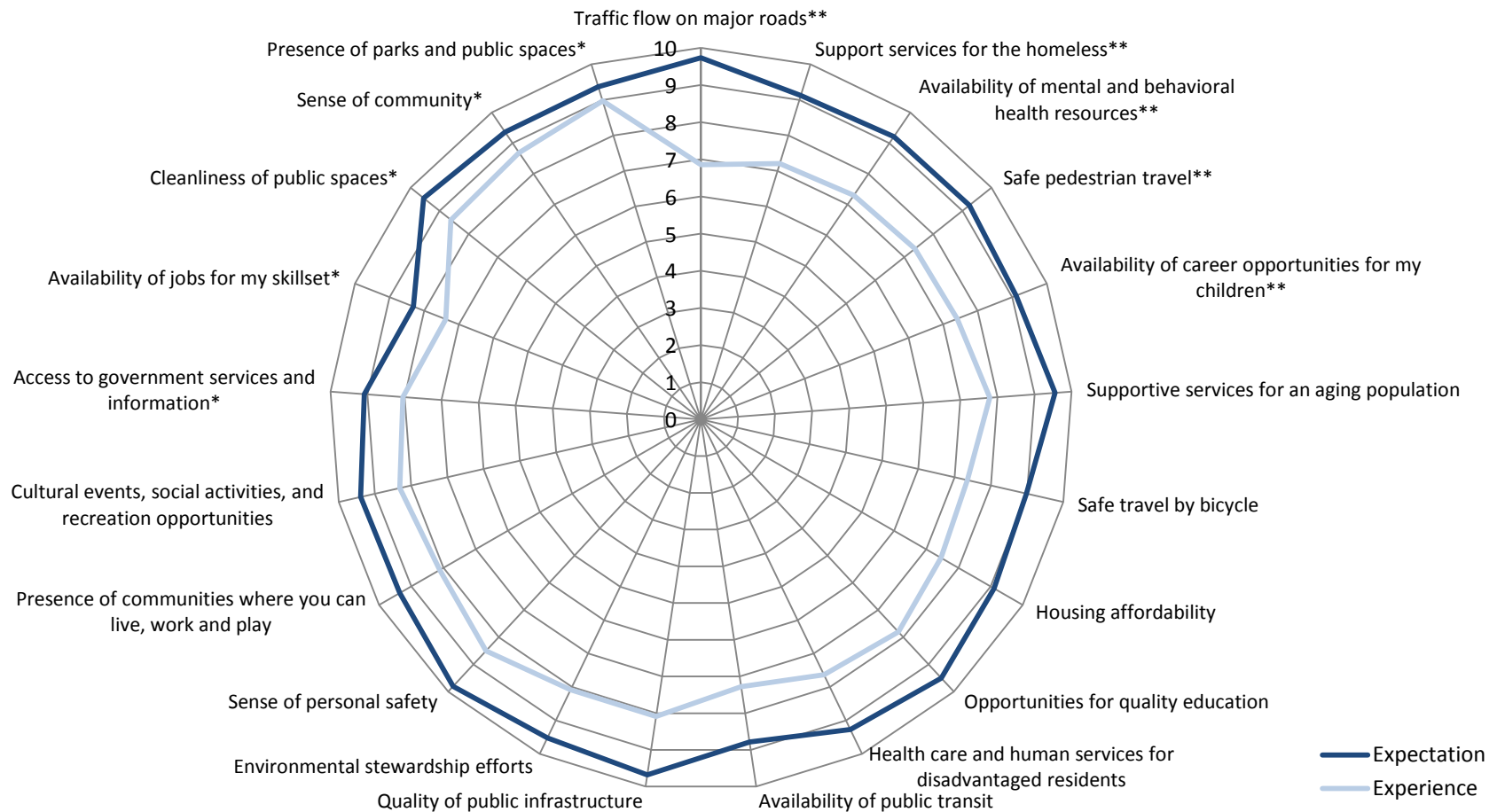
Highlights

- **Increases in both citizen expectation and experience.**
- **Strongest alignment** for *presence of parks and public spaces, sense of community and cleanliness of public spaces.*
- **Weakest alignment** for *traffic flow on major roads, support services for the homeless, and availability of mental and behavioral health resources.*
- **Trust and confidence in Pinellas County government significantly rose** between 2015 and 2016.
- **Levels of recommendation also rose** as a place to *live, work, raise children and retire.*
- **Significantly more citizens report optimism than pessimism** for their quality of life.
- **Awareness of Penny for Pinellas is strong.**

Community Characteristics: Aggregate

*How important is it to you personally, that your community possesses the following characteristics?
In your personal experience, are these characteristics true of Pinellas County?*

Average Community Ratings (10-point scale): Expectation vs. Experience

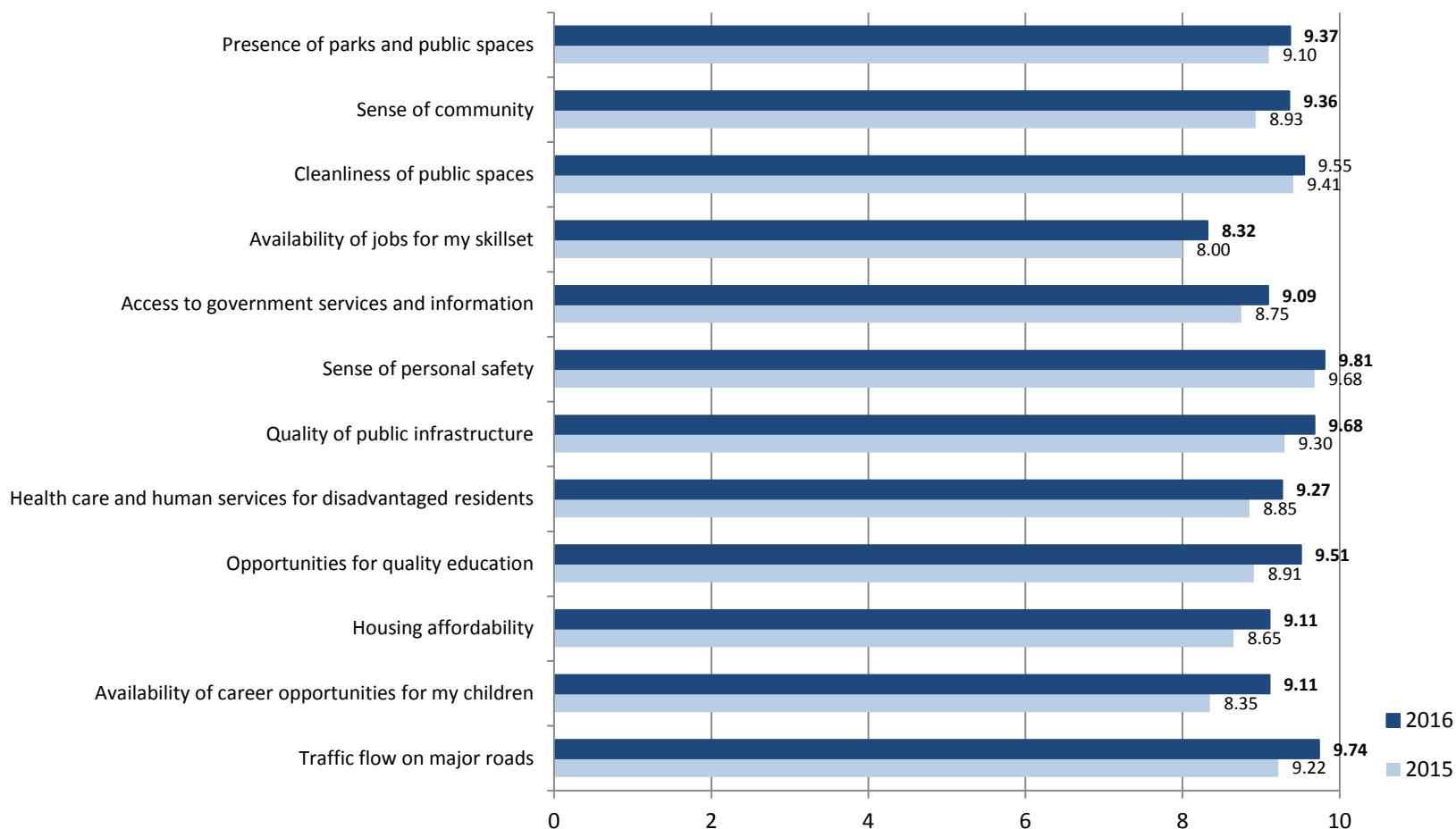


Top 5 areas of alignment*

Bottom 5 areas of alignment**

Community Characteristics: Aggregate

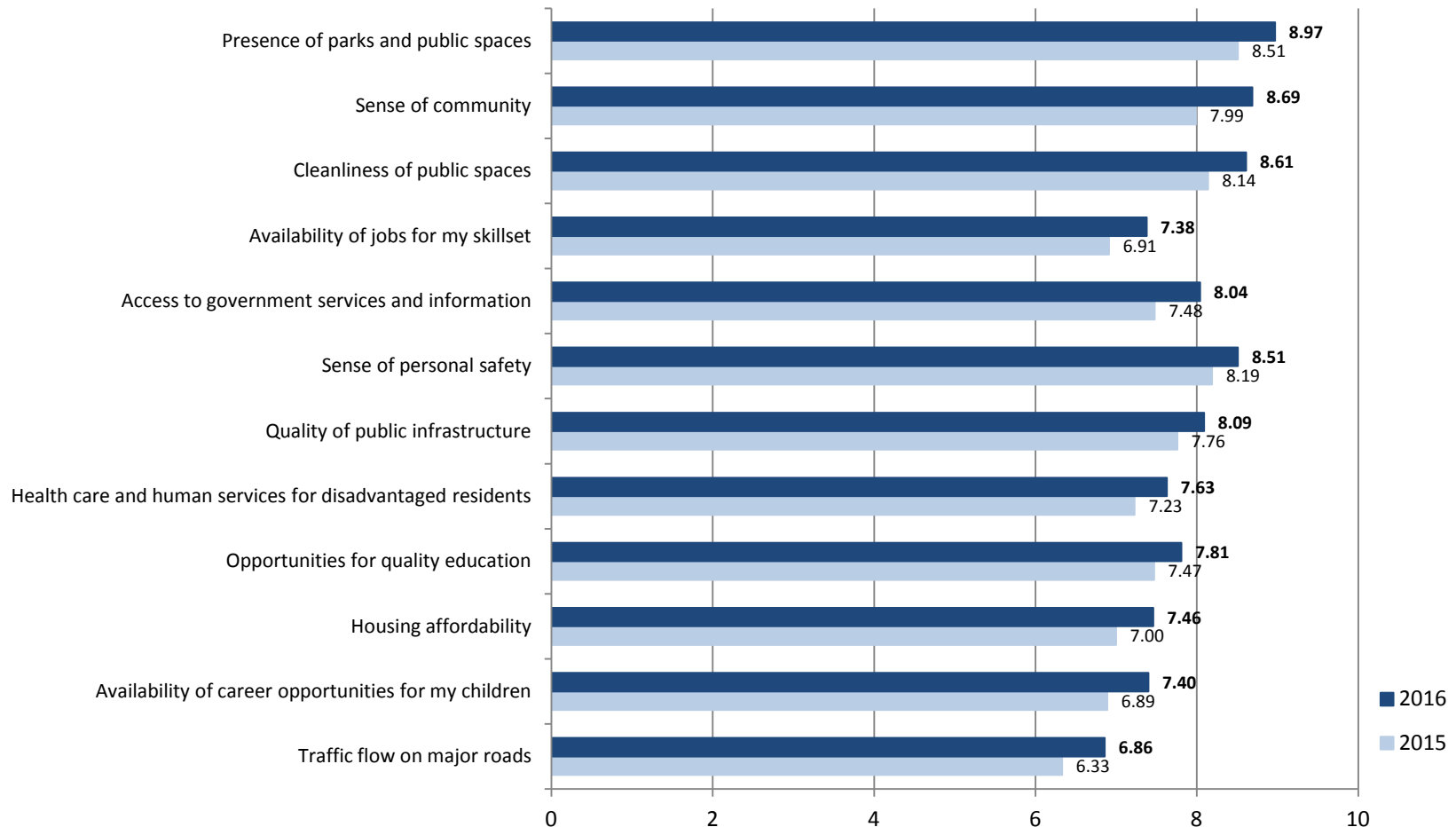
Average Expectation Ratings (10-point scale): 2016 vs. 2015



Note: Bolded data represents a significant difference from 2015 to 2016.

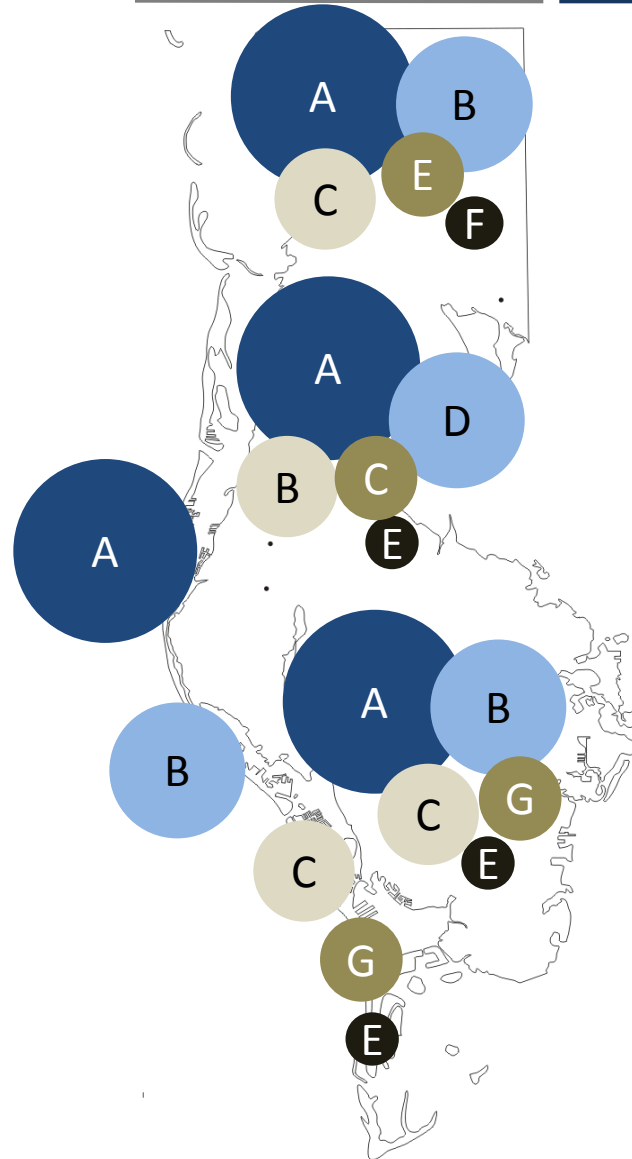
Community Characteristics: Aggregate

Average Experience Ratings (10-point scale): 2016 vs. 2015



Note: Bolded data represents a significant difference from 2015 to 2016.

Top 5 Characteristic Alignment by Region



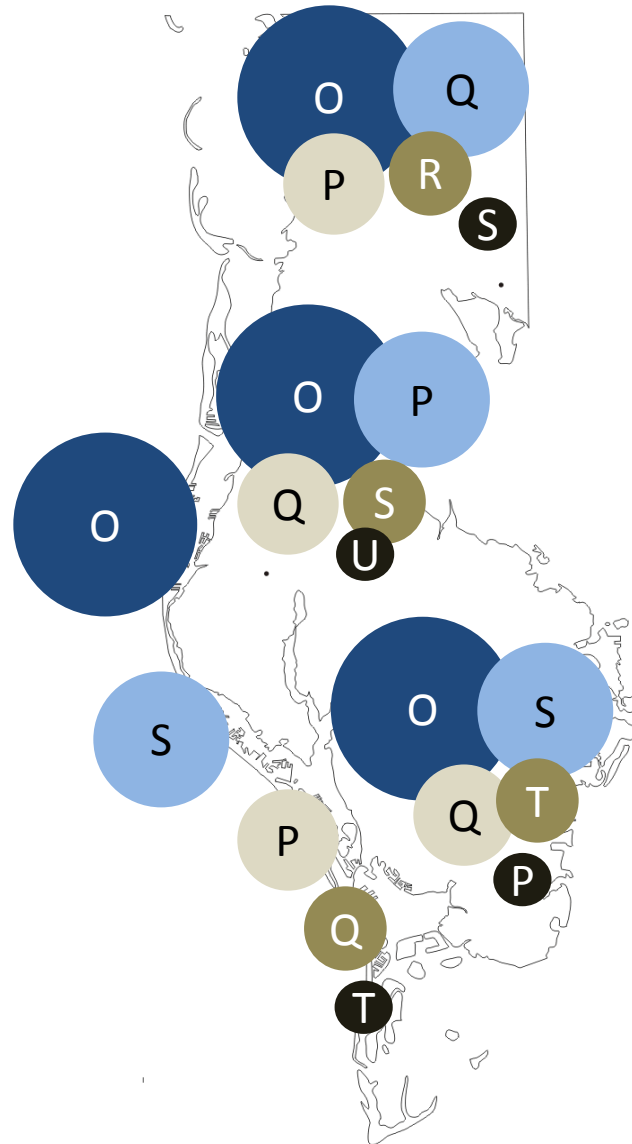
- The map to the left shows the top five community characteristics that each region studied perceive as aligning best (expectation and experience).
- See the key below to determine the characteristic that corresponds with the letter label within the map.

Note: The larger the circle, the stronger the alignment.

Label	Community Characteristic
A	Presence of parks and public spaces
B	Sense of community
C	Cleanliness of public spaces
D	Availability of jobs for my skillset
E	Access to government services and information
F	Sense of personal safety
G	Cultural events, social activities and recreation opportunities

- Closest aligned
- Second closest aligned
- Third closest aligned
- Fourth closest aligned
- Fifth closest aligned

Bottom 5 Characteristic Alignment by Region



- The map to the left shows the five community characteristics that each region studied perceive as most weakly aligning (expectation and experience).
- See the key below to determine the characteristic that corresponds with the letter label within the map.

Note: The larger the circle, the weaker the alignment.

Label	Community Characteristic
O	Traffic flow on major roads
P	Support Services for the homeless
Q	Availability of mental and behavioral health resources
R	Availability of public transit
S	Safe pedestrian travel
T	Availability of career opportunities for my children
U	Housing affordability

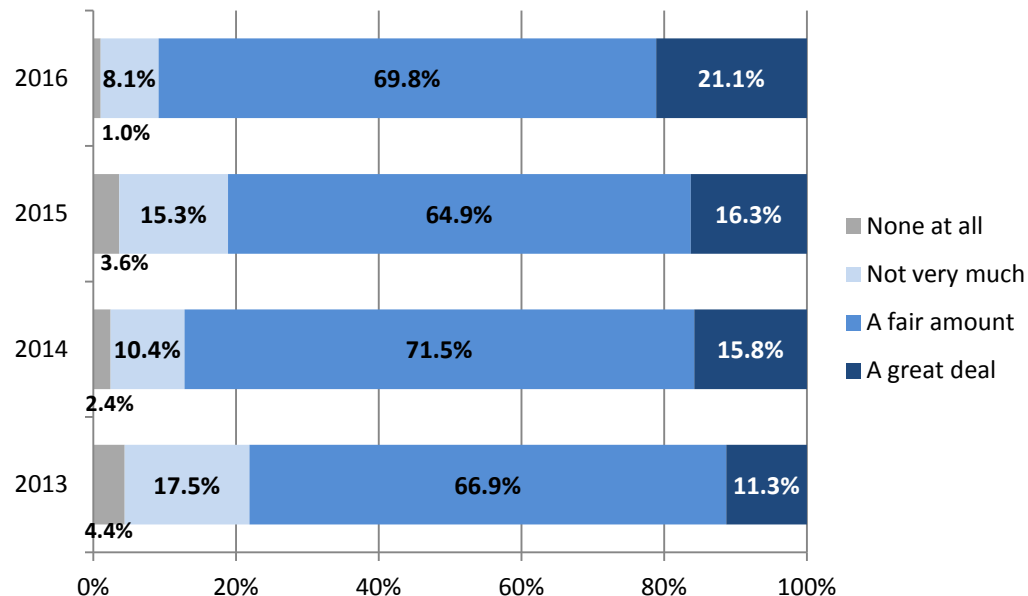
- Weakest aligned
- Second weakest aligned
- Third weakest aligned
- Fourth weakest aligned
- Fifth weakest aligned

Trust & Confidence

- 9 in 10 (90.9%) residents reported having a *great deal* to a *fair amount* of trust and confidence in Pinellas County government's handling of County issues.
- Pinellas County trust and confidence ratings significantly increased between 2015 and 2016 (81.2% to 90.9%).

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

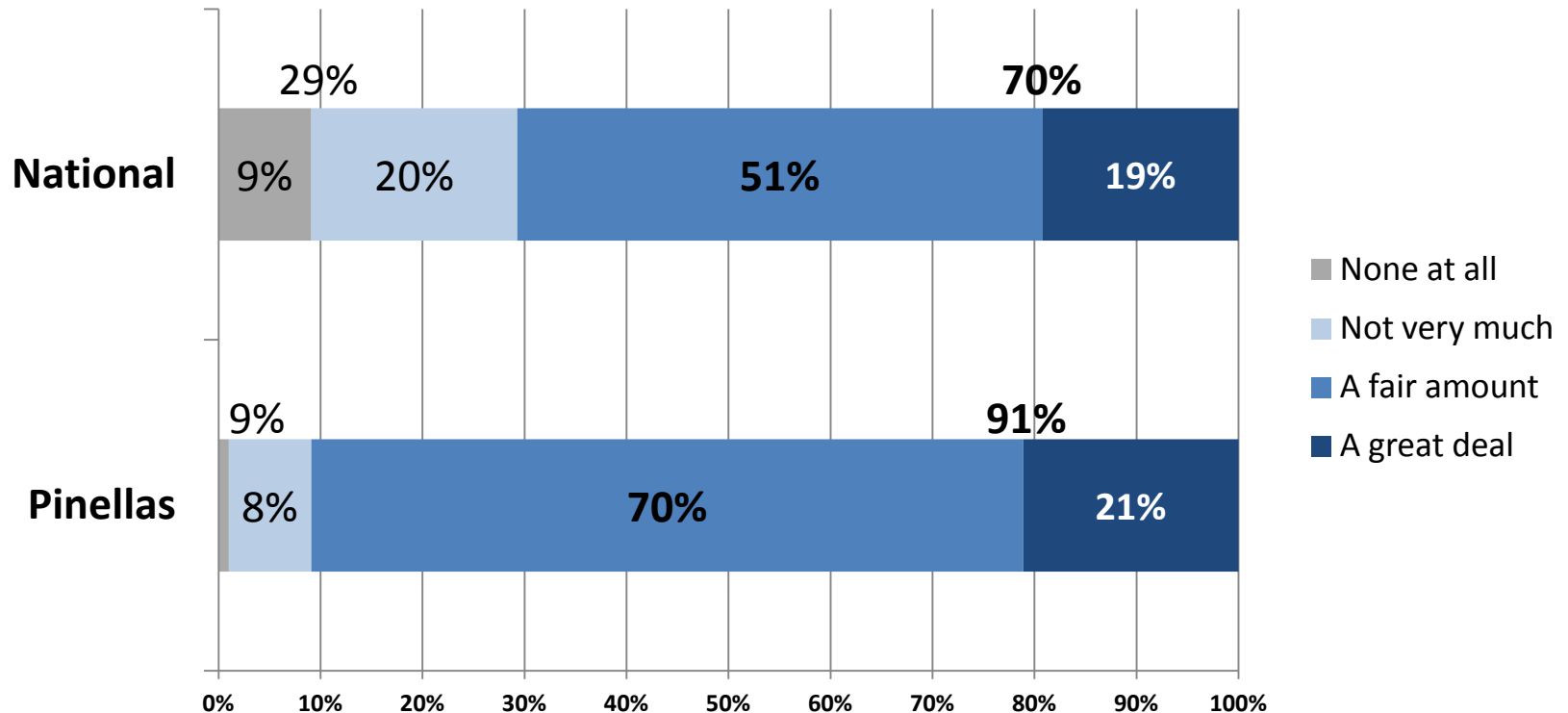
Trust and Confidence in Local Government



Trust & Confidence

- Pinellas County trust and confidence ratings outperform the national average based on polling conducted by Gallup.

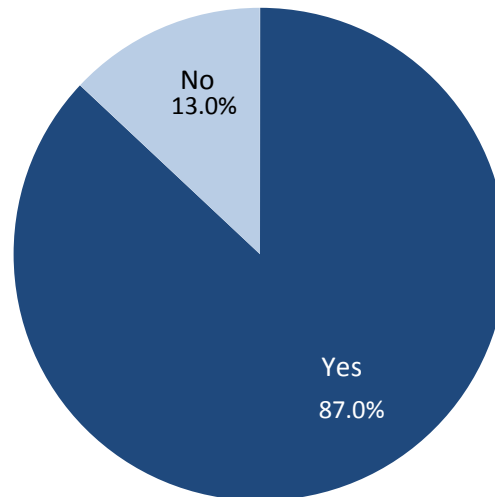
Trust and Confidence in Local Government (2016)



Penny for Pinellas

- A majority of respondents indicated awareness of Penny for Pinellas.
 - 87.0% have heard of Penny for Pinellas

Have you heard of Penny for Pinellas?



**This report was created by HCP for the Pinellas
County Office of Management & Budget.**

If you have any questions regarding the study,
feel free to contact us at **813-318-0565** or submit
your question through our contact form at
www.hcpassociates.com/contact.



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