



Pinellas County, Florida

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Report of Results  
2007



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# SURVEY BACKGROUND

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## About The National Citizen Survey™

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The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. Pinellas County staff selected items from a menu of questions about services and community problems. Pinellas County staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

# UNDERSTANDING THE RESULTS

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## Survey Administration

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The NCS™ was administered using phone data collection. Phone calls were made from November 12, 2007 to December 6, 2007 using a Computer-Assisted Telephone Interviewing system<sup>1</sup>. A sample identifying households with members aged 18 years or older was acquired. The survey was administered and the data were recorded electronically. A majority of the interviews were completed on week days, although some calls were made on the weekend. All phone numbers were dialed at least three times before replacing with another number, with at least one of the attempts on either a weekend or weekday.

A total of 10,909 phone numbers were dialed during the survey administration. Some of these numbers are considered ineligible for the survey. Of the approximately 3,845 households called, 800 completed interviews providing a response rate of 21%. Approximately 898 households refused the survey.

The results were weighted to reflect the demographic profile of all residents in Pinellas County. (For more information on the survey methodology, see Appendix B. A copy of the survey materials can be found in Appendix C.)

## Survey Validity

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The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1. Selecting households at random within the jurisdiction.
2. Selecting the respondent within the household using an unbiased sampling procedure<sup>2</sup>.
3. Calling all households at least three times, at different times in order to get a response.

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<sup>1</sup> CATI is a software program that automatically dials phone numbers, logs dispositions and records responses to completed interviews.

<sup>2</sup> The birthday method requests that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.

4. Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g. reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g. driving habits), reported intentions to behave with observed future behavior (e.g. voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g. feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g. family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen "objectively" in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

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## Use of the “Excellent, Good, Fair, Poor” Response Scale

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The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

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## “Don’t Know” Responses

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On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

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## Putting Evaluations Onto a 100-Point Scale

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Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 2 points based on all respondents.

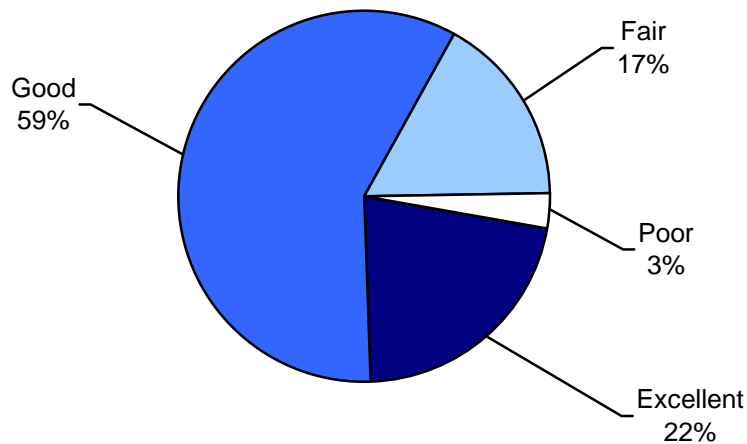
# COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Pinellas County. They also evaluated characteristics of the community, and gave their perceptions of safety in Pinellas County. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Pinellas County.

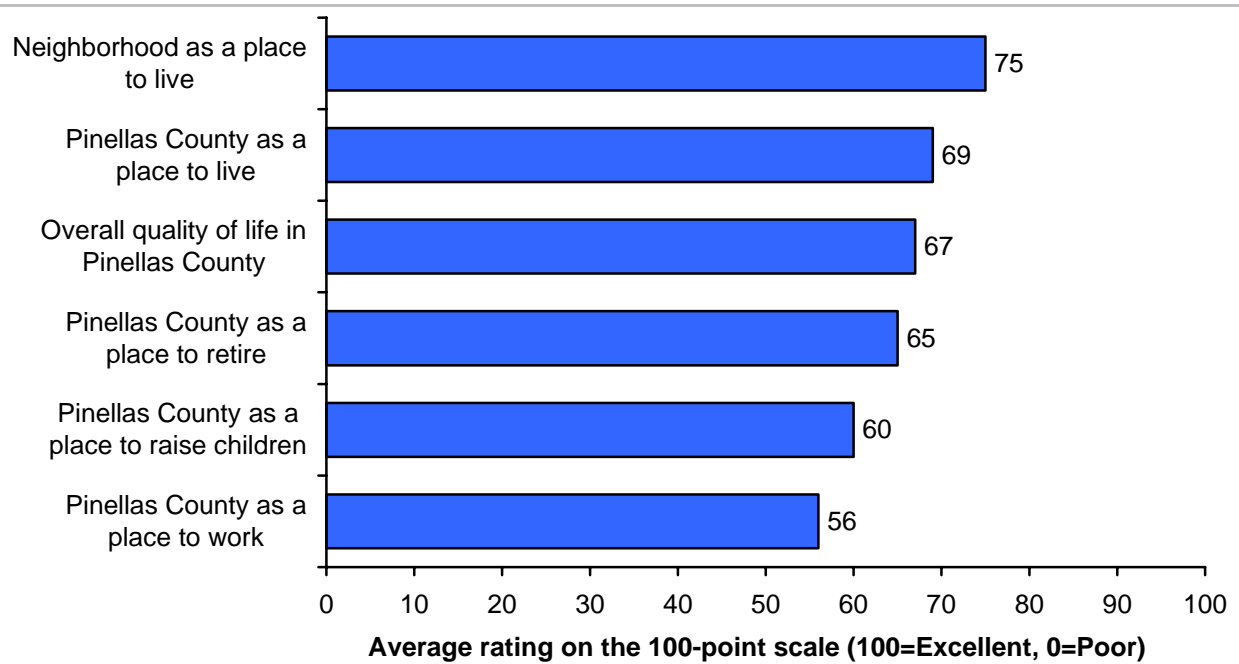
## Quality of Life

When asked to rate the overall quality of life in Pinellas County, 22% of respondents thought it was “excellent.” Only 3% rated overall quality of life as “poor.” All of the responses of residents who had an opinion about the overall quality of life in Pinellas County are shown in Figure 1 below. Other ratings can be seen in the figures on the following page.

**Figure 1: Overall Quality of Life in Pinellas County**



**Figure 2: Quality of Life Ratings**



**Quality of Life Ratings**

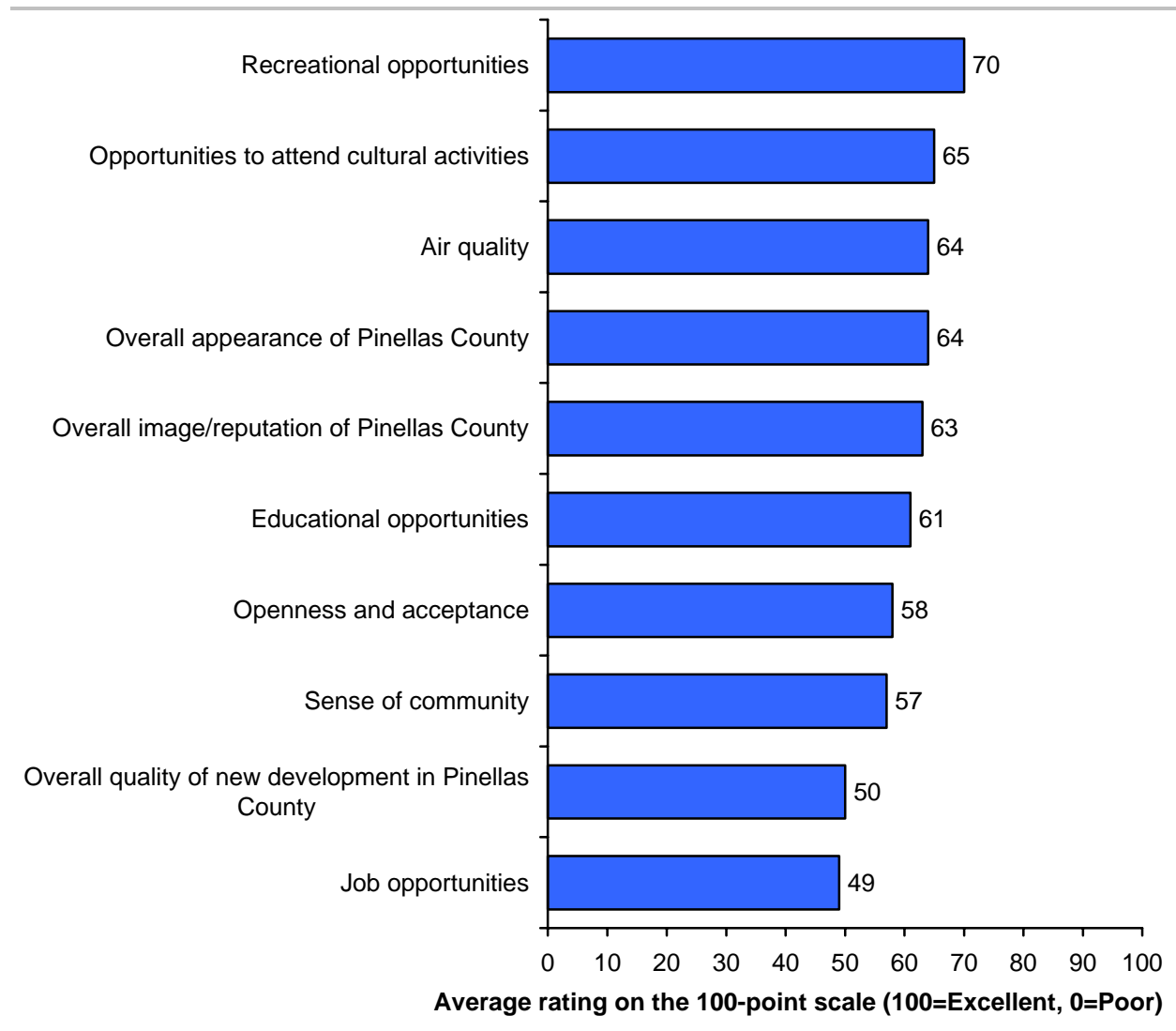
	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poore)
How do you rate your neighborhood as a place to live?	44%	41%	12%	4%	100%	75
How do you rate Pinellas County as a place to live?	27%	54%	16%	3%	100%	69
How do you rate the overall quality of life in Pinellas County?	22%	59%	17%	3%	100%	67
How do you rate Pinellas County as a place to retire?	30%	45%	17%	9%	100%	65
How do you rate Pinellas County as a place to raise children?	20%	48%	23%	8%	100%	60
How do you rate Pinellas County as a place to work?	14%	51%	24%	10%	100%	56

Note: "don't know" responses have been removed.

## Ratings of Community Characteristics in Pinellas County

The highest rated characteristics of Pinellas County were recreational opportunities, opportunities to attend cultural activities, air quality and overall appearance. When asked about potential problems in Pinellas County, the three concerns rated by the highest proportion of respondents as a “major problem” were taxes, traffic congestion, and homelessness. The rate of population growth in Pinellas County was viewed as “too fast” by 68% of respondents, while 6% thought it was “too slow.”

**Figure 3: Characteristics of the Community: General and Opportunities**



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**Characteristics of the Community: General and Opportunities**

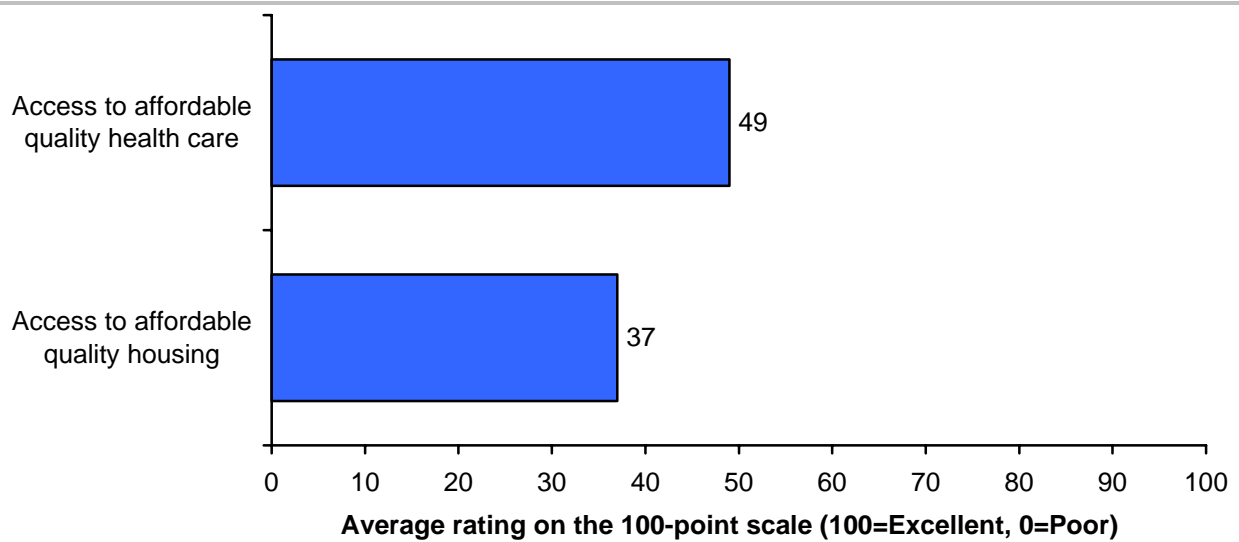

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Please rate each of the following characteristics as they relate to Pinellas County as a whole:	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Recreational opportunities	32%	52%	12%	4%	100%	70
Opportunities to attend cultural activities	26%	50%	19%	5%	100%	65
Overall appearance of Pinellas County	18%	59%	20%	3%	100%	64
Air quality	18%	60%	20%	3%	100%	64
Overall image/reputation of Pinellas County	15%	63%	17%	5%	100%	63
Educational opportunities	21%	49%	20%	9%	100%	61
Openness and acceptance of the community towards people of diverse backgrounds	14%	53%	27%	6%	100%	58
Sense of community	14%	53%	25%	9%	100%	57
Overall quality of new development in Pinellas County	12%	42%	32%	15%	100%	50
Job opportunities	7%	45%	35%	13%	100%	49

Note: "don't know" responses have been removed.

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**Figure 4: Characteristics of the Community: Access**

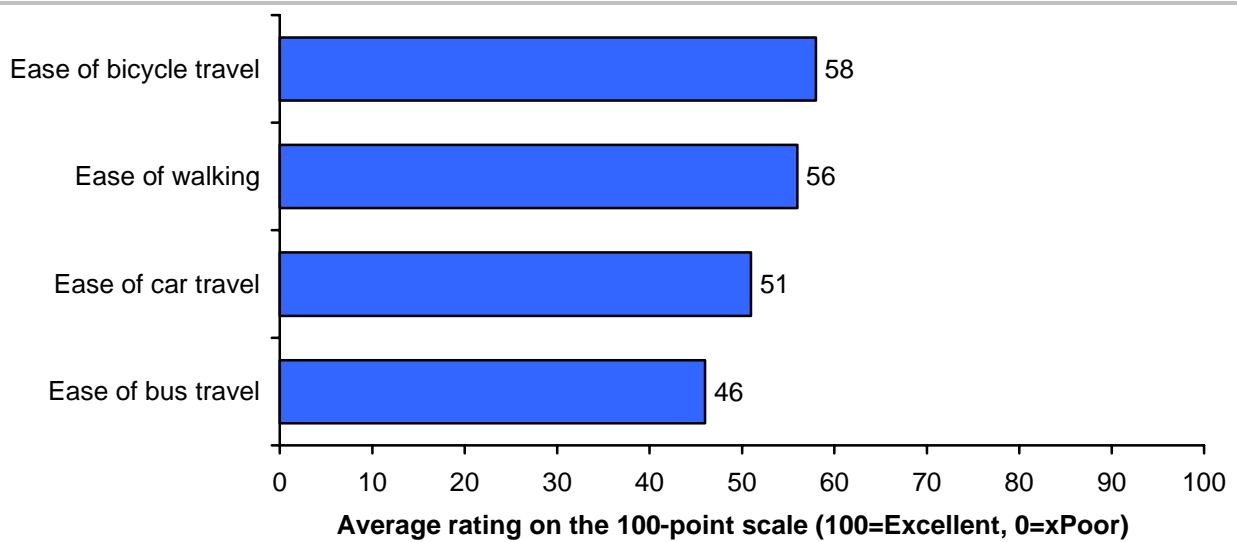


**Characteristics of the Community: Access**

Please rate each of the following characteristics as they relate to Pinellas County as a whole:						Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor			
Access to affordable quality health care	14%	39%	27%	20%	100%	49	
Access to affordable quality housing	5%	31%	33%	31%	100%	37	

Note: "don't know" responses have been removed.

**Figure 5: Characteristics of the Community: Mobility**

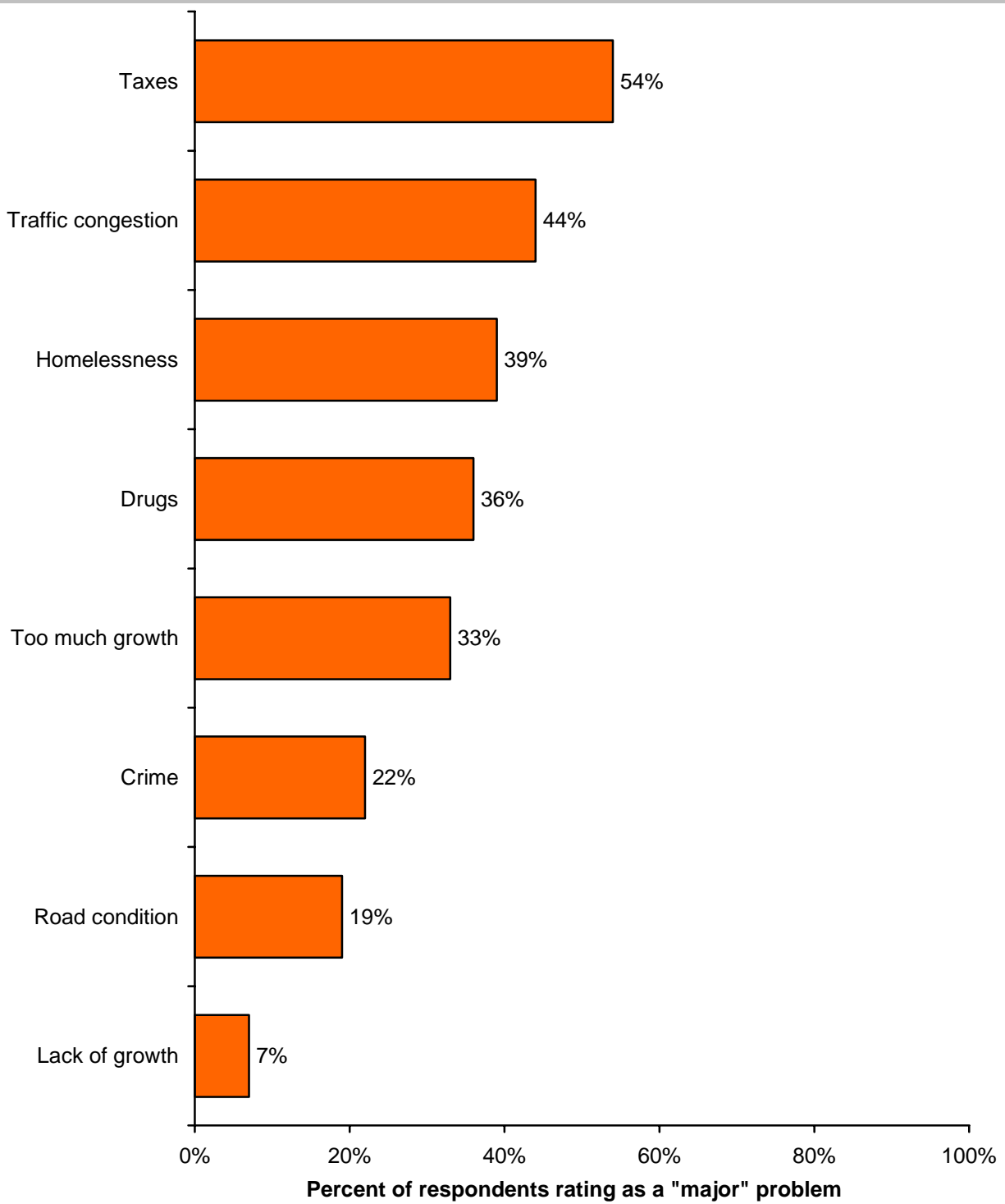


**Characteristics of the Community: Mobility**

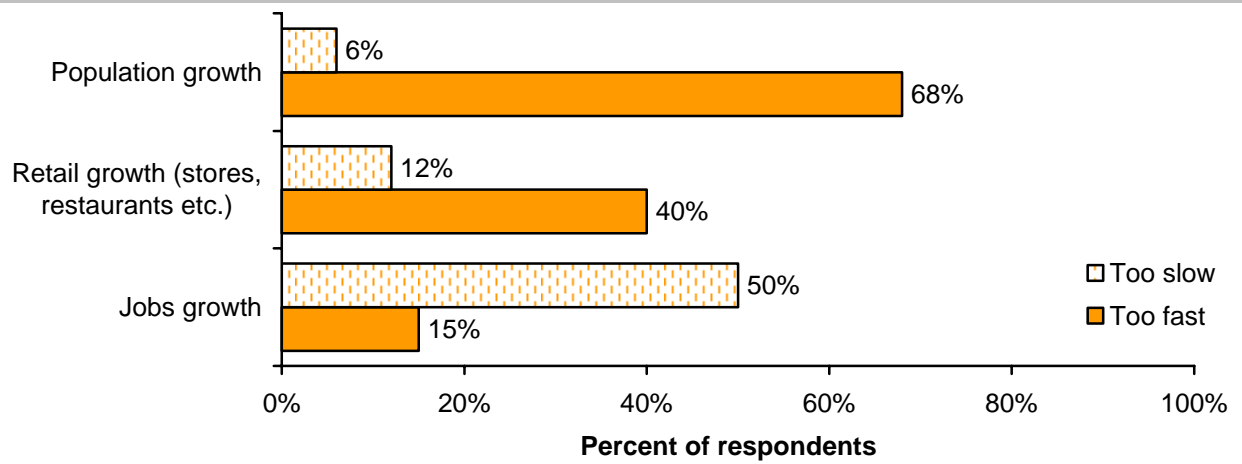
Please rate each of the following characteristics as they relate to Pinellas County as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Ease of bicycle travel in Pinellas County	20%	45%	22%	12%	100%	58
Ease of walking in Pinellas County	20%	41%	26%	13%	100%	56
Ease of car travel in Pinellas County	12%	43%	31%	15%	100%	51
Ease of bus travel in Pinellas County	11%	38%	28%	22%	100%	46

Note: "don't know" responses have been removed.

Figure 6: Ratings of Potential Problems in Pinellas County



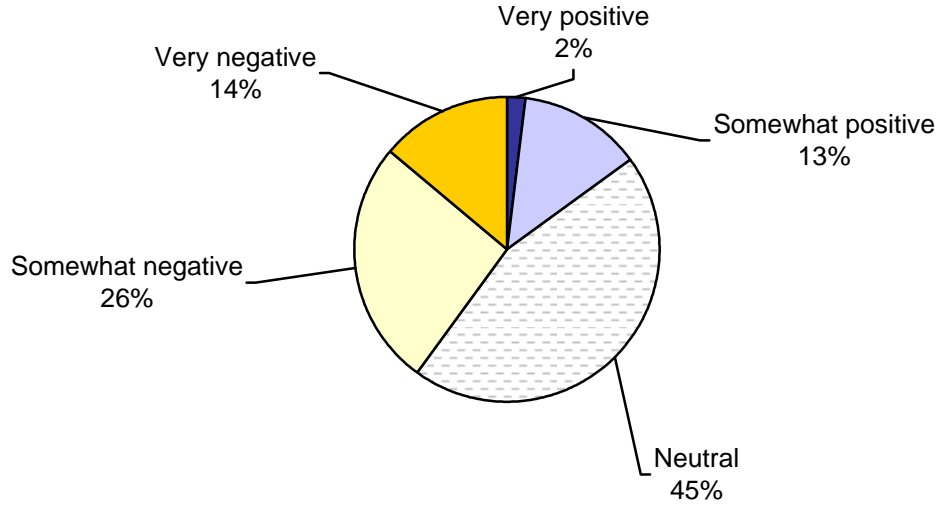
**Figure 7: Ratings of Rates of Growth in Pinellas County**



Fifteen percent of Pinellas County residents expected that the coming six months would have a somewhat or very positive impact on their family, while 40% felt that the economic future would be somewhat or very negative.

**Figure 8: Perceptions of Economy**

**What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be...**

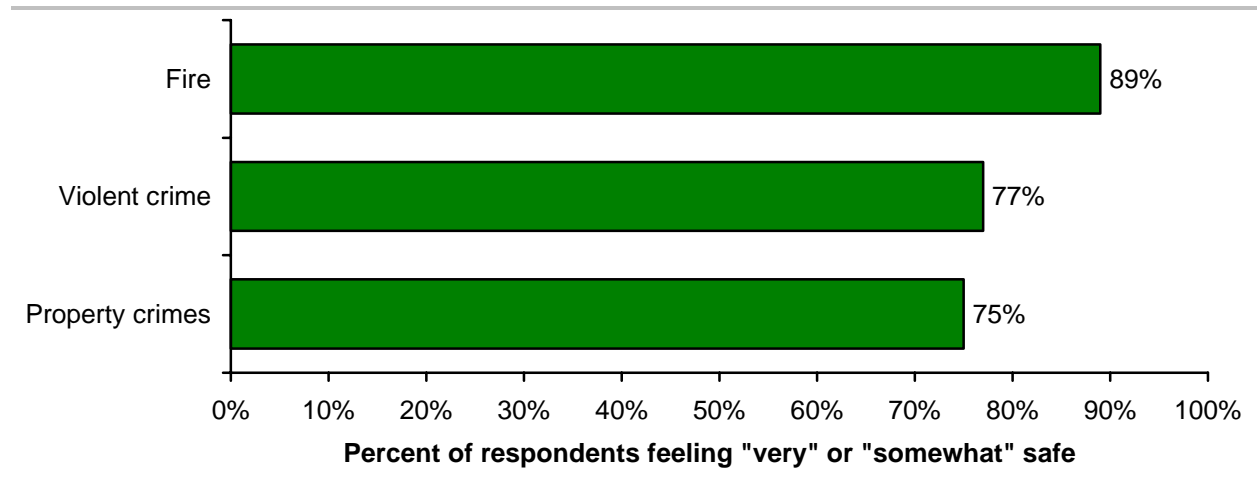


## Perceptions of Safety

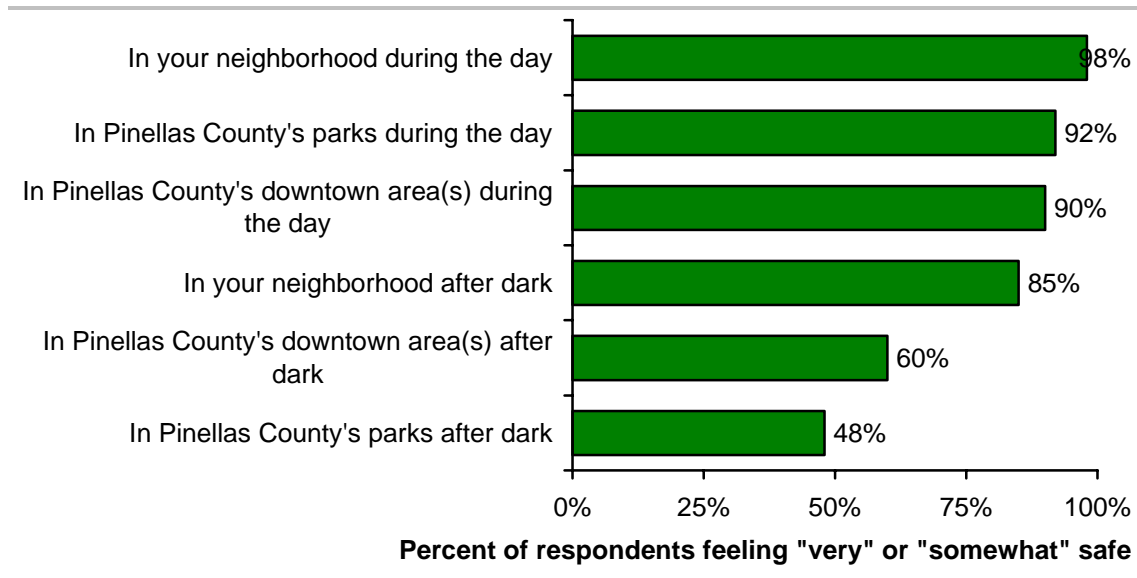
When evaluating safety in the community, 77% of respondents felt “somewhat” or “very safe” from violent crimes in Pinellas County. In their neighborhood after dark, 85% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 9% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 82% had reported it to police.

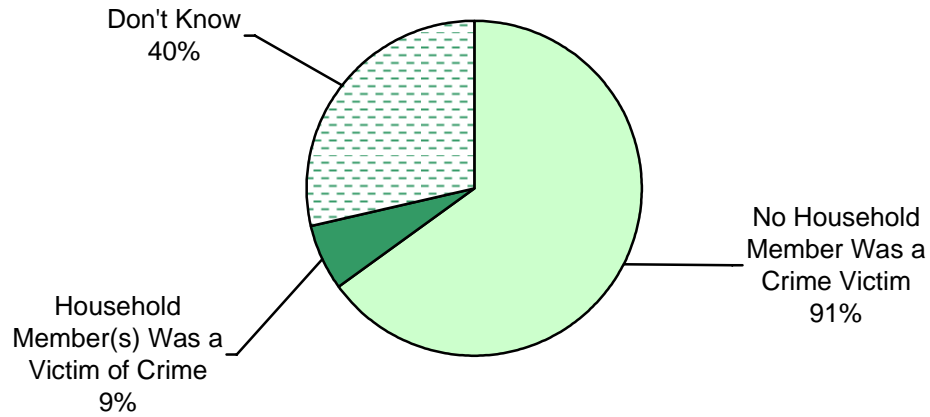
**Figure 9: Ratings of Safety from Various Problems in Pinellas County**



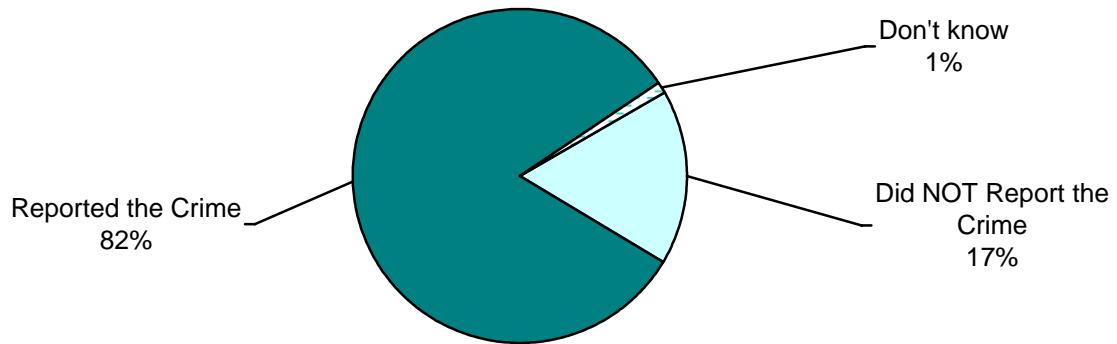
**Figure 10: Ratings of Safety in Various Areas in Pinellas County**



**Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months**



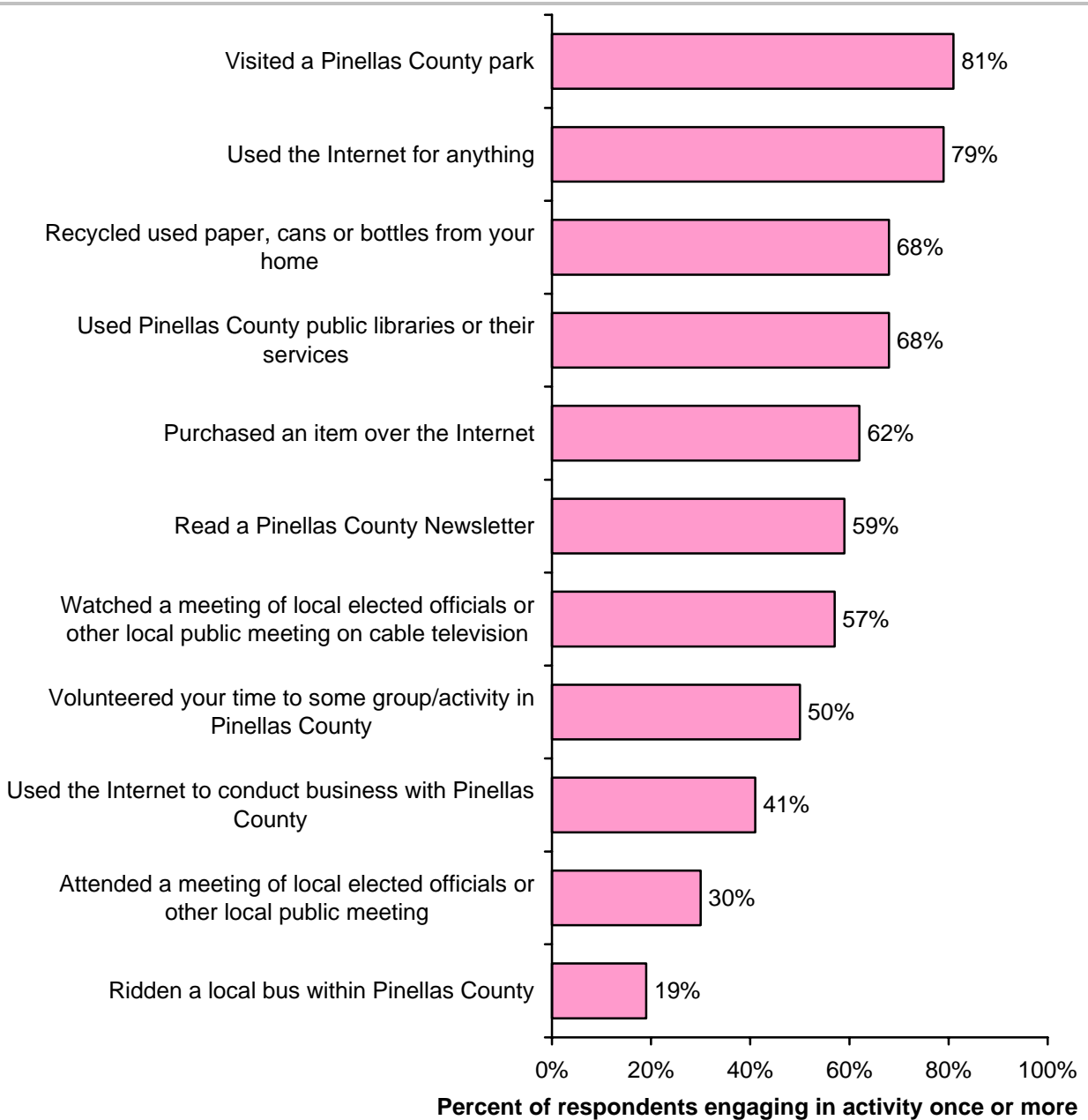
**Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime**



## Community Participation

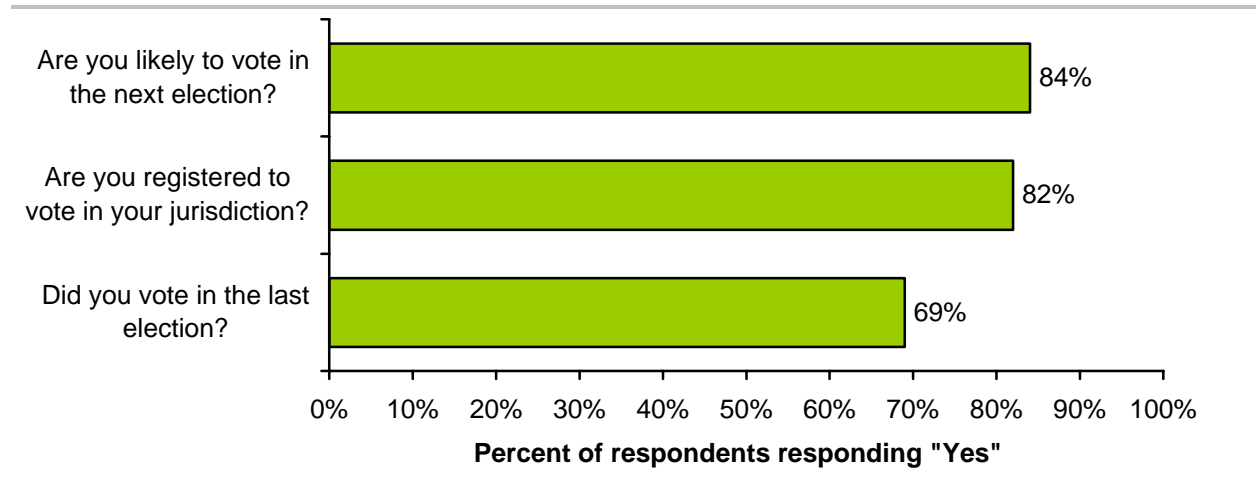
Participation in the civic, social and economic life of Pinellas County during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire, 81% reported visiting a park in Pinellas County in the past year and 30% had attended a meeting of elected officials or other local public meeting.

**Figure 13: Percent of Respondents Engaging in Various Activities in Pinellas County in the Past Year**



Voter status was also estimated,<sup>3</sup> with 69% saying that they had voted in the last election.

**Figure 14: Voter Status and Activity**



**Voter Status and Activity**

	No	Yes	Don't know/Refused	Total
Are you likely to vote in the next election?	13%	84%	4%	100%
Are you registered to vote in your jurisdiction?	17%	82%	0%	100%
Did you vote in the last election?	31%	69%	0%	100%

<sup>3</sup> In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

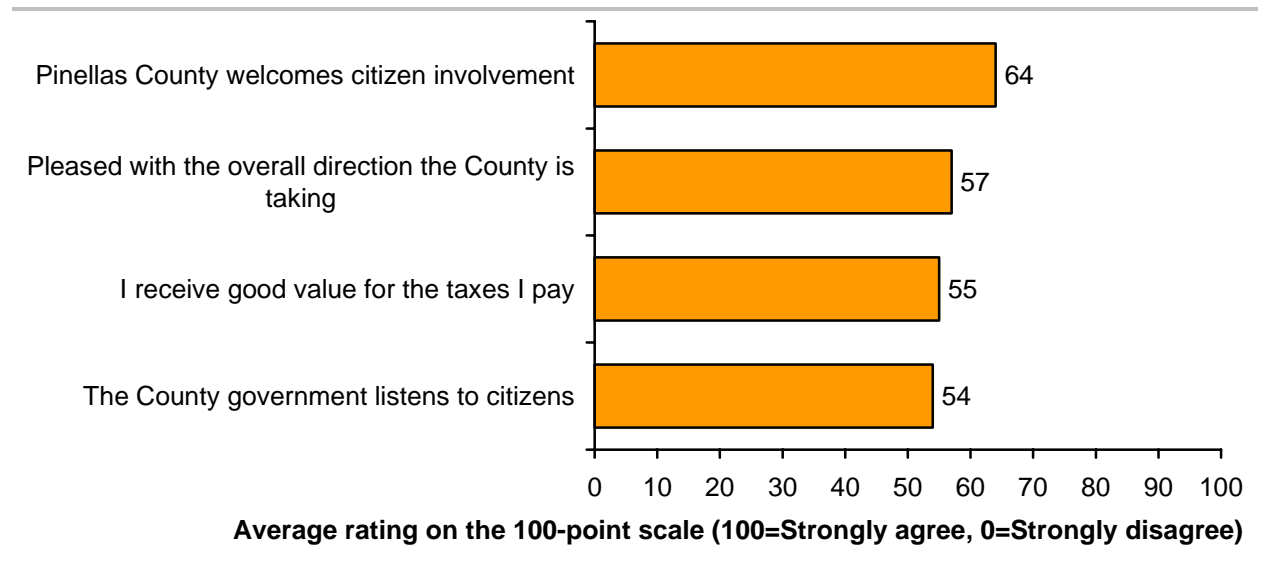
# LOCAL GOVERNMENT

Several aspects of the government of Pinellas County were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from Pinellas County. Those who had any contact with a Pinellas County employee in the past year gave their impressions of the most recent encounter.

## Public Trust

When asked to evaluate whether they felt they received good value for taxes they pay, residents gave an average rating of 55 on a 100-point scale.

**Figure 15: Ratings of Public Trust**



**Ratings of Public Trust**

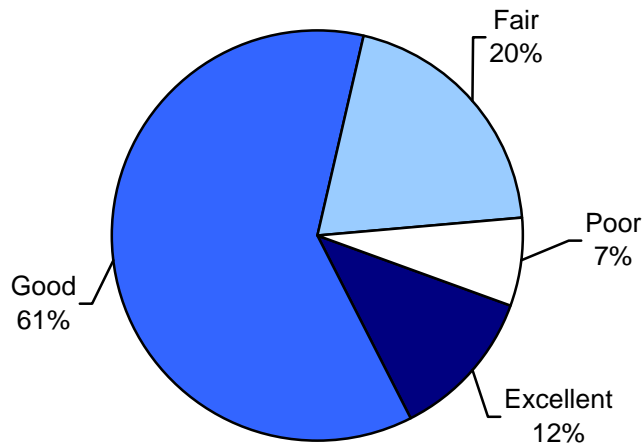
<b>Please rate the following statements:</b>	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>Total</b>	<b>Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)</b>
Pinellas County government welcomes citizen involvement	19%	47%	14%	12%	8%	100%	64
I am pleased with the overall direction that Pinellas County is taking	15%	41%	13%	16%	14%	100%	57
I receive good value for Pinellas County taxes I pay	13%	41%	15%	14%	17%	100%	55
Pinellas County government listens to citizens	9%	43%	16%	17%	15%	100%	54

Note: "don't know" responses have been removed.

## Service Provided by Pinellas County

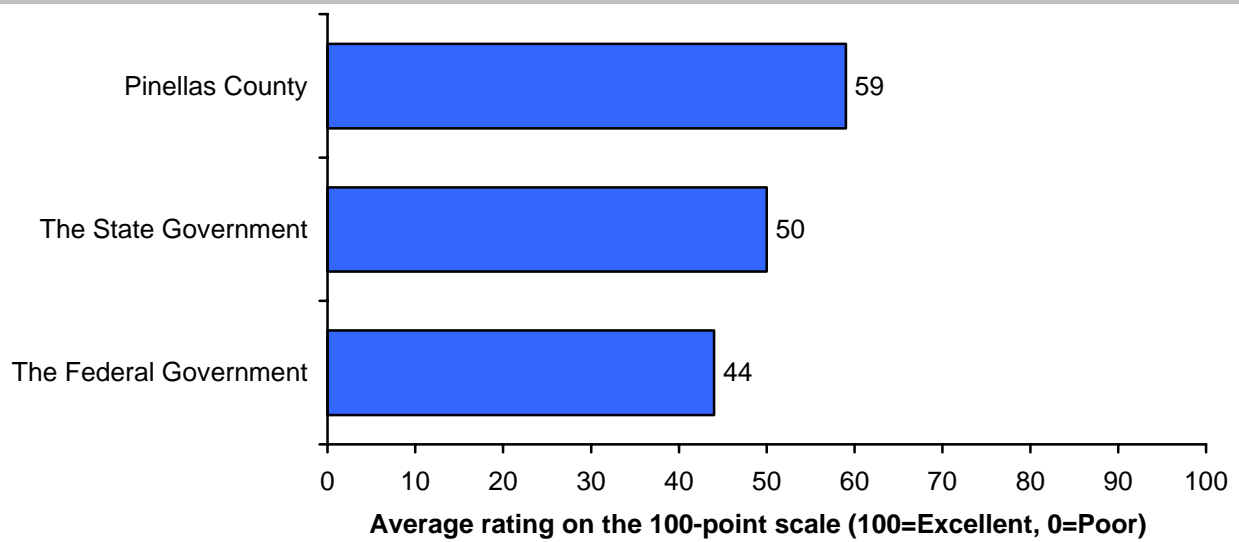
The responses of residents with an opinion about the overall quality of services provided by Pinellas County are shown in Figure 16 below. These responses result in an average rating of 59 on the 100-point scale. Average ratings given to specific services are shown on the following pages.

**Figure 16: Overall Quality of Services Provided by Pinellas County**



On average, residents of Pinellas County gave the highest evaluations to their own local government and the lowest average rating to the federal government.

**Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government**

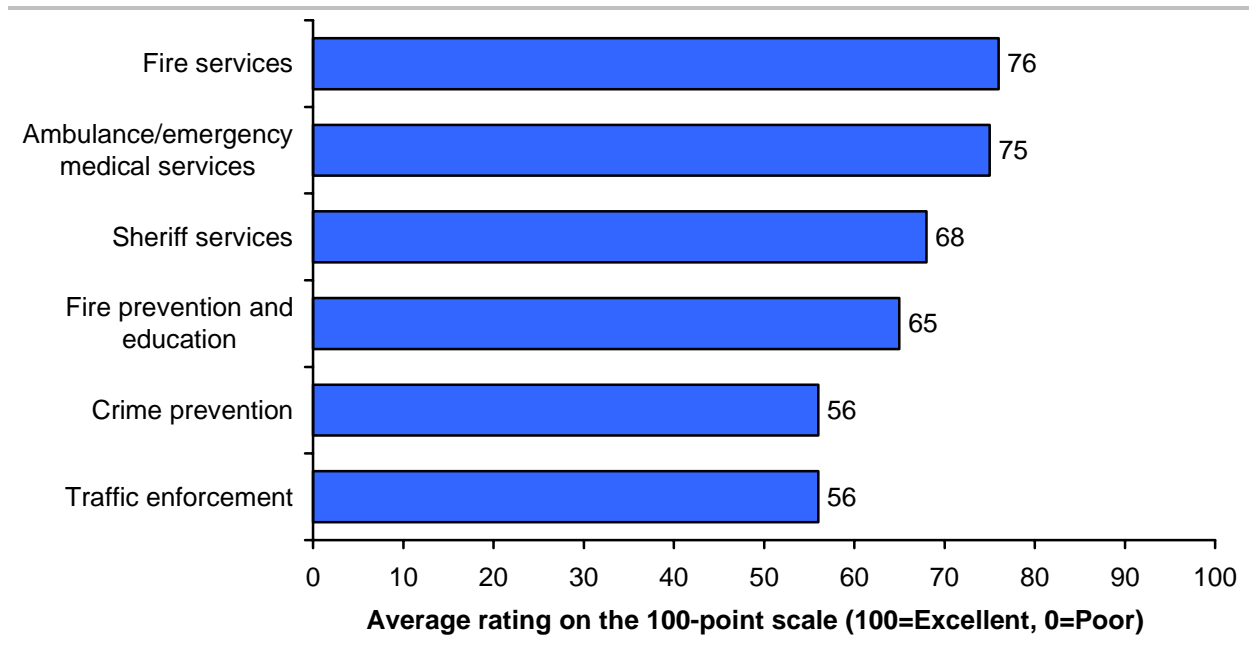


**Overall Quality of Services: Pinellas County, Federal Government and State Government**

Overall, how would you rate the quality of services provided by...	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Pinellas County	12%	61%	20%	7%	100%	59
The State Government	5%	52%	31%	12%	100%	50
The Federal Government	5%	42%	33%	19%	100%	44

Note: "don't know" responses have been removed.

**Figure 18: Quality of Public Safety Services**

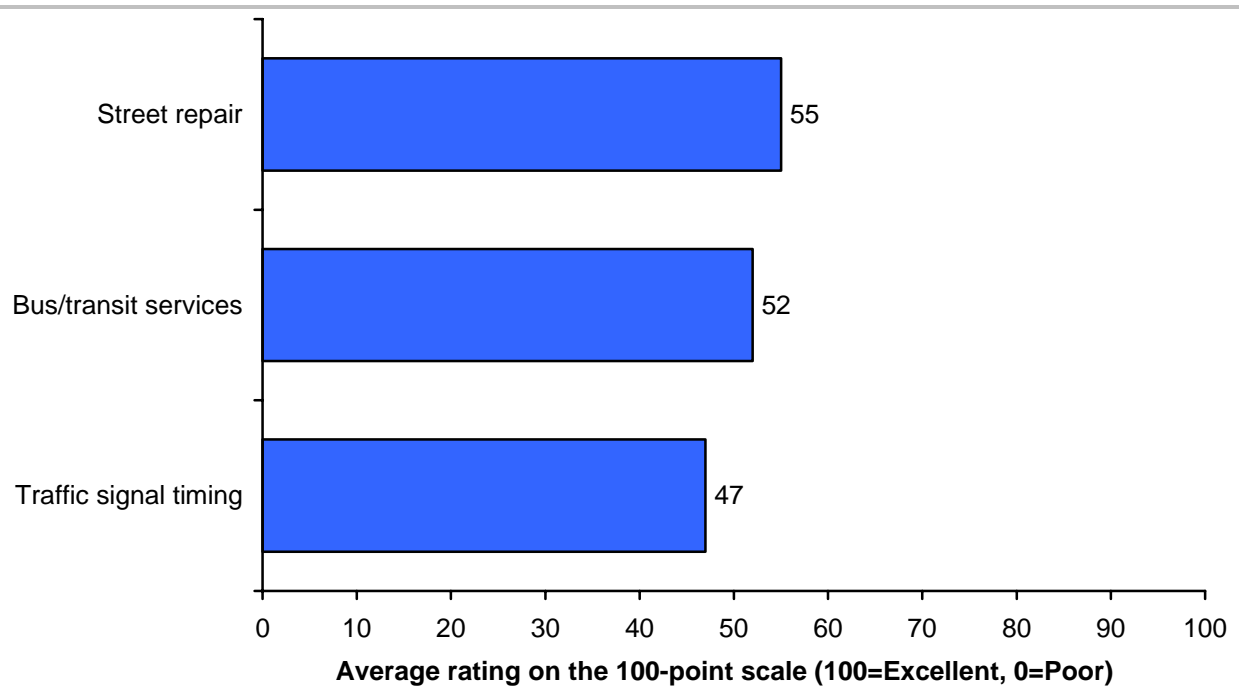


**Quality of Public Safety Services**

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Fire services	37%	56%	6%	1%	100%	76
Ambulance/emergency medical services	39%	51%	8%	3%	100%	75
Sheriff services	24%	59%	14%	3%	100%	68
Fire prevention and education	21%	59%	16%	4%	100%	65
Crime prevention	11%	55%	24%	10%	100%	56
Traffic enforcement	14%	50%	27%	9%	100%	56

Note: "don't know" responses have been removed.

**Figure 19: Quality of Transportation Services**

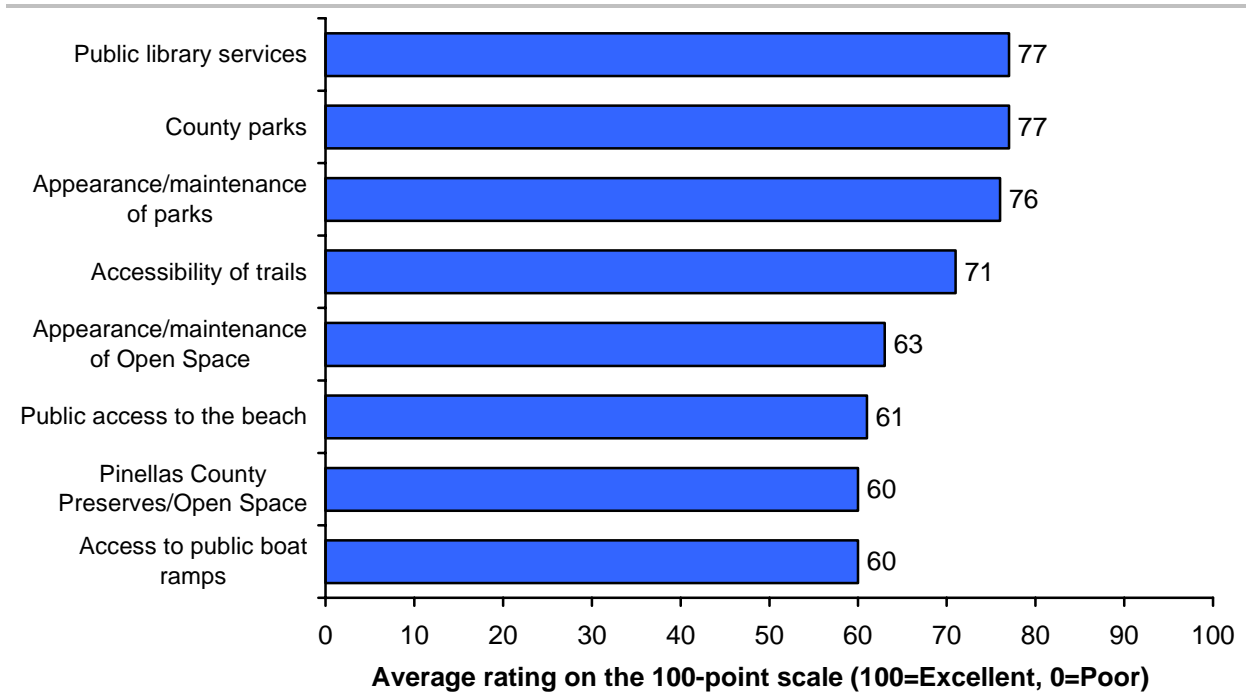


**Quality of Transportation Services**

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Street repair	10%	54%	24%	11%	100%	55
Bus/transit services	14%	43%	27%	16%	100%	52
Traffic signal timing	9%	43%	30%	18%	100%	47

Note: "don't know" responses have been removed.

**Figure 20: Quality of Leisure Services**

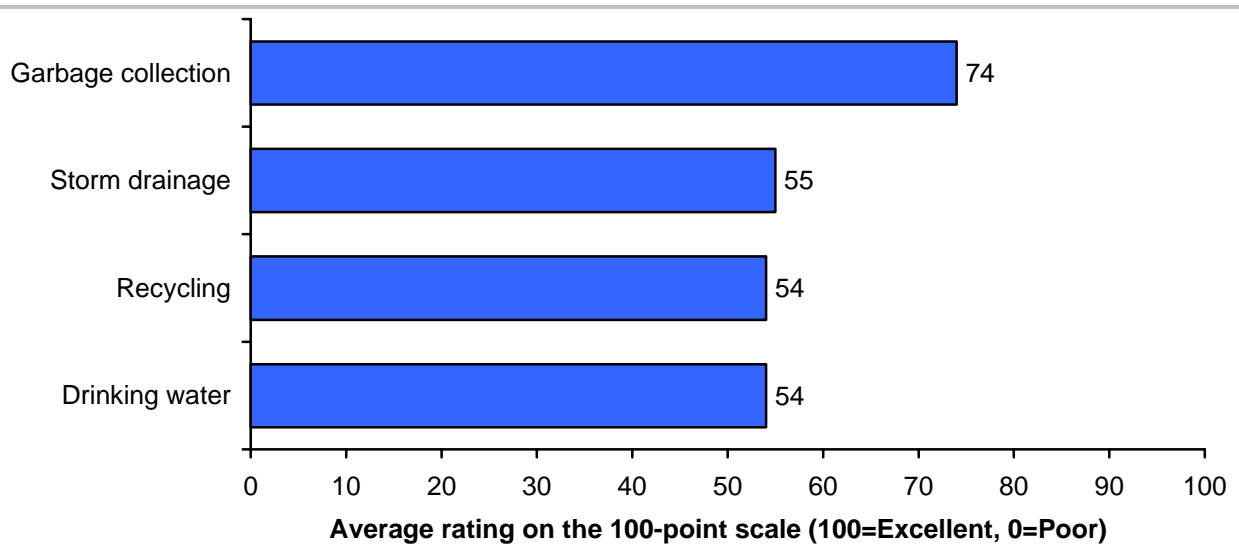


**Quality of Leisure Services**

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Public library services	41%	50%	8%	1%	100%	77
County parks	40%	54%	6%	1%	100%	77
Appearance/maintenance of parks	37%	54%	8%	1%	100%	76
Accessibility of trails	28%	57%	13%	2%	100%	71
Appearance/maintenance of Open Space	18%	57%	22%	3%	100%	63
Public access to the beach	26%	44%	19%	11%	100%	61
Pinellas County Preserves/Open Space	18%	49%	26%	7%	100%	60
Access to public boat ramps	17%	54%	19%	10%	100%	60

Note: "don't know" responses have been removed.

**Figure 21: Quality of Utility Services**

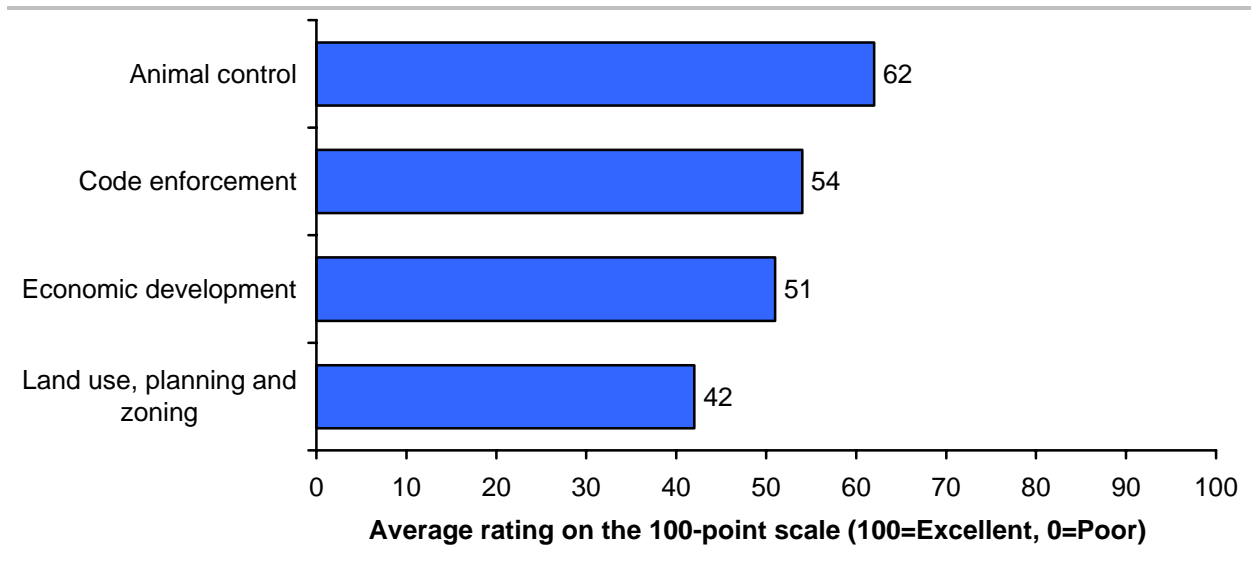


**Quality of Utility Services**

How do you rate the quality of each of the following services?	How do you rate the quality of each of the following services?				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Garbage collection	36%	54%	7%	4%	100%	74
Storm drainage	12%	51%	27%	10%	100%	55
Recycling	19%	43%	18%	20%	100%	54
Drinking water	15%	47%	22%	15%	100%	54

Note: "don't know" responses have been removed.

**Figure 22: Quality of Planning and Code Enforcement Services**

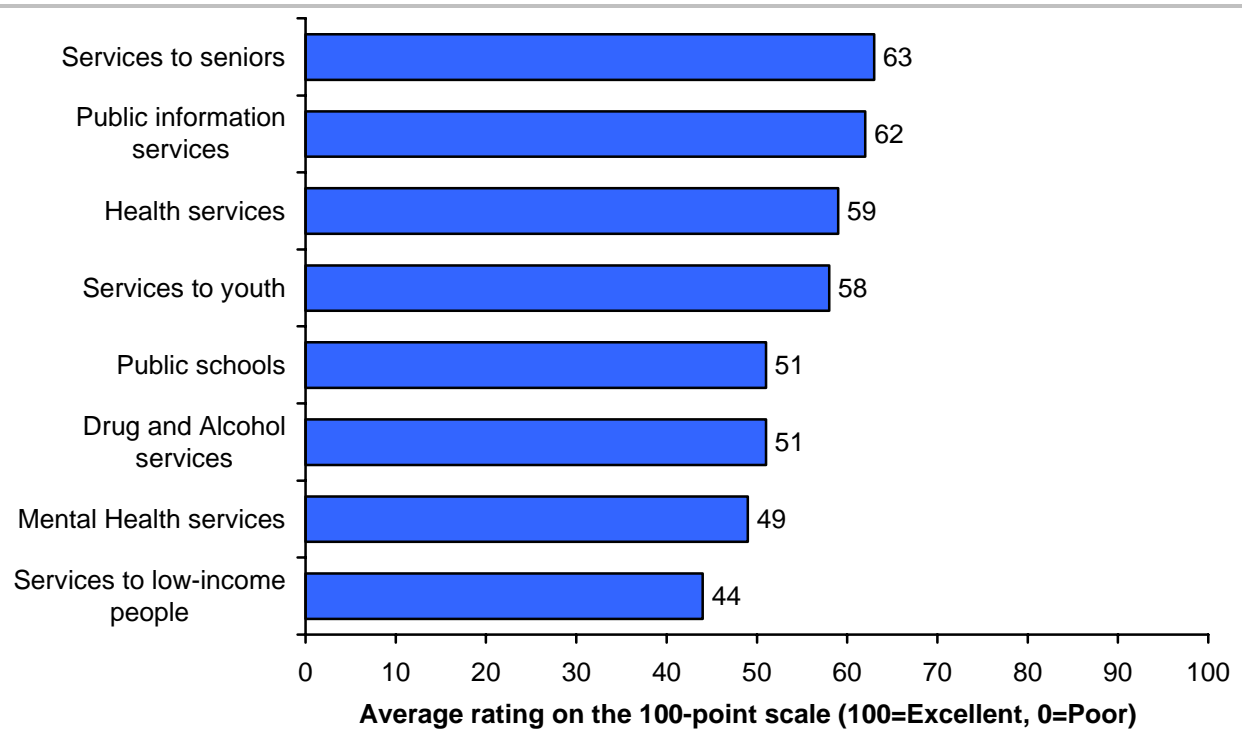


**Quality of Planning and Code Enforcement Services**

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Animal control	14%	65%	15%	6%	100%	62
Code enforcement (weeds, abandoned buildings, etc)	11%	51%	27%	11%	100%	54
Economic development	7%	50%	33%	10%	100%	51
Land use, planning and zoning	5%	39%	33%	23%	100%	42

Note: "don't know" responses have been removed.

**Figure 23: Quality of Services to Special Populations and Other Services**



**Quality of Services to Special Populations and Other Services**

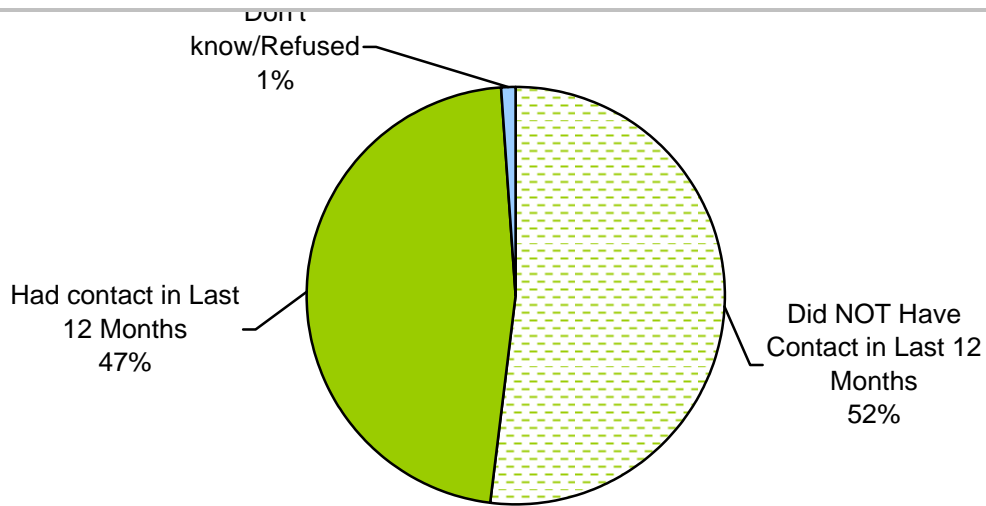
How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Services to seniors	22%	52%	18%	7%	100%	63
Public information services	14%	61%	23%	3%	100%	62
Health services	17%	52%	22%	9%	100%	59
Services to youth	15%	50%	27%	8%	100%	58
Public schools	16%	38%	32%	15%	100%	51
Drug and Alcohol services	7%	53%	26%	14%	100%	51
Mental Health services	8%	48%	26%	18%	100%	49
Services to low-income people	7%	37%	35%	21%	100%	44

Note: "don't know" responses have been removed.

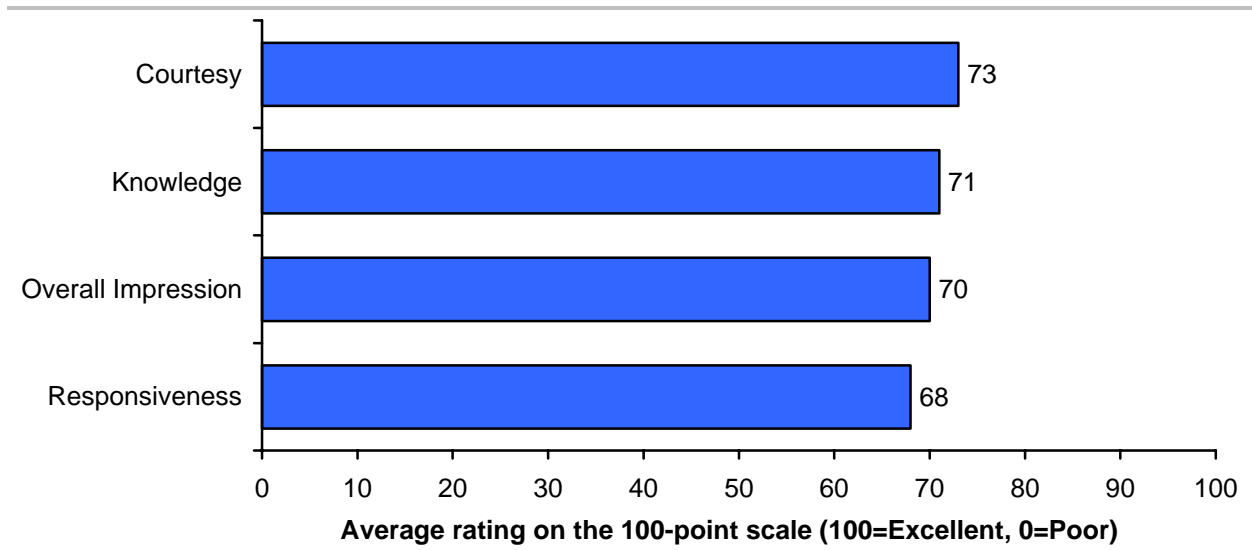
## Pinellas County Employees

Impressions of Pinellas County employees were assessed on the questionnaire. Those who had been in contact with a Pinellas County employee in the past year (47%) rated their overall impression as 70 on a 100-point scale.

**Figure 24: Percent of Respondents Who Had Contact with a Pinellas County Employee**



**Figure 25: Ratings of Contact with Pinellas County Employees**



**Ratings of Contact with Pinellas County Employees**

What was your impression of employees of Pinellas County in your most recent contact?	Ratings				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Courtesy	44%	37%	11%	7%	100%	73
Knowledge	38%	44%	12%	7%	100%	71
Overall Impression	39%	38%	15%	8%	100%	70
Responsiveness	36%	41%	14%	9%	100%	68

Note: "don't know" responses have been removed.

## ADDITIONAL QUESTIONS

Six additional questions were asked by Pinellas County. The results for these questions are displayed below. Open-ended results can be found under a separate cover.

Policy Question #1							
The Florida legislature has imposed a cap on county property taxes. With this restriction, we may not be able to continue to fund all programs at current levels. Please rate the importance of each of the following funding priorities:	Not at all important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important	Don't know/Refused	Total
	County parks and recreation facilities	4%	8%	30%	31%	25%	2%
Road transportation/traffic flow	4%	6%	24%	28%	35%	3%	100%
Public transportation system	6%	11%	26%	25%	26%	5%	100%
Public safety services	3%	4%	20%	30%	40%	3%	100%
Health care for uninsured residents	8%	10%	21%	22%	36%	4%	100%
Drainage and storm water improvements	5%	10%	27%	27%	28%	3%	100%
Attracting and retaining high paying jobs in the business community	6%	7%	19%	23%	39%	5%	100%
Improving water and sewer treatment methods	4%	7%	23%	30%	33%	2%	100%
Arts and cultural activities	8%	16%	33%	24%	17%	3%	100%
Redevelopment of vacant or rundown commercial and industrial properties	10%	15%	32%	21%	17%	4%	100%
Pinellas Trail	10%	16%	27%	19%	24%	4%	100%
Promoting affordable housing	5%	9%	22%	25%	36%	3%	100%
Homeless services	10%	13%	26%	22%	24%	5%	100%
More public boat access	26%	23%	25%	9%	12%	6%	100%
More land for County preserves	14%	16%	24%	19%	23%	4%	100%
County active recreation facilities like ball fields	8%	13%	35%	21%	19%	4%	100%

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**Policy Question #2**


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**What single issue do you consider to be the top priority for Pinellas County? You can mention any issue, even if it was not listed.**

Taxes	15%
Education	9%
Homeless services	6%
Promoting affordable housing	6%
Crime	5%
Attracting and retaining high paying jobs in the business co	5%
Health care for uninsured residents	4%
Public safety services	4%
Road transportation/traffic flow	4%
Insurance	3%
Traffic congestion	3%
Public transportation system	2%
Urban sprawl	2%
Drainage and storm water improvements	1%
More land for county preserves	1%
County active recreation facilities like ball fields	1%
County parks and recreation facilities	1%
Redevelopment of vacant or rundown commercial and industrial	1%
Pinellas Trail	1%
Economy	1%
Quality of local government	1%
Arts and cultural opportunities	0%
Improving water and sewer treatment methods	0%
Other/please specify	12%
Don't know/refused	13%
<b>Total</b>	<b>100%</b>

**Policy Question #3****If you want information about Pinellas County services, how would you most like to receive it?**

Pinellas County Web site	33%
Printed brochure or newsletter	22%
Phone book	14%
Pinellas County television	9%
E-mailed newsletter	8%
Phone an info desk	5%
Contact a County Connection Center	3%
Other/Please specify	3%
Don't know/Refused	3%
Total	100%

**Policy Question #4****Do you have Cable TV?**

No	12%
Yes	88%
Total	100%

**Policy Question #5****How often, if ever, do you watch Pinellas Channel 18?**

Never	40%
Less than once a month	20%
At least once a month	24%
Once or twice a week	11%
3 or more times a week	5%
Don't know/Refused	1%
Total	100%

<b>Policy Question #6</b>							
<b>How often, if ever, do you watch the following programs on Channel 18?</b>							
	<b>Never</b>	<b>Less than once a month</b>	<b>At least once a month</b>	<b>Once or twice a week</b>	<b>3 or more times a week</b>	<b>Don't know/Refused</b>	<b>Total</b>
Board of County Commissioners meetings	31%	26%	29%	9%	3%	2%	100%
Other meetings	44%	22%	23%	7%	2%	2%	100%
Inside Pinellas	35%	24%	27%	10%	2%	2%	100%
Progressive Pinellas	59%	19%	13%	5%	2%	3%	100%
Good Business Pinellas	62%	14%	14%	5%	2%	3%	100%
Pick a Pet	72%	11%	8%	6%	2%	1%	100%
Postcards from Home	80%	7%	8%	2%	1%	3%	100%
Coverage of County sponsored events like the Folk Festival or Educational Forums	41%	24%	23%	9%	2%	2%	100%

# APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

Question 1: Quality of Life Ratings												
	Excellent		Good		Fair		Poor		Don't know/Refused		Total	
How do you rate Pinellas County as a place to live?	27%	N=218	54%	N=426	16%	N=128	3%	N=22	0%	N=2	100%	N=796
How do you rate your neighborhood as a place to live?	43%	N=346	40%	N=322	12%	N=97	4%	N=29	0%	N=3	100%	N=796
How do you rate Pinellas County as a place to raise children?	16%	N=130	40%	N=315	19%	N=152	7%	N=54	18%	N=146	100%	N=796
How do you rate Pinellas County as a place to work?	11%	N=90	40%	N=316	19%	N=152	8%	N=64	22%	N=175	100%	N=796
How do you rate Pinellas County as a place to retire?	27%	N=219	42%	N=333	16%	N=124	8%	N=66	7%	N=55	100%	N=796
How do you rate the overall quality of life in Pinellas County?	21%	N=170	58%	N=465	16%	N=131	3%	N=20	1%	N=10	100%	N=796

Question 2: Please rate each of the following characteristics as they relate to Pinellas County as a whole												
	Excellent		Good		Fair		Poor		Don't know/Refused		Total	
Sense of community	13%	N=105	51%	N=406	24%	N=190	9%	N=69	3%	N=26	100%	N=796
Openness and acceptance of the community towards people of diverse backgrounds	13%	N=104	50%	N=397	25%	N=201	5%	N=43	7%	N=52	100%	N=796
Overall appearance of Pinellas County	18%	N=146	58%	N=464	19%	N=155	3%	N=26	1%	N=5	100%	N=796
Opportunities to attend cultural activities	24%	N=194	47%	N=377	18%	N=146	5%	N=39	5%	N=41	100%	N=796
Air quality	18%	N=142	59%	N=472	20%	N=156	2%	N=20	1%	N=6	100%	N=796
Recreational opportunities	31%	N=244	51%	N=402	12%	N=95	4%	N=31	3%	N=24	100%	N=796
Job opportunities	6%	N=45	35%	N=282	27%	N=218	10%	N=82	21%	N=169	100%	N=796
Access to affordable quality housing	4%	N=34	27%	N=215	29%	N=228	27%	N=218	13%	N=101	100%	N=796
Access to affordable quality health care	12%	N=99	35%	N=277	23%	N=187	18%	N=142	11%	N=91	100%	N=796
Ease of car travel in Pinellas County	12%	N=94	42%	N=335	30%	N=240	14%	N=115	2%	N=13	100%	N=796
Ease of bus travel in Pinellas County	8%	N=62	26%	N=211	19%	N=153	15%	N=122	31%	N=249	100%	N=796
Ease of bicycle travel in Pinellas County	17%	N=138	39%	N=307	19%	N=153	11%	N=85	14%	N=114	100%	N=796
Ease of walking in Pinellas County	19%	N=155	40%	N=319	26%	N=204	12%	N=97	3%	N=21	100%	N=796
Educational opportunities	19%	N=154	44%	N=352	18%	N=144	9%	N=68	10%	N=78	100%	N=796
Overall image/reputation of Pinellas County	14%	N=114	61%	N=487	17%	N=132	5%	N=38	3%	N=25	100%	N=796

**Question 2: Please rate each of the following characteristics as they relate to Pinellas County as a whole**

	Excellent		Good		Fair		Poor		Don't know/Refused		Total	
Overall quality of new development in Pinellas County	11%	N=86	38%	N=303	29%	N=230	13%	N=106	9%	N=73	100%	N=796

**Question 3: Please rate the speed of growth in the following categories in Pinellas County over the past two years**

	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know/Refused		Total	
Population growth	2%	N=14	3%	N=28	25%	N=201	35%	N=276	29%	N=231	6%	N=46	100%	N=796
Retail growth (stores, restaurants etc.)	3%	N=20	8%	N=66	45%	N=356	22%	N=171	16%	N=128	7%	N=54	100%	N=796
Jobs growth	14%	N=112	27%	N=215	28%	N=226	6%	N=51	6%	N=48	18%	N=144	100%	N=796

**Question 4: To what degree are the following problems in Pinellas County**

	Not a problem		Minor problem		Moderate problem		Major problem		Don't know/Refused		Total	
Crime	8%	N=64	24%	N=189	43%	N=339	21%	N=165	5%	N=38	100%	N=796
Drugs	8%	N=61	17%	N=134	29%	N=227	29%	N=233	18%	N=140	100%	N=796
Too much growth	18%	N=140	16%	N=130	30%	N=237	31%	N=250	5%	N=40	100%	N=796
Lack of growth	56%	N=447	16%	N=130	13%	N=107	7%	N=54	7%	N=58	100%	N=796
Taxes	9%	N=73	13%	N=103	22%	N=174	51%	N=405	5%	N=42	100%	N=796
Traffic congestion	9%	N=69	17%	N=134	29%	N=234	43%	N=344	2%	N=16	100%	N=796
Homelessness	7%	N=54	21%	N=169	28%	N=222	36%	N=284	9%	N=68	100%	N=796

**Question 5: Please rate how safe you feel from the following occurring to you in Pinellas County**

	Violent crime (e.g., rape, assault, robbery)		Property crimes (e.g., burglary, theft)		Fire	
Very safe	35%	N=280	32%	N=258	59%	N=469
Somewhat safe	40%	N=321	42%	N=331	30%	N=235
Neither safe nor unsafe	9%	N=69	9%	N=69	7%	N=53
Somewhat unsafe	9%	N=73	12%	N=93	2%	N=18
Very unsafe	4%	N=34	4%	N=28	2%	N=13
Don't know/Refused	2%	N=19	2%	N=16	1%	N=8
<b>Total</b>	<b>100%</b>	<b>N=796</b>	<b>100%</b>	<b>N=796</b>	<b>100%</b>	<b>N=796</b>

**Question 6: Please rate how safe you feel:**

	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know/Refused		Total	
In your neighborhood during the day	81%	N=644	17%	N=135	1%	N=10	1%	N=4	0%	N=2	0%	N=1	100%	N=796
In your neighborhood after dark	52%	N=414	31%	N=250	4%	N=29	8%	N=63	3%	N=27	2%	N=13	100%	N=796
In Pinellas County's downtown area(s) during the day	52%	N=417	30%	N=236	3%	N=26	3%	N=23	3%	N=25	9%	N=69	100%	N=796
In Pinellas County's downtown area(s) after dark	18%	N=140	34%	N=272	7%	N=56	14%	N=115	13%	N=100	14%	N=113	100%	N=796
In Pinellas County's parks during the day	53%	N=425	31%	N=249	3%	N=27	2%	N=18	1%	N=10	9%	N=68	100%	N=796
In Pinellas County's parks after dark	14%	N=109	23%	N=187	6%	N=49	17%	N=138	17%	N=135	22%	N=178	100%	N=796

**Question 7: During the past twelve months, were you or anyone in your household the victim of any crime?**

<b>During the past twelve months, were you or anyone in your household the victim of any crime?</b>		
No	91%	N=726
Yes	9%	N=70
Total	100%	N=796

**Question 8: If yes, was this crime (these crimes) reported to the police?**

<b>If yes, was this crime (these crimes) reported to the police?</b>		
No	17%	N=12
Yes	82%	N=58
Don't know/Refused	1%	N=0
Total	100%	N=70

**Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in Pinellas County?**

	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Don't know/Refused		Total	
Used Pinellas County public libraries or their services	31%	N=251	19%	N=152	27%	N=214	8%	N=67	14%	N=110	0%	N=2	100%	N=796
Visited a Pinellas County park	19%	N=153	17%	N=135	36%	N=287	10%	N=82	16%	N=130	1%	N=9	100%	N=796
Ridden a local bus within Pinellas County	81%	N=645	8%	N=60	5%	N=37	2%	N=19	4%	N=34	0%	N=1	100%	N=796
Attended a meeting of local elected officials or other local public meeting	70%	N=555	17%	N=134	10%	N=82	2%	N=14	1%	N=9	0%	N=3	100%	N=796
Watched a meeting of local elected officials or other local public meeting on cable television	43%	N=343	21%	N=170	25%	N=196	5%	N=39	5%	N=42	1%	N=6	100%	N=796
Recycled used paper, cans or bottles from your home	31%	N=250	8%	N=62	13%	N=104	7%	N=58	40%	N=317	1%	N=6	100%	N=796
Volunteered your time to some group/activity in Pinellas County	49%	N=392	13%	N=101	18%	N=141	6%	N=50	13%	N=107	0%	N=4	100%	N=796

**Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in Pinellas County?**

	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Don't know/Refused		Total	
Read a Pinellas County Newsletter	40%	N=319	18%	N=142	22%	N=175	5%	N=41	12%	N=94	3%	N=25	100%	N=796
Used the Internet for anything	21%	N=169	1%	N=5	7%	N=52	5%	N=37	66%	N=529	1%	N=5	100%	N=796
Used the Internet to conduct business with Pinellas County	59%	N=466	14%	N=109	18%	N=141	3%	N=26	6%	N=45	1%	N=8	100%	N=796
Purchased an item over the Internet	38%	N=301	11%	N=90	27%	N=212	11%	N=84	13%	N=102	1%	N=7	100%	N=796

**Question 10: How do you rate the quality of each of the following services in Pinellas County?**

	Excellent		Good		Fair		Poor		Don't know/Refused		Total	
Sheriff services	21%	N=166	50%	N=398	12%	N=98	2%	N=17	15%	N=117	100%	N=796
Fire services	33%	N=262	50%	N=402	5%	N=43	1%	N=10	10%	N=80	100%	N=796
Ambulance/emergency medical services	35%	N=277	46%	N=367	7%	N=54	2%	N=18	10%	N=79	100%	N=796
Crime prevention	10%	N=79	50%	N=398	22%	N=176	9%	N=69	9%	N=74	100%	N=796
Fire prevention and education	18%	N=140	50%	N=398	14%	N=112	4%	N=29	15%	N=117	100%	N=796
Traffic enforcement	13%	N=103	48%	N=382	26%	N=210	9%	N=69	4%	N=31	100%	N=796
Garbage collection	34%	N=269	51%	N=405	7%	N=54	3%	N=27	5%	N=42	100%	N=796
Recycling	17%	N=137	39%	N=308	16%	N=125	18%	N=141	11%	N=85	100%	N=796
Street repair	10%	N=82	54%	N=429	23%	N=187	11%	N=89	1%	N=9	100%	N=796
Traffic signal timing	9%	N=68	42%	N=333	30%	N=237	17%	N=139	2%	N=20	100%	N=796
Bus/transit services	10%	N=77	30%	N=241	19%	N=153	11%	N=89	30%	N=237	100%	N=796
Storm drainage	11%	N=91	47%	N=377	24%	N=195	9%	N=72	8%	N=61	100%	N=796
Drinking water	15%	N=119	46%	N=363	22%	N=172	15%	N=117	3%	N=25	100%	N=796
County parks	37%	N=291	50%	N=395	6%	N=45	1%	N=5	8%	N=60	100%	N=796
Pinellas County Preserves/Open Space	16%	N=128	43%	N=339	23%	N=182	6%	N=46	13%	N=102	100%	N=796
Accessibility of trails	25%	N=201	51%	N=405	12%	N=94	2%	N=12	11%	N=85	100%	N=796
Appearance/maintenance of parks	36%	N=283	52%	N=418	7%	N=58	1%	N=10	3%	N=28	100%	N=796
Appearance/maintenance of Open Space	16%	N=129	53%	N=420	20%	N=161	3%	N=24	8%	N=63	100%	N=796
Land use, planning and zoning	4%	N=35	32%	N=257	27%	N=217	19%	N=152	17%	N=134	100%	N=796
Code enforcement (weeds, abandoned buildings, etc)	9%	N=73	43%	N=344	23%	N=183	10%	N=77	15%	N=120	100%	N=796
Animal control	12%	N=94	55%	N=439	13%	N=104	5%	N=43	15%	N=116	100%	N=796
Economic development	6%	N=50	44%	N=350	29%	N=230	9%	N=73	12%	N=93	100%	N=796
Health services	14%	N=115	45%	N=361	19%	N=153	8%	N=64	13%	N=103	100%	N=796
Services to seniors	18%	N=144	43%	N=341	15%	N=119	6%	N=48	18%	N=145	100%	N=796
Services to youth	12%	N=93	39%	N=307	21%	N=166	6%	N=47	23%	N=184	100%	N=796
Services to low-income people	5%	N=40	27%	N=213	25%	N=201	15%	N=118	28%	N=224	100%	N=796
Public library services	36%	N=288	45%	N=357	7%	N=56	1%	N=8	11%	N=88	100%	N=796

**Question 10: How do you rate the quality of each of the following services in Pinellas County?**

	Excellent		Good		Fair		Poor		Don't know/Refused		Total	
Public information services	12%	N=99	54%	N=433	20%	N=161	3%	N=22	10%	N=81	100%	N=796
Public schools	13%	N=100	31%	N=244	26%	N=204	12%	N=96	19%	N=152	100%	N=796
Mental Health services	4%	N=34	26%	N=208	14%	N=115	10%	N=78	45%	N=362	100%	N=796
Drug and Alcohol services	4%	N=33	30%	N=236	14%	N=115	8%	N=60	44%	N=352	100%	N=796
Public access to the beach	24%	N=195	42%	N=334	18%	N=145	11%	N=86	5%	N=37	100%	N=796
Access to public boat ramps	12%	N=97	38%	N=303	13%	N=107	7%	N=55	29%	N=234	100%	N=796

**Question 11: Overall, how would you rate the quality of the services provided by...**

	Pinellas County		The Federal Government		The State Government	
Excellent	11%	N=91	5%	N=36	5%	N=37
Good	59%	N=468	38%	N=305	48%	N=383
Fair	20%	N=157	30%	N=240	28%	N=225
Poor	7%	N=57	17%	N=139	11%	N=88
Don't know/Refused	3%	N=23	10%	N=77	8%	N=63
Total	100%	N=796	100%	N=796	100%	N=796

**Question 12: Have you had any in-person or phone contact with an employee of Pinellas County within the last 12 months?**

	Have you had any in-person or phone contact with an employee of Pinellas County within the last 12 months?	
No	52%	N=414
Yes	47%	N=372
Don't know/Refused	1%	N=10
Total	100%	N=796

**Question 13: What was your impression of the employees of Pinellas County in your most recent contact?**

	Knowledge		Responsiveness		Courtesy		Overall Impression	
Excellent	37%	N=137	35%	N=132	44%	N=163	39%	N=144
Good	43%	N=160	40%	N=150	37%	N=137	38%	N=140
Fair	12%	N=43	14%	N=53	11%	N=42	14%	N=53
Poor	7%	N=24	8%	N=31	7%	N=25	8%	N=29
Don't know/Refused	2%	N=7	2%	N=6	1%	N=5	2%	N=6
Total	100%	N=372	100%	N=372	100%	N=372	100%	N=372

**Question 14: Please rate your agreement or disagreement with the following statements.**

	I receive good value for Pinellas County taxes I pay		I am pleased with the overall direction that Pinellas County is taking		Pinellas County government welcomes citizen involvement		Pinellas County government listens to citizens	
Strongly agree	13%	N=102	15%	N=117	17%	N=136	9%	N=70
Somewhat agree	39%	N=311	39%	N=314	42%	N=334	40%	N=319
Neither agree nor disagree	14%	N=114	13%	N=103	12%	N=99	15%	N=116
Somewhat disagree	13%	N=103	16%	N=126	11%	N=86	16%	N=129
Strongly disagree	17%	N=132	14%	N=108	7%	N=59	14%	N=112
Don't know/Refused	4%	N=35	3%	N=28	10%	N=82	6%	N=49
Total	100%	N=796	100%	N=796	100%	N=796	100%	N=796

**Question 15: What impact, if any, do you think the economy will have on your family income in the next 6 months?**

**What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:**

Very positive	2%	N=17
Somewhat positive	13%	N=100
Neutral	43%	N=343
Somewhat negative	24%	N=194
Very negative	13%	N=106
Don't know/Refused	5%	N=36
Total	100%	N=796

**Question 16a: Policy Question 1**

**The Florida legislature has imposed a cap on county property taxes. With this restriction, we may not be able to continue to fund all programs at current levels. With that in mind, please rate the importance of each of the following priorities:**

	Not at all important		Somewhat unimportant		Neither important nor unimportant		Somewhat important		Very important		Don't know/Refused		Total	
County parks and recreation facilities	4%	N=35	8%	N=63	30%	N=237	31%	N=244	25%	N=198	2%	N=19	100%	N=796
Road transportation/traffic flow	4%	N=31	6%	N=51	24%	N=190	28%	N=224	35%	N=280	3%	N=20	100%	N=796
Public transportation system	6%	N=51	11%	N=91	26%	N=208	25%	N=202	26%	N=205	5%	N=39	100%	N=796
Public safety services	3%	N=21	4%	N=31	20%	N=157	30%	N=239	40%	N=322	3%	N=27	100%	N=796
Health care for uninsured residents	8%	N=62	10%	N=78	21%	N=164	22%	N=172	36%	N=290	4%	N=30	100%	N=796
Drainage and storm water improvements	5%	N=39	10%	N=82	27%	N=214	27%	N=214	28%	N=221	3%	N=27	100%	N=796
Attracting and retaining high paying jobs in the business community	6%	N=48	7%	N=55	19%	N=154	23%	N=185	39%	N=313	5%	N=41	100%	N=796
Improving water and sewer treatment methods	4%	N=36	7%	N=57	23%	N=186	30%	N=235	33%	N=264	2%	N=18	100%	N=796
Arts and cultural activities	8%	N=62	16%	N=124	33%	N=260	24%	N=190	17%	N=138	3%	N=22	100%	N=796
Redevelopment of vacant or rundown commercial and industrial properties	10%	N=79	15%	N=120	32%	N=258	21%	N=170	17%	N=136	4%	N=34	100%	N=796
Pinellas Trail	10%	N=80	16%	N=129	27%	N=217	19%	N=153	24%	N=188	4%	N=28	100%	N=796
Promoting affordable housing	5%	N=42	9%	N=69	22%	N=176	25%	N=200	36%	N=285	3%	N=24	100%	N=796
Homeless services	10%	N=77	13%	N=104	26%	N=210	22%	N=172	24%	N=192	5%	N=41	100%	N=796

**Question 16a: Policy Question 1**

The Florida legislature has imposed a cap on county property taxes. With this restriction, we may not be able to continue to fund all programs at current levels. With that in mind, please rate the importance of each of the following priorities:

	Not at all important		Somewhat unimportant		Neither important nor unimportant		Somewhat important		Very important		Don't know/Refused		Total	
More public boat access	26%	N=207	23%	N=181	25%	N=197	9%	N=70	12%	N=93	6%	N=48	100%	N=796
More land for County preserves	14%	N=115	16%	N=130	24%	N=187	19%	N=150	23%	N=180	4%	N=33	100%	N=796
County active recreation facilities like ball fields	8%	N=62	13%	N=106	35%	N=277	21%	N=165	19%	N=155	4%	N=31	100%	N=796

## Question 16b: Policy Question 2

**What single issue do you consider to be the top priority for Pinellas County?**

County parks and recreation facilities	1%	N=11
Road transportation/traffic flow	4%	N=33
Public transportation system	2%	N=14
Public safety services	4%	N=35
Health care for uninsured residents	4%	N=28
Drainage and storm water improvements	1%	N=6
Attracting and retaining high paying jobs in the business co	5%	N=39
Improving water and sewer treatment methods	0%	N=3
Arts and cultural opportunities	0%	N=4
Redevelopment of vacant or rundown commercial and industrial	1%	N=7
Pinellas Trail	1%	N=6
Promoting affordable housing	6%	N=47
Homeless services	6%	N=49
More land for county preserves	1%	N=5
County active recreation facilities like ball fields	1%	N=6
Taxes	15%	N=119
Insurance	3%	N=26
Education	9%	N=70
Urban sprawl	2%	N=14
Economy	1%	N=7
Quality of local government	1%	N=5
Crime	5%	N=44
Traffic congestion	3%	N=23
Other/please specify	12%	N=92
Don't know/refused	13%	N=104
<b>Total</b>	<b>100%</b>	<b>N=796</b>

**Question 16c: Policy Question 3**

**If you want information about Pinellas County services, how would you most like to receive it?**

Pinellas County Web site	33%	N=259
Printed brochure or newsletter	22%	N=177
E-mailed newsletter	8%	N=61
Phone book	14%	N=112
Contact a County Connection Center	3%	N=23
Phone an info desk	5%	N=40
Pinellas County television	9%	N=73
Other/Please specify	3%	N=25
Don't know/Refused	3%	N=27
Total	100%	N=796

**Question 16d: Policy Question 4**

**Do you have Cable TV?**

No	12%	N=94
Yes	88%	N=702
Total	100%	N=796

**Question 16e: Policy Question 5**

**How often, if ever, do you watch Pinellas Channel 18?**

Never	40%	N=282
Less than once a month	20%	N=137
At least once a month	24%	N=168
Once or twice a week	11%	N=78
3 or more times a week	5%	N=34
Don't know/Refused	1%	N=4
Total	100%	N=702

**Question 16f: Policy Question 6**

How often, if ever, do you watch the following programs on Channel 18?	Never		Less than once a month		At least once a month		Once or twice a week		3 or more times a week		Don't know/Refused		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Board of County Commissioners meetings	31%	N=130	26%	N=109	29%	N=122	9%	N=36	3%	N=13	2%	N=7	100%	N=417
Other meetings	44%	N=182	22%	N=90	23%	N=98	7%	N=31	2%	N=7	2%	N=8	100%	N=417
Inside Pinellas	35%	N=148	24%	N=100	27%	N=114	10%	N=40	2%	N=8	2%	N=7	100%	N=417
Progressive Pinellas	59%	N=245	19%	N=79	13%	N=56	5%	N=20	2%	N=6	3%	N=11	100%	N=417
Good Business Pinellas	62%	N=258	14%	N=59	14%	N=60	5%	N=19	2%	N=7	3%	N=13	100%	N=417
Pick a Pet	72%	N=300	11%	N=48	8%	N=33	6%	N=24	2%	N=7	1%	N=5	100%	N=417
Postcards from Home	80%	N=332	7%	N=30	8%	N=32	2%	N=8	1%	N=2	3%	N=11	100%	N=417
Coverage of County sponsored events like the Folk Festival or Educational Forums	41%	N=170	24%	N=99	23%	N=97	9%	N=36	2%	N=8	2%	N=7	100%	N=417

**Question 17: Do you live within the County limits of Pinellas County?**

	Yes		Total	
	%	N	%	N
Do you live within the limits of Pinellas County?	100%	N=796	100%	N=796

**Question 17a: Do you live in unincorporated county or in a city or town in the county?**

	Do you live in unincorporated county or in a city of town in the county?	
Belleair	0%	N=1
Belleair Beach	0%	N=2
Belleair Shore	0%	N=1
Clearwater	22%	N=174
Dudedin	3%	N=26
Gulfport	1%	N=8
Indian Rocks Beach	0%	N=4
Indian Shores	1%	N=10
Kenneth City	1%	N=5
Largo	11%	N=91
Madeira Beach	1%	N=5
North Redington Beach	0%	N=3
Oldsmar	2%	N=18
Pinellas Park	5%	N=41
Redington Beach	0%	N=1
Redington Shores	0%	N=4
Safety Harbor	3%	N=21
Seminole	4%	N=32
South Pasadena	1%	N=10
St. Pete Beach	3%	N=25
St. Petersburg	29%	N=227
Tarpon Springs	2%	N=19
Treasure Island	0%	N=3
Unincorporated Pinellas County	8%	N=65
<b>Total</b>	<b>100%</b>	<b>N=796</b>

**Question 18: Employment Status**

<b>Are you currently employed?</b>		
No	47%	N=375
Yes	53%	N=419
Don't know/Refused	0%	N=2
Total	100%	N=796

**Question 18a: Usual Mode of Transportation to Work**

<b>What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?</b>		
Motorized vehicle	91%	N=380
Bus, Rail, Subway, or other public transportation	4%	N=15
Walk	1%	N=5
Work at home	4%	N=17
Other	1%	N=2
Total	100%	N=419

**Question 18b: Drive Alone or Carpool**

<b>If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?</b>		
No	86%	N=325
Yes	14%	N=54
Don't know/Refused	0%	N=1
Total	100%	N=380

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**Usual Mode of Transportation to Work, Including Carpooling**


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Usual mode of transportation to work		
Motorized vehicle, no others (SOV)	78%	N=326
Motorized vehicle, with others (MOV)	13%	N=54
Bus, rail, subway, or other public transportation	4%	N=15
Walk	1%	N=5
Work at home	4%	N=17
Other	1%	N=2
Total	100%	N=419

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**Question 19: Length of Residency**


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How many years have you lived in Pinellas County?		
Less than 2 years	4%	N=34
2 to 5 years	10%	N=82
6 to 10 years	13%	N=105
11 to 20 years	26%	N=205
More than 20 years	46%	N=368
Don't know/Refused	0%	N=1
Total	100%	N=796

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**Question 20: Type of Housing Unit**


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Which best describes the building you live in?		
One family house detached from any other houses	51%	N=406
One family house attached to one or more houses	9%	N=71
Building with two or more apartments or condominiums	34%	N=269
Mobile home	3%	N=26
Other	3%	N=23
Don't know/Refused	0%	N=1
Total	100%	N=796

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**Question 21: Tenure Status**

<b>Is this house, apartment, or mobile home...</b>		
Rented for cash or occupied without cash payment?	18%	N=146
Owned by you or someone in this house	82%	N=647
<b>Total</b>	<b>100%</b>	<b>N=794</b>

**Questions 22 to 25: Household Characteristics**

	<b>No</b>		<b>Yes</b>		<b>Don't know/Refused</b>		<b>Total</b>	
Do any children age 12 or under live in your household?	83%	N=664	16%	N=130	0%	N=1	100%	N=796
Do any teenagers ages 13 through 17 live in your household?	88%	N=698	12%	N=96	0%	N=2	100%	N=796
Are you or any other members of your household aged 65 or older?	64%	N=507	36%	N=288	0%	N=1	100%	N=796
Does any member of your household have a physical handicap or is anyone disabled?	82%	N=652	18%	N=142	0%	N=2	100%	N=796

**Question 26: Education**

<b>What is the highest degree or level of school you have completed?</b>		
12th Grade or less, no diploma	5%	N=41
High school diploma	20%	N=157
Some college, no degree	27%	N=216
Associate's degree (e.g. AA, AS)	10%	N=83
Bachelor's degree (e.g. BA, AB, BS)	26%	N=206
Graduate degree or professional degree	12%	N=92
Don't know/Refused	0%	N=2
<b>Total</b>	<b>100%</b>	<b>N=796</b>

**Question 27: Annual Household Income**

**How much do you anticipate your household's total income before taxes will be for the current year?**

Less than \$24,999	14%	N=110
\$25,000 to \$49,999	24%	N=192
\$50,000 to \$99,999	27%	N=217
\$100,000 or more	15%	N=123
Don't know/Refused	19%	N=154
Total	100%	N=796

**Question 28: Ethnicity**

	No		Yes		Don't know/Refused		Total	
Are you Spanish/Hispanic/Latino?	95%	N=756	4%	N=34	1%	N=6	100%	N=796

**Question 29: Race**

What is your race?	Percent of Respondents
American Indian or Alaskan native	1%
Asian or Pacific Islander	2%
Black, African American	5%
White/Caucasian	87%
Other	5%
Don't know/refused	1%
Total may exceed 100% as respondents could select more than one category.	

**Question 30: Age**

In which category is your age?		
18 to 24 years	10%	N=79
25 to 34 years	11%	N=90
35 to 44 years	11%	N=88
45 to 54 years	22%	N=174
55 to 64 years	14%	N=112
65 to 74 years	16%	N=127
75 years or older	16%	N=124
Don't know/Refused	0%	N=2
<b>Total</b>	<b>100%</b>	<b>N=796</b>

**Question 31: Gender**

What is your gender?		
Female	52%	N=413
Male	48%	N=384
<b>Total</b>	<b>100%</b>	<b>N=796</b>

**Questions 32 to 34: Voter Status and Activity**

	No		Yes		Don't know/Refused		Total	
Are you registered to vote in your jurisdiction?	17%	N=138	82%	N=657	0%	N=2	100%	N=796
Did you vote in the last election?	31%	N=244	69%	N=551	0%	N=1	100%	N=796
Are you likely to vote in the next election?	13%	N=103	84%	N=666	4%	N=28	100%	N=796

Zip code		
What is your zip code?		
33701	2%	N=19
33702	3%	N=27
33703	2%	N=15
33704	1%	N=9
33705	2%	N=16
33706	0%	N=4
33707	3%	N=25
33708	2%	N=17
33709	4%	N=30
33710	4%	N=31
33711	2%	N=15
33712	4%	N=30
33713	3%	N=24
33714	2%	N=14
33715	3%	N=21
33781	3%	N=22
3333716	1%	N=4
33756	4%	N=30
33760	1%	N=10
33762	1%	N=9
33764	4%	N=34
33770	2%	N=15
33771	3%	N=25
33772	2%	N=16
33773	1%	N=7
33774	1%	N=10
33776	1%	N=11
33777	3%	N=23
33778	1%	N=10
33782	3%	N=22
33785	1%	N=6
33786	0%	N=1

Zip code		
What is your zip code?		
33755	2%	N=15
33759	3%	N=21
33761	3%	N=22
33763	2%	N=17
33765	1%	N=6
33767	2%	N=15
34677	2%	N=17
34681	0%	N=2
34683	2%	N=17
34684	1%	N=10
34685	1%	N=11
34689	2%	N=16
34695	2%	N=15
34698	3%	N=24
Don't know/Refused	5%	N=37
Total	100%	N=796

## APPENDIX B: SURVEY METHODOLOGY

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The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

### Sampling

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A total of 10,909 phone numbers were dialed during the survey administration. Some of these numbers are considered ineligible for the survey. Of the approximately 3,845 households called, 800 completed interviews<sup>4</sup> providing a response rate of 21%. Approximately 898 households refused the survey.

### Survey Administration

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Phone calls were made from November 12, 2007 to December 6, 2007 using a Computer-Assisted Telephone Interviewing system<sup>5</sup>. A sample identifying households with members aged 18 years or older was acquired. The survey was administered and the data were recorded electronically. A majority of the interviews were completed on week days, although calls were made on the weekend. All phone numbers were dialed at least three times before replacing with another number, with at least one of the attempts on either a weekend or weekday. The dispositions of the numbers dialed during the survey are listed in the table on the following page.

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<sup>4</sup> Disconnected, fax/data line, or business phone numbers were not included as eligible households. For 4,137 phone numbers where the eligibility status of the household was unknown, 35% were estimated to be eligible. This proportion was assumed to hold for those households not contacted, or where the household refused, and therefore prevented knowing the eligibility status, and only 35% of these numbers were included in the final response rate calculation.

<sup>5</sup> CATI is a software program that automatically dials phone numbers, logs dispositions and records responses to completed interviews.

**Disposition of All Numbers Called for the 2007 Pinellas County  
National Citizen Survey**

Completed interviews	800
Schedule Callback	41
Refusal	898
Respondent never available	575
Language problem	114
Always busy	35
No answer	3,985
Fax/data line	434
Disconnected number	3,035
Business, government office, other organizations	589
Not eligible	251
Other	152
Total phone numbers dialed	10,909
Response Rate	21%

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## Response Rate and Confidence Intervals

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A total of 10,909 phone numbers were dialed during the survey administration. Some of these numbers are considered ineligible for the survey. Of the approximately 3,845 households called, 800 completed interviews providing a response rate of 21%. Approximately 898 households refused the survey. In general, the response rates obtained on citizen surveys with phone data collection range from 15% to 35%. For each household, one adult, selected in an unbiased fashion, was asked to complete the survey.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 3 percentage points in either direction from what would have been obtained had responses been collected from all Pinellas County adults. This difference is also called a “margin of error.”<sup>6</sup> This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

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## Weighting and Analyzing the Data

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The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

The demographic characteristics of the sample were compared to those of Pinellas County as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, two or three variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Characteristics chosen as weighting variables are generally selected because they are not in proportion to what is shown in a jurisdiction’s demographic profile and because differences in opinion are observed between subgroups of these characteristics. The socioeconomic characteristics that were used to weight the survey results were age, gender and housing unit type. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the following page.

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<sup>6</sup> The margin of error was calculated using the following formula:  $1.96 * \text{square root } (0.25/400)$ . This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

<b>Weighting Scheme for Pinellas County Citizen Survey</b>			
<b>Respondent Characteristics</b>	<b>Population Norm<sup>7</sup></b>	<b>Unweighted Survey Data</b>	<b>Weighted Survey Data</b>
<b>Tenure</b>			
Rent Home	30%	11%	18%
Own Home	70%	89%	82%
<b>Type of Housing Unit</b>			
Single-Family Detached	49%	71%	54%
Attached	51%	29%	46%
<b>Ethnicity</b>			
Non-Hispanic	93%	97%	96%
Hispanic	7%	3%	4%
<b>Race</b>			
White/Caucasian	84%	88%	85%
Non-White	16%	12%	15%
<b>Gender</b>			
Female	52%	60%	52%
Male	48%	40%	48%
<b>Age</b>			
18-34	22%	6%	21%
35-54	37%	31%	35%
55+	41%	63%	46%
<b>Gender and Age</b>			
Females 18-34	11%	2%	7%
Females 35-54	19%	19%	22%
Females 55+	23%	39%	24%
Males 18-34	11%	3%	15%
Males 35-54	18%	12%	11%
Males 55+	18%	25%	22%

<sup>7</sup> Source: 2000 Census

# APPENDIX C: SURVEY MATERIALS

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The following pages include the survey administered to the respondents.

# Pinellas County 2007 Citizen Survey

TEXT PRESENTED IN CAPS = **INTERVIEWER INSTRUCTIONS ONLY**; NOT TO BE READ ALOUD.

Hello, I'm calling on the behalf of Pinellas County. Pinellas County wants to know what you think about your community and your county government. We are not trying to sell you anything. Your responses are anonymous and will be reported in group form only. We need to complete this questionnaire with you if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Is that you? May I speak with that person?

[REPEAT FIRST PARAGRAPH WITH EACH NEW PERSON.]

**17. Do you live in Pinellas County?**

1. YES
2. NO [THANK AND TERMINATE CALL]
98. DON'T KNOW [THANK AND TERMINATE CALL]
99. REFUSED [THANK AND TERMINATE CALL]

**17a. Do you live in unincorporated county or in a city or town in the county? [DO NOT READ LIST, BUT PROBE FOR BEST MATCH, AS NECESSARY.]**

1. BELLEAIR (TOWN)
2. BELLEAIR BEACH (CITY)
3. BELLEAIR BLUFFS (CITY)
4. BELLEAIR SHORE (TOWN)
5. CLEARWATER (COUNTY SEAT) (CITY)
6. DUNEDIN (CITY)
7. GULFPORT (CITY)
8. INDIAN ROCKS BEACH (CITY)
9. INDIAN SHORES (TOWN)
10. KENNETH CITY (TOWN)
11. LARGO (CITY)
12. MADEIRA BEACH (CITY)
13. NORTH REDINGTON BEACH (TOWN)
14. OLDSMAR (CITY)
15. PINELLAS PARK (CITY)
16. REDINGTON BEACH (TOWN)
17. REDINGTON SHORES (TOWN)
18. SAFETY HARBOR (CITY)
19. SEMINOLE (CITY)
20. SOUTH PASADENA (CITY)
21. ST. PETE BEACH (CITY)
22. ST. PETERSBURG (CITY)
23. TARPON SPRINGS (CITY)
24. TREASURE ISLAND (CITY)
25. UNINCORPORATED PINELLAS COUNTY
26. OTHER [THANK AND TERMINATE CALL]
98. DON'T KNOW [THANK AND TERMINATE CALL]
99. REFUSED [THANK AND TERMINATE CALL]

**1. First, I'm going to ask you some questions about the quality of life in Pinellas County. [ROTATE THROUGH ITEMS A-E. ALWAYS ASK ITEM F LAST.]**

- a. How do you rate Pinellas County as a place to live?
- b. How do you rate your neighborhood as a place to live?
- c. How do you rate Pinellas County as a place to raise children?
- d. How do you rate Pinellas County as a place to work?
- e. How do you rate Pinellas County as a place to retire?
- f. How do you rate the overall quality of life in Pinellas County?

- 1. Excellent
- 2. Good
- 3. Fair
- 4. Poor
- 5. DON'T KNOW/REFUSED

**2. Please tell me if you think each of the following characteristics as it relates to Pinellas County as a whole is excellent, good, fair or poor. How about [ROTATE A-T.]?**

- a. Sense of community
- b. Openness and acceptance of the community towards people of diverse backgrounds
- c. Overall appearance of Pinellas County
- d. Opportunities to attend cultural activities
- f. Air quality
- g. Recreational opportunities
- h. Job opportunities
- i. Access to affordable quality housing
- k. Access to affordable quality health care
- m. Ease of car travel in Pinellas County
- n. Ease of bus travel in Pinellas County
- p. Ease of bicycle travel in Pinellas
- q. Ease of walking in Pinellas
- r. Educational opportunities
- s. Overall image/reputation of Pinellas
- t. Overall quality of new development in Pinellas

- 1. Excellent
- 2. Good
- 3. Fair
- 4. Poor
- 5. DON'T KNOW/REFUSED

**3. Please tell me if you think the speed of growth in the following categories in Pinellas County over the past 2 years is much too slow, somewhat too slow, the right speed, somewhat too fast or much too fast. How about [ROTATE ITEMS A-C]...**

- a. Population growth
- b. Retail growth (stores, restaurants, etc.)
- c. Jobs growth

- 1. Much too slow
- 2. Somewhat too slow
- 3. Right speed
- 4. Somewhat too fast
- 5. Much too fast
- 6. DON'T KNOW/REFUSED

4. **Please tell me to what degree, if at all, the following are problems in Pinellas County. Are they not a problem, a minor problem, a moderate problem, or a major problem? How about [ROTATE A-CO1]...**
- a. Crime
  - b. Drugs
  - c. Too much growth
  - d. Lack of growth
  - h. Taxes
  - i. Traffic congestion
  - k. Homelessness
  - co1. Road condition
- 1. Not a problem
  - 2. Minor problem
  - 3. Moderate problem
  - 4. Major problem
  - 5. DON'T KNOW/REFUSED
5. **Please rate how safe you feel from the following occurring to you in Pinellas. Do you feel very safe, somewhat safe, neither safe nor unsafe, somewhat unsafe or very unsafe? How about [ROTATE THROUGH ITEMS A-C]...**
- a. Violent crime, such as rape, assault or robbery
  - b. Property crimes, such as burglary or theft
  - c. Fire
- 1. Very safe
  - 2. Somewhat safe
  - 3. Neither safe nor unsafe
  - 4. Somewhat unsafe
  - 5. Very unsafe
  - 6. DON'T KNOW/REFUSED
6. **Please rate how safe you feel [ROTATE IN PAIRS – A+B, C+D AND E+F.]. Do you feel very safe, somewhat safe, neither safe nor unsafe, somewhat unsafe or very unsafe? [REPEAT SCALE AS NECESSARY.]**
- a. In your neighborhood during the day
  - b. In your neighborhood after dark
  - c. In your downtown area during the day
  - d. In your downtown area after dark
  - e. In Pinellas County's parks during the day
  - f. In Pinellas County's parks after dark
- 1. Very safe
  - 2. Somewhat safe
  - 3. Neither safe nor unsafe
  - 4. Somewhat unsafe
  - 5. Very unsafe
  - 6. DON'T KNOW/REFUSED
7. **During the past twelve months, were you or anyone in your household the victim of any crime?**
- 1. No [IF NO, GO TO #9]
  - 2. Yes [IF YES, GO TO #8]
  - 3. DON'T KNOW/REFUSED [IF DON'T KNOW, GO TO #9]

8. **[ONLY ASK IF THEY RESPONDED YES TO QUESTION 7] Was this crime (these crimes) reported to the police?**
1. No
  2. Yes
  3. DON'T KNOW/REFUSED
9. **In the last 12 months, about how many times, if ever, have you or other household members have participated in the following activities in Pinellas? Was it never, once or twice, 3 to 12 times, 13 to 26 times or more than 26 times? How about [ROTATE A-M]...**
- a. Used Pinellas County public libraries or their services
  - d. Visited a County park
  - e. Ridden a local bus in Pinellas County
  - f. Attended a meeting of local elected officials or other local public meeting
  - g. Watched a meeting of local elected officials or other local public meeting on cable television
  - h. Recycled used paper, cans or bottles from your home
  - i. Volunteered your time to some group/activity in Pinellas County
  - j. Read a Pinellas County Newsletter
  - k. Used the Internet for anything
  - l. Used the Internet to conduct business with Pinellas County
  - m. Purchased an item over the Internet
1. Never
  2. Once or twice
  3. 3 to 12 times
  4. 13 to 26 times
  5. More than 26 times
  99. DON'T KNOW/REFUSED
10. **Now I'm going to ask you some questions about the quality of Pinellas County services. Tell me whether you think each service is excellent, good, fair or poor? How about [ROTATE A-PC2]...**
- a. Sheriff services
  - b. Fire services
  - c. Ambulance/emergency medical services
  - d. Crime prevention
  - e. Fire prevention and education
  - f. Traffic enforcement
  - g. Garbage collection
  - h. Recycling
  - j. Street repair
  - o. Traffic signal timing
  - q. Bus/transit services
  - r. Storm drainage
  - s. Drinking water
  - u. County parks
  - co1. Pinellas County Preserves/Open Space
  - co4. Accessibility of trails
    - aa. Appearance/maintenance of parks
  - co6. Appearance/maintenance of Open Space
    - ac. Land use, planning and zoning
    - ad. Code enforcement (weeds, abandoned buildings, etc.)
    - ae. Animal control
    - af. Economic development
    - ag. Health services
    - ah. Services to seniors
    - ai. Services to youth
    - aj. Services to low-income people

- ak. Public library services
- am. Public information services
- ao. Public schools
- co9. Mental Health Services
- co10. Drug and Alcohol Services
- pc1. Public access to the beach
- pc2. Access to public boat ramps

- 1. Excellent
- 2. Good
- 3. Fair
- 4. Poor
- 5. DON'T KNOW/REFUSED

**11. Would you say that the overall quality of services provided by [RANDOMLY INSERT A, B OR C] is excellent, good, fair or poor? How about [ROTATE REMAINING]...**

- a. Pinellas County?
- b. The Federal Government?
- c. The State Government?

- 1. Excellent
- 2. Good
- 3. Fair
- 4. Poor
- 5. DON'T KNOW/REFUSED

**16a. As you may know, the Florida legislature has imposed a cap on county property taxes. With this restriction, we may not be able to continue to fund all programs at current levels. With that in mind, please rate the importance of each of the following funding priorities using a scale of 1 to 5 where 1 means "not at all important" and 5 means "very important". How about [ROTATE A-P. OKAY TO REPEAT SCALE]?**

- a. County parks and recreation facilities
- b. Road transportation/traffic flow
- c. Public transportation system
- d. Public safety services
- e. Health care for uninsured residents
- f. Drainage and storm water improvements
- g. Attracting and retaining high paying jobs in the business community
- h. Improving water and sewer treatment methods
- i. Arts and cultural opportunities
- j. Redevelopment of vacant or rundown commercial and industrial properties
- k. Pinellas Trail
- l. Promoting affordable housing
- m. Homeless services
- n. More public boat access
- o. More land for County preserves
- p. County active recreation facilities like ball fields

- 1. Not at all important
- 2.
- 3.
- 4.
- 5. Very important
- 99. DON'T KNOW/REFUSED

**16b. I've mentioned several funding priorities. What single issue do you consider to be the top priority for Pinellas County? You can mention any issue, even if it was not listed.**

1. COUNTY PARKS AND RECREATION FACILITIES
2. ROAD TRANSPORTATION/TRAFFIC FLOW
3. PUBLIC TRANSPORTATION SYSTEM
4. PUBLIC SAFETY SERVICES
5. HEALTH CARE FOR UNINSURED RESIDENTS
6. DRAINAGE AND STORM WATER IMPROVEMENTS
7. ATTRACTING AND RETAINING HIGH PAYING JOBS IN THE BUSINESS COMMUNITY
8. IMPROVING WATER AND SEWER TREATMENT METHODS
9. ARTS AND CULTURAL OPPORTUNITIES
10. REDEVELOPMENT OF VACANT OR RUNDOWN COMMERCIAL AND INDUSTRIAL PROPERTIES
11. PINELLAS TRAIL
12. PROMOTING AFFORDABLE HOUSING
13. HOMELESS SERVICES
14. MORE PUBLIC BOAT ACCESS
15. MORE LAND FOR COUNTY PRESERVES
16. COUNTY ACTIVE RECREATION FACILITIES LIKE BALL FIELDS
17. TAXES
18. INSURANCE
19. EDUCATION
20. URBAN SPRAWL
21. ECONOMY
22. QUALITY OF LOCAL GOVERNMENT
23. CRIME
24. TRAFFIC CONGESTION
25. STATE GOVERNMENT ISSUE
26. NATIONAL ISSUE
98. OTHER/PLEASE SPECIFY
99. DON'T KNOW/REFUSED

**12. I'm going to ask you a couple of questions about County employees. Have you had any in-person or phone contact with an employee Pinellas County within the last 12 months? This includes sheriff, receptionists, planners or any others.**

1. No [IF NO, GO TO #14]
2. Yes [IF YES, GO TO #13]
3. DON'T KNOW/REFUSED [IF DON'T KNOW, GO TO #14]

**13. Can you tell me what your impression was of County employees in your most recent contact? Would you rate them as excellent, good, fair or poor in the following areas [ROTATE A-D]?**

- a. Knowledge
  - b. Responsiveness
  - c. Courtesy
  - d. Overall impression
- 
1. Excellent
  2. Good
  3. Fair
  4. Poor
  5. DON'T KNOW/REFUSED

- 14. Now I'm going to ask you some questions about your impression of the County government. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree with the following statements. How about [ROTATE A-D]...**
- a. I receive good value for the Pinellas County taxes I pay
  - b. I am pleased with the overall direction that Pinellas County is taking
  - c. Pinellas County government welcomes citizen involvement
  - d. Pinellas County government listens to citizens
1. Strongly agree
  2. Somewhat agree
  3. Neither agree nor disagree
  4. Somewhat disagree
  5. Strongly disagree
  6. DON'T KNOW/REFUSED
- 15. Can you tell me now what impact, if any, you think the economy will have on your family income in the next 6 months? Do you think the impact will be very positive, somewhat positive, neutral, somewhat negative or very negative?**
1. Very positive
  2. Somewhat positive
  3. Neutral
  4. Somewhat negative
  5. Very negative
  99. DON'T KNOW/REFUSED
- 16c. If you want information about Pinellas County services, how would you most like to receive it? [READ LIST. ROTATE 1-7. SINGLE RESPONSE.]**
1. Pinellas County Web site
  2. Printed brochure or newsletter
  3. E-mailed newsletter
  4. Phone book
  5. Contact a County Connection Center
  6. Phone an info desk
  7. Pinellas County television [CABLE CHANNEL 18]
  98. OTHER/PLEASE SPECIFY
  99. DON'T KNOW/REFUSED
- 16d. Do you have Cable TV?**
1. No (IF NO, SKIP TO 18)
  2. Yes (IF YES, SKIP TO 16e)
  99. DON'T KNOW/REFUSED
- 16e. How often, if ever, do you watch Pinellas Channel 18?**
1. Never (SKIP TO 18)
  2. Less than once a month
  3. At least once a month
  4. Once or twice a week
  5. 3 or more times a week
  99. DON'T KNOW/REFUSED

**16f. Now I'll ask you how often, if ever, you watch the following programs on Channel 18. [ROTATE A-H.]**

- a. Board of County Commissioners meetings
  - b. Other meetings
  - c. Inside Pinellas
  - d. Progressive Pinellas
  - e. Good Business Pinellas
  - f. Pick A Pet
  - g. Postcards from Home
  - h. Coverage of County sponsored events like the Folk Festival or Educational Forums
- 
1. Never
  2. Less than once a month
  3. At least once a month
  4. Once or twice a week
  5. 3 or more times a week
  99. DON'T KNOW/REFUSED

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

**18. Are you currently employed?**

1. No [IF NO, SKIP TO QUESTION 19]
2. Yes [IF YES, GO ON TO QUESTION 18a]
99. DON'T KNOW/REFUSED

**18a. Could you tell me what one method of transportation you usually use (for the longest distance of your commute) to travel to work? Is it [ROTATE 1-5]...?**

1. Motorized vehicle (e.g. car, truck, van, motorcycle etc...) [GO TO QUESTION 18B]
2. Bus or other public transportation [GO TO QUESTION 19]
3. Walk [GO TO QUESTION 19]
4. Work at home [GO TO QUESTION 19]
5. Other [GO TO QUESTION 19]
99. DON'T KNOW/REFUSED

**18b. [ONLY ASK THIS QUESTION IF THEY ANSWERED MOTORIZED VEHICLE IN QUESTION 18A] Do other people (adults or children) usually ride with you to or from work?**

1. No
2. Yes
3. DON'T KNOW/REFUSED

**19. How many years have you lived in Pinellas County?**

1. Less than 2 years
2. 2-5 years
3. 6-10 years
4. 11-20 years
5. More than 20 years
99. DON'T KNOW/REFUSED

- 20. Which best describes the building you live in?**
1. One family house detached from any other houses
  2. House attached to one or more houses (e.g. a duplex or townhome)
  3. Building with two or more apartments or condominiums
  4. Mobile home
  5. Other
  99. DON'T KNOW/REFUSED
- 21. Is this house, apartment, or mobile home...**
1. Rented for cash or occupied without cash payment?
  2. Owned by you or someone in this house with a mortgage or free and clear?
  99. DON'T KNOW/REFUSED
- 22. Do any children 12 or under live in your household?**
1. No
  2. Yes
  3. DON'T KNOW/REFUSED
- 23. Do any teenagers aged between 13 and 17 live in your household?**
1. No
  2. Yes
  3. DON'T KNOW/REFUSED
- 24. Are you or any other members of your household aged 65 or older?**
1. No
  2. Yes
  3. DON'T KNOW/REFUSED
- 25. Does any member of your household have a physical handicap or is anyone disabled?**
1. No
  2. Yes
  3. DON'T KNOW/REFUSED
- 26. Please stop me when I reach the highest degree or level of school you have completed:**
1. 12th grade or less, no diploma
  2. High school diploma
  3. Some college, no degree
  4. Associate's degree (e.g. AA, AS)
  5. Bachelor's degree (e.g. BA, AB, BS)
  6. Graduate degree or professional degree
  99. DON'T KNOW/REFUSED
- 27. Please stop me when I reach the category that includes your anticipated total household income before taxes for the current year:**
1. Less than \$25,000
  2. \$25,000 to less than \$50,000
  3. \$50,000 to less than \$100,000
  4. \$100,000 or more
  99. DON'T KNOW/REFUSED

**28. Are you of Spanish, Hispanic or Latino origin?**

1. No
2. Yes
3. DON'T KNOW/REFUSED

**29. Which one or more of the following would you say is your race? [MULTIPLE RESPONSE. PROBE.]**

1. American Indian or Alaskan native
2. Asian or Pacific Islander
3. Black, African American
4. White/Caucasian
5. Other
99. DON'T KNOW/REFUSED

**30. Please stop me when I read the correct age category. Are you...**

1. 18-24 years
2. 25-34 years
3. 35-44 years
4. 45-54 years
5. 55-64 years
6. 65-74 years
7. 75 years or older
99. DON'T KNOW/REFUSED

**32. Are you registered to vote in your jurisdiction?**

1. No
2. Yes
3. DON'T KNOW/REFUSED

**33. Did you vote in the last election? [IF ASKED, THIS INCLUDES LOCAL, STATE AND/OR FEDERAL ELECTIONS.]**

1. No
2. Yes
3. DON'T KNOW/REFUSED

**34. Are you likely to vote in the next election?**

1. No
2. Yes
3. DON'T KNOW/REFUSED

**ZIPCODE: What is your zip code? [DO NOT READ LIST.]**

1. 33701
2. 33702
3. 33703
4. 33704
5. 33705
6. 33706
7. 33707
8. 33708
9. 33709
10. 33710
11. 33711
12. 33712
13. 33713
14. 33714
15. 33715

16. 33781
17. 33716
18. 33756
19. 33760
20. 33762
21. 33764
22. 33770
23. 33771
24. 33772
25. 33773
26. 33774
27. 33776
28. 33777
29. 33778
30. 33782
31. 33785
32. 33786
33. 33755
34. 33759
35. 33761
36. 33763
37. 33765
38. 33767
39. 34677
40. 34681
41. 34683
42. 34684
43. 34685
44. 34689
45. 34695
47. 34698

99. DON'T KNOW/REFUSED

**[31. DO NOT ASK THE RESPONDENT WHAT THEIR SEX IS, PLEASE MARK GENDER OF CALLER]**

1. Female
2. Male

Thank you very much for your time. Your answers will help Pinellas County make decisions that affect your community.