

# Pinellas County Citizen Research:

Telephonic Study of Citizen Values

*2017 Survey Results*

**CLIENT:** Pinellas County

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Research | Strategy | Marketing

# Study Overview & Methodology

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Pinellas County Citizen Survey

Telephonic Methodology

RDD—Random Digit Dial

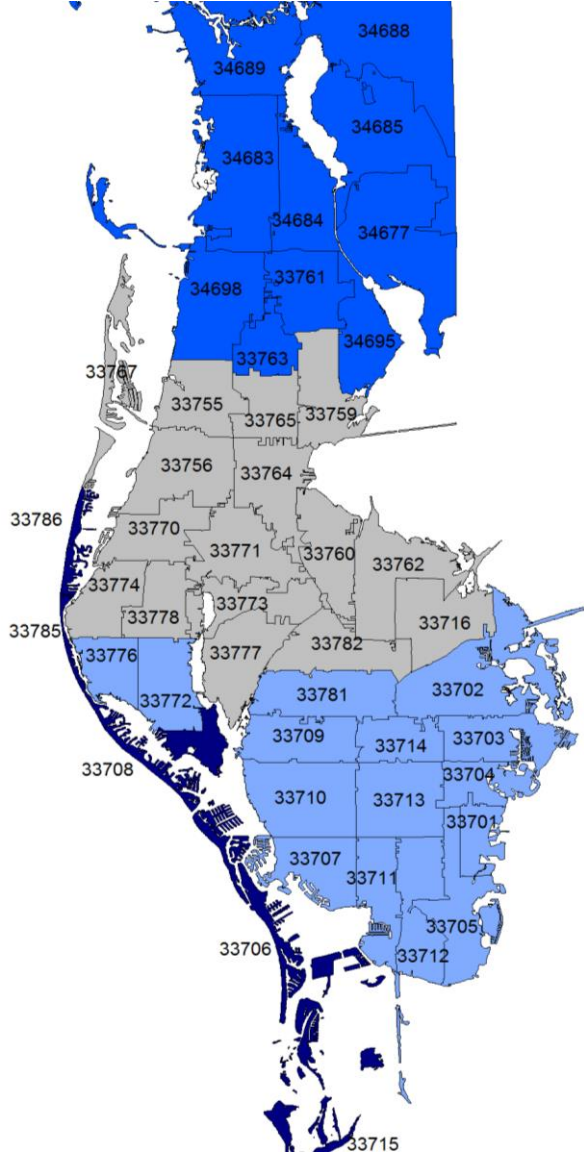
Calls Completed December 16, 2016- January 6, 2017

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

±3.5% at 95% Confidence Level

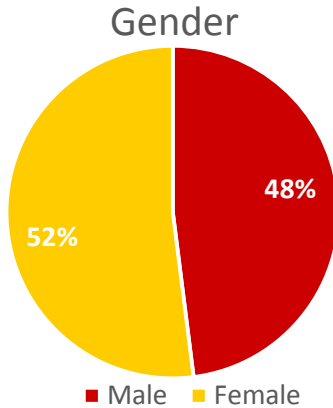
# Map of Regional Breakdowns

Approximate 2010 Census populations by regions of study:

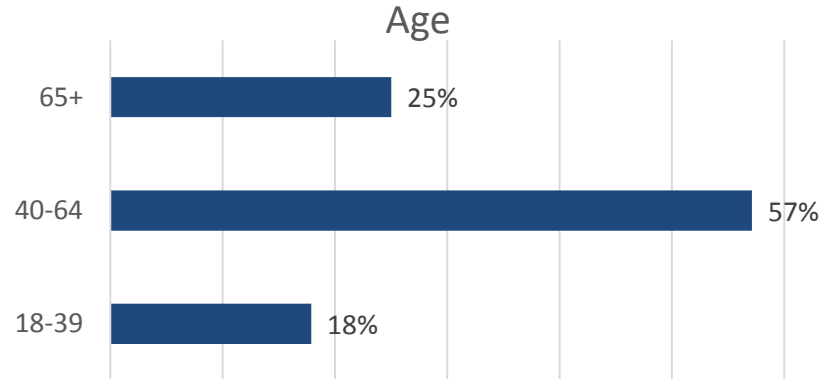


	Beaches	45,957
	Mid County	301,535
	North County	253,407
	South County	360,079

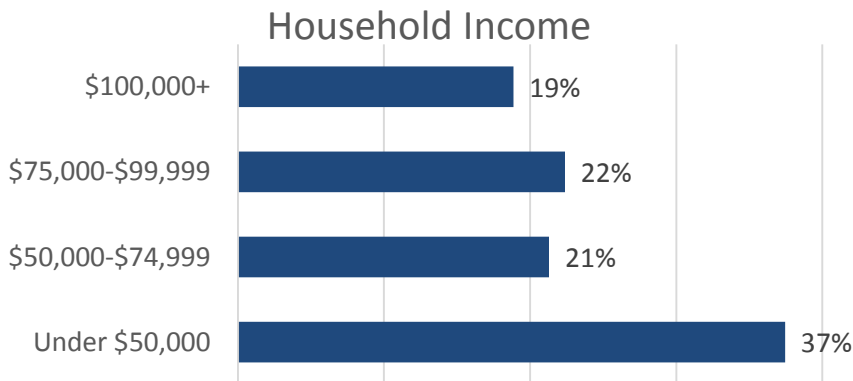
# Demographics



47% male/53% female\*

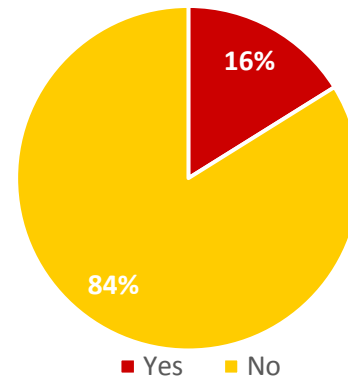


Median: Age 46\*



Median: \$45,819\*

### Children in Household



22% Children in HHLD\*

\*Census Data

# Highlights

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- Increasing levels of recommendation by citizens of Pinellas County as a place to live, work, raise children and retire, coupled with minimal plans to move away over the next year paint a picture of a stable base of residents.
- Quality of life perspectives indicate significantly more residents both content at present and optimistic towards the future, than discontent.
  - Traffic congestion, quality of education and jobs are top of mind concerns impacting overall quality of life of those who shared a negative outlook.
- Expectations in 2017 exceeded 2016 across nearly every category, and experience ratings exceeded 2016 in every category.
  - Strongest alignment: *presence of parks and public spaces, sense of community and availability of jobs for my skillset*
  - Weakest alignment: *traffic flow on major roads, safe pedestrian travel, support services for the homeless*
- Gaps closed for all measured categories in 2017, with the exception of *presence of parks and public spaces*
  - While overall, expectation gaps continue to close, geographically, residents pose varied perceptions of community characteristics, reflecting unique assets and challenges within each region.
- Levels of Pinellas County government trust and confidence rising year-over and exceeding national levels suggests a strongly favorable citizen perspective of elected officials leading the charge.

# County Recommendation

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- Approximately 9 in 10 resident respondents indicated that they would recommend Pinellas County as a place to *live, work, raise children and retire*.

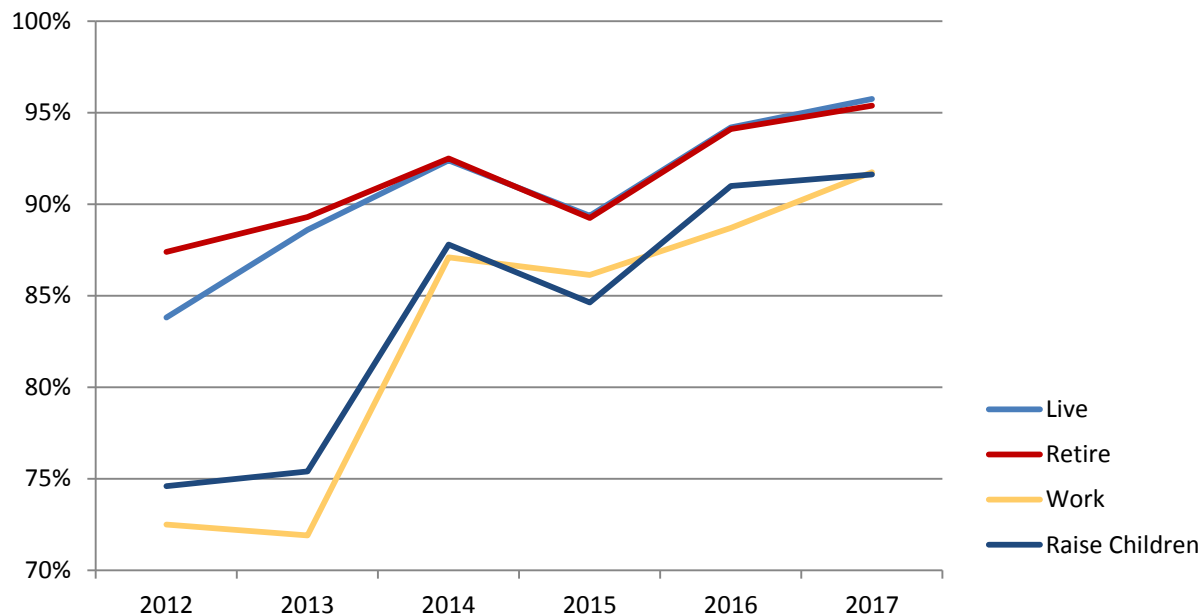
*Would you recommend Pinellas County as a place to live, work, raise children, or retire?*



# Recommendation Trends

- Likelihood of recommending Pinellas County as a place to live, work, raise children and retire has significantly increased since the initial measure in 2012.
- Respondents reported year-over increases across all five categories in the most recent survey, though recommendation of Pinellas County as a place to work was the only *significant* increase (88.7% to 91.8%).

Trending: Definitely/Probably Recommend Pinellas County



# Quality of Life in Pinellas

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- A majority (71%) of residents perceive quality of life to be better or just as good compared to five years ago.
- Future optimism also prevailed, with 85% projecting the next five years to be better or just as good as the present.

## Current Quality of Life

Better or Just as Good  
as Five Years Ago

71%

## Future Quality of Life

Better or Just as Good  
Five Years From Now

85%



# Quality of Life Comments

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Open-ended rationales provided by the 29% of citizens reporting “worse” quality of life at present versus five years ago:



*Note: Size of words correlate to their frequency mentioned*

# Community Characteristics

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- Community characteristics referenced in the slides that follow were designed to serve as metrics for the various focus areas of the Pinellas County Strategic Plan:



Deliver First Class Services to the Public & Our Customers

Ensure Public Health, Safety & Welfare



Practice Superior Environmental Stewardship

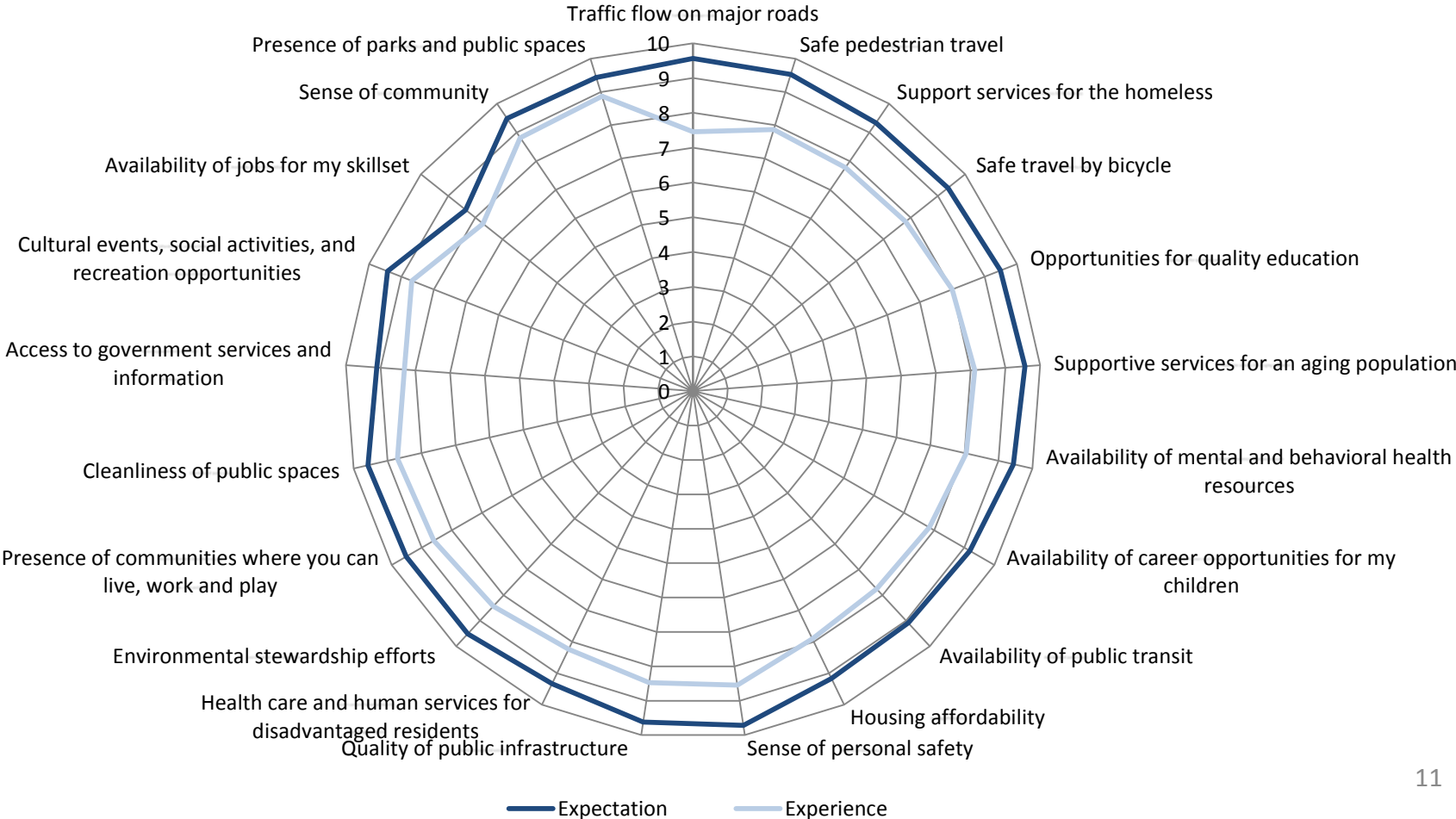
Foster Continual Economic Growth & Vitality



# 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



# Aggregate Highlights

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## Top Expectations

- *Sense of personal safety*
- *Quality of public infrastructure*
- *Cleanliness of public spaces*

## Top Experiences

- *Presence of parks and public spaces*
- *Sense of community*
- *Cleanliness of public spaces*

## 2016 Change

- Expectations in 2017 exceeded 2016 across nearly every category
- 2017 experience ratings exceeded 2016 across every category
- Gaps closed for all measured categories in 2017, with the exception of *presence of parks and public spaces*

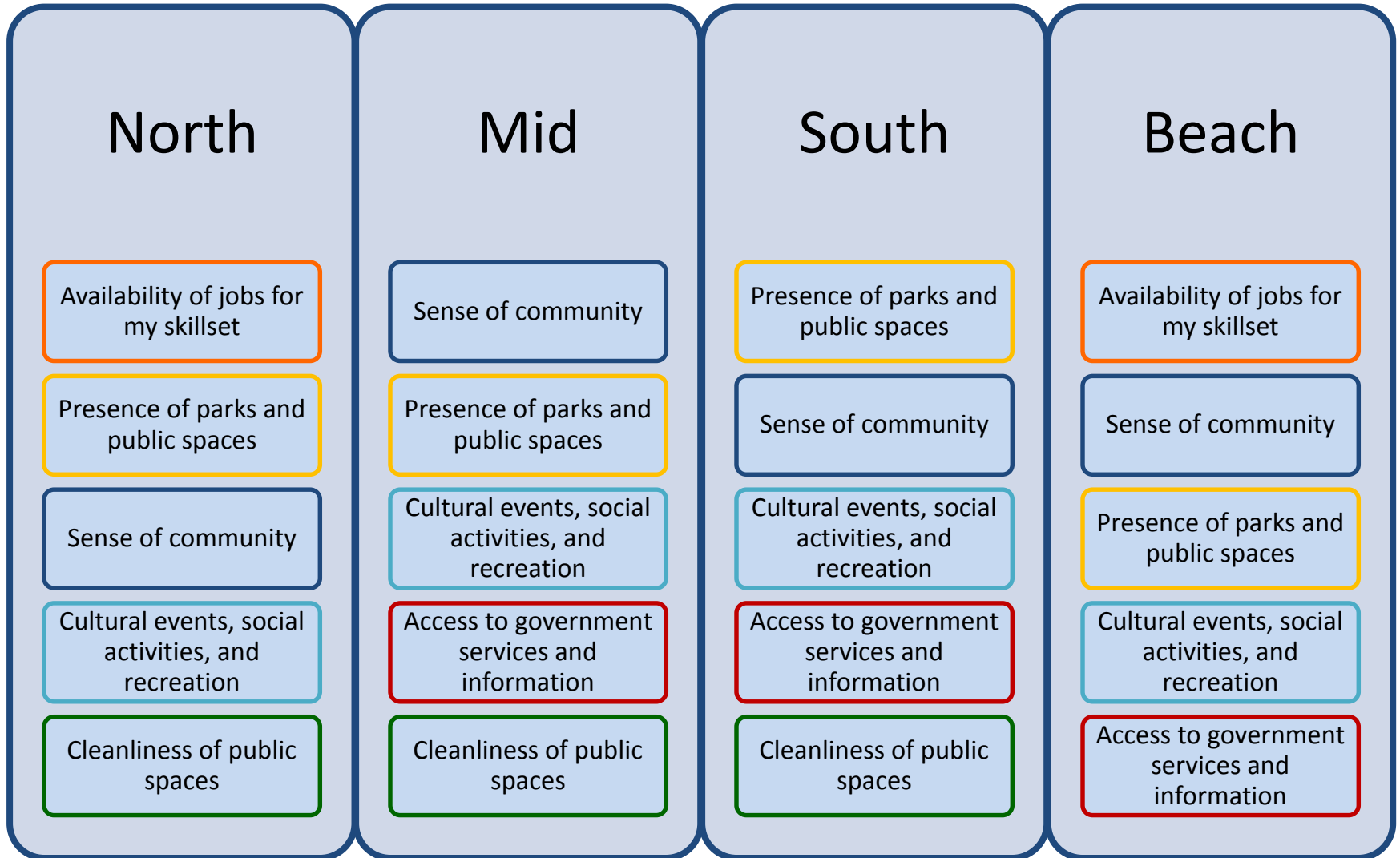
# Specific Examples for Weakest Aligned

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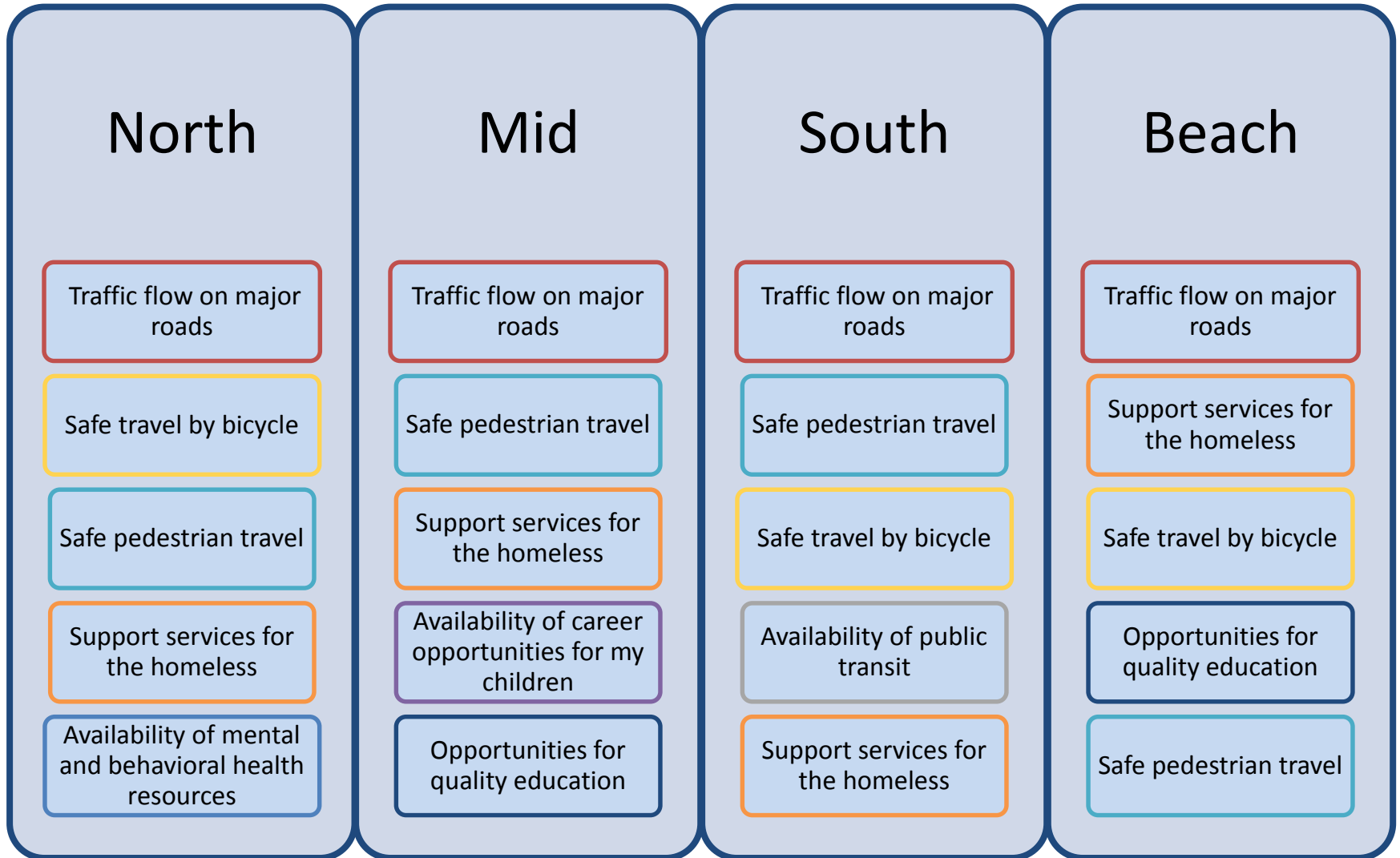
- Respondents rating dissatisfaction with their experience were asked to elaborate:

Traffic Flow on Major Roads (Represents 6%)	<ul style="list-style-type: none"><li>• Road congestion due to car volume</li><li>• Road construction causing delays</li><li>• Need for more lanes/more turn lanes</li></ul>
Opportunities for Quality Education (Represents 4%)	<ul style="list-style-type: none"><li>• Poor public school quality</li><li>• College costs</li></ul>
Safe Travel by Bicycle (Represents 3%)	<ul style="list-style-type: none"><li>• Stats of cars hitting bikers</li><li>• Personal safety when riding at night</li></ul>
Support Services for Homeless (Represents 2%)	<ul style="list-style-type: none"><li>• Not enough services</li><li>• Help connect homeless to services</li><li>• General comments about scope of homeless population</li></ul>
Safe Pedestrian Travel (Represents 2%)	<ul style="list-style-type: none"><li>• Pedestrians hit by cars</li><li>• Fear for personal safety</li></ul>

# Ranked Expectations: Top Five by Region



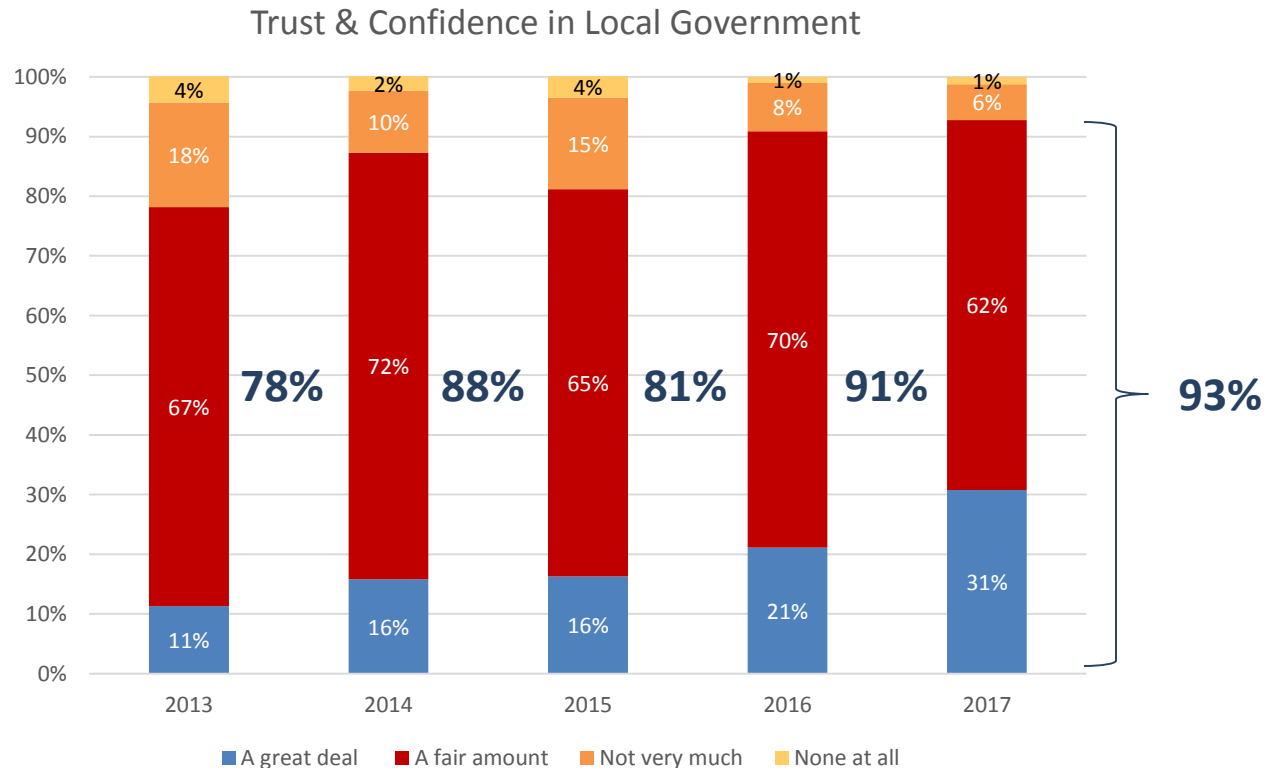
# Ranked Expectations: Bottom Five by Region



# Trust & Confidence

- 9 in 10 (93%) 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 increased between 2016 and 2017 (91% to 93%).

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



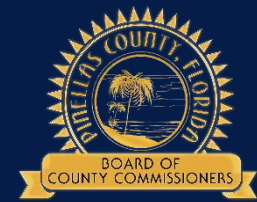


# Trust & Confidence

- Pinellas County citizen trust and confidence ratings outperformed the national average as captured by Gallup polling.
  - 93% indicate trust in Pinellas County government versus 71% of Gallup Poll respondents rating their local governments



# 2017 Citizen Values Survey Results

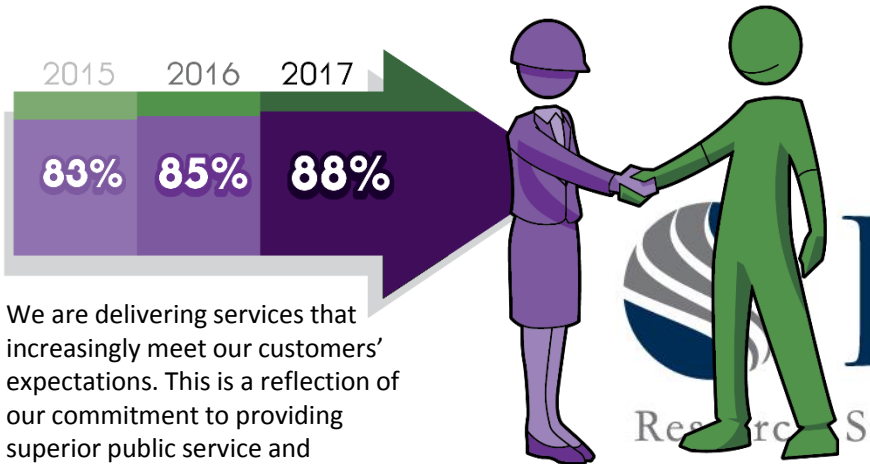


## Quality of Life in Pinellas

**71%** of our Citizens think our quality of life is better or just as good as five years ago.

**85%** of our Citizens think our quality of life will be better or just as good five years from now.

## Doing Things to Meet Our Customers' Expectations



We are delivering services that increasingly meet our customers' expectations. This is a reflection of our commitment to providing superior public service and courteous public contact, as well as maximizing public engagement.

## County Recommendation

Approximately 9 in 10 resident respondents indicated that they would recommend Pinellas County as a place to live, work, raise children and retire.

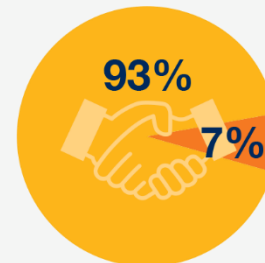
**Would you recommend Pinellas County as a place to live, work, raise children, or retire?**



## Trust & Confidence

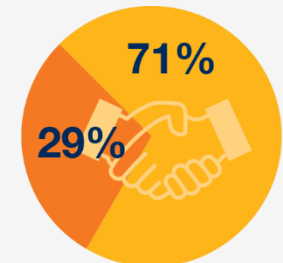
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- 93% indicate trust in Pinellas County government versus 71% of Gallup Poll respondents rating their local governments



Pinellas County

Great Deal/  
Fair Amount  
Not Very Much/  
None



National Average

# This report was created by HCP for the Pinellas County BOCC.

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](http://www.hcpassociates.com/contact)**.

