

THE NCS™

THE NATIONAL COMMUNITY SURVEY™

Pinellas County, FL

The National Community Survey™

2025 Results





Civic Communication & Analytics Platform

Smarter, better-connected communities. A civic surveying, policy polling, and constituent communication tech platform.

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Data insights to help communities move forward.
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Exclusive Partners



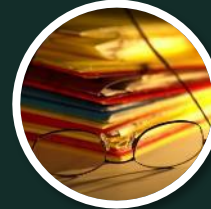
Resident Surveys in Local Governance



**Monitor trends
in resident
opinion**



**Measure
government
performance**



**Inform budget,
land use,
strategic
planning
decisions**



**Benchmark
against other
communities**

The NCS™ Facets of Community Livability



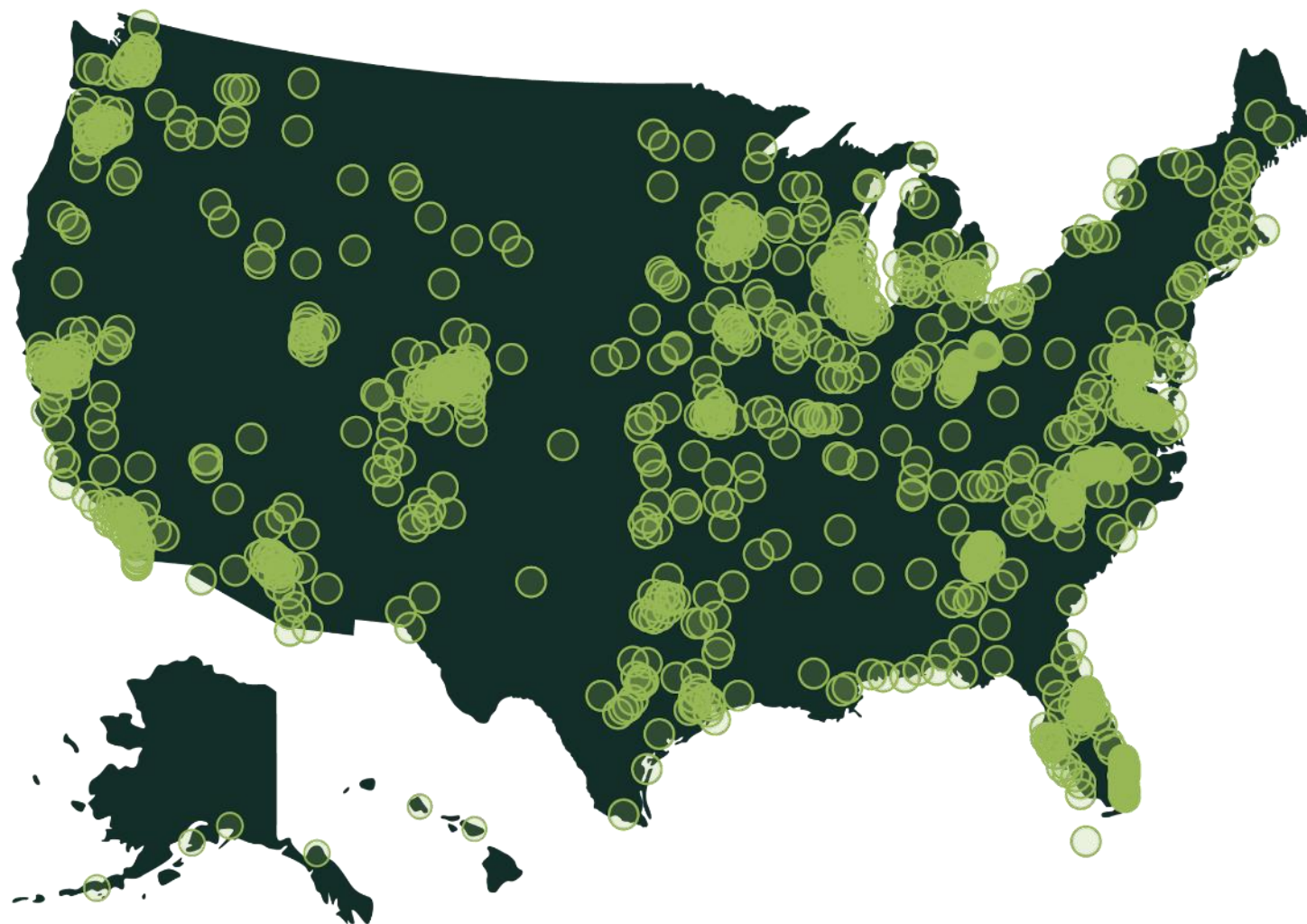
The National Community Survey™ in Pinellas County



The NCS™ for Pinellas County, FL

- 2nd conducting The NCS (previous survey in 2023)
- Survey conducted from May 21, 2024 – July 30, 2024
- Mailing approach employed:
 - Probability-based sample of 4,500 randomly selected households
 - 481 total responses received
 - 12% overall response rate
 - Non-probability, open-participation survey: 441 responses
- Results statistically weighted to reflect Pinellas County overall
- 95% confidence interval with a +/- 4% margin of error

Polco's Benchmarking Database



More than
500
comparison
communities
across the
nation.

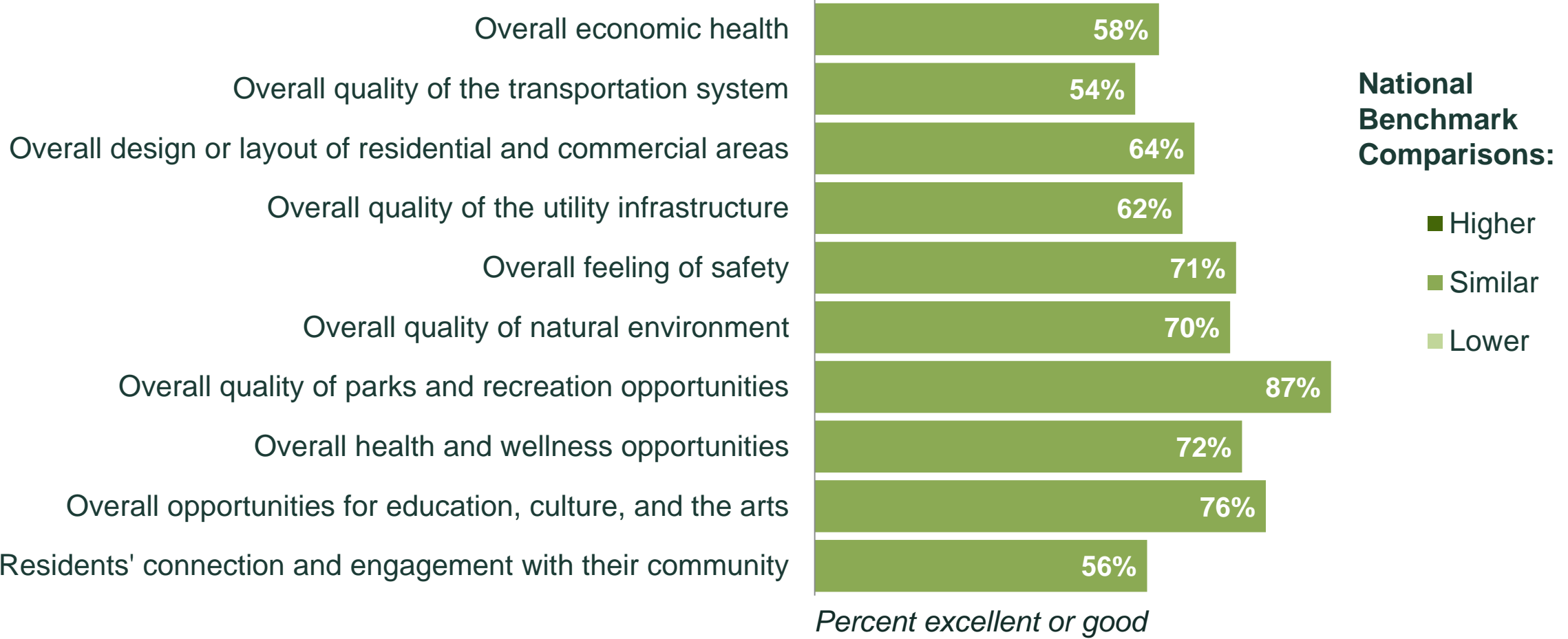
Representing
the opinions
of more than
50 million
residents.



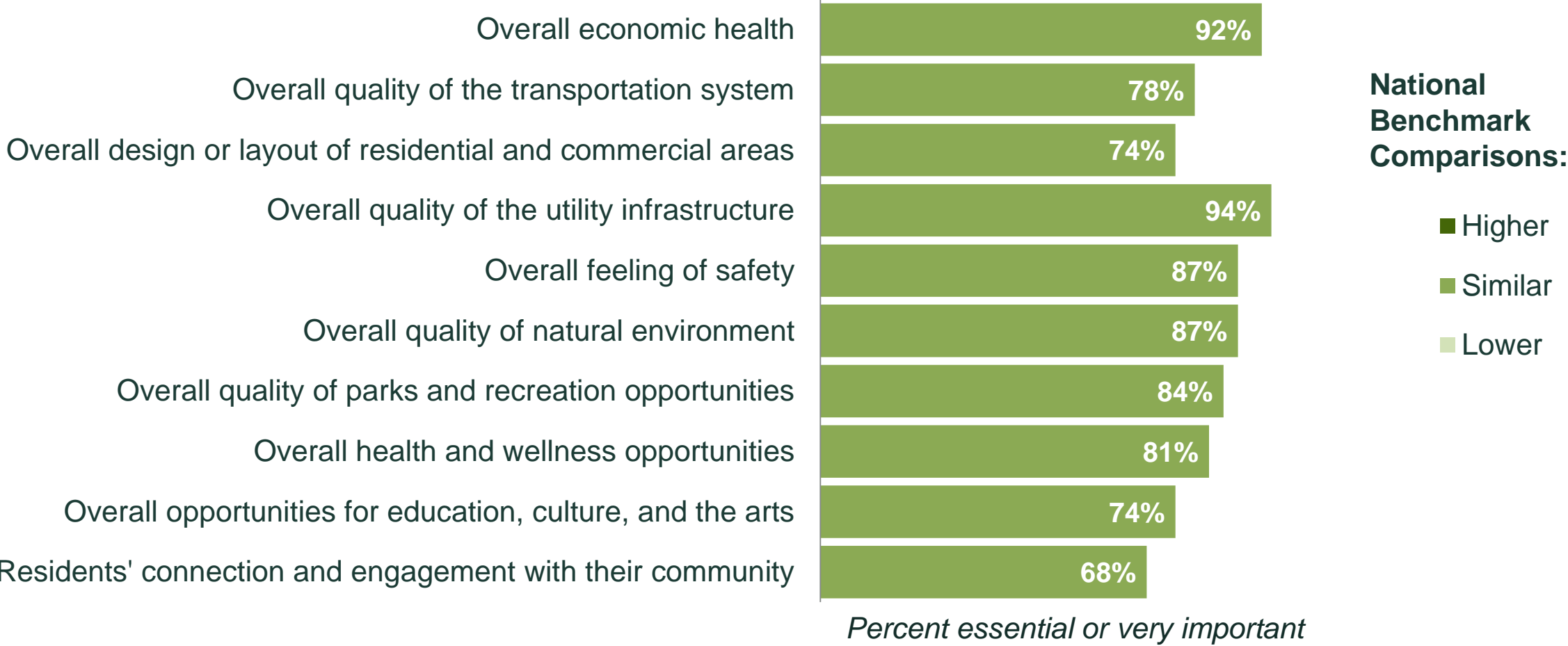
Overview of Survey Results



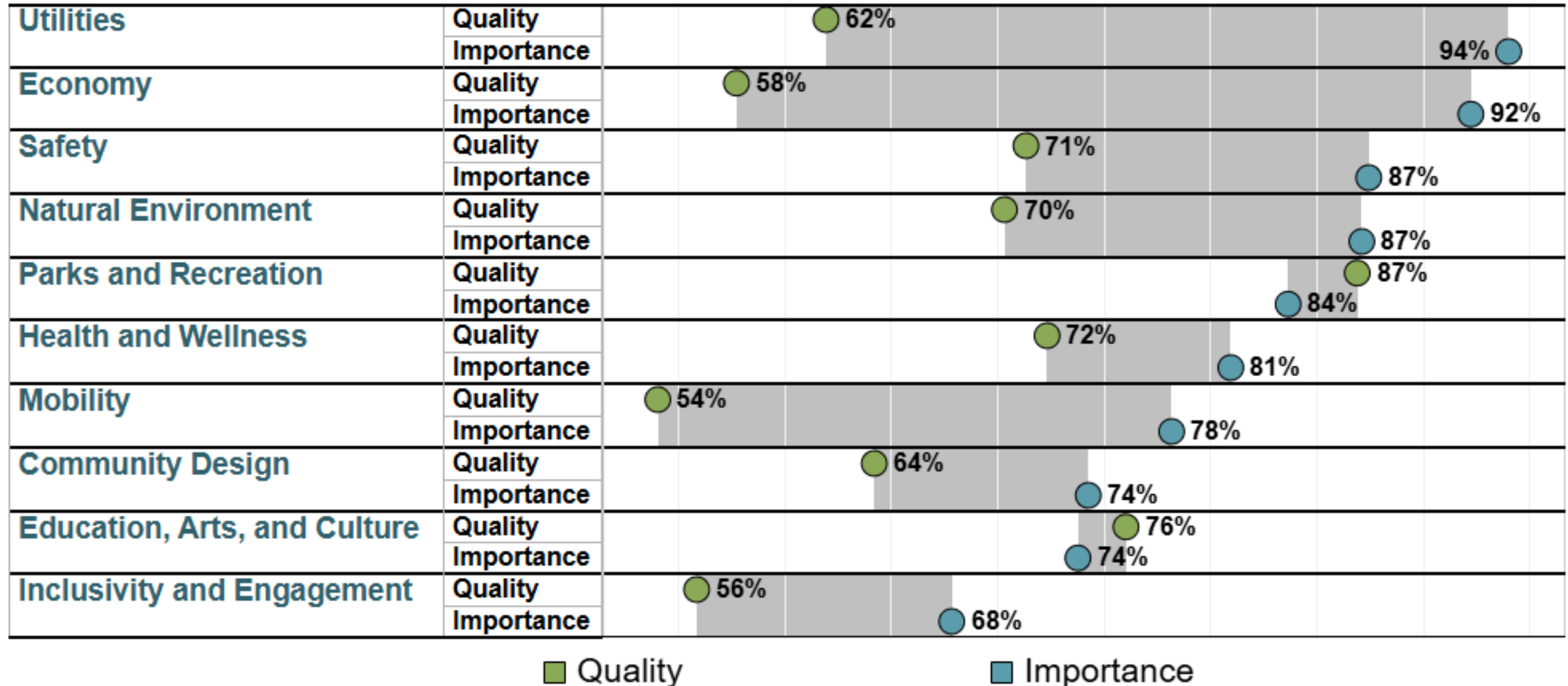
Facets of Community Livability: Quality



Facets of Community Livability: Importance



Balancing Quality and Importance





Comparisons to National Benchmarks

8 received **higher** ratings

107 received **similar** ratings

7 received **lower** ratings





Comparisons to Custom Benchmarks

53 received **higher** ratings

69 received **similar** ratings

0 received **lower** ratings



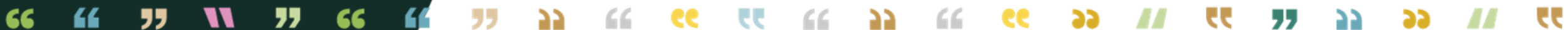


Comparisons to Previous Survey (2023)

7 received **higher** ratings

103 received **similar** ratings

12 received **lower** ratings





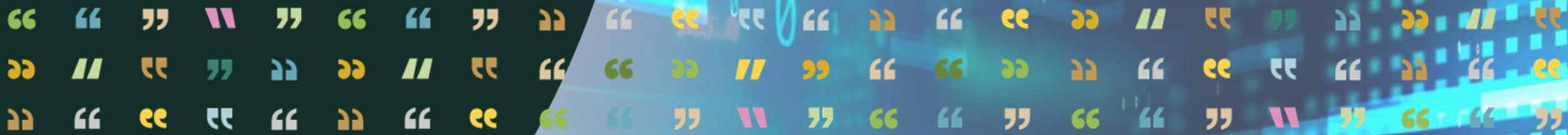
Key Findings





Pinellas County's
economic health
reflects both
strengths and
challenges.

1



The Economy in Pinellas County

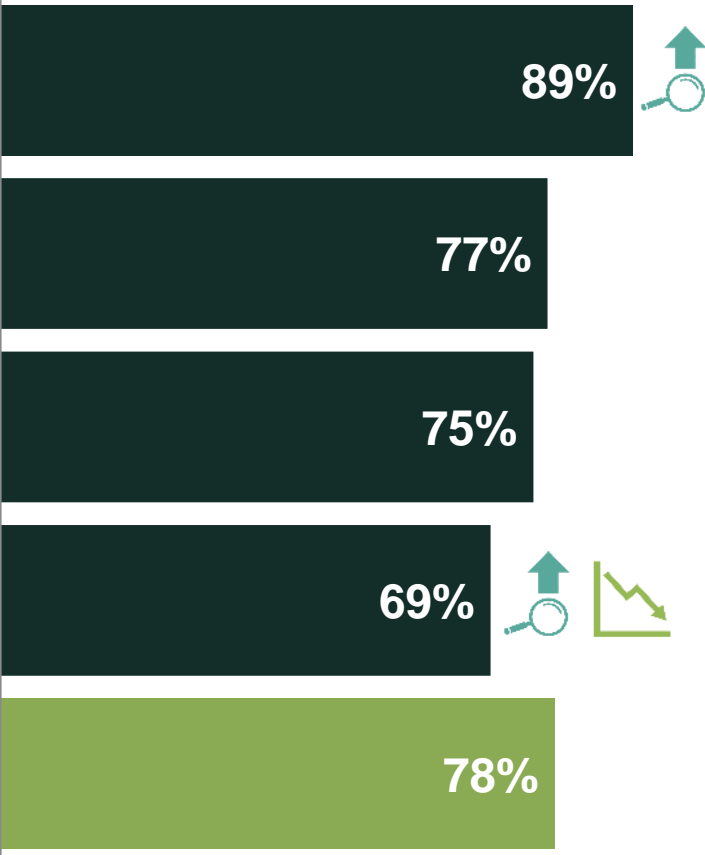


Please rate each of the following in the Pinellas County community:

National Benchmark Comparison

- Higher
- Similar
- Lower

- Pinellas County as a place to visit
- Variety of business and service establishments
- Shopping opportunities
- Vibrancy of downtown/commercials areas
- Overall quality of business and service establishments



Percent excellent or good



Higher/lower than custom benchmark

The Economy in Pinellas County



Please rate each of the following in the Pinellas County community:

**National
Benchmark
Comparison**

■ Similar

■ Lower

Availability of affordable quality health care

49%



Availability of affordable quality mental health care

36%



Availability of affordable quality childcare/preschool

34%



Cost of living

19%



Availability of affordable quality housing

11%



Percent excellent or good



Pinellas
County's
educational
and cultural
opportunities
are a valued
aspect of
community
livability.

2



Education, Arts, and Culture in Pinellas County



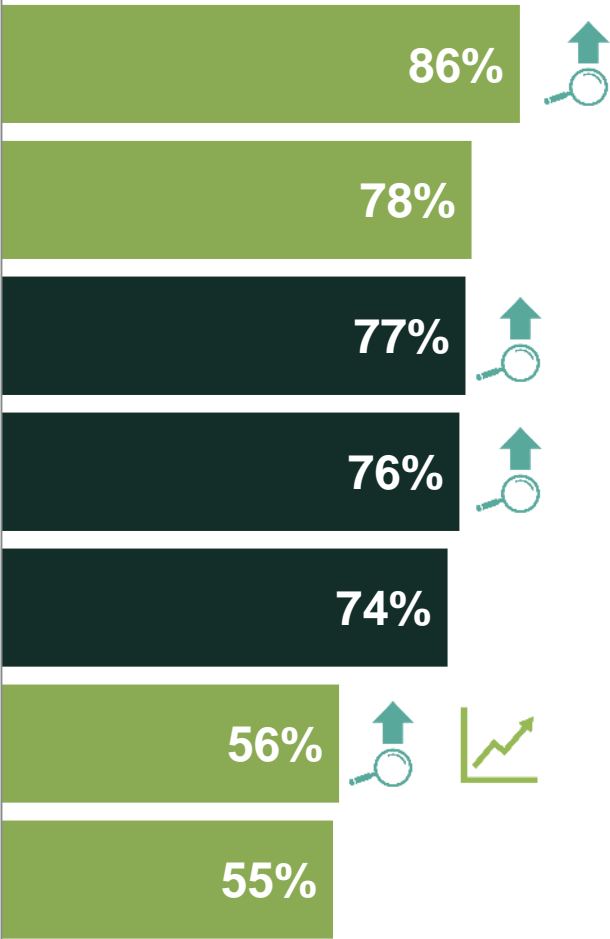
Please rate each of the following in the Pinellas County community:

National
Benchmark
Comparison

■ Higher

■ Similar

- Public library services
- Opportunities to attend special events and festivals
- Opportunities to attend cultural/arts/music activities
- Overall opportunities for education, culture and the arts
- Community support for the arts
- K-12 education
- Adult educational opportunities



Higher/lower than custom benchmark

Percent excellent or good



Residents highly
value Pinellas
County's natural
environment.

3



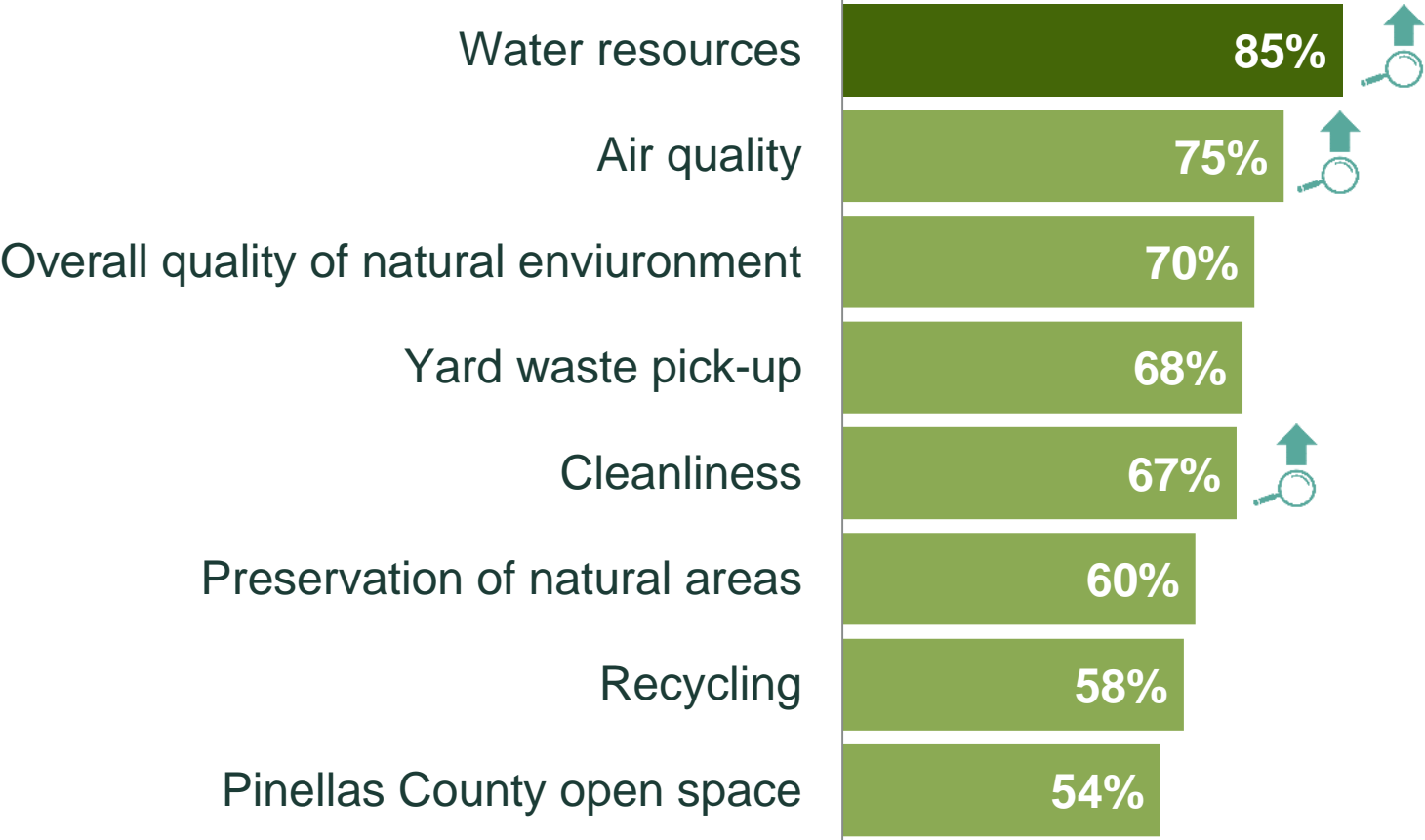
Natural Environment in Pinellas County



Please rate each of the following in the Pinellas County community:

National Benchmark Comparison

- Higher
- Similar
- Lower



Higher/lower than custom benchmark

Percent excellent or good



**Most residents
feel a strong
sense of safety
in Pinellas
County.**

4



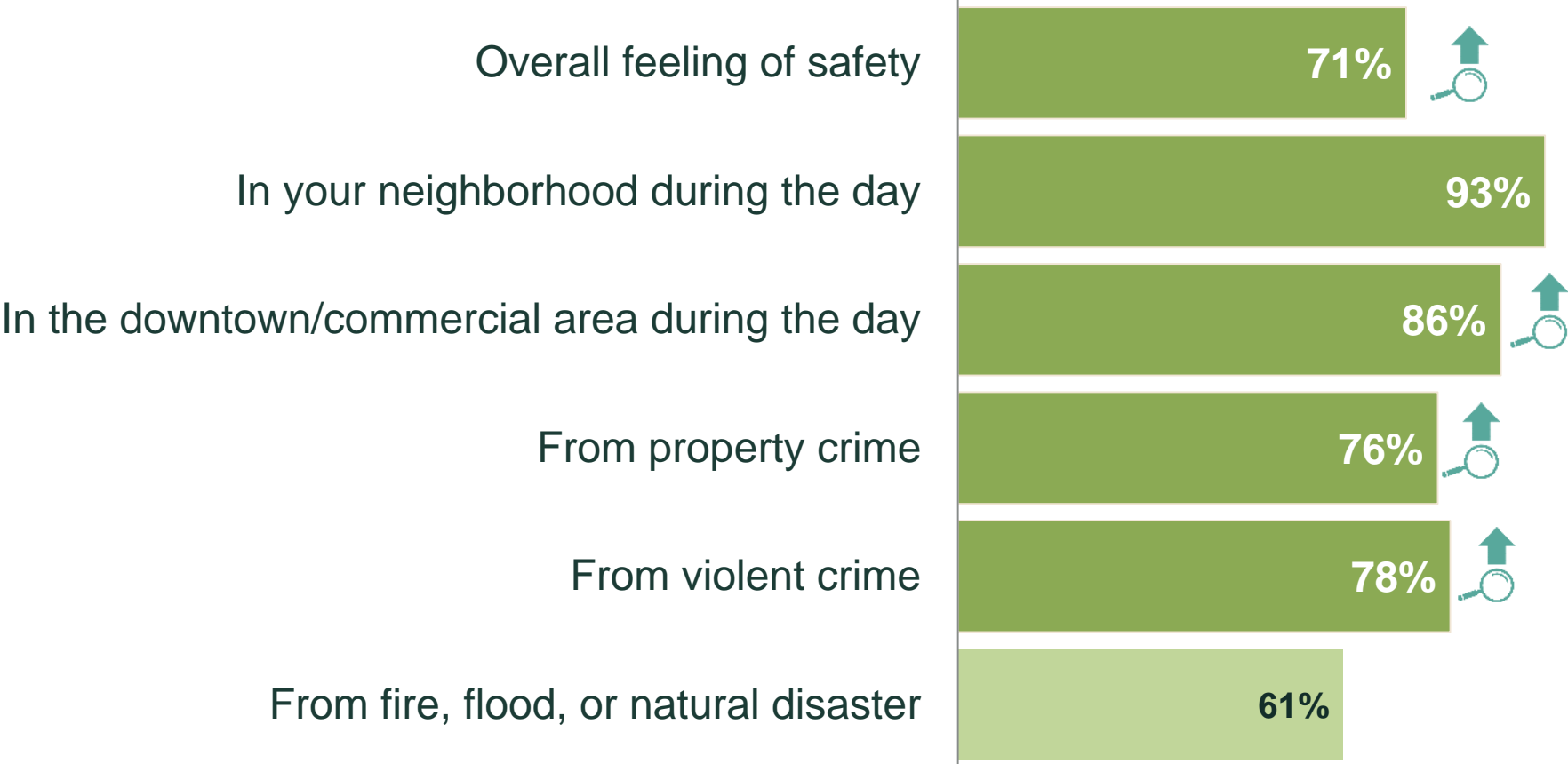
Safety in Pinellas County



Please rate how safe or unsafe you feel:

National
Benchmark
Comparison

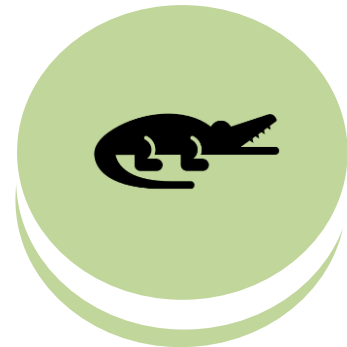
- Higher
- Similar
- Lower



Higher/lower than custom benchmark

Percent very or somewhat safe

Safety Services in Pinellas County



70%

Crime
prevention



89%

Fire
services

86%

Ambulance/
Emergency
medical
services

76%

Police/
Sheriff
services



75%

Fire
prevention/
education



71%

Animal
control



Percent excellent or good

Higher/lower than custom benchmark



Additional Special Topics

13. Please rate how important, if at all, you think it is for Pinellas County to make each of the following investments.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Pedestrian improvements such as expanding or widening sidewalks	1	2	3	4
Roadway improvements such as resurfacing existing streets	1	2	3	4
Traffic mitigation improvements such as signal timing.....	1	2	3	4
Water and sewer systems	1	2	3	4
Stormwater management.....	1	2	3	4
Continuing and enhancing behavioral health efforts	1	2	3	4
Addressing housing affordability.....	1	2	3	4
Mitigating beach erosion	1	2	3	4

14. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the County Government and its activities, events, and services.

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
County website (www.pinellas.gov).....	1	2	3
Local media outlets (newspaper, radio, local television)	1	2	3
Government access channel.....	1	2	3
County newsletter	1	2	3
Board of County Commissioners meetings and other public meetings	1	2	3
Talking with County officials and/or County employees	1	2	3
County communications via social media (Facebook, Twitter, etc.)	1	2	3
Word-of-mouth.....	1	2	3

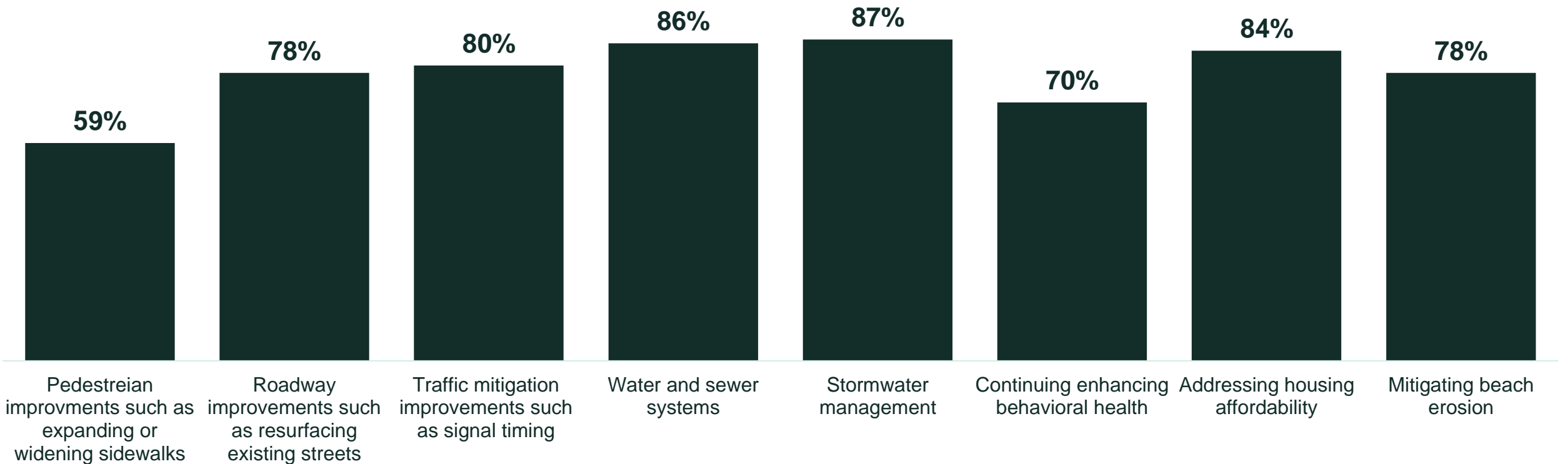
15. If Pinellas County were planning a project near you (e.g., roadwork, sidewalks, park or County facility improvements), what would be your preference for the communication method the County used to inform you about it?

	<u>Strong preference</u>	<u>Moderate preference</u>	<u>Low preference</u>	<u>No preference</u>
Mail a printed letter to my home	1	2	3	4
Email me	1	2	3	4
Text me with a link to more information.....	1	2	3	4
Post information on NextDoor.....	1	2	3	4
Post information on other social media outlets.....	1	2	3	4
Host an in-person project information meeting nearby	1	2	3	4
Host an online project information meeting (using Zoom)	1	2	3	4

Pinellas County Potential Investments



Please rate how important, if at all, you think it is for Pinellas County to make each of the following investments.

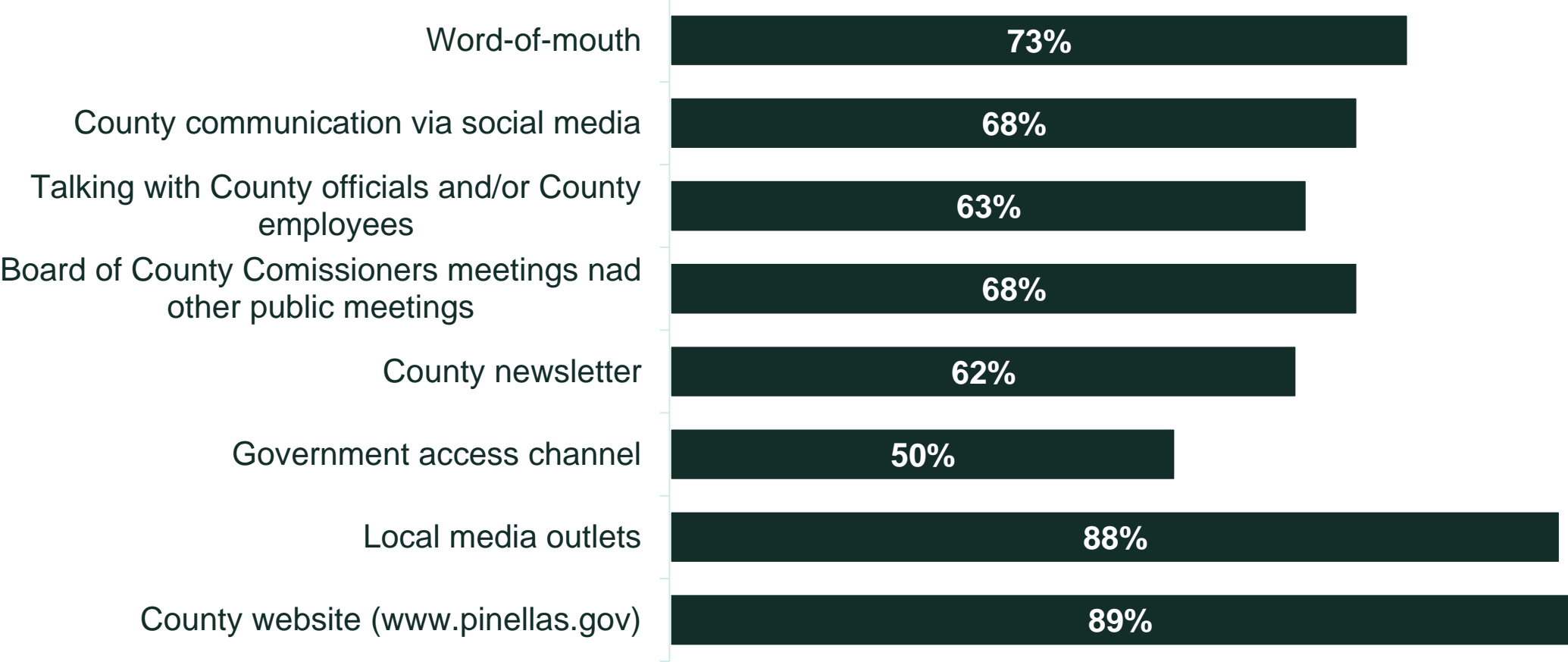


Percent essential or very important

Sources of Information



Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the County Government and its activities, events, and services.

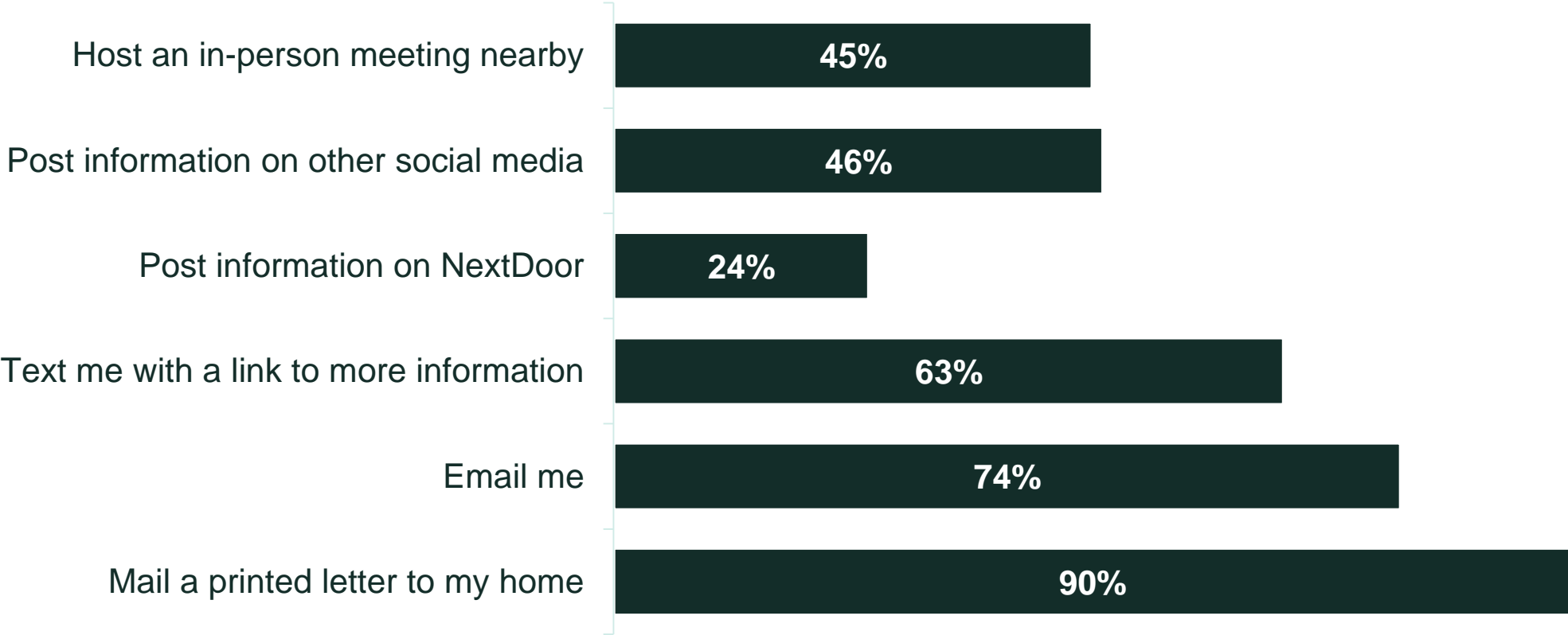


Percent major or minor source

Sources of Information



If Pinellas County were planning a project near you (e.g., roadwork, sidewalks, park or County facility improvements), what would be your preference for the communication method the County used to inform you about it?



Percent major or minor source



Summary of Conclusions

1. Pinellas County's economic health reflects both strengths and challenges.
2. Pinellas County's educational and cultural opportunities are a valued aspect of community livability.
3. Residents highly value Pinellas County's natural environment.
4. Most residents feel a strong sense of safety in Pinellas County.



Questions?

Thank you!

Jason Neumeyer
Senior Survey Associate
Polco/National Research Center
jason.neumeyer@polco.us