



Pinellas County Citizen Research

Telephonic Study of Citizen Values 2019 Survey Results

Client: Pinellas County

Contact: HCP Associates

Overview & Highlights



- Pinellas County should be proud of the reputation it has built over the years – trust in the county was at **97%**, significantly above the national average (Gallup Poll rated a 72%) and historical trending within Pinellas County.



- Optimists outnumber the pessimists in the county; however, the pessimists are united in their concerns.

Pinellas County Citizen Survey

Telephonic Methodology

RDD- Random Digit Dial

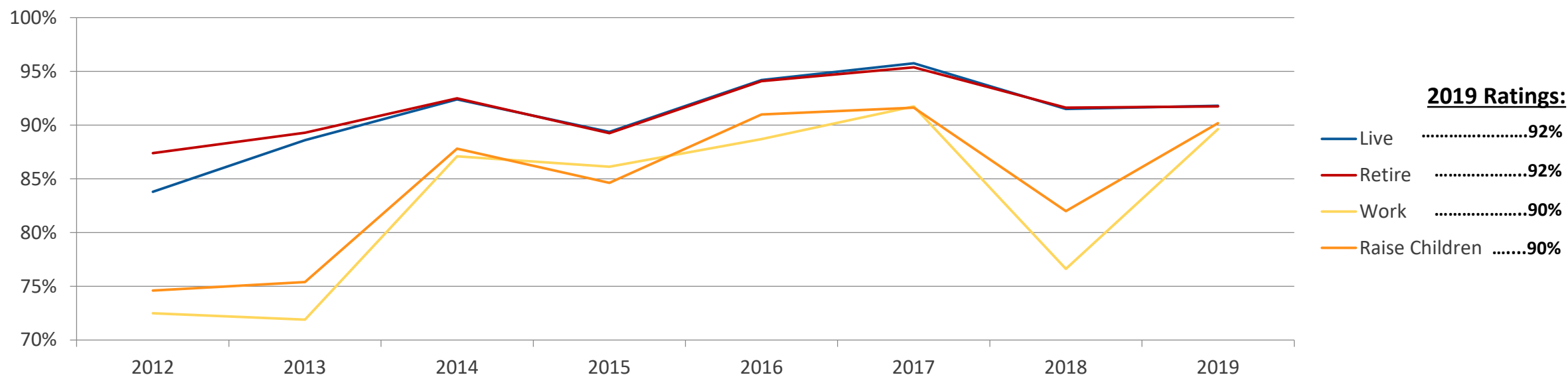
Calls Completed November 9, 2018 – November 27, 2018

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

±3.5% Margin of Error at 95% Confidence Level

Recommendation Trending

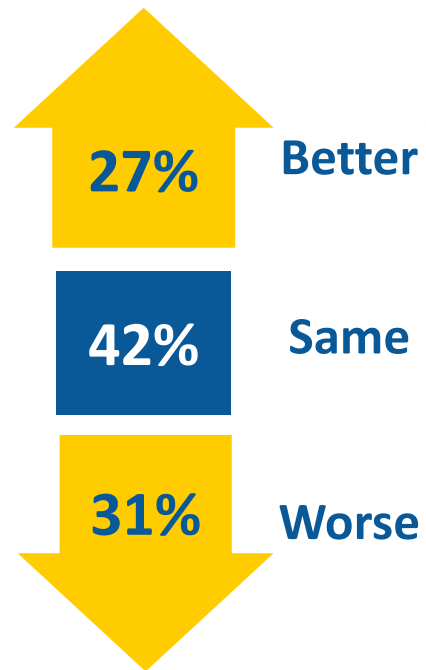
Trending: Definitely/Probably Recommend Pinellas County



- Approximately 9 in 10 resident respondents indicated that they would recommend Pinellas County as a place to *live, work, raise children* and *retire*.
- Likelihood of recommending Pinellas County as a place to live, work, raise children and retire has significantly increased since the initial measure in 2012.

Quality of Life in Pinellas: *Trending*

Rate quality of life compared to 5 years ago.



Predict quality of life 5 years from now.



Current Quality of Life: *Perceptions of "Better" or "Just as Good" as Five Years Ago*

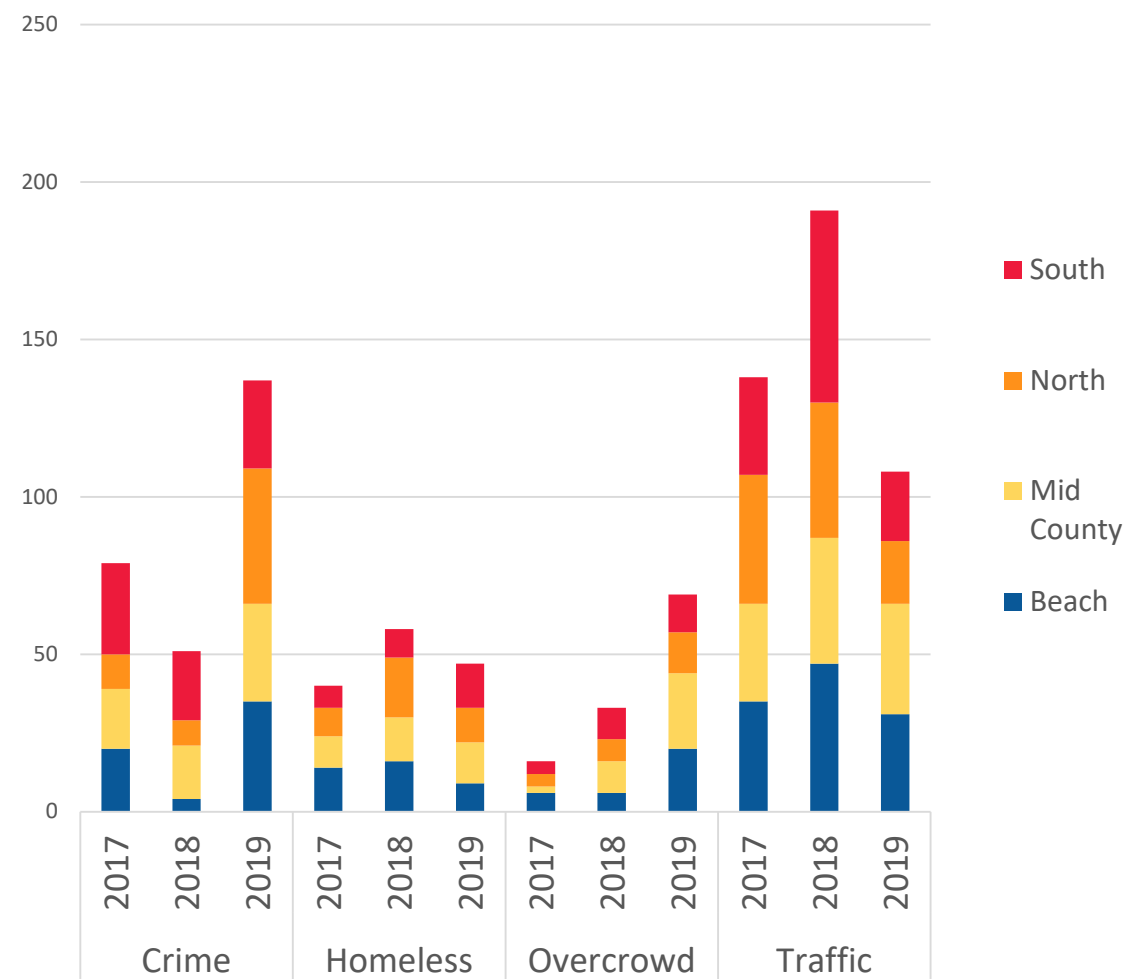


Future Quality of Life: *Perceptions of "Better" or "Just as Good" in Five Years*

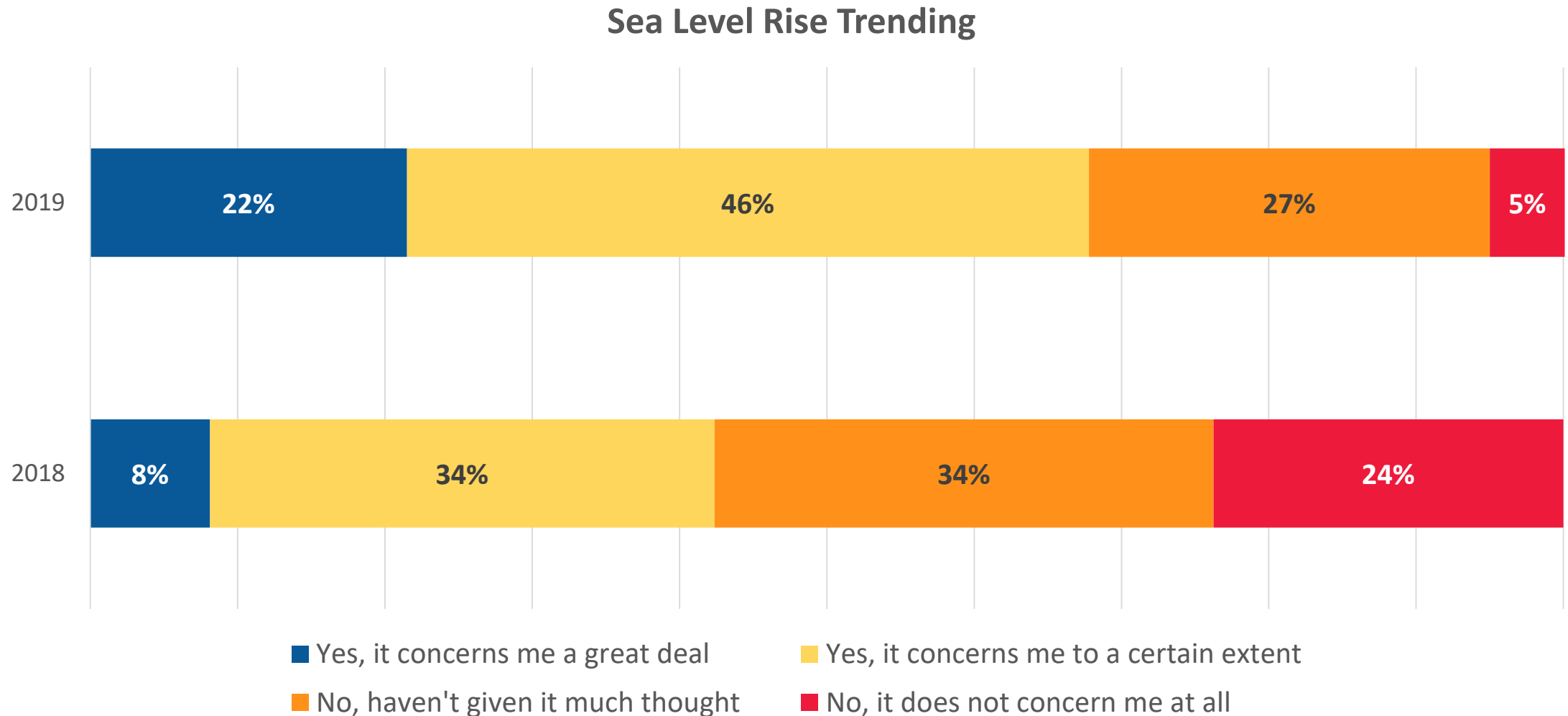


Frequency of Topics Relating to Public Safety

- HCP explored the open-ended responses to see if there were clear trends regarding concerns about quality of life.
- Increases in population are associated with perceptions that crime is high – even if per capita crime rate does not reflect that in reality.¹



Sea-Level Rise Impact on Quality of Life: *Trending*



Community Characteristics

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:



Create a Quality Workforce in a Positive, Supportive Organization

- Availability of jobs for my skillset
- Opportunities for quality education



Deliver First Class Services to the Public & Our Customers

- Access to government services and information



Practice Superior Environmental Stewardship

- Cleanliness of public spaces
- Environmental stewardship efforts
- Presence of parks and public spaces



Ensure Public Health, Safety & Welfare

- Availability of mental and behavioral health resources
- Health care and human services for disadvantaged residents
- Housing affordability
- Safe pedestrian travel
- Safe travel by bicycle
- Sense of personal safety
- Support services for the homeless
- Supportive services for an aging population



Foster Continual Economic Growth & Vitality

- Availability of career opportunities for my children
- Availability of public transit
- Cultural events, social activities, and recreation opportunities
- Presence of communities where you can live, work and play
- Quality of public infrastructure
- Sense of community
- Traffic flow on major roads

Aggregate Highlights



Top 5 Expectation Gaps per Aggregate

 Traffic flow on major roads

Health care and human services for disadvantaged residents

Support services for the homeless

Housing affordability

Availability of mental and behavioral health resources

Smallest 5 Expectation Gaps per Aggregate

 Presence of parks and public spaces

Cultural events, social activities, and recreation opportunities

Presence of communities where you can live, work and play

Sense of community

 Availability of jobs for my skillset

Top 5 Ranked Experiences

 Presence of parks and public spaces

 Presence of communities where you can live, work and play

 Cultural events, social activities, and recreation opportunities

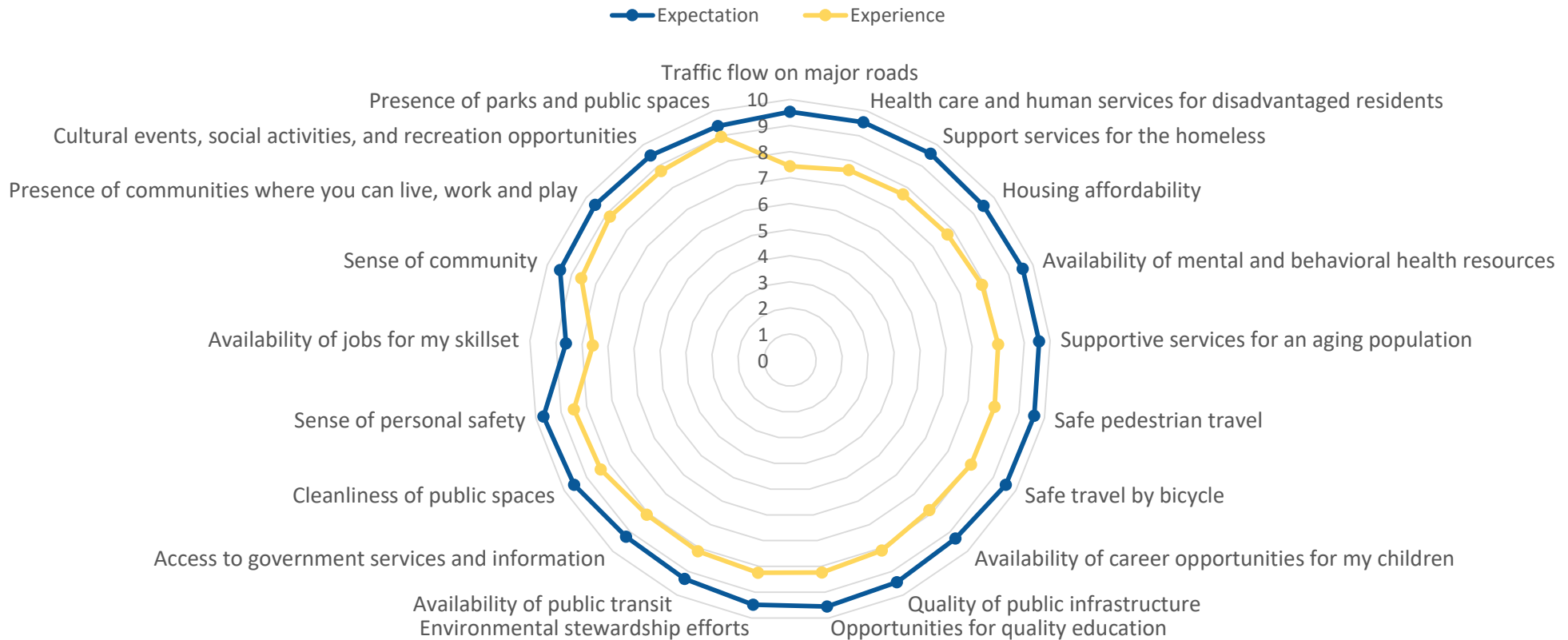
 Sense of community

 Sense of personal safety

Community Characteristic Aggregate

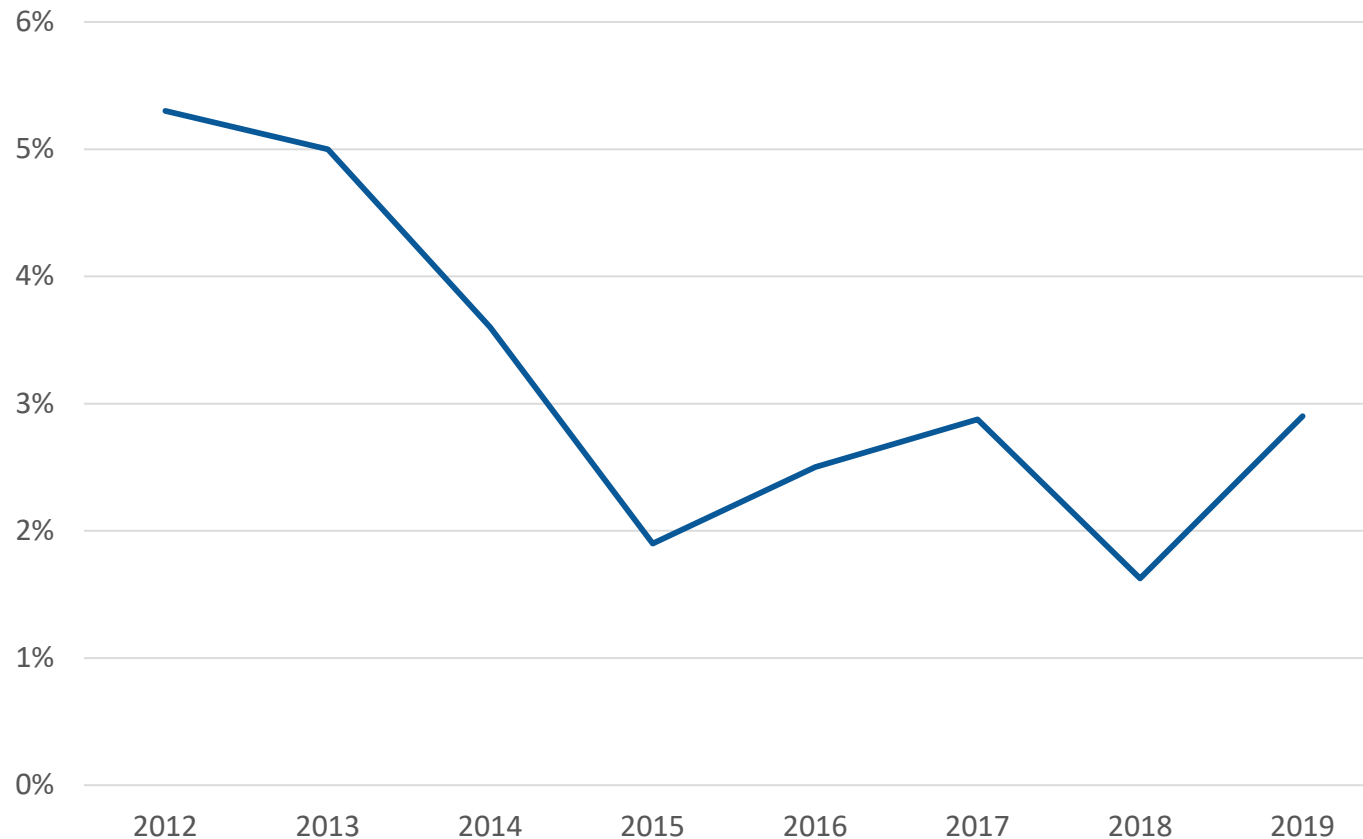
*How important is it to you personally that your community possesses the following characteristics?
In your personal experience, are these characteristics true of Pinellas County?*

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



Plans to Leave

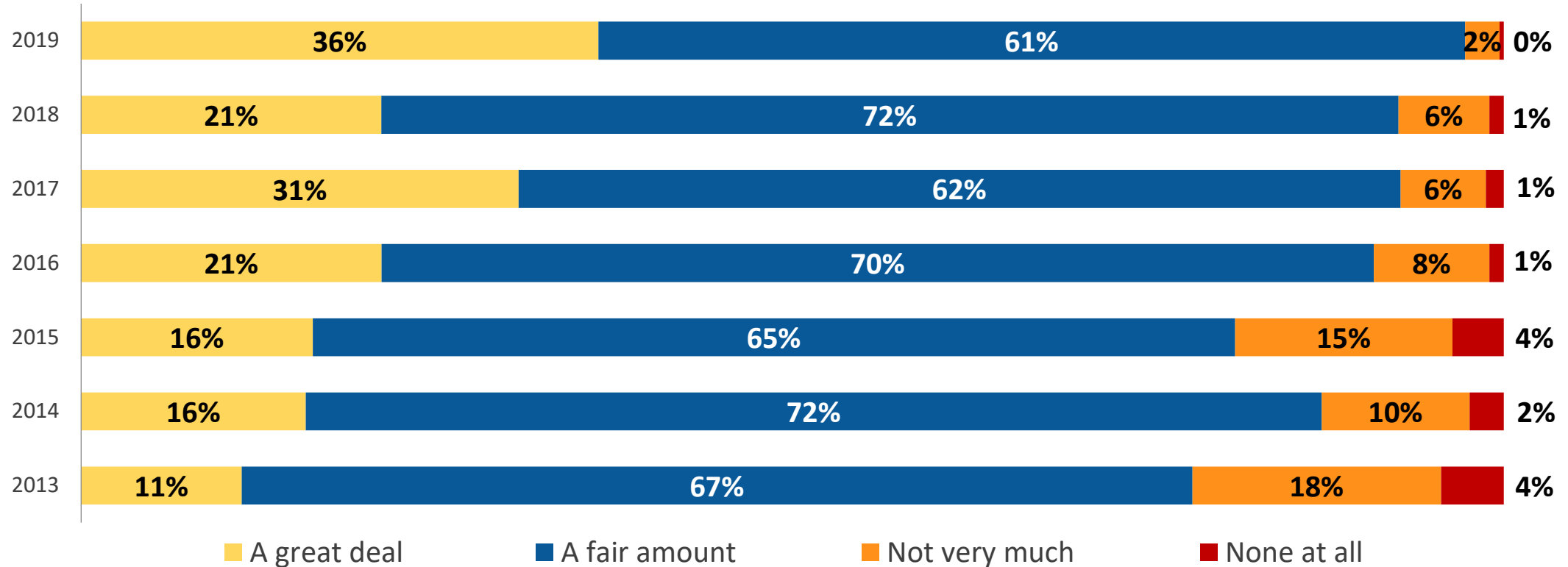
Residents Planning to Move Away from Pinellas Next Year



- Plans to leave were reported by few residents.
 - 2.9% reported plans to move away from Pinellas County in the next year, compared to 1.6% in 2018.

Trust & Confidence Trending

Trust & Confidence in Pinellas County Government Trend



Thank you!

This report was created by HCP Associates for the Pinellas County Board of
County Commissioners

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.

