



**PASCO COUNTY, FL  
2012**



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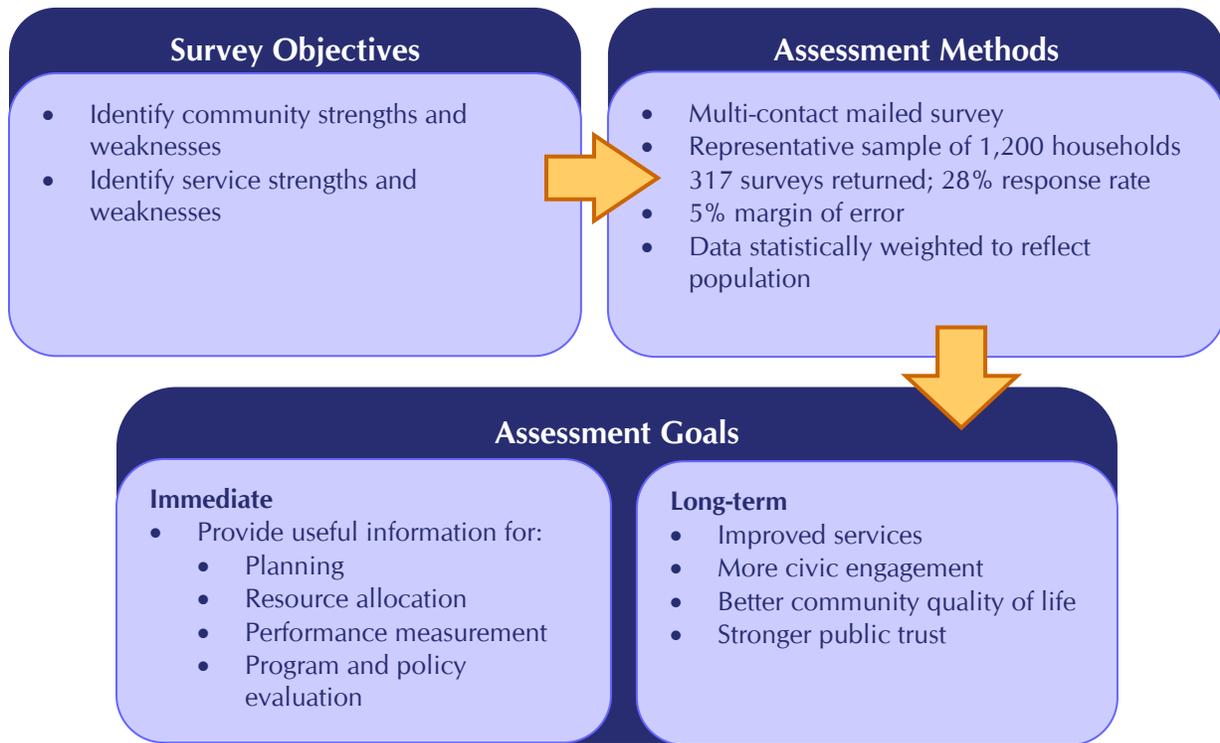
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# SURVEY BACKGROUND

## ABOUT THE NATIONAL CITIZEN SURVEY™

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 NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 317 completed surveys were obtained, providing an overall response rate of 28%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for Pasco County was developed in close cooperation with local jurisdiction staff. Pasco County staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. Pasco County staff also augmented The National Citizen Survey™ basic service through a variety of options including crosstabulations of results and several custom questions.

## UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

### Margin of Error

The margin of error around results for the Pasco County Survey (317 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

### Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American counties. Where possible, the better comparison is not from one service to another in Pasco County, but from Pasco County services to services like them provided by other jurisdictions.

### Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than eight percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

Pasco County chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Pasco County survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, Pasco County results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of Pasco County's rating to the benchmark.

### **“Don’t Know” Responses and Rounding**

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 some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

## EXECUTIVE SUMMARY

This report of Pasco County survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in Pasco County and believed the county was a good place to live. The overall quality of life in Pasco County was rated as “excellent” or “good” by 70% of respondents. Almost all reported they plan on staying in Pasco County for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were opportunities to participate in religious or spiritual events and activities, opportunities to volunteer, and the quality of overall natural environment in Pasco County. The two characteristics receiving the least positive ratings were the ease of bus travel and employment opportunities.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, two were above the national benchmark comparison, eight were similar to the national benchmark comparison and 21 were below.

Residents in Pasco County were somewhat civically engaged. While only 22% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 93% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in Pasco County, which was lower than the benchmark.

In general, survey respondents demonstrated mild trust in local government. About half rated the overall direction being taken by Pasco County as “good” or “excellent.” This was similar to the benchmark. Those residents who had interacted with an employee of Pasco County in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

On average, residents gave somewhat favorable ratings to a majority of local government services. County services rated were able to be compared to the benchmark database. Of the 40 services for which comparisons were available, four were above the benchmark comparison, 13 were similar to the benchmark comparison and 23 were below.

A Key Driver Analysis was conducted for Pasco County which examined the relationships between ratings of each service and ratings of Pasco County's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall county service quality have been identified. By targeting improvements in key services, Pasco County can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Ambulance or emergency medical services
- Animal control
- Drinking water
- Economic development
- Sherriff services

Of these services, those deserving the most attention may be those that were below the benchmark comparisons: animal control, drinking water, and economic development.

## COMMUNITY RATINGS

### OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in Pasco County – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to Pasco County. Residents were asked whether they planned to move soon or if they would recommend Pasco County to others. Intentions to stay and willingness to make recommendations provide evidence that Pasco County offers services and amenities that work.

Many of Pasco County’s residents gave favorable ratings to their neighborhoods and the community as a place to live. Further most reported they would recommend the community to others and plan to stay for the next five years. Overall community quality was compared to survey data from previous years. Average ratings were computed for the previous years’ data to make comparison easier. Community quality ratings were generally stable.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

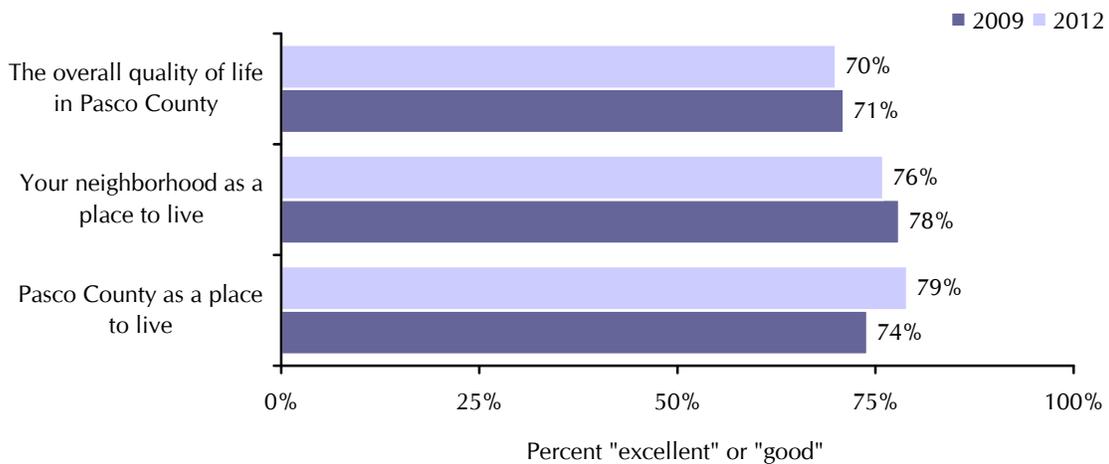


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

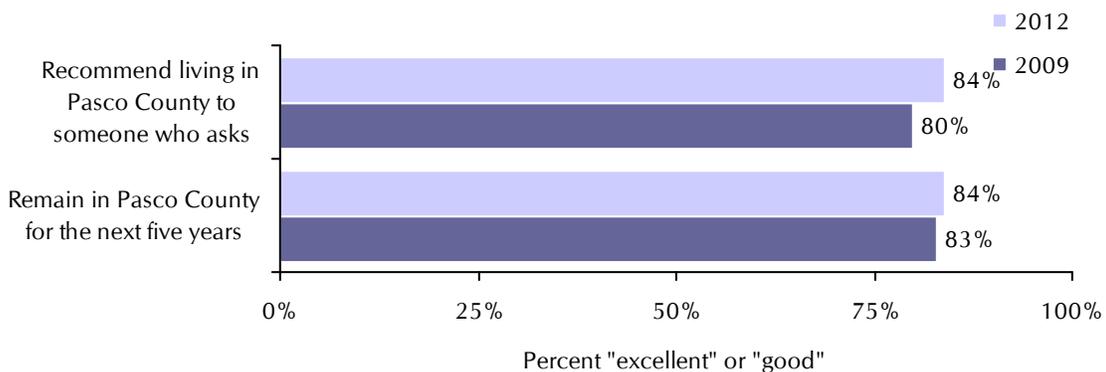


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
The overall quality of life in Pasco County	Much below
Your neighborhood as a place to live	Similar
Pasco County as a place to live	Below
Recommend living in Pasco County to someone who asks	Below
Remain in Pasco County for the next five years	Similar

## COMMUNITY DESIGN

### Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of car travel was given the most positive rating, followed by traffic flow on major streets. The mobility ratings tended to be lower than the national benchmarks. The rating for traffic flow on major streets had improved over time.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

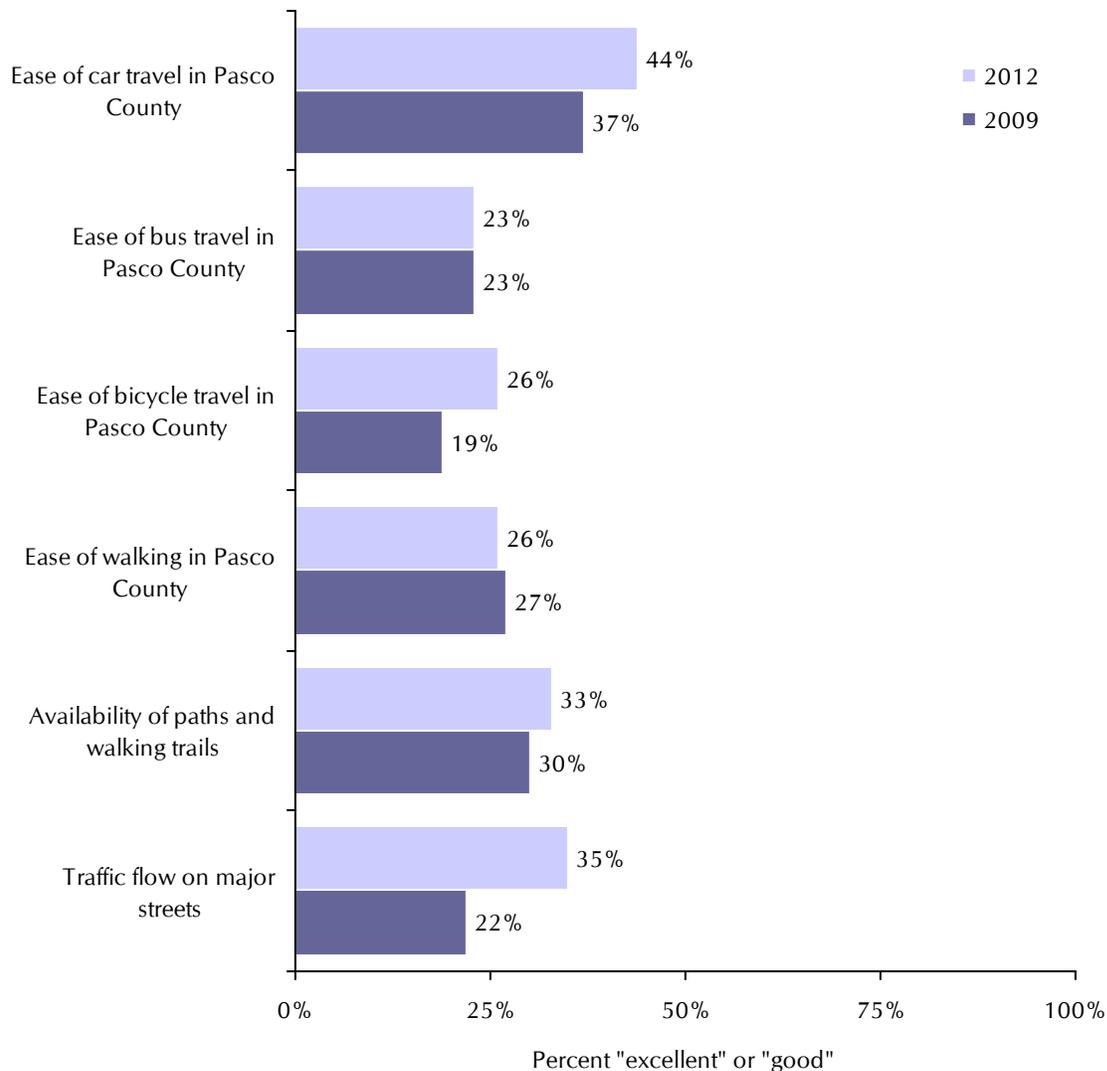


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS BY YEAR

	Comparison to benchmark
Ease of car travel in Pasco County	Much below
Ease of bus travel in Pasco County	Much below
Ease of bicycle travel in Pasco County	Much below
Ease of walking in Pasco County	Much below
Availability of paths and walking trails	Much below
Traffic flow on County roads	Below

Three transportation services were rated in Pasco County. As experienced in many communities across America, ratings tended to be somewhat unfavorable. However, all ratings have shown improvement since the previous survey administration.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

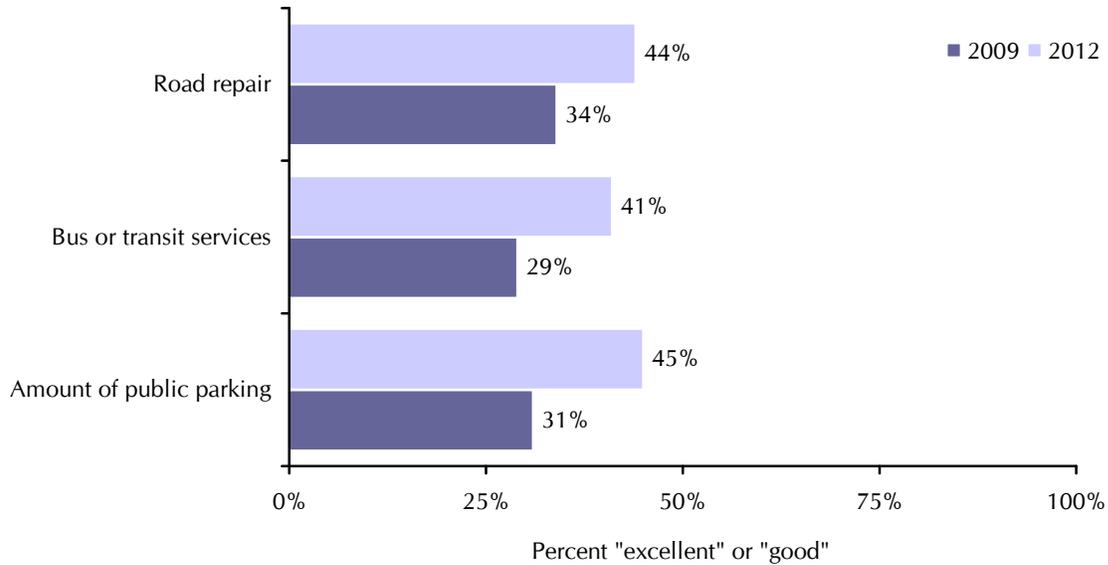


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Road repair	Similar
Bus or transit services	Much below
Amount of public parking	Similar

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

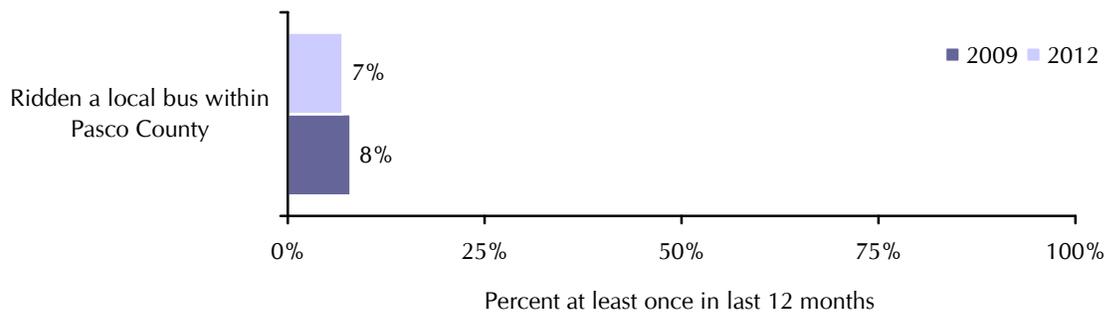


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Pasco County	Much less

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 3% of work commute trips were made by transit, 2% by bicycle and 1% by foot.

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

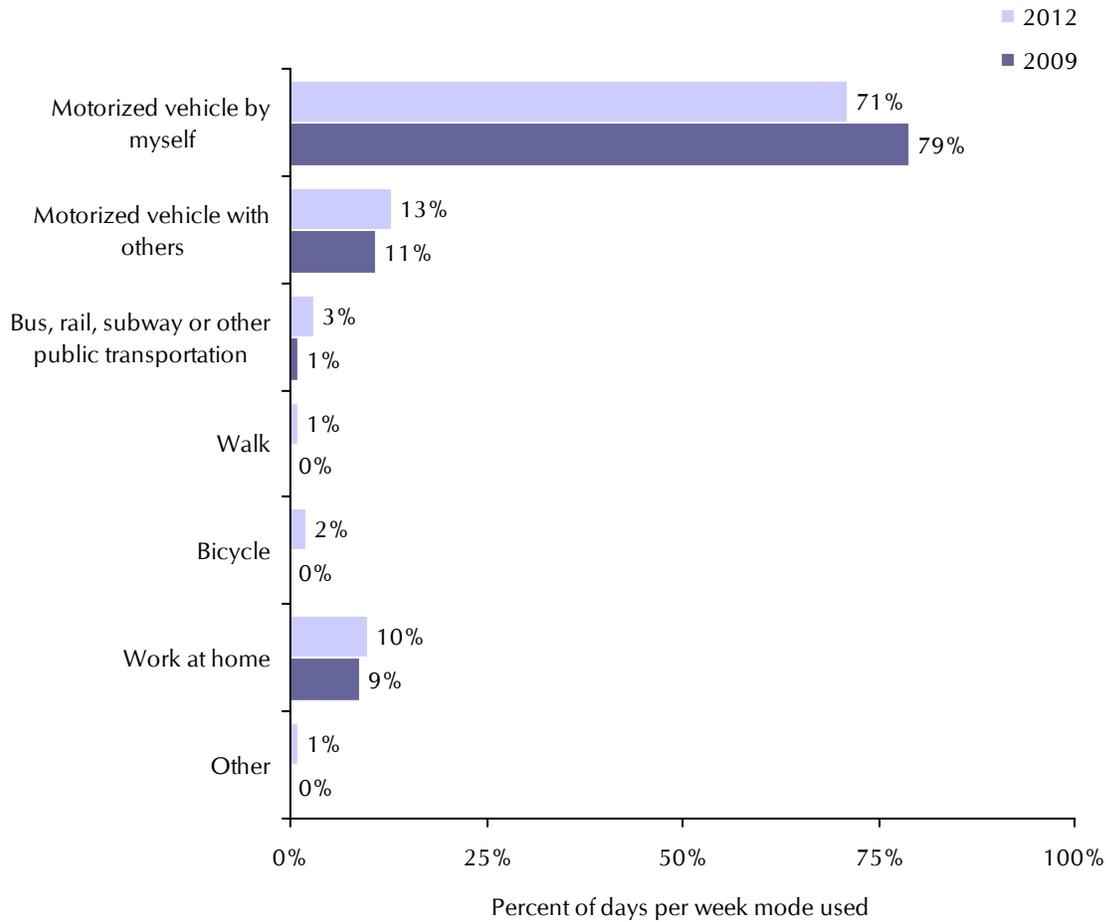


FIGURE 13: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Less

## Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of Pasco County residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 53% of respondents, while the variety of housing options was rated as “excellent” or “good” by 61% of respondents. The rating of perceived affordable housing availability was better for Pasco County than the ratings, on average, in comparison jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

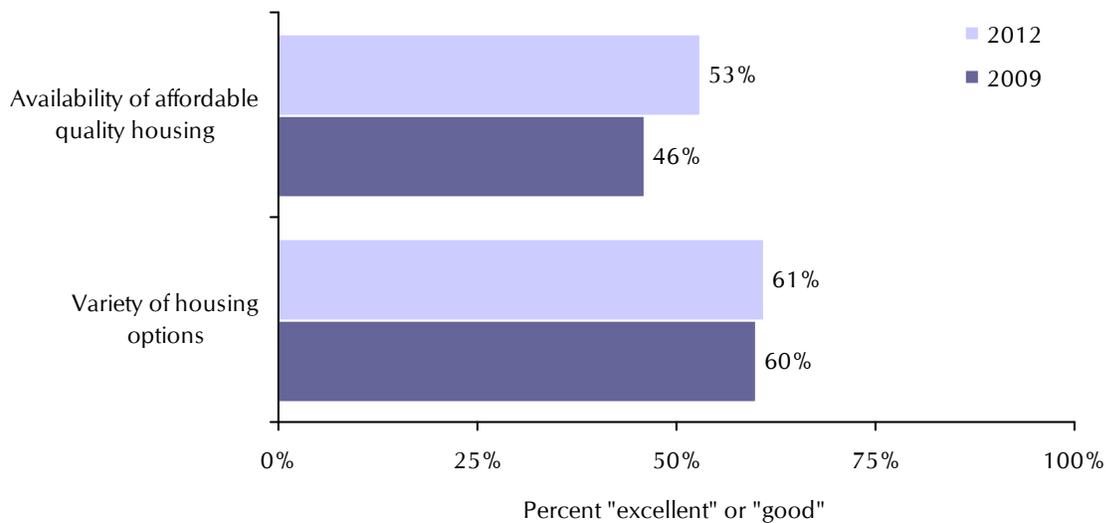


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much above
Variety of housing options	Similar

To augment the perceptions of affordable housing in Pasco County, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of Pasco County experiencing housing cost stress. Almost half of survey participants were found to pay housing costs of more than 30% of their monthly household income, which is much higher than the national benchmark.

FIGURE 16: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

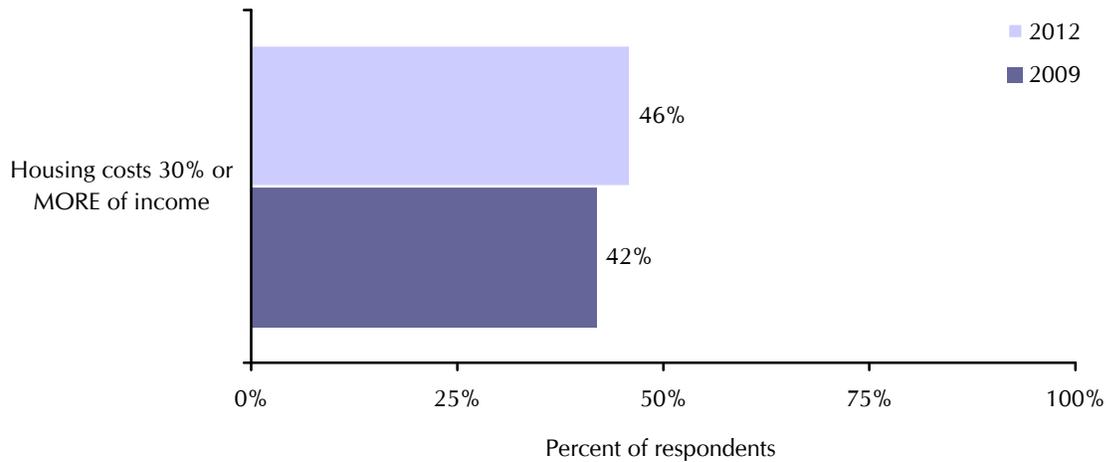


FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much more

## Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of Pasco County and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in Pasco County was rated as “excellent” or “good” by 52% of respondents, which was similar to the benchmark. While the overall appearance of Pasco County received a favorable rating from 50% of respondents it was lower than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in Pasco County, 19% thought they were a “major” problem. The services of animal control, code enforcement, and land use all received rating lower than the benchmark, but did show improvement over the past three years.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

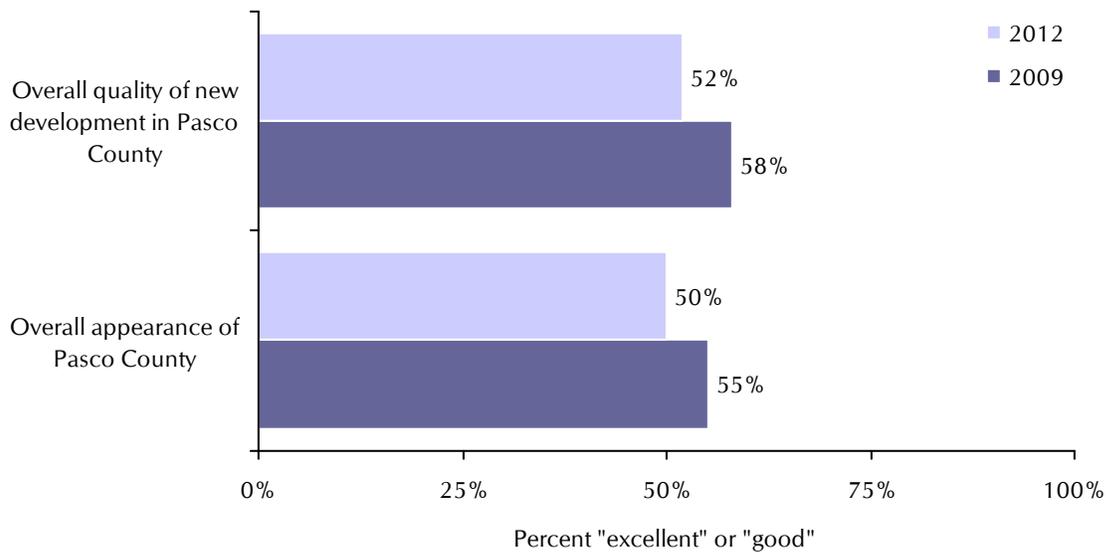


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Overall quality of new development in Pasco County	Similar
Overall appearance of Pasco County	Much below

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

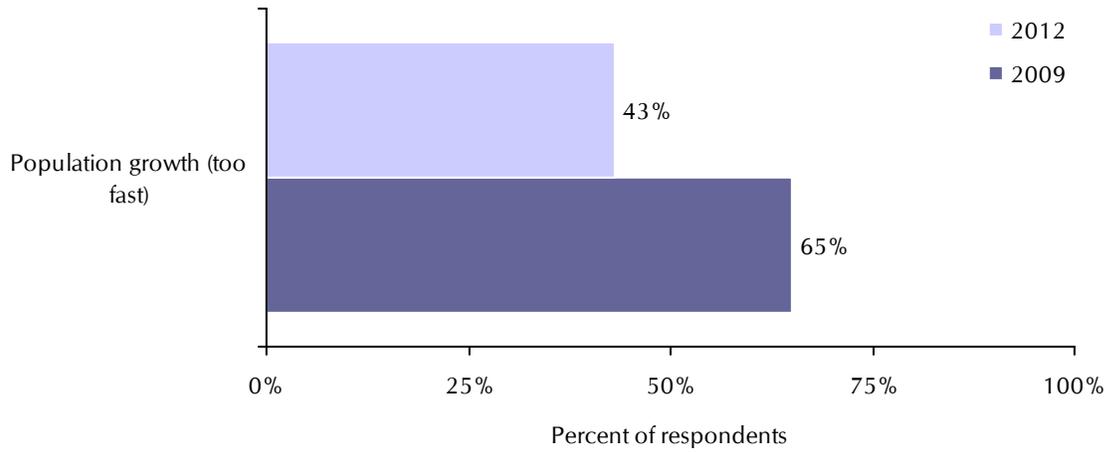


FIGURE 21: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	Similar

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

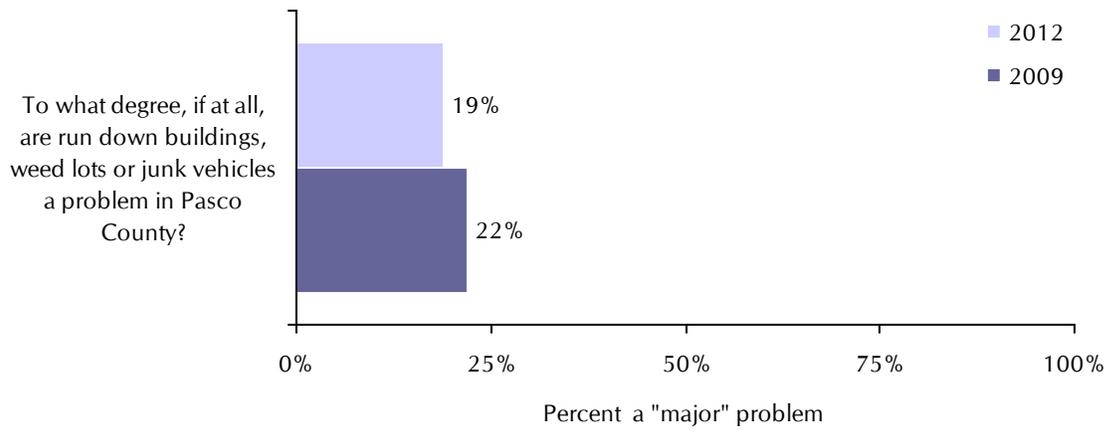


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

Comparison to benchmark	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Pasco County?	Much more

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

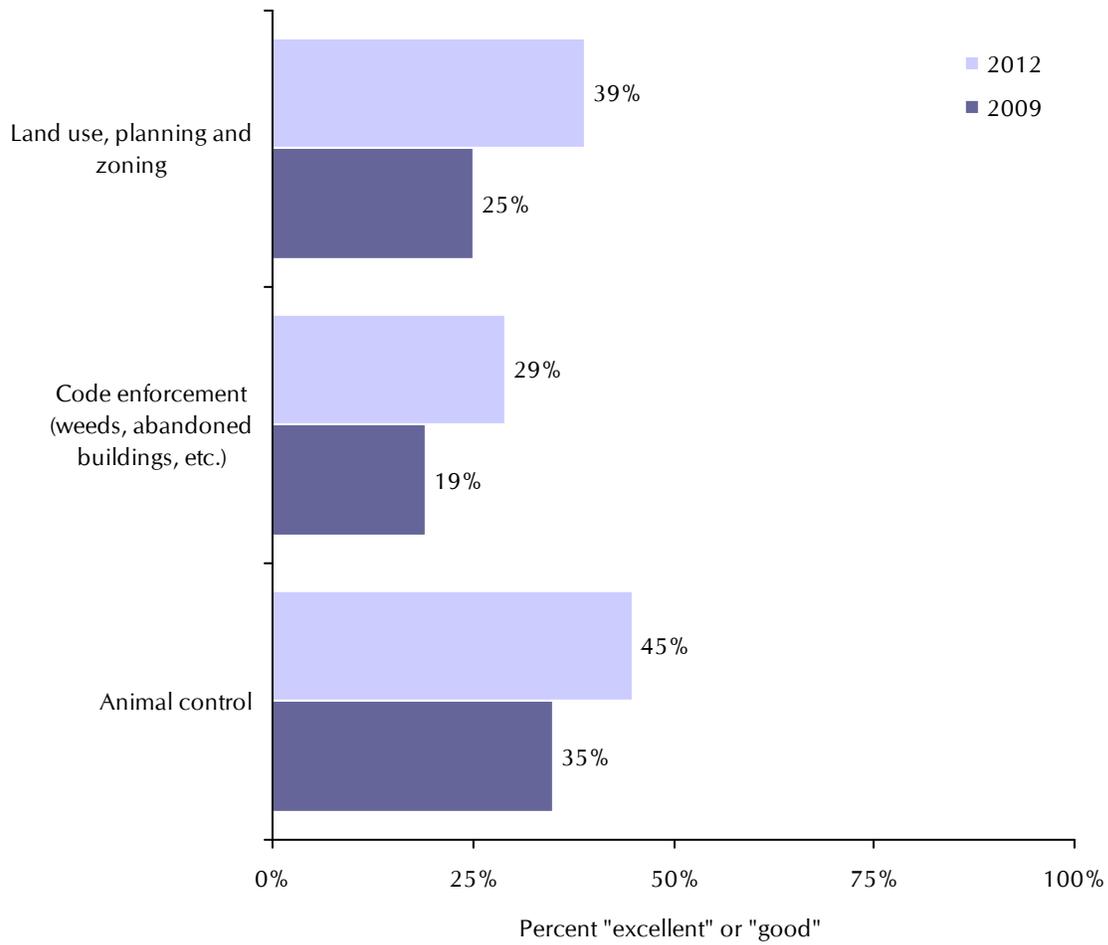


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Below
Code enforcement (weeds, abandoned buildings, etc)	Much below
Animal control	Much below

## ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were shopping opportunities and the overall quality of business and service establishments. Receiving the lowest rating was employment opportunities. All ratings had remained stable since the previous survey administration.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

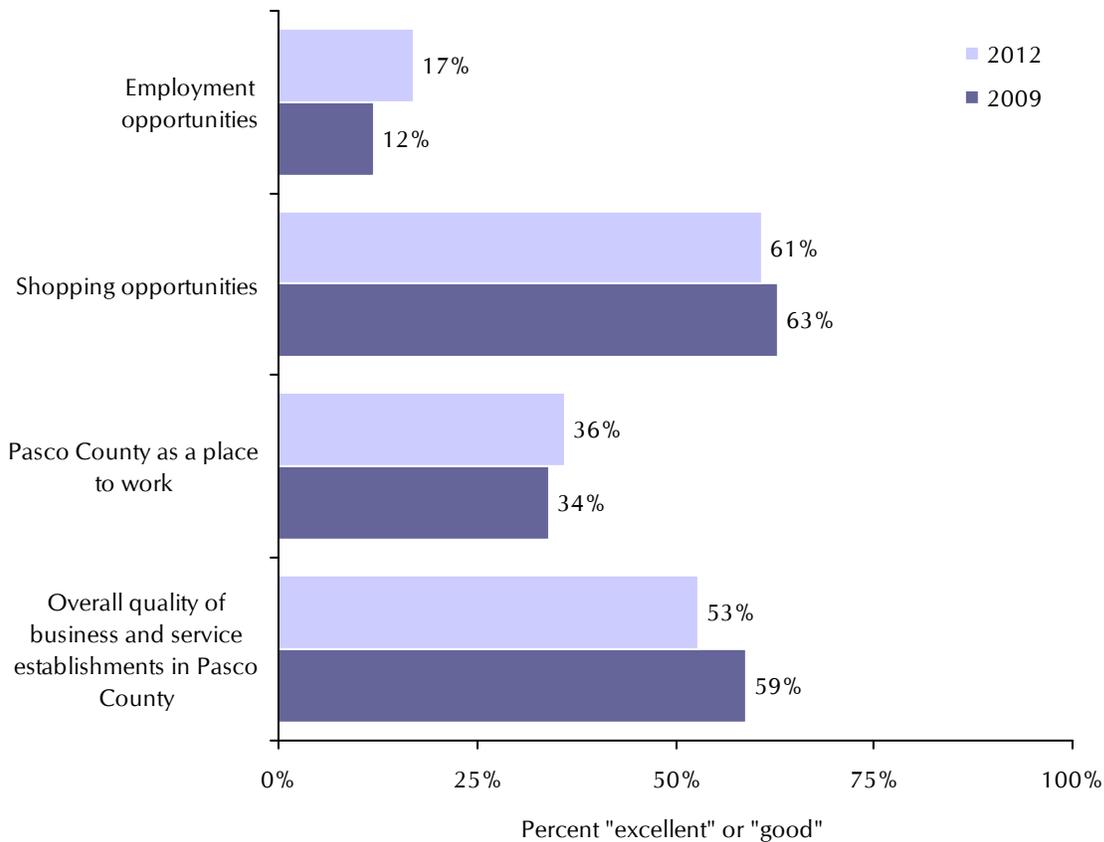


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much below
Shopping opportunities	Above
Pasco County as a place to work	Much below
Overall quality of business and service establishments in Pasco County	Below

Residents were asked to evaluate the speed of jobs growth and retail growth on scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Pasco County, 87% responded that it was “too slow,” while 36% reported retail growth as “too slow. About the same number of residents in Pasco County compared to other jurisdictions believed that retail growth was too slow and more residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

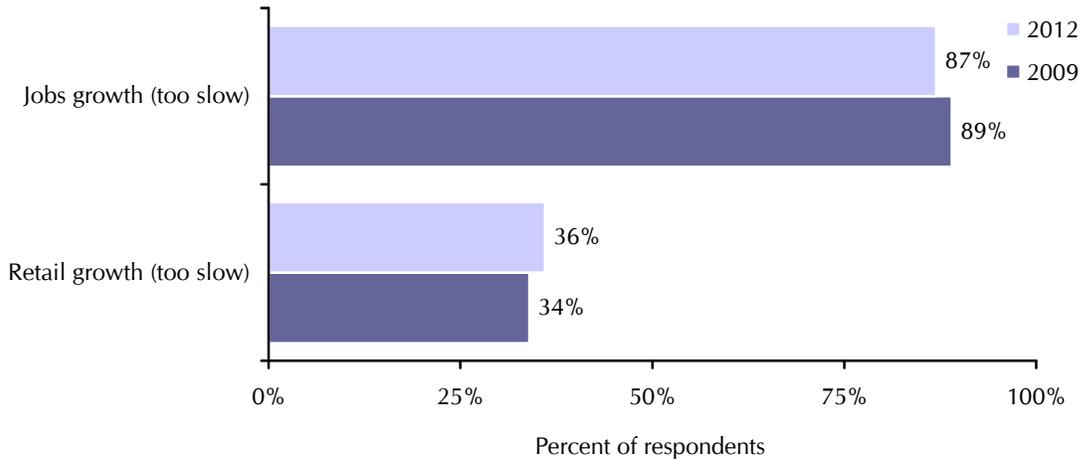


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Similar
Jobs growth seen as too slow	Much more

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

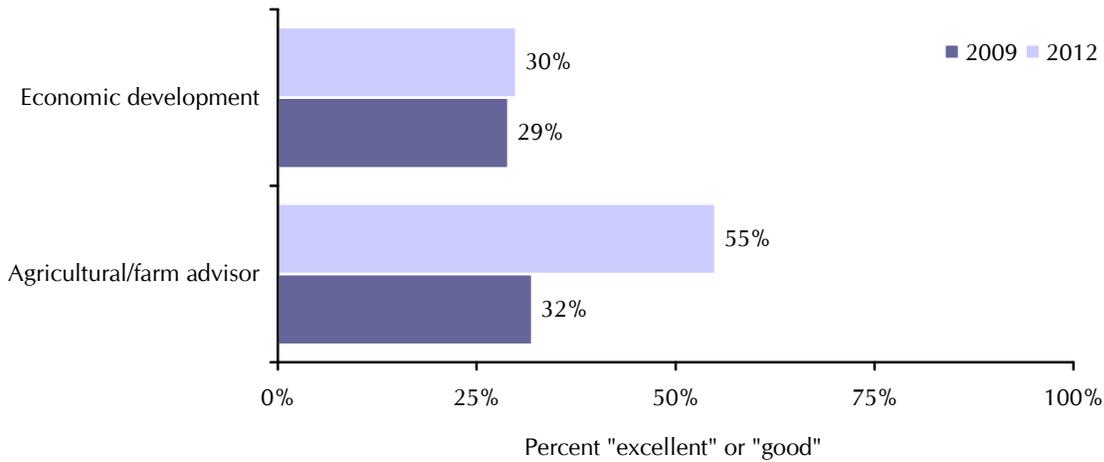


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much below
Agricultural/farm advisor	Much above

Residents were asked to reflect on their economic prospects in the near term. Nineteen percent of Pasco County residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was the same as comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

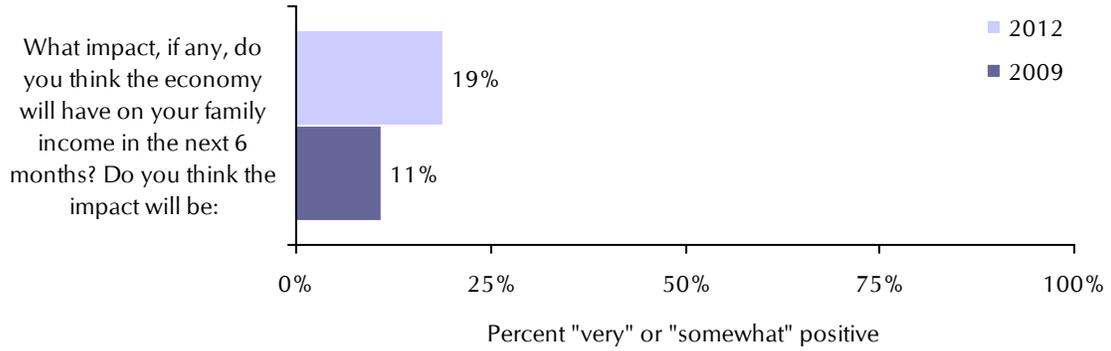


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Similar

## PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in Pasco County. Almost two thirds of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 70% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown. Public safety ratings remained stable over time.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

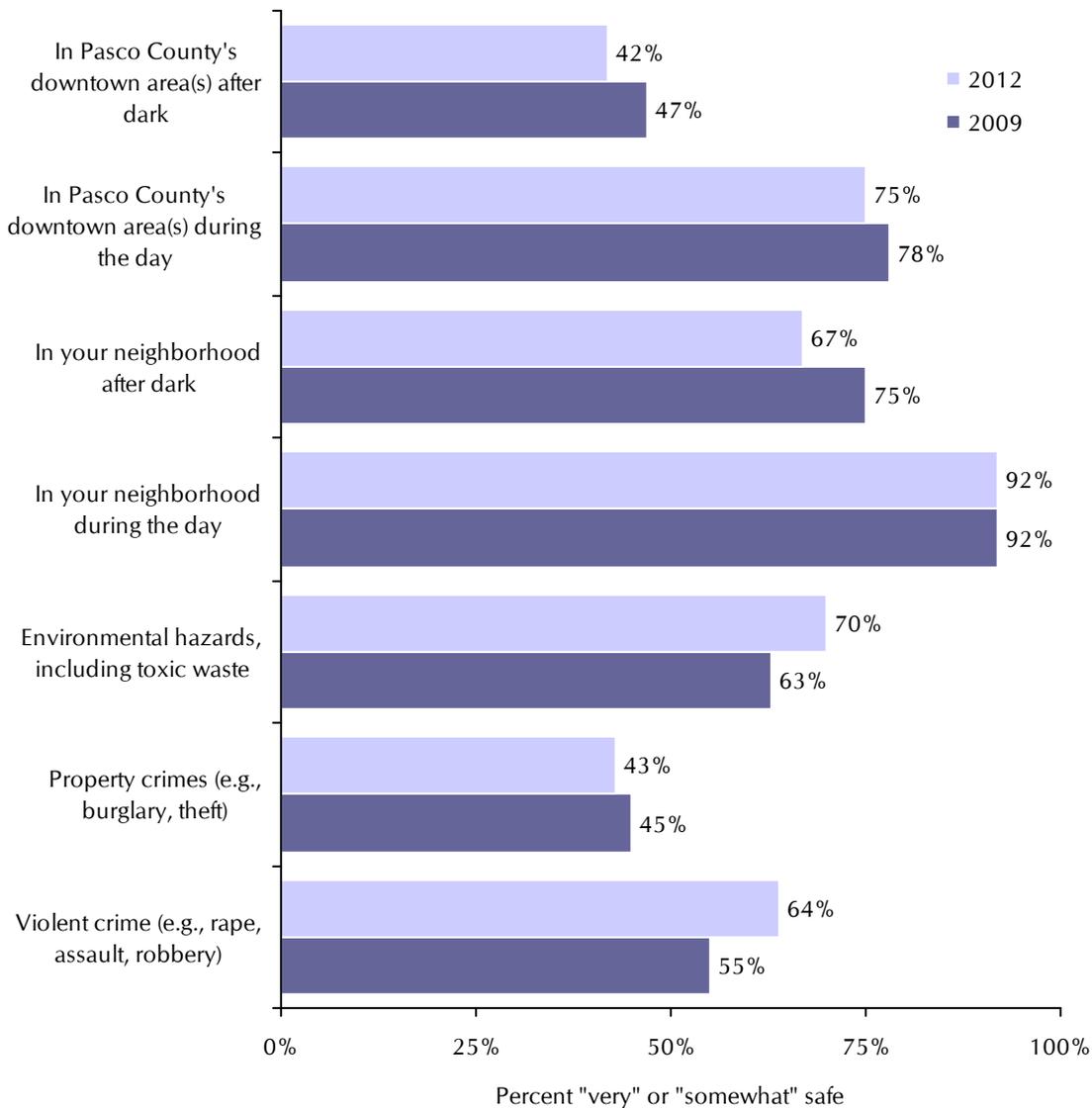


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
Safety in your neighborhood during the day	Similar
Safety in your neighborhood after dark	Below
Safety in Pasco County's downtown area during the day	Much below
Safety in Pasco County's downtown area after dark	Much below
Safety from violent crime (e.g., rape, assault, robbery)	Much below
Safety from property crimes (e.g., burglary, theft)	Much below
Environmental hazards, including toxic waste	Similar

As assessed by the survey, 14% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 84% had reported it to police. Compared to other jurisdictions about the same percent of Pasco County residents had been victims of crime in the 12 months preceding the survey and more residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

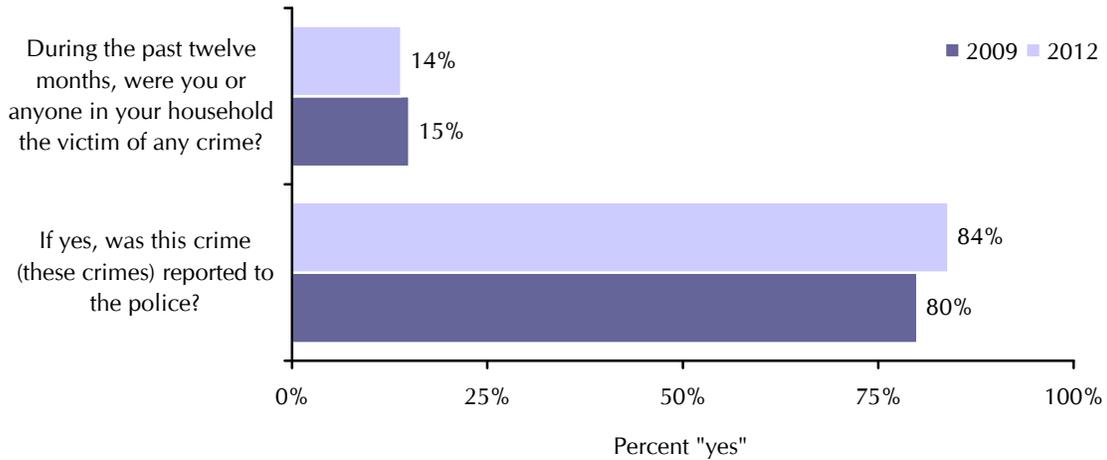


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	More

Residents rated eight County public safety services; of these, six were rated similar to the benchmark comparison and two were rated below the benchmark comparison. Fire services and EMS received the highest ratings, while crime prevention and emergency preparedness received the lowest ratings. All were rated similar compared to previous years.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

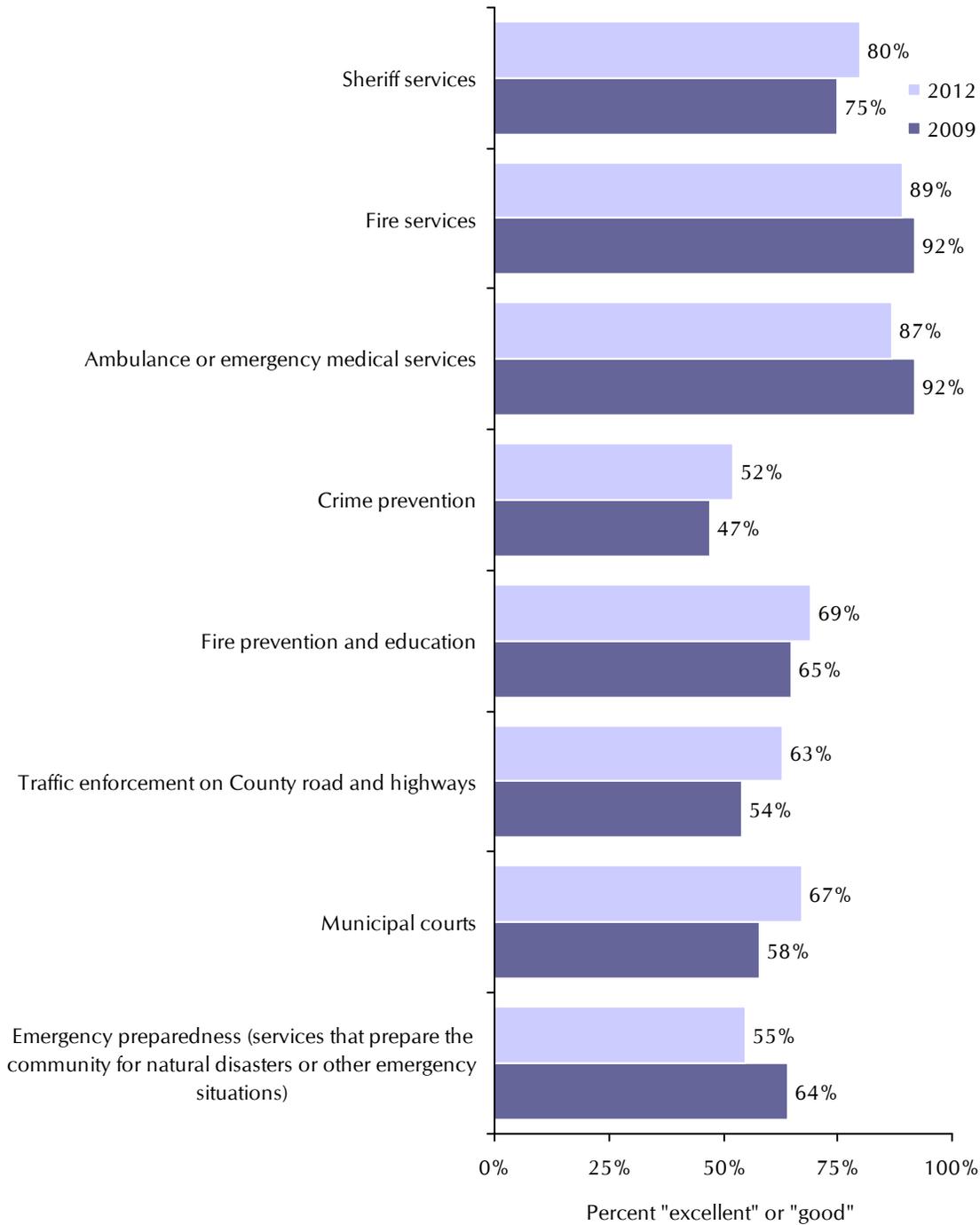


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Sheriff services	Similar
Fire services	Similar
Ambulance or emergency medical services	Similar
Crime prevention	Below
Fire prevention and education	Below
Traffic enforcement on County roads and highways	Similar
Municipal courts	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar

## ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green.” These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of Pasco County were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 67% of survey respondents. Air quality received the highest rating. It was similar to the benchmark and had improved since the prior survey administration.

FIGURE 40: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

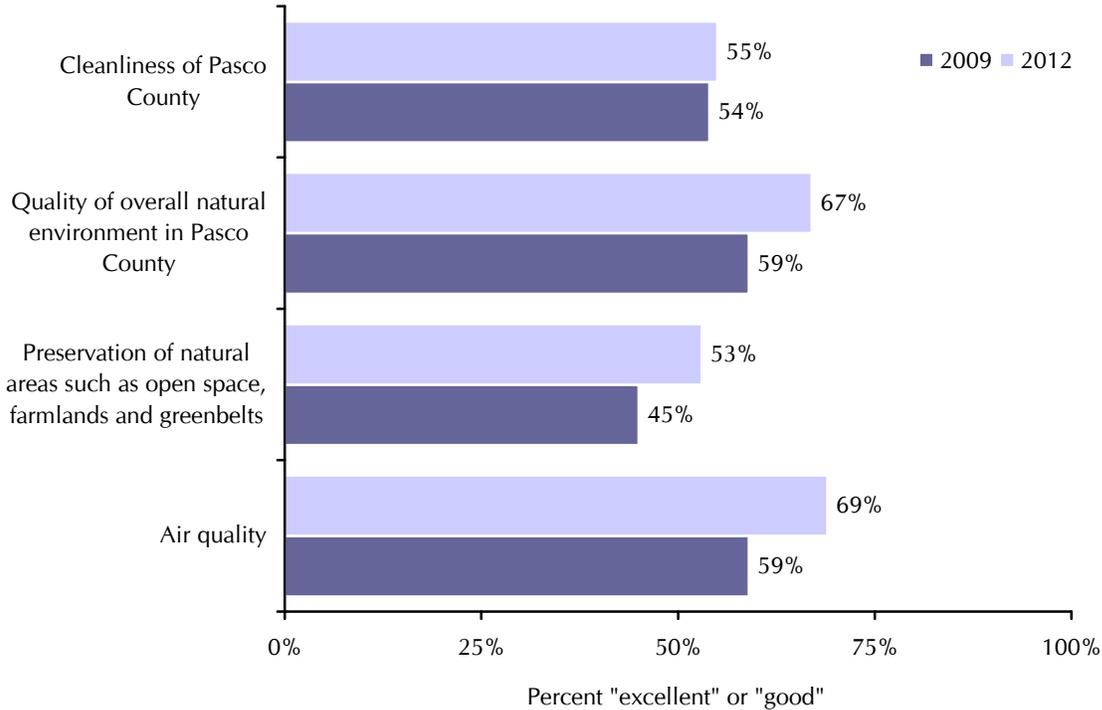


FIGURE 41: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Pasco County	Much below
Quality of overall natural environment in Pasco County	Below
Preservation of natural areas such as open space, farmlands and greenbelts	Similar
Air quality	Similar

Resident recycling was less than recycling reported in comparison communities.

FIGURE 42: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

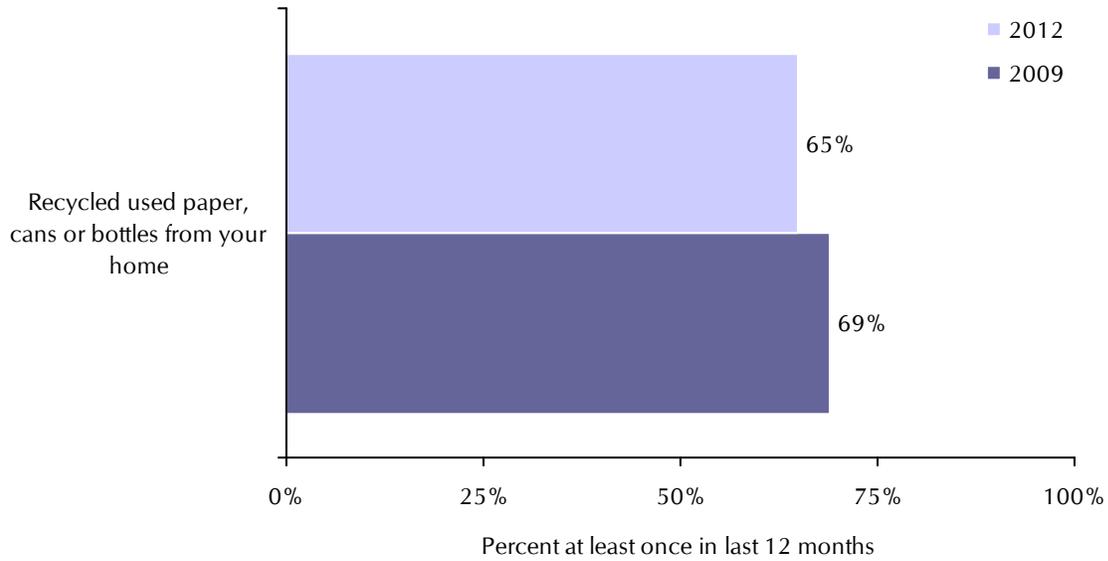


FIGURE 43: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much less

Of the seven utility services rated by those completing the questionnaire, two were similar and five were below the benchmark comparison. The ratings for drinking water and sewer services increased from 2009 to 2012.

FIGURE 44: RATINGS OF UTILITY SERVICES BY YEAR

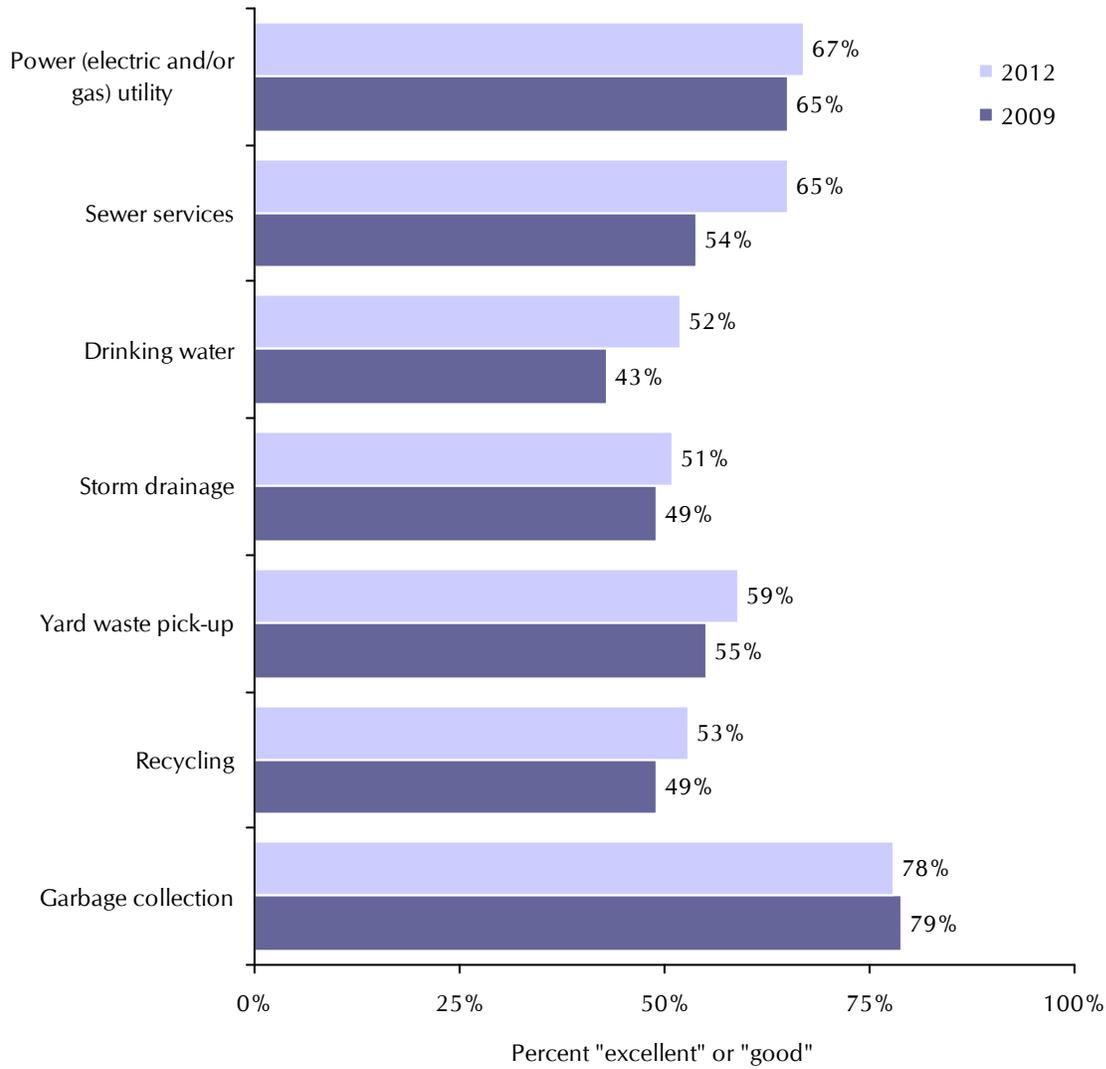


FIGURE 45: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Power (electric and/or gas) utility	Below
Sewer services	Similar
Drinking water	Much below
Storm drainage	Below
Yard waste pick-up	Much below
Recycling	Much below
Garbage collection	Similar

## RECREATION AND WELLNESS

### Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in Pasco County were rated somewhat unfavorably as were services related to parks and recreation. Resident use of County parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Pasco County recreation centers was smaller than the percent of users in comparison jurisdictions, and recreation program use was down notably from the previous survey administration. However, ratings of nature programs and classes showed marked improvement.

FIGURE 46: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

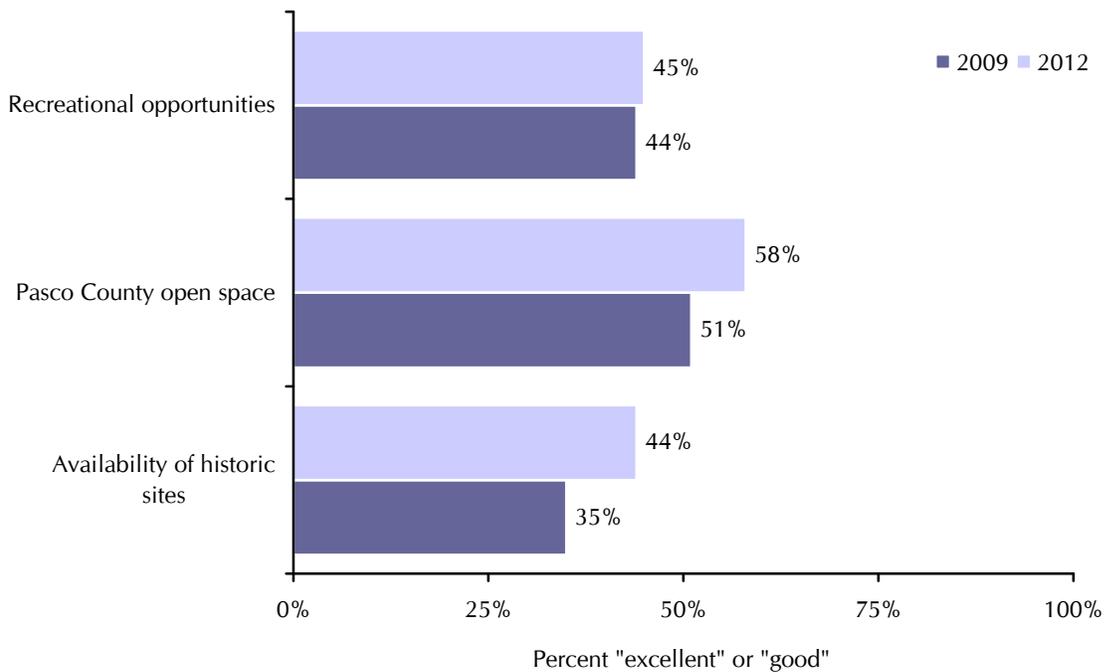


FIGURE 47: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreational opportunities	Much below
Pasco County open space	Much below
Availability of historic sites	Much below

FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

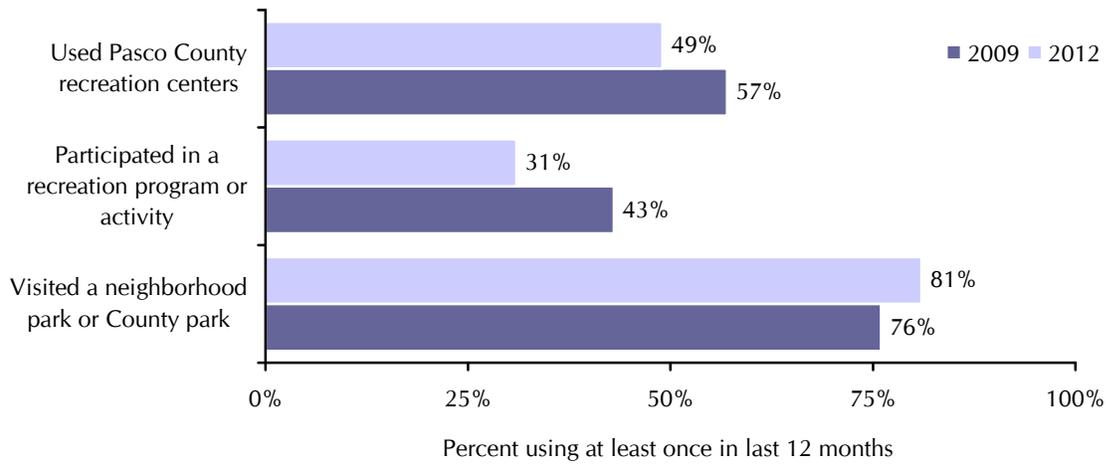


FIGURE 49: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Pasco County recreation centers	Much less
Participated in a recreation program or activity	Much less
Visited a neighborhood park or County park	Less

FIGURE 50: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

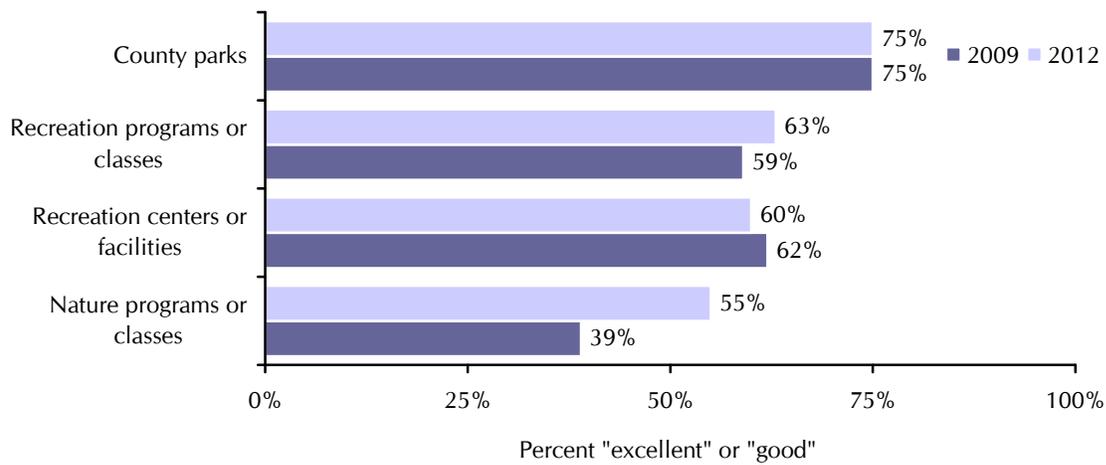


FIGURE 51: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
County parks	Below
Recreation programs or classes	Much below
Recreation centers or facilities	Much below
Nature programs or classes	Below

## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 36% of respondents. Educational opportunities were rated as “excellent” or “good” by 46% of respondents. Compared to the benchmark data, educational opportunities were below the average of comparison jurisdictions, but were rated much higher than previous Pasco County survey respondents.

About 57% of Pasco residents used a County library at least once in the 12 months preceding the survey. This participation rate for library use was below comparison jurisdictions.

FIGURE 52: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

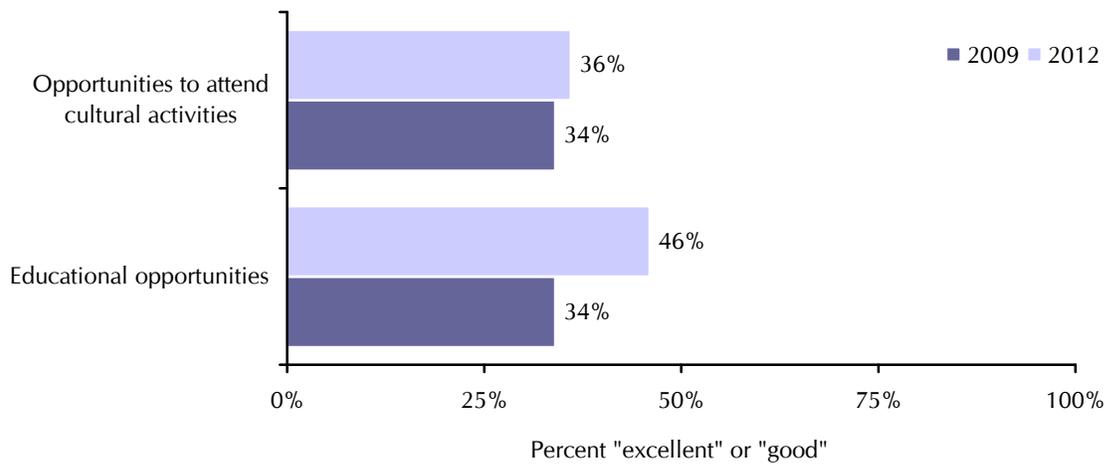


FIGURE 53: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much below
Educational opportunities	Much below

FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

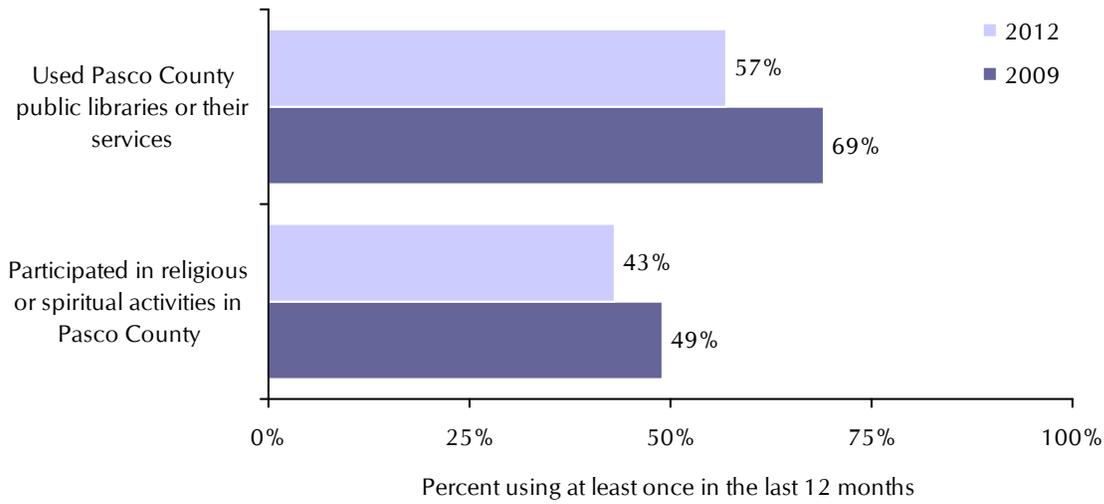


FIGURE 55: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Pasco County public libraries or their services	Much less
Participated in religious or spiritual activities in Pasco County	Much less

FIGURE 56: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

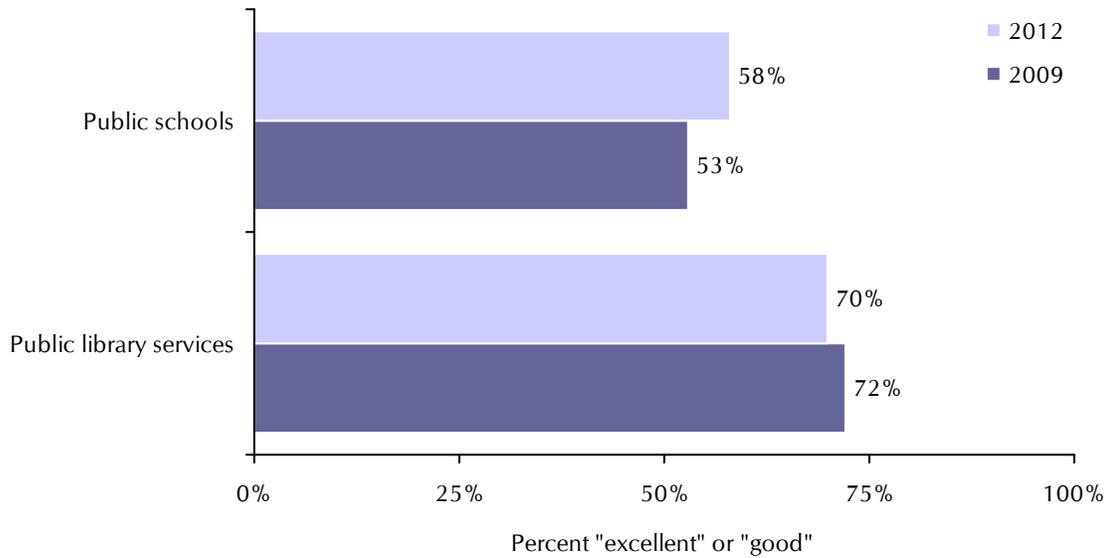


FIGURE 57: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Below
Public library services	Below

## Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of Pasco County were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for Pasco County, while the availability of affordable quality health care was rated less favorably by residents. These ratings were stable over time.

Among Pasco County residents, 46% rated affordable quality health care as “excellent” or “good.” Those ratings were similar to the ratings of comparison communities.

FIGURE 58: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

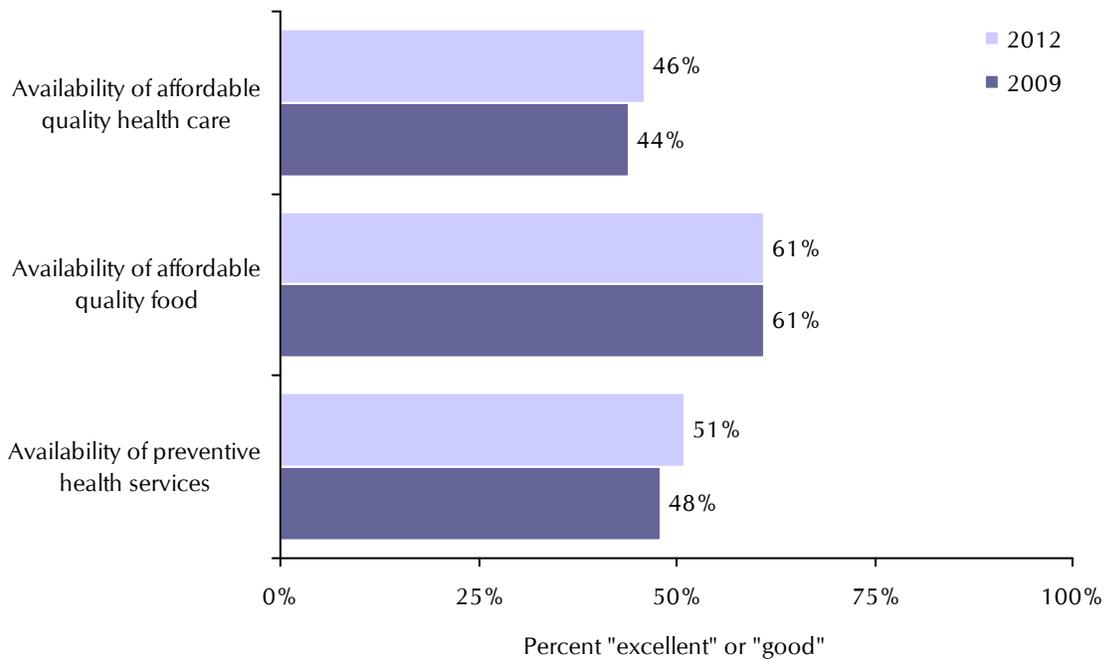


FIGURE 59: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Similar
Availability of affordable quality food	Similar
Availability of preventive health services	Below

Of the four health related services offered in Pasco County, three were above the benchmark and one was similar to the benchmark. The ratings for mental health services, drug and alcohol services and adult protective services increased over time.

FIGURE 60: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

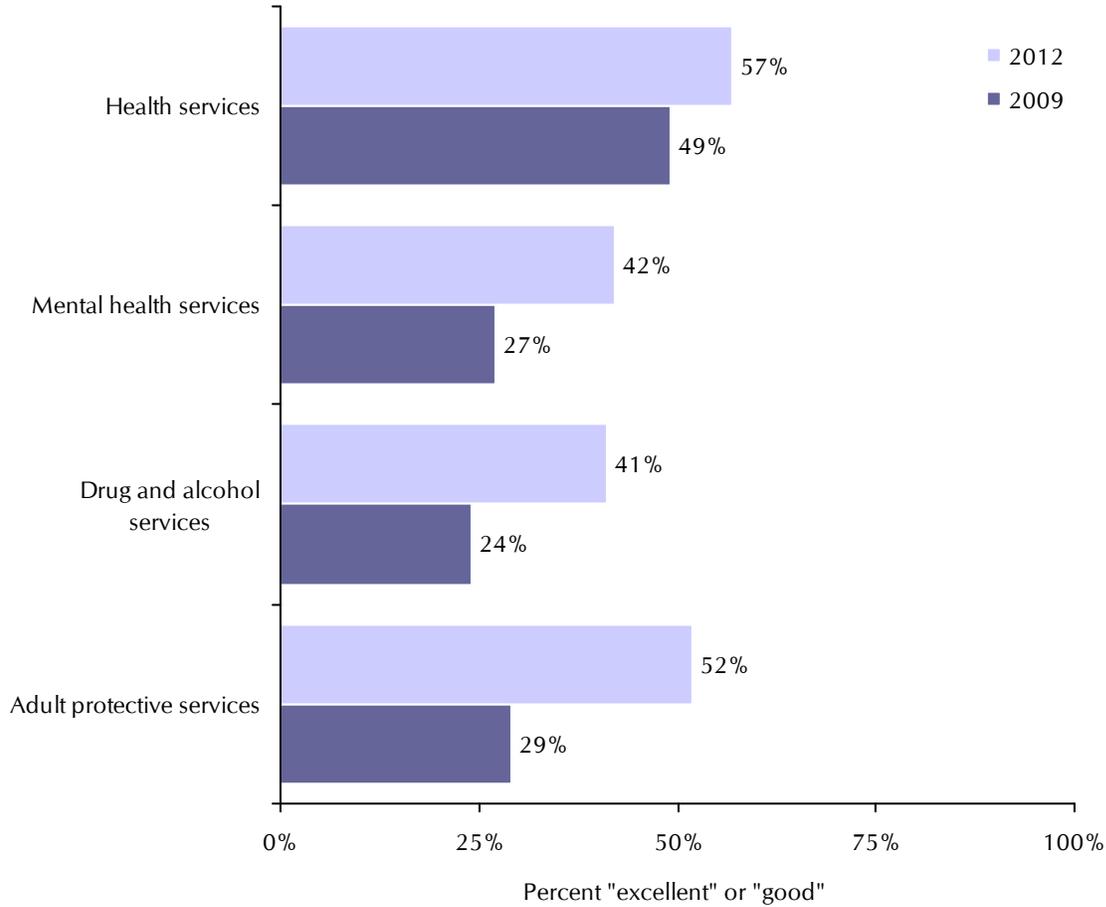


FIGURE 61: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	Similar
Mental health services	Above
Drug and alcohol services	Above
Adult protective services	Much above

## COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of Pasco County as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A majority of residents rated Pasco County as an “excellent” or “good” place to raise kids or retire. Most residents felt that the local sense of community was “excellent” or “good” and that Pasco County was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was similar to the benchmark.

FIGURE 62: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

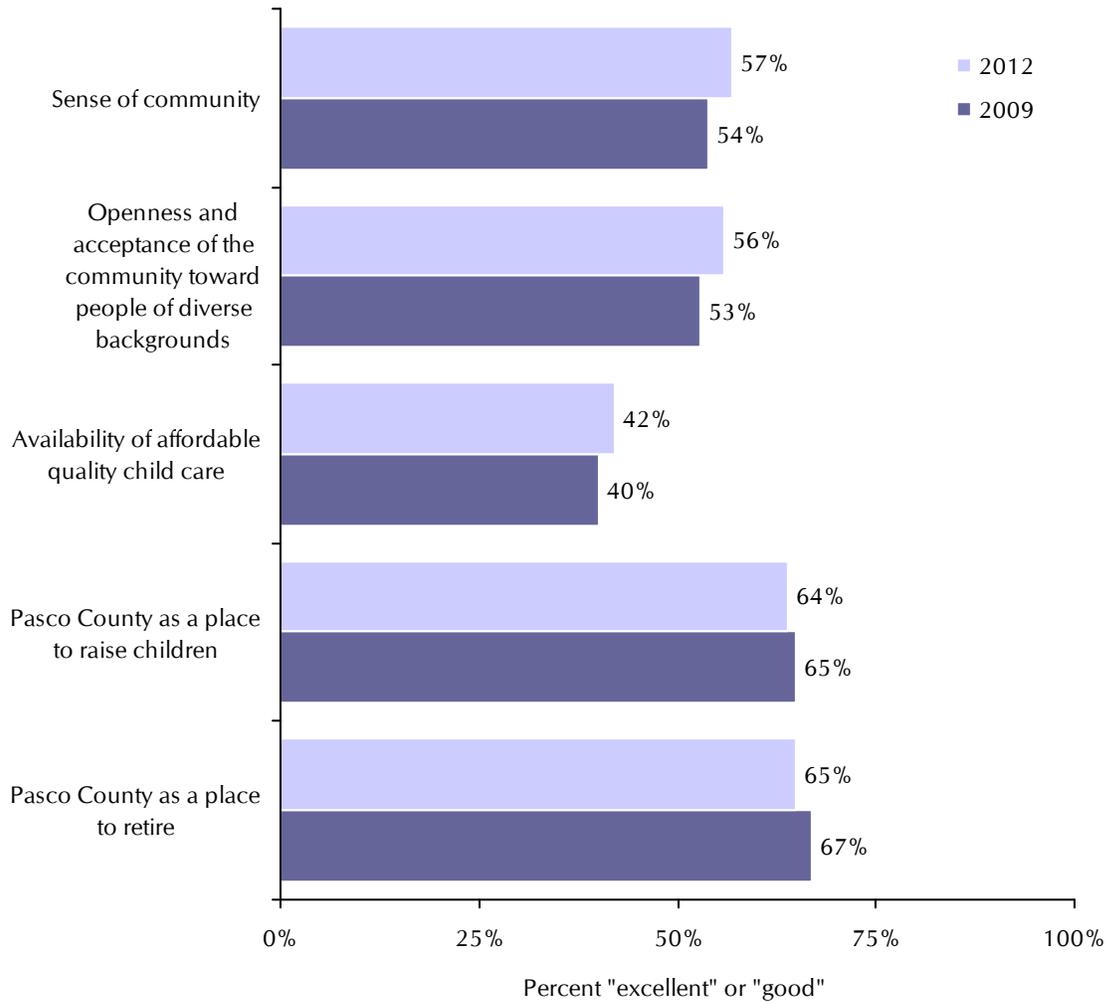


FIGURE 63: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Below
Openness and acceptance of the community toward people of diverse backgrounds	Below
Availability of affordable quality child care	Similar
Pasco County as a place to raise children	Much below
Pasco County as a place to retire	Similar

Services to more vulnerable populations (e.g. seniors, youth or low-income residents) ranged from 38% to 61% with ratings of “excellent” or “good.” Services to seniors was the same as the benchmark while services to youth and low-income people was the below. Services to all groups were rated higher than in previous survey administrations.

FIGURE 64: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

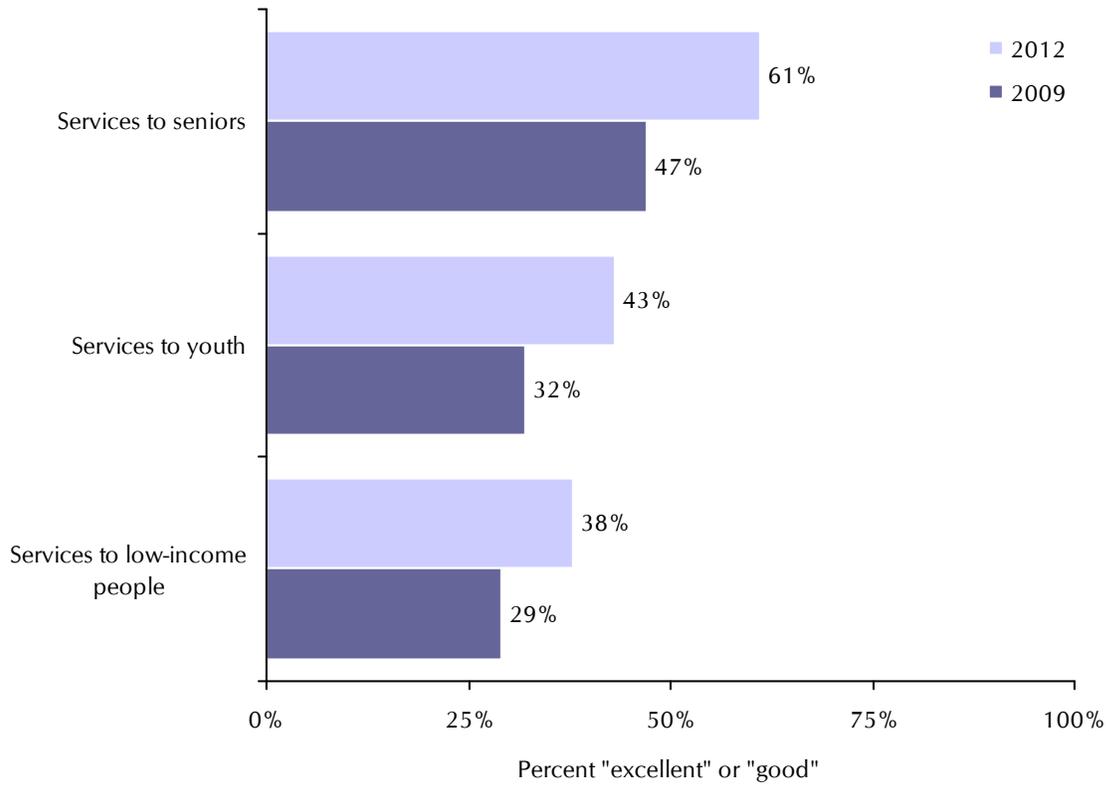


FIGURE 65: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Similar
Services to youth	Much below
Services to low-income people	Below

## CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding residents' level of connection to, knowledge of and participation in local government, the County can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

### Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of Pasco County. Survey participants rated the volunteer opportunities in Pasco County favorably. Opportunities to attend or participate in community matters were rated less favorably. The rating for opportunities to participate in community matters was below the benchmark while the rating for opportunities to volunteer was similar.

FIGURE 66: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

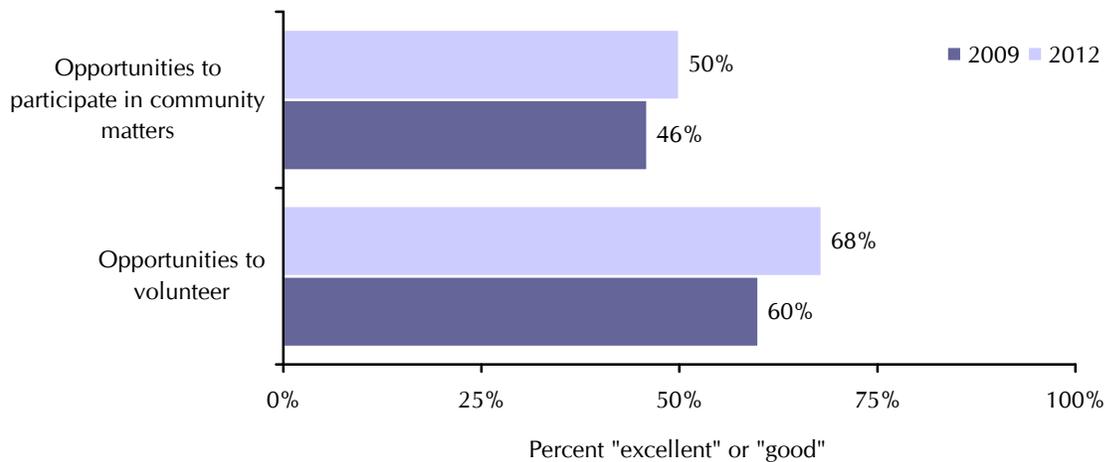


FIGURE 67: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Much below
Opportunities to volunteer	Similar

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. All but providing help to a neighbor or friend showed lower rates of community engagement.

FIGURE 68: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR<sup>1</sup>

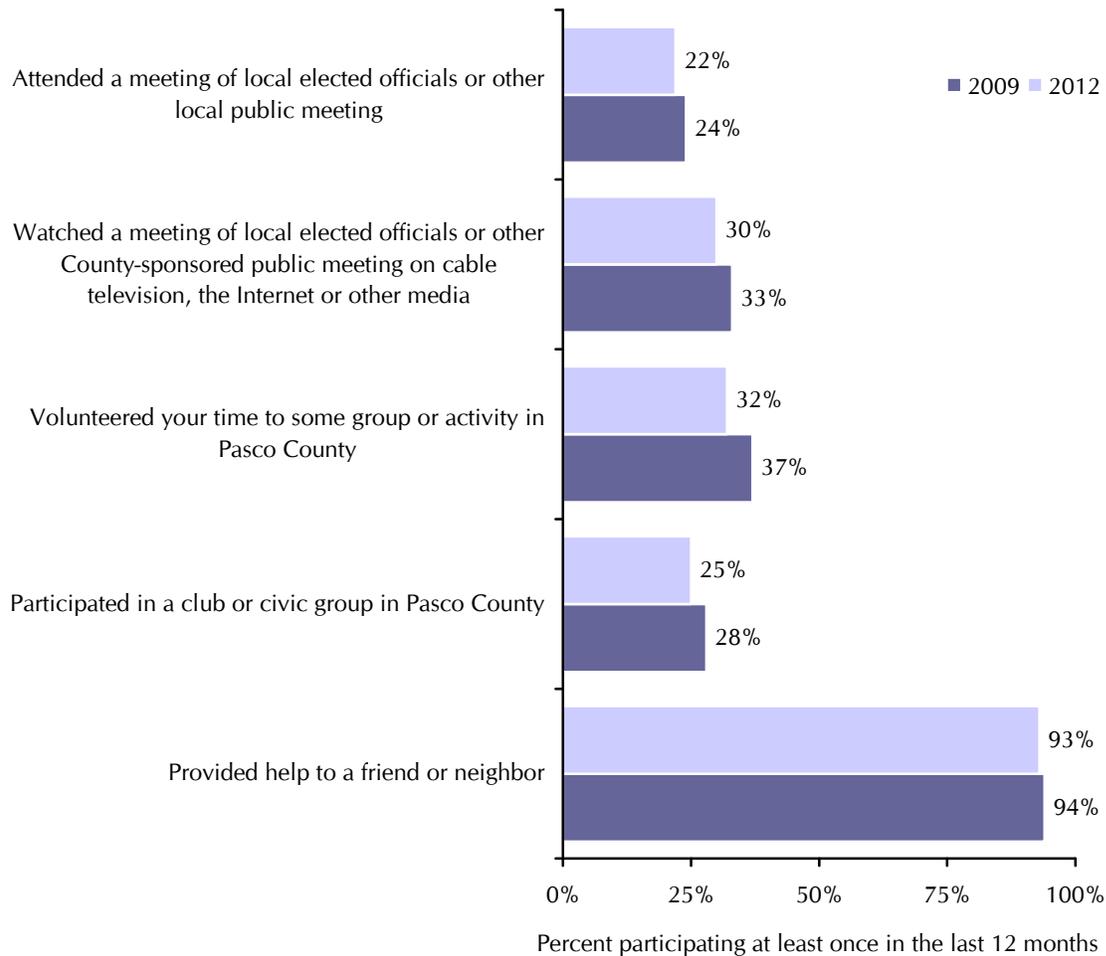


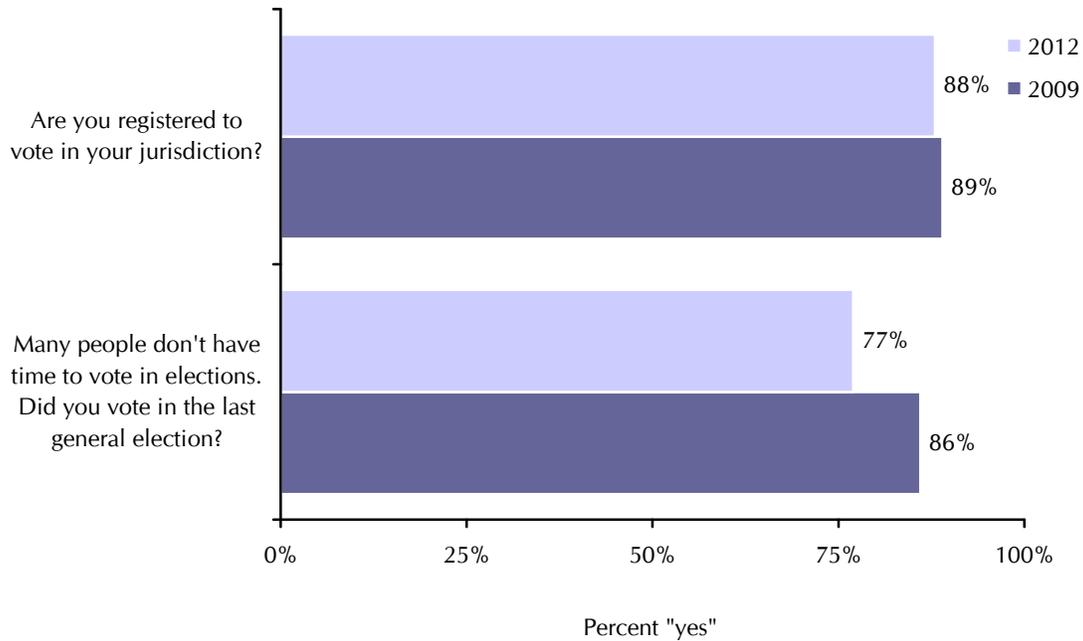
FIGURE 69: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Less
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet	Much less
Volunteered your time to some group or activity in Pasco County	Much less
Participated in a club or civic group in Pasco County	Less
Provided help to a friend or neighbor	Similar

<sup>1</sup> Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, “Watched a meeting of local elected officials or other local public meeting on cable television” was revised to include “the Internet or other media” to better reflect this trend.

Pasco County residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-eight percent reported they were registered to vote and 77% indicated they had voted in the last general election. This rate of self-reported voting was about the same as that of comparison communities.

FIGURE 70: REPORTED VOTING BEHAVIOR BY YEAR



Note: In addition to the removal of “don’t know” responses, those who said “ineligible to vote” also have been omitted from this calculation. The full frequencies appear in Appendix A.

FIGURE 71: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Similar
Voted in last general election	Similar

## Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the Pasco County Web site in the previous 12 months, 54% reported they had done so at least once. Public information services were rated unfavorably compared to benchmark data.

FIGURE 72: USE OF INFORMATION SOURCES BY YEAR

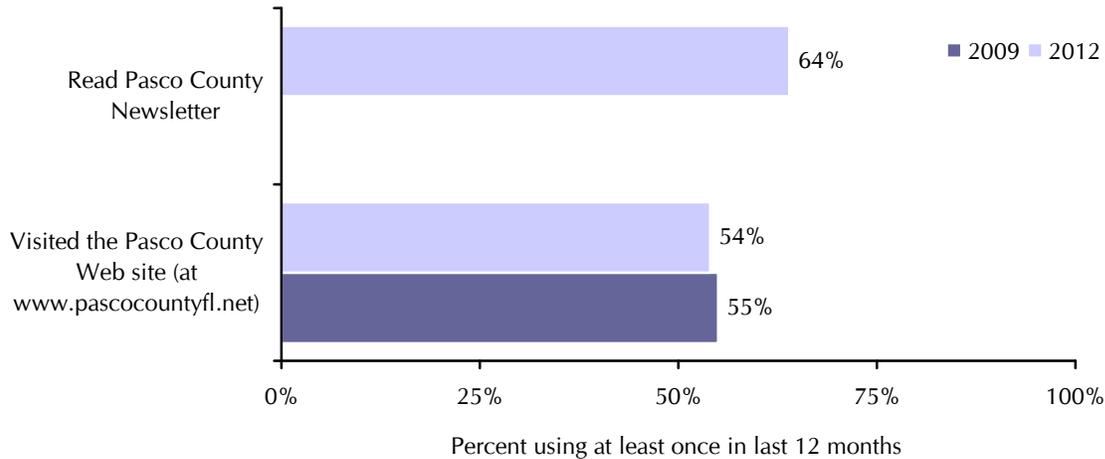


FIGURE 73: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Pasco County Newsletter	Much less
Visited the Pasco County Web site	Less

FIGURE 74: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

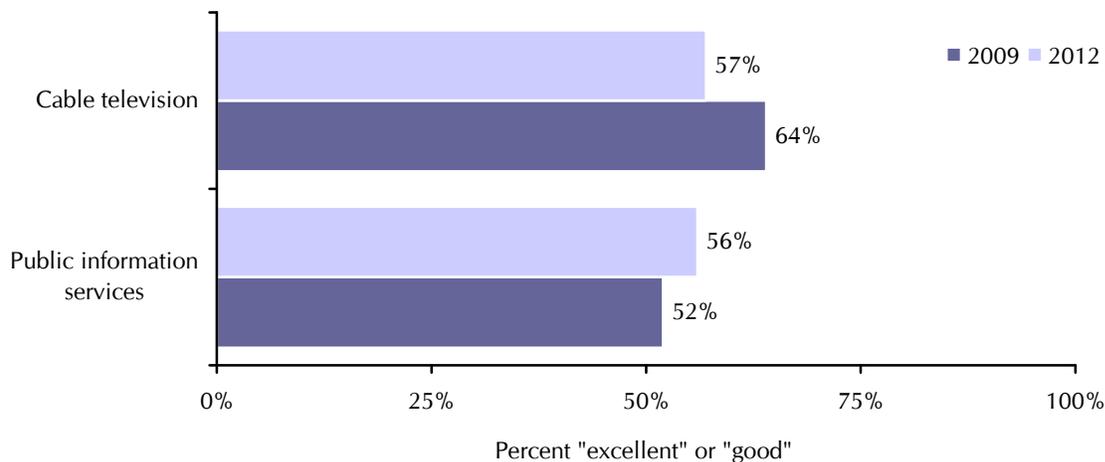


FIGURE 75: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Similar
Public information services	Below

## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 42% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 76: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

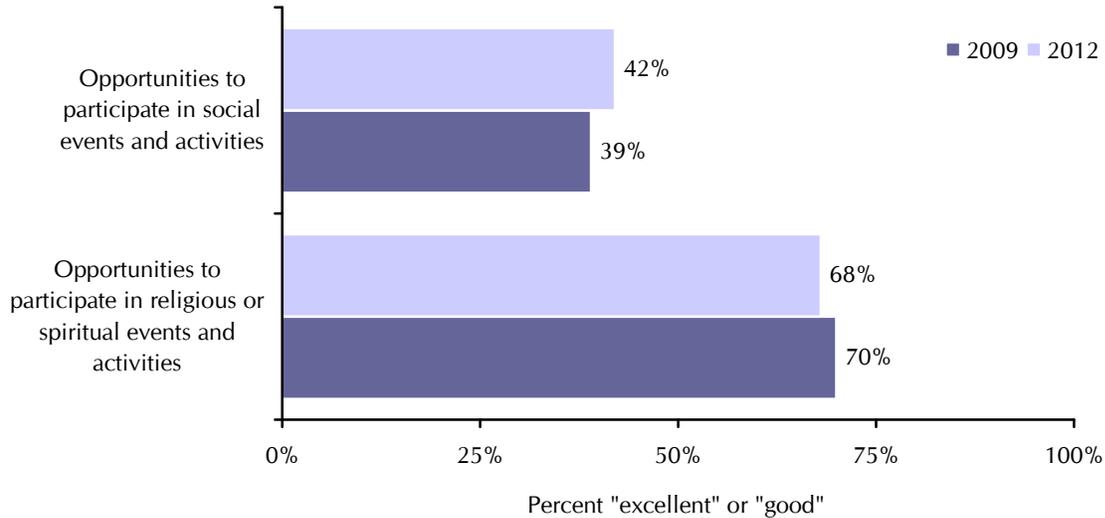


FIGURE 77: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much below
Opportunities to participate in religious or spiritual events and activities	Much below

Residents in Pasco County reported a strong amount of neighborliness. More than 63% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was much more than the amount of contact reported in other communities.

FIGURE 78: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

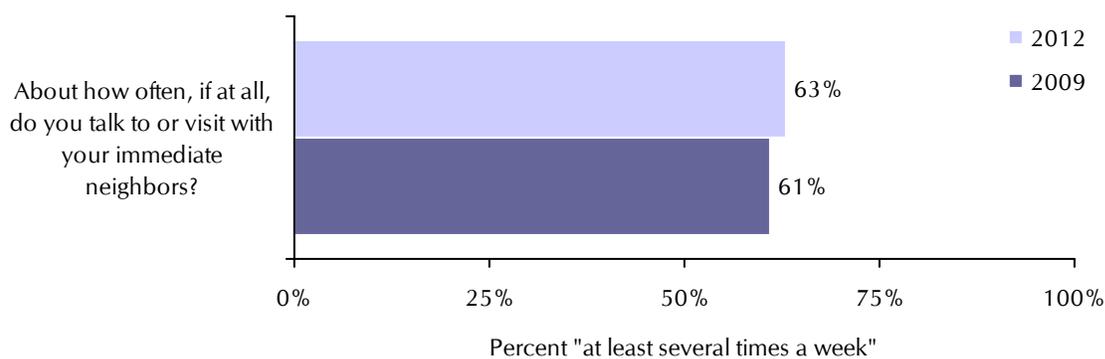


FIGURE 79: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Much more

## PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction Pasco County is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by Pasco County could be compared their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about Pasco County may be colored by their dislike of what all levels of government provide.

About half of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job Pasco County does at welcoming citizens involvement, 43% rated it as "excellent" or "good," which was much higher than the rating received from prior survey respondents. Of these four ratings, two were similar to the benchmark and two were below the benchmark. These ratings tended to be trending up over time.

FIGURE 80: PUBLIC TRUST RATINGS BY YEAR

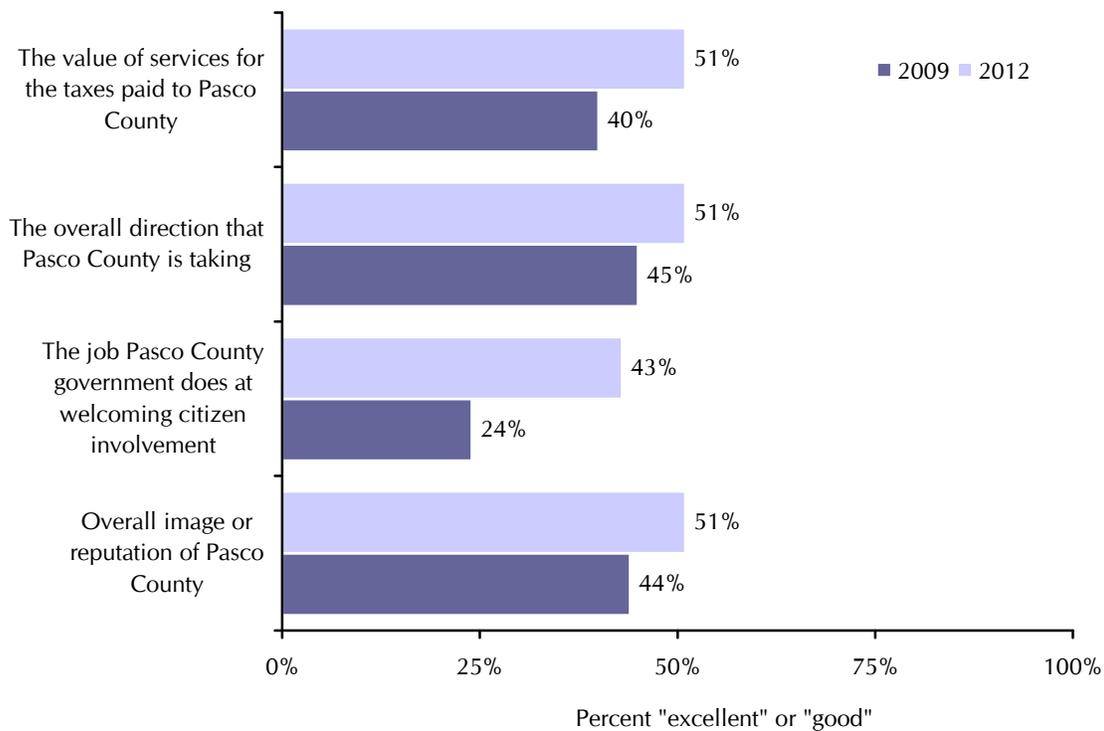


FIGURE 81: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
The value of services for the taxes paid to Pasco County	Similar
The overall direction that Pasco County is taking	Similar
The job Pasco County government does at welcoming citizen involvement	Below
Overall image or reputation of Pasco County	Much below

On average, residents of Pasco County gave the highest evaluations to their own local government and the lowest average rating to the State Government. The overall quality of services delivered by Pasco County was rated as “excellent” or “good” by 60% of survey participants. Ratings of overall County services had increased over the last three years.

FIGURE 82: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

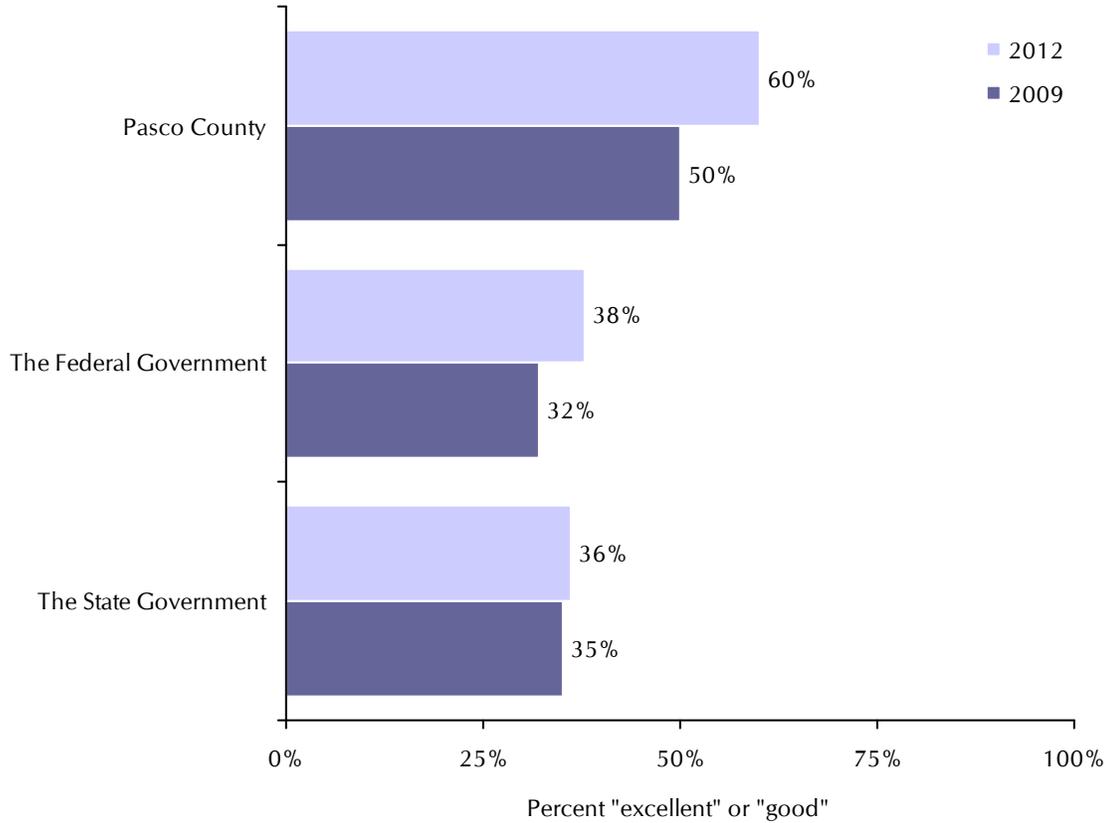


FIGURE 83: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by Pasco County	Below
Services provided by the Federal Government	Similar
Services provided by the State Government	Similar

## Pasco County Employees

The employees of Pasco County who interact with the public create the first impression that most residents have of Pasco County. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of Pasco County. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with Pasco County staff.

Those completing the survey were asked if they had been in contact with a County employee either in person, over the phone or via email in the last 12 months; the 55% who reported that they had been in contact (a percent that is similar to the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. County employees were rated highly; 74% of respondents rated their overall impression as "excellent" or "good." Employees ratings were similar to the national benchmark and were similar to past survey years.

FIGURE 84: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH COUNTY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

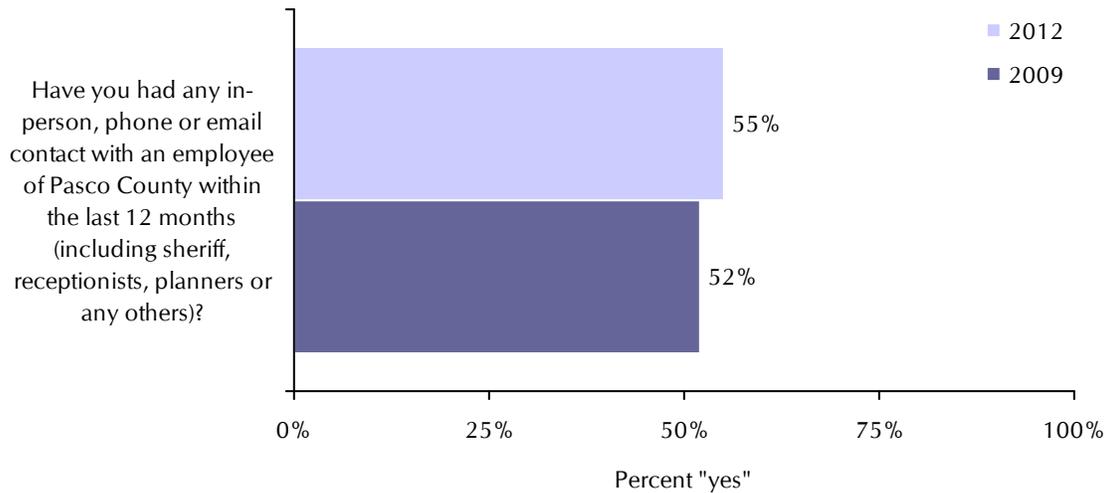


FIGURE 85: CONTACT WITH COUNTY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with county employee(s) in last 12 months	Similar

FIGURE 86: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

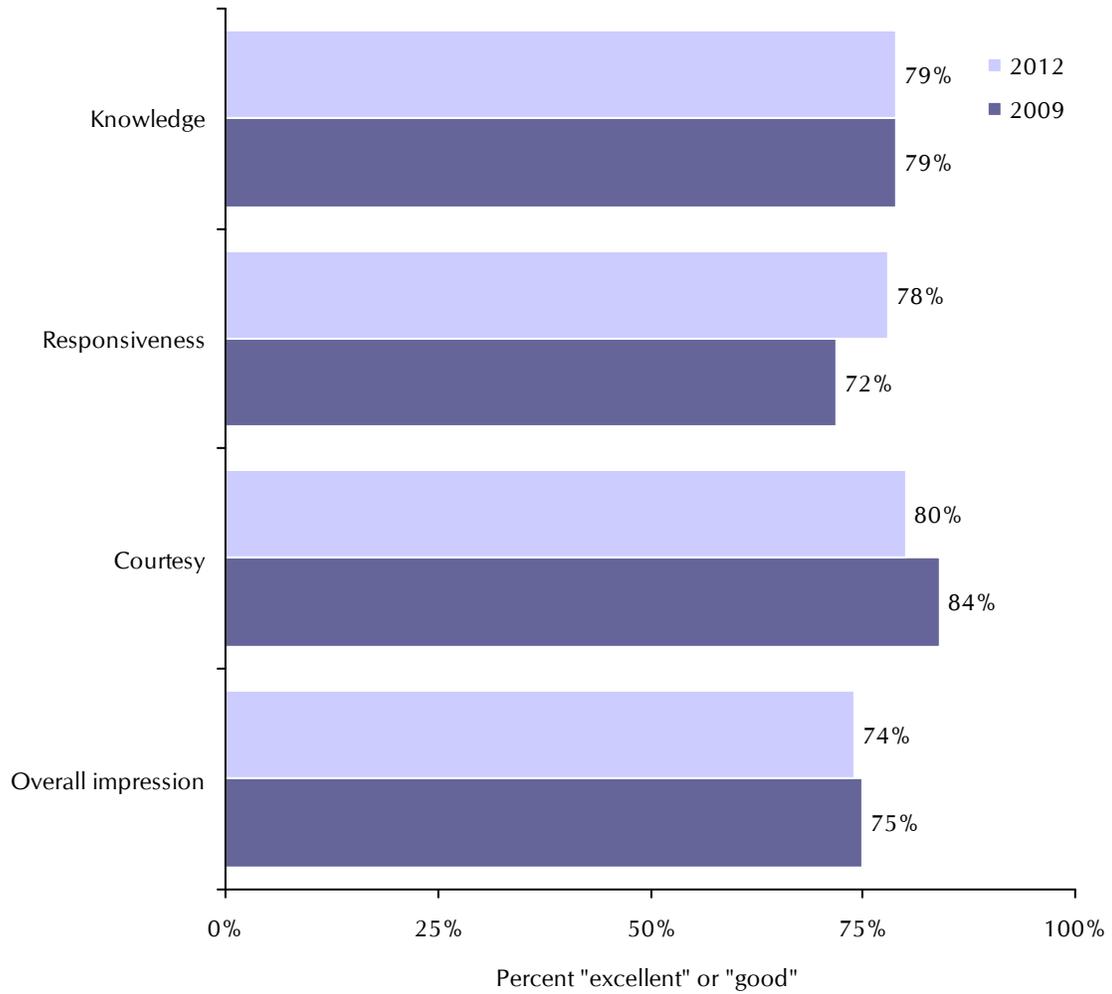


FIGURE 87: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Similar
Responsiveness	Similar
Courtesy	Similar
Overall impression	Similar

## FROM DATA TO ACTION

### RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for Pasco County by examining the relationships between ratings of each service and ratings of Pasco County's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall County service quality have been identified. By targeting improvements in key services, Pasco County can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Pasco County Key Driver Analysis were:

- Ambulance or emergency medical services
- Animal control
- Drinking water
- Economic development
- Sheriff services

## PASCO COUNTY ACTION CHART

The 2012 Pasco County Action Chart™ on the following page combines three dimensions of performance:

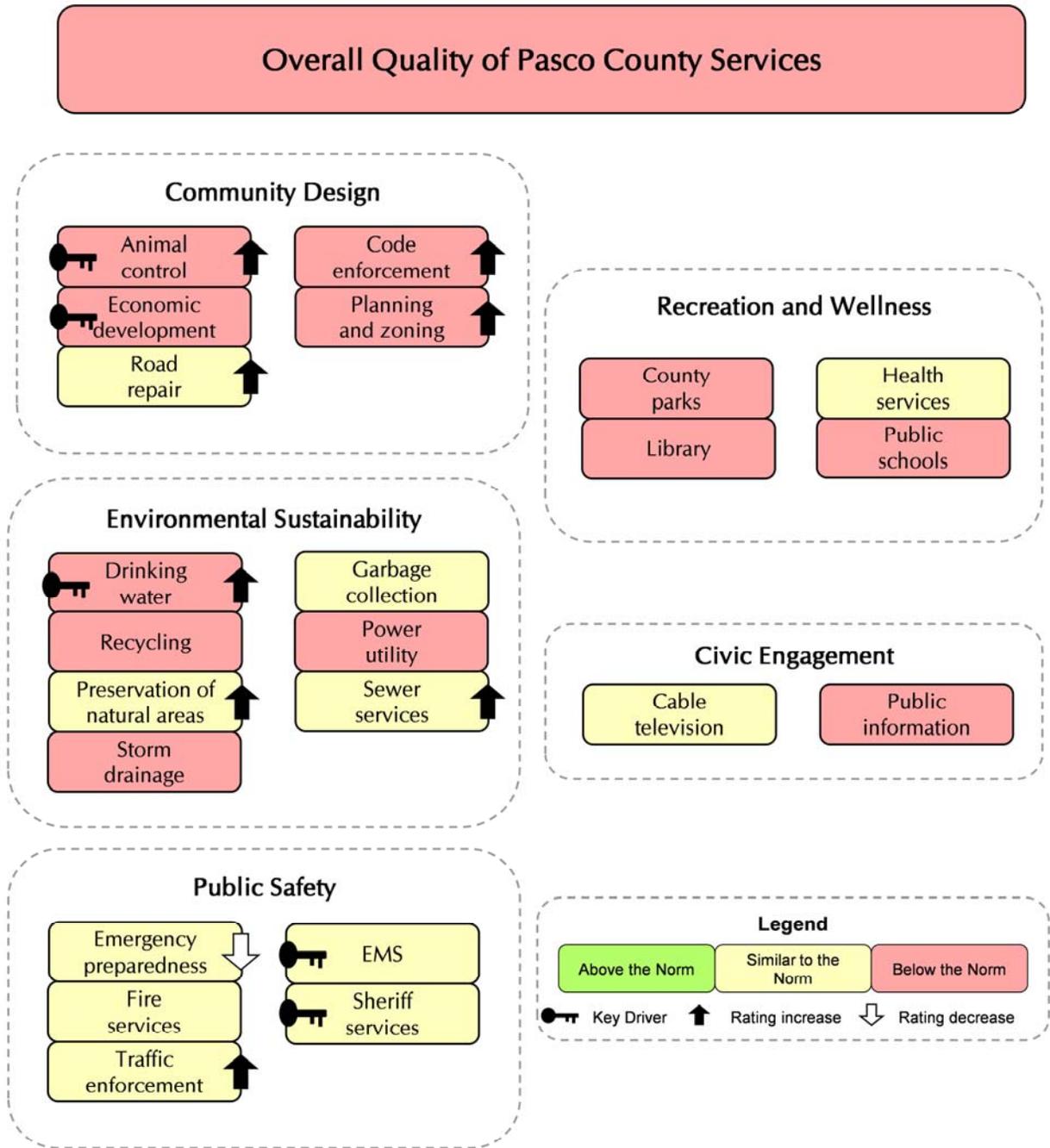
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the County.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-three services were included in the KDA for Pasco County. Of these, 12 were below the benchmark and 11 were similar to the benchmark. Ratings for eight services were trending up and one was trending down, while 14 remained similar to the previous survey.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Pasco County, animal control, drinking water, and economic development were below the benchmark and emergency medical services and sheriff services were similar to the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 88: PASCO COUNTY ACTION CHART™



## Using Your Action Chart™

The key drivers derived for Pasco County provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit Pasco County, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Pasco County, planning and zoning and sheriff services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Pasco County residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the Pasco County key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "°") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 89: KEY DRIVERS COMPARED

Service	Pasco County Key Driver	National Key Driver	Core Service
<b>•Sheriff services</b>	✓	✓	✓
Fire services			✓
<b>•Ambulance and emergency medical services</b>	✓		✓
°Traffic enforcement			
Street repair			✓
Garbage collection			✓
°Recycling			
Storm drainage			✓
<b>•Drinking water</b>	✓		✓
Sewer services			✓
Power (electric and/or gas) utility			✓
°County parks			
Land use planning and zoning		✓	
Code enforcement			✓
Animal control	✓		
<b>•Economic development</b>	✓	✓	
Health services			✓
°Public library			
Public information services		✓	
Public schools		✓	
°Cable television			
°Emergency preparedness			
°Preservation of natural areas			

- Key driver overlaps with national and or core services
- ° Service may be targeted for reductions it is not a key driver or core service

## CUSTOM QUESTIONS

“Don’t know” responses have been removed from the following questions.

Custom Question 1					
Over the past four years, Pasco County has cut services in lieu of increasing taxes. We are facing a budget deficit again. Please indicate the extent to which you would support or oppose each of the following methods the County could use to address the budget deficit:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Reduce services	7%	28%	36%	29%	100%
Increase taxes	7%	23%	28%	42%	100%
Increase user fees	7%	28%	34%	31%	100%
Establish a higher tax rate for geographic areas that desire a higher level of service	17%	45%	20%	18%	100%

Custom Question 2	
Next year, Pasco County faces a projected \$6.1 million deficit and may have to cut more services or raise the tax rate. To cover the deficit, we would have to increase the millage .3164 per \$1,000 of taxable value. Using the example of a house valued at \$100,000 (\$50,000 taxable value), we would have to raise taxes approximately \$16 a year to cover the deficit. To what extent would you support or oppose increasing the property tax rate in order to cover the projected deficit?	Percent of respondents
Strongly support	19%
Somewhat support	40%
Somewhat oppose	21%
Strongly oppose	21%
Total	100%

## APPENDIX A: COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Pasco County:	Excellent	Good	Fair	Poor	Total
Pasco County as a place to live	21%	58%	17%	4%	100%
Your neighborhood as a place to live	29%	48%	20%	4%	100%
Pasco County as a place to raise children	16%	48%	26%	10%	100%
Pasco County as a place to work	6%	29%	36%	28%	100%
Pasco County as a place to retire	22%	42%	29%	6%	100%
The overall quality of life in Pasco County	15%	55%	24%	6%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Pasco County as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	10%	47%	28%	15%	100%
Openness and acceptance of the community toward people of diverse backgrounds	6%	49%	36%	8%	100%
Overall appearance of Pasco County	5%	45%	41%	10%	100%
Cleanliness of Pasco County	11%	44%	36%	9%	100%
Overall quality of new development in Pasco County	18%	34%	36%	12%	100%
Variety of housing options	14%	48%	31%	8%	100%
Overall quality of business and service establishments in Pasco County	9%	43%	38%	9%	100%
Shopping opportunities	17%	44%	27%	12%	100%
Opportunities to attend cultural activities	8%	28%	41%	23%	100%
Recreational opportunities	11%	34%	42%	13%	100%
Employment opportunities	3%	14%	36%	46%	100%
Educational opportunities	8%	37%	39%	15%	100%
Opportunities to participate in social events and activities	10%	32%	41%	17%	100%
Opportunities to participate in religious or spiritual events and activities	16%	52%	27%	5%	100%
Opportunities to volunteer	23%	45%	25%	7%	100%
Opportunities to participate in community matters	11%	39%	36%	13%	100%
Ease of car travel in Pasco County	11%	34%	40%	16%	100%
Ease of bus travel in Pasco County	4%	18%	32%	45%	100%
Ease of bicycle travel in Pasco County	5%	21%	37%	38%	100%
Ease of walking in Pasco County	6%	20%	37%	36%	100%
Availability of paths and walking trails	8%	25%	45%	23%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Pasco County as a whole:	Excellent	Good	Fair	Poor	Total
Traffic flow on major streets	3%	32%	44%	21%	100%
Amount of public parking	7%	38%	43%	13%	100%
Availability of affordable quality housing	12%	41%	35%	12%	100%
Availability of affordable quality child care	10%	32%	35%	23%	100%
Availability of affordable quality health care	9%	37%	35%	18%	100%
Availability of affordable quality food	13%	47%	28%	11%	100%
Availability of preventive health services	10%	41%	37%	12%	100%
Air quality	15%	54%	28%	3%	100%
Quality of overall natural environment in Pasco County	15%	52%	26%	7%	100%
Overall image or reputation of Pasco County	8%	43%	35%	14%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Pasco County over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	3%	11%	44%	32%	10%	100%
Retail growth (stores, restaurants, etc.)	8%	28%	49%	10%	5%	100%
Jobs growth	42%	45%	10%	1%	2%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Pasco County?	Percent of respondents
Not a problem	11%
Minor problem	27%
Moderate problem	43%
Major problem	19%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Pasco County:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	14%	50%	19%	10%	7%	100%
Property crimes (e.g., burglary, theft)	7%	36%	23%	25%	9%	100%
Environmental hazards, including toxic waste	32%	38%	22%	7%	1%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	56%	36%	2%	5%	1%	100%
In your neighborhood after dark	27%	40%	16%	11%	6%	100%
In Pasco County's downtown area(s) during the day	31%	45%	14%	7%	3%	100%
In Pasco County's downtown area(s) after dark	7%	36%	24%	23%	10%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	86%
Yes	14%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	16%
Yes	84%
Total	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Pasco County?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Pasco County public libraries or their services	43%	25%	20%	5%	8%	100%
Used Pasco County recreation centers	51%	24%	17%	4%	4%	100%
Participated in a recreation program or activity	69%	17%	8%	2%	3%	100%
Visited a neighborhood park or County park	19%	30%	32%	11%	8%	100%
Ridden a local bus within Pasco County	93%	3%	1%	1%	2%	100%
Attended a meeting of local elected officials or other local public meeting	78%	16%	5%	1%	0%	100%
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet or other media	70%	20%	7%	2%	1%	100%
Read Pasco County Newsletter	36%	25%	24%	10%	5%	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Pasco County?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Visited the Pasco County Web site (at www.pascocountyfl.net)	46%	29%	17%	4%	4%	100%
Recycled used paper, cans or bottles from your home	35%	14%	10%	11%	30%	100%
Volunteered your time to some group or activity in Pasco County	68%	15%	6%	4%	7%	100%
Participated in religious or spiritual activities in Pasco County	57%	14%	10%	4%	15%	100%
Participated in a club or civic group in Pasco County	75%	10%	6%	2%	6%	100%
Provided help to a friend or neighbor	7%	18%	42%	16%	17%	100%

Question 10: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	35%
Several times a week	28%
Several times a month	15%
Less than several times a month	21%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Pasco County:	Excellent	Good	Fair	Poor	Total
Sheriff services	28%	52%	13%	7%	100%
Fire services	42%	48%	9%	1%	100%
Ambulance or emergency medical services	39%	48%	11%	2%	100%
Crime prevention	15%	37%	37%	11%	100%
Fire prevention and education	20%	49%	23%	7%	100%
Municipal courts	19%	49%	24%	8%	100%
Traffic enforcement on County road and highways	17%	46%	27%	10%	100%
Road repair	10%	34%	36%	20%	100%
Bus or transit services	8%	33%	28%	31%	100%
Garbage collection	36%	42%	18%	4%	100%
Recycling	22%	31%	22%	25%	100%
Yard waste pick-up	22%	37%	25%	17%	100%
Storm drainage	15%	36%	32%	17%	100%
Drinking water	15%	37%	29%	20%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Pasco County:	Excellent	Good	Fair	Poor	Total
Sewer services	19%	46%	29%	6%	100%
Power (electric and/or gas) utility	18%	49%	25%	7%	100%
County parks	22%	53%	19%	5%	100%
Recreation programs or classes	15%	47%	26%	11%	100%
Recreation centers or facilities	14%	45%	30%	11%	100%
Pasco County open space	16%	42%	31%	11%	100%
Nature programs or classes	15%	40%	27%	18%	100%
Availability of historic sites	14%	30%	33%	23%	100%
Land use, planning and zoning	9%	30%	35%	26%	100%
Code enforcement (weeds, abandoned buildings, etc.)	6%	23%	34%	37%	100%
Animal control	10%	35%	31%	24%	100%
Economic development	6%	25%	46%	24%	100%
Health services	12%	44%	33%	10%	100%
Services to seniors	16%	45%	27%	11%	100%
Services to youth	10%	33%	34%	23%	100%
Services to low-income people	12%	27%	36%	25%	100%
Public library services	27%	44%	27%	3%	100%
Public information services	14%	42%	32%	12%	100%
Public schools	11%	47%	33%	9%	100%
Cable television	17%	40%	30%	13%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	40%	33%	12%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	14%	40%	37%	10%	100%
Mental health services	14%	28%	38%	19%	100%
Drug and alcohol services	12%	30%	38%	21%	100%
Adult protective services	15%	37%	34%	15%	100%
Agricultural/farm advisor	17%	38%	33%	12%	100%

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
Pasco County	12%	48%	33%	7%	100%
The Federal Government	7%	31%	39%	24%	100%
The State Government	6%	30%	42%	22%	100%

Question 13: Contact with County Employees	
Have you had any in-person, phone or email contact with an employee of Pasco County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	45%
Yes	55%
Total	100%

Question 14: County Employees					
What was your impression of the employee(s) of Pasco County in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	37%	42%	14%	7%	100%
Responsiveness	40%	37%	13%	9%	100%
Courtesy	45%	35%	11%	10%	100%
Overall impression	40%	35%	18%	8%	100%

Question 15: Government Performance					
Please rate the following categories of Pasco County government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Pasco County	8%	43%	34%	15%	100%
The overall direction that Pasco County is taking	11%	40%	36%	13%	100%
The job Pasco County government does at welcoming citizen involvement	9%	35%	35%	22%	100%

Question 16: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Pasco County to someone who asks	37%	47%	10%	7%	100%
Remain in Pasco County for the next five years	53%	31%	8%	8%	100%

Question 17: Impact of the 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:	Percent of respondents
Very positive	5%
Somewhat positive	14%
Neutral	48%
Somewhat negative	22%
Very negative	11%
Total	100%

Question 18a: Custom Question 1					
Over the past four years, Pasco County has cut services in lieu of increasing taxes. We are facing a budget deficit again. Please indicate the extent to which you would support or oppose each of the following methods the County could use to address the budget deficit:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Reduce services	7%	28%	36%	29%	100%
Increase taxes	7%	23%	28%	42%	100%
Increase user fees	7%	28%	34%	31%	100%
Establish a higher tax rate for geographic areas that desire a higher level of service	17%	45%	20%	18%	100%

Question 18b: Custom Question 2	
Next year, Pasco County faces a projected \$6.1 million deficit and may have to cut more services or raise the tax rate. To cover the deficit, we would have to increase the millage .3164 per \$1,000 of taxable value. Using the example of a house valued at \$100,000 (\$50,000 taxable value), we would have to raise taxes approximately \$16 a year to cover the deficit. To what extent would you support or oppose increasing the property tax rate in order to cover the projected deficit?	Percent of respondents
Strongly support	19%
Somewhat support	40%
Somewhat oppose	21%
Strongly oppose	21%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	44%
Yes, full-time	49%
Yes, part-time	8%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	71%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	13%
Bus, rail, subway or other public transportation	3%
Walk	1%
Bicycle	2%
Work at home	10%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Pasco County?	Percent of respondents
Less than 2 years	9%
2 to 5 years	19%
6 to 10 years	24%
11 to 20 years	23%
More than 20 years	25%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	69%
House attached to one or more houses (e.g., a duplex or townhome)	3%
Building with two or more apartments or condominiums	12%
Mobile home	15%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	22%
Owned by you or someone in this house with a mortgage or free and clear	78%
Total	100%

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents
Less than \$300 per month	5%
\$300 to \$599 per month	21%
\$600 to \$999 per month	22%
\$1,000 to \$1,499 per month	24%
\$1,500 to \$2,499 per month	22%
\$2,500 or more per month	6%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	69%
Yes	31%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	67%
Yes	33%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	22%
\$25,000 to \$49,999	31%
\$50,000 to \$99,999	33%
\$100,000 to \$149,000	7%
\$150,000 or more	7%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	90%
Yes, I consider myself to be Spanish, Hispanic or Latino	10%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	2%
Black or African American	2%
White	91%
Other	5%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	4%
25 to 34 years	17%
35 to 44 years	11%
45 to 54 years	23%
55 to 64 years	15%
65 to 74 years	16%
75 years or older	13%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	11%
Yes	85%
Ineligible to vote	3%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	22%
Yes	73%
Ineligible to vote	5%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	8%
Yes	92%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	26%
Yes	74%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	29%
Land line	52%
Both	19%
Total	100%

### FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Pasco County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Pasco County as a place to live	21%	66	58%	183	17%	53	4%	14	0%	0	100%
Your neighborhood as a place to live	29%	90	47%	149	20%	63	4%	12	0%	1	100%	314
Pasco County as a place to raise children	13%	41	40%	124	22%	67	9%	27	16%	50	100%	310
Pasco County as a place to work	5%	14	22%	67	27%	83	21%	65	25%	75	100%	305
Pasco County as a place to retire	20%	61	37%	116	26%	80	5%	17	12%	38	100%	313
The overall quality of life in Pasco County	14%	45	55%	172	24%	74	6%	20	1%	2	100%	313

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Pasco County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	9%	28	45%	136	26%	80	14%	43	6%	18	100%
Openness and acceptance of the community toward people of diverse backgrounds	6%	18	45%	139	32%	101	7%	23	10%	30	100%	312
Overall appearance of Pasco County	5%	15	45%	141	41%	128	10%	30	0%	0	100%	315
Cleanliness of Pasco County	11%	33	44%	138	36%	113	9%	27	1%	2	100%	312
Overall quality of new development in Pasco County	17%	53	32%	99	34%	105	11%	34	7%	21	100%	311
Variety of housing options	13%	40	45%	141	29%	92	7%	23	6%	18	100%	314
Overall quality of business and service establishments in Pasco County	9%	30	43%	135	38%	120	9%	29	0%	1	100%	314
Shopping opportunities	17%	53	44%	137	27%	85	12%	38	0%	1	100%	314
Opportunities to attend cultural activities	7%	22	24%	77	36%	113	20%	64	12%	38	100%	314
Recreational opportunities	10%	31	32%	102	39%	123	13%	40	6%	19	100%	315
Employment opportunities	2%	8	11%	36	29%	90	37%	114	20%	63	100%	311

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Pasco County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Educational opportunities	7%	22	32%	99	33%	103	13%	41	16%	49	100%
Opportunities to participate in social events and activities	9%	27	27%	85	35%	110	15%	46	14%	45	100%	313
Opportunities to participate in religious or spiritual events and activities	13%	40	42%	132	22%	69	4%	13	19%	58	100%	312
Opportunities to volunteer	18%	55	35%	110	19%	60	6%	18	22%	70	100%	313
Opportunities to participate in community matters	8%	26	31%	95	28%	87	10%	32	22%	70	100%	310
Ease of car travel in Pasco County	10%	32	33%	102	39%	121	16%	50	2%	8	100%	313
Ease of bus travel in Pasco County	2%	7	9%	29	17%	52	23%	72	49%	152	100%	312
Ease of bicycle travel in Pasco County	3%	10	15%	46	26%	80	27%	82	29%	88	100%	306
Ease of walking in Pasco County	5%	17	17%	54	32%	100	31%	96	15%	47	100%	314
Availability of paths and walking trails	7%	22	21%	67	39%	120	20%	61	13%	42	100%	312
Traffic flow on major streets	3%	10	32%	99	44%	137	21%	67	0%	1	100%	314
Amount of public parking	6%	20	34%	108	39%	121	11%	36	9%	29	100%	313
Availability of affordable quality housing	10%	32	36%	113	31%	97	11%	33	12%	36	100%	311
Availability of affordable quality child care	5%	16	16%	49	17%	54	12%	36	50%	156	100%	311
Availability of affordable quality health care	8%	24	33%	102	31%	97	16%	50	12%	38	100%	311
Availability of affordable quality food	13%	41	46%	145	28%	87	11%	34	2%	8	100%	314
Availability of preventive health services	8%	26	35%	110	32%	99	10%	31	15%	45	100%	312
Air quality	14%	45	52%	163	27%	84	3%	10	4%	11	100%	314
Quality of overall natural environment in Pasco County	15%	45	51%	159	25%	80	7%	21	2%	7	100%	312
Overall image or reputation of Pasco County	8%	24	42%	132	35%	109	14%	43	1%	5	100%	312

Question 3: Growth														
Please rate the speed of growth in the following categories in Pasco County over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	2%	6	9%	27	36%	112	26%	82	8%	27	19%	61	100%
Retail growth (stores, restaurants, etc.)	8%	24	27%	84	47%	147	9%	29	4%	14	5%	17	100%	316
Jobs growth	31%	97	34%	105	8%	24	1%	3	1%	4	25%	79	100%	313

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Pasco County?	Percent of respondents	Count
Not a problem	9%	28
Minor problem	24%	72
Moderate problem	37%	113
Major problem	17%	52
Don't know	13%	41
Total	100%	307

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Pasco County:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	13%	41	48%	150	18%	56	10%	30	7%	22	4%	12	100%
Property crimes (e.g., burglary, theft)	6%	20	35%	109	22%	69	24%	76	9%	28	3%	9	100%	310
Environmental hazards, including toxic waste	27%	85	32%	98	18%	57	6%	17	1%	4	16%	48	100%	310

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	56%	175	36%	112	2%	7	5%	15	1%	4	0%	0	100%
In your neighborhood after dark	27%	85	40%	124	16%	49	11%	34	6%	17	0%	0	100%	310
In Pasco County's downtown area(s) during the day	24%	76	35%	110	11%	35	6%	18	2%	7	20%	64	100%	310
In Pasco County's downtown area(s) after dark	5%	15	26%	80	18%	55	17%	52	7%	23	27%	83	100%	309

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	84%	260
Yes	14%	42
Don't know	2%	6
Total	100%	308

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	16%	7
Yes	84%	35
Don't know	0%	0
Total	100%	42

Question 9: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Pasco County?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Pasco County public libraries or their services	43%	134	25%	77	20%	63	5%	15	8%	24	100%	314
Used Pasco County recreation centers	51%	160	24%	74	17%	54	4%	11	4%	14	100%	313
Participated in a recreation program or activity	69%	217	17%	54	8%	25	2%	6	3%	11	100%	313
Visited a neighborhood park or County park	19%	61	30%	95	32%	99	11%	33	8%	23	100%	311
Ridden a local bus within Pasco County	93%	290	3%	11	1%	2	1%	4	2%	5	100%	312
Attended a meeting of local elected officials or other local public meeting	78%	242	16%	51	5%	16	1%	2	0%	1	100%	311
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet or other media	70%	221	20%	63	7%	21	2%	6	1%	2	100%	314
Read Pasco County Newsletter	36%	110	25%	76	24%	72	10%	31	5%	15	100%	304
Visited the Pasco County Web site (at www.pascocountyfl.net)	46%	140	29%	87	17%	52	4%	12	4%	12	100%	302
Recycled used paper, cans or bottles from your home	35%	109	14%	43	10%	31	11%	33	30%	94	100%	308
Volunteered your time to some group or activity in Pasco County	68%	210	15%	48	6%	18	4%	13	7%	22	100%	310
Participated in religious or spiritual activities in Pasco County	57%	176	14%	43	10%	30	4%	12	15%	46	100%	308
Participated in a club or civic group in Pasco County	75%	233	10%	29	6%	20	2%	7	6%	20	100%	309
Provided help to a friend or neighbor	7%	23	18%	54	42%	129	16%	49	17%	52	100%	307

Question 10: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	35%	109
Several times a week	28%	88
Several times a month	15%	47
Less than several times a month	21%	66
Total	100%	311

Question 11: Service Quality												
Please rate the quality of each of the following services in Pasco County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sheriff services	25%	76	45%	137	11%	35	6%	19	13%	40	100%
Fire services	31%	95	35%	109	7%	21	1%	3	27%	83	100%	311
Ambulance or emergency medical services	30%	93	37%	116	9%	27	2%	5	23%	72	100%	313
Crime prevention	11%	36	29%	90	28%	87	9%	26	23%	73	100%	311
Fire prevention and education	13%	41	32%	99	15%	47	5%	15	35%	107	100%	309
Municipal courts	11%	34	28%	87	14%	44	5%	15	42%	128	100%	308
Traffic enforcement on County road and highways	16%	48	42%	129	25%	75	9%	28	8%	26	100%	305
Road repair	10%	31	32%	98	34%	105	19%	60	4%	13	100%	307
Bus or transit services	4%	11	14%	43	12%	37	14%	42	57%	175	100%	308
Garbage collection	34%	107	40%	126	17%	53	4%	13	4%	13	100%	311
Recycling	19%	59	26%	80	18%	57	21%	66	15%	47	100%	309
Yard waste pick-up	15%	46	25%	78	17%	52	11%	35	32%	99	100%	310
Storm drainage	12%	38	31%	92	27%	80	14%	43	16%	48	100%	302
Drinking water	13%	41	33%	104	26%	81	18%	55	9%	29	100%	310
Sewer services	15%	47	36%	111	23%	71	4%	14	21%	66	100%	309
Power (electric and/or gas) utility	18%	55	49%	151	25%	78	7%	23	1%	4	100%	310
County parks	20%	60	46%	144	17%	53	5%	15	12%	37	100%	310

Question 11: Service Quality												
Please rate the quality of each of the following services in Pasco County:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Recreation programs or classes	7%	23	23%	72	13%	40	5%	17	51%	157	100%	309
Recreation centers or facilities	8%	25	27%	81	17%	52	6%	19	41%	124	100%	302
Pasco County open space	10%	30	25%	77	18%	56	7%	21	40%	124	100%	308
Nature programs or classes	5%	17	15%	45	10%	30	7%	20	63%	189	100%	301
Availability of historic sites	8%	24	17%	53	19%	58	13%	40	43%	133	100%	308
Land use, planning and zoning	6%	19	20%	62	24%	73	18%	55	32%	96	100%	305
Code enforcement (weeds, abandoned buildings, etc.)	5%	16	19%	59	29%	88	32%	97	15%	45	100%	305
Animal control	8%	25	29%	88	26%	78	19%	59	18%	56	100%	307
Economic development	4%	13	19%	57	35%	107	18%	55	25%	75	100%	307
Health services	11%	33	38%	118	29%	89	9%	27	14%	44	100%	310
Services to seniors	9%	29	26%	79	16%	48	7%	20	43%	132	100%	308
Services to youth	5%	17	18%	56	19%	57	13%	39	45%	139	100%	308
Services to low-income people	6%	18	14%	42	19%	57	13%	39	49%	148	100%	305
Public library services	20%	62	33%	102	20%	62	2%	7	25%	78	100%	311
Public information services	9%	27	27%	82	21%	64	8%	24	35%	105	100%	302
Public schools	7%	22	31%	95	22%	68	6%	18	34%	103	100%	306
Cable television	15%	47	37%	112	28%	84	12%	36	9%	26	100%	305
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	12%	36	30%	92	25%	76	9%	28	24%	72	100%	303
Preservation of natural areas such as open space, farmlands and greenbelts	10%	31	30%	93	28%	86	7%	22	24%	74	100%	307
Mental health services	5%	17	11%	33	15%	45	7%	22	62%	188	100%	305
Drug and alcohol services	4%	12	10%	30	13%	39	7%	22	66%	202	100%	304
Adult protective services	5%	14	11%	34	10%	31	4%	14	70%	214	100%	306
Agricultural/farm advisor	4%	12	9%	27	8%	24	3%	8	77%	230	100%	301

Question 12: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	Pasco County	12%	36	45%	140	31%	97	7%	22	6%	18	100%
The Federal Government	6%	18	28%	87	35%	109	21%	66	9%	29	100%	309
The State Government	6%	18	28%	86	38%	119	20%	61	9%	26	100%	309

Question 13: Contact with County Employees		
Have you had any in-person, phone or email contact with an employee of Pasco County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	45%	140
Yes	55%	171
Total	100%	311

Question 14: County Employees												
What was your impression of the employee(s) of Pasco County in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	37%	63	42%	71	14%	24	7%	12	0%	0	100%
Responsiveness	40%	68	37%	63	13%	23	9%	15	1%	1	100%	171
Courtesy	45%	76	34%	58	11%	18	9%	16	1%	2	100%	170
Overall impression	40%	68	35%	59	18%	30	8%	14	0%	0	100%	171

Question 15: Government Performance												
Please rate the following categories of Pasco County government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Pasco County	8%	24	38%	120	31%	96	14%	43	10%	31	100%
The overall direction that Pasco County is taking	10%	31	37%	116	34%	105	12%	37	8%	25	100%	313
The job Pasco County government does at welcoming citizen involvement	7%	20	26%	82	26%	82	16%	51	24%	76	100%	311

Question 16: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Pasco County to someone who asks	36%	114	45%	143	10%	30	6%	20	3%	9	100%
Remain in Pasco County for the next five years	51%	159	30%	95	8%	25	8%	24	4%	12	100%	315

Question 17: Impact of the 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:	Percent of respondents	Count
Very positive	5%	14
Somewhat positive	14%	44
Neutral	48%	149
Somewhat negative	22%	70
Very negative	11%	35
Total	100%	312

Question 18a: Custom Question 1												
Over the past four years, Pasco County has cut services in lieu of increasing taxes. We are facing a budget deficit again. Please indicate the extent to which you would support or oppose each of the following methods the County could use to address the budget deficit:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Reduce services	6%	20	26%	82	34%	105	27%	83	7%	21	100%
Increase taxes	7%	21	22%	68	27%	85	40%	124	4%	13	100%	311
Increase user fees	7%	21	25%	79	30%	95	28%	87	9%	29	100%	310
Establish a higher tax rate for geographic areas that desire a higher level of service	15%	47	41%	126	17%	54	16%	51	11%	33	100%	310

Question 18b: Custom Question 2		
Next year, Pasco County faces a projected \$6.1 million deficit and may have to cut more services or raise the tax rate. To cover the deficit, we would have to increase the millage .3164 per \$1,000 of taxable value. Using the example of a house valued at \$100,000 (\$50,000 taxable value), we would have to raise taxes approximately \$16 a year to cover the deficit. To what extent would you support or oppose increasing the property tax rate in order to cover the projected deficit?	Percent of respondents	Count
Strongly support	18%	56
Somewhat support	38%	121
Somewhat oppose	20%	62
Strongly oppose	20%	62
Don't know	5%	15
Total	100%	316

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	44%	137
Yes, full-time	49%	152
Yes, part-time	8%	24
Total	100%	313

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	71%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	13%
Bus, rail, subway or other public transportation	3%
Walk	1%
Bicycle	2%
Work at home	10%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Pasco County?	Percent of respondents	Count
Less than 2 years	9%	28
2 to 5 years	19%	60
6 to 10 years	24%	74
11 to 20 years	23%	73
More than 20 years	25%	79
Total	100%	315

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	69%	219
House attached to one or more houses (e.g., a duplex or townhome)	3%	10
Building with two or more apartments or condominiums	12%	37
Mobile home	15%	47
Other	1%	2
Total	100%	315

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	22%	69
Owned by you or someone in this house with a mortgage or free and clear	78%	242
Total	100%	311

Question D6: Monthly Housing Cost		
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	5%	15
\$300 to \$599 per month	21%	66
\$600 to \$999 per month	22%	68
\$1,000 to \$1,499 per month	24%	73
\$1,500 to \$2,499 per month	22%	69
\$2,500 or more per month	6%	18
Total	100%	308

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	69%	217
Yes	31%	99
Total	100%	316

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	67%	211
Yes	33%	106
Total	100%	317

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	22%	67
\$25,000 to \$49,999	31%	91
\$50,000 to \$99,999	33%	98
\$100,000 to \$149,000	7%	22
\$150,000 or more	7%	20
Total	100%	298

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	90%	284
Yes, I consider myself to be Spanish, Hispanic or Latino	10%	30
Total	100%	314

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	5
Asian, Asian Indian or Pacific Islander	2%	5
Black or African American	2%	7
White	91%	285
Other	5%	15
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	4%	14
25 to 34 years	17%	54
35 to 44 years	11%	35
45 to 54 years	23%	72
55 to 64 years	15%	46
65 to 74 years	16%	50
75 years or older	13%	42
Total	100%	313

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	53%	165
Male	47%	147
Total	100%	312

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	11%	34
Yes	82%	256
Ineligible to vote	3%	10
Don't know	4%	13
Total	100%	313

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	22%	69
Yes	73%	229
Ineligible to vote	5%	14
Don't know	0%	0
Total	100%	312

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	8%	25
Yes	92%	286
Total	100%	311

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	26%	84
Yes	74%	232
Total	100%	315

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	29%	62
Land line	52%	109
Both	19%	39
Total	100%	210

## APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) 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 NCS™ 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 NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ 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.

### SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered 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, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting 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.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by County officials.
- 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 his or 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), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or 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 firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

## SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within Pasco County were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within Pasco County boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve Pasco County households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of Pasco County boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within Pasco County. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 90: LOCATION OF SURVEY RECIPIENTS

## The National Citizen Survey™ Pasco County, FL 2012

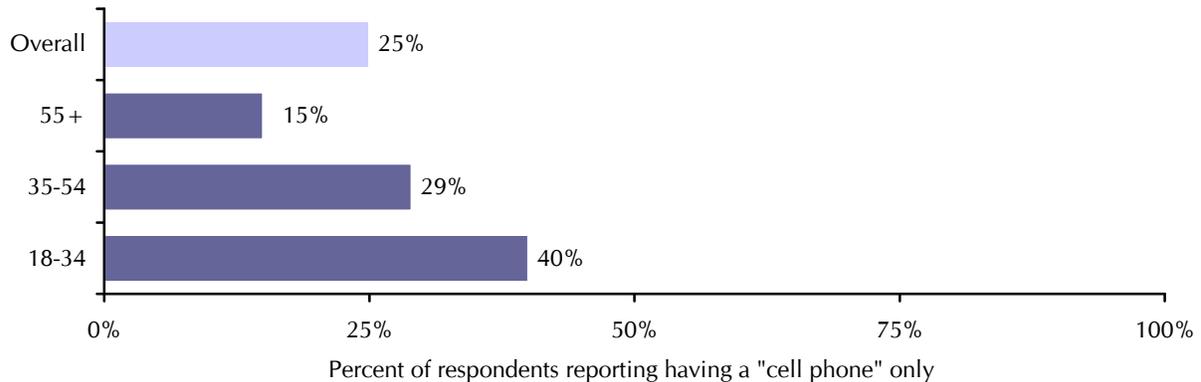


● Survey Recipient

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.<sup>2</sup> Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Pasco County has a “cord cutter” population similar to the nationwide 2010 estimates.

FIGURE 91: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN PASCO COUNTY



## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning January 18, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the chairman of the Pasco County Commission inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following seven weeks.

## SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for Pasco County survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (317 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

<sup>2</sup> <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

### SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

## SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and other population norms for adults in Pasco County. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, race, ethnicity, and gender and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the following table

Pasco County, FL Citizen Survey Weighting Table			
Characteristic	Population Norm <sup>3</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	23%	15%	22%
Own home	77%	86%	78%
Detached unit	85%	80%	84%
Attached unit	15%	20%	16%
<b>Race and Ethnicity</b>			
White	90%	93%	90%
Not white	10%	7%	10%
Not Hispanic	90%	94%	90%
Hispanic	10%	6%	10%
White alone, not Hispanic	83%	89%	85%
Hispanic and/or other race	17%	11%	15%
<b>Sex and Age</b>			
Female	52%	56%	53%
Male	48%	44%	47%
18-34 years of age	22%	8%	22%
35-54 years of age	35%	25%	34%
55+ years of age	43%	67%	44%
Females 18-34	11%	5%	11%
Females 35-54	18%	13%	18%
Females 55+	23%	37%	23%
Males 18-34	11%	3%	11%
Males 35-54	17%	11%	17%
Males 55+	20%	30%	20%

<sup>3</sup> Source: 2010 Census/2005-2009 ACS

## SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

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

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 was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, 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, NRC has 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).

### “Don’t Know” Responses

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.

### Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

### The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

### Comparison of Pasco County to the Benchmark Database

Pasco County chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has

been provided when a similar question on the Pasco County Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, Pasco County's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Pasco County's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

## APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within Pasco County.

Dear Pasco County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Pasco County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Ann Hildebrand  
Chairman

Dear Pasco County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Pasco County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

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Sincerely,



Ann Hildebrand  
Chairman



WEST PASCO GOVERNMENT CENTER  
8731 CITIZENS DRIVE SUITE 340  
NEW PORT RICHEY, FL 34654-5598

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



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# **PASCO COUNTY, FLORIDA**

*"Bringing Opportunities Home"*

January 2012

Dear Pasco County Resident:

Pasco County wants to know what you think about our community and government. You have been randomly selected to participate in Pasco County's 2012 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the County set benchmarks for tracking the quality of services provided to residents. Your answers will help Pasco County Commissioners make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Pasco County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (727) 847-8115.

Please help us shape the future of Pasco County. Thank you for your time and participation.

Sincerely,

Ann Hildebrand  
Chairman



# **PASCO COUNTY, FLORIDA**

*"Bringing Opportunities Home"*

February 2012

Dear Pasco County Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. Pasco County wants to know what you think about our community and municipal government. You have been randomly selected to participate in Pasco County's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the County set benchmarks for tracking the quality of services provided to residents. Your answers will help the County Commissioners make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Pasco County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

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Please help us shape the future of Pasco County. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink, appearing to read "Ann Hildebrand".

Ann Hildebrand  
Chairman

# Pasco County 2012 Citizen Survey

Please complete this questionnaire 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. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please rate each of the following aspects of quality of life in Pasco County:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Pasco County as a place to live .....	1	2	3	4	5
Your neighborhood as a place to live .....	1	2	3	4	5
Pasco County as a place to raise children .....	1	2	3	4	5
Pasco County as a place to work .....	1	2	3	4	5
Pasco County as a place to retire .....	1	2	3	4	5
The overall quality of life in Pasco County .....	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community .....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds .....	1	2	3	4	5
Overall appearance of Pasco County .....	1	2	3	4	5
Cleanliness of Pasco County .....	1	2	3	4	5
Overall quality of new development in Pasco County .....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Overall quality of business and service establishments in Pasco County ...	1	2	3	4	5
Shopping opportunities .....	1	2	3	4	5
Opportunities to attend cultural activities .....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Educational opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities .....	1	2	3	4	5
Opportunities to volunteer .....	1	2	3	4	5
Opportunities to participate in community matters .....	1	2	3	4	5
Ease of car travel in Pasco County .....	1	2	3	4	5
Ease of bus travel in Pasco County .....	1	2	3	4	5
Ease of bicycle travel in Pasco County .....	1	2	3	4	5
Ease of walking in Pasco County .....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Traffic flow on major streets .....	1	2	3	4	5
Amount of public parking .....	1	2	3	4	5
Availability of affordable quality housing .....	1	2	3	4	5
Availability of affordable quality child care .....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of affordable quality food .....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Air quality .....	1	2	3	4	5
Quality of overall natural environment in Pasco County .....	1	2	3	4	5
Overall image or reputation of Pasco County .....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Pasco County over the past 2 years:**

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.) .....	1	2	3	4	5	6
Jobs growth .....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Pasco County?  
 Not a problem     Minor problem     Moderate problem     Major problem     Don't know

5. Please rate how safe or unsafe you feel from the following in Pasco County:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Pasco County's downtown area(s) during the day.....	1	2	3	4	5	6
In Pasco County's downtown area(s) after dark .....	1	2	3	4	5	6

7. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 9     Yes → Go to Question 8     Don't know → Go to Question 9

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

- No     Yes     Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Pasco County?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Pasco County public libraries or their services .....	1	2	3	4	5
Used Pasco County recreation centers .....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood park or County park.....	1	2	3	4	5
Ridden a local bus within Pasco County .....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting.....	1	2	3	4	5
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet or other media .....	1	2	3	4	5
Read Pasco County Newsletter .....	1	2	3	4	5
Visited the Pasco County Web site (at www.pascocountyfl.net) .....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Pasco County .....	1	2	3	4	5
Participated in religious or spiritual activities in Pasco County .....	1	2	3	4	5
Participated in a club or civic group in Pasco County.....	1	2	3	4	5
Provided help to a friend or neighbor .....	1	2	3	4	5

10. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day  
 Several times a week  
 Several times a month  
 Less than several times a month

# Pasco County 2012 Citizen Survey

## 11. Please rate the quality of each of the following services in Pasco County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sheriff services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Municipal courts .....	1	2	3	4	5
Traffic enforcement on County roads and highways .....	1	2	3	4	5
Road repair .....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up .....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
Power (electric and/or gas) utility .....	1	2	3	4	5
County parks.....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Pasco County Open Space .....	1	2	3	4	5
Nature programs or classes .....	1	2	3	4	5
Availability of historic sites .....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television .....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts .....	1	2	3	4	5
Mental Health services.....	1	2	3	4	5
Drug and Alcohol services .....	1	2	3	4	5
Adult protective services .....	1	2	3	4	5
Agricultural/Farm advisor .....	1	2	3	4	5

## 12. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Pasco County .....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State Government .....	1	2	3	4	5

**13. Have you had any in-person, phone or email contact with an employee of Pasco County within the last 12 months (including sheriff, receptionists, planners or any others)?**

- No → Go to Question 15                       Yes → Go to Question 14

**14. What was your impression of the employee(s) of Pasco County in your most recent contact? (Rate each characteristic below.)**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

**15. Please rate the following categories of Pasco County government performance:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Pasco County.....	1	2	3	4	5
The overall direction that Pasco County is taking.....	1	2	3	4	5
The job Pasco County government does at welcoming citizen involvement.....	1	2	3	4	5

**16. Please indicate how likely or unlikely you are to do each of the following:**

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Pasco County to someone who asks.....	1	2	3	4	5
Remain in Pasco County for the next five years.....	1	2	3	4	5

**17. 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             Somewhat positive             Neutral             Somewhat negative             Very negative

**18. Please check the response that comes closest to your opinion for each of the following questions:**

**a. Over the past four years, Pasco County has cut services in lieu of increasing taxes. We are facing a budget deficit again. Please indicate the extent to which you would support or oppose each of the following methods the County could use to address the budget deficit:**

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Reduce services.....	1	2	3	4	5
Increase taxes.....	1	2	3	4	5
Increase user fees.....	1	2	3	4	5
Establish a higher tax rate for geographic areas that desire a higher level of service.....	1	2	3	4	5

**b. Next year, Pasco County faces a projected \$6.1 million deficit and may have to cut more services or raise the tax rate. To cover the deficit, we would have to increase the millage .3164 per \$1,000 of taxable value. Using the example of a house valued at \$100,000 (\$50,000 taxable value), we would have to raise taxes approximately \$16 a year to cover the deficit. To what extent would you support or oppose increasing the property tax rate in order to cover the projected deficit?**

- Strongly support  
 Somewhat support  
 Somewhat oppose  
 Strongly oppose  
 Don't know

**c. What do you think are the three biggest issues facing Pasco County over the next several years?**

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# Pasco County 2012 Citizen Survey

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.

**D1. Are you currently employed for pay?**

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

**D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)**

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself ..... days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults ..... days
- Bus, rail, subway or other public transportation ..... days
- Walk ..... days
- Bicycle ..... days
- Work at home ..... days
- Other ..... days

**D3. How many years have you lived in Pasco County?**

- Less than 2 years     11-20 years
- 2-5 years             More than 20 years
- 6-10 years

**D4. Which best describes the building you live in?**

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

**D5. Is this house, apartment or mobile home...**

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

**D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

**D7. Do any children 17 or under live in your household?**

- No                       Yes

**D8. Are you or any other members of your household aged 65 or older?**

- No                       Yes

**D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

**Please respond to both question D10 and D11:**

**D10. Are you Spanish, Hispanic or Latino?**

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

**D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

**D12. In which category is your age?**

- 18-24 years             55-64 years
- 25-34 years             65-74 years
- 35-44 years             75 years or older
- 45-54 years

**D13. What is your sex?**

- Female                 Male

**D14. Are you registered to vote in your jurisdiction?**

- No                       Ineligible to vote
- Yes                      Don't know

**D15. Many people don't have time to vote in elections. Did you vote in the last general election?**

- No                       Ineligible to vote
- Yes                      Don't know

**D16. Do you have a cell phone?**

- No                       Yes

**D17. Do you have a land line at home?**

- No                       Yes

**D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?**

- Cell                     Land line             Both

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:  
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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