



# PASCO COUNTY, FL 2012

Report of Geographic Subgroup Comparisons

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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 survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. 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.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. Pasco County staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. Pasco County staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

## UNDERSTANDING THE RESULTS

### “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.

### UNDERSTANDING THE TABLES

In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (317 completed surveys). For each area (West, Central, or East), the margin of error rises to approximately + or – 11% since sample sizes were approximately 127 for West, 81 for Central, and 109 for East.

## COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")				
Please rate each of the following aspects of quality of life in Pasco County:	Area			
	West	Central	East	Overall
Pasco County as a place to live	68%	87%	85%	79%
Your neighborhood as a place to live	68%	82%	80%	76%
Pasco County as a place to raise children	41%	78%	75%	64%
Pasco County as a place to work	34%	27%	44%	36%
Pasco County as a place to retire	53%	67%	75%	65%
The overall quality of life in Pasco County	56%	78%	78%	70%

Question 2: Community Characteristics (Percent "excellent" or "good")				
Please rate each of the following characteristics as they relate to Pasco County as a whole:	Area			
	West	Central	East	Overall
Sense of community	43%	56%	74%	57%
Openness and acceptance of the community toward people of diverse backgrounds	46%	65%	59%	56%
Overall appearance of Pasco County	33%	62%	57%	50%
Cleanliness of Pasco County	38%	69%	61%	55%
Overall quality of new development in Pasco County	36%	62%	59%	52%
Variety of housing options	57%	64%	64%	61%
Overall quality of business and service establishments in Pasco County	41%	56%	62%	53%
Shopping opportunities	51%	61%	71%	61%
Opportunities to attend cultural activities	37%	31%	38%	36%
Recreational opportunities	38%	45%	53%	45%
Employment opportunities	14%	18%	20%	17%
Educational opportunities	38%	47%	53%	46%
Opportunities to participate in social events and activities	36%	35%	53%	42%
Opportunities to participate in religious or spiritual events and activities	62%	64%	78%	68%
Opportunities to volunteer	60%	69%	75%	68%

Question 2: Community Characteristics (Percent "excellent" or "good")				
Please rate each of the following characteristics as they relate to Pasco County as a whole:	Area			
	West	Central	East	Overall
Opportunities to participate in community matters	43%	44%	64%	50%
Ease of car travel in Pasco County	40%	52%	41%	44%
Ease of bus travel in Pasco County	22%	14%	31%	23%
Ease of bicycle travel in Pasco County	16%	32%	31%	26%
Ease of walking in Pasco County	22%	20%	36%	26%
Availability of paths and walking trails	35%	23%	37%	33%
Traffic flow on major streets	28%	38%	39%	35%
Amount of public parking	39%	48%	49%	45%
Availability of affordable quality housing	50%	55%	53%	53%
Availability of affordable quality child care	27%	54%	43%	42%
Availability of affordable quality health care	40%	50%	50%	46%
Availability of affordable quality food	59%	58%	64%	61%
Availability of preventive health services	51%	48%	54%	51%
Air quality	65%	70%	73%	69%
Quality of overall natural environment in Pasco County	60%	68%	74%	67%
Overall image or reputation of Pasco County	36%	53%	65%	51%

Question 3: Growth				
Please rate the speed of growth in the following categories in Pasco County over the past 2 years:	Area			
	West	Central	East	Overall
Population growth too fast	31%	50%	47%	43%
Retail growth too slow	47%	28%	33%	36%
Job growth too slow	90%	81%	87%	87%

Question 4: Code Enforcement (Percent a "major" problem)				
	Area			
	West	Central	East	Overall
Run down buildings, weed lots or junk vehicle a major problem in Pasco County	25%	20%	11%	19%

Question 5: Community Safety (Percent "very" or "somewhat" safe)				
Please rate how safe or unsafe you feel from the following in Pasco County:	Area			
	West	Central	East	Overall
Violent crime (e.g., rape, assault, robbery)	56%	81%	57%	64%
Property crimes (e.g., burglary, theft)	33%	54%	44%	43%
Environmental hazards, including toxic waste	59%	88%	67%	70%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)				
Please rate how safe or unsafe you feel:	Area			
	West	Central	East	Overall
In your neighborhood during the day	84%	97%	96%	92%
In your neighborhood after dark	61%	68%	74%	67%
In Pasco County's downtown area(s) during the day	73%	81%	75%	75%
In Pasco County's downtown area(s) after dark	33%	54%	45%	42%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")				
	Area			
	West	Central	East	Overall
During the past twelve months, were you or anyone in your household the victim of any crime?	16%	13%	12%	14%
If yes, was this crime (these crimes) reported to the police?	74%	82%	100%	84%

Question 9: Resident Behaviors (Percent at least once in past 12 months)				
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?	Area			
	West	Central	East	Overall
Used Pasco County public libraries or their services	65%	51%	54%	57%
Used Pasco County recreation centers	50%	52%	44%	49%
Participated in a recreation program or activity	25%	40%	28%	31%
Visited a neighborhood park or County park	86%	78%	77%	81%
Ridden a local bus within Pasco County	11%	3%	7%	7%
Attended a meeting of local elected officials or other local public meeting	20%	18%	29%	22%
Watched a meeting of local elected officials or other County-sponsored public meeting on cable television, the Internet or other media	31%	23%	34%	30%
Read Pasco County Newsletter	62%	71%	59%	64%
Visited the Pasco County Web site (at www.pascocountyfl.net)	48%	72%	44%	54%
Recycled used paper, cans or bottles from your home	62%	57%	75%	65%
Volunteered your time to some group or activity in Pasco County	33%	27%	35%	32%
Participated in religious or spiritual activities in Pasco County	42%	37%	49%	43%
Participated in a club or civic group in Pasco County	18%	24%	33%	25%
Provided help to a friend or neighbor	90%	91%	97%	93%

Question 10: Neighborliness (Percent at least several times per week)				
	Area			
	West	Central	East	Overall
Visit with neighbors at least several times a week	68%	62%	59%	63%

Question 11: Service Quality (Percent "excellent" or "good")				
Please rate the quality of each of the following services in Pasco County:	Area			
	West	Central	East	Overall
Sheriff services	71%	88%	82%	80%
Fire services	82%	93%	95%	89%
Ambulance or emergency medical services	80%	96%	89%	87%
Crime prevention	46%	57%	57%	52%
Fire prevention and education	62%	69%	79%	69%
Municipal courts	60%	81%	66%	67%
Traffic enforcement on County road and highways	57%	63%	70%	63%
Road repair	38%	51%	45%	44%
Bus or transit services	49%	24%	45%	41%
Garbage collection	74%	78%	83%	78%
Recycling	54%	50%	55%	53%
Yard waste pick-up	51%	68%	60%	59%
Storm drainage	40%	54%	62%	51%
Drinking water	37%	51%	69%	52%
Sewer services	57%	69%	72%	65%
Power (electric and/or gas) utility	59%	69%	75%	67%
County parks	67%	79%	82%	75%
Recreation programs or classes	58%	78%	55%	63%
Recreation centers or facilities	57%	71%	53%	60%
Pasco County open space	48%	55%	70%	58%
Nature programs or classes	47%	65%	57%	55%
Availability of historic sites	42%	41%	49%	44%
Land use, planning and zoning	25%	46%	46%	39%
Code enforcement (weeds, abandoned buildings, etc.)	21%	41%	29%	29%
Animal control	41%	58%	39%	45%
Economic development	25%	29%	36%	30%
Health services	49%	62%	61%	57%
Services to seniors	52%	84%	60%	61%
Services to youth	39%	51%	41%	43%

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Question 11: Service Quality (Percent "excellent" or "good")				
Please rate the quality of each of the following services in Pasco County:	Area			
	West	Central	East	Overall
Services to low-income people	37%	52%	32%	38%
Public library services	72%	68%	70%	70%
Public information services	57%	59%	51%	56%
Public schools	50%	70%	56%	58%
Cable television	58%	58%	55%	57%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	54%	61%	54%	55%
Preservation of natural areas such as open space, farmlands and greenbelts	49%	54%	58%	53%
Mental health services	38%	62%	33%	42%
Drug and alcohol services	39%	58%	33%	41%
Adult protective services	50%	78%	40%	52%
Agricultural/farm advisor	34%	79%	56%	55%

Question 12: Government Services Overall (Percent "excellent" or "good")				
Overall, how would you rate the quality of the services provided by each of the following?	Area			
	West	Central	East	Overall
Pasco County	52%	65%	64%	60%
The Federal Government	35%	38%	41%	38%
The State Government	38%	39%	33%	36%

Question 13: Contact with County Employees (Percent "yes")				
	Area			
	West	Central	East	Overall
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)?	56%	57%	53%	55%

Question 14: County Employees (Percent "excellent" or "good")				
What was your impression of the employee(s) of the Pasco County in your most recent contact?	Area			
	West	Central	East	Overall
Knowledge	68%	86%	84%	79%
Responsiveness	76%	80%	77%	78%
Courtesy	70%	80%	91%	80%
Overall impression	67%	79%	79%	74%

Question 15: Government Performance (Percent "excellent" or "good")				
Please rate the following categories of Pasco County government performance:	Area			
	West	Central	East	Overall
The value of services for the taxes paid to Pasco County	51%	53%	50%	51%
The overall direction that Pasco County is taking	43%	55%	57%	51%
The job Pasco County government does at welcoming citizen involvement	40%	42%	48%	43%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)				
Please indicate how likely or unlikely you are to do each of the following:	Area			
	West	Central	East	Overall
Recommend living in Pasco County to someone who asks	69%	95%	90%	84%
Remain in Pasco County for the next five years	73%	91%	89%	84%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)				
	Area			
	West	Central	East	Overall
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:	13%	23%	22%	19%

Question 18a: Custom Question 1 (Percent "somewhat" or "strongly" support)				
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:	Area			
	West	Central	East	Overall
Reduce services	36%	40%	30%	35%
Increase taxes	28%	32%	29%	30%
Increase user fees	34%	36%	37%	35%
Establish a higher tax rate for geographic areas that desire a higher level of service	57%	69%	62%	62%

Question 18b: Custom Question 2 (Percent "somewhat" or "strongly" support)				
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?	Area			
	West	Central	East	Overall
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 \$1	53%	63%	61%	59%