



**Hillsborough
County** Florida

Hillsborough County Citizen Survey

2019 SURVEY RESULTS

CONDUCTED BY HCP ASSOCIATES ON BEHALF OF HILLSBOROUGH COUNTY



Table of Contents

Introduction	8
Methodology.....	8
Key Difference between Telephonic and Online	9
Telephonic.....	9
Online.....	9
Telephonic Study Findings	10
Districts	10
Demographics	11
Resident Geography.....	15
Recommending Hillsborough County	16
Overall Recommendation	16
Living	17
Retiring.....	17
Raising Children.....	18
Working.....	18
Vacationing	19
Opening a Business	19
Expectation Gaps	20
Importance.....	20
Experience.....	21
Expectation Gaps	21
District-level Differences in Expectations	23
Hillsborough County Strategic Outcomes.....	24
Engagement with Hillsborough County	27
Trust and Confidence in Hillsborough County	29
Service Preference	30
Quality of Life.....	31
Contemporaneous Quality of Life.....	31
Quality of Life in Five Years.....	32
Open Ended Feedback	33
Online Study Findings	34
Demographics	34

Incorporated versus Unincorporated Hillsborough County	37
Recommending Hillsborough County	38
Living	38
Retiring.....	38
Raising Children.....	39
Working.....	39
Vacationing	40
Opening a Business	40
Expectation Gap	41
Engagement with Hillsborough County	45
Trust and Confidence in Hillsborough County	47
Service Preference	47
Quality of Life	49
Better Quality of Life in the Future	50
Worse Quality of Life in the Future.....	50
Outreach and Concentrations of Respondents.....	51
Zip Code Representation.....	51
How did you find out about this survey?	52
Final Takeaways	53
Appendix A: Telephonic Survey Instrument	54
Appendix B: Call Results.....	59
Appendix C: Telephonic Significant Factors	60
Appendix D: Online Survey Instrument	169
Appendix E: Demographics by Online Origination Channel.....	191
Appendix F: Telephonic District 1 Crosstabulations	192
Appendix G: Telephonic District 2 Crosstabulations.....	199
Appendix H: Telephonic District 3 Crosstabulations.....	206
Appendix I: Telephonic District 4 Crosstabulations	213
Appendix J: Telephonic North vs. South County Crosstabulations.....	220
Appendix K: Telephonic North vs. South County: District 1 & 4.....	227
Appendix L: Homelessness Rankings, Work and Home Zip Codes	234
Appendix M: Telephonic On-the-Map Responses to Each Question.....	236

ALL HILLSBOROUGH COUNTY

What percent would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to:

97% *Live*

97% *Retire*

94% *Raise Children*

90% *Work*

79% *Vacation*

72% *Open a Business*



93%

Reported being 'satisfied' or 'very satisfied' with the quality of life in Hillsborough County.



33%

Expressed optimism that the quality of life in 5 years from now will be either 'somewhat better' or 'significantly better'.

TOP 3 EXPECTATION GAPS

GAP 1:

Residential and community services for foster-care youth



GAP 2:

Mental and behavioral health support services



GAP 3:

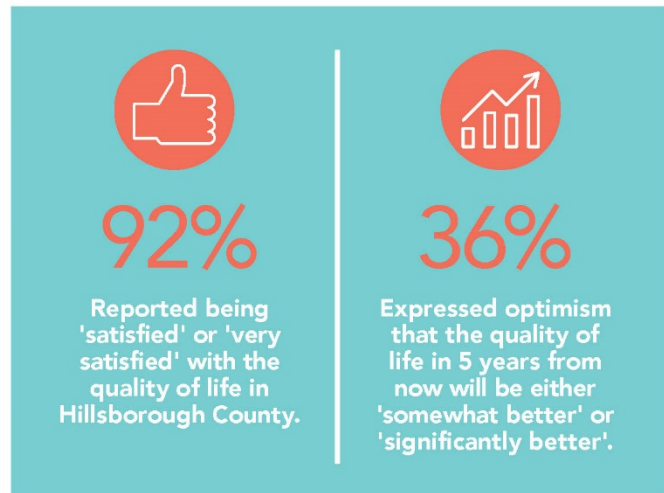
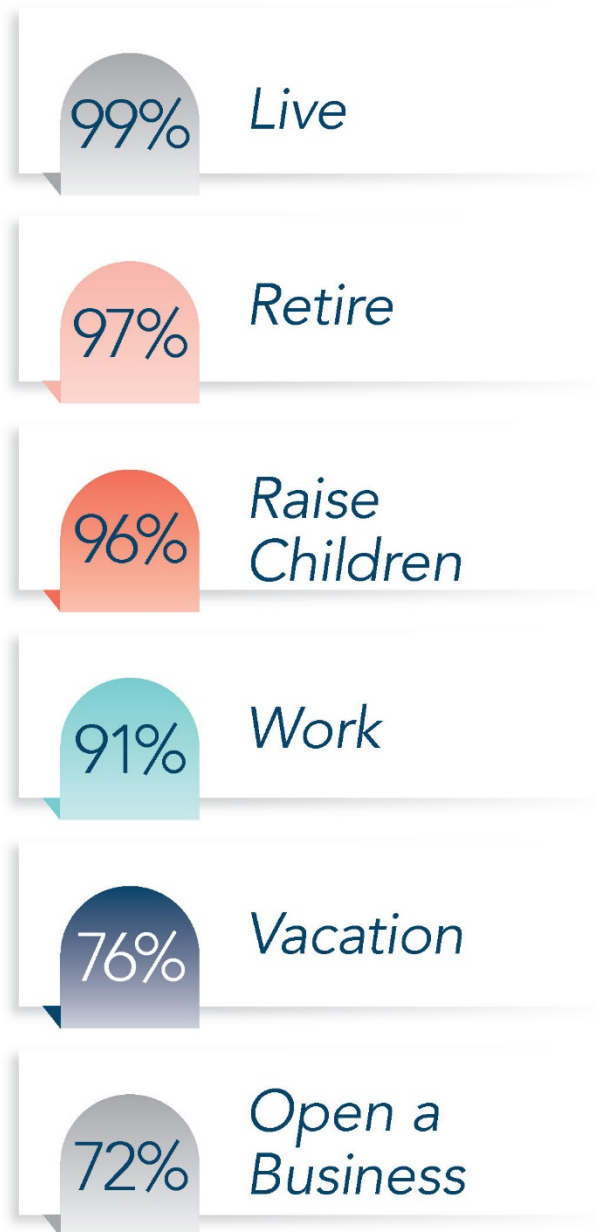
Traffic flow on major roads



DISTRICT 1

In comparison to the aggregate, the highest tenured residents live in District 1. Characteristics that are more important to this district include economic and safety related topics as well as a sense of community. Residents also note that they have a more positive experience than average with 'residential and community services for foster-care youth'.

What percent would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to:



TOP 3 EXPECTATION GAPS

GAP 1:

Residential and community services for foster-care youth



GAP 2:

Traffic flow on major roads



GAP 3:

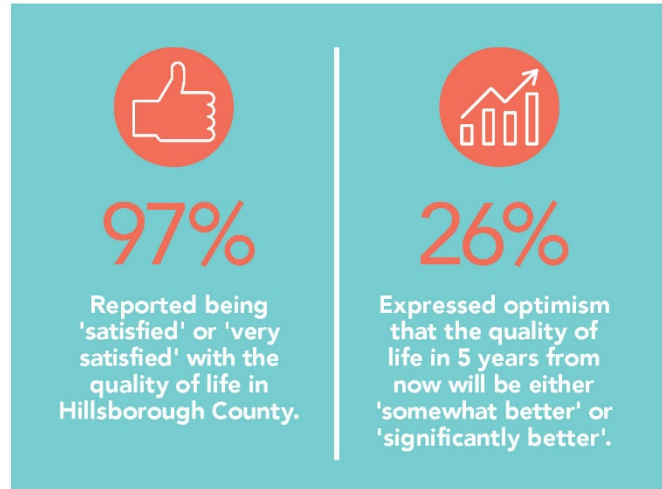
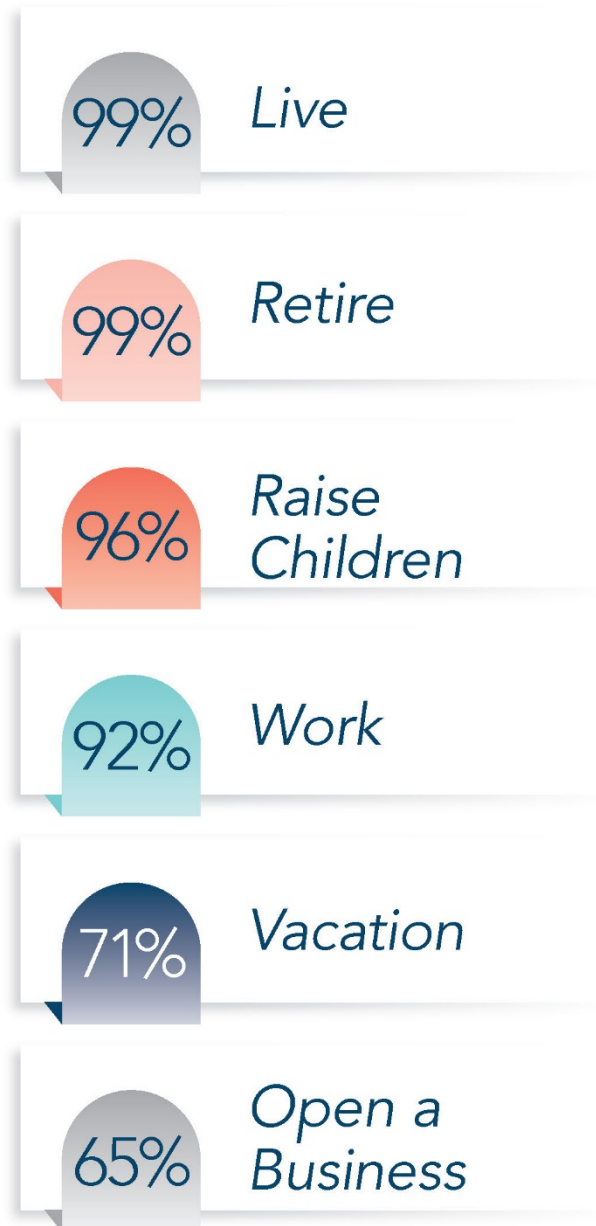
Mental and behavioral health support services



DISTRICT 2

Residents in District 2 have among the highest combined percentages for recommending Hillsborough County for a variety of tasks but are more likely to say that they 'probably' would recommend and less likely to say they 'definitely' would recommend than other districts. District 2 residents have more positive feedback than average when it comes to community characteristics relating to safety and traffic flow. They also express less of a desire that the county provides career opportunities for their children than other districts.

What percent would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to:



TOP 3 EXPECTATION GAPS

GAP 1:

Residential and community services for foster-care youth



GAP 2:

Mental and behavioral health support services



GAP 3:

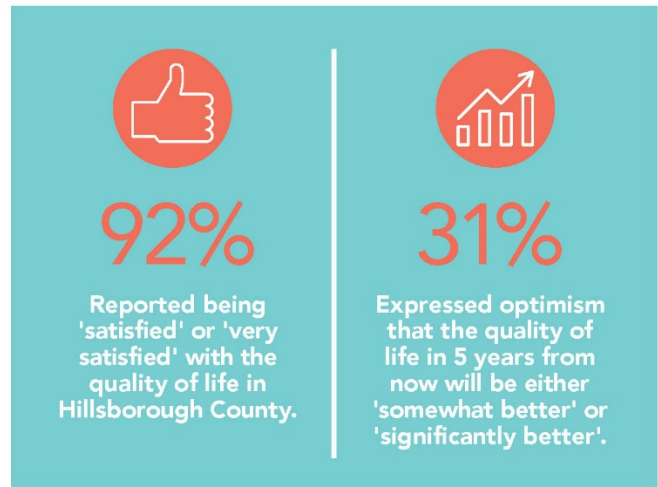
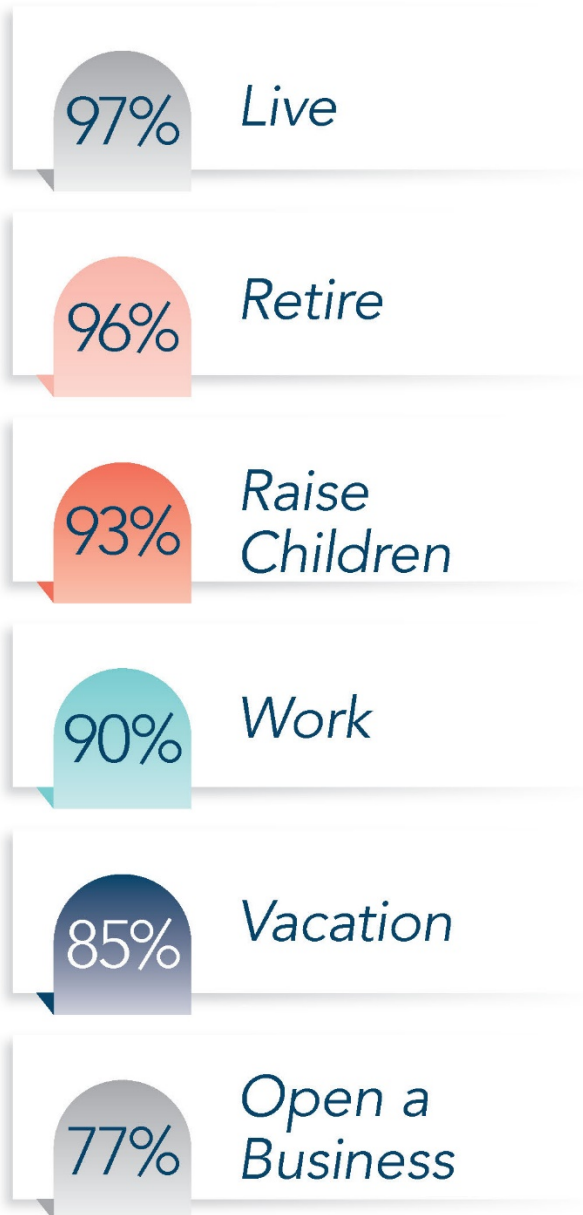
Homeless support services



DISTRICT 3

Residents in District 3 tend to be younger than average, make less income than average, and have a larger proportion of the population that rents rather than owns. District 3 is comprised of a diverse range of residents; it is the only district in which a plurality of residents are African American. Residents rank their experience with the county providing 'homeless support services' to be better than the rest of the county. In contrast, District 3 residents express worse experiences with community characteristics related to the economy and safety.

What percent would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to:



TOP 3 EXPECTATION GAPS

GAP 1:

Residential and community services for foster-care youth



GAP 2:

Traffic flow on major roads



GAP 3:

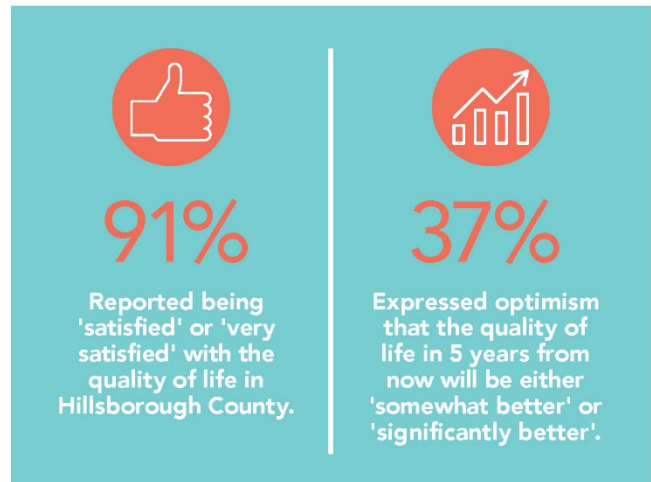
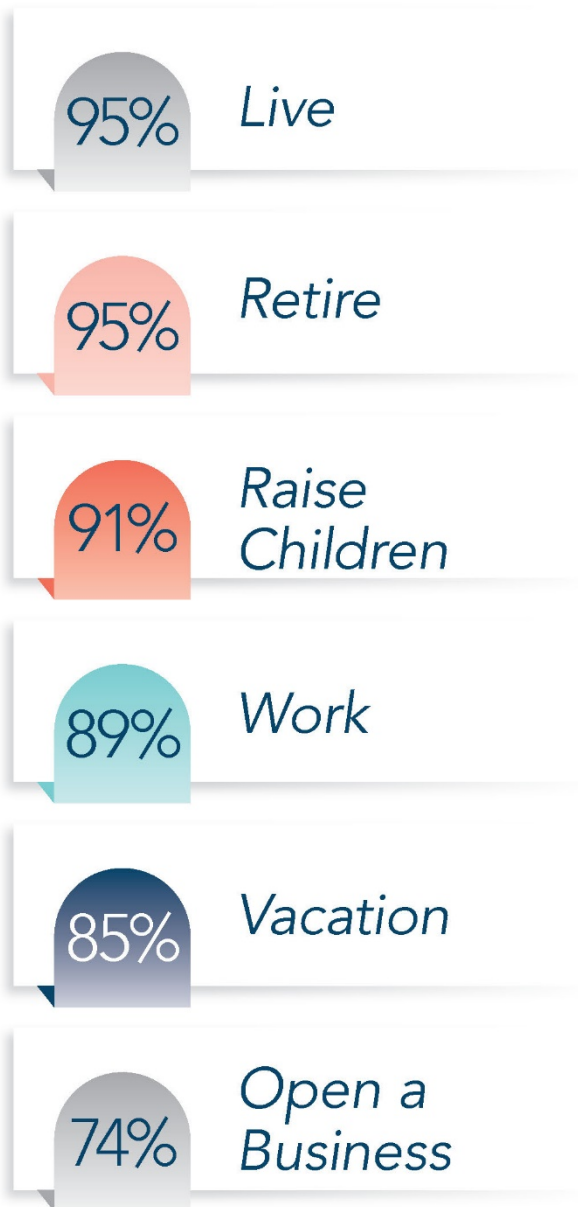
Affordable/attainable housing



DISTRICT 4

Residents living in District 4 are more muted in their preferences towards all satisfaction ratings than the rest of the county. However, the number of residents saying that they have 'a great deal' of trust and confidence in county government handling issues is higher than average. Concerns around affordable housing are noticeably lower in District 4; however, residents in this area rank their experience with traffic concerns to be worse than the rest of the county.

What percent would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to:



TOP 3 EXPECTATION GAPS

GAP 1:

Traffic flow on major roads



GAP 2:

Residential and community services for foster-care youth



GAP 3:

Parking availability



Introduction

Centrally located along the state's western coastline, Hillsborough County is the fourth most populous county in Florida, home to 1,351,087 residents according to the 2017 American Community Survey. The county was established in 1834 and initially encompassed other counties; in 1911, the county established the boundaries that currently exist. As the center of the Tampa-St. Petersburg metropolitan area, Hillsborough County is home to an international seaport, two major league sports teams, and an international airport. The county has been growing rapidly and is expected to continue growing by approximately 24,000 residents per year¹.

Hillsborough County spans 1,266 square miles, of which 246 are water. The western boundary lies along Tampa Bay, creating 158 miles of shoreline. Unincorporated county represents 84% of the total land, with the county's three municipalities — Tampa, Plant City, and Temple Terrace comprising 163 square miles. Hillsborough County is made up of four commission districts, with a total of seven commissioners. Four of the commissioners are elected by their respective districts; three commissioners are elected by county residents at-large.

In years prior, the Hillsborough County Planning Commission conducted countywide citizen surveys to track changes in public perception about the quality of life in the county. This survey also provided Hillsborough County government with a way to judge the effectiveness of programs at a broad level. Asking residents to rank 18 different factors that affect their quality of life, the survey results were utilized by the planning commission during updates to the four jurisdictional comprehensive plans for unincorporated Hillsborough County and the three cities that are also located in the area.

While that survey had been conducted for over a decade, the Spring 2019 Hillsborough County Citizen Survey represents the first major quality of life survey that Hillsborough County has commissioned. HCP Associates was selected as the firm to conduct the survey which consisted of both online and telephonic components. The online survey was conducted from April 8, 2019 through April 22, 2019 and was broadcast throughout a wide variety of media to maximize public engagement; all county residents were encouraged to take the survey. The telephonic survey was conducted from March 25, 2019 through May 1, 2019; the residents contacted were selected from a random sample, with pre-stratification matching demographics of the county's four districts.

The goal of the study was to set baseline metrics for how the people feel the county is doing and to gain a pulse for how citizens feel about key topics that impact their quality of life. The results offer the county with generalized sentiments, key items of importance, and factors that impact citizen's lives. As the county seeks to maintain an optimal balance of resources, funding, and services, this survey will help county leadership understand what residents prioritize. Further, by being able to understand district-level differences, additional insights and conclusions can be made that are attuned to regional differences within the county.

Methodology

The study was designed to offer Hillsborough County statistically valid data points from the community it serves, as well as to allow maximum participation and perspective gathering from county residents. To achieve these goals, HCP utilized two distribution methods: telephonic and online.

¹ <http://www.planhillsborough.org/growth-trends-in-hillsborough-county/>

Key Difference between Telephonic and Online

The primary difference between the two distribution methods is their representativeness. Due to its 'open to the public' nature, **the online survey is not representative of the average Hillsborough County resident.** For this reason, the telephonic survey results must be considered the gold standard for understanding the average residents' perspectives. This does not negate the online survey. The online survey results provide insights into trending topics and the opinions of those most engaged with Hillsborough County. They also provide key information regarding the effectiveness of different communication patterns and outline potential ways for the county to reach a larger audience.

Telephonic

HCP made the recommendation of utilizing a telephonic survey to capture the community sentiments. The survey calls were performed by individuals that are professional trained to conduct survey interviews. The survey professionals conduct their interviews using computer-assisted telephone interviewing (CATI) software and call residents at random to enter their responses into an electronic database. The survey contained both multiple-choice questions and questions requiring open-ended responses; open-ended responses were recorded verbatim. For more information and statistics on the phone calling process, refer to Appendix B.

Pre-stratification was employed to ensure that each district's demographics were accurately represented. This process involved setting upper limits on three demographic variables: gender, race/ethnicity and age. The sampling remains random, but if the respondent demographic exceeded the limit for that district, the CATI software would re-select a new phone number at random and dial again. There was a total of 1,400 completed responses collected for Hillsborough County, divided into 350 per each of the four commission districts. This number of completed calls provided the survey with a margin of error of $\pm 2.62\%$ for Hillsborough County.

Online

The online survey was created as an alternative surveying method to maximize the public's engagement with the survey; there was a need to create an option for residents to vocalize their sentiments if they were not one of the 1,400 residents randomly selected to participate. Hillsborough County utilized their marketing and communications department to spread awareness of the survey being offered. Utilizing over 21 different communication channels, from Alexa to Public Access Television, a large volume of responses was gathered within a short time period. At the close of the first day of data collection, there were a total of 680 responses. More than 1,000 had been submitted after the second day.

There was a total of 2,318 responses collected between April 8, 2019 and April 22, 2019. As the county is almost one-fourth Hispanic, and 29% of residents speak a language other than English as their primary language², HCP explored offering the online survey in Spanish. The Spanish responses were translated upon the close of data collection, allowing for an aggregated analysis. Participation in Spanish was minimal; of the total completed respondents, only 2% opted to take the Spanish-language version of the online survey. This is despite Hillsborough County making distinctive efforts to reach Spanish-language audiences, such as by advertising through Telemundo.

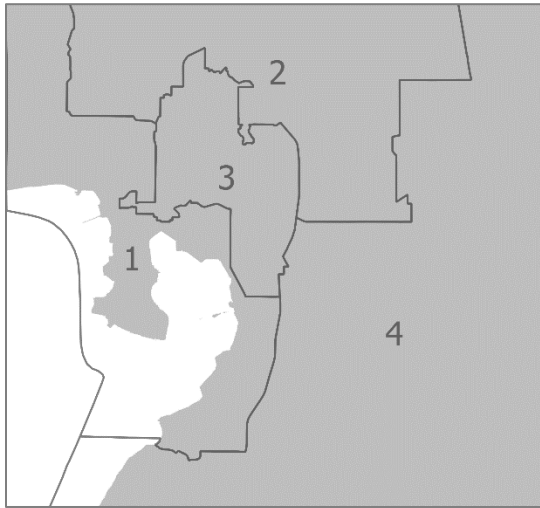
² American Community Survey, 2017

Telephonic Study Findings

The content within this section presents the findings from the telephonic component of 2019 Hillsborough County Citizen Survey. There was one qualifying question for this study; respondents must be Hillsborough County residents to be eligible to participate. Residents were also asked if they lived in the county permanently or on a seasonal basis; all respondents indicated that they live in the county full-time.

Districts

An important component to the telephonic survey is the ability to segment the responses by the Hillsborough County commission district into which each respondent falls.



District 1 encompasses most of the coastline in Hillsborough County. It is also home to two major league professional sports teams: the Tampa Bay Buccaneers and the Tampa Bay Lightning. The area includes neighborhoods and locales such as Westchase, Citrus Park, Channelside, Davis Island, Town 'n' Country and others. The important economic drivers of Port Tampa Bay and Tampa International Airport are also within this area.

District 2 covers the northern, more suburban area of Hillsborough County. Many families and young professionals live in this area in neighborhoods such as Carrollwood, Lutz and Cheval. Several parks can be found

within this district as well. The Lower Hillsborough Wilderness Preserve contains one of the largest premier contiguous recreation areas in Hillsborough County.

District 3 comprises large parts of the City of Tampa, and is home to Busch Gardens/Adventure Island, Zoo Tampa, and the Seminole Hard Rock Casino. Neighborhoods in this district include Ybor City, Seminole Heights, Sulphur Springs and the University area. Both the University of Tampa and the University of South Florida are located within District 3. District three is Hillsborough County's only commission district with a plurality of African American residents.

Finally, District 4 covers much of the inland area of Hillsborough County. Home to Plant City and its annual Strawberry Festival, District 4 also includes the areas of Lithia, Bloomingdale and Riverview. The district is home to several nature parks and preserves, such as Little Manatee River State Park and Alafia River State Park.

Demographics

The following table shows the respondent demographics that were included in the stratification scheme for the telephonic survey alongside the U.S. census demographics (per the 2017 American Community Study). These results indicate that the pre-stratification worked exactly as designed and that the telephonic survey respondents consist of an accurate sampling of Hillsborough County residents.

Gender, Race, and Age

	Aggregate	2017 ACS
What gender do you classify with?		
Male	48%	49%
Female	52%	51%
What age range do you fall in?		
Under 24	12%	12%
25-34	19%	19%
35-44	18%	18%
45-54	18%	18%
55-59	8%	8%
60-64	7%	7%
65+	18%	18%
What race do you identify with?		
White/Caucasian	50%	50%
Black/African American	16%	16%
Hispanic/Latino	27%	27%
Asian/Pacific Islander	2%	4%
Other	5%	3%

The table below presents the other demographic characteristics of the sample. These demographics were not controlled for in the data collection, which means that there is slight variance from the census. It is interesting to note that respondents are overrepresented with a lower household income, while high education levels are simultaneously overrepresented. The comment column explains if the specific category per demographic question is represented within the margin of error, overrepresented, or underrepresented.

Household Income and Level of Education

	Aggregate	2017 ACS	Comments
In what range does your household income fall?			
Under \$25,000	9%	22%	Household incomes less than \$25,000 underrepresented
\$25,000 to \$49,999	30%	24%	Household incomes between \$25,000 and \$49,999 overrepresented
\$50,000 to \$74,999	33%	18%	Household incomes between \$50,000 and \$74,999 overrepresented
\$75,000 to \$99,999	16%	12%	Household incomes between \$75,000 and \$99,999 represented within margin of error
\$100,000 to \$149,999	9%	13%	Household incomes between \$100,000 and \$149,999 represented within margin of error
\$150,000+	2%	11%	Household incomes greater than \$150,000 underrepresented
Refused Household Income	2%		
What is your highest level of education?			
Less than high school graduate	4%	12%	Less than high school underrepresented
High school graduate (includes equivalency)	24%	27%	High school graduate or equivalent represented within the margin of error
Some college or Associate's degree	47%	31%	Some college or Associate's degree overrepresented
Bachelor's degree or higher	25%	29%	Bachelor's degree or higher represented within the margin of error

While the demographics closely align with the census, the following tables illustrate the demographic differences of the respondents by district.

Demographics by District

	Aggregate	District 1	District 2	District 3	District 4
Do you live in unincorporated Hillsborough County or within a city?					
Unincorporated	71%	69%	79%	67%	70%
Incorporated	29%	31%	21%	33%	30%
What gender do you classify with?					
Male	48%	49%	47%	48%	48%
Female	52%	51%	53%	52%	52%
What age range do you fall in?					
Under 24	12%	9%	11%	19%	10%
25-34	19%	21%	18%	22%	18%
35-44	18%	19%	17%	16%	18%
45-54	18%	19%	19%	16%	18%
55-59	8%	8%	9%	7%	8%
60-64	7%	7%	8%	7%	7%
65+	18%	17%	17%	14%	21%
What race do you identify with?					
White/Caucasian	50%	53%	57%	31%	58%
Black/African American	16%	8%	11%	34%	11%
Hispanic/Latino	27%	33%	23%	29%	25%
Asian/Pacific Islander	2%	2%	1%	2%	2%
Other	5%	4%	8%	4%	4%
Do you rent or own your current Hillsborough County residence?					
Rent	22%	19%	17%	27%	25%
Own	78%	81%	83%	73%	75%
In what range does your household income fall?					
Under \$25,000	9%	5%	9%	15%	8%
\$25,000 to \$49,999	30%	27%	30%	37%	27%
\$50,000 to \$74,999	33%	35%	37%	31%	28%
\$75,000 to \$99,999	16%	18%	17%	9%	20%
\$100,000 to \$149,999	9%	11%	6%	4%	13%
\$150,000+	2%	4%	0%	1%	1%
Refused	2%	1%	1%	3%	3%

Demographics by District (continued)

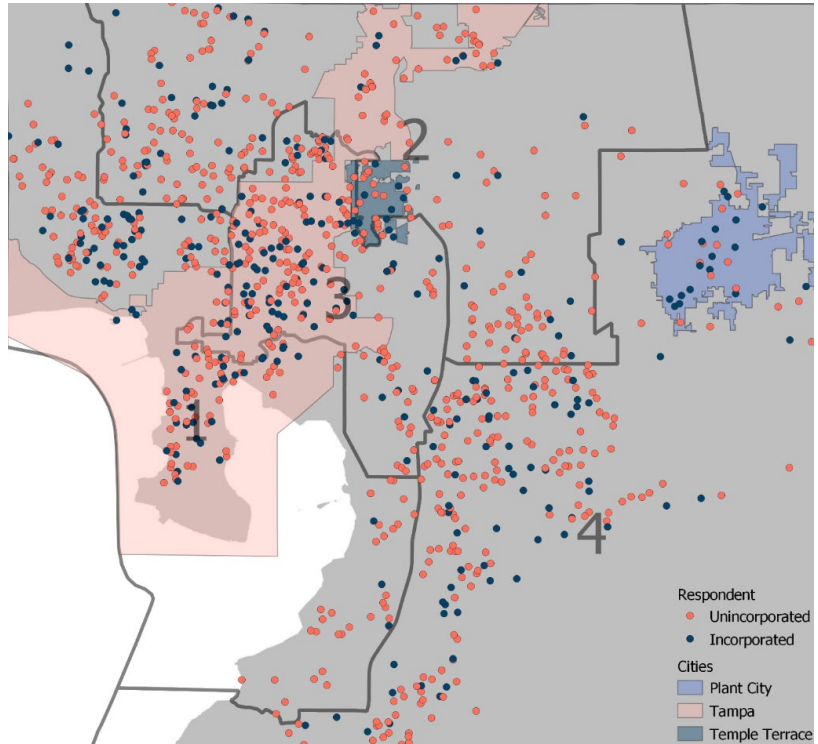
	Aggregate	District 1	District 2	District 3	District 4
What is your highest level of education?					
Did not complete high school	4%	2%	3%	6%	4%
High school or GED	24%	24%	24%	21%	27%
Trade or vocational school	12%	14%	10%	11%	13%
Some college	35%	33%	38%	36%	33%
Bachelor's Degree	19%	20%	19%	20%	17%
Master's Degree	6%	7%	5%	5%	6%
Doctoral or Professional Degree	0%	0%	0%	0%	1%
Refused	0%	0%	0%	0%	0%
Do you have children under the age of 18?					
Yes	40%	44%	41%	44%	31%
No	60%	56%	59%	56%	69%
Do you have plans to move away from Hillsborough County within the next year?					
Yes	2%	3%	1%	1%	2%
No	91%	93%	91%	90%	89%
Unsure	7%	4%	8%	9%	9%

Resident Geography

One of the most striking data points from this survey was the degree of confusion that Hillsborough County residents had regarding whether they lived in a city. This has significant implications for Hillsborough County as well as for local governments. For government services such as police and fire rescue, which are managed by different providers; this can result in residents not knowing who their provider is.

The following map plots the 1,400 answers to the question: “Do you live in unincorporated Hillsborough County or within a city?”

One would expect that all of the respondents that are in one of the shaded areas (corresponding to the incorporated areas of Tampa, Plant City, and Temple Terrace) would overwhelmingly contain blue dots for ‘incorporated’. Likewise, we would expect the salmon-colored dots to all appear in the gray, unincorporated areas of Hillsborough County.



When we review the percentages, we see that residents of unincorporated Hillsborough County do relatively well to identify themselves as such – with only 26% of those living outside of a city claiming otherwise. Among Hillsborough County’s three municipalities, Plant City is the only one for which more respondents than not identified themselves correctly as being within a city.

		Geolocated Location			
		Unincorporated	Tampa	Plant City	Temple Terrace
Expressed Location	Unincorporated	74%	65%	37%	70%
	Incorporated	26%	35%	62%	30%

Recommending Hillsborough County

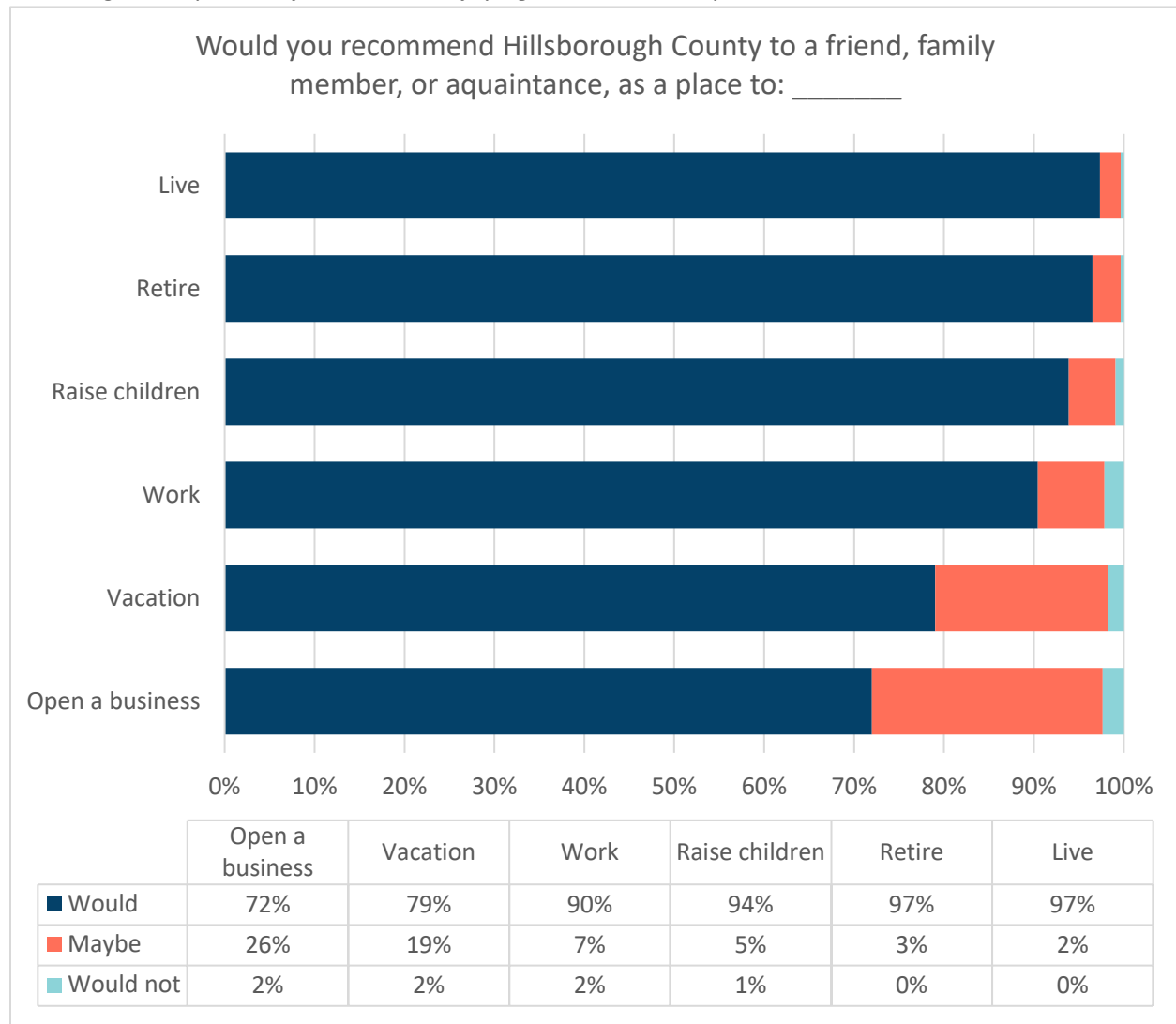
Respondents were asked whether they would personally recommend Hillsborough County to their friends, families, and acquaintances as a place to:

1. Live
2. Retire
3. Raise children
4. Work
5. Vacation
6. Open a Business

Overall Recommendation

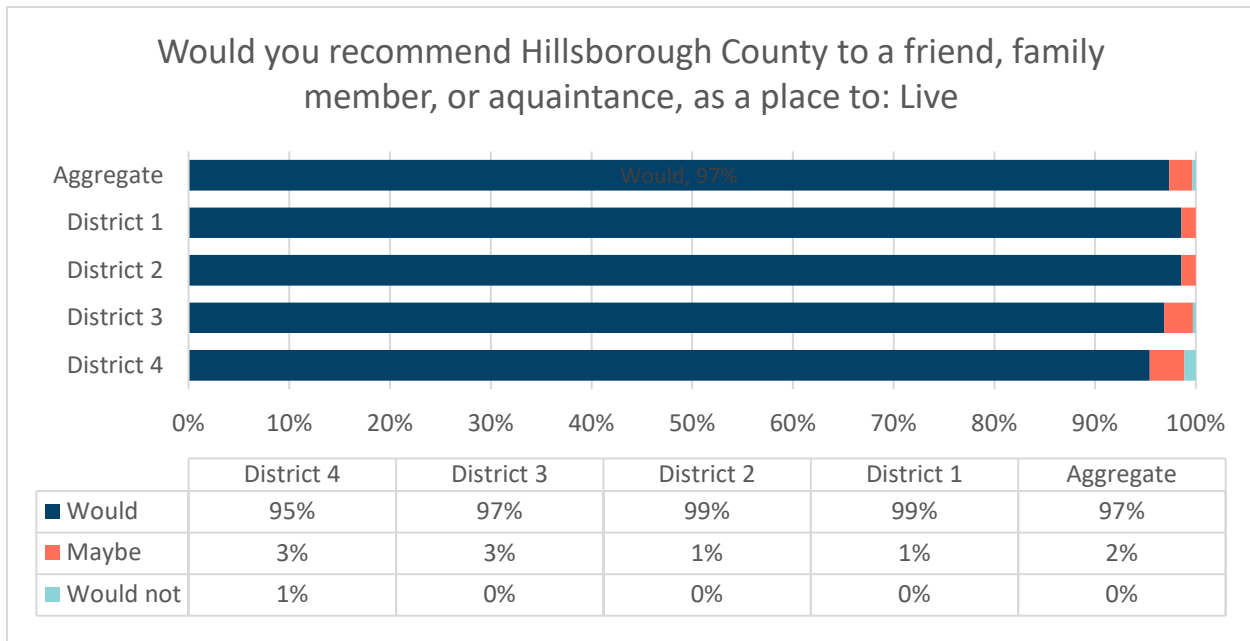
Hillsborough County residents are very much inclined to recommend the county to their peers. Two categories achieved near-unanimous recommendation: 'live' (97%) and 'retire' (97%). Roughly nine-in-ten residents would also recommend Hillsborough as a place to 'raise children' (94%) and as a place to 'work' (90%). Finally, nearly eight-in-ten would recommend Hillsborough as a place to 'vacation' (79%) and roughly seven-in-ten would recommend the county as a place to 'open a business' (72%).

In sum, the majority of Hillsborough County residents view the county in a largely positive light and would encourage their peers to join them in enjoying life in the county.



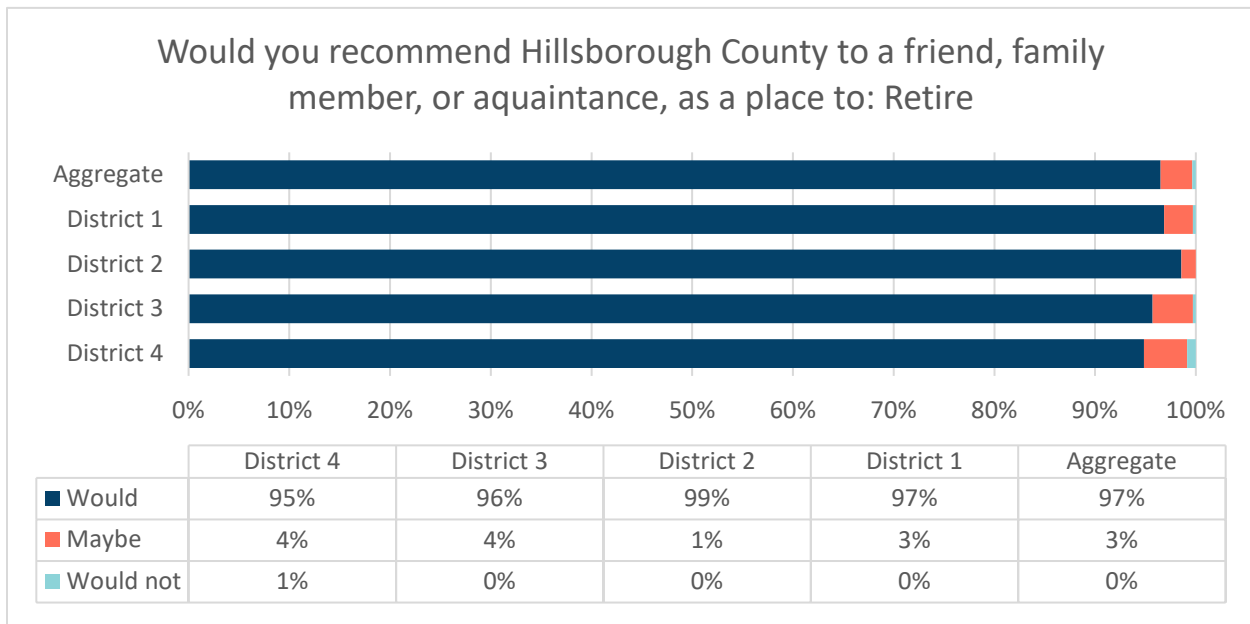
Living

The graph below compares each districts' willingness to recommend the county as a place to live to the aggregate for Hillsborough County as a whole. In reference to this question, no differences fall outside the margin of error and the differences should not be considered significant.



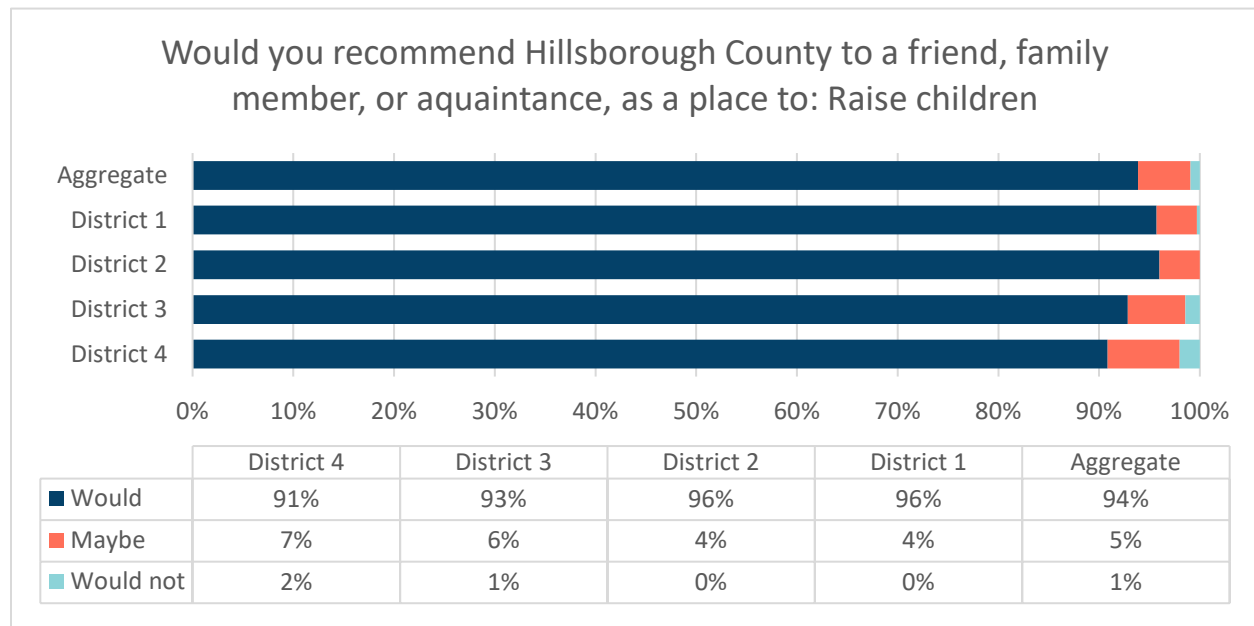
Retiring

The graph below compares each districts' willingness to recommend the county as a place to retire to the aggregate for Hillsborough County as a whole. District 2 does exhibit a slightly higher rate of recommending the county as a place to retire, but it still falls within the margin of error and should not be considered significant.



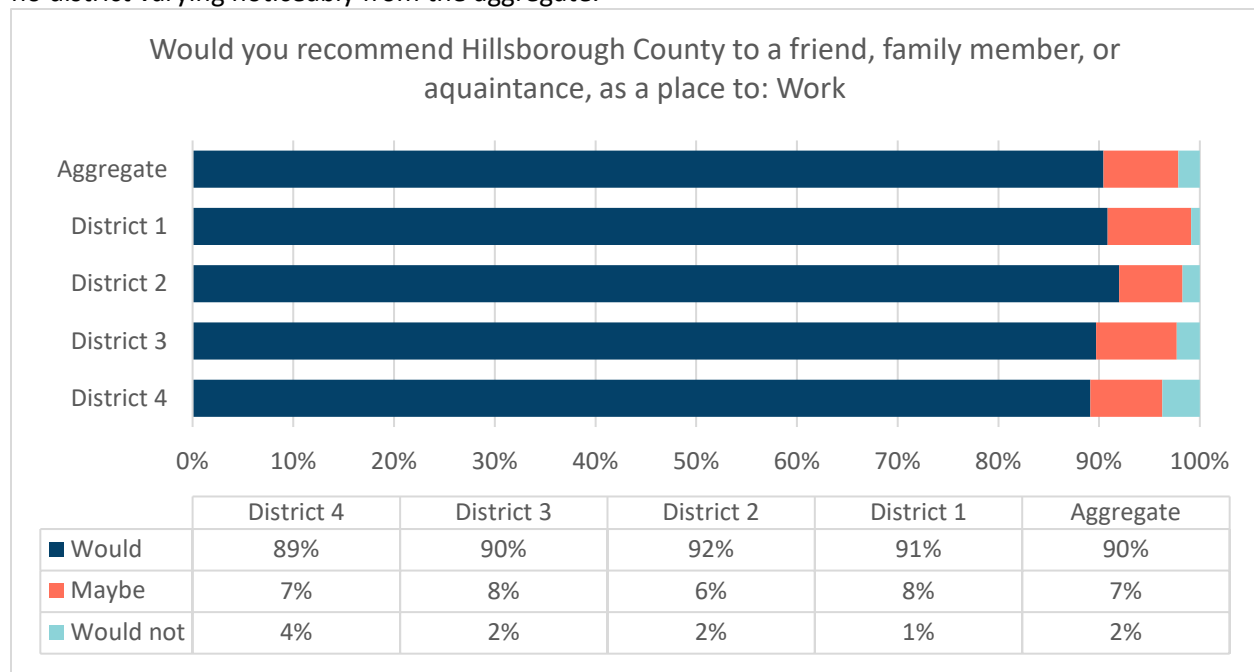
Raising Children

The following graph compares each districts' willingness to recommend the county as a place to raise children to the aggregate for Hillsborough County as a whole. Although District 4 expresses a greater degree of hesitation, with 7% of the population indicating 'maybe' for this category, the between-district differences are still within the margin of error.



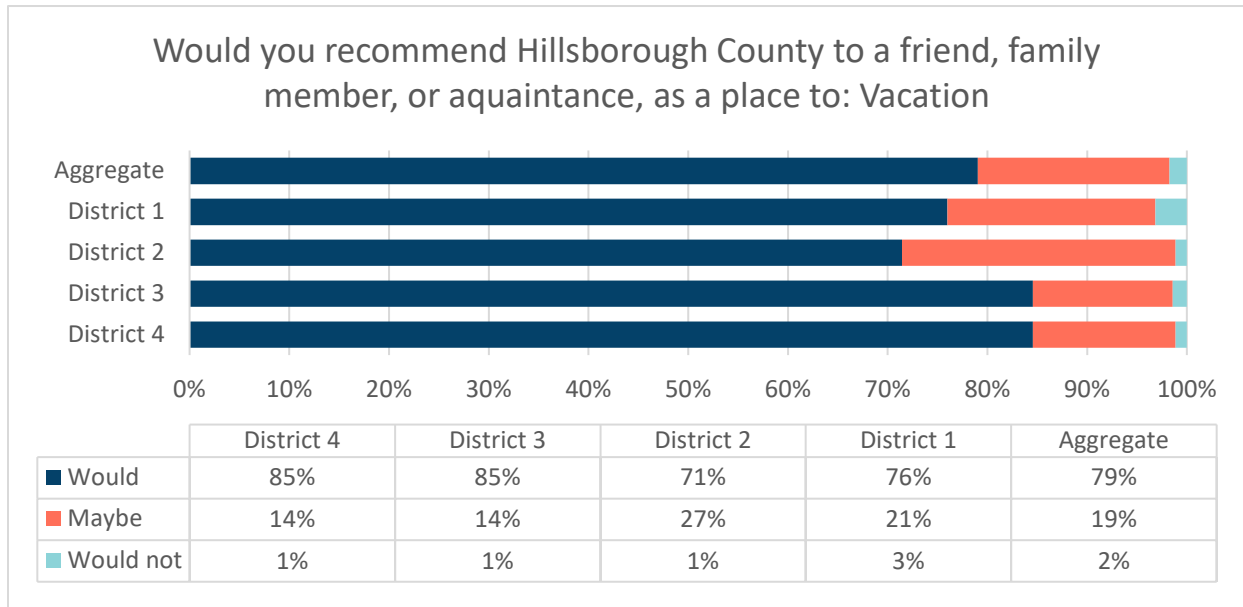
Working

The graph below positions the aggregated ranking of whether respondents would recommend the county as a place to work alongside each district's individual rankings. Responses by district were very even, with no district varying noticeably from the aggregate.



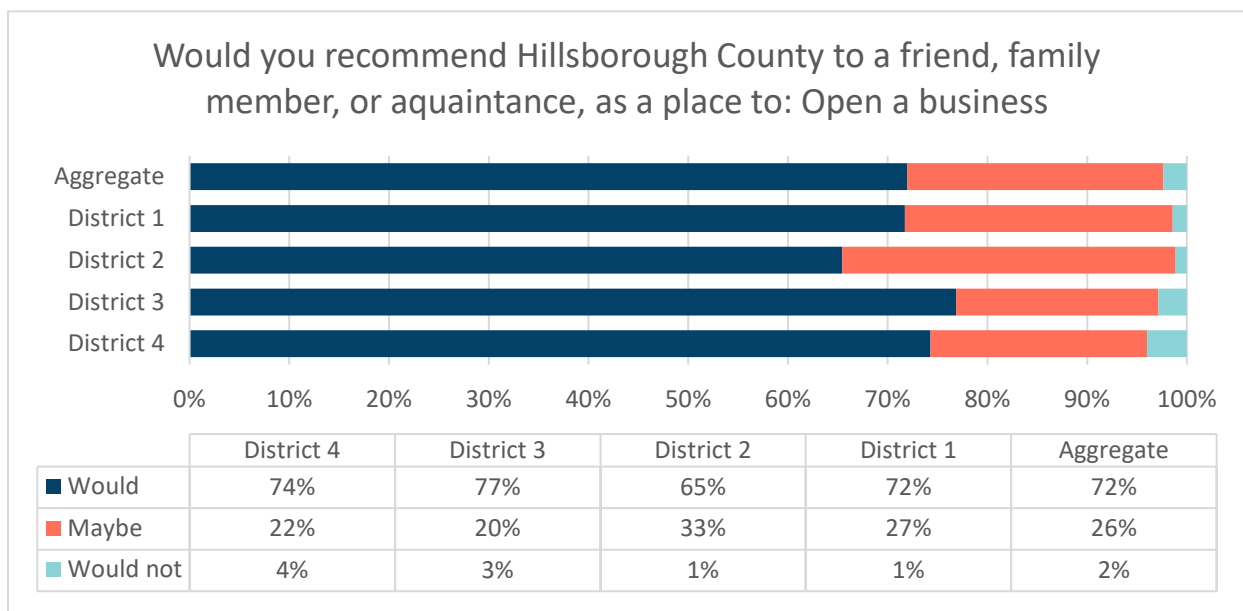
Vacationing

The graph below compares each districts' willingness to recommend the county as a place to retire to the aggregate for Hillsborough County as a whole. Unlike the other rankings, Districts 3 and 4 are statistically more likely to recommend Hillsborough County as a place to vacation, whereas both Districts 1 and 2 were significantly less likely to recommend the county. In all cases, the loss in recommendation was almost entirely replaced by increases in respondents indicating 'maybe.'



Opening a Business

The last category concerned whether you would recommend Hillsborough County as a place to open a business. The following graph compares each districts' willingness to recommend the county as a place to retire to the aggregate for Hillsborough County as a whole. Districts 3 and 4 were more likely to recommend the county than Districts 1 and 2. District 2 was the only district that was significantly less likely to recommend opening a business than the aggregate.



Expectation Gaps

Importance

Residents were asked to rank 23 different community characteristics on two different scales. The first was regarding the importance of these different characteristics to the community: to rate on a 10-point scale where 1 represents the lowest importance and 10 signifies the highest importance for the community to possess. The chart below ranks the average answers from highest importance to least importance. Note that the lowest-rated characteristic was a 7.76 on a 10-point scale, which indicates that respondents have high expectations across the range of topics.

Community Characteristic	Importance
Fire and emergency services	9.43
Personal safety	9.43
Storm and flooding resiliency	9.42
Water and waste management	9.42
Public roads, bridges, technology and architecture	9.42
Supportive services for aging population	9.41
Residential and community services for foster-care youth	9.41
Health care and human services for disadvantaged residents	9.41
Mental and behavioral health support services	9.40
Parking availability	9.40
Traffic flow on major roads	9.40
Cleanliness of public spaces	9.39
Homeless support services	9.37
Public transit	9.37
Parks and public spaces	9.33
Pedestrian safety	9.32
Cultural events, social activities, and recreation opportunities	9.30
Bicyclist safety	9.28
Sense of community	9.28
Nature preserves	9.27
Affordable/attainable housing	9.18
Career opportunities for my children	8.10
Jobs for my skillset	7.76

Experience

Following the question asking respondents to rank the importance of these characteristics was a question asking how true the individual felt that these categories were in Hillsborough County: 10 being 'extremely true' and 1 being 'not at all true.' From highest to lowest average ranking, the experience rankings are presented below.

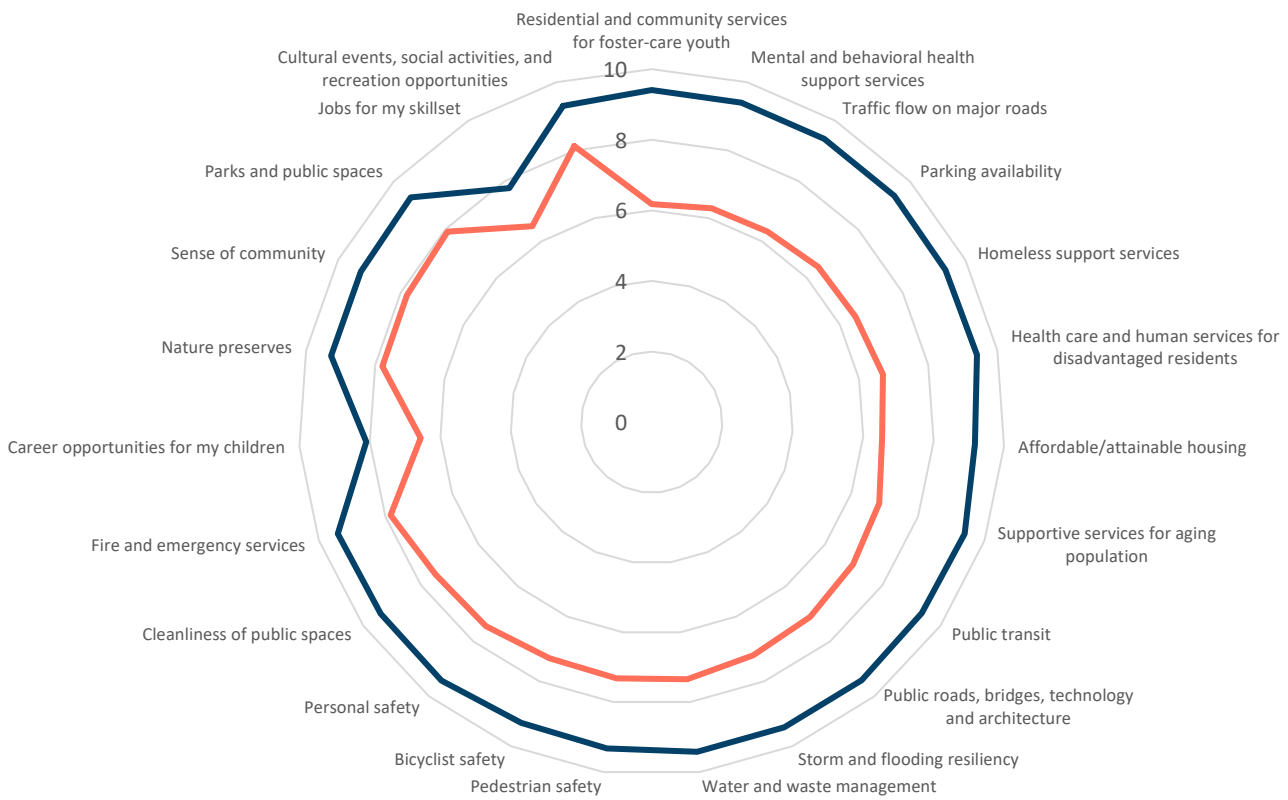
Community Characteristic	Experience
Cultural events, social activities, and recreation opportunities	8.12
Parks and public spaces	7.91
Fire and emergency services	7.85
Sense of community	7.81
Nature preserves	7.79
Cleanliness of public spaces	7.49
Personal safety	7.44
Water and waste management	7.35
Pedestrian safety	7.32
Bicyclist safety	7.28
Storm and flooding resiliency	7.20
Public roads, bridges, technology and architecture	7.11
Public transit	6.98
Supportive services for aging population	6.84
Health care and human services for disadvantaged residents	6.69
Career opportunities for my children	6.56
Affordable/attainable housing	6.54
Homeless support services	6.50
Jobs for my skillset	6.50
Parking availability	6.45
Traffic flow on major roads	6.32
Mental and behavioral health support services	6.29
Residential and community services for foster-care youth	6.18

Expectation Gaps

HCP utilizes both rankings to produce a ranking called the 'expectation gap.' This represents the difference of average experience scores from importance scores. By considering these gaps, policymakers have insight into where the community believes the levels of service or presence in the community are lacking. The graph on the next page showcases the gaps, displaying the largest gap to smallest gap in a clockwise fashion.

Expectation Gaps

— Importance — Experience



District-level Differences in Expectations

Although Hillsborough County’s commission districts share many of the same top priorities, there are some important differences to note.

Issues of traffic are paramount to District 4, the only district that did not prioritize ‘residential and community services for foster-care youth.’ District 4 was also the only district for which ‘parking availability’ ranked in the top three. Traffic-related issues do not make the top three priorities for District 2, whose priorities are all related to services for disadvantaged residents (For a deeper look into why District 2 was the only one to rank ‘homeless support services’, see Appendix L).

District 3 was the only district for which ‘affordable/attainable housing’ ranked in the top three expectation gaps. In part, HCP attributes this to the greater share of renters in District 3’s demography (27% versus 22% countywide). District 3 also has a greater share of residents in households making less than \$50,000 a year (52% versus 39% countywide). According to the Tampa Bay Times³, home prices have risen 120% since 2012 in Hillsborough County while wages have risen only 9% in the corresponding time frame. If this trend continues, ‘affordable/attainable housing’ may become a top issue for other districts in the future.

Aggregate	District 1	District 2	District 3	District 4
1. Residential and community services for foster-care youth	1. Residential and community services for foster-care youth	1. Residential and community services for foster-care youth	1. Residential and community services for foster-care youth	1. Traffic flow on major roads
2. Mental and behavioral health support services	2. Traffic flow on major roads	2. Mental and behavioral health support services	2. Traffic flow on major roads	2. Residential and community services for foster-care youth
3. Traffic flow on major roads	3. Mental and behavioral health support services	3. Homeless support services	3. Affordable /attainable housing	3. Parking availability

³<https://www.tampabay.com/business/heres-what-four-experts-predict-for-tampa-bays-real-estate-market-in-2019-20190101/>

Hillsborough County Strategic Outcomes

The county has five strategic outcomes that they have identified as components of the community that work together to achieve prosperity for the community and its individuals. This analysis offers Hillsborough County with a way of measuring its performance for each outcome in an objective fashion.

- Strong and sustainable local economy
- Enhanced public safety
- Life enrichment and recreational opportunities
- Self-sufficient individuals and families
- High-quality community assets

After asking about the importance and experience of numerous community characteristics in Hillsborough County, HCP grouped each into one of the five strategic outcomes. The table below displays all five outcomes, explains which community characteristic falls within each, and shows the average importance and experience score.

Hillsborough County's Five Strategic Outcomes	Importance	Experience
Strong and sustainable local economy: Jobs for my skillset; Career opportunities for my children; Affordable/attainable housing	8.35	6.53
Enhanced public safety: Personal safety; Bicyclist safety; Pedestrian safety; Fire and emergency services	9.37	7.47
Life enrichment and recreational opportunities: Parks and public spaces; Sense of community; Cleanliness of public spaces; Nature preserves; Cultural events, social activities, and recreation opportunities	9.32	7.82
Self-sufficient individuals and families: Health care and human services for disadvantaged residents; Homeless support services; Mental and behavioral health support services; Supportive services for aging population; Residential and community services for foster-care youth	9.40	6.50
High-quality community assets: Public roads, bridges, technology and architecture; Water and waste management; Public transit; Traffic flow on major roads; Parking availability; Storm and flooding resiliency	9.40	6.90

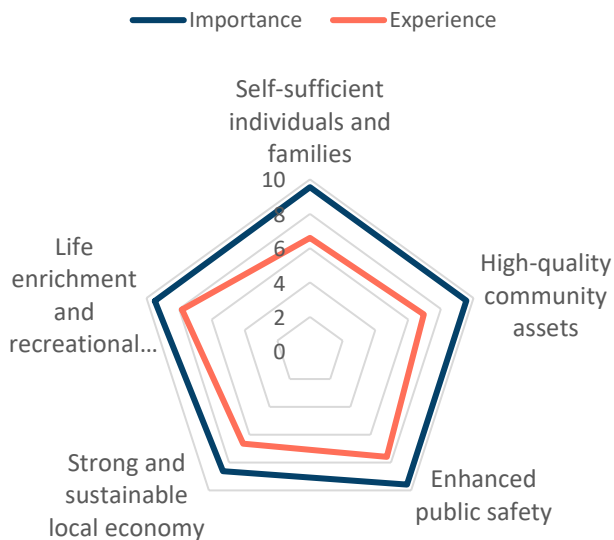


Review of the combined importance and experience outcomes illustrates that Hillsborough County residents expect more to be done in the area of “Self-sufficient individuals and families” and are most satisfied with the county’s performance in “Life enrichment and recreational opportunities.”

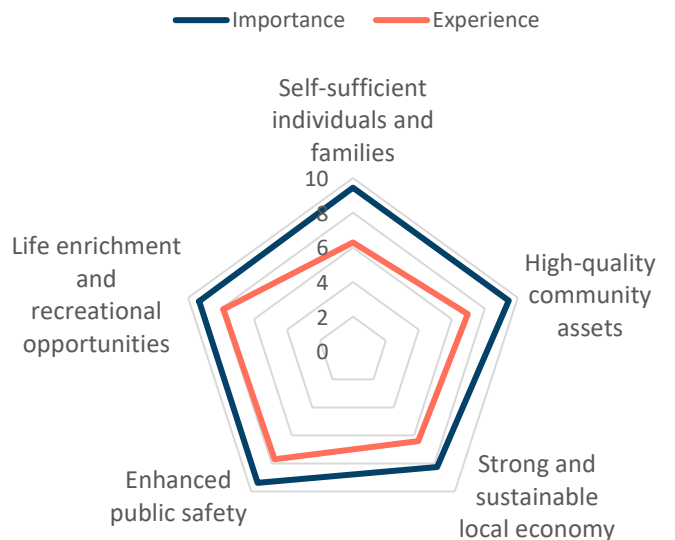
The ranking of the five strategic outcomes follows the same order for all districts except for District 2. For District 2, ‘strong and sustainable local economy’ ranked as more of a priority than ‘enhanced public safety.’

The following page plots the Hillsborough County strategic outcome expectation gaps for all four districts.

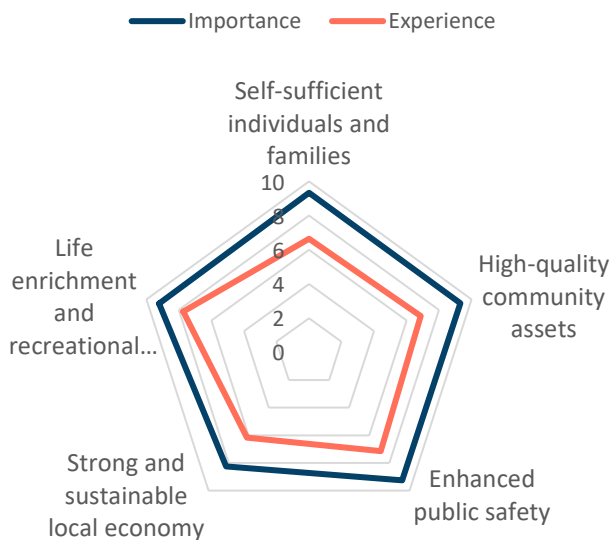
District 1 Strategic Outcomes: Expectation Gap



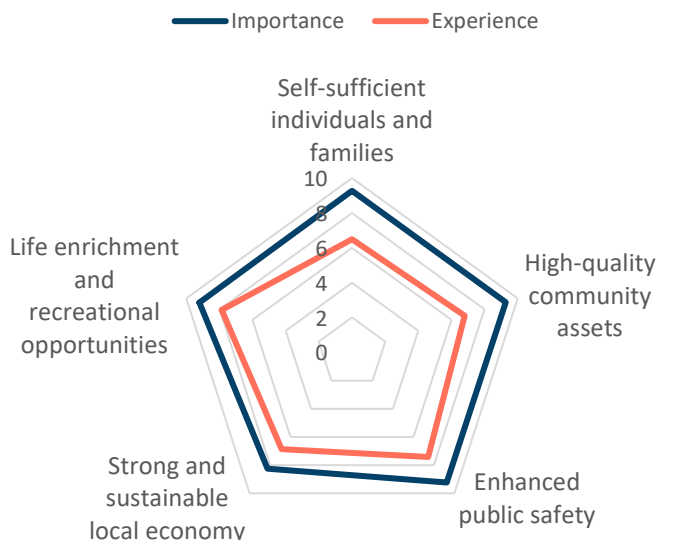
District 2 Strategic Outcomes: Expectation Gap



District 3 Strategic Outcomes: Expectation Gap

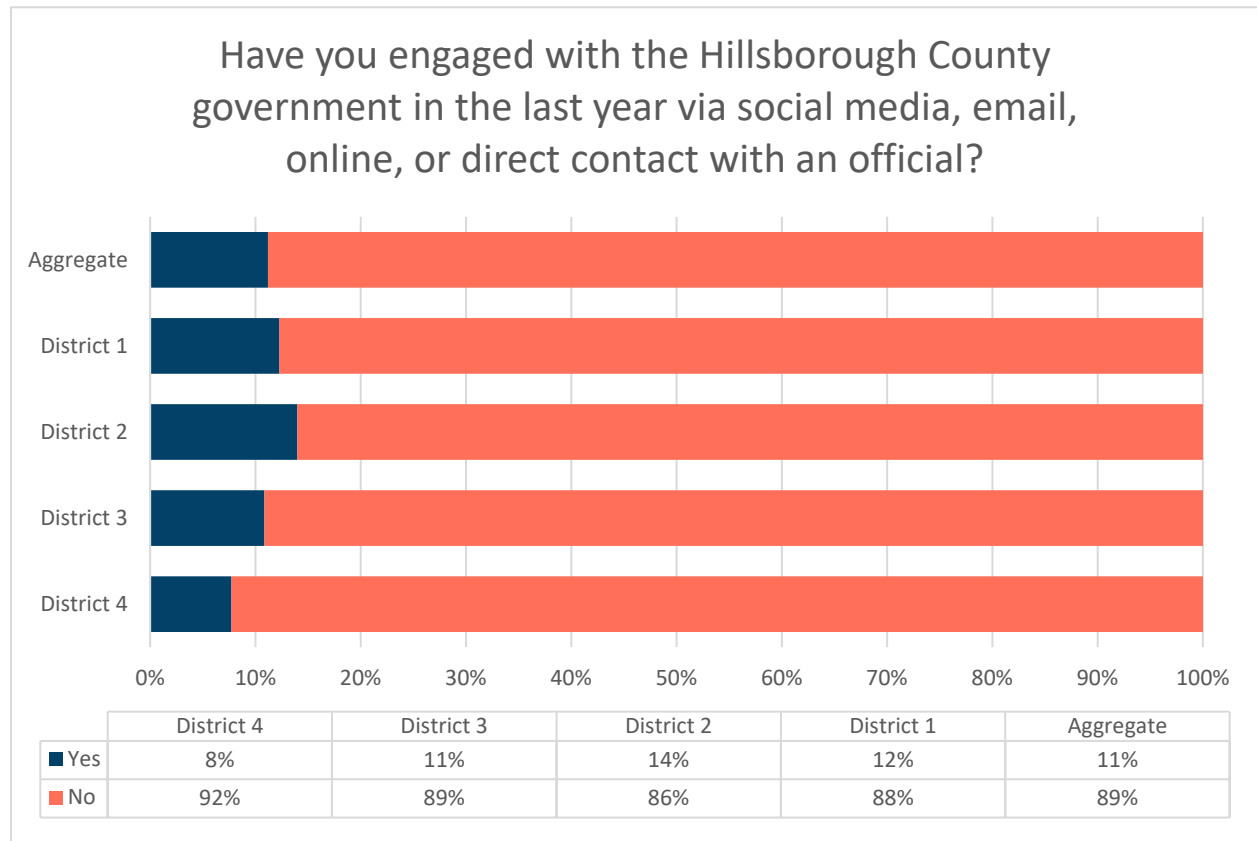


District 4 Strategic Outcomes: Expectation Gap

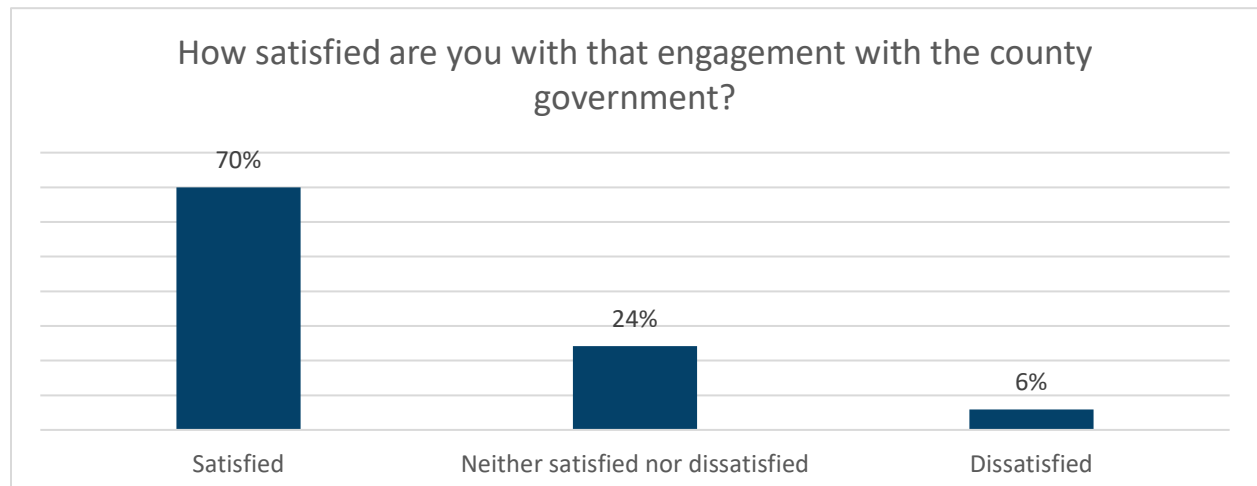


Engagement with Hillsborough County

Hillsborough County sought to gain an understanding of how engaged the average citizen is with county government. About one-in-ten (11%) have contacted the county government in the last year either through social media, online, email, or through direct contact. District-level differences did not meet the criteria of statistical significance.



The 11% who have contacted the county within the past year were then asked to rank their level of satisfaction with the interaction in a follow-up question. Seven of ten residents indicated satisfaction, approximately one-quarter (24%) felt neutral towards the interaction and only 6% of respondents indicated dissatisfaction.



Following the satisfaction question, an open-ended follow-up question was posed to the respondents, specifically asking what the contact was regarding. Most the reasons cited for contacting the county concerned various issues regarding roads, traffic, permits, and housing.



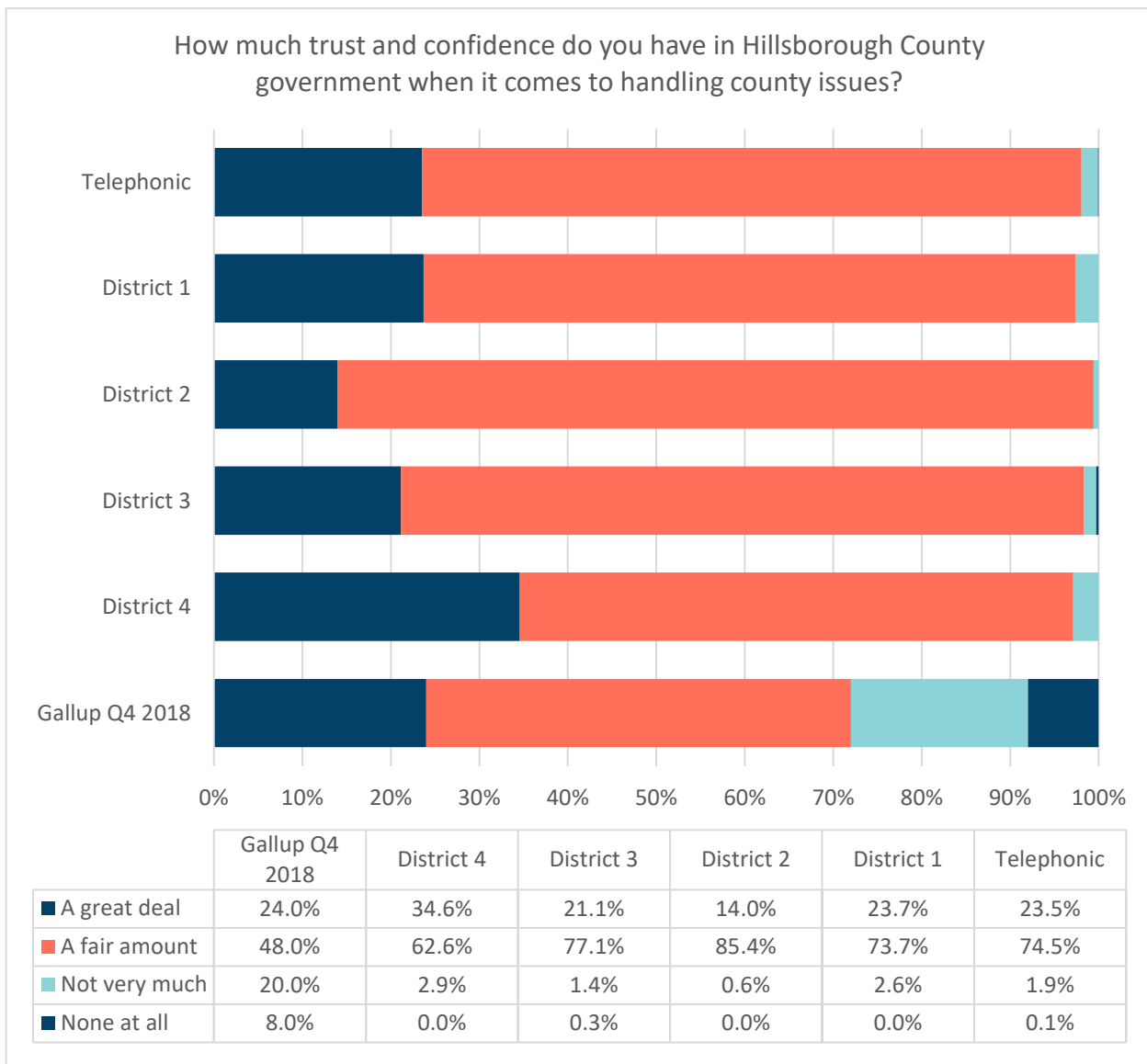
We further analyzed the responses based on whether the respondent was satisfied or dissatisfied with their interaction with Hillsborough County. Using keyword analysis, we identified the top three departments mentioned for both satisfied and dissatisfied respondents. Because there were only 12 respondents in the “dissatisfied” category that mentioned any departments, they do not meet the necessary bar for statistical significance and are not included. Other, less frequently mentioned departments included: Affordable Housing, Pet Resources, Hillsborough County Schools, and Homeless Services.

Satisfied with Interaction Top 3 Departments Mentioned	
Public Works	27.3%
Development Services	13.6%
Tax Collector	7.3%

Trust and Confidence in Hillsborough County

Understanding the degree of trust that residents have in their county government is important. The Gallup poll surveys the nation to rate citizens’ levels of trust with government; this survey question mirrors the national survey, but on a county level.

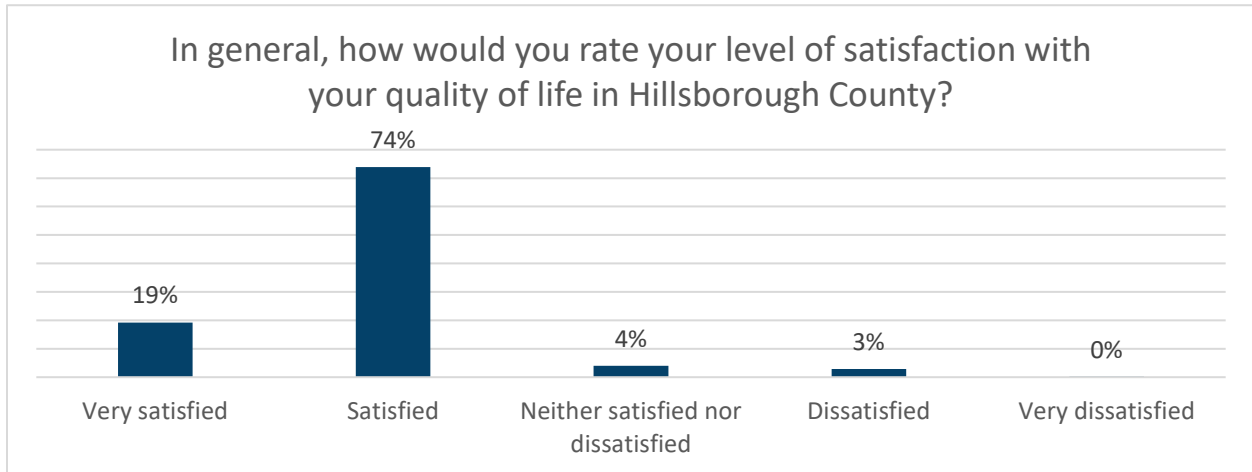
Hillsborough County performs substantially better than the national average, with 98% of the county expressing some degree of trust and confidence in Hillsborough County. The most noteworthy district-level differences lie with the share of respondents indicating ‘a great deal’ of trust and confidence. District 4 has a substantially higher level of trust and confidence at ‘a great deal’, while District 2 has a substantially lower level of trust and confidence in county government at that same level of enthusiasm. This is despite District 2 having the highest combined score of ‘a great deal’ and ‘a fair amount’ – with 99.4% of respondents indicating some degree of trust and confidence with the county.



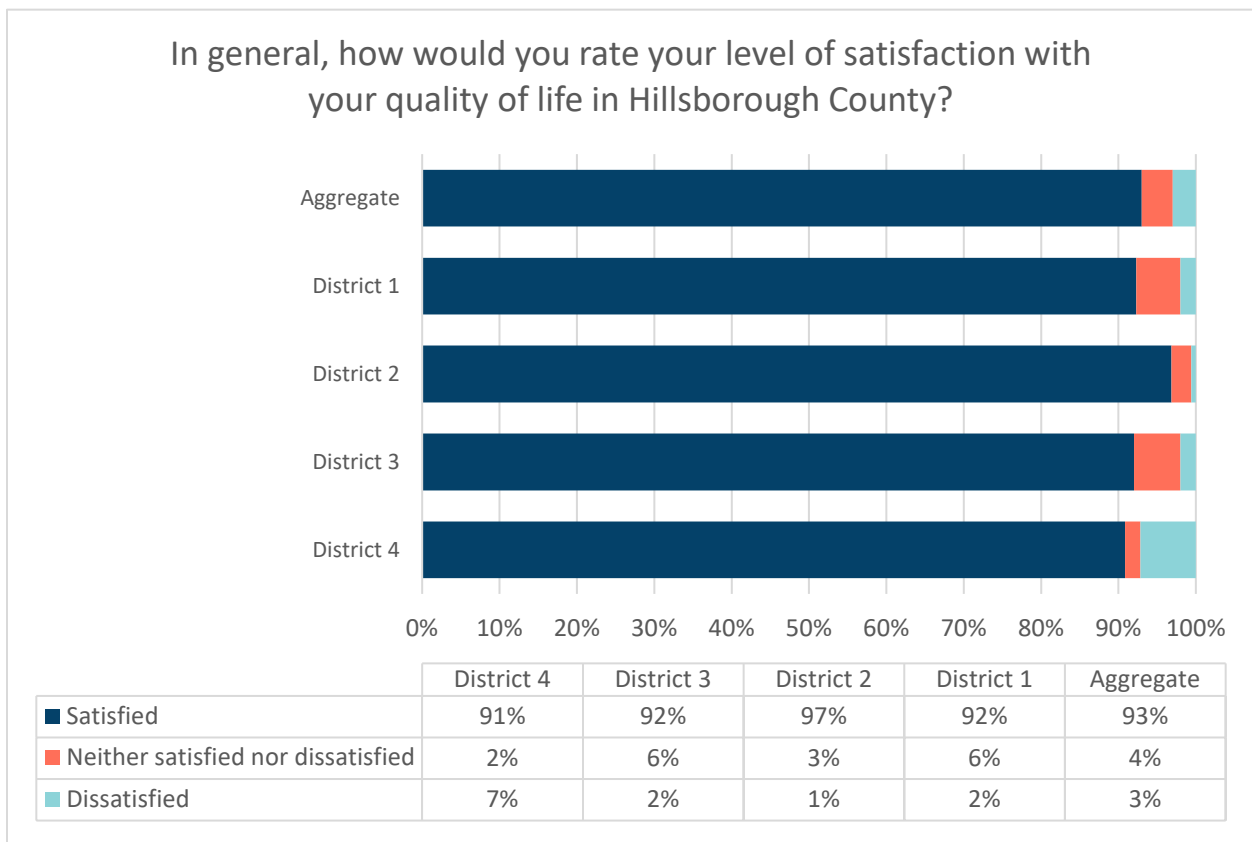
Quality of Life

Contemporaneous Quality of Life

Overall resident satisfaction with quality of life is very high, with 93% of the county expressing satisfaction. No respondent indicated 'very dissatisfied,' while three percent of respondents indicated 'dissatisfied.'



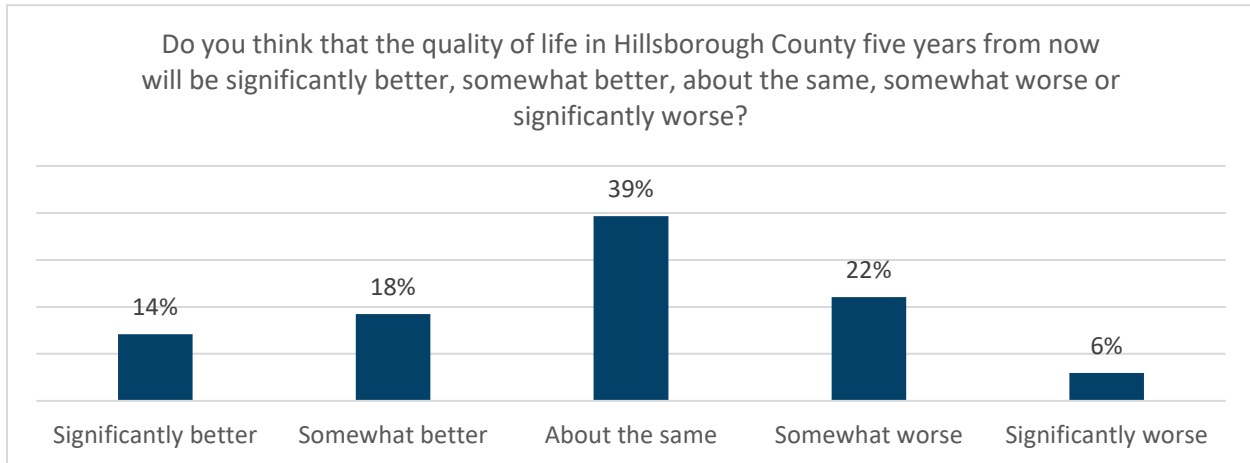
When considering district-level differences in satisfaction, there are few. District 2 stands out as the only district with a statistically significant difference in satisfaction, with 97% of respondents indicating that they were satisfied with their quality of life. All other district-level differences were not statistically significant.



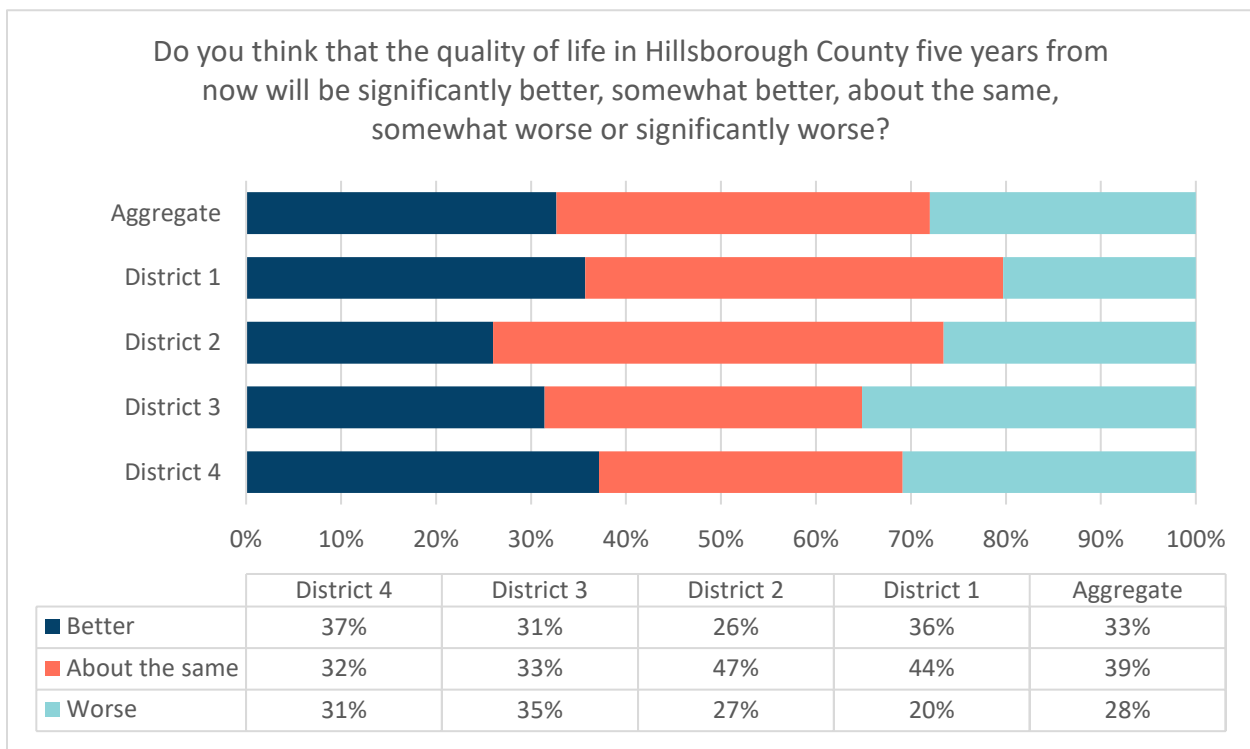
Quality of Life in Five Years

Respondents were then asked about how they believe their quality of life will be in five years from today. This question provides Hillsborough County the opportunity to know the degree of optimism that residents have regarding their future in the county.

Despite near-unanimous satisfaction with quality of life in Hillsborough County, only one-third of the population indicated a belief that their quality of life will be better five years from now. More than a quarter (28%) of respondents indicated a belief that conditions would worsen. The largest share, 39%, felt that their quality of life would be about the same.



District 2, the most satisfied district from the contemporaneous quality of life question, is the least likely to report a perception of improving quality of life in five years. At the same time, the least optimistic district from the previous question, District 4, had the largest share of the population indicating a sense of quality of life improving.



Open Ended Feedback

Regardless of respondents’ answers, an open-ended follow up question was asked to gain a deeper understanding of the causes of their answers. Using keyword analysis, HCP categorized the responses into the same 23 community characteristics used in the importance and experience metrics to develop a better understanding of which themes were most related to residents’ quality of life.

Negative Future Quality of Life Top Three Community Characteristics Mentioned	
Traffic flow on major roads	20.3%
Homeless support services	8.1%
Personal safety	7.8%

For negative responses, the top three community characteristics revolved around the topics of growth and overdevelopment. One in five open-ended responses specifically mentioned that traffic-related issues were the cause of their negative outlook for the future. Responses that covered multiple different categories – in some cases, spanning five or six different community characteristics –

comprised 17.2% of responses to this question. In general, concerns that the city is growing faster than its infrastructure can support it are the primary topics of mention. Given that Hillsborough County was the tenth fastest growing county in 2019⁴, these concerns are motivated by a real increase in new residents to the area.

For those who expressed a hope that the quality of life would be better, comments were largely surrounded by themes of a strong economy⁵. Where the ‘infrastructure’ category of ‘public roads, bridges, technology and architecture’ ranked fourth in negative quality of life mentions, it was second in the positive quality of life mentions. By and large, positive quality of life mentions took a growth-positive approach to their recommendations, largely believing that the county and city governments will be able to handle growth-related changes due to improvements made in the infrastructure – especially roads and public transit-related infrastructure.

Positive Future Quality of Life Top Three Community Characteristics Mentioned	
Economy	13.2%
Public roads, bridges, technology and architecture	12.3%
Supportive services for an aging population	3.5%

One oft-mentioned category that was cited by positive-minded respondents was unrelated to growth and infrastructure: ‘Supportive services for an aging population’. With feedback such as “They are doing more for the elderly”, “The county is doing a great job for the elderly, such as myself.”, and “I think they have come a long way with services to the elderly”, Hillsborough County residents are expressing a sense that this particular area has seen improvements in recent times.

⁴ <https://www.tampabay.com/business/hillsboroughs-booming-growth-makes-tampa-bay-one-of-the-countrys-fastest-growing-regions-20190422/>

⁵ Rather than build separate categories for ‘Jobs for my Skillsets’ and ‘Career opportunities for my children’, which does not accurately cover respondents’ musings about the general state of the economy (As opposed to narrowly focusing on their own specific employment)

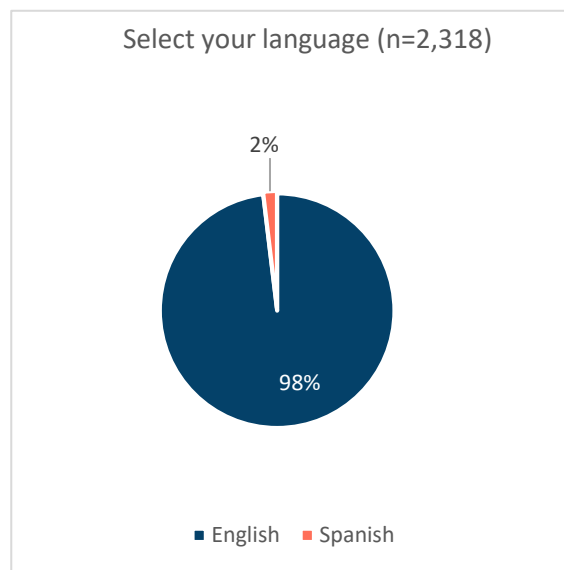
Online Study Findings

This section explores the results of the online Hillsborough County Citizen Survey. The online results reflect the opinions of those most engaged with Hillsborough County, but they are not statistically representative of the average Hillsborough County resident. Analysis in this section focuses on identifying these differences and understanding why individuals more engaged with Hillsborough County have differing priorities than the average resident. It should be noted that respondents to the online survey represent a wealthier, longer tenured, and more educated audience than the county as a whole. Differences in the priorities of this group should always be considered through that lens.

During the two-week window in which the survey was available, 2,309 individuals opted to take the survey.

Demographics

Approximately one-fourth of county residents do not speak English as their primary language; therefore, Hillsborough County expressed interest in offering the survey in both Spanish and English. Hillsborough County also utilized a mixture of Spanish and English media for distribution of the survey. The first question required the respondent to select with which language they would like to proceed in. The overwhelming majority (98%) of respondents selected English.



Once the respondent selected a language, they were asked a qualifying question clarifying whether they are a Hillsborough County resident. Those who do not live in Hillsborough County were disqualified from taking the rest of the survey, and the remaining residents proceeded with the remainder of the questions in either English or Spanish.

The demographic questions from the survey are presented in the following pages, contrasted to the telephonic survey to highlight differences in the respondent base. Unlike the telephonic survey, the sample size varies per question in the online survey; to capture this, the total sample size is included to the right of each question in the chart. The claimed split between unincorporated residents and city-dwellers is nearly half-and-half for online. Further, online responses did capture a small number of seasonal Hillsborough County residents.

	Online	Telephonic
Do you live in Hillsborough County year-round? (n=2,283)		
Yes	99%	100%
No	1%	0%
Do you live in unincorporated Hillsborough County or within a city? (n=2,267)		
Unincorporated	55%	71%
Incorporated	45%	29%

Residents participating in the online survey vary more drastically in the length of time that they have lived within the county than telephonic respondents. Online respondents also are more indecisive about whether they want to stay or move from the county within the next year. The breakdown of residents with children under 18 in their home are very similar between the online and telephonic survey.

	Online	Telephonic
How long have you lived within Hillsborough County? (n= 1,878)		
One year or less	5%	1%
2 to 4 years	16%	4%
5 to 9 years	14%	22%
10 to 14 years	12%	34%
15 years or more	54%	39%
Do you have plans to move away from Hillsborough County within the next year? (n=1,878)		
Yes	7%	2%
No	71%	91%
Unsure	22%	7%
Do you have children under the age of 18? (n=1,872)		
Yes	37%	40%
No	63%	60%

The remaining demographic comparisons are presented below.

	Online	Telephonic
Do you rent or own your current Hillsborough County residence? (n=1,847)		
Rent	15%	22%
Own	85%	78%
What is your highest level of education? (n=1,874)		
Did not complete high school	0%	4%
High school or GED	6%	24%
Trade or vocational school	3%	12%
Some college	24%	35%
Bachelor's Degree	37%	19%
Master's Degree	22%	6%
Doctoral or Professional Degree	6%	0%
What age range do you fall in? (n=1,850)		
Under 24	2%	12%
25-34	15%	19%
35-44	22%	18%
45-54	24%	18%
55-64	20%	15%
65+	18%	18%
What gender do you classify with? (n=1,846)		
Male	37%	48%
Female	61%	52%
Other	2%	0%
What race do you identify with? (n=1,834)		
White/Caucasian	80%	50%
Black/African American	5%	16%
Hispanic/Latino	9%	27%
Asian/Pacific Islander	2%	2%
Other	4%	5%
In what range does your household income fall? (n=1,758)		
Under \$25,000	4%	9%
\$25,000 to \$49,999	13%	30%
\$50,000 to \$74,999	19%	33%
\$75,000 to \$99,999	17%	16%
\$100,000 to \$149,999	26%	9%
\$150,000+	21%	2%
Refused	0%	2%

Incorporated versus Unincorporated Hillsborough County

While we know from the American Community Survey that there is not a 50/50 split between those living in a city vs. unincorporated Hillsborough County, the survey posed questions to gain an understanding regarding if the online respondents were truly aware of whether they lived in one of Hillsborough County’s three municipalities.

Unlike the telephonic survey, where geolocating of addresses was possible to plot responses individually on the map, we merely asked online respondents – if they indicated that they lived in a city – to name the city.

The question was open-ended to allow the respondent the freedom to enter whichever city they believe to live in. The following chart illustrates plainly that respondents frequently cite their neighborhoods and other places that are non-municipalities as their home ‘city.’

These findings echo the same conclusions found in the telephonic survey, which suggest that there is widespread confusion among citizens as to this topic. Confusion persists even though the online survey participants skewed towards an older, more educated, wealthier demographic, with a more-than-average level of engagement with Hillsborough County.

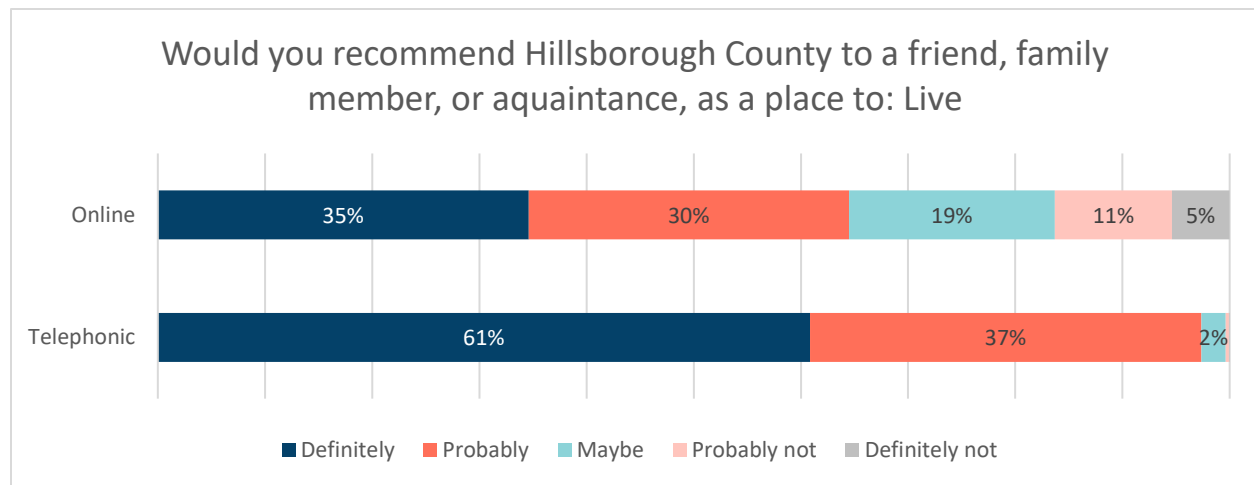
“What city do you live in?”		
Respondent Answer	Actual location	Distribution
Tampa	City	44%
Riverview	Unincorporated	16%
Valrico	Unincorporated	7%
Temple Terrace	City	4%
Brandon	Unincorporated	4%
Plant City	City	4%
Gibsonton	Unincorporated	3%
Ruskin	Unincorporated	3%
Apollo Beach	Unincorporated	3%
Sun City Center	Unincorporated	3%
Lutz	Unincorporated	2%
Lithia	Unincorporated	2%
Town n Country	Unincorporated	1%
Westchase	Unincorporated	1%
Seffner	Unincorporated	1%
Wimauma	Unincorporated	1%

Recommending Hillsborough County

While the telephonic survey received very high recommendation levels, there is much more variance with the levels of recommendation from the online survey. Across the board, online respondents were more tepid in their recommendation, and response rates were approximately even between positive and negative responses.

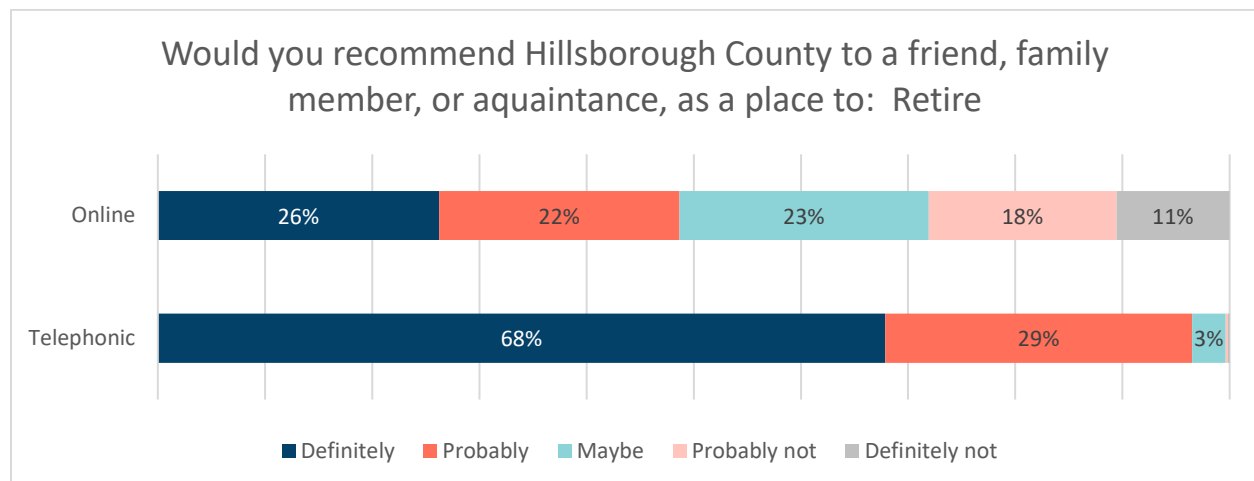
Living

Only 65% of online respondents would recommend Hillsborough County as a place to live. This contrasts starkly with the telephonic respondent base, of which 98% indicated that they would 'definitely' or 'probably' recommend the county as a place to live.



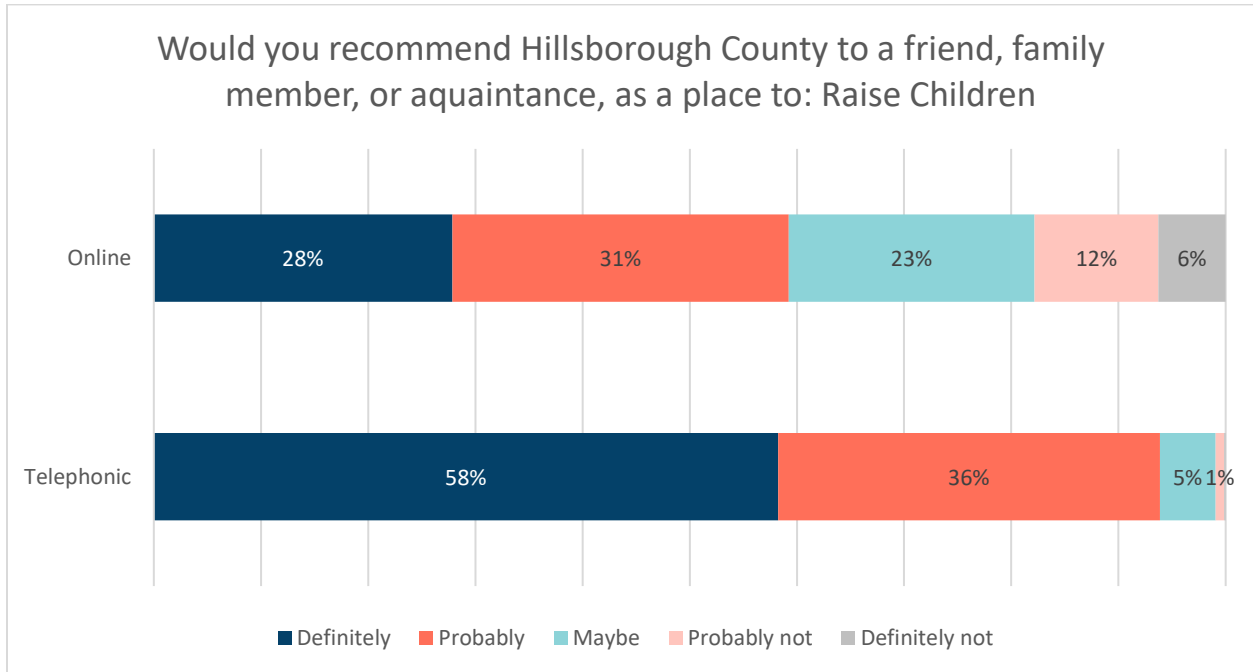
Retiring

Retiring was the lowest-scoring recommendation category among the online respondents, with only 48% indicating that they would either 'definitely' or 'probably' recommend the county as a place to retire. One-in-ten online respondents indicated that they would 'definitely not' recommend the county as a place to retire. That represents a share of very negative responses that is nearly double the other recommendation categories' shares.



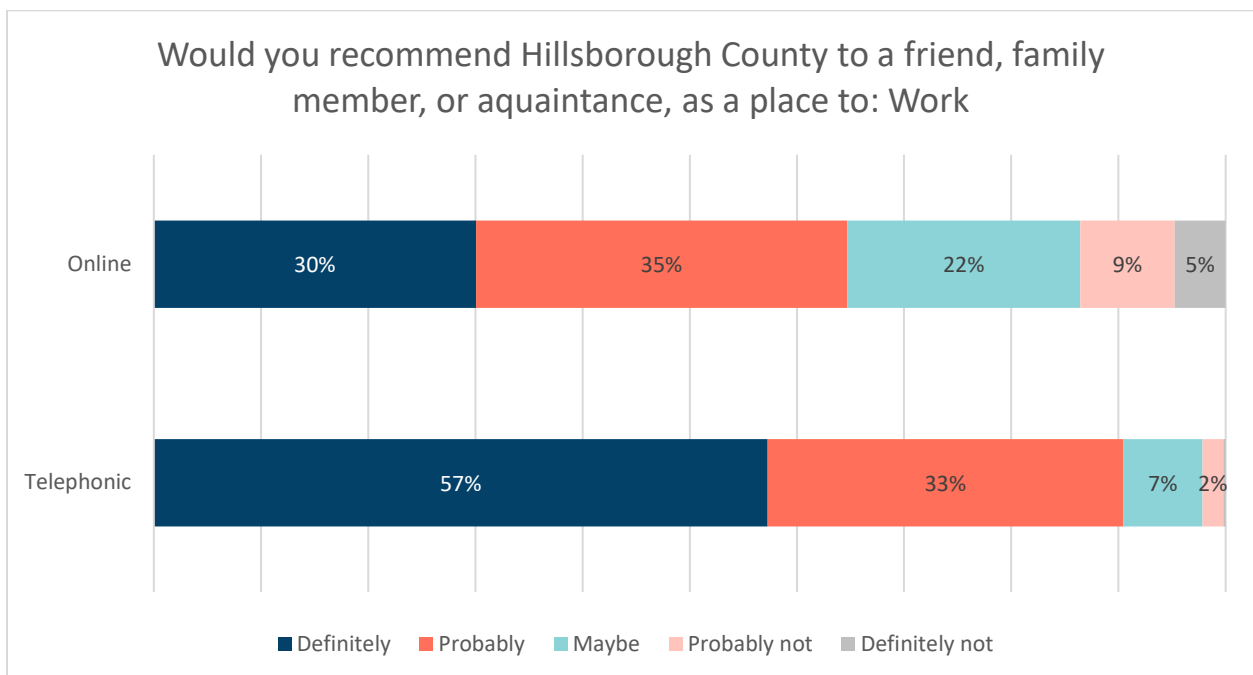
Raising Children

Following the trend of the other recommendation categories, 59% of the online respondents indicated that they would 'definitely' or 'probably' recommend the county as a place to raise children. In contrast, 58% of the telephonic respondents would 'definitely' recommend the county as a place to raise children.



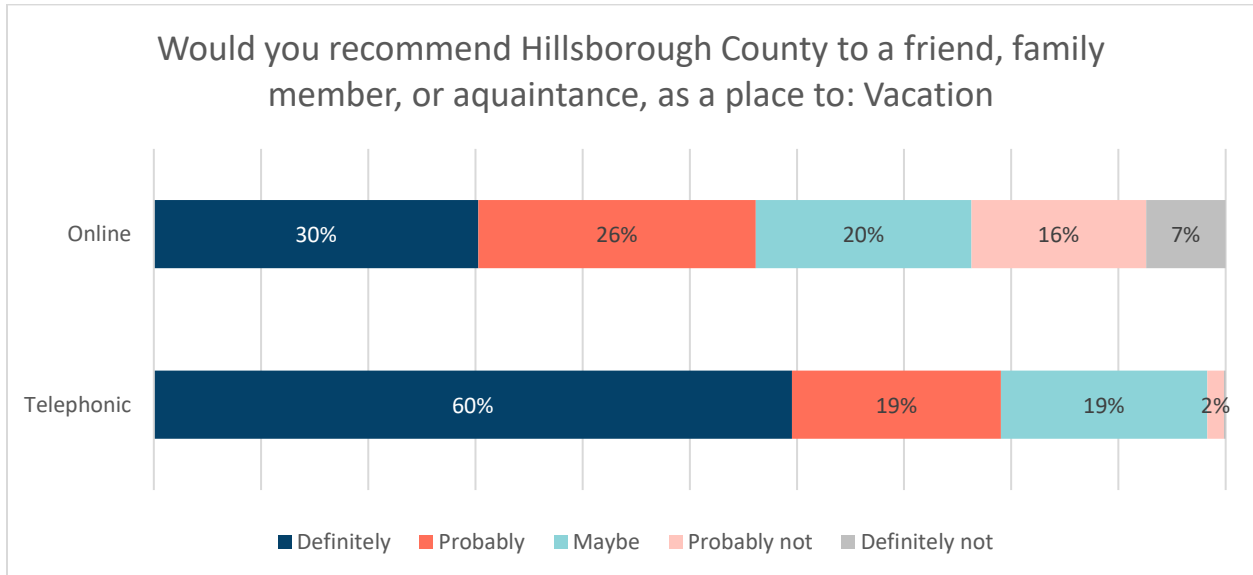
Working

Tied with 'living' for the most recommended, 65% of online respondents indicated some amount of recommending the county as a place to work.



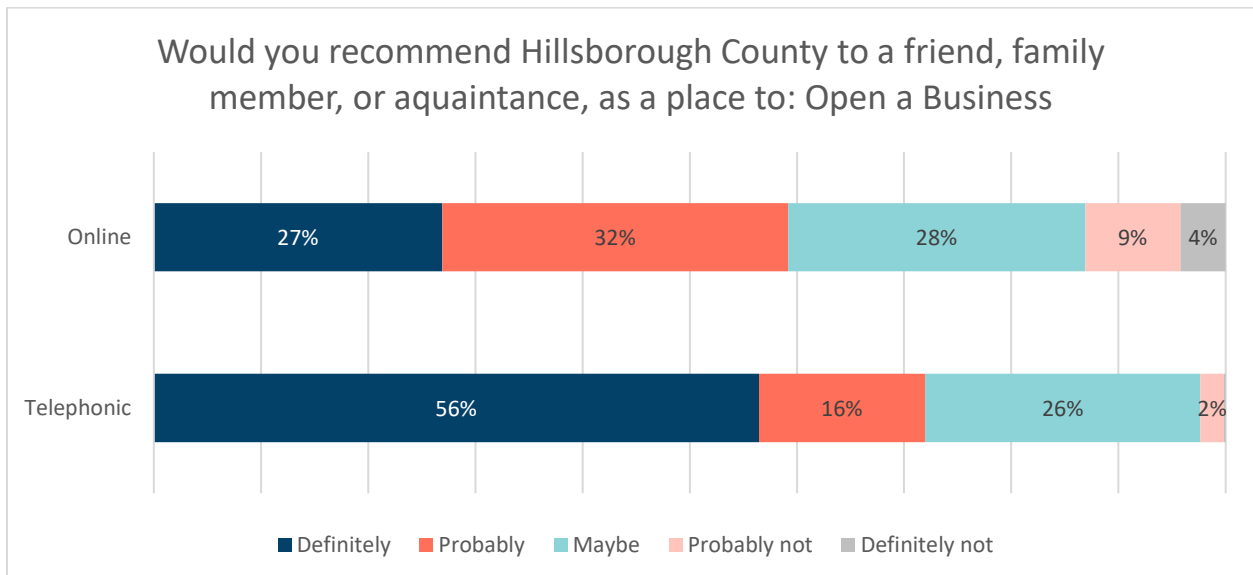
Vacationing

Slightly more than half of the online survey respondents, 56%, would recommend Hillsborough County as a place to vacation. One interesting comparison to the telephonic survey is the identical share of respondents who indicated 'maybe.'



Opening a Business

Opening a business was the recommendation category for which the online respondents had the least amount of negative feedback. As with vacationing, the share of 'maybe' is roughly the same between the online and the telephonic respondents. This suggests that many county residents are not familiar enough with the process to render an opinion.



Expectation Gap

The survey poses a two-part question to Hillsborough County residents; the first question asked being to rate the level of importance of specific characteristics the community possesses on a scale of 1 through 10, where 1 indicates low importance and 10 represents the highest importance. The following characteristics were averaged and ranked from most important to least important in the chart below. The most important characteristic that online respondent value is 'personal safety', followed by 'traffic flow on major roads'; 'fire and emergency services,' 'public roads, bridges, technology, and architecture,' and 'cleanliness of public spaces.' It is apparent where the differences are in importance for online and telephonic respondents.

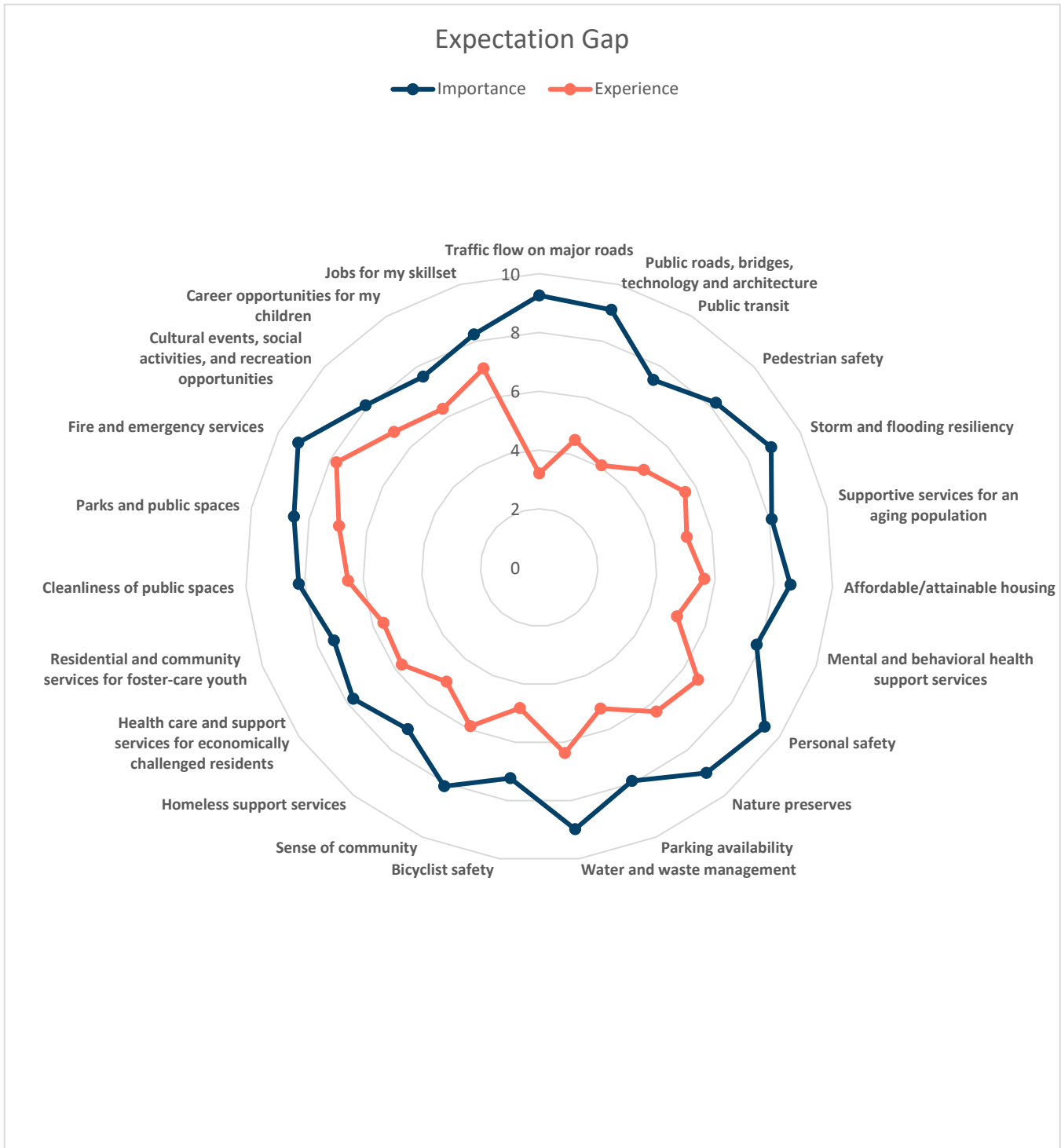
Community Characteristics: Importance	Online	Telephonic
Personal safety	9.39	9.43
Traffic flow on major roads	9.26	9.40
Fire and emergency services	9.23	9.43
Public roads, bridges, technology and architecture	9.10	9.42
Cleanliness of public spaces	8.20	9.39
Water and waste management	8.99	9.42
Storm and flooding resiliency	8.89	9.42
Affordable/attainable housing	8.57	9.18
Parks and public spaces	8.52	9.33
Jobs for my skillset	8.23	7.76
Pedestrian safety	8.22	9.32
Nature preserves	9.01	9.27
Sense of community	8.12	9.28
Cultural events, social activities, and recreation opportunities	8.09	9.30
Supportive services for aging population	8.07	9.41
Parking availability	7.92	9.40
Mental and behavioral health support services	7.85	9.40
Health care and human services for disadvantaged residents	7.75	9.41
Career opportunities for my children	7.60	8.10
Public transit	7.47	9.37
Residential and community services for foster-care youth	7.42	9.41
Bicyclist safety	7.23	9.28
Homeless support services	7.09	9.37

Following the question of importance, respondents ranked each of these characteristics according to how true the individual felt that the county supported these attributes: 1 being 'not at all true' and 10 being 'extremely true.' Online respondents were most satisfied with fire and emergency services, followed by jobs for my skillset and then parks and public spaces.

Online respondents had particularly harsh views on the issues of transit and transportation. The worst-performing community characteristics for experience were 'traffic flow on major roads,' 'public transit,' and 'public roads, bridges, technology and architecture.' The aggregated ratings for those categories were as much as half that of the telephonic respondents.

Community Characteristics: Experience	Online	Telephonic
Fire and emergency services	7.77	7.85
Jobs for my skillset	7.03	6.50
Parks and public spaces	6.96	7.91
Cultural events, social activities, and recreation opportunities	6.76	8.12
Personal safety	6.62	7.44
Cleanliness of public spaces	6.52	7.49
Water and waste management	6.38	7.35
Career opportunities for my children	6.32	6.56
Nature preserves	6.32	7.79
Sense of community	5.88	7.81
Health care and human services for disadvantaged residents	5.72	6.69
Affordable/attainable housing	5.63	6.54
Residential and community services for foster-care youth	5.63	6.18
Storm and flooding resiliency	5.60	7.20
Parking availability	5.23	6.45
Supportive services for aging population	5.13	6.84
Homeless support services	5.01	6.50
Mental and behavioral health support services	4.97	6.29
Pedestrian safety	4.86	7.32
Bicyclist safety	4.83	7.28
Public roads, bridges, technology and architecture	4.51	7.11
Public transit	4.07	6.98
Traffic flow on major roads	3.20	6.32

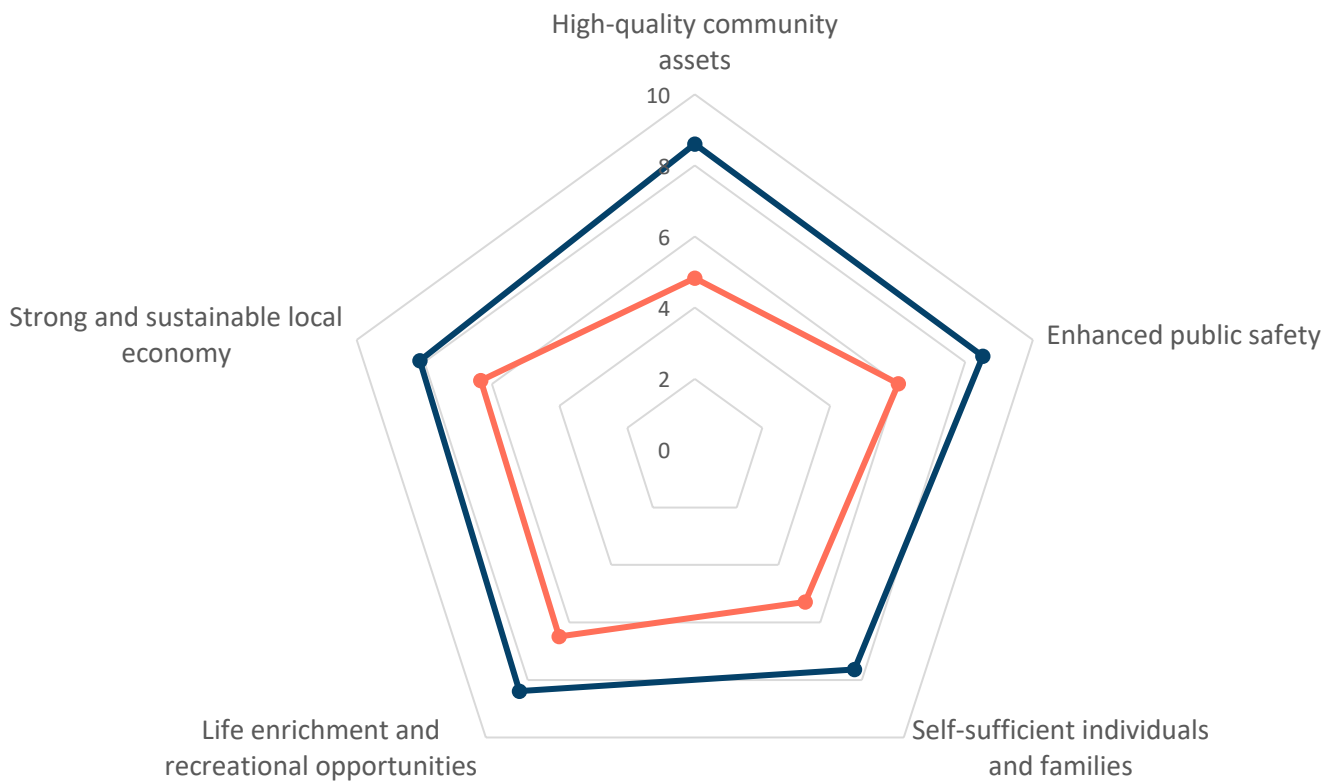
This graph shows the expectation gap of the online responses. Traffic flow, infrastructure, and public transit are the largest areas to be improved upon – they were the lowest scoring metrics in terms of experience, and some of the most important in terms of online respondents’ rankings of importance. As with the telephonic responses, the smallest expectation gaps lie with issues of the economy and public spaces such as parks. This suggests a broad approval both among the general population and those most engaged with the county regarding those themes.



When grouped into Hillsborough County's five strategic outcomes, as in the graph below, the largest gap is with high-quality community assets for the online respondent, and they feel the strongest or happiest regarding a strong and sustainable local economy.

Expectation Gap: Strategic Outcomes

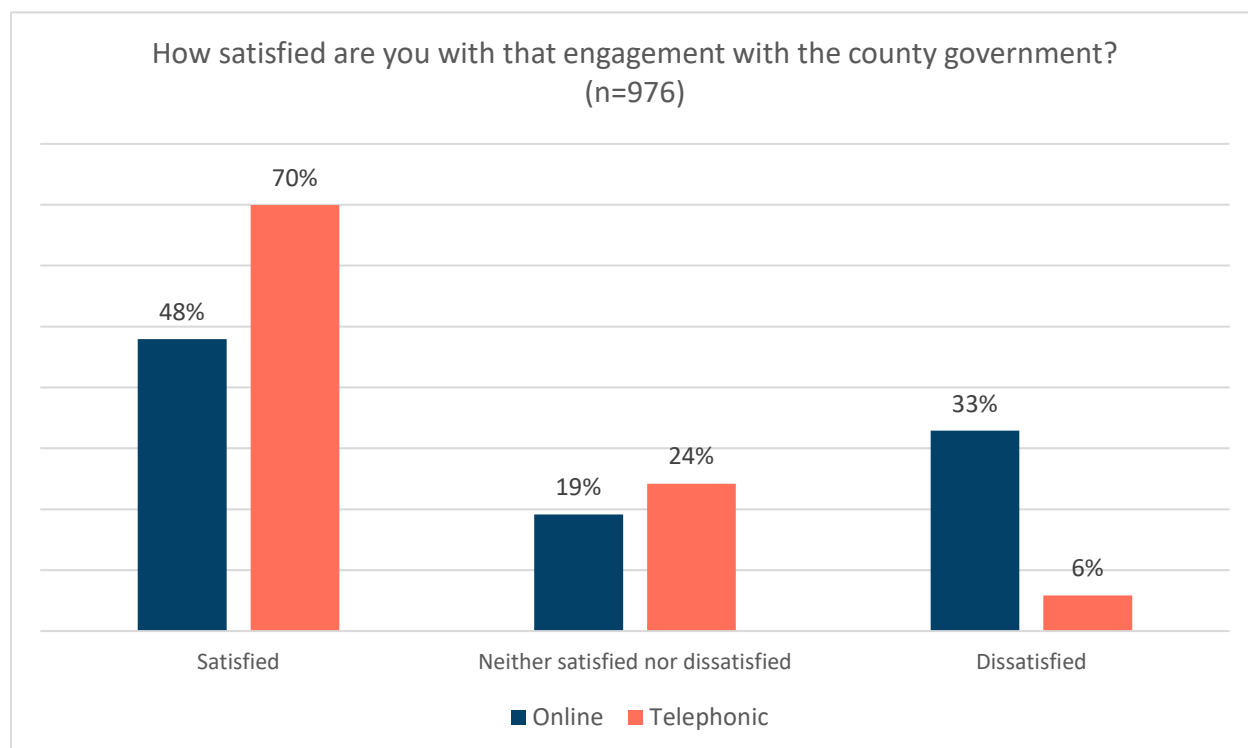
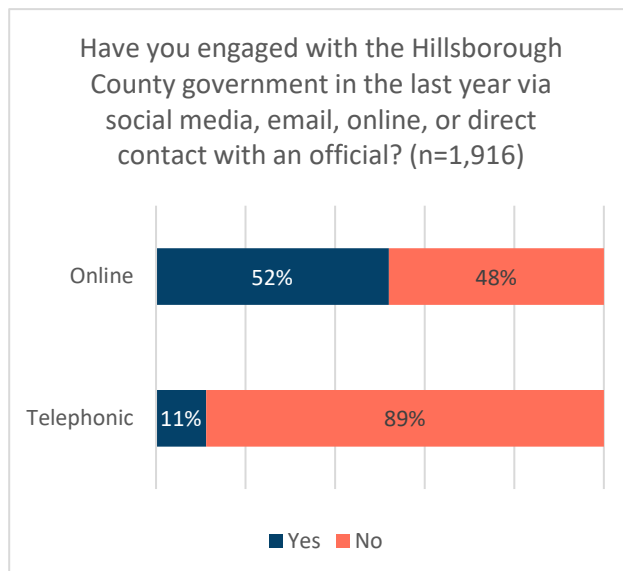
● Importance ● Expectation



Engagement with Hillsborough County

Respondents were asked if they have engaged with the county over the past year through a variety of media; more than half of them (52%) indicated that they did. Those interacted with the county were then asked to rate their level of satisfaction with the engagement. One-third (33%) of those who contacted the county were not satisfied with their interaction. Almost one-in-five (19%) felt neutral about their interaction with county government, and almost half (48%) were satisfied. This graph below shows how many more online respondents are engaged with the county than the average county resident.

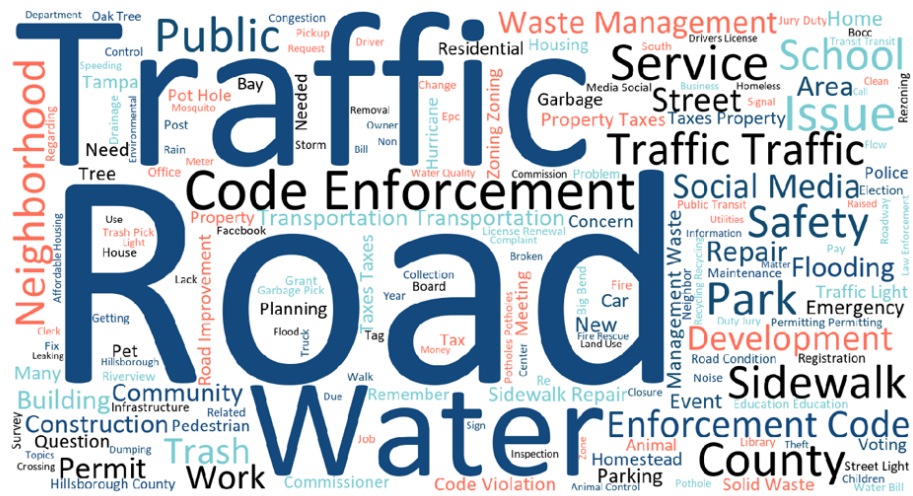
In general, online respondents were significantly more negative regarding their interactions with Hillsborough County, with more than five times the share of respondents indicating dissatisfaction with their interaction with Hillsborough County. This is largely attributed to self-selection bias⁶ among the online respondent base – people with a negative opinion to share made sure to log on and participate in the survey.



⁶ <https://www.driveresearch.com/single-post/2016/09/26/What-is-Self-Selection-Bias-in-Market-Research-Online-Surveys>

Those who contacted the county were also asked in a comment box, what the subject matter of the engagement was about. The responses were turned into a word cloud. It is apparent that the predominant reasons people contacted the county was regarding traffic, the road, utilities, and code enforcement.

In order to gain a deeper understanding of the departments contacted and the level of satisfaction per subject matter, a keyword analysis was used to classify open-ended responses into departments based on the subject matter of the response. The departments and agencies listed on the county website were the focus of this analysis. Keywords were defined and programmed to fit the survey responses to the 23 characteristics.



Once the responses were coded, HCP assigned departments to each response. Those satisfied with county engagements were separated from those dissatisfied to see if there was a specific department or agency in either of the categories.

Online County Engagement: Dissatisfied Top Three Departments Contacted

Public Works	37.5%
Development Services	7.1%
Solid Waste Services	5.1%

The top three departments that link back to residents being dissatisfied are ‘Public Works’ (38%), ‘Development Services’ (7%), and ‘Solid Waste Services’ (5%). While these are the top three responses per department, 17% listed multiple departments and 6% did not include a response, leaving the question blank.

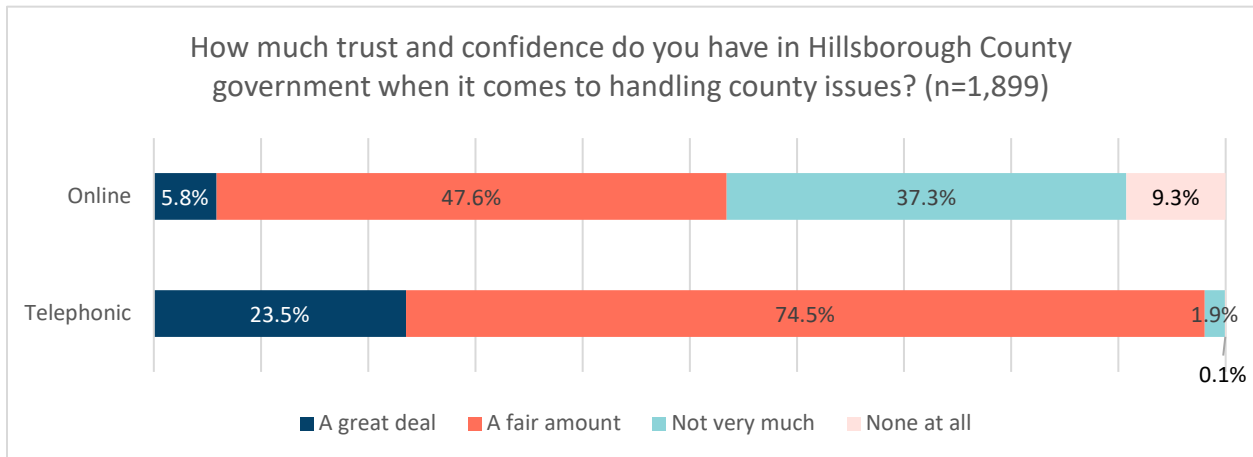
Satisfied responses cited the same top three departments in roughly even shares, with ‘Solid Waste Services’ edging out ‘Development Services’ in this category. Those that reported on more than one department account for 14% and those leaving the question blank account for 9%. Ultimately, no department garnered enough of a difference between positive and negative feedback to identify any noteworthy problems with one department.

Online County Engagement: Satisfied Top Three Departments Contacted

Public Works	15.9%
Solid Waste Services	8.0%
Development Services	5.7%

Trust and Confidence in Hillsborough County

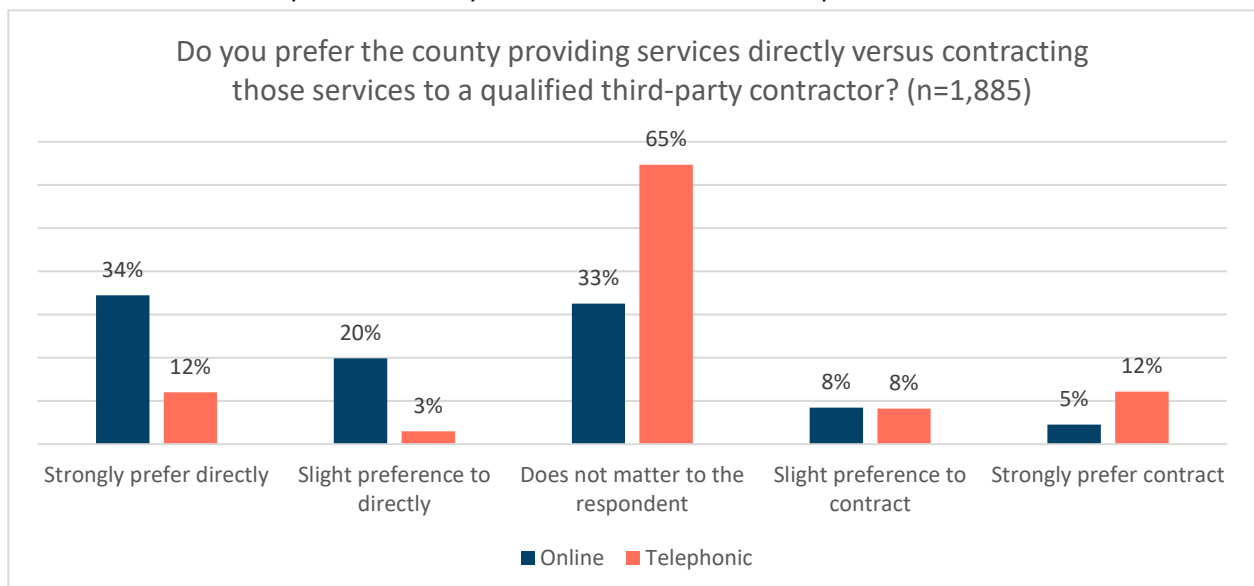
Hillsborough County residents were asked to rate how much trust and confidence they have in the county government when it comes to handling issues in the county. The responses for the online survey were substantially less trusting than the telephonic responses. While the most selected option was trusting the government ‘a fair amount’ (48%), there remains 46% who either do not trust the government very much or at all.



Contrasting the telephonic and online methodologies reveals stark differences. While only 54% of online respondents trust the county government to any degree, the 99% of the telephonic respondents trust the government. While almost one-in-ten (9%) do not trust the government at all with the online survey, no one expresses this sentiment in the telephonic survey.

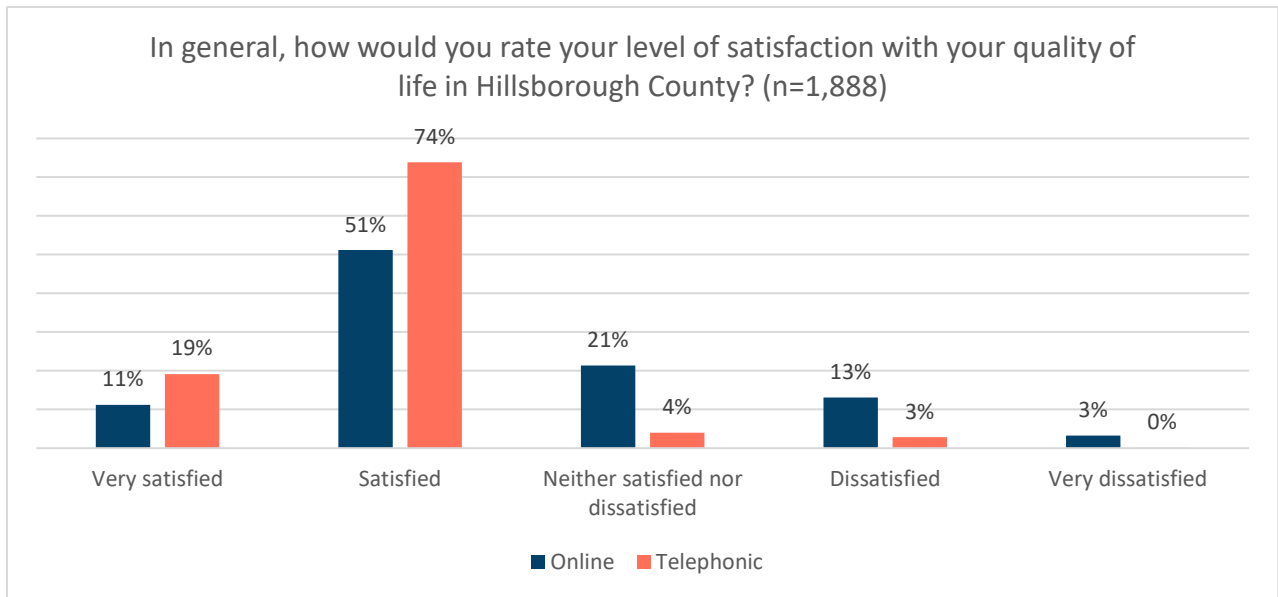
Service Preference

More than half of the online respondents (54%) have a slight or strong preference to the county providing services directly, one-third (33%) is very neutral about how they receive services, and one-in-ten (13%) has a slight or strong preference to contracted services. Telephonic respondents have a decidedly more neutral stance on who provides county services where online has a preference to direct services.

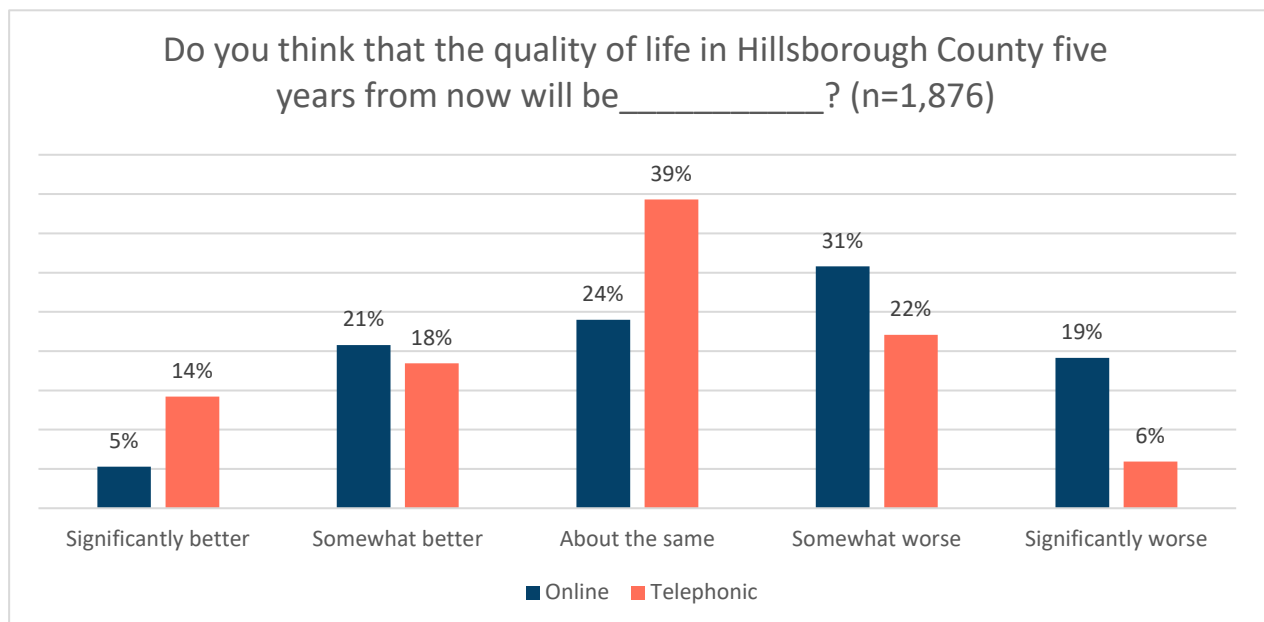


Quality of Life

Residents were asked to rate their level of satisfaction with their quality of life in Hillsborough County. Six-in-ten residents (62%) are satisfied, there are one-in-five (21%) that feel neutral towards their quality of life, and another almost one-in-five (16%) that are dissatisfied. Looking at the telephonic responses, there is an overwhelming sense amongst that group with satisfaction of their quality of life.



Residents were also posed with the question of ranking how they believe their quality of life to be in five years. The majority (50%) believe it will be worse than it is now, almost one-in-four (24%) feel that life will be about the same, and another one-in-four (26%) that believes the quality of life will be significantly or somewhat better than it is now. Both online and telephonic respondents varied in the responses they give; however, there are fewer telephonic respondents who think their quality of life will be significantly worse in five years.



To gain a better understanding of the positive and negative sentiments, a keyword analysis was performed with the open-ended responses to this question. Responses were classified as to whether they mentioned words associated with the 23 community characteristics.

Better Quality of Life in the Future

Online respondents who believe the quality of life will be better in five years have responses predominantly relating to ‘public roads, bridges, technology and architecture’ (17%), followed by ‘public transit’ (6%), and ‘affordable/attainable housing’ (5%). These respondents believe that Hillsborough County is making progress regarding growth-related issues. Affordable housing was an important theme to online survey respondents, whereas it never entered the top three issues for the telephonic survey.

There are many residents (47%) who name more than one characteristic as the reason they believe that the quality of life will improve in five years.

Positive Future Quality of Life Top Three Community Characteristics Mentioned	
Public roads, bridges, technology, and architecture	17.0%
Public transit	5.7%
Affordable/attainable housing	5.2%

Worse Quality of Life in the Future

For those who believe their quality of life will be worse than it is now, the top three characteristics cover similar themes to the positive respondents—the most prevalent reason is traffic flow on major roads (14%), followed by ‘public roads, bridges, technology and architecture’ (13%), and ‘affordable/attainable housing’ (3%). The largest difference between the positive and negative responses was that the negative responses bemoaned the state of transit infrastructure in the county, whereas the positive responses focused more on the potential improvements to public transit as the offset to that.

As with the positive responses, many residents (65%) noted multiple characteristics or reasons for why they believe their quality of life will be worse in five years.

Negative Future Quality of Life Top Three Community Characteristics Mentioned	
Traffic flow on major roads	13.5%
Public roads, bridges, technology, and architecture	12.5%
Affordable/attainable housing	2.7%

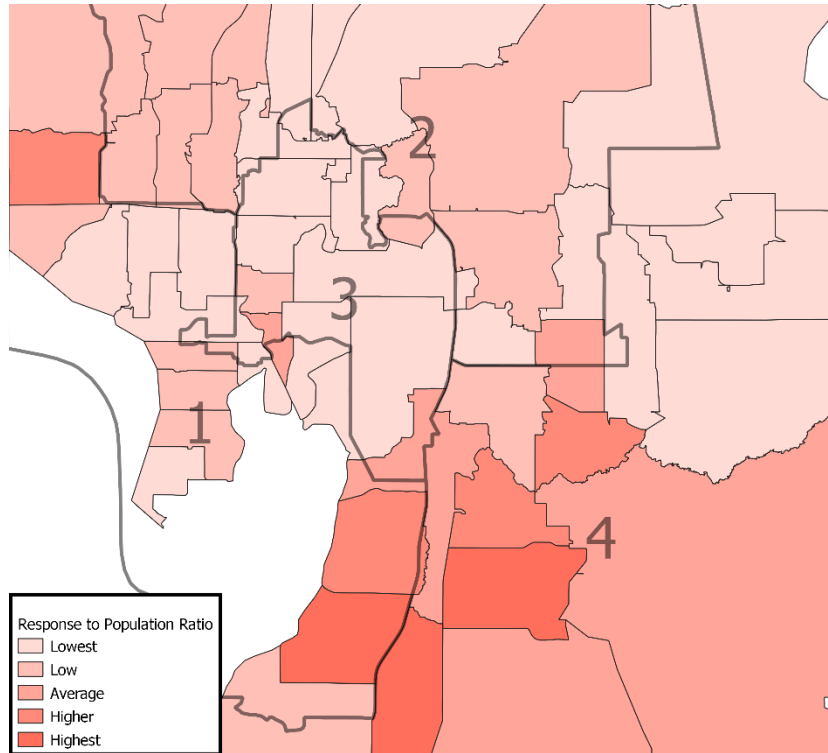
Outreach and Concentrations of Respondents

Zip Code Representation

The online survey was designed to reach as many county residents as possible. As a result, the levels of variance in response rates across different geographies and different origination channels (Facebook, Email, etc.) provide important details to Hillsborough County surrounding which regions and channels are most engaged with Hillsborough County communications.

One noteworthy finding from the online survey results was the overrepresentation of residents from the southern half of the county. Using the share of given zip codes in the online response data, we see which zip codes were overrepresented as a share of their population.

In general, the fastest-growing zip codes⁷ (according to data retrieved from Plan Hillsborough) were associated with most engagement with the online survey. This could reflect new residents' greater interest in learning more about Hillsborough County as compared to residents with longer tenures and/or with family history in Hillsborough County.
























When considering things on a district breakdown, we see a clear overrepresentation of respondents in District 4, which is expected as it comprises most of the southernmost zip codes in the county. District 2 was severely underrepresented, comprising only half of the share it should have in an even distribution.

Share of Online Respondents by Commission District	
District 1	26.85%
District 2	20.29%
District 3	12.38%
District 4	40.48%

⁷ <http://www.planhillsborough.org/growth-trends-in-hillsborough-county/>

How did you find out about this survey?

To understand the effectiveness of different communication media, the online survey asked residents to indicate how they found out about this survey. While there were eight provided options, respondents received an ‘other’ option, and many made use of it. The most common way of discovering this survey was Facebook (47%), followed by NextDoor (14%), and email (10%). Those who responded with ‘other’ accounted for 17% of total responses; those responses were then classified by HCP and included in the following ranking.

	Facebook	46.8%		Friday5	2.2%		Other	0.5%
	NextDoor	14.0%		HOA	2.1%		Flyer (QR Code)	0.5%
	Email	10.3%		Google	1.3%		HTV	0.5%
	County Website	5.3%		Instagram	1.3%		Newspaper	0.3%
	News	5.2%		Community Organization	1.1%		Radio	0.2%
	Word of Mouth (Friend/Spouse/ Neighbor/Peer/Work)	3.3%		Reddit	1.0%		LinkedIn	0.2%
	Twitter	3.3%		Telemundo	0.7%		Alexa	0.1%

Of particular noteworthiness is the large share of respondents using NextDoor. Although founded in 2008, its popularity has soared in recent years as the platform allowed advertising and has even expanded to other countries⁸.

After review of the different mediums that were most effective with distribution, additional analysis was performed to determine demographic differences in utilization. Some key findings emerged:

- The primary NextDoor user tends to be white and aged 55 and older.
- The primary Facebook user tends to be between the ages of 25 and 44
- African Americans of both genders, and males of all racial/ethnic backgrounds have greater engagement with the Hillsborough County website

For a full breakdown of demographics by channel, please see Appendix E.

⁸ <https://techcrunch.com/2017/06/20/nextdoor-now-in-160000-neighborhoods-globally-expands-to-germany/>

Final Takeaways

This survey represents the baseline for future community engagement surveys in Hillsborough County. Future studies will provide the county with the ability to see how perceptions have changed along the 23 community characteristics that are central to much of this report's analysis.

By and large, Hillsborough County is rated highly by county residents across a series of metrics. One of the most impressive achievements the county should pride itself on is its high level of trust and confidence in the county. Mirroring the Gallup poll asked to millions of Americans throughout the country, 98% of Hillsborough County residents place either 'a great deal' or 'a fair amount' of trust in the county to handle local government issues. Although there are differences in these high-level, quality of life metrics among the four districts in Hillsborough County, they are mostly small and concerned with degrees of enthusiasm.

This analysis in this report outlines 'expectation gaps', which are areas of desired improvement identified by county residents. Our reporting shows that the average county resident wants to see the most improvement in the following areas:

1. Services for foster-care and at-risk youth
2. Services for those needing mental health care
3. Traffic issues in the county

When attending public forums, reading Facebook comments and engaging with conversation throughout the county, the issues of infrastructure, traffic and public transit are paramount. When considering responses from the online survey, comprised of self-selected individuals that are engaged with Hillsborough County, their top three priorities are:

1. Traffic issues in the county
2. Infrastructure – especially regarding roadways
3. Public transit

County leaders should notice that while these are all important issues, they do not represent what the average Hillsborough County resident prioritizes, which emphasize issues regarding services and help disadvantaged residents.

Similarly, on the issue of contracting services, county leadership is likely to hear many concerns about accountability of the contracting processes. However, our telephonic survey results indicate that for the vast majority of the population, these concerns are not paramount.

Hillsborough County is always seeking to improve its communication and interfacing with the citizens it represents. Analysis of the online survey response rates yielded some interesting findings regarding communications. For instance, residents in the southern half of Hillsborough County were much more engaged with the online survey than random chance would predict. Additionally, Hillsborough County could likely reach more people by focusing more on a narrower basket of outreach channels – 80% of online referrals to the survey originated from the following five sources: Facebook, NextDoor, email, the Hillsborough County website, and local news programs.

Appendix A: Telephonic Survey Instrument

Hillsborough County Government

Citizen Survey

Hillsborough County wants to know how you feel about the County from your perspective as a resident.

Questions:

(1) *Are you a resident of Hillsborough County? **Yes / No** <if no, terminate>*

*(1a) <if yes> Do you live in Hillsborough County year-round? **Yes / No***

(2) **Male / Female** <RECORD ONLY—do not ask>

(3) *In which of the categories does your current age fall? **Under 24 / 25-34 / 35-44 / 45-54 / 55-64 / 65+***

(4) *Do you live in unincorporated Hillsborough County or within a city? **Unincorporated / Incorporated***

<if incorporated, ask> Which city? _____

(5) *Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to:*

Definitely / Probably / Maybe / Probably not / Definitely not

- a. Live
- b. Raise Children
- c. Work
- d. Open a business
- e. Retire
- f. Vacation

(6) How important is it to you personally, that your community possesses the following characteristics? Use a 10-point scale where 10 represents highest importance and 1 represents lowest. <Remind respondent after every 6 questions they are rating importance that their community possesses>

Jobs for my skillset

Career opportunities for my children

Affordable/attainable housing

Personal safety

Bicyclist safety

Pedestrian safety

Fire and emergency services

Parks and public spaces

Sense of community

Cleanliness of public spaces

Nature preserves

Cultural events, social activities, and recreation opportunities

Health care and support services for economically challenged residents (Includes children and families, if asked)

Homeless support services

Mental and behavioral health support services

Supportive services for an aging population

Residential and community services for foster-care youth

Public roads, bridges, technology and architecture

Water and waste management

Public transit

Traffic flow on major roads

Parking availability

Storm and flooding resiliency

(7) In your personal experience, are these characteristics true of Hillsborough County? Use a 10-point scale where 10 represents extremely true and 1 represents not at all true. <Remind respondent after every 6 questions they are rating the experience within their community>

Jobs for my skillset

Career opportunities for my children

Affordable/attainable housing

Personal safety

Bicyclist safety

Pedestrian safety

Fire and emergency services

Parks and public spaces

Sense of community

Cleanliness of public spaces

Nature preserves

Cultural events, social activities, and recreation opportunities

Health care and support services for economically challenged residents (Includes children and families, if asked)

Homeless support services

Mental and behavioral health support services

Supportive services for an aging population

Residential and community services for foster-care youth

Public roads, bridges, technology and architecture

Water and waste management

Public transit

Traffic flow on major roads

Parking availability

Storm and flooding resiliency

(8) Have you engaged with the Hillsborough County government in the last year via social media, email, online, or direct contact with an official? **Yes / No**

<if yes> (8a) What was the subject matter of the engagement? _____

(8b) How satisfied are you with that engagement with the county government?
Very satisfied / Satisfied / Neither satisfied nor dissatisfied / Dissatisfied / Very dissatisfied

(9) How much trust and confidence do you have in Hillsborough County government when it comes to handling County issues? **A great deal / A fair amount / Not very much / None at all**

(10) Do you prefer the County providing services directly versus contracting those services to a qualified third-party contractor? <Record their reactions into the following categories--do not provide as choices>

Strongly prefer directly /Slight preference to directly / Does not matter to the respondent/ Slight preference to contract/Strongly prefer contract

<if lean towards direct, ask> What makes you say that? _____

(11) How long have you lived within Hillsborough County? **One year or less / 2-4 years / 5-9 years / 10-14 years / 15+ years**

(12) In general, how would you rate your level of satisfaction with your quality of life in Hillsborough County **Very satisfied / Satisfied / Neither satisfied nor dissatisfied / Dissatisfied / Very dissatisfied**

(13) Do you think that the quality of life in Hillsborough County five years from now will be **significantly better, somewhat better, about the same, somewhat worse or significantly worse?**

(13a) What makes you say that? _____

(14) Do you have plans to move away from Hillsborough County within the next year? **Yes / No / Unsure**

(15) Do you have children under the age of 18 living in your household? **Yes / No**

(16) What is your highest level of completed education? <record their response, do not read>

Did Not Complete High School / High School or GED / Trade or Vocational school / Some College / Bachelor's Degree / Master's Degree / Doctoral or Professional Degree

(17) If you are employed, what is your work zip code? _____ / **Not currently employed** <if work from home, record home zip and differentiate as such>

(18) Which option most closely describes your race? **White/Caucasian; Black/African American; Hispanic/Latino; Asian/Pacific Islander; Other**

(19) In what range does your household income fall? **Under \$25k / \$25k-\$49k / \$50k-\$74k / \$75k-\$99k / \$100k-\$149k / \$150k+**

(20) Do you rent or own your current Hillsborough County residence? **Rent / Own**

Appendix B: Call Results

The following table details the call log from the CATI system and reflects the cumulative labors of the survey professionals. As you can see from the percentage of completed successful interviews, about on

Hillsborough County Telephonic Call Log				
Attempt Types	Frequency	Percent	Valid Percent	Cumulative Percent
No Answer	4,274	29.4	29.4	29.4
Busy	236	1.6	1.6	31.0
Answering Machine	4,116	28.3	28.3	59.3
Call Back	41	0.3	0.3	59.5
Language Barrier	17	0.1	0.1	59.7
Soft Refusal	691	4.7	4.7	64.4
Hard Refusal	1,774	12.2	12.2	76.6
Disconnected	1,433	9.8	9.8	86.4
Terminated: Age Outside Stratification	275	1.9	1.9	88.3
Terminated: Refused to Complete	129	0.9	0.9	89.2
Terminated: Question 1 Outside Stratification	15	0.1	0.1	89.3
Terminated: Race Outside Stratification	154	1.1	1.1	90.4
Completed Successful Interviews	1,400	9.6	9.6	100.0
Total All Attempts	14,555	100.0	100.0	

Appendix C: Telephonic Significant Factors

The following appendix details the significant factors analysis for the telephonic methodology. To be highlighted as a significant factor, two things must hold true:

1. Statistical Significance - meaning that the null hypothesis is rejected and there is a verifiable statistical difference between the two (or more) groupings.
2. Practical Significance - defined as there being a large enough difference from the average to make a difference from a policymaking standpoint. For the purposes of this significant factor analysis, 5% was chosen as the minimal magnitude of difference to denote.

Question 4

- Defining the home’s location whether in unincorporated or incorporated Hillsborough County significantly differs by race and commission district.
1. Those classifying their race as other are significantly more likely to live in a city (36%) than unincorporated county (64%).
 2. Those living in District 2 are more likely to live in unincorporated county (79%) than a city (21%).

Significant Factors: Unincorporated vs. City

		Do you live in unincorporated Hillsborough County or within a city?	
		Unincorporated	Incorporated
		%	%
Aggregate		71	29
Race*	White/Caucasian	75	25
	Black/African American	68	32
	Hispanic/Latino	68	32
	Other	64	36
Commission district**	District 1	69	31
	District 2	79	21
	District 3	67	33
	District 4	70	30

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error ± 2.62%.

Question 5a

- Although there is statistical significance within race, residence type, and commission district, the magnitude of the differences is too small.

Significant Factors: Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Live

		Would Recommend	Live Maybe	Wouldn't Recommend
		%	%	%
Aggregate		97	2	0
Race*	White/Caucasian	98	1	1
	Black/African American	96	4	0
	Hispanic/Latino	96	4	0
	Other	98	2	0
Residence Type*	Rent	95	4	1
	Own	98	2	0
Commission district*	District 1	99	1	0
	District 2	99	1	0
	District 3	97	3	0
	District 4	95	3	1

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error ± 2.62%.

Question 5b

- There is statistical significance with age, residence type, and commission district with recommending Hillsborough County as a place to raise children.
1. Those that rent their home are less likely to recommend Hillsborough as a place to raise children (87%) and are more likely to tell their peers “maybe” when it comes to raising children (11%).

Significant Factors: Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Raise Children

		Would Recommend	Raise Children Maybe	Wouldn't Recommend
		%	%	%
Aggregate		94	5	1
Age*	34 or Under	91	8	1
	35 to 44	95	5	1
	45 to 54	95	4	0
	55 to 64	97	2	1
	65 or Older	95	4	1
Residence Type***	Rent	87	11	2
	Own	96	4	1
Commission district**	District 1	96	4	0
	District 2	96	4	0
	District 3	93	6	1
	District 4	91	7	2

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error ± 2.62%.

Question 5c

- There is statistical significance with residents' length living in the county, presence of children in the household, level of education, race, household income, and residence type.
1. Those that have lived in Hillsborough County for four years or less are more likely to not recommend Hillsborough County as a place to work (7%).
 2. Those that have a bachelor's degree (95%) and racially identify as other (95%) are more likely to recommend the county as a place to work.
 3. Those who have a household income of more than \$150,000 are more likely to recommend (95%) and less likely to tell their peers "maybe" (0%) when recommending the county as a place to work.

Significant Factors: Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Work

		Would Recommend	Work Maybe	Wouldn't Recommend
		%	%	%
Aggregate		90	7	2
Length of Residence*	Four Years or Less	90	3	7
	5 to 9 Years	90	7	3
	10 to 14 Years	91	6	2
	15 Years or More	90	9	1
Children in Household*	Yes	93	5	2
	No	89	9	2
Highest Level of Education***	High School/Trade School or Less	86	11	3
	Some College	92	7	1
	Bachelor's Degree	95	3	1
	Post-Secondary Education	93	4	4
Race*	White/Caucasian	92	6	1
	Black/African American	88	7	4
	Hispanic/Latino	87	11	2
	Other	95	4	1
Household Income*	Under \$49,999	88	11	2
	\$50,000 to \$74,999	92	7	2
	\$75,000 to \$99,999	93	5	2
	\$100,000 to \$149,999	93	3	3
	Over \$150,000	95	0	5
Residence Type***	Rent	86	9	5
	Own	92	7	1

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error ± 2.62%.

Question 5d

- There is statistical significance with residents' engagement with Hillsborough County, their length of residence, presence of children in the household, level of education, age, household income, residence type, and amongst the different commission districts.
 1. Those that have engaged with county government are less likely to recommend (58%) the county as a place to open a business and are more likely to convey "maybe" (41%) to their peers.
 2. Respondents who have lived in the county four years or less (89%) are more likely to recommend the county as a place to open a business and less likely to tell someone "maybe" (6%).
 3. Those that have children in their household (77%) are more likely to recommend the county as a place to open a business and less likely to "maybe" recommend the county (21%).
 4. Those indicating their highest level of education as high school/trade school or less (64%) are less likely to recommend the county as a place to open a business and more likely to "maybe" recommend the county (33%).
 5. Those that have a four-year college degree or higher (bachelor's degree – 89%, post-secondary education –90%) are more likely to recommend the county and less likely to "maybe" (bachelor's degree – 10%, post-secondary education – 5%) recommend the county as a place to open a business.
 6. Those that are aged 55 to 64 (77%) are more likely to recommend the county as a place to open a business and less likely to "maybe" recommend the county (21%).
 7. Those aged 65 or older (60%) are less likely to recommend the county as a place to open a business and more likely to "maybe" recommend the county (38%).
 8. Those who have a household income less than \$49,999 (64%) are less likely to recommend the county as a place to open a business and more likely to "maybe" recommend the county (34%).
 9. Those that have a household income over \$75,000 (\$75,000 to \$99,999 – 81%; \$100,000 to \$149,999 – 88%; over \$150,000 – 95%) are more likely to recommend the county as a place to open a business and less likely to "maybe" recommend the county (\$75,000 to \$99,999 – 18%; \$100,000 to \$149,999 – 8%; over \$150,000 – 0%).
 10. Those living in District 2 (65%) are less likely to recommend the county as a place to open a business and more likely to "maybe" recommend the county (33%).
 11. Those living in District 3 (77%) were more likely to recommend Hillsborough County as a place to open a business to their peers and less likely to "maybe" recommend the county (20%).

Significant Factors: Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Open a Business

		Open a Business		
		Would Recommend	Maybe	Wouldn't Recommend
		%	%	%
Aggregate		72	26	2
Engagement with Hillsborough County***	Yes	58	41	1
	No	74	24	3
Length of Residence***	Four Years or Less	89	6	5
	5 to 9 Years	73	25	2
	10 to 14 Years	70	27	3
	15 Years or More	71	28	2
Children in Household**	Yes	77	21	2
	No	69	29	2
Highest Level of Education***	High School/Trade School or Less	64	33	4
	Some College	69	30	1
	Bachelor's Degree	89	10	1
	Post-Secondary Education	90	5	5
Age***	34 or Under	76	22	3
	35 to 44	74	23	3
	45 to 54	71	28	1
	55 to 64	77	21	2
	65 or Older	60	38	2
Household Income***	Under \$49,999	64	34	2
	\$50,000 to \$74,999	72	26	2
	\$75,000 to \$99,999	81	18	1
	\$100,000 to \$149,999	88	8	4
	Over \$150,000	95	0	5
Residence Type**	Rent	69	25	5
	Own	73	26	2
Commission district***	District 1	72	27	1
	District 2	65	33	1
	District 3	77	20	3
	District 4	74	22	4

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error ± 2.62%.

Question 5e

- There is statistical significance with residents’ race and residence type.
1. Those who indicated they rent their home are less likely (92%) to recommend Hillsborough County as a place to retire to their peers.

Significant Factors: Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Retire

		Would Recommend %	Retire Maybe %	Wouldn't Recommend %
Aggregate		97	3	0
Race*	White/Caucasian	98	2	1
	Black/African American	96	4	0
	Hispanic/Latino	95	5	0
	Other	97	3	0
Residence Type***	Rent	92	7	1
	Own	98	2	0

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error ± 2.62%.

Question 5f

- There is statistical significance with residents' engagement with the county, their length of residence, level of education, age, household income, and amongst the different commission districts.
 1. Those who engage with Hillsborough County are less likely (65%) to recommend the county as a place to vacation and more likely to "maybe" recommend the county to their peers (33%).
 2. Those who have lived in the county for four years or less are more likely (93%) to recommend the county and less likely to "maybe" recommend the county as a place to vacation (4%).
 3. Those who indicate their highest level of education to be high school/trade school or less are less likely to recommend the county (72%) and more likely to "maybe" recommend the county as a place to vacation (25%).
 4. Those who have a 4-year college degree or higher (bachelor's – 93%; post-secondary education – 93%) are more likely to recommend the county and less likely to "maybe" (bachelor's – 7%; post-secondary education – 5%) recommend the county as a place to vacation.
 5. Residents who are 34 years or younger are more likely to recommend the county (84%) and less likely to "maybe" (14%) recommend the county as a place to vacation.
 6. Those aged 45 to 54 are less likely (73%) to recommend the county as a place to vacation.
 7. Those aged 65 or older are less likely (74%) to recommend the county and more likely to "maybe" (25%) recommend the county as a place to vacation.
 8. Those indicating household incomes under \$49,999 are more likely to "maybe" (24%) recommend the county as a place to vacation.
 9. Those indicating household incomes greater than \$75,000 (\$75,000 to \$99,999 – 85%; \$100,000 to 149,999 – 85%; over \$150,000 – 100%) are more likely to recommend the county and less likely to "maybe" recommend the county as a place to vacation (\$75,000 to \$99,999 – 12%; \$100,000 to 149,999 – 12%; over \$150,000 – 0%).
 10. Those living in commission District 2 are more likely (27%) to "maybe" recommend the county as a place to vacation.
 11. Those living in commission District 3 and 4 are more likely to recommend the county (85%) and less likely to "maybe" recommend the county as a place to vacation (14%).

Significant Factors: Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Vacation

		Vacation		
		Would Recommend	Maybe	Wouldn't Recommend
		%	%	%
Aggregate		79	19	2
Engagement with Hillsborough County***	Yes	65	33	2
	No	81	17	2
Length of Residence***	Four Years or Less	93	4	3
	5 to 9 Years	81	19	0
	10 to 14 Years	77	21	2
	15 Years or More	78	20	2
Highest Level of Education***	High School/Trade School or Less	72	25	3
	Some College	77	22	1

	Bachelor's Degree	93	7	0
	Post-Secondary Education	93	5	2
Age***	34 or Under	84	14	2
	35 to 44	82	18	0
	45 to 54	73	23	4
	55 to 64	79	20	1
	65 or Older	74	25	1
Household Income***	Under \$49,999	75	24	1
	\$50,000 to \$74,999	78	21	1
	\$75,000 to \$99,999	85	12	3
	\$100,000 to \$149,999	85	12	3
	Over \$150,000	100	0	0
Commission district***	District 1	76	21	3
	District 2	71	27	1
	District 3	85	14	1
	District 4	85	14	1

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6a

- There is statistical significance with residents' length of residence, presence of children in the household, their level of education, age, race, household income, residence type, and amongst the four commission districts.
1. Those who have lived in the county fourteen years or less (four years or less – 0%; 5 to 9 years – 4%; 10 to 14 years – 11%) are less likely to indicate that “jobs for my skillset” are “not important at all” and more likely to indicate this factor is “most important” (four years or less – 76%; 5 to 9 years – 68%; 10 to 14 years – 63%).
 2. Those who have lived in the county for 15 years or more are more likely to indicate this factor to be “not at all important” and less likely to indicate this factor is “most important” (45%).
 3. Those with a child under 18 in their household are less likely to indicate that “jobs for my skillset” is “not at all important” (1%) and more likely to say that factor is “most important” (73%).
 4. Those without a child under 18 in their household are more likely to indicate that “jobs for my skillset” is “not at all important” (27%) and less likely to say that factor is “most important” (47%).
 5. Those who indicate their highest level of education to be high school/ trade school or less are less likely to indicate this factor to be “most important” (52%).
 6. Those who indicate having some college experience are less likely to report this factor to be “more important” (14%) and more likely to report this factor to be “most important” (63%).
 7. Those having a bachelor’s degree are more likely to report this factor to be “more important” (25%).
 8. Those with a post-secondary education are less likely to report this factor to be “not important at all” (11%), less likely to report this factor to be “less important” (0%), and more likely to report this factor to be “most important” (68%).
 9. Those aged 54 and under are less likely to report this factor to be “not at all important” (34 or under – 2%; 35 to 44 – 2%; 45 to 54 – 6%) and more likely to report this factor to be “most important” (34 or under – 71%; 35 to 44 – 74%; 45 to 54 – 72%).
 10. Those aged 55 to 64 are more likely to report this factor to be “not important at all” (25%), more likely to report this factor to be “more important” (25%), and less likely to report this factor to be “most important” (41%).
 11. Those aged 65 and older are more likely to report this factor to be “not at all important” (62%), more likely to report this factor to be “less important” (13%), less likely to report this factor to be “more important” (9%), and less likely to report this factor to be “most important” (16%).
 12. Those who racially identify as Black/African American or Other are less likely to report this factor to be “not important at all” (Black/African American – 11%; Other – 11%) and more likely to report this factor to be “most important” (Black/African American – 67%; Other – 63%).
 13. Those indicating a household income of under \$49,999 are more likely to report this factor to be “not at all important” (23%) and less likely to report this factor to be “most important” (44%).
 14. Those indicating a household income of \$50,000 to \$74,999 are less likely to report this factor to be “not at all important” (11%).
 15. Those indicating a household income of \$75,000 to \$99,999 are less likely to report this factor to be “more important” (11%) and more likely to report this factor to be “most important” (73%).
 16. Those indicating a household income of \$100,000 to \$149,999 are less likely to report this factor to be “less important” (0%), less likely to report this factor to be “more important” (5%), and more likely to indicate this factor to be “most important” (77%).
 17. Those indicating a household income over \$150,000 were less likely to report this factor to be “not important at all” (10%), less likely to report this factor to be “less important” (0%), less likely to report this factor to be “more important” (0%), and more likely to report this factor to be “most important” (90%).
 18. Those who rent their home are less likely to report this factor to be “not at all important” (3%), and more likely to report this factor to be “most important” (67%).
 19. Those who live in District 1 are less likely to report this factor to be “more important” (12%) and more likely to report this factor to be “most important” (65%).
 20. Those who live in District 3 are more likely to report this factor to be “more important” (27%) and less likely to report this factor to be “most important” (51%).

Significant Factors: How important is it to you personally, that your community possesses: Jobs for my Skillset

		Jobs for my Skillset			
		Not at All Important (1)	Less Important (2-5)	More Important (6-9)	Most Important (10)
		%	%	%	%
Aggregate		17	6	20	57
Length of Residence***	Four Years or Less	0	4	20	76
	5 to 9 Years	4	4	24	68
	10 to 14 Years	11	4	22	63
	15 Years or More	31	9	16	45
Children in Household***	Yes	1	2	24	73
	No	27	9	17	47
Highest Level of Education***	High School/Trade School or Less	18	9	21	52
	Some College	18	4	14	63
	Bachelor's Degree	13	5	25	57
	Post-Secondary Education	11	0	21	68
Age***	34 or Under	2	4	22	71
	35 to 44	2	2	23	74
	45 to 54	6	4	18	72
	55 to 64	25	10	25	41
	65 or Older	62	13	9	16
Race***	White/Caucasian	20	8	20	53
	Black/African American	11	4	19	67
	Hispanic/Latino	16	4	20	59
	Other	11	6	20	63
Household Income***	Under \$49,999	23	9	24	44
	\$50,000 to \$74,999	11	6	24	59
	\$75,000 to \$99,999	13	3	11	73
	\$100,000 to \$149,999	18	0	5	77
	Over \$150,000	10	0	0	90
Residence Type***	Rent	3	7	23	67
	Own	21	6	19	55
Commission district***	District 1	16	7	12	65
	District 2	18	7	22	54

	District 3	18	4	27	51
	District 4	16	6	19	59

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6b

- There is statistical significance with residents' engagement with Hillsborough County, their length of residence, the presence of children in their household, their level of education, age, race, household income, residence type, and among the different commission districts.
1. Those engaging with Hillsborough County are less likely to report "career opportunities for my children" to be "not important at all" (3%) and more likely to report this factor to be "most important" (63%).
 2. Those who have lived in the county for four years or less are less likely to report this factor to be "not important at all" (2%) and more likely to report this factor to be "most important" (73%).
 3. Those who have lived in the county 5 to 9 years are less likely to report this factor to be "not at all important" (2%), less likely to report this factor to be "less important" (5%), and more likely to report this factor to be "most important" (67%).
 4. Those who have lived in the county 15 or more years are more likely to report this factor to be "not at all important" (17%), more likely to report this factor to be "less important" (15%), and less likely to report this factor to be "most important" (48%).
 5. Those who have children in the household are less likely to report this factor to be "not at all important" (0%), less likely to report this factor to be "less important" (2%), and more likely to report this factor to be "most important" (74%).
 6. Those who do not have children are more likely to report this factor to be "not at all important" (15%), more likely to report this factor to be "less important" (15%), and less likely to report this factor to be "most important" (47%).
 7. Those who have had some college education are less likely to report this factor to be "more important" (18%), and more likely to report this factor to be "most important" (63%).
 8. Those who have a bachelor's degree are less likely to report this factor to be "not at all important" (4%).
 9. Those who have a post-secondary education are less likely to report this factor to be "less important" (5%) and more likely to find this factor as "most important" (71%).
 10. Those who are aged 34 and under are less likely to report this factor to be "not important at all" (1%), and more likely to report this factor to be "most important" (67%).
 11. Those aged 35 to 54 are less likely to report this factor to be "not at all important" (35 to 44 – 0%; 45 to 54 – 1%), less likely to report this factor to be "less important" (35 to 44 – 2%; 45 to 54 – 4%), and more likely to report this factor to be "most important" (35 to 44 – 75%; 45 to 54 – 73%).
 12. Residents ranging in age from 55 to 64 are more likely to find this factor as "more important" (34%) and less likely to be "most important" (45%).
 13. Those aged 65 or older are more likely to report this factor to be "not at all important" (42%), more likely to report this factor to be "less important" (27%), less likely to report this factor to be "more important" (12%), and less likely to report this factor to be "most important" (19%).
 14. Those racially identifying as White/Caucasian are less likely to report this factor to be "most important" (53%).
 15. Those racially identifying as Black/African American are less likely to report this factor as being "not at all important" (4%) and more likely to report this factor as "most important" (67%).
 16. Those racially identifying as Other are less likely to report this factor to be "less important" (5%) and more likely to report this factor to be "most important" (69%).
 17. Those with a household income under \$49,999 are more likely to report this factor to be "not at all important" (17%), more likely to report this factor to be "more important" (28%), and less likely to report this factor to be "most important" (42%).
 18. Those with household incomes from \$75,000 to \$149,999 are less likely to report this factor to be "not at all important" (\$75,000 to \$99,999 – 3%; \$100,000 to 149,999 – 4%) or "more important" (\$75,000 to \$99,999 – 14%; \$100,000 to 149,999 – 6%), and more likely to report this factor to be "most important" (\$75,000 to \$99,999 – 77%; \$100,000 to 149,999 – 86%).
 19. Residents with a household income from \$100,000 to \$149,999 are less likely to find this factor as "less important" (4%).

20. Those with a household income over \$150,000 are less likely to report this factor to be “not at all important” (0%), “less important” (0%), or “more important” (5%), and more likely to report this factor as “most important” (95%).
21. Those renting their home are less likely to report this factor to be “not important at all” (3%), and more likely to report this factor as “most important” (63%).
22. Those living in District 1 are less likely to report this factor to be “more important” (16%) and more likely to report this factor to be “most important” (68%).
23. Those living in Districts 2 and 3 are more likely to report this factor to be “more important” (District 2 – 28%; District 3 – 30%), and less likely to report this factor to be “most important” (District 2 – 52%; District 3 – 51%).
24. Those living in District 4 are more likely to report this factor to be “less important” (15%).

Significant Factors: How important is it to you personally, that your community possesses: Career Opportunities for my Children

		Career Opportunities for my Children			
		Not at All Important (1)	Less Important (2-5)	More Important (6-9)	Most Important (10)
		%	%	%	%
Aggregate		9	10	23	58
Engagement with Hillsborough County**	Yes	3	11	23	63
	No	10	10	23	57
Length of Residence***	Four Years or Less	2	6	19	73
	5 to 9 Years	2	5	27	67
	10 to 14 Years	6	8	25	61
	15 Years or More	17	15	20	48
Children in Household***	Yes	0	2	24	74
	No	15	15	22	47
Highest Level of Education***	High School/Trade School or Less	12	11	25	52
	Some College	9	10	18	63
	Bachelor's Degree	4	9	29	58
	Post-Secondary Education	5	5	20	71
Age***	34 or Under	1	7	24	67
	35 to 44	0	2	23	75
	45 to 54	1	4	23	73
	55 to 64	7	14	34	45
	65 or Older	42	27	12	19
Race***	White/Caucasian	12	12	23	53
	Black/African American	4	8	21	67
	Hispanic/Latino	9	8	24	59

	Other	6	5	19	69
Household Income***	Under \$49,999	17	14	28	42
	\$50,000 to \$74,999	5	9	27	59
	\$75,000 to \$99,999	3	6	14	77
	\$100,000 to \$149,999	4	4	6	86
	Over \$150,000	0	0	5	95
Residence Type***	Rent	3	10	24	63
	Own	11	10	23	57
Commission district***	District 1	8	7	16	68
	District 2	13	8	28	52
	District 3	9	10	30	51
	District 4	7	15	19	60

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6c

- There is statistical significance with resident’s length of residence, presence of children in the household, their highest level of education, age, gender, household income, and among the commission districts.
1. Those who have lived in Hillsborough County for four years or less are less likely to report that affordable/attainable housing is “more important” (20%) and more likely to report that this factor is “most important” (76%).
 2. Those with some college experience are less likely to report this factor to be “more important” (21%) and more likely to report this factor as “most important” (77%).
 3. Those with a bachelor’s degree are more likely to report this factor to be “more important” (37%) and less likely to report this factor to be “most important” (59%).
 4. Those with post-secondary education are more likely to report this factor to be “more important” (32%).
 5. Those aged 45 to 54 are more likely to report this factor to be “most important” (74%).
 6. Those aged 55 to 64 are more likely to report this factor to be “more important” (35%) and less likely to report this factor to be “most important” (60%).
 7. Those aged 65 or older are less likely to report this factor to be “most important” (64%).
 8. Those with incomes above \$75,000 are less likely to report this factor to be “more important” (\$75,000 to \$99,999 – 22%; \$100,000 to \$149,999 – 20%; over \$150,000 – 19%) and more likely to report this factor to be “most important” (\$75,000 to \$99,999 – 76%; \$100,000 to \$149,999 – 78%; over \$150,000 – 81%).
 9. Those living in District 1 are less likely to report this factor to be “more important” (20%) and more likely to report this factor to be “most important” (76%).
 10. Those living in District 3 are less likely to report this factor to be “most important” (64%).

Significant Factors: How important is it to you personally, that your community possesses: Affordable/Attainable Housing

		Affordable/Attainable Housing		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		4	27	69
Length of Residence**	Four Years or Less	4	20	76
	5 to 9 Years	3	27	71
	10 to 14 Years	2	27	71
	15 Years or More	7	28	65
Children in Household***	Yes	2	27	72
	No	6	28	67
Highest Level of Education***	High School/Trade School or Less	6	27	67
	Some College	3	21	77
	Bachelor's Degree	4	37	59
	Post-Secondary Education	2	32	66
Age**	34 or Under	3	26	71
	35 to 44	2	27	71
	45 to 54	3	23	74

	55 to 64	6	35	60
	65 or Older	7	28	64
Gender*	Male	5	29	66
	Female	3	25	72
Household Income**	Under \$49,999	6	29	65
	\$50,000 to \$74,999	3	29	67
	\$75,000 to \$99,999	3	22	76
	\$100,000 to \$149,999	2	20	78
	Over \$150,000	0	19	81
Commission district**	District 1	3	20	76
	District 2	3	27	69
	District 3	5	31	64
	District 4	5	30	65

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6d

- There is statistical significance with the residents’ presence of children in the household, their level of education, household income, residence type, and among the different commission districts.
 1. Those that have had some college experience are less likely to find “personal safety” more important (14%) and more likely to find this factor most important (84%).
 2. Those that have a bachelor’s degree are more likely to find this factor more important (28%) and less likely to find it most important (70%).
 3. Those who have a household income under \$49,999 are more likely to report this factor as more important (28%) and less likely to find this factor to be most important (68%).
 4. Those who have household income greater than \$75,000 are less likely to find personal safety more important (\$75,000 to \$99,999 – 8%; \$100,000 to \$149,999 – 3%; over \$150,000 – 5%), and more likely to find it as being most important (\$75,000 to \$99,999 – 89%; \$100,000 to \$149,999 – 97%; over \$150,000 – 95%).
 5. Those that rent their home are less likely to find this factor to be most important (70%).
 6. Those that live in District 1 are less likely to find this factor to be more important (13%) and more likely to find this factor to be most important (84%).
 7. Those that live in District 3 are more likely to find personal safety to be more important (29%) and less likely to find it most important (68%).

Significant Factors: How important is it to you personally, that your community possesses: Personal Safety

		Personal Safety		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		3	21	76
Children in Household**	Yes	1	24	74
	No	4	19	77
Highest Level of Education***	High School/Trade School or Less	4	24	72
	Some College	2	14	84
	Bachelor's Degree	2	28	70
	Post-Secondary Education	0	23	77
Household Income***	Under \$49,999	4	28	68
	\$50,000 to \$74,999	2	25	73
	\$75,000 to \$99,999	3	8	89
	\$100,000 to \$149,999	0	3	97
	Over \$150,000	0	5	95
Residence Type*	Rent	5	25	70
	Own	2	20	78
Commission district***	District 1	3	13	84
	District 2	2	23	75

	District 3	2	29	68
	District 4	4	20	76

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error $\pm 2.62\%$.

Question 6e

- There is statistical significance with residents' length of residence, presence of children in the household, their level of education, age, household income, residence type, and amongst the commission districts.
1. Those with some college experience are less likely to find bicyclist safety more important (16%) and more likely to find it most important (81%).
 2. Those with a bachelor's degree are more likely to find this factor more important (31%) and less likely to find it most important (66%).
 3. Those aged 45 to 54 are less likely to find bicyclist safety more important (17%) and more likely to find it most important (79%).
 4. Those with a household income under \$49,999 are more likely to find this factor more important (28%) and less likely to find it most important (66%).
 5. Those who have household income greater than \$75,000 are less likely to find bicyclist safety more important (\$75,000 to \$99,999 – 12%; \$100,000 to \$149,999 – 5%; over \$150,000 – 5%), and more likely to find it to be most important (\$75,000 to \$99,999 – 82%; \$100,000 to \$149,999 – 91%; over \$150,000 – 95%).
 6. Those living in District 1 are less likely to find this factor more important (14%) and more likely to find it most important (83%).
 7. Those living in District 3 are more likely to find this factor more important (30%) and less likely to find it most important (66%).

Significant Factors: How important is it to you personally, that your community possesses: Bicyclist Safety

		Bicyclist Safety			
		Not at All Important (1)	Less Important (2-5)	More Important (6-9)	Most Important (10)
		%	%	%	%
Aggregate		0	4	23	73
Length of Residence**	Four Years or Less	0	4	19	77
	5 to 9 Years	0	2	25	73
	10 to 14 Years	0	2	22	76
	15 Years or More	1	7	22	70
Children in Household***	Yes	0	1	26	73
	No	1	6	21	73
Highest Level of Education***	High School/Trade School or Less	1	6	24	70
	Some College	0	2	16	81
	Bachelor's Degree	1	3	31	66
	Post-Secondary Education	0	2	26	72
Age*	34 or Under	1	4	23	73
	35 to 44	0	2	25	73
	45 to 54	0	4	17	79
	55 to 64	0	4	26	70

	65 or Older	1	7	23	69
Household Income***	Under \$49,999	0	6	28	66
	\$50,000 to \$74,999	1	2	27	71
	\$75,000 to \$99,999	1	4	12	82
	\$100,000 to \$149,999	0	3	5	91
	Over \$150,000	0	0	5	95
Residence Type*	Rent	0	6	24	70
	Own	1	3	22	74
Commission district***	District 1	0	3	14	83
	District 2	1	3	25	71
	District 3	1	3	30	66
	District 4	0	6	23	71

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6f

- There is statistical significance with resident’s length of residence, presence of children in the household, their level of education, household income, and amongst the varying commission districts.
1. Those with some college experience are less likely to find pedestrian safety to be more important (17%) and more likely to find this factor to be most important (81%).
 2. Those with a bachelor’s degree are less likely to find this factor to be most important (66%).
 3. Those with household incomes under \$49,999 are more likely to find this factor to be more important (29%) and less likely to find this factor to be most important (66%).
 4. Those who have household income greater than \$75,000 are less likely to find pedestrian safety more important (\$75,000 to \$99,999 – 14%; \$100,000 to \$149,999 – 8%; over \$150,000 – 0%), and more likely to find it to be most important (\$75,000 to \$99,999 – 82%; \$100,000 to \$149,999 – 91%; over \$150,000 – 100%).
 5. Those living in District 1 are less likely to find this factor more important (13%) and more likely to find it most important (83%).
 6. Those living in District 3 are more likely to find this factor more important (31%) and less likely to find it most important (66%).

Significant Factors: How important is it to you personally, that your community possesses: Pedestrian Safety

		Pedestrian Safety			
		Not at All Important (1)	Less Important (2-5)	More Important (6-9)	Most Important (10)
		%	%	%	%
Aggregate		0	3	23	73
Length of Residence*	Four Years or Less	0	3	20	77
	5 to 9 Years	0	2	26	73
	10 to 14 Years	0	2	22	76
	15 Years or More	1	5	23	71
Children in Household***	Yes	0	1	26	73
	No	0	5	22	73
Highest Level of Education***	High School/Trade School or Less	1	5	25	70
	Some College	0	2	17	81
	Bachelor's Degree	0	2	31	66
	Post-Secondary Education	0	0	27	73
Household Income***	Under \$49,999	0	5	29	66
	\$50,000 to \$74,999	1	2	27	71
	\$75,000 to \$99,999	0	4	14	82
	\$100,000 to \$149,999	0	1	8	91
	Over \$150,000	0	0	0	100
Commission district***	District 1	0	3	13	83
	District 2	1	2	26	71

	District 3	0	3	31	66
	District 4	0	5	24	72

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6g

- There is statistical significance with residents' length of residence, presence of children in the household, their highest level of education, household income, residence type, and amongst the varying commission districts.
1. Those who have had a high school or trade school level education or less are less likely to respond that fire and emergency services are most important (70%).
 2. Those who have had some college experience are less likely to say this factor is more important (15%) and more likely to say this factor is most important (83%).
 3. Those who have a household income less than \$49,999 are more likely to report this factor to be more important (30%) and less likely to report this factor to be most important (66%).
 4. Those who have household income greater than \$75,000 are less likely to find this factor to be more important (\$75,000 to \$99,999 – 10%; \$100,000 to \$149,999 – 3%; over \$150,000 – 0%), and more likely to find it to be most important (\$75,000 to \$99,999 – 88%; \$100,000 to \$149,999 – 97%; over \$150,000 – 100%).
 5. Those who rent their home are more likely to say this factor is more important (27%) and less likely to say this factor is most important (69%).
 6. Those living in District 1 are less likely to find this factor more important (13%) and more likely to find it most important (84%).
 7. Those living in District 3 are more likely to find this factor more important (31%) and less likely to find it most important (67%).

Significant Factors: How important is it to you personally, that your community possesses: Fire and Emergency Services

		Fire and Emergency Services		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		3	22	75
Length of Residence*	Four Years or Less	4	19	77
	5 to 9 Years	2	25	73
	10 to 14 Years	1	23	76
	15 Years or More	4	19	77
Children in Household***	Yes	1	26	73
	No	4	19	77
Highest Level of Education***	High School/Trade School or Less	5	25	70
	Some College	1	15	83
	Bachelor's Degree	2	26	72
	Post-Secondary Education	0	22	78
Household Income***	Under \$49,999	4	30	66
	\$50,000 to \$74,999	2	25	73
	\$75,000 to \$99,999	3	10	88
	\$100,000 to \$149,999	0	3	97

	Over \$150,000	0	0	100
Residence Type**	Rent	4	27	69
	Own	2	21	77
Commission district***	District 1	3	13	84
	District 2	2	24	74
	District 3	2	31	67
	District 4	4	21	75

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6h

- There is statistical significance with residents' length of residence, presence of children in the household, their highest level of education, household income, and amongst the varying commission districts.
1. Those who have lived in Hillsborough County for four years or less are less likely to report parks and public spaces as more important (21%) and more likely to report this factor to be most important (76%).
 2. Those with high school/trade school experience or less are less likely to indicate this factor to be most important (62%).
 3. Those with post-secondary education are less likely to indicate this factor as more important (25%) and more likely to indicate this factor as most important (75%).
 4. Those with household incomes under \$49,999 are more likely to respond that this factor is more important (40%) and less likely to respond that this factor is most important (56%).
 5. Those who have household income greater than \$75,000 are less likely to find this factor to be more important (\$75,000 to \$99,999 – 15%; \$100,000 to \$149,999 – 5%; over \$150,000 – 10%), and more likely to find it to be most important (\$75,000 to \$99,999 – 82%; \$100,000 to \$149,999 – 95%; over \$150,000 – 90%).
 6. Those living in District 1 are less likely to find this factor more important (23%) and more likely to find this factor to be most important (74%).
 7. Those living in District 3 are more likely to find this factor more important (39%) and less likely to find this factor as being most important (60%).
 8. Those living in District 4 are less likely to find this factor more important (25%).

Significant Factors: How important is it to you personally, that your community possesses: Parks and Public Spaces

		Parks and Public Spaces		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		3	30	68
Length of Residence*	Four Years or Less	3	21	76
	5 to 9 Years	1	33	66
	10 to 14 Years	1	30	69
	15 Years or More	4	29	67
Children in Household**	Yes	1	30	69
	No	4	30	67
Highest Level of Education***	High School/Trade School or Less	5	33	62
	Some College	1	26	72
	Bachelor's Degree	1	31	68
	Post-Secondary Education	0	25	75
Household Income***	Under \$49,999	4	40	56
	\$50,000 to \$74,999	2	33	65
	\$75,000 to \$99,999	3	15	82

	\$100,000 to \$149,999	0	5	95
	Over \$150,000	0	10	90
Commission district***	District 1	3	23	74
	District 2	2	33	65
	District 3	1	39	60
	District 4	4	25	71

*Significance Level: *** .001, ** .01 and * .05.*

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6i

- There is statistical significance with residents' length of residence, presence of children in the household, their highest level of education, household income, residence type, and amongst the varying commission districts.
1. Those who indicated they have lived in Hillsborough County for four years or less are less likely to find sense of community more important (21%) and more likely to find it most important (74%).
 2. Those indicating they have high school/trade school experience or less are less likely to find this factor most important (60%).
 3. Those with some college experience are more likely to find this factor most important (70%).
 4. Those who have a post-secondary education are more likely to indicate this factor as most important (76%).
 5. Those with a household income under \$49,999 are more likely to say this factor is more important (40%) and less likely to find this factor most important (55%).
 6. Those with a household income between \$50,000 and \$74,999 are more likely to indicate this factor as more important (37%).
 7. Those who have household income greater than \$75,000 are less likely to find this factor as being more important (\$75,000 to \$99,999 – 18%; \$100,000 to \$149,999 – 10%; over \$150,000 – 14%), and more likely to find it to be most important (\$75,000 to \$99,999 – 79%; \$100,000 to \$149,999 – 90%; over \$150,000 – 86%).
 8. Those living in District 1 are less likely to find this factor more important (25%) and more likely to find this factor to be most important (73%).
 9. Those living in District 2 are more likely to find this factor more important (37%).
 10. Those living in District 3 are more likely to find this factor more important (39%) and less likely to find this factor as being most important (59%).

Significant Factors: How important is it to you personally, that your community possesses: Sense of Community

		Sense of Community		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		3	32	65
Length of Residence**	Four Years or Less	4	21	74
	5 to 9 Years	2	34	65
	10 to 14 Years	1	34	65
	15 Years or More	5	32	64
Children in Household***	Yes	1	32	67
	No	4	33	63
Highest Level of Education***	High School/Trade School or Less	5	35	60
	Some College	1	29	70
	Bachelor's Degree	1	34	65
	Post-Secondary Education	0	24	76
Household Income***	Under \$49,999	4	40	55
	\$50,000 to \$74,999	2	37	62

	\$75,000 to \$99,999	3	18	79
	\$100,000 to \$149,999	0	10	90
	Over \$150,000	0	14	86
Residence Type*	Rent	5	31	64
	Own	2	33	65
Commission district***	District 1	3	25	73
	District 2	1	37	61
	District 3	2	39	59
	District 4	4	29	66

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error $\pm 2.62\%$.

Question 6j

- There is statistical significance with residents' length of residence, presence of children in the household, level of education, household income, residence type, and amongst the varying commission districts.
1. Those with high school/trade school experience or less are less likely to find cleanliness of public spaces as being most important (68%).
 2. Those with some college experience are less likely to find this factor more important (19%) and more likely to find this factor most important (80%).
 3. Those with a bachelor's degree are more likely to find this factor more important (30%) and less likely to find this factor most important (68%).
 4. Those earning a household income under \$49,999 are more likely to find this factor to be more important (33%) and less likely to find this factor to be most important (64%).
 5. Those who have household income greater than \$75,000 are less likely to find this factor to be more important (\$75,000 to \$99,999 – 11%; \$100,000 to \$149,999 – 4%; over \$150,000 – 5%), and more likely to find it to be most important (\$75,000 to \$99,999 – 86%; \$100,000 to \$149,999 – 96%; over \$150,000 – 95%).
 6. Those who rent their homes are less likely to find this factor most important (67%).
 7. Those living in District 1 are less likely to find this factor more important (17%) and more likely to find this factor to be most important (81%).
 8. Those living in District 3 are more likely to find this factor more important (35%) and less likely to find this factor most important (64%).

Significant Factors: How important is it to you personally, that your community possesses: Cleanliness of Public Spaces

		Cleanliness of Public Spaces		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		2	25	73
Length of Residence**	Four Years or Less	3	21	76
	5 to 9 Years	1	29	70
	10 to 14 Years	1	26	73
	15 Years or More	4	22	73
Children in Household***	Yes	1	29	70
	No	3	22	75
Highest Level of Education***	High School/Trade School or Less	4	28	68
	Some College	1	19	80
	Bachelor's Degree	1	30	68
	Post-Secondary Education	0	24	76
Household Income***	Under \$49,999	4	33	64
	\$50,000 to \$74,999	2	29	69
	\$75,000 to \$99,999	2	11	86

	\$100,000 to \$149,999	0	4	96
	Over \$150,000	0	5	95
Residence Type*	Rent	4	29	67
	Own	2	24	74
Commission district***	District 1	3	17	81
	District 2	1	27	71
	District 3	1	35	64
	District 4	4	23	73

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6k

- There is statistical significance with residents' length of residence, presence of children in the household, their level of education, household income, residence type, and among the varying commission districts.
 1. Those who indicated they have lived in Hillsborough County for four years or less are less likely to find nature preserves more important (21%) and more likely to find it most important (76%).
 2. Those with a post-secondary education are less likely to find this factor to be more important (26%) and more likely to find it most important (74%).
 3. Those earning a household income under \$49,999 are more likely to find this factor to be more important (43%) and less likely to find this factor to be most important (53%).
 4. Those who have household income greater than \$75,000 are less likely to find this factor to be more important (\$75,000 to \$99,999 – 19%; \$100,000 to \$149,999 – 7%; over \$150,000 – 10%), and more likely to find it to be most important (\$75,000 to \$99,999 – 78%; \$100,000 to \$149,999 – 93%; over \$150,000 – 90%).
 5. Those living in District 1 are less likely to find this factor more important (26%) and more likely to find this factor to be most important (71%).
 6. Those living in District 3 are more likely to find this factor more important (41%) and less likely to find this factor most important (59%).

Significant Factors: How important is it to you personally, that your community possesses: Nature Preserves

		Nature Preserves		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		2	33	64
Length of Residence**	Four Years or Less	3	21	76
	5 to 9 Years	1	34	64
	10 to 14 Years	1	35	64
	15 Years or More	4	32	63
Children in Household**	Yes	1	34	65
	No	4	33	64
Highest Level of Education***	High School/Trade School or Less	5	35	60
	Some College	1	33	67
	Bachelor's Degree	2	32	66
	Post-Secondary Education	0	26	74
Household Income***	Under \$49,999	4	43	53
	\$50,000 to \$74,999	2	37	61
	\$75,000 to \$99,999	2	19	78
	\$100,000 to \$149,999	0	7	93
	Over \$150,000	0	10	90

Residence Type*	Rent	5	33	62
	Own	2	33	65
Commission district***	District 1	3	26	71
	District 2	1	36	62
	District 3	1	41	59
	District 4	4	30	65

*Significance Level: *** .001, ** .01 and * .05.*

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6I

- There is statistical significance with residents' length of residence, level of education, household income, and among the four commission districts.
1. Those indicating their length of residence in Hillsborough county to be four years or less are less likely to find cultural events, social activities, and recreation opportunities to be more important (23%) and more likely to find this factor most important (75%).
 2. Those with high school/trade school experience or less are less likely to find this factor most important (60%).
 3. Those with a post-secondary education are less likely to find this factor to be more important (26%) and more likely to find this to be most important (74%).
 4. Those with a household income less than \$49,999 are more likely to find this factor as more important (43%) and less likely to find it most important (54%).
 5. Those who have a household income greater than \$75,000 are less likely to find this factor to be more important (\$75,000 to \$99,999 – 19%; \$100,000 to \$149,999 – 9%; over \$150,000 – 10%) and more likely to find it to be most important (\$75,000 to \$99,999 – 79%; \$100,000 to \$149,999 – 91%; over \$150,000 – 90%).
 6. Those living in District 1 are less likely to find this factor more important (27%).
 7. Those living in District 3 are more likely to find this factor more important (39%) and less likely to find it most important (59%).

Significant Factors: How important is it to you personally, that your community possesses: Cultural Events, Social Activities, and Recreation Opportunities

		Cultural Events, Social Activities, and Recreation Opportunities		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		2	32	66
Length of Residence*	Four Years or Less	3	23	75
	5 to 9 Years	1	33	66
	10 to 14 Years	1	33	66
	15 Years or More	4	32	64
Highest Level of Education***	High School/Trade School or Less	4	36	60
	Some College	1	29	70
	Bachelor's Degree	2	33	65
	Post-Secondary Education	0	26	74
Household Income***	Under \$49,999	3	43	54
	\$50,000 to \$74,999	2	34	64
	\$75,000 to \$99,999	2	19	79
	\$100,000 to \$149,999	0	9	91
	Over \$150,000	0	10	90

Commission district**	District 1	3	27	70
	District 2	1	35	64
	District 3	2	39	59
	District 4	3	28	68

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6m

- There is statistical significance with residents' length of residence, presence of children in the household, level of education, household income, residence type, and amongst the varying commission districts.
1. Those who have high school/trade school experience or less were less likely to find health care and support services for economically challenged residents most important (69%).
 2. Those who have some college experience are less likely to find this more important (18%) and more likely to find it most important (81%).
 3. Those with household incomes under \$49,999 are more likely to find this factor more important (32%) and less likely to find it most important (64%).
 4. Those who have household income greater than \$75,000 are less likely to find this factor to be more important (\$75,000 to \$99,999 – 11%; \$100,000 to \$149,999 – 2%; over \$150,000 – 0%) and more likely to find it to be most important (\$75,000 to \$99,999 – 86%; \$100,000 to \$149,999 – 98%; over \$150,000 – 100%).
 5. Those who rent their homes are less likely to find this factor most important (69%).
 6. Those living in District 1 are less likely to find this factor more important (14%) and more likely to find it most important (82%).
 7. Those living in District 3 are more likely to find this factor more important (34%) and less likely to find it most important (65%).

Significant Factors: How important is it to you personally, that your community possesses: Health Care and Support Services for Economically Challenged Residents

		Health Care and Support Services for Economically Challenged Residents		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		2	24	74
Length of Residence**	Four Years or Less	3	23	75
	5 to 9 Years	1	28	71
	10 to 14 Years	2	25	73
	15 Years or More	4	21	75
Children in Household***	Yes	1	28	71
	No	3	21	76
Highest Level of Education***	High School/Trade School or Less	5	27	69
	Some College	1	18	81
	Bachelor's Degree	1	28	71
	Post-Secondary Education	0	22	78
Household Income***	Under \$49,999	4	32	64
	\$50,000 to \$74,999	2	28	70
	\$75,000 to \$99,999	2	11	86

	\$100,000 to \$149,999	1	2	98
	Over \$150,000	0	0	100
Residence Type*	Rent	5	27	69
	Own	2	23	75
Commission district***	District 1	4	14	82
	District 2	1	26	73
	District 3	1	34	65
	District 4	4	23	73

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6n

- There is statistical significance with residents' presence of children in the household, level of education, household income, residence type, and amongst the varying commission districts.
1. Those with high school/trade school experience or less are less likely to find homeless support services most important (68%).
 2. Those with some college experience are less likely to find this factor more important (19%) and more likely to find it most important (79%).
 3. Those with household incomes under \$49,999 are more likely to find this factor more important (32%) and less likely to find it most important (64%).
 4. Those with incomes between \$50,000 and \$74,999 are more likely to find this factor more important (29%).
 5. Those who have household income greater than \$75,000 are less likely to find this factor to be more important (\$75,000 to \$99,999 – 11%; \$100,000 to \$149,999 – 2%; over \$150,000 – 5%) and more likely to find it to be most important (\$75,000 to \$99,999 – 86%; \$100,000 to \$149,999 – 98%; over \$150,000 – 95%).
 6. Those who rent their homes are less likely to find this factor most important (67%).
 7. Those living in District 1 are less likely to find this factor more important (15%) and more likely to find it most important (81%).
 8. Those living in District 3 are more likely to find this factor more important (33%) and less likely to find it most important (65%).

Significant Factors: How important is it to you personally, that your community possesses: Homeless Support Services

		Homeless Support Services		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		3	24	73
Children in Household***	Yes	1	28	71
	No	4	21	74
Highest Level of Education***	High School/Trade School or Less	5	26	68
	Some College	2	19	79
	Bachelor's Degree	1	28	70
	Post-Secondary Education	0	23	77
Household Income***	Under \$49,999	4	32	64
	\$50,000 to \$74,999	2	29	69
	\$75,000 to \$99,999	4	11	86
	\$100,000 to \$149,999	0	2	98
	Over \$150,000	0	5	95
Residence Type**	Rent	5	28	67
	Own	2	23	75
Commission district***	District 1	4	15	81

	District 2	1	28	71
	District 3	2	33	65
	District 4	5	22	73

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error ± 2.62%.

Question 60

- There is statistical significance with residents' presence of children in the household, level of education, household income, residence type, and commission district.
1. Those with high school/trade school experience or less are less likely to find mental and behavioral health support services most important (68%).
 2. Those with some college experience are less likely to find this factor more important (18%) and more likely to find it most important (81%).
 3. Those with household incomes under \$49,999 are more likely to find this factor more important (32%) and less likely to find it most important (64%).
 4. Those who have a household income greater than \$75,000 are less likely to find this factor to be more important (\$75,000 to \$99,999 – 11%; \$100,000 to \$149,999 – 2%; over \$150,000 – 5%), and more likely to find it to be most important (\$75,000 to \$99,999 – 87%; \$100,000 to \$149,999 – 98%; over \$150,000 – 95%).
 5. Those who rent their homes are less likely to find this factor most important (68%).
 6. Those living in District 1 are less likely to find this factor more important (14%) and more likely to find it most important (82%).
 7. Those living in District 3 are more likely to find this factor more important (32%) and less likely to find it most important (67%).

Significant Factors: How important is it to you personally, that your community possesses: Mental and Behavioral Health Support Services

		Mental and Behavioral Health Support Services		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		3	23	74
Children in Household***	Yes	1	26	72
	No	4	21	75
Highest Level of Education***	High School/Trade School or Less	5	26	68
	Some College	1	18	81
	Bachelor's Degree	2	27	71
	Post-Secondary Education	0	23	77
Household Income***	Under \$49,999	5	32	64
	\$50,000 to \$74,999	2	27	71
	\$75,000 to \$99,999	2	11	87
	\$100,000 to \$149,999	0	2	98
	Over \$150,000	0	5	95
Residence Type***	Rent	6	26	68
	Own	2	23	75
Commission district***	District 1	4	14	82
	District 2	1	26	72

	District 3	1	32	67
	District 4	5	22	73

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6p

- There is statistical significance with residents' length of residence, presence of children in the household, level of education, household income, residence type, and amongst varying commission districts.
1. Residents who have lived in Hillsborough County between 5 and 9 years are more likely to report supportive services for the aging population is more important (29%).
 2. Residents who indicated to have high school/trade school experience or less are less likely to find this factor to be most important (68%).
 3. Those who have some college experience are less likely to find this factor more important (19%) and more likely to find it most important (80%).
 4. Residents with household incomes under \$74,999 are more likely to find this to more important Under \$49,999 – 31%; \$50,000 to \$74,999 – 29%) and less likely to be most important (under \$49,999 – 65%; \$50,000 to \$74,999 – 69%).
 5. Those who have household income greater than \$75,000 are less likely to find this factor to be more important (\$75,000 to \$99,999 – 10%; \$100,000 to \$149,999 – 2%; over \$150,000 – 0%), and more likely to find it to be most important (\$75,000 to \$99,999 – 87%; \$100,000 to \$149,999 – 98%; over \$150,000 – 100%).
 6. Those who rent their homes are less likely to find this factor most important (69%).
 7. Those living in District 1 are less likely to find this factor more important (14%) and more likely to find it most important (82%).
 8. Those living in District 3 are more likely to find this factor more important (32%) and less likely to find it most important (67%).

Significant Factors: How important is it to you personally, that your community possesses: Supportive Services for an Aging Population

		Supportive Services for an Aging Population		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		2	24	74
Length of Residence*	Four Years or Less	4	21	75
	5 to 9 Years	1	29	70
	10 to 14 Years	1	24	75
	15 Years or More	4	21	75
Children in Household***	Yes	1	27	72
	No	3	22	75
Highest Level of Education***	High School/Trade School or Less	5	27	68
	Some College	1	19	80
	Bachelor's Degree	1	27	72
	Post-Secondary Education	0	22	78
Household Income***	Under \$49,999	4	31	65
	\$50,000 to \$74,999	2	29	69

	\$75,000 to \$99,999	3	10	87
	\$100,000 to \$149,999	0	2	98
	Over \$150,000	0	0	100
Residence Type*	Rent	4	27	69
	Own	2	23	75
Commission district***	District 1	3	14	82
	District 2	1	26	73
	District 3	1	32	67
	District 4	4	24	73

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6q

- There is statistical significance with residents' presence of children in the household, level of education, household income, residence type, and amongst varying commission districts.
1. Residents who have some college experience are less likely to consider residential and community services for foster-care youth more important (18%) and more likely to consider this most important (81%).
 2. Those with a bachelor's degree are more likely to find this factor more important (29%).
 3. Those earning a household income under \$49,999 are more likely to find it more important (31%) and less likely to find it most important (65%).
 4. Those with household incomes between \$50,000 and \$74,999 are more likely to find this factor more important (28%).
 5. Those who have household income greater than \$75,000 are less likely to find this factor to be more important (\$75,000 to \$99,999 – 11%; \$100,000 to \$149,999 – 2%; over \$150,000 – 0%), and more likely to find it to be most important (\$75,000 to \$99,999 – 87%; \$100,000 to \$149,999 – 98%; over \$150,000 – 100%).
 6. Those who rent their homes are less likely to find this factor most important (69%).
 7. Those living in commission district 1 are less likely to find this factor more important (13%) and more likely to find it most important (82%).
 8. Those living in commission district 3 are more likely to find this factor more important (32%) and less likely to find it most important (67%).

Significant Factors: How important is it to you personally, that your community possesses: Residential and Community Services for Foster-Care Youth

		Residential and Community Services for Foster-Care Youth		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		3	23	74
Children in Household**	Yes	1	27	72
	No	4	21	75
Highest Level of Education***	High School/Trade School or Less	5	25	70
	Some College	1	18	81
	Bachelor's Degree	1	29	70
	Post-Secondary Education	0	23	77
Household Income***	Under \$49,999	4	31	65
	\$50,000 to \$74,999	2	28	70
	\$75,000 to \$99,999	3	11	87
	\$100,000 to \$149,999	0	2	98
	Over \$150,000	0	0	100
Residence Type**	Rent	5	26	69
	Own	2	23	75
Commission district***	District 1	4	13	82

	District 2	1	26	73
	District 3	1	32	67
	District 4	4	23	73

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6r

- There is statistical significance with residents' length of residence, presence of children in the household, level of education, household income, residence type, and among the varying commission districts.
 1. Those who have lived in Hillsborough County between 5 and 9 years are more likely to find public roads, bridges, technology, and architecture more important (28%).
 2. Residents with some college experience are less likely to find this factor more important (18%) and more likely to find this factor most important (81%).
 3. Those with a bachelor's degree are more likely to find this factor more important (29%).
 4. Those earning a household income under \$49,999 are more likely to find it more important (32%) and less likely to find it most important (65%).
 5. Those with household incomes between \$50,000 and \$74,999 are more likely to find this factor more important (28%).
 6. Those who have household income greater than \$75,000 are less likely to find this factor to be more important (\$75,000 to \$99,999 – 11%; \$100,000 to \$149,999 – 2%; over \$150,000 – 0%), and more likely to find it to be most important (\$75,000 to \$99,999 – 86%; \$100,000 to \$149,999 – 98%; over \$150,000 – 100%).
 7. Those who rent their homes are more likely to find this factor more important (28%) and less likely to find this factor most important (68%).
 8. Those living in commission district 1 are less likely to find this factor more important (15%) and more likely to find it most important (83%).
 9. Those living in commission district 3 are more likely to find this factor more important (33%) and less likely to find it most important (66%).

Significant Factors: How important is it to you personally, that your community possesses: Public Roads, Bridges, Technology, and Architecture

		Public Roads, Bridges, Technology, and Architecture		
		Less Important (2-5)	More Important (6-9)	Most Important (10)
		%	%	%
Aggregate		2	23	74
Length of Residence**	Four Years or Less	4	21	75
	5 to 9 Years	2	28	70
	10 to 14 Years	1	24	75
	15 Years or More	4	21	75
Children in Household***	Yes	1	27	72
	No	3	21	76
Highest Level of Education***	High School/Trade School or Less	5	26	70
	Some College	1	18	81
	Bachelor's Degree	1	29	70
	Post-Secondary Education	0	22	78
Household Income***	Under \$49,999	4	32	65
	\$50,000 to \$74,999	2	28	71

	\$75,000 to \$99,999	3	11	86
	\$100,000 to \$149,999	0	2	98
	Over \$150,000	0	0	100
Residence Type*	Rent	4	28	68
	Own	2	22	76
Commission district***	District 1	3	15	83
	District 2	1	26	73
	District 3	1	33	66
	District 4	4	22	74

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6s

- There is statistical significance with residents' length of residence, presence of children in the household, level of education, household income, residence type, and among the differing commission districts.
1. Those with high school/trade school experience or less are less likely to find water and waste management most important (69%).
 2. Residents with some college experience are less likely to find this factor more important (18%) and more likely to find this factor most important (81%).
 3. Those with a bachelor's degree are more likely to find this factor more important (29%).
 4. Those earning a household income under \$49,999 are more likely to find it more important (32%) and less likely to find it most important (65%).
 5. Those who have household income greater than \$75,000 are less likely to find this factor to be more important (\$75,000 to \$99,999 – 11%; \$100,000 to \$149,999 – 1%; over \$150,000 – 0%), and more likely to find it to be most important (\$75,000 to \$99,999 – 87%; \$100,000 to \$149,999 – 99%; over \$150,000 – 100%).
 6. Those who rent their homes are less likely to find this factor most important (67%).
 7. Those living in commission district 1 are less likely to find this factor more important (15%) and more likely to find it most important (82%).
 8. Those living in commission district 3 are more likely to find this factor more important (33%) and less likely to find it most important (66%).

Significant Factors: How important is it to you personally, that your community possesses: Water and Waste Management

		Water and Waste Management		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		2	24	74
Length of Residence**	Four Years or Less	3	23	75
	5 to 9 Years	1	27	72
	10 to 14 Years	1	25	74
	15 Years or More	4	21	75
Children in Household**	Yes	1	27	72
	No	3	21	76
Highest Level of Education***	High School/Trade School or Less	4	26	69
	Some College	1	18	81
	Bachelor's Degree	1	29	70
	Post-Secondary Education	0	23	77
Household Income***	Under \$49,999	4	32	65
	\$50,000 to \$74,999	2	28	70
	\$75,000 to \$99,999	2	11	87
	\$100,000 to \$149,999	0	1	99

	Over \$150,000	0	0	100
Residence Type**	Rent	4	28	67
	Own	2	22	76
Commission district***	District 1	3	15	82
	District 2	1	26	73
	District 3	1	33	66
	District 4	4	22	74

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6t

- There is statistical significance with residents’ presence of children in the household, level of education, household income, residence type, and among the varying commission districts.
1. Residents with some college experience are less likely to find public transit more important (19%) and more likely to find this factor most important (81%).
 2. Those with a bachelor’s degree are more likely to find this factor more important (29%) and less likely to find it most important (68%).
 3. Those earning a household income under \$49,999 are more likely to find it more important (32%) and less likely to find it most important (64%).
 4. Those who have household income greater than \$75,000 are less likely to find this factor to be more important (\$75,000 to \$99,999 – 11%; \$100,000 to \$149,999 – 4%; over \$150,000 – 0%), and more likely to find it to be most important (\$75,000 to \$99,999 – 86%; \$100,000 to \$149,999 – 95%; over \$150,000 – 95%).
 5. Those who rent their homes are less likely to find this factor most important (68%).
 6. Those living in commission district 1 are less likely to find this factor more important (15%) and more likely to find it most important (81%).
 7. Those living in commission district 3 are more likely to find this factor more important (32%) and less likely to find it most important (67%).

Significant Factors: How important is it to you personally, that your community possesses: Public Transit

		Public Transit		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		3	24	73
Children in Household***	Yes	1	27	72
	No	4	22	74
Highest Level of Education***	High School/Trade School or Less	5	26	69
	Some College	1	19	81
	Bachelor's Degree	3	29	68
	Post-Secondary Education	0	26	74
Household Income***	Under \$49,999	4	32	64
	\$50,000 to \$74,999	2	28	70
	\$75,000 to \$99,999	3	11	86
	\$100,000 to \$149,999	1	4	95
	Over \$150,000	5	0	95
Residence Type*	Rent	4	27	68
	Own	2	23	74
Commission district***	District 1	4	15	81
	District 2	1	28	71

	District 3	1	32	67
	District 4	4	23	73

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 6u

- There is statistical significance with residents’ presence of children in the household, level of education, household income, residence type, and among the varying commission districts.
1. Those with some college experience are less likely to find traffic flow on major roads more important (16%) and more likely to find it most important (82%).
 2. Those earning a household income under \$49,999 are more likely to find it more important (28%) and less likely to find it most important (66%).
 3. Those who have household income greater than \$75,000 are less likely to find this factor to be more important (\$75,000 to \$99,999 – 11%; \$100,000 to \$149,999 – 1%; over \$150,000 – 0%), and more likely to find it to be most important (\$75,000 to \$99,999 – 87%; \$100,000 to \$149,999 – 99%; over \$150,000 – 100%).
 4. Those who rent their homes are less likely to find this factor most important (70%).
 5. Those living in commission district 1 are less likely to find this factor more important (13%) and more likely to find it most important (83%).
 6. Those living in commission district 3 are more likely to find this factor more important (32%) and less likely to find it most important (67%).

Significant Factors: How important is it to you personally, that your community possesses: Traffic Flow on Major Roads

		Traffic Flow on Major Roads		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		3	22	75
Children in Household***	Yes	1	26	73
	No	4	19	77
Highest Level of Education***	High School/Trade School or Less	6	23	71
	Some College	1	16	82
	Bachelor's Degree	2	26	71
	Post-Secondary Education	0	23	77
Household Income***	Under \$49,999	5	28	66
	\$50,000 to \$74,999	2	26	72
	\$75,000 to \$99,999	2	11	87
	\$100,000 to \$149,999	0	1	99
	Over \$150,000	0	0	100
Residence Type**	Rent	6	23	70
	Own	2	21	77
Commissioner District***	District 1	4	13	83
	District 2	2	24	74
	District 3	1	32	67

District 4	5	19	76
------------	---	----	----

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error ± 2.62%.

Question 6v

- There is statistical significance with residents' length of residence, presence of children in the household, highest level of education, household income, residence type, and among the different commission districts.
1. Those with some college experience are less likely to find parking availability more important (16%) and more likely to find it most important (82%).
 2. Those earning a household income under \$49,999 are more likely to find it more important (29%) and less likely to find it most important (66%).
 3. Those who have household income greater than \$75,000 are less likely to find this factor to be more important (\$75,000 to \$99,999 – 10%; \$100,000 to \$149,999 – 2%; over \$150,000 – 0%), and more likely to find it to be most important (\$75,000 to \$99,999 – 88%; \$100,000 to \$149,999 – 98%; over \$150,000 – 100%).
 4. Those who rent their homes are less likely to find this factor most important (70%).
 5. Those living in commission district 1 are less likely to find this factor more important (13%) and more likely to find it most important (83%).
 6. Those living in commission district 3 are more likely to find this factor more important (31%) and less likely to find it most important (67%).

Significant Factors: How important is it to you personally, that your community possesses: Parking Availability

		Parking Availability		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		3	22	75
Length of Residence**	Four Years or Less	4	21	75
	5 to 9 Years	2	25	72
	10 to 14 Years	1	23	76
	15 Years or More	5	19	76
Children in Household***	Yes	1	26	73
	No	4	19	77
Highest Level of Education***	High School/Trade School or Less	6	24	71
	Some College	1	16	82
	Bachelor's Degree	2	26	72
	Post-Secondary Education	0	23	77
Household Income***	Under \$49,999	5	29	66
	\$50,000 to \$74,999	2	26	72
	\$75,000 to \$99,999	2	10	88
	\$100,000 to \$149,999	0	2	98
	Over \$150,000	0	0	100
Residence Type**	Rent	6	24	70

	Own	2	21	77
Commission district***	District 1	3	13	83
	District 2	1	24	74
	District 3	2	31	67
	District 4	5	19	75

*Significance Level: *** .001, ** .01 and * .05.*

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error ± 2.62%.

Question 6w

- There is statistical significance with residents' length of residence, presence of children in the household, level of education, household income, residence type, and among the varying commission districts.
1. Those with high school/trade school experience or less are less likely to find storm and flooding resiliency most important (70%).
 2. Those with some college experience are less likely to find this factor more important (17%) and more likely to find it most important (83%).
 3. Those with a bachelor's degree are more likely to find this factor more important (28%).
 4. Those earning a household income under \$49,999 are more likely to find it more important (31%) and less likely to find it most important (65%).
 5. Those who have household income greater than \$75,000 are less likely to find this factor to be more important (\$75,000 to \$99,999 – 11%; \$100,000 to \$149,999 – 1%; over \$150,000 – 0%), and more likely to find it to be most important (\$75,000 to \$99,999 – 87%; \$100,000 to \$149,999 – 99%; over \$150,000 – 100%).
 6. Those who rent their homes are less likely to find this factor most important (70%).
 7. Those living in commission district 1 are less likely to find this factor more important (14%) and more likely to find it most important (83%).
 8. Those living in commission district 3 are more likely to find this factor more important (32%) and less likely to find it most important (67%).

Significant Factors: How important is it to you personally, that your community possesses: Storm and Flooding Resiliency

		Storm and Flooding Resiliency		
		Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		2	23	75
Length of Residence**	Four Years or Less	3	23	75
	5 to 9 Years	1	27	72
	10 to 14 Years	1	23	76
	15 Years or More	4	21	76
Children in Household**	Yes	1	26	73
	No	3	21	77
Highest Level of Education***	High School/Trade School or Less	4	26	70
	Some College	1	17	83
	Bachelor's Degree	1	28	71
	Post-Secondary Education	0	23	77
Household Income***	Under \$49,999	3	31	65
	\$50,000 to \$74,999	2	26	72
	\$75,000 to \$99,999	2	11	87
	\$100,000 to \$149,999	0	1	99

	Over \$150,000	0	0	100
Residence Type*	Rent	4	27	70
	Own	2	22	77
Commission district***	District 1	3	14	83
	District 2	1	25	74
	District 3	1	32	67
	District 4	4	21	75

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 7a

- There is statistical significance with residents' length of residence, presence of children in the household, level of education, age, household income, and among the different commission districts.
1. Those who have lived in Hillsborough County for nine years or less are more likely to have a greater experience with finding jobs for their skillset in the county (four years or less – 75%; 5 to 9 years – 71%).
 2. Those who have lived in the county for four years or less are less likely to have a less true experience (22%).
 3. Those who have lived in the county 15 years or more are more likely to have a lesser experience (38%), and less likely to have a more true experience.
 4. Those with a high school or less than trade school level of education are more likely for their experience with jobs for my skillset to be less true (38%) and less likely to find this factor more true (58%).
 5. Those whose highest education level is some college are less likely find the factor to be less true (28%).
 6. Those with Children in the household are more likely to have a greater experience (69%).
 7. Those with post-secondary education are more likely to have a greater experience (70%).
 8. Those aged 54 or under are more likely to have a greater experience (34 or under – 71%; 35-44 – 71%; 45 to 54 – 73%).
 9. Those aged 65 or older are more likely to have a lesser experience (59%), and less likely to have a greater experience (34%).
 10. Those with household incomes under \$49,999 are more likely to have a lesser experience (50%).
 11. Those with household incomes greater than \$75,000 are more likely to have a greater experience (\$75,000 to \$99,999 – 87%; \$100,000 to \$149,999 – 95%; over \$150,000 – 86%), and less likely to have a less true experience (\$75,000 to \$99,999 – 11%; \$100,000 to \$149,999 – 3%; over \$150,000 – 10%).
 12. Those living in commission district 1 and 4 are more likely to have a greater experience (72%), and less likely to have a lesser experience (25%).
 13. Those living in commission district 3 are more likely to find this less true (47%), and less likely to find it more true (49%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Jobs for my Skillset

		Jobs for my Skillset			
		Not True at All (1) %	Less True (2-5) %	More True (6-9) %	Extremely True (10) %
Aggregate		1	33	64	2
Length of Residence***	Four Years or Less	0	22	75	3
	5 to 9 Years	0	29	71	0
	10 to 14 Years	0	31	67	1
	15 Years or More	3	38	56	3
Children in Household***	Yes	0	28	69	2
	No	2	36	60	1
Highest Level of Education*	High School/Trade School or Less	1	38	58	2
	Some College	2	28	68	2
	Bachelor's Degree	1	31	67	1
	Post-Secondary Education	0	29	70	1
Age***	34 or Under	0	26	71	2

	35 to 44	0	27	71	1
	45 to 54	0	25	73	2
	55 to 64	1	33	64	1
	65 or Older	5	59	34	2
Household Income***	Under \$49,999	3	50	45	2
	\$50,000 to \$74,999	0	33	66	1
	\$75,000 to \$99,999	0	11	87	1
	\$100,000 to \$149,999	0	3	95	2
	Over \$150,000	0	10	86	5
Commission district***	District 1	2	25	72	1
	District 2	1	37	61	1
	District 3	2	47	49	3
	District 4	0	25	72	3

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 7b

- There is statistical significance with residents' length of residence, presence of children in the household, level of education, age, household income, residence type, and among the varying commission districts.
1. Those who have lived in Hillsborough County for four years or less are more likely to have a greater experience with the career opportunities for my children in the county (72%), and less likely to have a lesser experience (29%).
 2. Those who have lived in the county 15 years or more are less likely to have a greater experience (61%).
 3. Those who have high school/trade school experience or less are less likely to have a greater experience (61%).
 4. Those who have had some college experience are more likely to have a greater experience (71%), and less likely to have a lesser experience regarding career opportunities for their children (25%).
 5. Those aged 35 to 64 are more likely to have a greater experience (35 to 44 – 71%; 45 to 54 – 75%; 55 to 64 – 71%).
 6. Those aged 45 to 54 are less likely to have a lesser experience (23%).
 7. Those aged 65 or older are more likely to have a lesser experience (40%), and less likely to have a greater experience (53%).
 8. Those with household incomes under \$49,999 are more likely to have a lesser experience (45%).
 9. Those with household incomes greater than \$75,000 are more likely to have a greater experience (\$75,000 to \$99,999 – 88%; \$100,000 to \$149,999 – 94%; over \$150,000 – 86%).
 10. Those who rent their homes are more likely to have a lesser experience (38%), and less likely to have a greater experience (55%).
 11. Those who live in commission district 1 and 4 are more likely to have a greater experience (District 1 – 71%; District 4 – 75%).
 12. Those who live in commission district 2 and 3 are more likely to have a lesser experience (District 2 – 36%; District 3 – 40%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Career Opportunities for my Children

		Career Opportunities for my Children			
		Not True at All (1) %	Less True (2-5) %	More True (6-9) %	Extremely True (10) %
Aggregate		2	31	66	2
Length of Residence***	Four Years or Less	1	24	72	3
	5 to 9 Years	2	27	70	0
	10 to 14 Years	0	32	67	1
	15 Years or More	3	32	61	3
Children in Household***	Yes	0	30	68	2
	No	3	31	65	1
Highest Level of Education**	High School/Trade School or Less	2	35	61	2
	Some College	2	25	71	1
	Bachelor's Degree	1	31	68	0
	Post-Secondary Education	0	33	66	1

Age***	34 or Under	2	33	62	2
	35 to 44	0	28	71	1
	45 to 54	0	23	75	2
	55 to 64	1	28	71	0
	65 or Older	5	40	53	2
Household Income***	Under \$49,999	4	45	49	2
	\$50,000 to \$74,999	1	31	67	1
	\$75,000 to \$99,999	0	11	88	1
	\$100,000 to \$149,999	0	3	94	2
	Over \$150,000	0	10	86	5
Residence Type***	Rent	3	38	55	3
	Own	1	29	69	1
Commission district***	District 1	2	27	71	1
	District 2	2	36	61	0
	District 3	3	40	54	3
	District 4	1	21	75	3

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 7c

- There is statistical significance with residents' length of residence, presence of children in the household, level of education, household income, residence type, and among the varying commission districts.
 1. Those who have lived in Hillsborough County four years or less are less likely to have a lesser experience with affordable/attainable housing in the county (18%).
 2. Those with a bachelor's degree are more likely to have a lesser experience (28%).
 3. Those with a household income under \$49,999 are more likely to have a lesser experience (35%), and less likely to have a greater experience (62%).
 4. Those with household incomes greater than \$75,000 are more likely to have a greater experience (\$75,000 to \$99,999 – 90%; \$100,000 to \$149,999 – 98%; over \$150,000 – 95%).
 5. Those who rent their homes are more likely to have a lesser experience (32%), and less likely to have a greater experience (65%).
 6. Those who live in commission districts 1 and 4 are more likely to have a greater experience (District 1 – 82%; District 4 – 81%), and less likely to have a lesser experience (District 1 – 16%; District 4 – 17%).
 7. Those who live in commission district 3 are more likely to have a lesser experience (41%), and less likely to have a greater experience (57%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Affordable/Attainable Housing

		Affordable/Attainable Housing			
		Not True at All (1) %	Less True (2-5) %	More True (6-9) %	Extremely True (10) %
Aggregate		0	23	75	2
Length of Residence*	Four Years or Less	0	18	79	3
	5 to 9 Years	0	25	75	0
	10 to 14 Years	0	23	76	1
	15 Years or More	0	24	73	3
Children in Household*	Yes	0	27	71	2
	No	0	21	77	2
Highest Level of Education**	High School/Trade School or Less	0	26	72	3
	Some College	0	19	79	2
	Bachelor's Degree	0	28	72	0
	Post-Secondary Education	0	23	77	0
Household Income***	Under \$49,999	0	35	62	3
	\$50,000 to \$74,999	0	24	75	1
	\$75,000 to \$99,999	0	9	90	1
	\$100,000 to \$149,999	0	0	98	2
	Over \$150,000	0	5	95	0
Residence Type***	Rent	0	32	65	3
	Own	0	21	78	1

Commission district***	District 1	0	16	82	1
	District 2	0	23	77	1
	District 3	0	41	57	3
	District 4	0	17	81	2

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 7d

- There is statistical significance with residents’ length of residence, level of education, age, household income, residence type, and among the varying commission districts.
1. Those who have lived in Hillsborough County for 15 years or more are less likely to have a greater experience with personal safety in the county (79%).
 2. Those who are aged 65 or older are less likely to have a lesser experience (9%).
 3. Those with incomes under \$49,999 are more likely to have a lesser experience (19%), and less likely to have a greater experience (78%).
 4. Those with household incomes greater than \$75,000 are more likely to have a greater experience (\$75,000 to \$99,999 – 92%; \$100,000 to \$149,999 – 98%; over \$150,000 – 95%).
 5. Those who rent their homes are more likely to have a lesser experience (19%), and less likely to have a greater experience (77%).
 6. Those living in commission district 3 are more likely to have a lesser experience (22%), and less likely to have a greater experience (75%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Personal Safety

		Personal Safety		
		Less True (2-5)	More True (6-9)	Extremely True (10)
		%	%	%
Aggregate		14	84	2
Length of Residence***	Four Years or Less	11	87	3
	5 to 9 Years	13	87	0
	10 to 14 Years	11	87	1
	15 Years or More	16	79	4
Highest Level of Education**	High School/Trade School or Less	16	80	3
	Some College	10	88	2
	Bachelor's Degree	16	83	1
	Post-Secondary Education	10	88	1
Age*	34 or Under	16	81	3
	35 to 44	12	87	1
	45 to 54	15	83	2
	55 to 64	13	86	1
	65 or Older	9	88	3
Household Income***	Under \$49,999	19	78	3
	\$50,000 to \$74,999	15	83	2
	\$75,000 to \$99,999	6	92	1
	\$100,000 to \$149,999	0	98	2
	Over \$150,000	0	95	5

Residence Type***	Rent	19	77	4
	Own	12	86	2
Commission district***	District 1	10	88	2
	District 2	11	87	2
	District 3	22	75	3
	District 4	12	85	3

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 7e

- There is statistical significance with residents’ length of residence, highest level of education, household income, residence type, and among the varying commission districts.
1. Those who have lived in Hillsborough County are more likely to have a greater experience with bicyclist safety in the county (91%).
 2. Those who have lived in the county 15 years or more are less likely to have a greater experience (81%).
 3. Those who have high school/ trade school experience or less are less likely to have a greater experience (81%), and more likely to have a lesser experience (16%).
 4. Those who have some college experience are more likely to have a greater experience (92%).
 5. Those who have had post-secondary education are more likely to have a greater experience (92%).
 6. Those with household incomes less than \$49,999 are less likely to have a greater experience (80%), and more likely to have a lesser experience (17%).
 7. Those with household incomes greater than \$75,000 are more likely to have a greater experience (\$75,000 to \$99,999 – 92%; \$100,000 to \$149,999 – 98%; over \$150,000 – 95%).
 8. Those who rent their homes are less likely to have a greater experience (80%), and more likely to have a lesser experience (16%).
 9. Those living in commission district 3 are less likely to have a greater experience (81%), and more likely to have a lesser experience (17%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Bicyclist Safety

		Bicyclist Safety			
		Not True at All (1) %	Less True (2-5) %	More True (6-9) %	Extremely True (10) %
Aggregate		0	11	86	2
Length of Residence***	Four Years or Less	0	12	86	3
	5 to 9 Years	0	9	91	0
	10 to 14 Years	0	10	89	1
	15 Years or More	0	15	81	4
Highest Level of Education***	High School/Trade School or Less	0	16	81	3
	Some College	0	7	92	1
	Bachelor's Degree	0	11	87	1
	Post-Secondary Education	0	7	92	1
Household Income***	Under \$49,999	0	17	80	3
	\$50,000 to \$74,999	0	11	88	1
	\$75,000 to \$99,999	0	7	92	1
	\$100,000 to \$149,999	0	0	98	2
	Over \$150,000	0	0	95	5
Residence Type***	Rent	0	16	80	4
	Own	0	10	88	2

Commission district*	District 1	0	10	89	2
	District 2	0	9	90	1
	District 3	0	17	81	3
	District 4	0	11	86	3

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error $\pm 2.62\%$.

Question 7f

- There is statistical significance with residents’ length of residence, level of education, household income, residence type, and among varying commission districts.
1. Those who have lived in Hillsborough county for 15 years or more are less likely to have a greater experience with pedestrian safety in the county (82%).
 2. Those with high school/ trade school experience or less are less likely to have a greater experience (81%).
 3. Those with some college experience or post-secondary education are more likely to have a greater experience (92%).
 4. Those with household incomes less than \$49,999 are less likely to have a greater experience (80%), and more likely to have a lesser experience (17%).
 5. Those with household incomes greater than \$75,000 are more likely to have a greater experience (\$75,000 to \$99,999 – 92%; \$100,000 to \$149,999 – 98%; over \$150,000 – 95%).
 6. Those who rent their homes are less likely to have a greater experience (79%), and more likely to have a lesser experience (17%).
 7. Those living in commission district 3 are less likely to have a greater experience (81%), and more likely to have a lesser experience (16%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Pedestrian Safety

		Pedestrian Safety		
		Less True (2-5)	More True (6-9)	Extremely True (10)
		%	%	%
Aggregate		11	87	2
Length of Residence***	Four Years or Less	11	87	3
	5 to 9 Years	9	91	0
	10 to 14 Years	9	90	1
	15 Years or More	14	82	4
Highest Level of Education***	High School/Trade School or Less	15	81	3
	Some College	7	92	1
	Bachelor's Degree	11	88	1
	Post-Secondary Education	7	92	1
Household Income***	Under \$49,999	17	80	3
	\$50,000 to \$74,999	10	89	1
	\$75,000 to \$99,999	7	92	1
	\$100,000 to \$149,999	0	98	2
	Over \$150,000	0	95	5
Residence Type***	Rent	17	79	4
	Own	10	89	2
Commissioner District*	District 1	10	88	2
	District 2	9	90	1
	District 3	16	81	3

District 4	11	87	3
------------	----	----	---

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 7g

- There is statistical significance with residents' length of residence, level of education, age, household income and residence type.
1. Those who have lived in Hillsborough County 5 to 9 years are more likely to have a greater experience with fire and emergency services in the county (93%).
 2. Those who have lived in the county for 15 years or more are less likely to have a greater experience (82%).
 3. Those with high school/ trade school experience or less are less likely to have a greater experience (81%), and more likely to have a lesser experience (14%).
 4. Those with post-secondary education are more likely to have a greater experience (94%).
 5. Those with household incomes less than \$49,999 are less likely to have a greater experience (81%), and more likely to have a lesser experience (14%).
 6. Those with household incomes greater than \$100,000 are more likely to have a greater experience (\$100,000 to \$149,999 – 94%; over \$150,000 – 100%).
 7. Those who rent their homes are less likely to have a greater experience (80%), and more likely to have a lesser experience (15%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Fire and Emergency Services

		Fire and Emergency Services		
		Less True (2-5)	More True (6-9)	Extremely True (10)
		%	%	%
Aggregate		9	88	4
Length of Residence***	Four Years or Less	9	88	3
	5 to 9 Years	7	93	1
	10 to 14 Years	6	91	2
	15 Years or More	12	82	6
Highest Level of Education***	High School/Trade School or Less	14	81	5
	Some College	5	92	3
	Bachelor's Degree	6	91	3
	Post-Secondary Education	6	94	0
Age*	34 or Under	9	87	4
	35 to 44	9	88	3
	45 to 54	11	86	2
	55 to 64	7	92	1
	65 or Older	7	86	7
Household Income***	Under \$49,999	14	81	5
	\$50,000 to \$74,999	7	91	2
	\$75,000 to \$99,999	6	92	2
	\$100,000 to \$149,999	0	94	6

	Over \$150,000	0	100	0
Residence Type***	Rent	15	80	5
	Own	7	90	3

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 7h

- There is statistical significance with residents' length of residence, level of education, household income, and residence type.
 1. Those who have lived in the county for 15 years or more are less likely to have a greater experience (84%).
 2. Those who have high school/ trade school experience or less are less likely to have a greater experience (83%).
 3. Those with household incomes greater than \$100,000 are more likely to have a greater experience (\$100,000 to \$149,999 – 94%; Over \$150,000 – 95%), and less likely to have a lesser experience (0%).
 4. Those who rent their homes are less likely to have a greater experience (82%), and more likely to have a lesser experience (13%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Parks and Public Spaces

		Parks and Public Spaces		
		Less True (2-5)	More True (6-9)	Extremely True (10)
		%	%	%
Aggregate		8	89	3
Length of Residence***	Four Years or Less	7	88	5
	5 to 9 Years	4	95	1
	10 to 14 Years	5	92	3
	15 Years or More	12	84	4
Highest Level of Education***	High School/Trade School or Less	12	83	4
	Some College	4	93	2
	Bachelor's Degree	5	93	2
	Post-Secondary Education	5	93	2
Household Income***	Under \$49,999	12	85	3
	\$50,000 to \$74,999	6	92	2
	\$75,000 to \$99,999	6	92	2
	\$100,000 to \$149,999	0	94	6
	Over \$150,000	0	95	5
Residence Type***	Rent	13	82	5
	Own	6	91	3

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error ± 2.62%.

Question 7i

- There is statistical significance with residents' length of residence, level of education, household income, and residence type.
1. Those who have lived in Hillsborough County for 5 to 9 years are more likely to have a greater experience with the sense of community in the county (95%).
 2. Those who have lived in the county for 15 years or more are less likely to have a greater experience (85%).
 3. Those with high school/ trade school experience or less are less likely to have a greater experience (84%), and more likely to have a lesser experience (15%).
 4. Those with a bachelor's degree are more likely to have a greater experience (95%).
 5. Those earning a household income under \$49,999 are less likely to have a greater experience (85%).
 6. Those with household incomes greater than \$100,000 are more likely to have a greater experience (\$100,000 to \$149,999 – 98%; Over \$150,000 – 100%), and less likely to have a lesser experience (0%).
 7. Those who rent their homes are less likely to have a greater experience (83%), and more likely to have a lesser experience (13%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Sense of Community

		Sense of Community		
		Less True (2-5) %	More True (6-9) %	Extremely True (10) %
Aggregate		8	90	2
Length of Residence***	Four Years or Less	9	88	3
	5 to 9 Years	4	95	0
	10 to 14 Years	5	94	1
	15 Years or More	12	85	3
Highest Level of Education***	High School/Trade School or Less	13	84	3
	Some College	4	94	1
	Bachelor's Degree	4	95	1
	Post-Secondary Education	5	94	1
Household Income***	Under \$49,999	12	85	3
	\$50,000 to \$74,999	5	94	1
	\$75,000 to \$99,999	6	92	1
	\$100,000 to \$149,999	0	98	2
	Over \$150,000	0	100	0
Residence Type***	Rent	13	83	4
	Own	6	93	1

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error ± 2.62%.

Question 7j

- There is statistical significance with residents' length of residence, highest level of education, household income, and residence type.
1. Those who have lived in Hillsborough County from 5 to 9 years are more likely to have a greater experience with cleanliness of public spaces in the county (95%).
 2. Those who have lived in the county 15 years or more are less likely to have a greater experience (84%).
 3. Those with high school/ trade school experience or less are less likely to have a greater experience (83%), and more likely to have a lesser experience (14%).
 4. Those with a bachelor's degree are more likely to have a greater experience (95%).
 5. Those earning a household income under \$49,999 are less likely to have a greater experience (84%), and more likely to have a lesser experience (13%).
 6. Those with household incomes greater than \$100,000 are more likely to have a greater experience (\$100,000 to \$149,999 – 98%; Over \$150,000 – 100%), and less likely to have a lesser experience (0%).
 7. Those who rent their homes are less likely to have a greater experience (82%), and more likely to have a lesser experience (14%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Cleanliness of Public Spaces

		Cleanliness of Public Spaces		
		Less True (2-5)	More True (6-9)	Extremely True (10)
		%	%	%
Aggregate		8	90	2
Length of Residence***	Four Years or Less	8	89	3
	5 to 9 Years	4	95	0
	10 to 14 Years	6	93	1
	15 Years or More	12	84	4
Highest Level of Education***	High School/Trade School or Less	14	83	4
	Some College	4	94	2
	Bachelor's Degree	5	95	1
	Post-Secondary Education	5	94	1
Household Income***	Under \$49,999	13	84	3
	\$50,000 to \$74,999	6	93	2
	\$75,000 to \$99,999	6	93	1
	\$100,000 to \$149,999	0	98	2
	Over \$150,000	0	100	0
Residence Type***	Rent	14	82	4
	Own	6	92	2

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error ± 2.62%.

Question 7k

- There is statistical significance with residents' length of residence, highest level of education, age, household income, residence type, and among the varying commission districts.
1. Those who have lived in Hillsborough County for four years or less are more likely to have the best experience with nature preserves in the county (15%), and less likely to have only a greater experience (75%).
 2. Those who have lived in the county for 5 to 9 years are more likely to have a greater experience (91%).
 3. Those who have lived in the county between 10 and 14 years are more likely to have a greater experience (90%).
 4. Those who have lived in the county 15 years or more are less likely to have a greater experience (80%).
 5. Those with high school/ trade school experience or less are more likely to have a lesser experience (13%), and less likely to have a greater experience (79%).
 6. Those who have a bachelor's degree or have had some college experience are more likely to have a greater experience (90%).
 7. Those with household incomes between \$500,000 to \$74,999 are more likely to have a greater experience (90%), and less likely to have a lesser experience (0%).
 8. Those with household incomes ranging from \$100,000 to \$149,999 are more likely to have the best experience (15%), and less likely to have a lesser experience (0%).
 9. Those earning a household income over \$150,000 are more likely to have a greater experience (90%), and less likely to have a lesser experience (0%).
 10. Those who rent their homes are less likely to have a greater experience (75%), and more likely to have a lesser experience (14%).
 11. Those living in commission district 2 are more likely to have a greater experience (91%), and less likely to have a lesser experience (2%).
 12. Those living in commission district 4 are more likely to have the best experience (15%), and less likely to have only a greater experience (75%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Nature Preserves

		Nature Preserves		
		Less True (2-5) %	More True (6-9) %	Extremely True (10) %
Aggregate		8	85	7
Length of Residence***	Four Years or Less	9	75	15
	5 to 9 Years	4	91	5
	10 to 14 Years	5	90	5
	15 Years or More	12	80	8
Highest Level of Education***	High School/Trade School or Less	13	79	8
	Some College	4	90	6
	Bachelor's Degree	4	90	6
	Post-Secondary Education	5	89	6
Age*	34 or Under	8	82	10

	35 to 44	7	89	4
	45 to 54	10	84	5
	55 to 64	7	89	4
	65 or Older	7	85	8
Household Income***	Under \$49,999	12	83	5
	\$50,000 to \$74,999	5	90	5
	\$75,000 to \$99,999	6	85	9
	\$100,000 to \$149,999	0	85	15
	Over \$150,000	0	90	10
Residence Type***	Rent	14	75	11
	Own	6	88	5
Commission district***	District 1	8	88	4
	District 2	7	91	2
	District 3	6	88	6
	District 4	10	75	15

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 7I

- There is statistical significance with residents’ engagement with Hillsborough County, their length of residence, level of education, age, race, household income, residence type, and among the four commission districts.
1. Those who are engaged with the county are more likely to have a greater experience with cultural events, social activities, and recreation opportunities in Hillsborough County (85%), and less likely to have an extremely true experience (7%).
 2. Those who have lived in the county for four years or less are more likely to have the best experience (29%), and less likely to only have a greater experience (66%).
 3. Those with high school/ trade school experience or less are more likely to have a lesser experience (13%).
 4. Those with some college experience are more likely to have a greater experience (81%).
 5. Those with a post-secondary education are more likely to have the best experience (28%), and less likely to only have a greater experience (66%).
 6. Those who are aged 65 or older are more likely to have a greater experience (82%), and less likely to have the greatest experience (11%).
 7. Those who racially identify as Black/African American are more likely to have the best experience (21%).
 8. Those who racially identify as Other are more likely to have the best experience (24%), and less likely to only have a greater experience (71%).
 9. Those with household incomes under \$74,999 are more likely to have a greater experience (under \$49,999- 81%; \$50,000 to \$74,999 – 84%).
 10. Those with incomes greater than \$75,000 are more likely to have the best experience (\$75,000 to \$99,999 – 29%; \$100,000 to \$149,999 – 41%; over \$150,000 – 62%).
 11. Residents who rent their home are more likely to have a lesser experience (14%), and less likely to have a greater experience (66%).
 12. Those living in commission districts 2 and 3 are more likely to have a greater experience (District 2 – 86%; District 3 – 81%) and less likely to have the greatest experience (7%).
 13. Those living in commission district 4 are more likely to believe this is extremely true (29%), and less likely to have had only a greater experience (61%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Cultural Events, Social Activities, and Recreation Opportunities

		Cultural Events, Social Activities, and Recreation Opportunities		
		Less True (2-5)	More True (6-9)	Extremely True
				(10)
		%	%	%
Aggregate		8	76	16
Engagement with Hillsborough County***	Yes	8	85	7
	No	8	75	17
Length of Residence***	Four Years or Less	6	66	29
	5 to 9 Years	4	79	17
	10 to 14 Years	6	80	14
	15 Years or More	11	73	16

Highest Level of Education***	High School/Trade School or Less	13	72	15
	Some College	4	81	15
	Bachelor's Degree	4	78	18
	Post-Secondary Education	6	66	28
Age*	34 or Under	8	72	20
	35 to 44	7	79	14
	45 to 54	11	72	17
	55 to 64	6	79	15
	65 or Older	7	82	11
Race*	White/Caucasian	9	77	14
	Black/African American	8	72	21
	Hispanic/Latino	6	77	17
	Other	4	71	24
Household Income***	Under \$49,999	12	81	7
	\$50,000 to \$74,999	5	84	11
	\$75,000 to \$99,999	5	66	29
	\$100,000 to \$149,999	0	59	41
	Over \$150,000	0	38	62
Residence Type***	Rent	14	66	20
	Own	6	79	15
Commission district***	District 1	8	77	14
	District 2	7	86	7
	District 3	5	81	14
	District 4	10	61	29

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 7m

- There is statistical significance with residents' engagement with Hillsborough County, length of residence, level of education, household income, residence type, and among the varying commission districts.
1. Those who are engaged with the county are more likely to have a lesser experience (44%) and less likely to have a greater experience (53%) with health care and support services for economically challenged residents in Hillsborough County.
 2. Those who have lived in the county for four years or less are less likely to have a lesser experience (8%) and more likely to have a greater experience (89%).
 3. Those who have lived in the county between 5 and 9 years are less likely to have a lesser experience (19%) and more likely to have a greater experience (81%).
 4. Those who have lived in the county 15 years or more are less likely to have a greater experience (68%).
 5. Residents with high school/trade school experience or less are more likely to have a lesser experience (32%) and less likely to have a greater experience (65%).
 6. Those with a bachelor's degree are less likely to have a lesser experience (11%) and more likely to have a greater experience (88%).
 7. Those with post-secondary education are less likely to have a lesser experience (8%) and more likely to have a greater experience (92%).
 8. Those with household incomes under \$49,99 are more likely to have a lesser experience (32%) and less likely to have a greater experience (65%).
 9. Those with incomes greater than \$100,000 are less likely to have a lesser experience (\$100,000 to \$149,999 – 7%; over \$150,000 – 0%) and more likely to have a greater experience (\$100,000 to \$149,999 – 90%; over \$150,000 – 100%).
 10. Residents who rent their home are more likely to have a lesser experience (31%) and less likely to have a greater experience (66%).
 11. Those living in District 2 are more likely to have a lesser experience (33%) and less likely to have a greater experience (65%).
 12. Those living in District 3 are less likely to have a lesser experience (17%) and more likely to have a greater experience (80%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Health Care and Support Services for Economically Challenged Residents

		Health Care and Support Services for Economically Challenged Residents			
		Not True at All (1) %	Less True (2-5) %	More True (6-9) %	Extremely True (10) %
Aggregate		0	25	73	2
Engagement with Hillsborough County***	Yes	0	44	53	3
	No	0	22	76	2
Length of Residence***	Four Years or Less	0	8	89	3
	5 to 9 Years	0	19	81	0
	10 to 14 Years	0	27	72	1
	15 Years or More	0	29	68	3

Highest Level of Education***	High School/Trade School or Less	0	32	65	3
	Some College	0	27	71	2
	Bachelor's Degree	0	11	88	1
	Post-Secondary Education	0	8	92	0
Household Income***	Under \$49,999	0	32	65	3
	\$50,000 to \$74,999	0	24	75	1
	\$75,000 to \$99,999	0	21	77	1
	\$100,000 to \$149,999	0	7	90	3
	Over \$150,000	0	0	100	0
Residence Type*	Rent	0	31	66	3
	Own	0	23	75	2
Commission district***	District 1	0	22	77	1
	District 2	0	33	65	2
	District 3	0	17	80	3
	District 4	0	27	71	2

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 7n

- There is statistical significance with residents' engagement with Hillsborough County, length of residence, level of education, age, household income, and among the varying commission districts.
1. Residents who are engaged with the county are more likely to have a lesser experience (54%) and less likely to have a greater experience (42%) with homeless support services in Hillsborough County.
 2. Those who have lived in the county nine years or less are less likely to have a lesser experience (four years or less – 10%; 5 to 9 years – 24%) and more likely to have a greater experience (four years or less – 88%; 5 to 9 years – 76%).
 3. Those who have lived in the county 15 years or more are more likely to have a lesser experience (39%) and less likely to have a greater experience (58%).
 4. Those who have high school/trade school experience or less are more likely to have a lesser experience (43%) and less likely to have a greater experience (55%) with this characteristic.
 5. Those with a bachelor's degree or higher are less likely to have a lesser experience (13%) and more likely to have a greater experience (86%).
 6. Those who are aged 65 or older are more likely to have a lesser experience (40%) and less likely to have a greater experience (58%).
 7. Those earning a household income under \$49,999 are more likely to have a lesser experience (42%) and less likely to have a greater experience (55%).
 8. Those with incomes greater than \$75,000 are less likely to have a lesser experience (\$75,000 to \$99,999 – 24%; \$100,000 to \$149,999 – 10%; over \$150,000 – 9%) and more likely to have a greater experience (\$75,000 to \$99,999 – 75%; \$100,000 to \$149,999 – 88%; over \$150,000 – 91%) with homeless support services.
 9. Those living in District 2 are more likely to have a lesser experience (41%) and less likely to have a greater experience (57%).
 10. Those living in District 3 are less likely to have a lesser experience (23%) and more likely to have a greater experience (75%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Homeless Support Services

		Homeless Support Services		
		Less True (2-5)	More True (6-9)	Extremely True (10)
		%	%	%
Aggregate		32	66	2
Engagement with Hillsborough County***	Yes	54	42	3
	No	30	69	2
Length of Residence***	Four Years or Less	10	88	3
	5 to 9 Years	24	76	0
	10 to 14 Years	34	65	1
	15 Years or More	39	58	3
Highest Level of Education***	High School/Trade School or Less	43	55	3
	Some College	34	64	1
	Bachelor's Degree	13	86	1

	Post-Secondary Education	14	86	0
Age*	34 or Under	30	67	3
	35 to 44	29	70	1
	45 to 54	35	64	1
	55 to 64	29	69	1
	65 or Older	40	58	2
Household Income***	Under \$49,999	42	55	3
	\$50,000 to \$74,999	33	66	1
	\$75,000 to \$99,999	24	75	1
	\$100,000 to \$149,999	10	88	2
	Over \$150,000	9	91	0
Commission district***	District 1	34	65	1
	District 2	41	57	1
	District 3	23	75	3
	District 4	31	67	2

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 7o

- There is statistical significance with residents' engagement with Hillsborough County, length of residence, presence of children in the household, level of education, age, household income, and among the varying commission districts.
1. Those who are engaged with the county are more likely to have a lesser experience (58%) and less likely to have a greater experience (39%) with mental and behavioral health support services in Hillsborough County.
 2. Those who have lived in the county nine years or less are less likely to have a lesser experience (four years or less – 34%; 5 to 9 years – 33%) and more likely to have a greater experience (four years or less – 63%; 5 to 9 years – 67%).
 3. Those who have lived in the county 15 years or more are more likely to have a lesser experience (46%) and less likely to have a greater experience (51%).
 4. Those who have children in their household are less likely to have a lesser experience (35%) and more likely to have a greater experience (63%).
 5. Those without children in their household are more likely to have a lesser experience (46%).
 6. Those who have high school/trade school experience or less are more likely to have a lesser experience (51%) and less likely to have a greater experience (46%).
 7. Those with a bachelor's degree or higher are less likely to have a lesser experience (bachelor's degree – 22%; post-secondary education – 19%) and more likely to have a greater experience (bachelor's degree – 77%; post-secondary education – 81%).
 8. Those ranging in age from 35 to 44 are less likely to have a lesser experience (35%) and more likely to have a greater experience (64%).
 9. Those aged 55 to 64 are less likely to have a lesser experience (36%) and more likely to have a greater experience (63%).
 10. Those aged 65 or older are more likely to have a lesser experience (52%) and less likely to have a greater experience (46%).
 11. Those earning a household income under \$49,999 are more likely to have a lesser experience (47%) and less likely to have a greater experience (50%).
 12. Those with incomes greater than \$100,000 are less likely to have a lesser experience (\$100,000 to \$149,999 – 28%; over \$150,000 – 19%) and more likely to have a greater experience (\$100,000 to \$149,999 – 69%; over \$150,000 – 81%).
 13. Those living in Districts 1 and 3 are less likely to have a lesser experience (District 1 – 35%; District 3 – 33%) and more likely to have a greater experience (District 1 – 65%; District 3 – 63%).
 14. Those living in Districts 2 and 4 are more likely to have a lesser experience (District 2 – 50%; District – 46%) and less likely to have a greater experience (District 2 – 49%; District – 52%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Mental and Behavioral Health Support Services

		Mental and Behavioral Health Support Services		
		Less True (2-5)	More True (6-9)	Extremely True (10)
		%	%	%
Aggregate		41	57	2
Engagement with Hillsborough County***	Yes	58	39	3
	No	39	59	2
Length of Residence***	Four Years or Less	34	63	3

	5 to 9 Years	33	67	0
	10 to 14 Years	42	57	1
	15 Years or More	46	51	3
Children in Household***	Yes	35	63	2
	No	46	53	2
Highest Level of Education***	High School/Trade School or Less	51	46	3
	Some College	44	54	1
	Bachelor's Degree	22	77	1
	Post-Secondary Education	19	81	0
Age***	34 or Under	40	57	3
	35 to 44	35	64	1
	45 to 54	44	55	1
	55 to 64	36	63	1
	65 or Older	52	46	2
Household Income***	Under \$49,999	47	50	3
	\$50,000 to \$74,999	39	60	1
	\$75,000 to \$99,999	40	59	1
	\$100,000 to \$149,999	28	69	2
	Over \$150,000	19	81	0
Commission district***	District 1	35	65	1
	District 2	50	49	1
	District 3	33	63	3
	District 4	46	52	2

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 7p

- There is statistical significance with residents' engagement with Hillsborough County, length of residence, level of education, age, household income, and residence type.
1. Those who are engaged with Hillsborough County are more likely to have a lesser experience (33%) and less likely to have a greater experience with (64%) with supportive services for an aging population in the county.
 2. Those who have lived in the county from 5 to 9 years are more likely to have a greater experience (83%) with this factor.
 3. Those who have high school/trade school experience or less are more likely to have a lesser experience (30%) and less likely to have a greater experience with this factor (67%).
 4. Those with a bachelor's degree or higher are less likely to have a lesser experience (bachelor's degree – 9%; post- secondary education – 7%) and more likely to have a greater experience (bachelor's degree – 90%; post- secondary education – 93%).
 5. Those who are 34 years old or under are more likely to have a lesser experience (29%) and less likely to have a greater experience (68%) with supportive services for an aging population.
 6. Those 65 years or older are less likely to have a lesser experience (13%) and more likely to have a greater experience (85%).
 7. Those earning a household income under \$49,999 are more likely to have a lesser experience (30%) and less likely to have a greater experience (64%) with this factor.
 8. Those with incomes greater than \$75,000 are less likely to have a lesser experience (\$75,000 to \$99,999 – 16%; \$100,000 to \$149,999 – 4%; over \$150,000 – 9%) and more likely to have a greater experience (\$75,000 to \$99,999 – 83%; \$100,000 to \$149,999 – 93%; over \$150,000 – 91%).
 9. Those who rent their homes are more likely to have a lesser experience (36%) and less likely to have a greater experience (61%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Supportive Services for an Aging Population

		Supportive Services for an Aging Population		
		Less True (2-5)	More True (6-9)	Extremely True (10)
		%	%	%
Aggregate		21	77	2
Engagement with Hillsborough County***	Yes	33	64	3
	No	20	78	2
Length of Residence***	Four Years or Less	23	74	3
	5 to 9 Years	17	83	0
	10 to 14 Years	23	76	1
	15 Years or More	22	75	3
Highest Level of Education***	High School/Trade School or Less	30	67	3
	Some College	21	78	1
	Bachelor's Degree	9	90	1
	Post-Secondary Education	7	93	0

Age***	34 or Under	29	68	3
	35 to 44	18	81	1
	45 to 54	23	76	1
	55 to 64	18	81	1
	65 or Older	13	85	2
Household Income***	Under \$49,999	30	68	3
	\$50,000 to \$74,999	19	80	1
	\$75,000 to \$99,999	16	83	1
	\$100,000 to \$149,999	4	93	2
	Over \$150,000	9	91	0
Residence Type***	Rent	36	61	3
	Own	17	81	1

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 7q

- There is statistical significance with residents’ engagement with the county, length of residence, presence of children in the household, level of education, age, household income, residence type, and among the varying commission districts.
1. Those who are engaged with Hillsborough County are more likely to have a lesser experience (62%) with residential and community services for foster- care youth in Hillsborough County and less likely to have a greater experience with the same factor (34%).
 2. Those who have lived in the county nine years or less are less likely to have a lesser experience (four years or less – 37%; 5 to 9 years – 39%) and more likely to have a greater experience (four years or less – 61%; 5 to 9 years – 61%).
 3. Those who have lived in the county 15 years or more are less likely to have a greater experience (46%).
 4. Those who have children in the household are less likely to have a lesser experience (38%) more likely to have a greater experience (60%) with this characteristic.
 5. Those who do not have children in their household are more likely to have a lesser experience (53%) and less likely to have a greater experience (46%).
 6. Those who have high school/trade school experience or less are more likely to have a lesser experience (56%) and less likely to have a greater experience (41%).
 7. Those with a bachelor’s degree or higher are less likely to have a lesser experience (bachelor’s degree – 27%; post- secondary education – 21%) and more likely to have a greater experience (bachelor’s degree – 72%; post- secondary education – 79%).
 8. Those aged 35 to 44 and 55 to 64 are less likely to have a lesser experience (35 to 44 – 40%; 55 to 64 – 41%) and more likely to have a greater experience (35 to 44 – 59%; 55 to 64 – 57%).
 9. Those aged 45 to 54 and 65 or older are more likely to have a lesser experience (45 to 54 – 52%; 65 or older – 58%) and less likely to have a greater experience (45 to 54 – 47%; 65 or older – 40%).
 10. Those earning a household income under \$49,999 are less likely to have a greater experience (47%).
 11. Those with incomes greater than \$100,000 are less likely to have a lesser experience (\$100,000 to \$149,999 – 38%; over \$150,000 – 24%) and more likely to have a greater experience (\$100,000 to \$149,999 – 59%; over \$150,000 – 76%).
 12. Those who rent their homes are less likely to have a greater experience (46%).
 13. Those living in Districts 1 and 3 are less likely to have a lesser experience (District 1 –39%; District 3 – 40%) and more likely to have a greater experience (District 1 – 60%; District 3 – 57%).
 14. Those living in District 2 are more likely to have a lesser experience (56%) and less likely to have a greater experience (43%).
 15. Those living in District 4 are less likely to have a greater experience (47%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Residential and Community Services for Foster-Care Youth

		Residential and Community Services for Foster-Care Youth		
		Less True (2-5)	More True (6-9)	Extremely True (10)
		%	%	%
Aggregate		47	52	2
Engagement with Hillsborough County***	Yes	62	34	3
	No	45	54	2
Length of Residence***	Four Years or Less	37	61	3

	5 to 9 Years	39	61	0
	10 to 14 Years	48	50	1
	15 Years or More	51	46	3
Children in Household***	Yes	38	60	2
	No	53	46	2
Highest Level of Education***	High School/Trade School or Less	56	41	3
	Some College	51	48	1
	Bachelor's Degree	27	72	1
	Post-Secondary Education	21	79	0
Age***	34 or Under	44	53	3
	35 to 44	40	59	1
	45 to 54	52	47	1
	55 to 64	41	57	1
	65 or Older	58	40	2
Household Income**	Under \$49,999	50	47	3
	\$50,000 to \$74,999	44	55	1
	\$75,000 to \$99,999	48	51	1
	\$100,000 to \$149,999	38	59	2
	Over \$150,000	24	76	0
Residence Type*	Rent	51	46	3
	Own	45	53	1
Commission district***	District 1	39	60	1
	District 2	56	43	1
	District 3	40	57	3
	District 4	51	47	2

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 7r

- There is statistical significance with residents' engagement with Hillsborough County, length of residence, level of education, household income, and residence type.
1. Those who are engaged with the county are more likely to have a lesser experience (19%) and less likely to have a greater experience (78%) with public roads, bridges, technology, and architecture in Hillsborough County.
 2. Those who have lived in the county 15 years or more are less likely to have a greater experience (82%).
 3. Those who have high school/trade school experience or less are more likely to have a lesser experience (15%) and less likely to have a greater experience (82%).
 4. Those who have a bachelor's degree are less likely to have a lesser experience (5%) and more likely to have a greater experience (94%).
 5. Those earning a household income under \$49,999 are less likely to have a greater experience (83%).
 6. Those with incomes greater than \$100,000 are less likely to have a lesser experience (\$100,000 to \$149,999 – 3%; over \$150,000 – 5%) and more likely to have a greater experience (\$100,000 to \$149,999 – 95%; over \$150,000 – 95%).
 7. Those who rent their homes are more likely to have a lesser experience (15%) and less likely to have a greater experience (82%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Public Roads, Bridges, Technology, and Architecture

		Public Roads, Bridges, Technology, and Architecture		
		Less True (2-5)	More True (6-9)	Extremely True (10)
		%	%	%
Aggregate		10	88	2
Engagement with Hillsborough County***	Yes	19	78	3
	No	9	89	2
Length of Residence***	Four Years or Less	8	89	3
	5 to 9 Years	8	92	0
	10 to 14 Years	8	91	1
	15 Years or More	14	82	3
Highest Level of Education***	High School/Trade School or Less	15	82	3
	Some College	8	91	1
	Bachelor's Degree	5	94	1
	Post-Secondary Education	9	91	0
Household Income***	Under \$49,999	14	83	3
	\$50,000 to \$74,999	9	90	1
	\$75,000 to \$99,999	8	91	1
	\$100,000 to \$149,999	3	95	2
	Over \$150,000	5	95	0
Residence Type**	Rent	15	82	3

Own	9	89	1
-----	---	----	---

*Significance Level: *** .001, ** .01 and * .05.*

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 7s

- There is statistical significance with residents' length of residence, their highest level of education, household income, residence type, and location within one of the four commission districts.
1. Those who have lived in Hillsborough County 5 to 9 years are more likely to have a greater experience with water and waste management in the county (96%).
 2. Those who have lived in the county 15 years or more are less likely to have a greater experience (85%) with water and waste management.
 3. Those with high school/trade school experience or less are more likely to have a lesser experience (13%) and less likely to have a greater experience (84%).
 4. Those earning a household income under \$49,999 are less likely to have a greater experience (86%).
 5. Those with household incomes ranging from \$100,000 to \$149,999 are less likely to have a lesser experience (0%) more likely to have a greater experience (98%).
 6. Those who rent their homes are more likely to have a lesser experience (13%) and less likely to have a greater experience with water and waste management (83%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Water and Waste Management

		Water and Waste Management		
		Less True (2-5)	More True (6-9)	Extremely True (10)
		%	%	%
Aggregate		8	91	2
Length of Residence***	Four Years or Less	6	92	3
	5 to 9 Years	4	96	0
	10 to 14 Years	6	93	1
	15 Years or More	12	85	3
Highest Level of Education***	High School/Trade School or Less	13	84	3
	Some College	4	95	1
	Bachelor's Degree	4	95	1
	Post-Secondary Education	6	94	0
Household Income***	Under \$49,999	12	86	3
	\$50,000 to \$74,999	6	93	1
	\$75,000 to \$99,999	5	94	1
	\$100,000 to \$149,999	0	98	2
	Over \$150,000	5	95	0
Residence Type***	Rent	13	83	3
	Own	6	93	1
Commission district*	District 1	8	91	1
	District 2	7	92	1
	District 3	5	92	3

District 4	10	87	2
------------	----	----	---

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error $\pm 2.62\%$.

Question 7t

- There is statistical significance with residents' length of residence, level of education, household income, and residence type.
1. Residents living in Hillsborough County for 15 years or more are less likely to have a greater experience (81%) with public transit.
 2. Residents who have high school/trade school experience or less are more likely to report having a lesser experience (16%) and are less likely to have a greater experience (81%) with public transit in Hillsborough County.
 3. Those with household incomes under \$49,999 are more likely to have a lesser experience (17%) and less likely to have a greater experience (80%).
 4. Those with household incomes ranging from \$100,000 to \$149,999 are less likely to have a lesser experience (0%) and more likely to have a greater experience (98%).
 5. Those who rent their homes are more likely to have a lesser experience (18%) and less likely to have a greater experience (79%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Public Transit

		Public Transit		
		Less True (2-5)	More True (6-9)	Extremely True (10)
		%	%	%
Aggregate		11	87	2
Length of Residence***	Four Years or Less	10	88	3
	5 to 9 Years	9	91	0
	10 to 14 Years	9	90	1
	15 Years or More	15	81	3
Highest Level of Education***	High School/Trade School or Less	16	81	3
	Some College	8	91	1
	Bachelor's Degree	8	91	1
	Post-Secondary Education	10	90	0
Household Income***	Under \$49,999	17	80	3
	\$50,000 to \$74,999	9	90	1
	\$75,000 to \$99,999	8	91	1
	\$100,000 to \$149,999	0	98	2
	Over \$150,000	10	90	0
Residence Type***	Rent	18	79	3
	Own	9	89	1

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 7u

- There is statistical significance with residents’ length of residence, level of education, residence type, and among the varying commission districts.
1. Those who rent their homes are more likely to have a lesser experience (27%) and less likely to have a greater experience (70%) with traffic flow on major roads in Hillsborough County.
 2. Those who live in commission districts 1 and 2 are more likely to have a greater experience (District 1 – 83%; District 2 – 86%).
 3. Those living in District 2 are less likely to have a lesser experience (12%) with traffic flow on major roads.
 4. Those living in commission district 4 are more likely to have a lesser experience (31%) and less likely to have a greater experience (67%) with the community characteristic.

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Traffic Flow on Major Roads

		Traffic Flow on Major Roads			
		Not True at All (1) %	Less True (2-5) %	More True (6-9) %	Extremely True (10) %
Aggregate		0	20	78	2
Length of Residence**	Four Years or Less	0	24	74	3
	5 to 9 Years	0	21	79	0
	10 to 14 Years	0	17	81	1
	15 Years or More	0	22	75	3
Highest Level of Education*	High School/Trade School or Less	0	23	74	3
	Some College	0	18	80	1
	Bachelor's Degree	0	19	80	1
	Post-Secondary Education	1	20	79	0
Residence Type***	Rent	1	27	70	3
	Own	0	18	80	1
Commission district***	District 1	0	17	83	1
	District 2	1	12	86	1
	District 3	0	22	75	3
	District 4	0	31	67	2

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error ± 2.62%.

Question 7v

- There is statistical significance with residents’ length of residence, level of education, household income, residence type, and among the varying commission districts.
1. Those who have high school/trade school experience or less are more likely to have a lesser experience (22%) and less likely to have a greater experience (76%) with Hillsborough County’s parking availability.
 2. Those with household incomes under \$49,999 are more likely to have a lesser experience (22%) and less likely to have a greater experience (76%).
 3. Those with household incomes ranging between \$75,000 and \$99,999 are more likely to have a greater experience (86%).
 4. Those with incomes greater than \$100,000 are less likely to have a lesser experience (\$100,000 to \$149,999 – 10%; over \$150,000 – 5%) and more likely to have a greater experience (\$100,000 to \$149,999 – 87%; over \$150,000 – 95%).
 5. Those who rent their homes are more likely to have a lesser experience (26%) and less likely to have a greater experience (71%).
 6. Those living in commission district 2 are less likely to have a lesser experience (10%) and more likely to have a greater experience (88%) with parking availability.
 7. Those living in commission district 4 are more likely to have a lesser experience (25%) and less likely to have a greater experience (73%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Parking Availability

		Parking Availability		
		Less True (2-5) %	More True (6-9) %	Extremely True (10) %
Aggregate		17	81	2
Length of Residence***	Four Years or Less	19	78	3
	5 to 9 Years	17	83	0
	10 to 14 Years	14	85	1
	15 Years or More	20	77	3
Highest Level of Education***	High School/Trade School or Less	22	76	3
	Some College	13	85	1
	Bachelor's Degree	15	84	1
	Post-Secondary Education	19	81	0
Household Income**	Under \$49,999	22	76	3
	\$50,000 to \$74,999	16	83	1
	\$75,000 to \$99,999	13	86	1
	\$100,000 to \$149,999	10	87	2
	Over \$150,000	5	95	0
Residence Type***	Rent	26	71	3
	Own	15	84	1

Commission district***	District 1	16	83	1
	District 2	10	88	1
	District 3	18	79	3
	District 4	25	73	2

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 7w

- There is statistical significance with residents' length of residence, level of education, household income, and residence type.
1. Those who have lived in the county 15 years or more are less likely to have a greater experience with Hillsborough County's storm and flooding resiliency (84%).
 2. Those who have high school/trade school experience or less are more likely to have a lesser experience (14%) and less likely to have a greater experience (83%).
 3. Those who have some college are less likely to have a lesser experience (4%).
 4. Those with household incomes under \$49,999 are less likely to have a greater experience (84%).
 5. Residents with a household income ranging from \$100,000 to \$149,999 are less likely to have a lesser experience (0%) with storm and flooding resiliency.
 6. Those with incomes greater than \$100,000 are more likely to have a greater experience (\$100,000 to \$149,999 – 98%; over \$150,000 – 95%).
 7. Those who rent their homes are more likely to have a lesser experience (14%) and less likely to have a greater experience (83%).

Significant Factors: In your personal experience, how true is the following characteristic of Hillsborough County: Storm and Flooding Resiliency

		Storm and Flooding Resiliency		
		Less True (2-5)	More True (6-9)	Extremely True (10)
		%	%	%
Aggregate		9	90	2
Length of Residence***	Four Years or Less	6	92	3
	5 to 9 Years	6	94	0
	10 to 14 Years	6	93	1
	15 Years or More	13	84	3
Highest Level of Education***	High School/Trade School or Less	14	83	3
	Some College	4	94	1
	Bachelor's Degree	5	94	1
	Post-Secondary Education	6	94	0
Household Income***	Under \$49,999	13	84	3
	\$50,000 to \$74,999	7	92	1
	\$75,000 to \$99,999	5	94	1
	\$100,000 to \$149,999	0	98	2
	Over \$150,000	5	95	0
Residence Type***	Rent	14	83	3
	Own	7	92	1

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error ± 2.62%.

Question 8a

- There is statistical significance with the presence of children in resident’s household, their highest level of education, and among the commission districts.
1. Those with a post-secondary education are less likely to have engaged (2%) with county officials in the past year.
 2. Those with a post-secondary education are more likely to not have engaged (98%) with county officials in the past year.
 3. Residents living in District 4 are more likely to have not contacted a county official in the past year (92%).

Significant Factors: County Engagement

		Have you engaged with the Hillsborough County government in the last year via social media, email, online, or direct contact with an official?	
		Yes %	No %
Aggregate		11	89
Children in Household*	Yes	14	86
	No	9	91
Highest Level of Education*	High School/Trade School or Less	12	88
	Some College	12	88
	Bachelor's Degree	12	88
	Post-Secondary Education	2	98
Commission district*	District 1	12	88
	District 2	14	86
	District 3	11	89
	District 4	8	92

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error ± 2.62%.

Question 8b

- There is statistical significance with residents’ highest level of education.
1. Those with some college experience are less likely to be very satisfied (5%), less likely to be satisfied (55%), and more likely to be neither satisfied nor dissatisfied (33%) with their engagement with Hillsborough County.
 2. Those with a bachelor’s degree are more likely to be very satisfied (19%), more likely to be satisfied (69%), and less likely to be dissatisfied (0%).
 3. Those with a post-secondary education are more likely to be very satisfied (100%) and less likely to be satisfied (0%), neither satisfied nor dissatisfied (0%), or dissatisfied (0%).

Significant Factors: Satisfaction with County Engagement

		How satisfied are you with that engagement with the city government?				
		Very satisfied	Satisfied	Neither satisfied nor	Dissatisfied	Very dissatisfied
		%	%	%	%	%
Aggregate		10	60	24	5	1
Highest Level of Education*	High School/Trade School or Less	8	61	25	5	2
	Some College	5	55	33	7	0
	Bachelor's Degree	19	69	9	0	3
	Post-Secondary Education	100	0	0	0	0

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error ± 2.62%.

Question 9

- There is statistical significance with residents' engagement with the county, length of residence, presence of children in the household, level of education, household income, residence type, and among the varying commission districts.
1. Those who are engaged with Hillsborough County are less likely to trust county government "a great deal" (13%) and more likely to trust the county government a "fair amount" (83%).
 2. Those who have lived in Hillsborough County for four years or less are less likely to trust the government a "fair amount" (68%).
 3. Those who have lived in the county 5 to 9 years are less likely to trust the government "a great deal" (19%).
 4. Those who have lived in the county 10 to 14 years are less likely to trust the government "a great deal" (19%).
 5. Those who have lived in the county 15 years or more are more likely to have "a great deal" of trust in the government (29%) and less likely to have "a fair amount" of trust (69%).
 6. Those with high school/ trade school experience or less are less likely to have "a great deal" of trust in the government (18%).
 7. Those who have a bachelor's degree or higher are more likely to have "a great deal" of trust (bachelor's – 33%; post-secondary education – 41%) and less likely to have "a fair amount" of trust (bachelor's – 66%; post-secondary education – 59%).
 8. Those who earn a household income under \$74,999 are less likely to have "a great deal" of trust (under \$49,999 – 13%; \$50,000 to \$74,999 – 16%) and more likely to have "a fair amount" of trust (under \$49,999 – 84%; \$50,000 to \$74,999 – 83%).
 9. Those who have a household income of \$75,000 or higher are more likely to have "a great deal" of trust (\$75,000 to \$99,999 – 40%; \$100,000 to \$149,999 – 57%; over \$150,000 – 76%) and less likely to have "a fair amount" of trust (\$75,000 to \$99,999 – 59%; \$100,000 to \$149,999 – 41%; over \$150,000 – 24%).
 10. Those who rent their homes are less likely to have "a great deal" of trust (16%).
 11. Those who live in commission district 2 are less likely to have a "great deal" of trust (14%) and more likely to have "a fair amount" of trust (85%).
 12. Those who live in commission district 4 are more likely to have a "great deal" of trust (35%) and more likely to have "a fair amount" of trust (63%).

Significant Factors: Trust and Confidence in County Government

		How much trust and confidence do you have in Hillsborough County government when it comes to handling county issues?			
		A great deal	A fair amount	Not very much	None at all
		%	%	%	%
Aggregate		24	75	2	0
Engagement with Hillsborough County**	Yes	13	83	4	0
	No	25	73	2	0
Length of Residence**	Four Years or Less	28	68	4	0
	5 to 9 Years	19	78	3	0
	10 to 14 Years	19	79	1	0
	15 Years or More	29	69	1	0
Children in Household*	Yes	20	77	3	0
	No	26	73	1	0
Highest Level of Education***	High School/Trade School or Less	18	79	3	0

	Some College	22	77	1	0
	Bachelor's Degree	33	66	1	0
	Post-Secondary Education	41	59	0	0
Household Income***	Under \$49,999	13	84	3	0
	\$50,000 to \$74,999	16	83	1	0
	\$75,000 to \$99,999	40	59	1	0
	\$100,000 to \$149,999	57	41	2	0
	Over \$150,000	76	24	0	0
Residence Type***	Rent	16	78	5	0
	Own	26	73	1	0
Commission district***	District 1	24	74	3	0
	District 2	14	85	1	0
	District 3	21	77	1	0
	District 4	35	63	3	0

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 10

- There is statistical significance with resident’s engagement with Hillsborough County, length of residence, highest level of education, race, household income, residence type, and among the varying commission districts.
1. Those who are engaged with the county are more likely to strongly prefer the county providing services directly versus contracting those services to a qualified third-party contractor (30%) and less likely to respond that this doesn’t matter to them (45%).
 2. Those who have lived in the county for nine years or less are less likely to strongly prefer direct (four years or less – 6%; 5 to 9 years – 5%) and more likely to say it doesn’t matter to them (four years or less – 73%; 5 to 9 years – 76%).
 3. Those who have lived in the county for 10 to 14 years are less likely to respond that this doesn’t matter to them (58%) and more likely to say they slightly prefer services to be contracted (13%).
 4. Those who have lived the county for 15 years or more are more likely to respond that they have a strong preference for services to be done directly (17%).
 5. Those with high school/trade school experience or less are more likely to respond that this issue does not matter to them (71%).
 6. Those with some college experience are more likely to respond that they prefer services done directly (18%) and less likely to respond that this issue does not matter to them (60%).
 7. Those with a bachelor’s degree are less likely to indicate this issue does not matter to them (59%) and more likely to slightly prefer these services to be contracted (14%).
 8. Those with a household income under \$49,999 are more likely to feel this issue does not matter to them (73%).
 9. Those with household incomes between \$100,000 and \$149,999 are more likely to strongly prefer these services be done directly (17%), less likely to feel this issue does not matter to them (53%), and more likely to strongly prefer these services to be contracted (22%).
 10. Those with household incomes over \$150,000 are less likely to feel this issue does not matter to them (48%) and more likely to slightly prefer these services be contracted (23%).
 11. Those living in commission district 1 are less likely to feel this issue does not matter to them (59%).
 12. Those living in commission district 3 are more likely to respond this issue does not matter to them (70%).

Significant Factors: Preference for County Services

		Do you prefer the county providing services directly versus contracting those services to a qualified third-party contractor?				
		Strongly prefer directly %	Slight preference to directly %	Does not matter to the respondent %	Slight preference to contract %	Strongly prefer contract %
Aggregate		12	3	65	8	12
Engagement with Hillsborough County***	Yes	30	3	45	9	13
	No	10	3	67	8	12
Length of Residence***	Four Years or Less	6	1	73	7	13
	5 to 9 Years	5	2	76	4	13
	10 to 14 Years	12	3	58	13	14
	15 Years or More	17	4	64	6	10

Highest Level of Education***	High School/Trade School or Less	9	3	71	5	12
	Some College	18	1	60	9	12
	Bachelor's Degree	8	6	59	14	12
	Post-Secondary Education	9	5	64	11	12
Race*	White/Caucasian	13	4	64	9	10
	Black/African American	13	3	62	7	16
	Hispanic/Latino	9	2	68	7	15
	Other	13	0	65	11	12
Household Income***	Under \$49,999	10	3	73	6	8
	\$50,000 to \$74,999	14	4	61	10	11
	\$75,000 to \$99,999	12	2	61	9	16
	\$100,000 to \$149,999	17	1	53	7	22
	Over \$150,000	14	0	48	23	14
Residence Type***	Rent	8	4	69	4	14
	Own	13	3	63	9	12
Commission district*	District 1	11	5	59	12	14
	District 2	15	3	63	7	12
	District 3	9	2	67	8	13
	District 4	12	2	70	6	10

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 12

- There is statistical significance with resident’s engagement with Hillsborough County, length of residence, presence of children in the household, level of education, age, race, household income, residence type, and among the varying commission districts.
1. Those who are engaged with the county are less likely to be very satisfied with their quality of life in Hillsborough County (7%) and more likely to be satisfied (85%).
 2. Those who have lived in the county for four years or less are more likely to feel very satisfied (30%), less likely to feel satisfied (58%), and more likely to feel dissatisfied with their quality of life in Hillsborough County (12%).
 3. Those who have lived in the county 5 to 9 years are less likely to feel very satisfied (13%).
 4. Those who have lived in the county 10-14 years are less likely to feel very satisfied (14%) and more likely to feel satisfied (80%).
 5. Those who have lived in the county for more than 15 years are more likely to feel very satisfied (25%) and less likely to feel satisfied (69%).
 6. Those who have high school/trade school experience or less are less likely to feel very satisfied (14%).
 7. Those who have a bachelor’s degree or higher are more likely to feel very satisfied (bachelor’s degree – 27%; Post-secondary education – 34%) and less likely to feel satisfied (bachelor’s degree – 65%; Post-secondary education – 62%).
 8. Those aged 35 to 44 are more likely to feel satisfied (80%).
 9. Those aged 45 to 54 are more likely to feel very satisfied (24%) and less likely to feel satisfied (69%).
 10. Those who racially identify as Black/African American are less likely to feel satisfied (66%).
 11. Those who racially identify as Other are more likely to feel very satisfied (24%).
 12. Those who have a household income less than \$74,999 are less likely to feel very satisfied (under \$49,999 – 7%; \$50,000 to \$74,999 – 13%) and more likely to feel satisfied (under \$49,999 – 84%; \$50,000 to \$74,999 – 82%).
 13. Those who have household income greater than \$75,000 are more likely to feel very satisfied (\$75,000 to \$99,999 – 35%; \$100,000 to \$149,999 – 56%; over \$150,000 – 71%), and less likely to feel satisfied (\$75,000 to \$99,999 – 60%; \$100,000 to \$149,999 – 40%; over \$150,000 – 29%).
 14. Those who rent their homes are less likely to feel very satisfied (13%).
 15. Those who live in commission district 2 are less likely to feel very satisfied (10%) and more likely to feel satisfied (87%).
 16. Those who live in commission district 4 are more likely to feel very satisfied (29%) and less likely to feel satisfied (62%).

Significant Factors: Quality of Life Rating

		In general, how would you rate your level of satisfaction with your quality of life in Hillsborough County?				
		Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied
		%	%	%	%	%
Aggregate		19	74	4	3	0
Engagement with Hillsborough County***	Yes	7	85	5	3	1
	No	21	73	4	3	0
Length of Residence***	Four Years or Less	30	58	0	12	0
	5 to 9 Years	13	78	5	4	0

	10 to 14 Years	14	80	3	3	0
	15 Years or More	25	69	5	1	0
Children in Household*	Yes	15	78	4	3	0
	No	22	71	4	3	0
Highest Level of Education***	High School/Trade School or Less	14	76	6	4	0
	Some College	18	78	2	2	0
	Bachelor's Degree	27	65	3	3	1
	Post-Secondary Education	34	62	2	1	0
Age**	34 or Under	16	73	6	5	0
	35 to 44	15	80	2	3	0
	45 to 54	24	69	4	3	0
	55 to 64	21	72	5	1	0
	65 or Older	22	75	2	1	0
Race*	White/Caucasian	19	75	4	2	0
	Black/African American	21	66	8	5	0
	Hispanic/Latino	17	77	3	4	0
	Other	24	72	3	1	0
Household Income***	Under \$49,999	7	84	6	3	0
	\$50,000 to \$74,999	13	82	3	2	0
	\$75,000 to \$99,999	35	60	2	3	0
	\$100,000 to \$149,999	56	40	0	3	0
	Over \$150,000	71	29	0	0	0
Residence Type***	Rent	13	71	8	7	0
	Own	21	75	3	2	0
Commission district***	District 1	22	70	6	2	0
	District 2	10	87	3	1	0
	District 3	15	77	6	2	0
	District 4	29	62	2	7	0

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 13

- There is statistical significance with resident's engagement with Hillsborough County, length of residence, presence of children in the household, level of education, age, race, household income, residence type, and among the varying commission districts.
1. Those engaged with the county are less likely to feel their quality of life in five years will be significantly better (2%), more likely to feel it will be somewhat better (27%), less likely to feel it will be about the same (29%) and more likely to feel it will be somewhat worse (38%).
 2. Those who have lived in the county for four years or less are less likely to feel it will be somewhat better (13%), less likely to feel it will be somewhat worse (17%), and more likely to feel it will be significantly worse (14%).
 3. Those who have lived in the county for 5 to 9 years are less likely to feel it will be about the same (34%) and more likely to feel it will be somewhat worse (27%).
 4. Those with high school/ trade school experience or less are less likely to feel it will get significantly better (9%) and more likely to feel it will be about the same (49%).
 5. Those with a bachelor's degree are more likely to feel it will be significantly better (21%), more likely to believe it will be somewhat better (24%), and less likely to feel it will be about the same (22%).
 6. Those with post-secondary education are more likely to believe it will be significantly better (33%), and less likely to believe it will be about the same (26%).
 7. Those aged between 45 to 54 are more likely to feel it will be significantly better (19%) and less likely to feel it will be about the same (34%).
 8. Those aged 65 or older are more likely to feel it will be about the same (56%) and less likely to feel it will be somewhat worse (14%).
 9. Those who racially identify as Black/African American are less likely to feel it will be about the same (33%).
 10. Those who racially identify as Other are more likely to feel it will be significantly better (22%) and less likely to feel it will be about the same (31%).
 11. Those with household incomes under \$49,999 are less likely to feel it will be significantly better (3%) and more likely to feel it will be about the same (51%).
 12. Those with household incomes ranging from \$50,00 to \$74,999 are less likely to feel it will be significantly better (7%), more likely to feel it will be somewhat better (24%) and more likely to feel it will be somewhat worse (27%).
 13. Those with incomes from \$75,000 to \$99,999 are more likely to feel it will be significantly better (28%), less likely to feel it will be about the same (28%), and less likely to feel it will be somewhat worse (16%).
 14. Those with incomes greater than \$100,000 are more likely to feel it will be significantly better (\$100,000 to \$149,999 – 54%; over \$150,000 – 62%), less likely to feel it will be somewhat better (\$100,000 to \$149,999 – 7%; over \$150,000 – 10%), less likely to feel it will be about the same (\$100,000 to \$149,999 – 17%; over \$150,000 – 24%), and less likely to feel it will be somewhat worse (\$100,000 to \$149,999 – 11%; over \$150,000 – 0%).
 15. Those who live in commission district 1 are more likely to feel it will be about the same (44%).
 16. Those living in commission district 2 are less likely to feel it will be significantly better (7%) and more likely to feel it will be about the same (47%).
 17. Those living in commission district 3 are less likely to feel it will be about the same (33%) and more likely to feel it will be somewhat worse (30%).
 18. Those living in commission district 4 are more likely to feel it will be significantly better (23%), less likely to feel it will be about the same (32%), less likely to feel it will be somewhat worse (17%), and more likely to feel it will be significantly worse (14%).

Significant Factors: Quality of Life in Five Years

		Do you think that the quality of life in Hillsborough County five years from now will be significantly better, somewhat better, about the same, somewhat worse or significantly worse?				
		Significantly better	Somewhat better	About the same	Somewhat worse	Significantly worse
		%	%	%	%	%
Aggregate		14	18	39	22	6
Engagement with Hillsborough County***	Yes	2	27	29	38	3
	No	16	17	41	20	6
Length of Residence***	Four Years or Less	18	13	38	17	14
	5 to 9 Years	12	18	34	27	9
	10 to 14 Years	12	18	41	22	7
	15 Years or More	17	20	41	20	2
Children in Household***	Yes	12	21	35	26	6
	No	16	17	42	19	6
Highest Level of Education***	High School/Trade School or Less	9	17	49	18	6
	Some College	14	17	40	24	5
	Bachelor's Degree	21	24	22	26	8
	Post-Secondary Education	33	16	26	22	4
Age***	34 or Under	14	18	38	23	8
	35 to 44	11	21	35	25	7
	45 to 54	19	17	34	24	6
	55 to 64	16	19	35	25	5
	65 or Older	11	17	56	14	2
Race***	White/Caucasian	13	22	42	19	4
	Black/African American	18	15	33	24	10
	Hispanic/Latino	13	15	39	26	7
	Other	22	17	31	25	4
Household Income***	Under \$49,999	3	17	51	24	4
	\$50,000 to \$74,999	7	24	38	27	4
	\$75,000 to \$99,999	28	18	28	16	10
	\$100,000 to \$149,999	54	7	17	11	10
	Over \$150,000	62	10	24	0	5
Residence Type***	Rent	10	14	43	23	10

Own	15	20	38	22	5
Commission district***					
District 1	17	19	44	19	2
District 2	7	19	47	25	2
District 3	10	22	33	30	5
District 4	23	14	32	17	14

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error \pm 2.62%.

Question 14

- There is statistical significance with resident’s tenure in the county, the presence of children in their household, their age, race, and residence type.
1. Those who have lived here for four years or less are less likely to not relocate within the next year (74%) and more likely to be unsure about moving away (22%).
 2. Those aged 55 or older are more likely to not move away (96%).
 3. Those who racially identify as Black/African American are less likely to not have plans to move (86%) and more likely to be unsure (13%).
 4. Those who rent their home are less likely to not relocate (85%) and more likely to be unsure (13%).

Significant Factors: Plans to Relocate

		Do you have plans to move away from Hillsborough County within the next year?		
		Yes %	No %	Unsure %
Aggregate		2	91	7
Length of Residence***	Four Years or Less	4	74	22
	5 to 9 Years	1	89	10
	10 to 14 Years	1	91	7
	15 Years or More	2	94	4
Children in Household***	Yes	3	88	10
	No	1	93	6
Age***	34 or Under	2	88	10
	35 to 44	2	89	9
	45 to 54	2	88	10
	55 to 64	1	96	3
	65 or Older	1	96	3
Race**	White/Caucasian	2	92	6
	Black/African American	1	86	13
	Hispanic/Latino	2	91	7
	Other	0	92	8
Residence Type***	Rent	2	85	13
	Own	1	93	6

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 1,400 Hillsborough County adults 18 and older, conducted March 25 – May 1, 2019 by HCP Associates, Inc., margin of error ± 2.62%.

Appendix D: Online Survey Instrument



**Hillsborough
County** Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Language/Lenguaje

Hillsborough County wants to know how you feel about the county from your perspective as a resident. This survey will not take longer than 10 minutes and we value your feedback.

El Condado de Hillsborough desea saber lo que usted piensa sobre el condado, desde su perspectiva como residente del mismo. Esta encuesta no le tomará más de 10 minutos de su tiempo y valoramos sus comentarios.

* 1. Select your language/Seleccione su lenguaje preferido:

- English/Inglés
- Spanish/Español



**Hillsborough
County** Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Introduction

* 2. Are you a resident of Hillsborough County?

- Yes
- No



**Hillsborough
County** Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Residence

3. Do you live in Hillsborough County year-round?

- Yes
- No

4. Do you live in unincorporated Hillsborough County or within a city?

- I live in unincorporated Hillsborough County
- I live within a city



Hillsborough
County Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Residence (cont'd)

5. Which city do you live in?



Hillsborough
County Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Recommendation

6. Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to:

	Definitely	Probably	Maybe	Probably not	Definitely not
Live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raise children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open a business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vacation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Hillsborough
County Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Importance

7. How important is it to you personally, that your community possesses the following characteristics? Use a 10-point scale where 10 represents highest importance and 1 represents lowest.

	1- Lowest importance	2	3	4	5	6	7	8	9	10- Highest importance
Jobs for my skillset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Career opportunities for my children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable/attainable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicyclist safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire and emergency services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sense of community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature preserves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural events, social activities, and recreation opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health care and support services for economically challenged residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Homeless support services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mental and behavioral health support services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supportive services for an aging population	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residential and community services for foster-care youth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public roads, bridges, technology, and architecture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water and waste management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic flow on major roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storm and flooding resiliency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Hillsborough County Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del Condado de Hillsborough

Experience

8. In your personal experience, are these characteristics true of Hillsborough County? Use a 10-point scale where 10 represents extremely true and 1 represents not true at all.

	1- Not true at all	2	3	4	5	6	7	8	9	10- Extremely true
Jobs for my skillset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Career opportunities for my children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable/attainable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicyclist safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire and emergency services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sense of community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature preserves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural events, social activities, and recreation opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health care and support services for economically challenged residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Homeless support services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mental and behavioral health support services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residential and community services for foster-care youth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supportive services for an aging population	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public roads, bridges, technology, and architecture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water and waste management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic flow on major roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storm and flooding resiliency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**Hillsborough
County** Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Engagement with the County

9. Have you engaged with Hillsborough County over the past year via social media, mail, online, or by direct contact with an official?

- Yes
- No



**Hillsborough
County** Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Engagement with the County (cont'd)

10. What was the subject matter of the engagement?

11. How satisfied are you with that engagement with the county government?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied



**Hillsborough
County** Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Trust in the County

12. How much trust and confidence do you have in Hillsborough County government when it comes to handling county issues?

- A great deal
- A fair amount
- Not very much
- None at all



Hillsborough County Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del Condado de Hillsborough

County Services

13. Do you prefer the county providing services directly versus contracting those services to a qualified third-party contractor?

- Strongly prefer direct services
- Slight preference to direct services
- Does not matter to me
- Slight preference to contracted services
- Strongly prefer contracted services



Hillsborough County Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del Condado de Hillsborough

County Services (cont'd)

14. What makes you prefer the county to provide direct services?



Hillsborough County Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del Condado de Hillsborough

Quality of Life

15. In general, how would you rate your level of satisfaction with your quality of life in Hillsborough County?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied



Hillsborough
County Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Quality of Life (cont'd)

16. Do you think that the quality of life in Hillsborough County five years from now will be _____
?

- Significantly better
- Somewhat better
- About the same
- Somewhat worse
- Significantly worse

17. What makes you say that?



Hillsborough
County Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Demographics

18. How long have you lived within Hillsborough County?

- One year or less
- 2 to 4 years
- 5 to 9 years
- 10 to 14 years
- 15 years or more

19. Do you have plans to move away from Hillsborough County within the next year?

- Yes
- No
- Unsure

20. Do you have children under the age of 18 living in your household?

- Yes
- No

21. What is your highest level of completed education?

- Did not complete high school
- High school or GED
- Trade or vocational school
- Some college
- Bachelor's degree
- Master's degree
- Doctoral or professional degree



Hillsborough
County Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Demographics (cont'd)

22. What is your home zip code?

23. What is your work zip code?

24. In which range does your current age fall?

- 24 or Under
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or Older

25. Which gender do you classify with?

- Male
- Female
- Other (please specify)

26. Which option most closely describes your race?

- White/Caucasian
- Black/African American
- Hispanic/Latino
- Asian/Pacific Islander
- Other (please specify)



**Hillsborough
County** Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Demographics (cont'd)

27. In what range does your household income fall?

- Under \$25,000
- Between \$25,000 and \$49,999
- Between \$50,000 and \$74,999
- Between \$75,000 and \$99,999
- Between \$100,000 and \$149,999
- Over \$150,000

28. Do you rent or own your current Hillsborough County residence?

- Rent
- Own

29. How did you find out about this survey? Select all that apply.

- Friday5
- Alexa
- HTV
- County website
- Facebook
- LinkedIn
- Twitter
- Instagram
- NextDoor
- Email
- Flyer (QR code)
- Other (please specify)



**Hillsborough
County** Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Introducción

* 30. ¿Es usted residente del Condado de Hillsborough?

- Sí
- No



**Hillsborough
County** Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Lugar de residencia

31. ¿Vive usted en el Condado de Hillsborough todo el año?

- Sí
- No

32. ¿Vive usted en un área no incorporada del Condado de Hillsborough o en una de las ciudades?

- Vivo en un área no incorporada del Condado de Hillsborough
- Vivo en una de las ciudades



**Hillsborough
County** Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del Condado de Hillsborough

Lugar de residencia (continúa)

33. ¿En qué ciudad vive usted?



**Hillsborough
County** Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del Condado de Hillsborough

Recomendación

34. ¿Recomendaría a un amigo, familiar o conocido al Condado de Hillsborough como un lugar para:

	Definitivamente	Probablemente	Quizás	Probablemente no	Definitivamente no
Vivir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Críar a sus niños	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trabajar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comenzar un negocio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retirarse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vacacionar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Hillsborough
County Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Importancia

35. ¿Qué tan importante es para usted que su comunidad posea las siguientes características? Use una escala de 10 puntos donde 10 representa la mayor importancia y 1 representa la menor importancia.

	1- La Menor Importancia	2	3	4	5	6	7	8	9	10- La Mayor Importancia
Trabajos para mi conjunto de habilidades	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oportunidades de carrera para mis hijos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viviendas asequibles / razonables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seguridad personal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seguridad para ciclistas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seguridad peatonal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bomberos y servicios de emergencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parques y espacios públicos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sentido de comunidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limpieza de espacios públicos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lugares de preservación naturales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eventos culturales, actividades sociales y oportunidades de recreación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atención médica y servicios de apoyo para residentes con dificultades económicas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicios de apoyo a personas sin hogar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicios de apoyo a la salud mental y de conducta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicios de apoyo para personas de la tercera edad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicios residenciales y comunitarios para jóvenes en hogares sustitutos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carreteras públicas, puentes, tecnología y arquitectura	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gestión de aguas y residuos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportación pública	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flujo de tráfico en carreteras principales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disponibilidad de estacionamiento	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resiliencia a tormentas e inundaciones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>




Experiencia

36. En su experiencia personal, ¿son estas características verdaderas del Condado de Hillsborough? Use una escala de 10 puntos donde 10 representa extremadamente cierto y 1 representa que no es cierto.

	1- No es Cierto	2	3	4	5	6	7	8	9	10- Extremadamente Cierto
Trabajos para mi conjunto de habilidades	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oportunidades de carrera para mis hijos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viviendas asequibles / razonables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seguridad personal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seguridad para ciclistas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seguridad peatonal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bomberos y servicios de emergencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parques y espacios públicos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sentido de comunidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limpieza de espacios públicos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lugares de preservación naturales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eventos culturales, actividades sociales y oportunidades de recreación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atención médica y servicios de apoyo para residentes con dificultades económicas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicios de apoyo a personas sin hogar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicios de apoyo a la salud mental y de conducta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicios de apoyo para personas de la tercera edad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicios residenciales y comunitarios para jóvenes en hogares sustitutos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carreteras públicas, puentes, tecnología y arquitectura	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gestión de aguas y residuos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportación pública	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1- No es Cierto 2 3 4 5 6 7 8 9 10- Extremadamente Cierto

Flujo de tráfico en carreteras principales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disponibilidad de estacionamiento	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resiliencia a tormentas e inundaciones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>




Hillsborough County Florida Hillsborough County Citizen Survey/Encuesta a los ciudadanos del Condado de Hillsborough

Conversando con el condado

37. ¿Ha conversado con el Condado de Hillsborough durante el último año a través de las redes sociales, correo, en línea o por contacto directo con un funcionario?

Sí

No



Hillsborough County Florida Hillsborough County Citizen Survey/Encuesta a los ciudadanos del Condado de Hillsborough

Conversando con el condado (continúa)

38. ¿Para qué se comunicó con el condado?

39. ¿Cuán satisfecho está usted con el resultado de la conversación que tuvo con el condado?

Muy satisfecho Insatisfecho

Satisfecho Totalmente insatisfecho

Neutral



Confianza en el condado

40. ¿Cuánta confianza tiene usted en el gobierno del Condado de Hillsborough cuando se trata de manejar los asuntos del gobierno?

- Mucha confianza
- Alguna confianza
- No mucha confianza
- Ninguna confianza



Servicios del condado

41. ¿Prefiere usted que el condado provea servicios directos en comparación a servicios provistos por un contratista cualificado?

- Definitivamente prefiero servicios directos
- Tengo cierta preferencia por los servicios directos
- No me importa si es directo o a través de un contratista
- Tengo cierta preferencia por los servicios contratados
- Definitivamente prefiero servicios contratados



Servicios del condado (continúa)

42. ¿Por qué prefiere que el condado provea servicios directos?



Calidad de vida

43. En general, ¿cómo califica usted el nivel de satisfacción que siente usted por la calidad de vida que tiene en el Condado de Hillsborough?

- Muy satisfecho Insatisfecho
- Satisfecho Totalmente insatisfecho
- Neutral



Calidad de vida (continúa)

44. Cree usted que la calidad de vida del Condado de Hillsborough, dentro de los próximos 5 años será__

_____ .

- Significativamente mejor
- Un poco mejor
- Igual
- Un poco peor
- Significativamente peor

45. ¿Por qué cree que es así?



Demografía

46. ¿Cuánto tiempo hace que usted vive en el Condado de Hillsborough?

- Un año o menos
- 2 a 4 años
- 5 a 9 años
- 10 a 14 años
- 15 años o más

47. ¿Tiene usted planes de mudarse del Condado de Hillsborough durante el año próximo?

- Sí
- No
- No estoy seguro

48. ¿Tiene usted niños menores de 18 años viviendo con usted?

- Sí
- No

49. ¿Cuál es su nivel más alto de educación completada?

- No terminó la escuela superior (escuela secundaria, bachillerato)
- Terminó la escuela secundaria o GED (bachillerato o prueba de equivalencia)
- Se graduó de un oficio o escuela vocacional
- Estudió algún tiempo en universidad
- Tiene un Bachillerato (licenciatura)
- Tiene una Maestría (post grado universitario)
- Tiene un Doctorado o grado profesional



Hillsborough
County Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Demografía (continúa)

50. ¿Cuál es la zona postal (zip code) donde usted reside?

51. ¿Cuál es la zona postal (zip code) donde usted trabaja?

52. ¿En qué rango está su edad?

- 24 años o Menor
- 25 a 34 años
- 35 a 44 años
- 45 a 54 años
- 55 a 64 años
- 65 años o Mayor

53. ¿Cuál es su género?

- Masculino
- Femenino
- Otro (favor de especificar)



**Hillsborough
County** Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Demografía (continúa)

54. ¿Cuál opción es la que mejor describe su raza?

- Blanco/Caucásico
- Negro/Afro-Americano
- Hispano/Latino
- Asiático/de las islas del Pacífico
- Otro (favor de especificar)

55. ¿Cuál es el rango anual de ingresos de su hogar?

- Menos de \$25,000
- \$25,000 a \$49,999
- \$50,000 a \$74,999
- \$75,000 a \$99,999
- \$100,000 a \$149,999
- Más de \$150,000



**Hillsborough
County** Florida

Hillsborough County Citizen Survey/Encuesta a los ciudadanos del
Condado de Hillsborough

Demografía (continúa)

56. ¿Es dueño o alquila la casa donde usted vive en el Condado de Hillsborough?

- Casa alquilada
- Dueño de casa

57. ¿Cómo se enteró de esta encuesta? Seleccione todas las que correspondan.

- Friday5
- Alexa
- HTV
- Página de Internet del Condado
- Facebook
- LinkedIn
- Twitter
- Instagram
- NextDoor
- Email
- Volante (QR code)
- Otro (favor de especificar)

Appendix E: Demographics by Online Origination Channel

The following appendix details out the demographic engagement differences between the four most-used channels that referred residents to the online survey. Blue highlighting represents a higher-than-expected utilization, whereas salmon highlighting represents a lower-than-expected utilization.

Other channels were not included in this analysis due to insufficient responses to segment along demographic characteristics.

	Aggregate	Facebook	NextDoor	Email	County Website
Which option most closely describes your race?					
White/Caucasian	79.80%	83.00%	85.40%	83.30%	75.20%
Hispanic/Latino	9.10%	8.60%	6.70%	5.60%	7.90%
Black/African American	5.10%	3.50%	3.40%	6.10%	9.90%
Other	4.00%	3.20%	4.10%	4.50%	5.90%
Asian/Pacific Islander	2.00%	1.80%	0.40%	0.50%	1.00%
Which gender do you classify with?					
Female	61.10%	67.80%	60.20%	58.00%	51.00%
Male	37.10%	30.60%	37.90%	41.00%	46.10%
Other	1.90%	1.60%	1.90%	1.00%	2.90%
In which range does your current age fall?					
24 or Under	2.20%	2.60%	1.50%	0.50%	1.00%
25 to 34	14.70%	18.70%	7.10%	9.50%	12.70%
35 to 44	21.60%	27.70%	13.00%	10.50%	19.60%
45 to 54	23.90%	22.90%	24.90%	21.50%	29.40%
55 to 64	20.10%	16.30%	25.70%	24.00%	21.60%
65 or Older	17.50%	11.70%	27.90%	34.00%	15.70%

Appendix F: Telephonic District 1 Crosstabulations

		District 1			
		Unincorporated	Tampa	Plant City	Temple Terrace
Location					
N		261	101	0	0
Are you a resident of Hillsborough County?	Yes	100.0%	100.0%		
	No	0.0%	0.0%		
Do you live in Hillsborough County year-round?	Yes	100.0%	100.0%		
	No	0.0%	0.0%		
Gender	Male	47.6%	52.0%		
	Female	52.4%	48.0%		
In which of the categories does your current age fall?	Under 24	9.5%	9.2%		
	25-34	20.2%	22.4%		
	35-44	19.4%	17.3%		
	45-54	20.2%	15.3%		
	55-59	7.9%	7.1%		
	60-64	7.1%	8.2%		
	65+	15.5%	20.4%		
	Refused	0.0%	0.0%		
Do you live in unincorporated Hillsborough County or within a city?	Unincorporated	71.4%	62.2%		
	Incorporated	28.6%	37.8%		
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Live	Definitely	67.5%	61.2%		
	Probably	30.6%	38.8%		
	Maybe	2.0%	0.0%		
	Probably not	0.0%	0.0%		
	Definitely not	0.0%	0.0%		
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Raise children	Definitely	66.3%	61.2%		
	Probably	28.6%	36.7%		
	Maybe	4.8%	2.0%		
	Probably not	0.4%	0.0%		
	Definitely not	0.0%	0.0%		

		District 1			
	Location	Unincorporated	Tampa	Plant City	Temple Terrace
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Work	Definitely	62.7%	58.2%		
	Probably	28.2%	32.7%		
	Maybe	8.3%	8.2%		
	Probably not	0.8%	1.0%		
	Definitely not	0.0%	0.0%		
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Open a business	Definitely	61.9%	57.1%		
	Probably	9.9%	14.3%		
	Maybe	26.6%	27.6%		
	Probably not	1.6%	1.0%		
	Definitely not	0.0%	0.0%		
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Retire	Definitely	69.8%	66.3%		
	Probably	26.2%	32.7%		
	Maybe	3.6%	1.0%		
	Probably not	0.0%	0.0%		
	Definitely not	0.4%	0.0%		
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Vacation	Definitely	62.7%	64.3%		
	Probably	11.1%	17.3%		
	Maybe	22.6%	16.3%		
	Probably not	3.2%	2.0%		
	Definitely not	0.4%	0.0%		
How satisfied are you with that engagement with the county government?	Very satisfied	18.8%	0.0%		
	Satisfied	50.0%	81.8%		
	Neither satisfied nor dissatisfied	18.8%	9.1%		
	Dissatisfied	9.4%	9.1%		
	Very dissatisfied	3.1%	0.0%		
How much trust and confidence do you have in Hillsborough County government when it comes to handling county issues?	A great deal	24.6%	21.4%		
	A fair amount	72.2%	77.6%		
	Not very much	3.2%	1.0%		
	None at all	0.0%	0.0%		

		District 1			
	Location	Unincorporated	Tampa	Plant City	Temple Terrace
Do you prefer the county providing services directly versus contracting those services to a qualified third-party contractor?	Strongly prefer directly	11.1%	10.2%		
	Slight preference to directly	3.6%	7.1%		
	Does not matter to the respondent	60.3%	56.1%		
	Slight preference to contract	10.7%	14.3%		
	Strongly prefer contract	14.3%	12.2%		
How long have you lived within Hillsborough County?	One year or less	1.6%	0.0%		
	2-4 years	3.2%	2.0%		
	5-9 years	16.7%	18.4%		
	10-14 years	34.9%	34.7%		
	15+ years	43.7%	44.9%		
	Refused	0.0%	0.0%		
In general, how would you rate your level of satisfaction with your quality of life in Hillsborough County?	Very satisfied	23.0%	20.4%		
	Satisfied	68.7%	73.5%		
	Neither satisfied nor dissatisfied	5.6%	6.1%		
	Dissatisfied	2.8%	0.0%		
	Very dissatisfied	0.0%	0.0%		
Do you think that the quality of life in Hillsborough County five years from now will be significantly better, somewhat better, about the same, somewhat worse or significantly worse?	Significantly better	17.9%	14.3%		
	Somewhat better	17.5%	22.4%		
	About the same	44.4%	42.9%		
	Somewhat worse	18.7%	18.4%		
	Significantly worse	1.6%	2.0%		
Do you have plans to move away from Hillsborough County within the next year?	Yes	3.2%	1.0%		
	No	92.1%	95.9%		
	Unsure	4.8%	3.1%		
Do you have children under the age of 18 living in your household?	Yes	45.2%	41.8%		
	No	54.8%	58.2%		

		District 1			
	Location	Unincorporated	Tampa	Plant City	Temple Terrace
What is your highest level of completed education?	Did not complete high school	2.4%	2.0%		
	High school or GED	25.8%	18.4%		
	Trade or vocational school	13.5%	14.3%		
	Some college	31.0%	38.8%		
	Bachelor's Degree	21.4%	17.3%		
	Master's Degree	5.6%	9.2%		
	Doctoral or Professional Degree	0.4%	0.0%		
	Refused	0.0%	0.0%		
If you are employed, what is your work zip code? If work from home, record home zip and differentiate as such	Not currently employed	35.7%	33.7%		
	If work from HOME, record home zip code	3.2%	1.0%		
	Work zip code	61.1%	65.3%		
Which option most closely describes your race?	White/Caucasian	48.4%	63.3%		
	Black/African American	9.1%	5.1%		
	Hispanic/Latino	36.5%	24.5%		
	Asian/Pacific Islander	1.6%	3.1%		
	Other	4.4%	4.1%		
In what range does your household income fall?	Under \$25,000	6.0%	4.1%		
	\$25,000 to \$49,999	25.4%	31.6%		
	\$50,000 to \$74,999	34.1%	35.7%		
	\$75,000 to \$99,999	19.4%	14.3%		
	\$100,000 to \$149,999	11.1%	9.2%		
	\$150,000+	3.6%	4.1%		
	Refused	0.4%	1.0%		
Do you rent or own your current Hillsborough County residence?	Rent	18.7%	20.4%		
	Own	81.3%	79.6%		

District 1: Importance

	District 1		
Location	Unincorporated	Tampa	Total
N	261	101	362
Jobs for my skillset	8.05	7.79	7.98
Career opportunities for my children	8.54	8.41	8.51
Affordable/attainable housing	9.31	9.49	9.36
Personal safety	9.56	9.76	9.61
Bicyclist safety	9.47	9.73	9.55
Pedestrian safety	9.47	9.73	9.55
Fire and emergency services	9.56	9.77	9.62
Parks and public spaces	9.48	9.60	9.51
Sense of community	9.43	9.60	9.48
Cleanliness of public spaces	9.52	9.74	9.58
Nature preserves	9.41	9.52	9.44
Cultural events, social activities, and recreation opportunities	9.40	9.53	9.44
Health care and human services for disadvantaged residents	9.50	9.71	9.56
Homeless support services	9.45	9.71	9.53
Mental and behavioral health support services	9.47	9.74	9.55
Supportive services for aging population	9.49	9.73	9.56
Residential and community services for foster-care youth	9.48	9.72	9.55
Public roads, bridges, technology and architecture	9.50	9.77	9.58
Water and waste management	9.51	9.76	9.58
Public transit	9.46	9.65	9.52
Traffic flow on major roads	9.50	9.72	9.56
Parking availability	9.49	9.74	9.56
Storm and flooding resiliency	9.52	9.74	9.59

District 1: Experience

	District 1		
Location	Unincorporated	Tampa	Total
N	261	101	362
Jobs for my skillset	6.64	6.63	6.64
Career opportunities for my children	6.63	6.67	6.64
Affordable/attainable housing	6.58	6.72	6.62
Personal safety	7.58	7.64	7.60
Bicyclist safety	7.34	7.55	7.40
Pedestrian safety	7.32	7.52	7.37
Fire and emergency services	7.96	8.03	7.98
Parks and public spaces	7.89	7.94	7.91
Sense of community	7.89	7.93	7.90
Cleanliness of public spaces	7.53	7.56	7.54
Nature preserves	7.68	7.83	7.72
Cultural events, social activities, and recreation opportunities	8.06	8.07	8.06
Health care and human services for disadvantaged residents	6.81	6.80	6.80
Homeless support services	6.52	6.51	6.51
Mental and behavioral health support services	6.47	6.44	6.46
Supportive services for aging population	6.81	6.85	6.82
Residential and community services for foster-care youth	6.42	6.32	6.39
Public roads, bridges, technology and architecture	7.15	7.12	7.14
Water and waste management	7.32	7.37	7.33
Public transit	7.07	7.10	7.08
Traffic flow on major roads	6.44	6.46	6.45
Parking availability	6.58	6.61	6.59

District 1: Gap

	District 1		
Location	Unincorporated	Tampa	Total
N	261	101	362
Jobs for my skillset	1.41	1.15	1.34
Career opportunities for my children	1.91	1.73	1.86
Affordable/attainable housing	2.74	2.77	2.75
Personal safety	1.97	2.11	2.01
Bicyclist safety	2.13	2.18	2.15
Pedestrian safety	2.15	2.21	2.17
Fire and emergency services	1.60	1.73	1.64
Parks and public spaces	1.58	1.66	1.61
Sense of community	1.54	1.67	1.58
Cleanliness of public spaces	1.99	2.18	2.04
Nature preserves	1.73	1.69	1.72
Cultural events, social activities, and recreation opportunities	1.35	1.46	1.38
Health care and human services for disadvantaged residents	2.69	2.92	2.75
Homeless support services	2.94	3.20	3.01
Mental and behavioral health support services	3.00	3.31	3.09
Supportive services for aging population	2.68	2.89	2.74
Residential and community services for foster-care youth	3.06	3.41	3.15
Public roads, bridges, technology and architecture	2.36	2.64	2.44
Water and waste management	2.19	2.39	2.25
Public transit	2.39	2.55	2.44
Traffic flow on major roads	3.06	3.27	3.11
Parking availability	2.91	3.13	2.97
Storm and flooding resiliency	2.35	2.56	2.41

Appendix G: Telephonic District 2 Crosstabulations

		District 2			
	Location	Unincorporated	Tampa	Plant City	Temple Terrace
	N	298	38	1	16
Are you a resident of Hillsborough County?	Yes	100.0%	100.0%		100.0%
	No	0.0%	0.0%		0.0%
Do you live in Hillsborough County year-round?	Yes	100.0%	100.0%		93.8%
	No	0.0%	0.0%		6.3%
Gender	Male	46.1%	57.9%		43.8%
	Female	53.9%	42.1%		56.3%
In which of the categories does your current age fall?	Under 24	10.5%	15.8%		18.8%
	25-34	18.0%	13.2%		25.0%
	35-44	17.3%	21.1%		12.5%
	45-54	19.7%	15.8%		12.5%
	55-59	9.2%	10.5%		12.5%
	60-64	7.5%	7.9%		6.3%
	65+	18.0%	15.8%		12.5%
	Refused	0.0%	0.0%		0.0%
Do you live in unincorporated Hillsborough County or within a city?	Unincorporated	79.0%	81.6%		75.0%
	Incorporated	21.0%	18.4%		25.0%
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Live	Definitely	52.9%	52.6%		56.3%
	Probably	45.8%	44.7%		43.8%
	Maybe	1.4%	2.6%		0.0%
	Probably not	0.0%	0.0%		0.0%
	Definitely not	0.0%	0.0%		0.0%
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Raise children	Definitely	52.2%	47.4%		56.3%
	Probably	44.7%	39.5%		43.8%
	Maybe	3.1%	13.2%		0.0%
	Probably not	0.0%	0.0%		0.0%
	Definitely not	0.0%	0.0%		0.0%

		District 2			
	Location	Unincorporated	Tampa	Plant City	Temple Terrace
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Work	Definitely	50.5%	50.0%		56.3%
	Probably	41.4%	42.1%		37.5%
	Maybe	6.1%	7.9%		6.3%
	Probably not	1.7%	0.0%		0.0%
	Definitely not	0.3%	0.0%		0.0%
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Open a business	Definitely	50.8%	50.0%		56.3%
	Probably	15.9%	7.9%		6.3%
	Maybe	31.9%	42.1%		37.5%
	Probably not	1.4%	0.0%		0.0%
	Definitely not	0.0%	0.0%		0.0%
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Retire	Definitely	68.1%	60.5%		62.5%
	Probably	30.8%	34.2%		37.5%
	Maybe	1.0%	5.3%		0.0%
	Probably not	0.0%	0.0%		0.0%
	Definitely not	0.0%	0.0%		0.0%
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Vacation	Definitely	51.9%	52.6%		56.3%
	Probably	20.7%	7.9%		18.8%
	Maybe	26.1%	39.5%		25.0%
	Probably not	1.4%	0.0%		0.0%
	Definitely not	0.0%	0.0%		0.0%
How satisfied are you with that engagement with the county government?	Very satisfied	7.3%	0.0%		33.3%
	Satisfied	61.0%	80.0%		33.3%
	Neither satisfied nor dissatisfied	29.3%	20.0%		33.3%
	Dissatisfied	2.4%	0.0%		0.0%
	Very dissatisfied	0.0%	0.0%		0.0%
How much trust and confidence do you have in Hillsborough County government when it comes to handling county issues?	A great deal	13.9%	13.2%		18.8%
	A fair amount	85.4%	86.8%		81.3%
	Not very much	0.7%	0.0%		0.0%
	None at all	0.0%	0.0%		0.0%

		District 2			
	Location	Unincorporated	Tampa	Plant City	Temple Terrace
Do you prefer the county providing services directly versus contracting those services to a qualified third-party contractor?	Strongly prefer directly	16.3%	10.5%		12.5%
	Slight preference to directly	1.7%	5.3%		12.5%
	Does not matter to the respondent	62.7%	68.4%		56.3%
	Slight preference to contract	7.5%	5.3%		6.3%
	Strongly prefer contract	11.9%	10.5%		12.5%
How long have you lived within Hillsborough County?	One year or less	0.3%	2.6%		0.0%
	2-4 years	3.7%	2.6%		0.0%
	5-9 years	22.0%	23.7%		12.5%
	10-14 years	34.6%	34.2%		56.3%
	15+ years	39.3%	36.8%		31.3%
	Refused	0.0%	0.0%		0.0%
In general, how would you rate your level of satisfaction with your quality of life in Hillsborough County?	Very satisfied	9.8%	7.9%		25.0%
	Satisfied	86.8%	89.5%		75.0%
	Neither satisfied nor dissatisfied	2.7%	2.6%		0.0%
	Dissatisfied	0.7%	0.0%		0.0%
	Very dissatisfied	0.0%	0.0%		0.0%
Do you think that the quality of life in Hillsborough County five years from now will be significantly better, somewhat better, about the same, somewhat worse or significantly worse?	Significantly better	6.8%	2.6%		12.5%
	Somewhat better	21.4%	0.0%		31.3%
	About the same	45.4%	63.2%		43.8%
	Somewhat worse	24.1%	34.2%		12.5%
	Significantly worse	2.4%	0.0%		0.0%
Do you have plans to move away from Hillsborough County within the next year?	Yes	1.0%	0.0%		0.0%
	No	91.5%	89.5%		93.8%
	Unsure	7.5%	10.5%		6.3%
Do you have children under the age of 18 living in your household?	Yes	40.7%	39.5%		56.3%
	No	59.3%	60.5%		43.8%

		District 2			
	Location	Unincorporated	Tampa	Plant City	Temple Terrace
What is your highest level of completed education?	Did not complete high school	3.4%	2.6%		0.0%
	High school or GED	23.7%	26.3%		25.0%
	Trade or vocational school	10.5%	7.9%		6.3%
	Some college	38.0%	36.8%		43.8%
	Bachelor's Degree	18.6%	23.7%		12.5%
	Master's Degree	5.4%	2.6%		12.5%
	Doctoral or Professional Degree	0.3%	0.0%		0.0%
If you are employed, what is your work zip code? If work from home, record home zip and differentiate as such	Refused	0.0%	0.0%		0.0%
	Not currently employed	34.6%	28.9%		25.0%
	If work from HOME, record home zip code	0.0%	0.0%		0.0%
Which option most closely describes your race?	Work zip code	65.4%	71.1%		75.0%
	White/Caucasian	58.3%	52.6%		43.8%
	Black/African American	10.8%	10.5%		18.8%
	Hispanic/Latino	22.4%	26.3%		18.8%
	Asian/Pacific Islander	0.7%	2.6%		6.3%
In what range does your household income fall?	Other	7.8%	7.9%		12.5%
	Under \$25,000	8.8%	10.5%		0.0%
	\$25,000 to \$49,999	29.5%	34.2%		37.5%
	\$50,000 to \$74,999	36.3%	42.1%		37.5%
	\$75,000 to \$99,999	17.6%	13.2%		12.5%
	\$100,000 to \$149,999	6.4%	0.0%		12.5%
	\$150,000+	0.3%	0.0%		0.0%
Do you rent or own your current Hillsborough County residence?	Refused	1.0%	0.0%		0.0%
	Rent	15.9%	26.3%		18.8%
	Own	84.1%	73.7%		81.3%

District 2: Importance

Location	District 2				
	Unincorporated	Tampa	Plant City	Temple Terrace	Total
N	298	38	1	16	354
Jobs for my skillset	7.61	7.95		8.06	7.65
Career opportunities for my children	7.86	7.74		8.50	7.87
Affordable/attainable housing	9.32	8.87		9.31	9.27
Personal safety	9.53	9.11		9.31	9.47
Bicyclist safety	9.29	9.11		9.31	9.27
Pedestrian safety	9.35	9.11		9.31	9.32
Fire and emergency services	9.52	9.11		9.31	9.46
Parks and public spaces	9.37	9.03		9.25	9.33
Sense of community	9.33	9.05		9.25	9.30
Cleanliness of public spaces	9.48	9.11		9.31	9.43
Nature preserves	9.33	9.03		9.19	9.29
Cultural events, social activities, and recreation opportunities	9.36	9.13		9.13	9.32
Health care and human services for disadvantaged residents	9.49	9.18		9.25	9.45
Homeless support services	9.46	9.18		9.31	9.42
Mental and behavioral health support services	9.48	9.18		9.31	9.44
Supportive services for aging population	9.51	9.21		9.25	9.46
Residential and community services for foster-care youth	9.48	9.24		9.31	9.45
Public roads, bridges, technology and architecture	9.50	9.29		9.31	9.47
Water and waste management	9.50	9.29		9.25	9.47
Public transit	9.41	9.32		9.31	9.39
Traffic flow on major roads	9.48	9.24		9.31	9.45
Parking availability	9.49	9.26		9.31	9.46
Storm and flooding resiliency	9.50	9.32		9.31	9.47

District 2: Experience

	District 2				
Location	Unincorporated	Tampa	Plant City	Temple Terrace	Total
N	298	38	1	16	354
Jobs for my skillset	6.41	6.16		6.50	6.38
Career opportunities for my children	6.40	5.97		6.69	6.37
Affordable/attainable housing	6.51	6.47		6.31	6.49
Personal safety	7.64	7.76		7.75	7.67
Bicyclist safety	7.55	7.66		7.63	7.57
Pedestrian safety	7.60	7.63		7.56	7.61
Fire and emergency services	7.97	8.00		7.94	7.97
Parks and public spaces	8.01	8.00		7.69	8.00
Sense of community	7.92	7.82		7.75	7.90
Cleanliness of public spaces	7.57	7.50		7.13	7.55
Nature preserves	7.79	7.74		7.63	7.78
Cultural events, social activities, and recreation opportunities	8.11	7.97		7.94	8.09
Health care and human services for disadvantaged residents	6.48	6.18		6.44	6.44
Homeless support services	6.26	6.18		6.44	6.26
Mental and behavioral health support services	6.07	6.11		6.25	6.08
Supportive services for aging population	6.66	6.66		6.56	6.65
Residential and community services for foster-care youth	5.97	5.97		6.25	5.98
Public roads, bridges, technology and architecture	7.03	6.95		7.13	7.03
Water and waste management	7.39	7.21		7.44	7.37
Public transit	6.96	6.68		7.13	6.93
Traffic flow on major roads	6.55	6.34		6.81	6.54
Parking availability	6.66	6.37		7.00	6.64
Storm and flooding resiliency	7.27	7.13		7.44	7.27

District 2: Gap

	District 2				
Location	Unincorporated	Tampa	Plant City	Temple Terrace	Total
N	298	38	1	16	354
Jobs for my skillset	1.20	1.79		1.56	1.26
Career opportunities for my children	1.46	1.76		1.81	1.50
Affordable/attainable housing	2.82	2.39		3.00	2.78
Personal safety	1.88	1.34		1.56	1.81
Bicyclist safety	1.74	1.45		1.69	1.71
Pedestrian safety	1.75	1.47		1.75	1.72
Fire and emergency services	1.55	1.11		1.38	1.49
Parks and public spaces	1.36	1.03		1.56	1.33
Sense of community	1.41	1.24		1.50	1.40
Cleanliness of public spaces	1.91	1.61		2.19	1.89
Nature preserves	1.54	1.29		1.56	1.51
Cultural events, social activities, and recreation opportunities	1.24	1.16		1.19	1.23
Health care and human services for disadvantaged residents	3.01	3.00		2.81	3.01
Homeless support services	3.19	3.00		2.88	3.16
Mental and behavioral health support services	3.41	3.08		3.06	3.36
Supportive services for aging population	2.85	2.55		2.69	2.81
Residential and community services for foster-care youth	3.51	3.26		3.06	3.47
Public roads, bridges, technology and architecture	2.47	2.34		2.19	2.44
Water and waste management	2.11	2.08		1.81	2.09
Public transit	2.45	2.63		2.19	2.46
Traffic flow on major roads	2.93	2.89		2.50	2.91
Parking availability	2.83	2.89		2.31	2.82
Storm and flooding resiliency	2.22	2.18		1.88	2.20

Appendix H: Telephonic District 3 Crosstabulations

		District 3			
	Location	Unincorporated	Tampa	Plant City	Temple Terrace
	N	167	141	0	9
Are you a resident of Hillsborough County?	Yes	100.0%	100.0%		100.0%
	No	0.0%	0.0%		0.0%
Do you live in Hillsborough County year-round?	Yes	99.5%	100.0%		100.0%
	No	0.5%	0.0%		0.0%
Gender	Male	50.5%	45.5%		30.0%
	Female	49.5%	54.5%		70.0%
In which of the categories does your current age fall?	Under 24	17.4%	19.2%		30.0%
	25-34	22.8%	21.8%		10.0%
	35-44	17.4%	14.1%		10.0%
	45-54	15.8%	16.0%		10.0%
	55-59	8.2%	6.4%		10.0%
	60-64	6.5%	7.1%		0.0%
	65+	12.0%	15.4%		30.0%
	Refused	0.0%	0.0%		0.0%
Do you live in unincorporated Hillsborough County or within a city?	Unincorporated	71.2%	62.8%		60.0%
	Incorporated	28.8%	37.2%		40.0%
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Live	Definitely	61.4%	64.7%		50.0%
	Probably	35.3%	32.1%		50.0%
	Maybe	3.3%	2.6%		0.0%
	Probably not	0.0%	0.6%		0.0%
	Definitely not	0.0%	0.0%		0.0%
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Raise children	Definitely	56.5%	60.9%		50.0%
	Probably	35.9%	32.7%		40.0%
	Maybe	5.4%	5.8%		10.0%
	Probably not	1.6%	0.6%		0.0%
	Definitely not	0.5%	0.0%		0.0%

		District 3			
	Location	Unincorporated	Tampa	Plant City	Temple Terrace
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Work	Definitely	57.6%	60.9%		50.0%
	Probably	31.5%	28.8%		50.0%
	Maybe	8.2%	8.3%		0.0%
	Probably not	2.7%	1.9%		0.0%
	Definitely not	0.0%	0.0%		0.0%
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Open a business	Definitely	54.9%	59.6%		50.0%
	Probably	17.9%	21.8%		30.0%
	Maybe	23.9%	16.0%		20.0%
	Probably not	3.3%	2.6%		0.0%
	Definitely not	0.0%	0.0%		0.0%
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Retire	Definitely	64.7%	71.2%		60.0%
	Probably	30.4%	25.0%		40.0%
	Maybe	4.9%	3.2%		0.0%
	Probably not	0.0%	0.6%		0.0%
	Definitely not	0.0%	0.0%		0.0%
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Vacation	Definitely	58.7%	61.5%		60.0%
	Probably	21.7%	27.6%		30.0%
	Maybe	17.9%	9.6%		10.0%
	Probably not	1.6%	1.3%		0.0%
	Definitely not	0.0%	0.0%		0.0%
How satisfied are you with that engagement with the county government?	Very satisfied	8.0%	7.7%		0.0%
	Satisfied	64.0%	69.2%		0.0%
	Neither satisfied nor dissatisfied	24.0%	23.1%		0.0%
	Dissatisfied	0.0%	0.0%		0.0%
	Very dissatisfied	4.0%	0.0%		0.0%
How much trust and confidence do you have in Hillsborough County government when it comes to handling county issues?	A great deal	21.2%	19.9%		40.0%
	A fair amount	77.2%	78.2%		60.0%
	Not very much	1.1%	1.9%		0.0%
	None at all	0.5%	0.0%		0.0%

		District 3			
	Location	Unincorporated	Tampa	Plant City	Temple Terrace
Do you prefer the county providing services directly versus contracting those services to a qualified third-party contractor?	Strongly prefer directly	11.4%	6.4%		10.0%
	Slight preference to directly	2.7%	1.9%		0.0%
	Does not matter to the respondent	59.8%	75.0%		70.0%
	Slight preference to contract	8.7%	7.7%		10.0%
	Strongly prefer contract	17.4%	9.0%		10.0%
How long have you lived within Hillsborough County?	One year or less	1.1%	1.3%		0.0%
	2-4 years	7.1%	2.6%		10.0%
	5-9 years	23.9%	28.8%		20.0%
	10-14 years	33.7%	34.6%		30.0%
	15+ years	34.2%	32.7%		40.0%
	Refused	0.0%	0.0%		0.0%
In general, how would you rate your level of satisfaction with your quality of life in Hillsborough County?	Very satisfied	12.5%	16.0%		30.0%
	Satisfied	80.4%	75.0%		60.0%
	Neither satisfied nor dissatisfied	6.0%	6.4%		0.0%
	Dissatisfied	0.5%	2.6%		10.0%
	Very dissatisfied	0.5%	0.0%		0.0%
Do you think that the quality of life in Hillsborough County five years from now will be significantly better, somewhat better, about the same, somewhat worse or significantly worse?	Significantly better	9.8%	9.0%		20.0%
	Somewhat better	18.5%	26.3%		10.0%
	About the same	35.3%	32.1%		20.0%
	Somewhat worse	30.4%	27.6%		50.0%
	Significantly worse	6.0%	5.1%		0.0%
Do you have plans to move away from Hillsborough County within the next year?	Yes	2.2%	0.0%		0.0%
	No	90.2%	89.7%		100.0%
	Unsure	7.6%	10.3%		0.0%
Do you have children under the age of 18 living in your household?	Yes	46.2%	41.7%		40.0%
	No	53.8%	58.3%		60.0%

		District 3			
	Location	Unincorporated	Tampa	Plant City	Temple Terrace
What is your highest level of completed education?	Did not complete high school	5.4%	6.4%		10.0%
	High school or GED	20.7%	22.4%		10.0%
	Trade or vocational school	12.0%	10.9%		10.0%
	Some college	34.8%	37.2%		50.0%
	Bachelor's Degree	21.2%	18.6%		20.0%
	Master's Degree	6.0%	4.5%		0.0%
	Doctoral or Professional Degree	0.0%	0.0%		0.0%
If you are employed, what is your work zip code? If work from home, record home zip and differentiate as such	Refused	0.0%	0.0%		0.0%
	Not currently employed	33.7%	36.5%		50.0%
	If work from HOME, record home zip code	0.5%	0.0%		0.0%
Which option most closely describes your race?	Work zip code	65.8%	63.5%		50.0%
	White/Caucasian	33.7%	29.5%		10.0%
	Black/African American	33.2%	34.0%		60.0%
	Hispanic/Latino	29.3%	30.8%		0.0%
	Asian/Pacific Islander	1.6%	1.9%		0.0%
In what range does your household income fall?	Other	2.2%	3.8%		30.0%
	Under \$25,000	13.0%	16.0%		20.0%
	\$25,000 to \$49,999	35.9%	39.1%		20.0%
	\$50,000 to \$74,999	32.6%	28.8%		50.0%
	\$75,000 to \$99,999	9.8%	9.0%		10.0%
	\$100,000 to \$149,999	5.4%	3.2%		0.0%
	\$150,000+	1.1%	0.0%		0.0%
Do you rent or own your current Hillsborough County residence?	Refused	2.2%	3.8%		0.0%
	Rent	29.9%	22.4%		40.0%
	Own	70.1%	77.6%		60.0%

District 3: Importance

	District 3			
Location	Unincorporated	Tampa	Temple Terrace	Total
N	167	141	9	317
Jobs for my skillset	7.90	7.47	6.00	7.66
Career opportunities for my children	8.20	7.76	6.80	7.97
Affordable/attainable housing	9.21	9.02	8.80	9.11
Personal safety	9.36	9.22	9.10	9.29
Bicyclist safety	9.31	9.09	8.20	9.18
Pedestrian safety	9.32	9.15	8.80	9.23
Fire and emergency services	9.36	9.28	9.40	9.33
Parks and public spaces	9.26	9.21	9.40	9.24
Sense of community	9.21	9.13	9.20	9.17
Cleanliness of public spaces	9.32	9.24	9.40	9.29
Nature preserves	9.21	9.18	9.40	9.20
Cultural events, social activities, and recreation opportunities	9.21	9.21	9.30	9.21
Health care and human services for disadvantaged residents	9.35	9.32	9.30	9.34
Homeless support services	9.31	9.30	9.30	9.31
Mental and behavioral health support services	9.39	9.30	9.30	9.35
Supportive services for aging population	9.38	9.29	9.20	9.33
Residential and community services for foster-care youth	9.39	9.31	9.30	9.35
Public roads, bridges, technology and architecture	9.34	9.29	9.30	9.32
Water and waste management	9.35	9.29	9.30	9.32
Public transit	9.33	9.28	9.30	9.31
Traffic flow on major roads	9.32	9.29	9.30	9.30
Parking availability	9.32	9.28	9.30	9.30
Storm and flooding resiliency	9.34	9.31	9.30	9.32

District 3: Experience

Location	District 3			
	Unincorporated	Tampa	Temple Terrace	Total
N	167	141	9	317
Jobs for my skillset	6.21	6.01	5.20	6.09
Career opportunities for my children	6.34	6.15	5.70	6.23
Affordable/attainable housing	6.22	6.16	5.80	6.18
Personal safety	7.14	6.89	7.10	7.03
Bicyclist safety	7.04	6.90	6.90	6.97
Pedestrian safety	7.10	6.97	7.10	7.05
Fire and emergency services	7.57	7.49	7.50	7.53
Parks and public spaces	7.80	7.75	7.60	7.77
Sense of community	7.70	7.67	7.40	7.67
Cleanliness of public spaces	7.39	7.47	7.30	7.42
Nature preserves	7.79	7.74	7.40	7.76
Cultural events, social activities, and recreation opportunities	8.07	8.03	7.80	8.05
Health care and human services for disadvantaged residents	6.73	6.98	6.60	6.84
Homeless support services	6.55	6.89	6.60	6.70
Mental and behavioral health support services	6.41	6.59	5.50	6.46
Supportive services for aging population	6.78	6.97	6.70	6.87
Residential and community services for foster-care youth	6.23	6.53	5.50	6.35
Public roads, bridges, technology and architecture	6.94	7.21	6.80	7.05
Water and waste management	7.22	7.41	7.00	7.30
Public transit	6.87	7.00	6.00	6.90
Traffic flow on major roads	6.34	6.41	5.40	6.34
Parking availability	6.45	6.57	5.60	6.48
Storm and flooding resiliency	7.12	7.21	7.00	7.15

District 3: Gap

	District 3			
Location	Unincorporated	Tampa	Temple Terrace	Total
N	167	141	9	317
Jobs for my skillset	1.70	1.47	0.80	1.57
Career opportunities for my children	1.86	1.62	1.10	1.73
Affordable/attainable housing	2.99	2.86	3.00	2.93
Personal safety	2.22	2.33	2.00	2.26
Bicyclist safety	2.27	2.19	1.30	2.21
Pedestrian safety	2.21	2.18	1.70	2.18
Fire and emergency services	1.79	1.79	1.90	1.80
Parks and public spaces	1.46	1.46	1.80	1.47
Sense of community	1.52	1.46	1.80	1.50
Cleanliness of public spaces	1.93	1.77	2.10	1.86
Nature preserves	1.41	1.44	2.00	1.44
Cultural events, social activities, and recreation opportunities	1.14	1.18	1.50	1.17
Health care and human services for disadvantaged residents	2.62	2.34	2.70	2.50
Homeless support services	2.76	2.41	2.70	2.60
Mental and behavioral health support services	2.98	2.71	3.80	2.88
Supportive services for aging population	2.60	2.31	2.50	2.47
Residential and community services for foster-care youth	3.15	2.78	3.80	3.00
Public roads, bridges, technology and architecture	2.40	2.08	2.50	2.26
Water and waste management	2.13	1.88	2.30	2.02
Public transit	2.46	2.28	3.30	2.40
Traffic flow on major roads	2.98	2.88	3.90	2.96
Parking availability	2.86	2.71	3.70	2.82
Storm and flooding resiliency	2.22	2.10	2.30	2.17

Appendix I: Telephonic District 4 Crosstabulations

		District 4				
		Location	Unincorporated	Tampa	Plant City	Temple Terrace
		N	343	0	24	0
Are you a resident of Hillsborough County?	Yes		100.0%		100.0%	
	No		0.0%		0.0%	
Do you live in Hillsborough County year-round?	Yes		99.7%		100.0%	
	No		0.3%		0.0%	
Gender	Male		48.9%		39.1%	
	Female		51.1%		60.9%	
In which of the categories does your current age fall?	Under 24		9.2%		17.4%	
	25-34		18.0%		13.0%	
	35-44		18.7%		13.0%	
	45-54		17.4%		21.7%	
	55-59		7.3%		17.4%	
	60-64		7.0%		8.7%	
	65+		22.3%		8.7%	
	Refused		0.0%		0.0%	
Do you live in unincorporated Hillsborough County or within a city?	Unincorporated		72.2%		34.8%	
	Incorporated		27.8%		65.2%	
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Live	Definitely		60.6%		87.0%	
	Probably		34.6%		13.0%	
	Maybe		3.7%		0.0%	
	Probably not		0.9%		0.0%	
	Definitely not		0.3%		0.0%	
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Raise children	Definitely		56.0%		87.0%	
	Probably		34.6%		8.7%	
	Maybe		7.3%		4.3%	
	Probably not		1.8%		0.0%	
	Definitely not		0.3%		0.0%	

		District 4			
	Location	Unincorporated	Tampa	Plant City	Temple Terrace
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Work	Definitely	56.9%		78.3%	
	Probably	32.4%		8.7%	
	Maybe	7.3%		4.3%	
	Probably not	2.8%		8.7%	
	Definitely not	0.6%		0.0%	
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Open a business	Definitely	56.0%		78.3%	
	Probably	17.7%		4.3%	
	Maybe	22.9%		4.3%	
	Probably not	2.8%		13.0%	
	Definitely not	0.6%		0.0%	
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Retire	Definitely	66.4%		91.3%	
	Probably	28.1%		8.7%	
	Maybe	4.6%		0.0%	
	Probably not	0.6%		0.0%	
	Definitely not	0.3%		0.0%	
Would you recommend Hillsborough County to a friend, family member or acquaintance, as a place to: Vacation	Definitely	60.9%		91.3%	
	Probably	22.6%		8.7%	
	Maybe	15.3%		0.0%	
	Probably not	0.9%		0.0%	
	Definitely not	0.3%		0.0%	
How satisfied are you with that engagement with the county government?	Very satisfied	8.0%		50.0%	
	Satisfied	56.0%		0.0%	
	Neither satisfied nor dissatisfied	28.0%		50.0%	
	Dissatisfied	8.0%		0.0%	
	Very dissatisfied	0.0%		0.0%	
How much trust and confidence do you have in Hillsborough County government when it comes to handling county issues?	A great deal	33.9%		43.5%	
	A fair amount	63.3%		52.2%	
	Not very much	2.8%		4.3%	
	None at all	0.0%		0.0%	

		District 4			
	Location	Unincorporated	Tampa	Plant City	Temple Terrace
Do you prefer the county providing services directly versus contracting those services to a qualified third-party contractor?	Strongly prefer directly	12.5%		8.7%	
	Slight preference to directly	2.4%		0.0%	
	Does not matter to the respondent	70.3%		60.9%	
	Slight preference to contract	5.8%		4.3%	
	Strongly prefer contract	8.9%		26.1%	
How long have you lived within Hillsborough County?	One year or less	0.3%		0.0%	
	2-4 years	6.7%		4.3%	
	5-9 years	21.1%		26.1%	
	10-14 years	33.3%		26.1%	
	15+ years	38.5%		43.5%	
	Refused	0.0%		0.0%	
In general, how would you rate your level of satisfaction with your quality of life in Hillsborough County?	Very satisfied	27.8%		39.1%	
	Satisfied	63.0%		52.2%	
	Neither satisfied nor dissatisfied	2.1%		0.0%	
	Dissatisfied	6.7%		8.7%	
	Very dissatisfied	0.3%		0.0%	
Do you think that the quality of life in Hillsborough County five years from now will be significantly better, somewhat better, about the same, somewhat worse or significantly worse?	Significantly better	22.3%		30.4%	
	Somewhat better	15.0%		4.3%	
	About the same	32.1%		30.4%	
	Somewhat worse	16.5%		17.4%	
	Significantly worse	14.1%		17.4%	
Do you have plans to move away from Hillsborough County within the next year?	Yes	1.2%		8.7%	
	No	89.6%		82.6%	
	Unsure	9.2%		8.7%	
Do you have children under the age of 18 living in your household?	Yes	31.8%		26.1%	
	No	68.2%		73.9%	

		District 4			
	Location	Unincorporated	Tampa	Plant City	Temple Terrace
What is your highest level of completed education?	Did not complete high school	4.0%		0.0%	
	High school or GED	27.5%		21.7%	
	Trade or vocational school	11.9%		21.7%	
	Some college	33.6%		17.4%	
	Bachelor's Degree	17.1%		21.7%	
	Master's Degree	4.9%		17.4%	
	Doctoral or Professional Degree	0.6%		0.0%	
If you are employed, what is your work zip code? If work from home, record home zip and differentiate as such	Refused	0.3%		0.0%	
	Not currently employed	38.5%		26.1%	
	If work from HOME, record home zip code	1.8%		0.0%	
Which option most closely describes your race?	Work zip code	59.6%		73.9%	
	White/Caucasian	57.8%		60.9%	
	Black/African American	11.0%		13.0%	
	Hispanic/Latino	25.4%		21.7%	
	Asian/Pacific Islander	1.8%		0.0%	
In what range does your household income fall?	Other	4.0%		4.3%	
	Under \$25,000	8.0%		13.0%	
	\$25,000 to \$49,999	27.5%		17.4%	
	\$50,000 to \$74,999	28.1%		21.7%	
	\$75,000 to \$99,999	20.5%		13.0%	
	\$100,000 to \$149,999	11.9%		30.4%	
	\$150,000+	1.5%		0.0%	
Do you rent or own your current Hillsborough County residence?	Refused	2.4%		4.3%	
	Rent	24.8%		26.1%	
	Own	75.2%		73.9%	

District 4: Importance

	District 4		
Location	Unincorporated	Plant City	Total
N	343	24	367
Jobs for my skillset	7.62	9.48	7.74
Career opportunities for my children	7.95	9.39	8.04
Affordable/attainable housing	8.93	9.26	8.95
Personal safety	9.31	9.61	9.33
Bicyclist safety	9.08	9.57	9.11
Pedestrian safety	9.15	9.57	9.18
Fire and emergency services	9.29	9.61	9.31
Parks and public spaces	9.21	9.61	9.24
Sense of community	9.11	9.57	9.14
Cleanliness of public spaces	9.24	9.61	9.26
Nature preserves	9.13	9.48	9.16
Cultural events, social activities, and recreation opportunities	9.22	9.48	9.23
Health care and human services for disadvantaged residents	9.25	9.65	9.28
Homeless support services	9.20	9.65	9.23
Mental and behavioral health support services	9.25	9.61	9.27
Supportive services for aging population	9.26	9.57	9.28
Residential and community services for foster-care youth	9.27	9.61	9.29
Public roads, bridges, technology and architecture	9.27	9.61	9.29
Water and waste management	9.27	9.65	9.30
Public transit	9.21	9.65	9.24
Traffic flow on major roads	9.25	9.61	9.27
Parking availability	9.24	9.65	9.27
Storm and flooding resiliency	9.28	9.65	9.30

District 4: Experience

	District 4		
Location	Unincorporated	Plant City	Total
N	343	24	367
Jobs for my skillset	6.82	7.04	6.83
Career opportunities for my children	6.97	6.78	6.96
Affordable/attainable housing	6.79	7.22	6.81
Personal safety	7.42	7.43	7.42
Bicyclist safety	7.18	7.00	7.17
Pedestrian safety	7.23	7.09	7.22
Fire and emergency services	7.88	7.91	7.88
Parks and public spaces	7.94	7.87	7.93
Sense of community	7.73	7.87	7.74
Cleanliness of public spaces	7.44	7.48	7.45
Nature preserves	7.88	8.22	7.90
Cultural events, social activities, and recreation opportunities	8.26	8.70	8.29
Health care and human services for disadvantaged residents	6.64	7.17	6.68
Homeless support services	6.52	6.96	6.55
Mental and behavioral health support services	6.16	6.52	6.18
Supportive services for aging population	6.99	7.30	7.01
Residential and community services for foster-care youth	6.01	6.30	6.03
Public roads, bridges, technology and architecture	7.19	7.43	7.21
Water and waste management	7.36	7.48	7.37
Public transit	6.98	7.09	6.98
Traffic flow on major roads	5.93	6.26	5.95
Parking availability	6.09	6.30	6.11
Storm and flooding resiliency	7.17	7.52	7.19

District 4: Gap

Location	District 4		
	Unincorporated	Plant City	Total
N	343	24	367
Jobs for my skillset	0.80	2.43	0.91
Career opportunities for my children	0.98	2.61	1.09
Affordable/attainable housing	2.14	2.04	2.14
Personal safety	1.89	2.17	1.91
Bicyclist safety	1.90	2.57	1.95
Pedestrian safety	1.92	2.48	1.96
Fire and emergency services	1.41	1.70	1.43
Parks and public spaces	1.28	1.74	1.31
Sense of community	1.38	1.70	1.40
Cleanliness of public spaces	1.80	2.13	1.82
Nature preserves	1.26	1.26	1.26
Cultural events, social activities, and recreation opportunities	0.96	0.78	0.95
Health care and human services for disadvantaged residents	2.61	2.48	2.60
Homeless support services	2.68	2.70	2.68
Mental and behavioral health support services	3.09	3.09	3.09
Supportive services for aging population	2.27	2.26	2.27
Residential and community services for foster-care youth	3.26	3.30	3.26
Public roads, bridges, technology and architecture	2.08	2.17	2.08
Water and waste management	1.91	2.17	1.93
Public transit	2.24	2.57	2.26
Traffic flow on major roads	3.32	3.35	3.32
Parking availability	3.15	3.35	3.16
Storm and flooding resiliency	2.11	2.13	2.11

Appendix J: Telephonic North vs. South County Crosstabulations

For the purpose of this analysis, “South County” is defined of the area south of Bloomingdale Avenue. All other respondents north of Bloomingdale Avenue are considered “North County.”

	Location	Aggregate	North County	South County
	N	1400	1192	208
Are you a resident of Hillsborough County?	Yes	100.0%	100.0%	100.0%
Do you live in Hillsborough County year-round?	Yes	99.8%	99.8%	100.0%
	No	0.2%	0.2%	
Gender	Male	48.1%	47.4%	52.0%
	Female	51.9%	52.6%	48.0%
In which of the categories does your current age fall?	Under 24	12.1%	12.8%	8.0%
	25-34	19.5%	19.7%	18.5%
	35-44	17.6%	17.6%	18.0%
	45-54	17.8%	17.9%	17.4%
	55-59	8.2%	8.2%	8.0%
	60-64	7.2%	7.0%	8.5%
	65+	17.6%	16.8%	21.6%
Do you live in unincorporated Hillsborough County or within a city?	Unincorporated	71.3%	70.4%	76.4%
	Incorporated	28.7%	29.6%	23.6%
Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Live	Definitely	60.9%	60.8%	61.0%
	Probably	36.5%	36.9%	34.5%
	Maybe	2.3%	2.2%	2.5%
	Probably not	0.3%	0.1%	1.5%
	Definitely not	0.1%		0.5%
Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Raise children	Definitely	58.2%	58.5%	56.9%
	Probably	35.6%	35.9%	34.0%
	Maybe	5.2%	4.9%	7.0%
	Probably not	0.8%	0.7%	1.5%
	Definitely not	0.1%	0.1%	0.5%

	Location	Aggregate	North County	South County
Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Work	Definitely	57.3%	57.1%	58.5%
	Probably	33.2%	33.8%	29.5%
	Maybe	7.4%	7.1%	9.1%
	Probably not	1.9%	1.8%	2.5%
	Definitely not	0.2%	0.2%	0.5%
Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Open a business	Definitely	56.5%	56.4%	56.6%
	Probably	15.5%	15.3%	16.5%
	Maybe	25.7%	26.2%	23.0%
	Probably not	2.2%	2.0%	3.5%
	Definitely not	0.1%	0.1%	0.5%
Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Retire	Definitely	67.9%	68.2%	66.1%
	Probably	28.6%	28.8%	27.9%
	Maybe	3.1%	2.9%	4.5%
	Probably not	0.2%	0.1%	1.0%
	Definitely not	0.1%	0.1%	0.5%
Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Vacation	Definitely	59.5%	59.8%	58.1%
	Probably	19.5%	19.7%	18.5%
	Maybe	19.2%	19.0%	20.4%
	Probably not	1.6%	1.4%	2.4%
	Definitely not	0.1%	0.1%	0.5%
Have you engaged with the Hillsborough County government in the last year via social media, email, online, or direct contact with an official?	Yes	11.2%	11.5%	9.5%
	No	88.8%	88.5%	90.5%
How satisfied are you with that engagement with the county government?	Very satisfied	10.3%	9.5%	15.8%
	Satisfied	59.7%	62.1%	42.4%
	Neither satisfied nor dissatisfied	24.2%	22.4%	36.5%
	Dissatisfied	4.6%	4.5%	5.3%
	Very dissatisfied	1.2%	1.4%	

	Location	Aggregate	North County	South County
How much trust and confidence do you have in Hillsborough County government when it comes to handling county issues?	A great deal	23.5%	22.3%	30.6%
	A fair amount	74.5%	76.0%	65.9%
	Not very much	1.9%	1.6%	3.5%
	None at all	0.1%	0.1%	
Do you prefer the county providing services directly versus contracting those services to a qualified third-party contractor?	Strongly prefer directly	12.0%	12.2%	11.1%
	Slight preference to directly	2.9%	2.8%	4.0%
	Does not matter to the respondent	64.7%	64.3%	66.9%
	Slight preference to contract	8.2%	8.4%	7.0%
	Strongly prefer contract	12.2%	12.4%	11.0%
How long have you lived within Hillsborough County?	One year or less	0.8%	0.8%	0.5%
	2-4 years	4.5%	4.4%	5.0%
	5-9 years	21.5%	21.6%	21.0%
	10-14 years	34.3%	34.3%	34.5%
	15+ years	38.9%	38.9%	39.0%
In general, how would you rate your level of satisfaction with your quality of life in Hillsborough County?	Very satisfied	19.2%	18.4%	23.5%
	Satisfied	73.8%	74.8%	68.5%
	Neither satisfied nor dissatisfied	4.0%	4.3%	2.4%
	Dissatisfied	2.8%	2.5%	5.0%
	Very dissatisfied	0.1%	0.1%	0.5%
Do you think that the quality of life in Hillsborough County five years from now will be significantly better, somewhat better, about the same, somewhat worse or significantly worse?	Significantly better	14.2%	13.6%	17.5%
	Somewhat better	18.5%	18.2%	19.9%
	About the same	39.3%	41.1%	29.0%
	Somewhat worse	22.1%	22.2%	21.5%
	Significantly worse	5.9%	4.8%	12.1%
Do you have plans to move away from Hillsborough County within the next year?	Yes	1.6%	1.8%	0.5%
	No	91.0%	90.9%	91.5%
	Unsure	7.4%	7.3%	8.0%

	Location	Aggregate	North County	South County
Do you have children under the age of 18 living in your household?	Yes	40.1%	41.7%	30.9%
	No	59.9%	58.3%	69.1%
What is your highest level of completed education?	Did not complete high school	3.7%	3.5%	5.0%
	High school or GED	24.1%	23.2%	29.2%
	Trade or vocational school	12.0%	12.1%	11.0%
	Some college	35.0%	36.2%	28.4%
	Bachelor's Degree	19.1%	18.8%	20.8%
	Master's Degree	5.7%	5.9%	5.0%
	Doctoral or Professional Degree	0.3%	0.3%	0.5%
	Refused	0.1%	0.1%	
Which option most closely describes your race?	White/Caucasian	50.3%	48.5%	60.8%
	Black/African American	15.6%	16.7%	8.9%
	Hispanic/Latino	27.5%	28.2%	23.4%
	Asian/Pacific Islander	1.6%	1.4%	3.0%
	Other	5.0%	5.2%	4.0%
In what range does your household income fall?	Under \$25,000	9.0%	9.2%	8.0%
	\$25,000 to \$49,999	30.1%	30.8%	26.1%
	\$50,000 to \$74,999	32.7%	33.6%	27.9%
	\$75,000 to \$99,999	16.3%	15.4%	21.5%
	\$100,000 to \$149,999	8.7%	7.9%	13.0%
	\$150,000+	1.5%	1.5%	2.0%
	Refused	1.7%	1.7%	1.5%
Do you rent or own your current Hillsborough County residence?	Rent	21.9%	21.2%	25.6%
	Own	78.1%	78.8%	74.4%

North vs. South County: Importance

	Location	Aggregate	North County	South County
Jobs for my skillset		7.76	7.80	7.50
Career opportunities for my children		8.10	8.13	7.95
Affordable/attainable housing		9.18	9.22	8.90
Personal safety		9.43	9.45	9.32
Bicyclist safety		9.28	9.31	9.10
Pedestrian safety		9.32	9.35	9.18
Fire and emergency services		9.43	9.46	9.28
Parks and public spaces		9.33	9.36	9.19
Sense of community		9.28	9.30	9.11
Cleanliness of public spaces		9.39	9.42	9.22
Nature preserves		9.27	9.30	9.13
Cultural events, social activities, and recreation opportunities		9.30	9.32	9.22
Health care and human services for disadvantaged residents)		9.41	9.44	9.23
Homeless support services		9.37	9.40	9.19
Mental and behavioral health support services		9.40	9.42	9.28
Supportive services for aging population		9.41	9.43	9.28
Residential and community services for foster-care youth		9.41	9.43	9.27
Public roads, bridges, technology and architecture		9.42	9.44	9.28
Water and waste management		9.42	9.44	9.29
Public transit		9.37	9.39	9.24
Traffic flow on major roads		9.40	9.42	9.30
Parking availability		9.40	9.42	9.30
Storm and flooding resiliency		9.42	9.44	9.32

North vs. South County: Experience

	Location	Aggregate	North County	South County
Jobs for my skillset		6.50	6.47	6.71
Career opportunities for my children		6.56	6.53	6.75
Affordable/attainable housing		6.54	6.52	6.66
Personal safety		7.44	7.45	7.40
Bicyclist safety		7.28	7.30	7.18
Pedestrian safety		7.32	7.34	7.21
Fire and emergency services		7.85	7.85	7.84
Parks and public spaces		7.91	7.92	7.83
Sense of community		7.81	7.83	7.69
Cleanliness of public spaces		7.49	7.51	7.39
Nature preserves		7.79	7.79	7.79
Cultural events, social activities, and recreation opportunities		8.12	8.13	8.11
Health care and human services for disadvantaged residents		6.69	6.69	6.66
Homeless support services		6.50	6.51	6.47
Mental and behavioral health support services		6.29	6.30	6.22
Supportive services for aging population		6.84	6.82	6.93
Residential and community services for foster-care youth		6.18	6.20	6.08
Public roads, bridges, technology and architecture		7.11	7.11	7.11
Water and waste management		7.35	7.36	7.27
Public transit		6.98	6.99	6.92
Traffic flow on major roads		6.32	6.37	6.03
Parking availability		6.45	6.49	6.21
Storm and flooding resiliency		7.20	7.21	7.12

North vs. South County: Gap

Location	Aggregate	North County	South County
Jobs for my skillset	1.26	1.34	0.80
Career opportunities for my children	1.54	1.60	1.21
Affordable/attainable housing	2.64	2.70	2.25
Personal safety	1.99	2.00	1.92
Bicyclist safety	2.00	2.01	1.92
Pedestrian safety	2.00	2.01	1.97
Fire and emergency services	1.58	1.61	1.44
Parks and public spaces	1.43	1.44	1.36
Sense of community	1.47	1.48	1.42
Cleanliness of public spaces	1.90	1.92	1.83
Nature preserves	1.48	1.51	1.34
Cultural events, social activities, and recreation opportunities	1.18	1.19	1.11
Health care and human services for disadvantaged residents	2.72	2.75	2.57
Homeless support services	2.87	2.90	2.72
Mental and behavioral health support services	3.11	3.12	3.05
Supportive services for aging population	2.57	2.61	2.35
Residential and community services for foster-care youth	3.23	3.23	3.19
Public roads, bridges, technology and architecture	2.31	2.33	2.17
Water and waste management	2.07	2.08	2.02
Public transit	2.39	2.40	2.32
Traffic flow on major roads	3.08	3.05	3.27
Parking availability	2.95	2.92	3.09
Storm and flooding resiliency	2.23	2.23	2.20

Appendix K: Telephonic North vs. South County: District 1 & 4

The following appendix reviews North/South county distinctions **within** districts 1 and 4.

	Location	District 1		District 4	
		Unincorporated	South County	North County	South County
	N	326	36	204	164
Are you a resident of Hillsborough County?	Yes	100.0%	100.0%	100.0%	100.0%
	No	0.0%	0.0%	0.0%	0.0%
Do you live in Hillsborough County year-round?	Yes	100.0%	100.0%	99.5%	100.0%
	No	0.0%	0.0%	0.5%	0.0%
Gender	Male	47.6%	60.0%	46.4%	50.6%
	Female	52.4%	40.0%	53.6%	49.4%
In which of the categories does your current age fall?	Under 24	9.5%	8.6%	11.9%	7.1%
	25-34	22.2%	8.6%	15.5%	20.5%
	35-44	18.7%	20.0%	19.1%	17.3%
	45-54	18.7%	20.0%	19.1%	16.0%
	55-59	7.3%	11.4%	8.2%	7.7%
	60-64	6.7%	14.3%	6.7%	7.7%
	65+	16.8%	17.1%	19.6%	23.7%
	Refused	0.0%	0.0%	0.0%	0.0%
Do you live in unincorporated Hillsborough County or within a city?	Unincorporated	66.3%	91.4%	67.0%	73.1%
	Incorporated	33.7%	8.6%	33.0%	26.9%
Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Live	Definitely	66.0%	62.9%	63.9%	60.3%
	Probably	32.4%	37.1%	32.5%	34.0%
	Maybe	1.6%	0.0%	3.6%	3.2%
	Probably not	0.0%	0.0%	0.0%	1.9%
	Definitely not	0.0%	0.0%	0.0%	0.6%
Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Raise children	Definitely	65.1%	62.9%	60.3%	55.1%
	Probably	30.8%	31.4%	31.4%	34.6%
	Maybe	3.8%	5.7%	6.7%	7.7%
	Probably not	0.3%	0.0%	1.5%	1.9%
	Definitely not	0.0%	0.0%	0.0%	0.6%
Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Work	Definitely	61.3%	62.9%	59.3%	57.1%
	Probably	29.2%	31.4%	32.0%	29.5%
	Maybe	8.6%	5.7%	4.6%	10.3%
	Probably not	1.0%	0.0%	3.6%	2.6%
	Definitely not	0.0%	0.0%	0.5%	0.6%

	Location	District 1		District 4	
		North County	South County	North County	South County
Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Open a business	Definitely	60.6%	60.0%	58.2%	56.4%
	Probably	11.4%	8.6%	16.0%	17.9%
	Maybe	26.3%	31.4%	22.2%	21.2%
	Probably not	1.6%	0.0%	3.1%	3.8%
	Definitely not	0.0%	0.0%	0.5%	0.6%
Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Retire	Definitely	68.3%	74.3%	70.6%	64.7%
	Probably	28.3%	25.7%	26.3%	27.6%
	Maybe	3.2%	0.0%	3.1%	5.8%
	Probably not	0.0%	0.0%	0.0%	1.3%
	Definitely not	0.3%	0.0%	0.0%	0.6%
Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to: Vacation	Definitely	63.8%	57.1%	66.0%	59.0%
	Probably	14.0%	2.9%	21.6%	21.8%
	Maybe	19.0%	37.1%	12.4%	16.7%
	Probably not	2.9%	2.9%	0.0%	1.9%
	Definitely not	0.3%	0.0%	0.0%	0.6%
Have you engaged with the Hillsborough County government in the last year via social media, email, online, or direct contact with an official?	Yes	11.7%	17.1%	7.7%	7.7%
	No	88.3%	82.9%	92.3%	92.3%
How satisfied are you with that engagement with the city government?	Very satisfied	10.8%	33.3%	13.3%	8.3%
	Satisfied	59.5%	50.0%	60.0%	41.7%
	Neither satisfied nor dissatisfied	16.2%	16.7%	20.0%	41.7%
	Dissatisfied	10.8%	0.0%	6.7%	8.3%
	Very dissatisfied	2.7%	0.0%	0.0%	0.0%
How much trust and confidence do you have in Hillsborough County government when it comes to handling county issues?	A great deal	22.2%	37.1%	38.1%	30.1%
	A fair amount	74.9%	62.9%	60.3%	65.4%
	Not very much	2.9%	0.0%	1.5%	4.5%
	None at all	0.0%	0.0%	0.0%	0.0%
Do you prefer the county providing services directly versus contracting those services to a qualified third-party contractor?	Strongly prefer directly	11.4%	5.7%	11.9%	12.8%
	Slight preference to directly	4.1%	8.6%	1.5%	3.2%
	Does not matter to the respondent	58.1%	68.6%	72.7%	66.0%
	Slight preference to contract	11.7%	11.4%	5.7%	5.8%
	Strongly prefer contract	14.6%	5.7%	8.2%	12.2%

		District 1		District 4	
	Location	North County	South County	North County	South County
How long have you lived within Hillsborough County?	One year or less	1.0%	2.9%	0.5%	0.0%
	2-4 years	2.9%	2.9%	7.2%	5.8%
	5-9 years	16.8%	20.0%	21.6%	21.2%
	10-14 years	34.3%	40.0%	33.0%	32.7%
	15+ years	45.1%	34.3%	37.6%	40.4%
	Refused	0.0%	0.0%	0.0%	0.0%
In general, how would you rate your level of satisfaction with your quality of life in Hillsborough County?	Very satisfied	21.9%	25.7%	33.0%	23.1%
	Satisfied	70.2%	68.6%	57.2%	68.6%
	Neither satisfied nor dissatisfied	5.7%	5.7%	2.6%	1.3%
	Dissatisfied	2.2%	0.0%	7.2%	6.4%
	Very dissatisfied	0.0%	0.0%	0.0%	0.6%
Do you think that the quality of life in Hillsborough County five years from now will be significantly better, somewhat better, about the same, somewhat worse or significantly worse?	Significantly better	16.2%	22.9%	27.8%	16.7%
	Somewhat better	18.1%	25.7%	11.9%	17.3%
	About the same	45.4%	31.4%	34.5%	28.8%
	Somewhat worse	18.4%	20.0%	12.4%	21.8%
	Significantly worse	1.9%	0.0%	13.4%	15.4%
Do you have plans to move away from Hillsborough County within the next year?	Yes	2.9%	0.0%	2.6%	0.6%
	No	92.7%	97.1%	88.1%	90.4%
	Unsure	4.4%	2.9%	9.3%	9.0%
Do you have children under the age of 18 living in your household?	Yes	45.4%	34.3%	33.0%	29.5%
	No	54.6%	65.7%	67.0%	70.5%
What is your highest level of completed education?	Did not complete high school	2.2%	2.9%	2.1%	5.8%
	High school or GED	24.1%	20.0%	22.7%	32.7%
	Trade or vocational school	13.0%	20.0%	15.5%	9.0%
	Some college	34.9%	17.1%	34.5%	30.1%
	Bachelor's Degree	19.4%	28.6%	17.0%	17.9%
	Master's Degree	6.3%	8.6%	6.7%	4.5%
	Doctoral or Professional Degree	0.0%	2.9%	1.0%	0.0%
	Refused	0.0%	0.0%	0.5%	0.0%

	Location	District 1		District 4	
		North County	South County	North County	South County
If you are employed, what is your work zip code? If work from home, record home zip and differentiate as such	Not currently employed	35.6%	31.4%	36.1%	39.7%
	If work from HOME, record home zip code	1.3%	14.3%	1.5%	1.9%
	Work zip code	63.2%	54.3%	62.4%	58.3%
Which option most closely describes your race?	White/Caucasian	50.8%	68.6%	55.2%	61.5%
	Black/African American	7.9%	8.6%	13.4%	8.3%
	Hispanic/Latino	34.3%	22.9%	27.3%	22.4%
	Asian/Pacific Islander	2.2%	0.0%	0.5%	3.2%
	Other	4.8%	0.0%	3.6%	4.5%
In what range does your household income fall?	Under \$25,000	4.4%	14.3%	9.3%	7.1%
	\$25,000 to \$49,999	28.6%	14.3%	24.7%	29.5%
	\$50,000 to \$74,999	34.6%	34.3%	29.9%	25.0%
	\$75,000 to \$99,999	18.7%	11.4%	17.0%	23.7%
	\$100,000 to \$149,999	9.5%	20.0%	14.4%	11.5%
	\$150,000+	3.5%	5.7%	1.5%	1.3%
	Refused	0.6%	0.0%	3.1%	1.9%
Do you rent or own your current Hillsborough County residence?	Rent	18.4%	25.7%	23.7%	26.3%
	Own	81.6%	74.3%	76.3%	73.7%

North vs. South County: District 1 & 4: Importance

Location	District 1			District 4		
	North County	South County	Total	North County	South County	Total
N	326	36	362	204	164	367
Jobs for my skillset	7.99	7.89	7.98	8.05	7.37	7.74
Career opportunities for my children	8.50	8.57	8.51	8.25	7.78	8.04
Affordable/attainable housing	9.34	9.60	9.36	9.11	8.76	8.95
Personal safety	9.59	9.80	9.61	9.43	9.21	9.33
Bicyclist safety	9.52	9.77	9.55	9.27	8.92	9.11
Pedestrian safety	9.52	9.77	9.55	9.30	9.03	9.18
Fire and emergency services	9.60	9.74	9.62	9.43	9.17	9.31
Parks and public spaces	9.50	9.63	9.51	9.36	9.09	9.24
Sense of community	9.46	9.60	9.48	9.26	8.99	9.14
Cleanliness of public spaces	9.56	9.74	9.58	9.39	9.10	9.26
Nature preserves	9.42	9.63	9.44	9.27	9.01	9.16
Cultural events, social activities, and recreation opportunities	9.41	9.66	9.44	9.34	9.11	9.23
Health care and human services for disadvantaged residents)	9.53	9.77	9.56	9.42	9.10	9.28
Homeless support services	9.52	9.57	9.53	9.34	9.10	9.23
Mental and behavioral health support services	9.52	9.74	9.55	9.36	9.17	9.27
Supportive services for aging population	9.54	9.77	9.56	9.37	9.17	9.28
Residential and community services for foster-care youth	9.52	9.74	9.55	9.40	9.16	9.29
Public roads, bridges, technology and architecture	9.56	9.74	9.58	9.39	9.17	9.29
Water and waste management	9.56	9.80	9.58	9.40	9.17	9.30
Public transit	9.49	9.80	9.52	9.35	9.11	9.24
Traffic flow on major roads	9.54	9.77	9.56	9.34	9.19	9.27
Parking availability	9.54	9.77	9.56	9.33	9.19	9.27
Storm and flooding resiliency	9.56	9.80	9.59	9.37	9.21	9.30

North vs. South County: District 1 & 4: Experience

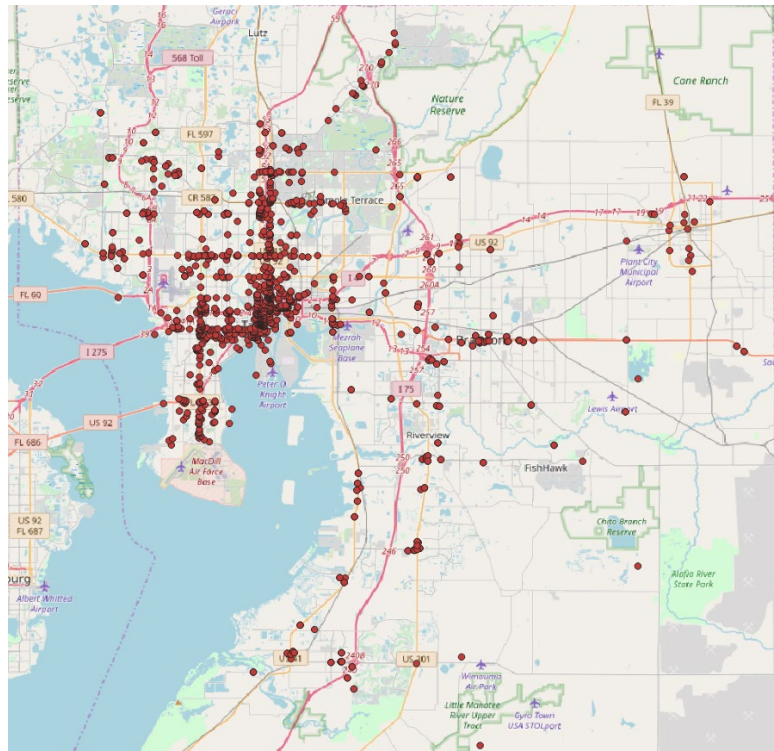
Location	District 1			District 4		
	North County	South County	Total	North County	South County	Total
N	326	36	362	204	164	367
Jobs for my skillset	6.63	6.77	6.64	6.93	6.72	6.83
Career opportunities for my children	6.66	6.49	6.64	7.03	6.87	6.96
Affordable/attainable housing	6.61	6.71	6.62	6.93	6.67	6.81
Personal safety	7.57	7.86	7.60	7.50	7.31	7.42
Bicyclist safety	7.37	7.66	7.40	7.23	7.09	7.17
Pedestrian safety	7.35	7.57	7.37	7.29	7.13	7.22
Fire and emergency services	7.97	8.03	7.98	7.95	7.79	7.88
Parks and public spaces	7.90	7.91	7.91	8.05	7.79	7.93
Sense of community	7.90	7.94	7.90	7.84	7.62	7.74
Cleanliness of public spaces	7.54	7.54	7.54	7.53	7.34	7.45
Nature preserves	7.72	7.71	7.72	8.00	7.78	7.90
Cultural events, social activities, and recreation opportunities	8.04	8.23	8.06	8.47	8.06	8.29
Health care and human services for disadvantaged residents	6.78	7.00	6.80	6.76	6.58	6.68
Homeless support services	6.52	6.49	6.51	6.63	6.44	6.55
Mental and behavioral health support services	6.45	6.57	6.46	6.23	6.12	6.18
Supportive services for aging population	6.80	7.00	6.82	7.08	6.92	7.01
Residential and community services for foster-care youth	6.37	6.54	6.39	6.08	5.97	6.03
Public roads, bridges, technology and architecture	7.14	7.17	7.14	7.29	7.10	7.21
Water and waste management	7.32	7.46	7.33	7.48	7.23	7.37
Public transit	7.06	7.26	7.08	7.09	6.85	6.98
Traffic flow on major roads	6.41	6.74	6.45	6.04	5.83	5.95
Parking availability	6.55	6.91	6.59	6.18	6.02	6.11
Storm and flooding resiliency	7.16	7.29	7.17	7.27	7.08	7.19

North vs. South County: District 1 & 4: Gap

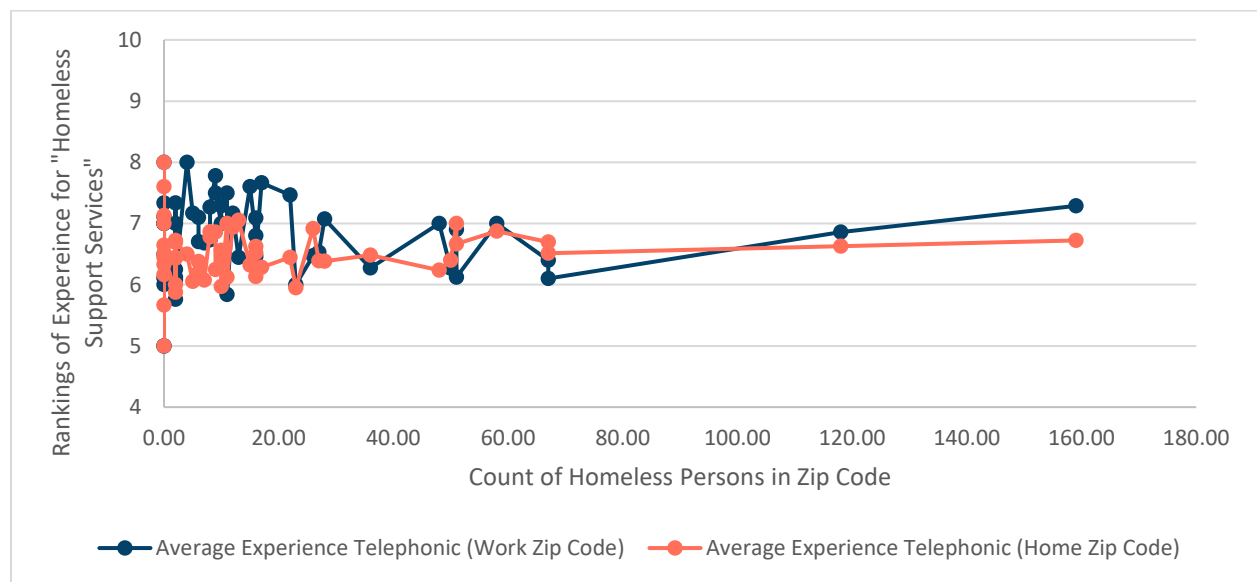
Location	District 1			District 4		
	North County	South County	Total	North County	South County	Total
N	326	36	362	204	164	367
Jobs for my skillset	1.36	1.11	1.34	1.12	0.65	0.91
Career opportunities for my children	1.84	2.09	1.86	1.22	0.92	1.09
Affordable/attainable housing	2.73	2.89	2.75	2.18	2.09	2.14
Personal safety	2.02	1.94	2.01	1.93	1.89	1.91
Bicyclist safety	2.15	2.11	2.15	2.04	1.83	1.95
Pedestrian safety	2.17	2.20	2.17	2.01	1.89	1.96
Fire and emergency services	1.63	1.71	1.64	1.48	1.37	1.43
Parks and public spaces	1.59	1.71	1.61	1.31	1.30	1.31
Sense of community	1.57	1.66	1.58	1.42	1.38	1.40
Cleanliness of public spaces	2.03	2.20	2.04	1.86	1.76	1.82
Nature preserves	1.70	1.91	1.72	1.27	1.24	1.26
Cultural events, social activities, and recreation opportunities	1.37	1.43	1.38	0.87	1.04	0.95
Health care and human services for disadvantaged residents	2.75	2.77	2.75	2.66	2.52	2.60
Homeless support services	3.00	3.09	3.01	2.70	2.65	2.68
Mental and behavioral health support services	3.08	3.17	3.09	3.13	3.04	3.09
Supportive services for aging population	2.74	2.77	2.74	2.28	2.24	2.27
Residential and community services for foster-care youth	3.15	3.20	3.15	3.32	3.19	3.26
Public roads, bridges, technology and architecture	2.42	2.57	2.44	2.10	2.06	2.08
Water and waste management	2.24	2.34	2.25	1.92	1.94	1.93
Public transit	2.43	2.54	2.44	2.25	2.26	2.26
Traffic flow on major roads	3.12	3.03	3.11	3.29	3.36	3.32
Parking availability	2.99	2.86	2.97	3.15	3.17	3.16
Storm and flooding resiliency	2.40	2.51	2.41	2.10	2.13	2.11

Appendix L: Homelessness Rankings, Work and Home Zip Codes

Following HCP sharing preliminary results with Hillsborough County, County Administration wanted to have a deeper understanding as to why District 2 had the lowest experience ratings for 'Homeless Support Services', despite most cases of homelessness in the county occurring downtown and away from District 2. HCP suggested that commuters seeing homelessness on their way to work each day could influence their perceptions. To that end, we opted to perform some additional analysis to investigate whether respondents' home or work zip codes had a relationship with how homelessness was perceived in the county. The adjacent map represents the combined 2019 point in time count data performed by the Hillsborough County Sheriff, Tampa Police, Temple Terrace Police and Plant City Police.



To explore this relationship, HCP investigated the relationship between both the response data for self-reported work zip codes and the geolocated zip codes of the respondents' addresses. By plotting the average experience scores for both work and zip codes with the 2019 PIT count data, we see that there is very little relationship between either zip code.



Another important factor to consider is the relatively small difference in absolute scores between districts. Without seeing larger variation in scores, it is difficult to assume that there are serious differences between different districts.

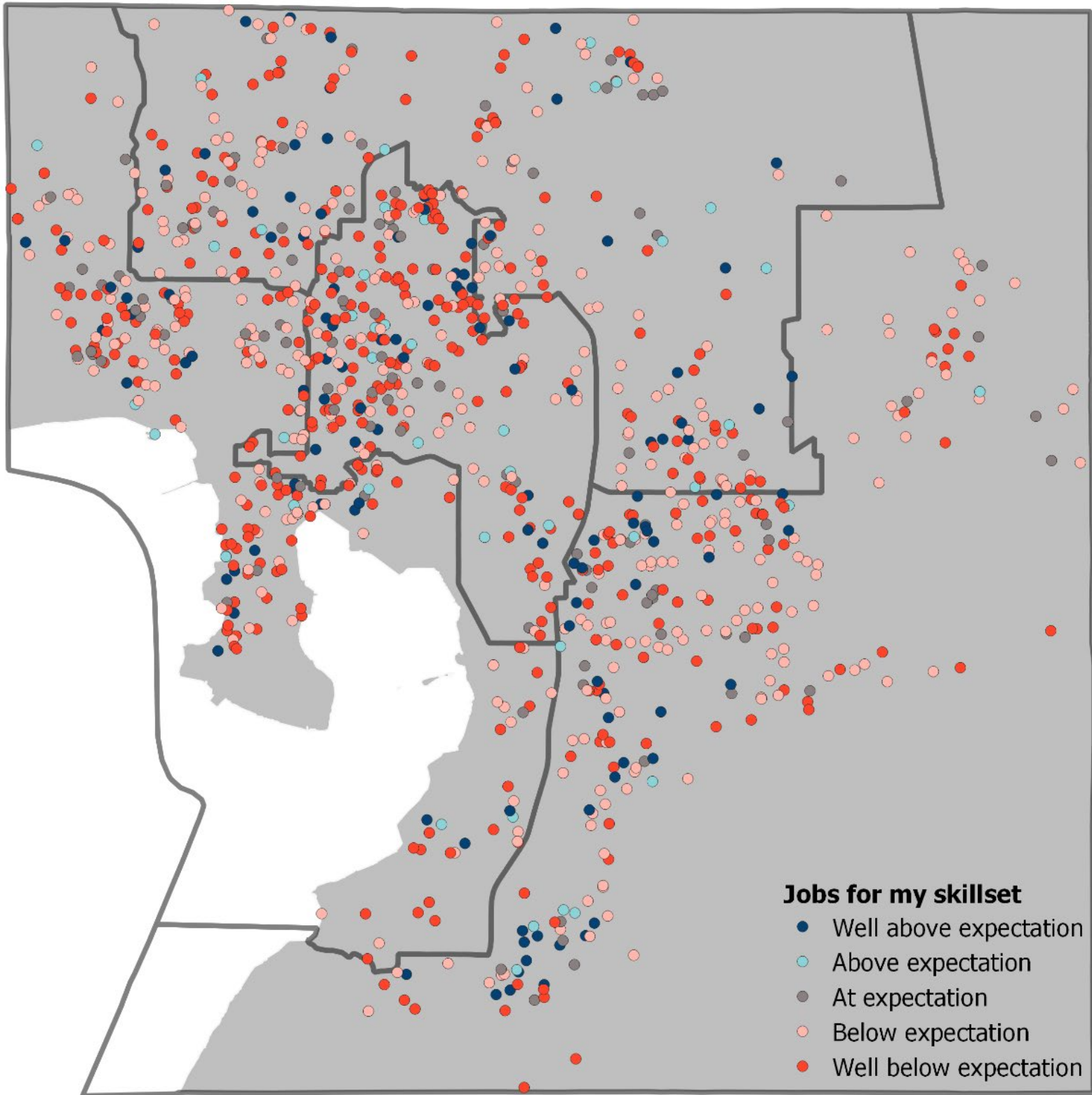
In your personal experience, are these characteristics true of Hillsborough County? Use a 10-point scale where 1 means not true at all and 10 means extremely true.

	Aggregate	District 1	District 2	District 3	District 4
Mental and behavioral health support services	6.29	6.46	6.08	6.46	6.18
Supportive services for aging population	6.84	6.82	6.65	6.87	7.01
Residential and community services for foster-care youth	6.18	6.39	5.98	6.35	6.03

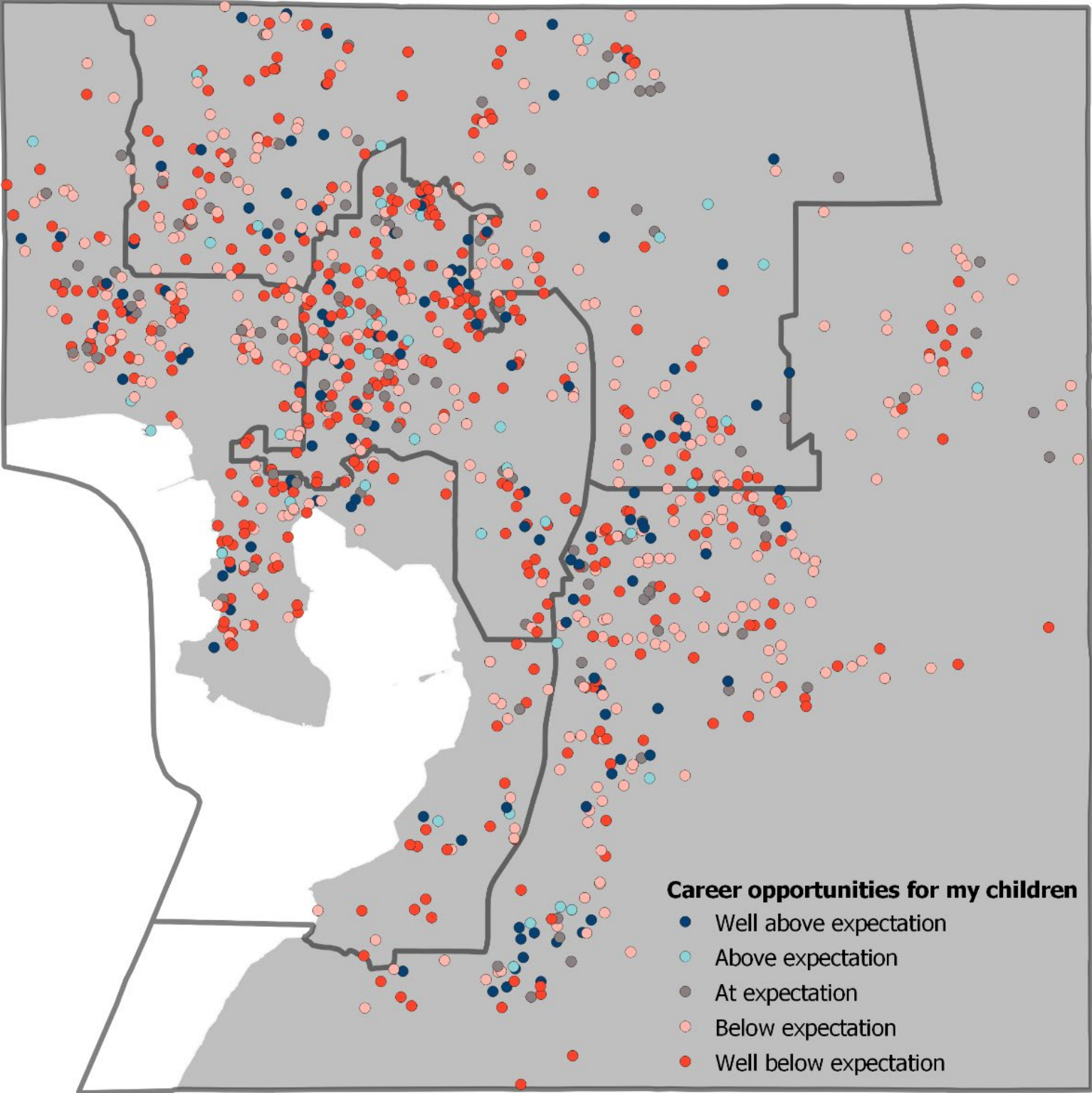
Appendix M: Telephonic On-the-Map Responses to Each Question

The following several pages detail the plotted responses to nearly all questions asked in the telephonic survey. In nearly all cases, no geographical patterns were identified by HCP's team, and therefore most of these maps do not shine a light into service gaps based on geographical differences.

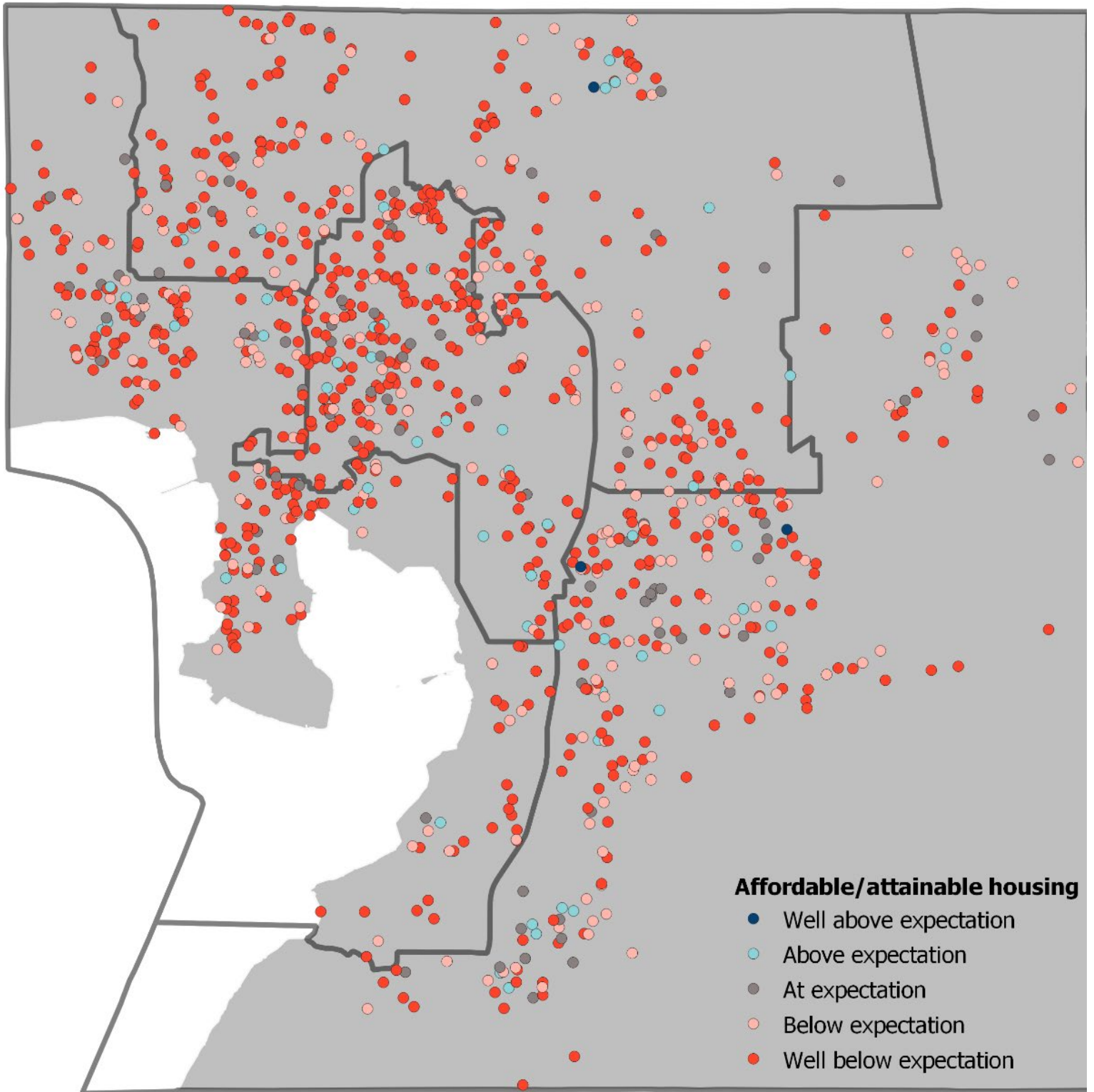
Jobs for my skillset



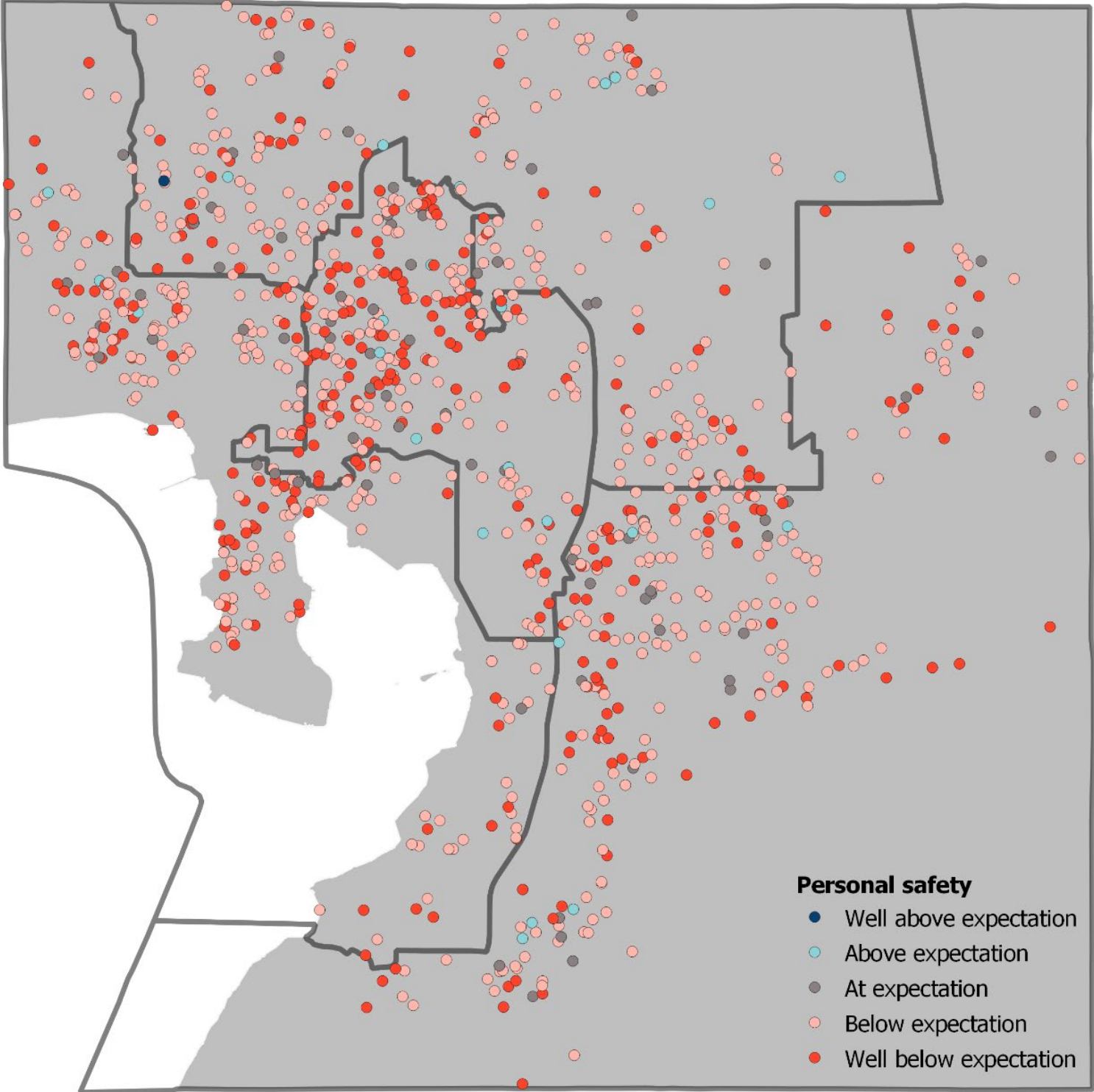
Career opportunities for my children



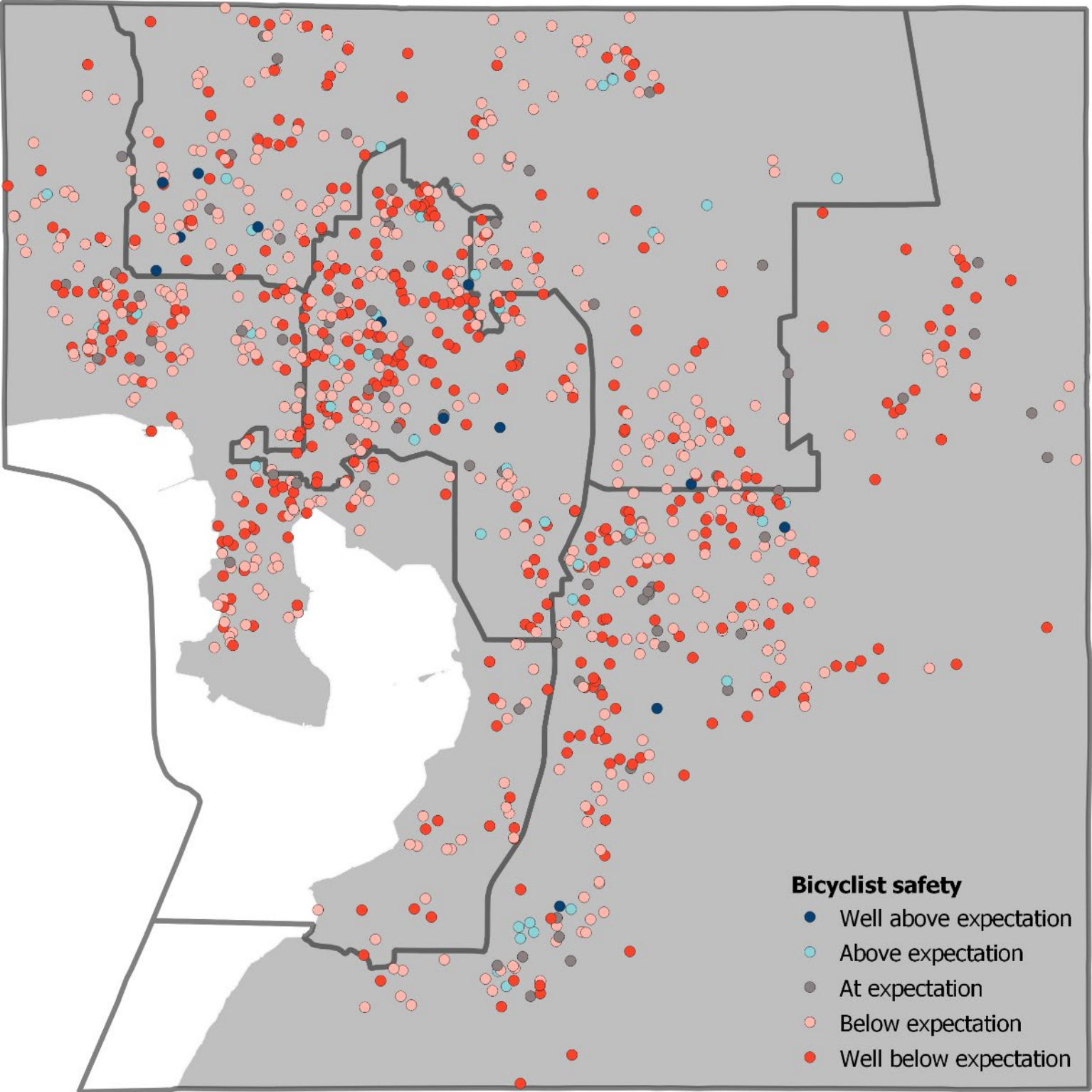
Affordable/attainable housing



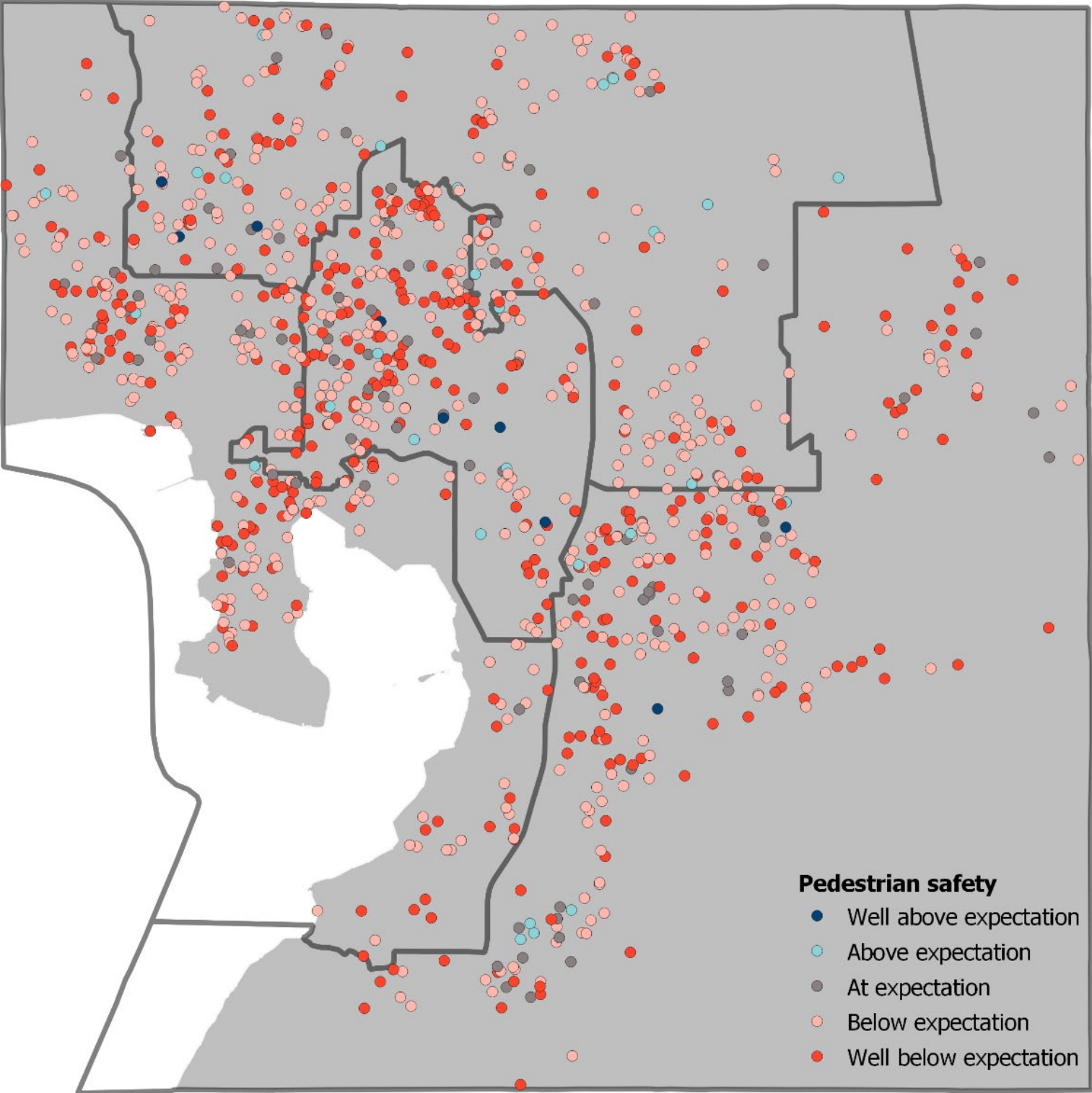
Personal safety



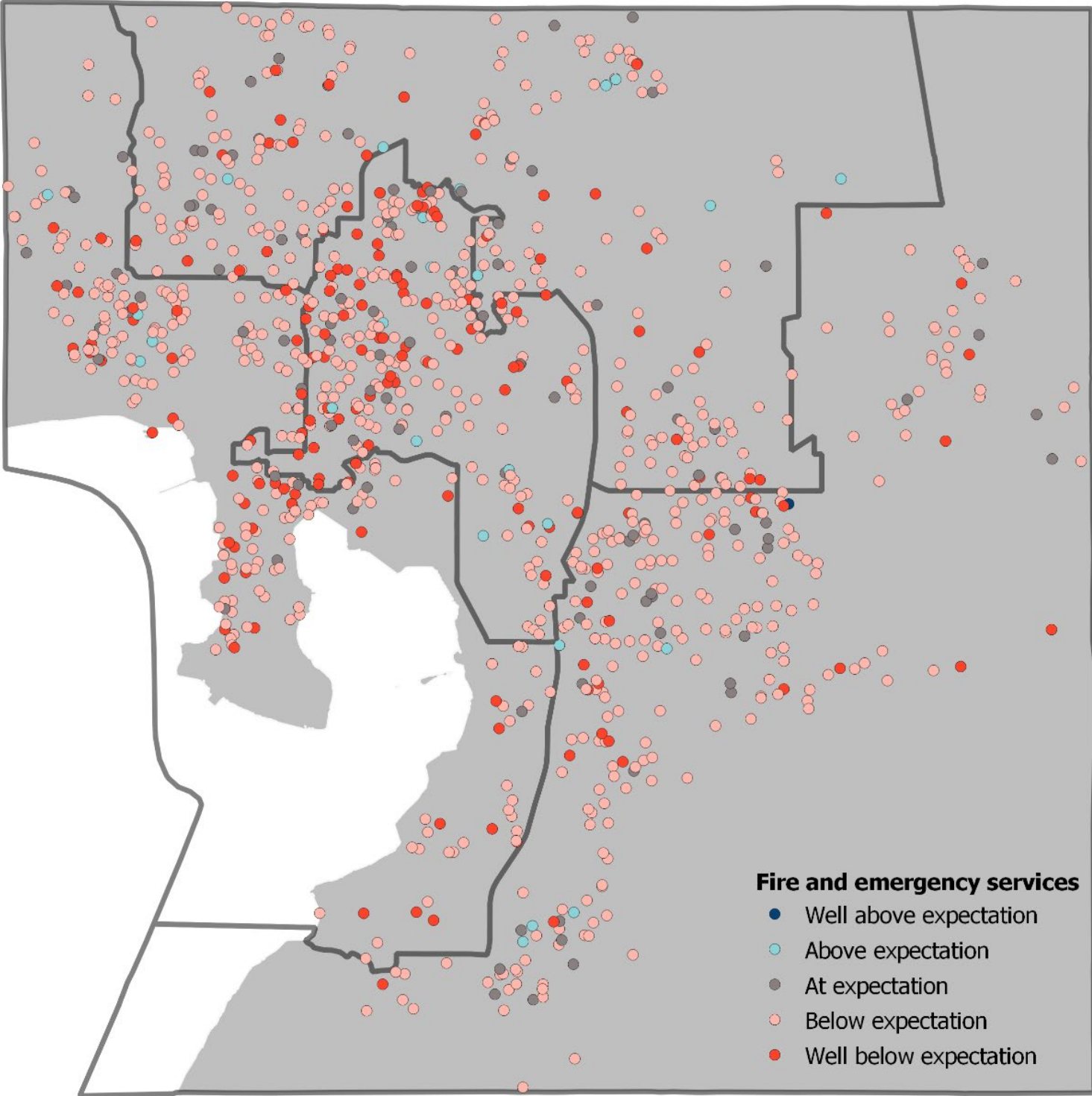
Bicyclist safety



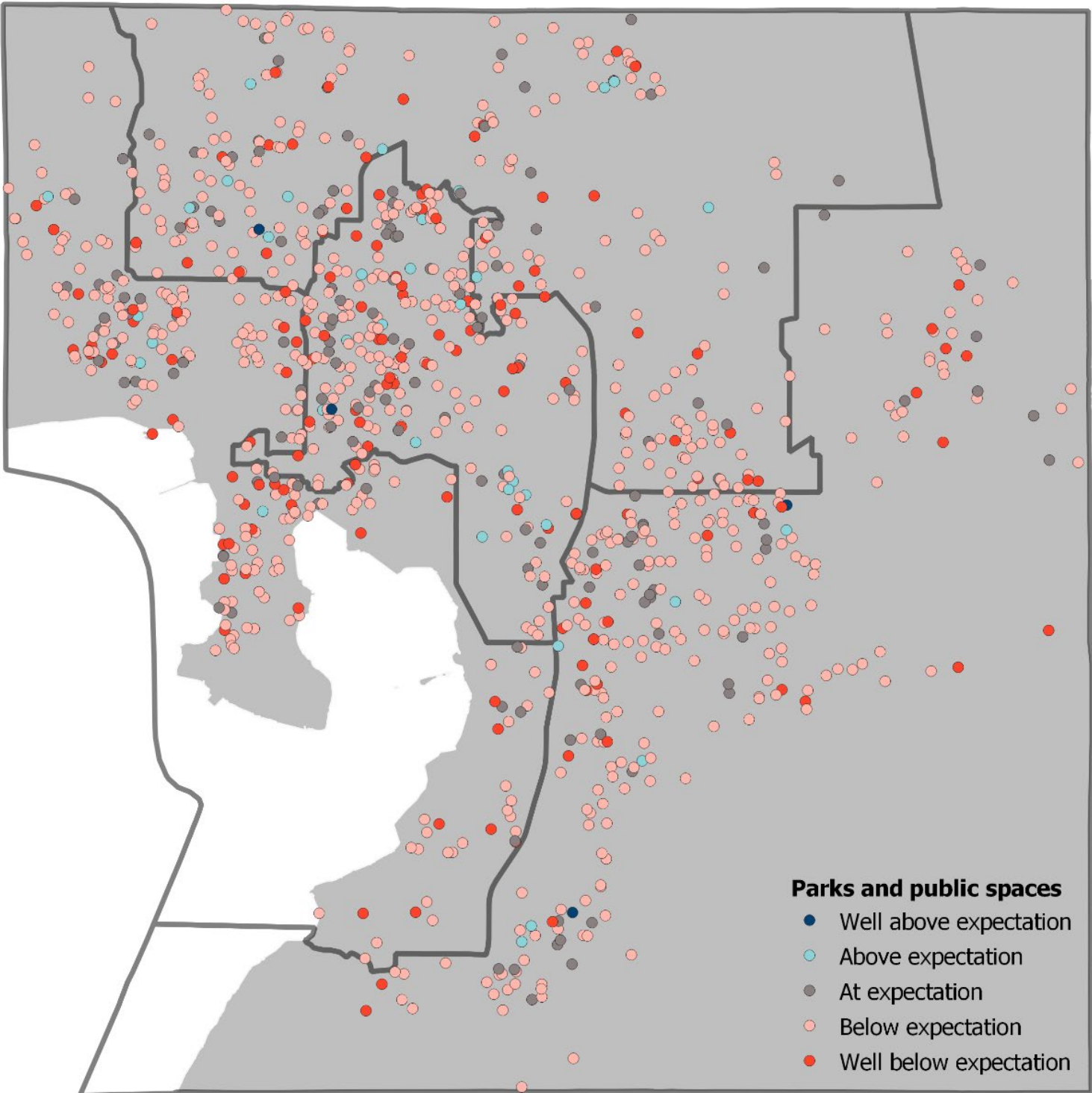
Pedestrian safety



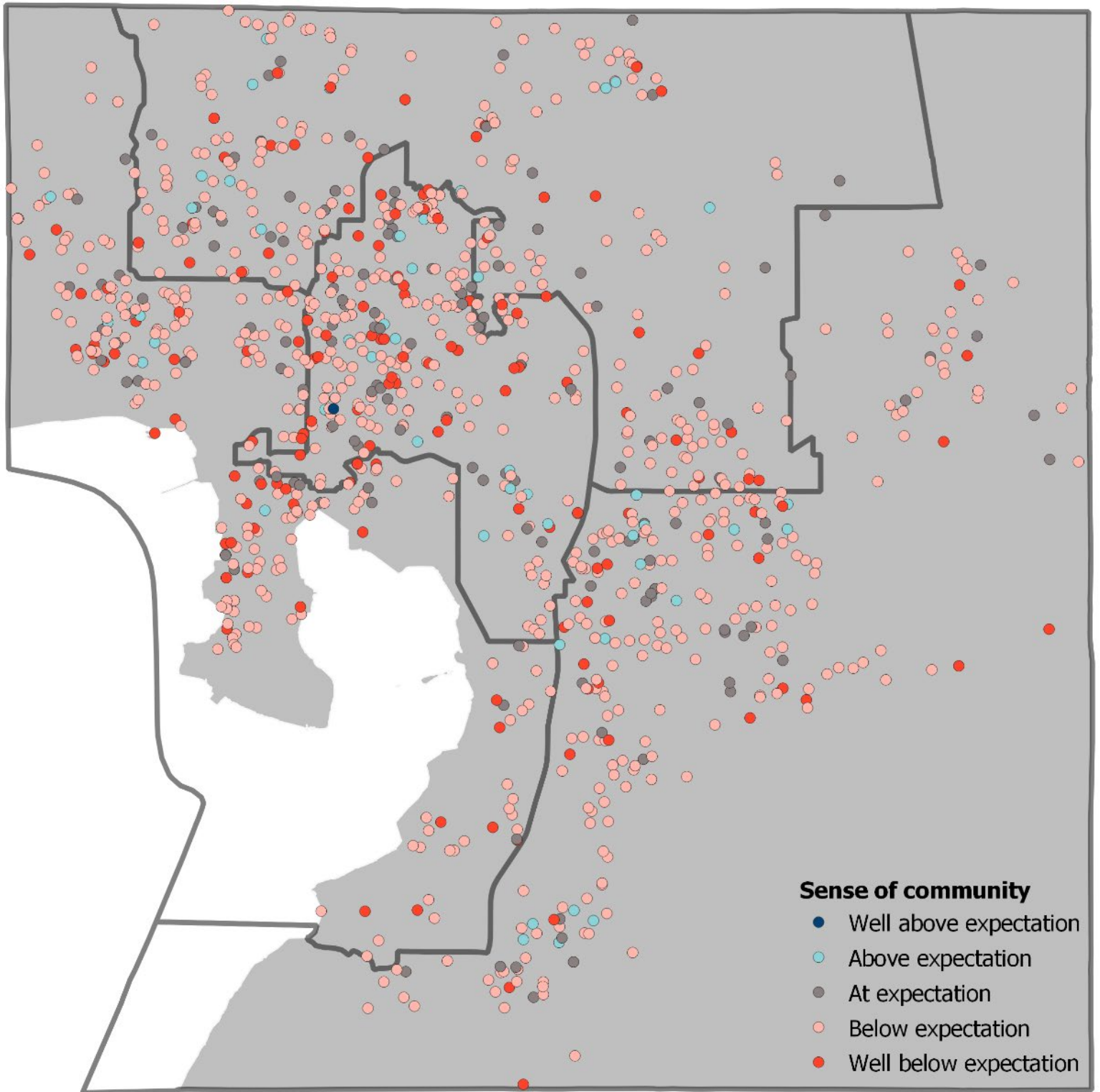
Fire and emergency services



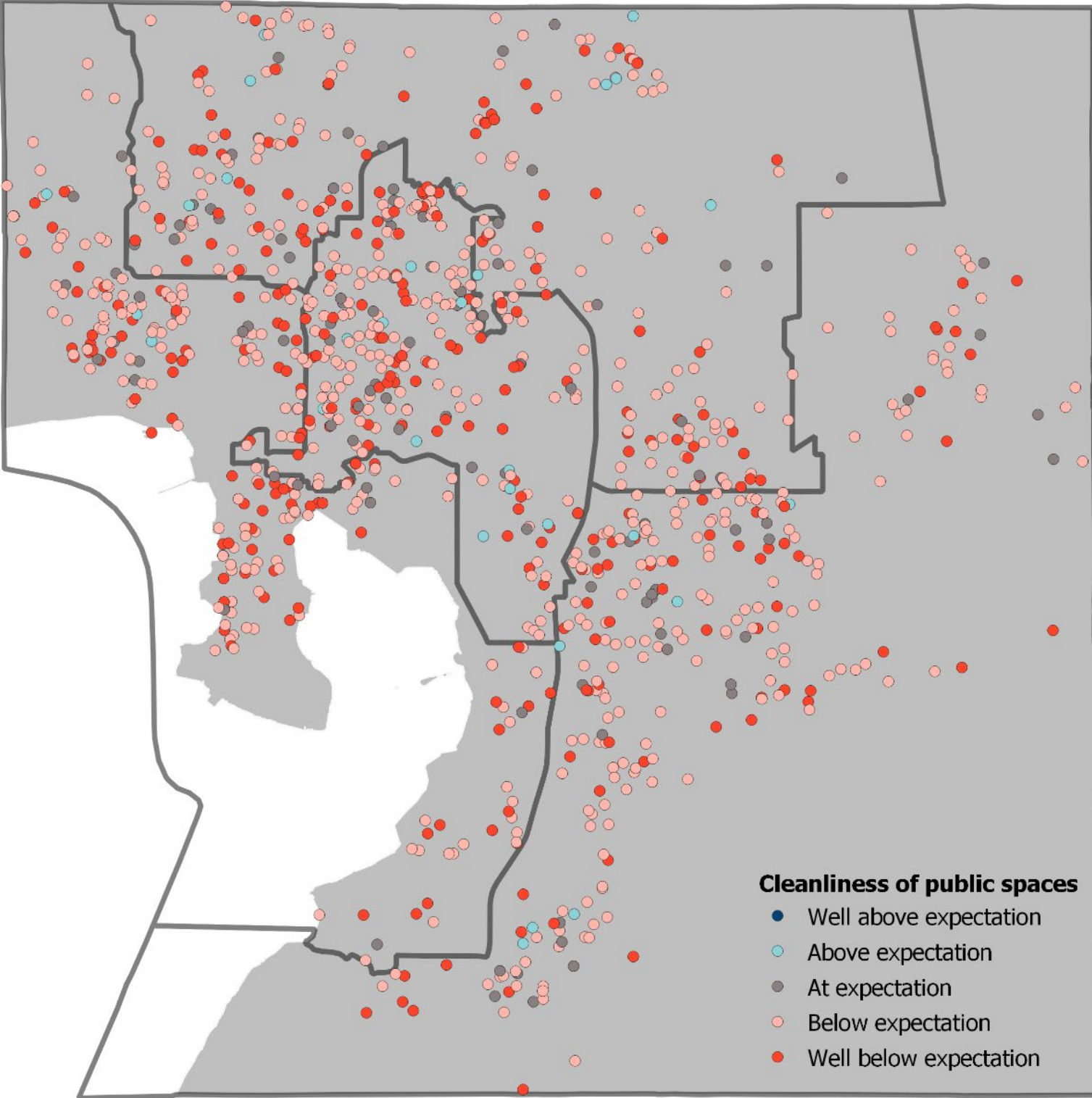
Parks and public spaces



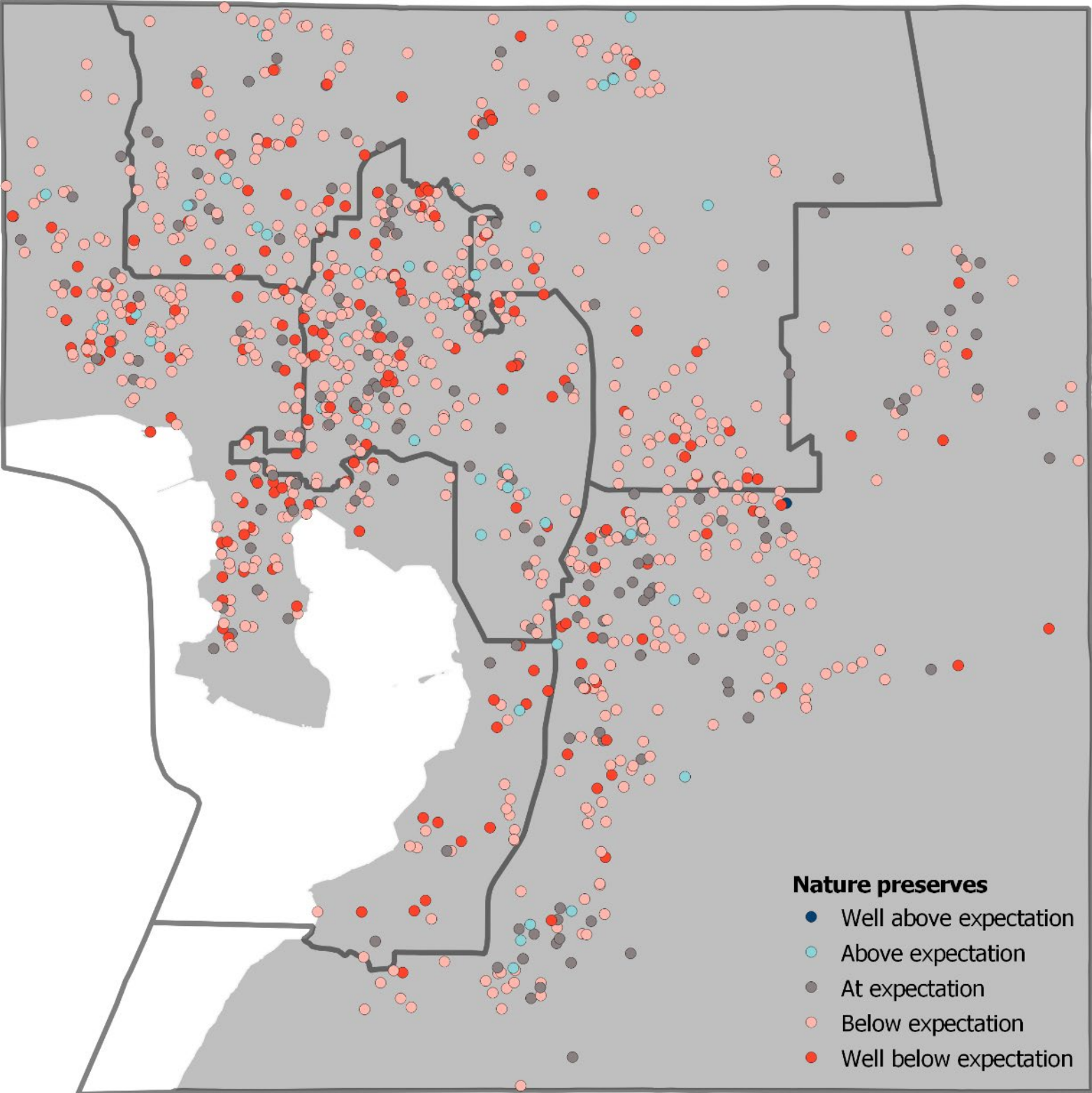
Sense of community



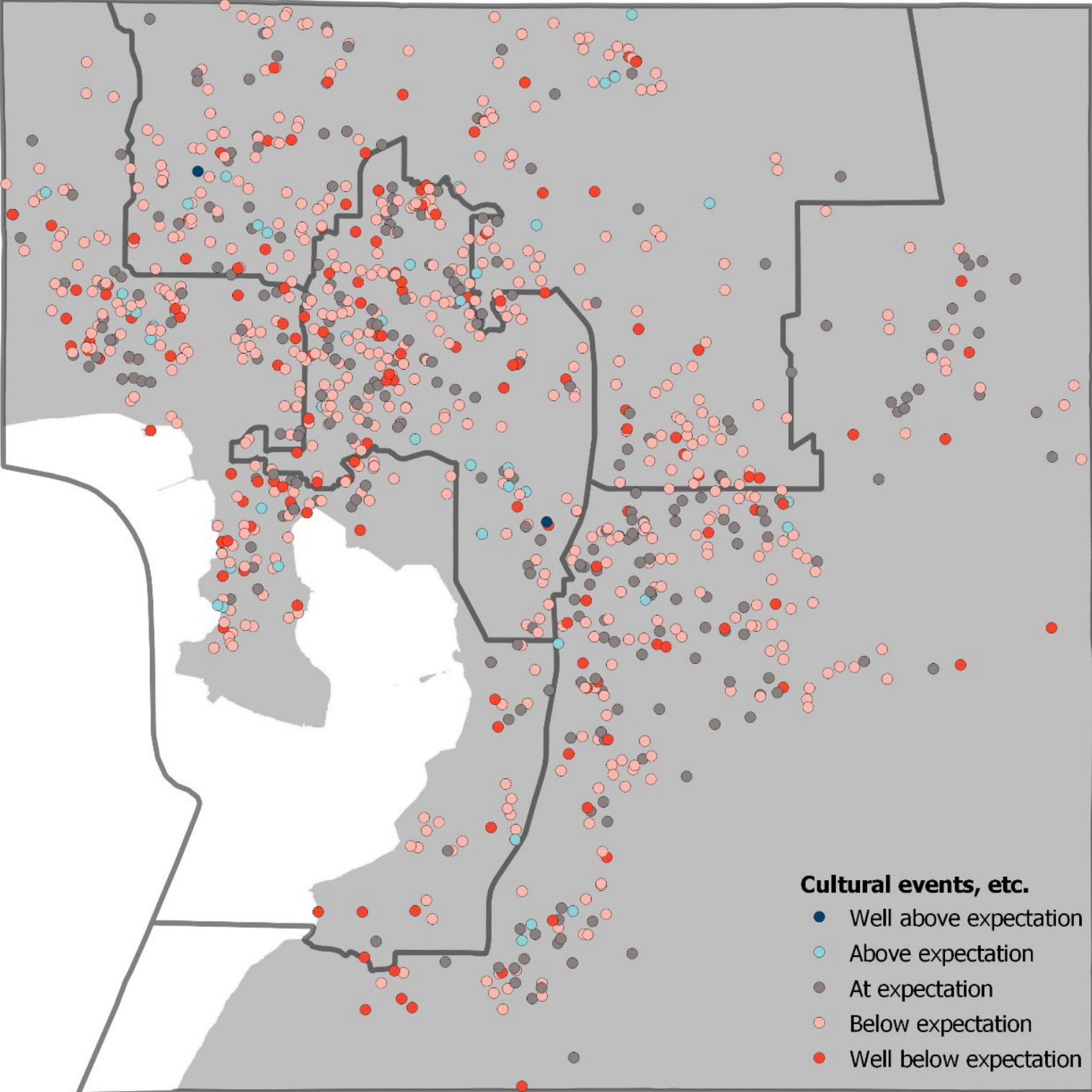
Cleanliness of public spaces



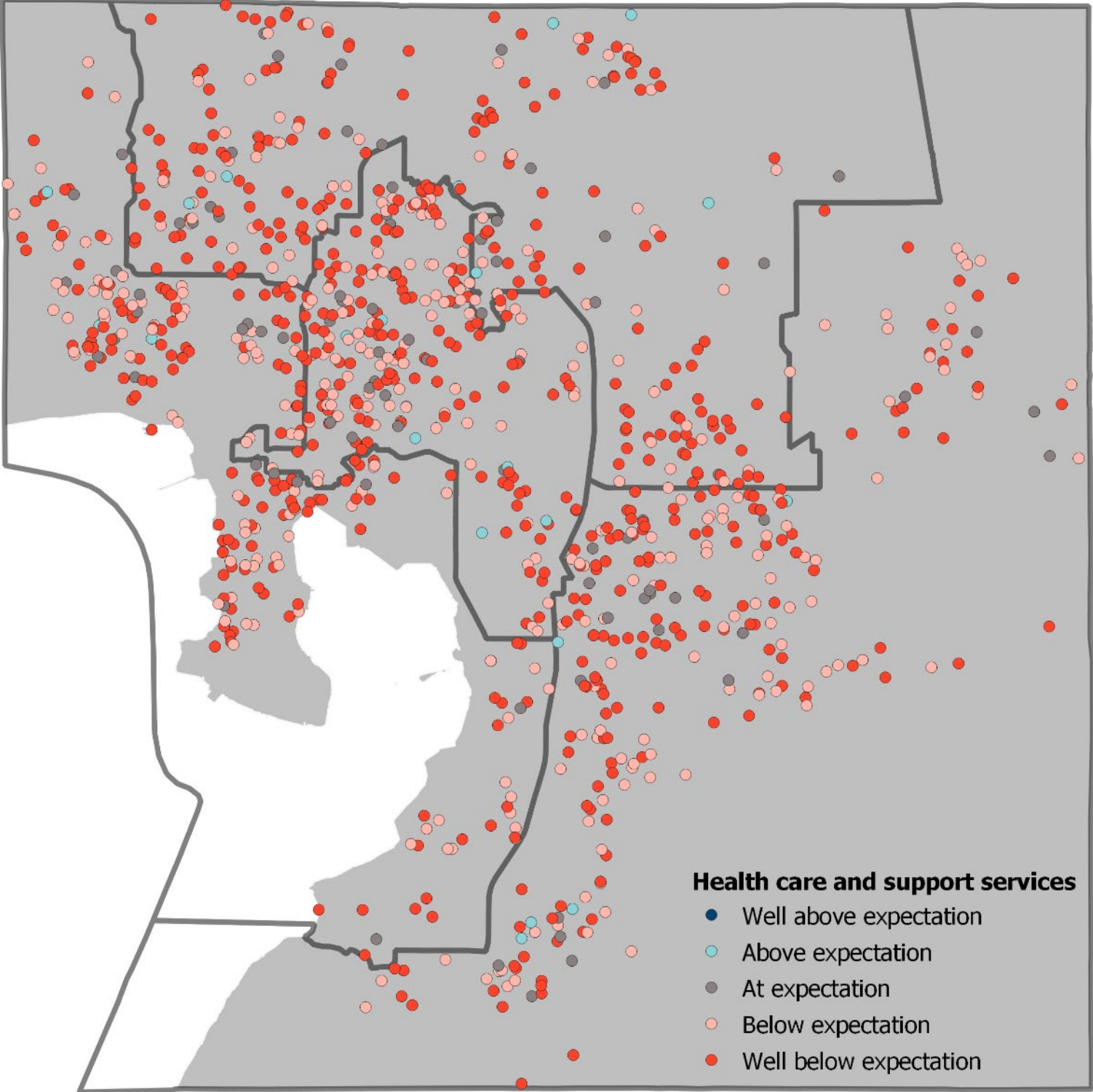
Nature preserves



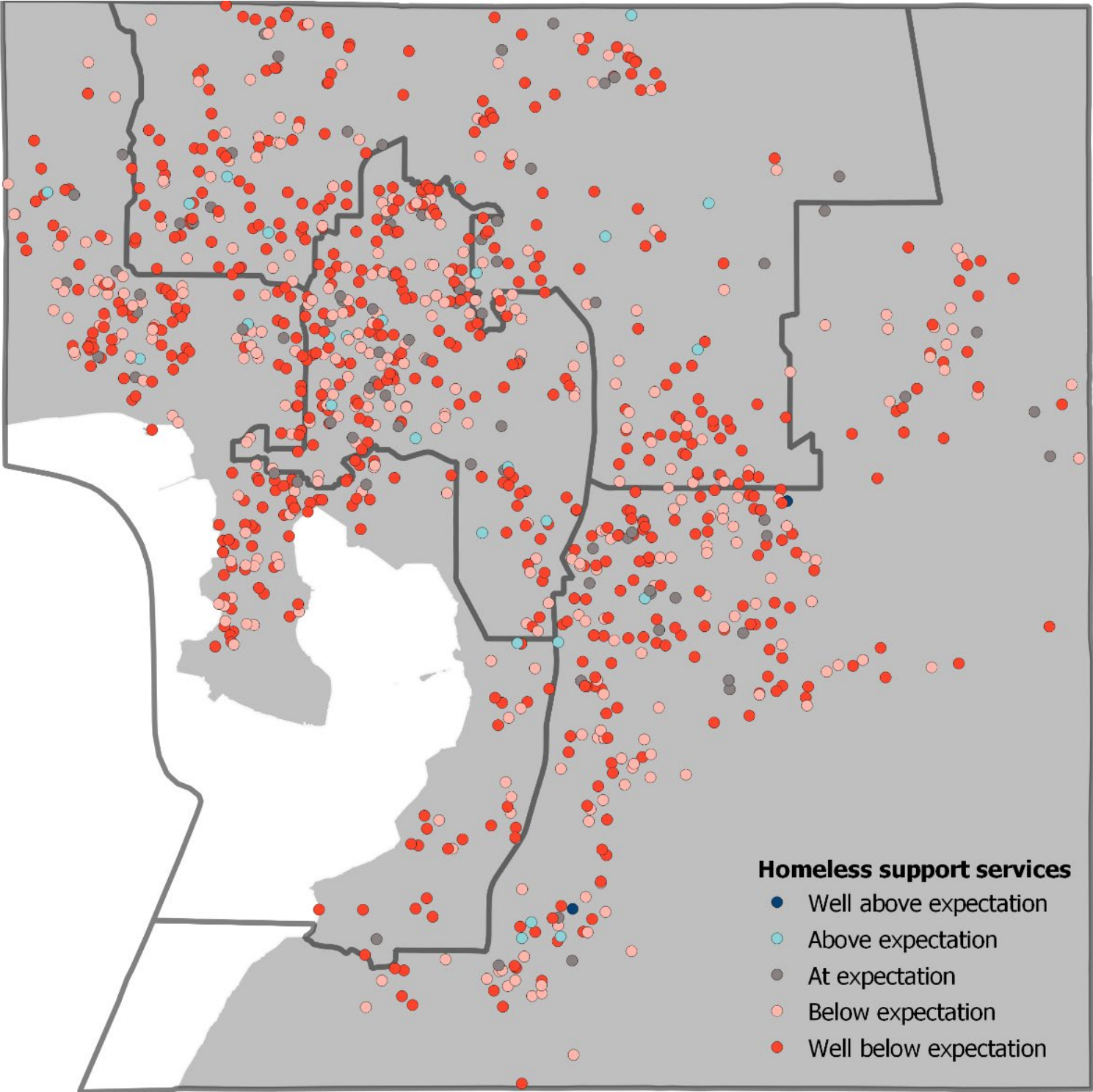
Cultural events, social activities, and recreation opportunities



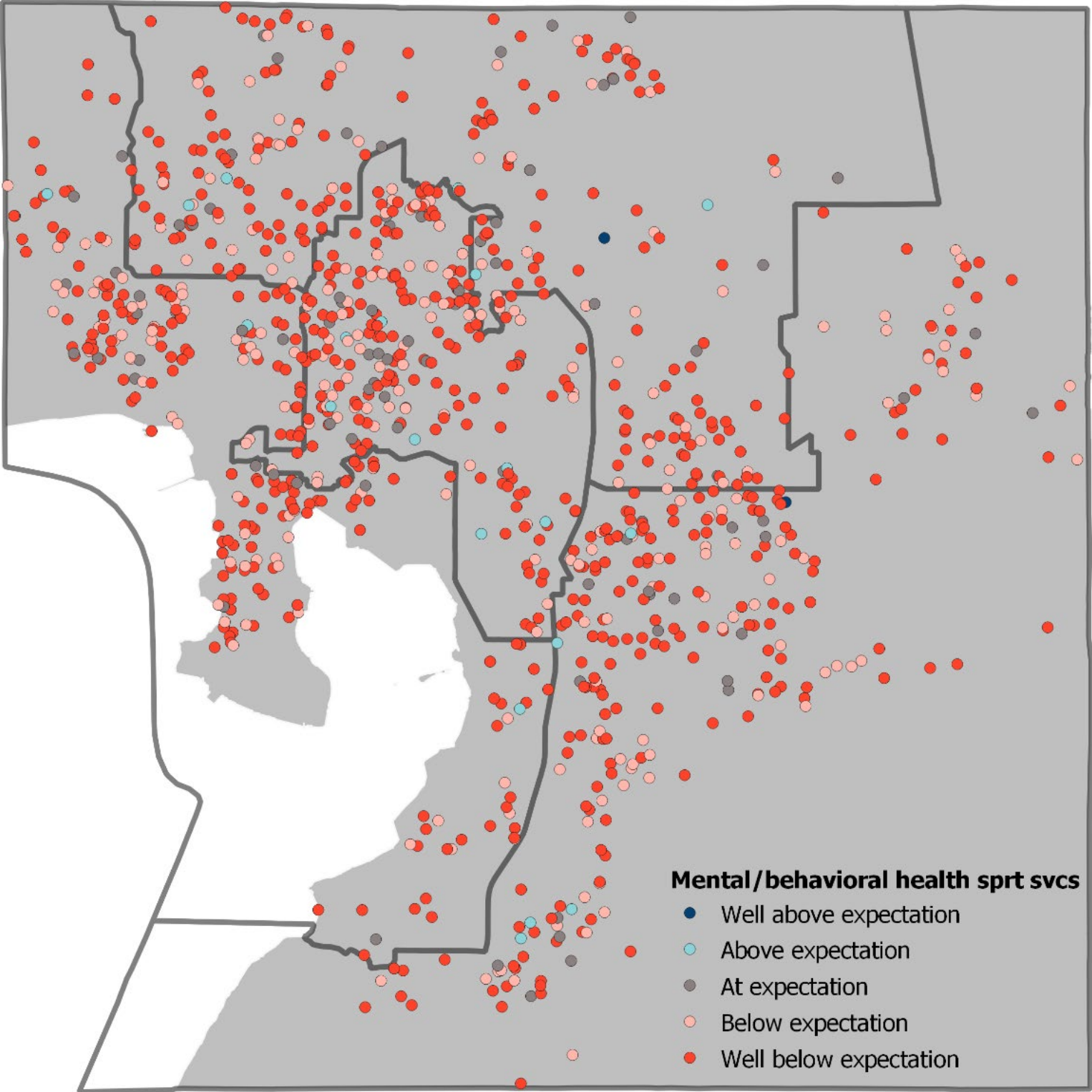
Health care and support services for economically challenged residents



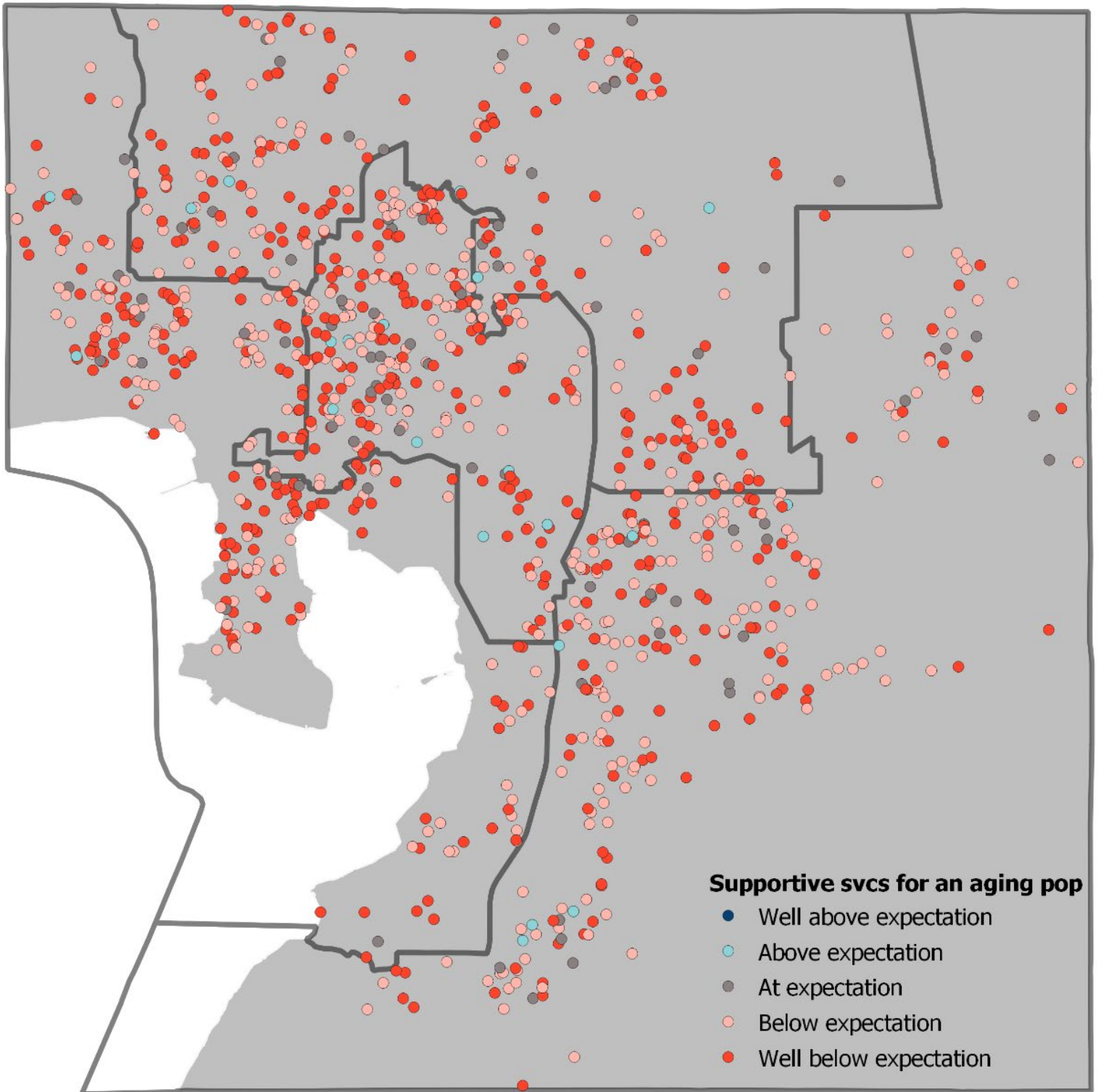
Homeless support services



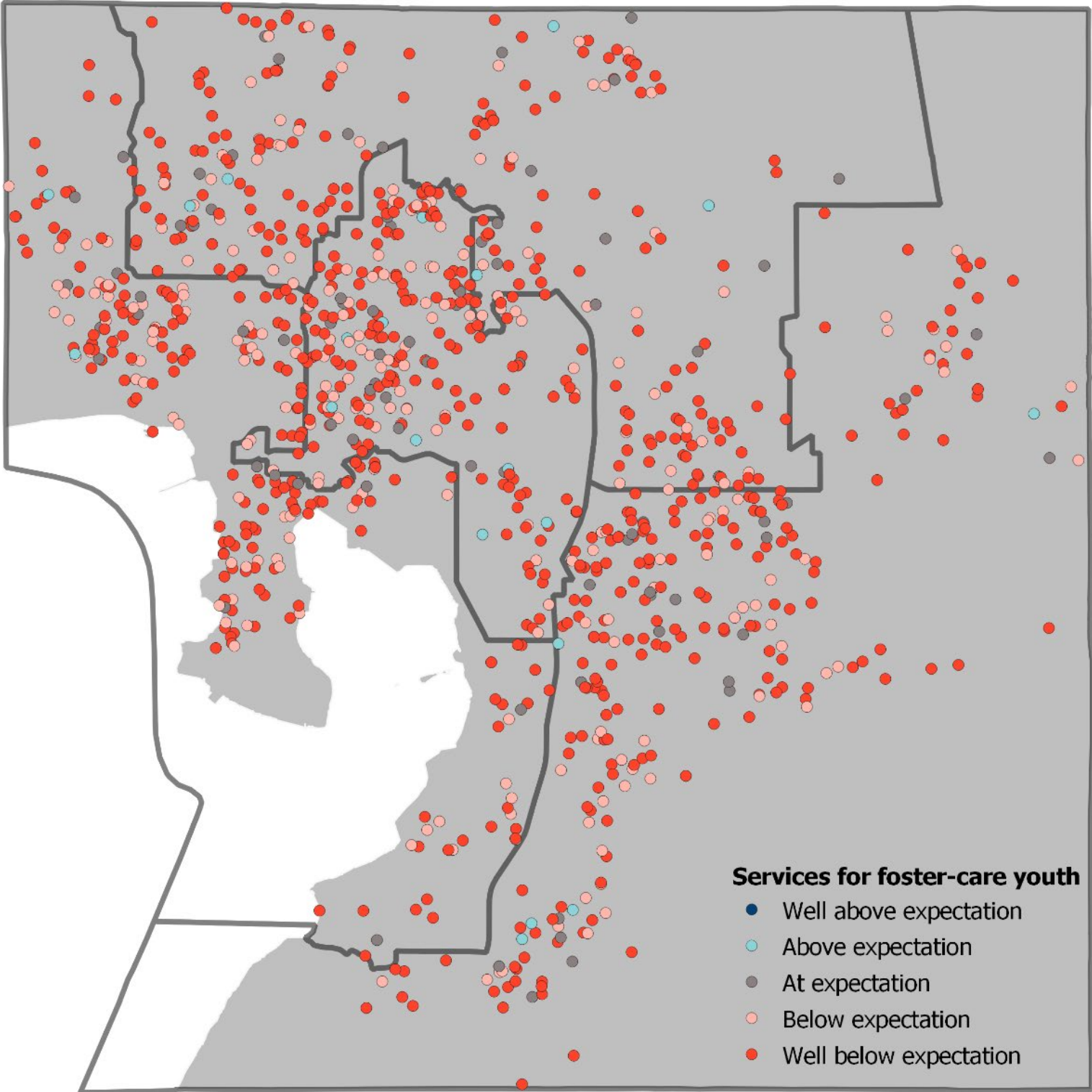
Mental and behavioral health support services



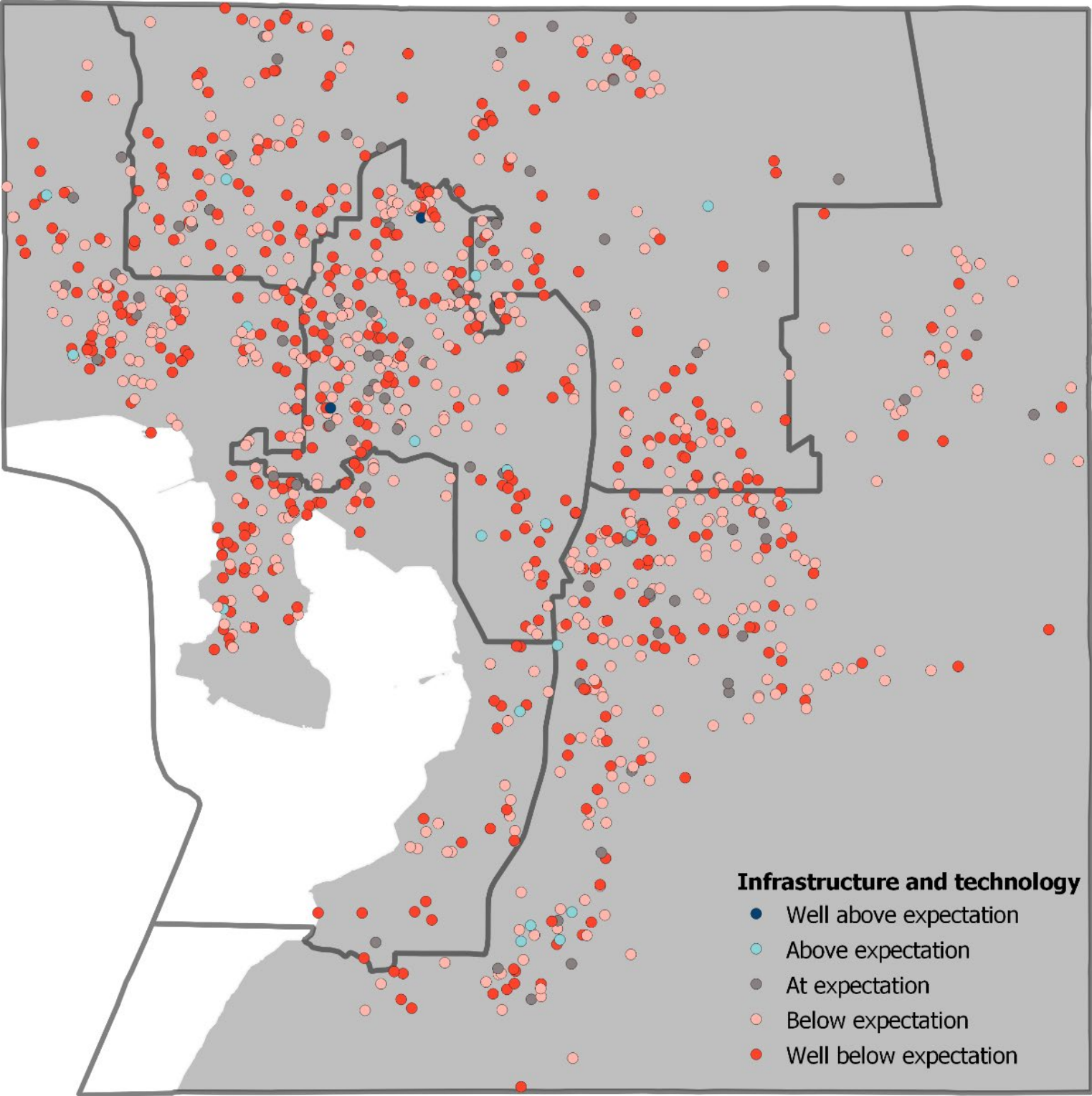
Supportive services for an aging population



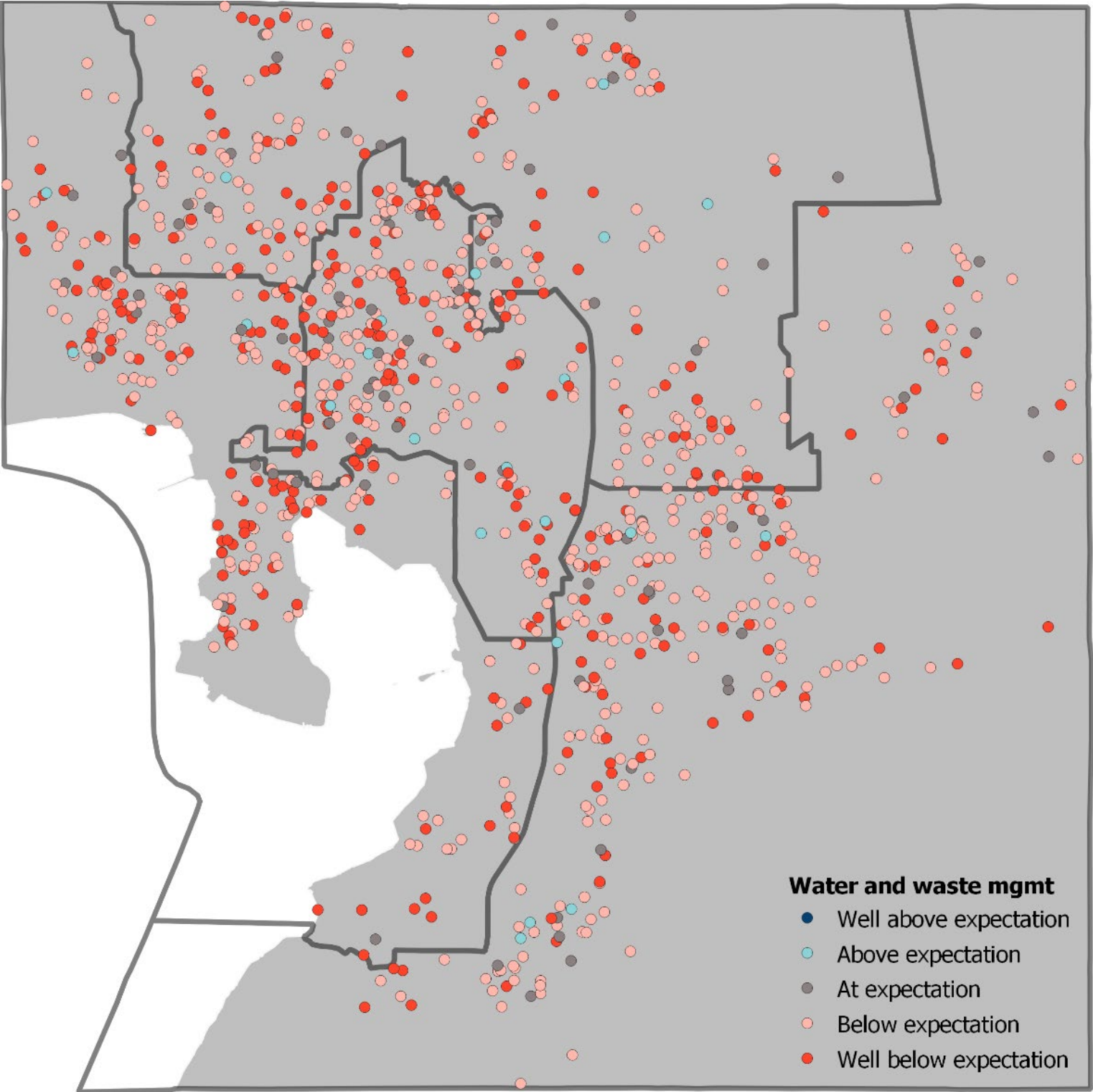
Residential and community services for foster-care youth



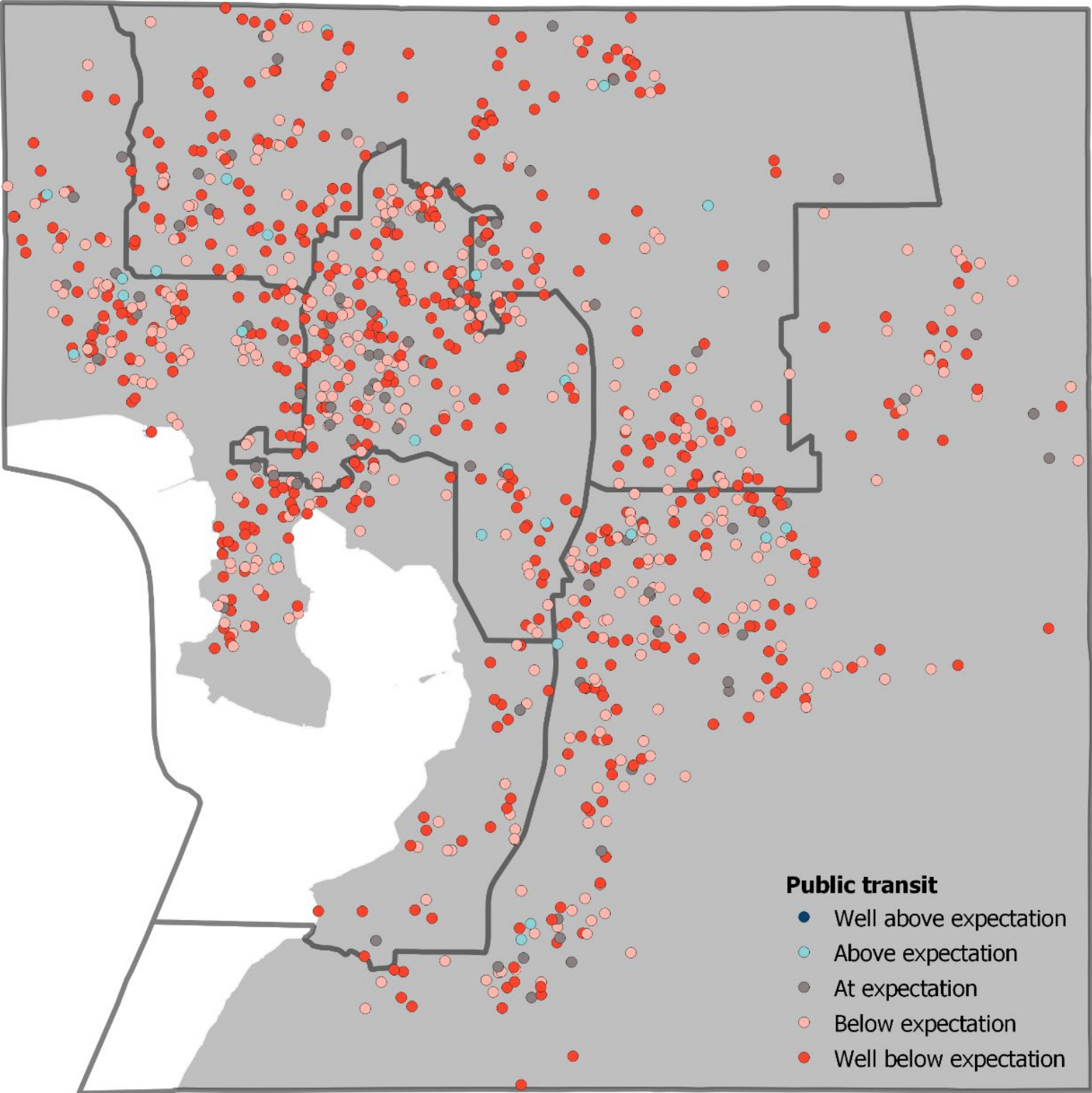
Public roads, bridges, technology and architecture



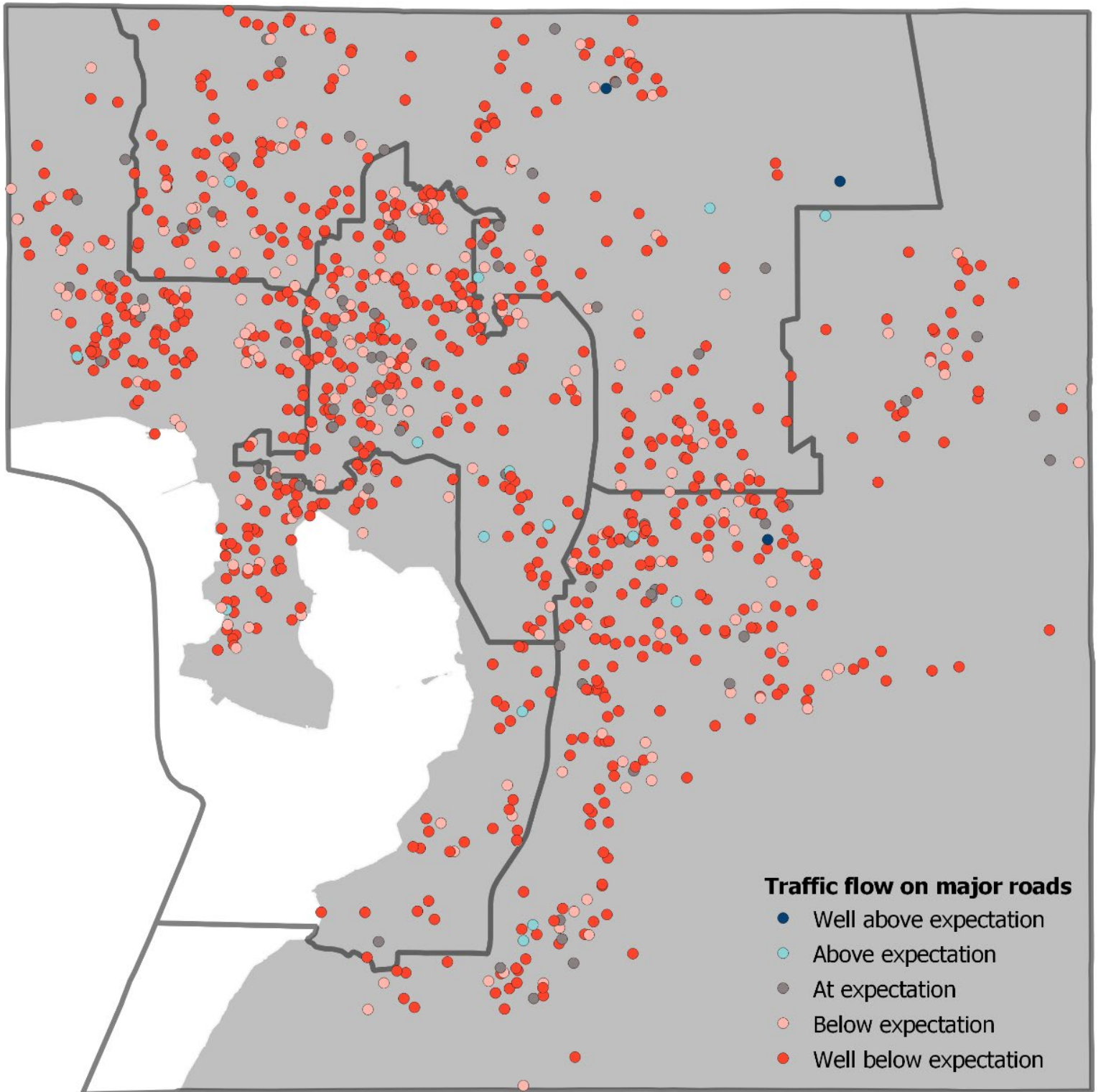
Water and waste management



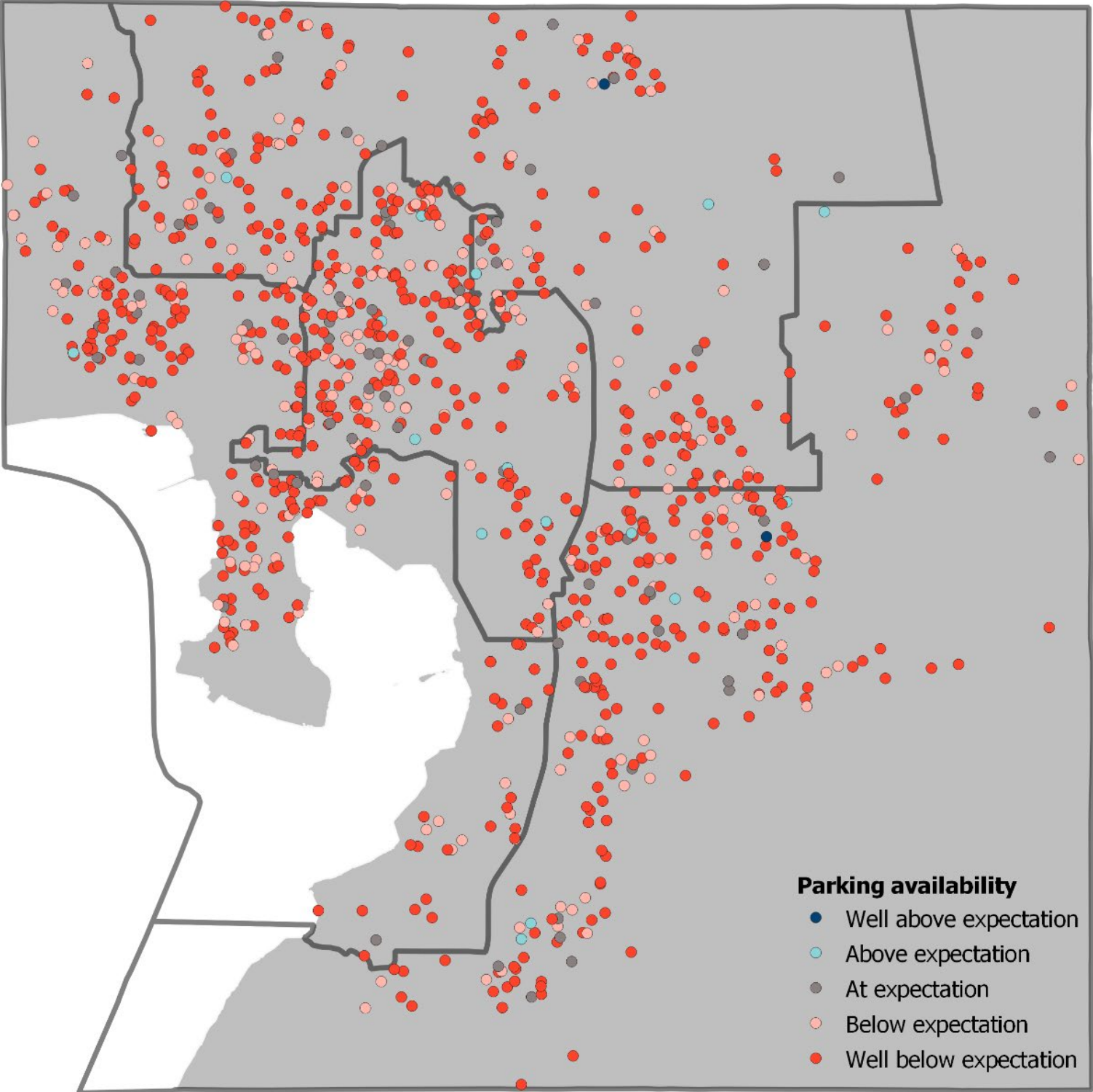
Public transit



Traffic flow on major roads



Parking availability



Storm and flooding resiliency

