



**Hillsborough
County** Florida

Hillsborough County Citizen Survey

2021 Survey Results

Conducted by HCP Associates on Behalf of Hillsborough County

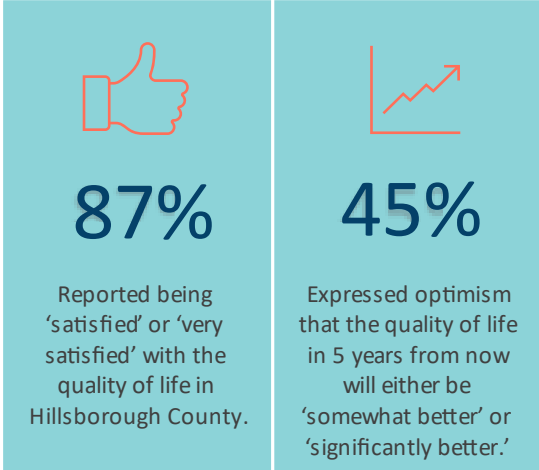
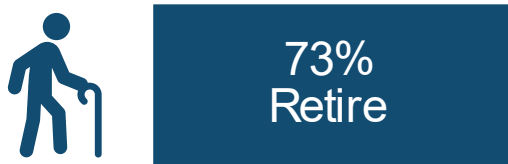
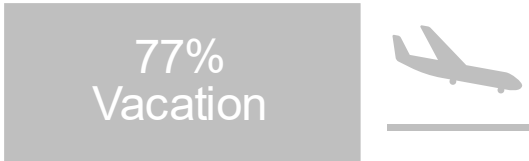
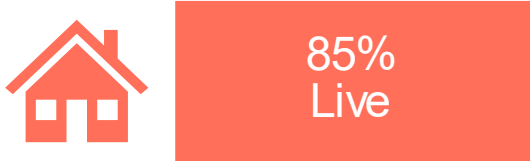


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All Hillsborough County

What percentage 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:

Mental and behavioral health support services



Gap 3:

Homeless support services



District 1

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



86%
Live

84%
Work



76%
Raise Children



75%
Vacation



69%
Retire

68%
Open a
Business



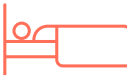
 85% Reported being 'satisfied' or 'very satisfied' with the quality of life in Hillsborough County.	 47% Expressed optimism that the quality of life in 5 years from now will either be 'somewhat better' or 'significantly better.'
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Top 3 Expectation Gaps

Gap 1:
Affordable/attainable housing



Gap 2:
Homeless support services



Gap 3:
Traffic flow on major roads



District 2

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



89%
Live

89%
Work



81%
Raise Children



79%
Vacation



76%
Retire

72%
Open a Business



 87% Reported being 'satisfied' or 'very satisfied' with the quality of life in Hillsborough County.	 45% Expressed optimism that the quality of life in 5 years from now will either be 'somewhat better' or 'significantly better.'
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Top 3 Expectation Gaps

Gap 1:

Mental and behavioral health support services



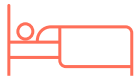
Gap 2:

Traffic flow on major roads



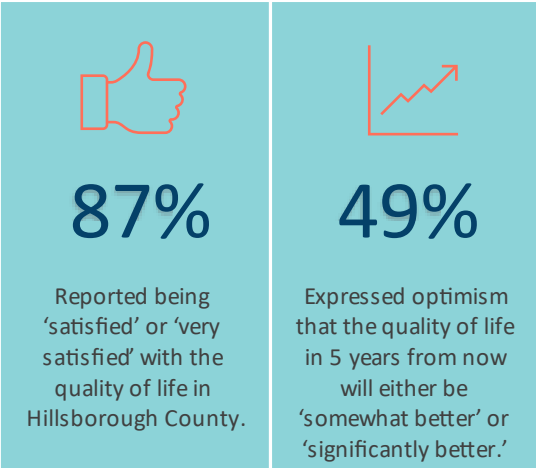
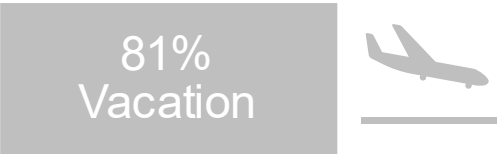
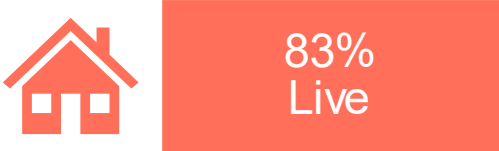
Gap 3:

Homeless support services



District 3

What percentage 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:

Mental and behavioral health support services



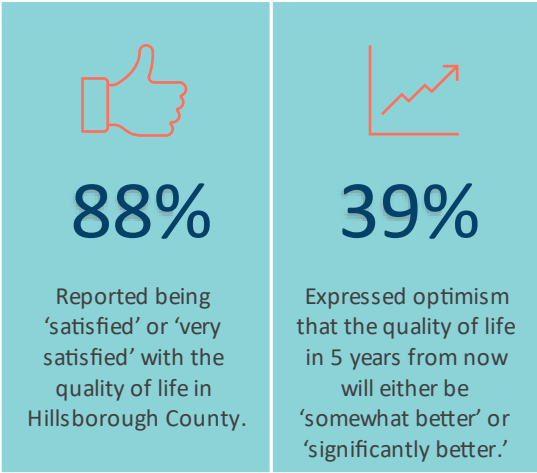
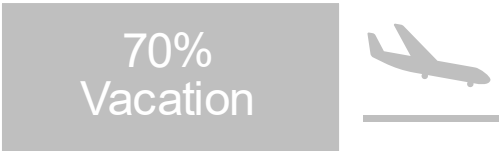
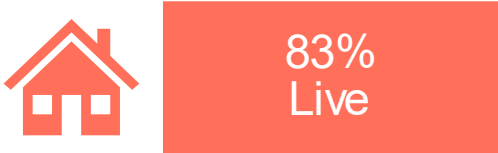
Gap 3:

Residential and community services for foster-care youth



District 4

What percentage 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:
Mental and behavioral health support services



Gap 3:
Homeless support services



Introduction

Hillsborough County is the fourth-most populous county in the state of Florida and the most populous in the Tampa Bay Area. The County is home to the namesake of the region, the City of Tampa, as well as two other municipalities: Temple Terrace and Plant City. Hillsborough County is fast-growing; it has increased its population by 18.8% between 2010 and 2020 and now has 1,459,762 residents (U.S. Census Bureau, 2020). The growth in the region's population has resulted in coincided with increases in economic growth, diversity, and national prominence.

This is the second iteration of the Hillsborough County Citizen Survey, a community sentiment survey designed to provide baseline measurements for local residents' perceptions on a wide swathe of quality-of-life-related themes. While other survey efforts, such as previous studies conducted by the Hillsborough County Planning Commission, have provided valuable and similar feedback, this study is now the primary benchmarking research on Hillsborough County residents' perceptions. Being the second iteration means that direct comparisons to the original study, conducted in 2019, are possible.

Many things have changed since 2019. The impressive growth seen in Hillsborough County occurred against the backdrop of the COVID-19 pandemic, which was first detected in Hillsborough County in March of 2020 (Mower, 2020). Since then, Hillsborough County has reported more than 230,000 cases of COVID-19 within the county, and has overseen vaccinations for over 59% of the population 12 years and older (*COVID-19 Data Dashboard*, 2021). It is important to note that these survey results must be viewed through the lense of the COVID-19 pandemic, which has affected many, if not all, aspects of life in Hillsborough County.

Methodology

This study employed two simultaneous methodologies. The first was a telephonic random sampling of Hillsborough County residents, designed to produce a highly representative sample of the county according to the U.S. Census. The second was an online survey, distributed across a wide variety of media, designed to maximize resident feedback and provide all interested residents with an opportunity to weigh in.

The core difference between the two methodologies

The most crucial difference between the two approaches is their degree of representativeness. The telephonic survey was tightly controlled, and residents were called at random. For this reason, the telephonic survey results represent the **most accurate** representation of what the average Hillsborough County resident thinks. In contrast, the online survey is **not representative of the average Hillsborough County resident**. However, the online survey provides a critical vantage point into how highly engaged residents think. Comparing the two provides a valuable contrast: what is the difference between the everyday Hillsborough County resident, who may not attend public hearings or follow the county on social media? The difference between the two methodologies lays this distinction clear.

Telephonic

The telephonic survey comprised 1,400 telephonic interviews of Hillsborough County residents. The sample was then divided evenly into groups of 350 for each of the county's four single-member districts. The responses were collected by trained survey professionals using computer-assisted telephonic interviewing (CATI) software. The survey contained both multiple-choice questions and questions requiring open-ended responses; open-ended responses were recorded verbatim.

Pre-stratification, the process of setting upper limits on the three demographic variables of gender, race/ethnicity, and age, was leveraged to ensure that each district's demographics were correctly represented. This process does not affect the randomness of the sampling, 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.

Post-stratification refers to the process of using statistical weighting to adjust the data post-collection. This is an effective method for demographic variables that are less available on-call lists. To improve the methodology from 2019, post-stratification weighting was employed to match the sample demographics to the U.S. Census for two additional variables: educational attainment and homeownership status. In all, the telephonic survey results are representative of Hillsborough County for age, gender, race/ethnicity, educational attainment, and homeownership status.

Calls were conducted from 04/29/2021 through 06/24/2021. This large number of calls produces a margin of error of $\pm 2.62\%$ for Hillsborough County and $\pm 5.236\%$ for each commission district. For more information and statistics on the phone calling process, refer to Appendix B.

Online

The online survey is a supplemental survey instrument designed to maximize the public's engagement and allow all residents, not only the 1,400 selected for the telephonic survey, to participate. Hillsborough County's Marketing and Communications Department distributed the survey using an omnichannel strategy, leveraging T.V., web, and other channels to distribute the URL for the online instrument to as broad a sample of residents as possible. In a change from 2019, Hillsborough County leveraged the survey platform PublicInput.com, which provides an interactive environment for obtaining feedback. The platform provides features such as automatic translation, which is valuable considering the large number of residents who speak another language at home.

The online survey instrument obtained a strikingly high number of responses, in total more than 15,000. This is multiple times more than the 2,318 responses collected in the 2019 online survey.

Telephonic Study Findings

The content within this section presents the telephonic survey findings of the 2021 Hillsborough County Citizen Survey. To be eligible for the survey, respondents must confirm that they are Hillsborough County residents.

Districts

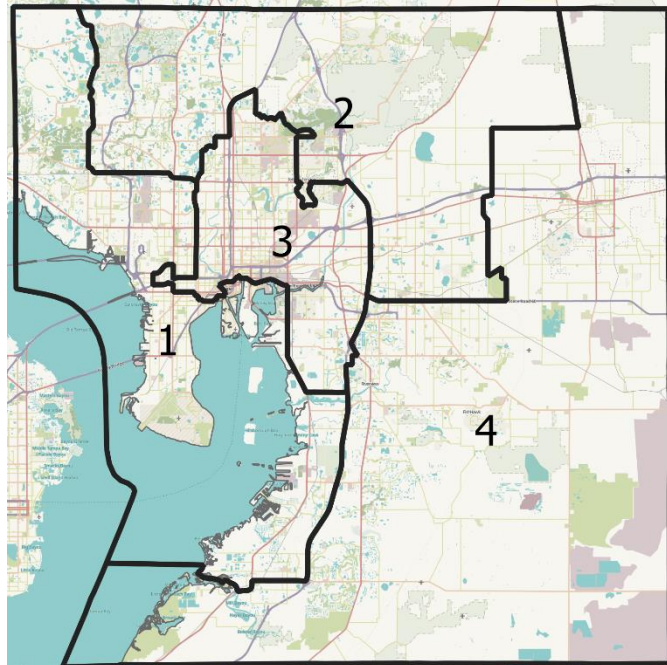
The telephonic survey findings provide detailed feedback from Hillsborough County residents. In this section, reporting prominently features charts and graphs that provide the results to each question not only for Hillsborough County at large but also for specific demographic and geographic segments. Throughout this report, the four single-member commission districts in Hillsborough County are used as the primary geographic segmentations¹.

District 1 encompasses most of the coastline in Hillsborough County. The area includes neighborhoods and locales such as Westchase, Citrus Park, Channelside, Davis Island, Town' n' Country, and others.

District 2 covers the northern, more suburban area of Hillsborough County. It includes neighborhoods such as Carrollwood, Lutz, and Cheval. District 2 is also home to the City of Temple Terrace.

District 3 comprises the majority of the City of Tampa. Neighborhoods in this district include Ybor City, Seminole Heights, Sulphur Springs, and the University area. 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. District 4 comprises Plant City and many unincorporated areas such as Lithia, Bloomingdale, Riverview, Fishhawk, and Sun City Center.



¹ These district boundaries represent the districts drawn following the 2010 US Census; at the time of creating this report, Hillsborough County is currently undertaking the constitutionally mandated redistricting based upon the 2020 US Census results.

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 2019 American Community Study). These results indicate that the pre-stratification worked as designed and that the telephonic survey respondents consist of an accurate sampling of Hillsborough County residents.

Demographics Comparison: Telephonic Sample vs. Census

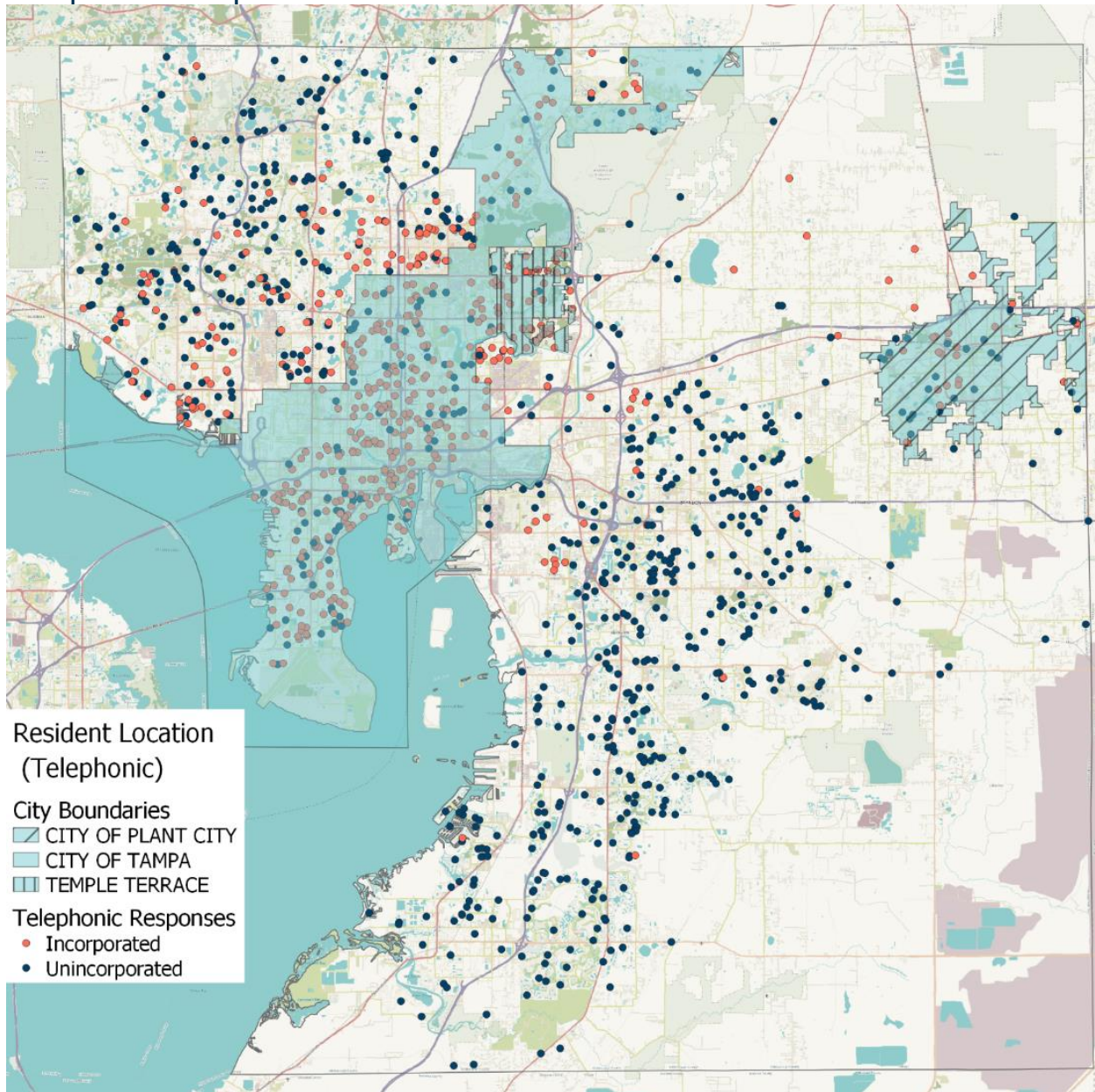
	Telephonic	2019 ACS
What gender do you classify with?		
Male	49%	49%
Female	51%	51%
Other	-	-
What age range do you fall in?		
Under 25	11%	11%
25-34	20%	20%
35-44	18%	18%
45-54	17%	17%
55-64	16%	16%
65-74	11%	11%
75+	8%	8%
NA/Refused	0%	0%
What race do you identify with?		
White or Caucasian	47%	47%
Black or African American	16%	16%
Hispanic or Latino	30%	30%
Asian/Pacific Islander	6%	4%
Other	1%	3%
NA/Refused	0%	0%
What is your highest level of education?		
Did not complete high school	11%	11%
High school or GED	27%	27%
Trade / Vocational / Some College	27%	27%
Bachelor's Degree	22%	22%
Masters or Higher	13%	13%
NA/Refused	0%	
Do you rent or own your current Hillsborough County residence?		
Rent	41%	41%
Own	59%	59%

What about income?

Income is included in this report and analysis, however it is not controlled for two reasons: education serves as a proxy for income, and many respondents (11% in 2021) do not wish to disclose their income.

In what range does your household income fall?		
Under \$25,000	8%	18%
\$25,000 to \$49,999	28%	22%
\$50,000 to \$74,999	27%	19%
\$75,000 to \$99,999	14%	12%
\$100,000 to \$149,999	9%	15%
\$150,000 +	3%	13%
NA/Refused	11%	0%

Telephonic Responses



There has been a marked improvement in Hillsborough County residents' awareness of whether they reside within a municipality or within unincorporated Hillsborough County. In sharp contrast to 2019, where confusion was the norm, residents are more likely to be aware of their location than two years ago. This clarity is overwhelmingly concentrated in the southern part of Hillsborough County, farthest away from the three municipalities. Confusion still remains near the city limits and additionally within the city of Tampa – particularly South Tampa.

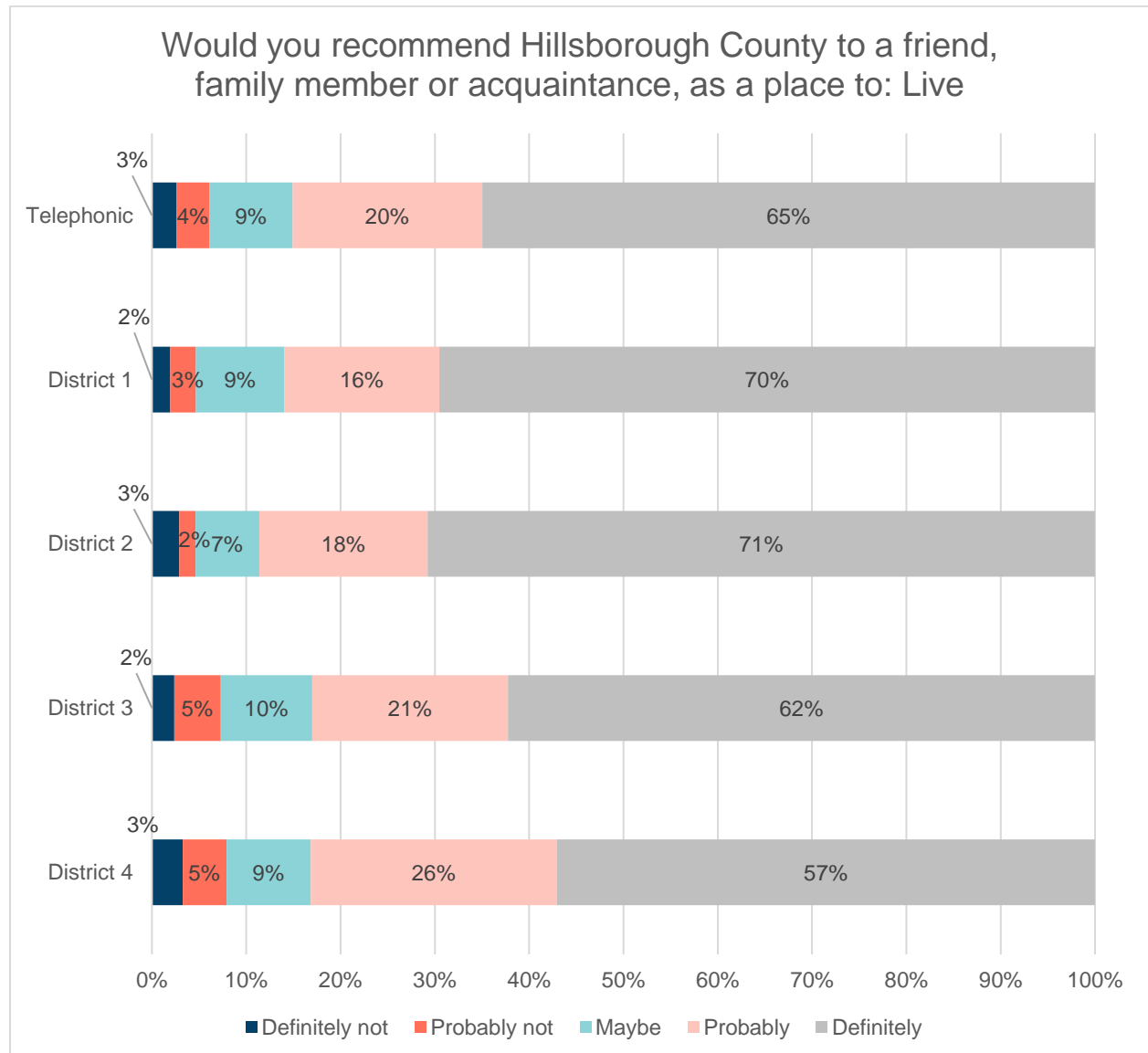
Recommending Hillsborough County

The following section details Hillsborough County residents' levels of recommendations of the county. Respondents were asked whether they would recommend Hillsborough County as a place to live, raise children, work, open a business, retire, and vacation.

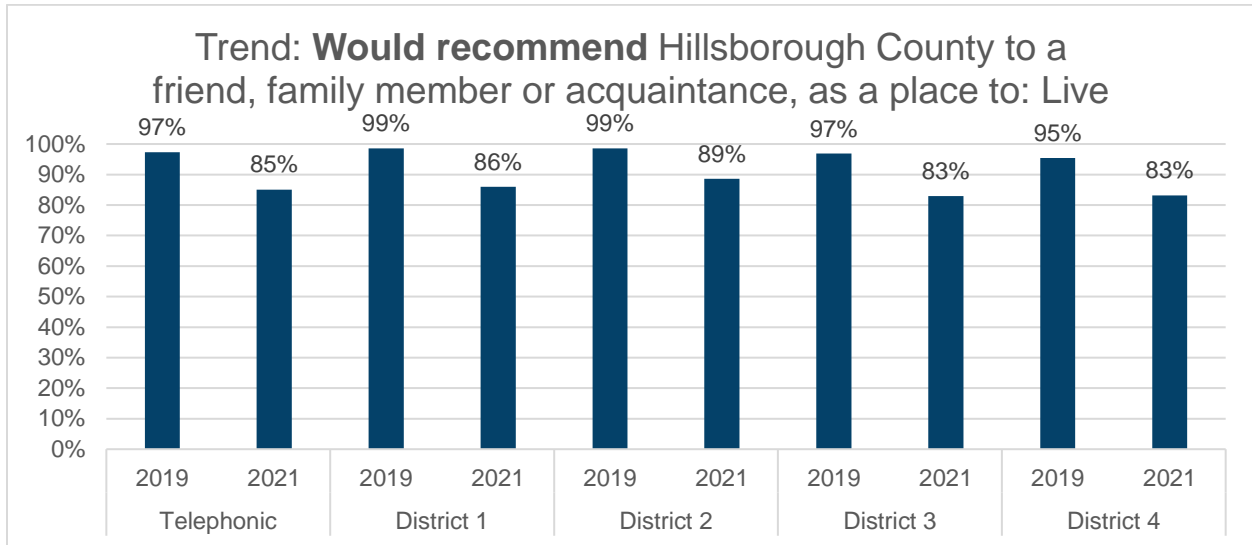
One overarching trend that will be evident in this section is the general decline in recommendation levels for each of these categories as compared to 2019. An explanation for this change is not immediately apparent. Other high-level satisfaction measurements explored later in this report do not show the same decline. However, it should be noted that recommendation levels in 2019 had nowhere to go but lower; in most cases, these figures approached a full 100%.

Live

Overall, 85% of Hillsborough County residents would recommend the county as a place to live. Different districts do vary in their enthusiasm in recommending the county; however, where there are differences, they are explained by respondents substituting "probably" for "definitely," and not by shifting into a more negative opinion, for which there are no significant differences.

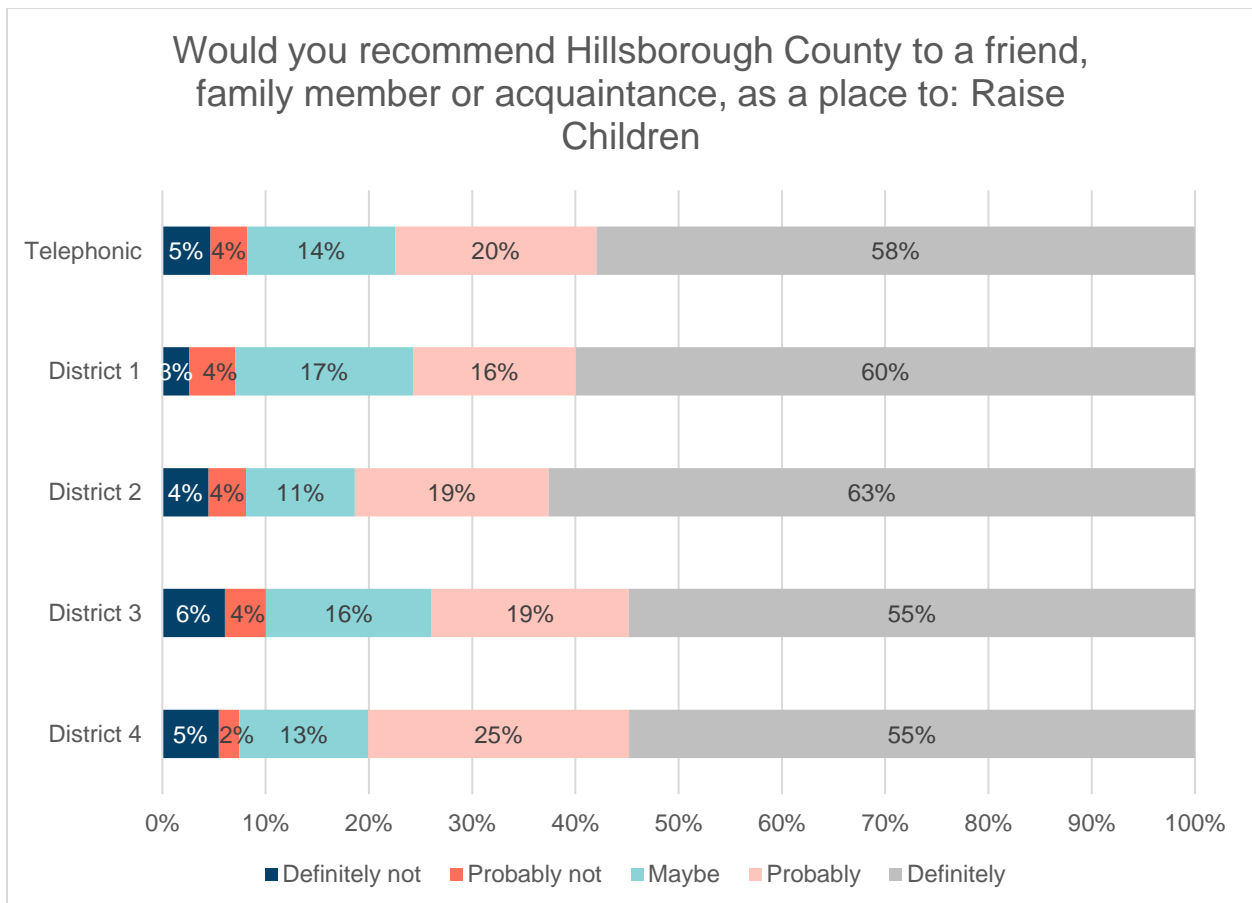


Changes over time to this metric are consistent between districts, with no district seeing a significantly higher or lower drop-off than the Hillsborough County aggregate.

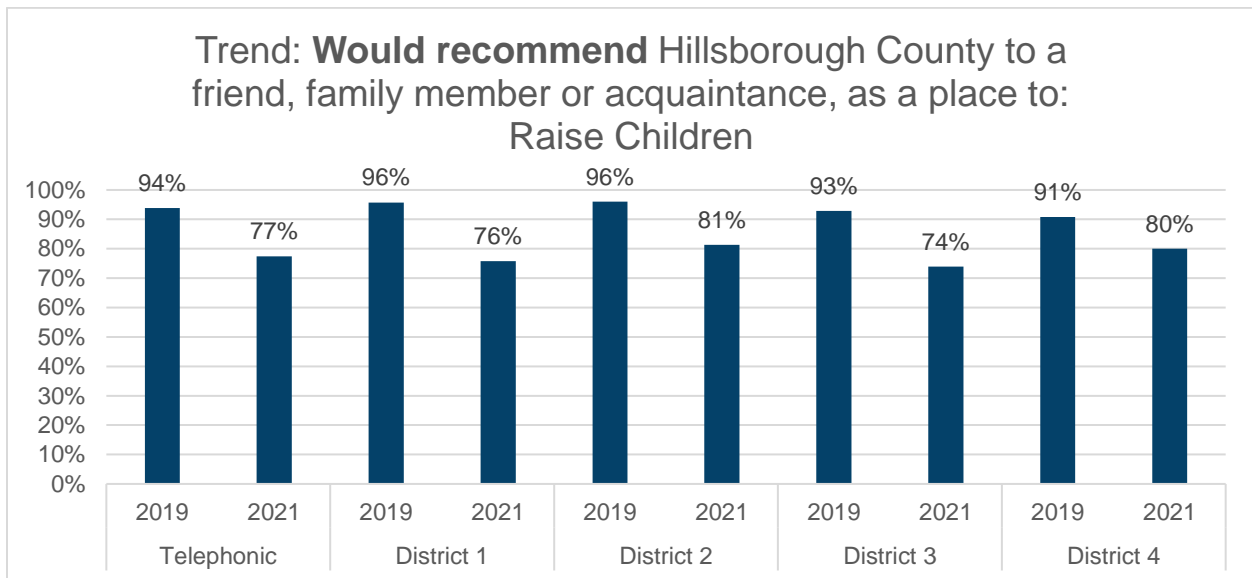


Raise Children

With respect to raising children, no district had a significant variance from the mean – 77% of Hillsborough County residents either "definitely" or "probably" recommend the county as a place to raise children.

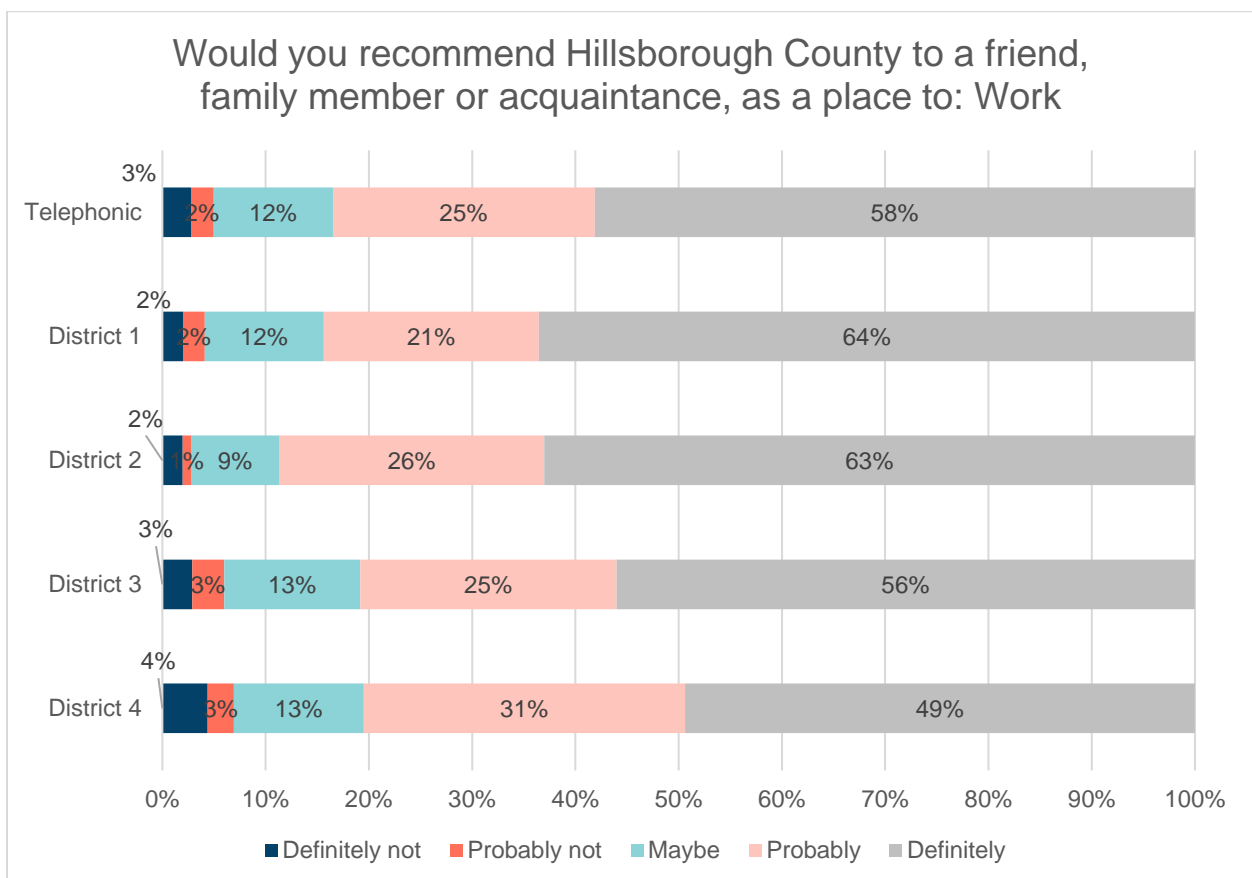


Likewise, while there are no substantial differences between groups, Districts Two and Four do report slightly higher levels of recommendation than the other two.

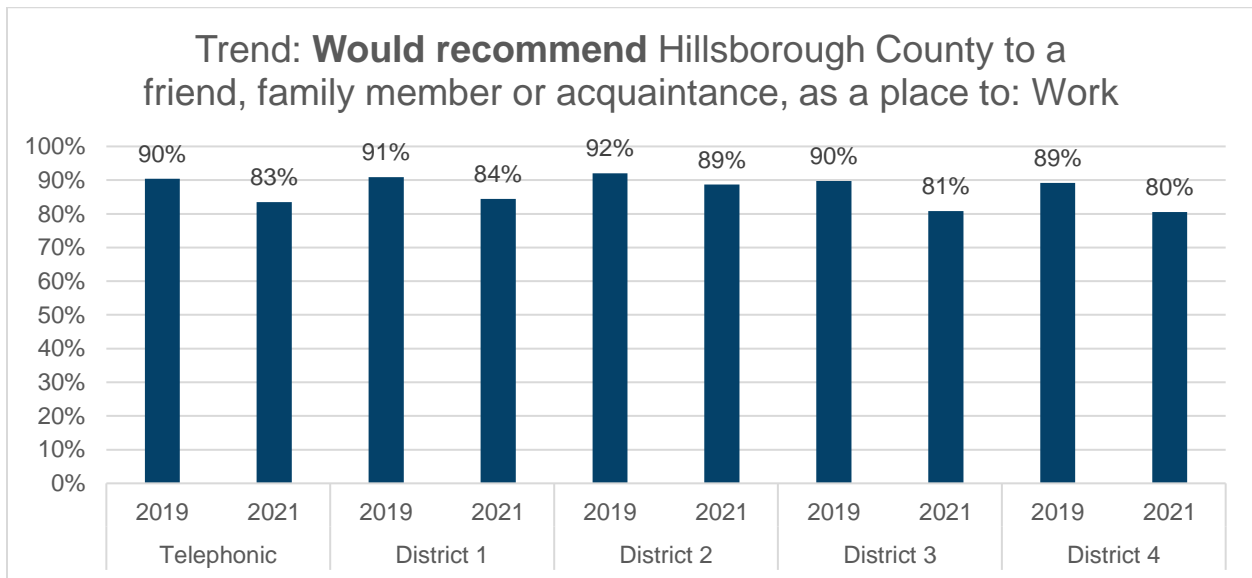


Work

Recommendations about work display a different pattern from the previous two categories. District Two is significantly more likely to recommend the district than both the Hillsborough County average and the other three districts.

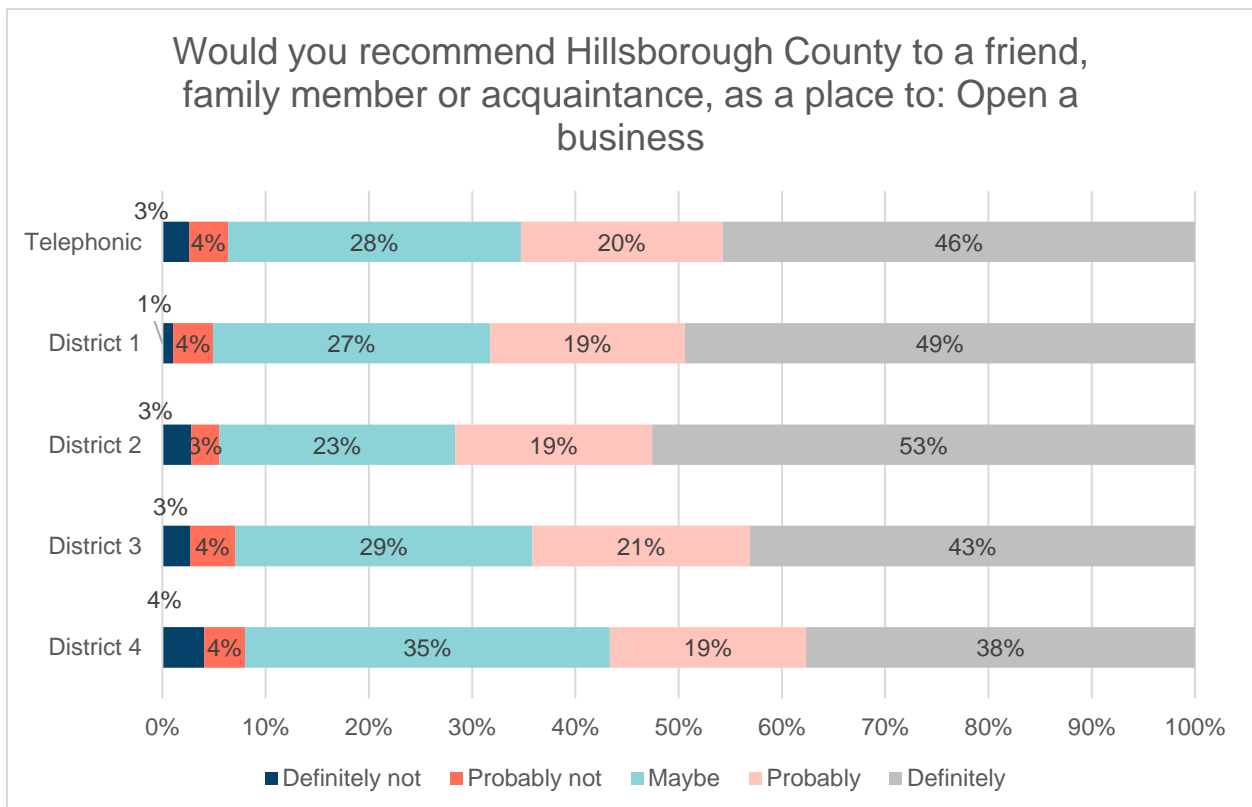


Additionally, the drop in recommendation levels was less than the preceding two categories. Recall that the general trend among recommendation levels is a roughly 15% decline from 2019. That drop is approximately half that for work recommendations and is only a small amount, 3%, for District 2.

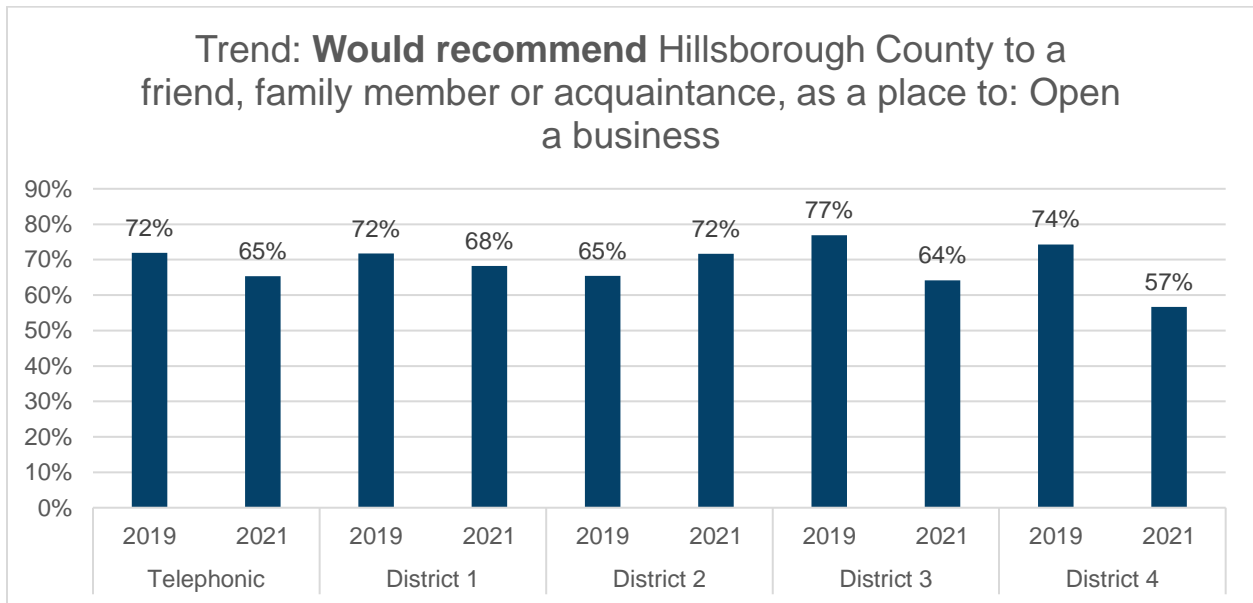


Open a Business

Substantial differences exist between districts insofar as opening a business is concerned. Although 65% of Hillsborough County residents would either "probably" or "definitely" recommend the county as a place to open a business, only 57% of District 4 would. In stark contrast, an impressive 72% of District 2 feel that Hillsborough County is a good place to open a business.

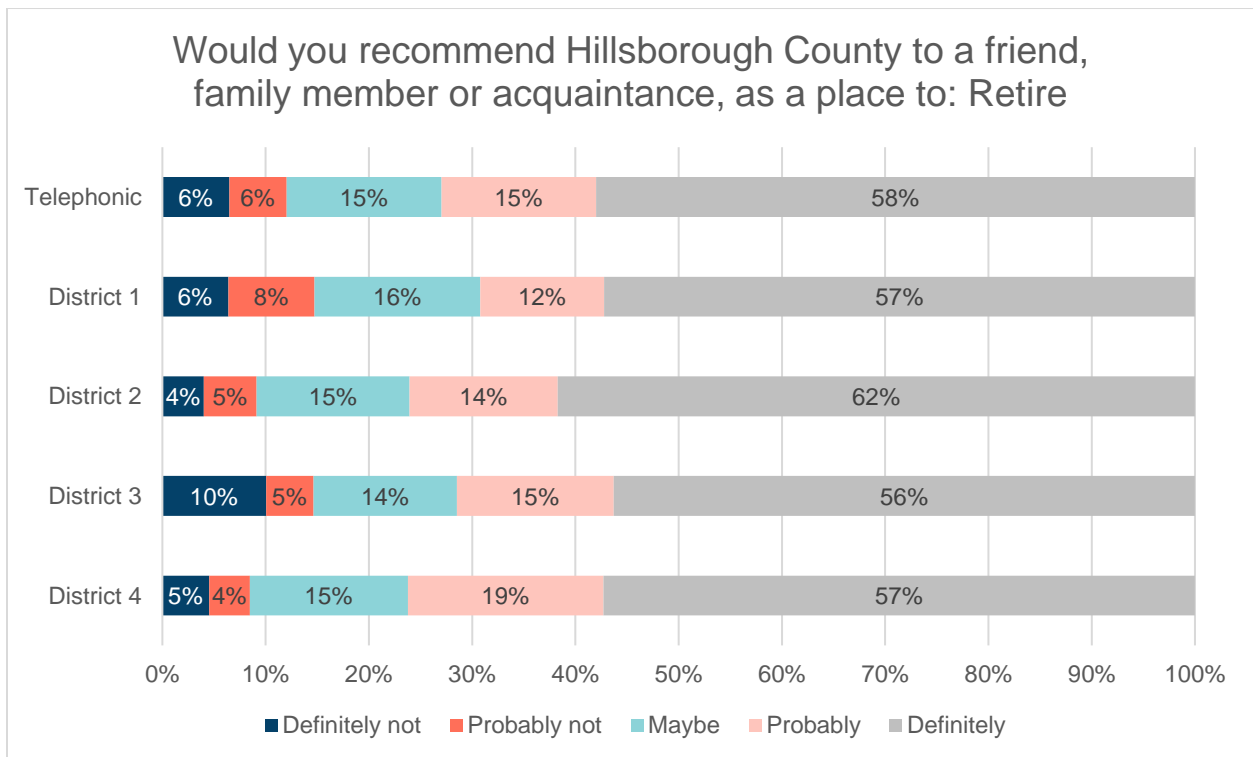


What is even more striking about District 2's rankings for opening a business is that they buck the trend of declining rankings that is seen among all other districts and the Hillsborough County average. District 2's ranking actually rose from 65% in 2019 to 72% in 2021, whereas all other districts follow the same pattern seen in the preceding recommendations.

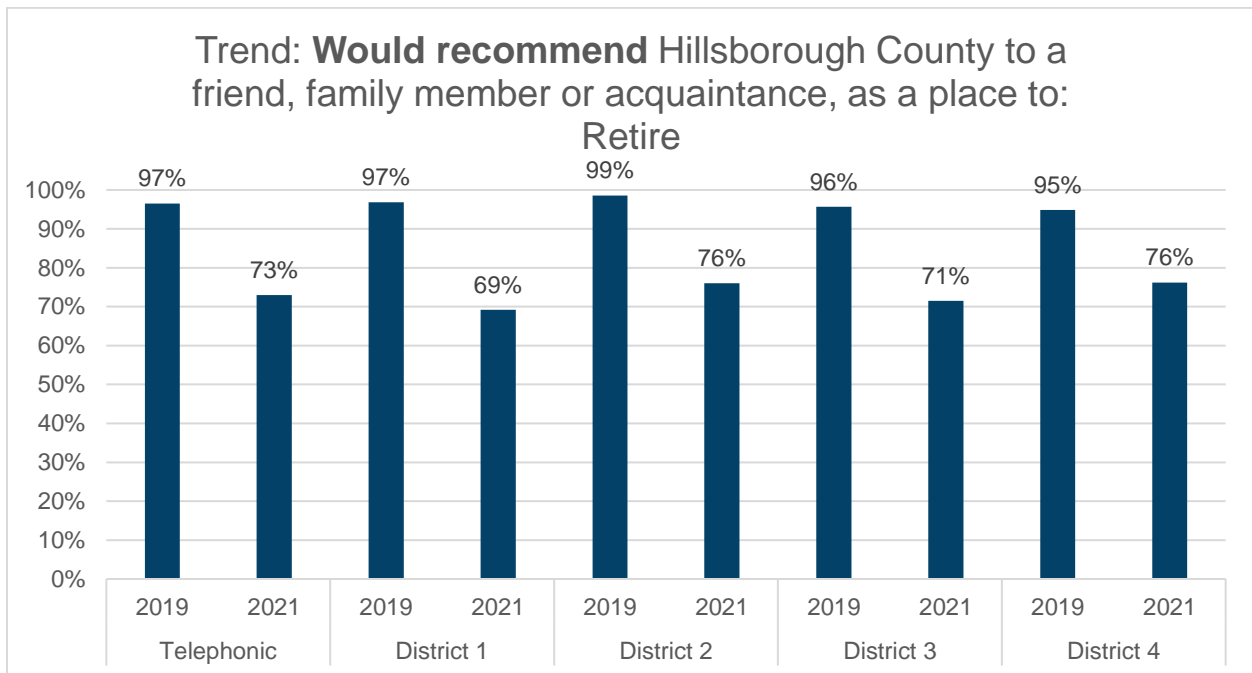


Retire

Approximately three-fourths – 73% - of Hillsborough County residents recommend the county as a place to retire. There are no significant differences between the four commission districts in the levels of recommendation that they provided.

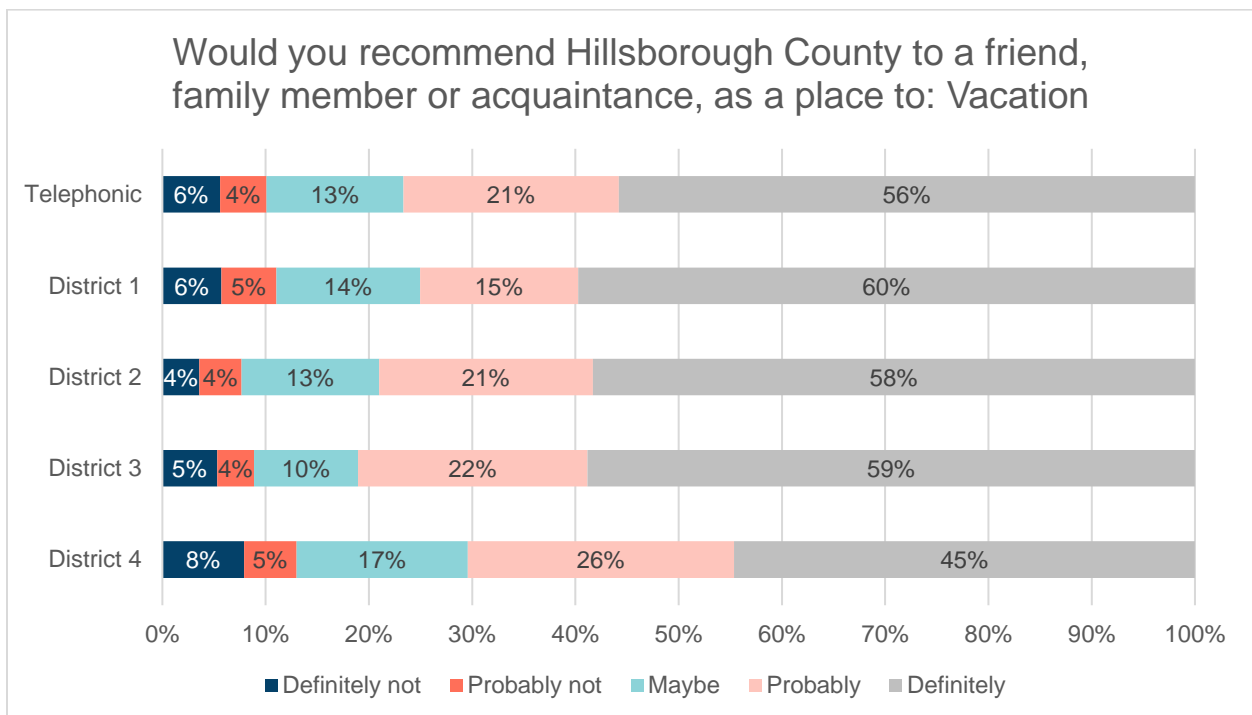


Likewise, we see a consistent, 20-25% decline in recommendation levels, with similar patterns observed between the four commission districts.

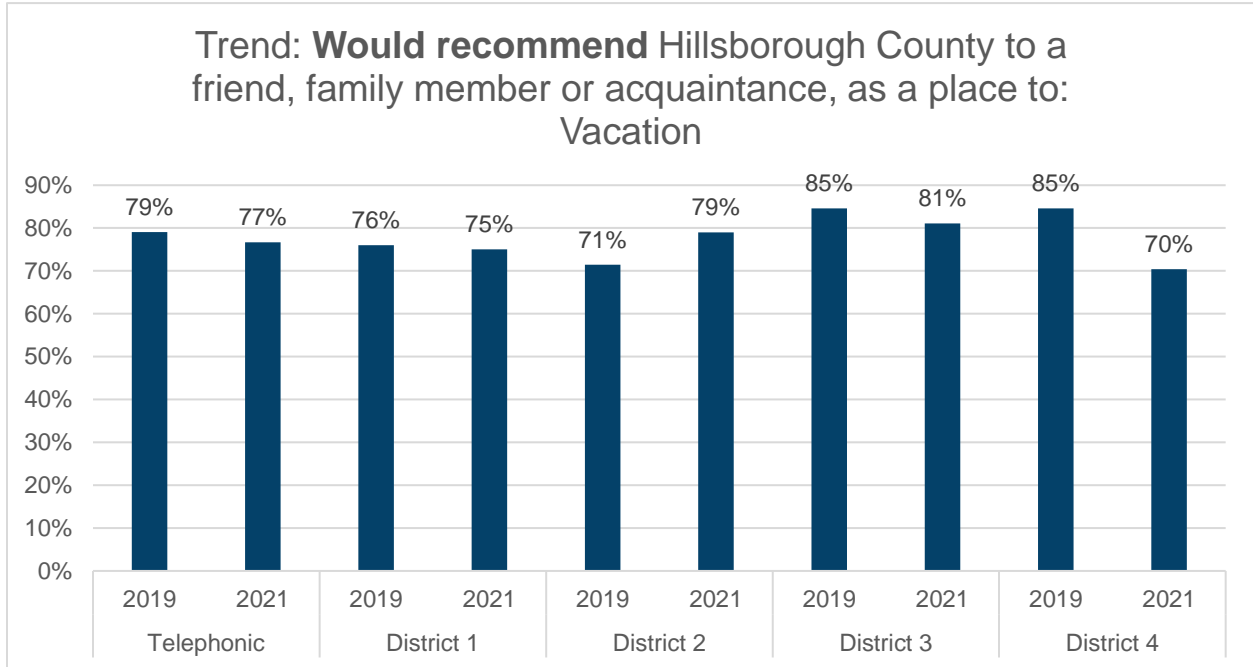


Vacation

Residents in Hillsborough County provided similar levels of recommendation for vacationing within the county, with 77% of county residents saying that they either "probably" or "definitely" would recommend the area. However, notable differences are found between the regions. Residents of District 4 are substantially less likely to "definitely" recommend the area as a place to vacation.



In contrast to other recommendation levels, the decline in recommendation is substantially smaller, declining from 79% to 77% for Hillsborough County. However, two noteworthy trends are apparent upon review of district-level data. First – the primary source of the drop in the aggregate score comes from changes in District 4, which experienced a 15% decline in recommendation from 2019. In contrast, District 2 saw an 8% increase from the prior study.



Expectation Gaps

This next section centers on residents' perceptions of Hillsborough County on a wide variety of dimensions. Residents are asked to consider 25 different community characteristics in two different questions. The first question asks respondents to provide, on a scale from one to ten, the importance that they place on having those elements in their community. The second question then asks them to provide their experience with how these characteristics are delivered in Hillsborough County.

This first question measures how residents prioritize "what should be," and the second measurement captures how residents experience "things to be," then their difference is our expectation gap. The expectation gap provides Hillsborough County with a priority ranking, identifying where the experience best and worst meets the expectation.

Importance

The following table illustrates the importance scores for Hillsborough County residents in both 2019 and 2021. In every case, importance scores declined from the previous iteration of the study². The largest decline in importance score came to "public transit," which saw a 14.6% decline in importance, while the smallest decline was for "jobs for my skillset," which was the lowest-importance category from 2019.

Residents in Hillsborough County place high importance on traditional functions of government, such as providing fire and emergency services, public roads, personal safety, and others. They place a lesser importance on community and cultural-related functions, as well as on economic matters such as "jobs for my skillset" and "career opportunities for my children."

Importance	2019	2021
Fire and emergency services	9.43	9.17
Public roads, bridges, technology, and architecture	9.42	9.17
Personal safety	9.43	9.16
Cleanliness of public spaces	9.39	9.05
Water and waste management	9.42	9.04
Storm and flooding resiliency	9.42	9.04
Traffic flow on major roads	9.40	9.02
Affordable/attainable housing	9.18	9.00
Pedestrian safety	9.32	8.92
Mental and behavioral health support services	9.40	8.85
Nature preserves	9.27	8.85
Parks and public spaces	9.33	8.84
Parking availability	9.40	8.82
Health care and support services for economically challenged residents <i>(2019: Health care and human services for disadvantaged residents)</i>	9.41	8.82
Supportive services for an aging population	9.41	8.78
Bicyclist safety	9.28	8.77
Homeless support services	9.37	8.74
Residential and community services for foster-care youth	9.41	8.71

² HCP has seen this decline in importance scores in 2021 in multiple other studies across the Tampa Bay Area. COVID-19 appears to have caused people to emphasize the importance of primary government functions such as fire and police over others.

Cultural events, social activities, and recreation opportunities	9.30	8.53
Sense of community	9.28	8.41
Career opportunities for my children	8.10	8.00
Public transit	9.37	7.99
Jobs for my skillset	7.76	7.71
Sustainable/green initiatives <i>(NEW to 2021)</i>	-	7.17

Experience

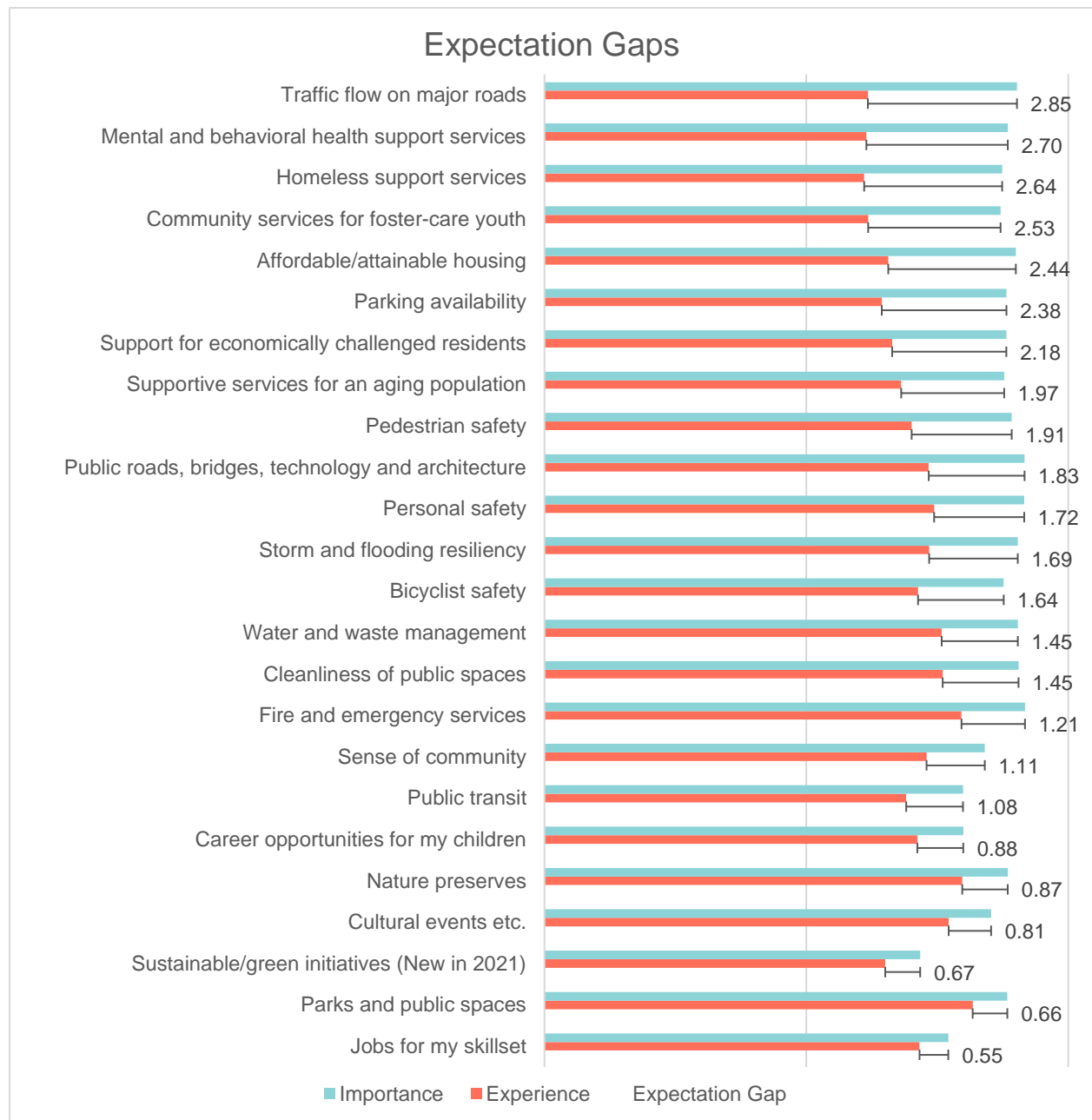
Unlike importance scores, experience scores did not see an across-the-board decline from 2019. The largest increase goes to "jobs for my skillset," which rose 10.2% between 2019 and 2021. In contrast, the largest experience drop was in the category of "sense of community." This is unsurprising considering pandemic concerns around gatherings of people.

Experience	2019	2021
Parks and public spaces	7.91	8.18
Nature preserves	7.79	7.98
Fire and emergency services	7.85	7.96
Cultural events, social activities, and recreation opportunities	8.12	7.72
Cleanliness of public spaces	7.49	7.60
Water and waste management	7.35	7.58
Personal safety	7.44	7.44
Storm and flooding resiliency	7.20	7.34
Public roads, bridges, technology, and architecture	7.11	7.34
Sense of community	7.81	7.29
Jobs for my skillset	6.50	7.16
Bicyclist safety	7.28	7.13
Career opportunities for my children	6.56	7.12
Pedestrian safety	7.32	7.01
Public transit	6.98	6.91
Supportive services for an aging population	6.84	6.81
Health care and support services for economically challenged residents <i>(2019: Health care and human services for disadvantaged residents)</i>	6.69	6.64
Affordable/attainable housing	6.54	6.56
Sustainable/green initiatives <i>(NEW to 2021)</i>	-	6.51
Parking availability	6.45	6.44
Residential and community services for foster-care youth	6.18	6.18
Traffic flow on major roads	6.32	6.17
Mental and behavioral health support services	6.29	6.15
Homeless support services	6.50	6.10

Expectation Gap

The difference between the ideal and the observed is defined as the expectation gap. **The higher the expectation gap, the more that residents want improvement in that category.** Generally speaking, an expectation gap less than one indicates that the County is largely meeting expectations, while an expectation gap greater than two suggests that residents feel that action is necessary to address that particular issue.

Of the community characteristics with an expectation gap greater than two, five of the seven relate to support services for Hillsborough County's most vulnerable residents – whether supporting mental health, residents experiencing homelessness, foster-care youth, those struggling with housing affordability, and economic challenges more generally. The expectations unrelated to supporting fellow residents are unsurprising – traffic flow and parking.



District-level Differences in Expectations

Among the four commission districts, the top expectation gaps vary. In District 2, mental and behavioral health support services was the top expectation gap, while that category was not in the top three for district one. Overall,

Top 3 Expectation Gaps				
Telephonic	District 1	District 2	District 3	District 4
Traffic flow on major roads (2.85)	Affordable/attainable housing (2.78)	Mental and behavioral health support services (2.90)	Traffic flow on major roads (2.97)	Traffic flow on major roads (3.06)
Mental and behavioral health support services (2.70)	Homeless support services (2.63)	Traffic flow on major roads (2.75)	Mental and behavioral health support services (2.73)	Mental and behavioral health support services (2.78)
Homeless support services (2.64)	Traffic flow on major roads (2.62)	Homeless support services (2.70)	Residential and community services for foster-care youth (2.54)	Homeless support services (2.76)

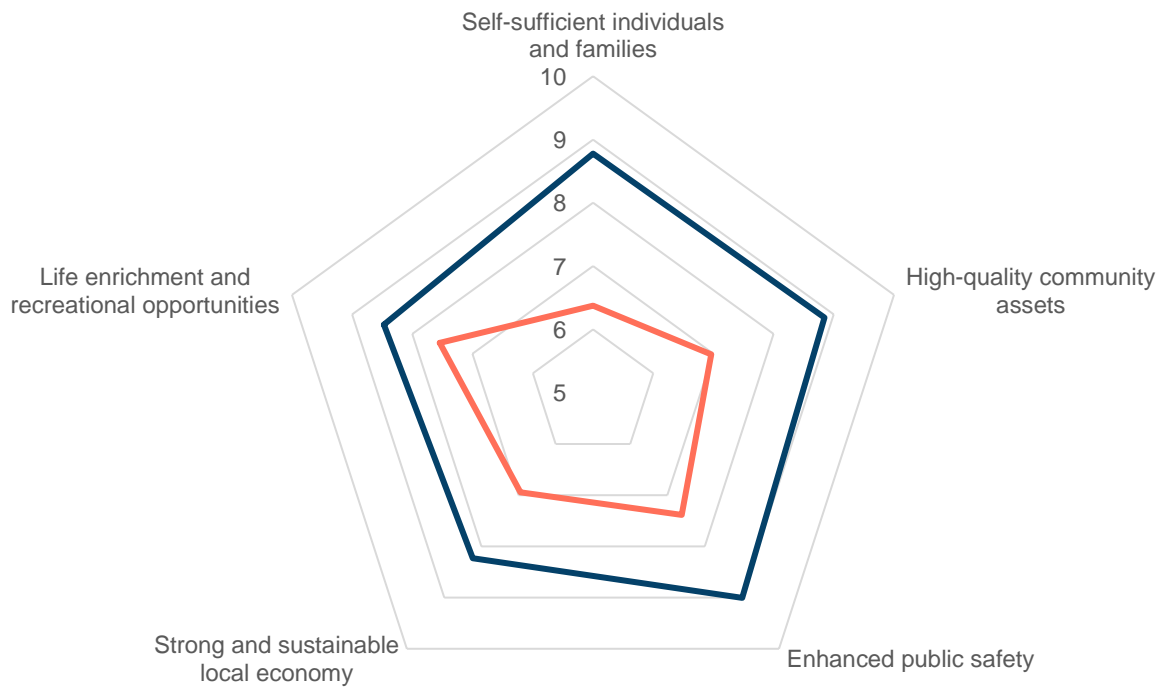
Hillsborough County Strategic Outcomes

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	8.23	6.95
2019 Results: Strong and sustainable local economy	8.35	6.53
Enhanced public safety: Personal safety; Bicyclist safety; Pedestrian safety; Fire and emergency services	9.01	7.39
2019 Results: Enhanced public safety	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; Sustainable/green initiatives (New to 2021)	8.47	7.55
2019 Results: Life enrichment and recreational opportunities	9.32	7.82
Self-sufficient individuals and families: 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	8.78	6.38
2019 Results: Self-sufficient individuals and families	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	8.85	6.96
2019 Results: High-quality community assets	9.40	6.90

With regards to expectaion

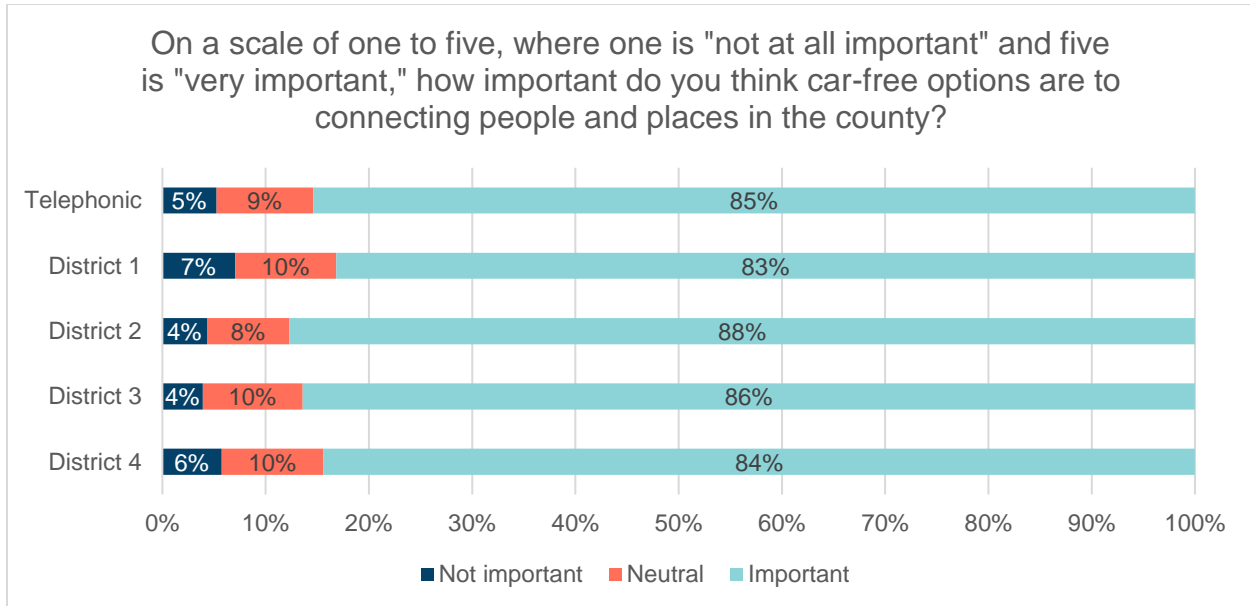
Strategic Outcomes: Expectation Gap

— Importance — Experience



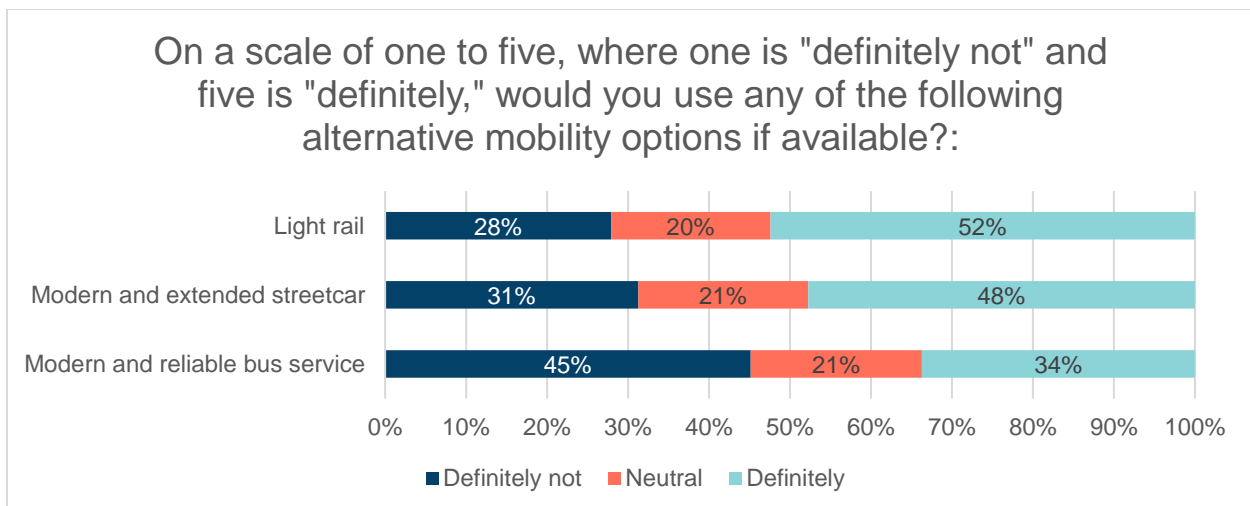
Mobility Options

This section considers the perspectives and opinions of Hillsborough County residents regarding a series of mobility options under consideration by the county. The first question deals with nonspecific support for car-free options in the area. The majority – 85% – of Hillsborough County residents believe that car-free options are important to connecting people and places in the county. Further, no significant differences between Commission Districts are found for this question.

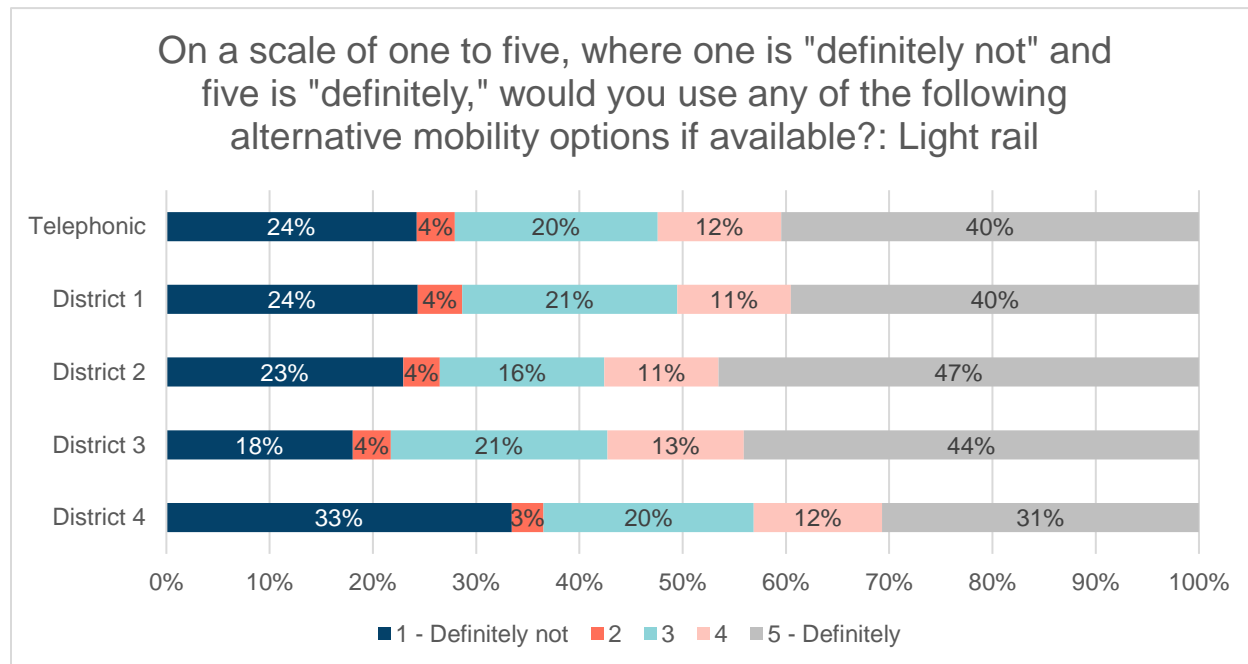


The next three questions pertain to three specific alternative mobility options under consideration by Hillsborough County policymakers. The options tested were "light rail," a "modern and extended streetcar," and a "modern and reliable bus service." Respondents were asked to rate their likeliness to personally utilize one of these transit options.

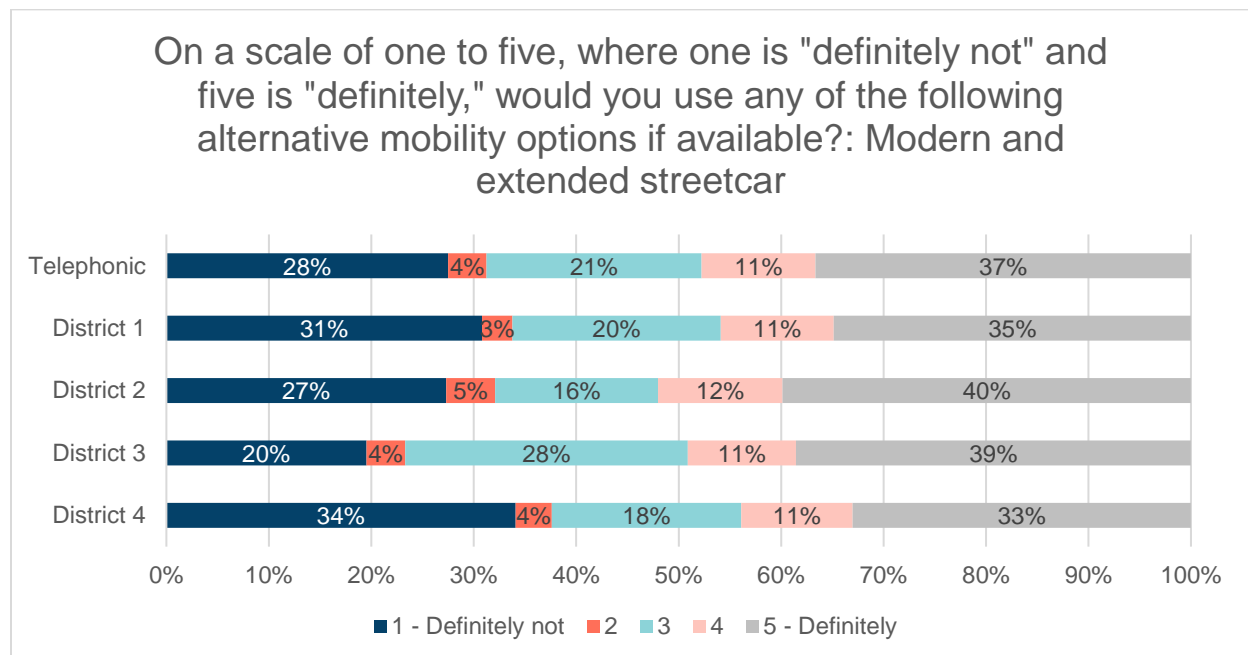
Of the three, light rail performed the best, with just over half of Hillsborough County residents indicating that they were likely to take advantage of trains in the county. A modern and extended streetcar performed slightly less, with just shy of a majority of residents also expressing a willingness to use the service. Even for bus service, the lowest-rated of the three, one-third of residents expressed a desire to leverage the service.



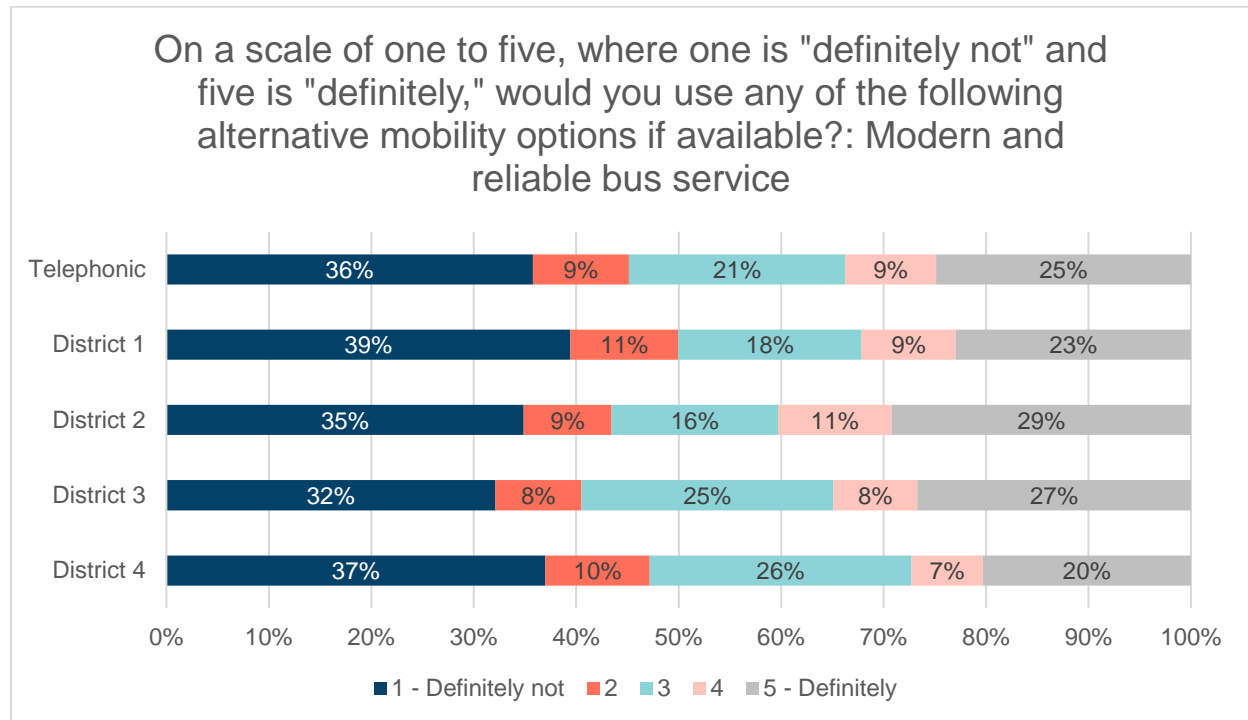
Clear district-level differences exist considering the levels of interest in these three options. District 2 contains the residents most likely to say that they would "definitely" use light rail, and District 3 has the fewest number of residents indicating that they would "definitely not" take advantage of the service. In contrast, a full third of District 4 residents are completely disinterested in light rail, and the district has lower levels of likelihood more generally.



A similar pattern is seen for the streetcar, although the degree of difference is not as great. Enthusiasm levels were generally the same across districts; however, the share of disinterested residents remains noticeably different between districts. District 3, the home of the current streetcar infrastructure, has the lowest share – 20% - of residents saying that they would "definitely not" use a modernized streetcar, while more than a third of district 4 feels that way.

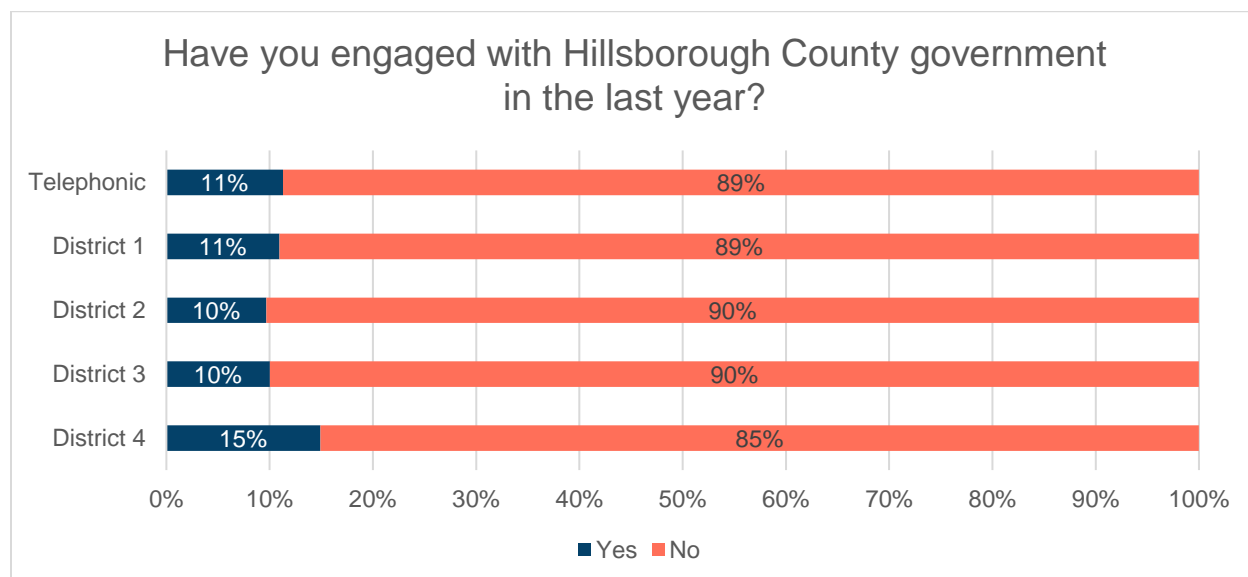


With regards to bus service, opinion is much more uniform across the four single-member districts. While District 4 has the smallest share of residents expressing that they would "definitely" leverage modern and reliable bus service, all four districts have similar shares of residents expressing that they would "definitely not" utilize modern and reliable bus service.



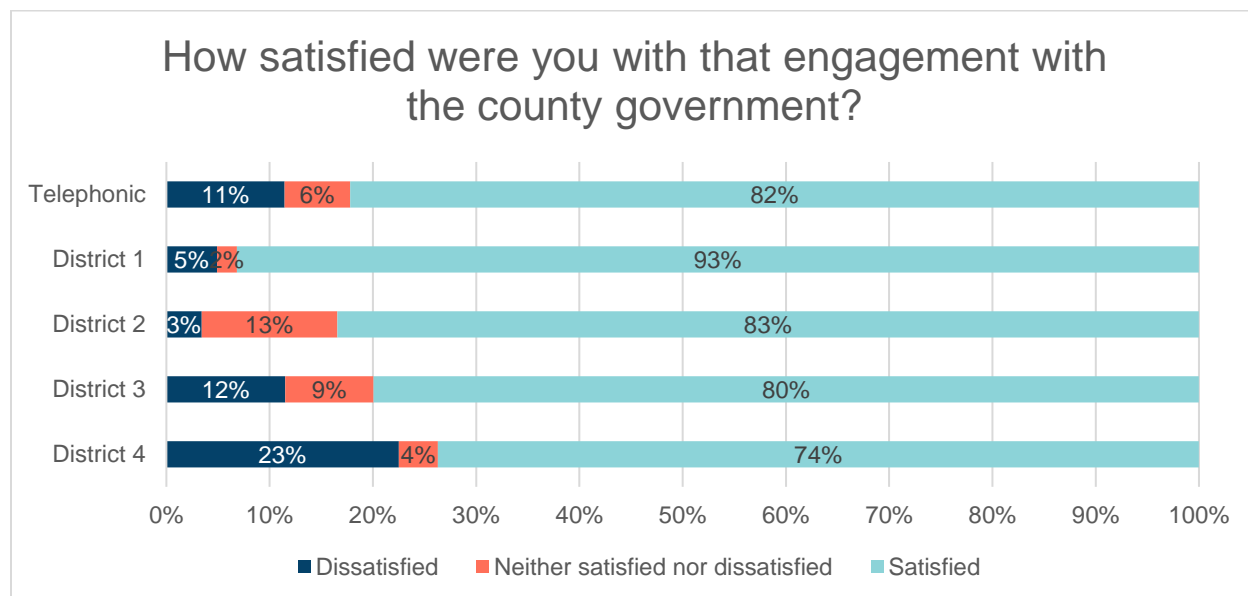
Engagement with Hillsborough County

This section explores residents' engagement with the Hillsborough County government. This first question provides a population-level estimate for the share of Hillsborough County residents who have contacted the government in some form or fashion within the last year. Overall, 11% of Hillsborough County residents have contacted the county government within the last year. More residents in District 4 have done so than those in the other three single-member districts.

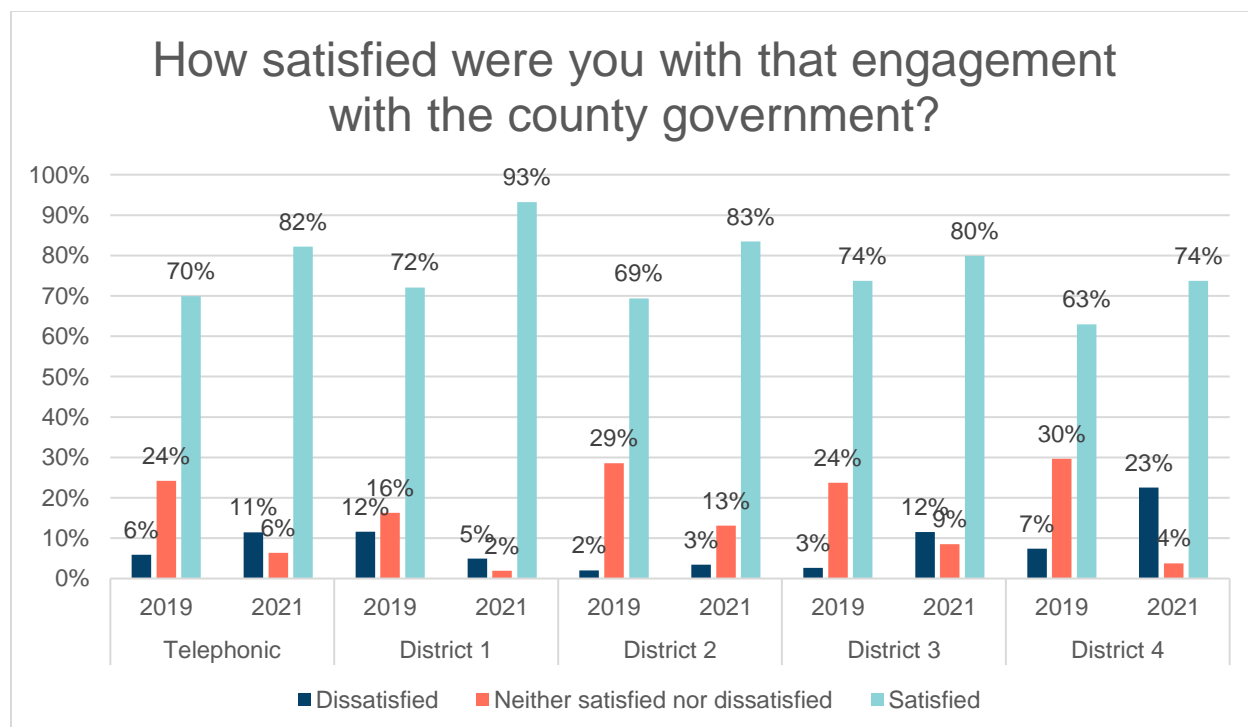


For residents that indicated that they had contacted the Hillsborough County government within the last year, a follow-up question asked about their level of satisfaction with that engagement. A strong majority – 82% - of residents were left satisfied by their engagement with Hillsborough County.

However, there is a clear district-level difference in satisfaction between the residents in different districts. Districts 1 and 2 had very low levels of dissatisfaction, at five and three percent respectively, while District 4 residents were more than twice the Hillsborough County aggregate, at 23%.



From 2019 to 2021, a bifurcation in satisfaction levels can be seen across the county. Residents are both more likely to indicate that they were satisfied and to indicate that they were dissatisfied than in the previous study for each district. Levels of "neither satisfied nor dissatisfied" declined markedly.



Trust and Confidence in Hillsborough County

The following question explores the trust in confidence that Hillsborough County residents have in their local government. This question uses nearly verbatim language from the Gallup poll, which has been conducted for decades, using the most recent values from data collected Aug 31-Sep 13 2020. The language of the Gallup question is:

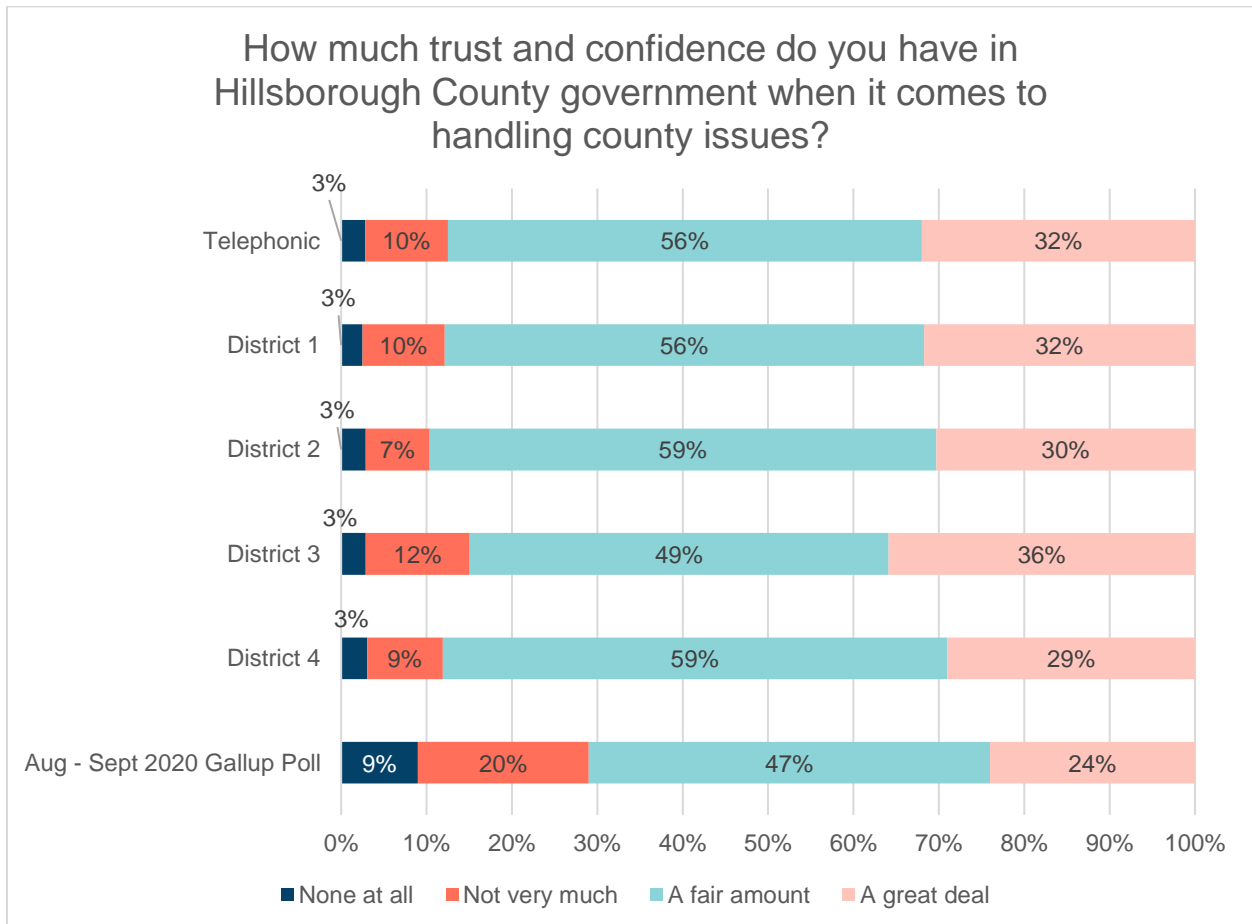
How much trust and confidence do you have in the local governments in the area where you live when it comes to handling local problems – a great deal, a fair amount, not very much, or none at all?

For Hillsborough County, the language is modified to mention the county by name, reading:

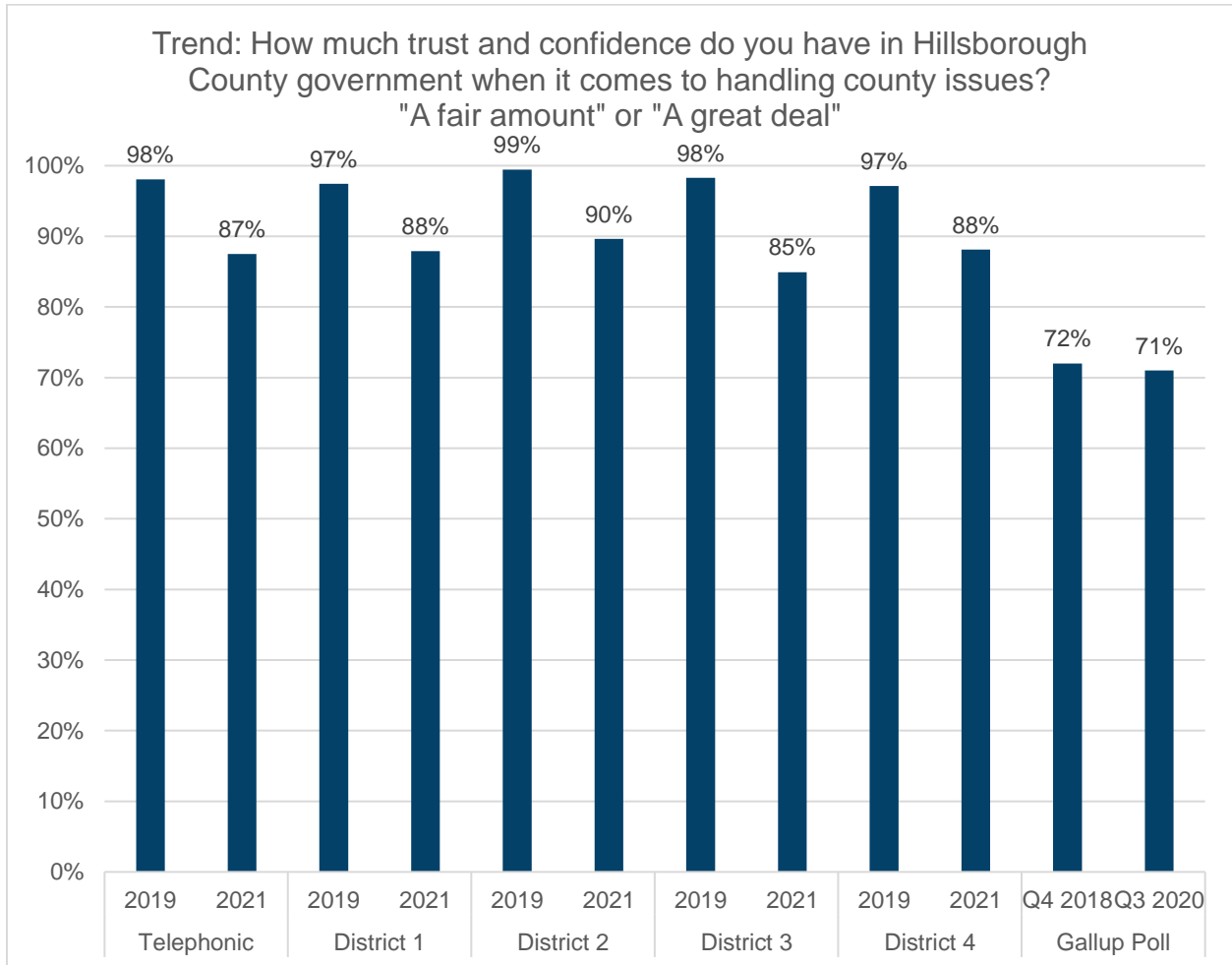
How much trust and confidence do you have in Hillsborough County government when it comes to handling county issues – a great deal, a fair amount, not very much, or none at all?

Overall, 87% of Hillsborough County residents place either "a fair amount" or "a great deal" of trust and confidence in the Hillsborough County government. In contrast, the average for local governments across the United States is 71%. This illustrates that Hillsborough County still enjoys a substantially higher level of trust and confidence than other local governments nationwide.

Despite differences in opinion across the four single-member districts on a number of different issues, levels of trust and confidence are largely the same for each district.



Considering changes from the previous iteration, levels of trust and confidence have dropped by between 10-13% across the board from 2019. In contrast, the average trust and confidence in local governments only dropped by one percent between 2018 and 2020 in the Gallup poll. It should be noted that these Gallup figures do not capture the impact of 2021, whereas this work does.



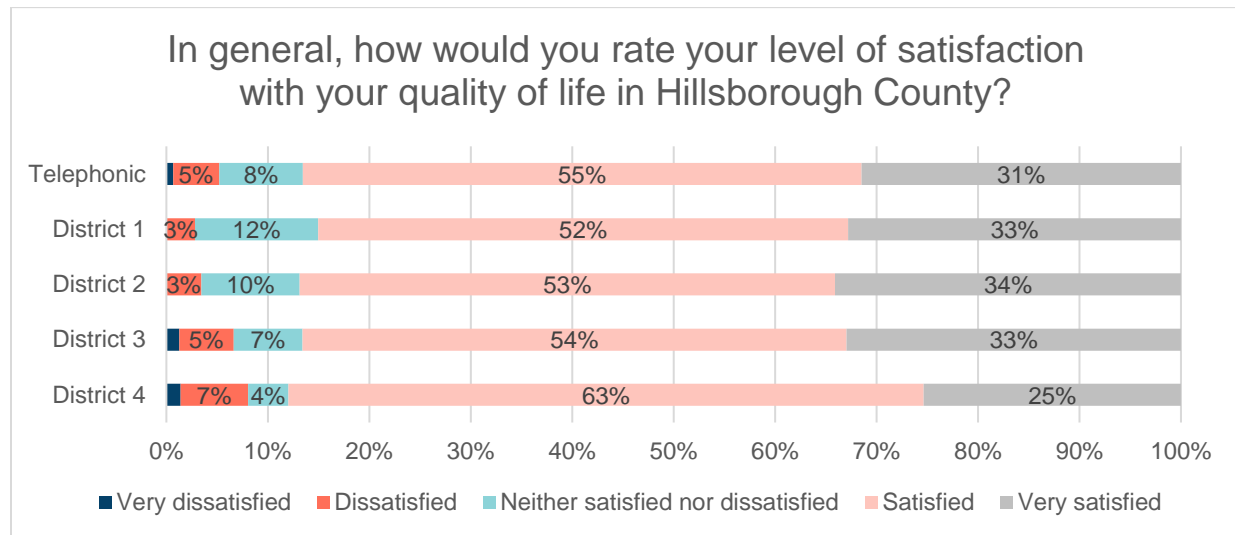
Quality of Life

The following section considers high-level considerations of the quality of life within Hillsborough County.

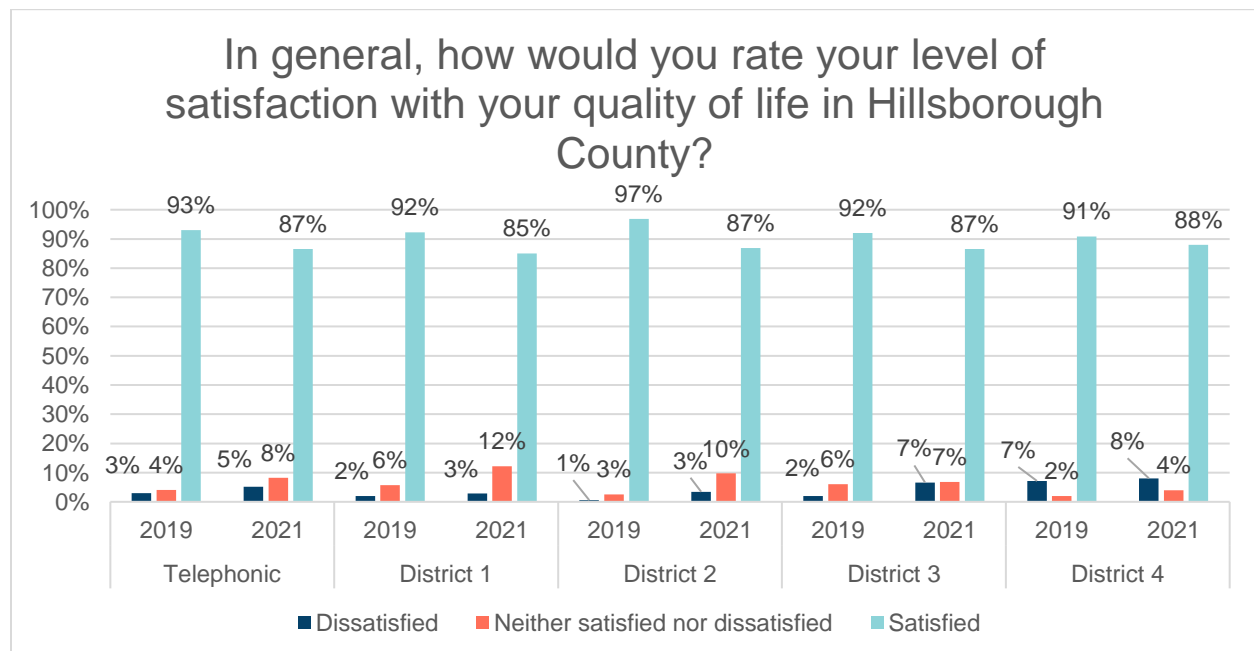
Currently

Satisfaction with quality of life predominates among Hillsborough County residents. When asked about their **current** quality of life, 87% of county residents say that they are either "satisfied" or "very satisfied."

Aggregate levels of satisfaction – considering both "satisfied" and "very satisfied" jointly – are very even between single-member districts. However, more residents in District 4 report their quality of life as only "satisfied" instead of "very satisfied."

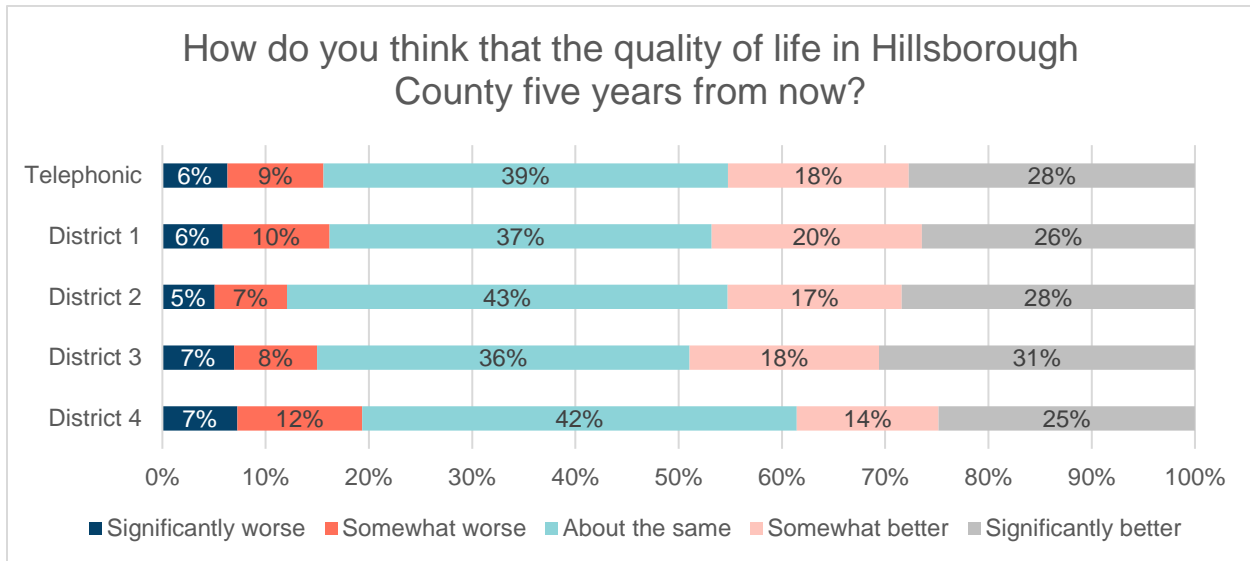


Between districts in Hillsborough County, the primary change is a slight shift from either "satisfied" or "very satisfied" into "neither satisfied nor dissatisfied" – levels of dissatisfaction remained constant.

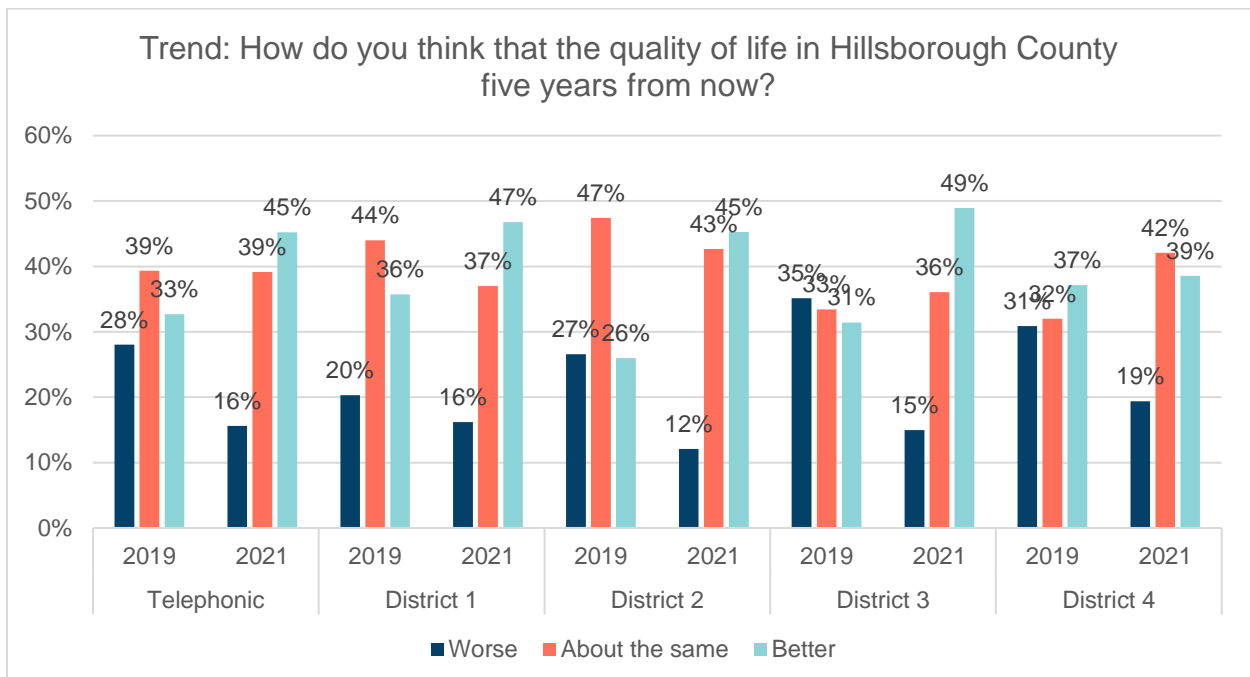


Five Years from Now

The next question asks residents to consider their future quality of life in Hillsborough County. A plurality – 45% – of Hillsborough County residents feel that the quality of life will be either "somewhat" or "significantly" better in five years. Future-facing quality of life is statistically even among Districts 1-3; however, District 4 is less likely to rate their future quality of life as better and instead more likely to say that it will be "about the same."



Hillsborough County residents are more optimistic about the future now than they were in 2019. In 2019, only one-third of county residents expressed optimism about their future quality of life. In 2021, that number has increased substantially to 45%, now the plurality of residents. The sharpest increase was seen in District 2, which improved by 19%, while the mildest increase was seen in District 4, improving only by 2%. However, even among District 4, the share of residents expressing a concern that the quality of life will be worse dropped from 31% in 2019 to only 19% in 2021.

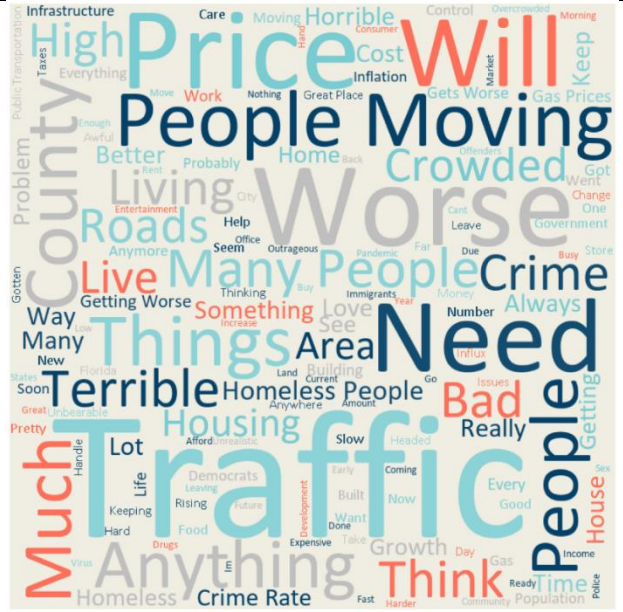


What makes you say that about your quality of life prediction in five years?

Better



Worse

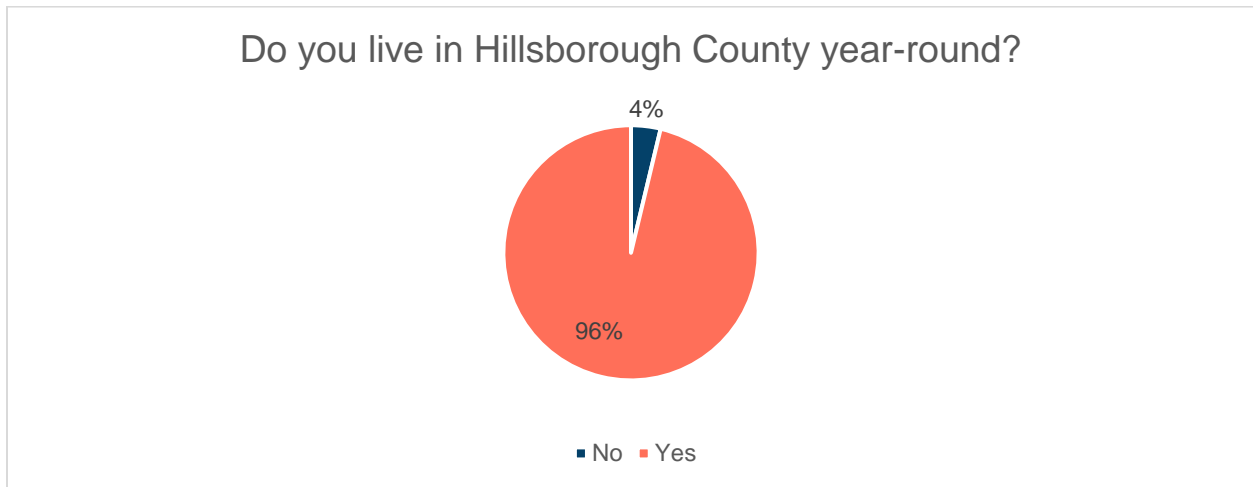


Online Study Findings

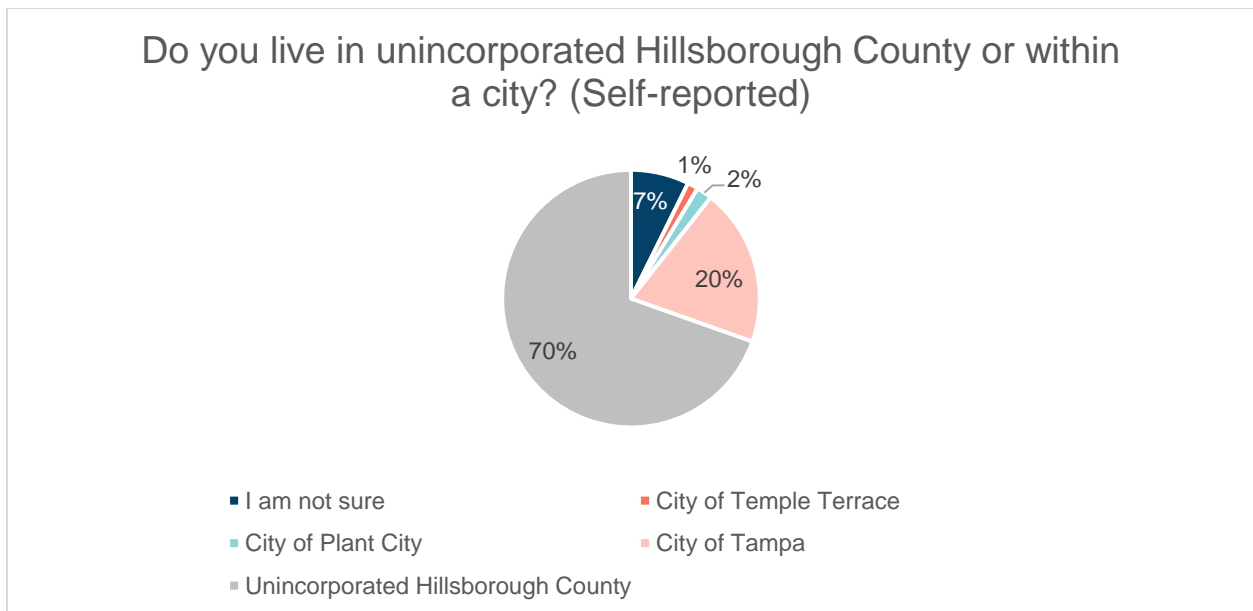
The following section details the results of the online companion study. ***It is important to note that the online survey is not representative of Hillsborough County residents.*** Online survey responses are not only unrepresentative of Hillsborough County's demographic makeup, but furthermore, the sample is affected by self-selection bias due to the way in which the survey was distributed. Therefore, the only valid interpretation of these findings is that they reflect a segment of Hillsborough County who feels passionately about County issues and wishes to express their feedback on them.

Demographics

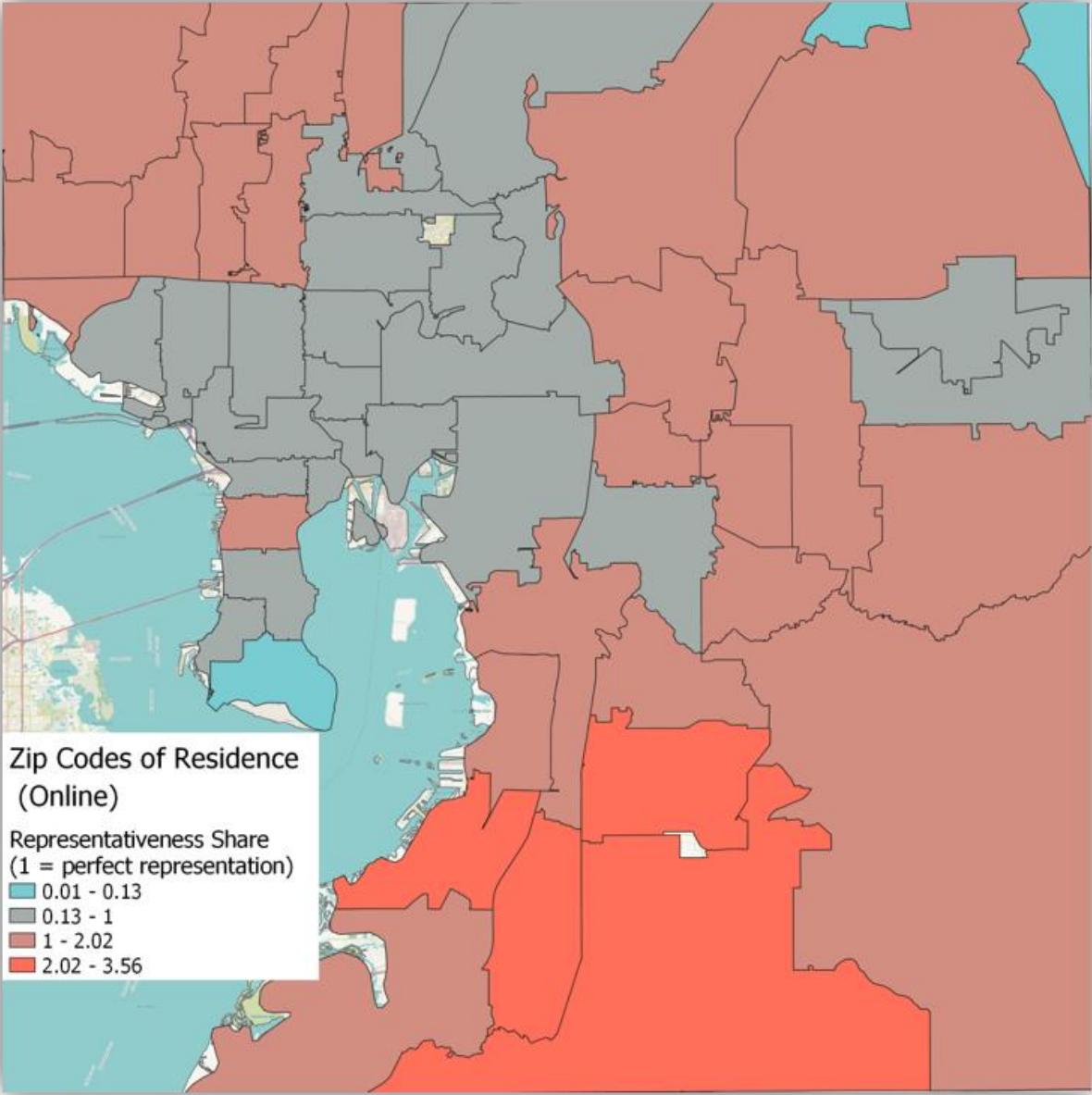
Unlike the telephonic survey, which spoke exclusively to year-round county residents, 4% of the online survey respondents are part-time or seasonal residents.



The majority of respondents to the online survey indicated that they live within unincorporated Hillsborough County. Surprisingly, 7% of online survey respondents were unsure of where they lived in the area.



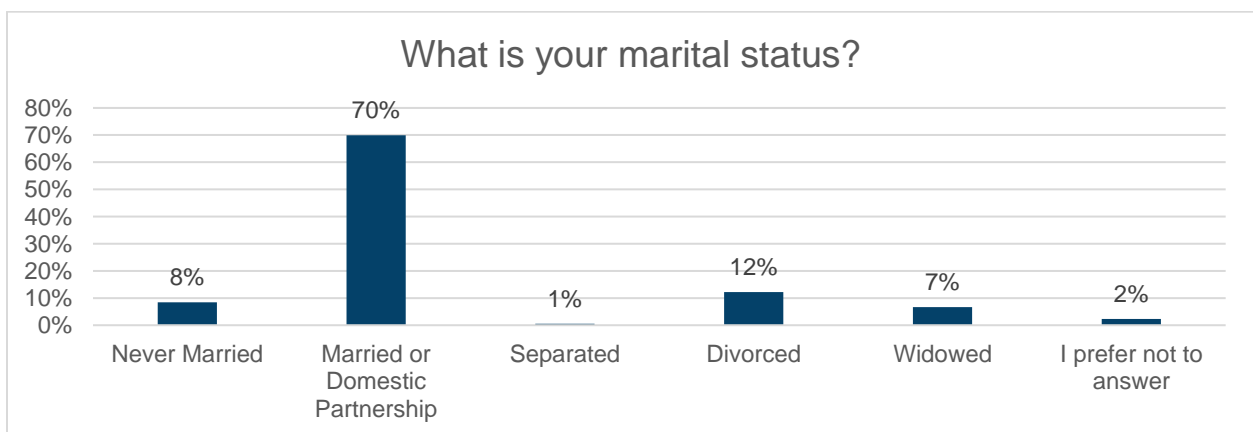
Online survey respondents provided their home zip codes in a follow-up question. These results, plotted below, indicate that the self-reported location data largely corresponds to reality. There is a clear bias towards unincorporated Hillsborough County residents in the online sample, and the overrepresentation of the data is most stark in the southernmost zip codes of the county.



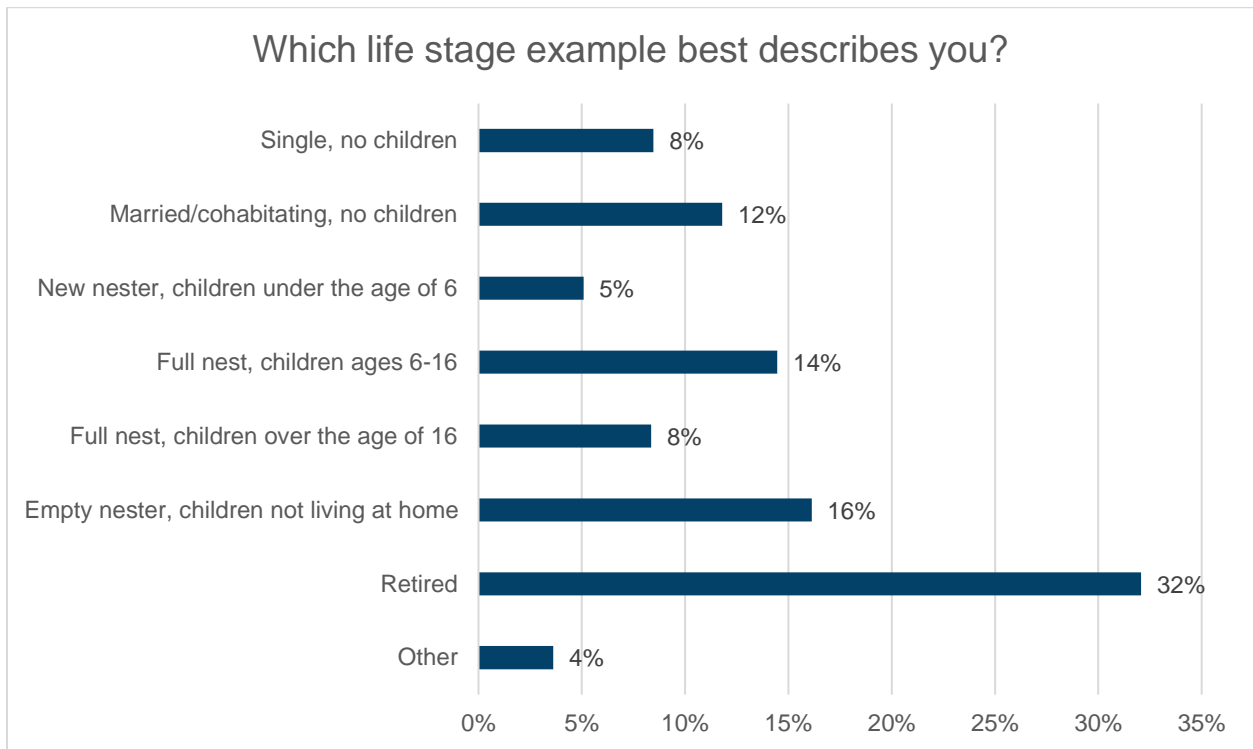
The following table illustrates the clear distinction between the controlled telephonic sample and the uncontrolled online survey respondents. Respondents between the ages of 55 and 74 are overrepresented, while those under the age of 34 are underrepresented. White residents are overrepresented in the online survey results, while residents of color are underrepresented. The sample is also skewed towards females over males and those with advanced degrees over those with no degree or a high school degree only.

Demographic Sample Comparisons		
	Online	Telephonic
Age		
Under 25	1%	11%
25-34	8%	20%
35-44	16%	18%
45-54	20%	17%
55-64	25%	16%
65-74	20%	11%
75+	7%	8%
NA/Refused	3%	0%
Race		
White or Caucasian	67%	47%
Black or African American	6%	16%
Hispanic or Latino	10%	30%
Asian/Pacific Islander	1%	6%
Other	4%	1%
NA/Refused	12%	0%
Highest Education Level		
Less than High School or High School/GED	9%	38%
Trade/Vocational/Some College/Associate's Degree	31%	27%
Bachelor's Degree	32%	22%
Graduate or Professional Degree	28%	13%
Gender		
Male	42%	49%
Female	52%	51%
Other	6%	-

Respondents to the online sample were overwhelmingly likely to be currently married, with seven in ten respondents selecting that option.

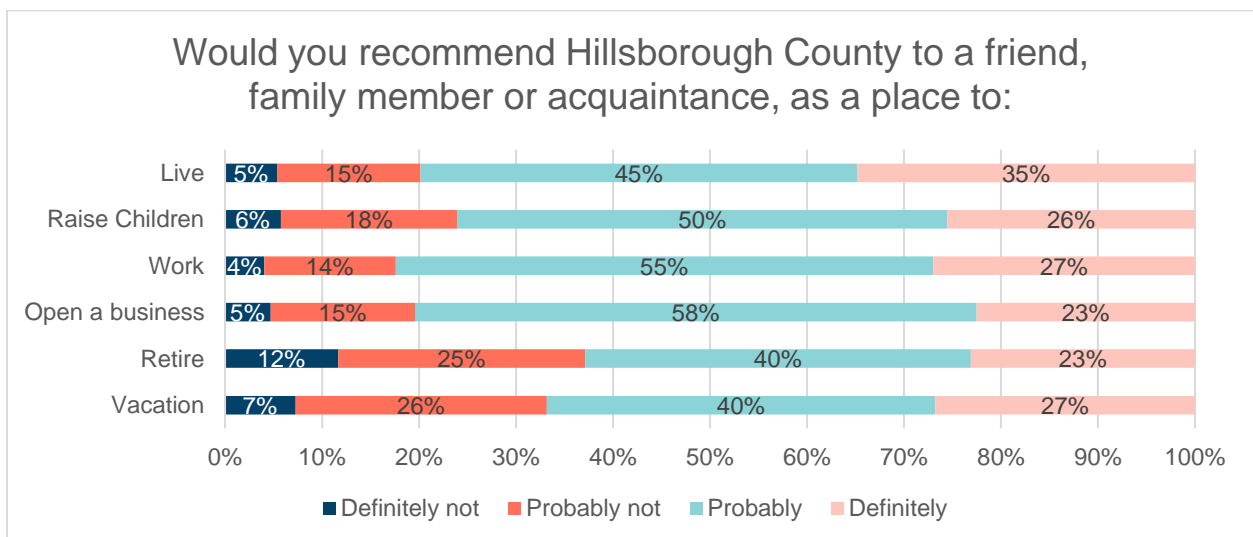


This life stages question, exclusive to the online survey, provides additional distinction to the demographics of the online sample. A third (32%) of online survey respondents are retired, while a further 16% are empty nesters.



Recommending Hillsborough County

Recommendation levels among the online sample are still high for all six tested categories, with no category having recommendation levels lower than 50% for the combination of "probably" and "definitely." However, recommendation levels are lowest for recommending Hillsborough County as a place to retire, which is concerning given the high number of retirees in the online sample.



**Note: for this question, direct comparison to telephonic results is not possible due to differences in the answer options provided for each survey instrument.*

Expectation Gaps

Importance

Importance scores assigned by the online sample are similar to those for the telephonic survey, placing a priority on safety at the top of the rankings. However, greenspace-related categories like parks and public spaces, nature preserves, and cleanliness of public spaces rank higher for the online respondents, who are much less concerned about road infrastructure, traffic, and most notably, public transit.

Importance	2021 Online	2019 Online	2021 Telephonic
Fire and emergency services	9.08	9.23	9.17
Personal safety	8.88	9.39	9.16
Cleanliness of public spaces	8.66	8.20	9.05
Water and waste management	8.61	8.99	9.04
Parks and public spaces	8.49	8.52	8.84
Nature preserves	8.41	9.01	8.85
Infrastructure: Public roads, bridges, technology, and architecture	8.41	9.10	9.17
Storm and flooding resiliency	8.36	8.89	9.04
Traffic flow on major roads	8.20	9.26	9.02
Career opportunities for my children	8.05	7.60	8.00
Supportive services for an aging population	7.99	8.07	8.78
Pedestrian safety	7.90	8.22	8.92
Cultural events, social activities, and recreation opportunities	7.89	8.09	8.53
Affordable/attainable housing	7.86	8.57	9.00
Jobs for my skillset	7.83	8.23	7.71
Sense of community	7.83	8.12	8.41
Parking availability	7.65	7.92	8.82
Health care and support services for economically challenged residents	7.64	7.75	8.82
Mental and behavioral health support services	7.50	7.85	8.85
Residential and community services for foster-care youth	7.32	7.42	8.71
Sustainable/green initiatives (NEW)	7.25	-	7.17
Bicyclist safety	7.18	7.23	8.77
Homeless support services	7.01	7.09	8.74
Public transit	6.83	7.47	7.99

Experience

Likewise, experience scores generally track to those provided by the telephonic survey instrument, although online respondents generally provide a lower score for experience than their telephonic counterparts. Two exceptions to that trend are found with "fire and emergency services" and "jobs for my skillset," where the online survey respondents provide a higher score than their telephonic counterparts.

Experience	2021 Online	2019 Online	2021 Telephonic
Parks and public spaces	7.39	6.96	8.18
Nature preserves	7.17	6.32	7.98
Fire and emergency services	8.09	7.77	7.96
Cultural events, social activities, and recreation opportunities	6.92	6.76	7.72
Cleanliness of public spaces	6.77	6.52	7.60
Water and waste management	6.55	6.38	7.58
Personal safety	6.90	6.62	7.44
Storm and flooding resiliency	6.12	5.60	7.34
Infrastructure: Public roads, bridges, technology, and architecture	5.49	4.51	7.34
Sense of community	6.21	5.88	7.29
Jobs for my skillset	7.21	7.03	7.16
Bicyclist safety	5.64	4.83	7.13
Career opportunities for my children	6.89	6.32	7.12
Pedestrian safety	5.80	4.86	7.01
Public transit	5.03	4.07	6.91
Supportive services for an aging population	6.18	5.13	6.81
Health care and support services for economically challenged residents	6.14	5.72	6.64
Affordable/attainable housing	5.51	5.63	6.56
Sustainable/green initiatives (NEW)	5.67	-	6.51
Parking availability	5.86	5.23	6.44
Residential and community services for foster-care youth	5.59	5.63	6.18
Traffic flow on major roads	4.62	3.20	6.17
Mental and behavioral health support services	5.47	4.97	6.15
Homeless support services	5.35	5.01	6.10

Expectation Gap

Like their telephonic counterparts, online survey respondents place a very high priority on improving the traffic situation within Hillsborough County. This is reflected in their scores for both "traffic flow on major roads" and "infrastructure."

Expectation Gaps	2021 Online	2019 Online	2021 Telephonic
Traffic flow on major roads	3.57	6.06	2.85
Mental and behavioral health support services	2.03	2.88	2.70
Homeless support services	1.66	2.08	2.64
Residential and community services for foster-care youth	1.73	1.79	2.53
Affordable/attainable housing	2.35	2.94	2.44
Parking availability	1.79	2.69	2.38
Health care and support services for economically challenged residents	1.50	2.03	2.18
Supportive services for an aging population	1.82	2.95	1.97
Pedestrian safety	2.10	3.35	1.91
Infrastructure: Public roads, bridges, technology, and architecture	2.92	4.60	1.83
Personal safety	1.99	2.77	1.72
Storm and flooding resiliency	2.24	3.29	1.69
Bicyclist safety	1.54	2.41	1.64
Water and waste management	2.06	2.61	1.45
Cleanliness of public spaces	1.89	1.68	1.45
Fire and emergency services	0.99	1.46	1.21
Sense of community	1.62	2.23	1.11
Public transit	1.79	3.40	1.08
Career opportunities for my children	1.17	1.28	0.88
Nature preserves	1.24	2.69	0.87
Cultural events, social activities, and recreation opportunities	0.97	1.33	0.81
Sustainable/green initiatives (NEW)	1.58	-	0.67
Parks and public spaces	1.11	1.56	0.66
Jobs for my skillset	0.62	1.20	0.55

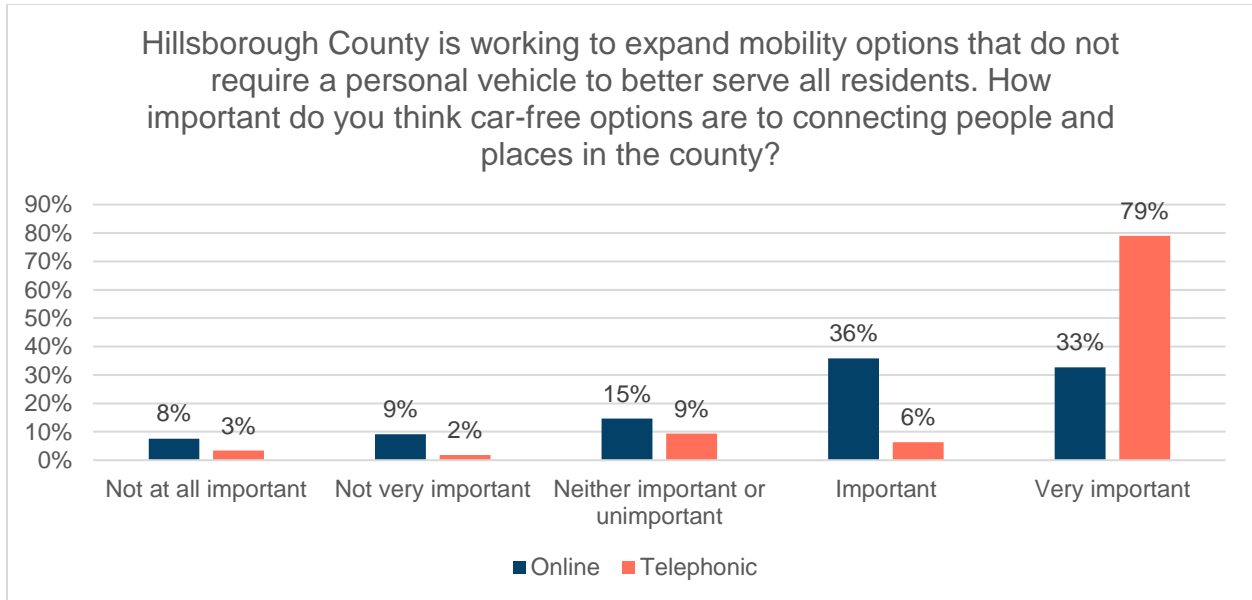
A review of the top-three rankings for importance, experience, and expectation gaps shines a light on the distinctions of opinion between these very different audiences. Both online and telephonic residents place a high priority on public safety – fire and police – while online respondents consider public space cleanliness more important, whereas telephonic respondents place a higher importance on infrastructure. Both groups rank their experiences with "parks and public spaces" and "fire and emergency services" highly.

The strongest distinction, however, arises when considering the expectation gaps. Both tellingly have the highest expectation gap related to traffic flow issues in Hillsborough County. Beyond that commonality, though, their priorities for the county diverge. Telephonic results – again, the gold standard – place a high priority on mental health and homelessness issues within Hillsborough County. In contrast, online survey respondents prioritize infrastructure and housing affordability.

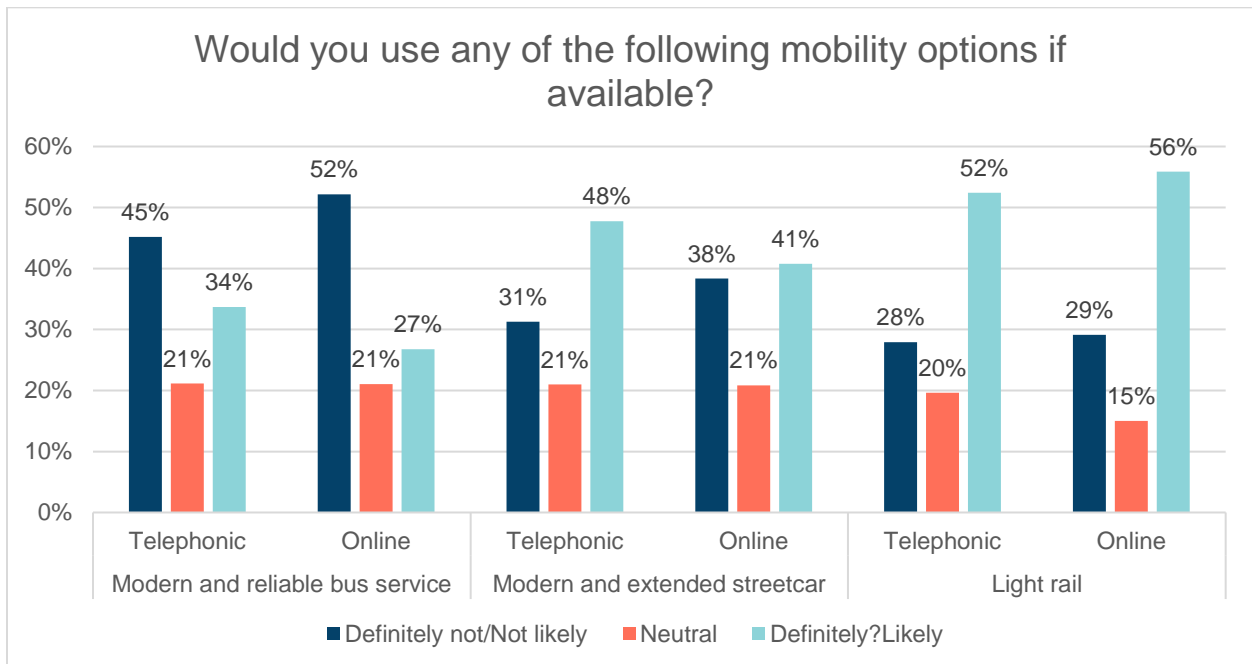
2021: Top Three Items						
Ranking	Importance		Experience		Gap	
	Telephonic	Online	Telephonic	Online	Telephonic	Online
1	Fire and emergency services	Fire and emergency services	Parks and public spaces	Fire and emergency services	Traffic flow on major roads	Traffic flow on major roads
2	Public roads, bridges, technology, and architecture	Personal safety	Nature preserves	Parks and public spaces	Mental and behavioral health support services	Public roads, bridges, technology, and architecture
3	Personal safety	Cleanliness of public spaces	Fire and emergency services	Jobs for my skillset	Homeless support services	Affordable/attainable housing

Mobility Options

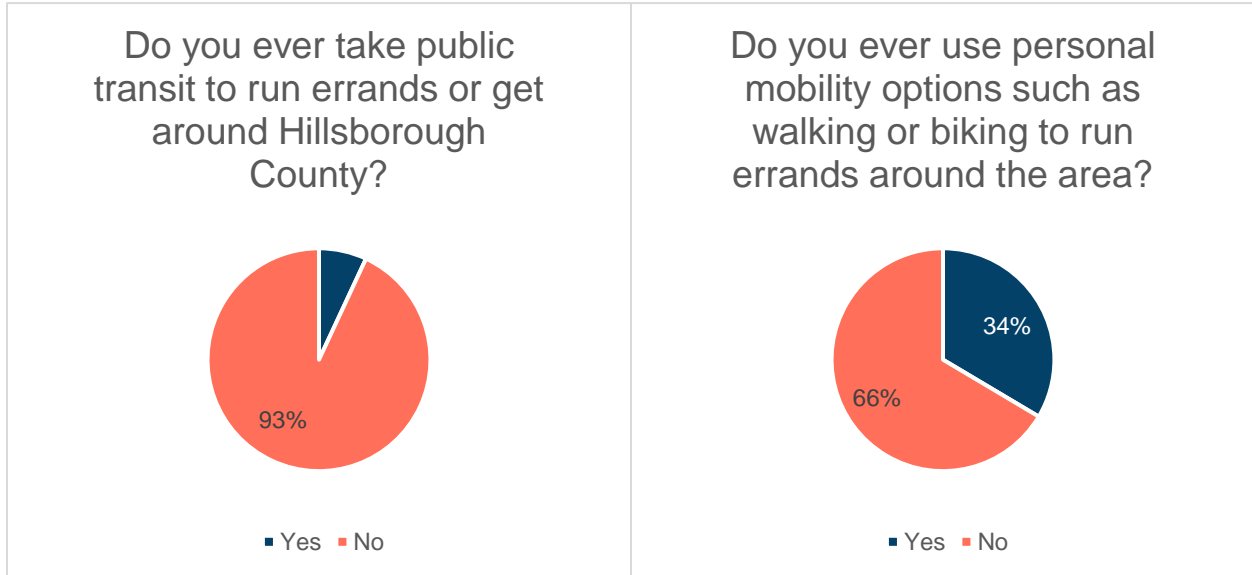
Online respondents were much less convinced that car-free options were important for connecting people and places in Hillsborough County. Considering that the majority of the online respondent base live in areas without nearby rail and streetcar access, and in many cases, have limited service from current bus routes, this is unsurprising. Despite that, 69% of the online survey respondents maintain that car-free options are either "important" or "very important."



There is an impressive degree of commonality between the online and telephonic datasets regarding the three mobility options tested. Both groups place the highest likelihood of taking advantage of light rail options, followed by the streetcar, followed by bus service. In fact, online respondents were more likely than telephonic respondents to indicate that they would leverage light rail, which is in contrast to the generally more negative responses provided by the online dataset.

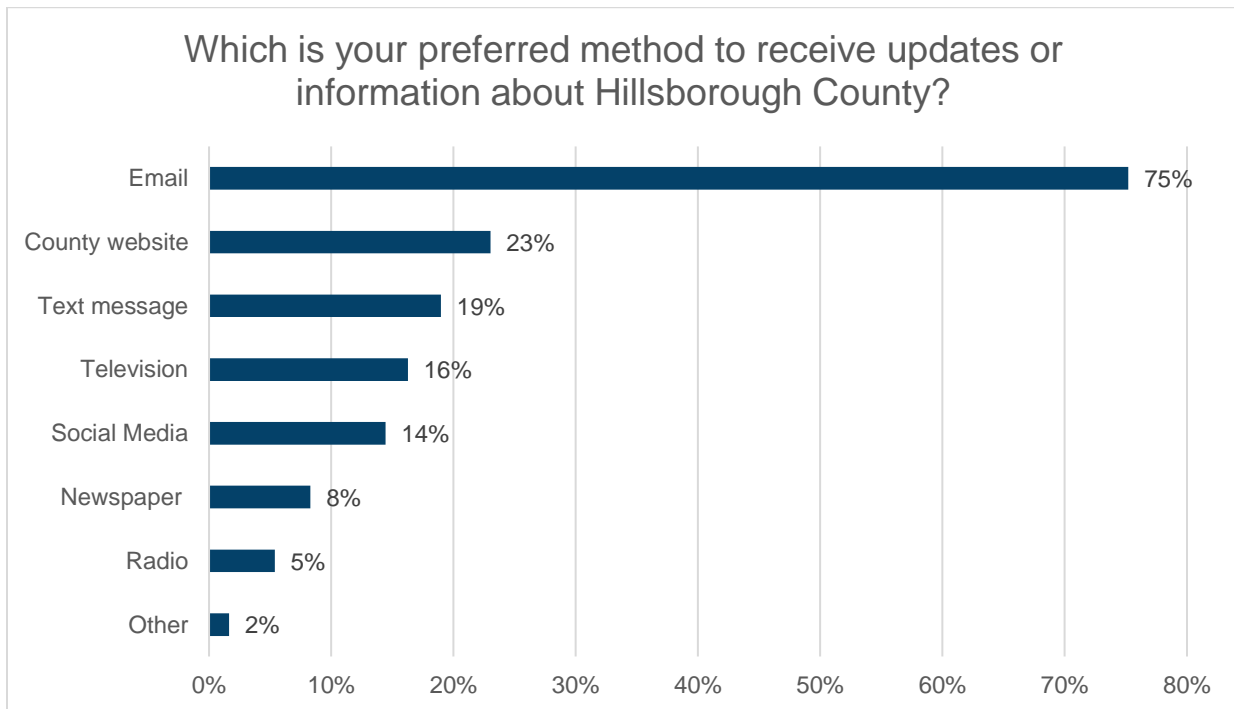


Exclusive to the online survey were two questions asking respondents whether they currently, personally take public transit or walk/bike to run errands. The "errand" language was used to distinguish between leisure and exercise reasons for biking or walking. One-third (34%) of the online survey respondents indicated that they walk or bike at least sometimes to run errands, while only 7% indicated the same for public transit.

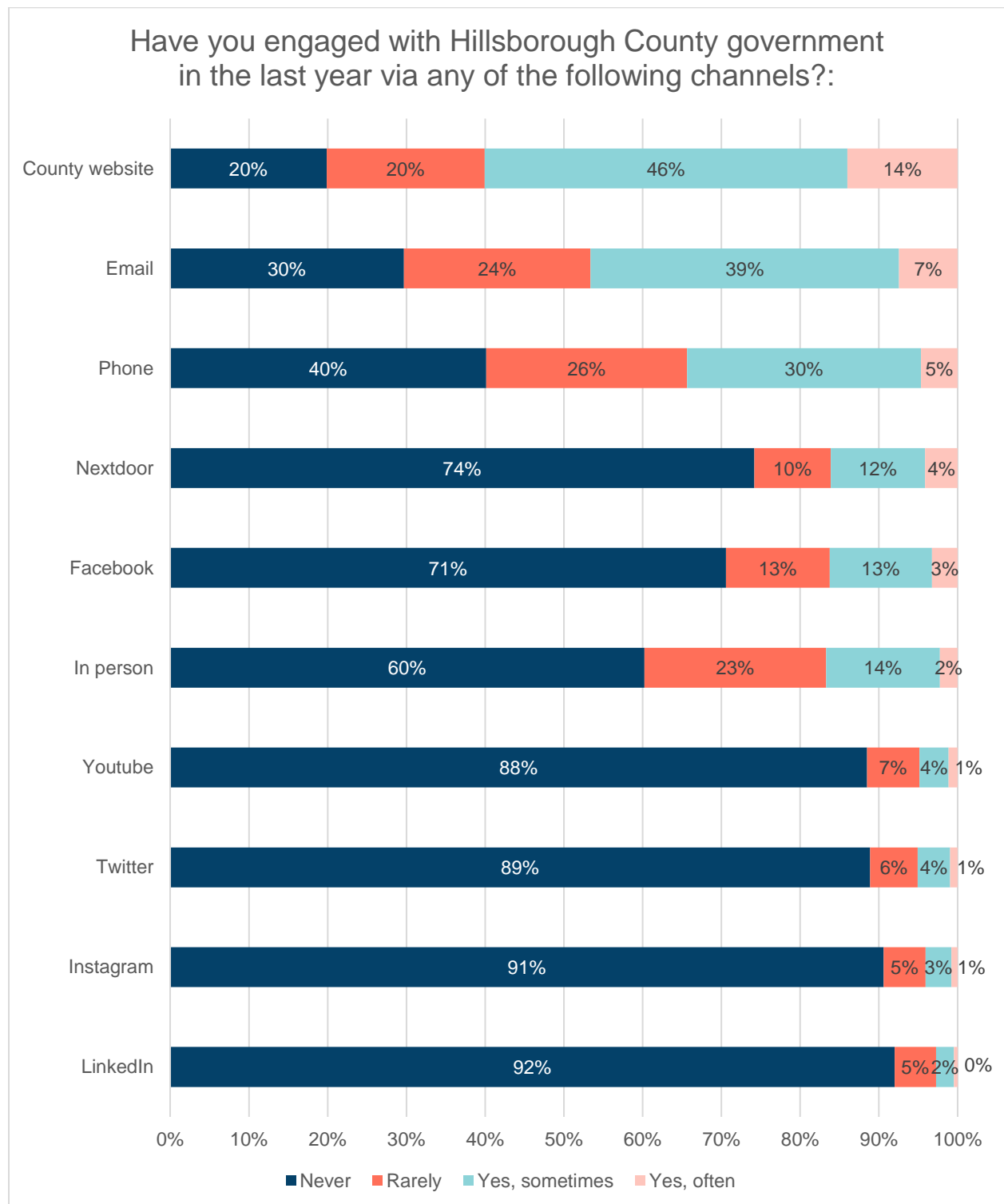


Engagement with Hillsborough County

Another online-only survey question asked about the means by which they receive updates from Hillsborough County. In terms of preferences, email is the clear winner – 75% of online survey respondents prefer to receive county news via email. The Hillsborough County website is the second-most preferred method, with only 23% of respondents preferring that avenue.

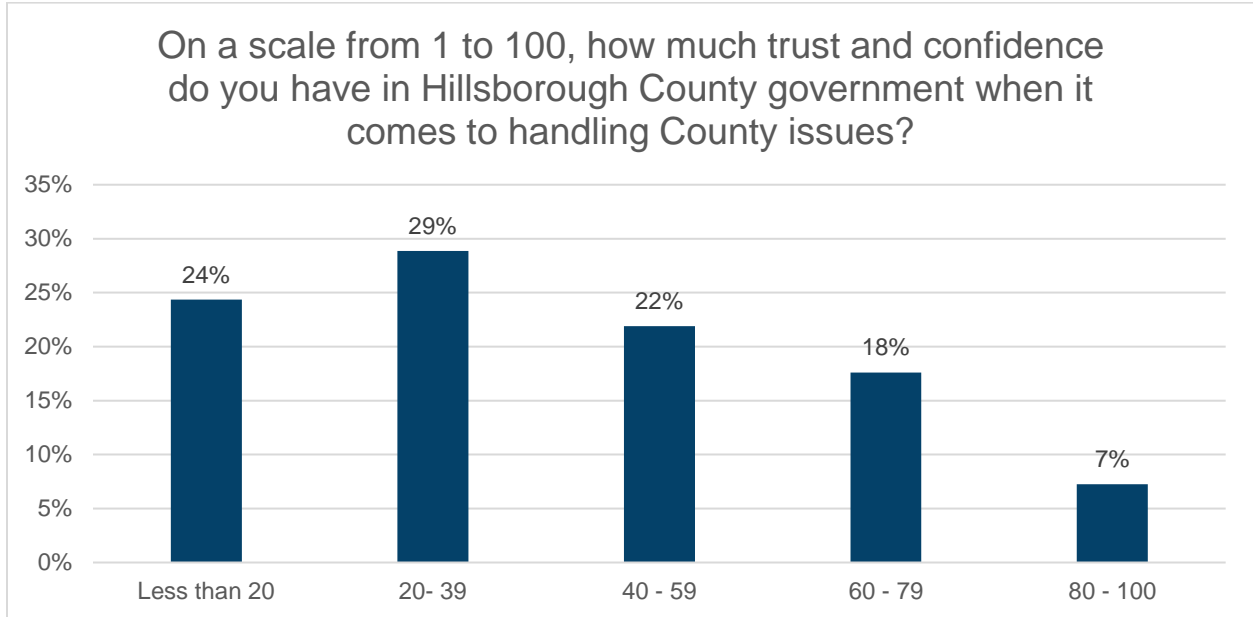


Online survey respondents' experiences correspond closely to their preferences, with most online respondents having engaged with the county via the website and email in the last year. Social media engagement was noticeably lower but higher for Nextdoor and Facebook than other platforms.



Trust and Confidence in Hillsborough County

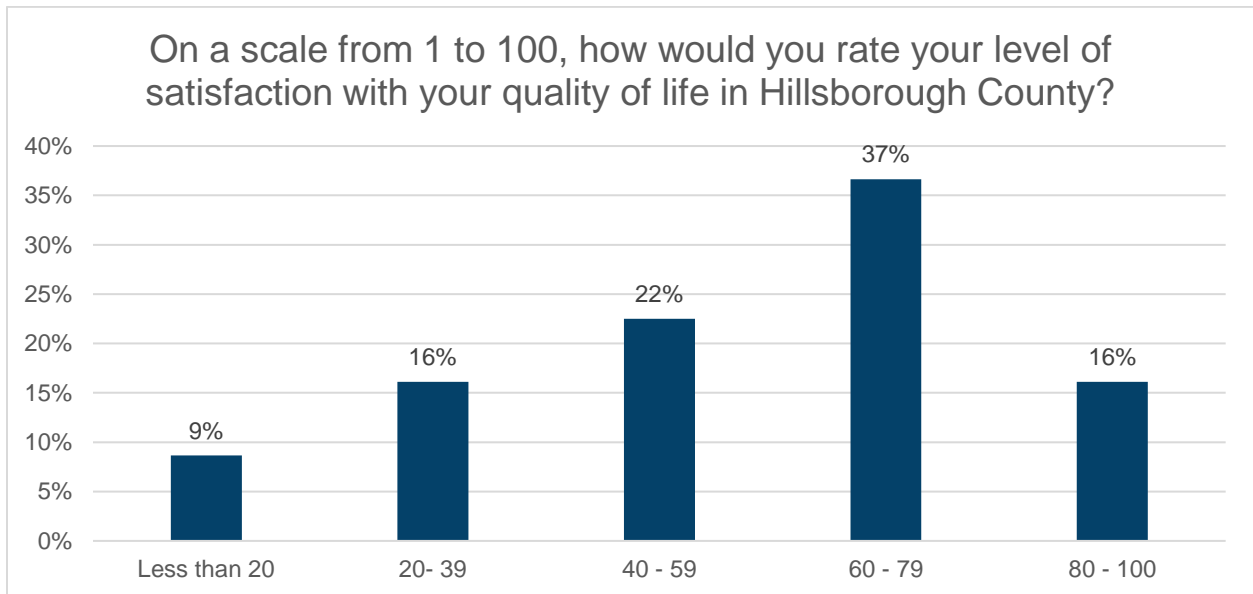
Shape differences in opinion regarding trust and confidence exist between the online survey respondents and the randomly sampled telephonic results. When given a sliding scale between 1-100, a majority of online survey respondents express a low (less than 50/100) confidence in the Hillsborough County government.



Quality of Life

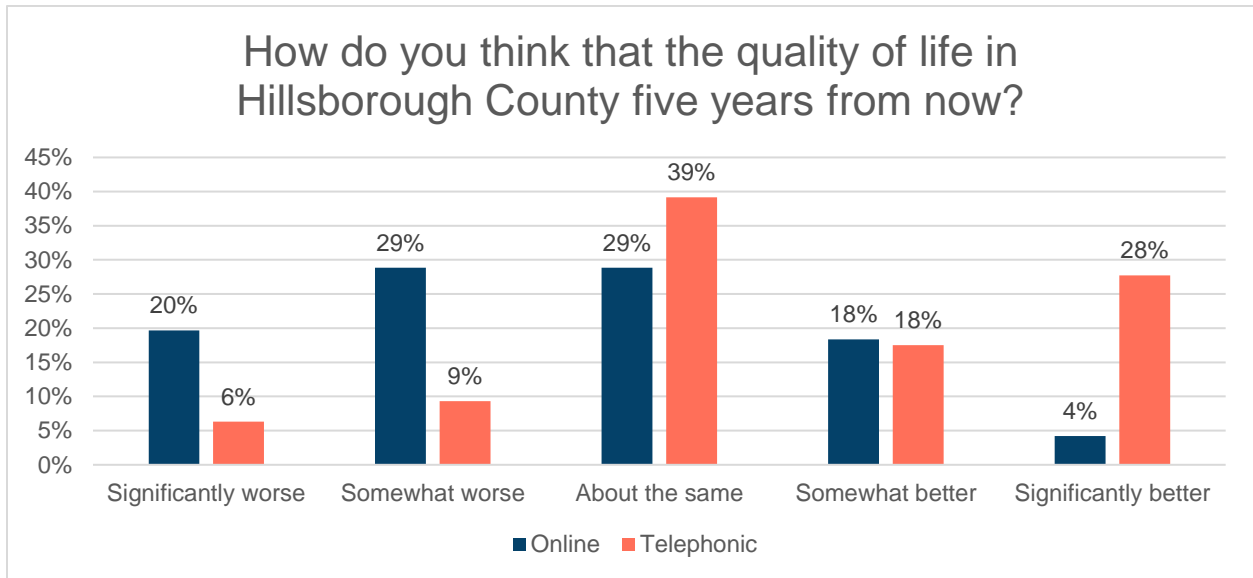
Currently

In terms of quality of life, online respondents were given the same sliding scale as the previous question. Generally, their quality of life was rated favorably, and results, although not directly comparable due to differences in question phrasing, are comparable to the telephonic survey.



Five Years from Now

The sharpest distinction between the online and telephonic survey results lies with the two groups' perceptions on the future quality of life in Hillsborough County. While the random sample of county residents polled over the phone is very optimistic about five years from now, the opposite is true for online survey respondents. Only 22% of the online sample claimed that the quality of life in five years would be better.



Conclusion

Despite the unprecedented events of the previous two years, Hillsborough County has largely maintained broad levels of support among the residents it serves. When it comes to recommending the county, levels diminished somewhat from the extremely high point in 2019, but large majorities of the county still maintain their recommendation. Trust and confidence in Hillsborough County remain very high, at 87%. Furthermore, the Hillsborough County government still polls well above the national average as ascertained by Gallup in 2020, which does not consider the events of the previous year.

As with the previous iteration, Online respondents were much more critical than telephonic respondents. However, even among this unrepresentative sample, levels of recommendation among these respondents were also positive, between 67-80%.

Large majorities of Hillsborough County affirm the importance of developing car-free options for connecting people and places across the area. Furthermore, "traffic flow on major roads" was the strongest expectation gap among 25 different community characteristics, rising from third place in 2019.

When considering three mobility options – light rail, an expanded streetcar system, and improved bus service, residents express a preference for rail and streetcar options over buses. However, residents place considerably higher importance on and have much greater expectations of the areas of traffic flow and public roads than public transportation. This suggests that while residents are supportive of expanded public transportation options, they prioritize being able to drive easily to places in the aggregate.

Hillsborough County residents continue to emphasize the importance of supporting the county's most vulnerable. In a change from 2019, homelessness has risen in priority even among the other still-important priorities such as support for foster-care youth and traffic flow.

Hillsborough County continues its pattern of meeting expectations for parks, preserves, public cleanliness, and other greenspace-related themes. They have consistently ranked highly among Hillsborough County residents' experience scores, a trend that has only increased in 2021.

Online residents asked about their preferred means for hearing from Hillsborough County strongly preferred to be updated about news and events via either email or the county website. District 4 – which was overrepresented in the online survey – experienced a doubling of contact with Hillsborough County officials in the telephonic survey as well.

Lastly, despite all of the pandemic-related disruption experienced between 2019 and now, Hillsborough County residents rate their quality of life similarly between the two time periods. Most promisingly, there has been a large increase in residents expressing optimism that their future quality of life will be better in five years. Hillsborough County government should take pride in having “weathered the storm” of the past two years and look to these changes in expectations as it crafts future policies.

Citations

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Appendix A: Telephonic Survey Instrument

2021 Hillsborough County Government Citizen Survey

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

Questions:

(1) Do you live in (Read: Zip code from file)? **Yes / No** <if no, terminate>

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

<if incorporated, ask> (2a) Which city? _____

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

(4) In which of the categories does your current age fall? **Under 24 / 25-34 / 35-44 / 45-54/ 55-64 / 65-74 / 75+**

(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. <Randomize order when reading to respondent and remind respondent after every 6 questions they are rating importance that their community possesses>

Jobs for my skillset (1)

Career opportunities for my children (1)

Affordable/attainable housing (1)

Personal safety (2)

Bicyclist safety (2)

Pedestrian safety (2)

Fire and emergency services (2)

Parks and public spaces (3)

Sense of community (3)

Cleanliness of public spaces (3)

Nature preserves (3)

Cultural events, social activities, and recreation opportunities (3)

Sustainable/green initiatives (Includes solar, electric charging stations, if asked) (3)

Health care and support services for economically challenged residents (Includes children and families, if asked) (4)

Homeless support services (4)

Mental and behavioral health support services (4)

Supportive services for an aging population (4)

Residential and community services for foster-care youth (4)

Public roads, bridges, technology and architecture (5)

Water and waste management (5)

Public transit (5)

Traffic flow on major roads (5)

Parking availability (5)

Storm and flooding resiliency (5)

(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. < Randomize order when reading to respondent and remind respondent after every 6 questions they are rating the experience within their community>

Jobs for my skillset (1)

Career opportunities for my children (1)

Affordable/attainable housing (1)

Personal safety (2)

Bicyclist safety (2)

Pedestrian safety (2)

Fire and emergency services (2)

Parks and public spaces (3)

Sense of community (3)

Cleanliness of public spaces (3)

Nature preserves (3)

Cultural events, social activities, and recreation opportunities (3)

Sustainable/green initiatives (Includes solar, electric charging stations, if asked) (3)

Health care and support services for economically challenged residents (Includes children and families, if asked) (4)

Homeless support services (4)

Mental and behavioral health support services (4)

Supportive services for an aging population (4)

Residential and community services for foster-care youth (4)

Public roads, bridges, technology and architecture (5)

Water and waste management (5)

Public transit (5)

Traffic flow on major roads (5)

Parking availability (5)

Storm and flooding resiliency (5)

(8) The community is working to expand mobility options that do not require a personal vehicle for all residents. On a scale of one to five, where one is "not at all important" and five is "very important," how important do you think car-free options are to connecting people and places in the county? **Not at all important- 1/ 2/ 3/ 4/ Very important- 5**

(9) On a scale of one to five, where one is "definitely not" and five is "definitely," would you use any of the following alternative mobility options if available? **Definitely Not- 1/ 2/ 3/ 4/ Definitely- 5**

(9a) Modern and extended streetcar

(9b) Light rail

(9c) Modern and reliable bus service

(9d) Other: _____

(10) Have you engaged with Hillsborough County government in the last year? (Ex: social media, email, online, or direct contact) **Yes / No**

<if yes> (10a) What was the subject matter of the engagement? _____

(10b) How satisfied were you with that engagement with the county government?

Very satisfied / Satisfied / Neither satisfied nor dissatisfied / Dissatisfied / Very dissatisfied

(11) 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**

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

(13) 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**

(14) 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?**

(14a) What makes you say that? _____

(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 Log

Hillsborough County Government Citizen Survey 2021 Call Results

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Answer	6034	27.9	27.9	27.9
	Busy	316	1.5	1.5	29.4
	Answering Machine	5288	24.4	24.4	53.8
	Call Back	47	.2	.2	54.0
	Language Barrier	25	.1	.1	54.1
	Disconnect	3934	18.2	18.2	72.3
	Fax	91	.4	.4	72.7
	Terminated	321	1.5	1.5	74.2
	Refusal	4175	19.3	19.3	93.5
	Complete	1400	6.5	6.5	100.0
	Total	21631	100.0	100.0	

Appendix C: Online Survey Instrument

1. Are you a resident of Hillsborough County?
2. Do you live in unincorporated Hillsborough County or within a city?
3. Do you live in Hillsborough County year-round?
4. Zip code/address
5. Would you recommend Hillsborough County to a friend, family member, or acquaintance, as a place to _____ ?
 - a. live
 - b. raise children
 - c. work
 - d. open a business
 - e. retire
 - f. vacation
6. Hillsborough County is working to expand mobility options that do not require a personal vehicle to better serve all residents. How important do you think car-free options are to connecting people and places in the county?
7. Do you ever take public transit to run errands or get around Hillsborough County?
8. In your view, what factors would encourage you and members of your community to take mass transit options such as buses and streetcars more often?
 - a. Comments: In your view, what factors would encourage you and members of your community to take mass transit options such as buses and streetcars more often?
9. Do you ever use personal mobility options such as walking or biking to run errands around the area?
10. In your view, what would encourage you and members of your community to walk and bike to run errands and get around?
 - a. Comments: In your view, what would encourage you and members of your community to walk and bike to run errands and get around?
11. Please finish this sentence: Five years from now, I think that the quality of life in Hillsborough County will be (select the best option below):
12. In general, how would you rate your level of satisfaction with your quality of life in Hillsborough County?
13. How much trust and confidence do you have in Hillsborough County government when it comes to handling County issues?
14. Do you currently volunteer (or have you previously volunteered) in your neighborhood?
15. Do you currently volunteer (or have you previously volunteered) with an organization or nonprofit in Hillsborough County?
16. Working on community-based projects in Hillsborough County is something I am or would be interested in.
17. If given an opportunity, I would be interested in working with the County on a volunteer effort to improve my community.
18. If you could choose one improvement to make in your community, what would it be?
 - a. Comments: If you could choose one improvement to make in your community, what would it be?
19. Which is your preferred method to receive updates or information about Hillsborough County?

20. Other: Which is your preferred method to receive updates or information about Hillsborough County?
21. Which life stage example best describes you?
 - a. Other: Which life stage example best describes you?
22. What is your age?
23. What is your race/ethnicity?
24. What is your highest formal education level?
25. How do you describe yourself?
26. I currently volunteer/donate my time for an organization or non-profit in Hillsborough County.
27. I currently volunteer in my neighborhood.
28. What is your marital status?
29. How important is it to you, personally, that your community possesses the following characteristics?:
 - a. Jobs for my skill set
 - b. Career opportunities for young people
 - c. Affordable/attainable housing
 - d. Personal safety
 - e. Bicyclist safety
 - f. Pedestrian safety
 - g. Fire and emergency services
 - h. Parks and public spaces
 - i. Sense of community
 - j. Cleanliness of public spaces
 - k. Nature preserves
 - l. Cultural events, social activities, and recreation opportunities
 - m. Health care and support services for economically challenged residents
 - n. Homeless support services
 - o. Mental and behavioral health support services
 - p. Supportive services for an aging population
 - q. Residential and community services for foster-care youth
 - r. Infrastructure, public roads, bridges, technology and architecture
 - s. Water and waste management
 - t. Public transit
 - u. Traffic flow on major roads
 - v. Parking availability
 - w. Storm and flooding resiliency
 - x. Sustainability/green initiatives
30. In your personal experience, are these characteristics true of Hillsborough County?:
 - a. Jobs for my skill set
 - b. Career opportunities for young people
 - c. Affordable/attainable housing
 - d. Personal safety
 - e. Bicyclist safety
 - f. Pedestrian safety
 - g. Fire and emergency services
 - h. Parks and public spaces
 - i. Sense of community
 - j. Cleanliness of public spaces

- k. Nature preserves
 - l. Cultural events, social activities, and recreation opportunities
 - m. Health care and support services for economically challenged residents
 - n. Homeless support services
 - o. Mental and behavioral health support services
 - p. Supportive services for an aging population
 - q. Residential and community services for foster-care youth
 - r. Infrastructure, public roads, bridges, technology and architecture
 - s. Water and waste management
 - t. Public transit
 - u. Traffic flow on major roads
 - v. Parking availability
 - w. Storm and flooding resiliency
 - x. Sustainability/green initiatives
31. If available, how likely are you to use each of the following new and expanded alternative mobility options?:
- a. Modern and extended streetcar
 - b. Light rail
 - c. Modern and reliable bus service
32. Have you engaged with Hillsborough County government in the last year via any of the following channels?:
- a. Email
 - b. Phone
 - c. In person
 - d. County website
 - e. Social Media: Facebook
 - f. Social Media: Twitter
 - g. Social Media: Nextdoor
 - h. Social Media: Instagram
 - i. Social Media: Youtube
 - j. Social Media: LinkedIn

Appendix D: Significant Factors

Would you recommend Hillsborough County to a friend, family member, or acquaintance as a place to live?

Q5A	Freq
Definitely	65.0%
Probably	20.1%
Maybe	8.8%
Probably not	3.6%
Definitely not	2.6%

By District

	Dist 1	Dist 2	Dist 3	Dist 4
Definitely	69.5%	70.8%	62.2%	57.1%
Probably	16.4%	17.8%	20.8%	26.1%
Maybe	9.4%	6.8%	9.7%	8.9%
Probably not	2.7%	1.7%	4.9%	4.7%
Definitely not	1.9%	2.9%	2.4%	3.3%

By Race/Ethnicity

	White	Black	Hispanic	All Other
Definitely	66.2%	58.5%	69.4%	52.3%
Probably	19.8%	23.0%	18.2%	23.9%
Maybe	8.6%	10.1%	8.2%	9.1%
Probably not	2.9%	6.1%	2.1%	8.2%
Definitely not	2.5%	2.2%	2.0%	6.5%

By Age

	Under 25	25-34	35-44	45-54	55-64	65-74	75+
Definitely	55.9%	64.8%	63.9%	59.6%	63.5%	80.0%	74.6%
Probably	19.2%	22.3%	18.1%	27.6%	19.4%	11.5%	18.2%
Maybe	18.3%	8.4%	7.9%	6.7%	9.9%	5.9%	4.1%
Probably not	2.9%	4.0%	4.4%	3.6%	4.7%	0.6%	3.1%
Definitely not	3.7%	0.5%	5.8%	2.4%	2.5%	2.1%	0.0%

By Income

	Under \$25,000	\$25,000 to \$49,000	\$50,000 to \$74,000	\$75,000 to \$99,000	\$100,000 to \$149,000	\$150,000 +	(DO NOT READ) NA/ Refused
Definitely	49.7%	60.6%	63.9%	71.2%	86.9%	83.6%	59.6%
Probably	28.8%	27.3%	22.1%	13.2%	3.9%	0.0%	17.5%
Maybe	15.6%	8.7%	8.7%	6.3%	5.3%	10.9%	9.8%
Probably not	3.4%	1.6%	3.3%	7.5%	3.9%	5.5%	3.4%
Definitely not	2.4%	1.8%	2.0%	1.8%	0.0%	0.0%	9.7%

By Gender

	Male	Female
Definitely	64.8%	65.1%
Probably	21.6%	18.8%
Maybe	8.4%	9.1%
Probably not	3.0%	4.1%
Definitely not	2.3%	2.9%

By Homeownership

	Rent	Own
Definitely	55.1%	71.9%
Probably	22.6%	18.4%
Maybe	12.9%	5.9%
Probably not	4.2%	3.1%
Definitely not	5.2%	0.7%

By Children in home

	Yes	No
Definitely	63.8%	65.7%
Probably	21.6%	19.2%
Maybe	8.7%	8.9%
Probably not	4.7%	2.8%
Definitely not	1.2%	3.5%

By Tenure

	One year or less	2 to 4 years	5 to 9 years	10 to 14 years	15 years or more
Definitely	55.7%	82.0%	75.7%	65.6%	61.1%
Probably	13.2%	5.2%	12.9%	19.4%	23.3%
Maybe	31.1%	10.3%	3.5%	5.8%	11.2%
Probably not	0.0%	2.5%	5.4%	4.9%	2.6%
Definitely not	0.0%	0.0%	2.6%	4.4%	1.8%

By Contacted Hillsborough County in past year

	Yes	No
Definitely	65.4%	64.9%
Probably	19.3%	20.2%
Maybe	11.2%	8.5%
Probably not	1.6%	3.8%
Definitely not	2.4%	2.6%

Would you recommend Hillsborough County to a friend, family member, or acquaintance as a place to raise children?

Q5B	Freq
Definitely	58.0%
Probably	19.5%
Maybe	14.3%
Probably not	3.6%
Definitely not	4.6%

By District

	Dist 1	Dist 2	Dist 3	Dist 4
Definitely	60.0%	62.6%	54.8%	54.8%
Probably	15.8%	18.8%	19.1%	25.2%
Maybe	17.2%	10.6%	16.1%	12.5%
Probably not	4.4%	3.6%	4.0%	2.0%
Definitely not	2.6%	4.5%	6.0%	5.5%

By Race/Ethnicity

	White	Black	Hispanic	All Other
Definitely	57.7%	52.2%	63.7%	48.4%
Probably	18.2%	22.9%	19.0%	22.7%
Maybe	15.1%	16.8%	12.5%	11.5%
Probably not	4.3%	5.2%	1.4%	4.1%
Definitely not	4.6%	2.9%	3.5%	13.3%

By Age

	Under 25	25-34	35-44	45-54	55-64	65-74	75+
Definitely	44.7%	55.4%	58.4%	56.7%	61.4%	69.1%	62.7%
Probably	17.6%	24.4%	19.5%	21.3%	17.5%	11.0%	22.4%
Maybe	29.5%	14.1%	12.5%	13.1%	11.0%	14.1%	6.6%
Probably not	2.9%	4.5%	0.8%	3.3%	5.2%	3.0%	6.9%
Definitely not	5.4%	1.6%	8.8%	5.7%	4.9%	2.8%	1.5%

By Income

	Under \$25,000	\$25,000 to \$49,000	\$50,000 to \$74,000	\$75,000 to \$99,000	\$100,000 to \$149,000	\$150,000 +	(DO NOT READ) NA/Refused
Definitely	35.1%	51.0%	56.4%	69.7%	85.6%	68.1%	56.3%
Probably	31.2%	25.3%	22.6%	9.5%	5.2%	19.4%	12.7%
Maybe	20.6%	18.8%	14.7%	8.1%	4.0%	6.8%	15.4%
Probably not	11.2%	1.9%	2.5%	7.1%	1.3%	0.0%	3.2%
Definitely not	1.9%	3.0%	3.7%	5.6%	3.9%	5.6%	12.3%

By Gender

	Male	Female
Definitely	56.8%	59.0%
Probably	20.3%	18.7%
Maybe	16.0%	12.7%
Probably not	2.5%	4.7%
Definitely not	4.4%	4.9%

By Homeownership

	Rent	Own
Definitely	48.8%	64.4%
Probably	21.6%	18.0%
Maybe	18.9%	11.0%
Probably not	4.1%	3.2%
Definitely not	6.5%	3.3%

By Children in home

	Yes	No
Definitely	58.5%	57.6%
Probably	20.8%	18.7%
Maybe	13.2%	15.1%
Probably not	3.6%	3.6%
Definitely not	4.0%	5.1%

By Tenure

	One year or less	2 to 4 years	5 to 9 years	10 to 14 years	15 years or more
Definitely	86.8%	55.8%	67.5%	57.3%	56.1%
Probably	13.2%	4.4%	15.2%	21.5%	20.5%
Maybe	0.0%	24.9%	10.9%	10.8%	16.4%
Probably not	0.0%	12.7%	2.6%	2.0%	4.0%
Definitely not	0.0%	2.1%	3.8%	8.4%	3.0%

By Contacted Hillsborough County in past year

	Yes	No
Definitely	57.2%	58.1%
Probably	21.0%	19.3%
Maybe	14.1%	14.3%
Probably not	4.6%	3.5%
Definitely not	3.2%	4.8%

Would you recommend Hillsborough County to a friend, family member, or acquaintance as a place to work?

Q5C	Freq
Definitely	58.1%
Probably	25.3%
Maybe	11.5%
Probably not	2.2%
Definitely not	2.8%

By District

	Dist 1	Dist 2	Dist 3	Dist 4
Definitely	63.5%	63.0%	56.0%	49.4%
Probably	20.8%	25.6%	24.8%	31.1%
Maybe	11.5%	8.6%	13.2%	12.6%
Probably not	2.1%	0.8%	3.1%	2.5%
Definitely not	2.0%	2.0%	2.9%	4.4%

By Race/Ethnicity

	White	Black	Hispanic	All Other
Definitely	56.8%	53.2%	63.6%	54.8%
Probably	27.6%	24.6%	23.4%	19.9%
Maybe	12.3%	13.4%	8.7%	14.3%
Probably not	1.7%	4.8%	1.1%	4.2%
Definitely not	1.5%	4.0%	3.1%	6.8%

By Age

	Under 25	25-34	35-44	45-54	55-64	65-74	75+
Definitely	51.1%	59.4%	68.5%	52.8%	58.7%	58.8%	50.9%
Probably	23.8%	28.0%	17.6%	30.8%	24.2%	24.4%	30.4%
Maybe	17.6%	6.8%	8.8%	10.8%	14.1%	13.0%	15.6%
Probably not	2.7%	2.9%	1.3%	3.0%	1.1%	1.5%	3.1%
Definitely not	4.8%	3.0%	3.7%	2.5%	1.9%	2.2%	0.0%

By Income

	Under \$25,000	\$25,000 to \$49,000	\$50,000 to \$74,000	\$75,000 to \$99,000	\$100,000 to \$149,000	\$150, 000 +	(DO NOT READ) NA/Refused
Definitely	41.3%	47.4%	58.8%	68.6%	78.4%	79.6 %	61.1%
Probably	31.6%	37.2%	27.0%	14.2%	10.2%	16.5 %	14.6%
Maybe	19.4%	12.8%	11.0%	7.8%	8.2%	4.0%	13.5%
Probably not	5.3%	0.5%	1.7%	6.0%	3.1%	0.0%	0.6%
Definitely not	2.4%	2.1%	1.5%	3.4%	0.0%	0.0%	10.2%

By Gender

	Male	Female
Definitely	58.2%	58.0%
Probably	26.8%	24.0%
Maybe	11.1%	12.0%
Probably not	1.6%	2.8%
Definitely not	2.3%	3.2%

By Homeownership

	Rent	Own
Definitely	55.7%	59.8%
Probably	22.9%	27.1%
Maybe	12.9%	10.6%
Probably not	3.3%	1.4%
Definitely not	5.2%	1.1%

By Children in home

	Yes	No
Definitely	59.3%	57.4%
Probably	25.6%	25.2%
Maybe	9.8%	12.7%
Probably not	3.5%	1.3%
Definitely not	1.8%	3.4%

By Tenure

	One year or less	2 to 4 years	5 to 9 years	10 to 14 years	15 years or more
Definitely	62.4%	74.8%	71.7%	52.0%	57.3%
Probably	13.2%	6.9%	17.7%	31.3%	25.3%
Maybe	24.4%	17.3%	4.7%	10.1%	13.3%
Probably not	0.0%	1.0%	3.6%	3.1%	1.5%
Definitely not	0.0%	0.0%	2.4%	3.5%	2.7%

By Contacted Hillsborough County in past year

	Yes	No
Definitely	58.2%	58.1%
Probably	26.0%	25.3%
Maybe	12.0%	11.5%
Probably not	0.9%	2.4%
Definitely not	2.9%	2.8%

Would you recommend Hillsborough County to a friend, family member, or acquaintance as a place to open a business?

Q5D	Freq
Definitely	45.7%
Probably	19.6%
Maybe	28.4%
Probably not	3.8%
Definitely not	2.6%

By District

	Dist 1	Dist 2	Dist 3	Dist 4
Definitely	49.4%	52.6%	43.1%	37.7%
Probably	18.8%	19.1%	21.1%	19.0%
Maybe	26.8%	22.8%	28.8%	35.3%
Probably not	3.9%	2.7%	4.4%	4.0%
Definitely not	1.0%	2.8%	2.7%	4.1%

By Race/Ethnicity

	White	Black	Hispanic	All Other
Definitely	45.4%	40.6%	50.0%	41.5%
Probably	22.0%	18.4%	16.2%	20.6%
Maybe	27.8%	32.7%	27.0%	27.8%
Probably not	2.8%	5.0%	4.9%	3.2%
Definitely not	2.1%	3.3%	2.0%	6.8%

By Age

	Under 25	25-34	35-44	45-54	55-64	65-74	75+
Definitely	36.0%	42.4%	54.1%	46.4%	43.1%	49.5%	47.7%
Probably	18.1%	23.7%	16.0%	20.5%	25.0%	16.0%	11.3%
Maybe	37.8%	27.3%	21.6%	29.6%	24.1%	30.1%	36.4%
Probably not	3.3%	5.3%	3.1%	1.8%	5.8%	2.2%	4.5%
Definitely not	4.8%	1.2%	5.2%	1.8%	2.0%	2.2%	0.0%

By Income

	Under \$25,000	\$25,000 to \$49,000	\$50,000 to \$74,000	\$75,000 to \$99,000	\$100,000 to \$149,000	\$150,000 +	(DO NOT READ) NA/Refused
Definitely	26.9%	32.4%	41.9%	61.8%	81.3%	52.3%	52.3%
Probably	31.6%	23.2%	25.9%	8.6%	7.2%	8.4%	12.6%
Maybe	24.2%	41.4%	27.6%	21.8%	11.1%	32.6%	20.4%
Probably not	14.4%	1.8%	3.3%	4.5%	0.4%	3.3%	4.4%
Definitely not	2.9%	1.1%	1.3%	3.3%	0.0%	3.4%	10.2%

By Gender

	Male	Female
Definitely	43.9%	47.5%
Probably	21.5%	17.8%
Maybe	30.0%	26.7%
Probably not	2.5%	5.0%
Definitely not	2.1%	3.1%

By Homeownership

	Rent	Own
Definitely	42.6%	47.9%
Probably	19.1%	19.9%
Maybe	29.3%	27.7%
Probably not	4.3%	3.4%
Definitely not	4.7%	1.1%

By Children in home

	Yes	No
Definitely	46.4%	45.3%
Probably	20.7%	18.8%
Maybe	27.3%	29.1%
Probably not	3.2%	4.1%
Definitely not	2.4%	2.7%

By Tenure

	One year or less	2 to 4 years	5 to 9 years	10 to 14 years	15 years or more
Definitely	86.8%	67.2%	60.2%	35.7%	46.1%
Probably	13.2%	8.8%	15.5%	21.4%	20.3%
Maybe	0.0%	17.2%	16.7%	35.3%	28.2%
Probably not	0.0%	6.8%	4.3%	4.1%	3.3%
Definitely not	0.0%	0.0%	3.4%	3.5%	2.1%

By Contacted Hillsborough County in past year

	Yes	No
Definitely	47.4%	45.5%
Probably	21.9%	19.3%
Maybe	24.4%	28.9%
Probably not	3.2%	3.8%
Definitely not	3.1%	2.5%

Would you recommend Hillsborough County to a friend, family member, or acquaintance as a place to retire?

Q5E	Freq
Definitely	58.0%
Probably	15.0%
Maybe	15.0%
Probably not	5.6%
Definitely not	6.5%

By District

	Dist 1	Dist 2	Dist 3	Dist 4
Definitely	57.2%	61.7%	56.3%	57.3%
Probably	12.0%	14.3%	15.2%	18.9%
Maybe	16.1%	14.8%	13.9%	15.3%
Probably not	8.4%	5.1%	4.6%	3.9%
Definitely not	6.4%	4.0%	10.0%	4.5%

By Race/Ethnicity

	White	Black	Hispanic	All Other
Definitely	57.6%	52.1%	65.1%	43.8%
Probably	15.9%	14.9%	15.0%	9.3%
Maybe	15.0%	17.6%	11.3%	24.4%
Probably not	5.0%	8.2%	4.6%	7.7%
Definitely not	6.5%	7.2%	4.0%	14.9%

By Age

	Under 25	25-34	35-44	45-54	55-64	65-74	75+
Definitely	38.6%	52.3%	54.7%	58.4%	61.0%	74.3%	78.9%
Probably	18.7%	20.7%	15.7%	17.4%	10.3%	6.0%	10.0%
Maybe	26.1%	15.1%	11.5%	15.3%	19.0%	9.6%	5.0%
Probably not	5.4%	7.1%	7.8%	3.8%	3.4%	6.8%	3.1%
Definitely not	11.2%	4.8%	10.3%	5.1%	6.2%	3.3%	3.1%

By Income

	Under \$25,000	\$25,000 to \$49,000	\$50,000 to \$74,000	\$75,000 to \$99,000	\$100,000 to \$149,000	\$150,000 +	(DO NOT READ) NA/Refused
Definitely	28.1%	56.2%	60.3%	67.0%	76.8%	60.9%	51.2%
Probably	31.0%	19.2%	14.8%	5.7%	6.6%	2.1%	14.8%
Maybe	26.7%	16.7%	13.2%	11.3%	8.3%	18.4%	15.7%
Probably not	10.4%	4.0%	6.0%	7.3%	1.7%	5.5%	5.8%
Definitely not	3.7%	4.0%	5.6%	8.7%	6.6%	13.1%	12.5%

By Gender

	Male	Female
Definitely	57.4%	58.6%
Probably	15.8%	14.2%
Maybe	14.8%	15.2%
Probably not	5.1%	6.0%
Definitely not	6.9%	6.0%

By Homeownership

	Rent	Own
Definitely	46.4%	66.2%
Probably	17.4%	13.3%
Maybe	18.9%	12.2%
Probably not	6.8%	4.7%
Definitely not	10.5%	3.6%

By Children in home

	Yes	No
Definitely	53.1%	61.2%
Probably	19.9%	11.8%
Maybe	16.1%	14.2%
Probably not	5.4%	5.7%
Definitely not	5.6%	7.1%

By Tenure

	One year or less	2 to 4 years	5 to 9 years	10 to 14 years	15 years or more
Definitely	55.7%	51.7%	61.1%	59.0%	57.3%
Probably	13.2%	3.7%	11.8%	15.1%	16.4%
Maybe	0.0%	30.0%	11.5%	14.4%	15.1%
Probably not	0.0%	1.0%	7.7%	5.3%	5.7%
Definitely not	31.1%	13.6%	7.9%	6.3%	5.5%

By Contacted Hillsborough County in past year

	Yes	No
Definitely	58.8%	57.9%
Probably	16.9%	14.7%
Maybe	12.5%	15.3%
Probably not	5.1%	5.6%
Definitely not	6.8%	6.4%

Would you recommend Hillsborough County to a friend, family member, or acquaintance as a place to vacation?

Q5F	Freq
Definitely	55.8%
Probably	20.8%
Maybe	13.3%
Probably not	4.5%
Definitely not	5.6%

By District

	Dist 1	Dist 2	Dist 3	Dist 4
Definitely	59.7%	58.3%	58.8%	44.6%
Probably	15.3%	20.7%	22.2%	25.8%
Maybe	13.9%	13.3%	10.0%	16.6%
Probably not	5.3%	4.1%	3.6%	5.1%
Definitely not	5.7%	3.6%	5.3%	7.9%

By Race/Ethnicity

	White	Black	Hispanic	All Other
Definitely	54.0%	52.6%	63.1%	44.4%
Probably	22.2%	23.3%	16.7%	23.9%
Maybe	13.8%	12.3%	14.4%	6.9%
Probably not	4.6%	8.1%	1.4%	8.5%
Definitely not	5.4%	3.7%	4.3%	16.4%

By Age

	Under 25	25-34	35-44	45-54	55-64	65-74	75+
Definitely	47.5%	53.2%	58.9%	54.7%	54.5%	61.5%	64.8%
Probably	16.6%	26.3%	15.8%	27.5%	20.5%	16.4%	16.9%
Maybe	21.8%	12.6%	15.5%	7.9%	12.0%	10.9%	15.3%
Probably not	3.8%	4.6%	3.4%	5.6%	5.0%	5.3%	3.1%
Definitely not	10.4%	3.3%	6.5%	4.3%	8.0%	5.9%	0.0%

By Income

	Under \$25,000	\$25,000 to \$49,000	\$50,000 to \$74,000	\$75,000 to \$99,000	\$100,000 to \$149,000	\$150,000 +	(DO NOT READ) NA/Refused
Definitely	39.3%	49.8%	54.8%	70.8%	80.2%	46.6%	49.4%
Probably	31.7%	25.0%	22.7%	10.1%	8.8%	23.4%	20.6%
Maybe	19.6%	18.9%	12.6%	5.6%	5.5%	9.2%	12.9%
Probably not	8.1%	3.2%	4.1%	6.6%	0.7%	10.1%	4.8%
Definitely not	1.4%	3.1%	5.8%	6.9%	4.9%	10.7%	12.3%

By Gender

	Male	Female
Definitely	56.2%	55.4%
Probably	21.4%	20.3%
Maybe	12.1%	14.4%
Probably not	4.3%	4.7%
Definitely not	6.0%	5.3%

By Homeownership

	Rent	Own
Definitely	49.2%	60.5%
Probably	21.7%	20.3%
Maybe	13.9%	12.8%
Probably not	6.5%	3.0%
Definitely not	8.7%	3.4%

By Children in home

	Yes	No
Definitely	52.7%	57.8%
Probably	22.9%	19.5%
Maybe	15.0%	12.1%
Probably not	3.5%	5.1%
Definitely not	5.8%	5.4%

By Tenure

	One year or less	2 to 4 years	5 to 9 years	10 to 14 years	15 years or more
Definitely	55.7%	43.6%	67.5%	59.1%	52.4%
Probably	13.2%	6.2%	11.0%	21.4%	23.8%
Maybe	31.1%	25.6%	7.6%	9.7%	15.4%
Probably not	0.0%	6.0%	7.6%	3.0%	4.6%
Definitely not	0.0%	18.6%	6.4%	6.8%	3.9%

By Contacted Hillsborough County in past year

	Yes	No
Definitely	48.9%	56.7%
Probably	27.0%	20.1%
Maybe	13.2%	13.3%
Probably not	4.1%	4.5%
Definitely not	6.7%	5.5%

Importance, Experience, and Expectation Gaps

Jobs for my skillset

	Importance	Experience	Expectation Gap
All Hillsborough County	7.71	7.16	0.55
District			
Dist 1	7.83	7.24	0.59
Dist 2	7.68	7.21	0.48
Dist 3	7.95	7.21	0.73
Dist 4	7.29	6.95	0.34
Race/Ethnicity			
White	7.36	6.99	0.37
Black	7.88	7.30	0.58
Hispanic	8.18	7.49	0.69
All Other	7.68	6.63	1.05
Age			
Under 25	8.68	7.24	1.44
25-34	8.98	7.58	1.40
35-44	8.93	7.60	1.33
45-54	8.29	7.35	0.94
55-64	6.94	6.88	0.06
65-74	4.34	6.13	-1.79
75+	5.34	6.59	-1.25
Income			
Under \$25,000	7.34	6.96	0.38
\$25,000 to \$49,000	7.22	6.99	0.23
\$50,000 to \$74,000	8.28	7.30	0.99
\$75,000 to \$99,000	8.51	7.31	1.21
\$100,000 to \$149,000	8.12	7.34	0.78
\$150,000 +	6.39	7.22	-0.83
(DO NOT READ) NA/Refused	6.80	7.06	-0.27
Gender			
Male	7.61	7.07	0.55
Female	7.80	7.25	0.55
Homeownership			
Rent	8.55	7.49	1.06
Own	7.12	6.93	0.19
Children in household			
Yes	8.86	7.56	1.30
No	6.96	6.90	0.06
Tenure			
One year or less	7.66	7.51	0.15
2 to 4 years	8.16	6.99	1.17

Jobs for my skillset

	Importance	Experience	Expectation Gap
5 to 9 years	8.95	7.43	1.52
10 to 14 years	7.98	7.01	0.96
15 years or more	7.26	7.19	0.07
Contacted Hillsborough County			
Yes	7.94	7.29	0.64
No	7.68	7.14	0.54

Career opportunities for my children

	Importance	Experience	Expectation Gap
All Hillsborough County	8.00	7.12	0.88
District			
Dist 1	7.75	6.85	0.91
Dist 2	8.11	7.21	0.90
Dist 3	8.15	7.18	0.96
Dist 4	7.97	7.27	0.70
Race/Ethnicity			
White	7.87	7.02	0.85
Black	7.88	7.23	0.65
Hispanic	8.28	7.47	0.81
All Other	7.88	6.04	1.84
Age			
Under 25	7.10	6.28	0.83
25-34	8.92	7.07	1.84
35-44	8.78	7.14	1.64
45-54	8.45	7.36	1.09
55-64	7.82	7.15	0.67
65-74	6.40	7.34	-0.93
75+	6.77	7.52	-0.75
Income			
Under \$25,000	7.27	6.89	0.38
\$25,000 to \$49,000	7.43	6.90	0.53
\$50,000 to \$74,000	8.55	7.32	1.23
\$75,000 to \$99,000	8.82	7.28	1.54
\$100,000 to \$149,000	8.11	7.22	0.88
\$150,000 +	7.63	7.02	0.61
(DO NOT READ) NA/Refused	7.54	7.08	0.46
Gender			
Male	7.89	6.99	0.90
Female	8.10	7.24	0.85

Homeownership			
Rent	8.04	6.88	1.16
Own	7.96	7.29	0.67
Children in household			
Yes	8.89	7.15	1.74
No	7.41	7.10	0.31
Tenure			
One year or less	5.53	4.68	0.84
2 to 4 years	7.66	5.75	1.91
5 to 9 years	8.42	6.57	1.84
10 to 14 years	8.17	6.98	1.19
15 years or more	7.86	7.44	0.42
Contacted Hillsborough County			
Yes	8.61	7.55	1.06
No	7.92	7.06	0.85

Affordable/attainable housing			
	Importance	Experience	Expectation Gap
All Hillsborough County	9.00	6.56	2.44
District			
Dist 1	8.95	6.17	2.78
Dist 2	9.10	6.77	2.33
Dist 3	8.97	6.59	2.38
Dist 4	8.99	6.78	2.21
Race/Ethnicity			
White	8.94	6.42	2.52
Black	9.07	6.61	2.46
Hispanic	9.14	6.97	2.17
All Other	8.67	5.72	2.95
Age			
Under 25	8.94	6.11	2.83
25-34	9.29	6.86	2.43
35-44	8.99	6.39	2.61
45-54	9.13	6.61	2.51
55-64	8.79	6.44	2.35
65-74	8.84	6.45	2.39
75+	8.74	7.22	1.52
Income			
Under \$25,000	7.98	5.90	2.08
\$25,000 to \$49,000	9.09	6.68	2.41
\$50,000 to \$74,000	9.38	6.69	2.70
\$75,000 to \$99,000	9.31	6.60	2.71

Affordable/attainable housing

	Importance	Experience	Expectation Gap
\$100,000 to \$149,000	8.90	6.57	2.33
\$150,000 +	8.61	5.82	2.78
(DO NOT READ) NA/Refused	8.31	6.57	1.74
Gender			
Male	9.00	6.39	2.61
Female	9.00	6.73	2.27
Homeownership			
Rent	8.95	6.54	2.41
Own	9.03	6.58	2.46
Children in household			
Yes	9.15	6.80	2.35
No	8.90	6.41	2.49
Tenure			
One year or less	8.76	6.15	2.61
2 to 4 years	8.98	4.81	4.17
5 to 9 years	9.49	6.90	2.59
10 to 14 years	9.44	6.54	2.90
15 years or more	8.65	6.63	2.02
Contacted Hillsborough County			
Yes	9.26	6.66	2.60
No	8.97	6.55	2.42

Personal safety

	Importance	Experience	Expectation Gap
All Hillsborough County	9.16	7.44	1.72
District			
Dist 1	9.08	7.31	1.77
Dist 2	9.38	7.56	1.82
Dist 3	9.06	7.38	1.68
Dist 4	9.15	7.55	1.60
Race/Ethnicity			
White	9.16	7.48	1.69
Black	9.15	7.30	1.85
Hispanic	9.22	7.62	1.60
All Other	8.89	6.76	2.13
Age			
Under 25	8.95	7.05	1.89
25-34	9.29	7.54	1.75
35-44	9.25	7.17	2.08
45-54	9.01	7.47	1.54

Personal safety

	Importance	Experience	Expectation Gap
55-64	9.19	7.50	1.69
65-74	9.19	7.63	1.56
75+	9.16	7.92	1.24
Income			
Under \$25,000	8.14	7.03	1.11
\$25,000 to \$49,000	9.11	7.63	1.48
\$50,000 to \$74,000	9.51	7.60	1.92
\$75,000 to \$99,000	9.64	7.26	2.38
\$100,000 to \$149,000	9.45	7.32	2.14
\$150,000 +	8.74	7.16	1.58
(DO NOT READ) NA/Refused	8.41	7.25	1.16
Gender			
Male	9.12	7.34	1.78
Female	9.20	7.53	1.67
Homeownership			
Rent	9.04	7.23	1.82
Own	9.24	7.59	1.65
Children in household			
Yes	9.24	7.47	1.77
No	9.11	7.42	1.69
Tenure			
One year or less	8.65	7.74	0.91
2 to 4 years	8.53	6.92	1.61
5 to 9 years	9.55	7.35	2.20
10 to 14 years	9.54	7.58	1.95
15 years or more	8.92	7.41	1.50
Contacted Hillsborough County			
Yes	9.36	7.69	1.67
No	9.13	7.41	1.73

Bicyclist safety

	Importance	Experience	Expectation Gap
All Hillsborough County	8.77	7.13	1.64
District			
Dist 1	8.57	7.09	1.48
Dist 2	9.00	7.20	1.79
Dist 3	8.71	7.03	1.68
Dist 4	8.85	7.25	1.60
Race/Ethnicity			
White	8.72	7.17	1.55

Bicyclist safety

	Importance	Experience	Expectation Gap
Black	8.88	7.04	1.85
Hispanic	8.94	7.31	1.64
All Other	8.11	6.37	1.73
Age			
Under 25	8.49	6.82	1.67
25-34	8.99	7.26	1.73
35-44	8.97	6.79	2.18
45-54	8.58	7.08	1.50
55-64	8.79	7.23	1.55
65-74	8.66	7.40	1.26
75+	8.69	7.59	1.10
Income			
Under \$25,000	7.78	7.11	0.67
\$25,000 to \$49,000	8.76	7.35	1.41
\$50,000 to \$74,000	9.12	7.26	1.86
\$75,000 to \$99,000	9.29	6.72	2.57
\$100,000 to \$149,000	8.78	6.86	1.92
\$150,000 +	8.35	7.00	1.35
(DO NOT READ) NA/Refused	8.05	7.05	1.00
Gender			
Male	8.71	7.05	1.66
Female	8.83	7.21	1.61
Homeownership			
Rent	8.68	6.94	1.74
Own	8.83	7.27	1.56
Children in household			
Yes	8.87	7.13	1.74
No	8.70	7.13	1.57
Tenure			
One year or less	8.76	7.96	0.80
2 to 4 years	8.12	6.22	1.91
5 to 9 years	9.19	7.14	2.05
10 to 14 years	9.20	7.15	2.05
15 years or more	8.49	7.18	1.31
Contacted Hillsborough County			
Yes	8.99	7.47	1.53
No	8.74	7.09	1.65

Pedestrian safety

	Importance	Experience	Expectation Gap
All Hillsborough County	8.92	7.01	1.91
District			
Dist 1	8.80	6.84	1.96
Dist 2	9.17	7.13	2.05
Dist 3	8.86	6.94	1.92
Dist 4	8.88	7.18	1.70
Race/Ethnicity			
White	8.87	7.00	1.88
Black	9.02	7.01	2.02
Hispanic	9.07	7.21	1.86
All Other	8.39	6.27	2.12
Age			
Under 25	8.66	6.75	1.91
25-34	9.06	7.02	2.04
35-44	9.17	6.77	2.39
45-54	8.76	6.99	1.77
55-64	8.93	7.17	1.77
65-74	8.90	7.13	1.77
75+	8.75	7.48	1.27
Income			
Under \$25,000	7.76	6.90	0.86
\$25,000 to \$49,000	8.89	7.14	1.75
\$50,000 to \$74,000	9.25	7.21	2.04
\$75,000 to \$99,000	9.36	6.72	2.64
\$100,000 to \$149,000	9.10	6.84	2.26
\$150,000 +	8.95	6.53	2.42
(DO NOT READ) NA/Refused	8.32	6.90	1.42
Gender			
Male	8.86	6.89	1.96
Female	8.98	7.12	1.86
Homeownership			
Rent	8.84	6.90	1.94
Own	8.98	7.09	1.89
Children in household			
Yes	9.05	7.08	1.97
No	8.84	6.97	1.87
Tenure			
One year or less	8.89	8.41	0.48
2 to 4 years	8.13	5.75	2.38
5 to 9 years	9.36	7.03	2.34

Pedestrian safety

	Importance	Experience	Expectation Gap
10 to 14 years	9.30	7.06	2.24
15 years or more	8.68	7.05	1.62
Contacted Hillsborough County			
Yes	9.09	7.26	1.82
No	8.90	6.98	1.92

Fire and emergency services

	Importance	Experience	Expectation Gap
All Hillsborough County	9.17	7.96	1.21
District			
Dist 1	9.11	7.93	1.18
Dist 2	9.37	8.15	1.22
Dist 3	9.12	7.91	1.21
Dist 4	9.12	7.88	1.25
Race/Ethnicity			
White	9.18	7.97	1.21
Black	9.27	7.87	1.40
Hispanic	9.20	8.04	1.16
All Other	8.85	7.83	1.02
Age			
Under 25	8.98	7.62	1.36
25-34	9.23	8.02	1.20
35-44	9.26	7.86	1.40
45-54	9.08	8.09	0.99
55-64	9.21	8.04	1.17
65-74	9.29	7.94	1.35
75+	9.11	8.15	0.97
Income			
Under \$25,000	8.00	7.31	0.69
\$25,000 to \$49,000	9.10	7.93	1.17
\$50,000 to \$74,000	9.50	8.06	1.44
\$75,000 to \$99,000	9.69	8.21	1.48
\$100,000 to \$149,000	9.43	8.17	1.26
\$150,000 +	9.33	8.23	1.10
(DO NOT READ) NA/Refused	8.50	7.71	0.79
Gender			
Male	9.11	7.91	1.20
Female	9.23	8.01	1.22

Fire and emergency services

	Importance	Experience	Expectation Gap
Homeownership			
Rent	9.00	7.84	1.15
Own	9.30	8.04	1.25
Children in household			
Yes	9.21	7.89	1.31
No	9.15	8.01	1.15
Tenure			
One year or less	9.62	8.33	1.30
2 to 4 years	8.84	6.78	2.06
5 to 9 years	9.57	8.07	1.50
10 to 14 years	9.48	7.89	1.59
15 years or more	8.94	8.06	0.88
Contacted Hillsborough County			
Yes	9.38	8.03	1.35
No	9.15	7.95	1.19

Parks and public spaces

	Importance	Experience	Expectation Gap
All Hillsborough County	8.84	8.18	0.66
District			
Dist 1	8.64	7.99	0.65
Dist 2	8.98	8.27	0.72
Dist 3	8.81	8.33	0.47
Dist 4	8.96	8.09	0.86
Race/Ethnicity			
White	8.77	8.05	0.72
Black	8.94	8.19	0.76
Hispanic	9.00	8.47	0.54
All Other	8.33	7.74	0.59
Age			
Under 25	8.65	7.91	0.75
25-34	9.04	8.38	0.67
35-44	8.84	8.16	0.67
45-54	8.78	8.18	0.60
55-64	8.79	8.07	0.72
65-74	8.68	8.11	0.57
75+	9.01	8.38	0.64
Income			
Under \$25,000	7.73	7.31	0.42
\$25,000 to \$49,000	8.80	8.23	0.58

Parks and public spaces

	Importance	Experience	Expectation Gap
\$50,000 to \$74,000	9.09	8.32	0.77
\$75,000 to \$99,000	9.47	8.62	0.85
\$100,000 to \$149,000	9.05	8.46	0.60
\$150,000 +	8.32	7.95	0.37
(DO NOT READ) NA/Refused	8.22	7.56	0.66
Gender			
Male	8.76	8.13	0.63
Female	8.91	8.22	0.69
Homeownership			
Rent	8.70	8.04	0.66
Own	8.93	8.27	0.66
Children in household			
Yes	8.89	8.23	0.65
No	8.80	8.14	0.67
Tenure			
One year or less	7.65	8.36	-0.71
2 to 4 years	7.54	7.13	0.41
5 to 9 years	9.11	8.37	0.75
10 to 14 years	9.33	8.18	1.16
15 years or more	8.61	8.21	0.41
Contacted Hillsborough County			
Yes	8.84	8.19	0.65
No	8.84	8.17	0.66

Sense of community

	Importance	Experience	Expectation Gap
All Hillsborough County	8.41	7.29	1.11
District			
Dist 1	8.04	6.82	1.22
Dist 2	8.51	7.43	1.07
Dist 3	8.39	7.35	1.04
Dist 4	8.77	7.65	1.12
Race/Ethnicity			
White	8.21	7.06	1.16
Black	8.64	7.38	1.26
Hispanic	8.83	7.88	0.95
All Other	7.42	6.22	1.20
Age			
Under 25	8.15	6.88	1.27
25-34	8.77	7.41	1.36

Sense of community

	Importance	Experience	Expectation Gap
35-44	8.39	7.29	1.10
45-54	8.21	7.35	0.86
55-64	8.32	7.13	1.19
65-74	8.25	7.19	1.06
75+	8.73	8.01	0.72
Income			
Under \$25,000	7.62	6.81	0.81
\$25,000 to \$49,000	8.44	7.44	1.00
\$50,000 to \$74,000	8.62	7.39	1.23
\$75,000 to \$99,000	8.90	7.69	1.21
\$100,000 to \$149,000	8.53	7.33	1.20
\$150,000 +	7.65	6.07	1.57
(DO NOT READ) NA/Refused	7.82	6.78	1.04
Gender			
Male	8.30	7.19	1.11
Female	8.51	7.40	1.11
Homeownership			
Rent	8.28	7.16	1.12
Own	8.49	7.39	1.11
Children in household			
Yes	8.70	7.43	1.28
No	8.21	7.21	1.01
Tenure			
One year or less	6.41	5.59	0.82
2 to 4 years	7.07	5.28	1.79
5 to 9 years	8.67	7.35	1.32
10 to 14 years	8.89	7.59	1.30
15 years or more	8.21	7.29	0.92
Contacted Hillsborough County			
Yes	8.60	7.29	1.31
No	8.38	7.30	1.09

Cleanliness of public spaces

	Importance	Experience	Expectation Gap
All Hillsborough County	9.05	7.60	1.45
District			
Dist 1	8.99	7.55	1.44
Dist 2	9.16	7.73	1.43
Dist 3	9.00	7.59	1.41
Dist 4	9.08	7.55	1.53

Cleanliness of public spaces

	Importance	Experience	Expectation Gap
Race/Ethnicity			
White	9.05	7.56	1.49
Black	9.01	7.55	1.46
Hispanic	9.17	7.85	1.32
All Other	8.66	6.97	1.70
Age			
Under 25	8.72	7.16	1.57
25-34	9.26	7.82	1.43
35-44	9.01	7.69	1.32
45-54	8.92	7.51	1.41
55-64	9.17	7.57	1.60
65-74	9.06	7.62	1.45
75+	9.13	7.74	1.39
Income			
Under \$25,000	8.07	7.23	0.84
\$25,000 to \$49,000	9.02	7.51	1.51
\$50,000 to \$74,000	9.31	7.73	1.58
\$75,000 to \$99,000	9.60	7.77	1.83
\$100,000 to \$149,000	9.19	7.83	1.36
\$150,000 +	9.19	7.52	1.67
(DO NOT READ) NA/Refused	8.33	7.41	0.92
Gender			
Male	8.98	7.49	1.50
Female	9.12	7.71	1.40
Homeownership			
Rent	8.89	7.47	1.41
Own	9.17	7.69	1.47
Children in household			
Yes	9.04	7.62	1.42
No	9.06	7.59	1.47
Tenure			
One year or less	7.52	7.59	-0.07
2 to 4 years	8.61	7.17	1.44
5 to 9 years	9.32	7.79	1.53
10 to 14 years	9.42	7.57	1.85
15 years or more	8.84	7.61	1.23
Contacted Hillsborough County			
Yes	9.29	7.86	1.42
No	9.02	7.57	1.45

Nature Preserves

	Importance	Experience	Expectation Gap
All Hillsborough County	8.85	7.98	0.87
District			
Dist 1	8.76	7.97	0.79
Dist 2	8.93	8.06	0.88
Dist 3	8.78	8.10	0.68
Dist 4	8.94	7.74	1.20
Race/Ethnicity			
White	8.84	7.89	0.94
Black	8.91	7.99	0.92
Hispanic	8.97	8.22	0.75
All Other	8.26	7.49	0.78
Age			
Under 25	8.70	7.66	1.04
25-34	9.13	8.20	0.93
35-44	8.66	7.94	0.73
45-54	8.79	7.97	0.83
55-64	8.74	7.94	0.80
65-74	8.88	7.95	0.93
75+	9.01	8.10	0.91
Income			
Under \$25,000	7.88	7.33	0.55
\$25,000 to \$49,000	8.85	7.96	0.89
\$50,000 to \$74,000	9.05	8.13	0.92
\$75,000 to \$99,000	9.42	8.34	1.08
\$100,000 to \$149,000	9.03	8.31	0.72
\$150,000 +	8.61	7.53	1.08
(DO NOT READ) NA/Refused	8.16	7.46	0.70
Gender			
Male	8.77	7.91	0.86
Female	8.92	8.04	0.88
Homeownership			
Rent	8.71	7.84	0.87
Own	8.94	8.07	0.87
Children in household			
Yes	8.87	7.93	0.95
No	8.83	8.01	0.82
Tenure			
One year or less	8.94	8.60	0.33
2 to 4 years	7.90	7.59	0.32
5 to 9 years	9.16	8.26	0.90

Nature Preserves

	Importance	Experience	Expectation Gap
10 to 14 years	9.29	7.93	1.36
15 years or more	8.60	7.96	0.64
Contacted Hillsborough County			
Yes	8.98	8.07	0.91
No	8.83	7.96	0.86

Cultural events, social activities, and recreation opportunities

	Importance	Experience	Expectation Gap
All Hillsborough County	8.53	7.72	0.81
District			
Dist 1	8.22	7.60	0.62
Dist 2	8.54	7.76	0.78
Dist 3	8.68	8.13	0.55
Dist 4	8.69	7.28	1.41
Race/Ethnicity			
White	8.39	7.51	0.88
Black	8.68	7.93	0.75
Hispanic	8.83	8.06	0.77
All Other	7.84	7.19	0.65
Age			
Under 25	8.67	7.57	1.10
25-34	8.91	8.06	0.85
35-44	8.53	7.77	0.75
45-54	8.55	7.76	0.78
55-64	8.34	7.47	0.87
65-74	8.15	7.32	0.84
75+	8.22	7.92	0.30
Income			
Under \$25,000	7.68	7.00	0.68
\$25,000 to \$49,000	8.42	7.79	0.62
\$50,000 to \$74,000	8.88	7.85	1.03
\$75,000 to \$99,000	9.27	8.06	1.21
\$100,000 to \$149,000	8.94	8.08	0.86
\$150,000 +	6.87	6.79	0.08
(DO NOT READ) NA/Refused	7.68	7.21	0.46
Gender			
Male	8.48	7.66	0.82
Female	8.57	7.77	0.80
Homeownership			
Rent	8.55	7.76	0.79

Cultural events, social activities, and recreation opportunities

	Importance	Experience	Expectation Gap
Own	8.51	7.68	0.82
Children in household			
Yes	8.80	7.81	0.98
No	8.35	7.66	0.70
Tenure			
One year or less	7.41	6.46	0.95
2 to 4 years	7.60	6.19	1.41
5 to 9 years	8.76	7.73	1.03
10 to 14 years	9.13	7.87	1.26
15 years or more	8.23	7.76	0.47
Contacted Hillsborough County			
Yes	8.61	7.67	0.94
No	8.52	7.72	0.79

Sustainable/green initiatives

	Importance	Experience	Expectation Gap
All Hillsborough County	7.17	6.51	0.67
District			
Dist 1	6.94	6.34	0.61
Dist 2	7.42	6.76	0.65
Dist 3	7.15	6.61	0.54
Dist 4	7.23	6.31	0.92
Race/Ethnicity			
White	7.04	6.40	0.64
Black	7.48	6.70	0.77
Hispanic	7.41	6.68	0.73
All Other	6.40	6.05	0.35
Age			
Under 25	7.48	6.34	1.14
25-34	7.68	6.71	0.97
35-44	7.09	6.67	0.43
45-54	7.25	6.66	0.59
55-64	7.13	6.30	0.83
65-74	6.43	5.95	0.48
75+	6.61	6.76	-0.15
Income			
Under \$25,000	6.54	6.57	-0.02
\$25,000 to \$49,000	6.27	5.97	0.31
\$50,000 to \$74,000	7.25	6.43	0.82
\$75,000 to \$99,000	8.48	7.25	1.23

Sustainable/green initiatives

	Importance	Experience	Expectation Gap
\$100,000 to \$149,000	8.44	7.32	1.12
\$150,000 +	6.99	5.87	1.12
(DO NOT READ) NA/Refused	7.11	6.60	0.51
Gender			
Male	6.90	6.29	0.60
Female	7.44	6.71	0.73
Homeownership			
Rent	7.53	6.63	0.90
Own	6.92	6.42	0.51
Children in household			
Yes	7.41	6.60	0.81
No	7.02	6.45	0.57
Tenure			
One year or less	8.55	6.98	1.58
2 to 4 years	6.66	5.78	0.88
5 to 9 years	8.18	7.12	1.06
10 to 14 years	6.96	6.06	0.90
15 years or more	7.09	6.66	0.43
Contacted Hillsborough County			
Yes	6.87	6.47	0.40
No	7.21	6.51	0.70

Health care and support services for economically challenged residents

	Importance	Experience	Expectation Gap
All Hillsborough County	8.82	6.64	2.18
District			
Dist 1	8.56	6.53	2.03
Dist 2	9.02	6.78	2.24
Dist 3	8.85	6.66	2.18
Dist 4	8.87	6.59	2.29
Race/Ethnicity			
White	8.73	6.62	2.11
Black	8.85	6.60	2.25
Hispanic	9.05	6.76	2.29
All Other	8.37	6.33	2.04
Age			
Under 25	8.61	6.43	2.18
25-34	8.99	6.82	2.18
35-44	8.87	6.51	2.37
45-54	8.70	6.65	2.04

Health care and support services for economically challenged residents

	Importance	Experience	Expectation Gap
55-64	8.85	6.72	2.12
65-74	8.71	6.56	2.15
75+	8.91	6.69	2.22
Income			
Under \$25,000	7.78	6.66	1.12
\$25,000 to \$49,000	8.72	6.18	2.54
\$50,000 to \$74,000	9.20	6.58	2.62
\$75,000 to \$99,000	9.34	6.92	2.42
\$100,000 to \$149,000	8.97	7.20	1.77
\$150,000 +	8.01	6.78	1.23
(DO NOT READ) NA/Refused	8.28	7.12	1.16
Gender			
Male	8.74	6.42	2.33
Female	8.89	6.85	2.04
Homeownership			
Rent	8.68	6.74	1.94
Own	8.91	6.57	2.35
Children in household			
Yes	8.90	6.80	2.10
No	8.76	6.53	2.23
Tenure			
One year or less	6.54	6.87	-0.32
2 to 4 years	8.28	6.46	1.82
5 to 9 years	9.20	6.93	2.28
10 to 14 years	9.16	6.13	3.03
15 years or more	8.61	6.86	1.75
Contacted Hillsborough County			
Yes	9.08	7.03	2.05
No	8.78	6.59	2.20

Homeless support services

	Importance	Experience	Expectation Gap
All Hillsborough County	8.74	6.10	2.64
District			
Dist 1	8.45	5.82	2.63
Dist 2	8.99	6.29	2.70
Dist 3	8.72	6.22	2.50
Dist 4	8.86	6.10	2.76
Race/Ethnicity			
White	8.64	5.91	2.73

Homeless support services

	Importance	Experience	Expectation Gap
Black	8.82	6.16	2.66
Hispanic	8.96	6.45	2.52
All Other	8.28	5.84	2.44
Age			
Under 25	8.65	5.86	2.80
25-34	8.78	6.37	2.41
35-44	8.89	6.02	2.88
45-54	8.69	6.10	2.59
55-64	8.75	6.13	2.63
65-74	8.45	5.67	2.77
75+	8.92	6.59	2.33
Income			
Under \$25,000	7.95	6.33	1.61
\$25,000 to \$49,000	8.67	5.67	3.01
\$50,000 to \$74,000	9.03	6.00	3.03
\$75,000 to \$99,000	9.21	6.42	2.79
\$100,000 to \$149,000	9.05	6.53	2.51
\$150,000 +	8.05	5.95	2.11
(DO NOT READ) NA/Refused	8.07	6.61	1.47
Gender			
Male	8.63	5.90	2.73
Female	8.84	6.30	2.54
Homeownership			
Rent	8.59	6.28	2.31
Own	8.84	5.98	2.87
Children in household			
Yes	8.89	6.27	2.62
No	8.64	5.99	2.64
Tenure			
One year or less	8.76	6.09	2.67
2 to 4 years	7.62	4.98	2.64
5 to 9 years	9.25	6.41	2.84
10 to 14 years	9.15	5.59	3.56
15 years or more	8.48	6.40	2.08
Contacted Hillsborough County			
Yes	8.96	6.06	2.90
No	8.71	6.11	2.60

Mental and behavioral health support services

	Importance	Experience	Expectation Gap
All Hillsborough County	8.85	6.15	2.70
District			
Dist 1	8.56	6.14	2.42
Dist 2	9.15	6.25	2.90
Dist 3	8.85	6.12	2.73
Dist 4	8.87	6.08	2.78
Race/Ethnicity			
White	8.78	6.12	2.67
Black	8.85	6.03	2.81
Hispanic	9.02	6.34	2.68
All Other	8.53	5.75	2.78
Age			
Under 25	8.72	6.05	2.67
25-34	8.96	6.24	2.72
35-44	8.99	5.94	3.05
45-54	8.68	6.21	2.47
55-64	8.86	6.26	2.60
65-74	8.71	6.06	2.65
75+	8.94	6.28	2.66
Income			
Under \$25,000	7.92	6.58	1.35
\$25,000 to \$49,000	8.84	5.95	2.89
\$50,000 to \$74,000	9.12	6.22	2.90
\$75,000 to \$99,000	9.36	5.84	3.52
\$100,000 to \$149,000	9.00	5.86	3.15
\$150,000 +	8.79	6.67	2.12
(DO NOT READ) NA/Refused	8.08	6.65	1.43
Gender			
Male	8.77	5.96	2.81
Female	8.92	6.32	2.60
Homeownership			
Rent	8.71	6.28	2.43
Own	8.94	6.05	2.89
Children in household			
Yes	8.99	6.25	2.74
No	8.75	6.08	2.67
Tenure			
One year or less	8.89	7.55	1.35
2 to 4 years	8.47	5.97	2.50
5 to 9 years	9.11	6.03	3.08

Mental and behavioral health support services

	Importance	Experience	Expectation Gap
10 to 14 years	9.25	5.68	3.57
15 years or more	8.59	6.42	2.17
Contacted Hillsborough County			
Yes	8.99	6.67	2.33
No	8.83	6.08	2.75

Supportive services for an aging population

	Importance	Experience	Expectation Gap
All Hillsborough County	8.78	6.81	1.97
District			
Dist 1	8.44	6.66	1.78
Dist 2	9.00	6.97	2.02
Dist 3	8.82	6.78	2.04
Dist 4	8.90	6.86	2.04
Race/Ethnicity			
White	8.71	6.71	2.00
Black	8.81	6.78	2.04
Hispanic	9.02	7.09	1.92
All Other	8.13	6.38	1.75
Age			
Under 25	8.51	6.22	2.29
25-34	8.79	6.79	1.99
35-44	8.79	6.63	2.16
45-54	8.69	7.06	1.63
55-64	8.88	6.96	1.92
65-74	8.81	6.87	1.94
75+	9.06	7.21	1.84
Income			
Under \$25,000	7.88	6.54	1.34
\$25,000 to \$49,000	8.73	6.49	2.24
\$50,000 to \$74,000	9.02	6.78	2.24
\$75,000 to \$99,000	9.13	7.09	2.04
\$100,000 to \$149,000	9.11	7.21	1.91
\$150,000 +	8.49	6.95	1.54
(DO NOT READ) NA/Refused	8.29	7.21	1.08
Gender			
Male	8.68	6.61	2.07
Female	8.87	7.00	1.86
Homeownership			
Rent	8.62	6.76	1.86

Supportive services for an aging population

	Importance	Experience	Expectation Gap
Own	8.89	6.85	2.04
Children in household			
Yes	8.92	6.82	2.10
No	8.68	6.80	1.88
Tenure			
One year or less	8.03	7.59	0.44
2 to 4 years	7.44	6.14	1.30
5 to 9 years	8.90	6.89	2.01
10 to 14 years	9.19	6.41	2.78
15 years or more	8.63	7.05	1.58
Contacted Hillsborough County			
Yes	8.86	7.20	1.65
No	8.77	6.76	2.01

Residential and community services for foster-care youth

	Importance	Experience	Expectation Gap
All Hillsborough County	8.71	6.18	2.53
District			
Dist 1	8.49	6.11	2.38
Dist 2	8.88	6.29	2.60
Dist 3	8.73	6.19	2.54
Dist 4	8.75	6.14	2.62
Race/Ethnicity			
White	8.64	6.12	2.51
Black	8.74	6.16	2.58
Hispanic	8.93	6.36	2.57
All Other	8.19	5.86	2.33
Age			
Under 25	8.57	5.96	2.61
25-34	8.85	6.48	2.37
35-44	8.82	6.10	2.71
45-54	8.54	6.25	2.30
55-64	8.66	6.11	2.55
65-74	8.57	5.99	2.58
75+	8.95	6.18	2.77
Income			
Under \$25,000	7.76	6.62	1.14
\$25,000 to \$49,000	8.72	6.09	2.63
\$50,000 to \$74,000	8.94	6.34	2.60
\$75,000 to \$99,000	9.20	5.83	3.36

Residential and community services for foster-care youth

	Importance	Experience	Expectation Gap
\$100,000 to \$149,000	8.88	5.64	3.24
\$150,000 +	8.68	6.43	2.25
(DO NOT READ) NA/Refused	8.01	6.52	1.49
Gender			
Male	8.60	6.01	2.59
Female	8.81	6.34	2.47
Homeownership			
Rent	8.55	6.31	2.24
Own	8.82	6.08	2.73
Children in household			
Yes	8.82	6.42	2.40
No	8.64	6.02	2.61
Tenure			
One year or less	7.10	6.59	0.50
2 to 4 years	7.93	5.85	2.08
5 to 9 years	8.99	6.08	2.91
10 to 14 years	9.11	5.78	3.33
15 years or more	8.50	6.44	2.06
Contacted Hillsborough County			
Yes	8.88	6.81	2.06
No	8.69	6.10	2.59

Public roads, bridges, technology, and architecture

	Importance	Experience	Expectation Gap
All Hillsborough County	9.17	7.34	1.83
District			
Dist 1	9.17	7.41	1.77
Dist 2	9.23	7.48	1.74
Dist 3	9.14	7.32	1.82
Dist 4	9.12	7.11	2.01
Race/Ethnicity			
White	9.16	7.31	1.85
Black	9.18	7.30	1.88
Hispanic	9.27	7.59	1.68
All Other	8.75	6.55	2.20
Age			
Under 25	8.92	7.21	1.71
25-34	9.32	7.47	1.84
35-44	9.24	7.38	1.87
45-54	8.99	7.23	1.76

Public roads, bridges, technology, and architecture

	Importance	Experience	Expectation Gap
55-64	9.23	7.41	1.82
65-74	9.18	7.08	2.10
75+	9.23	7.56	1.67
Income			
Under \$25,000	8.02	7.00	1.02
\$25,000 to \$49,000	9.11	7.22	1.89
\$50,000 to \$74,000	9.46	7.33	2.13
\$75,000 to \$99,000	9.68	7.53	2.14
\$100,000 to \$149,000	9.61	7.68	1.93
\$150,000 +	9.14	7.41	1.73
(DO NOT READ) NA/Refused	8.41	7.36	1.05
Gender			
Male	9.13	7.20	1.94
Female	9.20	7.47	1.73
Homeownership			
Rent	8.97	7.41	1.57
Own	9.30	7.29	2.02
Children in household			
Yes	9.20	7.37	1.83
No	9.14	7.31	1.83
Tenure			
One year or less	9.38	7.97	1.41
2 to 4 years	8.89	7.19	1.70
5 to 9 years	9.42	7.66	1.76
10 to 14 years	9.56	7.14	2.42
15 years or more	8.91	7.38	1.54
Contacted Hillsborough County			
Yes	9.31	7.22	2.09
No	9.15	7.35	1.80

Water and waste management

	Importance	Experience	Expectation Gap
All Hillsborough County	9.04	7.58	1.45
District			
Dist 1	9.00	7.61	1.39
Dist 2	9.14	7.68	1.46
Dist 3	9.01	7.47	1.55
Dist 4	9.00	7.60	1.40
Race/Ethnicity			
White	8.96	7.55	1.41

Water and waste management

	Importance	Experience	Expectation Gap
Black	9.07	7.54	1.54
Hispanic	9.23	7.82	1.41
All Other	8.64	6.89	1.75
Age			
Under 25	8.80	7.31	1.49
25-34	9.23	7.69	1.55
35-44	9.15	7.43	1.72
45-54	8.81	7.52	1.29
55-64	9.09	7.71	1.38
65-74	8.87	7.71	1.16
75+	9.29	7.77	1.52
Income			
Under \$25,000	7.74	7.07	0.67
\$25,000 to \$49,000	9.00	7.55	1.45
\$50,000 to \$74,000	9.33	7.79	1.54
\$75,000 to \$99,000	9.63	7.58	2.05
\$100,000 to \$149,000	9.39	7.64	1.75
\$150,000 +	8.96	7.43	1.53
(DO NOT READ) NA/Refused	8.31	7.52	0.78
Gender			
Male	9.01	7.43	1.58
Female	9.06	7.73	1.34
Homeownership			
Rent	8.89	7.55	1.34
Own	9.14	7.61	1.53
Children in household			
Yes	9.05	7.63	1.42
No	9.03	7.55	1.48
Tenure			
One year or less	7.85	7.90	-0.05
2 to 4 years	8.87	7.38	1.49
5 to 9 years	9.31	7.83	1.47
10 to 14 years	9.44	7.56	1.87
15 years or more	8.79	7.55	1.23
Contacted Hillsborough County			
Yes	9.15	7.98	1.18
No	9.02	7.53	1.49

Public transit

	Importance	Experience	Expectation Gap
All Hillsborough County	7.99	6.91	1.08
District			
Dist 1	7.84	6.88	0.96
Dist 2	8.20	7.03	1.17
Dist 3	7.94	7.11	0.83
Dist 4	8.02	6.55	1.47
Race/Ethnicity			
White	7.78	6.77	1.01
Black	8.30	7.02	1.28
Hispanic	8.36	7.18	1.17
All Other	7.18	6.43	0.75
Age			
Under 25	8.13	6.86	1.28
25-34	8.54	7.15	1.39
35-44	8.34	6.97	1.37
45-54	7.81	7.01	0.80
55-64	7.37	6.84	0.54
65-74	7.59	6.48	1.11
75+	7.81	6.77	1.04
Income			
Under \$25,000	7.47	6.94	0.53
\$25,000 to \$49,000	7.97	6.80	1.16
\$50,000 to \$74,000	8.43	6.98	1.45
\$75,000 to \$99,000	8.18	6.85	1.34
\$100,000 to \$149,000	7.95	7.18	0.78
\$150,000 +	7.26	6.80	0.46
(DO NOT READ) NA/Refused	7.32	6.86	0.46
Gender			
Male	7.80	6.77	1.03
Female	8.17	7.03	1.14
Homeownership			
Rent	8.25	7.00	1.25
Own	7.81	6.84	0.97
Children in household			
Yes	8.38	7.12	1.26
No	7.73	6.77	0.97
Tenure			
One year or less	8.07	8.35	-0.27
2 to 4 years	6.84	6.00	0.84
5 to 9 years	8.77	6.97	1.81

Public transit

	Importance	Experience	Expectation Gap
10 to 14 years	8.51	6.82	1.69
15 years or more	7.62	6.99	0.63
Contacted Hillsborough County			
Yes	8.21	7.04	1.18
No	7.96	6.89	1.07

Traffic flow on major roads

	Importance	Experience	Expectation Gap
All Hillsborough County	9.02	6.17	2.85
District			
Dist 1	8.88	6.26	2.62
Dist 2	9.15	6.39	2.75
Dist 3	8.99	6.02	2.97
Dist 4	9.10	6.04	3.06
Race/Ethnicity			
White	8.95	6.16	2.79
Black	9.10	6.18	2.92
Hispanic	9.18	6.43	2.75
All Other	8.63	5.15	3.48
Age			
Under 25	8.76	6.15	2.61
25-34	9.10	6.35	2.75
35-44	9.17	5.82	3.36
45-54	9.01	5.96	3.06
55-64	8.93	6.27	2.66
65-74	8.88	6.20	2.69
75+	9.26	6.85	2.41
Income			
Under \$25,000	7.99	6.69	1.30
\$25,000 to \$49,000	9.00	6.46	2.53
\$50,000 to \$74,000	9.23	6.36	2.87
\$75,000 to \$99,000	9.60	5.27	4.34
\$100,000 to \$149,000	9.42	5.38	4.04
\$150,000 +	8.38	6.01	2.37
(DO NOT READ) NA/Refused	8.40	6.46	1.94
Gender			
Male	9.00	6.03	2.97
Female	9.04	6.32	2.73
Homeownership			
Rent	8.93	6.25	2.68

Traffic flow on major roads

	Importance	Experience	Expectation Gap
Own	9.09	6.12	2.96
Children in household			
Yes	9.11	6.31	2.80
No	8.96	6.08	2.88
Tenure			
One year or less	9.31	7.39	1.92
2 to 4 years	8.18	5.51	2.68
5 to 9 years	9.29	6.26	3.03
10 to 14 years	9.45	5.83	3.62
15 years or more	8.79	6.38	2.41
Contacted Hillsborough County			
Yes	9.12	6.76	2.36
No	9.01	6.10	2.91

Parking availability

	Importance	Experience	Expectation Gap
All Hillsborough County	8.82	6.44	2.38
District			
Dist 1	8.78	6.25	2.53
Dist 2	8.93	6.56	2.37
Dist 3	8.69	6.46	2.23
Dist 4	8.91	6.51	2.41
Race/Ethnicity			
White	8.72	6.39	2.33
Black	8.94	6.41	2.53
Hispanic	9.10	6.66	2.45
All Other	8.02	5.96	2.07
Age			
Under 25	8.46	6.51	1.95
25-34	9.06	6.63	2.42
35-44	8.93	6.10	2.83
45-54	8.73	6.50	2.23
55-64	8.58	6.41	2.17
65-74	8.87	6.17	2.70
75+	9.12	6.97	2.15
Income			
Under \$25,000	7.94	6.67	1.27
\$25,000 to \$49,000	8.86	6.71	2.15
\$50,000 to \$74,000	9.06	6.63	2.43
\$75,000 to \$99,000	9.26	5.96	3.30

Parking availability

	Importance	Experience	Expectation Gap
\$100,000 to \$149,000	9.09	5.81	3.28
\$150,000 +	8.30	6.20	2.10
(DO NOT READ) NA/Refused	8.10	6.29	1.81
Gender			
Male	8.78	6.35	2.43
Female	8.86	6.52	2.34
Homeownership			
Rent	8.68	6.46	2.22
Own	8.92	6.43	2.49
Children in household			
Yes	8.95	6.51	2.44
No	8.74	6.40	2.34
Tenure			
One year or less	9.31	7.10	2.21
2 to 4 years	8.04	5.44	2.60
5 to 9 years	9.12	6.04	3.08
10 to 14 years	9.27	6.22	3.05
15 years or more	8.56	6.72	1.85
Contacted Hillsborough County			
Yes	8.89	6.92	1.97
No	8.81	6.38	2.43

Storm and flooding resiliency

	Importance	Experience	Expectation Gap
All Hillsborough County	9.04	7.34	1.69
District			
Dist 1	9.00	7.22	1.78
Dist 2	9.13	7.53	1.60
Dist 3	9.02	7.27	1.75
Dist 4	9.00	7.39	1.61
Race/Ethnicity			
White	8.98	7.27	1.71
Black	9.15	7.35	1.80
Hispanic	9.20	7.60	1.59
All Other	8.49	6.75	1.74
Age			
Under 25	8.83	7.20	1.63
25-34	9.14	7.51	1.63
35-44	8.98	7.20	1.78
45-54	8.90	7.12	1.78

Storm and flooding resiliency

	Importance	Experience	Expectation Gap
55-64	9.10	7.38	1.72
65-74	9.11	7.45	1.67
75+	9.28	7.74	1.54
Income			
Under \$25,000	8.00	7.03	0.97
\$25,000 to \$49,000	9.05	7.34	1.71
\$50,000 to \$74,000	9.38	7.50	1.88
\$75,000 to \$99,000	9.49	7.32	2.17
\$100,000 to \$149,000	9.29	7.36	1.92
\$150,000 +	8.45	7.35	1.09
(DO NOT READ) NA/Refused	8.26	7.21	1.05
Gender			
Male	9.04	7.20	1.84
Female	9.04	7.48	1.55
Homeownership			
Rent	8.91	7.36	1.55
Own	9.13	7.33	1.80
Children in household			
Yes	9.01	7.39	1.62
No	9.05	7.31	1.74
Tenure			
One year or less	9.07	8.23	0.84
2 to 4 years	8.44	6.80	1.64
5 to 9 years	9.25	7.54	1.71
10 to 14 years	9.34	7.30	2.04
15 years or more	8.86	7.35	1.51
Contacted Hillsborough County			
Yes	9.24	7.64	1.60
No	9.01	7.31	1.70

How important do you think car-free options are to connecting people and places in the county?

Q8	Freq
1-Not at all important	3.4%
2	1.9%
3	9.4%
4	6.3%
5-Very important	79.0%

By District

	Dist 1	Dist 2	Dist 3	Dist 4
1-Not at all important	3.8%	2.7%	2.5%	4.7%
2	3.2%	1.6%	1.4%	1.0%
3	9.8%	8.0%	9.7%	9.9%
4	4.8%	9.4%	6.7%	4.6%
5-Very important	78.4%	78.2%	79.7%	79.8%

By Race/Ethnicity

	White	Black	Hispanic	All Other
1-Not at all important	4.3%	2.4%	0.6%	10.9%
2	1.3%	2.8%	2.8%	0.0%
3	11.1%	8.0%	5.8%	15.9%
4	6.8%	7.9%	5.1%	4.9%
5-Very important	76.5%	78.9%	85.7%	68.3%

By Age

	Under 25	25-34	35-44	45-54	55-64	65-74	75+
1-Not at all important	3.3%	1.9%	4.1%	3.2%	3.9%	4.2%	3.6%
2	2.0%	2.9%	1.6%	2.1%	1.5%	1.8%	0.0%
3	11.3%	7.4%	7.3%	16.2%	8.5%	4.1%	10.4%
4	6.8%	4.7%	5.1%	7.3%	8.8%	4.8%	7.8%
5-Very important	76.6%	83.0%	81.9%	71.2%	77.4%	85.0%	78.2%

By Income

	Under \$25,000	\$25,000 to \$49,000	\$50,000 to \$74,000	\$75,000 to \$99,000	\$100,000 to \$149,000	\$150,000 +	(DO NOT READ) NA/Refused
1-Not at all important	6.9%	1.1%	2.0%	3.3%	5.5%	10.3%	6.7%
2	6.4%	1.0%	1.3%	0.0%	2.0%	4.8%	3.5%
3	14.9%	11.0%	6.2%	8.7%	6.5%	6.2%	13.2%
4	8.5%	6.8%	5.2%	2.9%	6.7%	17.2%	7.7%
5-Very important	63.2%	80.1%	85.2%	85.1%	79.2%	61.5%	68.9%

By Gender

	Male	Female
1-Not at all important	3.1%	3.6%
2	2.2%	1.6%
3	10.8%	8.0%
4	5.7%	7.0%
5-Very important	78.2%	79.8%

By Homeownership

	Rent	Own
1-Not at all important	4.3%	2.7%
2	1.0%	2.5%
3	12.4%	7.2%
4	5.9%	6.7%
5-Very important	76.4%	80.9%

By Children in home

	Yes	No
1-Not at all important	2.7%	3.9%
2	2.4%	1.5%
3	8.9%	9.7%
4	6.0%	6.6%
5-Very important	80.0%	78.4%

By Tenure

	One year or less	2 to 4 years	5 to 9 years	10 to 14 years	15 years or more
1-Not at all important	0.0%	0.0%	2.2%	3.6%	3.8%
2	0.0%	0.0%	1.1%	2.4%	1.9%
3	0.0%	0.0%	10.5%	6.9%	11.2%
4	24.4%	15.9%	0.6%	5.2%	7.3%
5-Very important	75.6%	84.1%	85.7%	81.9%	75.7%

By Contacted Hillsborough County in past year

	Yes	No
1-Not at all important	1.5%	3.6%
2	0.0%	2.1%
3	8.7%	9.5%
4	8.0%	6.1%
5-Very important	81.8%	78.7%

Would you use any of the following mobility options if available?

Modern and extended streetcar

Q9A	Freq
1 - Definitely not	27.5%
2	3.7%
3	21.0%
4	11.1%
5 - Definitely	36.7%

By District

	Dist 1	Dist 2	Dist 3	Dist 4
1 - Definitely not	30.8%	27.3%	19.5%	34.1%
2	3.0%	4.8%	3.8%	3.5%
3	20.3%	15.9%	27.6%	18.5%
4	11.0%	12.1%	10.5%	10.9%
5 - Definitely	34.9%	39.9%	38.6%	33.0%

By Race/Ethnicity

	White	Black	Hispanic	All Other
1 - Definitely not	30.9%	21.7%	23.8%	33.9%
2	4.1%	1.6%	3.3%	7.7%
3	21.7%	25.9%	18.7%	14.7%
4	10.0%	12.5%	12.4%	9.9%
5 - Definitely	33.3%	38.4%	41.8%	33.8%

By Age

	Under 25	25-34	35-44	45-54	55-64	65-74	75+
1 - Definitely not	16.6%	26.4%	21.3%	25.2%	29.6%	45.4%	35.9%
2	1.8%	1.6%	4.1%	3.0%	8.1%	5.2%	2.1%
3	26.5%	22.6%	22.1%	22.4%	20.3%	11.6%	17.8%
4	12.9%	8.4%	9.6%	14.9%	14.0%	8.6%	8.2%
5 - Definitely	42.3%	40.9%	42.9%	34.5%	28.0%	29.2%	36.0%

By Income

	Under \$25,000	\$25,000 to \$49,000	\$50,000 to \$74,000	\$75,000 to \$99,000	\$100,000 to \$149,000	\$150,000 +	(DO NOT READ) NA/Refused
1 - Definitely not	10.1%	35.5%	34.6%	17.1%	17.6%	30.7%	22.2%
2	2.5%	2.0%	2.8%	3.3%	6.6%	19.1%	5.8%
3	25.0%	27.8%	15.6%	16.2%	23.7%	12.1%	20.0%
4	11.8%	10.0%	10.1%	18.5%	15.2%	9.1%	3.8%
5 - Definitely	50.6%	24.7%	36.9%	44.9%	36.8%	29.0%	48.2%

By Gender

	Male	Female
1 - Definitely not	31.5%	23.7%
2	4.6%	2.9%
3	21.7%	20.3%
4	11.6%	10.6%
5 - Definitely	30.6%	42.4%

By Homeownership

	Rent	Own
1 - Definitely not	13.4%	37.5%
2	1.8%	5.2%
3	25.2%	18.0%
4	9.9%	12.0%
5 - Definitely	49.8%	27.4%

By Children in home

	Yes	No
1 - Definitely not	27.7%	27.4%
2	2.6%	4.5%
3	19.0%	22.3%
4	9.6%	12.1%
5 - Definitely	41.2%	33.7%

By Tenure

	One year or less	2 to 4 years	5 to 9 years	10 to 14 years	15 years or more
1 - Definitely not	72.8%	40.1%	21.3%	39.1%	21.1%
2	0.0%	10.1%	7.8%	1.5%	3.7%
3	0.0%	14.6%	16.5%	22.1%	22.0%
4	0.0%	7.7%	7.9%	11.5%	12.0%
5 - Definitely	27.2%	27.5%	46.6%	25.8%	41.2%

By Contacted Hillsborough County in past year

	Yes	No
1 - Definitely not	33.2%	26.8%
2	1.1%	4.1%
3	17.0%	21.5%
4	9.0%	11.4%
5 - Definitely	39.8%	36.3%

Would you use any of the following mobility options if available?

Light rail

Q9B	Freq
1 - Definitely not	24.2%
2	3.7%
3	19.6%
4	12.0%
5 - Definitely	40.5%

By District

	Dist 1	Dist 2	Dist 3	Dist 4
1 - Definitely not	24.3%	22.9%	18.0%	33.4%
2	4.3%	3.5%	3.7%	3.1%
3	20.8%	16.0%	21.0%	20.3%
4	11.0%	11.0%	13.2%	12.4%
5 - Definitely	39.5%	46.5%	44.1%	30.7%

By Race/Ethnicity

	White	Black	Hispanic	All Other
1 - Definitely not	25.9%	19.3%	22.8%	30.5%
2	4.2%	2.9%	2.9%	4.9%
3	20.6%	20.0%	19.4%	13.4%
4	12.1%	14.2%	11.9%	6.1%
5 - Definitely	37.2%	43.5%	43.0%	45.1%

By Age

	Under 25	25-34	35-44	45-54	55-64	65-74	75+
1 - Definitely not	14.3%	21.2%	18.3%	20.1%	33.7%	35.6%	34.1%
2	5.1%	3.7%	1.5%	2.3%	6.4%	3.9%	3.8%
3	20.8%	21.2%	22.4%	19.8%	12.8%	23.5%	15.5%
4	14.6%	7.4%	9.4%	16.5%	14.8%	10.9%	11.3%
5 - Definitely	45.1%	46.5%	48.4%	41.3%	32.4%	26.1%	35.3%

By Income

	Under \$25,000	\$25,000 to \$49,000	\$50,000 to \$74,000	\$75,000 to \$99,000	\$100,000 to \$149,000	\$150,000 +	(DO NOT READ) NA/Refused
1 - Definitely not	10.8%	33.1%	30.4%	13.5%	16.7%	21.5%	16.3%
2	5.3%	3.0%	3.1%	2.4%	2.3%	14.5%	5.5%
3	25.5%	24.3%	16.9%	13.9%	20.5%	11.7%	18.9%
4	10.6%	11.7%	9.2%	18.8%	16.2%	14.2%	7.7%
5 - Definitely	47.8%	27.8%	40.4%	51.4%	44.2%	38.0%	51.6%

By Gender

	Male	Female
1 - Definitely not	27.6%	21.0%
2	4.0%	3.4%
3	20.3%	19.0%
4	12.8%	11.2%
5 - Definitely	35.3%	45.4%

By Homeownership

	Rent	Own
1 - Definitely not	14.0%	31.4%
2	2.5%	4.5%
3	21.6%	18.3%
4	10.2%	13.2%
5 - Definitely	51.7%	32.5%

By Children in home

	Yes	No
1 - Definitely not	23.5%	24.7%
2	2.0%	4.8%
3	19.7%	19.6%
4	9.2%	13.8%
5 - Definitely	45.5%	37.2%

By Tenure

	One year or less	2 to 4 years	5 to 9 years	10 to 14 years	15 years or more
1 - Definitely not	48.4%	33.1%	16.6%	34.3%	19.5%
2	24.4%	0.0%	6.2%	2.5%	3.8%
3	0.0%	14.0%	17.0%	21.7%	19.7%
4	0.0%	10.2%	8.8%	12.2%	12.8%
5 - Definitely	27.2%	42.7%	51.4%	29.3%	44.2%

By Contacted Hillsborough County in past year

	Yes	No
1 - Definitely not	26.5%	24.0%
2	3.8%	3.7%
3	17.4%	19.9%
4	10.8%	12.1%
5 - Definitely	41.5%	40.3%

Would you use any of the following mobility options if available?

Modern and reliable bus service

Q9C	Freq
1 - Definitely not	35.8%
2	9.4%
3	21.1%
4	8.8%
5 - Definitely	24.9%

By District

	Dist 1	Dist 2	Dist 3	Dist 4
1 - Definitely not	39.4%	34.9%	32.1%	37.0%
2	10.5%	8.6%	8.4%	10.2%
3	17.9%	16.3%	24.6%	25.6%
4	9.2%	11.1%	8.2%	6.9%
5 - Definitely	23.0%	29.2%	26.7%	20.3%

By Race/Ethnicity

	White	Black	Hispanic	All Other
1 - Definitely not	40.4%	26.7%	30.8%	45.8%
2	8.3%	7.4%	10.8%	15.5%
3	19.2%	28.6%	22.2%	12.5%
4	9.9%	10.4%	7.7%	2.7%
5 - Definitely	22.2%	26.9%	28.5%	23.5%

By Age

	Under 25	25-34	35-44	45-54	55-64	65-74	75+
1 - Definitely not	20.5%	33.5%	32.2%	33.6%	45.1%	47.9%	40.5%
2	9.6%	7.0%	7.4%	12.9%	10.0%	10.0%	9.9%
3	20.9%	21.7%	25.9%	22.8%	19.0%	16.8%	15.9%
4	9.0%	6.1%	11.5%	9.1%	8.4%	10.7%	6.9%
5 - Definitely	40.0%	31.7%	23.0%	21.7%	17.4%	14.6%	26.9%

By Income

	Under \$25,000	\$25,000 to \$49,000	\$50,000 to \$74,000	\$75,000 to \$99,000	\$100,000 to \$149,000	\$150,000 +	(DO NOT READ) NA/Refused
1 - Definitely not	14.7%	45.9%	45.0%	23.2%	32.8%	28.2%	22.3%
2	5.9%	5.9%	7.3%	14.1%	15.9%	16.3%	13.2%
3	22.1%	20.2%	11.9%	27.4%	32.3%	30.8%	26.2%
4	12.2%	7.5%	8.7%	11.8%	7.0%	11.7%	7.1%
5 - Definitely	45.1%	20.5%	27.1%	23.5%	11.9%	13.0%	31.3%

By Gender

	Male	Female
1 - Definitely not	40.6%	31.2%
2	11.1%	7.8%
3	20.1%	22.1%
4	7.8%	9.8%
5 - Definitely	20.4%	29.1%

By Homeownership

	Rent	Own
1 - Definitely not	19.0%	47.6%
2	7.4%	10.8%
3	24.3%	18.9%
4	10.0%	8.0%
5 - Definitely	39.4%	14.7%

By Children in home

	Yes	No
1 - Definitely not	35.4%	36.0%
2	5.2%	12.1%
3	19.6%	22.1%
4	9.7%	8.3%
5 - Definitely	30.0%	21.5%

By Tenure

	One year or less	2 to 4 years	5 to 9 years	10 to 14 years	15 years or more
1 - Definitely not	72.8%	51.8%	26.3%	45.8%	30.8%
2	0.0%	8.4%	10.9%	8.8%	9.6%
3	0.0%	5.7%	22.6%	21.6%	21.9%
4	0.0%	7.6%	8.9%	8.4%	9.2%
5 - Definitely	27.2%	26.5%	31.2%	15.4%	28.5%

By Contacted Hillsborough County in past year

	Yes	No
1 - Definitely not	40.8%	35.1%
2	6.7%	9.7%
3	12.8%	22.2%
4	8.9%	8.8%
5 - Definitely	30.8%	24.1%

Have you engaged with Hillsborough County government in the last year?

Q10	Freq
Yes	11.3%
No	88.7%

By District

	Dist 1	Dist 2	Dist 3	Dist 4
Yes	11.0%	9.7%	10.0%	14.9%
No	89.0%	90.3%	90.0%	85.1%

By Race/Ethnicity

	White	Black	Hispanic	All Other
Yes	10.9%	12.5%	11.3%	11.2%
No	89.1%	87.5%	88.7%	88.8%

By Age

	Under 25	25-34	35-44	45-54	55-64	65-74	75+
Yes	7.7%	11.5%	10.4%	11.6%	15.2%	14.2%	5.1%
No	92.3%	88.5%	89.6%	88.4%	84.8%	85.8%	94.9%

By Income

	Under \$25,000	\$25,000 to \$49,000	\$50,000 to \$74,000	\$75,000 to \$99,000	\$100,000 to \$149,000	\$150,000 +	(DO NOT READ) NA/Refused
Yes	22.8%	10.8%	11.4%	6.2%	4.0%	5.2%	17.8%
No	77.2%	89.2%	88.6%	93.8%	96.0%	94.8%	82.2%

By Gender

	Male	Female
Yes	10.4%	12.2%
No	89.6%	87.8%

By Homeownership

	Rent	Own
Yes	10.7%	11.7%
No	89.3%	88.3%

By Children in home

	Yes	No
Yes	11.8%	11.0%
No	88.2%	89.0%

By Tenure

	One year or less	2 to 4 years	5 to 9 years	10 to 14 years	15 years or more
Yes	0.0%	13.1%	4.6%	10.4%	13.2%
No	100.0%	86.9%	95.4%	89.6%	86.8%

How satisfied were you with that engagement with the county government?

Q10B	Freq
Very satisfied	40.5%
Satisfied	41.7%
Neither satisfied nor dissatisfied	6.3%
Dissatisfied	9.0%
Very dissatisfied	2.5%

By District

	Dist 1	Dist 2	Dist 3	Dist 4
Very satisfied	56.2%	34.0%	30.2%	40.1%
Satisfied	37.0%	49.4%	49.8%	33.6%
Neither satisfied nor dissatisfied	1.9%	13.1%	8.5%	3.8%
Dissatisfied	4.9%	1.6%	11.5%	15.4%
Very dissatisfied	0.0%	1.8%	0.0%	7.2%

By Race/Ethnicity

	White	Black	Hispanic	All Other
Very satisfied	30.5%	39.0%	55.8%	44.0%
Satisfied	43.0%	47.7%	32.8%	56.0%
Neither satisfied nor dissatisfied	12.2%	0.0%	2.7%	0.0%
Dissatisfied	11.7%	6.2%	8.7%	0.0%
Very dissatisfied	2.7%	7.1%	0.0%	0.0%

By Age

	Under 25	25-34	35-44	45-54	55-64	65-74	75+
Very satisfied	67.5%	29.7%	15.2%	29.1%	47.2%	60.1%	100.0%
Satisfied	25.6%	37.9%	55.4%	48.6%	47.6%	32.6%	0.0%
Neither satisfied nor dissatisfied	0.0%	5.8%	16.1%	14.7%	0.0%	0.0%	0.0%
Dissatisfied	6.9%	24.1%	7.3%	4.0%	3.5%	7.3%	0.0%
Very dissatisfied	0.0%	2.5%	6.0%	3.6%	1.7%	0.0%	0.0%

By Income

	Under \$25,000	\$25,000 to \$49,000	\$50,000 to \$74,000	\$75,000 to \$99,000	\$100,000 to \$149,000	\$150,000 +	(DO NOT READ) NA/Refused
Very satisfied	35.2%	29.8%	32.3%	37.0%	88.6%	73.2%	66.2%
Satisfied	64.8%	43.9%	39.3%	31.3%	0.0%	26.8%	33.8%
Neither satisfied nor dissatisfied	0.0%	4.2%	16.2%	9.7%	0.0%	0.0%	0.0%
Dissatisfied	0.0%	22.2%	8.1%	9.5%	0.0%	0.0%	0.0%
Very dissatisfied	0.0%	0.0%	4.1%	12.7%	11.4%	0.0%	0.0%

By Gender

	Male	Female
Very satisfied	37.4%	43.1%
Satisfied	42.6%	40.9%
Neither satisfied nor dissatisfied	10.4%	3.0%
Dissatisfied	7.1%	10.6%
Very dissatisfied	2.5%	2.4%

By Homeownership

	Rent	Own
Very satisfied	36.2%	43.3%
Satisfied	51.3%	35.5%
Neither satisfied nor dissatisfied	0.0%	10.4%
Dissatisfied	11.2%	7.6%
Very dissatisfied	1.3%	3.2%

By Children in home

	Yes	No
Very satisfied	31.0%	47.2%
Satisfied	39.3%	43.3%
Neither satisfied nor dissatisfied	12.7%	1.9%
Dissatisfied	14.6%	5.1%
Very dissatisfied	2.4%	2.5%

By Tenure

	One year or less	2 to 4 years	5 to 9 years	10 to 14 years	15 years or more
Very satisfied	NA	55.0%	6.9%	21.2%	50.3%
Satisfied	NA	33.7%	93.1%	38.8%	39.6%
Neither satisfied nor dissatisfied	NA	0.0%	0.0%	13.4%	4.3%
Dissatisfied	NA	11.2%	0.0%	21.7%	4.1%
Very dissatisfied	NA	0.0%	0.0%	4.9%	1.8%

By Contacted Hillsborough County in past year

	Yes	No
Very satisfied	40.5%	NA
Satisfied	41.7%	NA
Neither satisfied nor dissatisfied	6.3%	NA
Dissatisfied	9.0%	NA
Very dissatisfied	2.5%	NA

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

Q11	Freq
A great deal	32.0%
A fair amount	55.5%
Not very much	9.7%
None at all	2.8%

By District

	Dist 1	Dist 2	Dist 3	Dist 4
A great deal	31.7%	30.3%	35.9%	29.0%
A fair amount	56.1%	59.4%	49.1%	59.1%
Not very much	9.6%	7.5%	12.2%	8.8%
None at all	2.5%	2.9%	2.9%	3.1%

By Race/Ethnicity

	White	Black	Hispanic	All Other
A great deal	27.5%	37.9%	38.7%	20.3%
A fair amount	58.3%	47.3%	56.0%	53.1%
Not very much	11.3%	10.7%	5.3%	15.4%
None at all	2.9%	4.1%	0.0%	11.3%

By Age

	Under 25	25-34	35-44	45-54	55-64	65-74	75+
A great deal	30.8%	34.7%	27.6%	29.9%	31.6%	30.7%	44.2%
A fair amount	54.9%	52.2%	62.4%	55.9%	54.7%	57.8%	46.2%
Not very much	10.8%	10.7%	7.1%	10.5%	11.5%	8.7%	7.3%
None at all	3.4%	2.3%	2.9%	3.8%	2.1%	2.8%	2.3%

By Income

	Under \$25,000	\$25,000 to \$49,000	\$50,000 to \$74,000	\$75,000 to \$99,000	\$100,000 to \$149,000	\$150,000 +	(DO NOT READ) NA/Refused
A great deal	34.5%	22.2%	27.1%	38.1%	44.8%	35.0%	48.8%
A fair amount	49.7%	68.8%	62.8%	46.4%	38.3%	47.8%	34.6%
Not very much	11.1%	7.9%	9.5%	13.6%	10.4%	9.8%	7.8%
None at all	4.6%	1.1%	0.6%	2.0%	6.5%	7.5%	8.7%

By Gender

	Male	Female
A great deal	30.0%	33.9%
A fair amount	58.2%	52.9%
Not very much	8.4%	11.0%
None at all	3.5%	2.2%

By Homeownership

	Rent	Own
A great deal	31.5%	32.3%
A fair amount	55.2%	55.7%
Not very much	9.9%	9.5%
None at all	3.3%	2.5%

By Children in home

	Yes	No
A great deal	32.7%	31.5%
A fair amount	54.2%	56.4%
Not very much	9.5%	9.8%
None at all	3.7%	2.3%

By Tenure

	One year or less	2 to 4 years	5 to 9 years	10 to 14 years	15 years or more
A great deal	27.2%	12.4%	27.9%	21.2%	40.2%
A fair amount	72.8%	61.2%	62.3%	68.2%	46.5%
Not very much	0.0%	21.1%	8.6%	9.5%	9.3%
None at all	0.0%	5.2%	1.2%	1.2%	3.9%

By Contacted Hillsborough County in past year

	Yes	No
A great deal	37.4%	31.3%
A fair amount	45.4%	56.8%
Not very much	15.7%	8.9%
None at all	1.5%	3.0%

How long have you lived within Hillsborough County?

Q12	Freq
One year or less	0.6%
2 to 4 years	3.9%
5 to 9 years	11.8%
10 to 14 years	29.6%
15 years or more	54.1%

By District

	Dist 1	Dist 2	Dist 3	Dist 4
One year or less	0.8%	0.7%	0.0%	0.9%
2 to 4 years	6.2%	4.9%	2.7%	1.9%
5 to 9 years	12.9%	11.3%	10.3%	13.0%
10 to 14 years	30.2%	25.1%	30.0%	32.8%
15 years or more	49.9%	58.0%	57.1%	51.4%

By Race/Ethnicity

	White	Black	Hispanic	All Other
One year or less	0.5%	0.8%	0.8%	0.0%
2 to 4 years	4.1%	4.3%	3.7%	3.1%
5 to 9 years	12.8%	8.3%	10.6%	18.1%
10 to 14 years	30.1%	31.1%	29.8%	21.8%
15 years or more	52.6%	55.5%	55.2%	57.1%

By Age

	Under 25	25-34	35-44	45-54	55-64	65-74	75+
One year or less	1.7%	0.0%	0.8%	0.0%	0.8%	1.0%	0.0%

2 to 4 years	8.9%	4.0%	3.8%	1.1%	5.8%	3.4%	0.0%
5 to 9 years	18.9%	16.1%	16.5%	7.1%	9.0%	7.0%	2.1%
10 to 14 years	29.7%	33.4%	31.3%	35.3%	27.8%	20.6%	19.3%
15 years or more	40.9%	46.5%	47.6%	56.5%	56.5%	68.0%	78.6%

By Income

	Under \$25,000	\$25,000 to \$49,000	\$50,000 to \$74,000	\$75,000 to \$99,000	\$100,000 to \$149,000	\$150,000 +	(DO NOT READ) NA/Refused
One year or less	1.6%	0.5%	0.1%	0.0%	1.6%	1.4%	0.8%
2 to 4 years	4.8%	5.2%	3.4%	4.5%	4.2%	2.1%	1.0%
5 to 9 years	10.7%	10.9%	15.1%	16.9%	8.6%	7.3%	3.7%
10 to 14 years	12.6%	33.3%	36.6%	37.1%	22.1%	15.8%	14.0%
15 years or more	70.2%	50.1%	44.8%	41.4%	63.5%	73.5%	80.4%

By Gender

	Male	Female
One year or less	0.5%	0.7%
2 to 4 years	4.4%	3.5%
5 to 9 years	11.0%	12.5%
10 to 14 years	31.3%	27.9%
15 years or more	52.8%	55.4%

By Homeownership

	Rent	Own
One year or less	0.3%	0.7%
2 to 4 years	4.8%	3.3%
5 to 9 years	17.2%	8.0%
10 to 14 years	28.4%	30.4%
15 years or more	49.3%	57.6%

By Children in home

	Yes	No
One year or less	0.8%	0.4%
2 to 4 years	4.7%	3.5%
5 to 9 years	14.0%	10.4%
10 to 14 years	33.3%	27.1%
15 years or more	47.2%	58.7%

By Tenure

	Yes	No
One year or less	0.8%	0.4%
2 to 4 years	4.7%	3.5%
5 to 9 years	14.0%	10.4%
10 to 14 years	33.3%	27.1%
15 years or more	47.2%	58.7%

By Contacted Hillsborough County in past year

	Yes	No
One year or less	0.0%	0.6%
2 to 4 years	4.6%	3.9%
5 to 9 years	4.8%	12.7%
10 to 14 years	27.1%	29.9%
15 years or more	63.5%	52.9%

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

Q13

	Freq
Very satisfied	31.5%
Satisfied	55.1%
Neither satisfied nor dissatisfied	8.2%
Dissatisfied	4.5%
Very dissatisfied	0.7%

By District

	Dist 1	Dist 2	Dist 3	Dist 4
Very satisfied	32.8%	34.1%	33.0%	25.4%
Satisfied	52.2%	52.8%	53.6%	62.6%
Neither satisfied nor dissatisfied	12.1%	9.7%	6.8%	4.0%
Dissatisfied	2.8%	3.4%	5.3%	6.7%
Very dissatisfied	0.0%	0.0%	1.3%	1.4%

By Race/Ethnicity

	White	Black	Hispanic	All Other
Very satisfied	30.4%	32.5%	34.1%	25.6%
Satisfied	55.1%	49.5%	57.7%	56.2%
Neither satisfied nor dissatisfied	10.1%	11.8%	3.6%	7.5%
Dissatisfied	4.1%	5.8%	4.7%	4.1%
Very dissatisfied	0.3%	0.5%	0.0%	6.5%

By Age

	Under 25	25-34	35-44	45-54	55-64	65-74	75+
Very satisfied	21.6%	29.0%	30.9%	28.9%	37.5%	32.3%	46.5%
Satisfied	64.1%	58.2%	51.7%	58.4%	47.6%	57.7%	45.0%
Neither satisfied nor dissatisfied	8.7%	6.1%	9.7%	8.4%	11.6%	6.0%	5.4%
Dissatisfied	3.9%	6.7%	6.4%	4.2%	3.1%	1.8%	3.1%
Very dissatisfied	1.5%	0.0%	1.3%	0.0%	0.2%	2.1%	0.0%

By Income

	Under \$25,000	\$25,000 to \$49,000	\$50,000 to \$74,000	\$75,000 to \$99,000	\$100,000 to \$149,000	\$150,000 +	(DO NOT READ) NA/Refused
Very satisfied	32.5%	21.2%	26.5%	35.9%	52.7%	39.0%	45.3%
Satisfied	48.2%	64.8%	62.3%	48.7%	38.1%	50.1%	39.8%
Neither satisfied nor dissatisfied	14.9%	10.0%	7.6%	6.5%	3.9%	4.8%	7.2%
Dissatisfied	3.4%	3.7%	3.4%	9.0%	5.3%	6.1%	3.5%
Very dissatisfied	1.0%	0.3%	0.1%	0.0%	0.0%	0.0%	4.3%

By Gender

	Male	Female
Very satisfied	31.9%	31.1%
Satisfied	54.9%	55.2%
Neither satisfied nor dissatisfied	9.7%	6.9%
Dissatisfied	2.7%	6.2%
Very dissatisfied	0.7%	0.6%

By Homeownership

	Rent	Own
Very satisfied	26.6%	34.9%
Satisfied	52.8%	56.6%
Neither satisfied nor dissatisfied	13.0%	4.9%
Dissatisfied	6.0%	3.5%
Very dissatisfied	1.5%	0.1%

By Children in home

	Yes	No
Very satisfied	29.5%	32.8%
Satisfied	55.5%	54.7%
Neither satisfied nor dissatisfied	7.1%	9.0%
Dissatisfied	7.4%	2.6%
Very dissatisfied	0.4%	0.8%

By Tenure

	One year or less	2 to 4 years	5 to 9 years	10 to 14 years	15 years or more
Very satisfied	71.5%	16.3%	26.0%	20.1%	39.6%
Satisfied	28.5%	61.3%	58.7%	65.0%	48.7%
Neither satisfied nor dissatisfied	0.0%	13.7%	8.2%	9.3%	7.3%
Dissatisfied	0.0%	8.7%	7.0%	5.3%	3.3%
Very dissatisfied	0.0%	0.0%	0.0%	0.3%	1.1%

By Contacted Hillsborough County in past year

	Yes	No
Very satisfied	39.0%	30.5%
Satisfied	51.3%	55.5%
Neither satisfied nor dissatisfied	2.6%	9.0%
Dissatisfied	7.1%	4.2%
Very dissatisfied	0.0%	0.8%

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 significant worse?

Q14	Freq
Significantly better	27.7%
Somewhat better	17.5%
About the same	39.2%
Somewhat worse	9.3%
Significantly worse	6.3%

By District

	Dist 1	Dist 2	Dist 3	Dist 4
Significantly better	26.4%	28.4%	30.6%	24.8%
Somewhat better	20.4%	16.9%	18.3%	13.7%
About the same	37.0%	42.7%	36.1%	42.1%
Somewhat worse	10.3%	7.0%	8.0%	12.1%
Significantly worse	5.8%	5.1%	7.0%	7.3%

By Race/Ethnicity

	White	Black	Hispanic	All Other
Significantly better	23.9%	32.6%	32.5%	22.5%
Somewhat better	16.6%	16.5%	19.9%	15.9%
About the same	43.0%	35.6%	36.5%	32.4%
Somewhat worse	10.6%	7.3%	7.5%	13.2%
Significantly worse	5.9%	8.1%	3.6%	15.9%

By Age

	Under 25	25-34	35-44	45-54	55-64	65-74	75+
Significantly better	22.3%	30.1%	34.3%	26.4%	26.2%	20.7%	30.6%
Somewhat better	22.7%	19.2%	15.9%	20.6%	13.2%	12.9%	17.8%
About the same	41.3%	34.6%	34.3%	37.2%	43.5%	46.7%	43.4%
Somewhat worse	7.0%	10.7%	8.2%	9.9%	10.4%	13.0%	2.8%
Significantly worse	6.6%	5.3%	7.3%	5.9%	6.7%	6.7%	5.4%

By Income

	Under \$25,000	\$25,000 to \$49,000	\$50,000 to \$74,000	\$75,000 to \$99,000	\$100,000 to \$149,000	\$150,000 +	(DO NOT READ) NA/Refused
Significantly better	27.3%	13.8%	26.1%	43.1%	49.1%	25.5%	31.9%
Somewhat better	20.9%	18.9%	21.1%	11.9%	8.9%	19.0%	16.2%
About the same	39.5%	54.4%	38.7%	23.0%	27.4%	16.7%	36.6%
Somewhat worse	7.1%	9.8%	7.9%	8.7%	8.4%	33.6%	8.1%
Significantly worse	5.2%	3.1%	6.1%	13.3%	6.2%	5.1%	7.2%

By Gender

	Male	Female
Significantly better	26.1%	29.3%
Somewhat better	17.3%	17.8%
About the same	40.6%	37.8%
Somewhat worse	11.0%	7.7%
Significantly worse	5.1%	7.5%

By Homeownership

	Rent	Own
Significantly better	30.1%	26.1%
Somewhat better	18.6%	16.8%
About the same	35.4%	41.8%
Somewhat worse	8.1%	10.2%
Significantly worse	7.9%	5.2%

By Children in home

	Yes	No
Significantly better	28.8%	27.0%
Somewhat better	17.4%	17.6%
About the same	38.7%	39.4%
Somewhat worse	8.1%	10.1%
Significantly worse	6.9%	5.9%

By Tenure

	One year or less	2 to 4 years	5 to 9 years	10 to 14 years	15 years or more
Significantly better	27.2%	18.7%	34.5%	20.0%	31.1%
Somewhat better	9.1%	15.4%	10.6%	16.3%	19.9%
About the same	56.8%	34.6%	33.7%	47.0%	36.2%
Somewhat worse	6.9%	25.7%	8.8%	9.9%	8.0%
Significantly worse	0.0%	5.6%	12.4%	6.8%	4.8%

By Contacted Hillsborough County in past year

	Yes	No
Significantly better	31.2%	27.3%
Somewhat better	17.4%	17.5%
About the same	30.0%	40.3%
Somewhat worse	14.4%	8.7%
Significantly worse	7.0%	6.2%