

**CLEARWATER COMMUNICATIONS
CITIZEN SURVEY
NOVEMBER 2004**

1 As I read each one of these statements about Clearwater, please tell me if you strongly agree, agree, disagree or strongly disagree with the statement.

1.1 I am very interested in keeping informed about City events and City government.

| RESPONSE | NUMBER | PERCENT |
|--------------------------|---------------|----------------|
| Strongly Agree | 126 | 31.5 |
| Agree | 233 | 58.2 |
| Disagree | 38 | 9.5 |
| Strongly Disagree | 0 | 0.0 |
| Don't Know | 3 | 0.8 |
| TOTAL | 400 | 100.0 |

1.2 I receive enough good information from the City to stay informed.

| RESPONSE | NUMBER | PERCENT |
|--------------------------|---------------|----------------|
| Strongly Agree | 46 | 11.5 |
| Agree | 234 | 58.5 |
| Disagree | 109 | 27.2 |
| Strongly Disagree | 7 | 1.8 |
| Don't Know | 4 | 1.0 |
| TOTAL | 400 | 100.0 |

1.3 Clearwater values cooperation and dialogue between residents and government.

| RESPONSE | NUMBER | PERCENT |
|--------------------------|---------------|----------------|
| Strongly Agree | 39 | 9.8 |
| Agree | 231 | 57.7 |
| Disagree | 91 | 22.7 |
| Strongly Disagree | 8 | 2.0 |
| Don't Know | 31 | 7.8 |
| TOTAL | 400 | 100.0 |

1.4 Clearwater government is customer service oriented.

| RESPONSE | NUMBER | PERCENT |
|--------------------------|---------------|----------------|
| Strongly Agree | 40 | 10.0 |
| Agree | 241 | 60.2 |
| Disagree | 81 | 20.3 |
| Strongly Disagree | 4 | 1.0 |
| Don't Know | 34 | 8.5 |
| TOTAL | 400 | 100.0 |

1.5 The City is providing enough information about major infrastructure and redevelopment activities.

| RESPONSE | NUMBER | PERCENT |
|-------------------|------------|--------------|
| Strongly Agree | 32 | 8.0 |
| Agree | 198 | 49.5 |
| Disagree | 135 | 33.7 |
| Strongly Disagree | 19 | 4.8 |
| Don't Know | 16 | 4.0 |
| TOTAL | 400 | 100.0 |

1.6 I regularly access the City's Website for City information.

| RESPONSE | ALL RESPONDENTS | | RESPONDENTS WITH INTERNET | |
|-------------------|-----------------|--------------|---------------------------|--------------|
| | NUMBER | PERCENT | NUMBER | PERCENT |
| Strongly Agree | 12 | 3.0 | 12 | 4.6 |
| Agree | 72 | 18.0 | 72 | 27.7 |
| Disagree | 157 | 39.2 | 110 | 42.3 |
| Strongly Disagree | 115 | 28.8 | 46 | 17.7 |
| Don't Know | 44 | 11.0 | 20 | 7.7 |
| TOTAL | 400 | 100.0 | 260 | 100.0 |

1.7 I am satisfied with the information provided on the City's Website.

| RESPONSE | ALL RESPONDENTS | | RESPONDENTS WITH INTERNET | |
|-------------------|-----------------|--------------|---------------------------|--------------|
| | NUMBER | PERCENT | NUMBER | PERCENT |
| Strongly Agree | 12 | 3.0 | 12 | 4.6 |
| Agree | 96 | 24.0 | 96 | 36.9 |
| Disagree | 88 | 22.0 | 48 | 18.5 |
| Strongly Disagree | 36 | 9.0 | 31 | 11.9 |
| Don't Know | 168 | 42.0 | 73 | 28.1 |
| TOTAL | 400 | 100.0 | 200 | 100.0 |

1.8 The City's Website is easy to navigate.

| RESPONSE | ALL RESPONDENTS | | RESPONDENTS WITH INTERNET | |
|-------------------|-----------------|--------------|---------------------------|--------------|
| | NUMBER | PERCENT | NUMBER | PERCENT |
| Strongly Agree | 15 | 3.8 | 15 | 5.8 |
| Agree | 127 | 31.7 | 127 | 48.8 |
| Disagree | 55 | 13.8 | 35 | 13.5 |
| Strongly Disagree | 28 | 7.0 | 9 | 3.5 |
| Don't Know | 175 | 43.7 | 74 | 28.4 |
| TOTAL | 400 | 100.0 | 260 | 100.0 |

1.9 I regularly watch C-View 15 for City information.

| RESPONSE | ALL RESPONDENTS | | RESPONDENTS WITH CABLE TV | |
|-------------------|-----------------|---------|---------------------------|---------|
| | NUMBER | PERCENT | NUMBER | PERCENT |
| Strongly Agree | 17 | 4.3 | 17 | 4.9 |
| Agree | 103 | 25.7 | 103 | 29.9 |
| Disagree | 156 | 39.0 | 144 | 41.7 |
| Strongly Disagree | 93 | 23.2 | 56 | 16.2 |
| Don't Know | 31 | 7.8 | 25 | 7.3 |
| TOTAL | 400 | 100.0 | 345 | 100.0 |

1.10 I am satisfied with the programs I see on C-View 15 (city's television station).

| RESPONSE | ALL RESPONDENTS | | RESPONDENTS WITH CABLE TV | |
|-------------------|-----------------|---------|---------------------------|---------|
| | NUMBER | PERCENT | NUMBER | PERCENT |
| Strongly Agree | 17 | 4.3 | 17 | 4.9 |
| Agree | 154 | 38.5 | 154 | 44.6 |
| Disagree | 62 | 15.5 | 51 | 14.8 |
| Strongly Disagree | 38 | 9.5 | 19 | 5.5 |
| Don't Know | 129 | 32.2 | 104 | 30.2 |
| TOTAL | 400 | 100.0 | 345 | 100.0 |

2 How do you typically receive your information about what is going on in Clearwater? (Respondents could have multiple answers)

| RESPONSE | NUMBER | PERCENT |
|--|--------|---------|
| Television News | 312 | 78.0 |
| Daily Newspaper (Times or Tribune) | 300 | 75.0 |
| Weekly Newspaper (Gazette or Citizen) | 70 | 17.5 |
| Radio | 52 | 13.0 |
| C-News advertisement in the St. Pete Times | 43 | 10.8 |
| C-VIEW 15 | 48 | 12.0 |
| Utility bill stuffer (Sunshine Lines) | 30 | 7.5 |
| City Website, myclearwater.com | 29 | 7.3 |
| Neighborhood Services Program | 3 | 0.8 |
| Public meetings | 7 | 1.8 |
| Word-of-mouth | 68 | 17.0 |
| City staff | 2 | 0.5 |
| E-mails received from City | 7 | 1.8 |
| Other: HOA | 3 | 0.8 |
| Other: School | 1 | 0.3 |
| Other: None | 1 | 0.3 |

3 Which major local newspaper do you read most frequently?

| RESPONSE | NUMBER | PERCENT |
|----------------------|------------|--------------|
| St. Petersburg Times | 322 | 80.5 |
| Tampa Tribune | 16 | 4.0 |
| Both | 14 | 3.5 |
| Neither | 48 | 12.0 |
| TOTAL | 400 | 100.0 |

4 Have you seen the C-NEWS advertisement, which appears the second and fourth Thursdays in the Clearwater section of the *St. Petersburg Times*?

| RESPONSE | NUMBER | PERCENT |
|--------------|------------|--------------|
| Yes | 189 | 53.7 |
| No | 163 | 46.3 |
| TOTAL | 352 | 100.0 |

* Those persons who answered "Neither" to the previously questions were not asked this question.

5 How often do you read the city news contained in this advertisement?

| RESPONSE | NUMBER | PERCENT |
|---------------|------------|--------------|
| Almost always | 87 | 46.0 |
| Often | 33 | 17.5 |
| Sometimes | 56 | 29.6 |
| Rarely | 10 | 5.3 |
| Almost Never | 3 | 1.6 |
| TOTAL | 189 | 100.0 |

* Only those persons who answered "Yes" to question #4 responded to this question.

6 Do you have a satellite dish?

| RESPONSE | NUMBER | PERCENT |
|--------------|------------|--------------|
| Yes | 26 | 6.5 |
| No | 374 | 93.5 |
| TOTAL | 400 | 100.0 |

7 Do you currently subscribe to cable television?

| RESPONSE | NUMBER | PERCENT |
|--------------|------------|--------------|
| Yes | 345 | 92.2 |
| No | 29 | 7.8 |
| TOTAL | 374 | 100.0 |

* Persons who answered "Yes" to the previous question were not asked this question.

8 Who is your cable provider?

| RESPONSE | NUMBER | PERCENT |
|-------------------|------------|--------------|
| Knology Cable | 32 | 9.3 |
| Brighthouse Cable | 313 | 90.7 |
| TOTAL | 345 | 100.0 |

9 How satisfied are you with your Cable TV provider? Are you:

| RESPONSE | NUMBER | PERCENT |
|-----------------------|------------|--------------|
| Very Satisfied | 231 | 67.0 |
| Somewhat Satisfied | 94 | 27.2 |
| Somewhat Dissatisfied | 13 | 3.8 |
| Very Dissatisfied | 7 | 2.0 |
| TOTAL | 345 | 100.0 |

10. Do you know the name or channel number for the Clearwater City government channel?

| RESPONSE | NUMBER | PERCENT |
|--------------|------------|--------------|
| Yes | 148 | 42.9 |
| No | 197 | 57.1 |
| TOTAL | 345 | 100.0 |

10.1 If yes, what is the name or channel number?

| | |
|------------------|-----|
| Channel 15 | 142 |
| Channel 14 | 1 |
| Channel 14/15/16 | 1 |
| Channel 15/16 | 1 |
| Channel 16/18 | 1 |
| Channel 18 | 1 |
| Channel 47 | 1 |

11. The city's channel is on cable channel 15 and is called C-View. Do you ever watch C-View or Channel 15?

| RESPONSE | NUMBER | PERCENT |
|--------------|------------|--------------|
| Yes | 156 | 45.2 |
| No | 189 | 54.8 |
| TOTAL | 345 | 100.0 |

12 During the past year, which of the following C-View programs have you watched for more than a couple of minutes at a time?

| RESPONSE | NUMBER | PERCENT |
|---|--------|---------|
| City Council Meeting | 88 | 56.4 |
| Special Council Meeting (budget workshop, etc.) | 36 | 23.1 |
| Blueline CPD (police show) | 74 | 47.4 |
| City Talk (call-in show with Council-members) | 47 | 30.1 |
| C-NEWS (city news show with Host Doug Matthews) | 65 | 41.7 |
| Focal Point (City Manager Show) | 41 | 26.3 |
| Clearwater Matters (Mayor's Show) | 38 | 24.4 |
| Works in Progress (Public Works Show) | 31 | 19.9 |
| Municipal Code Enforcement Board | 13 | 8.3 |
| Community Development Board | 29 | 18.6 |
| Downtown Development Board | 18 | 11.5 |

13 How often do you use each of the following sources for City Information?

13.1 Television News

| RESPONSE | NUMBER | PERCENT |
|---------------|------------|--------------|
| Almost Always | 287 | 71.7 |
| Often | 71 | 17.8 |
| Sometimes | 25 | 6.2 |
| Rarely | 11 | 2.8 |
| Never | 6 | 1.5 |
| TOTAL | 400 | 100.0 |

13.2 Daily Newspaper (Times or Tribune)

| RESPONSE | NUMBER | PERCENT |
|---------------|------------|--------------|
| Almost Always | 265 | 66.2 |
| Often | 48 | 12.0 |
| Sometimes | 28 | 7.0 |
| Rarely | 23 | 5.8 |
| Never | 36 | 9.0 |
| TOTAL | 400 | 100.0 |

13.3 Weekly Newspaper (Gazette or Citizen)

| RESPONSE | NUMBER | PERCENT |
|---------------|------------|--------------|
| Almost Always | 50 | 12.5 |
| Often | 64 | 16.0 |
| Sometimes | 89 | 22.2 |
| Rarely | 84 | 21.0 |
| Never | 113 | 28.3 |
| TOTAL | 400 | 100.0 |

13.4 Radio

| RESPONSE | NUMBER | PERCENT |
|---------------|------------|--------------|
| Almost Always | 39 | 9.7 |
| Often | 73 | 18.3 |
| Sometimes | 85 | 21.2 |
| Rarely | 86 | 21.5 |
| Never | 117 | 29.3 |
| TOTAL | 400 | 100.0 |

13.5 C-News advertisement in the St. Pete Times

| RESPONSE | NUMBER | PERCENT |
|---------------|------------|--------------|
| Almost Always | 68 | 17.0 |
| Often | 49 | 12.3 |
| Sometimes | 38 | 9.5 |
| Rarely | 18 | 4.5 |
| Never | 227 | 56.7 |
| TOTAL | 400 | 100.0 |

13.6 C-VIEW 15

| RESPONSE | ALL RESPONDENTS | | RESPONDENTS WITH CABLE TV | |
|---------------|-----------------|--------------|---------------------------|--------------|
| | NUMBER | PERCENT | NUMBER | PERCENT |
| Almost Always | 20 | 5.0 | 20 | 5.8 |
| Often | 38 | 9.5 | 38 | 11.0 |
| Sometimes | 72 | 18.0 | 72 | 20.9 |
| Rarely | 21 | 5.3 | 21 | 6.1 |
| Never | 249 | 62.2 | 194 | 56.2 |
| TOTAL | 400 | 100.0 | 345 | 100.0 |

13.7 Utility bill stuffer (Sunshine Lines)

| RESPONSE | NUMBER | PERCENT |
|---------------|------------|--------------|
| Almost Always | 21 | 5.2 |
| Often | 126 | 31.5 |
| Sometimes | 104 | 26.0 |
| Rarely | 47 | 11.8 |
| Never | 102 | 25.5 |
| TOTAL | 400 | 100.0 |

3.8 City Website, myclearwater.com

| RESPONSE | ALL RESPONDENTS | | RESPONDENTS WITH INTERNET | |
|---------------|-----------------|---------|---------------------------|---------|
| RESPONSE | NUMBER | PERCENT | NUMBER | PERCENT |
| Almost Always | 6 | 1.5 | 6 | 2.3 |
| Often | 21 | 5.2 | 21 | 8.1 |
| Sometimes | 52 | 13.0 | 52 | 20.0 |
| Rarely | 62 | 15.5 | 65 | 23.8 |
| Never | 259 | 64.8 | 119 | 45.8 |
| TOTAL | 400 | 100.0 | 260 | 100.0 |

13.9 Neighborhood Services Program

| RESPONSE | NUMBER | PERCENT |
|---------------|--------|---------|
| Almost Always | 1 | 0.3 |
| Often | 7 | 1.7 |
| Sometimes | 25 | 6.3 |
| Rarely | 40 | 10.0 |
| Never | 327 | 81.7 |
| TOTAL | 400 | 100.0 |

13.10 Public Meetings

| RESPONSE | NUMBER | PERCENT |
|---------------|--------|---------|
| Almost Always | 4 | 1.0 |
| Often | 6 | 1.5 |
| Sometimes | 33 | 8.2 |
| Rarely | 46 | 11.5 |
| Never | 311 | 77.8 |
| TOTAL | 400 | 100.0 |

14 Do you have Internet access at home?

| RESPONSE | NUMBER | PERCENT |
|--------------|--------|---------|
| Yes | 250 | 62.5 |
| No | 150 | 37.5 |
| TOTAL | 400 | 100.0 |

15 If you don't have it at home, do you access it through a library or some other location?

| RESPONSE | NUMBER | PERCENT |
|--------------|--------|---------|
| Yes | 10 | 6.7 |
| No | 140 | 93.3 |
| TOTAL | 150 | 100.0 |

16 If the following services were available online, would you use any of the following services? (Asked of those respondents who had internet services at home or accessed it through another source)

17

17.1 Building permit submission

| RESPONSE | NUMBER | PERCENT |
|--------------|--------|---------|
| Yes | 89 | 34.2 |
| No | 171 | 65.8 |
| TOTAL | 260 | 100.0 |

17.2 Recreation program registration

| RESPONSE | NUMBER | PERCENT |
|--------------|--------|---------|
| Yes | 155 | 59.6 |
| No | 105 | 40.4 |
| TOTAL | 260 | 100.0 |

16.3 Submit requests for service

| RESPONSE | NUMBER | PERCENT |
|--------------|--------|---------|
| Yes | 146 | 56.2 |
| No | 114 | 43.8 |
| TOTAL | 260 | 100.0 |

16.4 Track/access police reports and code violations

| RESPONSE | NUMBER | PERCENT |
|--------------|--------|---------|
| Yes | 94 | 36.2 |
| No | 166 | 63.8 |
| TOTAL | 260 | 100.0 |

16.5 Access proposed projects and permit applications near my home

| RESPONSE | NUMBER | PERCENT |
|--------------|--------|---------|
| Yes | 93 | 35.8 |
| No | 167 | 64.2 |
| TOTAL | 260 | 100.0 |

16.6 View historical crime data for my neighborhood

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 118 | 45.4 |
| No | 142 | 54.6 |
| TOTAL | 260 | 100.0 |

16.7 Watch a previous council meeting or selected sections of a council meeting

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 72 | 27.7 |
| No | 188 | 72.3 |
| TOTAL | 260 | 100.0 |

17 Have you signed up for e-mail notification of City of Clearwater events and news?

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 25 | 9.6 |
| No | 235 | 90.4 |
| TOTAL | 260 | 100.0 |

18 Are you aware that you could do the following activities online?

18.1 Search public records

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 155 | 59.6 |
| No | 105 | 40.4 |
| TOTAL | 260 | 100.0 |

18.2 Pay utility bills

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 191 | 73.5 |
| No | 69 | 26.5 |
| TOTAL | 260 | 100.0 |

18.3 Pay parking tickets

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 130 | 50.0 |
| No | 130 | 50.0 |
| TOTAL | 260 | 100.0 |

18.4 View active police calls for service

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 83 | 31.9 |
| No | 177 | 68.1 |
| TOTAL | 260 | 100.0 |

18.5 Search building permits

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 89 | 34.2 |
| No | 171 | 65.8 |
| TOTAL | 260 | 100.0 |

18.6 Sign up for email newsletters

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 108 | 41.5 |
| No | 152 | 58.5 |
| TOTAL | 260 | 100.0 |

18.7 Partake in an on-line mini poll

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 89 | 34.2 |
| No | 171 | 65.8 |
| TOTAL | 260 | 100.0 |

19 Have you participated in any of the following opportunities for public input in the past 12 months?

19.1 Vote in a City election

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 332 | 83.0 |
| No | 68 | 17.0 |
| TOTAL | 400 | 100.0 |

19.2 Attend a City Council meeting

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 26 | 6.5 |
| No | 374 | 93.5 |
| TOTAL | 400 | 100.0 |

19.3 Attend a City board meeting

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 12 | 3.0 |
| No | 388 | 97.0 |
| TOTAL | 400 | 100.0 |

19.4 Attend a Crime watch meeting

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 52 | 13.0 |
| No | 348 | 87.0 |
| TOTAL | 400 | 100.0 |

19.5 Attend another type of public meeting

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 35 | 8.8 |
| No | 365 | 91.2 |
| TOTAL | 400 | 100.0 |

19.6 Attend a Neighborhood Meeting/conference

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 102 | 25.5 |
| No | 298 | 74.5 |
| TOTAL | 400 | 100.0 |

19.7 Access the City website or on-line polls

| RESPONSE | ALL RESPONDENTS | | RESPONDENTS WITH INTERNET | |
|-----------------|------------------------|----------------|----------------------------------|----------------|
| | NUMBER | PERCENT | NUMBER | PERCENT |
| Yes | 72 | 18.0 | 72 | 27.7 |
| No | 328 | 82.0 | 188 | 72.3 |
| TOTAL | 400 | 100.0 | 260 | 100.0 |

19.8 E-mail a City official

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 16 | 4.0 |
| No | 384 | 96.0 |
| TOTAL | 400 | 100.0 |

19.9 Write a letter to a City official

| RESPONSE | NUMBER | PERCENT |
|--------------|--------|---------|
| Yes | 12 | 3.0 |
| No | 388 | 97.0 |
| TOTAL | 400 | 100.0 |

19.10 Call a City official

| RESPONSE | NUMBER | PERCENT |
|--------------|--------|---------|
| Yes | 28 | 7.0 |
| No | 372 | 93.0 |
| TOTAL | 400 | 100.0 |

19.11 Write a letter to an editor of a newspaper

| RESPONSE | NUMBER | PERCENT |
|--------------|--------|---------|
| Yes | 14 | 3.5 |
| No | 386 | 96.5 |
| TOTAL | 400 | 100.0 |

19.12 Call in to a live television program on C-VIEW 15

| RESPONSE | ALL RESPONDENTS | | RESPONDENTS WITH CABLE TV | |
|--------------|-----------------|---------|---------------------------|---------|
| | NUMBER | PERCENT | NUMBER | PERCENT |
| Yes | 2 | 0.5 | 2 | 0.6 |
| No | 398 | 99.5 | 343 | 99.4 |
| TOTAL | 400 | 100.0 | 345 | 100.0 |

19.13 Complete an online survey

| RESPONSE | ALL RESPONDENTS | | RESPONDENTS WITH INTERNET | |
|--------------|-----------------|---------|---------------------------|---------|
| | NUMBER | PERCENT | NUMBER | PERCENT |
| Yes | 26 | 6.5 | 26 | 10.0 |
| No | 374 | 93.5 | 234 | 90.0 |
| TOTAL | 400 | 100.0 | 260 | 100.0 |

20 If a system were installed that could alert you of emergency situations or information, would you sign up?

| RESPONSE | NUMBER | PERCENT |
|--------------|------------|--------------|
| Yes | 301 | 75.2 |
| No | 99 | 24.8 |
| TOTAL | 400 | 100.0 |

21 Would you prefer to receive this emergency information via:

21.1 Email

| RESPONSE | NUMBER | PERCENT |
|--------------|------------|--------------|
| Yes | 85 | 28.2 |
| No | 216 | 71.8 |
| TOTAL | 301 | 100.0 |

21.2 Home phone

| RESPONSE | NUMBER | PERCENT |
|--------------|------------|--------------|
| Yes | 236 | 78.4 |
| No | 65 | 21.6 |
| TOTAL | 301 | 100.0 |

21.3 Cell phone

| RESPONSE | NUMBER | PERCENT |
|--------------|------------|--------------|
| Yes | 21 | 7.0 |
| No | 280 | 93.0 |
| TOTAL | 301 | 100.0 |

21.4 Pager

| RESPONSE | NUMBER | PERCENT |
|--------------|------------|--------------|
| Yes | 4 | 1.3 |
| No | 297 | 98.7 |
| TOTAL | 301 | 100.0 |

22 If this same system were used for non-emergency information such as library events, town hall meetings or traffic situations, would you sign up?

| RESPONSE | NUMBER | PERCENT |
|--------------|------------|--------------|
| Yes | 183 | 45.8 |
| No | 217 | 54.2 |
| TOTAL | 400 | 100.0 |

23 In the past year have you called any City department or facility for any reason?

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 155 | 38.8 |
| No | 245 | 61.2 |
| TOTAL | 400 | 100.0 |

24 Were you treated courteously?

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 145 | 93.5 |
| No | 10 | 6.5 |
| TOTAL | 155 | 100.0 |

25 If your call was about a problem, was it resolved quickly?

| RESPONSE | NUMBER | PERCENT |
|------------------|---------------|----------------|
| Yes | 110 | 71.0 |
| No | 32 | 20.6 |
| No answer | 13 | 8.4 |
| TOTAL | 155 | 100.0 |

26 Did you receive a copy of last year's annual report, which was in the form of a calendar?

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 186 | 46.5 |
| No | 214 | 53.5 |
| TOTAL | 400 | 100.0 |

26.1 If yes, did you keep it throughout the year?

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Yes | 147 | 79.0 |
| No | 39 | 21.0 |
| TOTAL | 186 | 100.0 |

**27. How could the City communicate with you and other residents more effectively?
What are your ideas?**

| <u>Comment</u> | <u>Number</u> |
|---|----------------------|
| More frequent and improved communication through letters and mailings | 48 |
| Improve current newsletter & make people more aware of it | 39 |
| More information and visibility in newspapers, on TV and radio | 38 |
| Put more on the website | 36 |
| Contact citizens through phone | 21 |
| Communicate through e-mail | 18 |
| Institute an emergency contact system | 7 |
| Improve the quality and quantity of community meetings | 7 |
| Improve the existing overall communication system and tools | 5 |
| Communicate through HOA and Senior Organizations | 3 |
| Put ads on buses | 1 |

28 Are you a registered voter?

| RESPONSE | NUMBER | PERCENT |
|--------------|--------|---------|
| Yes | 378 | 94.5 |
| No | 22 | 5.5 |
| TOTAL | 400 | 100.0 |

29 What is your age?

| RESPONSE | NUMBER | PERCENT |
|--------------|--------|---------|
| 18-21 | 4 | 1.0 |
| 22-35 | 30 | 7.5 |
| 36-50 | 93 | 23.3 |
| 51-59 | 98 | 24.5 |
| Over 60 | 169 | 42.2 |
| No Answer | 6 | 1.5 |
| TOTAL | 400 | 100.0 |

30 Including yourself, how many people live in your house/household?

| RESPONSE | NUMBER | PERCENT |
|--------------|--------|---------|
| 1 | 124 | 31.0 |
| 2-3 | 218 | 54.5 |
| 4-5 | 51 | 12.7 |
| 6 and over | 7 | 1.8 |
| TOTAL | 400 | 100.0 |

31 Are any of those people 12 years of age or younger?

| RESPONSE | NUMBER | PERCENT |
|--------------|--------|---------|
| Yes | 52 | 13.0 |
| No | 348 | 87.0 |
| TOTAL | 400 | 100.0 |

32 What is your race/ethnic origin?

| RESPONSE | NUMBER | PERCENT |
|--------------------|--------|---------|
| White | 336 | 84.0 |
| Black | 30 | 7.5 |
| Caribbean Islander | 3 | 0.7 |
| Hispanic | 30 | 7.5 |
| Other | 1 | 0.3 |
| TOTAL | 400 | 100.0 |

32.1 If other, what is your race/ethnic origin?

Mixed race 1

Distribution of Responses by Zip Codes

| Response | Number | Percent |
|-----------------|---------------|----------------|
| 33755 | 86 | 21.5 |
| 33756 | 65 | 16.3 |
| 33759 | 45 | 11.3 |
| 33761 | 46 | 11.5 |
| 33763 | 39 | 9.8 |
| 33764 | 30 | 7.5 |
| 33765 | 35 | 8.8 |
| 33767 | 54 | 13.5 |
| Total | 400 | 100.0 |

33 Gender?

| RESPONSE | NUMBER | PERCENT |
|-----------------|---------------|----------------|
| Male | 177 | 44.2 |
| Female | 223 | 55.8 |
| TOTAL | 400 | 100.0 |

ADDENDUM

CROSSTABULATIONS

The way people typically receive their information (question 2) cross tabulated by zip code (from phone list)

| | 33755 | 33756 | 33759 | 33761 | 33763 | 33764 | 33765 | 33767 |
|---|-------|-------|-------|-------|-------|-------|-------|-------|
| Television News | 89.5 | 93.8 | 100.0 | 54.3 | 41.0 | 60.0 | 94.3 | 68.5 |
| Daily Newspaper | 76.7 | 78.5 | 91.1 | 76.1 | 71.8 | 60.0 | 42.9 | 85.2 |
| Weekly Newspaper | 36.0 | 4.6 | 26.7 | 2.2 | 12.8 | 20.0 | 17.1 | 11.1 |
| Radio | 17.4 | 21.5 | 31.1 | 10.9 | 2.6 | 3.3 | 2.9 | 1.9 |
| C-News advertisement in St. Pete Times | 24.4 | 4.6 | 11.1 | 0.0 | 0.0 | 23.3 | 20.0 | 0.0 |
| C-VIEW 15 | 16.3 | 10.8 | 0.0 | 2.2 | 5.1 | 26.7 | 14.3 | 20.4 |
| Utility bill stuffer | 14.0 | 9.2 | 0.0 | 6.5 | 7.7 | 13.3 | 2.9 | 1.9 |
| City Website | 15.1 | 3.1 | 0.0 | 4.3 | 5.1 | 13.3 | 0.0 | 9.3 |
| Neighborhood Services Program | 2.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.9 | 0.0 |
| Public meetings | 5.8 | 0.0 | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 |
| Word-of-mouth | 24.4 | 13.8 | 37.8 | 8.7 | 5.1 | 3.3 | 17.1 | 14.8 |
| City staff | 1.2 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| E-mails Received from City | 8.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

The way people typically receive their information (question 2) cross tabulated by age (question 29)

| | 18/21 | 22/35 | 36/50 | 51/59 | Over 60 | No Answer |
|---|-------|-------|-------|-------|---------|-----------|
| Television News | 50.0 | 90.0 | 72.0 | 79.6 | 78.1 | 0.0 |
| Daily Newspaper | 100.0 | 66.7 | 67.7 | 80.6 | 79.3 | 0.0 |
| Weekly Newspaper | 50.0 | 6.7 | 20.4 | 31.6 | 13.6 | 16.7 |
| Radio | 25.0 | 10.0 | 11.8 | 10.2 | 16.0 | 0.0 |
| C-News advertisement in St. Pete Times | 25.0 | 6.7 | 9.7 | 13.3 | 10.0 | 16.7 |
| C-VIEW 15 | 0.0 | 6.7 | 6.5 | 18.4 | 12.4 | 16.7 |
| Utility bill stuffer | 0.0 | 3.3 | 12.9 | 6.1 | 6.5 | 0.0 |
| City Website | 0.0 | 3.3 | 8.6 | 11.2 | 5.3 | 0.0 |
| Neighborhood Services Program | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 0.0 |
| Public meetings | 0.0 | 10.0 | 0.0 | 2.0 | 1.2 | 0.0 |
| Word-of-mouth | 0.0 | 16.7 | 14.0 | 19.4 | 16.6 | 50.0 |
| City staff | 0.0 | 0.0 | 0.0 | 1.0 | 0.6 | 0.0 |
| E-mails Received from City | 0.0 | 0.0 | 4.3 | 3.1 | 0.0 | 0.0 |

The way people typically receive their information (question 2) cross tabulated by their gender (question 33)

| | FEMALE | MALE |
|---|---------------|-------------|
| Television News | 77.1 | 79.1 |
| Daily Newspaper | 72.6 | 78.0 |
| Weekly News paper | 18.4 | 16.4 |
| Radio | 15.2 | 10.2 |
| C-News advertisement in the St. Pete Times | 11.7 | 9.6 |
| C-VIEW 15 | 9.9 | 14.7 |
| Utility bill stuffer | 7.2 | 7.9 |
| City Website | 6.7 | 7.9 |
| Neighborhood Services Program | 0.4 | 1.1 |
| Public meetings | 0.9 | 2.8 |
| Word-of-mouth | 14.4 | 20.3 |
| City staff | 0.9 | 0.0 |
| E-mails Received from City | 1.8 | 1.7 |

Cross Tabulations of sub-questions 13 (How often do you use the following sources for City Information) by demographics (age, gender, zip code)

13.1 (How often do you use each of the following sources for City Information) cross-tabulated by “what is your age”

(Responses reported in percentages)

Television news

| Response | 18-21 | 22-35 | 36-50 | 51-59 | Over 60 | No answer |
|-----------------|--------------|--------------|--------------|--------------|----------------|------------------|
| Almost always | 50.0 | 76.6 | 63.4 | 68.4 | 78.7 | 50.0 |
| Often | 50.0 | 10.0 | 21.5 | 23.5 | 12.4 | 33.3 |
| Sometimes | 0.0 | 3.3 | 7.5 | 6.1 | 5.9 | 16.7 |
| Rarely | 0.0 | 3.3 | 5.4 | 1.0 | 2.4 | 0.0 |
| Never | 0.0 | 6.6 | 2.2 | 1.0 | 0.6 | 0.0 |

13.1 (How often do you use each of the following sources for City Information) cross-tabulated by “what is your gender”

(Responses reported in percentages)

Television news

| Response | Male | Female |
|-----------------|-------------|---------------|
| Almost always | 70.4 | 73.4 |
| Often | 19.3 | 15.8 |
| Sometimes | 5.8 | 6.7 |
| Rarely | 2.7 | 2.8 |
| Never | 1.8 | 1.1 |

13.1 (How often do you use each of the following sources for City Information) cross-tabulated by “what is your zip code”

(Responses reported in percentages)

Television news

| Response | 33755 | 33756 | 33759 | 33761 | 33763 | 33764 | 33765 | 33767 |
|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Almost always | 70.9 | 80.0 | 93.4 | 63.0 | 35.9 | 60.0 | 74.3 | 83.3 |
| Often | 19.8 | 10.9 | 4.4 | 23.9 | 38.5 | 20.0 | 20.0 | 11.1 |
| Sometimes | 5.8 | 1.5 | 0.0 | 4.3 | 17.9 | 20.0 | 5.7 | 3.7 |
| Rarely | 3.2 | 4.6 | 2.2 | 6.6 | 5.1 | 0.0 | 0.0 | 0.0 |
| Never | 1.2 | 3.0 | 0.0 | 2.2 | 2.6 | 0.0 | 0.0 | 1.9 |

13.2 (How often do you use each of the following sources for City Information) cross-tabulated by “what is your age”

(Responses reported in percentages)

Daily newspaper

| Response | 18-21 | 22-35 | 36-50 | 51-59 | Over 60 | No answer |
|-----------------|--------------|--------------|--------------|--------------|----------------|------------------|
| Almost always | 75.0 | 53.3 | 55.9 | 68.4 | 75.0 | 16.7 |
| Often | 0.0 | 10.0 | 16.1 | 15.3 | 8.3 | 16.7 |
| Sometimes | 25.0 | 10.0 | 11.8 | 6.1 | 3.0 | 33.3 |
| Rarely | 0.0 | 10.0 | 6.5 | 4.08 | 5.3 | 16.7 |
| Never | 0.0 | 16.7 | 9.7 | 6.1 | 8.9 | 16.7 |

13.2 (How often do you use each of the following sources for City Information) cross-tabulated by “what is your gender”

(Responses reported in percentages)

Daily newspaper

| Response | Male | Female |
|-----------------|-------------|---------------|
| Almost always | 67.8 | 65.2 |
| Often | 11.3 | 12.6 |
| Sometimes | 6.2 | 7.6 |
| Rarely | 6.8 | 4.9 |
| Never | 7.9 | 9.9 |

13.2 (How often do you use each of the following sources for City Information) cross-tabulated by “what is your zip code”

(Responses reported in percentages)

Daily newspaper

| Response | 33755 | 33756 | 33759 | 33761 | 33763 | 33764 | 33765 | 33767 | Total |
|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Almost always | 62.8 | 66.2 | 86.6 | 63.0 | 61.5 | 66.7 | 37.2 | 79.6 | 66.2 |
| Often | 15.1 | 7.7 | 6.7 | 15.2 | 20.5 | 10.0 | 17.1 | 5.5 | 12.0 |
| Sometimes | 10.5 | 7.7 | 0.0 | 2.2 | 7.7 | 10.0 | 14.3 | 3.7 | 7.0 |
| Rarely | 9.3 | 3.1 | 0.0 | 6.5 | 7.7 | 3.3 | 14.3 | 1.9 | 5.8 |
| Never | 2.3 | 15.3 | 6.7 | 13.1 | 2.6 | 10.0 | 17.1 | 9.3 | 9.0 |

13.3 (How often do you use each of the following sources for City Information) cross-tabulated by “what is your age”

(Responses reported in percentages)

Weekly newspaper

| Response | 18-21 | 22-35 | 36-50 | 51-59 | Over 60 | No answer |
|-----------------|--------------|--------------|--------------|--------------|----------------|------------------|
| Almost always | 25.0 | 10.0 | 11.8 | 20.4 | 8.9 | 0.0 |
| Often | 25.0 | 13.3 | 14.0 | 21.4 | 14.2 | 16.7 |
| Sometimes | 0.0 | 26.7 | 25.9 | 16.3 | 22.4 | 50.0 |
| Rarely | 25.0 | 23.3 | 16.1 | 23.4 | 21.9 | 16.7 |
| Never | 25.0 | 26.7 | 32.2 | 18.3 | 32.6 | 16.7 |

13.3 (How often do you use each of the following sources for City Information) cross-tabulated by “what is your gender”

(Responses reported in percentages)

Weekly newspaper

| Response | Male | Female | Total |
|-----------------|-------------|---------------|--------------|
| Almost always | 11.9 | 13.0 | 12.5 |
| Often | 14.7 | 17.0 | 16.0 |
| Sometimes | 21.4 | 23.0 | 22.2 |
| Rarely | 24.2 | 18.3 | 21.0 |
| Never | 27.7 | 28.7 | 28.3 |

13.3 (How often do you use each of the following sources for City Information) cross-tabulated by “what is your gender”

(Responses reported in percentages)

Weekly newspaper

| Response | 33755 | 33756 | 33759 | 33761 | 33763 | 33764 | 33765 | 33767 | Total |
|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Almost always | 22.1 | 16.9 | 11.1 | 2.2 | 12.8 | 13.3 | 8.6 | 3.7 | 12.5 |
| Often | 15.1 | 20.0 | 57.8 | 6.5 | 5.1 | 6.7 | 11.4 | 1.9 | 16.0 |
| Sometimes | 22.5 | 18.5 | 8.9 | 8.7 | 18.0 | 26.7 | 42.9 | 37.0 | 22.2 |
| Rarely | 20.9 | 15.4 | 15.6 | 32.6 | 7.7 | 23.3 | 20.0 | 31.5 | 21.0 |
| Never | 19.8 | 29.2 | 6.6 | 50.0 | 56.4 | 30.0 | 17.1 | 25.9 | 28.3 |

13.4 (How often do you use each of the following sources for City Information) cross-tabulated by “what is your age”

(Responses reported in percentages)

Radio

| Response | 18-21 | 22-35 | 36-50 | 51-59 | Over 60 | No answer |
|-----------------|--------------|--------------|--------------|--------------|----------------|------------------|
| Almost always | 0.0 | 10.0 | 14.0 | 7.1 | 9.4 | 0.0 |
| Often | 25.0 | 26.7 | 15.0 | 21.4 | 17.1 | 0.0 |
| Sometimes | 50.0 | 20.0 | 25.0 | 19.3 | 21.0 | 0.0 |
| Rarely | 0.0 | 20.0 | 23.0 | 27.0 | 18.0 | 50.0 |
| Never | 25.0 | 23.3 | 24.0 | 26.0 | 35.0 | 50.0 |

13.4 (How often do you use each of the following sources for City Information) cross-tabulated by “what is your gender”

(Responses reported in percentages)

Radio

| Response | Male | Female |
|-----------------|-------------|---------------|
| Almost always | 8.0 | 11.2 |
| Often | 16.0 | 20.1 |
| Sometimes | 24.0 | 19.2 |
| Rarely | 24.2 | 19.2 |
| Never | 28.2 | 30.0 |

13.4 (How often do you use each of the following sources for City Information) cross-tabulated by “what is your zip code”

(Responses reported in percentages)

Radio

| Response | 33755 | 33756 | 33759 | 33761 | 33763 | 33764 | 33765 | 33767 | Total |
|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Almost always | 31.4 | 4.6 | 4.4 | 6.5 | 7.7 | 3.3 | 0.0 | 0.0 | 9.7 |
| Often | 11.6 | 18.5 | 66.8 | 28.3 | 12.8 | 10.0 | 0.0 | 0.0 | 18.3 |
| Sometimes | 23.2 | 35.4 | 22.2 | 23.9 | 23.1 | 13.3 | 2.9 | 13.0 | 21.2 |
| Rarely | 19.8 | 24.6 | 4.4 | 8.7 | 20.5 | 30.0 | 45.7 | 25.9 | 21.5 |
| Never | 14.0 | 16.9 | 2.2 | 32.6 | 35.9 | 43.4 | 51.4 | 61.1 | 29.3 |

13.5 C-News cross-tabulated by “what is your age”

(Responses reported in percentages)

| Response | 18-21 | 22-35 | 36-50 | 51-59 | Over 60 | No answer |
|-----------------|--------------|--------------|--------------|--------------|----------------|------------------|
| Almost always | 0.0 | 10.0 | 10.8 | 18.4 | 21.9 | 0.0 |
| Often | 25.0 | 20.0 | 9.6 | 16.3 | 9.5 | 16.7 |
| Sometimes | 0.0 | 13.3 | 12.9 | 8.2 | 6.5 | 50.0 |
| Rarely | 25.0 | 0.0 | 5.4 | 4.1 | 4.7 | 0.0 |
| Never | 50.0 | 56.7 | 61.3 | 53.0 | 57.4 | 33.3 |

13.5 C-News cross-tabulated by “what is your gender”

(Responses reported in percentages)

| Response | Male | Female |
|-----------------|-------------|---------------|
| Almost always | 15.3 | 18.4 |
| Often | 11.3 | 13.0 |
| Sometimes | 7.9 | 18.8 |
| Rarely | 6.2 | 3.1 |
| Never | 59.3 | 54.7 |

13.5 C-News cross-tabulated by “what is your zip code”

(Responses reported in percentages)

| Response | 33755 | 33756 | 33759 | 33761 | 33763 | 33764 | 33765 | 33767 |
|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Almost always | 15.1 | 24.6 | 57.8 | 8.7 | 5.1 | 6.7 | 14.3 | 0.0 |
| Often | 31.4 | 7.7 | 20.0 | 4.3 | 2.6 | 10.0 | 5.7 | 0.0 |
| Sometimes | 14.0 | 6.2 | 0.0 | 0.0 | 5.1 | 20.0 | 25.7 | 9.3 |
| Rarely | 4.6 | 0.0 | 0.0 | 8.7 | 7.7 | 0.0 | 2.9 | 11.1 |
| Never | 34.9 | 61.5 | 22.2 | 78.3 | 79.5 | 63.3 | 51.4 | 79.6 |

13.6 C-View 15 cross-tabulated by “what is your age”

(Responses reported in percentages)

| Response | 18-21 | 22-35 | 36-50 | 51-59 | Over 60 | No answer |
|-----------------|--------------|--------------|--------------|--------------|----------------|------------------|
| Almost always | 0.0 | 6.7 | 2.2 | 5.1 | 6.5 | 0.0 |
| Often | 0.0 | 10.0 | 6.5 | 14.3 | 8.9 | 0.0 |
| Sometimes | 0.0 | 3.3 | 17.2 | 23.5 | 17.2 | 50.0 |
| Rarely | 25.0 | 3.3 | 6.4 | 5.1 | 4.1 | 16.7 |
| Never | 75.0 | 76.7 | 67.7 | 52.0 | 63.3 | 33.3 |

13.6 C-View 15 cross-tabulated by “what is your gender”

(Responses reported in percentages)

| Response | Male | Female |
|-----------------|-------------|---------------|
| Almost always | 5.1 | 5.0 |
| Often | 8.5 | 10.3 |
| Sometimes | 16.9 | 18.8 |
| Rarely | 6.8 | 4.0 |
| Never | 62.7 | 61.9 |

13.6 C-View 15 cross-tabulated by “what is your zip code”

(Responses reported in percentages)

| Response | 33755 | 33756 | 33759 | 33761 | 33763 | 33764 | 33765 | 33767 |
|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Almost always | 5.8 | 13.8 | 0.0 | 6.5 | 2.6 | 0.0 | 2.9 | 1.8 |
| Often | 19.8 | 13.8 | 0.0 | 8.7 | 2.6 | 10.0 | 2.9 | 5.6 |
| Sometimes | 9.3 | 6.2 | 11.1 | 10.9 | 25.6 | 40.0 | 31.4 | 31.5 |
| Rarely | 0.0 | 6.2 | 8.9 | 6.5 | 10.4 | 6.7 | 5.7 | 3.7 |
| Never | 65.1 | 60.0 | 80.0 | 67.4 | 59.0 | 43.3 | 57.1 | 57.4 |

13.7 Utility bill stuffer cross-tabulated by “what is your age”

(Responses reported in percentages)

| Response | 18-21 | 22-35 | 36-50 | 51-59 | Over 60 | No answer |
|-----------------|--------------|--------------|--------------|--------------|----------------|------------------|
| Almost always | 0.0 | 3.3 | 7.5 | 5.1 | 4.7 | 0.0 |
| Often | 0.0 | 36.7 | 24.7 | 39.8 | 30.8 | 16.7 |
| Sometimes | 0.0 | 6.6 | 20.4 | 22.4 | 33.8 | 66.6 |
| Rarely | 25.0 | 26.7 | 16.2 | 14.3 | 4.7 | 16.7 |
| Never | 75.0 | 26.7 | 31.2 | 18.4 | 26.0 | 0.0 |

13.7 Utility bill stuffer cross-tabulated by “what is your gender”

(Responses reported in percentages)

| Response | Male | Female | Total |
|-----------------|-------------|---------------|--------------|
| Almost always | 5.7 | 4.9 | 5.2 |
| Often | 33.3 | 30.0 | 31.5 |
| Sometimes | 22.0 | 29.1 | 26.0 |
| Rarely | 11.9 | 11.8 | 11.8 |
| Never | 27.1 | 24.2 | 25.5 |

13.7 Utility bill stuffer cross-tabulated by “what is your zip code”

(Responses reported in percentages)

| Response | 33755 | 33756 | 33759 | 33761 | 33763 | 33764 | 33765 | 33767 |
|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Almost always | 5.8 | 7.7 | 0.0 | 8.8 | 10.3 | 6.7 | 2.9 | 0.0 |
| Often | 20.9 | 56.9 | 86.7 | 23.9 | 10.3 | 30.0 | 22.8 | 0.0 |
| Sometimes | 36.1 | 9.2 | 8.6 | 32.6 | 10.3 | 30.0 | 42.9 | 37.0 |
| Rarely | 18.6 | 4.6 | 0.0 | 4.3 | 12.7 | 6.7 | 22.8 | 20.4 |
| Never | 18.6 | 21.6 | 4.4 | 30.4 | 56.4 | 26.6 | 8.6 | 42.7 |

13.8 City website, myclearwater.com cross-tabulated by “what is your age”

(Responses reported in percentages)

| Response | 18-21 | 22-35 | 36-50 | 51-59 | Over 60 | No answer |
|-----------------|--------------|--------------|--------------|--------------|----------------|------------------|
| Almost always | 0.0 | 3.3 | 2.1 | 2.0 | 0.5 | 0.0 |
| Often | 0.0 | 3.3 | 4.3 | 11.2 | 3.0 | 0.0 |
| Sometimes | 50.0 | 13.4 | 19.4 | 16.3 | 6.5 | 16.7 |
| Rarely | 25.0 | 26.7 | 18.3 | 19.5 | 9.5 | 16.7 |
| Never | 25.0 | 53.3 | 55.9 | 51.0 | 80.5 | 66.6 |

13.8 City website, myclearwater.com cross-tabulated by “what is your gender”

(Responses reported in percentages)

| Response | Male | Female |
|-----------------|-------------|---------------|
| Almost always | 2.4 | 0.9 |
| Often | 5.6 | 4.9 |
| Sometimes | 15.8 | 10.8 |
| Rarely | 14.1 | 16.6 |
| Never | 62.1 | 66.8 |

13.8 City website, myclearwater.com cross-tabulated by “what is your zip code”

(Responses reported in percentages)

| Response | 33755 | 33756 | 33759 | 33761 | 33763 | 33764 | 33765 | 33767 |
|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Almost always | 2.3 | 4.6 | 0.0 | 0.0 | 2.6 | 0.0 | 0.0 | 0.0 |
| Often | 12.9 | 4.6 | 2.2 | 2.2 | 2.6 | 10.0 | 0.0 | 1.8 |
| Sometimes | 17.4 | 4.7 | 4.5 | 8.7 | 23.1 | 6.7 | 5.7 | 27.8 |
| Rarely | 11.6 | 12.3 | 40.0 | 8.7 | 5.1 | 16.7 | 31.4 | 7.4 |
| Never | 55.8 | 73.9 | 53.3 | 80.4 | 66.6 | 66.6 | 62.9 | 63.0 |

13.9 Neighborhood services program cross-tabulated by “what is your age”

(Responses reported in percentages)

| Response | 18-21 | 22-35 | 36-50 | 51-59 | Over 60 | No answer |
|-----------------|--------------|--------------|--------------|--------------|----------------|------------------|
| Almost always | 0.0 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 |
| Often | 0.0 | 3.3 | 1.1 | 3.1 | 1.2 | 0.0 |
| Sometimes | 0.0 | 3.3 | 5.4 | 8.2 | 5.9 | 16.7 |
| Rarely | 25.0 | 3.3 | 6.4 | 18.3 | 6.5 | 50.0 |
| Never | 75.0 | 90.1 | 86.0 | 70.4 | 86.4 | 33.3 |

13.9 Neighborhood services program cross-tabulated by “what is your gender”

(Responses reported in percentages)

| Response | Male | Female |
|-----------------|-------------|---------------|
| Almost always | 0.0 | 0.4 |
| Often | 2.8 | 0.9 |
| Sometimes | 5.6 | 6.7 |
| Rarely | 10.7 | 9.4 |
| Never | 80.9 | 82.6 |

13.9 Neighborhood services program cross-tabulated by “what is your zip code”

(Responses reported in percentages)

| Response | 33755 | 33756 | 33759 | 33761 | 33763 | 33764 | 33765 | 33767 |
|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Almost always | 0.0 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Often | 4.6 | 1.5 | 0.0 | 2.2 | 2.6 | 0.0 | 0.0 | 0.0 |
| Sometimes | 10.4 | 0.0 | 0.0 | 4.3 | 7.7 | 3.3 | 17.1 | 7.4 |
| Rarely | 14.0 | 0.0 | 4.4 | 4.3 | 5.1 | 6.7 | 34.3 | 14.8 |
| Never | 71.0 | 96.9 | 95.6 | 89.2 | 84.6 | 90.0 | 48.6 | 77.8 |

13.10 Public meetings cross-tabulated by “what is your age”

(Responses reported in percentages)

| Response | 18-21 | 22-35 | 36-50 | 51-59 | Over 60 | No answer |
|-----------------|--------------|--------------|--------------|--------------|----------------|------------------|
| Almost always | 0.0 | 3.3 | 2.2 | 0.0 | 0.6 | 0.0 |
| Often | 0.0 | 0.0 | 2.2 | 2.0 | 1.2 | 0.0 |
| Sometimes | 0.0 | 3.3 | 8.6 | 13.3 | 5.3 | 33.3 |
| Rarely | 25.0 | 6.7 | 12.9 | 18.4 | 5.9 | 50.0 |
| Never | 75.0 | 86.7 | 74.1 | 66.3 | 87.0 | 16.7 |

13.10 Public meetings cross-tabulated by “what is your gender”

(Responses reported in percentages)

| Response | Male | Female |
|-----------------|-------------|---------------|
| Almost always | 1.1 | 0.9 |
| Often | 1.7 | 1.4 |
| Sometimes | 6.8 | 9.4 |
| Rarely | 13.0 | 10.3 |
| Never | 77.4 | 78.0 |

13.10 Public meetings cross-tabulated by “what is your zip code”

(Responses reported in percentages)

| Response | 33755 | 33756 | 33759 | 33761 | 33763 | 33764 | 33765 | 33767 |
|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Almost always | 2.3 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 |
| Often | 2.3 | 3.1 | 2.2 | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| Sometimes | 9.3 | 7.7 | 0.0 | 6.5 | 10.3 | 10.0 | 20.0 | 5.6 |
| Rarely | 12.8 | 3.1 | 6.7 | 6.5 | 10.3 | 10.0 | 34.3 | 14.8 |
| Never | 73.3 | 84.6 | 91.1 | 84.8 | 79.4 | 80.0 | 45.7 | 77.8 |

Question 8 (who is your cable provider) cross-tabulated by question 9 level of satisfaction.
(Responses reported in percentages)

| Cable Company | Brighthouse | Knowledge |
|---------------------------|--------------------|------------------|
| | | |
| Very Satisfied | 68.3 | 50.0 |
| Satisfied | 27.2 | 28.1 |
| Somewhat Satisfied | 2.9 | 12.5 |
| Very Dissatisfied | 1.6 | 6.1 |
| No Answer | 0.0 | 3.1 |

Cross tabulations of each demographic by zip codes

(Responses reported in percentages)

Race cross tabulated by Zip Code

| Response | 33755 | 33756 | 33759 | 33761 | 33763 | 33764 | 33765 | 33767 |
|--------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| White | 68.6 | 75.3 | 82.2 | 95.6 | 92.3 | 93.4 | 88.6 | 96.2 |
| Black | 18.6 | 10.8 | 8.9 | 0.0 | 2.6 | 3.3 | 0.0 | 1.9 |
| Caribbean Islander | 0.0 | 3.1 | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Hispanic | 12.8 | 10.8 | 0.0 | 4.4 | 5.1 | 3.3 | 11.4 | 1.9 |
| Other | 0.0 | 0.0 | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

Households with Children under 12 cross tabulated by Zip Code

| Response | 33755 | 33756 | 33759 | 33761 | 33763 | 33764 | 33765 | 33767 |
|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Yes | 16.3 | 15.4 | 20.0 | 4.3 | 17.9 | 17.9 | 18.6 | 7.4 |
| No | 83.7 | 84.6 | 80.0 | 95.7 | 82.1 | 82.1 | 91.4 | 92.6 |

Age cross tabulated by Zip Code

| Response | 33755 | 33756 | 33759 | 33761 | 33763 | 33764 | 33765 | 33767 |
|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| 18-21 | 2.3 | 0.0 | 0.0 | 4.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| 22-35 | 10.5 | 13.8 | 6.7 | 2.2 | 5.1 | 0.0 | 14.3 | 1.9 |
| 36-50 | 31.4 | 30.8 | 13.3 | 15.2 | 30.8 | 26.6 | 11.4 | 16.7 |
| 51-59 | 24.4 | 24.6 | 35.6 | 10.8 | 25.6 | 33.4 | 14.3 | 27.7 |
| Over 60 | 31.4 | 30.8 | 44.4 | 67.4 | 38.5 | 40.0 | 42.9 | 53.7 |
| No Answer | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 17.1 | 0.0 |

Number of people in the household tabulated by Zip Code

| Response | 33755 | 33756 | 33759 | 33761 | 33763 | 33764 | 33765 | 33767 |
|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| 1 | 18.6 | 29.2 | 28.9 | 32.6 | 28.2 | 30.0 | 57.1 | 38.9 |
| 2-3 | 61.6 | 56.9 | 53.3 | 56.5 | 46.2 | 56.7 | 34.3 | 57.4 |
| 4-5 | 18.6 | 9.3 | 15.6 | 10.9 | 23.1 | 13.3 | 5.7 | 3.7 |
| 6+ | 1.2 | 4.6 | 2.2 | 0.0 | 2.5 | 0.0 | 2.9 | 0.0 |

Gender cross tabulated by Zip Code

| Response | 33755 | 33756 | 33759 | 33761 | 33763 | 33764 | 33765 | 33767 |
|-----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Male | 43.0 | 40.0 | 44.4 | 54.3 | 38.5 | 46.7 | 37.1 | 50.0 |
| Female | 57.0 | 60.0 | 55.6 | 45.7 | 61.5 | 53.3 | 62.9 | 50.0 |