



Clearwater, FL

Comparisons by Demographic Subgroups

2017



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by age, sex, race/ethnicity, housing tenure (rent or own) and housing unit type (attached or detached).

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for all respondents (580 completed surveys) is generally no greater than plus or minus four percentage points around any given percent. The margin of error for subgroups is less precise. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Younger residents (18-34), females, renters or those who lived in detached housing tended to be more critical of measures of Community Characteristics, although homeowners tended to give lower scores to overall quality of new development, overall economic health, the vibrancy of the downtown/commercial area and availability of affordable quality child care/preschool, while men were less pleased with opportunities to volunteer than were women. Hispanic/other race respondents gave higher evaluations to Mobility, Natural Environment, Built Environment, Economy and Community Engagement, while White residents were more satisfied with overall quality of life, overall image of Clearwater, the safety of their neighborhoods, cleanliness and the neighborliness of residents in the City, among others.
- Homeowners felt more positively than renters about Natural Environment services and White residents rated public safety services, as well as various facilities and program more positively than Hispanic/other race respondents.
- Participation rates of Clearwater residents varied based on sex and race/ethnicity, but respondents who rented or were younger (18-34) tended to be less engaged, except in employment within Clearwater and regular participation in moderate or vigorous physical activity compared to homeowners or residents 35 and older.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
The overall quality of life in Clearwater	80%	86%	86%	82%	87%	87%	76%	81%	86%	86%	82%	84%
Overall image or reputation of Clearwater	57%	73%	73%	68%	71%	72%	62%	68%	70%	64%	74%	69%
Clearwater as a place to live	95%	90%	89%	89%	92%	90%	90%	91%	90%	89%	91%	90%
Your neighborhood as a place to live	76%	77%	84%	82%	77%	79%	80%	75%	83%	75%	84%	80%
Clearwater as a place to raise children	69%	74%	72%	71%	73%	74%	66%	68%	74%	73%	70%	71%
Clearwater as a place to retire	70%	87%	84%	83%	79%	82%	78%	74%	86%	81%	81%	81%
Overall appearance of Clearwater	79%	72%	75%	72%	78%	75%	76%	75%	74%	74%	75%	75%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall feeling of safety in Clearwater	52%	74%	80%	66%	77%	73%	67%	64%	76%	68%	74%	71%
In your neighborhood during the day	95%	90%	91%	91%	92%	93%	87%	89%	93%	90%	92%	91%
In Clearwater's downtown/commercial area during the day	64%	78%	77%	75%	72%	75%	71%	74%	73%	72%	76%	74%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall ease of getting to the places you usually have to visit	61%	60%	58%	63%	57%	56%	69%	60%	58%	60%	58%	59%
Traffic flow on major streets	31%	33%	36%	33%	35%	29%	49%	38%	31%	27%	41%	34%
Ease of public parking	27%	37%	31%	31%	34%	27%	46%	29%	34%	34%	30%	32%
Ease of travel by car in Clearwater	46%	49%	42%	47%	44%	37%	70%	50%	42%	43%	47%	45%
Ease of travel by public transportation in Clearwater	5%	34%	32%	24%	31%	24%	33%	30%	26%	18%	36%	27%
Ease of travel by bicycle in Clearwater	46%	47%	40%	39%	49%	42%	47%	45%	43%	44%	44%	43%
Ease of walking in Clearwater	38%	59%	54%	44%	62%	52%	51%	51%	53%	51%	53%	52%
Availability of paths and walking trails	56%	67%	68%	59%	72%	67%	59%	61%	67%	59%	70%	65%

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Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Quality of overall natural environment in Clearwater	63%	70%	76%	68%	73%	71%	69%	66%	73%	70%	70%	70%
Air quality	70%	76%	74%	69%	79%	75%	71%	66%	79%	77%	70%	74%
Cleanliness of Clearwater	62%	76%	76%	68%	78%	70%	81%	69%	75%	70%	75%	73%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall "built environment" of Clearwater (including overall design, buildings, parks and transportation systems)	48%	51%	52%	48%	53%	50%	52%	53%	48%	47%	53%	50%
Public places where people want to spend time	60%	72%	68%	68%	67%	69%	63%	65%	68%	67%	66%	67%
Availability of affordable quality housing	30%	42%	41%	34%	43%	37%	41%	36%	39%	35%	40%	38%
Overall quality of new development in Clearwater	38%	53%	39%	48%	40%	40%	55%	52%	37%	39%	47%	43%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall economic health of Clearwater	75%	66%	58%	65%	66%	63%	70%	71%	59%	59%	69%	64%
Clearwater as a place to work	74%	67%	70%	70%	69%	68%	74%	70%	68%	67%	71%	69%
Clearwater as a place to visit	81%	94%	92%	90%	91%	91%	88%	88%	91%	91%	89%	90%
Employment opportunities	48%	49%	43%	42%	51%	45%	52%	49%	44%	44%	49%	47%
Shopping opportunities	77%	77%	78%	75%	81%	79%	73%	76%	78%	80%	75%	77%
Cost of living in Clearwater	29%	44%	49%	42%	44%	43%	41%	35%	48%	44%	41%	43%
Overall quality of business and service establishments in Clearwater	63%	71%	61%	66%	64%	63%	70%	66%	64%	62%	67%	65%
Vibrant downtown/commercial area	35%	43%	25%	33%	34%	28%	47%	43%	26%	30%	36%	33%

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Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Health and wellness opportunities in Clearwater	51%	74%	77%	69%	72%	72%	66%	66%	73%	71%	69%	70%
Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	67%	76%	72%	73%	75%	65%	72%	72%	73%	71%	72%
Recreational opportunities	73%	75%	79%	77%	76%	78%	70%	73%	78%	78%	74%	76%
Availability of affordable quality food	63%	76%	73%	70%	74%	76%	60%	70%	73%	71%	72%	71%
Availability of affordable quality health care	47%	66%	71%	63%	66%	70%	48%	62%	65%	62%	66%	64%
Availability of preventive health services	57%	69%	71%	66%	70%	71%	56%	68%	66%	65%	69%	67%
Availability of affordable quality mental health care	26%	51%	49%	36%	51%	49%	32%	43%	43%	44%	43%	43%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall opportunities for education and enrichment	46%	62%	66%	59%	61%	60%	60%	58%	61%	59%	60%	60%
Availability of affordable quality child care/preschool	57%	54%	47%	49%	55%	52%	53%	65%	43%	44%	65%	51%
K-12 education	55%	61%	57%	59%	55%	58%	57%	63%	55%	56%	59%	57%
Adult educational opportunities	47%	56%	61%	53%	59%	61%	44%	52%	58%	57%	54%	55%
Opportunities to attend cultural/arts/music activities	50%	70%	74%	68%	66%	72%	53%	63%	69%	66%	67%	66%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Opportunities to participate in social events and activities	45%	69%	62%	59%	62%	62%	56%	60%	60%	61%	59%	60%
Opportunities to volunteer	72%	77%	76%	81%	72%	77%	73%	76%	75%	77%	74%	76%
Opportunities to participate in community matters	61%	67%	58%	65%	59%	61%	63%	67%	58%	59%	64%	62%
Openness and acceptance of the community toward people of diverse backgrounds	54%	61%	57%	58%	58%	57%	60%	60%	56%	53%	62%	58%
Neighborliness of residents in Clearwater	45%	58%	58%	52%	58%	52%	65%	50%	58%	53%	57%	55%

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Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
The City of Clearwater	70%	80%	78%	74%	80%	79%	71%	71%	80%	76%	77%	77%
The value of services for the taxes paid to Clearwater	47%	56%	55%	52%	55%	56%	48%	55%	52%	49%	57%	53%
The overall direction that Clearwater is taking	49%	55%	51%	54%	51%	49%	62%	53%	51%	52%	51%	52%
The job Clearwater government does at welcoming citizen involvement	42%	51%	55%	50%	51%	51%	50%	54%	48%	45%	55%	50%
Overall confidence in Clearwater government	45%	58%	46%	47%	51%	48%	55%	55%	46%	46%	52%	49%
Generally acting in the best interest of the community	42%	51%	48%	45%	50%	48%	51%	49%	47%	45%	50%	48%
Being honest	52%	56%	50%	52%	53%	52%	55%	56%	50%	51%	52%	52%
Treating all residents fairly	46%	52%	52%	50%	52%	51%	50%	46%	53%	47%	54%	50%
Overall customer service by Clearwater employees (police, receptionists, planners, etc.)	63%	74%	80%	74%	73%	75%	69%	66%	78%	74%	72%	73%
The Federal Government	17%	42%	47%	36%	40%	37%	41%	31%	43%	34%	42%	38%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Police services	74%	77%	88%	75%	87%	87%	62%	78%	82%	80%	81%	81%
Fire services	82%	89%	95%	87%	93%	93%	81%	85%	94%	90%	90%	90%
Ambulance or emergency medical services	86%	88%	93%	86%	94%	94%	79%	88%	92%	88%	92%	90%
Crime prevention	52%	63%	76%	61%	71%	70%	52%	58%	72%	63%	69%	66%
Fire prevention and education	67%	69%	82%	72%	78%	77%	68%	72%	77%	71%	79%	75%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	64%	72%	75%	75%	69%	74%	65%	69%	73%	71%	72%	72%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Traffic enforcement	64%	53%	62%	60%	60%	61%	56%	66%	56%	58%	62%	60%
Street repair	44%	43%	47%	45%	46%	45%	48%	47%	44%	40%	50%	45%
Street cleaning	61%	69%	63%	63%	65%	65%	63%	63%	66%	61%	69%	65%
Sidewalk maintenance	35%	62%	49%	50%	49%	48%	56%	45%	53%	47%	52%	50%
Traffic signal timing	34%	41%	39%	37%	40%	38%	40%	40%	38%	38%	39%	38%

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Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Garbage collection	64%	83%	87%	78%	82%	82%	75%	70%	87%	82%	78%	79%
Recycling	60%	85%	84%	79%	78%	82%	70%	67%	86%	86%	70%	78%
Yard waste pick-up	63%	77%	80%	72%	78%	76%	73%	61%	83%	84%	62%	75%
Drinking water	47%	45%	54%	42%	57%	50%	47%	40%	55%	52%	46%	49%
Clearwater open space	44%	57%	51%	48%	56%	50%	57%	45%	55%	51%	51%	51%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Storm drainage	49%	63%	61%	48%	69%	59%	59%	50%	65%	65%	52%	59%
Sewer services	60%	68%	72%	61%	74%	70%	62%	62%	72%	70%	66%	68%
Clearwater Gas utility	43%	67%	66%	62%	61%	65%	49%	56%	63%	62%	58%	60%
Utility billing	49%	77%	76%	60%	81%	76%	60%	70%	70%	68%	72%	70%
Land use, planning and zoning	49%	46%	41%	41%	48%	42%	51%	42%	45%	45%	43%	44%
Code enforcement (weeds, abandoned buildings, etc.)	57%	46%	40%	46%	45%	49%	39%	54%	41%	42%	50%	45%
Cable television	48%	44%	49%	46%	49%	50%	41%	51%	45%	42%	53%	47%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Economic development	55%	49%	45%	48%	50%	51%	43%	55%	44%	43%	53%	48%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
City parks	75%	85%	82%	80%	82%	82%	78%	76%	84%	83%	78%	81%
Recreation programs or classes	62%	76%	75%	78%	70%	79%	58%	69%	76%	76%	70%	74%
Recreation centers or facilities	68%	79%	77%	77%	75%	80%	64%	71%	77%	78%	71%	75%
Recreation trails	76%	78%	83%	80%	78%	81%	75%	77%	81%	80%	79%	79%

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Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Public library services	78%	85%	84%	84%	81%	86%	75%	77%	87%	88%	77%	83%
City-sponsored special events	62%	71%	70%	72%	66%	72%	61%	68%	68%	67%	69%	68%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Public information services	65%	68%	72%	69%	70%	74%	59%	67%	71%	72%	67%	70%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Sense of community	29%	50%	52%	46%	46%	44%	49%	43%	48%	41%	51%	46%
Recommend living in Clearwater to someone who asks	87%	87%	89%	88%	87%	89%	86%	87%	88%	85%	90%	88%
Remain in Clearwater for the next five years	75%	85%	92%	86%	84%	88%	78%	76%	92%	87%	84%	85%
Contacted the City of Clearwater (in-person, phone, email or web) for help or information	42%	46%	49%	43%	50%	46%	47%	32%	56%	55%	37%	46%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Was NOT the victim of a crime	87%	88%	89%	88%	88%	87%	91%	87%	89%	85%	92%	88%
Did NOT report a crime	77%	70%	77%	74%	76%	75%	71%	71%	76%	72%	77%	75%
Stocked supplies in preparation for an emergency	33%	47%	59%	50%	48%	51%	46%	39%	56%	51%	47%	49%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Walked or biked instead of driving	57%	62%	54%	55%	60%	59%	56%	55%	59%	54%	61%	57%
Carpooled with other adults or children instead of driving alone	49%	36%	28%	41%	30%	35%	41%	44%	30%	39%	32%	35%

The National Citizen Survey™

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Recycle at home	79%	91%	88%	89%	84%	87%	84%	77%	93%	94%	79%	87%
Made efforts to make your home more energy efficient	70%	78%	76%	77%	72%	73%	82%	66%	81%	74%	76%	75%
Made efforts to conserve water	94%	91%	90%	91%	92%	90%	96%	87%	95%	94%	89%	91%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
NOT under housing cost stress	73%	75%	62%	64%	76%	69%	70%	59%	76%	73%	65%	69%
Did NOT observe a code violation	55%	55%	51%	56%	50%	53%	56%	57%	51%	47%	61%	54%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Purchase goods or services from a business located in Clearwater	100%	94%	97%	96%	97%	98%	94%	96%	97%	96%	97%	97%
Economy will have positive impact on income	31%	44%	28%	34%	34%	31%	41%	27%	38%	35%	32%	33%
Work in Clearwater	70%	48%	27%	48%	41%	43%	53%	58%	36%	50%	41%	45%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Used Clearwater recreation centers or their services	57%	58%	48%	47%	60%	55%	52%	51%	56%	55%	53%	54%
Visited a neighborhood park or City park	91%	87%	71%	79%	83%	81%	84%	80%	82%	86%	77%	81%
Eat at least 5 portions of fruits and vegetables a day	70%	89%	80%	82%	79%	79%	87%	75%	85%	84%	78%	81%
Participate in moderate or vigorous physical activity	96%	87%	76%	86%	82%	84%	90%	88%	82%	83%	86%	84%
Reported being in "very good" or "excellent" health	71%	64%	54%	67%	55%	63%	56%	58%	63%	58%	64%	61%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Used Clearwater public libraries or their services	44%	49%	56%	54%	47%	48%	59%	42%	57%	55%	47%	51%
Attended a City-sponsored event	48%	59%	42%	48%	50%	51%	45%	51%	48%	52%	47%	49%

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Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Campaigned or advocated for an issue, cause or candidate	19%	24%	29%	27%	22%	26%	23%	19%	29%	31%	19%	25%
Contacted Clearwater elected officials (in-person, phone, email or web) to express your opinion	7%	26%	23%	21%	19%	21%	18%	16%	23%	25%	16%	20%
Volunteered your time to some group/activity in Clearwater	30%	37%	36%	39%	30%	38%	27%	29%	39%	42%	28%	35%
Participated in a club	8%	24%	34%	25%	23%	27%	15%	18%	29%	26%	23%	24%
Talked to or visited with your immediate neighbors	80%	92%	92%	89%	89%	93%	81%	86%	92%	88%	90%	89%
Done a favor for a neighbor	70%	81%	89%	82%	82%	83%	82%	77%	86%	86%	79%	83%
Attended a local public meeting	12%	21%	22%	18%	20%	19%	20%	8%	27%	21%	17%	20%
Watched (online or on television) a local public meeting	15%	23%	32%	24%	27%	22%	34%	23%	27%	25%	25%	25%
Read or watch local news (via television, paper, computer, etc.)	76%	87%	93%	86%	89%	86%	90%	82%	90%	86%	88%	87%
Vote in local elections	60%	76%	89%	85%	71%	81%	71%	71%	83%	82%	75%	79%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall feeling of safety in Clearwater	91%	94%	94%	96%	90%	94%	92%	91%	94%	94%	92%	93%
Overall ease of getting to the places you usually have to visit	73%	91%	87%	81%	89%	86%	84%	81%	88%	82%	88%	85%
Quality of overall natural environment in Clearwater	83%	87%	84%	87%	83%	84%	89%	84%	85%	79%	91%	85%
Overall "built environment" of Clearwater (including overall design, buildings, parks and transportation systems)	63%	81%	80%	76%	77%	78%	74%	69%	81%	78%	74%	77%
Health and wellness opportunities in Clearwater	74%	78%	80%	80%	76%	77%	82%	78%	78%	73%	83%	78%
Overall opportunities for education and enrichment	78%	76%	75%	78%	75%	74%	84%	73%	78%	74%	78%	76%
Overall economic health of Clearwater	93%	93%	89%	93%	90%	90%	94%	87%	94%	88%	94%	91%
Sense of community	63%	74%	78%	77%	69%	74%	71%	71%	74%	74%	72%	73%

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Table 29: Question 14

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services: (Percent rating as "major" or "minor source").	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
City website (www.myclearwater.com)	89%	91%	82%	88%	85%	87%	88%	87%	86%	89%	84%	87%
Local media outlets (newspapers, radio, local television stations)	81%	90%	92%	91%	87%	87%	95%	84%	92%	88%	89%	89%
The local government cable channel CView	50%	52%	58%	50%	59%	48%	70%	56%	53%	45%	63%	54%
City newsletter in the water bill	62%	64%	68%	60%	70%	62%	75%	52%	74%	75%	56%	65%
City Council meetings and other public meetings	54%	54%	62%	51%	63%	55%	62%	55%	59%	55%	60%	57%
Talking with City officials	59%	51%	57%	56%	55%	57%	51%	59%	53%	54%	57%	55%
City communications via social media (i.e. Facebook, Twitter, and YouTube)	82%	68%	46%	65%	59%	60%	69%	71%	56%	60%	64%	62%
Word-of-mouth	69%	73%	77%	75%	74%	73%	77%	69%	77%	78%	70%	74%

Table 30: Question 15

Which of these events, activities and improvements would make you more likely to spend time in Coachman Park? (Percent rating as "very" or "somewhat likely").	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Community exercise classes	67%	45%	26%	48%	36%	38%	55%	54%	35%	36%	49%	42%
Music and concerts	94%	92%	72%	85%	82%	82%	91%	88%	82%	86%	82%	84%
Art events	75%	75%	63%	73%	66%	67%	80%	80%	63%	64%	75%	70%
Activities for children	48%	47%	32%	41%	41%	34%	61%	48%	37%	45%	37%	41%
Playground	44%	37%	27%	34%	36%	29%	50%	39%	32%	39%	30%	35%
A boathouse	30%	46%	25%	32%	33%	33%	28%	37%	31%	33%	33%	33%
Addition of a Bluff Walk pedestrian trail to the park	81%	79%	59%	71%	70%	71%	71%	76%	68%	68%	73%	71%

Table 31: Question 16

Which of these amenities and events would make you more likely to spend time in Downtown Clearwater? (Percent rating as "very" or "somewhat likely").	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Restaurants	92%	92%	78%	88%	83%	84%	91%	90%	83%	84%	88%	85%
Shops	76%	79%	67%	75%	71%	75%	70%	79%	69%	69%	76%	73%
Brew pubs	75%	60%	43%	56%	56%	56%	59%	61%	53%	57%	55%	56%
Special events and festivals	90%	92%	72%	86%	80%	81%	93%	89%	80%	81%	85%	83%

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Table 32: Question 17

		Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
		18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
How familiar are you with the Imagine Clearwater plan to redevelop Coachman Park and the Bluff area?	I am familiar	18%	31%	51%	49%	51%	85%	15%	30%	70%	56%	44%	100%
	I have heard of it, but am not very familiar	15%	35%	50%	51%	49%	73%	27%	37%	63%	49%	51%	100%
	Not at all familiar	32%	32%	36%	54%	46%	71%	29%	45%	55%	48%	52%	100%

Significance not tested.

Table 33: Question 18

		Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
		18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Please indicate your level of support for the Imagine Clearwater plan: (Percent rating as "strongly support" or "somewhat support").		100%	95%	86%	90%	92%	91%	93%	90%	91%	91%	91%	91%

Table 34: Question 19

		Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
		18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
The Imagine Clearwater plan includes various improvements or features (such as the playground, boathouse, and the Bluff Walk) that will require changes to the city charter. How likely are you to vote for a referendum in November 2017 that will allow these? (Percent rating as "very" or "somewhat likely").		88%	90%	75%	86%	81%	84%	82%	84%	82%	84%	81%	82%