



# Clearwater, FL

Technical Appendices

DRAFT  
2017



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# Contents

Appendix A: Complete Survey Responses .....	1
Appendix B: Benchmark Comparisons .....	21
Appendix C: Detailed Survey Methods .....	35
Appendix D: Survey Materials .....	41

## Appendix A: Complete Survey Responses

### Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Clearwater:	Excellent		Good		Fair		Poor		Total	
Clearwater as a place to live	33%	N=192	56%	N=323	10%	N=56	0%	N=2	100%	N=573
Your neighborhood as a place to live	36%	N=206	43%	N=243	18%	N=100	3%	N=15	100%	N=564
Clearwater as a place to raise children	25%	N=112	46%	N=206	22%	N=99	6%	N=29	100%	N=445
Clearwater as a place to work	27%	N=117	42%	N=188	21%	N=93	10%	N=45	100%	N=443
Clearwater as a place to visit	58%	N=319	32%	N=179	6%	N=36	3%	N=19	100%	N=553
Clearwater as a place to retire	41%	N=211	40%	N=209	12%	N=60	7%	N=38	100%	N=518
The overall quality of life in Clearwater	28%	N=159	56%	N=317	14%	N=81	2%	N=11	100%	N=568

Table 2: Question 2

Please rate each of the following characteristics as they relate to Clearwater as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Clearwater	21%	N=119	50%	N=290	24%	N=137	5%	N=28	100%	N=574
Overall ease of getting to the places you usually have to visit	17%	N=99	42%	N=238	31%	N=178	10%	N=56	100%	N=571
Quality of overall natural environment in Clearwater	25%	N=143	45%	N=255	24%	N=136	6%	N=33	100%	N=567
Overall “built environment” of Clearwater (including overall design, buildings, parks and transportation systems)	13%	N=71	38%	N=211	37%	N=210	12%	N=70	100%	N=562
Health and wellness opportunities in Clearwater	22%	N=116	48%	N=248	25%	N=128	5%	N=28	100%	N=520
Overall opportunities for education and enrichment	16%	N=78	44%	N=215	31%	N=151	10%	N=47	100%	N=490
Overall economic health of Clearwater	16%	N=80	48%	N=246	29%	N=148	7%	N=35	100%	N=509
Sense of community	15%	N=81	31%	N=168	37%	N=200	18%	N=96	100%	N=545
Overall image or reputation of Clearwater	20%	N=113	49%	N=275	26%	N=147	5%	N=27	100%	N=562

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Clearwater to someone who asks	48%	N=269	40%	N=228	7%	N=42	5%	N=28	100%	N=566
Remain in Clearwater for the next five years	60%	N=327	25%	N=139	9%	N=49	6%	N=30	100%	N=545

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	58%	N=333	33%	N=188	6%	N=36	2%	N=11	0%	N=2	100%	N=571
In Clearwater’s downtown/commercial area during the day	34%	N=179	40%	N=210	15%	N=80	8%	N=44	3%	N=16	100%	N=529

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Clearwater as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	3%	N=20	30%	N=173	40%	N=232	26%	N=149	100%	N=574
Ease of public parking	9%	N=48	23%	N=124	44%	N=240	24%	N=132	100%	N=544
Ease of travel by car in Clearwater	12%	N=65	33%	N=185	40%	N=227	15%	N=84	100%	N=561
Ease of travel by public transportation in Clearwater	5%	N=14	22%	N=68	37%	N=112	36%	N=111	100%	N=305
Ease of travel by bicycle in Clearwater	12%	N=47	32%	N=127	34%	N=136	23%	N=92	100%	N=401
Ease of walking in Clearwater	16%	N=83	36%	N=185	36%	N=185	12%	N=64	100%	N=516
Availability of paths and walking trails	20%	N=107	45%	N=234	27%	N=141	8%	N=43	100%	N=525
Air quality	21%	N=118	53%	N=292	22%	N=124	4%	N=21	100%	N=556
Cleanliness of Clearwater	19%	N=106	54%	N=309	23%	N=130	5%	N=27	100%	N=572
Overall appearance of Clearwater	20%	N=112	55%	N=316	20%	N=115	5%	N=28	100%	N=570
Public places where people want to spend time	19%	N=101	48%	N=256	23%	N=121	11%	N=58	100%	N=536
Availability of affordable quality housing	7%	N=35	31%	N=152	40%	N=198	22%	N=106	100%	N=492
Fitness opportunities (including exercise classes and paths or trails, etc.)	23%	N=123	49%	N=260	22%	N=118	6%	N=30	100%	N=531
Recreational opportunities	25%	N=135	51%	N=272	20%	N=106	4%	N=24	100%	N=537
Availability of affordable quality food	27%	N=153	45%	N=256	24%	N=136	5%	N=27	100%	N=572
Availability of affordable quality health care	20%	N=102	44%	N=229	25%	N=130	11%	N=55	100%	N=516
Availability of preventive health services	19%	N=91	48%	N=224	25%	N=116	8%	N=38	100%	N=469
Availability of affordable quality mental health care	13%	N=38	30%	N=84	33%	N=94	23%	N=66	100%	N=281

Table 6: Question 6

Please rate each of the following characteristics as they relate to Clearwater as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	16%	N=34	36%	N=77	38%	N=81	11%	N=24	100%	N=216
K-12 education	14%	N=39	42%	N=114	32%	N=85	12%	N=31	100%	N=270
Adult educational opportunities	9%	N=30	47%	N=163	34%	N=120	10%	N=35	100%	N=348
Opportunities to attend cultural/arts/music activities	20%	N=102	46%	N=235	23%	N=115	11%	N=58	100%	N=510
Employment opportunities	7%	N=30	39%	N=163	38%	N=159	15%	N=62	100%	N=414
Shopping opportunities	29%	N=160	48%	N=269	16%	N=91	6%	N=36	100%	N=556
Cost of living in Clearwater	5%	N=26	38%	N=213	44%	N=249	13%	N=73	100%	N=562
Overall quality of business and service establishments in Clearwater	12%	N=66	52%	N=284	29%	N=156	7%	N=37	100%	N=543
Vibrant downtown/commercial area	7%	N=37	26%	N=131	30%	N=155	37%	N=188	100%	N=510
Overall quality of new development in Clearwater	7%	N=33	36%	N=169	42%	N=194	15%	N=71	100%	N=468
Opportunities to participate in social events and activities	16%	N=81	44%	N=217	29%	N=142	11%	N=57	100%	N=496
Opportunities to volunteer	23%	N=95	53%	N=219	19%	N=80	5%	N=21	100%	N=414
Opportunities to participate in community matters	14%	N=56	47%	N=190	29%	N=115	10%	N=39	100%	N=401
Openness and acceptance of the community toward people of diverse backgrounds	16%	N=73	42%	N=193	32%	N=149	10%	N=47	100%	N=462
Neighborliness of residents in Clearwater	12%	N=64	43%	N=224	33%	N=173	12%	N=64	100%	N=526

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	9%	N=49	91%	N=526	100%	N=575
Made efforts to make your home more energy efficient	25%	N=142	75%	N=433	100%	N=575
Observed a code violation or other hazard in Clearwater (weeds, abandoned buildings, etc.)	54%	N=303	46%	N=261	100%	N=564
Household member was a victim of a crime in Clearwater	88%	N=504	12%	N=67	100%	N=572
Reported a crime to the police in Clearwater	75%	N=423	25%	N=144	100%	N=567
Stocked supplies in preparation for an emergency	51%	N=291	49%	N=281	100%	N=572
Campaigned or advocated for an issue, cause or candidate	75%	N=425	25%	N=142	100%	N=566
Contacted the City of Clearwater (in-person, phone, email or web) for help or information	54%	N=309	46%	N=265	100%	N=573
Contacted Clearwater elected officials (in-person, phone, email or web) to express your opinion	80%	N=456	20%	N=116	100%	N=572

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Clearwater?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Clearwater recreation centers or their services	16%	N=89	16%	N=89	23%	N=130	46%	N=263	100%	N=571
Visited a neighborhood park or City park	22%	N=127	27%	N=152	32%	N=184	19%	N=107	100%	N=569
Used Clearwater public libraries or their services	8%	N=44	20%	N=117	23%	N=133	49%	N=281	100%	N=575
Attended a City-sponsored event	3%	N=16	6%	N=35	40%	N=229	51%	N=291	100%	N=570
Carpooled with other adults or children instead of driving alone	10%	N=55	13%	N=76	12%	N=68	65%	N=365	100%	N=565
Walked or biked instead of driving	16%	N=92	19%	N=106	22%	N=124	43%	N=241	100%	N=563
Volunteered your time to some group/activity in Clearwater	8%	N=44	13%	N=72	14%	N=82	65%	N=372	100%	N=570
Participated in a club	6%	N=33	7%	N=37	12%	N=66	76%	N=429	100%	N=565
Talked to or visited with your immediate neighbors	43%	N=249	29%	N=168	17%	N=96	11%	N=61	100%	N=574
Done a favor for a neighbor	24%	N=136	23%	N=129	36%	N=206	17%	N=100	100%	N=571

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=1	2%	N=10	18%	N=100	80%	N=458	100%	N=569
Watched (online or on television) a local public meeting	2%	N=13	6%	N=35	17%	N=95	75%	N=426	100%	N=569

Table 10: Question 10

Please rate the quality of each of the following services in Clearwater:	Excellent		Good		Fair		Poor		Total	
Police services	34%	N=173	47%	N=238	14%	N=73	5%	N=25	100%	N=509
Fire services	48%	N=222	42%	N=197	9%	N=43	0%	N=2	100%	N=464
Ambulance or emergency medical services	49%	N=209	42%	N=179	8%	N=33	2%	N=8	100%	N=431
Crime prevention	18%	N=79	48%	N=205	25%	N=109	9%	N=37	100%	N=431
Fire prevention and education	23%	N=80	52%	N=185	20%	N=70	6%	N=20	100%	N=356
Traffic enforcement	17%	N=85	43%	N=210	27%	N=133	13%	N=65	100%	N=493
Street repair	9%	N=51	36%	N=199	35%	N=193	20%	N=110	100%	N=553
Street cleaning	15%	N=82	49%	N=264	26%	N=137	10%	N=52	100%	N=535

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Please rate the quality of each of the following services in Clearwater:	Excellent		Good		Fair		Poor		Total	
Sidewalk maintenance	11%	N=56	39%	N=206	33%	N=176	17%	N=90	100%	N=528
Traffic signal timing	6%	N=33	32%	N=178	37%	N=204	25%	N=138	100%	N=553
Garbage collection	30%	N=167	49%	N=269	15%	N=83	5%	N=29	100%	N=548
Recycling	34%	N=182	44%	N=234	9%	N=46	13%	N=69	100%	N=532
Yard waste pick-up	30%	N=140	44%	N=206	20%	N=93	5%	N=25	100%	N=464
Storm drainage	18%	N=87	41%	N=205	25%	N=126	16%	N=77	100%	N=495
Drinking water	14%	N=75	35%	N=188	28%	N=152	22%	N=121	100%	N=536
Sewer services	16%	N=73	52%	N=239	25%	N=116	7%	N=32	100%	N=459
Clearwater Gas utility	13%	N=61	47%	N=213	31%	N=139	9%	N=40	100%	N=454
Utility billing	17%	N=46	53%	N=140	22%	N=58	9%	N=23	100%	N=267
City parks	30%	N=155	50%	N=256	16%	N=82	3%	N=15	100%	N=509
Recreation programs or classes	28%	N=90	46%	N=149	23%	N=76	3%	N=10	100%	N=326
Recreation centers or facilities	29%	N=113	46%	N=177	22%	N=84	3%	N=12	100%	N=386
Land use, planning and zoning	14%	N=50	30%	N=105	32%	N=114	24%	N=84	100%	N=352
Code enforcement (weeds, abandoned buildings, etc.)	14%	N=55	32%	N=128	32%	N=128	23%	N=93	100%	N=404
Economic development	14%	N=53	35%	N=136	36%	N=142	15%	N=61	100%	N=392
Public library services	39%	N=159	44%	N=178	15%	N=61	2%	N=9	100%	N=406
Public information services	24%	N=91	46%	N=172	25%	N=94	6%	N=21	100%	N=377
Cable television	11%	N=52	36%	N=162	32%	N=146	21%	N=97	100%	N=456
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	24%	N=105	48%	N=213	21%	N=94	7%	N=31	100%	N=443
Clearwater open space	13%	N=57	38%	N=169	36%	N=162	13%	N=56	100%	N=444
City-sponsored special events	19%	N=80	49%	N=203	24%	N=99	9%	N=36	100%	N=418
Overall customer service by Clearwater employees (police, receptionists, planners, etc.)	24%	N=119	49%	N=240	23%	N=111	4%	N=20	100%	N=489
Recreation trails	30%	N=119	49%	N=191	19%	N=74	2%	N=7	100%	N=391

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Clearwater	17%	N=92	59%	N=310	19%	N=98	5%	N=26	100%	N=525
The Federal Government	7%	N=33	32%	N=153	44%	N=216	17%	N=84	100%	N=485

Table 12: Question 12

Please rate the following categories of Clearwater government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Clearwater	11%	N=55	42%	N=209	35%	N=175	12%	N=59	100%	N=498
The overall direction that Clearwater is taking	13%	N=63	39%	N=196	36%	N=179	13%	N=64	100%	N=502
The job Clearwater government does at welcoming citizen involvement	13%	N=53	38%	N=158	35%	N=148	14%	N=61	100%	N=420
Overall confidence in Clearwater government	10%	N=47	39%	N=188	36%	N=174	15%	N=71	100%	N=480
Generally acting in the best interest of the community	10%	N=46	38%	N=183	38%	N=183	15%	N=70	100%	N=483
Being honest	12%	N=50	40%	N=165	33%	N=138	15%	N=64	100%	N=417
Treating all residents fairly	12%	N=51	38%	N=166	34%	N=146	16%	N=69	100%	N=433

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Table 13: Question 13

Please rate how important, if at all, you think it is for the Clearwater community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Clearwater	57%	N=330	36%	N=208	7%	N=39	0%	N=1	100%	N=577
Overall ease of getting to the places you usually have to visit	43%	N=245	42%	N=241	14%	N=77	1%	N=7	100%	N=571
Quality of overall natural environment in Clearwater	44%	N=252	41%	N=232	15%	N=83	1%	N=3	100%	N=571
Overall "built environment" of Clearwater (including overall design, buildings, parks and transportation systems)	32%	N=182	44%	N=253	22%	N=123	2%	N=11	100%	N=569
Health and wellness opportunities in Clearwater	30%	N=171	48%	N=275	19%	N=108	3%	N=17	100%	N=571
Overall opportunities for education and enrichment	35%	N=196	42%	N=237	22%	N=125	2%	N=9	100%	N=567
Overall economic health of Clearwater	46%	N=260	46%	N=260	8%	N=48	0%	N=2	100%	N=569
Sense of community	28%	N=157	45%	N=258	26%	N=147	1%	N=6	100%	N=568

Table 14: 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:	Major source		Minor source		Not a source		Total	
City website (www.myclearwater.com)	58%	N=322	29%	N=160	13%	N=74	100%	N=556
Local media outlets (newspapers, radio, local television stations)	55%	N=308	34%	N=189	11%	N=63	100%	N=559
The local government cable channel CView	16%	N=91	38%	N=210	46%	N=253	100%	N=554
City newsletter in the water bill	31%	N=170	35%	N=192	35%	N=193	100%	N=554
City Council meetings and other public meetings	21%	N=113	37%	N=203	43%	N=235	100%	N=551
Talking with City officials	21%	N=114	34%	N=187	45%	N=243	100%	N=544
City communications via social media (i.e. Facebook, Twitter, and YouTube)	34%	N=187	28%	N=154	38%	N=209	100%	N=551
Word-of-mouth	35%	N=197	38%	N=213	26%	N=145	100%	N=555

Table 15: Question 15

Which of these events, activities and improvements would make you more likely to spend time in Coachman Park?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Community exercise classes	18%	N=102	24%	N=132	18%	N=99	40%	N=220	100%	N=554
Music and concerts	52%	N=289	32%	N=180	6%	N=33	10%	N=59	100%	N=561
Art events	36%	N=201	34%	N=189	16%	N=88	14%	N=81	100%	N=559
Activities for children	23%	N=128	18%	N=102	14%	N=79	45%	N=253	100%	N=562
Playground	19%	N=109	15%	N=86	18%	N=99	48%	N=269	100%	N=563
A boathouse	15%	N=81	18%	N=99	20%	N=108	48%	N=262	100%	N=550
Addition of a Bluff Walk pedestrian trail to the park	38%	N=215	32%	N=182	10%	N=57	19%	N=109	100%	N=563

Table 16: Question 16

Which of these amenities and events would make you more likely to spend time in Downtown Clearwater?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Restaurants	55%	N=317	30%	N=171	5%	N=30	9%	N=53	100%	N=571
Shops	40%	N=228	32%	N=183	14%	N=77	14%	N=77	100%	N=565
Brew pubs	37%	N=208	19%	N=108	14%	N=80	30%	N=168	100%	N=563
Special events and festivals	55%	N=313	27%	N=155	7%	N=38	10%	N=58	100%	N=565

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Table 17: Question 17

How familiar are you with the Imagine Clearwater plan to redevelop Coachman Park and the Bluff area?	Percent	Number
I am familiar	16%	N=91
I have heard of it, but am not very familiar	33%	N=191
Not at all familiar	51%	N=288
Total	100%	N=571

Table 18: Question 18

Please indicate your level of support for the Imagine Clearwater plan:	Percent	Number
Strongly support	46%	N=94
Somewhat support	45%	N=92
Somewhat oppose	4%	N=9
Strongly oppose	4%	N=9
Total	100%	N=204

This question was only asked of residents who indicated they were either familiar or had heard of the Imagine Clearwater plan.

Table 19: Question 19

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	Number
Very likely	42%	N=193
Somewhat likely	41%	N=188
Somewhat unlikely	7%	N=30
Very unlikely	11%	N=51
Total	100%	N=462

Table 20: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	8%	N=47	5%	N=30	10%	N=59	17%	N=100	59%	N=337	100%	N=573
Purchase goods or services from a business located in Clearwater	1%	N=7	2%	N=12	15%	N=84	47%	N=267	35%	N=201	100%	N=570
Eat at least 5 portions of fruits and vegetables a day	5%	N=30	14%	N=77	38%	N=214	25%	N=140	18%	N=103	100%	N=565
Participate in moderate or vigorous physical activity	4%	N=22	12%	N=65	35%	N=197	30%	N=166	20%	N=112	100%	N=564
Read or watch local news (via television, paper, computer, etc.)	5%	N=27	8%	N=46	17%	N=99	27%	N=154	42%	N=241	100%	N=567
Vote in local elections	14%	N=81	7%	N=41	13%	N=71	13%	N=75	53%	N=299	100%	N=567

Table 21: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	23%	N=130
Very good	38%	N=220
Good	30%	N=171
Fair	8%	N=48
Poor	1%	N=4
Total	100%	N=574





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Table 22: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	9%	N=53
Somewhat positive	24%	N=137
Neutral	46%	N=264
Somewhat negative	17%	N=94
Very negative	4%	N=21
Total	100%	N=569

Table 23: Question D4

What is your employment status?	Percent	Number
Working full time for pay	57%	N=324
Working part time for pay	8%	N=44
Unemployed, looking for paid work	3%	N=19
Unemployed, not looking for paid work	1%	N=7
Fully retired	31%	N=175
Total	100%	N=570

Table 24: Question D5

Do you work inside the boundaries of Clearwater?	Percent	Number
Yes, outside the home	36%	N=193
Yes, from home	9%	N=51
No	55%	N=298
Total	100%	N=541

Table 25: Question D6

How many years have you lived in Clearwater?	Percent	Number
Less than 2 years	20%	N=114
2 to 5 years	19%	N=110
6 to 10 years	13%	N=75
11 to 20 years	17%	N=100
More than 20 years	30%	N=175
Total	100%	N=573

Table 26: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	47%	N=270
Building with two or more homes (duplex, townhome, apartment or condominium)	48%	N=273
Mobile home	3%	N=17
Other	3%	N=15
Total	100%	N=574

The National Citizen Survey™

Table 27: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	40%	N=227
Owned	60%	N=347
Total	100%	N=574

Table 28: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	4%	N=23
\$300 to \$599 per month	11%	N=60
\$600 to \$999 per month	27%	N=150
\$1,000 to \$1,499 per month	29%	N=160
\$1,500 to \$2,499 per month	18%	N=99
\$2,500 or more per month	10%	N=56
Total	100%	N=548

Table 29: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	79%	N=452
Yes	21%	N=122
Total	100%	N=575

Table 30: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	64%	N=367
Yes	36%	N=206
Total	100%	N=574

Table 31: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	14%	N=76
\$25,000 to \$49,999	29%	N=156
\$50,000 to \$99,999	29%	N=155
\$100,000 to \$149,999	17%	N=95
\$150,000 or more	11%	N=59
Total	100%	N=541

Table 32: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	88%	N=495
Yes, I consider myself to be Spanish, Hispanic or Latino	12%	N=64
Total	100%	N=560

# The National Citizen Survey™

Table 33: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=6
Asian, Asian Indian or Pacific Islander	4%	N=20
Black or African American	6%	N=35
White	82%	N=464
Other	9%	N=52

Total may exceed 100% as respondents could select more than one option.

Table 34: Question D15

In which category is your age?	Percent	Number
18 to 24 years	6%	N=36
25 to 34 years	17%	N=99
35 to 44 years	10%	N=59
45 to 54 years	22%	N=126
55 to 64 years	14%	N=78
65 to 74 years	16%	N=93
75 years or older	14%	N=78
Total	100%	N=570

Table 35: Question D16

What is your sex?	Percent	Number
Female	52%	N=296
Male	48%	N=268
Total	100%	N=565

Table 36: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	71%	N=407
Land line	14%	N=82
Both	14%	N=81
Total	100%	N=570

## Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 37: Question 1

Please rate each of the following aspects of quality of life in Clearwater:	Excellent		Good		Fair		Poor		Don't know		Total	
Clearwater as a place to live	33%	N=192	56%	N=323	10%	N=56	0%	N=2	1%	N=3	100%	N=576
Your neighborhood as a place to live	36%	N=206	43%	N=243	18%	N=100	3%	N=15	0%	N=1	100%	N=565
Clearwater as a place to raise children	20%	N=112	36%	N=206	18%	N=99	5%	N=29	21%	N=119	100%	N=565
Clearwater as a place to work	21%	N=117	34%	N=188	17%	N=93	8%	N=45	21%	N=117	100%	N=560
Clearwater as a place to visit	57%	N=319	32%	N=179	6%	N=36	3%	N=19	1%	N=8	100%	N=561
Clearwater as a place to retire	38%	N=211	37%	N=209	11%	N=60	7%	N=38	8%	N=44	100%	N=561
The overall quality of life in Clearwater	28%	N=159	56%	N=317	14%	N=81	2%	N=11	0%	N=0	100%	N=568

Table 38: Question 2

Please rate each of the following characteristics as they relate to Clearwater as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Clearwater	21%	N=119	50%	N=290	24%	N=137	5%	N=28	0%	N=2	100%	N=575
Overall ease of getting to the places you usually have to visit	17%	N=99	42%	N=238	31%	N=178	10%	N=56	0%	N=0	100%	N=571
Quality of overall natural environment in Clearwater	25%	N=143	45%	N=255	24%	N=136	6%	N=33	0%	N=3	100%	N=570
Overall "built environment" of Clearwater (including overall design, buildings, parks and transportation systems)	12%	N=71	37%	N=211	37%	N=210	12%	N=70	1%	N=6	100%	N=568
Health and wellness opportunities in Clearwater	21%	N=116	44%	N=248	23%	N=128	5%	N=28	8%	N=46	100%	N=566
Overall opportunities for education and enrichment	14%	N=78	38%	N=215	26%	N=151	8%	N=47	14%	N=79	100%	N=569
Overall economic health of Clearwater	14%	N=80	43%	N=246	26%	N=148	6%	N=35	11%	N=63	100%	N=572
Sense of community	14%	N=81	30%	N=168	35%	N=200	17%	N=96	4%	N=22	100%	N=567
Overall image or reputation of Clearwater	20%	N=113	48%	N=275	26%	N=147	5%	N=27	1%	N=8	100%	N=570

Table 39: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Clearwater to someone who asks	47%	N=269	40%	N=228	7%	N=42	5%	N=28	0%	N=3	100%	N=569
Remain in Clearwater for the next five years	58%	N=327	25%	N=139	9%	N=49	5%	N=30	3%	N=17	100%	N=561

Table 40: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	58%	N=333	33%	N=188	6%	N=36	2%	N=11	0%	N=2	0%	N=2	100%	N=572
In Clearwater's downtown/commercial area during the day	32%	N=179	37%	N=210	14%	N=80	8%	N=44	3%	N=16	6%	N=36	100%	N=565

# The National Citizen Survey™

Table 41: Question 5

Please rate each of the following characteristics as they relate to Clearwater as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	3%	N=20	30%	N=173	40%	N=232	26%	N=149	0%	N=1	100%	N=575
Ease of public parking	8%	N=48	22%	N=124	42%	N=240	23%	N=132	5%	N=28	100%	N=572
Ease of travel by car in Clearwater	12%	N=65	33%	N=185	40%	N=227	15%	N=84	1%	N=7	100%	N=568
Ease of travel by public transportation in Clearwater	3%	N=14	12%	N=68	20%	N=112	20%	N=111	46%	N=263	100%	N=568
Ease of travel by bicycle in Clearwater	8%	N=47	22%	N=127	24%	N=136	16%	N=92	29%	N=167	100%	N=568
Ease of walking in Clearwater	15%	N=83	33%	N=185	33%	N=185	11%	N=64	9%	N=50	100%	N=567
Availability of paths and walking trails	19%	N=107	41%	N=234	25%	N=141	8%	N=43	7%	N=40	100%	N=566
Air quality	21%	N=118	51%	N=292	22%	N=124	4%	N=21	3%	N=16	100%	N=572
Cleanliness of Clearwater	19%	N=106	54%	N=309	23%	N=130	5%	N=27	0%	N=1	100%	N=573
Overall appearance of Clearwater	19%	N=112	55%	N=316	20%	N=115	5%	N=28	1%	N=3	100%	N=574
Public places where people want to spend time	18%	N=101	45%	N=256	21%	N=121	10%	N=58	5%	N=29	100%	N=565
Availability of affordable quality housing	6%	N=35	27%	N=152	35%	N=198	19%	N=106	14%	N=80	100%	N=572
Fitness opportunities (including exercise classes and paths or trails, etc.)	22%	N=123	46%	N=260	21%	N=118	5%	N=30	7%	N=39	100%	N=570
Recreational opportunities	24%	N=135	48%	N=272	19%	N=106	4%	N=24	6%	N=34	100%	N=572
Availability of affordable quality food	27%	N=153	45%	N=256	24%	N=136	5%	N=27	0%	N=1	100%	N=573
Availability of affordable quality health care	18%	N=102	40%	N=229	23%	N=130	9%	N=55	10%	N=58	100%	N=574
Availability of preventive health services	16%	N=91	39%	N=224	20%	N=116	7%	N=38	18%	N=103	100%	N=572
Availability of affordable quality mental health care	7%	N=38	15%	N=84	17%	N=94	12%	N=66	51%	N=287	100%	N=568

Table 42: Question 6

Please rate each of the following characteristics as they relate to Clearwater as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	6%	N=34	14%	N=77	14%	N=81	4%	N=24	62%	N=353	100%	N=569
K-12 education	7%	N=39	20%	N=114	15%	N=85	6%	N=31	52%	N=293	100%	N=563
Adult educational opportunities	5%	N=30	29%	N=163	21%	N=120	6%	N=35	38%	N=216	100%	N=564
Opportunities to attend cultural/arts/music activities	18%	N=102	42%	N=235	21%	N=115	10%	N=58	9%	N=48	100%	N=558
Employment opportunities	5%	N=30	29%	N=163	28%	N=159	11%	N=62	26%	N=147	100%	N=561
Shopping opportunities	28%	N=160	47%	N=269	16%	N=91	6%	N=36	2%	N=11	100%	N=568
Cost of living in Clearwater	5%	N=26	38%	N=213	44%	N=249	13%	N=73	1%	N=5	100%	N=567
Overall quality of business and service establishments in Clearwater	12%	N=66	51%	N=284	28%	N=156	7%	N=37	3%	N=16	100%	N=559
Vibrant downtown/commercial area	7%	N=37	23%	N=131	28%	N=155	34%	N=188	9%	N=49	100%	N=560
Overall quality of new development in Clearwater	6%	N=33	30%	N=169	34%	N=194	13%	N=71	17%	N=96	100%	N=564
Opportunities to participate in social events and activities	14%	N=81	38%	N=217	25%	N=142	10%	N=57	12%	N=66	100%	N=563
Opportunities to volunteer	17%	N=95	39%	N=219	14%	N=80	4%	N=21	27%	N=152	100%	N=566
Opportunities to participate in community matters	10%	N=56	34%	N=190	20%	N=115	7%	N=39	29%	N=160	100%	N=561
Openness and acceptance of the community toward people of diverse backgrounds	13%	N=73	34%	N=193	26%	N=149	8%	N=47	18%	N=101	100%	N=563
Neighborhoodliness of residents in Clearwater	11%	N=64	40%	N=224	31%	N=173	11%	N=64	7%	N=38	100%	N=564

# The National Citizen Survey™

Table 43: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	9%	N=49	91%	N=526	100%	N=575
Made efforts to make your home more energy efficient	25%	N=142	75%	N=433	100%	N=575
Observed a code violation or other hazard in Clearwater (weeds, abandoned buildings, etc.)	54%	N=303	46%	N=261	100%	N=564
Household member was a victim of a crime in Clearwater	88%	N=504	12%	N=67	100%	N=572
Reported a crime to the police in Clearwater	75%	N=423	25%	N=144	100%	N=567
Stocked supplies in preparation for an emergency	51%	N=291	49%	N=281	100%	N=572
Campaigned or advocated for an issue, cause or candidate	75%	N=425	25%	N=142	100%	N=566
Contacted the City of Clearwater (in-person, phone, email or web) for help or information	54%	N=309	46%	N=265	100%	N=573
Contacted Clearwater elected officials (in-person, phone, email or web) to express your opinion	80%	N=456	20%	N=116	100%	N=572

Table 44: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Clearwater?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Clearwater recreation centers or their services	16%	N=89	16%	N=89	23%	N=130	46%	N=263	100%	N=571
Visited a neighborhood park or City park	22%	N=127	27%	N=152	32%	N=184	19%	N=107	100%	N=569
Used Clearwater public libraries or their services	8%	N=44	20%	N=117	23%	N=133	49%	N=281	100%	N=575
Attended a City-sponsored event	3%	N=16	6%	N=35	40%	N=229	51%	N=291	100%	N=570
Carpooled with other adults or children instead of driving alone	10%	N=55	13%	N=76	12%	N=68	65%	N=365	100%	N=565
Walked or biked instead of driving	16%	N=92	19%	N=106	22%	N=124	43%	N=241	100%	N=563
Volunteered your time to some group/activity in Clearwater	8%	N=44	13%	N=72	14%	N=82	65%	N=372	100%	N=570
Participated in a club	6%	N=33	7%	N=37	12%	N=66	76%	N=429	100%	N=565
Talked to or visited with your immediate neighbors	43%	N=249	29%	N=168	17%	N=96	11%	N=61	100%	N=574
Done a favor for a neighbor	24%	N=136	23%	N=129	36%	N=206	17%	N=100	100%	N=571

Table 45: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=1	2%	N=10	18%	N=100	80%	N=458	100%	N=569
Watched (online or on television) a local public meeting	2%	N=13	6%	N=35	17%	N=95	75%	N=426	100%	N=569

Table 46: Question 10

Please rate the quality of each of the following services in Clearwater:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	31%	N=173	42%	N=238	13%	N=73	4%	N=25	10%	N=59	100%	N=568
Fire services	39%	N=222	35%	N=197	8%	N=43	0%	N=2	18%	N=102	100%	N=567
Ambulance or emergency medical services	37%	N=209	32%	N=179	6%	N=33	1%	N=8	24%	N=134	100%	N=564
Crime prevention	14%	N=79	37%	N=205	19%	N=109	7%	N=37	23%	N=131	100%	N=563
Fire prevention and education	14%	N=80	33%	N=185	12%	N=70	4%	N=20	37%	N=207	100%	N=563
Traffic enforcement	15%	N=85	37%	N=210	24%	N=133	12%	N=65	12%	N=67	100%	N=560
Street repair	9%	N=51	35%	N=199	34%	N=193	19%	N=110	3%	N=15	100%	N=568
Street cleaning	14%	N=82	47%	N=264	24%	N=137	9%	N=52	6%	N=33	100%	N=568

# The National Citizen Survey™

Please rate the quality of each of the following services in Clearwater:	Excellent		Good		Fair		Poor		Don't know		Total	
Sidewalk maintenance	10%	N=56	36%	N=206	31%	N=176	16%	N=90	6%	N=36	100%	N=564
Traffic signal timing	6%	N=33	32%	N=178	36%	N=204	25%	N=138	1%	N=7	100%	N=560
Garbage collection	29%	N=167	47%	N=269	15%	N=83	5%	N=29	3%	N=19	100%	N=567
Recycling	32%	N=182	41%	N=234	8%	N=46	12%	N=69	7%	N=37	100%	N=569
Yard waste pick-up	25%	N=140	37%	N=206	16%	N=93	4%	N=25	18%	N=100	100%	N=564
Storm drainage	15%	N=87	36%	N=205	22%	N=126	14%	N=77	12%	N=67	100%	N=562
Drinking water	13%	N=75	33%	N=188	27%	N=152	21%	N=121	5%	N=31	100%	N=566
Sewer services	13%	N=73	43%	N=239	21%	N=116	6%	N=32	18%	N=98	100%	N=557
Clearwater Gas utility	11%	N=61	38%	N=213	25%	N=139	7%	N=40	19%	N=107	100%	N=561
Utility billing	8%	N=46	25%	N=140	10%	N=58	4%	N=23	52%	N=294	100%	N=561
City parks	28%	N=155	46%	N=256	15%	N=82	3%	N=15	10%	N=54	100%	N=562
Recreation programs or classes	16%	N=90	27%	N=149	14%	N=76	2%	N=10	42%	N=233	100%	N=559
Recreation centers or facilities	20%	N=113	32%	N=177	15%	N=84	2%	N=12	31%	N=171	100%	N=557
Land use, planning and zoning	9%	N=50	19%	N=105	20%	N=114	15%	N=84	37%	N=207	100%	N=560
Code enforcement (weeds, abandoned buildings, etc.)	10%	N=55	23%	N=128	23%	N=128	17%	N=93	28%	N=159	100%	N=563
Economic development	10%	N=53	25%	N=136	26%	N=142	11%	N=61	29%	N=163	100%	N=554
Public library services	28%	N=159	32%	N=178	11%	N=61	2%	N=9	28%	N=157	100%	N=563
Public information services	17%	N=91	31%	N=172	17%	N=94	4%	N=21	31%	N=170	100%	N=547
Cable television	9%	N=52	29%	N=162	26%	N=146	17%	N=97	19%	N=109	100%	N=565
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	19%	N=105	38%	N=213	17%	N=94	6%	N=31	21%	N=121	100%	N=564
Clearwater open space	10%	N=57	30%	N=169	29%	N=162	10%	N=56	20%	N=114	100%	N=558
City-sponsored special events	15%	N=80	37%	N=203	18%	N=99	7%	N=36	24%	N=129	100%	N=547
Overall customer service by Clearwater employees (police, receptionists, planners, etc.)	21%	N=119	43%	N=240	20%	N=111	3%	N=20	13%	N=72	100%	N=562
Recreation trails	26%	N=119	42%	N=191	16%	N=74	2%	N=7	15%	N=69	100%	N=461

Table 47: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Clearwater	16%	N=92	55%	N=310	17%	N=98	5%	N=26	7%	N=42	100%	N=567
The Federal Government	6%	N=33	27%	N=153	38%	N=216	15%	N=84	14%	N=78	100%	N=563

Table 48: Question 12

Please rate the following categories of Clearwater government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Clearwater	10%	N=55	37%	N=209	31%	N=175	10%	N=59	12%	N=65	100%	N=564
The overall direction that Clearwater is taking	11%	N=63	35%	N=196	32%	N=179	11%	N=64	11%	N=61	100%	N=563
The job Clearwater government does at welcoming citizen involvement	9%	N=53	28%	N=158	26%	N=148	11%	N=61	25%	N=142	100%	N=562
Overall confidence in Clearwater government	8%	N=47	34%	N=188	31%	N=174	13%	N=71	14%	N=80	100%	N=561
Generally acting in the best interest of the community	8%	N=46	33%	N=183	33%	N=183	13%	N=70	14%	N=78	100%	N=561
Being honest	9%	N=50	30%	N=165	25%	N=138	11%	N=64	25%	N=138	100%	N=555
Treating all residents fairly	9%	N=51	30%	N=166	26%	N=146	12%	N=69	23%	N=127	100%	N=560



## The National Citizen Survey™

Table 49: Question 13

Please rate how important, if at all, you think it is for the Clearwater community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Clearwater	57%	N=330	36%	N=208	7%	N=39	0%	N=1	100%	N=577
Overall ease of getting to the places you usually have to visit	43%	N=245	42%	N=241	14%	N=77	1%	N=7	100%	N=571
Quality of overall natural environment in Clearwater	44%	N=252	41%	N=232	15%	N=83	1%	N=3	100%	N=571
Overall "built environment" of Clearwater (including overall design, buildings, parks and transportation systems)	32%	N=182	44%	N=253	22%	N=123	2%	N=11	100%	N=569
Health and wellness opportunities in Clearwater	30%	N=171	48%	N=275	19%	N=108	3%	N=17	100%	N=571
Overall opportunities for education and enrichment	35%	N=196	42%	N=237	22%	N=125	2%	N=9	100%	N=567
Overall economic health of Clearwater	46%	N=260	46%	N=260	8%	N=48	0%	N=2	100%	N=569
Sense of community	28%	N=157	45%	N=258	26%	N=147	1%	N=6	100%	N=568

Table 50: 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:	Major source		Minor source		Not a source		Total	
City website (www.myclearwater.com)	58%	N=322	29%	N=160	13%	N=74	100%	N=556
Local media outlets (newspapers, radio, local television stations)	55%	N=308	34%	N=189	11%	N=63	100%	N=559
The local government cable channel CView	16%	N=91	38%	N=210	46%	N=253	100%	N=554
City newsletter in the water bill	31%	N=170	35%	N=192	35%	N=193	100%	N=554
City Council meetings and other public meetings	21%	N=113	37%	N=203	43%	N=235	100%	N=551
Talking with City officials	21%	N=114	34%	N=187	45%	N=243	100%	N=544
City communications via social media (i.e. Facebook, Twitter, and YouTube)	34%	N=187	28%	N=154	38%	N=209	100%	N=551
Word-of-mouth	35%	N=197	38%	N=213	26%	N=145	100%	N=555

Table 51: Question 15

Which of these events, activities and improvements would make you more likely to spend time in Coachman Park?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Community exercise classes	18%	N=102	24%	N=132	18%	N=99	40%	N=220	100%	N=554
Music and concerts	52%	N=289	32%	N=180	6%	N=33	10%	N=59	100%	N=561
Art events	36%	N=201	34%	N=189	16%	N=88	14%	N=81	100%	N=559
Activities for children	23%	N=128	18%	N=102	14%	N=79	45%	N=253	100%	N=562
Playground	19%	N=109	15%	N=86	18%	N=99	48%	N=269	100%	N=563
A boathouse	15%	N=81	18%	N=99	20%	N=108	48%	N=262	100%	N=550
Addition of a Bluff Walk pedestrian trail to the park	38%	N=215	32%	N=182	10%	N=57	19%	N=109	100%	N=563

Table 52: Question 16

Which of these amenities and events would make you more likely to spend time in Downtown Clearwater?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Restaurants	55%	N=317	30%	N=171	5%	N=30	9%	N=53	100%	N=571
Shops	40%	N=228	32%	N=183	14%	N=77	14%	N=77	100%	N=565
Brew pubs	37%	N=208	19%	N=108	14%	N=80	30%	N=168	100%	N=563
Special events and festivals	55%	N=313	27%	N=155	7%	N=38	10%	N=58	100%	N=565

# The National Citizen Survey™

Table 53: Question 17

How familiar are you with the Imagine Clearwater plan to redevelop Coachman Park and the Bluff area?	Percent	Number
I am familiar	16%	N=91
I have heard of it, but am not very familiar	33%	N=191
Not at all familiar	51%	N=288
Total	100%	N=571

Table 54: Question 18

Please indicate your level of support for the Imagine Clearwater plan:	Percent	Number
Strongly support	37%	N=94
Somewhat support	36%	N=92
Somewhat oppose	4%	N=9
Strongly oppose	4%	N=9
Don't know	20%	N=52
Total	100%	N=256

This question was only asked of residents who indicated they were either familiar or had heard of the Imagine Clearwater plan.

Table 55: Question 19

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	Number
Very likely	34%	N=193
Somewhat likely	33%	N=188
Somewhat unlikely	5%	N=30
Very unlikely	9%	N=51
Don't know	18%	N=99
Total	100%	N=561

Table 56: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	8%	N=47	5%	N=30	10%	N=59	17%	N=100	59%	N=337	100%	N=573
Purchase goods or services from a business located in Clearwater	1%	N=7	2%	N=12	15%	N=84	47%	N=267	35%	N=201	100%	N=570
Eat at least 5 portions of fruits and vegetables a day	5%	N=30	14%	N=77	38%	N=214	25%	N=140	18%	N=103	100%	N=565
Participate in moderate or vigorous physical activity	4%	N=22	12%	N=65	35%	N=197	30%	N=166	20%	N=112	100%	N=564
Read or watch local news (via television, paper, computer, etc.)	5%	N=27	8%	N=46	17%	N=99	27%	N=154	42%	N=241	100%	N=567
Vote in local elections	14%	N=81	7%	N=41	13%	N=71	13%	N=75	53%	N=299	100%	N=567

Table 57: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	23%	N=130
Very good	38%	N=220
Good	30%	N=171
Fair	8%	N=48
Poor	1%	N=4

# The National Citizen Survey™

Would you say that in general your health is:	Percent	Number
Total	100%	N=574

Table 58: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	9%	N=53
Somewhat positive	24%	N=137
Neutral	46%	N=264
Somewhat negative	17%	N=94
Very negative	4%	N=21
Total	100%	N=569

Table 59: Question D4

What is your employment status?	Percent	Number
Working full time for pay	57%	N=324
Working part time for pay	8%	N=44
Unemployed, looking for paid work	3%	N=19
Unemployed, not looking for paid work	1%	N=7
Fully retired	31%	N=175
Total	100%	N=570

Table 60: Question D5

Do you work inside the boundaries of Clearwater?	Percent	Number
Yes, outside the home	36%	N=193
Yes, from home	9%	N=51
No	55%	N=298
Total	100%	N=541

Table 61: Question D6

How many years have you lived in Clearwater?	Percent	Number
Less than 2 years	20%	N=114
2 to 5 years	19%	N=110
6 to 10 years	13%	N=75
11 to 20 years	17%	N=100
More than 20 years	30%	N=175
Total	100%	N=573

Table 62: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	47%	N=270
Building with two or more homes (duplex, townhome, apartment or condominium)	48%	N=273
Mobile home	3%	N=17
Other	3%	N=15
Total	100%	N=574



The National Citizen Survey™

Table 63: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	40%	N=227
Owned	60%	N=347
Total	100%	N=574

Table 64: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	4%	N=23
\$300 to \$599 per month	11%	N=60
\$600 to \$999 per month	27%	N=150
\$1,000 to \$1,499 per month	29%	N=160
\$1,500 to \$2,499 per month	18%	N=99
\$2,500 or more per month	10%	N=56
Total	100%	N=548

Table 65: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	79%	N=452
Yes	21%	N=122
Total	100%	N=575

Table 66: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	64%	N=367
Yes	36%	N=206
Total	100%	N=574

Table 67: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	14%	N=76
\$25,000 to \$49,999	29%	N=156
\$50,000 to \$99,999	29%	N=155
\$100,000 to \$149,999	17%	N=95
\$150,000 or more	11%	N=59
Total	100%	N=541

Table 68: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	88%	N=495
Yes, I consider myself to be Spanish, Hispanic or Latino	12%	N=64
Total	100%	N=560

The National Citizen Survey™

Table 69: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=6
Asian, Asian Indian or Pacific Islander	4%	N=20
Black or African American	6%	N=35
White	82%	N=464
Other	9%	N=52

Total may exceed 100% as respondents could select more than one option.

Table 70: Question D15

In which category is your age?	Percent	Number
18 to 24 years	6%	N=36
25 to 34 years	17%	N=99
35 to 44 years	10%	N=59
45 to 54 years	22%	N=126
55 to 64 years	14%	N=78
65 to 74 years	16%	N=93
75 years or older	14%	N=78
Total	100%	N=570

Table 71: Question D16

What is your sex?	Percent	Number
Female	52%	N=296
Male	48%	N=268
Total	100%	N=565

Table 72: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	71%	N=407
Land line	14%	N=82
Both	14%	N=81
Total	100%	N=570

## Appendix B: Benchmark Comparisons

### Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Clearwater chose to have comparisons made to the entire database and a subset of jurisdictions from the database (communities with populations between 64,000 and 149,999).

### Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Clearwater's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Clearwater's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Clearwater's rating to the benchmark.

In that final column, Clearwater's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Clearwater residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

## National Benchmark Comparisons

Table 73: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Clearwater	84%	211	440	Similar
Overall image or reputation of Clearwater	69%	194	328	Similar
Clearwater as a place to live	90%	192	375	Similar
Your neighborhood as a place to live	80%	166	294	Similar
Clearwater as a place to raise children	71%	258	365	Similar
Clearwater as a place to retire	81%	46	339	Higher
Overall appearance of Clearwater	75%	177	342	Similar

Table 74: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Clearwater	71%	226	313	Similar
	In your neighborhood during the day	91%	238	339	Similar
	In Clearwater's downtown/commercial area during the day	74%	257	294	Lower
Mobility	Overall ease of getting to the places you usually have to visit	59%	189	221	Similar
	Availability of paths and walking trails	65%	143	295	Similar
	Ease of walking in Clearwater	52%	198	280	Similar
	Ease of travel by bicycle in Clearwater	43%	187	283	Similar
	Ease of travel by public transportation in Clearwater	27%	136	187	Similar
	Ease of travel by car in Clearwater	45%	237	284	Lower
	Ease of public parking	32%	153	184	Lower
	Traffic flow on major streets	34%	260	330	Similar
	Quality of overall natural environment in Clearwater	70%	181	258	Similar
	Cleanliness of Clearwater	73%	163	265	Similar
Natural Environment	Air quality	74%	145	224	Similar
Built Environment	Overall "built environment" of Clearwater (including overall design, buildings, parks and transportation systems)	50%	157	210	Similar
	Overall quality of new development in Clearwater	43%	209	269	Similar
	Availability of affordable quality housing	38%	160	284	Similar
	Public places where people want to spend time	67%	113	202	Similar
	Overall economic health of Clearwater	64%	114	216	Similar
Economy	Vibrant downtown/commercial area	33%	151	194	Lower
	Overall quality of business and service establishments in Clearwater	65%	138	252	Similar
	Cost of living in Clearwater	43%	117	213	Similar
	Shopping opportunities	77%	52	275	Higher
	Employment opportunities	47%	106	294	Similar
	Clearwater as a place to visit	90%	24	230	Much higher
	Clearwater as a place to work	69%	127	340	Similar
	Health and wellness opportunities in Clearwater	70%	109	211	Similar
	Availability of affordable quality mental health care	43%	108	184	Similar
	Availability of preventive health services	67%	98	215	Similar
	Availability of affordable quality health care	64%	114	241	Similar
	Availability of affordable quality food	71%	65	216	Similar
	Recreational opportunities	76%	94	281	Similar
Recreation and Wellness	Fitness opportunities (including exercise classes and paths or trails, etc.)	72%	97	202	Similar



# The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	60%	151	212	Similar
	Opportunities to attend cultural/arts/music activities	66%	114	279	Similar
	Adult educational opportunities	55%	126	190	Similar
	K-12 education	57%	195	252	Lower
	Availability of affordable quality child care/preschool	51%	106	231	Similar
Community Engagement	Opportunities to participate in social events and activities	60%	134	241	Similar
	Neighborhoodness of Clearwater	55%	156	205	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	58%	168	274	Similar
	Opportunities to participate in community matters	62%	153	253	Similar
	Opportunities to volunteer	76%	103	245	Similar

Table 75: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Clearwater	77%	221	415	Similar
Overall customer service by Clearwater employees (police, receptionists, planners, etc.)	73%	184	356	Similar
Value of services for the taxes paid to Clearwater	53%	184	384	Similar
Overall direction that Clearwater is taking	52%	181	298	Similar
Job Clearwater government does at welcoming citizen involvement	50%	159	300	Similar
Overall confidence in Clearwater government	49%	132	214	Similar
Generally acting in the best interest of the community	48%	139	214	Similar
Being honest	52%	133	207	Similar
Treating all residents fairly	50%	127	212	Similar
Services provided by the Federal Government	38%	99	230	Similar

Table 76: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	81%	198	442	Similar
	Fire services	90%	152	364	Similar
	Ambulance or emergency medical services	90%	132	333	Similar
	Crime prevention	66%	210	338	Similar
	Fire prevention and education	75%	184	266	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	72%	75	259	Similar
Mobility	Traffic enforcement	60%	223	354	Similar
	Street repair	45%	222	382	Similar
	Street cleaning	65%	161	304	Similar
	Sidewalk maintenance	50%	185	305	Similar
	Traffic signal timing	38%	216	244	Similar
Natural Environment	Garbage collection	79%	242	344	Similar
	Recycling	78%	212	342	Similar
	Yard waste pick-up	75%	126	259	Similar
	Drinking water	49%	277	310	Lower
	Clearwater open space	51%	142	192	Similar
Built Environment	Storm drainage	59%	222	337	Similar
	Sewer services	68%	243	309	Similar
	Power (electric and/or gas) utility	60%	150	158	Lower

# The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Utility billing	70%	110	186	Similar
	Land use, planning and zoning	44%	168	286	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	45%	223	372	Similar
	Cable television	47%	122	187	Similar
Economy	Economic development	48%	155	266	Similar
Recreation and Wellness	City parks	81%	159	311	Similar
	Recreation programs or classes	74%	110	309	Similar
	Recreation centers or facilities	75%	78	260	Similar
Education and Enrichment	City-sponsored special events	68%	118	232	Similar
	Public library services	83%	159	328	Similar
Community Engagement	Public information services	70%	98	265	Similar

Table 77: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	46%	247	294	Similar
Recommend living in Clearwater to someone who asks	88%	146	265	Similar
Remain in Clearwater for the next five years	85%	113	256	Similar
Contacted Clearwater (in-person, phone, email or web) for help or information	46%	134	295	Similar

Table 78: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	49%	25	185	Higher
	Did NOT report a crime to the police	75%	148	208	Similar
	Household member was NOT a victim of a crime	88%	146	255	Similar
Mobility	Carpooled with other adults or children instead of driving alone	35%	172	196	Similar
	Walked or biked instead of driving	57%	91	203	Similar
Natural Environment	Made efforts to conserve water	91%	23	191	Similar
	Made efforts to make your home more energy efficient	75%	112	191	Similar
	Recycle at home	87%	143	237	Similar
Built Environment	Did NOT observe a code violation or other hazard in Clearwater	54%	104	198	Similar
	NOT experiencing housing costs stress	69%	119	235	Similar
Economy	Purchase goods or services from a business located in Clearwater	97%	116	201	Similar
	Economy will have positive impact on income	33%	63	236	Similar
	Work inside boundaries of Clearwater	45%	75	202	Similar
Recreation and Wellness	Used Clearwater recreation centers or their services	54%	148	219	Similar
	Visited a neighborhood park or City park	81%	173	250	Similar
	Eat at least 5 portions of fruits and vegetables a day	81%	124	193	Similar
	Participate in moderate or vigorous physical activity	84%	108	197	Similar
	In very good to excellent health	61%	107	197	Similar
Education and Enrichment	Used Clearwater public libraries or their services	51%	201	225	Lower

# The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Community Engagement	Attended City-sponsored event	49%	139	203	Similar
	Campaigned or advocated for an issue, cause or candidate	25%	70	184	Similar
	Contacted Clearwater elected officials (in-person, phone, email or web) to express your opinion	20%	52	200	Similar
	Volunteered your time to some group/activity in Clearwater	35%	154	243	Similar
	Participated in a club	24%	132	219	Similar
	Talked to or visited with your immediate neighbors	89%	137	197	Similar
	Done a favor for a neighbor	83%	90	192	Similar
	Attended a local public meeting	20%	139	243	Similar
	Watched (online or on television) a local public meeting	25%	80	207	Similar
	Read or watch local news (via television, paper, computer, etc.)	87%	86	202	Similar
	Vote in local elections	79%	175	237	Similar

## Communities included in national comparisons

The communities included in Clearwater's comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO ..... 441,603  
 Airway Heights city, WA ..... 6,114  
 Albany city, OR ..... 50,158  
 Albemarle County, VA ..... 98,970  
 Albert Lea city, MN ..... 18,016  
 Alexandria city, VA ..... 139,966  
 Algonquin village, IL ..... 30,046  
 Aliso Viejo city, CA ..... 47,823  
 Altoona city, IA ..... 14,541  
 American Canyon city, CA ..... 19,454  
 Ames city, IA ..... 58,965  
 Andover CDP, MA ..... 8,762  
 Ankeny city, IA ..... 45,582  
 Ann Arbor city, MI ..... 113,934  
 Annapolis city, MD ..... 38,394  
 Apache Junction city, AZ ..... 35,840  
 Arapahoe County, CO ..... 572,003  
 Arkansas City city, AR ..... 366  
 Arlington city, TX ..... 365,438  
 Arvada city, CO ..... 106,433  
 Asheville city, NC ..... 83,393  
 Ashland city, OR ..... 20,078  
 Ashland town, MA ..... 16,593  
 Ashland town, VA ..... 7,225  
 Aspen city, CO ..... 6,658  
 Athens-Clarke County, GA ..... 115,452  
 Auburn city, AL ..... 53,380  
 Augusta CCD, GA ..... 134,777  
 Aurora city, CO ..... 325,078  
 Austin city, TX ..... 790,390  
 Avon town, CO ..... 6,447  
 Avon town, IN ..... 12,446  
 Avondale city, AZ ..... 76,238  
 Azusa city, CA ..... 46,361  
 Bainbridge Island city, WA ..... 23,025  
 Baltimore city, MD ..... 620,961

Bartonville town, TX ..... 1,469  
 Battle Creek city, MI ..... 52,347  
 Bay City city, MI ..... 34,932  
 Bay Village city, OH ..... 15,651  
 Baytown city, TX ..... 71,802  
 Bedford city, TX ..... 46,979  
 Bedford town, MA ..... 13,320  
 Bellevue city, WA ..... 122,363  
 Bellingham city, WA ..... 80,885  
 Benbrook city, TX ..... 21,234  
 Bend city, OR ..... 76,639  
 Bettendorf city, IA ..... 33,217  
 Billings city, MT ..... 104,170  
 Blaine city, MN ..... 57,186  
 Bloomfield Hills city, MI ..... 3,869  
 Bloomington city, IN ..... 80,405  
 Bloomington city, MN ..... 82,893  
 Blue Springs city, MO ..... 52,575  
 Boise City city, ID ..... 205,671  
 Bonner Springs city, KS ..... 7,314  
 Boone County, KY ..... 118,811  
 Boulder city, CO ..... 97,385  
 Bowling Green city, KY ..... 58,067  
 Bozeman city, MT ..... 37,280  
 Brentwood city, MO ..... 8,055  
 Brentwood city, TN ..... 37,060  
 Brighton city, CO ..... 33,352  
 Brighton city, MI ..... 7,444  
 Bristol city, TN ..... 26,702  
 Broken Arrow city, OK ..... 98,850  
 Brookfield city, WI ..... 37,920  
 Brookline CDP, MA ..... 58,732  
 Brooklyn Center city, MN ..... 30,104  
 Brooklyn city, OH ..... 11,169  
 Broomfield city, CO ..... 55,889  
 Brownsburg town, IN ..... 21,285

# The National Citizen Survey™

Burien city, WA.....	33,313	Dayton town, WY.....	757
Burleson city, TX.....	36,690	Decatur city, GA.....	19,335
Burlingame city, CA.....	28,806	Del Mar city, CA.....	4,161
Cabarrus County, NC.....	178,011	DeLand city, FL.....	27,031
Cambridge city, MA.....	105,162	Delaware city, OH.....	34,753
Cannon Beach city, OR.....	1,690	Delray Beach city, FL.....	60,522
Cañon City city, CO.....	16,400	Denison city, TX.....	22,682
Canton city, SD.....	3,057	Denton city, TX.....	113,383
Cape Coral city, FL.....	154,305	Denver city, CO.....	600,158
Cape Girardeau city, MO.....	37,941	Derby city, KS.....	22,158
Carlisle borough, PA.....	18,682	Des Moines city, IA.....	203,433
Carlsbad city, CA.....	105,328	Des Peres city, MO.....	8,373
Carroll city, IA.....	10,103	Destin city, FL.....	12,305
Cartersville city, GA.....	19,731	Dothan city, AL.....	65,496
Cary town, NC.....	135,234	Douglas County, CO.....	285,465
Castine town, ME.....	1,366	Dover city, NH.....	29,987
Castle Pines North city, CO.....	10,360	Dublin city, CA.....	46,036
Castle Rock town, CO.....	48,231	Dublin city, OH.....	41,751
Cedar Hill city, TX.....	45,028	Duluth city, MN.....	86,265
Cedar Rapids city, IA.....	126,326	Durham city, NC.....	228,330
Celina city, TX.....	6,028	Durham County, NC.....	267,587
Centennial city, CO.....	100,377	Eagan city, MN.....	64,206
Chandler city, AZ.....	236,123	Eagle Mountain city, UT.....	21,415
Chandler city, TX.....	2,734	Eagle town, CO.....	6,508
Chanhassen city, MN.....	22,952	East Grand Forks city, MN.....	8,601
Chapel Hill town, NC.....	57,233	East Lansing city, MI.....	48,579
Charles County, MD.....	146,551	Eau Claire city, WI.....	65,883
Charlotte city, NC.....	731,424	Eden Prairie city, MN.....	60,797
Charlotte County, FL.....	159,978	Edgerton city, KS.....	1,671
Charlottesville city, VA.....	43,475	Edgewater city, CO.....	5,170
Chattanooga city, TN.....	167,674	Edina city, MN.....	47,941
Chautauqua town, NY.....	4,464	Edmond city, OK.....	81,405
Chesterfield County, VA.....	316,236	Edmonds city, WA.....	39,709
Citrus Heights city, CA.....	83,301	El Cerrito city, CA.....	23,549
Clackamas County, OR.....	375,992	El Dorado County, CA.....	181,058
Clarendon Hills village, IL.....	8,427	Elk Grove city, CA.....	153,015
Clayton city, MO.....	15,939	Elko New Market city, MN.....	4,110
Clearwater city, FL.....	107,685	Elmhurst city, IL.....	44,121
Cleveland Heights city, OH.....	46,121	Encinitas city, CA.....	59,518
Clinton city, SC.....	8,490	Englewood city, CO.....	30,255
Clive city, IA.....	15,447	Erie town, CO.....	18,135
Clovis city, CA.....	95,631	Escambia County, FL.....	297,619
College Park city, MD.....	30,413	Estes Park town, CO.....	5,858
College Station city, TX.....	93,857	Euclid city, OH.....	48,920
Colleyville city, TX.....	22,807	Fairview town, TX.....	7,248
Columbia city, MO.....	108,500	Farmersville city, TX.....	3,301
Columbia city, SC.....	129,272	Fayetteville city, NC.....	200,564
Columbia Falls city, MT.....	4,688	Fishers town, IN.....	76,794
Concord city, CA.....	122,067	Flagstaff city, AZ.....	65,870
Concord town, MA.....	17,668	Flower Mound town, TX.....	64,669
Coon Rapids city, MN.....	61,476	Forest Grove city, OR.....	21,083
Copperas Cove city, TX.....	32,032	Fort Collins city, CO.....	143,986
Coral Springs city, FL.....	121,096	Fort Lauderdale city, FL.....	165,521
Coronado city, CA.....	18,912	Fort Smith city, AR.....	86,209
Corvallis city, OR.....	54,462	Franklin city, TN.....	62,487
Cottonwood Heights city, UT.....	33,433	Fremont city, CA.....	214,089
Creve Coeur city, MO.....	17,833	Friendswood city, TX.....	35,805
Cross Roads town, TX.....	1,563	Fruita city, CO.....	12,646
Dacono city, CO.....	4,152	Gahanna city, OH.....	33,248
Dade City city, FL.....	6,437	Gaithersburg city, MD.....	59,933
Dakota County, MN.....	398,552	Galveston city, TX.....	47,743
Dallas city, OR.....	14,583	Gardner city, KS.....	19,123
Dallas city, TX.....	1,197,816	Georgetown city, TX.....	47,400
Danville city, KY.....	16,218	Germantown city, TN.....	38,844
Dardenne Prairie city, MO.....	11,494	Gilbert town, AZ.....	208,453
Darien city, IL.....	22,086	Gillette city, WY.....	29,087
Davenport city, FL.....	2,888	Glendora city, CA.....	50,073
Davenport city, IA.....	99,685	Glenview village, IL.....	44,692
Davidson town, NC.....	10,944	Globe city, AZ.....	7,532
Dayton city, OH.....	141,527	Golden city, CO.....	18,867

# The National Citizen Survey™

Golden Valley city, MN.....	20,371	Knoxville city, IA.....	7,313
Goodyear city, AZ.....	65,275	La Mesa city, CA.....	57,065
Grafton village, WI.....	11,459	La Plata town, MD.....	8,753
Grand Blanc city, MI.....	8,276	La Porte city, TX.....	33,800
Grants Pass city, OR.....	34,533	La Vista city, NE.....	15,758
Grass Valley city, CA.....	12,860	Lafayette city, CO.....	24,453
Greeley city, CO.....	92,889	Laguna Beach city, CA.....	22,723
Greenville city, NC.....	84,554	Laguna Niguel city, CA.....	62,979
Greenwich town, CT.....	61,171	Lake Forest city, IL.....	19,375
Greenwood Village city, CO.....	13,925	Lake in the Hills village, IL.....	28,965
Greer city, SC.....	25,515	Lake Oswego city, OR.....	36,619
Gunnison County, CO.....	15,324	Lake Stevens city, WA.....	28,069
Hailey city, ID.....	7,960	Lake Worth city, FL.....	34,910
Haines Borough, AK.....	2,508	Lake Zurich village, IL.....	19,631
Haltom City city, TX.....	42,409	Lakeville city, MN.....	55,954
Hamilton city, OH.....	62,477	Lakewood city, CO.....	142,980
Hamilton town, MA.....	7,764	Lakewood city, WA.....	58,163
Hanover County, VA.....	99,863	Lane County, OR.....	351,715
Harrisburg city, SD.....	4,089	Lansing city, MI.....	114,297
Harrisonburg city, VA.....	48,914	Laramie city, WY.....	30,816
Harrisonville city, MO.....	10,019	Larimer County, CO.....	299,630
Hayward city, CA.....	144,186	Las Cruces city, NM.....	97,618
Henderson city, NV.....	257,729	Las Vegas city, NV.....	583,756
Herndon town, VA.....	23,292	Lawrence city, KS.....	87,643
High Point city, NC.....	104,371	Lawrenceville city, GA.....	28,546
Highland Park city, IL.....	29,763	Lee's Summit city, MO.....	91,364
Highlands Ranch CDP, CO.....	96,713	Lehi city, UT.....	47,407
Holland city, MI.....	33,051	Lenexa city, KS.....	48,190
Homer Glen village, IL.....	24,220	Lewis County, NY.....	27,087
Honolulu County, HI.....	953,207	Lewiston city, ID.....	31,894
Hooksett town, NH.....	13,451	Lewisville city, TX.....	95,290
Hopkins city, MN.....	17,591	Lewisville town, NC.....	12,639
Hopkinton town, MA.....	14,925	Libertyville village, IL.....	20,315
Hoquiam city, WA.....	8,726	Lincoln city, NE.....	258,379
Horry County, SC.....	269,291	Lindsborg city, KS.....	3,458
Howard village, WI.....	17,399	Little Chute village, WI.....	10,449
Hudson city, OH.....	22,262	Littleton city, CO.....	41,737
Hudson town, CO.....	2,356	Livermore city, CA.....	80,968
Huntley village, IL.....	24,291	Lombard village, IL.....	43,165
Hurst city, TX.....	37,337	Lone Tree city, CO.....	10,218
Hutchinson city, MN.....	14,178	Long Grove village, IL.....	8,043
Hutto city, TX.....	14,698	Longmont city, CO.....	86,270
Independence city, MO.....	116,830	Longview city, TX.....	80,455
Indianola city, IA.....	14,782	Lonsdale city, MN.....	3,674
Indio city, CA.....	76,036	Los Alamos County, NM.....	17,950
Iowa City city, IA.....	67,862	Los Altos Hills town, CA.....	7,922
Irving city, TX.....	216,290	Louisville city, CO.....	18,376
Issaquah city, WA.....	30,434	Lower Merion township, PA.....	57,825
Jackson County, MI.....	160,248	Lynchburg city, VA.....	75,568
James City County, VA.....	67,009	Lynnwood city, WA.....	35,836
Jefferson County, NY.....	116,229	Macomb County, MI.....	840,978
Jefferson Parish, LA.....	432,552	Manassas city, VA.....	37,821
Johnson City city, TN.....	63,152	Manhattan Beach city, CA.....	35,135
Johnston city, IA.....	17,278	Manhattan city, KS.....	52,281
Jupiter town, FL.....	55,156	Mankato city, MN.....	39,309
Kalamazoo city, MI.....	74,262	Maple Grove city, MN.....	61,567
Kansas City city, KS.....	145,786	Maricopa County, AZ.....	3,817,117
Kansas City city, MO.....	459,787	Marion city, IA.....	34,768
Keizer city, OR.....	36,478	Marshfield city, WI.....	19,118
Kenmore city, WA.....	20,460	Martinez city, CA.....	35,824
Kennedale city, TX.....	6,763	Marysville city, WA.....	60,020
Kennett Square borough, PA.....	6,072	Matthews town, NC.....	27,198
Kent city, WA.....	92,411	McAllen city, TX.....	129,877
Kerrville city, TX.....	22,347	McKinney city, TX.....	131,117
Kettering city, OH.....	56,163	McMinnville city, OR.....	32,187
Key West city, FL.....	24,649	Menlo Park city, CA.....	32,026
King City city, CA.....	12,874	Menomonee Falls village, WI.....	35,626
King County, WA.....	1,931,249	Mercer Island city, WA.....	22,699
Kirkland city, WA.....	48,787	Meridian charter township, MI.....	39,688
Kirkwood city, MO.....	27,540	Meridian city, ID.....	75,092

# The National Citizen Survey™

Merriam city, KS.....	11,003	Palm Beach Gardens city, FL.....	48,452
Mesa city, AZ.....	439,041	Palm Coast city, FL.....	75,180
Mesa County, CO.....	146,723	Palo Alto city, CA.....	64,403
Miami Beach city, FL.....	87,779	Palos Verdes Estates city, CA.....	13,438
Miami city, FL.....	399,457	Papillion city, NE.....	18,894
Middleton city, WI.....	17,442	Paradise Valley town, AZ.....	12,820
Midland city, MI.....	41,863	Park City city, UT.....	7,558
Milford city, DE.....	9,559	Parker town, CO.....	45,297
Milton city, GA.....	32,661	Parkland city, FL.....	23,962
Minneapolis city, MN.....	382,578	Pasco city, WA.....	59,781
Missouri City city, TX.....	67,358	Pasco County, FL.....	464,697
Modesto city, CA.....	201,165	Payette city, ID.....	7,433
Monterey city, CA.....	27,810	Pearland city, TX.....	91,252
Montgomery city, MN.....	2,956	Peoria city, AZ.....	154,065
Monticello city, UT.....	1,972	Peoria city, IL.....	115,007
Montrose city, CO.....	19,132	Pflugerville city, TX.....	46,936
Monument town, CO.....	5,530	Phoenix city, AZ.....	1,445,632
Mooreville town, NC.....	32,711	Pinehurst village, NC.....	13,124
Moraga town, CA.....	16,016	Piqua city, OH.....	20,522
Morristown city, TN.....	29,137	Pitkin County, CO.....	17,148
Morrisville town, NC.....	18,576	Plano city, TX.....	259,841
Morro Bay city, CA.....	10,234	Platte City city, MO.....	4,691
Mountain Village town, CO.....	1,320	Pleasant Hill city, IA.....	8,785
Mountlake Terrace city, WA.....	19,909	Pleasanton city, CA.....	70,285
Murphy city, TX.....	17,708	Plymouth city, MN.....	70,576
Naperville city, IL.....	141,853	Polk County, IA.....	430,640
Napoleon city, OH.....	8,749	Pompano Beach city, FL.....	99,845
Needham CDP, MA.....	28,886	Port Orange city, FL.....	56,048
Nevada City city, CA.....	3,068	Portland city, OR.....	583,776
Nevada County, CA.....	98,764	Post Falls city, ID.....	27,574
New Braunfels city, TX.....	57,740	Powell city, OH.....	11,500
New Brighton city, MN.....	21,456	Prince William County, VA.....	402,002
New Hanover County, NC.....	202,667	Prior Lake city, MN.....	22,796
New Hope city, MN.....	20,339	Pueblo city, CO.....	106,595
New Orleans city, LA.....	343,829	Purcellville town, VA.....	7,727
New Port Richey city, FL.....	14,911	Queen Creek town, AZ.....	26,361
New Smyrna Beach city, FL.....	22,464	Raleigh city, NC.....	403,892
New Ulm city, MN.....	13,522	Ramsey city, MN.....	23,668
Newberg city, OR.....	22,068	Raymond town, ME.....	4,436
Newport city, RI.....	24,672	Raymore city, MO.....	19,206
Newport News city, VA.....	180,719	Redmond city, OR.....	26,215
Newton city, IA.....	15,254	Redmond city, WA.....	54,144
Noblesville city, IN.....	51,969	Reno city, NV.....	225,221
Nogales city, AZ.....	20,837	Reston CDP, VA.....	58,404
Norcross city, GA.....	9,116	Richland city, WA.....	48,058
Norfolk city, VA.....	242,803	Richmond Heights city, MO.....	8,603
North Mankato city, MN.....	13,394	Rio Rancho city, NM.....	87,521
North Port city, FL.....	57,357	River Falls city, WI.....	15,000
North Richland Hills city, TX.....	63,343	Riverside city, CA.....	303,871
North Yarmouth town, ME.....	3,565	Riverside city, MO.....	2,937
Novato city, CA.....	51,904	Roanoke city, VA.....	97,032
Novi city, MI.....	55,224	Roanoke County, VA.....	92,376
O'Fallon city, IL.....	28,281	Rochester Hills city, MI.....	70,995
O'Fallon city, MO.....	79,329	Rock Hill city, SC.....	66,154
Oak Park village, IL.....	51,878	Rockville city, MD.....	61,209
Oakland city, CA.....	390,724	Roeland Park city, KS.....	6,731
Oakley city, CA.....	35,432	Rogers city, MN.....	8,597
Oklahoma City city, OK.....	579,999	Rohnert Park city, CA.....	40,971
Olathe city, KS.....	125,872	Rolla city, MO.....	19,559
Old Town city, ME.....	7,840	Roselle village, IL.....	22,763
Olmsted County, MN.....	144,248	Rosemount city, MN.....	21,874
Olympia city, WA.....	46,478	Rosenberg city, TX.....	30,618
Orland Park village, IL.....	56,767	Roseville city, MN.....	33,660
Orleans Parish, LA.....	343,829	Round Rock city, TX.....	99,887
Oshkosh city, WI.....	66,083	Royal Oak city, MI.....	57,236
Oshkosh charter township, MI.....	21,705	Saco city, ME.....	18,482
Oswego village, IL.....	30,355	Sahuarita town, AZ.....	25,259
Otsego County, MI.....	24,164	Salida city, CO.....	5,236
Ottawa County, MI.....	263,801	Sammamish city, WA.....	45,780
Paducah city, KY.....	25,024	San Anselmo town, CA.....	12,336

# The National Citizen Survey™

San Carlos city, CA .....	28,406	Tacoma city, WA .....	198,397
San Diego city, CA .....	1,307,402	Takoma Park city, MD .....	16,715
San Francisco city, CA .....	805,235	Tamarac city, FL .....	60,427
San Jose city, CA .....	945,942	Temecula city, CA .....	100,097
San Juan County, NM .....	130,044	Tempe city, AZ .....	161,719
San Marcos city, CA .....	83,781	Temple city, TX .....	66,102
San Marcos city, TX .....	44,894	Texarkana city, TX .....	36,411
San Rafael city, CA .....	57,713	The Woodlands CDP, TX .....	93,847
Sanford city, FL .....	53,570	Thousand Oaks city, CA .....	126,683
Sangamon County, IL .....	197,465	Tigard city, OR .....	48,035
Santa Clarita city, CA .....	176,320	Tracy city, CA .....	82,922
Santa Fe city, NM .....	67,947	Trinidad CCD, CO .....	12,017
Santa Fe County, NM .....	144,170	Tualatin city, OR .....	26,054
Santa Monica city, CA .....	89,736	Tulsa city, OK .....	391,906
Sarasota County, FL .....	379,448	Twin Falls city, ID .....	44,125
Savage city, MN .....	26,911	Tyler city, TX .....	96,900
Schaumburg village, IL .....	74,227	University Heights city, OH .....	13,539
Schertz city, TX .....	31,465	University Park city, TX .....	23,068
Scott County, MN .....	129,928	Upper Arlington city, OH .....	33,771
Scottsdale city, AZ .....	217,385	Urbandale city, IA .....	39,463
Seaside city, CA .....	33,025	Vail town, CO .....	5,305
Sevierville city, TN .....	14,807	Vancouver city, WA .....	161,791
Shakopee city, MN .....	37,076	Ventura CCD, CA .....	111,889
Sharonville city, OH .....	13,560	Vernon Hills village, IL .....	25,113
Shawnee city, KS .....	62,209	Vestavia Hills city, AL .....	34,033
Shawnee city, OK .....	29,857	Victoria city, MN .....	7,345
Sherborn town, MA .....	4,119	Vienna town, VA .....	15,687
Shoreview city, MN .....	25,043	Virginia Beach city, VA .....	437,994
Shorewood village, IL .....	15,615	Walnut Creek city, CA .....	64,173
Shorewood village, WI .....	13,162	Washington County, MN .....	238,136
Sierra Vista city, AZ .....	43,888	Washington town, NH .....	1,123
Silverton city, OR .....	9,222	Washoe County, NV .....	421,407
Sioux Center city, IA .....	7,048	Washougal city, WA .....	14,095
Sioux Falls city, SD .....	153,888	Wauwatosa city, WI .....	46,396
Skokie village, IL .....	64,784	Waverly city, IA .....	9,874
Snellville city, GA .....	18,242	Weddington town, NC .....	9,459
Snoqualmie city, WA .....	10,670	Wentzville city, MO .....	29,070
Somerset town, MA .....	18,165	West Carrollton city, OH .....	13,143
South Jordan city, UT .....	50,418	West Chester borough, PA .....	18,461
South Lake Tahoe city, CA .....	21,403	West Des Moines city, IA .....	56,609
Southlake city, TX .....	26,575	Western Springs village, IL .....	12,975
Spearfish city, SD .....	10,494	Westerville city, OH .....	36,120
Spring Hill city, KS .....	5,437	Westlake town, TX .....	992
Springboro city, OH .....	17,409	Westminster city, CO .....	106,114
Springfield city, MO .....	159,498	Weston town, MA .....	11,261
Springville city, UT .....	29,466	White House city, TN .....	10,255
St. Augustine city, FL .....	12,975	Wichita city, KS .....	382,368
St. Charles city, IL .....	32,974	Williamsburg city, VA .....	14,068
St. Cloud city, FL .....	35,183	Willowbrook village, IL .....	8,540
St. Cloud city, MN .....	65,842	Wilmington city, NC .....	106,476
St. Joseph city, MO .....	76,780	Wilsonville city, OR .....	19,509
St. Joseph town, WI .....	3,842	Windsor town, CO .....	18,644
St. Louis County, MN .....	200,226	Windsor town, CT .....	29,044
State College borough, PA .....	42,034	Winnetka village, IL .....	12,187
Steamboat Springs city, CO .....	12,088	Winter Garden city, FL .....	34,568
Sterling Heights city, MI .....	129,699	Woodbury city, MN .....	61,961
Sugar Grove village, IL .....	8,997	Woodland city, CA .....	55,468
Sugar Land city, TX .....	78,817	Wrentham town, MA .....	10,955
Suisun City city, CA .....	28,111	Wyandotte County, KS .....	157,505
Summit city, NJ .....	21,457	Yakima city, WA .....	91,067
Summit County, UT .....	36,324	York County, VA .....	65,464
Summit village, IL .....	11,054	Yorktown town, IN .....	9,405
Sunnyvale city, CA .....	140,081	Yorkville city, IL .....	16,921
Surprise city, AZ .....	117,517	Yountville city, CA .....	2,933
Suwanee city, GA .....	15,355		

## Population 64,000 to 149,999 Benchmark Comparisons

Table 79: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Clearwater	84%	42	95	Similar
Overall image or reputation of Clearwater	69%	40	68	Similar
Clearwater as a place to live	90%	43	87	Similar
Your neighborhood as a place to live	80%	35	65	Similar
Clearwater as a place to raise children	71%	57	81	Similar
Clearwater as a place to retire	81%	7	75	Higher
Overall appearance of Clearwater	75%	31	69	Similar

Table 80: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Clearwater	71%	46	68	Similar
	In your neighborhood during the day	91%	50	78	Similar
	In Clearwater's downtown/commercial area during the day	74%	54	65	Similar
Mobility	Overall ease of getting to the places you usually have to visit	59%	42	49	Similar
	Availability of paths and walking trails	65%	27	66	Similar
	Ease of walking in Clearwater	52%	33	58	Similar
	Ease of travel by bicycle in Clearwater	43%	32	60	Similar
	Ease of travel by public transportation in Clearwater	27%	32	44	Similar
	Ease of travel by car in Clearwater	45%	47	61	Similar
	Ease of public parking	32%	29	38	Similar
	Traffic flow on major streets	34%	59	71	Similar
	Quality of overall natural environment in Clearwater	70%	38	57	Similar
Natural Environment	Cleanliness of Clearwater	73%	28	59	Similar
	Air quality	74%	29	52	Similar
Built Environment	Overall "built environment" of Clearwater (including overall design, buildings, parks and transportation systems)	50%	35	49	Similar
	Overall quality of new development in Clearwater	43%	43	57	Similar
	Availability of affordable quality housing	38%	33	61	Similar
	Public places where people want to spend time	67%	26	45	Similar
Economy	Overall economic health of Clearwater	64%	27	51	Similar
	Vibrant downtown/commercial area	33%	34	41	Lower
	Overall quality of business and service establishments in Clearwater	65%	34	54	Similar
	Cost of living in Clearwater	43%	32	50	Similar
	Shopping opportunities	77%	14	57	Similar
	Employment opportunities	47%	33	65	Similar
	Clearwater as a place to visit	90%	7	54	Higher
	Clearwater as a place to work	69%	34	79	Similar
	Health and wellness opportunities in Clearwater	70%	29	50	Similar
	Availability of affordable quality mental health care	43%	27	40	Similar
	Availability of preventive health services	67%	26	44	Similar
	Availability of affordable quality health care	64%	32	52	Similar
Recreation and Wellness	Availability of affordable quality food	71%	15	43	Similar
	Recreational opportunities	76%	23	58	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	72%	26	46	Similar



# The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	60%	38	50	Similar
	Opportunities to attend cultural/arts/music activities	66%	32	64	Similar
	Adult educational opportunities	55%	33	42	Similar
	K-12 education	57%	41	55	Similar
	Availability of affordable quality child care/preschool	51%	18	48	Similar
Community Engagement	Opportunities to participate in social events and activities	60%	31	53	Similar
	Neighborhoodness of Clearwater	55%	36	48	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	58%	37	59	Similar
	Opportunities to participate in community matters	62%	34	54	Similar
	Opportunities to volunteer	76%	25	52	Similar

Table 81: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Clearwater	77%	45	94	Similar
Overall customer service by Clearwater employees (police, receptionists, planners, etc.)	73%	33	76	Similar
Value of services for the taxes paid to Clearwater	53%	40	86	Similar
Overall direction that Clearwater is taking	52%	41	65	Similar
Job Clearwater government does at welcoming citizen involvement	50%	34	65	Similar
Overall confidence in Clearwater government	49%	27	48	Similar
Generally acting in the best interest of the community	48%	30	49	Similar
Being honest	52%	29	45	Similar
Treating all residents fairly	50%	24	47	Similar
Services provided by the Federal Government	38%	29	51	Similar

Table 82: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	81%	31	88	Similar
	Fire services	90%	26	72	Similar
	Ambulance or emergency medical services	90%	18	61	Similar
	Crime prevention	66%	34	73	Similar
	Fire prevention and education	75%	35	63	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	72%	18	55	Similar
Mobility	Traffic enforcement	60%	34	75	Similar
	Street repair	45%	36	71	Similar
	Street cleaning	65%	28	59	Similar
	Sidewalk maintenance	50%	31	56	Similar
	Traffic signal timing	38%	48	54	Similar
	Garbage collection	79%	54	74	Similar
Natural Environment	Recycling	78%	44	72	Similar
	Yard waste pick-up	75%	25	56	Similar
	Drinking water	49%	58	64	Lower
	Clearwater open space	51%	33	45	Similar
	Storm drainage	59%	41	71	Similar
Built Environment	Sewer services	68%	55	66	Similar
	Power (electric and/or gas) utility	60%	30	31	Similar

# The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Utility billing	70%	20	41	Similar
	Land use, planning and zoning	44%	35	60	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	45%	48	81	Similar
	Cable television	47%	27	44	Similar
Economy	Economic development	48%	35	57	Similar
Recreation and Wellness	City parks	81%	33	65	Similar
	Recreation programs or classes	74%	26	66	Similar
	Recreation centers or facilities	75%	18	56	Similar
Education and Enrichment	City-sponsored special events	68%	19	48	Similar
	Public library services	83%	32	67	Similar
Community Engagement	Public information services	70%	19	54	Similar

Table 83: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	46%	51	61	Similar
Recommend living in Clearwater to someone who asks	88%	29	55	Similar
Remain in Clearwater for the next five years	85%	20	56	Similar
Contacted Clearwater (in-person, phone, email or web) for help or information	46%	30	68	Similar

Table 84: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	49%	2	40	Higher
	Did NOT report a crime to the police	75%	33	47	Similar
	Household member was NOT a victim of a crime	88%	26	55	Similar
Mobility	Carpooled with other adults or children instead of driving alone	35%	41	45	Lower
	Walked or biked instead of driving	57%	17	47	Similar
Natural Environment	Made efforts to conserve water	91%	12	42	Similar
	Made efforts to make your home more energy efficient	75%	26	42	Similar
	Recycle at home	87%	29	51	Similar
Built Environment	Did NOT observe a code violation or other hazard in Clearwater	54%	18	45	Similar
	NOT experiencing housing costs stress	69%	27	51	Similar
Economy	Purchase goods or services from a business located in Clearwater	97%	33	46	Similar
	Economy will have positive impact on income	33%	13	52	Similar
	Work inside boundaries of Clearwater	45%	23	46	Similar
Recreation and Wellness	Used Clearwater recreation centers or their services	54%	35	47	Similar
	Visited a neighborhood park or City park	81%	37	54	Similar
	Eat at least 5 portions of fruits and vegetables a day	81%	31	43	Similar
	Participate in moderate or vigorous physical activity	84%	28	45	Similar
	In very good to excellent health	61%	21	44	Similar
Education and Enrichment	Used Clearwater public libraries or their services	51%	41	48	Lower

# The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Community Engagement	Attended City-sponsored event	49%	37	46	Similar
	Campaigned or advocated for an issue, cause or candidate	25%	21	40	Similar
	Contacted Clearwater elected officials (in-person, phone, email or web) to express your opinion	20%	12	45	Similar
	Volunteered your time to some group/activity in Clearwater	35%	40	51	Similar
	Participated in a club	24%	36	43	Similar
	Talked to or visited with your immediate neighbors	89%	22	44	Similar
	Done a favor for a neighbor	83%	14	42	Similar
	Attended a local public meeting	20%	26	51	Similar
	Watched (online or on television) a local public meeting	25%	19	44	Similar
	Read or watch local news (via television, paper, computer, etc.)	87%	22	46	Similar
	Vote in local elections	79%	36	51	Similar

## Communities included in population 64,000 to 149,999 comparisons

The communities included in Clearwater's peer comparisons are listed below along with their population according to the 2010 Census.

Albemarle County, VA.....	98,970
Alexandria city, VA.....	139,966
Ann Arbor city, MI.....	113,934
Arvada city, CO.....	106,433
Asheville city, NC.....	83,393
Athens-Clarke County unified government (balance),	115,452
Augusta CCD, GA.....	134,777
Avondale city, AZ.....	76,238
Baytown city, TX.....	71,802
Bellevue city, WA.....	122,363
Bellingham city, WA.....	80,885
Bend city, OR.....	76,639
Billings city, MT.....	104,170
Bloomington city, IN.....	80,405
Bloomington city, MN.....	82,893
Boone County, KY.....	118,811
Boulder city, CO.....	97,385
Broken Arrow city, OK.....	98,850
Cambridge city, MA.....	105,162
Carlsbad city, CA.....	105,328
Cary town, NC.....	135,234
Cedar Rapids city, IA.....	126,326
Centennial city, CO.....	100,377
Charles County, MD.....	146,551
Citrus Heights city, CA.....	83,301
Clearwater city, FL.....	107,685
Clovis city, CA.....	95,631
College Station city, TX.....	93,857
Columbia city, MO.....	108,500
Columbia city, SC.....	129,272
Concord city, CA.....	122,067
Coral Springs city, FL.....	121,096
Davenport city, IA.....	99,685
Dayton city, OH.....	141,527
Denton city, TX.....	113,383
Dothan city, AL.....	65,496

Duluth city, MN.....	86,265
Eagan city, MN.....	64,206
Eau Claire city, WI.....	65,883
Edmond city, OK.....	81,405
Fishers town, IN.....	76,794
Flagstaff city, AZ.....	65,870
Flower Mound town, TX.....	64,669
Fort Collins city, CO.....	143,986
Fort Smith city, AR.....	86,209
Goodyear city, AZ.....	65,275
Greeley city, CO.....	92,889
Greenville city, NC.....	84,554
Hanover County, VA.....	99,863
Hayward city, CA.....	144,186
High Point city, NC.....	104,371
Highlands Ranch CDP, CO.....	96,713
Independence city, MO.....	116,830
Indio city, CA.....	76,036
Iowa City city, IA.....	67,862
James City County, VA.....	67,009
Jefferson County, NY.....	116,229
Kalamazoo city, MI.....	74,262
Kansas City city, KS.....	145,786
Kent city, WA.....	92,411
Lakewood city, CO.....	142,980
Lansing city, MI.....	114,297
Las Cruces city, NM.....	97,618
Lawrence city, KS.....	87,643
Lee's Summit city, MO.....	91,364
Lewisville city, TX.....	95,290
Livermore city, CA.....	80,968
Longmont city, CO.....	86,270
Longview city, TX.....	80,455
Lynchburg city, VA.....	75,568
McAllen city, TX.....	129,877
McKinney city, TX.....	131,117

# The National Citizen Survey™

Meridian city, ID .....	75,092	San Marcos city, CA.....	83,781
Mesa County, CO .....	146,723	Santa Fe city, NM.....	67,947
Miami Beach city, FL .....	87,779	Santa Fe County, NM .....	144,170
Missouri City city, TX .....	67,358	Santa Monica city, CA.....	89,736
Naperville city, IL .....	141,853	Schaumburg village, IL.....	74,227
Nevada County, CA.....	98,764	Scott County, MN.....	129,928
O'Fallon city, MO.....	79,329	Skokie village, IL.....	64,784
Olathe city, KS .....	125,872	St. Cloud city, MN .....	65,842
Olmsted County, MN .....	144,248	St. Joseph city, MO .....	76,780
Oshkosh city, WI.....	66,083	Sterling Heights city, MI .....	129,699
Palm Coast city, FL.....	75,180	Sugar Land city, TX.....	78,817
Palo Alto city, CA .....	64,403	Sunnyvale city, CA .....	140,081
Pearland city, TX.....	91,252	Surprise city, AZ.....	117,517
Peoria city, IL .....	115,007	Temecula city, CA .....	100,097
Pleasanton city, CA .....	70,285	Tempe city, TX.....	66,102
Plymouth city, MN.....	70,576	The Woodlands CDP, TX.....	93,847
Pompano Beach city, FL .....	99,845	Thousand Oaks city, CA.....	126,683
Pueblo city, CO .....	106,595	Tracy city, CA .....	82,922
Rio Rancho city, NM.....	87,521	Tyler city, TX .....	96,900
Roanoke city, VA.....	97,032	Ventura CCD, CA.....	111,889
Roanoke County, VA .....	92,376	Walnut Creek city, CA.....	64,173
Rochester Hills city, MI .....	70,995	Westminster city, CO.....	106,114
Rock Hill city, SC.....	66,154	Wilmington city, NC.....	106,476
Round Rock city, TX.....	99,887	Yakima city, WA.....	91,067
San Juan County, NM.....	130,044	York County, VA.....	65,464

## Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Clearwater funded this research. Please contact Joelle Castelli of the City of Clearwater at [joelle.castelli@myClearwater.com](mailto:joelle.castelli@myClearwater.com) if you have any questions about the survey.

### Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

### Selecting Survey Recipients

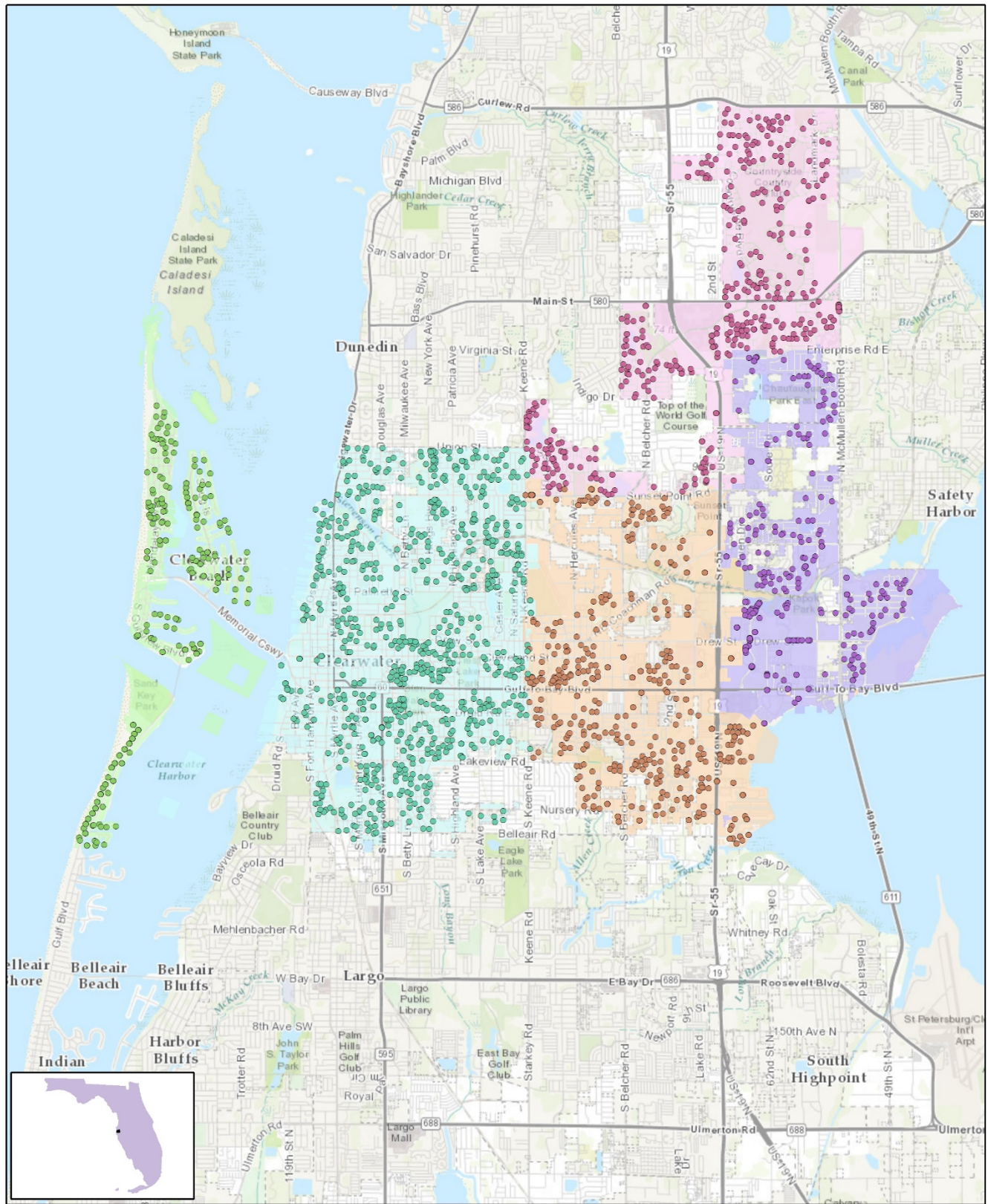
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Clearwater were eligible to participate in the survey. A list of all households within the zip codes serving Clearwater was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Clearwater households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Clearwater boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of five geographic areas (Countryside, Clearwater Beach/Island Estates/Sand Key, Downtown and surrounding, Morningside/Central Clearwater and East Clearwater).

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.



Figure 1: Location of Survey Recipients



**Survey Recipients in Clearwater, FL**

- In Countryside
- In Clearwater Beach/Island Estates/Sand Key
- In Downtown and surrounding
- In Morningside/Central Clearwater
- In East Clearwater
- Countryside
- Clearwater Beach/Island Estates/Sand Key
- Downtown and surrounding
- Morningside/Central Clearwater
- East Clearwater



## Survey Administration and Response

Selected households received three mailings, one week apart, beginning on May 22, 2017. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English and Spanish. Both cover letters contained paragraphs in Spanish instructing participants to contact the City if they needed a questionnaire in Spanish; respondents could opt to take the survey online as well in their language of preference. The City of Clearwater chose to augment their administration of The NCS with several addition services, including demographic and geographic subgroup comparisons, custom benchmark comparison and an increased sample size. The results of these additional services have been provided under separate cover. Completed surveys were collected over the following seven weeks.

About 10% of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,702 households that received the survey, 580 completed the survey, providing an overall response rate of 21%. Of the 580 completed surveys, 33 were completed online; all 33 online surveys were completed in English. Additionally, responses were tracked by geographic area; response rates by area ranged from 17% to 32%. The response rates were calculated using AAPOR's response rate #2<sup>1</sup> for mailed surveys of unnamed persons.

Table 85: Survey Response Rates by Area

	Countryside	Clearwater Beach/ Island Estates/ Sand Key	Downtown and surrounding	Morningside/ Central Clearwater	East Clearwater	Overall
Total sample used	518	407	928	672	475	3,000
I=Complete Interviews	128	89	160	105	94	576
P=Partial Interviews	0	1	2	1	0	4
R=Refusal and break off	0	0	0	0	0	0
NC=Non Contact	0	0	0	0	0	0
O=Other	0	0	0	0	0	0
UH=Unknown household	0	0	0	0	0	0
UO=Unknown other	362	229	709	508	351	2,126
Response rate: $(I+P)/(I+P) + (R+NC+O) + (UH+UO)$	26%	32%	19%	17%	21%	21%

## Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.<sup>2</sup>

The margin of error for the City of Clearwater survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (580 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

<sup>1</sup> See AAPOR's Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

<sup>2</sup> A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.



## Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used Qualtrics, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

## Survey Data Weighting

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Clearwater. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached), ethnicity, sex, age and area. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 86: Clearwater, FL 2017 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	41%	21%	40%
Own home	59%	79%	60%
Detached unit	49%	56%	50%
Attached unit	51%	44%	50%
<b>Race and Ethnicity</b>			
White	83%	85%	81%
Not white	17%	15%	19%
Not Hispanic	88%	95%	88%
Hispanic	12%	5%	12%
<b>Sex and Age</b>			
Female	52%	56%	52%
Male	48%	44%	48%
18-34 years of age	25%	6%	24%
35-54 years of age	33%	19%	33%
55+ years of age	41%	74%	44%
Females 18-34	13%	4%	15%
Females 35-54	17%	11%	16%
Females 55+	23%	41%	21%
Males 18-34	13%	2%	9%
Males 35-54	16%	9%	16%
Males 55+	19%	33%	22%
<b>AREA</b>			
Countryside	17%	22%	17%
Clearwater Beach/ Island Estates/ Sand Key	14%	16%	14%
Downtown and surrounding	30%	28%	30%
Morningside/Central Clearwater	24%	18%	23%
East Clearwater	15%	16%	16%

## Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

## Appendix D: Survey Materials

Dear Clearwater Resident,

Estimado Residente de Clearwater,

It won't take much of your time to make a big difference!

iNo le tomará mucho de su tiempo para hacer una gran diferencia!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

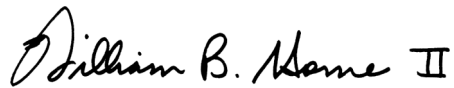
Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará en unos días.

Thank you for helping create a bright and beautiful city from bay to beach!

iGracias por ayudar a crear una ciudad brillante y hermosa de la bahia a la playa!

Sincerely,

Atentamente,



William B. Horne II  
City Manager/Administrador de la Ciudad

Dear Clearwater Resident,

Estimado Residente de Clearwater,

It won't take much of your time to make a big difference!

iNo le tomará mucho de su tiempo para hacer una gran diferencia!

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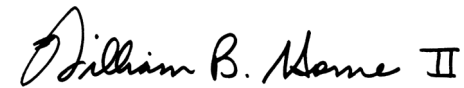
Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará en unos días.

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iGracias por ayudar a crear una ciudad brillante y hermosa de la bahia a la playa!

Sincerely,

Atentamente,



William B. Horne II  
City Manager/Administrador de la Ciudad

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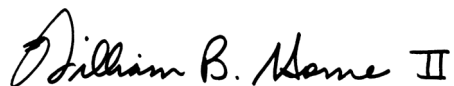
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City Manager/Administrador de la Ciudad

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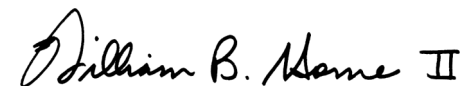
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Thank you for helping create a bright and beautiful city from bay to beach!

iGracias por ayudar a crear una ciudad brillante y hermosa de la bahia a la playa!

Sincerely,

Atentamente,



William B. Horne II  
City Manager/Administrador de la Ciudad



City of Clearwater  
Office of the City Manager  
Post Office Box 4748  
Clearwater, Florida 33758-4748

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



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Office of the City Manager  
Post Office Box 4748  
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# City of Clearwater

City Manager, Post Office Box 4748, Clearwater, Florida 33758-4748  
112 South Osceola Avenue, Clearwater, Florida 33756  
Telephone (727) 562-4040 Fax (727) 562-4052

May 2017

Dear City of Clearwater Resident:

Please help us shape the future of bright and beautiful Clearwater! You have been selected at random to participate in the 2017 Clearwater Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Clearwater make decisions that affect our city.

**A few things to remember:**

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

**[bit.ly/2qsDcMf](http://bit.ly/2qsDcMf)**

If you have any questions about the survey please call 727-562-4881.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Clearwater:

¡Por favor ayúdenos a moldear el futuro de una brillante y hermosa Clearwater! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Clearwater del 2017.

Por favor tome unos pocos minutos para completar la encuesta adjunta, si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Clearwater tomar decisiones que afectarán a nuestra ciudad.

**Algunas cosas para recordar:**

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en español en la página de internet:**

**[bit.ly/2qsDcMf](http://bit.ly/2qsDcMf)**

Para la versión en español haga clic en “Español” en la esquina superior a mano derecha.

Si tiene alguna pregunta sobre la encuesta por favor llame al 727-562-4550.

¡Gracias por su tiempo y participación!

Atentamente,

William B. Horne II  
City Manager/Administrador de la Ciudad





# City of Clearwater

City Manager, Post Office Box 4748, Clearwater, Florida 33758-4748  
112 South Osceola Avenue, Clearwater, Florida 33756  
Telephone (727) 562-4040 Fax (727) 562-4052

June 2017

Dear City of Clearwater Resident:

Here's a second chance if you haven't already responded to the 2017 Clearwater Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of bright and beautiful Clearwater! You have been selected at random to participate in the 2017 Clearwater Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Clearwater make decisions that affect our city.

#### A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

**[bit.ly/2qsDcMf](http://bit.ly/2qsDcMf)**

If you have any questions about the survey please call 727-562-4881.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Clearwater:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Ciudadanos de Clearwater del 2017! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Por favor ayúdenos a moldear el futuro de una brillante y hermosa Clearwater! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Clearwater del 2017.

Por favor tome unos pocos minutos para completar la encuesta adjunta, si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Clearwater tomar decisiones que afectarán a nuestra ciudad.

#### Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
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¡Gracias por su tiempo y participación!

Atentamente,

William B. Horne II  
City Manager/Administrador de la Ciudad



# The City of Clearwater 2017 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

## 1. Please rate each of the following aspects of quality of life in Clearwater:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Clearwater as a place to live .....	1	2	3	4	5
Your neighborhood as a place to live .....	1	2	3	4	5
Clearwater as a place to raise children .....	1	2	3	4	5
Clearwater as a place to work .....	1	2	3	4	5
Clearwater as a place to visit .....	1	2	3	4	5
Clearwater as a place to retire .....	1	2	3	4	5
The overall quality of life in Clearwater .....	1	2	3	4	5

## 2. Please rate each of the following characteristics as they relate to Clearwater as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Clearwater .....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit .....	1	2	3	4	5
Quality of overall natural environment in Clearwater .....	1	2	3	4	5
Overall "built environment" of Clearwater (including overall design, buildings, parks and transportation systems) .....	1	2	3	4	5
Health and wellness opportunities in Clearwater .....	1	2	3	4	5
Overall opportunities for education and enrichment .....	1	2	3	4	5
Overall economic health of Clearwater .....	1	2	3	4	5
Sense of community .....	1	2	3	4	5
Overall image or reputation of Clearwater .....	1	2	3	4	5

## 3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Clearwater to someone who asks .....	1	2	3	4	5
Remain in Clearwater for the next five years .....	1	2	3	4	5

## 4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day .....	1	2	3	4	5	6
In Clearwater's downtown/commercial area during the day .....	1	2	3	4	5	6

## 5. Please rate each of the following characteristics as they relate to Clearwater as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets .....	1	2	3	4	5
Ease of public parking .....	1	2	3	4	5
Ease of travel by car in Clearwater .....	1	2	3	4	5
Ease of travel by public transportation in Clearwater .....	1	2	3	4	5
Ease of travel by bicycle in Clearwater .....	1	2	3	4	5
Ease of walking in Clearwater .....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Air quality .....	1	2	3	4	5
Cleanliness of Clearwater .....	1	2	3	4	5
Overall appearance of Clearwater .....	1	2	3	4	5
Public places where people want to spend time .....	1	2	3	4	5
Availability of affordable quality housing .....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) .....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Availability of affordable quality food .....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Availability of affordable quality mental health care .....	1	2	3	4	5



**6. Please rate each of the following characteristics as they relate to Clearwater as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool .....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Clearwater .....	1	2	3	4	5
Overall quality of business and service establishments in Clearwater.....	1	2	3	4	5
Vibrant downtown/commercial area.....	1	2	3	4	5
Overall quality of new development in Clearwater .....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds .....	1	2	3	4	5
Neighborliness of residents in Clearwater .....	1	2	3	4	5

**7. Please indicate whether or not you have done each of the following in the last 12 months.**

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water .....	1	2
Made efforts to make your home more energy efficient.....	1	2
Observed a code violation or other hazard in Clearwater (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Clearwater.....	1	2
Reported a crime to the police in Clearwater.....	1	2
Stocked supplies in preparation for an emergency .....	1	2
Campaigned or advocated for an issue, cause or candidate .....	1	2
Contacted the City of Clearwater (in-person, phone, email or web) for help or information.....	1	2
Contacted Clearwater elected officials (in-person, phone, email or web) to express your opinion .....	1	2

**8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Clearwater?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Clearwater recreation centers or their services .....	1	2	3	4
Visited a neighborhood park or City park.....	1	2	3	4
Used Clearwater public libraries or their services.....	1	2	3	4
Attended a City-sponsored event .....	1	2	3	4
Carpooled with other adults or children instead of driving alone .....	1	2	3	4
Walked or biked instead of driving.....	1	2	3	4
Volunteered your time to some group/activity in Clearwater .....	1	2	3	4
Participated in a club.....	1	2	3	4
Talked to or visited with your immediate neighbors.....	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

**9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Attended a local public meeting .....	1	2	3	4
Watched (online or on television) a local public meeting .....	1	2	3	4

# The City of Clearwater 2017 Citizen Survey

## 10. Please rate the quality of each of the following services in Clearwater:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Clearwater Gas utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Public information services.....	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Clearwater open space.....	1	2	3	4	5
City-sponsored special events.....	1	2	3	4	5
Overall customer service by Clearwater employees (police, receptionists, planners, etc.).....	1	2	3	4	5
Recreation trails.....	1	2	3	4	5

## 11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Clearwater.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

## 12. Please rate the following categories of Clearwater government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Clearwater.....	1	2	3	4	5
The overall direction that Clearwater is taking.....	1	2	3	4	5
The job Clearwater government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in Clearwater government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5

**13. Please rate how important, if at all, you think it is for the Clearwater community to focus on each of the following in the coming two years:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Clearwater .....	1	2	3	4
Overall ease of getting to the places you usually have to visit .....	1	2	3	4
Quality of overall natural environment in Clearwater.....	1	2	3	4
Overall “built environment” of Clearwater (including overall design, buildings, parks and transportation systems) .....	1	2	3	4
Health and wellness opportunities in Clearwater .....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Clearwater.....	1	2	3	4
Sense of community .....	1	2	3	4

**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:**

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
City website (www.myclearwater.com).....	1	2	3
Local media outlets (newspapers, radio, local television stations).....	1	2	3
The local government cable channel CView.....	1	2	3
City newsletter in the water bill.....	1	2	3
City Council meetings and other public meetings .....	1	2	3
Talking with City officials .....	1	2	3
City communications via social media (i.e. Facebook, Twitter, and YouTube).....	1	2	3
Word-of-mouth .....	1	2	3

**15. Which of these events, activities and improvements would make you more likely to spend time in Coachman Park?**

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>
Community exercise classes .....	1	2	3	4
Music and concerts.....	1	2	3	4
Art events .....	1	2	3	4
Activities for children.....	1	2	3	4
Playground .....	1	2	3	4
A boathouse .....	1	2	3	4
Addition of a Bluff Walk pedestrian trail to the park .....	1	2	3	4

**16. Which of these amenities and events would make you more likely to spend time in Downtown Clearwater?**

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>
Restaurants .....	1	2	3	4
Shops .....	1	2	3	4
Brew pubs .....	1	2	3	4
Special events and festivals .....	1	2	3	4

**17. How familiar are you with the Imagine Clearwater plan to redevelop Coachman Park and the Bluff area?**

- ☐ I am familiar      ☐ I have heard of it, but am not very familiar      ☐ Not at all familiar ([skip to question 19](#))

**18. Please indicate your level of support for the Imagine Clearwater plan:**

- ☐ Strongly support    ☐ Somewhat support    ☐ Somewhat oppose    ☐ Strongly oppose    ☐ Don't know

**19. 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 changes to be made?**

- ☐ Very likely    ☐ Somewhat likely    ☐ Somewhat unlikely    ☐ Very unlikely    ☐ Don't know

# The City of Clearwater 2017 Citizen Survey

**Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.**

**D1. How often, if at all, do you do each of the following, considering all of the times you could?**

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home.....	1	2	3	4	5
Purchase goods or services from a business located in Clearwater.....	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day .....	1	2	3	4	5
Participate in moderate or vigorous physical activity .....	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.) .....	1	2	3	4	5
Vote in local elections .....	1	2	3	4	5

**D2. Would you say that in general your health is:**

- ☐ Excellent      ☐ Very good      ☐ Good      ☐ Fair      ☐ Poor

**D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:**

- ☐ Very positive      ☐ Somewhat positive      ☐ Neutral      ☐ Somewhat negative      ☐ Very negative

**D4. What is your employment status?**

- ☐ Working full time for pay  
☐ Working part time for pay  
☐ Unemployed, looking for paid work  
☐ Unemployed, not looking for paid work  
☐ Fully retired

**D5. Do you work inside the boundaries of Clearwater?**

- ☐ Yes, outside the home  
☐ Yes, from home  
☐ No

**D6. How many years have you lived in Clearwater?**

- ☐ Less than 2 years      ☐ 11-20 years  
☐ 2-5 years      ☐ More than 20 years  
☐ 6-10 years

**D7. Which best describes the building you live in?**

- ☐ One family house detached from any other houses  
☐ Building with two or more homes (duplex, townhome, apartment or condominium)  
☐ Mobile home  
☐ Other

**D8. Is this house, apartment or mobile home...**

- ☐ Rented  
☐ Owned

**D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- ☐ Less than \$300 per month  
☐ \$300 to \$599 per month  
☐ \$600 to \$999 per month  
☐ \$1,000 to \$1,499 per month  
☐ \$1,500 to \$2,499 per month  
☐ \$2,500 or more per month

**D10. Do any children 17 or under live in your household?**

- ☐ No      ☐ Yes

**D11. Are you or any other members of your household aged 65 or older?**

- ☐ No      ☐ Yes

**D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- ☐ Less than \$25,000  
☐ \$25,000 to \$49,999  
☐ \$50,000 to \$99,999  
☐ \$100,000 to \$149,999  
☐ \$150,000 or more

**Please respond to both questions D13 and D14:**

**D13. Are you Spanish, Hispanic or Latino?**

- ☐ No, not Spanish, Hispanic or Latino  
☐ Yes, I consider myself to be Spanish, Hispanic or Latino

**D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- ☐ American Indian or Alaskan Native  
☐ Asian, Asian Indian or Pacific Islander  
☐ Black or African American  
☐ White  
☐ Other

**D15. In which category is your age?**

- ☐ 18-24 years      ☐ 55-64 years  
☐ 25-34 years      ☐ 65-74 years  
☐ 35-44 years      ☐ 75 years or older  
☐ 45-54 years

**D16. What is your sex?**

- ☐ Female      ☐ Male

**D17. Do you consider a cell phone or land line your primary telephone number?**

- ☐ Cell      ☐ Land line      ☐ Both

**Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**



## City of Clearwater

Office of the City Manager

Post Office Box 4748

Clearwater, Florida 33758-4748

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