

Envisioning A Better Future By Understanding Safety Harbor Residents' Issues and Priorities

Summary Report

Prepared for:

City Of Safety Harbor

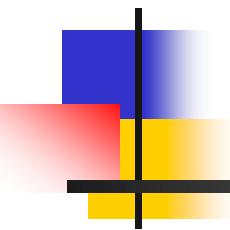
Prepared October 16, 2007 by:

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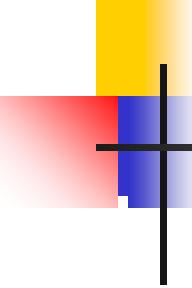


INTRODUCTION



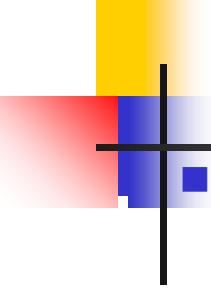
Background

- The City of Safety Harbor has hired Collaborative Labs of St. Petersburg College to help develop a clear and unified vision of what the city should become during the next five to 10 years. This Visioning process is currently underway and is comprised of:
 - Facilitation of group conversations with leaders of selected constituents – residents, businesses and community organizations.
 - Upcoming community forums which will be open for attendance by the public.
 - An opt-in online survey of community residents accessed via the city's website.
- In an effort to help assure the views and needs of the city's residents are understood, the City Commission has requested a telephone survey with a representative sample of the city's residents.



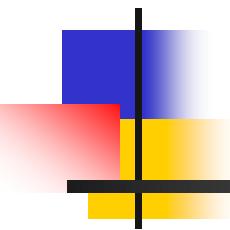
Purpose And Research Objectives

- **The purpose of the research** is to help the City Commission and Collaborative Labs better understand the issues and desires of the residents of Safety Harbor.
- **It addressed the following research objectives.**
 - Understanding the motivations leading residents to choose to live in Safety Harbor
 - Identifying perceived greatest strengths of the city
 - Examining the level of satisfaction with city services
 - Understanding feelings about the direction in which the quality of life in Safety Harbor has been moving
 - Identifying the top priorities to make Safety Harbor a better place to live
 - Measuring the desired degree of development in the downtown area
 - Identifying the types of businesses they would like to see more of
- In conjunction with the learning from the key constituency sessions and public Community Forums which Collaborative Labs has facilitated, **this research will be used, to help identify a vision of the future for Safety Harbor.**



Research Method

- **Who:** 386 Safety Harbor residents 18+ years of age, who:
 - Do not work for the city, a developer, or a marketing research company
 - Reflect gender and age proportions for Safety Harbor 18+ year olds reported in the 2000 US Census.
 - Gender -- Males = 47% / Females = 53%
 - Age groups -- 18 – 34 = 18%, 35 – 44 = 25%, 45 – 64 = 37%, 65 + = 20%
 - This sample size yields total percentage estimates within +/- 5.1 percentage points at the 95 percent level of confidence.
- **What:** Telephone interviews conducted via CATI (computer aided telephone interview).
- **Where/How:** Stratified random sample of listed and RDD households.
 - Communications Center Inc. randomly called sample households and asked to speak to someone in an open age/gender quota group.
 - All available RDD and Listed sample was called at least 3 times. Due to lower than desired number of 18 – 44 year olds responding to the survey, the data was weighted to reflect the gender and age proportions of the US Census. This is a commonly accepted research practice and helps assure the data analyzed best reflects the population of the area being studied.
 - Interview Length averaged 13 minutes
- **When:** September 23 – October 3, 2007



RESEARCH CONCLUSIONS



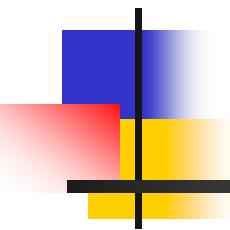
Research Conclusions

- **Safety Harbor's residents**
 - Believe they live in a great location.
 - Love the city's small town atmosphere and sense of community.
- **Most feel :**
 - The city is moving in the right direction
 - The city services provided are meeting their needs
- **They would like to see the city retain this small town atmosphere as the city plans and takes actions for the future.** This means:
 - Residents want reassurances the small town character with parks, open spaces, neighborhoods and current building heights will continue to exist, so they can continue to enjoy the lifestyle, sense of community and atmosphere that led them to choose to live in Safety Harbor.
- **Top priorities for making Safety Harbor a better place to live are:**
 - Assuring public safety
 - Preserving the environment
- Most residents would like to see gradual redevelopment of the downtown without buildings taller than three stories.
- **Redevelopment efforts should focus on addressing traffic and parking issues and in bringing more dining and retail stores to the downtown area.**

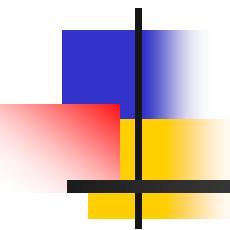


Research Conclusions

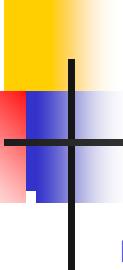
- Safety Harbor residents' vision of the future could be expressed as one of a small vibrant safe town with:
 - A sense of community
 - Beautiful parks, open spaces and landscaping
 - Some added specialty retail stores and restaurants
 - Good schools
 - Improved traffic flow and parking
 - Buildings of the height that currently exist
 - Programs in place and actions taken to:
 - Preserve or improve the environment
 - Assure the availability of affordable housing
 - Provide desired leisure activities
 - Help with economic development
 - A responsive city government that works together to assure the city's residents can continue to enjoy their special community and lifestyle.



KEY FINDINGS



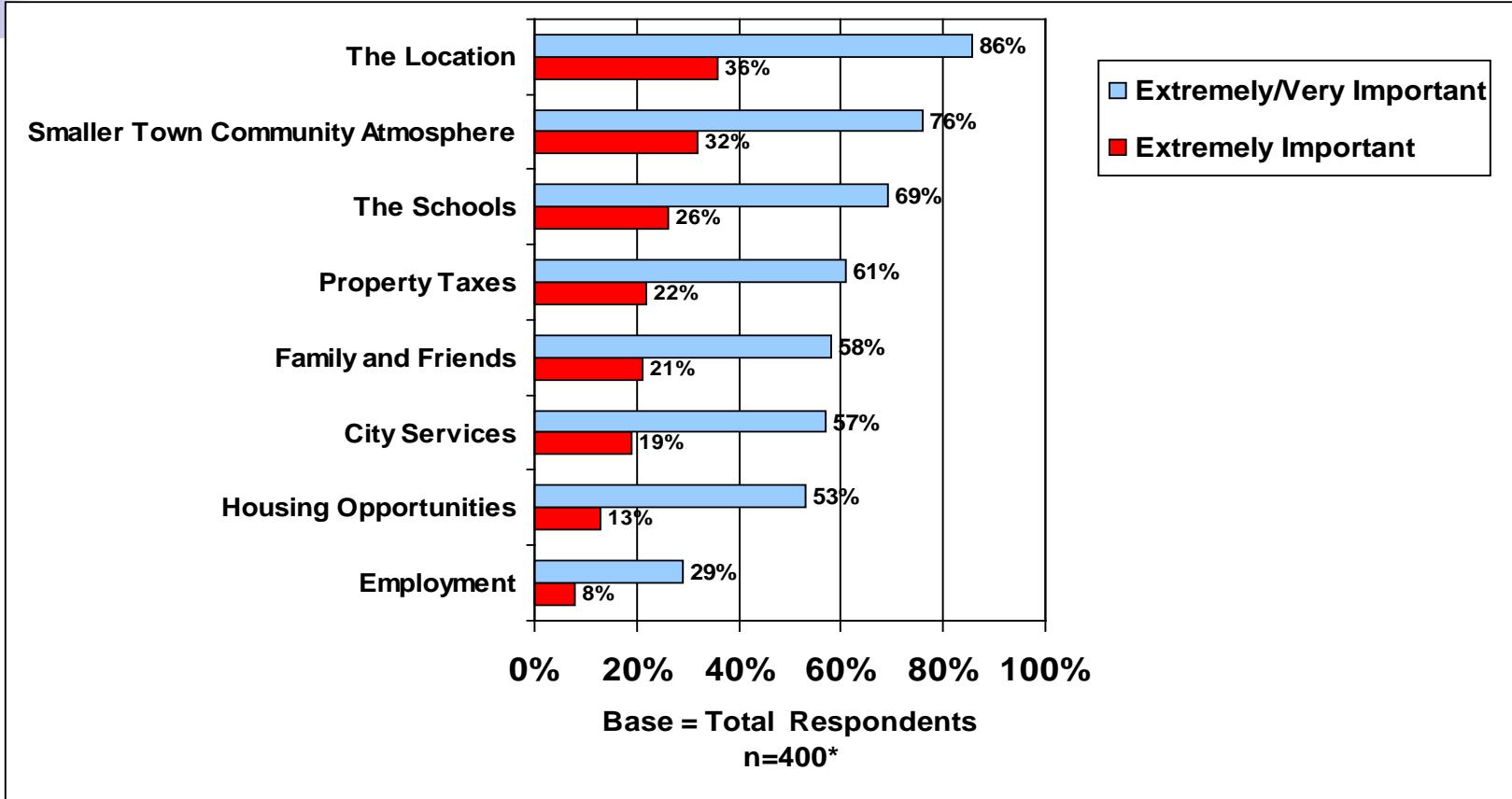
Why Residents Choose To Live In Safety Harbor



Why Residents Choose To Live In Safety Harbor

- Safety Harbor's location and its small town community atmosphere are the two most significant reasons for people for choosing to live in the city.
 - More the 3 in 4 residents said these two reasons were extremely or very important in their choice.
 - About 1 in 3 said it was extremely important
 - When asked the most important factor and the second most important factor in their decision, location and small town community atmosphere were the prime considerations.
- The schools were another key factor for most people.
- Of the other reasons examined, only one, employment, was seen as extremely or very important by less than half of those surveyed (29%).

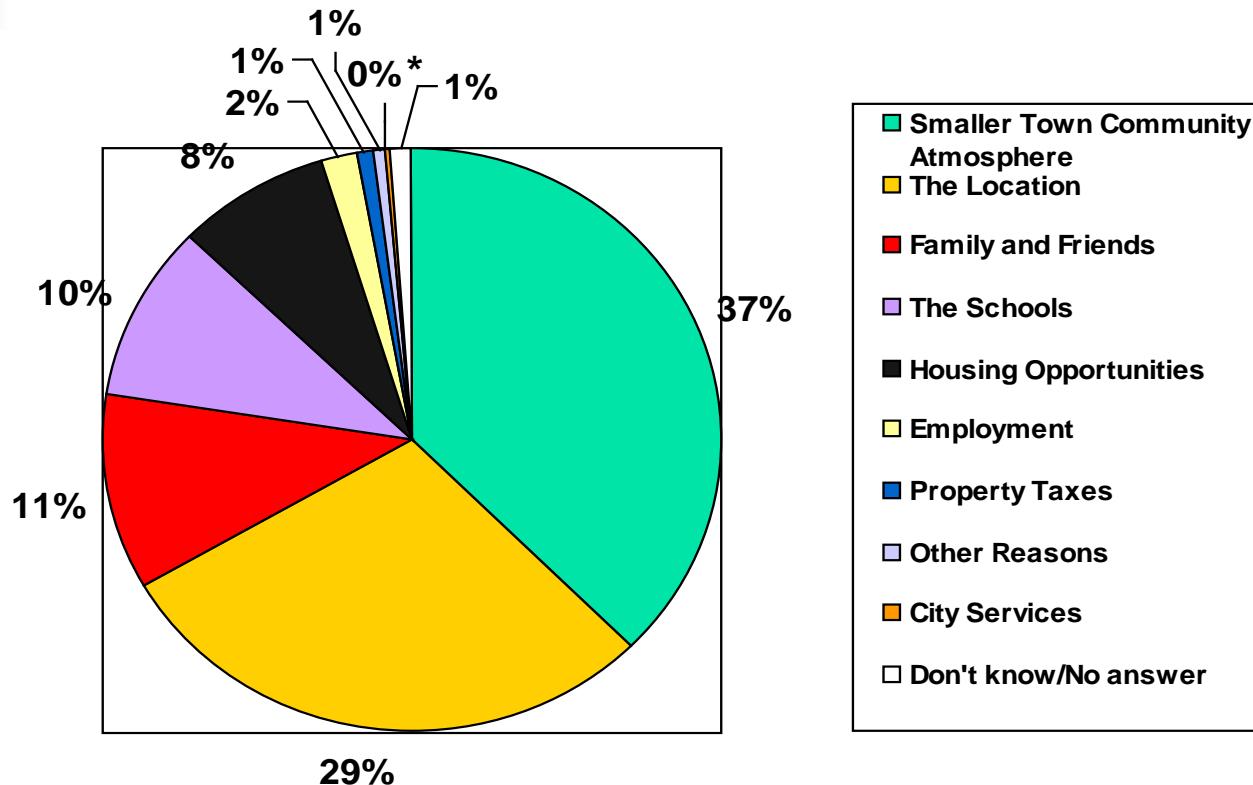
Importance In Choosing To Live In Safety Harbor



* Unweighted Base = 386

Q7-Before we think about the future, we would like to get an understanding of how important a number of items are in your decision to live in Safety Harbor. Would you say _____ is extremely important, very important, somewhat important, not very important or not at all important?

Reasons For Choosing To Live In Safety Harbor Most Important Reason

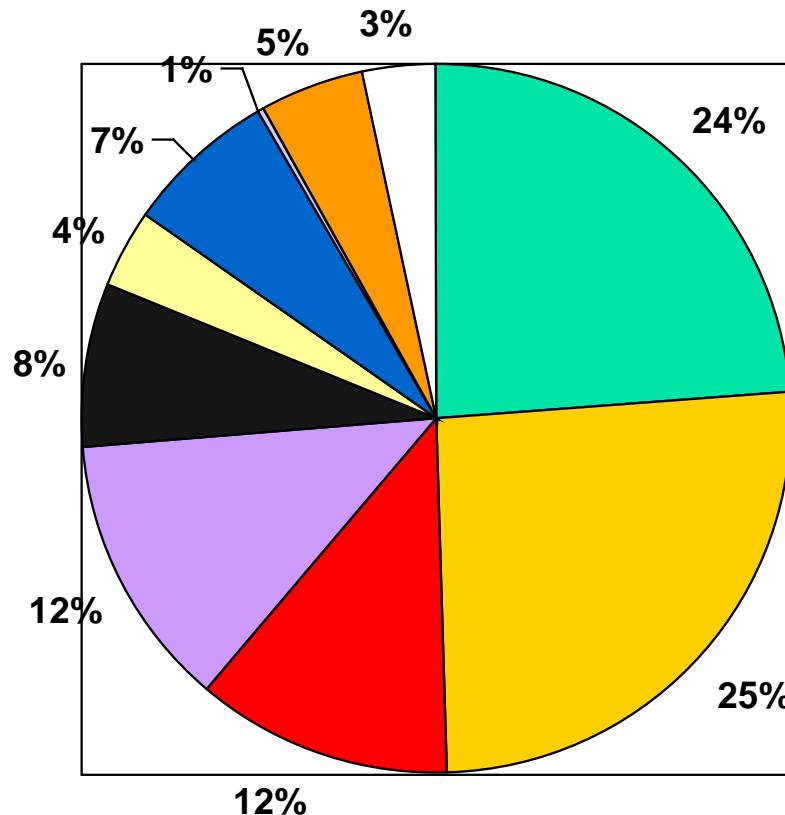


Base = 400, Unweighted base = 386

0* = Less than .5%

Q8-Which of the following would you say is the most important reason for you choosing to live in Safety Harbor?

Reasons For Choosing To Live In Safety Harbor Second Most Important Reason

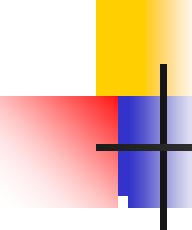


- Smaller Town Community Atmosphere
- The Location
- Family and Friends
- The Schools
- Housing Opportunities
- Employment
- Property Taxes
- Other Reasons
- City Services
- Don't know/No answer

Base = 396, Unweighted base = 381

Note: Numbers may not sum to 100% due to rounding

Q9-And which of these would you say is the second most important reason for you choosing to live in Safety Harbor?



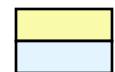
Why Residents Choose To Live In Safety Harbor – Differences in Priorities Noted Among Sub-groups

- **Location** and **small town community atmosphere** were among the most important factors to the greatest percentage of all the key Safety Harbor community subgroups evaluated.
- Beyond the **location** and **small town community atmosphere**, **some importance differences are noted when one looks at reasons for choosing Safety Harbor by gender, age, household size and household income:**
 - More **Women** placed importance on **schools** and **property taxes** than did men.
 - Fewer **People 65+** placed importance on **schools**, while **more assigned importance to city services and family and friends**.
 - More **Younger People** (18 -34) placed importance on **family and friends, schools, and employment**.
 - A greater percentage of **Households with 3+ People** placed **importance** on **schools**.
 - More **Households Earning Under \$50,000** cited the importance of **housing opportunities**. They also tended to include concerns about economic related issues – property taxes and employment.

Importance When Choosing To Live In Safety Harbor

Percent Rating *Extremely* or *Very Important*

	Gender		Age			
	<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-44</u>	<u>45-64</u>	<u>65+</u>
	(A)	(B)	(C)	(D)	(E)	(F)
Base = Total Respondents	(187)	(213)	(75)	(96)	(140)	(89)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
The location	82	89	87	83	84	90
Smaller town community atmosphere	75	77	74	78	79	71
City services	65	72	66	61	67	82DE
Property taxes	49	71A	61	51	67D	62
Family and friends	52	62	74DE	50	48	66DE
Housing opportunities	54	60	62	54	56	59
The schools	47	60A	73EF	61F	49F	36
Employment	30	29	47DF	21	32	21



Yellow = significantly higher
 Blue = significantly lower

Q7-Before we think about the future, we would like to get an understanding of how important a number of items are in your decision to live in Safety Harbor. Would you say __ is extremely important, very important, somewhat important, not very important or not at all important?

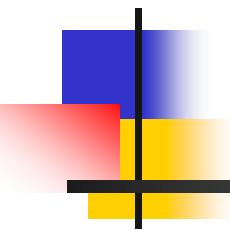
Importance When Choosing To Live In Safety Harbor Percent Rating *Extremely or Very Important*

	Household Size			Income		
	<u>One</u>	<u>Two</u>	<u>Three or More</u>	<u>Under \$50K</u>	<u>\$50K but less than \$100K</u>	<u>\$100K+</u>
	(O)	(P)	(Q)	(R)	(S)	(T)
Base = Total Respondents	(62)	(169)	(163)	(115)	(125)	(114)
	%	%	%	%	%	%
The location	88	84	86	83	87	87
Smaller town community atmosphere	64	79O	78O	66	83R	83R
City services	68	71	68	65	77T	62
Property taxes	69	65	54	64T	66T	49
Family and friends	69	55	56	66T	60	46
Housing opportunities	60	60	54	70ST	56	49
The schools	34	47	68OP	48	61	55
Employment	21	31	31	37T	29	22

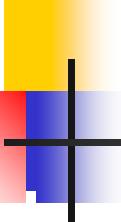


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Q7-Before we think about the future, we would like to get an understanding of how important a number of items are in your decision to live in Safety Harbor. Would you say __ is extremely important, very important, somewhat important, not very important or not at all important?



Views Of The Past And The Present

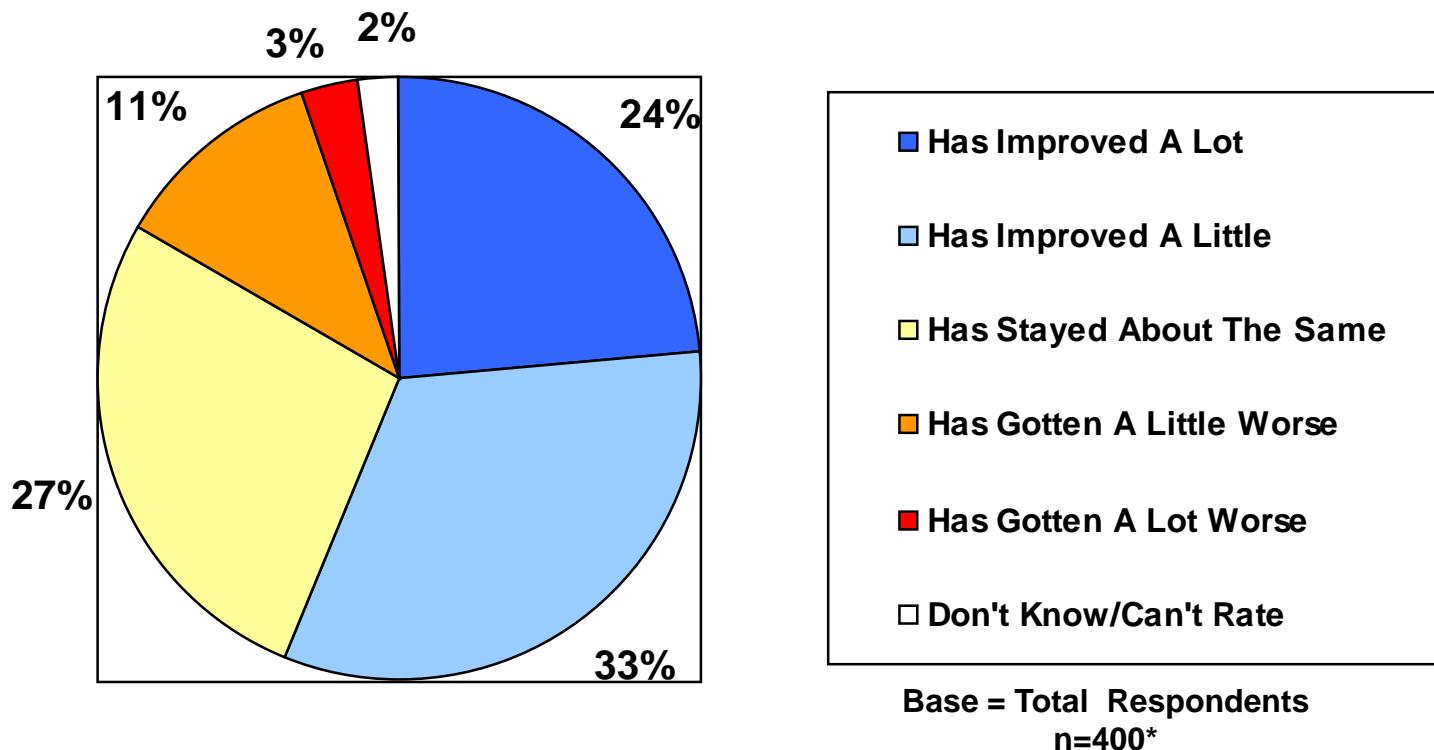


Residents Views Of Direction, Which Life In The City Has Been Heading, During The Past Few Years

- A solid majority of residents feel life in Safety Harbor has been improving (57%). Those feeling things have improved point to:
 - Improvements made to the downtown.
 - Recreational events.
- Another 27% feel things have stayed about the same.
- 14% feel life in the city has declined. Those feeling things have declined point to:
 - Overdevelopment.
 - Acrimony with the city politics/government.
 - Expenses/taxes.

Residents Views Of Direction, Which Life In The City Has Been Heading, During The Past Few Years

Life In Safety Harbor In The Past Few Years:



* Unweighted Base = 386

Q11-Looking back, would you say that life in Safety Harbor, during the last few years has....?

Reasons Life In Safety Harbor Has *Improved*, *Stayed About The Same*, Or *Gotten Worse* During The Last Few Years

	Total	Has Improved	Stayed About The Same	Gotten Worse
	(J)	(K)	(L)	
Total Respondents	(392)	(224)	(109)	(58)
	%	%	%	%
<u>Development (Net)</u>	<u>29</u>	<u>37K</u>	<u>10</u>	<u>38K</u>
Development/growth/built more	14	20KL	5	5
More businesses	9	16KL	1	-
Overdevelopment	6	2	-	33JK
<u>Improvements (Net)</u>	<u>26</u>	<u>38KL</u>	<u>13</u>	<u>3</u>
Improvement of downtown	14	23KL	5	-
More/improved recreational activities (parks, etc.)	7	10	6	2
Improvement on the roads/streets	5	8KL	-	-
The improvements (non-specific)	4	5	2	2
Marina Improvements	3	5	1	-

Base = 392, Unweighted base = 379

Q12-Why do you feel life in Safety Harbor has (insert answer from Q11)?



Yellow = significantly higher

Blue = significantly lower

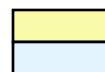
Reasons Life In Safety Harbor Has *Improved*, *Stayed About The Same*, Or *Gotten Worse* During The Last Few Years

	Total	Improved	Stayed About The Same	Gotten Worse
	(J)	(K)	(L)	
	%	%	%	%
Downtown/Main Street (Net)	<u>20</u>	<u>32KL</u>	<u>6</u>	<u>3</u>
Improvement of downtown	14	23KL	5	-
Main street	6	9K	1	3
Nothing Much Has Changed	16	1	54JL	3
Government (Net)	<u>12</u>	<u>10</u>	<u>10</u>	<u>26JK</u>
Positive government (subnet)	<u>6</u>	<u>8</u>	<u>6</u>	<u>2</u>
Run well/doing things right	5	6	6	2
Negative government (subnet)	<u>5</u>	<u>*</u>	<u>4</u>	<u>25JK</u>
Government conflicts/issues/politics	2	*	1	11JK
Poor Planning	2	-	2J	9J
Problems with the government/mayor	1	-	1	8JK

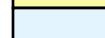
Base = 392 Unweighted base = 379

* Less than .5%

Q12-Why do you feel life in Safety Harbor has (insert answer from Q11)?



Yellow = significantly higher



Blue = significantly lower

Reasons Life In Safety Harbor Has *Improved*, *Stayed About The Same*, Or *Gotten Worse* During The Last Few Years

	Total	Improved	Stayed About The Same	Gotten Worse
	(J)	(K)	(L)	
	%	%	%	%
<u>Recreation/Activities (Net)</u>	<u>11</u>	<u>16KL</u>	<u>5</u>	<u>3</u>
Special Events (e.g. Third Fridays, holidays, etc.)	6	8L	5	-
Likes living here	6	9L	4	-
Prefer things the way they are/about the way they are (small town, no or little tourism)	6	5	5	8
<u>Traffic/Sidewalk/Controls and Flow (Net)</u>	<u>5</u>	<u>2</u>	<u>2</u>	<u>21JK</u>
<u>Negative Traffic (subnet)</u>	4	*	2	<u>21JK</u>
Traffic	<u>3</u>	*	<u>1</u>	<u>17JK</u>
Stop signs and traffic lights	1	-	1	5J
Attractive/Landscape/Trees, etc.	<u>5</u>	<u>8KL</u>	<u>1</u>	-

Base = 392, Unweighted base = 379

* Less than .5%

Q12-Why do you feel life in Safety Harbor has (insert answer from Q11)?



Yellow = significantly higher



Blue = significantly lower

Reasons Life In Safety Harbor Has Improved, Stayed About The Same, Or Gotten Worse During The Last Few Years

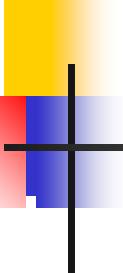
	Total	Improved	Stayed About The Same	Gotten Worse
		(J)	(K)	(L)
Total Respondents	(392)	(224)	(109)	(58)
	%	%	%	%
<u>Taxes (Net)</u>	<u>5</u>	<u>2</u>	<u>7J</u>	<u>9J</u>
Taxes going up/need to be controlled	3	1	5J	9J
Safety/Low crime	4	4	6	-
The Atmosphere	3	5	2	-
Expensive	2	-	3J	5J
Cost of living going up	1	1	1	6JK
Other	6	4	6	11

Base = 392, Unweighted base = 379

* Less than .5%

Q12-Why do you feel life in Safety Harbor has (insert answer from Q11)?

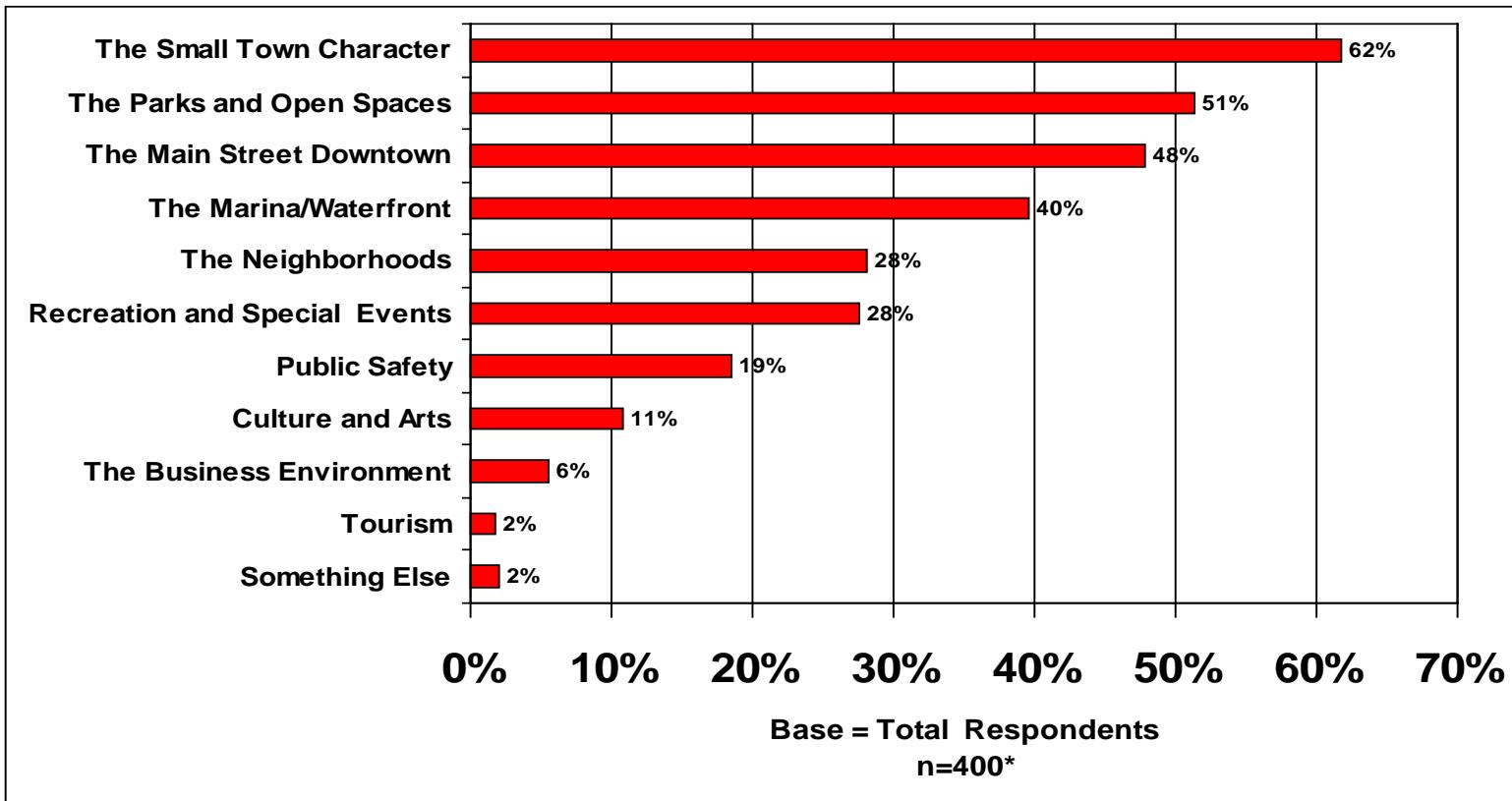
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Safety Harbor's Greatest Strengths

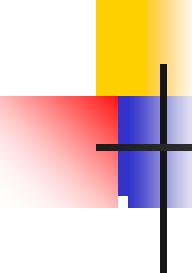
- Consistent with being a top reason for residents choosing to live in Safety Harbor, **6 in 10 feel the small town character is one of the city's greatest strengths.**
- **About half of the residents point to the parks and open spaces and the downtown main street as being key strengths.**
- Four in 10 point to the waterfront and marina.
- **Few feel the business environment, culture and arts, or tourism are among the city's greatest strengths.**

Safety Harbor's Three Greatest Strengths



* Unweighted Base = 386

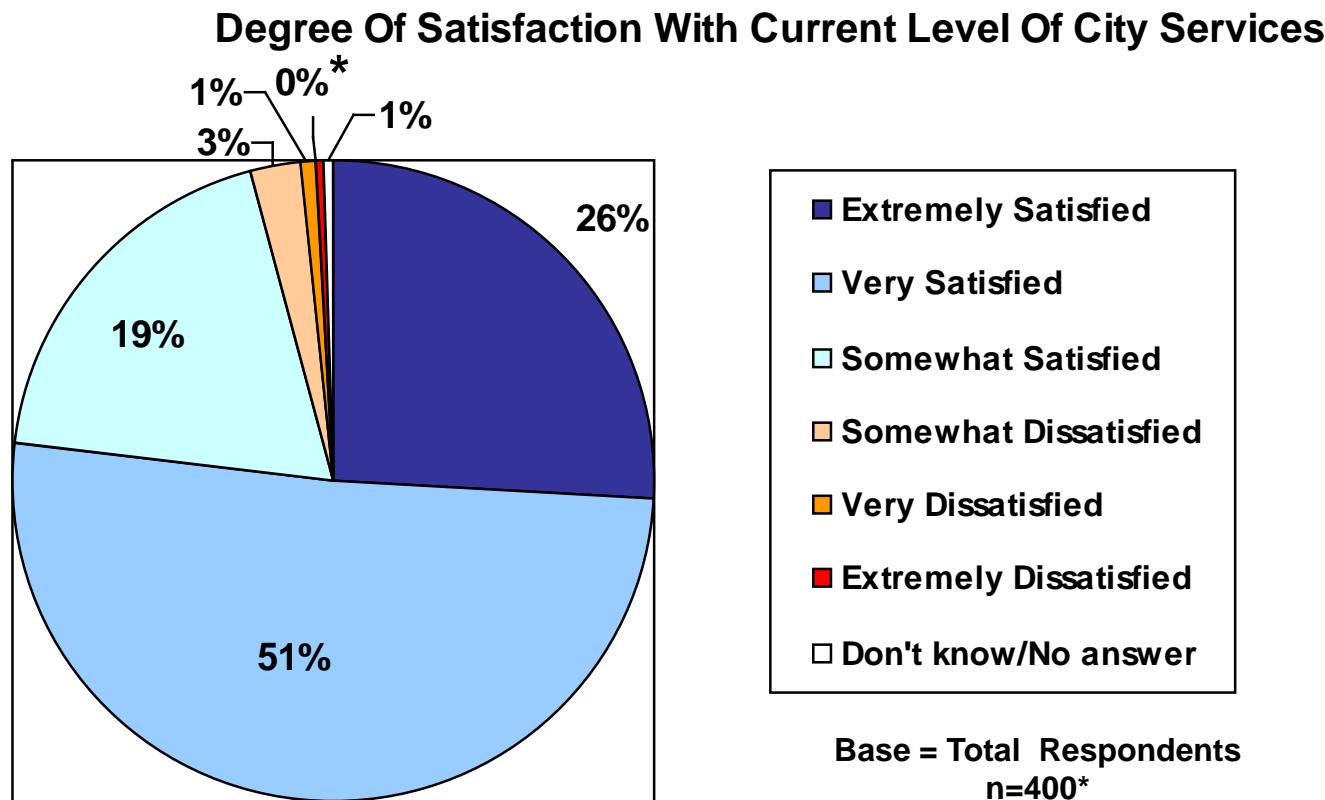
Q10-Which of the following do you feel are Safety Harbor's three greatest strengths?



Satisfaction With The Level Of City Services

- The City of Safety Harbor is satisfying the needs of the vast majority of its citizens.
 - **96%** of Safety Harbor's residents are satisfied with the level of City Services they receive.
 - About 3 in 4 residents are *extremely* or *very satisfied*.

Safety Harbor Residents' Overall Satisfaction With Current Level Of City Services



*Unweighted base = 386

0* = Less than .5%

%s may not sum to 100% due to rounding.

13. Overall, how satisfied are you with your current level of city services? Would you say you are...?

Reasons For Current Level Of Satisfaction With City Services

	Highly Satisfied (M)	Somewhat Satisfied and Those Dissatisfied (N)
Base = Total Respondents	(308)	(90)
	<u>%</u>	<u>%</u>
<u>Sanitation/Solid Waste Related (Net)</u>	<u>30</u>	<u>23</u>
They pick up trash (any kind)	19N	8
<u>Recycling (Subnet)</u>	<u>7</u>	<u>11</u>
Recycling program	7	3
Have More/better recycling	-	8M
Keeping the city clean	6	1
Sanitation department good	5	-
<u>Negatives (Net)</u>	<u>0</u>	7M
Negative experience with sanitation	0	6M

Base = 398, Unweighted base = 384

Q14-Why are you (insert answer from Q13) with your current level of city services?

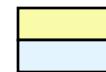
 Yellow = significantly higher
 Blue = significantly lower

Reasons For Current Level Of Satisfaction With City Services

	Highly Satisfied (M)	Somewhat Satisfied and those Dissatisfied (N)
Base = Total Respondents	(308)	(90)
	<u>%</u>	<u>%</u>
<u>Meet All My Needs/Everything Taken Care Of (Net)</u>	32N	9
Haven't had to complain/No problems or complaints	17N	6
They meet all my needs	6	3
Services are there/provided/offered as needed	5N	-
<u>Positive Government Interactions (Net)</u>	30N	3
They are responsive/do what is needed when contacted/respond quickly	16N	2
Courteous/helpful when contacted	6	1
They are on time	5N	-
Doing a good/excellent job	17N	4

Base = 398, Unweighted base = 384

Q14-Why are you (insert answer from Q13) with your current level of city services?



Yellow = significantly higher

Blue = significantly lower

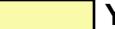
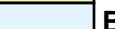
Reasons For Current Level Of Satisfaction With City Services

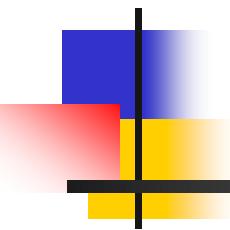
	Highly Satisfied (M)	Somewhat Satisfied and Those Dissatisfied (N)
Base = Total Respondents	(308)	(90)
	%	%
Good parks/events and recreational activities	9	4
Public Safety (Net)	8N	1
Satisfied	3	7
Provide Reliable Services	5	-
Negative Government Interactions (Net)	0*	15M
They don't do their job entirely/very little	-	10M
Previous dealings with them were negative	0*	6M
Other	1	24M

Base = 398, Unweighted base = 384

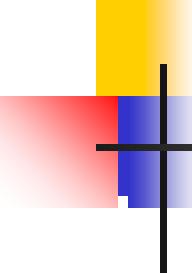
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Q14-Why are you (insert answer from Q13) with your current level of city services?

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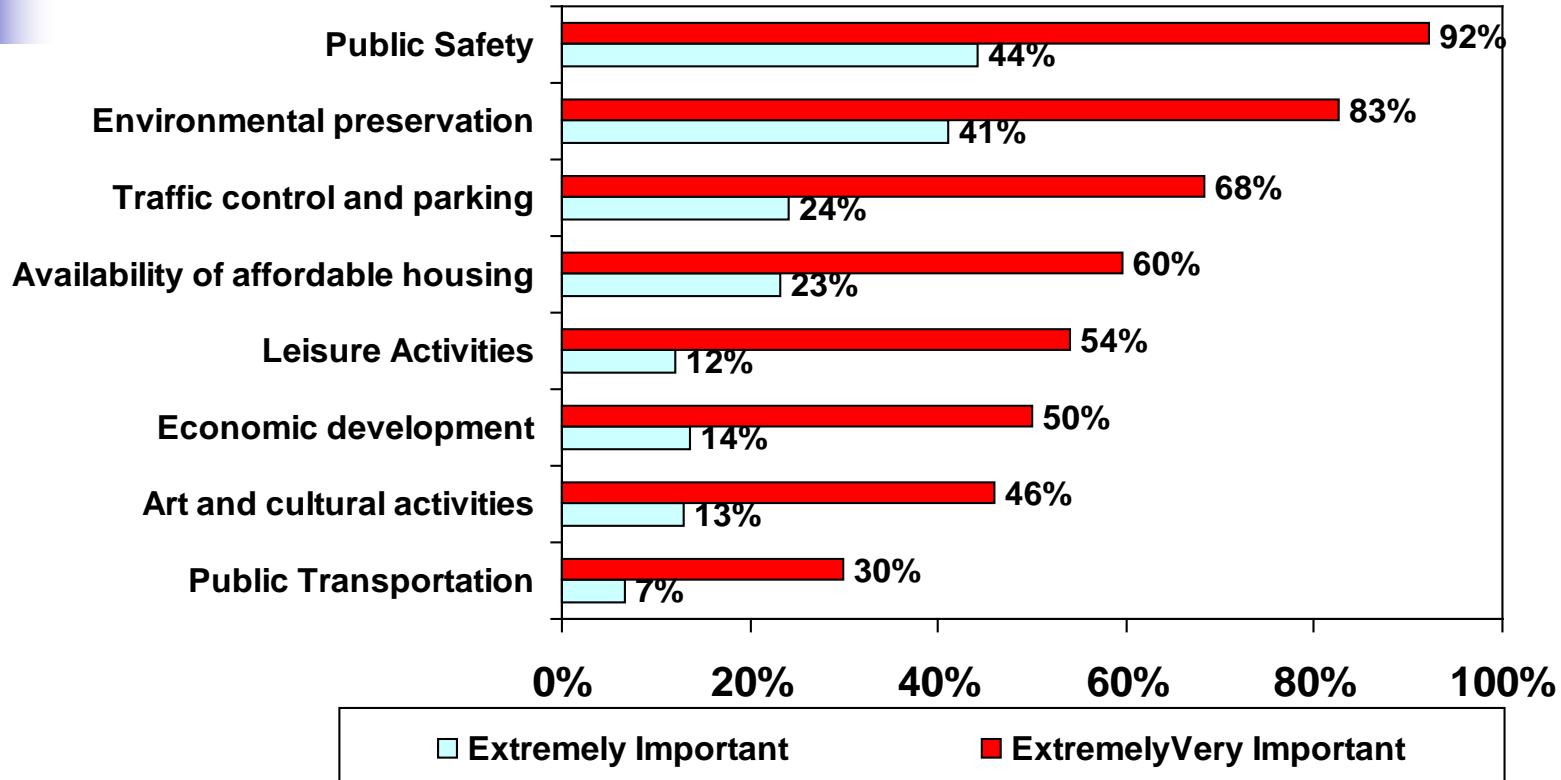
The Desired Future And How To Get There



Priorities For Making Safety Harbor A Better Place To Live

- Two priorities associated with assuring the community in which they live is a safe one, stand out as the top priorities for making Safety Harbor a better place to live in the next five years. These two priorities would fit at the base of Maslow's hierarchy of needs and were highly important to all key demographic subgroups. **They are:**
 - **Public Safety.**
 - **Environmental preservation.**
- Following these as top priorities are:
 - **Traffic control and parking.**
 - **Economic development.**
 - **Availability of affordable housing.**
- While not superseding the top level priorities, a few differences in the degree of importance among some key subgroups are:
 - **More women** than men assigned a high level of importance to leisure activities.
 - **More people 65+** assigned a high level of importance to public transportation than did the other age groups.
 - **Fewer households earning \$100,000 or more** assigned a high level of importance to the availability of affordable housing or public transportation.

Priorities For Making Safety Harbor A Better Place To Live



Base = Total Respondents
N = 400*

*Unweighted base = 386

Q15-We've been thinking of the past and the present. Now, I'd like you to think of the future. Thinking of the future, how important do you feel each of the following priorities is to make Safety Harbor a better place to live in the next five years?

Priorities For Making Safety Harbor A Better Place To Live

Percent of Key Subgroups Saying Extremely/Very Important

	Gender		Age			
	Male	Female	18-34	35-44	45-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)
Base = Total Respondents	(187)	(213)	(75)	(96)	(140)	(89)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Public safety	92	93	93	90	96F	88
Environmental preservation	81	84	84	83	87F	74
Traffic control and parking	69	68	70	69	62	76E
Availability of affordable housing	56	62	71	53	60	56
Leisure activities	47	61A	56	64F	52	46
Economic development	47	52	58	43	52	45
Art and cultural activities	40	50	49	49	41	46
Public transportation	25	34	24	20	29	47CDE



Yellow = significantly higher

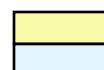
Blue = significantly lower

Q15-We've been thinking of the past and the present. Now, I'd like you to think of the future. Thinking of the future, how important do you feel each of the following priorities is to make Safety Harbor a better place to live in the next five years?

Priorities For Making Safety Harbor A Better Place To Live

Percent of Key Subgroups Saying Extremely/Very Important

	Household Size			Income		
	One	Two	Three or More	Under \$50K	\$50K but less than \$100K	\$100K+
	(O)	(P)	(Q)	(R)	(S)	(T)
Base = Total Respondents	(62)	(169)	(163)	(115)	(125)	(114)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Public safety	81	92O	97O	88	97R	92
Environmental preservation	74	82	85	81	87	80
Traffic control and parking	67	72	66	74	62	69
Availability of affordable housing	62	54	64	72T	61T	46
Leisure activities	45	49	62OP	48	62	56
Economic development	41	48	55	49	49	49
Art and cultural activities	45	42	49	42	51	43
Public transportation	36	35	24	41T	31T	15

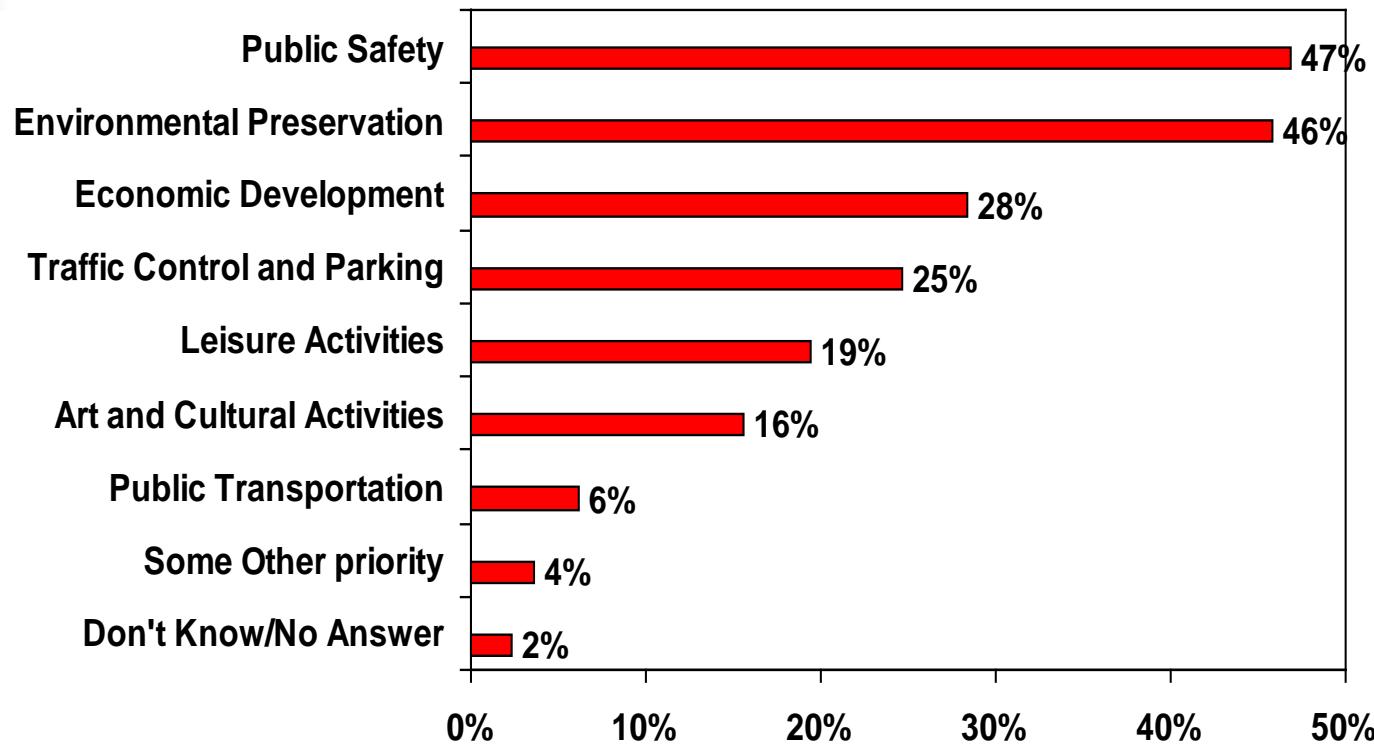


Yellow = significantly higher

Blue = significantly lower

Q15-We've been thinking of the past and the present. Now, I'd like you to think of the future. Thinking of the future, how important do you feel each of the following priorities is to make Safety Harbor a better place to live in the next five years?

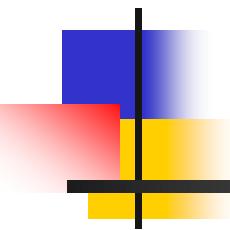
Two Most Important Priorities For Making Safety Harbor A Better Place To Live In The Next Five Years



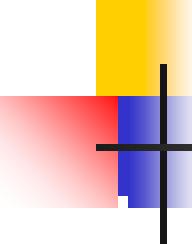
Base = Total Respondents
N = 400*

*Unweighted base = 386

Q16-Thinking of the future, which of the following priorities would you say are the two most important for making Safety Harbor a better place to live in the next five years?



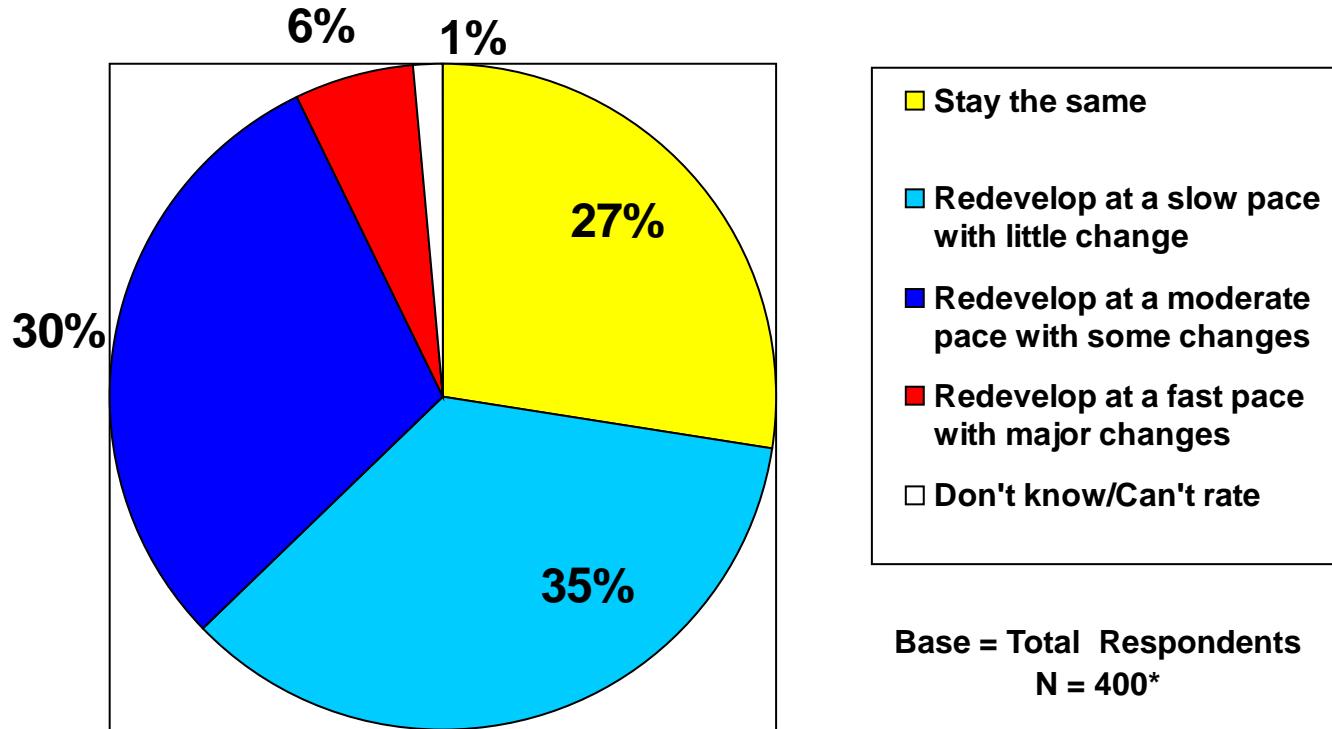
How People Would Like Downtown Redevelopment To Progress



How People Would Like Downtown Redevelopment To Progress

- **Most residents of Safety Harbor like their city the way it has developed to date and would like further downtown development to be done:**
 - At a gradual non-rapid pace
 - 27% would like things to stay as they are
 - 35% want redevelopment to proceed at a slow pace
 - 30% want redevelopment to proceed at a moderate pace
 - With building heights which reinforce the small town atmosphere.
 - 83% want buildings confined to a 2-3 story maximum height
 - In a manner that brings more retailers and restaurants to the downtown area, especially:
 - Specialty retail stores like boutiques, clothing, gift or craft shops
 - Casual dining restaurants

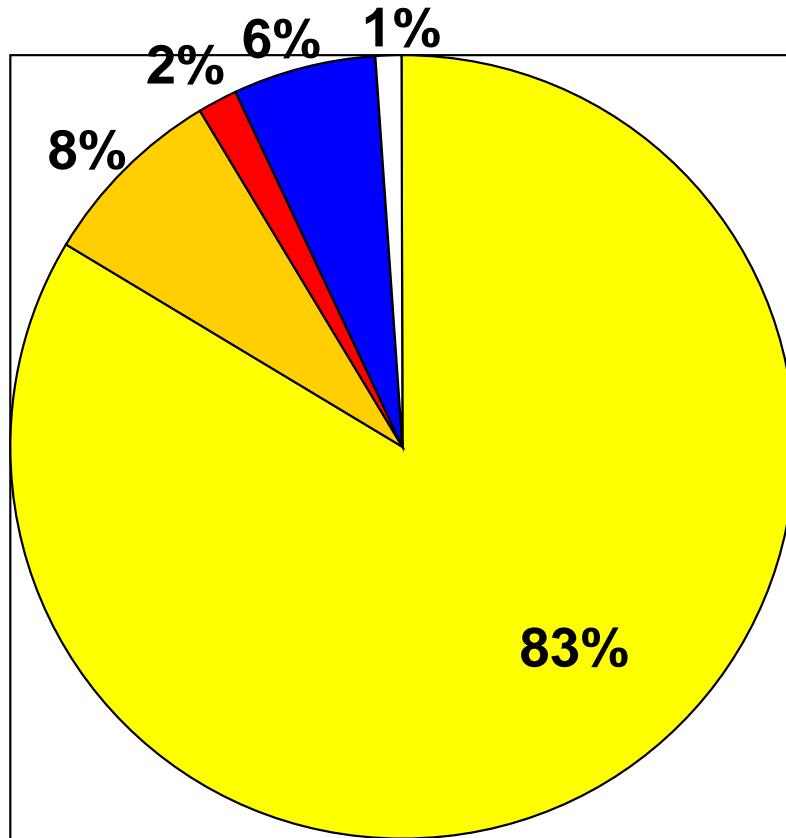
Pace At Which Residents Would Like To See Main Street Downtown Area Redeveloped In The Next 5 - 10 Years



*Unweighted base = 386

Q17-In the next 5 to 10 years, would you like to see the city's Main Street Downtown area _____?

Building Heights Residents Would Like To See In Safety Harbor



- Stay as they currently are, about 2 - 3 stories max
- Somewhat taller building, up to 5 stories maximum
- Buildings taller than 5 stories
- Don't really care about the height of buildings in the city
- Don't know/No answer

Base = Total Respondents
N = 400*

*Unweighted base = 386

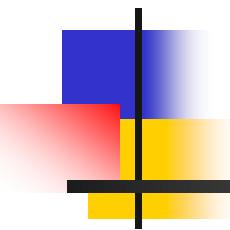
Q18-Which of the following statements best reflects your feelings about the height of buildings you would like to see in Safety Harbor_____?

Types Of Businesses Which Residents Would Like To See More Of In The Downtown Area

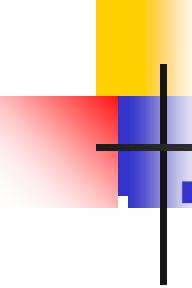
	Total
Base = Total Respondents	(400*)
	<u>%</u>
<u>Retail Stores (Grand Net)</u>	<u>51</u>
Specialty retail store like boutique, clothing, gift or craft shop etc.	30
<u>Grocery Store/Supermarket/Super Grocery/Neighborhood Grocery (Net)</u>	<u>13</u>
Neighborhood grocery store	10
Pharmacy	5
Other types of retail stores	5
<u>Restaurants (net):</u>	<u>47</u>
Casual dining restaurant	34
Fine dining restaurant	19
<u>Recreation (net)</u>	<u>9</u>
<u>Nighttime Recreation or Entertainment (net)</u>	<u>6</u>
<u>None of the above</u>	<u>8</u>
<u>Don't know/ No Answer</u>	<u>12</u>

*Unweighted base = 386

Q18-What types of businesses, if any, would you like to see more of in the downtown area?



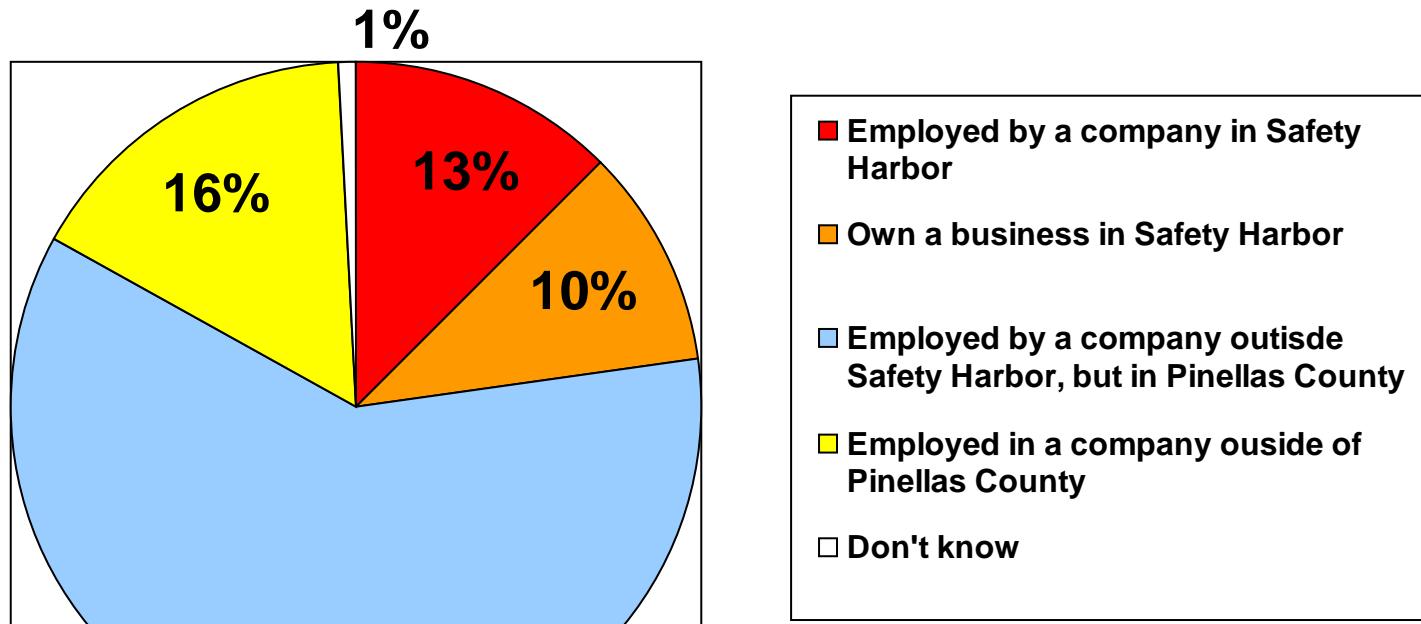
Demographic Profile Of the City and Study Sample



Demographic Profile Of The City and Study Sample

- **Most employed people living in Safety work elsewhere in Pinellas County.**
 - 23% either work in Safety Harbor or own a business in Safety Harbor.
 - 60% work for a company located elsewhere in the county.
- **The survey data collected provides an excellent representation of the residents of Safety Harbor.**
 - **The survey data weighted to reflect age and gender percentages closely reflects the Safety Harbor population on:**
 - Age and gender
 - Ethnic/racial heritage
 - Marital status
 - Employment
 - The percentage of registered voters.
 - **When analyzing the survey results, it is important to be aware that respondents, who chose to participate, skewed on the following characteristics:**
 - **Education** – They were more educated.
 - **Household size** – They were more likely to live in a household with three or more household members and less likely to live alone.
 - **Household income** – They were more likely to have an income of \$100K or more and less likely to have an income below \$50K.

Geographic Areas Where Safety Harbor Residents Are Employed



- Employed by a company in Safety Harbor
- Own a business in Safety Harbor
- Employed by a company outside Safety Harbor, but in Pinellas County
- Employed in a company outside of Pinellas County
- Don't know

Base = Those Employed

N = 249*

*Unweighted base = 229

Q19-Which of the following statements best describes your employment?

Respondent Demographic Profile Compared To US Census For Safety Harbor

	<u>Weighted</u> (18+ years of age)	<u>Census 2000</u> (18+ years of age)
	<u>%</u>	<u>%</u>
<u>Gender</u>		
Male	47	47
Female	53	53
<u>Age</u>		
18 – 34	18	19
35 – 44	24	24
45 – 64	35	35
65+	22	22

Note: %s may not sum to 100% due to rounding

Weighted Base = 400, Unweighted Base = 386

Respondent Demographic Profile Compared To US Census For Safety Harbor

	<u>Weighted</u> (18+ years of age)	<u>Census 2000</u> (15+ years of age)
	<u>%</u>	<u>%</u>
Marital Status		
Single-never been married	13	19
Married	66	60
Living as a couple with a partner	3	n/a
Separated	1	1
Divorced	10	12
Widowed	7	8
Refused	1	n/a

Note: Weighted %s may not sum to 100% due to rounding

Weighted Base = 400, Unweighted Base = 386

Respondent Demographic Profile Compared To US Census For Safety Harbor

	<u>Weighted</u> (18+ years of age)	<u>Census 2000</u> (All ages)
	<u>%</u>	<u>%</u>
Race/Ethnic Heritage		
African American/Black	1	4
Asian	2	2
Hispanic or Latin	4	4
Caucasian or White	87	92
Native American	1	0*
Other/Refused	5	0*

Note: %s may not sum to 100% due to rounding

Weighted Base = 400, Unweighted Base = 386

* = Less than .5%

Respondent Demographic Profile Compared To US Census For Safety Harbor

	<u>Weighted</u> (18+ years or age)	<u>Census 2000</u>
	<u>%</u>	<u>%</u>
<u>Education</u>		(25+ years of age)
Some high school or less	4	11
Completed high school	15	9
Some college	18	34
Completed college	43	22
Graduate school	18	12
Other education beyond high school	2	n/a
Refused	1	n/a
<u>Income</u>		(Households)
Under \$50K	29	48
\$50K but less than \$100K	31	34
\$100K or more	29	18

Weighted Base = 400, Unweighted Base = 386

Note: %s may not sum to 100% due to rounding

Respondent Demographic Profile Compared To US Census For Safety Harbor

	<u>Weighted</u> (18+ years or age)	<u>Census 2000</u>
	<u>%</u>	<u>%</u>
Household Size		
One	16	25
Two	42	40
Three - four	31	15
Five or more	10	13
Refused	1	n/a
Employment		(16+ years of age)
In labor force	63	64
Not in labor force	38	36

In labor force, from survey = Employed full or part time

Weighted Base = 400, Unweighted Base = 386

Note: %s may not sum to 100% due to rounding

Respondent Demographic Profile Compared To County Voting Records For Safety Harbor

	<u>Weighted</u> (18+ years or age)	<u>County Voter</u> <u>Records/Census**</u>
	<u>%</u>	<u>%</u>
Voter Registration – 18+ years of age		
Registered to Vote	90	91
Safety Harbor Voting Districts		
Bayside Community Church	14	26
Cypress Meadows Community Church	7	14
Espiritu Santo Catholic Church	20	16
Safety Harbor Community Center	18	13
Safety Harbor Library	19	17
Safety Harbor Fire Station	2	13
Don't know/Refused	19	n/a

Weighted Base = 400, Unweighted Base = 386

Note: %s may not sum to 100% due to rounding.

Source of 12,250 Registered Voters for Safety Harbor = www.votepinellas.com September 2007

We then calculated % registered to vote by dividing 12,250 voters by the population 18+ per US 2000 Census (13,459.)