

Methodology

Using a national calling center, Clearview Research conducted interviews with a sample of 400 residents in the City of Tallahassee. The survey was conducted from Tuesday, May 3rd through Friday, May 6th during evening hours.

The composition of respondents took into account City of Tallahassee's current registration, in an attempt to make the final sample "look like" the City's population. As such, the sample was balanced by gender, race, and region, in order for our distribution to be consistent and similar to the actual population. In order to better reach our targets and maintain a representative population, 15% of calls were made to cellphones.

Demographic	Target/Sample Population
Gender	
Male	44%
Female	56%
Race	
White	57%
African-American	31%
Hispanic	3%
Other	7%
Region	
CCD1	23%
CCD2	18%
CCD3	20%
CCD4	16%
CCD5	23%

Based on the above, the sample is both random and representative, yielding a general response set with a margin of error of ± 4.89 at the 95% confidence level.



Executive Summary

Communicating With Residents

In general terms, residents who live in the City of Tallahassee are VERY happy with the quality of services provided by their city. An astonishing 82% of respondents rated the services as either “excellent” or “good” while only 16% rated them as “only fair” or “poor.” We have conducted a number of surveys for COT during the past several years in a variety of capacities and it is fair to say this is, at a minimum, at near-historic highs.

What is telling, perhaps more than the generally positive feelings, is the near-complete absence of those who give the city a “poor” rating (the worst response) – with only 3% responding that way.

When it comes to how well the city has done “communicating and listening to public input”, the numbers (while still relatively high) drop 15 points downward to a 67% positive rating. What is also telling is that the ratings drop off mostly among younger residents. While 71% of those over 50 expressed a positive opinion of the city’s communications, only 55% of those under 50 did so. Further, the negative rating on this issue rose from 20% to 34% respectively.

Additionally, we saw similar numbers on the “quality” of communications with 76% of those over 50 offer positive comments while 65% of those under 50 were positive, while the negatives grew from 20% to 35% respectively.

First, it is important to note that this kind of variation did not appear among any other subgroups.

Second, we believe this helps guide us in the *kinds* of communications that may need improving. As we know from other research, younger citizens are more apt to use less traditional media and rely on newer and more digital means of communications like online sources and social media outlets and are less reliant on outlets like print



newspapers and TV news. This is also borne out in the fact that younger respondents had a slight preference for more frequent communications than did older voters by about 7 percentage points.

When respondents were asked to consider various sources of information for city-related news the monthly utility inserts scored the highest at 74%, television (other than the city's WCOT) scored second at 68% and the local newspaper scored third at 63%. WCOT was viewed positively in this regard by less than a majority at 48% as were emails from the city (also 48%) and social media (at 36%).

Interestingly, minority residents and newer residents found WCOT of most value (about 65% each) and the city's website (Talgov.com) was (not surprisingly) more preferred by younger respondents, but by only 11 percentage points. Perhaps the largest gap in the survey was the huge disparity among younger residents versus older ones in their preference for social media. While only 31% of those over 50 felt social media was a good source, double that amount (61%!) of those under 50 felt it was a good source.

Again, it is worth noting that on these measures there was very little variation among the other subgroups. (Interestingly, there was only a slight preference among younger residents for emails and the difference was not statistically significant.)

Top Issues

We measured key issues in two ways; together in comparison and separately to gauge a general ranking.

Without a doubt "police and public safety" scored highest with a majority (54%) choosing that as either their first or second choice, with roadways coming in a relatively distant second at 41%. A surprising third place ranking was "affordable housing" as 30% chose that as either their first or second choice (with black residents choosing this option as either first or second 48% of the time and lower income respondents choosing it 44% of the time.) Interestingly, less than 10% of respondents chose "cultural and special events."



When each item was measured separately and respondents were asked what the city should spend more money on, the findings were similar in that the top two issues were public safety and roads but they were reversed in their order with 84% of them saying “roadway maintenance” should get more funding while 77% felt the same way about police and public safety. However, it is important to note (and we presume in direct contrast to the level of satisfaction in city services) that ALL categories had at least a majority felt all tested categories should receive more funding – even for cultural and special events.

When examining the subgroups, we found that women were much more (very) concerned about public safety than men were and there was very little variation among any other subgroups. Other differences of note include:

- * Women and black residents were more likely to support extra funding for cultural events.
- * Black and lower income residents were more likely to be supportive of more funding for StarMetro and sidewalks.
- * Black residents were also most supportive of more funding for parks and recreation programs.



Overall Results

Q1. Please tell me if you Agree or Disagree with the following statement: "The City of Tallahassee has done a good job communicating and listening to public input?"

Strongly agree	25%
Somewhat agree	43%
Somewhat disagree	12%
Strongly disagree	11%
Unsure/refused	10%

Agree	68%
Disagree	23%

Q2. Overall, how would you rate the quality of services provided by the City of Tallahassee?

Excellent,	29%
Good,	54%
Fair, or	13%
Poor?	3%
Unsure/refused	2%

Positive	83%
Negative	16%



Q3. Overall, how would you rate the quality of communications you've received from the City of Tallahassee?

Excellent,	23%
Good,	51%
Fair, or	17%
Poor?	6%
Unsure/refused	3%

Positive	74%
Negative	23%

Q4. How often should the City of Tallahassee communicate about local projects and events?

Once a week	19%
Once a month	29%
Quarterly	9%
Once a year	1%
Only as events occur or if there's important information	32%
Unsure/refused	10%

Q5. What is the most important thing the City of Tallahassee should spend taxpayer dollars on?

Police and public safety	38%
Affordable housing	17%
Cultural and special events	3%
Transit or StarMetro	3%
Sidewalks and bike and pedestrian path improvements	6%
Roadway maintenance and replacement	16%
Parks and recreation programs facilities	9%
Unsure/refused	7%



Q6. What is the second most important thing the City of Tallahassee should spend taxpayer dollars on?

Police and public safety	16%
Affordable housing	13%
Cultural and special events	6%
Transit or StarMetro	7%
Sidewalks and bike and pedestrian path improvements	11%
Roadway maintenance and replacement	25%
Parks and recreation programs facilities	12%
Unsure/refused	10%

Next, I would like to read you a list of services. Please indicate whether you think the City of Tallahassee needs to spend more or less tax payer dollars on each.

Q7. Police and public safety

Much more	37%
Somewhat more	40%
Somewhat less	9%
Much less	4%
Unsure/refused	10%
More	77%
Less	13%

Q8. Affordable housing

Much more	35%
Somewhat more	32%
Somewhat less	13%
Much less	9%
Unsure/refused	11%
More	67%
Less	22%



Q9. Cultural and special events

Much more	16%
Somewhat more	35%
Somewhat less	25%
Much less	13%
Unsure/refused	12%
More	51%
Less	38%

Q10. Transit or StarMetro

Much more	23%
Somewhat more	34%
Somewhat less	17%
Much less	9%
Unsure/refused	17%
More	57%
Less	26%

Q11. Sidewalks and bike and pedestrian path improvements

Much more	23%
Somewhat more	42%
Somewhat less	19%
Much less	7%
Unsure/refused	8%
More	65%
Less	26%



Q12. Roadway maintenance and replacement

Much more	38%
Somewhat more	46%
Somewhat less	8%
Much less	1%
Unsure/refused	7%
More	84%
Less	9%

Q13. Parks and recreation programs facilities

Much more	23%
Somewhat more	43%
Somewhat less	19%
Much less	5%
Unsure/refused	10%
More	66%
Less	24%

Next, I'd like to read you a list of the possible sources for City of Tallahassee news, services and programs? As I name each one, please indicate whether or not it is a good source of information by saying Yes or No.

Q14. Utility bill inserts

Yes	74%
No	22%
Unsure/refused	4%



Q15. The local newspaper

Yes	63%
No	33%
Unsure/refused	4%

Q16. The City of Tallahassee's TV station, WCOT

Yes	48%
No	34%
Unsure/refused	18%

Q17. Television other than WCOT

Yes	68%
No	24%
Unsure/refused	8%

Q18. The City of Tallahassee's Website, Talgov.com

Yes	63%
No	25%
Unsure/refused	13%

Q19. Social media, like Facebook or Twitter

Yes	36%
No	44%
Unsure/refused	20%

Q20. Emails from the City of Tallahassee

Yes	48%
No	40%
Unsure/refused	12%



Demographic/Statistical Questions:

D1. How old are you?

18-34	6%
35-49	14%
50-64	34%
65 and over	45%
Unsure/refused	1%

D2. And how would you describe your ethnicity?

White/Caucasian	57%
Black/African-American	31%
Hispanic	3%
Other	7%
Unsure/refused	1%

D3. How long have you lived in the City of Tallahassee?

Less than 5 years	11%
5 to 10 years	8%
More than 10 years	80%
Unsure/refused	- -%

D4. Are you a:

Homeowner	76%
Renter	20%
Unsure/refused	4%



D5. What is the zip-code where you live?

32301	10%
32302	--%
32303	16%
32304	10%
32305	9%
32307	--%
32308	11%
32309	11%
32310	6%
32311	6%
32312	10%
32313	--%
32315	--%
32317	3%
Unsure/refused (non-verbal)	7%

D6. Which of the following best describes your total household income:

Less than \$20,000	13%
Between \$20,000 and \$60,000	29%
Between \$60,000 and \$100,000	21%
More than \$100,000	16%
Unsure/refused (non-verbal)	20%

D7. What is your highest level of education?

High school graduate or less	14%
Technical/Vocational Degree	7%
College, Undergraduate Degree	34%
College, Postgraduate Degree	43%
Unsure/refused (non-verbal)	2%



Coded Questions:

Gender: (BY OBSERVATION)

Male	44%
Female	56%

Region: (TAKEN FROM VOTER FILE)

CCD 1	23%
CCD 2	18%
CCD 3	20%
CCD 4	16%
CCD 5	23%

Call taken by: (TAKEN FROM VOTER FILE)

Landline	85%
Cell phone	15%

Party: (TAKEN FROM VOTER FILE)

Democrat	55%
Republican	26%
Other	19%

