



ST.PETE  
CLEARWATER, FL

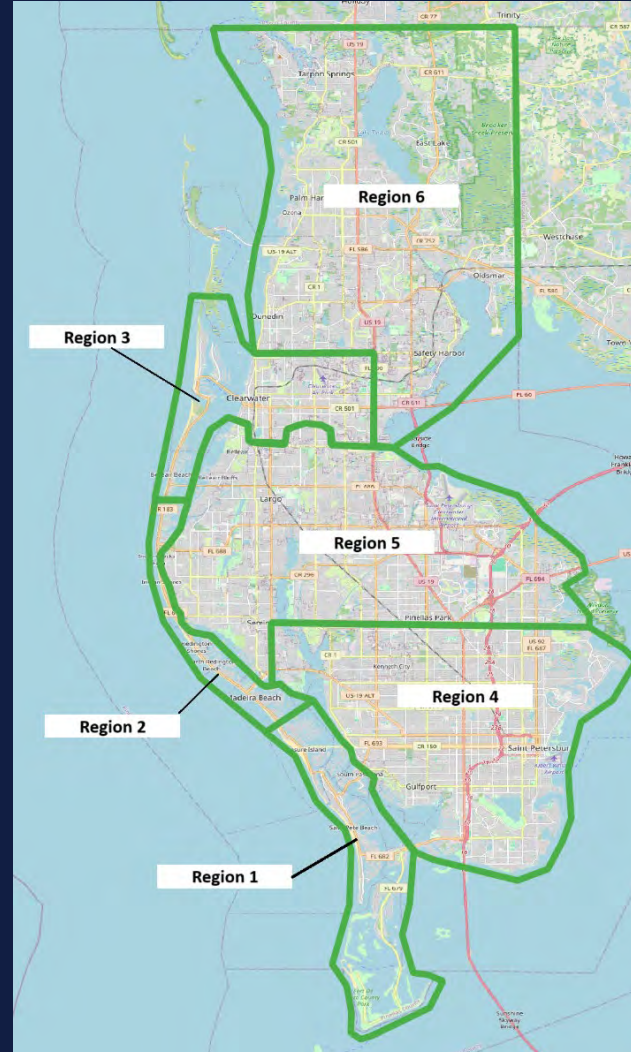
# Resident Sentiment Survey

Preliminary Data

Source: Future Partners, Visit St. Pete-Clearwater.

# Resident Survey Sampling

| Surveyed Regions                                       | 1,217 Total Surveys |
|--|---------------------|
| Region 1: St. Pete Beach, Treasure Island areas        | 111                 |
| Region 2: Madeira Beach through Indian Shores areas    | 107                 |
| Region 3: Greater Clearwater Beach, Clearwater areas   | 192                 |
| Region 4: St. Pete, Gulfport areas                     | 294                 |
| Region 5: Largo, Pinellas areas                        | 289                 |
| Region 6: Dunedin, Tarpon Springs, Safety Harbor areas | 224                 |



## Respondent Age:

- 19% 34 or younger
- 20% 35-44
- 20% 45-52
- 18% 55-64
- 23% 65 or older

## Born or relocated:

- 35% born in Pinellas County
- 65% moved to Pinellas County
- 14.5 average years lived in Pinellas

## Own or rent:

- 74% owned residence
- 26% rented/other residence

# Attributes Residents Associate with Pinellas

9/10 Pinellas County residents agree the destination offers:

Festivals and Events

Scenic Beauty

Outdoor recreation

White Sand Beaches

Waterways/  
waterfronts

Opportunities  
to Relax



# Personality Residents Associate with Pinellas County is:

3 in 4 residents agree, Pinellas County is:

Relaxed

Full of Energy

In tune with nature

Creative

Lively

Vibrant



# Residents everywhere think the tourism industry benefits their lives

| <b>Overall, Pinellas County's tourism industry results in a better quality of life for me and my family</b> | <b>Agree or Strongly Agree</b> |
|---|--------------------------------|
| Region 1: St. Pete Beach, Treasure Island areas   | 89%                            |
| Region 2: Madeira Beach through Indian Shores areas   | 86%                            |
| Region 3: Greater Clearwater Beach, Clearwater areas  | 82%                            |
| Region 4: St. Pete, Gulfport areas  | 80%                            |
| Region 5: Largo, Pinellas Park areas  | 79%                            |
| Region 6: Dunedin, Tarpon Springs, Safety Harbor areas  | 81%                            |

# Impact on the Economy

## Residents Agree or Strongly Agree

**89%**

Tourism is important to the vitality of Pinellas County's economy

**87%**

Believe businesses rely on tourism to thrive

**87%**

The tourism industry supports restaurants, attractions and events that appeal to resident and visitors

**70%**

Tourism makes Pinellas a better place to live





# Impact on Jobs

## Residents Agree or Strongly Agree

**81%**

Pinellas County's tourism industry provides jobs to residents

**62%**

Pinellas County has ample job opportunities in the tourism industry

**49%**

It is easy to get a job in Pinellas County's tourism industry

**40%**

Jobs in Pinellas County's tourism industry typically pay well



# Engaging with Tourists

Residents Agree or Strongly Agree

**80%**

Visitor spending generates funding for community services

**71%**

Enjoy interacting with visitors to Pinellas County

**74%**

Pinellas County has a generally healthy balance of tourism and resident activity



# Community Concerns Residents Agree or Strongly Agree

**82%**

Support responsible tourism growth

**80%**

Tourists bring crowds, congestions and traffic to my community

**57%**

Tourists are respectful of my community

**52%**

Tourism negatively impacts my community's natural resources

**53%**

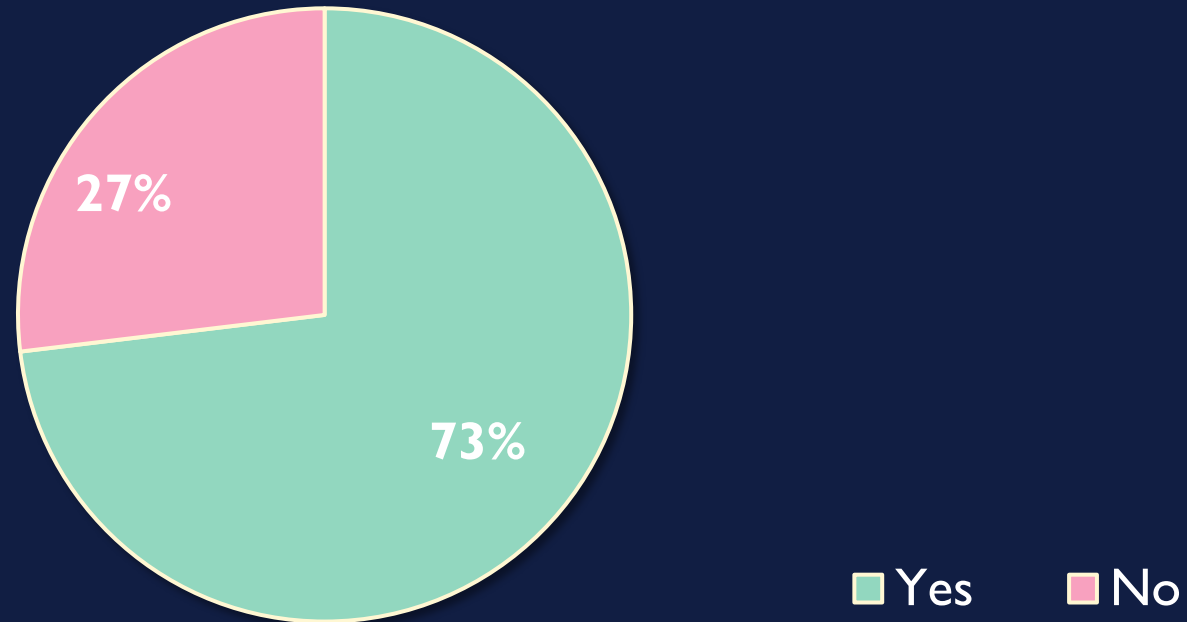
I am worried about the impact tourism has on our community culture

# Awareness of tourism investments

| Resident awareness of TDT Investment                               | Aware Response |
|--|----------------|
| Beach renourishment efforts along Pinellas County beaches          | 46%            |
| Improvements and renovations of local parks and preserves          | 39%            |
| Improvements and renovations of local attractions                  | 29%            |
| Renovation and expansion of arts and cultural museums/institutions | 28%            |
| None of these/I'm not sure   | 24%            |

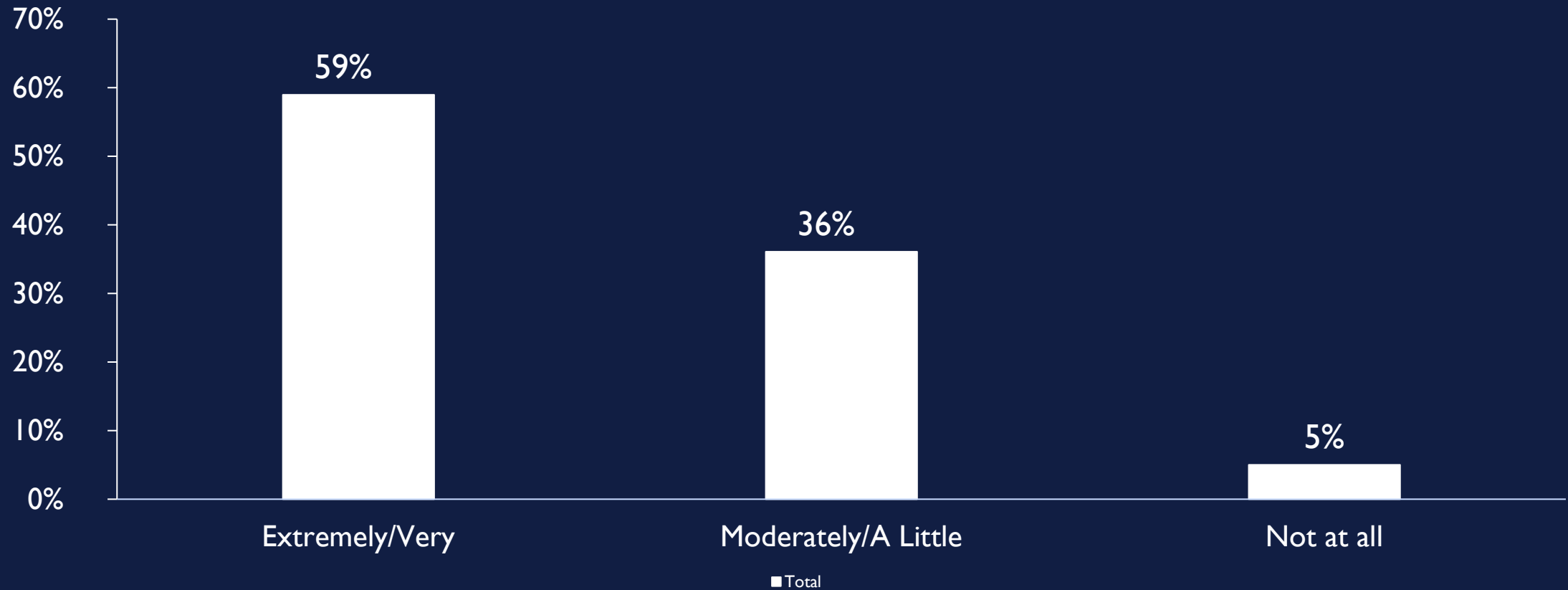
# Awareness of Visit St. Pete Clearwater

Percent of residents aware of local  
tourism organization



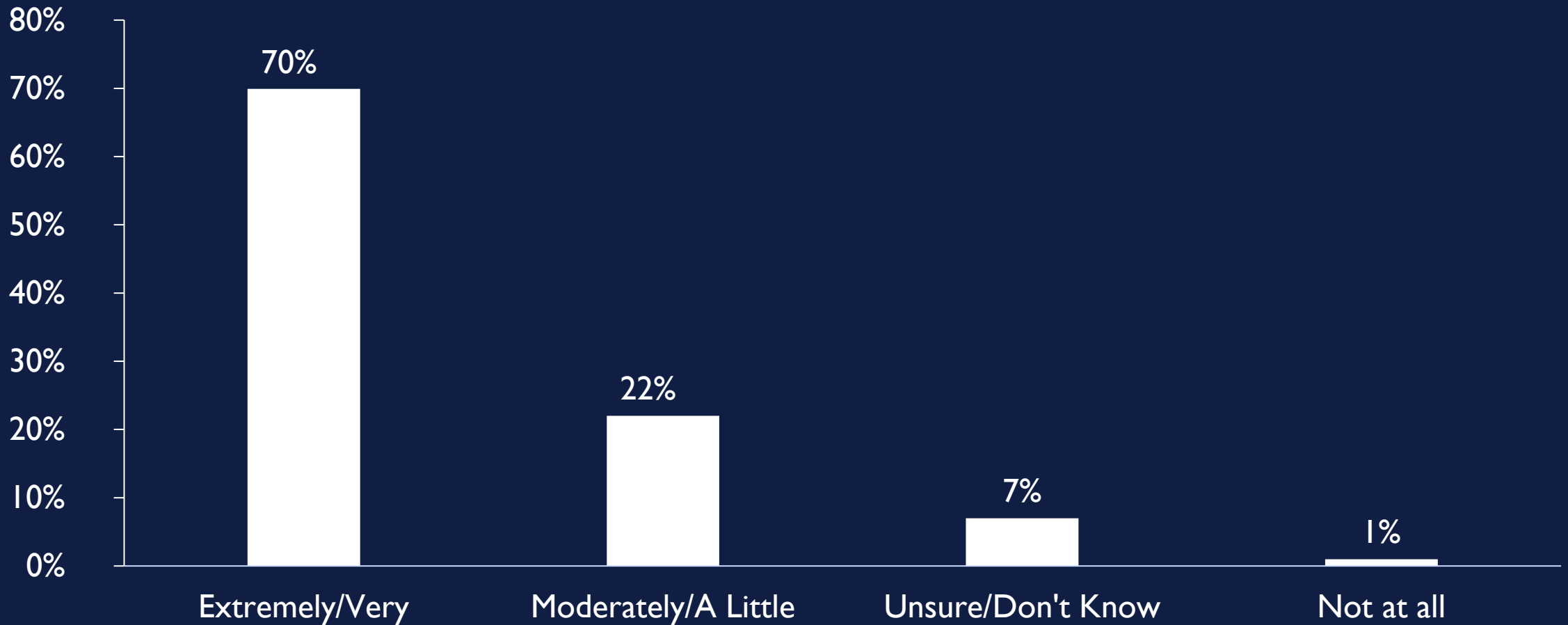
# Familiar with Visit St. Pete-Clearwater

How familiar are you with the work done by Visit St. Pete-Clearwater?



# Satisfaction with Visit St. Pete-Clearwater

How satisfied are you with Visit St. Pete-Clearwater's efforts to promote tourism in the area?





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# Thank You!

