

TAMPA BAY PARTNERSHIP

Resident Sentiment Study

Wave II: April 14 – 15

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Downs & St. Germain Research





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Detailed Findings

Resident Demographics



Resident Sentiment Study

Purpose

Analyze residents' concerns, perceptions, and employment ramifications with regard to the COVID-19 situation.

Research Methods

Data were collected via two waves of online surveys with residents of Hillsborough, Pinellas, Pasco, and Hernando counties. Results are weighted by gender, age, and race to be representative of the population.

Dates of each survey wave:

- *Wave 1: April 1-2, 2020*
- *Wave 2: April 15-16, 2020*



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Main Takeaways

- 1 Half of Tampa Bay residents rate **Tampa Mayor Jane Castor's** response to the COVID-19 crisis as **“excellent”** or **“very good,”** the highest among local, state and federal elected officials.
- 2 Tampa Bay area residents are **less concerned** than they were in two weeks ago about the impact of COVID-19, particularly about getting sick.

Main Takeaways

- 3 Tampa Bay area residents that have been furloughed or laid off are **significantly more optimistic** than they were two weeks ago about their ability to support their household and finding a different job at similar pay.
- 4 Tampa Bay area residents are more optimistic than they were two weeks ago about the stage of the COVID-19 situation and that things will be getting better in the next 30-60 days.

Main Takeaways

5 Tampa Bay area residents **support virus mitigation policies**, particularly **enforcing social distancing in businesses**. However, **residents are split** about whether or not to **re-open public beaches and parks**.

6 When government removes stay-at-home restrictions, residents are **most likely** to be comfortable **returning to work**, while **less likely** to engage in **travel behaviors**.

Main Takeaways

7 The COVID-19 situation is of **greater concern among African American residents**, who are:

- More likely to be very concerned about COVID-19 (76%)
- More likely to be concerned about getting sick with COVID-19 (83%)
- More likely to have been laid off (34%)



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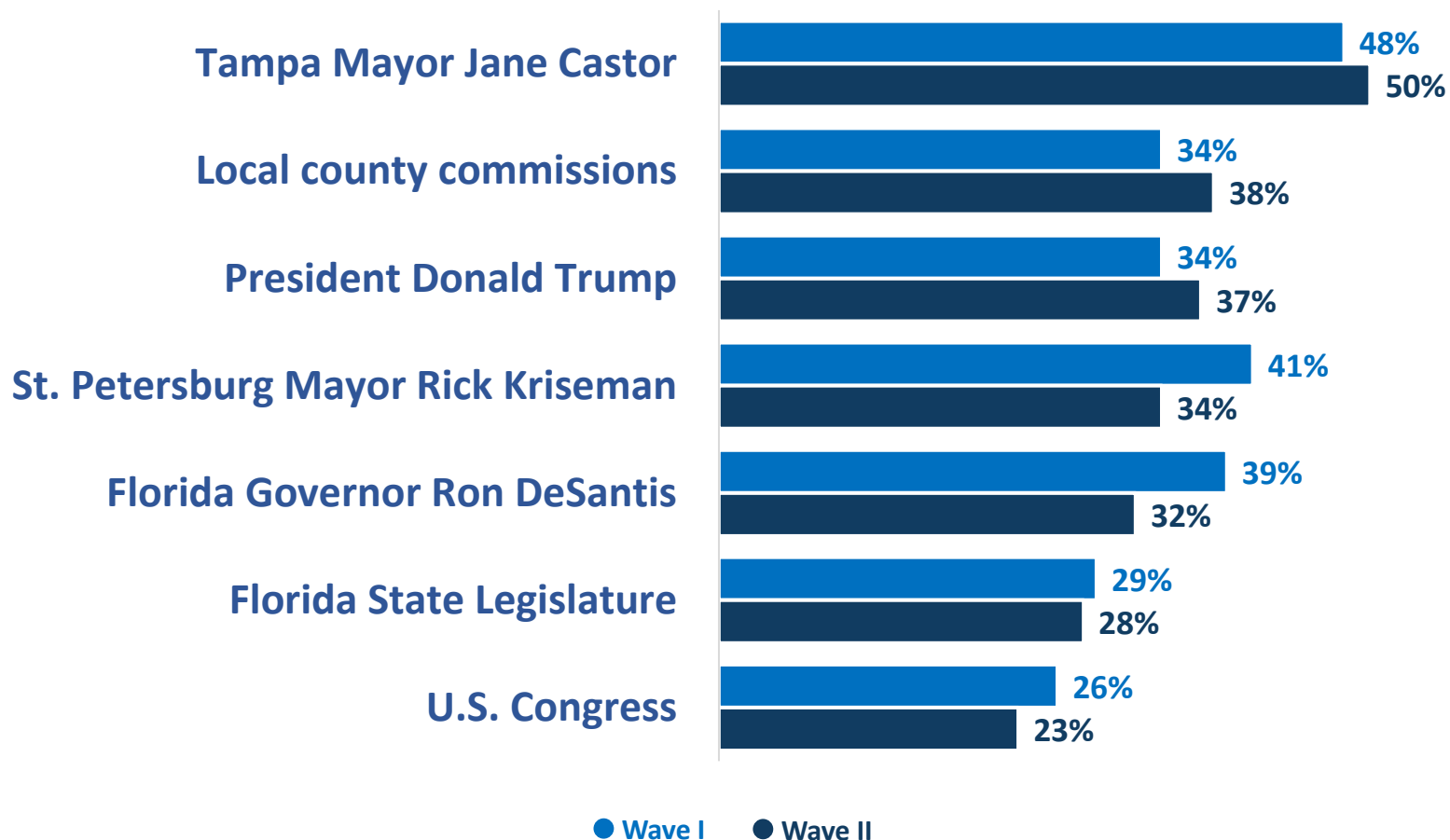
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Positive Ratings of Response to COVID-19 Situation

*How would you rate the following government entities/officials in how they are handling the COVID-19 situation?**

Tampa Bay residents continued to give high ratings to **Tampa Mayor Jane Castor**, while Governor DeSantis and Mayor Kriseman received significantly lower ratings for their response to COVID-19

Hispanic/Latino residents generally gave **higher ratings** (averaging 9 percentage points more excellent + very good ratings) to the government response

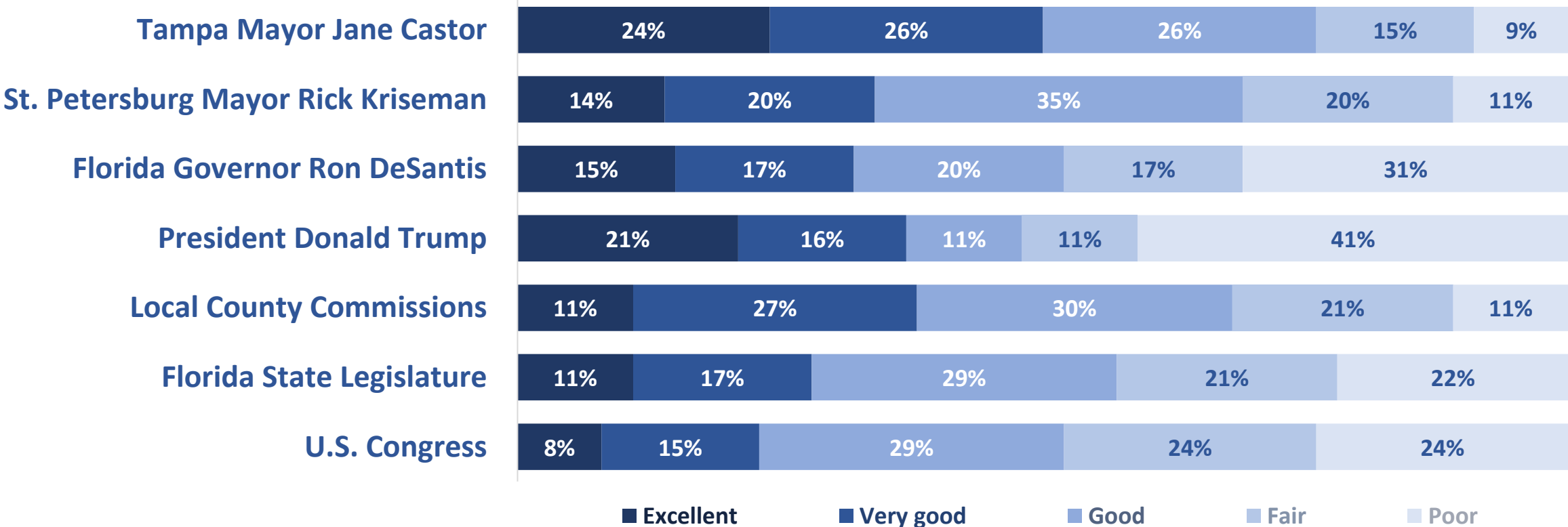


*Excellent + Very good.

Rating of Response to COVID-19 Outbreak (Wave II)

How would you rate the following government entities/officials in how they are handling the COVID-19 situation?

Wave II

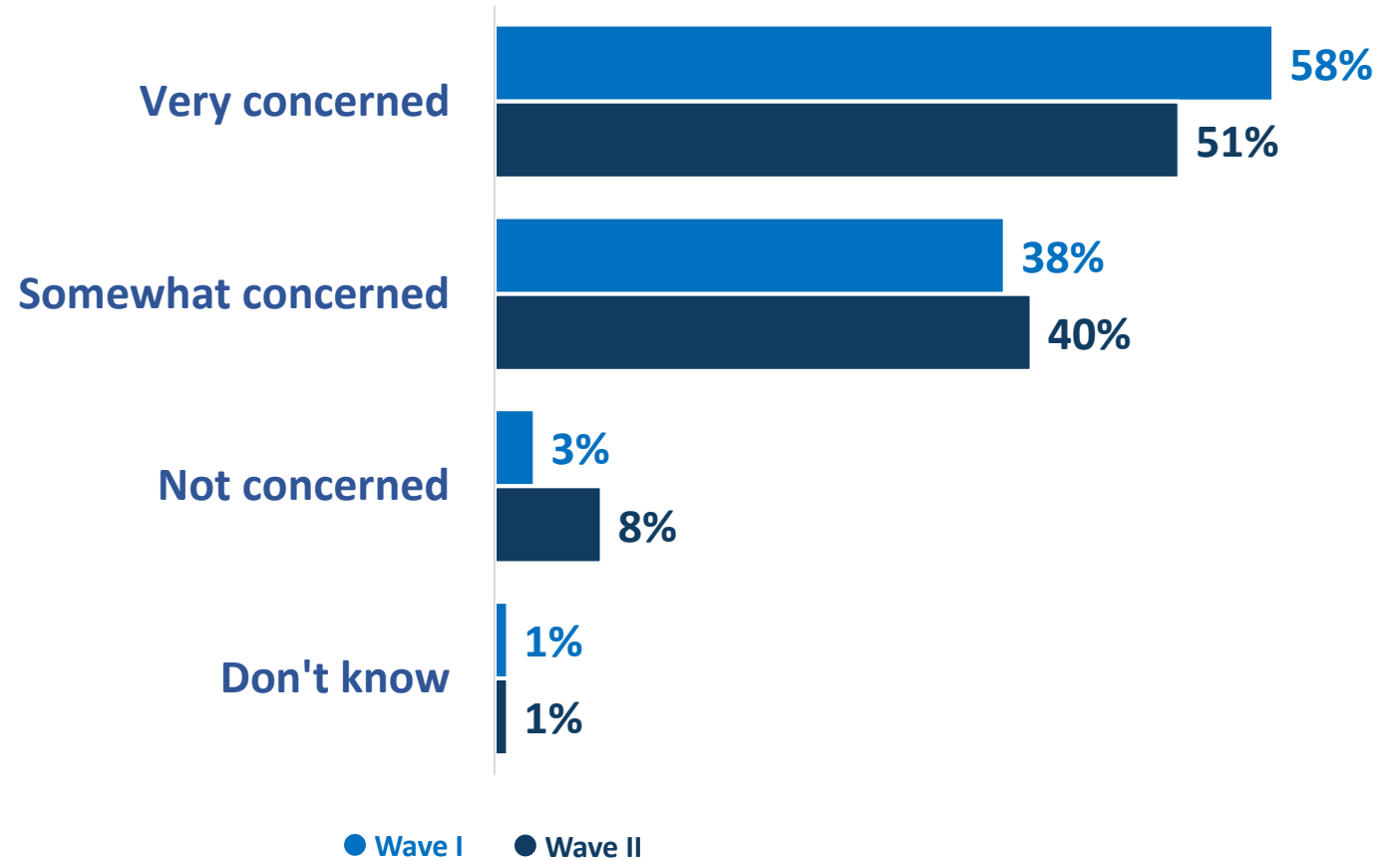


Level of Concern over COVID-19

How concerned are you about the impact of the COVID-19 situation on you and/or the members of your household?

More than half of Tampa Bay residents are still “very concerned” about the impact of COVID-19 on themselves or their household

African American residents are more likely to be **very concerned (76%)**



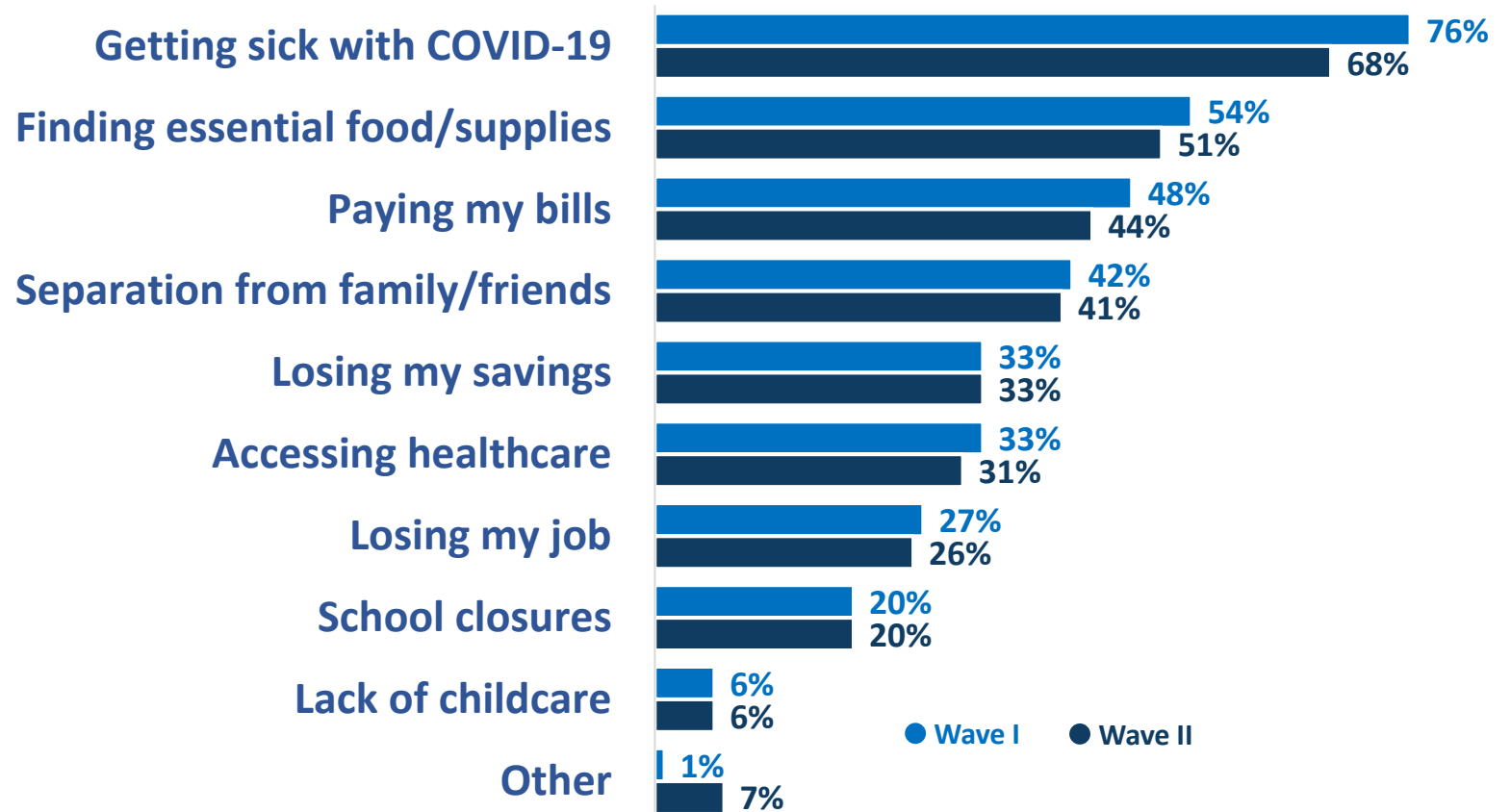
Topics of Resident Concern

Residents are generally less concerned about COVID-19 in Wave II of the survey.

The top concern among Tampa Bay residents continues to be **getting sick with COVID-19** and **not being able to find food/supplies**

African American residents are more likely to be **concerned about getting sick from COVID-19 (83%)**

*What are you most concerned about right now?**



*Question posed to residents that are “somewhat” or “very” concerned over the COVID-19 outbreak. Multiple responses permitted.

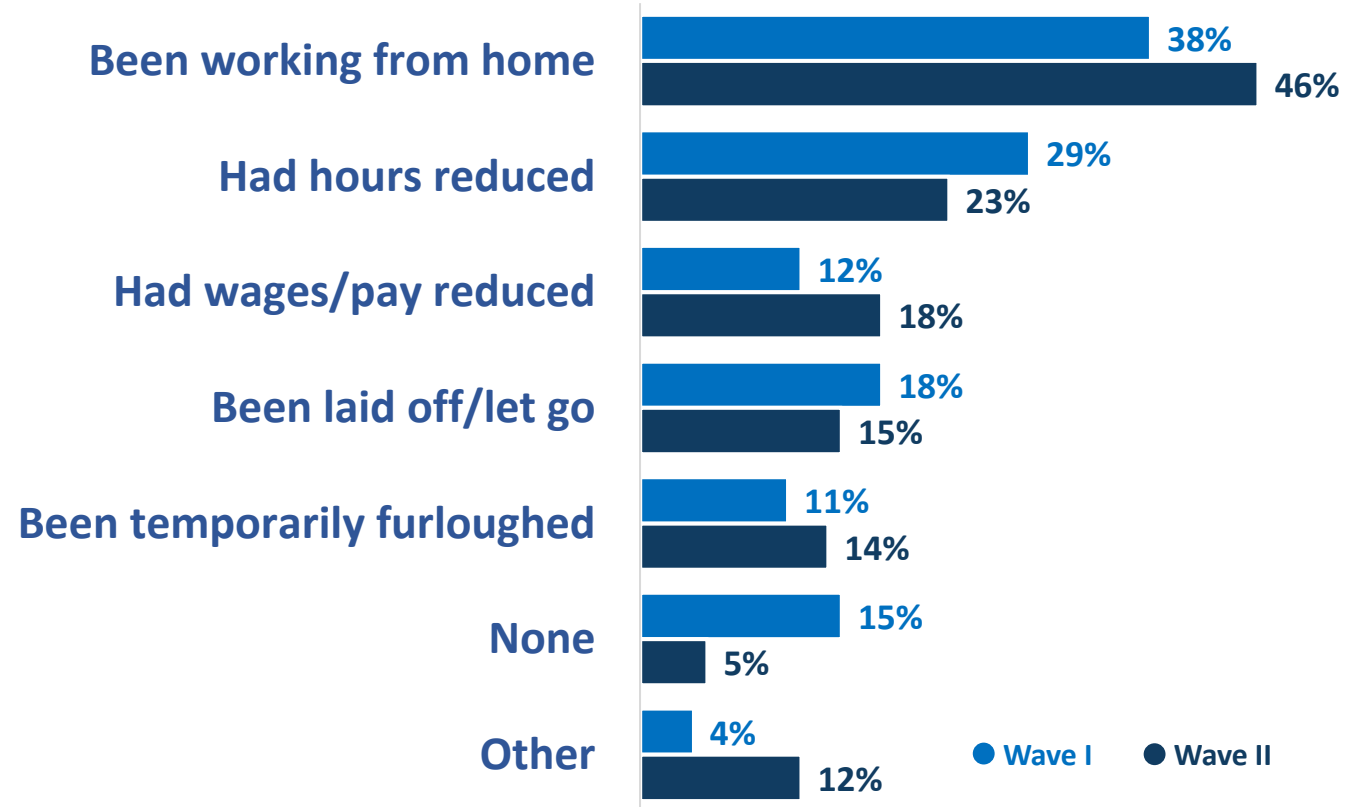
Changes to Resident Employment

Because of the COVID-19 situation, have you:*

1 in 4 working residents has been laid off/furloughed, while **1 in 3** working residents has had their hours/pay reduced

More working residents are now working from home than two weeks ago

African American residents are more likely to have been **laid off (34%)**

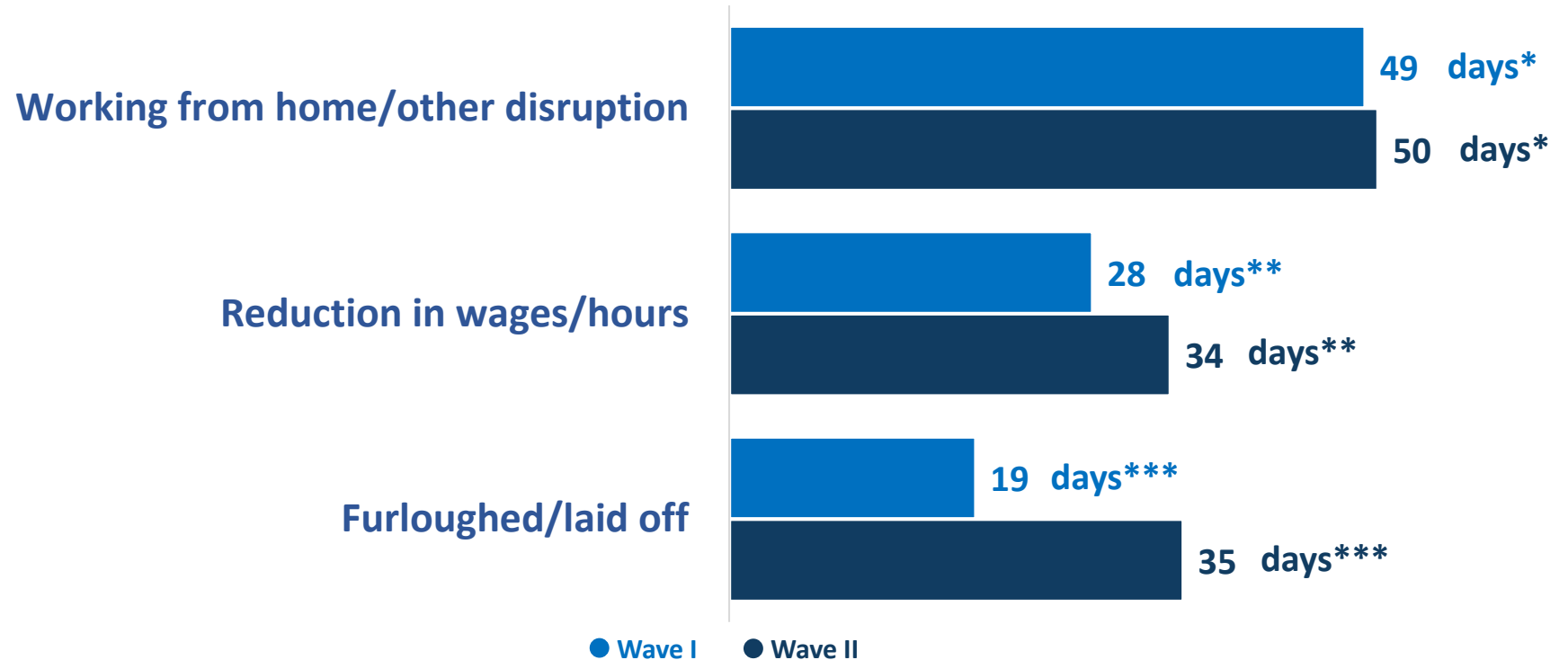


*Question posed to residents who were employed before the COVID-19 situation began.
Multiple responses permitted.

Ability to Support Household

Median Days of Ability to Support Household

Tampa Bay residents who have had their employment disrupted by COVID-19 are now feel they are able to support their households for **longer** than they were at the beginning of April

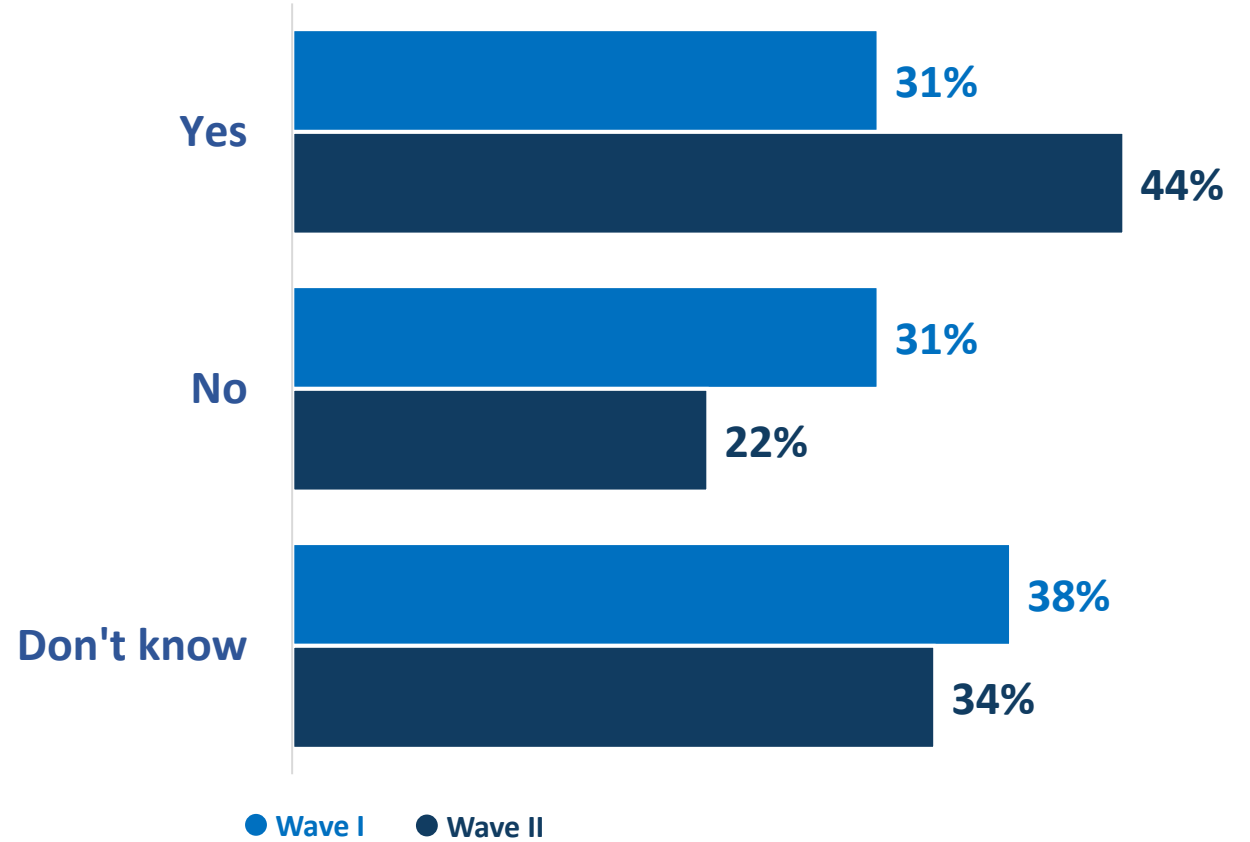


*If you lost your job, how long do you think you could support yourself or your household?
**Given your current income coming in, how long can you support yourself or your household?
***Without your income coming in, how long can you support yourself or your household?

Job Market Optimism

*Do you think you can find different work/job at similar pay if your job doesn't come back?**

Tampa Bay residents who have been temporarily furloughed or laid off/let go due to the COVID-19 situation are becoming **more optimistic** about their ability to find a different job at similar pay after COVID-19 has passed



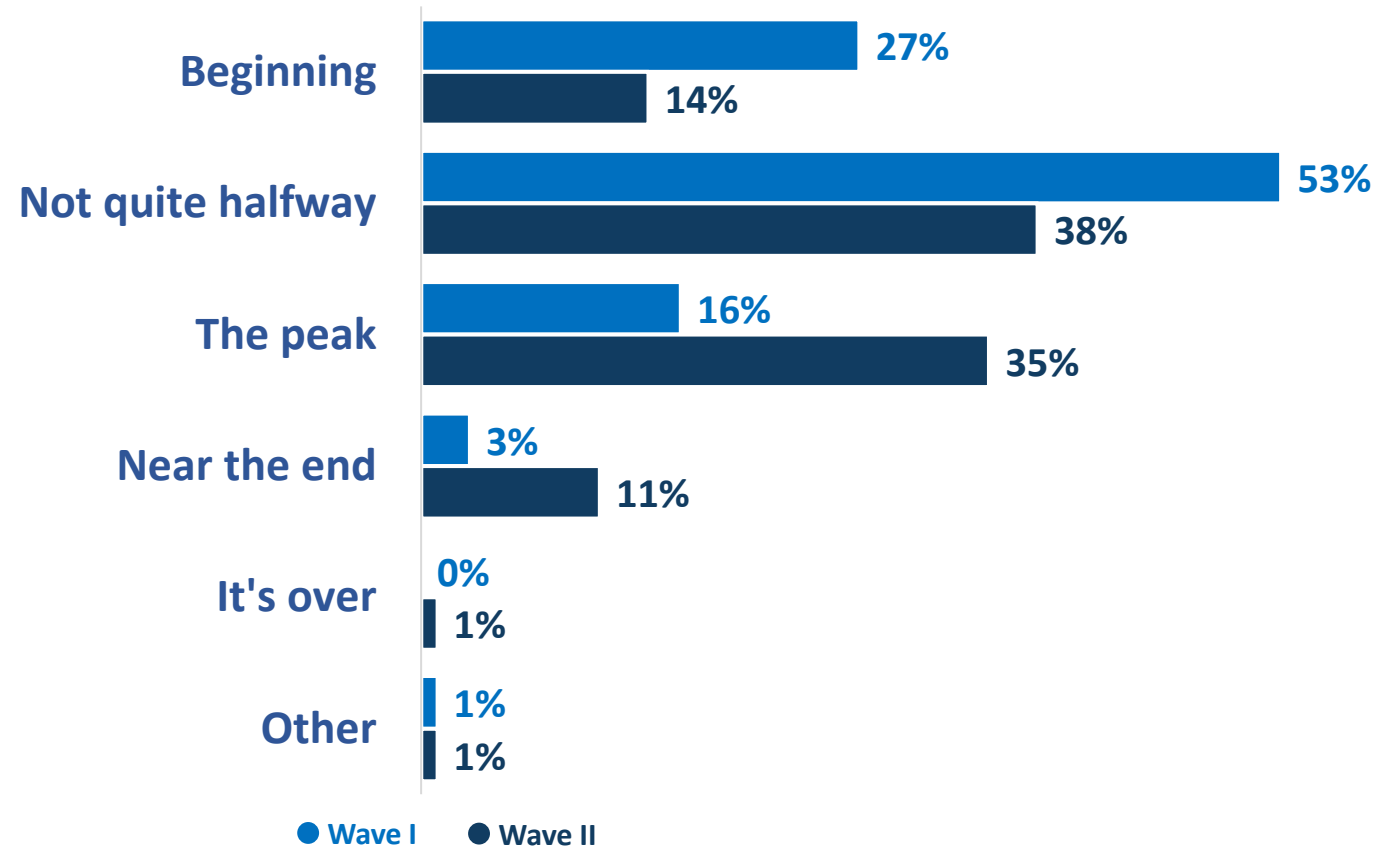
*Question posed to workers who have been furloughed/laid off due to the COVID-19 outbreak.

Outbreak Stages

What stage of the COVID-19 situation do you think your community is currently in?

In Wave 1, 80% of residents believed their community was in the beginning or not quite halfway through the COVID-19 situation vs. 52% in two weeks later in Wave 2

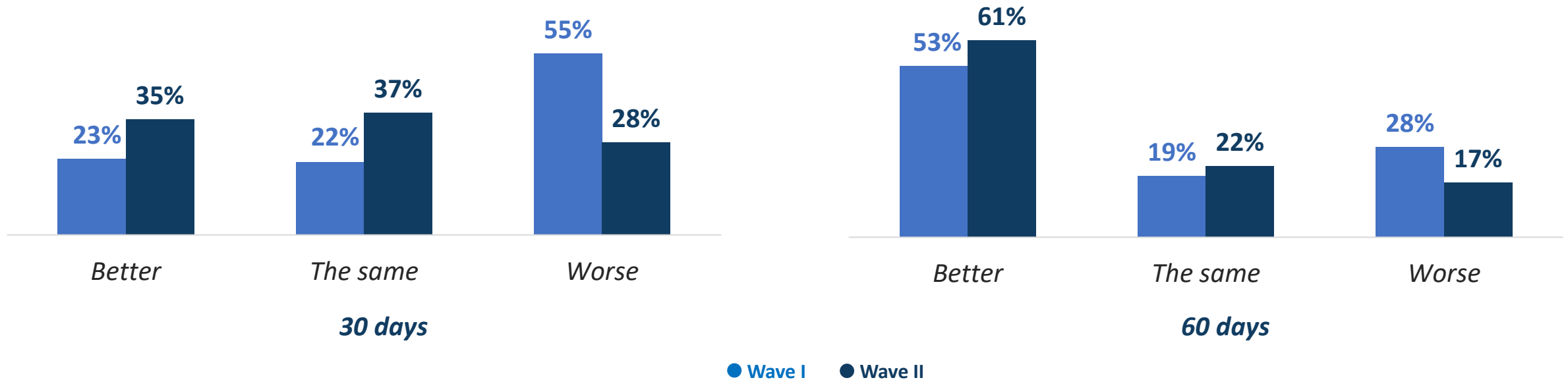
Tampa Bay residents still do not believe that the COVID-19 situation in their community is close to over, although more residents believe that the situation is at the peak or near the end



Outbreak Stages

As you look ahead, will things be better, worse or the same as they are today, in...

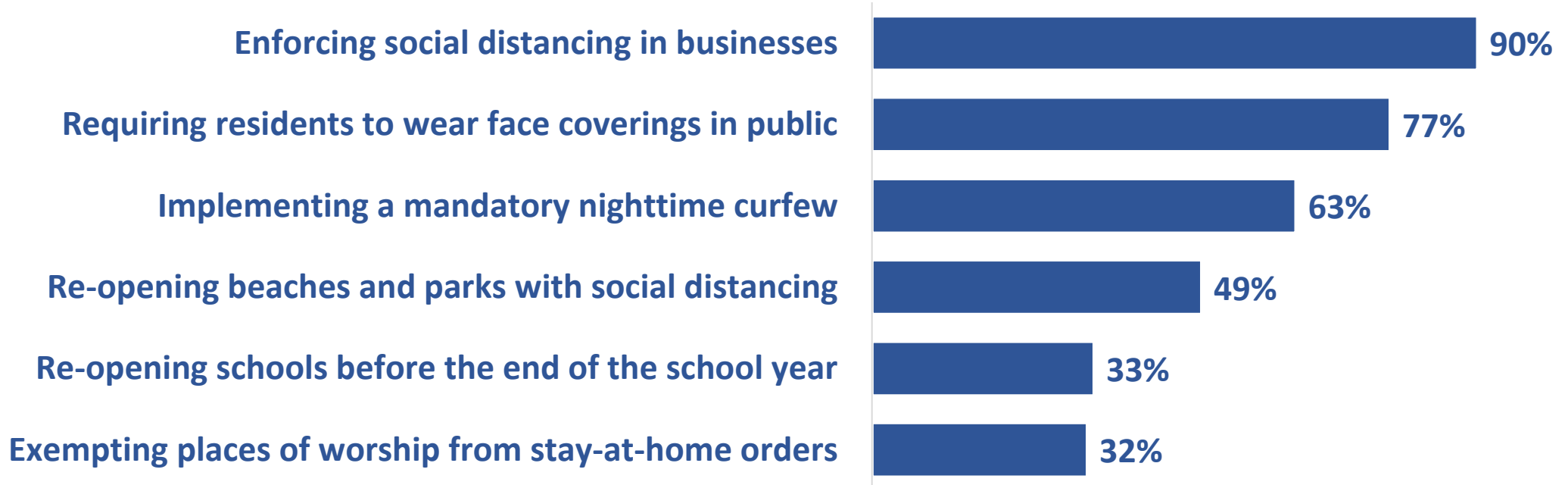
Residents believe that the COVID-19 situation in their community will **get better** in the next 30 or 60 days compared to two weeks ago



Resident Support for Virus Mitigation Policies

*To what extent do you support the following policies to address the COVID-19 situation?**

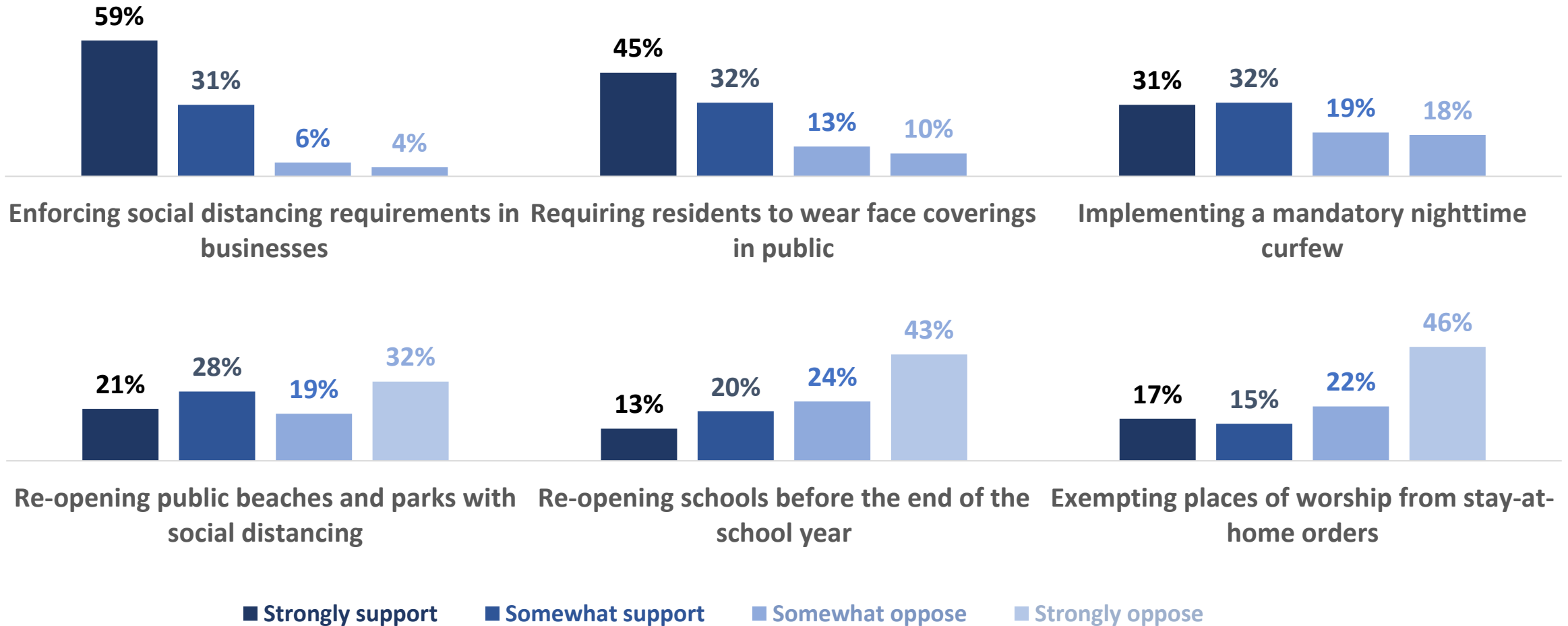
Residents are widely supportive of **social distancing measures** or instituting further restrictions, while support for providing exceptions or reducing these measures is lower



*Strongly support + somewhat support.

Support & Opposition for Mitigation Policies

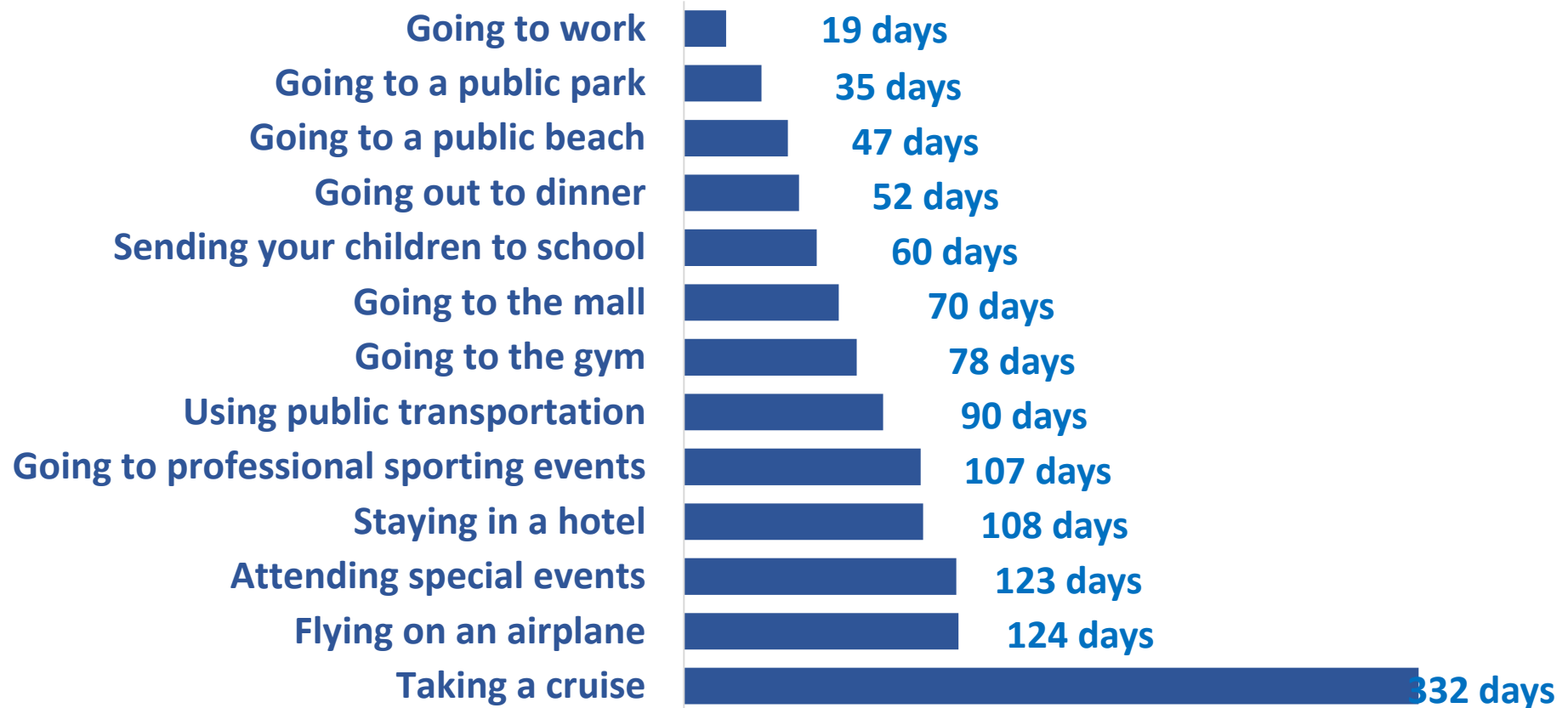
To what extent do you support or oppose the following policies to address the COVID-19 situation?



Timeline for Returning to Normal Activities

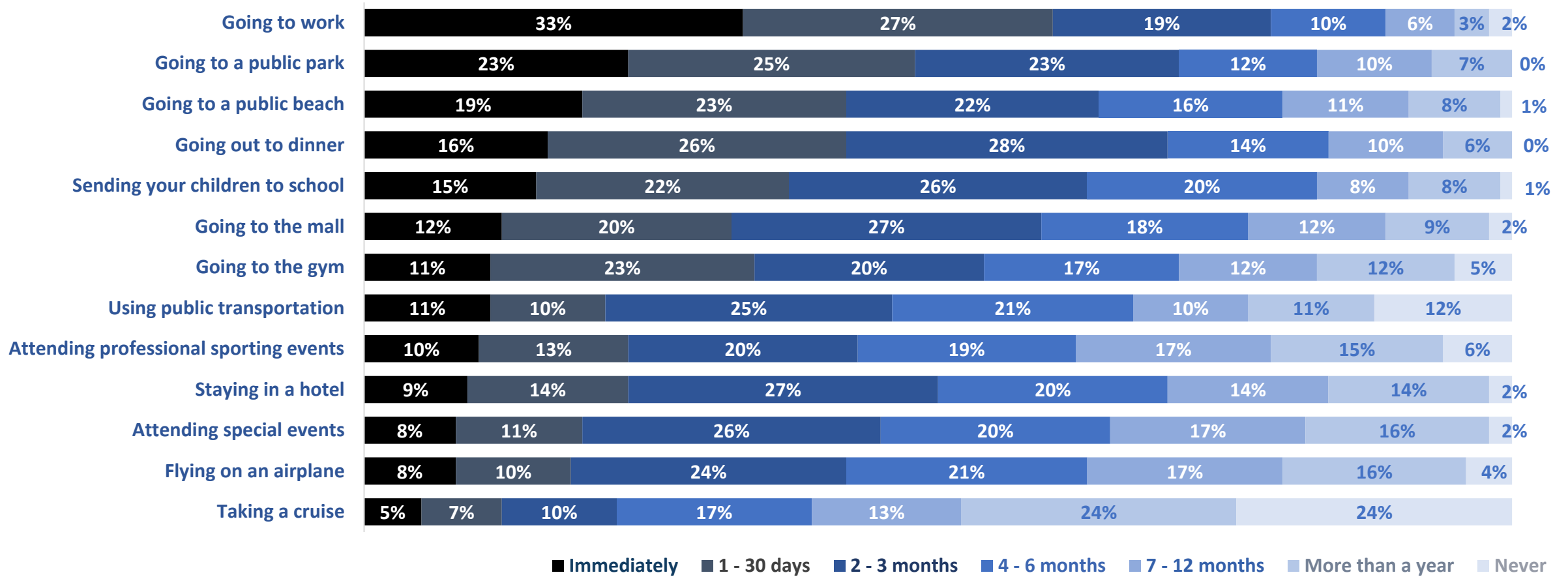
Looking ahead to the date at which the government removes stay-at-home restrictions, how quickly would you feel comfortable returning to the following activities?

Median Days before Comfortable Return



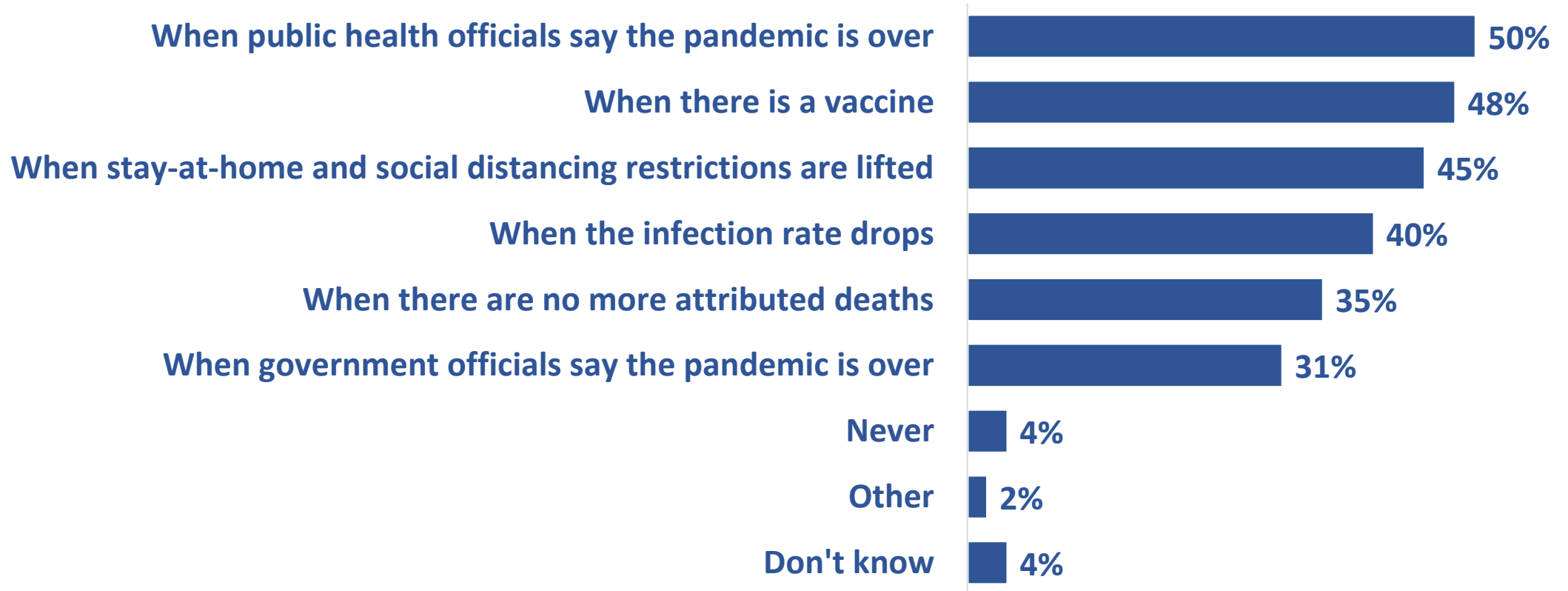
Comfort in Returning to Normal Activities

Looking ahead to the date at which the government removes stay-at-home restrictions, how quickly would you feel comfortable returning to the following activities?



Indicators for Safety in Normal Activities

*When will you feel safe returning to all normal activities?**



*Multiple responses permitted.



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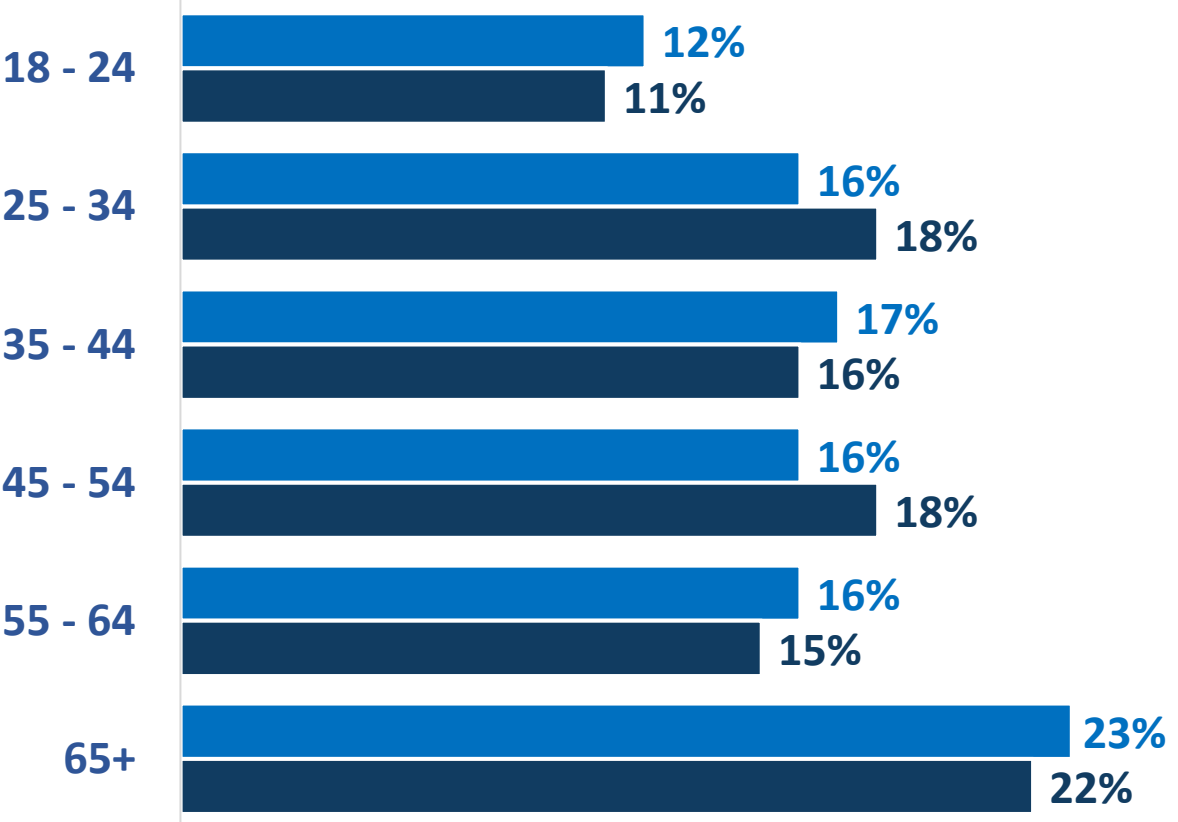
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Resident Age

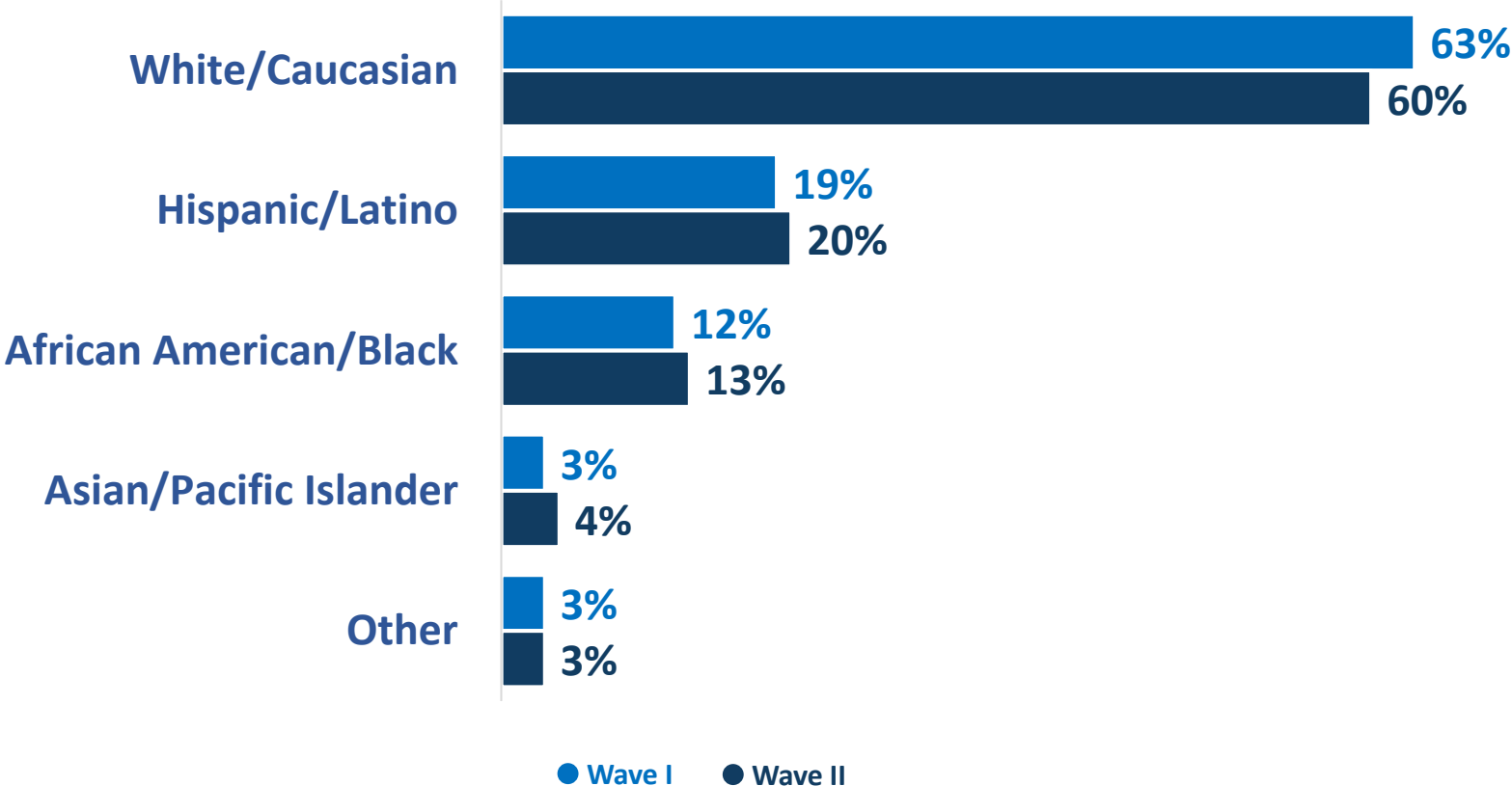


Wave I Median: 48

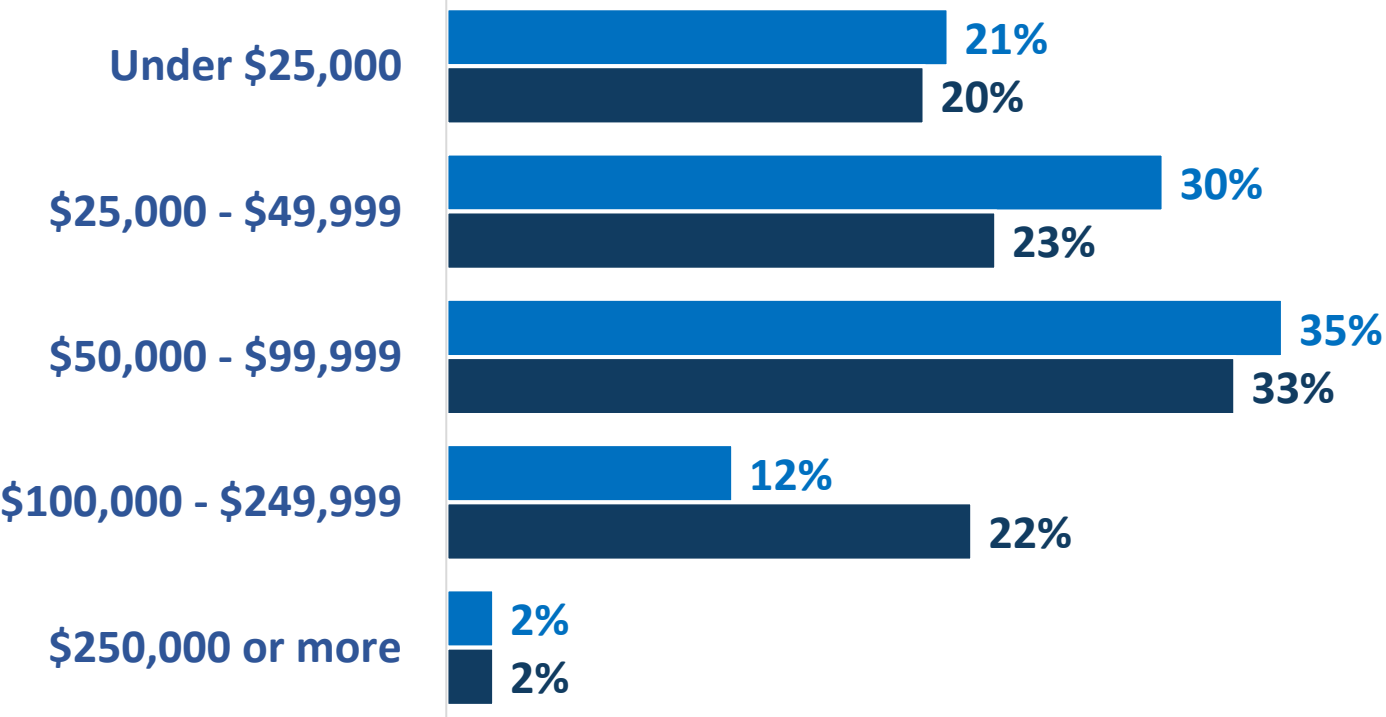
Wave II Median: 48

● Wave I ● Wave II

Resident Race/Ethnicity



Resident Household Income

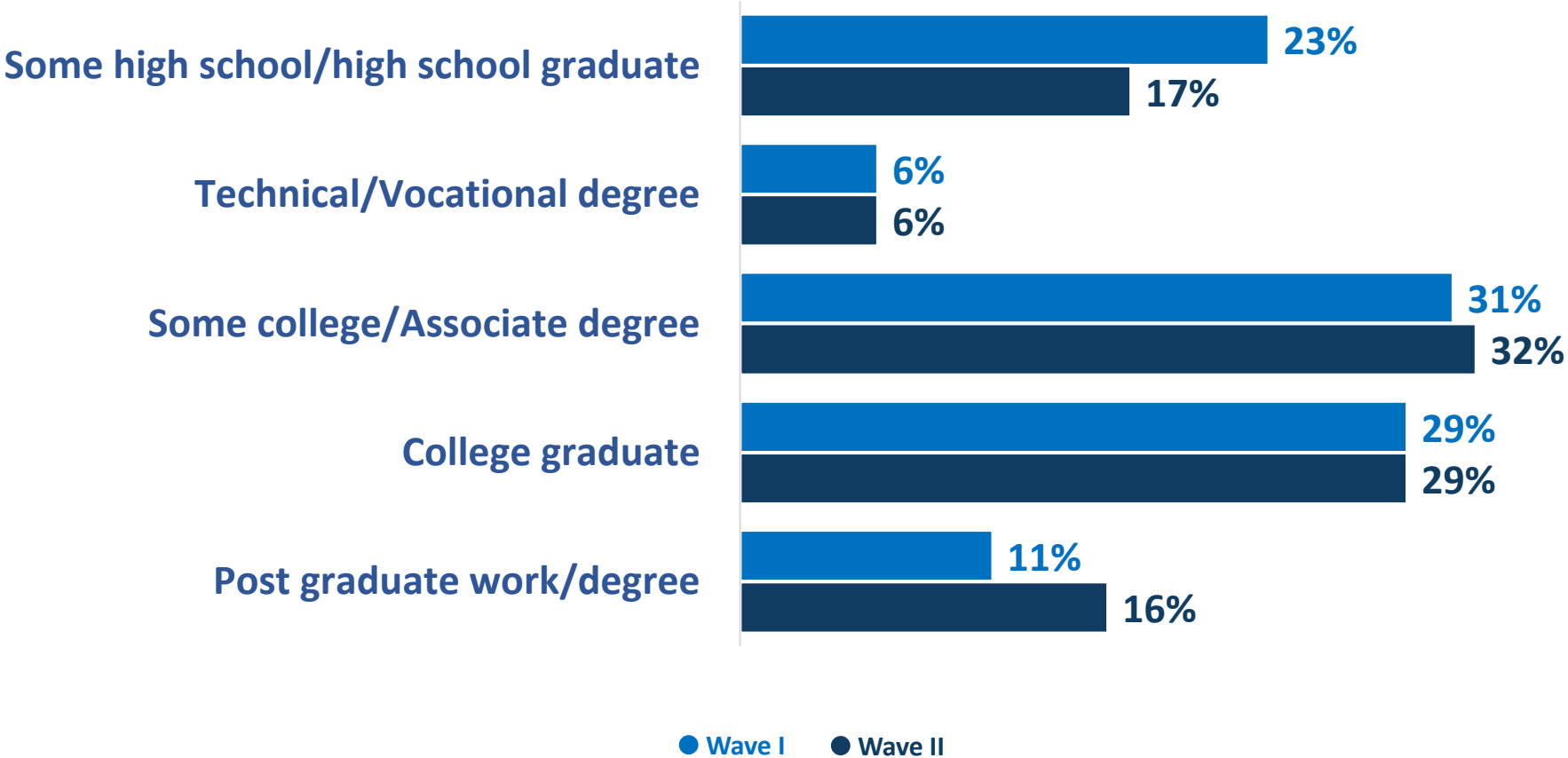


Wave I Median: \$49,200

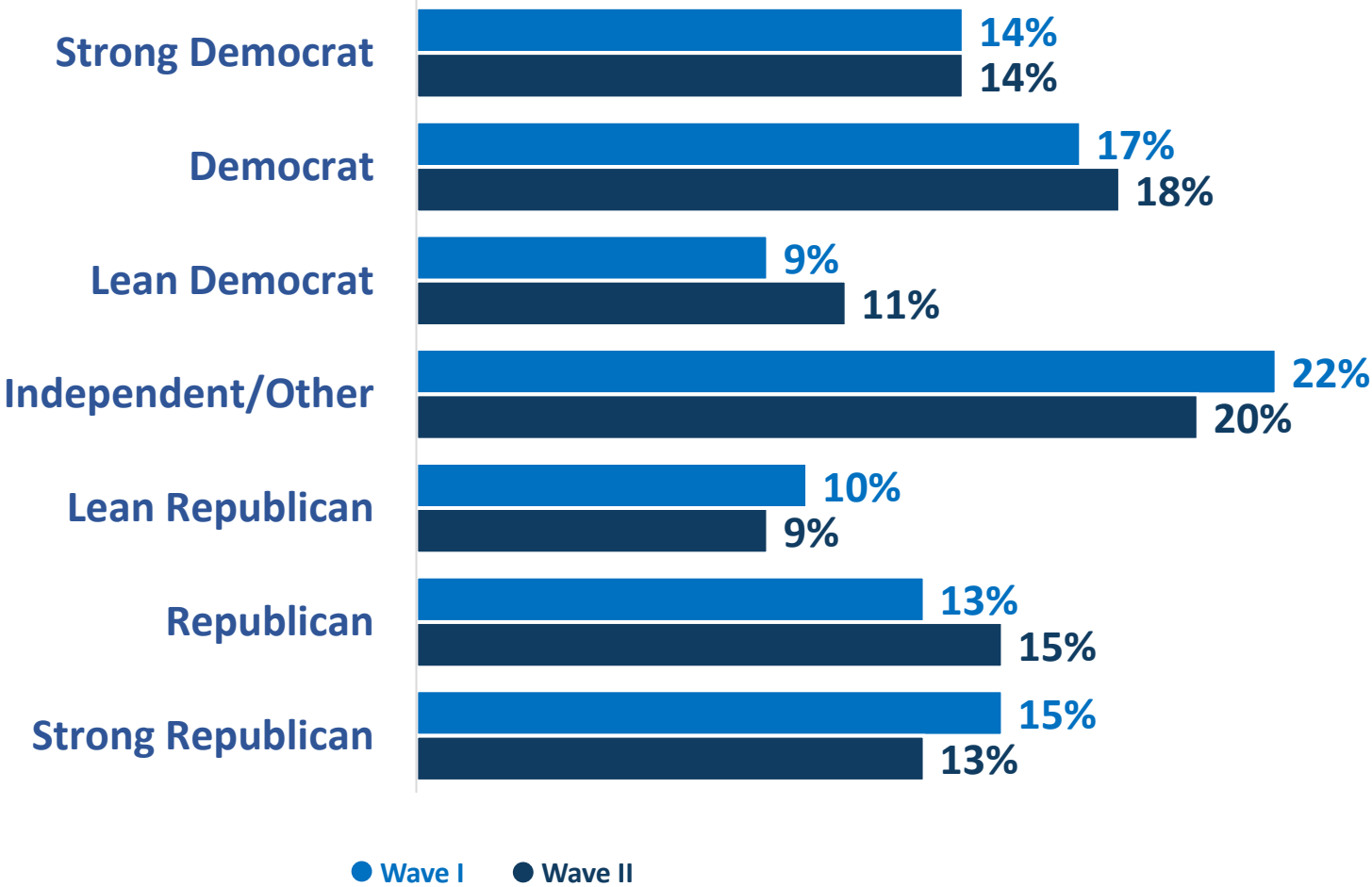
Wave II Median: \$60,600

● Wave I ● Wave II

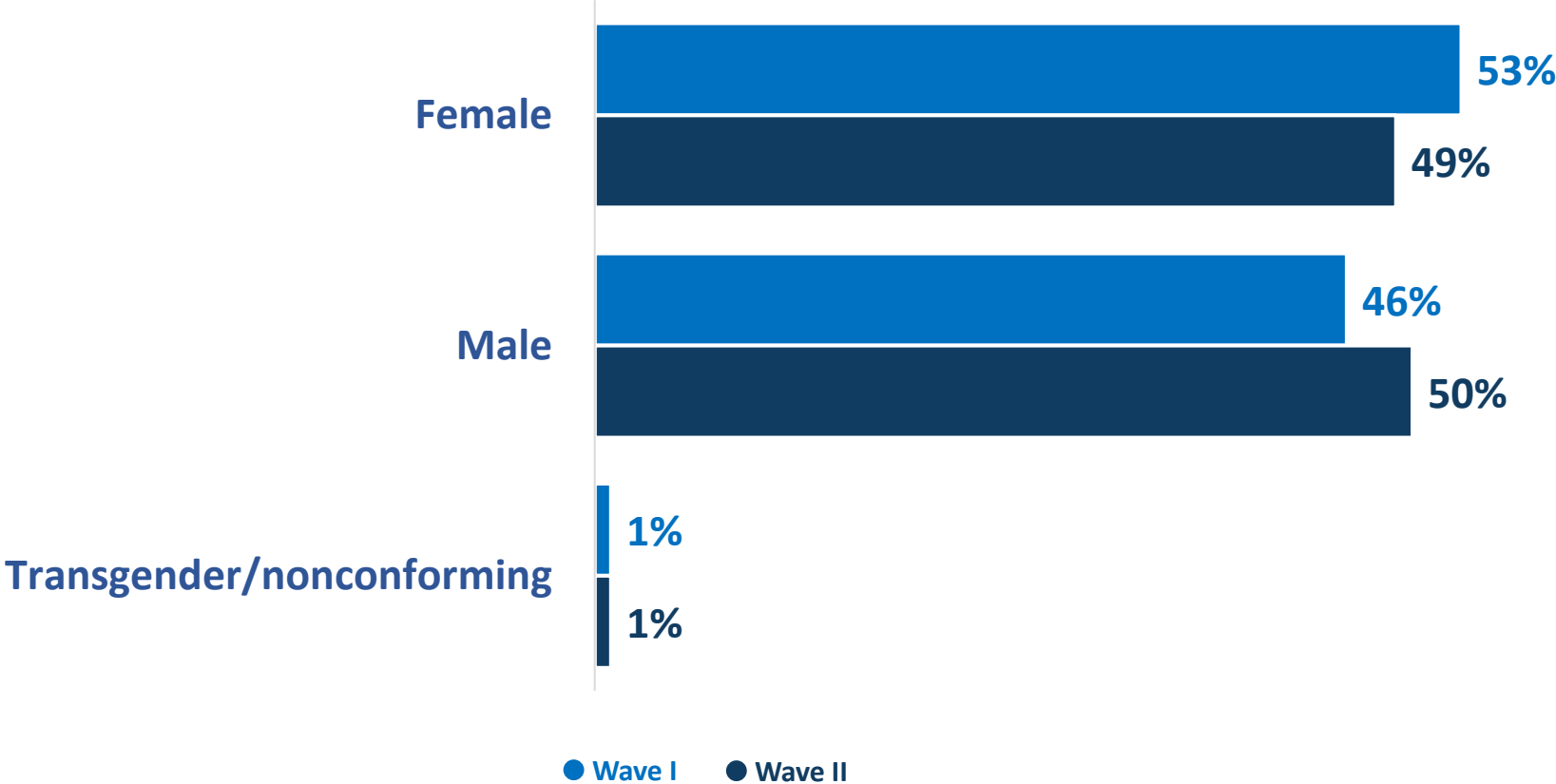
Resident Educational Attainment



Resident Political Affiliation



Resident Gender



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