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Floridians identify deterrents to in-migration into their community; react to growth and development, officials' leadership and performance

By Susan A. MacManus, *Project director*

The basic building blocks of a state's quality of life are its local communities.

The 2017 Sunshine State Survey asked respondents to judge the current livability of their own neighborhood, specifically what would deter someone from moving in, and to project how life will be there five years from now. **The biggest deterrents to in-migration are traffic congestion, housing costs (buying and renting), lack of public transportation, and unavailability of affordable long-term health care.** Despite these shortcomings, **a larger share of Floridians predict life will be better rather than worse in their own neighborhood five years from now.**

Given the widespread acknowledgement of growth-related problems, attitudes toward the imposition of more growth management regulations are somewhat surprising. While considerably more Floridians see an increase in more regulations as heading in the *right* than in the wrong direction (40% vs. 12%), a sizable portion has no opinion on the issue.

Local leaders and local governments get better grades on their "report cards" than either state or federal officials. Specifically, **Floridians most trust local leaders (government, business, nonprofit) to do what's right for Florida.** Similarly, **local governments get higher marks for serving the public than state or federal institutions.** The bottom line? Floridians rate "government at the grassroots level" as more trustworthy and responsive, although overall ratings dipped for governments at all levels, except the state, in 2017.

Local communities: What most deters people from moving into a neighborhood?

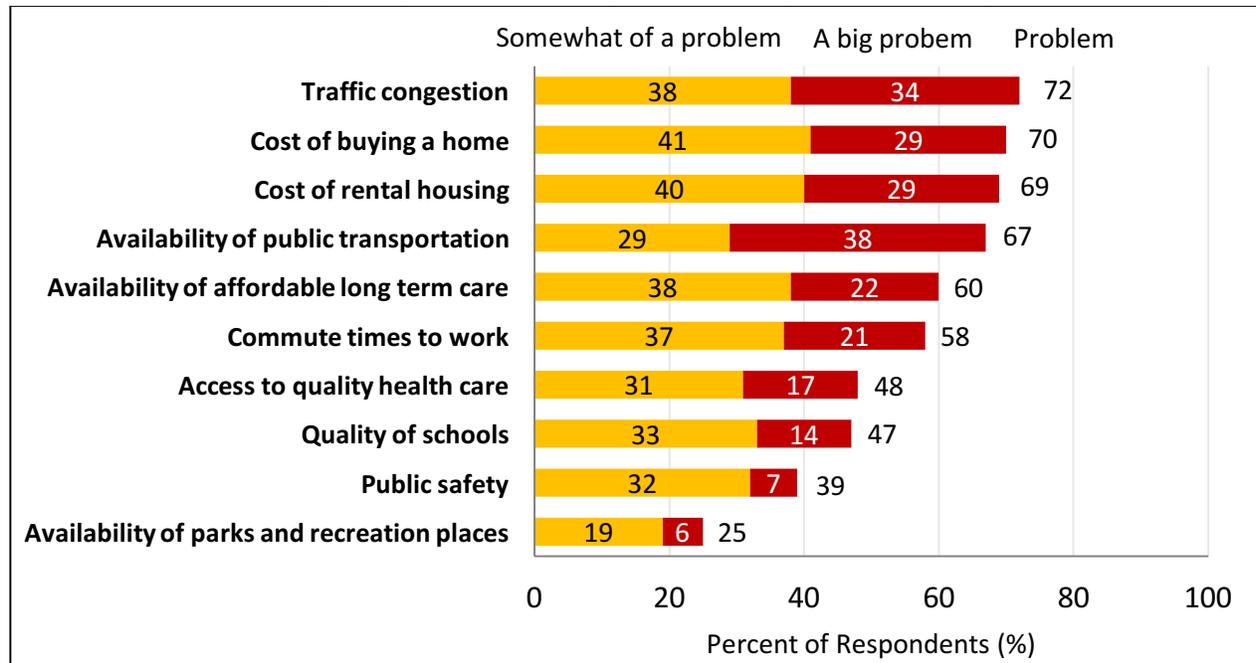
A considerable amount of attention of late has been given to local labor force adequacies. Consequently, this year's survey respondents were presented with this question series:

"Some community leaders are worried about having enough people to live and fill job openings in their communities. If someone you knew was considering a move, would

any of the following keep them from choosing to move to *your* community? Would ___ be a big problem, somewhat of a problem, or not a problem?”

Respondents were asked to rate 10 possible deterrents to in-migration. Traffic congestion ranked as the top deterrent; availability of parks and recreation spaces, the lowest.

Traffic, housing costs, and public transportation are most frequently mentioned as problems for potential in-migrants



Question wording: “Some community leaders are worried about having enough people to live and fill job openings in their communities. If someone you knew was considering a move, would any of the following keep them from choosing to move to *your* community? Would ___ be a big problem, somewhat of a problem, or not a problem?”

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

Traffic congestion. Nearly three-quarters of Floridians are feeling the pain of traffic congestion: **72% feel that traffic jams are “somewhat of a problem” or worse, with over a third (34%) saying that congestion is “a big problem.”** There is some indication that the problem is getting worse¹ as the economy improves and more people move to Florida. Those most likely to identify congestion as a big deterrent to in-migration are unemployed workers (40%), full-time workers (39%), persons of prime working age— ages 35 to 54 (40%), Hispanics (40%), and those with higher household incomes, who are more likely to live in suburbs (41%).

¹ Last year’s Sunshine State Survey: 64% of Floridians rated traffic flow in their community as either “fair” or “poor.”

Regionally, residents of the Miami/Ft. Lauderdale (51%) and Tampa Bay (41%) areas are twice or more likely than those living in Palm Beach (21%) and North Florida (18%) to identify traffic congestion in their community as “a big problem.” These concerns coincide with the results of other studies showing heavy levels of congestion in both Miami and Tampa.²

Cost of buying a home. Seven-in-ten Floridians say that the cost of buying a home would be a problem for someone considering moving into their community. These concerns track with rising home prices in the state—up 30% across most markets, according to some estimates.³

Younger Floridians are more likely than older Floridians to say that the cost of buying a home would be a problem for someone considering moving to their community: 76% of those ages 18 to 34, compared with 62% of those ages 80 and older. Many young Floridians have considerable student loan debt, making it harder to save enough money for a down payment. Considerably more are living at home and attitudes about home ownership are changing as well.

Three-fourths of black (75%) and Hispanic (77%) respondents say that the cost of buying a home is a deterrent to potential newcomers, compared with 65% of whites. One reason may be the racial wealth gap: nationally, middle-class white households have about four times the wealth of middle-class black households, and three times as much wealth as middle-class Hispanic households,⁴ making it more difficult to make a down-payment on a home mortgage.

Those living in a household earning \$75,000 or more are more likely to say that the cost of buying a house would be a problem for someone considering a move to their community (74%), perhaps because of a greater awareness of the costs of homeownership (as they are more likely to own a home) or the escalation in property values in their neighborhood.

Regionally, home purchase prices are viewed as the biggest in-migration deterrent by residents of Miami/Ft. Lauderdale (87%), followed by Palm Beach (79%). This pattern is consistent with other data: Florida’s southernmost regions (Miami/Ft. Lauderdale, Naples, and Palm Beach) tend to have more expensive real estate prices, with prices being somewhat lower in the I-4 Corridor

²A Texas A & M University (2014 data) found that each Miami commuter spent an extra 52 hours on the road in 2014 due to traffic delays, tying the city at 12th in the nation for congestion alongside Atlanta and Detroit.² Because of these lost hours, each Miami commuter wasted 24 gallons of fuel and \$1,169 of productivity--a hefty price tag for the city’s low-income people. Similar results were found in Tampa and Orlando, with commuters in each city losing nearly two full days of time to traffic congestion. Because of traffic delays in these three cities, the state of Florida faced a total of over \$7 billion in lost productivity. Schrank, D. et al. (2015). 2015 urban mobility scorecard. *Texas A&M Transportation Institute & INRIX, Inc.* Retrieved from: <https://static.tti.tamu.edu/tti.tamu.edu/documents/mobility-scorecard-2015.pdf>

³ Winzer, I. (2017). “How to make Florida’s home prices work in your favor.” *Forbes*. Retrieved from: <https://www.forbes.com/sites/ingowinzer/2017/03/28/how-to-make-floridas-volatile-home-prices-work-in-your-favor/#1270f74920ad>

⁴ Kochhar, R., Cilluffo, A. (2017). “How wealth inequality has changed in the U.S. since the Great Recession, by race, ethnicity and income.” *Pew Research Center*. Retrieved from: <http://www.pewresearch.org/fact-tank/2017/11/01/how-wealth-inequality-has-changed-in-the-u-s-since-the-great-recession-by-race-ethnicity-and-income/>

(Tampa Bay, Orlando) and even cheaper in North Florida. Also, the southern counties are more “built out,” while cities in central and northern Florida have outlying suburban and rural counties that offer opportunities for new home construction.

Rental housing costs. About 70% of Floridians identify the cost of rental housing as a possible deterrent to potential residents of their community—29% say it is a big problem, while another 40% say it is somewhat of a problem. With population steadily growing in the state and more upper-income residents choosing to rent rather than buy, the demand for rental housing is outstripping availability, and new developments are increasingly tailored to high-end customers. Both trends drive up prices. With rents rising most in Florida’s largest and most diverse cities, residents from racial and ethnic minorities and younger Floridians are hit hardest. Thus, it is not surprising that rental housing costs are identified as an in-migration deterrent by a larger share of Hispanics (83%), those ages 18 to 34 (73%), and women (74%)—each lower wage earners, on average.

Regionally, higher shares of the residents of Miami/Ft. Lauderdale (47%), Naples (47%), and Palm Beach (41%) cite the cost of rental housing as a major (“big”) factor deterring new residents. Over 75% of people in all three regions (high rent areas⁵) say that rents are a problem overall. Miami-Dade County has the most cost-burdened renters of any area in the U.S.⁶

Availability of public transportation. Overall, two-thirds (67%)⁷ say that the availability of public transportation would be a problem for people considering moving into their community; 38% see it as a “big” problem—a higher share than for any other issue examined.⁸ More women (40%), Hispanics (42%), those not in the work force (47%), those with a household income of less than \$35,000 (41%), older Floridians ages 55 to 64 (42%) and 65 to 79 (40%)⁹, and college graduates (41%) point to the lack of public transportation as a reason to deter future residents from moving in to the community. Except for college graduates, the other demographic groups

⁵ Fletcher, J. (2016). Report: Rents rising faster in SW Florida than in nation. *Naples Daily News*. Retrieved from: <http://archive.naplesnews.com/business/real-estate/report-rents-rising-faster-in-sw-florida-than-in-nation-31e1e942-0188-2c3f-e053-0100007fe190-377861471.html/>

⁵ Chan, S., Jush, G.K. (2017). 2017 National rental housing landscape: Renting in the nation’s largest metros. Pages 9-10. Retrieved from: http://furmancenter.org/files/NYUFurmanCenter_2017_National_Rental_Housing_Landscape_04OCT2017.pdf

⁶ Study by online marketplace Apartment List reported in Rene Rodriguez, “Miami is the Worst City in the U.S. For Renters, Study Says,” *Miami Herald*, November 9, 2017; accessed November 9, 2017.

⁷ These results square with last year’s responses, where 65% of Floridians gave the state either a “fair” or “poor” rating on the adequacy of public transportation

⁸ Effective public transportation is harder to achieve in lower-density states like Florida, where mass transit must reach a wider area to serve a reasonable number of customers. The problem is two-fold: a larger grid is more expensive to maintain, and with customers more spread out, it’s difficult to make up the difference with fares.

⁹ Among Millennials, 39% say the availability of public transportation is “not a problem” compared to 29% for the state overall. Many Millennials are in college, where on-campus resources make mobility less necessary. More of them are living at home compared to previous generations, for longer stretches of time, are less likely to work, and more capable of relying on their parents for transportation. They are also more likely to take advantage of ride-sharing services like Uber and Lyft, providing new methods of transportation in the absence of cars and public transit.

have larger shares of low income and/or disabled persons, less likely to drive and more likely to rely on public transit to get around.

Regionally, there are no significant differences in responses to this question.

Availability of affordable long-term health care. Sixty percent of Floridians say that the availability of affordable long-term care would be a problem for someone considering a move into their community—either a “big” (22%) or “somewhat” of a problem (38%). Among those most likely to say that long-term care affordability is “a big problem” are Baby Boomers (30%) and lower-income Floridians (30%). Boomers are more attentive to the costs of long-term care,¹⁰ while those with low incomes worry that neither they nor others in similar circumstances could afford long-term care in their community.¹¹

Regionally, consistent with other regional analyses, the availability of affordable long-term care is most cited as a “big” deterrent to in-migrants in the Naples (36%) and Miami/Ft. Lauderdale (27%) regions.

Commute time to work. A majority of Floridians (58%) say that commute times to work would be either a “big” problem (21%) or “somewhat” of a problem (37%).¹² Those who are most likely to identify commute times as a “big” problem are Hispanics (27%), those ages 35 to 64, full-time workers (25%), those with a household income of at least \$35,000 but less than \$75,000 (26%), and college graduates (25%). One explanation for the higher-than-average mentions by Hispanics is their much higher concentration in heavily-congested large urban areas, like southeast Florida. Citation by working age, full-time employed, college graduates, and middle-income residents are the ones most likely to have daily routines that involve rush-hour travel.

Regionally, 70% of residents of the Miami/Ft. Lauderdale area say that commute times to work would be a “big” or “somewhat” of a problem for someone considering moving into their community. Relatively higher shares of residents of the I-4 regions of Tampa Bay (62%) and

¹⁰ See Release 1, 2017 Sunshine State Survey. sunshinestatesurvey.org/

¹¹ Long-term care costs vary depending on the type and location of a facility. A study by insurance company Genworth (2015 data) show long-term care services in Florida cost anywhere from \$15,000 to \$110,000 per year depending on the type of service and the location of delivery. Genworth 2015 cost of care survey Florida: state-specific data. Retrieved from: https://www.genworth.com/dam/Americas/US/PDFs/Consumer/corporate/cost-of-care/118928FL_040115_gnw.pdf.

¹² As of 2016, Florida ranks 11th in the United States for average commute times.

U.S. Census Bureau. (2016). American community survey, ranking tables: mean travel time to work of workers 16 years and over who did not work at home (minutes). Retrieved from: <https://www.census.gov/acs/www/data/data-tables-and-tools/ranking-tables/>. A major reason for Florida’s commute times has to do with population density patterns. In highly-populated areas, many people live too far from their work to walk or bike and where public transit is either unavailable or unreliable. With so many cars on the road, traffic slows down, bottlenecks appear at major roads and intersections, and commute times get longer. Population growth on the outer rings of a metropolitan area further contribute to the long-commute problem.

Orlando (56%) agree.¹³ All three areas are major metropolitan regions and these results are similar to findings for traffic congestion (see above).

Access to quality health care. Floridians are split over whether access to quality health care would be a problem for someone considering a move into their community. **Nearly equal shares say that access to quality health care would not be a problem (49%) as say that it would be a problem (48%)—“somewhat of a problem” (31%), a “big problem” (17%).** Majorities of Millennials (57%), blacks (61%), Hispanics (54%), part-time workers (53%), the unemployed (62%) or not working (58%), and lower-income (56%) Floridians say that healthcare access poses either “a big problem” or “somewhat of a problem” to potential newcomers. These gaps in opinion follow health insurance trends: 13% of Floridians are uninsured¹⁴, and the uninsured are disproportionately young,¹⁵ poor, and non-white.¹⁶ Floridians, especially in these groups, are more likely to work in low-skill service jobs, and many of their employers either do not offer health insurance or offer plans that are unaffordable for low-income people.

Regionally, residents of the Naples (28%) and Miami/Ft. Lauderdale (22%) areas are the most like to identify access to quality health care as a “big” deterrent to potential in-migrants. These are high cost areas, with large income disparities among residents and sizable dependent populations (young and old).

Quality of schools. It is a well-known fact that many people (and businesses) choose where to locate based on the quality of local schools. This explains why those with a child in school are less likely to label school quality a deterrent to moving to the community than those without (51% vs. 46%). So, too are wealthier individuals, who can better afford to choose locations with good schools than those with household incomes of \$35,000-\$74,999 (52% vs. 41%).

Regionally, Palm Beach area residents are most likely to say that the quality of schools would be a problem for someone considering moving into the community (54%)¹⁷, while the same share of Orlando-area residents (54%) say that the quality of schools would not be a problem.

¹³ These rankings are generally consistent with commute time data reported by U.S. Census American Community Survey: average commute times were 32.6 minutes for Miami and 28.9 minutes for Broward; 27.2 minutes for Tampa; and 28.7 minutes for Orlando. Concern was lowest in Palm Beach (55%), where average commute times in the West Palm metro area were 25 minutes.

¹⁴ Enroll America. (2016). All counties in Florida: uninsured rates by major demographic group. Retrieved from: https://s3.amazonaws.com/assets.enrollamerica.org/wp-content/uploads/2016/11/11170446/FLCountyData_2016.pdf

¹⁵ Collins, S. R. et al. (2016). Who are the remaining uninsured and why haven't they signed up for coverage? *The Commonwealth Fund*. Retrieved from: <http://www.commonwealthfund.org/publications/issue-briefs/2016/aug/who-are-the-remaining-uninsured>

¹⁶ Kaiser Family Foundation. (2017). Key facts about the uninsured population. Retrieved from: <https://www.kff.org/uninsured/fact-sheet/key-facts-about-the-uninsured-population/>

¹⁷ Palm Beach County schools received a lot of negative publicity just prior to the survey being conducted. Administrator-teacher conflicts were at the center of controversy in an affluent area. See Andrew Marra, “This A-rated School is Palm Beach County’s Most Unhappy Campus,” Extra Credit, Palm Beach Post Blog, August 7, 2017;

Public safety. A majority of Floridians do not see public safety problems as keeping someone from moving in to their community, but 39% do (7% view it as a “big problem” and 32% as “somewhat of a problem.”) Even crime rate data send mixed signals. While both property¹⁸ and violent¹⁹ crime rates have halved in the state since 1996, both rates are still substantially higher than the national average.²⁰ Black (49%), Hispanic (50%), and low-income (47%) Floridians are most concerned about public safety. Minority Floridians are more likely to live in urban areas, where the number and rate of crimes tends to be higher, while low-income people tend to live in poorer communities, also with generally higher levels of crime.

Regionally, residents of the Miami/Ft. Lauderdale area (48%) are most likely to say that public safety would deter someone from moving to their community, while residents of North Florida are least likely to say this (31%). Crime rates are substantially different in these two areas of the state, as are their demographics.

Availability of public parks and recreation spaces. Few say that the availability of parks and recreation places would be a “big” problem (6%) or “somewhat” of a problem (19%) affecting a potential in-migrant’s decision.²¹ A larger share of women (29%) and lower-income persons—household income below \$35,000 (30%) cite the availability of parks and recreation spaces as a negative in their community. Women (mothers) are generally more aware of the location and condition of the parks around them. And previous research has found that poorer persons tend to live a greater distance from green spaces.²² There are no significant regional differences in responses.

<http://extracredit.blog.mypalmbeachpost.com/category/uncategorized/>. Ongoing battles regarding charter schools also made the news.

¹⁸ Florida Department of Law Enforcement (2017). Property crime. Retrieved from: <http://www.fdle.state.fl.us/cms/FSAC/Crime-Trends/Property-Crime.aspx>

¹⁹ Florida Department of Law Enforcement (2017). Violent crime. Retrieved from: <http://www.fdle.state.fl.us/cms/FSAC/Crime-Trends/Violent-Crime.aspx>

²⁰ Gramlich, J. (2017). 5 facts about crime in the U.S. *Pew Research Center*. Retrieved from: <http://www.pewresearch.org/fact-tank/2017/02/21/5-facts-about-crime-in-the-u-s/>

²¹ These findings follow common knowledge about the Sunshine State: that Floridians care about the state’s natural wealth, see green spaces as a key amenity in attracting tourists and new residents, and have worked to preserve, create, and maintain them on the state and local level.

²² Wen, M. et al. (2013). “Spatial disparities in the distribution of parks and green spaces in the USA,” *Annals of Behavioral Medicine*, 45, 18-27. doi: [10.1007/s12160-012-9426-x](https://doi.org/10.1007/s12160-012-9426-x) These findings could result from smaller budgets in lower-income cities, as well as issues of land use, property values, public safety, and worries of disorderly conduct such as panhandling, littering, and illegal dumping. Transportation may also be an access issue, where lower-income residents lack the means to get to public parks.

Stricter growth management regulations—right or wrong direction? Little consensus

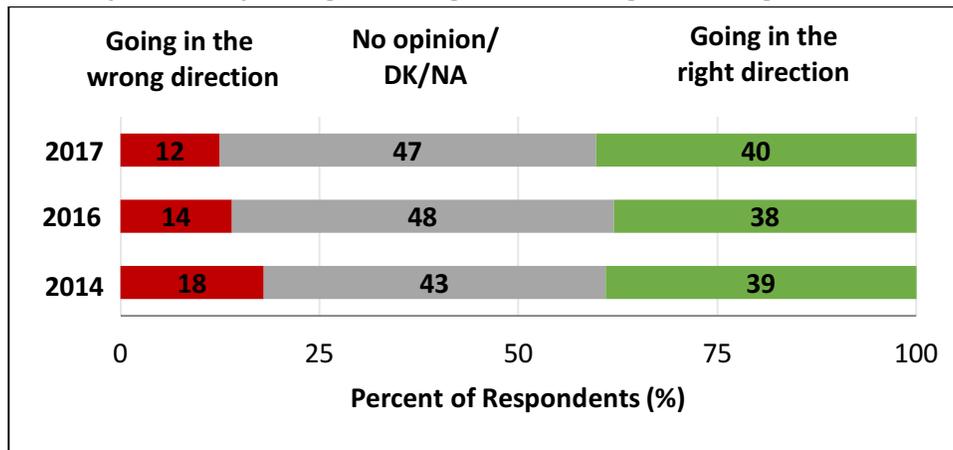
About half of Floridians (47%) do not have an opinion on whether passing stricter growth management regulations would be going in the right or wrong direction. Still, more see passing stricter regulations as going in the *right* (40%) than the wrong direction (12%). The share saying passing stricter regulations is going in the **wrong direction has *fallen* from 18% in 2014 to 12% in 2017.**

Floridians most supportive of stricter growth management regulations are those ages 55 to 79 (48%), Hispanics (45%), whites (44%), college graduates (47%), and middle- and upper-income residents. Both college grads and older Floridians are more likely to be active in their communities, possibly making them more aware of urban planning issues in their neighborhoods.

The highest levels of “no opinion” are found among 18- to 34-year-olds (60%), African Americans (67%), non-college graduates (53-54%), and lower-income residents—household income under \$35,000 (55%), suggesting either ambivalence or knowledge gaps due to rootlessness and a lack of steady information on issues of local growth.

Regionally, Floridians living in Naples (54%), Orlando (46%), and Palm Beach (44%) are the most supportive of more growth management regulations. Tampa Bay residents were most likely to oppose the measure (18%), while more than half of North Florida residents had no opinion (58%) perhaps because of lower densities and a more conservative ideological disposition against state-imposed regulations. Concern may be higher in southwest Florida due to proximity to the Everglades, along with large numbers of suburban retirees. For Orlando area residents, stronger support for tougher regulations is driven by high growth in rural and suburban areas in addition to more heavily-urbanized areas. Tampa Bay residents’ greater distaste for imposing more growth management regulations may be driven by highly publicized efforts to develop its large cities and exurbs to make them more appealing to businesses and Millennials.

A relatively large share of Floridians consistently does not express an opinion on passing stricter growth management regulations



Question wording: “There are lots of issues facing Florida today. If the State of Florida were to pass stricter growth management regulations, would you say that was going in the right direction or the wrong direction, or do you have no opinion about it?”

Source: Annual USF-Nielsen Sunshine State Surveys.

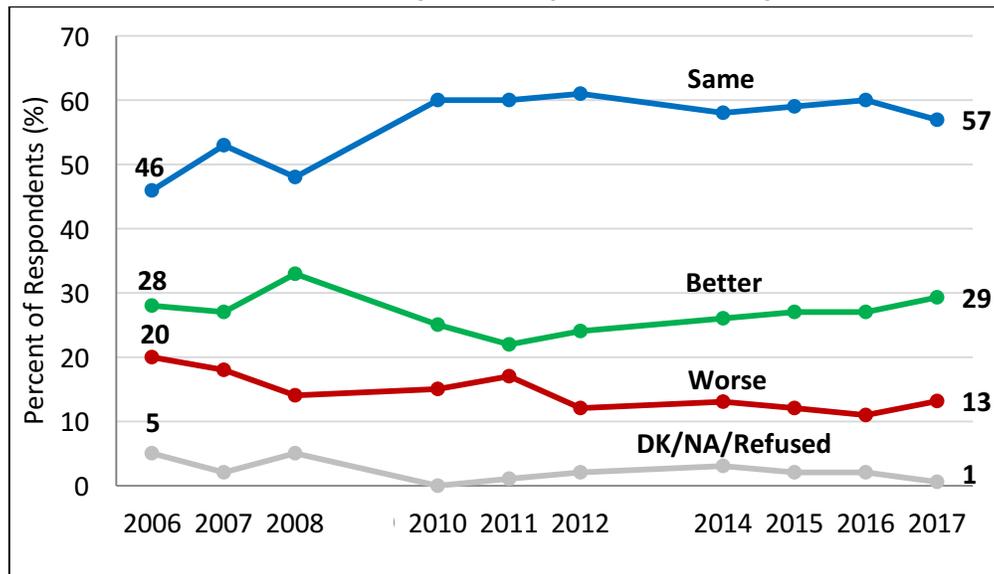
Quality of Life 5 years from now in own neighborhood: optimistic or pessimistic?

Most Floridians (57%) say that, as a place to live, their own neighborhood will be about the same in five years as it is today. Another 29% say that their own neighborhood will be a *better* place to live, while relatively few (13%) say they think it will be *worse*. Perhaps reflective of an improving economy, **optimism is on the rise. The share predicting that their own neighborhood will be a *better* place to live in five years versus today has increased (from 22% in 2011 to 29% in 2017); fewer are projecting things will be *worse* (from 17% in 2011 to 13% in 2017).**

Women are more optimistic than men about their neighborhood’s future (32% say “better” vs. 27%, respectively). So, too, are 18- to 34-year-olds (34%), part-time workers (38%), and the financially well-off—household incomes \$75,000+ (36%).

Regionally, the most optimistic about their neighborhood’s future are residents of Naples (37%), North Florida (35%), and Tampa Bay (32%). The most pessimistic are residents of Miami/Ft. Lauderdale, 22% of whom say their own neighborhood will be a *worse* place to live in five years.

Since 2011, more say they think their own neighborhood will be a better place to live in five years compared with today



Question wording: “Looking ahead to the next five years, do you think that your own neighborhood will become a better or worse place to live, or do you think it will stay about the same?”

Source: Annual USF-Nielsen Sunshine State Surveys.

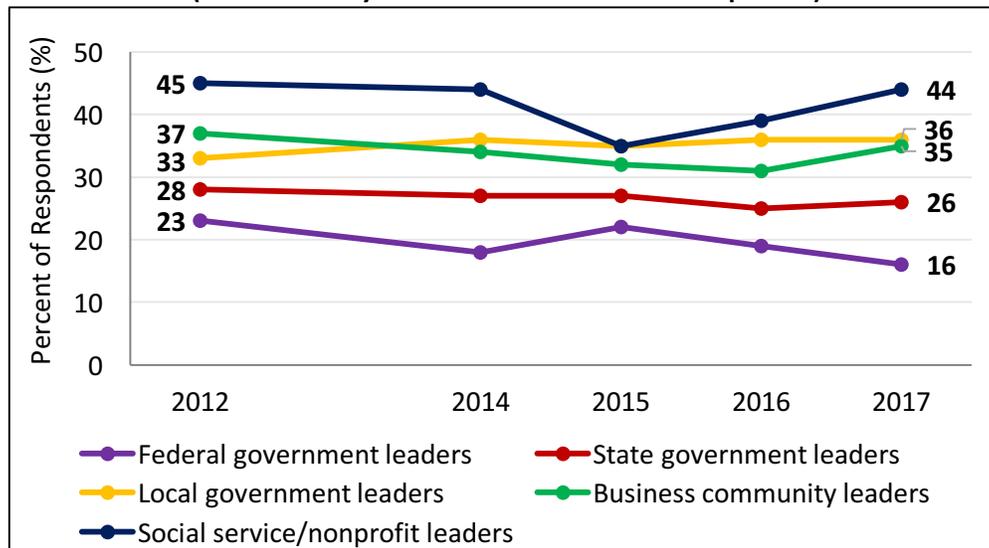
2017 USF-Nielsen Sunshine State Survey

Trust in Leaders to do what’s right for Florida: Locals Judged Most Trustworthy

The annual Sunshine State Surveys routinely ask respondents how much they trust leaders from different levels of government, the business community, and the nonprofit (social service) sector to do what is right for Floridians. ***Nonprofit, business, and local government leaders have consistently been rated higher than either state or federal government leaders. The biggest shift since last year’s survey has been an upswing in trust ratings of non-governmental (nonprofit and business community) leaders and a decline in federal government leaders’ trust ratings.***

Trust ratings most consistently vary by race/ethnicity, current employment status, household income, and education. Whites and Hispanics consistently express more trust in leaders than African Americans. Those with lower household incomes and less formal educational attainment are more likely to express trust in federal and state government leaders, while those with higher household incomes and a college degree are more likely to have trust in local government, business, and social services leaders.

**Social Service/Nonprofit Sector, Local Government, and Business Leaders
Rated More Trustworthy than State or Federal Government Leaders
("almost always" and "most of the time" responses)**



Question wording: "How much of the time do you think you can trust ___ to do what is right for Floridians? Would you say almost always, most of the time, some of the time or never?"

Source: Annual USF-Nielsen Sunshine State Surveys.

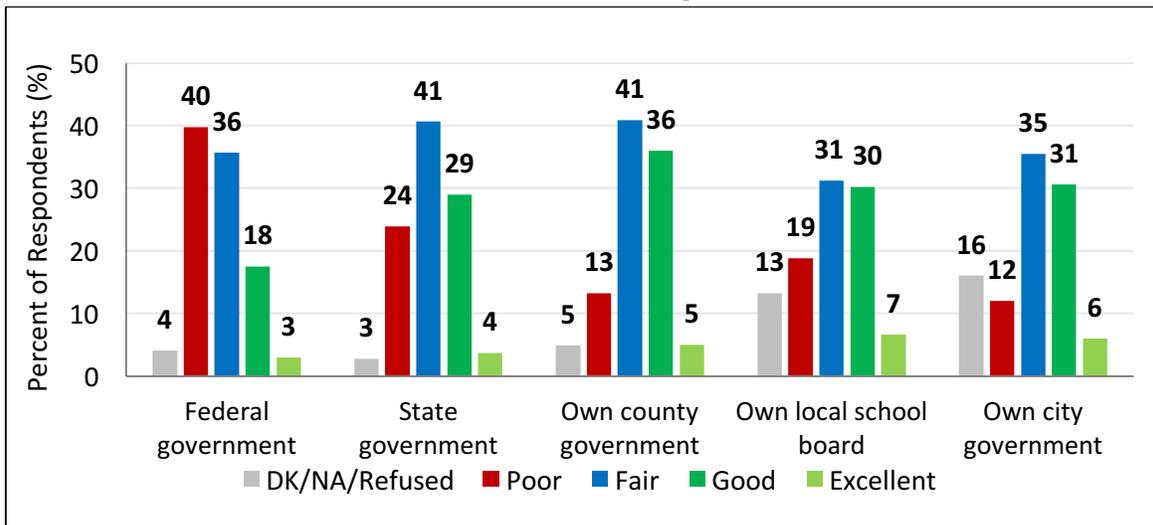
2017 USF-Nielsen Sunshine State Survey

Serving the Public: Local Governments' Overall Performance Rated Highest

Ratings of the **overall job performance** of various levels and types of governments follow the same pattern as trust ratings—**local governments (county, school board, city) get higher marks ("good" or "excellent") than either the state or federal government (county—41%; school board—37%; city—37%; state—33%; federal—21%).** Performance ratings vary most consistently by gender, age, race/ethnicity, household income, and region. Across almost all levels of government, men, older Floridians, whites, and Hispanics give higher performance ratings than women, younger Floridians, and African Americans. Those with less formal educational attainment and lower household incomes are more likely to rate the performance of federal and state governments well, while those with higher incomes give higher ratings to their county and city governments.

Regionally, residents of the Miami/Ft. Lauderdale rate the performance of all governments more negatively than residents in other parts of the state.

**Floridians give best performance ratings to local governments;
lowest to federal and state governments**



Question wording: “How would you rate the overall performance of government? Would you say that ___ consistently does an excellent, good, fair, or poor job of serving the public?”

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

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Additional Related Questions (Go to “Detailed Analysis” for more in-depth discussion)

Performance of Law Enforcement Personnel: Excellent (19%), good (44%), fair (25%), poor (11%), No opinion (2%). African Americans are the only demographic group for which a majority gives negative (“fair” or “poor”) performance ratings—58%; 71% of whites and 62% of Hispanics say “good” or “excellent”.

Performance of State Court System: Excellent (5%), good (30%), fair (38%), poor (18%), no opinion (9%). Worst ratings (“fair” and “poor”): younger Floridians, 18-34 (63%), 35-54 (60%); African Americans (75%); unemployed workers (67%); those with lower household incomes; best ratings: 65-79-year-olds (42%); 80 and older (47%); whites (42%); upper income households (40%).

Florida As a Place to Live— Today vs. Five Years Ago: Better (22%), same (53%), worse (25%), no opinion (1%). Regionally: Better—Tampa Bay (27%), Naples (26%); worse—Miami/Ft. Lauderdale (35%), Naples (33%).

Expectations for Quality of Life Five Years from Now: State of Florida: Better (30%); same (45%), worse (22%), no opinion (4%). Regionally: Better—Tampa Bay (37%), North Florida (37%); worse—Miami/Ft. Lauderdale (32%), Palm Beach (32%).

Expectations for Quality of Life Five Years from Now: Own County: Better (34%), same (40%), worse (23%), no opinion (3%). Regionally: Better—Tampa Bay (38%), North Florida (38%), Naples (37%); worse—Miami/Ft. Lauderdale (31%), Naples (31%).

Attention Paid to Current Events in Florida? A lot (57%), somewhat (36%), very rarely (7%). Most attentive—older Floridians, 55-64 (68%), 65-79 (72%); college graduates (63%). Least attentive—18- to 34-year-olds (43%), part-time workers (50%), those not in the work force (41%), persons with a household income below \$35,000 (55%), those with a high school education or less (45%).

Interested parties may view results for all questions and detailed analysis, including questions not analyzed here and significant factors for all related questions, on the survey website: <http://www.sunshinestatesurvey.org/results/2017/>

The USF-Nielsen Sunshine State Survey is a collaborative learning opportunity between the USF College of Arts and Sciences and The Nielsen Company, LLC., that allows USF students to gain valuable experience before graduation. Each of the students below made significant contributions to this year's Survey. Valuable input into the survey question content and structure came from all students in the upper-level Media and Politics class (Spring 2017).

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—END—