



**June 2015**

**Quality of Life Survey**

**Comparing Survey Results  
From  
2008 to 2015**

**Right direction or wrong track**

**Generally, do you think that Escambia County is heading in the right direction, or are things on the wrong track?**

	2008	2009	2010	2011	2012	2013	2014	2015
RIGHT DIRECTION	22%	35%	45%	47%	52%	58%	55%	61%
WRONG TRACK	54%	48%	36%	35%	39%	33%	33%	28%
NOT SURE	24%	18%	19%	19%	10%	9%	13%	11%

**And generally, do you think that the City of Pensacola is heading in the right direction, or are things on the wrong track?**

	2008	2009	2010	2011	2012	2013	2014	2015
RIGHT DIRECTION	27%	30%	47%	<b>51%</b>	54%	61%	63%	70%
WRONG TRACK	52%	47%	36%	29%	29%	30%	29%	21%
NOT SURE	25%	24%	17%	20%	17%	9%	9%	8%

**JOB PERFORMANCE: MAYOR ASHTON HAYWARD**

	2011		2012		2013		2014		2015	
EXCELLENT	11%		11%		14%		14%		17%	
GOOD	40%	<b>51%</b>	42%	<b>53%</b>	39%	<b>53%</b>	41%	<b>55%</b>	50%	<b>66%</b>
ONLY FAIR	20%		22%		28%		27%		20%	
POOR	3%	<b>23%</b>	5%	<b>27%</b>	7%	<b>36%</b>	8%	<b>35%</b>	6%	<b>26%</b>
DK	27%		21%		12%		10%		8%	

**COUNTY COMMISSIONERS**

	2014		2015		
EXCELLENT	1%		2%	<b>Δ</b>	
GOOD	31%	<b>32%</b>	37%	<b>39%</b>	7%
FAIR	42%		43%		
POOR	21%	<b>63%</b>	14%	<b>57%</b>	-5%
DK	5%		4%		

**CITY COUNCIL**

	2014		2015	
EXCELLENT	3%		3%	<b>Δ</b>
GOOD	25%	<b>28%</b>	34%	9%
FAIR	38%		36%	
POOR	6%	<b>44%</b>	7%	1%
DK	29%		20%	

**SCHOOL SUPERINTENDENT  
MALCOLM THOMAS**

	2014		2015		
EXCELLENT	19%		19%	<b>Δ</b>	
GOOD	37%	<b>56%</b>	40%	<b>60%</b>	4%
FAIR	22%		21%		
POOR	12%	<b>34%</b>	10%	<b>32%</b>	-2%
DK	10%		9%		

**SCHOOL BOARD**

	2014		2015		
EXCELLENT	6%		4%	<b>Δ</b>	
GOOD	40%	<b>46%</b>	44%	<b>48%</b>	2%
FAIR	33%		33%		
POOR	10%	<b>42%</b>	10%	<b>43%</b>	1%
DK	12%		9%		

Escambia County Quality of Life Survey 2008 - 2015  
Pensacola Young Professionals

How would you rate economic conditions in Escambia County?

	2008		2009		2010		2011		2012		2013		2014		2015		
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		
EXCELLENT	1%		0%		0%		0%		1%		3%		3%		3%		Δ
GOOD	13%	14%	10%	10%	19%	19%	18%	18%	19%	20%	19%	22%	31%	34%	31%	34%	0%
JUST FAIR	43%		50%		43%		50%		47%		50%		45%		46%		
POOR	43%	86%	35%	85%	38%	81%	32%	82%	32%	79%	28%	77%	20%	65%	19%	65%	0%
DK	0%		5%		1%		0.4%		1%		1%		1%		1%		

Five years from now, do you think that the economy in Escambia County will be better off, worse off, or about the same as it is today?

	2008	2009	2010	2011	2012	2013	2014	2015	Δ
BETTER	30%	33%	33%	39%	34%	23%	28%	40%	12%
WORSE	22%	15%	19%	15%	21%	14%	12%	12%	
SAME	40%	46%	40%	45%	42%	58%	54%	45%	
NOT SURE	8%	7%	8%	1%	3%	5%	6%	4%	

How concerned are you about the security and future of your own job, or the jobs of any close family members in Escambia County?

	2008	2009	2010	2011	2012	2013	2014	2015	Δ
VERY CONCERNED	33%	39%	43%	35%	41%	31%	31%	26%	Δ
SW CONCERNED	26%	58%	27%	66%	23%	66%	26%	61%	60%
NOT TOO CONCERNED	18%	19%	14%	14%	16%	18%	26%	29%	
NOT CONCERNED	20%	38%	15%	34%	13%	28%	19%	33%	38%
NOT SURE	4%	1%	6%	7%	4%	3%	3%	2%	3%

MOST IMPORTANT ISSUE: ESCAMBIA COUNTY

	2015
08 = ECONOMY/JOBS	38%
01 = EDUCATION	13%
04 = CRIME/DRUGS	11%
17 = NOT SURE	7%
03 = GROWTH/SPRAWL	6%
06 = TRAFFIC/ROADS	6%
05 = TAXES/GOVT SPNDG	5%
07 = POOR LEADERSHIP	4%
16 = OTHER	3%
12 = HEALTH CARE	2%
02 = ENVIRONMENT	1%
15 = POVERTY	1%
11 = MORAL ISSUES	1%
09 = DOWNTOWN PENSACOLA	1%
14 = LACK OF CULTURAL	1%
13 = RACE RELATIONS	0.4%
10 = QUALITY OF LIFE	0.1%

MOST IMPORTANT ISSUE: CITY OF PENSACOLA

	2015
08 = ECONOMY/JOBS	34%
04 = CRIME/DRUGS	13%
09 = DOWNTOWN PENSACOLA	8%
03 = GROWTH/SPRAWL	5%
06 = TRAFFIC/ROADS	4%
07 = POOR LEADERSHIP	3%
01 = EDUCATION	3%
14 = LACK OF CULTURAL	2%
15 = POVERTY	2%
05 = TAXES/GOVT SPNDG	2%
11 = MORAL ISSUES	1%
02 = ENVIRONMENT	1%
12 = HEALTH CARE	1%
10 = QUALITY OF LIFE	1%
13 = RACE RELATIONS	0.4%
16 = OTHER	5%
17 = NOT SURE	16%

**NEW EDUCATION QUESTIONS**

How would you rate Escambia County public schools' performance in assisting with our area's economic development and job readiness?

1 = EXCELLENT	2%
2 = GOOD	29%
3 = FAIR	42%
4 = POOR	24%
5 = DK	3%

**ELECTED LEADERS IMPROVE SCHOOLS**

IMPROVE ACADEMICS	9%
TESTING/COMMON CORE	9%
JOB TRAINING	9%
BETTER COMMUNICATIONS	7%
BETTER TEACHERS	5%
CLIMATE FOR LEARNING	4%
MORE PHYSICAL ED	4%
PARENTAL INVOLVEMENT	3%
BETTER ADMINISTRATION	3%
REDUCE CROWDING	3%
INCREASE TEACHER PAY	3%
INCREASE FUNDING	2%
MORE TEACHERS	2%
COMPUTERS/TECHNOLOGY	2%
IMPROVE FACILITIES	1%
RACIAL/DIVERSITY	1%
LESS HOMEWORK	0.3%
OTHER	11%
NOT SURE	22%

**COMMUNITY IMPROVE SCHOOLS**

VOLUNTEER	38%
MENTOR STUDENTS	10%
TEACH RESPECT	8%
SUPPORT TEACHERS	5%
HOLD SCHOOLS ACCOUNTABLE	4%
STUDENT HOMEWORK	4%
BETTER COMMUNICATION	3%
RESPONSIBLE FOR CHILD	3%
SUPPORT MORE FUNDING	2%
HELP W/FACILITIES	1%
CONTRIBUTE SUPPLIES	1%
SUPPORT LOW INCOME KIDS	1%
OTHER	6%
NOT SURE	17%

**LIKE MOST ABOUT CHILD'S SCHOOL?**

TEACHERS	53%
ADMINISTRATION	2%
ACADEMIC STANDARDS	9%
COMMUNICATION	3%
DISCIPLINE & RESPECT	5%
HOMEWORK MANAGEABLE	1%
MONITOR STUDENT PROGRESS	4%
ENGAGE PARENTS	2%
QUALITY & SATISFACTION	3%
RESPONSIVENESS	1%
SCHOOL CLIMATE	6%
SCHOOL PRIDE	1%
PTA INVOLVEMENT	7%
OTHER	3%
NOT SURE	3%

**WOULD LIKE TO SEE IMPROVED?**

TESTING/COMMON CORE	33%
SCHOOL ADMINISTRATION	11%
ACADEMIC STANDARDS	10%
NOT SURE	10%
COMMUNICATIONS	8%
COMPUTERS/TECHNOLOGY	6%
PARENTAL INVOLVEMENT	6%
TEACHER QUALITY	5%
INCREASE FUNDING	4%
OTHER	3%
CONDITIONS FOR LEARNING	2%
INCREASE TEACHER PAY	2%
MORE TEACHERS	1%
LESS HOMEWORK	1%

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Some people feel that our part of Florida is slow to respond to new opportunities and point to economic success stories and job growth experienced in nearby places like Mobile and Destin.

How would you rate Escambia County's success in addressing new challenges, and in attracting economic opportunity and job growth?

	2008		2009		2010		2011		2012		2013		2014		2015		
EXCELLENT	1%	TOTAL	0%	TOTAL	0.4%	TOTAL	0.1%	TOTAL	1%	TOTAL	3%	TOTAL	3%		3%		Δ
GOOD	6%	7%	9%	9%	15%	16%	14%	14%	16%	16%	11%	14%	9%	12%	19%	22%	10%
JUST FAIR	28%		33%		40%		42%		42%		47%		49%		52%		
POOR	65%	93%	58%	91%	44%	84%	43%	86%	41%	83%	39%	86%	38%	87%	26%	77%	-10%
DK	0%		0%		1%		0.4%		0%		1%		1%		1%		

How would you rate the City of Pensacola's success in addressing new challenges, and in attracting economic opportunity and job growth?

EXCELLENT	0%		0%		0.4%		0.1%		0%		4%		4%		4%		Δ
GOOD	9%	9%	7%	7%	14%	14%	19%	19%	18%	18%	26%	30%	22%	26%	26%	30%	4%
JUST FAIR	32%		42%		43%		45%		46%		40%		45%		48%		
POOR	58%	90%	50%	92%	42%	85%	35%	80%	35%	81%	29%	69%	28%	73%	21%	70%	-3%
DK	1%		1%		1%		0.8%		1%		1%		2%		1%		

**Rating the Quality of Life Factors**

*I'm going to read a list qualities and characteristics that contribute to the quality of life in a community. Please tell me how you rate each in Escambia County: excellent, good, only fair, or poor. [ROTATE*

**Quality of the public schools**

	2008	2009	2010	2011	2012	2013	2014	2015	
EXCELLENT	1%	3%	4%	0.4%	0%	5%	6%	3%	Δ
GOOD	27%	27%	36%	36%	36%	27%	23%	31%	5%
JUST FAIR	36%	45%	35%	42%	42%	41%	46%	51%	
POOR	31%	20%	19%	20%	21%	23%	22%	14%	-4%
DK	6%	5%	6%	1%	1%	4%	3%	2%	
TOTAL	27%	30%	40%	37%	36%	32%	29%	34%	
TOTAL	67%	65%	54%	62%	63%	64%	68%	64%	

**The availability of cultural opportunities, such as theater, museums, and music**

EXCELLENT	7%	9%	9%	11%	10%	11%	12%	13%	Δ
GOOD	33%	40%	38%	38%	37%	40%	33%	47%	15%
JUST FAIR	45%	40%	37%	39%	40%	33%	40%	29%	
POOR	15%	13%	22%	12%	13%	14%	13%	11%	-13%
DK	1%	1%	3%	0.4%	0%	2%	2%	1%	
TOTAL	40%	47%	39%	49%	47%	51%	45%	60%	
TOTAL	60%	53%	59%	51%	53%	47%	53%	39%	

**Offering job opportunities in your field**

EXCELLENT	5%	1%	1%	0.6%	1%	5%	7%	3%	Δ
GOOD	15%	12%	17%	21%	22%	22%	16%	23%	3%
JUST FAIR	32%	32%	35%	32%	32%	33%	38%	40%	
POOR	39%	47%	37%	36%	35%	33%	33%	29%	-2%
DK	10%	9%	11%	11%	10%	7%	7%	6%	
TOTAL	20%	13%	18%	21%	24%	26%	23%	26%	
TOTAL	71%	79%	72%	68%	67%	67%	71%	68%	

**Having a vibrant nightlife with clubs, bars, restaurants etc.**

EXCELLENT	7%	5%	9%	13%	12%	15%	17%	17%	Δ
GOOD	27%	36%	33%	39%	38%	39%	33%	44%	12%
JUST FAIR	33%	36%	23%	22%	23%	24%	29%	25%	
POOR	12%	9%	17%	11%	13%	11%	11%	6%	-9%
DK	21%	14%	17%	15%	14%	10%	10%	7%	
TOTAL	33%	41%	43%	52%	51%	54%	50%	62%	
TOTAL	45%	45%	41%	33%	35%	36%	40%	32%	

**Availability of affordable housing**

	2008	2009	2010	2011	2012	2013	2014	2015	
EXCELLENT	7%	6%	7%	5%	5%	8%	8%	32%	37%
GOOD	27%	34%	27%	40%	41%	36%	44%	43%	
JUST FAIR	32%	35%	37%	40%	38%	37%	44%	17%	60%
POOR	33%	19%	24%	14%	14%	15%	16%	3%	
DK	1%	6%	5%	1%	2%	4%	4%		
TOTAL	34%	40%	34%	45%	46%	44%	37%	43%	
TOTAL	65%	54%	62%	54%	52%	52%	60%	3%	

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**Public transportation**

EXCELLENT	0%		0%		6%		0.5%		1%		3%		5%		5%		<b>Δ</b>
GOOD	19%	19%	20%	20%	24%	30%	31%	32%	31%	32%	19%	22%	16%	<b>22%</b>	23%	<b>28%</b>	6%
JUST FAIR	31%		31%		34%		25%		27%		36%		38%		36%		
POOR	42%	73%	35%	66%	27%	61%	27%	52%	26%	53%	31%	66%	31%	<b>69%</b>	28%	<b>64%</b>	-5%
DK	8%		14%		9%		16%		15%		12%		10%		8%		

**Public safety and low crime**

EXCELLENT	3%		5%		1%		5%		5%		4%		4%		4%		<b>Δ</b>
GOOD	25%	28%	32%	37%	31%	32%	29%	34%	29%	33%	22%	26%	18%	<b>22%</b>	29%	<b>33%</b>	11%
JUST FAIR	45%		44%		39%		37%		37%		39%		43%		43%		
POOR	27%	72%	20%	64%	29%	68%	29%	66%	28%	65%	35%	73%	34%	<b>77%</b>	24%	<b>67%</b>	-10%
DK	0%		0%		0.4%		0.3%		2%		1%		1%		0%		

**Being able to get from place to place with little traffic**

EXCELLENT	4%		7%		6%		4%		4%		8%		8%		4%		<b>Δ</b>
GOOD	24%	28%	20%	27%	34%	40%	29%	33%	29%	33%	31%	39%	24%	<b>32%</b>	29%	<b>33%</b>	2%
JUST FAIR	33%		34%		40%		40%		39%		36%		43%		39%		
POOR	39%	72%	39%	73%	20%	60%	27%	67%	28%	67%	23%	60%	24%	<b>67%</b>	28%	<b>66%</b>	-1%
DK	1%		0%		1%		0.6%		0%		1%		1%		0%		

**Availability of quality healthcare**

	<b>2008</b>	<b>TOTAL</b>	<b>2009</b>	<b>TOTAL</b>	<b>2010</b>	<b>TOTAL</b>	<b>2011</b>	<b>TOTAL</b>	<b>2012</b>	<b>TOTAL</b>	<b>2013</b>	<b>TOTAL</b>	<b>2014</b>		<b>2015</b>		
EXCELLENT	14%		16%		16%		23%		22%		18%		19%		14%		<b>Δ</b>
GOOD	41%	55%	49%	65%	39%	55%	46%	69%	45%	67%	49%	66%	41%	<b>59%</b>	53%	<b>66%</b>	7%
JUST FAIR	26%		18%		26%		21%		21%		19%		27%		22%		
POOR	19%	44%	13%	31%	18%	44%	10%	31%	11%	32%	13%	32%	13%	<b>39%</b>	11%	<b>33%</b>	-7%
DK	1%		4%		1%		0.6%		1%		2%		2%		1%		

**Natural beauty & physical setting**

EXCELLENT	24%		39%		38%		34%		33%		43%		44%		44%		<b>Δ</b>
GOOD	45%	70%	41%	80%	38%	76%	49%	83%	48%	81%	38%	81%	30%	<b>74%</b>	44%	<b>88%</b>	14%
JUST FAIR	20%		15%		19%		16%		17%		14%		21%		9%		
POOR	10%	30%	5%	20%	5%	24%	0.6%	17%	2%	19%	5%	18%	5%	<b>26%</b>	3%	<b>12%</b>	-14%
DK	0%		0%		0.4%		0.1%		0%		1%		0.3%		0%		

**The availability of outdoor parks, playgrounds, and beaches**

EXCELLENT	20%		34%		30%		25%		26%		34%		35%		40%		<b>Δ</b>
GOOD	47%	67%	43%	77%	38%	68%	48%	74%	49%	74%	46%	80%	35%	<b>70%</b>	46%	<b>87%</b>	17%
JUST FAIR	25%		17%		20%		18%		18%		16%		26%		8%		
POOR	8%	33%	6%	23%	12%	32%	9%	27%	8%	26%	4%	20%	4%	<b>30%</b>	4%	<b>13%</b>	-17%
DK	0		0%		1%		0.0%		0%		0%		1%		1%		

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**Welcoming and inviting to people of diverse backgrounds, ethnicity and culture**

EXCELLENT	8%		7%	9%	13%		13%	14%	15%	25%	<b>Δ</b>						
GOOD	35%	43%	43%	50%	43%	52%	43%	56%	44%	57%	44%	58%	34%	<b>48%</b>	43%	<b>68%</b>	19%
JUST FAIR	29%		31%	30%	28%		28%	27%	30%	40%			40%		21%		
POOR	23%	51%	12%	43%	11%	41%	9%	37%	9%	37%	10%	39%	10%	<b>50%</b>	10%	<b>31%</b>	-18%
DK	6%		8%	7%	7%		7%	6%	3%	2%			2%		1%		

**Effective leadership from elected officials**

EXCELLENT	3%		0%	0.1%	0.4%		1%	3%	3%	<b>2015</b>	<b>Δ</b>						
GOOD	13%	16%	22%	22%	27%	27%	27%	27%	29%	30%	19%	22%	17%	<b>21%</b>	31%	<b>34%</b>	13%
JUST FAIR	36%		38%	46%	44%		44%	43%	43%	43%	46%		46%		48%		
POOR	48%	84%	39%	77%	27%	72%	28%	72%	26%	69%	32%	75%	31%	<b>77%</b>	17%	<b>65%</b>	-12%
DK	1%		1%	1%	0.8%		1%	3%	3%		3%		3%		1%		

**A shared vision and effective plans for economic development and job**

	<b>2008</b>		<b>2009</b>	<b>2010</b>	<b>2011</b>		<b>2012</b>	<b>2013</b>	<b>2014</b>								<b>Δ</b>
EXCELLENT	0%		0%	0.3%	0.3%		0%	2%	3%	3%			3%				
GOOD	9%	9%	12%	12%	18%	18%	17%	17%	18%	18%	15%	17%	14%	<b>16%</b>	31%	34%	18%
JUST FAIR	33%		32%	44%	45%		44%	45%	45%	45%	47%	47%	47%		47%		
POOR	53%	86%	50%	82%	33%	77%	38%	82%	37%	81%	36%	81%	35%	<b>82%</b>	19%	66%	-16%
DK	6%		6%	5%	0.9%		1%	2%	2%		2%		2%		1%		



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**Rating Escambia as a place to live**

*Now please rate Escambia County as a place to live for the following types of people [ROTATE ORDER]*

**Recent college grads looking for jobs**

EXCELLENT	0%		0%		0.3%		0.1%		0%		1%		1%		1%		<b>Δ</b>
GOOD	9%	9%	8%	8%	13%	13%	14%	14%	14%	14%	7%	8%	6%	<b>7%</b>	15%	<b>16%</b>	9%
JUST FAIR	31%		28%		33%		29%		30%		44%		44%		50%		
POOR	59%	90%	64%	92%	54%	86%	57%	86%	55%	86%	47%	92%	47%	<b>92%</b>	33%	<b>83%</b>	-8%
DK	1%		1%		0.3%		0.1%		0%		1%		1%		1%		

**Young Single People**

EXCELLENT	1%		0%		1%		0.1%		0%		5%	TOTAL	5%		4%		<b>Δ</b>
GOOD	30%	30%	14%	14%	22%	23%	23%	23%	22%	23%	24%	28%	18%	<b>23%</b>	24%	<b>28%</b>	6%
JUST FAIR	35%		43%		35%		35%		35%		41%		46%		47%		
POOR	29%	64%	42%	85%	42%	77%	41%	76%	42%	77%	29%	70%	30%	<b>75%</b>	24%	<b>71%</b>	-4%
DK	6%		1%		1%		0.8%		1%		2%		2%		1%		

**Families with children**

EXCELLENT	9%		6%		6%		0.9%		1%		10%		10%		9%		<b>Δ</b>
GOOD	43%	52%	36%	42%	42%	49%	44%	45%	43%	44%	33%	43%	26%	<b>36%</b>	51%	<b>60%</b>	24%
JUST FAIR	34%		37%		28%		42%		41%		40%		47%		31%		
POOR	14%	48%	22%	59%	23%	51%	13%	55%	15%	56%	16%	56%	16%	<b>63%</b>	9%	<b>40%</b>	-23%
DK	0%		0%		0.3%		0.4%		0%		1%		1%		<1%		

**Retirees**

EXCELLENT	28%		23%		27%		24%		23%		26%		26%		28%		<b>Δ</b>
GOOD	44%	72%	58%	81%	47%	74%	58%	82%	56%	79%	52%	80%	43%	<b>69%</b>	45%	<b>73%</b>	3%
JUST FAIR	19%		11%		15%		18%		20%		16%		25%		24%		
POOR	8%	27%	8%	19%	11%	26%	0.8%	18%	2%	21%	4%	20%	4%	<b>29%</b>	3%	<b>26%</b>	-3%
DK	0%		0%		0.1%		0.0%				2%		1%		1%		

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<b>Racial &amp; ethnic minorities</b>	<b>2008</b>		<b>2009</b>		<b>2010</b>		<b>2011</b>		<b>2012</b>		<b>2013</b>		<b>2014</b>		<b>2015</b>		
EXCELLENT	5%	TOTAL	0%	TOTAL	6%	TOTAL	5%	TOTAL	6%	TOTAL	9%	TOTAL	9%				
GOOD	34%	39%	46%	46%	36%	42%	46%	50%	47%	53%	42%	51%	33%	<b>42%</b>	7%		<b>Δ</b>
JUST FAIR	39%		33%		35%		30%		29%		33%		42%		41%	<b>47%</b>	47%
POOR	17%	56%	16%	49%	16%	52%	10%	40%	10%	39%	11%	44%	12%	<b>54%</b>	38%		
DK	6%		5%		6%		10%		9%		5%		4%		13%	<b>51%</b>	51%
															2%		
<b>Immigrants from other countries</b>																	
EXCELLENT	7%		0%		6%		0.6%		1%		5%		6%		5%		<b>Δ</b>
GOOD	25%	32%	34%	34%	33%	38%	40%	41%	41%	42%	36%	40%	30%	<b>36%</b>	34%	<b>39%</b>	4%
JUST FAIR	34%		34%		31%		34%		34%		39%		45%		42%		
POOR	20%	54%	20%	54%	21%	51%	11%	45%	11%	44%	15%	54%	15%	<b>59%</b>	15%	<b>57%</b>	-3%
DK	14%		12%		11%		14%		14%		6%		5%		4%		
<b>Entrepreneurs &amp; new businesses</b>																	
EXCELLENT	5%		6%		4%		0.3%		0%		6%		6%		6%		<b>Δ</b>
GOOD	25%	30%	27%	33%	29%	33%	20%	21%	22%	22%	23%	29%	20%	<b>26%</b>	38%	<b>44%</b>	18%
JUST FAIR	39%		32%		31%		48%		47%		40%		45%		36%		
POOR	26%	65%	30%	62%	32%	63%	30%	78%	29%	75%	28%	68%	27%	<b>72%</b>	18%	<b>54%</b>	-18%
DK	6%		5%		4%		1%		2%		2%		2%		2%		
<b>People living below poverty line</b>																	
EXCELLENT	1%		1%		0.4%		1%		1%		4%		4%		4%		<b>Δ</b>
GOOD	9%	10%	15%	16%	17%	17%	19%	20%	18%	19%	17%	21%	13%	<b>17%</b>	11%	<b>15%</b>	-2%
JUST FAIR	34%		42%		30%		34%		35%		33%		37%		43%		
POOR	47%	81%	40%	82%	45%	76%	35%	68%	35%	70%	41%	74%	41%	<b>78%</b>	39%	<b>82%</b>	3%
DK	10%		3%		7%		12%		11%		5%		4%		3%		

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**Rating Over All Quality of Life**

How would you rate the overall quality of life in Escambia County?

	2008		2009		2010		2011		2012		2013		2014		2015		
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		Δ
EXCELLENT	7%		8%		9%		5%		4%		8%		8%		14%		Δ
GOOD	44%	51%	49%	57%	48%	57%	43%	48%	42%	47%	51%	59%	44%	52%	57%	71%	19%
JUST FAIR	39%		35%		35%		47%		45%		36%		44%		27%		
POOR	10%	49%	8%	43%	9%	44%	5%	52%	7%	52%	5%	41%	5%	48%	2%	29%	-20%
DK	0%		0%		0%		0%		1%		0%		0.3%		1%		

Over the next 5 years do you think that the quality of life in Escambia County will improve, deteriorate, or stay about the same?

IMPROVE	32%	30%	34%	39%	40%	29%	25%	36%
DETERIORATE	15%	12%	15%	6%	5%	8%	8%	8%
STAY THE SAME	53%	57%	51%	56%	55%	61%	64%	55%
NOT SURE	1%	1%	1%	0%	1%	3%	3%	2%

*(Reasons given by the 8% of respondents who stated quality of life would deteriorate over next 5 years.)*

**Poor job opportunities for yourself**

STRONG AGREE	30%	25%	60%	38%	34%	48%	48%	58%
SW AGREE	42%	72%	37%	62%	20%	80%	13%	51%
SW DISAGREE	13%	19%	16%	11%	13%	7%	6%	2%
STRONG DISAGRE	6%	20%	8%	27%	1%	16%	38%	49%
NOT SURE	9%	12%	3%	0.0%	0%	3%	6%	2%

**Poor economic conditions in the area**

STRONG AGREE	37%	29%	52%	64%	61%	63%	63%	68%
SW AGREE	43%	80%	47%	76%	35%	86%	9%	73%
SW DISAGREE	15%	18%	11%	27%	16%	3%	5%	0%
STRONG DISAGRE	4%	20%	1%	19%	2%	13%	0.0%	27%
NOT SURE	1%	6%	1%	0.0%	0%	0%	0%	2%

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**Poor educational opportunities for yourself or your children**

	2008		2009		2010		2011		2012		2014						
	STRONG AGREE	TOTAL	STRONG AGREE	TOTAL	STRONG AGREE	TOTAL	STRONG AGREE	TOTAL	STRONG AGREE	TOTAL	STRONG AGREE	TOTAL					
STRONG AGREE	22%		15%		45%		38%		32%		57%		52%		53%		Δ
SW AGREE	34%	57%	32%	47%	22%	67%	22%	60%	29%	61%	13%	70%	17%	69%	37%	90%	21%
SW DISAGREE	27%		33%		28%		24%		21%		10%		11%		5%		
STRONG DISAGREE	12%	39%	12%	45%	3%	31%	16%	40%	18%	40%	18%	28%	17%	28%	5%	10%	-18%
NOT SURE	5%		8%		2%		0.0%		0.0%		2%		3%		0%		

**Poor leadership, vision, and action from local government in addressing major issues**

STRONG AGREE	46%		38%		54%		47%		37%		65%		57%		74%		Δ
SW AGREE	30%	76%	32%	70%	29%	84%	38%	85%	42%	79%	13%	78%	20%	77%	13%	87%	10%
SW DISAGREE	18%		15%		15%		16%		16%		7%		9%		2%		
STRONG DISAGREE	5%	23%	6%	21%	2%	16%	0.0%	16%	5%	21%	15%	22%	14%	23%	11%	13%	-10%
NOT SURE	1%		9%				0.0%		0%		0%		0%		0%		

**Lack of entertainment and cultural opportunities**

STRONG AGREE	14%		9%		21%		24%		18%		18%		25%		31%		Δ
SW AGREE	31%	45%	24%	33%	31%	52%	27%	51%	26%	45%	45%	63%	42%	66%	42%	73%	6%
SW DISAGREE	38%		44%		40%		20%		24%		22%		20%		19%		
STRONG DISAGREE	13%	51%	16%	60%	6%	46%	29%	49%	32%	55%	15%	37%	12%	32%	7%	26%	-6%
NOT SURE	4%		8%		3%		0.0%		0%		0%		2%		2%		

**You don't have a sense that things will improve in the foreseeable future**

STRONG AGREE	23%	TOTAL	16%	TOTAL	46%	TOTAL	40%	TOTAL	40%	TOTAL	68%	TOTAL	66%		76%		Δ
SW AGREE	34%	56%	37%	53%	21%	66%	40%	80%	45%	84%	17%	85%	19%	85%	13%	89%	4%
SW DISAGREE	24%		29%		27%		9%		13%		3%		5%		5%		
STRONG DISAGREE	13%	37%	8%	37%	4%	31%	0.0%	9%	3%	16%	12%	15%	11%	15%	5%	10%	-6%
NOT SURE	7%		10%		3%		11%		0%		0%		0%		2%		
			NOT SURE		1%		0.0%		0%		2%						

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**Vision & Leadership (all respondents)**

**I am familiar with and confident in the vision, plans, and leadership for the revitalization of City of Pensacola?**

	2008		2009		2010		2011		2012		2013		2014		2015		
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		Δ
STRONG AGREE	11%		9%		13%		11%		15%		8%		8%		11%		Δ
SW AGREE	31%	42%	26%	35%	33%	46%	51%	62%	51%	66%	53%	60%	43%	51%	53%	65%	13%
SW DISAGREE	28%		35%		25%		21%		18%		21%		34%		23%		
STRONG DISAGREE	20%	48%	21%	56%	13%	38%	7%	27%	8%	27%	13%	35%	11%	45%	9%	33%	-12%
NOT SURE	11%		9%		16%		10%		7%		5%		4%		3%		

**I am familiar with and confident in the vision, plans, and leadership for economic development for Escambia County?**

	2008		2009		2010		2011		2012		2013		2014		2015		
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		Δ
STRONG AGREE	11%		8%		14%		9%		10%		7%		7%		8%		Δ
SW AGREE	31%	42%	26%	34%	33%	47%	45%	54%	45%	55%	48%	55%	37%	44%	43%	51%	7%
SW DISAGREE	30%		35%		27%		27%		26%		26%		41%		36%		
STRONG DISAGREE	20%	50%	22%	57%	16%	44%	12%	38%	12%	38%	18%	44%	13%	54%	11%	47%	-7%
NOT SURE	8%		9%		9%		8%		8%		1%		2%		2%		

**IMPORTANCE OF PENSACOLA WATERFRONT**

	2008		2009		2010		2011		2012		2013		2014		2015		
	TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		Δ
VERY IMPORTANT									63%		52%		55%		64%		Δ
SW IMPORTANT									22%	85%	33%	85%	29%	84%	26%	90%	6%
NOT TOO IMPORTANT									6%		8%		8%		5%		
NOT IMPORTANT									6%	12%	7%	15%	7%	15%	4%	9%	-6%
DK									4%		1%		1%		1%		

\*FIRST ASKED IN 2012