



2016 Quality of Life Survey – Fact Sheet

About the 2016 Survey:

- Conducted by Mason-Dixon Polling & Research from June 22-28
 - 800 Escambia County voters were surveyed by phone (both cell phones and land lines)
 - Voters were chosen from a commercially available Florida State voter registration file
 - The resulting sample fairly reflects the demographic profile of voters in Escambia County
 - The overall margin for error of the survey is no more than plus or minus 3.5-percentage points
 - Conducted annually since 2008, the QOL Survey now offers nine years of excellent data
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The Major Players:

Pensacola Young Professionals: The mission of Pensacola Young Professionals is “to share our passion for and belief in the Pensacola area, and to act as a catalyst for positive change in our community.”

PYP assumed control of the Better Pensacola Forum and its Quality of Life Survey in 2011 and is solely responsible for the organization of the survey and the presentation of its data.

Mason-Dixon Polling & Research: Mason-Dixon, based in Washington, DC, is a highly-respected independent polling firm that conducts public policy and political polling research.

Mason-Dixon has conducted all nine years of polling for the Quality of Life Survey. Our principal at the firm is Larry Harris, who can be contacted at lharris@mason-dixon.com with any questions concerning methodology.

Emagination Unlimited: Emagination is a marketing and branding firm located in Pensacola.

Since PYP assumed control of the Quality of Life Survey, Emagination has had the commission to produce the printed reports, PowerPoint presentations, and social media graphics that are used to promote the results of the survey.

Quint and Rishy Studer: Seeking to provide benchmarks of public opinion and track voter concerns and issues of importance to our community, the Studers were instrumental in establishing the Better Pensacola Forum and its Quality of Life Survey in 2008.

The Studers continue to fund the Quality of Life Survey each year, but have no control over its content or the presentation of its results.

How are the survey questions chosen?

The overwhelming majority of the survey's questions were established in 2008, when the original Better Pensacola Forum committee collaborated with Mason-Dixon Polling to identify metrics that would assess our citizens' opinions regarding the City of Pensacola and Escambia County. Those original questions have remained unchanged since 2008. In 2011 a question was added to assess the job performance of Pensacola's new "strong mayor," and in 2014 questions were added to assess the job performance of other elected officials. PYP decides on a small number of new questions to add each year to assess timely or topical issues; for 2016, those questions relate to the future of the Port of Pensacola and the proposal of a "Children's Services Council" to improve early education.

How valid is the survey and its results?

The 800 Escambia County residents surveyed accurately represent the actual demographic breakdown of our community; i.e., the ratios of the respondents' gender, race, age, political affiliation, and area of residence mirror the county's real statistics. Also, the high number of respondents provides a strong degree of confidence in the results; according to Mason-Dixon Polling: "The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 3.5-percentage points. This means there is a 95% probability that the 'true' figure would fall within that range if the entire population were sampled. (The margin for error is higher for any subgroup, such as a gender, income, or race.)"

How much does the survey cost?

A survey this extensive is certainly not cheap. The amount paid to Mason-Dixon Polling for their 2016 services totaled \$28,500. Additionally, the design and printing services provided by Emagination are typically in the range of \$8,000 to \$12,000, depending on the services requested and rendered each year. All expenses are paid by Quint and Rishy Studer, who have personally funded the survey since its inception in 2008; however, the Studers are in no way involved in the management and execution of the survey or in the presentation of its results.

Why is PYP involved with the survey?

Part of the mission of PYP is to act as a catalyst for positive change in our community. Our organization recognizes the value of community surveys for assessing citizens' concerns and providing guidance for our local leaders. It is our hope that by presenting this yearly survey, we can foster discussion and stimulate change that will improve both the perception and the reality of Pensacola and Escambia as a great place to live, work, and play.

