



**June 2017**

**Quality of Life Survey**

**Comparing Survey Results  
From**

**2008 to 2017**

Escambia County Quality of Life Survey 2008 - 2017  
Pensacola Young Professionals

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?

Things in Escambia County

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Δ DIFFERENCE 2016 TO 2017
RIGHT DIRECTION	22%	35%	45%	47%	52%	58%	55%	61%	51%	57%	6%
WRONG TRACK	54%	48%	36%	35%	39%	33%	33%	28%	35%	29%	-5%
NOT SURE	24%	18%	19%	19%	10%	9%	13%	11%	14%	14%	-1%

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

Things in City of Pensacola

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	DIFFERENCE 2016 TO 2017
RIGHT DIRECTION	27%	30%	47%	51%	54%	61%	63%	70%	45%	57%	12%
WRONG TRACK	52%	47%	36%	29%	29%	30%	29%	21%	43%	27%	-16%
NOT SURE	25%	24%	17%	20%	17%	9%	9%	8%	12%	15%	3%

JOB PERFORMANCE: MAYOR ASHTON HAYWARD

	2011		2012	2013	2014	2015	2016	2017	DIFFERENCE 2016 TO 2017
EXCELLENT	11%	TOTAL	11%	14%	14%	17%	6%	12%	
GOOD	40%	51% POSITIVE	42%	39%	41%	50%	28%	41%	19%
ONLY FAIR	20%	TOTAL	22%	28%	27%	20%	29%	28%	
POOR	3%	23% NEGATIVE	5%	7%	8%	6%	23%	11%	-13%
DK	27%		21%	12%	10%	8%	14%	9%	

COUNTY COMMISSIONERS

	2014	2015	2016	2017	2014	2015	2016	2017
EXCELLENT	1%	2%	1%	4%	3%	3%	2%	1%
GOOD	31%	32%	37%	39%	40%	42%	35%	39%
FAIR	42%	43%	41%	45%	38%	36%	44%	40%
POOR	21%	63%	14%	57%	14%	55%	12%	57%
DK	5%	4%	3%	4%	29%	20%	13%	14%

CITY COUNCIL

SCHOOL SUPERINTENDENT  
MALCOLM THOMAS

	2014	2015	2016	2017	2014	2015	2016	2017
EXCELLENT	19%	19%	16%	18%	6%	4%	6%	7%
GOOD	37%	56%	40%	60%	44%	61%	34%	52%
FAIR	22%	21%	20%	25%	33%	33%	48%	45%
POOR	12%	34%	10%	32%	14%	33%	16%	41%
DK	10%	9%	7%	7%	10%	42%	10%	43%

SCHOOL BOARD

Escambia County Quality of Life Survey 2008 - 2017  
Pensacola Young Professionals

**How would you rate economic conditions in Escambia County?**

	2008	TOTAL	2009	2010	2011	2012	2013	2014	2015	2016	2017	
EXCELLENT	1%		0%	0%	0%	1%	3%	3%	3%	2%	0%	
GOOD	13%	14%	10%	19%	18%	19%	19%	31%	31%	27%	24%	24%
JUST FAIR	43%		50%	43%	50%	47%	50%	45%	46%	54%	56%	
POOR	43%	86%	35%	38%	32%	32%	28%	20%	19%	18%	16%	72%
DK	0%		5%	1%	0.4%	1%	1%	1%	1%	0%	4%	

**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?**

BETTER	30%	33%	33%	39%	34%	23%	28%	40%	32%	33%
WORSE	22%	15%	19%	15%	21%	14%	12%	12%	13%	11%
SAME	40%	46%	40%	45%	42%	58%	54%	45%	54%	54%
NOT SURE	8%	7%	8%	1%	3%	5%	6%	4%	2%	2%

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

VERY CONCERNED	33%	39%	43%	35%	41%	31%	31%	26%	25%	24%		
SW CONCERNED	26%	58%	27%	23%	26%	29%	38%	30%	34%	28%	39%	62%
NOT TOO CONCERNED	18%	19%	14%	14%	16%	18%	26%	29%	27%	22%		
NOT CONCERNED	20%	38%	15%	13%	19%	10%	10%	9%	16%	12%	34%	
NOT SURE	4%	1%	6%	7%	4%	3%	3%	2%	5%	4%		

**MOST IMPORTANT ISSUE: ESCAMBIA COUNTY**

	2017
ECONOMY/JOBS	27%
EDUCATION	13%
GROWTH/SPRAWL	10%
CRIME/DRUGS	10%
TRAFFIC/ROADS	7%
POOR LEADERSHIP	5%
POVERTY	4%
TAXES/GOVT SPNDG	4%
ENVIRONMENT	2%
QUALITY OF LIFE	2%
MORAL ISSUES	2%
RACE RELATIONS	1%
DOWNTOWN PENSACOLA	1%
HEALTH CARE	1%
OTHER	2%
NOT SURE	8%

**MOST IMPORTANT ISSUE: CITY OF PENSACOLA**

	2017
ECONOMY/JOBS	28%
CRIME/DRUGS	13%
TRAFFIC/ROADS	11%
GROWTH/SPRAWL	11%
EDUCATION	5%
POOR LEADERSHIP	5%
DOWNTOWN PENSACOLA	4%
TAXES/GOVT SPNDG	3%
MORAL ISSUES	2%
ENVIRONMENT	1%
POVERTY	1%
QUALITY OF LIFE	1%
HEALTH CARE	1%
LACK OF CULTURAL	0%
RACE RELATIONS	0%
OTHER	2%
NOT SURE	13%

Escambia County Quality of Life Survey 2008 - 2017  
Pensacola Young Professionals

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	2016	2017	
EXCELLENT	1%	0%	0.4%	0.1%	1%	3%	3%	3%	1%	4%	
GOOD	6%	7%	9%	15%	14%	16%	11%	9%	19%	18%	22%
JUST FAIR	28%	33%	40%	42%	42%	47%	49%	52%	49%	46%	
POOR	65%	93%	58%	44%	43%	39%	38%	26%	30%	32%	78%
DK	0%	0%	1%	0.4%	0%	1%	1%	1%	2%	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%	1%	5%	
GOOD	9%	9%	7%	14%	19%	18%	26%	22%	26%	21%	35%
JUST FAIR	32%	42%	43%	45%	46%	40%	45%	48%	49%	38%	
POOR	58%	90%	50%	42%	35%	35%	29%	28%	21%	27%	60%
DK	1%	1%	1%	0.8%	1%	1%	2%	1%	2%	6%	

Escambia County Quality of Life Survey 2008 - 2017  
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**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 ORDER]*

**Quality of the public schools**

	2008		2009		2010		2011		2012		2015		2016		2017	
EXCELLENT	1%	TOTAL	3%	TOTAL	4%	TOTAL	0.4%	TOTAL	0%	TOTAL	3%		3%		4%	
GOOD	27%	27%	27%	30%	36%	40%	36%	37%	36%	36%	31%	<b>34%</b>	37%	40%	25%	<b>30%</b>
JUST FAIR	36%		45%		35%		42%		42%		51%		37%		43%	
POOR	31%	67%	20%	65%	19%	54%	20%	62%	21%	63%	14%	<b>64%</b>	19%	56%	23%	<b>66%</b>
DK	6%		5%		6%		1%		1%		2%		4%		4%	

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

EXCELLENT	7%		9%		9%		11%		10%		13%		15%		17%	
GOOD	33%	40%	38%	47%	30%	39%	38%	49%	37%	47%	47%	<b>60%</b>	33%	48%	44%	<b>60%</b>
JUST FAIR	45%		40%		37%		39%		40%		29%		43%		28%	
POOR	15%	60%	13%	53%	22%	59%	12%	51%	13%	53%	11%	<b>39%</b>	9%	51%	10%	<b>39%</b>
DK	1%		1%		3%		0.4%		0%		1%		0.40%		1%	

**Offering job opportunities in your field**

EXCELLENT	5%		1%		1%		0.6%		1%		3%		2%		4%	
GOOD	15%	20%	12%	13%	17%	18%	21%	21%	22%	24%	23%	<b>26%</b>	27%	29%	30%	<b>34%</b>
JUST FAIR	32%		32%		35%		32%		32%		40%		35%		30%	
POOR	39%	71%	47%	79%	37%	72%	36%	68%	35%	67%	29%	<b>68%</b>	30%	65%	28%	<b>57%</b>
DK	10%		9%		11%		11%		10%		6%		6%		9%	

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

EXCELLENT	7%		5%		9%		13%		12%		17%		14%		13%	
GOOD	27%	33%	36%	41%	33%	43%	39%	52%	38%	51%	44%	<b>62%</b>	36%	50%	54%	<b>66%</b>
JUST FAIR	33%		36%		23%		22%		23%		25%		29%		17%	
POOR	12%	45%	9%	45%	17%	41%	11%	33%	13%	35%	6%	<b>32%</b>	7%	36%	9%	<b>26%</b>
DK	21%		14%		17%		15%		14%		7%		14%		8%	

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**Rating the Quality of Life Factors (continued)**

housing	2008	2009	2010	2011	2012	2015	2016	2017								
EXCELLENT	7%	6%	7%	5%	5%	5%	2%	4%								
GOOD	27%	34%	40%	27%	34%	45%	32%	37%	34%	35%	38%					
JUST FAIR	32%	35%	37%	40%	38%	43%	41%	33%								
POOR	33%	65%	19%	54%	24%	62%	14%	54%	14%	52%	17%	60%	24%	65%	26%	59%
DK	1%	6%	5%	1%	2%	3%	2%	3%								
<b>Public transportation</b>																
EXCELLENT	0%	0%	6%	0.5%	1%	5%	4%	3%								
GOOD	19%	19%	20%	20%	24%	30%	31%	32%	23%	28%	29%	33%	30%	32%		
JUST FAIR	31%	31%	34%	25%	27%	36%	36%	35%								
POOR	42%	73%	35%	66%	27%	61%	27%	52%	26%	53%	28%	64%	25%	61%	27%	62%
DK	8%	14%	9%	16%	15%	8%	6%	6%								
<b>Public safety and low crime</b>																
EXCELLENT	3%	5%	1%	5%	5%	4%	4%	4%								
GOOD	25%	28%	32%	37%	31%	32%	29%	34%	29%	33%	29%	33%	32%	36%	27%	31%
JUST FAIR	45%	44%	39%	37%	37%	43%	35%	46%								
POOR	27%	72%	20%	64%	29%	68%	29%	66%	28%	65%	24%	67%	29%	64%	23%	69%
DK	0%	0%	0.4%	0.3%	2%	0%	1%	1%								
<b>Being able to get from place to place with little traffic</b>																
EXCELLENT	4%	7%	6%	4%	4%	4%	3%	1%								
GOOD	24%	28%	20%	27%	34%	40%	29%	33%	29%	33%	29%	33%	27%	31%	28%	29%
JUST FAIR	33%	34%	40%	40%	39%	39%	34%	34%								
POOR	39%	72%	39%	73%	20%	60%	27%	67%	28%	67%	28%	66%	35%	69%	36%	70%
DK	1%	0%	1%	0.6%	0%	0%	0.40%	0%								

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**Rating the Quality of Life Factors (continued)**

**Availability of quality healthcare**

	2008		2009		2010		2011		2012		2015		2016		2017	
EXCELLENT	14%		16%		16%		23%		22%		14%		16%		12%	
GOOD	41%	55%	49%	65%	39%	55%	46%	69%	45%	67%	53%	66%	38%	53%	43%	55%
JUST FAIR	26%		18%		26%		21%		21%		22%		32%		24%	
POOR	19%	44%	13%	31%	18%	44%	10%	31%	11%	32%	11%	33%	15%	46%	17%	41%
DK	1%		4%		1%		0.6%		1%		1%		0.60%		5%	

**Natural beauty & physical setting**

EXCELLENT	24%		39%		38%		34%		33%		44%		32%		45%	
GOOD	45%	70%	41%	80%	38%	76%	49%	83%	48%	81%	44%	88%	47%	79%	39%	84%
JUST FAIR	20%		15%		19%		16%		17%		9%		17%		16%	
POOR	10%	30%	5%	20%	5%	24%	0.6%	17%	2%	19%	3%	12%	4%	21%	1%	16%
DK	0%		0%		0.4%		0.1%		0%		0%				0%	

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

EXCELLENT	20%		34%		30%		25%		26%		40%		32%		43%	
GOOD	47%	67%	43%	77%	38%	68%	48%	74%	49%	74%	46%	87%	43%	75%	31%	74%
JUST FAIR	25%		17%		20%		18%		18%		8%		16%		18%	
POOR	8%	33%	6%	23%	12%	32%	9%	27%	8%	26%	4%	13%	8%	24%	8%	26%
DK	0		0%		1%		0.0%		0%		1%		0.90%		1%	

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

EXCELLENT	8%		7%		9%		13%		13%		25%		16%		14%	
GOOD	35%	43%	43%	50%	43%	52%	43%	56%	44%	57%	43%	68%	39%	55%	49%	63%
JUST FAIR	29%		31%		30%		28%		27%		21%		33%		22%	
POOR	23%	51%	12%	43%	11%	41%	9%	37%	9%	37%	10%	31%	9%	41%	11%	33%
DK	6%		8%		7%		7%		6%		1%		4%		4%	

**Effective leadership from elected officials**

EXCELLENT	3%		0%		0.1%		0.4%		1%		3%		1%		4%	
GOOD	13%	16%	22%	22%	27%	27%	27%	27%	29%	30%	31%	34%	29%	30%	29%	33%
JUST FAIR	36%		38%		46%		44%		43%		48%		43%		38%	
POOR	48%	84%	39%	77%	27%	72%	28%	72%	26%	69%	17%	65%	23%	67%	24%	62%
DK	1%		1%		1%		0.8%		1%		1%		3%		5%	

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Rating the Quality of Life Factors (continued)

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

	2008		2009		2010		2011		2012		2015		2016		2017	
EXCELLENT	0%		0%		0.3%		0.3%		0%		3%		3%		3%	
GOOD	9%	9%	12%	12%	18%	18%	17%	17%	18%	18%	31%	34%	22%	25%	26%	28%
JUST FAIR	33%		32%		44%		45%		44%		47%		47%		44%	
POOR	53%	86%	50%	82%	33%	77%	38%	82%	37%	81%	19%	66%	25%	72%	26%	70%
DK	6%		6%		5%		0.9%		1%		1%		3%		2%	

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%		3%		0%	
GOOD	9%	9%	8%	8%	13%	13%	14%	14%	14%	14%	15%	16%	13%	17%	19%	20%
JUST FAIR	31%		28%		33%		29%		30%		50%		46%		44%	
POOR	59%	90%	64%	92%	54%	86%	57%	86%	55%	86%	33%	83%	36%	82%	37%	80%
DK	1%		1%		0.3%		0.1%		0%		1%		2%		0%	

Young Single People

EXCELLENT	1%		0%		1%		0.1%		0%		4%		5%		2%	
GOOD	30%	30%	14%	14%	22%	23%	23%	23%	22%	23%	24%	28%	29%	34%	34%	36%
JUST FAIR	35%		43%		35%		35%		35%		47%		40%		36%	
POOR	29%	64%	42%	85%	42%	77%	41%	76%	42%	77%	24%	71%	25%	64%	27%	64%
DK	6%		1%		1%		0.8%		1%		1%		2%		0%	

Families with children

EXCELLENT	9%		6%		6%		0.9%		1%		9%		7%		6%	
GOOD	43%	52%	36%	42%	42%	49%	44%	45%	43%	44%	51%	60%	45%	53%	46%	52%
JUST FAIR	34%		37%		28%		42%		41%		31%		32%		33%	
POOR	14%	48%	22%	59%	23%	51%	13%	55%	15%	56%	9%	40%	13%	45%	14%	46%
DK	0%		0%		0.3%		0.4%		0%		<1%		3%		2%	

Retirees

EXCELLENT	28%		23%		27%		24%		23%		28%		26%		27%	
GOOD	44%	72%	58%	81%	47%	74%	58%	82%	56%	79%	45%	73%	45%	71%	51%	79%
JUST FAIR	19%		11%		15%		18%		20%		24%		19%		16%	
POOR	8%	27%	8%	19%	11%	26%	0.8%	18%	2%	21%	3%	26%	9%	28%	5%	21%
DK	0%		0%		0.1%		0%		0%		1%		1%		1%	



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Rating Escambia as a place to live (continued)

Racial & ethnic minorities

	2008		2009		2010		2011		2012		2015		2016		2017	
EXCELLENT	5%		0%		6%		5%		6%		7%		5%		2%	
GOOD	34%	39%	46%	46%	36%	42%	46%	50%	47%	53%	41%	47%	33%	38%	40%	42%
JUST FAIR	39%		33%		35%		30%		29%		38%		44%		38%	
POOR	17%	56%	16%	49%	16%	52%	10%	40%	10%	39%	13%	51%	16%	60%	18%	56%
DK	6%		5%		6%		10%		9%		2%		2%		3%	

Immigrants from other countries

EXCELLENT	7%		0%		6%		0.6%		1%		5%		3%		3%	
GOOD	25%	32%	34%	34%	33%	38%	40%	41%	41%	42%	34%	39%	26%	29%	33%	36%
JUST FAIR	34%		34%		31%		34%		34%		42%		46%		35%	
POOR	20%	54%	20%	54%	21%	51%	11%	45%	11%	44%	15%	57%	20%	66%	23%	58%
DK	14%		12%		11%		14%		14%		4%		5%		6%	

Entrepreneurs & new businesses

EXCELLENT	5%		6%		4%		0.3%		0%		6%		8%		6%	
GOOD	25%	30%	27%	33%	29%	33%	20%	21%	22%	22%	38%	44%	28%	36%	39%	45%
JUST FAIR	39%		32%		31%		48%		47%		36%		47%		43%	
POOR	26%	65%	30%	62%	32%	63%	30%	78%	29%	75%	18%	54%	13%	60%	11%	54%
DK	6%		5%		4%		1%		2%		2%		4%		1%	

People living below poverty line

EXCELLENT	1%		1%		0.4%		1%		1%		4%		2%		3%	
GOOD	9%	10%	15%	16%	17%	17%	19%	20%	18%	19%	11%	15%	12%	14%	12%	16%
JUST FAIR	34%		42%		30%		34%		35%		43%		41%		33%	
POOR	47%	81%	40%	82%	45%	76%	35%	68%	35%	70%	39%	82%	43%	84%	47%	79%
DK	10%		3%		7%		12%		11%		3%		2%		5%	

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Rating Over All Quality of Life

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

	2008	2009		2010		2011		2012		2015		2016		2017		
EXCELLENT	7%		8%		9%		5%		4%		14%		13%		6%	
GOOD	44%	51%	49%	57%	48%	57%	43%	48%	42%	47%	57%	71%	53%	66%	56%	62%
JUST FAIR	39%		35%		35%		47%		45%		27%		27%		35%	
POOR	10%	49%	8%	43%	9%	44%	5%	52%	7%	52%	2%	29%	7%	34%	3%	38%
DK	0%		0%		0%		0%		1%		1%		0%		0%	

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%	36%	29%	31%
DETERIORATE	15%	12%	15%	6%	5%	8%	13%	7%
STAY THE SAME	53%	57%	51%	56%	55%	55%	59%	62%
NOT SURE	1%	1%	1%	0%	1%	2%	0%	1%

(Reasons given by the 7% 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%	58%	28%	45%								
SW AGREE	42%	72%	37%	62%	20%	80%	13%	51%	11%	45%	32%	90%	16%	44%	9%	54%
SW DISAGREE	13%	19%	16%	11%	13%	2%	17%	16%	13%	55%	7%	8%	34%	51%	29%	45%
STRONG DISAGRE	6%	20%	8%	27%	1%	16%	38%	49%	42%	2%	2%	6%	51%	29%	2%	
NOT SURE	9%	12%	3%	0%	0%	2%	0%	0%								

Poor economic conditions in the area

STRONG AGREE	37%	29%	52%	64%	61%	68%	33%	30%								
SW AGREE	43%	80%	47%	76%	35%	86%	9%	73%	24%	84%	31%	98%	33%	65%	23%	54%
SW DISAGREE	15%	18%	11%	27%	16%	0%	16%	0%	16%	0%	0%	11%	11%	41%		
STRONG DISAGRE	4%	20%	1%	19%	2%	13%	0.0%	27%	0%	16%	0%	0%	24%	35%	5%	47%
NOT SURE	1%	6%	1%	0%	0%	2%	0%	0%								

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*(Reasons given for deteriorating quality of life of all voters who said 'deteriorated')*

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

STRONG AGREE	46%		38%		54%		47%		37%		74%		43%		21%	
SW AGREE	30%	76%	32%	70%	29%	84%	38%	85%	42%	79%	13%	<b>87%</b>	13%	56%	27%	<b>48%</b>
SW DISAGREE	18%		15%		15%		16%		16%		2%		39%		32%	
STRONG DISAGRE	5%	23%	6%	21%	2%	16%	0.0%	16%	5%	21%	11%	<b>13%</b>	6%	45%	20%	<b>52%</b>
NOT SURE	1%		9%				0.0%		0%		0%					

**Lack of entertainment and cultural opportunities**

STRONG AGREE	14%		9%		21%		24%		18%		31%		27%		9%	
SW AGREE	31%	45%	24%	33%	31%	52%	27%	51%	26%	45%	42%	<b>73%</b>	12%	39%	30%	<b>39%</b>
SW DISAGREE	38%		44%		40%		20%		24%		19%		27%		23%	
STRONG DISAGRE	13%	51%	16%	60%	6%	46%	29%	49%	32%	55%	7%	<b>26%</b>	35%	61%	38%	<b>61%</b>
NOT SURE	4%		8%		3%		0.0%		0%		2%					

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

STRONG AGREE	23%		16%		46%		40%		40%		76%		18%		54%	
SW AGREE	34%	56%	37%	53%	21%	66%	40%	80%	45%	84%	13%	<b>89%</b>	28%	46%	9%	<b>63%</b>
SW DISAGREE	24%		29%		27%		9%		13%		5%		31%		9%	
STRONG DISAGRE	13%	37%	8%	37%	4%	31%	0.0%	9%	3%	16%	5%	<b>10%</b>	24%	55%	29%	<b>38%</b>
NOT SURE	7%		10%		3%		11%		0%		2%		1%			
			NOT SURE		1%		0.0%		0%							

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**Vision & Leadership (all respondents)**

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

	2008		2009		2010		2011		2012		2015		2016		2017	
		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL						
STRONG AGREE	11%		9%		13%		11%		15%		11%		8%		9%	
SW AGREE	31%	42%	26%	35%	33%	46%	51%	62%	51%	66%	53%	65%	47%	55%	47%	55%
SW DISAGREE	28%		35%		25%		21%		18%		23%		25%		27%	
STRONG DISAGRE	20%	48%	21%	56%	13%	38%	7%	27%	8%	27%	9%	33%	18%	43%	13%	40%
NOT SURE	11%		9%		16%		10%		7%		3%		2%		5%	

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

STRONG AGREE	11%		8%		14%		9%		10%		8%		8%		6%	
SW AGREE	31%	42%	26%	34%	33%	47%	45%	54%	45%	55%	43%	51%	48%	56%	42%	48%
SW DISAGREE	30%		35%		27%		27%		26%		36%		24%		32%	
STRONG DISAGRE	20%	50%	22%	57%	16%	44%	12%	38%	12%	38%	11%	47%	18%	41%	15%	47%
NOT SURE	8%		9%		9%		8%		8%		2%		3%		5%	

**IMPORTANCE OF PENSACOLA WATERFRONT**

VERY IMPORTANT																	
SW IMPORTANT																	
NOT TOO IMPORTANT																	
NOT IMPORTANT																	
DK																	

\*FIRST ASKED IN 2012

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

	2016	2017
EXCELLENT	7%	5%
GOOD	32%	26%
FAIR	30%	39%
POOR	26%	25%
DK	5%	6%

**Do you feel the opportunity for children to receive a quality education in the Escambia County public school system is getting better or worse?**

	<b>2016</b>	<b>2017</b>
BETTER	44%	39%
WORSE	36%	41%
SAME	15%	10%
NOT SURE	6%	10%

**LENGTH OF RESIDENCE IN ESCAMBIA COUNTY**

<5 YEARS	9%
5-9 YEARS	11%
10-19 YEARS	26%
20+ YEARS	56%

**In thinking about things that impact the quality of life: What do you think has been the greatest improvement in the City of Pensacola over the last ten years? [DO NOT READ LIST]**

**GREATEST IMPROVEMENT IN PENSACOLA**

DOWNTOWN/WATERFRONT	38%
INFRASTRUCTURE	12%
BETTER JOBS/ECONOMY	10%
BETTER HEALTHCARE	5%
LESS CRIME	4%
ENTERTAINMENT	4%
FAMILY FRIENDLY	3%
GOVT LEADERSHIP	2%
BETTER SCHOOLS	2%
OIL SPILL/ENVIRONMENT	1%
OTHER	2%
NONE	9%
NOT SURE	7%

**Again, in thinking about things that impact the quality of life: What do you think has been the greatest disappointment in the City of Pensacola over the last ten years? [DO NOT READ LIST]**

**BIGGEST DISAPPOINTMENT PENSACOLA**

ECONOMY/JOBS	14%
MORE CRIME & DRUGS	10%
FAILED GOVT/LEADERSHIP	10%
ROADS & TRAFFIC	10%
GROWTH & SPRAWL	9%
PUBLIC SCHOOLS	9%
POOR QUALITY OF LIFE	6%
ENTERTAINMENT/NIGHTLIFE	2%
OTHER	3%
NONE	5%
NOT SURE	22%

**In thinking about things that impact the quality of life: What do you think has been the greatest improvement in Escambia County over the last ten years? [DO NOT READ LIST]**

**GREATEST IMPROVEMENT IN ESCAMBIA**

DOWNTOWN/WATERFRONT	14%
BETTER JOBS/ECONOMY	13%
INFRASTRUCTURE	13%
GOVT LEADERSHIP	6%
BETTER SCHOOLS	5%
BETTER HEALTHCARE	5%
LESS CRIME	4%
FAMILY FRIENDLY	3%
OIL SPILL/ENVIRONMENT	3%
OTHER	2%
ENTERTAINMENT	2%
NOT SURE	18%

**Again, in thinking about things that impact the quality of life: What do you think has been the greatest disappointment in Escambia County over the last ten years? [DO NOT READ LIST]**

ROADS & TRAFFIC	20%
ECONOMY/JOBS	16%
FAILED GOVT/LEADERSHIP	14%
MORE CRIME & DRUGS	12%
PUBLIC SCHOOLS	8%
GROWTH & SPRAWL	5%
POOR QUALITY OF LIFE	3%
OTHER	3%
NONE	3%
NOT SURE	18%

**RESIDENCE**

CITY OF PENSACOLA	23%
ESCAMBIA SUBURBS	77%

**EDUCATION**

HIGH SCHOOL	27%
SOME COLLEGE	34%
COLLEGE GRAD	24%
GRAD DEGREE	16%
REFUSED	1%

**PARTY REGISTRATION**

DEMOCRAT	34%
REPUBLICAN	44%
INDEPENDENT	22%

**AGE**

18-29	13%
30-39	16%
40-49	16%
50-64	24%
65+	31%
REFUSED	1%

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**RACE**

WHITE	74%
BLACK	21%
HISPANIC	2%
OTHER	3%
REFUSED	1%

**INCOME**

<\$25k	17%
\$25k-\$39,999	18%
\$40k-\$74,999	27%
\$75k+	24%
REFUSED	16%

**EMPLOYMENT**

FULL-TIME	43%
PART-TIME	8%
RETIRED	32%
HOMEMAKER	10%
STUDENT	2%
UNEMPLOYED	5%
OTHER	0%

**VOLUNTEERED RELIGIOUS GROUP?**

YES	45%
NO	55%

**VOLUNTEERED OTHER GROUP?**

YES	45%
NO	55%

**SEX**

MALE	49%
FEMALE	51%

**COMMISSION DISTRICT**

DISTRICT 1	21%
DISTRICT 2	20%
DISTRICT 3	20%
DISTRICT 4	20%
DISTRICT 5	20%