



August, 2018

Quality of Life Survey

**Comparing Survey Results
2017 to 2018**

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

<i>Things in Escambia county</i>	2017	2018	Δ =
			DIFFERENCE 2017 TO 2018 Δ
RIGHT DIRECTION	57%	60%	3%
WRONG TRACK	29%	26%	-4%
NOT SURE	14%	14%	0%

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

<i>Things in city of Pensacola</i>	2017	2018	Δ
RIGHT DIRECTION	57%	63%	6%
WRONG TRACK	27%	24%	-3%
NOT SURE	15%	13%	-2%

JOB PERFORMANCE: MAYOR ASHTON HAYWARD

	2017	2018	Δ
EXCELLENT	12%	11%	Δ
GOOD	41%	53%	45%
ONLY FAIR	28%	34%	-8%
POOR	11%	39%	46%
DK	9%	7%	7%

NOTE: Δ In red indicate statistical movement of note and/or interest.

JOB PERFORMANCE: COUNTY COMMISSIONERS

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	2017		2018		
EXCELLENT	1%		4%		△
GOOD	33%	34%	35%	39%	5%
FAIR	40%		42%		
POOR	12%	52%	17%	59%	7%
DK	14%		3%		

JOB PERFORMANCE: PENSACOLA CITY COUNCIL

	2017		2018		
EXCELLENT	1%		0%		△
GOOD	33%	34%	32%	33%	-1%
FAIR	40%		37%		
POOR	12%	52%	14%	51%	-1%
DK	14%		16%		

JOB PERFORMANCE: SCHOOL BOARD SCHOOL SUPERINTENDENT MALCOLM THOMAS

	2017		2018		
EXCELLENT	18%		22%		△
GOOD	34%	52%	33%	55%	3%
FAIR	25%		23%		
POOR	16%	41%	16%	39%	-2%
DK	7%		7%		

JOB PERFORMANCE: SCHOOL BOARD

	2017		2018		
	7%		6%		△
	32%	39%	43%	48%	9%
	32%		30%		
	17%	49%	17%	47%	-2%
	12%		5%		

How would you rate economic conditions in Escambia county?

2017 2018

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EXCELLENT	0.4%		4%		△
GOOD	24%	25%	33%	37%	12%
JUST FAIR	56%		41%		
POOR	16%	72%	21%	62%	-10%
DK	4%		2%		

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?

	2017	2018	△
BETTER	33%	43%	10%
WORSE	11%	7%	-4%
SAME	54%	44%	-10%
NOT SURE	2%	7%	5%

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

	2017	2018	
VERY CONCERNED	24%	24%	△
SW CONCERNED	39%	24%	48% -14%
NOT TOO CONCERNED	22%	28%	
NOT CONCERNED	12%	21%	48% 14%
NOT SURE	4%	4%	

MOST IMPORTANT ISSUE: ESCAMBIA COUNTY

	2018
ECONOMY/JOBS	29%
EDUCATION	14%
TRAFFIC/ROADS	13%
CRIME/DRUGS	12%
GROWTH/SPRAWL	10%
TAXES/GOVT SPNDG	5%
HEALTH CARE	3%
RACE RELATIONS	2%
POVERTY	2%
DOWNTOWN PENSACOLA	2%
ENVIRONMENT	1%
POOR LEADERSHIP	1%
QUALITY OF LIFE	1%
MORAL ISSUES	0%
OTHER	2%
NOT SURE	4%

MOST IMPORTANT ISSUE: CITY OF PENSACOLA

	2018
ECONOMY/JOBS	25%
CRIME/DRUGS	24%
TRAFFIC/ROADS	14%
GROWTH/SPRAWL	9%
POOR LEADERSHIP	5%
TAXES/GOVT SPNDG	4%
ENVIRONMENT	4%
DOWNTOWN PENSACOLA	3%
EDUCATION	1%
POVERTY	1%
OTHER	2%
NOT SURE	7%

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

	2017		2018		
EXCELLENT	4%		4%		△
GOOD	17%	22%	27%	31%	9%
JUST FAIR	46%		48%		
POOR	32%	78%	20%	68%	-10%
DK	1%		2%		

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

	2017		2018		
EXCELLENT	5%		6%		△
GOOD	30%	35%	28%	34%	-0.5%
JUST FAIR	38%		43%		
POOR	23%	60%	21%	64%	4%
DK	6%		2%		

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		2017		2018		
	EXCELLENT	4%		8%		△
	GOOD	25%	30%	32%	40%	10%
	JUST FAIR	43%		32%		
	POOR	23%	66%	28%	60%	-6%
	DK	4%		0%		

The availability of cultural opportunities, such as theater, museums, and music				2018		
	EXCELLENT	17%		18%		△
	GOOD	44%	60%	39%	57%	-4%
	JUST FAIR	28%		29%		
	POOR	10%	39%	12%	41%	2%
	DK	1%		3%		

Offering job opportunities in your field		2017		2018		
	EXCELLENT	4%		8%		△
	GOOD	30%	34%	29%	36%	3%
	JUST FAIR	30%		32%		
	POOR	28%	57%	23%	55%	-2%
	DK	9%		9%		

Having a vibrant nightlife with clubs, bars, restaurants etc.		2017		2018		
	EXCELLENT	13%		16%		△
	GOOD	54%	66%	41%	57%	-10%
	JUST FAIR	17%		24%		
	POOR	9%	26%	9%	33%	7%
	DK	8%		10%		

Rating the Quality of Life Factors (continued)

Availability of affordable housing

	2017		2018		
EXCELLENT	4%		5%		△
GOOD	35%	38%	27%	33%	-6%
JUST FAIR	33%		44%		
POOR	26%	59%	20%	64%	5%
DK	3%		4%		

Public transportation

	2017		2018		
EXCELLENT	3%		5%		△
GOOD	30%	32%	24%	29%	-3%
JUST FAIR	35%		31%		
POOR	27%	62%	33%	63%	1%
DK	6%		8%		

Public safety and low crime

	2017		2018		
EXCELLENT	4%		6%		△
GOOD	27%	31%	24%	29%	-1%
JUST FAIR	46%		40%		
POOR	23%	69%	29%	69%	0%
DK	1%		2%		

Being able to get from place to place with little traffic

	2017		2018		
EXCELLENT	1%		5%		△
GOOD	28%	29%	23%	28%	-1%
JUST FAIR	34%		37%		
POOR	36%	70%	33%	70%	0%
DK	0%		2%		

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Rating the Quality of Life Factors (continued)

Availability of quality healthcare		2017		2018		
EXCELLENT	12%			19%		△
GOOD	43%	55%		46%	66%	11%
JUST FAIR	24%			24%		
POOR	17%	41%		8%	32%	-8%
DK	5%			2%		

Natural beauty & physical setting		2017		2018		
EXCELLENT	45%			43%		△
GOOD	39%	84%		37%	80%	-3%
JUST FAIR	16%			14%		
POOR	1%	16%		5%	19%	3%
DK	0%			1%		

The availability of outdoor parks, playgrounds, and beaches		2017		2018		
EXCELLENT	43%			35%		△
GOOD	31%	74%		44%	79%	5%
JUST FAIR	18%			16%		
POOR	8%	26%		5%	21%	-5%
DK	1%			0%		

Welcoming and inviting to people of diverse backgrounds, ethnicity and culture		2017		2018		
EXCELLENT	14%			15%		△
GOOD	49%	63%		40%	54%	-9%
JUST FAIR	22%			28%		
POOR	11%	33%		14%	42%	10%
DK	4%			3%		

Effective leadership from elected officials		2017		2018		
EXCELLENT	4%			2%		△
GOOD	29%	33%		33%	35%	2%
JUST FAIR	38%			36%		
POOR	24%	62%		27%	63%	1%
DK	5%			2%		

Rating the Quality of Life Factors (continued)

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

	2017		2018		
EXCELLENT	3%		5%		△
GOOD	26%	28%	25%	30%	2%
JUST FAIR	44%		39%		
POOR	26%	70%	26%	65%	-5%
DK	2%		5%		

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

	2017		2018		
EXCELLENT	0%		7%		△
GOOD	19%	20%	19%	26%	6%
JUST FAIR	44%		42%		
POOR	37%	80%	31%	72%	-8%
DK	0%		2%		

Young Single People

	2017		2018		
EXCELLENT	2%		7%		△
GOOD	34%	36%	27%	33%	-3%
JUST FAIR	36%		39%		
POOR	27%	64%	25%	64%	0%
DK	0%		3%		

Families with children

	2017		2018		
EXCELLENT	6%		10%		△
GOOD	46%	52%	44%	54%	2%
JUST FAIR	33%		37%		
POOR	14%	46%	8%	46%	-1%
DK	2%		1%		

Retirees

	2017		2018		
EXCELLENT	27%		33%		△
GOOD	51%	79%	46%	79%	0%
JUST FAIR	16%		17%		
POOR	5%	21%	3%	20%	-1%
DK	1%		0%		

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Rating Escambia as a place to live (continued)

	2017		2018		
Racial & ethnic minorities					
EXCELLENT	2%		11%		△
GOOD	40%	42%	35%	46%	4%
JUST FAIR	38%		30%		
POOR	18%	56%	19%	49%	-7%
DK	3%		5%		
Immigrants from other countries					
EXCELLENT	3%		8%		△
GOOD	33%	36%	32%	40%	4%
JUST FAIR	35%		33%		
POOR	23%	58%	22%	55%	-3%
DK	6%		6%		
Entrepreneurs & new businesses					
EXCELLENT	6%		12%		△
GOOD	39%	45%	34%	45%	0%
JUST FAIR	43%		39%		
POOR	11%	54%	13%	53%	-1%
DK	1%		2%		
People living below poverty line					
EXCELLENT	3%		1%		△
GOOD	12%	16%	17%	18%	2%
JUST FAIR	33%		32%		
POOR	47%	79%	45%	76%	-3%
DK	5%		6%		

Rating Over All Quality of Life

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

	2017		2018		
EXCELLENT	6%		10%		△
GOOD	56%	62%	53%	63%	1%
JUST FAIR	35%		32%		
POOR	3%	38%	5%	37%	-1%
DK	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?

	2017		2018		
IMPROVE	31%		38%	7%	△
DETERIORATE	7%		7%	0%	
STAY THE SAME	62%		53%	-9%	
NOT SURE	1%		2%	1%	

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

	2017		2018		
STRONG AGREE	9%		15%		△
SW AGREE	47%	55%	43%	58%	3%
SW DISAGREE	27%		25%		
STRONG DISAGRE	13%	40%	12%	37%	-3%
NOT SURE	5%		0%		

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

	2017		2018		
STRONG AGREE	6%		13%		△
SW AGREE	42%	48%	44%	57%	9%
SW DISAGREE	32%		30%		
STRONG DISAGRE	15%	47%	11%	41%	-6%
NOT SURE	5%		0%		

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IMPORTANCE OF PENSACOLA WATERFRONT	2017		2018		
VERY IMPORTANT	53%		39%		△
SW IMPORTANT	28%	81%	39%	78%	-3%
NOT TOO IMPORTANT	14%		12%		
NOT IMPORTANT	5%	19%	7%	20%	1%
DK	0		2%		

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HOW FAMILIAR ARE YOU WITH THE DIFFERENCE BETWEEN
ECONOMIC DEVELOPMENT AND COMMUNITY DEVELOPMENT?

DEVELOPMENT

	VERY FAMILIAR	SOMEWHAT FAMILIAR	TOTAL FAMILIAR	NOT TOO FAMILIAR	NOT FAMILIAR	TOTAL NOT FAMILIAR
RESULTS						

COUNTY	23	55	78	17	5	23
RESIDENCE						
CITY OF PENSACOLA	29	52	81	15	4	19
ESCAMBIA SUBURBS	21	56	77	18	6	23
SEX						
MALE	26	58	84	12	4	16
FEMALE	19	52	71	22	7	29
PARTY REGISTRATION						
DEMOCRAT	22	51	73	23	4	27
REPUBLICAN	20	59	79	15	6	21
INDEPENDENT	30	52	82	12	6	18
INCOME						
<\$40,000	21	54	75	18	7	25
\$40,000+	27	54	81	15	4	19
EDUCATION						
NO COLLEGE DEGREE	18	52	70	23	7	30
COLLEGE GRAD	27	58	84	12	4	16
AGE						
<50	26	62	87	11	2	13
50+	20	49	69	22	9	31
RACE						
WHITE	21	57	78	16	6	22
BLACK	28	41	69	27	4	31
COMMISSION DISTRICT						
DISTRICT 1	17	52	70	23	8	31
DISTRICT 2	23	57	80	14	6	20
DISTRICT 3	25	52	77	18	5	23
DISTRICT 4	26	60	86	10	4	14
DISTRICT 5	22	53	75	20	4	25

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HOW WOULD YOU RATE THE COORDINATION OF ECONOMIC AND COMMUNITY DEVELOPMENT BY GOVERNMENT, COMMUNITY AND BUSINESS LEADERS IN ESCAMBIA COUNTY?

	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DK
RESIDENCE							
COUNTY	6	27	33	45	19	65	3
CITY OF PENSACOLA	8	22	30	38	29	67	2
ESCAMBIA SUBURBS	5	28	33	47	17	64	3
SEX							
MALE	8	25	33	39	26	65	2
FEMALE	4	29	33	51	13	64	4
PARTY REGISTRATION							
DEMOCRAT	8	27	35	41	22	62	3
REPUBLICAN	6	30	36	47	15	62	2
INDEPENDENT	2	19	21	49	24	74	5
INCOME							
<\$40,000	9	27	36	42	19	61	3
\$40,000+	6	26	31	46	20	66	3
EDUCATION							
NO COLLEGE DEGREE	11	23	34	42	20	62	4
COLLEGE GRAD	1	30	32	48	19	67	1
AGE							
<50	7	25	33	42	24	65	2
50+	5	28	32	49	16	64	3
RACE							
WHITE	4	27	31	48	18	66	3
BLACK	15	23	38	41	18	59	3
COMMISSION DISTRICT							
DISTRICT 1	5	34	39	40	16	57	5
DISTRICT 2	6	21	27	53	18	72	1
DISTRICT 3	11	29	40	36	22	58	3
DISTRICT 4	5	26	31	42	26	68	2
DISTRICT 5	3	25	28	54	15	69	3

DO YOU SUPPORT OR OPPOSE THE CREATION OF A COMMUNITY DEVELOPMENT CORPORATION IN ESCAMBIA COUNTY? EATION OF CDC

	SUPPORT	OPPOSE	UNDECIDED
RESULTS			
COUNTY	69	23	9
RESIDENCE			
CITY OF PENSACOLA	78	19	3
ESCAMBIA SUBURBS	66	24	11
SEX			
MALE	67	24	9
FEMALE	70	21	9
PARTY REGISTRATION			
DEMOCRAT	73	16	11
REPUBLICAN	66	26	8
INDEPENDENT	66	27	7
INCOME			
<\$40,000	76	15	9
\$40,000+	67	25	8
EDUCATION			
NO COLLEGE DEGREE	72	17	11
COLLEGE GRAD	66	27	8
AGE			
<50	74	21	6
50+	64	24	12
RACE			
WHITE	64	27	9
BLACK	89	8	3
COMMISSION DISTRICT			
DISTRICT 1	73	17	11
DISTRICT 2	75	18	8
DISTRICT 3	74	18	8
DISTRICT 4	64	31.1	5
DISTRICT 5	57	28	14

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CURRENTLY, POSSESSING AND USING MARIJUANA IS AGAINST FEDERAL LAW. WHICH ONE OF THE FOLLOWING BEST DESCRIBES YOUR PREFERENCE ON NATIONAL MARIJUANA POLICY?

	KEEP CURRENT	LEGALIZE MEDICAL	DECRIMINALIZE	LEGALIZE	NOT SURE
RESIDENCE					
COUNTY	14	34	17	29	7
CITY OF PENSACOLA	13	24	19	37	8
ESCAMBIA SUBURBS	14	36	16	27	7
SEX					
MALE	11	24	19	41	6
FEMALE	17	43	14	18	8
PARTY REGISTRATION					
DEMOCRAT	8	37	18	28	10
REPUBLICAN	21	31	16	27	6
INDEPENDENT	8	34	16	37	5
INCOME					
<\$40,000	11	41	14	28	7
\$40,000+	17	29	19	31	3
EDUCATION					
NO COLLEGE DEGREE	16	37	12	27	9
COLLEGE GRAD	13	31	20	31	5
AGE					
<50	11	29	20	37	3
50+	17	37	13	23	10
RACE					
WHITE	17	30	16	31	6
BLACK	10	48	11	25	6
COMMISSION DISTRICT					
DISTRICT 1	19	34	15	24	8
DISTRICT 2	11	33	12	39	5
DISTRICT 3	19	35	14	27	5
DISTRICT 4	7.5	31.1	20.5	33.5	7.5
DISTRICT 5	14	35	21	21	9

DEMOGRAPHICS:

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RESIDENCE	Number	Percent
CITY OF PENSACOLA	165	21%
ESCAMBIA SUBURBS	635	79%
Total	800	100.00%

EDUCATION	Number	Percent
HIGH SCHOOL	190	24%
SOME COLLEGE	177	22%
COLLEGE GRAD	303	38%
GRAD DEGREE	124	16%
REFUSED	6	1%
Total	800	100.00%

PARTY REGISTRATION	Number	Percent
DEMOCRAT	273	34%
REPUBLICAN	359	45%
INDEPENDENT	168	21%
Total	800	100.00%

AGE	Number	Percent
18-29	132	17%
30-39	124	16%
40-49	122	15%
50-64	189	24%
65+	224	28%
REFUSED	9	1%
Total	800	100.00%

RACE	Number	Percent
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WHITE	577	72%
BLACK	152	19%
HISPANIC	37	5%
OTHER	27	3%
REFUSED	7	1%
Total	800	100.00%

INCOME	Number	Percent
<\$25,000	91	11%
\$25,000-\$39,999	140	18%
\$40,000-\$74,999	224	28%
\$75,000+	214	27%
REFUSED	131	16%
Total	800	100.00%

EMPLOYMENT	Number	Percent
FULL-TIME	305	38%
PART-TIME	55	7%
RETIRED	266	33%
HOMEMAKER	117	15%
STUDENT	8	1%
UNEMPLOYED	33	4%
OTHER	10	1%
REFUSED	6	1%
Total	800	100.00%

SEX	Number	Percent
MALE	396	50%
FEMALE	404	51%
Total	800	100.00%

COMMISSION DISTRICT	Number	Percent
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DISTRICT 1	161	20%
DISTRICT 2	169	21%
DISTRICT 3	147	18%
DISTRICT 4	161	20%
DISTRICT 5	162	20%
Total	800	100.00%

VOLUNTEERED RELIGIOUS GROUP

	Number	Percent
YES	423	53%
NO	377	47%
Total	800	100.00%

VOLUNTEERED OTHER GROUP

	Number	Percent
YES	363	45%
NO	437	55%
Total	800	100.00%