



PENSACOLA
YOUNG
PROFESSIONALS



2017 QUALITY OF LIFE REPORT

COMMUNITY REPORT

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Mason-Dixon Polling & Research, Inc. located in Washington, D.C., conducted this survey in June 2017. Eight hundred (800) registered Escambia County voters were interviewed by telephone. Those interviewed were selected randomly from a commercially available Florida State voter registration file. The resulting sample fairly reflects the demographic profile of voters in Escambia County. Please see the statistical report for demographic details by visiting www.PensacolaYP.com.

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 percent 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 gender, income or race. Quint and Rishy Studer generously provide funding for this annual survey and Pensacola Young Professionals coordinate and execute its presentation.

EXECUTIVE SUMMARY

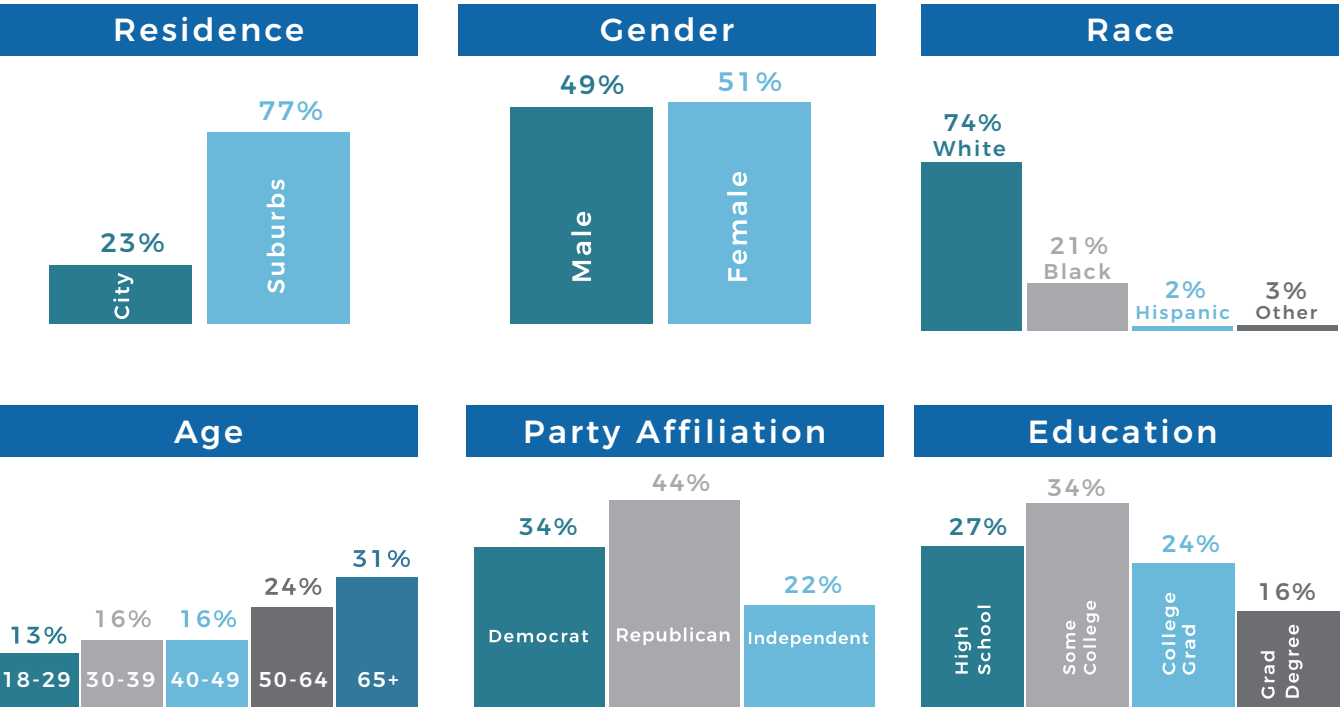
Since 2008, the Quality of Life Survey has provided insight into how our citizens view our community. As catalysts for positive change in the Pensacola Bay Area, the Pensacola Young Professionals are hopeful that the annual results of this survey will be a useful measurement and tool that will allow Escambia County residents to have a voice, and will offer data to local leaders and policy makers seeking to affect change for the benefit of the entire community. By measuring public opinion in an annual survey and collecting data for comparison, we are able to provide material that generates informed debate and inspires necessary action.

For ten years, Escambia County voters have been asked their opinions on a number of key issues, with the results presented in the annual Quality of Life Report. Mason-Dixon Polling & Research, an independent polling firm that conducts public policy and political polling research nationwide, carried out the 2017 Annual Quality of Life Survey of Escambia County on behalf of Pensacola Young Professionals (PYP).

As of June 2017, the overall quality of life rating in Escambia County remains mostly positive, with 62% of voters rating it “excellent” or “good,” up from 51% ten years ago. The top concern of voters in our area continues to be the economy and jobs, while voters indicated that the revitalized downtown and waterfront were the County’s greatest accomplishment.

Between 2008 and 2017, there has been a significant increase in percentage of voters who believe Escambia County and the City of Pensacola are headed in the right direction, and inversely, a significant decrease of voters who believe Escambia County is headed in the wrong direction. Additionally, the job performance rating of Mayor Hayward dropped precipitously in 2016, but has overall remained relatively high. City Council ratings have increased 6% over the past four years.

Based on the results, 2017 seems to be a time of renewed optimism for county and city residents. For our community to continue to move forward and break through obstacles that still lie ahead, it is crucial that we explore this survey data and identify areas for improvement. PYP is confident that our community can courageously face the challenges before us and make our area an even better place to live, work, and play.



MEG RICH
2017/2018 PRESIDENT
Project Coordinator
Pen Air Federal Credit Union





QUALITY OF LIFE IN ESCAMBIA COUNTY

	2008					2011					2014					2017				
Quality of the public schools	1%	27%	36%	31%	6%	1%	36%	42%	20%	1%	6%	23%	46%	22%	3%	4%	25%	43%	23%	4%
Availability of cultural opportunities (theatre, museums, music)	7%	33%	45%	15%	1%	11%	38%	39%	12%	0%	12%	33%	40%	13%	2%	17%	44%	28%	10%	1%
Offering job opportunities in your field	5%	15%	32%	39%	10%	1%	21%	32%	36%	11%	7%	16%	38%	33%	7%	4%	30%	30%	28%	9%
Vibrant nightlife with clubs, bars, restaurants	7%	27%	33%	12%	21%	13%	39%	22%	11%	15%	17%	33%	29%	11%	10%	13%	54%	17%	9%	8%
Availability of affordable housing	7%	27%	32%	33%	1%	5%	40%	40%	14%	1%	8%	29%	44%	16%	4%	4%	35%	33%	26%	3%
Public transportation	0%	19%	31%	42%	8%	1%	31%	25%	27%	16%	5%	16%	38%	31%	10%	3%	30%	35%	27%	6%
Public safety and low crime	3%	25%	45%	27%	0%	5%	29%	37%	29%	0%	4%	18%	43%	34%	1%	4%	27%	46%	23%	1%
Getting from place to place with little traffic	4%	24%	33%	39%	1%	4%	29%	40%	27%	1%	8%	24%	43%	24%	1%	1%	28%	34%	36%	0%
Availability of quality healthcare	14%	41%	26%	19%	1%	23%	46%	21%	10%	1%	19%	41%	27%	13%	2%	12%	43%	24%	17%	5%
Natural beauty and physical setting	24%	45%	20%	10%	0%	34%	49%	16%	1%	0%	44%	30%	21%	5%	0%	45%	39%	16%	1%	0%
Availability of outdoor parks, playgrounds, beaches	20%	47%	25%	8%	0%	25%	48%	18%	9%	0%	35%	35%	26%	4%	1%	43%	31%	18%	8%	1%
Welcoming to people of diverse backgrounds, ethnicity, culture	8%	35%	29%	23%	6%	13%	43%	28%	9%	7%	15%	34%	40%	10%	2%	14%	49%	22%	11%	4%
Effective leadership from elected officials	3%	13%	36%	48%	1%	0%	27%	44%	28%	1%	3%	17%	46%	31%	3%	4%	29%	38%	24%	5%
Shared vision and plans for economic development and job growth	0%	9%	33%	53%	6%	0%	17%	45%	38%	1%	3%	14%	47%	35%	2%	3%	26%	44%	26%	2%



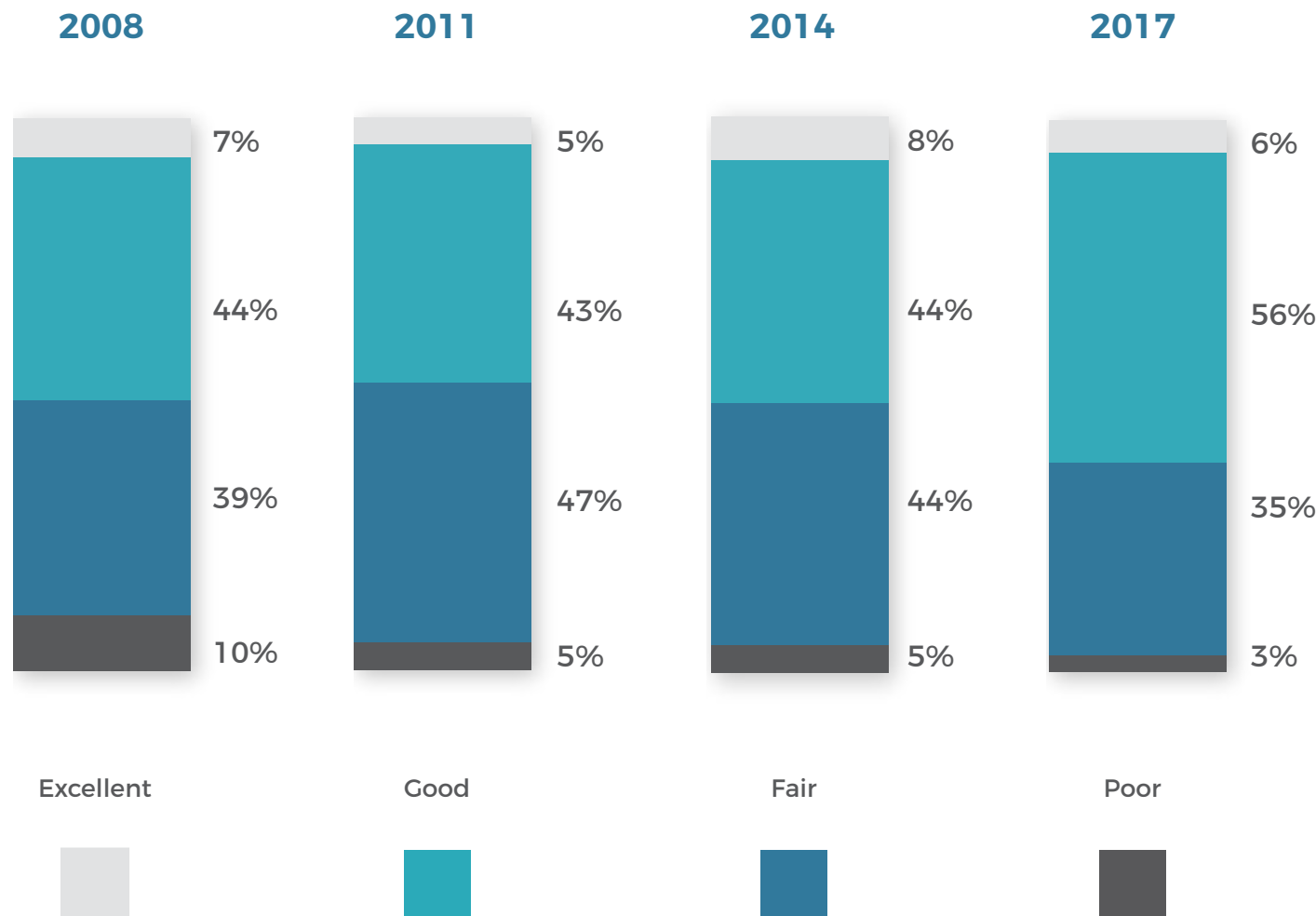


TOP ISSUES FACING ESCAMBIA COUNTY

	2008		2017
Economy/Jobs	28%	Economy/Jobs	27%
Education	15%	Education	13%
Poor Leadership	14%	Growth/Sprawl	10%
Taxes/Government Spending	8%	Crime/Drugs	10%



OVERALL QUALITY OF LIFE IN ESCAMBIA COUNTY



TOP ISSUES FACING CITY OF PENSACOLA

	2008		2017
Economy/Jobs	28%	Economy/Jobs	28%
Poor Leadership	9%	Crime/Drugs	13%
Taxes/Government Spending	9%	Traffic/Roads	11%
Education	8%	Growth/Sprawl	11%

RATING ESCAMBIA AS A PLACE TO LIVE

2017	Excellent	Good	Fair	Poor	Unsure
Recent college grads seeking jobs	0%	19%	44%	37%	0%
Young single people	2%	34%	36%	27%	0%
Families with children	6%	46%	33%	14%	2%
Retirees	27%	51%	16%	5%	1%
Racial and ethnic minorities	2%	40%	38%	18%	3%
Immigrants from other countries	3%	33%	35%	23%	6%
Entrepreneurs and new businesses	6%	39%	43%	11%	1%
People living below the poverty line	3%	12%	33%	47%	5%



COUNTY AND CITY ON THE RIGHT OR WRONG TRACK?

	2008		2011		2014		2017	
Right Direction	22%	27%	47%	51%	55%	63%	57%	57%
Wrong Track	54%	52%	35%	29%	33%	29%	29%	27%
Unsure	24%	25%	19%	20%	13%	9%	14%	15%
	Escambia County		City of Pensacola					

RATING ECONOMIC CONDITIONS IN ESCAMBIA COUNTY

	2008	2011	2014	2017
Excellent	1%	0%	3%	0%
Good	13%	18%	31%	24%
Fair	43%	50%	45%	56%
Poor	43%	32%	20%	16%
Don't Know	0%	0%	1%	4%

ESCAMBIA COUNTY'S SUCCESS IN ATTRACTING ECONOMIC OPPORTUNITIES AND JOB GROWTH

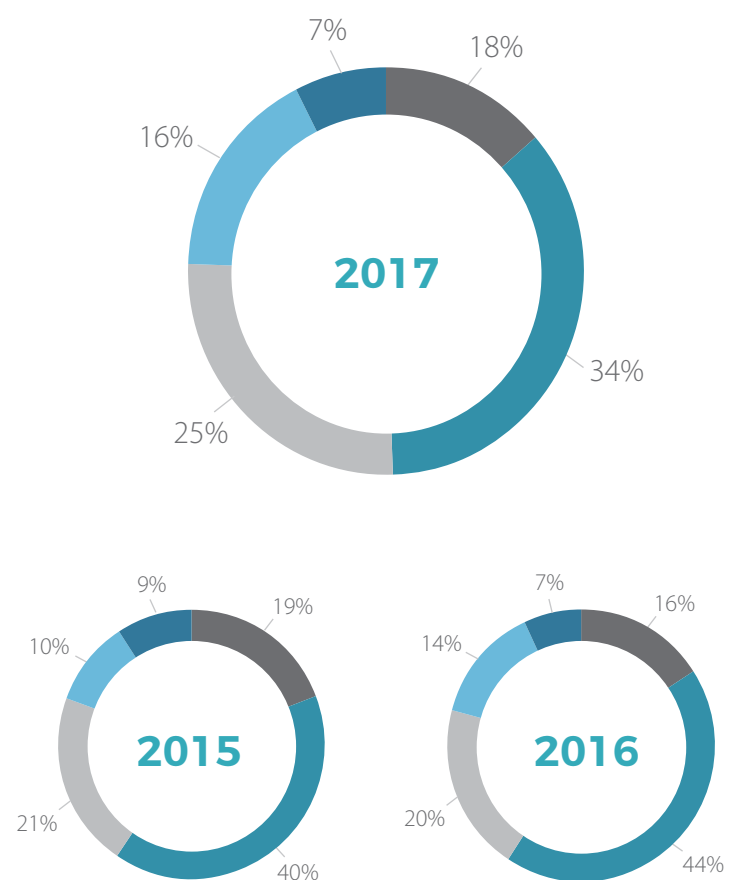
	2008	2011	2014	2017
Excellent	1%	0%	3%	4%
Good	6%	14%	9%	17%
Fair	28%	42%	49%	46%
Poor	65%	43%	38%	32%
Don't Know	0%	1%	1%	1%

CITY OF PENSACOLA'S SUCCESS IN ATTRACTING ECONOMIC OPPORTUNITIES AND JOB GROWTH

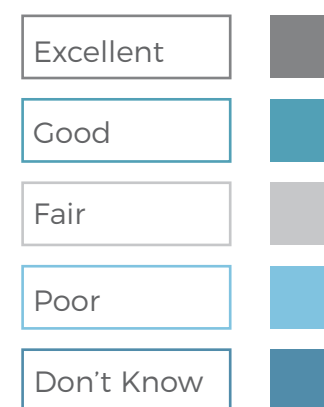
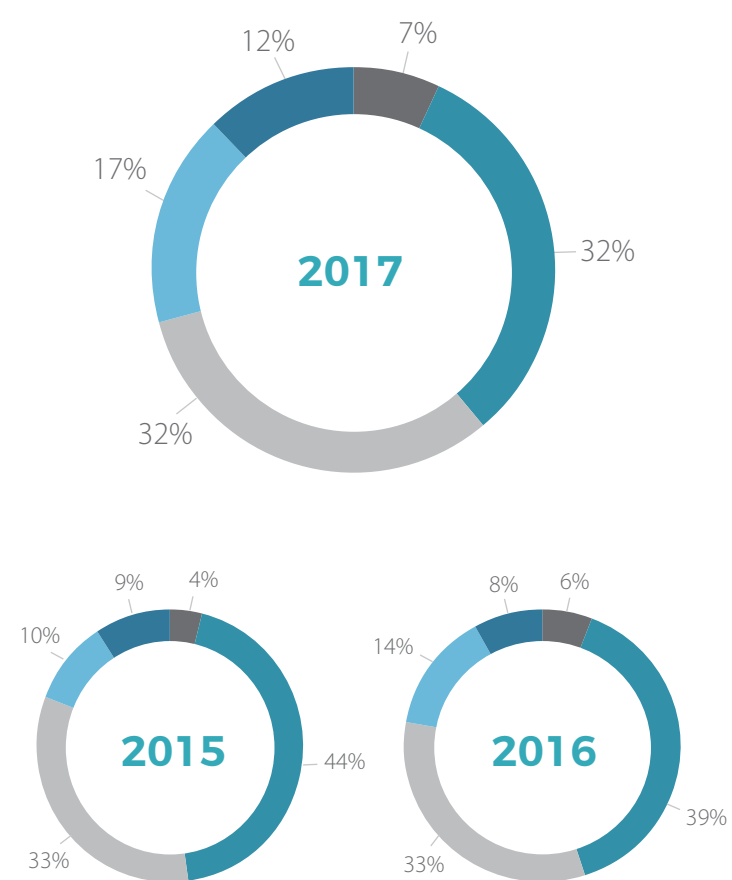
	2008	2011	2014	2017
Excellent	0%	0%	4%	5%
Good	9%	19%	22%	30%
Fair	32%	45%	45%	38%
Poor	58%	35%	28%	23%
Don't Know	1%	1%	2%	6%



JOB PERFORMANCE: SCHOOL SUPERINTENDENT

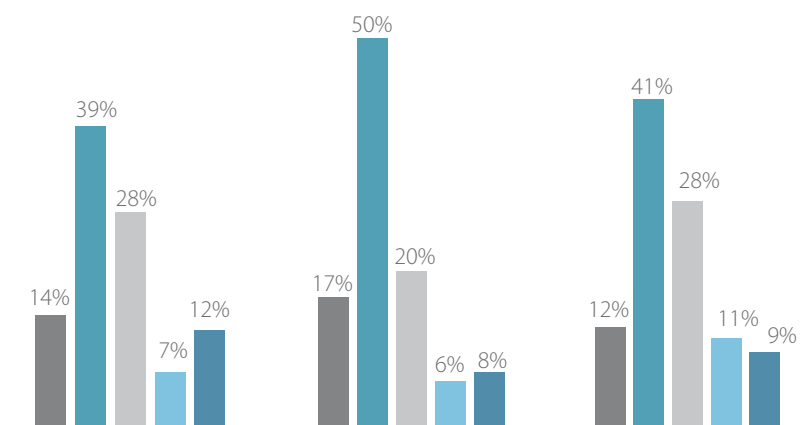


JOB PERFORMANCE: ESCAMBIA COUNTY SCHOOL BOARD

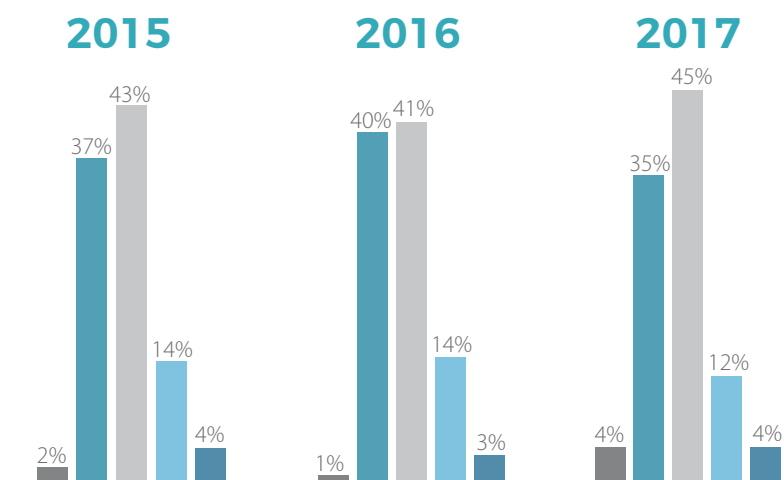


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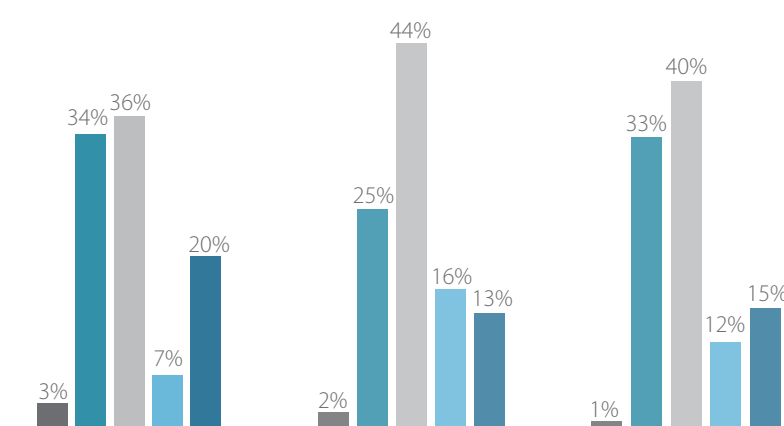
RATING THE MAYOR



RATING THE COUNTY COMMISSION



RATING THE CITY COUNCIL





**RATING ESCAMBIA PUBLIC SCHOOLS:
ASSISTING OUR AREA’S ECONOMIC DEVELOPMENT
AND JOB READINESS**

	2016	2017
Excellent	7%	5%
Good	32%	26%
Fair	30%	39%
Poor	26%	25%
Don't Know	5%	6%



**RATING ESCAMBIA PUBLIC SCHOOLS:
OPPORTUNITY FOR CHILDREN TO GET QUALITY EDUCATION**

	2016	2017
Better	44%	39%
Worse	36%	41%
Same	15%	10%
Don't Know	6%	10%

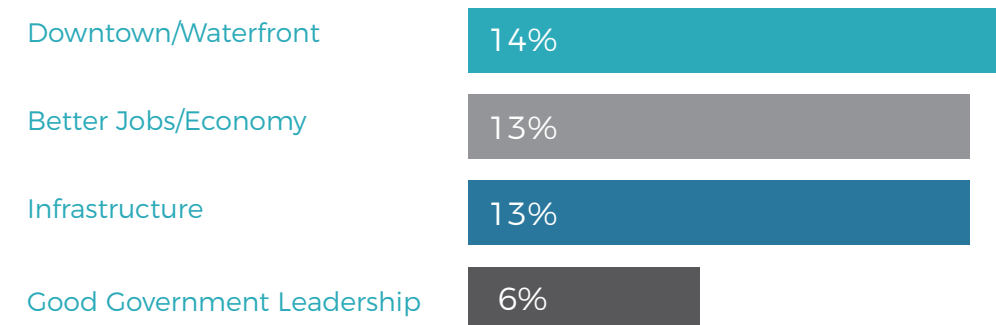


10 YEAR

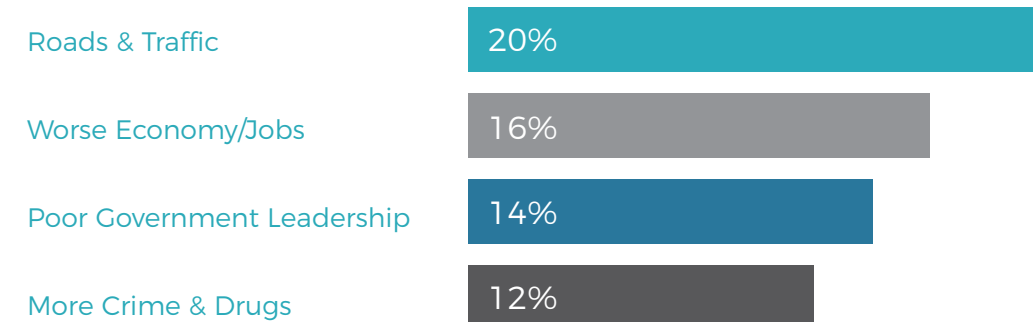


RETROSPECTIVE

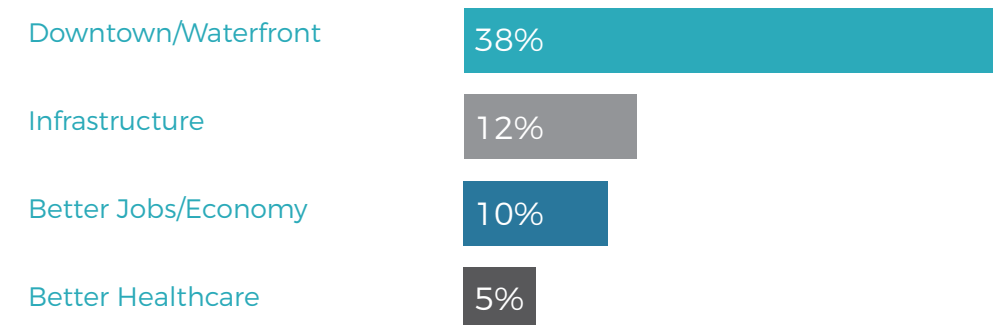
ESCAMBIA COUNTY'S BIGGEST IMPROVEMENT



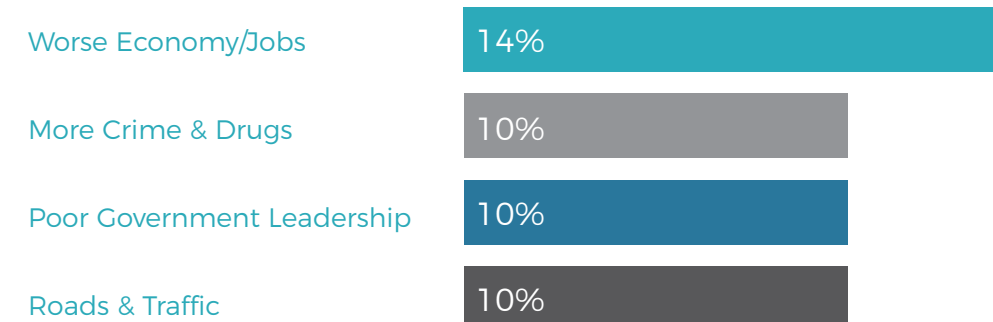
ESCAMBIA COUNTY'S BIGGEST DISAPPOINTMENT



CITY OF PENSACOLA'S BIGGEST IMPROVEMENT



CITY OF PENSACOLA'S BIGGEST DISAPPOINTMENT





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