

Pensacola Community Survey



August 2014

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A Center of the University of West Florida

CITY OF PENSACOLA

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ABOUT US

Located in the SunTrust Tower in historic downtown Pensacola, Florida, the Haas Center collects, analyzes and distributes economic data for clients seeking expert economic advice. We exist to help entrepreneurs and industry leaders—from traditional manufacturing to emerging technologies—meet their information needs in the modern economy.

The Haas Center specializes in data analysis for the purposes of economic forecasting, marketing research, business expansion, tourism, and real estate development, as well as industry and academic studies. The Haas Center's staff combine academic credentials with varied experience, ranging from economists to survey specialists. Each professional combines innovation with attention to detail to produce high-quality research products for Center clients.

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Introduction

The Haas Center for Business Research and Economic Development was commissioned by the City of Pensacola to conduct a live telephone survey, which measured resident satisfaction with city services and other elements of city administration. The survey measured the attitudes of Pensacola residents regarding specific services, as well as their perceptions of safety, economic health, city appearance, city communication, and culture, arts and recreation. Furthermore, considering the finite resources of any government, residents were asked how much emphasis they believe the City should place on each dimension in the immediate future.

The survey, administered over a six week period that began in July 2014, gave residents an opportunity to evaluate the City. In turn, city officials can use the results to identify opportunities for improvement, as well as develop programs in response. Moreover, district level analysis allows officials to target improvement efforts and provide a consistent level of services throughout the city.

Purpose and Scope. The purpose of this report is to provide the City of Pensacola with in-depth details about residents' attitudes and opinions regarding their satisfaction with city services, as well as their perceptions of other elements of life within city limits. The City provides many services, including public works, code enforcement and waste management, to nearly 53,000 Pensacolians, and the results of this survey may give some indication to city officials as to which functions of city operations residents believe need increased attention.

This study utilized telephone survey collection methods to obtain data regarding resident satisfaction across several dimensions. These dimensions were chosen in conjunction with the City of Pensacola and were envisioned to be considered in tangent with the City Scorecard. The outcome of the survey provides the City with a set of baseline data with which the City can compare itself on an annual basis. Furthermore, the study presents the survey results for each dimension via two metrics: 1) a letter grade, and 2) an emphasis-dissatisfaction rating, which ranks each dimension by its level of

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priority. Finally, results for each dimension are plotted along a priority matrix, which identifies where each dimension rates relative to one another.

Methodology

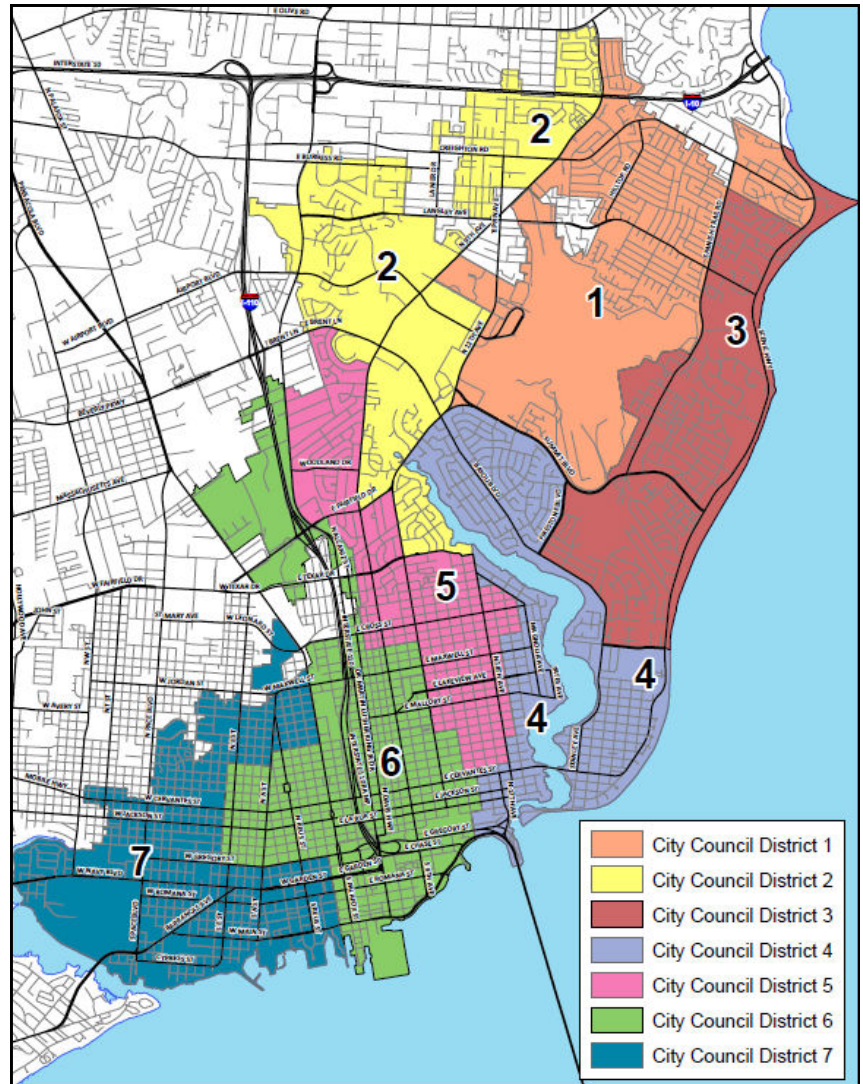
The following report provides analysis at two levels: citywide and by city council district. It should be noted, that district level analysis is not considered statistically significant, and thus, may not provide data that is generalizable to the entire district. Nonetheless, district level data may indicate important differences in satisfaction levels amongst the varying districts.

Sampling Procedure. Over a six-week period that began in July 2014, Haas Center survey professionals administered the 83 question survey across each of Pensacola's seven city council districts. In order to ensure equitable coverage of each district, Haas Center staff designed a stratified sample, in which each district received equal weighting relative to the district's residential population (see Table 1 on the following page for the City's residency distribution, as well as the survey's response distribution).¹

It is important to note, the City's target population was all city residents at least 18 years of age. This differs from many similar surveys where registered voters define the target population. Moreover, recognizing cellular phones are increasingly becoming the primary means of communication for many residents, the Haas Center included both landline and cellular numbers in its sampling frame.

¹ For the purposes of this study, residential population refers to the number of residential addresses contained in each district rather than the actual population of residents.

Figure 1. Map of Pensacola's City Council Districts



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However, many challenges arose with this approach as the possibility existed for the same person to be contacted twice (once via a landline and once via a cellular line). As such, the Haas Center utilized a dual frame telephone sample, from which the total sampling frame was created. A dual frame sample, as the name implies, consists of two distinct samples of telephone numbers. The first frame—consisting of approximately 80% of the total sampling frame—consisted of landline telephone numbers generated using Random Digit Dialing (RDD) techniques. The second frame—consisting of the remaining 20% of the total sampling frame—was made up of cellular telephone numbers generated using identical RDD techniques. The total sampling frame included landline telephone numbers with geolocation data, as well as cellular telephone numbers without such data. The ability for residents to move out of the city limits and keep their cellular telephone number created an additional layer of complexity in our research design. To address this issue, as well as the issue created by the possibility of reaching the same resident twice, the Center developed two slightly different survey instruments with differing qualifying questions. For example, due to limitations on geo-location data for cellular telephone numbers, the cellular telephone questionnaire required respondents to provide either the district in which they reside or the street and block number of their residence. Furthermore, in an attempt to reach residents who may have moved to the area recently and may not have a landline number or a cellular telephone number assigned to the Pensacola cellular telephone exchange, the Center supplemented a portion of its cellular telephone sample with newly registered voter telephone data generated using RDD techniques.

A random sample of 7,424 telephone numbers was developed utilizing those sampling methodologies. Of those numbers, 1,559 were found to be invalid, leaving a sample of 5,865. Survey researchers attempted to contact numbers up to 6 times to complete the survey. In total, 581 people completed the entire questionnaire, which represents a 10% response rate. These responses coincide with an approximate 4% margin of error (+/-) at a 95% confidence

District	Residential Distribution	% of Responses
1	12.9%	18.12%
2	15.6%	12.26%
3	13.0%	18.12%
4	15.2%	16.52%
5	14.0%	13.32%
6	15.8%	13.50%
7	13.5%	8.17%

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level. The survey, on average, took approximately 19.5 minutes to complete. However, the range of response times is large, from 10-108 minutes.

Response Rates and Sample Representation. While the 10% response rate is somewhat low for survey research, it does coincide with national trends for traditional RDD telephone surveys. This is mainly due to the lower response rates for cellular lines. Furthermore, the length of the survey, considerable with 83 questions and at nearly 20 minutes on average, more than likely applied downward pressure on those rates.

The average survey respondent was over the age of 44 and tended to be female, while the racial composition of respondents was fairly representative of the target population. As the survey collected income data for each respondent, it is important to note that because the survey was designed to capture the opinions of individual residents, the income data collected represents individual income rather than household income. While it is difficult to gauge the target distribution of individual income at the city level, survey respondents represented a diverse range of income earners with no category garnering greater than 19% of the total sample (see Appendix A for all demographic distributions).

Post-Stratification Weighting. In order to better align our sample with the demographics of the City, post-stratification weights were applied at the city level analysis. In essence, post-stratification is a statistical procedure, which applies proportional weights to responses with certain demographics relative to those demographics found in the target population, whereby correcting for non-response for any population under-sampled.

Interpreting the Results. Survey responses have been analyzed along two dimensions: satisfaction and future emphasis levels. Resident satisfaction levels were measured across the 11 dimensions of city services listed in Table 2, while future levels of emphasis were measured across 10 dimensions.² Satisfaction has been measured by finding the weighted, mean satisfaction score of all residents who

² Each dimension receiving a satisfaction rating also received an emphasis rating with the exception of Economic Health.

Table 2. Components of City Services

Dimensions Measured
Police Services
Public Safety
Economic Health
Waste Collection Services
City Appearance
Culture, Arts and Recreation
Codes and Ordinances
City Communication
Fire Department Services
Housing Options
Public Works

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responded with a satisfaction-based answer, (e.g., those who did not answer “Unsure”). Respondents could choose from several answers along a standard Likert scale, from very dissatisfied (1) to very satisfied (5). As a result of these satisfaction scores, each dimension has been assigned a grade according to residents’ overall satisfaction levels. Each grade has been assigned using the grading key outlined in Table 3.³

Furthermore, for the 10 dimensions of city services which received an emphasis rating, Haas Center researchers also assigned it an emphasis-dissatisfaction rating. This calculation was performed for each dimension by summing the percentage of those who were dissatisfied or very dissatisfied, as well as summing the percentage of residents who believed the City should place more or much more emphasis on the given dimension. The emphasis sum is then multiplied by those who were dissatisfied with each dimension. The resulting equation is $\text{Emphasis-Dissatisfaction Rating} = \text{Emphasis Percentage} \times \text{Dissatisfaction Percentage}$. The rating can be any number between 0 and 1. The maximum rating of 1 would occur if all respondents felt the City should place more/much more emphasis on that dimension, while at the same time they were all very dissatisfied/dissatisfied with that same dimension. Conversely, a rating of zero would occur for that dimension if all of the residents were satisfied/very satisfied, and none felt that the service required more/much more emphasis in the immediate future.

The methodology is based on the Importance-Satisfaction Rating utilized in the *2009 City of Norman Community Survey*.⁴ However, there are significant differences in the types of questions asked between the two instruments. The Norman survey asked their residents to look at several comprehensive lists of city services and rank the three or four services that were most important. On the contrary, the Pensacola survey asked residents how much emphasis they believed the City should place on a given dimension relative to its current emphasis. Hypothetically, a city resident could consider a

Letter Grade	Response Scale	Mean Score Range
A+	Very Satisfied	5.00
A		4.67 - 4.99
A-		4.33 - 4.66
B+	Satisfied	4.00 - 4.32
B		3.67 - 3.99
B-		3.33 - 3.66
C+	Neutral	3.00 - 3.32
C		2.67 - 2.99
C-		2.33 - 2.66
D+	Dissatisfied	2.00 - 2.32
D		1.67 - 1.99
D-		1.33 - 1.66
F	Very Dissatisfied	1.00 - 1.32

³ The grading key is based on the San Francisco *2013 City Survey Report* prepared by the CSA City Performance Unit and FM3 Research.

⁴ Report and Methodology prepared by the ETC Institute.

dimension very “important” but still deduce that the status quo is sufficient—it may not need more emphasis in the immediate future. Thus, the emphasis-dissatisfaction rating indicates that each city dimension has been evaluated on its own merit, and not in comparison with other services.

In addition, the rating equation utilized in the Norman study incorporated those who consider themselves “neutral,” while the *Pensacola* methodology focuses only on respondents who consider themselves very dissatisfied/dissatisfied. By doing so, the rating is a targeted indicator of city services or dimensions which residents are both dissatisfied and believe need more focus to improve in the future.

Lastly, each dimension that received an emphasis-dissatisfaction rating was placed along a priority matrix allowing stakeholders to decipher which areas should receive further emphasis in the near future. Each sector is graphed by their mean satisfaction and emphasis scores, and subsequently, divided into four equal regions:⁵

- Areas to Increase Focus, or indicators with high emphasis but low satisfaction.
- Areas of Less Concern, or indicators with low emphasis and low satisfaction.
- Areas to Maintain Focus, or indicators with high emphasis and high satisfaction.
- Areas of Strength, or indicators with low emphasis but high satisfaction.

Key Findings

This section provides key findings regarding resident perceptions of the City and their services. Included are three distinct types of analysis: grades based on satisfaction, an emphasis-dissatisfaction rating and a priority matrix. Each tool covers a distinct element of residents’ opinions with city services, and all three should be considered when evaluating each city dimension. As a methodological note, the

⁵ It is important to note, that the dimensions plotted along the priority matrix are done so relative to one another and not based on a threshold score.

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weighted means are utilized to calculate the results in Table 4, Table 5 and Figure 2.

Grades. Table 4 presents the grades assigned to each dimension. The grading key listed on page 9, in Table 3, was used to convert the 1 to 5 Likert scale used in the survey to an A to F grading scale. After this scheme was applied, survey respondents gave the City of Pensacola a B+/- along seven different dimensions, while four dimensions were assigned a grade of C or C+.

Pensacola residents gave Fire Department Services the highest mean satisfaction score (4.26). In fact, nearly 85% of all residents reported that they were either satisfied or very satisfied with the Fire Department’s performance. Respondents were also highly satisfied with Waste Collection Services, which received the only other B+, with a mean satisfaction score of 4.19. Survey results indicate that people were also pleased with Culture, Arts and Recreation (3.96) and Police Services (3.74). On the other end of the grading scale, city residents were most dissatisfied with Pensacola’s Economic Health, which received a grade of C and a mean satisfaction score of 2.74. Public Works received a mean satisfaction score of 3.24, or C+, which followed closely behind Housing Options (3.28) and City Communication (3.30).

Emphasis-Dissatisfaction Rating. Table 5 (on the following page) lists all 10 dimensions that included both an overall satisfaction question and an emphasis question. This table ranks each dimension by its emphasis-dissatisfaction rating and provides an important tool for stakeholders to consider which city dimensions respondents believe the City should prioritize in the coming year. According to these ratings, Public Works was the number one dimension needing focus in the coming year. The high rank of Public Works, which

Dimension	Mean Satisfaction	Grade
Fire Department Services	4.26	B+
Waste Collection Services	4.19	B+
Culture, Arts and Recreation	3.96	B
Police Services	3.74	B
City Appearance	3.68	B
Public Safety	3.51	B-
Codes and Ordinances	3.34	B-
City Communication	3.30	C+
Housing Options	3.28	C+
Public Works	3.24	C+
Economic Health	2.74	C

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Table 5. Emphasis-Dissatisfaction Rating Chart

Dimension	% Dissatisfied	% More Emphasis	Emphasis-Dissatisfaction Rating	Priority Ranking
Public Works	21.18%	69.36%	0.1469	1
Codes and Ordinances	19.29%	51.27%	0.0989	2
City Communication	15.53%	57.68%	0.0896	3
Public Safety	12.21%	67.28%	0.0821	4
Housing Options	14.97%	51.81%	0.0776	5
Police Services	9.18%	61.94%	0.0569	6
City Appearance	8.40%	57.46%	0.0483	7
Culture, Arts and Recreation	4.10%	44.10%	0.0181	8
Waste Collection Services	4.58%	26.61%	0.0122	9
Fire Department Services	1.82%	44.00%	0.0080	10

includes questions on municipal infrastructure and drainage systems, may have been a function of the flash flooding and resulting damage that ensued in April. Regardless, more than two-thirds of residents polled said that Public Works requires more attention. Despite the fact that Codes and Ordinances received a lower emphasis rating than many other dimensions, its relatively high dissatisfaction rating contributed to it being ranked the second highest among the 10 dimensions.

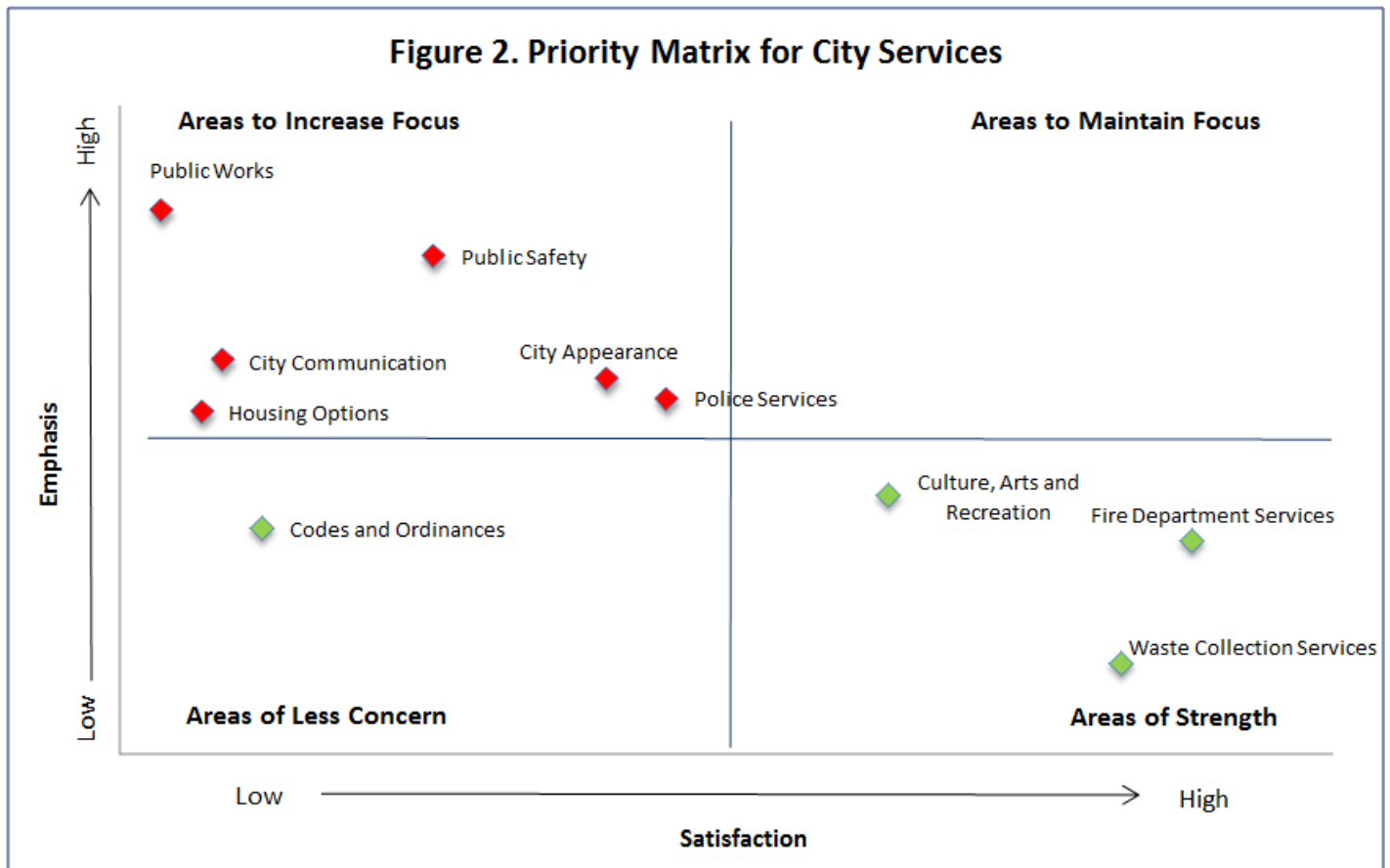
Overall, few residents considered themselves dissatisfied with Public Safety (12.21%) or Police Services (9.18%). However, respondents reported that these areas are a substantial priority for the future with 67.28% and 61.94%, respectively, asking for more emphasis in the future. These higher emphasis scores ranked Public Safety as fourth and Police Services as sixth. Fire Department Services is ranked 10th in accordance with residents' high satisfaction with these services. In fact, less than 2% considered themselves dissatisfied. With this in mind, it is intuitive that less than half of respondents felt that City Fire Department Services needed more attention since they evaluated these services so highly.

Also of note, Pensacola residents were very satisfied with both Culture, Arts and Recreation and Waste Collection Services. Only 4% of those polled were dissatisfied with the City's Culture, Arts and

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Recreation. A similar percentage were dissatisfied with Waste Collection services, but only 1 in 4 respondents believed that the City should place more/much more emphasis on this department in the future.

Priority Matrix. The priority matrix for City services is presented in Figure 2. This tool plots each dimension along its weighted, mean emphasis and satisfaction scores and places them in a priority quadrant. Each dimension is considered relative to other dimensions. This differs from the emphasis-dissatisfaction rankings in Table 5 in that the quadrant in which they are placed is determined by their relative scores rather than the absolute scores assigned to each in Table 5. The overall pattern presented in the matrix indicates that higher emphasis scores are usually found in conjunction with lower satisfaction, which means that residents are prioritizing dimensions that may be underperforming relative to each other.

In many ways, Figure 2 confirms findings presented in Tables 4 and 5. The Areas to Increase Focus quadrant, which has relatively high emphasis and low satisfaction scores, include Public Works, Housing

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Options, City Communication, Public Safety, City Appearance and Police Services. For example, City Communication, Housing Options and Public Works all received C grades and were ranked in the top 5 according to their emphasis-dissatisfaction ratings. Moreover, Culture, Arts and Recreation, Fire Department Services and Waste Collection Services are performing at high levels of satisfaction and are depicted in the Areas of Strength quadrant. Pensacola residents are so satisfied with these dimensions that at least 50% said that the City could place the same amount of emphasis on them in the immediate future. Indeed, these three had the lowest ratings in the emphasis-dissatisfaction table and the highest three grades. While Codes and Ordinances does have a relatively low satisfaction score, residents are not demanding for as much emphasis to be placed along this dimension in comparison to others.

What's To Come

As mentioned previously, each of the three evaluation tools provided above considers residents' views of city performance in different lights. This is important to consider as focusing on the outcome of only one evaluation tool, rather than all three, fails to provide a comprehensive evaluation of how residents view the City's performance along each dimension. In light of these findings, the pages that follow provide a closer analysis of each dimension and presents summary results for each question.

The rest of the report is laid out in the same manner as survey respondents were introduced to the questions and sections during the survey. Therefore, while there are 10 dimensions discussed extensively in our key findings, there are only eight sections presented in the following citywide analysis. This change occurs because specific questions about Police and Fire Department Services were integrated into a larger "Public Safety" section while the surveys were being administered to residents. In addition, each section has an introduction which details the overall satisfaction and emphasis breakdown for that particular dimension. The analysis of the overall findings is supplemented by charts that present the findings of individual service questions, i.e. resident satisfaction with yard waste collection services is found in the Waste Collection Service segment. The report concludes with a presentation of summary statistics for each city council district.

WHAT'S TO COME

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Public Safety

This section included questions about Police Services, Fire Department Services and the overall safety of residents in the City of Pensacola. The Fire Department has the highest satisfaction rating of any single service measured in the survey, and, overall, residents felt like the City should place a higher emphasis on those items in the future.

Satisfaction.

- More than 68% of Pensacola residents were satisfied or very satisfied with the overall quality of Police Services. Only 9% of respondents were dissatisfied or very dissatisfied with Police Services. However, almost 23% were unsure or neutral about the state of Police Services.
- Nearly 85% of those polled were satisfied or very satisfied with the overall quality of Fire Department Services. Approximately 14% felt either unsure or neutral about the performance of the City's fire departments. Less than 2% were dissatisfied or very dissatisfied with the quality of service.
- Approximately 60% of residents reported feeling satisfied or very satisfied with their level of safety within the city. More than a quarter of residents (28%) felt neutral or unsure. About 12% of residents were not satisfied with the city's safety levels.

Emphasis.

- One third of all respondents felt that the City should place the same amount of emphasis on Police Services in the near future, while another 46% thought there should be more emphasis. Just over 15% believed the City should focus much more emphasis on this area.
- Nearly half of all residents believed the same amount of emphasis should be placed on Fire Department Services, while another 40% thought the City should give it more or much more focus.
- More than 67% believed the City should place more or much more emphasis on making sure its residents feel safe. Another 29% felt like the City should place the same amount of emphasis on safety in the future.

PUBLIC SAFETY

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The Public Safety section measured resident satisfaction on Police Services, Fire Department Services and overall feelings of safety.

Figure 3. Regarding public safety, how satisfied are you with...?

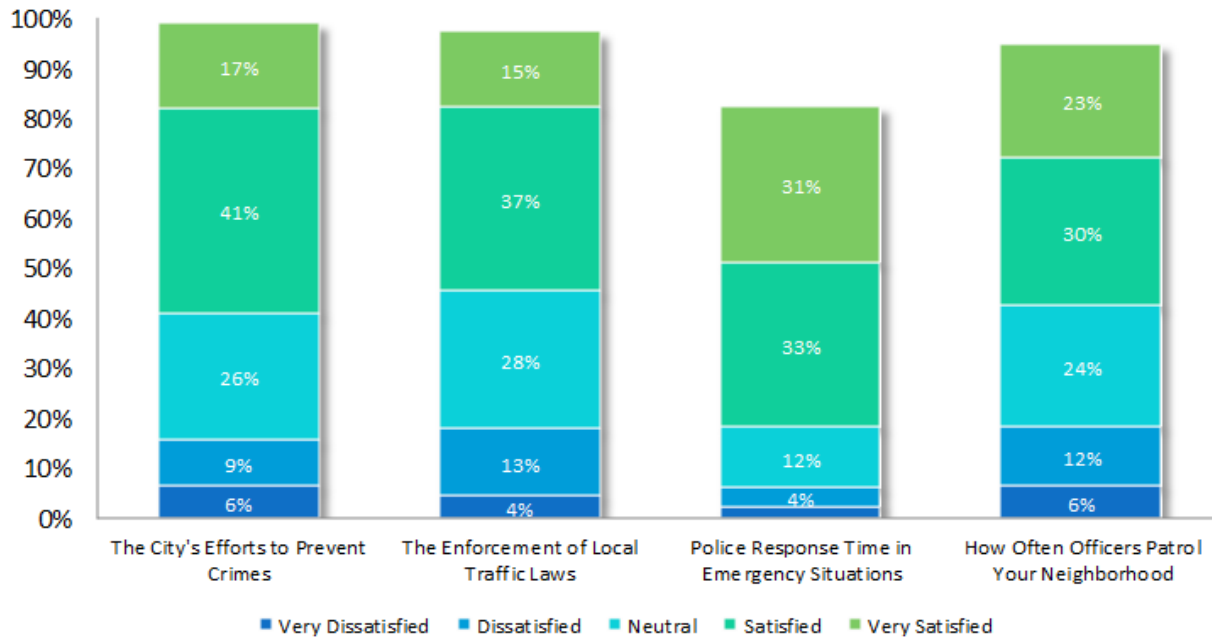


Figure 4. How satisfied are you with the Fire Department's...?

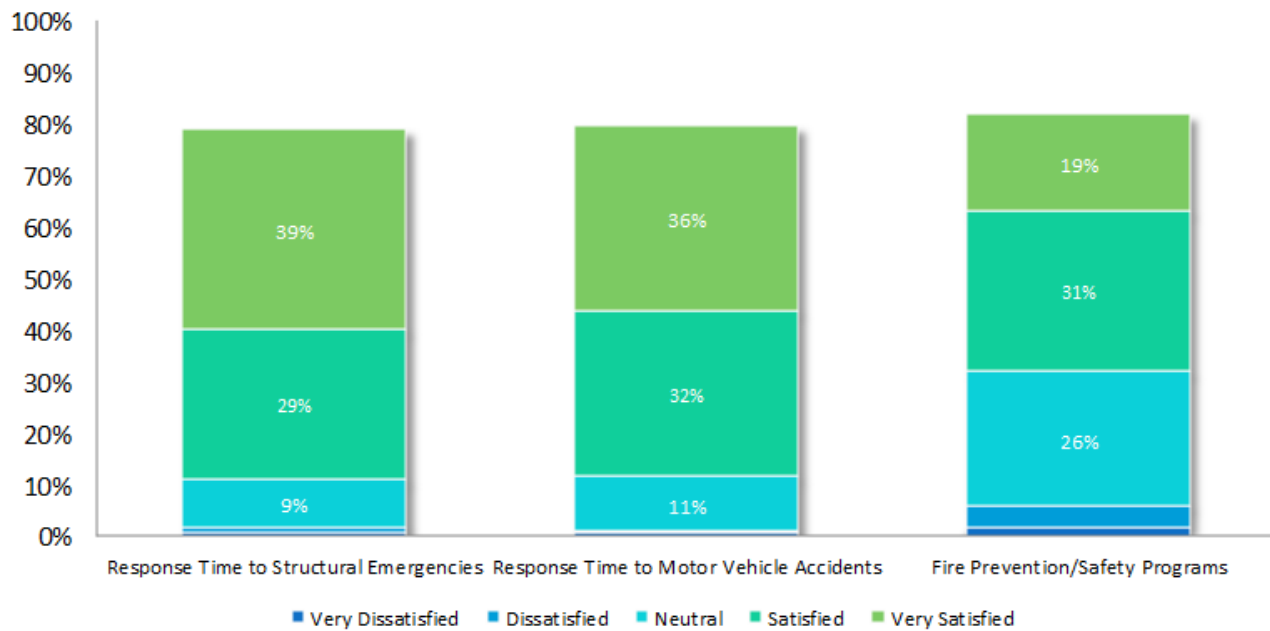


Figure 5. How satisfied are you with your feeling of safety in...?

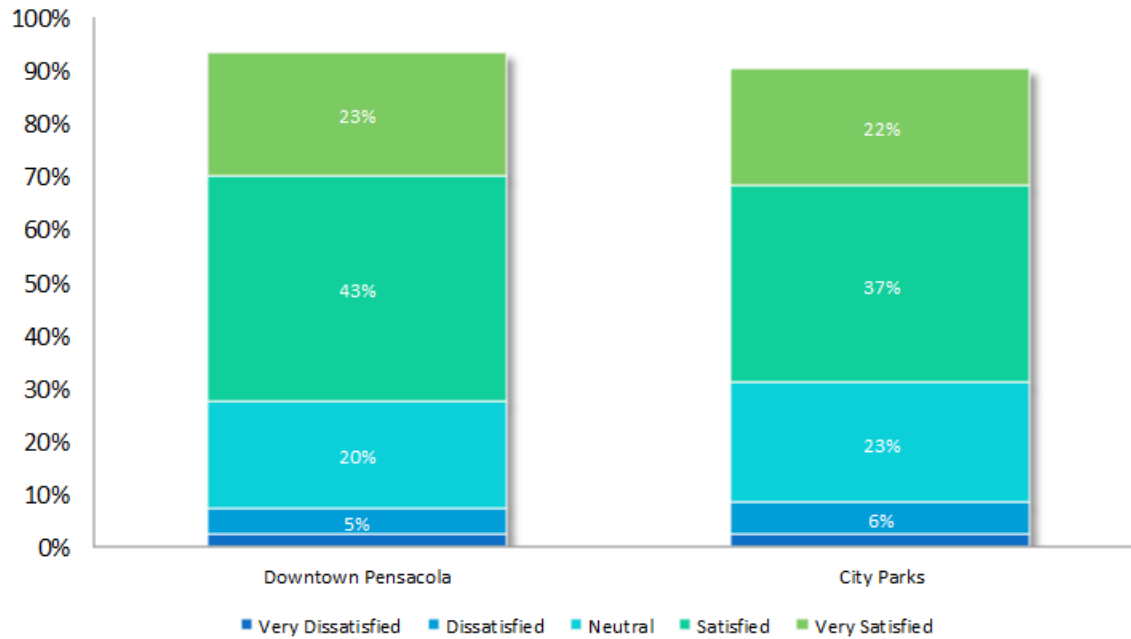
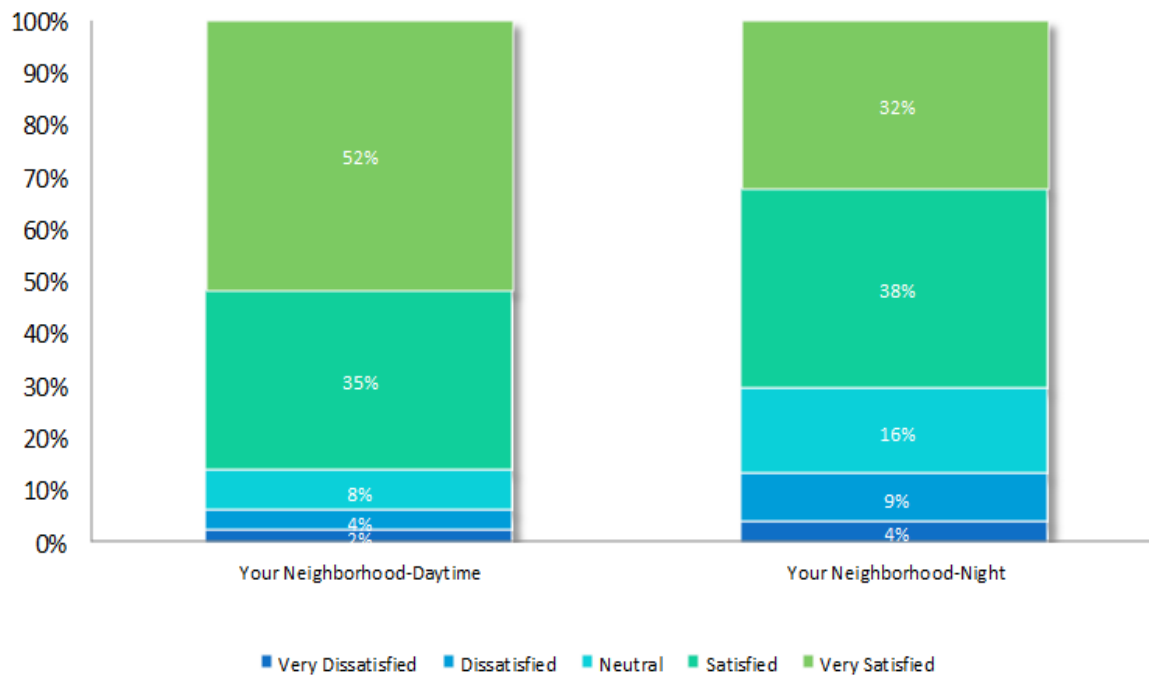


Figure 6. How satisfied are you with your feeling of safety in...?



Public Works

The Public Works section measured residents' satisfaction on several aspects of the City's infrastructure, including streets, sidewalks, street lights, street signs, traffic signals, grounds and drainage systems. Respondents not only measured their satisfaction with citywide infrastructure, but also in their own neighborhood and around their residence.

It is important to note, that these answers regarding Public Works were highly influenced by the flash flooding that struck the Pensacola area on April 29-30, 2014. Some areas saw more than two feet of rain in just over 24 hours, which resulted in flooding and damaged infrastructure throughout many parts of the city.

Satisfaction.

- In total, more than 21% of respondents were dissatisfied or very dissatisfied with the overall maintenance of the City's infrastructure.
- By contrast, 35% were satisfied, and just over 6% were very satisfied.
- Another 37% felt unsure or neutral about the City's infrastructure.
- It seems likely that most dissatisfaction came from three key areas: maintenance of storm water drains, drainage of rainwater from City streets and drainage of rainwater near residences.

Emphasis.

- Overall, 47% of Pensacola residents felt that the City should place more emphasis on maintaining Public Works in the immediate future. An additional 22% believed much more policy emphasis should be focused on this area.
- Approximately 25% said that the City should continue to place the same amount of emphasis on Public Works in the future.
- Only 1.35% believed that the government should focus less or much less on Public Works. Nearly 4% were unsure.

PUBLIC WORKS

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The Public Works section measured satisfaction on several aspects of City infrastructure, including sidewalks, streets, grounds, traffic signals and drainage.

Figure 7. Regarding Public Works, how satisfied are you with...?

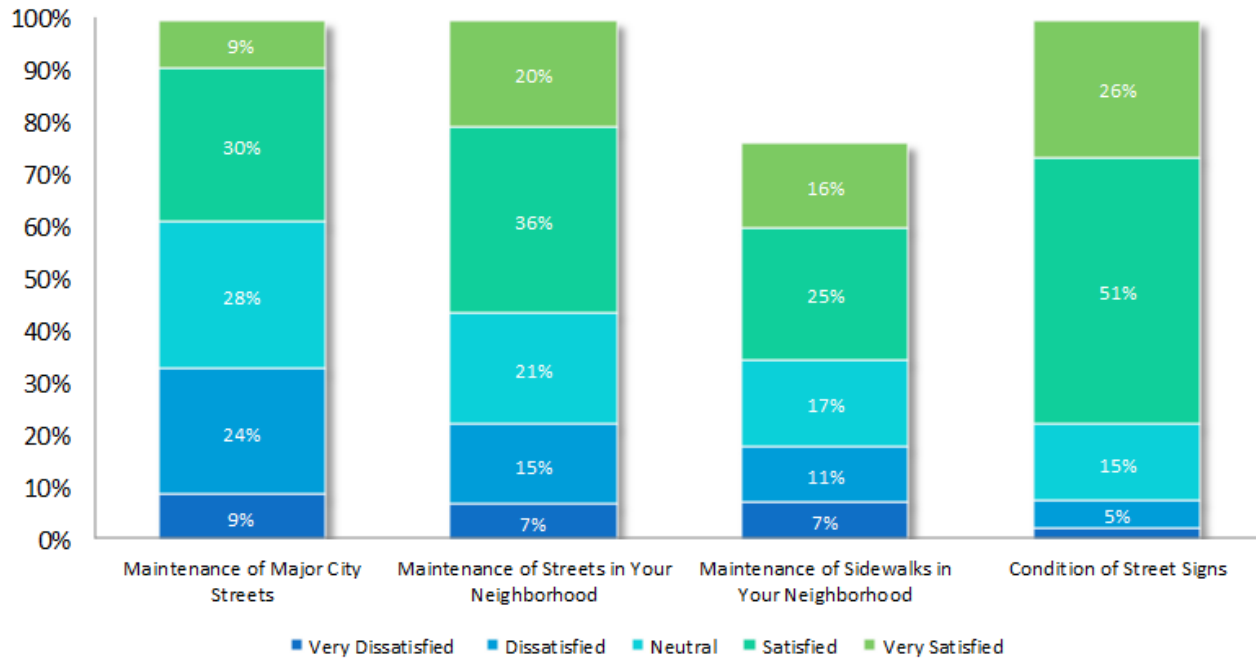


Figure 8. Regarding Public Works, how satisfied are you with...?



Figure 9. Regarding Public Works, how satisfied are you with...?

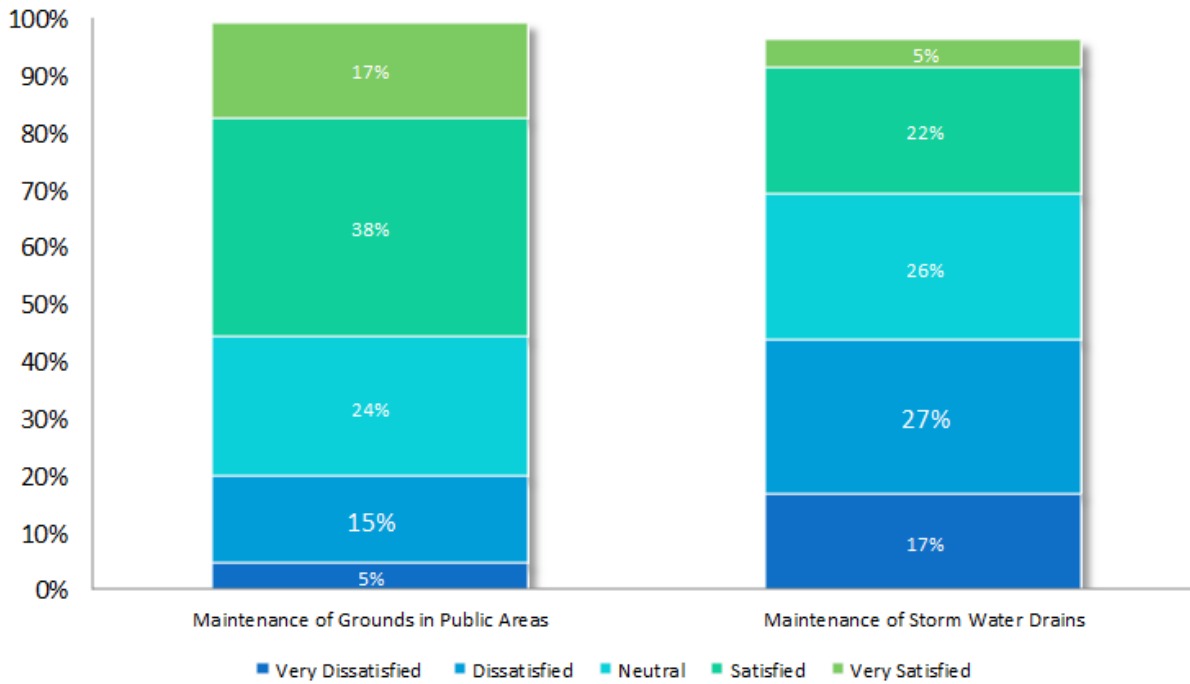
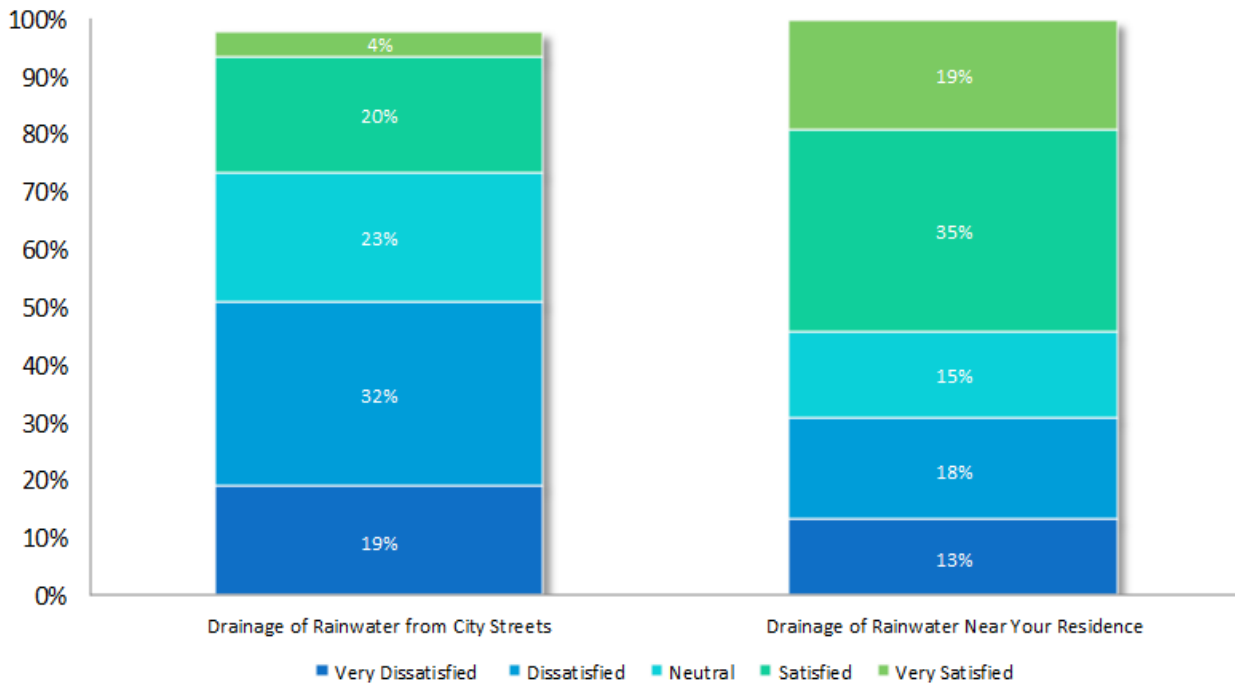


Figure 10. Regarding Public Works, how satisfied are you with...?



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Code Enforcement

This section measured resident satisfaction with the enforcement of ordinances and statutes that regulate the appearance of neighborhoods and commercial areas. Residents were asked about their satisfaction with the enforcement of maintenance on properties and lawns, both residential and commercial, as well as the regulation of illegal advertisements and postings. Overall, Pensacola residents were most dissatisfied (28% dissatisfied or very dissatisfied) with the enforcement of debris being cleaned up on private property.

Also, residents were asked if they had contacted City Code Enforcement within the last 12 months. City Code Enforcement officials were contacted by 17% of the sample in the last year. Approximately 82% of respondents said they had not contacted the office, while 1% were unsure.

Satisfaction.

- More than 36% of Pensacola residents were satisfied with the City's overall efforts to enforce codes and ordinances. Nearly 8% said they were very satisfied with the City's Code Enforcement.
- However, a significant portion of those polled felt unsure or neutral about the efforts of this department. Thirty-one percent of sampled residents said they were neutral about this department's policies, while another 5% were unsure.
- About one-fifth of respondents (19%) were dissatisfied or very dissatisfied with the City's enforcement of codes and ordinances.

Emphasis.

- More than half of survey respondents said they felt that the City should place more (39%) or much more (13%) emphasis on Code Enforcement throughout the city.
- Approximately 40% felt that the City's Code Enforcement efforts should remain the same in the next year.
- Less than 5% of residents wanted less or much less emphasis, while another 4% were unsure.

CODE ENFORCEMENT

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The Code Enforcement section measured resident satisfaction with the enforcement of maintenance on residential and commercial properties, lawns and the regulation of signs.

Figure 11. Regarding public code enforcement, how satisfied are you with the enforcement of...?

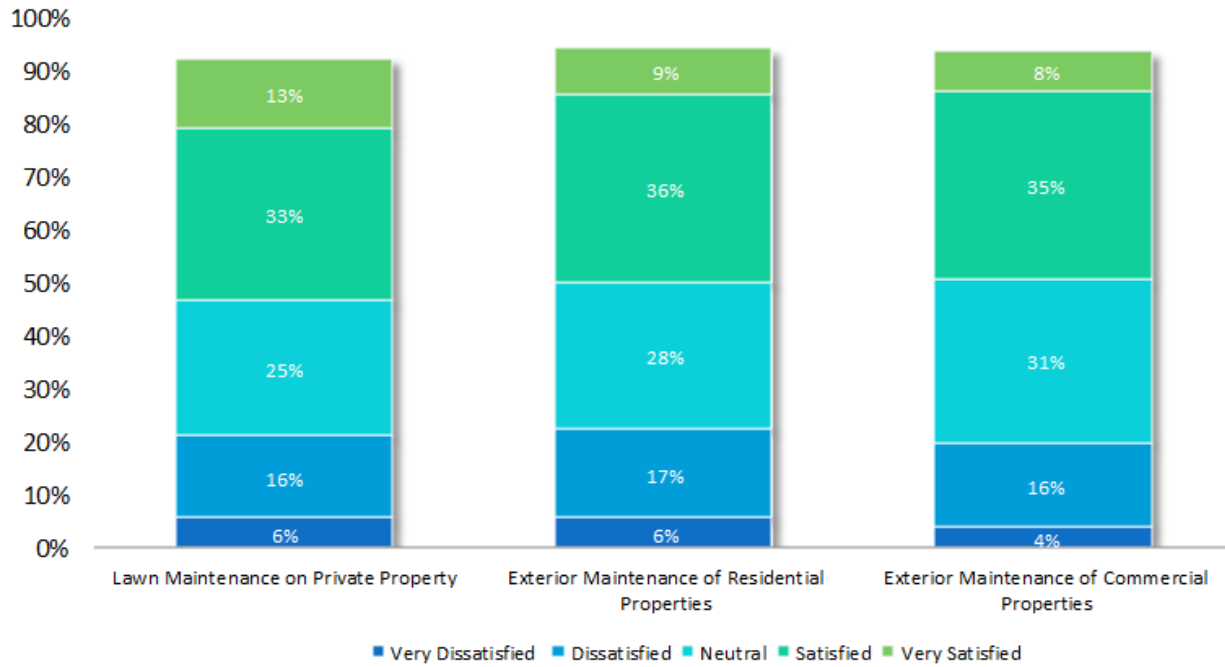
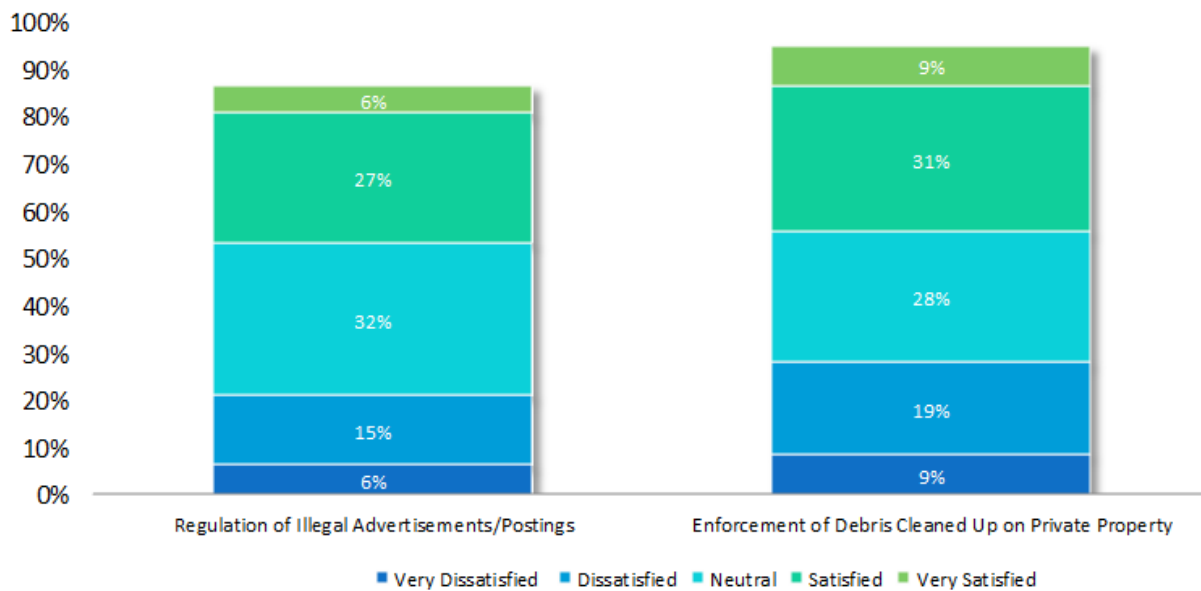


Figure 12. How satisfied are you with the...?



CODE ENFORCEMENT

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Waste Collection Services

The next series of questions asked residents to measure their satisfaction with the City's Waste Collection services. These services include residential garbage collection, residential curbside recycling and yard waste collection. Overall, residents were overwhelmingly satisfied with each individual service. All three types of services received above 80% satisfaction rates: residential garbage collection (88%), curbside recycling (84%) and yard waste collection (88%). Further detail is given to these specific services in the chart on the next page.

In addition to the individual elements, Pensacola residents were asked to rate the overall quality of Waste Collection Services. Furthermore, they reported how much emphasis they believed the City should place on these services in the near future.

Satisfaction

- Overall satisfaction levels mirror the high satisfaction of specific services. In total, more than 85% of residents were either satisfied (40%) or very satisfied (46%).
- Just under 5% felt that they were dissatisfied or very dissatisfied with the quality of these services.
- Nearly 10% of residents considered their opinion to be neutral (9%) or were unsure (1%).

Emphasis

- More than two-thirds of respondents felt like the City should place the same amount of emphasis on providing Waste Collection Services in the coming year.
- Nearly 27% of residents believed that the City needed to place more (20%) or much more (7%) emphasis on this department.
- Very few respondents, less than 2%, believed that the City should place less or much less emphasis. Just over 2% were unsure.

WASTE COLLECTION

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The Waste Collection Services section measured resident satisfaction with garbage collection, curbside recycling and yard waste collection.

Figure 13. How satisfied are you with the following services?

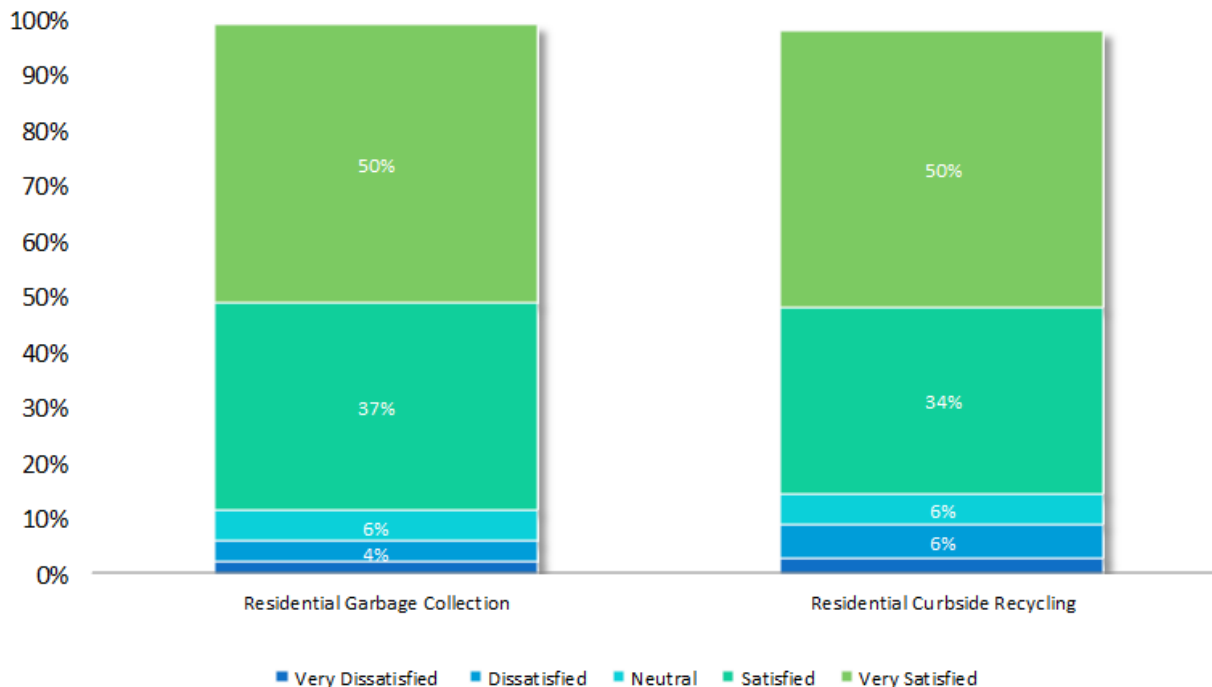
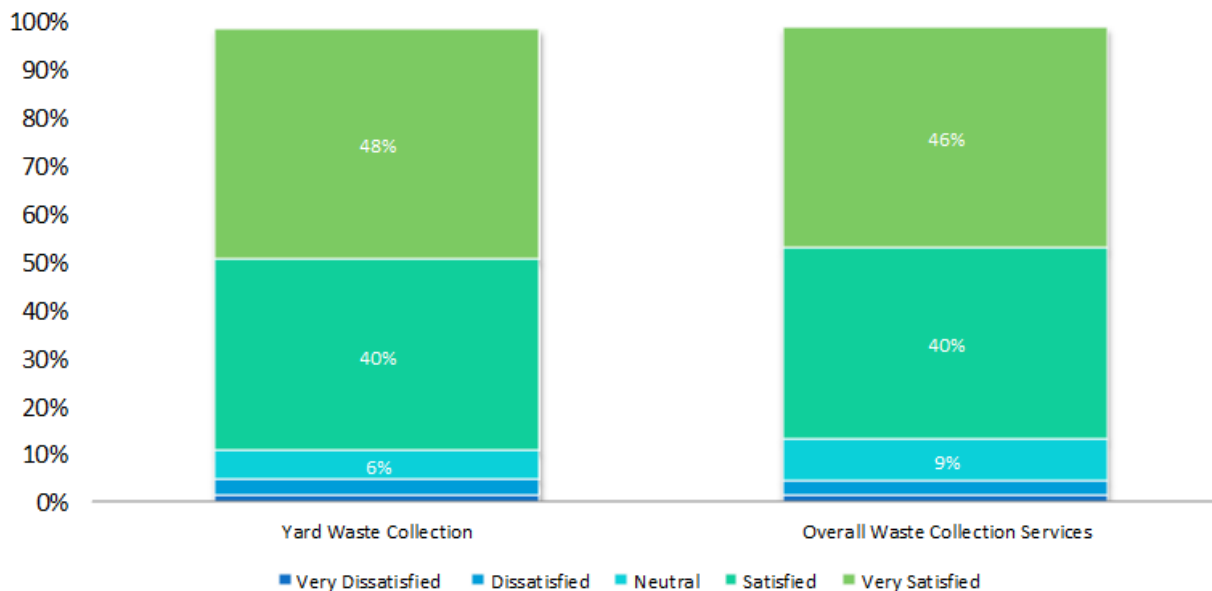


Figure 14. How satisfied are you with the following services?



WASTE COLLECTION

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City Appearance

The City Appearance section measured resident satisfaction with the cleanliness of the City's public areas, the quality of new development, the appearance of downtown Pensacola and the resident's neighborhood. Approximately 80% of residents were satisfied with the appearance of their neighborhood and the appearance of the downtown area. Most people were satisfied with the cleanliness of public areas (72%), but just over half were satisfied with the quality of new development.

Satisfaction.

- Two thirds of all residents polled were either satisfied (52%) or very satisfied (17%) with the overall cleanliness of the City.
- Another 22% felt neutral about the City's efforts to maintain the cleanliness levels.
- Only 8% of those polled felt that they were dissatisfied or very dissatisfied with Pensacola's appearance.
- Less than half a percent of residents were unsure about their feelings on the City's appearance.

Emphasis.

- Nearly 40% of the sample believed that the City of Pensacola should maintain the same level of emphasis on cleanliness initiatives in the next year.
- Another 40% of residents said that the City should direct more focus toward keeping the city clean in the future. In addition to those respondents, 18% of those polled felt like the City should put much more emphasis on these initiatives.
- Just 2% indicated that the government should put less or much less emphasis on maintaining Pensacola's appearance.
- Again, less than 1% were unsure about the focus of future appearance policies.

CITY APPEARANCE

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The City Appearance section measured resident satisfaction with public areas, new development, downtown’s appearance and the appearance of neighborhoods.

Figure 15. How satisfied are you with...?

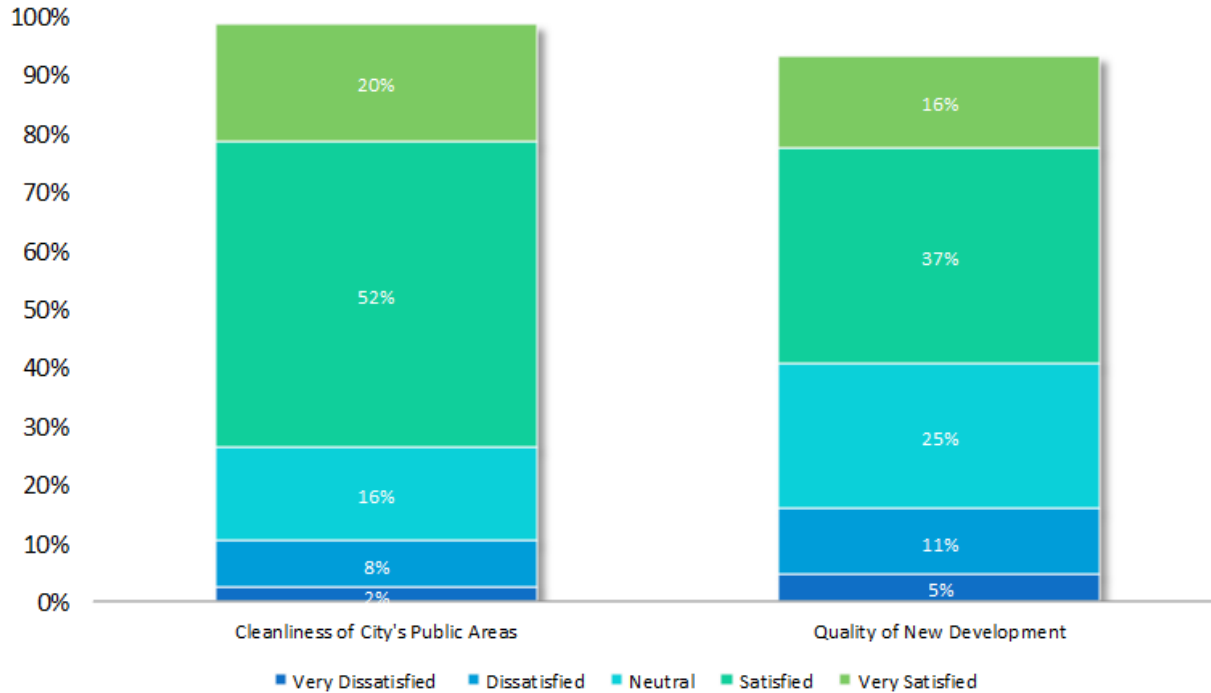
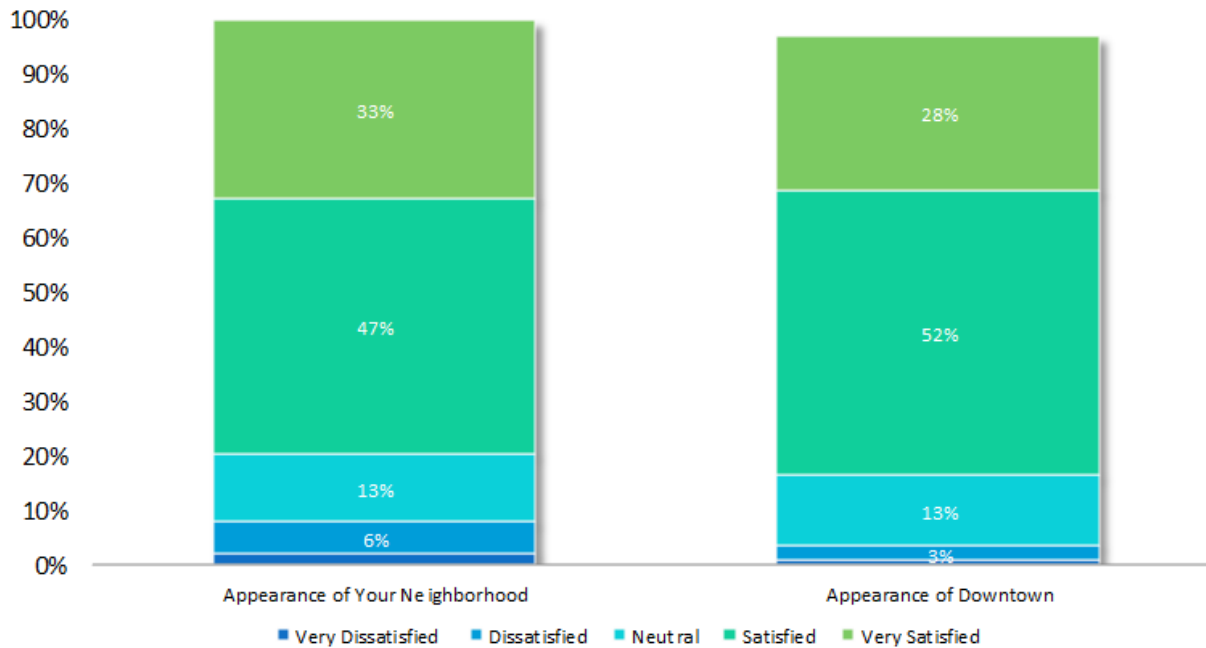


Figure 16. How satisfied are you with...?



CITY APPEARANCE

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Civic Participation

This section asked Pensacola residents to consider several types of interactions they have had with the City government. The first part concentrated on the City's communication tools. Participants were asked if they had used either the 311 informational system or the City's website within the last year. Additional details were asked about the website, including satisfaction questions about the availability of information, the usefulness of the information and the navigability of the site.

Also, residents were asked about how they received updates about City news, information and events. The final part of this section asked residents if they had contacted any City office besides police, fire or EMS in the last year. If so, respondents indicated their satisfaction levels across four different questions about the quality of customer service they received.

Satisfaction.

- Approximately 51% of the sample said that they were either satisfied (40%) or very satisfied (11%) with the overall effectiveness of communication from the City.
- Just over 15% of residents were either dissatisfied (12%) or very dissatisfied (4%) with the City's communications
- However, approximately one-third of all respondents felt neutral about the effectiveness of the government's communication strategies.

Emphasis.

- Nearly 58% of those surveyed believed the City should place more (44%) or much more (14%) emphasis on communicating with residents in the coming year.
- Despite this, almost 39% of residents believed instead that the City should maintain the current levels of emphasis that are placed on communicating with residents.
- Less than 1% of residents felt like this department needed less emphasis, while nearly 4% were unsure.

CIVIC PARTICIPATION

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The Civic Participation section measured how often and in which way residents communicated with the City, as well as how satisfied they were with those experiences.

Figure 17. In the last year, have you used the 311 system?

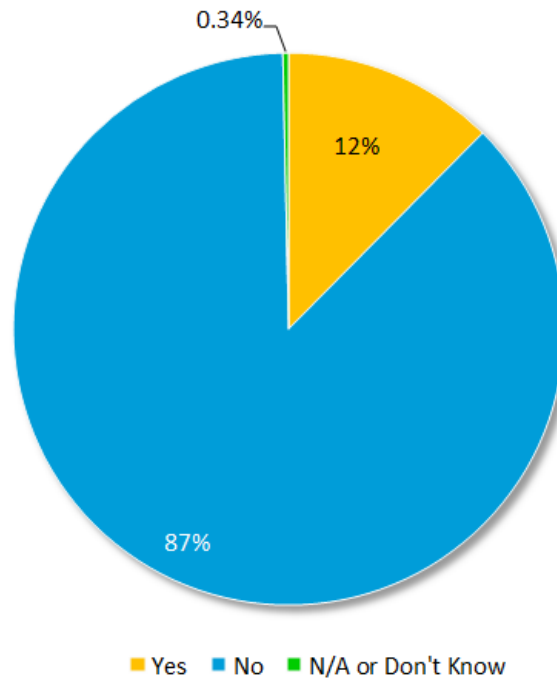


Figure 18. In the last year, have you visited the City's website?

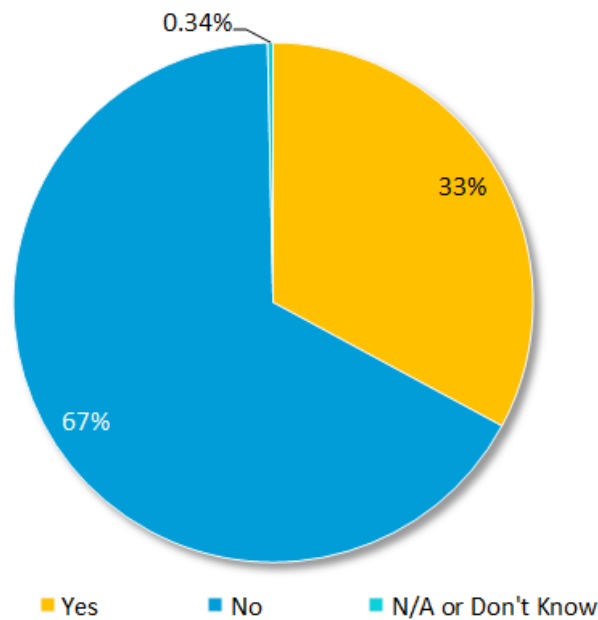
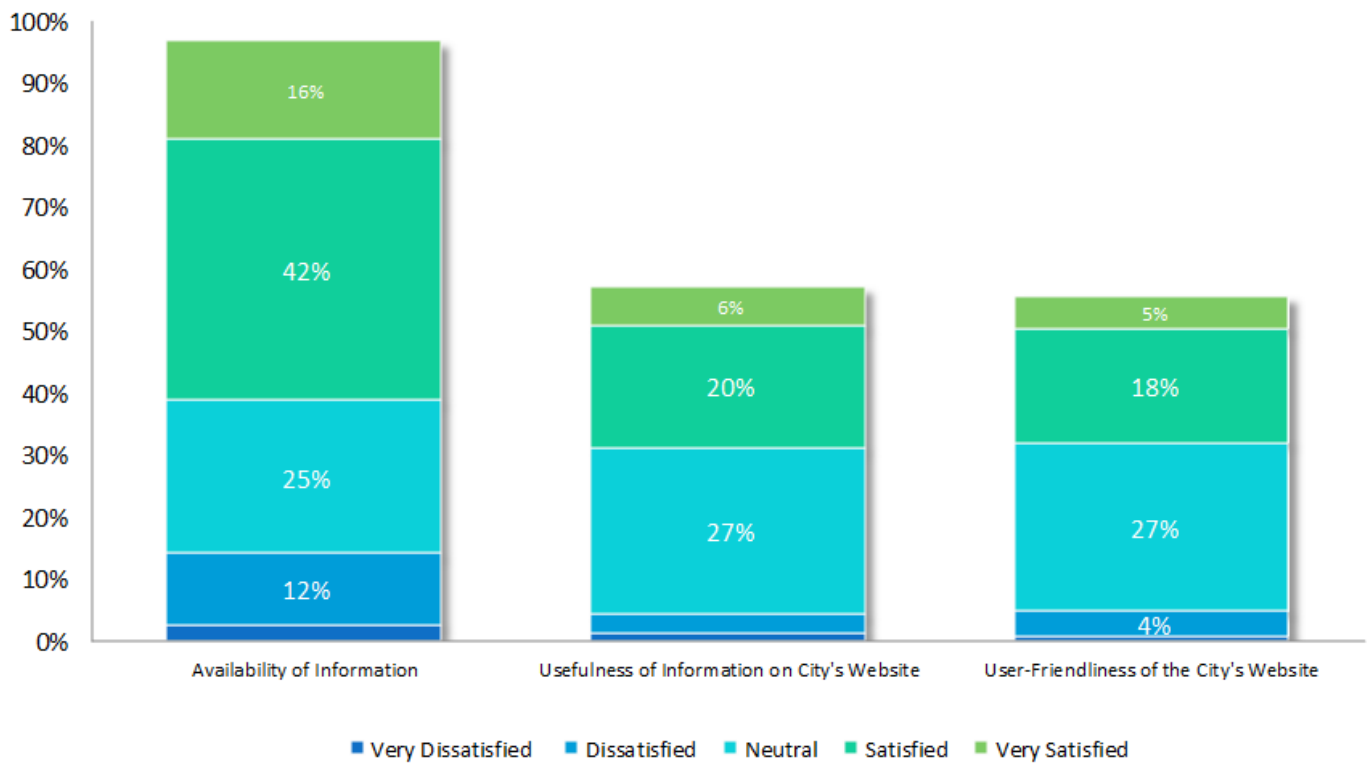


Table 6. Sources of News, Information and Events by Age Group

Age Group	Mail-Outs	Newspapers	Radio	Television News	City Website	E-mail	Social Media	Other
18-34	6.25%	12.50%	12.50%	62.50%	6.25%	12.50%	56.25%	12.50%
35-44	9.68%	35.48%	3.23%	32.26%	19.35%	9.68%	12.90%	25.81%
45-54	12.33%	43.84%	12.33%	47.95%	16.44%	9.59%	6.85%	16.44%
55-64	12.06%	57.45%	14.18%	43.97%	12.77%	4.26%	7.80%	21.28%
65-74	9.84%	67.88%	10.88%	54.92%	8.29%	6.22%	3.11%	20.21%
75-84	10.75%	75.27%	7.53%	59.14%	3.23%	3.23%	1.08%	9.68%
85+	6.06%	60.61%	12.12%	60.61%	0.00%	3.03%	3.03%	18.18%

Figure 19. How satisfied are you with the...?



CIVIC PARTICIPATION

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This section asked residents to rate the customer service experience at certain City offices.

Figure 20. In the last year, have you contacted a City office other than police, fire or EMS?

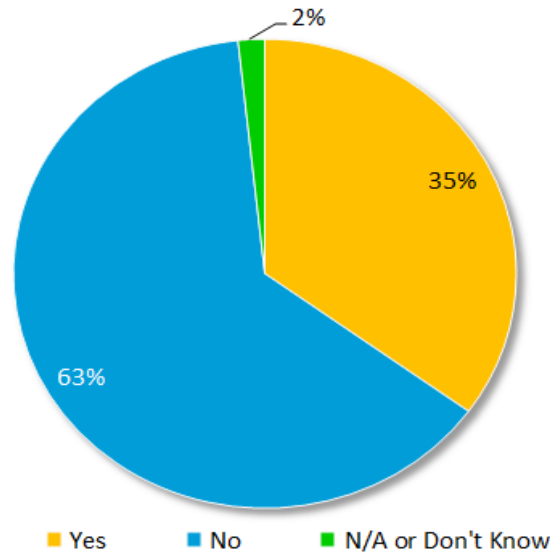
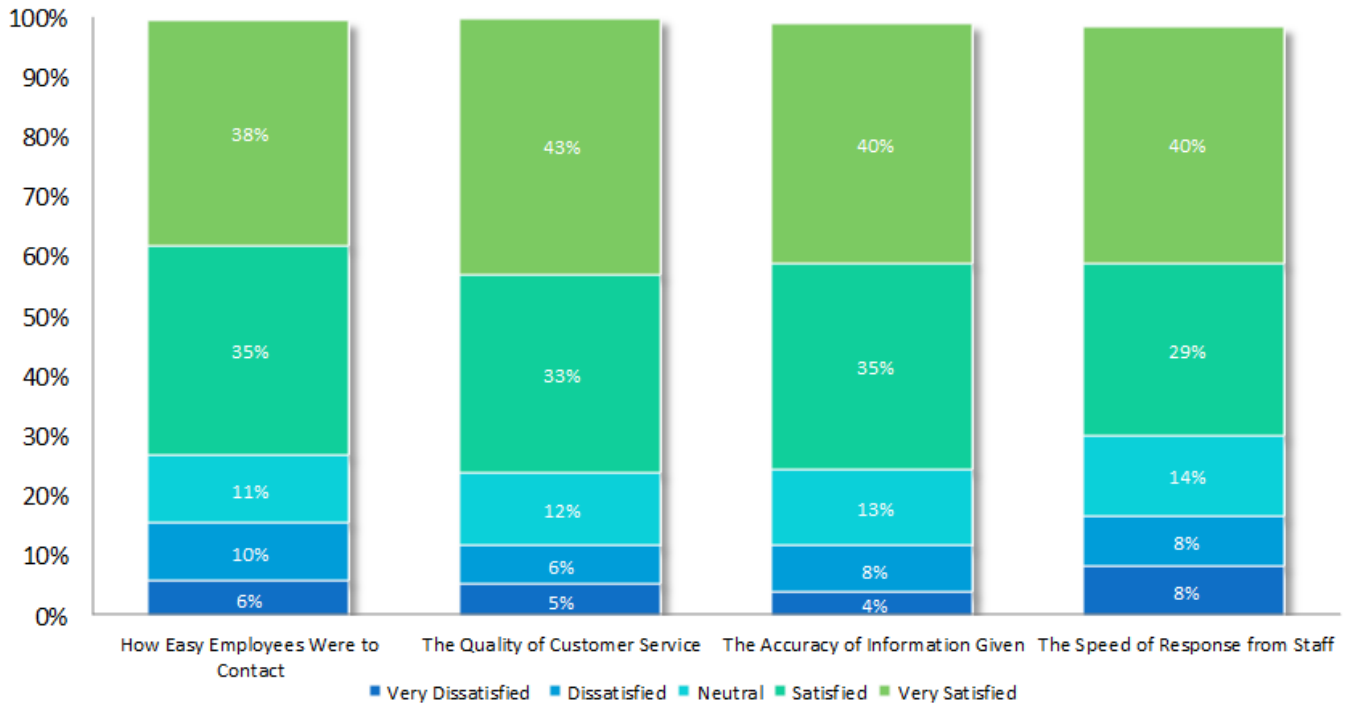


Figure 21. How satisfied were you with...?



CIVIC PARTICIPATION

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Culture, Arts and Recreation

This section asked residents to provide feedback on their experiences with City community centers, athletic facilities and parks, as well as programs and activities that were hosted by the City of Pensacola. Residents were not only asked if they had used these facilities in the last year, but how satisfied they were while doing so.

Overall, most people reported that they had visited downtown Pensacola (89%) or visited a city park (76%) in the last 12 months. In addition, at least 40% of residents had participated in City recreation programs or visited other facilities. Also, most respondents who had an opinion about specific City facilities or special events were satisfied or very satisfied. The charts on the next page give further details about these facilities.

Satisfaction

- Three out of four residents polled were either satisfied (43%) or very satisfied (33%) with the overall quality of Pensacola's Culture, Arts and Recreation programs.
- Just over 4% of those surveyed indicated that they were dissatisfied (2%) or very dissatisfied with City culture.
- Almost 16% of respondents felt neutral about these programs, and another 4% were unsure.

Emphasis

- Half of residents indicated that the City should place the same amount of emphasis on maintaining its Culture, Arts and Recreation programs in the immediate future.
- One third reported that the local government should place more (32%) emphasis on providing these programs in the next year. Another 12% said that they believe that these programs deserve much more emphasis in the coming months.
- Less than 2% of residents believed that these items deserved less or much less emphasis. Approximately 4% were unsure about the future policy emphasis of Culture, Arts and Recreational programs.

CULTURE, ARTS & REC.

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The Culture, Arts and Recreation section measured visitation to City venues and participation in programs, as well as overall satisfaction with these opportunities.

Figure 22. In the last year, have you...?

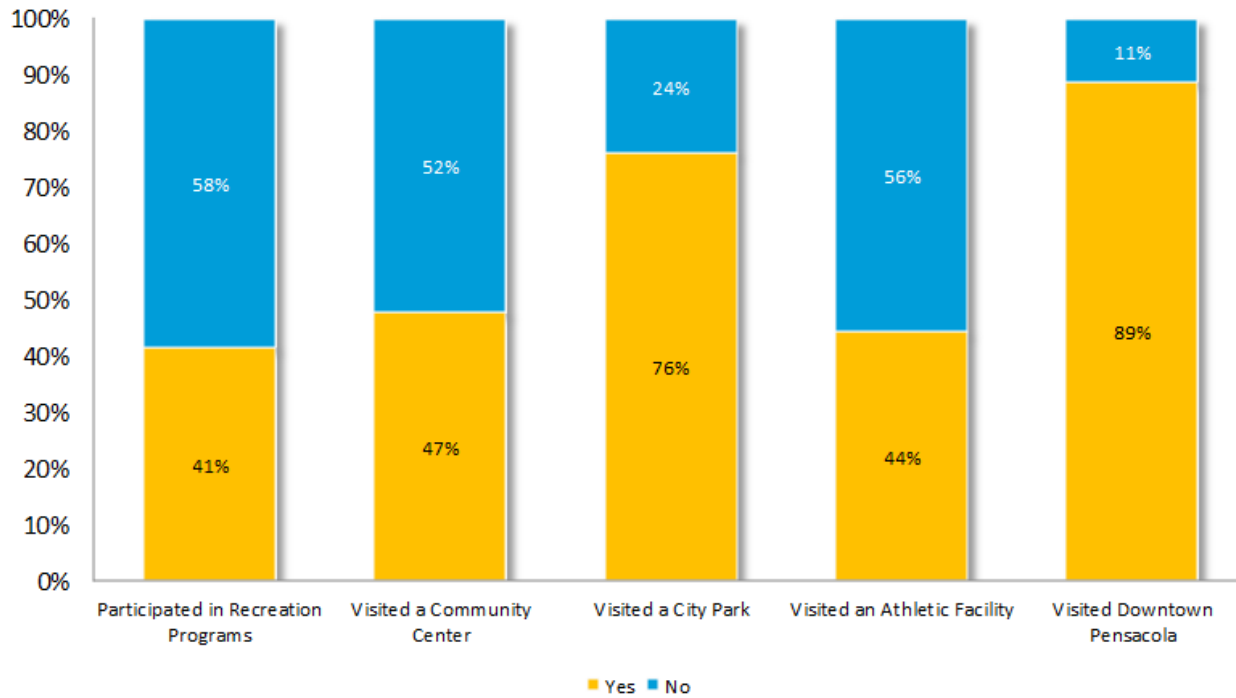
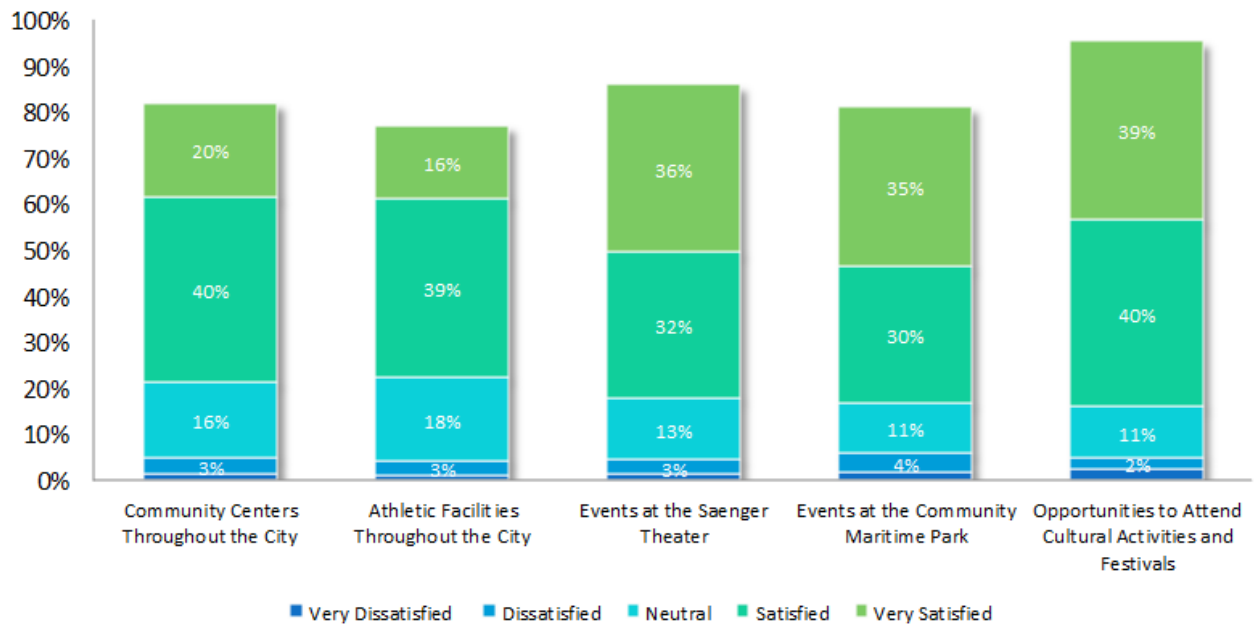


Figure 23. How satisfied are you with...?



CULTURE, ARTS & REC.

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Economic Health

This section measured resident satisfaction with the economic health of downtown and commercial areas, employment opportunities in the City and the overall economic health of Pensacola. In addition, residents were asked about their satisfaction with different types of housing and housing affordability. In general, people were most unsatisfied with the overall employment opportunities in Pensacola. Respondents were asked to evaluate the future policy emphasis of housing options, but not the overall economic health.

Satisfaction

- More than one-third of residents indicated that they were dissatisfied (27%) or very dissatisfied (7%) with the overall economic health of the city.
- Just 26% of residents considered themselves satisfied (22%) or very satisfied (4%) with Pensacola's economy.
- Nearly 35% considered their satisfaction position to be neutral, while another 5% were unsure.
- Regarding housing, approximately 46% of residents were satisfied (36%) or very satisfied (10%) with the availability of housing options overall.
- About 15% of those polled were dissatisfied (12%) or very dissatisfied (3%) with the availability of quality housing in Pensacola.
- Approximately 1 in 10 residents were unsure, while another 3 in 10 considered themselves neutral on the matter.

Emphasis

- More than 36% of residents said that the City should place the same amount of emphasis on providing quality housing options in the upcoming year.
- However, over half reported that local officials should place more (36%) or much more (15%) emphasis on the matter next year.

ECONOMIC HEALTH

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The Economic Health section measured satisfaction with the economy throughout the City, downtown and commercial areas, as well as overall housing options.

Figure 24. How satisfied are you with...?

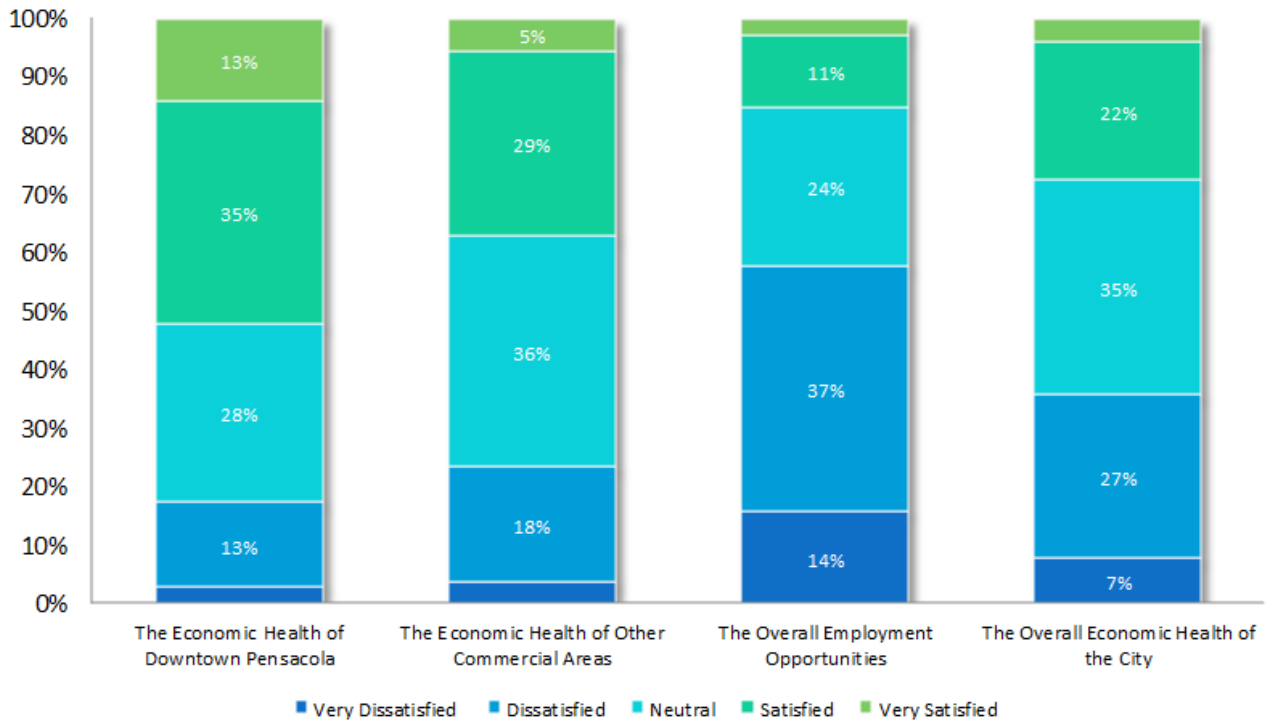
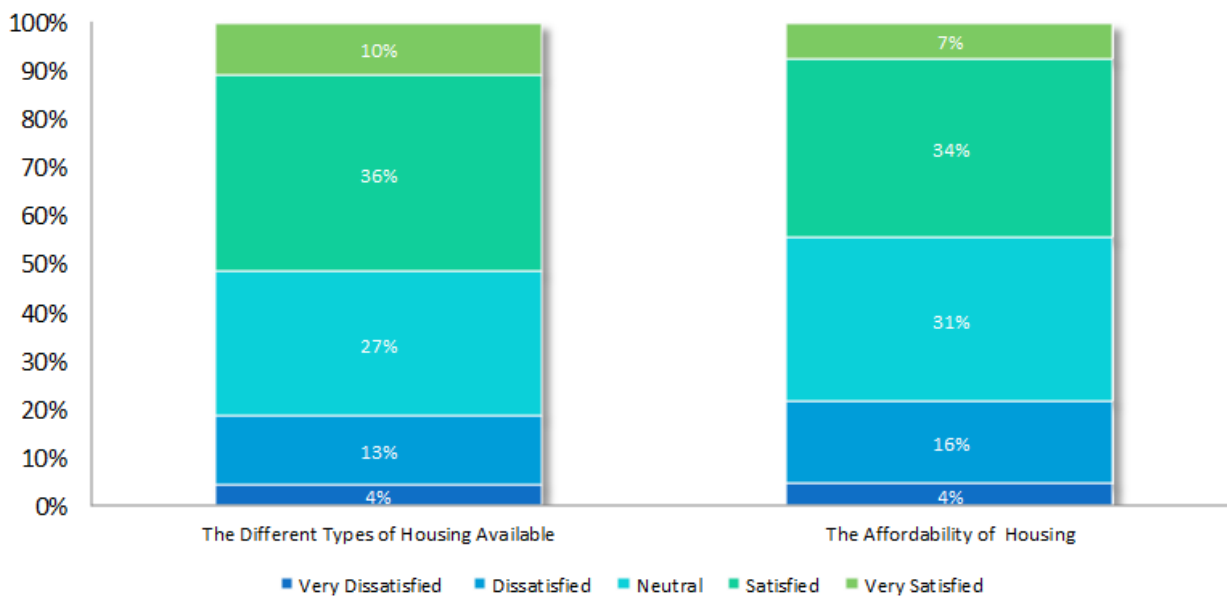


Figure 25. Regarding housing, how satisfied are you with...?



ECONOMIC HEALTH

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District Level Analysis: Public Safety

This section presents the results of Public Safety related questions by district. These questions measured the satisfaction levels of respondents with Police Services, Fire Department Services and the overall safety of residents in the City of Pensacola.

- Nearly 4 out of 5 respondents from District 5 reported that they were satisfied or very satisfied with police response times in emergency situations.
- However, data gathered from Districts 5 and 7 suggests higher overall rates of dissatisfaction about efforts to prevent crime. In both districts, approximately 24% of respondents answered that they were either dissatisfied or very dissatisfied with efforts to prevent crime in Pensacola.
- About 1 in 5 respondents in Districts 6 and 7 were dissatisfied with their feeling of personal safety in their neighborhood at night.
- Just over half of residents surveyed in Districts 5 and 6 reported feeling satisfied or very satisfied with an overall feeling of safety in Pensacola. In comparison, about two-thirds of respondents said they were satisfied with their safety in Districts 1 and 3.
- In general, about 60% of most districts reported that they were satisfied with their levels of safety in city parks. However, this portion of respondents was much lower in District 5 (47%) and District 6 (52%).
- One quarter of respondents from District 1 were dissatisfied with how often police officers patrol their neighborhood, whereas only 13% of District 6 respondents were dissatisfied.
- Most satisfaction levels in regard to Fire Department Services were consistent across the board. Nevertheless, more people were neutral in regards to the City's fire safety and prevention programs than other questions in the category.

DISTRICT ANALYSIS

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Table 7: Responses to Public Safety Questions, #1—#9

1a) Regarding public safety, how satisfied are you with... the City's efforts to prevent crime?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	5%	5%	4%	5%	9%	12%	7%	6%
Dissatisfied	5%	10%	9%	9%	15%	5%	17%	9%
Neutral	30%	22%	19%	26%	33%	28%	19%	26%
Satisfied	36%	45%	53%	41%	28%	42%	36%	41%
Very Satisfied	24%	18%	15%	17%	13%	12%	21%	17%
Unsure	1%	0%	0%	2%	1%	1%	0%	1%
Mean	3.71	3.62	3.66	3.57	3.21	3.38	3.47	3.47

1b) ...the enforcement of local traffic laws?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	4%	6%	1%	5%	5%	5%	7%	4%
Dissatisfied	19%	16%	12%	14%	10%	9%	12%	13%
Neutral	29%	29%	22%	34%	26%	27%	28%	28%
Satisfied	34%	38%	48%	33%	38%	36%	26%	37%
Very Satisfied	12%	10%	15%	12%	19%	16%	26%	15%
Unsure	3%	1%	3%	2%	1%	6%	2%	3%
Mean	3.33	3.30	3.66	3.33	3.57	3.54	3.53	3.46

1c) ...police response time in emergency situations?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	1%	2%	1%	2%	3%	6%	2%	2%
Dissatisfied	3%	5%	6%	1%	3%	5%	7%	4%
Neutral	14%	12%	11%	9%	10%	15%	14%	12%
Satisfied	34%	24%	29%	35%	42%	34%	33%	33%
Very Satisfied	35%	38%	26%	30%	36%	28%	24%	31%
Unsure	14%	18%	26%	23%	6%	12%	21%	18%
Mean	4.14	4.10	4.01	4.16	4.14	3.84	3.89	4.05

1d) ...how often police officers patrol your neighborhood?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	5%	5%	4%	7%	8%	8%	10%	6%
Dissatisfied	21%	13%	12%	10%	12%	5%	10%	12%
Neutral	28%	16%	35%	24%	23%	18%	19%	24%
Satisfied	19%	48%	25%	29%	35%	35%	19%	30%
Very Satisfied	21%	12%	19%	21%	21%	33%	38%	23%
Unsure	7%	6%	6%	8%	3%	1%	3%	5%
Mean	3.34	3.52	3.45	3.51	3.50	3.81	3.66	3.53

DISTRICT ANALYSIS

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Table 7: Responses to Public Safety Questions, #1—#9, continued

2) How satisfied are you with the overall quality of police services?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	1%	2%	1%	3%	6%	7%	5%	3%
Dissatisfied	4%	9%	5%	5%	5%	6%	9%	6%
Neutral	24%	21%	21%	14%	29%	12%	26%	21%
Satisfied	41%	48%	49%	52%	36%	48%	26%	44%
Very Satisfied	28%	20%	23%	21%	23%	26%	33%	24%
Unsure	2%	1%	2%	4%	0%	1%	2%	2%
Mean	3.93	3.74	3.89	3.87	3.64	3.81	3.74	3.82

3) How much emphasis do you think the City should place on police services compared to the emphasis that is being placed now?								
Emphasis	1	2	3	4	5	6	7	Pensacola
Much Less	0%	0%	2%	0%	0%	0%	2%	0%
Less	2%	0%	2%	2%	1%	1%	2%	1%
Same	34%	32%	36%	38%	28%	33%	25%	33%
More	50%	51%	48%	42%	40%	46%	49%	47%
Much More	12%	12%	8%	14%	27%	19%	19%	15%
Unsure	3%	5%	4%	3%	4%	0%	4%	3%
Mean	3.74	3.79	3.60	3.71	3.96	3.83	3.85	3.77

4a) How satisfied are you with... the Fire Department's response time to structural emergencies such as fires?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	0%	0%	2%	1%	1%	0%	1%
Dissatisfied	1%	2%	3%	0%	0%	1%	0%	1%
Neutral	13%	6%	7%	9%	8%	12%	11%	9%
Satisfied	25%	27%	26%	28%	37%	36%	28%	29%
Very Satisfied	43%	35%	39%	36%	44%	37%	37%	39%
Unsure	18%	29%	26%	25%	10%	13%	25%	21%
Mean	4.34	4.34	4.35	4.27	4.36	4.22	4.35	4.32

4c) ...the Fire Department's response time to motor vehicle accidents?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	0%	0%	2%	0%	2%	0%	1%
Dissatisfied	0%	1%	2%	0%	0%	0%	0%	1%
Neutral	14%	9%	12%	12%	6%	11%	9%	11%
Satisfied	24%	33%	26%	35%	37%	48%	23%	32%
Very Satisfied	44%	30%	37%	26%	44%	26%	49%	36%
Unsure	19%	27%	24%	25%	13%	13%	19%	20%
Mean	4.37	4.27	4.27	4.10	4.43	4.10	4.50	4.28

DISTRICT ANALYSIS

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Table 7: Responses to Public Safety Questions, #1—#9, continued

4b) ... fire prevention and safety education programs provided by the City?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	1%	3%	1%	0%	4%	4%	2%
Dissatisfied	5%	2%	9%	4%	3%	5%	2%	4%
Neutral	31%	18%	25%	22%	29%	25%	35%	26%
Satisfied	26%	35%	28%	38%	32%	36%	19%	31%
Very Satisfied	21%	23%	16%	13%	16%	18%	30%	19%
Unsure	17%	20%	20%	22%	21%	13%	11%	18%
Mean	3.76	3.95	3.56	3.75	3.77	3.68	3.78	3.74

5) How satisfied are you with the overall quality of Fire Department Services?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	0%	0%	2%	0%	1%	0%	0%
Dissatisfied	2%	1%	2%	2%	0%	0%	2%	1%
Neutral	15%	5%	11%	9%	5%	10%	11%	9%
Satisfied	34%	46%	47%	45%	47%	52%	44%	45%
Very Satisfied	46%	40%	38%	36%	45%	33%	39%	40%
Unsure	3%	9%	3%	5%	3%	4%	5%	4%
Mean	4.28	4.35	4.23	4.17	4.41	4.21	4.26	4.27

6) How much emphasis do you think the City should place on Fire Department Services compared to the emphasis that is being placed now?

Emphasis	1	2	3	4	5	6	7	Pensacola
Much Less	0%	0%	1%	0%	0%	0%	0%	0%
Less	0%	0%	2%	2%	1%	5%	0%	2%
Same	42%	46%	54%	61%	49%	46%	30%	48%
More	35%	31%	32%	27%	32%	35%	48%	33%
Much More	13%	11%	7%	8%	10%	11%	14%	11%
Unsure	10%	12%	4%	2%	6%	4%	7%	6%
Mean	3.68	3.61	3.44	3.42	3.56	3.53	3.83	3.56

7a) How satisfied are you with your feeling of safety in... downtown Pensacola?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	5%	1%	4%	3%	4%	2%	3%
Dissatisfied	7%	4%	6%	5%	3%	4%	5%	5%
Neutral	25%	22%	11%	27%	20%	17%	20%	20%
Satisfied	44%	43%	46%	37%	43%	45%	39%	43%
Very Satisfied	11%	19%	33%	22%	26%	27%	27%	23%
Unsure	13%	7%	3%	5%	5%	4%	7%	7%
Mean	3.69	3.72	4.07	3.71	3.93	3.93	3.90	3.85

DISTRICT ANALYSIS

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Table 7: Responses to Public Safety Questions, #1—#9, continued

7b) ... city parks?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	2%	1%	5%	5%	4%	0%	3%
Dissatisfied	8%	9%	3%	5%	9%	2%	7%	6%
Neutral	22%	20%	15%	20%	30%	33%	21%	23%
Satisfied	45%	44%	37%	38%	28%	32%	30%	37%
Very Satisfied	15%	16%	35%	23%	20%	20%	27%	22%
Unsure	10%	9%	9%	9%	8%	8%	14%	10%
Mean	3.76	3.69	4.12	3.75	3.51	3.69	3.90	3.78

7d) ... your neighborhood during the day?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	1%	2%	3%	1%	6%	2%	2%
Dissatisfied	4%	4%	2%	5%	1%	7%	5%	4%
Neutral	5%	1%	2%	9%	18%	12%	9%	8%
Satisfied	34%	35%	36%	25%	34%	39%	43%	35%
Very Satisfied	57%	59%	58%	57%	45%	36%	41%	52%
Unsure	0%	0%	0%	1%	0%	0%	0%	0%
Mean	4.45	4.47	4.46	4.28	4.20	3.92	4.16	4.29

7e) ...your neighborhood at night?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	1%	5%	1%	5%	3%	6%	11%	4%
Dissatisfied	7%	6%	8%	8%	12%	13%	11%	9%
Neutral	12%	11%	4%	14%	29%	27%	23%	16%
Satisfied	46%	36%	42%	37%	33%	37%	30%	38%
Very Satisfied	33%	42%	44%	35%	22%	17%	25%	32%
Unsure	1%	0%	1%	0%	1%	0%	0%	1%
Mean	4.05	4.04	4.21	3.89	3.61	3.45	3.48	3.86

8) How satisfied are you with the overall feeling of safety in Pensacola?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	1%	5%	1%	2%	3%	6%	7%	3%
Dissatisfied	10%	15%	2%	12%	12%	6%	5%	9%
Neutral	21%	20%	28%	30%	32%	35%	30%	27%
Satisfied	51%	48%	55%	38%	39%	40%	36%	45%
Very Satisfied	16%	12%	13%	16%	15%	12%	20%	15%
Unsure	0%	0%	1%	1%	0%	1%	2%	1%
Mean	3.71	3.48	3.78	3.55	3.51	3.47	3.56	3.59

Table 7: Responses to Public Safety Questions, #1—#9, continued

9) How much emphasis should the City place on making sure its residents feel safe compared to the emphasis that is being placed now?

Emphasis	1	2	3	4	5	6	7	Pensacola
Much Less	0%	0%	0%	0%	0%	1%	0%	0%
Less	1%	1%	2%	0%	1%	1%	0%	1%
Same	27%	27%	30%	39%	27%	25%	27%	29%
More	47%	37%	52%	44%	41%	45%	45%	45%
Much More	22%	32%	14%	14%	28%	25%	27%	22%
Unsure	3%	2%	2%	2%	3%	2%	2%	2%
Mean	3.93	4.03	3.80	3.75	3.99	3.94	4.00	3.91

District Level Analysis: Public Works

This section examines the details of questions related to public works and infrastructure. It included questions regarding resident satisfaction with streets, sidewalks, street lights, street signs, traffic signals, grounds and drainage systems.

- In District 7, more than 23% of respondents were very dissatisfied with the maintenance of streets in their neighborhood. This number is at least 13% higher than the amount reported in other districts.
- Approximately one-third of District 7 respondents were either dissatisfied or very dissatisfied with the maintenance of grounds along city streets and public areas, compared to low figures in District 3 (14%) and District 1 (16%).
- Across all districts, respondents were overwhelmingly satisfied with the condition and number of streetlights, as well as the condition of street signs.
- In general, all districts were dissatisfied with the maintenance of storm water drains, the drainage of rainwater from City streets and drainage around their residence.
- In particular, approximately 58% of District 2 respondents were dissatisfied with drainage systems on City streets. Another 58% of More respondents were satisfied with drainage around residences, but still more than one-third of respondents from Districts 4, 5 and 7 were dissatisfied.

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Table 8: Responses to Public Works Questions, #10—#12

10a) Regarding public works, how satisfied are you with... the maintenance of major city streets?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	5%	7%	9%	14%	7%	5%	14%	9%
Dissatisfied	26%	31%	17%	19%	32%	23%	25%	24%
Neutral	30%	23%	33%	30%	25%	30%	21%	28%
Satisfied	27%	30%	30%	28%	28%	38%	25%	30%
Very Satisfied	12%	9%	11%	9%	8%	4%	11%	9%
Unsure	0%	0%	0%	0%	0%	1%	4%	1%
Mean	3.15	3.01	3.17	2.99	2.99	3.13	2.93	3.06

10b) ...the maintenance of streets in your neighborhood?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	1%	6%	6%	10%	4%	2%	23%	7%
Dissatisfied	17%	11%	12%	13%	20%	20%	13%	15%
Neutral	23%	20%	19%	19%	25%	30%	13%	21%
Satisfied	33%	40%	41%	35%	33%	33%	32%	36%
Very Satisfied	25%	22%	21%	23%	17%	13%	20%	20%
Unsure	0%	1%	1%	0%	0%	1%	0%	1%
Mean	3.64	3.61	3.60	3.46	3.40	3.35	3.13	3.48

10c) ...the maintenance of sidewalks in your neighborhood?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	4%	1%	1%	12%	9%	10%	18%	7%
Dissatisfied	9%	9%	7%	7%	9%	21%	14%	11%
Neutral	20%	12%	7%	18%	23%	19%	20%	17%
Satisfied	26%	27%	24%	18%	33%	31%	18%	25%
Very Satisfied	24%	19%	20%	13%	9%	11%	14%	16%
Unsure	17%	32%	41%	32%	16%	8%	16%	24%
Mean	3.70	3.78	3.93	3.18	3.29	3.13	2.96	3.43

10d) ...the condition of street signs?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	1%	4%	0%	3%	3%	2%	4%	2%
Dissatisfied	4%	2%	6%	7%	7%	2%	9%	5%
Neutral	12%	14%	10%	15%	23%	17%	14%	15%
Satisfied	50%	53%	52%	49%	49%	58%	45%	51%
Very Satisfied	32%	27%	31%	25%	19%	19%	29%	26%
Unsure	1%	0%	1%	0%	0%	1%	0%	1%
Mean	4.10	3.98	4.09	3.86	3.75	3.90	3.86	3.95

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Table 8: Responses to Public Works Questions, #10—#12, continued

10j) ...the condition of traffic signals?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	4%	6%	2%	6%	4%	7%	4%	5%
Dissatisfied	11%	14%	13%	10%	9%	4%	11%	10%
Neutral	23%	23%	8%	20%	25%	24%	23%	20%
Satisfied	36%	37%	51%	42%	43%	49%	45%	43%
Very Satisfied	24%	19%	24%	22%	19%	14%	18%	20%
Unsure	1%	1%	2%	0%	0%	2%	0%	1%
Mean	3.66	3.49	3.84	3.63	3.63	3.61	3.63	3.65

10e) ...the number of streetlights in Pensacola?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	2%	1%	2%	6%	5%	4%	4%	3%
Dissatisfied	14%	19%	13%	12%	13%	8%	11%	13%
Neutral	23%	14%	16%	22%	19%	25%	25%	20%
Satisfied	37%	51%	41%	39%	45%	48%	38%	42%
Very Satisfied	23%	16%	24%	19%	17%	14%	20%	19%
Unsure	1%	0%	4%	2%	0%	1%	4%	2%
Mean	3.67	3.62	3.75	3.53	3.56	3.61	3.61	3.62

10k) ... the condition of streetlights?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	2%	2%	1%	4%	4%	4%	4%	3%
Dissatisfied	8%	4%	8%	6%	13%	10%	11%	8%
Neutral	20%	11%	14%	19%	21%	18%	11%	17%
Satisfied	42%	59%	43%	46%	40%	45%	54%	47%
Very Satisfied	26%	22%	32%	25%	20%	23%	21%	25%
Unsure	1%	1%	2%	0%	1%	1%	0%	1%
Mean	3.84	3.96	3.99	3.81	3.59	3.75	3.79	3.83

10f) ... the maintenance of grounds, such as grass and trees, along City streets and in other public areas?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	2%	5%	1%	6%	7%	4%	11%	5%
Dissatisfied	14%	17%	13%	12%	19%	13%	23%	15%
Neutral	25%	21%	28%	26%	23%	26%	20%	24%
Satisfied	44%	44%	42%	36%	29%	38%	29%	38%
Very Satisfied	15%	11%	16%	20%	21%	18%	18%	17%
Unsure	1%	1%	0%	0%	1%	1%	0%	1%
Mean	3.56	3.40	3.59	3.51	3.41	3.54	3.20	3.48

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Table 8: Responses to Public Works Questions, #10—#12, continued

10g) ... the maintenance of storm water drains?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	11%	20%	19%	18%	13%	14%	27%	17%
Dissatisfied	25%	27%	26%	24%	33%	25%	31%	27%
Neutral	23%	25%	26%	32%	27%	24%	20%	26%
Satisfied	30%	20%	26%	18%	20%	23%	16%	22%
Very Satisfied	7%	4%	2%	4%	4%	8%	4%	5%
Unsure	4%	5%	1%	5%	3%	6%	2%	4%
Mean	2.97	2.58	2.66	2.65	2.67	2.85	2.37	2.70

10h) ...the drainage of rainwater from City streets?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	16%	22%	21%	23%	16%	14%	22%	19%
Dissatisfied	30%	36%	32%	31%	35%	31%	29%	32%
Neutral	26%	15%	26%	24%	25%	23%	15%	23%
Satisfied	17%	22%	17%	18%	20%	21%	31%	20%
Very Satisfied	7%	4%	2%	4%	3%	8%	2%	4%
Unsure	4%	1%	2%	1%	1%	2%	2%	2%
Mean	2.69	2.49	2.46	2.49	2.58	2.78	2.61	2.58

10i) ...the drainage of rainwater from areas around your residence?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	5%	19%	12%	18%	13%	10%	20%	13%
Dissatisfied	17%	9%	16%	18%	20%	23%	24%	18%
Neutral	15%	19%	16%	18%	15%	13%	9%	15%
Satisfied	38%	37%	35%	32%	35%	37%	31%	35%
Very Satisfied	25%	16%	21%	15%	17%	18%	16%	19%
Unsure	0%	1%	0%	0%	0%	0%	0%	0%
Mean	3.61	3.24	3.37	3.10	3.23	3.31	3.00	3.29

11) How satisfied are you with the overall maintenance of City infrastructure?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	2%	2%	5%	9%	4%	2%	7%	5%
Dissatisfied	17%	25%	13%	21%	13%	11%	18%	17%
Neutral	32%	30%	35%	32%	43%	42%	35%	35%
Satisfied	33%	38%	38%	32%	36%	37%	31%	35%
Very Satisfied	11%	1%	8%	6%	3%	7%	7%	6%
Unsure	6%	4%	1%	0%	1%	1%	2%	2%
Mean	3.36	3.12	3.31	3.05	3.20	3.36	3.13	3.23

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Table 8: Responses to Public Works Questions, #10—#12, continued

12) How much emphasis do you think the City should place on maintaining Public Works compared to the emphasis that is being placed now?

Emphasis	1	2	3	4	5	6	7	Pensacola
Much Less	1%	0%	0%	0%	0%	0%	2%	0%
Less	0%	1%	1%	0%	0%	4%	2%	1%
Same	30%	21%	21%	27%	21%	36%	18%	25%
More	48%	43%	58%	49%	48%	37%	42%	47%
Much More	17%	28%	16%	22%	27%	20%	35%	22%
Unsure	4%	8%	4%	2%	4%	4%	2%	4%
Mean	3.84	4.04	3.93	3.95	4.06	3.77	4.07	3.94

District Level Analysis: Code Enforcement

This section examines district level responses regarding the City's Code Enforcement. Respondents were asked about their satisfaction with the enforcement of maintenance on properties and lawns, both residential and commercial, as well as regulation of illegal advertisements and postings. Responses to certain questions yield interesting patterns that may suggest more attention in these areas.

- Approximately 1 in 4 respondents in Districts 5 and 7 reported contacting code enforcement in the past year. Comparatively, most other districts' responses were in the mid-teens.
- The results from District 7 also provided the highest citywide rates of being dissatisfied or very dissatisfied with code enforcement as relating to lawn maintenance (36%), exterior maintenance of residential properties (36%), clutter and debris removal (44%), and overall code enforcement efforts (29%).
- Indeed, about half of respondents in all other districts felt that the City should place more emphasis on enforcing codes and ordinances. Comparatively, 62% of District 7 respondents wanted more focus on these items in the future.
- On average, many respondents rated their satisfaction as neutral on each individual service component within the Code Enforcement Section.

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Table 9: Responses to Code Enforcement Questions, #13—#16

13) Have you contacted City code enforcement within the last 12 months?

Response	1	2	3	4	5	6	7	Pensacola
Yes	15%	10%	12%	15%	27%	17%	27%	17%
No	83%	87%	88%	84%	72%	83%	71%	82%
Unsure	2%	3%	0%	1%	1%	0%	2%	1%

14a) Regarding public code enforcement, how satisfied are you with... the enforcement of lawn maintenance on private property?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	5%	1%	2%	9%	5%	7%	13%	6%
Dissatisfied	16%	19%	13%	15%	11%	14%	24%	16%
Neutral	25%	29%	25%	27%	27%	31%	9%	25%
Satisfied	30%	38%	34%	31%	37%	27%	31%	33%
Very Satisfied	16%	9%	14%	8%	13%	14%	20%	13%
Unsure	9%	4%	12%	9%	7%	6%	4%	8%
Mean	3.39	3.36	3.51	3.15	3.46	3.29	3.23	3.54

14b) ...the enforcement of exterior maintenance of residential properties?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	4%	0%	4%	6%	5%	6%	20%	6%
Dissatisfied	12%	22%	15%	22%	16%	15%	16%	17%
Neutral	30%	30%	26%	29%	29%	31%	13%	28%
Satisfied	35%	38%	39%	32%	35%	35%	36%	36%
Very Satisfied	12%	5%	9%	5%	11%	8%	11%	9%
Unsure	8%	5%	7%	6%	4%	5%	4%	6%
Mean	3.42	3.28	3.37	3.09	3.31	3.25	3.02	3.26

14c) ...the enforcement of exterior maintenance of commercial properties?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	2%	1%	3%	5%	5%	4%	9%	4%
Dissatisfied	18%	16%	15%	20%	13%	13%	15%	16%
Neutral	30%	37%	39%	27%	28%	33%	16%	31%
Satisfied	33%	38%	32%	35%	36%	33%	45%	35%
Very Satisfied	10%	5%	8%	7%	8%	8%	5%	8%
Unsure	7%	3%	3%	6%	9%	8%	9%	6%
Mean	3.32	3.30	3.28	3.21	3.31	3.32	3.26	3.29

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Table 9: Responses to Code Enforcement Questions, #13—#16, continued

14d) ...the regulation of illegal advertisements and postings?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	5%	8%	8%	9%	4%	7%	0%	6%
Dissatisfied	18%	16%	18%	15%	12%	10%	11%	15%
Neutral	32%	25%	34%	33%	29%	33%	42%	32%
Satisfied	20%	35%	24%	24%	39%	25%	29%	27%
Very Satisfied	5%	3%	6%	4%	7%	10%	9%	6%
Unsure	19%	13%	10%	14%	9%	15%	9%	13%
Mean	3.02	3.10	3.02	2.98	3.35	3.24	3.40	3.14

14e) ...the enforcement of clutter and debris being cleaned up on private property?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	5%	6%	2%	15%	8%	11%	16%	9%
Dissatisfied	20%	22%	22%	23%	13%	11%	27%	19%
Neutral	27%	37%	32%	21%	27%	31%	16%	28%
Satisfied	29%	24%	29%	34%	40%	33%	24%	31%
Very Satisfied	14%	6%	10%	5%	5%	10%	9%	9%
Unsure	5%	5%	5%	2%	7%	5%	7%	5%
Mean	3.29	3.03	3.24	2.91	3.23	3.20	2.80	3.12

15) How satisfied are you with the overall efforts to enforce codes and ordinances?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	2%	5%	4%	11%	5%	7%	9%	6%
Dissatisfied	17%	15%	8%	13%	8%	13%	20%	13%
Neutral	33%	30%	38%	28%	35%	34%	16%	31%
Satisfied	32%	33%	39%	37%	40%	37%	36%	36%
Very Satisfied	10%	5%	6%	6%	8%	6%	15%	8%
Unsure	6%	11%	5%	4%	4%	2%	4%	5%
Mean	3.33	3.20	3.37	3.14	3.39	3.22	3.28	3.28

16) How much emphasis do you think the City should place on code and ordinance enforcement compared to the emphasis that is being placed now?								
Emphasis	1	2	3	4	5	6	7	Pensacola
Much Less	0%	0%	1%	2%	0%	2%	0%	1%
Less	2%	5%	3%	2%	4%	5%	5%	4%
Same	41%	38%	45%	43%	40%	40%	25%	40%
More	42%	33%	43%	37%	33%	39%	44%	39%
Much More	11%	16%	6%	12%	16%	12%	18%	13%
Unsure	4%	8%	2%	3%	7%	2%	7%	4%
Mean	3.64	3.66	3.51	3.57	3.66	3.54	3.80	3.61

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District Level Analysis: Waste Collection Services

This section of the survey asked for residents' responses about waste collection services, and included residential garbage collection, residential curbside recycling and yard waste collection.

- Overall, responses varied less by district than in other sections.
- Across all aspects of the Waste Collection Services section, there were consistently more respondents from Districts 1,3 and 7 who rated themselves as very satisfied.
- Very few people were unsure about their satisfaction with these services or felt neutral about how the City provided them.
- District 3 respondents are the most satisfied with the overall quality of Waste Collection Services, with 41% satisfied and 50% very satisfied.
- However, District 6 was the least satisfied with approximately 77% satisfied (41%) or very satisfied (36%).
- While most Pensacola respondents were generally satisfied with these services, there about 5% reported being dissatisfied with the overall quality of Waste Collection Services.
- Approximately 12% of District 5 respondents were dissatisfied or very dissatisfied with both curbside recycling and garbage collection services.
- District 3 residents were also more dissatisfied with the recycling program, with 11% responding either dissatisfied (9%) or very dissatisfied (2%).
- Nearly 2 out of 3 respondents in all districts felt the City should maintain the same emphasis when providing these services in the future.
- Nevertheless, a very low percentage of people wanted less or much less emphasis placed on Waste Collection Services. District 7 had the highest amount of respondents (5%) who felt these services needed less emphasis.

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Table 10: Responses to Waste Collection Services Questions, #17—#19

17a) How satisfied are you with... residential garbage collection services?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	1%	1%	0%	4%	1%	5%	4%	2%
Dissatisfied	2%	4%	5%	2%	11%	2%	0%	4%
Neutral	4%	3%	2%	9%	7%	10%	5%	6%
Satisfied	32%	44%	37%	38%	36%	41%	35%	37%
Very Satisfied	61%	44%	56%	46%	45%	41%	56%	50%
Unsure	0%	5%	0%	0%	0%	1%	0%	1%
Mean	4.50	4.31	4.44	4.21	4.13	4.12	4.40	4.31

17b) ...residential curbside recycling services?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	4%	1%	2%	6%	1%	1%	4%	3%
Dissatisfied	4%	5%	9%	5%	11%	4%	5%	6%
Neutral	3%	3%	4%	7%	4%	13%	5%	6%
Satisfied	28%	40%	29%	37%	36%	37%	27%	34%
Very Satisfied	59%	45%	56%	44%	47%	42%	56%	50%
Unsure	2%	6%	0%	0%	1%	2%	2%	2%
Mean	4.37	4.30	4.28	4.08	4.18	4.19	4.30	4.24

17c) ...yard waste collection services?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	2%	1%	0%	3%	1%	1%	2%	2%
Dissatisfied	2%	1%	6%	2%	4%	4%	4%	3%
Neutral	5%	1%	2%	7%	9%	10%	9%	6%
Satisfied	31%	50%	38%	43%	43%	43%	29%	40%
Very Satisfied	60%	40%	54%	44%	43%	40%	53%	48%
Unsure	0%	6%	0%	0%	0%	2%	4%	2%
Mean	4.45	4.34	4.40	4.24	4.21	4.20	4.32	4.31

18) How satisfied are you with the overall quality of waste collection services?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	1%	1%	4%	1%	2%	0%	2%
Dissatisfied	3%	3%	3%	1%	5%	4%	4%	3%
Neutral	8%	6%	5%	11%	8%	14%	7%	9%
Satisfied	31%	42%	41%	42%	41%	41%	40%	40%
Very Satisfied	57%	44%	50%	41%	44%	36%	47%	46%
Unsure	1%	4%	0%	0%	0%	2%	2%	1%
Mean	4.44	4.29	4.36	4.15	4.21	4.07	4.33	4.27

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Table 10: Responses to Waste Collection Services Questions, #17—#19, continued

19) How much emphasis should the City place on its waste collection services compared to the emphasis that is being placed now?

Emphasis	1	2	3	4	5	6	7	Pensacola
Much Less	0%	0%	0%	0%	0%	0%	0%	0%
Less	1%	1%	2%	2%	0%	0%	5%	2%
Same	75%	65%	78%	70%	67%	64%	62%	70%
More	17%	22%	13%	15%	27%	27%	22%	20%
Much More	5%	6%	5%	11%	5%	6%	11%	7%
Unsure	2%	5%	2%	1%	1%	4%	0%	2%
Mean	3.26	3.35	3.21	3.36	3.38	3.40	3.38	3.33

District Level Analysis: City Appearance

This section examines district level responses concerning the City's appearance. These questions covered the quality of new development, the appearance of downtown Pensacola and the appearance of different neighborhoods.

- Most respondents were highly satisfied with the City's public areas, which include streets and parks. However, more than a quarter of respondents from District 7 were dissatisfied (22%) or very dissatisfied (4%). Similarly, nearly 18% of respondents in District 2 were dissatisfied with these areas.
- Respondents had various opinions about the quality of new development throughout the City. While approximately 61% of District 3 respondents were satisfied (45%) or very satisfied (16%), nearly one-fifth reported that they were dissatisfied in Districts 4, 6 and 7.
- An overwhelming majority (92%) of District 3 respondents were satisfied with their neighborhood's appearance.
- A high level of respondents in every single district expressed satisfaction with the appearance of downtown Pensacola. In fact, approximately 86% of respondents from both District 3 and 6 said they were satisfied or very satisfied.
- The percentage of respondents in each district who felt there should be some level of increase in emphasis in regards to Pensacola's appearance ranged from approximately 52-62%.
- Residents were split on whether the City should maintain the same emphasis (40%) or apply more (40%) or much more (17%) emphasis to efforts that keep Pensacola's appearance clean.

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Table 11: Responses to City Appearance Questions, #20—#21

20a) How satisfied are you with... the cleanliness of the City's public areas, such as City streets or parks?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	3%	0%	4%	3%	5%	4%	2%
Dissatisfied	7%	15%	7%	5%	4%	1%	22%	8%
Neutral	18%	14%	14%	15%	17%	20%	15%	16%
Satisfied	56%	50%	57%	56%	52%	50%	36%	52%
Very Satisfied	18%	17%	21%	20%	20%	24%	24%	20%
Unsure	2%	1%	1%	0%	4%	0%	0%	1%
Mean	3.86	3.64	3.93	3.81	3.86	3.88	3.55	3.81

20b) ...the overall quality of new development in Pensacola?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	3%	6%	4%	7%	4%	5%	4%	5%
Dissatisfied	11%	5%	10%	13%	11%	14%	15%	11%
Neutral	32%	29%	20%	24%	24%	21%	22%	25%
Satisfied	34%	37%	45%	30%	35%	42%	35%	37%
Very Satisfied	11%	17%	16%	19%	17%	15%	18%	16%
Unsure	9%	5%	5%	7%	9%	4%	7%	7%
Mean	3.43	3.55	3.62	3.42	3.56	3.50	3.53	3.51

20c) ...the appearance of your neighborhood?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	1%	0%	4%	1%	6%	2%	2%
Dissatisfied	3%	5%	5%	4%	5%	4%	20%	6%
Neutral	16%	9%	3%	11%	20%	17%	15%	13%
Satisfied	46%	47%	52%	45%	42%	51%	42%	47%
Very Satisfied	34%	37%	40%	35%	31%	22%	22%	33%
Unsure	1%	0%	0%	0%	0%	0%	0%	0%
Mean	4.13	4.14	4.27	4.03	3.96	3.79	3.62	4.02

20d) ...the appearance of downtown Pensacola?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	1%	0%	3%	0%	1%	0%	1%
Dissatisfied	2%	5%	2%	1%	3%	1%	7%	3%
Neutral	17%	13%	11%	11%	14%	9%	16%	13%
Satisfied	51%	56%	54%	48%	55%	58%	40%	52%
Very Satisfied	25%	21%	32%	33%	27%	28%	33%	28%
Unsure	6%	4%	1%	3%	1%	2%	4%	3%
Mean	4.04	3.93	4.17	4.11	4.08	4.14	4.02	4.08

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Table 11: Responses to City Appearance Questions, #20—#21, continued

21a) How satisfied are you overall with the cleanliness of the City?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	1%	0%	3%	1%	1%	2%	1%
Dissatisfied	7%	10%	4%	7%	4%	7%	13%	7%
Neutral	18%	28%	20%	26%	34%	16%	15%	22%
Satisfied	59%	50%	59%	44%	43%	56%	51%	52%
Very Satisfied	15%	9%	17%	20%	18%	20%	18%	17%
Unsure	0%	1%	0%	0%	0%	0%	2%	0%
Mean	3.83	3.56	3.89	3.70	3.72	3.85	3.72	3.76

21b) How much emphasis should the City place on keeping Pensacola's appearance clean compared to the emphasis that is being placed now?								
Emphasis	1	2	3	4	5	6	7	Pensacola
Much Less	0%	3%	1%	0%	0%	0%	2%	1%
Less	1%	3%	2%	1%	0%	1%	0%	1%
Same	39%	29%	45%	41%	45%	41%	36%	40%
More	45%	41%	39%	42%	36%	31%	45%	40%
Much More	14%	21%	13%	15%	19%	26%	16%	17%
Unsure	1%	4%	0%	0%	0%	1%	0%	1%
Mean	3.73	3.77	3.61	3.72	3.74	3.83	3.75	3.73

District Level Analysis: Civic Participation

This section examines district level responses about Civic Participation, specifically focusing on resident communications to and from City government. These questions asked about Pensacola's 311 Informational System, the City's website and informational sources, like newspapers or social media, where residents obtained updates about the City. There was an accompanying section that asked if residents had contacted a city office other than emergency services, as well as several service-oriented questions about these offices.

- Very few people have used the City's 311 Informational System across all districts. District 4 had the most residents respond that they used this service, with 18% indicating use within the last year. However, nearly 93% of District 7 respondents indicated they had not used 311.
- Respondents indicated they were more likely to utilize the City's website, however. Respondents from District 7 used the site most often in the last year, with 40% of these respondents indicating use of this tool. Approximately one-third of respondents from most districts utilized the website at some point in the last twelve months.
- Many districts were satisfied with the availability of information regarding City programs. At least 60% of respondents from Districts 2,3,4 and 7 said they were satisfied or very satisfied.
- Nevertheless, District 7 also had the most residents report dissatisfaction with the availability of information. Twenty percent of those respondents were dissatisfied (16%) or very dissatisfied (4%).
- Most residents that took the survey reported that they were neutral or unsure about their satisfaction with aspects of the City's website. This was also the case when considering the usefulness of the City's website, as well as how user-friendly the website is.
- Many respondents contacted other City offices in the last year, with district level responses between 25% and 45%. Overall, respondents were highly satisfied with the customer service and accuracy of the information they received.

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Table 12: Responses to Civic Participation Questions, #22—#29

22a) In the last 12 months, have you... used the City's 311 Informational System?

Response	1	2	3	4	5	6	7	Pensacola
Yes	14%	13%	10%	18%	15%	9%	7%	12%
No	86%	87%	90%	80%	85%	91%	93%	87%
Unsure	0%	0%	0%	2%	0%	0%	0%	0%

22b) In the last 12 months, have you... visited the City's website?

Response	1	2	3	4	5	6	7	Pensacola
Yes	35%	28%	32%	33%	28%	35%	40%	33%
No	65%	71%	68%	67%	72%	65%	58%	67%
Unsure	0%	1%	0%	0%	0%	0%	2%	0%

23) What are the main ways you receive updates about City news, information and events? You may list up to three.

Response	1	2	3	4	5	6	7	Pensacola
Mail-Outs	8%	4%	7%	7%	11%	5%	7%	7%
Newspapers	45%	51%	57%	45%	36%	32%	38%	44%
Radio	8%	18%	10%	7%	16%	6%	7%	10%
Television news	47%	47%	42%	31%	35%	31%	36%	39%
City of Pensacola website	14%	8%	12%	12%	4%	2%	7%	9%
E-mail	4%	5%	6%	3%	4%	6%	2%	4%
Social Media	6%	9%	1%	7%	5%	6%	2%	5%
Other	15%	17%	14%	13%	15%	7%	16%	14%

24a) How satisfied are you with...the availability of information regarding City programs and services?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	1%	1%	2%	5%	1%	4%	4%	3%
Dissatisfied	12%	10%	7%	11%	12%	15%	16%	12%
Neutral	30%	22%	27%	16%	38%	20%	18%	25%
Satisfied	40%	49%	40%	43%	37%	47%	38%	42%
Very Satisfied	13%	15%	21%	18%	11%	12%	22%	16%
Unsure	4%	3%	3%	6%	0%	2%	2%	3%
Mean	3.54	3.68	3.73	3.60	3.44	3.51	3.59	3.59

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Table 12: Responses to Civic Participation Questions, #22—#29, continued

24b) ...the usefulness of the information on the City's website?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	1%	1%	0%	1%	1%	1%	4%	1%
Dissatisfied	3%	4%	3%	4%	1%	2%	4%	3%
Neutral	30%	21%	19%	31%	30%	38%	16%	27%
Satisfied	17%	26%	27%	19%	14%	17%	18%	20%
Very Satisfied	6%	4%	10%	4%	5%	4%	11%	6%
Unsure	43%	45%	41%	41%	48%	37%	47%	43%
Mean	3.41	3.49	3.75	3.35	3.39	3.31	3.55	3.47

24c) ...how user-friendly the City's website is?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	1%	0%	0%	1%	0%	2%	0%	1%
Dissatisfied	7%	1%	4%	6%	1%	4%	4%	4%
Neutral	27%	21%	21%	31%	34%	36%	20%	27%
Satisfied	17%	27%	22%	16%	12%	17%	16%	18%
Very Satisfied	5%	6%	9%	2%	4%	2%	7%	5%
Unsure	43%	45%	44%	43%	48%	38%	53%	44%
Mean	3.31	3.70	3.64	3.22	3.37	3.22	3.58	3.42

25) How satisfied are you with the overall effectiveness of communication from the City?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	1%	3%	5%	5%	7%	6%	0%	4%
Dissatisfied	15%	9%	8%	15%	10%	11%	13%	12%
Neutral	32%	27%	32%	30%	26%	32%	36%	31%
Satisfied	37%	46%	42%	35%	45%	42%	31%	40%
Very Satisfied	11%	10%	12%	11%	10%	9%	16%	11%
Unsure	4%	5%	1%	3%	3%	0%	4%	3%
Mean	3.44	3.55	3.48	3.33	3.42	3.36	3.53	3.44

26) How much emphasis should the City place on its communication with residents compared to the emphasis that is being placed now?								
Emphasis	1	2	3	4	5	6	7	Pensacola
Much Less	0%	0%	0%	0%	0%	0%	0%	0%
Less	0%	1%	1%	0%	0%	0%	0%	0%
Same	40%	40%	46%	39%	34%	37%	25%	38%
More	43%	41%	40%	39%	51%	43%	53%	44%
Much More	13%	15%	10%	18%	11%	17%	16%	14%
Unsure	4%	3%	3%	4%	4%	2%	5%	4%
Mean	3.71	3.72	3.61	3.77	3.76	3.80	3.90	3.74

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Table 12: Responses to Civic Participation Questions, #22—#29, continued

27) In the last 12 months, have you... contacted a City office other than police, fire or EMS?

Response	1	2	3	4	5	6	7	Pensacola
Yes	30%	28%	45%	41%	37%	25%	36%	35%
No	69%	71%	52%	58%	62%	74%	60%	63%
Unsure	1%	1%	3%	1%	1%	1%	4%	2%

28a) If yes to Q27, how satisfied are you with...how easy City employees were to contact?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	5%	7%	5%	11%	5%	10%	6%
Dissatisfied	6%	18%	7%	13%	4%	5%	20%	10%
Neutral	19%	0%	11%	10%	22%	5%	5%	11%
Satisfied	35%	36%	36%	40%	26%	60%	10%	35%
Very Satisfied	35%	41%	40%	33%	37%	25%	55%	38%
Unsure	3%	0%	0%	0%	0%	0%	0%	0%
Mean	4.03	3.91	3.96	3.83	3.74	3.95	3.80	3.89

28b) ...the quality of customer service you received?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	3%	5%	4%	8%	4%	5%	10%	5%
Dissatisfied	0%	14%	4%	5%	4%	5%	20%	6%
Neutral	23%	0%	11%	15%	19%	5%	5%	12%
Satisfied	35%	32%	38%	25%	37%	50%	15%	33%
Very Satisfied	39%	50%	42%	48%	37%	35%	50%	43%
Unsure	0%	0%	0%	0%	0%	0%	0%	0%
Mean	4.06	4.09	4.09	4.00	4.00	4.05	3.75	4.02

28c) ...the accuracy of the information you were given?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	0%	2%	8%	0%	5%	15%	4%
Dissatisfied	6%	5%	9%	10%	11%	5%	5%	8%
Neutral	16%	0%	9%	20%	19%	10%	10%	13%
Satisfied	42%	41%	33%	23%	33%	50%	30%	35%
Very Satisfied	35%	55%	47%	40%	33%	25%	40%	40%
Unsure	0%	0%	0%	0%	4%	5%	0%	1%
Mean	4.06	4.45	4.13	3.78	3.92	3.89	3.75	4.00

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Table 12: Responses to Civic Participation Questions, #22—#29, continued

28d) ...the speed of response from the City staff?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	5%	7%	18%	4%	5%	20%	8%
Dissatisfied	0%	9%	9%	10%	11%	15%	5%	8%
Neutral	16%	5%	16%	5%	22%	20%	15%	14%
Satisfied	39%	41%	24%	23%	33%	35%	10%	29%
Very Satisfied	42%	36%	44%	43%	30%	25%	50%	40%
Unsure	3%	5%	0%	3%	0%	0%	0%	1%
Mean	4.27	4.00	3.91	3.64	3.74	3.60	3.65	3.84

29) In general, how satisfied have you been with the overall service you've received when contacting a City office other than police, fire or EMS?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	5%	7%	8%	4%	5%	20%	6%
Dissatisfied	6%	9%	2%	8%	11%	5%	5%	6%
Neutral	23%	5%	18%	20%	22%	10%	15%	17%
Satisfied	23%	27%	27%	18%	26%	50%	15%	25%
Very Satisfied	48%	55%	47%	48%	37%	30%	45%	45%
Unsure	0%	0%	0%	0%	0%	0%	0%	0%
Mean	4.13	4.18	4.04	3.90	3.81	3.95	3.60	3.96

District Level Analysis: Culture, Arts and Recreation

This section details district level responses to Pensacola's Culture, Arts and Recreation. These questions focused on visitation and satisfaction with City recreational programs, facilities and public areas, as well as particular events and activities.

- Overall, a large majority of respondents had recently visited a City park or downtown Pensacola.
- More District 3 residents responded that they had visited downtown Pensacola, City parks or facilities or programs hosted by the City than any other district. In fact, 96% of respondents in that district had visited downtown in the last year. Similarly, 87% of District 3 respondents had visited a City park.
- This trend continued in every question regarding visits to individual City venues. District 3 had the most respondents to indicate that they participated in recreation programs (53%), visited a community center (53%) or visited an athletic facility (54%).
- When survey professionals asked about satisfaction with specific facilities or events, respondents across all districts had higher percentages of unsure or neutral answers. Nearly 31% of District 7 respondents were unsure about their satisfaction with City athletic facilities, while 1 in 4 respondents from Districts 5 and 6 felt neutral.
- More than half of all surveyed residents were satisfied with community centers throughout the City. More than two-thirds (68%) of District 3 respondents were satisfied, while just over 53% of District 5 respondents answered the same way.
- In general, District 5 residents were the least likely to indicate that they were satisfied or very satisfied with events held at the Saenger Theater or Community Maritime Park. The largest gap in satisfaction occurred in regard to events held at the Saenger Theater, between District 4's satisfaction (80%) and District 5's satisfaction (52%).
- Approximately half of most districts' respondents reported that the City should provide the same emphasis on maintaining its Culture, Arts and Recreation programs in the coming year.

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Table 13: Responses to Culture, Arts and Recreation Questions, #31—#34

31a) In the last 12 months, have you...participated in recreation programs offered by the City?

Response	1	2	3	4	5	6	7	Pensacola
Yes	38%	40%	53%	40%	40%	38%	36%	41%
No	61%	60%	46%	60%	60%	62%	62%	58%
Not Applicable/ Don't Know	1%	0%	1%	0%	0%	0%	2%	1%

31b) ... visited a community center?

Response	1	2	3	4	5	6	7	Pensacola
Yes	43%	40%	53%	53%	47%	49%	44%	47%
No	57%	60%	45%	44%	53%	51%	56%	52%
Not Applicable/ Don't Know	0%	0%	2%	3%	0%	0%	0%	1%

31c) ...visited a City park?

Response	1	2	3	4	5	6	7	Pensacola
Yes	69%	68%	87%	80%	74%	77%	75%	76%
No	31%	32%	12%	20%	26%	22%	25%	24%
Not Applicable/ Don't Know	0%	0%	1%	0%	0%	1%	0%	0%

31e) ...visited an athletic facility?

Response	1	2	3	4	5	6	7	Pensacola
Yes	39%	46%	54%	43%	52%	33%	40%	44%
No	61%	54%	45%	57%	48%	67%	60%	56%
Not Applicable/ Don't Know	0%	0%	1%	0%	0%	0%	0%	0%

31d) ...visited downtown Pensacola?

Response	1	2	3	4	5	6	7	Pensacola
Yes	88%	85%	96%	86%	89%	90%	85%	89%
No	12%	15%	4%	14%	11%	10%	15%	11%
Not Applicable/ Don't Know	0%	0%	0%	0%	0%	0%	0%	0%

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Table 13: Responses to Culture, Arts and Recreation Questions, #31—#34, continued

32a) How satisfied are you with... community centers throughout the City?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	1%	1%	3%	1%	1%	4%	2%
Dissatisfied	4%	3%	2%	3%	5%	5%	2%	3%
Neutral	18%	15%	11%	16%	21%	21%	13%	16%
Satisfied	40%	40%	45%	43%	33%	41%	38%	40%
Very Satisfied	22%	21%	23%	16%	21%	20%	20%	20%
Unsure	17%	21%	18%	18%	19%	12%	24%	18%
Mean	3.95	3.95	4.06	3.81	3.81	3.83	3.90	3.91

32b) ... athletic facilities throughout the City (such as golf courses, tennis centers, swimming pools)?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	1%	1%	2%	1%	1%	0%	1%
Dissatisfied	4%	4%	3%	3%	1%	2%	5%	3%
Neutral	19%	19%	13%	14%	25%	25%	15%	18%
Satisfied	37%	29%	47%	41%	38%	37%	40%	39%
Very Satisfied	16%	19%	17%	14%	19%	14%	9%	16%
Unsure	25%	27%	19%	25%	15%	21%	31%	23%
Mean	3.86	3.84	3.94	3.84	3.85	3.75	3.76	3.84

32c) ...events held at the Saenger Theater?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	2%	1%	0%	1%	1%	2%	2%	1%
Dissatisfied	5%	4%	2%	0%	4%	4%	4%	3%
Neutral	15%	9%	8%	13%	22%	14%	16%	13%
Satisfied	28%	38%	35%	32%	21%	35%	33%	32%
Very Satisfied	35%	32%	40%	47%	32%	37%	24%	36%
Unsure	15%	15%	15%	6%	21%	9%	22%	14%
Mean	4.06	4.14	4.33	4.33	3.97	4.09	3.93	4.15

32d) ... events held at the Community Maritime Park?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	1%	0%	4%	3%	4%	2%	2%
Dissatisfied	5%	3%	4%	5%	4%	4%	2%	4%
Neutral	9%	8%	4%	11%	25%	19%	4%	11%
Satisfied	35%	29%	35%	18%	25%	31%	35%	30%
Very Satisfied	27%	35%	40%	41%	32%	33%	33%	35%
Unsure	24%	24%	16%	21%	12%	10%	25%	19%
Mean	4.12	4.24	4.34	4.09	3.89	3.96	4.27	4.12

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Table 13: Responses to Culture, Arts and Recreation Questions, #31—#34, continued

32e) ... opportunities to attend cultural activities and festivals in Pensacola?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	2%	1%	0%	5%	5%	4%	0%	3%
Dissatisfied	4%	1%	3%	1%	3%	4%	0%	2%
Neutral	11%	9%	6%	9%	15%	14%	20%	11%
Satisfied	44%	38%	44%	39%	34%	36%	45%	40%
Very Satisfied	35%	44%	43%	43%	36%	37%	31%	39%
Unsure	4%	6%	3%	2%	7%	6%	4%	4%
Mean	4.11	4.30	4.32	4.17	3.99	4.05	4.11	4.16

33) How satisfied are you with the overall quality of City Culture, Arts and Recreation programs?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	2%	0%	2%	3%	5%	4%	0%	2%
Dissatisfied	2%	1%	0%	0%	3%	5%	2%	2%
Neutral	17%	18%	12%	10%	18%	16%	24%	16%
Satisfied	43%	51%	43%	41%	41%	32%	53%	43%
Very Satisfied	29%	26%	40%	41%	29%	37%	18%	33%
Unsure	7%	4%	2%	4%	4%	6%	4%	4%
Mean	4.03	4.05	4.23	4.23	3.89	4.00	3.91	4.07

34) How much emphasis should the City place on its Culture, Arts and Recreation programs compared to the emphasis that is being placed now?								
Emphasis	1	2	3	4	5	6	7	Pensacola
Much Less	1%	0%	1%	0%	1%	0%	0%	1%
Less	2%	3%	0%	1%	0%	0%	4%	1%
Same	45%	50%	59%	52%	49%	43%	51%	50%
More	38%	32%	25%	33%	30%	40%	24%	32%
Much More	9%	12%	13%	11%	12%	14%	15%	12%
Unsure	5%	4%	2%	3%	7%	4%	7%	4%
Mean	3.55	3.55	3.51	3.56	3.56	3.69	3.53	3.56

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District Level Analysis: Economic Health

This section details the district level results of questions regarding the Economic Health of the City, as well as results regarding housing options. These questions focused on topics such as the Economic Health of downtown and commercial areas, employment opportunities, the affordability of housing and the availability of different types of housing.

- Most respondents considered themselves satisfied or neutral regarding the economic health of downtown Pensacola. Nonetheless, about 21% of District 1 respondents said they were dissatisfied, and 18% of District 2 respondents indicated they were either dissatisfied (14%) or very dissatisfied (4%).
- Overall, District 5 had the most residents who reported being satisfied (36%) or very satisfied (7%) with the Economic Health of other commercial areas. District 1 respondents reported being the most dissatisfied, with 23.71% of respondents indicating they were dissatisfied.
- Across the board, respondents from all districts reported being dissatisfied with employment opportunities in Pensacola. Again, District 1 respondents were the most dissatisfied (56%), but their responses were mirrored by Districts 2 and 7.
- Nearly 1 in 4 respondents from Districts 5 and 7 reported being dissatisfied or very dissatisfied with the availability of different types of housing. Comparatively, most other districts had higher response rates from residents who felt neutral or unsure.
- Every City Council District had about 14-25% of respondents who were dissatisfied or very dissatisfied with the affordability of housing.
- Respondents from District 7 were the least satisfied with the overall housing options in Pensacola. Also, 66% of these respondents felt that the City should place more emphasis on ensuring the availability of housing options in the next year.

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Table 14: Responses to Economic Health Questions, #31—#34

35a) How satisfied are you with...the economic health of downtown Pensacola?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	0%	4%	3%	4%	3%	4%	0%	3%
Dissatisfied	21%	14%	11%	9%	14%	9%	15%	13%
Neutral	35%	29%	25%	22%	22%	28%	36%	28%
Satisfied	26%	29%	36%	47%	38%	36%	31%	35%
Very Satisfied	7%	14%	17%	10%	18%	16%	7%	13%
Unsure	12%	10%	7%	7%	6%	7%	11%	9%
Mean	3.21	3.39	3.58	3.54	3.57	3.56	3.35	3.46

35d) ... the economic health of other commercial areas?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	1%	4%	3%	5%	6%	2%	2%	3%
Dissatisfied	24%	18%	14%	19%	17%	16%	20%	18%
Neutral	44%	38%	45%	32%	29%	32%	27%	36%
Satisfied	20%	29%	21%	35%	36%	32%	35%	29%
Very Satisfied	4%	5%	4%	5%	7%	7%	4%	5%
Unsure	7%	6%	12%	4%	6%	10%	13%	8%
Mean	3.02	3.14	3.10	3.17	3.24	3.29	3.21	3.16

35b) ..the overall employment opportunities?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	12%	13%	16%	14%	15%	16%	11%	14%
Dissatisfied	45%	40%	29%	41%	38%	27%	44%	37%
Neutral	22%	22%	25%	25%	31%	28%	16%	24%
Satisfied	13%	18%	13%	5%	6%	10%	13%	11%
Very Satisfied	2%	1%	0%	3%	4%	5%	4%	3%
Unsure	7%	5%	16%	11%	7%	14%	13%	10%
Mean	2.45	2.52	2.42	2.34	2.42	2.54	2.48	2.45

35c) ... the overall economic health of the City?								
Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	7%	5%	6%	9%	7%	9%	7%	7%
Dissatisfied	31%	31%	23%	29%	31%	20%	20%	27%
Neutral	34%	35%	36%	33%	33%	37%	36%	35%
Satisfied	19%	22%	27%	21%	21%	22%	25%	22%
Very Satisfied	4%	3%	2%	3%	4%	7%	4%	4%
Unsure	6%	4%	5%	5%	4%	5%	7%	5%
Mean	2.81	2.85	2.96	2.78	2.84	3.00	2.98	2.88

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Table 14: Responses to Economic Health Questions, #31—#34, continued

36a) Regarding housing, how satisfied are you with... the different types of housing available (such as single family, apartment, condominium) ?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	1%	4%	2%	5%	6%	5%	5%	4%
Dissatisfied	15%	5%	13%	11%	18%	11%	18%	13%
Neutral	32%	29%	24%	27%	24%	31%	18%	27%
Satisfied	30%	40%	38%	35%	36%	39%	38%	36%
Very Satisfied	9%	9%	10%	11%	7%	11%	11%	10%
Unsure	14%	13%	12%	10%	10%	3%	9%	10%
Mean	3.36	3.52	3.47	3.40	3.23	3.41	3.34	3.40

36b) ... the affordability of housing?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	3%	3%	1%	4%	7%	8%	5%	4%
Dissatisfied	14%	17%	13%	19%	18%	15%	16%	16%
Neutral	38%	29%	30%	37%	31%	26%	22%	31%
Satisfied	31%	36%	43%	22%	32%	34%	45%	34%
Very Satisfied	6%	8%	4%	10%	4%	11%	4%	7%
Unsure	9%	8%	8%	8%	8%	6%	7%	8%
Mean	3.25	3.32	3.40	3.17	3.09	3.28	3.27	3.26

37) How satisfied are you with housing options available overall?

Satisfaction Level	1	2	3	4	5	6	7	Pensacola
Very Dissatisfied	2%	3%	2%	5%	4%	4%	4%	3%
Dissatisfied	12%	8%	8%	7%	15%	15%	22%	12%
Neutral	35%	29%	26%	39%	35%	34%	15%	31%
Satisfied	34%	35%	42%	33%	33%	29%	44%	35%
Very Satisfied	7%	13%	10%	6%	3%	14%	5%	8%
Unsure	11%	13%	11%	9%	10%	5%	11%	10%
Mean	3.36	3.55	3.57	3.31	3.17	3.36	3.29	3.38

38) How much emphasis should the City place on the availability of housing options compared to the emphasis that is being placed now?

Emphasis	1	2	3	4	5	6	7	Pensacola
Much Less	2%	0%	0%	0%	0%	1%	2%	1%
Less	4%	3%	1%	1%	3%	4%	0%	2%
Same	43%	32%	43%	40%	36%	25%	25%	36%
More	34%	30%	34%	37%	35%	44%	44%	36%
Much More	8%	17%	12%	10%	22%	24%	22%	15%
Unsure	10%	18%	9%	11%	4%	3%	7%	9%
Mean	3.46	3.75	3.63	3.64	3.80	3.87	3.90	3.70

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Appendix A: Demographics

39) Age group								
Age Group	1	2	3	4	5	6	7	Pensacola
18-24	0.00%	0.00%	0.00%	1.03%	1.39%	1.25%	0.00%	0.52%
25-34	1.98%	2.60%	1.01%	1.03%	2.78%	3.75%	1.98%	2.24%
35-44	5.94%	3.90%	4.04%	5.15%	5.56%	6.25%	5.94%	5.34%
45-54	8.91%	10.39%	15.15%	12.37%	6.94%	16.25%	8.91%	12.56%
55-64	25.74%	18.18%	30.30%	23.71%	25.00%	22.50%	25.74%	24.27%
65-74	30.69%	44.16%	33.33%	28.87%	36.11%	31.25%	30.69%	33.22%
75-84	23.76%	12.99%	13.13%	18.56%	11.11%	12.50%	23.76%	16.01%
85+	2.97%	7.79%	3.03%	9.28%	11.11%	5.00%	2.97%	5.68%
Unwilling to respond	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.17%
40) Race or Ethnicity								
Race or Ethnicity	1	2	3	4	5	6	7	Pensacola
Hispanic or Latino	0.99%	0.00%	0.00%	1.06%	1.39%	0.00%	0.00%	0.52%
Asian	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%
Black or African American	3.96%	7.79%	1.01%	3.19%	44.44%	40.51%	47.27%	18.02%
Some Other Race	0.00%	1.30%	1.01%	2.13%	1.39%	2.53%	1.82%	1.73%
White	90.10%	90.91%	95.96%	93.62%	51.39%	56.96%	50.91%	78.68%
Unwilling to Respond	1.98%	0.00%	2.02%	0.00%	1.39%	0.00%	0.00%	0.87%
41) Sex								
Sex	1	2	3	4	5	6	7	Pensacola
Male	41.58%	32.47%	38.38%	36.08%	27.78%	32.50%	30.91%	34.94%
Female	58.42%	67.53%	61.62%	63.92%	72.22%	67.50%	69.09%	65.06%
42) Annual Income								
Income	1	2	3	4	5	6	7	Pensacola
Less than \$15,000	2.97%	6.49%	4.04%	7.22%	9.72%	12.50%	21.82%	8.26%
\$15,000 - \$24,999	4.95%	7.79%	2.02%	7.22%	19.44%	16.25%	18.18%	9.81%
\$25,000 - \$34,999	10.89%	10.39%	4.04%	9.28%	13.89%	13.75%	7.27%	9.81%
\$35,000 - \$49,999	21.78%	7.79%	7.07%	11.34%	9.72%	11.25%	10.91%	11.70%
\$50,000 - \$74,999	22.77%	19.48%	23.23%	16.49%	18.06%	12.50%	14.55%	18.59%
\$75,000 - \$99,999	10.89%	12.99%	9.09%	14.43%	6.94%	6.25%	3.64%	9.64%
\$100,000+	9.90%	19.48%	30.30%	22.68%	12.50%	16.25%	9.09%	17.90%
Unwilling to Respond	15.84%	15.58%	20.20%	11.34%	9.72%	11.25%	14.55%	14.29%

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Appendix B: Instrument

Pensacola Community Survey

Telephone Questionnaire Intro:

Hi my name is _____ and I am calling from the Haas Center with the University of West Florida. How are you doing today/this evening?

We are conducting a survey on behalf of the City of Pensacola to determine resident satisfaction levels with city services. Your participation will help City officials to understand how well they are currently delivering services and to determine where to focus resources in the immediate future. This survey should take about 10-15 minutes.

Would you be willing to take part in this survey?

IF NO: Thank you anyway, have a good afternoon/evening.

IF YES: All of your responses to this survey are held in strict confidence, and only comprehensive results will be reported. Are you at least 18 years old?

IF NO: Unfortunately, this makes you ineligible to complete the survey. Thank you very much for your time.

IF YES: I will be asking about your general satisfaction with seven sections of City services and functions, and also, about how much emphasis you think the city should place on each of those areas throughout the upcoming year.

Cellphone Questionnaire Intro:

Hi my name is _____ and I am calling from the Haas Center with the University of West Florida. How are you doing today/this evening?

We are conducting a survey on behalf of the City of Pensacola to determine resident satisfaction levels with city services. Have you participated in this survey?

(IF YES) Ok, thank you for your participation and sorry for interrupting your evening/afternoon. Good bye.

(IF NO) Your participation will help City officials to understand how well they are currently delivering services and to determine where to focus resources in the immediate future. This survey should take about 10-15 minutes.

Would you be willing to take part in this survey?

IF NO: Thank you anyway, have a good afternoon/evening.

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All of your responses to this survey are held in strict confidence, and only comprehensive results will be reported. Are you at least 18 years old and currently residing within the city limits of Pensacola?

IF NO: Unfortunately, this makes you ineligible to complete the survey. Thank you very much for your time.

IF YES: In order to participate in this survey we need to confirm the City Council district in which you reside. For this purpose, please tell us the city council district or the street and block where you reside.

I will be asking about your general satisfaction with seven sections of City services and functions, and also, about how much emphasis you think the city should place on each of those areas throughout the upcoming year.

I. The first section of questions is going to be about Public Safety.

Please answer on a scale from 1 to 5, 1 being Very Dissatisfied, 2 being Dissatisfied, 3 being Neutral, 4 being Satisfied or 5 being Very Satisfied. If any of these questions do not apply to you, or if you're not sure, please say so as well.

1. Regarding public safety, how satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable / Don't know
the City's efforts to prevent crimes?						
the enforcement of local traffic laws?						
police response time in emergency situations?						
how often police officers patrol your neighborhood?						

2. How satisfied are you with the overall quality of police services?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied

- Very Satisfied
- Not Applicable/Don't Know

3. Next, please answer with Much Less, Less, the Same Amount, More or Much More. How much emphasis do you think the City should place on police services compared to the emphasis that is being placed now?

- Much Less
- Less
- Same
- More
- Much More
- Not Applicable/Don't Know

4. How satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/Don't Know
the Fire Department's response time to structural emergencies such as fires?						
the Fire Department's response time to motor vehicle accidents?						
fire prevention and safety education programs provided by the City?						

5. How satisfied are you with the overall quality of Fire Department Services?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied

- Very Satisfied
- Not applicable/Don't know

6. How much emphasis should the City place on Fire Department Services compared to the emphasis that is being placed now?

- Much Less
- Less
- Same
- More
- Much More
- Not applicable/Don't know

7. How satisfied are you with your feeling of safety in...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/
downtown Pensacola?						
City parks?						
your neighborhood during the day?						
your neighborhood at night?						

8. How satisfied are you with the overall feeling of safety in Pensacola?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- ⇒ Not applicable/Don't know

9. How much emphasis should the City place on making sure its residents feel safe compared to the emphasis that is being placed now?

- Much Less
- Less
- Same
- More
- Much More
- ⇒ Not applicable/Don't know

II. In the next section, I'll be asking you several questions about *Public Works*.

1. Regarding public works, how satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable / Don't Know
the maintenance of major City streets?						
the maintenance of streets in your neighborhood?						
the maintenance of sidewalks in your neighborhood?						
the condition of street signs?						
The condition of traffic signals?						
the number of streetlights?						
The condition of streetlights?						
the maintenance of grounds (such as trees and grass) along City streets and other public areas?						
the maintenance of storm water drains?						
the drainage of rainwater from City						
the drainage of rainwater from areas around your residence?						

2. How satisfied are you with the overall maintenance of City infrastructure?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Not applicable/Don't know

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3. How much emphasis should the City place on maintaining public works compared to the emphasis that is being placed now?

- Much Less
- Less
- Same
- More
- Much More
- Not applicable/Don't know

III. For the third section, I'll be asking several questions about *Code Enforcement*.

1. Have you contacted City code enforcement within the last 12 months?

- a) Yes
- b) No
- c) Not applicable/Don't know

2. Regarding public code enforcements, how satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable / Don't Know
the enforcement of lawn maintenance on private property?						
the enforcement of exterior maintenance of residential properties?						
the enforcement of exterior maintenance of commercial properties?						
the regulation of illegal advertisements and postings?						
the enforcement of clutter and debris being cleaned up on private property?						

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3. How satisfied are you with the overall efforts to enforce codes and ordinances?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Not applicable/Don't know

4. How much emphasis should the City place on code and ordinance enforcement compared to the emphasis that is being placed now?

- Much Less
- Less
- Same
- More
- Much More
- Not applicable/Don't know

Moving to waste collection services.

5. How satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/ Don't Know
residential garbage collection services?						
residential curbside recycling						
yard waste collection services?						

6. How satisfied are you overall with the quality of waste collection services?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Not applicable/Don't know

7. How much emphasis should the City place on its waste collection services compared to the emphasis that is being placed now?

- Much less
- Less
- Same
- More
- Much More
- Not applicable/Don't know

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IV. The next section will be about *City Appearance*.

1. How satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/Don't Know
the cleanliness of the City's public areas (such as City streets or parks)?						
the overall quality of new development in Pensacola?						
the appearance of your neighborhood?						
the appearance of downtown Pensacola?						

2. How satisfied are you overall with the cleanliness of the City?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Not applicable/Don't know

3. How much emphasis should the City place on keeping Pensacola's appearance clean compared to the emphasis that is being placed now?

- Much Less
- Less
- Same
- More
- Much More
- Not applicable/don't know

V. Next in the survey is *Civic Participation*.

1. In the last 12 months have you:	Yes	No	Not Applicable/
Used the City's 311 informational system?			
Visited the City's website?			

2. What are the main ways you receive updates about City news, information and events? You may list up to three.

- a) Mail-Outs
- b) Newspapers
- c) Radio
- d) Television news
- e) City of Pensacola website
- f) E-mail
- g) Social Media
- h) Other

3. How satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable / Don't Know
the availability of information regarding City programs and services?						
the usefulness of the information on the City's						
how user-friendly the City's website is?						

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4. How satisfied are you with the overall effectiveness of communication from the City?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Not applicable/Don't know

5. How much emphasis should the City place on its communication with residents compared to the emphasis that is being placed now?

- Much Less
- Less
- Same
- More
- Much More
- Not applicable/Don't know

6. In the last 12 months have you:	Yes	No	Not Applicable/
contacted a City office other than police, fire or EMS?			

(If no, skip to Section VI)

7. How satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/ Don't Know
how easy City employees were to contact?						
the quality of customer service you received?						
the accuracy of the information you were given?						
the speed of response from the City						

8. In general, how satisfied have you been with the overall service you've received when contacting the City?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Not applicable/Don't know

VI. Alright, for Section 6, I'll be asking you several questions regarding the City's *Culture, Arts and Recreation*.

1. In the last 12 months have you:	Yes	No	Not Applicable/Don't
Participated in recreation programs offered by the			
Visited a community center?			
Visited a city park?			
Visited an athletic facility?			
Visited downtown Pensacola?			

2. How satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/Don't Know
community centers throughout the City?						
athletic facilities throughout the city (such as golf courses, tennis centers, swimming pools)?						
events held at the Saenger Theater?						
events held at the Community Maritime Park?						
opportunities to attend cultural activities and festivals in Pensacola?						

3. How satisfied are you with the overall quality of City culture, arts and recreation programs?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Not applicable/Don't know

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4. How much emphasis should the City place on its culture, arts and recreation programs compared to the emphasis that is being placed now?

- Much Less
- Less
- Same
- More
- Much More
- Not applicable/Don't know

VII. In the next section, I'll be asking questions about the City's *Economic Health*.

1. How satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable/
the economic health of downtown Pensacola?						
The economic health of other commercial areas?						
overall employment opportunities?						
overall economic health of the City?						

2. Regarding housing, how satisfied are you with...						
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable / Don't Know
the different types of housing available (such as single family, apartment, condominium)?						
the affordability of housing?						

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3. How satisfied are you with housing options available overall?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Not applicable/Don't know

4. How much emphasis should the City place on the availability of housing options compared to the emphasis that is being placed now?

- Much less
- Less
- Same
- More
- Much More
- Not applicable/Don't know

In this last part of the survey, I will ask you several questions for statistical purposes only. Again, all of your answers will remain confidential.

A. What is your age group?

- a) 18-24
- b) 25-34
- c) 35-44
- d) 45-54
- e) 55-64
- f) 65-74

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- g) 75-84
- h) 85+
- i) Unwilling to Respond

B. (DO NOT ASK RESPONDENT): Is the respondent MALE or FEMALE?

C. What is your race or ethnicity?

- a) White
- b) African American
- c) Hispanic
- d) Asian/Native Hawaiian/Pacific Islander
- e) American Indian
- f) Other
- g) Unwilling to Respond

D. Please stop me when I reach your annual income.

- a) Less than \$15,000
- b) \$15,000 - \$24,999
- c) \$25,000 - \$34,999
- d) \$35,000 - \$49,999
- e) \$50,000 - \$74,999
- f) \$50,000 - \$74,999
- g) \$100,000 +
- h) Unwilling to Respond

Thank you for your time. This survey was conducted by the University of West Florida and the Haas Center for research purposes. The conduct of this sponsored research project by the Haas Center does not imply University or Haas Center endorsement of the City of Pensacola. Have a great day!

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