

Market Research Insight

A Report
Prepared For

CITY OF PENSACOLA
February 2004

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Market Research Insight
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DATA
**(See clerk's office –
not available online)**



Introduction

This report represents the results of a scientific survey of public opinion among 400 City of Pensacola residents conducted between the dates of February 2-5, 2004.

The sample population was scientifically selected to meet rigid criteria of random selection and geographical allocation. Survey results for the sample of 400 City of Pensacola residents provides a sampling error factor of plus or minus 5.0% at the .95 level of confidence; however, error factors for various geographical areas and cross-tabulations contained in this report may vary widely depending upon the number of respondents in each cell.

As a full service marketing research firm, all aspects of survey research are completed by MRI staff members using the research company's Florida research facility which includes 63 CATI (Computer Assisted Telephone Interviewing) stations. MRI uses industry standard techniques for all research projects.

Market Research Insight follows established and accepted procedures for sample selection, survey design, and analysis. All survey research, however, is subject to a margin of statistical error.



Executive Summary

Market Research Insight completed a survey of 400 Pensacola residents for the City of Pensacola during the dates of February 2-5, 2004. The survey provides a sample error factor of 5% at a .95 level of confidence. Dr. Verne Kennedy, MRI President and Senior Analyst, served as Project Director.

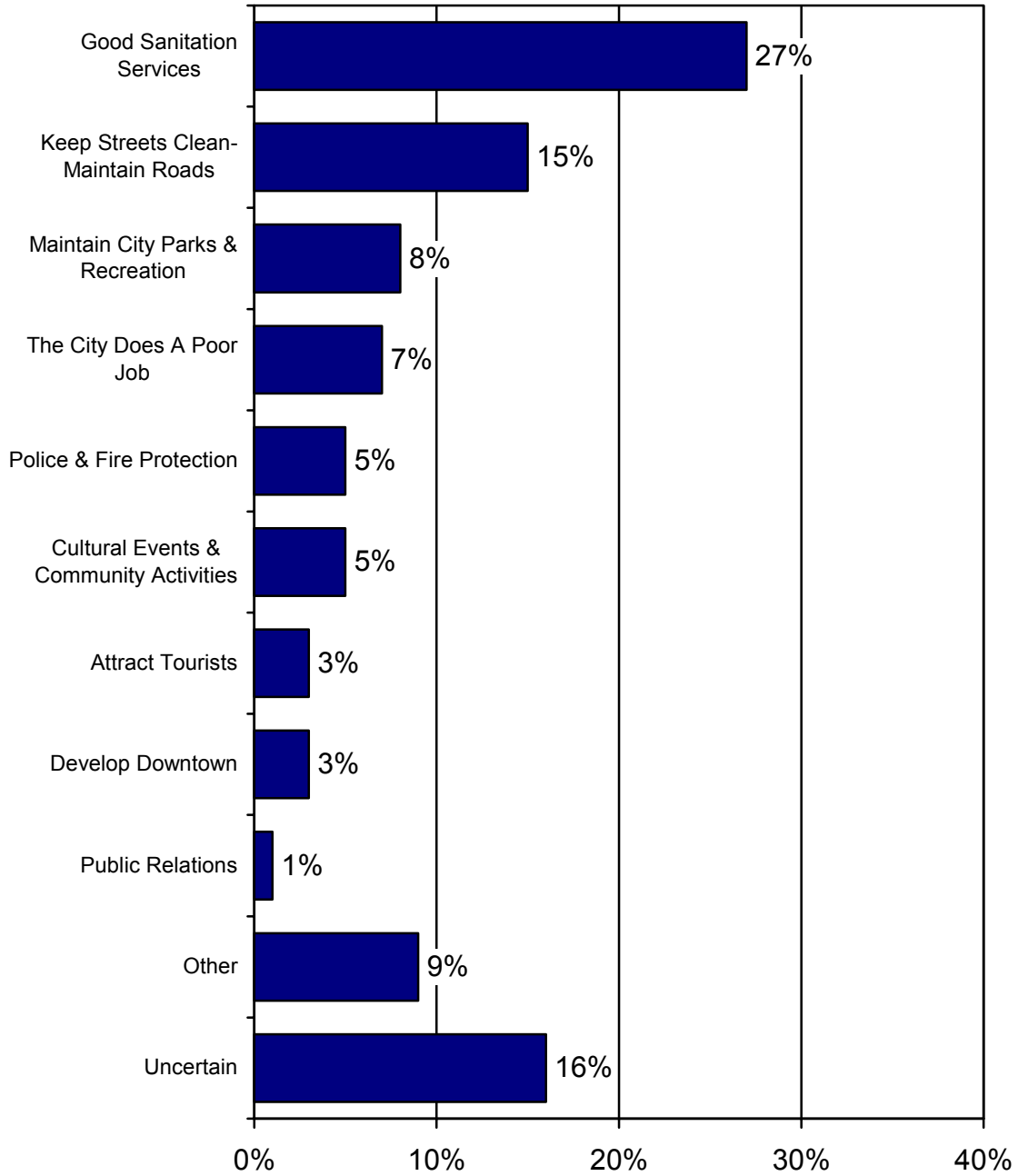
The survey population of Pensacola residents was selected randomly from each of the seven Council Districts to provide equal population weight. The survey was designed and did include proportionate representation of major demographic groups including 27% African-American residents. Politically, Pensacola residents think of themselves more as Democrats 46% than Republicans 44% with 10% saying they are completely Independent not leaning toward one party more than the other. Like most areas in the United States, a majority of households has the highest wage earner in a white-collar occupation rather than a blue-collar occupation. Pensacola residents do have higher educational attainment than other areas in the country with 46% college graduates and an additional 31% with some college experience. Caucasian or white respondents made up 71% of those surveyed, African-Americans 27%, and other ethnic groups 2%. Eight percent of residents are not registered to vote and an additional 14% have not voted in the last five elections. About half of all residents, 53%, say they have voted in all of the last five elections they were eligible to participate in.

MRI identified top-of-mind issues concerning the City of Pensacola focusing on things the City does well and areas where improvement is wanted. The following graphs provide those results.

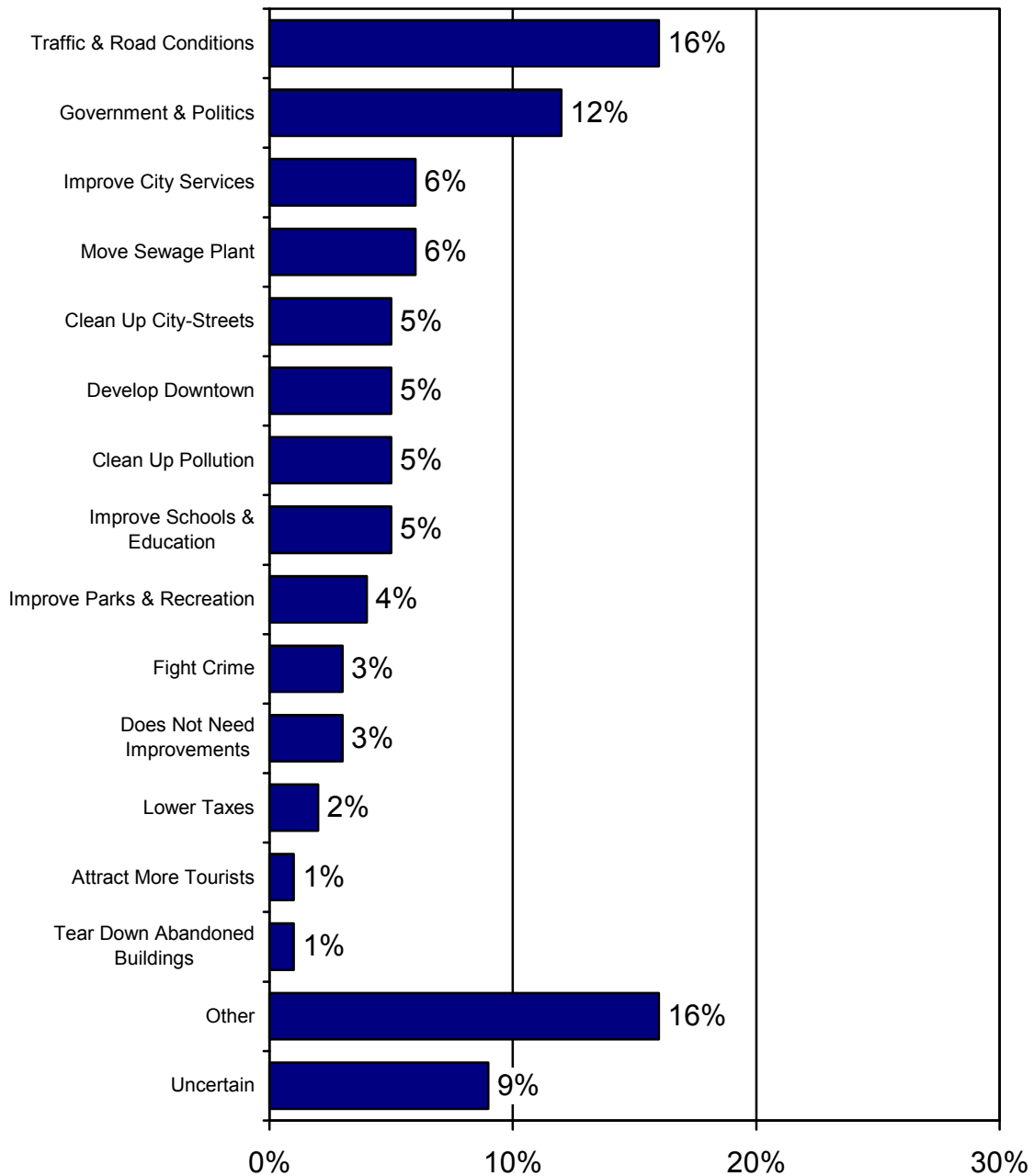
(See graphs on following pages)



ONE THING CITY OF PENSACOLA DOES WELL



ONE THING TO IMPROVE IN CITY OF PENSACOLA



Highest positive performance issues included good sanitation services and keeping streets clean and maintained. Major improvements wanted included traffic and road conditions and government and politics.

Optimism in Pensacola is higher than most other places in the United States. Among all residents, 62% said that things were on the right track and getting better compared to only 21% responding that things were off on the wrong track and getting worse. Democrats were slightly more optimistic about the direction for Pensacola than were Republicans. Younger residents, those under 45 years of age, were more optimistic than older respondents. White-collar respondents were slightly more optimistic than those in blue-collar occupations. Residents with post-graduate training or degrees were slightly less optimistic than those with some college and college graduates. Women were slightly more optimistic than men. African-American residents were slightly more optimistic than Caucasians. Chronic voters, those voting in all five of the last elections, were less optimistic than were other residents.

Pensacola residents have much higher than average satisfaction with City Government with 65% saying satisfied and 26% dissatisfied. In MRI's experience, cities of comparable size to Pensacola typically have satisfaction ranging from 55% to 59%. Younger residents had higher satisfaction than older ones, white-collar more satisfied than blue-collar, very high satisfaction from all educational groups, men somewhat more satisfied than women, and Caucasians somewhat more satisfied than African-Americans. Chronic voters were 62% satisfied compared to 65% for all residents.

The survey also measured satisfaction with specific areas of City Government as indicated below.

- The Police Department and the services it provides.
- The Fire Department and the services it provides.
- Parks, recreational facilities, and recreational programs.



- Streets and traffic conditions.
- Handling drainage and storm water management issues.
- Garbage and trash collection.

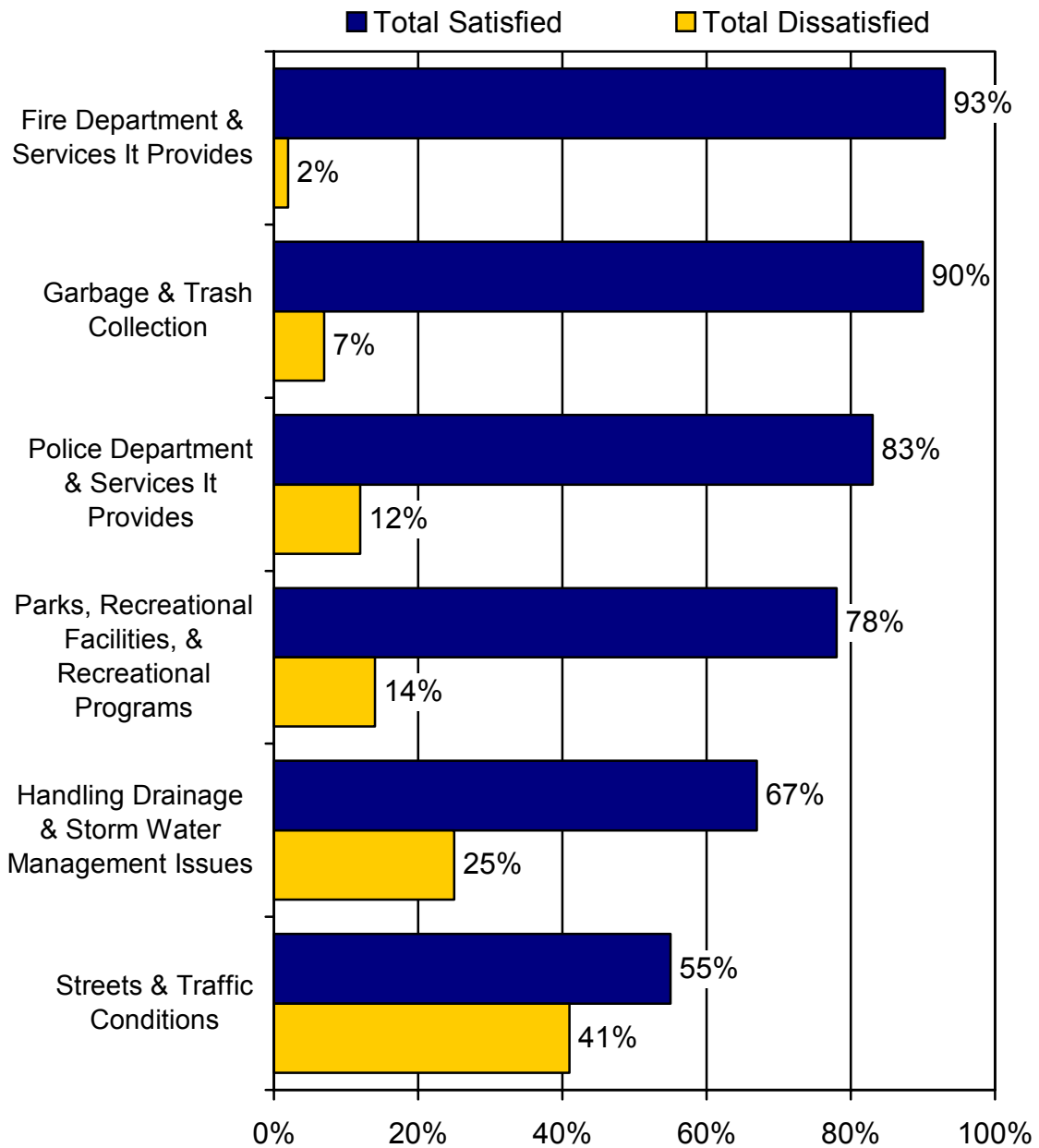
With the exception of streets and traffic conditions, all areas tested had very high satisfaction. Satisfaction with the Fire Department, garbage and trash collection, the Police Department, and parks and recreational facilities was extremely high, 78% or above as indicated in the following graph.

(See graph on following page)





PENSACOLA CITY GOVERNMENT JOB SATISFACTION



Residents who said they were dissatisfied with any of the above were asked follow-up questions to identify causes for that dissatisfaction. Dissatisfaction ranged from a low of 2% for the Fire Department to 41% for streets and traffic conditions.

- Major responses for improving public safety and the Police Department centered on treating citizens better and enforcing speeding laws.
- The only major response for Fire Department centered on hiring permanent firemen.
- Parks and recreation replies most wanted to see more parks and facilities, and some respondents talked about updating and maintaining equipment, more youth programs, and safety at these facilities.
- Street and traffic responses included resurfacing roads, repairs for a specific street name, coordinating traffic lights, and enforcing traffic speeding laws better.
- Drainage and storm water management received a variety of responses from those dissatisfied with more mentioning the general topic of improving drainage than anything else.
- Responses for garbage and trash collection included collecting more often, recycling programs, no charge for special collections, and picking up all types of garbage.

If the City of Pensacola offered curbside recycling pick-up, 73% of residents say they would keep that service. Among those saying they would want the service, 65% responded they were willing to pay a \$3.00 per month pick-up fee.



Among all residents, 70% were aware of the City's Neighborhood Enhancement and Community Development initiatives with 35% saying they were aware and 35% somewhat aware. Among the 70% of residents with awareness, 61% said they have a favorable opinion and 17% an unfavorable opinion of the City's Neighborhood Enhancement and Community Development Programs.

Among all surveyed participants, 39% have applied for a building permit and/or had a building inspection performed by the City's code officials. These residents were 73% satisfied and 17% dissatisfied. The 17% dissatisfied offered two major suggestions for improvements including making the process easier and more organized and making the process faster. A separate question examined satisfaction with the City's enforcement of building codes. Here, 80% were satisfied and only 10% dissatisfied. Those dissatisfied want more qualified inspectors, greater consistency in enforcing codes, and simplified codes.

When residents were asked if they were satisfied or dissatisfied with the job the City does in enforcing codes regulating maintenance and upkeep of private property, 64% responded satisfied and 24% dissatisfied. Those dissatisfied responded 38% that they wanted the City to enforce property cleanup regulations.

Although considerable discussion regarding Pensacola's seaport has been covered in the news media, residents are very supportive for keeping the seaport with 69% saying that the industrial seaport should continue and 20% responding not continue. The 20% saying they did not want the seaport to continue were asked about alternative uses for the port property. Top suggestions included an area for business and commercial development, parks and recreation, shops and restaurants, residential development, entertainment, a marina, and a cruise ship port.



Pensacola residents are somewhat divided about the need for a new City Auditorium with 53% responding favor and 38% oppose. If a new auditorium is built, very strong support, 71%, exists for a combined city and county responsibility for construction and operation.

Pensacola residents reported a very high historic use of public library facilities. Among all residents, 84% said that they or others in their household had used public library facilities at some time. The survey then examined satisfaction with three key issues concerning the library for those reporting library use. The 84% reporting library usage were asked to indicate their satisfaction with three key library issues.

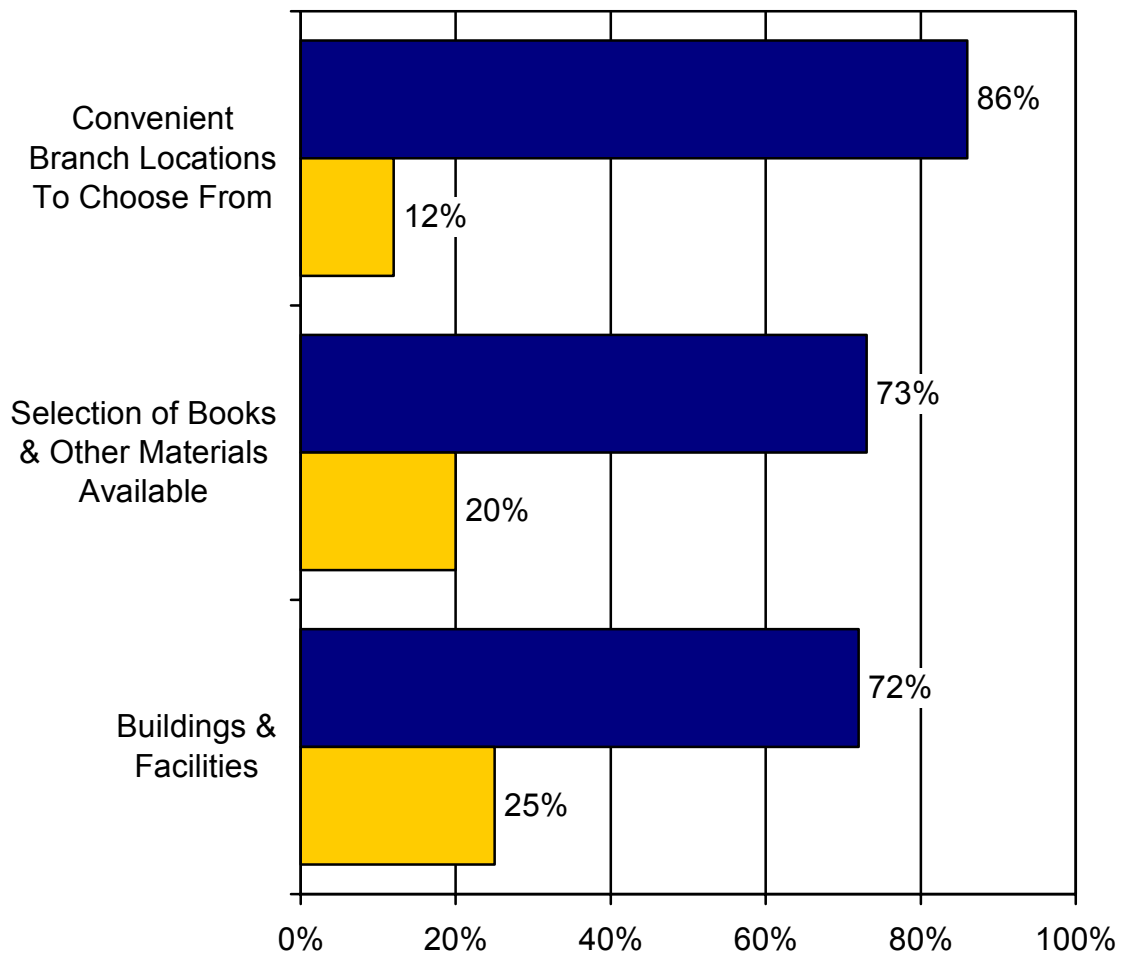
(See graph on following page)





COMMUNITY LIBRARY FACILITY SATISFACTION

■ Total Satisfied ■ Total Dissatisfied



Very high satisfaction exists for convenience of library branch locations, selection of books and other materials, and the building and facilities.

Residents had almost equal reactions concerning their willingness to pay more in taxes or fees to improve and expand the libraries in Escambia County with 49% saying willing and 47% unwilling. When it comes to management of the library system, 44% say they prefer it managed by the City of Pensacola, 33% managed by an independent library district, and 7% by the Board of County Commissioners.

The survey examined four important quality of life factors. Factors examined included:

- Pensacola as a place to live?
- Your neighborhood as a place to live?
- Pensacola as a safe place?
- Pensacola as a place to raise a family?

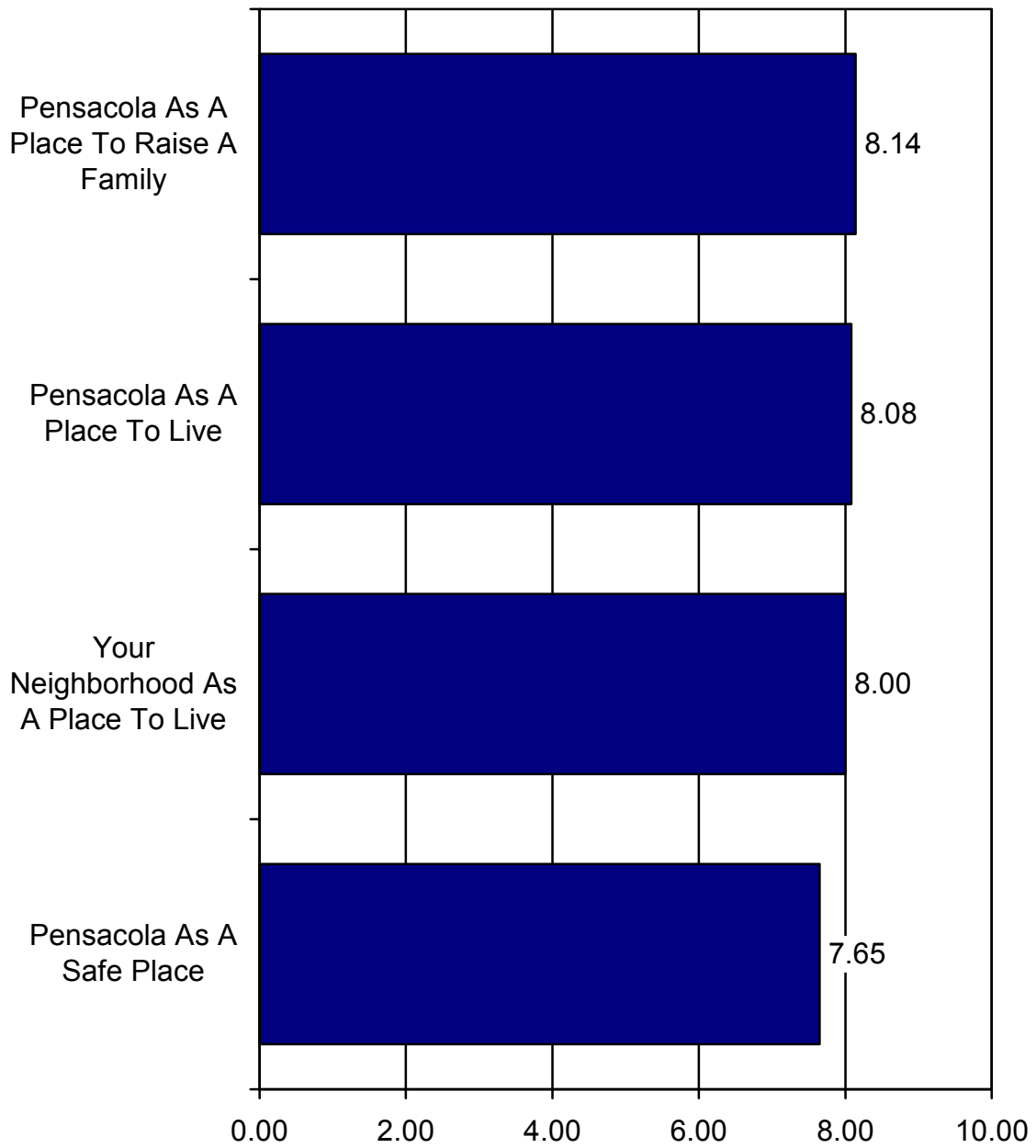
The following graph depicts mean ten-point score results for the four quality of life factors. MRI has employed the ten-point quality of life rating system in over 100 surveys nationwide. Residents rating a factor nine or above are extremely satisfied with that characteristic. Those rating a quality of life factor between 8.00 and 8.99 are very satisfied. Ratings between 7.00 and 7.99 indicate moderate satisfaction. Scores under 7.00 suggest need for improvement.

(See graph on following page)



PENSACOLA QUALITY OF LIFE FACTORS

■ Mean Score



MRI frequently tests overall City satisfaction early in a survey and after respondents have reacted to questions concerning various City issues. MRI used the technique in the City of Pensacola survey. Pre-satisfaction responses were 65%. Satisfaction increased to 70% after survey participants had an opportunity to think about and react to various issues included in the study. Dissatisfaction stayed the same



Analysis

Dr. Verne Kennedy, Senior Analyst for Market Research Insight, served as Project Director, examined data and prepared the following analysis report. The analytical report is based upon the actual interviews of 400 City of Pensacola residents conducted from the field research facilities of Market Research Insight. Results contained within this report are based upon responses as reflected in the survey at the time actual interviews were completed.



Citizen Demographics

Demographic characteristics are important in survey research for two principal reasons. First, demographic characteristics enable survey researchers to confirm the accuracy and validity of the sampling process. Second, demographics provide a valuable tool for describing opinion and behavior of specific population groups. Several demographic characteristics, including primary source for news, favorite television and radio station for news, political party identification, age, head of household occupation, level of education, gender and employment status, and ethnic background, were included in the survey of 400 City of Pensacola residents.

Geographically, respondents were identified for Council Districts. Each Council District had 56 respondents. Although responses for each Council District are shown in cross-tabulation provided by MRI to the city, sample size, per district provide large error factors.

COUNCIL DISTRICTS	
District 1	14%
District 2	14
District 3	14
District 4	14
District 5	14
District 6	14
District 7	14



The first demographic question asked: "Is your main source for local news TV, newspaper, or radio?"

MAIN SOURCE FOR LOCAL NEWS	
TV	50%
Newspaper	33
Radio	7
Combination-TV/Newspaper/Radio	7
Internet	1
Other	1

The next question asked: "What radio station do you listen to the most?"

RADIO STATION LISTENED TO MOST	
88.1-FM WUWF	17%
1370-AM WCOA	16
92.9-FM WBLX	12
98.1-FM WTKE "The Ticket"	4
102.7-FM WXBM	4
94.1-FM WMEZ "Soft Rock 94.1"	3
99.9-FM WMXC "Lite Mix"	3
101.5-FM WTKX "TK101"	3
790-AM WTSK	3
980 WRNE	3
97.5-FM WABB	2
100.7-FM	2
107.3-FM WYCL "Cool 107"	2
96.1-FM WRKH "The Rocket"	1
98.3-FM WDLT	1
98.7-FM "Cat Country"	1
106.5-FM WAVH	1
1450-AM WBSR	1
Other	8%
Uncertain	3
Do Not Listen To Radio	11



The next question asked: "What television station do you watch the most?"

TELEVISION STATION WATCHED MOST	
WEAR-ABC Channel 3	38%
Cable Programming	21
WALA-FOX Channel 10	12
WPMI-NBC Channel 15	7
WKRG-CBS Channel 5	6
Cable News	6
WSRE-PBS Channel 8	2
WBQP Channel 12	1
WFGX-WB Channel 35	1
Other	1%
Uncertain	2
Do Not Watch TV	2

The next question determined political party identification. The question asked: "Regardless of how you are registered to vote, do you think of yourself as a Republican, a Democrat, or an Independent? (IF INDEPENDENT, ASK...) Do you lean more toward thinking of yourself as a Republican or a Democrat?"

POLITICAL PARTY IDENTIFICATION	
Republican	36%
Independent Republican	8
Completely Independent	10
Independent Democrat	10
Democrat	36
Total Republican	44%
Total Democrat	46



The next question examined respondent age. The question asked: “What is your age?”
Market Research Insight distributes age results into traditional census categories.

RESPONDENT AGE	
18-29 Years	15%
30-44 Years	30
45-59 Years	22
60 Years And Over	33

The next question asked: “What is the occupation of the head of this household? (IF RETIRED OR DISABLED, ASK...) What did he or she do before that?”

HEAD OF HOUSEHOLD OCCUPATION	
Professional/Administration	9%
Sales/Clerical/Technical	55
Laborer	30
Other	6

The next question asked: “What is the highest level of education you have completed to date?”

LEVEL OF EDUCATION	
Less Than High School	5%
High School Graduate	18
Some College	31
College Graduate	28
Advanced Degree	18



The next question asked: “And, your gender is male or female? (CONTINUE WITH...) Are you employed outside the home?”

GENDER & EMPLOYMENT STATUS	
Employed Male	34%
Not Employed Male	18
Employed Female	22
Not Employed Female	26

The next question asked: “In addition to being American, what do you consider to be your main ethnic background?”

ETHNIC BACKGROUND	
African-American	27%
Ethnic Majority (White)	71
Hispanic	1
Other	1

The final demographic question asked: “Are you registered to vote in elections for Mayor and City Council in Pensacola? (IF YES, ASK...) In the last five elections in which you were eligible to vote, how many did you actually vote in?”

NUMBER OF ELECTIONS ACTUALLY VOTED IN	
One	4%
Two	6
Three	8
Four	7
Five	53
None	14
Not Registered To Vote	8



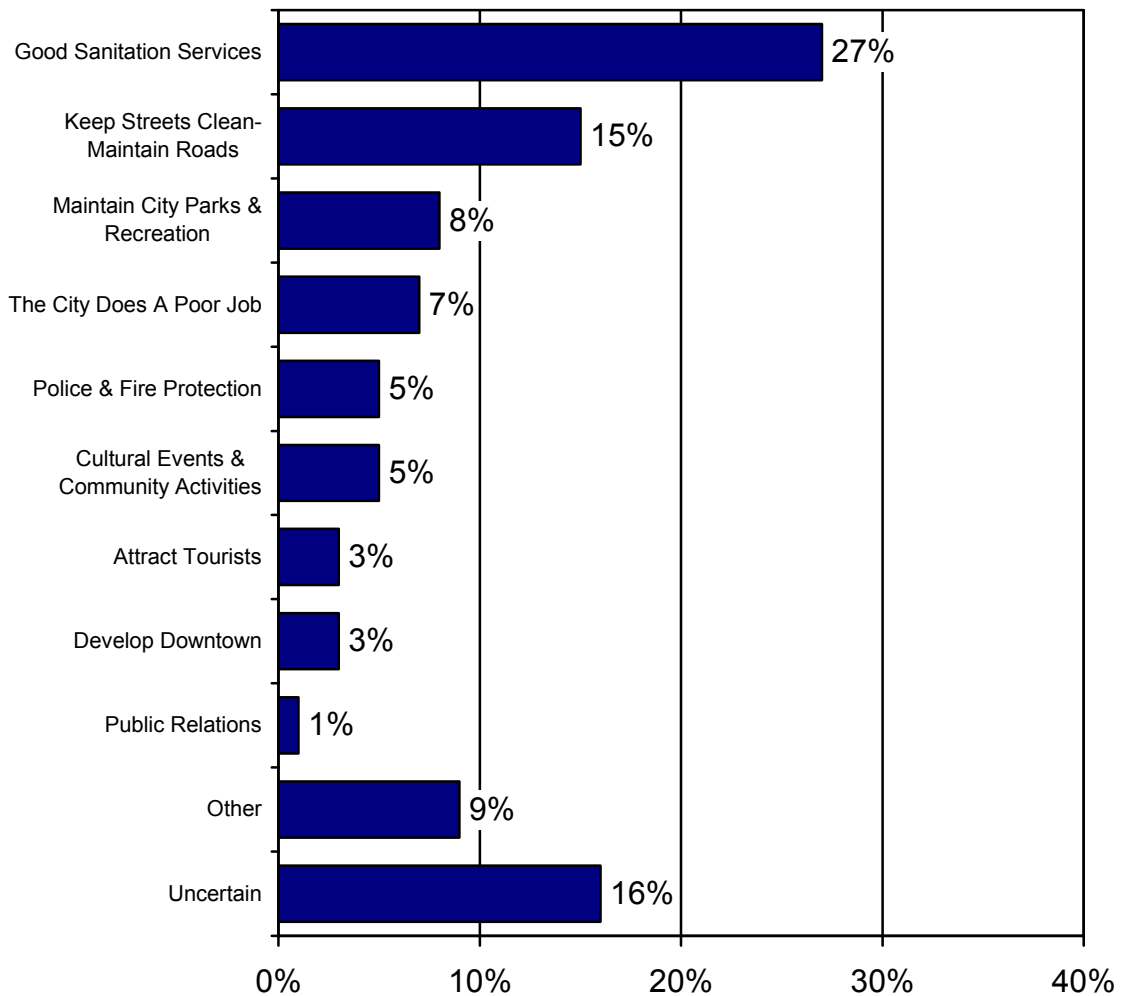
MRI examined demographic characteristics for 400 surveyed residents and compared that information with known and verifiable data concerning all City of Pensacola residents. The research firm is satisfied that the current sampling provides a good distribution of important demographic characteristics. Of course, as discussed in the Introduction of this report, all survey research is subject to a margin of sampling error.



Top-Of-Mind Issues

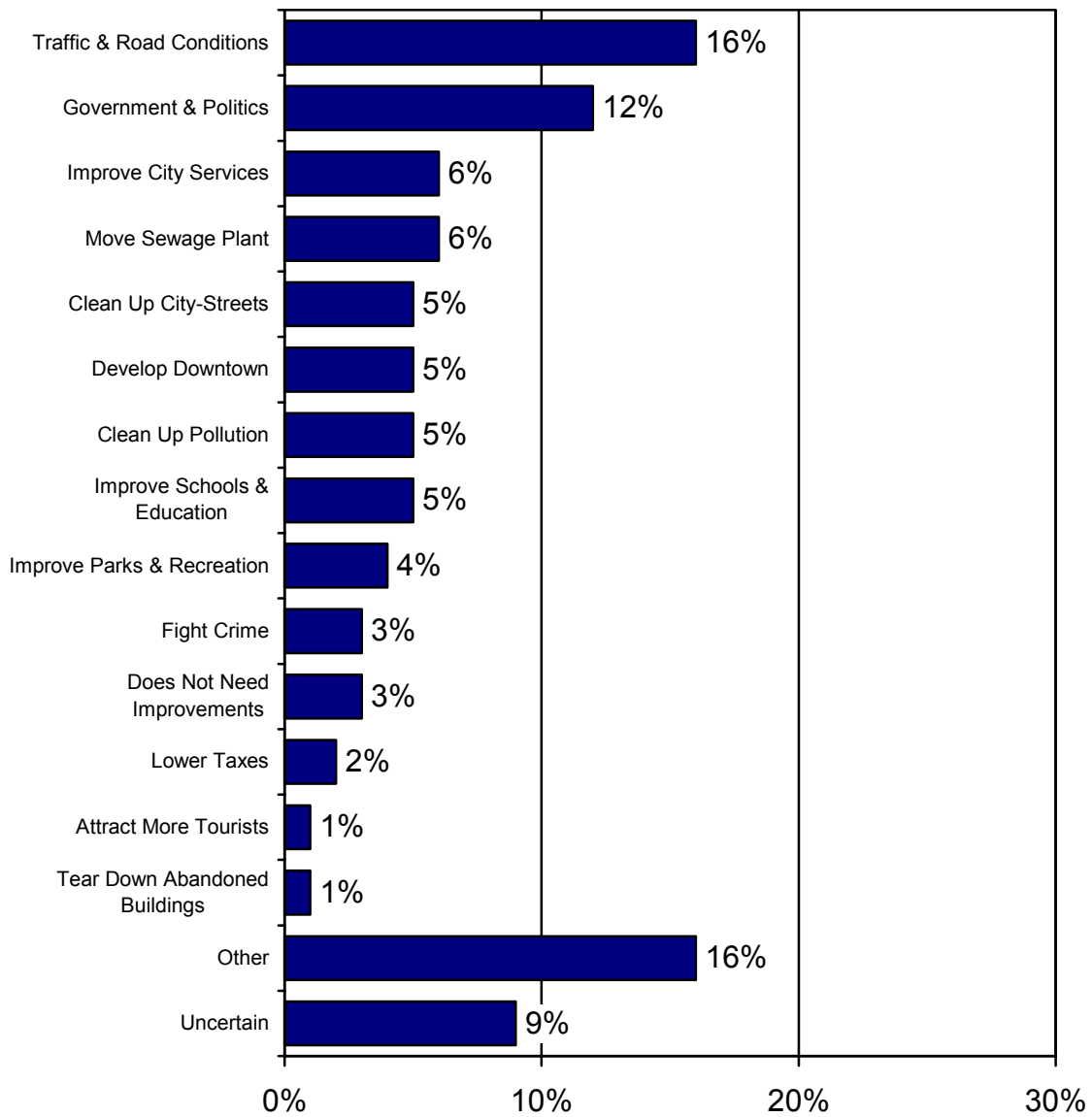
MRI identified top-of-mind issues concerning the City of Pensacola focusing on things the City does well and areas where improvement is wanted. The following graphs provide those results. Question 1 asked: “If you had to choose one thing that the City of Pensacola does well, what would that be?”

ONE THING CITY OF PENSACOLA DOES WELL



Question 2 asked: "If you could improve one thing about the City of Pensacola, what would that be?"

ONE THING TO IMPROVE IN CITY OF PENSACOLA



Highest positive performance issues included good sanitation services and keeping streets clean and maintained. Major improvements wanted included traffic and road conditions and government and politics.

Question 4 asked: “Now thinking about the City overall, would you say things in Pensacola are on the right track and getting better, or would you say that things are off on the wrong track and getting worse? (CONTINUE WITH...) Do you feel strongly about that?”

CITY OF PENSACOLA DIRECTION	
5 Strongly Right Track	27%
4 Right Track	35
3 Staying About The Same	17
2 Wrong Track	6
1 Strongly Wrong Track	15
Total Right Track	62%
Total Wrong Track	21
Ratio Right/Wrong Track	3.0:1
Mean Score	3.52



Optimism in Pensacola is higher than most other places in the United States. Among all residents, 62% said that things were on the right track and getting better compared to only 21% responding that things were off on the wrong track and getting worse. Democrats were slightly more optimistic about the direction for Pensacola than were Republicans. Younger residents, those under 45 years of age, were more optimistic than older respondents. White-collar respondents were slightly more optimistic than those in blue-collar occupations. Residents with post-graduate training or degrees were slightly less optimistic than those with some college and college graduates. Women were slightly more optimistic than men. African-American residents were slightly more optimistic than Caucasians. Chronic voters, those voting in all five of the last elections, were less optimistic than were other residents.



Satisfaction With City Government

Question 3 asked: “Overall, are you satisfied or dissatisfied with the job being done by City Government in Pensacola? (IF SATISFIED, ASK...) Would you say very satisfied or just satisfied? (IF DISSATISFIED, ASK...) Would you say very dissatisfied or just dissatisfied?”

PENSACOLA CITY GOVERNMENT JOB SATISFACTION	
5 Very Satisfied	14%
4 Satisfied	51
3 Neither/Nor	9
2 Dissatisfied	16
1 Very Dissatisfied	10
Total Satisfied	65%
Total Dissatisfied	26
Ratio Satisfied/Dissatisfied	2.5:1
Mean Score	3.42

Pensacola residents have much higher than average satisfaction with City Government, with 65% saying satisfied and 26% dissatisfied. In MRI’s experience, cities of comparable size to Pensacola typically have satisfaction ranging from 55% to 59%. Younger residents had higher satisfaction than older ones, white-collar more satisfied than blue-collar, very high satisfaction from all educational groups, men somewhat more satisfied than women, and Caucasians somewhat more satisfied than African-Americans. Chronic voters were 62% satisfied compared to 65% for all residents.



The introduction to the questionnaire series 5-10 asked: “Are you satisfied or dissatisfied with the job City Government in Pensacola is doing with each one of the following? (INTERVIEWER CONTINUE WITH...) (IF SATISFIED, ASK...) Would you say very satisfied or just satisfied? (IF DISSATISFIED, ASK...) Would you say very dissatisfied or just dissatisfied?” Attributes tested were:

- The Police Department and the services it provides.
- The Fire Department and the services it provides.
- Parks, recreational facilities, and recreational programs.
- Streets and traffic conditions.
- Handling drainage and storm water management issues.
- Garbage and trash collection.

THE POLICE DEPARTMENT & THE SERVICES IT PROVIDES	
5 Very Satisfied	44%
4 Satisfied	39
3 Neither/Nor	4
2 Dissatisfied	4
1 Very Dissatisfied	8
Total Satisfied	83%
Total Dissatisfied	12
Ratio Satisfied/Dissatisfied	6.9:1
Mean Score	4.06



THE FIRE DEPARTMENT & THE SERVICES IT PROVIDES	
5 Very Satisfied	60%
4 Satisfied	33
3 Neither/Nor	5
2 Dissatisfied	1
1 Very Dissatisfied	1
Total Satisfied	93%
Total Dissatisfied	2
Ratio Satisfied/Dissatisfied	46.5:1
Mean Score	4.49

PARKS, RECREATIONAL FACILITIES, & RECREATIONAL PROGRAMS	
5 Very Satisfied	38%
4 Satisfied	40
3 Neither/Nor	8
2 Dissatisfied	10
1 Very Dissatisfied	4
Total Satisfied	78%
Total Dissatisfied	14
Ratio Satisfied/Dissatisfied	5.6:1
Mean Score	3.97

STREETS & TRAFFIC CONDITIONS	
5 Very Satisfied	14%
4 Satisfied	41
3 Neither/Nor	4
2 Dissatisfied	24
1 Very Dissatisfied	17
Total Satisfied	55%
Total Dissatisfied	41
Ratio Satisfied/Dissatisfied	1.3:1
Mean Score	3.12



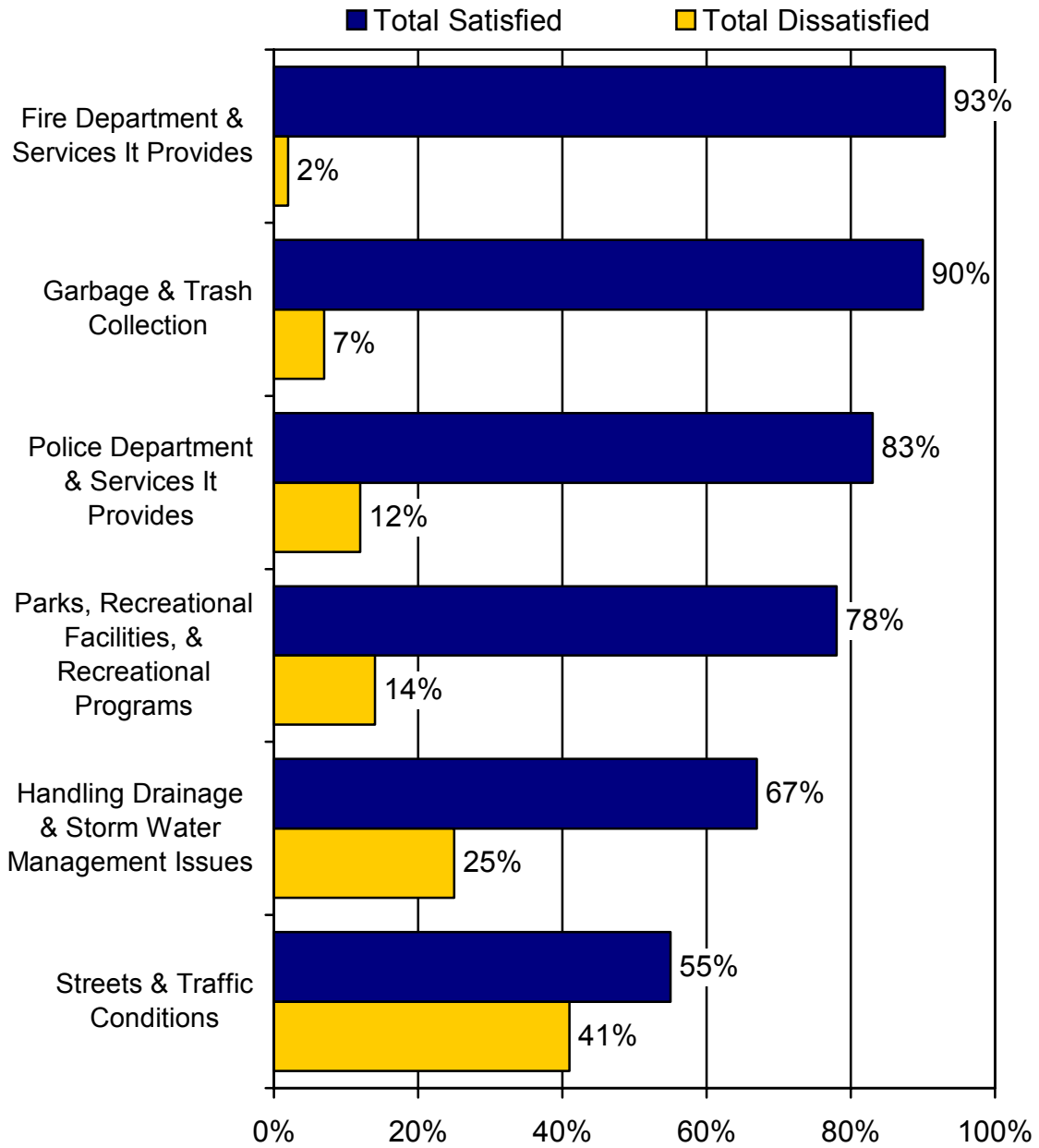
HANDLING DRAINAGE & STORM WATER MANAGEMENT ISSUES	
5 Very Satisfied	20%
4 Satisfied	47
3 Neither/Nor	8
2 Dissatisfied	14
1 Very Dissatisfied	11
Total Satisfied	67%
Total Dissatisfied	25
Ratio Satisfied/Dissatisfied	2.7:1
Mean Score	3.52

GARBAGE & TRASH COLLECTION	
5 Very Satisfied	57%
4 Satisfied	33
3 Neither/Nor	2
2 Dissatisfied	4
1 Very Dissatisfied	3
Total Satisfied	90%
Total Dissatisfied	7
Ratio Satisfied/Dissatisfied	12.9:1
Mean Score	4.36





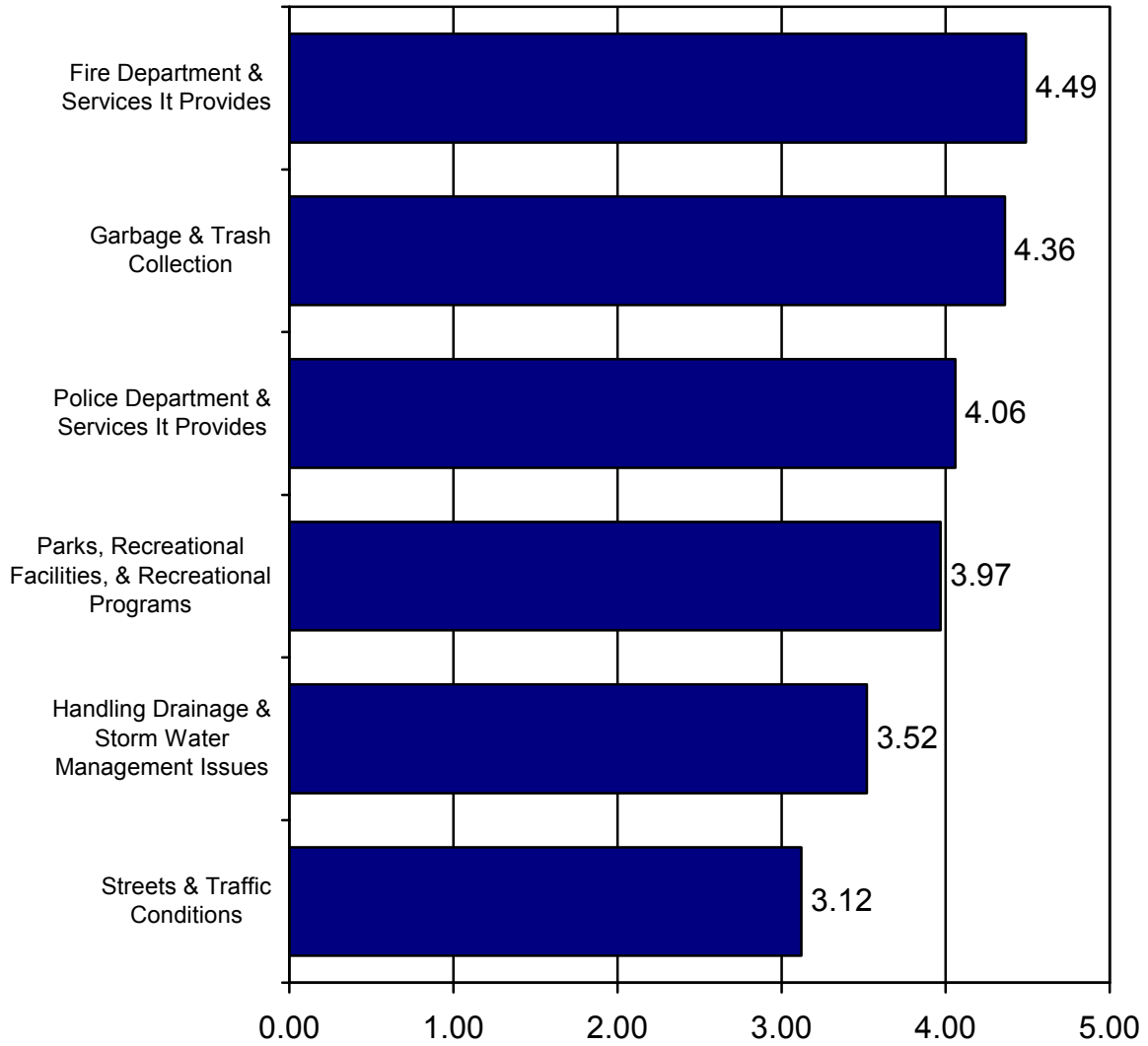
PENSACOLA CITY GOVERNMENT JOB SATISFACTION



The following graph uses the mean satisfaction score, ranging from 5 for very satisfied to 1 for very dissatisfied to compare overall satisfaction results.

PENSACOLA CITY GOVERNMENT JOB SATISFACTION

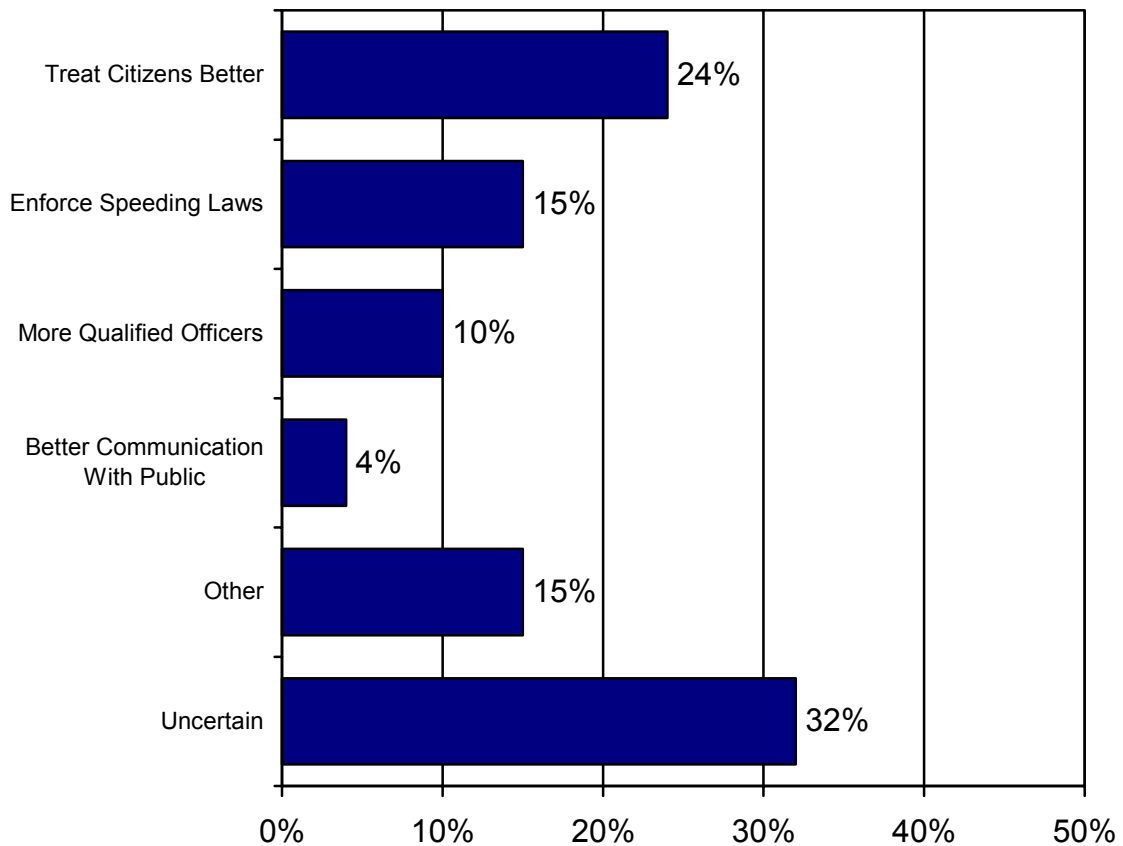
■ Mean Score



As indicated above, both City Government and specific areas of City service received very high satisfaction. Seldom does MRI see satisfaction results for City services as high as those obtained for the Fire Department, garbage and trash collection, and the Police Department. Parks and recreation facilities and programs also received very high satisfaction.

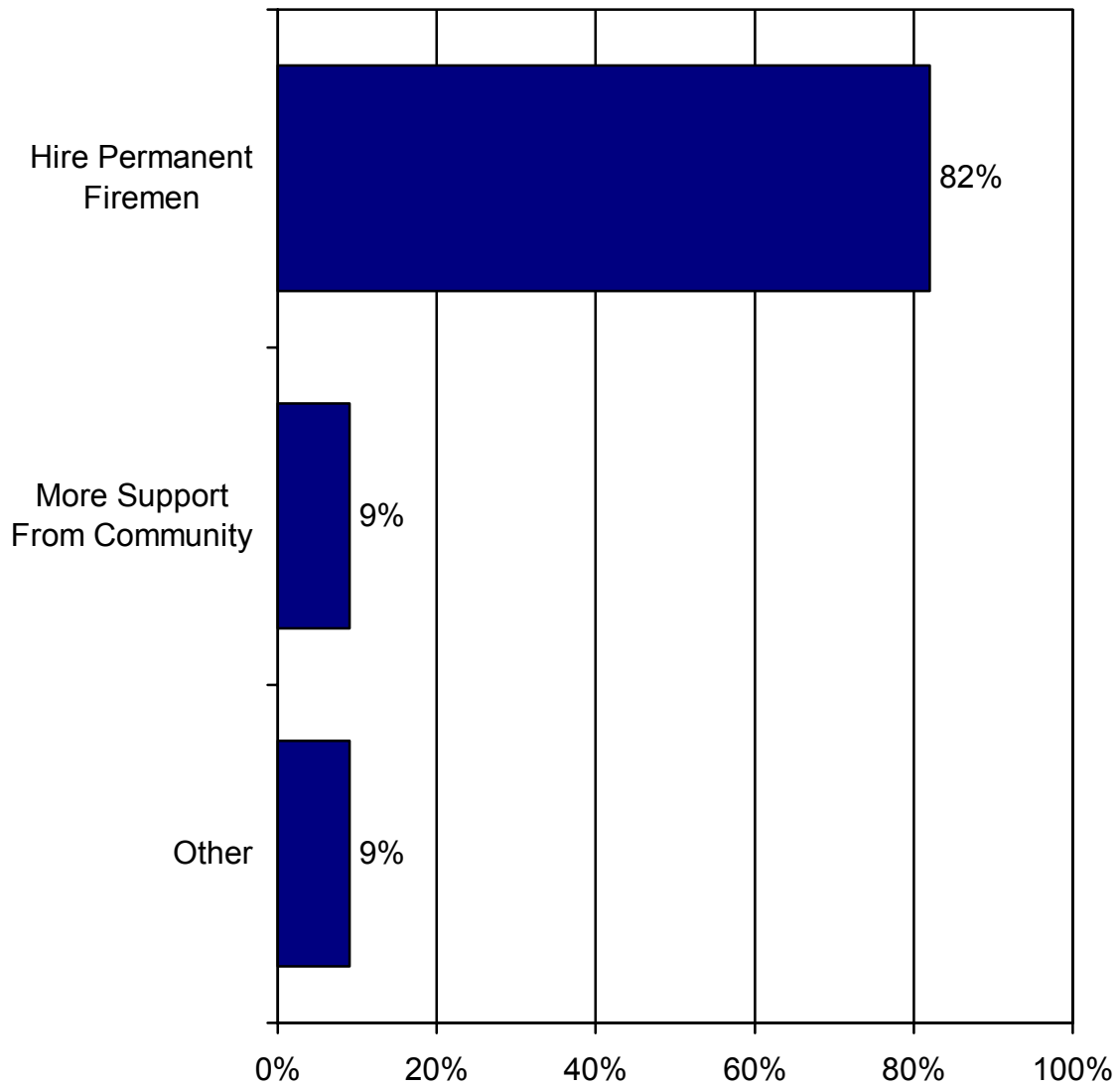
Question 11 asked: “(IF ANSWER TO QUESTION 5 DISSATISFIED, ASK...) When thinking about the Pensacola Police Department, if you could do one thing to make our city a safer place to live, what would that be?”

CITY SAFER PLACE TO LIVE IMPROVEMENT



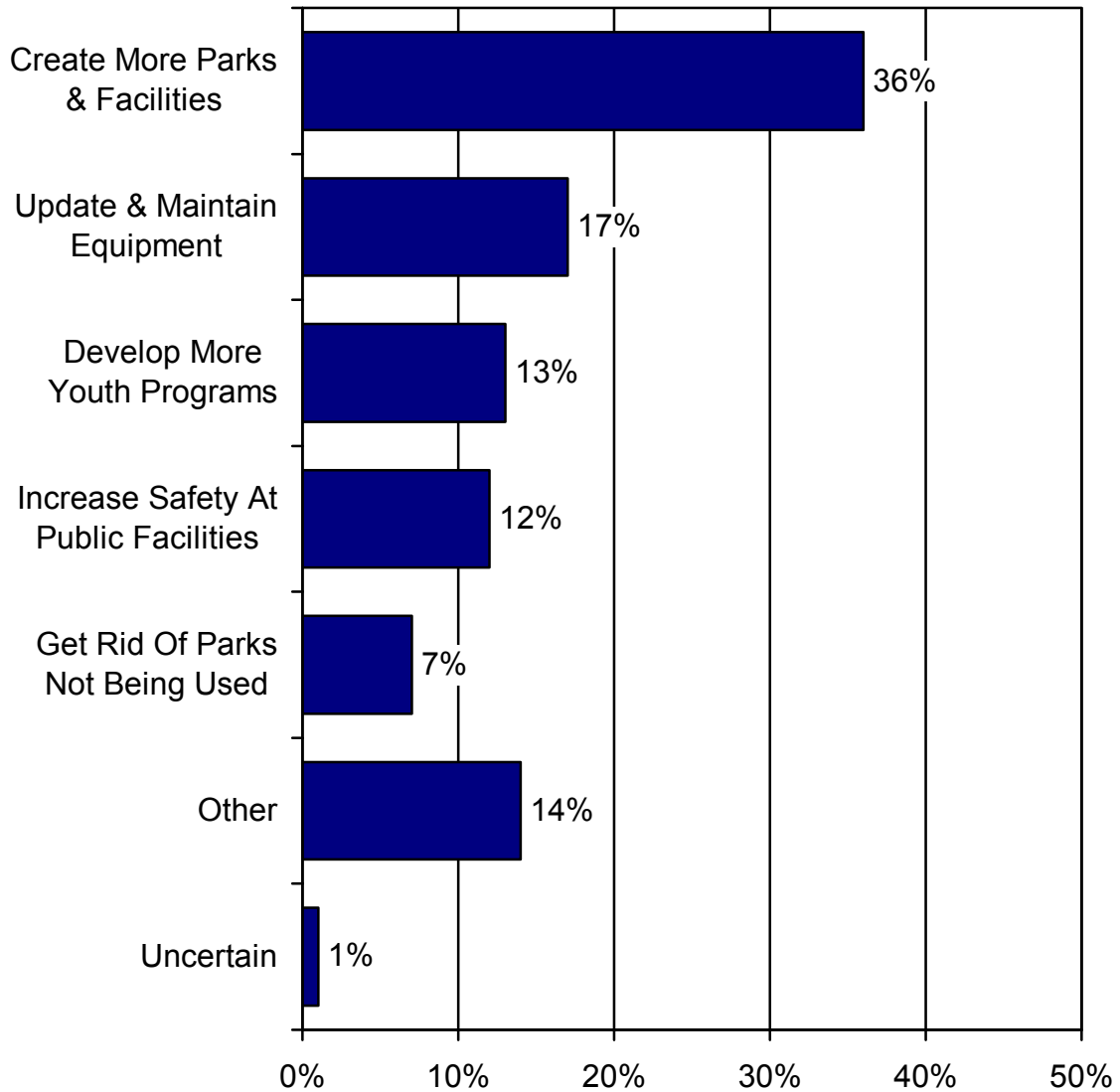
Question 12 asked: “(IF ANSWER TO QUESTION 6 DISSATISFIED, ASK...) When thinking about the Pensacola Fire Department, if you could do one thing to improve fire protection and prevention in your neighborhood, what would that be?”

**FIRE PROTECTION & PREVENTION
IMPROVEMENT**



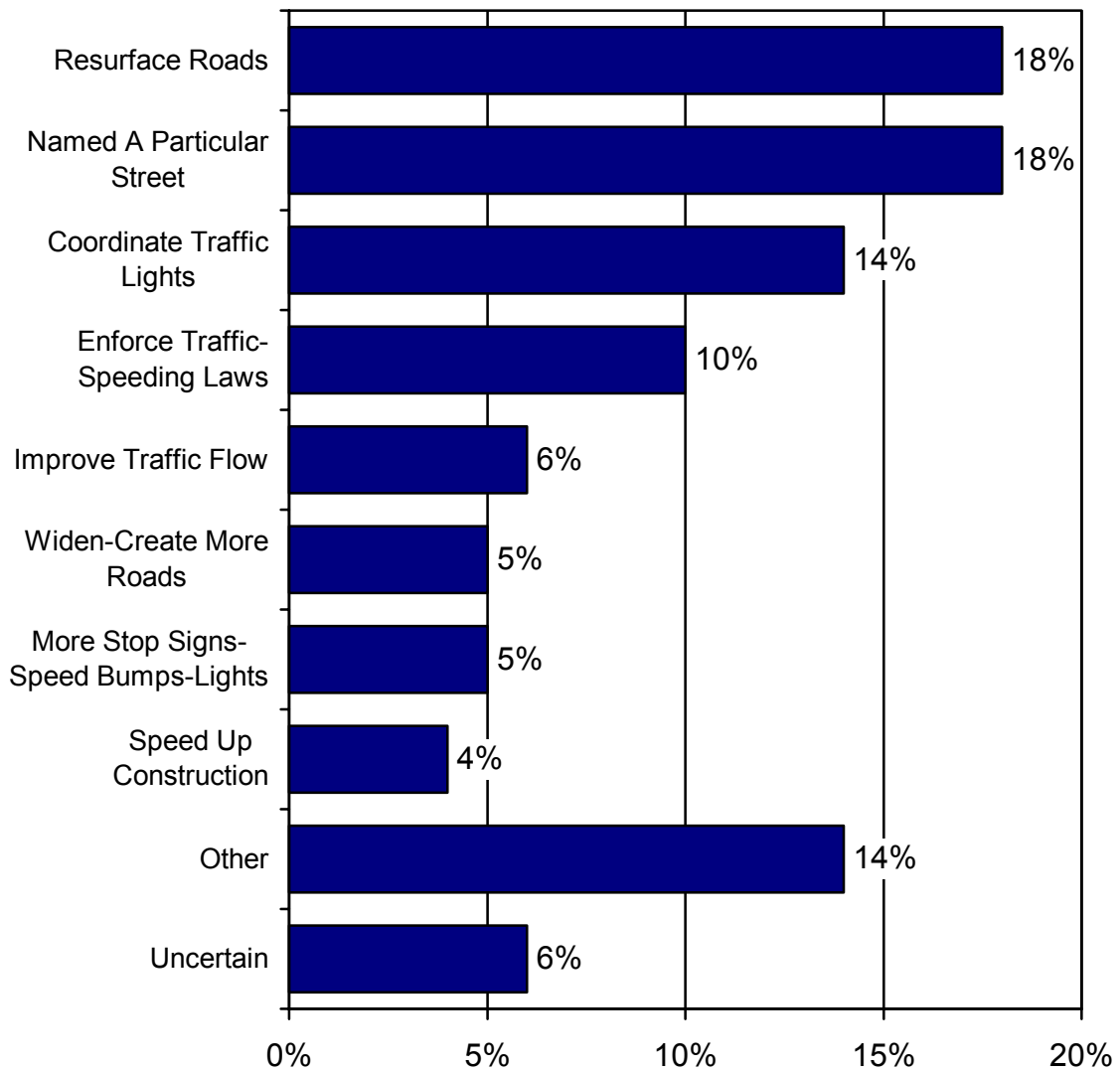
Question 13 asked: “(IF ANSWER TO QUESTION 7 DISSATISFIED, ASK...) When thinking about parks, recreational facilities, and recreational programs in the city and your neighborhood, if you could improve one thing, what would that be?”

PARKS, RECREATIONAL FACILITIES & PROGRAMS IMPROVEMENT



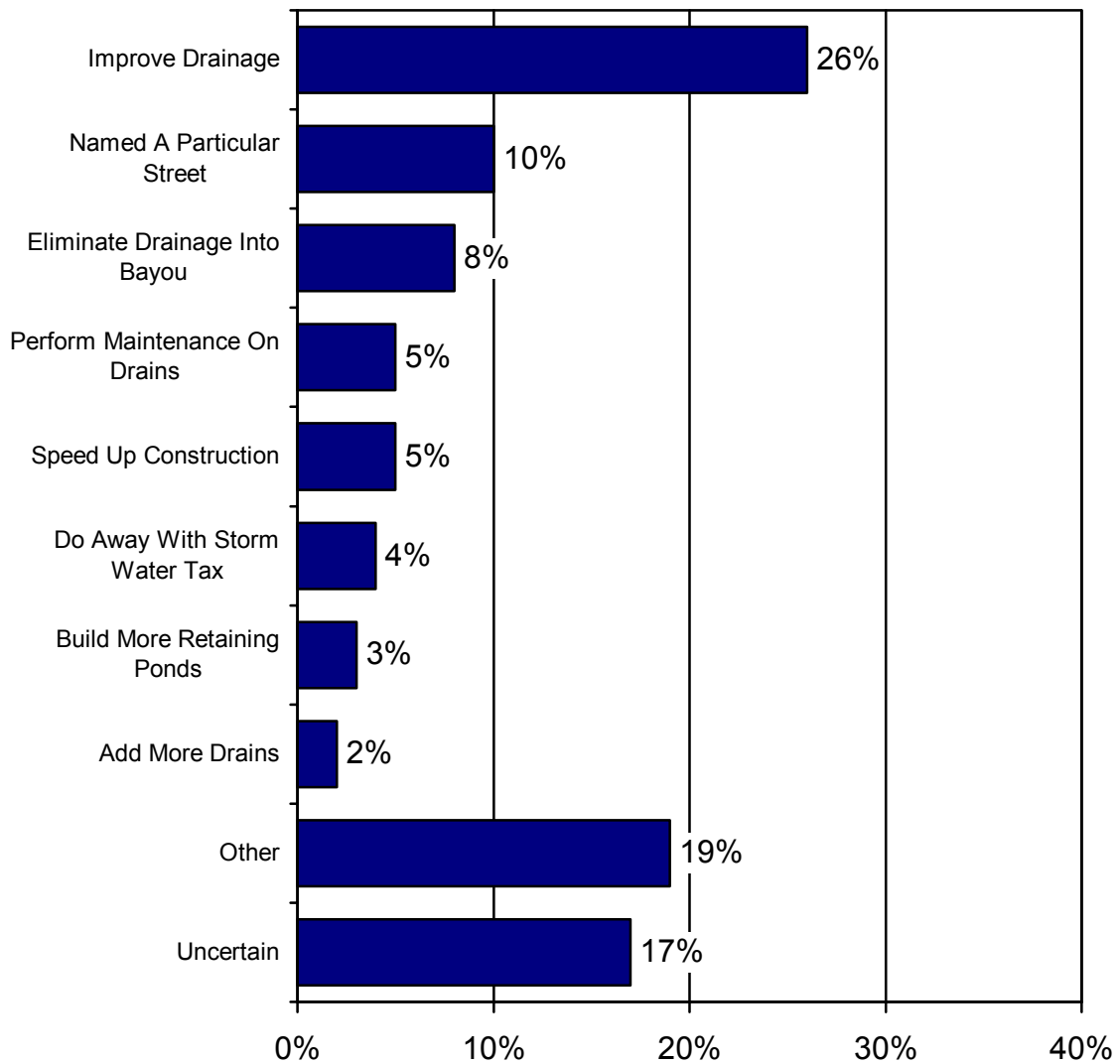
Question 14 asked: “(IF ANSWER TO QUESTION 8 DISSATISFIED, ASK...) When thinking about streets and traffic conditions in Pensacola, if you could improve one thing, what would that be?”

STREETS & TRAFFIC CONDITIONS IMPROVEMENT



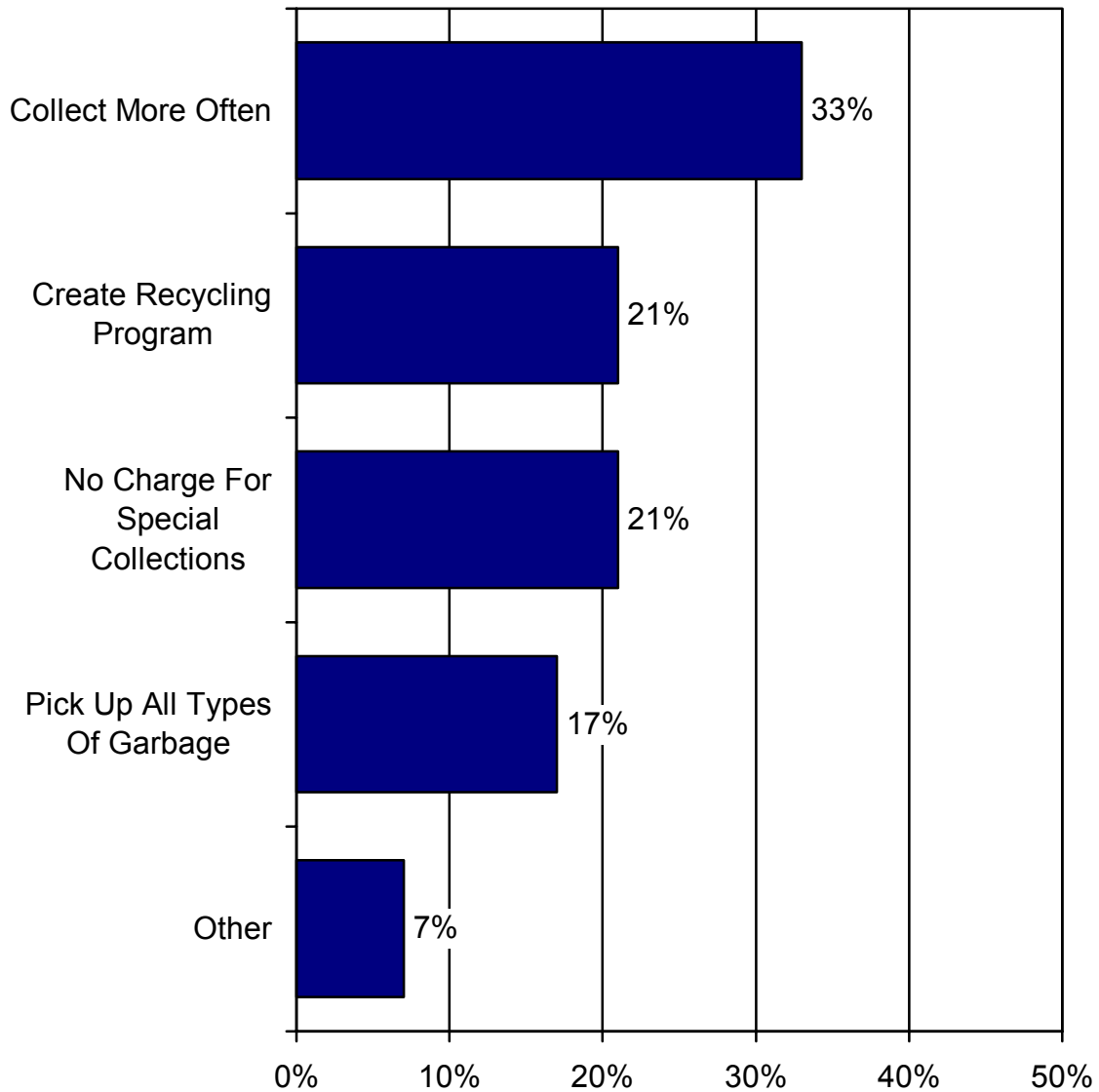
Question 15 asked: “(IF ANSWER TO QUESTION 9 DISSATISFIED, ASK...) When thinking about drainage and storm water management issues in your neighborhood, if you could improve one thing, what would that be?”

DRAINAGE & STORM WATER MANAGEMENT IMPROVEMENT



Question 16 asked: “(IF ANSWER TO QUESTION 10 DISSATISFIED, ASK...) When thinking about garbage and trash collection in the city and your neighborhood, if you could improve one thing, what would that be?”

GARBAGE & TRASH COLLECTION IMPROVEMENT



Recycling Service

Question 17 asked: “If the City of Pensacola were to offer curbside recycling pick-up, is this a service you would definitely want, probably want, probably not want, or definitely not want to get from them in the future?”

CURBSIDE RECYCLING PICK-UP	
5 Definitely Want	39%
4 Probably Want	34
3 Uncertain	7
2 Probably Not Want	10
1 Definitely Not Want	10
Total Want	73%
Total Not Want	20
Ratio Want/Not Want	3.7:1
Mean Score	3.80

Question 18 asked: “(IF DEFINITELY/PROBABLY WANT, ASK...) When considering curbside recycling pick-up, would you be willing to pay up to \$3.00 per month for the service? (CONTINUE WITH...) Do you say definitely or probably (WILLING/NOT WILLING) to pay up to \$3.00 per month for curbside recycling service?”

(See table on following page)



PAY FEE FOR CURBSIDE RECYCLING PICK-UP	
5 Definitely Willing To Pay	35%
4 Probably Willing To Pay	30
3 Uncertain/Not Sure	5
2 Probably Not Willing To Pay	11
1 Definitely Not Willing To Pay	19
Total Willing To Pay	65%
Total Not Willing To Pay	30
Ratio Willing/Not Willing	2.2:1
Mean Score	3.51

If the City of Pensacola offered curbside recycling pick-up, 73% of residents say they would want that service. Among those saying they would want the service, 65% responded they were willing to pay a \$3.00 per month pick-up fee.



Neighborhood Enhancement & Community Development

Question 19 asked: “Neighborhood Enhancement and Community Development have become major initiatives in Pensacola. Would you say that you are aware, somewhat aware, or not at all aware of the City’s Neighborhood Enhancement and Community Development initiatives?”

NEIGHBORHOOD ENHANCEMENT & COMMUNITY DEVELOPMENT AWARENESS	
Aware	35%
Somewhat Aware	35
Not At All Aware	30

Question 20 asked: “(IF AWARENESS FOR QUESTION 19, ASK...) Do you have a favorable or unfavorable opinion of the City’s Neighborhood Enhancement and Community Development Programs? (IF FAVORABLE, ASK...) Would you say very favorable or just favorable? (IF UNFAVORABLE, ASK...) Would you say very unfavorable or just unfavorable?”

NEIGHBORHOOD ENHANCEMENT & COMMUNITY DEVELOPMENT OPINION	
5 Very Favorable	17%
4 Favorable	44
3 Uncertain	21
2 Unfavorable	13
1 Very Unfavorable	4
Total Favorable	61%
Total Unfavorable	17
Ratio Favorable/Unfavorable	3.6:1
Mean Score	3.58



Among all residents, 70% were aware of the City's Neighborhood Enhancement and Community Development initiatives with 35% saying they were aware and 35% somewhat aware. Among the 70% of residents with awareness, 61% said they have a favorable opinion and 17% an unfavorable opinion of the City's Neighborhood Enhancement and Community Development Programs.



City Building Permits

Question 21 asked: “Have you ever applied for a building permit and/or had a building inspection performed by the City’s code officials?”

BUILDING PERMIT AND/OR BUILDING INSPECTION PERFORMED	
Yes	39%
No	61

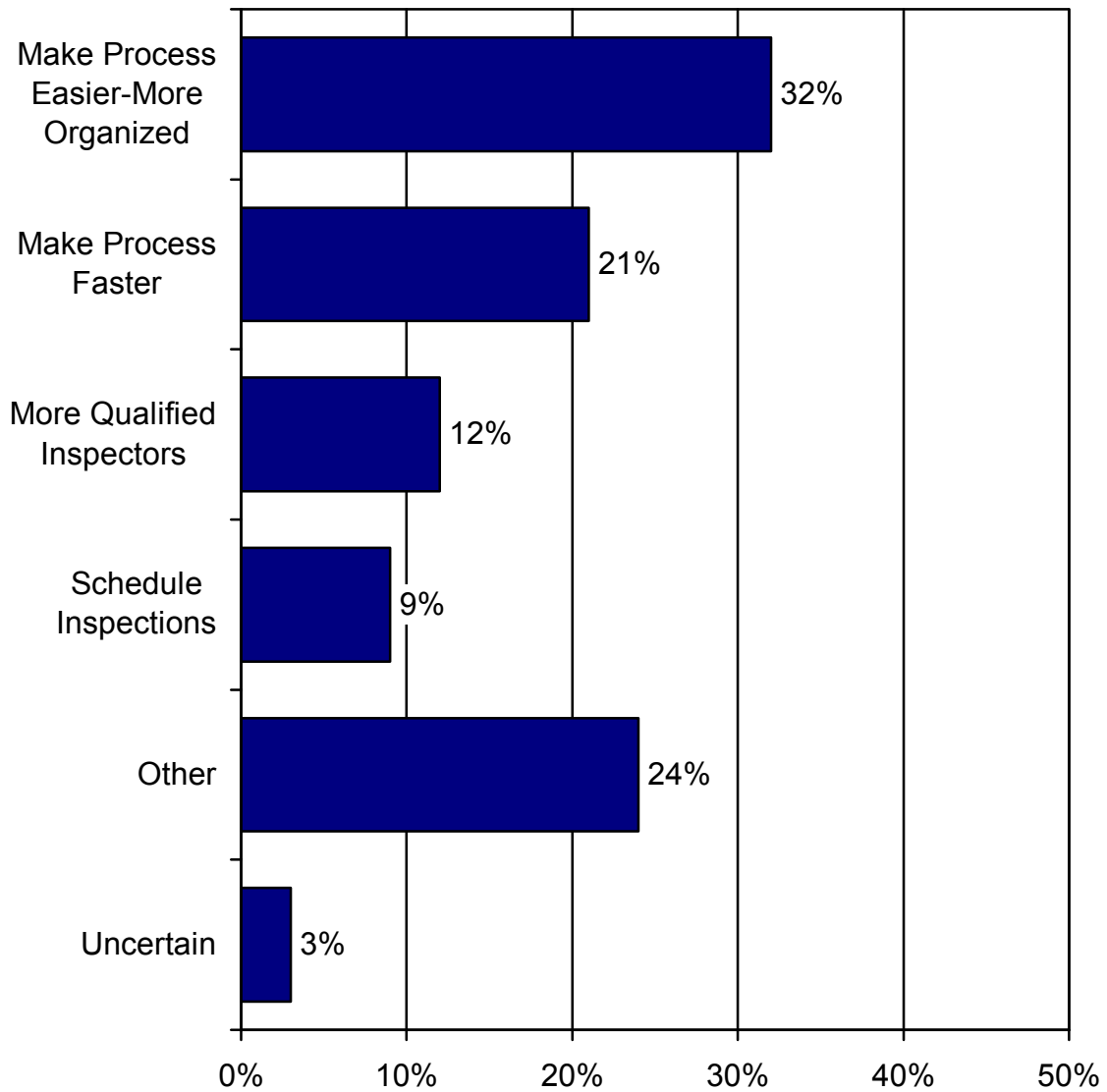
Question 22 asked: “(IF ANSWER TO QUESTION 21 YES, ASK...) Were you satisfied or dissatisfied with the process you had to undertake in order to obtain the building permit? (IF SATISFIED, ASK...) Would you say very satisfied or just satisfied? (IF DISSATISFIED, ASK...) Would you say very dissatisfied or just dissatisfied?”

BUILDING PERMIT PROCESS SATISFACTION	
5 Very Satisfied	25%
4 Satisfied	48
3 Not Sure/Uncertain	11
2 Dissatisfied	11
1 Very Dissatisfied	6
Total Satisfied	73%
Total Dissatisfied	17
Ratio Satisfied/Dissatisfied	4.3:1
Mean Score	3.76



Question 23 asked: “(IF ANSWER TO QUESTION 22 DISSATISFIED, ASK...) When thinking about the building permit process, if you could improve one thing, what would that be?”

BUILDING PERMIT PROCESS IMPROVEMENT



Question 24 asked: “(IF ANSWER TO QUESTION 21 YES, ASK...) Were you satisfied or dissatisfied with the City’s enforcement of the building codes? (IF SATISFIED, ASK...) Would you say very satisfied or just satisfied? (IF DISSATISFIED, ASK...) Would you say very dissatisfied or just dissatisfied?”

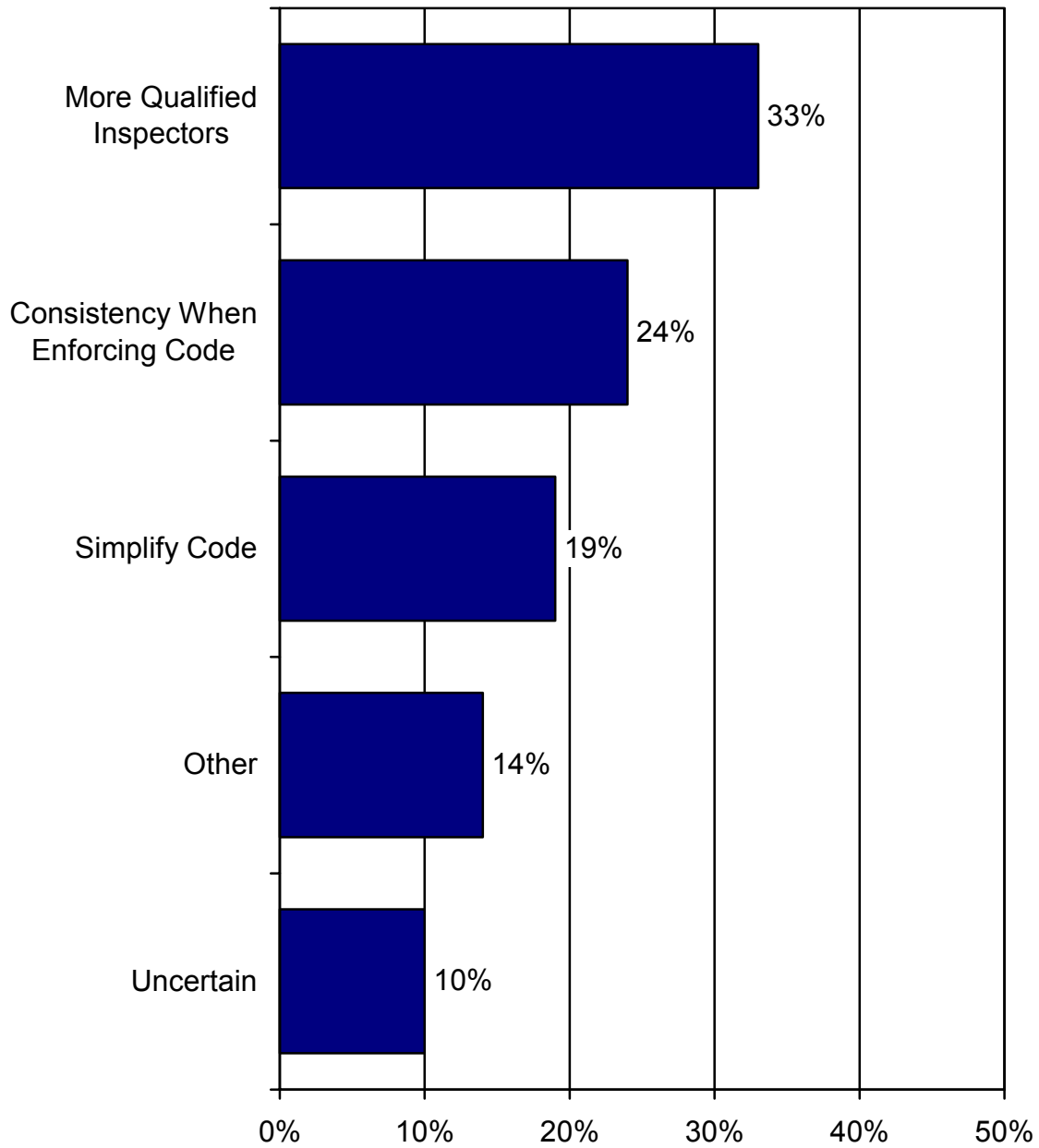
BUILDING CODE ENFORCEMENT SATISFACTION	
5 Very Satisfied	25%
4 Satisfied	55
3 Neither/Nor	9
2 Dissatisfied	5
1 Very Dissatisfied	5
Total Satisfied	80%
Total Dissatisfied	10
Ratio Satisfied/Dissatisfied	8.0:1
Mean Score	3.91

Question 25 asked: “(IF ANSWER TO QUESTION 24 DISSATISFIED, ASK...) When thinking about the City’s enforcement of the building codes, if you could improve one thing, what would that be?”

(See graph on following page)



BUILDING CODE ENFORCEMENT IMPROVEMENT



Among all surveyed participants, 39% have applied for a building permit and/or had a building inspection performed by the City's code officials. These residents were 73% satisfied and 17% dissatisfied. The 17% dissatisfied offered two major suggestions for improvements including making the process easier and more organized and making the process faster. A separate question examined satisfaction with the City's enforcement of building codes. Here, 80% were satisfied and only 10% dissatisfied. Those dissatisfied want more qualified inspectors, greater consistency in enforcing codes, and simplified codes.



Private Property Maintenance & Upkeep

Question 26 asked: “The City of Pensacola enforces regulations concerning the maintenance and upkeep of private property. Are you satisfied or dissatisfied with the job the City of Pensacola does in enforcing these regulations? (IF SATISFIED, ASK...) Would you say very satisfied or just satisfied? (IF DISSATISFIED, ASK...) Would you say very dissatisfied or just dissatisfied?”

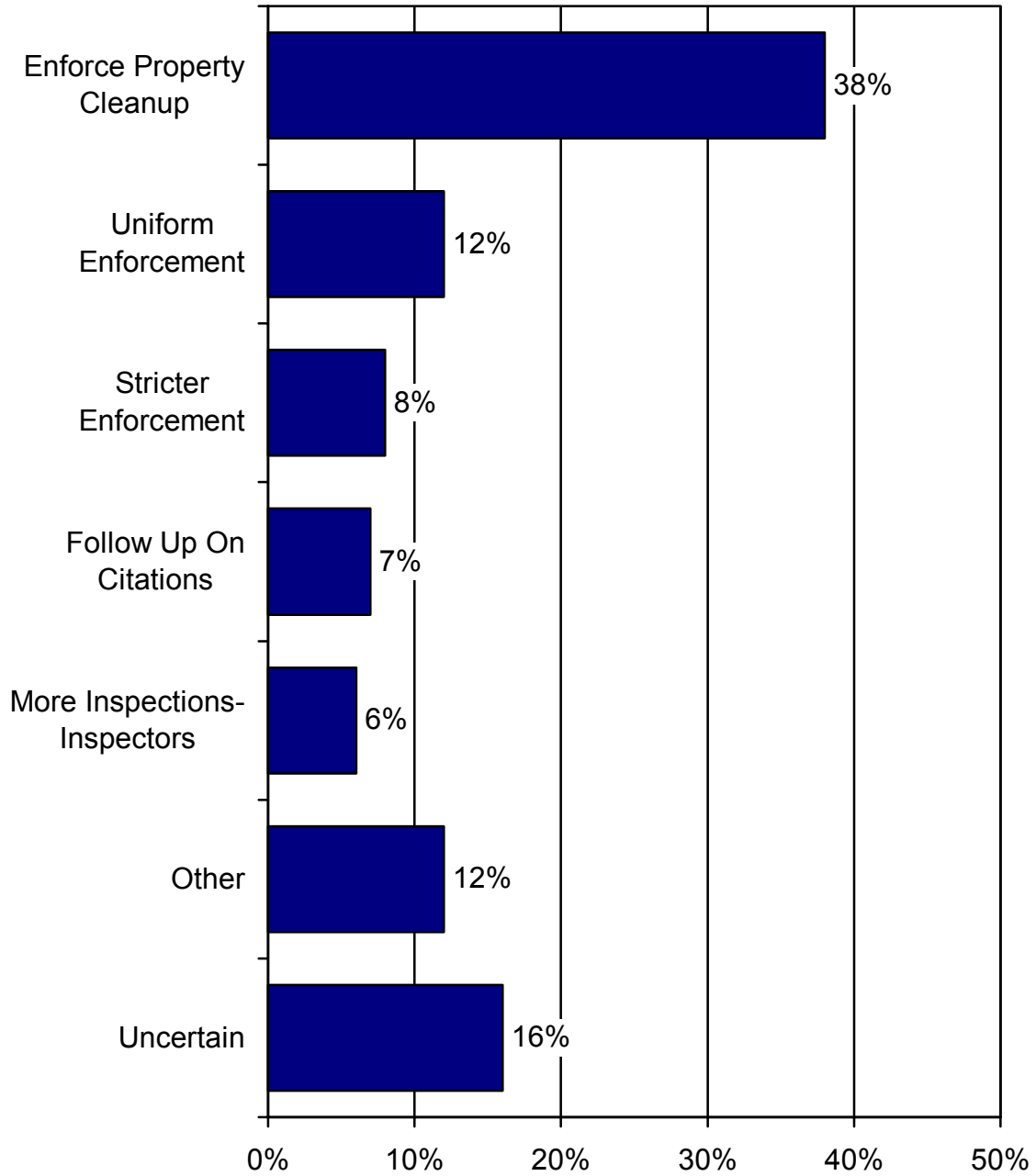
ENFORCING REGULATIONS CONCERNING PRIVATE PROPERTY MAINTENANCE	
5 Very Satisfied	16%
4 Satisfied	48
3 Neither/Nor	13
2 Dissatisfied	16
1 Very Dissatisfied	8
Total Satisfied	64%
Total Dissatisfied	24
Ratio Satisfied/Dissatisfied	2.7:1
Mean Score	3.47

Question 27 asked: “(IF ANSWER TO QUESTION 26 DISSATISFIED, ASK...) When thinking about the City’s code enforcement efforts, if you could improve one thing, what would that be?”

(See graph on following page)



CODE ENFORCEMENT EFFORT IMPROVEMENT



When residents were asked if they were satisfied or dissatisfied with the job the City does in enforcing codes regulating maintenance and upkeep of private property, 64% responded satisfied and 24% dissatisfied. Those dissatisfied responded 38% that they wanted the City to enforce property cleanup regulations.



Industrial Seaport

Question 28 asked: “The City of Pensacola has operated an active industrial seaport on the waterfront in downtown Pensacola for many years. Do you think the City should or should not continue to operate an active industrial seaport? (CONTINUE WITH...) Do you feel strongly about that?”

OPERATION OF ACTIVE INDUSTRIAL SEAPORT	
5 Strongly Continue	50%
4 Continue	19
3 Uncertain	9
2 Do Not Continue	6
1 Strongly Do Not Continue	14
Total Continue	69%
Total Do Not Continue	20
Ratio Continue/Do Not Continue	3.5:1
Mean Score	3.85

Question 29 asked: “(IF ANSWER TO Q28 NO, ASK...) What alternative uses for the port property, if any, should the City of Pensacola consider?”

ALTERNATIVE USES FOR PORT PROPERTY	
Business & Commercial Development	35%
Parks & Recreation	28
Shops & Restaurants	19
Residential Development	15
Entertainment	14
Marina	13
Cruise Ship Port	11
Museum	4
Other	10%
Uncertain	19



Although considerable discussion regarding Pensacola's seaport has been covered in the news media, residents are very supportive of keeping the seaport with 69% saying that the industrial seaport should continue and 20% responding not continue. The 20% saying they did not want the seaport to continue were asked about alternative uses for the port property. Top suggestions included an area for business and commercial development, parks and recreation, shops and restaurants, residential development, entertainment, a marina, and a cruise ship port.



New Auditorium For Pensacola

Question 30 asked: “The City Council has made the decision to demolish the Bayfront Auditorium and to replace it with a waterfront park. Do you favor or oppose building and operating a new municipal auditorium at another location? (CONTINUE WITH...) Do you feel strongly about that?”

NEW MUNICIPAL AUDITORIUM OPINION	
5 Strongly Favor New Municipal Auditorium	35%
4 Favor New Municipal Auditorium	18
3 Uncertain	9
2 Oppose New Municipal Auditorium	9
1 Strongly Oppose New Municipal Auditorium	29
Total Favor	53%
Total Oppose	38
Ratio Favor/Oppose	1.4:1
Mean Score	3.21

Question 31 asked: “If a new auditorium is built, do you prefer the city, the county, or both be responsible for its construction and operation?”

NEW AUDITORIUM CONSTRUCTION & OPERATION RESPONSIBILITY	
The City	12%
The County	7
Both	71
Uncertain	10

Pensacola residents are somewhat divided about the need for a new City Auditorium with 53% responding favor and 38% oppose. If a new auditorium is built, very strong support, 71%, exists for a combined city and county responsibility for construction and operation.



Pensacola Public Library

Question 32 asked: “Have you or others in this household ever used any of the public library facilities in Pensacola?”

USED PUBLIC LIBRARY FACILITIES IN PENSACOLA	
Yes	84%
No	16

The introduction to the questionnaire series 33-35 read: “(IF ANSWER YES TO Q32, ASK...) The City of Pensacola administers the West Florida Regional Library System, which operates all of the libraries in both Escambia and Santa Rosa Counties. When it comes to the library facilities in your community, please tell me if you are satisfied or dissatisfied with each of the following: (INTERVIEWER CONTINUE WITH...) (IF SATISFIED, ASK...) Would you say very satisfied or just satisfied? (IF DISSATISFIED, ASK...) Would you say very dissatisfied or just dissatisfied?”

Attributes tested were:

- The selection of books and other materials available in the library?
- Convenient branch locations to choose from?
- Buildings and facilities?

(See tables on following page)



SELECTION OF BOOKS & OTHER MATERIALS AVAILABLE IN LIBRARY	
5 Very Satisfied	29%
4 Satisfied	44
3 Neither/Nor	8
2 Dissatisfied	13
1 Very Dissatisfied	7
Total Satisfied	73%
Total Dissatisfied	20
Ratio Satisfied/Dissatisfied	3.7:1
Mean Score	3.74

CONVENIENT BRANCH LOCATIONS TO CHOOSE FROM	
5 Very Satisfied	33%
4 Satisfied	53
3 Neither/Nor	3
2 Dissatisfied	6
1 Very Dissatisfied	6
Total Satisfied	86%
Total Dissatisfied	12
Ratio Satisfied/Dissatisfied	7.2:1
Mean Score	4.02

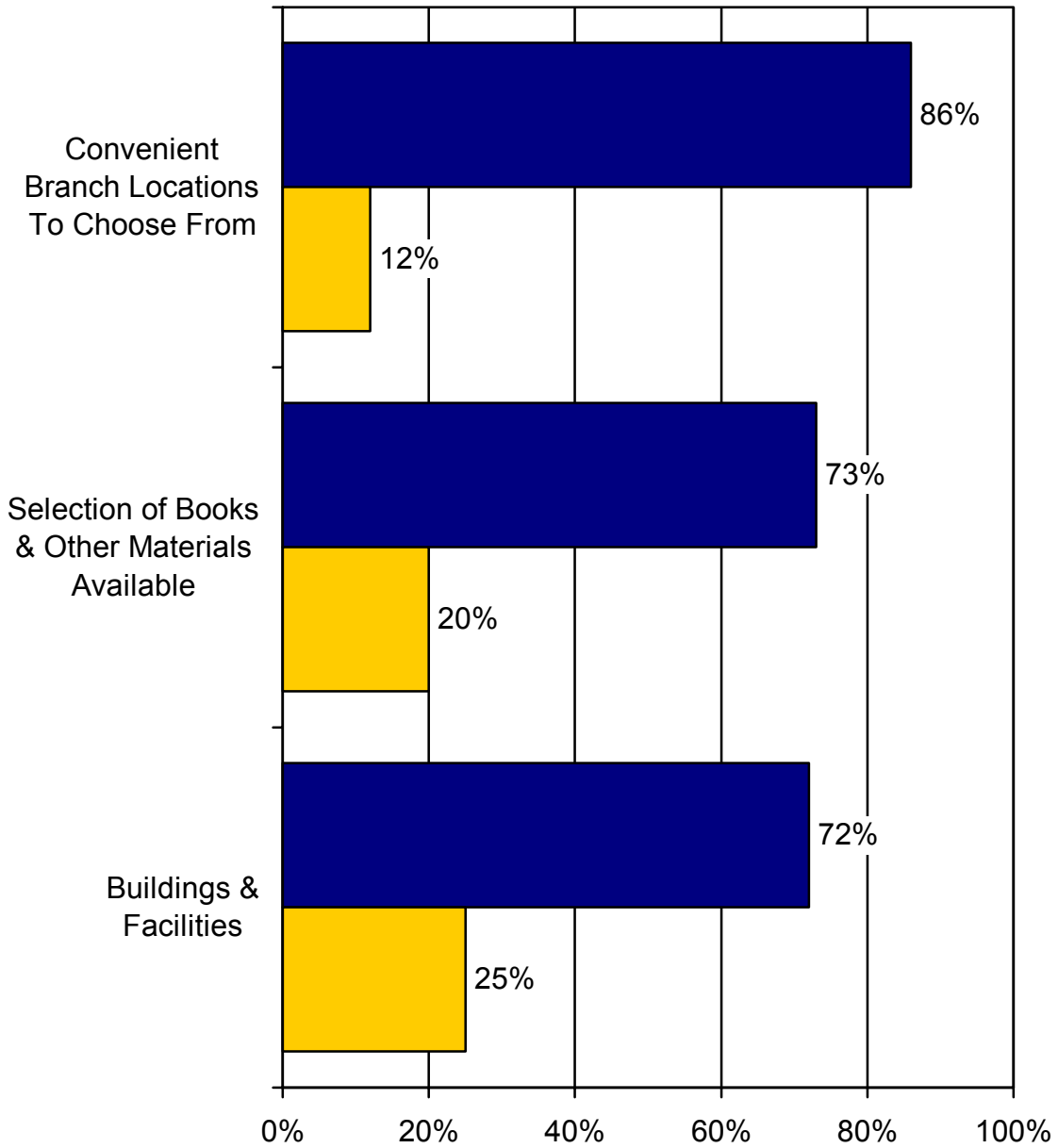
BUILDINGS AND FACILITIES	
5 Very Satisfied	24%
4 Satisfied	48
3 Neither/Nor	3
2 Dissatisfied	15
1 Very Dissatisfied	10
Total Satisfied	72%
Total Dissatisfied	25
Ratio Satisfied/Dissatisfied	2.9:1
Mean Score	3.62





COMMUNITY LIBRARY FACILITY SATISFACTION

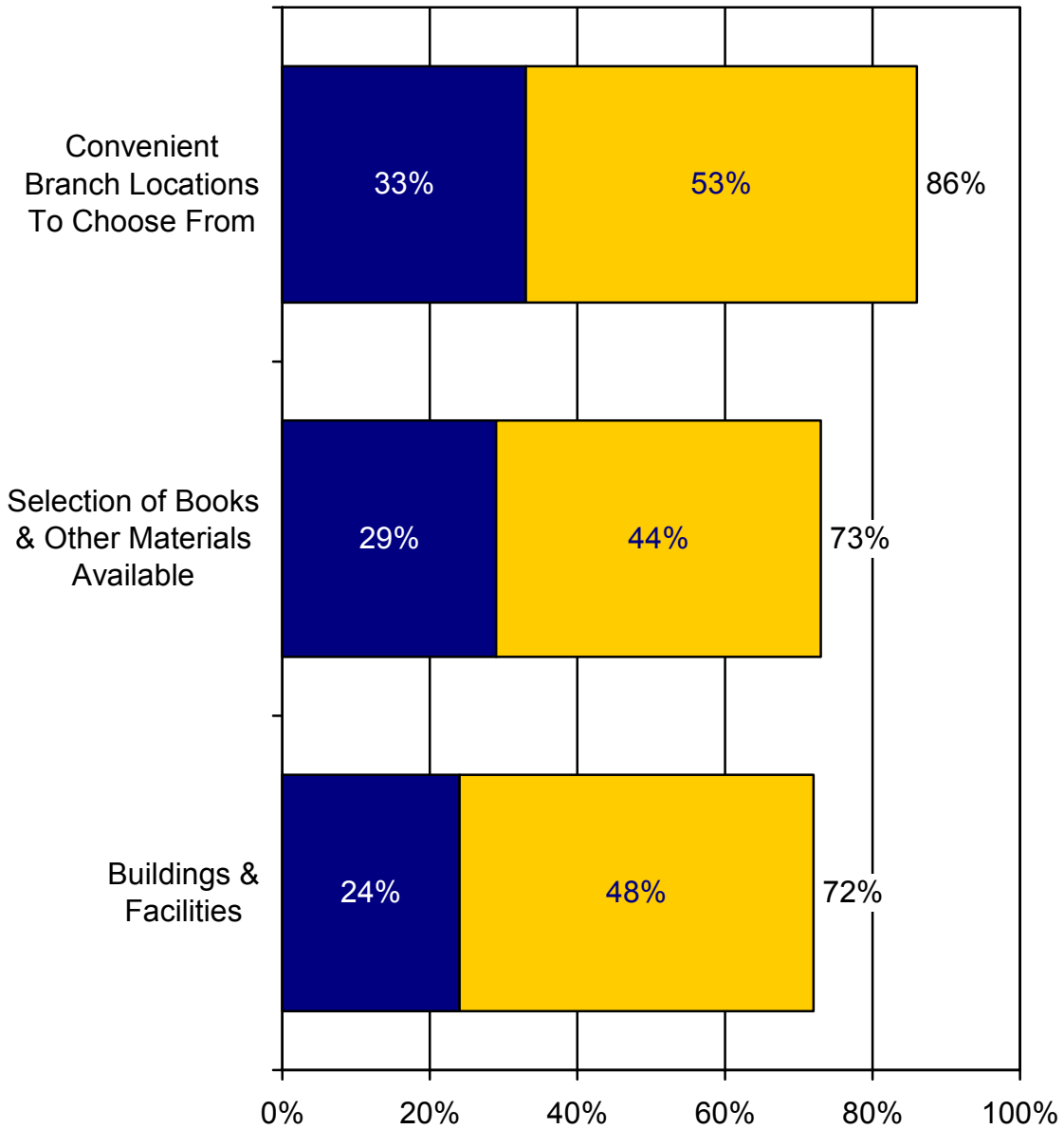
■ Total Satisfied ■ Total Dissatisfied





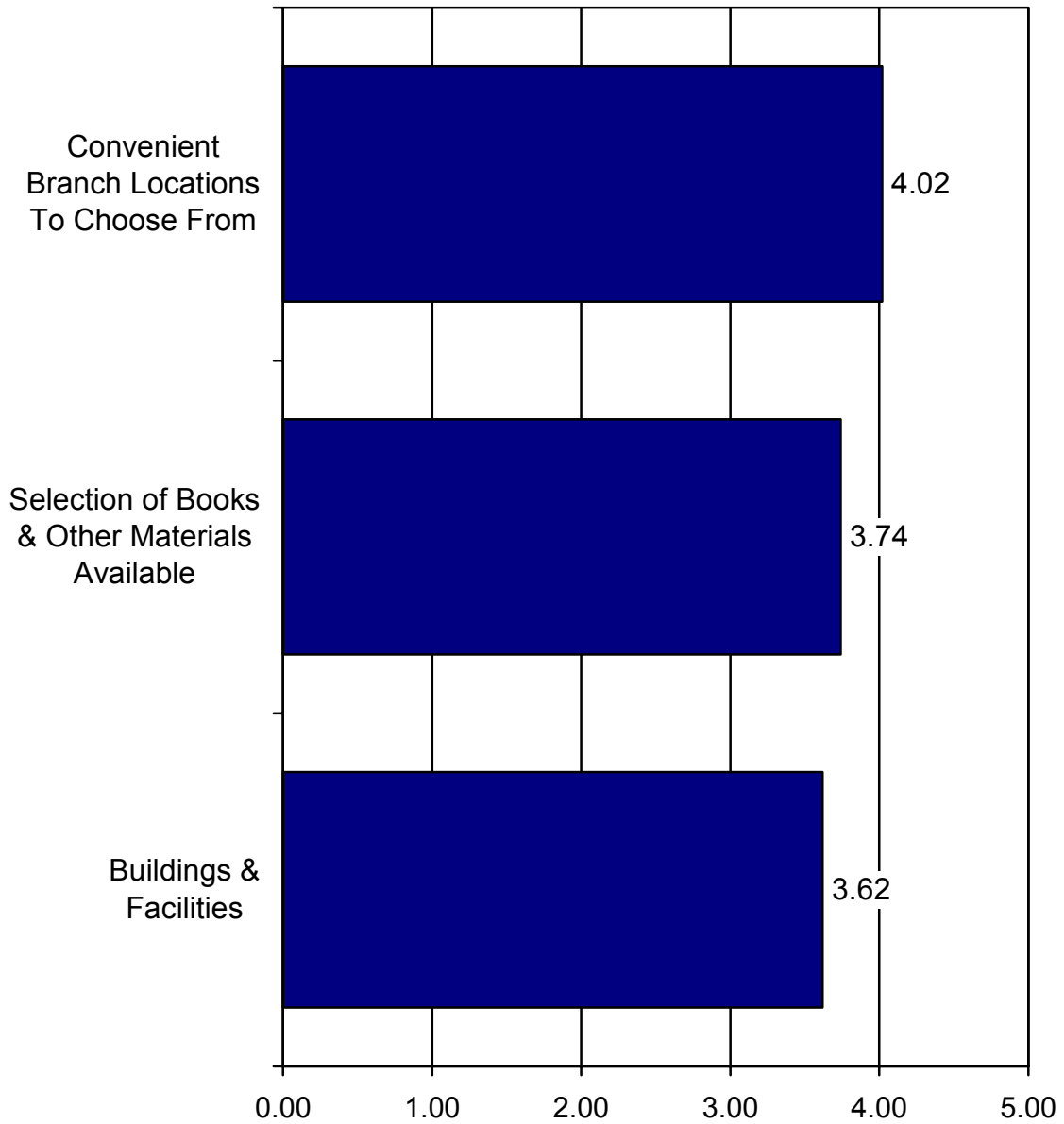
COMMUNITY LIBRARY FACILITY SATISFACTION

■ Very Satisfied ■ Satisfied



COMMUNITY LIBRARY FACILITY SATISFACTION

■ Mean Satisfaction Score



Question 36 asked: “Would you be willing or unwilling to pay more in taxes or fees to improve and expand libraries in Escambia County? (CONTINUE WITH...) Do you feel strongly about that?”

PAY MORE TAXES OR FEES TO IMPROVE & EXPAND LIBRARIES	
5 Strongly Willing	28%
4 Willing	21
3 Uncertain	4
2 Unwilling	14
1 Strongly Unwilling	33
Total Willing	49%
Total Unwilling	47
Ration Willing/Unwilling	1.0:1
Mean Score	2.98

Question 37 asked: “Do you prefer that the library system be managed by (ROTATE) the City of Pensacola, the Escambia County Board of County Commissioners or by an Independent Library District? (CONTINUE WITH...) Do you feel strongly about that?”

LIBRARY SYSTEM MANAGEMENT	
Strongly Managed By City Of Pensacola	34%
Managed By City Of Pensacola	10
Strongly Managed By Board Of County Commissioners	5
Managed By Board Of County Commissioners	2
Strongly Managed By Independent Library District	25
Managed By Independent Library District	8
No Preference/Uncertain	16
Total Managed By City Of Pensacola	44%
Total Managed By Board Of County Commissioners	7
Total Managed By Independent Library District	33



Pensacola residents reported a very high historic use of public library facilities. Among all residents, 84% said that they or others in their household had used public library facilities at some time. The survey then examined satisfaction with three key issues concerning the library for those reporting library use. Very high satisfaction exists for convenience of library branch locations, selection of books and other materials, and the building and facilities.

Residents had almost equal reactions concerning their willingness to pay more in taxes or fees to improve and expand the libraries in Escambia County with 49% saying willing and 47% unwilling. When it comes to management of the library system, 44% say they prefer it managed by the City of Pensacola, 33% managed by an independent library district, and 7% by the Board of County Commissioners.



Quality of Life in Pensacola

The introduction to the questionnaire series 38-41 read: “Livability describes a community’s ability to provide and sustain a quality of life for all its residents. Thinking again about all the areas we have discussed, how well would you rate Pensacola in each of the following categories? Let’s use a scale of 1 to 10, where 1 means poor up to 10 for excellent.” Attributes tested were:

- Pensacola as a place to live?
- Your neighborhood as a place to live?
- Pensacola as a safe place?
- Pensacola as a place to raise a family?

PENSACOLA AS A PLACE TO LIVE	
Mean	8.08
Median	8

YOUR NEIGHBORHOOD AS A PLACE TO LIVE	
Mean	8.0
Median	8

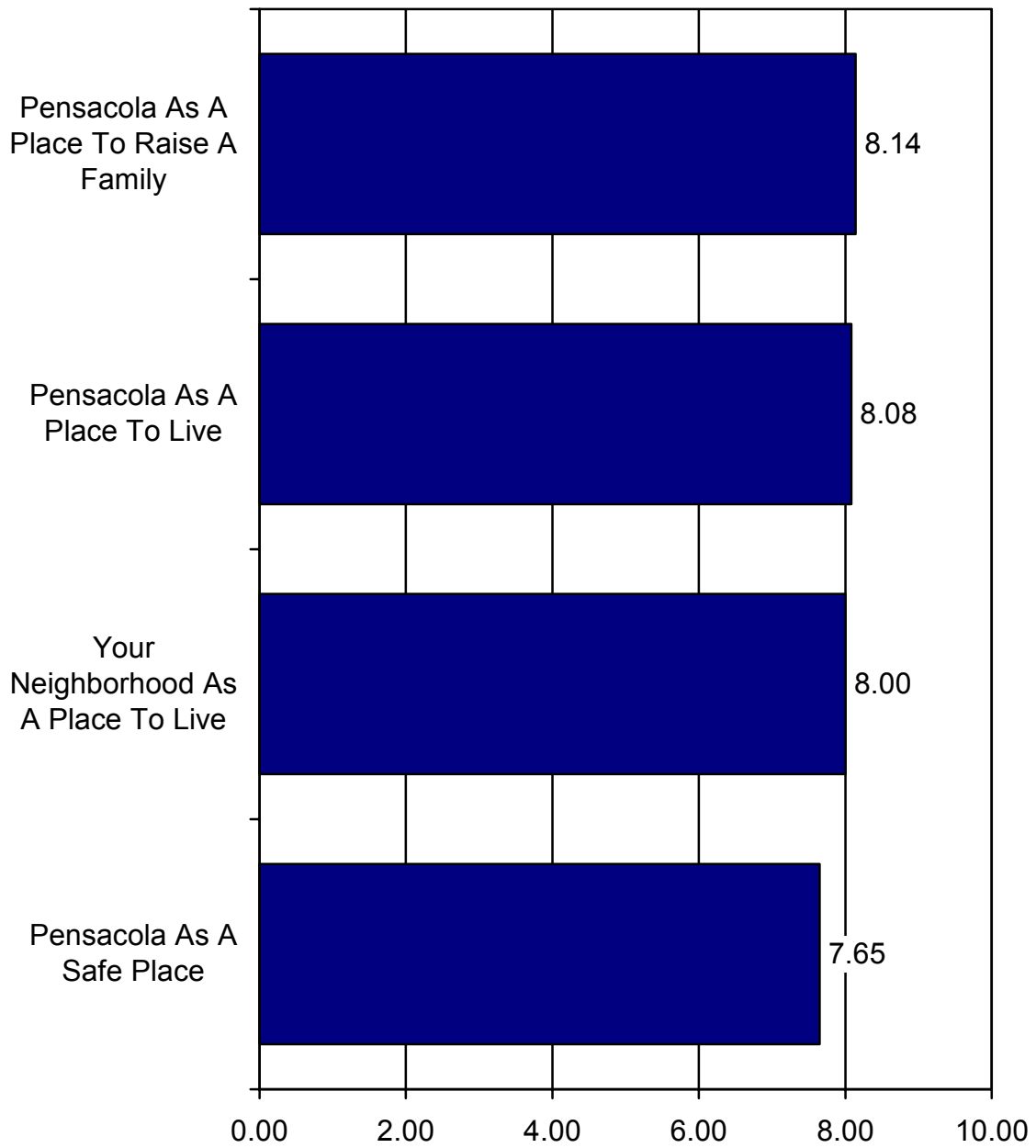
PENSACOLA AS A SAFE PLACE	
Mean	7.65
Median	8

PENSACOLA AS A PLACE TO RAISE A FAMILY	
Mean	8.14
Median	8



PENSACOLA QUALITY OF LIFE FACTORS

■ Mean Score



MRI has employed the ten-point quality of life rating system in over 100 surveys nationwide. Residents rating a factor nine or above are extremely satisfied with that characteristic. Those rating a quality of life factor between 8.00 and 8.99 are very satisfied. Ratings between 7.00 and 7.99 indicate moderate satisfaction. Scores under 7.00 suggest need for improvement.



Survey Satisfaction Follow-Up

Question 42 asked: “After taking part in surveys like this, some people say their opinions have changed on some questions. Regardless of your response earlier, how would you answer this question now? Overall, are you satisfied or dissatisfied with the job being done by City Government in Pensacola? (IF SATISFIED, ASK...) Would you say very satisfied or just satisfied? (IF DISSATISFIED, ASK...) Would you say very dissatisfied or just dissatisfied?”

PENSACOLA CITY GOVERNMENT JOB SATISFACTION		
	Post-Survey	Pre-Survey
5 Very Satisfied	17%	14%
4 Satisfied	53	51
3 Neither/Nor	5	9
2 Dissatisfied	17	16
1 Very Dissatisfied	9	10
Total Satisfied	70%	65%
Total Dissatisfied	26	26
Ratio Satisfied/Dissatisfied	2.7:1	2.5:1
Mean Score	3.53	3.42

MRI frequently tests overall City satisfaction early in a survey and after respondents have reacted to questions concerning various City issues. MRI used the technique in the City of Pensacola survey. Pre-satisfaction responses were 65%. Satisfaction increased to 70% after survey participants had an opportunity to think about and react to various issues included in the study. Dissatisfaction stayed the same.

