Haas Center

UNIVERSITY of WEST FLORIDA

City of Pensacola:
Resident Satisfaction Survey

my Newburn

Methodology

522 completed

Mixed methods: phone list of 15k, outreach to registered voters and events

Weighted by race/ethnicity and age

Sample by district – 5 and 7 under sampled, rise in respondents who couldn't or wouldn't share district

Demographics	Population	Sample
Population 18+	**40,051**	**522**
Race[1]:		
White	62.9%	67%
Black or African American	29.5%	24%
American Indian and Alaska	0%	0.2%
Asian/ Native Hw'n/ Other Pacific Islander	0.6%	0.5%
Two or More Races	5.1%	3.3%
Some Other Race	1.9%	0.2%
Hispanic Origin:		
Hispanic or Latino	4.0%	2.7%
Not Hispanic or Latino	96.0%	97.3%
Gender:		
Male	47.3%	44%
Female	52.7%	56%
Age Distribution of Adults:		
Age 18 - 24	13.3%	11.7%
Age 25 - 34	17.4%	17.3%
Age 35 - 44	13.0%	14.2%
Age 45 - 54	16.7%	17.4%
Age 55 - 64	17.4%	16.6%
Age 65 - 74	11.1%	11.0%
Age 75 - 84	7.2%	6.6%
Age 85 +	3.9%	2.6

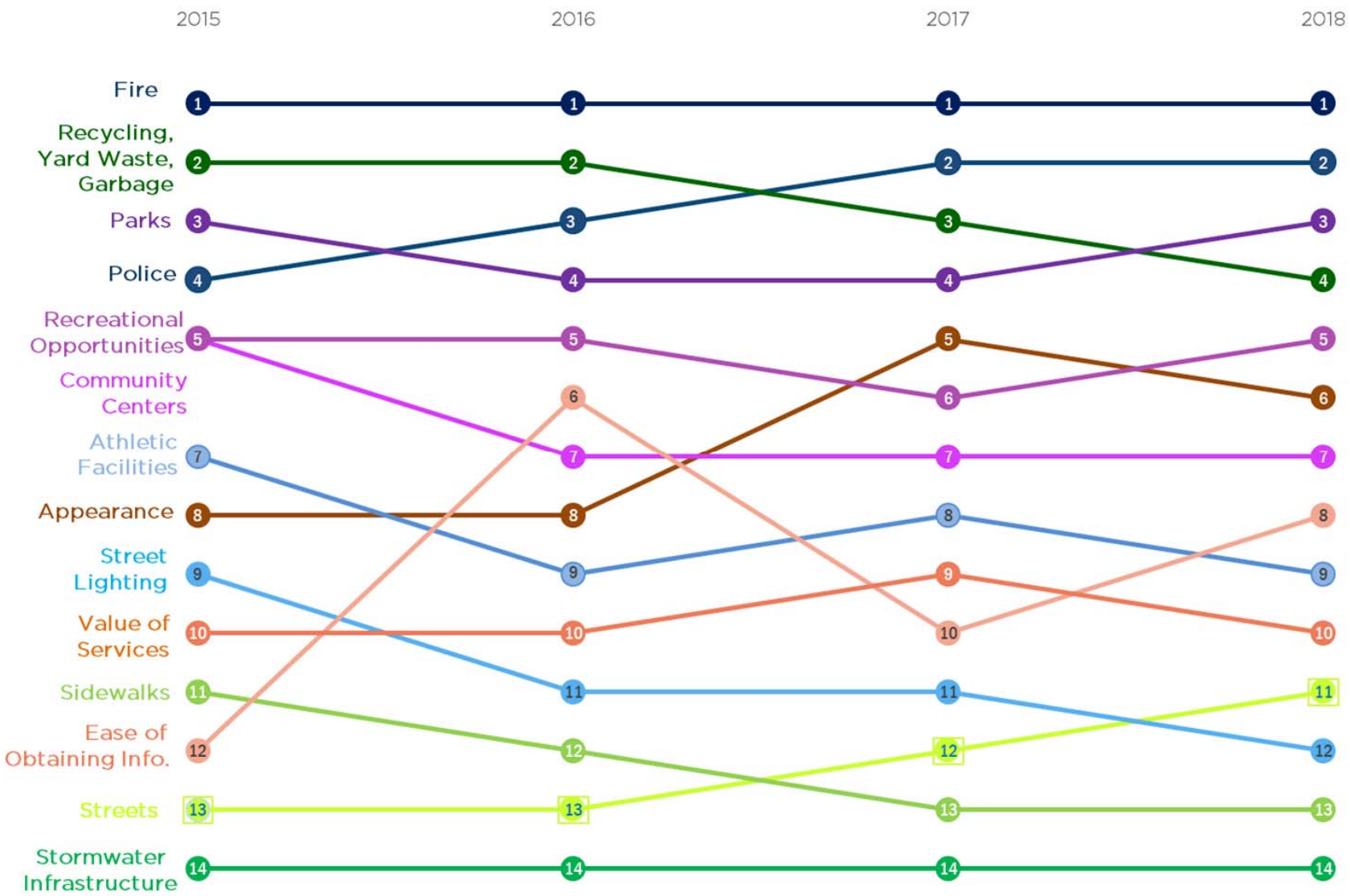
Source: Easy Analytic Software; U.S. Census Bureau, 2017 ACS estimates

[1]The Race categories for our Sample do not equal 100% as respondents could choose to identify as Hispanic or Latino instead of one of the categories listed in race. Also, some chose not to respond to the question.

Satisfaction

Dimension	Mean Satisfaction	Grade
Fire	4.47	A-
Police	4.05	B+
City Parks	3.88	B
Recycling, Garbage, Yard Waste Services	3.81	B
Recreational Opportunities	3.67	B
Appearance/Cleanliness of the City	3.58	B-
Community Centers	3.56	B-
Ease of Obtaining Information About City Services	3.55	B-
City Athletic Facilities	3.53	B-
Value of Services for City Taxes	3.53	B-
City Streets	3.33	B-
City Street Lighting	3.24	C+
City Sidewalks	3.08	C+
Stormwater Infrastructure	2.99	C

Satisfaction with Police services and appearance has risen, while other dimensions - like street lighting - have declined.



Ranking by Highest Grades, 2015 - 2018

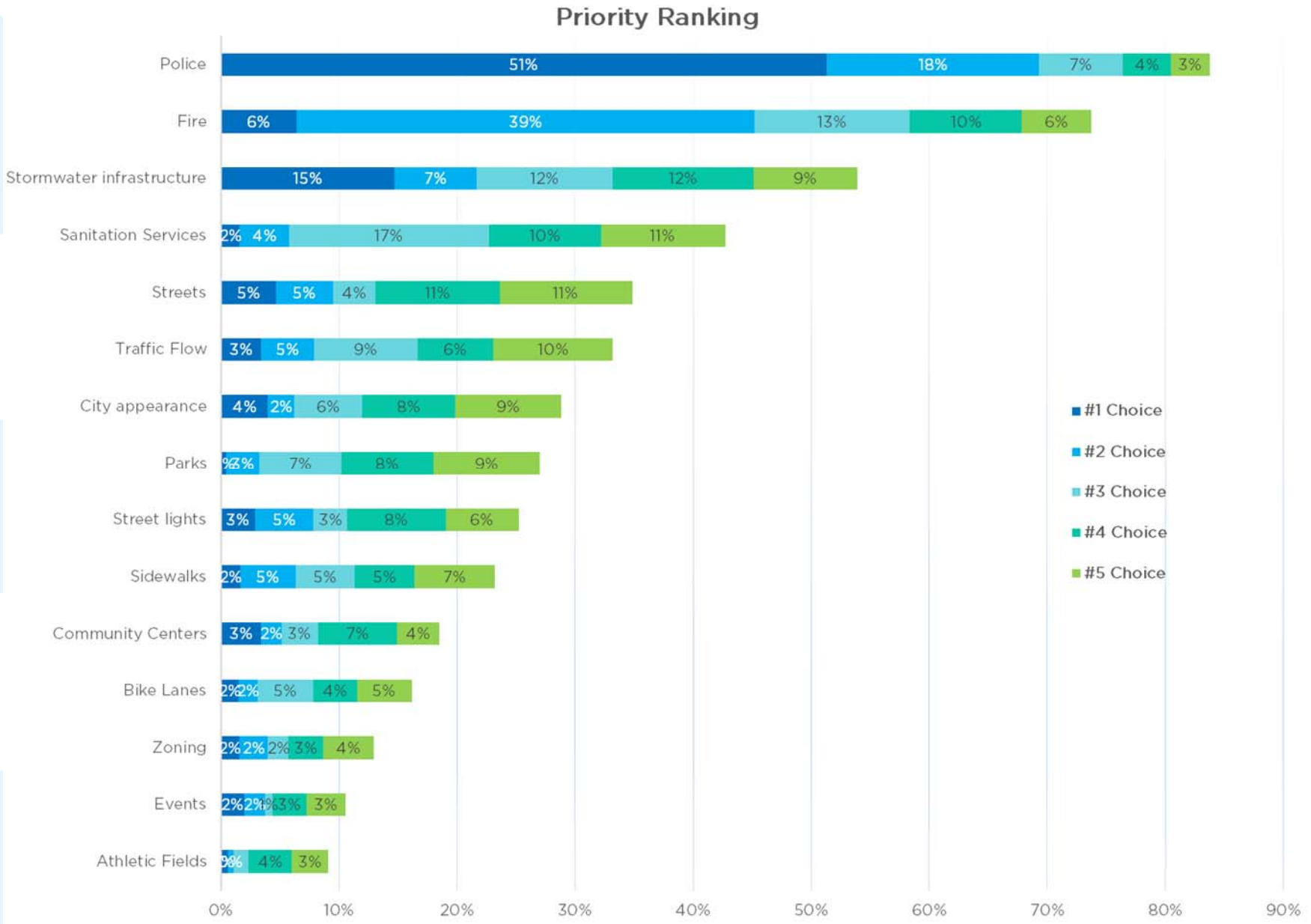
Change in Grades for City of Pensacola Services, 2017-2018

Dimension	2017		2018		Change YoY	Statistically Significant?
	Mean Satisfaction	Grade	Mean Satisfaction	Grade		
Police	4.02	B+	4.05	B+	0.03	No
Fire	4.34	A-	4.47	A-	0.13	Yes
City Streets	3.42	B-	3.33	B-	-0.09	No
City Sidewalks	3.31	C+	3.08	C+	-0.23	Yes
City Street Lighting	3.48	B-	3.24	B-	-0.24	Yes
Stormwater Infrastructure	3.16	C+	2.99	C+	-0.17	Yes
Appearance/Cleanliness of the City	3.76	B	3.58	B	-0.18	Yes
Recycling, Garbage, Yard Waste Services	3.92	B	3.81	B	-0.11	Yes
Number and Appearance of City Parks	3.90	B	3.88	B	-0.02	No
Community Centers	3.69	B	3.56	B	-0.13	Yes
City Athletic Facilities	3.68	B	3.53	B	-0.15	Yes
Recreational Opportunities	3.75	B	3.67	B	-0.08	No
Ease of Obtaining Information About City Services	3.55	B-	3.55	B-	No change	No
Value of Services for City Taxes	3.62	B-	3.53	B-	-0.09	No

Priority

Unlike previous years, respondents were much more likely this year to say that all fifteen were a high priority.

Dimension	% Think Its Priority
Police	88%
Fire	87%
Streets	83%
Stormwater Infrastructure	82%
Sanitation Services	81%
City Appearance	77%
Sidewalks	75%
Street lights	74%
Traffic Flow	74%
Parks	64%
Bike Lanes	59%
Community Centers	50%
Zoning	50%
Events	47%
Athletic Fields	44%


Priority Ranking
Police
Fire
Stormwater infrastructure
Sanitation Services
Streets
Traffic Flow
City appearance
Parks
Street lights
Sidewalks
Community Centers
Bike Lanes
Zoning
Events
Athletic Fields
51%
18%
7%
4%
3%
6%
39%
13%
10%
6%
15%
7%
12%
12%
9%
2%
4%
17%
10%
11%
5%
5%
4%
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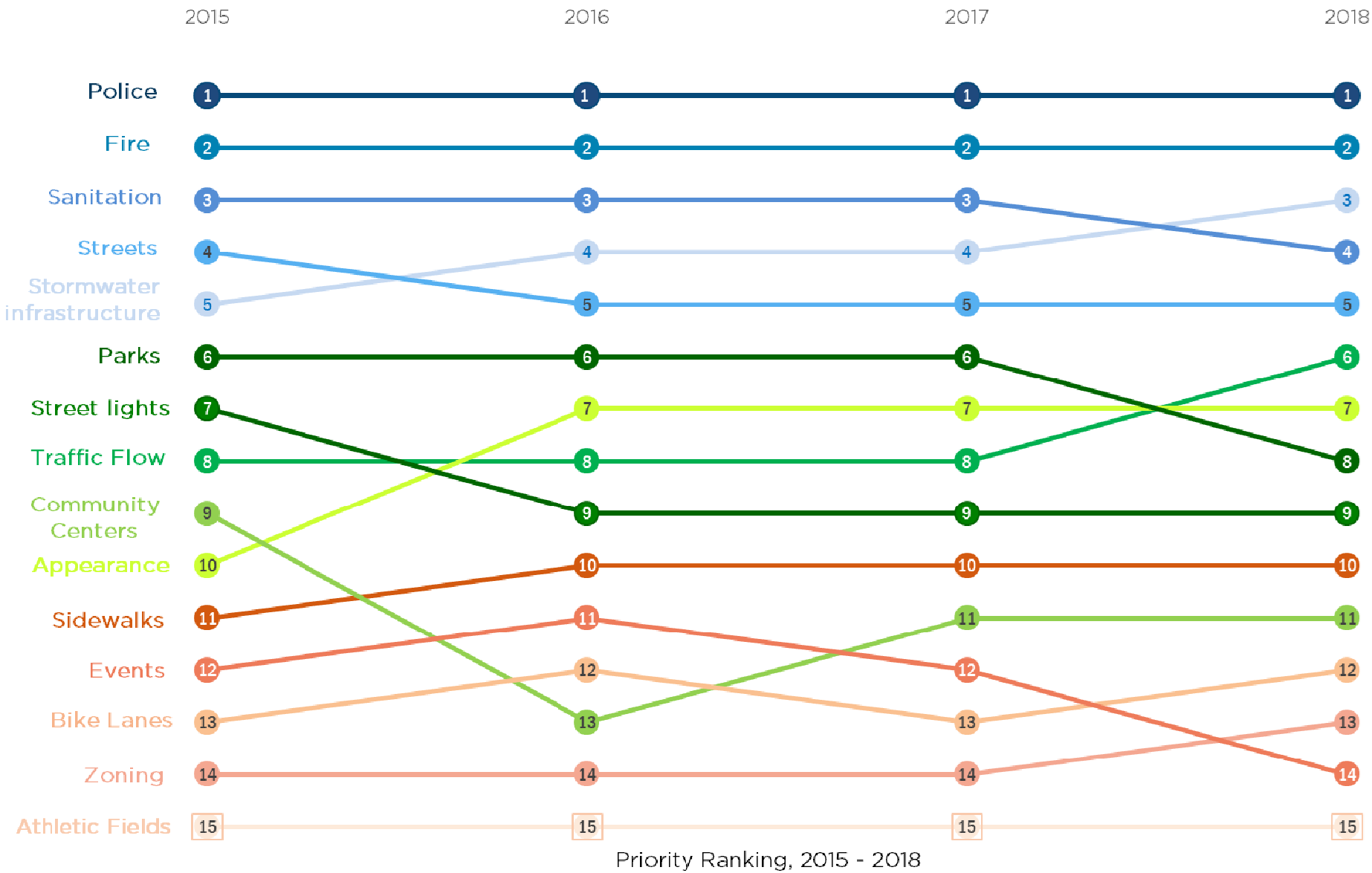
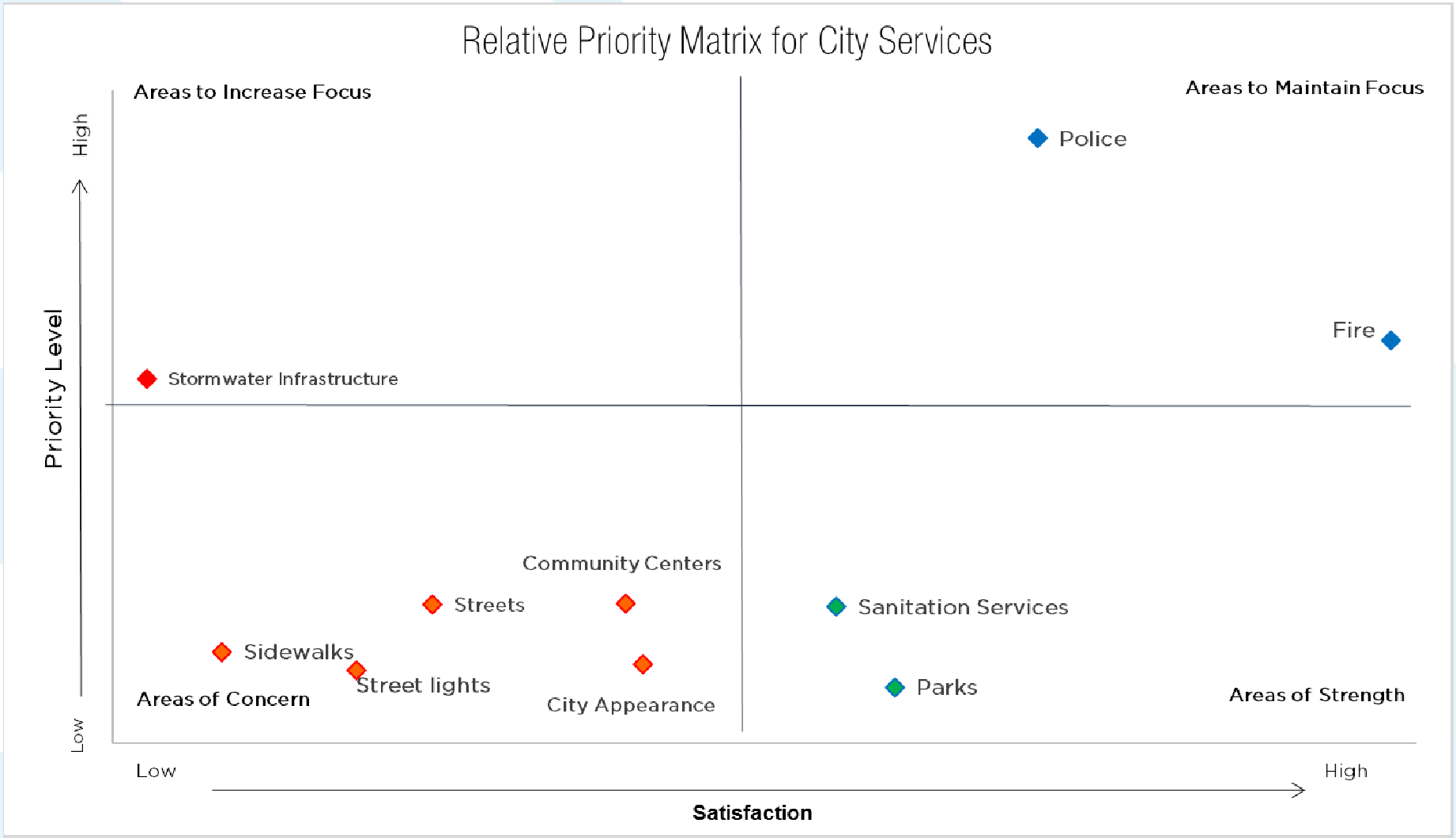
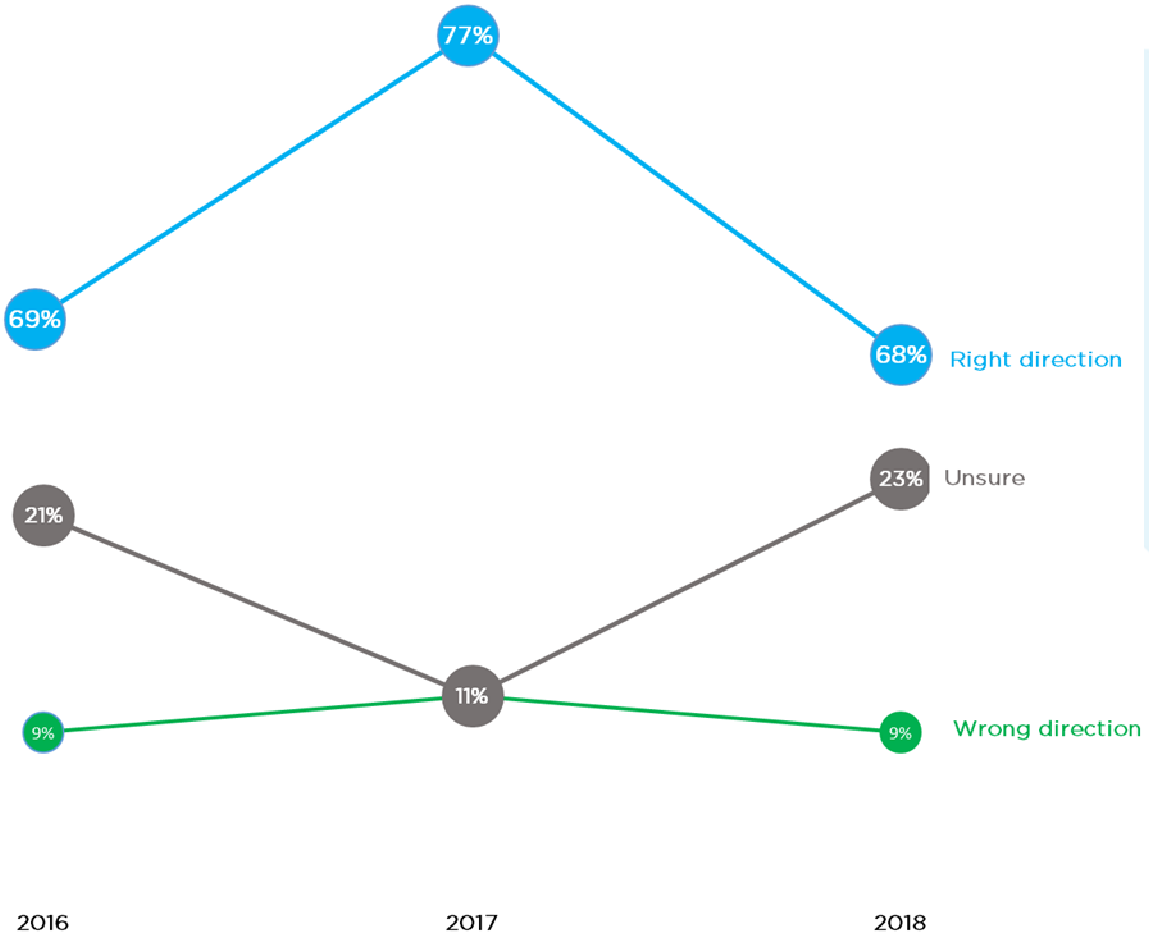
10%
20%
30%
40%
50%
60%
70%
80%
90%
#1 Choice
#2 Choice
#3 Choice
#4 Choice
#5 Choice

While Stormwater Infratructure has risen, other dimensions like Events and Parks have fallen in priority.




Relative Priority Matrix for City Services
Areas to Increase Focus
Areas to Maintain Focus
Police
Fire
Stormwater Infrastructure
Community Centers
Streets
Sanitation Services
Sidewalks
Street lights
Parks
City Appearance
Areas of Concern
Areas of Strength
Priority Level
High
Low
Low
High
Satisfaction

Perception of City