

Escambia County Operations Survey:

Presentation of Numerical Results

December 20, 2007

Rick Harper, Ph.D. / Jeff Williams, MBA

The logo consists of the letters 'TLG' in white, bold, sans-serif font, set against a blue rectangular background with a horizontal gradient.

marketing**research**
WE LISTEN, YOU BENEFIT™

Escambia County Operations Survey

- Survey respondent names and phone numbers were drawn from a master list of Escambia County voters
- Surveys were taken by telephone between November 5th and November 30th, 2007
- 507 completed responses ensured statistical validity of responses
- 23 questions with 5-point response scale permit comparison of average resident satisfaction/rating across issues
- 24 numerical questions generated other descriptive statistics
- Open-ended questions allowed resident to voice opinions regarding particular issues of interest – many pages of resident comments

23 questions used a 5-point response scale, answering either:

Very dissatisfied
Somewhat dissatisfied
Neutral
Somewhat satisfied
Very satisfied

or,

Very poor
Somewhat poor
Neutral
Somewhat good
Very good

The “mean of the means,” or the average response on the 5-point scale questions was **3.68**

The following slide reports the number of respondents answering each 5-point response scale question and the mean response values for each question.

Survey Item	N	Mean
Q1: How would you rate your level of satisfaction with living in Escambia County?	506	3.7
Q2: How would you rate the quality of life in your neighborhood?	505	4.0
Q3: How would you rate Escambia County government in terms of responsiveness to complaints?	375	3.0
Q4: How would you rate the professionalism of Escambia County Government?	440	3.7
Q5a: Rate your level of satisfaction with fire protection services	416	4.6
Q5b: Rate your level of satisfaction with streets (ease of travel by car)	496	3.3
Q5c: Rate your level of satisfaction with emergency medical services (ambulance)	388	4.5
Q5d: Rate your level of satisfaction with stormwater/drainage	470	3.4
Q5e: Rate your level of satisfaction with boat launch facilities	223	3.7
Q5f: Rate your level of satisfaction with parks and recreation facilities	420	3.7
Q5g: Rate your level of satisfaction with public beach accesses	418	3.6
Q5h: Rate your level of satisfaction with street maintenance	496	3.2
Q5i: Rate your level of satisfaction with mosquito control	477	3.2
Q5j: Rate your level of satisfaction with public transportation (Bus/ECAT)	262	3.2
Q5k: Rate your level of satisfaction with library services	378	4.0
Q5l: Rate your level of satisfaction with recreational programming	320	3.6
Q5m: Rate your level of satisfaction with County website	211	4.0
Q6: Rate your level of satisfaction with Escambia County's sheriff services	452	3.8
Q8: Rate your level of satisfaction with the County's efforts to keep citizens informed about what the County is doing?	486	3.4
Q11: Rate your level of satisfaction with the County's Building Department	181	3.8
Q12: Rate your level of satisfaction with County code enforcement	428	3.7
Q13a: Code violation rank order: Bulk trash in swale or right of way	439	2.9
Q13b: Code violation rank order: Work done without permits	419	4.3
Q13c: Code violation rank order: Overgrown lawns	434	3.7
Q13d: Code violation rank order: Junk car or boats	431	3.1
Q13e: Code violation rank order: House in disrepair (needs painting, etc.)	430	3.1
Q13g: Code violation rank order: Roaming animals	435	3.6
Q13f: Code violation rank order: Other	15	1.4
Q15: Rate your level of satisfaction with the County's preparation for and response to hurricanes	475	4.2
Q20: How satisfied are you with the overall quality of the job that the County is doing?	496	3.6

We compared the mean response value for Question 20 (“How satisfied are you with the overall quality of the job that the County is doing?”).

There are not statistically significant differences in mean response values on this question for the following groups:

- Party affiliation (Republican versus Democrat)
- House district
- Senate district
- Age
- Gender
- Length of residence in Escambia County (in years)

There are statistically significant differences in mean satisfaction level (henceforth MSL) for Q20 (overall satisfaction) for the following types of respondents:

- African American/Black respondents' MSL is 3.98
- Caucasian/White respondents' MSL is 3.56
- Residents of District 3's MSL is 3.79
- Residents of other districts' MSL is 3.56
- Renters' MSL is 3.95
- Owners' MSL is 3.54
- Households reporting less than \$74,999 have an MSL of 3.69
- Households reporting more than \$75,000 have an MSL of 3.41
- Respondents reporting educational attainment less than BA/BS have an MSL of 3.7
- Respondents reporting educational attainment of BA/BS or higher have an MSL of 3.42

In order to better understand the source of the difference in MSL for African American/Black respondents versus Caucasian/White respondents, we examined differences in other 5-point response scale questions.

African American/Black (versus Caucasian/White) respondents had significantly different MSLs on the following survey questions:

Q5a: Rate your level of satisfaction (RYLOS) with fire protection services. 4.73 (4.54)

Q5e: RYLOS with boat launch facilities. 4.33 (3.58)

Q5h: RYLOS with street maintenance. 3.49 (3.19)

Q5j: RYLOS with public transportation (Bus/ECAT). 3.55 (3.04)

Q12: RYLOS with County code enforcement. 4.06 (3.64)

Q20: How satisfied are you with the overall quality of the job that the County is doing?
3.98 (3.56)

In order to better understand the source of the difference in MSL for District 3 respondents versus Non-District 3 respondents, we examined differences in other 5-point response scale questions.

District 3 (versus Non-District 3) respondents had significantly different MSLs on the following survey questions:

Q2: How would you rate the quality of life in your neighborhood? 3.61 (4.09)

Q5a: RYLOS with fire protection services. 4.74 (4.52)

Q5b: RYLOS with streets (ease of travel by car). 3.52 (3.18)

Q5h: RYLOS with street maintenance. 3.43 (3.18)

Q20: How satisfied are you with the overall quality of the job that the County is doing? 3.81 (3.57)

In order to better understand the source of the difference in MSL for respondents reporting educational attainment less than BA/BS versus respondents reporting educational attainment of BA/BS or higher, we examined differences in other 5-point response scale questions.

Respondents reporting educational attainment less than BA/BS (versus respondents reporting educational attainment of BA/BS or higher) had significantly different MSLs on the following survey questions:

Q1: How would you RYLOS with living in Escambia County? 3.92 (3.5)

Q3: How would you rate Escambia County government in terms of responsiveness to complaints? 3.16 (2.76)

Q4: How would you rate the professionalism of Escambia County Government?
3.76 (3.53)

Q5k: RYLOS with library services? 4.1 (3.67)

Q20: How satisfied are you with the overall quality of the job that the County is doing?
3.71 (3.43)

In order to better understand the source of the difference in MSL for owners versus renters, we examined differences in other 5-point response scale questions.

Owners (versus renters) had significantly different MSLs on the following survey questions:

Q1: How would you RYLOS with living in Escambia County? 3.71 (4.11)

Q3: How would you rate Escambia County government in terms of responsiveness to complaints? 2.95 (3.43)

Q4: How would you rate the professionalism of Escambia County Government? 3.63 (3.89)

Q5a: RYLOS with fire protection services. 4.53 (4.73)

Q5b: RYLOS with streets (ease of travel by car). 3.2 (3.49)

Q5c: RYLOS with emergency medical services (ambulance). 4.44 (4.63)

Q5d: RYLOS with stormwater/drainage. 3.36 (3.72)

Q5f: RYLOS with parks and recreation facilities. 3.69 (3.97)

Q5g: RYLOS with public beach accesses. 3.55 (3.94)

Q5i: RYLOS with mosquito control. 3.11 (3.51)

Q5j: RYLOS with public transportation (Bus/ECAT). 3.04 (3.57)

Q5k: RYLOS with library services. 3.9 (4.17)

Q8: RYLOS with the County's efforts to keep citizens informed about what the County is doing. 3.29 (3.88)

Q11: RYLOS with the County's Building Department. 3.69 (4.57)

Q20: How satisfied are you with the overall quality of the job that the County is doing? 3.54 (4.03)

In order to better understand the source of the difference in MSL for middle and lower income (<\$74,999) versus higher income (>\$75,000), we examined differences in other 5-point response scale questions.

Middle and lower income (versus higher income) households had significantly different MSLs on the following survey questions:

Q1: How would you RYLOS with living in Escambia County? 3.85 (3.53)

Q2: How would you rate the quality of life in your neighborhood? 3.95 (4.21)

Q5f: RYLOS with parks and recreation facilities. 3.82 (3.58)

Q5j: RYLOS with public transportation (Bus/ECAT). 3.25 (2.83)

Q5k: RYLOS with library services. 4.01 (3.6)

Q20: How satisfied are you with the overall quality of the job that the County is doing?
3.72 (3.41)

Q1: How would you rate your level of satisfaction with living in Escambia County?

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	16	3.2	3.2
Somewhat dissatisfied	48	9.5	12.6
Neutral	144	28.5	41.1
Somewhat satisfied	146	28.9	70
Very satisfied	152	30	100
Total	506	100	
Missing	1		
Total	507		

Q2: How would you rate the quality of life in your neighborhood?

	Frequency	Valid Percent	Cumulative Percent
Very poor	14	2.8	2.8
Somewhat poor	35	6.9	9.7
Neutral	91	18	27.7
Somewhat good	175	34.7	62.4
Very good	190	37.6	100
Total	505	100	
Missing	2		
Total	507		

Q3: How would you rate Escambia County government in terms of responsiveness to complaints?

	Frequency	Valid Percent	Cumulative Percent
Very poor	49	13.1	13.1
Somewhat poor	69	18.4	31.5
Neutral	128	34.1	65.6
Somewhat good	89	23.7	89.3
Very good	40	10.7	100
Total	375	100	
Missing	132		
Total	507		

Q4: How would you rate the professionalism of Escambia County Government?

	Frequency	Valid Percent	Cumulative Percent
Very poor	14	3.2	3.2
Somewhat poor	32	7.3	10.5
Neutral	143	32.5	43
Somewhat good	151	34.3	77.3
Very good	100	22.7	100
Total	440	100	
Missing	67		
Total	507		

Q5a: Rate your level of satisfaction with fire protection services

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	3	0.7	0.7
Somewhat dissatisfied	8	1.9	2.6
Neutral	18	4.3	7
Somewhat satisfied	110	26.4	33.4
Very satisfied	277	66.6	100
Total	416	100	
Missing	91		
Total	507		

Q5b: Rate your level of satisfaction with streets (ease of travel by car)

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	38	7.7	7.7
Somewhat dissatisfied	86	17.3	25
Neutral	166	33.5	58.5
Somewhat satisfied	123	24.8	83.3
Very satisfied	83	16.7	100
Total	496	100	
Missing	11		
Total	507		

Q5c: Rate your level of satisfaction with emergency medical services (ambulance)

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	5	1.3	1.3
Somewhat dissatisfied	2	0.5	1.8
Neutral	27	7	8.8
Somewhat satisfied	119	30.7	39.4
Very satisfied	235	60.6	100
Total	388	100	
Missing	119		
Total	507		

Q5d: Rate your level of satisfaction with stormwater/drainage

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	52	11.1	11.1
Somewhat dissatisfied	58	12.3	23.4
Neutral	120	25.5	48.9
Somewhat satisfied	133	28.3	77.2
Very satisfied	107	22.8	100
Total	470	100	
Missing	37		
Total	507		

Q5e: Rate your level of satisfaction with boat launch facilities

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	23	10.3	10.3
Somewhat dissatisfied	13	5.8	16.1
Neutral	50	22.4	38.6
Somewhat satisfied	68	30.5	69.1
Very satisfied	69	30.9	100
Total	223	100	
Missing	284		
Total	507		

Q5f: Rate your level of satisfaction with parks and recreation facilities

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	16	3.8	3.8
Somewhat dissatisfied	32	7.6	11.4
Neutral	108	25.7	37.1
Somewhat satisfied	168	40	77.1
Very satisfied	96	22.9	100
Total	420	100	
Missing	87		
Total	507		

Q5g: Rate your level of satisfaction with public beach accesses

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	25	6	6
Somewhat dissatisfied	53	12.7	18.7
Neutral	98	23.4	42.1
Somewhat satisfied	126	30.1	72.2
Very satisfied	116	27.8	100
Total	418	100	
Missing	89		
Total	507		

Q5h: Rate your level of satisfaction with street maintenance

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	39	7.9	7.9
Somewhat dissatisfied	79	15.9	23.8
Neutral	167	33.7	57.5
Somewhat satisfied	149	30	87.5
Very satisfied	62	12.5	100
Total	496	100	
Missing	11		
Total	507		

Q5i: Rate your level of satisfaction with mosquito control

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	77	16.1	16.1
Somewhat dissatisfied	57	11.9	28.1
Neutral	125	26.2	54.3
Somewhat satisfied	143	30	84.3
Very satisfied	75	15.7	100
Total	477	100	
Missing	30		
Total	507		

Q5j: Rate your level of satisfaction with public transportation (Bus/ECAT)

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	35	13.4	13.4
Somewhat dissatisfied	48	18.3	31.7
Neutral	72	27.5	59.2
Somewhat satisfied	58	22.1	81.3
Very satisfied	49	18.7	100
Total	262	100	
Missing	245		
Total	507		

Q5k: Rate your level of satisfaction with library services

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	22	5.8	5.8
Somewhat dissatisfied	24	6.3	12.2
Neutral	50	13.2	25.4
Somewhat satisfied	131	34.7	60.1
Very satisfied	151	39.9	100
Total	378	100	
Missing	129		
Total	507		

Q5l: Rate your level of satisfaction with recreational programming

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	23	7.2	7.2
Somewhat dissatisfied	22	6.9	14.1
Neutral	89	27.8	41.9
Somewhat satisfied	110	34.4	76.3
Very satisfied	76	23.8	100
Total	320	100	
Missing	187		
Total	507		

Q5m: Rate your level of satisfaction with County website

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	2	0.9	0.9
Somewhat dissatisfied	12	5.7	6.6
Neutral	45	21.3	28
Somewhat satisfied	81	38.4	66.4
Very satisfied	71	33.6	100
Total	211	100	
Missing	296		
Total	507		

Q6: Rate your level of satisfaction with Escambia County's sheriff services

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	35	7.7	7.7
Somewhat dissatisfied	36	8	15.7
Neutral	82	18.1	33.8
Somewhat satisfied	153	33.8	67.7
Very satisfied	146	32.3	100
Total	452	100	
Missing	55		
Total	507		

Q7: Do you feel speeding/traffic violations are regularly enforced in Escambia?

	Frequency	Valid Percent	Cumulative Percent
No	222	45.3	45.3
Yes	268	54.7	100
Total	490	100	
Missing	17		
Total	507		

Q8: Rate your level of satisfaction with the County's efforts to keep citizens informed about what the County is doing

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	35	7.2	7.2
Somewhat dissatisfied	66	13.6	20.8
Neutral	165	34	54.7
Somewhat satisfied	134	27.6	82.3
Very satisfied	86	17.7	100
Total	486	100	
Missing	21		
Total	507		

Q9: Where do you get most of your information about Escambia County?

	Frequency	Valid Percent	Cumulative Percent
County website	24	4.7	4.7
The Commissioner's District newsletter	5	1	5.7
Word of mouth	32	6.3	12.1
Escambia Library	1	0.2	12.3
Local newspapers	211	41.7	54
Local TV/radio	216	42.7	96.6
Other	17	3.4	100
Total	506	100	
Missing	1		
Total	507		

Q10: Have you ever applied for a building permit or had a building inspected by the County's Building Department?

	Frequency	Valid Percent	Cumulative Percent
No	316	62.5	62.5
Yes	190	37.5	100
Total	506	100	
Missing	1		
Total	507		

Q11: Rate your level of satisfaction with the County's Building Department

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	13	7.2	7.2
Somewhat dissatisfied	20	11	18.2
Neutral	28	15.5	33.7
Somewhat satisfied	56	30.9	64.6
Very satisfied	64	35.4	100
Total	181	100	
Missing	326		
Total	507		

Q12: Rate your level of satisfaction with County code enforcement

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	33	7.7	7.7
Somewhat dissatisfied	36	8.4	16.1
Neutral	89	20.8	36.9
Somewhat satisfied	142	33.2	70.1
Very satisfied	128	29.9	100
Total	428	100	
Missing	79		
Total	507		

Q13a: Code violation rank order: Bulk trash in swale or right of way

Rank:	Frequency	Valid Percent	Cumulative Percent
first	129	29.4	29.4
second	82	18.7	48.1
third	69	15.7	63.8
fourth	61	13.9	77.7
fifth	45	10.3	87.9
sixth	53	12.1	100
Total	439	100	
Missing	68		
Total	507		

Q13b: Code violation rank order: Work done without permits

Rank:	Frequency	Valid Percent	Cumulative Percent
first	40	9.5	9.5
second	45	10.7	20.3
third	37	8.8	29.1
fourth	58	13.8	43
fifth	109	26	69
sixth	130	31	100
Total	419	100	
Missing	88		
Total	507		

Q13c: Code violation rank order: Overgrown lawns

Rank:	Frequency	Valid Percent	Cumulative Percent
first	28	6.5	6.5
second	76	17.5	24
third	93	21.4	45.4
fourth	90	20.7	66.1
fifth	78	18	84.1
sixth	69	15.9	100
Total	434	100	
Missing	73		
Total	507		

Q13d: Code violation rank order: Junk car or boats

Rank:	Frequency	Valid Percent	Cumulative Percent
first	73	16.9	16.9
second	90	20.9	37.8
third	106	24.6	62.4
fourth	89	20.6	83.1
fifth	47	10.9	94
sixth	26	6	100
Total	431	100	
Missing	76		
Total	507		

Q13e: Code violation rank order: House in disrepair (needs painting, etc.)

Rank:	Frequency	Valid Percent	Cumulative Percent
first	94	21.9	21.9
second	89	20.7	42.6
third	72	16.7	59.3
fourth	79	18.4	77.7
fifth	67	15.6	93.3
sixth	29	6.7	100
Total	430	100	
Missing	77		
Total	507		

Q13g: Code violation rank order: Roaming animals

Rank:	Frequency	Valid Percent	Cumulative Percent
first	98	22.5	22.5
second	54	12.4	34.9
third	54	12.4	47.4
fourth	45	10.3	57.7
fifth	71	16.3	74
sixth	113	26	100
Total	435	100	
Missing	72		
Total	507		

Q13f: Code violation rank order: Other

Rank:	Frequency	Valid Percent	Cumulative Percent
first	11	73.3	73.3
second	2	13.3	86.7
third	2	13.3	100
Total	15	100	
Missing	492		
Total	507		

Q15: Rate your level of satisfaction with the County's preparation for and response to hurricanes

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	12	2.5	2.5
Somewhat dissatisfied	10	2.1	4.6
Neutral	54	11.4	16
Somewhat satisfied	174	36.6	52.6
Very satisfied	225	47.4	100
Total	475	100	
Missing	32		
Total	507		

Q16: What do you believe is the most important challenge facing Escambia?

	Frequency	Valid Percent	Cumulative Percent
Managing growth	78	15.7	15.7
Transportation	32	6.4	22.1
Building and maintaining a sense of community	23	4.6	26.7
Attracting jobs and economic development	226	45.4	72.1
Affordable housing	89	17.9	90
Access to waterways	3	0.6	90.6
Other	47	9.4	100
Total	498	100	
Missing	9		
Total	507		

Q20: How satisfied are you with the overall quality of the job that the County is doing?

	Frequency	Valid Percent	Cumulative Percent
Very dissatisfied	8	1.6	1.6
Somewhat dissatisfied	34	6.9	8.5
Neutral	166	33.5	41.9
Somewhat satisfied	224	45.2	87.1
Very satisfied	64	12.9	100
Total	496	100	
Missing	11		
Total	507		

Q21: How many years have you lived in Escambia?

	Frequency	Valid Percent	Cumulative Percent
0 to 2 years	45	8.9	8.9
3 to 6 years	62	12.3	21.3
7 to 10 years	44	8.7	30
11 to 20 years	99	19.7	49.7
21 to 40 years	116	23.1	72.8
More than 40 years	137	27.2	100
Total	503	100	
Missing	4		
Total	507		

Q23: Do you own or rent your residence?

	Frequency	Valid Percent	Cumulative Percent
Own	416	82.1	82.1
Rent	84	16.6	98.6
Refused to answer	7	1.4	100
Total	507	100	

Q25: Which of the following age ranges do you fall into?

	Frequency	Valid Percent	Cumulative Percent
18 - 35 years	70	14.1	14.1
36 - 55 years	130	26.3	40.4
56 - 65 years	114	23	63.4
Over 65	181	36.6	100
Total	495	100	
Missing	12		
Total	507		

Q26: What is the highest degree or level of school you have completed?

	Frequency	Valid Percent	Cumulative Percent
Less than high school	44	8.7	8.7
High school diploma or GED	118	23.3	32
Some college or AA degree	180	35.5	67.5
College degree or higher	160	31.6	99
Refused to answer	5	1	100
Total	507	100	

Q27: What is your present marital status?

	Frequency	Valid Percent	Cumulative Percent
Now married	318	62.7	62.7
Divorced	50	9.9	72.6
Never married	65	12.8	85.4
Widowed	59	11.6	97
Separated	6	1.2	98.2
Don't know	1	0.2	98.4
Refused to answer	8	1.6	100
Total	507	100	

Q27a: Which of the following ethnic groups best describes your race?

	Frequency	Valid Percent	Cumulative Percent
African American/Black	58	11.4	11.4
Asian/Pacific Islander	7	1.4	12.8
Hispanic/Latino	3	0.6	13.4
Native American	13	2.6	16
Caucasian/White	399	78.7	94.7
Other	14	2.8	97.4
Don't know	2	0.4	97.8
Refused to answer	11	2.2	100
Total	507	100	

Q28: Which category best describes your total household income?

	Frequency	Valid Percent	Cumulative Percent
Under \$10,000	28	5.5	5.5
\$10,000 - \$14,999	22	4.3	9.9
\$15,000 - \$24,999	33	6.5	16.4
\$25,000 - \$34,999	60	11.9	28.3
\$35,000 - \$49,999	77	15.2	43.5
\$50,000 - \$74,999	72	14.2	57.7
\$75,000 - \$99,999	51	10.1	67.8
\$100,000 - \$149,999	35	6.9	74.7
\$150,000 - \$199,999	7	1.4	76.1
\$200,000 or more	5	1	77.1
Don't know	37	7.3	84.4
Refused to answer	79	15.6	100
Total	506	100	
Missing	1		
Total	507		

Gender

	Frequency	Valid Percent	Cumulative Percent
F	304	60	60
M	203	40	100
Total	507	100	

Escambia County Operations Survey:

Presentation of Numerical Results

December 20, 2007

Rick Harper, Ph.D. / Jeff Williams, MBA

Questions?

The logo consists of the letters 'TLG' in white, bold, sans-serif font, set against a blue rectangular background with a horizontal gradient.

marketing**research**
WE LISTEN, YOU BENEFIT™