



# Pensacola Mayoral Leadership Benchmark Survey

March 2010





## Methodology:

- Telephone Survey Research
- March 19 - 25 2010
- Randomly chosen voter records cross-matched with telephone listings in the subject jurisdiction
- Registered voter in subject county and Voting Frequency (both self-reported)
- Data collection monitored; tabulation, and analysis performed in-house by Barcelo& Company staff.
- Local sample:  $n=449$
- Standard Deviation:  $\pm 4.6\%$  Overall with a 95% confidence factor

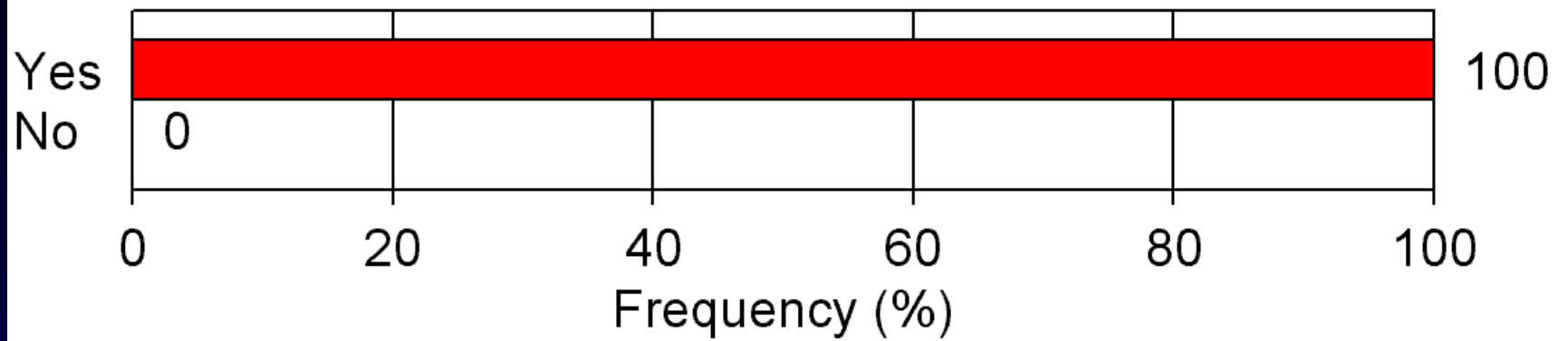


# Issue Items



## Are you registered to vote in Pensacola?

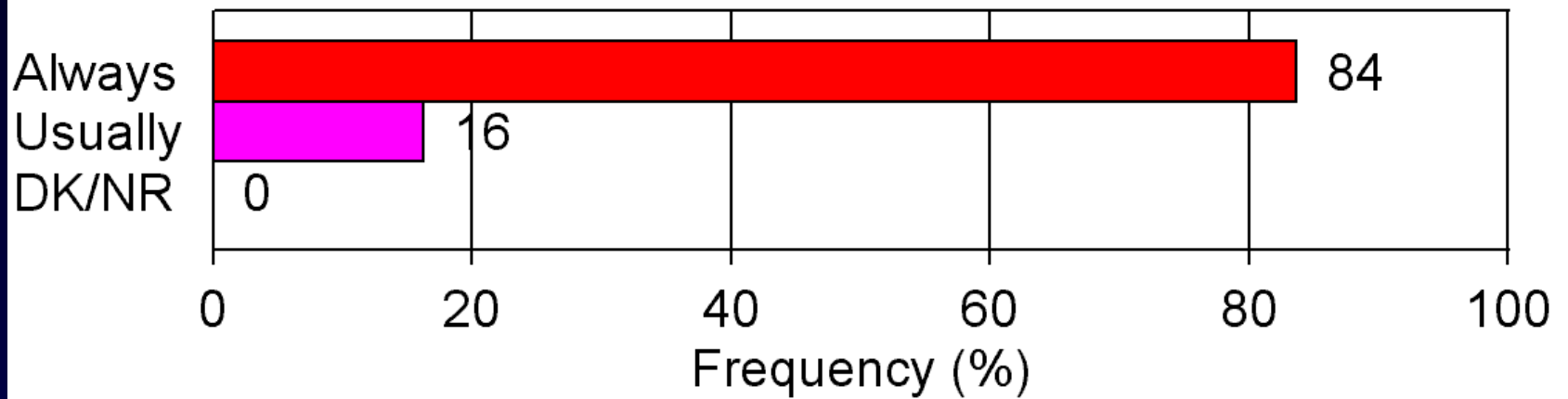
Registered vote Pensacola





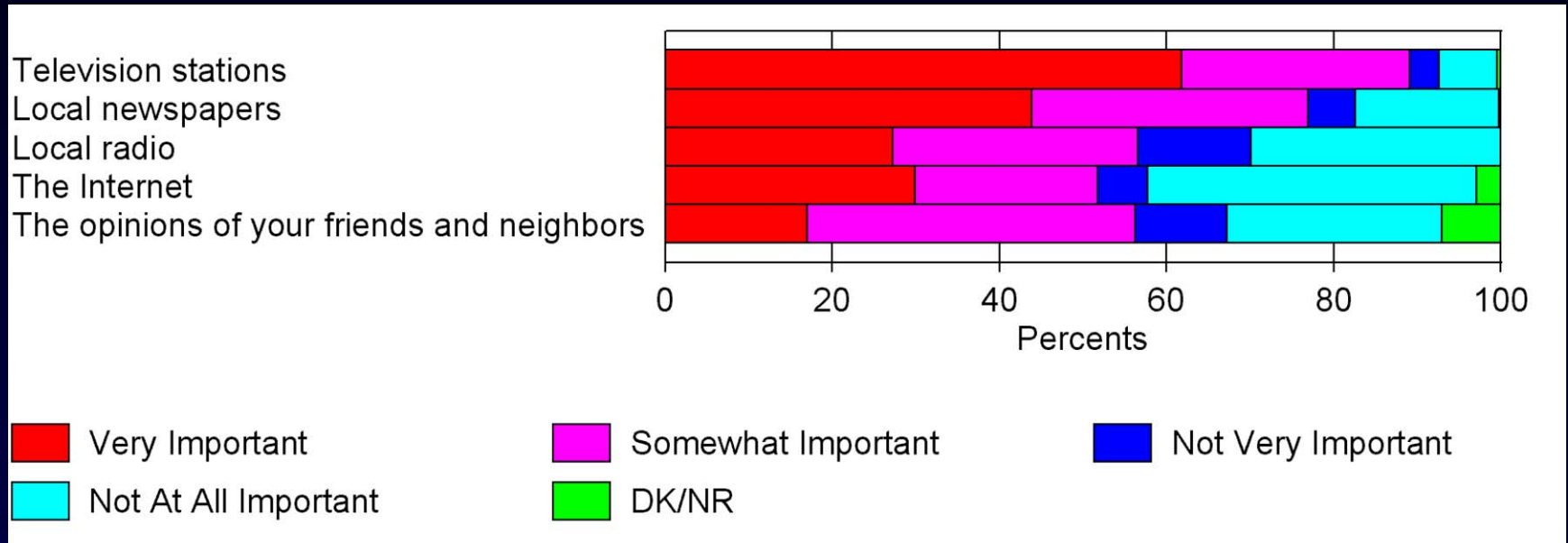
Are you the kind of voter who always votes, usually votes, sometimes votes, or rarely or never votes?

### Voting Frequency





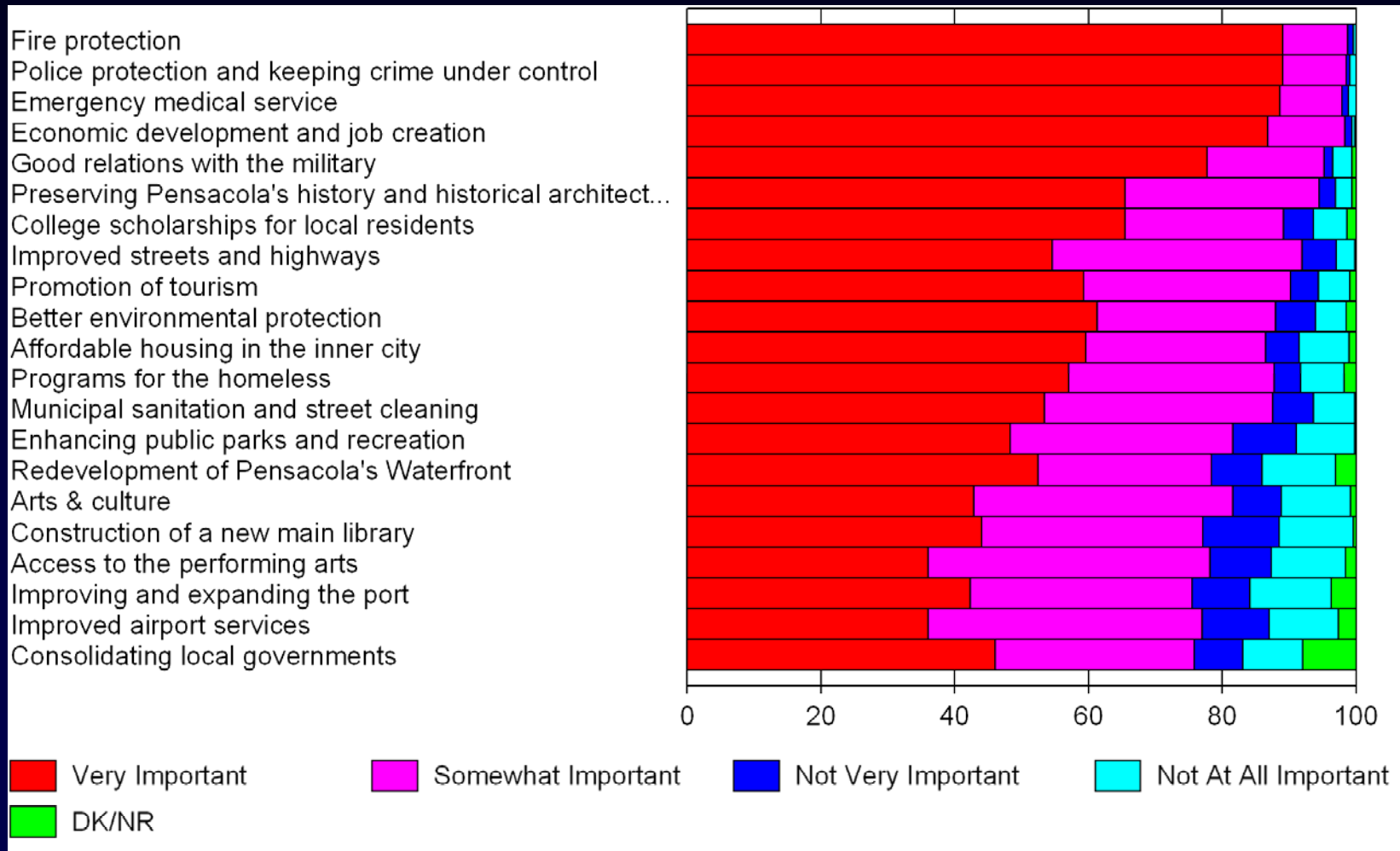
## How would you rank each of the following in importance in getting news on local issues in Pensacola?



Sources of Local News	Very Important	Somewhat Important	Not Very Important	Not At All Important	DK/NR
Television stations	62%	27%	4%	7%	0%
Local newspapers	44%	33%	6%	17%	0%
Local radio	27%	29%	14%	30%	0%
The Internet	30%	22%	6%	39%	3%
The opinions of your friends and neighbors	17%	39%	11%	26%	7%



Later this year the City of Pensacola will have important local elections. I'd like to read you a list of issues many people feel Pensacola will be facing and have you tell me how important that issue is to you. For each, please tell me whether to you the issue very important, somewhat important, not very important, or not at all important.





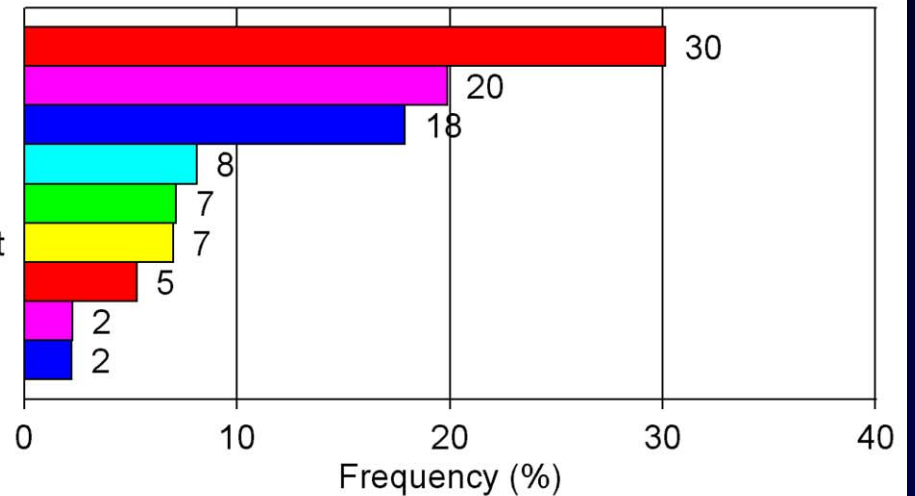
	Very Important	Somewhat Important	Not Very Important	Not At All Important	DK/NR
Fire protection	89%	10%	1%	0%	0%
Police protection and keeping crime under control	89%	10%	1%	1%	0%
Emergency medical service	89%	9%	1%	1%	0%
Economic development and job creation	87%	12%	1%	0%	0%
Good relations with the military	78%	17%	1%	3%	1%
Preserving Pensacola's history and historical architecture	65%	29%	2%	2%	1%
College scholarships for local residents	65%	24%	4%	5%	1%
Improved streets and highways	55%	37%	5%	3%	0%
Promotion of tourism	59%	31%	4%	5%	1%
Better environmental protection	61%	27%	6%	5%	1%
Affordable housing in the inner city	60%	27%	5%	7%	1%
Programs for the homeless	57%	31%	4%	7%	2%
Municipal sanitation and street cleaning	53%	34%	6%	6%	0%
Enhancing public parks and recreation	48%	33%	10%	9%	0%
Redevelopment of Pensacola's Waterfront	52%	26%	8%	11%	3%
Arts & culture	43%	39%	7%	10%	1%
Construction of a new main library	44%	33%	11%	11%	0%
Access to the performing arts	36%	42%	9%	11%	2%
Improving and expanding the port	42%	33%	9%	12%	4%
Improved airport services	36%	41%	10%	10%	3%
Consolidating local governments	46%	30%	7%	9%	8%



**As you know, later this year Pensacola will elect its first Mayor in a "strong Mayor" form of government. In your own words, what is the most important thing for the new Mayor to accomplish?**

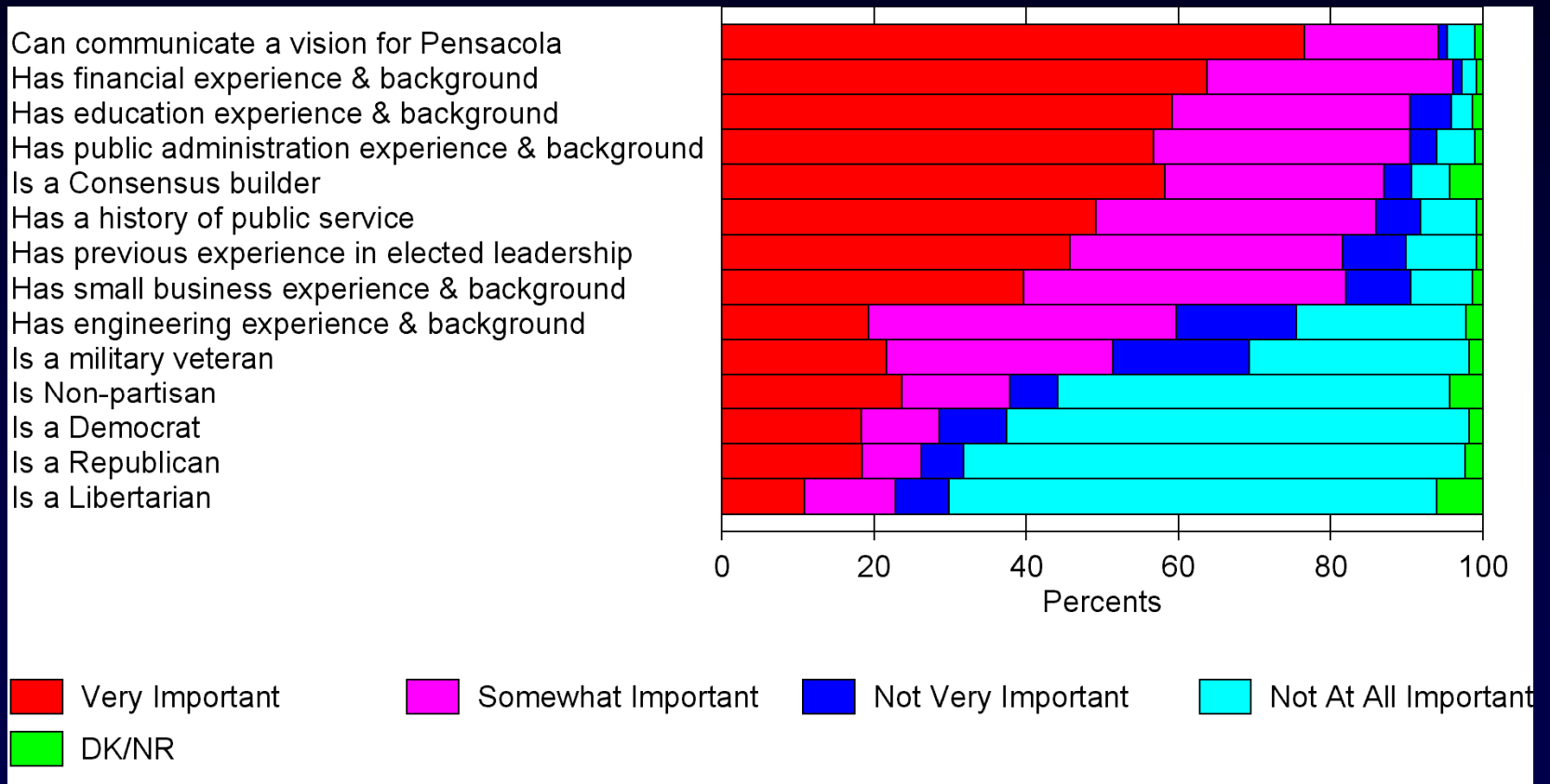
PC Most important thing for the new Mayor

- Economy, jobs
- Don't know, no response
- Leadership, relation w/ city council, Vision
- Work of the people, not special interests
- Public safety, services
- City development, waterfront project, parks, environment
- Efficiency, spend less, lower taxes
- Consolidation
- Other





I'd like to read you a list of qualities the next Mayor of Pensacola might have. I'd like to read you a list of personal qualities and have you tell me how important that quality would be for you in considering voting for the next Mayor. For each, please tell me whether to you the quality is very important, somewhat important, not very important, or not at all important.



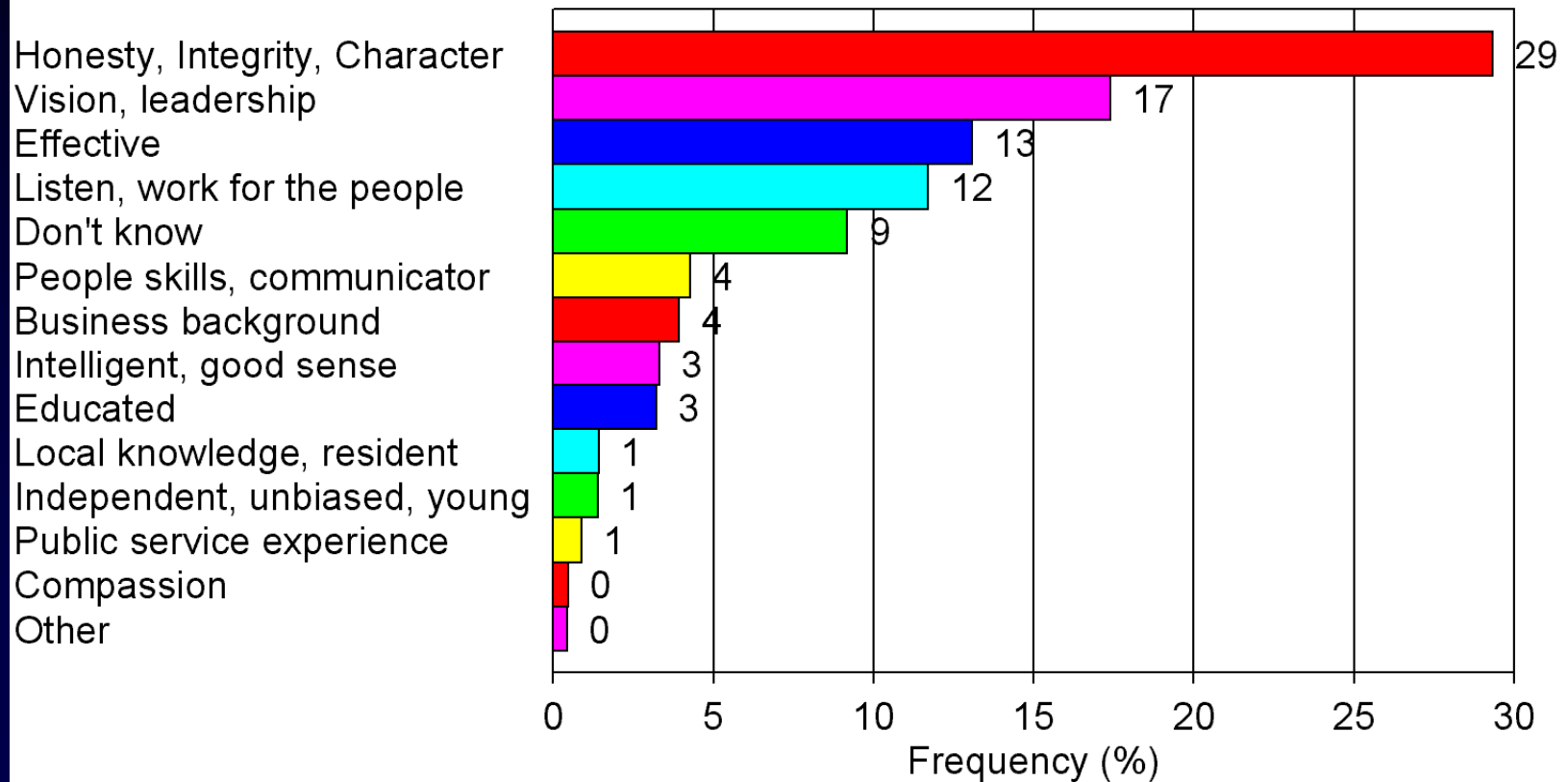


	Very Important	Somewhat Important	Not Very Important	Not At All Important	DK/NR
Can communicate a vision for Pensacola	77%	18%	1%	4%	1%
Has financial experience & background	64%	32%	1%	2%	1%
Has education experience & background	59%	31%	5%	3%	1%
Has public administration experience & background	57%	34%	3%	5%	1%
Is a Consensus builder	58%	29%	4%	5%	4%
Has a history of public service	49%	37%	6%	7%	1%
Has previous experience in elected leadership	46%	36%	8%	9%	1%
Has small business experience & background	40%	42%	9%	8%	1%
Has engineering experience & background	19%	40%	16%	22%	2%
Is a military veteran	22%	30%	18%	29%	2%
Is Non-partisan	24%	14%	6%	51%	4%
Is a Democrat	18%	10%	9%	61%	2%
Is a Republican	18%	8%	6%	66%	2%
Is a Libertarian	11%	12%	7%	64%	6%



## In your own words, what is the most important quality for the new Mayor to have?

Most important quality for the new Mayor PC



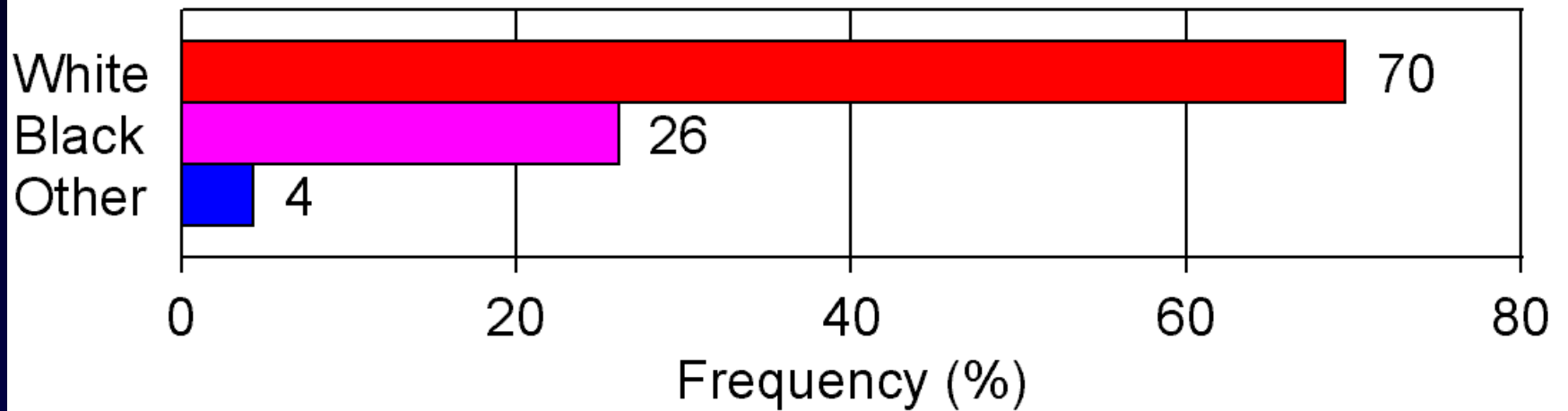


# Demographic Items



## What is your racial background?

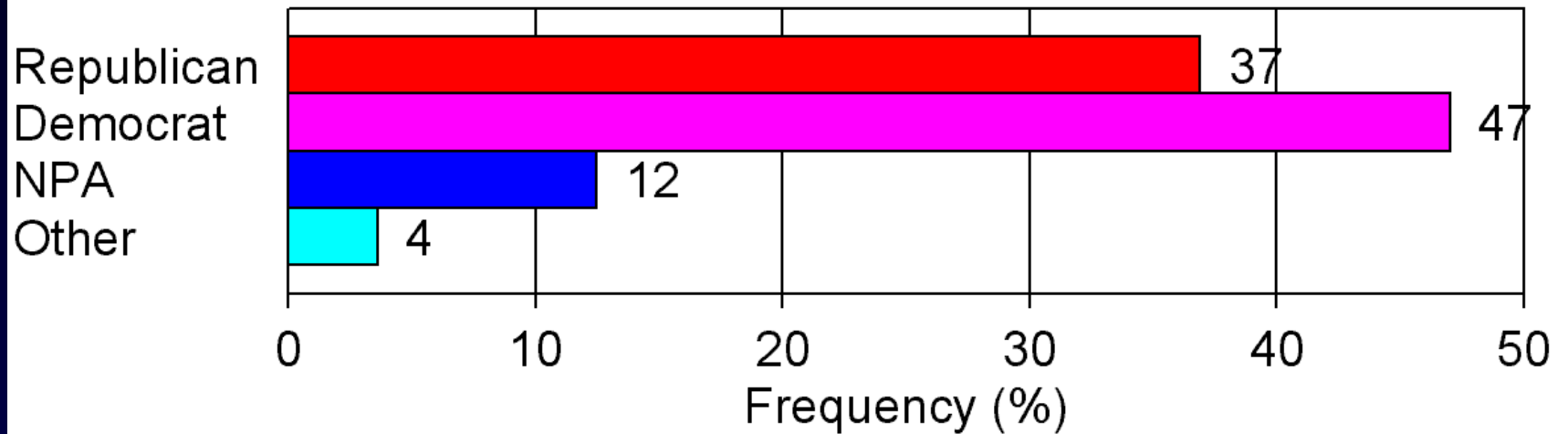
Race





In the official election records, are you registered to vote as a Republican, a Democrat, with No party, or with some other party?

### Party Registration

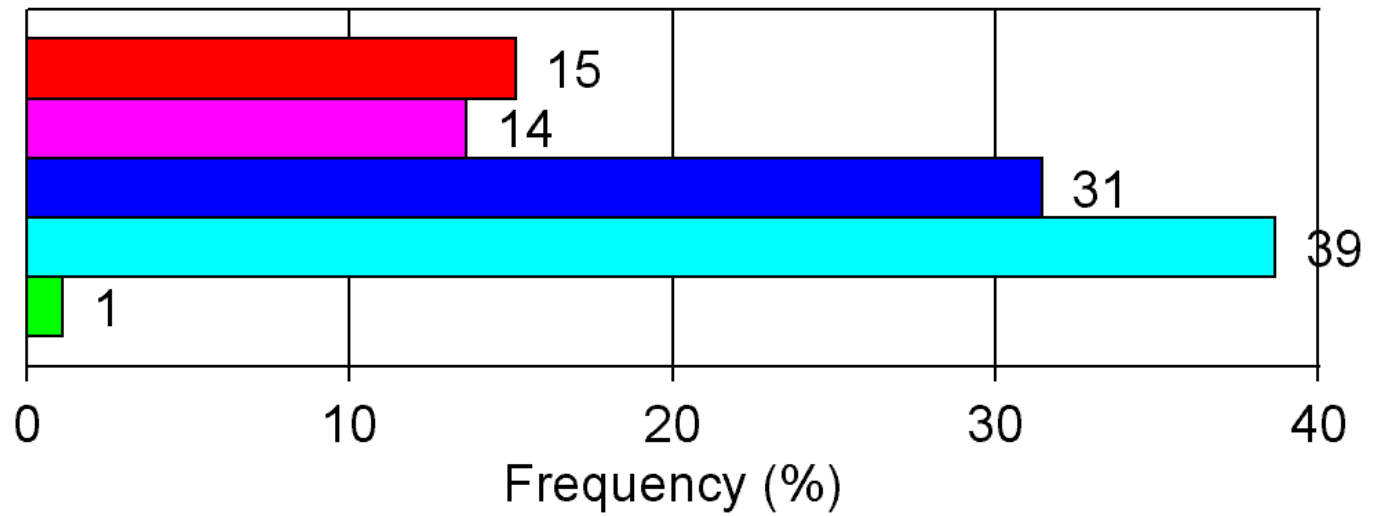




## What is your age?

Age

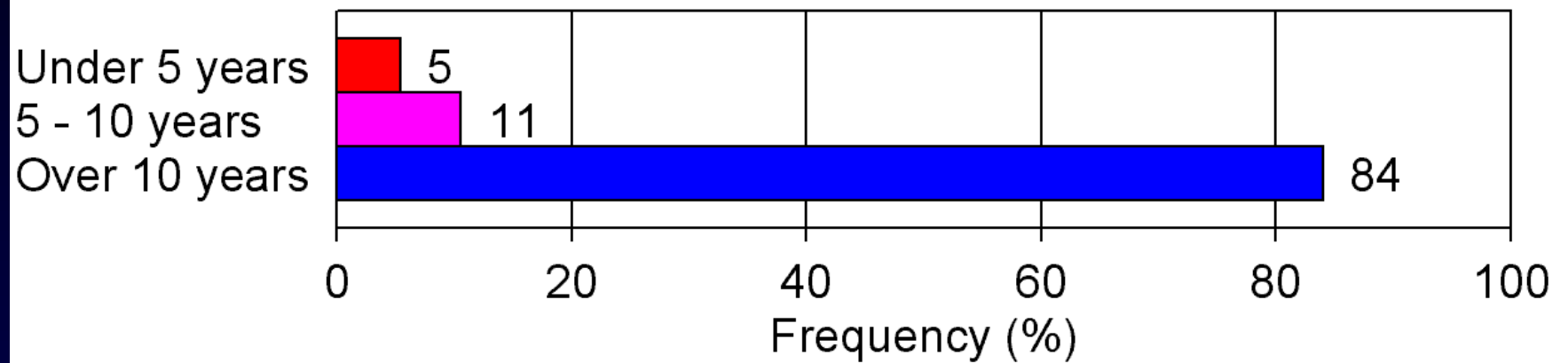
40 and Under  
41 - 50  
51 - 65  
Over 65  
DK/NR





## How long have you lived in Pensacola?

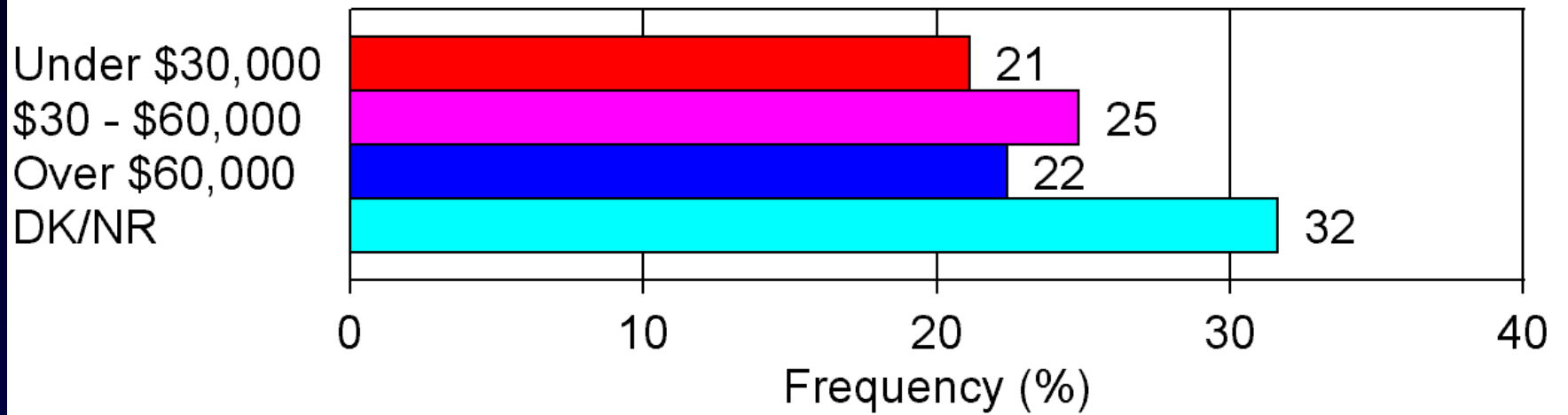
### Duration in Pensacola





## Is your total household income ...

### Household Income





(Record from observation:)

