

Okaloosa County Citizen Satisfaction Survey 2009

Data Analysis

Prepared for delivery by researchers at

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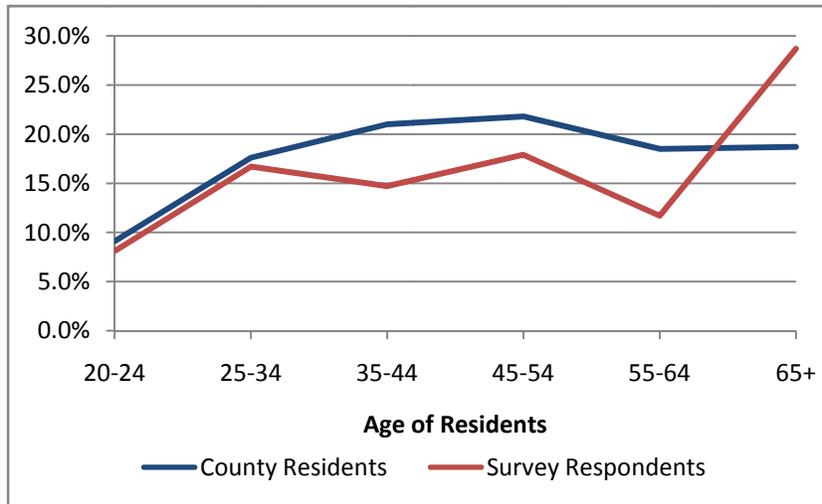
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The analysis presented in this document outlines the demographics of the Okaloosa County citizens who took part in the survey, then discusses their reactions to particular county services as well as the county as a whole. This document highlights only some of the many questions posed to the respondents. A comprehensive list of questions, along with the citizen responses, can be found in the Okaloosa County Survey documentation provided by TLG Marketing Research and the Haas Center. Most of the county services that respondents considered to be very important also ranked highly in terms of performance. Two services did not rank as highly in performance as they did in importance. Overall, however, survey respondents exhibit high levels of satisfaction with specific services as well as the county.

Demographics of Survey Respondents and County Residents

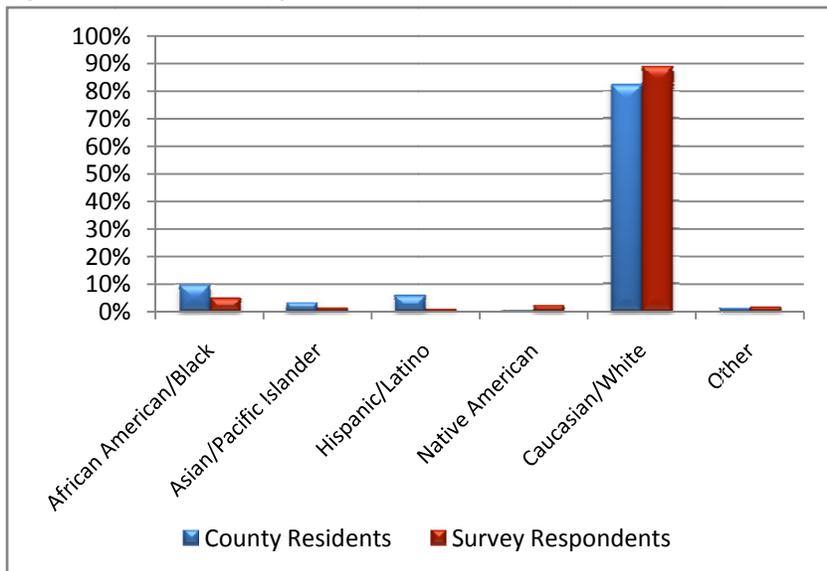
Figure 1: Age¹



In Figure 1, the blue line represents the Census Bureau’s estimates of the percentage of the population that fall within particular age categories. For example, approximately 22% of the population of Okaloosa County is between 35 and 44 years of age. The red line represents the age of the survey respondents. Looking again at those between ages 35 and 44, we see that a bit less

than 15% of those surveyed fall into that age category. However, while those that are 65 and older represent approximately 18% of the population, they represent nearly 30% of survey respondents. The red line below the blue line represents an undersampling of those groups, while the red line above the blue line represents an oversampling of those age groups. Ages 35-64 were the most undersampled groups, while those over 65 were the most oversampled.

Figure 2: Race/Ethnicity²



The red bars in Figure 2 represent the race or ethnicity of the survey respondents, while the blue bars represent the race or ethnicity of the population of Okaloosa County. The survey respondents were overwhelmingly Caucasian/White, and the survey undersampled other racial groups.

¹ The survey respondents who refused to answer this question (1.4%) were dropped from the data presented in this figure.

² The survey respondents who refused to answer this question (2.3%) were dropped from the data presented in this figure.

Figure 3: Gender³

Figure 3 compares the gender of the Okaloosa County population with the gender of the survey respondents. We see here an oversampling of female respondents, and an undersampling of male respondents.

Figure 4 displays the annual household incomes of survey respondents and all county residents. We see an oversampling of those making between \$25,000 and \$49,999, and an undersampling of those making between \$50,000 and \$74,999.

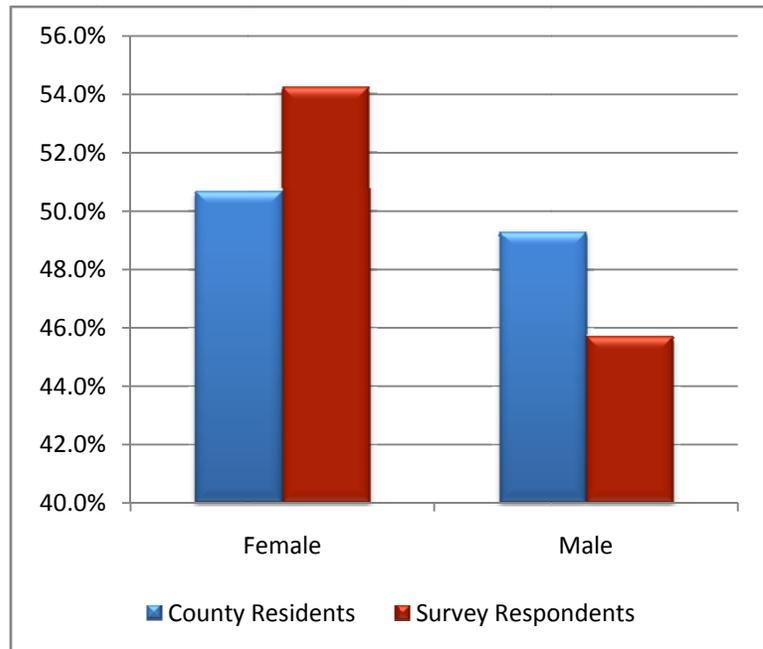
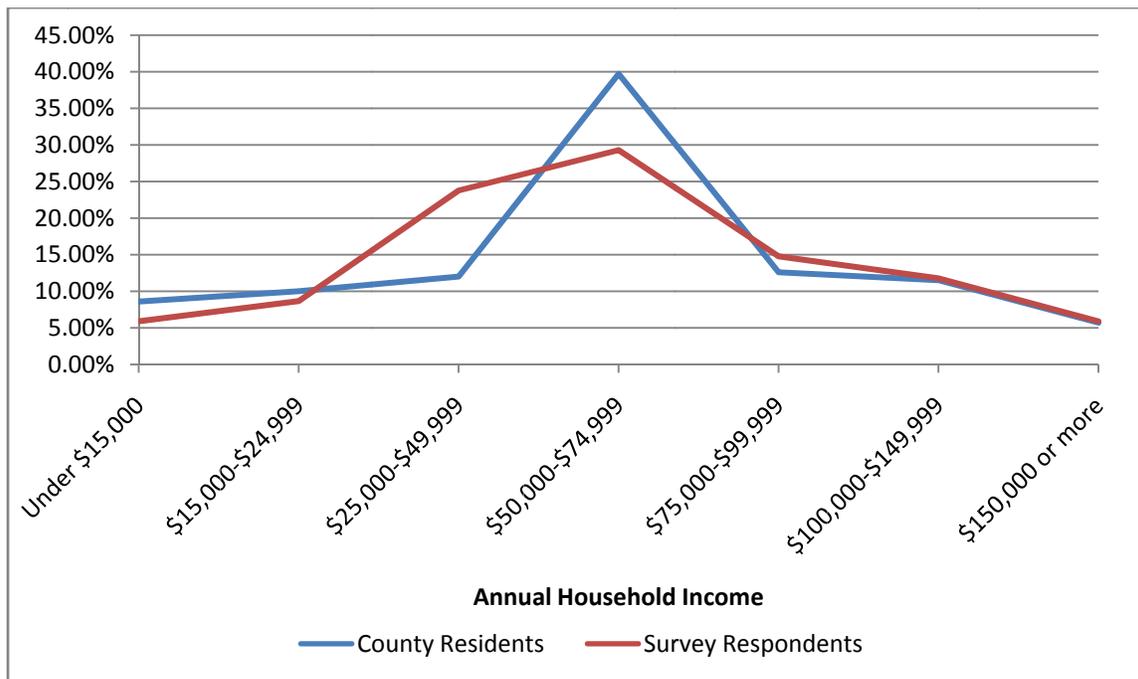


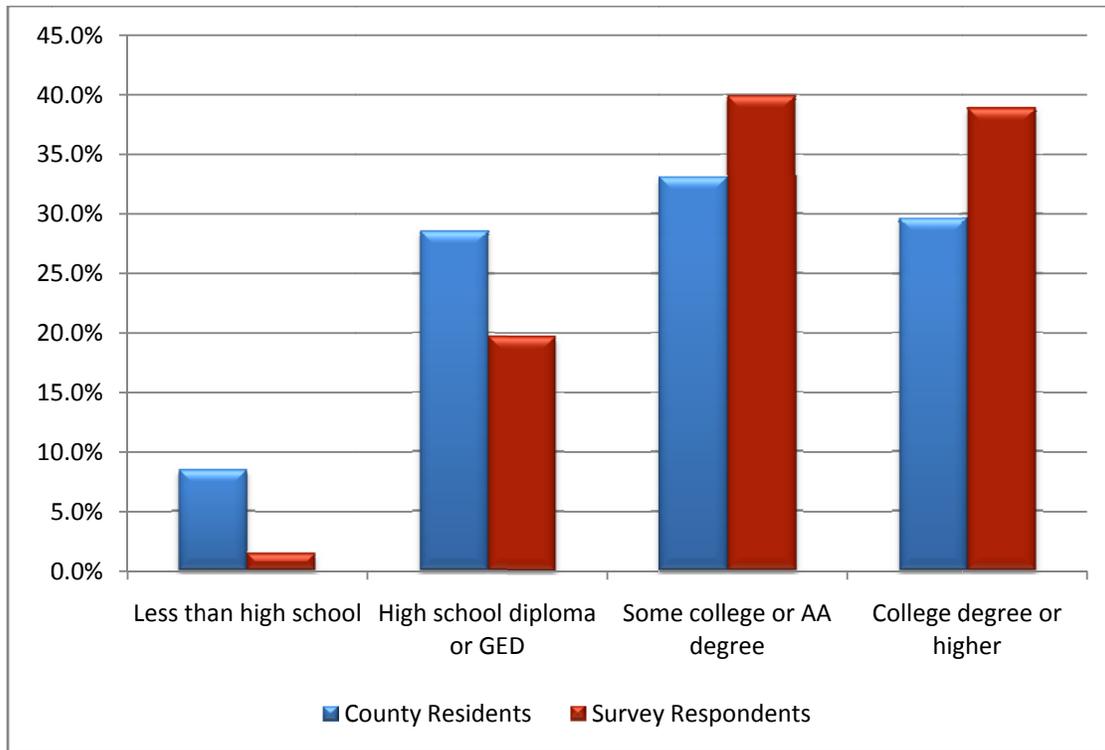
Figure 4: Annual Household Income⁴



³ The survey respondents who refused to answer this question (1.9%) were dropped from the data presented in this figure.

⁴ The survey respondents who did not know (3.3%) or refused to answer this question (13.5%) were dropped from the data presented in this figure.

Figure 5: Highest Level of Education Attained⁵



Finally, Figure 5 displays the educational attainment of all county residents compared with those who were surveyed. Those surveyed are more educated than the general population, with nearly 80% having at least some college, while approximately 63% of the county’s population has at least some college. Those with some high school or a high school diploma only were undersampled.

⁵ The survey respondents who did not know (0.2%) or refused to answer this question (1.9%) were dropped from the data presented in this figure.

County Services Ranked by Importance, Performance, and Willingness to Pay Additional Taxes

We asked respondents to rank nineteen county services by importance, performance, and their willingness to pay additional taxes for the services. For importance, respondents were asked to rank the service on a scale of 1 to 5, with 5 being “very important,” and 1 being “not at all important.” Performance was measured as citizen satisfaction on a scale of 1 to 5 where 5 is “excellent” and 1 is “poor.” For willingness to have the county levy additional taxes, respondents were asked to rank the service on a scale of 1 to 5 with 5 being “very willing” and 1 being “not at all willing.” Tables 1, 2, and 3 on the following pages display the overall mean, or average, response to these questions.

The services with the highest mean ranking for willingness to pay additional taxes are the same five services that respondents consider to be the most important. These services, in order of importance, are Ambulances/Emergency Medical Services, Emergency Management Services and Disaster Preparedness, Law Enforcement/Jail, Roads and Bridges, and Veterans’ Services. Happily, three of these 5 services are listed in the top five for performance. Ambulances/Emergency Medical Services is the number one performing county service, and Emergency Management Services and Disaster Preparedness is number two. Law Enforcement/Jail is the fifth highest performing service. This indicates that survey respondents feel that these services are very important and they are currently performing well.

On the other hand, two of the services in the top five for importance and taxes are ranked fairly low in performance. Veterans’ Services, which ranks fifth in importance and third in willingness to pay additional taxes is ranked eleventh in overall performance. Roads and Bridges, which ranks fourth in importance and fourth in willingness to pay additional taxes ranks near the bottom of the list for performance at fourteenth out of nineteen services.

Importantly, the mean response for willingness to pay taxes is fairly low. While citizens have expressed more willingness to pay taxes for some services than others, the highest ranking on the 1 to 5 scale is 3, meaning the citizens are fairly neutral toward raising taxes in that area. A score of less than 3 indicates that the respondent is somewhat unwilling to pay increased taxes for services. So, according to Table 3, survey respondents are neutral toward paying additional taxes only for Emergency Management Services and Disaster Preparedness. They are somewhat unwilling to pay additional taxes for the other services listed in the top five, and their willingness decreases for all additional services listed.

Table 1: Mean Respondent Ranking of County Services by Performance

Service	Performance	Importance	Taxes
Ambulances/Emergency Medical Services	4.5	4.8	2.8
Emergency Management Services & Disaster Preparedness	4.2	4.5	3.0
Libraries	4.2	4.1	2.6
Beach Safety Unit	4.1	3.9	2.4
Law Enforcement/Jail	4	4.5	2.9
Parks	4	4.2	2.6
Extension Services	3.9	3.6	2.0
Animal Control	3.8	3.8	2.1
Information Systems	3.8	3.8	2.1
Public Health Services	3.8	4.1	2.6
Veterans' Services	3.8	4.3	2.9
Mosquito Control	3.7	4.2	2.5
Public Assistance	3.7	3.8	2.4
Roads & Bridges	3.7	4.4	2.8
Storm Water & Flood Management	3.7	4.2	2.7
Code Enforcement	3.5	3.8	2.2
Museums	3.5	3.5	2.2
Public Transportation	3.3	3.5	2.3
Building, Planning & Zoning	3.2	3.8	2.2

Table 2: Mean Respondent Ranking of County Services by Importance

Service	Performance	Importance	Taxes
Ambulances/Emergency Medical Services	4.5	4.8	2.8
Emergency Management Services & Disaster Preparedness	4.2	4.5	3.0
Law Enforcement/Jail	4	4.5	2.9
Roads & Bridges	3.7	4.4	2.8
Veterans' Services	3.8	4.3	2.9
Parks	4	4.2	2.6
Mosquito Control	3.7	4.2	2.5
Storm Water & Flood Management	3.7	4.2	2.7
Libraries	4.2	4.1	2.6
Public Health Services	3.8	4.1	2.6
Beach Safety Unit	4.1	3.9	2.4
Animal Control	3.8	3.8	2.1
Information Systems	3.8	3.8	2.1
Public Assistance	3.7	3.8	2.4
Code Enforcement	3.5	3.8	2.2
Building, Planning & Zoning	3.2	3.8	2.2
Extension Services	3.9	3.6	2.0
Museums	3.5	3.5	2.2
Public Transportation	3.3	3.5	2.3

Table 3: Mean Respondent Ranking of County Services by Willingness to Pay Additional Taxes

Service	Performance	Importance	Taxes
Emergency Management Services & Disaster Preparedness	4.2	4.5	3.0
Law Enforcement/Jail	4	4.5	2.9
Veterans' Services	3.8	4.3	2.9
Ambulances/Emergency Medical Services	4.5	4.8	2.8
Roads & Bridges	3.7	4.4	2.8
Storm Water & Flood Management	3.7	4.2	2.7
Parks	4	4.2	2.6
Libraries	4.2	4.1	2.6
Public Health Services	3.8	4.1	2.6
Mosquito Control	3.7	4.2	2.5
Beach Safety Unit	4.1	3.9	2.4
Public Assistance	3.7	3.8	2.4
Public Transportation	3.3	3.5	2.3
Code Enforcement	3.5	3.8	2.2
Building, Planning & Zoning	3.2	3.8	2.2
Museums	3.5	3.5	2.2
Animal Control	3.8	3.8	2.1
Information Systems	3.8	3.8	2.1
Extension Services	3.9	3.6	2.0

Most Important Challenge Facing the County

Table 4: Which of the following do you believe is the most important challenge facing Okaloosa?

Challenge	Response Rate
Attracting Jobs & Economic Development	33.8%
Managing Growth	20.9%
Good Relations with the Military	18.8%
Affordable Housing	9.4%
Other	8.0%
Improving Transportation	7.7%
Promoting Tourism	1.4%

The largest percentage of survey respondents feel that attracting jobs and economic development to the area is the greatest challenge facing Okaloosa County. Managing growth and good relations with the military are second and third, respectively. These three issues

combine to account for 73.5% of the responses. Affordable housing, transportation, tourism, and other challenges were also chosen, but by a much smaller percentage of those surveyed. Thirty-four respondents chose “Other.” Of those, 7 said all of the above choices are important, and 6 believed roads or traffic issues were the most important issues facing the county.

Overall Satisfaction with the County

Table 5: How satisfied are you with the overall quality of the job that the County is doing?

Satisfaction Level	Response Rate
Very Satisfied	17.2%
Somewhat Satisfied	49.8%
Neutral	27.1%
Somewhat Dissatisfied	5.2%
Very Dissatisfied	0.7%

Overall, the vast majority of those surveyed are satisfied with the quality of the job the County is doing. Of the 430 respondents, 284, or 67%, are very satisfied or somewhat satisfied. On the other hand, only 3 respondents chose “very dissatisfied,” and 22 chose “dissatisfied.” Only 5.9% of the respondents are dissatisfied with the County’s performance.

Generally, citizen satisfaction with the county and its services is quite high. While there is some room for improvement in specific areas of county service, the mean performance scores are high. In fact, none of the mean responses related to performance ranked a service as unsatisfactory.