



Resident Satisfaction Survey

City of Pensacola

October 19, 2022



Haas Center

UNIVERSITY *of* WEST FLORIDA

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About Us

The UWF Haas Center supports the region and the state with workforce and survey research, economic impact modeling, and industrial innovation. We partner with UWF students, faculty, and external experts to deliver optimal results to our customers. We tell stories centered around economic data and human experience.

We are known for the breadth and depth of our data resources and have been for 28 years. We provide textured, meaningful analysis to an array of customers from the public and non-profit sectors to private industry, including manufacturing.

An immersive public manufacturing laboratory, Sea3D in Pensacola's Historic District, showcases what is possible when creative minds intersect with industry leaders in additive and advanced manufacturing.

To learn more about our services, please visit our website: haas.uwf.edu

Executive Summary

The City of Pensacola services 45,121 residents in key areas, such as Public Safety, Infrastructure, and Neighborhood Services, as well as areas of growth and economic development. As part of an on-going effort to evaluate residents' satisfaction with City services, as well as the City's mission to become a "City of Excellence," the University of West Florida's Haas Center administered the City of Pensacola Resident Satisfaction survey. The survey consists of various questions allowing residents to rate the City in these key areas of service.

Haas Center researchers provided analyses at both the city and district levels. This included cross-tabulations of the survey results, which we have included in Appendix A. This year's survey ran from August 1, 2022 – September 9, 2022, with 1,434 recorded responses and 1,133 weighted completions. The survey received less responses than in 2021, however this year's survey period was only half as long as the previous year.

Key Takeaways:

- Regarding public safety, participating residents voiced the most concern over crime reduction and traffic safety.
- Neighborhood sidewalks and roadway safety had the most participants that agreed it had improved, however neighborhood sidewalks also had the most participants that disagreed that it had improved.
- Fifty-four percent of responding residents agreed, strongly agreed, or were neutral/unsure that preservation of historical culture improved over the past year.
- Eighty-two percent of respondents were either satisfied or neutral/unsure with the ease of obtaining information regarding City services.
- Only 10 percent of participants found the Mayor's Bulk Cleanup efforts to be ineffective.
- Participating residents were least satisfied with housing market affordability and most satisfied with public access to waterfront.
- Community safety is the top priority for responding residents, followed by housing and infrastructure.
- More than half of respondents are satisfied with the City of Pensacola's handling of COVID-19.

The survey allows residents to rate City departments, with which they have interacted over the last year, on customer service and responsiveness. City Parking and the Port of Pensacola were added to this year's evaluation. The airport, Pensacola Fire Department, and Pensacola Police Department services ranked higher in responsiveness and customer service than any other units offered by the City. We also continued to monitor the City's handling of COVID-19 and the effectiveness of the Mayor's Bulk Cleanup Program.

Sampling Procedures

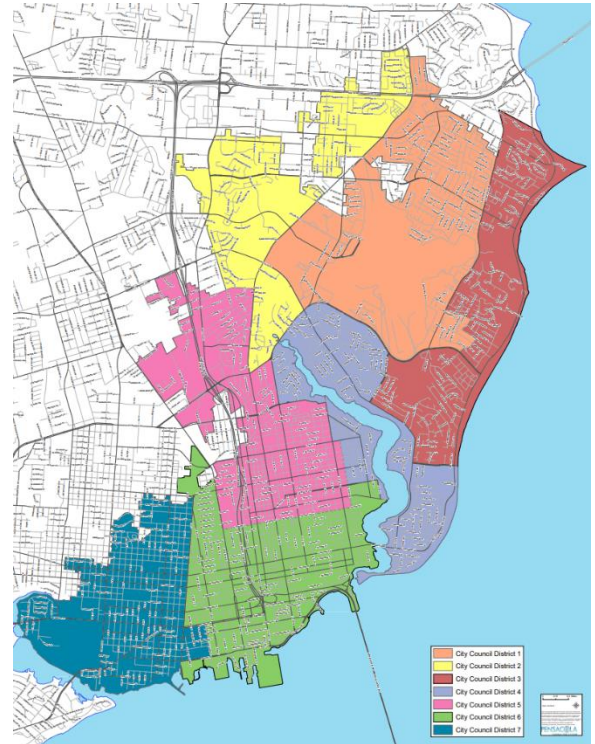
Survey participation was restricted to residents living within the city limits of Pensacola who were at least 18 years of age. This year the survey was open to residents for six weeks, whereas it was open for 12 weeks in 2021, four weeks in 2020, and eight weeks in 2019. Social media campaigns from the Haas Center and the City of Pensacola promoted the survey. The City provided a list of addresses within the city limits, and we mailed 20,345 postcards with the link to the survey, as well as a QR code that allowed residents to scan and take the survey. Mayor Robinson also promoted the survey during his weekly press conference and during his radio interview for Pensacola Morning News with Andrew McKay. Using publicly available voter registration records, emails were sent to 2,757 residents. A phone number was also provided, allowing residents to call and participate in the survey over the phone with a Haas Center staff member.



Survey Sample Representation

Figure A: City of Pensacola Districts
Source: City of Pensacola

The City of Pensacola is home to 37,625 adult residents. The city is divided into seven council districts, as shown on the map in **Figure A**. Surveyed residents provided their district number in order to better understand which areas of the city are experiencing these perceived strengths, as well as areas of opportunity.



The Haas Center used Easy Analytic Software, Inc. (EASI) Demographics to collect demographic data by Block groups representing those seven districts. These demographic representations are broken down by district in **Table 1**, with comparable survey statistics. Out of the seven districts, the survey captured the most responses from Districts 4 and 6. District 1 had the least number of responses.

Table 1: Demographics by District

Source: EASI Demographics and UWF Haas Center

Population	District 1	District 2	District 3	District 4	District 5	District 6	District 7
Adult Population	2,842	1,191	7,109	6,306	7,325	6,054	6,798
Percent of Adult Population by District	7.6%	3.2%	18.9%	16.8%	19.5%	16.1%	18.1%
Population Age 25+	2,609	1,062	6,524	5,745	6,709	5,469	6,133
Total Households	1,444	761	3,802	3,588	3,939	3,334	3,693
Race							
White	80%	76%	85%	89%	44%	49%	33%
Black	10%	12%	7%	4%	51%	46%	58%
American Indian or Alaska Native	2%	1%	1%	1%	1%	1%	2%
Asian, Hawaiian/Other Pacific Islander	5%	7%	4%	4%	2%	2%	4%
Some Other Race	1%	2%	1%	0%	0%	0%	1%
Two or More Races	2%	2%	2%	2%	2%	2%	2%
Ethnicity							
Hispanic	4%	4%	4%	3%	3%	3%	4%
Not Hispanic or Latino	96%	96%	96%	97%	97%	97%	96%
Gender Identity							
Male	50%	45%	48%	47%	46%	50%	48%
Female	50%	55%	52%	53%	54%	50%	52%
Economic Background							
Average Household Income	\$106,837	\$92,133	\$124,505	\$107,645	\$91,590	\$128,474	\$51,307
Median Household Income	\$99,546	\$65,893	\$91,387	\$81,250	\$64,356	\$48,226	\$41,273
Per Capita Income	\$45,493	\$53,440	\$57,305	\$50,354	\$42,499	\$41,446	\$24,164
Number of Respondents	79.6	136.7	133.5	208.7	119.8	247	132.1
Survey Sample Representation	7.0%	12.1%	11.8%	18.4%	10.6%	21.8%	11.7%

Key Findings

Our team asked Pensacola residents to consider several categories regarding City services. Participants were asked if they strongly agreed, agreed, strongly disagreed, disagreed, or felt neutral/uncertain that categories within public safety had improved within the last year. **Figure B** summarizes residential opinions on public safety in these key areas. Participants were most content with neighborhood safety, with 29 percent either strongly agreeing or agreeing. However, half of participants disagreed or strongly disagreed that crime reduction had improved over the last year. It is worth noting that almost one-third of respondents were neutral or unsure in all categories, with the exception of enforcement of building and property codes. In this category, 40 percent of responses were neutral or unsure.

Figure B: When thinking about public safety in the city, how strongly do you agree or disagree with the following statements? Over the past year the City of Pensacola has improved:

Source: UWF Haas Center

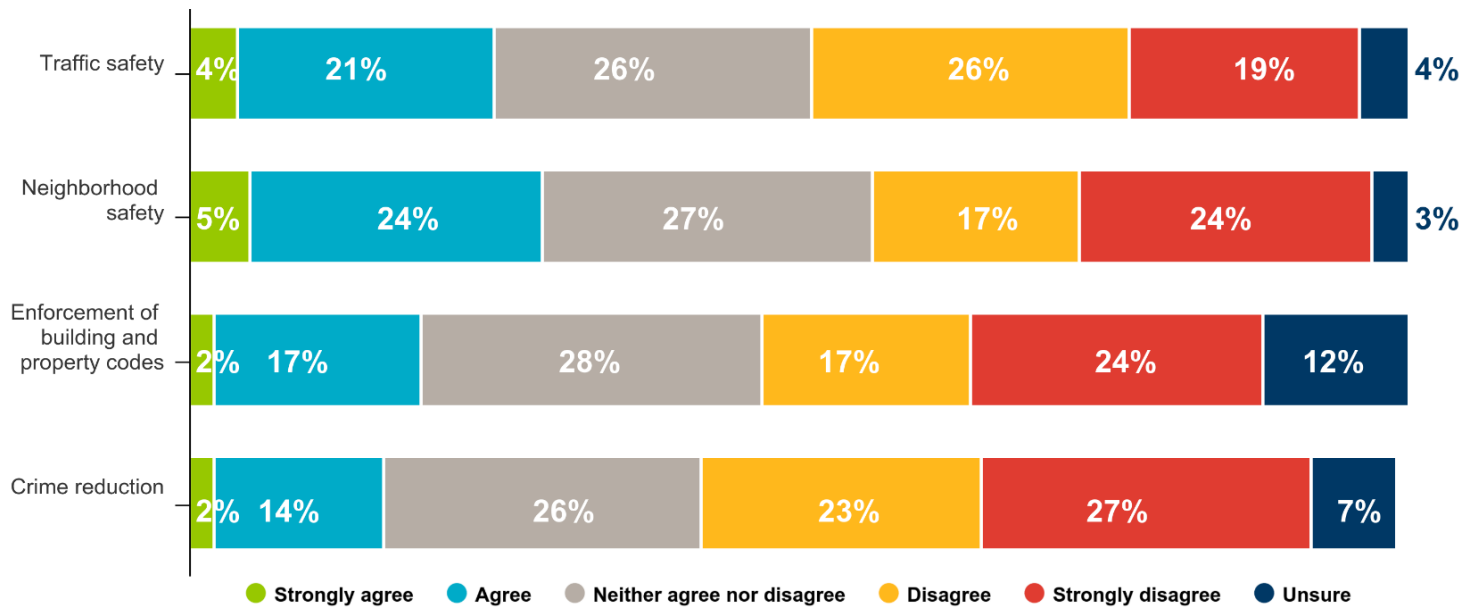


Table 2: Improvement in Public Safety Annual Comparison, 2019 – 2022

Source: UWF Haas Center

Category	Agree or Strongly Agree				Neutral / Unsure				Disagree or Strongly Disagree			
	2019	2020	2021	2022	2019	2020	2021	2022	2019	2020	2021	2022
Traffic Safety	32%	35%	27%	25%	36%	38%	31%	30%	33%	28%	42%	45%
Neighborhood Safety	40%	37%	26%	29%	38%	40%	29%	30%	22%	24%	45%	41%
Enforcement of building and property codes	33%	28%	20%	19%	47%	52%	38%	40%	20%	20%	41%	41%
Crime Reduction	27%	24%	18%	16%	27%	40%	28%	33%	37%	37%	54%	50%

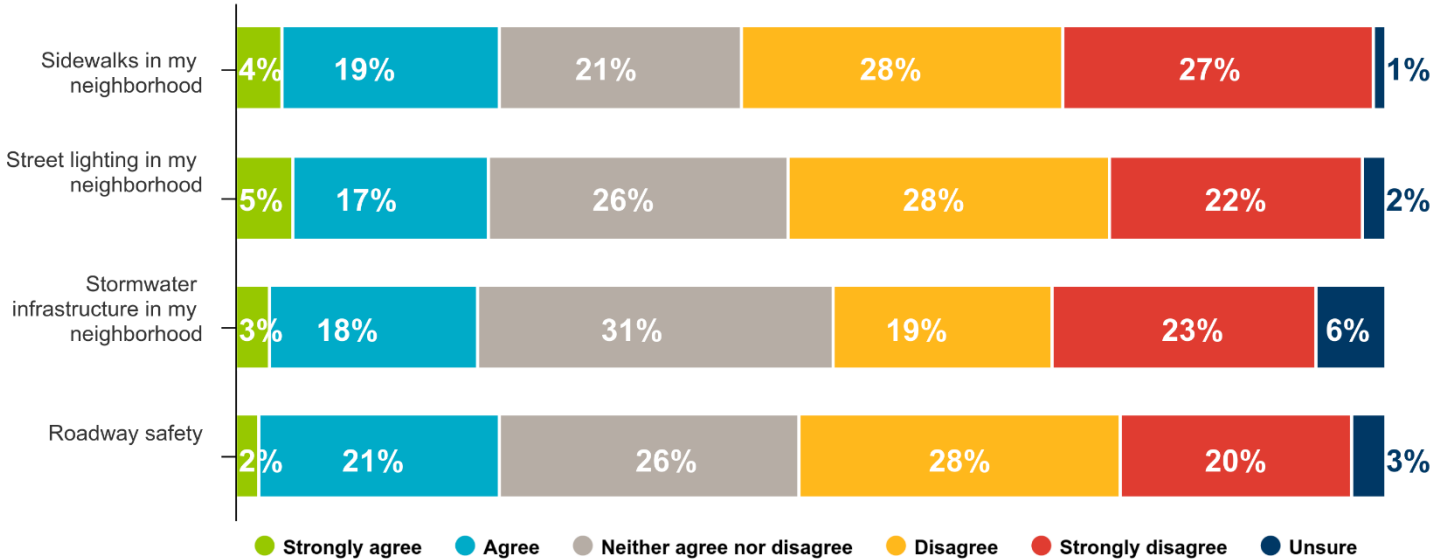
When comparing current results to those from previous years, we grouped together agree/strongly agree, neutral/unsure, and disagree/strongly disagree. The following sections highlight opinions over time in relation to the particular topic.

Table 2 shows the annual comparison of public safety categories from 2019 to 2022. Yearly responses indicate a decrease in satisfaction, as many respondents felt the City did not improve key areas of public safety from 2020 to 2021, with the downward trend continuing into 2022. Encouragingly, participants did feel neighborhood safety improved from 2021 to 2022, and only traffic safety saw an increase in dissatisfied participants from 2021.



Figure C: When thinking about the City's infrastructure, how strongly do you agree or disagree with the following statements? Over the past year, the City of Pensacola has improved:

Source: UWF Haas Center



With Pensacola’s coastal location, and the increasing uncertainty in weather patterns, improving city infrastructure is an important priority for residents. **Figure C** depicts the 2022 responses to all areas involved in City infrastructure. Participants indicated most frequently that they saw improvement in sidewalks and roadway safety. However, 55 percent disagreed or strongly disagreed that sidewalks had improved, and half disagreed or strongly disagreed that improvements were made to street lighting in their neighborhood.

Table 3: Improvement in City Infrastructure, 2019 – 2022

Source: UWF Haas Center

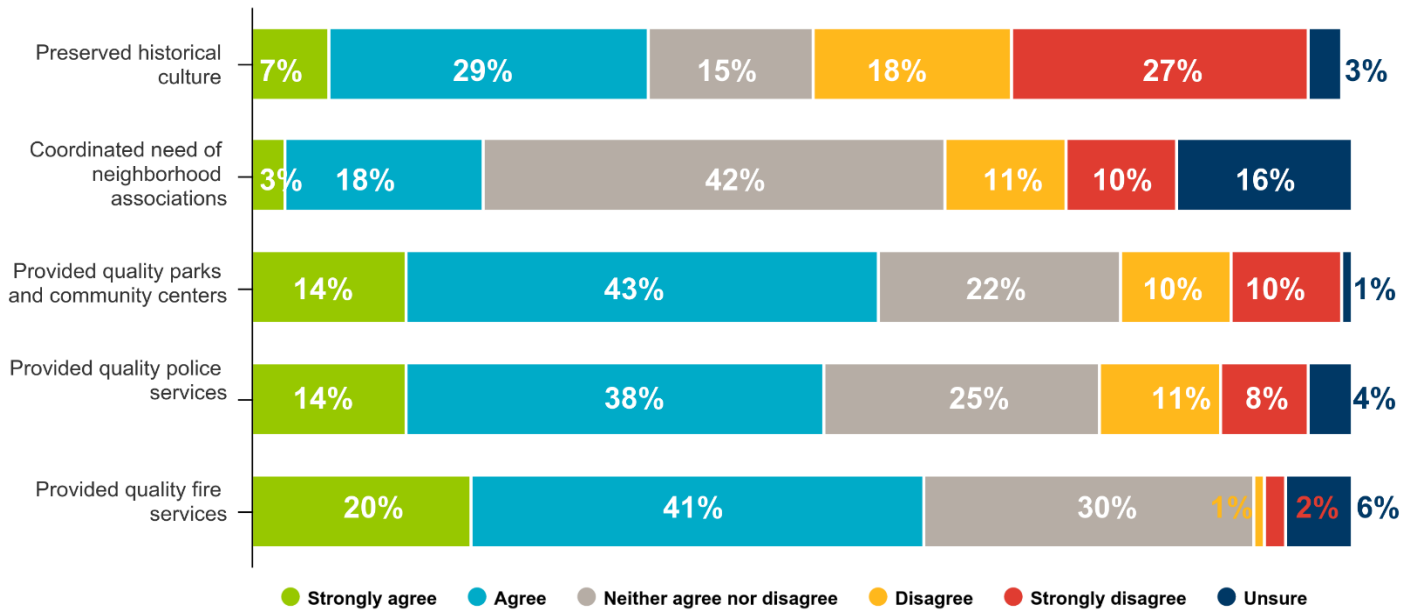
Category	Agree or Strongly Agree				Neutral / Unsure				Disagree or Strongly Disagree			
	2019	2020	2021	2022	2019	2020	2021	2022	2019	2020	2021	2022
Sidewalks in my neighborhood	35%	31%	23%	23%	22%	25%	24%	22%	43%	44%	54%	55%
Street lighting in my neighborhood	26%	27%	21%	22%	30%	33%	27%	28%	44%	40%	53%	50%
Stormwater infrastructure in my neighborhood	30%	35%	26%	21%	34%	35%	27%	37%	36%	30%	47%	42%
Roadway safety	25%	30%	23%	23%	35%	36%	24%	29%	40%	34%	53%	48%

Table 3 shows the annual comparison of city infrastructure categories from 2019 – 2022. Opinions on the city’s street lighting improved from 2021 to 2022 by one percentage point. However, other infrastructure related questions stayed about the same except for stormwater infrastructure, which declined in satisfaction. When considering ratings from participants regarding stormwater infrastructure, it is worth noting that while the percentage of participants that agreed or strongly agreed declined, so did the percentage of participants that disagreed or strongly disagreed. In fact, with the exception of sidewalks, the percentage of participants that disagreed or strongly disagreed declined in all categories.



Figure D: When thinking about your neighborhood, how strongly do you agree or disagree with the following statements? Over the past year, the City of Pensacola has:

Source: UWF Haas Center



When asked to consider their neighborhoods, respondents identified quality fire services, parks and community centers, and police services as key areas of satisfaction. Over half of respondents agreed or strongly agreed that the City had improved in these areas, as shown in **Figure D**. In fact, the percent of respondents that agreed or strongly agreed increased or remained the same in every neighborhood category. Quality fire services topped the category, as 61 percent of participants agreed or strongly agreed that fire services had improved, and only 3 percent of participants disagreed or strongly disagreed. Fifty-four percent of respondents agreed, strongly agreed, or were neutral/unsure that the City had improved in the area of preserved historical culture, however, this was a 2 percentage point decrease from 2021.

Table 4: Improvements in Neighborhood Categories, 2019 – 2022

UWF Source: UWF Haas Center

Category	Agree or Strongly Agree				Neutral / Unsure				Disagree or Strongly Disagree			
	2019	2020	2021	2022	2019	2020	2021	2022	2019	2020	2021	2022
Preserved historical culture (tree & building preservation)	49%	35%	31%	36%	32%	37%	21%	18%	19%	29%	47%	45%
Coordinated need of neighborhood associations	28%	37%	18%	21%	49%	40%	61%	58%	23%	23%	21%	21%
Provided quality parks & community centers	64%	65%	57%	57%	17%	19%	28%	23%	19%	16%	15%	20%
Provided quality police services	56%	58%	52%	52%	28%	25%	34%	29%	16%	17%	14%	19%
Provided quality fire services	72%	69%	60%	61%	24%	27%	36%	36%	4%	4%	4%	3%

Table 4 shows the annual comparison of improvement in neighborhoods from 2019 to 2022. Fifty-seven percent of participants in 2021 and 2022 agreed or strongly agreed that the City of Pensacola has provided quality parks and community centers to residents. Neighborhood categories of preserved historical culture, coordinated needs of neighborhood associations, and fire services all improved since last year, while parks and community centers and police services maintained their level of satisfaction.

The majority of participants rated the Mayor’s monthly bulk cleanup efforts as highly effective. For reporting purposes, highly effective includes extremely and very effective responses, and somewhat effective includes moderately and slightly effective responses. As shown in Figure E, 80 percent of respondents rated the Mayor’s Monthly Bulk Cleanup as somewhat or highly effective. However, satisfaction is down slightly from 83 percent in 2021.

Figure E: Mayor's Bulk Cleanup

Source: UWF Haas Center

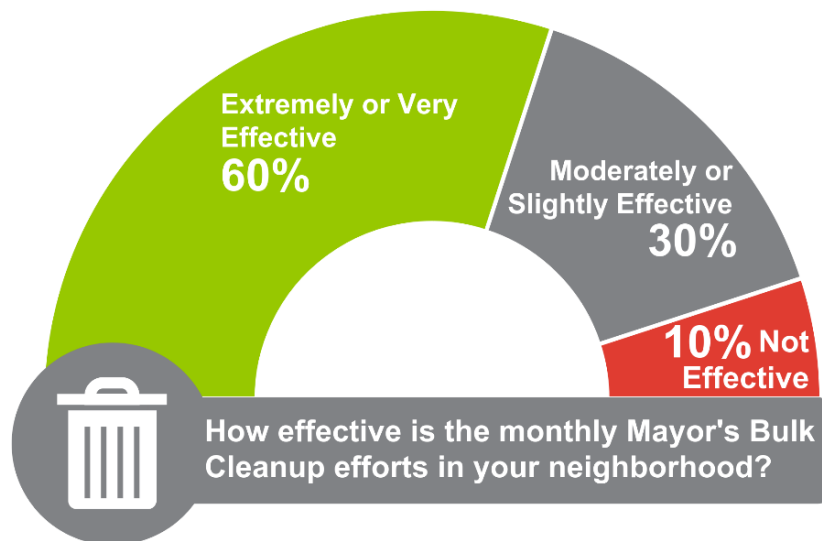
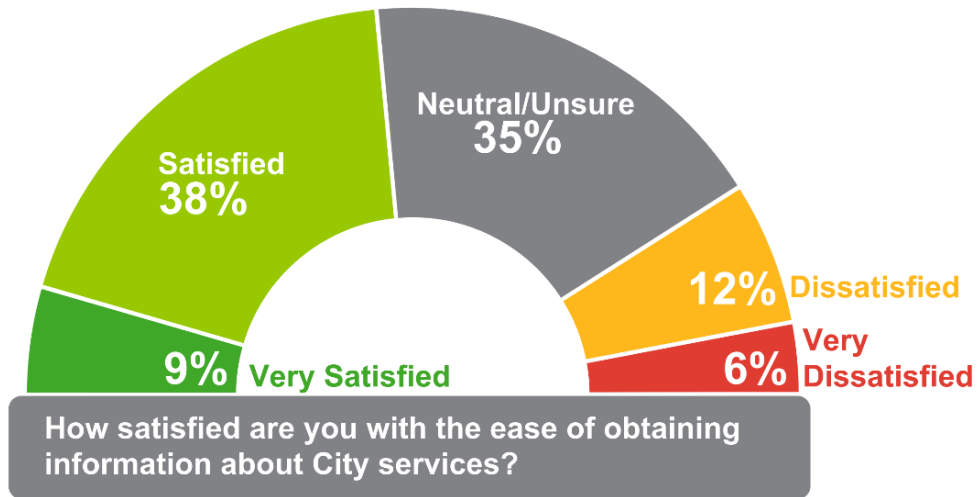


Figure F: How satisfied are you with the ease of obtaining information about City services?

Source: UWF Haas Center



As shown in **Figure F**, 82 percent of participants were either very satisfied, satisfied, or neutral/unsure with the ease of obtaining information regarding City services. However, 18 percent of respondents were either dissatisfied or very dissatisfied. **Table 5** shows that while satisfaction only decreased by 1 percentage point from 2021 to 2022, dissatisfaction increased by 5 percentage points. Roughly, one-third of participants remain neutral or unsure concerning the ease of obtaining information about City services.

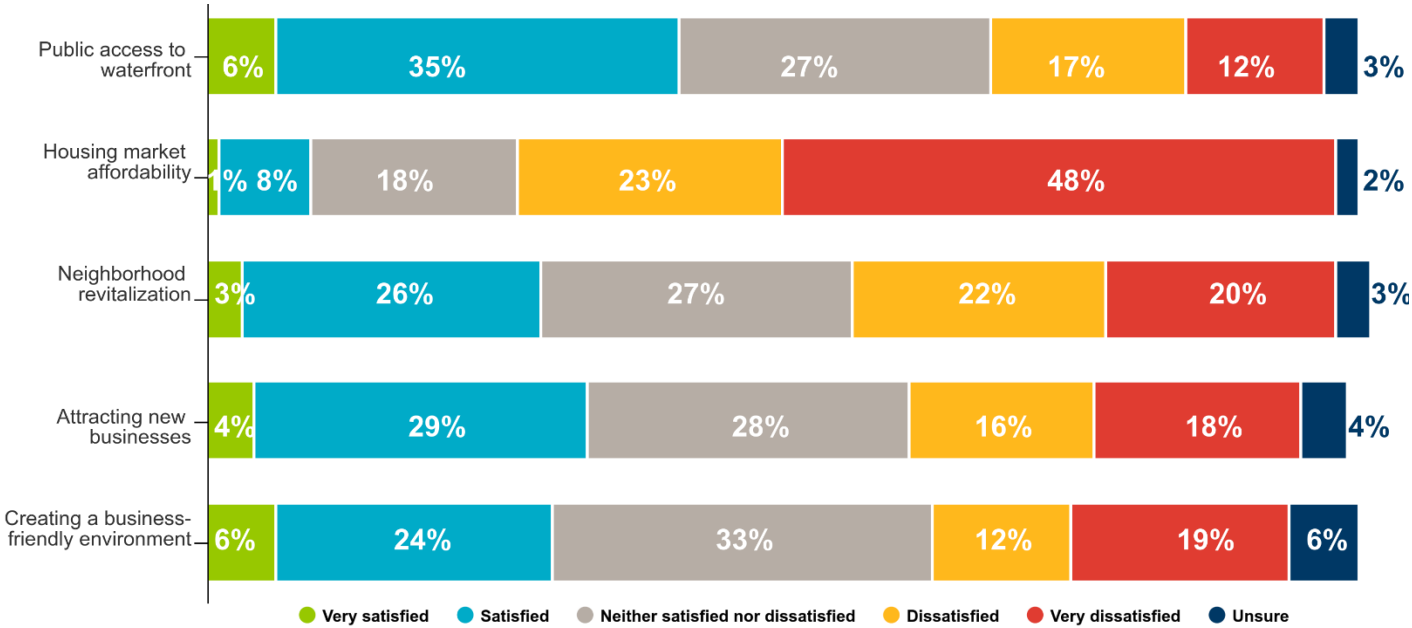
Table 5: Improvement in obtaining information about City Services, 2019 – 2022

Source: UWF Haas Center

	2019	2020	2021	2022
Satisfied	55%	57%	48%	47%
Neutral/Unsure	32%	27%	38%	35%
Dissatisfied	13%	17%	13%	18%

Figure G: When thinking about the City of Pensacola's economic development efforts over the past year, how satisfied are you with...?

Source: UWF Haas Center



Economic development in Pensacola brings new business to the area, invites tourism, and encourages growth within the community. However, when thinking about their satisfaction with attracting new businesses and creating a business friendly environment, 32 percent and 39 percent, respectively, of respondents are neutral or unsure. **Figure G** shows that participants were most concerned about housing market affordability in Pensacola, with 71 percent of participants being dissatisfied; however, this is an economic concern across the entire nation. Respondents were most satisfied with public access to waterfront, with 41 percent being either satisfied or very satisfied.

Table 6: Economic Development Annual Comparison, 2019 – 2022
 Source: UWF Haas Center

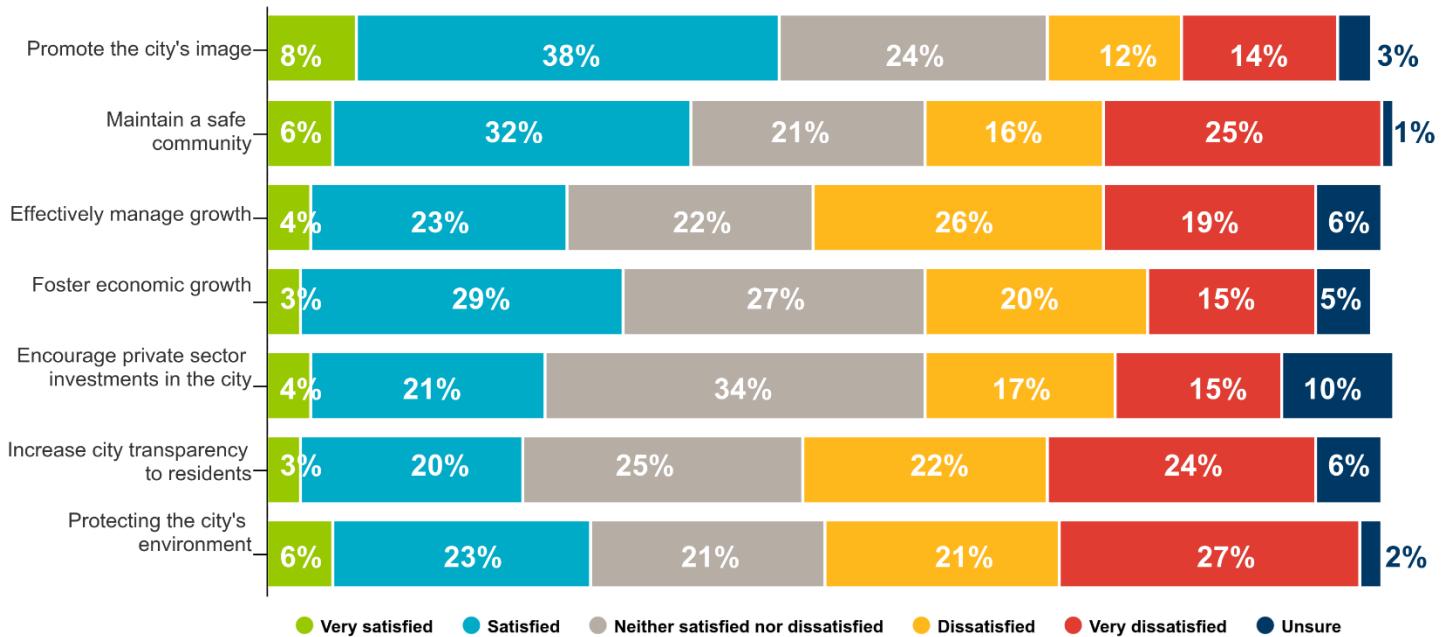
Category	Agree or Strongly Agree				Neutral / Unsure				Disagree or Strongly Disagree			
	2019	2020	2021	2022	2019	2020	2021	2022	2019	2020	2021	2022
Public access to waterfront	59%	54%	39%	41%	21%	26%	31%	30%	20%	20%	29%	29%
Housing market affordability	27%	32%	14%	9%	28%	32%	22%	20%	45%	36%	64%	71%
Neighborhood revitalization	42%	38%	27%	29%	29%	34%	29%	30%	29%	28%	44%	42%
Attracting new businesses	51%	42%	33%	33%	27%	32%	33%	32%	22%	26%	34%	34%
Creating a business-friendly environment	52%	45%	32%	29%	32%	34%	38%	39%	16%	21%	30%	31%

Table 6 outlines the economic development sector and the public opinions on those projects as responses are compared to prior survey results. Public access to waterfront and neighborhood revitalization had increased resident satisfaction from 2021 to 2022, with both categories increasing by 2 percentage points each. Satisfaction with attracting new business remained consistent from 2021 to 2022 at 33 percent. Dissatisfaction decreased or remained the same in every category, with the exception of housing market affordability, which saw a 7 percentage point increase since 2021.



Figure H: Please rate the City of Pensacola's performance in the following key categories. Over the past year, how satisfied were you with the city's efforts to:

Source: UWF Haas Center



When considering the City of Pensacola’s performance, participants rated their satisfaction in key categories. **Figure H** shows that 46 percent of respondents were satisfied or very satisfied with efforts to promote the city’s image, and 38 percent were satisfied or very satisfied with efforts to maintain a safe community. However, 48 percent of residents were dissatisfied with the City’s efforts toward protecting the environment – despite a 2 percentage point increase in general satisfaction since 2021. This was followed closely by 46 percent of participants in 2021 and 2022 that reported being dissatisfied or very dissatisfied with efforts to increase city transparency to residents. Forty-four percent of participants in 2021 and 2022 were neutral or unsure regarding their satisfaction with efforts to encourage private investments in the city.

Table 7: Key Categories Annual Comparison, 2019 – 2022

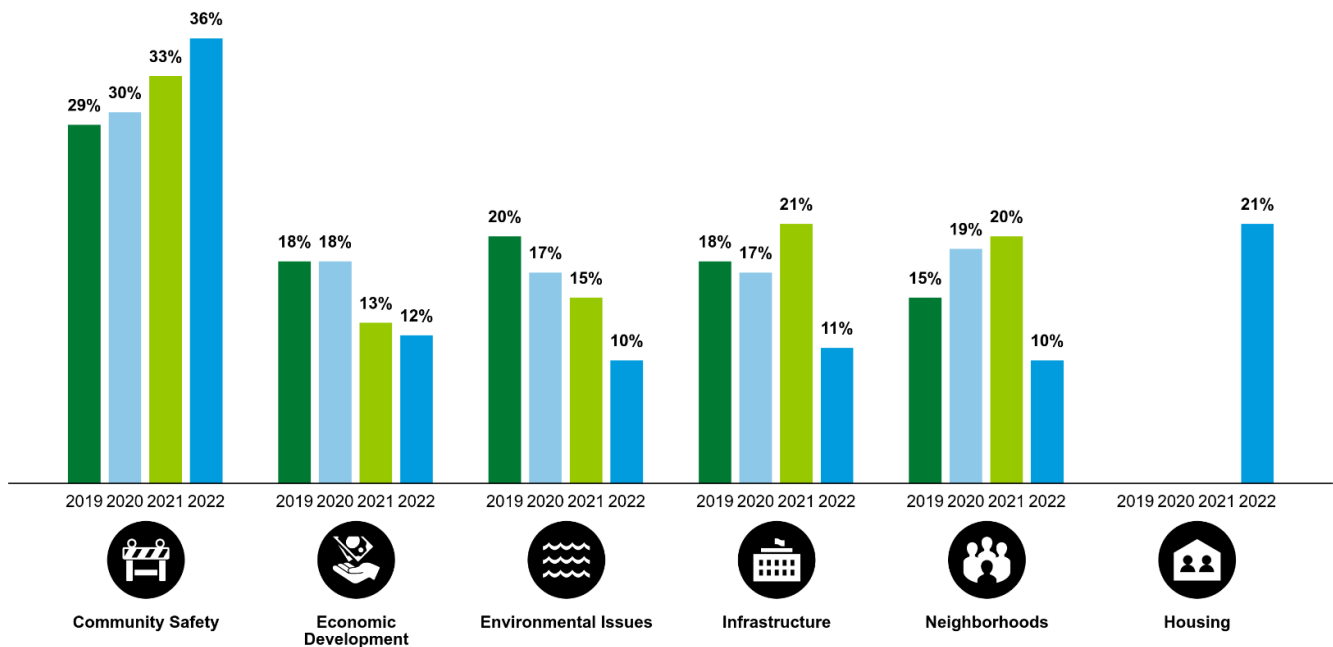
Source: UWF Haas Center

Category	Very Satisfied or Satisfied				Neutral / Unsure				Dissatisfied or Very Dissatisfied			
	2019	2020	2021	2022	2019	2020	2021	2022	2019	2020	2021	2022
Promote the city's image	68%	58%	41%	46%	22%	26%	32%	27%	10%	16%	27%	26%
Maintain a safe community	50%	50%	34%	38%	27%	25%	21%	22%	23%	25%	45%	41%
Effectively manage growth	42%	41%	26%	27%	31%	34%	33%	28%	27%	25%	41%	45%
Foster economic growth	46%	39%	34%	32%	32%	35%	32%	32%	22%	26%	34%	35%
Encourage private sector investments in the city	40%	35%	27%	25%	39%	45%	44%	44%	21%	20%	29%	32%
Increase city transparency to residents	36%	36%	24%	23%	33%	34%	30%	31%	31%	30%	46%	46%
Protecting the city's environment	40%	39%	27%	29%	29%	29%	29%	23%	31%	32%	44%	48%

As shown in **Table 7**, the percentage of participants that were satisfied or very satisfied with efforts to promote the city’s image, maintain a safe community, effectively manage growth, and protect the city’s environment all increased since 2021. Participants have consistently been most satisfied with efforts to promote the city’s image, as it has had the highest rate of satisfaction since 2019. In 2021, participants were most dissatisfied with the City’s efforts to increase transparency to residents. While 46 percent remained dissatisfied in 2022, it is worth noting that almost one-third of participants remain neutral on the topic.

Our analysts asked Pensacola residents to rank their top two priorities in regards to community safety, economic development, environmental issues, infrastructure, neighborhoods, and housing. Thirty-three percent of participating residents reported community safety as their top priority, followed by 21 percent reporting housing, 12 percent reporting economic development, and 11 percent reporting infrastructure. Environmental issues and neighborhoods each received 10 percent. As shown in **Figure I**, community safety consistently ranks as respondents' top priority, with the percent of respondents increasing every year. Residents were asked to rank housing for the first time in 2022, and it ranked as participants second highest priority.

Figure I: Ranked Priorities Annual Comparison, 2019 – 2022
 Source UWF Haas Center



When asked which City units participants interacted with over the last year, all units had an uptick in engagement among participants, with the exception of neighborhood services. However, interaction with neighborhood services only decreased by 1 percentage point. As shown in **Table 8**, the airport has consistently had the most engagement since 2019, and interaction with the airport increased by 16 percentage points in 2022. Parks and Recreation and City-owned parking each engaged with 44 percent of participants. This was a 13 percentage point increase from 2021 for Parks and Recreation. Forty percent of respondents also interacted with Pensacola Energy and sanitation. The Port of Pensacola, along with City-owned parking, appeared as units within the survey for the first time in 2022. Interactions with the Community Redevelopment Agency increased since 2021, but the Community Redevelopment Agency and the Port of Pensacola had the least reported interaction, with 5 percent of participants each. Engagement with the Pensacola Fire Department increased by 4 percentage points from 2021 to 2022. In 2021, only 8 percent of residents expressed that they interacted with housing services, but by 2022, interaction with housing services increased by 12 percentage points.

Table 8: Unit Interaction Annual Comparison, 2019 – 2022
Source: UWF Haas Center

	2019	2020	2021	2022
311	6%	19%	13%	18%
Airport	17%	62%	36%	52%
Building Inspections	6%	19%	15%	20%
Community Redevelopment Agency	2%	6%	3%	5%
Pensacola Fire Department	3%	8%	5%	9%
Housing	4%	14%	8%	20%
Neighborhood Services	8%	31%	16%	15%
Parks and Recreation	13%	48%	31%	44%
Pensacola Energy	11%	43%	33%	40%
Planning	3%	8%	4%	7%
Pensacola Police Department	9%	29%	18%	27%
Public Works	5%	19%	11%	13%
Sanitation	11%	46%	35%	40%
None of These	2%	9%	26%	16%
Parking (City-owned)				44%
Port of Pensacola				5%

Participants were then asked to rate those units with which they interacted on two aspects: responsiveness and customer service, using a scale from 1 to 5 stars. **Table 9** shows City units and the responsiveness of those departments, as ranked by participants. While Pensacola Fire Department had one of the lowest rates of interaction among participants, they received the most 5 star ratings. Of the 9 percent of participants that engaged with the Pensacola Fire Department, 77 percent rated them 5 stars in responsiveness. For Pensacola International Airport, 52 percent of respondents said they engaged with the airport this year, and 53 percent of those participants rated airport responsiveness 5 stars. Only 1 percent of residents ranked airport services as 1 star. The top three units that performed the best in general responsiveness were Pensacola Fire Department, followed by Pensacola Police Department and Airport services. Housing and the Community Redevelopment Agency had the most 1 star ratings. Twenty percent of participants engaged with housing services, and of those, 38 percent rated housing 1 star in responsiveness. Only 5 percent of participants interacted with the Community Redevelopment Agency, but of those respondents, 37 percent rated the Community Redevelopment Agency 1 star.

Table 9: Unit Responsiveness Rating Annual Comparison, 2019 – 2022
Source: UWF Haas Center

Responsiveness Rating	★★★★★				★★★★				★★★				★★				★			
	2019	2020	2021	2022	2019	2020	2021	2022	2019	2020	2021	2022	2019	2020	2021	2022	2019	2020	2021	2022
311	42%	47%	41%	37%	32%	21%	20%	17%	14%	11%	16%	22%	3%	12%	5%	8%	9%	9%	18%	16%
Airport	55%	54%	52%	53%	33%	29%	31%	35%	9%	13%	12%	9%	1%	2%	3%	2%	2%	2%	2%	1%
Building Inspections	27%	30%	24%	23%	26%	26%	26%	25%	24%	17%	15%	19%	7%	12%	15%	11%	16%	15%	21%	21%
Community Redevelopment Agency	26%	26%	39%	6%	10%	25%	22%	9%	45%	16%	11%	22%	7%	8%	7%	25%	12%	25%	24%	37%
Pensacola Fire Department	77%	81%	83%	77%	19%	6%	11%	10%	2%	4%	1%	10%	0%	3%	1%	1%	2%	6%	5%	2%
Housing	19%	20%	40%	13%	26%	28%	22%	6%	28%	23%	18%	25%	16%	5%	7%	18%	11%	24%	11%	38%
Neighborhood Services	21%	30%	33%	27%	34%	23%	26%	20%	31%	29%	28%	23%	10%	8%	8%	12%	4%	9%	6%	19%
Parks and Recreation	37%	34%	31%	34%	31%	32%	25%	19%	23%	17%	20%	22%	5%	12%	14%	14%	4%	15%	9%	11%
Pensacola Energy	34%	36%	42%	36%	29%	30%	33%	25%	22%	17%	14%	16%	7%	9%	4%	11%	8%	8%	7%	12%
Planning	23%	35%	33%	15%	26%	14%	19%	29%	21%	22%	12%	28%	9%	14%	7%	15%	21%	14%	28%	13%
Pensacola Police Department	55%	55%	45%	57%	15%	14%	15%	14%	15%	10%	19%	8%	3%	7%	7%	1%	12%	13%	14%	19%
Public Works	35%	29%	35%	30%	22%	26%	21%	23%	29%	22%	21%	18%	6%	8%	11%	20%	8%	15%	11%	8%
Sanitation	41%	41%	45%	41%	29%	28%	22%	25%	19%	16%	18%	17%	4%	8%	6%	7%	7%	7%	9%	9%
Parking (City-owned)				30%				19%				24%				8%				18%
Port				35%				14%				23%				3%				24%

Table 10: Unit Customer Service Rating Annual Comparison, 2019 – 2022

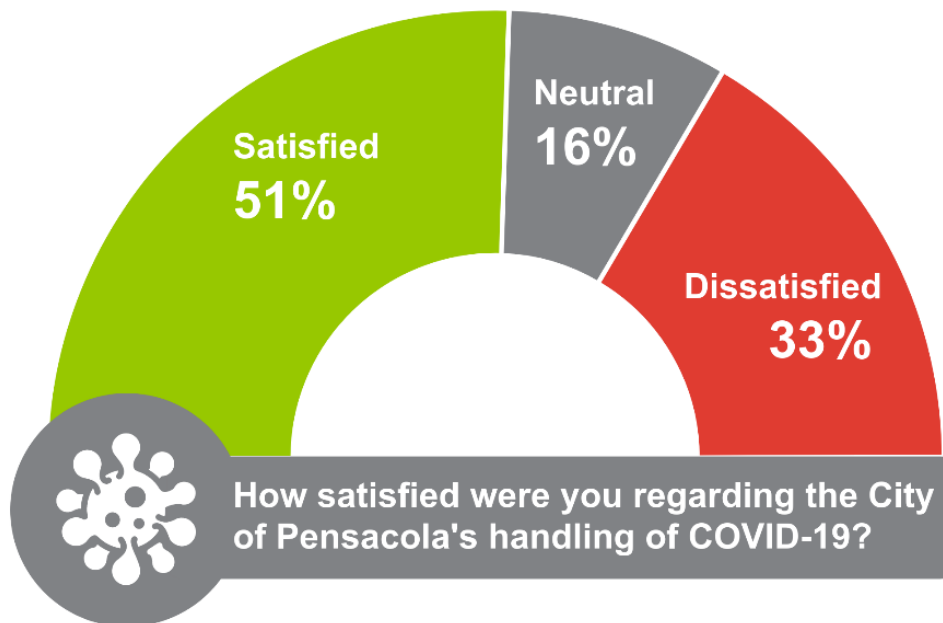
Source: UWF Haas Center

Customer Service Rating	★★★★★				★★★★				★★★				★★				★			
	2019	2020	2021	2022	2019	2020	2021	2022	2019	2020	2021	2022	2019	2020	2021	2022	2019	2020	2021	2022
311	42%	46%	31%	33%	32%	26%	31%	24%	14%	14%	17%	26%	3%	7%	7%	10%	9%	7%	15%	8%
Airport	55%	55%	56%	55%	33%	32%	30%	32%	9%	10%	11%	9%	1%	2%	1%	2%	2%	1%	2%	2%
Building Inspections	27%	29%	22%	25%	26%	25%	27%	20%	24%	21%	24%	20%	7%	13%	9%	20%	16%	13%	17%	14%
Community Redevelopment Agency	26%	19%	23%	6%	10%	21%	23%	15%	45%	21%	9%	17%	7%	12%	19%	41%	12%	27%	23%	21%
Pensacola Fire Department	77%	75%	88%	74%	19%	10%	6%	12%	2%	3%	1%	9%	0%	6%	0%	2%	2%	6%	5%	2%
Housing	19%	18%	26%	10%	26%	25%	30%	17%	28%	27%	31%	13%	16%	8%	3%	26%	11%	22%	9%	35%
Neighborhood Services	21%	24%	29%	23%	34%	27%	31%	27%	31%	33%	25%	21%	10%	8%	7%	15%	4%	7%	7%	13%
Parks and Recreation	37%	35%	34%	34%	31%	32%	32%	29%	23%	22%	16%	18%	5%	5%	7%	10%	4%	6%	10%	8%
Pensacola Energy	34%	31%	40%	31%	29%	33%	33%	25%	22%	19%	15%	17%	7%	10%	5%	9%	8%	8%	7%	18%
Planning	23%	33%	28%	29%	26%	20%	22%	17%	21%	17%	17%	32%	9%	18%	7%	9%	21%	10%	27%	13%
Pensacola Police Department	55%	49%	39%	45%	15%	18%	21%	21%	15%	12%	14%	13%	3%	5%	12%	8%	12%	13%	14%	14%
Public Works	35%	28%	34%	22%	22%	28%	23%	36%	29%	26%	28%	22%	6%	7%	6%	13%	8%	12%	10%	8%
Sanitation	41%	39%	37%	39%	29%	31%	31%	26%	19%	18%	16%	15%	4%	6%	7%	14%	7%	6%	8%	7%
Parking (City-owned)				22%				19%				27%				11%				20%
Port				37%				23%				7%				4%				28%

Participants were asked to rank the same units on customer service using the same 1 to 5 star rating scale, and again, only to consider those units with which they had interacted over the past year. Table 10 shows the customer service ratings for these departments. Pensacola Fire Department received the highest percent of 5 star ratings, followed by the airport, then Pensacola Police Department. As mentioned in conjunction with responsiveness, only 9 percent of participants engaged with the Pensacola Fire Department. Of those participants, 74 percent ranked the Pensacola Fire Department 5 stars in customer service. Of the 52 percent of participants that engaged with the airport, 55 percent rated the airport 5 stars for customer service. Pensacola Police Department was given 5 stars in customer service by 45 percent of respondents with which they had interacted over the past year. Housing and the Port of Pensacola had the most 1 star ratings. Twenty percent of participants engaged with housing services, and of those, 35 percent rated housing 1 star in customer service. This is a 26 percentage point increase from 2021. Only 5 percent of participants interacted with the Port of Pensacola, but of those respondents, 28 percent rated the Port of Pensacola 1 star in customer service.

The pandemic changed many aspects of daily life for the world, leading to new solutions, innovations and technological advancements. The general opinion of how the City addressed COVID-19 was supportive, as seen in **Figure J**. Extremely satisfied, moderately satisfied, and slightly satisfied were combined into a single satisfied rating of 51 percent. Likewise, slightly dissatisfied, moderately dissatisfied, and extremely dissatisfied were grouped together as dissatisfied. Last year, 41 percent of respondents felt dissatisfied, while this year only 33 percent reported feeling dissatisfied.

Figure J: How satisfied were you regarding the City of Pensacola's handling of COVID-19?
Source: UWF Haas Center



Net Promoter Score

A Net Promoter Score (NPS) measures customer loyalty by asking a single question regarding how likely the participant is to recommend an organization, product, or service. In this case, we asked participating residents how likely they are to recommend to family and friends living in the City of Pensacola (rather than another community or in the county but outside the city limits). This question was asked on a scale from 0 – 10, with respondents who gave rankings of 0 – 6 being Detractors; 7 – 8 being Passive; and 9 – 10 being Promoters. These rankings are converted to the NPS Score, which is based on a scale from -100 to 100, where -100 – 0 is Needs to Improve; 0 – 30 is Good; 30 – 70 is Great; and 70 – 100 is Excellent.

Understanding the NPS Score



When asked how likely participating residents were to recommend living in the City of Pensacola to a friend or family (rather than another community or in the county but outside the city limits), the NPS was -13, which was 9 points higher than last year’s NPS. Still, the overall NPS translates to ‘Needs Improvement’. The percent of promoters for this category was unchanged from the prior year. However, the amount of detractors substantially declined as neutral or “passive” responses increased.

Additionally, we asked participants on a scale from 0 – 10, with 10 being excellent and 0 being terrible, how would they rate the city’s progress in becoming a “City of Excellence.” The NPS of -61 suggests this category ‘Needs Improvement’. Additionally, the score is 5 points lower than the previous year. Annual results for NPS related questions are reported as ‘detractors,’ ‘passives,’ or ‘promoters’ in [Table 11](#).

Table 11: NPS Annual Comparison, 2019 – 2022

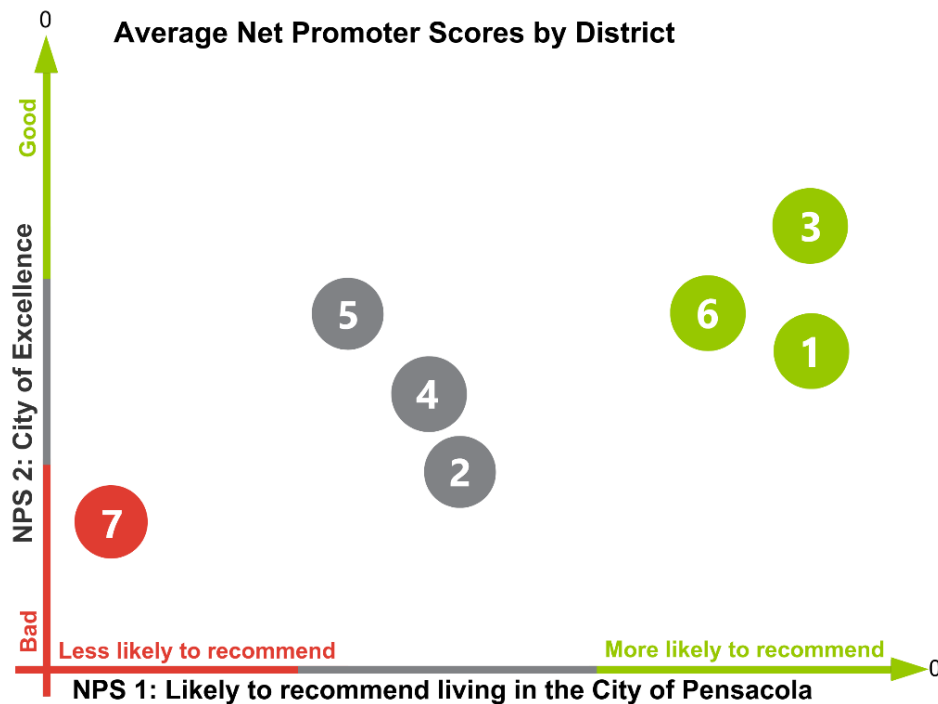
Source: UWF Haas Center

Category	Detractor				Passive				Promoter			
	2019	2020	2021	2022	2019	2020	2021	2022	2019	2020	2021	2022
NPS 1: Recommend PNS	36%	34%	49%	41%	31%	34%	23%	32%	33%	32%	27%	27%
NPS 2: City of Excellence	41%	51%	66%	66%	43%	38%	23%	28%	16%	11%	10%	6%

The Haas Team grouped the NPS scores by district to help determine if location affects participants' likeliness or unlikeliness to recommend living within the city limits of Pensacola or whether or not location affects how participants rate the City's progress towards becoming a "City of Excellence." **Figure K** is a district average of both NPS questions. The x-axis represents NPS 1 and the y-axis is NPS 2. Each bubble corresponds to the district number and the associated "average." Districts that appear further from the axis origin correspond to higher NPS scores, where as those closer to the axis correspond to lower NPS scores. Participants residing in Districts 1, 3, and 6 were more likely to recommend living in Pensacola than all other districts. Participants living in District 3 rated the City highest in their progress towards becoming a "City of Excellence," while participants living in District 7 rated the City's progress the lowest. Participants living in District 7 were also least likely to recommend living within the city limits of Pensacola.

Figure K: Average Net Promoter Score by District

Source: UWF Haas Center



Conclusion

The Pensacola Resident Satisfaction Survey provides helpful insight into the joys and concerns of participating residents. Of Pensacola's 37,625 adult residents, 1,133 weighted completions were utilized to measure satisfaction in key areas of service. We asked participating residents to consider aspects of public safety, infrastructure, neighborhood services, and economic development, as well as other areas of City services, and rate their satisfaction. We were then able to see how opinions of participating residents have fluctuated since 2019.

Participants ranked community safety as a top priority, followed by housing and infrastructure. When considering aspects of public safety, respondents were most concerned over crime reduction and traffic safety. Keeping that in mind, Pensacola Police Department was second in 5 star ratings in responsiveness, which improved 12 percentage points from 2021, and third in 5 star ratings in customer service, which improved 6 percentage points over the last year.

Participating residents were most satisfied with public access to waterfront, and they most frequently agreed that neighborhood sidewalks and roadway safety had improved. Interestingly, participants also most frequently disagreed that improvements were made to neighborhood sidewalks. Respondents were least satisfied with housing market affordability. It is worth noting that while participants most frequently disagreed that improvements had been made to preserve historical culture, this category actually improved since 2021, with a 5 percentage point increase in participants that agreed there was improvement and a 2 percentage point decrease in respondents that did not.

As we continue to monitor the City's handling of COVID-19 and the Mayor's Bulk Cleanup efforts, participants are generally pleased in these areas. Fifty-one percent of participants were satisfied with the City's handling of COVID-19, and 80 percent found the Mayor's Bulk Cleanup program effective.

Although the survey period was shorter, resulting in slightly fewer responses than in 2021, participating residents continue to be engaged with City services. Net promoter scores by district help identify which locations within the city limits need more or less focus, and may help determine where to direct resources.

Appendix A: Weighted Survey Completions

Pensacola 2022 Weighted

City of Pensacola 2022

In which City of Pensacola district do you reside?

#	Field	Choice Count
1	District 1	7.0% 79.6
2	District 2	12.1% 136.7
3	District 3	11.8% 133.5
4	District 4	18.4% 208.7
5	District 5	10.6% 119.8
6	District 6	21.8% 247.0
7	District 7	11.7% 132.1
8	Unsure/Prefer not to respond	6.6% 75.3
		1132.7

Showing rows 1 - 9 of 9

When thinking about public safety in the city, how strongly do you agree or disagree with the following statements? Over the past year the City of Pensacola has improved:

#	Field	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Unsure
1	Traffic safety	4% 44	21% 236	26% 297	26% 294	19% 210	4% 45
2	Neighborhood safety	5% 52	24% 271	27% 308	17% 189	24% 276	3% 33
3	Enforcement of building and property codes	2% 19	17% 193	28% 316	17% 197	24% 266	12% 136
4	Crime reduction	2% 26	14% 161	26% 291	23% 262	27% 301	7% 76

Showing rows 1 - 4 of 4

Traffic safety

#	Field	Asian	Black or African American	American Indian or Alaska Native	Native Hawaiian or Other Pacific Islander	White or Caucasian	More than one race	Other race	Prefer not to respond
14	Strongly agree	4% 2	2% 1	2% 1	0% 0	80% 40	0% 0	2% 1	10% 5
15	Agree	0% 0	4% 11	0% 0	0% 0	86% 236	2% 5	1% 2	8% 21
16	Neither agree nor disagree	1% 4	3% 11	0% 1	0% 0	82% 287	2% 7	1% 5	11% 37
17	Disagree	1% 3	4% 11	0% 0	0% 1	76% 197	2% 6	3% 7	13% 34
18	Strongly disagree	3% 5	7% 10	2% 3	1% 1	71% 108	5% 7	2% 3	10% 16
19	Unsure	0% 0	2% 1	0% 0	0% 0	85% 35	2% 1	2% 1	7% 3

Showing rows 1 - 6 of 6

Neighborhood safety

#	Field	Asian	Black or African American	American Indian or Alaska Native	Native Hawaiian or Other Pacific Islander	White or Caucasian	More than one race	Other race	Prefer not to respond
14	Strongly agree	2% 1	3% 2	2% 1	0% 0	87% 52	0% 0	2% 1	5% 3
15	Agree	0% 0	4% 11	0% 0	0% 0	83% 253	2% 7	1% 3	10% 31
16	Neither agree nor disagree	0% 0	3% 11	0% 1	0% 0	86% 319	1% 5	1% 3	9% 33
17	Disagree	1% 3	2% 5	0% 0	0% 1	76% 157	3% 6	1% 3	15% 32
18	Strongly disagree	7% 10	12% 17	2% 3	1% 1	59% 85	5% 7	6% 8	8% 12
19	Unsure	0% 0	0% 0	0% 0	0% 0	84% 31	3% 1	0% 0	14% 5

Showing rows 1 - 6 of 6

Enforcement of building and property codes

#	Field	Asian	Black or African American	American Indian or Alaska Native	Native Hawaiian or Other Pacific Islander	White or Caucasian	More than one race	Other race	Prefer not to respond
14	Strongly agree	7% 2	0% 0	0% 0	0% 0	77% 23	0% 0	0% 0	17% 5
15	Agree	0% 1	4% 9	0% 0	0% 0	85% 194	1% 3	2% 4	7% 17
16	Neither agree nor disagree	0% 0	2% 9	0% 1	0% 0	83% 302	2% 9	1% 4	10% 38
17	Disagree	2% 4	6% 11	0% 0	1% 2	79% 152	2% 3	1% 2	10% 19
18	Strongly disagree	4% 7	7% 14	2% 3	0% 0	66% 129	4% 8	4% 8	13% 25
19	Unsure	0% 0	2% 2	1% 1	0% 0	84% 101	3% 3	1% 1	10% 12

Showing rows 1 - 6 of 6

Crime reduction

#	Field	Asian	Black or African American	American Indian or Alaska Native	Native Hawaiian or Other Pacific Islander	White or Caucasian	More than one race	Other race	Prefer not to respond
14	Strongly agree	3% 1	3% 1	3% 1	0% 0	88% 30	0% 0	3% 1	0% 0
15	Agree	0% 0	4% 7	0% 0	0% 0	86% 151	1% 2	1% 2	7% 13
16	Neither agree nor disagree	0% 1	3% 9	0% 0	0% 0	81% 289	2% 7	1% 3	13% 46
17	Disagree	0% 1	4% 11	0% 0	0% 0	83% 242	1% 3	2% 5	10% 28
18	Strongly disagree	6% 11	8% 16	2% 3	1% 2	63% 122	6% 11	4% 8	11% 21
19	Unsure	0% 0	0% 0	1% 1	0% 0	86% 62	3% 2	0% 0	10% 7

Showing rows 1 - 6 of 6

When thinking about the City’s infrastructure, how strongly do you agree or disagree with the following statements? Over the past year, the City of Pensacola has improved:

Field	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Unsure
Sidewalks in my neighborhood	4% 44	19% 212	21% 237	28% 314	27% 306	1% 12
Street lighting in my neighborhood	5% 55	17% 193	26% 293	28% 317	22% 241	2% 20
Stormwater infrastructure in my neighborhood	3% 39	18% 203	31% 346	19% 217	23% 257	6% 68
Roadway safety	2% 18	21% 236	26% 283	28% 312	20% 224	3% 34

Showing rows 1 - 4 of 4

When thinking about your neighborhood, how strongly do you agree or disagree with each of the following statements? Over the past year, the City of Pensacola:

#	Field	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Unsure
1	Preserved historical culture (e.g., tree and building preservation)	7% 80	29% 333	15% 173	18% 204	27% 303	3% 39
2	Coordinated needs of neighborhood associations	3% 35	18% 202	42% 479	11% 125	10% 113	16% 177
3	Provided quality parks and community centers	14% 161	43% 492	22% 248	10% 113	10% 108	1% 11
4	Provided quality police services	14% 156	38% 423	25% 285	11% 121	8% 95	4% 41
5	Provided quality fire services	20% 228	41% 463	30% 338	1% 13	2% 18	6% 69

Showing rows 1 - 5 of 5

When thinking about the City of Pensacola's economic development efforts over the past year, how satisfied are you with:

#	Field	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Unsure
1	Public access to waterfront	6% 72	35% 391	27% 302	17% 190	12% 135	3% 34
2	Housing market affordability	1% 12	8% 85	18% 203	23% 264	48% 541	2% 25
3	Neighborhood revitalization	3% 31	26% 289	27% 302	22% 249	20% 225	3% 32
4	Attracting new businesses	4% 45	29% 329	28% 318	16% 184	18% 207	4% 47
5	Creating a business-friendly environment	5% 62	24% 276	33% 374	12% 136	19% 214	6% 66

Showing rows 1 - 5 of 5

How satisfied are you with the ease of obtaining information about City services?

Field	Choice Count
Dissatisfied	12% 138
Neutral	30% 342
Satisfied	38% 433
Unsure	5% 57
Very Dissatisfied	6% 64
Very Satisfied	9% 98
	1131

Showing rows 1 - 7 of 7

How effective is the monthly Mayor's Bulk Cleanup efforts in your neighborhood?

#	Field	Choice Count
11	Extremely effective	24% 262
12	Very effective	36% 398
13	Moderately effective	22% 242
14	Slightly effective	8% 90
15	Not effective at all	11% 121
		1113

Showing rows 1 - 6 of 6

Of the following services, which option would you rank as your #1 priority?

#	Field	Choice Count
1	Community safety	36% 402
4	Housing	21% 239
3	Economic development	12% 133
5	Infrastructure	11% 123
2	Environmental issues (air and land quality)	10% 115
6	Neighborhoods (green spaces, programs and services)	10% 118
		1131

Showing rows 1 - 7 of 7

What option would you rank as #2?

#	Field	Choice Count
1	Community safety	24% 275
5	Infrastructure	23% 256
6	Neighborhoods (green spaces, programs and services)	15% 173
4	Housing	14% 162
3	Economic development	12% 139
2	Environmental issues (air and land quality)	11% 123
		1128

Showing rows 1 - 7 of 7

Please rate the City of Pensacola's performance in the following key categories. Over the past year, how satisfied were you with the city's efforts to:

#	Field	Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very Dissatisfied	Unsure
1	Promote the city's image	8% 91	38% 426	24% 270	12% 139	14% 161	3% 36
2	Maintain a safe community	6% 63	32% 362	21% 234	16% 181	25% 279	1% 13
3	Effectively manage growth	5% 51	22% 254	22% 247	26% 299	19% 216	6% 63
4	Foster economic growth	3% 39	29% 332	27% 302	20% 231	15% 165	5% 61
5	Encourage private sector investments in the city	4% 46	21% 241	34% 379	17% 188	15% 167	10% 110
6	Increase city transparency to residents	3% 32	20% 230	25% 280	22% 249	24% 267	6% 69
7	Protecting the city's environment	6% 64	23% 263	21% 233	21% 240	27% 308	2% 19

Showing rows 1 - 7 of 7

Which of these units did you interact with over the past year?

#	Field	Percentage
2	Neighborhood Services	15%
3	Community Redevelopment Agency	5%
11	Pensacola Police Department	27%
12	Public Works	13%
13	None of these	16%
14	Airport	52%
19	311	18%
20	Pensacola Energy	40%
21	Building Inspections	20%
22	Pensacola Fire Department	9%
23	Housing	20%
24	Parks and Recreation	44%
25	Sanitation	40%
26	Planning	7%
27	Parking (City-owned parking only, marked with teal "Park Pensacola" signs)	44%
28	Port of Pensacola	5%
		1125

Showing rows 1 - 17 of 17

Please rate each department on its customer service, with five stars being "excellent" customer service and one star being "very poor" customer service.

#	Field	0	1	2	3	4	5
311	311	0.00% 0.00	7.95% 15.88	9.78% 19.52	25.63% 51.17	23.88% 47.69	32.76% 65.41
Housing	Housing	0.00% 0.00	34.52% 76.71	26.43% 58.73	12.55% 27.88	16.80% 37.33	9.71% 21.59
Neighborhood Services	Neighborhood Services	0.00% 0.00	13.36% 22.69	15.27% 25.94	21.01% 35.70	27.30% 46.38	23.06% 39.18
Parking (City-owned parking only, marked with teal "Park Pensacola" signs)	Parking (City-owned parking only, marked with teal "Park Pensacola" signs)	0.36% 1.79	20.47% 100.71	11.49% 56.54	26.66% 131.15	18.72% 92.10	22.29% 109.66
Parks and Recreation	Parks and Recreation	0.27% 1.31	7.71% 37.42	10.33% 50.13	18.19% 88.22	29.07% 141.01	34.43% 167.03
Community Redevelopment Agency	Community Redevelopment Agency	0.00% 0.00	21.08% 11.79	41.17% 23.03	16.50% 9.23	15.12% 8.46	6.13% 3.43
Pensacola Fire Department	Pensacola Fire Department	0.00% 0.00	2.42% 2.56	2.43% 2.57	9.03% 9.54	11.99% 12.67	74.13% 78.32
Pensacola Police Department	Pensacola Police Department	0.00% 0.00	13.89% 41.79	7.96% 23.93	13.01% 39.13	20.64% 62.08	44.51% 133.87
Planning	Planning	0.00% 0.00	12.76% 9.91	9.47% 7.35	32.13% 24.95	17.06% 13.25	28.58% 22.19
Port of Pensacola	Port of Pensacola	0.00% 0.00	27.75% 14.10	4.15% 2.11	7.36% 3.74	23.32% 11.85	37.41% 19.01
Public Works	Public Works	0.00% 0.00	7.78% 11.60	13.22% 19.72	21.58% 32.19	35.64% 53.17	21.79% 32.50
Building Inspections	Building Inspections	0.00% 0.00	14.02% 31.26	20.00% 44.61	20.38% 45.45	20.41% 45.52	25.19% 56.18
Sanitation	Sanitation	0.00% 0.00	6.69% 30.10	13.56% 60.97	14.71% 66.13	26.17% 117.66	38.88% 174.83
Airport	Airport	0.00% 0.00	2.04% 11.82	1.96% 11.35	8.71% 50.53	32.15% 186.43	55.14% 319.68
None of these	None of these	0.00% 0.00	0.00% 0.00	0.00% 0.00	0.00% 0.00	0.00% 0.00	0.00% 0.00
Pensacola Energy	Pensacola Energy	0.00% 0.00	17.69% 78.99	8.94% 39.91	17.32% 77.35	24.80% 110.73	31.25% 139.55

Showing rows 1 - 16 of 16

Please rate each department on its responsiveness, with five stars being "highly responsive" to one star being "not at all responsive."

#	Field	0	1	2	3	4	5
Pensacola Fire Department	Pensacola Fire Department	0% 0	2% 2	1% 1	10% 10	10% 10	77% 79
Pensacola Police Department	Pensacola Police Department	0% 0	19% 56	1% 4	8% 24	14% 43	57% 171
Airport	Airport	0% 0	1% 5	2% 12	9% 50	35% 193	53% 295
Sanitation	Sanitation	0% 1	9% 39	7% 32	17% 76	25% 112	41% 183
311	311	0% 0	16% 30	8% 15	22% 42	17% 33	37% 72
Port of Pensacola	Port of Pensacola	0% 0	24% 12	4% 2	24% 12	14% 7	36% 18
Pensacola Energy	Pensacola Energy	0% 0	12% 51	11% 48	16% 70	25% 109	36% 158
Parks and Recreation	Parks and Recreation	0% 2	11% 49	14% 63	22% 102	19% 90	34% 160
Public Works	Public Works	0% 0	8% 12	20% 29	18% 27	23% 34	31% 45
Parking (City-owned parking only, marked with teal "Park Pensacola" signs)	Parking (City-owned parking only, marked with teal "Park Pensacola" signs)	1% 3	18% 86	8% 40	24% 117	19% 93	30% 142
Neighborhood Services	Neighborhood Services	0% 0	18% 31	11% 19	23% 39	20% 33	27% 45
Building Inspections	Building Inspections	0% 0	21% 46	11% 25	19% 42	25% 55	24% 52
Planning	Planning	0% 0	13% 10	14% 11	28% 22	28% 22	16% 12
Housing	Housing	0% 0	38% 85	18% 39	25% 55	6% 14	13% 28
Community Redevelopment Agency	Community Redevelopment Agency	0% 0	37% 20	24% 13	22% 12	9% 5	6% 3
None of these	None of these	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0

Showing rows 1 - 16 of 16

How satisfied were you regarding the City of Pensacola's handling of COVID-19?

#	Field	Choice Count
25	Slightly satisfied	9% 100
27	Slightly dissatisfied	7% 75
26	Neither satisfied nor dissatisfied	16% 173
24	Moderately satisfied	27% 300
28	Moderately dissatisfied	11% 125
23	Extremely satisfied	15% 169
29	Extremely dissatisfied	16% 173
		1114

Showing rows 1 - 8 of 8

DEM3 - What is your race?

#	Field	Choice Count
2	Asian	1% 11
3	Black or African American	28% 317
4	American Indian or Alaska Native	0% 5
5	Native Hawaiian or Other Pacific Islander	0% 2
6	White or Caucasian	65% 736
7	More than one race	2% 23
8	Other race	0% 5
9	Prefer not to respond	3% 34
		1133

Showing rows 1 - 9 of 9

NPS1 - On a scale from 0-10, how likely are you to recommend to family and friends living in the City of Pensacola (rather than another community or in the county but outside the city limi...

Field	Choice Count	
0	5% 59	
1	6% 68	
2	1% 15	
3	4% 40	
4	5% 56	
5	12% 133	
6	8% 90	
7	14% 159	
8	18% 201	
9	9% 101	
10	18% 209	
		1132

Showing rows 1 - 12 of 12

Crosstab: the highest income bracket (\$100K+) reports a Net Promoter Score of 88.

Note the choice counts.

On a scale from 0-10, with 10 being excellent and 0 being terrible, how would you rate the city's progress in becoming a "City of Excellence?"

#	Field	Choice Count
1	0	10% 79
2	1	3% 25
3	2	7% 59
4	3	6% 50
5	4	13% 110
6	5	11% 93
7	6	15% 127
8	7	15% 126
9	8	13% 105
10	9	2% 20
11	10	3% 27
		820

Showing rows 1 - 12 of 12

Appendix B: Survey Instrument

City of Pensacola 2022

Start of Block: Informed Consent

INT01 This study attempts to determine resident satisfaction levels with city services.

Confidentiality:

All data obtained from participants will be kept confidential and will only be reported in an aggregate format (by reporting only combined results and never reporting individual ones). All questionnaires will be concealed, and no one other than the primary investigator and assistant researchers will have access to them. The data collected will be stored in the HIPAA-compliant, Qualtrics-secure database until it has been deleted by the primary investigator.

Participation:

Participation in this research study is completely voluntary. You have the right to withdraw at any time or refuse to participate. There are no direct benefits to participating, nor are there any risks outside of activities associated with daily life.

Questions about the Research:

If you have questions regarding this study, you may contact Angela Sanders at 850.439.5400.

INT02 I have read and understood the above consent form and desire of my own free will to participate in this study.

- Yes (1)
- No (2)

Skip To: End of Survey If I have read and understood the above consent form and desire of my own free will to participate i... = No

End of Block: Informed Consent

Start of Block: Screening



INT03 Are you at least 18 years old?

- Yes (1)
- No (2)

Skip To: End of Survey If Are you at least 18 years old? = No

INT04 Do you live within the city limits of Pensacola?

- Yes (1)
- No (2)

Skip To: End of Survey If Do you live within the city limits of Pensacola? = No

QDISTRICT In which City of Pensacola district do you reside?

- District 1 (1)
- District 2 (2)
- District 3 (3)
- District 4 (4)
- District 5 (5)
- District 6 (6)
- District 7 (7)
- Unsure/Prefer not to respond (8)

End of Block: Screening

Start of Block: Net Promoter Scale

NP1 On a scale from 0-10, how likely are you to recommend living in the city of Pensacola (rather than another community or in the county but outside the city limits) to family and friends?

- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)

End of Block: Net Promoter Scale

Start of Block: Agree/Disagree

Q1 In the next part of the survey, you are asked to rate the City of Pensacola in several service areas. Again, all of your answers will remain confidential. When thinking about public safety in the city, how strongly do you agree or disagree with the following statements? Over the past year

the City of Pensacola has improved:

	Strongly agree (14)	Agree (15)	Neither agree nor disagree (16)	Disagree (17)	Strongly disagree (18)	Unsure (19)
Traffic safety (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neighborhood safety (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enforcement of building and property codes (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crime reduction (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2 When thinking about the City's infrastructure, how strongly do you agree or disagree with the following statements? Over the past year, the City of Pensacola has improved:

	Strongly agree (28)	Agree (29)	Neither agree nor disagree (30)	Disagree (31)	Strongly disagree (32)	Unsure (33)
Sidewalks in my neighborhood (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street lighting in my neighborhood (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stormwater infrastructure in my neighborhood (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roadway safety (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3 When thinking about your neighborhood, how strongly do you agree or disagree with each of the following statements? Over the past year, the City of Pensacola:

	Strongly agree (14)	Agree (15)	Neither agree nor disagree (16)	Disagree (17)	Strongly disagree (18)	Unsure (19)
Preserved historical culture (e.g., tree and building preservation) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coordinated needs of neighborhood associations (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provided quality parks and community centers (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provided quality police services (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provided quality fire services (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Agree/Disagree

Start of Block: Satisfaction

Q4a How satisfied are you with the ease of obtaining information about City services?

- Very Satisfied (5)
 - Satisfied (4)
 - Neutral (3)
 - Dissatisfied (2)
 - Very Dissatisfied (1)
 - Unsure (6)
-

Q4b How effective is the monthly Mayor's Bulk Cleanup efforts in your neighborhood?

- Extremely effective (11)
 - Very effective (12)
 - Moderately effective (13)
 - Slightly effective (14)
 - Not effective at all (15)
-

Q5A When thinking about the City of Pensacola's economic development efforts over the past year, how satisfied are you with:

	Very satisfied (18)	Satisfied (19)	Neither satisfied nor dissatisfied (20)	Dissatisfied (21)	Very dissatisfied (22)	Unsure (23)
Public access to waterfront (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing market affordability (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neighborhood revitalization (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attracting new businesses (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating a business-friendly environment (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5B Please rate the City of Pensacola's performance in the following key categories. Over the past year, how satisfied were you with the City's efforts to:

	Very Satisfied (18)	Satisfied (19)	Neither satisfied nor dissatisfied (20)	Dissatisfied (21)	Very Dissatisfied (22)	Unsure (23)
Promote the city's image (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintain a safe community (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effectively manage growth (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foster economic growth (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage private sector investments in the city (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase city transparency to residents (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting the city's environment (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Satisfaction

Start of Block: Priority 1

Q6A Of the following services, which option would you rank as your #1 priority?

- Community safety (1)
- Economic development (3)
- Environmental issues (air and land quality) (2)
- Housing (4)
- Infrastructure (5)
- Neighborhoods (green spaces, programs and services) (6)

End of Block: Priority 1

Start of Block: Priority 2

Carry Forward Unselected Choices from "Of the following services, which option would you rank as your #1 priority?"



Q6B What option would you rank as #2?

- Community safety (1)
- Economic development (2)
- Environmental issues (air and land quality) (3)
- Housing (4)
- Infrastructure (5)
- Neighborhoods (green spaces, programs and services) (6)

End of Block: Priority 2

Start of Block: Customer Service Block



Q8A Which of these units did you interact with over the past year?

- 311 (19)
- Airport (14)
- Building Inspections (21)
- Community Redevelopment Agency (3)
- Housing (23)
- Neighborhood Services (2)
- Parking (City-owned parking *only*, marked with teal "Park Pensacola" signs) (27)
- Parks and Recreation (24)
- Pensacola Energy (20)
- Pensacola Fire Department (22)
- Pensacola Police Department (11)
- Planning (26)
- Port of Pensacola (28)
- Public Works (12)
- Sanitation (25)
- None of these (13)

Skip To: End of Block If Which of these units did you interact with over the past year? = None of these

Carry Forward Selected Choices from "Which of these units did you interact with over the past year?"



Q8B Please rate each department on its customer service, with five stars being "excellent" customer service and one star being "very poor" customer service.

311 (x19)	★	★	★	★	★
Airport (x14)	★	★	★	★	★
Building Inspections (x21)	★	★	★	★	★
Community Redevelopment Agency (x3)	★	★	★	★	★
Housing (x23)	★	★	★	★	★
Neighborhood Services (x2)	★	★	★	★	★
Parking (City-owned parking <i>only</i> , marked with teal "Park Pensacola" signs) (x27)	★	★	★	★	★
Parks and Recreation (x24)	★	★	★	★	★
Pensacola Energy (x20)	★	★	★	★	★
Pensacola Fire Department (x22)	★	★	★	★	★
Pensacola Police Department (x11)	★	★	★	★	★
Planning (x26)	★	★	★	★	★
Port of Pensacola (x28)	★	★	★	★	★
Public Works (x12)	★	★	★	★	★
Sanitation (x25)	★	★	★	★	★
None of these (x13)	★	★	★	★	★

Carry Forward Displayed Choices from "Please rate each department on its customer service, with five stars being "excellent" customer service and one star being "very poor" customer service."



Q8C Please rate each department on its responsiveness, with five stars being "highly responsive" to one star being "not at all responsive."

311 (xx19)	★	★	★	★	★
Airport (xx14)	★	★	★	★	★
Building Inspections (xx21)	★	★	★	★	★
Community Redevelopment Agency (xx3)	★	★	★	★	★
Housing (xx23)	★	★	★	★	★
Neighborhood Services (xx2)	★	★	★	★	★
Parking (City-owned parking <i>only</i> , marked with teal "Park Pensacola" signs) (xx27)	★	★	★	★	★
Parks and Recreation (xx24)	★	★	★	★	★
Pensacola Energy (xx20)	★	★	★	★	★
Pensacola Fire Department (xx22)	★	★	★	★	★
Pensacola Police Department (xx11)	★	★	★	★	★
Planning (xx26)	★	★	★	★	★
Port of Pensacola (xx28)	★	★	★	★	★
Public Works (xx12)	★	★	★	★	★
Sanitation (xx25)	★	★	★	★	★
None of these (xx13)	★	★	★	★	★

End of Block: Customer Service Block

Start of Block: Final Questions

QNP2 On a scale from 0-10, with 10 being excellent and 0 being terrible, how would you rate the city's progress in becoming a "City of

Excellence?"

- 0 (0)
 - 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 (5)
 - 6 (6)
 - 7 (7)
 - 8 (8)
 - 9 (9)
 - 10 (10)
-

Q27 How satisfied were you regarding the City of Pensacola's handling of COVID-19?

- Extremely satisfied (23)
- Moderately satisfied (24)
- Slightly satisfied (25)
- Neither satisfied nor dissatisfied (26)
- Slightly dissatisfied (27)
- Moderately dissatisfied (28)
- Extremely dissatisfied (29)

End of Block: Final Questions

Start of Block: Demographics

DEM In this section of the survey, you are asked several questions for statistical purposes only. Again, all of your answers will remain confidential. If there is any question in which you would prefer not to answer, you may select "prefer not to respond."

DEM1 What is your age?

- 18-24 (1)
 - 25-34 (2)
 - 35-44 (3)
 - 45-54 (4)
 - 55-64 (5)
 - 65-74 (6)
 - 75-84 (7)
 - 85+ (8)
 - Prefer not to respond (9)
-

DEM2 What is your gender?

- Male (1)
 - Female (2)
 - Other (3) _____
 - Prefer not to respond (4)
-



DEM3 What is your race?

- Asian (2)
 - Black or African American (3)
 - American Indian or Alaska Native (4)
 - Native Hawaiian or Other Pacific Islander (5)
 - White or Caucasian (6)
 - More than one race (7)
 - Other race (8)
 - Prefer not to respond (9)
-

DEM3B Are you Spanish, Hispanic, or Latino or none of these?

- Yes (1)
 - None of these (2)
-

DEM4 Please indicate your individual annual income.

- Less than \$15,000 (1)
 - \$15,000 - \$24,999 (2)
 - \$25,000 - \$34,999 (3)
 - \$35,000 - \$49,999 (4)
 - \$50,000 - \$74,999 (5)
 - \$75,000 - \$99,999 (6)
 - \$100,000 + (7)
 - Prefer not to respond (8)
-

DEM5 Are you a registered voter?

- Yes (4)
- No (5)
- Unsure (6)
- Prefer not to respond (7)

End of Block: Demographics
