



QUALITY OF LIFE COMMUNITY REPORT

City Council Presentation



MASON-DIXON
POLLING & STRATEGY

Funding courtesy of Quint and Rishy Studer

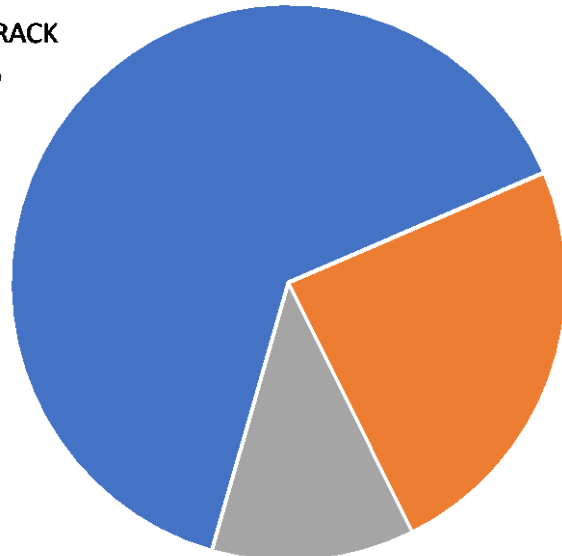
Validity and Reliability

- This poll was conducted by Mason-Dixon Polling Strategy, Inc of Washington, D.C. in late fall 2020.
 - Mason-Dixon is a nationally known independent polling group. This insures non-biased data that uses proven strategies for polling.
- Those interviewed were selected randomly from the commercially available Florida State voter registration file and fairly reflected the demographics of the Escambia County voting population.
- The margin of error was below 5%, meaning that the “true” figure would fall within a less than 5% range of difference if the entire population (all voters) were sampled.
- In order to have a more robust and statistically significant data set for the black voting population concerning race specific questions, an oversample was conducted to result in a total of 400 black voters in Escambia County interviewed.

Right Direction/Wrong Track: City of Pensacola

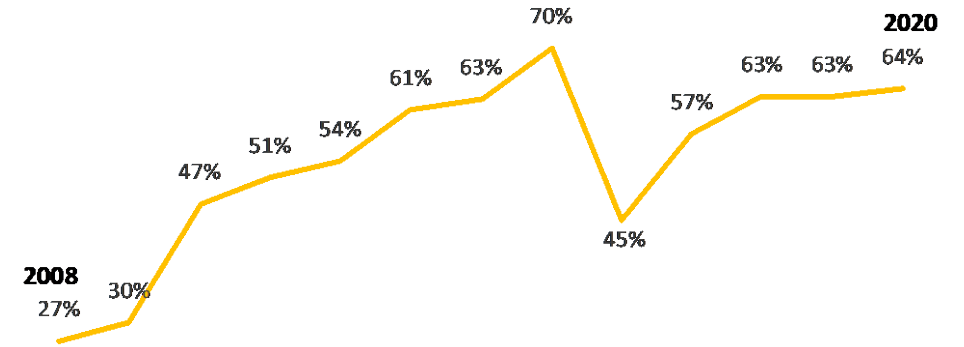
City of Pensacola

RIGHT TRACK
64%



WRONG TRACK
24%

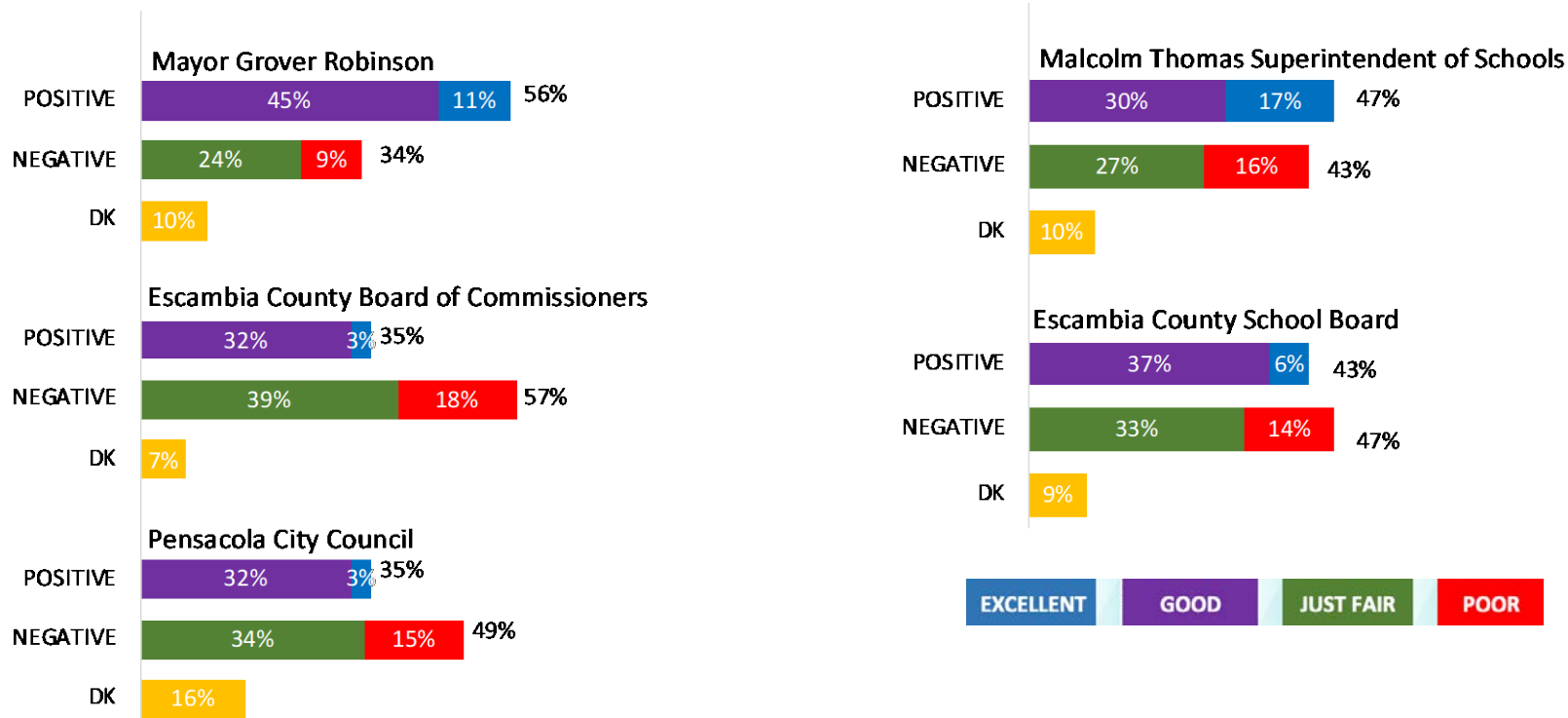
NOT SURE
12%



	RIGHT TRACK	WRONG TRACK	NOT SURE
COUNTY	64	24	12
RESIDENCE			
CITY OF PENSACOLA	75	11	13
ESCAMBIA SUBURBS	61	28	11
RACE			
WHITE	67	21	11
BLACK	55	34	11

- 64% of voters countywide say that the City of Pensacola is headed on the "right track". A whopping 75% of city residents stated that the city was on the "rights track" compared to 61% of suburban voters.
- A 12-percentage point difference was found between Black respondents (55%) and whites (67%) saying "right track".

Elected Officials: Job Performance Ratings



- The city is faring better than the county in terms of “right/wrong track” is explained & supported in part by the positive job performance ratings of Mayor Grover Robinson. His Honor has a positive rating of a 56% majority (45% “good”, “11%” excellent)– a 3-point boost over last year’s rating.
- School Superintendent Thomas had a positive rating by a plurality of 47%, it was a 7-percentage point drop from the previous year of 54% positive.
- The three legislative bodies each had net negative ratings (County Commission 57%, City Council 49%, School Board 47%), with each negative rating increasing between 3 to 5-percentage points Year-Over-Year (YOY).

How would you rate the performance of the Pensacola City Council?

	----- EXCELLENT =====	----- GOOD =====		----- ONLY FAIR =====	----- POOR =====		----- DK =====
RESULTS							
COUNTY	3.4	31.9	35.3	34.1	14.6	48.7	16
RESIDENCE							
CITY OF PENSACOLA	6.6	30.5	37.1	31.1	18.6	49.7	13.2
ESCAMBIA SUBURBS	2.5	32.2	34.7	34.9	13.6	48.5	16.7
GENDER							
MALE	0	29.3	29.3	32.2	18.1	50.3	20.5
FEMALE	6.4	34.4	40.8	36.1	11.4	47.5	11.6
PARTY							
DEMOCRAT	8.1	40.5	48.6	25.1	19.3	44.4	6.9
REPUBLICAN	0.3	23.6	23.9	44.4	13.1	57.5	18.5
INDEPENDENT	2.6	35.3	37.9	27.4	11.1	38.5	23.7
INCOME							
<\$40,000	4	29.9	33.9	32.3	16.3	48.6	17.5
\$40,000+	2.6	31.7	34.3	36.2	14.9	51.1	14.6
EDUCATION							
NO COLLEGE DEGREE	2.2	30.5	32.7	32.7	16.8	49.5	17.8
COLLEGE GRAD	4.7	32.4	37.1	35.8	13	48.8	14.2
AGE							
<50	4.9	31.8	36.7	30.2	15.4	45.6	17.8
50+	2.1	31.7	33.8	37.8	13.8	51.6	14.6
RACE							
WHITE	0.9	31.3	32.2	39.6	11.6	51.2	16.6
BLACK	13	31.1	44.1	18.6	26.7	45.3	10.6
COMM DIST							
DISTRICT 1	4.6	29.6	34.2	36.8	13.8	50.6	15.1
DISTRICT 2	5.1	37.2	42.3	31.4	12.8	44.2	13.5
DISTRICT 3	5.9	30.6	36.5	35.3	14.1	49.4	14.1
DISTRICT 4	1.2	32.1	33.3	39.3	14.3	53.6	13.1
DISTRICT 5	0	29.9	29.9	27.3	18.2	45.5	24.7

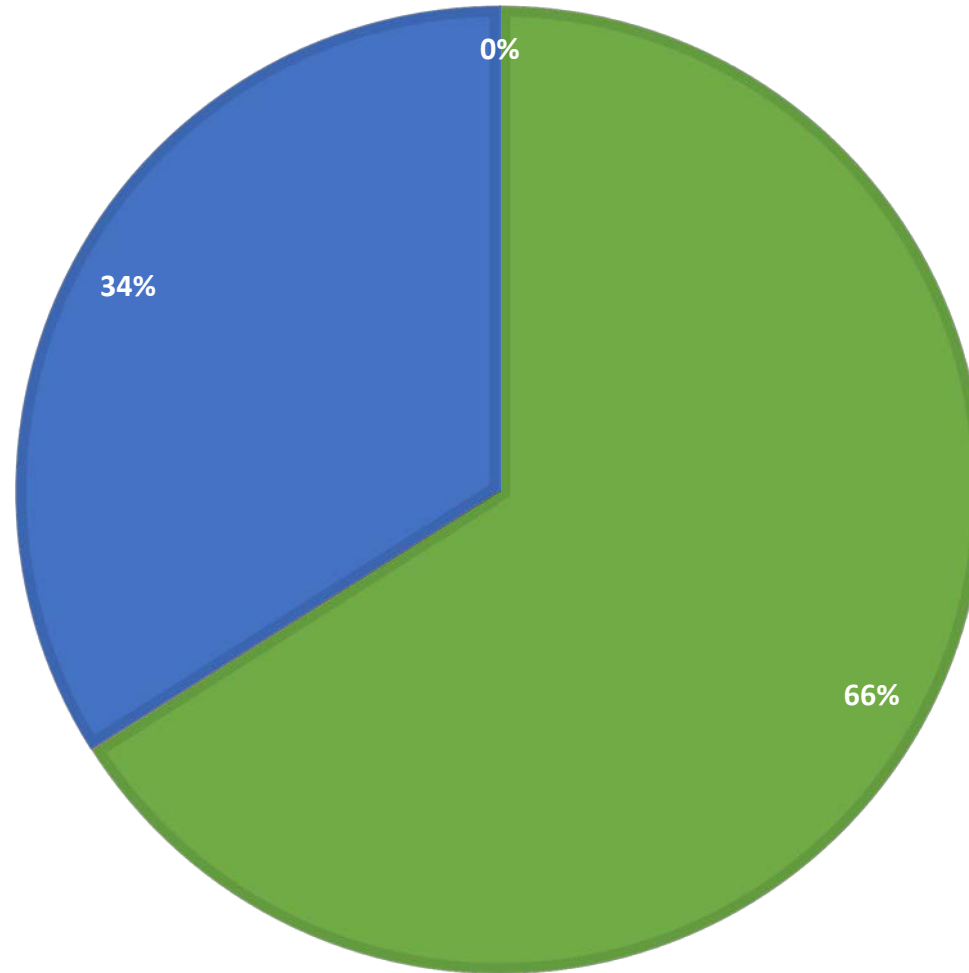
Available at pensacolayp.com

Overall Quality of Life

■ Positive ■ Negative ■ Don't Know



2019
60% Positive
40% Negative



2020 Quality of Life Report

What is the most important issue..

In the city of Pensacola?

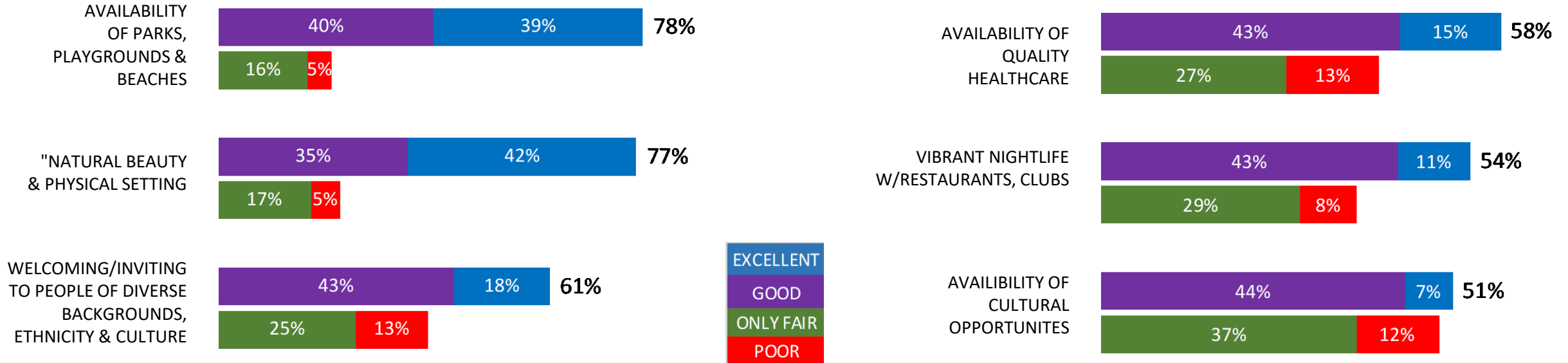
- COVID: 19%
- ECONOMY/JOB: 17%
- CRIME/DRUGS: 15%
- TRAFFIC/ROADS: 10%

In Escambia County?

- COVID: 18%
- ECONOMY/JOB: 17%
- TRAFFIC/ROADS: 11%
- CRIME/DRUGS: 10%

Other choices included Poverty, Hurricane/Bridge, Moral Issues, Taxes/Govt Spending, Growth/Sprawl

Positive Rated Quality of Life Factors: Countywide



- Of the 14 Quality of Life factors tested, 6 were rated positive, 8 were rated negative.
- As in each of the 11 previous QOL surveys, Escambia's highest-rated quality of life factors are "natural beauty & physical setting" (77%), and the "availability of parks, playgrounds & beaches" (78%).

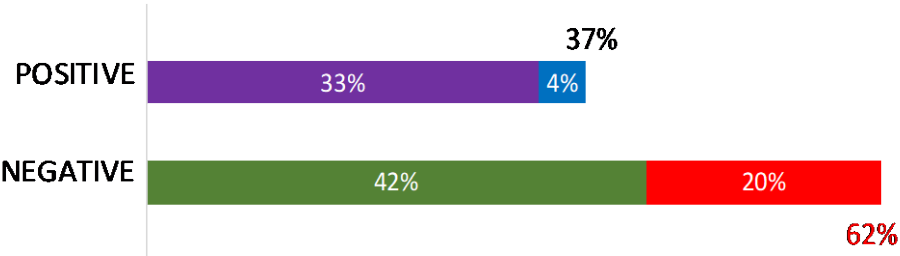
Negative Rated Quality of Life Factors: Countywide



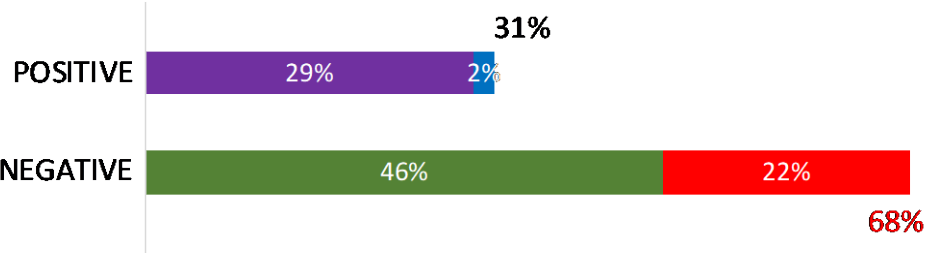
- The chart above details the 8 of 14 quality of life factors that rated negatively. Each of these QOL factors received negative ratings (“only fair”/“poor”) were in excess of 60%, except for "JOB OPPORTUNITIES IN YOUR FIELD" which had a 53% negative rating.
- A third of all Escambia voters rated "Traffic", "Affordable Housing" and "Public Transportation" as "poor".

Rating Economic Development & Job Growth

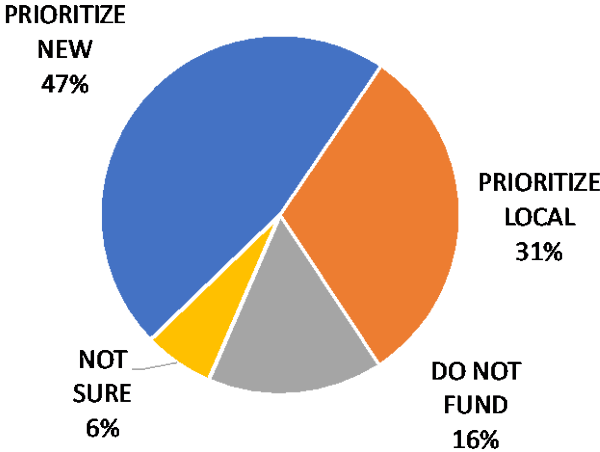
How would you rate Escambia county’s success in addressing new challenges and in attracting economic opportunity and job growth?



How would you rate the city of Pensacola’s success in addressing new challenges and in attracting economic opportunity and job growth?



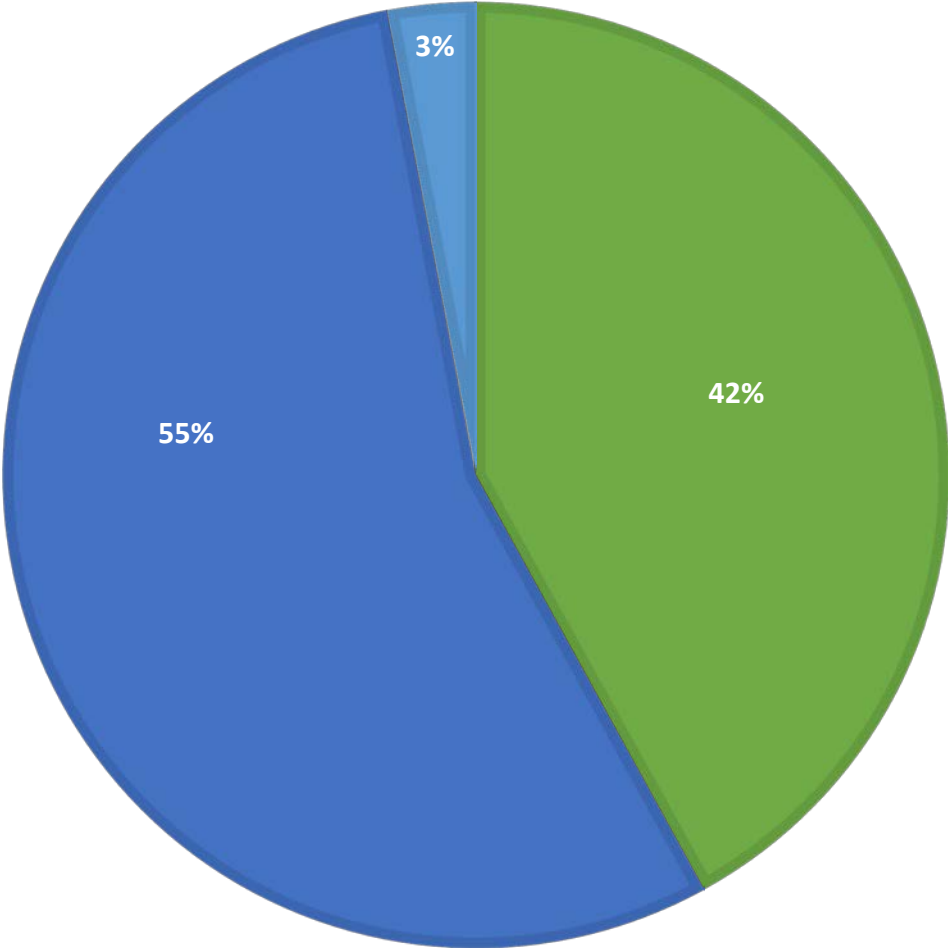
How should local governments prioritize the use of public funding to help economic growth:



- Both the county and city received poor ratings for economic opportunity and job growth.
- Nearly half of voters (47%) want to give “new” economic growth priority funding as opposed to investing public funds in existing “local” economic activity, while 16% say public funds should not be used to spur economic growth.

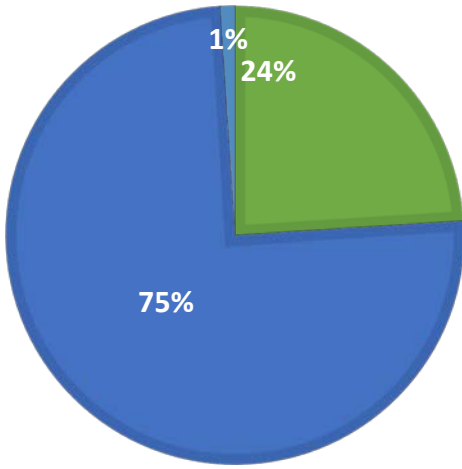
How would you rate race relations in the city of Pensacola?

■ Positive ■ Negative ■ Don't Know



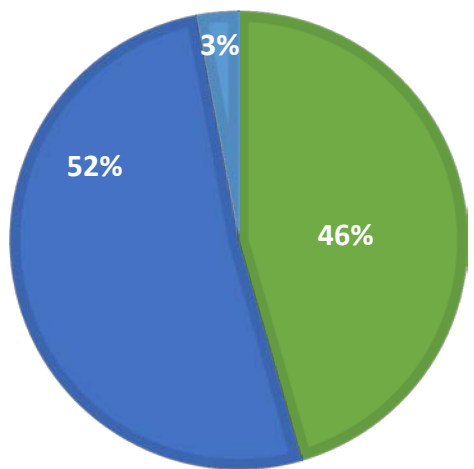
BLACKS

■ Positive ■ Negative ■ Don't Know

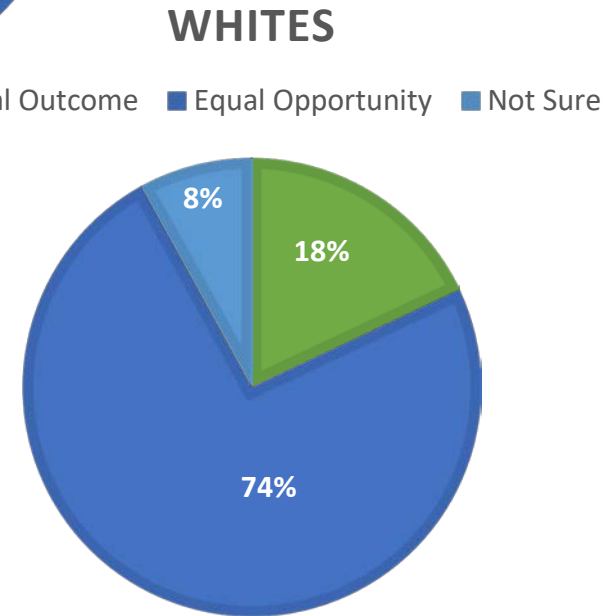
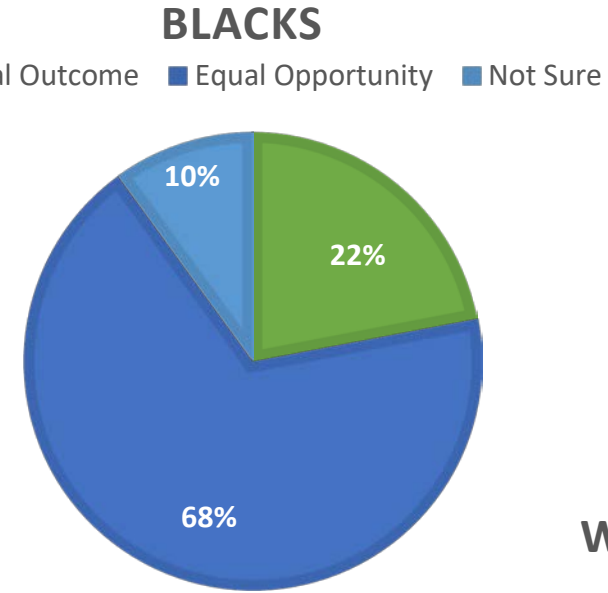
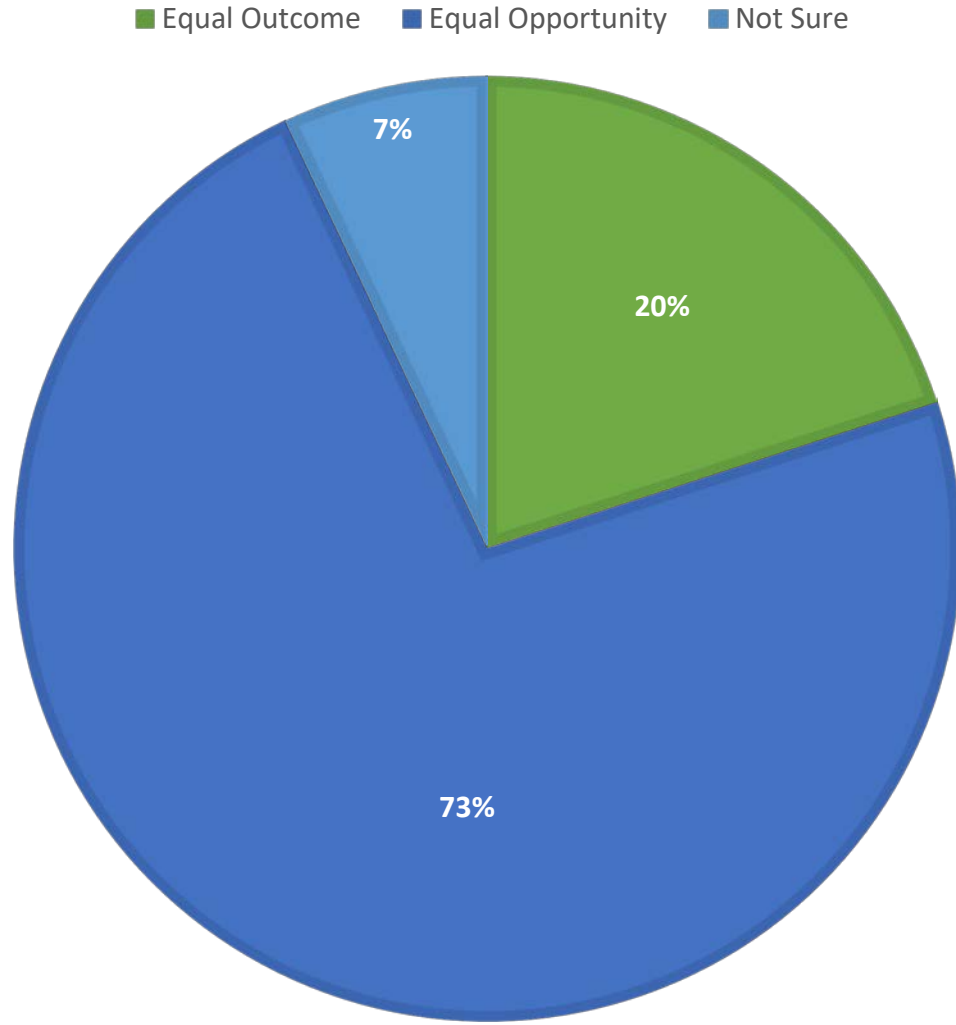


WHITES

■ Positive ■ Negative ■ Don't Know



When it comes to addressing racial disparities, should the goal of local officials be to achieve....



“

"The greatness of a community is most accurately measured by the compassionate actions of its members."

CORETTA SCOTT KING

Resources for Change

- Government Alliance on Race and Equity (GARE)
 - <https://www.racialequityalliance.org/>
- Racial Equity Tools
 - <https://www.racialequitytools.org/>
- W.K. Kellogg Foundation
 - <http://www.racialequityresourceguide.org/resources/resources>
- GLAD
 - <https://www.glad.org/racial-justice-resources/>

For more information,
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Professionals
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info@pensacolayp.com

