

2021
QUALITY OF LIFE
COMMUNITY REPORT

Funding courtesy of
QUINT & RISHY STUDER

Polling & Data by
MASON-DIXON POLLING & STRATEGY

Survey Curation by
PENSACOLA YOUNG PROFESSIONALS

Objectives of this Survey for Pensacola Young Professionals

- To provide information, venues, and vehicles to build consensus towards a shared vision and the identification, adoption and implementation of specific plans to improve the quality of life in Escambia County and the City of Pensacola. These plans will be articulated, documented and publicized. Opportunities will be created to help hold responsible authorities, institutions, and elected officials accountable.
- To help build the critical mass, political will, courage and accountability required to rally the community, institutions, business and policy makers to affect the needed changes in behaviors, political culture, policy, structure and investment.
- To convey a message of hope and opportunity. Recognize and celebrate what is working and what has been accomplished. Escambia and Pensacola are wonderful places with loving and caring people. There is great potential for every element of the community.

Validity and Reliability

This poll was conducted by Mason-Dixon Polling Strategy, Inc of Washington, D.C. in late fall 2021.

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.
800 total voters

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

Things to Know

Most questions were asked with 5 options. In this analysis:

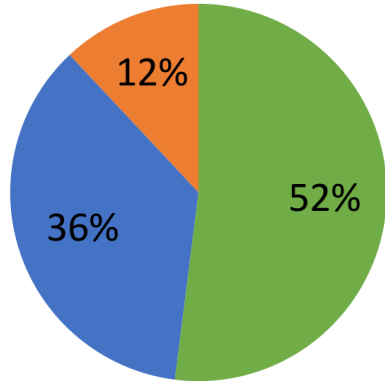
- Excellent, Good = Positive
- Fair, Poor = Negative
- Don't Know (DK)

44 questions were asked, these are just top-level highlights

Raw data (including aggregations by demographics) are available at www.pensacolayp.com

Are things heading in the Right Direction or Wrong Direction for...?

Escambia County

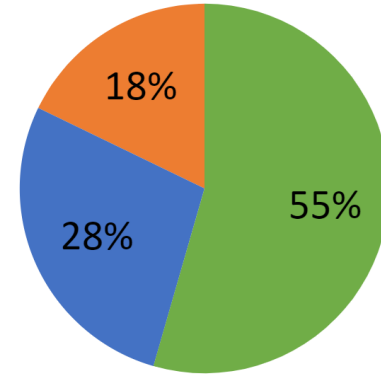


● Right Track ● Wrong Track ● Don't Know

2020 reference: Right track was 63%

For the first time since 2015, the percentage of those polled who believe we're on the right track went down regarding the county

City of Pensacola



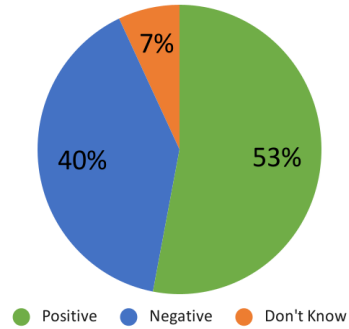
● Right Track ● Wrong Track ● Don't Know

2020 reference: Right track was 64%

This was the first drop for the City of Pensacola since 2017

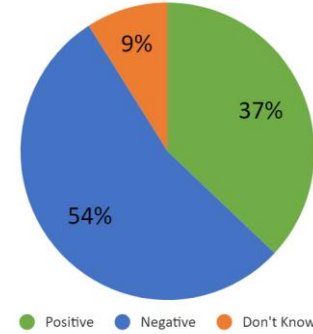
Job Performance of Elected Officials

Mayor Robinson



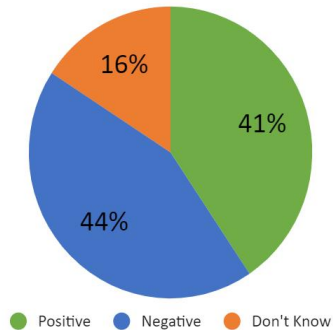
2020:
Negative was 34%

City Council

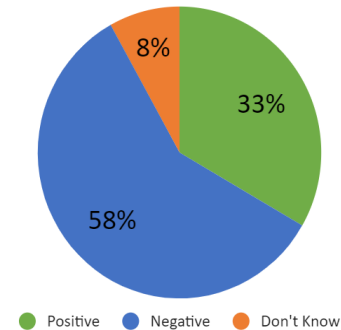


2020:
Negative was 49%

Dr. Timothy Smith



County Commissioners



2020:
Negative was 57%

Job Performance of City Council

Party Registration	Positive	Negative
Democrat	40	49
Republican	38	56
Independent	32	55

Income	Positive	Negative
<\$40,000	36	54
>\$40,000	40	50

Education	Positive	Negative
No College D.	39	55
College D.	35	53

Age	Positive	Negative
<50	44	49
50+	32	57

Race	Positive	Negative
White	37	54
Black	40	55

Commission District	Positive	Negative
1	42	51
2	35	55
3	30	62
4	45	44
5	33	58

WHAT IS THE MOST IMPORTANT ISSUE IN **ESCAMBIA COUNTY**?

COVID: 16%
EDUCATION: 14%
CRIME/DRUGS: 13%
ECONOMY/JOB: 13%
COST OF LIVING: 11%

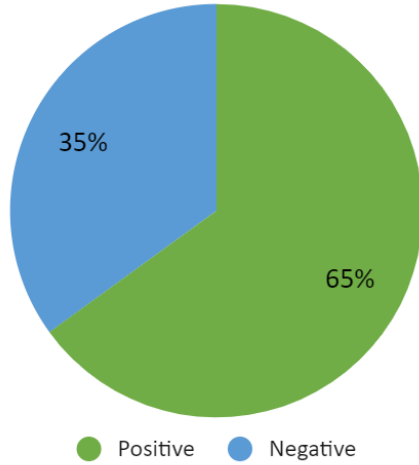
Growth/Sprawl: 10%
Traffic/Roads: 8%
Taxes/Govt Spending: 5%
Poverty: 3%
Environment: 2%
Quality of Life: 2%
Poor leadership: 1%
Moral Issues: 1%
Hurricane/Bridge: 1%
Healthcare: 1%
Other/DK: 2%

WHAT IS THE MOST IMPORTANT ISSUE IN THE **CITY OF PENSACOLA**?

CRIME/DRUGS: 15%
COVID: 14%
ECONOMY/JOB: 13%
COST OF LIVING: 12%
TAXES/GOVT SPENDING: 7%

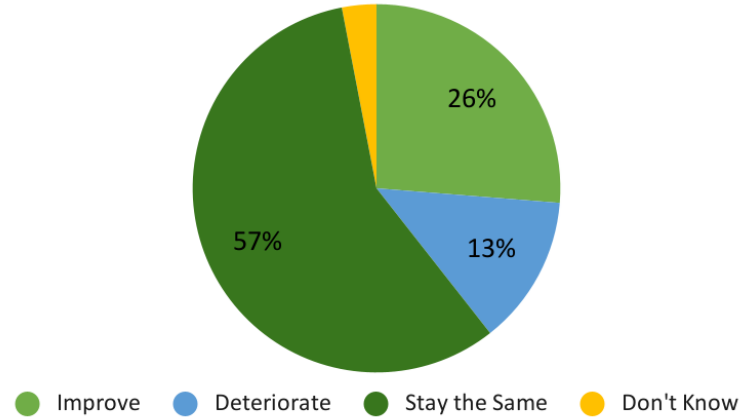
Education: 7%
Poverty: 6%
Traffic/Roads: 6%
Growth/Sprawl: 4%
Other/DK: 4%
Downtown Pensacola: 3%
Quality of Life: 3%
Race Relations: 2%
Poor Leadership: 2%
Environment: 1%
Healthcare: 1%
Moral Issues: 1%
Lack of Culture: 1%

How Would You Rate Overall Quality of Life?



2020:
Positive was 66%

Over The Next 5 Years, Do You Believe Quality Of Life Will....



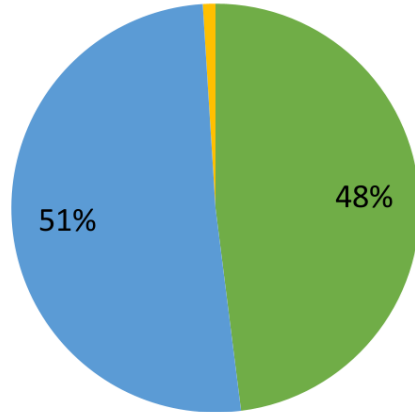
What is the primary reason you think the Quality of Life will worsen?

21%: Economy/Jobs
18%: Crime/Drugs
17%: Cost of Living

2020:
Stay the same was 49%
Improve was 36%

Overall Quality of Life

Quality of life as a place to live for... Families with children



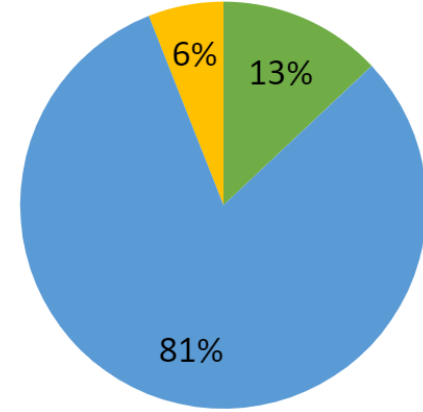
● Positive ● Negative ● Don't Know

2020:

Positive was 57%

As a comparison, our worst year was 2016 at 36% positive

Quality of life as a place to live for... People living below poverty line



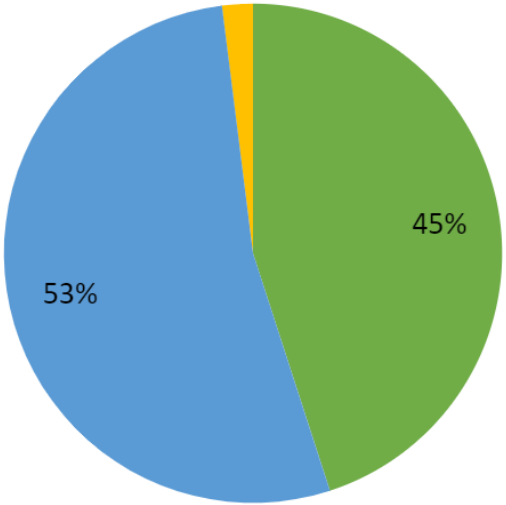
● Positive ● Negative ● Don't Know

2020:

Negative was 78%

Quality of Life

Quality of life as a place to live for... Entrepreneurs and new businesses

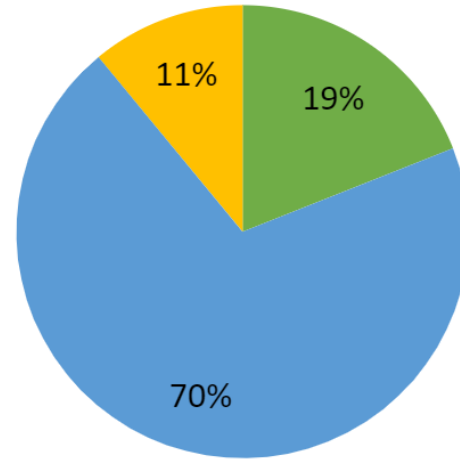


2020:
Positive was 45%

● Positive ● Negative ● Don't Know

Quality of Life

How do you rate Escambia County in.... Public Transportation

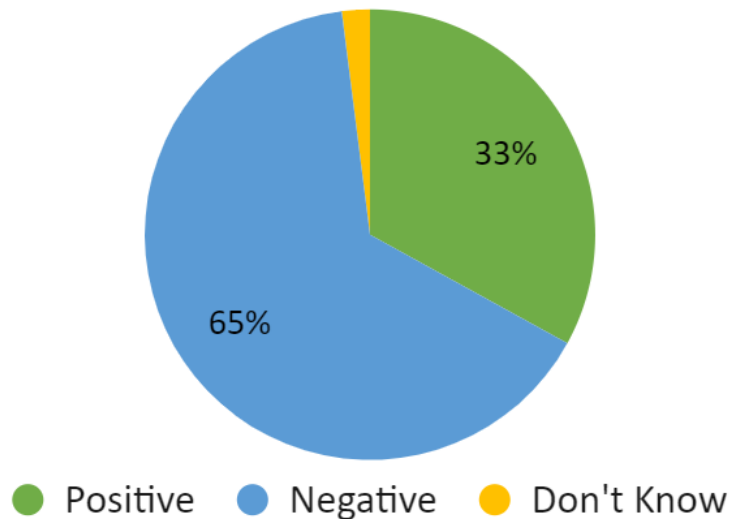


● Positive ● Negative ● Don't Know

2020:
Positive was 27%
2021 is the worst year we have
seen in this survey in this category

Quality of Life

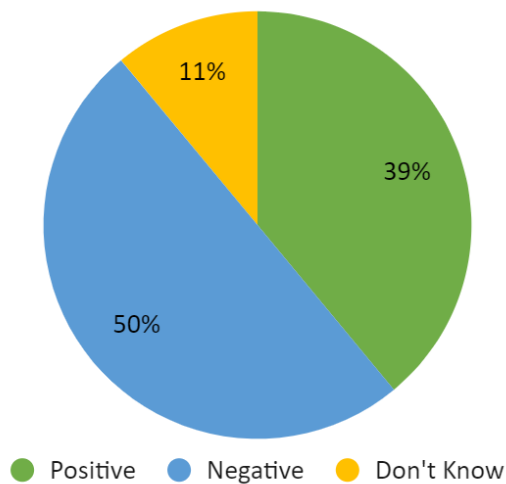
How do you rate Escambia County in.... Quality of the Public Schools



2020:
Positive was 34%

Quality of Life

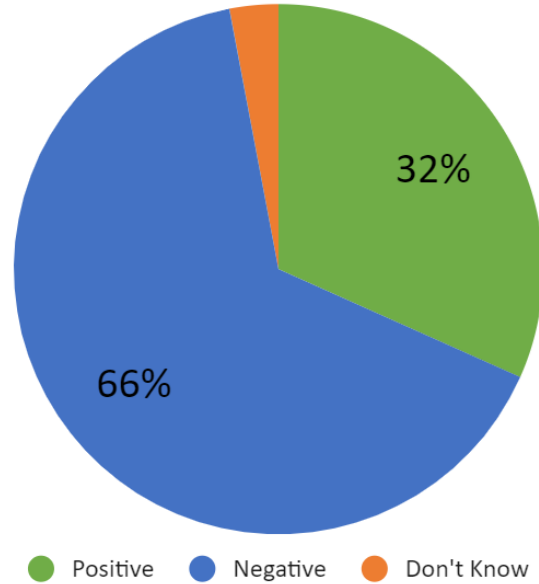
How do you rate Escambia County in.... Job Opportunities in Your Field



2020:
Positive was 41%

Quality of Life

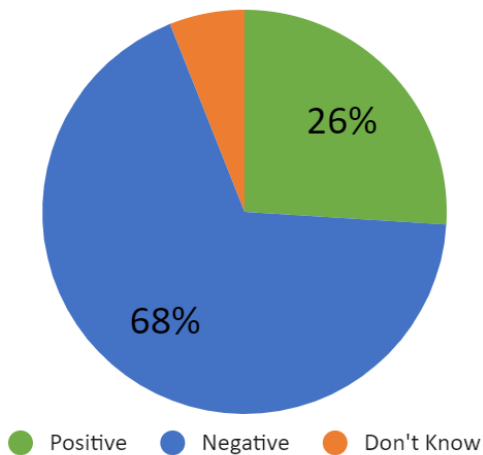
How do you rate Escambia County in.... Effective Leadership from elected officials



2020:
Positive was 38%

Quality of Life

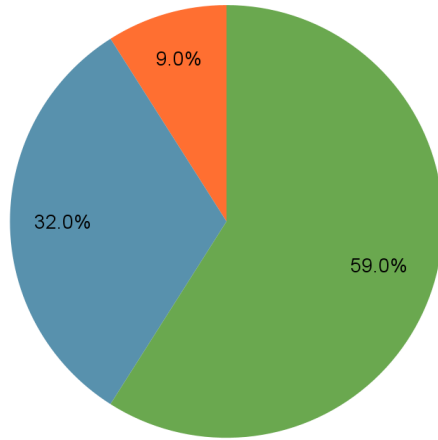
How do you rate Escambia County in.... Having a shared vision and effective plans for development and job growth



2020:
Positive was 35%

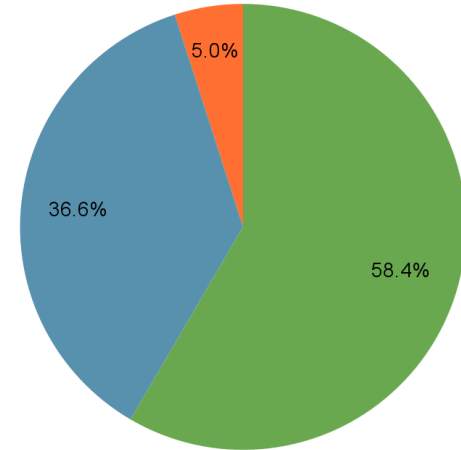
Quality of Life

Confidence in Economic Development



● Somewhat/Strong Agree ● Somewhat/Strong Disagree ● Don't Know

Confidence in Community Development



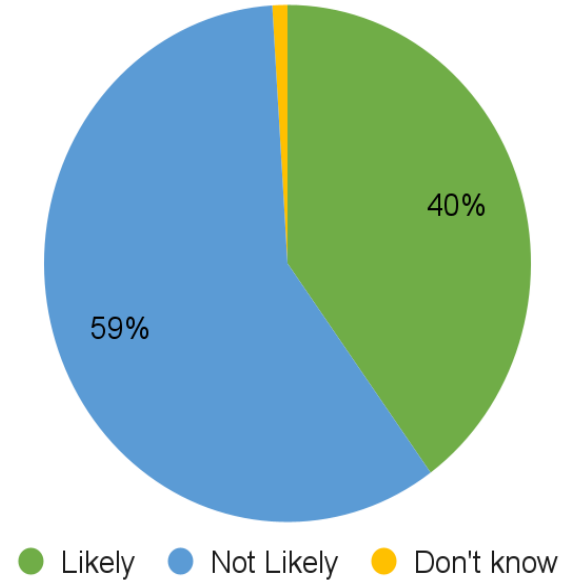
● Somewhat/Strong Agree ● Somewhat/Strong Disagree ● Don't Know

Quality of Life

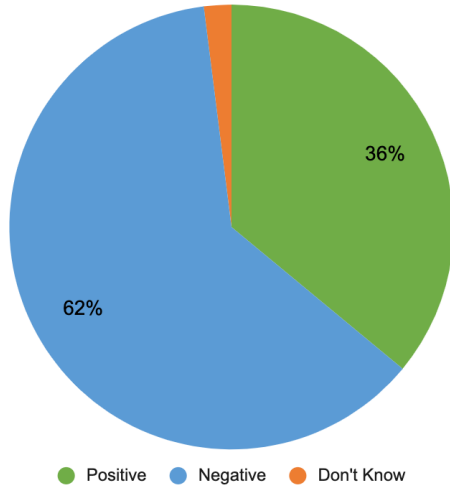
What is the primary reason that you or a family member are likely to leave the area?

Job/Economy	31%
Family Reasons	27%
Cost of Living	14%
Growth/Traffic	14%
Education	5%
Weather	3%
Lack of Leadership	2%
Lack of Entertainment	2%
Other/Not sure	3%

How likely are you to move out of area?

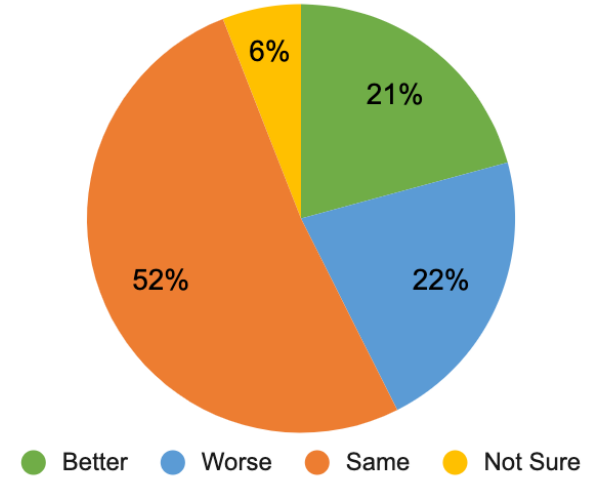


How would you rate economic conditions in Escambia county?



2020:
Positive was 35%

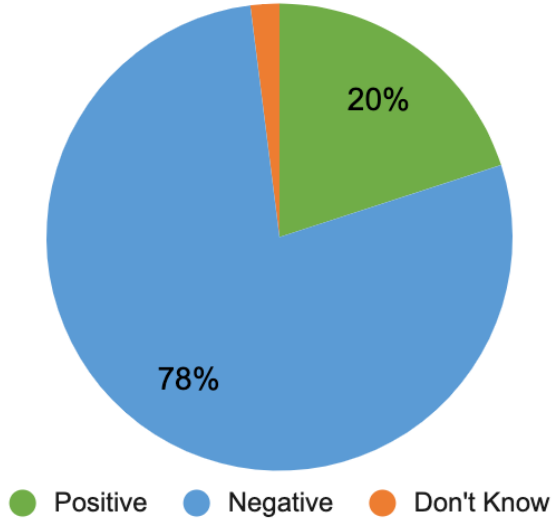
Five years from now, do you think the economy in Escambia county will be better off, worse off, or about the same?



2020:
Better was 35%

Economy

How do you rate availability of affordable housing in Escambia County?



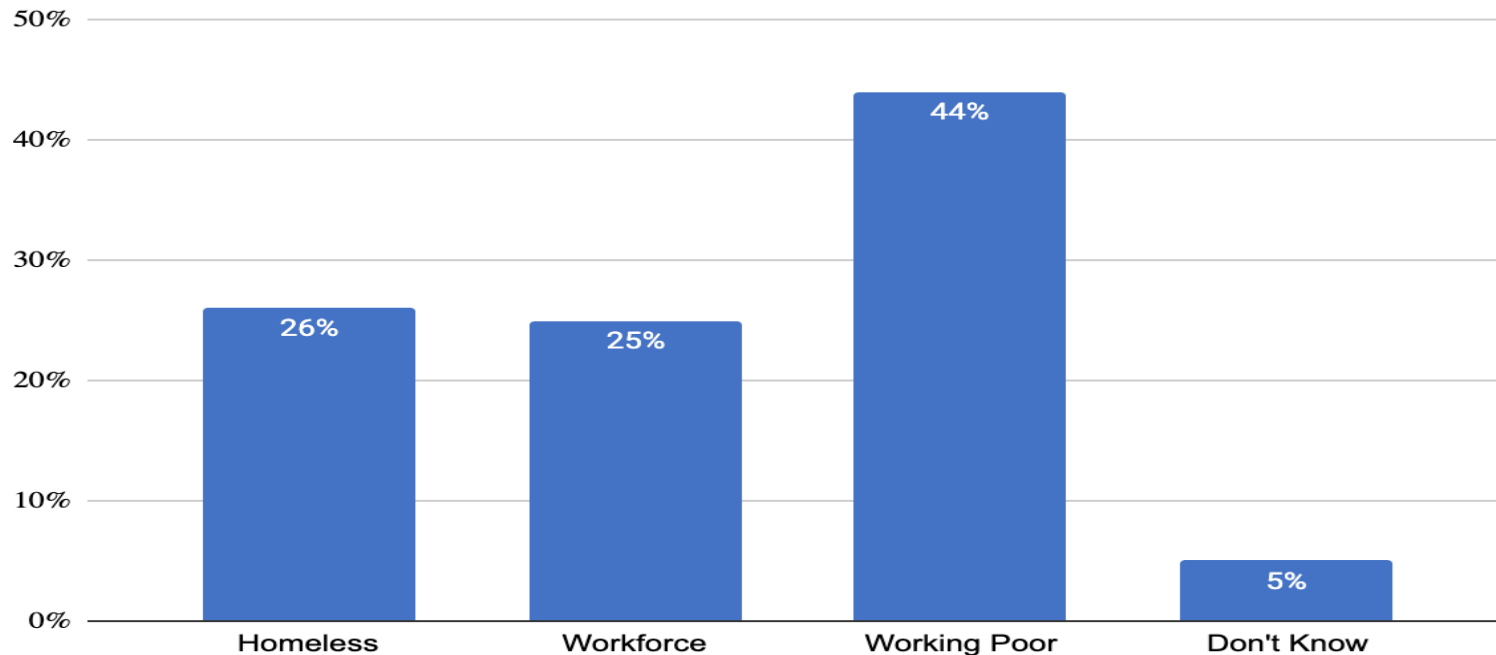
2020:

Negative was 68%

2021 is the worst year we have seen in this survey in this category

Economy

Efforts that address affordable housing fall in to a few broad categories that target specific challenges and populations. Which of the following do you think should be the priority effort in Escambia County?



Workforce: Housing for moderate income individuals and families
Working poor: Housing for individuals and families in poverty

Quality of Life

DO YOU BELIEVE THAT
SYSTEMATIC RACISM DOES OR
DOES NOT EXIST IN ESCAMBIA
COUNTY?

White

Does: 42.3%
Does Not: 49.4%
Not Sure: 8.3%

2020 White
Does: 56.9%
Does Not: 34%

Black

Does: 83%
Does Not: 13.4%
Not Sure: 3.6%

2020 Black
Does: 82.3%
Does Not: 13.2%

HOW WOULD YOU RATE RACE RELATIONS IN THE CITY OF PENSACOLA?

White

Positive: 42.5%

Negative: 54.6%

Not Sure: 2.9%

2020 White

Positive: 45.6%

Negative: 51.5%

Black

Positive: 27.8%

Negative: 69.9%

Not Sure: 2.2%

2020 Black

Positive: 24.3%

Negative: 74.5%

HOW WOULD YOU RATE RACE RELATIONS IN THE ESCAMBIA COUNTY?

White

Positive: 34.7%

Negative: 63.7%

Not Sure: 1.6%

2020 White

Positive: 42.6%

Negative: 55.3%

Black

Positive: 13.1%

Negative: 83%

Not Sure: 3.9%

2020 Black

Positive: 27.8%

Negative: 71.3%

HOW WOULD YOU RATE THE
RELATIONSHIP BETWEEN THE BLACK
COMMUNITY AND THE POLICE IN
CITY OF PENSACOLA?

White

Positive: 34.8%

Negative: 52.2% 2020 White
Positive: 29%

Not Sure: 12.9% Negative: 62.2%

Black

Positive: 16.4%

Negative: 79.6% 2020 Black
Positive: 15.8%

Not Sure: 3.9% Negative: 84%

HOW WOULD YOU RATE THE
RELATIONSHIP BETWEEN THE BLACK
COMMUNITY AND THE POLICE IN
ESCAMBIA COUNTY?

White

Positive: 33.2%

Negative: 58.6% 2020 White
Positive: 34.5%

Not Sure: 8.3% Negative: 59.4%

Black

Positive: 10.8%

Negative: 83.8% 2020 Black
Positive: 12.3%

Not Sure: 5.3% Negative: 87.3%

For more information,
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