



Haas Center

UNIVERSITY *of* WEST FLORIDA

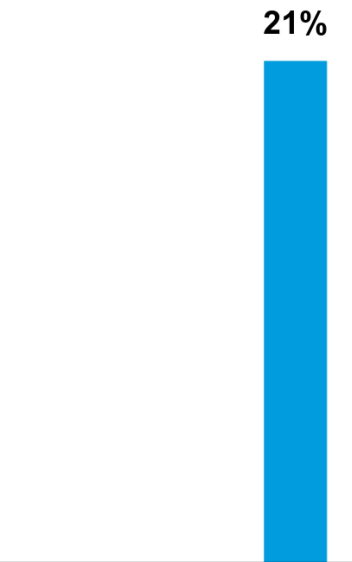
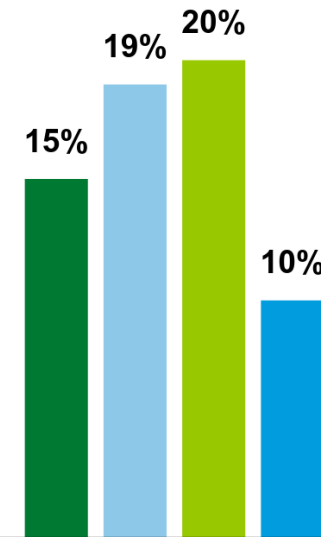
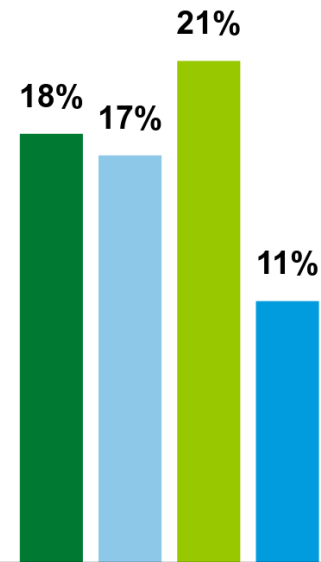
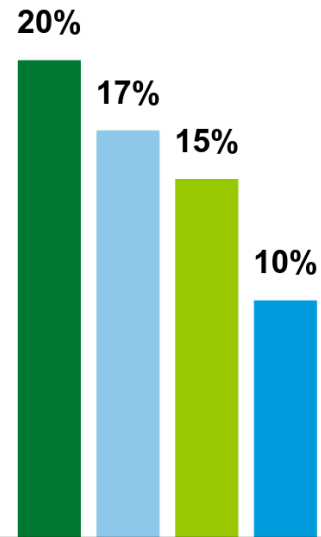
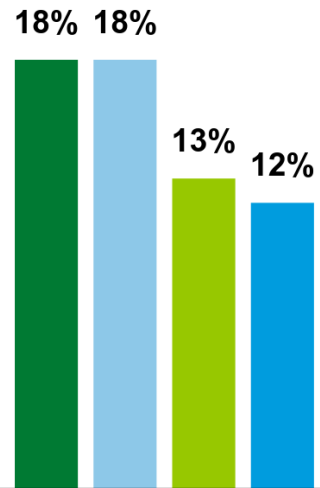
Pensacola, FL
Resident Satisfaction Survey
2022

Summary

- Regarding **public safety**
most concern = **crime reduction & traffic safety**
- **Preservation of historic culture improved**
54% agreed (or were neutral)
- **Ease of obtaining information** regarding services
82% of respondents were either satisfied, (or neutral)
- **Mayor's Bulk Cleanup**
90% participants say efforts are effective
- Least satisfaction: **housing market affordability**
- **Community safety = top priority, housing and infrastructure = second priorities**



Ranked Priorities Annual Comparison 2019 – 2022



Community Safety



Economic
Development



Environmental Issues



Infrastructure

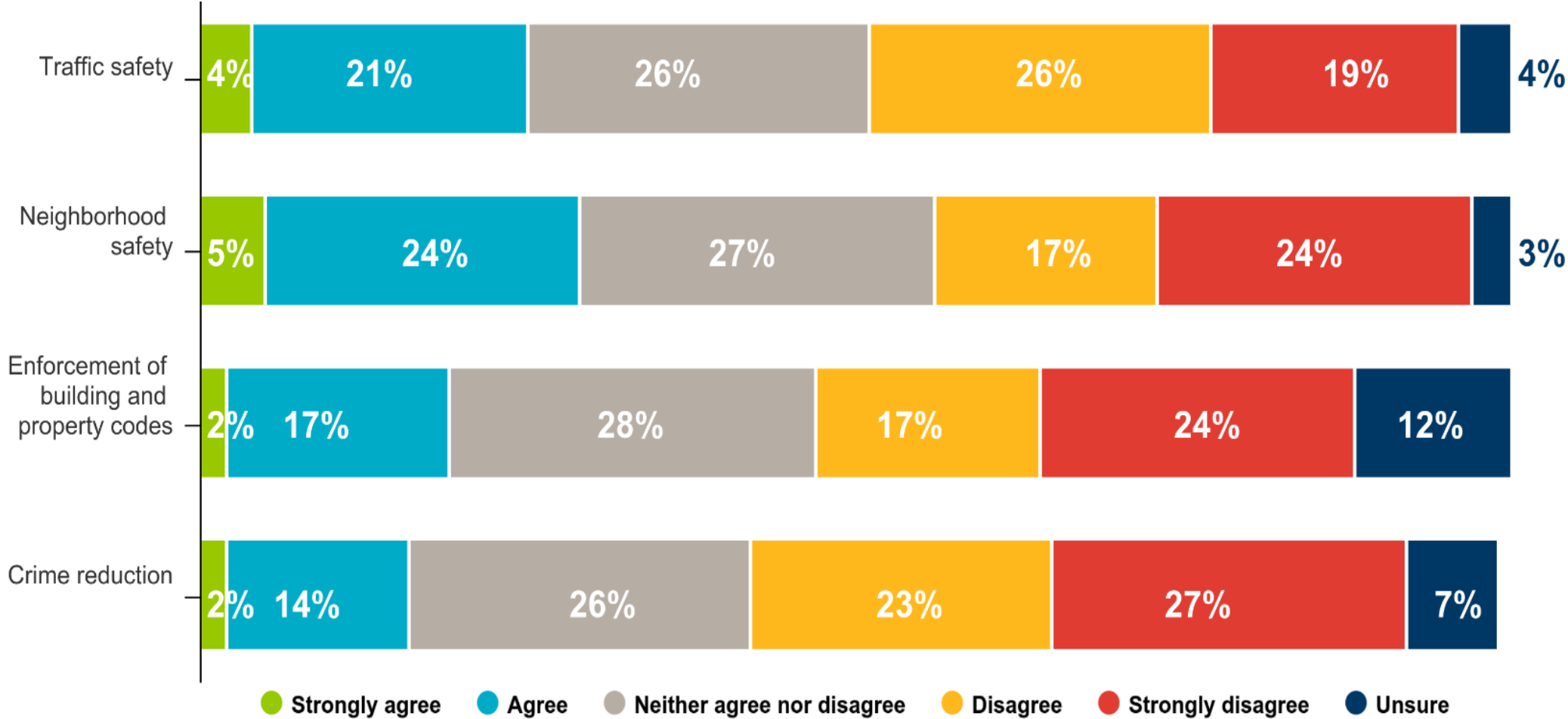


Neighborhoods



Housing

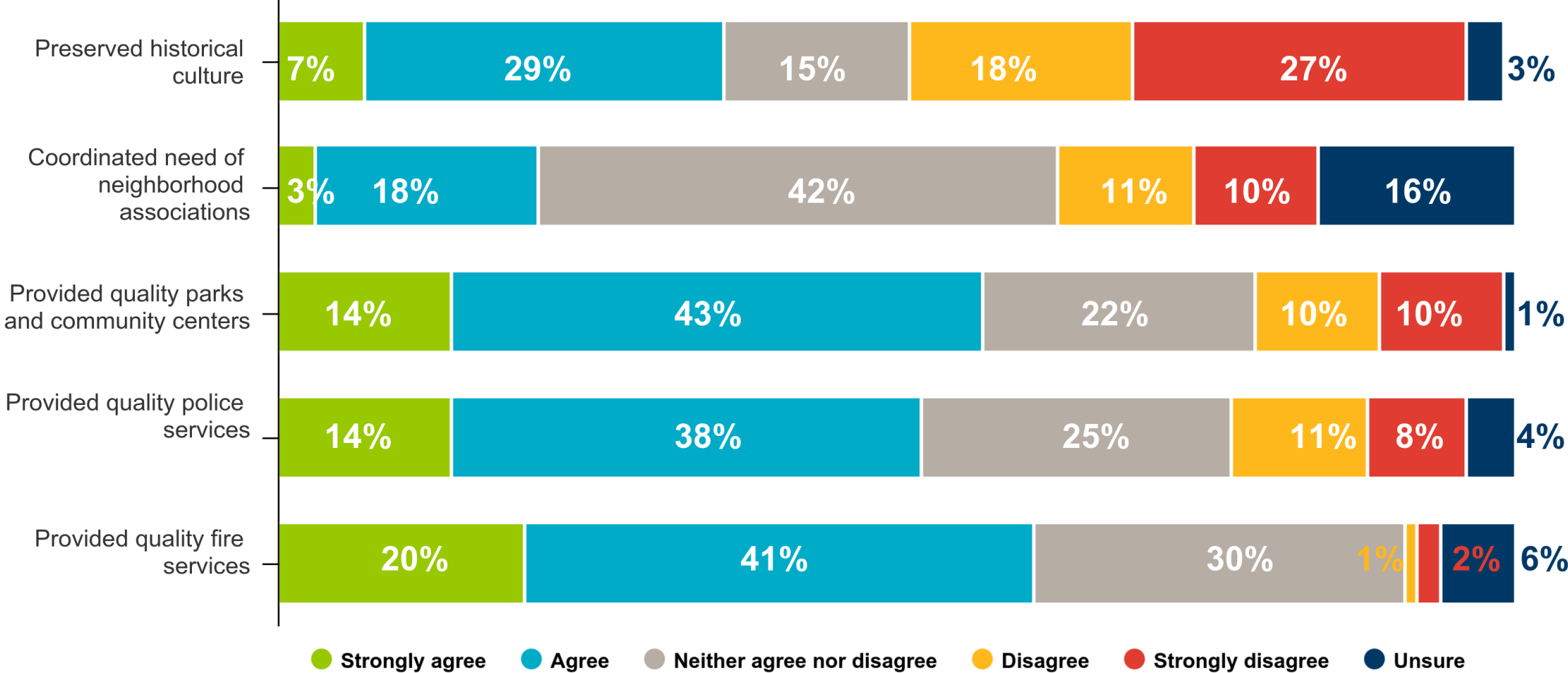
When thinking about **public safety** in the city, how strongly do you agree or disagree with the following statements? Over the past year the City of Pensacola has improved:



Improvement in **Public Safety** Annual Comparison 2019 – 2022

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%

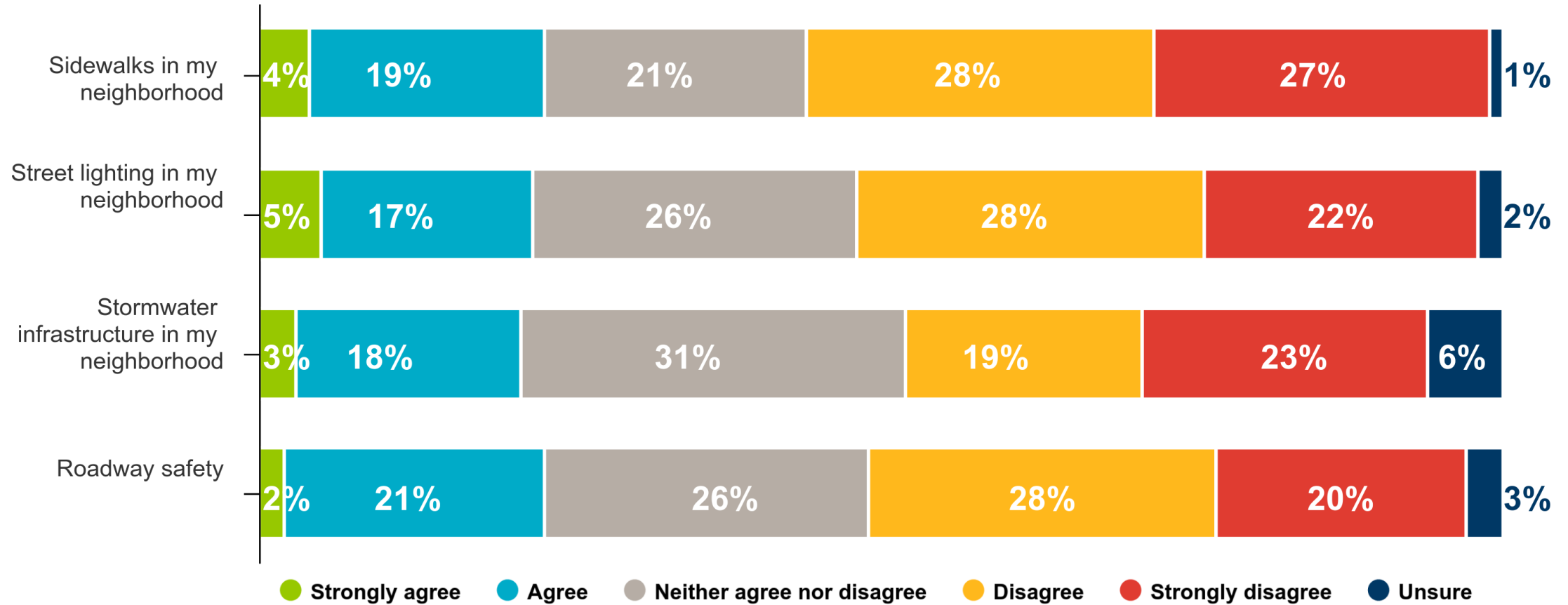
When thinking about **your neighborhood**, how strongly do you agree or disagree with the following statements? Over the past year, the City of Pensacola has



Improvement in *Neighborhood* Annual Comparison 2019 – 2022

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%

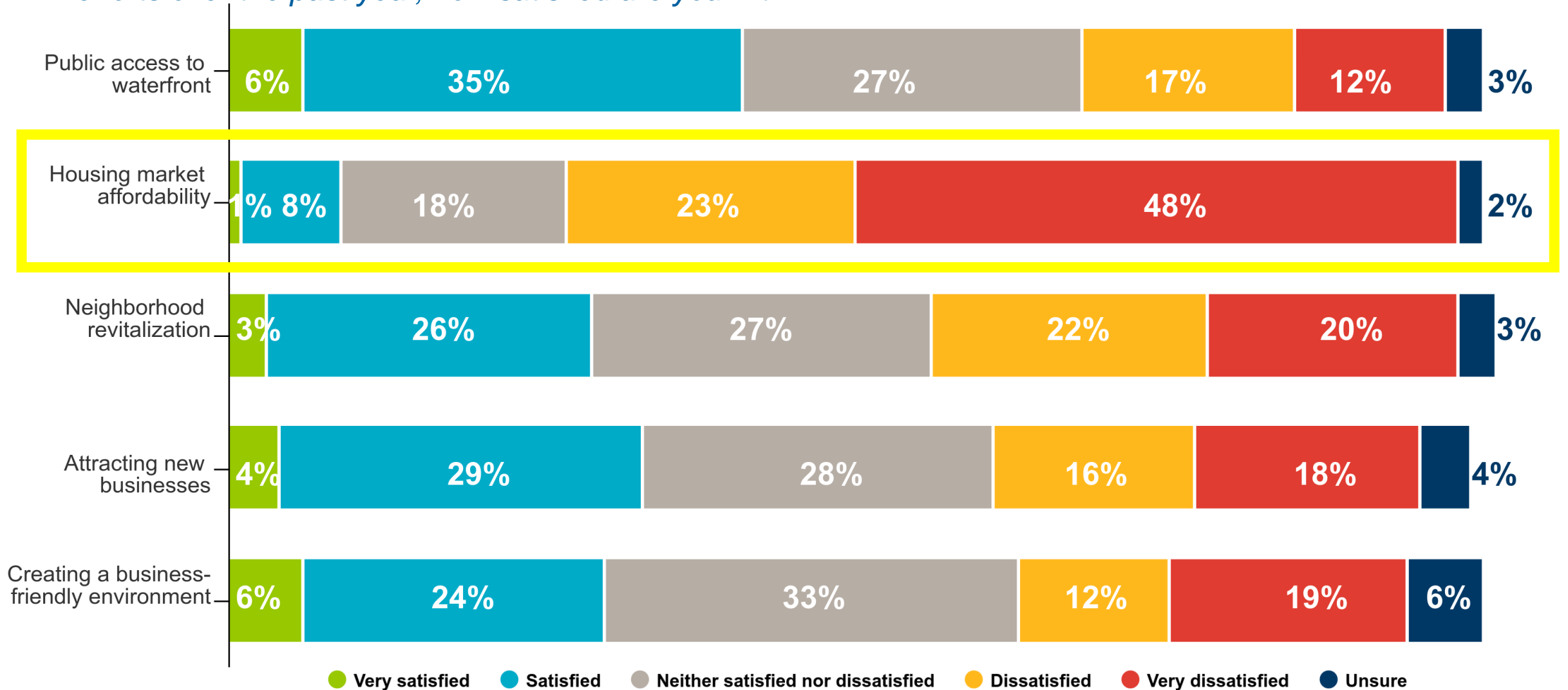
When thinking about the **City's infrastructure**, how strongly do you agree or disagree with the following statements? Over the past year, the City of Pensacola has improved



Improvement in **City Infrastructure** Annual Comparison 2019 – 2022

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%

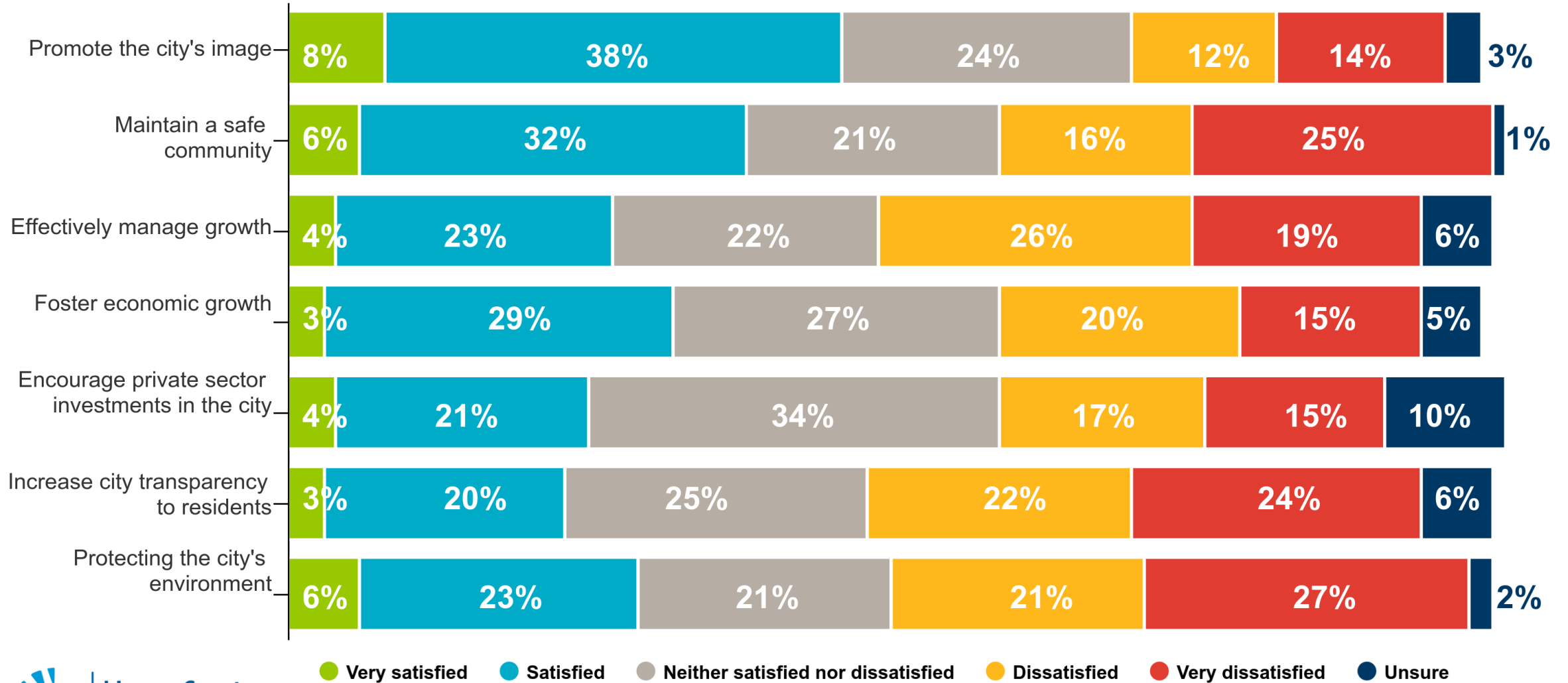
When thinking about the City of Pensacola's **economic development** efforts over the past year, how satisfied are you with...?



Economic Development Annual Comparison 2019 – 2022

Category	Very Satisfied or Satisfied				Neutral / Unsure				Dissatisfied or Very Dissatisfied			
	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%

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:



Key Categories Annual Comparison 2019 – 2022

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%

Unit Interaction
Annual Comparison
 2019 – 2022 Page 20

	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%



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 of Pensacola				35%				14%				23%				3%				24%

Customer Service Rating



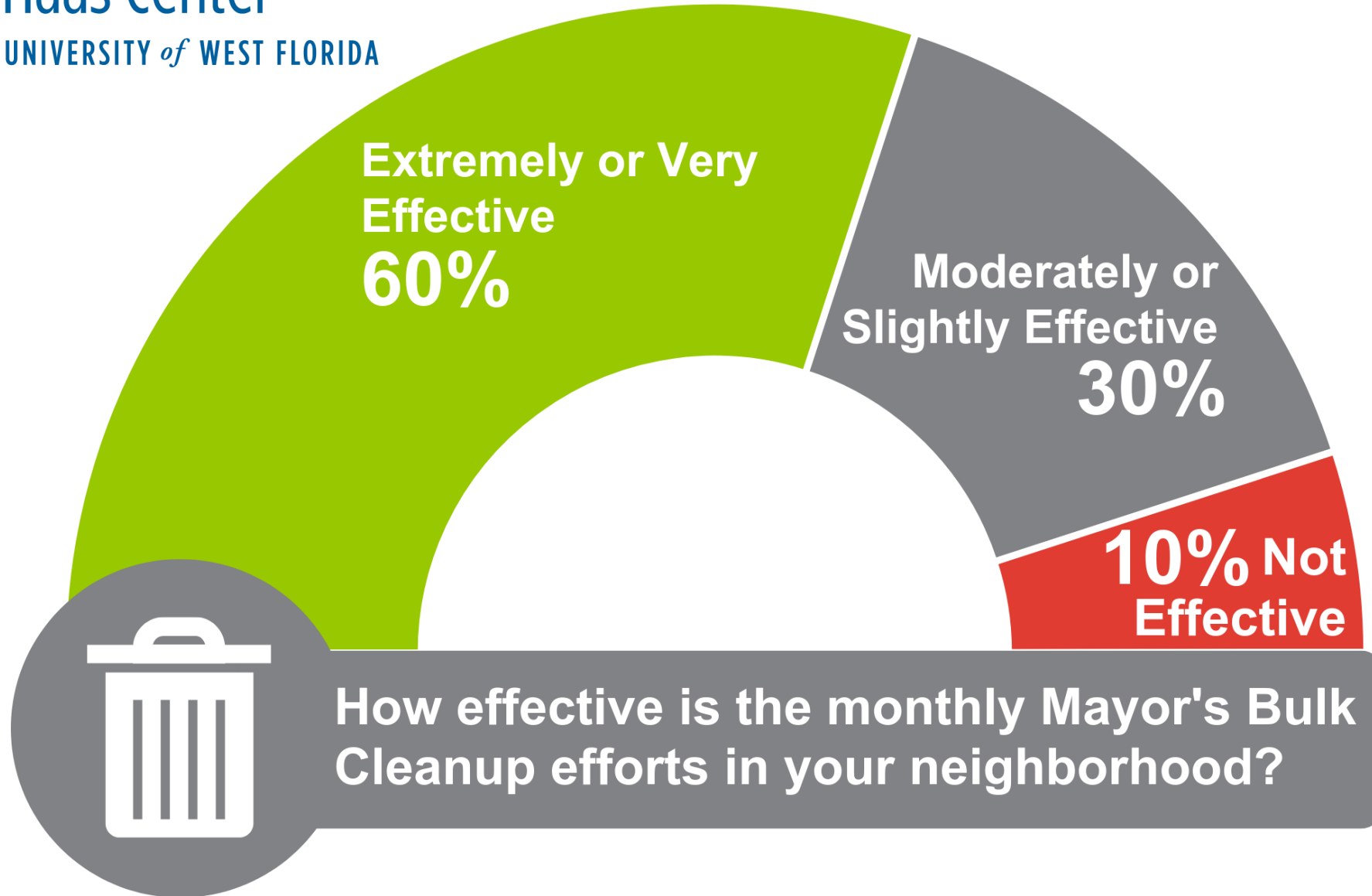
	2019	2020	2021	2022	2019	2020	2021	2022	2019	2020	2021	2022	2019	2020	2021	2022	2019	2020	2021	2022
--	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

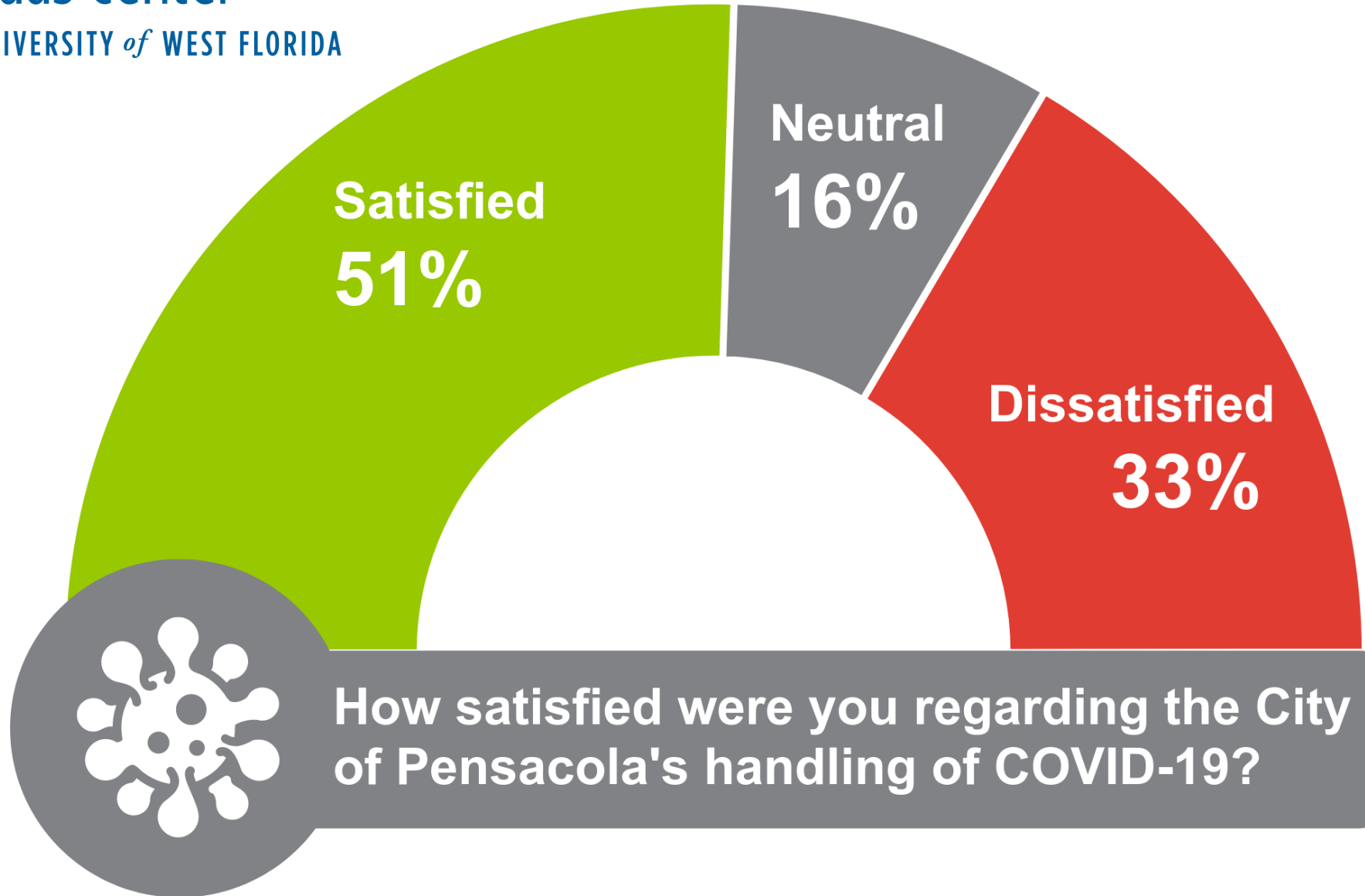
311	42%	46%	31%	33%	32%	26%	31%	24%	14%	14%	17%	26%	3%	7%	7%	10%	9%	7%	15%	8%
Airport	55%	55%	56%	55%	33%	32%	30%	32%	9%	10%	11%	9%	1%	2%	1%	2%	2%	1%	2%	2%
Building Inspections	27%	29%	22%	25%	26%	25%	27%	20%	24%	21%	24%	20%	7%	13%	9%	20%	16%	13%	17%	14%
Community Redevelopment Agency	26%	19%	23%	6%	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 of Pensacola				37%				23%				7%				4%				28%



Haas Center

UNIVERSITY of WEST FLORIDA





Net Promoter Scores



Haas Center
UNIVERSITY of WEST FLORIDA

Net Promoter Scores

NPS 1: How likely are you to recommend living in the City of Pensacola to a friend or family?

-13

NPS 2: How would you rate the city's progress in becoming a "City of Excellence"?

-61

Consider asking about other cities next year



Net Promoter Scores

NPS 1: How likely are you to recommend living in the City of Pensacola to a friend or family?

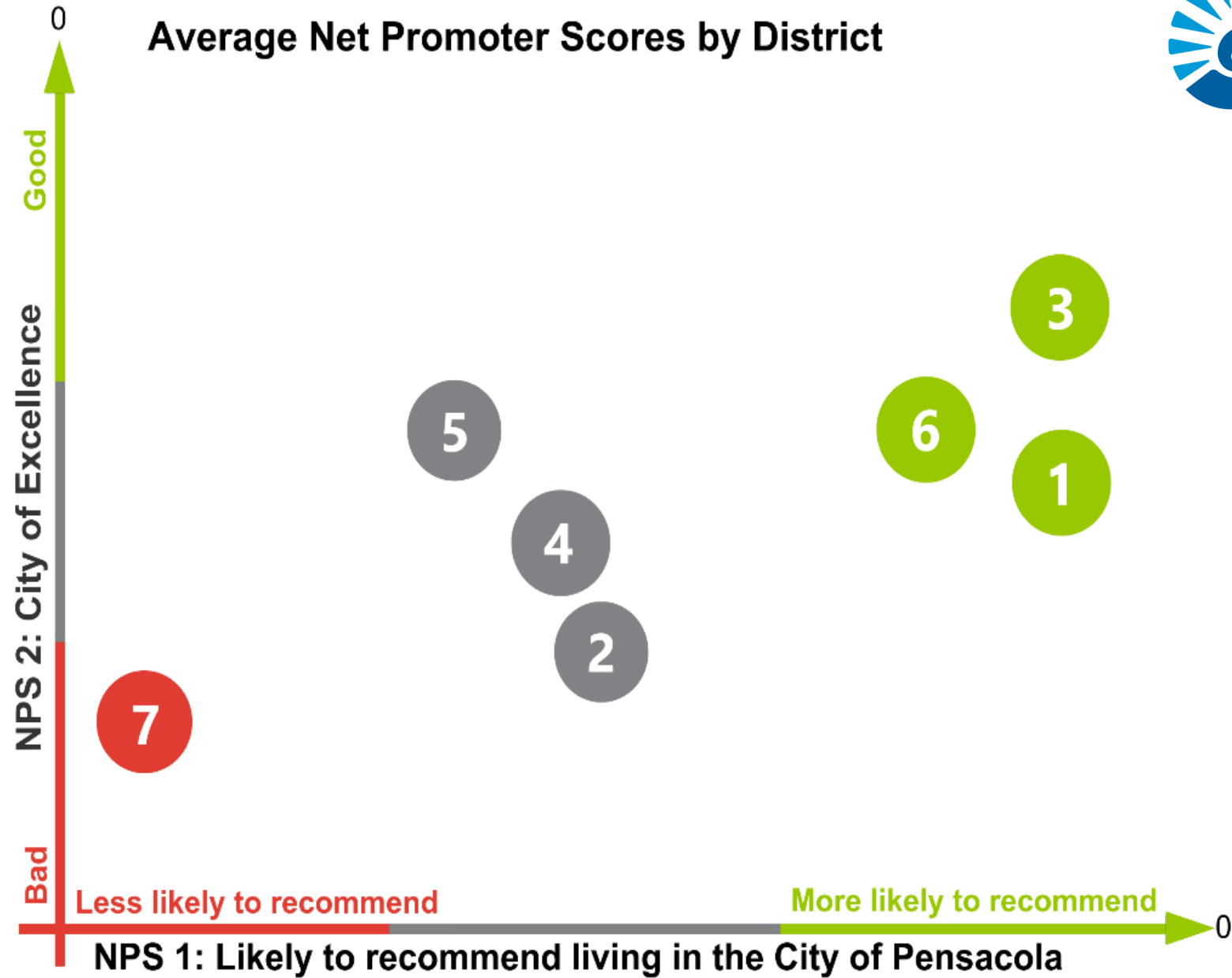
NPS 2: How would you rate the city’s progress in becoming a “City of Excellence”?

Detractor

Passive

Promoter

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%



Summary

- Regarding **public safety**
most concern = **crime reduction & traffic safety**
- **Preservation of historic culture improved**
54% agreed (or were neutral)
- **Ease of obtaining information** regarding services
82% of respondents were either satisfied, (or neutral)
- **Mayor's Bulk Cleanup**
90% participants say efforts are effective
- Least satisfaction: **housing market affordability**
- **Community safety** = top priority, **housing and infrastructure** = second priorities

Questions?

