

Pensacola Young Professionals
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Contact Pensacola Young Professionals for release information



Quality of Life Survey
Year-Over-Year Comparison

2019 - 2020

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Δ = PERCENTAGE POINT DIFFERENCE: 2019 v 2020
 \bar{x} = AVERAGE 2008 TO 2020
 PERCENTAGE POINT DIFFERENCE 2020 FROM '2008 - 2020'
 $\Delta - \bar{x}$ = AVERAGE
 MAX = HIGHEST PERCENTAGE '2008 - 2020'
 MIN = LOWEST PERCENTAGE '2008 - 2020'

Right direction or wrong track

Generally, do you think that Escambia county is heading in the right direction, or are things on the wrong track?

Things in Escambia county

	2019	2020	Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
RIGHT DIRECTION	63%	63%	-1%	+11%	51%	63%	22%
WRONG TRACK	23%	27%	+4%	-11%	34%	54%	23%
NOT SURE	14%	11%	-3%	-0%	14%	24%	9%

And generally, do you think that the city of Pensacola is heading in the right direction, or are things on the wrong track?

Things in city of Pensacola

	2019	2020	Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
RIGHT DIRECTION	63%	64%	+1%	+10%	53%	70%	27%
WRONG TRACK	21%	24%	+3%	-10%	32%	52%	21%
NOT SURE	16%	12%	-4%	+1%	15%	25%	8%

Job Performance Ratings of Leadership

JOB PERFORMANCE: MAYOR

	ASHTON HAYWARD		GROVER ROBINSON				
	2018		2019		2020		Δ
EXCELLENT	11%		10%		11%		
GOOD	34%	45%	43%	53%	45%	56%	+3%
ONLY FAIR	34%		24%		24%		
POOR	12%	46%	4%	28%	9%	34%	-12%
DK	4%		19%		10%		

Escambia County Quality of Life Survey 2008 – 2020

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COUNTY COMMISSIONERS

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	4%		3%			2%	37%	42%	32%
GOOD	35%	39%	32%	36%	-3%				
FAIR	40%		39%						
POOR	11%	51%	18%	57%	+6%	-5%	56%	63%	51%
DK	10%		7%						

PENSACOLA CITY COUNCIL - CITY VOTERS ONLY

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	3%		3%			5%	34%	39%	27%
GOOD	36%	39%	32%	35%	-4%				
FAIR	35%		34%						
POOR	6%	41%	15%	49%	+8%	-9%	50%	64%	41%
DK	20%		16%						

SCHOOL SUPERINTENDENT
MALCOLM THOMAS

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	15%		17%			0%	53%	61%	35%
GOOD	39%	54%	30%	35%	-19%				
FAIR	21%		27%						
POOR	13%	35%	16%	49%	+15%	-3%	37%	49%	32%
DK	12%		10%						

JOB PERFORMANCE:
SCHOOL BOARD

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	5%		6%			3%	45%	49%	39%
GOOD	43%	48%	37%	43%	-5%				
FAIR	28%		33%						
POOR	13%	41%	14%	48%	+7%	-4%	45%	49%	41%
DK	12%		9%						

MOST IMPORTANT ISSUE: CITY OF PENSACOLA/ESCAMBIA

	2020 Pensacola	2020 Escambia
COVID	19%	18%
ECONOMY/JOBS	17%	17%
TRAFFIC/ROADS	10%	11%
CRIME/DRUGS	15%	10%
EDUCATION	3%	8%
GROWTH/SPRAWL	3%	5%
HURRICANE/BRIDGE	6%	4%
POVERTY	5%	4%
RACE RELATIONS	3%	3%
ENVIRONMENT	1%	3%
POOR LEADERSHIP	0.1%	3%
HEALTH CARE	2%	3%
TAXES/GOVT SPNDG	3%	3%
MORAL ISSUES	2%	2%
LACK OF CULTURAL	1%	2%
QUALITY OF LIFE	2%	1%
DOWNTOWN PENSACOLA	3%	0%
OTHER/DK	5%	3%

Economy & Jobs

How would you rate economic conditions in
Escambia county?

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	2%		2%						
GOOD	33%	35%	33%	35%	+0%	9%	25%	37%	10%
ONLY FAIR	46%		49%						
POOR	19%	65%	16%	65%	+0%	-8%	73%	86%	62%
DK	1%		0						

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

	2019	2020	Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
BETTER	36%	35%	-2%	1%	34%	43%	23%
WORSE	10%	27%	17%	12%	15%	27%	7%
SAME	51%	35%	-16%	-12%	47%	58%	35%
NOT SURE	3%	3%	-4%				

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How concerned are you about the security and future of your own job, or the jobs of any close family members in Escambia county?

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
VERY CONCERNED	21%		23%			-9%	60%	70%	48%
SW CONCERNED	31%	52%	28%	51%	-1%				
NOT TOO CONCERNED	21%		24%			10%	36%	48%	26%
NOT CONCERNED	22%	43%	22%	46%	+4%				
NOT SURE	5%		3%						

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

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	5%		2%			12%	19%	32%	7%
GOOD	27%	32%	29%	31%	-1%				
ONLY FAIR	44%		46%			-12%	80%	93%	68%
POOR	24%	68%	22%	68%	+1%				
DK	1%		1%						

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

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	8%		4%			12%	25%	39%	7%
GOOD	32%	39%	33%	37%	-2%				
ONLY FAIR	39%		42%			-12%	74%	92%	59%
POOR	20%	59%	20%	62%	+4%				
DK	2%		2%						

How should local governments prioritize the use of public funding to help economic growth: (ROTATE ORDER)

	2020
PRIORITIZE NEW	47%
PRIORITIZE LOCAL	31%
DO NOT FUND	16%
NOT SURE	6%

How effective do you think the growth of Pensacola's Waterfront, including the Maritime Park and baseball stadium, have been in improving economic opportunity for the City of Pensacola?

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
VERY EFFECTIVE	37%		34%			2.4%	73%	81%	65%
SOMEWHAT EFFECTIVE	42%	79%	41%	76%	-3%				
NOT TOO EFFECTIVE	14%		19%			1.8%	22%	31%	10%
NOT AT ALL EFFECTIVE	7%	21%	4%	23%	+3%				
UNDECIDED [DO NOT READ]	1%		1%						

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Rating the Quality of Life Factors

I'm going to read a list qualities and characteristics that contribute to the quality of life in a community. Please tell me how you rate each in Escambia County, excellent, good, only fair, or poor. [ROTATE ORDER]

Quality of the public schools

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	5%		5%			0%	34%	40%	27%
GOOD	33%	38%	29%	34%	-4%				
ONLY FAIR	44%		45%						
POOR	18%	62%	21%	66%	+4%	3%	63%	68%	54%
DK	1%		1%						

The availability of cultural opportunities, such as theater, museums, and music

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	14%		7%			1%	50%	60%	39%
GOOD	46%	60%	44%	51%	-9%				
ONLY FAIR	27%		37%						
POOR	12%	40%	12%	49%	+10%	0%	49%	60%	39%
DK	0%		1%						

Offering job opportunities in your field

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	8%		5%			14%	27%	41%	13%
GOOD	29%	37%	36%	41%	+4%				
ONLY FAIR	34%		29%						
POOR	19%	53%	24%	53%	+0%	-12%	65%	79%	53%
DK	10%		7%						

Having a vibrant nightlife with clubs, bars, restaurants etc.

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	19%		11%			2%	52%	66%	33%
GOOD	44%	63%	43%	54%	-9%				
ONLY FAIR	25%		29%						
POOR	5%	29%	8%	37%	+8%	1%	36%	45%	26%
DK	8%		9%						

Availability of affordable housing

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	4%		5%			-6%	37%	46%	31%
GOOD	27%	31%	25%	31%	+0%				
ONLY FAIR	39%		36%						
POOR	25%	64%	30%	66%	+2%	6%	60%	66%	52%
DK	5%		3%						

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Rating the Quality of Life Factors (continued)

Public transportation

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	6%		2%			-1%	27%	33%	19%
GOOD	23%	29%	25%	27%	-3%				
ONLY FAIR	34%		31%						
POOR	29%	63%	33%	64%	+1%	1%	63%	73%	52%
DK	7%		9%						

Public safety and low crime

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	4%		3%			6%	31%	37%	22%
GOOD	26%	30%	34%	37%	+7%				
ONLY FAIR	46%		36%						
POOR	24%	70%	26%	62%	-8%	-6%	68%	77%	62%
DK			1%						

Being able to get from place to place with little traffic

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	5%		4%			1%	32%	40%	27%
GOOD	29%	33%	29%	33%	-0%				
ONLY FAIR	31%		31%						
POOR	36%	67%	35%	66%	-1%	-1%	67%	73%	60%
DK	0%		2%						

Availability of quality healthcare

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	18%		15%			-4%	62%	69%	53%
GOOD	50%	68%	43%	58%	-10%				
ONLY FAIR	24%		27%						
POOR	8%	32%	13%	40%	+9%	4%	37%	46%	31%
DK	0%		2%						

Natural beauty & physical setting

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	40%		42%			-2%	79%	88%	70%
GOOD	38%	78%	35%	77%	-1%				
ONLY FAIR	22%		17%						
POOR	0%	22%	5%	22%	+0%	2%	20%	30%	12%
DK	0%		1%						

The availability of outdoor parks, playgrounds, and beaches

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	39%		39%			3%	76%	87%	67%
GOOD	41%	80%	40%	78%	-2%				
ONLY FAIR	16%		16%						
POOR	4%	20%	5%	21%	+1%	-3%	24%	33%	13%
DK	1%		1%						

Rating the Quality of Life Factors (continued)**Welcoming and inviting to people of diverse backgrounds,
ethnicity and culture**

	2019		2020			$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	18%		18%		Δ	5%	56%	68%	43%
GOOD	44%	61%	43%	61%	-0%				
ONLY FAIR	26%		25%						
POOR	13%	38%	13%	38%	+0%	-2%	40%	51%	31%
DK	1%		1%						

Effective leadership from elected officials

	2019		2020			$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	4%		3%		Δ	9%	29%	42%	16%
GOOD	37%	42%	35%	38%	-4%				
ONLY FAIR	40%		40%						
POOR	14%	54%	21%	61%	+7%	-8%	69%	84%	54%
DK	4%		2%						

**A shared vision and effective plans for economic
development and job growth**

	2019		2020			$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	5%		3%		Δ	12%	22%	35%	9%
GOOD	27%	32%	32%	35%	+3%				
ONLY FAIR	45%		45%						
POOR	15%	60%	18%	63%	+3%	-12%	74%	86%	60%
DK	8%		3%						

Rating Escambia as a place to live

Now please rate Escambia County as a place to live for the following types of people [ROTATE ORDER]

Recent college grads looking for jobs

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	1%		1%			11%	15%	26%	7%
GOOD	22%	22%	25%	26%	+4%				
ONLY FAIR	47%		40%						
POOR	29%	75%	31%	71%	-4%	-13%	84%	92%	71%
DK	3%		3%						

Young Single People

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	5%		6%			11%	28%	39%	14%
GOOD	28%	33%	33%	39%	+6%				
ONLY FAIR	46%		38%						
POOR	19%	64%	20%	58%	-6%	-12%	70%	85%	58%
DK	3%		3%						

Families with children

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	10%		14%			8%	49%	60%	36%
GOOD	44%	54%	44%	57%	+3%				
ONLY FAIR	36%		33%						
POOR	10%	46%	9%	42%	-3%	-8%	50%	63%	40%
DK	1%		1%						

Retirees

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	34%		28%			1%	77%	84%	69%
GOOD	50%	84%	50%	78%	-6%				
ONLY FAIR	15%		17%						
POOR	1%	16%	6%	22%	+7%	0%	23%	29%	16%
DK	0%								

Racial & ethnic minorities

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	7%		9%			1%	45%	53%	38%
GOOD	39%	46%	37%	46%	+0%				
ONLY FAIR	32%		34%						
POOR	18%	50%	16%	50%	-0%	0%	50%	60%	39%
DK	4%		4%						

Immigrants from other countries

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	6%		7%			3%	37%	42%	29%
GOOD	33%	39%	34%	41%	+2%				
ONLY FAIR	30%		37%						
POOR	23%	53%	18%	55%	+2%	1%	54%	66%	44%
DK	8%		4%						

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Rating Escambia as a place to live (continued)

Entrepreneurs & new businesses

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	11%		8%			10%	35%	50%	21%
GOOD	40%	50%	37%	45%	-5%				
ONLY FAIR	33%		35%						
POOR	14%	47%	18%	53%	+6%	-9%	62%	78%	47%
DK	3%		2%						

People living below poverty line

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	0%		4%			2%	17%	21%	10%
GOOD	14%	15%	14%	18%	+3%				
ONLY FAIR	31%		34%						
POOR	49%	80%	45%	78%	-1%	1%	78%	84%	68%
DK	6%		4%						

Rating Over All Quality of Life

How would you rate the over all quality of life in
Escambia county?

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
EXCELLENT	12%		10%			7%	58%	71%	47%
GOOD	48%	60%	56%	66%	+5%				
ONLY FAIR	36%		29%						
POOR	4%	40%	5%	34%	-5%	-7%	42%	52%	29%
DK	0%		0%						

Over the next 5 years do you think that the quality of life in
Escambia county will improve, deteriorate or stay about the
same?

	2019		2020		$\Delta - \bar{x}$	\bar{x}	MAX	MIN
IMPROVE	36%		36%	0%	3%	33%	40%	25%
DETERIORATE	7%		14%	6%	4%	9%	15%	5%
STAY THE SAME	57%		49%	-7%	-7%	56%	64%	49%
NOT SURE	1%		2%					

Vision, Leadership, Engagement

I am familiar with and confident in the vision, plans and leadership for the revitalization of City of Pensacola?

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
STRONG AGREE	10%		9%			21%	33%	66%	35%
SW AGREE	44%	54%	58%	66%	+13%				
SW DISAGREE	24%		17%						
STRONG DISAGREE	14%	37%	11%	28%	-9%	-1%	38%	56%	27%
NOT SURE	9%		5%						

I am familiar with and confident in the vision, plans and leadership for economic development for Escambia County?

	2019		2020		Δ	$\Delta - \bar{x}$	\bar{x}	MAX	MIN
STRONG AGREE	9%		5%			5%	50%	57%	34%
SW AGREE	47%	56%	52%	57%	+1%				
SW DISAGREE	21%		26%						
STRONG DISAGREE	13%	34%	11%	37%	+3%	-10%	44%	57%	34%
NOT SURE	11%		6%						

How aware are you of CivicCon, the local organization formed to increase the engagement of the community in civic conversations with local leaders about public policy? Are you very aware, somewhat aware or not at all aware?

		Total Awareness of CivicCon
VERY AWARE	11%	
SOMEWHAT AWARE	47%	58%
NOT AWARE	42%	

Hurricane Response

How would you rate the 2020 hurricane response by officials in the City of Pensacola?

EXCELLENT	21%	
GOOD	47%	68%
ONLY FAIR	24%	
POOR	9%	33%
DK	0%	

How would you rate the 2020 hurricane response by officials in the Escambia County?

EXCELLENT	21%	
GOOD	50%	71%
ONLY FAIR	19%	
POOR	10%	29%
DK	0%	

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Demographics

RESIDENCE

	Number	Percent
CITY OF PENSACOLA	167	21%
ESCAMBIA SUBURBS	633	79%

EDUCATION

HIGH SCHOOL	161	20%
SOME COLLEGE	209	26%
COLLEGE GRAD	263	33%
GRAD DEGREE	145	18%
REFUSED	22	3%

PARTY

DEMOCRAT	259	32%
REPUBLICAN	351	44%
INDEPENDENT	190	24%

AGE

18-29	131	16%
30-39	130	16%
40-49	110	14%
50-64	201	25%
65+	225	28%
REFUSED	3	0.4%

RACE

WHITE	571	71%
BLACK	161	20%
HISPANIC	22	3%
OTHER	33	4%
REFUSED	13	2%

GENDER

MALE	376	47%
FEMALE	421	53%
OTHER	3	0.4%

VOLUNTEERED RELIGIOUS GROUP?

YES	303	38%
NO	497	62%

VOLUNTEERED OTHER GROUP?

YES	392	49%
NO	408	51%

COMMISSION DISTRICT

DISTRICT 1	152	19%
DISTRICT 2	156	20%
DISTRICT 3	170	21%
DISTRICT 4	168	21%
DISTRICT 5	154	19%

INCOME

<\$25,000	115	14%
\$25,000-\$39,999	136	17%
\$40,000-\$74,999	191	24%
\$75,000+	226	28%
REFUSED	132	17%

EMPLOYMENT

FULL-TIME	323	40%
PART-TIME	32	4%
RETIRED	223	28%
HOMEMAKER	99	12%
STUDENT	13	2%
UNEMPLOYED	101	13%
OTHER	7	1%
REFUSED	2	0.3%