

# Quality of Life Survey

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. The survey is coordinated by the Pensacola Young Professionals and funded by Quint and Rishy Studer.

## Comparing results from 2008 to 2020

The Quality-of-Life Survey gains insights into people's perception of key indicators in Escambia County.

The Quality of Life Survey was first conducted in 2008. The tables below show the quality of life questions comparing the results from 2008 to 2020. These are the standard quality of life survey questions, though every year some non-standard questions are added by Pensacola Young Professionals.

The good news is there has been positive improvement in almost every category since 2008. Pay careful attention to those that didn't show a lot of improvement. This could be because it was already rated high.

For example, the availability of outdoor parks playgrounds and beaches showed an improvement of 16% with 67% positive in 2008 and 78% positive in 2020. Some quality of life questions showed a giant improvement, but some of that is due to being ranked so low in 2008.

The good news is that we're moving in the right direction. However, many of these areas show we still have room to improve. By working together, we can continue the positive movement in Escambia County and the City of Pensacola.

(A few categories were added after 2008, as noted.)

### VISION & LEADERSHIP

I am familiar with and confident in the vision, plans and leadership for the revitalization of City of Pensacola?		
	2008	2020
AGREE	42%	66%
DISAGREE	48%	28%
NOT SURE	11%	5%
57% improvement from 2008 to 2020		

I am familiar with and confident in the vision, plans and leadership for economic development for Escambia County?		
	2008	2020
AGREE	42%	57%
DISAGREE	50%	37%
NOT SURE	8%	6%
36% improvement from 2008 to 2020		

### JOB PERFORMANCE

Job performance: Mayor		
	2019	2020
Grover Robinson		
POSITIVE	53%	56%
NEGATIVE	28%	34%
DON'T KNOW	19%	10%

Job Performance: School Board		
	2014	2020
First asked in 2014		
POSITIVE	46%	43%
NEGATIVE	42%	48%
DON'T KNOW	12%	9%

Job Performance: County Commissioners		
	2014	2020
First asked in 2014		
POSITIVE	32%	36%
NEGATIVE	63%	57%
DON'T KNOW	5%	7%

Job Performance: Pensacola City Council		
	2014	2020
First asked in 2014		
POSITIVE	28%	35%
NEGATIVE	44%	49%
DON'T KNOW	29%	16%
City Voters Only		

### RIGHT TRACK, WRONG TRACK

Do you think that Escambia County is heading in the right direction, or are things on the wrong track?		
	2008	2020
RIGHT DIRECTION	22%	63%
WRONG TRACK	54%	27%
NOT SURE	24%	11%
186% improvement from 2008 to 2020		

Do you think that the City of Pensacola is heading in the right direction, or are things on the wrong track?		
	2008	2020
RIGHT DIRECTION	27%	64%
WRONG TRACK	52%	24%
NOT SURE	25%	12%
137% improvement from 2008 to 2020		

### ECONOMY

How would you rate the City of Pensacola's success in addressing new challenges, and in attracting economic opportunity and job growth?		
	2008	2020
City of Pensacola		
POSITIVE	9%	37%
NEGATIVE	90%	62%
DON'T KNOW	1	2%
311% improvement from 2008 to 2020		

How concerned are you about the security and future of your own job, or the jobs of any close family members in Escambia County?		
	2008	2020
CONCERNED	58%	51%
NOT CONCERNED	38%	46%
NOT SURE	4%	3%
12% improvement from 2008 to 2020		

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?		
	2008	2020
BETTER	30%	35%
WORSE	22%	27%
SAME	40%	35%
NOT SURE	8%	3%
17% improvement from 2008 to 2020		

How would you rate economic conditions in Escambia county?		
	2008	2020
POSITIVE	14%	35%
NEGATIVE	86%	65%
DON'T KNOW	0	0
150% improvement from 2008 to 2020		

How would you rate Escambia County's success in addressing new challenges, and in attracting economic opportunity and job growth?		
	2008	2020
Escambia County		
POSITIVE	7%	31%
NEGATIVE	93%	68%
DON'T KNOW	0	1%
343% improvement from 2008 to 2020		

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?		
	2012	2020
First asked in 2012		
EFFECTIVE	66%	76%
NOT EFFECTIVE	10%	23%
UNDECIDED	23%	1%
15% improvement from 2012 to 2020		

### Mason-Dixon Polling

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.

### RATING ESCAMBIA AS A PLACE TO LIVE

Recent college grads looking for jobs		
	2008	2020
POSITIVE	9%	26%
NEGATIVE	90%	71%
DON'T KNOW	1%	3%
189% improvement from 2008 to 2020		

Families with children		
	2008	2020
POSITIVE	52%	57%
NEGATIVE	48%	42%
DON'T KNOW	0	1%
10% improvement from 2008 to 2020		

Entrepreneurs & new businesses		
	2008	2020
POSITIVE	30%	45%
NEGATIVE	65%	53%
DON'T KNOW	6%	2%
50% improvement from 2008 to 2020		

Retirees		
	2008	2020
POSITIVE	72%	78%
NEGATIVE	27%	22%
DON'T KNOW	0	0
8% improvement from 2008 to 2020		

Young single people		
	2008	2020
POSITIVE	30%	39%
NEGATIVE	64%	58%
DON'T KNOW	6%	3%
30% improvement from 2008 to 2020		

People living below poverty line		
	2008	2020
POSITIVE	10%	18%
NEGATIVE	81%	78%
DON'T KNOW	10%	4%
80% improvement from 2008 to 2020		

Immigrants from other countries		
	2008	2020
POSITIVE	32%	41%
NEGATIVE	54%	55%
DON'T KNOW	14%	4%
28% improvement from 2008 to 2020		

Racial & ethnic minorities		
	2008	2020
POSITIVE	39%	46%
NEGATIVE	56%	50%
DON'T KNOW	6%	4%
18% improvement from 2008 to 2020		

### RATING THE QUALITY OF LIFE FACTORS IN ESCAMBIA COUNTY

Quality of the public schools		
	2008	2020
POSITIVE	27%	34%
NEGATIVE	67%	66%
DON'T KNOW	6%	1%
26% improvement from 2008 to 2020		

The availability of cultural opportunities, such as theater, museums, and music		
	2008	2020
POSITIVE	40%	51%
NEGATIVE	60%	49%
DON'T KNOW	1%	1%
27.5% improvement from 2008 to 2020		

Offering job opportunities in your field		
	2008	2020
POSITIVE	20%	41%
NEGATIVE	71%	53%
DON'T KNOW	10%	7%
105% improvement from 2008 to 2020		

Having a vibrant nightlife with clubs, bars, restaurants etc.		
	2008	2020
POSITIVE	33%	54%
NEGATIVE	45%	37%
DON'T KNOW	21%	9%
64% improvement from 2008 to 2020		

Availability of affordable housing		
	2008	2020
POSITIVE	34%	31%
NEGATIVE	65%	66%
DON'T KNOW	1%	3%
9% decline from 2008 to 2020		

Public transportation		
	2008	2020
POSITIVE	19%	27%
NEGATIVE	73%	64%
DON'T KNOW	8%	9%
42% improvement from 2008 to 2020		

Public safety and low crime		
	2008	2020
POSITIVE	28%	37%
NEGATIVE	72%	62%
DON'T KNOW	0%	1%
32% improvement from 2008 to 2020		

Availability of quality healthcare		
	2008	2020
POSITIVE	55%	58%
NEGATIVE	44%	40%
DON'T KNOW	1%	2%
5.5% improvement from 2008 to 2020		

Natural beauty & physical setting		
	2008	2020
POSITIVE	70%	77%
NEGATIVE	30%	22%
DON'T KNOW	0	1%
10% improvement from 2008 to 2020		

The availability of outdoor parks, playgrounds, and beaches		
	2008	2020
POSITIVE	67%	78%
NEGATIVE	33%	21%
DON'T KNOW	0	1%
16% improvement from 2008 to 2020		

Effective leadership from elected officials		
	2008	2020
POSITIVE	16%	38%
NEGATIVE	84%	61%
DON'T KNOW	1%	2%
137.5% improvement from 2008 to 2020		

A shared vision and effective plans for economic development and job growth		
	2008	2020
POSITIVE	9%	35%
NEGATIVE	86%	63%
DON'T KNOW	6%	3%
289% improvement from 2008 to 2020		

Being able to get from place to place with little traffic		
	2008	2020
POSITIVE	28%	33%
NEGATIVE	72%	66%
DON'T KNOW	1%	2%
18% difference from 2008 to 2020		

Welcoming and inviting to people of diverse backgrounds, ethnicity and culture		
	2008	2020
POSITIVE	43%	61%
NEGATIVE	51%	38%
DON'T KNOW	6%	1%
42% improvement from 2008 to 2020		

### RATING OVER ALL QUALITY OF LIFE

How would you rate the over all quality of life in Escambia County?		
	2008	2020
POSITIVE	51%	66%
NEGATIVE	49%	34%
DON'T KNOW	0	0
29% improvement from 2008 to 2020		

Over the next 5 years do you think that the quality of life in Escambia County will improve, deteriorate or stay about the same?		
	2008	2020
IMPROVE	32%	36%
DETERIORATE	15%	14%
STAY THE SAME	53%	49%
NOT SURE	1%	2%
12.5% improvement from 2008 to 2020		

Download the full Quality of Life Survey: [pensacolaypp.com/quality-of-life-report](https://pensacolaypp.com/quality-of-life-report)  
Questions? Contact: Claire Kirchharr, Vice President of Quality of Life, at [clairemk14@gmail.com](mailto:clairemk14@gmail.com)  
The Quality of life survey is coordinated by Pensacola Young Professionals and funded by Quint and Rishy Studer.