



Mayor Polls Under 30%. Over half of the respondents' support consolidation of services

The Independent News, in conjunction with the Political Matrix, conducted a study of likely voters residing in the city of Pensacola between February 19-February 21.

When looking at the 506 completed surveys we found that Mayor Ashton Hayward only had 27.9% of the voters say they would vote to re-elect him if the election were held today. Coming in at second and third place was District 4 County Commission Grover Robinson with 19.8% and District 3 County Commissioner Lumon May at 18%. Rounding out the survey was Bubba Watson at 8.9%, Dee Dee Davis at 8.7% and City Councilman Brian Spencer at 7.7%. The voters who said they were undecided were 9.1%.

METHODOLOGY:

This study was conducted via Interactive Voice Response (IVR) technology. The numbers used were supplied by the Escambia County Supervisor of Elections Office. Only households who voted at least 3 out of the last 4 elections were called in this survey. The number were randomized upon implementation of the study and 506 completed studies were collected.

The study consisted of 5 questions (excluding gender and race) were asked of the respondents. This data, however, is just pertaining to the first question of the study. The margin of error of this study was +/- 4.8%.

WHAT TO LOOK FOR:

When looking at the data, on the aggregate of each of the five questions, the first column is the number of the votes and the second column is the overall percentage based on 506 completed studies.

Next, when looking at the data calculated in the sections tabulated for City Districts, Gender and Race; the first column is the number of votes, the second column is based on the number of votes for the that specific data set; and the third column is based on the overall number of 506 completed studies.



1. If the election for Pensacola Mayor were held today who would you vote for among the following:
 Responses: 506

1-DeeDee Davis	44	%8.7
2-Ashton Hayward	141	%27.9
3-Lumon May	91	%18.0
4-Brian Spencer	39	%7.7
5-Grover Robinson	100	%19.8
6-Bubba Watson	45	%8.9
7-undecided	46	%9.1

1. If the election for Pensacola Mayor were held today who would you vote for among the following:
 Responses: 506
 City Districts

1 Responses: 72

1-DeeDee Davis	4	%5.6	%0.8
2-Ashton Hayward	20	%27.8	%4.0
3-Lumon May	10	%13.9	%2.0
4-Brian Spencer	5	%6.9	%1.0
5-Grover Robinson	13	%18.1	%2.6
6-Bubba Watson	10	%13.9	%2.0
7-undecided	10	%13.9	%2.0

2 Responses: 55

1-DeeDee Davis	5	%9.1	%1.0
2-Ashton Hayward	14	%25.5	%2.8
3-Lumon May	9	%16.4	%1.8
4-Brian Spencer	2	%3.6	%0.4
5-Grover Robinson	15	%27.3	%3.0
6-Bubba Watson	6	%10.9	%1.2
7-undecided	4	%7.3	%0.8

3 Responses: 93

1-DeeDee Davis	8	%8.6	%1.6
2-Ashton Hayward	26	%28.0	%5.1
3-Lumon May	10	%10.8	%2.0
4-Brian Spencer	7	%7.5	%1.4
5-Grover Robinson	24	%25.8	%4.7
6-Bubba Watson	11	%11.8	%2.2
7-undecided	7	%7.5	%1.4

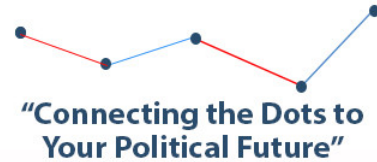
4 Responses: 93

1-DeeDee Davis	8	%8.6	%1.6
2-Ashton Hayward	31	%33.3	%6.1
3-Lumon May	10	%10.8	%2.0



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4-Brian Spencer	6	%6.5	%1.2
5-Grover Robinson	23	%24.7	%4.5
6-Bubba Watson	4	%4.3	%0.8
7-undecided	11	%11.8	%2.2
5 Responses: 56			
1-DeeDee Davis	4	%7.1	%0.8
2-Ashton Hayward	13	%23.2	%2.6
3-Lumon May	20	%35.7	%4.0
4-Brian Spencer	6	%10.7	%1.2
5-Grover Robinson	5	%8.9	%1.0
6-Bubba Watson	2	%3.6	%0.4
7-undecided	6	%10.7	%1.2
6 Responses: 80			
1-DeeDee Davis	7	%8.8	%1.4
2-Ashton Hayward	25	%31.2	%4.9
3-Lumon May	20	%25.0	%4.0
4-Brian Spencer	8	%10.0	%1.6
5-Grover Robinson	9	%11.2	%1.8
6-Bubba Watson	7	%8.8	%1.4
7-undecided	4	%5.0	%0.8
7 Responses: 57			
1-DeeDee Davis	8	%14.0	%1.6
2-Ashton Hayward	12	%21.1	%2.4
3-Lumon May	12	%21.1	%2.4
4-Brian Spencer	5	%8.8	%1.0
5-Grover Robinson	11	%19.3	%2.2
6-Bubba Watson	5	%8.8	%1.0
7-undecided	4	%7.0	%0.8

1. If the election for Pensacola Mayor were held today who would you vote for among the following:

Responses: 506

Gender

Male Responses: 213

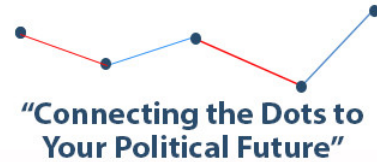
1-DeeDee Davis	16	%7.5	%3.2
2-Ashton Hayward	65	%30.5	%12.8
3-Lumon May	23	%10.8	%4.5
4-Brian Spencer	23	%10.8	%4.5
5-Grover Robinson	43	%20.2	%8.5
6-Bubba Watson	26	%12.2	%5.1
7-undecided	17	%8.0	%3.4

Female Responses: 285

1-DeeDee Davis	28	%9.8	%5.5
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2-Ashton Hayward	74	%26.0	%14.6
3-Lumon May	66	%23.2	%13.0
4-Brian Spencer	16	%5.6	%3.2
5-Grover Robinson	56	%19.6	%11.1
6-Bubba Watson	18	%6.3	%3.6
7-undecided	27	%9.5	%5.3
Other Responses: 8			
1-DeeDee Davis	0	%0.0	%0.0
2-Ashton Hayward	2	%25.0	%0.4
3-Lumon May	2	%25.0	%0.4
4-Brian Spencer	0	%0.0	%0.0
5-Grover Robinson	1	%12.5	%0.2
6-Bubba Watson	1	%12.5	%0.2
7-undecided	2	%25.0	%0.4

1. If the election for Pensacola Mayor were held today who would you vote for among the following:

Responses: 506

Ethnicity

Hispanic or Latino Responses: 15

1-DeeDee Davis	3	%20.0	%0.6
2-Ashton Hayward	6	%40.0	%1.2
3-Lumon May	0	%0.0	%0.0
4-Brian Spencer	2	%13.3	%0.4
5-Grover Robinson	2	%13.3	%0.4
6-Bubba Watson	1	%6.7	%0.2
7-undecided	1	%6.7	%0.2

Asian Responses: 9

1-DeeDee Davis	0	%0.0	%0.0
2-Ashton Hayward	3	%33.3	%0.6
3-Lumon May	0	%0.0	%0.0
4-Brian Spencer	0	%0.0	%0.0
5-Grover Robinson	4	%44.4	%0.8
6-Bubba Watson	1	%11.1	%0.2
7-undecided	1	%11.1	%0.2

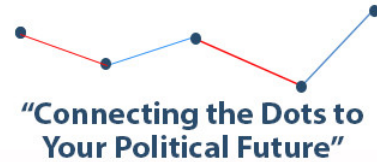
Black or African American Responses: 78

1-DeeDee Davis	11	%14.1	%2.2
2-Ashton Hayward	14	%17.9	%2.8
3-Lumon May	39	%50.0	%7.7



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4-Brian Spencer	2	%2.6	%0.4
5-Grover Robinson	5	%6.4	%1.0
6-Bubba Watson	2	%2.6	%0.4
7-undecided	5	%6.4	%1.0

American Indian or Alaska native Responses: 18

1-DeeDee Davis	1	%5.6	%0.2
2-Ashton Hayward	6	%33.3	%1.2
3-Lumon May	6	%33.3	%1.2
4-Brian Spencer	0	%0.0	%0.0
5-Grover Robinson	1	%5.6	%0.2
6-Bubba Watson	3	%16.7	%0.6
7-undecided	1	%5.6	%0.2

Native Hawaiian or other pacific islander Responses: 5

1-DeeDee Davis	0	%0.0	%0.0
2-Ashton Hayward	2	%40.0	%0.4
3-Lumon May	1	%20.0	%0.2
4-Brian Spencer	0	%0.0	%0.0
5-Grover Robinson	1	%20.0	%0.2
6-Bubba Watson	0	%0.0	%0.0
7-undecided	1	%20.0	%0.2

White or Caucasian Responses: 346

1-DeeDee Davis	28	%8.1	%5.5
2-Ashton Hayward	104	%30.1	%20.6
3-Lumon May	38	%11.0	%7.5
4-Brian Spencer	30	%8.7	%5.9
5-Grover Robinson	82	%23.7	%16.2
6-Bubba Watson	36	%10.4	%7.1
7-undecided	28	%8.1	%5.5

Unwilling to respond Responses: 35

1-DeeDee Davis	1	%2.9	%0.2
2-Ashton Hayward	6	%17.1	%1.2
3-Lumon May	7	%20.0	%1.4
4-Brian Spencer	5	%14.3	%1.0
5-Grover Robinson	5	%14.3	%1.0
6-Bubba Watson	2	%5.7	%0.4
7-undecided	9	%25.7	%1.8