Akron Decides Horse Race: Topline Survey Results

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Survey Results

CANDIDATE CHOICE

Right or Wrong Track

Overall, would you say that the City of Akron is on the right track or the wrong track?

Right Track 53%	Wrong Track 47%

Following Election

How closely would you say you have been following the election?

Very closely	Somewhat closely	Not closely at all
24%	55%	22%
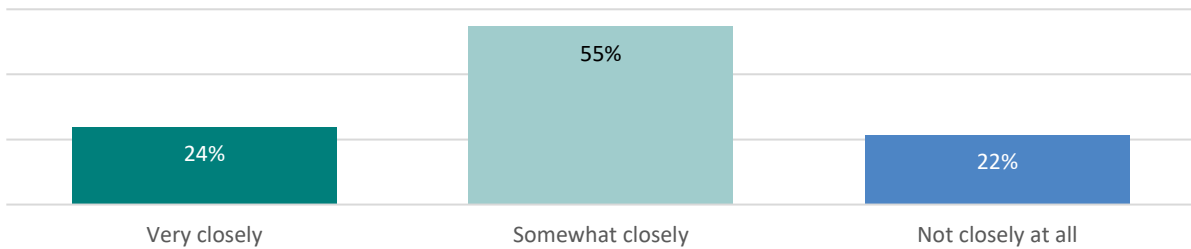
Satisfaction with Candidates

Overall, how satisfied are you with the quality of the candidates running for mayor this year?

Very satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied
18%	56%	20%	7%
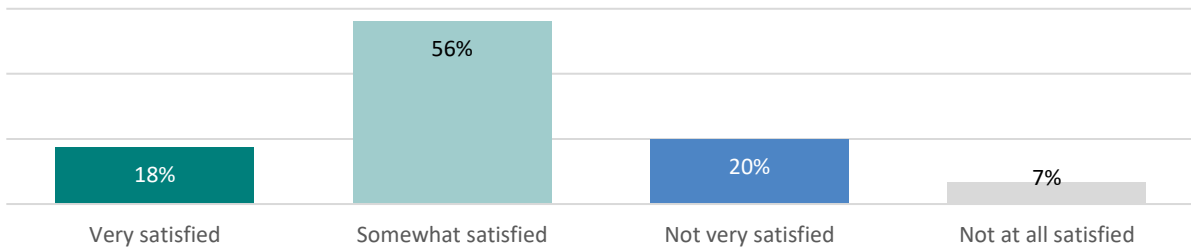
Candidate Support

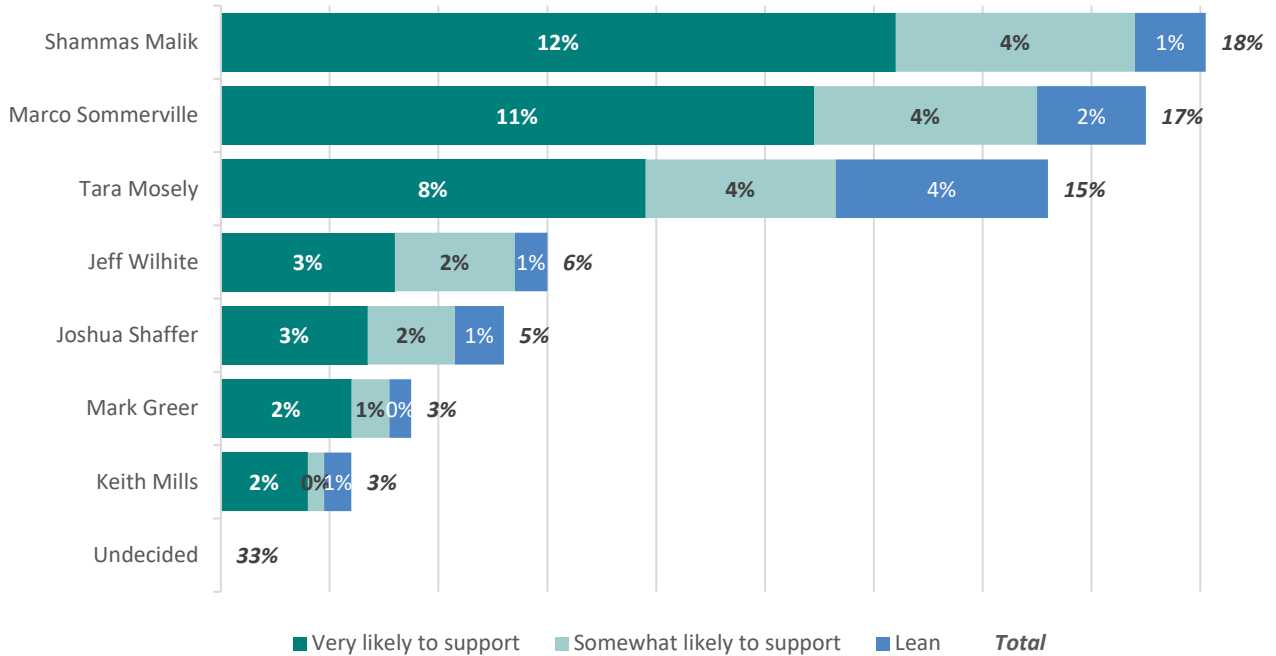*If the election were held today, which candidate would you vote for, for the mayor of the City of Akron? Are you very likely or somewhat likely to vote for that candidate?*

Candidate	Very likely to support	Somewhat likely to support	Total
Shammas Malik	12%	4%	17%
Marco Sommerville	11%	4%	15%
Tara Mosely	8%	4%	11%
Jeff Wilhite	3%	2%	5%
Joshua Shaffer	3%	2%	4%
Mark Greer	2%	1%	3%
Keith Mills	2%	0%	2%
Undecided			42%

■ Very likely to support ■ Somewhat likely to support **Total**
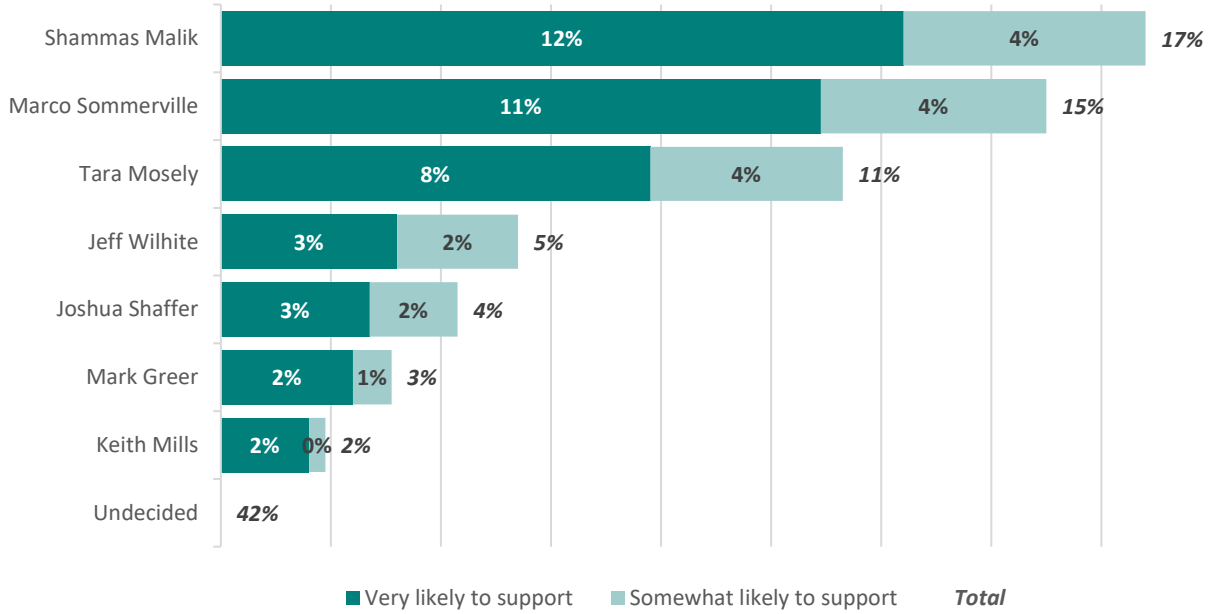
Candidate Support (Includes Leaners)

If the election were held today, which candidate would you vote for, for the mayor of the City of Akron? Are you very likely or somewhat likely to vote for that candidate? Which candidate are you leaning towards?

Candidate	Very likely to support	Somewhat likely to support	Lean	Total
Shammas Malik	12%	4%	1%	18%
Marco Sommerville	11%	4%	2%	17%
Tara Mosely	8%	4%	4%	15%
Jeff Wilhite	3%	2%	1%	6%
Joshua Shaffer	3%	2%	1%	5%
Mark Greer	2%	1%	0%	3%
Keith Mills	2%	0%	1%	3%
Undecided				33%

■ Very likely to support ■ Somewhat likely to support ■ Lean **Total**

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Undecided and Leaning

Are you leaning towards voting for one of the candidates?

Yes 36%	No 65%

Candidate Support (Leaners Only)

Which candidate are you leaning towards?

Candidate	Percentage
Tara Mosely	26%
Marco Sommerville	13%
Shammas Malik	9%
Joshua Shaffer	6%
Jeff Wilhite	4%
Keith Mills	4%
Mark Greer	3%
Not leaning towards any candidate	36%
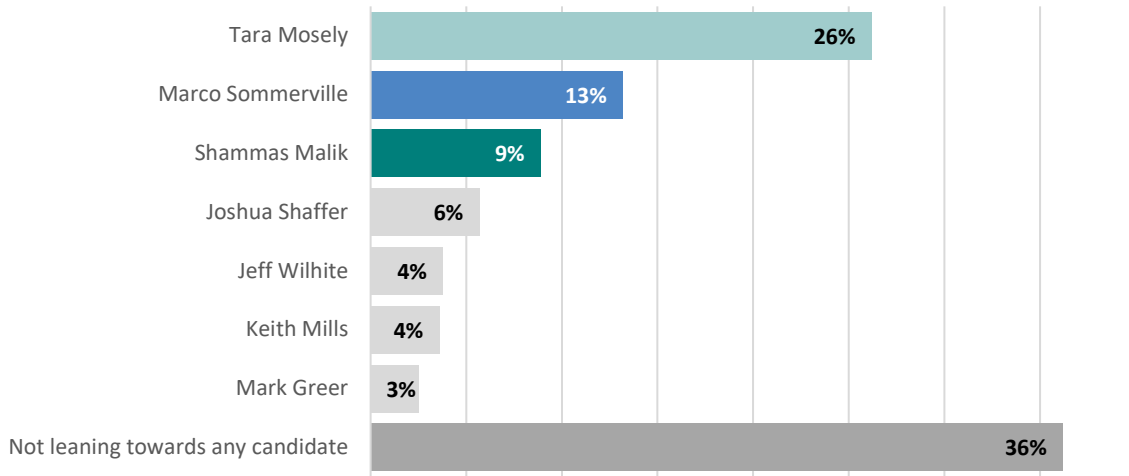
Mind Can Be Changed

Is there anything that could happen that would change your mind about who you would vote for?

Yes 51%	No 49%

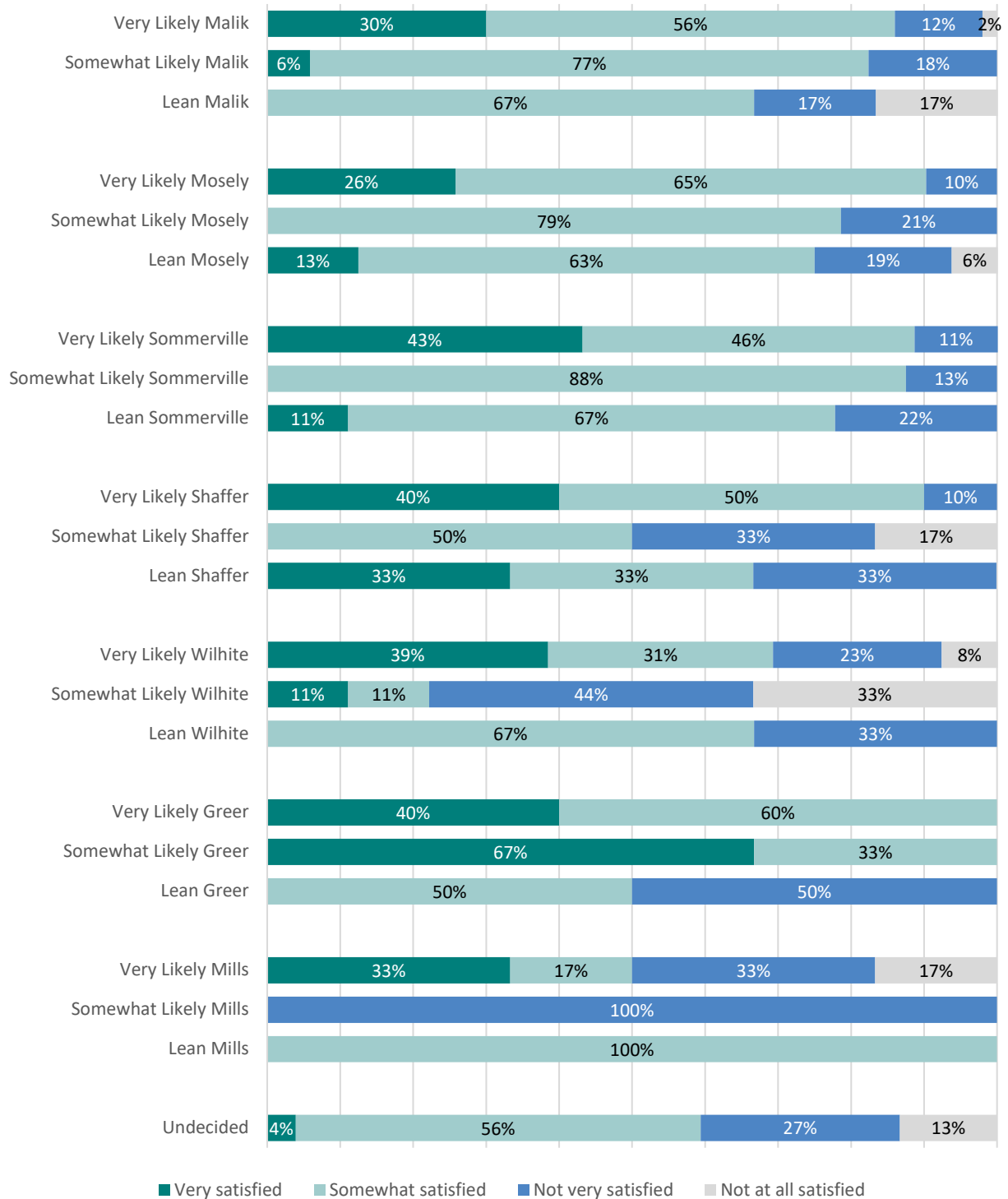| What Could Change Mind	N	%
A candidate more aligned with my views	52	29.6%
Learning information of which I am unaware	48	26.9%
Unethical behavior	36	20.1%
Better ideas from another candidate	26	14.7%
Unexpected current event	10	5.6%
More persuasive candidate	6	3.2%
Total	177	(n=177)

What would that be?

Satisfaction with Candidates by Candidate Support

	Very satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied
Very Likely Malik	30%	56%	12%	2%
Somewhat Likely Malik	6%	77%	18%	
Lean Malik		67%	17%	17%
Very Likely Mosely	26%	65%	10%	
Somewhat Likely Mosely		79%	21%	
Lean Mosely	13%	63%	19%	6%
Very Likely Sommerville	43%	46%	11%	
Somewhat Likely Sommerville		88%	13%	
Lean Sommerville	11%	67%	22%	
Very Likely Shaffer	40%	50%	10%	
Somewhat Likely Shaffer		50%	33%	17%
Lean Shaffer	33%	33%	33%	
Very Likely Wilhite	39%	31%	23%	8%
Somewhat Likely Wilhite	11%	11%	44%	33%
Lean Wilhite		67%	33%	
Very Likely Greer	40%	60%		
Somewhat Likely Greer	67%	33%		
Lean Greer		50%	50%	
Very Likely Mills	33%	17%	33%	17%
Somewhat Likely Mills			100%	
Lean Mills		100%		
Undecided	4%	56%	27%	13%

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Mind Can Be Changed by Candidate Support

Category	Yes	No
Very Likely Malik	45%	55%
Somewhat Likely Malik	67%	33%
Lean Malik	80%	20%
Very Likely Mosely	38%	63%
Somewhat Likely Mosely	64%	36%
Lean Mosely	63%	38%
Very Likely Sommerville	21%	80%
Somewhat Likely Sommerville	65%	35%
Lean Sommerville	86%	14%
Very Likely Shaffer	64%	36%
Somewhat Likely Shaffer	86%	14%
Lean Shaffer	67%	33%
Very Likely Wilhite	31%	69%
Somewhat Likely Wilhite	78%	22%
Lean Wilhite	100%	
Very Likely Greer	30%	70%
Somewhat Likely Greer	33%	67%
Lean Greer	100%	
Very Likely Mills	67%	33%
Somewhat Likely Mills	100%	
Lean Mills	50%	50%
Undecided	54%	46%

■ Yes ■ No

Following Election by Candidate Support

	Very closely	Somewhat closely	Not closely at all
Very Likely Malik	47%	47%	6%
Somewhat Likely Malik	17%	50%	33%
Lean Malik	20%	60%	20%
Very Likely Mosely	32%	55%	13%
Somewhat Likely Mosely		79%	21%
Lean Mosely	13%	63%	25%
Very Likely Sommerville	41%	55%	5%
Somewhat Likely Sommerville	18%	71%	12%
Lean Sommerville	13%	50%	38%
Very Likely Shaffer	40%	50%	10%
Somewhat Likely Shaffer		67%	33%
Lean Shaffer		100%	
Very Likely Wilhite	54%	46%	
Somewhat Likely Wilhite	33%	67%	
Lean Wilhite	67%	33%	
Very Likely Greer	40%	60%	
Somewhat Likely Greer	33%	67%	
Lean Greer	50%	50%	
Very Likely Mills	50%	33%	17%
Less Likely Mills		100%	
Lean Mills		100%	
Undecided	8%	51%	41%

■ Very closely   ■ Somewhat closely   ■ Not closely at all

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Right or Wrong Track by Candidate Support

	Right track	Wrong track
Very Likely Malik	43%	57%
Somewhat Likely Malik	59%	41%
Lean Malik	40%	60%
Very Likely Mosely	58%	42%
Somewhat Likely Mosely	64%	36%
Lean Mosely	31%	69%
Very Likely Sommerville	92%	
Somewhat Likely Sommerville	81%	19%
Lean Sommerville	57%	43%
Very Likely Shaffer	73%	27%
Somewhat Likely Shaffer	43%	57%
Lean Shaffer	33%	67%
Very Likely Wilhite	62%	39%
Somewhat Likely Wilhite	33%	67%
Lean Wilhite	100%	
Very Likely Greer	78%	22%
Somewhat Likely Greer	100%	
Lean Greer		100%
Very Likely Mills	50%	50%
Less Likely Mills		100%
Lean Mills		100%
Undecided	44%	56%

■ Right track ■ Wrong track

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Importance of Issues

How important are each of the following issues to your choice of candidate for mayor?

Issue	Very important	Somewhat important	Not at all important
Public safety and crime	86%	12%	2%
Economic development	75%	24%	1%
K through 12 Education	72%	24%	5%
Job creation and retention	71%	26%	4%
Streets and infrastructure	68%	29%	4%
Racial justice and equality	66%	23%	11%
Availability of affordable housing	65%	28%	6%
Giving citizens more of a voice in government	65%	30%	5%
Availability of quality housing	63%	32%	5%
Police reform	57%	32%	11%
Homelessness and evictions	53%	41%	6%
Creating a welcoming environment for immigrants	35%	37%	28%

■ Very important   ■ Somewhat important   ■ Not at all important

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Ranked Importance of Issues

Which one would you say is MOST important to you personally? Which one is NEXT most important?

Issue	1st	2nd	Combined
Public safety and crime	31%	21%	**42%**
Racial justice and equality	13%	10%	**18%**
Economic development	11%	13%	**17%**
Availability of affordable housing	10%	10%	**15%**
Streets and infrastructure	8%	10%	**13%**
K through 12 Education	7%	5%	**9%**
Police reform	4%	10%	**9%**
Job creation and retention	5%	7%	**9%**
Giving citizens more of a voice in government	4%	4%	**6%**
Homelessness and evictions	3%	5%	**6%**
Availability of quality housing	3%	4%	**5%**
Creating a welcoming environment for immigrants	2%	1%	

■ 1st ■ 2nd *Combined (1st% + 2nd%/2)*

Importance of Traits

How important are each of the following traits to your choice of candidates for mayor?

Trait	Very important	Somewhat important	Not at all important
High ethical standards	80%	19%	1%
A clear vision for the future of the city	80%	20%	1%
Fresh ideas for solving problems	78%	21%	2%
A consistent political philosophy	54%	40%	6%
Professional and educational background	49%	43%	8%
Past experience in city government	39%	45%	16%

■ Very important ■ Somewhat important ■ Not at all important

Ranked Importance of Traits

Which ONE would you say is MOST important to you personally? Which one is NEXT most important?

Trait	1st	2nd	Combined
High ethical standards	36%	21%	*47%*
A clear vision for the future of the city	23%	29%	*38%*
Fresh ideas for solving problems	19%	23%	*30%*
Past experience in city government	11%	10%	*16%*
Professional and educational background	7%	12%	*13%*
A consistent political philosophy	5%	5%	*7%*

■ 1st ■ 2nd *Combined (1st% + 2nd%/2)*
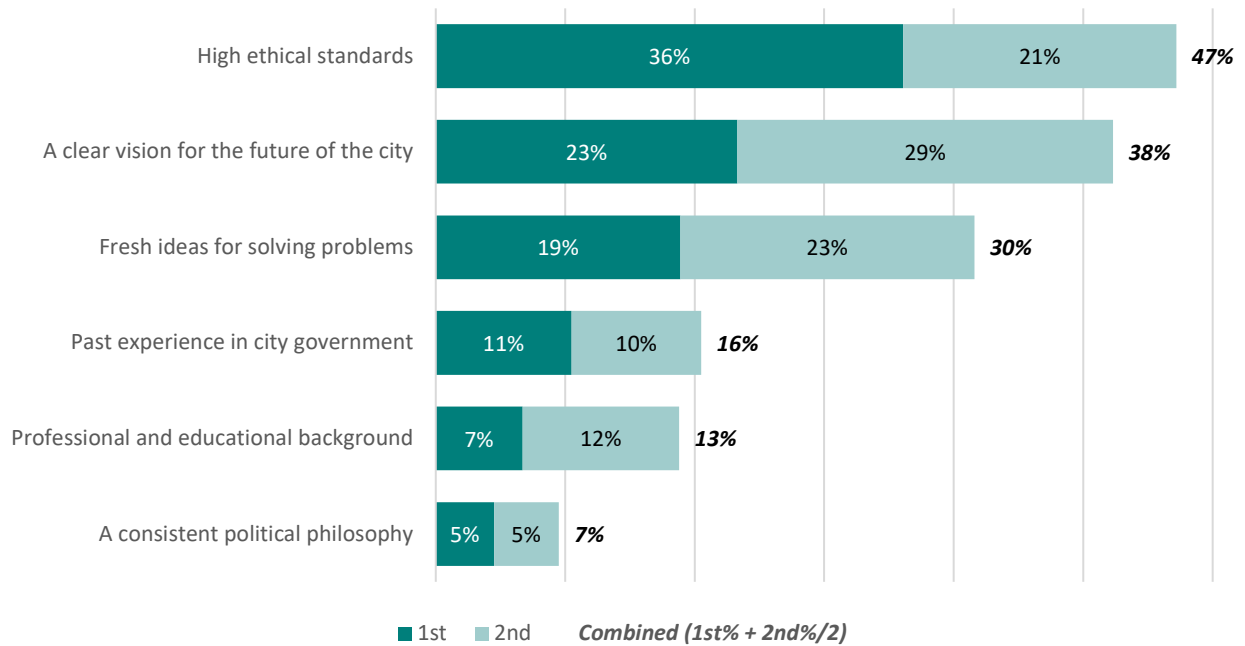
Best Described by Traits

Which candidate do you think is best described by each statement?

Trait	Shammas Malik	Tara Mosely	Marco Sommerville	Joshua Shaffer	Jeff Wilhite	Mark Greer	Keith Mills	Not sure
Has past experience in city government	7%	10%	35%	5%	4%	4%	1%	34%
Has a strong professional and educational background	16%	10%	16%	5%	5%	4%	4%	40%
Has high ethical standards	14%	13%	15%	4%	5%	6%	3%	40%
Has a clear vision for the future of the city	15%	13%	15%	5%	5%	4%	4%	39%
Has a consistent political philosophy	8%	12%	19%	4%	5%	4%	4%	44%

Legend: ■ Shammas Malik ■ Tara Mosely ■ Marco Sommerville ■ Joshua Shaffer ■ Jeff Wilhite ■ Mark Greer ■ Keith Mills ■ Not sure

Main Information Source

Where do you get MOST of your local news in Akron, including information about the 2023 mayoral candidates?

Source	%
Newspapers	29%
Television	26%
Social media	17%
Radio	11%
Family and friends	10%
Some other source	6%
Co-workers and associates	3%
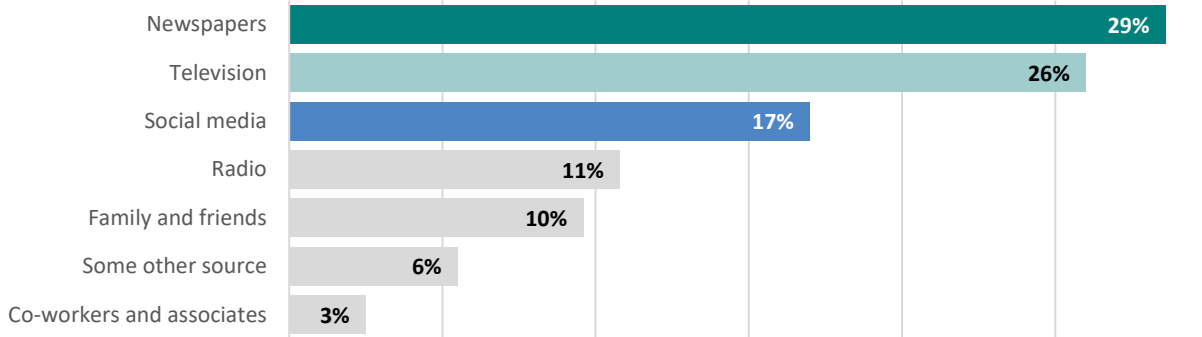
Attended Forums or Debates

Have you attended any forums or debates with the candidates?

I have attended	I have not attended but plan to	I have not attended and do not plan to
14%	39%	48%
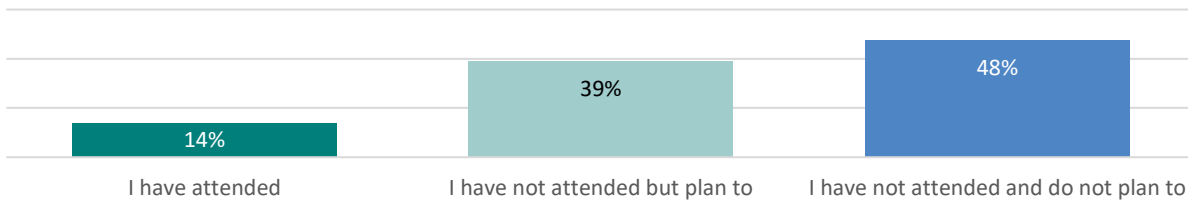
Importance of Forums and Debates

How important would you say the forums/debates were in helping you to decide who to vote for?

Very important	Somewhat important	Not at all important
68%	28%	5%
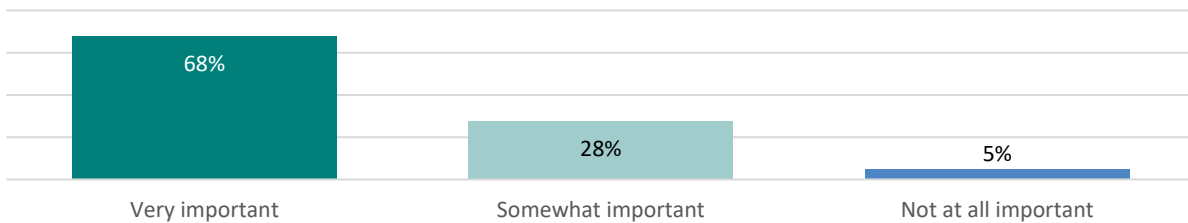
Reason for Not Attending Forums/Debates	N	%
Life situation prevents it	93	51.6%
Not interested	39	21.8%
Nonproductive	20	11.0%
Obtain information from news outlets	12	6.8%
My party is not represented	8	4.2%
Unaware of debate schedule	7	3.7%
Safety	2	0.9%
Total	**180**	**(n=180)**

Summary Tables

Summary Table: Candidate Choice		%	Valid Responses
Right Track or Wrong Track	Right track	53.0%	394
	Wrong track	47.0%	
	TOTAL	100.0%	
How Closely Following Election	Very closely	23.9%	400
	Somewhat closely	54.7%	
	Not closely at all	21.5%	
	TOTAL	100.0%	
Satisfaction with Candidates	Very satisfied	17.5%	398
	Somewhat satisfied	56.2%	
	Not very satisfied	19.8%	
	Not at all satisfied	6.5%	
	TOTAL	100.0%	
Candidate Support	Shammas Malik	16.8%	400
	Marco Sommerville	15.0%	
	Tara Mosley	11.3%	
	Jeff Wilhite	5.4%	
	Joshua Shaffer	4.2%	
	Mark Greer	3.1%	
	Keith Mills	1.9%	
	Undecided	42.2%	
	TOTAL	100.0%	
Likelihood of Supporting Candidate	Very likely	71.0%	231
	Somewhat likely	29.0%	
	TOTAL	100.0%	
Candidate Support *(including leaners)*	Shammas Malik	18.1%	400
	Marco Sommerville	17.0%	
	Tara Mosley	15.2%	
	Jeff Wilhite	6.0%	
	Joshua Shaffer	5.1%	
	Mark Greer	3.4%	
	Keith Mills	2.5%	
	Undecided	32.7%	
	TOTAL	100.0%	
Anything Could Change Mind	Yes	51.1%	400
	No	48.9%	
	TOTAL	100.0%	
What Can Change Mind *(open end – top 3)*	A candidate more aligned with my views	29.6%	177
	Learning information of which I am unaware	26.9%	
	Unethical behavior	20.1%	

		TOTAL	100.0%	

Summary Table: Candidate Choice				
			%	**Valid Responses**
Importance of Issues[1] *(% very important)*		Public safety and crime	86.4%	400
		Economic development	75.0%	191
		K through 12 Education	71.6%	398
		Job creation and retention	70.5%	400
		Streets and infrastructure	67.6%	400
		Racial justice and equality	66.2%	397
		Availability of affordable housing	65.4%	399
		Giving citizens more of a voice in government	65.0%	399
		Availability of quality housing	62.9%	398
		Police reform	57.0%	396
		Homelessness and evictions	52.9%	398
		Creating a welcoming environment for immigrants	35.2%	399
Ranked Most Important Issue		Public safety and crime	31.2%	
		Racial justice and equality	13.1%	
		Economic development	10.9%	
		Availability of affordable housing	10.1%	
		Streets and infrastructure	7.9%	
		K through 12 Education	6.8%	399
		Job creation and retention	5.2%	
		Giving citizens more of a voice in government	4.2%	
		Police reform	4.0%	
		Homelessness and evictions	3.3%	
		Availability of quality housing	3.2%	
		Creating a welcoming environment for immigrants	0.2%	
		TOTAL	100.0%	
Importance of Traits[1] *(% very important)*		High ethical standards	80.2%	400
		A clear vision for the future of the city	79.5%	397
		Fresh ideas for solving problems	77.6%	397
		A consistent political philosophy	54.4%	399
		Professional and educational background	49.2%	397
		Past experience in city government	38.5%	399
Ranked Most Important Trait		High ethical standards	36.1%	
		A clear vision for the future of the city	23.3%	
		Fresh ideas for solving problems	18.9%	
		Past experience in city government	10.5%	400
		Professional and educational background	6.7%	
		A consistent political philosophy	4.5%	
		TOTAL	100.0%	

[1]*Each row represents a separate question.*

Summary Table: Communication			
		%	**Valid Responses**
Main Information Source	Newspaper	28.6%	400
	Television	26.0%	
	Social media	17.0%	
	Radio	10.8%	
	Family and friends	9.6%	
	Some other source	5.5%	
	Co-workers and associates	2.5%	
	TOTAL	100.0%	
Attended Forums or Debates	I have attended	13.6	400
	I have not attended but plan to	38.9	
	I have not attended and do not plan to	47.5	
	TOTAL	100.0%	
Importance of Forums and Debates	Very important	67.8	55
	Somewhat important	27.5	
	Not at all important	4.7	
	TOTAL	100.0%	
Reason for Not Attending *(open end – top 3)*	Life situation prevents it		180
	Not interested		
	Nonproductive		
	TOTAL	100.0%	

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Candidate Supporter Profile

Candidate Supporter Profile (Support + Leaning)		Malik	Sommerville	Mosley
Right/Wrong Track*	Right track	46.5%	73.5%	53.3%
	Wrong track	53.5%	26.5%	46.7%
Following Election	Very closely	38.4%	32.4%	18.0%
	Somewhat closely	47.9%	57.4%	63.9%
	Not closely at all	13.7%	10.3%	18.0%
Satisfaction with Candidates	Very satisfied	22.2%	27.9%	16.4%
	Somewhat satisfied	62.5%	58.8%	67.2%
	Not very satisfied	12.5%	13.2%	14.8%
	Not at all satisfied	2.8%	0.0%	1.6%
Mind Can Be Changed	Yes	52.8%	39.1%	49.2%
	No	47.2%	60.9%	50.8%
Importance of Issues *(% very important)*	Public safety and crime	91.7%	89.7%	88.5%
	Economic development	75.6%	85.7%	65.5%
	Availability of affordable housing	68.1%	72.1%	73.3%
	Availability of quality housing	65.3%	66.7%	67.2%
	Racial justice and equality	78.1%	80.9%	78.7%
	Creating a welcoming environment for immigrants*	48.6%	39.7%	33.9%
	Giving citizens more of a voice in government	67.6%	70.6%	74.2%
	Police reform	65.8%	62.1%	71.0%
	Streets and infrastructure	59.7%	73.9%	65.6%
	Job creation and retention	69.9%	75.0%	64.5%
	K through 12 Education	68.1%	75.4%	80.3%
	Homelessness and evictions	46.6%	52.2%	70.5%
Most Important Issue	Public safety and crime	24.7%	34.3%	23.7%
	Economic development	4.1%	14.9%	6.8%
	Availability of affordable housing	12.3%	7.5%	11.9%
	Availability of quality housing	1.4%	7.5%	10.2%
	Racial justice and equality	17.8%	14.9%	18.6%
	Creating a welcoming environment for immigrants	1.4%	0.0%	0.0%
	Giving citizens more of a voice in government	6.8%	0.0%	3.4%
	Police reform	2.7%	3.0%	8.5%
	Streets and infrastructure	12.3%	4.5%	0.0%
	Job creation and retention	6.8%	6.0%	6.8%
	K through 12 Education	8.2%	4.5%	8.5%
	Homelessness and evictions	1.4%	3.0%	1.7%

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Candidate Supporter Profile		Malik	Sommerville	Mosley
Importance of Candidate Traits *(% very important)*	Past experience in city government*	30.6%	60.3%	37.7%
	Professional and educational background	56.9%	63.2%	41.9%
	High ethical standards	87.7%	80.9%	75.4%
	A clear vision for the future of the city	83.6%	80.9%	85.2%
	Fresh ideas for solving problems	78.9%	79.4%	82.0%
	A consistent political philosophy	56.9%	58.8%	65.6%
Most Important Candidate Trait*	Past experience in city government	4.2%	27.9%	12.9%
	Professional and educational background	5.6%	16.2%	4.8%
	High ethical standards	36.1%	26.5%	25.8%
	A clear vision for the future of the city	25.0%	14.7%	27.4%
	Fresh ideas for solving problems	23.6%	14.7%	19.4%
	A consistent political philosophy	5.6%	0.0%	9.7%
Main Source of Local News*	Newspapers	46.6%	29.0%	23.0%
	Television	12.3%	33.3%	37.7%
	Radio	17.8%	13.0%	8.2%
	Social media	15.1%	14.5%	13.1%
	Family and friends	6.8%	4.3%	16.4%
	Some other source	1.4%	5.8%	1.6%
Forum/Debate Attendance	I have attended	15.3%	22.1%	16.4%
	I have not attended but plan to	40.3%	39.7%	42.6%
	I have not attended and do not plan to	44.4%	38.2%	41.0%
Respondent Race*	White	75.3%	56.7%	55.0%
	Black	16.4%	40.3%	36.7%
	Other	8.2%	3.0%	8.3%
Ethnicity	Hispanic	1.4%	4.4%	6.6%
	Not Hispanic	98.6%	95.6%	93.4%
Education Attainment	High school or less	13.9%	14.5%	23.0%
	Some college	33.3%	44.9%	49.2%
	College graduate or more	52.8%	40.6%	27.9%
Children in Household*	Yes	22.2%	39.7%	44.3%
	No	77.8%	60.3%	55.7%
Home Ownership*	Rent	31.9%	27.9%	52.5%
	Own	68.1%	66.2%	45.9%
	Other arrangement	0.0%	5.9%	1.6%
Income	Under $25,000	6.8%	14.9%	16.4%
	$25,000-$49,999	26.0%	37.3%	41.0%
	$50,000-$74,999	26.0%	10.4%	14.8%
	$75,000 or more	41.1%	37.3%	27.9%

Candidate Supporter Profile		Malik	Sommerville	Mosley
Employment Status	Employed full-time	47.2%	51.5%	45.9%
	Employed part-time	9.7%	5.9%	11.5%
	Retired	31.9%	32.4%	19.7%
	Unemployed	4.2%	1.5%	8.2%
	Other	6.9%	8.8%	14.8%
Political Party*	Democrat	86.3%	80.9%	52.5%
	Republican	6.8%	5.9%	18.0%
	Independent	5.5%	11.8%	26.2%
	Other	1.4%	1.5%	3.3%
Political Ideology	Liberal	52.8%	41.2%	35.5%
	Moderate	40.3%	48.5%	53.2%
	Conservative	6.9%	10.3%	11.3%
Respondent Gender*	Male	48.6%	54.4%	27.9%
	Female	51.4%	45.6%	72.1%
Respondent Age	18-24	6.8%	2.9%	8.2%
	25-44	28.8%	33.8%	39.3%
	45-64	30.1%	35.3%	41.0%
	65 and older	34.2%	27.9%	11.5%

Candidate Strong Supporter Profile

Candidate Supporter Profile (Strong=very likely to support)				
		Malik	**Sommerville**	**Mosley**
Right/Wrong Track*	Right track	42.9%	72.7%	58.1%
	Wrong track	57.1%	27.3%	41.9%
Following Election	Very closely	46.9%	40.9%	32.3%
	Somewhat closely	46.9%	54.5%	54.8%
	Not closely at all	6.1%	4.5%	12.9%
Satisfaction with Candidates	Very satisfied	30.0%	43.2%	25.8%
	Somewhat satisfied	56.0%	45.5%	64.5%
	Not very satisfied	12.0%	11.4%	9.7%
	Not at all satisfied	2.0%	0.0%	0.0%
Mind Can Be Changed*	Yes	44.9%	20.5%	37.5%
	No	55.1%	79.5%	62.5%
Importance of Issues *(% very important)*	Public safety and crime	93.9%	88.6%	93.5%
	Economic development	76.7%	88.9%	80.0%
	Availability of affordable housing	76.0%	70.5%	83.9%
	Availability of quality housing	73.5%	65.9%	81.3%
	Racial justice and equality	84.0%	81.8%	84.4%
	Creating a welcoming environment for immigrants	52.0%	45.5%	45.2%
	Giving citizens more of a voice in government	76.0%	72.7%	80.6%
	Police reform	66.0%	68.3%	78.1%
	Streets and infrastructure	66.0%	70.5%	75.0%
	Job creation and retention	74.0%	77.3%	77.4%
	K through 12 Education	73.5%	70.5%	80.6%
	Homelessness and evictions	54.0%	55.6%	80.6%
Most Important Issue	Public safety and crime	22.9%	31.1%	10.0%
	Economic development	4.2%	17.8%	10.0%
	Availability of affordable housing	18.8%	6.7%	13.3%
	Availability of quality housing	2.1%	11.1%	20.0%
	Racial justice and equality	16.7%	15.6%	20.0%
	Creating a welcoming environment for immigrants	8.3%	0.0%	6.7%
	Giving citizens more of a voice in government	2.1%	4.4%	6.7%
	Police reform	10.4%	4.4%	0.0%
	Streets and infrastructure	4.2%	4.4%	6.7%
	Job creation and retention	10.4%	2.2%	3.3%
	K through 12 Education	0.0%	2.2%	3.3%
	Homelessness and evictions	22.9%	31.1%	10.0%

Candidate Supporter Profile		Malik	Sommerville	Mosley
Importance of Candidate Traits *(% very important)*	Past experience in city government*	28.6%	72.7%	51.6%
	Professional and educational background	63.3%	68.2%	43.3%
	High ethical standards*	96.0%	84.1%	75.0%
	A clear vision for the future of the city	86.0%	81.4%	87.1%
	Fresh ideas for solving problems	85.4%	75.0%	90.6%
	A consistent political philosophy	50.0%	61.4%	71.9%
Most Important Candidate Trait*	Past experience in city government	2.0%	31.1%	16.1%
	Professional and educational background	8.2%	20.0%	6.5%
	High ethical standards	36.7%	28.9%	22.6%
	A clear vision for the future of the city	18.4%	13.3%	32.3%
	Fresh ideas for solving problems	28.6%	6.7%	12.9%
	A consistent political philosophy	6.1%	0.0%	9.7%
Main Source of Local News*	Newspapers	44.0%	25.6%	21.9%
	Television	14.0%	39.5%	34.4%
	Radio	18.0%	18.6%	9.4%
	Social media	18.0%	9.3%	15.6%
	Family and friends	6.0%	0.0%	15.6%
	Some other source	0.0%	7.0%	3.1%
Forum/Debate Attendance	I have attended	16.3%	34.1%	25.0%
	I have not attended but plan to	44.9%	40.9%	46.9%
	I have not attended and do not plan to	38.8%	25.0%	28.1%
Respondent Race*	White	79.6%	52.3%	45.2%
	Black	14.3%	45.5%	48.4%
	Other	6.1%	2.3%	6.5%
Ethnicity	Hispanic	0.0%	4.5%	6.5%
	Not Hispanic	100.0%	95.5%	93.5%
Education Attainment	High school or less	16.0%	15.9%	25.8%
	Some college	30.0%	45.5%	45.2%
	College graduate or more	54.0%	38.6%	29.0%
Children in Household*	Yes	18.0%	36.4%	41.9%
	No	82.0%	63.6%	58.1%
Home Ownership*	Rent	42.0%	31.8%	67.7%
	Own	58.0%	65.9%	32.3%
	Other arrangement	0.0%	2.3%	0.0%
Income*	Under $25,000	6.1%	14.3%	16.1%
	$25,000-$49,999	24.5%	38.1%	58.1%
	$50,000-$74,999	32.7%	11.9%	9.7%
	$75,000 or more	36.7%	35.7%	16.1%

Candidate Supporter Profile		Malik	Sommerville	Mosley
Employment Status	Employed full-time	50.0%	50.0%	45.2%
	Employed part-time	8.0%	2.3%	12.9%
	Retired	28.0%	36.4%	19.4%
	Unemployed	4.0%	2.3%	9.7%
	Other	10.0%	9.1%	12.9%
Political Party	Democrat	86.0%	88.9%	64.5%
	Republican	4.0%	4.4%	12.9%
	Independent	8.0%	4.4%	22.6%
	Other	2.0%	2.2%	0.0%
Political Ideology	Liberal	56.0%	40.9%	25.8%
	Moderate	36.0%	50.0%	54.8%
	Conservative	8.0%	9.1%	19.4%
Respondent Gender	Male	50.0%	54.5%	34.4%
	Female	50.0%	45.5%	65.6%
Respondent Age*	18-24	6.0%	0.0%	12.9%
	25-44	38.0%	35.6%	35.5%
	45-64	24.0%	33.3%	45.2%
	65 and older	32.0%	31.1%	6.5%

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Voting Behavior

How Often Vote
How often would you say you vote?

Always	56%
Nearly always	24%
Most of the time	12%
Part of the time	5%
Seldom	2%
Never	2%
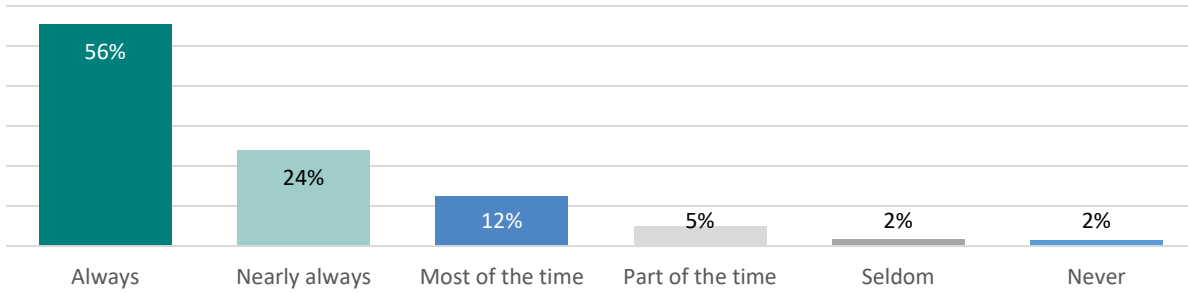
Vote Intention

Thinking about the May 2nd Primary election in Akron on a scale where 10 means you are absolutely certain you will vote in the election and 1 means you definitely will not vote, how would you rate your own likelihood of voting?

Ratings 1-3 were not included in the survey.

4	5	6	7	8	9	10
4%	8%	3%	5%	7%	14%	59%
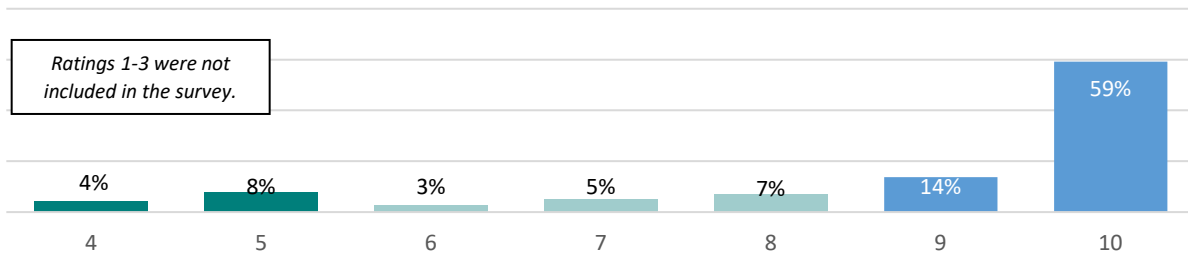
How Plan to Vote

How do you plan to vote in the May primary election?

In-person, on election day	72%
Before election day at the board of election during early voting	11%
By mailing your absentee ballot	15%
By dropping off your absentee ballot	1%
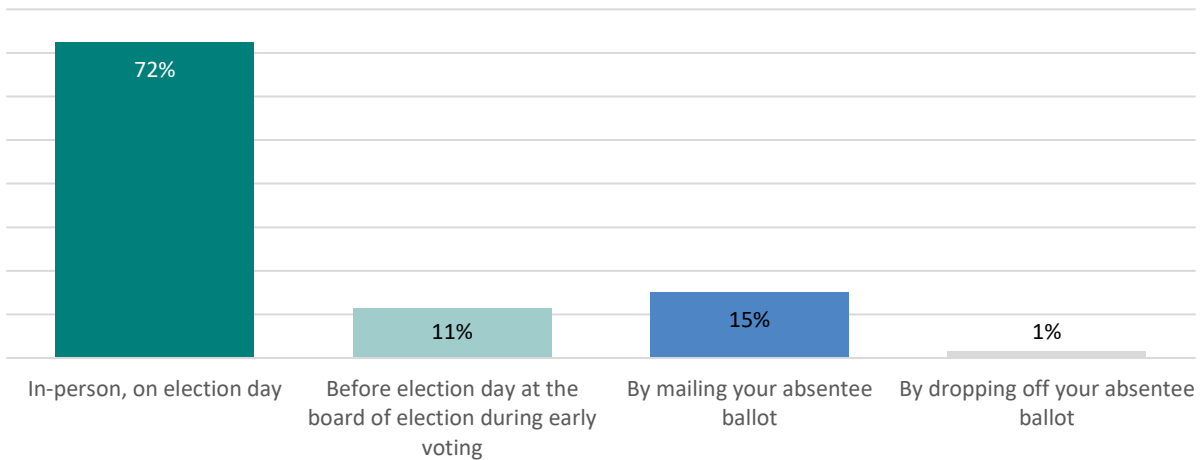
Summary Table: Voting Behavior		%	Valid Responses
How Often Vote	Always	55.5%	400
	Nearly always	24.0%	
	Most of the time	12.4%	
	Part of the time	5.0%	
	Seldom	1.7%	
	Never	1.5%	
	TOTAL	100.0%	
Vote Intention	4	4.3%	
	5	7.7%	
	6	2.7%	
	7	5.1%	
	8	7.1%	
	9	13.7%	
	10	59.2%	
	TOTAL	100.0%	
How Plan to Vote	In-person, on election day	72.4%	400
	Before election day at the board of election	11.3%	
	By mailing your absentee ballot	15.0%	
	By dropping off your absentee ballot	1.4%	
	TOTAL	100.0%	

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Respondent Demographics

Age of Respondent
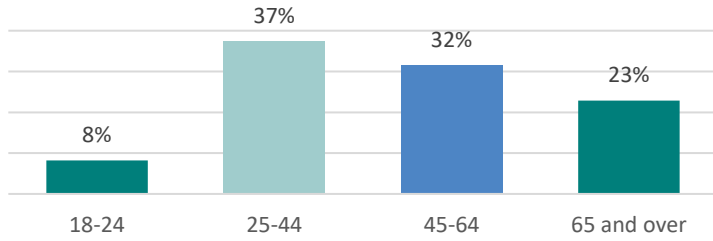
Age	#	%
18 to 24	33	8.2%
25 to 44	150	37.4%
45 to 64	126	31.5%
65 and over	92	22.9%
Total	**400**	**100.0%**

Gender	#	%
Male	189	47.1%
Female	211	52.7%
Other	1	0.2%
Total	**N=400**	**100.0%**

Respondent Gender

Male Female Other
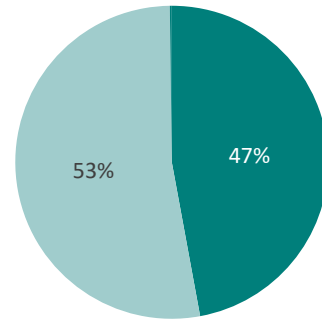
Race of Respondent
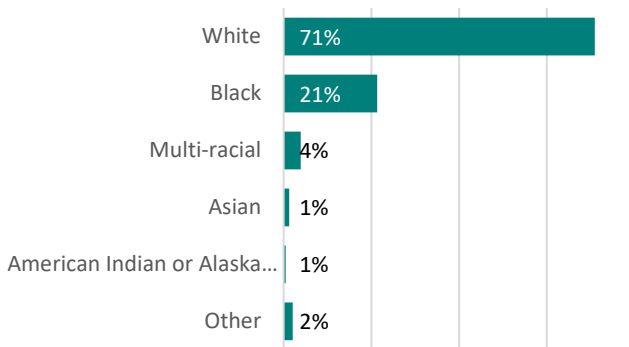
Race	#	%
White	284	70.9%
Black	85	21.3%
Multi-racial	15	3.9%
Asian	5	1.3%
American Indian or Alaska Native	2	0.5%
Other	8	2.1%
Total	**N=400**	**100.0%**

Hispanic Origin

Hispanic Origin	#	%
Yes	17	4.4%
No	276	95.6%
Total	N=393	100.0%

Hispanic Origin

■ Yes ■ No

4%

96%

Political Party

53%

23%

20%

3%

Democrat   Republican   Independent   Other
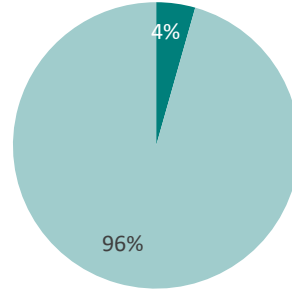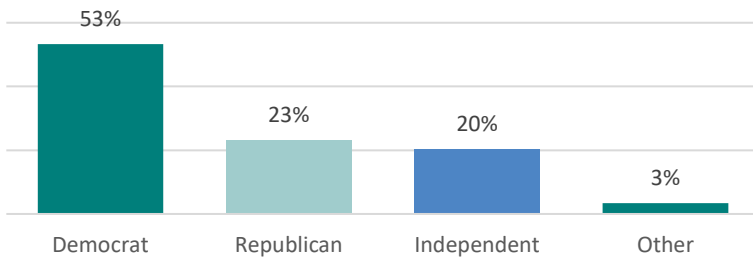
Party	#	%
Democrat	213	53.3%
Republican	93	23.1%
Independent	81	20.2%
Other	14	3.4%
Total	N=400	100.0%

Ideology

Ideology	#	%
Liberal	126	31.5%
Moderate	186	46.5%
Conservative	88	22.0%
Total	N=400	100.0%

Ideology

32%

47%

22%

Liberal   Moderate   Conservative

Employment Status

Full-time	47%	
Part-time	10%	
Retired	24%	
Unemployed	6%	
Homemaker	5%	
Student	3%	
Other	4%	
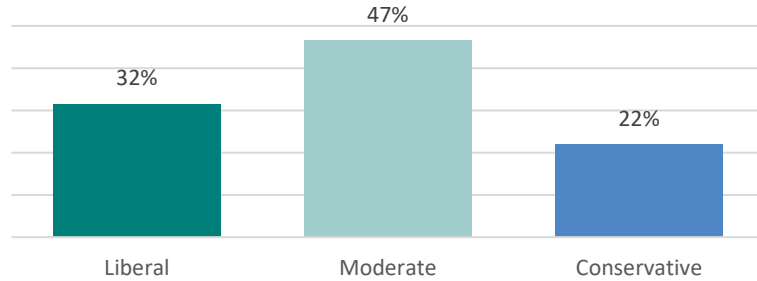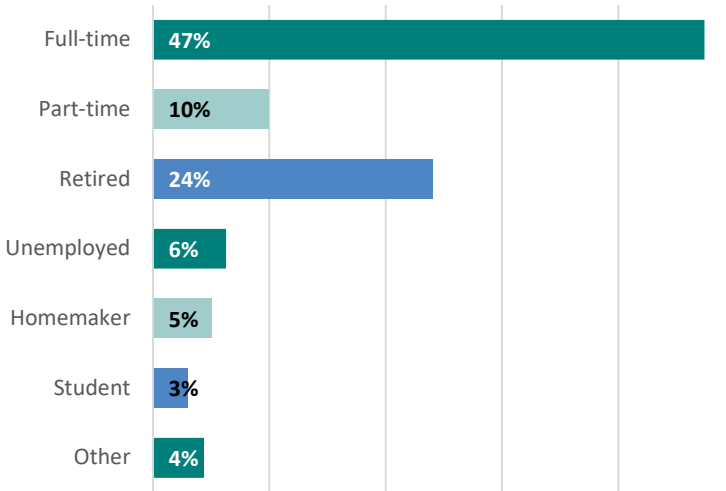
Employment	#	%
Full-time	189	47.4%
Part-time	40	9.9%
Retired	96	24.0%
Unemployed	25	6.3%
Homemaker	20	5.0%
Student	12	3.0%
Other	18	4.4%
Total	N=399	100.0%

Income of Respondent

Income	#	%
Under $25,000	71	18.0%
$25-49,999	125	31.5%
$50-74,999	74	18.7%
$75-99,999	63	15.8%
$100,000 or more	64	16.1%
Total	N=397	100.0%

Under $25,000	$25-49,999	$50-74,999	$75-99,999	$100,000 or more
18%	32%	19%	16%	16%
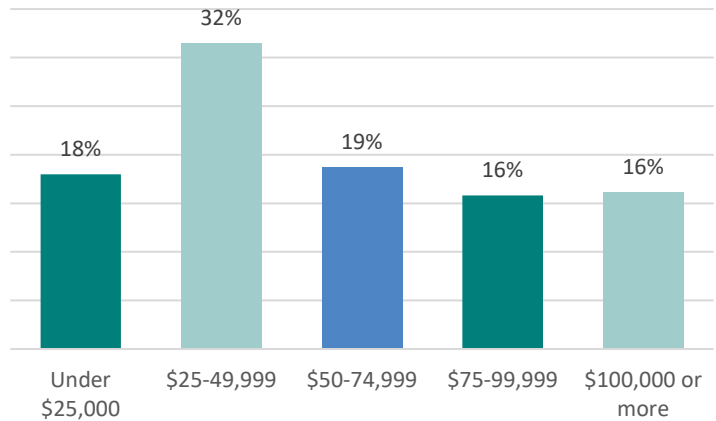
Educational Attainment

Grade school	0%	
Some high school	3%	
High school grad	18%	
Some college	41%	
College grad	25%	
Post grad	13%	
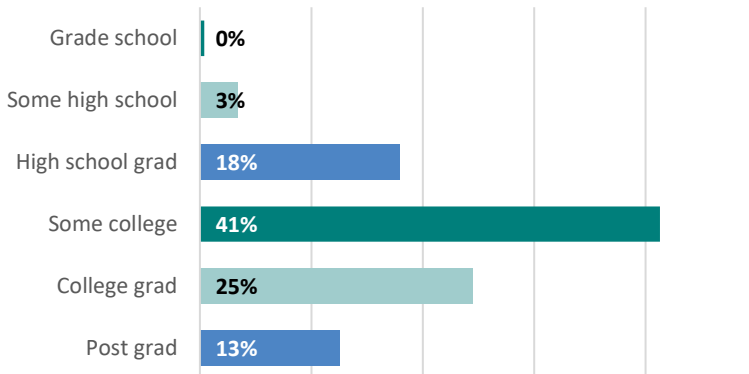
Education	#	%
Grade school	2	0.4%
Some high school	14	3.4%
High school grad	72	17.9%
Some college	165	41.3%
College grad	98	24.5%
Post grad	50	12.5%
Total	N=400	100.0%

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Own or Rent

Own or Rent	#	%
Rent	144	36.1%
Own	234	58.6%
Other arrangement	21	5.4%
Total	**N=400**	**100.0%**

Own or Rent

■ Rent ■ Own ■ Other

36%, 59%, 5%

Children in Household

■ Yes ■ No

33%, 67%
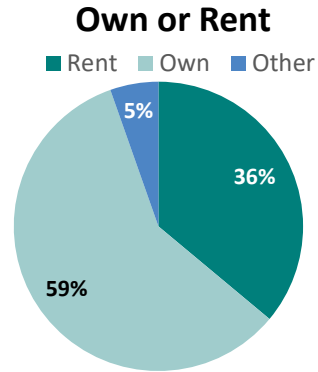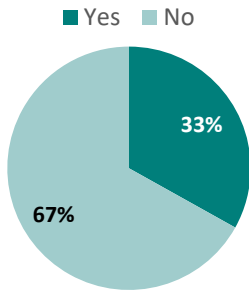
Kids	#	%
Yes	133	33.1%
No	268	66.9%
Total	**N=400**	**100.0%**

City/Township	N	%
Akron City	64	16.1%
West Akron	79	19.9%
Ellet	36	9.0%
East Akron	31	7.8%
North Akron	32	7.9%
South Akron	15	3.7%
Northwest Akron	35	8.8%
Kenmore	27	6.8%
Goodyear Heights	30	7.4%
Firestone Park	51	12.6%
Total	**400**	**100.0%**

Zip Code	N	%
44301	43	10.7%
44302	5	1.3%
44303	21	5.2%
44304	6	1.5%
44305	41	10.3%
44306	42	10.6%
44307	6	1.5%
44308	6	1.5%
44310	40	9.9%
44311	8	2.1%
44312	35	8.8%
44313	70	17.4%
44314	30	7.6%
44319	12	3.0%
44320	28	7.0%
44333	5	1.2%
Total	**400**	**100.0%**

Survey Instrument

1. What is your zip code?
2. Right now, are you registered to vote in Ohio, if you want to? IF NO, end survey
3. How often would you say you vote? Always, Nearly always, Most of the time, Part of the time, Seldom, or Never
4. Thinking about the May 2nd Primary election in Akron... on a scale where 10 means you are absolutely certain you will vote in the election and 1 means you definitely will not vote, how would you rate your own likelihood of voting? IF 1-3, end survey.
5. How do you plan to vote in the May primary election?
    a. In-person, on election day
    b. before election day at the board of election during early voting
    c. by mailing your absentee ballot
    d. by dropping off your absentee ballot

Candidate choice
6. Overall, would you say that the CITY OF AKRON is on the right track or the wrong track?
7. *In the May 2nd primary election, Akron citizens will have the opportunity to vote for a candidate for the next Mayor of the City of Akron.* How closely would you say you have been following the election? Very closely, somewhat closely, not at all
8. Overall, how satisfied are you with the quality of the candidates running for mayor this year? Very satisfied, somewhat satisfied, not very satisfied, not at all satisfied
9. If the election were held today, which candidate would you vote for, for the mayor of the City of Akron? Are you very likely or somewhat likely to vote for that candidate? (rotate list)
    (1) Shammas Malik
    (2) Tara Mosley
    (3) Marco Sommerville
    (4) Joshua Shaffer
    (5) Jeff Wilhite
    (6) Mark Greer
    (7) Keith Mills
    (8) Undecided (always last): Are you leaning towards voting for one of the candidates? (If yes): Which candidate are you leaning towards?
10. What is the MAIN reason you will vote for or leaning toward voting for _____?
11. Is there anything that could happen that would change your mind about who you would vote for? (If yes)- What would that be?
12. How important are each of the following issues to your choice of candidate for mayor? Very, somewhat, not at all important (Read list, rotate)
    a. Public safety and crime
    b. Economic development
    c. Availability of affordable housing
    d. Availability of quality housing
    e. Racial justice and equality
    f. Creating a welcoming environment for immigrants from other countries
    g. Giving citizens more of a voice in government
    h. Police reform
    i. Streets and infrastructure
    j. Job creation and retention

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k. K through 12 Education
l. Homelessness and evictions

13. Which one would you say is MOST important to you personally? Next?
14. How important are each of the following traits to your choice of candidates for mayor? Would you say very important, somewhat important, or not at all important? READ LIST (rotate list)
    a. Past experience in city government
    b. Professional and educational background
    c. High ethical standards
    d. A clear vision for the future of the city
    e. Fresh ideas for solving problems
    f. A consistent political philosophy
15. Which ONE would you say is MOST important to you personally? Next?
16. Thinking of the candidates running for Mayor of the city of Akron, which ONE do you think is BEST described by this statement? (rotate, list candidate choices for each item-include "not sure" as an option)
    a. Has past experience in city government
    b. Has a strong professional and educational background
    c. Has high ethical standards
    d. Has a clear vision for the future of the city
    e. Has fresh ideas for solving problems
    f. Has a consistent political philosophy

Communication

17. Where do you get **most** of your local news **in** Akron, including information about the 2023 mayoral candidates? (rotate list)
    a. Newspapers, such as the Beacon Journal, either online or in print
    b. Television, such as WEWS, WKYC, WJW, either online or broadcast
    c. Radio, such as WAKR, IdeaStream/WKSU, either online or on the air
    d. Social media, such as Facebook, Twitter
    e. Family and friends
    f. Co-workers and associates
    g. Some other source: (please specify)
18. Have you attended any forums or debates with the candidates?
    a. I have attended – IF YES: How important would you say the forums/debates were in helping you to decide who to vote for?
    b. I have not attended but plan to
    c. I have not attended and do not plan to – IF NO: Why do you not plan to attend any?

Demographics

19. Turning now to another topic…In what year were you born?
20. What is your race, how would you classify yourself....
    (1) White
    (2) Black/African-American
    (3) American Indian or Alaska Native
    (4) Asian
    (5) Native Hawaiian or other Pacific Islander
    (6) Multi-racial
    (7) Something that was not already mentioned
21. Are you Latino or of Hispanic origin?

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22. What is the highest level of education you have completed?
    (1) Grade School
    (2) Some High School
    (3) High School Grad
    (4) Some College, Trade School, or 2-year degree
    (5) College Grad
    (6) Post Graduate degree
23. Are there any children in your household under 18 years of age?
24. Do you rent or own your current residence?
25. Which of the ranges below best describes the total yearly income for your family, before taxes?
    - Under $25,000
    - $25,000 - $49,999
    - $50,000 - $74,999
    - $75,000 - $99,999
    - $100,000 or more
26. What is your current employment status?
    - Employed full-time, 35 hours or more per week
    - Employed part-time, 34 or fewer hours per week
    - Retired
    - Homemaker, not employed outside the home
    - Student not working
    - Unemployed
    - Other
27. Generally speaking, do you usually think of yourself as a Democrat, a Republican, an Independent, or something else?
    IF DEMOCRAT ASK: Would that be a strong, or somewhat strong Democrat?
    IF REPUBLICAN ASK: Would that be a strong, or somewhat strong Republican?
    IF INDEPENDENT ASK: Would you lean toward the Democrats, lean toward the Republicans, or do you lean toward neither party?
28. When you think about political issues, would you say that you think of yourself as liberal, moderate, or conservative?
    IF LIBERAL ASK: Would that be very, or somewhat liberal?
    IF CONSERVATIVE ASK: Would that be very, or somewhat conservative?
    IF MODERATE ASK: Do you lean more toward the conservatives, more toward the liberals, or are you strictly moderate?
29. Where in Akron do you live?
30. Do you describe yourself as a man, a woman, or in some other way?