



2022 City of Akron

PREPARED BY:





ABOUT THE COMMUNITY PULSE REPORT

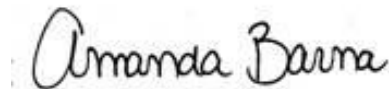
Community Leader,

The Center for Marketing and Opinion Research (CMOR) publishes a Community Pulse Report in select counties each year, developed to assist community leaders in monitoring the quality of life in their county as well as to identify community needs.

The data from the Community Pulse Report is collected through the Collaborative Poll program at CMOR. CMOR has been conducting Collaborative Polls annually since 2007, allowing us to report on trends in community needs and quality of life in each county. The Collaborative Poll program is a research service offered to organizations, agencies and businesses with a county-wide interest as an affordable method of collecting information on opinions & attitudes of county residents. The Collaborative Poll is an annual telephone survey that includes questions posed by multiple organizations in which each participant pays for only those questions necessary to meet their information and research needs.

If you have any questions about the Community Pulse Report or the Collaborative Poll Program, please feel free to contact us at 330-685-9279. We are also available to do presentations on the results of the Pulse Report.

We hope that you find the report informative,

Michelle Henry and Amanda Barna, founding partners of CMOR

The Center for Marketing & Opinion Research (CMOR) provides public opinion research services to community-based organizations. We ask the right questions to the right people the right way to identify needs, perceptions, and opportunities, which, in turn, allows our clients to strengthen their position in the community by following smart, insightful recommendations that maximize their resources.

Our data collection capabilities include a Computer Assisted Telephone Interviewing (CATI) call center, web and mail survey administration, field and intercept studies, secondary data analysis, program evaluation and focus group administration. Beyond data collection, we are adept at analyzing, reporting and presenting the results of the data collection when needed.



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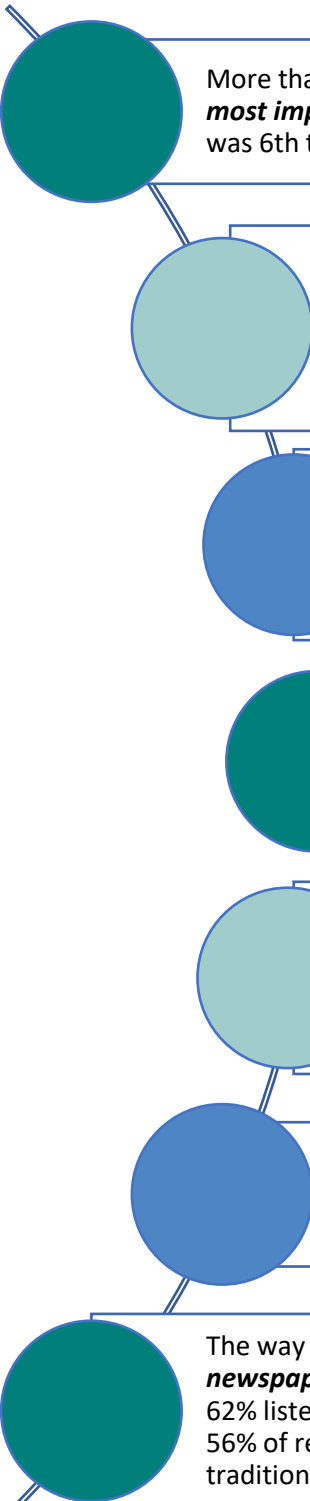
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**Indicates a significant relationship*





Top Results for 2022



More than one-quarter of residents, 28%, named **CRIME AND SAFETY CONCERNS** as the **most important problem** facing Summit County in 2022. Last year's top issue, COVID-19, was 6th this year falling from 28% to 7%.

More than half were satisfied with *Summit County as a place to live*, with 51% rating the county as an excellent or good place to live, **the lowest positive rating in the past sixteen years**. More than two-fifths of residents, 44%, have a favorable opinion of the **quality of healthcare available** in the county.

Over the past six years, favorable ratings of the **availability of job opportunities** in Summit County has been increasing significantly from 22% in 2016 to an all-time high of 49% in 2022. At the same time, a third, 34%, rated the **availability of affordable housing** in Summit County positively, a decrease from 44% in 2020.

More than a quarter of residents, 28%, rated the **local economy** favorably in 2022, significantly lower than 2020 when 38% rated it favorably. In addition, just 27% of residents reported being **better off financially** than a few years ago, the lowest positive percentage since 2011.

Nearly two-thirds of Akron residents, 63%, felt that **structural or institutional racism** was a serious problem in the county, however, there were significant differences by race. Whereas 76% of non-white residents thought racism was a serious problem in the county, only 59% of white residents felt the same way.

For the first time in 16 years, newspapers was NOT the **most common source of information** about current affairs and entertainment in Summit County. In 2022, more Akron residents named the internet (24%) and television (23%) more often than newspapers (13%).

The way that people consume information is changing. In 2022, just 33% **read the newspaper** in print, 33% read the paper online and 39% on a mobile device. For the **radio**, 62% listen to traditional AM/FM radio and 48% listen to online or streaming radio. For TV, 56% of respondents **watch television** through a streaming service and 64% watch via traditional broadcast.



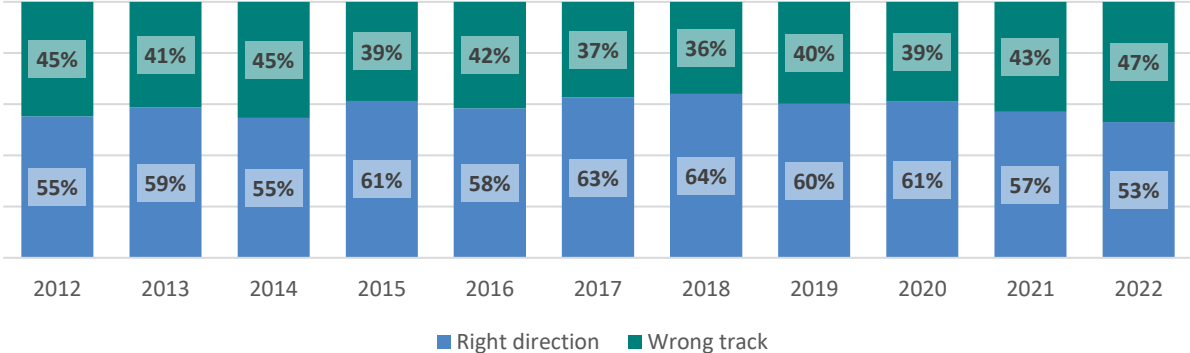


COMMUNITY PULSE REPORT

Right Track/Wrong Track

When asked whether Summit County is moving in the right direction or is off on the wrong track, more than half of Akron residents, **53%**, said that they generally feel that things are moving in the right direction, this was a decrease from 57% in 2021 and the lowest positive percentage in the past ten years.

Right Direction or Wrong Track- Akron Residents



Whether a person thought that the county was moving in the right direction varied across several demographic groups and other identifying characteristics. Generally speaking, the higher the income of the resident, the more likely they were to feel that the county was moving in the right direction. Whereas 67% of residents with an annual income of \$75,000 or more felt that the county was moving in the right direction, only 43% of those with an annual income under \$25,000 felt the same way. Other groups of Akron residents more likely to think that the county was moving in the right direction included residents who are retired, college graduates, homeowners, and registered voters.



Right Direction or Wrong Track by select demographics- Akron Residents			
		Right Direction	Wrong Track
All respondents		52.7%	47.3%
Demographic	Subgroup		
Gender	Male	51.7%	48.3%
	Female	54.2%	45.8%
Age	18-24	44.4%	55.6%
	25-44	53.4%	46.6%
	45-64	52.1%	47.9%
	65 and over	61.7%	38.3%
Have children	Has children	46.2%	53.8%
	No children in home	55.1%	44.9%
Income*	Under \$25,000	43.2%	56.8%
	\$25-\$50,000	51.8%	48.2%
	\$50-\$75,000	56.3%	43.8%
	\$75,000 or more	66.7%	33.3%
Employment Status*	Employed full-time	56.6%	43.4%
	Employed part-time	51.2%	48.8%
	Retired	64.9%	35.1%
	Unemployed	40.3%	59.7%
	Other	43.5%	56.5%
Education Attainment*	High School Grad or less	45.7%	54.3%
	Some college/Associate's	53.4%	46.6%
	College Grad or more	61.8%	38.2%
Home ownership*	Own	62.6%	37.4%
	Rent/Other	45.5%	54.5%
Race	White	55.6%	44.4%
	Non-white	45.5%	54.5%
Marital Status	Single	49.1%	50.9%
	Divorced/Separated	52.9%	47.1%
	Widowed	55.6%	44.4%
	Married	58.4%	41.6%
Voter Registration*	Registered	55.7%	44.3%
	Not Registered	43.7%	56.3%
Question: Do you feel things in Summit County are going in the right direction or have they gotten off on the wrong track?			





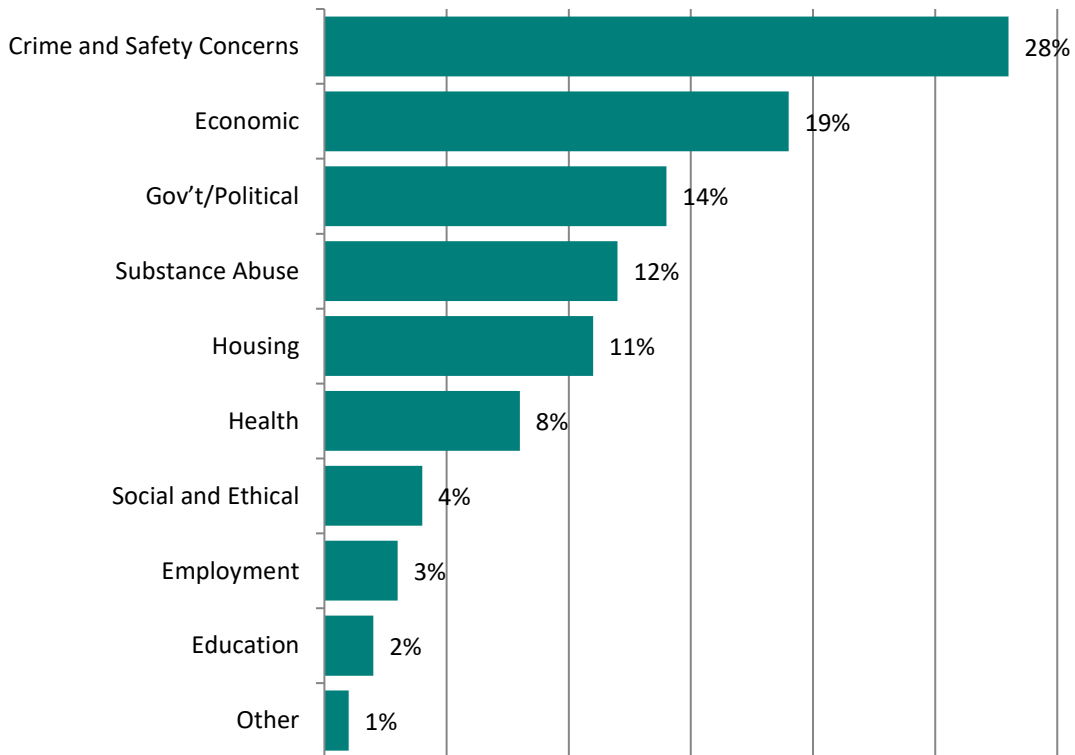
Community Needs

The 2022 Summit County Collaborative Poll included a set of questions asking respondents to rate a series of quality-of-life indicators in Summit County. When asked what the most important problem facing Summit County right now, crime and safety concerns such as crime, safety, and gun violence were cited most frequently, given by 28% of Akron residents.

Following crime and safety concerns was economic issues such as high taxes and poverty (19%). Fewer Akron residents, 14%, identified government and infrastructure issues such as road conditions, traffic, and infrastructure issues. More than one tenth, 12%, identified substance abuse as the most important problem. Slightly fewer residents, 11%, named housing concerns such as homelessness and lack of affordable housing. An additional 8% identified health related issues such as the COVID-19 pandemic. Even fewer, 4%, named social and ethical issues such as pollution, climate change, and racial division. Only 3% named employment issues such as unemployment and not enough jobs. Just 2% of residents named education issues as the most important problem.

More than one quarter of Akron residents, 28%, named crime and safety concerns as the most important problem facing Summit County in 2022. Last year's top issue, COVID-19, was 6th this year falling from 28% to 7%.


Most Important Problem Facing Summit County - Akron Residents, 2022



Note: This was an open-ended question in which the respondent could give one response.



Most Important Problem in Summit County – AKRON RESIDENTS ONLY			
	# of Responses	% of Answerers	% of All
Crime and Safety Concerns	86	27.7%	24.5%
Crime/Violence/Gun violence	84	27.0%	23.9%
Law enforcement issues	2	0.6%	0.5%
Economic Issues (Tax/Money)	58	18.7%	16.5%
High cost of living	32	10.3%	9.1%
Poverty/Hunger	10	3.2%	2.8%
Lack of economic development	9	2.9%	2.5%
High water and sewer bill	2	0.6%	0.5%
High taxes/too many taxes/levy issues	1	0.3%	0.2%
Financial stability/local govt.	1	0.3%	0.2%
OTHER ECONOMIC ISSUES	3	0.9%	0.8%
Government/Political/Infrastructure Issues	42	13.5%	11.9%
Road conditions/Traffic	21	6.7%	5.9%
Infrastructure issues	14	4.5%	3.9%
Providing public services on current budget	2	0.6%	0.5%
Poor/Ineffective government	1	0.3%	0.2%
OTHER GOVERNMENT/POLITICAL ISSUES	4	1.2%	1.1%
Substance abuse/Heroin epidemic	36	11.6%	10.2%
Housing	34	10.9%	9.6%
Homelessness	23	7.4%	6.5%
Lack of affordable housing	10	3.2%	2.8%
Vacant/neglected properties	1	0.3%	0.2%
HealthCare Issues	25	8.0%	7.1%
Coronavirus/COVID-19	21	6.7%	5.9%
Access to healthcare/expense	2	0.6%	0.5%
OTHER HEALTHCARE ISSUES	2	0.6%	0.5%
Social and Ethical Issues	13	4.1%	3.7%
Pollution/carbon emission/Climate change	5	1.6%	1.4%
Racial division	5	1.6%	1.4%
Lack of ethics/morals	2	0.6%	0.5%
Inequalities	1	0.3%	0.2%
Employment Issues	9	2.9%	2.5%
Unemployment/Not enough jobs	6	1.9%	1.7%
Other Employment Issues	3	0.9%	0.8%
Education Issues	5	1.6%	1.4%
Ineffective educational system	2	0.6%	0.5%
School funding	2	0.6%	0.5%
OTHER EDUCATION ISSUES	1	0.3%	0.2%
Miscellaneous	4	1.2%	1.1%
Lack of social activities/green space	2	0.6%	0.5%
Other miscellaneous	2	0.6%	0.5%
Total	310	(n=310)	(n=351)
Question: What would you say is the MOST important problem facing Summit County right now?			



There have been significant shifts in Akron resident perception of the most important problem facing Summit County over the last few years. While the **COVID-19 pandemic and other health related issues** were identified as the most important issue in 2021, concerns significantly decreased from 28% last year to just 8% this year. In 2022, **crime and safety concerns** were reported as the most important problem for the first time since 2017 with 28% naming it as the most important problem facing the county right now. This was a significant increase from 21% who reported crime and safety concerns as the most important problem in 2021.

The percentage of residents who have named **economic issues** such as high taxes as the most important issue also significantly increased from 11% last year to 19% this year, the highest percentage to date. The lowest years were 6% (2015) and 5% (2016.)

In 2015, 2019, and 2020, **government and political issues** such as road conditions and infrastructure concerns were ranked as the number one most important problem facing the county. This year, government and political issues ranked third behind crime/safety concerns and economic concerns with 14% rating it as the most important problem facing the county right now, a significant increase from 9% last year.

In 2018, **substance abuse and heroin epidemic** dominated as the number one problem facing the county with 27% of residents naming it as the most important problem. In 2022, the percentage of residents naming substance abuse as the most important problem was 12%, a slight increase from 8% in 2021.

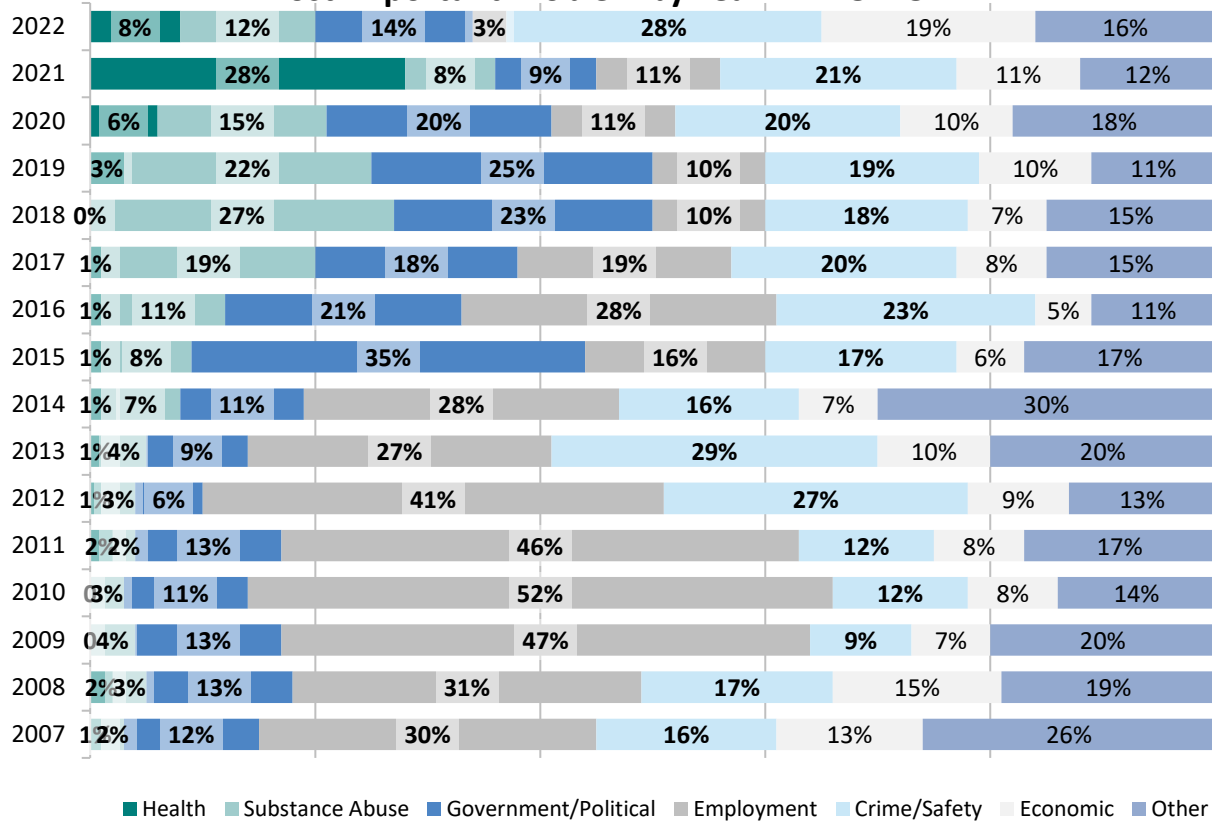
Housing issues as the most important problem in Summit County increased from 5% in 2021 to 11% in 2022. This is the first-time housing as an issue has matched its record high of 11% in 2008 making it the fifth most important issue in 2022.

Once cited as the dominant ‘most important problem facing the county,’ **employment concerns** ranked **second to last** in 2022 which just 3% naming it as the most important problem. As a contrast, employment issues were ranked as the number one problem from 2007 to 2012 and again in 2014 and 2016. The percentage identifying employment concerns as the most important problem has greatly decreased since 2010. Between 2007 and 2010, there was sharp increase in those citing employment concerns (30% to 52%) with 2013 being the first year there was a significant decrease. Since 2018, the percentage of residents who named employment issues as their main concern has remained relatively consistent fluctuating from 10% to 11% then dropping to just 3% in 2022.





Most Important Problem by Year- AKRON ONLY



Most Important Problem Facing Summit County: 2007 to 2022 Comparison

Year	Health	Crime & Safety	Economic	Gov./ Political	Employment	Substance Abuse	Housing	Education	Other
2007	1%	16%	13%	12%	30%	2%	3%	20%	3%
2008	2%	17%	15%	13%	31%	3%	11%	5%	4%
2009	0%	9%	7%	13%	47%	4%	6%	7%	6%
2010	0%	12%	8%	11%	52%	3%	4%	7%	2%
2011	2%	12%	8%	13%	46%	2%	3%	10%	6%
2012	1%	27%	9%	6%	41%	3%	7%	5%	3%
2013	1%	29%	10%	9%	27%	4%	6%	9%	6%
2014	1%	16%	7%	11%	28%	7%	10%	10%	10%
2015	1%	17%	6%	35%	16%	8%	4%	6%	8%
2016	1%	23%	5%	21%	28%	11%	7%	2%	12%
2017	1%	20%	8%	18%	19%	19%	1%	3%	12%
2018	0%	18%	7%	23%	10%	27%	3%	4%	8%
2019	3%	19%	10%	25%	10%	22%	5%	2%	5%
2020	6%	20%	10%	20%	11%	15%	8%	4%	6%
2021	28%	21%	11%	9%	11%	8%	5%	3%	4%
2022	8%	28%	19%	14%	3%	12%	11%	2%	1%





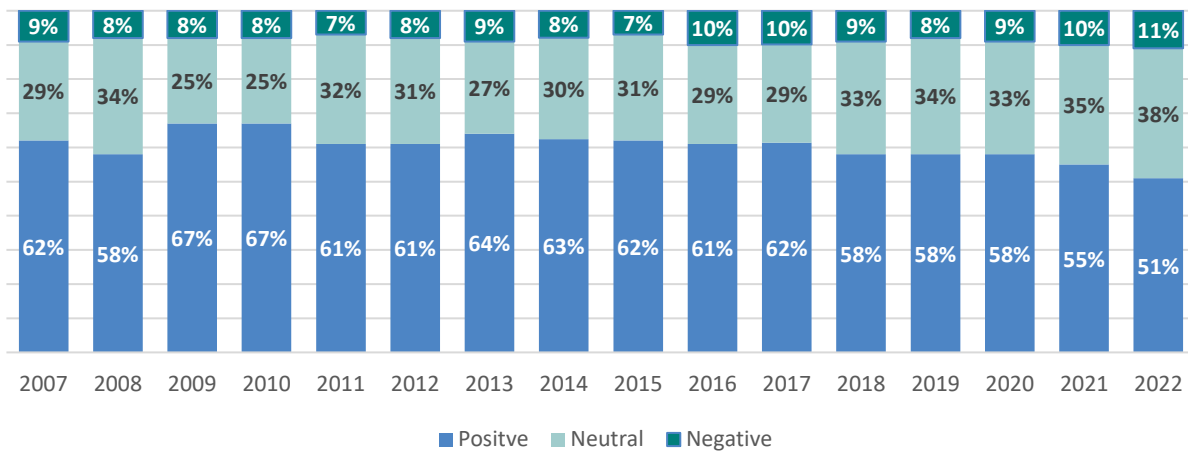
Quality of Life

Residents were asked to rate different aspects of Summit County including Summit County as a place to live, the quality of available healthcare services, the local economy, the availability of job opportunities, and the availability of affordable housing. Each is discussed in more detail in the coming pages.

SUMMIT COUNTY AS A PLACE TO LIVE

Most Akron residents are satisfied with Summit County as a place to live with more than half, 51%, rating Summit County as a place to live favorably, 13% rating it *excellent* and 38% rating it as *good*. Only a small number in 2022, 11%, had an unfavorable view of the county, rating Summit County as a *poor* or *very poor* place to live. **The rating of Summit County as a place to live is the lowest it has ever been in the past sixteen years in which this data has been collected.**

Summit County as a Place to Live- Akron Residents



How Akron residents rated Summit County as a place to live varied across several demographic groups and other identifying characteristics. Residents ages 65 and older were much more likely than younger residents to have a positive view of the county as a place to live. Whereas 66% of residents 65 and older rated Summit County as an excellent or good place to live, only 57% of those ages 45-64, 50% of ages 25-44, and 27% of residents ages 18-24 did so. Other groups of residents that were more likely to have a **favorable** opinion of Summit County as a place to live include residents with an annual income of \$75,000 or more, retired residents, college graduates, homeowners, white residents, and married residents. Groups of residents that were more likely to have a **negative** opinion of Summit County include residents with an annual income under \$25,000, those who are unemployed, residents with a high school diploma or less education, renters, and non-white residents.



Summit County as a Place to Live by select demographics- Akron Residents				
		Positive	Neutral	Negative
All respondents		50.7%	38.2%	11.1%
Demographic	Subgroup			
Gender	Male	51.4%	38.7%	9.9%
	Female	50.9%	37.7%	11.4%
Age*	18-24	27.3%	47.3%	25.5%
	25-44	49.6%	38.2%	12.2%
	45-64	57.3%	37.6%	5.1%
	65 and over	66.0%	29.8%	4.3%
Have children	Has children	41.9%	43.0%	15.1%
	No children in home	54.1%	36.6%	9.3%
Income*	Under \$25,000	41.2%	39.5%	19.3%
	\$25-\$50,000	51.2%	38.4%	10.5%
	\$50-\$75,000	47.5%	45.0%	7.5%
	\$75,000 or more	69.9%	27.9%	3.3%
Employment Status*	Employed full-time	56.6%	37.9%	5.5%
	Employed part-time	52.4%	38.1%	9.5%
	Retired	63.2%	29.8%	7.0%
	Unemployed	33.3%	43.3%	23.3%
	Other	39.1%	43.5%	17.4%
Education Attainment*	High School Grad or less	44.5%	37.5%	18.0%
	Some college/Associate's	46.6%	45.1%	8.3%
	College Grad or more	66.3%	29.2%	4.5%
Home ownership*	Own	61.7%	34.2%	4.0%
	Rent/Other	42.6%	41.1%	16.3%
Race*	White	56.4%	34.4%	9.2%
	Non-white	36.6%	47.5%	15.8%
Marital Status*	Single	39.1%	43.7%	17.2%
	Divorced/Separated	57.4%	35.3%	7.4%
	Widowed	55.6%	33.3%	11.1%
	Married	67.4%	30.4%	2.2%
Voter Registration	Registered	54.0%	35.0%	11.0%
	Not registered	40.2%	48.3%	11.5%
Question: Overall, how would you rate SUMMIT COUNTY as a place to live?				

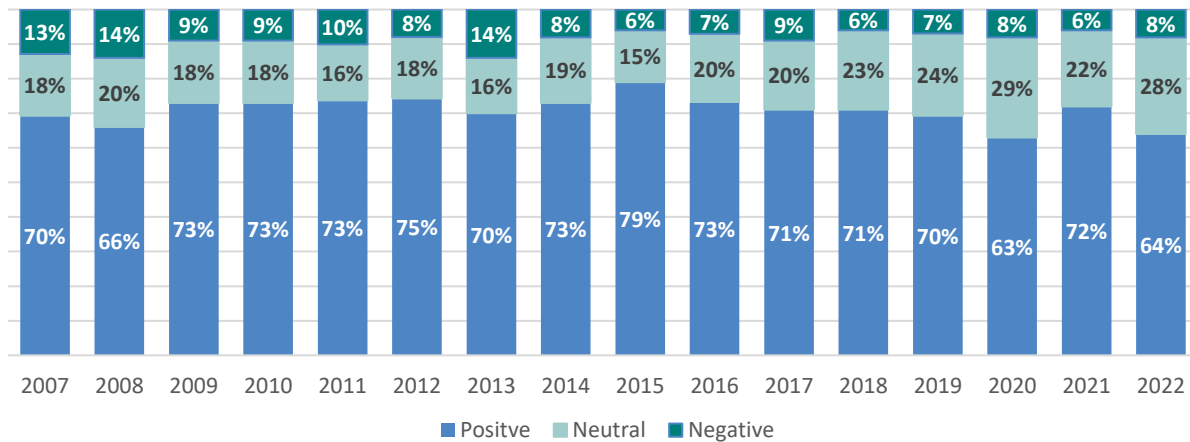




QUALITY OF HEALTHCARE SERVICES AVAILABLE

Most residents have a favorable opinion of the quality of healthcare available in the county, with more than half, 64%, of residents rating the quality of healthcare services favorably; 23% rating it *excellent* and 42% rating it as *good*. Only a small portion of residents in 2022, 8%, had an unfavorable view of healthcare services, giving it a *poor* or *very poor* rating. These ratings remained relatively consistent between 2007 and 2019 (with the exception of a low of 66% in 2008) before decreasing in 2020 to 63% where it increased to 72% in 2021 before decreasing to 64% in 2022.

Quality of Healthcare Services Available- Akron Residents



How Akron residents rated the quality of healthcare services available in Summit County varied across several demographic groups and other identifying characteristics. For example, homeowners were much more likely than residents who rent to have a positive view of the healthcare services available in the county. Whereas 73% of residents who are homeowners rated the quality of healthcare services available in Summit County favorably, only 58% of residents that are renters did so. Other groups of residents that were more likely to have a **favorable** opinion of healthcare services available in Summit County include residents ages 45 and over, retirees, college graduates, homeowners, white residents, widowed and married residents, and registered voters. Groups of residents more likely to have a **negative** opinion of healthcare services available in Summit County include residents ages 18 to 24, those who are unemployed, residents with a high school diploma or less education, single residents, and those not registered to vote.



Quality of Healthcare Services by select demographics- Akron Residents				
		Positive	Neutral	Negative
All residents		64.3%	28.3%	7.5%
Demographic	Subgroup			
Gender	Male	64.6%	28.2%	7.2%
	Female	64.5%	28.3%	7.2%
Age*	18-24	32.7%	50.9%	16.4%
	25-44	59.5%	33.6%	6.9%
	45-64	75.2%	17.9%	6.8%
	65 and over	85.4%	14.6%	0.0%
Have children	Has children	57.4%	33.0%	9.6%
	No children in home	66.8%	26.6%	6.6%
Income	Under \$25,000	55.9%	32.2%	11.9%
	\$25-\$50,000	62.4%	31.8%	5.9%
	\$50-\$75,000	67.1%	27.8%	5.1%
	\$75,000 or more	77.0%	18.0%	4.9%
Employment Status*	Employed full-time	66.7%	28.5%	4.9%
	Employed part-time	73.2%	22.0%	4.9%
	Retired	80.7%	19.3%	0.0%
	Unemployed	48.4%	37.1%	14.5%
	Other	51.1%	31.9%	17.0%
Education Attainment*	High School Grad or less	53.1%	35.9%	10.9%
	Some college/Associate's	64.7%	29.3%	6.0%
	College Grad or more	80.0%	15.6%	4.4%
Home ownership*	Own	73.2%	24.8%	2.0%
	Rent/Other	57.9%	30.7%	11.4%
Race*	White	70.3%	22.9%	6.8%
	Non-white	49.5%	41.6%	8.9%
Marital Status*	Single	52.0%	37.0%	11.0%
	Divorced/Separated	75.0%	20.6%	4.4%
	Widowed	77.8%	22.2%	0.0%
	Married	76.9%	18.7%	4.4%
Voter Registration*	Registered	67.7%	26.2%	6.1%
	Not registered	54.0%	34.5%	11.5%
Question: Overall, how would you rate the quality of healthcare services available in Summit County?				

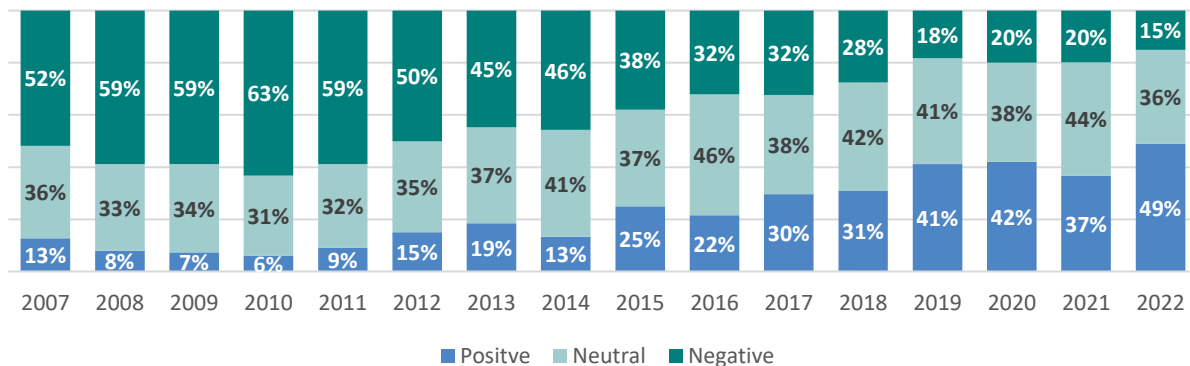


AVAILABILITY OF JOB OPPORTUNITIES

There has been a significant positive trend in the perception of job opportunities in Summit County over the last several years. While nearly one sixth of residents had a negative opinion of the availability of job opportunities in the county with 15% rating the availability of job opportunities negatively, 12% *poor* and 3% *very poor*, positive ratings have been increasing. There was a slight increase between 2010 and 2011 indicating that there may have been an upward trend developing. This trend continued between 2011 and 2012 with a significant shift in positive ratings increasing from 9% to 15% and on into 2013 which saw the highest positive rating since 2007. There was a slight decrease in positive ratings in 2014, followed by an 12% increase between 2014 and 2015. For the first time in 2018, the percentage of positive perceptions was higher than the percentage of negative perceptions. Over the past four years, favorable ratings increased significantly again (with the exception of a slight decrease in 2021) with an all-time high of 49% in 2022.

Negative perceptions decreased significantly between 2014 and 2015 and again in 2015 and 2016. However, there was no change between 2016 and 2017. There were additional slight decreases in negative perceptions between 2018-2019, and 2021-2022. **2022 was the lowest negative rating to date.**

Availability of Job Opportunities- Akron Residents



How Akron residents rated job opportunities available in Summit County varied across several demographic groups and other identifying characteristics. Not surprisingly, residents who were employed part-time were more likely than residents who were unemployed to have a positive view of job opportunities available in the county. Whereas 63% of residents who were employed part-time rated job opportunities available in Summit County positively, less than one-third, 30% of unemployed residents did so. Full and part-time workers were also more likely to have a positive view of job opportunities compared to unemployed residents. Other groups of residents that were more likely to have a **positive opinion** of job opportunities available in Summit County include homeowners and white residents. Groups of residents more likely to have a **negative opinion** of job opportunities include renters and non-white residents.



Rating of Job Opportunities by select demographics- Akron Residents				
		Positive	Neutral	Negative
All residents		48.9%	36.4%	14.7%
Demographic	Subgroup			
Gender	Male	48.9%	35.0%	16.1%
	Female	50.0%	38.6%	11.4%
Age	18-24	36.4%	38.2%	25.5%
	25-44	49.2%	37.1%	13.6%
	45-64	51.7%	35.3%	12.9%
	65 and over	57.8%	33.3%	8.9%
Have children	Has children	46.8%	39.4%	13.8%
	No children in home	49.8%	35.3%	14.9%
Income	Under \$25,000	41.5%	39.0%	19.5%
	\$25-\$50,000	53.6%	34.5%	11.9%
	\$50-\$75,000	48.8%	37.5%	13.8%
	\$75,000 or more	60.0%	31.7%	8.3%
Employment Status*	Employed full-time	53.5%	37.5%	9.0%
	Employed part-time	63.4%	31.7%	4.9%
	Retired	55.4%	32.1%	12.5%
	Unemployed	29.5%	42.6%	27.9%
	Other	42.2%	33.3%	24.4%
Education Attainment	High School Grad or less	42.5%	40.2%	17.3%
	Some college/Associate's	52.2%	31.3%	16.4%
	College Grad or more	53.4%	38.6%	8.0%
Home ownership*	Own	50.3%	40.1%	9.5%
	Rent/Other	47.8%	33.8%	18.4%
Race*	White	52.0%	35.5%	12.5%
	Non-white	40.6%	38.6%	20.8%
Marital Status	Single	45.7%	37.6%	16.8%
	Divorced/Separated	45.6%	41.2%	13.2%
	Widowed	66.7%	22.2%	11.1%
	Married	53.9%	33.7%	12.4%
Voter Registration	Registered	51.1%	35.9%	13.0%
	Not registered	42.5%	36.8%	20.7%
Question: Overall, how would you rate the AVAILABILITY of job opportunities in Summit County?				

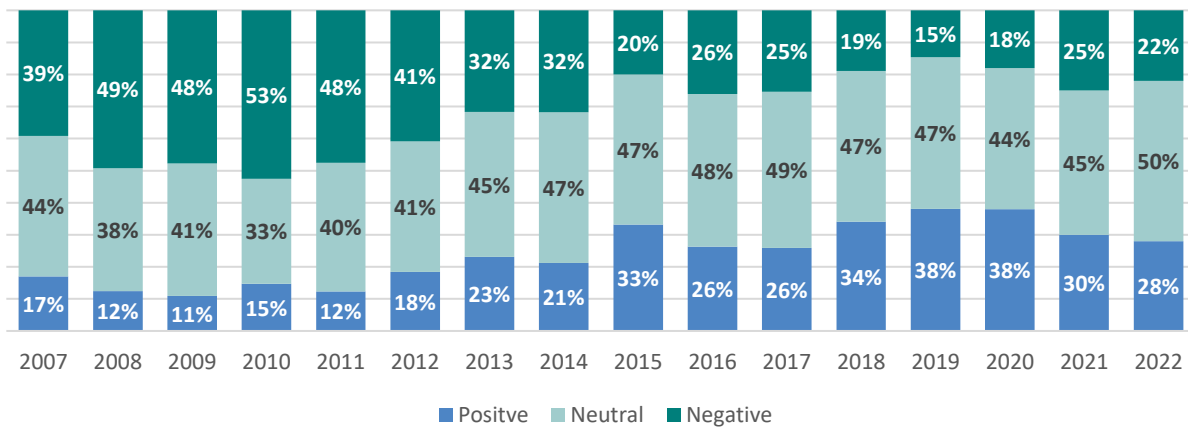




LOCAL ECONOMY

Nearly one quarter of residents, 22%, rated the local economy negatively in 2022, 18% *poor* and 4% *very poor*, a decrease from 25% in 2021. At the same time, the percentage of residents who had a favorable opinion of the local economy decreased between 2020 (which had been highest positive rating to date) and 2022 from 38% to 28%. Positive ratings of the local economy also significantly dropped between 2007 and 2011 and began to increase consistently beginning in 2012. The percentage of residents with a favorable view of the local economy continued to increase or stay the same each year until 2020 when the COVID-19 pandemic started, with the exception of 2014 and 2016.

Rating of Local Economy- Akron Residents



How Akron residents rated the local economy varied across several demographic groups and other identifying characteristics. For example, residents ages 65 and older were much more likely than younger residents to have a positive view of the local economy. Whereas 43% of residents ages 65 and older rated the local economy positively, significantly fewer, 13% of residents ages 18-24 did so. Other groups of residents more likely to have a **positive opinion** of the local economy include residents with an annual income of \$75,000 or more, full-time workers and retirees, college graduates, homeowners, and those who are married. Groups of residents that more likely to have a **negative opinion** of the local economy include residents ages 18 to 24, those with an annual income under \$50,000, unemployed residents, those with a high school diploma or less education, renters, and those who are single.

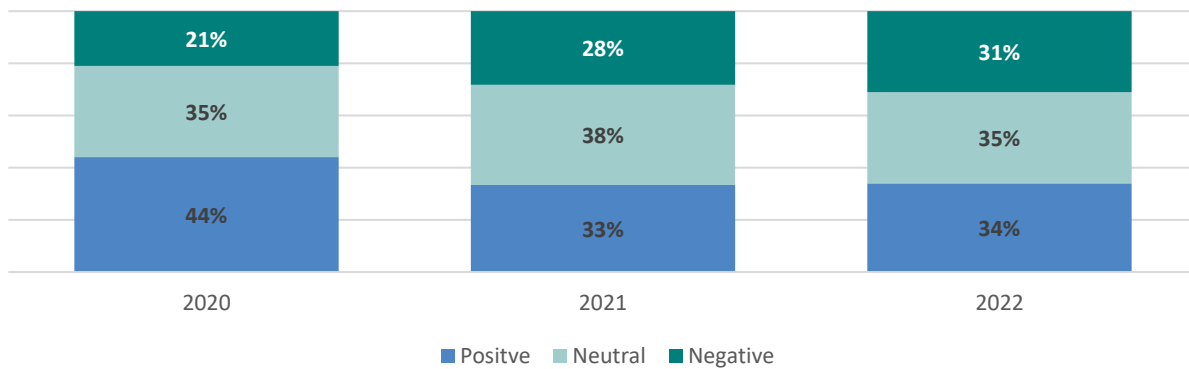


Rating of Local Economy by select demographics- Akron Residents				
		Positive	Neutral	Negative
All residents		27.8%	49.8%	22.3%
Demographic	Subgroup			
Gender	Male	26.4%	50.5%	23.1%
	Female	29.7%	49.7%	20.6%
Age*	18-24	12.7%	50.9%	36.4%
	25-44	32.1%	45.0%	22.9%
	45-64	24.1%	54.3%	21.6%
	65 and over	42.6%	51.1%	6.4%
Have children	Has children	26.6%	48.9%	24.5%
	No children in home	28.1%	50.4%	21.5%
Income*	Under \$25,000	20.2%	55.5%	24.4%
	\$25-\$50,000	25.9%	45.9%	28.2%
	\$50-\$75,000	26.3%	52.5%	21.3%
	\$75,000 or more	48.3%	40.0%	11.7%
Employment Status*	Employed full-time	31.3%	47.2%	21.5%
	Employed part-time	26.8%	65.9%	7.3%
	Retired	37.9%	55.2%	6.9%
	Unemployed	18.0%	47.5%	34.4%
	Other	17.4%	41.3%	41.3%
Education Attainment*	High School Grad or less	23.4%	46.9%	29.7%
	Some college/Associate's	27.8%	51.1%	21.1%
	College Grad or more	34.8%	51.7%	13.5%
Home ownership*	Own	34.0%	51.3%	14.7%
	Rent/Other	23.3%	48.5%	28.2%
Race	White	29.2%	50.4%	20.4%
	Non-white	24.8%	48.5%	26.7%
Marital Status*	Single	23.1%	48.0%	28.9%
	Divorced/Separated	25.0%	60.3%	14.7%
	Widowed	21.1%	68.4%	10.5%
	Married	40.2%	41.3%	18.5%
Voter Registration	Registered	28.0%	49.2%	22.7%
	Not registered	27.6%	50.6%	21.8%
Question: The economy?				

AVAILABILITY OF AFFORDABLE HOUSING

For a third year, residents were asked to rate the availability of affordable housing in Summit County. About one third of residents, 34%, rated the availability of affordable housing in Summit County positively, with 8% rating it as excellent and 26% as good, a decrease from 44% in 2020 and nearly the same as 33% in 2021. Slightly more residents in 2022, 35%, rated the availability of affordable housing as fair. A notable portion, 31%, rated the availability of affordable housing unfavorably; 23% as poor and 8% as very poor.

Availability of Affordable Housing- Akron Residents



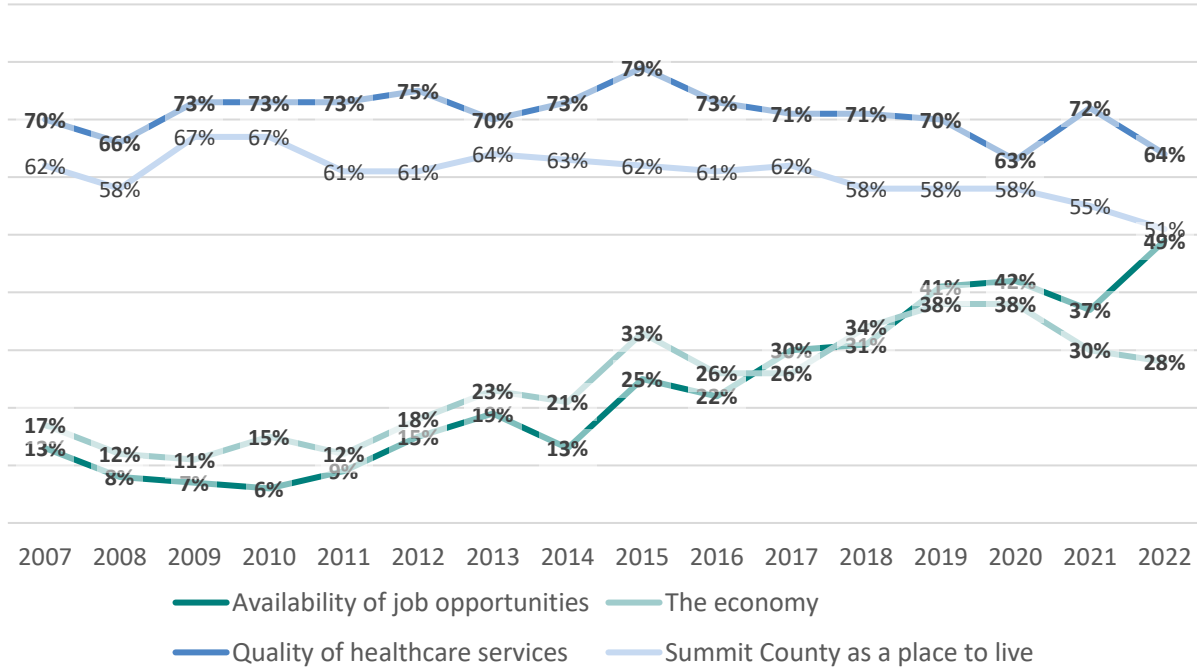
How Akron residents rated availability of affordable housing varied across several demographic groups and other identifying characteristics. For example, **homeowners were much more likely than renters to rate the availability of affordable housing favorably.** While 38% of homeowners rated the availability of affordable housing positively, just 30% of renters felt the same way. Likewise, 24% of homeowners rated the availability negatively compared to 36% of renters. Other groups of residents more likely to rate the availability **positively** include residents with children in the home, those with an annual income over \$75,000, full-time workers and retirees, and married or divorced residents. Groups of residents more likely to rate the availability of affordable housing **negatively** include residents without children in the home, those with an annual income under \$50,000, those who are unemployed, and residents who are single.



Rating of Affordable Housing Availability by select demographics- Akron Residents				
		Positive	Neutral	Negative
All residents		33.5%	35.3%	31.2%
Demographic	Subgroup			
Gender	Male	33.9%	33.9%	32.2%
	Female	33.5%	37.8%	28.7%
Age	18-24	23.6%	41.8%	34.5%
	25-44	40.2%	26.5%	33.3%
	45-64	28.4%	42.2%	29.3%
	65 and over	40.4%	24.0%	25.5%
Have children*	Has children	35.1%	24.5%	40.4%
	No children in home	32.7%	39.4%	28.0%
Income*	Under \$25,000	29.7%	33.9%	36.4%
	\$25-\$50,000	29.4%	34.1%	36.5%
	\$50-\$75,000	30.9%	38.3%	30.9%
	\$75,000 or more	50.0%	35.0%	15.0%
Employment Status*	Employed full-time	41.0%	34.7%	24.3%
	Employed part-time	26.8%	36.6%	36.6%
	Retired	40.4%	36.8%	22.8%
	Unemployed	23.0%	31.1%	45.9%
	Other	21.7%	39.1%	39.1%
Education Attainment	High School Grad or less	31.0%	35.7%	33.3%
	Some college/Associate's	33.8%	30.8%	35.3%
	College Grad or more	36.0%	41.6%	22.5%
Home ownership*	Own	37.8%	37.8%	24.3%
	Rent/Other	30.3%	33.3%	36.3%
Race	White	34.3%	37.5%	28.2%
	Non-white	31.0%	30.0%	39.0%
Marital Status*	Single	29.5%	32.9%	37.6%
	Divorced/Separated	37.3%	34.3%	28.4%
	Widowed	16.7%	55.6%	27.8%
	Married	42.2%	36.7%	21.1%
Voter Registration	Registered	34.0%	36.3%	29.8%
	Not registered	32.2%	32.2%	35.6%
Question: How would you rate the availability of affordable housing in Summit County?				



Positive Rating of Akron, 2007 to 2022



2022 Quality of Life Summary – Akron Residents						
	Excellent	Good	Fair	Poor	Very Poor	Avg. Rating†
Summit County as a place to live	12.7%	38.1%	38.2%	8.1%	3.0%	2.51
Quality of healthcare services	22.6%	41.7%	28.3%	5.9%	1.5%	2.22
The economy	4.8%	23.0%	49.8%	17.7%	4.6%	2.94
Availability of job opportunities	15.0%	33.9%	36.4%	11.6%	3.1%	2.54
Availability of affordable housing	8.0%	25.5%	35.3%	23.4%	7.8%	2.98

†Average rating scale is 1=Excellent to 5=Very Poor (Ratings closer to 1 indicate more positivity.)

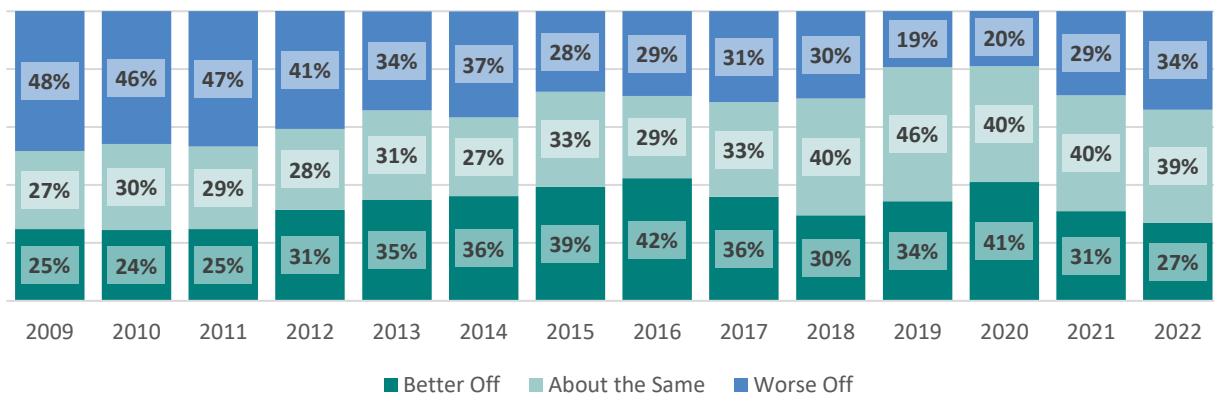




Personal Financial Situation

More than one-third of residents, 34%, indicated they were worse off financially than a few years ago, a significant increase from 2021 when 29% reported being worse off financially. This was the highest percentage of being worse off financially since 2012. At the same time, 27% reported being better off financially than they were a few years ago, a decrease from 2021 (31%) and a significant decrease from 2020 (41%), **the lowest percentage of residents who reported being better off financially since 2011.**

Better or Worse Off Financially than a Few Years Ago -
Akron Residents



Whether Akron residents were better or worse off financially than a few years ago varied across several demographic groups and other identifying characteristics. Residents who are employed full-time were much more likely than residents who are unemployed to indicate that they were better off financially than a few years ago with 36% of those employed full-time being better off financially compared to just 16% of unemployed residents. Other groups of residents that were more likely to report being **better off financially** include residents with an annual income over \$75,000, college graduates, homeowners, married residents, and registered voters. Groups of residents that were more likely to be **worse off financially** include residents with an annual income under \$25,000, those with some college or less education, renters, and residents who are widowed.



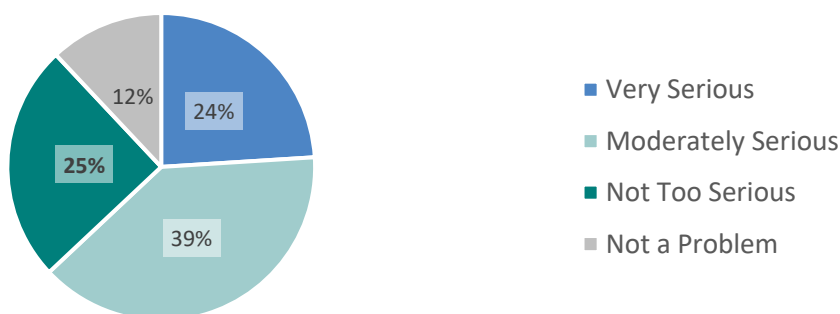
Better or Worse off Financially by select demographics- Akron Residents		Better	Same	Worse
All residents		26.5%	39.4%	34.1%
Demographic	Subgroup			
Gender	Male	30.4%	34.8%	34.8%
	Female	22.9%	45.2%	31.9%
Age	18-24	29.6%	35.2%	35.2%
	25-44	29.5%	39.4%	31.1%
	45-64	23.9%	41.0%	25.0%
	65 and over	21.3%	40.4%	38.3%
Have children	Has children	28.7%	42.6%	28.7%
	No children in home	25.4%	38.3%	36.3%
Income*	Under \$25,000	18.5%	38.7%	42.9%
	\$25-\$50,000	25.9%	40.0%	34.1%
	\$50-\$75,000	27.5%	43.8%	28.8%
	\$75,000 or more	40.0%	35.0%	25.0%
Employment Status*	Employed full-time	36.1%	43.8%	20.1%
	Employed part-time	34.1%	34.1%	31.7%
	Retired	15.8%	42.1%	42.1%
	Unemployed	16.4%	34.4%	49.2%
	Other	17.4%	32.6%	50.0%
Education Attainment*	High School Grad or less	29.9%	40.2%	29.9%
	Some college/Associate's	17.9%	41.8%	40.3%
	College Grad or more	34.8%	34.8%	30.3%
Home ownership*	Own	28.4%	44.6%	27.0%
	Rent/Other	25.2%	35.6%	39.1%
Race	White	24.5%	39.4%	36.1%
	Non-white	30.7%	39.6%	29.7%
Marital Status*	Single	27.7%	37.0%	35.3%
	Divorced/Separated	11.9%	52.2%	35.8%
	Widowed	33.3%	16.7%	50.0%
	Married	33.7%	39.3%	27.0%
Voter Registration	Registered	28.1%	40.7%	31.2%
	Not registered	21.8%	35.6%	42.5%
Question: Would you say that you are better off financially, about the same, or worse off financially than you were a few years ago?				



Systemic Racism

Akron residents were asked how serious of an issue they thought structural or institutional racism was in Summit County. Nearly two-thirds of residents, 63%, felt that structural or institutional racism was a serious problem in the county with 24% rating it as very serious and 39% rating it moderately serious. The remaining 37% of residents felt that structural or institutional racism was not a serious problem in Summit County with 25% rating it as a not too serious problem and 12% rating it as not a problem at all.

Seriousness of Systemic Racism- Akron Residents



Whether or not Akron residents thought that structural or institutional racism was a serious problem in Summit varied across several demographic groups and other identifying characteristics. Not surprisingly, there were significant differences in how serious a resident felt systemic racism was based on their race. Whereas 76% of non-white residents thought racism was a serious problem in the county, only 59% of white residents felt the same way. Groups of residents more likely to think that structural or institutional racism was **a serious problem** include females, residents ages 18 to 24, those with an annual income under \$50,000, unemployed residents, those with a high school diploma or less education, residents with children in the home, renters, and single residents. Groups of residents more likely to feel that structural or institutional racism was **NOT a serious problem** include males, those ages 65 and over, residents with an annual income over \$50,000, those who are retired, homeowners, residents with some college or more education, those without children in the home, and widowed residents.



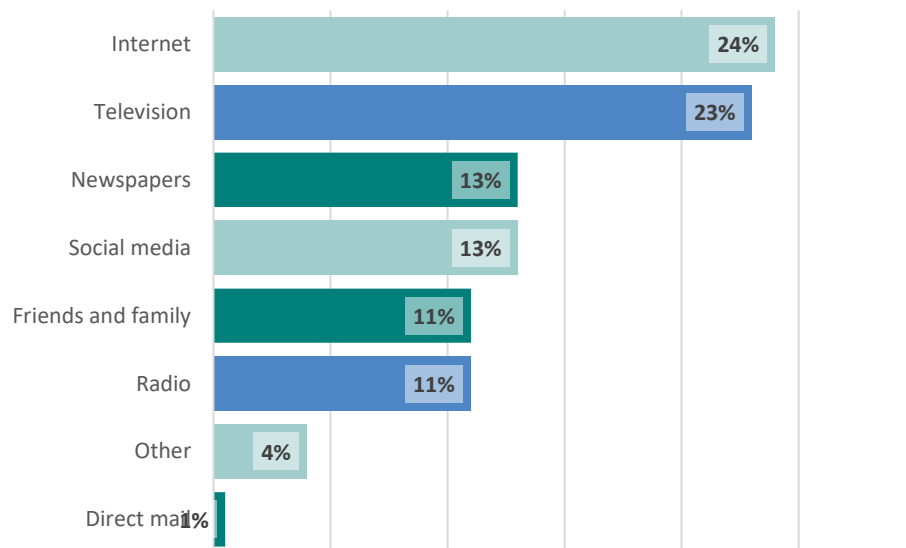
Seriousness of Systemic Racism by select demographics (* Indicates a significant relationship)					
		Very Serious	Moderately	Not Too	Not a Problem
All respondents		24.3%	39.1%	25.1%	11.5%
Demographic	Subgroup				
Gender*	Male	28.3%	32.8%	23.3%	15.6%
	Female	19.3%	45.8%	27.7%	7.2%
Age*	18-24	31.5%	38.9%	16.7%	13.0%
	25-44	24.2%	41.7%	25.0%	9.1%
	45-64	26.7%	37.9%	25.9%	9.5%
	65 and over	8.7%	34.8%	34.8%	21.7%
Have children*	Has children	27.7%	42.6%	19.1%	10.6%
	No children in home	22.8%	37.8%	27.6%	11.8%
Income*	Under \$25,000	33.6%	35.3%	23.5%	7.6%
	\$25-\$50,000	20.2%	45.2%	22.6%	11.9%
	\$50-\$75,000	20.0%	40.0%	31.3%	8.8%
	\$75,000 or more	18.0%	39.3%	19.7%	23.0%
Employment Status*	Employed full-time	21.9%	42.5%	24.7%	11.0%
	Employed part-time	24.4%	41.5%	19.5%	14.6%
	Retired	16.1%	39.3%	25.0%	19.6%
	Unemployed	42.6%	31.1%	21.3%	4.9%
	Other	19.6%	37.0%	34.8%	8.7%
Education Attainment*	High School Grad or less	33.9%	37.0%	19.7%	9.4%
	Some college/Associate's	25.8%	34.1%	27.3%	12.9%
	College Grad or more	9.0%	49.4%	29.2%	12.4%
Home ownership*	Own	17.7%	42.2%	24.5%	15.6%
	Rent/Other	29.4%	36.8%	25.4%	8.5%
Race*	White	21.1%	37.7%	28.3%	13.0%
	Non-white	32.7%	42.6%	16.8%	7.9%
Marital Status	Single	30.5%	36.2%	23.6%	9.8%
	Divorced/Separated	25.0%	41.2%	23.5%	10.3%
	Widowed	11.8%	29.4%	47.1%	11.8%
	Married	13.3%	45.6%	25.6%	15.6%
Registered Voter	Registered	22.2%	42.5%	24.5%	10.7%
	Not Registered	29.9%	29.9%	26.4%	13.8%
Question: Do you think structural or institutional racism is a very serious problem in Summit County today, a moderately serious problem, not too serious, or not really a problem at all?					



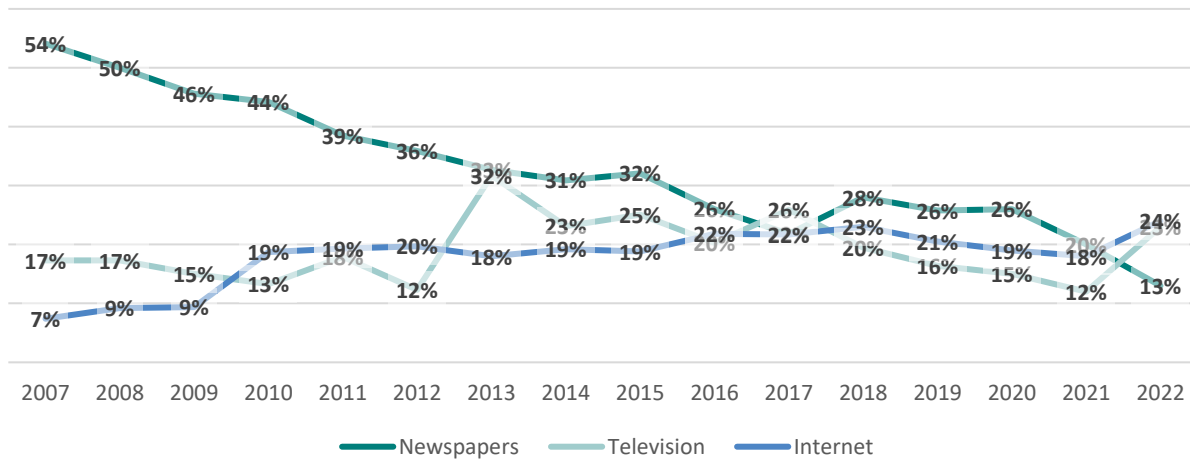
Reaching Summit County Residents

For the first time in 16 years, **newspapers were NOT reported as the most common source of information** about current affairs and entertainment in Summit County. In 2022, Akron residents named the internet as the most common source of information. Though newspapers were the most common source of information for fifteen consecutive years, the percentage of residents who indicate that newspapers are their main source of information has steadily declined over time, from 54% in 2007 to just 13% in 2022. During the same time period, the percentage of residents who utilize the internet as their main source of county information has increased from 7% in 2007 to 24% in 2022.

Source of Most Information, 2022



Source of Most Information by Year



The most important source of information varied across several demographic groups and other identifying characteristics:

- **INTERNET:** Groups more likely to indicate that the **internet** was their main source of information include males, residents ages 45 and over, those with an annual income under \$50,000, full-time employees, those with some college education, renters, single or divorced residents, and registered voters.
- **TELEVISION:** Groups more likely to indicate that **television** was their main source of information include residents ages 45 and over, those with an annual income under \$25,000, retirees, homeowners, divorced residents, and registered voters.
- **NEWSPAPER:** Groups of residents more likely to indicate that **newspapers** was their main source of information include females, residents ages 65 and over, those with an annual income of \$75,000 or more, retirees, homeowners, widowed residents, and registered voters.
- **SOCIAL MEDIA:** Groups more likely to indicate that **social media** was their main source of information include females, residents ages 18 to 24, those with children in the home, residents with an annual income of \$25,000 to \$50,000, part-time employees, those with a college degree or less education, single residents, and non-registered voters.
- **RADIO:** Groups more likely to indicate that **radio** was their main source of information include males, residents ages 65 and older, those without children in the home, residents with an annual income of \$50,000 to \$75,000, full-time employees, homeowners, widowed or married residents, and registered voters.
- **FAMILY AND FRIENDS:** Groups more likely to indicate that **family and friends** was their main source of information include females, residents ages 18 to 44, those with an annual income of \$75,000 or more, part-time employees, college graduates, widowed or married residents, and non-registered voters.

Source of Most Information by select demographics 2022					
		Newspaper	Internet	Television	Social media
All residents		13.3%	24.1%	23.2%	12.7%
Demographic	Subgroup				
Gender*	Male	11.0%	29.3%	22.7%	10.5%
	Female	16.3%	19.3%	24.1%	14.5%
Age*	18-24	13.0%	14.8%	9.3%	33.3%
	25-44	11.4%	23.5%	21.2%	14.4%
	45-64	12.8%	27.4%	29.9%	5.1%
	65 and over	21.7%	28.3%	26.1%	4.3%
Have children*	Has children	10.8%	20.4%	23.7%	21.5%
	No children in home	14.5%	25.4%	23.0%	9.4%
Income*	Under \$25,000	9.3%	27.1%	27.1%	12.7%
	\$25-\$49,999	16.5%	25.9%	18.8%	16.5%
	\$50-\$74,999	11.3%	20.0%	23.8%	12.5%
	\$75,000 and over	18.3%	20.0%	20.0%	10.0%
Employment Status*	Employed full-time	13.9%	25.0%	22.9%	14.6%
	Employed part-time	17.1%	17.1%	19.5%	17.1%
	Retired	15.8%	24.6%	29.8%	7.0%
	Unemployed	13.1%	23.0%	23.0%	13.1%
	Other	4.3%	27.7%	19.1%	10.6%
Education Attainment*	High School Grad or less	15.5%	17.1%	23.3%	14.7%
	Some college/Associate's	10.4%	33.6%	24.6%	11.2%
	College Grad or more	13.5%	20.2%	21.3%	12.4%
Home Ownership*	Own	15.4%	22.1%	26.8%	12.1%
	Rent/Other	11.4%	25.7%	20.8%	13.4%
Race	White	11.2%	23.7%	23.7%	13.7%
	Non-white	18.6%	25.5%	21.6%	10.8%
Marital Status*	Single	15.1%	25.6%	18.6%	17.4%
	Divorced / Separated	7.5%	26.9%	35.8%	6.0%
	Widowed	22.2%	22.2%	16.7%	5.6%
	Married	12.1%	19.8%	24.2%	9.9%
Voter Registration Status*	Registered	15.2%	25.0%	24.2%	12.5%
	Not registered	6.9%	21.8%	19.5%	13.8%
Question: Where do you get most of your information about local news and entertainment in Summit County?					

Source of Most Information by select demographics					
		Radio	Friends and Family	Mail	Other
All residents		11.2%	10.8%	0.5%	4.2%
Demographic	Subgroup				
Gender*	Male	13.8%	7.2%	0.0%	5.5%
	Female	9.0%	13.3%	1.2%	2.4%
Age*	18-24	13.0%	11.1%	0.0%	5.6%
	25-44	9.8%	12.9%	0.8%	6.1%
	45-64	10.3%	10.3%	0.9%	3.4%
	65 and over	15.2%	4.3%	0.0%	0.0%
Have children*	Has children	8.6%	11.8%	0.0%	3.2%
	No children in home	12.1%	10.5%	0.8%	4.3%
Income*	Under \$25,000	8.5%	8.5%	0.8%	5.9%
	\$25-\$49,999	8.2%	11.8%	0.0%	2.4%
	\$50-\$74,999	20.0%	11.3%	0.0%	1.3%
	\$75,000 and over	8.3%	15.0%	1.7%	6.7%
Employment Status*	Employed full-time	15.3%	6.3%	0.0%	2.1%
	Employed part-time	2.4%	22.0%	0.0%	4.9%
	Retired	14.0%	7.0%	0.0%	1.8%
	Unemployed	6.6%	11.5%	0.0%	9.8%
	Other	8.5%	19.1%	4.3%	6.4%
Education Attainment*	High School Grad or less	12.4%	8.5%	1.6%	7.0%
	Some college/Associate's	9.0%	9.7%	0.0%	1.5%
	College Grad or more	12.4%	15.7%	0.0%	4.5%
Home Ownership*	Own	12.8%	7.4%	0.0%	3.4%
	Rent/Other	9.9%	13.4%	1.0%	4.5%
Race	White	11.6%	12.4%	0.4%	3.2%
	Non-white	9.8%	6.9%	1.0%	5.9%
Marital Status*	Single	8.7%	10.5%	0.6%	3.5%
	Divorced / Separated	11.9%	7.5%	0.0%	4.5%
	Widowed	16.7%	16.7%	0.0%	0.0%
	Married	14.3%	13.2%	1.1%	5.5%
Voter Registration Status*	Registered	11.7%	9.1%	0.4%	1.9%
	Not registered	10.3%	16.1%	1.1%	10.3%
Question: Where do you get most of your information about local news and entertainment in Summit County?					





Newspaper Readership

A notable percentage of residents, 23.4%, reported that they do not read a newspaper at all. Of those who do read a newspaper, the most popular by far was the Akron Beacon Journal followed by internet/apps, and the New York Times. Other newspapers, including ohio.com, were much less popular, receiving 2% or less readership.

Newspaper Read Most Often, 2022		
	N	%
Akron Beacon Journal	158	48.1%
Internet/apps	34	10.3%
New York Times	11	3.3%
Ohio.com	7	2.1%
Facebook	6	1.8%
Westside Leader	5	1.5%
Cleveland.com	4	1.2%
Usatoday.com	4	1.2%
Washington Post	3	0.9%
Cleveland Plain Dealer	2	0.6%
Foxnews.com	2	0.6%
Cnn.com	2	0.6%
Barberton Herald	2	0.6%
Do not read a paper	77	23.4%
Miscellaneous	11	3.3%
Total	328	(n=328)





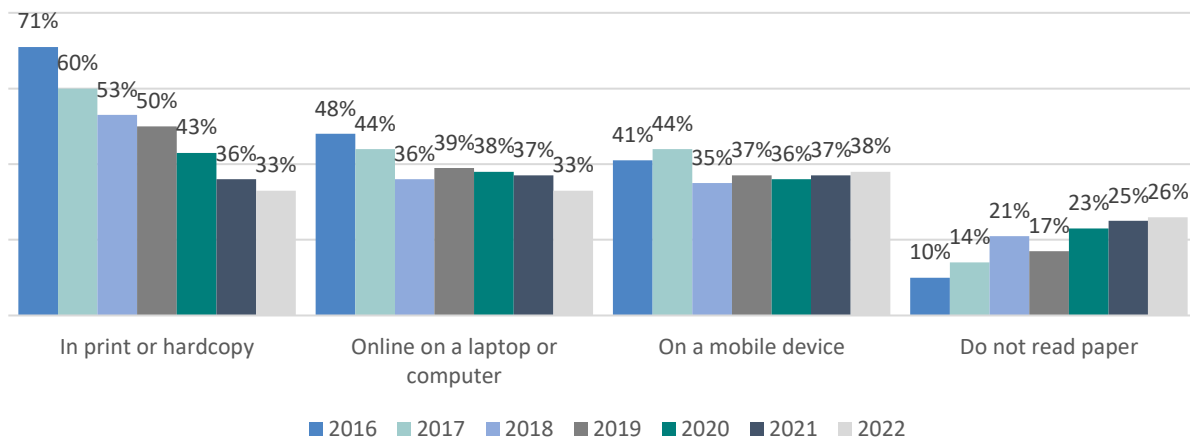
One third of residents, 33%, read the newspaper in print or hardcopy, which continues the annual downward trend. Seven years ago, the percentage of residents who read the newspaper in print was 71%. The percentage has decreased each year since to an all-time low of 33% in 2022. Groups more likely to read the newspaper in **print or hardcopy** include residents ages 65 and over, those with an annual income of \$75,000 or more, retirees, college graduates, homeowners, widowed residents, and registered voters.

Likewise, 33% reported reading the newspaper online on a laptop or computer in 2022, a decrease from 37% in 2021 and the lowest percentage to date. Groups more likely to read the newspaper **online** include males, residents ages 45 to 64, those with an annual income over \$50,000, residents who are employed full-time, college graduates, homeowners, white residents, those without children in the home, married residents, and registered voters.

More than one-third of residents, 38%, read the newspaper on a mobile device, a slight increase from 37% in 2021. In 2022, reading the newspaper on a mobile device was the most common method for reading the newspaper. Groups more likely to read the newspaper on a **mobile device** include residents under the age of 45, those with an annual income of \$75,000 or more, residents who are employed full-time, single or divorced residents, and those with some college education.

More than a quarter of residents in 2022, 26%, reported not reading the newspaper in any of the methods already mentioned. Groups of residents more likely to **not read the newspaper** include those ages 18 to 24, residents with an annual income under \$25,000, those who are unemployed, residents with a high school diploma or less education, renters, and those not registered to vote.

How Read Newspaper



How read paper by select demographics					
		In Print	Laptop or Computer	Mobile Device	None of the Above
All residents		33.1%	32.7%	38.8%	26.4%
Demographic	Subgroup				
Gender	Male	33.1%	35.2%*	39.0%	25.8%
	Female	33.7%	30.7%*	38.6%	26.5%
Age	18-24	27.3%*	23.6%*	49.1%*	29.6%*
	25-44	32.1%*	33.3%*	41.2%*	26.0%*
	45-64	32.5%*	35.9%*	32.5%*	26.5%*
	65 and over	43.8%*	34.0%*	35.4%*	23.4%*
Have children	Has children	36.2%	27.7%*	39.4%	26.6%
	No children in home	32.0%	34.6%*	38.7%	26.2%
Income	Under \$25,000	29.4%*	25.2%*	33.6%*	34.7%*
	\$25-\$50,000	36.5%*	27.9%*	37.6%*	25.9%*
	\$50-\$75,000	25.9%*	40.0%*	41.3%*	22.2%*
	\$75,000 or more	44.3%*	45.9%*	46.7%*	16.4%*
Employment Status	Employed full-time	37.5%*	39.6%*	41.4%*	20.0%*
	Employed part-time	35.7%*	31.7%*	33.3%*	26.8%*
	Retired	39.7%*	33.3%*	37.9%*	27.6%*
	Unemployed	19.7%*	19.7%*	37.7%*	39.3%*
	Other	28.3%*	28.3%*	37.0%*	27.7%*
Education Attainment	High School Grad or	31.3%*	21.9%*	33.1%*	35.9%*
	Some college	32.8%*	33.8%*	47.4%*	20.9%*
	College Grad or more	36.0%*	47.2%*	33.7%*	21.1%*
Home ownership	Own	39.6%*	37.6%*	39.6%	21.5%*
	Rent/Other	28.4%*	29.2%*	38.1%	29.9%*
Race	White	33.2%	34.8%	38.4%	24.9%*
	Non-white	32.7%	27.7%*	39.6%	29.7%*
Marital Status	Single	31.2%*	29.9%*	40.5%*	28.7%
	Divorced / Separated	30.9%*	29.4%*	41.2%*	22.1%
	Widowed	44.4%*	31.6%*	36.8%*	31.6%
	Married	35.2%*	40.7%*	34.1%*	25.3%
Voter Registration	Registered	35.4%*	38.6%*	39.5%	22.3%*
	Not registered	26.4%*	14.9%*	36.8%	39.1%*
Question: Do you read the newspaper in any of the following ways?					

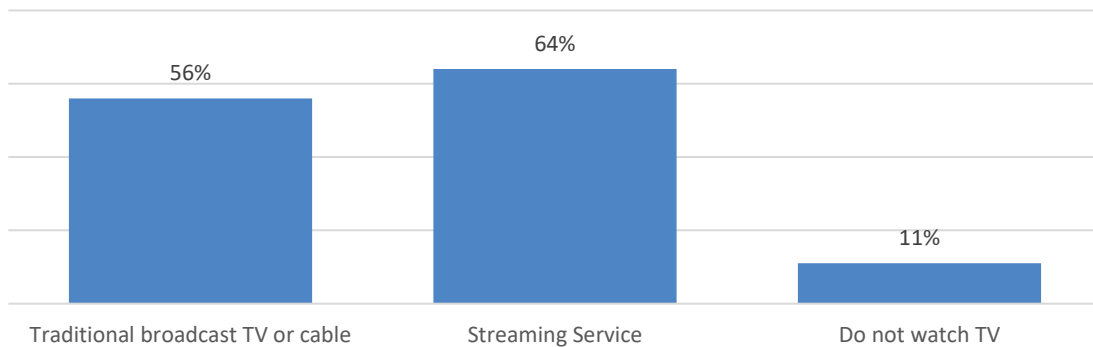




TV Viewership

New for 2022, all residents were asked if they watch television by way of traditional broadcast TV or cable or through a streaming service such as Hulu or Netflix. More than half of residents, 56%, reported watching traditional broadcast TV or cable. Groups more likely to watch **broadcast TV or cable** include residents ages 45 and over (especially those over the age of 65), retirees, homeowners, white residents, widowed residents, and registered voters. Slightly more residents, 64%, stream TV online, through services like Hulu or Netflix. Groups more likely to **stream** TV include residents ages 18 to 44, residents with children in the home, those with an annual income of \$25,000 or more, employed residents, and those who are single or married. About one tenth of residents, 11%, do not watch traditional or on-line/streamed TV. Groups more likely to **not watch** television in either form include residents ages 18 to 44, those who are single, residents without children in the home, residents with an annual income under \$25,000, those who are unemployed, those with a high school diploma or less education, renters, and non-registered voters.

How Watch TV (new for 2022)



How watch TV by select demographics (*Indicates significant relationship)

		Traditional Broadcast	Streaming Service	Do not watch TV
All residents		55.7%	63.6%	10.8%
Demographic	Subgroup			
Gender	Male	57.5%	58.8%	13.8%
	Female	54.8%	68.1%	7.8%
Age	18-24	33.3%*	78.2%*	16.4%*
	25-44	43.9%*	68.7%*	15.9%*
	45-64	68.4%*	58.1%*	6.8%*
	65 and over	81.3%*	46.8%*	0.0%*
Have children	Has children	54.3%	77.7%*	3.2%*
	No children in home	56.3%	58.6%*	13.3%*
Income	Under \$25,000	51.7%	52.9%*	16.8%*
	\$25-\$50,000	56.5%	67.4%*	8.2%*
	\$50-\$75,000	60.0%	72.5%*	5.0%*
	\$75,000 or more	55.7%	66.7%*	11.7%*
Employment Status	Employed full-time	58.3%*	70.1%*	7.6%*
	Employed part-time	46.3%*	73.2%*	9.8%*
	Retired	70.7%*	50.0%*	5.2%*
	Unemployed	47.5%*	52.5%*	21.3%*
	Other	47.8%*	67.4%*	14.9%*
Education Attainment	High School Grad or less	52.8%	59.4%	13.4%
	Some college/Associate's	57.5%	65.4%	8.2%
	College Grad or more	57.3%	66.7%	11.2%
Home ownership	Own	67.3%*	66.4%	4.0%*
	Rent/Other	47.0%*	61.7%	15.8%*
Race	White	59.2%*	63.9%	8.0%*
	Non-white	46.5%*	63.4%	17.0%*
Marital Status	Single	48.9%*	67.6%*	13.9%*
	Divorced / Separated	57.4%*	50.0%*	14.7%*
	Widowed	84.2%*	55.6%*	5.3%*
	Married	61.5%*	67.8%*	3.3%*
Voter Registration	Registered	59.3%*	65.2%	6.8%*
	Not registered	44.8%*	58.6%	22.1%*

Question: Do you watch television in any of the following ways?





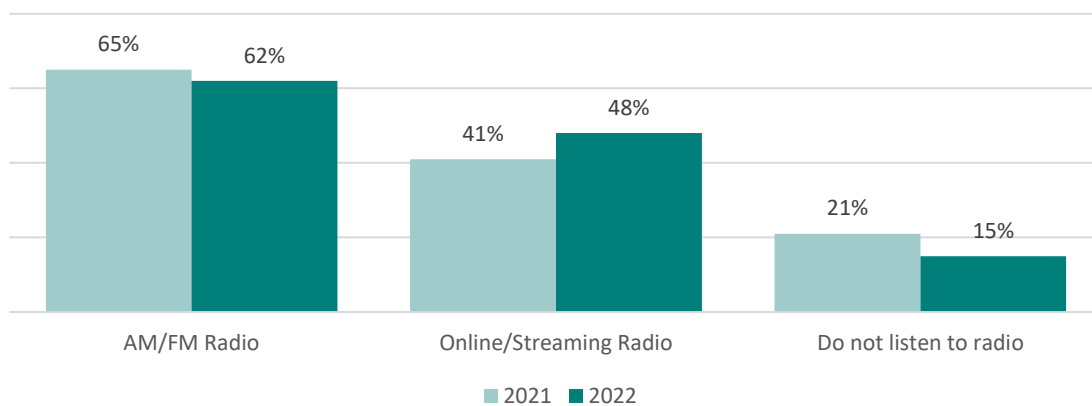
Radio Listenership

Nearly two-thirds of residents, 62%, reported listening to traditional AM/FM radio, slightly less than last year (65%). Groups more likely to listen to **AM/FM** radio include females, residents ages 45 and over (especially ages 45 to 64), those with an annual income of \$25,000 to \$75,000, college graduates, homeowners, white residents, those who are married or widowed, and registered voters.

Nearly half of residents, 48%, stream the radio or listen online, an increase from 41% in 2021. Groups more likely to **stream** radio include residents ages 18 to 44, those with an annual income of \$50,000 or more, residents with children in the home, residents who are employed full-time, those who are single or divorced, residents with some college or more education, and registered voters.

Nearly one-sixth of residents, 15%, do not listen to traditional or on-line/streamed radio, a decrease from 21% in 2021. Groups more likely to **not listen** to the radio in either form include males, residents ages 18 to 24, those without children in the home, residents with an annual income under \$25,000, those who are unemployed, single residents, non-white residents, and those who are not registered to vote.

How Listen to Radio



The two most common radio stations that residents listen to were WENZ 107.9 (12%,) internet radio (10%) and a streaming service (10%.) Other radio stations listened to by 5% or more of residents include, in order of importance, WZAK 93.1 (7%), WQMX 94.9 (7%), WONE 97.5 (6%), and WNIR 100.1 talk of Akron (5%). Other radio stations were less popular, receiving less than 5% of listenership.

Radio Station Listened to Most Often, 2022		
	N	%
WENZ 107.9	29	11.5%
Internet radio	24	9.5%
Streaming service	24	9.5%
WZAK 93.1	18	7.1%
WQMX 94.9	17	6.7%
WONE 97.5	14	5.5%
WNIR 100.1 talk of Akron	13	5.1%
WKDD 98.1	11	4.3%
WKSU 89.7 npr	10	3.9%
WMMS 100.7	9	3.5%
WAKS FM 96.5 kiss fm	9	3.5%
WAPS 91.3 the summit	8	3.1%
WZIP 88.1	7	2.7%
WQAL 104.1 Q104	6	2.3%
WNCX 98.5	6	2.3%
WGAR 99.5	6	2.3%
Satellite Radio/Sirius XM	5	1.9%
WMJI 105.7 majic 105.7	4	1.5%
WHFM 95.5 the fish	4	1.5%
WKNR 850	4	1.5%
WHLK 106.5 the lake	4	1.5%
WCPN 90.3 npr	3	1.1%
WDOK 102.1 star 102	3	1.1%
WCRF 103.3 moody radio	3	1.1%
WRQK 106.9	3	1.1%
WNWV 107.3 the wave	2	0.7%
WAKR 1590	2	0.7%
WTAM 1100	2	0.7%
MISCELLANEOUS	8	3.1%
Total	258	(n=258)

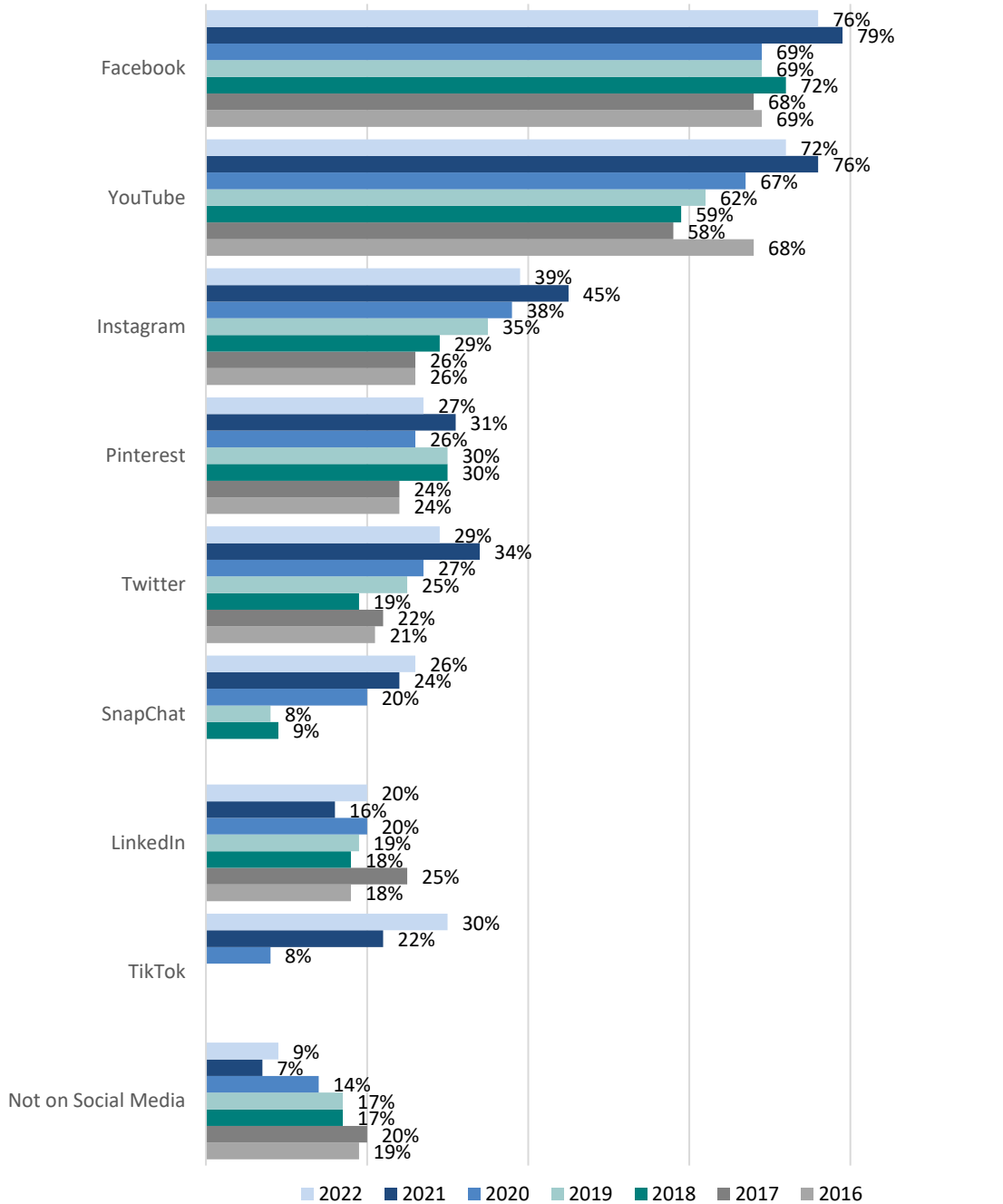
How listen to radio by select demographics				
		AM/FM Radio	On-Line Streaming	Neither
All residents		62.0%	48.3%	15.4%
Demographic	Subgroup			
Gender	Male	58.2%*	47.8%	18.2%*
	Female	67.5%*	48.2%	12.0%*
Age	18-24	48.1%*	48.1%*	27.3%*
	25-44	53.8%*	59.5%*	14.4%*
	45-64	75.2%*	41.0%*	12.8%*
	65 and over	68.8%*	35.4%*	10.6%*
Have children	Has children	69.1%*	61.7%*	7.4%*
	No children in home	59.4%*	43.6%*	18.3%*
Income	Under \$25,000	54.2%*	44.5%*	20.3%*
	\$25-\$50,000	65.9%*	41.9%*	16.5%*
	\$50-\$75,000	72.5%*	53.8%*	6.3%*
	\$75,000 or more	59.0%*	60.7%*	15.0%*
Employment Status	Employed full-time	67.4%	56.3%*	9.0%*
	Employed part-time	63.4%	46.3%*	17.1%*
	Retired	60.3%	37.9%*	17.2%*
	Unemployed	47.5%	37.7%*	27.4%*
	Other	63.0%	51.1%*	17.0%*
Education Attainment	High School Grad or	59.8%*	38.3%*	18.8%
	Some	60.4%*	55.6%*	12.0%
	College Grad or more	67.4%*	51.7%*	14.6%
Home ownership	Own	67.8%*	44.3%*	12.1%
	Rent/Other	57.9%*	51.0%*	17.8%
Race	White	66.3%*	50.0%*	12.0%*
	Non-white	51.5%*	44.6%*	23.8%*
Marital Status	Single	53.4%*	52.0%*	20.2%*
	Divorced / Separated	58.8%*	50.0%*	13.2%*
	Widowed	72.2%*	33.3%*	10.5%*
	Married	79.1%*	42.9%*	9.9%*
Voter Registration	Registered	67.3%*	51.1%*	11.4%*
	Not registered	46.0%*	39.1%*	27.6%*
Question: Do you listen to the radio in any of the following ways?				




Social Media Usage

All residents were asked if they used eight different social media platforms. Nearly one-tenth of residents in 2022, 9%, indicated that they had not visited any of the social media sites, a slight increase from 7% in 2021. TikTok was added to the list of social media platforms for the first time in 2020 and has continued to increase from 8% in 2020 to 30% in 2022. A detailed demographic breakdown of the users of each social media platform is outlined below.

Social Media Used



- 
- **FACEBOOK** – Facebook continues to be the most popular social media platform with 76% of residents stating that they use Facebook. Groups more likely to use Facebook include residents ages 18 to 64, those who are employed, those with children in the home, and registered voters.
 - **YOUTUBE** – Nearly three-quarters, 72%, of residents reported using YouTube. Groups more likely to use YouTube include males, residents ages 18 to 44, those who are single or divorced, and renters.
 - **INSTAGRAM** – More than one-third of residents, 39%, use Instagram. Groups more likely to use Instagram include residents ages 18 to 24, those who are employed, single residents, and registered voters.
 - **TIKTOK** – Nearly one-third of residents, 30%, reported using TikTok. Groups of residents more likely to use TikTok include females, residents ages 18 to 44 (especially ages 18 to 24, those who are single, residents who are employed full-time, and those with children in the home.
 - **TWITTER** – Fewer, 29%, use Twitter. Groups more likely to use Twitter include residents ages 18 to 44, those who are single, and registered voters.
 - **PINTEREST** – Even fewer residents, 27%, reported using Pinterest. Groups more likely to use Pinterest include females, residents under the age of 65, residents with children in the home, residents with some college or more education, and registered voters.
 - **SNAPCHAT** – About one-quarter of residents, 26%, use Snap Chat. Groups more likely to use Snap Chat include residents ages 18 to 44 (especially those ages 18 to 24), residents with children in the home, employed residents, those with some college or less education, and those who are single.
 - **LINKEDIN** – One-fifth of residents, 20%, reported using LinkedIn. Groups more likely to use LinkedIn include males, residents ages 25 to 64, residents without children in the home, residents with an annual income over \$75,000, those who are employed full-time, college graduates, and registered voters.
 - **DO NOT USE SOCIAL MEDIA** – Almost one in ten residents, 9%, do not use any of the eight social media platforms mentioned. Groups more likely to not use social media include residents ages 65 and older, those without children in the home, married or widowed residents, those who are retired, and those who are not registered to vote.



Social media used by demographics		Facebook	LinkedIn	Twitter	YouTube
All residents		75.9%	20.3%	29.1%	71.6%
Demographic	Subgroup				
Gender	Male	75.1%	27.6%*	32.6%	78.6%*
	Female	76.5%	12.7%*	24.7%	63.3%*
Age	18-24	79.6%*	13.0%	42.6%*	81.5%*
	25-44	76.5%*	19.7%	32.1%*	74.0%*
	45-64	80.2%*	24.8%	24.8%*	71.8%*
	65 and over	60.4%*	20.8%	16.7%*	53.2%*
Have children	Has children	83.0%*	13.8%*	31.9%	78.7%
	No children in home	73.2%*	22.7%*	28.0%	69.1%
Income	Under \$25,000	73.9%	16.8%*	25.2%	68.9%
	\$25-\$50,000	80.0%	16.5%*	29.4%	77.6%
	\$50-\$75,000	75.0%	18.5%*	27.5%	75.0%
	\$75,000 or more	78.3%	34.4%*	40.0%	65.0%
Employment Status	Employed full-time	80.6%*	29.2%*	33.3%	76.6%
	Employed part-time	82.9%*	24.4%*	33.3%	75.6%
	Retired	65.5%*	13.8%*	17.5%	58.6%
	Unemployed	78.7%*	13.1%*	26.2%	67.7%
	Other	65.2%*	8.5%*	30.4%	71.7%
Education Attainment	High School Grad or less	74.2%	9.4%*	25.8%	70.1%
	Some college/Associate's	73.7%	22.6%*	28.4%	72.4%
	College Grad or more	82.0%	32.6%*	34.8%	72.2%
Home ownership	Own	73.3%	24.2%	30.2%	65.1%*
	Rent/Other	77.6%	17.3%	28.4%	76.2%*
Race	White	77.6%	20.0%	30.8%	71.2%
	Non-white	71.3%	20.8%	25.0%	72.3%
Marital Status	Single	78.6%	20.2%	33.5%	78.6%*
	Divorced / Separated	72.1%	21.7%	25.0%	73.5%*
	Widowed	61.1%	0.0%	16.7%	42.1%*
	Married	76.9%	23.3%	26.4%	63.7%*
Voter Registration Status	Registered	78.8%*	23.6%*	32.7%*	72.6%
	Not registered	66.7%*	10.3%*	18.4%*	69.0%
Question: Do you ever use any of the following social media sites?					



Social media used by demographics						
		Pinterest	Instagram	SnapChat	TikTok	None
All residents		27.2%	38.8%	25.8%	29.8%	8.5%
Demographic	Subgroup					
Gender	Male	19.3%*	37.0%	24.9%	27.1%	9.3%
	Female	35.5%*	39.2%	25.9%	31.9%	7.8%
Age	18-24	32.7%*	66.7%*	49.1%*	50.0%*	5.6%*
	25-44	27.3%*	42.4%*	37.1%*	38.6%*	6.8%*
	45-64	33.3%*	34.2%*	10.3%*	18.8%*	5.1%*
	65 and over	4.3%*	6.4%*	4.3%*	8.5%*	25.0%*
Have children	Has children	35.1%*	45.7%	34.0%*	46.8%*	2.1%*
	No children in home	24.2%*	36.2%	22.7%*	23.7%*	10.9%*
Income	Under \$25,000	24.4%	37.3%	23.5%	29.4%	8.5%
	\$25-\$50,000	27.1%	36.5%	24.7%	30.6%	8.2%
	\$50-\$75,000	30.0%	36.3%	33.3%	32.5%	5.0%
	\$75,000 or more	30.0%	50.0%	24.6%	28.3%	11.5%
Employment Status	Employed full-time	27.8%	41.7%*	31.9%*	38.6%*	4.9%
	Employed part-time	34.1%	41.5%*	26.8%*	23.8%*	4.9%
	Retired	20.7%	19.3%	12.1%*	15.8%*	15.5%
	Unemployed	19.7%	39.3%*	19.7%*	24.6%*	9.8%
	Other	37.0%	51.1%*	28.3%*	31.9%*	13.0%
Education Attainment	High School Grad or less	19.7%*	35.4%	33.1%*	32.8%	9.4%
	Some college/Associate's	30.6%*	37.6%	25.6%*	30.1%	8.2%
	College Grad or more	32.6%*	44.9%	15.6%*	24.7%	7.9%
Home ownership	Own	26.2%	39.6%	26.7%	24.8%	10.1%
	Rent/Other	27.9%	38.3%	25.2%	33.3%	7.4%
Race	White	28.0%	38.2%	27.6%	30.0%	7.6%
	Non-white	25.7%	40.6%	21.8%	29.7%	10.9%
Marital Status	Single	29.5%	45.7%*	34.7%*	38.5%*	5.2%*
	Divorced / Separated	19.1%	36.8%*	19.1%*	25.0%*	10.3%*
	Widowed	16.7%	15.8%*	11.1%*	11.1%*	27.8%*
	Married	29.7%	31.9%*	16.7%*	20.9%*	9.9%*
Voter Registration Status	Registered	30.7%*	41.4%*	26.9%	31.1%	6.4%*
	Not registered	17.2%*	30.2%*	21.8%	26.4%	14.9%*
Question: Do you ever use any of the following social media sites?						

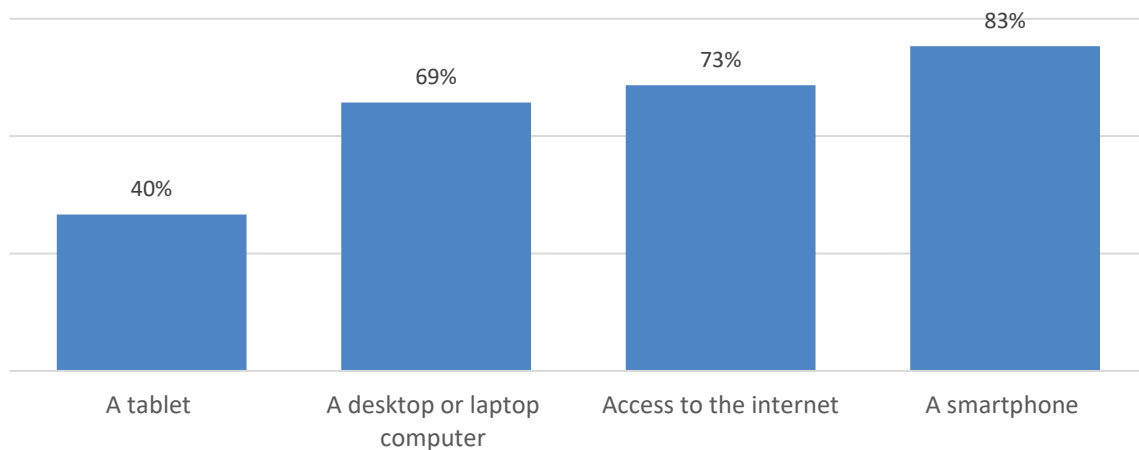




Access to Information

New for 2022, all respondents were asked about their access to technology. A majority of residents, 83%, reported having access to a smartphone. Groups more likely to have a **smartphone** include residents with children in the home, those who are employed, residents with an annual income over \$25,000, white residents, and registered voters. Nearly three-quarters of residents, 73%, reported having access to the internet. Groups more likely to have access to the **internet** include residents between the ages of 45 and 64, those with an annual income over \$25,000, employed residents, those with some college or more education, homeowners, white residents, and registered voters. Slightly fewer residents, 69%, reported having access to a desktop or laptop computer. Groups more likely to have access to a **desktop or laptop computer** include residents ages 45 and older, those with an annual income over \$50,000, employed residents (especially those employed part-time), those with some college or more education (especially college graduates), married residents, homeowners, white residents, those with children in the home and registered voters. Less than half of residents, 40%, reported having access to a tablet. Groups more likely to have access to a **tablet** include residents with an annual income over \$50,000, those with some college or more education, homeowners, widowed residents, and registered voters.

Has Access to Following. . . (new for 2022)



Access to electronics select demographics (*Indicates significant relationship)					
		A tablet	A desktop or laptop	Access to the internet	A smartphone
All residents		39.8%	68.6%	72.8%	83.2%
Demographic	Subgroup				
Gender	Male	37.9%	67.4%	70.3%	80.8%
	Female	42.8%	69.3%	75.2%	85.5%
Age	18-24	29.1%	70.4%*	74.1%*	87.0%
	25-44	37.9%	59.5%*	62.9%*	83.2%
	45-64	46.2%	76.9%*	83.8%*	84.6%
	65 and over	41.7%	72.3%*	72.9%*	75.0%
Have children	Has children	38.3%	61.7%*	74.5%	92.6%*
	No children in home	40.5%	71.1%*	72.3%	79.8%*
Income	Under \$25,000	25.4%*	54.2%*	62.2%*	74.6%*
	\$25-\$50,000	40.7%*	70.6%*	77.6%*	86.0%*
	\$50-\$75,000	52.5%*	83.8%*	83.8%*	92.5%*
	\$75,000 or more	49.2%*	73.8%*	73.3%*	85.2%*
Employment Status	Employed full-time	44.8%	75.0%*	77.8%*	88.2%*
	Employed part-time	36.6%	85.4%*	76.2%*	83.3%*
	Retired	48.3%	69.0%*	77.6%*	80.7%*
	Unemployed	26.2%	47.5%*	60.7%*	72.1%*
	Other	34.8%	63.0%*	63.8%*	84.8%*
Education Attainment	High School Grad or less	26.6%*	48.0%*	63.3%*	78.1%
	Some college/Associate's	44.0%*	75.4%*	74.6%*	85.1%
	College Grad or more	52.8%*	87.6%*	83.1%*	87.6%
Home ownership	Own	54.4%*	79.2%*	81.2%*	84.6%
	Rent/Other	29.4%*	60.7%*	66.7%*	82.1%
Race	White	37.6%	72.7%*	75.5%	85.2%*
	Non-white	45.5%	58.4%*	66.3%	78.2%*
Marital Status	Single	34.5%	63.8%*	71.1%	82.2%
	Divorced / Separated	42.6%	67.6%*	76.5%	86.8%
	Widowed	55.6%	77.8%*	68.4%	73.7%
	Married	45.1%	76.9%*	74.7%	83.5%
Voter Registration	Registered	43.7%*	76.4%*	78.0%*	86.0%*
	Not registered	27.6%*	44.8%*	56.3%*	74.7%*
Question: Do you have access to any of the following?					

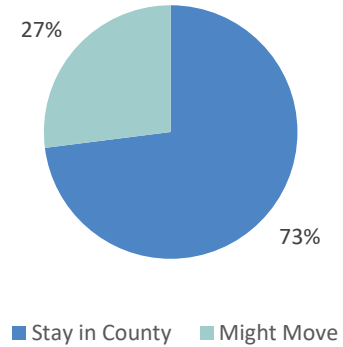




Resident Mobility

More than one quarter of residents, 27%, indicated that they may move from Summit County in the next two years. The majority of residents, 73%, plan to stay in the county. Groups of respondents more likely to **move from the county** include residents ages 18 to 44, those with an annual income of under \$25,000, residents who are unemployed, those with some college or less education, non-white residents, renters, and those who are not registered to vote. Group of respondents more likely to **stay in the county** include residents ages 65 and older, those with an annual income of \$25,000 or more, residents who are employed full-time or retired, college graduates, white residents, homeowners, married residents, and registered voters.

Plan to Stay in Summit County Next Two Years



The 27% of residents who indicated that they may move outside of Summit County in the next two years were asked their main reason for moving. This was an open-ended question in which the respondent could give one response. The most common reasons for moving outside of Summit County were to be in a safer area and for a change of scenery. Other reasons for moving included, in order of importance, to be closer to family, a new opportunity, do not like this area, to move to a warmer climate, and a lower cost of living. Other reasons for moving from the county are outlined on the table below.

Why Plan to Leave	#	%
Safer area	14	17.0%
Change of scenery	14	17.0%
Closer to family	9	10.9%
New opportunity	9	10.9%
Do not like this area	9	10.9%
Warmer climate	8	9.7%
Lower cost of living	6	7.3%
Job	4	4.8%
Better area	4	4.8%
Prefer rural	3	3.6%
Need a different house	3	3.6%
Total	N=82	100.0%



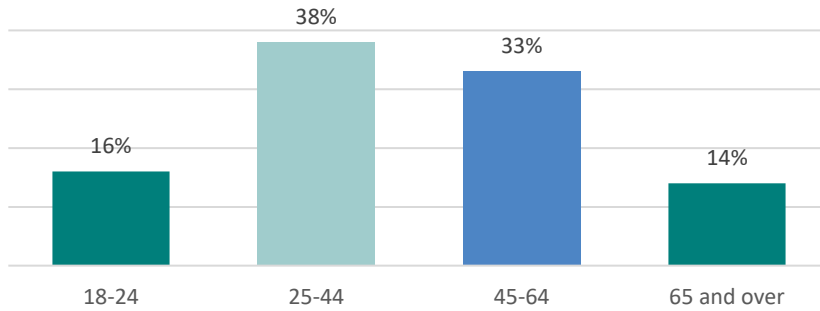
Move or stay in the county by select demographics			
		Stay in County	Move Outside Summit
All residents		73.3%	26.7%
Demographic	Subgroup		
Gender	Male	72.9%	27.1%
	Female	73.5%	26.5%
Age	18-24	66.7%	33.3%
	25-44	70.5%	29.5%
	45-64	73.5%	26.5%
	65 and over	87.2%	12.8%
Have children	Has children	77.7%	22.3%
	No children in home	71.8%	28.2%
Income*	Under \$25,000	61.9%	38.1%
	\$25-\$50,000	78.8%	21.2%
	\$50-\$75,000	76.3%	23.8%
	\$75,000 or more	81.7%	18.3%
Employment Status*	Employed full-time	78.5%	21.5%
	Employed part-time	73.2%	26.8%
	Retired	82.1%	17.9%
	Unemployed	58.1%	41.9%
	Other	67.4%	32.6%
Education Attainment*	High School Grad or less	72.2%	27.8%
	Some college/Associate's	66.9%	33.1%
	College Grad or more	84.3%	15.7%
Home ownership*	Own	86.5%	13.5%
	Rent/Other	63.4%	36.6%
Race*	White	78.3%	21.7%
	Non-white	61.0%	39.0%
Marital Status*	Single	69.5%	30.5%
	Divorced / Separated	65.2%	34.8%
	Widowed	72.2%	27.8%
	Married	86.5%	13.5%
Voter Registration*	Registered	76.4%	23.6%
	Not registered	64.4%	35.6%
Question: Do you plan to stay in Summit County for the next two years, or do you think we might move by then?			





Respondent Demographics – City of Akron

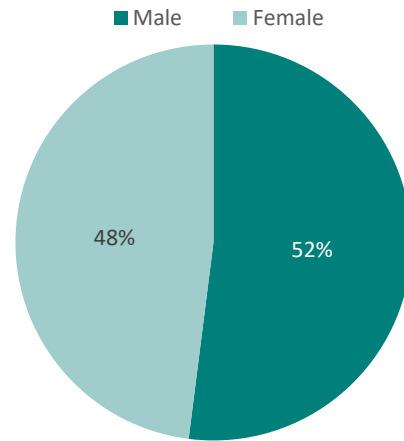
Age of Respondent



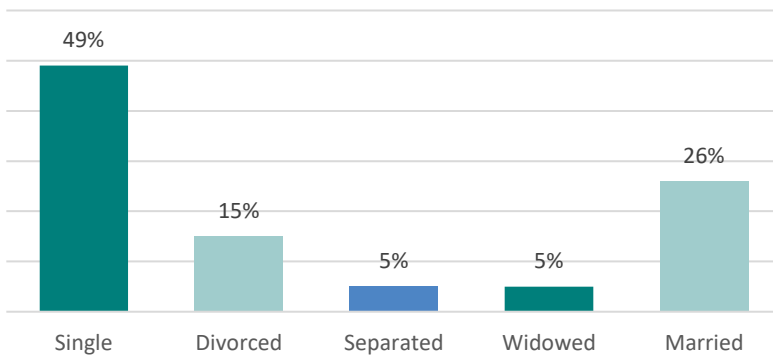
Age	#	%
18 to 24	54	15.5%
25 to 44	132	37.6%
45 to 64	117	33.4%
65 and over	48	13.6%
Total	351	100.0%

Respondent Gender

Gender	#	%
Male	182	52.2%
Female	166	47.8%
Total	N=348	100.0%



Current Marital Status



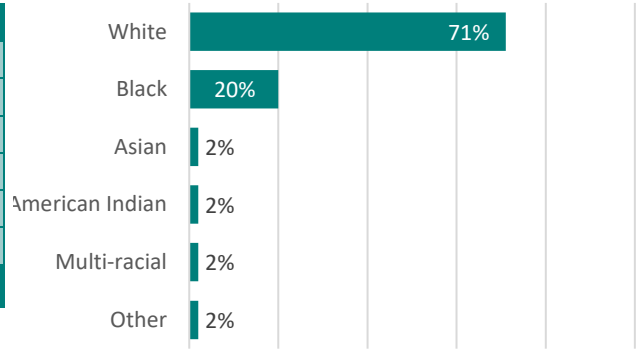
Marital Status	#	%
Single	173	49.4%
Divorced	52	14.8%
Separated	16	4.6%
Widowed	18	5.3%
Married	91	25.9%
Total	N=351	100.0%





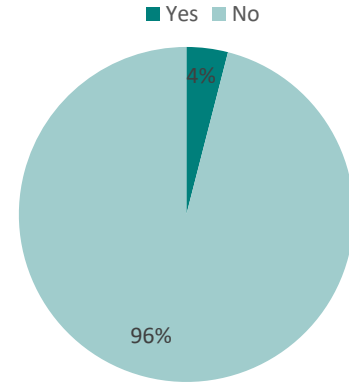
Race of Respondent

Race	#	%
White	250	71.3%
Black	71	20.1%
Asian	8	2.3%
American Indian or Alaska Native	6	1.6%
Multi-racial	8	2.2%
Other	8	2.2%
Total	N=351	100.0%

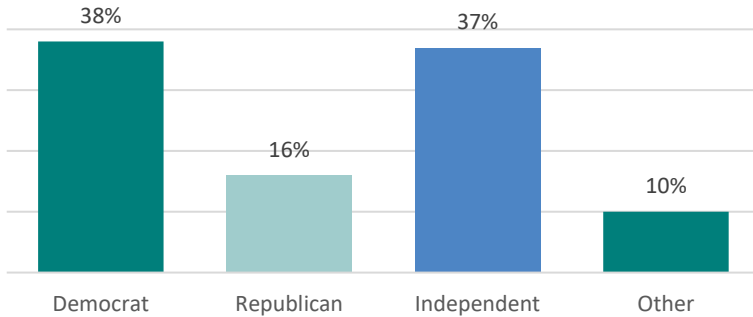


Hispanic Origin

Hispanic Origin	#	%
Yes	15	4.3%
No	335	95.7%
Total	N=351	100.0%

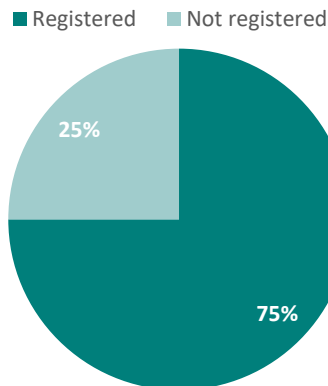


Political Party



Party	#	%
Democrat	133	38.0%
Republican	55	15.7%
Independent	128	36.6%
Other	34	9.7%
Total	N=351	100.0%

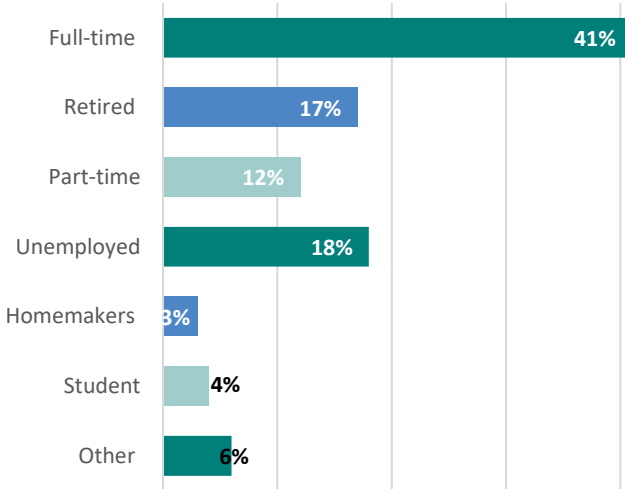
Registered Voters



Registered	#	%
Registered	264	75.2%
Not registered	87	24.8%
Total	N=351	100.0%



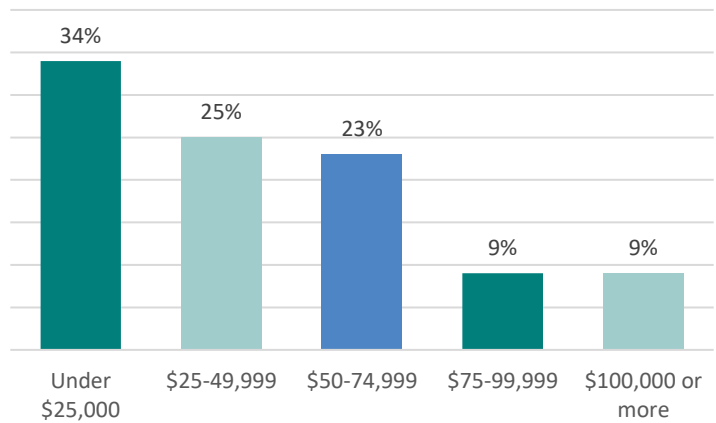
Employment Status



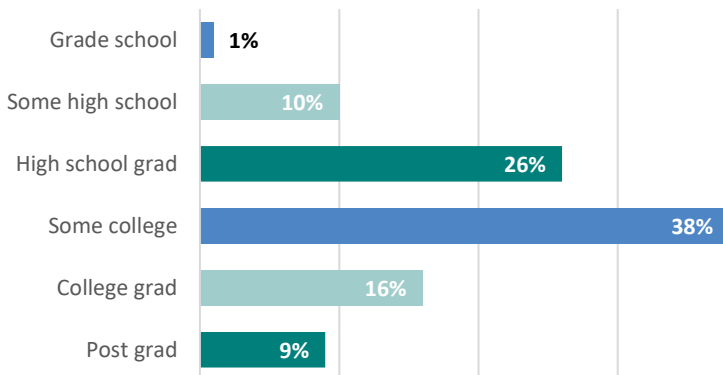
Employment	#	%
Full-time	144	41.1%
Retired	58	16.5%
Part-time	41	11.8%
Unemployed	61	17.5%
Homemaker	12	3.4%
Student	13	3.8%
Other	21	6.0%
Total	N=351	100.0%

Income of Respondent

Income	#	%
Under \$25,000	118	34.4%
\$25-49,999	85	24.8%
\$50-74,999	80	23.3%
\$75-99,999	21	8.9%
\$100,000 or more	30	8.7%
Total	N=344	100.0%



Educational Attainment



Education	#	%
Grade school	4	1.2%
Some high school	33	9.5%
High school grad	90	25.7%
Some college	134	38.1%
College grad	56	16.1%
Post grad	33	9.3%
Total	N=351	100.0%

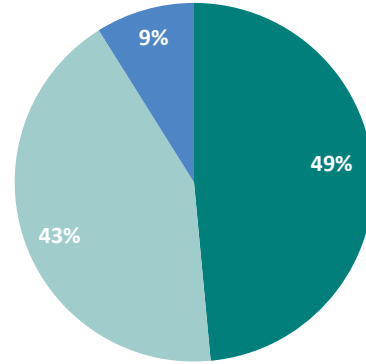




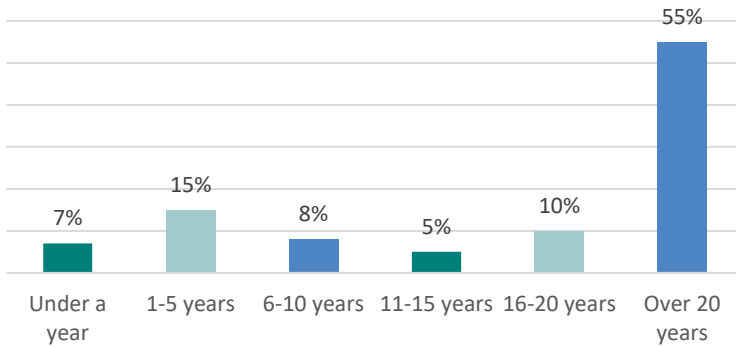
Own or Rent

■ Rent ■ Own ■ Other

Own or Rent	#	%
Rent	172	49.0%
Own	149	42.5%
Other arrangement	30	8.5%
Total	N=351	100.0%



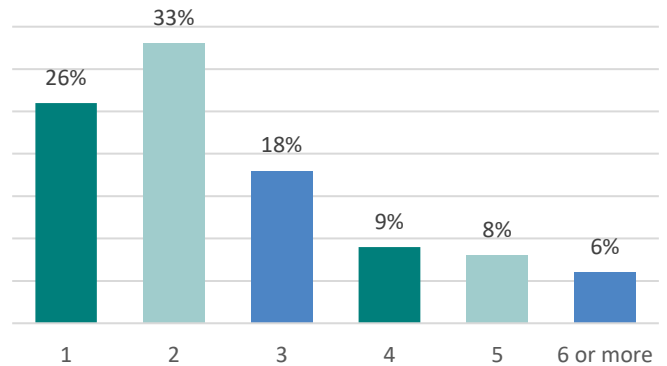
Length of Time in County



How long lived in county	#	%
Under a year	26	7.4%
1 to 5 years	51	14.6%
6 to 10 years	27	7.8%
11 to 15 years	18	5.1%
16 to 20 years	34	9.6%
Over 20 years	194	55.4%
Total	N=351	100.0%

Household Size

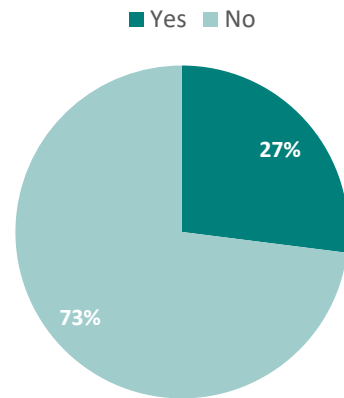
Household Size	#	%
1	92	26.2%
2	117	33.3%
3	62	17.6%
4	30	8.5%
5	28	7.9%
6 or more	22	6.2%
Total	N=351	100.0%



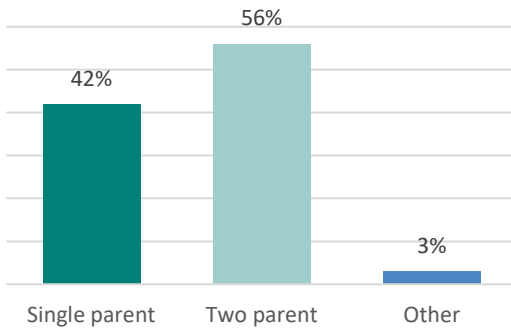


Children in Household

Kids	#	%
Yes	94	26.8%
No	257	73.2%
Total	N=351	100.0%



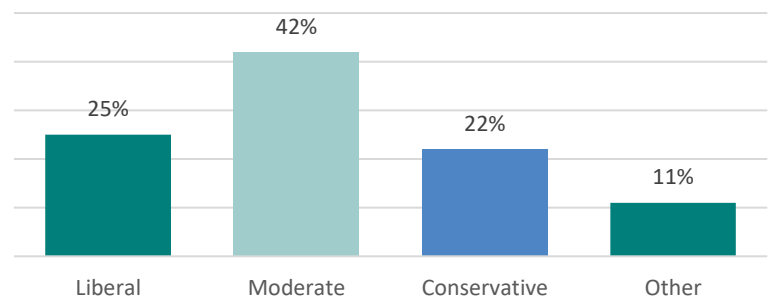
Household Type *(of those with children)*



Household Type	#	%
Single parent family	39	41.7%
Two parent family	52	55.5%
Other	3	2.8%
Total	N=94	100.0%

Ideology

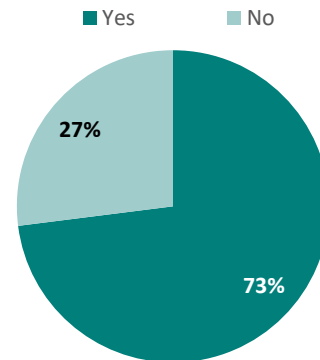
Ideology	#	%
Liberal	88	25.2%
Moderate	147	42.1%
Conservative	76	21.7%
Other	38	11.0%
Total	N=349	100.0%






Plan to Stay in Summit County Next Two Years

Plan to Stay	#	%
Stay in county	256	73.3%
Might move	93	26.7%
Total	N=349	100.0%



Why Plan to Leave	#	%
Safer area	14	17.0%
Change of scenery	14	17.0%
Closer to family	9	10.9%
New opportunity	9	10.9%
Do not like this area	9	10.9%
Warmer climate	8	9.7%
Lower cost of living	6	7.3%
Job	4	4.8%
Better area	4	4.8%
Prefer rural	3	3.6%
Need a different house	3	3.6%
Total	N=82	100.0%





City/Township	N	%
Akron city	88	25.2%
West Akron	53	15.0%
North Akron	35	10.1%
East Akron	35	10.0%
Kenmore	31	8.9%
Ellet	38	10.8%
Firestone Park	19	5.5%
Goodyear Heights	20	5.8%
Northwest Akron	15	4.2%
South Akron	16	4.5%
Total	351	100.0%

Zip Code	N	%
44314	41	11.7%
44305	39	11.1%
44310	32	9.1%
44312	32	9.1%
44306	31	8.8%
44301	29	8.2%
44313	29	8.2%
44320	29	8.2%
44311	12	3.4%
44307	12	3.4%
44303	11	3.1%
44308	8	2.2%
44304	7	2.0%
44319	7	2.0%
44333	7	2.0%
44321	6	1.7%
44302	4	1.1%
44203	3	0.8%
44221	3	0.8%
44223	3	0.8%
44067	1	0.2%
44087	1	0.2%
44236	1	0.2%
44278	1	0.2%
44503	1	0.2%
Total	350	100.0%





THE COLLABORATIVE POLL PROGRAM

The Collaborative Poll program is a research service offered to organizations and agencies with an interest in knowing what county residents think, know, and want.

Each Poll is an annual survey that includes questions posed by multiple organizations in which each participant pays for only those questions necessary to meet their information and research needs. It is an affordable and easy method of collecting information on opinions & attitudes of county residents.

WHY PARTICIPATE?

- ✓ Instead of having to fund an entire survey on your own, the cost is shared among participating agencies, making participation **cost effective**.
- ✓ We make the process **easy** for you. We work with you to design the survey questions. We personally deliver each report and are available to make presentations of the data when requested. We even answer questions or respond to data requests 3 or 6 months down the road.
- ✓ The large sample size ensures that results are valid and reliable. The final sample is representative of the adult population in the county.
- ✓ The Poll is conducted annually, allowing you to track information over time.
- ✓ The Poll is an excellent way to get the information you need for annual reports, planning, program evaluations, Community Needs Assessments and Community Health Needs Assessments, and testing new concepts and programs.

PARTICIPATION INCLUDES:

- ✓ Custom questions **designed** to meet your needs.
- ✓ Detailed report with **analysis** of questions and cross-tabulations by demographic characteristics and presentations of the results as requested.
- ✓ Comprehensive set of **demographic** and **quality of life questions** included in the survey at no additional cost.

PAST PARTICIPANTS INCLUDE

County Boards, Health Departments, Community Foundations, Colleges and Universities, Hospitals, Local government, Law enforcement agencies, Non-profit and Social Service agencies, Cultural and Civic Organizations, Health insurance companies

WHAT QUESTIONS CAN THE POLL ANSWER FOR YOU?

- ✓ *Are county residents aware of my organization and our programs/services?*
- ✓ *How is my organization perceived in the community?*
- ✓ *Would residents support an initiative or levy? What would make residents more likely to support it?*
- ✓ *Have residents seen our marketing and PR materials? Did they connect them with our agency and what we do?*
- ✓ *What are the needs of the community? Are there services that could be offered to meet these needs?*
- ✓ *Would residents be interested in a new program or service we are considering?*
- ✓ *How do county residents get information on various topics such as current events or information about an organization?*





2022 SUMMIT POLL RESEARCH METHODOLOGY

The 2022 Summit County Collaborative Poll is a large-scale, random sampling survey of households in Summit County. The final sample of the poll consisted of a total of 800 respondents. The general population statistics derived from the sample size provide a precision level of plus or minus 3.5% within a 95% confidence interval. The final sample of Akron residents consisted of a total of 353 respondents. The general population statistics derived from the sample size for Akron provide a precision level of plus or minus 5.2% within a 95% confidence interval.

CMOR collaborated with participating organizations to design survey questions to meet the needs of each organization. Separate reports were written by CMOR for each participating organization. In addition to the survey results for the questions posed by the organization, all reports include a Quality of Life in Summit County section as well as Demographic and Methodology sections.

Data Collection began on March 16 and ended on May 3, 2022. Most calling took place between the evening hours of 5:15 pm and 9:15 pm. Some interviews were conducted during the day and on weekends to accommodate respondent schedules. Surveys were conducted on both landlines and cell phones as well as online. The interviews took an average of 26.9 minutes.

2023 SUMMIT POLL INFORMATION

The 2023 Summit Poll will be conducted in **January 2023** with reports available in **March**. **More information can be found on our website at:**

http://www.cmoresearch.com/collaborative_polls.php.





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THE REPORT, VISIT OUR WEBSITE AT: WWW.CMORESEARCH.COM***

The Center for Marketing & Opinion Research (CMOR) provides public opinion research services to community-based organizations. We ask the right questions to the right people the right way to identify needs, perceptions, and opportunities, which, in turn, allows our clients to strengthen their position in the community by following smart, insightful recommendations that maximize their resources.

Our data collection capabilities include an on-site Computer Assisted Telephone Interviewing (CATI) call center, web and mail survey administration, field and intercept studies, secondary data analysis, program evaluation and focus group administration. Beyond data collection, we are adept at analyzing, reporting, and presenting the results of the data collection when needed.

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