



Akron Decides: Topline Survey Results

Prepared by:



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Table of Contents

	Page
RESEARCH METHODOLOGY	1
SURVEY RESULTS	2
GENERAL ASSESSMENT & ISSUE PRIORITIES	2
SAFETY AND POLICING	4
ECONOMY	5
HOUSING	6
DIVERSITY AND EQUITY	8
COVID-19	8
LOCAL GOVERNMENT	9
MAYORAL ELECTION	10
SUMMARY TABLES	13
DEMOGRAPHICS	20
SURVEY INSTRUMENT	26

Research Methodology

SURVEY METHODOLOGY

The Akron Decides Survey was conducted with 510 residents of Akron, Ohio, yielding a 4.3% margin of error at a 95% confidence level. Data Collection began on January 17 and ended on February 4, 2023. Surveys were conducted online and over the phone including both landline and cell phones. Small weights were applied to the final data to ensure the final sample is representative of the adult population of the city of Akron.

This survey was conducted by the Center for Marketing and Opinion Research (CMOR), with special thanks to the following sponsors: The Akron Press Club, the Ohio Debate Commission, the Ray C. Bliss Institute for Applied Politics at the University of Akron, the Greater Akron Chamber of Commerce, State and Federal Communications, and the United Way of Summit & Medina. CMOR's media partners on this survey are Akron Beacon Journal and Ideastream.





Survey Results

GENERAL ASSESSMENT

Right or Wrong Track

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



ISSUE PRIORITIES

In your opinion, what do you think should be the most important issue for the next mayor of Akron to address (created by combining three open ended questions, Q2-4)?

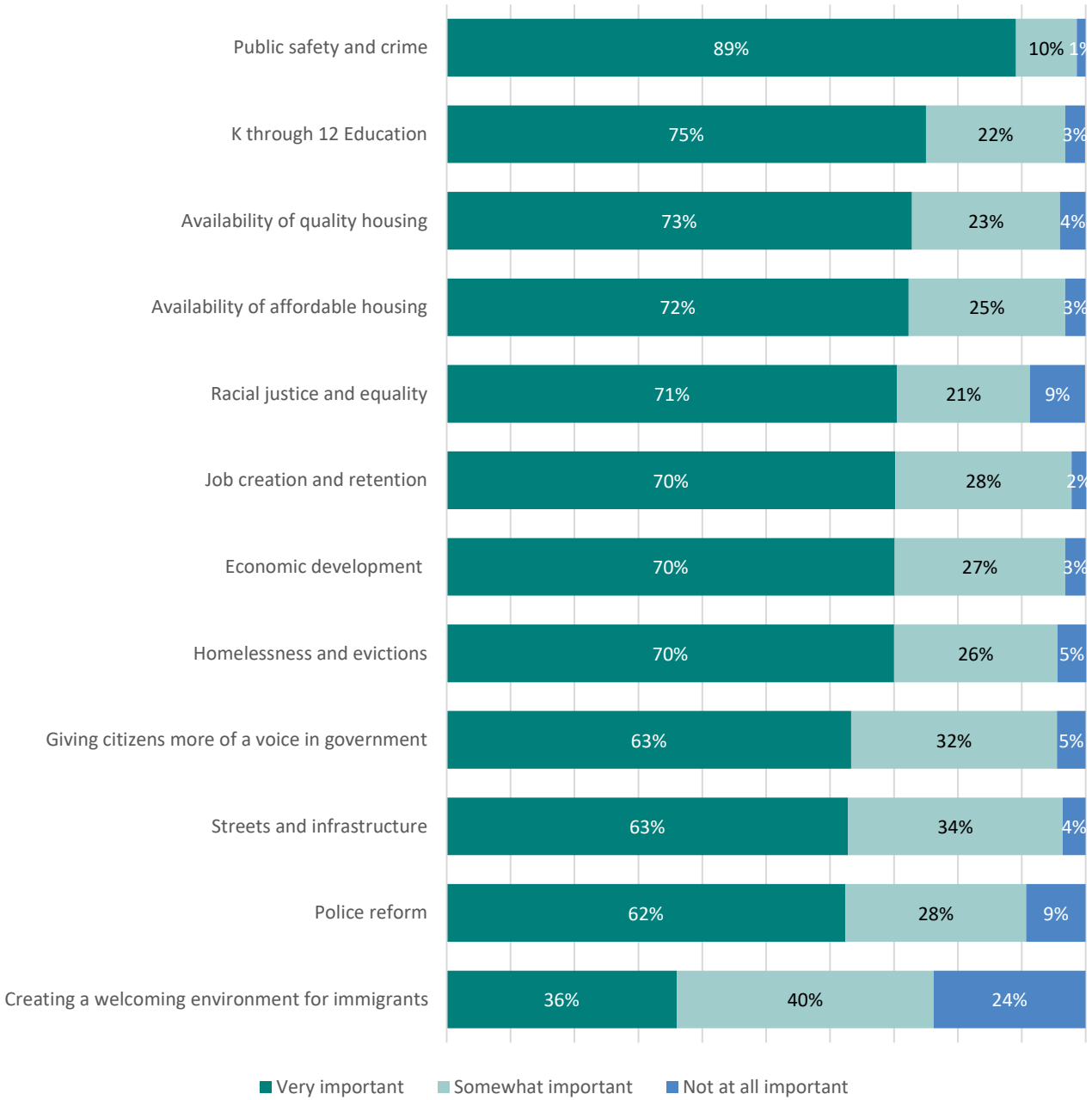
Most Important Issue for Next Mayor		
	N	%
CRIME, SAFETY, LAW ENFORCEMENT	244	49.7%
Guns Violence	100	20.4%
Crime	64	13.1%
Police Brutality	44	8.9%
Safety Law Enforcement	36	7.3%
PUBLIC SERVICES	134	22.0%
Infrastructure Revitalization	70	14.2%
Education Health Drugs	64	7.8%
ECONOMIC ISSUES	67	13.8%
Unemployment Jobs	25	5.2%
Economic Development	19	3.9%
Inflation Cost of Living	13	2.7%
Poverty	10	2.0%
HOUSING, HOMELESS	46	9.5%
RACIAL DIVISIONS	13	2.6%
ALL OTHER ISSUES	12	2.4%
Total	489	(n=489)





Importance of Specific Issue Areas

For each of the following issues, how important do you think it is for the next mayor of Akron to address?

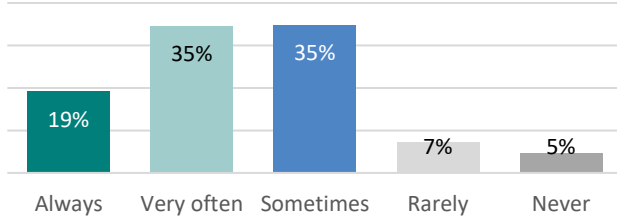




SAFETY AND POLICING

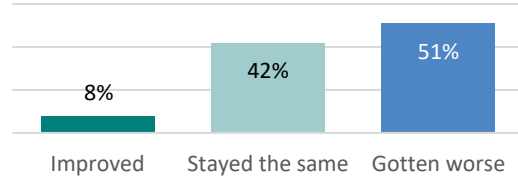
Feeling Safe in Neighborhood

How safe do you feel in your neighborhood?



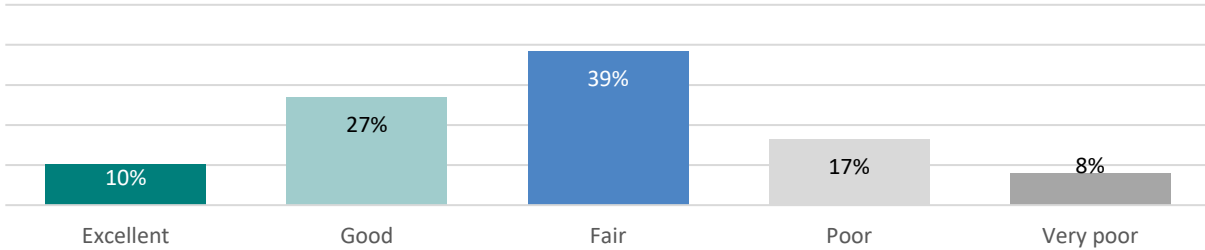
Change in Sense of Safety

Has your sense of safety in Akron improved, stayed the same or gotten worse in the last few years?



Rating of Job Akron Police Department Does Keeping Akron Safe

Overall, how would you rate the job that the Akron police department does in keeping Akron safe?

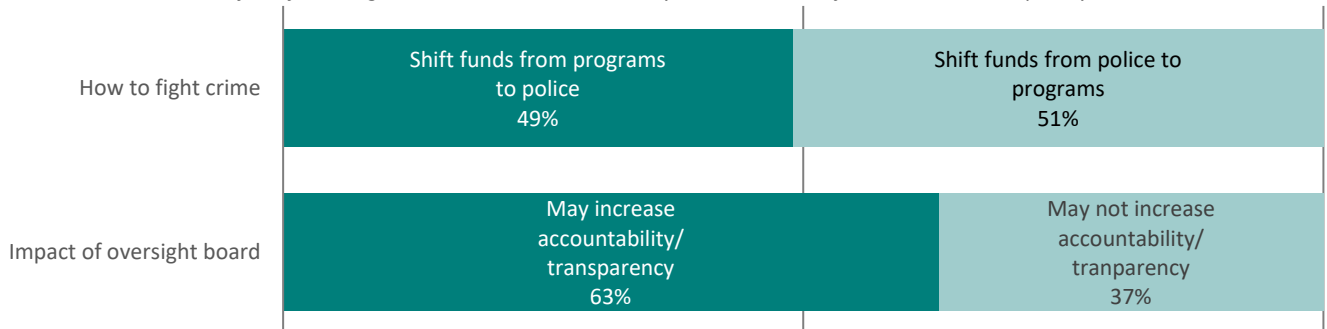


Most Appropriate Resolution to Jayland Walker Killing		
	N	%
Punish Police	132	29.7%
Reform Police	110	24.7%
Hold Police Accountable	89	19.9%
Police are Correct	69	15.4%
Full Fair Investigation	46	10.3%
Total	446	(n=446)

On June 27, 2022, Jayland Walker was killed by Akron police officers after a car chase. In your opinion, what would be the most appropriate resolution of this event?

Statement Choice

Which of the following statements comes closest to your views, even if neither one is completely correct?

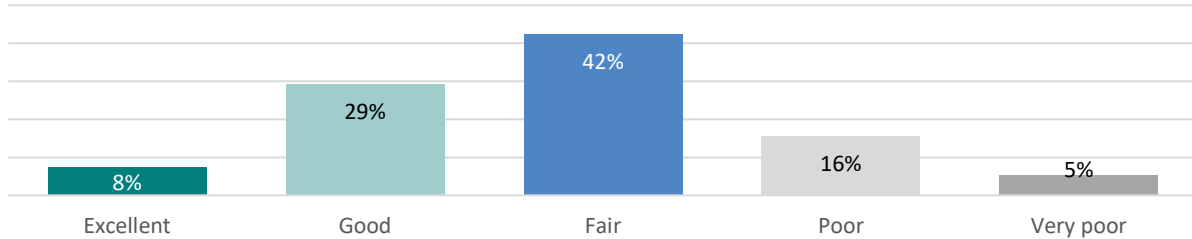




ECONOMY

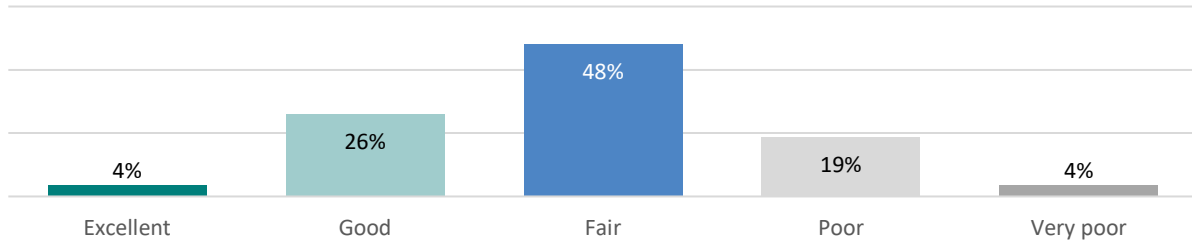
Personal Future Financial Situation in Akron

Overall, how would you rate your personal, future financial situation in the city of Akron?



Rating of Akron's Efforts to Improve Local Economy

Overall, how would you rate the city of Akron's efforts to improve the city's economy?



Statement Choice

Which of the following statements comes closest to your views, even if neither one is completely correct?

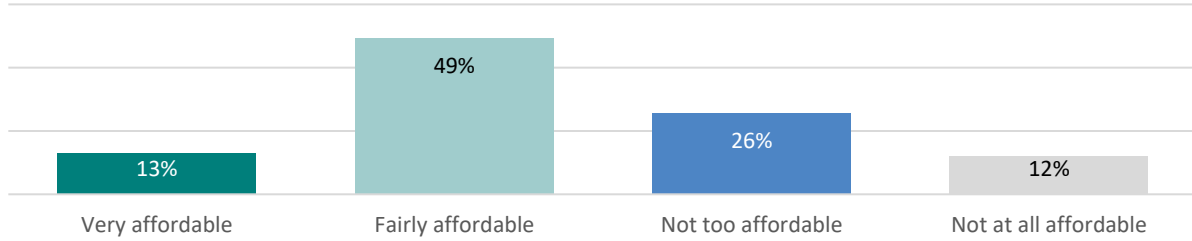




HOUSING

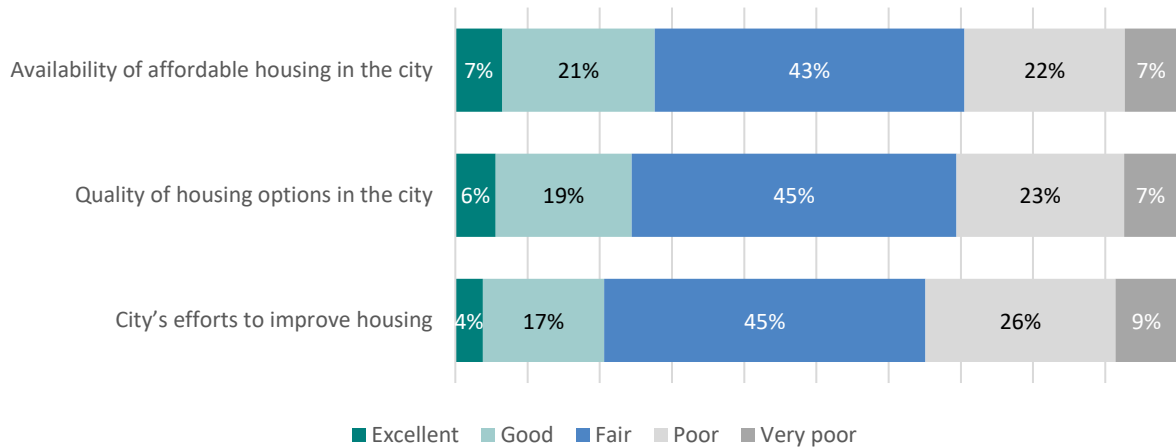
Rating of Affordability of Housing Market in Akron

How would you rate how affordable the real estate market is in Akron for you?



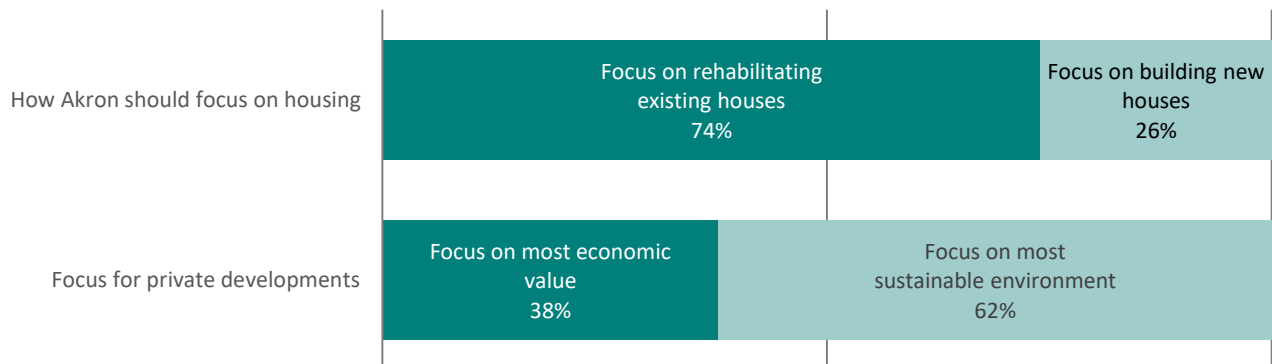
Ratings of City's Efforts

How would you rate the... Would you say excellent, good, fair, poor or very poor?



Statement Choice

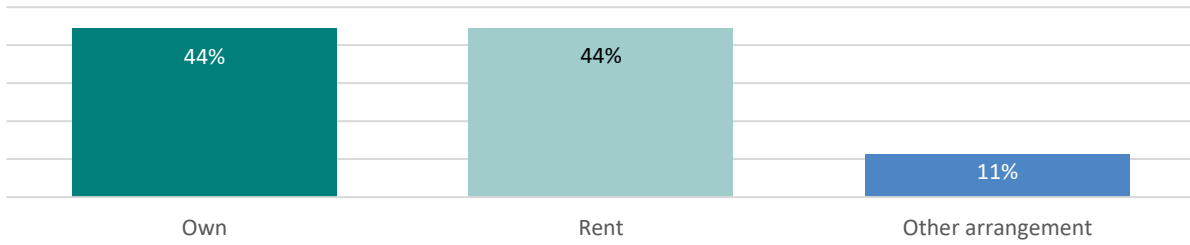
Which of the following statements comes closest to your views, even if neither one is completely correct?





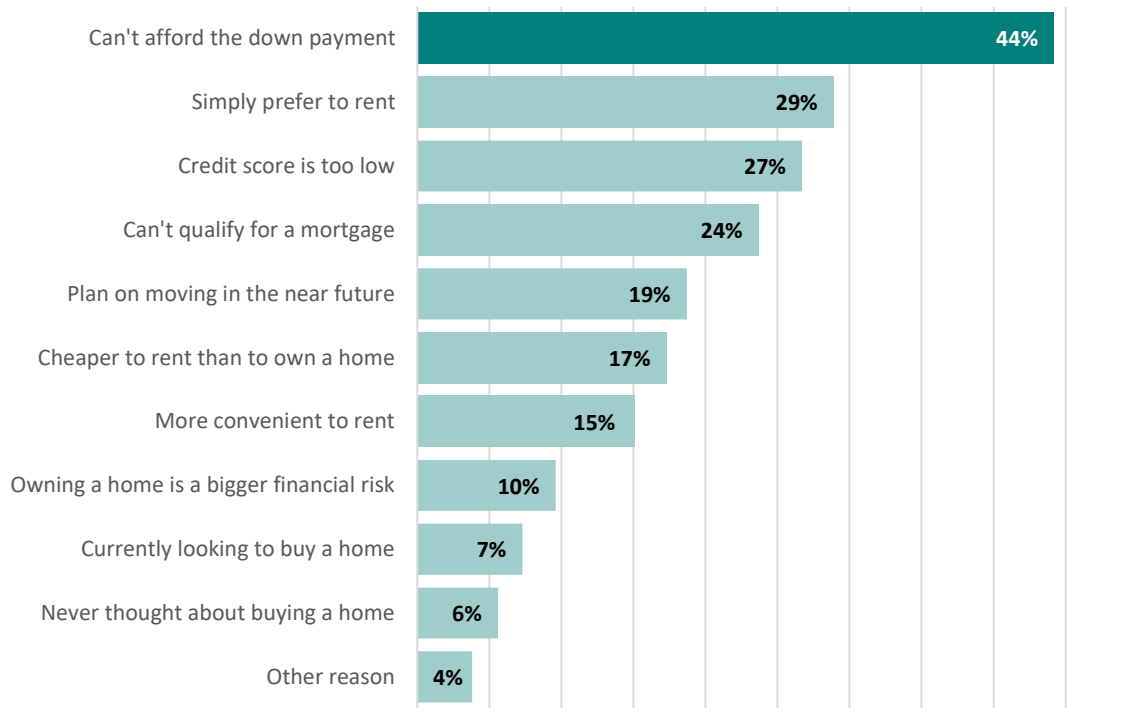
Living Situation

Do you rent or own your current residence?



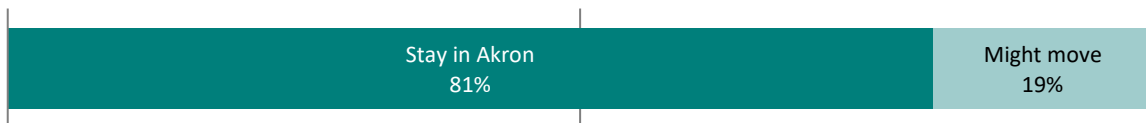
Reasons for Renting rather than Owning

For which of the following reasons do you rent your home rather than own your home?



Plan to Stay in Akron or Move

Do you plan to stay in Akron for the next two years, or do you think you might move by then?

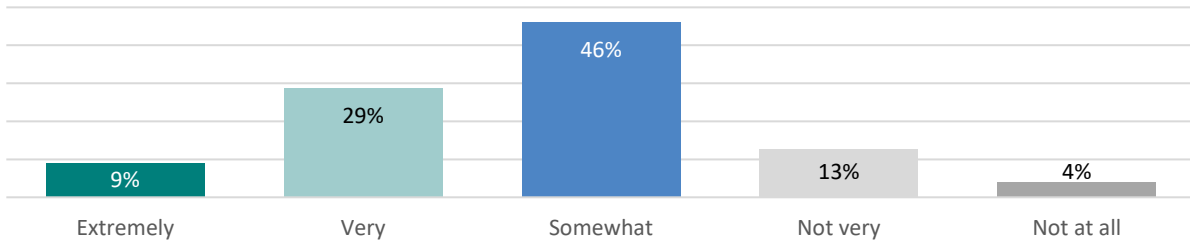




DIVERSITY AND EQUITY

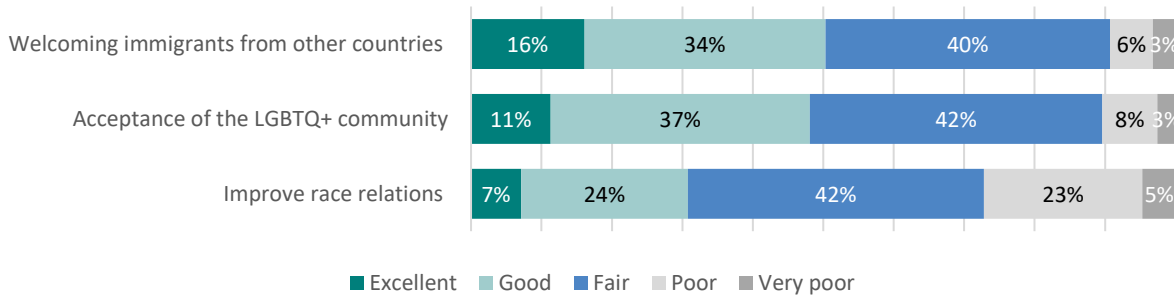
Feeling Welcome in Akron

Overall, how welcoming of a city has Akron been for you?



Ratings of City's Efforts

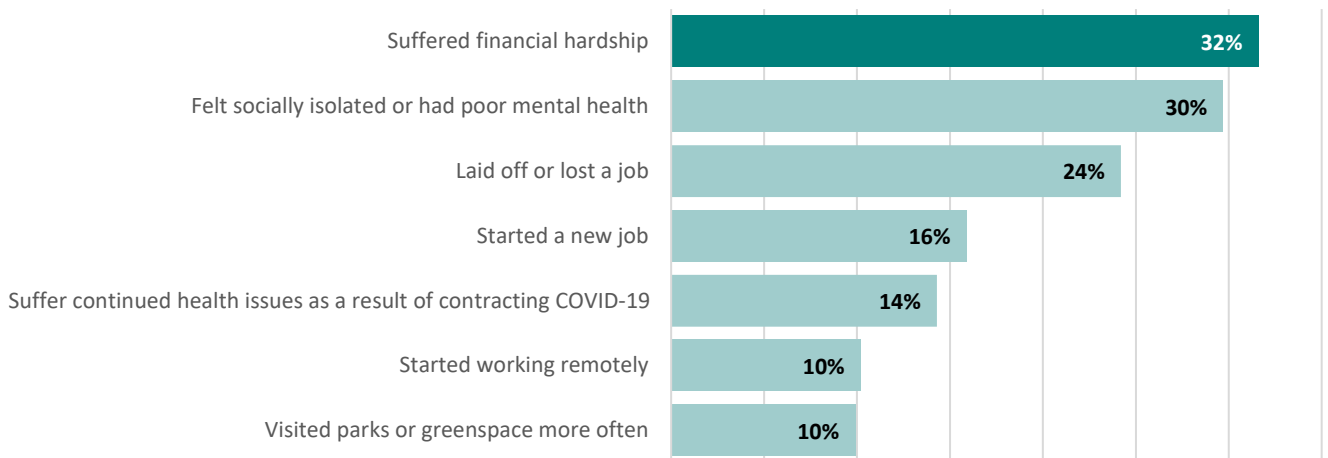
Overall, how would you rate efforts by the city of Akron in each of the following areas?



COVID-19

How Affected by Pandemic

Has the COVID-19 pandemic affected you or anyone in your household in any of the following ways?

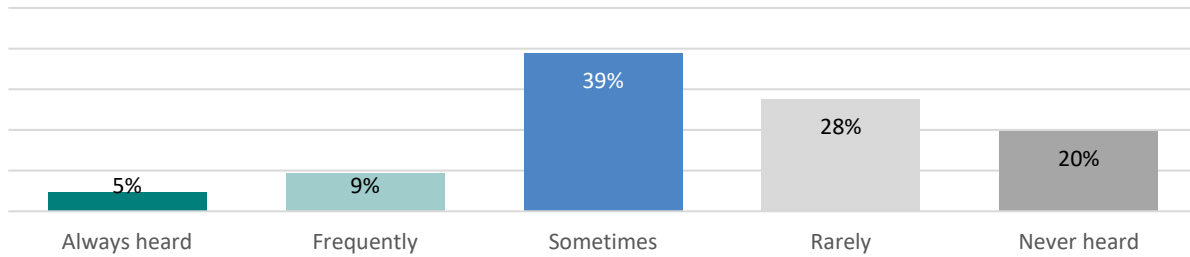




LOCAL GOVERNMENT

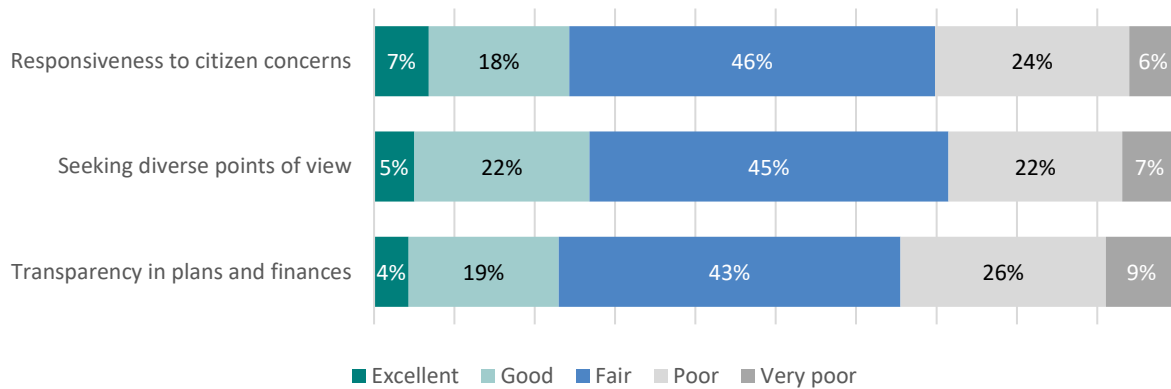
Perceived Voice in City Governance

Overall, how much of a voice do you feel you have in the governance of the city of Akron?
Would you say your voice is always heard, frequently heard, sometimes heard, rarely heard, never heard?



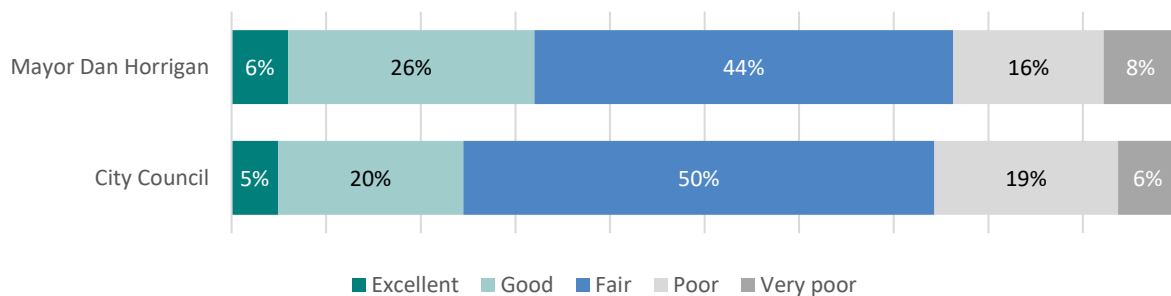
Ratings of City's Efforts

Overall, how would you rate efforts by the city of Akron in each of the following areas?



Ratings of Performance

Overall, how would you rate Would you say excellent, good, fair, poor, or very poor?

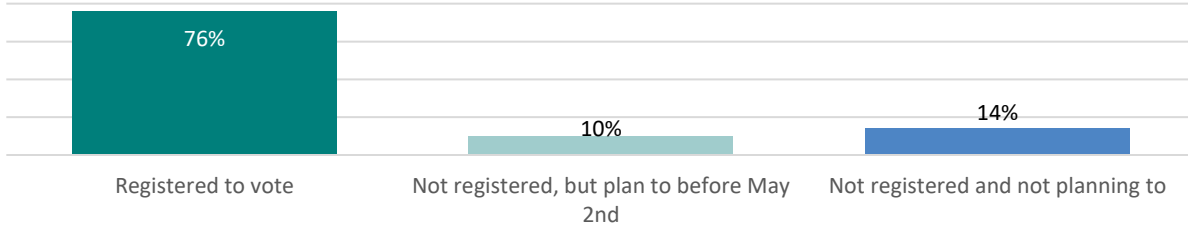




MAYORAL ELECTION & DEBATES

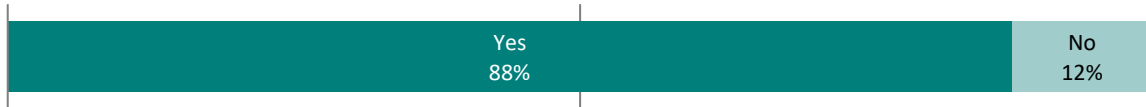
Voter Registration

Right now, are you registered to vote in the city of Akron? Do you plan on registering to vote before the May 2nd, 2023 election?



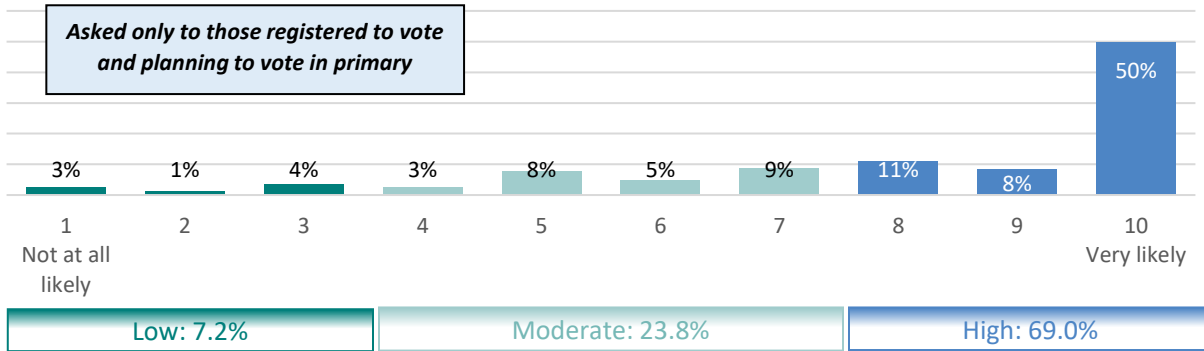
Plan to Vote in Primary

Thinking about the May 2nd, 2023 primary election, do you plan to vote in that election?



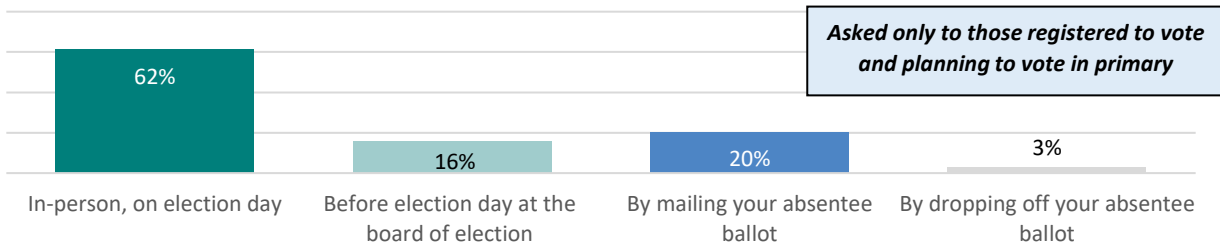
Likelihood of Voting

On a scale where 10 means you are very likely to vote in the primary, and 1 means you are not at all likely to vote in the primary, how would you rate your likelihood of voting in the May primary?



How to Plan to Vote

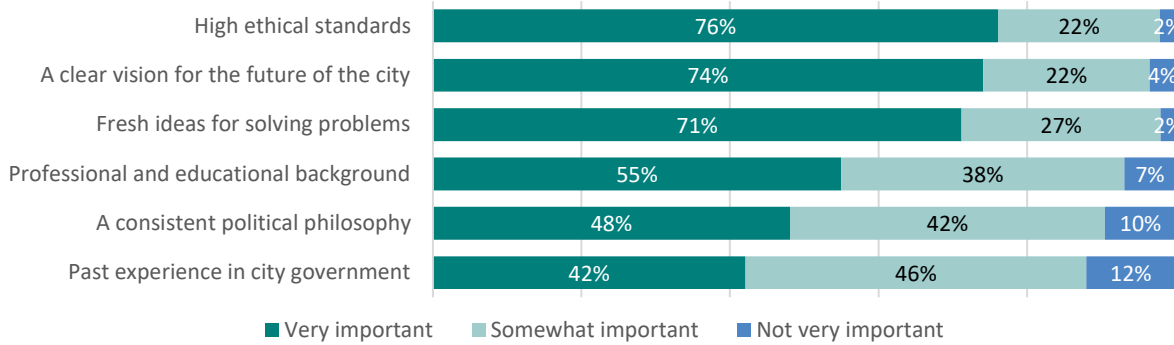
How do you plan to vote in the May primary election?





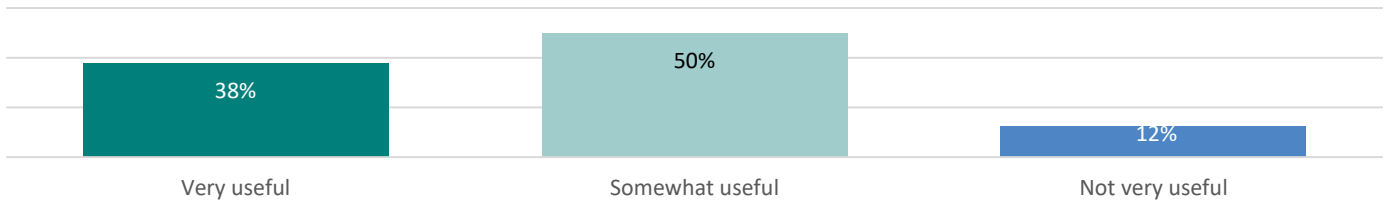
Importance of Traits in Next Mayor

Thinking about the next mayor of Akron, how important are the following traits to you?



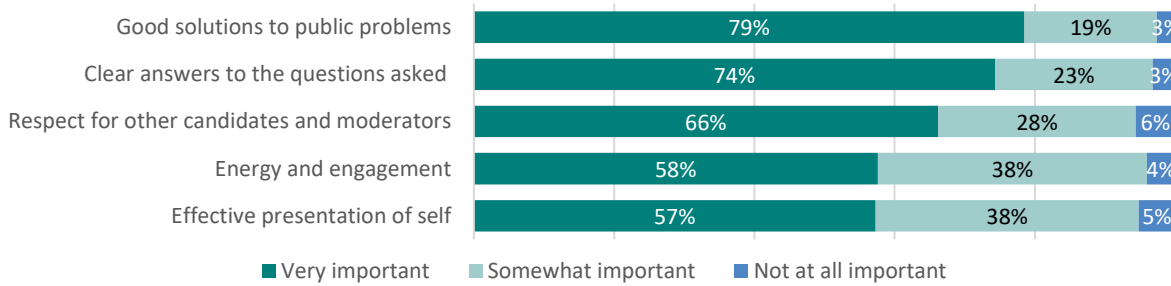
Usefulness of a Debate among Candidates

How useful would a debate among the Akron mayoral candidates be to you in deciding which candidate to vote for?



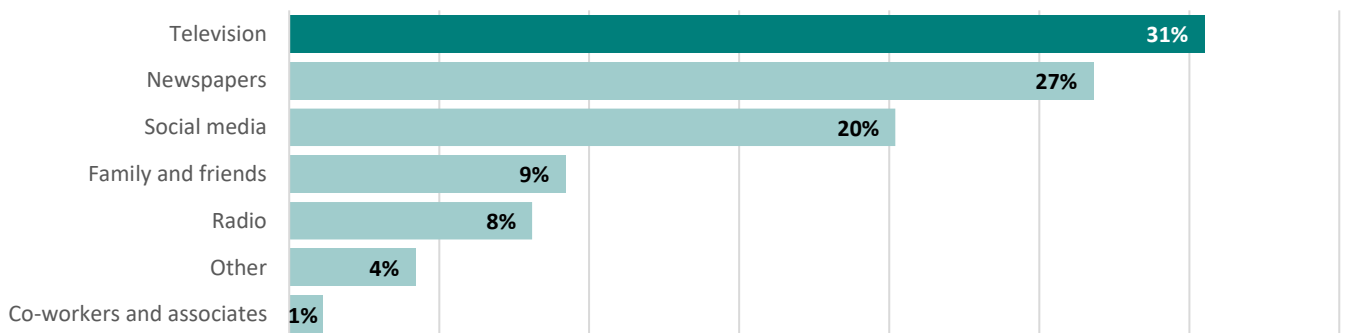
Importance in a Debate

In a debate, how important are the following things to you in judging the candidates?



Main Source of Local News

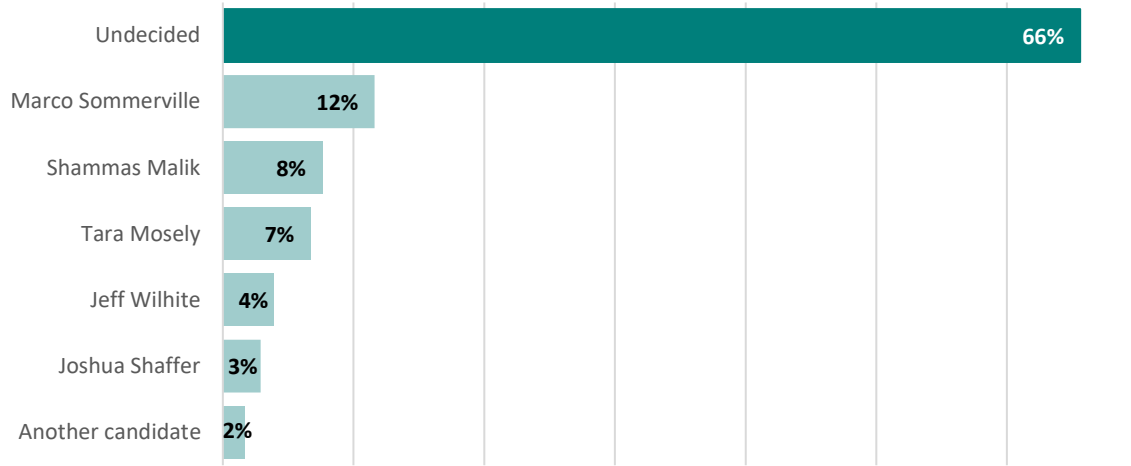
Where do you get most of your local news in Akron, including information about the 2023 mayoral candidates?





Preferred Mayoral Candidate

Among the announced candidates for mayor of Akron, which candidate would you vote for if the election were held today? (before & up to filing deadline)



Other Candidate Choice
Daniel Cruz
Horrigan (2)
Jim Isabella
John Galonski
None of these
Republican
Russell Neal



Summary Tables

Summary Table: General Assessment			
		%	Valid Responses
Is City of Akron on Right or Wrong Track	Right track	46.2%	505
	Wrong track	53.8%	
	TOTAL	100.0%	

Summary Table: Issue Priorities			
		%	Valid Responses
Most Important Issue for Next Mayor (open end – top 3)	Crime, Safety, Law Enforcement	49.7%	489
	Public Services	22.0%	
	Economic Issues	13.8%	
	Housing, Homeless	9.5%	
	Racial divisions	2.6%	
	All other issues	2.4%	
	TOTAL	100.0%	
Importance of Specific Issue Areas ¹ (% very important)	Public safety and crime	89.1%	509
	K through 12 Education	75.0%	510
	Availability of quality housing	72.8%	508
	Availability of affordable housing	72.3%	507
	Racial justice and equality	70.5%	508
	Job creation and retention	70.2%	505
	Economic development	70.1%	507
	Homelessness and evictions	70.0%	508
	Giving citizens more of a voice in government	63.3%	509
	Streets and infrastructure	62.8%	507
	Police reform	62.4%	506
	Creating a welcoming environment for immigrants	36.0%	509

¹Each row represents a separate question.





Summary Table: Safety and Policing			
		%	Valid Responses
Respondent Feeling Safe in Neighborhood	Always	19.1%	510
	Very often	34.5%	
	Sometimes	34.7%	
	Rarely	7.2%	
	Never	4.5%	
	TOTAL	100.0%	
Respondent Change in Sense of Safety	Improved	7.6%	509
	Stayed the same	41.7%	
	Gotten worse	50.8%	
	TOTAL	100.0%	
Rating of Job Akron Police Department Does Keeping Akron Safe	Excellent	10.1%	509
	Good	27.0%	
	Fair	38.5%	
	Poor	16.5%	
	Very poor	7.9%	
	TOTAL	100.0%	
Appropriate Resolution to Walker Shooting (open end)	Punish Police	29.7%	446
	Reform Police	24.7%	
	Hold Police Accountable	19.9%	
	Police are Correct	15.4%	
	Full Fair Investigation	10.3%	
	TOTAL	100.0%	
How to Fight Crime	Shift funds from programs to police	49.0%	499
	Shift funds from police to programs	51.0%	
	TOTAL	100.0%	
Impact of Oversight Board	May increase accountability/ transparency	63.0%	502
	May not increase accountability/ transparency	37.0%	
	TOTAL	100.0%	



Summary Table: Economy			
		%	Valid Responses
Respondent Personal Future Financial Situation in Akron	Excellent	7.5%	510
	Good	29.3%	
	Fair	42.3%	
	Poor	15.5%	
	Very poor	5.4%	
	TOTAL	100.0%	
Rating of Akron's Efforts to Improve Local Economy	Excellent	3.7%	506
	Good	25.9%	
	Fair	48.1%	
	Poor	18.7%	
	Very poor	3.5%	
	TOTAL	100.0%	
How Akron Should Focus on Jobs	Focus on attracting large businesses	35.4%	506
	Focus on helping small businesses	64.6%	
	TOTAL	100.0%	
How Akron Should Invest on Improvement	Invest more in neighborhoods	80.2%	508
	Invest more in downtown	19.8%	
	TOTAL	100.0%	



Summary Table: Housing			
		%	Valid Responses
Rating of Affordability of Housing Market in Akron	Very affordable	13.1%	506
	Fairly affordable	49.4%	
	Not too affordable	25.7%	
	Not at all affordable	11.9%	
	TOTAL	100.0%	
Ratings² (% positive)	Availability of affordable housing in the city	27.6%	507
	Quality of housing options in the city	24.5%	502
	City's efforts to improve housing	20.5%	505
How Akron Should Focus on Housing	Focus on rehabilitating existing houses	74.4%	507
	Focus on building new houses	25.6%	
	TOTAL	100.0%	
Focus for Private Developments	Focus on most economic value	37.8%	503
	Focus on most sustainable environment	62.2%	
	TOTAL	100.0%	
Living Situation	Own	44.3%	510
	Rent	44.4%	
	Other arrangement	11.2%	
	TOTAL	100.0%	
Reasons for Renting rather than Owning	Can't afford the down payment	44.2%	227
	Simply prefer to rent	28.9%	
	Credit score is too low	26.7%	
	Can't qualify for a mortgage	23.7%	
	Plan on moving in the near future	18.7%	
	Cheaper to rent than to own a home	17.3%	
	More convenient to rent	15.1%	
	Owning a home is a bigger financial risk	9.6%	
	Currently looking to buy a home	7.3%	
	Never thought about buying a home	5.6%	
	Other reason	3.8%	
	TOTAL	100.0%	
Plan to Stay in Akron or Might Move	Stay in Akron	80.8%	510
	Might move	19.2%	
	TOTAL	100.0%	

²Each row represents a separate question.





Summary Table: Diversity and Equity			
		%	Valid Responses
Feeling Welcome in Akron	Extremely	8.9%	508
	Very	28.6%	
	Somewhat	46.0%	
	Not very	12.6%	
	Not at all	3.9%	
	TOTAL	100.0%	
Ratings of City's Efforts³ <i>(% positive)</i>	Improve race relations	30.8%	504
	Acceptance of the LGBTQ+ community	48.2%	493
	Welcoming immigrants from other countries	50.3%	496

³Each row represents a separate question.

Summary Table: Local Government			
		%	Valid Responses
Perceived Voice in City Governance	Always heard	4.6%	506
	Frequently	9.3%	
	Sometimes	38.9%	
	Rarely	27.5%	
	Never heard	19.8%	
	TOTAL	100.0%	
Ratings of City's Efforts⁴ <i>(% positive)</i>	Responsiveness to citizen concerns	24.4%	504
	Transparency in plans and finances	23.1%	504
	Seeking diverse points of view	26.9%	499
Ratings of Performance⁴ <i>(% positive)</i>	Mayor Dan Horrigan	32.0%	504
	City Council	24.5%	505

⁴Each row represents a separate question.

Summary Table: COVID-19			
		%	Valid Responses
How Affected by Pandemic <i>(respondent could choose all that apply)</i>	Suffered financial hardship	31.6%	510
	Felt socially isolated or had poor mental health	29.7%	
	Laid off or lost a job	24.2%	
	Started a new job	15.9%	
	Suffer continued health issues as a result of contracting COVID-19	14.3%	
	Started working remotely	10.2%	
	Visited parks or greenspace more often	9.9%	





Summary Table: Mayoral Election & Debates			
		%	Valid Responses
Voter Registration⁵	Registered to vote	76.1%	510
	Not registered, but plan to before May 2 nd	9.7%	
	Not registered and not planning to	14.2%	
	TOTAL	100.0%	
Plan to Vote in Primary	Yes	87.7%	439
	No	12.3%	
	TOTAL	100.0%	
Self-Reported Likelihood to Vote	High (8-10)	69.0%	385
	Moderate (4-7)	23.8%	
	Low (1-3)	7.2%	
	TOTAL	100.0%	
How Plan to Vote	In-person, on election day	61.5%	385
	Before election day at the board of election	15.6%	
	By mailing your absentee ballot	20.0%	
	By dropping off your absentee ballot	2.9%	
	TOTAL	100.0%	
Importance of Traits in Next Mayor⁶ <i>(% very important)</i>	High ethical standards	76.1%	507
	A clear vision for the future of the city	74.1%	509
	Fresh ideas for solving problems	71.2%	506
	Professional and educational background	55.0%	507
	A consistent political philosophy	48.1%	504
	Past experience in city government	42.1%	500
Main Source of Local News	Television	30.5%	508
	Newspapers	26.8%	
	Social media	20.2%	
	Family and friends	9.2%	
	Radio	8.1%	
	Other	4.2%	
	Co-workers and associates	1.1%	
	TOTAL	100.0%	
Usefulness of a Debate among Candidates	Very useful	37.8%	509
	Somewhat useful	50.0%	
	Not very useful	12.3%	
	TOTAL	100.0%	
Importance in a Debate⁶ <i>(% very important)</i>	Good solutions to public problems	78.5%	509
	Clear answers to the questions asked	74.3%	509
	Respect for other candidates and moderators	66.2%	510
	Energy and engagement	57.6%	508
	Effective presentation of self	57.3%	509

⁵Data comes from combining two questions: “Right now, are you registered to vote in the city of Akron?” and “Do you plan on registering to vote before the May 2nd, 2023 election?”

⁶Each row represents a separate question.





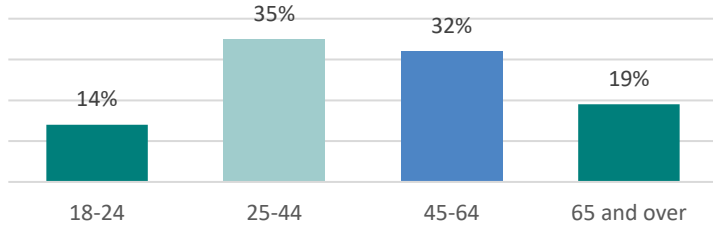
Summary Table: Mayoral Election & Debates			
		%	Valid Responses
Preferred Mayoral Candidate (before & up to filing deadline)	Marco Sommerville	11.6%	510
	Shammas Malik	7.6%	
	Tara Mosely	6.7%	
	Jeff Wilhite	3.9%	
	Joshua Shaffer	2.9%	
	Another candidate	1.7%	
	Undecided	65.6%	
	TOTAL	100.0%	





Respondent Demographics

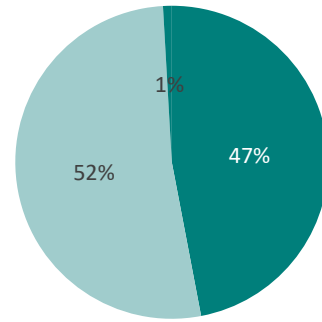
Age of Respondent



Age	#	%
18 to 24	71	14.0%
25 to 44	178	35.0%
45 to 64	163	32.0%
65 and over	97	19.0%
Total	510	100.0%

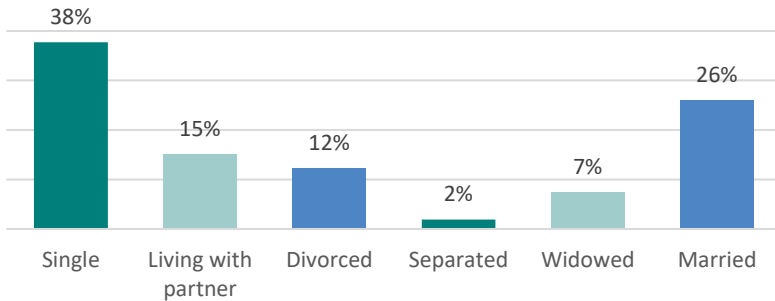
Respondent Gender

Male Female Other



Gender	#	%
Male	240	47.0%
Female	266	52.1%
Other	5	0.9%
Total	N=510	100.0%

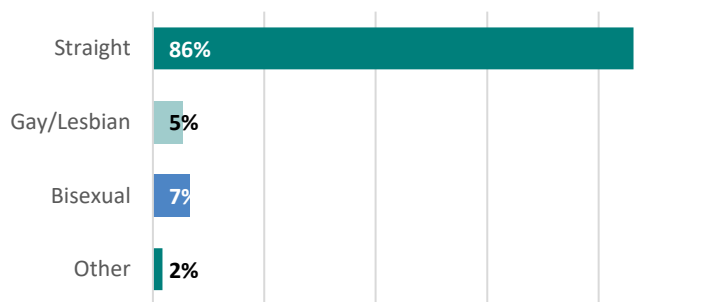
Current Marital Status



Marital Status	#	%
Single	192	37.7%
Living with partner	77	15.1%
Divorced	62	12.2%
Separated	9	1.9%
Widowed	37	7.3%
Married	132	25.9%
Total	N=510	100.0%

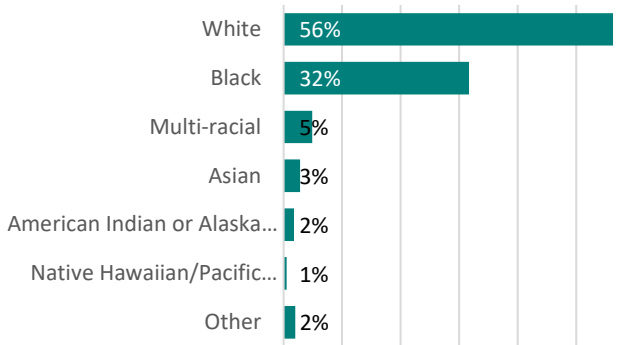
Orientation	#	%
Straight	437	86.3%
Gay/Lesbian	27	5.4%
Bisexual	33	6.6%
Other	9	1.7%
Total	N=507	100.0%

Sexual Orientation





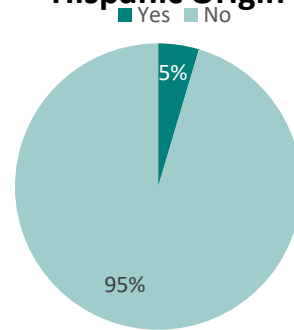
Race of Respondent



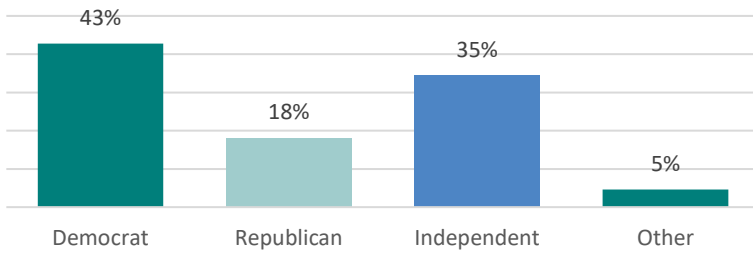
Race	#	%
White	287	56.3%
Black	162	31.7%
Multi-racial	25	4.9%
Asian	14	2.8%
American Indian or Alaska Native	9	1.8%
Native Hawaiian/Pacific Islander	3	0.5%
Other	10	2.0%
Total	N=510	100.0%

Hispanic Origin

Hispanic Origin	#	%
Yes	486	95.4%
No	24	4.6%
Total	N=510	100.0%



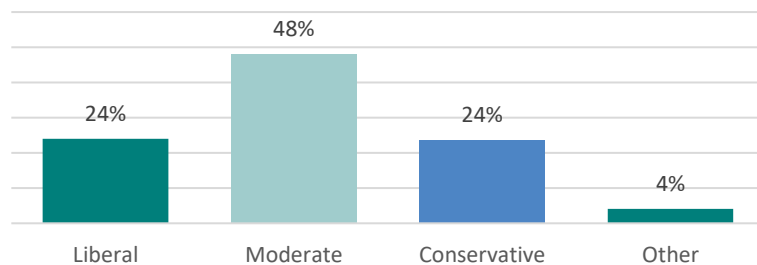
Political Party



Party	#	%
Democrat	217	42.8%
Republican	92	18.1%
Independent	175	34.5%
Other	23	4.6%
Total	N=508	100.0%

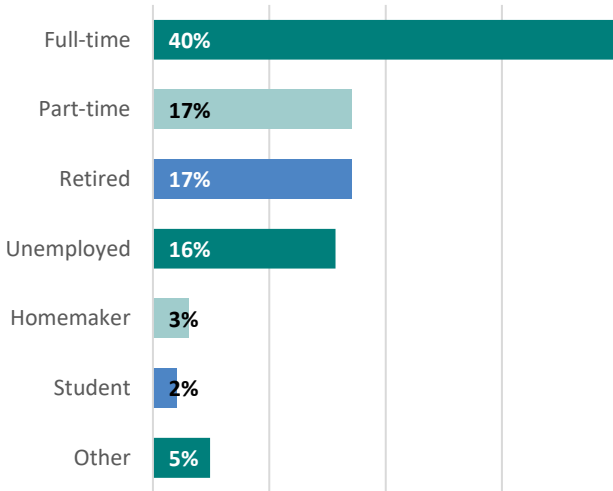
Ideology

Ideology	#	%
Liberal	121	24.0%
Moderate	243	48.1%
Conservative	119	23.7%
Other	21	4.1%
Total	N=504	100.0%





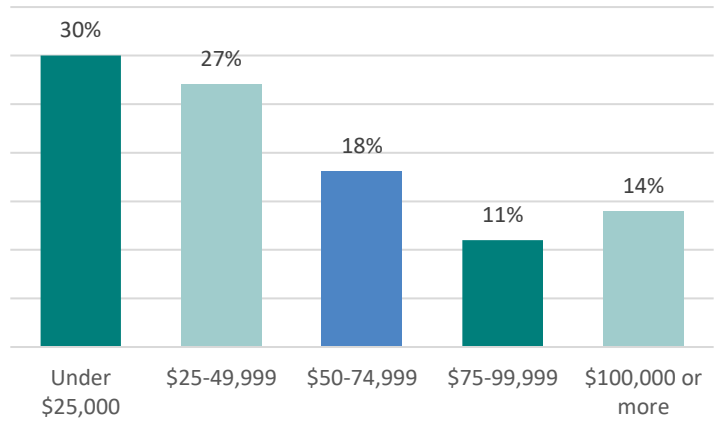
Employment Status



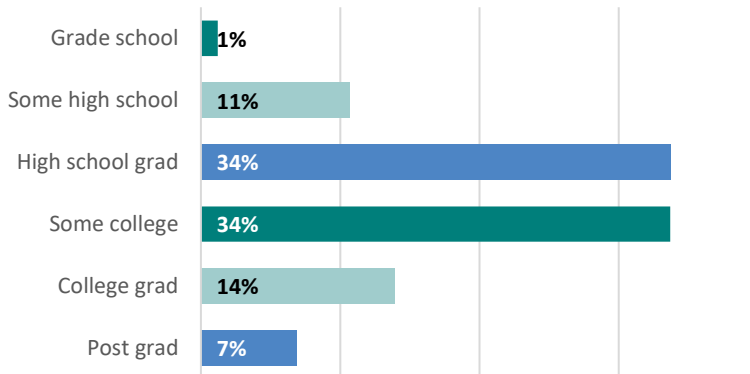
Employment	#	%
Full-time	204	40.1%
Part-time	87	17.1%
Retired	87	17.1%
Unemployed	80	15.7%
Homemaker	16	3.1%
Student	10	2.0%
Other	25	4.9%
Total	N=509	100.0%

Income of Respondent

Income	#	%
Under \$25,000	151	30.0%
\$25-49,999	136	27.0%
\$50-74,999	92	18.1%
\$75-99,999	56	11.0%
\$100,000 or more	71	14.0%
Total	N=506	100.0%



Educational Attainment

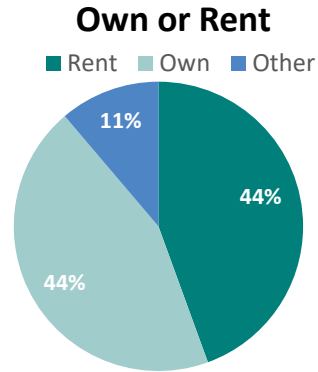


Education	#	%
Grade school	6	1.2%
Some high school	55	10.7%
High school grad	172	33.7%
Some college	172	33.7%
College grad	71	13.9%
Post grad	35	6.9%
Total	N=510	100.0%

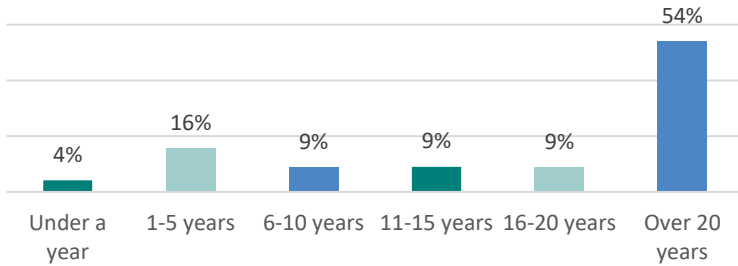




Own or Rent	#	%
Rent	227	44.4%
Own	226	44.3%
Other arrangement	57	11.2%
Total	N=510	100.0%



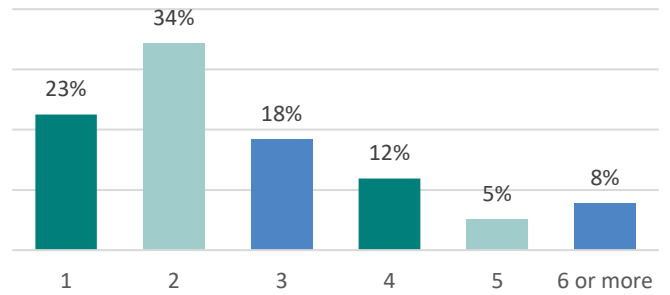
Length of Time in County



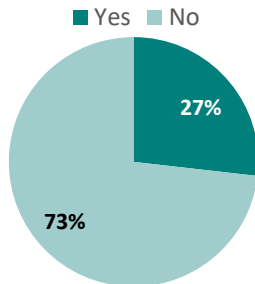
How long lived in county	#	%
Under a year	21	4.2%
1 to 5 years	79	15.5%
6 to 10 years	44	8.7%
11 to 15 years	46	9.0%
16 to 20 years	44	8.7%
Over 20 years	275	54.0%
Total	N=510	100.0%

Household Size	#	%
1	115	22.5%
2	174	34.3%
3	94	18.4%
4	60	11.9%
5	26	5.1%
6 or more	40	7.8%
Total	N=509	100.0%

Household Size



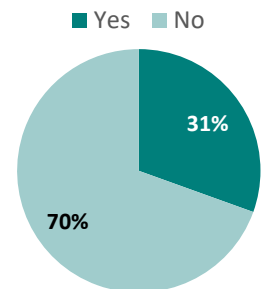
Seniors in Household



Kids	#	%
Yes	155	30.5%
No	353	69.5%
Total	N=509	100.0%

Seniors	#	%
Yes	136	26.8%
No	372	73.2%
Total	N=509	100.0%

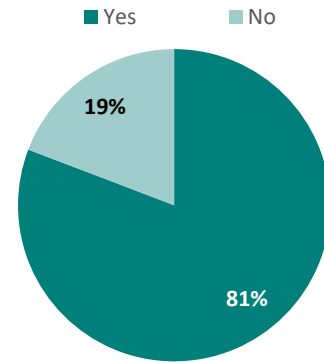
Children in Household





Plan to Stay	#	%
Stay in city	412	80.8%
Might move	98	19.2%
Total	N=510	100.0%

Plan to Stay in Akron Next Two Years



Why Plan to Leave	#	%
Improve quality of life	31	32.4%
Ready for new location	18	18.8%
Few choices in Akron	16	17%
Too much crime	15	15%
Unappealing city	10	10.8%
Move closer to family	5	5.3%
Discrimination in Akron	1	0.8%
Total	N=97	100.0%

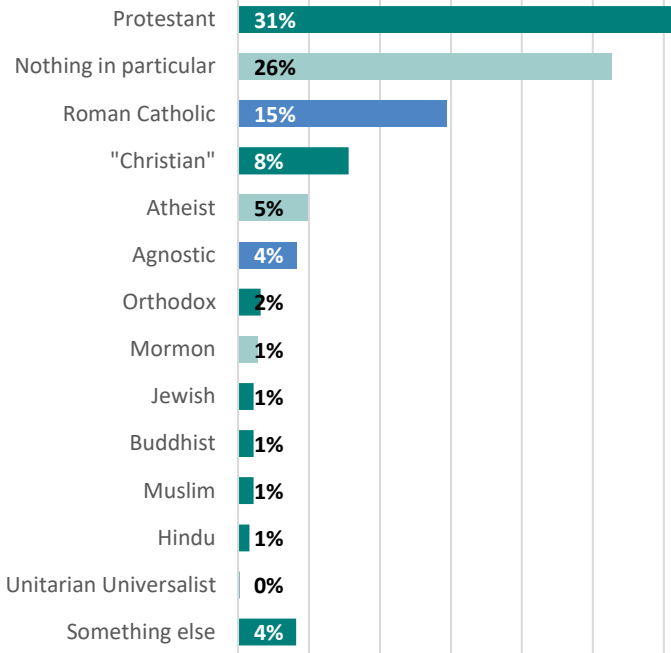
City/Township	N	%
Akron City	167	32.7%
West Akron	91	17.9%
Ellet	42	8.2%
East Akron	41	8.0%
North Akron	38	7.4%
South Akron	33	6.4%
Northwest Akron	29	5.7%
Kenmore	26	5.0%
Goodyear Heights	23	4.6%
Firestone Park	21	4.0%
Total	510	100.0%

Zip Code	N	%
44301	32	6.4%
44302	15	3.0%
44303	9	1.8%
44304	10	2.0%
44305	42	8.3%
44306	74	14.8%
44307	20	4.0%
44308	6	1.3%
44310	54	10.7%
44311	16	3.1%
44312	55	11.1%
44313	61	12.2%
44314	40	7.9%
44319	10	2.0%
44320	42	8.4%
44333	15	3.0%
Total	501	100.0%





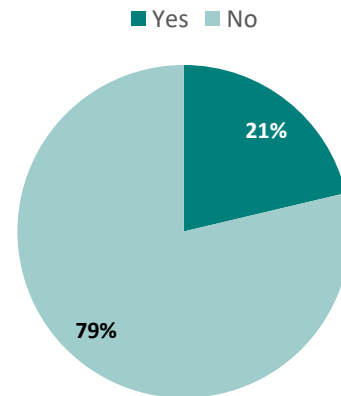
Religion



Religion	#	%
Protestant	158	31.0%
Nothing in particular	134	26.3%
Roman Catholic	75	14.7%
Christian	40	7.8%
Atheist	25	4.9%
Agnostic	21	4.1%
Orthodox	8	1.6%
Mormon	7	1.4%
Jewish	6	1.1%
Buddhist	6	1.1%
Muslim	5	1.1%
Hindu	4	0.8%
Unitarian Universalist	1	0.1%
Something else	21	4.1%
Total	N=509	100.0%

Born Again/Evangelical

Evangelical	#	%
Yes	109	21.3%
No	401	78.7%
Total	N=510	100.0%





Survey Instrument

INTRODUCTION:

Hello....This is. . . .calling from CMO Research. We are conducting a brief study of issues and choices **facing people in Akron, with a focus on the election of a new Akron mayor in 2023**. This should take about 15 minutes and all your answers will remain confidential. The survey is voluntary, but we would really appreciate your cooperation.

GENERAL ASSEMENT:

1. Overall, would you say that the CITY OF AKRON is on the right track or the wrong track?

ISSUE PRIORITIES:

2. In your opinion, what do you think should be the MOST IMPORTANT ISSUE for the next mayor of Akron to address?
IF R GIVES A BROAD ANSWER, PROBE FOR MORE SPECIFIC INFORMATION.
3. Why is this issue the MOST IMPORTANT ISSUE for you?
IF R GIVES A BROAD ANSWER, PROBE FOR MORE SPECIFIC INFORMATION.
4. What do you think is the best way for the next mayor of Akron to address this ISSUE?
IF R GIVES A BROAD ANSWER, PROBE FOR MORE SPECIFIC INFORMATION.
5. For each of the following issues, how important do you think it is for the next mayor of Akron to address?
Very, somewhat, not at all important (rotate list)
 - 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
 - k. K through 12 Education
 - l. Homelessness and evictions





SAFETY AND POLICING

6. How safe do you feel in your neighborhood? Do you feel safe...Always, Very Often, Sometimes, Rarely, Never IF RARELY/NEVER, ASK: Why do you rarely or never feel safe?
7. Has your sense of safety in Akron improved, stayed the same or gotten worse in the last few years? IF WORSE, ASK: Why is that?
8. Overall, how would you rate the job that the Akron police department does in keeping Akron safe? Would you say Excellent, Good, Fair, Poor, Very Poor?
9. On June 27, 2022, Jayland Walker was killed by Akron police officers after a car chase. In your opinion, what would be the most appropriate resolution of this event? [OPEN-ENDED]
10. Which of the following statements comes closest to your views, even if neither one is completely correct?
 - (1) To fight crime more effectively, funds should be shifted from other programs **to** the police for better training and technology.OR
 - (2) To fight the root causes of crime, funds should be shifted **from** the police to anti-poverty and anti-drug programs.
11. Which of the following statements comes closest to your views, even if neither one is completely correct?
 - (1) Akron's new Citizen's Police Oversight Board **may** increase police accountability and transparency because of its independence from elected officials.OR
 - (2) Akron's new Citizen's Police Oversight Board **may not** increase police accountability and transparency because its members are appointed by elected officials.

ECONOMY

12. Overall, how would you rate your **personal, future financial situation** in the city of Akron? Would you say excellent, good, fair, poor or very poor? IF POOR/VERY POOR: Why is that?
13. Overall, how would you rate the city of Akron's efforts to improve the city's economy? Would you say excellent, good, fair, poor or very poor?
14. Thinking about the economy, which of the following statements comes closest to your views, even if neither one is completely correct?
 - (1) Akron should focus on attracting large businesses that can bring new jobs immediately to the city.OR
 - (2) Akron should focus on helping small businesses that can create new jobs steadily over time in the city.
15. Which of the following statements comes closest to your views, even if neither one is completely correct?
 - (1) Akron should invest more in the neighborhoods to improve the quality of life for citizens.OR
 - (2) Akron should invest more in the downtown area to improve the quality of business activity for the city.





HOUSING

16. How would you rate how affordable the real estate market is in Akron for you? Is housing very affordable, fairly affordable, not too affordable, or not at all affordable? IF NOT TOO/AT ALL, ASK: Why is that?
17. How would you rate the... Would you say excellent, good, fair, poor or very poor?
- availability of **affordable housing** in the city of Akron?
 - quality of housing options** in the city of Akron?
 - the city of Akron's efforts to improve housing?
18. Thinking about housing, which of the following statements comes closest to your views, even if neither one is completely correct?
- (1) Akron should focus on rehabilitating existing houses in Akron neighborhoods
- OR
- (2) Akron should focus on building new houses in Akron neighborhoods
19. Which of the following statements comes closest to your views, even if neither one is completely correct?
- (1) Akron should focus on private housing developments that generate the most economic value.
- OR
- (2) Akron should focus on private housing developments that generate the most sustainable environment.

DIVERSITY AND EQUITY

20. Overall, how welcoming of a city has Akron been for you? Extremely, very, somewhat, not very, not at all? IF NOT very/not at all: Why is that?
21. Overall, how would you rate efforts by the city of Akron in each of the following areas: Would you say excellent, good, fair, poor, or very poor?
- Improve race relations
 - Acceptance of the LGBTQ+ community
 - Welcoming immigrants from other countries

LOCAL GOVERNMENT

22. Overall, how much of a **voice** do you feel you have in the governance of the city of Akron? Would you say your voice is always heard, frequently heard, sometimes heard, rarely heard, never heard? IF RARELY/NEVER? Why do you feel your voice is not heard?
23. Overall, how would you rate efforts by the city of Akron in each of the following areas... Would you say excellent, good, fair, poor, or very poor?
- responsiveness to citizen concerns
 - transparency in plans and finances
 - seeking diverse points of view
24. Overall, how would you rate Would you say excellent, good, fair, poor, or very poor?
- Akron Mayor Dan Horrigan's job performance?
 - Akron City Council's job performance?





MAYORAL ELECTION & DEBATES

- 25.** Right now, are you registered to vote in the city of Akron?
IF NO: Do you plan on registering to vote before the May 2nd, 2023 election? (IF NO, skip to traits)
- 26.** Thinking about the May 2nd, 2023 primary election, do you plan to vote in that election?
(IF NO, ASK: Why are you not planning to vote in the May primary election? Then, skip to traits)
- 27.** On a scale where 10 means you are very likely to vote in the primary... and 1 means you are not at all likely to vote in the primary... how would you rate YOUR likelihood of voting in the May primary?
- 28.** How do you plan to vote in the May primary election?
- In-person, on election day
 - before election day at the board of election during early voting
 - by mailing your absentee ballot
 - by dropping off your absentee ballot
- 29.** Thinking about the next mayor of Akron, how important are the following traits to you? Would you say very important, somewhat important, or not very important? READ LIST (rotate list)
- Past experience in city government
 - Professional and educational background
 - High ethical standards
 - A clear vision for the future of the city
 - Fresh ideas for solving problems
 - A consistent political philosophy
 - Something else? IF YES: What would that be?
- 30.** Where do you get **most** of your local news **in** Akron, including information about the 2023 mayoral candidates?
- newspapers, such as the Beacon Journal, either online or in print
 - television, such as WEWS, WKYC, WJW
 - radio, such as WAKR, IdeaStream/WKSU
 - social media, such as Facebook, Twitter
 - family and friends
 - co-workers and associates
 - Some other source: [specify]
- 31.** How useful would a debate among the Akron mayoral candidates be to you in deciding which candidate to vote for? Would you say very useful, somewhat useful, or not very useful?
- Very useful
 - Somewhat useful
 - Not very useful
- 32.** In a debate, how important are the following things to you in judging the candidates?
Would you say very important, somewhat important, or not at all important?
- Clear answers to the questions asked
 - Effective presentation of self
 - Respect for other candidates and moderators
 - Good solutions to public problems
 - Energy and engagement





- 33.** Among the announced candidates for mayor of Akron, which candidate would you vote for if the election were held today? (Rotate candidates)
- (1) Shamas Malik
 - (2) Tara Mosely
 - (3) Marco Sommerville
 - (4) Joshua Shaffer
 - (5) Jeff Wilhite
 - (6) Another candidate? [ask which one]
 - (7) Undecided

BACKGROUND INFORMATION

- 34.** In what year were you born?

- 35.** 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

- 36.** Are you Latino or of Hispanic origin?

- 37.** What is your present religion, if any?

IF R HESITATES, READ: Are you Protestant, Catholic, Mormon, Greek or Russian Orthodox, Jewish, Muslim, Buddhist, Hindu, atheist, agnostic, something else, or nothing in particular?

IF R GIVES 'NOTHING,' 'NONE,' ETC. BEFORE LIST IS READ, PROMPTWITH: Would you say that's agnostic, atheist, or just nothing in particular?

- (1) Protestant [Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah's Witness, etc.]
- (2) Roman Catholic [Catholic]
- (3) Mormon [Church of Jesus Christ of Latter-day Saints/LDS]
- (4) Orthodox [Greek, Russian, or some other orthodox church]
- (5) Jewish [Judaism]
- (6) Muslim [Islam]
- (7) Buddhist
- (8) Hindu
- (9) Atheist [do not believe in God]
- (10) Agnostic [not sure if there is a God]
- (11) Something else
- (12) Nothing in particular

IF VOLUNTEERED

- (13) Christian
- (14) Unitarian [Universalist]





- 38.** (bornAgan) Do you consider yourself a 'born again' or evangelical [ee-van-JELL-uh-kull] Christian?
- 39.** What is your PRESENT marital status . . .Single- never married, Living with a partner or significant other, divorced, separated, widowed, or married?
- 40.** What is the highest grade of school or year of college you have completed?
DO NOT READ LIST. PROBE FOR THE CORRECT COLLEGE ANSWER.
(1) Grade School [1 to 8 years]
(2) Some High School [9 to 11 years]
(3) High School Grad
(4) Some College, Trade School, or 2-year degree [Associate's]
(5) College Grad [Bachelor's]
(6) Post Grad [Master's or Doctorate]
- 41.** Including yourself, how many people live in your household?
- 42.** Are there adults in your household 65 years or older?
- 43.** Are there any children in your household under 18 years of age?
- 44.** Is the total yearly income for your family ...before taxes, under..or over \$50,000.
[IF UNDER 50 ASK]: Is it under or over \$25,000? (1) Under \$25,000 (2) \$25-49,999
[IF OVER 50 ASK]: Is it under or over \$75,000? (3) \$50-\$74,999
[IF OVER 75 ASK]: Is it under or over \$100,000? (4) \$75-99,999 (5) Over \$100,000
- 45.** Are you currently employed?
IF YES: Are you employed full time - 35 hours or more per week or employed part-time - 34 or fewer hours per week?
(1) Employed full-time, 35 hours or more per week
(2) Employed part-time, 34 or fewer hours per week

IF NO: Are you retired, homemaker-not employed outside the home, student not working or unemployed?
(3) Retired
(4) Homemaker, not employed outside the home
(5) Student not working
(6) Unemployed [includes DISABLED]
(7) Other
- 46.** Has the COVID-19 pandemic affected you or anyone in your household in any of the following ways?
- Suffer continued health issues as a result of contracting COVID-19
 - Laid off or lost a job
 - Suffered financial hardship
 - Felt socially isolated or had poor mental health
 - None of the above
 - started working remotely
 - started a new job
 - visited parks or greenspace more often,





- 47.** Do you rent or own your current residence?
- (1) Own
 - (2) Rent
 - (3) Other arrangements
- 48.** For which of the following reasons do you rent your home rather than own your home?
- a. Simply prefer to rent
 - b. Can't afford the down payment
 - c. Can't qualify for a mortgage
 - d. Cheaper to rent than to own a home
 - e. More convenient to rent
 - f. Plan on moving in the near future
 - g. Credit score is too low
 - h. Owning a home is a bigger financial risk
 - i. Currently looking to buy a home
 - j. Never thought about buying a home
 - k. Other reason (please specify?)
- 49.** Where in Akron do you live?
- 50.** What is your Zip Code?
- 51.** How long have you lived in the city of Akron?
- 52.** Do you plan to stay in Akron for the next two years, or do you think you might move by then.
- 53.** IF MOVE: What is the main reason you will move from Akron?
- 54.** 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?
- (1) Very Liberal
 - (2) Somewhat Liberal
- IF CONSERVATIVE ASK: Would that be very, or somewhat conservative?
- (7) Very Conservative
 - (6) Somewhat Conservative
- IF MODERATE ASK: Do you lean more toward the conservatives, more toward the liberals, or are you strictly moderate?
- (3) Lean Liberal
 - (4) Strict Moderate
 - (5) Lean Conservative
 - (8) Other IF VOLUNTEERED - DO NOT READ





55. 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?

- (1) Strong Democrat
- (2) Somewhat Strong Democrat

IF REPUBLICAN ASK: Would that be a strong, or somewhat strong Republican?

- (7) Strong Republican
- (6) Somewhat Strong Republican

IF INDEPENDENT ASK: Would you lean toward the Democrats, lean toward the Republicans, or do you lean toward neither party?

- (3) Lean Democrat
- (4) Neither
- (5) Lean Republican

(8) Other IF VOLUNTEERED - DO NOT READ

56. Do you describe yourself as a man, a woman, or in some other way?

57. Do you consider yourself to be straight, gay or lesbian, bisexual, or something else?

- (1) straight
- (2) gay or lesbian
- (3) bisexual
- (4) Something else

ASK TELEPHONE RESPONDENTS IF THEY WOULD BE WILLING TO BE CONTACTED BY A REPORTER
May we contact you to talk about the survey in any media coverage?

