ChamberRVA
Mayoral Survey Results
Likely Voters' Candidate Support

October 15, 2016

Southeastern Institute
of Research

Background, Objectives and Methodology

Project Background

ChamberRVA is hosting a Mayoral Debate on October 17, 2016 at the Altria Theater. The Southeastern Institute of Research (SIR) was engaged to conduct a survey among likely voters in the City of Richmond's Mayoral election to inform and help prepare for this event.

Research Objectives

The objectives of this research initiative include:

1. Assess likely voters' attitudes regarding key community and business issues and policies that are important to ChamberRVA.

2. Identify and rank the importance of key RVA-related issues that likely voters feel the candidates should address if elected.

3. Assess the current sentiment of City of Richmond's likely voters on the candidate they will most likely vote for on November 8.

Research Objectives

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1. Assess likely voters' attitudes regarding key community and business issues and policies that are important to ChamberRVA.

2. Identify and rank the importance of key RVA-related issues that likely voters feel the candidates should address if elected.

3. **Assess the current sentiment of City of Richmond's likely voters on the candidate they will most likely vote for on November 8.**

Please note that this document presents findings on objective #3 only.

There is a second report that presents findings on the other two objectives.

Survey Methodology

- A 28-question telephone survey was conducted among registered likely voters in the upcoming City of Richmond's November 2016 election.

- Responses were collected from October 5-11, 2016.

- Respondents were sampled from a purchased list of registered voters in the City of Richmond. A stratified random sampling approach within districts was conducted.

- Additionally, respondents were screened to ensure they met the following criteria:

  - Are at least 18 years of age

  - Are registered to vote in the City of Richmond

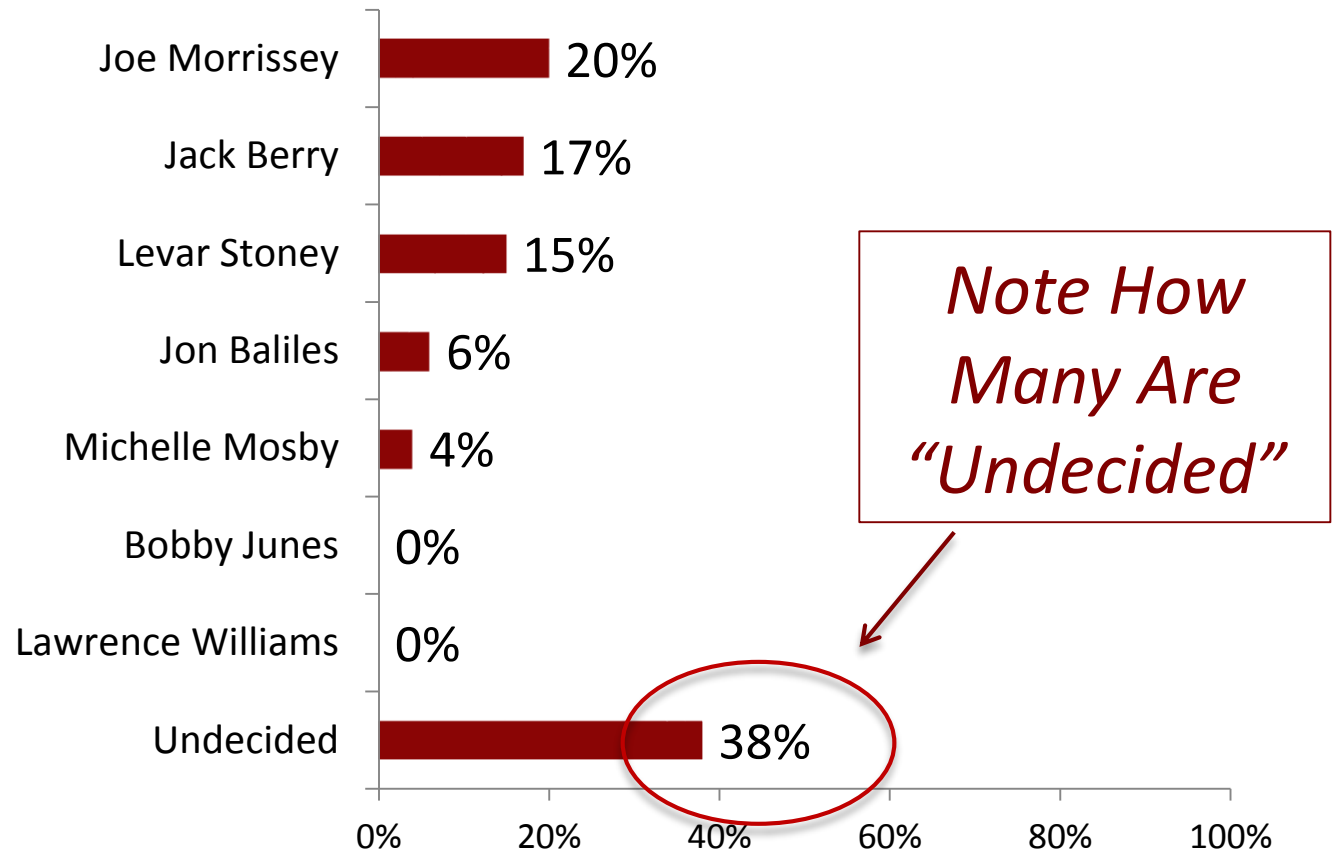 - Plan to vote or already voted in the November 8 election

Survey Methodology

- A total of 1,850 responses were collected across the City of Richmond. The margin of error for the overall sample is +/- 2.3 percentage points at a 95% confidence level.

- An minimum of 200 responses per each of the nine voting districts were collected to allow for district-level analysis. The district-level margin of error does not exceed +/- 6.9 percentage points at the 95% confidence level.

- Data were weighted by gender and age cohort to more accurately reflect known voter demographics for the area. The reported margin of error does not account for the design effect created by weighting.

- Three-quarters of responses were collected via landline, and a quarter were collected via cellular phone.

Key Findings

Current sentiment of City of Richmond's likely voters on the candidate they will most likely vote for on November 8.

If the Election Were Held Today, It Is A Three Way Race (Based on City-wide Popular Vote)

Joe Morrissey — 20%
Jack Berry — 17%
Levar Stoney — 15%
Jon Baliles — 6%
Michelle Mosby — 4%
Bobby Junes — 0%
Lawrence Williams — 0%
Undecided — 38%

Note How Many Are "Undecided"

Q26. If the election for Richmond City Mayor were held today, who would you vote for?

n = 1,879

Among "Decided" Respondents, Morrissey Leads in Six Districts and Berry Leads in Three

Note 1: The highlighted numbers show the leader in each district. But applying the survey's margin of error, that lead could change in several districts.

Note 2: There are many undecided voters across all districts. Case in point - nearly half of the respondents in the Eighth District are undecided.
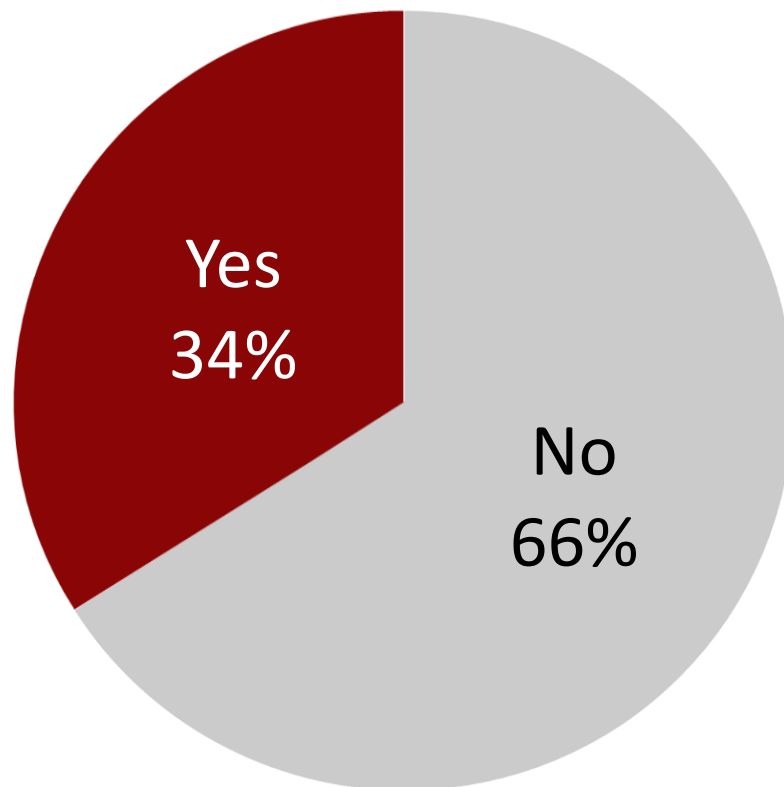
	City	1	2	3	4	5	6	7	8	9
Joe Morrissey	20%	2%	5%	23%	9%	20%	30%	28%	28%	25%
Jack Berry	17%	42%	31%	12%	31%	15%	6%	8%	7%	6%
Levar Stoney	15%	17%	18%	20%	15%	18%	13%	14%	11%	13%
Jon Baliles	6%	16%	9%	4%	9%	7%	4%	8%	0%	0%
Michelle Mosby	4%	2%	0%	0%	1%	2%	4%	4%	5%	12%
Lawrence Williams	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%
Bobby Junes	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Undecided	38%	21%	35%	40%	35%	37%	42%	37%	48%	42%

n = 1,879
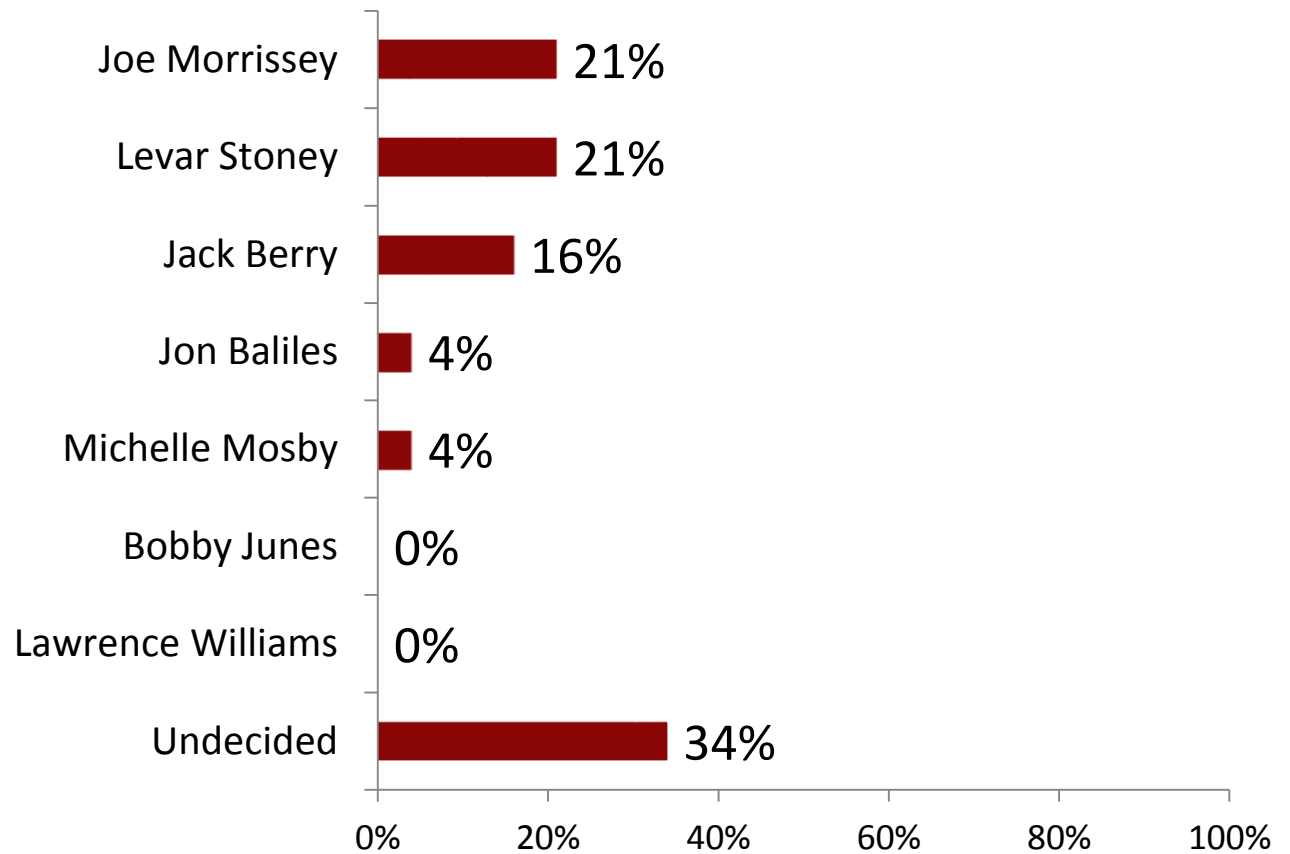Q26. If the election for Richmond City Mayor were held today, who would you vote for?

Over a Third of The Undecided Respondents Are Presently Leaning Towards a Candidate

Yes
34%

No
66%

Q27. Are you presently leaning towards a candidate?

The **Undecided** Respondents Are Leaning Towards One of The Top 3 Candidates (Based on City-wide Popular Vote)

Candidate	Percentage
Joe Morrissey	21%
Levar Stoney	21%
Jack Berry	16%
Jon Baliles	4%
Michelle Mosby	4%
Bobby Junes	0%
Lawrence Williams	0%
Undecided	34%

0%   20%   40%   60%   80%   100%

Q28. Which candidate are you leaning towards supporting?

n = 239

SiR

Combining "Decided" and "Leaning" Respondents, Morrissey Leads in Five Districts, Berry Leads in Three, and Stoney Leads in One

Note 1: The highlighted numbers show the leader in each district. But applying the survey's margin of error, that lead could change in several districts.

Note 2: As of this fieldwork date, the firmly undecided respondents could significantly impact the outcome of the election.

	City	1	2	3	4	5	6	7	8	9
Joe Morrissey	22%	2%	5%	28%	10%	22%	34%	32%	34%	27%
Jack Berry	19%	43%	34%	15%	36%	18%	9%	9%	7%	7%
Levar Stoney	18%	19%	20%	22%	16%	23%	17%	17%	14%	15%
Jon Baliles	7%	17%	10%	6%	10%	7%	4%	8%	0%	0%
Michelle Mosby	4%	2%	1%	1%	1%	2%	6%	4%	5%	14%
Lawrence Williams	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%
Bobby Junes	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Firmly Undecided	29%	17%	30%	28%	26%	28%	30%	29%	39%	35%

n = 1,879
Respondents who indicated they were leaning towards a candidate in Q28 were classified as a vote for that candidate.

Thank You