

ChamberRVA Mayoral Survey

Topline Report

October 13, 2016



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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 survey 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.

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

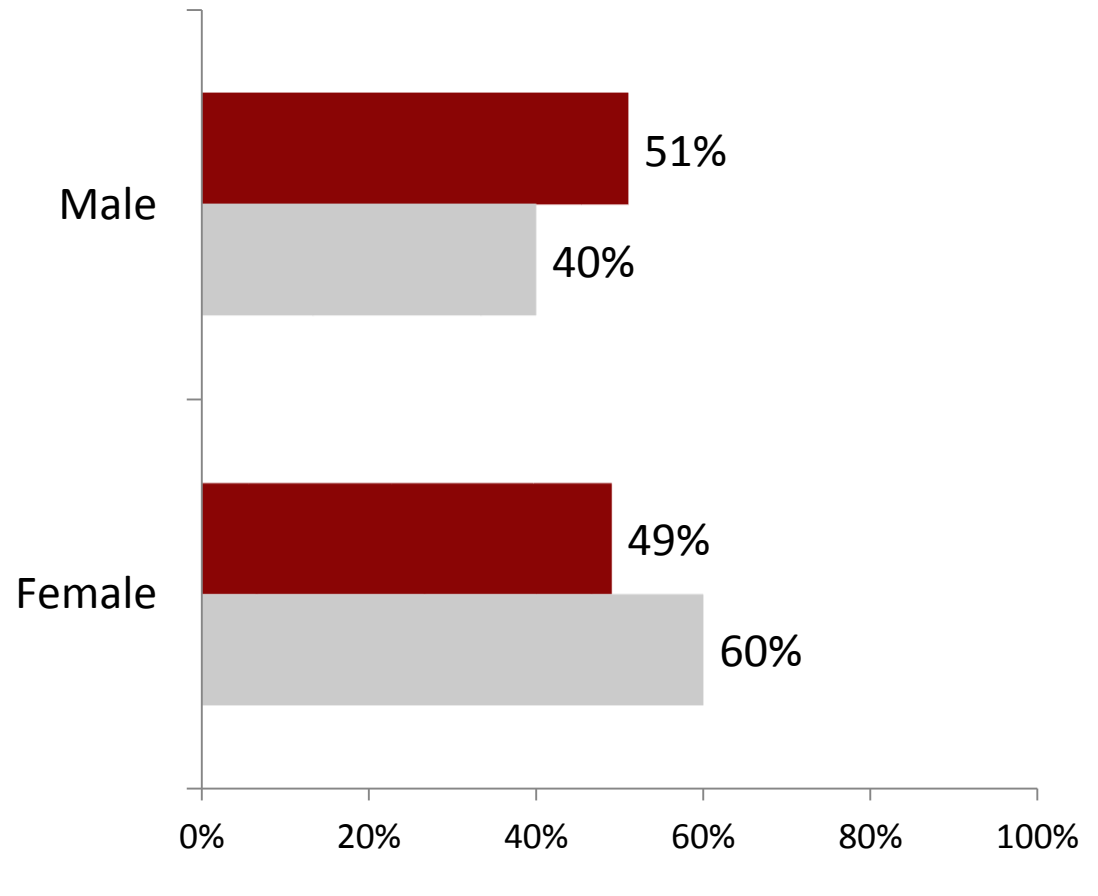
Survey Methodology

- 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.

Respondent Profile

Weights were calculated to be in line with 2014 U.S Census data for registered voters in Virginia.

Unweighted Data Skewed Female, But Data Weighting Created Gender Splits More Reflective of Voter Demographics



Weighted
n = 1,879

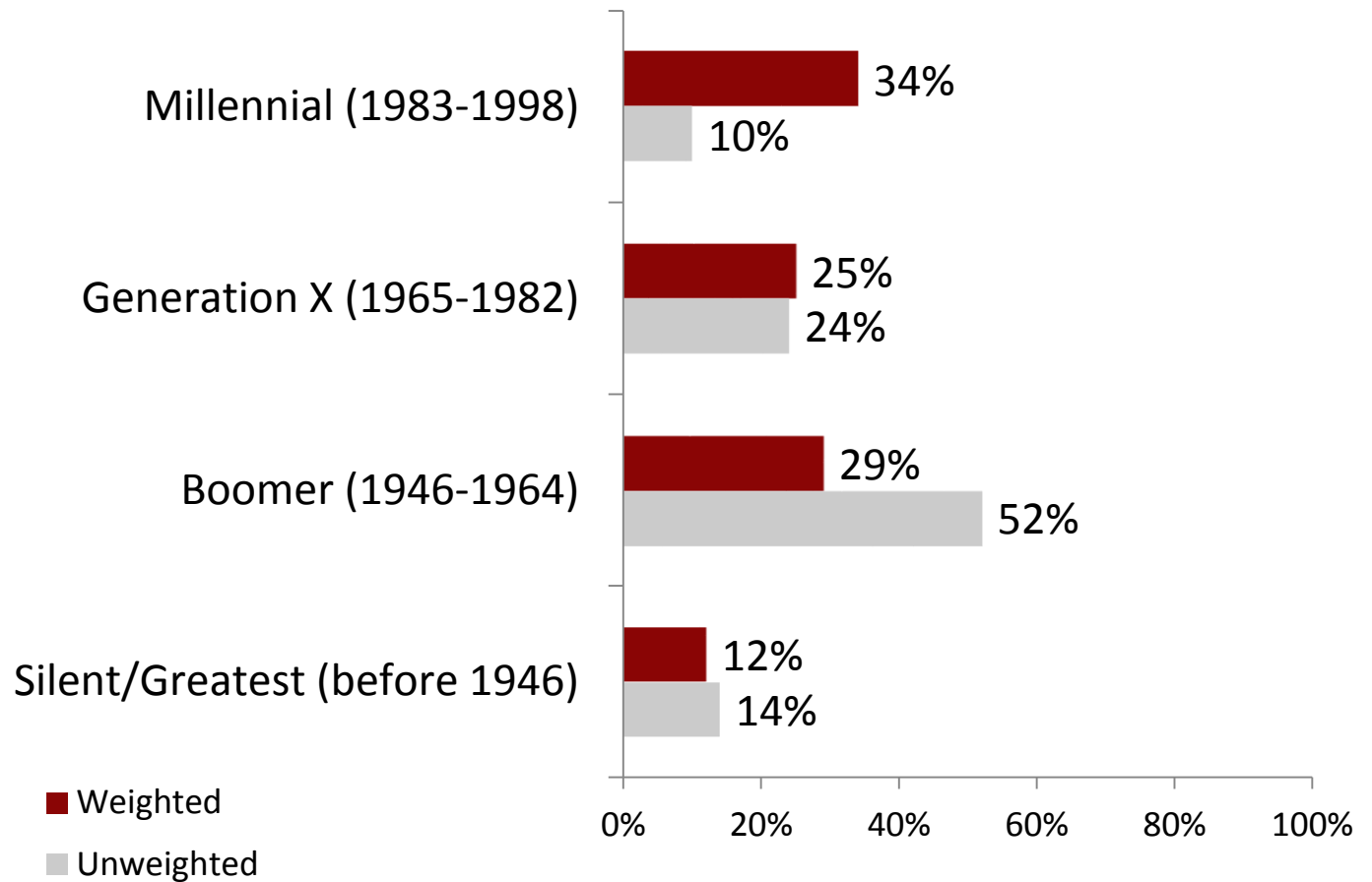
Unweighted
n = 1,850

Q31. Gender [BY OBSERVATION]



Weights were calculated to be in line with demographics obtained from the purchased list of registered voters in the City of Richmond.

Unweighted Data Oversampled Boomers and Under-sampled Millennials, But Data Weighting Also Aligned Generational Representation



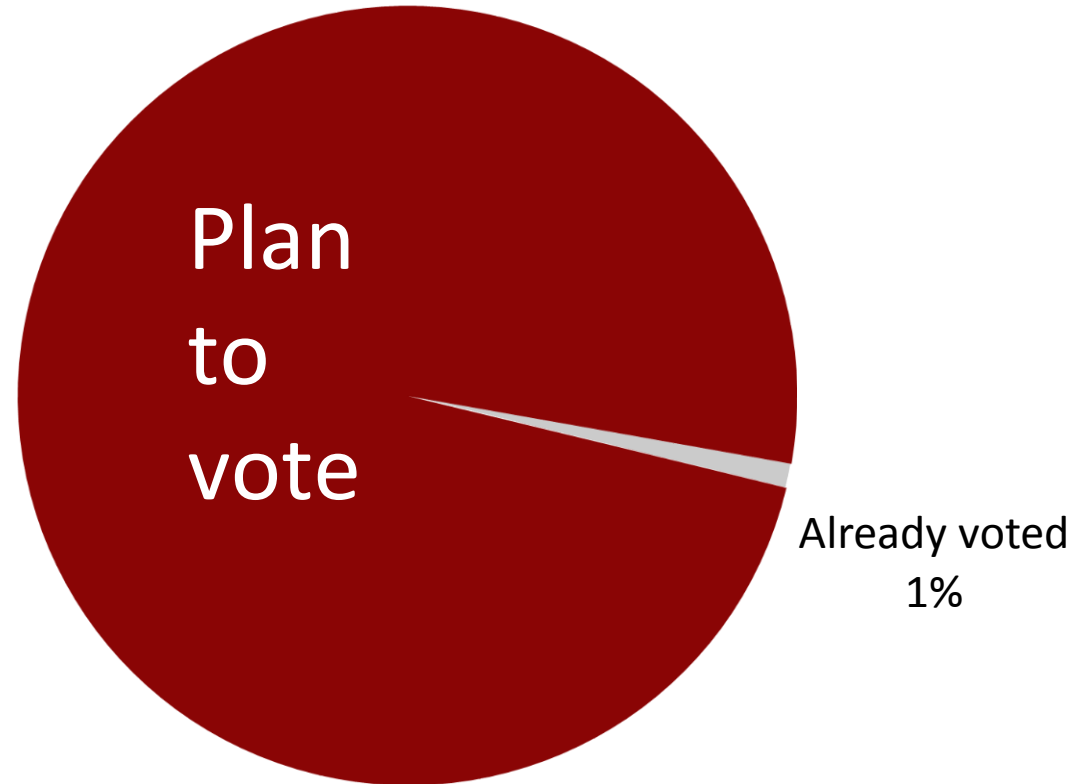
Calculated based on Q30. In what year were you born?

Weighted
n = 1,854

Unweighted
n = 1,825

Respondents were required to plan to vote or have already voted to qualify for the study.

Nearly All Respondents Have Not Yet Voted



Weighted
n = 1,879

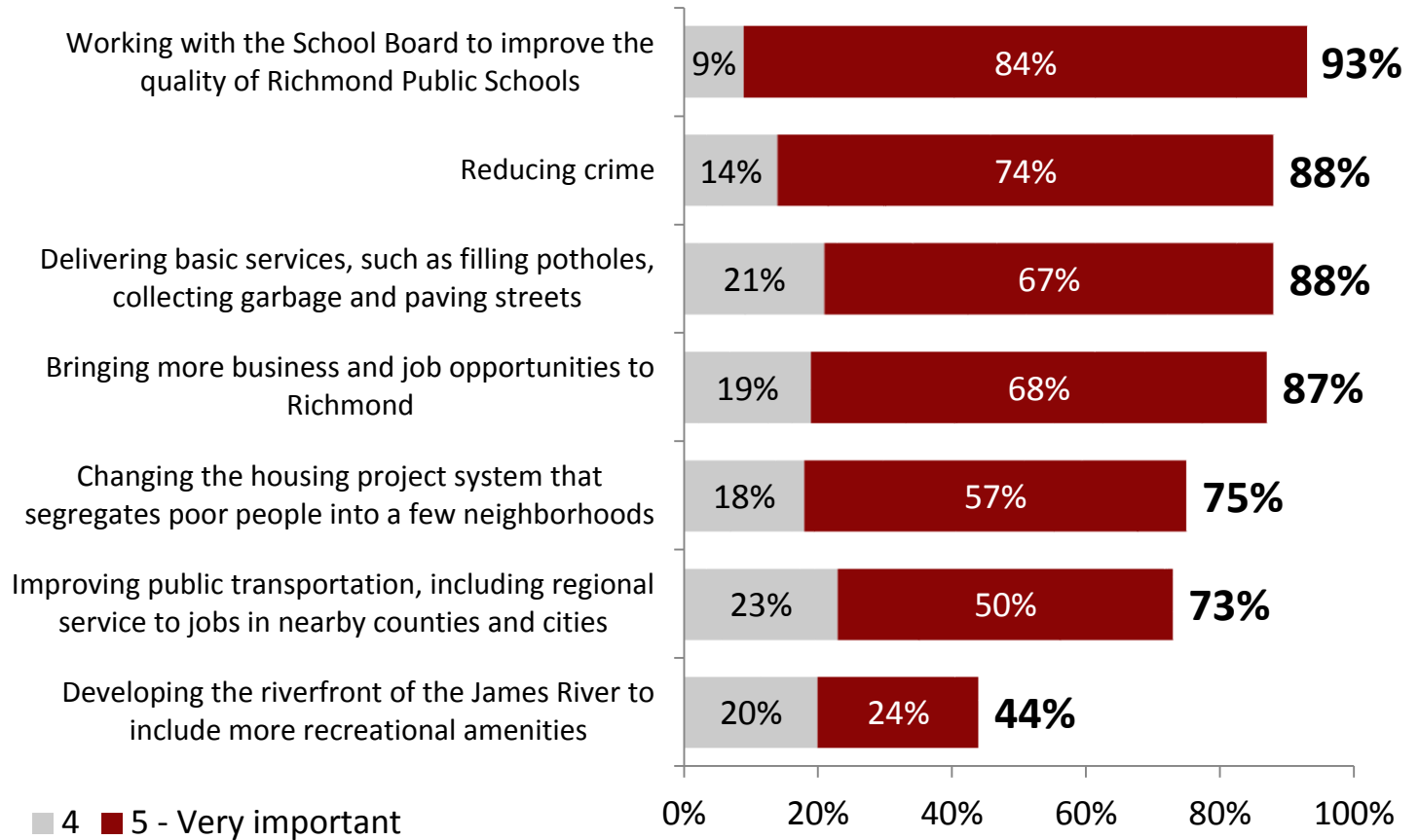
Q5. Do you plan to vote in the upcoming election on November 8, have you already voted, or do you not plan to vote?

Key Findings

Top Community Issues

Respondents Feel that the Most Important Issue Facing the City of Richmond Today is Improving the Quality of Richmond Public Schools

On average, the proportion of respondents who selected “don’t know” for these issues is 1%.



Q8. Using a scale of 1 to 5, where 1 is “not very important” and 5 is “very important,” how important are each of these issues facing the city of Richmond today? The first/next one is ...

Weighted
n = 1,879



Improving Public Transportation is Significantly More Important to Respondents From the Sixth District

	1	2	3	4	5	6	7	8	9
Working with the School Board to improve the quality of Richmond Public Schools	91%	93%	96%	86%	95%	94%	94%	95%	91%
Reducing crime	80%	84%	91%	87%	82%	93%	89%	92%	89%
Delivering basic services (potholes, garbage and paving)	89%	84%	91%	89%	83%	91%	89%	86%	84%
Bringing more business and job opportunities to Richmond	83%	84%	92%	85%	83%	90%	90%	90%	88%
Changing the housing project system that segregates poor people into a few neighborhoods	67%	74%	75%	69%	78%	82%	74%	77%	76%
Improving public transportation, including regional service to jobs in nearby counties and cities	61%	68%	81%	61%	73%	87%*	73%	75%	77%
Developing the riverfront of the James River to include more recreational amenities	46%	36%	44%	45%	48%	51%	38%	45%	39%

Weighted n = 1,879

Percentages represent proportion of respondents who selected “4” or “5 – Very important”.

Q8. Using a scale of 1 to 5, where 1 is “not very important” and 5 is “very important,” how important are each of these issues facing the city of Richmond today? The first/next one is ...

Gen X Respondents Find Public School Issues Important, Silent/Gen I Respondents Prioritize Crime, and Older Generations Find Basic Services More Important than Younger Generations

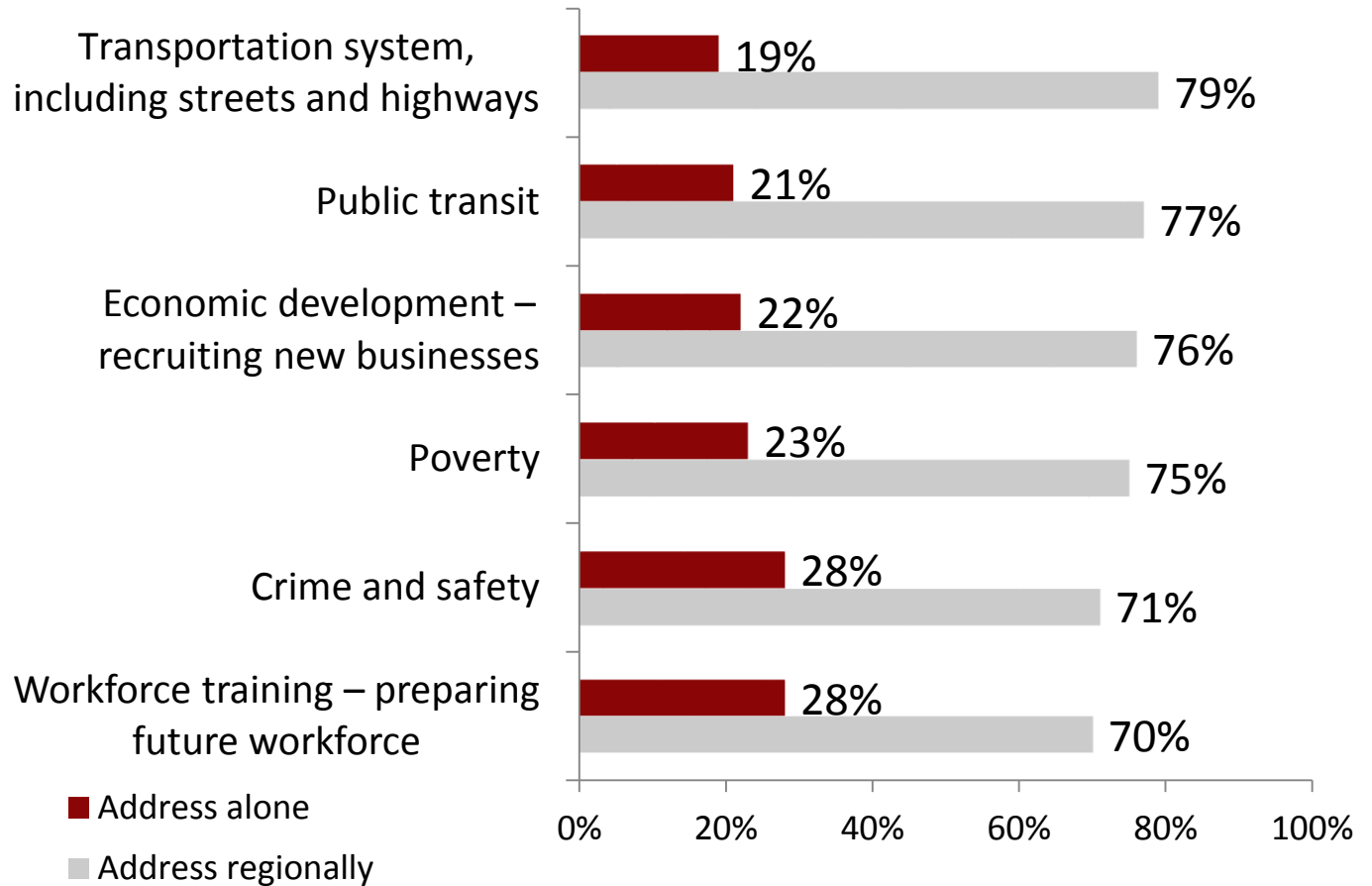
	Millennials	Gen X	Boomers	Silent / Gen I
	n = 627	n = 465	n = 541	n = 221
Working with the School Board to improve the quality of Richmond Public Schools	93%	95%*	91%	91%
Reducing crime	85%	86%	89%	93%*
Delivering basic services (potholes, garbage and paving)	84%	88%	90%*	90%*
Bringing more business and job opportunities to Richmond	87%	89%	86%	89%
Changing the housing project system that segregates poor people into a few neighborhoods	75%	77%	76%	67%
Improving public transportation, including regional service to jobs in nearby counties and cities	73%	72%	74%	75%
Developing the riverfront of the James River to include more recreational amenities	45%	43%	41%	47%

Q8. Using a scale of 1 to 5, where 1 is “not very important” and 5 is “very important,” how important are each of these issues facing the city of Richmond today? The first/next one is ...

Regionalism

On average, the proportion of respondents who selected “don’t know” for these issues is 2%.

Respondents Overwhelmingly Feel that the City of Richmond Should Approach Issues Regionally



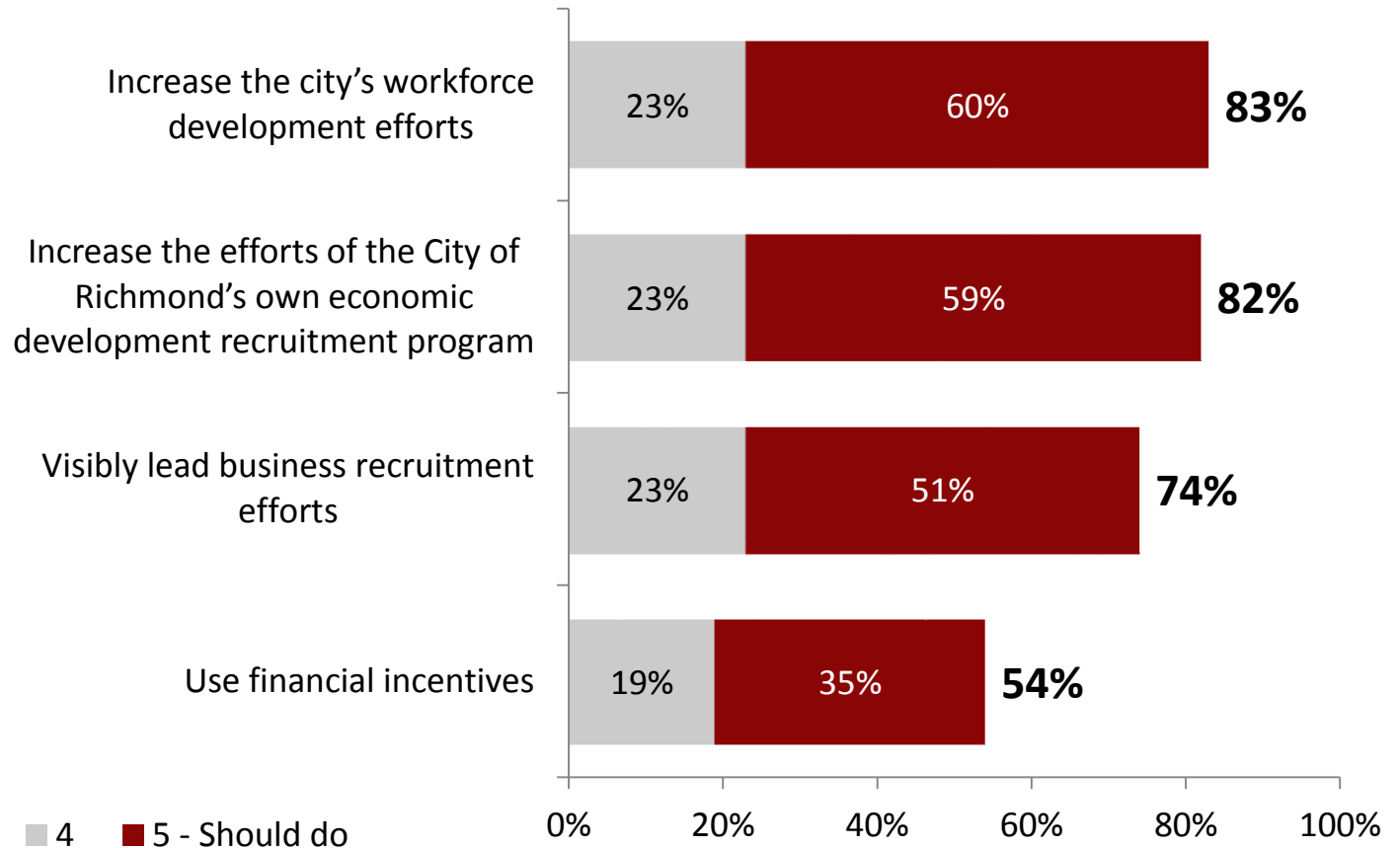
Q9. On the topic of regional cooperation, please tell us how you think the City of Richmond should approach the following issues. For each question, please tell us if you think “the city of Richmond needs to address this on its own” **OR** “the city of Richmond needs to address this issue regionally, with the help and participation of the surrounding counties.” The first/next one is . . .

Weighted
n = 1,879

Economic Development

On average, the proportion of respondents who selected “don’t know” for these statements is 3%.

Respondents Would Like the Next Mayor to **Attract New Businesses** By Increasing the City’s Efforts in Workforce Development and Economic Development

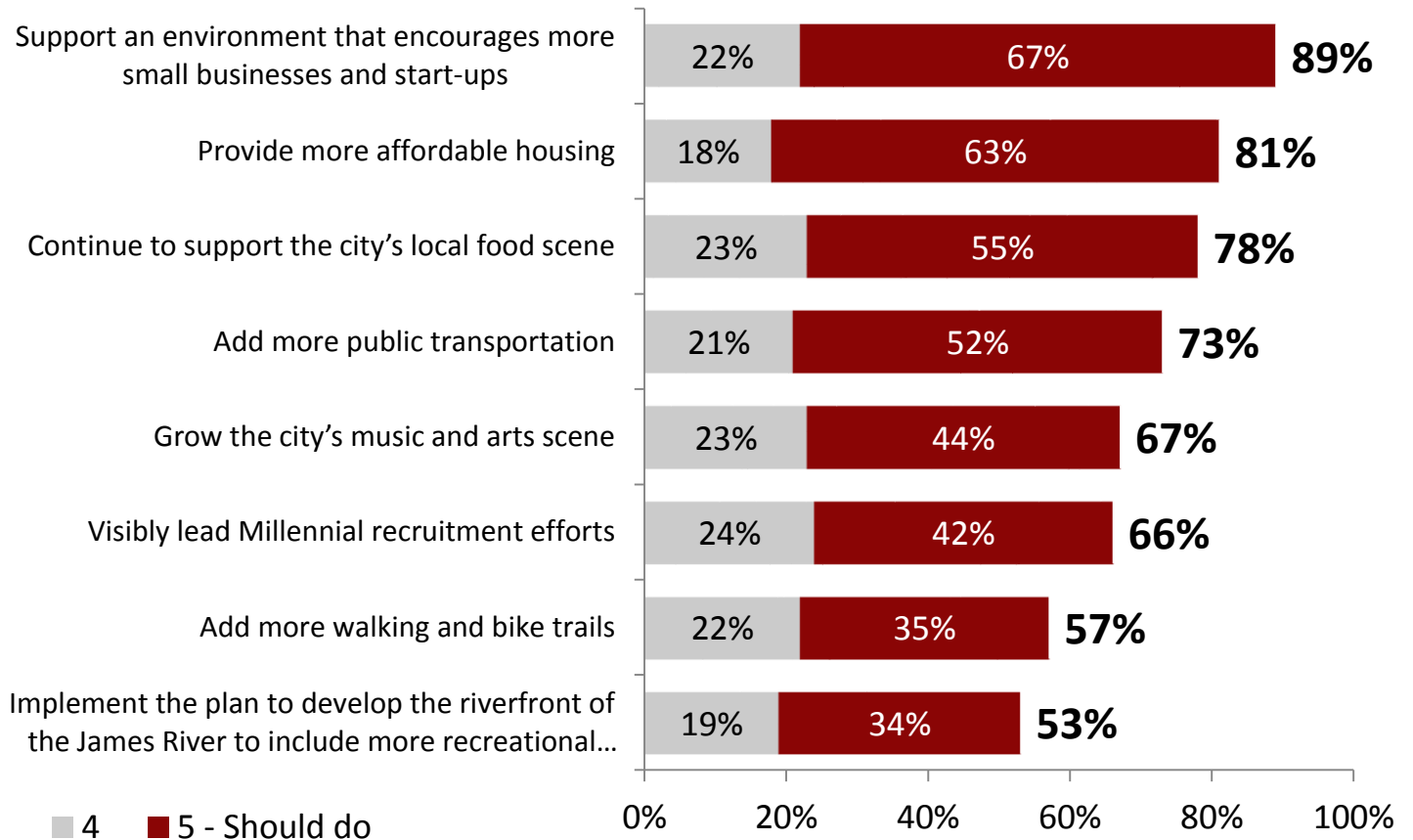


Q11. Next, I’m going to read you a series of statements about what the next mayor of Richmond could do to attract more new businesses to the City of Richmond. Please indicate if you feel the mayor should or should not do each of these things using a scale of 1 to 5 for your answers, where 1 means “should not do” and 5 means “should do.”

Weighted
n = 1,879



The Top Way that Respondents Would Like the Next Mayor to **Attract Millennials** is By Encouraging More Small Businesses and Start-Ups



Q12. Now I'm going to read you a series of statements about what the next mayor of Richmond could do to attract more Millennials, or young professionals to the City of Richmond. Please indicate if you feel the mayor should or should not do each of these things using a scale of 1 to 5 for your answers, where 1 means "should not do" and 5 means "should do."

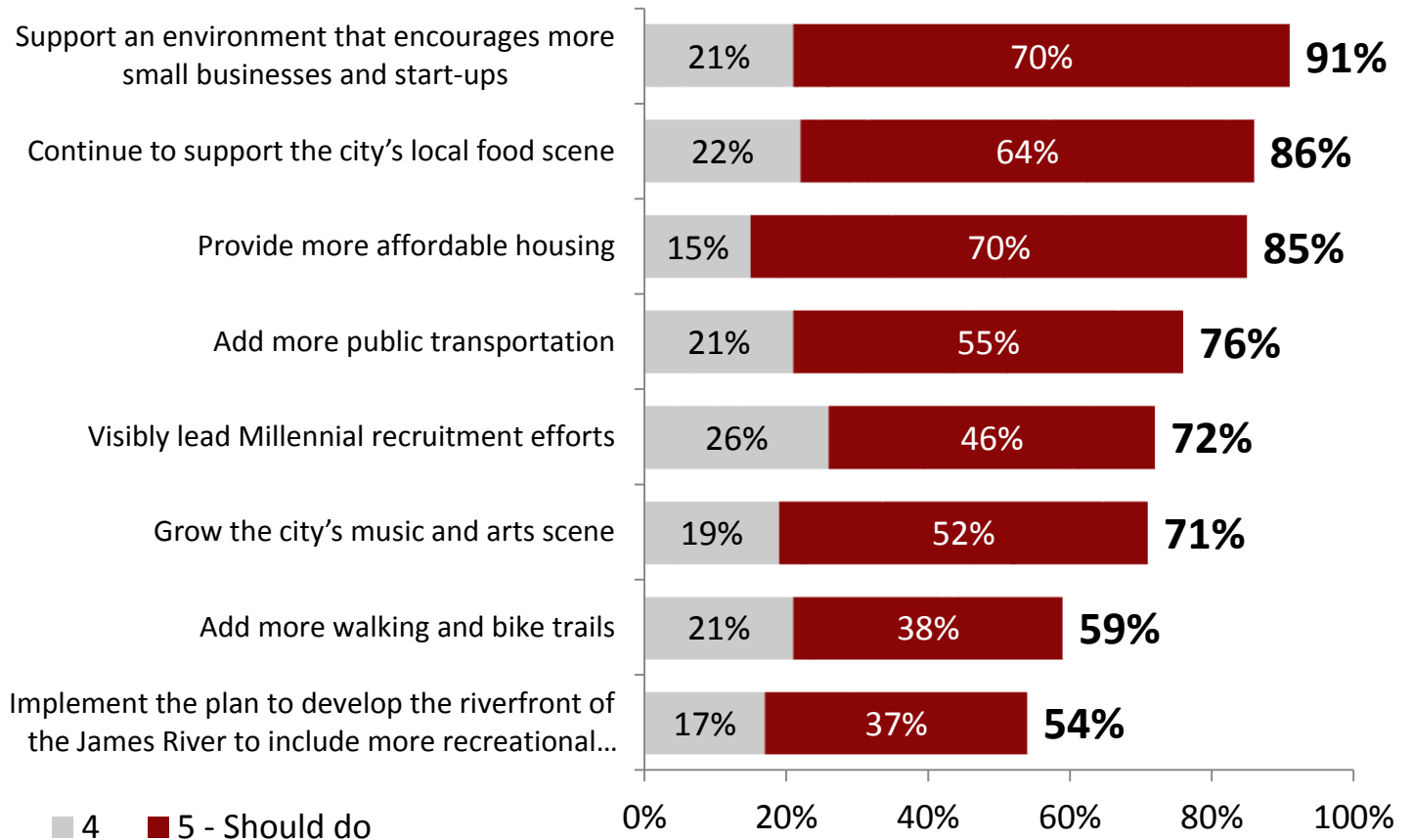
On average, the proportion of respondents who selected "don't know" for these statements is 1%.

Visibly leading Millennial recruitment efforts is most important to respondents from the Seventh District (79%).

Weighted
n = 1,879



Millennial Respondents Agree that The Top Way that They Would Like the Next Mayor to **Attract Millennials** is By Encouraging More Small Businesses and Start-Ups



Q12. Now I'm going to read you a series of statements about what the next mayor of Richmond could do to attract more Millennials, or young professionals to the City of Richmond. Please indicate if you feel the mayor should or should not do each of these things using a scale of 1 to 5 for your answers, where 1 means "should not do" and 5 means "should do."



Data shown represents Millennial respondents only.

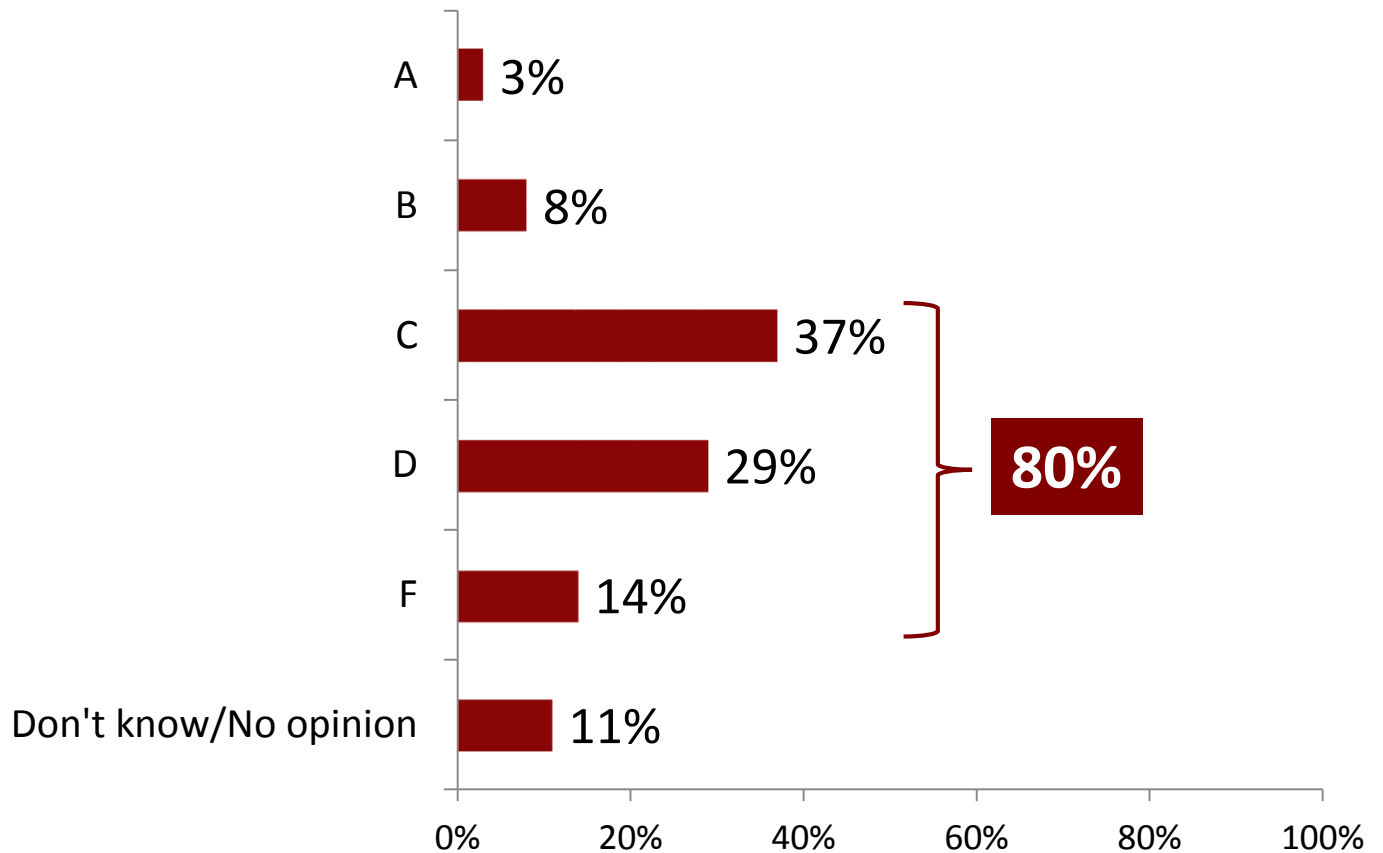
Millennial respondents rated the following topics significantly higher than other generations: Affordable housing, Support of the food scene, and Visibly lead Millennial recruitment efforts.

Weighted
n = 627

Richmond Public Schools

Most (80%) Respondents Gave Richmond Public Schools a Grade “C” or Lower

RPS's “GPA” is 2.5



Weighted
n = 1,879

Q14. When it comes to the Richmond Public Schools, what grade—A, B, C, D, or F—would you give them overall?

Respondents in the First District Are Significantly More Likely to Grade RPS a “C” or Lower

	1	2	3	4	5	6	7	8	9
A	1%	1%	2%	1%	3%	3%	4%	3%	5%
B	1%	4%	9%	8%	9%	9%	9%	10%	7%
C	36%	40%	45%	37%	38%	29%	31%	44%	35%
D	34%	37%	22%	26%	29%	31%	34%	20%	26%
F	17%	5%	13%	15%	12%	16%	15%	16%	14%
<i>C, D, or F</i>	87%	82%	79%	78%	78%	76%	79%	79%	74%
Don't know/ No opinion	10%	14%	10%	12%	9%	12%	8%	7%	14%
GPA	2.3	2.5	2.6	2.5	2.6	2.5	2.5	2.6	2.6

Weighted n = 1,879

Q14. When it comes to the Richmond Public Schools, what grade—A, B, C, D, or F—would you give them overall?

Gen X Respondents Are Significantly More Likely to Grade RPS a “C” or Lower

	Millennials	Gen X	Boomers	Silent / GI
	n = 627	n = 465	n = 541	n = 221
A	3%	1%	3%	5%
B	11%	6%	6%	9%
C	36%	37%	38%	36%
D	26%	33%	29%	24%
F	14%	15%	14%	10%
<i>C, D, or F</i>	76%	85%	81%	70%
Don't know/ No opinion	11%	8%	11%	16%
GPA	2.6	2.4	2.5	2.7

Weighted n = 1,879

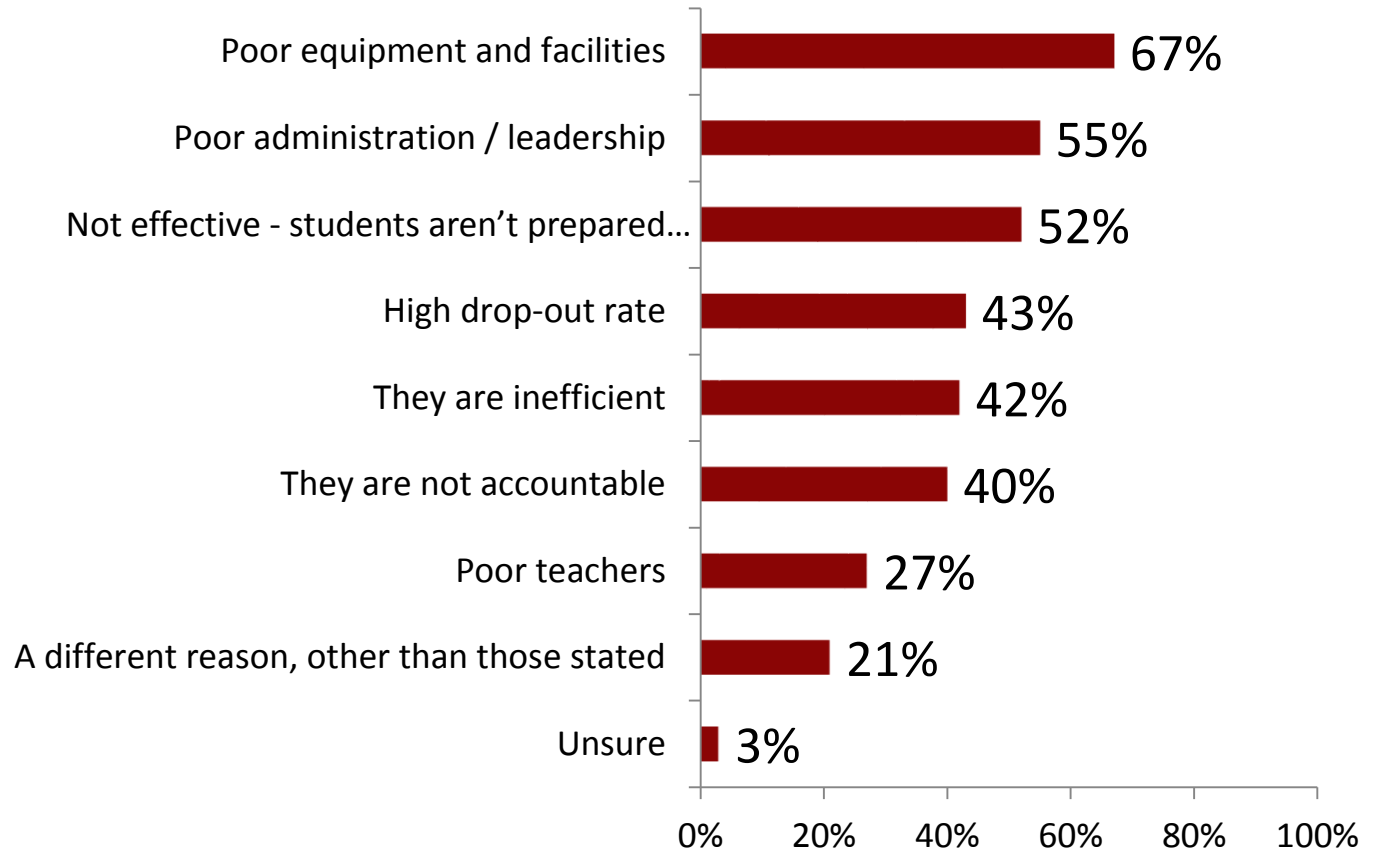
Q14. When it comes to the Richmond Public Schools, what grade—A, B, C, D, or F—would you give them overall?



Question asked of respondents who gave RPS a grade of C, D, or F in Q14.

Because multiple responses were allowed, percentages may add to greater than 100%.

There Are Many Reasons Why Respondents Graded Richmond Public Schools A “C” or Lower



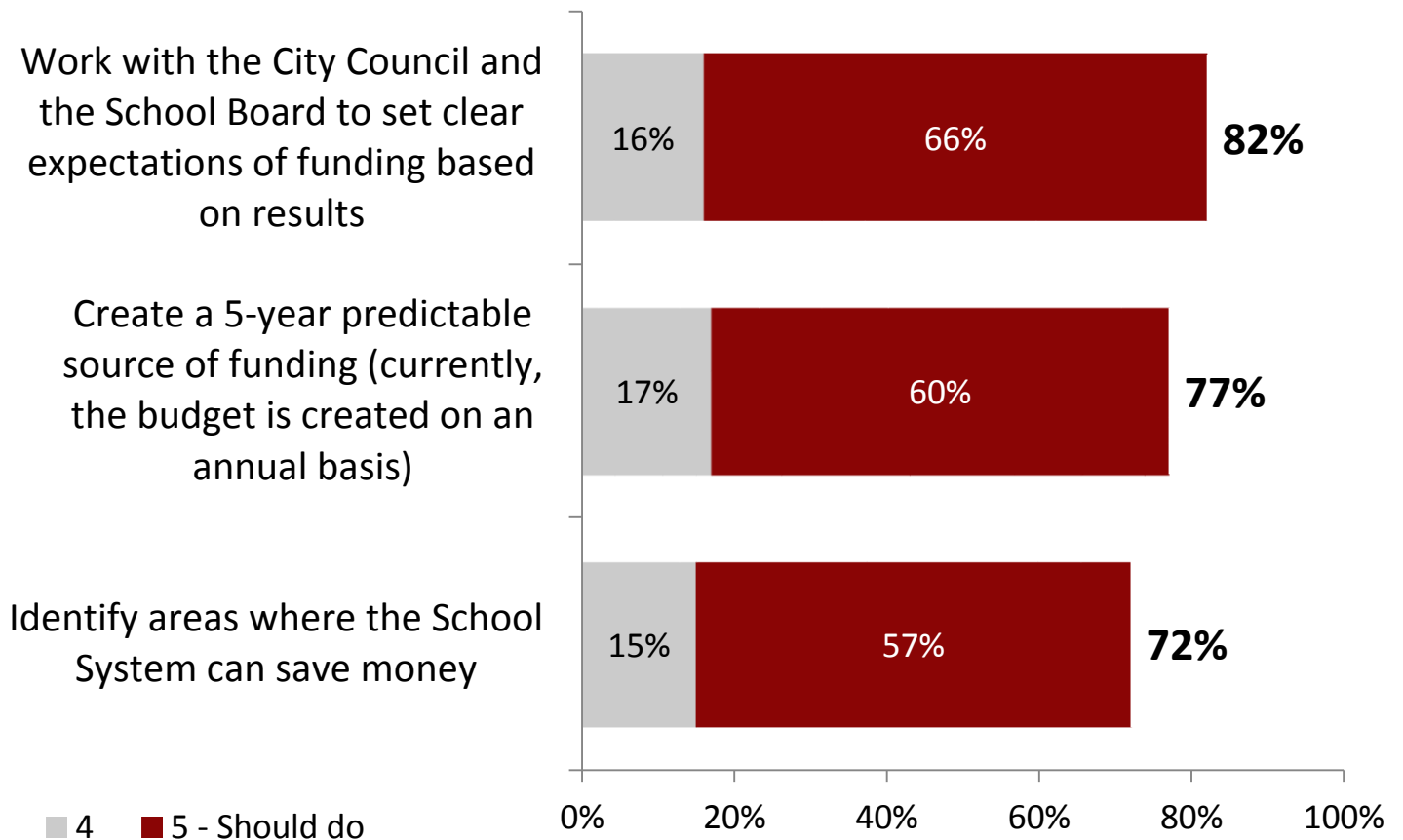
Q15. Which of the following seven statements describe why you gave Richmond Public Schools this grade? You may choose more than one.

Weighted
n = 1,485

When It Comes to the Richmond Public School System, Most Respondents Would Like the Next Mayor To Be Very Pro-Active On Funding Issues

On average, the proportion of respondents who selected “don’t know” for these statements is 5%.

Respondents in the Eighth District are most in favor of setting clear expectations of funding based on results (92%).



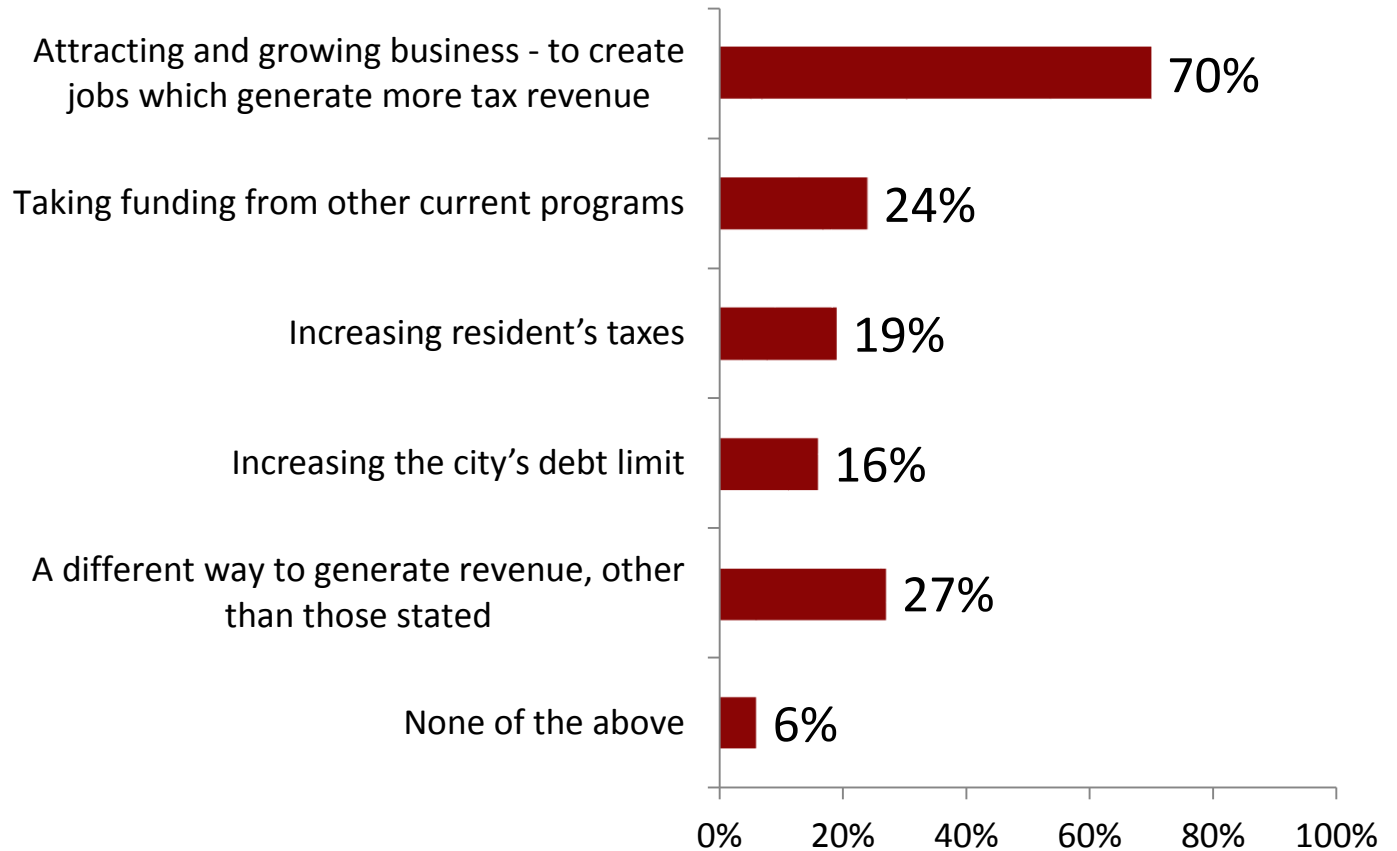
Q16. I’m going to read you a list of statements that describe what the next mayor of Richmond could do when it comes to the Richmond Public School System. Please indicate if you feel the mayor should or should not do each of these things using a scale of 1 to 5 for your answers, where 1 means “should not do” and 5 means “should do.”

Weighted
n = 1,879



Because multiple responses were allowed, percentages may add to greater than 100%.

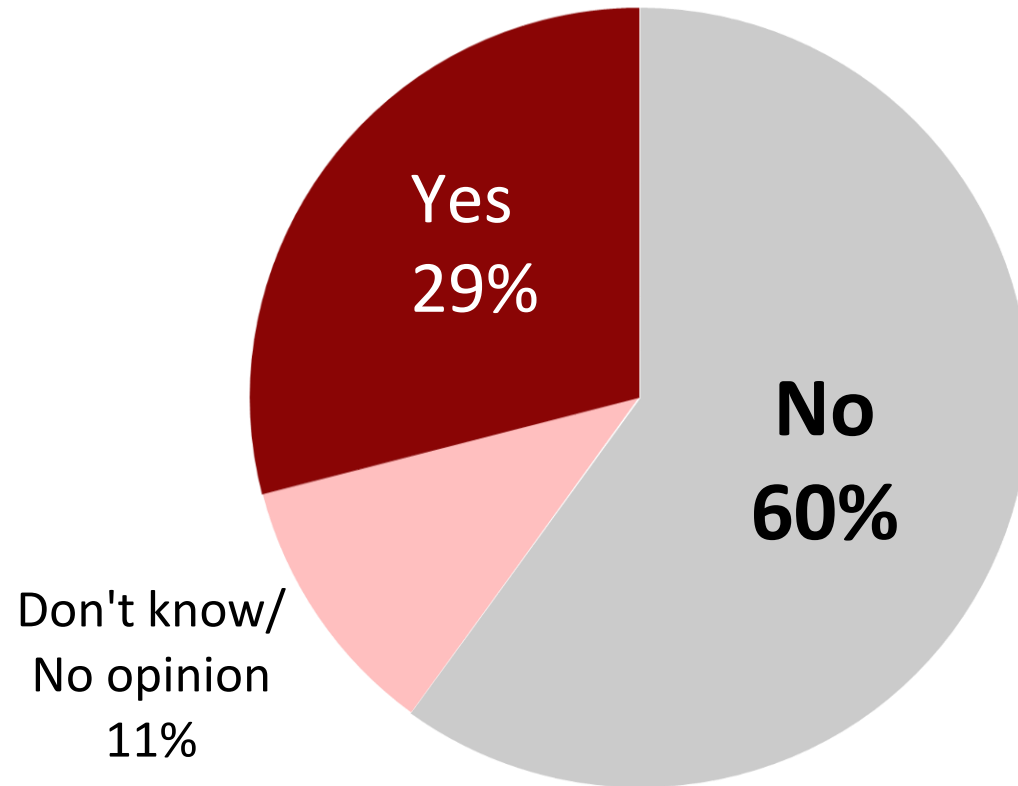
Respondents Are Most in Favor of Generating More Revenue for Schools By Attracting and Growing Business



Weighted
n = 1,879

Q17. Most people believe the city and the schools need more money. There are several ways to generate more revenue for the schools. Which are you in favor of? [SELECT ALL THAT APPLY]

Three in Five Respondents Believe the School Board Should Not Have the Ability to Levy Taxes



Weighted
n = 1,879

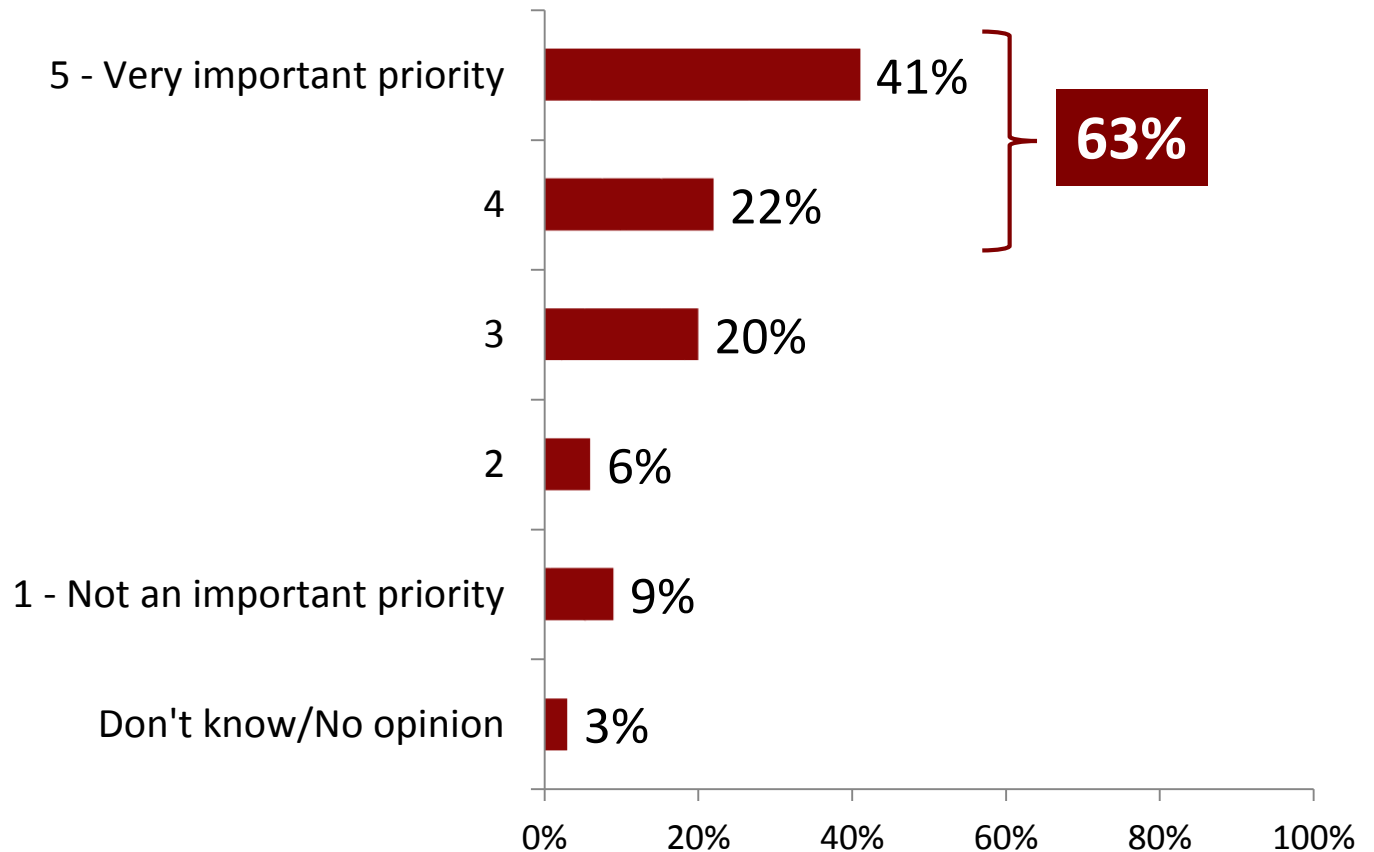
Q18. Do you think that the elected School Board should have the ability to levy taxes so they don't have to ask the Mayor and City Council for their budget every year?

Project Priorities for the City of Richmond

City-Related Projects

- Downtown Coliseum
- Connect Transportation Modes Across the Region
- Work With Businesses to Create Jobs and Provide Food and Services to Underserved Areas
- Stone Brewing Project

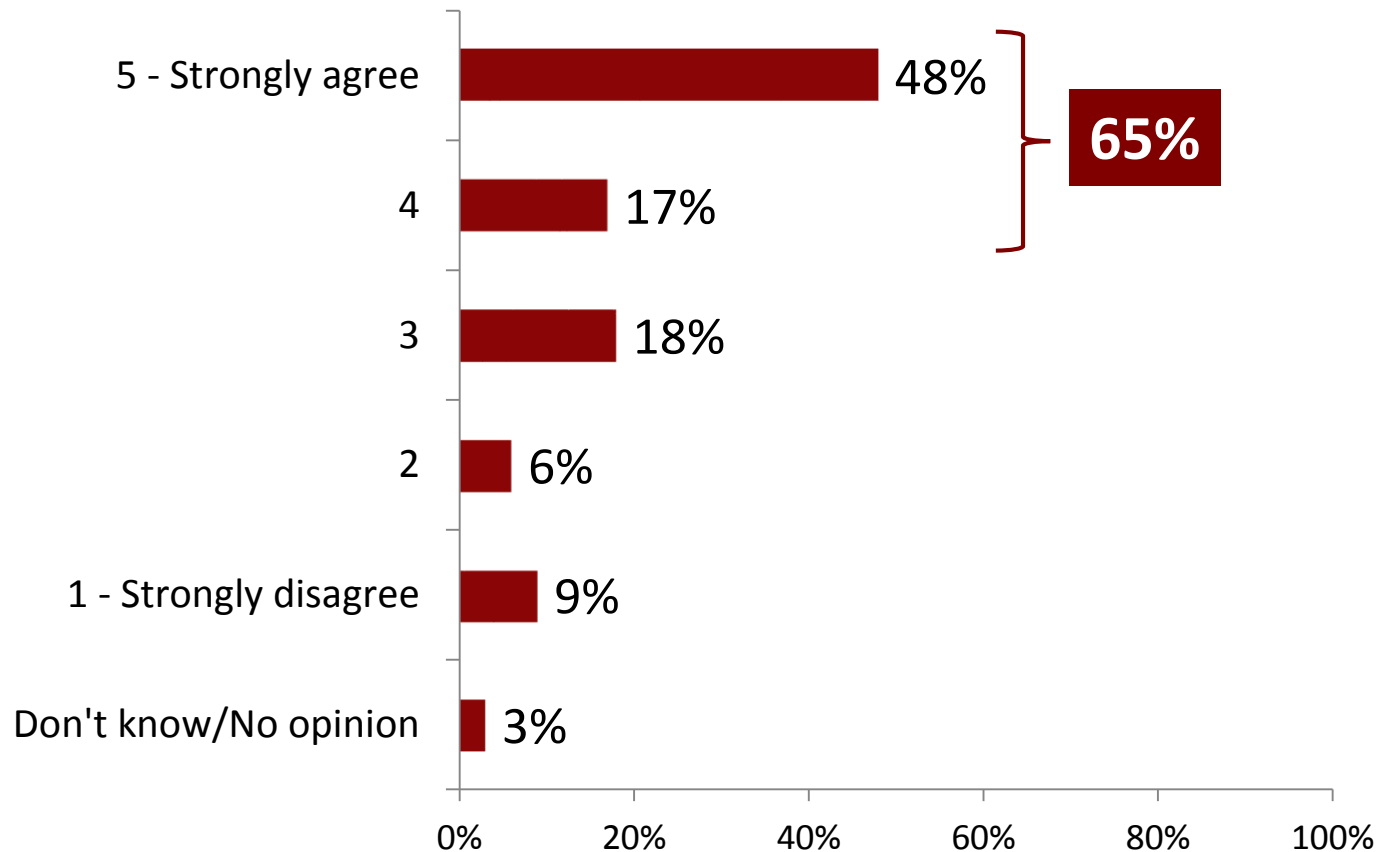
Nearly Two-Thirds of Respondents Feel that a New, Privately Financed Downtown Coliseum is an Important Priority for the City



Q19. Years of deferred maintenance have left Richmond’s aging downtown Coliseum unable to attract major conventions, concerts, and sporting events. In addition, the design makes it impossible to upgrade to modern standards. If a new downtown coliseum were privately financed, would help generate new jobs, and helped produce new tax revenue for schools and neighborhood amenities, how important would this priority be for the city? Please use a scale of 1 to 5 for your answers, where 1 means “Not an important priority” and 5 means “Very important priority.”

Weighted
n = 1,879

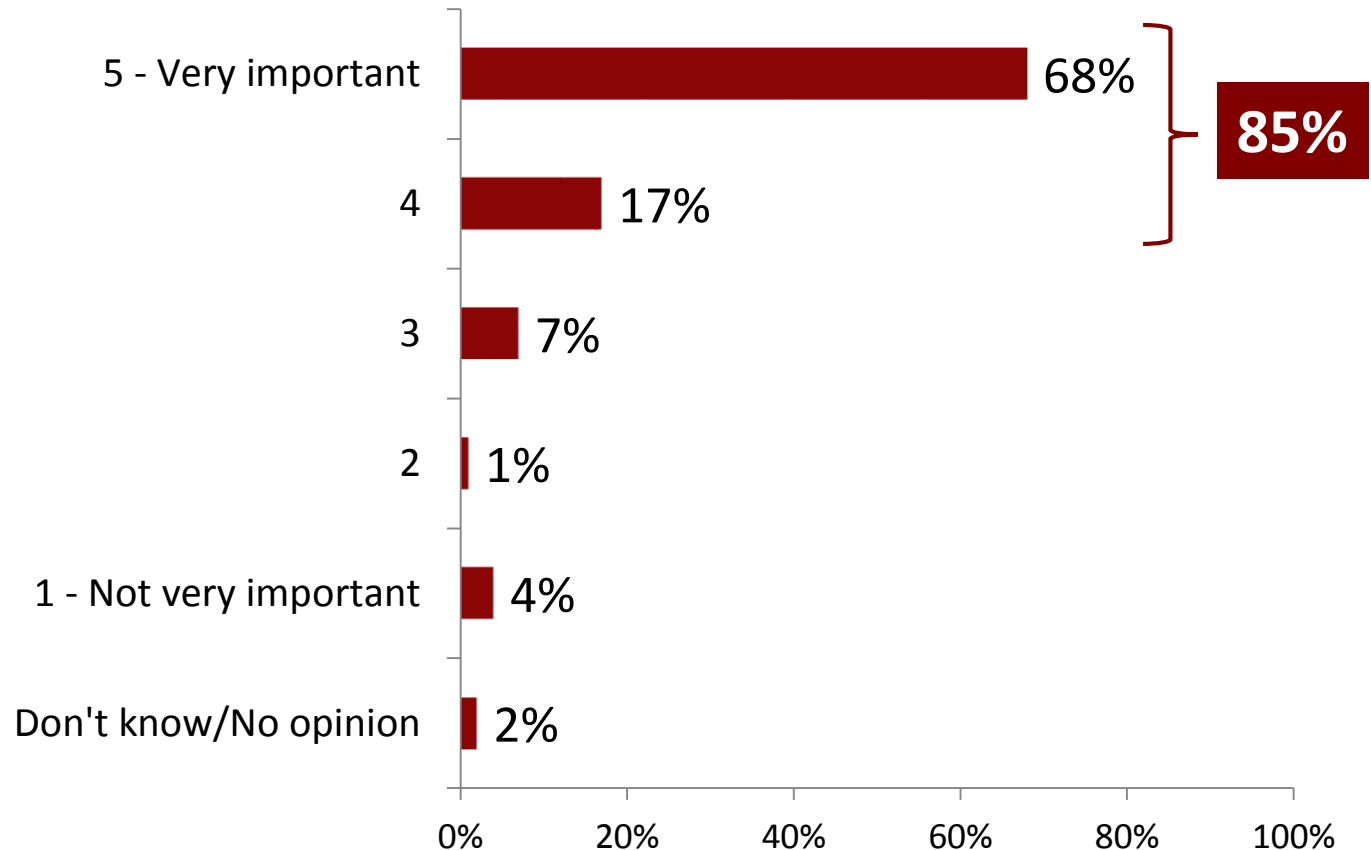
Two-Thirds (65%) of Respondents Believe that the Mayor Should Help Build a System that Would Connect Transportation Modes Across the Region



Q20. Do you believe the mayor should help build a transportation system that would connect highways, bus service, train service, bike trails, and other transportation modes across the region? Please use a scale of 1 to 5 for your answer, where 1 means “strongly disagree” and 5 means “strongly agree.”

Weighted
n = 1,879

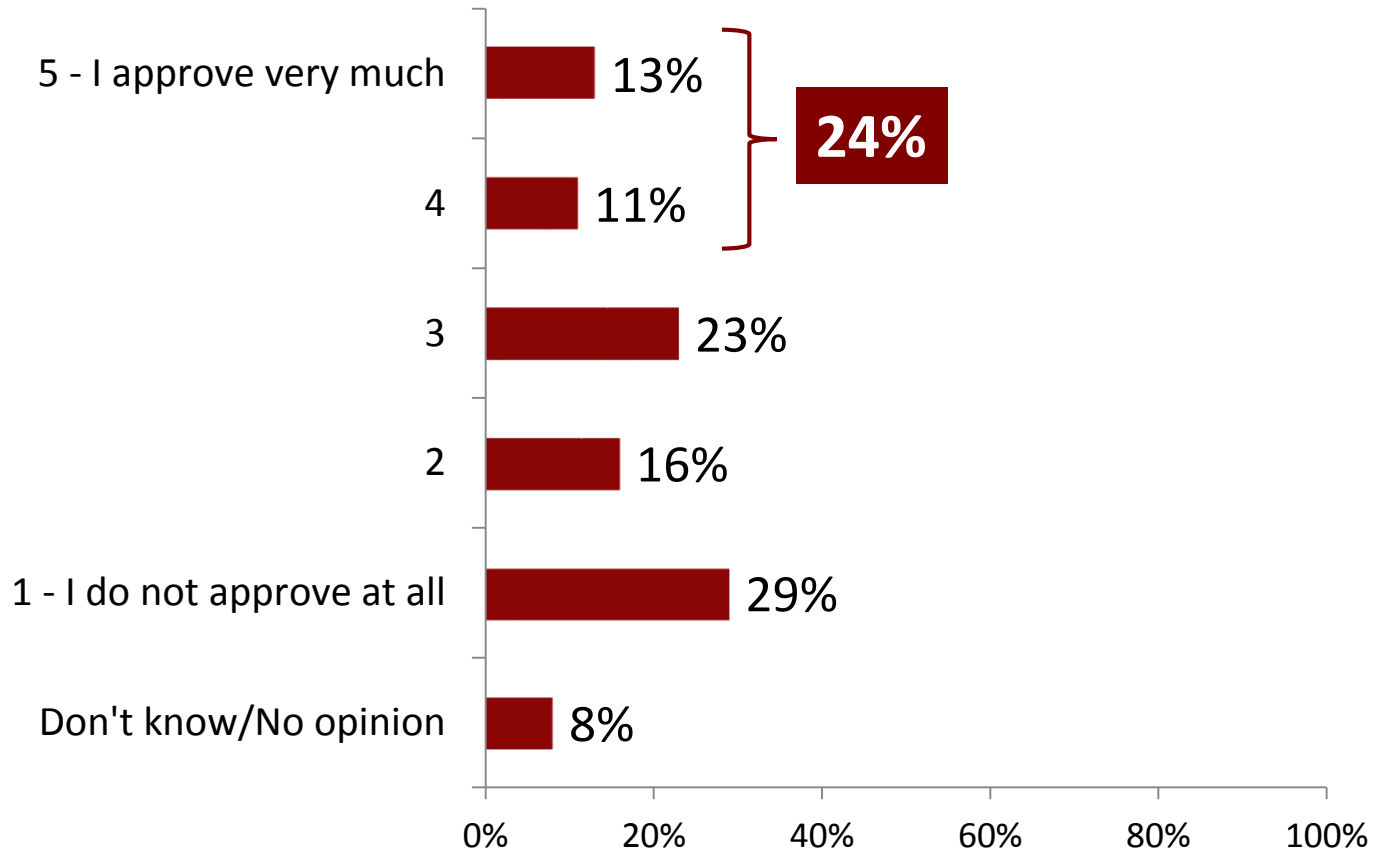
Most Respondents (85%) Feel it is Important that the City Work With Businesses to Create Jobs and Provide Food and Services to Underserved Areas



Q25. The city has been working with a private developer to build a supermarket in the East End, which is currently a food desert. How important is it that the city work with these types of businesses to create jobs and provide food and services in areas that are currently underserved? Please use a scale of 1 to 5, where 1 is “not very important” and 5 is “very important.”

Weighted
n = 1,879

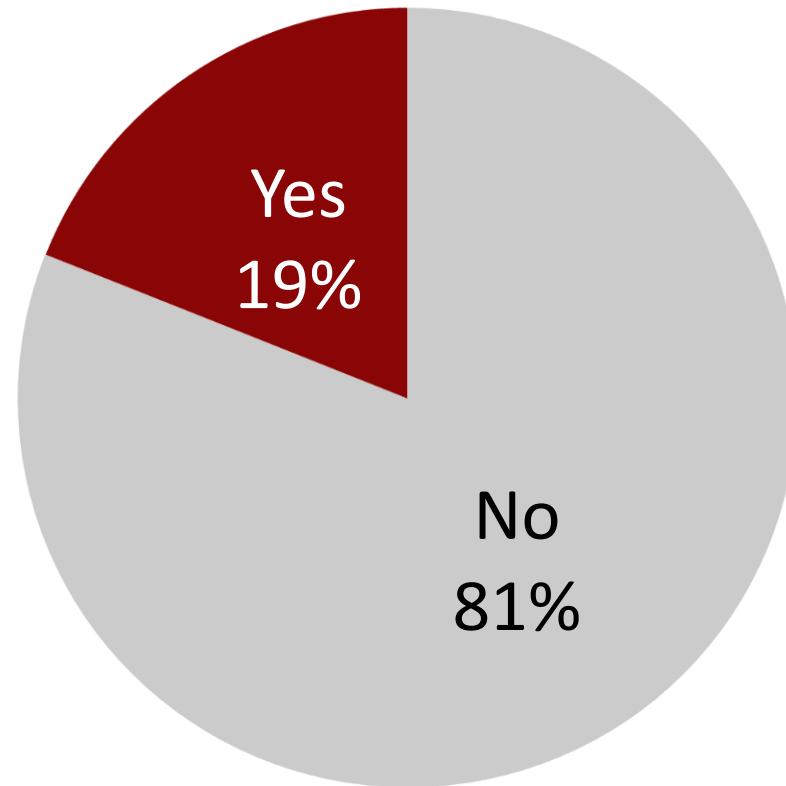
Nearly a Quarter of Respondents Approve of the City's \$33M Investment in the Stone Brewing Project



Q21. Much attention has been paid to the Stone Brewing project and the fact that the City put up \$33 million in public money and incentives for the brewery. Please rate your approval of this investment using a scale of 1 to 5, where 1 is "I do not approve at all" and 5 is "I approve very much".

Weighted
n = 1,879

Only One in Five Respondents Are Aware That the City Will Receive \$27M More Than Invested in Rent for the Stone Brewing Facility

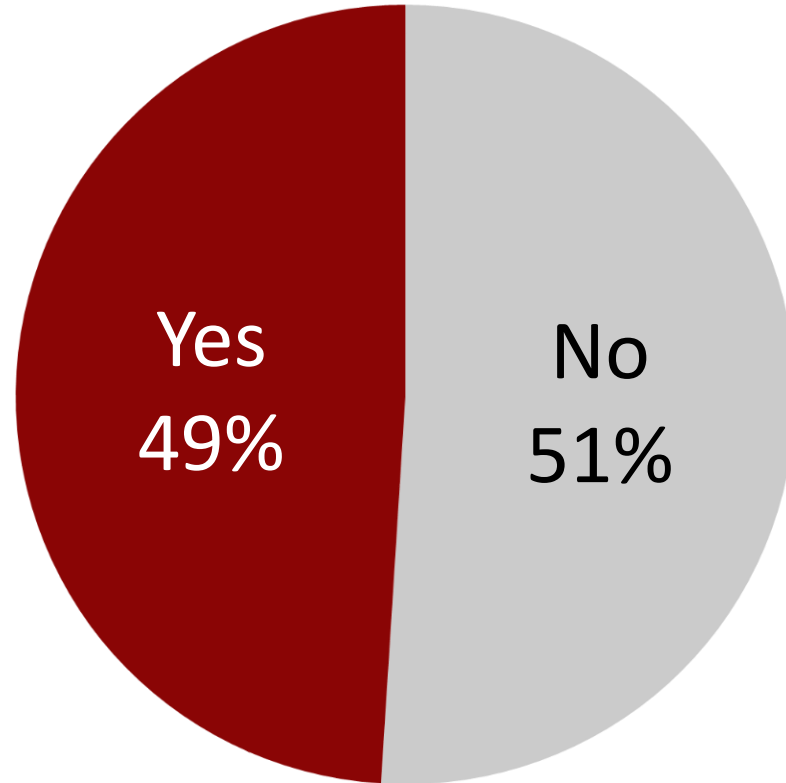


Weighted
n = 1,879

Q22. Are you aware that the city will receive \$60 million in total rent for the Stone Brewing facility, which is \$27 million more than the city spent?

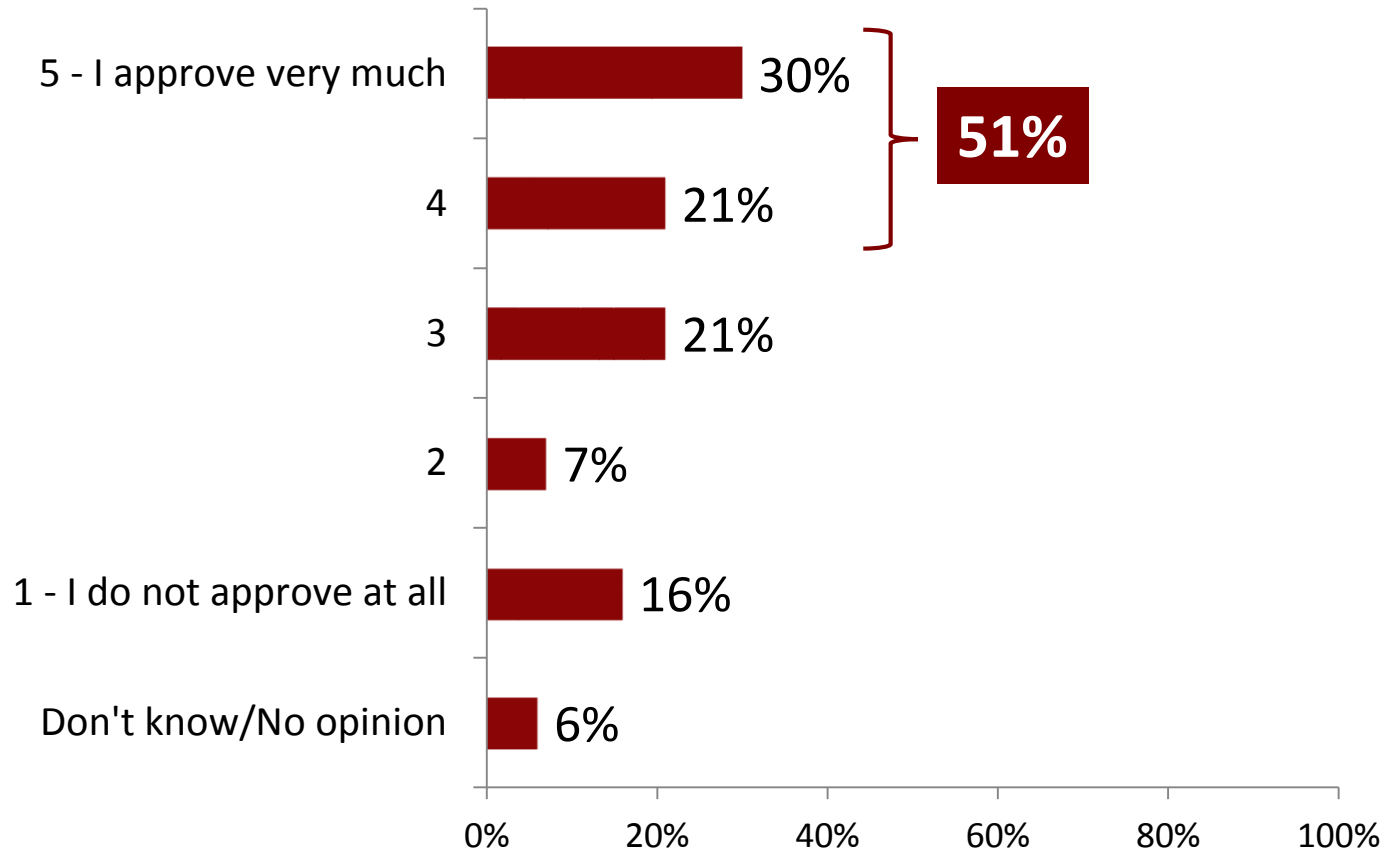
Respondents in the Eighth District are significantly more likely to be unaware that the Stone Brewing Project will create hundreds of jobs (67%).

Nearly Half of Respondents Are Aware That the Stone Brewing Project Will Create Hundreds of Jobs



Weighted
n = 1,879

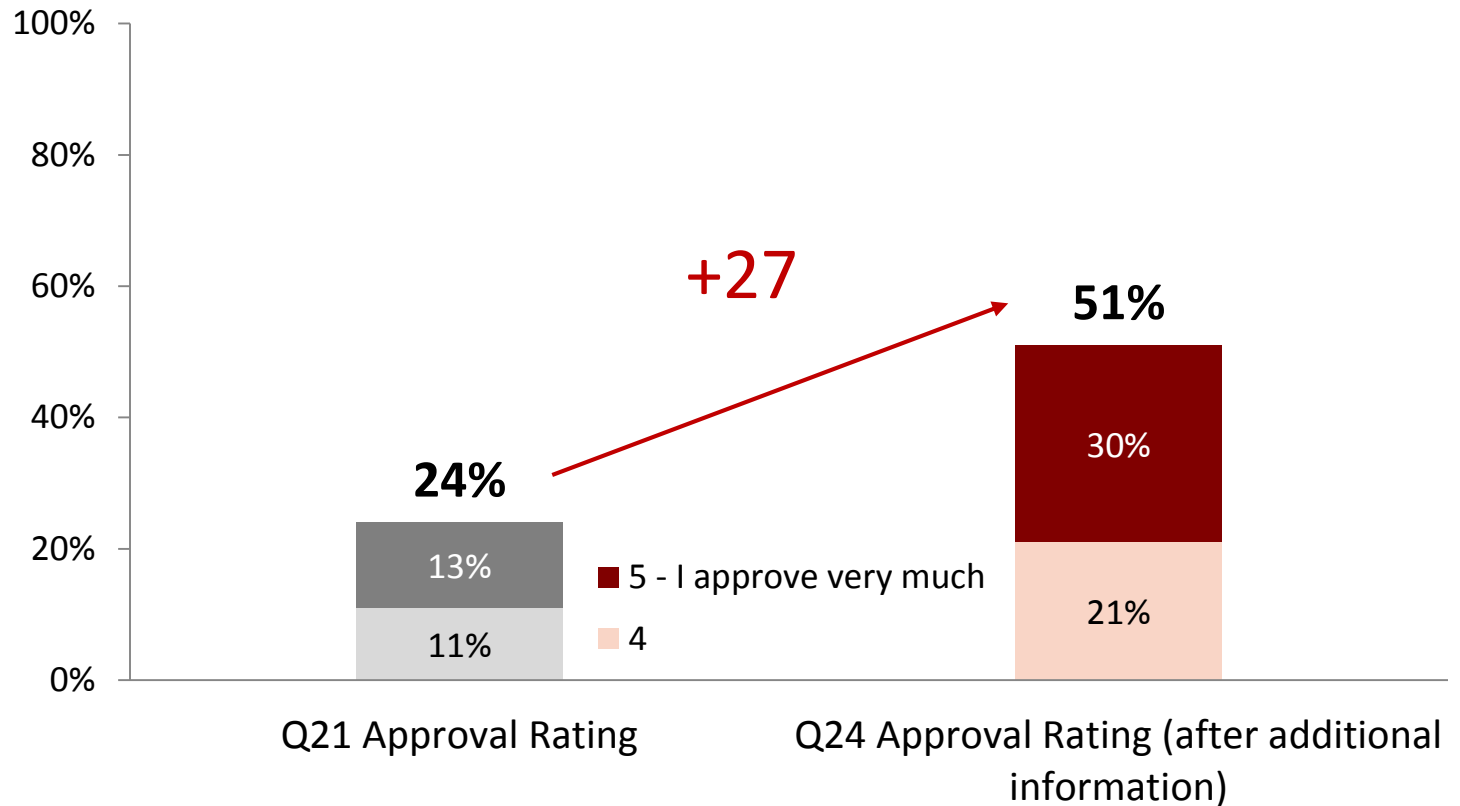
When Asked Again to Rate Their Approval of the Stone Brewing Project After Being Given Additional Information, Half of Respondents Now Approve of the City's Investment



Q24. Now that you know these two facts, please again rate your approval of the city's \$33 million investment in the Stone Brewing project using a scale of 1 to 5, where 1 is "I do not approve at all" and 5 is "I approve very much."

Weighted
n = 1,879

The Presentation of Additional Information Regarding Job Growth and Projected Rent Significantly “Lifted” Approval Ratings of the Stone Brewing Project



Q21. Much attention has been paid to the Stone Brewing project and the fact that the City put up \$33 million in public money and incentives for the brewery. Please rate your approval of this investment using a scale of 1 to 5, where 1 is “I do not approve at all” and 5 is “I approve very much”.

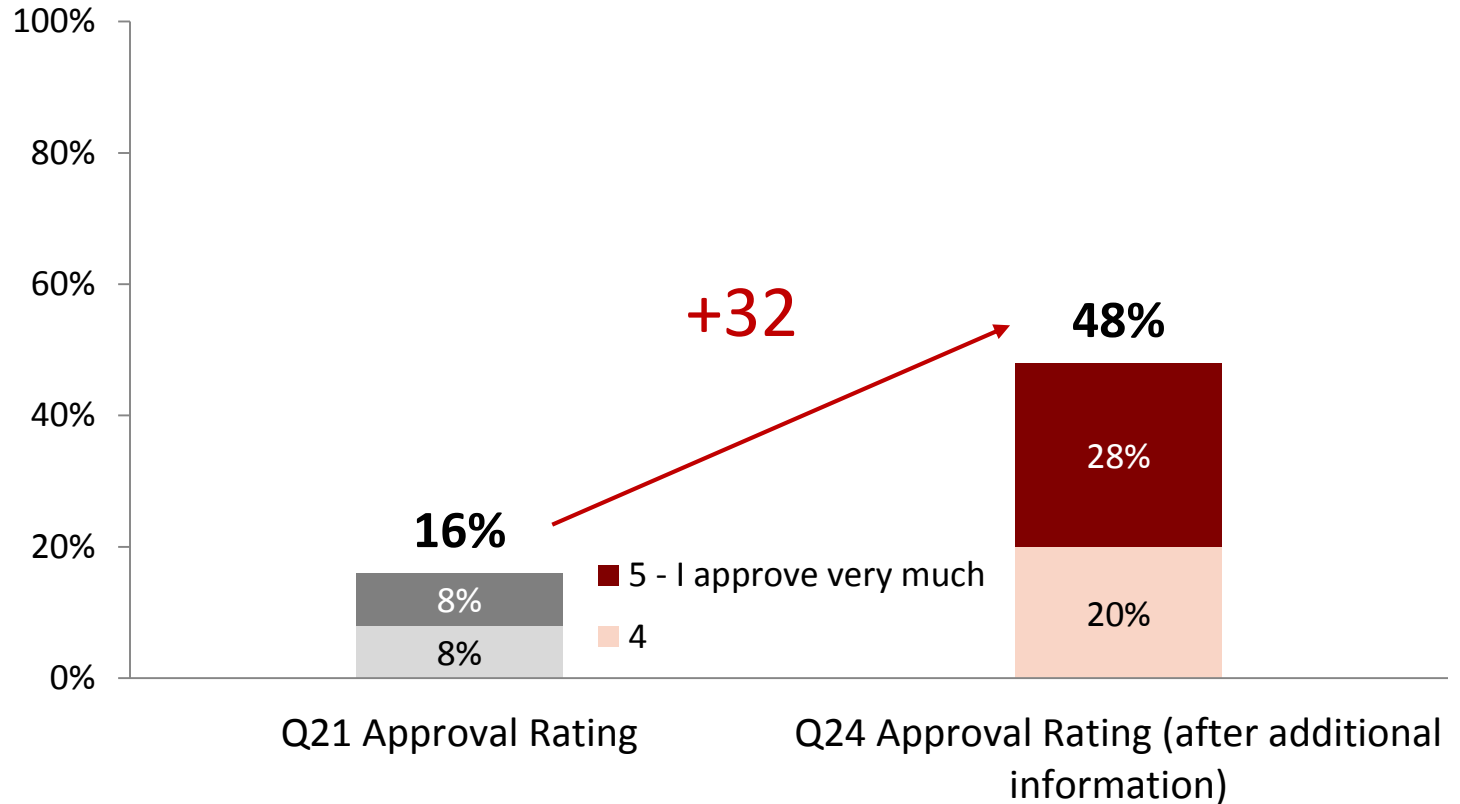
Q24. Now that you know these two facts, please again rate your approval of the city’s \$33 million investment in the Stone Brewing project using a scale of 1 to 5, where 1 is “I do not approve at all” and 5 is “I approve very much.”

Weighted
n = 1,879

Ratings are for respondents who answered "no" to Q22 and Q23.

This "Lift" is Even More Pronounced for Respondents Who Were Unaware of Both Facts

Approval Ratings Tripled for These Respondents



Q21. Much attention has been paid to the Stone Brewing project and the fact that the City put up \$33 million in public money and incentives for the brewery. Please rate your approval of this investment using a scale of 1 to 5, where 1 is "I do not approve at all" and 5 is "I approve very much".

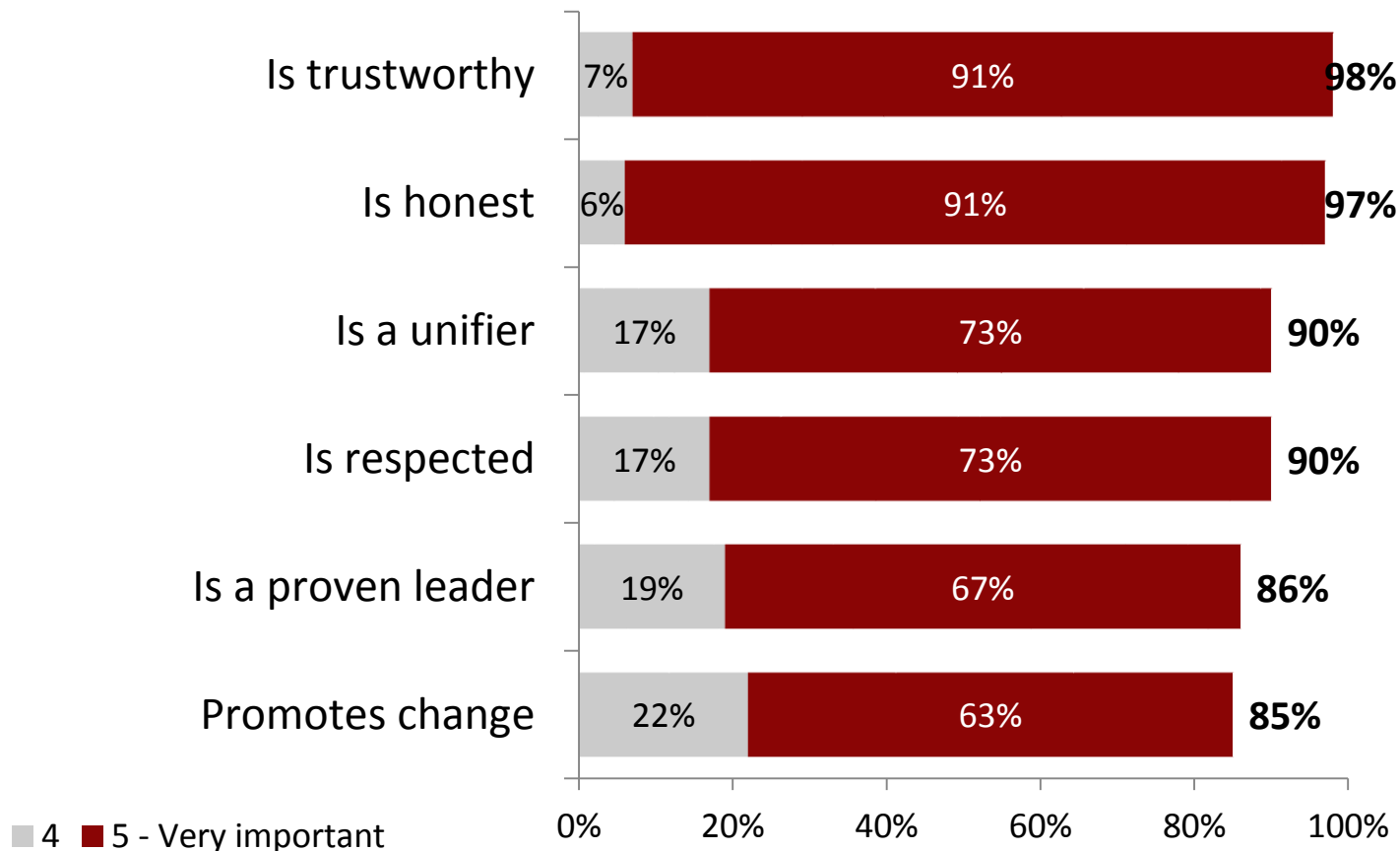
Q24. Now that you know these two facts, please again rate your approval of the city's \$33 million investment in the Stone Brewing project using a scale of 1 to 5, where 1 is "I do not approve at all" and 5 is "I approve very much."

Weighted
n = 895

Qualities of Next Mayor

Respondents Feel Most “Tested” Qualities Are Important of the Ideal Mayor

On average, the proportion of respondents who selected “don’t know” for these qualities is 1%.



Q10. I’m going to read you a list of qualities which could describe the ideal mayor. Using a scale of 1 to 5, where 1 is “not very important” and 5 is “very important,” how important is it that the ideal mayor has each of these qualities? The first/next one is ...

Weighted
n = 1,879



The Important Qualities of the Ideal Mayor Are Consistent Across Districts

	1	2	3	4	5	6	7	8	9
Is trustworthy	97%	99%	99%	96%	98%	100%	97%	96%	93%
Is honest	99%	98%	99%	95%	99%	100%	98%	96%	94%
Is a unifier	89%	93%	94%	86%	91%	86%	92%	93%	86%
Is respected	91%	87%	92%	91%	91%	89%	91%	92%	85%
Is a proven leader	83%	83%	89%	88%	83%	91%	86%	91%	84%
Promotes change	77%	79%	87%	77%	85%	90%	92%	91%	86%

Weighted n = 1,879

Percentages represent proportion of respondents who selected “4” or “5 – Very important”.

Q10. I’m going to read you a list of qualities which could describe the ideal mayor. Using a scale of 1 to 5, where 1 is “not very important” and 5 is “very important,” how important is it that the ideal mayor has each of these qualities? The first/next one is ...

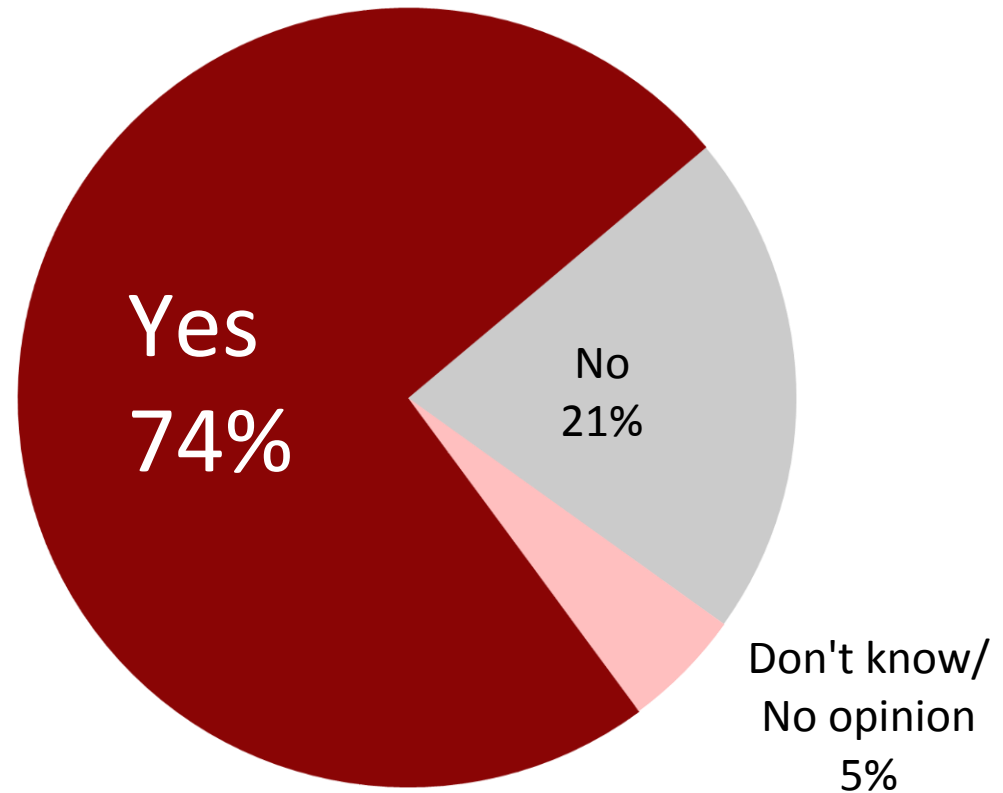
Older Generations Find the Mayoral Traits of Being **Respected** and Being a **Proven Leader** More Important than Other Generations, While Millennials Find **Promoting Change** Significantly More Important than Older Generations

	Millennials	Gen X	Boomers	Silent / GI
	n = 627	n = 465	n = 541	n = 221
Is trustworthy	97%	97%	98%	97%
Is honest	98%	97%	97%	97%
Is a unifier	89%	88%	92%*	89%
Is respected	86%	91%	92%*	94%*
Is a proven leader	87%	83%	88%*	90%*
Promotes change	90%*	83%	83%	82%

Q10. I'm going to read you a list of qualities which could describe the ideal mayor. Using a scale of 1 to 5, where 1 is "not very important" and 5 is "very important," how important is it that the ideal mayor has each of these qualities? The first/next one is ...

Respondents from the First and Fourth Districts feel most strongly that the mayoral position should be a sole job (84% and 83%, respectively).

Nearly Three-Quarters of Respondents Believe the Position of Mayor Should be the Mayor's Sole Job



Q13. Do you believe the position of mayor should be the mayor's sole job? By "sole job," we mean the next mayor of the City of Richmond would not work on other personal outside employment engagements or opportunities that take time and attention away from being the City's mayor.

Weighted
n = 1,879

Thank You