

Reeves and Sharp are in a statistical dead heat going into the Primary Election

July 27, 2022

For Immediate Release:

In a recent Political Matrix/Listener Group poll of 411 likely Republican and NPA voters; we see 64.2% saying the city of Pensacola is going in the right direction. Additionally, when asked about the mayor’s race, we see D.C. Reeves leading with 34.8% closely followed by Steve Sharp with 29.4% and 9.4% being undecided, at this time. Now with this study just being of 2 parties, it will be interesting to see how this holds when democrat votes are included on election day.

1. In what direction do you think the city is going?			
<i>Responses: 411</i>		<i>Total</i>	<i>Overall %</i>
	1. Right Direction	264	64.2%
	2. Wrong Direction	147	35.8%

2. If the election for mayor were held today, who would you choose between D.C. Reeves, Steven Sharp, Sherri Myers or Jewel Canada Wynn?			
<i>Responses: 411</i>		<i>Total</i>	<i>Overall %</i>
	1. D.C. Reeves	143	34.8%
	2. Steven Sharp	121	29.4%
	3. Sherry Myers	53	12.9%
	4. Jewel Canada Wynn	55	13.4%
	5. Undecided	39	9.5%

METHODOLOGY:

The persons sampled were City of Pensacola Republican and NPA voters with a voter score of 90% or higher, The voters called were those only with landlines and were called using an Interactive Voice Response (IVR) system and were called during the hours of 4PM to 8PM on July 24-25, 2022. The Margin of Error for this study is +/- 5.5% with a confidence level of 95%.

ABOUT THE LISTENER GROUP:

Starting as a call center and market research center in 1998; since 2010 TLG has been serving clients as a full-service Marketing Research, Advertising, Public Relations firm. If your success depends on other people—customers, clients, patients, readers, viewers, and voters in whatever role these people’s opinions of you matter—you need The Listener® Group. Headquartered in Pensacola, we have

developed a team that has placed us, continuously, as the most accurate political and public policy polling firm in the Southeastern United States. We deliver a comprehensive blend of market research and advertising products that work in concert to maximize the effectiveness of your message. For more information you can contact Greg Fink at 850.384.7008 or greg@thelistenergroup.com.

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1. In what direction do you think the city is going				
<i>Responses: 411</i>		<i>Total</i>	<i>Crosstab %</i>	<i>Overall %</i>
Gender (2R)				
Male, Responses: 214				
	1. Right Direction	144	67.3%	35.0%
	2. Wrong Direction	70	32.7%	17.0%
Female, Responses: 194				
	1. Right Direction	119	61.3%	29.0%
	2. Wrong Direction	75	38.7%	18.2%

1. In what direction do you think the city is going				
<i>Responses: 411</i>		<i>Total</i>	<i>Crosstab %</i>	<i>Overall %</i>
Age (Generational)				
21 and Under, Responses: 12				
	1. Right Direction	8	66.7%	1.9%
	2. Wrong Direction	4	33.3%	1.0%
22 to 34 "Millennials", Responses: 68				
	1. Right Direction	41	60.3%	10.0%

	2. Wrong Direction	27	39.7%	6.6%
35 to 44 "Gen X", Responses: 81				
	1. Right Direction	55	67.9%	13.4%
	2. Wrong Direction	26	32.1%	6.3%
45 to 64 "Boomers", Responses: 157				
	1. Right Direction	105	66.9%	25.5%
	2. Wrong Direction	52	33.1%	12.7%
65+ "Traditionalist", Responses: 93				
	1. Right Direction	55	59.1%	13.4%
	2. Wrong Direction	38	40.9%	9.2%

1. In what direction do you think the city is going				
<i>Responses: 411</i>		<i>Total</i>	<i>Crosstab %</i>	<i>Overall %</i>
Race (WebElect)				
White, Responses: 366				
	1. Right Direction	231	63.1%	56.2%
	2. Wrong Direction	135	36.9%	32.8%
Black, Responses: 17				
	1. Right Direction	13	76.5%	3.2%
	2. Wrong Direction	4	23.5%	1.0%
Other, Responses: 12				
	1. Right Direction	10	83.3%	2.4%
	2. Wrong Direction	2	16.7%	0.5%

1. In what direction do you think the city is going

<i>Responses: 411</i>		<i>Total</i>	<i>Crosstab %</i>	<i>Overall %</i>
Party Labels				
Democrat, Responses:				
1. Right Direction		0	0.0%	0.0%
2. Wrong Direction		0	0.0%	0.0%
No Party Affiliation , Responses: 124				
1. Right Direction		78	62.9%	19.0%
2. Wrong Direction		46	37.1%	11.2%
Republican, Responses: 287				
1. Right Direction		186	64.8%	45.3%
2. Wrong Direction		101	35.2%	24.6%

2. If the election for mayor were held today, who would you choose between D.C. Reeves, Steven Sharp, Sherri Myers or Jewel Canada Wynn?

<i>Responses: 411</i>		<i>Total</i>	<i>Overall %</i>
1. D.C. Reeves		143	34.8%
2. Steven Sharp		121	29.4%
3. Sherry Myers		53	12.9%
4. Jewel Canada Wynn		55	13.4%
5. Undecided		39	9.5%

2. If the election for mayor were held today, who would you choose between D.C. Reeves, Steven Sharp, Sherri Myers or Jewel Canada Wynn?

<i>Responses: 411</i>		<i>Total</i>	<i>Crosstab %</i>	<i>Overall %</i>
Gender (2R)				
Male, Responses: 214				
1. D.C. Reeves		82	38.3%	20.0%

	2. Steven Sharp	57	26.6%	13.9%
	3. Sherry Myers	34	15.9%	8.3%
	4. Jewel Canada Wynn	26	12.1%	6.3%
	5. Undecided	15	7.0%	3.6%
Female, Responses: 194				
	1. D.C. Reeves	61	31.4%	14.8%
	2. Steven Sharp	63	32.5%	15.3%
	3. Sherry Myers	19	9.8%	4.6%
	4. Jewel Canada Wynn	27	13.9%	6.6%
	5. Undecided	24	12.4%	5.8%

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<i>Responses: 411</i>		<i>Total</i>	<i>Crosstab %</i>	<i>Overall %</i>
Age (Generational)				
21 and Under, Responses: 12				
	1. D.C. Reeves	4	33.3%	1.0%
	2. Steven Sharp	4	33.3%	1.0%
	3. Sherry Myers	1	8.3%	0.2%
	4. Jewel Canada Wynn	2	16.7%	0.5%
	5. Undecided	1	8.3%	0.2%
22 to 34 "Millennials", Responses: 68				
	1. D.C. Reeves	31	45.6%	7.5%
	2. Steven Sharp	20	29.4%	4.9%
	3. Sherry Myers	4	5.9%	1.0%
	4. Jewel Canada Wynn	10	14.7%	2.4%
	5. Undecided	3	4.4%	0.7%
35 to 44 "Gen X", Responses: 81				

	1. D.C. Reeves	28	34.6%	6.8%
	2. Steven Sharp	22	27.2%	5.4%
	3. Sherry Myers	9	11.1%	2.2%
	4. Jewel Canada Wynn	10	12.3%	2.4%
	5. Undecided	12	14.8%	2.9%
45 to 64 "Boomers", Responses: 157				
	1. D.C. Reeves	53	33.8%	12.9%
	2. Steven Sharp	42	26.8%	10.2%
	3. Sherry Myers	29	18.5%	7.1%
	4. Jewel Canada Wynn	20	12.7%	4.9%
	5. Undecided	13	8.3%	3.2%
65+ "Traditionalist", Responses: 93				
	1. D.C. Reeves	27	29.0%	6.6%
	2. Steven Sharp	33	35.5%	8.0%
	3. Sherry Myers	10	10.8%	2.4%
	4. Jewel Canada Wynn	13	14.0%	3.2%
	5. Undecided	10	10.8%	2.4%

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<i>Responses: 411</i>		<i>Total</i>	<i>Crosstab %</i>	<i>Overall %</i>
Race (WebElect)				
White, Responses: 366				
	1. D.C. Reeves	130	35.5%	31.6%
	2. Steven Sharp	110	30.1%	26.8%
	3. Sherry Myers	44	12.0%	10.7%
	4. Jewel Canada Wynn	46	12.6%	11.2%
	5. Undecided	36	9.8%	8.8%

Black, Responses: 17				
1. D.C. Reeves		6	35.3%	1.5%
2. Steven Sharp		4	23.5%	1.0%
3. Sherry Myers		4	23.5%	1.0%
4. Jewel Canada Wynn		3	17.6%	0.7%
5. Undecided		0	0.0%	0.0%
Other, Responses: 12				
1. D.C. Reeves		4	33.3%	1.0%
2. Steven Sharp		2	16.7%	0.5%
3. Sherry Myers		0	0.0%	0.0%
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Party Labels				
Democrat, Responses:				
1. D.C. Reeves		0	0.0%	0.0%
2. Steven Sharp		0	0.0%	0.0%
3. Sherry Myers		0	0.0%	0.0%
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5. Undecided		0	0.0%	0.0%
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1. D.C. Reeves		42	33.9%	10.2%
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4. Jewel Canada Wynn		15	12.1%	3.6%
5. Undecided		8	6.5%	1.9%

Republican, Responses: 287				
1. D.C. Reeves	101	35.2%	24.6%	
2. Steven Sharp	82	28.6%	20.0%	
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5. Undecided	31	10.8%	7.5%	