Every Voice, Every Vote Public Sentiment Survey

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Project Type: Survey Design & Analysis
Timeline: July 2022 – November 2023

About the Project

In the months leading up to the 2023 general election, Anavi Strategies partnered with the Urban Affairs Coalition (UAC) to design, distribute, and analyze the Every Voice, Every Vote Public Sentiment Survey. This survey, supported by the Lenfest Foundation as part of the Every Voice, Every Vote (EVEV) initiative, sought to gauge Philadelphians' opinions on the city's most pressing issues–and key policy solutions–in the lead-up to the city's mayoral

EVEV Project Partners

election. The EVEV initiative is self-described as "a citywide coalition catalyzing collaboration and building stronger connections among media outlets, community organizations, residents, and elected officials to encourage civic engagement, raise issues, and track progress over time."

The survey was designed to reflect the city's most important issues, as identified by previous surveys and focus groups conducted by the Lenfest Foundation. The results were intended to inform questions for an October 2023 mayoral forum, as a way to keep candidates accountable to their stated platforms and the public.

Project Scope

The scope of this project consisted of a front-to-back design and execution of a novel public sentiment survey, with responsibilities shared between Anavi Strategies and the Urban Affairs Coalition. Anavi Strategies was responsible for leading the survey drafting process, the creation of the survey analysis plan, and the execution of the analysis and reporting. UAC was responsible for overall project management, survey distribution, and communicating the survey results to the press and the public (including the October 2023 mayoral forum). The survey consisted of 39 questions, and included a range of question types including Likert scales, ranking exercises, and a full suite of optional demographic questions.

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Project Activities

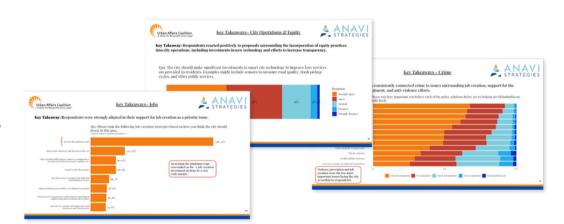|	
Initial Research	After working with UAC to identify the primary topic areas of the survey, Anavi Strategies researched possible policy solutions for inclusion in the survey.
Survey Tool Design	Anavi Strategies collaborated with the UAC team to draft targeted and accessible survey questions covering each issue and policy solution.
Survey Analysis Plan Creation	After the finalization of the survey, we created a detailed analysis plan outlining our approach to analyzing and visualizing each question, including disaggregation by demographic variables.
Survey Analysis	After UAC completed the survey data collection process, Anavi Strategies analyzed the data in accordance with the survey analysis plan. This included organizing and cleaning the data, creating breakdowns by demographic attributes, developing clean and readable data visualizations, and identifying notable trends and narratives that arose from the analysis.
Deliverable Creation	Following the completion of the analysis phase, we created several deliverables summarizing the key takeaways and themes shown by the data. These included a summary slide deck, a full slide deck with visualizations of every question, and a memo for distribution to journalists interested in covering the survey results.

The final deliverable included comprehensive data visualizations of the most notable trends and key takeaways.

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Results, Application, & Media Coverage

The survey was administered using the Qualtrics platform and distributed via a variety of channels including a Qualtrics-driven survey panel, the UAC newsletter and partner network, and the EVEV partner network. The survey was open between August-October 2023, and garnered 1,002 responses. The survey results highlighted crime as Philadelphians' highest priority issue heading into the election, and suggested that many respondents held a nuanced view of crime and its relationship to other factors such as mental health challenges, job availability, and a lack of support for the educational system.

These results were used to inform questions asked to the mayoral candidates in the October 2023 forum hosted by the EVEV initiative. In addition, the survey results were published online and received media attention from multiple outlets including the Philadelphia Inquirer.

ELECTIONS
A new survey reveals divides in how Philadelphians want the next mayor to fight crime

Voters will decide Tuesday who will be Philadelphia's 100th mayor. A new survey shows a divide in how Philadelphians want the next mayor to fight crime.

TOM GRALISH / Staff Photographer

by Sean Collins Walsh
Updated Nov 6, 2023

It's no secret that public safety is a major concern for Philadelphians.

The Inquirer covered the survey results as part of the election news cycle.

Looking Ahead

After a successful campaign ahead of the 2023 general election, Every Voice, Every Vote announced in Spring 2024 that it will continue to operate with $2.8M in new grant funding available for partner organizations focusing on local journalism and nonpartisan civic engagement efforts.

Photo Credit: NASA

Credit: Nate Lee