

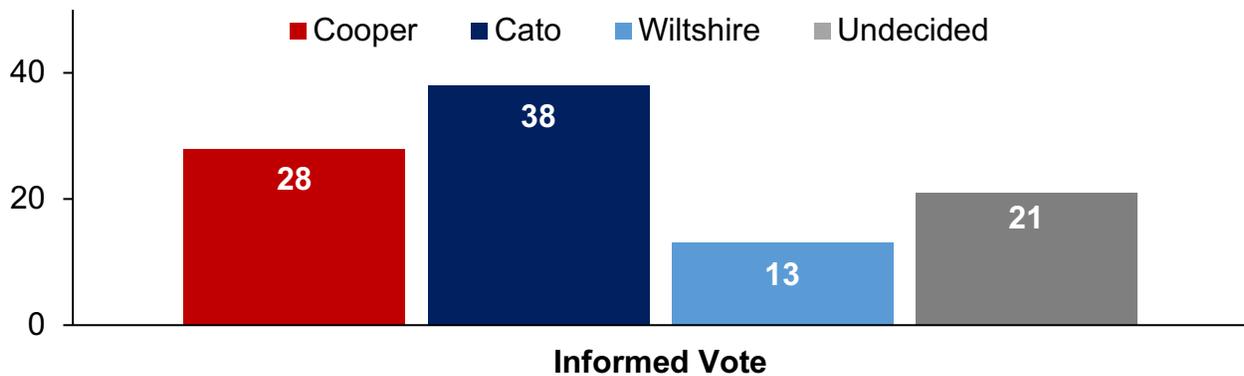
May 2, 2022

To: Interested Parties
Fr: Kevin Akins and Beau Salant, Impact Research
Re: Polling in Nashville’s 2023 Mayoral Race

Hal Cato is poised to be an extremely strong challenger to incumbent John Cooper in Nashville’s 2023 Mayoral election. Cooper’s approval rating is deeply underwater (41% positive / 56% negative), and Nashville voters express a desire for new leadership. Meanwhile, Cato’s profile is an incredible fit for the electorate. Voters flock in Cato’s direction after hearing balanced bios on potential candidates for Mayor.

Key Findings

- **Voters are souring on the city’s direction.** Only 31% of Nashville municipal voters see the city going in the right direction. Conversely, a majority – 54% – say that the city is moving in the wrong direction.
- **People are looking for a John Cooper alternative.** From the outset, most voters begin the race opposed to John Cooper and a majority (53%) of likely 2023 voters say they will vote to elect someone else as Mayor, while only 34% say they will vote to re-elect Cooper.
- **Hal Cato leads after voters hear balanced positives.** After positive bios for Cooper, Cato, and potential candidate Matt Wiltshire*, Hal Cato opens a double-digit lead in the race for Mayor (**38% Cato / 28% Cooper / 13% Wiltshire / 21% und**). Voters flock to Cato, and Cooper trails – even after positives touting his top accomplishments.



**This poll was conducted prior to Freddie O’Connell’s entry into the race.*

It’s early, but Hal Cato is a strong challenger and fit to take Nashville in a new direction in 2023. With a strong coalition of supporters and the resources to take on the incumbent, Cato can clearly become a strong candidate to become the Mayor of Nashville in 2023.

These findings are based on the results of a phone and text-to-web survey conducted by Impact Research from April 6 – 11, 2022 among N=500 likely 2023 municipal voters in Davidson County, TN. The results are subject to a margin of error of ±4.4 percentage points.

Appendix**Text of Informed Vote**

John Cooper is the mayor of Nashville with more than 30 years of business and financial experience. Cooper has delivered, with record investments in transportation, parks, renewable energy, and education -- including making Nashville teachers the best paid in the state. Cooper has led Nashville through tough times, from the tornado and bombing, to the pandemic -- and he gets the job done.

Hal Cato is a local non-profit and business leader. Cato has made a career of being a purpose driven leader, founding Hands On Nashville then running the Oasis Center and Thistle Farms, a national program helping women who are victims of human trafficking. Hal's work to improve education access, economic opportunities and racial inequalities show he will put people first as Mayor.

Matt Wiltshire helps run Nashville's Development and Housing Agency. After fifteen years in investment banking, Wiltshire turned to public service, becoming the Director of the Mayor's Office of Economic and Community Development. Matt wants to create real opportunities for the city and his fellow citizens.