



MEMORANDUM

To: Interested Parties
From: Show Me Victories
Subject: City of St. Louis Mayoral Survey Results
Date: January 12, 2021

Show Me Victories conducted a survey of 732 registered voters in the City of St. Louis likely to participate in the March 2, 2021 non-partisan municipal primary election. The interviews took place between January 5-8, 2021. The survey data was collected using an Interactive Voice Response system administered to landline telephones only and SMS-to-web texts administered to cellular phones only. The margin of error for the entire sample is +/- 4.0%. Below are some key takeaways from the survey along with the toplines and crosstabulations.¹

Key Takeaways

- **Lewis Reed and Tishaura Jones hold a commanding two-to-one lead over their opponents leading up to the March 2021 non-partisan primary.** Close to one-third of the electorate (30%) indicate Reed is their number one choice for mayor, while a similar percentage of likely voters (28%) chose Tishaura Jones as their primary choice.
- **Despite electoral changes brought about by the passage of Proposition D, the majority (59%) of likely March 2021 voters say they intend to vote for one candidate for mayor.** In contrast, one out of five voters (21%) say they will support multiple mayoral candidates. These findings suggest voters may hold some reservations about the ramifications of Proposition D.
- **The overwhelming majority of black and north city voters intend to vote for one rather than multiple candidates for mayor.** Specifically, 76% of north city residents and 74% of black voters intend to support only one candidate for mayor. In contrast, 50% of whites, along with 54% of central city, and 49% of south city, voters intend to support only one candidate for mayor.

¹ The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. For example, if a response to a given question which all respondents answered was 50%, we could be 95% confident that the true percentage would fall within plus or minus 4.0% of this percentage, or between 46.0% and 54.0%. Survey data has been weighted to match the demographics of likely March 2021 voters. Percentages may not equal 100% due to rounding.

SURVEY TOPLINES

Question 6: Mayoral Race: Due to the passage of Proposition D, candidates running in the March 2021 municipal primary will do so on a nonpartisan basis without party labels. Moreover, voters will be given the option to vote for one, a few, or all, of the candidates they find acceptable to hold office---with the top two vote getters advancing to the April 2021 runoff election.

If the March 2021 election for mayor of the City of St. Louis were held today and the candidates were **[ROTATE]** Lewis Reed, Cara Spencer, Tishaura Jones, and Andrew Jones, who would be your number one choice for mayor?

Lewis Reed	30%
Cara Spencer	11%
Tishaura Jones	28%
Andrew Jones	05%
Undecided	27%

Question 7: Proposition D Impact on Vote: Do you intend to vote for ONE candidate or multiple candidates for mayor?²

One Candidate	59%
Multiple Candidates	21%
Unsure or Do not know	20%

Questions 8-12: Approval of Mayoral Candidates: This March you will be able to vote for more than one candidate for mayor. Let me read you a list of the candidates and please tell me if you would vote for that candidate or not.³ *Please note: Questions 8-12 were NOT asked of respondents who said they would ONLY vote for one candidate in Question 7.*

Question 8: Lewis Reed

Would vote for this candidate	35%
Would NOT vote for this candidate	25%
Unsure or Do not know	40%

Question 9: Cara Spencer

Would vote for this candidate	36%
Would NOT vote for this candidate	16%
Unsure or Do not know	48%

² Those who answered "One Candidate" were skipped to question 12, while those who answered "Multiple Candidates" or "Unsure or Do not know" were asked the remaining questions in order.

³ This question was ONLY asked of respondents who answered, "Multiple Candidates" (N= 151) or "Unsure or Do not know" (n=148) on the previous question (Question 7: Do you intend to vote for ONE candidate or multiple candidates for mayor?).

Question 10: Tishaura Jones

Would vote for this candidate	41%
Would NOT vote for this candidate	28%
Unsure or Do not know	32%

Question 11: Andrew Jones

Would vote for this candidate	10%
Would NOT vote for this candidate	32%
Unsure or Do not know	58%

Summary of Approval Voting for Mayoral Candidates.⁴

Lewis Reed	36%
Cara Spencer	21%
Tishaura Jones	35%
Andrew Jones	07%

Likelihood to Vote

Certain to Vote	90%
Chances are 50-50	10%

Gender

Male	46%
Female	54%

Age

18-39	24%
40-49	14%
50-64	29%
65+	33%

Ethnicity

African American or Black	38%
White or Caucasian	57%
Other	05%

⁴ Please note: This summary does not include those who were “undecided” on Question 6 AND said they would only vote for “one candidate” on Question 7. The total number of respondents who were undecided on Question 6 and indicated they would only vote for one candidate on Question 7 was N=79. In addition, respondents who selected a mayoral candidate on Question 6, and said they would vote for “one candidate” on Question 7, were included in this summation. In other words, if a respondent chose Lewis Reed on Question 6, and said they would vote for “one candidate” on Question 7, it was inferred that the respondent would select to vote for that candidate on Question 8, while the remaining questions 9-11 were coded as missing values. This procedure was undertaken for each candidate choice and the responses to Questions 8-11.

Party Affiliation

Republican	09%
Democrat	64%
Independent	27%

Ideology

Progressive	26%
Liberal	25%
Moderate	33%
Conservative	16%

Region⁵

North City	32%
Central City	22%
South City	46%

Mode

IVR	66%
SMS	34%

⁵ Here is the geographic ward distribution: North City: 63107, 63113, 63115, 63120, 63147; Central City: 63101, 63102, 63103, 63104, 63106, 63108, 63112; South City: 63109, 63111, 63116, 63118, 63139

CROSSTABULATIONS⁶

Table 1: Mayoral Race by Subgroups

Question 6 Vote Choice	Gender		Age Group				Ethnicity		Party			Ideology				Region			Mode	
	Female	Male	18-39	40-49	50-64	65+	AA	White	Dem	Rep	Ind	Prog	Lib	Mod	Cons	North	Central	South	IVR	SMS
Lewis Reed	29%	31%	16%	22%	35%	39%	37%	26%	30%	33%	29%	29%	27%	33%	31%	38%	29%	25%	39%	14%
Cara Spencer	09%	13%	11%	12%	09%	11%	06%	14%	12%	09%	08%	10%	13%	11%	08%	07%	15%	11%	11%	11%
Tishaura Jones	29%	25%	37%	36%	26%	19%	35%	22%	36%	02%	21%	44%	36%	20%	09%	31%	29%	24%	21%	40%
Andrew Jones	03%	07%	06%	09%	04%	02%	1%	07%	01%	25%	08%	01%	01%	06%	15%	02%	04%	07%	03%	09%
Undecided	30%	23%	30%	20%	26%	29%	20%	30%	22%	30%	34%	17%	23%	29%	37%	22%	23%	32%	27%	27%

⁶ Note: Percentages may not equal 100% due to rounding

Table 2: Proposition D Impact on Vote by Subgroups

Question 7	Gender		Age Group				Ethnicity		Party			Ideology				Region			Mode	
Choice	Female	Male	18-39	40-49	50-64	65+	AA	White	Dem	Rep	Ind	Prog	Lib	Mod	Cons	North	Central	South	IVR	SMS
Intend to Vote for One Candidate	58%	60%	47%	60%	64%	62%	74%	50%	59%	61%	58%	68%	62%	65%	55%	76%	54%	49%	63%	51%
Intend to Vote for Multiple	19%	24%	30%	21%	17%	18%	11%	27%	23%	21%	22%	13%	20%	16%	23%	8%	29%	26%	18%	26%
Unsure or Do not Know	24%	17%	23%	19%	19%	20%	15%	23%	18%	18%	19%	19%	17%	19%	23%	16%	17%	25%	19%	23%

Table 3: Mayoral Vote by Decision to Vote for One or Multiple Candidates

Question 6: Mayoral Vote	Question 7: Do you Intend to vote for ONE candidate or multiple candidates for mayor?		
Vote Choice	One Candidate	Multiple Candidates	Unsure or Do not know
Lewis Reed	35%	29%	16%
Cara Spencer	11%	14%	07%
Tishaura Jones	30%	27%	21%
Andrew Jones	06%	05%	02%
Undecided	19%	24%	54%



**IVR SURVEY QUESTIONNAIRE
CITY OF ST. LOUIS, MISSOURI
JANUARY 2021**

Good evening, I am calling from Missouri Opinion Surveys. We are calling citizens of the City of St. Louis to learn their views about some local issues. This brief survey consists of a few questions and will only take a few minutes to complete.

Question 1: Are you registered to vote in the City of St. Louis?

Press 1 on your keypad for yes
Press 2 for no
press 3 if you are unsure

[TERMINATE]
[TERMINATE]

Question 2: How likely are you to vote in the March 2, 2021 Non-Partisan Primary Municipal Election, in the City of St. Louis, for mayor, the board of aldermen, and other local offices?

Press 1 on your keypad if you are certain to vote.
Press 2 if the chances are 50-50
Press 3 if you are not likely to vote
Press 4 if you are unsure or do not know

[TERMINATE]
[TERMINATE]

Question 3: What is your gender?

Press 1 for Female
Press 2 for Male

Question 4: Which age range do you fall within?

Press 1 for 18-29
Press 2 for 30-39
Press 3 for 40-49
Press 4 for 50-64
Press 5 for 65 or older

Question 5: What is your ethnicity?

Press 1 for African American or black
Press 2 for White
Press 3 for Other

Due to the passage of Proposition D, candidates running in the March 2021 municipal primary will do so on a nonpartisan basis without party labels. Moreover, voters will be given the option to vote for one, a few, or all, of the candidates they find acceptable to hold office---with the top two vote getters advancing to the April 2021 runoff election.

Question 6: If the March 2021 election for mayor of the City of St. Louis were held today and the candidates were [ROTATE] Lewis Reed, Cara Spencer, Tishaura Jones, and Andrew Jones, who would be your number one choice for mayor?

Press 1 for Lewis Reed
Press 2 for Cara Spencer
Press 3 for Tishaura Jones
Press 4 for Andrew Jones
Press 5 if you are undecided

Question 7: Thinking back to the previous question, do you intend to vote for ONE candidate or multiple candidates for mayor?

Press 1 for one candidate
Press 2 for multiple candidates
Press 3 if you are unsure or do not know

[GO TO QUESTION 12]
[GO TO QUESTION 8]
[GO TO QUESTION 8]

As previously mentioned, this March you will be able to vote for more than one candidate for mayor. Let me read you a list of the candidates and please tell me if you would vote for that candidate or not.

Question 8: Lewis Reed

Press 1 if you would vote for this candidate
Press 2 if you would NOT vote for this candidate
Press 3 if you are unsure or do not know

Question 9: Cara Spencer

Press 1 if you would vote for this candidate
Press 2 if you would NOT vote for this candidate
Press 3 if you are unsure or do not know

Question 10: Tishaura Jones

Press 1 if you would vote for this candidate
Press 2 if you would NOT vote for this candidate
Press 3 if you are unsure or do not know

Question 11: Andrew Jones

Press 1 if you would vote for this candidate
Press 2 if you would NOT vote for this candidate
Press 3 if you are unsure or do not know

Question 12: Which of the following is closest to your political ideology?

- Press 1 for Progressive
- Press 2 for Liberal
- Press 3 for Moderate
- Press 4 for Conservative

Question 13: Do you think of yourself as a Democrat, Republican, or an Independent?

- Press 1 for Democrat
- Press 2 for Republican
- Press 3 for Independent

This concludes the survey. Thank you for your participation.