



## MEMORANDUM

To: Interested Parties  
From: Show Me Victories  
Subject: City of St. Louis Survey Results  
Date: March 30, 2021

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Show Me Victories conducted a survey of 650 registered voters in the City of St. Louis likely to participate in the April 6, 2021 General Municipal Election. The interviews took place between March 25-28, 2021. The survey data was collected using an Interactive Voice Response system of landline telephones and SMS-to-web texts to cellular phones. The margin of error for the entire sample is +/- 4.0%.<sup>1</sup>

### KEY TAKEAWAYS

- **In the race to be the next mayor of the City of St. Louis, Tishaura Jones leads Cara Spencer, 42% to 37%, a week before the April 6, 2021 General Municipal Election.** The five-percentage point lead for Jones is within the poll's margin of error and matches the lead she held in an earlier SMV poll conducted in early March which had the race at 40% to 35%.
- **Jones benefits from a passionate base of supporters with eighty-two percent (82%) of her voters stating that they support her strongly.** In contrast, sixty-nine percent (69%) of Spencer's supporters identify as strong supporters.
- **Jones draws significant support from females, those under fifty years of age, North City residents, Central City residents, blacks, and progressives.** Since the last SMV poll, Jones has seen her support increase among progressives (+8 percentage points) and liberals (+7 percentage points) and seen her biggest declines in support among conservatives (-18 percentage points) and Republicans (-8 percentage points).
- **Spencer's strongest supporters are whites, South City residents, and males as well as ideological moderates, conservatives, and self-identified Republicans.** Over the course of a month, Spencer has seen her support increase among Republicans (+14 percentage points) and conservatives (+14 percentage points) and seen her biggest declines in support among voters aged 40-49 (-5 percentage points).
- **One-fifth of the electorate remains undecided (21%) with North City residents, blacks, females, and voters over the age of sixty-five comprising the largest percentages of this group.** Among those identifying as undecided, more than half (59%) do not lean towards a candidate, while eighteen percent (18%) lean towards voting for Spencer and twenty-three percent (23%) lean towards supporting Jones.
- **In terms of bringing about significant political change to the City of St. Louis, voters view Jones as that candidate most likely to do so.** Thirty-nine percent (39%) of likely voters believe Jones is most likely to bring about significant political change to the City of St. Louis, compared to twenty-eight percent (28%) of voters who believe Spencer is that candidate with thirty-three percent (33%) unsure.

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<sup>1</sup> 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% of this percentage, or between 46.0% and 54.0%. Survey data has been weighted to match the demographics of likely April 2021 voters. Percentages may not equal 100% due to rounding.

## SURVEY TOPLINES

### Question 2: April 2021 General Election Vote Likelihood

Certain to vote	93%
Probably Vote	07%

### Question 6: April 2021 General Election Mayoral Vote

Cara Spencer	[GO TO QUESTION 6a.]	37%
Tishaura Jones	[GO TO QUESTION 6b.]	42%
Undecided	[GO TO QUESTION 6c.]	21%

### Question 6a: Intensity of Support: Cara Spencer

Strong support	[GO TO QUESTION 7.]	69%
Support, not that strong	[GO TO QUESTION 7.]	31%

### Question 6b: Intensity of Support: Tishaura Jones

Strong support	[GO TO QUESTION 7.]	82%
Support, not that strong	[GO TO QUESTION 7.]	18%

### Question 6c: Undecided Leaners

Lean Cara Spencer	18%
Lean Tishaura Jones	23%
Not Sure	59%

### Leaners Allocated

Cara Spencer	41%
Tishaura Jones	47%
Undecided	12%

### Question 7: Regardless of who you intend to vote for, if elected, which mayoral candidate is most likely to bring about significant political change to the City of St. Louis?

Cara Spencer	28%
Tishaura Jones	39%
Undecided	33%

### Question 8: Earnings Tax Ballot Measure Vote

Yes	66%
No	19%
Undecided	15%

## Gender

Male	46%
Female	54%

## Age

18-39	26%
40-49	15%
50-64	27%
65+	33%

## Ethnicity

African American or Black	36%
White or Caucasian	59%
Other	05%

## Ideology

Progressive	30%
Liberal	27%
Moderate	30%
Conservative	13%

## Party Affiliation

Democrat	65%
Republican	07%
Independent	27%

## Region<sup>2</sup>

North City	27%
Central City	25%
South City	48%

## Mode

IVR	42%
SMS	58%

<sup>2</sup> Here is the geographic distribution by ZIP: North City: 63106, 63107, 63113, 63115, 63120, 63147; Central City: 63101, 63102, 63103, 63104, 63108, 63112; South City: 63109, 63111, 63116, 63118, 63123, 63139. Here is the geographic distribution by Ward: North City: Wards 1-5, 18-19, 21-22, 26-27; Central City: Wards 6-8, 17, 28; South City: 9-16, 20, 23-25

**CROSSTABULATIONS<sup>3</sup>**

**Table 1: April 2021 Mayoral Vote by Subgroup**

Question 6	Gender		Age Group				Ethnicity		Party			Ideology				Region		
Vote	Female	Male	18-39	40-49	50-64	65+	AA	White	Dem	Rep	Ind	Prog	Lib	Mod	Cons	North	Central	South
Cara Spencer	29%	46%	29%	35%	45%	38%	17%	49%	32%	79%	46%	24%	36%	49%	56%	20%	32%	49%
Tishaura Jones	47%	36%	52%	48%	37%	36%	59%	33%	53%	<1%	30%	64%	48%	30%	13%	52%	51%	32%
Undecided	<b>24%</b>	17%	19%	17%	17%	<b>27%</b>	<b>24%</b>	17%	15%	21%	24%	12%	16%	21%	30%	<b>28%</b>	17%	18%

<sup>3</sup> Note: Percentages may not equal 100% due to rounding

**Table 2: Most Likely to Bring About Significant Political Change by Subgroup**

Question 7	Gender		Age Group				Ethnicity		Party			Ideology				Region		
Choice	Female	Male	18-39	40-49	50-64	65+	AA	White	Dem	Rep	Ind	Prog	Lib	Mod	Cons	North	Central	South
Cara Spencer	23%	32%	21%	25%	34%	29%	13%	36%	26%	52%	28%	19%	28%	32%	40%	16%	25%	36%
Tishaura Jones	41%	38%	46%	48%	38%	30%	55%	32%	46%	15%	31%	60%	40%	30%	15%	50%	44%	31%
Undecided	36%	30%	33%	27%	29%	41%	33%	32%	28%	32%	41%	21%	31%	39%	45%	35%	31%	34%

**Table 3: Earnings Tax Ballot Measure Vote by Subgroup**

Question 8	Gender		Age Group				Ethnicity		Party			Ideology				Region		
Vote	Female	Male	18-39	40-49	50-64	65+	AA	White	Dem	Rep	Ind	Prog	Lib	Mod	Cons	North	Central	South
Yes	64%	68%	75%	67%	56%	66%	54%	74%	70%	46%	62%	76%	68%	66%	41%	56%	64%	72%
No	14%	24%	15%	20%	26%	15%	21%	17%	13%	40%	28%	12%	17%	20%	38%	19%	24%	16%
Undecided	22%	8%	10%	13%	18%	19%	25%	10%	17%	13%	10%	12%	15%	14%	21%	25%	12%	12%



## SURVEY QUESTIONNAIRE

**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 April 6, 2021 General Municipal Election for mayor of the City of St. Louis and other local offices?

Press 1 on your keypad if you are certain to vote

Press 2 if you will probably vote

Press 3 if the chances are 50-50

Press 4 if you are not likely to vote

Press 5 if you are unsure or do not know

**[TERMINATE]**

**[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

**Question 6:** Candidates in the April 2021 general election for mayor of the City of St. Louis are **[ROTATE]** Cara Spencer and Tishaura Jones. If the election were held today, for whom would you vote?

Press 1 for Cara Spencer

Press 2 for Tishaura Jones

Press 3 if you are unsure or do not know

**[GO TO QUESTION 6a.]**

**[GO TO QUESTION 6b.]**

**[GO TO QUESTION 6c.]**

**Question 6a:** When it comes to your support of CARA SPENCER, would you say that you support her strongly, or that your support for her is not that strong?

Press 1 for Strong support

Press 2 for Support, not that strong

**[GO TO QUESTION 7.]**

**[GO TO QUESTION 7.]**

**Question 6b:** When it comes to your support of TISHAURA JONES, would you say that you support her strongly, or that your support for her is not that strong?

Press 1 for Strong support  
Press 2 for Support, not that strong

**[GO TO QUESTION 7.]**  
**[GO TO QUESTION 7.]**

**Question 6c:** Well, if you had to decide today, who do you lean towards voting for?

Press 1 for Cara Spencer  
Press 2 for Tishaura Jones  
Press 3 if you are unsure or do not know

**Question 7:** Regardless of who you intend to vote for, if elected, which mayoral candidate is most likely to bring about significant political change to the City of St. Louis?

Press 1 for Cara Spencer  
Press 2 for Tishaura Jones  
Press 3 if you are unsure or do not know

**Question 8:** Now I am going to read you the text of a different proposal that will be on the ballot this April. It reads, Proposition E "Shall the earnings tax of 1%, imposed by the City of St. Louis, be continued for a period of five years commencing January 1 immediately following the date of this election?" If the election were being held today, would you vote yes or no on the proposal?

Press 1 for Yes  
Press 2 for No  
Press 3 if you are unsure or do not know

**Question 9:** 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 10:** 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.*