



## MEMORANDUM

To: Interested Parties  
From: Show Me Victories  
Subject: City of St. Louis Survey Results  
Date: March 7, 2021

---

Show Me Victories conducted a survey of 550 registered voters in the City of St. Louis likely to vote in the April 6, 2021 General Municipal Election. The interviews took place between March 4-6, 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 +/- 4.2%.<sup>1</sup>

### KEY TAKEAWAYS

- **With a little under a month before the April 6, 2021 General Municipal Election for mayor, Tishaura Jones leads her opponent Cara Spencer by five percentage points, 40% to 35% among likely voters, which is within the poll's margin of error.**
- **Jones receives strong support from progressives, blacks, those aged 18-39, and North City voters, while Spencer's support is largely derived from moderates, whites, and South City voters.**
- **One out of four likely voters (25%) have not decided who they will support in the April runoff with sizeable percentages of undecideds among North City residents (32%), those over sixty-five (29%), and ideological moderates (28%).**
- **In terms of the March 2, 2021 mayoral primary, half of likely April voters (52%), who indicated they participated in the election, took advantage of the new approval voting system and voted for two candidates in the race compared to thirty-eight percent (38%) who supported only one candidate.**
- **Among self-identified March 2021 primary voters, whites, independents, and South City residents were the most likely to support more than one mayoral candidate, while blacks, North City residents, and those over the age of sixty-five were among the least likely to support multiple candidates.**
- **Among respondents who said they intended to vote for Tishaura Jones in the April 2021 Municipal General Election, fifty percent (50%) indicated that they had supported only one candidate in the primary.**
- **In contrast, twenty-nine percent (29%) of Cara Spencer supporters, and twenty-nine percent (29%) of undecided voters, indicated that they had voted for *only one* candidate in the March primary.**

---

<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%
Chances are 50-50	07%

### Question 3: April 2021 General Election Mayoral Vote

Tishaura Jones	40%
Cara Spencer	35%
Undecided	25%

### Question 4: Earnings Tax Ballot Measure Vote

Yes	58%
No	22%
Undecided	20%

### Question 5: March 2021 Primary Vote

Yes	83%
No	[GO TO QUESTION 9] 17%

### Question 6: Number of Mayoral Candidates Supported in March 2021 Primary <sup>2</sup>

One Candidate	[GO TO QUESTION 7]	38%
Two Candidates	[GO TO QUESTION 8]	52%
Three Candidates	[GO TO QUESTION 9]	07%
Four Candidates	[GO TO QUESTION 9]	01%
Unsure or Do not know	[GO TO QUESTION 9]	02%

### Question 7: Reason for Only Supporting One Candidate <sup>3</sup>

Only candidate they liked	67%
Candidate or leader suggested they do so	02%
Voting for more than one would <u>hurt</u> favorite candidate's chances	24%
Unsure or Do not know	07%

### Question 8: Reason for Only Supporting Two Candidates <sup>4</sup>

Only two candidates they liked	80%
Candidate or leader suggested they do so	02%
Voting for more than one would <u>help</u> favorite candidate chances	10%
Unsure or Do not know	08%

<sup>2</sup> Question only asked of respondents who said they voted in the March 2, 2021 primary election.

<sup>3</sup> Question only asked of respondents who said they voted for one candidate in the March 2, 2021 primary election.

<sup>4</sup> Question only asked of respondents who said they voted for two candidates in the March 2, 2021 primary election.

### Question 9: Gender

Male	45%
Female	55%

### Question 10: Age

18-39	24%
40-49	17%
50-64	27%
65+	31%

### Question 11: Ethnicity

African American or Black	40%
White or Caucasian	55%
Other	05%

### Question 12: Ideology

Progressive	30%
Liberal	24%
Moderate	34%
Conservative	12%

### Question 13: Party Affiliation

Democrat	64%
Republican	08%
Independent	28%

### Region<sup>5</sup>

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

### Mode

IVR	56%
SMS	44%

<sup>5</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>6</sup>**

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

Question 3	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
Tishaura Jones	45%	34%	52%	37%	36%	37%	57%	29%	51%	8%	26%	56%	41%	30%	32%	56%	44%	29%
Cara Spencer	28%	44%	28%	40%	39%	34%	17%	49%	28%	65%	46%	25%	36%	43%	42%	12%	34%	49%
Undecided	27%	22%	21%	23%	25%	29%	27%	22%	22%	27%	28%	19%	23%	28%	27%	32%	22%	22%

<sup>6</sup> Note: Percentages may not equal 100% due to rounding

**Table 2: Earnings Tax Ballot Measure Vote by Subgroup**

Question 4	Gender		Age Group				Ethnicity		Party			Ideology				Region		
	Female	Male	18-39	40-49	50-64	65+	AA	White	Dem	Rep	Ind	Prog	Lib	Mod	Cons	North	Central	South
Yes	55%	62%	55%	59%	57%	62%	51%	64%	63%	46%	54%	67%	67%	52%	41%	58%	56%	59%
No	21%	24%	22%	25%	25%	18%	26%	19%	21%	38%	22%	18%	17%	25%	36%	21%	24%	22%
Undecided	24%	14%	24%	15%	18%	20%	23%	17%	17%	16%	24%	15%	16%	23%	22%	20%	20%	19%

**Table 3: Number of Mayoral Candidates Supported in March 2021 Primary by Subgroup**

Question 5	Gender		Age Group				Ethnicity		Party			Ideology				Region		
Primary Vote(s)	Female	Male	18-39	40-49	50-64	65+	AA	White	Dem	Rep	Ind	Prog	Lib	Mod	Cons	North	Central	South
One Candidate	44%	31%	37%	35%	30%	48%	51%	29%	41%	39%	29%	42%	38%	33%	37%	49%	45%	28%
Two Candidate	49%	56%	55%	53%	59%	42%	38%	63%	51%	51%	60%	52%	54%	53%	56%	39%	48%	61%
Three Candidates	4%	10%	5%	10%	7%	5%	7%	7%	6%	7%	9%	5%	6%	11%	4%	5%	5%	9%
Four Candidates	2%	1%	1%	2%	2%	1%	1%	1%	2%	0%	1%	1%	1%	2%	0%	2%	1%	1%
Do not know	1%	2%	1%	1%	1%	3%	2%	1%	0%	3%	2%	0%	1%	2%	3%	4%	0%	1%

**Table 4: Reason for Voting for One Mayoral Primary Candidate by Subgroup**

Question 6	Gender		Age Group				Ethnicity		Party			Ideology				Region		
Reason	Female	Male	18-39	40-49	50-64	65+	AA	White	Dem	Rep	Ind	Prog	Lib	Mod	Cons	North	Central	South
Only Candidate they Liked	67%	68%	69%	68%	72%	63%	68%	69%	67%	83%	66%	70%	66%	73%	51%	62%	69%	71%
Candidate or Leader Suggested	2%	0%	1%	0%	3%	1%	1%	2%	1%	0%	0%	1%	0%	2%	0%	2%	0%	3%
Would Hurt Favorite Candidate's Chances	24%	25%	29%	21%	14%	28%	24%	22%	26%	0%	29%	24%	27%	22%	29%	29%	27%	17%
Do not know	7%	7%	1%	11%	10%	8%	7%	7%	6%	17%	5%	5%	7%	2%	20%	8%	4%	9%

**Table 5: Reason for Voting for Two Mayoral Primary Candidates by Subgroup**

Question 7	Gender		Age Group				Ethnicity		Party			Ideology				Region		
Reason	Female	Male	18-39	40-49	50-64	65+	AA	White	Dem	Rep	Ind	Prog	Lib	Mod	Cons	North	Central	South
Only two Candidates they Liked	73%	87%	83%	83%	79%	76%	65%	87%	80%	94%	78%	86%	81%	74%	82%	70%	83%	82%
Candidate or Leader Suggested	4%	0%	0%	1%	5%	1%	4%	1%	3%	0%	0%	0%	6%	0%	0%	2%	5%	1%
Would Help Favorite Candidate's Chances	12%	9%	14%	16%	6%	8%	9%	10%	13%	3%	8%	10%	9%	14%	8%	15%	6%	11%
Do not know	11%	4%	3%	0%	11%	16%	22%	2%	4%	3%	14%	3%	4%	12%	10%	13%	6%	7%



**Table 6: April 2021 Mayoral Vote by Number of Candidates Supported in March 2021 Primary**

Question 3	Question 6: Number of Candidates Supported in March 2021 Primary				
Vote	One	Two	Three	Four	Do not know
Tishaura Jones	57%	37%	17%	17%	43%
Cara Spencer	27%	40%	63%	33%	0%
Undecided	16%	23%	20%	50%	57%

**Table 7: Number of Mayoral Candidates Supported in March 2021 Primary by April 2021 Mayoral Vote**

Question 6	Question 3: April 2021 Mayoral Vote Choice		
Primary Vote(s)	Tishaura Jones	Cara Spencer	Undecided
One Candidate	50%	29%	29%
Two Candidate	45%	58%	57%
Three Candidates	3%	12%	6%
Four Candidates	1%	1%	3%
Do not know	2%	0%	4%



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

**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

**[GO TO QUESTION 2]  
[TERMINATE]  
[TERMINATE]**

**Question 2:** How likely are you to vote in the April 6, 2021 General Municipal Election, in the City of St. Louis, for mayor 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:** 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

**Question 4:** Now I am going to read you the text of a different proposal that will be on the ballot this April. It reads, "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 5:** Did you vote in the March 2, 2021 municipal primary election for mayor?

Press 1 for Yes  
Press 2 for No

**[GO TO QUESTION 6]  
[GO TO QUESTION 9]**

*The March 2021 municipal primary election was the first to take place using the new approval voting system where voters were able to vote for all the candidates they found acceptable to hold office. So rather than only being allowed to choose one candidate, voters had the option to vote for one, a few, or all of the candidates they found acceptable to hold office---with the top two vote getters advancing to a two-person runoff in the April 2021 general election.*

**Question 6:** We would like to get an idea of the number of candidates that you supported in the mayor's race. There were four candidates who ran: Lewis Reed, Cara Spencer, Tishaura Jones, and Andrew Jones. How many candidates did you vote for?

Press 1 for one candidate	[GO TO QUESTION 7]
Press 2 for two	[GO TO QUESTION 8]
Press 3 for three	[GO TO QUESTION 9]
Press 4 for four	[GO TO QUESTION 9]
Press 5 if you are unsure or do not know	[GO TO QUESTION 9]

**Question 7:** What best describes why you only voted for one candidate?

Press 1 if that was the only candidate that you liked	[GO TO QUESTION 10]
Press 2 if a candidate or leader suggested that you do so	[GO TO QUESTION 10]
Press 3 if you thought voting for more than one would hurt your favorite candidate's chances of winning	[GO TO QUESTION 10]
Press 4 if you are unsure or do not know	[GO TO QUESTION 10]

**Question 8:** What best describes why you only voted for two candidates?

Press 1 if they were the only two candidates that you liked  
Press 2 if a candidate or leader suggested that you do so  
Press 3 if you thought voting for two candidates would help your favorite candidate's chances of winning  
Press 4 if you are unsure or do not know

**Question 9:** What is your gender?

Press 1 for Female  
Press 2 for Male

**Question 10:** 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 11:** What is your ethnicity?

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

**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.*