


Baldwin Wallace Northeast Ohio Poll:
People's Attitudes about the Republican National Convention Coming to Town
March 12, 2016

Report Highlights:

- A majority of NE Ohioans (53%) are excited about the RNC coming to town. Not surprisingly, 66.4% of Republicans are either 'very excited' or 'somewhat excited', followed by Independents and Democrats.
- A supermajority of NE Ohioans (69%) were 'somewhat surprised' or 'very surprised' that the Host Committee chose to have its convention in Cleveland.
- NE Ohioans are optimistic that the Convention will help the region's economy; 82% of respondents believe that the Convention will help the region's economy 'a lot' or 'a little.'
- NE Ohioans are excited to showcase downtown Cleveland; a supermajority of respondents (65%) believe that the Convention will have a positive effect on people's perceptions of Cleveland.
- At the same time, they think a lot of work needs to be done to get the city ready. Here's what NE Ohioans think about what the City of Cleveland should focus on the most:
 - Security (73%)
 - General ability to handle influx of visitors (63%)
 - Road improvements (41%)
 - Public transportation improvements (41%)
 - Making sure there is adequate lodging (34%)
 - Public Square improvements (19%)
 - Airport improvements (15%)
- NE Ohioans perceive many benefits to hosting the RNC in Cleveland. These benefits include: (1) Economic impact (68%); (2) Attracting more visitors to Cleveland (47%); (3) Improving people's perceptions of Cleveland (44%); (4) Attracting more business to Cleveland (34%); (5) Infrastructure improvements (28%); and (6) Job creation (22%)
- Although NE Ohioans are excited to have the Convention in Cleveland, and they believe Cleveland will benefit from its presence, a majority (53%) report they will spend *less time* downtown as a result. A plurality of respondents (32%) report that the Convention won't influence whether they go (or do not go) downtown. Only 14% of people report that they will be more likely to go downtown as a result of the convention.
- What might make NE Ohioans more likely to go downtown?
 - Discounted admissions to museums (34%)
 - Knowledge of what will be open (or closed) to the public (31%)
 - Free tours of downtown landmarks (28%)
 - Public festival (28%)
 - Restaurant and bar specials (27%)
 - Outdoor concerts (24%)
 - Live broadcasts of candidate speeches on large screens outside the 'Q' (17%)
 - Reduced fees for public transit (15%)
- Additional analyses show that younger people would be more likely to take advantage of these opportunities. In the open-ended comments, NE Ohioans added that more information about parking and/or free parking would help get them downtown. However, many respondents reported that nothing would make them more likely to go downtown; they believe it will be too crowded and inconvenient. They also cite security concerns.
- When it comes to taking public transit while the Convention's in town, it's a wash. 15% of respondents reported they will be *more likely* to take public transportation, but 16% reported they will be *less likely* to take public transportation. 14% reported that they are unsure. An additional 55% of respondents reported that they do not use public transportation.
- Finally, we asked respondents who work downtown whether they will be working from home when the Convention is in town. Of those who work downtown, 37% report their employers have notified them of operational changes, and 26% report that they will be working from home.  The complete topline report is below.

1. The following set of questions is about the Republican National Convention, which will take place in downtown Cleveland from July 18-21, 2016.

Are you excited -- or not excited -- about the RNC coming to Cleveland this summer?

Answer	Response	%
Very excited	102	19%
Somewhat excited	179	34%
Not too excited	89	17%
Not at all excited	96	18%
Indifferent	64	12%
Total	530	100%

By Party Identification

	Democrats	Independents	Republicans
Very excited	13.0%	13.4%	32.9%
Somewhat excited	33.7%	34.4%	33.5%
Not too excited	13.5%	23.6%	14.6%
Not at all excited	29.3%	14.6%	6.7%
Indifferent	10.6%	14.0%	12.2%

By Gender

	Male	Female
Very excited	26.2%	12.9%
Somewhat excited	30.2%	37.1%
Not too excited	16.7%	16.9%
Not at all excited	18.3%	18.0%
Indifferent	8.7%	15.1%

By Age

	18-34	35-54	55-64	65+
Very excited	13.3%	21.4%	23.4%	20.0%
Somewhat excited	38.7%	31.0%	35.5%	29.5%
Not too excited	18.0%	14.3%	20.6%	15.2%
Not at all excited	16.0%	20.8%	11.2%	23.8%
Indifferent	14.0%	12.5%	9.3%	11.4%

2. Were you surprised -- or not surprised -- that the RNC Host Committee chose Cleveland to host the Convention?

Answer	Response	%
Very surprised	119	22%
Somewhat surprised	250	47%
Not too surprised	114	22%
Not at all surprised	47	9%
Total	530	100%

3. Do you think that the Convention will help -- or not help -- the region's economy?

Answer	Response	%
It will help a lot	230	43%
It will help a little	208	39%
It won't help much	57	11%
It won't help at all	11	2%
Unsure	24	5%
Total	530	100%

4. Do you think that the attention Cleveland receives from the Convention will have a positive -- or a negative -- effect on people's perception of Cleveland?

Answer	Response	%
It will have a mostly positive effect	342	65%
It will have a mostly negative effect	28	5%
It will not have an effect either way	84	16%
Unsure	76	14%
Total	530	100%

By Party Identification

	Democrats	Independents	Republicans
Mostly positive effect	62.5%	59.2%	72.6%
Mostly negative effect	8.7%	3.2%	3.0%
No effect	17.8%	17.8%	11.6%
Unsure	11.1%	19.7%	12.8%

By Gender

	Male	Female
Mostly positive effect	68.7%	60.8%
Mostly negative effect	6.0%	4.7%
No effect	17.1%	14.7%
Unsure	8.3%	19.8%

By Age

	18-34	35-54	55-64	65+
Mostly positive effect	56.7%	61.3%	77.6%	67.6%
Mostly negative effect	6.0%	6.5%	1.9%	5.7%
No effect	20.0%	17.3%	13.1%	10.5%
Unsure	17.3%	14.9%	7.5%	16.2%

5. In order to be prepared for the Convention, what should the City of Cleveland focus on the most? Please select up to three.

Answer	Response	%
Security	388	73%
General ability to handle influx of visitors	332	63%
Road improvements	217	41%
Public transportation improvements	190	36%
Making sure there is adequate lodging	182	34%
Public Square improvements	102	19%
Airport improvements	79	15%
Other (please explain)	17	3%

6. When the Convention is in town, will you be more likely -- or less likely -- to spend time in downtown Cleveland?

Answer	Response	%
More likely to spend time downtown	73	14%
Less likely to spend time downtown	280	53%
Neither more nor less likely to spend time downtown	167	32%
Unsure (please explain)	10	2%
Total	530	100%

By Party Identification

	Democrats	Independents	Republicans
More likely	14.4%	8.3%	18.3%
Less likely	57.7%	49.7%	49.4%
Neither more nor less likely	25.5%	38.9%	32.3%
Unsure	2.4%	3.2%	0.0%

By Age

	18-34	35-54	55-64	65+
More likely	20.0%	14.3%	13.1%	4.8%
Less likely	47.3%	46.4%	60.7%	62.9%
Neither more nor less likely	30.0%	38.1%	23.4%	31.4%
Unsure	2.7%	1.2%	2.8%	1.0%

7. What might make you more likely to visit Downtown during the Convention? Please select all that apply.

Answer	Response	%
Discounted admission to museums (e.g., Rock Hall or Great Lakes Science Center)	182	34%
Knowledge of what will be open (or closed) to the public	163	31%
Free tours of downtown landmarks	147	28%
Public festival	150	28%
Restaurant and bar specials (e.g., happy hours)	141	27%
Outdoor concerts	129	24%
Any additional thoughts or comments?	107	20%
Live broadcasts of candidate speeches on large screens outside the Quicken Loans Area	92	17%
Reduced fees for public transit	78	15%

By Age

	18-34	35-54	55-64	65+
Discounted admissions	46.0%	40.5%	24.3%	18.1%
Knowledge of what will be open or closed to the public	32.7%	28.0%	36.4%	26.7%
Free tours of landmarks	29.3%	35.1%	24.3%	17.1%
Public festival	39.3%	32.1%	25.2%	9.5%
Restaurant and bar specials	36.7%	30.4%	18.7%	14.3%
Outdoor concerns	28.0%	30.4%	20.6%	13.3%
Live broadcasts of RNC	20.0%	17.3%	20.6%	10.5%
Reduced fees for RTA	20.0%	13.1%	16.8%	7.6%
Other	9.3%	15.5%	25.2%	38.1%

Any additional thoughts or comments?

nothing will get me anywhere near downtown

family type of events.

Nothing would make me more likely to go downtown. Security measures will have traffic re-routed and an absolute nightmare to negotiate.

i would tend to stay away since there are enough people downtown already crowding the area b/c of the convention

nothing

nothing

I would avoid downtown if at all possible

Nothing

Don't want to be anywhere near it

nothing

Nothing would get me to go to Cleveland, I try to stay out of there now.

I would not want to deal with the huge crowd of people that would be there

If Donald Trump gets the nomination, I may have to go downtown to protest.

I almost certainly will not be downtown during the convention.

I will be working for the city to handle the convention.

Demand for ride share job

Nothing will influence me to go downtown during the convention .

none

spent a lot of time in Cleveland before have no need to visit during the convention

nothing

Nothing. Want to avoid the crowds.

won't there be enough people there already?

nothing would make me join the craziness

Extra security!!!

NONE OF THE ABOVE AT ALL

none

none too far to travel for me

Nothing is gonna' get me to go downtown. I will avoid it like the plague.

nothing it is too dangerous down there.

Give free clothing, personal items, food and help to the homeless and needy. Also close down for this day all the bars and places that contain alcohol this way there will be less fights and problems.

Nothing would make me more likely to visit Downtown during the Convention.

casino

Nothing

change the name of the city

nothing

nothing

I haven't been downtown in many years and don't intend to go in the near future.

The convention period will be a good time to avoid downtown Cleveland.

nothing

free parking

Nothing could get me downtown when the convention is in Cleveland.

Wouldn't think of it.

I have absolutely no desire to be anywhere near the madhouse of downtown Cleveland during the convention.

Heck, I won't even be able to take the Rapid if I wanted to. I'll be spending my time elsewhere.

Nothing would make me more likely

staying as far away as possible.

nothing that I can think of

nothing

Nothing. It will be too crowded and I see no reason to visit downtown.

absolutely nothing

nothing will stay away too much of a hassle

NOTHING

Free Parking

I would not go down town because of the crowds. I don't like crowds.

we've already planned to be out of town during the RNC

none

I avoid overcrowding whenever possible. Venues will be packed enough. I can go to CLE anytime, so I'll wait until all the visitors are gone.

Knowing that parking will be available

Body guards

I'll still go downtown tho watch the Indians play.

see candidates in person

I will avoid downtown no matter what

Nothing could entice me downtown when there are so many people expected.

I don't usually go to downtown Cleveland

I, have no intentions of visiting downtown

nothing

i THINK THERE WILL BE TOO MUCH NEGATIVE ATTENTION ON CLEVELAND

nothing because it would be to crowded

Stay out of downtown

A cop on every corner

Nothing could make me want to go downtown during the convention.

Nothing really

Agoraphobic

nothing

I would go if my sister was going

Nothing.

I work downtown

I will not go downtown during the convention, no matter what.

Nothing will make me want to go downtown.

knowledge of traffic and parking congestion

There is not much that can be doe to make me want to go downtown during the convention. I d not like large crowds.

Nothing

NOTHING. I DO NOT GO DOWNTOWN NOW, SO I KNOW I WILL BE GOING DOWNTOWN FOR THE CONVENTION

I don't go down there anymore. no interest.

The convention not being held there

Nothing

nothing

Nothing

will not visit

none

Nothing, honestly. I am not interested in Republican candidates.

parking

free parking

nothing

I don't often go downtown.

nothing, I will stay away from the crowds

Let the visitors see and admire Cleveland

I will not be more likely to visit downtown for any reason.

I will be out of the state at the time of the convention

Will not go downtown

reduced parking

not much, deals not worth hassle of crowds

8. What will be the greatest benefit of hosting the Convention in downtown Cleveland? Please select all that apply.

Answer	Response	%
Economic impact	363	68%
Attracting more visitors to Cleveland	248	47%
Improving people's perceptions of Cleveland	235	44%
Attracting more business to Cleveland	182	34%
Infrastructure improvements	151	28%
Job creation	118	22%
Any additional thoughts or comments?	20	4%

Any additional thoughts or comments?

a temporary increase in income for vendors in the area
 Nothing
 Not sure there will be a benefit
 none
 any benefits would be fleeting - nothing long-term except for Public Square improvements?
 nothing
 will do nothing
 Any "benefit" will be short lived. Am I the only one that sorta expects this to turn out like Chicago `68?
 this will be nothing short of a rally that will bring protesters/(paid)outside race baiters.
 public square improvements became a priority because of the RNC
 Cleveland needs lots of attention. I hope this helps in everyday possible.
 the benefit will be to the politicians, there is no benefit for local citizens
DOWNTOWN WILL LOOK BETTER THAN MY NEIGHBORHOOD
 a temporary influx of money
 There will be no benefit whatsoever. Get these shlubs out of my area.
 Improve the morales of Northeast Ohions in general and Clevelanders in particular.
 Economic impact will be transient
 no benefit
 no benefit to residents
 feeling good about ourselves

9. When the Convention is in town, will you be more or less likely to use public transportation?

Answer	Response	%
More likely	80	15%
Less likely	86	16%
Unsure	74	14%
I don't use public transportation	290	55%
Total	530	100%

10. Do you work in the downtown Cleveland area?

Answer	Response	%
Yes	46	9%
No	484	91%
Total	530	100%

11. Has your employer notified you of any operational changes taking place when the Convention is in town?

Answer	Response	%
Yes	17	37%
No	27	59%
Unsure	2	4%
Total	46	100%

12. Has your employer instructed you to work from home or remotely when the Convention is in town?

Answer	Response	%
Yes	12	26%
No	32	70%
Unsure	2	4%
Total	46	100%

About the Northeast Ohio Poll

The study of 530 registered voters in Cuyahoga, Geauga, Lake, Lorain, Medina, Portage, and Summit counties was conducted between March 2-9, 2016 using online panel data with quotas in place for gender and age (margin of error +/- 4 percentage points).

About the Baldwin Wallace University Community Research Institute (CRI)

Founded in 2005 at Baldwin Wallace University (BW) in Berea, Ohio, the CRI conducts regional, statewide, and national surveys for government agencies, nonprofits, foundations, community-based organizations, businesses, and the media. The CRI also offers BW students opportunities for mentored experience in social science research. Visit www.bw.edu/centers/community-research-institute.

About Baldwin Wallace University

Baldwin Wallace University, founded in 1845, was one of the first colleges to admit students without regard to race or gender. An independent, coeducational university of 4,000 students, BW offers coursework in the liberal arts tradition in more than 70 academic areas. Located in Berea, 12 miles from downtown Cleveland, BW offers students the cultural, educational and business advantages of a major metropolitan area. Visit www.bw.edu.