



2021 Cleveland Mayoral Election Poll

The Community Research Institute | Baldwin Wallace University

October 11, 2021

Methodology

The Baldwin Wallace University Community Research Institute conducted a poll of 419 Cleveland registered voters between 9/27/21 and 10/8/21, asking questions about the mayoral election taking place on November 2, 2021. The poll sample consisted of 291 (69.5%) live phone interviews and 128 (30.5%) webpanel responses. The live interviews included 238 cell phone respondents (81.8%) and 53 landline phone respondents (18.2%). The live interviews were conducted by the CRI survey call center and Gravis Market Research. Gravis also conducted the web panel survey. The survey results were weighted by gender and age. The margin of error for the survey is $\pm 5.1\%$.

Q1: How long have you lived in Cleveland?

Response	Age				Race/Ethnicity		
	All	18-34	35-54	55+	Black	White	Other
Less than one year	1.9	3.4	2.0	0.5	2.1	1.5	2.6
1-5 years	15.7	23.9	13.8	9.9	10.4	20.0	19.9
6-10 years	9.3	11.9	8.5	7.7	6.2	11.7	12.1
11-15 years	6.0	3.8	7.1	7.0	6.8	5.9	3.8
16-20 years	8.4	14.0	5.3	6.0	10.8	4.8	11.5
More than 20 years	58.6	42.9	63.3	68.9	63.8	56.2	50.1

Q2: Do you have school-aged children?

Response	All	Age			Race/Ethnicity		
		18-34	35-54	55+	Black	White	Other
yes	26.8	29.7	37.5	14.7	29.6	23.5	27.3
no	72.9	69.1	62.5	85.3	70.4	76.5	70.1
(no response)	0.4	1.1	NA	NA	NA	NA	2.6

Q3: If you voted in the Cleveland mayoral primary held on September 14th, which candidate did you select?

Response	All	Age			Race/Ethnicity		
		18-34	35-54	55+	Black	White	Other
Justin Bibb	19.8	16.0	19.9	23.2	16.2	21.7	25.6
Ross DiBello	0.9	NA	2.2	0.6	0.6	1.1	1.4
Basheer Jones	10.6	12.7	9.6	9.6	16.5	6.2	5.0
Kevin Kelley	11.8	10.1	13.2	12.2	6.6	18.4	9.6
Dennis Kucinich	9.2	10.0	7.7	9.9	4.8	14.4	8.2
Zack Reed	5.5	5.4	5.5	5.6	10.9	1.7	NA
Sandra Williams	6.1	8.0	7.1	3.6	8.0	3.2	8.6
did not vote	34.6	37.6	34.1	32.4	34.8	33.0	38.8
(no response)	1.3	NA	0.8	3.0	1.7	0.4	2.8

Q4: Do you plan to vote in the election scheduled for November 2nd?

Response	All	Age			Race/Ethnicity		
		18-34	35-54	55+	Black	White	Other
Yes	82.1	68.9	87.9	89.1	81.8	86.0	72.1
No	3.6	7.3	2.0	1.6	4.7	1.4	6.3
Unsure	14.3	23.8	10.0	9.3	13.5	12.6	21.6

Q5: How do you plan to vote in the November 2nd election?

Response	All	Age			Race/Ethnicity		
		18-34	35-54	55+	Black	White	Other
request an early mailed ballot	21.3	18.6	16.8	27.6	18.1	24.9	21.1
vote early at Cuyahoga County BoE office	12.9	18.2	13.2	7.9	11.4	15.2	11.0
vote at my polling location on November 2nd	45.8	31.1	55.1	51.0	48.7	45.2	38.6
(no response)	20.0	32.2	14.9	13.4	21.8	14.8	29.3

Note: This question was only given to respondents who indicated in Q4 that they intended to vote.

Q6: Which of the following issues are your top concerns?

Respondents were permitted to select between 0 and 3 of the available choices. Percentages below indicate the proportion of respondents who selected each option within their top 3 and consequently do not total 100%.

Response	% selected
safety in my neighborhood	45.7
the quality of the Cleveland public schools	39.8
response time of police, emergency services	23.8
how police treat residents	21.8
the need for good paying jobs in Cleveland	20.9
gang activity	14.2
the condition of streets in Cleveland	14.2
street bike speeding and noise	11.3
the cost of housing	11.3
empty lots and boarded up houses in my neighborhood	11.0
the cost of water and sewer services	9.2
available recycling	5.2
conditions in city parks and recreation centers	4.9
reliable trash collection	2.9
accessing a reliable Internet connection	2.8
other	10.1

Q7: If the election for mayor were held today, whom would you vote for?

Response	All	Age			Race/Ethnicity		
		18-34	35-54	55+	Black	White	Other
Justin Bibb	34.5	31.8	34.4	37.0	34.3	34.8	34.1
Kevin Kelley	24.9	20.0	28.4	26.4	18.4	32.3	24.2
Undecided	40.0	48.2	36.4	35.7	47.0	32.3	40.6
(no response)	0.6	NA	0.8	0.9	0.4	0.6	1.1

Q8: Which of the following changes in Cleveland have benefitted you, your family, and/or your neighborhood?

Respondents were permitted to select any number of the available choices (including none). Percentages below indicate the proportion of respondents who selected each option and consequently do not total 100%.

Response	% selected
Metroparks management and improvements to Edgewater Park and Euclid Beach	33.3
the street repair bond program	28.8
redevelopment of the Ohio City, Detroit Shoreway, and Tremont neighborhoods	25.4
new and renovated buildings and improvements in the Cleveland public schools	22.6
new housing, restaurants, and development in University Circle and Little Italy	18.9
recreational biking trails (Lakefront; Towpath; Wendy Park/Whiskey Island)	17.9
development in the Playhouse Square area	15.2
roadway bike lanes	13.5
renovations of Rocket Mortgage Fieldhouse	10.6
Cleveland hosting the Republican National Convention in 2016	10.0

Q9: How do you get most of your information about Cleveland city government?

Respondents were permitted to select any number of the available choices (including none). Percentages below indicate the proportion of respondents who selected each option and consequently do not total 100%.

Response	% selected
TV news	52.8
on the Internet/social media	51.0
Reading the newspaper	20.2
radio	15.7
from my city council person	11.7

Q10: How often do you pay attention to what's going on in local government and politics?

Response	All	Age			Race/Ethnicity		
		18-34	35-54	55+	Black	White	Other
Always	23.0	8.3	28.3	31.9	29.6	15.8	23.6
Most of the time	28.5	24.3	30.0	30.9	24.9	33.3	25.5
About half the time	18.8	26.6	14.4	15.6	18.3	21.0	14.2
Sometimes	24.9	31.8	24.3	19.2	22.3	25.3	32.0
Never	4.7	9.0	3.0	2.4	4.9	4.6	4.7

Survey Demographics

Gender*	n	% (raw)	% (wtd)
female	239	57.0	51.0
male	177	42.2	47.8
non-binary or prefer not to answer	3	0.7	1.2

Education	n	% (raw)	% (wtd)
High school or less	115	27.4	28.7
Some college	128	30.5	30.4
4-year college degree or more	176	42.0	41.0

Race/Ethnicity**	n	% (raw)	% (wtd)
Black or African-American	192	45.8	44.4
White/Caucasian	167	39.9	41.1
Other	60	14.3	14.5

Income	n	% (raw)	% (wtd)
\$50,000 or below	213	50.8	50.4
\$50,001 - \$100,000	122	29.1	29.4
\$100,001 - \$150,000	38	9.1	9.1
More than \$150,000	26	6.2	6.7
(no response)	20	4.8	4.4

Age*	n	% (raw)	% (wtd)
18-34	79	18.9	32.7
35-54	142	33.9	31.3
55+	198	47.3	36.0

* used as weighting characteristic

** For Race/Ethnicity, "Other" includes: Asian or Asian-American, Hispanic or Latino, Middle Eastern, Mixed race or Multi-racial, Native American, self-identified "Other" responses, and nonresponses.

Weighting Details

Responses in this survey were weighted by gender and age. The margin of error was computed using an adjustment of the classical Central Limit Theorem margin of error associated to random samples. Specifically, the margin of error (computed at a 95% confidence level) was inflated relative to the ordinary calculation by a factor of $\sqrt{1 + cv(weights)^2}$, where cv denotes the coefficient of variation. In this survey, the design factor was 1.07. The overall margin of error was $\pm 5.1\%$. This margin of error assumes that the weighted estimates are approximately unbiased. This assumption implicitly relies on the assertion that any differences between the survey sample and the target population on key survey outcomes are corrected by demographic raking. No analysis was conducted to validate that assertion.