

Chicago Latino Voters and the 2015 Mayoral Runoff  
A Survey by Latino Decisions  
Latino Policy Forum/NALACC/Univision Chicago

---



Latino  Decisions

March 23, 2015

## Topline Survey Results

1. Thinking about the 2015 election here in Chicago, what are the most important issues facing the city that the next Mayor of Chicago should address?

[ Open ended, Pre-code to list, RESPONDENT MAY SELECT ONE OR TWO ]

Education / school closings / teacher pay-contracts.....	36
Guns/Violence/Shootings/Police .....	32
Job creation / improve economy.....	25
City budget/finances/pensions.....	14
Immigration issues.....	8
Transportation issues / red light tickets /camera tickets.....	5
City's image / corruption .....	5
Housing / More affordable housing .....	4
Social Service improvements .....	4
Health care / mental health services .....	3
Environmental issues / Pollution .....	3
Race relations / discrimination against Latinos.....	2
Something else.....	5
Don't know.....	4

2. In the election for Mayor of Chicago, will you vote for [ROTATE: Rahm Emanuel or Jesus Chuy Garcia]?

Rahm Emanuel.....	18
Jesus Chuy Garcia .....	61
Don't know .....	21

3. In general, do you approve or disapprove of the job Rahm Emanuel has been doing as mayor of Chicago?

Strongly approve .....	18
Somewhat approve .....	26
Somewhat disapprove .....	23
Strongly disapprove.....	28
Don't know .....	5
Refused .....	1

4. How closely have you been following news about the candidates and issues in the Chicago Mayoral election? Would you say [rotate front/back: very closely, somewhat closely, not too closely, not at all]

Very closely.....	35
Somewhat closely.....	42
Not too closely.....	14
Not at all.....	8
Don't know .....	1

**Chicago Latino Voters and the 2015 Mayoral Runoff**  
**A Survey by Latino Decisions/Latino Policy Forum/NALACC/Univision Chicago**

---

5. Over the past few months or weeks, has anyone from a campaign, political party, or community organization asked you to vote, or register to vote in the Chicago mayoral election?

Yes .....34  
 No.....65  
 Don't know / can't remember ..... 1

6. [IF 5=1] Were you contacted by someone from the Garcia campaign, from the Emanuel campaign, or by representatives of community organizations? [MULTIPLE RESPONSES]

Garcia campaign.....49  
 Emanuel campaign .....31  
 Community organizations .....34  
 Don't know ..... 8  
 Refused .....3

7. Even though Chicago has always had a large Latino population, the city has never elected a Latino as mayor. How important to you is it that Chicago elects a Latino as the next mayor?

Very important .....46  
 Somewhat important .....25  
 Not too important .....14  
 Not at all important.....14  
 Don't know ..... 1

For each policy issue, please tell me which candidate – {rotate} Emanuel or Garcia – would do a better job:

Randomize order:	Definitely Emanuel	Probably Emanuel	Probably Garcia	Definitely Garcia	Same	Depends
8. Promoting economic development downtown	30	16	19	16	8	9
9. Promoting economic development in Chicago neighborhoods	15	9	26	31	5	14
10. Creating more jobs in Chicago	19	8	22	27	12	11
11. Improving safety and reducing crime	16	7	18	37	10	12
12. Improving the success of our K- 12 students	13	6	23	38	8	10
13. Will work to create a school board that city voters can elect on their own	11	7	25	40	6	11

**Chicago Latino Voters and the 2015 Mayoral Runoff**  
**A Survey by Latino Decisions/Latino Policy Forum/NALACC/Univision Chicago**

For each phrase, please tell me which candidate – {rotate} Emanuel or Garcia – better represents the phrase;

Randomize order:	Definitely Emanuel	Probably Emanuel	Probably Garcia	Definitely Garcia	Same	Depends
14. Has experience to get things done	24	15	17	30	4	9
15. Represents politics as usual	26	15	21	18	9	11
16. Has the right ideas to move Chicago forward	20	5	19	38	8	8
17. Will give you a voice at City Hall	10	7	28	37	6	12

18. How enthusiastic are you about casting a vote in the April 7th mayoral election? Would you say [rotate front/back: very enthusiastic, somewhat enthusiastic, not too enthusiastic, not at all enthusiastic?]

Very enthusiastic .....	54
Somewhat enthusiastic .....	31
Not too enthusiastic .....	8
Not at all enthusiastic .....	6
Don't know .....	1

19. Many people are busy and don't get a chance to vote in every election. Thinking about the election coming up on Tuesday April 7 for Mayor of Chicago, what would you say the chances are that you will vote in the election - are you absolutely certain to vote, will you probably vote, are the chances 50-50, or do you not think you will vote?

Absolutely certain.....	75
Probably.....	15
50-50.....	7
Will not vote .....	3
Don't know .....	<1

20. [If Q19=1 or 2] And do you plan to vote early at an early voting location, vote by absentee ballot by mail, or vote on Election Day in your precinct?

Early voting location	24
Absentee mail ballot	10
Election day precinct	64
Don't know	2

21. When it comes to news and information about politics and elections, how often do you use or rely on Spanish language television or radio programs, websites, or newspapers?

Every day .....	32
Few times per week .....	30
Once per week.....	8
Few times per month .....	7
Few times per year .....	4
Never.....	17
Don't know .....	1

### **Methodology Statement**

Latino Decisions surveyed a representative sample of 406 Latino registered voters in the city of Chicago between March 16 – 20, 2015. Surveys were implemented to randomly selected phone numbers, conducted via live, person-to-person (i.e. not robocalls) phone calls. Respondents were reached on a combination of both landline (70%) and mobile phones (30%). All interviewers were completely bilingual, surveys were completed in English or Spanish, according to the respondent's choice. In total 46% of interviews were conducted in Spanish and 54% were done in English. The survey carries a margin of error of +/-4.8 percentage points.