

CHICAGO LATINO VOTERS AND THE 2015 MAYORAL RUNOFF



The Research

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Latino Decisions

- ❑ N=406 Latino registered voters in Chicago
- ❑ Conducted March 16-20, 2015
- ❑ Interview English (54%) or Spanish (46%), respondent's choice
- ❑ Live call interviews with fully bilingual interviewers
- ❑ Blended sample of landline and mobile telephones
- ❑ Margin of error +/- 4.8 percentage points

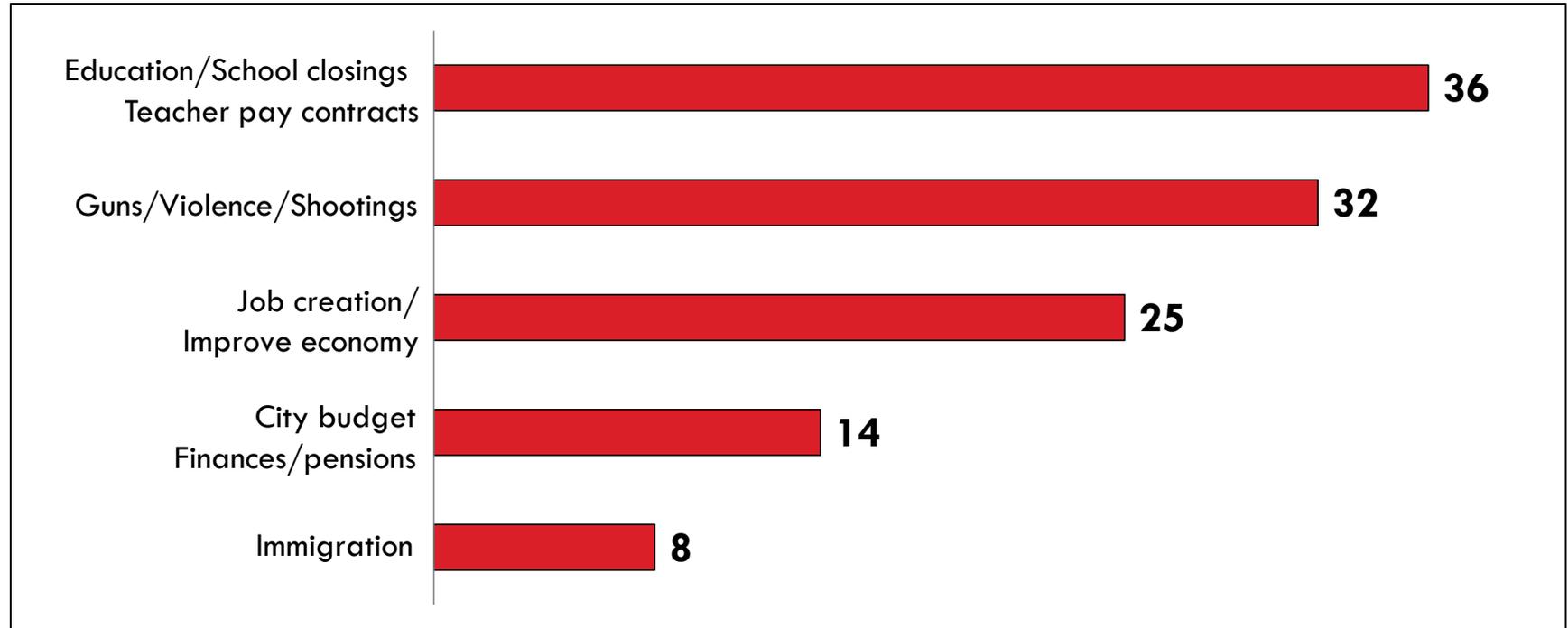
Survey Content

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- Issue Priorities and Candidate Evaluations
- Enthusiasm
- Outreach

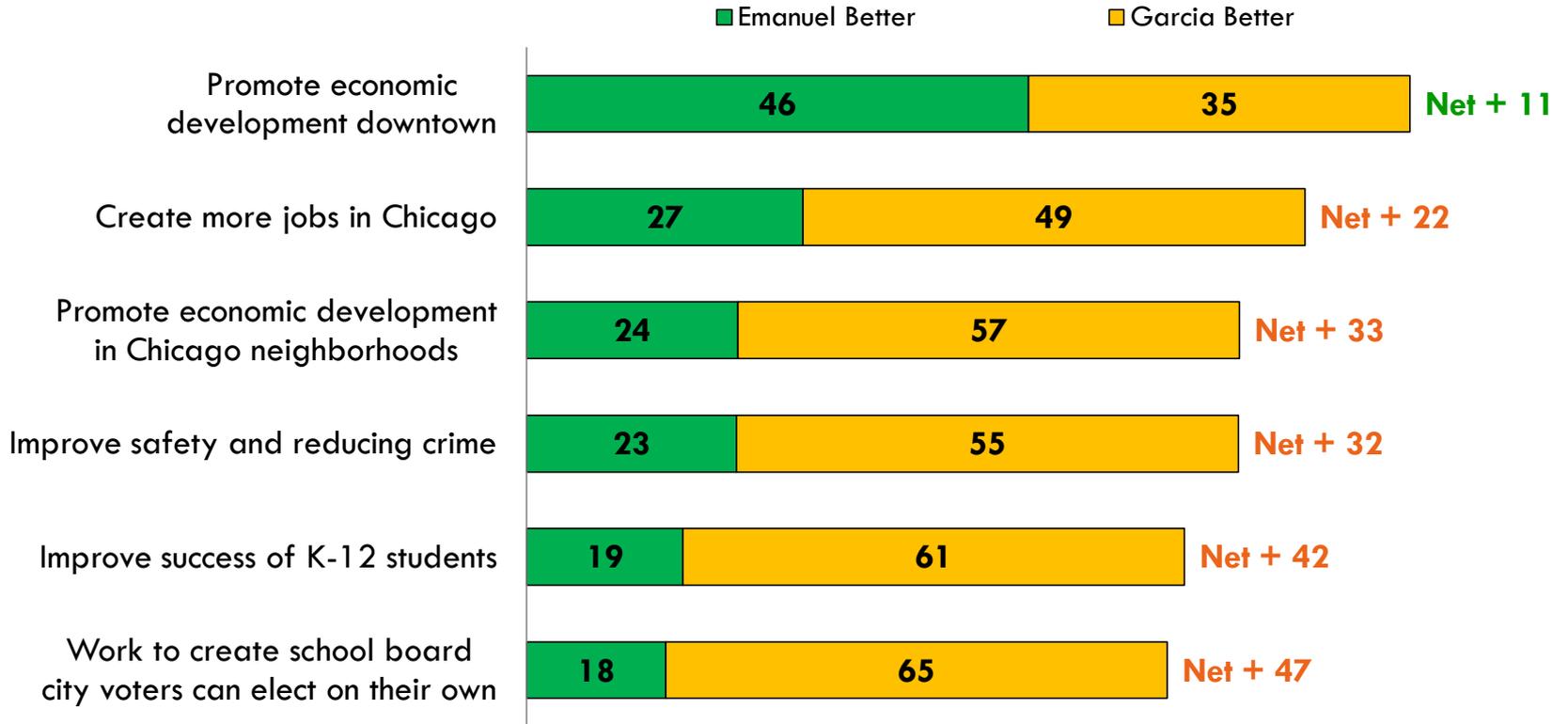
Most important issues facing the city that the next Mayor of Chicago should address

4



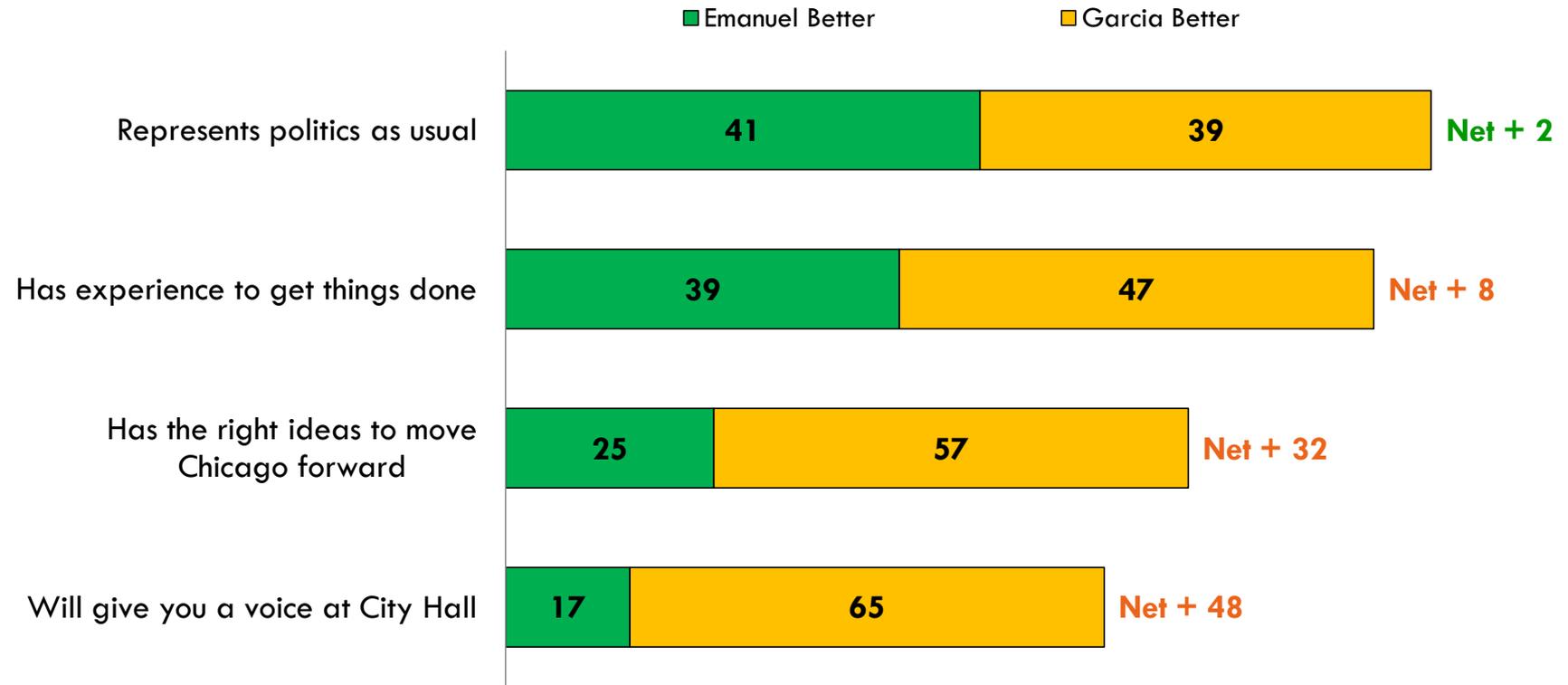
Candidates and Policy

Which candidate would do a better job...



Candidate Qualities

Which candidate better represents the phrase...

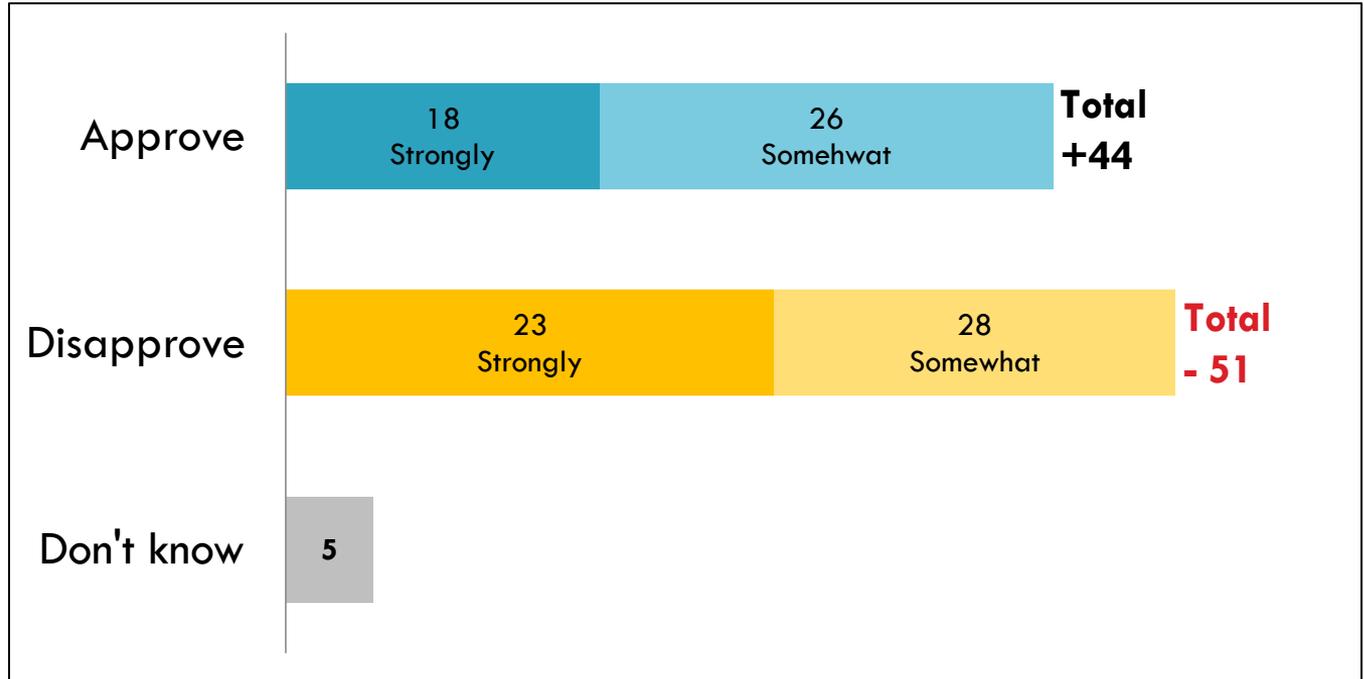


Source: Chicago Latino Voters and the 2015 Mayoral Runoff Survey: LD/Latino Policy Forum/NALACC/Univision Chicago

Mayor Emanuel Job Approval

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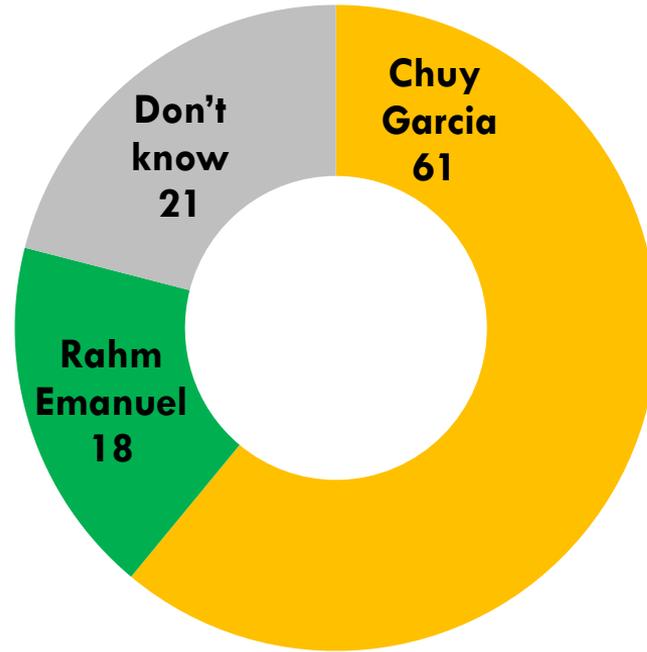
In general, do you approve or disapprove of the job Rahm Emanuel has been doing as mayor of Chicago?



Candidate Preference

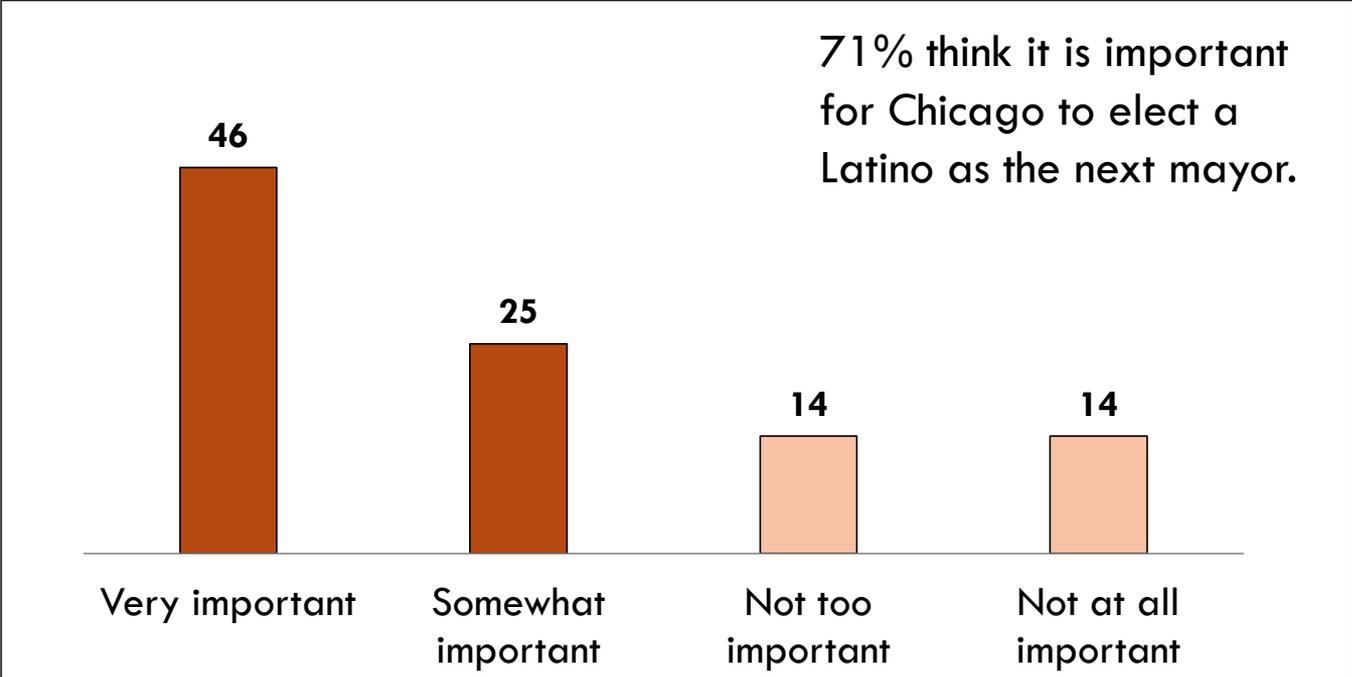
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In the election for Mayor of Chicago, will you vote for Rahm Emanuel or Jesus “Chuy” Garcia?



Representation

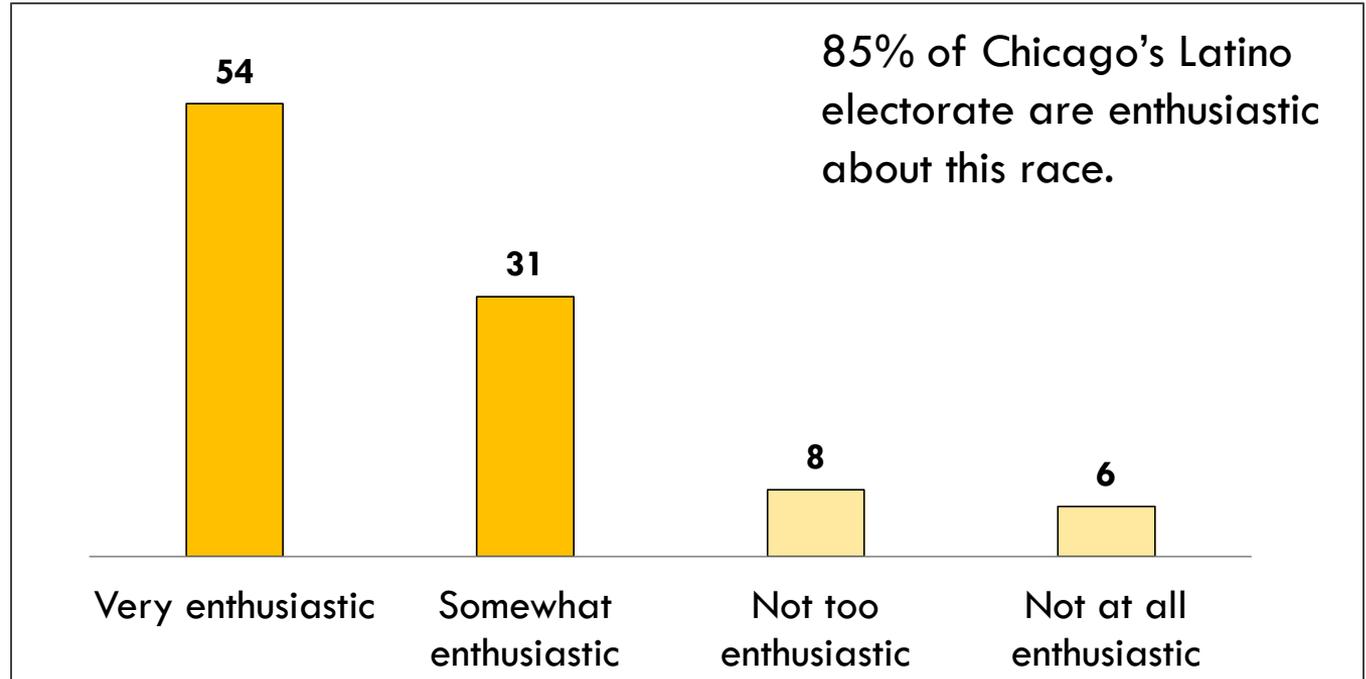
Though Chicago has a large Latino population, the city has never elected a Latino as mayor. How important to you is it that Chicago elects a Latino as the next mayor?



Enthusiasm

10

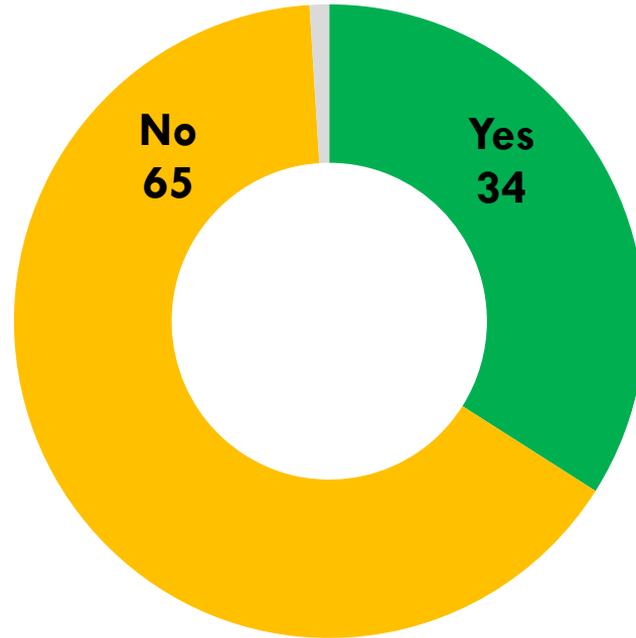
How enthusiastic are you about casting a vote in the April 7th mayoral election?



Campaign Outreach

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



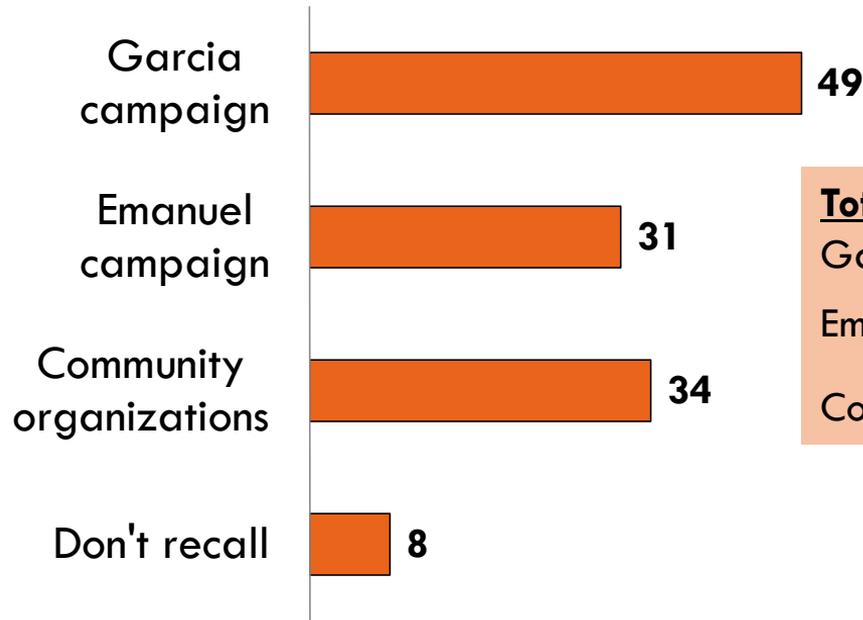
Outreach Among Those Contacted

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Among the 34% contacted...

Where you contacted by the Garcia/Emanuel campaign, or by representatives of community organizations?

(more than one response allowed)



Total Contacted

Garcia 17%

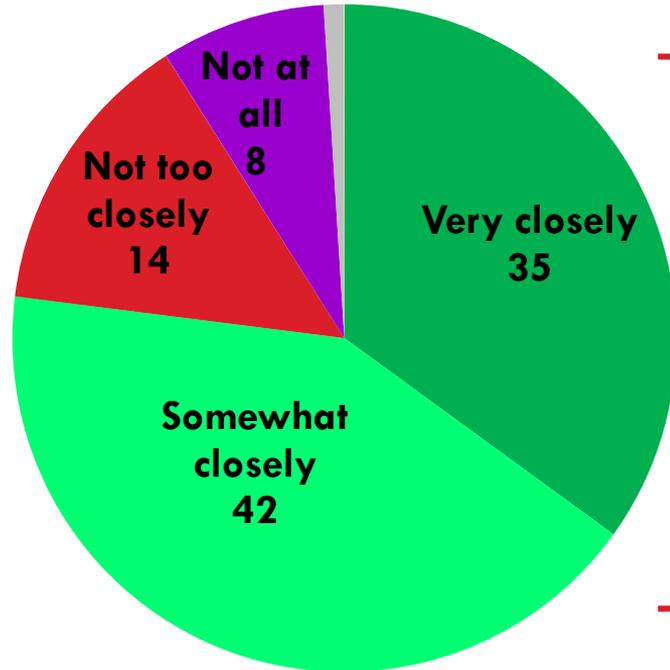
Emanuel 11%

Community Groups 12%

Attention to the Election News

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How closely have you been following news about the candidates and issues in the Chicago Mayoral election?

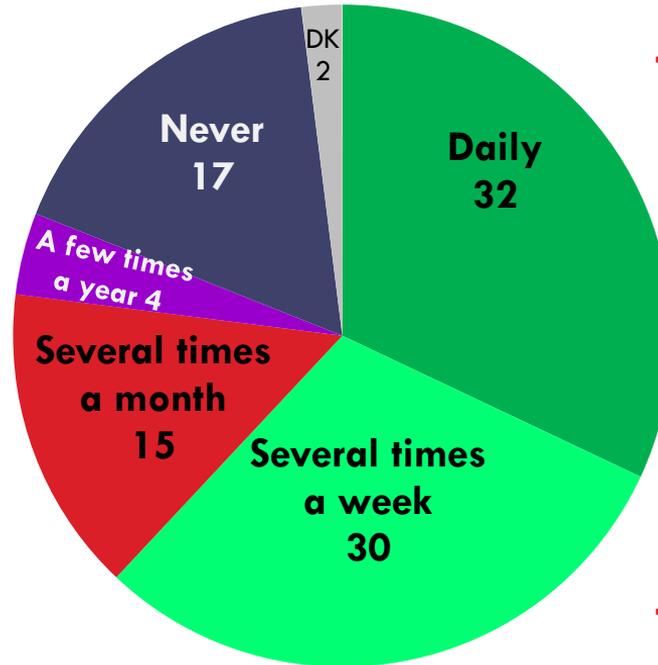


77% of Chicago's Latino electorate is closely following this contest.

Spanish Media News Consumption

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



62% of Chicago's Latino electorate regularly relies on Spanish language media outlets for news and information.

Key Findings

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- ❑ Latinos prefer Garcia over Emanuel 61% to 18%.
- ❑ Schools, safety, and jobs are priority issues.
- ❑ The prospect of Latino representation at City Hall resonates strongly, adds enthusiasm and interest.
- ❑ Outreach is of the essence for both campaigns.
 - ▣ 65% of registered Latino voters don't recall being contacted.
 - ▣ Municipal races hinge on turnout.

THANK YOU

