

To: Interested Parties  
 From: *Lake Research Partners*  
 Re: Analysis of Survey Research in Chicago  
 Date: January 22, 2015

A recent survey of likely 2015 mayoral voters in Chicago reveals voters' ongoing dissatisfaction with Mayor Rahm Emanuel, pushing him into a likely runoff against challenger Jesus "Chuy" Garcia.<sup>1</sup> Chicagoans remain highly frustrated with Rahm's lack of action with regard to the violent crime plaguing communities across the city and angry about his unprecedented closure of neighborhood public schools. The data furthermore suggest Garcia is the candidate best positioned to force a runoff and offer Chicagoans real leadership and a fresh start.

Despite spending copiously on advertising and having the airways to himself, Rahm Emanuel appears to be unable to win the majority needed to avoid a runoff. Garcia holds Rahm under 50% in a head-to-head scenario, despite the fact that his advertising has not yet begun and half of voters still lack a firm impression of him.

A solid majority of voters (59%) rate Rahm's job performance as "just fair" or "poor", though one might have expected more positive judgments after weeks of saturating the airwaves with pro-Rahm advertising. Only 38% say he has done an "excellent" or "good" job. Dissatisfaction with Rahm's job performance is widespread, traversing all major demographic and regional subgroups. Undecided voters are some of Rahm's most vocal critics, awarding him only a 15% "excellent" or "good" job performance rating and an 85% "only fair" or "poor" rating on his stewardship as mayor.

RAHM EMANUEL - JOB PERFORMANCE			
Group	Excellent/Good	Just Fair/Poor	Don't Know
Men	38%	59%	3%
Women	37%	59%	3%
Black	36%	62%	1%
White	41%	55%	3%
Hispanic	33%	65%	2%
Democrats	40%	58%	3%
Independents	37%	61%	2%
Republicans	37%	61%	2%

Rahm's inability to deal with Chicago's epidemic violence and education are particularly troubling to Chicago voters; nearly half (49%) say crime, gangs, and public safety, followed closely by education and schools (44%) as one of the top two issues for the next mayor to do something about.

<sup>1</sup> Lake Research Partners designed and administered this survey, which was conducted by telephone using professional interviewers. The survey reached 600 adults in Chicago, 18 years or older, who are registered and likely to vote in the 2015 Mayoral Election. The survey was conducted January 15<sup>th</sup> – 19<sup>th</sup>, 2015. The margin of error for this poll is +/-4%.

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Rahm remains solidly below the 50%+1 needed to avoid a runoff, while Garcia remains in second place (38% Rahm, 16% Garcia, 8% Fioretti, 5% Wilson, 1% Walls, and 30% undecided).

Simulating a head-to-head contest between Rahm and Garcia, the race closes to only 16 points; 44% to Rahm, 28% for Chuy, and 27% undecided. Ominously for Rahm, the undecided voters are more likely to have a negative view of him (40% favorable, 45% unfavorable). Meanwhile, Chuy is largely unknown to undecided voters (48% no opinion, 22% never heard), affording him the opportunity to expand his base and win their support.

It is abundantly clear that Chicago voters are ready for a change in leadership. With less than a month left until Election Day, Garcia is emerging as the best and most viable alternative to Rahm.