



Emanuel to Win

Financial advantage allowed Emanuel to control the narrative

CHICAGO, IL - Ogden & Fry conducted two polls for the Chicago Mayoral runoff contest. A 1-question poll with 838 respondents was run on Friday, April 3, 2015 without “undecided” as an option. The usual weekly 1-question poll was conducted on Saturday, April 4, 2015 with 972 respondents.

Respondents were selected by random sampling of likely voters.

4/4/2015, n= 972

Rahm Emanuel	499	51.3%
Jesus “Chuy” Garcia	321	33.0%
Undecided	152	15.6%

Margin of Error +/- 3.21% at 95% Confidence Interval

4/3/2015, n= 838 (without “undecided”)

Rahm Emanuel	474	56.6%
Jesus “Chuy” Garcia	364	43.4%

Margin of Error +/- 3.45% at 95% Confidence Interval

ANALYSIS

What started as a close race has opened up into a double-digit lead for Mayor Emanuel. The barrage of negative ads stating Garcia had no plan were very effective. Garcia’s candidacy was seen as a proxy for the CTU so he could re-open some of the schools. Additionally, Garcia wagered eliminating the red-light cameras would bring voters to his side, but ultimately he did not provide a simple answer to Emanuel’s hard-hitting question “How would he pay for it all?”.



OGDEN & FRY

Most people vote in their own financial interest. The voters know Chicago's budget is a mess and don't want to see their property taxes or rent (indirectly) to increase. Property values trump the irritation with the red-light cameras and Emanuel's abrasive personality.

There are some factors which should still affect the results on Tuesday:

- How big will the Hispanic wave be for Garcia? (Early voting data does not suggest too large)
- The Hispanic vote does under-poll. Garcia was 7-points higher in the Municipal Election than he polled.
- Sporadic turnout ward by ward with Aldermanic runoffs will provide uneven turnout.
- The African American vote returned to Emanuel, but will they show up?

METHODOLOGY

Ogden & Fry strives to increase the accuracy of political polling by measuring voters most likely to vote based on voter history. Voting is a socialized behavior with predictable reliability and consistency.

Ogden & Fry maintains a database with 20 years of voting history. For the Chicago Mayoral Runoff election, likely voters are randomly selected from voters who voted in at least 1 of the last 3 elections.

PREVIOUS POLLS

3/28/2015, n= 904

Rahm Emanuel	430	47.6%
Jesus "Chuy" Garcia	309	34.2%
Undecided	165	18.3%

Margin of Error +/- 3.33% at 95% Confidence Interval



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3/27/2015, n= 1,101 (without "undecided")

Rahm Emanuel	638	57.9%
Jesus "Chuy" Garcia	463	42.1%

Margin of Error +/- 3.01% at 95% Confidence Interval

3/21/2015, n= 951

Rahm Emanuel	471	48.5%
Jesus "Chuy" Garcia	305	32.1%
Undecided	175	18.4%

Margin of Error +/- 3.24% at 95% Confidence Interval

3/20/2015, n= 877 (without "undecided")

Rahm Emanuel	489	55.8%
Jesus "Chuy" Garcia	388	44.2%

Margin of Error +/- 3.38% at 95% Confidence Interval

3/14/2015, n= 957

Rahm Emanuel	451	47.1%
Jesus "Chuy" Garcia	351	36.7%
Undecided	155	16.2%

Margin of Error +/- 3.23% at 95% Confidence Interval

3/13/2015, n= 920 (without "undecided")

Rahm Emanuel	503	54.7%
Jesus "Chuy" Garcia	417	45.3%

Margin of Error +/- 3.30% at 95% Confidence Interval

3/7/2015, n= 1,020

Rahm Emanuel	444	43.5%
Jesus "Chuy" Garcia	388	38.0%
Undecided	184	18.0%

Margin of Error +/- 3.13% at 95% Confidence Interval



OGDEN & FRY

2/28/2015 n= 979

Rahm Emanuel	420	42.9%
Jesus "Chuy" Garcia	377	38.5%
Undecided	182	18.6%

Margin of Error +/- 3.20% at 95% Confidence Interval

2/25/2015 n= 1,058

Rahm Emanuel	452	42.7%
Jesus "Chuy" Garcia	409	38.7%
Undecided	197	18.6%

Margin of Error +/- 3.07% at 95% Confidence Interval

CROSSTABS

4/4/2015

Respondents by Gender

Male	440	45.3%
Female	532	54.7%

Respondents by Age

Age 18 – 30	130	13.4%
Age 31 - 45	326	33.5%
Age 46 - 64	307	31.6%
Age 65 plus	209	21.5%

Respondents by Ward



OGDEN & FRY

1 Count	22
2 Count	18
3 Count	40
4 Count	29
5 Count	27
6 Count	23
7 Count	19
8 Count	29
9 Count	31
10 Count	12
11 Count	17
12 Count	13
13 Count	13
14 Count	5
15 Count	8
16 Count	13
17 Count	23
18 Count	14
19 Count	28
20 Count	22
21 Count	23
22 Count	8
23 Count	11
24 Count	21
25 Count	12

26 Count	19
27 Count	28
28 Count	27
29 Count	19
30 Count	10
31 Count	11
32 Count	18
33 Count	13
34 Count	26
35 Count	11
36 Count	8
37 Count	14
38 Count	10
39 Count	26
40 Count	23
41 Count	20
42 Count	25
43 Count	24
44 Count	16
45 Count	23
46 Count	19
47 Count	27
48 Count	36
49 Count	23
50 Count	15

4/3/2015

Respondents by Gender

Male	378	45.1%
Female	460	64.9%

Respondents by Age



OGDEN & FRY

Age 18 – 30	123	14.7%
Age 31 - 45	283	33.8%
Age 46 - 64	277	33.1%
Age 65 plus	155	18.5%

Respondents by Ward

1 Count	24
2 Count	13
3 Count	20
4 Count	25
5 Count	18
6 Count	18
7 Count	16
8 Count	23
9 Count	20
10 Count	12
11 Count	9
12 Count	14
13 Count	14
14 Count	10
15 Count	9
16 Count	9
17 Count	18
18 Count	16
19 Count	25
20 Count	9
21 Count	21
22 Count	7
23 Count	12
24 Count	15
25 Count	20

26 Count	12
27 Count	22
28 Count	17
29 Count	23
30 Count	11
31 Count	11
32 Count	18
33 Count	18
34 Count	17
35 Count	21
36 Count	8
37 Count	13
38 Count	14
39 Count	20
40 Count	24
41 Count	13
42 Count	18
43 Count	12
44 Count	17
45 Count	21
46 Count	25
47 Count	28
48 Count	31
49 Count	17
50 Count	10

3/28/2015

Respondents by Gender



OGDEN & FRY

Male	429	47.5%
Female	475	52.5%

Respondents by Age

Age 18 – 30	106	11.7%
Age 31 - 45	262	29.0%
Age 46 - 64	323	35.7%
Age 65 plus	213	23.6%

Respondents by Ward

1 Count	19	26 Count	10
2 Count	20	27 Count	26
3 Count	25	28 Count	21
4 Count	37	29 Count	19
5 Count	26	30 Count	9
6 Count	22	31 Count	6
7 Count	26	32 Count	18
8 Count	28	33 Count	12
9 Count	29	34 Count	25
10 Count	5	35 Count	14
11 Count	9	36 Count	8
12 Count	12	37 Count	16
13 Count	24	38 Count	15
14 Count	9	39 Count	26
15 Count	8	40 Count	21
16 Count	12	41 Count	20
17 Count	21	42 Count	16
18 Count	23	43 Count	17
19 Count	28	44 Count	20
20 Count	10	45 Count	19
21 Count	20	46 Count	14
22 Count	2	47 Count	24
23 Count	16	48 Count	23
24 Count	19	49 Count	27



OGDEN & FRY

25 Count	15
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50 Count	13
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3/27/2015

Respondents by Gender

Male	508	46.1%
Female	593	53.9%

Respondents by Age

Age 18 – 30	125	11.4%
Age 31 - 45	356	32.3%
Age 46 - 64	381	34.6%
Age 65 plus	239	21.7%

Respondents by Ward

1 Count	35	26 Count	17
2 Count	22	27 Count	29
3 Count	29	28 Count	31
4 Count	30	29 Count	13
5 Count	33	30 Count	19
6 Count	25	31 Count	12
7 Count	25	32 Count	25
8 Count	30	33 Count	19
9 Count	24	34 Count	27
10 Count	14	35 Count	23
11 Count	16	36 Count	10
12 Count	9	37 Count	21
13 Count	25	38 Count	25
14 Count	12	39 Count	20
15 Count	10	40 Count	34



OGDEN & FRY

16 Count	14
17 Count	11
18 Count	21
19 Count	36
20 Count	23
21 Count	20
22 Count	12
23 Count	11
24 Count	11
25 Count	15

41 Count	24
42 Count	28
43 Count	20
44 Count	25
45 Count	25
46 Count	22
47 Count	38
48 Count	36
49 Count	25
50 Count	20

3/21/2015

Respondents by Gender

Male	439	46.2%
Female	512	53.8%

Respondents by Age

Age 18 – 30	110	11.6%
Age 31 - 45	289	30.4%
Age 46 - 64	308	32.4%
Age 65 plus	244	25.7%

Respondents by Ward

1 Count	13
2 Count	22
3 Count	32
4 Count	29
5 Count	18
6 Count	25
7 Count	23
8 Count	26

26 Count	11
27 Count	36
28 Count	17
29 Count	24
30 Count	14
31 Count	16
32 Count	22
33 Count	13



OGDEN & FRY

9 Count	21
10 Count	8
11 Count	12
12 Count	9
13 Count	15
14 Count	9
15 Count	11
16 Count	11
17 Count	16
18 Count	25
19 Count	31
20 Count	16
21 Count	26
22 Count	8
23 Count	11
24 Count	11
25 Count	12

34 Count	23
35 Count	10
36 Count	9
37 Count	20
38 Count	16
39 Count	21
40 Count	20
41 Count	24
42 Count	19
43 Count	20
44 Count	24
45 Count	25
46 Count	23
47 Count	27
48 Count	32
49 Count	22
50 Count	23

3/20/2015

Respondents by Gender

Male	398	45.4%
Female	479	54.6%

Respondents by Age

Age 18 – 30	101	11.5%
Age 31 - 45	275	31.4%
Age 46 - 64	292	33.3%
Age 65 plus	209	23.8%

Respondents by Ward



OGDEN & FRY

1 Count	17
2 Count	17
3 Count	23
4 Count	24
5 Count	21
6 Count	16
7 Count	27
8 Count	26
9 Count	15
10 Count	10
11 Count	15
12 Count	10
13 Count	15
14 Count	15
15 Count	6
16 Count	11
17 Count	19
18 Count	12
19 Count	14
20 Count	16
21 Count	19
22 Count	10
23 Count	10
24 Count	15
25 Count	14

26 Count	14
27 Count	25
28 Count	14
29 Count	18
30 Count	10
31 Count	8
32 Count	20
33 Count	17
34 Count	38
35 Count	17
36 Count	12
37 Count	13
38 Count	17
39 Count	23
40 Count	22
41 Count	20
42 Count	19
43 Count	19
44 Count	18
45 Count	28
46 Count	22
47 Count	27
48 Count	27
49 Count	15
50 Count	17

3/14/2015

Respondents by Gender

Male	426	44.5%
Female	531	55.5%



OGDEN & FRY

Respondents by Age

Age 18 – 30	123	12.9%
Age 31 - 45	280	29.3%
Age 46 - 64	345	36.1%
Age 65 plus	209	21.8%

Respondents by Ward

1 Count	14
2 Count	14
3 Count	19
4 Count	30
5 Count	24
6 Count	20
7 Count	22
8 Count	36
9 Count	28
10 Count	8
11 Count	17
12 Count	10
13 Count	20
14 Count	12
15 Count	12
16 Count	10
17 Count	15
18 Count	26
19 Count	36
20 Count	25
21 Count	25
22 Count	12
23 Count	10
24 Count	18
25 Count	5

26 Count	10
27 Count	22
28 Count	26
29 Count	19
30 Count	10
31 Count	13
32 Count	27
33 Count	15
34 Count	29
35 Count	11
36 Count	7
37 Count	23
38 Count	16
39 Count	24
40 Count	22
41 Count	19
42 Count	21
43 Count	15
44 Count	24
45 Count	12
46 Count	28
47 Count	22
48 Count	32
49 Count	22
50 Count	20



OGDEN & FRY

3/13/2015

Respondents by Gender

Male	417	45.3%
Female	503	54.7%

Respondents by Age

Age 18 – 30	135	14.7%
Age 31 - 45	303	32.9%
Age 46 - 64	295	32.1%
Age 65 plus	187	20.3%

Respondents by Ward

1 Count	17	26 Count	12
2 Count	18	27 Count	19
3 Count	33	28 Count	24
4 Count	25	29 Count	33
5 Count	17	30 Count	14
6 Count	31	31 Count	11
7 Count	17	32 Count	16
8 Count	27	33 Count	12
9 Count	20	34 Count	30
10 Count	10	35 Count	20
11 Count	12	36 Count	7
12 Count	6	37 Count	16
13 Count	20	38 Count	9
14 Count	8	39 Count	18
15 Count	7	40 Count	19
16 Count	19	41 Count	22
17 Count	21	42 Count	24
18 Count	29	43 Count	13



OGDEN & FRY

19 Count	22
20 Count	18
21 Count	21
22 Count	10
23 Count	14
24 Count	12
25 Count	21

44 Count	22
45 Count	19
46 Count	18
47 Count	22
48 Count	31
49 Count	18
50 Count	16

3/7/2015

Respondents by Gender

Male	465	45.6%
Female	555	54.4%

Respondents by Age

Age 18 – 30	145	14.2%
Age 31 - 45	332	32.5%
Age 46 - 64	308	30.2%
Age 65 plus	235	23.0%

Respondents by Ward

1 Count	19
2 Count	19
3 Count	34
4 Count	27
5 Count	23
6 Count	15
7 Count	24
8 Count	35
9 Count	24

26 Count	19
27 Count	26
28 Count	31
29 Count	19
30 Count	4
31 Count	6
32 Count	17
33 Count	21
34 Count	31



OGDEN & FRY

10 Count	9	35 Count	11
11 Count	16	36 Count	16
12 Count	12	37 Count	28
13 Count	18	38 Count	17
14 Count	15	39 Count	20
15 Count	13	40 Count	31
16 Count	17	41 Count	18
17 Count	15	42 Count	19
18 Count	29	43 Count	14
19 Count	25	44 Count	20
20 Count	27	45 Count	24
21 Count	39	46 Count	20
22 Count	3	47 Count	38
23 Count	17	48 Count	32
24 Count	16	49 Count	24
25 Count	9	50 Count	14

2/28/2015

Respondents by Gender

Male	443	45.3%
Female	536	54.4%

Respondents by Age

Age 18 – 30	153	15.6%
Age 31 - 45	330	33.7%
Age 46 - 64	300	30.6%
Age 65 plus	196	20.0%

Respondents by Ward

1 Count	11	26 Count	12
2 Count	21	27 Count	26



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3 Count	31	28 Count	24
4 Count	21	29 Count	22
5 Count	25	30 Count	11
6 Count	20	31 Count	9
7 Count	21	32 Count	20
8 Count	37	33 Count	17
9 Count	32	34 Count	25
10 Count	15	35 Count	16
11 Count	13	36 Count	8
12 Count	8	37 Count	26
13 Count	9	38 Count	27
14 Count	15	39 Count	23
15 Count	9	40 Count	13
16 Count	14	41 Count	23
17 Count	13	42 Count	13
18 Count	28	43 Count	30
19 Count	19	44 Count	16
20 Count	19	45 Count	26
21 Count	25	46 Count	20
22 Count	10	47 Count	35
23 Count	12	48 Count	32
24 Count	23	49 Count	25
25 Count	16	50 Count	13

2/25/2015

Respondents by Gender

Male	464	43.9%
Female	594	56.1%

Respondents by Age



OGDEN & FRY

Age 18 – 30	106	10.0%
Age 31 - 45	319	30.2%
Age 46 - 64	406	38.4%
Age 65 plus	226	21.4%

*Age for 1 respondent could not be determined.

Respondents by Ward

1 Count	16
2 Count	25
3 Count	29
4 Count	27
5 Count	26
6 Count	17
7 Count	23
8 Count	33
9 Count	29
10 Count	15
11 Count	19
12 Count	6
13 Count	19
14 Count	12
15 Count	7
16 Count	20
17 Count	23
18 Count	32
19 Count	31
20 Count	22
21 Count	22
22 Count	10
23 Count	16
24 Count	21
25 Count	19

26 Count	14
27 Count	19
28 Count	31
29 Count	27
30 Count	17
31 Count	11
32 Count	17
33 Count	13
34 Count	30
35 Count	9
36 Count	13
37 Count	14
38 Count	23
39 Count	31
40 Count	19
41 Count	25
42 Count	26
43 Count	22
44 Count	29
45 Count	26
46 Count	21
47 Count	28
48 Count	37
49 Count	24
50 Count	12



OGDEN & FRY

PREVIOUS MAYORAL POLLS WARD DISTRIBUTIONS (Wards won by Garcia in yellow)

1/17/2015		1/24/2015		1/31/2015		2/7/2015		2/14/2015		2/21/2015	
Ward 1	20	Ward 1	13	Ward 1	17	1 Count	19	1 Count	9	1 Count	3
Ward 2	15	Ward 2	20	Ward 2	15	2 Count	20	2 Count	12	2 Count	12
Ward 3	33	Ward 3	39	Ward 3	28	3 Count	28	3 Count	19	3 Count	30
Ward 4	29	Ward 4	30	Ward 4	27	4 Count	31	4 Count	23	4 Count	20
Ward 5	30	Ward 5	29	Ward 5	21	5 Count	29	5 Count	27	5 Count	27
Ward 6	31	Ward 6	29	Ward 6	25	6 Count	26	6 Count	18	6 Count	19
Ward 7	20	Ward 7	22	Ward 7	28	7 Count	24	7 Count	17	7 Count	17
Ward 8	23	Ward 8	41	Ward 8	22	8 Count	27	8 Count	21	8 Count	25
Ward 9	34	Ward 9	27	Ward 9	20	9 Count	20	9 Count	18	9 Count	24
Ward 10	8	Ward 10	7	Ward 10	8	10 Count	9	10 Count	7	10 Count	8
Ward 11	19	Ward 11	11	Ward 11	11	11 Count	10	11 Count	15	11 Count	12
Ward 12	8	Ward 12	12	Ward 12	8	12 Count	10	12 Count	6	12 Count	10
Ward 13	13	Ward 13	13	Ward 13	21	13 Count	8	13 Count	21	13 Count	13
Ward 14	19	Ward 14	8	Ward 14	5	14 Count	9	14 Count	8	14 Count	8
Ward 15	8	Ward 15	10	Ward 15	1	15 Count	6	15 Count	1	15 Count	7
Ward 16	16	Ward 16	9	Ward 16	24	16 Count	25	16 Count	11	16 Count	12
Ward 17	21	Ward 17	17	Ward 17	12	17 Count	17	17 Count	13	17 Count	16
Ward 18	30	Ward 18	18	Ward 18	14	18 Count	17	18 Count	19	18 Count	11
Ward 19	45	Ward 19	30	Ward 19	32	19 Count	36	19 Count	25	19 Count	30
Ward 20	23	Ward 20	16	Ward 20	15	20 Count	15	20 Count	15	20 Count	14
Ward 21	29	Ward 21	26	Ward 21	29	21 Count	28	21 Count	21	21 Count	12
Ward 22	10	Ward 22	6	Ward 22	11	22 Count	8	22 Count	6	22 Count	10
Ward 23	15	Ward 23	15	Ward 23	12	23 Count	10	23 Count	12	23 Count	12
Ward 24	18	Ward 24	18	Ward 24	26	24 Count	16	24 Count	13	24 Count	12
Ward 25	14	Ward 25	6	Ward 25	8	25 Count	18	25 Count	12	25 Count	6
Ward 26	10	Ward 26	9	Ward 26	11	26 Count	17	26 Count	4	26 Count	12
Ward 27	22	Ward 27	19	Ward 27	15	27 Count	24	27 Count	14	27 Count	25
Ward 28	31	Ward 28	30	Ward 28	23	28 Count	22	28 Count	13	28 Count	12



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Ward 29	20	Ward 29	21	Ward 29	18	29 Count	20	29 Count	22	29 Count	21
Ward 30	7	Ward 30	11	Ward 30	9	30 Count	6	30 Count	16	30 Count	9
Ward 31	6	Ward 31	15	Ward 31	6	31 Count	8	31 Count	8	31 Count	8
Ward 32	22	Ward 32	20	Ward 32	19	32 Count	31	32 Count	15	32 Count	18
Ward 33	15	Ward 33	11	Ward 33	20	33 Count	11	33 Count	17	33 Count	10
Ward 34	36	Ward 34	25	Ward 34	23	34 Count	29	34 Count	17	34 Count	18
Ward 35	15	Ward 35	9	Ward 35	5	35 Count	14	35 Count	5	35 Count	8
Ward 36	11	Ward 36	6	Ward 36	11	36 Count	5	36 Count	8	36 Count	12
Ward 37	16	Ward 37	22	Ward 37	19	37 Count	31	37 Count	19	37 Count	15
Ward 38	17	Ward 38	13	Ward 38	22	38 Count	13	38 Count	9	38 Count	7
Ward 39	19	Ward 39	17	Ward 39	30	39 Count	23	39 Count	26	39 Count	14
Ward 40	16	Ward 40	22	Ward 40	16	40 Count	16	40 Count	14	40 Count	17
Ward 41	22	Ward 41	18	Ward 41	22	41 Count	23	41 Count	12	41 Count	16
Ward 42	21	Ward 42	19	Ward 42	17	42 Count	29	42 Count	13	42 Count	23
Ward 43	14	Ward 43	26	Ward 43	19	43 Count	19	43 Count	18	43 Count	10
Ward 44	18	Ward 44	17	Ward 44	24	44 Count	19	44 Count	10	44 Count	18
Ward 45	17	Ward 45	22	Ward 45	13	45 Count	24	45 Count	14	45 Count	13
Ward 46	17	Ward 46	29	Ward 46	18	46 Count	21	46 Count	14	46 Count	12
Ward 47	30	Ward 47	27	Ward 47	28	47 Count	30	47 Count	28	47 Count	20
Ward 48	34	Ward 48	35	Ward 48	20	48 Count	29	48 Count	23	48 Count	22
Ward 49	24	Ward 49	18	Ward 49	26	49 Count	23	49 Count	20	49 Count	16
Ward 50	19	Ward 50	16	Ward 50	10	50 Count	16	50 Count	8	50 Count	11

*49th ward was won by Garcia, but was practically a tie