



To: Illinois Policy  
From: M3 Strategies  
Re: Chicago Poll – August 2024  
Date: August 16, 2024

## BACKGROUND

M3 Strategies surveyed 454 likely voters in Chicago from July 29 – August 2. The survey has a margin of error of 4.6 % at 95% confidence. Respondents were randomly selected from a pool of individuals who are likely to vote. All responses were generated via SMS to web survey.

## KEY FINDINGS

### Chicago Mayor Brandon Johnson Favorability

- **Overall Opinion:** Chicago Mayor Brandon Johnson is unpopular, with only 27% viewing him favorably (9% strongly favorable, 18% somewhat favorable) and a significant 63% holding an unfavorable view (44% strongly unfavorable, 19% somewhat unfavorable).
- **Demographic Breakdown:** Johnson's support is highest among younger voters and the most liberal respondents, while conservatives, older voters, and white respondents hold the most unfavorable views.
  - Even among self-described very liberal voters, only 51% approve of him.

### Impact of CTU Financial Support on Voter Behavior

- **Electoral Impact:** Voters express significant opposition to candidates who take money from the CTU, with 55% indicating they would be less likely to vote for such candidates (39% much less likely, 15% somewhat less likely). Only 14% would be more likely to support a candidate receiving CTU funds, and for 31%, it would not make a difference.
- **Demographic Breakdown:** Opposition to CTU financial support is strongest among older voters, conservatives, and men. In contrast, younger voters and liberals are somewhat more open to candidates backed by the CTU, though even among these groups, opposition is substantial.



## RESULTS

**Which one or two of the following would you say is the biggest issue facing Chicago right now? (Select up to two)**

<b>Issue</b>	<b>Perc</b>
Crime	26%
Recent Migrants from Central and South America	14%
High Taxes	13%
Housing	10%
City Governance	10%
Homelessness	9%
The Economy	7%
Education	7%
Other (please specify)	3%

**Do you have a favorable or unfavorable opinion of the Chicago Mayor Brandon Johnson?**

<b>Johnson</b>	<b>Perc</b>
Strongly favorable	9%
Somewhat favorable	18%
No opinion	10%
Somewhat unfavorable	19%
Strongly unfavorable	44%
Never heard of Brandon Johnson	0%

**Would you be more or less likely to vote for a candidate for public office if they took money from CTU?**

<b>\$ from CTU</b>	<b>Perc</b>
Much more likely	6%
Somewhat more likely	8%
No difference	31%
Somewhat less likely	15%
Much less likely	39%



## SELECTED CROSSTABS

**Do you have a favorable or unfavorable opinion of the Chicago Mayor Brandon Johnson?**

### Gender

<b>Johnson</b>	<b>Female</b>	<b>Male</b>
Strongly favorable	9%	9%
Somewhat favorable	23%	14%
No opinion	9%	11%
Somewhat unfavorable	18%	21%
Strongly unfavorable	41%	46%
Never heard of Brandon Johnson	1%	0%

### Which of the following best describes you?

<b>Johnson</b>	<b>Very Con</b>	<b>Some Con</b>	<b>Moderate</b>	<b>Some Lib</b>	<b>Very Lib</b>
Strongly favorable	9%	6%	6%	5%	23%
Somewhat favorable	5%	12%	11%	26%	28%
No opinion	7%	5%	10%	8%	7%
Somewhat unfavorable	7%	13%	17%	25%	24%
Strongly unfavorable	73%	63%	54%	36%	18%
Never heard of Brandon Johnson	0%	0%	1%	0%	0%

### Age

<b>Johnson</b>	<b>18-30</b>	<b>31-45</b>	<b>46-64</b>	<b>65+</b>
Strongly favorable	9%	13%	7%	10%
Somewhat favorable	16%	21%	19%	14%
No opinion	16%	10%	12%	4%
Somewhat unfavorable	25%	15%	20%	20%
Strongly unfavorable	33%	41%	42%	51%
Never heard of Brandon Johnson	0%	1%	1%	0%



**Children**

<b>Johnson</b>	<b>Currently</b>	<b>Never have</b>	<b>No Kids</b>	<b>Private Schools</b>	<b>Used to</b>
Strongly favorable	15%	1%	9%	10%	8%
Somewhat favorable	19%	10%	20%	14%	19%
No opinion	20%	7%	10%	0%	7%
Somewhat unfavorable	8%	20%	26%	10%	21%
Strongly unfavorable	36%	61%	34%	66%	45%
Never heard of Brandon Johnson	2%	0%	1%	0%	0%

**Race**

<b>Johnson</b>	<b>Black</b>	<b>Hispanic</b>	<b>White</b>
Strongly favorable	13%	14%	5%
Somewhat favorable	20%	14%	20%
No opinion	13%	17%	6%
Somewhat unfavorable	16%	19%	20%
Strongly unfavorable	37%	37%	48%
Never heard of Brandon Johnson	1%	0%	0%

**2020**

<b>Johnson</b>	<b>Donald Trump</b>	<b>Joe Biden</b>
Strongly favorable	9%	10%
Somewhat favorable	1%	24%
No opinion	6%	10%
Somewhat unfavorable	9%	20%
Strongly unfavorable	75%	36%
Never heard of Brandon Johnson	0%	1%



**Would you be more or less likely to vote for a candidate for public office if they took money from CTU?**

**Gender**

<b>\$ from CTU</b>	<b>Female</b>	<b>Male</b>
Much more likely	6%	6%
Somewhat more likely	7%	9%
No difference	33%	30%
Somewhat less likely	16%	15%
Much less likely	38%	40%

**Which of the following best describes you?**

<b>\$ from CTU</b>	<b>Very Con</b>	<b>Some Con</b>	<b>Moderate</b>	<b>Some Lib</b>	<b>Very Lib</b>
Much more likely	0%	0%	3%	2%	19%
Somewhat more likely	12%	6%	3%	12%	9%
No difference	21%	28%	30%	41%	29%
Somewhat less likely	8%	20%	13%	12%	18%
Much less likely	59%	46%	50%	33%	24%

**Age**

<b>\$ from CTU</b>	<b>18-30</b>	<b>31-45</b>	<b>46-64</b>	<b>65+</b>
Much more likely	16%	10%	3%	4%
Somewhat more likely	12%	10%	5%	7%
No difference	27%	31%	37%	27%
Somewhat less likely	17%	16%	17%	13%
Much less likely	29%	33%	38%	49%

**Children**

<b>\$ from CTU</b>	<b>Currently</b>	<b>Never have</b>	<b>No Kids</b>	<b>Private Schools</b>	<b>Used to</b>
Much more likely	16%	7%	6%	0%	3%
Somewhat more likely	4%	4%	11%	5%	9%
No difference	30%	21%	38%	22%	36%
Somewhat less likely	12%	17%	21%	16%	7%
Much less likely	38%	52%	24%	57%	45%



## Race

<b>\$ from CTU</b>	<b>Black</b>	<b>Hispanic</b>	<b>White</b>
Much more likely	7%	5%	6%
Somewhat more likely	11%	6%	8%
No difference	32%	25%	34%
Somewhat less likely	16%	26%	14%
Much less likely	34%	38%	38%

## 2020

<b>\$ from CTU</b>	<b>Donald Trump</b>	<b>Joe Biden</b>
Much more likely	5%	6%
Somewhat more likely	5%	8%
No difference	17%	35%
Somewhat less likely	13%	17%
Much less likely	60%	33%



## DEMOGRAPHICS

### 2020 Presidential Election

2020	Perc
Donald Trump	16%
Joe Biden	71%
Other / Unsure	9%
I did not vote in 2020	4%

### Gender

Gender	Perc
Female	50%
Male	48%
Other	2%

### Age

Age	Perc
18-30	10%
31-45	25%
46-64	35%
65+	30%

### Ideology

Ideology Self ID	Perc	
Very conservative	5%	17%
Somewhat conservative	12%	
Moderate	33%	43%
Somewhat liberal or progressive	21%	
Very liberal or progressive	22%	
Don't Know/Unsure	7%	



## Following

Following	Perc
Very closely following	33%
Following somewhat	53%
Not following	15%

## Which of the following best describes you?

Children	Perc
Currently	15%
Never have	11%
Used to	23%
Private Schools	7%
No Kids	34%
I prefer not to disclose	10%

## Which race/ethnicity best describes you?

Race Self ID	Perc
White	45%
Black or African American	29%
Hispanic or Latino	15%
Another race or mixed	4%
Other (please specify)	3%
Asian or Asian American	3%
Native Hawaiian or other Pacific Islander	0%
American Indian or Alaska Native	0%





Which of these best describes where you live?

<b>Region</b>	<b>Perc</b>
Downtown	5%
North side	32%
Northwest side	17%
South side	30%
Southeast side	5%
West side	11%

## APPENDIX A

Q12: Which of the the following best describes you?

- I currently have a child / children attending the Chicago Public Schools
- My child / children are grown, but used to attend the Chicago Public Schools
- I do not have any children
- My child / children attend private schools
- My child / children are grown, and have never attended the Chicago Public Schools
- I prefer not to disclose