Vera Action – Chicago Mayoral Race

April 2023

Methodology

GQR conducted a 15-minute phone survey among likely runoff election voters in Chicago from March 31 – April 4, 2023. The unweighted data is based on 811 respondents and the weighted data is based on 757 respondents. Live phone interviews made up 38 percent of respondents, text-to-web made up the other 62 percent. Respondents were found through voter file sample.
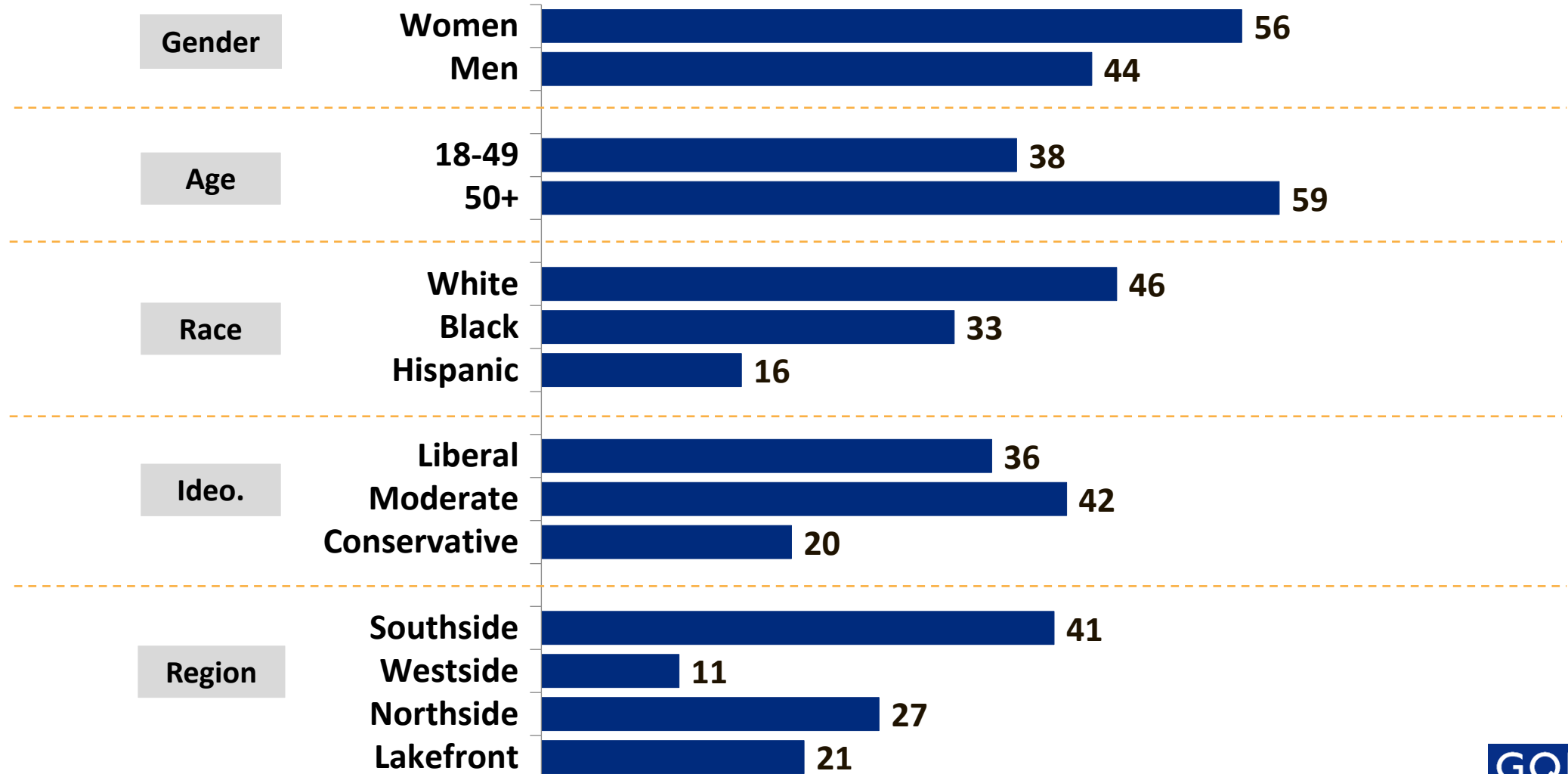
The data is subject to a margin of error of +/- 3.56 percentage points at the 95 percent confidence interval; the margin of error is higher among subgroups and online respondents.

The data are statistically weighted to ensure the sample's regional, age, and gender composition reflects that of the estimated likely voters in Chicago.

In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding.

Demographic information

Chicago April 2023 Runoff

Category	Group	Value
Gender	Women	56
	Men	44
Age	18-49	38
	50+	59
Race	White	46
	Black	33
	Hispanic	16
Ideo.	Liberal	36
	Moderate	42
	Conservative	20
Region	Southside	41
	Westside	11
	Northside	27
	Lakefront	21

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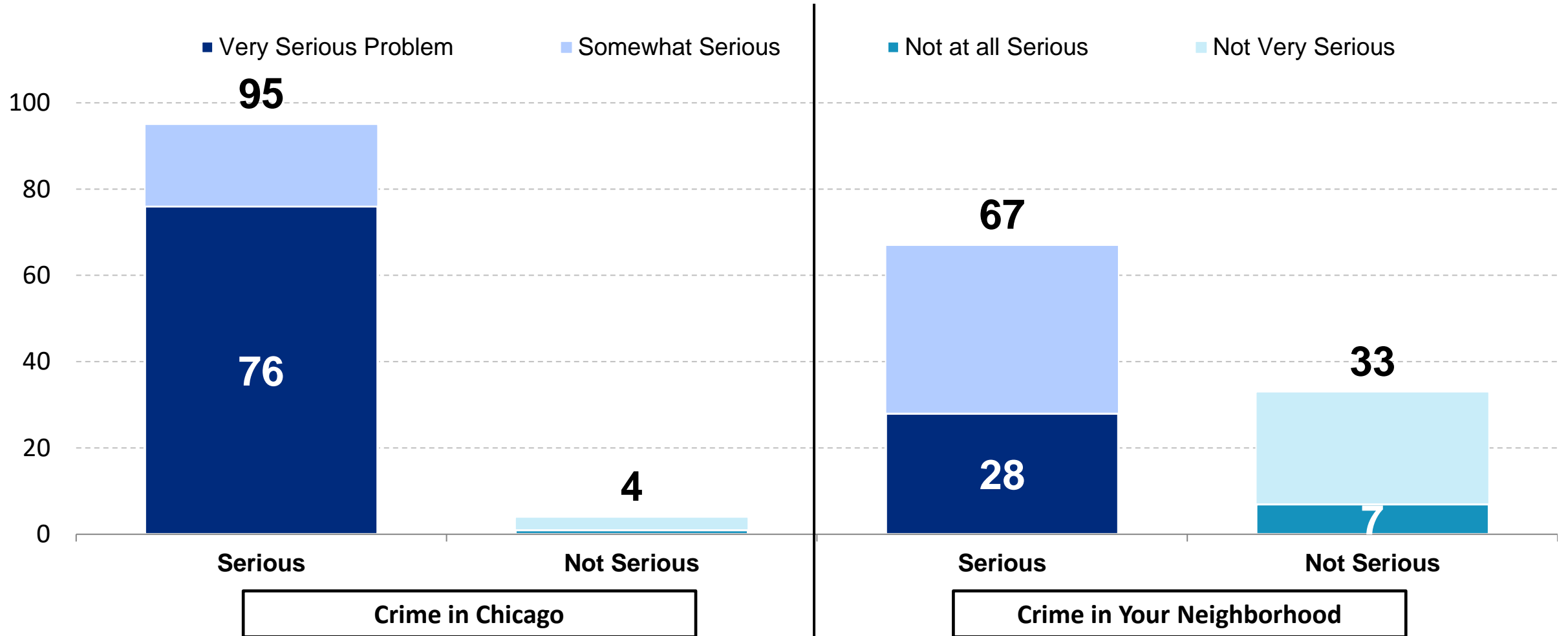
Crime

Voters trust both candidates when it comes to reducing crime

How much trust do you have in (CANDIDATE) when it comes to reducing crime in Chicago? Do you have a lot of trust, some trust, not a lot of trust or no trust at all?

Legend: ■ A lot of trust ■ Some trust ■ No trust at all ■ Not a lot of trust

Brandon Johnson — Trust: 51 (A lot of trust 16), Not Trust: 47 (No trust at all 29), +4

Paul Vallas — Trust: 55 (A lot of trust 23), Not Trust: 44 (No trust at all 26), +11

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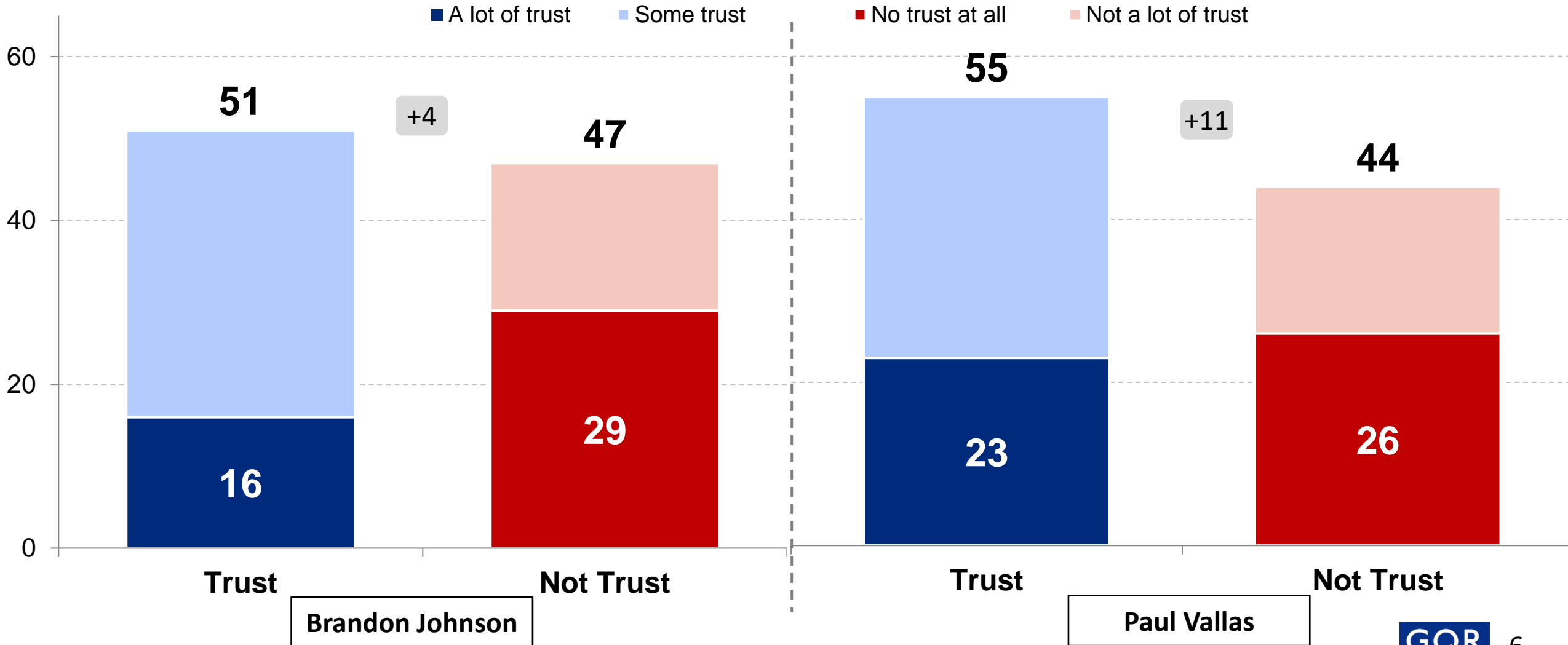
For Black, Southside and older voters, crime is a problem citywide and in their neighborhood

Very Serious	Crime in Chicago	Crime in Your Neighborhood
Total	**76**	**28**
Men	72	26
Women	78	30
Age 18-49	59	18
Age 50+	87	35
Age 65+	87	32
White	69	21
Black	85	36
Hispanic	81	34
White Liberal	44	9
White Moderate	81	31
White Conservative	99	28
Southside	85	33
Westside	81	42
Northside	65	22
Lakefront	68	19

Gun violence, car jackings and violent crime most concerning

Category	Value
Gun violence	45
Car jackings	40
Violent crime	31
Street crime	28
Illegal guns	18
Gangs	13
Sexual assault	11
Domestic violence	9
Homelessness	6
Illegal drug use	3

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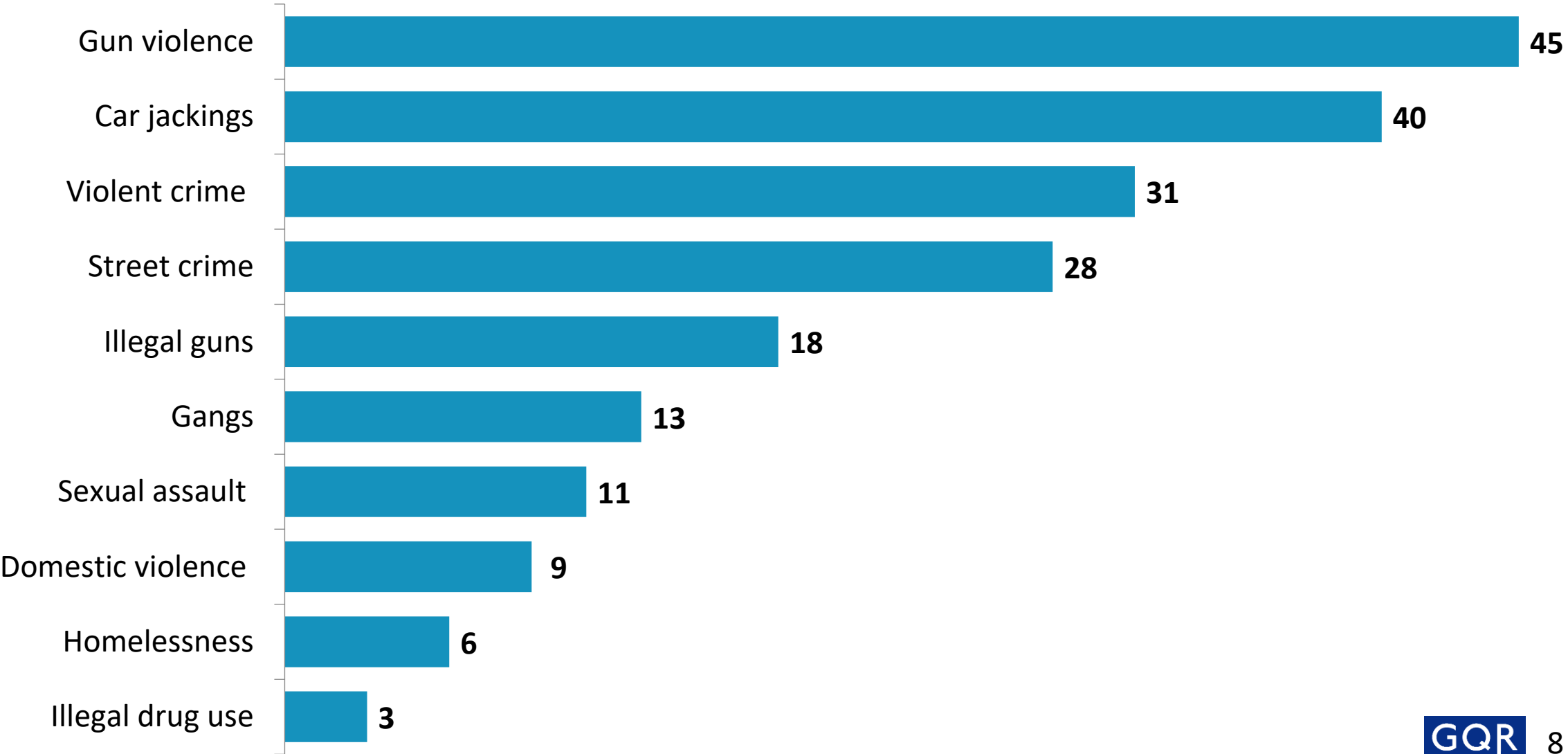
Chicagoans blame poverty, mental health and guns but also bail and insufficient police presence

Which TWO factors are most responsible for crime in Chicago?

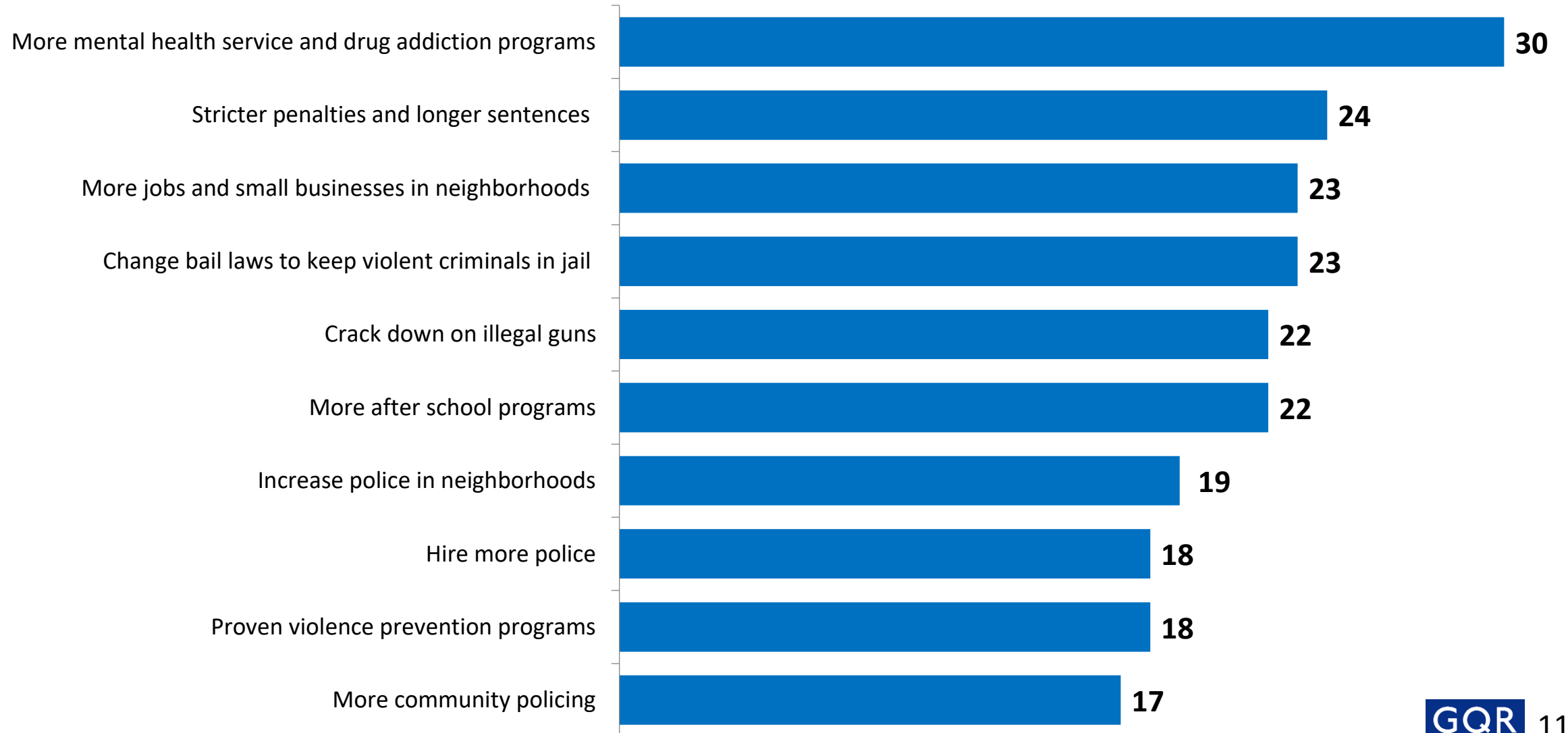| Factor	Value
Too many guns on the street	40
Violent criminals released on bail early	34
Poverty	31
Lack of access to mental health/addiction treatment	28
Not enough police on the streets/ in neighborhoods	26
Lack of good paying jobs	20
Failing public education system	17
Break down of trust between police and community	15
Refusing to prosecute non-violent crimes	14
Defund the Police movement	12
Police bias and violence	10
Increased homelessness	4

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Significant differences on the causes of crime by age, race and ideology

(% Responsible)	Top Factor 1	Top Factor 2	Top Factor 3
Total	**Too many guns (40)**	**Violent criminals on bail (34)**	**Poverty (31)**
Men	Poverty (39)	Violent criminals on bail (38)	Too many guns (33)
Women	Too many guns (45)	Mental health/addiction (32)	Violent criminals on bail (30)
Age 18-49	Poverty (41)	Mental health/addiction (38)	Lack of good jobs (30)
Age 50+	Too many guns (48)	Violent criminals on bail (38)	Not enough police (36)
Age 65+	Too many guns (55)	Not enough police (36)	Violent criminals on bail (33)
White	Violent criminals on bail (39)	Too many guns (36)	Poverty (31)
Black	Too many guns (48)	Poverty (32)	Mental health/addiction (29)
Hispanic	Violent criminals on bail (44)	Too many guns (36)	Poverty (29)
White Liberal	Poverty (53)	Mental health/addiction (50)	Too many guns (38)
White Moderate	Violent criminals on bail (49)	Too many guns (43)	Not enough police (35)
White Conservative	Violent criminals on bail (74)	Not enough police (50)	Not prosecuting non-violence (36)

Broad range of "solutions" to reducing crime

I'm going to read you a list of policies to reduce crime. Please tell me which TWO would be the most effective in reducing crime.

Policy	Percentage
More mental health service and drug addiction programs	30
Stricter penalties and longer sentences	24
More jobs and small businesses in neighborhoods	23
Change bail laws to keep violent criminals in jail	23
Crack down on illegal guns	22
More after school programs	22
Increase police in neighborhoods	19
Hire more police	18
Proven violence prevention programs	18
More community policing	17

"Solutions" of crime by demographics

(% Reduce crime)	Top Policy 1	Top Policy 2	Top Policy 3
Total	**Mental health programs (30)**	**Stricter penalties (24)**	**More jobs (23)**
Men	Stricter penalties (29)	No bail for violence (27)	More jobs (24)
Women	Mental health programs (35)	Illegal guns crack down (24)	After school programs (24)
Age 18-49	Mental health programs (38)	More jobs (31)	After school programs (31)
Age 50+	No bail for violence (29)	Stricter penalties (27)	Illegal guns crack down (26)
Age 65+	Illegal guns crack down (30)	Mental health programs (27)	Increase police (26)
White	Mental health programs (32)	Stricter penalties (27)	No bail for violence (27)
Black	Mental health programs (31)	Illegal guns crack down (31)	After school programs (28)
Hispanic	Hire more police (34)	Stricter penalties (33)	No bail for violence (31)
White Liberal	Mental health programs (54)	Prevention programs (33)	More jobs (31)
White Moderate	Stricter penalties (38)	No bail for violence (35)	Increase police (31)
White Conservative	No bail for violence (61)	Stricter penalties (48)	Hire more police (25)

Police department is well-liked, FOP is unpopular

Now I am going to read you a list of people and organizations. After I read each one, please tell me if you have a favorable or unfavorable impression. If you have not heard of that person or organization, or are unfamiliar with them, please tell me so.

Net Diff.

Chicago Police Department
36 | 17 | 28 | 60 — **+24**

Chicago Fraternal Order of Police
53 | 36 | 19 | 40 — **-13**

-70   -50   -30   -10   10   30   50   70

■ Somewhat Unfavorable   ■ Very Unfavorable   ■ Very Favorable   ■ Somewhat Favorable

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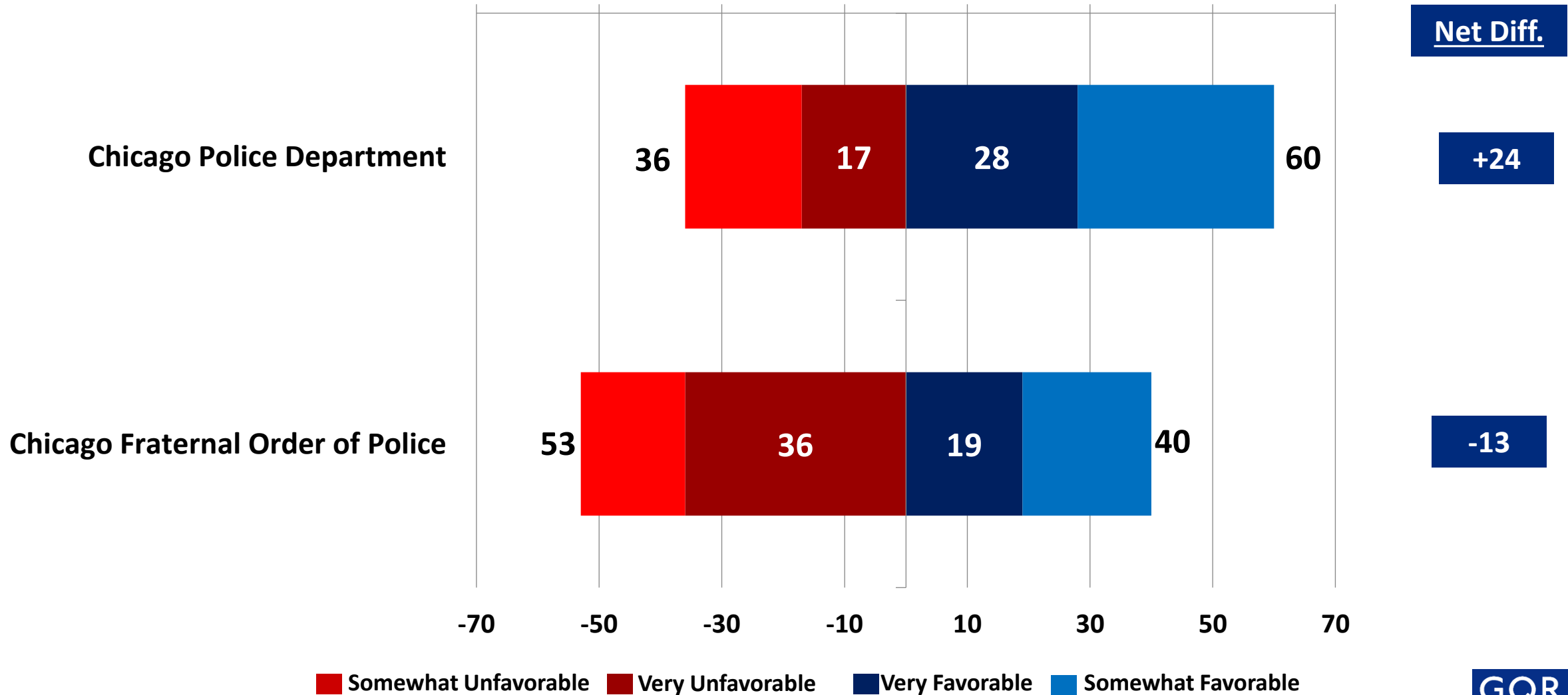
Younger, Black and white liberal voters have strongest negative views towards police and FOP

Fav – Unfav (Net)	Chicago Police Department	Chicago Fraternal Order of Police
Total	**60 – 36 (+24)**	**40 – 53 (-12)**
Men	59 – 36 (+23)	44 – 52 (-8)
Women	60 – 35 (+25)	37 – 53 (-16)
Age 18-49	41 – 54 (-13)	27 – 63 (-36)
Age 50+	71 – 25 (+46)	49 – 46 (+3)
Age 65+	71 – 23 (+48)	44 – 49 (-5)
White	62 – 35 (+27)	44 – 54 (-10)
Black	56 – 38 (+18)	37 – 52 (-15)
Hispanic	65 – 29 (+36)	43 – 48 (-5)
White Liberal	32 – 64 (-32)	11 – 87 (-76)
White Moderate	81 – 18 (+63)	58 – 42 (+16)
White Conservative	94 – 5 (+89)	93 – 3 (+90)

Chicagoans favor crime prevention, especially Johnson voters

Which of these statements comes closer to your point of view, the first statement or the second statement?

(CRIME PREVENTION) Fully fund things that are proven to create safe communities and improve people's quality of life, like good schools, a living wage, and affordable housing, and do more to prevent crime by increasing treatment for mental health and drug addiction and cracking down on illegal gun sales.

(TOUGH ON CRIME) Doing more to get tough on crime, like having stricter sentences for people convicted of violent crimes, maintaining strong bail laws to keep potentially dangerous people in jail, and giving police more support and resources.

- ■ Prevention, strongly
- ■ Prevention, somewhat
- ■ Tough, strongly
- ■ Tough, somewhat

Total
- Crime Prevention: 55 (45 strongly)
- Tough on Crime: 43 (35 strongly)

Johnson Voters
- Crime Prevention: 80 (71 strongly)
- Tough on Crime: 18 (13 strongly)

Vallas Voters
- Crime Prevention: 30 (19 strongly)
- Tough on Crime: 68 (58 strongly)
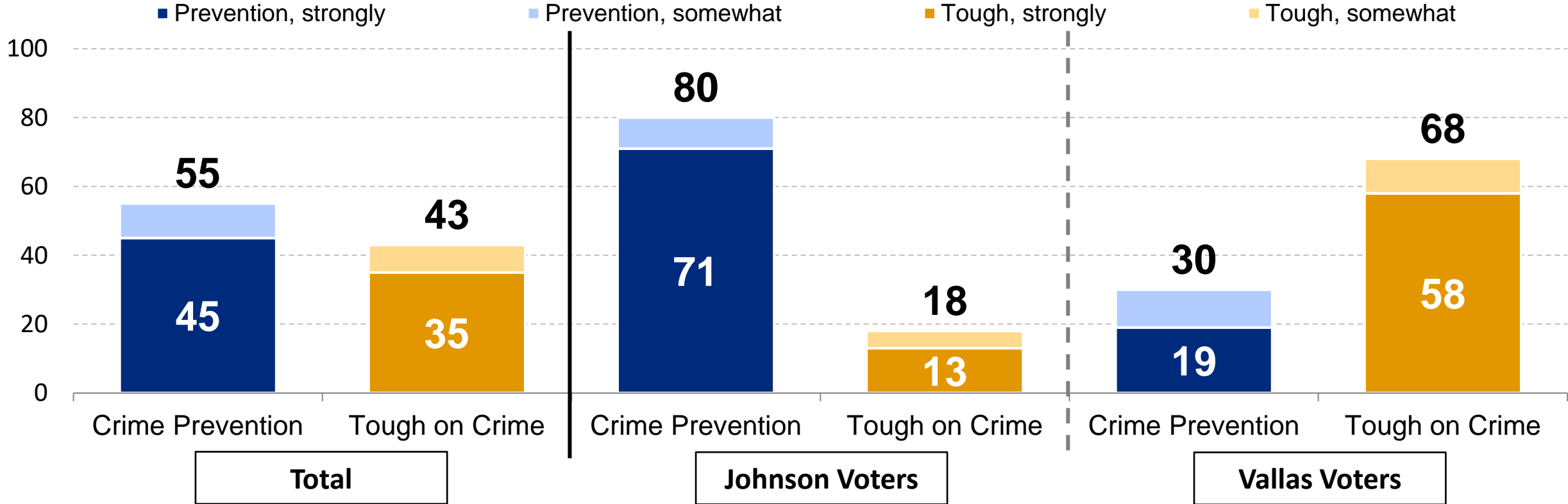
White liberal, younger and Black voters strongest supporters of crime prevention

	Crime Prevention	Tough on Crime	Net Difference
Total	**55**	**43**	**+12**
Johnson Voters	80	18	+62
Vallas Voters	30	68	-38
Men	50	49	+1
Women	60	38	+22
Age 18-49	68	30	+38
Age 50+	48	50	-2
Age 65+	55	42	+13
White	49	50	-1
Black	67	30	+27
Hispanic	48	51	-3
White Liberal	78	18	+60
White Moderate	34	66	-32
White Conservative	13	87	-74

And preventing crime, not just reacting to it is a top slogan

I'm going to read you a list of phrases. Please tell me which TWO come closest to how you think about DEALING WITH crime in Chicago.

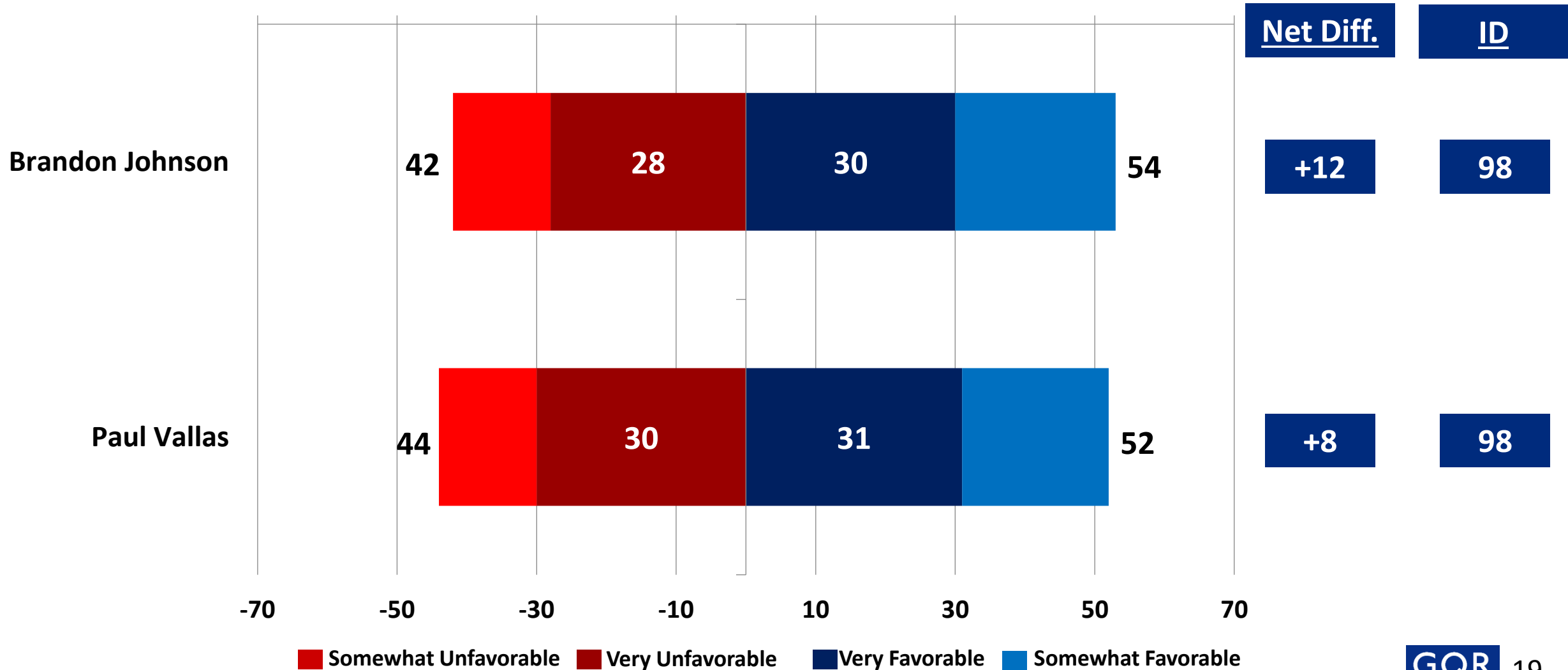| Phrase	Value
Preventing crime, not just reacting after it happens	32
Supporting police	23
Making communities safer	22
Solutions, not band aids	20
Prevention over punishment	20
Solutions, not scare tactics	19
Public safety	16
Prevention	16
Stopping the violence	14
Short and long-term fixes	14
Law and order	14
Stopping the Left's pro-criminal agenda	12
Change, not blame	10

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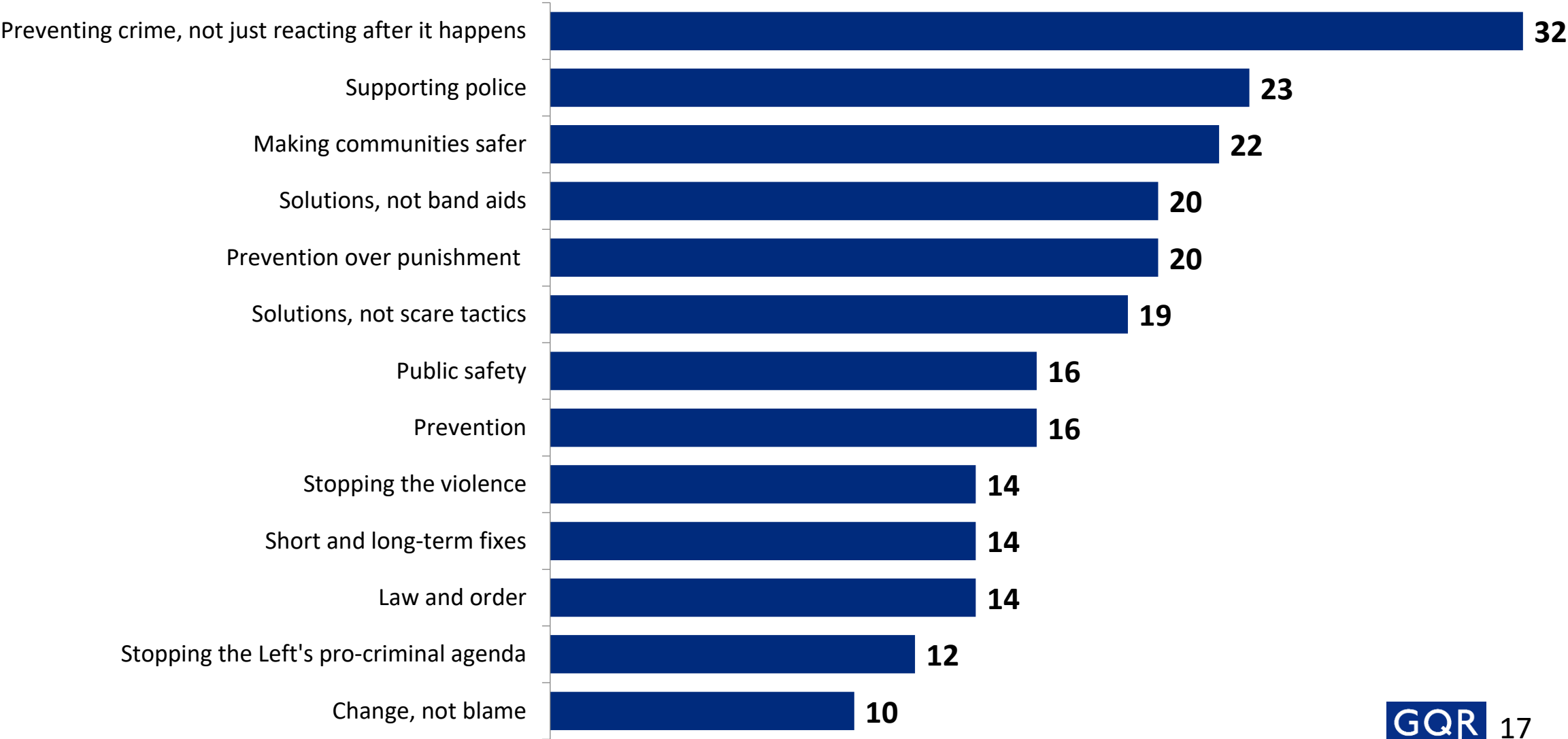
Crime and the Mayor's Race

Both candidates well-known with net positive ratings

Now I am going to read you a list of people and organizations. After I read each one, please tell me if you have a favorable or unfavorable impression. If you have not heard of that person or organization, or are unfamiliar with them, please tell me so.

	Net Diff.	ID
Brandon Johnson	+12	98
Paul Vallas	+8	98

Legend:
- Somewhat Unfavorable
- Very Unfavorable
- Very Favorable
- Somewhat Favorable

Brandon Johnson: 42, 28, 30, 54
Paul Vallas: 44, 30, 31, 52

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Significant racial differences in perceptions of the candidates

Fav – Unfav (Net)	Johnson	Vallas
Total	**54 – 42 (+12)**	**52 – 44 (+8)**
Men	47 – 48 (-1)	57 – 39 (+18)
Women	59 – 37 (+22)	48 – 48 (-)
White	42 – 55 (-13)	62 – 36 (+26)
Black	79 – 17 (+62)	33 – 61 (-28)
Hispanic	34 – 61 (-27)	70 – 28 (+42)
Southside	59 – 37 (+22)	47 – 48 (-1)
Westside	55 – 39 (+16)	48 – 44 (+4)
Northside	42 – 53 (-11)	63 – 36 (+27)
Lakefront	58 – 39 (+19)	51 – 45 (+6)

Chicago mayoral runoff vote (post election weights)

If the runoff election were held today and the candidates were Brandon Johnson and Paul Vallas, for whom would you vote?

Johnson	Vallas
51	49
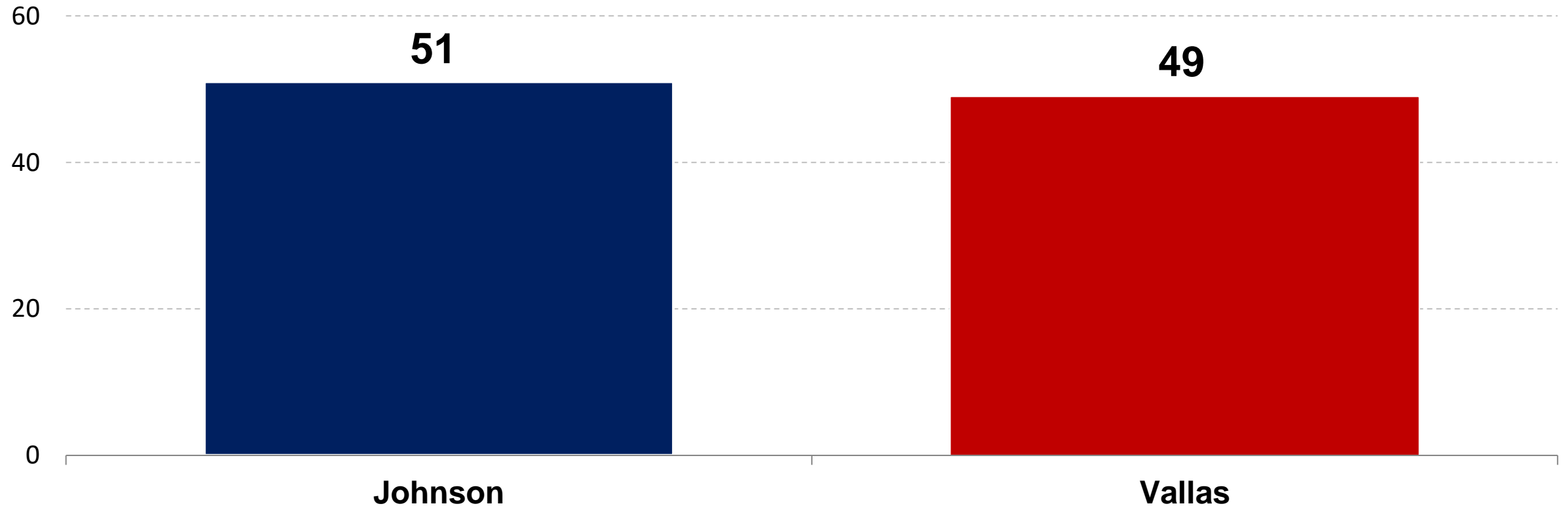
Election results based on 91% reported from the NYTs on 4/5/23

Black voters and white liberals drive Johnson's victory

Vote Share	Percentage of the Electorate	Brandon Johnson	Paul Vallas	Net Difference
Total	-	**51**	**49**	**+2**
Men	44	46	54	-8
Women	56	56	44	+12
White	46	39	61	-22
Black	33	76	24	+52
Hispanic	16	34	66	-32
White Liberal	20	75	25	+50
White Moderate	18	18	82	-64
White Conservative	8	1	99	-98
Southside	41	59	41	+18
Westside	11	53	47	+6
Northside	27	39	61	-22
Lakefront	21	53	47	+6

Trust on crime contested and polarized

Trust – Not Trust (Net)	Johnson	Vallas
Total	**51 – 47 (+4)**	**55 – 44 (+11)**
Men	44 – 56 (-12)	60 – 40 (+20)
Women	57 – 41 (+16)	51 – 47 (+4)
Age 18-49	63 – 35 (+28)	42 – 57 (-15)
Age 50+	44 – 54 (-10)	63 – 36 (+27)
Age 65+	47 – 50 (-3)	64 – 35 (+29)
White	38 – 60 (-22)	61 – 39 (+22)
Black	76 – 22 (+54)	42 – 56 (-14)
Hispanic	34 – 66 (-32)	68 – 32 (+36)
White Liberal	72 – 24 (+48)	32 – 68 (-36)
White Moderate	15 – 84 (-69)	76 – 23 (+53)
White Conservative	5 – 94 (-89)	95 – 4 (+91)

Johnson trust driven by support for prevention, distrust by "defund"

In your own words, why do you trust/NOT trust Brandon Johnson on reducing crime in Chicago?
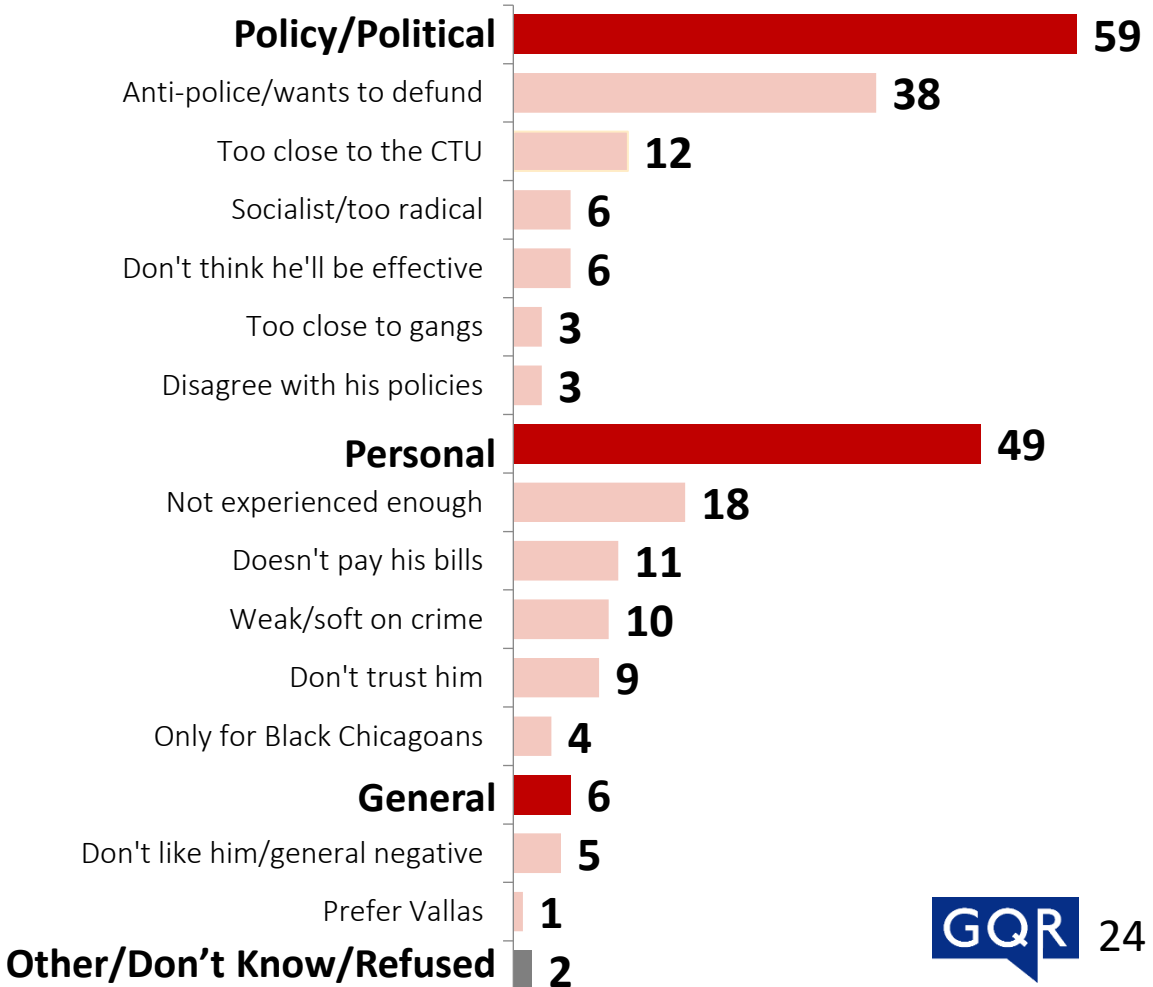
Trust

Prevention Policies	57
Invest in community programs/development	23
Wants to address root causes of crime	15
Will increase mental health care	6
Increase education/opportunities	6
Wants to get guns off streets	6
Will create "better policing"	6
Increase jobs/fight poverty	5
Will hold police accountable	4
Will be proactive	3
Will get the right people	2
Will address drugs	2
Advocacy	25
Understands the community/from here	17
Trustworthy/believe him	10
Will listen to the people	1
General	22
Good for Chicago/effective	8
Like him/general positive	8
Don't like Vallas	8
Other/Don't Know/Refused	16

Not Trust

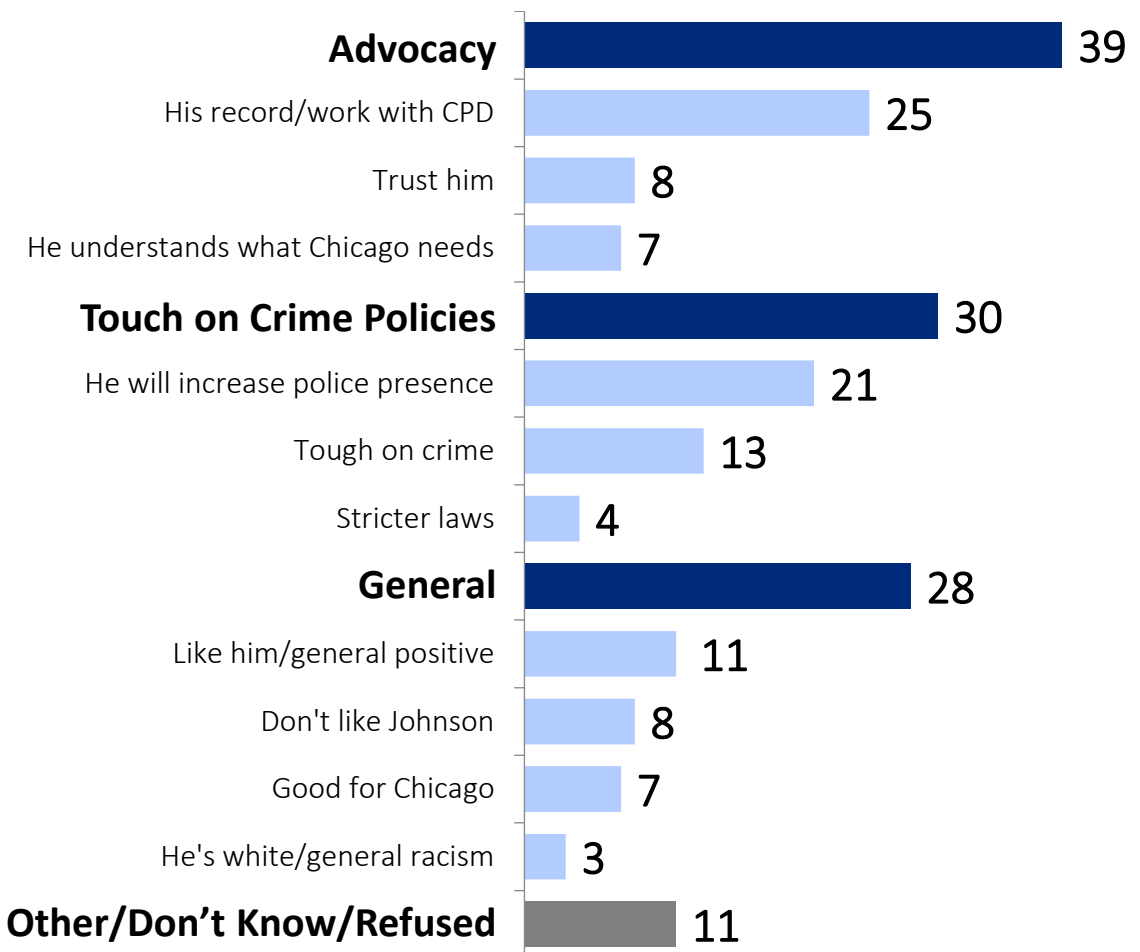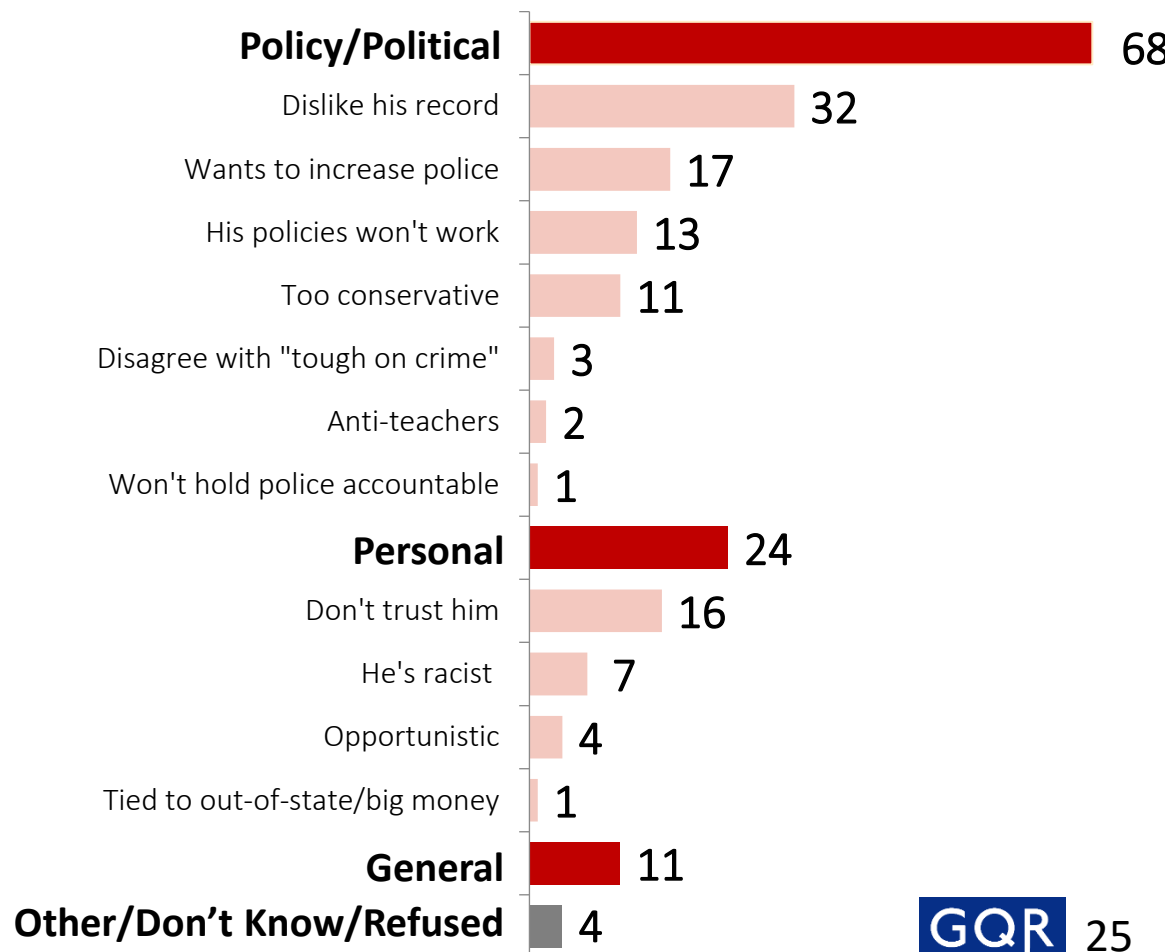|	
Policy/Political	59
Anti-police/wants to defund	38
Too close to the CTU	12
Socialist/too radical	6
Don't think he'll be effective	6
Too close to gangs	3
Disagree with his policies	3
Personal	49
Not experienced enough	18
Doesn't pay his bills	11
Weak/soft on crime	10
Don't trust him	9
Only for Black Chicagoans	4
General	6
Don't like him/general negative	5
Prefer Vallas	1
Other/Don't Know/Refused	2

Vallas trust driven by pro-police standpoint, distrust by "record" and "tough on crime"

In your own words, why do you trust/NOT trust Paul Vallas on reducing crime in Chicago?

Trust

Advocacy	39
His record/work with CPD	25
Trust him	8
He understands what Chicago needs	7
Touch on Crime Policies	30
He will increase police presence	21
Tough on crime	13
Stricter laws	4
General	28
Like him/general positive	11
Don't like Johnson	8
Good for Chicago	7
He's white/general racism	3
Other/Don't Know/Refused	11

Trust

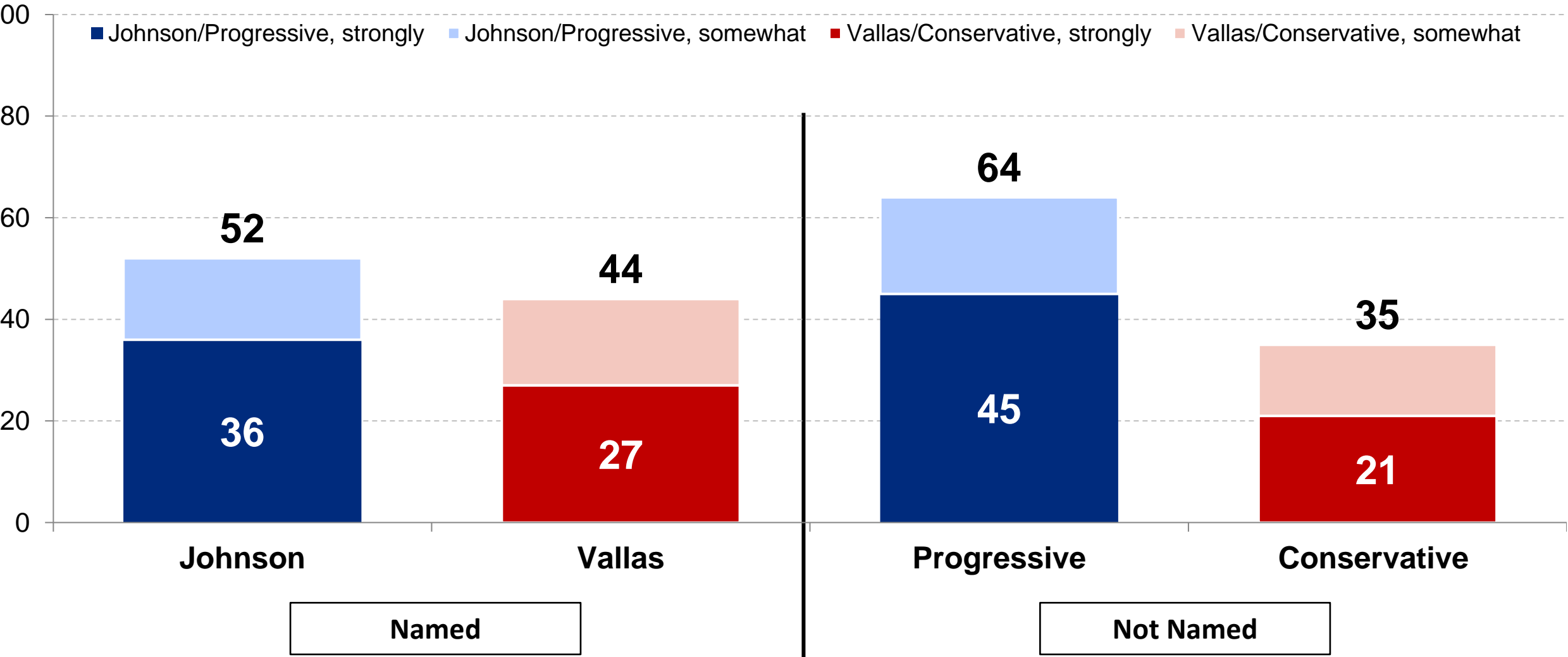|	
Policy/Political	68
Dislike his record	32
Wants to increase police	17
His policies won't work	13
Too conservative	11
Disagree with "tough on crime"	3
Anti-teachers	2
Won't hold police accountable	1
Personal	24
Don't trust him	16
He's racist	7
Opportunistic	4
Tied to out-of-state/big money	1
General	11
Other/Don't Know/Refused	4

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Candidate profiles

(JOHNSON/PROGRESSIVE) The issue of public safety is personal to Brandon Johnson/me. The same old policies haven't been working for us and that's why we need a new approach. It's past time we invest in our communities, from mental health crisis responders to year-round youth employment and partnerships between law enforcement and the community to prevent crime before it happens. He/I will also promote 200 detectives from within the Chicago police rank and file to focus on solving violent crime.

(VALLAS/CONSERVATIVE) Crime is out of control and Paul Vallas is/I am the right candidate to make Chicago safe. We have to get serious about charging repeat gun offenders and taking them off the streets before they commit more crimes. Vallas's/My opponent doesn't want you to believe that we can quickly refill the ranks of our police department, even though there are several methods he knows/I know will make it happen. Why not? It's simple – my opponent doesn't want to hire more officers, he wants to defund the police.

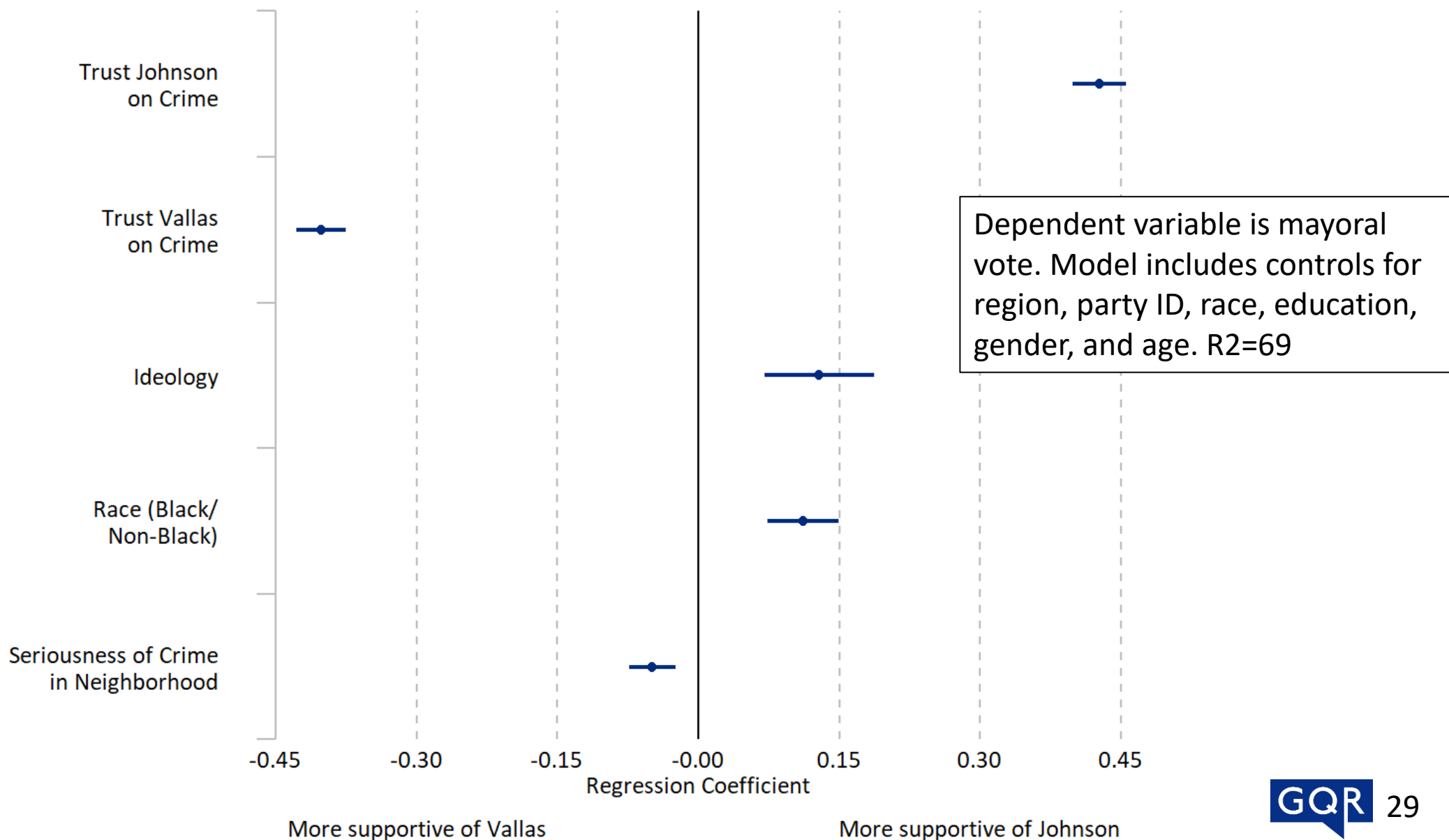# Johnson's platform is stronger without his name attached to it

Now, I am going to read you two statements that candidates for mayor are making on the issue of crime. Please say which one comes closer to your view.

Legend:
- Johnson/Progressive, strongly (dark blue)
- Johnson/Progressive, somewhat (light blue)
- Vallas/Conservative, strongly (dark red)
- Vallas/Conservative, somewhat (light red)

Named:
- Johnson: 52 total (36 strongly)
- Vallas: 44 total (27 strongly)

Not Named:
- Progressive: 64 total (45 strongly)
- Conservative: 35 total (21 strongly)

Most support the prevention framework when divorced from individual candidates

Johnson/Progressive – Vallas/Conservative	Named	Not Named	Net Difference Not Named – Named
Total	**52 – 44**	**64 – 35**	**+21**
Men	46 – 51	58 – 41	+22
Women	57 – 38	69 – 31	+19
Age 18-49	65 – 35	77 – 23	+24
Age 50+	45 – 48	56 – 43	+16
Age 65+	48 – 44	57 – 42	+11
White	40 – 56	56 – 44	+28
Black	81 – 12	78 – 22	-13
Hispanic	30 – 69	53 – 47	+45
White Liberal	75 – 21	76 – 24	-2
White Moderate	21 – 76	43 – 57	+41
White Conservative	2 – 98	36 – 64	+68

Trust in candidates on crime was overwhelmingly predictive of support

Dependent variable is mayoral vote. Model includes controls for region, party ID, race, education, gender, and age. R2=69

Regression Coefficient

More supportive of Vallas

More supportive of Johnson

Thank you

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