



POLLING MEMORANDUM

To: Illinois Policy Institute
From: M3 Strategies
Re: Chicago Tracking Survey – Q1, 2025
Date: January 27, 2025

BACKGROUND

M3 Strategies surveyed 798 likely voters in Chicago January 21 -23, 2025. The survey has a margin of error of 3.47%. 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

Mayor Brandon Johnson

- **Deep Unpopularity:** Only 14% of respondents have a favorable view of the mayor (strongly or somewhat favorable).
- **Strong Disapproval:** 65% hold a strongly unfavorable view of his leadership, highlighting significant dissatisfaction.

Chicago Teachers Union (CTU)

- **Highly Unpopular:** The CTU has a net favorable rating of -31%
- **CTU President Stacy Davis Gates:** Similarly unpopular, with a net favorable rating of --37%.

Chicago Public Schools (CPS)

- **Mixed Opinions:** Voters are more divided on CPS, with a net favorable rating of -5%, with only 19% strongly unfavorable, suggesting a less intense, but still negative, perception.

<u>Fav Matrix</u>	<u>CTU</u>	<u>SDG</u>	<u>CPS</u>	<u>Johnson</u>
Strongly favorable	11.6%	7.1%	12.3%	4.7%
Somewhat favorable	17.1%	11.4%	28.3%	9.6%
No opinion	10.8%	23.4%	14.5%	5.8%
Somewhat unfavorable	18.0%	14.1%	25.8%	14.7%
Strongly unfavorable	42.3%	41.3%	19.1%	65.2%
Never heard of	0.2%	2.7%	0.1%	0.0%



TOPLINE RESULTS

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

<u>Top 2 Issues</u>	<u>Percent</u>
Crime	48.0%
High Taxes	33.0%
City Governance	30.0%
Recent Migrants	20.0%
Education	16.0%
Housing	14.0%
Homelessness	14.0%
The Economy	10.0%

Do you have a favorable or unfavorable opinion of the Chicago Teachers Union (CTU)?

<u>CTU</u>	<u>Percent</u>	
Strongly favorable	11.6%	28.8%
Somewhat favorable	17.1%	
No opinion	10.8%	-31.5%
Somewhat unfavorable	18.0%	
Strongly unfavorable	42.3%	
Never heard of CTU	0.2%	60.2%

Do you have a favorable or unfavorable opinion of the Chicago Teachers Union President Stacy Davis Gates?

<u>SDG</u>	<u>Percent</u>	
Strongly favorable	7.1%	18.5%
Somewhat favorable	11.4%	
No opinion	23.4%	-36.9%
Somewhat unfavorable	14.1%	
Strongly unfavorable	41.3%	
Never heard of Stacy Davis Gates	2.7%	55.4%



Do you have a favorable or unfavorable opinion of the Chicago Public Schools (CPS)?

<u>CPS</u>	<u>Percent</u>	
Strongly favorable	12.3%	40.6%
Somewhat favorable	28.3%	
No opinion	14.5%	-4.2%
Somewhat unfavorable	25.8%	44.8%
Strongly unfavorable	19.1%	
Never heard of Chicago Public Schools	0.1%	

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

<u>Johnson</u>	<u>Percent</u>	
Strongly favorable	4.7%	14.3%
Somewhat favorable	9.6%	
No opinion	5.8%	-65.6%
Somewhat unfavorable	14.7%	79.9%
Strongly unfavorable	65.2%	

Would you be more or less likely to vote for a candidate for public office if they accepted campaign contributions from the CTU?

<u>\$\$ from CTU</u>	<u>Percent</u>	
Much more likely	6.8%	14.2%
Somewhat more likely	7.3%	
No difference	28.7%	-43.0%
Somewhat less likely	15.7%	57.2%
Much less likely	41.5%	



DEMOGRAPHICS

2024 Presidential Election

<u>2024</u>	<u>Percent</u>
Donald Trump	18.0%
Kamala Harris	68.2%
Other / Unsure	10.9%
I did not vote in 2024	2.9%

Gender

<u>Gender</u>	<u>Percent</u>
Female	52.0%
Male	45.6%
Other	2.4%

Age

<u>Age</u>	<u>Percent</u>
18-30	7.0%
31-45	25.0%
46-64	38.0%
65+	30.0%

Ideology

<u>Ideology</u>	<u>Percent</u>
Very conservative	5.5%
Somewhat conservative	8.5%
Moderate	36.8%
Somewhat liberal or progressive	21.1%
Very liberal or progressive	24.4%
Don't know/ Unsure	3.8%



Following

<u>Following?</u>	<u>Percent</u>
Very closely following	50.1%
Following somewhat	44.5%
Not following	5.5%

Which of the following best describes you?

<u>Situation</u>	<u>Percent</u>
I currently have a child / children attending the Chicago Public Schools	14.8%
I do not have any children	32.3%
I prefer not to disclose	8.9%
My child / children are grown, and have never attended the Chicago Public Schools	9.1%
My child / children are grown, but used to attend the Chicago Public Schools	25.9%
My child / children attend private schools	9.1%

Which race/ethnicity best describes you?

<u>Race</u>	<u>Percent</u>
American Indian or Alaska Native	0.4%
Another race or mixed	7.6%
Asian or Asian American	2.1%
Black or African American	25.0%
Hispanic or Latino	15.0%
White	49.9%

Which of these best describes where you live?

<u>Region</u>	<u>Percent</u>
Downtown	7.8%
North side	28.7%
Northwest side	20.4%
South side	19.0%
Southeast side	4.3%
Southwest side	9.9%
West side	9.9%