



OGDEN & FRY

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Survey Data - Mayoral

Ogden & Fry, an independent polling company, polled the city of Chicago about potential candidates for the 2015 Mayoral race.

The automated poll was conducted on August 9, 2014. There were 1,152 respondents who were selected by random sampling. The margin of error was 2.9% with a 95% confidence level.

Rahm Emanuel	390	33.9%
Karen Lewis	237	20.6%
Qualified Republican	165	14.3%
Undecided	360	31.3%

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 Mayoral poll, 60% of the sampled population voted in 3 of the last 3 elections, 30% voted in either 1 or 2 of the last 3 elections, and 10% did not vote in any of the last 3 elections. This percentage mix was calculated to reflect previous election turnout ratios.



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MAYORAL POLL - CROSSTABS

Respondents by Sex

Male: 45%

Female: 55%

Respondents by Age

Age 18 - 30	41	3.6%
Age 31 - 45	131	11.4%
Age 46 - 64	407	35.3%
Age 65 plus	573	49.7%

Respondents by Ward

01 Ward	10
02 Ward	87
03 Ward	40
04 Ward	63
05 Ward	16
06 Ward	9
07 Ward	7
08 Ward	14
09 Ward	8
10 Ward	1
11 Ward	41
12 Ward	11
13 Ward	9
14 Ward	9
15 Ward	11

16 Ward	20
17 Ward	14
18 Ward	29
19 Ward	62
20 Ward	4
21 Ward	22
22 Ward	3
23 Ward	6
24 Ward	3
25 Ward	20
26 Ward	6
27 Ward	39
28 Ward	25
29 Ward	34
30 Ward	3

31 Ward	10
32 Ward	11
33 Ward	13
34 Ward	17
35 Ward	6
36 Ward	10
37 Ward	15
38 Ward	98
39 Ward	28
40 Ward	10
41 Ward	82
42 Ward	80
43 Ward	50
44 Ward	17
45 Ward	37

46 Ward	9
47 Ward	13
48 Ward	8
49 Ward	7
50 Ward	5