

POLL REPORT: ELECTION FOR MAYOR OF SPRINGFIELD, ILLINOIS

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Poll conducted December 6-7, 2022 via IVR
among likely voters in Springfield. Commissioned
and conducted by Victory Insights, not by any
political candidate or committee.





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Executive Summary

Last month, Victory Insights collected survey responses from hundreds of active Springfield voters about the upcoming mayoral election in their city. After weighing the responses across several important factors, including party affiliation, economic status, age group, and geographical location, we prepared the following report to recap our most consequential findings. We are now making this report available to the public.

Incumbent Mayor Jim Langfelder is a strong early favorite to win re-election as Springfield Mayor, trailed by challenger Misty Buscher. Langfelder, who served as Springfield's treasurer before taking over the mayorship, controls just under 43% of the vote. Buscher, who *currently* serves as treasurer, controls approximately 29% of the vote. Another 28% of the electorate remains undecided. Election simulations confirm that Langfelder is the clear favorite at this time, giving him a 98% chance of victory, if the election were held today.

When it comes to favorability, Pritzker is the big winner. He boasts the highest Name ID, the highest total positivity ratings by a landslide, and has one of the highest Favorability Ratios out of all candidates. As one might expect, Trump is extremely unpopular in Springfield, even slightly more unpopular than disgraced Illinois powerbroker Mike Madigan. As for Langfelder and Buscher, Langfelder is by far the better-known of the two, but among those who hold an opinion of both candidates, Langfelder and Buscher are approximately just as likeable as one another.

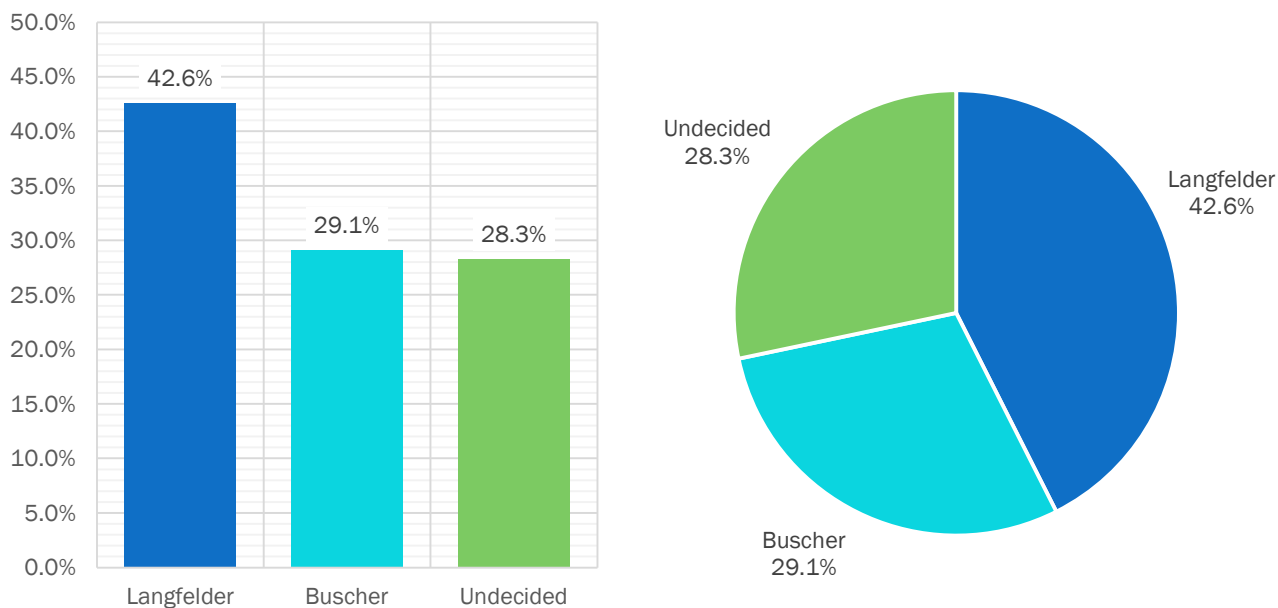
We also asked voters their opinions on several COVID-19-related issues. Springfield voters tend to lean heavily towards Democratic policies over Republican policies when it comes to COVID-19. They believe that shelter-in-place lockdowns were the right decision, and they generally support COVID-19 vaccine mandates. However, their support for such mandates wavers some when it comes to frontline workers. Nevertheless, it's clear that likely municipal election voters lean towards the Democratic COVID-19 agenda.

The election for Springfield Mayor is only a few months away, and much could change between now and then. The following poll report provides an in-depth analysis of the race, plus some bonus content.

Read on to learn more.

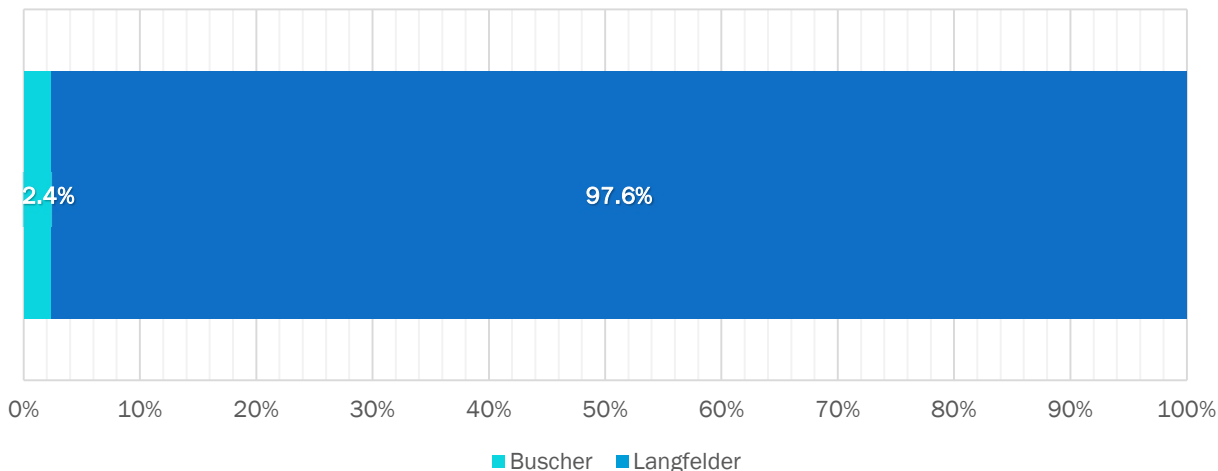
General Election Ballot

As of now, Langfelder is the clear favorite to win the general election for Mayor of Springfield, with 42.6% of the vote. Notably, however, he doesn't quite reach the critical 50% mark required for victory. This is due to the large contingent (28%) of Springfield voters who remain undecided about their choice for Mayor. Buscher trails by 13.5%, with less than 1 in 3 voters signaling that they support her.



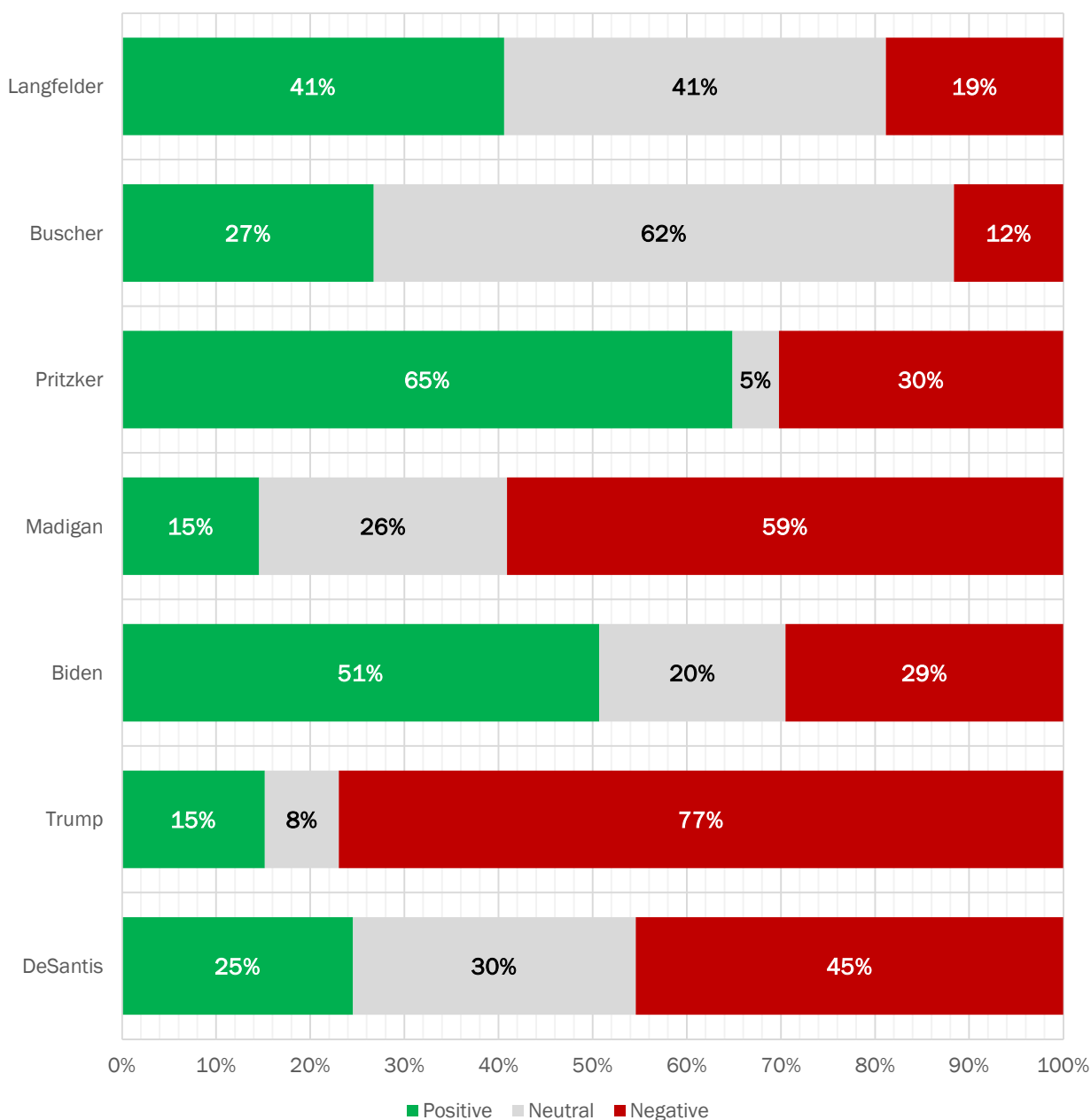
10KSim: Simulated Chances of Victory

Using Victory Insights' proprietary 10KSim election simulation software, we simulated the general election for Springfield Mayor 10,000 times. The chart below shows the results of the simulations, indicating that Langfelder would win in 97.6% of simulations, if the election were held today. Buscher's chances are currently only 2.4%.



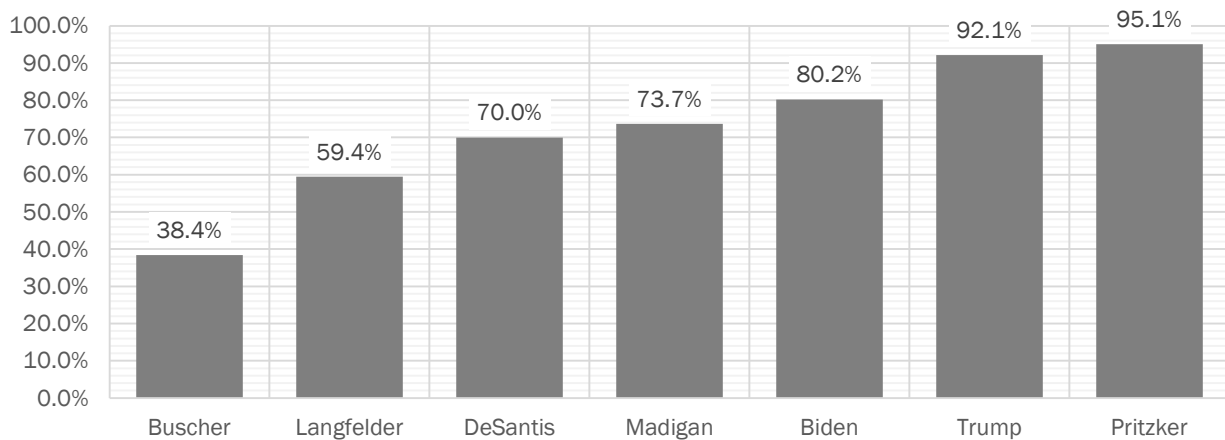
Public Figure Favorability

The chart below shows Springfield voters' opinions of seven different public figures. First, Langfelder and Buscher are compared, showing that Langfelder is known by more voters than Buscher, both positively and negatively. Illinois Governor J.B. Pritzker is the most well-liked figure of the bunch, with 65% of voters holding a positive opinion of him. Mike Madigan is highly unliked, but not quite as disliked as former President Donald Trump. President Joe Biden is the second-best-liked, with 51% positivity ratings, while Florida Governor Ron DeSantis falls somewhere between Biden and Trump.



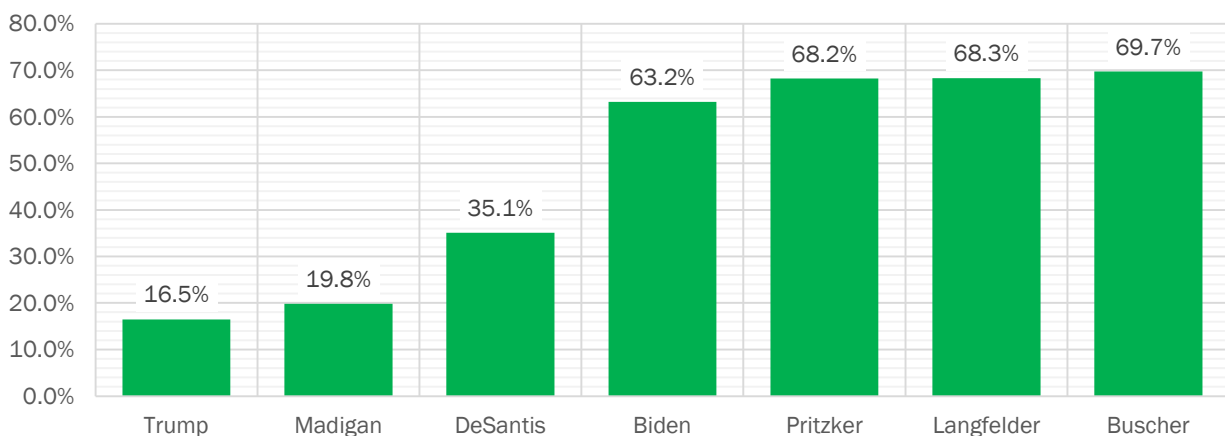
Total Name ID

The chart below shows the percentage of voters who either have a positive or negative (in other words, non-neutral) opinion of each candidate. This metric allows us to compare which figures voters know anything about, and in this case, the results couldn't be more clear. Trump, Pritzker, and Biden all have Total Name ID above 80%, indicating that almost all voters have some opinion of each of them. Madigan is next with just under 74%, and DeSantis trails him with 70%. The mayoral candidates take the last two spots, but even so, it's clear that Langfelder has far more Name ID than Buscher.



Favorability Ratio

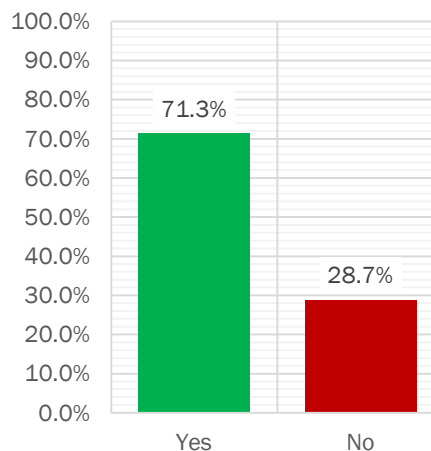
A candidate's Favorability Ratio refers to how many voters have a positive opinion of the candidate, expressed as a percentage of all voters who have any opinion of the candidate. The closest term to describe this ratio is *likeability*. For instance, Trump is known by almost everyone in Springfield, but his Favorability Ratio is abysmal. Conversely, Pritzker is also known by nearly everyone, but his Favorability Ratio is towards the top. Buscher, Langfelder, and Pritzker have nearly identical ratios at the top of the pack, trailed closely by Biden. The least likeable figures are DeSantis (35%), Madigan (20%), and Trump (17%).



On The Issues: COVID-19 Lockdowns

“Do you believe that shelter-in-place lockdowns were the right decision to slow the spread of COVID-19?”

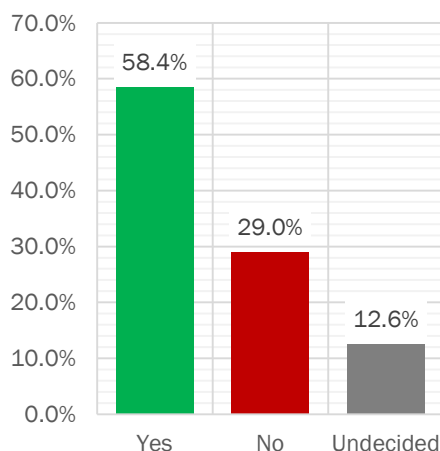
A strong majority of Springfield voters believe that shelter-in-place lockdowns were the right decision in response to COVID-19.



On The Issues: COVID-19 Vaccine Mandates

“Do you support COVID-19 vaccine mandates?”

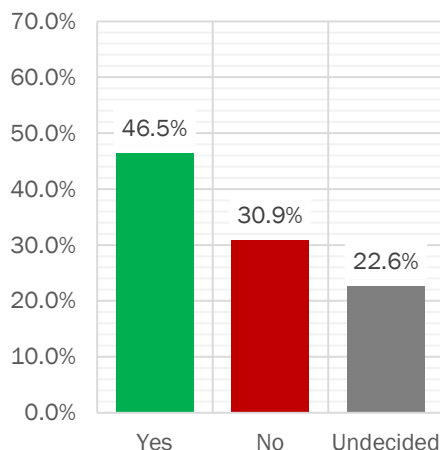
Springfield voters are slightly more split about COVID-19 vaccine mandates. A majority of voters (58%) support the mandates, while 29% oppose them. An additional 13% of voters are undecided on the matter.



On The Issues: Vaccine Mandates for Frontline Workers

“Do you think that being unvaccinated against COVID-19 should prevent someone from serving as a frontline worker, whether in the military, fire department, police force, or otherwise?”

When applied to this particular situation, the split tightens even further. A minority of Springfield voters believe that unvaccinated individuals should be prevented from serving as a frontline worker, though the general trend of supporting progressive policies continues.





What Do Real Springfield Voters Think?

The following selection of quotes are from real Springfield voters who opted to share their thoughts about the race for Springfield Mayor. Most of voters' personal information has not been included so as to maintain a layer of anonymity.

"I'm just glad to be able to support our mayor. He's a great guy. I'm glad he's running again. I appreciate his stance on different policies. I pretty much agree with most of his policies, so yes, I will be voting for Langfelder again."

- Racine F.

"We need a mayor that takes care of the whole city, not just the downtown area and the East side. The North side has been forgotten."

- Karen B.

"I don't really think I could vote for either one of the two candidates. Number one, I have been dissatisfied with Jim Langfelder. And number two, Misty Buscher at one time supported Trump, and that shows a decided lack of judgement. So I don't think I could ever support her, either."

-Maureen K.

"I believe that the city needs a new and refreshing person to be the Mayor of Springfield and I feel that Misty Buscher will bring a lot of positive actions to the city of Springfield."

- Cynthia N.

"I feel that Mayor Langfelder has done a decent job, but just nothing outstanding or innovative seems to be happening in Springfield. I will admit that the whole COVID situation has upended many things in our lives, but I feel like it's a very stagnant administration, and we need some new leadership."

- Patricia S.



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