

SURVEY OF ILLINOIS VOTERS

**Conducted by the UIS Survey Research Office,
Center for State Policy & Leadership**

October 20, 2014

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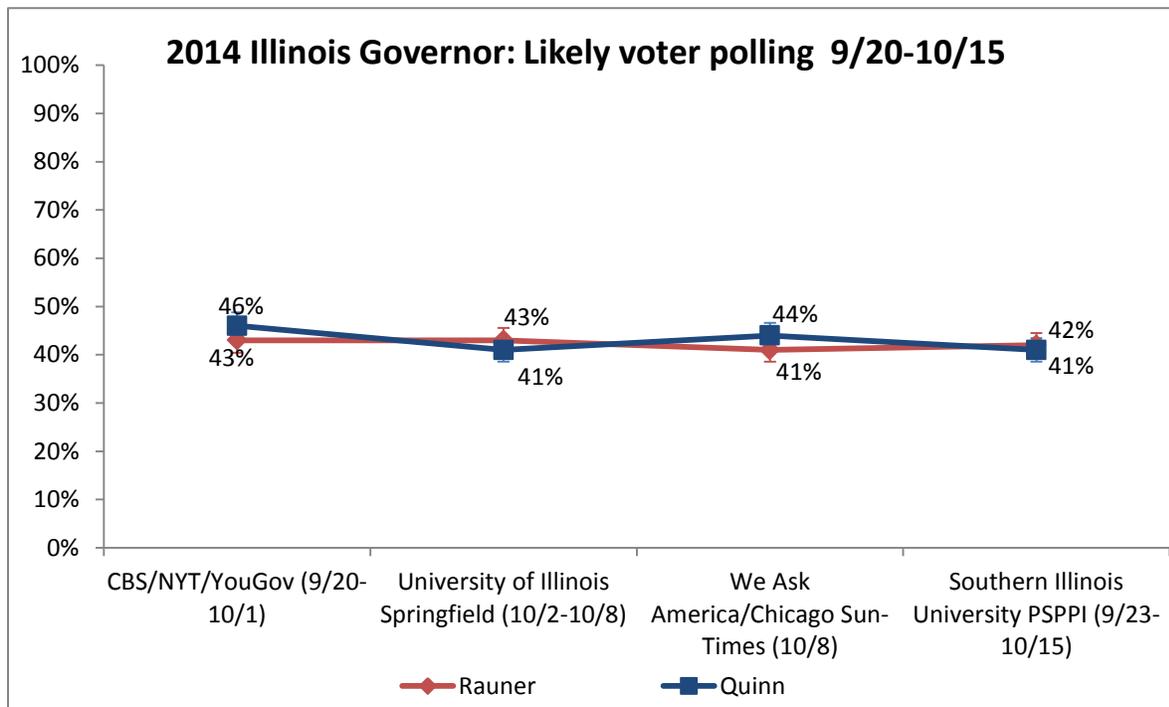
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Introduction

The purpose of the 2014 Survey of Illinois Voters conducted by the UIS Survey Research Office, a unit in the Center for State Policy & Leadership, is to examine whether online methods can provide reliable election polling. In July 2014, *The New York Times* and CBS News announced that as part of their routine telephone polling, they will begin including online panels in their election polling results. This change in methodology from relying almost exclusively on telephone surveys (in which participants are randomly chosen from a specific population) to including surveys of online recruited samples (not randomly selected) marks a significant change in polling. In an effort to test the effect of this change in election polling methodology, the UIS Survey Research Office conducted an online panel using *Qualtrics* of registered Illinois voters from October 2-October 8, 2014.

Executive Summary

The 2014 Survey of Illinois Voters finds incumbent Governor Pat Quinn in a dead heat with challenger Bruce Rauner. Among Illinois likely voters, Bruce Rauner leads slightly 43.1% to 41.3% with 14.0% still reporting that they are undecided. These results are within the margin of error and indicate that there is no clear favorite in the gubernatorial race. As seen in the figure below, the results of the online Survey of Illinois Voters provides similar results to both other online surveys (CBS/NYT/YouGov) and traditional telephone surveys.



Likely voters were also asked about their level of enthusiasm and whether they are more or less enthusiastic than usual about voting in the upcoming elections. Of those who reported that they are more enthusiastic, Bruce Rauner has a nine percentage point lead (49.2% to 40.3%, 10% undecided).

In the other statewide race, Senator Dick Durbin leads challenger Jim Oberweis 50.4% to 34.9% (14.1% undecided). Generally, Democratic candidates lead Republican candidates in the U.S. House of Representative races, 43.1% to 32.4% (24.5% undecided).

Methodology

Participants in the 2014 Survey of Illinois Voters were solicited and compensated by *Qualtrics*. In order to participate, individuals had to live in Illinois and be a registered voter (or report that they were planning on registering prior to Election Day). Over 1000 individuals (1133) began the survey and reported that they currently lived in Illinois. Of those, 982 reported that they were registered to vote at their current address. Quotas were set by location (Cook County, Chicago Suburbs, and Downstate) and age (18-24 years old, 25-44 years old, 45-64 years old, and 65 and older). These quotas produced 752 registered voters.

Previous research demonstrates that including filters to determine the likelihood of an individual voting is a more reliable measure of voting results. Individuals were asked whether they were certain to vote in the election, a small chance they might not get to vote, or probably not vote." Individuals who reported that they were either certain to vote or small chance they might not get to vote were included in our likely voter sample. The likely voter sample was also weighted to better represent the Illinois voting population using *CNN's* 2010 exit polling data. The data is weighted using gender, race, age, and region. The likely voter sample includes 723 individuals and has an overall margin of error of +/-3.7 percentage points. Complete question wording and frequencies are available in the Topline report.

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Date of Poll: 10/02/2014 – 10/08/2014

Likely voters

Responses: 723

Margin of error: ± 3.7

Choice for Governor

Response	Percentage
Bruce Rauner	43.1
Pat Quinn	41.3
Other	1.5
Don't know	14.0

Choice for Senate

Response	Percentage
Jim Oberweis	34.9
Dick Durbin	50.4
Other	0.6
Don't know	14.1

Choice for U.S. House of Representatives

Response	Percentage
Republican candidate	32.4
Democratic candidate	43.1
Unsure	24.5

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Date of Poll: 10/02/2014 – 10/08/2014

Enthusiastic Likely Voters

Responses: 374

Margin of error: ± 5.2

Choice for Governor

Response	Percentage
Bruce Rauner	49.2
Pat Quinn	40.3
Other	0.8
Don't know	9.8

Choice for Senate

Response	Percentage
Jim Oberweis	41.2
Dick Durbin	48.4
Other	0.0
Don't know	10.4

Choice for U.S. House of Representatives

Response	Percentage
Republican candidate	39.9
Democratic candidate	44.0
Unsure	16.1

TOPLINE REPORT (N= 723)

Which of the following best describes you?

	Valid percent(n)
You are ABSOLUTELY CERTAIN that you are registered to vote at your current address (in Illinois).	89.5% (650)
You are PROBABLY registered to vote at your current address (in Illinois), but there is a chance your registration has lapsed.	5.6% (41)
You are NOT registered to vote at your current address (in Illinois).	4.9% (36)

Do you plan to register so that you can vote in the upcoming election?

	Valid percent(n)
Yes	100.0% (36)
No	0.0% (0)

And, as of today, would you describe yourself as a Republican, Democrat, Independent, or Other?

	Valid percent (n)
Republican	25.9% (188)
Democrat	41.2% (299)
Independent	29.5% (215)
Other, please specify:	3.4% (25)

How would you describe your views on most political matters? Generally, do you consider yourself as extremely conservative, conservative, slightly conservative, moderate or middle of the road, slightly liberal, liberal, or extremely liberal?

	Valid percent (n)
Extremely conservative	5.0% (37)
Conservative	18.4% (133)
Slightly conservative	13.3% (96)
Moderate or middle of the road	35.2% (256)
Slightly liberal	11.2% (81)
Liberal	13.0% (94)
Extremely liberal	3.9% (28)

As you may know, statewide elections in Illinois will be held this November. Thinking ahead, are you certain to vote in the election, is there a small chance you might not get a chance to vote, or will you probably not vote in the November election?

	Valid percent (n)
Certain to vote in the election	83.5% (606)
Small chance you might not get to vote	16.5% (120)
Probably not vote	0.0% (0)

And, how do you plan on voting in the November election?

	Valid percent(n)
At an early Voting site prior election day	22.6% (164)
By absentee ballot	8.9% (65)
At my designated polling place on election day	68.6% (498)

We are interested in how well local officials communicate with voters about the location of polling in Illinois. Thinking about you polling place for the upcoming elections, do you think its exact location, are you pretty of its location, or are you unsure of where your polling place is?

	Valid percent(n)
I know the exact location of my polling place	75.8% (550)
I am pretty sure of the location of my polling place	16.8% (122)
Unsure of the location of my polling place	7.4% (54)

Thinking about the upcoming elections, are you more enthusiastic than usual about voting, or less enthusiastic than usual?

	Valid percent(n)
More enthusiastic	51.5% (374)
Less enthusiastic	48.5% (352)

As you know, members of the US House of Representatives are on the ballot this November. If the election were held today, would you vote for the Republican candidate for Congress or the Democratic candidate?

	Valid percent(n)
Republican candidate	32.4% (234)
Democratic candidate	43.1% (312)
Unsure	24.5% (177)

If the election for governor was being held today, who would you vote for?

	Valid percent(n)
Bruce Rauner	39.3% (284)
Pat Quinn	37.5% (271)
Someone else, please specify	1.5% (11)
Don't know	21.6% (156)

While you are unsure of who you would vote for Illinois governor, which way are you leaning to vote?

	Valid percent(n)
Leaning Bruce Rauner	17.4% (27)
Leaning Pat Quinn	17.7% (28)
Unsure	64.9% (101)

If the election for U.S. Senator from Illinois was being held today, who would you vote for?

	Valid percent(n)
Jim Oberweis	32.0% (232)
Dick Durbin	45.0% (326)
Someone else, please specify	0.6% (4)
Don't know	22.4% (162)

While you are unsure of who you would vote for U.S. Senator, which way are you leaning to vote?

	Valid percent(n)
Leaning Jim Oberweis	12.8% (21)
Leaning Dick Durbin	24.0% (39)
Unsure	63.2% (102)

Where in Illinois do you currently live?

	Valid percent(n)
Cook County Chicago Suburbs (Lake County, DuPage County, Kane County, Kendall County)	36.4% (264)
Lake County, DuPage County, Kane County, Kendall County	27.2% (198)
Other, please specify:	36.4% (264)

What is your current age?

	Valid percent(n)
18-24 years old	5.9% (43)
25-44 years old	35.0% (254)
45-64 years old	44.3% (322)
65 or older	14.8% (108)

What is your race?

	Valid percent(<i>n</i>)
White	72.8% (529)
African American/Black	16.0% (116)
Asian/Pacific Islander	7.1% (51)
Native American	0.3% (2)
Non-resident alien	0.2% (1)
Other, specify:	3.6% (26)

Please identify your gender:

	Valid percent(<i>n</i>)
Male	48.6% (353)
Female	51.2% (372)
Other, please specify:	0.2% (2)
Prefer not to say	0.0% (0)

Are you Hispanic/Latino(a)?

	Valid percent(<i>n</i>)
Yes	5.3% (38)
No	94.7% (688)

What is your disability status?

	Valid percent(<i>n</i>)
Do not have a disability	84.2% (609)
Have a disability	15.8% (114)

What is the highest level of education that you have completed?

	Valid percent (<i>n</i>)
Less than high school diploma	0.6% (4)
High school diploma or equivalent	18.2% (131)
Some college	34.6% (250)
4 year college degree	31.0% (224)
An advanced degree (graduate degree, law degree, medical degree)	15.7% (113)

Which of the following categories best describes your annual earned income before taxes:

	Valid percent (<i>n</i>)
Less than \$15,000 a year	11.1% (80)
\$15,000-\$30,0000 a year	18.1% (131)
\$30,001-\$60,0000 a year	27.4% (198)
\$60,001-\$90,0000 a year	22.6% (163)
\$90,001-\$120,0000 a year	11.5% (83)
More than \$120,0000 a year	9.4% (68)