



Statewide Democratic Governor Primary Poll

Date of Poll: 1/28-30/2018

Responses: 811 LV

Margin of error: $\pm 3.44\%$

If the Illinois Democratic Primary Election for governor were held today, for whom would you vote?

Response	Percentage
Daniel Biss	17.43%
Bob Daiber	0.87%
Tio Hardiman	1.73%
Chris Kennedy	11.50%
Robert Marshall	0.74%
JB Pritzker	29.79%
Undecided	37.95%

Crosstabs begin on next page.

Crosstabs:

Crosstab: Choice for Governor by **Gender**

Demographic	Daniel Biss	Bob Daiber	Tio Hardiman	Chris Kennedy	Robert Marshall	JB Pritzker	Undecided
Female	13.85%	0.44%	1.10%	12.31%	0.44%	29.89%	41.98%
Male	22.03%	1.41%	2.54%	10.45%	1.13%	29.66%	32.77%

Crosstab: Choice for Governor by **Age**

Demographic	Daniel Biss	Bob Daiber	Tio Hardiman	Chris Kennedy	Robert Marshall	JB Pritzker	Undecided
18-24	26.67%	6.67%	0.00%	0.00%	0.00%	6.67%	60.00%
25-34	26.47%	0.00%	0.00%	8.82%	0.00%	29.41%	35.29%
35-44	11.11%	1.23%	0.00%	11.11%	0.00%	35.80%	40.74%
45-54	20.35%	0.00%	2.65%	5.31%	0.00%	24.78%	46.90%
55-64	16.96%	1.17%	0.00%	12.87%	2.92%	25.73%	40.35%
65+	15.61%	0.58%	3.18%	14.45%	0.29%	34.10%	31.79%

Crosstab: Choice for Governor by **Ethnic Group**

Demographic	Daniel Biss	Bob Daiber	Tio Hardiman	Chris Kennedy	Robert Marshall	JB Pritzker	Undecided
African American	9.13%	0.00%	2.07%	7.47%	1.66%	41.49%	38.17%
Asian	14.81%	3.70%	3.70%	7.41%	0.00%	22.22%	48.15%
Hispanic	2.33%	0.00%	4.65%	18.60%	0.00%	27.91%	46.51%
White	24.94%	0.70%	0.93%	14.22%	0.47%	25.64%	33.10%
Other/Refused	10.14%	4.35%	2.90%	5.80%	0.00%	18.84%	57.97%

Crosstab: Choice for Governor by Location

Demographic	Daniel Biss	Bob Daiber	Tio Hardiman	Chris Kennedy	Robert Marshall	JB Pritzker	Undecided
Chicago	17.95%	0.00%	2.56%	10.90%	1.28%	27.56%	39.74%
Suburban Cook	29.61%	0.97%	0.97%	7.28%	0.49%	24.76%	35.92%
Collars	19.05%	0.00%	0.00%	13.10%	0.00%	30.95%	36.90%
Downstate	3.86%	2.42%	1.93%	15.94%	0.48%	37.68%	37.68%

Crosstab: Choice for Governor by Voting History

Demographic	Daniel Biss	Bob Daiber	Tio Hardiman	Chris Kennedy	Robert Marshall	JB Pritzker	Undecided
2of3 D	17.48%	0.79%	1.26%	11.34%	0.79%	28.19%	40.16%
3of3 D	16.47%	1.18%	3.53%	12.35%	0.59%	36.47%	29.41%

Methodology

This poll was conducted January 28-30, 2018 using both automated (recorded) and live operator-initiated calls cell phones. In all, 811 **likely** Democratic Party voters (**likely** was defined as having voted in at least two of the past three Democratic Primaries) completed all questions on the poll; 400 of the responses came from cell phones. The voters dialed were randomly selected from a proprietary registered-voter database of likely voters to assure the greatest chance of providing an accurate cross-section of opinion from the district-wide sample. Weighting formulas were applied to correct any minor over- and under-sampling—no result was changed by more than a 0.4percentage point from that weighting.

Our sampling methodology ensures that *We Ask America* poll results are “projectable,” meaning that if every resident in a given geography were dialed, the results would not differ from the reported poll results by more than the stated margin of error at a 95% confidence level (the industry standard), if the same survey was repeated. For this case, results with a margin of error of $\pm 3.44\%$ at the 95% confidence level means that if the same survey were conducted 100 times, 95 times out of 100 the results would not vary in either direction by more than 3.44% in either direction.

Properly conducted polls should be considered as snapshots in time—accurate at the time they are conducted, by not necessarily predictive of ultimate outcome.

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