



## Statewide GOP Gov. Primary

Date of Poll: 1/16/2018

Responses: 1,026 LV

Margin of error:  $\pm 3.06\%$

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

Response	Percentage
Bruce Rauner	64.59%
Jeanne Ives	20.51%
Undecided	14.90%

Please give us your general opinion of Jeanne Ives.

Response	Percentage
Never heard of	68.43%
Favorable	13.92%
Unfavorable	4.51%
Neutral	13.14%

Please give us your general opinion of Bruce Rauner.

Response	Percentage
Never heard of	0.39%
Favorable	64.71%
Unfavorable	25.10%
Neutral	9.80%

## Crosstabs:

### Crosstab: Choice for Governor by **Gender**

Demographic	Bruce Rauner	Jeanne Ives	Undecided
Female	63.41%	19.51%	17.07%
Male	65.92%	21.97%	12.11%

### Crosstab: Choice for Governor by **Age**

Demographic	Bruce Rauner	Jeanne Ives	Undecided
18-24	71.43%	28.57%	0.00%
25-34	66.67%	25.00%	8.33%
35-44	60.87%	30.43%	8.70%
45-54	58.57%	27.14%	14.29%
55-64	63.16%	24.56%	12.28%
65+	66.54%	15.81%	17.65%

### Crosstab: Choice for Governor by **Location**

Demographic	Bruce Rauner	Jeanne Ives	Undecided
Chicago	59.38%	21.88%	18.75%
Suburban Cook	65.26%	18.42%	16.32%
Collars	61.82%	24.55%	13.64%
Downstate	70.18%	19.30%	10.53%

### Crosstab: Choice for Governor by **Voting History**

Demographic	Bruce Rauner	Jeanne Ives	Undecided
1 of 3 R	66.37%	17.70%	15.93%
2 of 3 R	66.20%	17.61%	16.20%
3 of 3 R	63.11%	22.33%	14.56%

### Crosstab: Opinion of Ives by Gender

Demographic	Never heard of	Favorable	Unfavorable	Neutral
Female	74.91%	10.10%	3.14%	11.85%
Male	60.09%	18.83%	6.28%	14.80%

### Crosstab: Opinion of Ives by Age

Demographic	Never heard of	Favorable	Unfavorable	Neutral
18-24	57.14%	42.86%	0.00%	0.00%
25-34	54.17%	16.67%	8.33%	20.83%
35-44	56.52%	13.04%	13.04%	17.39%
45-54	62.86%	24.29%	1.43%	11.43%
55-64	63.16%	14.04%	7.02%	15.79%
65+	74.63%	10.29%	3.31%	11.76%

### Crosstab: Opinion of Ives by Location

Demographic	Never heard of	Favorable	Unfavorable	Neutral
Chicago	68.75%	15.63%	1.04%	14.58%
Suburban Cook	70.18%	15.79%	0.88%	13.16%
Collars	64.55%	18.18%	5.45%	11.82%
Downstate	69.47%	9.47%	7.89%	13.16%

### Crosstab: Opinion of Ives by Voting History

Demographic	Never heard of	Favorable	Unfavorable	Neutral
1 of 3 R	75.22%	12.39%	4.42%	7.96%
2 o f3 R	69.01%	8.45%	5.63%	16.90%
3 of 3 R	63.11%	19.90%	4.37%	12.62%

### Crosstab: Opinion of Rauner by Gender

Demographic	Never heard of	Favorable	Unfavorable	Neutral
Female	0.35%	62.02%	26.48%	11.15%
Male	0.45%	68.16%	23.32%	8.07%

### Crosstab: Opinion of Rauner by Age

Demographic	Never heard of	Favorable	Unfavorable	Neutral
18-24	0.00%	71.43%	28.57%	0.00%
25-34	0.00%	62.50%	20.83%	16.67%
35-44	0.00%	52.17%	34.78%	13.04%
45-54	0.00%	67.14%	27.14%	5.71%
55-64	0.00%	58.77%	29.82%	11.40%
65+	0.74%	67.65%	22.06%	9.56%

### Crosstab: Opinion of Rauner by Location

Demographic	Never heard of	Favorable	Unfavorable	Neutral
Chicago	0.00%	62.50%	26.04%	11.46%
Suburban Cook	0.88%	66.67%	20.18%	12.28%
Collars	0.91%	62.73%	30.00%	6.36%
Downstate	0.00%	65.79%	24.74%	9.47%

### Crosstab: Opinion of Rauner by Voting History

Demographic	Never heard of	Favorable	Unfavorable	Neutral
1 of 3 R	0.00%	68.14%	17.70%	14.16%
2 of 3 R	0.00%	64.79%	25.35%	9.86%
3 of 3 R	0.97%	63.59%	27.18%	8.25%

## Methodology

This poll was conducted January 14-16, 2018 using both automated (recorded) and live operator-initiated calls cell phones. In all, 1,026 likely voters completed all questions on the poll; 500 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 0.7 percentage 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  $\pm 3.06\%$  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 3.06% 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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