



Illinois Observer
Illinois Dem. Primary Survey

March 10, 2014

TO: Interested Parties

FROM: Strive Strategies

RE: Survey of likely voters finds Gov. Pat Quinn holding solid lead over Tio Hardiman in race for Illinois Democratic Gubernatorial primary

Date: March 10, 2014

Strive strategies recently conducted a survey of likely voters in the 2014 Democrat Primary for Governor to determine levels of support for Gubernatorial Candidates. The poll also included results for whether or not voters believe Illinois is heading in the right direction. The results revealed Pat Quinn is building a substantial lead in this race. Gov. Quinn is currently earning the support of 64%, while Tio Hardiman earns the support of 36% of voters. While Pat Quinn leads among all demographics, he earns his highest support from Men, where he earns 70%. Among 18-25 year olds, Pat Quinn also earns a substantial 83% of voters' support. 66% of voters over the age of 65 also support Gov. Quinn's reelection bid.

Additionally, nearly two thirds of voters believe that Illinois needs a new direction, as 57% of respondents indicated that they believe Illinois is headed in the wrong direction while 43% believe Illinois is currently on the right track. This view is strongest among women, where 58% agree that Illinois is headed in the wrong direction and in voters between the ages of 36 and 55. Among voters over 65, only slightly more than half of voters believe that Illinois is headed in the wrong direction, with 52% taking that position, to 48% believing Illinois is on the right path.

The results include responses from 563 likely voters with a 42-58% male to female gender spread. Voters were screened by asking how likely they are to vote in the upcoming Democrat Primary and voters who responded *Not Very Likely* or *Not Voting* were not included. Calls were made on March 9, 2014. The margin of error for this poll and subgroups is $\geq \pm 4.21\%$

Democrat Primary
Interview Schedule

1. Do you believe that the state of Illinois is headed in the right or wrong direction?

	MALE	FEMALE	18-25	26-35	36-45	46-55	56-64	64+
RIGHT DIRECTION	45.3%	42.4%	66.7%	60.0%	31.6%	32.4%	41.3%	47.5%
WRONG DIRECTION	54.7%	57.6%	33.3%	40.0%	68.4%	67.6%	58.7%	52.5%

	WHITE	AFRICAN-AMERICAN	HISPANIC	ASIAN	OTHER
RIGHT DIRECTION	40.4%	52.5%	50.0%	75.0%	43.2%
WRONG DIRECTION	59.6%	47.5%	50.0%	25.0%	56.8%

2. If the Democrat primary for Governor were held today and the candidates were Pat Quinn and Tio Hardiman, for whom would you vote?

	MALE	FEMALE	18-25	26-35	36-45	46-55	56-64	64+
PAT QUINN	70.4%	60.1%	83.3%	53.3%	57.9%	69.0%	59.6%	65.8%
TIO HARDIMAN	29.6%	39.9%	16.7%	46.7%	42.1%	31.0%	40.4%	34.2%

	WHITE	AFRICAN-AMERICAN	HISPANIC	ASIAN	OTHER
PAT QUINN	63.8%	65.6%	83.3%	75.0%	64.9%
TIO HARDIMAN	36.2%	34.4%	16.7%	25.0%	35.1%