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SUBJECT: 2014 IL Republican Primary Memo

This Chicago Tribune/WGN-TV poll is based on a sample of 600 confirmed registered voters in Illinois likely to vote in the March 18th Republican primary. The potential margin of error for a sample of 600 is +/- 4% at the 95% level of confidence. Interviewing was conducted by phone with live interviewers from Wednesday - Friday evenings and Saturday daytime, February 5-8.

Registered voters are screened to determine voting likelihood - registered to vote where they now live, absolutely or fairly sure will vote, and voted in one of last two GOP state primary elections. Illinois is one of the states that do not have party registration. Self-described party identification is a variable.

GOVERNOR CANDIDATES

In 2010 Bill Brady lost to Pat Quinn in the race for Governor by tenths of one percentage point. Brady wants to win this primary to defeat Quinn next November. But today 42% of voters have no opinion of him. Primary day is five weeks from now

	Your Opinion Of Bill Brady; February 5-8						
	Total State	Chicago Metro	Down-state	Conser-vative	Mode-rate	Repub-lican	Indep-endent
	%	%	%	%	%	%	%
Favorable	39	37	42	40	39	40	39
Unfavorable	15	17	13	16	14	16	13
No Opinion	42	43	41	41	45	40	47
Never Heard Of	3	3	3	3	2	4	1
Base:	(600)	(330)	(270)	(407)	(175)	(381)	(206)

Q 10. Candidates for Illinois Governor are Bill Brady, Kirk Dillard, Dan Rutherford, and Bruce Rauner. [Shuffle order.] 10a. Bill Brady, is your opinion of him...favorable, unfavorable, do you have no opinion, or have you never heard of him?

In the 2010 GOP primary Dillard lost to Brady by 193 votes.

	Your Opinion Of Kirk Dillard; February 5-8						
	Total State	Chicago Metro	Down-state	Conser-vative	Mode-rate	Repub-lican	Indep-endent
	%	%	%	%	%	%	%
Favorable	27	33	19	29	22	28	26
Unfavorable	12	14	10	12	13	11	15
No Opinion	49	44	56	47	53	50	46
Never Heard Of	12	10	15	12	12	12	14
Base:	(600)	(330)	(270)	(407)	(175)	(381)	(206)

Q 10b. Kirk Dillard, is your opinion of him...favorable, unfavorable, do you have no opinion, or have you never heard of him?

In the 2010 general election Dan Rutherford won the Illinois Treasurer seat by about 5%. In the table four years later voters don't seem to recognize him, either 49% have no opinion of him or 9% don't remember him.

	Your Opinion Of Dan Rutherford; February 5-8						
	Total State	Chicago Metro	Down-state	Conser-vative	Mode-rate	Repub-lican	Indep-endent
	%	%	%	%	%	%	%
Favorable	30	29	31	32	25	31	27
Unfavorable	13	14	10	12	14	11	16
No Opinion	49	48	49	47	51	49	50
Never Heard Of	9	8	10	8	10	9	8
Base:	(600)	(330)	(270)	(407)	(175)	(381)	(206)

Q 10c. Dan Rutherford, is your opinion of him...favorable, unfavorable, do you have no opinion, or have you never heard of him?

The three candidates above were known back in 2010. But now in 2014 they seem be almost forgotten.

At first newcomer Rauner was unknown until he began running frequent TV campaign ads. Rauner campaign TV ads dominate the race Rauner's opponents apparently cannot afford to do the same now only five weeks out. They complain Rauner is trying to buy the Republican nomination.

	Your Opinion Of Bruce Rauner; February 5-8						
	Total State	Chicago Metro	Down-state	Conser-vative	Mode-rate	Repub-lican	Indep-endent
	%	%	%	%	%	%	%
Favorable	48	53	41	49	47	50	44
Unfavorable	10	10	10	10	9	9	13
No Opinion	28	26	31	27	30	27	31
Never Heard Of	14	11	17	14	13	14	13
Base:	(600)	(330)	(270)	(407)	(175)	(381)	(206)

Q 10d. Bruce Rauner is your opinion of him...favorable, unfavorable, do you have no opinion, or have you never heard of him?

	Which Governor Candidate Would You Vote For; February 5-8						
	Total State	Chicago Metro	Down-state	Conser-vative	Mode-rate	Repub-lican	Indep-endent
	%	%	%	%	%	%	%
Rauner	40	43	35	42	37	41	39
Brady	20	18	23	19	25	21	19
Rutherford	13	11	15	13	12	13	13
Dillard	11	15	6	12	9	11	13
Other candidate	1	1	1	1	1	*	1
Undecided	15	12	20	13	17	15	15
Base:	(600)	(330)	(270)	(407)	(175)	(381)	(206)

Q 11a-b. Candidates for Governor in the Republican primary are...Bill Brady, Kirk Dillard, Dan Rutherford and Bruce Rauner. If you really had to decide right now, for whom would you vote?

Republican primary voters side with Rauner that his wealth makes him independent of special interests while a few side with his opponents' accusations that he is trying to buy the nomination.

Is Rauner Independent Or Is He Trying To Buy The Nomination; February 5-8

	Total State	Chicago Metro	Down-state	Conser-vative	Mode-rate	Repub-lican	Indep-endent
	%	%	%	%	%	%	%
Side with Rauner	54	59	47	59	46	56	52
Side with opponents	20	23	17	17	27	17	25
Don't know	26	18	36	24	27	27	23
Base:	(600)	(330)	(270)	(407)	(175)	(381)	(206)

Q 17. Bruce Rauner says his personal wealth makes him independent of special interests. His opponents say he is trying to buy the Republican nomination for governor. Who do you side with….Rauner or his Opponents?

METHODOLOGY [NEW

Chicago Tribune/WGN-TV polls are based on Registration Based Samples (RBS) telephone survey of known, confirmed registered voters who have voted in elections and likely to vote again. We sample voters who have voted at least once in the last two elections and who say they are eligible to vote where they live now. In the past two general elections one was a presidential election. Interviewing is conducted on evening weekdays and daytime weekends. Poll respondents are contacted with live interviewers by phone. Respondents have either landline or cell phones compliant with Federal Communications Commission regulations.

For samples of 600 can say with 95 percent certainty that results will potentially differ by no more than plus or minus 4.0 percentage points near 50%. Results under or over 50% have smaller margins of error. Within state segments the sample margin error will have larger margins of error.
Elections district voter turnout within a state is the basis for stratified sample areas. Our area stratification in Illinois has been in use for over 20 years. Sample areas within the state is possible using stratified Registration Based Samples (RBS) of known areas voting throughout the state.

State voting districts includes major urban city wards within Chicago, suburban townships within Cook county, five individual counties within the metro, and 96 upper and lower counties in the out-state area. This is called stratification based on consistent past voter turnout patterns over the years. Sample error diminishes with properly stratified Registration Based Sample (RBS). Poll sample frames are stratified by known sub-state election districts voting over time to diminish sample error with consistently known patterns of voter areas turnout.

We take into account that registered voters do not necessarily always vote. So we screen for voters who have voted at least once in two recent elections. For example in the **2010** general election **3.7 million** Illinois voters voted well below the number of eligible registered voters **8.8 million**. And in the **2012** presidential year, **5.3 million** voted also well below the **8.9 million** voters eligible to vote. [General election data source: U.S. Election Project.]

Contrary to the more common Random Digit Dial (RDD) sampling from the last century, Registration Based Samples (RBS) do not include the general voting age population only, do not include eligible voters only, but we do include known, eligible voters who voted at least once in the last two elections.

Polls below are more exact due to the highest office in the nation.

IL General Election - Nov. 6, 2012
Obama 3,019,512 58% **+17%**
Romney 2,135, 216 41%
Poll, Oct. 4-8, 2012. Sample = 700
Obama 55% **+19%**
Romney 36%
Undecided 5%
[Feb. 2012 poll: Obama 56%, Romney 35%]

IL General Election - Nov. 4, 2008
Obama 3,419,348 61.9% **+25%**
McCain 2,031,179 36.8%
Poll, Oct. 16-18, 2008. Sample = 500
Obama 56% **+24%**
McCain 32%
Undecided 9%

IL General Election - Nov. 2, 2004
Kerry 2,891,550 54.8% **+10%**
Bush 2,345,946 44.5%
Poll, Oct. 16-19, 2004. Sample = 700
Kerry 50% **+8%**
Bush 42%
Undecided 7%

IL General Election - Nov. 7, 2000
Gore 2,589,026 54.6% **+12%**
Bush 2,019,421 42.6%
Nader 103,759 2.2%
Poll, Oct. 20-23, 2000. Sample = 899
Gore 45% **+10%**
Bush 35%
Nader 4%
Undecided 14%

Poll Estimate Error: One half the difference between the election margin and poll margin for the top two candidates. That difference - if added to one candidate and subtracted from the other - would exactly match the election margin. This is the only error measure comparable with sample margin of error, the method used by the National Council on Public Polls since 1997. Above three of four years the difference was one percentage point.