

ILLINOIS STATEWIDE

Key findings from a statewide survey of 600 likely voters, conducted June 15-17, 2010

#10426



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Methodology

Public Opinion Strategies is pleased to present the key findings of a statewide telephone survey in Illinois. The survey was completed June 15-17, 2010 among 600 likely voters and has a margin of error of $\pm 4.0\%$.

Glen Bolger was the principal researcher on this project. Dave Wilson was the project director, and Heather Wolf provided analytical support.

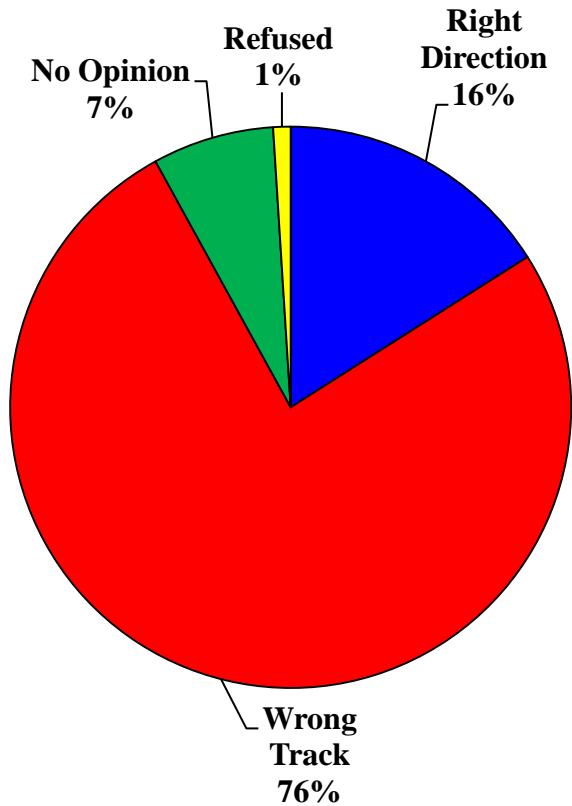


Political Environment

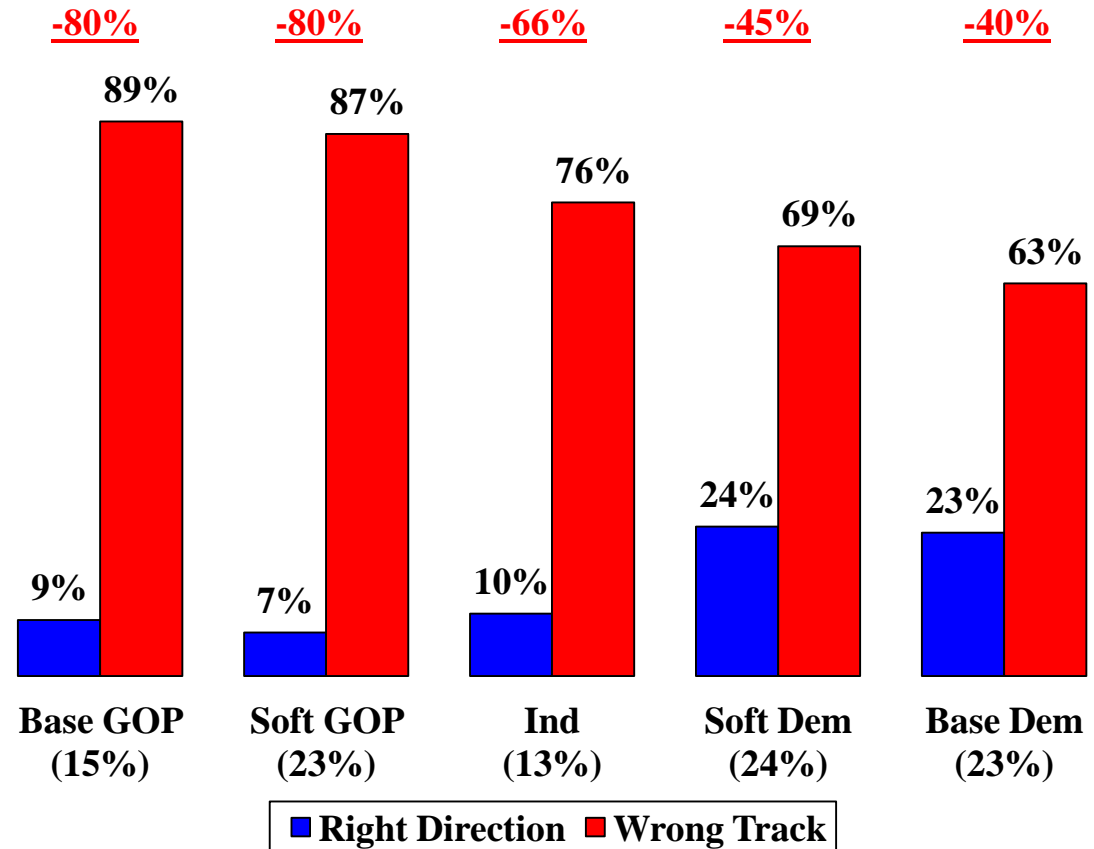
A large majority of voters across party lines think the state is off on the wrong track.

State Mood

Overall

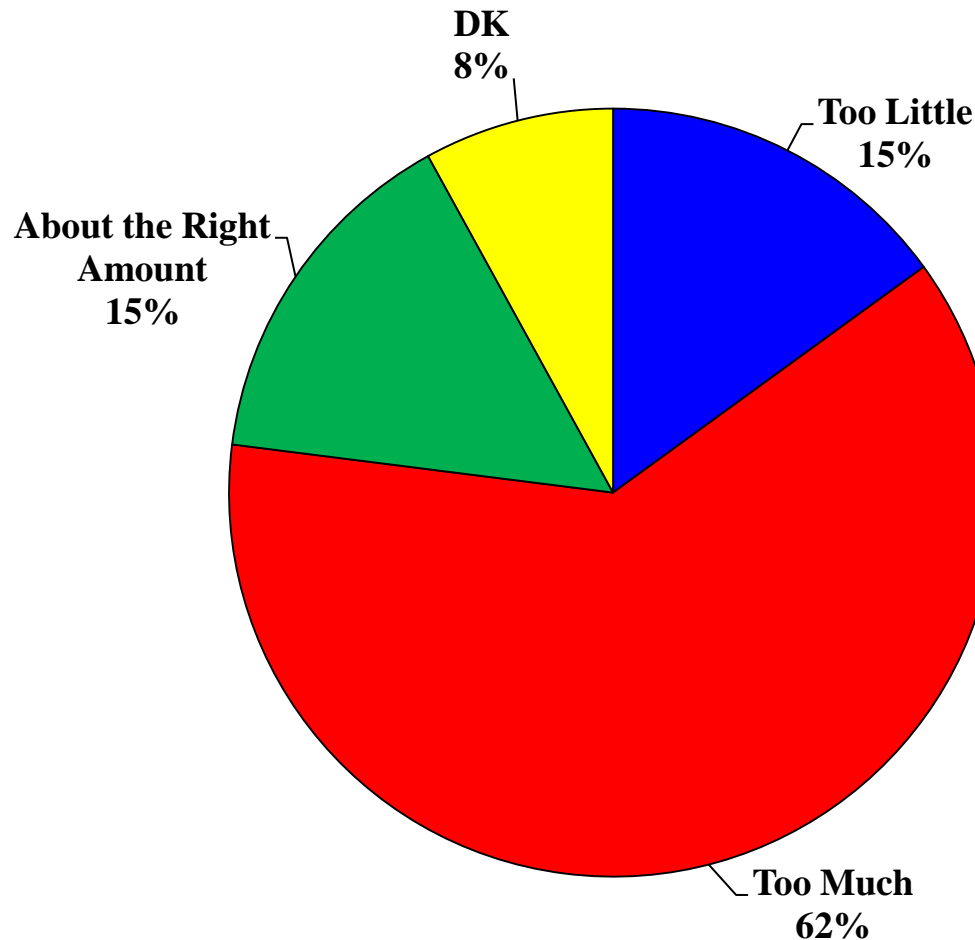


By Party



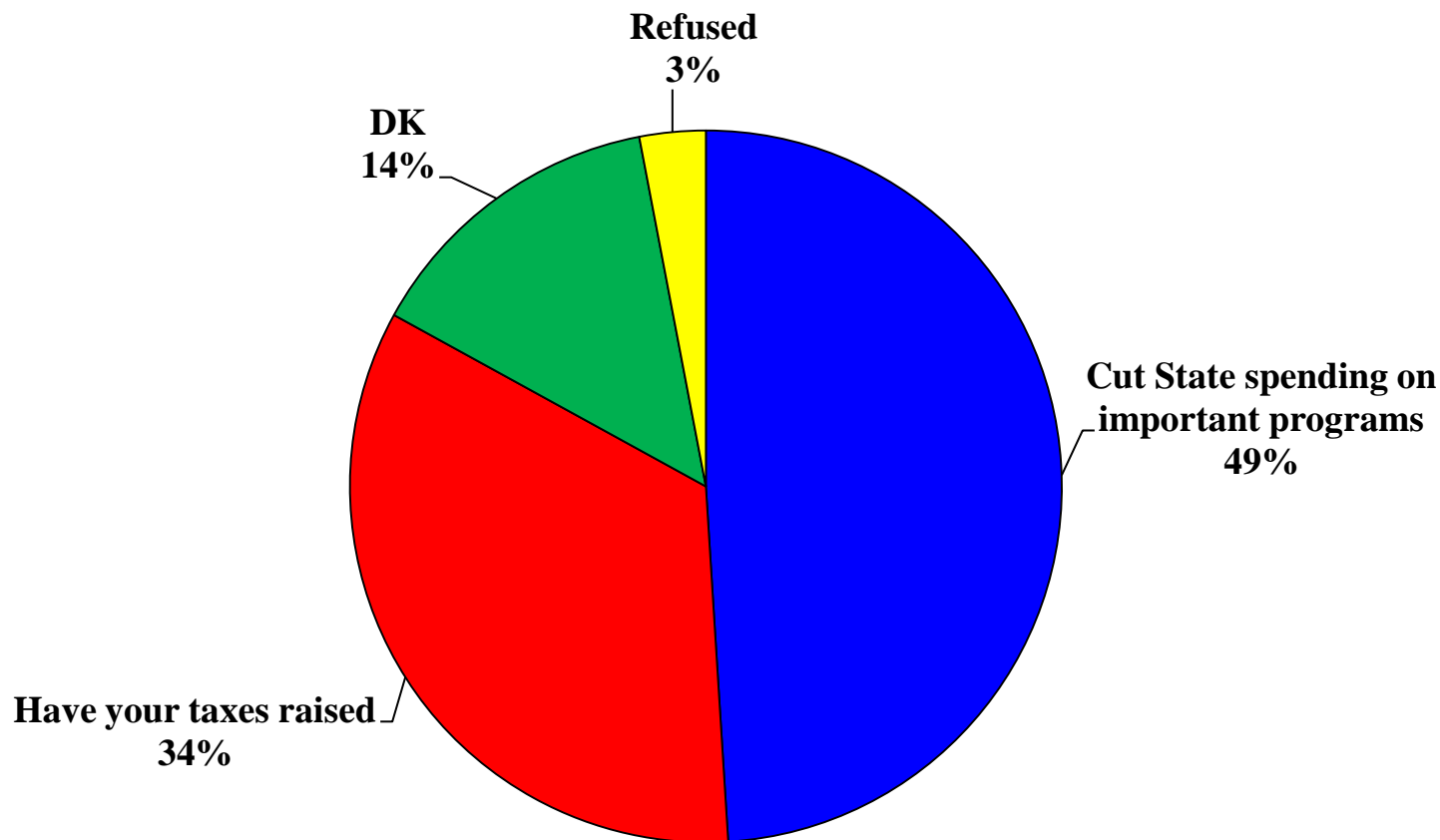
Over 60% of Illinois voters say the state government is spending too much money.

“Do you think the Illinois state government is spending...”



A plurality of voters want to cut state spending on important programs rather than having their taxes raised.

“As you may know, Illinois has a projected budget deficit of thirteen billion dollars. To close that shortfall, would you rather cut state spending on important programs or have your taxes raised?”



A significant number of conservatives want to cut spending, while a majority of base Democrats want to raise taxes.

Top Groups

Cut Spending (49%)

Very Conservative	79%
GOP Men	75%
GOP 55+	75%
Chicago GOP	72%
Base GOP	69%
Soft GOP	68%
MOD/Lib GOP	66%
GOP 18-54	64%
Total Conservative	64%
Men 55+	61%
GOP Women	61%
Balance GOP DMA	61%
Balance Men	58%

Have Taxes Raised (34%)

Base Dem	55%
Dem 18-54	54%
Chicago Dem	53%
White Dems	52%
Total Liberal	52%
Dem Men	51%
Total Dem	49%
Right Direction	49%
Dem Women	48%
18-34	47%
Black	45%
Soft Dem	44%

A majority of voters choose a candidate that will cut spending.

“Please tell me for which candidate you would rather vote if the choices were...”

62%

A candidate who advocates cutting spending to fix Illinois’ budget deficit.

...Or...

25%

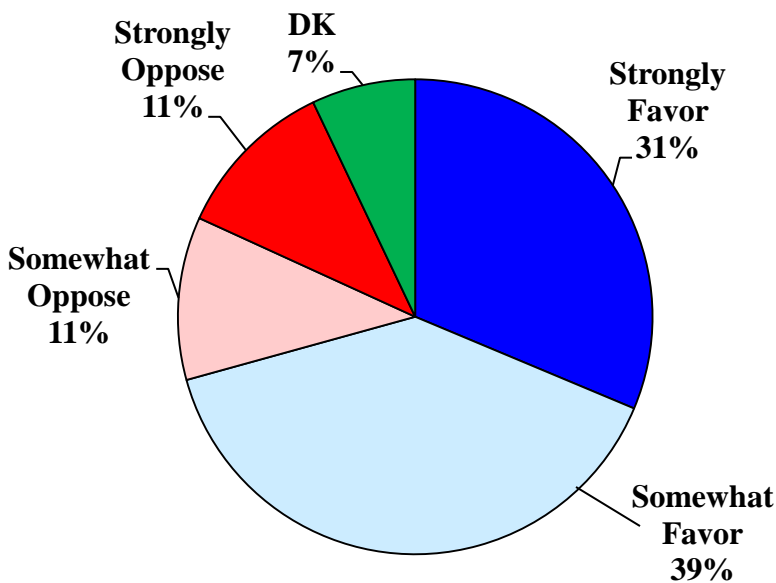
A candidate who advocates raising taxes to fix Illinois’ budget deficit?

Over 50% of voters across party lines favor amending the Illinois state constitution to place a limit on state spending growth.

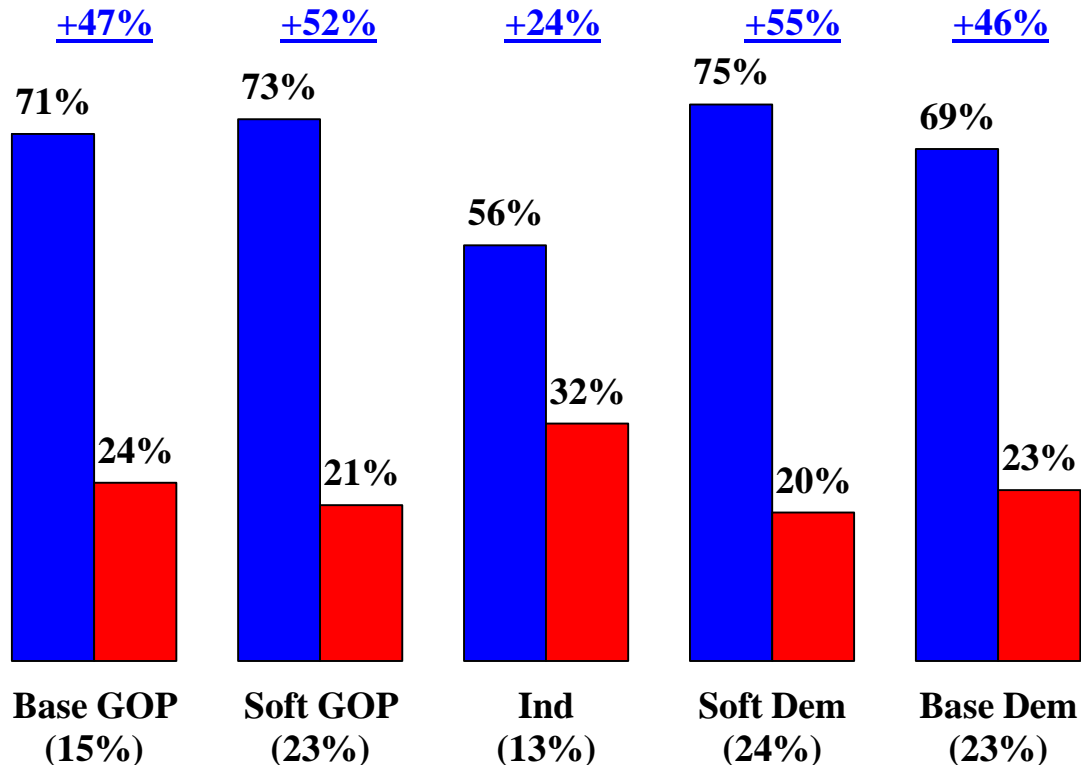
“As you may know, there has been a proposal to amend the Illinois state constitution to put a limit on the rate at which state government spending can grow. Spending would be allowed to increase each year no more than the rate of inflation plus the percentage of population growth. Would you favor or oppose amending the Illinois state constitution to place a limit to state spending growth?”

Overall

Total Favor:	70%
Total Oppose:	23%^

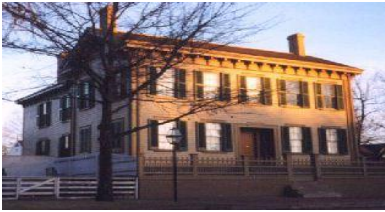


By Party



■ Total Favor ■ Total Oppose

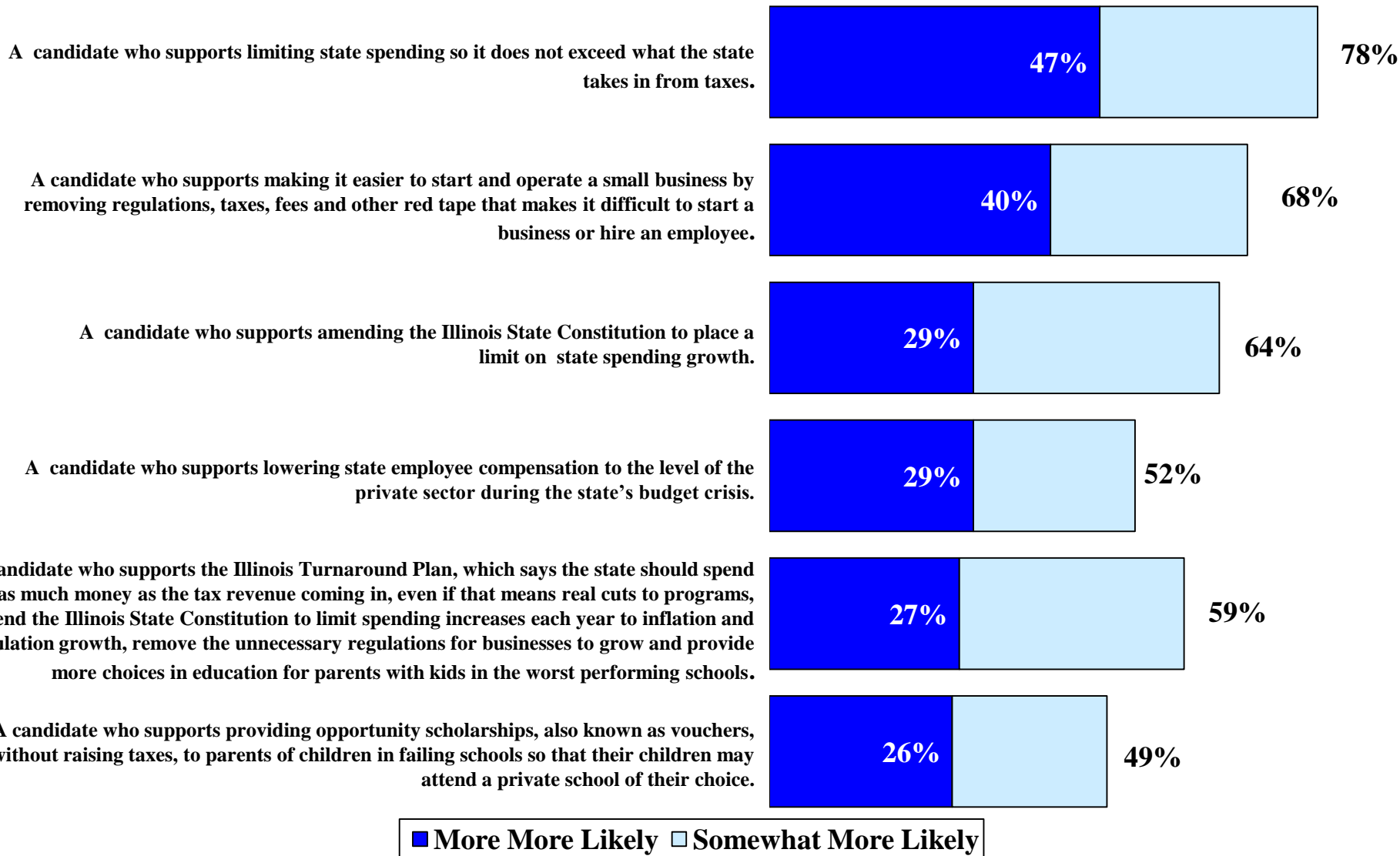
^Denotes Rounding



Message Testing

Voters are much more likely to want a candidate who supports limiting state spending and promotes small business.

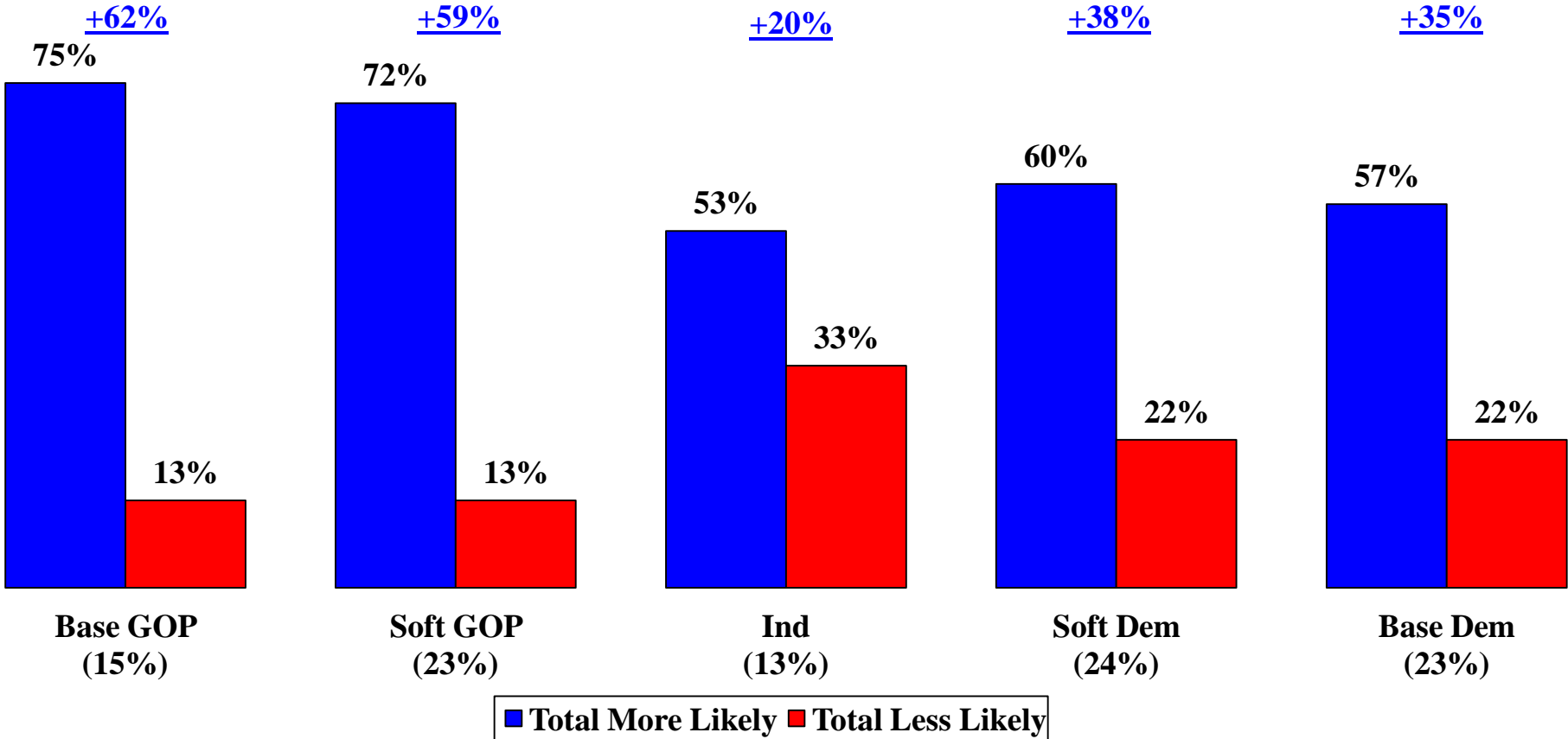
Messages Ranked by % Much More Likely



Over 50% of voters across party lines support a candidate who will amend the Illinois State Constitution to place a limit on state spending growth.

By Party

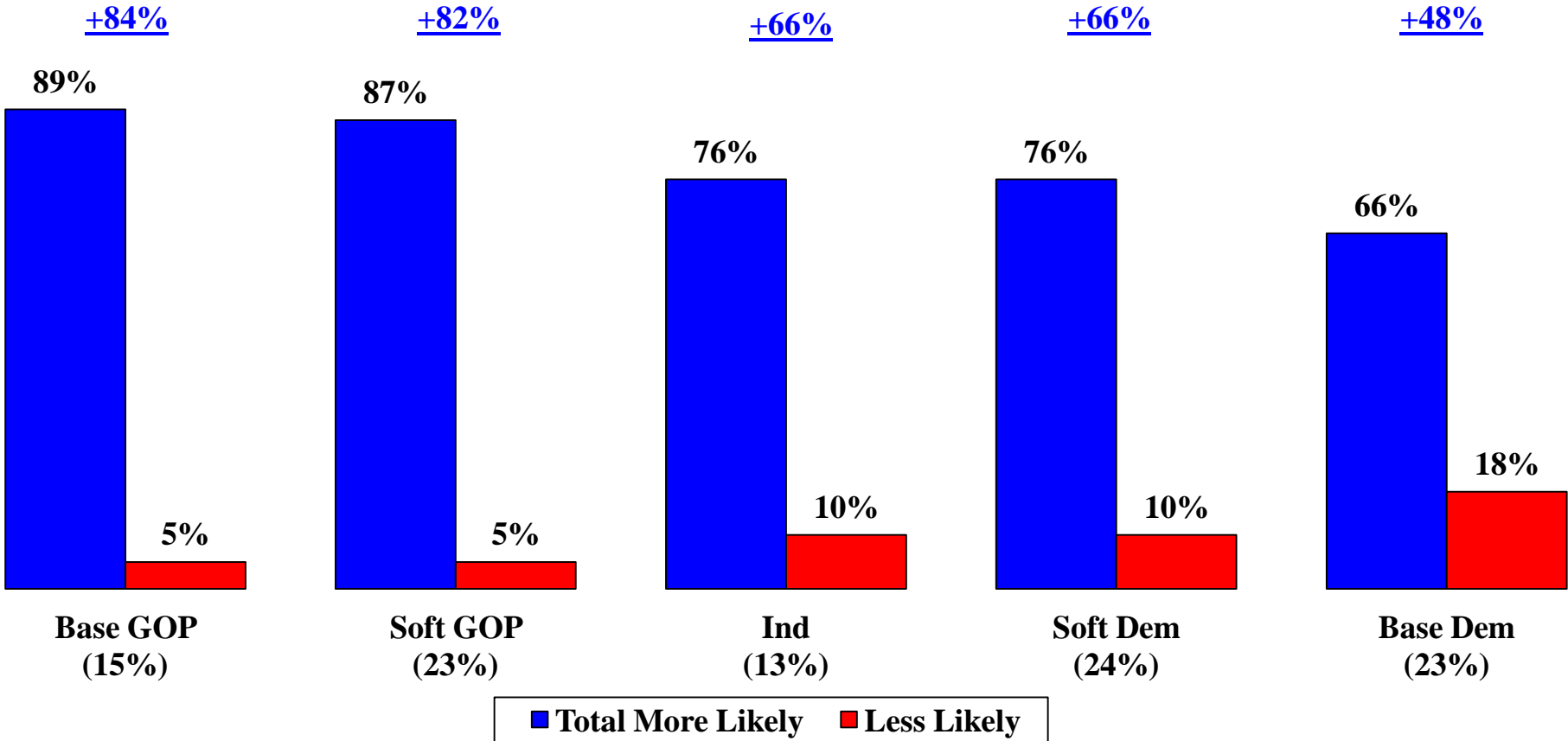
“A candidate who supports amending the Illinois State Constitution to place a limit on state spending growth.”



A candidate who favors state spending so it does not exceed what the state takes in from taxes receives broad, bipartisan support.

By Party

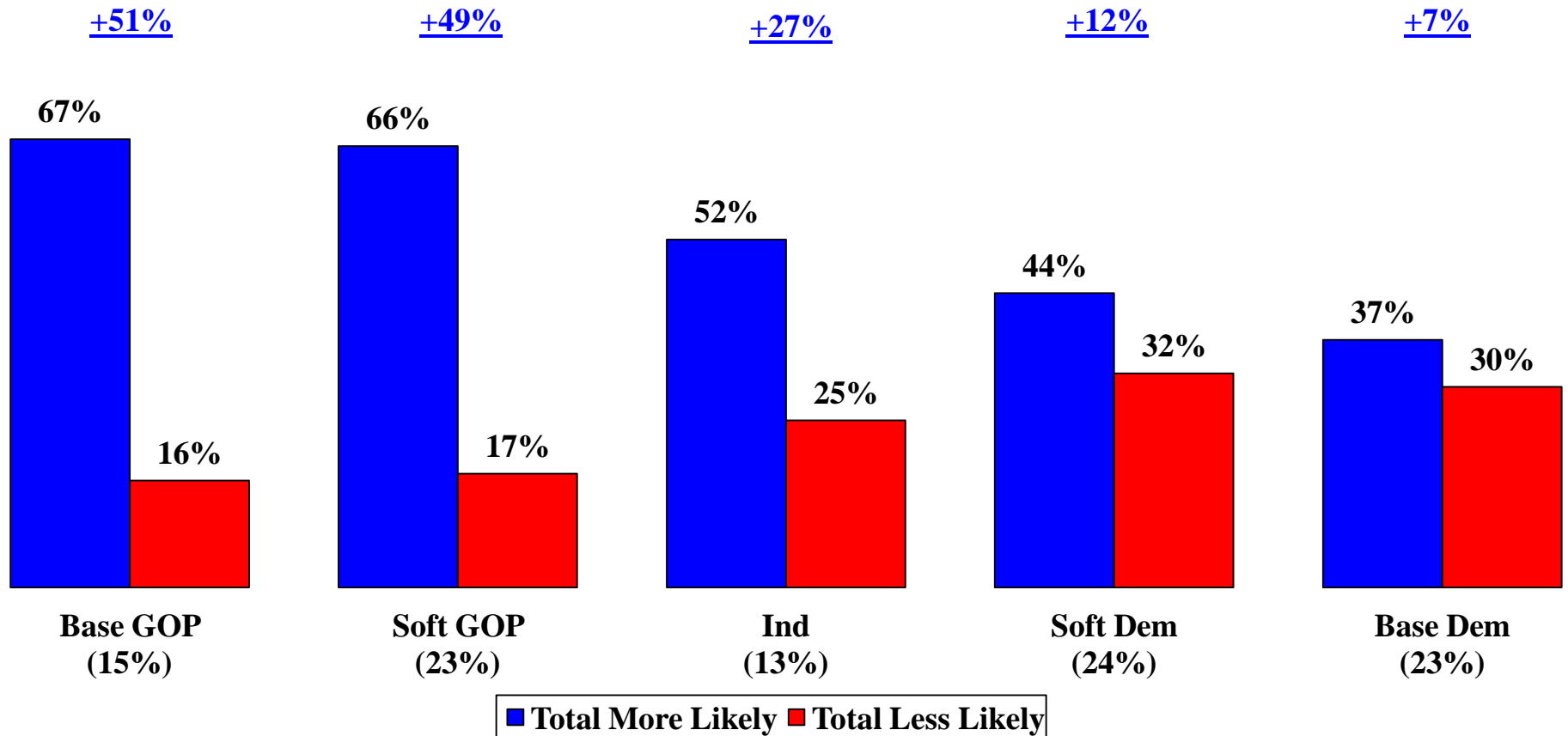
“A candidate who supports limiting state spending as it does not exceed what the state takes in from taxes.”



A majority of Soft GOPers and Inds support a candidate lowering state employee compensation to the level of the private sector during the state's budget crisis.

By Party

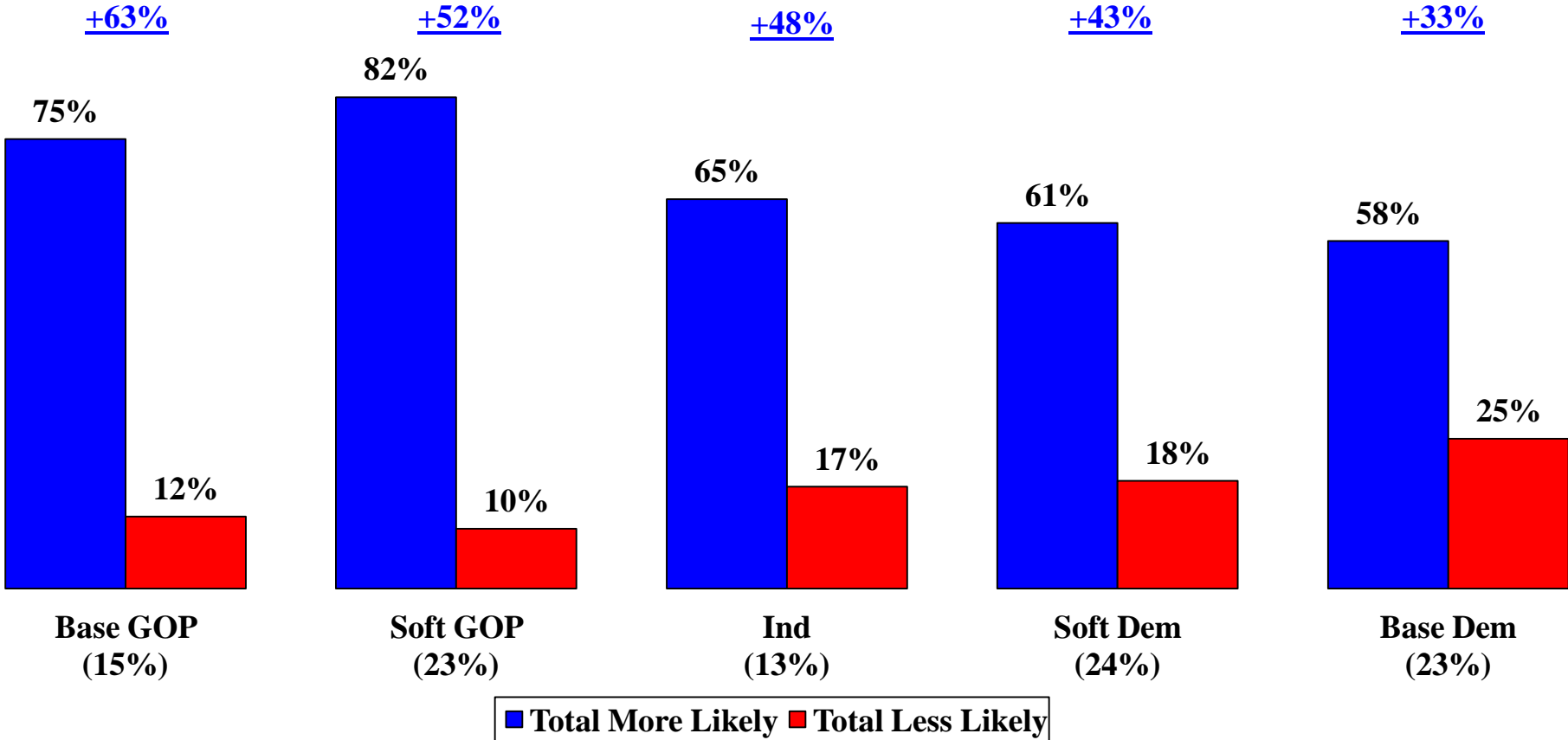
“A candidate who supports lowering state employee compensation to the level of the private sector during the state's budget crisis.”



A large majority of voters regardless of party want a candidate who supports making it easier to start and operate a small business.

By Party

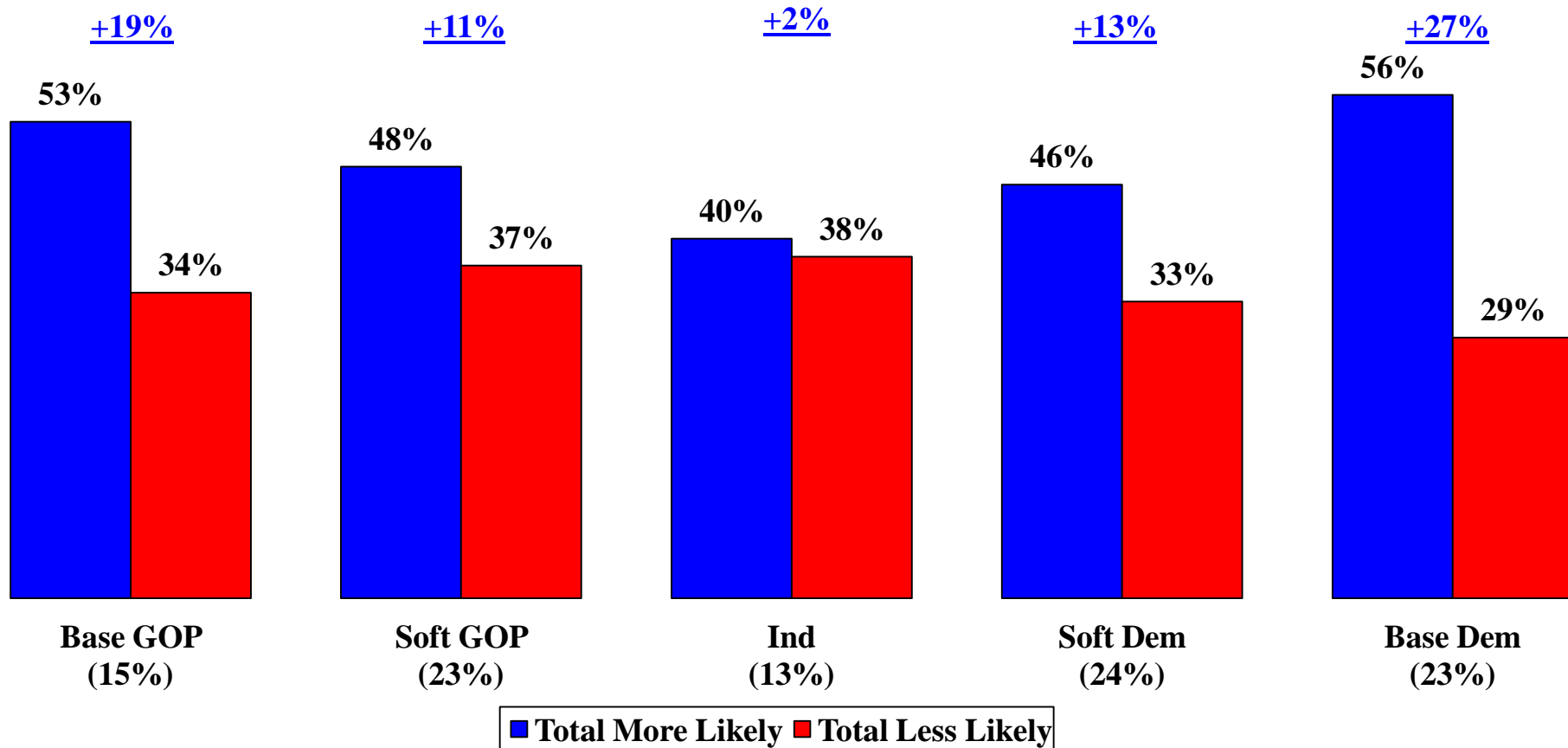
“A candidate who supports making it easier to start and operate a small business by removing regulations, taxes, fees and other red tape that makes it difficult to start a new business or hire an employee.”



Swing voters are relatively divided on vouchers.

By Party

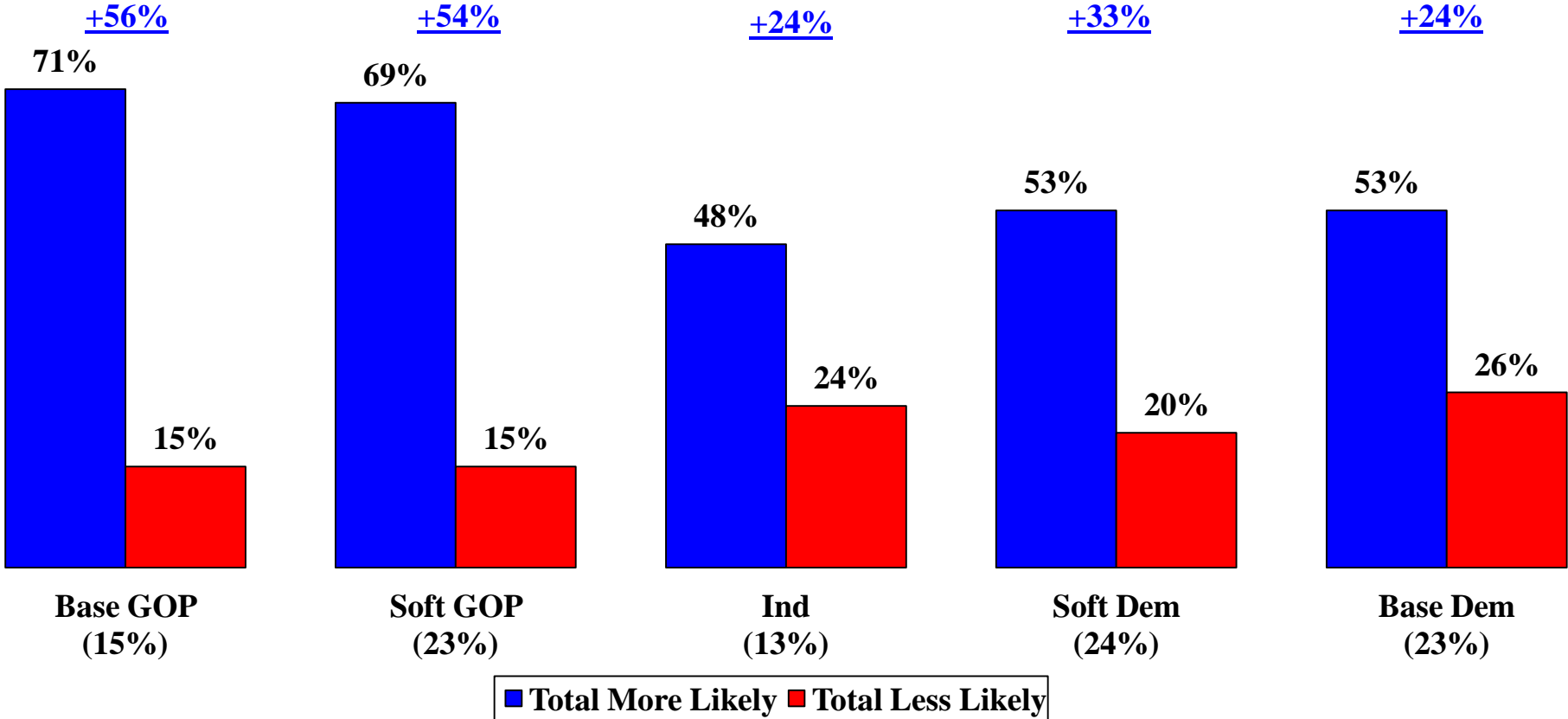
“A candidate who supports providing opportunity scholarships, also known as vouchers, without raising taxes, to parents of children in failing schools so that their children may attend a private school of their choice.”



Base GOPers and Soft GOPers are the biggest backers of a candidate who supports the Illinois Turnaround Plan.

Message by Party

“A candidate who supports the Illinois Turnaround Plan, which says the state should spend only as much money as the tax revenue coming in, even if that means real cuts to programs, amend the Illinois State Constitution to limit spending increases each year to inflation and population growth, remove the unnecessary regulations for businesses to grow and provide more choices in education for parents with kids in the worst performing schools.”



Over 60% of voters support fiscal responsibility for the Illinois budget.

“I’d like to read you two different points of view about a proposal to limit state government spending, and please tell me which one comes closest to your own opinion.”

61%

(Some/Other) People say we should fix Illinois’ budget crisis by limiting spending to the revenues taken in with no borrowing and no tax increases. They say this is a good idea because Illinois needs to show fiscal restraint to get the budget back on track.

...while...

34%

(Other/ Some) People say this plan will result in five to six billion dollars in spending cuts, including cuts to important programs. They say those cuts are a bad idea because they will hurt Illinois’ schools, roads, and many people in the state.



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**For more information about this presentation or about
Public Opinion Strategies, please give us a call.**

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