October 8, 2018

To: Interested Parties  
From: Brian Stryker / Oren Savir  
Re: Illinois Statewide Poll Findings, Recommendations

The Illinois electorate is broadly supportive of the Forward Illinois agenda, including self-described progressives and Independents. Candidates who back the agenda gain votes by doing so, and by a remarkable margin, especially this close to a general election. Voters are more willing to support candidates for Governor and legislature whom they know support the agenda as well.

**Key Findings**

- **More than two-thirds of voters in Illinois support the Forward Illinois agenda.** The agenda as a whole has 68% support among likely midterm voters, with only 24% of voters opposed (See Appendix A for text of agenda as presented to voters).

- **Support for the agenda comes from the left and center of the electorate.** While the agenda is very popular with both Democrats (91%) and self-identified progressives (88%), it also garners majority support from groups that typically trend more centrist or conservative,
  - Independents (60% support / 17% oppose)
  - Whites over age 65 (60% support / 30% oppose)
  - Non-college white men (53% support / 36% oppose)

- **If voters hear that Democratic candidates support this agenda, support for those candidates increases.** We initially asked voters for their preference on both a generic vote for legislature (48% Democrat / 32% Republican / 20% Persuadable) and for the gubernatorial race (48% Pritzker / 32% Rauner / 4% McCann / 3% Jackson). After hearing descriptions of the agenda, we asked voters to imagine that the Democratic candidate for legislature and JB Pritzker support it, and we asked for their vote preference again.

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<thead>
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<th>Initial Vote</th>
<th>Vote after Agenda</th>
<th>Net Shift</th>
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<tbody>
<tr>
<td>Generic Legislator</td>
<td>48 - 32 (+16)</td>
<td>53 - 30 (+23)</td>
<td>+7</td>
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<td>Dem - Rep</td>
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<tr>
<td>Pritzker - Rauner</td>
<td>48 - 32 (+16)</td>
<td>52 - 30 (+22)</td>
<td>+6</td>
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- **A strong majority of voters would hold accountable politicians who promise to pass this agenda but fail to follow through.** Nearly seven in ten agree that “If an elected official

These findings and recommendations are based on an online poll of n=1,007 likely November 2018 voters in Illinois conducted online from September 21-25, 2018. The poll’s 95% confidence interval is +3.1%.
promised to pass this agenda and went back on their word, I’d vote them out of office,” (68% agree / 18% disagree). Close to a majority, 42%, strongly agree.

**APPENDIX A:**

“Thinking about all of those policies as one agenda for Illinois, do you support or oppose that agenda?”

(68% favor / 24% oppose / 8% Don’t know)

- A $15/hour minimum and a guaranteed right to join or form a union free from employer interference
- Guaranteed reproductive rights and health equity, to ensure access to a full range of reproductive health care including abortion.
- Environmental justice, with clean water for all and Illinois moving to 100% clean, renewable energy.
- Criminal justice reform that establishes humane conditions and is built with a restorative justice framework to find alternatives to prison and jail
- Universal access to high-quality affordable health care, provided by moving toward Medicare for All
- Ensure transgender children can access facilities and programming in schools that meet their needs, ensure their safety, and allow them to participate fully, fairly, and equally in school life
- Ending deportations and providing a pathway to citizenship with access to health care, education and other supports for everyone in the US regardless of immigration status.
- Requiring gun stores to be certified to sell firearms in Illinois which could be revoked for selling illegal guns or failing to conduct background checks
- Fully funding education in Illinois in every school district, while making sure higher education is affordable.
- Reforming the tax code so the wealthiest pay a higher share of the state’s income taxes while the middle class and lower-income pay a smaller share.