

FOR IMMEDIATE RELEASE

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Brady Expands Lead over Quinn

Raleigh, N.C. – As one of the ten least popular of the 27 governors PPP has polled this year, Pat Quinn was already on shaky ground, down 34-30 to Bill Brady among registered voters in June. But among likely voters, Quinn remains at 30% to Brady's 39%, with Green Party candidate Rich Whitney also slightly increasing his share of the vote, from 9% to 11%, with 20% still undecided.

Quinn is partly hurt by the presence of Whitney, who gets 10% of Democrats, helping to hold Quinn at only 60% of his own party's support, to Brady's 80% of the GOP. But Quinn's job performance does him no favors with his own party. As in the Senate race, Democrats are not moved by their nominee, with 24% of them undecided, to only 10% of Republicans unsure of their vote. Whitney also gets more, 19%, of independents than does Quinn at 15%. Brady has more unaffiliated support, at 40%, than Quinn and Whitney combined.

Only 40% of Quinn's party members approve of his job performance, but 81% of Republicans and 60% of independents disapprove, giving him a dismal 23-53 overall mark. Brady breaks even with independents, but is slightly more liked by Republicans than disliked by Democrats, for an overall 25-30 favorability, down from 22-22 in June. Both Quinn and Brady are more disliked by members of their own party than they are liked by the opposite party.

“For all the talk of anti-Washington sentiment, governors are in many places the least popular figures in the country, and Pat Quinn is no exception in Illinois,” said Dean Debnam, President of Public Policy Polling. “But he still has more room to improve than does Brady, who already has his party and independents locked up. As with Alexi Giannoulias in the Senate race, if Quinn can get his base off the fence to support him and then turn them out, he can eke out a victory in this blue state.”

PPP surveyed 576 likely Illinois voters from August 14th to 15th. The survey's margin of error is +/-4.1%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.



Illinois Survey Results

Q1 Do you approve or disapprove of Governor Pat Quinn's job performance?

Approve 23%
Disapprove..... 53%
Not sure 24%

Q2 Do you have a favorable or unfavorable opinion of Bill Brady?

Favorable..... 25%
Unfavorable 30%
Not sure 45%

Q3 Do you have a favorable or unfavorable opinion of Rich Whitney?

Favorable..... 5%
Unfavorable 13%
Not sure 82%

Q4 The candidates for Governor are Republican Bill Brady, Democrat Pat Quinn, and Green Party candidate Rich Whitney. If the election was today, who would you vote for?

Bill Brady..... 39%
Pat Quinn..... 30%
Rich Whitney..... 11%
Undecided..... 20%

Q5 Who did you vote for President in 2008?

John McCain..... 42%
Barack Obama..... 51%
Someone else/Don't remember 8%

Q6 Would you describe yourself as a liberal, moderate, or conservative?

Liberal..... 22%
Moderate..... 39%
Conservative..... 38%

Q7 If you are a woman, press 1. If a man, press 2.

Woman 53%
Man..... 47%

Q8 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat..... 41%
Republican..... 32%
Independent/Other..... 26%

Q9 If you are Hispanic, press 1. If white, press 2. If African American, press 3. If other, press 4.

Hispanic..... 6%
White 76%
African American..... 14%
Other..... 4%

Q10 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18 to 29..... 9%
30 to 45..... 28%
46 to 65..... 42%
Older than 65..... 21%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Quinn Approval				
Approve	23%	7%	37%	18%
Disapprove	53%	80%	30%	59%
Not sure	24%	12%	33%	23%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Brady Favorability				
Favorable	25%	47%	7%	26%
Unfavorable	30%	10%	45%	30%
Not sure	45%	42%	48%	44%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Whitney Favorability				
Favorable	5%	7%	5%	-
Unfavorable	13%	7%	17%	19%
Not sure	82%	86%	78%	81%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Brady/Quinn/Whitney				
Bill Brady	39%	75%	10%	38%
Pat Quinn	30%	6%	53%	13%
Rich Whitney	11%	9%	11%	18%
Undecided	20%	10%	26%	31%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Quinn Approval				
Approve	23%	40%	30%	7%
Disapprove	53%	27%	43%	78%
Not sure	24%	33%	28%	14%

	Base	Ideology		
		Liberal	Moderate	Conservative
Brady Favorability				
Favorable	25%	6%	17%	45%
Unfavorable	30%	51%	37%	10%
Not sure	45%	43%	47%	45%

	Base	Ideology		
		Liberal	Moderate	Conservative
Whitney Favorability				
Favorable	5%	9%	4%	5%
Unfavorable	13%	16%	15%	9%
Not sure	82%	76%	81%	86%

	Base	Ideology		
		Liberal	Moderate	Conservative
Brady/Quinn/Whitney				
Bill Brady	39%	8%	26%	70%
Pat Quinn	30%	56%	40%	6%
Rich Whitney	11%	15%	12%	7%
Undecided	20%	21%	22%	17%





Crosstabs

	Base	Gender	
		Woman	Man
Quinn Approval			
Approve	23%	21%	26%
Disapprove	53%	52%	54%
Not sure	24%	27%	20%

	Base	Gender	
		Woman	Man
Brady Favorability			
Favorable	25%	19%	32%
Unfavorable	30%	29%	30%
Not sure	45%	52%	38%

	Base	Gender	
		Woman	Man
Whitney Favorability			
Favorable	5%	3%	7%
Unfavorable	13%	12%	14%
Not sure	82%	84%	79%

	Base	Gender	
		Woman	Man
Brady/Quinn/Whitney			
Bill Brady	39%	34%	45%
Pat Quinn	30%	30%	31%
Rich Whitney	11%	11%	11%
Undecided	20%	25%	14%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Quinn Approval				
Approve	23%	40%	7%	17%
Disapprove	53%	27%	81%	60%
Not sure	24%	34%	11%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
Brady Favorability				
Favorable	25%	5%	49%	27%
Unfavorable	30%	46%	11%	26%
Not sure	45%	48%	40%	47%

	Base	Party		
		Democrat	Republican	Independent/Other
Whitney Favorability				
Favorable	5%	5%	6%	5%
Unfavorable	13%	17%	8%	13%
Not sure	82%	78%	86%	81%

	Base	Party		
		Democrat	Republican	Independent/Other
Brady/Quinn/Whitney				
Bill Brady	39%	7%	80%	40%
Pat Quinn	30%	60%	5%	15%
Rich Whitney	11%	10%	5%	19%
Undecided	20%	24%	10%	26%





Crosstabs

	Base	Race			
		Hispanic	White	African American	Other
Quinn Approval					
Approve	23%	44%	22%	22%	22%
Disapprove	53%	31%	60%	25%	48%
Not sure	24%	25%	18%	53%	30%

	Base	Race			
		Hispanic	White	African American	Other
Brady Favorability					
Favorable	25%	19%	29%	9%	19%
Unfavorable	30%	19%	29%	34%	48%
Not sure	45%	63%	43%	56%	33%

	Base	Race			
		Hispanic	White	African American	Other
Whitney Favorability					
Favorable	5%	6%	6%	3%	4%
Unfavorable	13%	6%	11%	26%	15%
Not sure	82%	88%	83%	71%	81%

	Base	Race			
		Hispanic	White	African American	Other
Brady/Quinn/Whitney					
Bill Brady	39%	25%	47%	6%	22%
Pat Quinn	30%	31%	28%	41%	37%
Rich Whitney	11%	6%	11%	9%	19%
Undecided	20%	38%	14%	44%	22%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Quinn Approval					
Approve	23%	26%	21%	24%	24%
Disapprove	53%	38%	53%	54%	57%
Not sure	24%	35%	26%	22%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brady Favorability					
Favorable	25%	34%	23%	22%	29%
Unfavorable	30%	20%	29%	34%	26%
Not sure	45%	46%	49%	43%	45%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Whitney Favorability					
Favorable	5%	13%	3%	3%	10%
Unfavorable	13%	9%	11%	14%	15%
Not sure	82%	78%	86%	83%	75%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brady/Quinn/Whitney					
Bill Brady	39%	41%	38%	37%	43%
Pat Quinn	30%	29%	27%	35%	27%
Rich Whitney	11%	7%	11%	13%	7%
Undecided	20%	22%	24%	15%	23%

