

FOR IMMEDIATE RELEASE

October 21, 2010

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Quinn closes to within one of Brady for IL-Gov.

Raleigh, N.C. – Down by seven points in PPP’s last poll of the Illinois gubernatorial race in September, and by nine in August, incumbent Democrat Pat Quinn has shrunk Bill Brady’s lead to only one as the campaign nears its final turn toward Election Day. This has occurred despite an increase in Republican voter enthusiasm.

Brady remains steady at 42%, but Quinn has won over the vast majority of previously undecided voters, bringing his support from 35% to 41% in three weeks. Third-party candidates Scott Lee Cohen, Rich Whitney, and Lex Green remain minor factors, pulling 6%, 3%, and 1%, respectively.

The closure, despite the pro-GOP enthusiasm gap increasing from 10 to 17 points, comes largely because undecided Democrats and independents are moving toward the incumbent. In September, Quinn was suffering from 15% of his party remaining undecided in the race, to only 5% of the unified Republicans. As expected, almost all of those undecideds have come home. Because Brady takes 13% of Democrats to Quinn’s 2% of Republicans, Brady does still have a party-unity edge, but Quinn has also turned a 12-point deficit with independents to a three-point advantage as many of the undecided in that group, and those supporting the minor candidates, have gravitated to Quinn.

Cohen’s and Green’s presence on the ballot could end up hurting Brady, as the Republican would beat Quinn in a head-to-head, 49-44. Despite some of their former independent supporters leaving them for Quinn, if those two and Whitney were not in the race, Brady would have a 48-40 lead with independents against just Quinn, versus his 37-40 deficit in the full ballot measure.

“The fact that Pat Quinn has pulled this race into a tie is remarkable given how unpopular he is,” said Dean Debnam, President of Public Policy Polling. “But Bill Brady was a lot better off when voters didn’t know who he was and the more exposure he’s received the closer Pat Quinn has pulled.”

PPP surveyed 557 likely Illinois voters from October 14th to 16th. The survey’s margin of error is +/-4.2%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

[Complete results are attached, and can be found at www.publicpolicypolling.com.](http://www.publicpolicypolling.com)



Illinois Survey Results

Q1 The candidates for Governor are Republican Bill Brady, Democrat Pat Quinn, Independent Scott Lee Cohen, Libertarian Lex Green and Green Party candidate Rich Whitney. If the election was today, who would you vote for?

<i>Bill Brady</i>	42%
<i>Pat Quinn</i>	41%
<i>Scott Lee Cohen</i>	6%
<i>Lex Green</i>	1%
<i>Rich Whitney</i>	3%
<i>Undecided</i>	6%

Q2 If the only choices for Governor were Republican Bill Brady and Democrat Pat Quinn, who would you vote for?

<i>Bill Brady</i>	49%
<i>Pat Quinn</i>	44%
<i>Undecided</i>	7%

Q3 Do you approve or disapprove of Governor Pat Quinn's job performance?

<i>Approve</i>	32%	<i>Not sure</i>	14%
<i>Disapprove</i>	54%		

Q4 Do you have a favorable or unfavorable opinion of Bill Brady?

<i>Favorable</i>	39%	<i>Not sure</i>	17%
<i>Unfavorable</i>	44%		

Q5 Do you have a favorable or unfavorable opinion of Michael Madigan?

<i>Favorable</i>	18%	<i>Not sure</i>	30%
<i>Unfavorable</i>	52%		

Q6 Who did you vote for President in 2008?

<i>John McCain</i>	42%
<i>Barack Obama</i>	51%
<i>Someone else/Don't remember</i>	7%

Q7 Would you describe yourself as a liberal, moderate, or conservative?

<i>Liberal</i>	22%
<i>Moderate</i>	44%
<i>Conservative</i>	34%

Q8 If you are a woman, press 1. If a man, press 2.

<i>Woman</i>	51%
<i>Man</i>	49%

Q9 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i>	40%
<i>Republican</i>	30%
<i>Independent/Other</i>	30%

Q10 If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

<i>Hispanic</i>	8%
<i>White</i>	78%
<i>African-American</i>	11%
<i>Other</i>	3%

Q11 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

<i>18 to 29</i>	9%
<i>30 to 45</i>	31%
<i>46 to 65</i>	36%
<i>Older than 65</i>	24%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Brady/Quinn/Cohen/Green/Whitney				
Bill Brady	42%	77%	15%	38%
Pat Quinn	41%	9%	70%	22%
Scott Lee Cohen	6%	5%	6%	11%
Lex Green	1%	2%	1%	3%
Rich Whitney	3%	1%	4%	12%
Undecided	6%	6%	5%	14%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Brady/Quinn Only				
Bill Brady	49%	86%	17%	51%
Pat Quinn	44%	9%	76%	26%
Undecided	7%	5%	7%	23%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Quinn Approval				
Approve	32%	10%	53%	20%
Disapprove	54%	81%	29%	67%
Not sure	14%	9%	18%	13%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Brady Favorability				
Favorable	39%	71%	15%	28%
Unfavorable	44%	16%	67%	40%
Not sure	17%	13%	18%	32%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Madigan Favorability				
Favorable	18%	13%	23%	8%
Unfavorable	52%	62%	44%	56%
Not sure	30%	26%	33%	36%

	Base	Ideology		
		Liberal	Moderate	Conservative
Brady/Quinn/Cohen/Green/Whitney				
Bill Brady	42%	9%	34%	75%
Pat Quinn	41%	71%	49%	12%
Scott Lee Cohen	6%	7%	5%	5%
Lex Green	1%	0%	0%	3%
Rich Whitney	3%	7%	3%	1%
Undecided	6%	6%	8%	4%

	Base	Ideology		
		Liberal	Moderate	Conservative
Brady/Quinn Only				
Bill Brady	49%	13%	41%	83%
Pat Quinn	44%	81%	49%	13%
Undecided	7%	6%	10%	4%

	Base	Ideology		
		Liberal	Moderate	Conservative
Quinn Approval				
Approve	32%	54%	41%	7%
Disapprove	54%	26%	46%	82%
Not sure	14%	20%	14%	11%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Brady Favorability				
Favorable	39%	11%	31%	68%
Unfavorable	44%	77%	47%	18%
Not sure	17%	12%	22%	13%

	Base	Ideology		
		Liberal	Moderate	Conservative
Madigan Favorability				
Favorable	18%	26%	18%	12%
Unfavorable	52%	41%	53%	59%
Not sure	30%	33%	29%	29%

	Base	Gender	
		Woman	Man
Brady/Quinn/Cohen/ Green/Whitney			
Bill Brady	42%	38%	47%
Pat Quinn	41%	43%	39%
Scott Lee Cohen	6%	7%	4%
Lex Green	1%	1%	2%
Rich Whitney	3%	2%	4%
Undecided	6%	9%	3%

	Base	Gender	
		Woman	Man
Brady/Quinn Only			
Bill Brady	49%	45%	52%
Pat Quinn	44%	46%	42%
Undecided	7%	9%	5%





Crosstabs

	Base	Gender	
		Woman	Man
Quinn Approval			
Approve	32%	33%	32%
Disapprove	53%	49%	58%
Not sure	14%	18%	10%

	Base	Gender	
		Woman	Man
Brady Favorability			
Favorable	39%	35%	44%
Unfavorable	44%	47%	41%
Not sure	17%	18%	15%

	Base	Gender	
		Woman	Man
Madigan Favorability			
Favorable	18%	20%	16%
Unfavorable	52%	44%	61%
Not sure	30%	36%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
Brady/Quinn/Cohen/ Green/Whitney				
Bill Brady	42%	13%	87%	37%
Pat Quinn	41%	71%	2%	40%
Scott Lee Cohen	6%	6%	4%	7%
Lex Green	1%	0%	1%	3%
Rich Whitney	3%	4%	1%	5%
Undecided	6%	5%	5%	8%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Brady/Quinn Only				
Bill Brady	49%	16%	93%	48%
Pat Quinn	44%	78%	2%	40%
Undecided	7%	6%	5%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
Quinn Approval				
Approve	32%	56%	5%	29%
Disapprove	54%	27%	86%	56%
Not sure	14%	17%	9%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
Brady Favorability				
Favorable	39%	13%	80%	34%
Unfavorable	44%	68%	9%	46%
Not sure	17%	18%	11%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
Madigan Favorability				
Favorable	18%	32%	9%	9%
Unfavorable	52%	37%	65%	60%
Not sure	30%	32%	26%	31%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Brady/Quinn/Cohen/ Green/Whitney					
Bill Brady	42%	29%	48%	14%	29%
Pat Quinn	41%	57%	35%	69%	48%
Scott Lee Cohen	6%	4%	6%	7%	-
Lex Green	1%	4%	1%	-	10%
Rich Whitney	3%	-	4%	3%	3%
Undecided	6%	7%	6%	7%	10%

	Base	Race			
		Hispanic	White	African-American	Other
Brady/Quinn Only					
Bill Brady	49%	39%	56%	10%	35%
Pat Quinn	44%	54%	38%	79%	48%
Undecided	7%	7%	7%	10%	16%

	Base	Race			
		Hispanic	White	African-American	Other
Quinn Approval					
Approve	32%	43%	29%	55%	20%
Disapprove	54%	36%	61%	14%	60%
Not sure	14%	21%	11%	31%	20%

	Base	Race			
		Hispanic	White	African-American	Other
Brady Favorability					
Favorable	39%	36%	43%	21%	26%
Unfavorable	44%	50%	41%	59%	48%
Not sure	17%	14%	16%	21%	26%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Madigan Favorability					
Favorable	18%	18%	18%	17%	10%
Unfavorable	52%	32%	55%	48%	48%
Not sure	30%	50%	27%	34%	42%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brady/Quinn/Cohen-Green/Whitney					
Bill Brady	42%	36%	40%	44%	44%
Pat Quinn	41%	42%	44%	40%	38%
Scott Lee Cohen	6%	3%	5%	7%	6%
Lex Green	1%	-	3%	1%	1%
Rich Whitney	3%	10%	4%	3%	1%
Undecided	6%	8%	4%	5%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brady/Quinn Only					
Bill Brady	49%	42%	48%	52%	48%
Pat Quinn	44%	47%	46%	42%	43%
Undecided	7%	11%	6%	7%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Quinn Approval					
Approve	32%	29%	31%	32%	36%
Disapprove	54%	51%	54%	57%	49%
Not sure	14%	20%	15%	11%	14%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brady Favorability					
Favorable	39%	35%	39%	41%	40%
Unfavorable	44%	49%	44%	45%	39%
Not sure	17%	15%	17%	15%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Madigan Favorability					
Favorable	18%	17%	15%	19%	20%
Unfavorable	52%	39%	51%	57%	52%
Not sure	30%	44%	35%	24%	28%

