



POLLING MEMORANDUM

To: Illinois Policy
From: M3 Strategies
Re: Statewide Tracking Survey – Q1, 2025
Date: January 27, 2025

BACKGROUND

M3 Strategies surveyed 510 likely voters in Illinois from January 21- 25, 2025. The survey has a margin of error of 4.34%. Respondents were randomly selected from a pool of individuals who are likely to vote. All responses were generated via SMS to web survey.

TOPLINE RESULTS

**Which one or two of the following would you say is the biggest issue facing Illinois right now?
(Select up to two)**

Top 2 Issues	Percent
High Taxes	52%
State Governance	26%
Crime	24%
The Economy	24%
Housing	20%
Education	16%
Homelessness	14%

Regardless of whether you have any current plans to move or not, if you had the opportunity, would you rather...

Move or Stay	Percent
Move away from Illinois	47.8%
Stay in Illinois	40.6%
Unsure	11.6%



Do you have a favorable or unfavorable opinion of Illinois Governor J.B. Pritzker?

<u>IB</u>	<u>Percent</u>	<u>-</u>
Strongly favorable	32.3%	50.1%
Somewhat favorable	17.7%	
No opinion	3.1%	3.4%
Somewhat unfavorable	7.2%	46.6%
Strongly unfavorable	39.4%	
Never heard of Illinois Governor J.B. Pritzker	0.1%	



DEMOGRAPHICS

2024 Presidential Election

<u>2024</u>	<u>Percent</u>
Donald Trump	37.0%
Kamala Harris	51.7%
Other / Unsure	8.9%
I did not vote in 2024	2.4%

Gender

<u>Gender</u>	<u>Percent</u>
Female	46.5%
Male	51.5%
Other	2.0%

Age

<u>Age</u>	<u>Percent</u>
18-30	7.0%
31-45	22.0%
46-64	38.5%
65+	32.5%

Ideology

<u>Ideology</u>	<u>Percent</u>
Very conservative	13.0%
Somewhat conservative	17.4%
Moderate	27.7%
Somewhat liberal or progressive	18.1%
Very liberal or progressive	18.0%
Don't know/ Unsure	5.9%



Which of the following best describes you?

Situation	Percent
I currently have a child / children attending the public school	19.7%
I do not have any children	21.7%
I prefer not to disclose	7.4%
My child / children are grown, and have never attended the public school	4.5%
My child / children are grown, but used to attend the public school	41.0%
My child / children attend private school	5.8%

Which race/ethnicity best describes you?

Race	Percent
American Indian or Alaska Native	0.2%
Another race or mixed	5.9%
Asian or Asian American	2.0%
Black or African American	11.5%
Hispanic or Latino	10.0%
White	70.4%

Which part of Illinois do you live in?

Region	Percent
Central Illinois	18.2%
Chicago	18.2%
Chicago Suburbs	33.3%
Northern Illinois	20.2%
Southern Illinois	10.2%