



POLLING MEMORANDUM

To: Illinois Policy
From: M3 Strategies
Re: Statewide Tracking Survey – Q2, 2025
Date: April 15, 2025

BACKGROUND

M3 Strategies surveyed 550 likely voters in Illinois from April 10-13, 2025. The survey has a margin of error of 4.18%. 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)**

<u>Top 2 Issues</u>	<u>Percent</u>
High Taxes	54%
The Economy	33%
State Governance	25%
Crime	20%
Housing	19%
Education	13%
Immigration	11%

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

<u>Move or Stay</u>	<u>Percent</u>
Move away from Illinois	49.5%
Stay in Illinois	40.0%
Unsure	10.5%



DEMOGRAPHICS

2024 Presidential Election

<u>2024</u>	<u>Percent</u>
Donald Trump	37.0%
Kamala Harris	51.7%
Other / Unsure	7.4%
I did not vote in 2024	3.9%

Gender

<u>Gender</u>	<u>Percent</u>
Female	52.1%
Male	45.0%
Other	2.9%

Age

<u>Age</u>	<u>Percent</u>
18-30	7.1%
31-45	23.4%
46-64	36.7%
65+	32.8%

Ideology

<u>Ideology</u>	<u>Percent</u>
Very conservative	11.6%
Somewhat conservative	16.0%
Moderate	30.0%
Somewhat liberal or progressive	16.1%
Very liberal or progressive	22.2%
Don't know/ Unsure	4.2%



Which of the following best describes you?

<u>Situation</u>	<u>Percent</u>
I currently have a child / children attending the public school	18.3%
My child / children are grown, but used to attend the public school	41.8%
My child / children attend private school	5.9%
My child / children are grown, and have never attended the public school	6.7%
I do not have any children	18.5%
I prefer not to disclose	8.8%

Which race/ethnicity best describes you?

<u>Race</u>	<u>Percent</u>
American Indian or Alaska Native	0.4%
Another race or mixed	7.1%
Asian or Asian American	3.2%
Black or African American	11.1%
Hispanic or Latino	8.7%
Native Hawaiian or other Pacific Islander	0.2%
White	69.4%

Which part of Illinois do you live in?

<u>Region</u>	<u>Percent</u>
Central Illinois	16.6%
Chicago (within city limits)	20.2%
Collar Counties (DuPage, Kane, Lake, McHenry, Will)	19.8%
Northern Illinois	12.0%
Southern Illinois	11.8%
Suburban Cook	19.6%