

Q301: How familiar are you with the concept of crossover voting?

	All Qualified A	Area of Residence	
		City of Chicago B	Cook County Suburbs C
Total	N=1009	N=528	N=481
Total (Unweighted)	N=1009	N=517	N=492
Familiar (Net)	37%	38%	35%
Very familiar	16%	17%	14%
Somewhat familiar	21%	21%	21%
Not familiar (Net)	63%	62%	65%
Not very familiar	28%	27%	28%
Not at all familiar	36%	35%	37%

Table Base: ALL COOK COUNTY RESIDENTS

Q302: In general, how much do you support or oppose crossover voting during a presidential primary election (i.e., the election held before the general election)?

	All Qualified A	Area of Residence	
		City of Chicago B	Cook County Suburbs C
Total	N=1009	N=528	N=481
Total (Unweighted)	N=1009	N=517	N=492
Support (Net)	38%	37%	40%
Strongly support	20%	20%	20%
Somewhat support	18%	17%	19%
Neutral	41%	39%	42%
Oppose (Net)	13%	14%	12%
Somewhat oppose	6%	7%	6%
Strongly oppose	7%	8%	6%
Not at all sure	7%	9%	6%

Table Base: ALL COOK COUNTY RESIDENTS

Q303: How likely are you to participate in crossover voting (i.e., casting a ballot for a political party with which you are not typically associated) during the upcoming presidential primary, scheduled to take place in Illinois in March 2024?

	All Qualified A	Area of Residence	
		City of Chicago B	Cook County Suburbs C
Total	N=1009	N=528	N=481
Total (Unweighted)	N=1009	N=517	N=492
Likely (Net)	36%	37%	34%
Very likely	16%	18%	15%
Somewhat likely	20%	20%	20%
Not likely (Net)	44%	46%	43%
Not very likely	19%	18%	20%
Not at all likely	26%	28%	23%
Not at all sure	13%	12%	14%
N/A - I do not plan to vote in the upcoming presidential primary.	6%	5%	9% b

Table Base: ALL COOK COUNTY RESIDENTS

Q304: Which of the following are reasons why you would consider participating in crossover voting (i.e., casting a ballot for a political party with which you are not typically associated) during the upcoming presidential primary, scheduled to take place in Illinois in March 2024?

	All Qualified A	Area of Residence	
		City of Chicago B	Cook County Suburbs C
Total	N=363	N=198	N=165
Total (Unweighted)	N=344	N=181	N=163
I want to promote an opposing candidate that I think is more fit for office than the leading opposing candidate.	37%	36%	39%
I am confident that my preferred candidate will win my party's primary election.	28%	27%	29%
I don't strongly identify with my registered party.	24%	23%	25%
I don't support my party's candidate(s).	20%	16%	24%
I want to promote the opposing candidate least likely to beat my party's nominee.	19%	17%	22%
My preferred candidate doesn't appear on the ballot (e.g., independent, write-in).	16%	18%	14%
The primary election doesn't matter to me.	9%	6%	11%
Another reason not listed here	7%	6%	9%

Table Base: AT LEAST SOMEWHAT LIKELY TO PARTICIPATE IN CROSSOVER VOTING