



Ipsos Public Affairs

Illinois Pulse

A quarterly tracking report of public opinion on issues, politics and public services in the state of Illinois



ILLINOIS

Understanding public opinion in Illinois

The Illinois Pulse quarterly report provides timely data for decision makers on political, economic, and social issues in Illinois.

Measuring issues, events, and satisfaction with public services in Illinois over time, this report brings local, in state experience to the analysis of political and economic scenarios.

The Illinois Pulse provides subscribers with one single-source database with important regional results on multiple issues in one, easy to read report.

Deliverables

Each subscribing organization receives:

- An Executive Summary Report (Word and/or PDF) for each quarterly wave of the Illinois Pulse
- An Executive Presentation in (PPT) for each quarterly wave of the Illinois Pulse
- Additional timely mini-reports on key local issues and events, as applicable.

Methodology

Four waves of the Illinois Pulse are conducted with a representative sample of 1,200 adults within the state of Illinois, for a total of 4,800 interviews annually.

Every quarter, the Illinois Pulse explores and tracks the following key issues:

- Perception of the Economy
- Right Track/Wrong Track
- Current Events / Polemic Issues
- Gubernatorial Approval Rating
- Chicago Mayoral Approval Rating
- Cook County Board Approval Rating
- Rating of public policy areas e.g., education, transportation
- Plus one additional topic defined each wave, e.g., transportation, healthcare, crime

Our robust sample size means that results may also be viewed by region within the state, including:

- City of Chicago
- Suburban Chicago Metro Area
- Non-Metro Illinois
- Cook County

Add your own questions

At an additional cost, subscribers may add their own proprietary questions to each wave of the survey. Space on the questionnaire is limited and additional questions are available on a first-come, first-serve basis.

Cost

The Illinois Pulse is available by annual subscription, with pricing by region - please call for details.

Contact

For more information about the Illinois Pulse, please contact:

Clifford Alexander Young
Senior Vice President
Ipsos Public Affairs
312.777.3911
clifford.young@ipsos-na.com