

I. 2010 General Election: Illinois Turnout

The eyelash margin races for U.S. Senator and Governor pushed the overall state turnout above 50% (50.5%). As table I reveals, vote totals increased in all four of the state's voting regions. However, only the Five Collar County region (DuPage, Kane, Lake, McHenry and Will) saw their percentage of the overall state vote go up. As will be repeated often in this report – this fact should have greatly increased state Republican candidate's victory chances – and in fact they did – but the trend of growing Democratic strength in these formerly, bedrock GOP counties greatly minimized the collars overall electoral impact.

I-A/Turnout by Region – Chicago's 50 Wards

The 2010 mid-term elections continued or moreover expanded a turnout trend in Chicago's wards. For decades the city's southwest side wards were turnout juggernauts, but in recent elections these once mighty wards have seen their vote power diminish.

Looking at the top twenty turnout wards on November 2, 2010 – one only sees the 19th ward (Beverly neighborhood/ranked 2nd) and the far southwest side 23rd ward (Lipinski family/ranked 20th) on the list. Falling farther down the turnout ladder is Ward 13 (House Speaker Michael Madigan/ranked 31st), Ward 11 (Daley family/ranked 36th) and Ward 14 (Council finance chair Ed Burke/ranked 48th).

Obviously, these powerful political leaders will be key players in future elections, e.g., February 22, 2011 Chicago mayoral race, but they will not have the vote numbers to be considered vital players on election night.

On the Up side of the turnout scenario are the relatively new “big dogs” in Chicago politics – the north lakefront wards and the wards neighboring them. Seven of the highest twenty turnout wards on November 2nd came from this voting region – including the top one – the “mighty” 42nd ward. In fact, the 42nd ward's 25,065 turnout was larger than the bottom four turnout wards'w (#30 – 14 – 22 – 12) combined vote.

Other top twenty turnout wards broke down as follows: six – southside middle-class African-American wards (#21 – 8 – 6 – 34 – 18 – 7); two – northwest side wards (#41 – 45); two – Hyde Park racially mixed wards (#4 - #5) and the growing near south Loop 2nd ward that also weaves and meanders through several westside neighborhoods.

Keying this turn turnaround – is the Hispanic vote – or more accurately stated – the lack of an Hispanic vote. It is no secret that Chicago Hispanics do not vote their numbers for reasons beyond the scope of this report. The former southwest side big turnout wards have seen a significant influx of Hispanic residents – many of whom do not or can not vote. On the other side, none of the top twenty wards have huge Hispanic populations which in part explains their high turnout levels.

I-B/Turnout by Region – Suburban Cook County – 30 Townships

South suburban Thornton township led the Suburban 30 turnout parade. It was the only township with a 50,000+ turnout (50237). Trailing Thornton were three townships in the 40,000+ range – Wheeling (northwest), Proviso (west) and Worth (southwest). Unlike in 2006 Thornton and Wheeling flipped their rankings as Thornton became the top turnout township by having nearly 6000 more of its voters go to the polls.

In the past several decades Thornton has seen a huge increase in African-American residents who have turned this township into a major Democratic vote maker. Together with its neighboring smaller south suburban townships, Bremen, Rich and Bloom – Thornton now leads a growing source of Democratic suburban vote power equal to any group of Democratic wards in Chicago. Republicans have now been pushed largely to the corners of the county – (southwest and northwest) and though these townships produce solid GOP vote totals – unless there is a moderate/well known Republican running statewide – the days of consistent Suburban 30 vote victories for GOP candidates are over.

I-C/Turnout by Region – The Collars – Five Counties

Once again DuPage County cast nearly a third of the Collar County vote. Though it has become more politically competitive in statewide races – Illinois second biggest county still remains the core of Republican vote power (though as will be shown in the Governor's race analysis – downstate may be pushing DuPage for GOP party control). Another aspect of the collar turnout is the continued growth of Will County and its voter turnout. Once a distant collar third to Lake County this southern collar county has closed the turnout gap to a little over 10,000 votes. Lastly as stated previously in 2010 only the collars showed an increased percentage of the overall statewide vote (24.2%). Collar county power in both parties is on the rise.

I-D/Turnout by Region – Downstate – 96 Counties

As expected, the ninety-six downstate counties registered the largest percentage of the statewide vote (38.2%). However, it was also the only part of the state that saw its overall percentage of the Illinois vote significantly decrease.

Most of the DS -96 have few things in common with each other since they cover such a vast expanse of real estate – EXCEPT – for the fact they are not part of the population heavy northeast part of the state.

Many of the DS-96 counties are small and have seen little to no growth in recent years or even decades. In fact, on November 2, 2010 – the thirteen largest DS counties cast almost 50% of the downstate vote (Winnebago, Madison, St. Clair, Sangamon, Champaign, Peoria, McLean, Rock Island, Tazewell, Macon, LaSalle, Kankakee, and Kendall). These top thirteen counties are spread all over the state and represent different political perspectives. Though given the solid GOP Illinois gains on the congressional level – only the southwestern part of Illinois in 2011 will have a downstate Democratic congressman.

II. United States Senator – State of Illinois (six-year term)

Candidates: *Mark Kirk – (R)
Alexi Giannoulias (D)
LeAlan Jones (G)
Mike Labno (L)

The 2010 U.S. Senate race was unique even by Illinois standards. Due to a “silly” decision of the federal courts there were two contests for the same Senate seat. Election -1- The candidates were running for the unexpired term of former Senator Barack Obama – even though Roland Burris had been serving as Senator since being appointed to the seat in December, 2008 by then Governor Rod Blagojevich. Election -2- The same candidates were also running for the regular six-year Senate term. Unbelievably – after election certification by the Illinois State Board of Elections – the unexpired Obama term would last for six weeks. The good news about this bizarre situation was the same candidate Mark Kirk won both contests; and the better news was it gave pundits, like me, a chance to legally say “vote early and often”.

Neither Congressman Kirk (10th CD) or Giannoulias (Illinois State Treasurer) ran effective campaigns. Both stumbled badly over personal issues that have been well publicized and thus not crucial to this election analysis report. Unfortunately, for Illinois voters the foreign and

domestic problems facing this nation and state and the candidate's positions on those issues received less media attention and scrutiny than their personal problems.

II-A/Chicago

Democrat-Alexi Giannoulias crushed Mark Kirk in his hometown of Chicago. Table II reveals that Giannoulias carried the city by almost 400,000 votes while winning all but one of the city's fifty wards. In the city's African-American wards, Giannoulias ran incredibly strong. Percentage-wise, four black wards gave him 96%+ of their vote while another ten black and racially mixed wards (#4 and #5) came in at 90%+. The only ward Giannoulias lost was the far northwest side 41st ward.

The story on margins mirrored the percentage story. Four southside African-American wards (#21 – 8 – 34 – 6) gave the state treasurer 17,000+ margins while eleven other predominantly black wards provided him 10,000+ margins.

As for Kirk he carried the 41st ward and received 40%+ of the vote in the two biggest north lakefront wards #42 and #43. And though he only won 19.5% of the city-wide vote (a political massacre) he did pull a crucial 2.0% higher of the city vote than his ticket mate and GOP gubernatorial candidate Bill Brady. Part of Kirk's slightly better Chicago showing than Brady can be attributed to his popularity among the city's Jewish voters due to his long support for the nation of Israel and his more moderate views on certain social issues.

II-B/Suburban 30

Kirk won a majority of suburban Cook's townships, but lost the region by over 62,000 votes due to Giannoulias' overwhelming strength in the south suburbs among African-American and liberal voters. Giannoulias won Thornton Township by 33,026 votes. His margin here was greater than Kirk's thirteen lowest margin township wins – combined. Said another way, Kirk won many townships by less than 3,000 votes and NO township gave him a 10,000+ vote margin. Not Giannoulias – besides Thornton – the following townships provided the Democrat with 10,000+ margins (Proviso – Rich – Evanston – Oak Park – Bloom).

Other Giannoulias township victories came in the following townships – Bremen, Calumet, Niles, Cicero, Berwyn, Stickney and River Forest).

Kirk ran best as expected in the "corners" of Cook County. Barrington, Lemont, Orland and Palatine gave the Republican 60%+ of their vote. By contrast of Giannoulias winning townships

only Niles came in at less than 60% while Calumet, Thornton and Rich registered 80% wins for the Democrat.

II-C/The Collars

The collars came though big time for Kirk. The congressman swept all five collars with a combined 163,754 vote margin of victory while garnering 56%+ of the vote. DuPage was Kirk's best margin county (57,446) while McHenry gave him almost 60% of their vote (59.6%). It is of interest to note DuPage county's vote impact and importance on statewide Republican candidates. DuPage provided Kirk nearly one-third of his collar vote and over a third (35.1%) of his collar victory margin.

Giannoulis was able to reach 40% of the vote only in Will County (41.3%). His votes in Lake County (a collar county with growing Democratic strength) were diminished by Kirk's popularity in his 10th congressional district.

Two final points on the collar vote totals. First, Mike Labno, the Libertarian party candidate and LeAlan Jones, Green party candidate did their best percentage-wise in Kirk's best percentage collar – McHenry. Second, the percentage difference between Kirk and Brady in their collar vote – especially Lake County – played a significant role in the latter's gubernatorial defeat.

II-D/Downstate 96

As Table II reveals, Kirk overwhelmed Giannoulis downstate. The Republican won ninety-three of ninety-six counties (Kirk barely lost Jackson, Alexander and St. Clair) while piling up a 352,188 victory margin and an overall 59.0% of the DS-96 vote.

The big downstate counties of McLean, Sangamon, Tazewell, Winnebago, Adams, and Madison provided Kirk with 11,000+ vote margins. Sixteen other counties registered 5000+ Kirk vote margins.

Percentagewise the Kirk DS-96 rout was even more impressive. Eight counties (spread throughout downstate) gave him 70% of their vote while another fifty counties were in the 60%+ Kirk column.

Giannoulis was not competitive anywhere in the DS-96 region. Besides his three narrow downstate county victories he garnered 40%+ o the vote in only six other downstate counties.

III. Governor – State of Illinois

Candidates: Bill Brady (R)
*Pat Quinn (D)
Rich Whitney (G)
Lex Green (L)
Scott Lee Cohen (I)

By far, the governor's race was 2010's most interesting, closest and most difficult contest to analyze of all the statewide elections. Governor Pat Quinn edged State Senator Bill Brady by less than 32,000 votes. As in the U.S. Senate contest, regional voting patterns were stark, blatant and consistent. However, unlike the Senate race, this contest had the added feature of the Scott Lee Cohen's independent candidacy. Cohen had won the Democratic Party lieutenant governor nomination in February, and then withdrew his candidacy a few days after the primary only to re-emerge as an independent gubernatorial candidate later in the spring. Given the tightness of the Quinn/Brady battle, it is critical to see which candidate Cohen impacted most and also whether or not Rich Whitney (Green party) was a significant factor in determining the gubernatorial winner. As Table III reveals, both Cohen and Whitney each received over 100,000 votes.

III-A/Chicago

Even though Quinn garnered about eight thousand votes less than Giannoulis, his victory margin over his Republican opponent was more than 6000 votes higher than his ticket mate. Quinn won all fifty Chicago wards. Only the far northwest side 41st ward gave him a victory margin of less than 2400 votes.

African-American support which was so crucial for Quinn in his narrow gubernatorial primary victory over State Comptroller Dan Hynes once again came through for him. Four black wards (#21 – 8 – 6 – 34) gave Quinn 17000+ victory margins while another eleven black and racially mixed wards produced 10000+ margins for him. It should be noted that the far northern lakefront ward #48 (9543 vote margin) with a significant gay population nearly gave Quinn another 10000+ margin ward.

Percentage-wise, the Chicago ward numbers tell the same story. Twelve African-American wards gave Quinn 90%+ of their vote as the Governor swamped Brady all over the city. Only in the 41st ward (47.5%) did Quinn's winning percentage not hit the 50%+ mark.

Brady was a non-factor almost everywhere in Chicago and only the previously mentioned 41st ward (44.7%) gave him a 40%+ percentage. Amazing!

The other part of the Chicago story in this race were the third party candidates Rich Whitney (G) and Scott Lee Cohen (I). Whitney received over 5.5% of the vote in three Hispanic wards (#35 – 26 – 1) in the Hispanic/Caucasian 33rd ward and also in the gentrifying lakefront/border ward #47. Cohen topped 5.0% in six wards, all of which had significant to moderate Hispanic populations (#11 – 13 – 12) plus the southwest side 23rd ward and the northwest side wards #38 and #45. Given Brady's non-Chicago campaign – witnessed by his city vote total – the minor party candidates overall probably hurt Quinn.

III-B/Suburban 30

Brady carried two more townships than Quinn – still lost this region by over 100,000 votes. The keys to this result rests in the township victory margins for each candidate. Thornton township gave Quinn a 32,126 margin of victory. Brady's combined victory margin from his sixteen township wins was only 2132 votes larger than Quinn's – Thornton margin. Besides Thornton – Quinn had five other townships providing him with 10,000+ margins (Proviso, Rich, Evanston, Oak Park and Bloom) – Brady had NONE. Brady's two best margin townships were Orland (6646) and Palatine (6346).

Cohen topped 5.0% of the Suburban 30 vote in three townships – Stickney, Leyden and Berwyn and received 2000+ of the vote in Worth and Thornton. Neither he nor Whitney (2.8% of Sub 30 vote) impacted the statewide vote for governor based on their Suburban 30 performance.

III-C/The Collars

Here is where this race and this analysis become truly exciting.

First, Brady swept the collars with a victory margin of 120,484 votes/52.7%. Second, these Brady numbers significantly trail his Senate candidate ticket mate Kirk. The latter's victory margin over Giannoulis was 40,000+ votes larger than Brady's over Quinn. Moreover, Kirk's percentage of the collar vote was 2.5% higher than Brady's percentage. Third, minor party candidates in the governor's race tallied 20,000+ more votes than third party candidates in the Senate race. Obviously, comparisons between the two contests is fraught with dangers and the candidates in both contests had their own strengths and weaknesses – however – one could still surmise the following: (1) Kirk's suburban/collar (Lake county) background helped him

with some collar voters; and (2) third party candidates especially Cohen impacted Brady's totals.

For the record, DuPage gave Brady his best margin vote (44869) while McHenry provided him his highest vote percentage (56.9%). Though Brady received 50%+ of the vote in all five collars – he barely made it in Lake (50.1%) and Will (50.2%). These same latter two counties gave Quinn his only 40%+ collar votes.

Cohen went over 4.0% of the vote in Will (4.9%), McHenry (4.7%) and Lake (4.0%).

It is difficult to conclude which potential Brady or Quinn voters came over to Cohen. Still, given the importance of the collars to Brady and given his all-out efforts to appeal to these voters on the budget and tax issues – one has to surmise Cohen and to a lesser degree, Whitney hurt Brady in the five collars.

III-D/Downstate 96

Brady, a downstate resident, (McLean county/Bloomington) nearly swept the DS-96. He only lost three counties (barely) – Alexander, Jackson and St. Clair. Yet in a comparison to his suburban ticket mate Kirk – Brady comes out again on the short end. Though Brady received 4842 more votes than Kirk in this region, his margin of victory over his Democratic opponent was 3953 votes less. Somehow, Quinn received .2% more support downstate (8795 more votes) than Giannoulis – even though Brady from the start was deemed “downstate's guy”. This electoral surprise probably has little to do with the three third party candidates – especially given the raw vote totals for Quinn.

Six downstate counties gave Brady 11,000+ vote margins (Winnebago – McLean – Sangamon – Tazewell – Adams – Madison). All told, eighty-one DS-96 counties gave Brady at least 1000+ margins. Percentage-wise, the story was the same. Sixteen counties came in at 70%+ -- while another forty-three counties gave their fellow downstater 60% + of their vote. In only three of his winning ninety-three counties did Brady not receive 50%+ of the vote (Fulton, Rock Island, and Franklin).

Green party candidate Whitney ran fairly well in his home far southern Illinois region (Jackson – 9.6%/Union 5.9%/Perry 5.8%) but overall he received less than 3.0% of the total downstate vote. Cohen ran best in three northern and middle part of the state counties (Grundy – 6.1%/Putnam -5.7%/Kankakee - 5.6%/Boone -5 .6%/ LaSalle – 5.4%/Mercer – 5.3%.

Quinn's victory over Brady was rather remarkable given the state's finances, former Democratic Governor Rod Blagojevich's conviction in federal court, and Quinn's largely inept campaign. In the end, he simply out-counted Brady with his Cook County muscle and a better than expected showing downstate. Brady's post mortem on his defeat was that he was not well known enough in the northeastern part of the state – I disagree – his views on social issues were known and it definitely hurt him in suburbia – especially among women voters.

IV. Comptroller – State of Illinois

Candidates: *Judy Baar Topinka (R)
David Miller (D)
Erika Schaefer (G)
Julie Fox (L)

She's back! Judy Baar Topinka (JBT) won a resounding victory over her Democratic foe State Representative David Miller. The former state treasurer won her contest the way past successful statewide Republicans had won their races during the last half of the twentieth century. How? JBT lost Chicago by less than 300,000 votes – cut that deficit by winning suburban Cook County, took a small statewide lead in smashing her Democratic opponent in the collars and then clobbered Miller downstate. As Table IV reveals, JBT (at least in this election) won back most of the hard, right-wing of her party – many of whom deserted her in her 2006 unsuccessful gubernatorial race against Rod Blagojevich.

IV-A/Chicago

As Table IV reveals – Topinka garnered over 27% of the city vote while capturing SEVEN wards. Given past GOP city vote production – Topinka's numbers are somewhat remarkable. She won four northwest side wards (#41 - #45 - #38 - #36) the southwest side #23 and most impressive two north lakefront wards #42 and #43. Ward 41 came in with her best margin over Miller (7069 vote) while #42 - 45 and 23 gave her +1000 margins.

Topinka's best margin wards also produced her best vote percentages. Again the 41st ward led the way (64.4%) for her while she garnered 50%+ in wards #42 – 45 – 23.

Miller, an African-American from the southeast suburbs, ran strong in the city's black wards. Twelve of these wards gave him 10,000+ vote margins while nine of these wards provided him 90%+ of their vote. Miller's Chicago problems centered on his inability to connect in traditional strong Democratic wards along the lakefront and on the southwest and northwest sides.

IV-B/Suburban 30

Topinka carried twenty-one townships. Like in the GOP glory days she trounced Miller with huge margins in the northwest townships (Wheeling/16321 – Palatine/12,923 – Maine 11103 – Northfield/10247) and in a few southwest townships (Orland/14494 – Lyons/12076). Percentage-wise fifteen townships – mainly in these two regions gave 60%+ of their vote.

As for Miller, he only ran well in townships with significant numbers of minorities and white liberals. Thornton was his best margin township (28759) with Calumet being his best percentage township (81.5%). Other Miller township victories were in Rich, Evanston, Proviso, Bloom, Oak Park, Bremen and Cicero.

IV-C/The Collars

This five county region gave Topinka her best winning percentage (60.6%). Led by DuPage county (96,951 margin and 64.2% of the vote) the collars reverted back (almost) to a by-gone Republican vote production. Only Will county was somewhat competitive (Topinka 52% to Miller's 36%). To be sure, thirty years ago her percentage would have been in the 70%+ range in most of these collar counties, but it still must have been satisfying to Topinka and GOP party leaders to see significant Republican strength reappear in their old bedrock vote region.

Miller was swamped in the collar counties. Only Will (36%) and Lake (34%) gave him at least a third of their vote.

It may be of some interest that in McHenry county, the Libertarian candidate, Julie Fox, received nearly 6.0% of the vote. As Republicans look to 2012 and beyond, they must consider the potential impact of conservative/limited government voters who are possible difference makers in future elections/and or primaries.

IV-D/Downstate 97

Judy Baar Topinka lost one downstate county – Alexander in far southern Illinois (Cairo). That's it!

She piled up massive margins in the big downstate counties – Sangamon (32093—Springfield) – Winnebago (23,110 – Rockford) and McLean (16276 – Bloomington) but also did amazingly well almost everywhere else. In sum, twenty-four counties gave her 5000+ victory margins.

Percentage-wise, sixty-two counties gave her 60%+ of their vote. Only in St. Clair, Gallatin and Alexander did she not garner 50% of the vote and again the only county she lost was Alexander.

Miller was a non-factor almost everywhere in the state. In only nine downstate counties did he register at least 40% of the vote.

In plain terms, JBT returned to power in a big way. Admittedly, her opponent was underfunded and unknown – but given her decisive 2006 gubernatorial defeat at the hands of Blagojevich – her electoral comeback is, and was, very impressive.

Leaving personality – history and opposition aside, Topinka demonstrated that statewide Republican candidates can win in Illinois – but the clear message of her victory remains – her party’s candidates must run statewide and that includes Cook County!

V. President – Cook County Board

Candidates: Roger Keats (R)
*Toni Preckwinkle (D)
Thomas Tresser (G)

It has been almost a half-century since Cook County Republicans elected a County Board President and given the results of the 2010 contest – the electoral dry spell has “just begun”.

Fourth ward Chicago Alderman Toni Preckwinkle demolished her GOP opponent, former north suburban State Senator Roger Keats by almost 600,000 votes. As Table V reveals, she swept all fifty city wards and twenty-three of thirty suburban townships. Her winning percentage in Chicago was a staggering 80.5% while she garnered almost 60% of the suburban vote. The magnitude of her win is even more impressive considering (1) the controversial and problematic term of her fellow Democrat and predecessor Todd Stroger; and (2) the fact that Preckwinkle, an African-American, easily carried the caucasian vote against Keats.

V-A/Chicago

Preckwinkle ran wild throughout Chicago especially in the black wards. Eighteen predominant African-American wards gave her 90%+ of their vote with the far southside 17th and 34th wards leading the Preckwinkle percentage parade (96.7%). Only the far northwest side 41st gave Preckwinkle a winning percentage of under 60%.

Margin-wise, the story was the same. Five black far southside wards gave Preckwinkle 16,000+ margins while another twelve African-American wards gave her 10,000+ vote margins.

As for Roger Keats, his dismal Chicago vote performance was highlighted by the fact that in forty-three of the city's fifty wards, he lost by at least a 2-to-1 margin. His top ward was the 41st (42.0%) and he ran "best" on the city's northwest and southwest sides and the lakefront.

V-B/Suburban 30

The Suburban 30 was more competitive as Keats carried seven townships (Palatine, Orland, Wheeling, Barrington, Lemont, Elk Grove and Palos). All seven are located in the northwest and southwest parts of the county. Palatine (his home area) gave him his highest victory margin (4809 votes) while neighboring Barrington produced his highest winning percentage (66.7%).

Preckwinkle ran rampant in the south suburbs with its huge African-American population as well as in the west and north suburbs that had significant black or liberal residents. As with all of her Democratic running mates, mighty Thornton township gave her overwhelming numbers. This giant south suburban vote powerhouse produced a 34,199 Preckwinkle margin. This margin alone more than doubled the combined vote margins Keats received in his seven winning townships. Other big Preckwinkle township margin producers were Proviso (21,844), Rich (18,736) and Evanston (15,703).

Percentage-wise, three townships, Calumet, Thornton and Rich, gave Preckwinkle 80%+ of their vote, four townships – Evanston, Oak Park, Proviso and Bloom – gave her 70%+ of their vote while twelve other townships were in the 60%+ range for Preckwinkle.

Green party candidate Tom Tresser was a non-factor in both Chicago and the suburbs.

In sum, the Preckwinkle landslide was deep and widespread. Keats was simply non-competitive – and as in the other races – unless Republicans can find a significant new source of voters – their future chances for a Cook County wide election victory looks dim.

VI. Assessor – Cook County

Candidates: Sharon Strobeck-Eckersall (R)
*Joseph Berrios (D)
Robert Grota (G)
Forrest Claypool (I)

The race to replace Assessor Jim Houlihan was clearly the most interest county contest. Joseph Berrios, member of the Board of Review and Chairman of the Cook County Democratic Central Committee – faced-off against Forrest Claypool – a fellow Democrat – running as an Independent. Claypool, a retiring county board member, entered the contest after Berrios won a publicized and bitter primary.

Despite receiving continuous bad publicity from both print and electronic media, Berrios defeated Claypool by a comfortable 220,211 vote margin. To his credit, Berrios never blinked (or whimpered) as accusations mounted about his “political machine” mentality, his alleged controversial friendship with Illinois House Speaker and state Democratic party chairman Michael Madigan, or his work as a lobbyist in Springfield.

On the other hand, Claypool was nearly beatified by the same media pundits as he charged Berrios with bossism, favoritism and “familyism” (Berrios had several family members on his payroll). In the end, the Claypool crusade fizzled for two specific reasons. First, African-American county residents voted overwhelmingly for Berrios; and second, the candidacy of the little known and mentioned Republican in the race – Sharon Strobeck-Eckersall.

VI-A/Chicago

As Table VI reveals, Berrios carried Chicago convincingly against his fellow city resident Claypool. Berrios garnered slightly more than 60% of the city vote to Claypool’s 27% while winning four-fifths of Chicago’s fifty wards.

Keying Berrios’ triumph was his black community strength. In fifteen predominantly African-American wards Berrios won 80%+ of the vote. It is interesting that none of these 80%+ wards were Hispanic – even though Berrios himself is a Latino. Though he lost ten wards – only in the 41st ward did Berrios register less than 30% of the vote (25.3%). Though vilified in the media, Berrios demonstrated strength city wide.

As for margins – eight black wards gave Berrios 10,000+ victories – numbers that Claypool could not approach.

The ten wards Claypool won (#41 – 47 – 43 – 42 – 45 – 32 – 38 – 44 – 39 – 19) are all located along or near the north lakefront and the northwest side -- the only exception being the far southside (Beverly) 19th ward. Claypool’s biggest margin over Berrios was in the 41st ward (5052 votes) while his top percentage ward was the emerging near lakefront 47th ward (53.0%).

Now for the Strobeck-Eckersall (S-E) factor. In Claypool's ten winning Chicago wards (S-E) received over 1000 votes in each of them. For example, in Claypool's best ward #41 - (S-E) received 4469 votes while in the lakefront 42nd, won by Claypool, - (S-E) garnered 5950 votes. To be sure, it is doubtful that without (S-E) in the race all of her votes would have gone to Claypool, but it is not a stretch to suggest most of them would have and her absence could have changed the rhythm of the entire campaign.

VI-B/Suburban 30

As Table VI reveals, Berrios defeated (barely) Claypool in suburban Cook. Even more than in the city – the (S-E) factor played a huge part in Berrios winning the Suburban 30.

Like in the city, Berrios ran best in predominantly black communities though he did show more strength with Hispanic voters (again the S-E factor must be considered).

Berrios clobbered Claypool in Thornton (25,275 margin/71.0%) and Rich (11129 margin/64.2%) townships. The victor ran well in several other western and southern townships and though (S-E) won northwestern Hanover township – Berrios nipped Claypool for second place (probably due to a rising Hispanic population).

Claypool won a majority of the Suburban 30 townships. He ran best in the north and northwest suburbs and a few southwest townships. However, once again, the (S-E) candidacy. Claypool won Wheeling, Northfield, Orland and Worth townships, but in each of these townships the relative unknown GOP rival garnered 10,000+ of the vote. Likewise, in the few townships won by (S-E) - Claypool was a close second in vote totals.

Clearly, Berrios was the beneficiary of a divided opposition whose combined vote totals were larger than his 48.0% of the countywide vote. But just as a “divide and conquer” strategy worked for then Congressman Harold Washington in the now legendary 1983 Chicago Democratic mayoral primary – it also worked for Joseph Berrios in the 2010 Cook County assessor's election.