

January 16, 2012

To: Interested Parties

Fr: Anzalone Liszt Research

Re: Summary of Primary Election Polling Results in Illinois CD-2

In spite of the fact that Congressman Jesse Jackson, Junior starts out with near-universal name identification, he is extremely vulnerable. Jackson does not do a good job of translating name identification into vote share, and he is currently polling less than 50% against less-known challenger Debbie Halvorson. Not only is Jackson's support relatively low, it is soft – after voters hear brief and balanced information about the candidates, Halvorson takes a 5-point lead. Negative free press surrounding the Blagojevich trial has taken a toll on Jackson, and if Halvorson has the resources to be competitive in paid communications, this will be an extremely competitive race.

Jackson is almost universally known, but his name ID doesn't translate into vote support

- Almost every likely primary voter (96%) can identify Jesse Jackson Junior, compared to only 56% who can identify Debbie Halvorson.
- Despite his 40-point advantage in name-identification, Jackson is polling under 50%, and only leads by 13 points (48% Jackson / 35% Halvorson).

Halvorson leads Jackson by 5 points on the informed vote

After voters hear balanced information about the two candidates, Debbie Halvorson pulls into a 5-point lead (45% Halvorson / 40% Jackson). This is very rapid movement based on limited communication, and underscores the degree to which voters are looking for an alternative to Jackson.

Debbie Halvorson is a former Democratic Congresswoman from Crete. Before serving in Congress, Halvorson raised four children as a single mother, so she knows how hard it is for families to make ends meet. In Congress, Debbie stood with President Obama to help working families afford healthcare and get our economy moving even while others abandoned the President for political reasons. She says Jesse Jackson, Junior is more interested in looking out for himself and his own political career than in fighting for middle class families.

Jesse Jackson, Junior is a Democratic Congressman from the South Side of Chicago. Jackson says he has fought for better jobs. He has fought for projects like building a third Chicago-area airport which could break ground as early as next summer and will create new job opportunities in the Southland. Jackson says Debbie Halvorson is really a pro-gun Republican while he was a national co-Chairman of President Obama's campaign and has brought over eight hundred million dollars to the district for better jobs, roads, healthcare, and education.

This election isn't just about identity politics

- A large segment of the African-American vote is in play; In spite of his 98% name ID with African-Americans, Jesse Jackson, Jr. only gets 63% of them in the current vote.
- Halvorson's profile appeals to voters across racial lines. On the informed vote only 52% of her voters are white, while 40% are African-American, and 6% are Hispanic.

Anzalone Liszt Research conducted N=401 live telephone interviews with likely 2012 Democratic primary voters in IL CD-2 between January 10-12, 2012. Respondents were selected at random, with interviews apportioned geographically based on expected voter turnout. Expected margin of sampling error is ±4.9% with a 95% confidence level.