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## **POLLING ADVISORY**

TO: Interested Parties  
FROM: Cooper & Secrest Associates, Alan Secrest, President  
DATE: December 10, 2009  
SUBJ: Poll Results, Cook County Board President

### **WEAK FRONTRUNNER VULNERABLE TO O'BRIEN SURGE**

Between November 11-17, 2009, Cooper & Secrest Associates conducted a comprehensive survey of 605 likely Cook County Democratic Primary voters (error margin:  $\pm 4$  points) on behalf of Terry O'Brien's campaign for Board President. The survey results make plain that, a) the conventional wisdom is off base, b) Dorothy Brown is a likely a temporary frontrunner, and, c) Terry O'Brien is positioned to emerge as the ultimate winner.

Here are the key results:

- ☼ Circuit Court Clerk Dorothy Brown, on the strength of her present name identification alone (80% recognition), leads with just 29% of the primary vote, with Toni Preckwinkle and Terry O'Brien (52% and 39% name recognition, respectively) tied for 2<sup>nd</sup> at 16% and 15%; last is incumbent Todd Stroger, at 13% [but no shortage of name recognition (96%!)].

Fully 27% remain undecided.

- ☼ Stroger's *favorability score* (personal appeal) is just 16% positive, 72% negative.. His *job performance* ratings are even worse: 15% positive, 80% negative.
  
- ☼ More than half of Brown's 29% vote share is only *weakly aligned* with her (not strongly committed) and subject to defection as voters come to learn more about her ethically questionable stewardship and poor judgement as Clerk. Just 13% of all primary voters are strong Brown voters(!); 16% are weak. Politically it is quite undeserable to win just 29%, leaving 27% undecided, when one is known to 80% of the electorate.
  
- ☼ Toni Preckwinkle's representation as Alderman (four pay raises!?) is but one example of why 71% rate 'having an honest and ethical county government' as a 'major problem' and also likely explains her low 'conversion rate' of 52% name recognition into just 16% of the vote.
  
- ☼ Meanwhile, **Terry O'Brien's** record of fiscal stewardship, accountability and leadership – on matters ranging from ethics, to taxes, to renewable energy – make him an ideal fit, as his profile is especially well received among undecided voters and weak Brown voters.

And it is no small feat to achieve a statistical tie for 2<sup>nd</sup> place DESPITE being the least well known of the candidates, so far. Now that's a conversion rate to be proud of!

## CONCLUSION

Cook County primary voters are screaming for change from the status quo, a status quo embodied by three of the four candidates. With sufficient resources to tell his story, Terry O'Brien is very likely to be the next Cook County Board President. This is a sound investment

not just in a winning campaign, but in a culture of competence in county government.



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