8 October 2010

To: Interested Parties
Fr: Jeff Liszt
Re: Summary of Polling Results in IL CD-11

Debbie Halvorson has beaten Adam Kinzinger to the punch on Chicago broadcast television, and has moved the vote in her favor. Although she still trails by a small margin, she's polling within the margin of error of Kinzinger and has taken the initiative in this race. Halvorson has gotten important movement with key subgroups, while driving up Kinzinger's unfavorable rating. This will be a close race, and given the resources to continue her strong paid communications campaign in this expensive market, Halvorson has a strong chance to win.

Kinzinger holds a small lead, but Halvorson has moved to within the margin of error

- Adam Kinzinger leads, but only by a small 45% to 41% margin. This is an extremely close race, and the momentum seems to be on Halvorson's side after her strong early buy on Chicago broadcast television.

- Halvorson is getting movement with key subgroups. She leads with women and she leads with union households in one of the heaviest union districts in the country. Even though independents are breaking against Democrats in many districts, Halvorson and Kinzinger are in a virtual dead heat among them (40% Kinzinger / 37% Halvorson).

Halvorson's communications have moved the race in the wrong direction for Kinzinger

- Kinzinger's lead has halved since Halvorson began communicating in earnest, and since August his unfavorable rating has more than doubled to 19%.

- Halvorson has run approximately 2,000 GRPs of Chicago broadcast television, which has helped to define Kinzinger. She has made a commitment to robust, early paid communications that sharply define the terms of the debate, and through those communications has realized good gains. Given her strong fundraising advantage, this race will likely remain tight.