



MEMORANDUM

To: Duckworth for Congress
From: Jill Normington
Date: July 13, 2011

The following is a summary of findings from a telephone survey conducted among 400 likely Democratic primary voters in the new 8th Congressional District of Illinois. Interviews were conducted July 10-12, 2011. The sampling error for this survey is plus or minus 4.9 percentage points.

Tammy Duckworth is in an extremely strong position to best Raja Krishnamoorthi in the Democratic primary for the redrawn 8th Congressional District.

- She holds a decisive name identification advantage over him, 76% to 15%. Voters not only know Duckworth much better, but she boasts a 61% to 5% favorable rating.
- Duckworth begins the race with a tremendous lead—ahead of Krishnamoorthi, 69% to 8%.
- She holds seven or eight-to-one leads in every region of the district. Duckworth is strongest with key primary constituencies including frequent primary voters, women, older voters and liberals.

There is no indication that Duckworth's lead can be overcome with positive messages.

- Among the small number of voters who know both candidates, Duckworth still leads 54% to 32% indicating that even when he is well-known, Krishnamoorthi falls well short.
- Voters were also given detailed descriptions of the candidates comparing Krishnamoorthi's ties to President Obama, previous run for State Comptroller, strong record on job creation and raising his family in the district to Duckworth's personal story, record on veterans' issues and commitment to job creation. After this simulation of millions of dollars worth of communication in the expensive Chicago market, Duckworth still leads 60% to 21%.

It seems likely that the only way Krishnamoorthi could narrow the race would be to launch a series of negative attacks against Duckworth. Not only would these be unlikely to succeed given the high esteem in which voters hold Duckworth, but these attacks would damage Democrats' chance to pick up this lean Democratic seat. Any path back to the majority in the House, goes through Illinois-08.