

To: Kirk for Congress
From: McLaughlin & Associates
Date: June 10, 2008
Re: Kirk/Seals June 9 Poll

Methodology: This Illinois 10th Congressional District survey was conducted among 300 likely general election voters between on June 9, 2008. All interviews were conducted via telephone by professional interviewers. Interview selection was random within predetermined election units. These units were structured to correlate with actual voter turnout in a statewide general election. This survey of 300 likely voters has an accuracy of +/- 5.6% at a 95% confidence interval.

General Overview: With approximately five months until the November elections, Congressman Mark Kirk maintains a commanding lead over Dan Seals in the 10th Congressional District of Illinois. Kirk leads Seals 53% to 32%, a 21-point lead in the head-to-head. With this lead, Kirk has surpassed the benchmark 50% on the ballot that a strong incumbent should reach.

If the election for US Congress were held today and the candidates were Mark Kirk, the Republican candidate, and Dan Seals, the Democrat candidate, for whom would you vote?

	3/08	6/08
Mark Kirk	50%	53%
Dan Seals	29%	32%
Undecided	22%	15%

Kirk’s growing lead is all the more impressive considering this district has been targeted by the Democratic Congressional Campaign Committee. Thus far the DCCC and its allies have spent over \$60,000 on radio ads against Mark Kirk; and executed no less than 8 robo-call campaigns in the last month alone. Against this outside influence, Kirk continues to improve his ballot standing.

Mark Kirk maintains a very strong favorable rating of 67% favorable to 16% unfavorable. Again, a strong incumbent should have a favorable rating over 50%. Mark Kirk well exceeds this benchmark, as more than two-thirds of the voters have a favorable opinion of him. Conversely, Dan Seals maintains a lower favorable rating of 39% and a 16% unfavorable rating. Seals’ name identification rating is especially low considering he has been campaigning ever since his first loss to Mark Kirk in 2006. Seals is in danger of becoming the re-run losing candidate.

Now, I am going to read you a list of names. Will you please tell me if you have a favorable or unfavorable opinion of each person? If you have no opinion or have never heard of the person, just say so.

	Mark Kirk		Dan Seals	
	3/08	6/08	3/08	6/08
Favorable	61%	67%	36%	39%
Unfavorable	21%	16%	15%	16%
No Opinion	14%	13%	34%	28%
Never Heard Of	3%	4%	15%	17%

The Obama Factor: Independents and ticket-splitters who vote the person, not the party, are deciding the race. Again, how would Barack Obama as the Democratic presidential nominee affect Congressman Mark Kirk? In a district that is 33% Republican and 35% Democrat, the answer to this question will be decided by “independents” and “ticket-splitters”. Currently, these likely Obama voters are breaking for Kirk by a 2-1 margin and have a significantly high favorable opinion of Mark Kirk.

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Among these self-described “ticket-splitters”, Kirk leads Seals better than 2 to 1, with a commanding lead of 56% to 23%. Among “independent” voters, Kirk leads Seals 45% to 27%. Among the “ticket-splitters”, Kirk’s favorable rating is 67% to 15% unfavorable. Interesting to note, Mark Kirk and Barack Obama both maintain an overall favorable rating of 67%. Kirk on the other hand has only a 16% unfavorable rating, while Obama has a 26% unfavorable rating.

Additionally, this is not Mark Kirk’s first election with Barack Obama above him on the ballot. In 2004 -- another presidential election year with high turnout -- Kirk won with 64% of the vote despite Obama’s 72% showing in IL 10 against Republican Alan Keyes.

Key Demographics

<u>Area</u>	<u>Total</u>	<u>Party</u>	<u>Total</u>	<u>Race</u>	<u>Total</u>	<u>Age</u>	<u>Total</u>	<u>Gender</u>	<u>Total</u>
Cook County	55%	Republican	33%	White	80%	18-25	4%	Men	48%
Lake County	45%	Democrat	35%	Non-White	11%	26-40	7%	Women	52%
		Independent	29%	Hispanic	4%	41-55	27%		
		Other	0.3%	Asian Amer.	1%	56-65	23%		
		Refused	3%	African Amer./Black	6%	Over 65	30%		
				Refused	9%	Refused	9%		