



**PUBLIC OPINION
STRATEGIES**

M E M O R A N D U M

TO: INTERESTED PARTIES
FROM: GLEN BOLGER
RE: KEY FINDINGS – ILLINOIS CD-11 SURVEY
DATE: AUGUST 6, 2010

Key Findings

1. *The political environment shows voters in the district are ready for change.*

The mood in the district is very pessimistic, with 26% saying things in the country are going in the right direction and 68% believing the country has gotten off on the wrong track. Voters in the 11th District are currently anti-party in power.

On the generic Congressional ballot test, the generic Republican candidate enjoys a sixteen point advantage in the district (48%-32%, with 20% undecided).

Voters in the district are unhappy with the job President Obama is doing, as 45% approve of the job he is doing, and 52% disapprove. Over four in ten voters (41%) strongly disapprove of the job the President is doing.

2. *Congresswoman Debbie Halvorson's image is now a net negative and her re-elect score has gotten worse since the March survey.*

Congresswoman Halvorson's image is now upside down at 35% favorable/39% unfavorable, which is down from an already weak image of 33% fav/31% unfav in March. Her challenger, Adam Kinzinger, has improved his image, with a name ID of 60% and an image of 27% fav/4% unfav. This is an improvement from his 50% ID/19% fav/5% unfav numbers in March.

Congresswoman Halvorson's total new person score is now over fifty percent. Halvorson's re-elect now stands at 31% re-elect-55% new person. With over half of the electorate ready to give a new person a chance to do a better job, Halvorson finds herself in a very difficult situation to win re-election.

3. *Adam Kinzinger has opened up a double digit lead versus Congresswoman Halvorson on the Congressional ballot test.*

Adam Kinzinger now enjoys an eleven point lead on the ballot test, with a 51%-40% advantage over Congresswoman Halvorson, with 7% undecided. This is a net five point increase in Kinzinger's lead. The ballot stood at 44% Kinzinger-38% Halvorson in March.

Among high interest voters – voters who rate their election interest eight, nine or ten on a scale from one to ten, with one meaning that they are not interested and ten meaning they are extremely interested in the November elections – Kinzinger's lead increases to 22%. Among these certain to turn out voters, the ballot stands at 57% Kinzinger-35% Halvorson, with 7% undecided.

The Bottom Line

Since March, Adam Kinzinger has solidified his ballot lead and Congresswoman Halvorson's image and re-elect score have deteriorated. The political environment has also gotten worse for Halvorson, as voters in the 11th Congressional District decidedly prefer a Republican candidate on the generic ballot test and strongly disapprove of the job President Obama is doing.

Halvorson's image is a net negative, she has a new person score over fifty percent on the re-elect, and she trails Adam Kinzinger by double digits on the Congressional ballot test. Halvorson's deficit grows even larger among the voters most interested in the November elections. The momentum to win on Election Day is strongly on Adam Kinzinger's side.

Methodology

Public Opinion Strategies conducted a telephone survey among likely voters in Illinois' 11th Congressional District on August 4-5, 2010. The survey was completed among 400 likely voters and has a margin of error of $\pm 4.9\%$ in 95 out of 100 cases.