



**PUBLIC OPINION
STRATEGIES**

M E M O R A N D U M

TO: INTERESTED PARTIES
FROM: GLEN BOLGER/JIM HOBART
RE: KEY FINDINGS – ILLINOIS CD 17 17 SURVEY
DATE: AUGUST 13, 2012

Methodology

Public Opinion Strategies completed a survey of 400 likely voters in Illinois' newly drawn 17th Congressional District August 8-9, 2012. The survey has a margin of error of $\pm 4.9\%$ in 95 out of 100 cases.

Key Findings

1. ***Bobby Schilling continues to have a solid image in the district.***

Incumbent Bobby Schilling's name ID is 84% and he has positive image ratio of more than two to one (42% fav/20% unfav). These numbers are especially strong given how much of the district is new territory for Schilling.

2. ***Democrat challenger Cheri Bustos' name ID is under 50%, and her image is polarized among those with an opinion of her.***

Cheri Bustos's name ID sits at 49%, and just 29% of voters have an opinion of her (16% fav/13% unfav). Bustos' image is essentially unchanged since our May survey, and she is running out of time to adequately define herself.

3. ***Bobby Schilling continues to lead by double digits on the Congressional ballot.***

Schilling leads Bustos by thirteen points on the ballot (50% Schilling/37% Bustos). Schilling's support from Republicans is north of 90%, and he also has a significant advantage with Independent voters (50% Schilling/22% Bustos).

The Bottom Line

Bobby Schilling remains in the driver's seat in this battleground district. Schilling has successfully introduced himself to voters in the parts of the district that are new to him, while Bustos continues to struggle to define herself. As a result, Schilling maintains his double digit lead on the ballot, and also holds large leads with key groups such as Independents. Cheri Bustos is quickly running out of time to make this a seriously competitive race.