



MEMORANDUM

TO: KATHY SALVI CAMPAIGN TEAM

FROM: NEIL NEWHOUSE – PUBLIC OPINION STRATEGIES

SUBJECT: RECENT POLL RESULTS

DATE: MARCH 2, 2006

As you know, we recently conducted a 300 sample survey of likely Republican primary voters in Illinois' Eighth Congressional District. The poll was conducted on February 28-March 1, 2006 and has a margin of error of +/-5.66%.

Key Findings

- ✓ ***Salvi has vaulted to the top of the ballot; McSweeney and Churchill haven't budged.***
The ballot test shows that Kathy Salvi has broken from the pack and has built a solid lead over opponents David McSweeney and Bob Churchill. Aaron Lincoln, James Mitchell, Jr. and Ken Arnold all fail to garner more than three percent respectively.

December 14-15, 2005

Salvi – 16%
McSweeney – 20%
Churchill – 15%
Bartels – 7%
Lincoln – 2%

February 28-March 1, 2006

Salvi – 29%
McSweeney – 19%
Churchill – 17%
Lincoln – 3%
Mitchell – 1%
Arnold – 1%

- ✓ ***Despite being outspent more than two-to-one by the McSweeney campaign, Salvi's name ID is stronger among likely primary voters.***
While the huge spending commitment by the McSweeney campaign (well over one million dollars) has trounced spending by the Salvi campaign (under \$500,000 dollars), it has given him no advantage over Kathy in the district.

While both candidates are known by roughly 80% of the voters, Kathy's image among GOP primary voters (47%-10%) is significantly stronger than McSweeney's (38%-13%).

Bottom Line

With about three weeks to go until the primary election, Kathy Salvi is in a very strong position in this race. Even though she has been outspent by approximately two-to-one, Kathy has a ten-point lead on the ballot test. And, while we expect that McSweeney will continue to write checks to fund his campaign, Kathy's positive, conservative message seems to have more traction with GOP primary voters, giving her an edge in this race.