



February 2, 2010
MEMORANDUM

TO: ERIC ELK
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: ILLINOIS 2010 US SENATE GENERAL ELECTION SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of an 885N autodial survey of likely general election voters in Illinois. The interviews were conducted on February 2nd, 2010. This survey has a margin of error of +/- 3.3% at the 95 percent confidence interval. The survey results are weighted based upon voter turnout demographics from the 2006 Illinois general election. It is our belief turnout demographics from 2006 are more reflective of what voter turnout is likely to be in the 2010 November election. The sample for this survey was randomly drawn from an Illinois voter file.

Please contact David Flaherty at dflaherty@magellanstrategies.com or 303-861-8585 for any questions regarding methodology or content of this survey. Magellan Data and Mapping Strategies were commissioned by the Kirk for Senate Campaign to conduct this survey.

T1. Are you registered to vote?

Yes.....100%

T2. How likely are you to vote in the November 2010 general election for Governor, US Senate and the state legislature?

Extremely Likely..... 90%
Very Likely 7%
Somewhat Likely 3%

Thinking about people active in the government.....

T3. Do you have a favorable or unfavorable opinion of Barack Obama?

Favorable 51%
Unfavorable 45%
No Opinion 4%

Name ID 100%
Hard Name ID 96%
Never Heard Of..... 0%

T4. Do you have a favorable or unfavorable opinion of Mark Kirk?

Favorable 31%
Unfavorable 26%
No Opinion 29%

Name ID 86%
Hard Name ID 57%
Never Heard Of..... 14%

T5. Do you have a favorable or unfavorable opinion of Alexi Giannoulias?

Favorable 24%
Unfavorable 39%
No Opinion 24%

Name ID 87%
Hard Name ID 63%
Never Heard Of..... 13%

T6. Do you have a favorable or unfavorable opinion of David Hoffman?

Favorable 25%
Unfavorable 21%
No Opinion 36%

Name ID 82%
Hard Name ID 46%
Never Heard Of..... 18%



T7. Do you have a favorable or unfavorable opinion of Cheryle Jackson?

Favorable 18%
Unfavorable 27%
No Opinion 30%

Name ID 75%
Hard Name ID 45%
Never Heard Of 25%

Thinking now about the November election for the US Senate.....

T8. If the November general election for US Senate was being held today, for whom would you vote if the candidates were Mark Kirk, Republican, and Alexi Giannoulias, Democrat?

Mark Kirk 47%
Alexi Giannoulias 35%
Undecided 18%

T9. If the November general election for US Senate was being held today, for whom would you vote if the candidates were Mark Kirk, Republican, and David Hoffman, Democrat?

Mark Kirk 42%
David Hoffman 37%
Undecided 21%

T10. If the November general election for US Senate was being held today, for whom would you vote if the candidates were Mark Kirk, Republican, and Cheryle Jackson, Democrat?

Mark Kirk 48%
Cheryle Jackson 31%
Undecided 21%



Thinking now about the economy.....

T11. Do you think that the 780 billion dollar economic stimulus legislation passed by Congress last year was a good idea, a bad idea or do you not have an opinion?

Good Idea.....	38%
Bad Idea.....	46%
No Opinion	16%

T12. Thinking about the way the federal government has responded to the financial crisis in recent months, generally speaking, do you approve or disapprove of the expansion of the government's role in the economy?

Approve.....	38%
Disapprove.....	50%
Undecided.....	12%

Thinking now about health care.....

T13. From what you have heard about House Speaker Nancy Pelosi and Senate Leader Harry Reid's health care plans, do you think their plans are a good idea or a bad idea?

Good Idea.....	31%
Bad Idea.....	52%
No Opinion	17%

T14. In the 2008 Presidential election for whom did you vote?

Barack Obama.....	49%
John McCain.....	42%
Someone Else	7%
Did Not Vote	2%

T15. Do you consider yourself to be a Democrat, Republican or an independent voter?

Republican.....	28%
Democrat	33%
Independent/Other.....	39%



T16. For statistical purposes, are you a man or a woman?

Male..... 47%
Female..... 53%

T17. Which of the following age groups applies to you?

18-34..... 11%
35-44..... 16%
45-54..... 25%
55-64..... 23%
65+..... 25%

T18. For statistical purposes only, what is your race, white, Hispanic or Latino, black or African American, or something else?

White 74%
Black or African American 12%
Hispanic or Latino..... 9%
Something Else 5%

