

# MEMORANDUM

**TO: Hoffman For Illinois**  
**FROM: Geoffrey Garin**  
**DATE: October 7, 2009**  
**RE: Survey Of Likely Democratic Primary Voters**

From October 2 to 4, 2009, my firm surveyed a representative cross section of 505 Illinois voters who are likely to cast ballots in the February 2010 Democratic primary election for U.S. Senate.

The survey results are extremely encouraging about your ability to win the Democratic nomination for senator. Indeed, the factors that make you a strong candidate in the primary also point to some of the key reasons why you would be the Democrat with the best chance to win the general election in November.

The following are the key findings from our survey.

**1) The race for the Democratic nomination is wide open. While Alexi Giannoulias has somewhat of a head start over the other candidates, he begins with fewer than 30% of voters supporting him, even when undecided voters are pushed to say which way they lean, and by the end of the survey his support is exceptionally weak and tentative.**

Without the leaning supporters, this trial heat shows 18% of likely Democratic primary voters initially supporting Alexi Giannoulias, 7% supporting Cheryle Robinson Jackson, 5% supporting David Hoffman, and fully 70% saying they are undecided among these candidates.

When undecided voters are pressed to say which way they are leaning, the trial heat standings are as follows:

	<u>%</u>
<b>Alexi Giannoulias (with leaners)</b>	<b>26</b>
<b>Cheryle Robinson Jackson (with leaners)</b>	<b>12</b>
<b>David Hoffman (with leaners)</b>	<b>7</b>
<b>Undecided</b>	<b>55</b>

**Giannoulis's lead in the trial heat is unimpressive for at least three reasons.**

First, he is far better known than the other two candidates, and yet his lead is relatively modest proportionate to his advantage in recognition. Overall, 47% say they know at least a little about Giannoulis, compared with 25% for Jackson, and 16% for Hoffman.

Second, the large majority of Giannoulis's current supporters acknowledge that they are behind him because they know him better than the other candidates (73%), rather than because they are confident that he is the best person for the job (23%).

Third, following the initial trial heat only 19% of Giannoulis's supporters say their minds are made up to vote for him, while the balance say that there is a good chance they could change their minds as they hear more about the candidates. *In other words, only 5% of all likely primary voters begin this race with a hard commitment to support Alexi Giannoulis, notwithstanding the fact that he is by far the best-known candidate in the field.*

**2) Of the three candidates, David Hoffman's background and record appeals most to Democratic primary voters. While Democratic primary voters respond favorably to Alexi Giannoulis when they hear his positive profile, they find David Hoffman even more likable. Consequently, in an informed trial heat based only on positive information about the three candidates, David Hoffman moves into the lead, ahead of Alexi Giannoulis.**

We read the following descriptions of the three Democratic candidates to the survey respondents:

**Alexi Giannoulis** was elected Illinois State Treasurer in 2006 when he was 30 years old. Previously, he was a vice president and senior loan officer at Broadway Bank, which is owned by his family. When Giannoulis took office, as his first act he signed an executive order that prohibits him from accepting any political contributions from banks, treasurer's office employees, or contractors who do business with his office. As state treasurer, he launched the Green Rewards program, which is the nation's largest state-funded rebate program for hybrid vehicles. He used his leverage as state treasurer to prevent the closing of two Illinois companies, Republic Windows and HartMarx—preserving hundreds of jobs.

**David Hoffman**, who is 42 years old, is a former federal prosecutor who served for the past four years as the independent inspector general for the city of Chicago. As inspector general, Hoffman established a record of rooting out corruption, waste, and mismanagement. He earned a reputation for being fiercely independent and putting accountability ahead of politics, by exposing insider deals and taxpayer rip-offs, including the Chicago parking meter scandal. As a federal prosecutor (included for half the sample: *under Patrick Fitzgerald*), he led the fight against gangs in Chicago and helped create innovative programs that led to deep reductions in the homicide rate. Earlier this year following the arrest of Governor Blagojevich, Hoffman was appointed to the Illinois Reform Commission. In that role he met with citizens across Illinois and pushed for extensive reforms to cleanup state government

**Cheryle Robinson Jackson**, who is 44 years old, is the president and CEO of the Chicago

Urban League. The Urban League changed its mission under Jackson's leadership, focusing less on social services and more on economic empowerment. Her initiatives put a priority on creating jobs, connecting people to jobs, and training people for jobs. Prior to taking her position at the Urban League, Jackson served as the chief spokesperson for Rod Blagojevich during his first term as governor

Sixty percent (60%) of voters say the description of Alexi Giannoulias appeals to them a lot (26%) or a fair amount (34%)—a solid score on a five-part scale. But the description of David Hoffman fares even better, in terms of both intensity and breadth of appeal. Sixty-six percent (66%) of voters say the description of Hoffman appeals to them a lot (31%) or a fair amount (35%)—with solid scores across all regional, demographic, and attitudinal subgroups.

Voters are less impressed with Cheryle Robinson Jackson's description —with just 29% saying it appeals to them.

After voters hear positive information about all three Democratic candidates, they again were asked the trial heat question. On the basis this information, David Hoffman moves from third all the way to first in the trial heat, increasing his share of the vote by 29 points, and surpassing Giannoulias by 9 points. The results of this informed trial heat are as follows:

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	<u>%</u>
<b>David Hoffman</b>	<b>36</b>
<b>Alexi Giannoulias</b>	<b>27</b>
<b>Cheryle Robinson Jackson</b>	<b>11</b>
<b>Undecided</b>	<b>26</b>

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Hoffman leads in the informed trail heat in every region of the state, among all age groups and both genders, at every level of educational attainment, and among both liberals and moderates.

**3). The criticisms that Republicans certainly would make to great effect against Alexi Giannoulias in a general election are no less disturbing to the voters who would participate in a Democratic primary election. Indeed, when likely primary voters hear these criticisms against Giannoulias, his support evaporates, even when the other candidates are being criticized as well.**

For example, a criticism involving loans to Tony Rezko by the Broadway Bank causes 55% to express very major concerns about Giannoulias. Criticisms of David Hoffman are far less troubling to voters. For example, when told that he was "a law clerk for conservative judges, including former chief justice William Rehnquist, who opposed a woman's right to choose," only two in five voters say they have major concerns about it (with just 22% saying very major concerns). An even smaller proportion are bothered that he is running for Senate "with absolutely no previous experience in elected office" (35% major concerns).

Alexi Giannoulis stands out, because his supporters abandon him after hearing criticisms of him. *At the end of the survey, fewer than half of the voters who started supporting Giannoulis stick with him in the final trial heat, and subsequently he falls to third place.* While Giannoulis's support drops, David Hoffman's continues to rise, and he is the clear leader in the final trial heat, with more than double the support of either of the others.

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	<u>%</u>
<b>David Hoffman</b>	<b>43</b>
<b>Cheryle Robinson Jackson</b>	<b>18</b>
<b>Alexi Giannoulis</b>	<b>16</b>
<b>Undecided</b>	<b>23</b>

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