

To: Newman for Congress  
From: Jill Normington  
Date: December 7, 2017  
RE: IL-03 Democratic Primary Poll Results

The following is a summary of findings from a live interview telephone survey conducted among 400 likely Democratic primary voters in Illinois's Third Congressional District. Respondents were reached on both landlines and mobile phones. Interviews were conducted October 16-19, 2017. The sampling error for this survey is plus or minus 4.9 percentage points.

## Findings

- Incumbent Congressman Dan Lipinski is vulnerable to an intra-party challenge from Marie Newman.
- Voters are unaware of Lipinski's record on most issues, notably choice, LGBT issues and immigration.
- La Grange non-profit founder Marie Newman is unknown but has an appealing profile, especially among the key constituencies in any Democratic primary of women, liberals and non-white voters.
- Informing voters about Lipinski's series of anti-choice, anti-LGBT and anti-immigration statements and voting record causes support for Lipinski to plummet.
- Newman can take advantage of that vulnerability if she can muster the resources to communicate about Lipinski's record on choice, LGBT and immigration.

Against an unknown candidate in Marie Newman, Lipinski leads 49% to 18% (see Figure 1). The sub-50% performance for Dan Lipinski is actually a sign of vulnerability. Newman has virtually no name recognition (21%) while 81% of primary voters know Lipinski and still he cannot muster majority support. His failure to solidify is a clear indication that voters are open to examining other options.

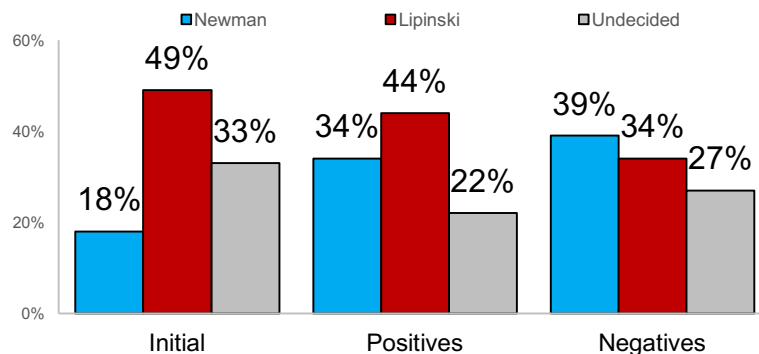


Figure 1: Democratic Primary Vote for U.S. Congress

Lipinski is not particularly well-liked. Just 43% rate him favorably and another 20% rate him unfavorably. His job rating is higher at 54%-32%, but that overall rating belies weak enthusiasm with just 11% giving him an excellent rating. While both of these measures of political strength might be a sign of health in a general election, a 13-year incumbent should be in far better shape among base voters. In fact, **only 38% say they want to re-elect him.**

Voters have a strong positive reaction to a very simple, positive profile of Marie Newman which earns an informed favorable rating of 62%-16%, including 64% among women, 77% for non-white voters and 81% among liberals. After voters hear balanced positive information about both candidates, Newman gains 16 points and Lipinski declines by 5 points resulting in Newman trailing 34% to 44% (see Figure 1). The five point decline for Lipinski is significant because it shows that the race wants to tighten.

After a series of negatives against Lipinski that detail his record on a variety of issues, including choice, LGBT issues, immigration and voting against Obamacare as well as an attack on Newman that assails her character as a resume inflator and her support for a mandatory and expensive single payer health care system, Newman leads 39% to 34%.

The best negatives on Lipinski include his anti-choice, anti-LGBT rights and anti-immigration record. These negatives did not include strongly worded rhetoric, but rather simple statements of fact regarding his record on these issues or quotes from him. Nearly half of voters in IL-03 were unable to rate the job Lipinski is doing on these issues and Lipinski's support collapses in the face of facts. **It is clear that if Marie Newman can acquire the resources to convey these facts to voters, she can take advantage of his weakness and beat Dan Lipinski.**