

July 29, 2008

**To: Scott Harper Campaign Team**  
**From: Dave Fako & Steve Leopoldo**  
**Re: Harper Trend Survey Summary of Key Findings**

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The following is a **summary of key findings** of the trend survey conducted for the Scott Harper for Congress Campaign in IL-13.

- The voters are in a very pessimistic, angry and uneasy mood, with **71% expressing that things in the country are headed off on the Wrong Track**, a significant increase from the 65% wrong track sentiment observed in November 2007. Only a fifth (20%) of the electorate feels things in the country are headed in the Right Direction.
  - The voters' negative mood makes them more responsive to messages of change. This political environment is unfavorable for an incumbent like Biggert, who has low job approval and weak ratings, and lays the foundation for a challenger to communicate their inherent message of change.
  - The uneasy sentiment of the voters is partially driven by the economic / cost of living concerns, which fuels the strength of messages focused on these topics in favor of Harper and against Biggert – creating a strong contrast on these points.
- **The District is trending more Democratic** with 39% of the electorate self-identifying as Democratic in July of 2008, where 36% did so in November of 2007. A larger shift was observed among self-identified Republicans, with a decrease in GOP affiliation to 36% from November '07's 40% of the population.
  - The uncommitted vote is largely composed of centrist Democrats and Independents, concentrated in the moderate range, creating many opportunities for Harper to move these voters.
- **Biggert's overall job performance rating has dropped five points, from 48% Positive in November 2007 to 43% in July 2008.**
  - Biggert's ratings lack intensity, her job approval is slipping and some key voters, particularly older females who form her core base, are showing signs of "loosening" from her. These are the signs of an incumbent who is feeling the "leading edge" of a difficult political storm.
  - Biggert gets a non-descript, passive Neutral personal favorability rating from 17% of all voters, representing one fifth of her name ID. High neutral ratings like this for an incumbent with Biggert's tenure are indicative of soft negative opinion and weak personal ratings.

**Survey Methodology:** The Scott Harper for Congress Campaign commissioned the survey. Fako & Associates, Inc., of Lisle, Illinois conducted the survey by telephone on July 15 – 17, 2008 using professional interviewers. F&A interviewed a random sample of 401 likely general election voters within Illinois' 13th Congressional District. A strict screening process was used to ensure that only registered voters and those likely to vote in the November 4, 2008 general election participated in the survey. The interviews lasted an average of twelve (12) minutes. Scientific sampling techniques using a listing of registered voters and other methodologies were used to give all registered voters living in a telephone-equipped household within the 13th District an equal chance of being interviewed. The survey was conducted in proportion to regional shares of the electorate based on known demographics and past election data. The survey has a margin of error of +/-4.90% at the 95% level of confidence. This means that if the survey were replicated the results would be consistent for 95 out of 100 cases. The margin of error is higher among the various sub-groups.