



For Immediate Release
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New Zogby Poll Shows Illinois Voters Reject Tax Increase Proposals, Call for Focus on the Economy, Jobs and Balancing the State Budget

**2010 US Senate Race: Dems like Giannoulis & Hynes, GOP backs Kirk;
2010 Governor: Democrats Favor Madigan; GOP Strongly Supports Birkett;
Pat Quinn leads among independents**

SPRINGFIELD, IL – Illinois voters want state leaders to focus on the economy, jobs and balancing the state budget -- but strongly rejected tax increase proposals on income, services and gasoline to address the growing deficit, according to a recently-conducted Zogby International poll of Illinois registered voters.

“Illinois voters clearly oppose any tax increase that might be imposed on them, especially a gas tax, even if it is specifically designed to repair infrastructure or create public works jobs. A majority would oppose any candidate who voted for a tax increase,” said John Zogby, President and CEO of Zogby International, the research and marketing firm he founded in 1984.

Meanwhile, on state political contests, Democratic voters overwhelmingly are rejecting newly-seated U.S. Senator Roland Burris in a 2010 race for US Senate in favor of State Treasurer Alexi Giannoulis and State Comptroller Dan Hynes. In the Governor’s race, Democrats favor Attorney General Lisa Madigan over new Governor Pat Quinn. However, Quinn fares best among all candidates with independents and other party voters for Governor in 2010.

On the Republican side, voters preferred Congressman Mark Kirk by a slight margin over Congressman Peter Roskam as the 2010 Republican nominee for U.S. Senate, but nearly half said they were unsure. In the GOP Governor’s race, DuPage County State’s Attorney Joe Birkett leads the field by a wide margin over State Senator Bill Brady and Illinois Chamber of Commerce President Doug Whitley, a political newcomer for the Republicans.

“Early campaign polling is generally a name-recognition game, unless a huge event intervenes. Both of these hold true in our Illinois polling. Generally, a lot of voters are undecided – it is early,” Zogby said. “A big name like Attorney General Lisa Madigan holds a solid lead over new incumbent Gov. Pat Quinn, but one in five still is not sure and she polls well below 50 percent. As for the Senate, there is no clear Democratic front-runner, however, there is no question that newly appointed Sen. Roland Burris has been sorely hurt and can’t survive. Through it all, voters are split on whether they want an insider or an outsider and Republicans still trail badly in terms of their ability to best lead Illinois.”

John Zogby will discuss these poll results tomorrow – March 10th -- at the Springfield Hilton at 12:30 pm in the Ballroom and answer questions from members of the media at 1:20pm.

Zogby International was commissioned by the Independent Insurance Agents of Illinois (IIA of Illinois) and the Illinois Insurance Association (IIA) to conduct an online survey of 644 likely voters in the state of Illinois. A sampling of Zogby International's online panel, which is representative of the adult population of the US, was invited to participate. Slight weights were added to region, party, age, race, gender, education to more accurately reflect the population. The margin of error is +/- 3.9 percentage points. Margins of error are higher in sub-groups.

Additional poll results:

- When asked if taxes must be raised to help control state government's estimated \$9 billion budget deficit, one in four voters supported an income tax increase while only one in seven preferred expanding the sales tax to new services -- but a majority of voters rejected both options and suggested state leaders find a different plan.
- Voters also overwhelmingly rejected an increase in the state's motor fuel tax of 8 to 16 cents per gallon to pay for improvements to roads, bridges and other public works programs. Opposition outpaced support by a two-to-one margin.

2010 U.S. Senate Race

Democrats - When asked who they supported in the 2010 primary for U.S. Senate, Democratic voters resoundingly rejected the candidacy of Roland Burris and were split between State Treasurer Alexi Giannoulias and State Comptroller Dan Hynes.

- Burris 5.3%
- Giannoulias 28.1 %
- Hynes 26.8%

Republicans - In the GOP survey for U.S. Senator in the 2010 primary election, Congressman Mark Kirk held a narrow edge over Congressman Peter Roskam.

- Kirk 26.3 %
- Roskam 21.0 %

Independent voters - When independent voters were asked their preference of the five candidates – Burris, Giannoulias, Hynes, Kirk and Roskam – voters liked Giannoulias and Kirk along with Hynes.

- Giannoulias 12.6%
- Kirk 12.3 %
- Hynes 11.6 %
- Roskam 5.5 %
- Burris 0.6%

2010 Governor Race

Democrats - In the 2010 primary for Governor, Attorney General Lisa Madigan led among Democratic voters over new Illinois Governor Pat Quinn.

- Madigan 41.0 %
- Quinn 29.5%

Republicans - In the 2010 primary race for Governor among Republicans, DuPage County State's Attorney Joe Birkett holds a wide lead over State Senator Bill Brady and Illinois Chamber of Commerce President Doug Whitley.

- Birkett 39.3 %
- Brady 8.5 %
- Whitley 5.6 %

Independent voters - However, when independent voters were asked their preference of the five candidates for Governor – Madigan, Quinn, Birkett, Brady and Whitley – Quinn and Madigan are in a virtual dead heat.

- Quinn 19.2 %
 - Madigan 18.4%
 - Birkett 8.1 %
 - Brady 4.4%
 - Whitley 2.7%
- When asked if they support a candidate for Governor in 2010 who is experienced in Illinois government or a political outsider voters were nearly split.
 - A majority (53%) of voters said they would be less likely to support a member of the General Assembly on Election Day if they knew they had voted for increased taxes.
 - However, even more voters – 71 percent -- said they would be somewhat or much less likely to support a member of the General Assembly if they voted for new regulations that eliminated jobs for Illinois workers. A majority (52 %) said they would be “much less likely” to support that member for reelection.
 - Voters were asked to describe Gov. Quinn’s job performance since he took office in late January, 46.4% rated his performance as “Excellent” or “Good,” while 27.7% ranked it as “Fair.” Only 5.7% gave Quinn a mark of “Poor.”
 - When asked to name whether certain issues should be a priority for state government this year, voters overwhelmingly said “Jobs and the Economy” (54.0%), followed by “Balancing the State Budget” (49.5%) and “Ethics” (33.1%) following two months of scandal-related media coverage of Gov. Rod Blagojevich’s arrest, impeachment and removal from office. “Health care” (15.3%) “Education spending” (15.1%) and “Roads, bridges and infrastructure upgrades” (14.1%) received significantly less support as priority issues.

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IIA - The Illinois Insurance Association (IIA) is an insurance trade association, which effectively and professionally represents its member companies before the Illinois legislative, executive branch, and media. In addition, the IIA seeks to promote a greater consumer understanding of insurance products. The IIA is the property/casualty insurance industry's leader in advocating public policy positions before the media, interest groups, and political forces in the state of Illinois.

IIA of Illinois - Established in 1993, the Independent Insurance Agents of Illinois (IIA of Illinois) is a trade association of independent insurance agents throughout the state. The membership of 1,500 insurance agencies, representing 12,000 licensed agents, is engaged in all facets of the insurance industry including property, casualty, life and health. Its members are businesses that offer customers a choice of policies from a variety of insurance companies.

Zogby Interactive Survey of Likely Voters in Illinois 2/20/09 - 2/23/09 MOE +/- 3.9 Percentage Points

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chicago	126	19.5	19.5	19.5
	Suburban Chicago	240	37.3	37.3	56.8
	Other	240	37.2	37.2	94.0
	St Louis Metro	39	6.0	6.0	100.0
	Total	644	100.0	100.0	

Registered

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	644	100.0	100.0	100.0

Likelihood

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	V lky	600	93.2	93.2	93.2
	Smw lky	44	6.8	6.8	100.0
	Total	644	100.0	100.0	

2008 President

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Obama	399	62.0	62.0	62.0
	McCain	238	37.0	37.0	99.0
	Other	6	1.0	1.0	100.0
	Total	644	100.0	100.0	

Party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democratic	297	46.0	46.0	46.0
	Republican	181	28.1	28.1	74.1
	Independent	155	24.0	24.0	98.1
	Minor	12	1.9	1.9	100.0
	Total	644	100.0	100.0	

Zogby Interactive Survey of Likely Voters in Illinois 2/20/09 - 2/23/09 MOE +/- 3.9 Percentage Points

1. If the 2010 Republican primary election for U.S. Senate were held today, and the candidates were Congressman Mark Kirk and Congressman Peter Roskam, for whom would you vote?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Congressman Mark Kirk	48	7.4	26.3	26.3
	Congressman Peter Roskam	38	5.9	21.0	47.3
	Someone else	7	1.1	3.9	51.1
	Not sure	88	13.7	48.9	100.0
	Total	181	28.1	100.0	
Missing	0	463	71.9		
Total		644	100.0		

2. If the 2010 Republican primary election for Governor were held today, and the candidates were Illinois Chamber of Commerce President and CEO Doug Whitley, DuPage County State's Attorney Joe Birkett, and State Senator Bill Brady, for whom would you vote?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Illinois Chamber of Commerce President and CEO Doug Whitley	10	1.6	5.6	5.6
	DuPage County State's Attorney Joe Birkett	71	11.0	39.3	44.9
	State Senator Bill Brady	15	2.4	8.5	53.4
	Someone else	8	1.3	4.5	57.9
	NS	76	11.8	42.1	100.0
	Total	181	28.1	100.0	
Missing	0	463	71.9		
Total		644	100.0		

3. If the 2010 Democratic primary election for U.S. Senate were held today, and the candidates were U.S. Senator Roland Burris, State Treasurer Alexi Giannoulias, and State Comptroller Dan Hynes, for whom would you vote?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	U.S. Senator Roland Burris	16	2.4	5.3	5.3
	State Treasurer Alexi Giannoulias	83	13.0	28.1	33.5
	State Comptroller Dan Hynes	79	12.3	26.8	60.2
	Someone else	42	6.6	14.3	74.5
	Not sure	76	11.7	25.5	100.0
	Total	297	46.0	100.0	
Missing	0	347	54.0		
Total		644	100.0		

Zogby Interactive Survey of Likely Voters in Illinois 2/20/09 - 2/23/09 MOE +/- 3.9 Percentage Points

4. If the 2010 Democratic primary election for Governor were held today, and the candidates were Governor Pat Quinn and Attorney General Lisa Madigan, for whom would you vote?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Governor Pat Quinn	88	13.6	29.5	29.5
	Attorney General Lisa Madigan	122	18.9	41.0	70.6
	Someone else	24	3.8	8.3	78.8
	Not sure	63	9.8	21.2	100.0
	Total	297	46.0	100.0	
Missing	0	347	54.0		
Total		644	100.0		

5. If the 2010 general election for U.S. Senate were held today, and the candidates were Congressman Mark Kirk, U.S. Senator Roland Burris, State Treasurer Alexi Giannoulias, State Comptroller Dan Hynes, and Congressman Peter Roskam, for whom would you vote?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Congressman Mark Kirk	21	3.2	12.3	12.3
	U.S. Senator Roland Burris	1	.2	.6	12.9
	State Treasurer Alexi Giannoulias	21	3.3	12.6	25.5
	State Comptroller Dan Hynes	19	3.0	11.6	37.1
	Congressman Peter Roskam	9	1.4	5.5	42.6
	Someone else	23	3.6	14.0	56.6
	Not sure	72	11.2	43.4	100.0
	Total	167	25.9	100.0	
Missing	0	477	74.1		
Total		644	100.0		

Zogby Interactive Survey of Likely Voters in Illinois 2/20/09 - 2/23/09 MOE +/- 3.9 Percentage Points

6. If the 2010 general election for Governor were held today, and the candidates were Governor Pat Quinn, Attorney General Lisa Madigan, Illinois Chamber of Commerce President and CEO Doug Whitley, DuPage County State's Attorney Joe Birkett, and State Senator Bill Brady, for whom would you vote?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Governor Pat Quinn	32	5.0	19.2	19.2
	Attorney General Lisa Madigan	31	4.8	18.4	37.5
	Illinois Chamber of Commerce President and CEO Doug Whitley	5	.7	2.7	40.2
	DuPage County State's Attorney Joe Birkett	14	2.1	8.1	48.4
	State Senator Bill Brady	7	1.1	4.4	52.8
	Someone else	26	4.0	15.6	68.4
	NS	53	8.2	31.6	100.0
	Total	167	25.9	100.0	
Missing	0	477	74.1		
Total		644	100.0		

7. Statement A: I will support a candidate for Illinois Governor in 2010 who is experienced in Illinois government. Statement B: I will support a candidate for Illinois Governor in 2010 who is a political outsider.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Statement A	234	36.4	36.4	36.4
	Statement B	211	32.8	32.8	69.2
	None of these/Other	105	16.3	16.3	85.4
	Not sure	94	14.6	14.6	100.0
	Total	644	100.0	100.0	

8. Overall, which party do you think is best able to lead the state government in Illinois?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrats	270	41.9	41.9	41.9
	Republicans	215	33.3	33.3	75.2
	Some other party	54	8.4	8.4	83.6
	Not sure	106	16.4	16.4	100.0
	Total	644	100.0	100.0	

9. Overall, how would you rate the performance of Governor Pat Quinn, since he took office on January 29 of this year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	72	11.3	11.3	11.3
	Good	226	35.1	35.1	46.4
	Fair	178	27.7	27.7	74.1
	Poor	36	5.7	5.7	79.8
	Not sure	130	20.2	20.2	100.0
	Total	644	100.0	100.0	

10. Which of the following issues do you think should be priority of the state government in 2009?

		f	Col Response %
\$q10	Balancing the state budget	319	49.5%
	Education spending	97	15.1%
	The economy and jobs	348	54.0%
	Ethics	217	33.6%
	Health care	99	15.3%
	Roads, bridges, and infrastructure upgrades	91	14.1%
	None of these/Other	15	2.3%
	NS	3	.5%
Total		644	100.0%

11. If taxes must be raised to help control the state government's estimated \$9 billion budget deficit, which tax increase plan would you support?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increasing the state income tax	162	25.2	25.2	25.2
	Expanding the state's sales tax to include a new tax on serv	87	13.4	13.4	38.6
	Neither/Some other plan	355	55.2	55.2	93.8
	NS	40	6.2	6.2	100.0
	Total	644	100.0	100.0	

12. Would you support or oppose the Illinois government raising the gasoline tax between eight and 16 cents per gallon in order to raise money to pay for improvements to roads, bridges, and other public works programs in Illinois?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Support	176	27.3	27.3	27.3
	Oppose	407	63.3	63.3	90.6
	Not sure	61	9.4	9.4	100.0
	Total	644	100.0	100.0	

13. If you knew a member of the Illinois General Assembly voted to increase taxes, would you be more likely or less likely to vote for them on Election Day, or would it make no difference?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more likely	12	1.9	1.9	1.9
	Somewhat more likely	22	3.4	3.4	5.3
	Somewhat less likely	100	15.5	15.5	20.8
	Much less likely	244	37.8	37.8	58.6
	No difference	207	32.2	32.2	90.8
	Not sure	59	9.2	9.2	100.0
	Total	644	100.0	100.0	

14. If you knew a member of the Illinois General Assembly voted for new regulations that eliminated jobs for Illinois workers, would you be more likely or less likely to vote for them on Election Day, or would it make no difference?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more likely	13	2.0	2.0	2.0
	Somewhat more likely	11	1.7	1.7	3.8
	Somewhat less likely	128	19.9	19.9	23.7
	Much less likely	329	51.1	51.1	74.8
	No difference	67	10.4	10.4	85.2
	Not sure	95	14.8	14.8	100.0
	Total	644	100.0	100.0	

AgeGroup

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	129	20.0	20.0	20.0
	30-49	244	38.0	38.0	58.0
	50-64	186	29.0	29.0	87.0
	65+	84	13.0	13.0	100.0
	Total	643	99.8	100.0	
Missing	0	1	.2		
Total		644	100.0		

AgeGroup-B

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	24	3.7	3.7	3.7
	25-34	134	20.9	20.9	24.6
	35-54	278	43.2	43.2	67.9
	55-69	168	26.0	26.1	93.9
	70+	39	6.0	6.1	100.0
	Total	643	99.8	100.0	
Missing	0	1	.2		
Total		644	100.0		

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No College Degree	348	54.0	54.0	54.0
	College Degree+	296	46.0	46.0	100.0
	Total	644	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	457	71.0	73.0	73.0
	Hisp	44	6.8	7.0	80.0
	AfrAmer	106	16.5	17.0	97.0
	Asian	13	1.9	2.0	99.0
	Other	6	1.0	1.0	100.0
	Total	626	97.2	100.0	
Missing	.00	18	2.8		
Total		644	100.0		

Ideology

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Prog	82	12.7	12.9	12.9
	Lib	58	9.0	9.1	22.0
	Mod	305	47.3	48.0	70.0
	Cons	108	16.7	17.0	87.0
	VCons	70	10.9	11.0	98.0
	Libert	13	2.0	2.0	100.0
	Total	635	98.6	100.0	
Missing	0	9	1.4		
Total		644	100.0		

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	337	52.3	53.5	53.5
	Single	153	23.8	24.3	77.8
	D/W/S	108	16.8	17.2	94.9
	Civil union	32	5.0	5.1	100.0
	Total	630	97.8	100.0	
Missing	0	14	2.2		
Total		644	100.0		

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< \$25K	60	9.3	10.2	10.2
	\$25-35K	81	12.6	13.8	24.0
	\$35-50K	85	13.1	14.4	38.4
	\$50-75K	124	19.2	21.1	59.5
	\$75-100K	107	16.6	18.2	77.7
	\$100+	131	20.3	22.3	100.0
	Total	587	91.2	100.0	
Missing	0	57	8.8		
Total		644	100.0		

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	299	46.5	47.0	47.0
	Female	338	52.4	53.0	100.0
	Total	637	98.9	100.0	
Missing	0	7	1.1		
Total		644	100.0		