

TO: Interested Parties
 FROM: Global Strategy Group
 DATE: October 9, 2018
 RE: **NEW POLL: Mike Bost's Lead in Illinois's 12th District Disappears as Voters Learn More About the Candidates for Congress**

A new poll of likely voters in Illinois's 12th District shows that Democrat Brendan Kelly has gained ground on Republican Mike Bost, moving the race into a statistical tie. Bost has gone from a nine-point lead in July (41% Kelly/50% Bost) to only a one-point lead now (45% Kelly/46% Bost). End Citizens United's communications about Bost are reaching voters, and the more they learn about him, the less they like.

KEY SURVEY FINDINGS:

- Kelly has caught up with Bost in the race for Congress as voters have become less favorable toward Bost.** Bost's unfavorability rating has increased since July, going from 22% to 29%, while his favorability has only remained steady – resulting in an erosion of his popularity. Voters are more familiar with Kelly now (56% familiar) than they were in July (35%), and his favorability is up to 33%. This leads to a net eight-point improvement for Kelly in the race for Congress – from -9 in July (41% Kelly/50% Bost) to -1 (45%/46%).
- Voters are hearing from End Citizens United about both Kelly and Bost, and the message is sticking.** About one-third of voters (33%) have heard positive information about Kelly recently, with his work as a prosecutor standing out as a top message that is reaching voters, along with being a veteran. Additionally, 31% report hearing negative information about Bost recently, with End Citizens United's message about his support for pharmaceutical companies despite their role in the opioid crisis resonating.

VOTE FOR CONGRESS						
JULY			OCTOBER			
KELLY	BOST	NET	KELLY	BOST	NET	
41	50	-9	45	46	-1	

ABOUT THIS POLL

Global Strategy Group conducted a survey of 404 likely November 2018 voters in IL-12 from October 3rd to 7th, 2018. The margin of error at the 95% confidence level is +/- 4.9%. The margin of error on sub-samples is greater.