

# OBAMA, POST DEBATE, OVERTAKES HULL IN IL DEMOCRAT SEN PRIMARY

\* EXCLUSIVE SURVEYUSA RESEARCH RESULTS \*

YOU MUST CREDIT SURVEYUSA IF YOU AIR, CITE

OR REPRINT THESE RESULTS IN WHOLE OR PART

## 19-PT SWING OVERNIGHT FROM MONDAY TO TUESDAY IN FAVOR OF OBAMA

- \* IN A DEMOCRATIC PRIMARY FOR U. S. SENATOR FROM ILLINOIS TODAY, BARACK OBAMA DEFEATS BLAIR HULL, ACCORDING TO SURVEYUSA POLL OF 372 CERTAIN IL DEMOCRATIC PRIMARY VOTERS CONDUCTED 2/24, AFTER A CANDIDATE DEBATE ON 2/23. PRIMARY IS IN 20 DAYS, ON 3/16.
- \* IN INTERVIEWS THE DAY BEFORE & DAY OF THE DEBATE, HULL LED OBAMA BY 9. IN INTERVIEWS THE DAY AFTER DEBATE, OBAMA LED HULL BY 10. WHEN 3-DAY DATA IS AVERAGED, AND/OR WHEN LARGER GROUP OF ' LIKELY ' VOTERS IS CONSIDERED, CONTEST IS CLOSER. REMAINS VOLATILE.
- \* TODAY IT'S OBAMA 32%, HULL 22%, DAN HYNES 17%, MARIA PAPPAS 12%, GERY CHICO 7%.
- \* OBAMA GETS 59% OF BLACK VOTE & RUNS STRONG AMONG LIBERALS & IN COOK COUNTY.
- \* HULL GETS 32% OF WHITE VOTE & RUNS STRONG AMONG CONSERVATIVES & DOWNSTATE.

RESEARCH CONDUCTED E.T.

040224 10:03-22:00 ET

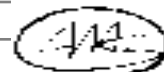
APPROVED

RESPONDENTS DRAWN FROM

THE ENTIRE STATE OF ILLINOIS

RANDOM SAMPLE SELECTED BY

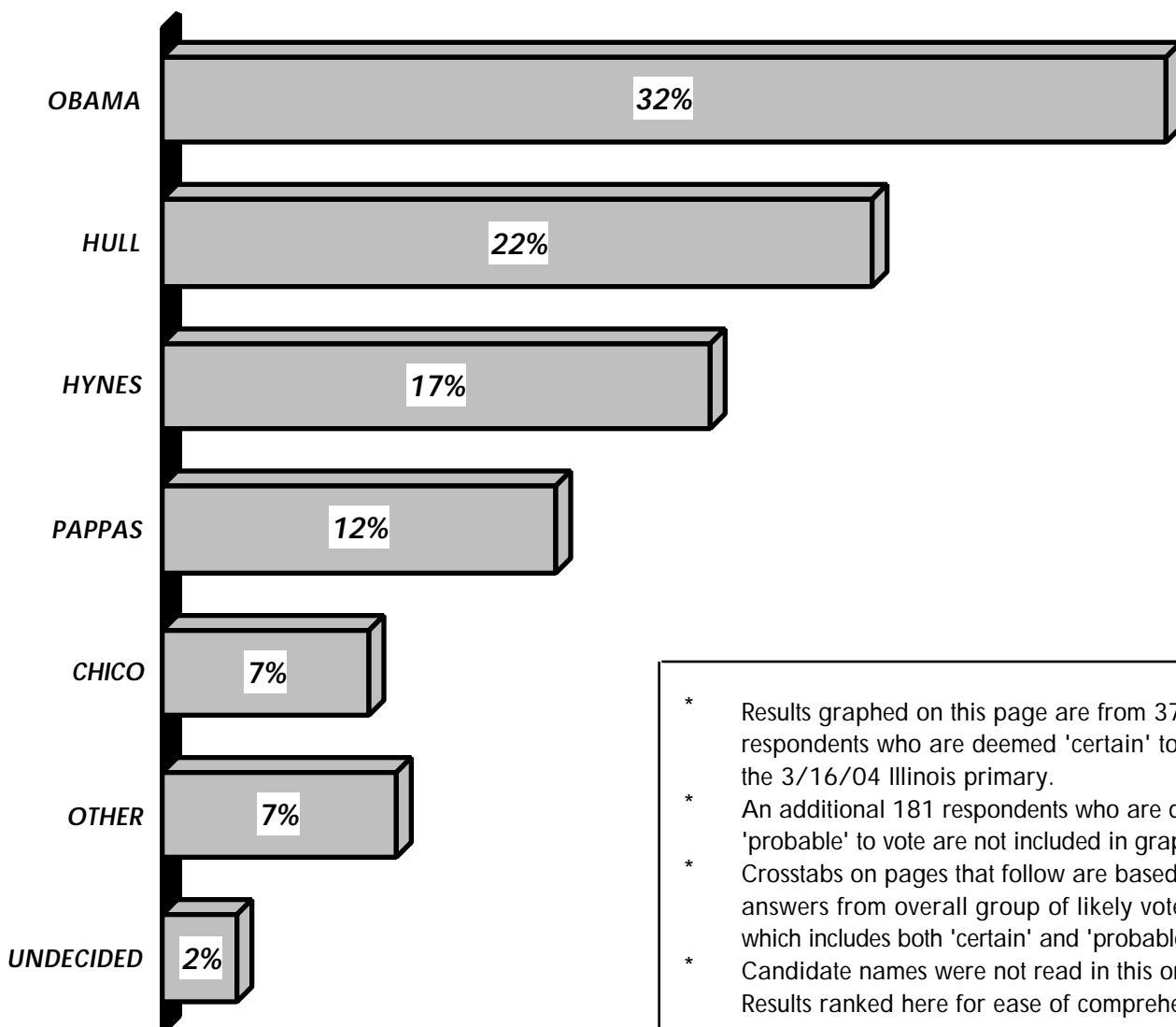
SURVEY SAMPLING, INC.



RESEARCH CONDUCTED FOR WBBM-TV CHICAGO

**DEM SENATE VOTE / ALL CERTAIN VOTERS**

IF THE DEMOCRATIC PRIMARY FOR UNITED STATES SENATOR WERE TODAY, AND YOU WERE STANDING IN THE VOTING BOOTH RIGHT NOW, WHO WOULD YOU VOTE FOR? GERY CHICO? BLAIR HULL? DAN HYNES? BARACK OBAMA? MARIA PAPPAS? SOME OTHER CANDIDATE? OR, WOULD YOU NOT VOTE IN THIS CONTEST?

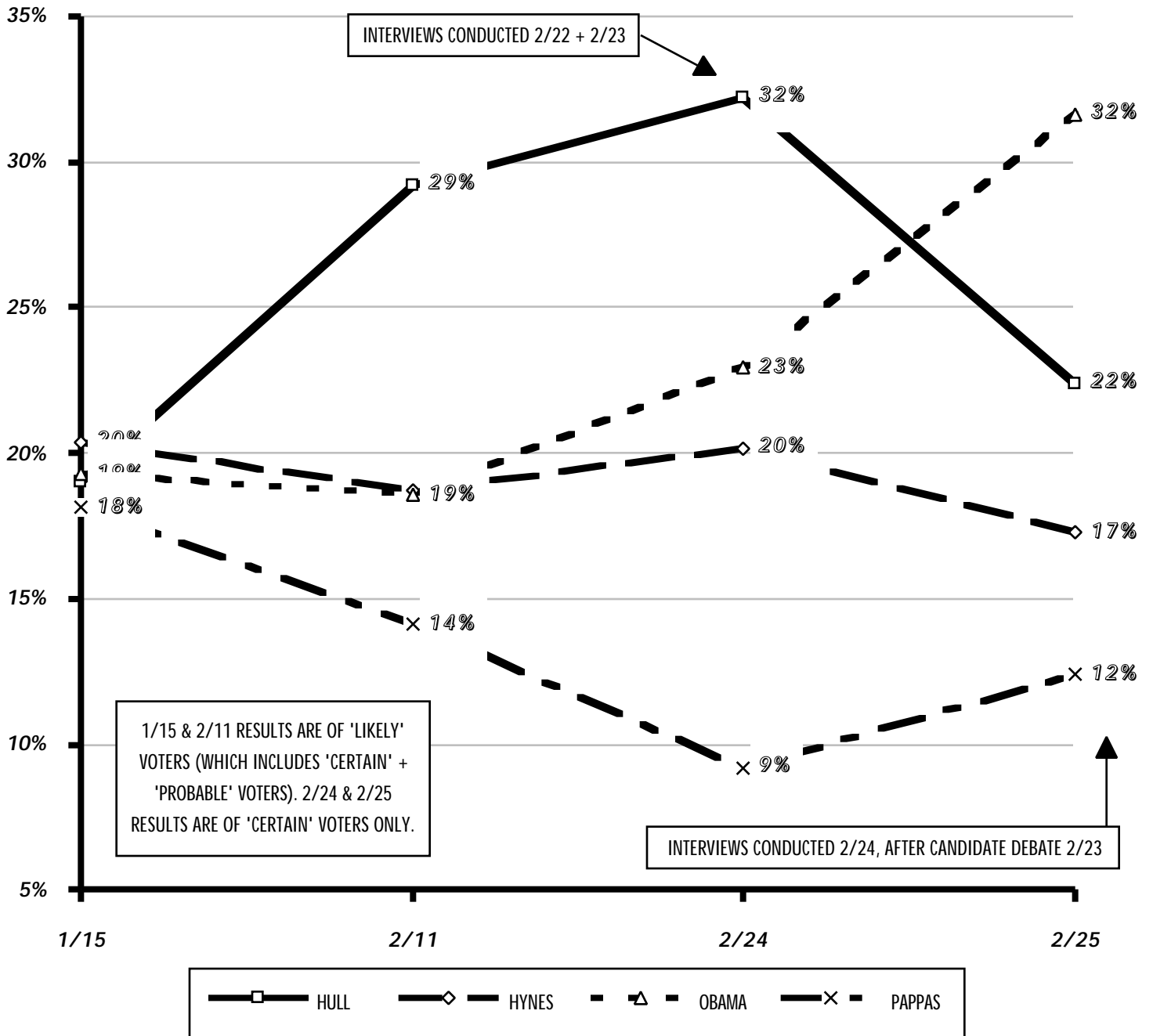


\* Results graphed on this page are from 372 respondents who are deemed 'certain' to vote in the 3/16/04 Illinois primary.  
 \* An additional 181 respondents who are deemed 'probable' to vote are not included in graph.  
 \* Crosstabs on pages that follow are based on answers from overall group of likely voters, which includes both 'certain' and 'probable'.  
 \* Candidate names were not read in this order. Results ranked here for ease of comprehension.

THIS IS A SURVEY OF	372	CERTAIN VOTERS FROM THE ENTIRE STATE OF ILLINOIS
OVERALL RESULTS CONSIDERED SIGNIFICANT	±5.2%	A LARGER ± APPLIES TO SUBPOPULATIONS

RESULTS MAY NOT ADD TO 100%, BECAUSE PERCENTAGES ARE ROUNDED TO WHOLE NUMBERS

DEM SENATE VOTE / ALL CERTAIN VOTERS



DEM SENATE VOTE / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

	CERTAIN	PROBABLE	OVERALL	MALE	FEMALE	18-34	35-54	55+	WHITE	BLACK	HI SPANI C	OTHER			
<b>RESPONSES SORTED BY DEMOGRAPHIC CATEGORY</b>															
CHI CO	7%	6%	6%	8%	5%	9%	6%	4%	5%	6%	19%	2%			
HULL	22%	31%	25%	26%	24%	19%	24%	32%	32%	11%	24%	12%			
HYNES	17%	19%	18%	19%	17%	16%	18%	19%	25%	6%	9%	7%			
OBAMA	32%	18%	27%	27%	27%	26%	29%	25%	16%	59%	7%	50%			
PAPPAS	12%	16%	14%	10%	16%	16%	13%	13%	13%	10%	26%	14%			
OTHER	7%	6%	7%	7%	7%	10%	6%	6%	7%	5%	13%	4%			
UNDECIDED	2%	4%	3%	1%	4%	4%	3%	2%	3%	3%	2%	11%			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			

	CERTAIN	PROBABLE	OVERALL	MALE	FEMALE	18-34	35-54	55+	WHITE	BLACK	HI SPANI C	OTHER			
<b>DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES</b>															
CHI CO	102	95	100	131	76	144	102	63	73	89	299	28			
HULL	89	123	100	105	96	74	96	126	127	45	96	49			
HYNES	97	106	100	109	93	90	102	105	142	31	50	39			
OBAMA	116	66	100	101	99	96	108	93	58	218	26	185			
PAPPAS	92	117	100	74	120	117	94	95	93	76	191	101			
OTHER	107	86	100	100	100	143	88	82	102	67	184	54			
UNDECIDED	81	140	100	44	144	145	108	55	86	107	69	369			

DEM SENATE VOTE / RESPONSES COMPARED BY PERCENTAGES AND BY INDEX

OVERALL  
 CONSERVATIVE  
 MODERATE  
 LIBERAL  
 COOK COUNTY  
 COLLAR COUNTIES  
 DOWNSTATE

**RESPONSES SORTED BY DEMOGRAPHIC CATEGORY**

CHI CO	6%	11%	6%	5%	7%	8%	6%								
HULL	25%	31%	29%	17%	17%	27%	39%								
HYNES	18%	16%	19%	17%	11%	17%	30%								
OBAMA	27%	17%	23%	39%	40%	22%	8%								
PAPPAS	14%	16%	13%	12%	17%	15%	8%								
OTHER	7%	8%	6%	7%	6%	9%	7%								
UNDECIDED	3%	3%	4%	2%	3%	2%	3%								
	100%	100%	100%	100%	100%	100%	100%								

**DEMOGRAPHIC SUBPOPULATIONS INDEXED TO OVERALL RESPONSES**

CHI CO	100	170	98	83	102	119	90								
HULL	100	122	113	69	66	107	156								
HYNES	100	87	107	95	61	96	168								
OBAMA	100	62	85	144	146	81	30								
PAPPAS	100	117	96	89	124	111	56								
OTHER	100	110	91	103	93	133	100								
UNDECIDED	100	89	124	64	111	74	91								

OVERALL  
 CONSERVATIVE  
 MODERATE  
 LIBERAL  
 COOK COUNTY  
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RAW COUNTS FOR ALL RESPONSE CHOICES

THE RESPONSES OF A SUBPOPULATION OF 100 WOULD TYPICALLY BE CONSIDERED ACCURATE ± 10%  
PLEASE EXERCISE EXTREME CAUTION IN DRAWING CONCLUSIONS FROM SUBPOPULATIONS SMALLER THAN 100

	OVERALL	MALE	FEMALE	18-34	35-54	55+	WHITE	BLACK	HISPANIC	OTHER	COOK COUNTY	COLLAR COUNTY	DOWNSTATE		
REGISTERED	1308	626	682	365	554	389	960	177	122	049	563	247	499		
CERTAIN	630	313	317	128	297	206	437	116	051	027	297	098	235		
PROBABLE	413	176	237	131	164	118	310	044	048	010	167	088	157		
DEMOCRATIC	585	254	332	157	245	183	354	143	067	021	317	076	192		
REPUBLICAN	345	196	149	073	163	109	306	004	025	009	099	085	161		
NOT SURE	112	039	073	028	052	032	087	012	006	008	048	025	039		
CHICAGO	035	020	015	013	015	007	015	008	012	000	020	005	010		
HULL	139	064	075	026	056	057	106	016	015	003	050	018	071		
HYNES	099	047	051	023	042	034	084	008	005	001	033	012	054		
OBAMA	150	067	084	037	068	045	052	083	004	010	121	015	014		
PAPPAS	075	024	050	022	030	023	042	014	016	003	051	010	014		
OTHER	038	017	021	014	014	010	023	006	008	001	020	006	013		
NOT VOTE	032	011	021	016	013	003	023	003	006	000	012	009	012		
UNDECIDED	016	003	013	006	007	003	008	004	001	002	010	001	005		
TOTAL	1500	719	781	485	602	412	1071	200	160	069	649	284	566		
COMPOSITION OF ADULTS	100%	48%	52%	32%	40%	27%	71%	13%	11%	5%	43%	19%	38%		
COMP. OF REGISTERED	100%	48%	52%	28%	42%	30%	73%	14%	9%	4%	43%	19%	38%		
LIKELY DEMOCRATIC VOTERS	553	243	310	141	232	180	331	140	61	21	305	67	181		
COMP. OF LIKELY DEM VOTERS	100%	44%	56%	26%	42%	32%	60%	25%	11%	4%	55%	12%	33%		

**1500 ILLINOIS ADULTS INTERVIEWED STATEWIDE 2/24.  
OF THEM, 1308 WERE REGISTERED TO VOTE.  
OF THEM, 1043 WERE JUDGED TO BE 'LIKELY' VOTERS.  
585 CHOSE A DEMOCRATIC BALLOT. 345 CHOSE A REPUBLICAN BALLOT.  
372 DEMOCRATS WERE JUDGED TO BE 'CERTAIN' VOTERS FOR SENATE.  
GRAPHS REFLECT 'CERTAIN' VOTERS.**



The following is a material part of this report and should be included when data is referenced:

How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. All respondents heard the questions asked identically. Page 1 of this report contains: the geography that was surveyed; the dates interviews were conducted; the news organization that paid for the research; and the name of the random sample provider. The universe of respondents and the margin of error are stated on Page 2 of this report, and if restated on one or more subsequent pages, it is because the universe and margin of error changed for those subsequent questions. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, one can say with 95% certainty that the results would not vary by more than the stated margin of error, in one direction or the other, had the entire universe of respondents been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Verona, NJ. These statements conform to the principles of disclosure of the National Council on Public Polls.