

1 AN ACT concerning push-polling.

2 Be it enacted by the People of the State of Illinois,
3 represented in the General Assembly:

4 Section 5. The Election Code is amended by adding
5 Section 29-14.5 as follows:

6 (10 ILCS 5/29-14.5 new)

7 Sec. 29-14.5. Push-polling.

8 (a) Any person engaging in push-polling must (i) inform
9 the person contacted that the call is being made on behalf
10 of, in support of, or in opposition to a particular candidate
11 or public question, (ii) identify that candidate by name or
12 identify the public question, and (iii) provide the telephone
13 number of the place from which the push-polling is conducted.

14 (b) The State Board of Elections may impose a civil
15 penalty of \$10,000 upon any person, other than a person who
16 is merely an employee of the person or entity who has been
17 contracted with to conduct the push-polling, who violates
18 this Section.

19 (c) For the purposes of this Section, "push-polling"
20 means (i) calling voters on behalf of, in support of, or in
21 opposition to any candidate or public question for public
22 office or public question; (ii) asking questions relating to
23 opposing candidates for that public office that state, imply,
24 or convey information about the opposing candidates'
25 character, status, or political stance or record or asking
26 questions relating to the public question that state, imply,
27 or convey information favorable or unfavorable to the public
28 question; and (iii) conducting the call in a manner that is
29 likely to be construed by the person receiving the call to be
30 a survey or poll to gather statistical data for entities or
31 organizations that are acting independently of any political

1 party, candidate, or interest group.