



TO: Interested parties

FROM: Amy Simon, Goodwin Simon Victoria Research

RE: Results from survey in Oregon's 49th House District

DATE: October 16, 2006

---

This memo highlights key findings from a survey conducted among 400 likely November 2006 voters from October 1-5, 2006, and compares these results to a similar survey conducted among 400 likely voters from April 13-18, 2006. Both surveys were conducted using trained professional interviewers. The samples were drawn from a list of registered voters using a voter history screen to ensure we interviewed likely November 2006 voters. The margin of error for each survey is +/- 4.9 percent.

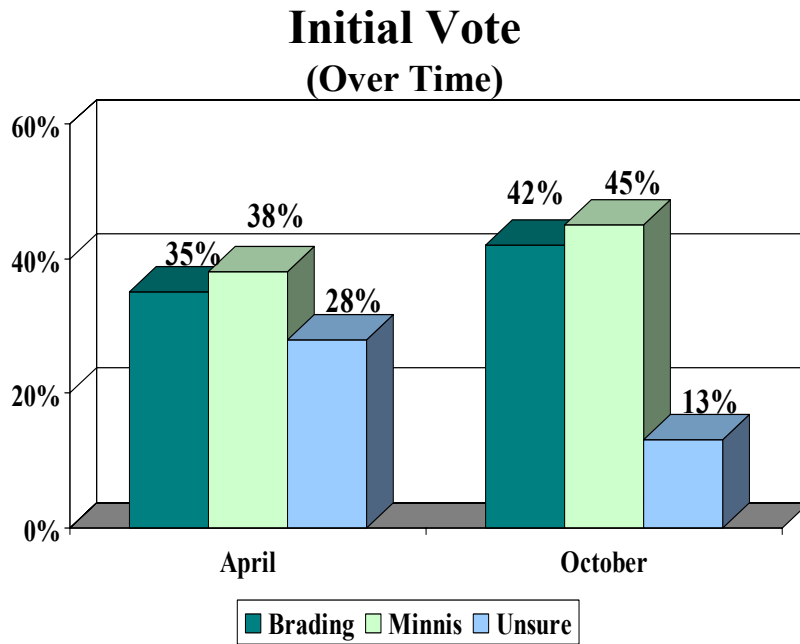
*A note on reading the text:* Please note that due to rounding, the sum of two figures may appear to be one percentage point more or less than the total of those figures. For example, if 20.4 percent of respondents say "excellent" and 19.3 percent say "good," the total favorable rating is 39.7 percent, which rounds up to 40 percent, not down to the 39 percent one might presume from having read the figures of 20 percent and 19 percent in the text.

## **KEY FINDINGS**

The survey results show that Rob Brading continues to be in a virtual tie with Speaker Karen Minnis - trailing by just three points, a difference that is within the margin of error. The results are particularly concerning for Minnis given how much money her campaign and allies have invested in both increasing her support and in attacking Brading. **These poll results show that if adequately funded in these final days, Brading could readily unseat Speaker Minnis.**

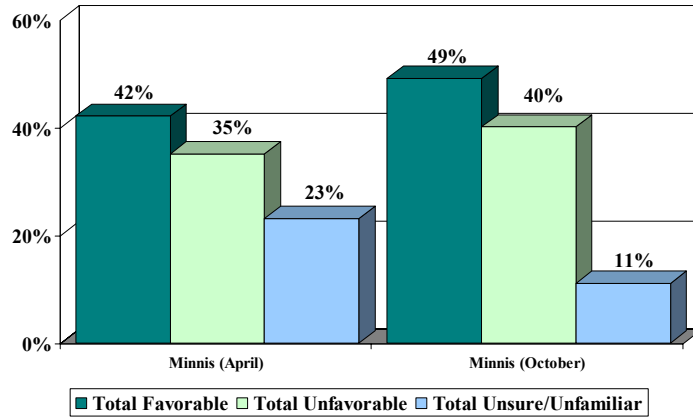
- When asked the standard vote question "If the election were held today, would you vote for Rob Brading, Democrat, or Karen Minnis, Republican?" (the order of the names is rotated to prevent order bias in responses), **Minnis garners just 45 percent of the vote while Brading wins 42 percent, with 13 percent undecided.**

- Despite Minnis' barrage of spending, undecided voters have been breaking evenly for Brading and Minnis since our April survey, when Minnis also led Brading by just three points – 38 percent Minnis, 35 percent Brading, and 28 percent undecided.



- Minnis' weak showing as an incumbent office holder is not surprising given the very mixed view respondents continue to have of her. While 49 percent give her favorable ratings, fully 40 percent give her unfavorable ratings and only 11 percent are undecided. This represents no real strengthening of her position since April, when she received favorable ratings from 42 percent of respondents and unfavorable from 35 percent, with 23 percent unable to rate her. With just 11 percent of likely voters now holding no opinion of Minnis, she has little room to improve what is virtually a one-to-one favorable to unfavorable ratio.

### Popularity of Candidate – Karen Minnis (Over Time)



- Brading’s name recognition and popularity have grown enormously since the April survey, when just 13 percent were favorable towards him, eight percent were unfavorable, and fully 79 percent could not rate him. Now Brading’s favorable ratings are up dramatically, with fully 44 percent giving him favorable ratings, 26 percent unfavorable ratings, and just 29 percent still unable to rate him. These numbers are encouraging because his favorables are almost as high as Minnis’ (49% favorable, just five points higher) but Brading’s unfavorable ratings are 14 points below Minnis’ (40%) unfavorable. So he has more room to increase his favorable ratings from those unable to rate him and fewer existing negative reviews to drag him down.

### Popularity of Candidate – Rob Brading (Over Time)

