



TO: Interested Parties

FROM: Lisa Grove

RE: New Poll Finds Kulongoski With Strong Lead in the Governor's Race

DATE: July 27, 2006

This memo reports on findings from a survey of 500 likely, 2006 general election voters in Oregon. The poll was conducted July 10-13, 2006. The margin of error for the poll is 4.4 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher than that of the sample as a whole.

Kulongoski Is the Most Popular Candidate in This Race

Unlike his opponents who are both less popular and less well known, Kulongoski is viewed favorably by a near majority of Oregon voters. Exactly 50% of the electorate has

I'm going to read you a list of people. After each, please tell me overall, do you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable impression of _____? If you haven't heard of the person, or if you don't know enough about them to have an impression, just say so and we will move on.

	Favorable	Unfavorable	Margin
Ted Kulongoski	50%	39%	+11
Ron Saxton	32%	33%	- 1
Ben Westlund	16%	11%	+5
Mary Starrett	15%	14%	+1

favorable opinions of the Governor and 39% hold unfavorable views.

By contrast, voters are split in their views of Ron Saxton. Equal numbers of voters, one-third, rate him in a favorable light as in an unfavorable one. Although his name identification has improved almost twofold since last year, voters continue to be divided in their views of him. That Saxton cannot convert more voters into supporters as he becomes better known is a serious problem for him.

Ben Westlund continues to be a blank slate to eight in 10 Oregonians, with ratings nearly identical to those of Mary Starrett. Additionally, those who can identify the legislator are just as likely to offer him favorable as unfavorable ratings.

Kulongoski Starts With a Double-Digit Lead Over Saxton

Kulongoski is well ahead of his opponents, posting a 17-percentage point lead over Saxton (42% to 25%). Westlund receives just 5% of the vote and Starrett, Morley and Keating earn 4% combined.

To sum up, Kulongoski is well-liked by a substantial number of Oregon

voters, while Saxton struggles to simply garner a net favorable rating from the electorate.

Kulongoski has been able to convert his popularity into a strong double-digit lead that will be very hard for his opponents to overcome. And Westlund has a very big hill to climb. Given these results, it appears that Kulongoski is very well-placed to win reelection to the Governor’s office.

If the November 7 th general election for governor were held today and the candidates were: [ROTATE]	
<input type="checkbox"/> Ted Kulongoski, Democrat	<input type="checkbox"/> Ron Saxton, Republican
<input type="checkbox"/> Ben Westlund, Independent	
<input type="checkbox"/> Mary Starrett, Constitution Party	
<input type="checkbox"/> Richard Morley, Libertarian	<input type="checkbox"/> Joe Keating, Pacific Green Party for whom would you vote or are you undecided? Would you say you support _____ (NAME OF CANDIDATE) strongly or not so strongly? If you had to vote today, toward whom would you lean?
Kulongoski 42
Saxton 25
Westlund 5
Starrett 2
Morley 1
Keating 1
Other [VOLUNTEERED] 1
Undecided 23