

MEMORANDUM

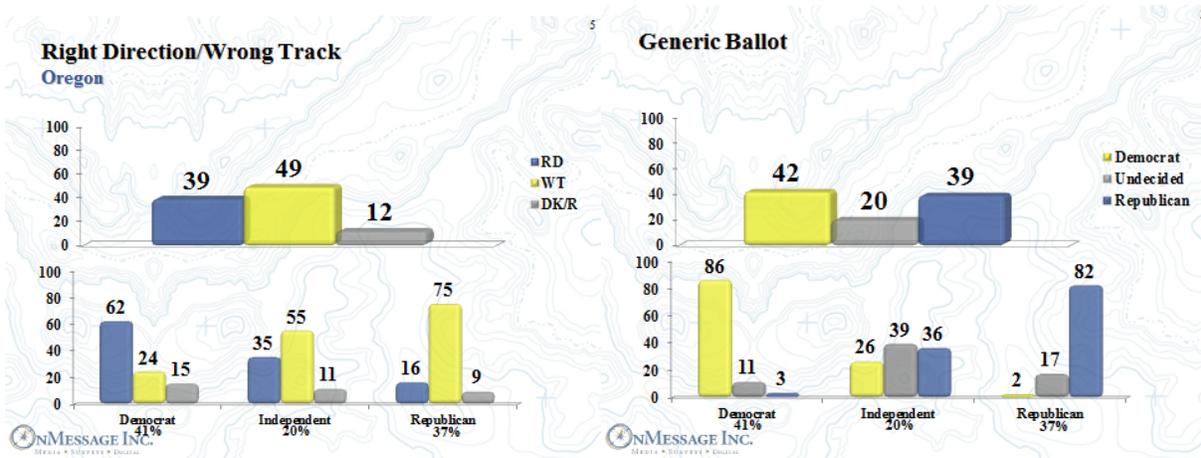
To: Republican Governor’s Association
From: Wes Anderson & Kayla Dunlap
Date: June 30, 2014
Re: Oregon Statewide – Memo

KEY FINDINGS

Conducted June 22nd through the 24th, this Oregon statewide survey yields a plethora of positive results for the RGA. To begin, the President’s ratings are upside-down, something that should not go unnoted in a historically blue state like Oregon. Democrat Governor John Kitzhaber is an incredibly vulnerable incumbent. In fact, his hard reelect is currently marred in the low thirties—worrisome by anyone’s standards. Pair both of these with an already anti-incumbent electorate that’s increasingly down on the President and everything he represents, and all roads point to a competitive race come November.

Political Landscape

Paralleling the national trend, pessimism about the direction of the country is overwhelmingly present as a full 70% of voters believe the country is off on the wrong track. And while the state’s ratings aren’t nearly as bad, 49% of voters are also inclined to believe Oregon is off on the wrong track, including 55% of Independents. This, combined with President Obama’s 45-50 unfavorable image rating and 54% disapproval rating leaves democrats with a mere 3 point advantage on the generic ballot, a ballot that should give Democrats a six or seven point advantage. Among Independents, it leaves them lagging on the generic by a significant 10 points. Furthermore, if that wasn’t indication enough of the steep uphill climb democrats are facing this cycle, Obamacare is underwater in Oregon by 13 points (42 -55).

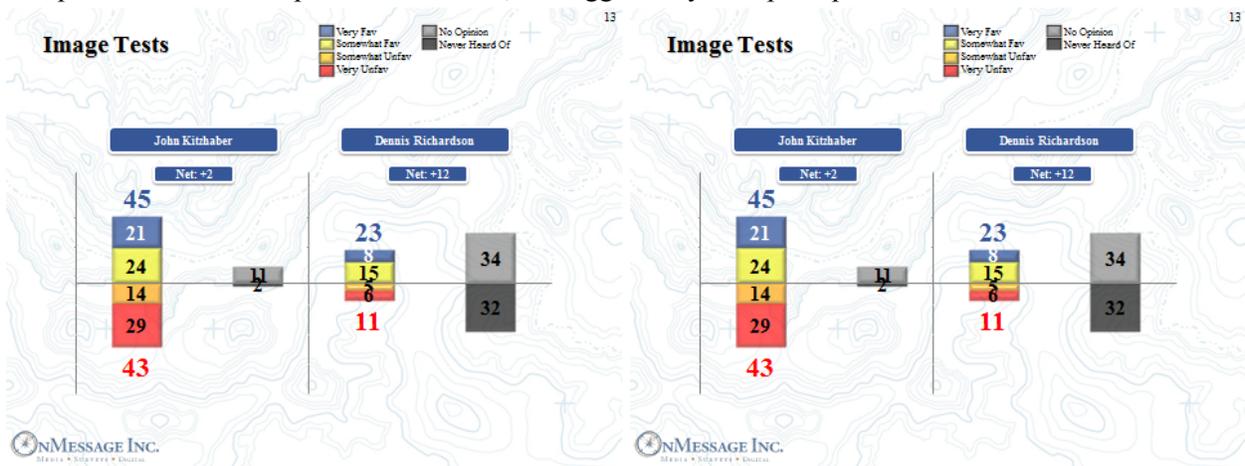


Obama Job Approval	<i>Total</i>	<i>Democrats</i>	<i>Independents</i>	<i>Republicans</i>	<i>Ticketsplitters</i>
Approve	44%	81%	35%	9%	38%
Disapprove	54%	18%	63%	89%	58%

Image Ratings

Governor John Kitzhaber is currently 1 to 1 on his image, receiving positive ratings from 45% of voters while another 43% view him negatively. At 47% unfavorable however, both Independents and ticketsplitters, are net unfavorable of the Governor. Job approval tells a similar story as Kitzhaber sits at a net + 5, 51-46 while a majority of Independents and ticketsplitters disapprove. The Governor’s re-elect is even worse with a mere 33% saying he deserves re-election. Even among Democrats, a near quarter believe it’s time to give someone else a chance.

Turning to the Republican candidate, while still largely unknown, Dennis Richardson sits right –side up on his image 23% to 11% respectively. More importantly, he maintains those positives among both Independents and ticketsplitters. That said, the bigger story here perhaps is candidate awareness.



Kitzhaber Reelect	<i>Total</i>	<i>Democrats</i>	<i>Independents</i>	<i>Republicans</i>	<i>Ticketsplitters</i>
Earned another term	33%	63%	24%	5%	19%
Give someone else a chance	55%	23%	60%	89%	62%

Initial & Informed Ballot

Governor Kitzhaber starts off in the low forties (42%) on the initial ballot while Richardson manages to receive a significant 38% of the vote—not ideal for a sitting incumbent, especially in today’s political environment. After the message testing series however, the Governor’s vote erodes by a notable 10% and leaves him down on the ballot 39% to 32% respectively with another 27% undecided.

Initial Ballot	<i>Total</i>	<i>Independents</i>	<i>Ticketsplitters</i>	<i>Men</i>	<i>Women</i>	<i>55 & Under</i>	<i>Over 55</i>
Dennis Richardson	38%	37%	42%	44%	33%	44%	35%
John Kitzhaber	42%	31%	25%	37%	47%	31%	50%
Undecided	16%	23%	31%	16%	17%	21%	11%
Informed Ballot	<i>Total</i>	<i>Independents</i>	<i>Ticketsplitters</i>	<i>Men</i>	<i>Women</i>	<i>55 & Under</i>	<i>Over 55</i>
Dennis Richardson	39%	37%	45%	42%	35%	46%	35%
John Kitzhaber	32%	17%	15%	28%	35%	21%	40%
Undecided	27%	36%	38%	26%	27%	29%	23%

Conclusion

Bottom line, thanks to the President and Obamacare, the current political environment remains increasingly favorable towards Republicans, and increasingly troubling for all Democrat incumbents including Kitzhaber. For Governor John Kitzhaber, being an incumbent amidst an extremely cynical electorate, means his re-election is anything but assured. The criminal investigation into Governor Kitzhaber's Cover Oregon and his gross mismanagement of the Columbia River Crossing bridge are tall obstacles for him to overcome with voters of all stripes. Republican candidate Dennis Richardson has a unique opportunity and is well positioned to pull off an upset if he has the resources to compete. With the proper resources and messaging, all signs point to a very tough reelect for Governor Kitzhaber in November.

METHODOLOGY

The following survey was conducted by OnMessage Inc. in Oregon. Telephone interviews were conducted on June 22-24, 2014. This survey consists of 600 likely voters and was stratified by county reflect historic voter trends. The margin of error for this survey is +/- 4.00%.

ABOUT US

Wes Anderson is a leading GOP pollster with 20 years of experience in opinion research. As a founding partner, Wes now leads the polling divisions of OnMessage Inc. and OnMessage Sports, providing political and corporate clients with a full spectrum of quantitative and qualitative opinion research products. You can read more about Wes Anderson at onmessageinc.com.