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August 11, 2014

TO: Charlie Pearce, Campaign Manager, Richardson for Governor

FROM: Bob Moore, Moore Information

RE: Oregon Voter Survey Results: Key Findings

Here are key findings from the survey likely voters in Oregon conducted by Moore Information for the Richardson Campaign.

Dennis Richardson and John Kitzhaber are in a statistical tie today; 41% are voting for Richardson and 45% for Kitzhaber with the remaining 13% undecided or voting for neither.

Kitzhaber's numerical lead on the ballot test is due to his advantage in name ID. Kitzhaber's image is 51% favorable, 39% unfavorable with 7% having no opinion and just 2% unaware, compared to Richardson's 20% favorable, 13% unfavorable, 24% no opinion and 44% never heard of. However, among voters with an opinion of both candidates, Richardson leads, 54-42%. As Richardson becomes more well-known his support on the ballot should increase.

A major problem for Governor Kitzhaber, he suffers from a poor reelect rating with 42% favoring his reelection and 53% indicating they favor a new person. Importantly, 57% of NA/other voters favor a new person.

Finally, the political environment is favorable to Richardson's candidacy. President Obama's performance rating is underwater (42% approve, 53% disapprove), similar to what is seen across the country and fully 55% of NA/other voters disapprove of Obama's performance.

Methodology

The survey was conducted August 5-7, 2014 among a representative sample of 500 voters in Oregon, using live telephone interviewers among both landline and cell phones. The sampling error is plus or minus 4% at the 95% confidence level.