
Memorandum

To: Oregon Working Families Party

From: Matthew Rey, Red Horse Strategies

Re: Positive Results of July Survey on Oregon State Bank and Party

Date: July 23rd, 2010

➤ **OVERVIEW**

A just-released survey of likely general election voters in House District 54 in Oregon, currently represented by freshman Democratic Representative Judy Stiegler, has positive news for both the Oregon Working Families Party and the Oregon State Bank concept. **Despite a polarizing electoral atmosphere, the Oregon State Bank proposal has broad support across voters among all subsets—across party, age, gender, years registered, and any other distinguishing variable.** Moreover, the Oregon Working Families Party’s championing of the Bank issue serves to aid potential candidates who would receive the nomination of the Party—**helping to solidify Democrats and reach across and pull support from wavering Republicans and non-affiliated voters.**

The poll, with a sample of 300 likely general election voters and a Margin of Error of 5.6%, clearly illustrates that the favorable ratings for the Oregon State Bank proposal (58-18%) outweigh that of both Democrat John Kitzhaber (51-30%) and Republican State Senator Chris Telfer (46-21%), who are both running Statewide.*

➤ **BREAKDOWN OF BANK/ OREGON WFP SUPPORT**

Voters across all groups strongly support the Oregon State Bank proposal, without respect to any demographic or political factors. Favorable support is highest with women (61-17%), voters aged 55-64 (61-18%), and most importantly, non-affiliated and third party voters (62-11%). There is NO subgroup of voters where the unfavorable rating for the Bank is above 25%, unlike both Kitzhaber and Telfer’s ratings. Finally, all subsets of Republicans strongly favor the proposal, as they support it 55-22% overall. Republican women favor it 52-19% versus male favorability at 57-25%. Older Republicans favor it by 51-24%, while younger Republicans aged

18-54 support it by a whopping 64-17% margin. Even Republicans who have voted in 3 or more statewide primaries, the most conservative of voting groups, favor the concept 53-22%.

At the same time, the Oregon Working Families Party's effort to promote the Oregon State Bank proposal immediately bolsters support for a candidate who gains their nomination. The basic information on the Party, its support of the bank, and its potential nomination of Representative Judy Stiegler accomplish three goals:

- **Pulls in more Non-affiliated and 3rd Party Voters:** As the Oregon State Bank is the most popular with non-affiliated and third-party registrants, there are 42% of Non-affiliated and minor party voters who consider voting for Stiegler when they learn of a potential WFP nomination. This represents a large uptick from her initial support with this constituency. In addition, immediately 26% of Undecided voters of all parties consider Stiegler, also a good sign.
- **Siphons some conservative and Republican supporters:** The Oregon Working Families Party does not limit itself in its appeal to just Democrats and non-affiliated voters, and its link with the Bank issue clearly brings 24% of Republicans to consider Stiegler when they learn of a potential WFP nomination (28% with female Republicans, 27% with Republicans over 55 years old, and 26% with non-prime Republicans). With Congler voters, 13% are willing to consider Stiegler and another 15% are Undecided after information about the Bank and the WFP nomination is briefly introduced to voters.
- **Consolidates the Democratic and candidate's base:** Among Democrats who voted in 3 or more primaries, 61% consider supporting Stiegler after the Bank and WFP questions, as opposed to 54% who prefer her in the head-to-head. In no circumstances does the introduction of the State Bank or the Working Families Party cost Stiegler support.

In addition to these breakdowns, the WFP nomination opens doors for other voters to consider Stiegler across all ages and genders, geographies, and voting history levels. It is clear that **the Oregon Working Families Party nomination is able to increase a candidate's vote share through aggressive advocacy of the popular Oregon State Bank issue and the cross-party votes that the WFP can bring in.**