

Public Opinion  
Research & Strategy

TO: Interested Parties

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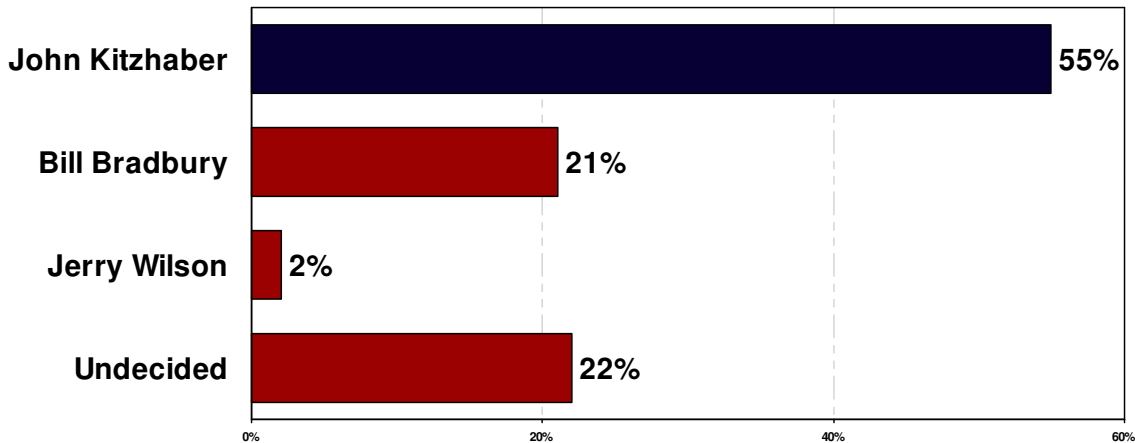
RE: Oregon Democratic Gubernatorial Primary Survey Results

DATE: February 16, 2010

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Our recent survey of likely Democratic primary voters shows former **Governor John Kitzhaber holding a substantial lead over his primary opponents, already exceeding majority support.** As shown in **Figure 1**, Kitzhaber currently garners 55 percent of the vote, while Bill Bradbury receives 21 percent.<sup>i</sup> Kitzhaber has a sizable lead among every major demographic and geographic subgroup of the Democratic primary electorate.

**FIGURE 1:**  
**Current Vote Preferences in the Democratic Gubernatorial Primary**



Kitzhaber's initial lead is built on broadly-shared and strongly-felt positive feelings among the Democratic primary electorate. Fully 69 percent of Democratic primary voters view Kitzhaber favorably, including 41 percent who say their view of him is "very favorable." Fewer than one in five Democratic primary voters (16 percent) have an unfavorable view of Kitzhaber. Bradbury is also well regarded, with 54 percent having a favorable perception and 13 percent unfavorable.

But Bradbury is less well-known to voters, and only one-quarter (25 percent) have a “very favorable” view of him.

In addition, Kitzhaber’s lead remains just as strong after voters learn more about the candidates. Survey respondents were read brief, purely positive descriptions of both candidates. After hearing this additional information, voters had nearly as favorable a view of Bradbury (84%) as of Kitzhaber (87%) – **and yet they continued to indicate a preference to vote for Kitzhaber in the primary election by an identical 55% to 21% margin.** This result demonstrates the firmness of primary voters’ support for Kitzhaber.

Taken together, the survey results indicate Kitzhaber has a commanding lead, rooted in long-held and strongly positive attitudes toward him among Democratic primary voters. The results show that even if Bradbury is able to get his message out with significantly more resources than his campaign has today, it will be difficult for him to erode Kitzhaber's nearly three-to-one lead.

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<sup>i</sup> **Survey Methodology:** From February 4<sup>th</sup> to 9<sup>th</sup>, 2010, Fairbank, Maslin, Maullin, Metz & Associates interviewed 554 likely Democratic primary voters in Oregon. The results have a margin of sampling error of plus-or-minus 4.2% at the 95 percent confidence level. Margins of error for subgroups within the sample will be higher.