



**To: Interested Parties**  
**From: Whit Ayres, Jon McHenry and Dan Judy**  
**Date: August 31, 2010**  
**Re: The State of the OR 05 Race**

---

Our polling, conducted for American Action Forum on August 23-26 & 29, 2010, with 400 likely general election voters, shows a competitive contest in the district. Despite Representative Kurt Schrader having 83 percent name ID (with a 34 to 24 percent favorable-unfavorable rating) compared to challenger Scott Bruun's 40 percent (11 to 7 percent favorable), Schrader is under 50 percent on the ballot, leading Bruun by a 44 to 36 percent margin.

Beyond the ballot test, the key results from the survey are:

- 1. The economy is the most important issue in an open-ended question while controlling government spending is almost as important in a closed-ended question.** In response to an open-ended question, 53 percent of voters name the economy as the most important issue (7 percent each say government spending and health care). When presented with seven options in a closed-ended question, 28 percent of voters say *"creating new jobs"* is most likely to affect their vote for Congress, 22 percent say *"controlling government spending,"* and 16 percent say *"making Washington, DC more accountable."*
- 2. Voters associate most of the tested positive characteristics with Schrader.** Voters say *"will promote policies that are good for the economy"* (27 to 23 percent), *"is honest and trustworthy"* (25 to 14 percent), *"will do the right thing to fix the health care reform bill"* (25 to 22 percent), and *"has new ideas that will change our country for the better"* (22 to 20 percent) better describe Schrader than Bruun. Bruun has the advantage on *"will fight to keep taxes low"* (27 to 19 percent), and *"will work to get government spending under control"* (23 to 21 percent).
- 3. Schrader's votes with Nancy Pelosi and support for ObamaCare are his greatest tested weaknesses.** Forty-three percent of voters say they would be much less likely to vote for Schrader because he *"votes with Nancy Pelosi and other House Democratic leaders ninety-five percent of the time"* (10 percent say they would be somewhat less likely to vote for him and 36 percent say it would have no real effect on their vote), and 41 percent would be much less likely to vote for him because he *"voted for ObamaCare, the Democratic health care reform bill"* (9 percent say somewhat less likely and 41 percent say no real effect). These voters oppose the health care reform legislation by a 50 to 41 percent margin.
- 4. Voters in the district view Barack Obama and Nancy Pelosi unfavorably.** President Obama draws a 46 to 47 percent favorable to unfavorable rating, while Speaker Pelosi draws a 31 to 55 percent rating.

### ***Methodology***

All respondents were selected randomly from a list of registered voters in the district, and indicated they are likely to vote in the elections for Congress this fall, and interviews were conducted by live interviewers. Quotas were set by gender, age, and county consistent with past participation. The margin of error is  $\pm 4.90$  percent when respondents split evenly on a question.