



**MEMORANDUM**

**TO:** INTERESTED PARTIES  
**FROM:** TYLER HARBER, PRC  
**SUBJECT:** OREGON CD4 IS IN PLAY  
**DATE:** OCTOBER 14, 2010

Wilson Research Strategies was commissioned by Concerned Taxpayers of America (CTA) to survey and track the political environment in Oregon's 4<sup>th</sup> Congressional District. WRS fielded a survey October 4-5, 2010 of n=300 Likely Voters via live operators. The survey's sample is demographically and geographically representative with a margin of error of ±5.6% in 95 out of 100 cases.

**Key Findings**

- **Voters in the 4<sup>th</sup> district narrowly prefer the Republican candidate on the generic ballot.**
  - Republican candidate 45%
  - Democratic candidate 44%
  
- **Despite winning his district with 82% in 2008, Peter DeFazio is now at 48% on the ballot.**
  - DeFazio's challenger, Art Robinson, is now within striking distance of the 24-year incumbent
    - **Ballot Test (margin of error = ±5.6%)**
    - DeFazio 48%
    - Robinson 42%
  
- **Robinson is winning among voters who have heard of both candidates and have formed an opinion of both Robinson and DeFazio.**
  - |                 | Voting<br>DeFazio | Voting<br>Robinson |
|-----------------|-------------------|--------------------|
| Heard of Both   | 42%               | 48%                |
| Opinion of Both | 46%               | 50%                |
  
- **DeFazio's lead on the ballot has a lot to do with the fact that Robinson is not as well known, but Robinson is gaining name recognition and ballot strength as we get closer to Election Day.**
  - DeFazio is not breaking 50% on the initial ballot despite holding a significant lead in name recognition over Robinson.
    - DeFazio 99% heard of/93% have opinion
    - Robinson 88% heard of/70% have opinion



- **DeFazio's support from Democratic voters trails the support that Robinson enjoys among Republicans indicating that DeFazio is experiencing problems with his base.**
  - Democrats voting for DeFazio 76%
  - Republicans voting for Robinson 82%
  
- **Nancy Pelosi is an albatross around DeFazio's neck.**
  - Voters in the 4<sup>th</sup> district hold a very negative opinion of Speaker Pelosi.
    - Favorable of Pelosi 35%
    - Unfavorable of Pelosi 56%
  - Despite trying to sell himself to voters as an "independent," DeFazio can't shake his partisan association to Pelosi as voters who are unfavorable of Pelosi are also overwhelmingly voting against re-electing DeFazio.
 

	Voting	Voting
	DeFazio	Robinson
Unfavorable of Pelosi	19%	71%

## **Conclusion**

All the data indicates that Peter DeFazio is extremely vulnerable, and that a traditionally safe-Democratic seat is in play. There is no doubt that this is now a toss-up race.

## **About Wilson Research Strategies**

Since 1998, WRS has been a leading provider of political polling for campaigns from Mayor and City Council to Governor and U.S. Senate in 47 states and several foreign countries. In 2007-2008 alone, WRS conducted polling in 252 races for campaigns, caucuses and independent expenditures efforts. Overall, WRS has worked for over 100 current and former Republican members of Congress.

WRS's corporate research arm has provided market research to more than 100 of the Fortune 500 and to hundreds of small and medium businesses nationwide.

## **Additional Information about the Survey**

For additional information about the survey and the findings, please contact WRS Vice President/Director of Political Research Tyler Harber at 202-470-6300 or via email at [tharber@w-r-s.com](mailto:tharber@w-r-s.com).