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October 12, 2006

TO: Interested Parties

FROM: Bob Moore and Hans Kaiser

RE: Recent Poll Shows Oregonians Holding Senator Smith in High Esteem

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A recent survey of Oregon voters shows the electorate widely impressed with U.S. Senator Gordon Smith.

Today, Senator Gordon Smith's image among the voting public is an impressive 66% favorable, 19% unfavorable, with the remainder having no opinion (11%) or never heard of Smith (4%). Importantly, these positive ratings for Smith today are not limited by region, gender or age, as voters throughout the state view him in a positive light (even in Multnomah County) and his image scores among men and women are equally impressive (his favorable ratings exceed 60% among both). Additionally, majorities among all age groups have a favorable impression of Smith today, with his highest marks coming from Oregon's seniors, among whom fully 75% have a positive impression of him today.

Smith's continued efforts to work in a bi-partisan, cooperative approach in the Senate are evidenced by the fact that he receives positive marks from not only a wide majority of Republican voters in the state, but also generates majority positive reactions from Democrats and non-affiliated voters.

### Senator Gordon Smith Image

	<b>Favorable</b>	<b>Unfavorable</b>	<b>Net Favorable</b>
<b>All voters</b>	<b>66%</b>	<b>19%</b>	<b>+47%</b>
<b>Region</b>			
Multnomah County	45%	37%	+8%
Clackamas/Washington Counties	76%	15%	+61%
Willamette Valley	65%	19%	+46%
Southwest	67%	13%	+54%
East	76%	12%	+64%
<b>Party registration</b>			
Republicans	79%	9%	+70%
Democrats	58%	28%	+30%
Independents	53%	23%	+30%

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At the same time, Oregonians' impressions of the President closely mirror those of the nation as a whole. In Oregon, 40% have a favorable impression of Bush, while 56% have an unfavorable impression. The most recent national polls show Bush's image scores at 42% favorable/55% unfavorable (*USA Today*/Gallup Poll, October 6-8, 2006).

*The survey was conducted September 26-27, 2006 among a representative sample of 500 likely voters, statewide. The sampling error is plus or minus 4% at the 95% confidence level.*

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