TO: Emily's List

FROM: Lisa Grove and Stephanie Schwenger

RE: Findings from a Survey of 400 Voters in Washington Congressional District 8

DATE: September 25, 2006

Grove Insight conducted a telephone survey of 400 registered voters in Washington Congressional District 8. A listed voter file sample was used and voters were screened to be likely to participate in the 2006 general election. Interviews were conducted September 18 - 21, 2006. The margin of error for the sample is plus or minus 4.9 percentage points at the 95% level of confidence. Throughout this report, we refer to "younger" and "older" voters. "Younger voters" are defined as under the age of 50 and "older voters" are defined as over the age of 50.

Burner Is in Better Standing than Reichert With Eighth District Voters Even Though She Is Less Well Known.

Despite incumbency (rather, because of it) Dave Reichert enters this race from a position of weakness. The job he's done as Congressman has failed to impress his constituents. They offer him a net negative job approval rating (40% positive, 46% negative). While it is the case that he is quite well

Favorability & Job Performance Ratings			
	Favorable	Unfavorable	No opinion/ Never heard	Ratio
Burner	33%	13%	54%	2.5 to 1
Reichert	46%	35%	20%	1.3 to 1
	Positive	Negative	Don't know	Ratio
Reichert	40%	46%	13%	0.9 to 1

known in his district and holds a significant advantage over Burner in name identification (46% Burner, 81% Reichert), he has not made many friends. More than four out of five voters can identify him, but his ratings are unimpressive (46% favorable, 35% unfavorable).

In contrast, Darcy Burner, while less well-known, receives very respectable ratings from Eighth District voters (33% favorable, 13% unfavorable). She counts high propensity voters among her biggest fans. Her detractors are mostly Republicans, but even those gather in small numbers.

Burner has significant opportunities to grow in her name identification among younger voters (especially women), parents, the less well-educated, and residents of Pierce County and Legislative Districts 25/33/45 and 41. Introducing her to these voters with a positive message will help boost her performance. Indeed, almost 70% of Congressional undecideds know little about her.

The Race for Congress Is Currently Too Close to Call.

Burner and Reichert are running neck and neck. Burner obtains support from 43% of voters, while Reichert garners 44% of the vote. Each candidate receives "strong support" from about one-third of voters. Few voters – 13% – are still undecided. With the right resources, Burner could successfully beat the incumbent.

Burner-Reichert Head-to-Head		
Burner, strongly	34%	**43%**
Burner, not strongly	4%	
Undecided, lean Burner	5%	
Undecided	13%	
Undecided, lean Reichert	4%	
Reichert, not strongly	8%	
Reichert, strongly	32%	**44%**

Burner continues to consolidate her Democratic base and she has room to grow her vote simply by capturing support from her partisans.

The Political Environment Is Pro-Democrat, Anti-Bush

There is more good news for Burner. In a generic congressional match-up, District 8 voters favor the Democratic candidate over the Republican candidate by a margin of 10 percentage points (44% Democrat, 34% Republican).

Further proof that the mood is right for a Democratic victory here in the Eighth Congressional District is that Bush is in horrible standing. His favorability ratings are poor (36% favorable, 59% unfavorable) and his job approval ratings are even worse (28% positive, 71% negative).