



CONFIDENTIAL MEMORANDUM

Date: October 23, 2006
To: The Burrage Campaign
From: Andrew Myers

The Burrage Juggernaut A Survey of 400 Likely Voters in Oklahoma Senate District 2

There's little but good news for Democrat Sean Burrage today in Oklahoma's 2nd State Senate District, and the contest for control of this open seat has moved to an 11-point lead for Burrage against his Republican opponent Ami Shaffer, 51 to 40 percent.¹ In a simulated model, where undecided voters are allocated based on their self-described partisan leanings, Burrage's vote share grows to 54 percent. Notably, it is rare that we see a candidate move above majority level in an open seat contest so far from Election Day, at least one that has been labeled competitive, and particularly in a contest where two political newcomers are facing off. Nonetheless, today Burrage has a solid edge among Democrats, 86 to 9 percent, and quite remarkably Shaffer is in trouble among her own partisan base, where Burrage attracts the support of two-in-ten registered Republicans, 20 to 71 percent. More importantly, Burrage bests Shaffer among independents by a whopping 23-point margin, 50 to 27 percent.

Burrage's edge here is clearly built on his solid personal standing among this electorate, which is profound. Burrage's favorable-to-unfavorable ratio is a strong three-to-one, with 48 percent of the electorate giving him warm, positive ratings, while just 16 percent give him cool, unfavorable ratings. Fully seven in ten voters can identify him (71 percent).

In stark contrast is Republican Ami Shaffer's current personal standing. Shaffer is slightly better identified than Burrage (76 percent identify), but she earns a much more tepid one-to-one favorable-to-unfavorable ratio with 35 percent warm, favorable ratings to 31 percent cool, unfavorable ratings. Clearly Shaffer has been unable to connect with this electorate while Burrage has inspired them.

¹ The survey was conducted by Strategic Services, LLC between October 18 - 20, 2006 among 400 likely November 2006 voters. Interviews were conducted by professional interviewers and were overseen by Strategic Services staff. The data were stratified by the expected contribution to the total projected November 2006 vote. Fifty-one percent of the sample are registered Democrats, 41 percent are registered Republicans and 7 percent are unaffiliated. The margin of error associated with this survey is +/- 4.9 percent at a 95 in 100 percent confidence level. The margin of error is greater among subgroups.

Indeed, one of the most striking findings in this survey is that Burrage's strong edge in personal standing today translates into strong advantages against Shaffer on voters' perceptions of which candidate they trust to do a better job on the key issues and overall broader perceptions of the candidates. As demonstrated in the table below, Burrage has double-digit margins across the board in trust to deal with issues as diverse as illegal immigration, health care and education as well as sharing voters' values and their views on most issues.

Comparative Candidate Battery Candidate Trust On The Issues²		
	Pct. Burrage - Pct. Shaffer	Net Burrage - Shaffer
Being moderate, not extreme	47 - 33	+14
Sharing your values	47 - 34	+13
Health care	47 - 35	+13
Sharing your views on most issues	47 - 35	+12
Education and the schools	47 - 35	+12
Illegal Immigration	44 - 34	+10

Clearly Burrage has seized the momentum and control of this contest while at the same time earning these voters' trust. He has racked up endorsement after endorsement, which has been equally reflected in his ability to significantly outpace Shaffer's fundraising, allowing him to dominate the communications. All in all Burrage has built a juggernaut that is likely unstoppable as he enters the final two weeks of this contest.

² Question wording was as follows: "Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me which candidate would do a better job with that (ROTATE) Democrat Sean Burrage or Republican Ami Shaffer. " (FOLLOW UP) Is that much better or somewhat better?"

About Strategic Services

Strategic Services, LLC was founded in 2001 and since that time has polled in more than 600 political contests across the nation, as well as for a variety of national interest groups, labor unions and corporations. Since its inception, Strategic Services has served as the principal pollster to the national Democratic Legislative Campaign Committee (DLCC), and in the 2006 Election Cycle is serving as the principal pollster to the Democratic Governor's Association (DGA) working on their independent expenditures in more than a half-dozen races across the country.

In 2004 no other pollster in the nation won more targeted races and legislative control for Democrats than Strategic Services. In "red states" Strategic Services' clients in the Colorado House won 15 of 16 targeted races and delivered control of the Chamber for Democrats for the first time in 44 years; Strategic Services clients in the Montana State House and Senate won outright control of the State Senate, and tied the House for the first time in over a decade; Strategic Services clients in Iowa defeated 4 Republican incumbents and tied the State Senate and Democrats now trail Republicans in the State House by just one seat. And even in Ohio, Strategic Services clients in the State House made their first gains since 1982, winning three exurban seats that were all carried by Bush by strong double-digit margins. In "blue states" Strategic Services helped Democrats in the Oregon Senate move their Chamber from a tie to an outright majority; in the Washington House Strategic Services helped Democrats expand their majority, and in the Washington Senate Strategic helped deliver majority control for Democrats. All in all, across 165 state legislative clients in 2004 Strategic Services helped reelect 98 percent of Democratic incumbents, defeated 37 percent of Republican incumbents, won 70 percent of all open Democratic districts, and won 50 percent of all Republican open seats.

Andrew Myers is President and CEO of Strategic Services and is a campaign veteran with well over a decade of experience in survey research and winning tough campaigns for Democrats. Prior to founding Strategic Services, Myers was Senior Analyst at Greenberg Quinlan Research, a leading Democratic polling firm based in Washington, DC. There he led the domestic team on races at every level - from presidential and statewide campaigns to local and mayoral contests. To date, Myers has polled in more than 1,000 individual contests in nearly every state in the nation, as well as conducting numerous national studies.

Myers has been named a "rising star" of politics by *Campaigns and Election* magazine, and he frequently lectures students at the George Washington University Graduate School of Political Management on qualitative and quantitative research methods for campaigns. Myers attended Columbia University and the University of Connecticut, Storrs. Myers graduated Cum Laude with a triple major in history, political science and Latin American studies. He is a member of Phi Beta Kappa and is a recipient of the George A. Mugge Award for history and political science.