



TO: Interested Parties

FROM: Amy Simon, Goodwin Simon Strategic Research

RE: Portland Citywide Survey of Likely May 2012 Primary Voters

DATE: March 15, 2012

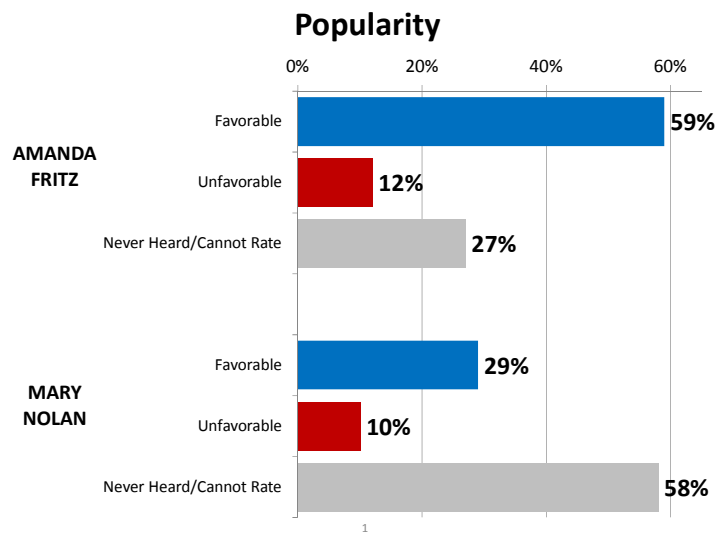
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*Methodology: These findings are based on a live interviewer telephone survey of 402 likely May 2012 Portland Primary Election voters, conducted March 9-12, 2012. We also compare the March 2012 results to a survey of 403 likely May 2012 voters, conducted October 2-5, 2011. Both surveys have a margin of error of +/- 4.9%.*

A recent Portland citywide telephone survey of likely May 2012 primary election voters shows incumbent Portland City Commissioner Amanda Fritz has strengthened her lead over State Representative Mary Nolan since October 2011. Commissioner Fritz continues to enjoy greater popularity and now has a 34-point lead over her largely unknown challenger State Representative Nolan.

Among likely May 2012 primary election voters, Amanda Fritz is both more well-known and viewed more favorably than her competitor, Mary Nolan. Nearly six in ten voters (59%) have a favorable opinion of Fritz, an increase of 12 points since October 2011, while just 12 percent have an unfavorable opinion, a decrease of four points since October 2011, giving her a very strong favorable to unfavorable ratio. Only nine percent of voters say they have never heard of Amanda Fritz while another 18 percent say they have heard of her but are not able to rate her. Thus, Fritz is well known for a sitting City Commissioner and has a very positive image among most voters.

In marked contrast, just 29 percent of likely voters say they have a favorable opinion of Nolan, an increase of only seven points since October 2011 when her favorable rating was 22 percent, and fully 30 points less than Amanda Fritz's favorable ratings (59% to 29%). Nolan's name recognition has improved slightly since October 2011 when seven in ten (71%) voters had no opinion of her. Currently, 58 percent of likely primary voters do not know enough about Nolan to have an opinion of her - 30 percent say they have heard of Nolan but are unable to rate her, and another 28 percent of voters say they have never heard of Mary Nolan. In the current survey, ten percent say they have an unfavorable opinion of Nolan, an increase of three points since October 2011.



In head-to-head competition for Portland City Council, Position One, Amanda Fritz leads Mary Nolan by a 34-point margin, up from a 26-point lead in October 2011, with a total of 44 percent of likely voters saying they would vote for Amanda Fritz and just 10 percent saying they would vote for Mary Nolan. Another 43 percent of likely voters are unsure. The other three candidates on the ballot share less than one percent support among likely voters.

Commissioner Fritz has a commanding lead across the board among Democrats, Republicans, and Independents. For example, she leads by 36 points among Democrats.

Just as in October 2011, likely voters in the area that should be Mary Nolan’s geographic base – Portland’s city center/West side region – choose Fritz over Nolan by a substantial margin. Among voters in the Central City/Westside region (House Districts 27, 33, 35, 36, 38), Fritz leads Nolan by a 17-point margin (38% Fritz, 21% Nolan, 41% unsure).

### Portland City Council, Position 1

