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CELINDA C. LAKE  
President

## MEMORANDUM

ALYSIA R. SNELL  
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To: Interested parties

MICHAEL J. PERRY  
Partner

From: Lake Research Partners

DAVID MERMIN  
Partner

Subject: Recent polling data in Washington's 8th Congressional District

DR. ROBERT G.  
MEADOW  
Partner

Date: June 9, 2006

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DANIEL R. GOTOFF  
Partner

The latest Lake Research Partners survey<sup>1</sup> of likely voters in Washington's 8th District shows **Republican Dave Reichert vulnerable to a challenge from Democrat Darcy Burner.**

JOSHUA ULIBARRI  
Vice President

With enough resources to communicate Burner's strong messages, inform voters about Reichert's voting record, and drive home the potent theme of Burner having the priorities of the people in Washington's 8<sup>th</sup>, not of the Bush/Cheney agenda, this seat is entirely winnable.

ROBERT S. SPRIGGS  
Chief Financial Officer

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- **Bush's job performance rating has plummeted to 26%** (good or excellent) versus 73% (just fair or poor) with a majority (53%) rating his job performance as *poor*. Bush is extremely unpopular in the district, and tying Reichert to the Bush agenda drives voters to Burner.
- **Reichert's own job performance rating is just 39%** (good or excellent versus 43% just fair or poor), for a net negative job performance rating (-4%). The Republican-controlled Congress has even worse ratings in the district (21% good/excellent, 75% just fair/poor). Together, these low ratings foreshadow a strong desire for change among Washington 8<sup>th</sup>'s voters.
- **Reichert's reelect numbers fell to 33%, a drop of 1% from Lake Research Partners polling conducted in October '05.** The remaining two thirds of the electorate would consider voting for someone else, vote to replace Reichert, or

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<sup>1</sup> These findings are based on 500 completed interviews with a random sample of likely November 2006 voters, with an oversample of 100 interviews among voters in the southern part of the district. Interviews were conducted from May 15-21, 2006. Sampling error is +/- 4.4% within the total likely voter category.

aren't sure. This is despite the fact that he has sent 6 pieces of franked mail in the last 6 months, which has clearly buoyed his numbers and solidified his base.

- **Independent voters disapprove even more of the job performances of Reichert, Bush, and the Republican-controlled Congress.** Among independent voters, Reichert's job rating is weak (37% good/excellent, 43% just fair/poor). Similarly, independents are more frustrated with Congress (15% good/excellent job, 80% just fair/poor job) and President Bush (21% good/excellent job, 78% just fair/poor job) than the electorate as a whole. These voters are dissatisfied and open to someone new.
- **With no paid communication, Burner has raised her name recognition 18% to 46%.** Voters respond positively to her biography as daughter of an Air Force veteran and a public school teacher who put herself through college and went on to a successful career at Microsoft. Her message of running for Congress to change the direction of the country is very compelling.

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For more information on this Lake Research Partners survey, contact Celinda Lake at 202-776-9066 or David Mermin at 510-286-2097.