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To: Interested Parties
From: Celinda Lake, Daniel Gotoff, and Ron Eckstein, *Lake Research Partners*
Subject: Latest Poll Results in OK-02
Date: June 21, 2010

A recent survey of likely Democratic primary voters in Oklahoma’s 2nd Congressional District¹ reveals that support for incumbent Congressman Dan Boren is noticeably soft, and voters leave him in dramatic numbers once they learn they have an alternative in Jim Wilson.

Voters’ ambivalence about Boren is highlighted by the fact that fewer than half (48 percent) of Democratic primary voters say they will vote to re-elect him, a danger sign for any incumbent.

With nearly universal name recognition, Boren begins the race with a substantial lead over State Senator Jim Wilson in the Democratic primary, 62 percent to 17 percent, though just 39% of voters are supporting Boren strongly.

As soon as we simulate an engaged communications environment, providing voters with profiles for the two candidates, the race tightens significantly. After voters hear statements from both candidates, support for Boren drops to 48 percent and Wilson’s support doubles to 34 percent.

After learning more about Boren’s record in Congress, the race quickly becomes a statistical dead heat, with 42 percent supporting Boren and 39 percent supporting Wilson.

OK-02 DEMOCRATIC PRIMARY: BOREN VS. WILSON		
Initial Trial Heat	Informed Trial Heat	Final Trial Heat
Boren: 62%	Boren: 48%	Boren: 42%
Wilson: 17%	Wilson: 34%	Wilson: 39%
Undecided: 22%	Undecided: 17%	Undecided: 19%

Voters are most concerned about Boren’s support for abolishing the progressive income tax system and replacing it with a national sales tax. This raises doubts about Boren among 59 percent of voters and *serious* doubts among 45 percent.

¹ Lake Research Partners designed and administered this survey of 400 likely July 2010 Democratic primary voters in OK-02. The survey was conducted by telephone, using professional interviewers, June 14 – 17, 2010. The overall margin of error for this survey is +/-4.9%.

“Boren is a sponsor in Congress of a Republican proposal to abolish income taxes and replace them with a 30 percent national sales tax on everything you buy, even food and clothing. This means for every \$100 you spend, your total bill will be \$130, even before having to pay state and local sales taxes.”

Voters are also very concerned that Boren has gone Washington and is out of touch with Oklahoma. After hearing about his votes to raise his own pay and take junkets around the world, 63 percent have doubts about Boren and 43 percent have *serious* doubts about him.

“Dan Boren has gone Washington and is out of touch with Oklahoma. He’s repeatedly voted for pay raises for himself. And while our families struggle, he’s taking luxury trips around the world, paid for by our tax dollars.”

After learning that Boren voted against the G.I. Bill and raising benefits for veterans, 56 percent of voters had doubts about Boren and 43 percent had *serious* doubts about him.

“Our troops deserve our utmost support and respect. But Dan Boren voted against the G.I. bill, and against increasing benefits for veterans who served our country, including providing health care coverage for our veterans, college tuition for our veterans, and extending them unemployment insurance.”

And when voters learned that Boren supported the Bush tax cuts for the wealthiest 1 percent of Americans, 62 percent had doubts about him and 42 percent had *serious* doubts.

“Boren voted to extend the Bush tax cuts for the wealthiest 1%, which shifted more wealth away from the middle class and to the super rich than ever before.”

The movement in this poll shows that Boren’s support is a mile wide and an inch deep. Given Boren’s out-of-the-gate attacks ads against Wilson, one can assume that Boren’s own polling shows similar vulnerability. The bottom line: voters in OK-02 are not committed to voting for Boren; as soon as they have a choice between him and Jim Wilson, his support craters and the Primary quickly becomes a neck-and-neck race.