

ADVISORY MEMORANDUM

TO: Interested Parties
FROM: Alan Secrest
DATE: September 20, 2006
RE: Upset Opportunity... 31st Senate District

BROWN VS. VINEHOUT IN A STATISTICAL DEAD HEAT

Mid-September (Sept. 16-17) polling in Wisconsin's 31st Senate District (n=404, error margin ± 4.9 points) on behalf of the Wisconsin Senate Democratic Caucus offers huge encouragement for Wisconsin Democrats and Democratic candidate Kathleen Vinehout.

- Democratic challenger Kathleen Vinehout ALREADY holds Republican incumbent Ron Brown to a statistical tie in the survey's initial trial heat: 46% Brown, 42% Vinehout, 12% undecided... despite Brown's 78% to 43% advantage in name recognition.
- Vinehout is more popular among those who recognize her (50% positive, 12% negative) than Brown is among those who recognize him (46%, 28%).
- More voters criticize Brown's job performance as Senator (41% negative) than praise it (39% positive), including a 2:1 ratio of 'poor' to 'excellent'

scores (14% poor/7% excellent).

- Small wonder that those 31st District voters who recognize BOTH candidates prefer Vinehout by a 57% to 38% margin!
- And all this occurs against a backdrop where Jim Doyle enjoys a 2:1 lead (60% to 30%) over Mark Green!

CONCLUSION

On issue after issue, Ron Brown has aligned himself with Madison insiders, ideologues in the Republican majority, and corporate special interests at the expense of most of his constituents. If faced with an appropriately funded campaign that even partially levels the playing field for name identification, Brown will be hard pressed to secure reelection.