

LONE STAR PROJECT

Fighting Back... with Facts



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Brimer in Panic Over LSP Poll

Cold Sweat Senator Ducks the Facts, Issues Misleading Response

Rather than cite a single accomplishment or offer a substantive response, State Senator Kim Brimer called on special interest lobbyist and political hired gun, Bryan Eppstein, to issue a panicky response to the recent Lone Star Project Poll showing Brimer vulnerable to a mainstream Democratic challenger in SD10.

The [Lone Star Project poll](#) exposed Brimer as virtually unknown in Senate District 10 and showed him saddled with an ethics scandal along with a weak running mate in John Cornyn. A secure incumbent will typically ignore a third party poll of this type and begin diligently communicating with voters and working to overcome weaknesses. Conversely, an insecure incumbent offers up misleading denials and lame excuses. Brimer's denials and excuses are below, followed by Lone Star Project facts.



[\(Click for a detailed Map\)](#)

Brimer Misleading Stat:

"the average Republican Statewide candidate including Gov Perry's 39% vs Democrat opponents was 55%." (Source: Brimer Press Release, August 9, 2007)

Lone Star Project Fact: Interestingly, Brimer chose to cite a statistic that actually reflects the relative Democratic strength in SD10. Rick Perry received 38.7 percent of the vote in SD10, which is .06 percent LESS than his statewide average. Conversely, Chris Bell, running without resources and with no political organization in Tarrant County, received 34.4 percent of the vote, which is 4.4 percent HIGHER than his statewide average.

2006 TX Governor's Race			
	SD10	Statewide	Difference
Perry	38.7%	39.3%	-0.6%
Bell	34.4%	30.0%	4.4%

(Source: Texas Legislative Council)

Brimer should be more concerned when he examines down ballot and local races in SD 10. Relatively unknown Democratic Supreme Court Candidate William Moody received 47.3% of the vote in SD10 in 2006 and Tarrant County District Attorney Candidate Terri Moore received 49.4 percent of the vote. When those same percentages are applied to a 2008 turnout model, Moore's number hits 50 percent.

	Supreme Court - 2	Tarrant County DA
	Moody (D)	Moore
2006 Actual	47.30%	49.4%
2008 Projected	47.6%	50.0%

(Source: TX Secretary of State, Tarrant County Board of Election, NCEC)

Brimer Misleading Stat:

"based on 2006 election returns, State Senate District 10 is strongly a Republican District. US Senator Kay Bailey Hutchison received 62%." (Source: Brimer Press Release, August 9, 2007)

Lone Star Project Fact: All this stat shows is that Kay Bailey Hutchison is a lot more popular than Kim Brimer. It certainly does not eliminate the chance of a Democratic victory. In fact, in a number of districts won by Democrats in 2006, Senator Hutchison received equally high support. For example, Kay Bailey Hutchison received more than 62 percent of the vote in HD32 won by Democrat Juan Garcia and HD85 won by Democrat Joe Heflin. A more accurate comparison would be with Texas' Junior Senator John Cornyn, who received a miserable 31.6 percent favorable rating that was in fact HIGHER than the 18.3 percent favorable rating earned by Brimer. (Source: LSP Poll, SD10 General Election Survey - May, 2007)

Brimer Misleading Stat:

"The collective Republican Congressional vote vs Democrat opponents was 58%." (Source: Brimer Press Release, August 9, 2007)

Lone Star Project Fact: Again, Brimer cites a statistic that shows relative weakness rather than strength. Based on this stat, the precincts that make up SD10 are collectively WORSE than the Congressional Districts themselves. In fact, the average Republican performance in the Congressional Districts is 63.4 percent, which is 5.7 percent HIGHER than the precincts that make up SD10. Moreover, not a single Democratic challenger in Tarrant County was able to run an adequately funded campaign. All Democratic challengers combined raised and spent less than \$65,000. (Source: Federal Election Committee)

Brimer Misleading Stat:

"The collective Republican vote for Republican state rep candidates vs Democrat state rep candidates was 55%" (Source: Brimer Press Release, August 9, 2007)

Lone Star Project Fact: This is perhaps the most dishonest stat. The Eppstein

Group added up the State Representative totals regardless of whether the race was a Democrat vs Republican or Republican vs. Libertarian. A number of GOP State House Members, such as Rep. Todd Smith in HD92, had no Democratic challenger at all, which skews the overall average to a point that it is meaningless.

Brimer Misleading Stat:

"Recent polling in August 2007 has found that 57% of State Senate District 10 voters feel the new Democratic Majority in Congress is 'headed in the wrong direction.'"
(Source: Brimer Press Release, August 9, 2007)

Lone Star Project Fact: This statistic is similar to a CNN poll that showed while 49 percent of the country disapproved of what congressional leaders have done since January, "57 percent said they believe Democratic control of Congress is good for the country, as opposed to 31 percent who said it is not." (Source: CNN, June 29, 2007)

Brimer Misleading Stat:

"However, he [Eppstein] added that since Brimer's first election in 1988, Brimer campaigns have discovered that most voters are only familiar with the incumbent's name by reading it in newspapers, signs or mailers. When the campaigns would poll or do phone banking, they took care to spell Brimer's name. Apparently, half the world thinks it is pronounced Brimer and the other half thinks it is pronounced Brimmer"
(Quorum Report, August 9, 2007)

Lone Star Project Fact:

We say Brimer, they say ... Brimmer?

Perhaps the most preposterous excuse Brimer gives for his terrible name identification and favorability score is that his constituents can't pronounce his name. First, the Lone Star Project took care to identify Brimer as "State Senator Kim Brimer" in the poll. Brimer can't expect people to believe that voters in SD 10 somehow think that there is a "Senator Brimmer" out there but then not recognize a "Senator Brimer." What's more, by acknowledging a problem that existed in 1988 and then never correcting it, Brimer further reinforces the view that he is out of touch and unconcerned about the voters he represents.



What is Brimer Hiding?

Clearly, Kim Brimer has conducted his own poll in SD10. His hired guy Bryan Eppstein recently, "called the poll's methodology flawed and said the campaign's own polling shows Brimer polling strong in his district." First, the Lone Star Project Poll used proven, professional methodology standard in the polling profession. The sample was drawn from expected voters and accurately reflects racial and geographic turnout in a Presidential year general election. **Brimer's admission that he has seen polling data, but his reluctance to make public any substantive information from the poll, leads us to believe that his own polling exposes the same weaknesses identified in the LSP poll.**

Wrap Up

Neither the Lone Star Project nor any other credible organization is arguing that SD10 is a strong Democratic District. Instead, we have demonstrated through responsible polling and research that Kim Brimer has squandered nearly 20 years of public service by failing to represent and communicate effectively with those he represents. Recent voting history in SD10 and similar districts within the same media market indicate that Brimer is clearly vulnerable to a Democratic challenger who is able to build a coalition of Democratic partisans, independent voters and some "soft" Republicans. Brimer's refusal to acknowledge his own political circumstances and instead issue panicky and misleading statements is further indication that he may not be up to a strong challenge.

Full Quorum Report Story

HOW TRANSITIONAL IS THE BRIMER DISTRICT?

The district is solidly Republican, especially with Hillary at the top of the ticket say Brimer team

Since the last legislative session began, low talk at the Capitol has been that Senator Kim Brimer (R-Fort Worth) was facing the same demographic trends and scandal talk that ultimately defeated veteran Republican House member Toby Goodman.

Those fires were stoked yesterday by a Lone Star Project sponsored Opinion Analyst poll suggesting that Brimer's name ID was subterranean (49.7% had not heard of him), the kiss of death for a public official.

The release from the Lone Star Project was originally posted in yesterday's Executive Summary and can be found [here](#).

According to their release, only 27.4% were ready to re-elect the incumbent with 25% approving of an as of yet un-named Democrat. The Lone Star Project also argues dismal Republican top of the ticket approval numbers (42.9% for Bush, 31.6% for Cornyn) likely means no coattails for Brimer.

Not so fast said Brimer's consultants.

In a memo received this afternoon from the **Eppstein Group**, Brimer spokesman **John Shults** said, "based on 2006 election returns, State Senate District 10 is strongly a Republican District. US Senator **Kay Bailey Hutchison** received 62%. The collective Republican Congressional vote vs. Democrat opponents was 58%. The collective Republican vote for Republican state rep candidates vs. Democrat state rep candidates was 55% and the average Republican Statewide candidate including **Gov Perry's** 39% vs. Democrat opponents was 55%."

While some of that may be attributed to a weak Democratic slate, Shults added that the likely top of the Democratic ticket undermines any local Republican effort.

He said, "Recent polling in August 2007 has found that 57% of State Senate District 10 voters feel the new Democratic Majority in Congress is 'headed in the wrong direction. Leading Democrat Presidential contender **Hillary Clinton** has more than a 2:1 negative rating among State Senate District 10 Voters and that in a head-to-head presidential

ballot, the Republican candidate for President has almost a 20 point lead over Democrat Hillary Clinton."

In a subsequent conversation, **Bryan Eppstein** told **QR** that it is not unusual for an urban legislator to have such a low name identification. However, he added that since Brimer's first election in 1988, Brimer campaigns have discovered that most voters are only familiar with the incumbent's name by reading it in newspapers, signs or mailers. When the campaigns would poll or do phone banking, they took care to spell Brimer's name. Apparently, half the world thinks it is pronounced Brimer and the other half thinks it is pronounced brimmer.

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