

Riley Report

NORTHWEST NEWS CHANNEL 8

Oregon Primary 2002 - Likely Voter Poll

Cross Tabulations

May 10, 2002

METHODOLOGY

Riley Research Associates conducted a scientific statewide telephone poll among 689 likely voters. A likely voter is defined as a currently registered Oregon voter who has voted in at least two of the last three general and primary elections.

The poll was conducted between May 4th and 9th, 2002. A sample of 689 has a margin of sampling error of at a 95% level of confidence. For the primary sub-samples the margin of error is +/-6%.

Statistical weighting was used to ensure that the sample exactly matched the actual proportions of the major parties. Our list indicated that, among likely voters, 46% are Democrats, 40% are Republicans, and 14% are non-partisan or belong other parties.

Riley Research Associates is a 13-year-old Portland-based firm, specializing in communications research.

HIGHLIGHTS

Gubernatorial Primary Races Tightening Up!

Among the Democrats, Kulongoski still has a significant lead (31% *for or likely for*), but the lead appears to be shrinking, with fewer undecided voters (29%). Stein has made significant gains (17%), but has not overtaken Hill (23%), although both have closed the gap on Kulongoski.

Kulongoski is much stronger among men than women (41% vs. 23%), while his opponents both do slightly better among women. Kulongoski is also much stronger among the most dedicated voters (*those who have voted in all three of the past three elections*): 26% of those *most* likely voters solidly support Kulongoski, compared to 14% among those who have voted in just two out of the last three elections.

Among the Republicans, we have a horse race. Saxton's aggressive campaigning has lifted him from a distant 3rd, with single-digit numbers in our last poll, to neck and neck with both Roberts and Mannix. With 34% still undecided, it is now anybody's race.

It's the Principal of the Thing

In the race for state schools superintendent, two in five voters remain undecided. Castillo has a significant (11 point) lead and seems very likely to make the fall run-off (with 28%), even if she doesn't get to 50% and win the race outright. Meanwhile Kremer (currently in second at 17%), and incumbent Bunn (trailing in third at 13%), are in a too-close-to-call battle for the possible second spot. Castillo's strongest support is

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among Democrats (37%), but she also gets significant support among independent voters (29%), and Republicans (18%).

Public Education Challenges

While one in six Oregon voters say they “don’t know” what public education’s key challenges are (17%), one in four say the system simply needs “more money” (25%). “Stable funding” is the key challenge, according to 15%, “focus the money in the classroom,” 10%, and “hire better teachers,” 9%. Other significant responses included: “reduce class sizes” (8%), “reprioritize the state budget” (7%), “involve parents” (5%), and “pay teachers more” (5%).

Democrats stood out in favor of “stable funding,” (18%), while Republicans think a key challenge is to “focus the money in the classroom” (14%).

There is an age disconnect, as 51% of those under 35 advocate “more money,” compared to just 18% of those 65 and older.

A Toast to Raising Taxes on Beer & Wine for Education

Statewide, 62% of likely voters support the idea, including 66% of women and 57% of men. Although overwhelming numbers of Democrats support the tax (69%), majorities of Republicans (55%) and Others (53%) do as well.

The proposed increase generates majority support among all age groups and Congressional Districts, as well.

Don’t Bet on More Lottery Games

No political or demographic group of voters supported this idea; in fact, two out of three voters opposed it (66%). Support was highest among those under age 35 (40%), but declined among successively older voting blocks and was supported by just a handful of those 75 or older (17%). Men supported the idea only slightly more than women (31% vs. 23%).

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RESULTS

Q1a. In the race for governor, the major Republican candidates include: Kevin Mannix, Jack Roberts, and Ron Saxton. If you were filling out your ballot right now, who would get your vote? (If undecided) Which candidate would most likely get your vote?

	GENDER			PARTY		HISTORY			AGE					US CONGRESSIONAL DIST					
	Total	Male	Fe- male	Dem	Rep	Oth- er	Voted 2/3	in 3/3	18- 34	35- 44	45- 54	55- 64	65- 74	75+	1	2	3	4	5
Unweighted Base	302	132	170	0	302	0	104	198	10	40	64	67	62	59	57	67	52	54	71
Weighted Base	275	120	155	0	275	0	95	180	9	36	58	61	56	54	52	61	47	49	65
		44%	56%	0%	100%	0%	34%	66%	3%	13%	21%	22%	21%	20%	19%	22%	17%	18%	24%
Kevin Mannix	14%	14%	14%	-	14%	-	14%	14%	30%	10%	17%	19%	11%	7%	19%	12%	15%	6%	17%
Likely Kevin Mannix	8	8	8	-	8	-	8	9	20	13	6	7	11	3	11	7	8	4	11
Jack Roberts	14	16	12	-	14	-	13	15	-	8	11	22	16	12	9	13	15	15	17
Likely Jack Roberts	9	12	6	-	9	-	9	9	-	8	9	13	5	8	9	10	8	4	11
Ron Saxton	15	11	18	-	15	-	10	18	-	10	14	13	15	24	16	9	15	30	8
Likely Ron Saxton	7	7	7	-	7	-	5	8	-	5	6	4	11	8	12	6	6	7	4
Undecided	30	28	32	-	30	-	40	25	50	43	34	18	24	34	23	40	25	31	28
Neither/None of the above	2	2	2	-	2	-	-	3	-	5	2	-	2	2	-	1	4	2	1
Refused	2	2	1	-	2	-	2	2	-	-	-	1	5	2	2	-	4	2	1
Chi Square		6.31		0.00			11.45			44.57					31.85				
		.612		.999			.177			.285					.474				

Q1b. In the race for governor, the major Democratic candidates include: Jim Hill, Ted Kulongoski, and Beverly Stein. If you were filling out your ballot right now, would get your vote? (If undecided) Which candidate would most likely get your vote?

	GENDER			PARTY		HISTORY			AGE					US CONGRESSIONAL DIST					
	Total	Male	Fe- male	Dem	Rep	Oth- er	Voted 2/3	in 3/3	18- 34	35- 44	45- 54	55- 64	65- 74	75+	1	2	3	4	5
Unweighted Base	290	123	167	290	0	0	104	186	19	26	56	59	66	64	54	51	68	58	59
Weighted Base	318	135	183	318	0	0	114	204	21	28	61	65	72	70	59	56	74	64	65
		42%	58%	100%	0%	0%	36%	64%	7%	9%	19%	20%	23%	22%	19%	18%	23%	20%	20%
Jim Hill	17%	14%	19%	17%	-	-	19%	15%	16%	15%	9%	19%	24%	14%	15%	14%	10%	17%	27%
Likely Jim Hill	6	6	5	6	-	-	6	5	-	-	11	7	3	6	7	4	7	7	2
Ted Kulongoski	22	34	13	22	-	-	14	26	26	19	16	25	20	25	26	14	29	16	22
Likely Ted Kulongoski	9	7	10	9	-	-	13	7	16	23	13	3	6	6	11	6	10	7	10
Beverly Stein	14	11	16	14	-	-	13	15	11	8	20	15	11	14	17	6	18	14	14
Likely Beverly Stein	3	2	4	3	-	-	3	4	11	-	2	2	5	5	2	4	3	7	2
Undecided	27	24	29	27	-	-	30	26	21	27	30	29	26	27	19	49	21	31	20
Neither/None of the above	1	1	2	1	-	-	2	1	-	4	-	-	3	2	2	2	-	2	2
Refused	1	1	2	1	-	-	1	2	-	4	-	-	3	2	2	2	1	-	2
Chi Square		22.66		0.00			9.05			44.55					39.88				
		.004		.999			.338			.286					.160				

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Q2. Later this fall, you'll have an opportunity to elect a United States Senator. The likely candidates in that race include Bill Bradbury and Gordon Smith. If you were voting on that race right now, who would get your vote? (If undecided) Which candidate would most likely get your vote?

	GENDER		PARTY		HISTORY		AGE					US CONGRESSIONAL DIST							
	Total	Male	Fe-male	Dem	Rep	Oth-er	Voted 2/3	in 3/3	18-34	35-44	45-54	55-64	65-74	75+	1	2	3	4	5
Unweighted Base	689	313	376	290	302	97	254	435	41	86	148	143	136	135	123	135	133	139	157
Weighted Base	689	313	376	318	275	97	254	435	42	85	148	143	137	136	123	134	135	140	156
		45%	55%	46%	40%	14%	37%	63%	6%	12%	21%	21%	20%	20%	18%	19%	20%	20%	23%
Bill Bradbury	28%	31%	26%	49%	7%	20%	24%	30%	33%	24%	33%	26%	33%	22%	27%	16%	35%	34%	29%
Likely Bill Bradbury	5	5	6	7	2	7	5	5	2	12	4	5	4	4	8	6	3	7	3
Undecided	14	12	16	14	10	26	19	11	20	9	13	15	10	20	17	17	14	12	13
Likely Gordon Smith	9	9	10	9	10	10	7	11	7	15	9	6	10	10	6	10	11	12	7
Gordon Smith	40	41	40	19	69	31	43	39	35	37	38	47	41	39	40	50	37	30	44
Neither/None of the above	2	1	2	1	2	4	1	2	2	2	1	-	1	3	1	1	-	4	2
Refused	1	1	1	1	1	2	-	2	-	-	1	1	1	1	1	1	1	2	1
Chi Square		3.69 .718		216.59 .001		16.95 .009		36.37 .196					37.59 .038						

Q3. Another current question has to do with a proposal to increase the tax on beer and wine to provide additional money for public education. Would you support or oppose raising the tax on beer and wine for this purpose? (If undecided) Are you leaning toward supporting or toward opposing this idea?

	GENDER		PARTY		HISTORY		AGE					US CONGRESSIONAL DIST							
	Total	Male	Fe-male	Dem	Rep	Oth-er	Voted 2/3	in 3/3	18-34	35-44	45-54	55-64	65-74	75+	1	2	3	4	5
Unweighted Base	689	313	376	290	302	97	254	435	41	86	148	143	136	135	123	135	133	139	157
Weighted Base	689	313	376	318	275	97	254	435	42	85	148	143	137	136	123	134	135	140	156
		45%	55%	46%	40%	14%	37%	63%	6%	12%	21%	21%	20%	20%	18%	19%	20%	20%	23%
Support	55%	52%	58%	63%	48%	46%	55%	55%	67%	63%	56%	48%	49%	58%	58%	49%	52%	54%	62%
Leaning support	7	5	8	6	7	7	7	6	7	7	11	5	4	7	6	6	6	8	7
Undecided	6	3	7	4	7	5	6	6	2	5	4	6	8	6	5	9	5	5	4
Leaning Oppose	3	3	4	3	3	6	2	4	7	1	2	4	4	4	3	4	2	4	3
Oppose	29	37	23	23	34	35	30	29	16	23	26	38	35	26	28	32	35	30	23
Refused	0	1	-	-	1	-	0	0	-	-	1	-	-	1	-	1	-	-	1
Chi Square		22.19 .001		23.48 .009		3.82 .576		29.30 .252					12.85 .884						

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Q4. There have also been proposals to raise the vehicle registration fee to fund road and bridge maintenance. Would you support or oppose raising registration fees for this purpose? (If undecided) Are you leaning toward supporting or toward opposing this idea?

	GENDER		PARTY		HISTORY		AGE					US CONGRESSIONAL DIST							
	Total	Male	Fe- male	Dem	Rep	Oth- er	Voted 2/3	in 3/3	18- 34	35- 44	45- 54	55- 64	65- 74	75+	1	2	3	4	5
Unweighted Base	689	313	376	290	302	97	254	435	41	86	148	143	136	135	123	135	133	139	157
Weighted Base	689	313	376	318	275	97	254	435	42	85	148	143	137	136	123	134	135	140	156
		45%	55%	46%	40%	14%	37%	63%	6%	12%	21%	21%	20%	20%	18%	19%	20%	20%	23%
Support	36%	36%	35%	40%	30%	39%	37%	35%	39%	42%	38%	40%	27%	32%	46%	27%	34%	36%	37%
Leaning Support	12	10	14	11	15	8	12	12	7	7	14	10	15	15	13	14	9	10	15
Undecided	7	4	10	8	8	3	5	8	3	5	8	6	9	8	6	8	8	8	6
Leaning Oppose	5	3	7	4	7	3	7	4	7	4	7	3	4	6	3	5	7	5	4
Oppose	40	47	34	38	40	46	40	40	44	41	34	40	46	38	32	46	42	41	38
Refused	0	-	0	-	0	-	-	0	-	-	-	-	-	1	-	-	-	-	1
Chi Square		21.79 .001		16.92 .076		4.17 .525			22.30 .619					19.29 .503					

Q5. Currently, the only video game offered by the Oregon Lottery is video poker. Would you support or oppose adding other video games, such as Slots, Keno, and Bingo? (If undecided) Are you leaning toward supporting or toward opposing this idea?

	GENDER		PARTY		HISTORY		AGE					US CONGRESSIONAL DIST							
	Total	Male	Fe- male	Dem	Rep	Oth- er	Voted 2/3	in 3/3	18- 34	35- 44	45- 54	55- 64	65- 74	75+	1	2	3	4	5
Unweighted Base	689	313	376	290	302	97	254	435	41	86	148	143	136	135	123	135	133	139	157
Weighted Base	689	313	376	318	275	97	254	435	42	85	148	143	137	136	123	134	135	140	156
		45%	55%	46%	40%	14%	37%	63%	6%	12%	21%	21%	20%	20%	18%	19%	20%	20%	23%
Support	21%	24%	18%	20%	18%	31%	23%	20%	35%	30%	25%	15%	17%	15%	18%	19%	22%	23%	22%
Leaning Support	6	7	5	9	4	3	4	7	5	4	4	9	11	2	2	4	9	5	10
Undecided	6	6	6	6	6	6	6	6	3	4	3	5	10	10	5	9	6	7	4
Leaning Oppose	4	2	6	6	3	4	5	4	5	2	4	4	4	7	2	5	5	5	3
Oppose	62	60	63	59	68	55	61	62	51	59	65	66	58	63	72	62	56	60	59
Refused	1	1	1	1	2	1	1	1	2	1	-	2	-	3	1	1	2	1	1
Chi Square		10.06 .074		22.50 .013		4.32 .504			49.56 .002					21.69 .358					

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Q6. In the race for Oregon's Superintendent of Public Instruction, the candidates are Stan Bunn, Susan Castillo and Rob Kremer. If you were filling out your ballot right now, would you vote for Stan Bunn, Susan Castillo, or Rob Kremer? (If undecided) Which candidate would most likely get your vote?

	GENDER		PARTY		HISTORY		AGE					US CONGRESSIONAL DIST							
	Total	Male	Fe- male	Dem	Rep	Oth- er	Voted 2/3	in 3/3	18- 34	35- 44	45- 54	55- 64	65- 74	75+	1	2	3	4	5
Unweighted Base	689	313	376	290	302	97	254	435	41	86	148	143	136	135	123	135	133	139	157
Weighted Base	689	313	376	318	275	97	254	435	42	85	148	143	137	136	123	134	135	140	156
		45%	55%	46%	40%	14%	37%	63%	6%	12%	21%	21%	20%	20%	18%	19%	20%	20%	23%
Stan Bunn	10%	12%	9%	8%	13%	8%	11%	10%	10%	9%	11%	13%	10%	8%	9%	8%	10%	3%	20%
Likely Stan Bunn	3	4	3	4	4	1	2	4	3	6	4	3	2	3	3	4	5	2	3
Susan Castillo	26	27	25	35	16	25	21	29	23	23	26	28	27	25	23	13	23	43	27
Likely Susan Castillo	2	1	3	2	2	4	3	2	7	3	2	1	2	3	3	2	1	4	2
Rob Kremer	13	13	13	8	18	13	11	14	10	9	8	16	15	15	13	19	15	10	8
Likely Rob Kremer	4	5	3	3	5	2	3	4	5	5	1	5	4	4	5	3	5	4	2
Undecided	40	37	43	40	40	43	47	36	43	44	45	33	40	41	42	51	39	33	38
Refused	1	2	1	1	1	3	0	2	-	1	3	1	1	1	1	1	2	1	1
Chi Square		9.79 .201		47.49 .001		13.68 .057			27.51 .812					70.54 .001					

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Q10. What would you say are the key challenges to ensuring high quality public education in Oregon?
(Unaided) What else?

	GENDER		PARTY		HISTORY			AGE					US CONGRESSIONAL DIST						
	Total	Male	Fe- male	Dem	Rep	Oth- er	Voted 2/3	in 3/3	18- 34	35- 44	45- 54	55- 64	65- 74	75+	1	2	3	4	5
Unweighted Base	689	313	376	290	302	97	254	435	41	86	148	143	136	135	123	135	133	139	157
Weighted Base	689	313	376	318	275	97	254	435	42	85	148	143	137	136	123	134	135	140	156
		45%	55%	46%	40%	14%	37%	63%	6%	12%	21%	21%	20%	20%	18%	19%	20%	20%	23%
Bigger budget/More money	25%	26%	24%	28%	22%	24%	27%	24%	51%	23%	31%	26%	22%	13%	15%	26%	25%	26%	31%
Don't know	17	17	17	21	12	18	14	19	5	10	12	9	21	35	17	18	15	22	13
Stabilize funding	15	18	13	18	13	12	13	17	12	24	18	22	11	4	18	11	17	12	18
Focus money on class room (less administrative)	10	10	9	6	14	10	9	10	5	16	11	13	8	4	9	6	7	10	15
Better teachers	9	8	10	8	10	8	10	8	5	6	5	14	12	7	10	8	7	10	9
Reduce crowding/Ratios	8	5	10	9	6	8	10	6	10	11	9	5	6	6	7	8	6	7	9
Change state budget priorities	7	7	7	7	7	7	8	6	5	2	10	7	5	9	13	4	5	4	8
Change education spending priorities	7	6	7	6	6	11	7	7	5	9	7	4	7	8	5	10	7	4	7
More parental involvement/Talk to parents	5	4	6	6	5	3	5	5	7	8	3	4	5	5	6	5	8	4	4
More teacher pay	5	5	4	4	4	7	6	3	12	3	7	5	1	3	5	5	4	6	3
Academic accountability	4	3	4	3	4	5	5	3	7	2	6	4	3	2	2	6	3	6	3
Focus on basics (less extra-curricular)	3	3	3	1	5	5	2	4	-	2	5	5	2	3	4	3	3	3	4
Stand up to union	2	3	2	1	4	4	2	3	-	1	3	3	3	2	4	2	3	3	1
Refused	2	2	3	2	3	2	2	3	-	1	1	1	2	7	2	3	3	3	1
Better tax system	2	2	3	2	2	3	2	3	-	1	4	2	3	1	3	1	4	2	1
Better discipline	2	2	3	2	2	3	3	2	10	2	1	2	3	1	4	3	2	2	1
School choice/Options/Competition	2	2	2	1	3	2	2	2	3	2	4	1	1	2	2	2	4	1	1
Leadership issues	2	2	2	2	2	1	1	2	2	-	1	3	1	3	6	-	1	1	1
More community involvement	2	1	2	2	1	3	2	2	2	2	1	1	4	-	2	2	-	2	2
Get kids motivated	2	1	2	1	3	1	2	1	-	1	2	1	1	2	-	1	3	1	3
More extra-curricular	1	2	1	1	2	1	2	1	2	5	2	-	-	1	2	1	2	2	1
Support arts/music	1	1	2	1	1	2	2	1	2	3	1	3	-	-	3	1	1	1	2
Sales tax	1	1	2	1	1	2	1	2	-	1	2	1	2	-	2	-	2	2	1
Better/New textbooks	1	1	1	1	1	1	1	1	3	2	2	1	-	-	-	2	1	-	1

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Q10. What would you say are the key challenges to ensuring high quality public education in Oregon?
(Unaided) What else? *(continued)*

	GENDER		PARTY		HISTORY			AGE					US CONGRESSIONAL DIST						
	Total	Male	Fe- male	Dem	Rep	Oth- er	Voted 2/3	in 3/3	18- 34	35- 44	45- 54	55- 64	65- 74	75+	1	2	3	4	5
Unweighted Base	689	313	376	290	302	97	254	435	41	86	148	143	136	135	123	135	133	139	157
Weighted Base	689	313	376	318	275	97	254	435	42	85	148	143	137	136	123	134	135	140	156
		45%	55%	46%	40%	14%	37%	63%	6%	12%	21%	21%	20%	20%	18%	19%	20%	20%	23%
Drop CIM/CAM/Reform Act	1	1	1	1	1	-	2	0	-	2	1	1	-	1	2	2	-	-	1
Longer year/days	1	0	1	1	1	-	1	1	-	-	1	-	1	2	2	1	-	1	1
Fix PERS	1	1	1	1	1	1	0	1	-	2	-	-	-	2	2	-	1	1	-
Support vocational education	1	0	1	0	1	1	0	1	-	-	1	2	-	1	-	1	1	1	1
Ok as is	0	1	0	1	-	1	1	0	-	1	1	1	-	-	2	-	-	-	1
Less crime	0	-	1	1	-	-	0	0	-	-	1	-	1	-	-	2	-	-	-
Higher quality education	0	-	1	0	0	-	-	0	-	1	1	-	-	-	-	-	1	-	1
Local control	0	0	0	-	1	-	-	0	-	-	-	1	1	-	1	-	1	-	-
Miscellaneous	7	7	7	5	10	6	6	8	5	2	8	7	10	6	6	8	6	6	8
Chi Square		27.43 .697		81.36 .070		34.25 .360			273.74 .001					141.09 .202					