

KGW NORTHWEST NEWS CHANNEL 8

Issue Cross-tabs

September 2003

INTRODUCTION & METHODOLOGY

Riley Research Associates was asked by KGW Northwest News Channel 8 to survey consumers throughout Oregon, regarding their opinions on various issues of the day. We also asked some questions limited to City of Portland residents.

Riley Research Associates conducted a scientific statewide telephone poll among 515 adults in households throughout Oregon. The results can be considered accurate to within +/-4.32% at a 95% level of confidence. The poll was conducted between August 25th and Sept 4th, 2003.

The Portland subsample was asked about next year's mayoral race, and was discontinued as of Tuesday, when Congressman Earl Blumenauer announced his decision to seek a second term in congress, rather than run for mayor. Those poll results are accurate to within +/-8.98%.¹

HIGHLIGHTS

Mayoral Race (Blumenauer vs. Francesconi vs. Sten)

At the time he announced his decision not to run for Portland mayor (Tuesday 9/2), Congressman Blumenauer was the clear front-runner, with support from 30% of Portlanders (including 17% solidly in his camp and 13% leaning his way). While 52% remain undecided, the next highest vote getter was City Council member Jim Francesconi (11%), followed by Eric Sten (who has also said he is not running) at 6%.

¹ Because Portland was intentionally over-sampled, the congressional districts were weighted to 20% each.

Is Oregon Headed In the Right Direction?

Oregonians' opinions are statistically unchanged from our pre-summer poll, which showed that six of ten are unhappy with the direction of the state. Democrats are most concerned, among whom 69% said "wrong direction."

2003	May	September
Right	17%	19%
Wrong	63	62
Not Sure	20	20

Kulongoski's Support is Slipping

In April, the largest percentage of Oregonians gave Governor Kulongoski favorable ratings (41%), but now, only about one-third were as positive. One-third now has an unfavorable opinion of the job the governor has done since taking office, and one-third is unsure.

Even though Republicans were most likely to give unfavorable ratings (43%), equal percentages gave favorable or neutral ratings (28% and 29%, respectively). Kulongoski's level of support is virtually the same throughout the state's five congressional districts.

2003	April	September
Favorable	41%	35%
Unfavorable	23	32
Not Sure	36	33

Income Tax Surcharge Faces Uphill Battle

It appears that the legislature's income tax surcharge – if put to a vote – would likely fail, according to 55% of Oregonians polled. The largest percentage (45%) were solidly opposed (with 10% leaning toward opposition). Just over one-third (35%) will likely support the measure, and just 10% said they are currently undecided.

Men are significantly more likely to oppose the measure, compared to women (61% vs. 50%). Democrats are much more likely to support the measure, although only 45% of them said they would at this time. Independent voters were more moderate, while 65% of Republicans say they will oppose the measure if it comes to a vote. Support is strong only among those with post graduate degrees (56%).

George W. Bush Maintains 41% Support

When asked whether they would vote to re-elect George W. Bush, 41% of Oregonians said they would. Almost one in five are undecided, while approximately 35% would vote for a Democrat and 5% would vote for a non-Democrat. Almost half of those who would vote for a Democrat are undecided about who would get their vote (16%); however, Howard Dean has the highest share among those named (8%). Over three-quarters of Republicans (77%) would support the president.

Q1. In general, do you think things in Oregon are headed in the right direction or the wrong direction?

	GENDER			PARTY				AGE					EDUCATION LEVEL				CONGRESSIONAL DISTRICT					
	Total	MALE	FE-MALE	DEM-OCR-AT	REP-UBL-ICAN	NO-PAR-TY	MISC	18-24	25-34	35-44	45-54	55-64	65+	HIGH SCHL LESS	SOME CLLG TRAD	4-YR DGRE	GRAD DGRE	1	2	3	4	5
Total Participants	515	244	271	204	158	104	34	35	83	83	100	89	118	129	168	121	90	76	81	168	93	97
		46%	54%	38%	33%	19%	7%	6%	16%	16%	19%	17%	23%	24%	33%	24%	17%	20%	20%	20%	20%	20%
Right direction	95	50	45	26	34	27	6	14	22	15	13	8	22	29	34	17	11	20	19	20	20	16
	19%	21%	16%	13%	21%	27%	16%	42%	27%	17%	13%	9%	18%	23%	20%	14%	13%	20%	19%	20%	19%	15%
Wrong direction	314	141	172	137	99	46	24	10	44	56	67	62	69	63	98	89	61	64	63	58	69	60
	62%	60%	63%	70%	59%	46%	69%	33%	53%	67%	69%	71%	58%	51%	59%	73%	69%	63%	62%	57%	67%	59%
Neutral / Not sure / Don't know	102	44	58	32	34	26	5	8	16	13	18	17	28	32	35	15	17	17	20	24	14	26
	20%	19%	21%	16%	20%	27%	14%	25%	19%	16%	18%	20%	23%	26%	21%	13%	19%	17%	20%	23%	14%	26%
Chi Square		2.31		17.66				28.96					16.55				6.16					
		.314		.007				.001					.011				.629					

Q2. In terms of the job Governor Kulongoski has done since taking office in January of this year, is your opinion generally favorable or unfavorable?

	GENDER			PARTY				AGE					EDUCATION LEVEL				CONGRESSIONAL DISTRICT					
	Total	MALE	FE-MALE	DEM-OCR-AT	REP-UBL-ICAN	NO-PAR-TY	MISC	18-24	25-34	35-44	45-54	55-64	65+	HIGH SCHL LESS	SOME CLLG TRAD	4-YR DGRE	GRAD DGRE	1	2	3	4	5
Total Participants	515	244	271	204	158	104	34	35	83	83	100	89	118	129	168	121	90	76	81	168	93	97
		46%	54%	38%	33%	19%	7%	6%	16%	16%	19%	17%	23%	24%	33%	24%	17%	20%	20%	20%	20%	20%
Favorable	179	77	102	80	46	38	14	14	28	28	33	29	45	38	54	43	42	37	31	39	36	36
	35%	33%	37%	41%	28%	38%	41%	45%	34%	33%	34%	33%	38%	31%	32%	35%	47%	37%	31%	39%	34%	35%
Unfavorable	164	90	74	56	72	17	10	4	25	30	27	36	40	36	64	40	22	25	35	35	37	32
	32%	38%	27%	29%	43%	18%	30%	12%	31%	35%	28%	42%	34%	29%	38%	33%	25%	25%	35%	35%	31%	31%
Neutral / Not sure	163	66	97	57	49	42	10	14	28	26	37	22	32	48	49	39	25	39	33	26	31	35
	32%	28%	35%	29%	29%	42%	29%	44%	35%	31%	38%	26%	27%	39%	30%	32%	28%	38%	32%	26%	30%	34%
Refused	4	2	2	2	-	2	-	-	-	1	1	-	1	2	1	-	-	-	3	1	-	-
	1%	1%	1%	1%	-	2%	-	-	-	1%	1%	-	1%	1%	0%	-	-	-	2%	1%	-	-
Chi Square		7.81		26.26				15.38					14.87				12.85					
		.050		.002				.424					.095				.380					

Q3. If the US presidential election were being held today, would you vote to re-elect George W. Bush or one of the Democrat challengers, or someone else? (If One Of Democrat Challengers – Aided)

	GENDER		PARTY				AGE						EDUCATION LEVEL				CONGRESSIONAL DISTRICT					
	Total	MALE	FE-MALE	DEM-OCR-AT	REP-UBL-ICAN	NO-PAR-TY	MISC	18-24	25-34	35-44	45-54	55-64	65+	HIGH SCHL LESS	SOME CLLG TRAD	4-YR DGRE	GRAD DGRE	1	2	3	4	5
Total Participants	515	244	271	204	158	104	34	35	83	83	100	89	118	129	168	121	90	76	81	168	93	97
		46%	54%	38%	33%	19%	7%	6%	16%	16%	19%	17%	23%	24%	33%	24%	17%	20%	20%	20%	20%	20%
George W. Bush	209	108	101	28	129	33	13	13	30	33	38	42	50	58	79	41	29	35	55	31	48	41
	41%	46%	37%	14%	77%	34%	37%	41%	37%	39%	39%	49%	42%	47%	47%	33%	33%	34%	54%	30%	46%	40%
Undecided	98	44	53	38	18	31	8	7	14	12	16	17	27	28	27	19	22	28	9	19	19	23
	19%	19%	19%	20%	11%	31%	23%	23%	17%	15%	16%	20%	23%	23%	16%	25%	28%	9%	18%	18%	23%	
Unsure but Democrat	80	41	40	54	7	15	2	7	15	15	18	11	12	13	27	29	9	17	18	16	9	20
	16%	17%	14%	27%	4%	15%	7%	23%	19%	18%	18%	12%	10%	10%	16%	24%	10%	17%	17%	16%	9%	20%
Howard Dean	43	15	28	33	1	4	5	1	5	10	13	6	7	1	11	18	13	8	5	13	8	8
	8%	6%	10%	17%	1%	4%	14%	3%	6%	12%	13%	7%	6%	0%	7%	14%	14%	8%	5%	13%	8%	8%
Other Non-Democrat	25	13	12	12	6	7	1	1	2	6	8	4	3	6	9	4	6	1	1	7	10	5
	5%	6%	4%	6%	3%	7%	3%	4%	3%	7%	8%	5%	2%	5%	5%	3%	7%	1%	1%	7%	10%	5%
Other Democrat	18	4	14	12	3	1	2	-	4	3	2	3	7	4	5	3	5	1	6	6	6	-
	4%	2%	5%	6%	2%	1%	6%	-	5%	4%	2%	3%	6%	5%	2%	4%	3%	5%	1%	6%	5%	-
John Kerry	10	2	8	7	1	1	2	-	1	1	-	2	6	4	3	1	2	1	-	4	3	1
	2%	1%	3%	3%	1%	1%	5%	-	1%	1%	-	2%	5%	3%	2%	1%	2%	1%	-	4%	3%	1%
Hillary Rodham Clinton	5	1	4	4	-	1	-	-	2	-	2	-	1	1	1	3	-	1	1	1	1	-
	1%	0%	2%	2%	-	1%	-	-	2%	-	2%	-	1%	1%	1%	2%	-	1%	1%	1%	1%	-
Joseph Lieberman	5	1	4	5	-	-	-	-	1	3	-	-	1	3	1	-	1	1	3	-	-	1
	1%	1%	1%	3%	-	-	-	-	1%	3%	-	-	1%	2%	1%	-	2%	1%	2%	-	-	1%
Dennis Kucinich "Koos-inich"	4	2	2	2	-	2	1	1	2	-	1	1	-	-	1	1	2	-	3	2	-	-
	1%	1%	1%	1%	-	2%	2%	2%	2%	-	1%	1%	-	-	1%	1%	2%	-	2%	2%	-	-
Carol Moseley-Braun	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-
	0%	-	0%	-	-	1%	-	-	2%	-	-	-	-	-	-	1%	-	1%	-	-	-	-
Richard Gephardt	1	-	1	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-
	0%	-	0%	1%	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	1%	-	-	-
John Edwards	1	1	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
	0%	0%	-	-	-	1%	-	-	1%	-	-	-	-	-	-	0%	-	-	-	1%	-	-
Refused	10	3	7	-	2	3	1	1	3	2	-	-	4	4	4	-	2	1	5	1	-	2
	2%	1%	2%	-	1%	3%	3%	4%	3%	2%	-	-	3%	3%	2%	-	3%	1%	5%	1%	-	2%
Chi Square		18.82		210.12					71.03					65.32				86.79				
		.129		.001					.284					.005				.002				

Q3b. The legislature recently passed legislation, which included an income tax surcharge to balance Oregon's budget. If this decision is later put to a vote, will you vote to support or oppose the additional tax? (If Undecided) Are you leaning toward supporting or opposing?

	GENDER		PARTY				AGE						EDUCATION LEVEL				CONGRESSIONAL DISTRICT					
	Total	MALE	FE-MALE	DEM-OCR-AT	REP-UBL-ICAN	NO-PAR-TY	MISC	18-24	25-34	35-44	45-54	55-64	65+	HIGH SCHL LESS	SOME CLLG TRAD	4-YR DGRE	GRAD DGRE	1	2	3	4	5
Total Participants	515	244	271	204	158	104	34	35	83	83	100	89	118	129	168	121	90	76	81	168	93	97
		46%	54%	38%	33%	19%	7%	6%	16%	16%	19%	17%	23%	24%	33%	24%	17%	20%	20%	20%	20%	20%
Oppose	232	126	105	77	88	45	15	12	34	44	43	49	47	60	87	54	27	33	48	49	51	51
	45%	54%	38%	39%	53%	45%	45%	37%	42%	52%	44%	56%	39%	49%	52%	44%	31%	33%	47%	48%	49%	49%
Lean Oppose	51	17	34	15	21	12	-	7	6	6	13	6	13	21	15	10	5	12	13	7	9	11
	10%	7%	12%	8%	12%	12%	-	21%	7%	7%	13%	7%	11%	17%	9%	8%	6%	12%	12%	7%	9%	10%
Support	130	52	78	67	30	18	14	7	20	15	30	22	32	15	33	37	40	32	21	26	29	22
	26%	22%	28%	34%	18%	18%	41%	22%	24%	18%	31%	25%	27%	12%	20%	31%	46%	32%	21%	26%	28%	22%
Lean Support	46	24	22	22	15	7	2	2	10	9	6	8	10	6	17	12	9	9	10	10	7	9
	9%	10%	8%	11%	9%	7%	5%	6%	12%	11%	6%	9%	8%	5%	10%	10%	10%	9%	10%	10%	6%	9%
Undecided	52	16	36	15	14	18	3	4	12	10	6	2	17	22	14	8	7	15	10	10	8	9
	10%	7%	13%	8%	9%	18%	9%	14%	15%	12%	6%	2%	14%	18%	8%	7%	8%	14%	10%	10%	8%	9%

Chi Square 17.16 33.50 28.61 53.99 13.58
 .002 .001 .096 .001 .630