

THE RILEY REPORT™

OREGON VOTER POLL

MAY 17 2011

RESEARCH | INSIGHT | KNOWLEDGE



FINDINGS



A plurality of voters (40 percent) had favorable opinions of the job Governor Kitzhaber has done since his election. About one-fourth (27 percent) had unfavorable opinions, and one-third (33 percent) were not sure.

✓ Approval varied by party:

- 56 percent of Democrats
- 41 percent of independents (non-Democrats and non-Republicans)
- 19 percent of Republicans

✓ The most likely voters (voted in 4/4 recent elections) were especially likely to approve of the Governor's efforts (46 percent approval).



INTRODUCTION & METHODOLOGY

Riley Research Associates surveyed 383 Oregon voters regarding their opinions on topics of current interest. The scientific telephone survey is representative of Oregon's "likely" voting public, qualified as only those having voted in at least two of the past four major elections. A majority of respondents (52 percent) have voted in four of the past four elections. A sample of 383 is accurate to within +/-5 percent at a 95 percent level of confidence. Interviews took place from May 5 through May 14, 2011. The sample demographics are comparable to Oregon's voting population, including relative proportions for political party, gender, age, voting history and region. Regional breakouts were defined by county, and classified as follows:

- Portland Metro: Clackamas, Columbia, Multnomah, Washington
- Willamette Valley: Benton, Lane, Linn, Marion, Polk, Yamhill
- Southern: Douglas, Jackson, Josephine
- Coast: Clatsop, Coos, Curry, Lincoln, Tillamook
- Central / Eastern: Baker, Crook, Deschutes, Gilliam, Grant, Harney, Hood River, Jefferson, Klamath, Lake, Malheur, Morrow, Sherman, Umatilla, Union, Wasco, Wallowa, Wheeler

This report includes an executive overview and the supporting demographic cross tabulations, and is also available at: www.RileyResearch.com



RESULTS

In terms of the job Governor Kitzhaber has done since his election last November, is your opinion generally favorable or unfavorable? (Somewhat or very?)

	GENDER		AGE					REGISTERED PARTY			REGION					VOTER PROPENSITY			
	Total	MALE	FEMALE	18-34	35-44	45-54	55-64	65+	DEM	REP	MISC	PDX METRO	WLLMT VALLY	CNTRL ESTRN	STHRN	COAST	2/4	3/4	4/4
Total Participants	383	176	207	60	62	77	85	99	177	135	71	167	106	54	34	22	73	111	199
		46%	54%	16%	16%	20%	22%	26%	46%	35%	19%	44%	28%	14%	9%	6%	19%	29%	52%
Favorable	40%	40%	41%	33%	44%	35%	36%	49%	56%	19%	41%	46%	37%	31%	41%	32%	38%	32%	46%
Very favorable	12	11	14	15	8	6	11	19	19	5	10	13	13	9	15	9	10	10	15
Somewhat favorable	28	29	27	18	35	29	26	30	38	13	31	34	24	22	26	23	29	22	31
Unfavorable	27%	31%	24%	27%	18%	31%	32%	26%	11%	48%	27%	22%	31%	37%	24%	32%	23%	26%	29%
Somewhat unfavorable	15	15	14	17	8	17	19	12	7	26	13	11	18	19	12	18	16	16	13
Very unfavorable	13	16	10	10	10	14	13	14	5	22	14	10	13	19	12	14	7	10	16
Neutral/Undecided	33%	30%	35%	40%	39%	34%	32%	24%	32%	33%	32%	32%	32%	31%	35%	36%	38%	42%	25%
Neutral / undecided	33	30	35	40	39	34	32	24	32	33	32	32	32	31	35	36	38	42	25
Chi Square		4.63			19.71				67.27				9.79				16.68		
		.328			.234				.001				.877				.034		