

# **THE RILEY REPORT™**

**Statewide Voter Survey**

**Favorability of Governor Kulongoski**

**April 2010**

## INTRODUCTION & METHODOLOGY

Riley Research Associates surveyed 401 Oregon voters regarding their opinions on a variety of current issues. This report shows the results of Oregon's governor's annual favorability rating. The scientific telephone poll is representative of Oregon's voting public and a sample of 401 is accurate to within +/-4.89 percent at a 95 percent level of confidence. Fielding took place from January 26<sup>th</sup> through February 2<sup>nd</sup>, 2010.

Party, sex, age, voting history and regional breakouts were defined for cross tabulation. Oregon counties were classified into the following regions:

- 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

## EXECUTIVE OVERVIEW

- 📊 Governor Kulongoski's final favorability ratings ended up modestly from 2009. This year, slightly more voters gave favorable ratings than unfavorable ratings.
- 📊 For most of the governor's tenure, favorability has been in the 40 percent range, with a peak of 48 percent in 2007, and a low of 37 percent last year.
- 📊 While up to one-third of voters were undecided in the first term, 20 percent still haven't decided as of 2010.

Ratings	2010	2009	2007	2005	2003
Favorable	42%	37%	48%	46%	43%
Unfavorable	39	43	35	23	23
Undecided/Neutral	20	20	16	30	33

■ Despite a statewide favorability rating of just 42 percent, the governor was reasonably popular in his own party as well as with the youngest voters and the pre-retirement age group. Kulongoski's highest favorability ratings come from:

- Democrats (63 percent)
- Residents of the Willamette Valley region (49 percent)
- Young voters: 18-34 (46 percent) and older voters: 55-64 (52 percent)

■ The governor's lowest numbers come from Republicans, but sex also plays a role: 44 percent of men gave the governor an unfavorable rating, compared to just 34 percent of women. In fact 28 percent of men rated the job the governor has done "very unfavorable." Highest unfavorable ratings came from:

- Republicans (65 percent)
- Men (44 percent versus 34 percent among women)
- Coastal residents (58 percent)<sup>1</sup>

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<sup>1</sup> While Coastal segment was relatively small (just 26 voters), responses varied significantly from the other regions.

## CROSS TABULATIONS

In terms of the job Governor Kulongoski has done in office, is your opinion generally favorable or unfavorable? (Very or Somewhat)  
(Questions appear exactly as asked)

	GENDER			AGE					REGION					REGISTERED PARTY			VOTING HISTORY				
	Total	FE MALE	MALE	18-34	35-44	45-54	55-64	65+	PDX	WILLA METTE VALLY	CNTRL ESTRN	SOUTH	COAST	DEMO CRAT	REPUB LICAN	IND/ MISC	1/4	2/4	3/4	4/4	NEW VOTER
Total Participants	401	213	188	65	72	86	83	95	177	102	49	47	26	172	144	85	53	80	109	153	6
		53%	47%	16%	18%	21%	21%	24%	44%	25%	12%	12%	6%	43%	36%	21%	13%	20%	27%	38%	1%
<b>Favorable</b>	<b>42%</b>	<b>42%</b>	<b>41%</b>	<b>46%</b>	<b>38%</b>	<b>34%</b>	<b>52%</b>	<b>40%</b>	<b>46%</b>	<b>49%</b>	<b>27%</b>	<b>26%</b>	<b>38%</b>	<b>63%</b>	<b>18%</b>	<b>38%</b>	<b>43%</b>	<b>31%</b>	<b>41%</b>	<b>46%</b>	<b>50%</b>
Very favorable	7	7	9	3	8	5	7	13	7	10	4	2	15	12	2	7	4	5	6	12	-
Somewhat favorable	34	35	33	43	29	29	45	27	39	39	22	23	23	51	16	31	40	26	36	35	50
<b>Unfavorable</b>	<b>39%</b>	<b>34%</b>	<b>44%</b>	<b>28%</b>	<b>40%</b>	<b>47%</b>	<b>36%</b>	<b>40%</b>	<b>34%</b>	<b>34%</b>	<b>47%</b>	<b>47%</b>	<b>58%</b>	<b>16%</b>	<b>65%</b>	<b>40%</b>	<b>28%</b>	<b>43%</b>	<b>40%</b>	<b>39%</b>	<b>50%</b>
Somewhat unfavorable	17	17	16	14	19	19	13	19	18	13	18	17	23	10	22	21	9	20	17	17	33
Very unfavorable	22	16	28	14	21	28	23	21	16	22	29	30	35	6	42	19	19	22	23	22	17
<b>Undecided/ No answer</b>	<b>20%</b>	<b>24%</b>	<b>14%</b>	<b>26%</b>	<b>22%</b>	<b>20%</b>	<b>12%</b>	<b>20%</b>	<b>20%</b>	<b>17%</b>	<b>27%</b>	<b>28%</b>	<b>4%</b>	<b>20%</b>	<b>17%</b>	<b>22%</b>	<b>28%</b>	<b>26%</b>	<b>18%</b>	<b>15%</b>	<b>-</b>
Neutral / Undecided	18	23	14	26	22	20	12	15	18	16	24	28	4	18	17	21	28	25	17	13	-
Refused	1	2	1	-	-	-	-	5	2	1	2	-	-	2	-	1	-	1	1	2	-
Chi Square		12.05			39.18					29.13				99.62			22.07				
		.034			.006					.085				.001			.337				