



MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

Celebrating 25 Years of Business

January 30, 2007

TO: Interested Parties

FROM: Bob Moore & Hans Kaiser

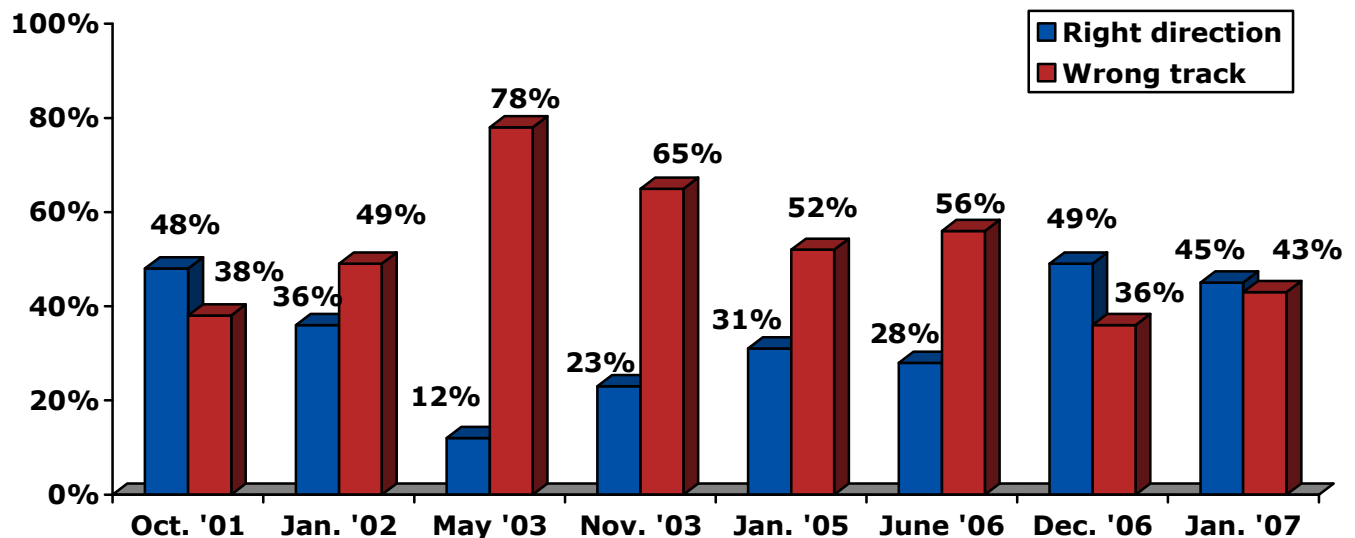
RE: Oregon Political Climate – Optimism Declining; Kulongoski's Image Holding Steady

Is Optimism Among Oregonians Fading?

Six weeks ago, the mood of Oregonians appeared to be taking a turn for the better. As we reported then, Oregon voters were in an optimistic mood about the direction of the state for the first time since October 2001. Today however, our most recent statewide survey reveals an electorate that is showing mixed emotions, with 45% saying things are headed in the right direction and 43% of the opinion that things are off on the "wrong track."

There are some notable differences in the level of optimism by subgroup. Regionally, optimism prevails in Multnomah County and also in the Southern, Coastal and Eastern parts of the state. At the same time, residents of Washington and Clackamas Counties are divided and Willamette Valley residents are pessimistic in majority numbers. Democrats are optimistic today (52%/32%) and Independents are widely positive (61%/30%), but Republicans are not happy (26%/63%).

Oregon Voter Mood: Historic Trends

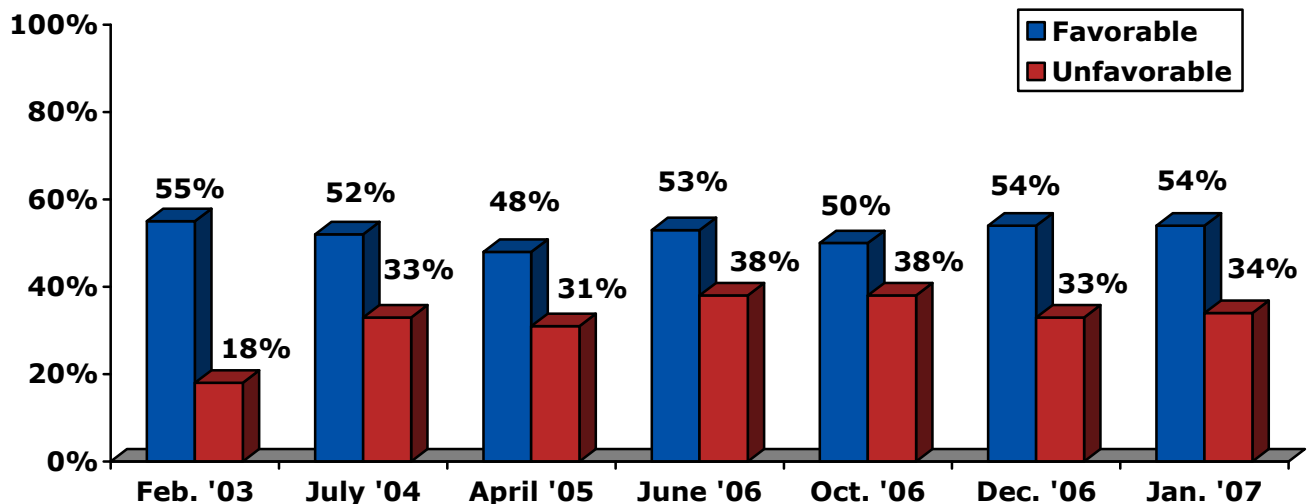


Governor Kulongoski's Image; No Change

While the mood of Oregonians seems to have dampened in recent weeks, there has been no change in attitude about Governor Kulongoski. Today, 54% have a favorable and 34% have an unfavorable impression of the Governor (compared to 54%/33% in December 2006).

Today, Kulongoski's image is positive throughout the Portland Metro area and in the Willamette Valley, with his highest favorable ratings coming from the Tri-County region (64%/29%). Voters in the state's rural areas are divided in their opinions of the Governor. As would be expected, Kulongoski has a widely positive image among members of his own party (76%/16%), but also enjoys a ratio of nearly two-to-one positive with Independent voters (54%/28%). Republican voters are negative about him by a two-to-one margin (30%/59%). The gender gap in perceptions of the Governor is still apparent, as Kulongoski continues to perform better among women than men.

Kulongoski Image: Historic Trends

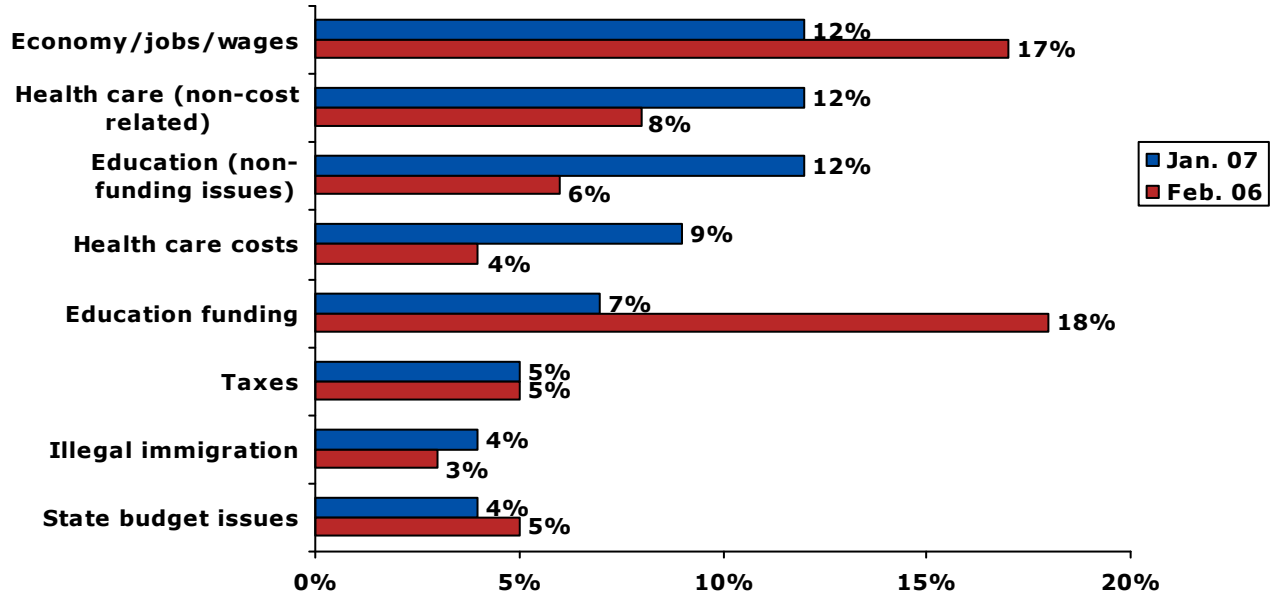


Issue Concerns: No Consensus Problem Cited Today

Education (non-funding), health care (non-cost related) and economic issues are the leading top of mind concerns volunteered by Oregon voters today (each mentioned by 12%), followed by health care cost concerns (9%), education funding issues (7%), taxes (5%), illegal immigration (4%) and state budget issues (4%). Comparing today's concerns with those mentioned roughly one year ago (February 2006), there has been a shift. At that time, education funding and the economy topped the list (18% and 17%, respectively).

Looking at subgroups, health care issues (non-cost related) are the leading concern in Multnomah County, but there is no consensus in the Willamette Valley or Washington and Clackamas Counties. Voters in the Southern, Eastern and Coastal parts of the state are most concerned with the economy today. Looking at gender and age, we find health care issues at the top of the list among women age 55 and older, but for men in that age group, there is no consensus issue. Younger men place the economy at the top of their list of concerns and women age 18-54 are most concerned about education issues (non-funding related).

Most Important Issue Facing People in Oregon Today



This Moore Insight contains results of a telephone survey by Moore Information, Inc., conducted January 23-24, 2007, among a representative sample of 500 voters statewide. Potential sampling error is plus or minus 4% at the 95% confidence level.

Moore Information is a premier opinion research and strategic analysis firm specializing in politics, government and public affairs. We offer our clients and friends insight and information on key issues and measurements on a regular basis, sharing our interpretations and strategic analyses of the data. If you wish to receive additional information regarding this Moore Insight or receive future Moore Insights, please contact us at www.moore-info.com/contactus.

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