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Celebrating 25 Years of Business

December 21, 2006

TO: Interested Parties

FROM: Bob Moore & Hans Kaiser

RE: Oregon Political Climate – Voter Mood Improving; Governor Image Improving

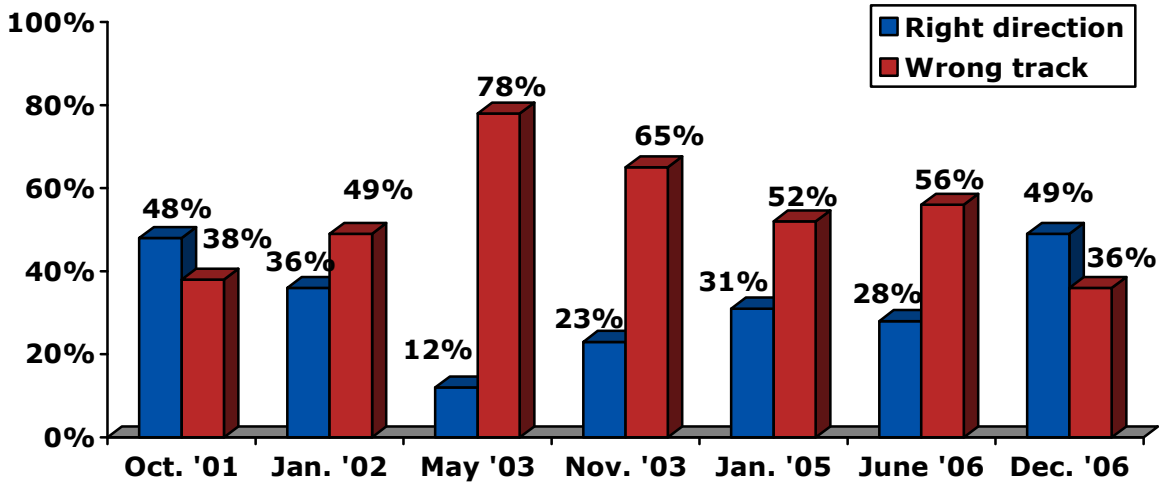
Oregonians Have an Optimistic Outlook for First Time in Five Years

Not since October of 2001 have Oregon voters been in an optimistic mood about the direction of the state. Today, 49% of voters say things in Oregon are headed in the right direction, while 36% still believe things are off on the wrong track. This is a marked improvement over just six months ago, when just 28% said things were headed in the right direction and 56% were pessimistic. Pessimism had prevailed since late in 2001, and had peaked in May of 2003. Since that time, pessimism dropped somewhat, but was shared by the majority until late this year.

The improved mood was likely a factor in the success of Governor Kulongoski's bid for reelection this year, as incumbents typically tend to benefit by an optimistic environment, in which voters are more likely to be content with the "status quo," and therefore less likely to be looking to "shake things up" at the ballot box.

There are some notable differences in the level of optimism by subgroup. For instance, regionally, optimism is highest in Multnomah County, while voters in the Southern, Coastal and Eastern parts of the state are least optimistic. Democrats are widely optimistic today (65%/23%), but Republicans are not happy (33%/51%) and Independents are marginally positive (46%/37%).

Oregon Voter Mood: Historic Trends

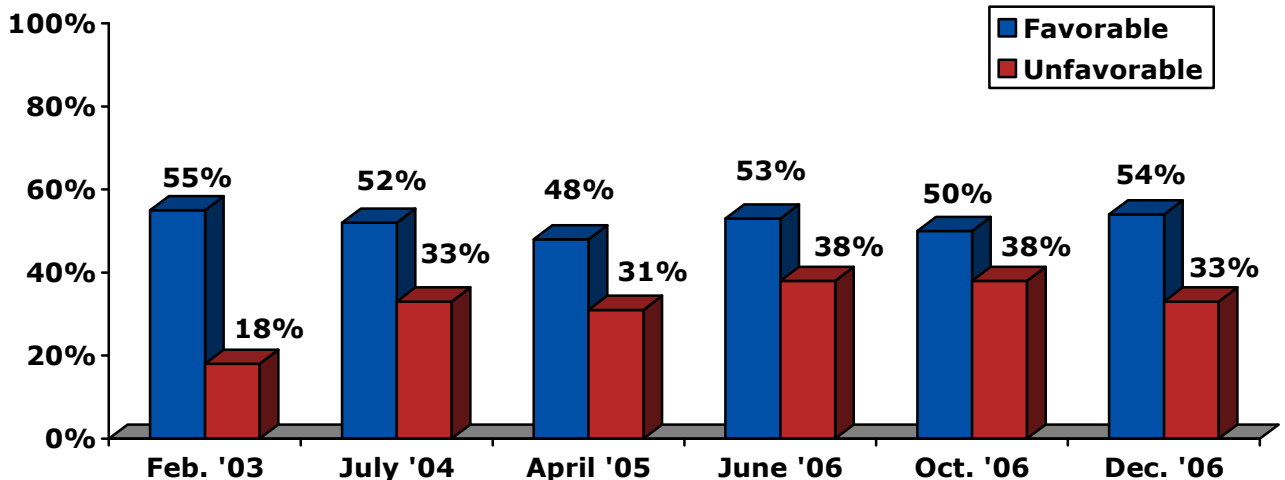


Governor Kulongoski's Image; Slightly Improved

Following his successful bid for reelection in November, the Governor's image has improved, but is similar to where it was before the campaign got underway. Today, 54% have a favorable, and 33% an unfavorable impression of Kulongoski. By comparison, in October of 2006 during the gubernatorial campaign, his image was a narrower 50%/38%.

Today, Kulongoski's image is positive throughout the Portland metro region and in the Willamette Valley, with his highest favorable ratings coming from the heavily Democrat Multnomah County (69%/19%). 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 (81%/11%). Additionally, he enjoys a 20-point positive margin with Independent voters (51%/31%), while GOP voters are negative about him by a more than two-to-one margin (25%/59%). Among other subgroups, we find the Governor enjoying wider popularity among women than men, and voters age 18-54 are more impressed by him than older voters.

Kulongoski Image: Historic Trends



This telephone survey of Oregon voters was conducted December 13-14, 2006 by Moore Information, Inc. among a representative sample of 500 voters statewide. Potential sampling error is plus or minus 4% at the 95% confidence level.

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