

Results of SurveyUSA Election Poll #21897

Geography: Oregon
Data Collected: 10/23/2014 - 10/27/2014
Release Date: 10/28/2014
Percentages

In Oregon, Kitzhaber Still Wins; Sylvia Hayes 'Defectors' Do Not Change Outcome Materially in Campaign's Final Week: One week till counting begins in Oregon's all-mail election, incumbent Democrat John Kitzhaber appears to survive the whiff of a scandal, and remains almost certain to be elected to a 4th term as Governor, according to KATU-TV's final pre-election tracking poll in the contest. Today, it's Kitzhaber 50%, Republican challenger Dennis Richardson 40%. In 4 SurveyUSA tracking going back to 06/10/14, Kitzhaber has led by 13 points, 12 points, 12 points, 13 points, and today by 10 points. Among Independent voters, there is late movement to Richardson. In an election today for United States Senator from Oregon, incumbent Democrat Jeff Merkley is comfortably reelected, 53% to 32%, defeating Republican challenger Monica Wehby. Cell-phone respondents and home-phone respondents included in this research: SurveyUSA interviewed 700 state of Oregon adults 10/23/14 through 10/27/14. Of the adults, 624 were registered to vote. Of the registered voters, 552 were determined by SurveyUSA to have already returned a ballot or to be likely to do so before the 11/04/14 deadline. This research was conducted using blended sample, mixed mode. Respondents reachable on a home telephone (70% of likely voters) were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents not reachable on a home telephone (30% of likely voters) were shown a questionnaire on their smartphone, tablet or other electronic device.

1 If you were filling out your ballot for Oregon governor today, who would you vote for? (candidate names rotated) Republican Dennis Richardson? Democrat John Kitzhaber? Or some other candidate?

552 Likely & Actual Voters	All	Gender		Age				<50 / 50+		ACA Impact			Cover Oregon Impact			Kitzhaber Blame				Already Voted?		Party Affiliation			Ideology			Education		
Credibility Interval: +/-4.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Major F	Minor F	Not a F	Major F	Minor F	Not a F	All	Most	Some	None	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	4-year
Dennis Richardson (R)	40%	45%	36%	32%	43%	37%	45%	39%	41%	55%	32%	30%	72%	39%	12%	81%	70%	25%	4%	41%	39%	80%	9%	42%	82%	33%	6%	39%	46%	33%
John Kitzhaber (D)	50%	44%	55%	52%	43%	56%	47%	46%	52%	38%	54%	63%	17%	53%	81%	6%	15%	69%	93%	52%	48%	13%	84%	42%	13%	54%	85%	49%	44%	57%
Other	6%	7%	4%	9%	5%	4%	6%	7%	5%	3%	8%	7%	7%	5%	4%	11%	9%	4%	2%	5%	6%	4%	4%	10%	3%	8%	4%	5%	6%	5%
Undecided	5%	4%	5%	6%	9%	2%	2%	8%	2%	4%	6%	1%	4%	3%	3%	3%	6%	3%	2%	1%	7%	4%	3%	6%	2%	4%	5%	7%	4%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	49%	51%	15%	26%	33%	26%	40%	60%	41%	29%	27%	35%	27%	33%	20%	18%	40%	16%	40%	60%	29%	41%	28%	27%	43%	26%	16%	40%	44%

1 If you were filling out your ballot for Oregon governor today, who would you vote for? (candidate names rotated) Republican Dennis Richardson? Democrat John Kitzhaber? Or some other candidate?

552 Likely & Actual Voters	All	Income			Cell Phone / Lan		Region	
Credibility Interval: +/-4.3 pct points		< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Portlan	Rest of
Dennis Richardson (R)	40%	30%	47%	39%	33%	43%	38%	44%
John Kitzhaber (D)	50%	57%	44%	52%	55%	48%	51%	48%
Other	6%	7%	6%	3%	5%	6%	6%	5%
Undecided	5%	6%	3%	6%	8%	3%	5%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	31%	40%	29%	30%	70%	65%	35%

2 If you were filling out your ballot for United States Senator from Oregon today, who would you vote for? (candidate names rotated) Republican Monica Wehby? Democrat Jeff Merkley? Or some other candidate?

552 Likely & Actual Voters	All	Gender		Age				<50 / 50+		ACA Impact			Cover Oregon Impact			Kitzhaber Blame				Already Voted?		Party Affiliation			Ideology			Education		
Credibility Interval: +/-4.2 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Major F	Minor F	Not a F	Major F	Minor F	Not a F	All	Most	Some	None	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	4-year
Monica Wehby (R)	32%	37%	28%	23%	33%	29%	40%	30%	34%	49%	26%	17%	59%	26%	13%	68%	50%	19%	6%	37%	29%	63%	8%	32%	65%	26%	4%	36%	37%	24%
Jeff Merkley (D)	53%	49%	57%	56%	51%	57%	49%	53%	53%	38%	60%	69%	23%	60%	78%	16%	28%	70%	86%	57%	50%	17%	84%	49%	17%	57%	90%	47%	46%	64%
Other	8%	9%	8%	10%	7%	8%	9%	8%	8%	8%	7%	11%	13%	7%	6%	13%	12%	7%	5%	5%	10%	12%	4%	12%	13%	9%	3%	9%	11%	6%
Undecided	6%	5%	7%	11%	8%	6%	3%	9%	4%	5%	7%	3%	5%	6%	3%	3%	10%	4%	3%	1%	10%	8%	4%	6%	6%	8%	3%	8%	6%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	49%	51%	15%	26%	33%	26%	40%	60%	41%	29%	27%	35%	27%	33%	20%	18%	40%	16%	40%	60%	29%	41%	28%	27%	43%	26%	16%	40%	44%

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2 If you were filling out your ballot for United States Senator from Oregon today, who would you vote for? (candidate names rotated) Republican Monica Wehby? Democrat Jeff Merkley? Or some other candidate?

552 Likely & Actual Voters	All	Income			Cell Phone / Lan		Region	
Credibility Interval: +/-4.2 pct points		< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Portlan	Rest of
Monica Wehby (R)	32%	23%	40%	29%	22%	36%	30%	36%
Jeff Merkley (D)	53%	58%	47%	58%	57%	51%	56%	47%
Other	8%	13%	8%	5%	8%	8%	8%	10%
Undecided	6%	7%	5%	8%	12%	4%	6%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	31%	40%	29%	30%	70%	65%	35%

3 How much of a factor will the future of the Affordable Care Act, or Obamacare, be in determining how you will vote in the race for United States Senate? A major factor? A minor factor? Or not a factor at all?

552 Likely & Actual Voters	All	Gender		Age				<50 / 50+		ACA Impact			Cover Oregon Impact			Kitzhaber Blame				Already Voted?		Party Affiliation			Ideology			Education		
Credibility Interval: +/-4.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Major F	Minor F	Not a F	Major F	Minor F	Not a F	All	Most	Some	None	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	4-year
Major Factor	41%	44%	38%	37%	43%	40%	43%	40%	41%	100%	0%	0%	67%	33%	23%	65%	48%	33%	30%	43%	40%	52%	35%	36%	56%	33%	34%	48%	41%	36%
Minor Factor	29%	31%	27%	40%	31%	28%	21%	35%	25%	0%	100%	0%	21%	48%	23%	15%	35%	34%	31%	29%	29%	25%	30%	32%	22%	34%	29%	21%	29%	33%
Not a Factor	27%	23%	31%	19%	22%	28%	34%	21%	31%	0%	0%	100%	11%	17%	52%	18%	17%	29%	38%	27%	27%	22%	30%	29%	20%	27%	35%	28%	25%	30%
Not Sure	3%	2%	5%	4%	4%	4%	2%	4%	3%	0%	0%	0%	0%	2%	2%	2%	1%	4%	1%	2%	5%	2%	5%	3%	1%	6%	2%	3%	6%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	49%	51%	15%	26%	33%	26%	40%	60%	41%	29%	27%	35%	27%	33%	20%	18%	40%	16%	40%	60%	29%	41%	28%	27%	43%	26%	16%	40%	44%

3 How much of a factor will the future of the Affordable Care Act, or Obamacare, be in determining how you will vote in the race for United States Senate? A major factor? A minor factor? Or not a factor at all?

552 Likely & Actual Voters	All	Income			Cell Phone / Lan		Region	
Credibility Interval: +/-4.3 pct points		< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Portlan	Rest of
Major Factor	41%	34%	43%	43%	33%	44%	39%	45%
Minor Factor	29%	30%	30%	27%	40%	24%	32%	24%
Not a Factor	27%	30%	26%	25%	19%	30%	26%	28%
Not Sure	3%	5%	1%	5%	8%	1%	3%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	31%	40%	29%	30%	70%	65%	35%

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Percentaaes

4	How much of a factor will the failure of Cover Oregon be in determining how you will vote in the race for Governor?																													
552 Likely & Actual Voters	All	Gender		Age				<50 / 50+		ACA Impact			Cover Oregon Impact			Kitzhaber Blame				Already Voted?		Party Affiliation			Ideology			Education		
Credibility Interval: +/-4.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Major F	Minor F	Not a F	Major F	Minor F	Not a F	All	Most	Some	None	Yes	No	Republi	Democr	Indepe	Conser	Moder	Liberal	High Sc	Some	4-year
Major Factor	35%	41%	29%	31%	36%	34%	36%	34%	35%	57%	26%	15%	100%	0%	0%	75%	61%	19%	6%	35%	35%	53%	18%	38%	59%	31%	12%	46%	36%	27%
Minor Factor	27%	25%	28%	39%	25%	25%	24%	30%	25%	22%	44%	17%	0%	100%	0%	12%	32%	36%	22%	26%	27%	28%	28%	27%	25%	31%	25%	22%	27%	29%
Not a Factor	33%	30%	37%	23%	32%	36%	37%	29%	36%	19%	27%	64%	0%	0%	100%	9%	5%	40%	71%	38%	30%	17%	47%	31%	14%	31%	59%	22%	30%	42%
Not Sure	5%	4%	6%	7%	7%	5%	3%	7%	4%	3%	3%	3%	0%	0%	0%	4%	1%	6%	1%	2%	7%	2%	7%	5%	2%	7%	4%	10%	7%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	49%	51%	15%	26%	33%	26%	40%	60%	41%	29%	27%	35%	27%	33%	20%	18%	40%	16%	40%	60%	29%	41%	28%	27%	43%	26%	16%	40%	44%

4	How much of a factor will the failure of Cover Oregon be in determining how you will vote in the race for Governor?																													
552 Likely & Actual Voters	All	Income			Cell Phone / Lan		Region																							
Credibility Interval: +/-4.3 pct points		< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Portlan	Rest of																						
Major Factor	35%	28%	41%	32%	30%	37%	35%	34%																						
Minor Factor	27%	25%	29%	28%	33%	24%	27%	26%																						
Not a Factor	33%	39%	29%	33%	26%	36%	32%	35%																						
Not Sure	5%	8%	1%	8%	11%	2%	6%	4%																						
Total	100%	100%	100%	100%	100%	100%	100%	100%																						
Composition of Likely & Actual Voter	100%	31%	40%	29%	30%	70%	65%	35%																						

5	How much of the blame do you think Governor John Kitzhaber personally deserves for the failure of Cover Oregon? Almost all of it? Most of it? Some of it? Or almost none of it?																													
552 Likely & Actual Voters	All	Gender		Age				<50 / 50+		ACA Impact			Cover Oregon Impact			Kitzhaber Blame				Already Voted?		Party Affiliation			Ideology			Education		
Credibility Interval: +/-4.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Major F	Minor F	Not a F	Major F	Minor F	Not a F	All	Most	Some	None	Yes	No	Republi	Democr	Indepe	Conser	Moder	Liberal	High Sc	Some	4-year
All	20%	25%	15%	16%	19%	16%	29%	18%	22%	32%	10%	13%	43%	9%	6%	100%	0%	0%	0%	24%	17%	35%	7%	19%	35%	14%	8%	27%	23%	12%
Most	18%	20%	17%	13%	17%	24%	16%	15%	20%	21%	22%	11%	32%	22%	3%	0%	100%	0%	0%	16%	20%	29%	10%	21%	33%	19%	5%	18%	21%	17%
Some	40%	38%	42%	50%	39%	43%	32%	43%	38%	33%	47%	44%	21%	54%	48%	0%	0%	100%	0%	36%	43%	31%	48%	40%	25%	45%	50%	34%	35%	49%
None	16%	13%	19%	17%	15%	14%	18%	16%	16%	12%	17%	23%	3%	13%	34%	0%	0%	0%	100%	19%	14%	3%	28%	14%	1%	17%	32%	13%	16%	17%
Not Sure	6%	4%	7%	5%	11%	3%	4%	9%	4%	2%	3%	9%	1%	2%	10%	0%	0%	0%	0%	5%	6%	2%	8%	6%	5%	5%	5%	8%	5%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	49%	51%	15%	26%	33%	26%	40%	60%	41%	29%	27%	35%	27%	33%	20%	18%	40%	16%	40%	60%	29%	41%	28%	27%	43%	26%	16%	40%	44%

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Percentaaes

5How much of the blame do you think Governor John Kitzhaber personally deserves for the failure of Cover Oregon? Almost all of it? Most of it? Some of it? Or almost none of it?

552 Likely & Actual Voters	All	Income			Cell Phone / Lan		Region	
Credibility Interval: +/-4.3 pct points		< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Portlan	Rest of
All	20%	18%	20%	19%	8%	25%	21%	19%
Most	18%	15%	20%	21%	17%	19%	18%	19%
Some	40%	34%	47%	40%	50%	36%	42%	37%
None	16%	24%	11%	15%	15%	16%	16%	16%
Not Sure	6%	10%	3%	5%	9%	4%	4%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	31%	40%	29%	30%	70%	65%	35%

6Oregon will also vote on several ballot measures. First, Measure 91, which would legalize recreational marijuana for adults aged 21 and older. On Measure 91, are you ... Certain to vote yes? Certain to vote no? Or not certain?

552 Likely & Actual Voters	All	Gender		Age				<50 / 50+		ACA Impact			Cover Oregon Impact			Kitzhaber Blame				Already Voted?		Party Affiliation			Ideology			Education		
Credibility Interval: +/-4.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Major F	Minor F	Not a F	Major F	Minor F	Not a F	All	Most	Some	None	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	4-year
Yes	52%	56%	49%	71%	46%	61%	36%	55%	50%	44%	61%	57%	38%	54%	67%	30%	37%	63%	70%	55%	51%	32%	65%	57%	27%	54%	77%	52%	48%	58%
No	41%	39%	42%	26%	46%	30%	57%	39%	42%	50%	30%	36%	56%	39%	26%	66%	55%	31%	20%	43%	39%	62%	27%	35%	68%	37%	18%	37%	46%	35%
Not Certain	7%	5%	9%	4%	8%	8%	7%	6%	8%	6%	9%	7%	6%	7%	7%	5%	8%	7%	10%	2%	10%	6%	7%	8%	5%	9%	5%	10%	6%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	49%	51%	15%	26%	33%	26%	40%	60%	41%	29%	27%	35%	27%	33%	20%	18%	40%	16%	40%	60%	29%	41%	28%	27%	43%	26%	16%	40%	44%

6Oregon will also vote on several ballot measures. First, Measure 91, which would legalize recreational marijuana for adults aged 21 and older. On Measure 91, are you ... Certain to vote yes? Certain to vote no? Or not certain?

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Credibility Interval: +/-4.3 pct points		< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Portlan	Rest of
Yes	52%	59%	51%	50%	62%	48%	55%	47%
No	41%	36%	42%	41%	32%	44%	38%	45%
Not Certain	7%	5%	7%	9%	6%	8%	7%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	31%	40%	29%	30%	70%	65%	35%

7Next, Measure 92, which would require some genetically engineered food to be labeled as such. On Measure 92, are you ... Certain to vote yes? Certain to vote no? Or not certain?

552 Likely & Actual Voters	All	Gender		Age				<50 / 50+		ACA Impact			Cover Oregon Impact			Kitzhaber Blame				Already Voted?		Party Affiliation			Ideology			Education		
Credibility Interval: +/-4.3 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Major F	Minor F	Not a F	Major F	Minor F	Not a F	All	Most	Some	None	Yes	No	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	4-year
Yes	44%	42%	47%	52%	47%	43%	40%	49%	41%	38%	45%	56%	28%	49%	57%	19%	31%	55%	59%	48%	42%	28%	55%	46%	25%	46%	66%	29%	41%	55%
No	43%	47%	39%	41%	37%	42%	51%	38%	46%	48%	41%	37%	60%	40%	29%	74%	53%	30%	29%	51%	38%	60%	31%	42%	64%	40%	24%	54%	49%	31%
Not Certain	13%	11%	14%	7%	16%	15%	9%	13%	13%	14%	14%	8%	12%	11%	13%	6%	15%	14%	13%	2%	20%	12%	14%	12%	12%	15%	11%	17%	10%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	49%	51%	15%	26%	33%	26%	40%	60%	41%	29%	27%	35%	27%	33%	20%	18%	40%	16%	40%	60%	29%	41%	28%	27%	43%	26%	16%	40%	44%

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Credibility Interval: +/-4.3 pct points		< \$40K	\$40K -	> \$80K	Cell Ph	Landlin	Portlan	Rest of
Yes	44%	43%	42%	51%	48%	43%	43%	46%
No	43%	42%	46%	36%	38%	45%	43%	42%
Not Certain	13%	15%	13%	12%	14%	12%	13%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	31%	40%	29%	30%	70%	65%	35%

Statement of Methodology: About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.