Atiyeh jumps past Kulongoski Poll shows governor holding 11-point lead

By J. ROY BARDSLEY

© 1982, The Oregonian Publishing Co. Republican Gov. Vic Atiyeh has broken the deadlock with his Democratic adversary, Ted Kulongoski, and now holds an approximate 11-point lead in the gubernatorial race.

The governor's gain is due largely to his ability to close Republican ranks and attract independent voters who were "undecided" a month ago.

State Sen. Kulongoski of Junction City, on the other hand, has lost a little ground on all fronts as the "vote" has crystallized. His support among fellow Democrats has waned slightly, and the previously uncommitted voters from all parties, particularly independents, have moved into the Atiyeh camp.

These are the highlights of a statewide study sponsored by The Oregonian and conducted by Bardsley & Haslacher, a private research firm based in Portland.

Here is the preference picture, compared with that compiled by the same firm a month previously:

CHOICE FOR GOVERNOR

| Vote for Atiyeh | | Sept. 10 34% |
|--|----|-----------------|
| Lean toward Atiyeh | 6 | 7 |
| Vote for Kulongoski | 33 | 33 |
| Lean toward Kulongoski . | 6 | 7 |
| Vote or lean toward Paul Cleveland (Libertarian | | 14 |
| candidate) | 1 | |
| Undecided | 10 | 19 |
| * - Not included. | | |

Results of the study are based on 698 telephone interviews conducted Oct. 6-11 with registered voters, using the random digit dial technique of calling. The maximum standard error range for this size sample is 3.8 percent. That means the preference ratings could be as low as about 40 percent for Atiyeh and as high as about 37 percent for Kulongoski.

While current results reflect preferences of all registered voters interviewed, findings for those most likely to vote were essentially the same.

Atiyeh is leading in all congressional

districts, except the 4th District, in which Kulongoski resides. In that district, centered in Eugene and including much of southwestern Oregon, Kulongoski holds a 14-point lead over Atiyeh.

Other results reveal Atiyeh leading among men, but dropping into a tie with Kulongoski among women voters.

Age breakdowns show Kulongoski strongest among younger voters, but with Atiyeh holding a commanding lead among those 45 years or older.

A sidelight to the survey is that more Oregon voters say they are confident the governor will win re-election than the actual preference count shows.

For example, just before the interview was concluded, respondents were asked: "Regardless of whom you will vote for, who do you think will win the race for governor?" The result was:

| Atiyeh Kulongoski Undecided | | | | | | | | • | • | • | | 29 |
|-----------------------------------|--|--|--|--|--|--|--|---|---|---|--|----|
| Fighty | | | | | | | | | | | | |

Eighty-one percent of Atiyeh's supporters felt he would win.

Related stories on Page C2.

Poll finds Atiyeh widens lead

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By J. ROY BARDSLEY

The trend in Oregon's governor's race continues to favor incumbent Vic Atiyeh, who has added approximately 6 points to his lead over Democrat Ted Kulongoski in the past two weeks, a recent poll shows.

Most of the "undecided" voters, however, are Democrats who could cut Kulongoski's deficit should they vote along party lines.

The results of three studies taken for The Oregonian show the two candidates deadlocked during September but with Atiyeh opening a lead early in October and expanding his margin in a study completed last weekend.

In addition to Atiyeh and Kulongoski, the survey included Libertarian Party candidate Paul Cleveland.

The following preference figures

were produced by the three statewide polls conducted by Bardsley & Haslacher Inc., a private Portiand-based research organization.

| Oct. 21 Vote Atiyeh 50% | 44% | Sept. 10 34% | |
|----------------------------|-----|-----------------|---|
| Lean to Atiyeh 6 | 6 | 7 | |
| Vote Kulongoski . 28 | 33 | 33 | |
| Lean to | | | |
| Kulongoski 4 | 6 | 7 | |
| Cleveland 1 | 1 | | |
| Undecided 11 | 10 | 19 | |
| (* - Not included.) | | - | - |

Results of the latest study are based on 403 telephone interviews conducted Oct. 20 and 21. The maximum standard error is 4.9 percent, plus or minus.

Kulongoski's best hope appears to be in gaining the loyalty of Democrats, who constitute 60 percent of the "undecided" and who are defecting in large numbers to Atiyeh.

Here are the preferences by party affiliation:

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| Viete /lean to | Rep. | Den. | Ind. |
|--|------|------|------|
| Vote/lean to Atiyeh | 81% | 39% | 56% |
| Vote/lean to Kulongoski Vote/lean to | 9 | 49 · | 22 |
| Cleveland | | 0 | 5 |
| Undecided | 8 | 12 | 17 |

A corollary question asked respondents whom they felt would win, regardless of how they intended to vote.

Of those interviewed, 62 percent predicted Atiyeh would win, 17 percent said Kulongoski and 21 percent were not sure.

This, too, represented a gain for Atiyeh, who was predicted to win by 52 percent of those sampled two weeks ago.