

THE GUBERNATORIAL POTENTIAL
of
V I C A T I Y E H

Bardsley & Haslacher, Inc.
October, 1973

Confidential

THE GUBERNATORIAL POTENTIAL

of

V I C A T I Y E H

Bardsley & Haslacher, Inc.
October, 1973

INTRODUCTION

This is a report on the gubernatorial potential of Republican Vic Atiyeh. Results reflect the climate as of OCTOBER, 1973.

The study was conducted and compiled by Bardsley & Haslacher, Inc., an independent and impartial research organization, with offices in the Western United States.

Objectives

Primary objectives of the study were to chart voter awareness of 'Vic Atiyeh' and obtain potential strength measurements from trial heat contests.

Important! In evaluating "contestant" positions in trial heat races, the reader should remember that awareness plays a prominent part in results.

Research has repeatedly proved that a candidate with high awareness, particularly an incumbent, enjoys an inherent advantage over potential challengers.

Mr. Atiyeh, for example, has a present awareness base of 46%, as compared to 39% for Clay Myers. Barring an unusually strong protest vote, Mr. Myers should run ahead of Atiyeh, which he does.

This does not negate the fact that Mr. Atiyeh would enter the gubernatorial race as an underdog (as detailed in our meeting).

But, it helps to explain the distance between the candidates at this time which, mathematically, should narrow as Mr. Atiyeh's name and candidacy become better known (if, of course, he runs).

INTRODUCTION

Methodology

Sample for the study consisted of 645 personal, in-home interviews with registered voters in the state. The sample was a multi-stage, probability type, which guaranteed each adult Oregonian an equal opportunity of being interviewed.

The sample was designed as follows: In Multnomah, Washington and Clackamas Counties, the area was first divided into census tracts. Next, all blocks or block-like segments were numbered in serpentine fashion within tracts.

A standard table of random numbers was then applied, and 10 per cent of blocks in each tract were drawn for physical listing of dwelling units. After this, the sample was drawn by computing an interviewing interval which assigned specific households for contact.

In urban areas outside Metro Portland, the sample was designed in similar fashion, except that a pre-listing was not made. Instead, interviewers were supplied with detailed maps and instructed to contact every "nth" dwelling unit.

In rural areas, interviewers used a similar contact method, following prescribed routes on rural maps.

Field work for the study was conducted in October of 1973. A portion of each interviewer's work was validated for accuracy and authenticity.

INTRODUCTION

Sampling Variability

Every sample survey is subject to ranges of variability, or the chance that results might vary slightly, within known limits, from findings which a complete census would produce.

The following chart reflects variability ranges for the total sample, computed at the 95 per cent confidence level.

<u>Percentage in Report:</u>	<u>Plus or Minus Range of Variation</u>
10% or 90%	2.4%
20% or 80%	3.1
30% or 70%	3.6
40% or 60%	3.8
50%	3.9

Example: Twenty-two per cent of the sample preferred Mr. Atiyeh in his trial confrontation with Robert Straub. Chances are 19 out of 20 that this preference figure (22%) is within approximately 3.1%, plus or minus, of the finding which would accrue from a complete canvass of registered voters in the state.

Variability ranges for subgroup breakdowns (by age, sex, etc.) are somewhat wider, due to reduced sample bases.

THE FINDINGS

Table 1. Voter Awareness of Various Political Figures. (Read down)

Question: "On this card is a list of people's names, which you may or may not recognize. Would you mind looking over the list and tell me which, if any, of these people you've heard of?"

<u>Aware of:</u>	<u>Total Sample</u>	<u>Political Affiliation</u>		
		<u>Democrats</u>	<u>Republi- cans</u>	<u>Other or Not Reg.</u>
Clay Myers	83%	89%	90%	62%
Robert Straub	79	89	82	56
Betty Roberts	53	63	58	26
Jim Redden	44	49	51	23
Victor Atiyeh	40	44	50	16
Ed Westerdahl	38	42	42	23
Saul Postrum (Fictitious to measure spurious awareness)	3	3	3	2
(Samples)	(800)	(361)	(261)	(178)

Following are awareness data among registered voters only, which constitutes the reporting base for the remainder of the report.

Clay Myers	89%
Robert Straub	86
Betty Roberts	61
Jim Redden	50
Victor Atiyeh	46
Ed Westerdahl	42

Awareness of Mr. Atiyeh in the Metro Portland area was 60%; in Washington County, 81 per cent. In the remainder of the state (excluding Metro Portland), his awareness was 33 per cent.

Table 1a.

QUESTION: (Asked if heard of Victor Atiyeh)
 (Read down)

"Do you happen to know who Victor Atiyeh is, or what type of work he does?"

	TOTAL	SEX		AGE				AREA		EDUCATION			POLITICAL AFFILIATION				
		MALE	FEMALE	18-29	30-44	45-59	60 OR OVER	TRI CO.	OUT-SIDE	COL-LEGE	HIGH SCHL	OR NONE	DEMO	REP	OTHER OR NOT REGIS.		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Correct (Legislature) . . .	54.4	57.3	51.4	45.1	57.7	59.3	52.0	52.7	57.3	62.1	46.5	42.9	55.0	53.1	57.1		1
Correct (rugs)	14.5	13.3	15.7	11.8	11.5	16.5	16.4	18.4	7.7	14.2	14.9	14.2	16.9	13.1	7.2		2
Partially correct	6.3	5.3	7.5	5.8	5.1	3.3	10.2	5.5	7.7	4.1	7.9	11.4	3.8	10.0	3.6		4
Incorrect	5.9	5.4	5.5	9.8	5.2	5.5	5.1	5.5	6.8	4.8	7.0	8.6	6.8	3.8	10.7		3
																	5
																	6
																	7
																	8
																	9
																	10
																	X
Undecided	18.9	13.0	19.9	27.5	20.5	15.4	16.3	17.9	20.5	14.8	23.7	22.9	17.5	20.0	21.4		Y
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
(Samples)	(318)	(172)	(146)	(51)	(78)	(91)	(98)	(201)	(117)	(169)	(114)	(35)	(160)	(130)	(28)		

QUESTION: (Asked if heard of Victor Atiyeh)

(Read down)

Table 1a.
(Cont.)

"Do you happen to know who Victor Atiyeh is, or what type of work he does?"

	TOTAL	OCCUPATION				HOME OWNERSHIP		UNION MEMBERSHIP		INCOME LEVEL			
		PROF- MGR	WHITE COL	BLUE COL	AGRIC OR OTHER	OWN	RENT	UNION	NON	UPPER	MID	LOWER	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Correct (Legislature) . . .	54.4	69.8	50.3	49.7	53.8	53.7	57.1	52.1	55.8	56.5	55.3	42.9	1
Correct (rugs)	14.5	11.3	16.8	13.7	15.4	14.1	15.9	17.3	12.7	3.8	16.9	14.2	2
Partially correct	8.3	3.8	2.8	8.9	15.4	5.9	7.9	4.2	7.6	7.6	5.9	7.1	4
Incorrect	5.9	3.8	7.5	6.3		5.9	6.4	6.6	5.6	5.6	5.4	10.8	3
													5
													6
													7
													8
													9
													0
													X
Undecided	18.9	11.3	19.6	21.4	15.4	20.4	12.7	19.8	18.3	26.4	16.5	25.0	Y
	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	
(Samples)	(318)	(53)	(107)	(145)	(13)	(255)	(63)	(121)	(197)	(53)	(237)	(28)	

Table 2.

QUESTION:
 (Read down)

Voter Preference for Governor of Oregon - Victor Atiyeh vs. Jim Redden.

	TOTAL	SEX		AGE				AREA		EDUCATION			POLITICAL AFFILIATION					
		MALE	FEMALE	18-29	30-44	45-59	60 OR OVER	TRI CO.	OUT-SIDE	COL-LEGE	HIGH SCHL	GRADE OR NONE	DEMO	REP	OTHER			
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Jim Redden	45.3	52.5	38.2	50.7	51.3	45.2	36.7	46.6	44.0	43.2	48.5	42.7	63.2	21.8	30.4			1
Victor Atiyeh	26.3	21.3	31.3	19.2	21.7	26.6	35.5	27.7	25.2	23.8	24.2	24.7	12.1	46.8	17.4			2
																		3
																		4
																		5
																		6
																		7
																		8
																		9
																		0
																		X
Undecided	28.4	26.3	30.5	30.1	28.0	28.0	27.8	25.7	30.8	28.0	27.3	32.6	24.7	31.4	52.2			Y
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
(Samples)	(645)	(320)	(325)	(136)	(161)	(168)	(180)	(311)	(334)	(296)	(260)	(89)	(361)	(261)	(23)			

Table 2.
(Cont.)

QUESTION:
(Read down)

Voter Preference for Governor of Oregon - Victor Atiyeh vs. Jim Redden.

	TOTAL	OCCUPATION				HOME OWNERSHIP		UNION MEMBERSHIP		INCOME LEVEL		
		PROF- MGR	WHITE COL	BLUE COL	AGRIC OR OTHER	OWN	RENT	UNION	NON	UPPER	MID	LOWER
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Jim Redden	45.3	36.1	45.1	48.2	36.0	44.0	48.8	50.3	41.5	38.3	47.6	39.3
Victor Atiyeh	26.3	33.8	28.8	23.8	23.0	28.2	21.2	18.7	31.6	29.9	26.0	23.0
Undecided	28.4	30.1	26.1	28.0	44.0	27.8	30.0	30.5	26.9	31.8	26.4	37.7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(Samples)	(645)	(83)	(184)	(353)	(25)	(475)	(170)	(262)	(383)	(107)	(477)	(61)

Table 3.

QUESTION:
 (Read down)

Voter Preference for Governor of Oregon - Robert Straub
 vs. Clay Myers.

	TOTAL	SEX		AGE				AREA		EDUCATION			POLITICAL AFFILIATION				
		MALE	FEMALE	18-29	30-44	45-59	60 OR OVER	TRI CO.	OUT-SIDE	COL-LEGE	HIGH SCHL	GRADE OR NONE	DEMO	REP	OTHER		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Robert Straub	49.4	51.6	39.4	39.0	54.0	49.4	38.9	48.6	42.5	43.6	45.4	51.7	64.5	21.1	21.7		1
Clay Myers	36.8	31.5	41.8	39.7	33.0	32.1	42.2	35.0	38.3	39.5	36.1	29.2	19.2	60.9	39.2		2
																	3
																	4
																	5
																	6
																	7
																	8
																	9
																	0
																	X
Undecided	17.8	16.9	18.8	21.3	13.0	18.5	18.9	16.4	19.2	16.9	18.5	19.1	16.3	18.0	39.1		Y
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		

Table 3.
(Cont.)

QUESTION:
(Read down)

Voter Preference for Governor of Oregon - Robert
Straub vs. Clay Myers.

	TOTAL	OCCUPATION				HOME OWNERSHIP		UNION MEMBERSHIP		INCOME LEVEL			
		PROF- MGR	WHITE COL	BLUE COL	AGRIC OR OTHER	OWN	RENT	UNION	NON	UPPER	MID	LOWER	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Robert Straub	45.4	39.8	39.1	51.6	24.0	46.1	43.5	52.7	40.5	34.6	48.2	42.6	1
Clay Myers	36.8	39.7	44.6	32.0	36.0	37.3	35.3	29.7	41.5	47.6	35.4	27.9	2
													3
													4
													5
													6
													7
													8
													9
													0
													X
Undecided	17.8	20.5	16.3	16.4	40.0	16.6	21.2	17.6	18.0	17.8	16.4	29.5	Y
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Table 4.

QUESTION:
 (Read down)

Voter Preference for Governor of Oregon - James Redden
 vs. Clay Myers.

	TOTAL	SEX		AGE				AREA		EDUCATION			POLITICAL AFFILIATION				
		MALE	FEMALE	18-29	30-44	45-59	60 OR OVER	TRI CO.	OUT-SIDE	COLLEGE	HIGH SCHL	OR NONE	DEMO	REP	OTHER		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Clay Myers	43.7	38.1	49.2	43.4	40.4	38.1	52.2	42.1	45.2	43.6	46.5	36.0	26.3	67.8	43.5		2
James Redden	34.1	39.7	28.6	33.1	43.5	38.7	22.2	35.4	32.9	35.8	32.3	33.7	52.1	10.7	17.4		1
																	3
																	4
																	5
																	6
																	7
																	8
																	9
																	0
																	X
Undecided	22.2	22.2	22.2	23.5	16.1	23.2	25.6	22.5	21.9	20.6	21.2	30.3	21.6	21.5	39.1		Y
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		

Table 4.
(Cont.)

QUESTION:
(Read down)

Voter Preference for Governor of Oregon - James Redden
vs. Clay Myers.

	TOTAL	OCCUPATION				HOME OWNERSHIP		UNION MEMBERSHIP		INCOME LEVEL			
		PROF- MGR	WHITE COL	BLUE COL	AGRIC OR OTHER	OWN	RENT	UNION	NON	UPPER	MID	LOWER	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Clay Myers	43.7	45.8	51.6	39.6	44.0	45.2	39.4	35.9	49.1	52.4	43.8	27.9	2
James Redden	34.1	27.7	31.5	38.0	29.0	33.3	36.5	41.2	29.2	28.0	35.4	34.4	1
													3
													4
													5
													6
													7
													8
													9
													0
													X
Undecided	22.2	26.5	17.9	22.4	36.0	21.5	24.1	22.9	21.7	19.6	20.8	37.7	Y
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Table 5.

QUESTION:
 (Read down)

Voter Preference for Governor of Oregon - Victor Atiyeh
 vs. Robert Straub.

	TOTAL	SEX		AGE				AREA		EDUCATION			POLITICAL AFFILIATION				
		MALE	FEMALE	18-29	30-44	45-59	60 OR OVER	TRI CO.	OUT-SIDE	COLLEGE	HIGH SCHL	OR NONE	DEMO	REP	OTHER		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Robert Straub	54.1	56.3	52.0	51.5	65.2	55.4	45.0	55.9	52.4	53.7	54.6	53.9	71.7	31.4	34.8		1
Victor Atiyeh	21.7	19.7	23.7	14.7	14.3	24.4	31.1	21.9	21.6	22.0	21.6	21.4	10.6	37.6	17.4		2
																	3
																	4
																	5
																	6
																	7
																	8
																	9
																	0
																	X
Undecided	24.2	24.1	24.3	33.8	20.5	20.2	23.9	22.2	26.0	24.3	23.8	24.7	17.7	31.0	47.8		Y
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		

Table 5.
(Cont.)

QUESTION:
(Read down)

Voter Preference for Governor of Oregon - Victor Atiyeh
vs. Robert Straub.

	TOTAL	OCCUPATION				HOME OWNERSHIP		UNION MEMBERSHIP		INCOME LEVEL			
		PROF- MGR	WHITE COL	BLUE COL	AGRIC OR OTHER	OWN	RENT	UNION	NON	UPPER	MID	LOWER	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Robert Straub	54.1	42.2	52.2	59.2	36.0	55.4	50.6	60.3	49.9	49.5	56.6	42.6	1
Victor Atiyeh	21.7	39.1	23.9	19.0	16.0	24.2	14.7	15.3	26.1	25.3	21.4	18.1	2
													3
													4
													5
													6
													7
													8
													9
													0
													X
Undecided	24.2	27.7	23.9	21.8	48.0	20.4	34.7	24.4	24.0	25.2	22.0	39.3	Y
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Table 6.

QUESTION:

Voter Preference for Republican Nomination for Governor.

(Read down)

TOTAL	SEX		AGE				AREA		EDUCATION			POLITICAL AFFILIATION			
	MALE	FEMALE	18-29	30-44	45-59	60 OR OVER	TRI CO.	OUT-SIDE	COL-LEGE	HIGH SCHL	OR NONE	DEMO	REP		OTHER
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Clay Myers	59.9	58.3	72.0	57.1	47.7	61.8	57.7	60.1	61.3	56.0	60.0		60.2		2
Victor Atiyeh	15.4	17.4	4.7	12.5	27.7	13.7	22.0	9.8	17.7	15.0	8.6		20.0	15.3	1
Undecided	25.6	24.3	23.3	30.4	24.6	24.5	20.3	30.1	21.0	29.0	31.4		80.0	24.5	Y
(Samples)	(266)	(122) (144)	(43) (56)	(65) (102)	(123) (143)	(124) (107)	(35)	(5) (261)							

Table 6.
(Cont.)

QUESTION: Voter Preference for Republican Nomination for Governor.
 (Read down)

	TOTAL	OCCUPATION				HOME OWNERSHIP		UNION MEMBERSHIP		INCOME LEVEL			
		PROF-MSGR	WHITE COL	BLUF COL	AGRIC OR OTHER	OWN	RENT	UNION	NON	UPPER	MID	LOWER	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Clay Myers	59.0	56.1	61.5	59.4	50.0	59.5	57.6	58.5	59.3	48.3	64.3	44.0	2
Victor Atiyeh	15.4	24.4	14.1	14.3	7.1	16.5	12.1	10.6	18.0	19.6	14.6	12.0	1
													3
													4
													5
													6
													7
													8
													9
													0
													X
Undecided	25.6	19.5	24.4	26.3	42.9	24.0	30.3	30.9	22.7	32.1	21.1	44.0	Y
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
(Samples)	(266)	(41)	(78)	(133)	(14)	(200)	(66)	(94)	(172)	(56)	(185)	(25)	