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Bush performance poor, according to a majority of Oregon business leaders; Kerry has slight lead in traditional Republican stronghold

PORTLAND, OREGON – If President George W. Bush is counting on re-election support from Oregon's business community, he may have to rethink that strategy in this key swing state.

According to results from an Internet survey of 770 *Oregon Business* magazine subscribers, 53 percent rated Bush's performance below average, including 36 percent who rated his efforts as being "very poor." Business owners were more critical, with 66 percent rating his performance below average. And, the president is in trouble with women in business. Fifty percent rank Bush's performance as "very poor."

"If President Bush were an employee, some Oregon business leaders and decision makers would be preparing termination papers based on his performance evaluation," says pollster Tom Eiland of Conkling Fiskum & McCormick (CFM), a non-partisan research and public affairs firm. CFM conducted the survey for the magazine.

Oregon Business subscribers also say that if the presidential election were held today, 45 percent would vote for John Kerry, 42 percent would support Bush, with 3 percent supporting Ralph Nader. Ten percent were undecided.

In a two-way race without Nader, Kerry leads Bush 47 percent to 43 percent, with 10 percent undecided. The results suggest Nader's campaign may take some votes away from Kerry and could affect the outcome of the election for this group in a close race.

These and other results from the May survey about the economy and proposed state financing options will appear in *Oregon Business'* July issue, appearing next week, as well as in the August issue.

Oregon Gov. Ted Kulongoski, a Democrat, fared only slightly better than President Bush in the performance rankings, with 44 percent of business leaders saying he is doing an average job. Another 33 percent say Kulongoski's performance is below average, and 23 percent gave the governor above average grades.

Oregon Business teamed with CFM to produce survey data for a new regular feature called **Input**, a quarterly online poll of readers about business, economic and political topics. This month's installment of *Input* is based on an Internet survey completed by 770 Oregon business leaders and decision makers in late May.

DETAILED RESULTS

Rating Bush's Performance

How would you rate George W. Bush's performance as president of the United States?

Group/Percentage	Excellent	Very Good	Average	Fair	Very Poor
All	7%	23%	16%	17%	36%
Gender					
Male	7%	26%	18%	18%	31%
Female	6%	17%	11%	16%	50%
Position					
Owner	8%	22%	14%	15%	41%
CEO	10%	27%	17%	17%	29%
Senior Manager	10%	27%	17%	17%	29%
Middle Manager	6%	24%	21%	23%	27%
Area					
Portland Metro	6%	21%	15%	17%	41%
Willamette Valley	9%	27%	17%	17%	29%
Central/East OR	11%	30%	19%	17%	23%
Southern Oregon	9%	29%	22%	18%	22%
The Coast	9%	27%	14%	27%	23%

Presidential Preference: 3-Way Race

If the election for president were held today and the candidates were George W. Bush, John Kerry and Ralph Nader, for whom would you vote?

Group/Percentage	Bush	Kerry	Nader	Not Sure
All	42%	45%	3%	10%
Gender				
Male	48%	39%	2%	11%
Female	27%	60%	3%	10%
Position				
Owner	40%	47%	3%	10%
CEO	55%	33%	4%	8%
Senior Manager	55%	33%	4%	8%
Middle Manager	42%	39%	2%	17%
Area				
Portland Metro	37%	50%	2%	11%
Willamette Valley	51%	35%	3%	11%
Central/East OR	59%	30%	2%	9%
Southern Oregon	51%	38%	4%	7%
The Coast	41%	36%	9%	14%

Presidential Preference: 2-Way Race

If the election for president were held today and the candidates were George W. Bush and John Kerry, for whom would you vote?

Group/Percentage	Bush	Kerry	Not Sure
All	43%	47%	10%
Gender			
Male	49%	40%	11%
Female	28%	62%	10%
Position			
Owner	40%	49%	11%
CEO	57%	33%	10%
Senior Manager	57%	33%	10%
Middle Manager	43%	41%	16%
Area			
Portland Metro	38%	51%	11%
Willamette Valley	51%	39%	10%
Central/East OR	57%	32%	11%
Southern Oregon	56%	38%	6%
The Coast	41%	41%	18%

Rating Kulongoski's Performance

How would you rate Ted Kulongoski's performance as governor of Oregon?

Group/Percentage	Excellent	Very Good	Average	Fair	Very Poor
All	2%	21%	44%	24%	9%
Gender					
Male	2%	21%	41%	26%	10%
Female	2%	21%	51%	21%	5%
Position					
Owner	2%	23%	40%	23%	12%
CEO	3%	20%	39%	31%	7%
Senior Manager	3%	20%	39%	31%	7%
Middle Manager	1%	19%	61%	12%	7%
Area					
Portland Metro	3%	23%	44%	23%	7%
Willamette Valley	1%	18%	44%	26%	12%
Central/East OR	2%	15%	39%	30%	13%
Southern Oregon	2%	22%	44%	22%	9%
The Coast	--	27%	32%	32%	9%