RILEY RESEARCH ASSOCIATES
Research for Marketing, Public Relations, and Planning

THE RILEY REPORT™

Oregon Likely Voter Poll

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INTRODUCTION & METHODOLOGY

Riley Research Associates recently conducted an omnibus survey among likely Oregon voters regarding their opinions on a variety of current issues. The scientific telephone survey was conducted among 471 randomly selected registered voters throughout the state. A sample of 471 provides results accurate to within +/-4.38% at a 95% level of confidence. Fielding took place between September 20th and 29th, 2006. The cross tabs that follow this summary display the actual wording used in the questionnaire.

This poll defined "likely voters" as those whose record indicated that they had voted in any two of the three following elections: 2002 General, 2004 General, or the 2006 Primary. This selection represents roughly 55% of all registered voters. In addition, when asked, 83 percent of them indicated that they were "certain" to vote in November, while 17 percent said they were "very likely" or "somewhat likely" to vote. Anyone unlikely to vote was dismissed. Riley Research chose to hear from this audience due to their expected participation in the 2006 General election in November.

Likely voters tend to be older than the general population and older than the average registered voter. The age break down is as follows: 3 percent - age 18-34, 33 percent - age 35-54, 46 percent - 55-74, and 17 percent – 75 or older. The party affiliations of likely voters include: 43 percent Democrats, 40 percent Republicans, 1 percent minor parties, and 15 percent non-partisan.

To provide additional perspective, we asked likely voters how often they attended church. We found that 41 percent attend at least twice a month, 27 percent attend - but less often, 26 percent never attend and 6 percent refused to say.

RESULTS

The Most Likely of the Likely Voters

Asking respondents whether they plan to vote in November was instructive. While 83 percent said they were certain to vote, 17 percent were not quite as confident. Those who said they were "certain" to vote were more likely to be Republicans (88 percent), than Democrats (80 percent) or others (75 percent).

Motivation for Voting

When we asked likely voters to name one issue that would motivate them to vote, the largest percentage (41 percent) indicated that they "always vote" or that "no specific issue" was a factor, but nearly as many (38 percent) said that the governor's race was a motivating factor. In addition, about one in ten (9 percent) cited a ballot measure, while 7 percent mentioned a tax measure (most often school funding).

Gubernatorial Race A Dead Heat

Ron Saxton and Ted Kulongoski appear to be statistically even at 39 to 37 percent (respectively), with 20 percent undecided. This includes those for the candidate as well as those leaning toward the candidate. Down-ticket candidates are claiming only about 4 percent of the vote, with Mary Starrett at 2 percent, while Richard Morley and Joe Keating are drawing 1 percent each.

At this time, partisan loyalty appears to be a greater challenge for Kulongoski than for Saxton, as Saxton gets support from 72 percent of Republicans, while Kulongoski has the support of just 67 percent of Democrats. Other (unaffiliated and minor party) voters appear to favor Kulongoski by a 32 to 28 percent margin, with nearly one-third (31 percent) undecided.

Those who attend church on a frequent basis (twice a month or more) support Saxton over Kulongoski by a two to one margin (53 to 27 percent). Saxton appears to have a slight edge among those who attend church less often, but among those who say they never attend, Kulongoski has more than a three to two margin (52 to 20 percent).

Those who say they are "certain" to vote favor Saxton by a 41 to 36 percent margin, while those who say they are only "likely" to vote favor Kulongoski (39 to 29 percent).

Ballot Measure 48 (Caps State Spending)

Nearly half of those polled are currently undecided on this issue (47 percent). One-third of voters expect to vote no (33 percent) while one-fifth expect to support the measure (20 percent).

Ballot Measure 43 (Parental Notification Before Abortion)

By a 51 to 31 percent margin, likely voters say they will support this measure, although 18 percent remain undecided. Support is highest among Republicans and frequent church attendees (70 and 68 percent, respectively), and lowest among Democrats and non-church attendees (37 and 29 percent, respectively). Somewhat surprisingly, gender does not appear to be a factor, as the measure is supported equally by women and men.

Ballot Measure 40 (Elects Judges by District)

While over four of ten voters are currently undecided, twice as many favor - as oppose - the idea of electing judges by region rather than statewide (39 versus 19 percent). Republicans and independent voters tend to favor it in the highest numbers (46 and 42 percent, respectively), but more Democrats favor than oppose the measure as well (by 31 to 25 percent). The geographic location of the voter does not appear to be a significant factor.

CROSSTABULATIONS

In Oregon's general election this November, voters will face a variety of candidates, as well as tax measures and ballot initiatives. How likely are you to vote this November, would you say you are certain to vote, very likely to vote, somewhat likely, somewhat unlikely or very unlikely to vote? (Note: those unlikely to vote were dismissed)

		GENDER		AGE					PARTY AFFILIATION			CONGRESSIONAL DISTRICT					CHURCH ATTENDANCE			VOTE LKLNSS	
	Total	M	F	18-44	45-54	55-64	65-74	75+	D	R	NON-PARTISON	1	2	3	4	5	1X/WK TO 2X/MO	1X/MO TO 1X/YR	DON'T ATTND	CERTN TO VOTE	VERY/ SOMEWHAT
Total Participants	471	214	257	64	112	124	87	80	203	189	72	93	99	99	100	79	194	129	122	389	82
		45%	55%	14%	24%	26%	18%	17%	43%	40%	15%	20%	21%	21%	21%	17%	41%	27%	26%	83%	17%
Certain to vote	83%	84%	82%	81%	80%	84%	83%	84%	80%	88%	75%	87%	84%	84%	79%	78%	85%	81%	79%	100%	-
Very likely	15	14	16	14	17	15	15	15	18	10	19	9	14	13	19	22	12	16	20	-	87
Somewhat likely	2	3	2	5	3	2	2	1	1	2	6	4	2	3	2	-	3	3	2	-	13
Chi Square		1.02				2.68				11.37				10.33				3.62		471.00	
		.599				.953				.023				.243				.461		.001	

Of all the issues on the ballot this fall, including the Governor's race, Congressional races, nearly a dozen ballot measures, and local tax measures, which one race or issue is most likely to motivate you to send in your ballot? (Unaided)

		GENDER		AGE					PARTY AFFILIATION			CONGRESSIONAL DISTRICT					CHURCH ATTENDANCE			VOTE LKLNSS	
	Total	M	F	18-44	45-54	55-64	65-74	75+	D	R	NON-PARTISON	1	2	3	4	5	1X/WK TO 2X/MO	1X/MO TO 1X/YR	DON'T ATTND	CERTN TO VOTE	VERY/ SOME WHAT
Total Participants	471	214	257	64	112	124	87	80	203	189	72	93	99	99	100	79	194	129	122	389	82
		45%	55%	14%	24%	26%	18%	17%	43%	40%	15%	20%	21%	21%	21%	17%	41%	27%	26%	83%	17%
Miscellaneous	**46%**	**45%**	**47%**	**47%**	**42%**	**44%**	**43%**	**59%**	**45%**	**48%**	**43%**	**42%**	**48%**	**45%**	**55%**	**37%**	**47%**	**41%**	**52%**	**45%**	**51%**
Always vote anyway	22	19	25	17	19	23	24	26	24	22	18	18	23	23	30	13	24	17	26	23	16
No specific issue	19	21	17	22	20	18	14	22	18	19	19	19	18	18	18	20	20	17	19	17	28
Congressional race	3	3	2	6	3	2	1	3	2	3	3	3	2	-	5	3	2	2	4	3	2
Anti-tax	1	2	1	2	-	1	1	4	0	2	1	-	1	3	2	-	1	2	1	1	2
Anti-Bush	0	-	0	-	1	-	-	-	0	-	-	-	-	1	-	-	-	1	-	0	-
Pro-Bush	0	-	0	-	-	-	1	-	-	1	-	1	-	-	-	-	1	-	-	0	-
Other/ Miscellaneous	1	0	2	-	-	1	1	4	-	2	1	-	4	-	-	1	1	2	2	1	2
Governor's Race	**38%**	**39%**	**38%**	**41%**	**36%**	**39%**	**44%**	**34%**	**39%**	**38%**	**35%**	**41%**	**37%**	**37%**	**35%**	**43%**	**37%**	**43%**	**33%**	**39%**	**34%**
Other/ Gen Gov Issue	37	38	37	39	36	39	40	32	38	37	35	39	37	37	33	42	37	42	33	38	34
Saxton	0	1	-	-	-	-	2	-	-	1	-	-	-	-	2	-	1	-	-	1	-
Starrett	0	0	0	2	-	-	1	-	1	-	-	1	-	-	-	1	-	1	-	1	-
Kulongoski	0	-	0	-	-	-	-	1	0	-	-	1	-	-	-	-	-	1	-	0	-
Ballot Measure	**9%**	**9%**	**9%**	**3%**	**14%**	**11%**	**8%**	**3%**	**8%**	**8%**	**14%**	**6%**	**8%**	**7%**	**9%**	**15%**	**9%**	**9%**	**9%**	**10%**	**6%**
BM 42- Auto Ins.	3	1	4	-	4	2	6	3	2	2	6	2	2	3	3	4	2	4	2	3	2
Ballot measures in gen.	2	3	2	2	4	4	1	-	2	3	3	3	1	1	2	5	3	2	2	3	1
BM 48- Caps spending	2	2	1	2	2	3	1	-	2	1	4	-	1	1	3	4	1	2	2	2	1
BM 43- Parental notice	1	0	2	-	3	1	-	-	1	2	-	1	-	2	-	3	2	-	-	1	1
BM 41- Fed tax deduct.	1	1	1	-	2	2	-	-	1	1	1	-	3	-	1	-	1	-	2	1	-
BM 46/47 Campaign fin.	0	0	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	1	-	0	-
Tax measure	**7%**	**7%**	**6%**	**9%**	**8%**	**6%**	**6%**	**5%**	**7%**	**6%**	**8%**	**11%**	**6%**	**10%**	**1%**	**5%**	**7%**	**7%**	**7%**	**6%**	**9%**
Schools/ Education	3	3	4	5	5	2	5	1	4	2	6	5	3	6	-	3	4	3	2	4	2
Other tax measures	2	2	2	5	2	2	-	3	1	3	3	4	1	2	1	3	2	3	2	2	5
Library	1	1	0	-	1	2	-	-	1	1	-	-	1	2	-	-	1	-	2	1	1
Public Safety/ Police/Fire	0	-	0	-	-	-	-	1	0	-	-	1	-	-	-	-	-	1	-	0	-
Municipal/City	0	0	-	-	-	-	1	-	0	-	-	-	1	-	-	-	1	-	-	0	-
Chi Square		19.95				95.54				33.54				101.40				37.33		17.54	
		.525				.183				.821				.095				.676		.678	

Voters will be casting ballots for Governor and candidates appearing on the ballot will include Joe Keating for the Pacific Green party; Ted Kulongoski for the Democrats, Richard Morley for the Libertarians, Ron Saxton for the Republicans, and Mary Starrett for the Constitution party. For which candidate are you most likely to cast your vote? (If Undecided) Toward which candidate are you leaning at this point?

		GENDER		AGE					PARTY AFFILIATION			CONGRESSIONAL DISTRICT					CHURCH ATTENDANCE			VOTE LKLNSS	
	Total	M	F	18-44	45-54	55-64	65-74	75+	D	R	NON-PARTISON	1	2	3	4	5	1X/WK TO 2X/MO	1X/MO TO 1X/YR	DON'T ATTND	CERTN TO VOTE	VERY/ SOME WHAT
Total Participants	471	214	257	64	112	124	87	80	203	189	72	93	99	99	100	79	194	129	122	389	82
		45%	55%	14%	24%	26%	18%	17%	43%	40%	15%	20%	21%	21%	21%	17%	41%	27%	26%	83%	17%
Saxton	**39%**	**43%**	**36%**	**38%**	**39%**	**38%**	**41%**	**39%**	**12%**	**72%**	**28%**	**33%**	**44%**	**35%**	**44%**	**38%**	**53%**	**40%**	**20%**	**41%**	**29%**
Ron Saxton	32	34	30	31	30	31	34	30	7	61	21	27	38	29	35	28	44	32	16	33	26
Leaning Saxton	7	8	7	6	9	6	7	9	4	11	7	6	6	6	9	10	9	9	4	8	4
Kulongoski	**37%**	**35%**	**39%**	**36%**	**36%**	**40%**	**34%**	**38%**	**67%**	**7%**	**32%**	**34%**	**25%**	**49%**	**33%**	**42%**	**27%**	**36%**	**52%**	**36%**	**39%**
Ted Kulongoski,	31	29	32	28	30	34	28	32	57	6	21	25	18	45	30	35	24	29	41	30	32
Leaning Kulongoski	6	6	7	8	5	6	7	5	9	1	11	10	7	4	3	6	3	6	11	6	7
Undecided / Not sure	**20%**	**18%**	**22%**	**19%**	**21%**	**18%**	**21%**	**22%**	**19%**	**18%**	**31%**	**27%**	**28%**	**11%**	**18%**	**16%**	**18%**	**21%**	**20%**	**20%**	**23%**
Undecided / Not sure	20	18	22	19	21	18	21	22	19	18	31	27	28	11	18	16	18	21	20	20	23
Starrett	**2%**	**3%**	**2%**	**5%**	**2%**	**2%**	**2%**	**1%**	**1%**	**3%**	**3%**	**3%**	**2%**	**2%**	**2%**	**3%**	**3%**	**2%**	**3%**	**2%**	**5%**
Mary Starrett	2	2	2	3	1	2	2	1	1	2	1	1	2	2	1	3	2	1	2	1	4
Leaning Starrett	1	1	0	2	1	1	-	-	-	1	1	2	-	-	1	-	1	1	1	1	1
Keating	**1%**	**1%**	**1%**	**2%**	**2%**	**2%**	**-**	**-**	**0%**	**-**	**4%**	**1%**	**-**	**2%**	**2%**	**-**	**-**	**2%**	**2%**	**1%**	**4%**
Joe Keating	1	1	0	-	1	2	-	-	0	-	1	1	-	1	1	-	-	-	2	1	1
Leaning Keating	0	0	0	2	1	-	-	-	-	-	3	-	-	1	1	-	-	2	-	-	2
Morley	**1%**	**1%**	**0%**	**2%**	**1%**	**-**	**1%**	**-**	**0%**	**-**	**3%**	**1%**	**-**	**-**	**1%**	**1%**	**-**	**-**	**2%**	**1%**	**-**
Richard Morley	1	1	0	2	1	-	1	-	0	-	3	1	-	-	1	1	-	-	2	1	-
Chi Square		4.64			16.70				226.32				46.05				53.18			17.17	
		.864			.998				.001				.122				.001			.046	

Now I'd like to hear your position on a few of the Ballot Measures. Ballot Measure 48 reads - Amends constitution: limits biennial percentage increase in state spending to percentage increase in state population, plus inflation. On this measure, will you vote "yes" or "no"? (If Undecided) Which way are you leaning? What's your general inclination?

		GENDER		AGE					PARTY AFFILIATION			CONGRESSIONAL DISTRICT					CHURCH ATTENDANCE			VOTE LKLNSS	
	Total	M	F	18-44	45-54	55-64	65-74	75+	D	R	NON-PARTISON	1	2	3	4	5	1X/WK TO 2X/MO	1X/MO TO 1X/YR	DON'T ATTND	CERTN TO VOTE	VERY/ SOMEWHAT
Total Participants	471	214	257	64	112	124	87	80	203	189	72	93	99	99	100	79	194	129	122	389	82
		45%	55%	14%	24%	26%	18%	17%	43%	40%	15%	20%	21%	21%	21%	17%	41%	27%	26%	83%	17%
Undecided/Not sure/Ref	**47%**	**39%**	**54%**	**53%**	**44%**	**44%**	**40%**	**59%**	**43%**	**52%**	**47%**	**57%**	**47%**	**47%**	**37%**	**47%**	**53%**	**44%**	**39%**	**47%**	**48%**
Undecided / Not sure	47	38	54	53	44	44	40	59	43	52	47	56	47	47	37	47	53	44	39	47	48
Refused	0	0	-	-	-	1	-	-	0	-	-	1	-	-	-	-	1	-	-	0	-
No	**33%**	**36%**	**30%**	**20%**	**36%**	**44%**	**33%**	**22%**	**44%**	**19%**	**36%**	**29%**	**31%**	**30%**	**44%**	**28%**	**24%**	**31%**	**48%**	**33%**	**33%**
No	26	30	23	17	28	37	24	19	34	16	28	25	26	23	32	25	19	19	43	27	24
Leaning No	6	6	7	3	8	6	9	4	10	2	8	4	5	7	12	3	5	12	4	6	9
Yes	**20%**	**25%**	**16%**	**27%**	**21%**	**12%**	**26%**	**19%**	**12%**	**29%**	**17%**	**14%**	**21%**	**22%**	**19%**	**25%**	**23%**	**25%**	**13%**	**20%**	**20%**
Yes	15	20	11	22	12	9	23	14	9	21	14	10	15	14	17	19	16	19	11	15	16
Leaning Yes	5	6	5	5	9	3	3	5	3	8	3	4	6	8	2	6	7	6	2	6	4
Chi Square		16.24				34.33				39.93				24.09				37.28		1.67	
		.006				.024				.001				.239				.001		.893	

Ballot Measure 43 reads - Requires 48-hour notice to un-emancipated minor's parents before providing abortion; authorizes lawsuits, physician discipline. On this measure, will you vote yes or no? (If Undecided) This is also known as the Parental Notification Measure, if that helps. Which way are you leaning?

		GENDER		AGE					PARTY AFFILIATION			CONGRESSIONAL DISTRICT					CHURCH ATTENDANCE			VOTE LKLNSS	
	Total	M	F	18-44	45-54	55-64	65-74	75+	D	R	NON-PARTISON	1	2	3	4	5	1X/WK TO 2X/MO	1X/MO TO 1X/YR	DON'T ATTND	CERTN TO VOTE	VERY/ SOMEWHAT
Total Participants	471	214	257	64	112	124	87	80	203	189	72	93	99	99	100	79	194	129	122	389	82
		45%	55%	14%	24%	26%	18%	17%	43%	40%	15%	20%	21%	21%	21%	17%	41%	27%	26%	83%	17%
Yes	**51%**	**51%**	**51%**	**53%**	**53%**	**50%**	**52%**	**47%**	**37%**	**70%**	**39%**	**51%**	**49%**	**45%**	**56%**	**53%**	**68%**	**52%**	**29%**	**51%**	**51%**
Yes	45	45	45	45	45	45	46	44	32	64	33	43	42	40	48	52	62	43	27	45	46
Leaning yes	6	7	5	8	8	5	6	4	5	6	6	8	7	5	8	1	5	9	2	6	5
No	**31%**	**32%**	**29%**	**34%**	**36%**	**31%**	**29%**	**22%**	**43%**	**15%**	**39%**	**32%**	**26%**	**35%**	**28%**	**32%**	**18%**	**33%**	**48%**	**31%**	**28%**
No	28	29	27	31	31	30	25	20	39	14	32	28	24	33	26	27	15	28	46	29	20
Leaning no	3	4	2	3	4	2	3	3	3	1	7	4	2	2	2	5	3	5	2	2	9
Undecided/Not sure/Ref	**18%**	**16%**	**20%**	**13%**	**12%**	**19%**	**20%**	**30%**	**20%**	**15%**	**22%**	**17%**	**24%**	**19%**	**16%**	**15%**	**14%**	**15%**	**24%**	**18%**	**21%**
Undecided / Not sure	18	16	20	13	12	18	20	30	20	15	22	16	24	19	16	15	14	15	24	18	21
Refused	0	0	-	-	-	1	-	-	0	-	-	1	-	-	-	-	1	-	-	0	-
Chi Square		3.54				19.66				58.97				17.37				62.12		13.47	
		.618				.479				.001				.629				.001		.019	

Ballot Measure 40 reads - Amends constitution: requires Oregon Supreme Court judges and court of appeals judges to be elected by district. On this measure, will you vote yes or no? (If Undecided) Judges are currently elected statewide, if that helps. Which way are you leaning?

		GENDER		AGE					PARTY AFFILIATION			CONGRESSIONAL DISTRICT					CHURCH ATTENDANCE			VOTE LKLNSS	
	Total	M	F	18-44	45-54	55-64	65-74	75+	D	R	NON-PARTISON	1	2	3	4	5	1X/WK TO 2X/MO	1X/MO TO 1X/YR	DON'T ATTND	CERTN TO VOTE	VERY/ SOME WHAT
Total Participants	471	214	257	64	112	124	87	80	203	189	72	93	99	99	100	79	194	129	122	389	82
		45%	55%	14%	24%	26%	18%	17%	43%	40%	15%	20%	21%	21%	21%	17%	41%	27%	26%	83%	17%
Yes	**39%**	**40%**	**39%**	**36%**	**43%**	**36%**	**43%**	**39%**	**31%**	**46%**	**42%**	**35%**	**38%**	**34%**	**46%**	**42%**	**39%**	**47%**	**36%**	**38%**	**44%**
Yes	32	31	32	27	33	30	36	34	26	39	28	27	28	26	39	39	32	35	32	31	35
Leaning yes	7	8	7	9	10	6	7	5	5	7	14	9	10	8	7	3	6	12	4	7	9
No	**19%**	**26%**	**13%**	**22%**	**20%**	**22%**	**20%**	**13%**	**25%**	**13%**	**17%**	**18%**	**19%**	**18%**	**23%**	**16%**	**16%**	**16%**	**27%**	**19%**	**18%**
No	17	23	12	20	17	19	18	11	22	13	14	16	19	15	21	14	14	13	26	17	16
Leaning no	2	3	1	2	3	2	1	1	3	1	3	2	-	3	2	3	2	3	1	2	2
Undecided/Note sure/Ref	**42%**	**34%**	**48%**	**42%**	**38%**	**42%**	**38%**	**49%**	**44%**	**41%**	**42%**	**46%**	**42%**	**47%**	**31%**	**42%**	**45%**	**36%**	**37%**	**43%**	**38%**
Undecided / Not sure	41	33	48	42	37	41	37	49	44	40	40	45	42	47	30	41	44	36	37	42	38
Refused	1	1	0	-	1	1	1	-	0	1	1	1	-	-	1	1	1	-	-	1	-
Chi Square		18.38			10.17				20.18				20.04				20.81			1.76	
		.003			.965				.028				.456				.022			.882	