

# **THE RILEY REPORT™**

## ***Statewide Voter Survey***

### **Cross Tabulations**

**December 2007**

## INTRODUCTION & METHODOLOGY

Riley Research Associates conducted an omnibus survey among likely Oregon voters regarding their opinions on a variety of current issues. The scientific telephone poll was conducted among 401 randomly selected likely voters throughout Oregon.

This poll defined “likely voters” as those who have voted in at least two of the following four elections: 2004 General, 2004 Primary, 2006 General, or 2006 Primary. In addition, those who voted *only* in the 2006 General election were also included.

A sample of 401 provides accuracy to within +/-4.89 percent at a 95% level of confidence. The Democrat and Republican sub-samples (n=171 and n=165, respectively) are accurate to within roughly +/-7.5 percent. Fielding took place between November 30<sup>th</sup> and December 12<sup>th</sup>, 2007.

Regional breakouts were defined for cross-tabulations. The counties were classified into the following regions:

- Portland Metro: Clackamas, Columbia, Multnomah, Washington
- Willamette Valley: Benton, Lane, Linn, Marion, Polk, Yamhill
- Southern: Douglas, Jackson, Josephine
- Central/ Eastern: Baker, Crook, Deschutes, Gilliam, Grant, Harney, Hood River, Jefferson, Klamath, Lake, Malheur, Morrow, Sherman, Umatilla, Union, Wasco, Wallowa, Wheeler
- Coast: Clatsop, Coos, Curry, Lincoln, Tillamook

An executive overview has been provided, followed by cross-tabulations (banner-style), displaying the exact questions asked, along with demographic breakouts for each question.

## GAS QUESTION ANALYSIS

High gasoline prices are driving changes in the behaviors of most of the Oregonians we surveyed. One-third (33 percent) says they are driving less, and almost one of six (15 percent) is consolidating trips. A healthy percentage of those 35 to 64 say they are now using more fuel-efficient vehicles (12 percent).

First time voters are also ahead of the pack. Among those who voted for the first time in 2006, only 18 percent have made “no changes.”

But 42 percent of Oregon voters say they have not yet made *any changes* as a result of the increasing cost of gasoline, with the largest proportion in the 65 plus age group (among whom 51 percent have made no changes). On this issue, Democrats and Republicans are more similar than different.

## PRESIDENTIAL PRIMARY ANALYSIS

☒ Oregon Democrats were asked which presidential candidate they would likely vote for, from a list of candidates (see the cross tabs for the full list). Hillary Rodham Clinton's support has been virtually unchanged since March, and she continues to be the frontrunner with 30 percent, followed by John Edwards with 15 percent, and Barack Obama with 14 percent.

<b>Democratic Candidates</b>	<b>March 2007</b>	<b>August 2007</b>	<b>December 2007</b>
<b>Total Sample</b>	<b>201</b>	<b>174</b>	<b>171</b>
Hillary Rodham Clinton	31%	26%	30%
John Edwards	8	17	15
Barack Obama	21	18	14
Other	9	8	7
Undecided	27	30	33

☒ Oregon Republicans were also asked who they would likely vote for, from a list of presidential candidates. While Mike Huckabee received minimal support in both March and August, his support has surged to make him the current frontrunner, with 14 percent. Rudy Giuliani, meanwhile, has lost the significant lead he held in March, and now follows Huckabee with 11 percent. Huckabee and Giuliani are followed by Mitt Romney with 10 percent, and Fred Thompson with 9 percent.

Mike Huckabee garnered the most support from Coastal residents, with 43 percent, compared to between 6 and 26 percent from the other regions.

<b>Republican Candidates</b>	<b>March 2007</b>	<b>August 2007</b>	<b>December 2007</b>
<b>Total Sample</b>	<b>191</b>	<b>155</b>	<b>165</b>
Mike Huckabee	2%	3%	14%
Rudy Giuliani	33	16	11
Mitt Romney	5	15	10
Fred Thompson	-	11	9
John McCain	20	8	7
Other	13	10	6
Undecided	25	35	39

☒ While younger Democratic voters tended towards Hillary Clinton (73 percent), and just 18 percent were undecided, younger Republican voters did not have a clear favorite, and a majority remains undecided (54 percent).

# RESULTS

## Q1. Given the increasing cost of gasoline, what changes - if any - have you made as a result? (Unaided, Multiple Responses)

	Total	GENDER		AGE					REGION				VOTER HISTORY				POLITICAL PARTY			
		MALE	FE MALE	18-34	35-44	45-54	55-64	65+	PTD	WILL VLY	S.OR	C/E OR	CO AST	1X 2006	2/4	3/4	4/4	DEM	REP	OTHR /NP
Total Participants	401	183 46%	218 54%	33 8%	47 12%	99 25%	104 26%	118 29%	161 40%	119 30%	59 15%	39 10%	23 6%	11 3%	97 24%	107 27%	186 46%	171 43%	165 41%	65 16%
No changes yet	42%	45%	39%	48%	30%	37%	38%	51%	43%	38%	32%	59%	43%	18%	38%	39%	46%	37%	45%	45%
Driving less	33	33	33	27	28	36	38	31	26	36	46	28	48	36	34	31	34	38	30	31
Consolidating trips	15	14	16	9	15	16	18	14	17	15	15	10	9	-	16	20	13	12	18	17
Using a more fuel-efficient vehicle	9	9	8	6	15	11	12	3	8	14	5	3	4	18	6	9	9	11	7	8
Driving more carefully / efficiently	6	5	6	3	11	4	5	8	7	4	7	5	9	18	3	7	6	9	4	5
Less long-distance travel	5	4	7	-	9	7	4	6	4	8	10	3	-	9	7	7	4	8	4	2
Carpooling	2	2	3	12	9	1	1	-	4	1	2	5	-	9	5	3	1	3	2	2
Using mass-transit	2	3	2	-	6	2	4	1	6	1	-	-	-	9	2	3	2	4	1	5
Regular maintenance for vehicle	0	1	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	2
Miscellaneous	1	-	2	6	-	1	-	2	2	1	-	-	-	-	4	-	1	1	2	-
Refused	0	-	0	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-
Chi Square		9.42 .492			68.95 .003				49.84 .137					38.76 .131				27.03 .134		

**Q2. (If Republican) As you know, there are a number of Republican candidates who have announced their intentions to run for President of the United States in 2008. If next year's election were being decided today, which candidate would most likely get your vote? I'm going to read a list, or stop me when I get to your candidate.**

	GENDER			AGE					REGION					VOTER HISTORY				POLITICAL PARTY		
	Total	MALE	FE MALE	18-34	35-44	45-54	55-64	65+	PTD	WILL VLY	S.OR	C/E OR	CO AST	1X 2006	2/4	3/4	4/4	DEM	REP	OTHR /NP
Total Participants	165	86	79	13	17	50	41	44	65	43	34	16	7	3	33	44	85	0	165	0
		52%	48%	8%	10%	30%	25%	27%	39%	26%	21%	10%	4%	2%	20%	27%	52%	0%	100%	0%
Mike Huckabee	14%	15%	13%	8%	6%	12%	12%	23%	6%	12%	26%	13%	43%	-	15%	7%	18%	-	14%	-
Rudy Giuliani	11	13	9	-	-	16	10	14	11	12	9	19	-	-	9	11	12	-	11	-
Mitt Romney	10	9	11	8	18	10	10	9	12	12	6	6	14	-	18	5	11	-	10	-
Fred Thompson	9	13	5	8	24	10	10	2	11	9	9	6	-	-	12	11	7	-	9	-
John McCain	7	12	1	-	12	4	7	9	6	5	12	6	-	33	3	5	8	-	7	-
Ron Paul	4	6	3	15	-	6	5	-	5	2	3	13	-	-	9	2	4	-	4	-
Duncan Hunter	1	1	1	8	-	-	2	-	-	2	-	-	14	-	-	2	1	-	1	-
Tom Tancredo	1	1	1	-	-	2	2	-	2	-	3	-	-	-	-	-	2	-	1	-
Undecided	39	28	51	54	41	38	37	36	45	40	29	38	29	67	33	55	32	-	39	-
Refused	4	2	5	-	-	2	5	7	3	7	3	-	-	-	-	2	6	-	4	-
Chi Square		17.66				36.99					37.87				25.46				0.00	
		.039				.423					.384				.548				.999	

**Q3. (If Democrat) As you know, there are a number of Democratic candidates who have announced their intentions to run for President of the United States in 2008. If next year's election were being decided today, which candidate would most likely get your vote? I'm going to read a list, or stop me when I get to your candidate.**

	GENDER			AGE					REGION					VOTER HISTORY				POLITICAL PARTY		
	Total	MALE	FE MALE	18-34	35-44	45-54	55-64	65+	PTD	WILL VLY	S.OR	C/E OR	CO AST	1X 2006	2/4	3/4	4/4	DEM	REP	OTHR /NP
Total Participants	171	61	110	11	18	34	46	62	71	52	19	16	13	5	39	42	85	171	0	0
		36%	64%	6%	11%	20%	27%	36%	42%	30%	11%	9%	8%	3%	23%	25%	50%	100%	0%	0%
Hillary Rodham Clinton	30%	25%	33%	73%	6%	24%	30%	32%	30%	29%	26%	44%	23%	40%	26%	26%	33%	30%	-	-
John Edwards	15	18	13	-	17	6	22	16	14	19	5	19	8	20	15	19	12	15	-	-
Barack Obama	14	18	12	9	11	21	13	13	20	10	5	6	23	40	10	21	11	14	-	-
Dennis Kucinich	4	3	4	-	6	-	7	3	4	-	5	6	8	-	-	-	7	4	-	-
Bill Richardson	3	8	-	-	6	3	-	5	1	6	5	-	-	-	-	10	1	3	-	-
Undecided	33	25	37	18	50	44	26	29	31	35	42	19	38	-	46	24	33	33	-	-
Refused	2	3	2	-	6	3	2	2	-	2	11	6	-	-	3	-	4	2	-	-
Chi Square		14.02				29.18					25.20				28.10				0.00	
		.029				.214					.395				.061				.999	