

THE RILEY REPORT™
OREGON Registered Voter Survey

Cross Tabulations

October 2008

INTRODUCTION & METHODOLOGY

Riley Research Associates conducted an omnibus survey among registered Oregon voters (RV) regarding their opinions on a variety of current issues. The scientific telephone poll was conducted among 499 randomly selected voters throughout Oregon. A sample of 499 provides accuracy to within +/-4.39 percent at a 95 percent level of confidence. Data collection took place between October 10th and 20th 2008.

Because this poll took place during a presidential election year and in anticipation of a high turnout, all registered voters were considered eligible. Likely voters are defined in the cross tabulations based on their date of registration (before 2006, 2006, and since 2006). New voters are also identified in terms of their first recorded vote and number of times they have voted in the past. Current results are also compared to similar questions asked in previous scientific surveys.

Sample demographics were compared against the demographics of registered voters to ensure results are consistent with current Oregon voter registration profiles. Regional breakouts were defined for cross tabulations, and 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 and voter history breakouts for each question.

THE RILEY REPORT™

2008 Presidential Race

☒ Oregon voters were asked in February and October 2008, which presidential candidate they would likely vote for in the upcoming election. Oregon voters continue to prefer Barack Obama over John McCain, with nearly half of registered voters saying they are likely to vote for Obama (48 percent), compared to one-third who will likely vote for McCain (33 percent). About one-fifth say they remain undecided (18 percent).

- ✓ Democrats have continued to support Obama at roughly the same rate since February, while independent voters are increasingly likely to vote for Obama. Republicans' support for Obama has declined and they are now increasingly likely to vote for McCain.
- ✓ Those voting for the first time since 2006 are among the most likely to choose Obama (60 percent).
- ✓ Younger voters (18-34) overwhelmingly support Obama over McCain (65/23), while seniors - those 65+ - favor McCain slightly (46/40).

2008 Presidential Race	Overall		Democrat		Republican		Other	
	Oct	Feb	Oct	Feb	Oct	Feb	Oct	Feb
Barack Obama	48%	46%	77%	74%	10%	17%	53%	44%
John McCain	33	38	9	15	75	63	19	38
Miscellaneous/Undecided	18	16	14	12	16	19	28	18

☒ Decided voters were asked if they had a bumper/car window sticker or a lawn sign in support of their preferred candidate. About one-fifth of those respondents (19 percent) indicated they had a bumper/car window sticker (7 percent), a lawn sign 5 percent) or both (6 percent).

- ✓ Obama supporters are more likely to show their support than McCain supporters (22 percent vs. 14 percent).
- ✓ New voters (voting for the first time in 2006 or later) were more than twice as likely as other voters to have a bumper sticker (14 percent vs. 7 percent overall).

Senate race

☒ Voters were asked in August 2007 and October 2008 which US Senate candidate they would likely vote for. While support has remained largely unchanged for Gordon Smith (35 percent vs. 38 percent), support has increased significantly for Jeff Merkley (36 percent vs. 19 percent). Additionally, the percentage of undecided voters and those who are voting for miscellaneous candidates decreased to 25 percent, down from 40 percent.

2008 US Senate Race	Oct 2008	Aug 2007*	Change
Republican Gordon Smith	35%	38%	-3%
Very likely	27	27	0
Somewhat likely	8	11	-3
Democrat Jeff Merkley	36%	19%	+17%
Very likely	26	16	+10
Somewhat likely	10	4	+6
Constitution David Brownlow	4%	-	+4%
Very likely	2	-	+2
Somewhat likely	2	-	+2
Miscellaneous/Undecided	25%	40%	-15%
Miscellaneous	2	9*	-7
Undecided	23	31	-7

* The August 2007 study included Independent candidate John Frohnmayer. His votes are included in the 2007 "Miscellaneous" category.

Impact of gasoline prices

 We asked Oregonians: “What changes are you making as a result of increasing gas prices?” and found that 16% more saying they are driving less than in 2007 (49 percent now vs. 58 percent then). Drivers are increasingly likely to be “Consolidating trips,” “Using a fuel-efficient vehicle,” and traveling via a variety of other modes.

Action	Oct 2008	Dec 2007	Change
Driving less	49%	33%	+16%
No changes yet	26	42	-16
Consolidating trips	17	15	+2
Using a more fuel-efficient vehicle	13	9	+4
Driving more carefully / efficiently	6	6	0
Less long-distance travel	5	5	0
Carpooling	5	2	+3
Using mass-transit	6	2	+4
Regular maintenance for vehicle	3	0	+3
Walking/biking more	3	-	+3

CROSS TABULATIONS

First off, who will you most likely vote for in the upcoming presidential election? I'm going to read a list of candidates, and please tell me who you are most likely to vote for. (Very or somewhat likely?)

Democratic party candidate Barack Obama
 Republican party candidate John McCain
 Constitution party candidate Chuck Baldwin
 Libertarian party candidate Bob Barr
 Pacific Green party candidate Cynthia McKinney
 or Peace party candidate Ralph Nader

	GENDER		PARTY			COUNTY						AGE					VOTING HISTORY				VOTED FIRST TIME			REGISTERED TO VOTE			LIKELY VOTE PRES			
	Total	FE MALE	MALE	DEM	REP	OTHR	PDX	WILL VLY	C/E OR	SO OR	CO AST	18-24	25-34	35-44	45-64	65+	1/4	2/4	3/4	4/4	0/4	BFOR 2006	HAVE '06- '08	NOT VOTD	BFOR 2006	AFTR 2006	AFTR 2006	JOHN BRCK OBAMA	MC CAIN	
Total Participants	499	275	224	212	174	113	201	138	48	59	32	31	54	82	221	111	67	67	119	202	44	415	40	44	415	31	53	241	171	
		55%	45%	42%	35%	23%	40%	28%	10%	12%	6%	6%	11%	16%	44%	22%	13%	13%	24%	40%	9%	83%	8%	9%	83%	6%	11%	48%	34%	
<u>Barack Obama</u>	48%	52%	43%	77%	10%	53%	52%	49%	33%	46%	47%	65%	56%	40%	52%	40%	51%	40%	45%	52%	48%	47%	60%	50%	47%	52%	55%	100%	-	
Obama - Very	41	44	38	66	8	45	45	44	25	41	34	52	50	37	43	34	40	37	38	45	41	39	57	43	40	45	47	85	-	
Obama - Somewhat	7	8	6	11	2	8	7	5	8	5	13	13	6	4	9	5	10	3	7	8	7	8	3	7	7	6	8	15	-	
<u>John McCain</u>	34%	31%	38%	9%	75%	19%	29%	39%	44%	32%	31%	23%	31%	34%	31%	46%	28%	45%	39%	34%	18%	37%	22%	18%	37%	29%	19%	-	100%	
McCain - Very	31	28	35	8	69	17	25	37	40	32	28	16	24	32	29	44	22	42	35	33	11	35	17	11	34	23	13	-	91	
McCain - Somewhat	3	3	4	1	6	3	4	2	4	-	3	6	7	2	2	2	6	3	3	1	7	2	5	7	2	6	6	-	9	
<u>Miscellaneous</u>	4%	2%	6%	2%	3%	8%	4%	3%	6%	5%	-	3%	-	9%	4%	2%	6%	3%	2%	7%	4%	5%	5%	4%	3%	4%	-	-		
Barr - Very	1	0	1	-	1	1	0	1	-	2	-	-	-	2	-	1	-	1	-	0	2	0	-	2	1	-	-	-	-	
Nader - Very	0	-	1	-	-	2	1	-	-	-	-	-	-	2	-	-	1	-	-	0	-	0	-	-	0	-	-	-	-	
Nader - Somewhat	0	-	0	-	-	1	0	-	-	-	-	3	-	-	-	-	1	-	-	-	-	-	3	-	-	3	-	-	-	
Miscellaneous	3	1	4	2	2	4	2	2	6	3	-	-	-	4	4	1	3	4	3	1	5	3	3	2	3	-	4	-	-	
<u>Undecided / Refused</u>	14%	15%	12%	11%	13%	19%	14%	9%	17%	17%	22%	10%	13%	17%	14%	13%	15%	9%	14%	11%	27%	12%	13%	27%	12%	16%	23%	-	-	
Undecided/Don't know	12	13	10	9	11	18	11	8	17	14	19	10	13	13	13	9	12	9	13	9	23	11	10	23	11	16	17	-	-	
Refused	2	2	2	2	2	2	2	1	-	3	3	-	-	4	1	4	3	-	1	2	5	1	3	5	1	-	6	-	-	
Chi Square		12.67		240.83		32.38		68.39		47.62		38.49		35.58		412.00														
		.178		.001		.641		.001		.093		.003		.008		.001														

(If not undecided) Do you currently have a bumper sticker, lawn sign or both displayed for your candidate?

	GENDER		PARTY			COUNTY						AGE					VOTING HISTORY					VOTED FIRST TIME			REGISTERED TO VOTE		LIKELY VOTE PRES		
	Total	FE MALE	MALE	DEM	REP	OTHR	PDX	WILL VLY	C/E OR	SO OR	CO AST	18-24	25-34	35-44	45-64	65+	1/4	2/4	3/4	4/4	0/4	HAVE BFOR 2006	'06-'08	NOT VOTD	BFOR 2006	2006	JOHN AFTR 2006	BRCK OBAMA	MC CAIN
Total Participants	427	235	192	187	152	88	173	124	37	49	26	28	47	68	184	100	57	58	100	180	32	359	35	33	359	26	42	241	171
		55%	45%	44%	36%	21%	41%	29%	9%	11%	6%	7%	11%	16%	43%	23%	13%	14%	23%	42%	7%	84%	8%	8%	84%	6%	10%	56%	40%
Bumper sticker/car window	7%	9%	5%	9%	7%	3%	9%	8%	3%	4%	4%	7%	9%	9%	5%	9%	5%	2%	3%	12%	3%	7%	14%	3%	7%	15%	5%	8%	6%
Lawn sign	5	6	5	7	4	3	5	7	3	4	4	7	4	3	6	5	4	5	8	4	3	6	-	3	6	-	2	7	3
Both	6	8	3	9	5	2	5	6	3	6	15	-	2	12	6	5	4	7	2	9	-	6	9	-	6	8	5	7	5
Neither	81	77	86	75	85	89	81	77	92	84	77	86	85	74	83	81	86	86	87	74	91	81	77	91	81	77	86	78	86
Refused	0	0	1	-	-	2	-	1	-	2	-	-	-	3	-	-	2	-	-	-	3	0	-	3	0	-	2	-	-
Chi Square		7.30		18.92			14.59				21.62						34.50				13.80			9.33		5.19			
		.121		.015			.555				.156						.005				.087			.315		.268			

(If voter has a car window/bumper sticker) Has your vehicle been vandalized as a result of your sticker?

	GENDER		PARTY			COUNTY						AGE					VOTING HISTORY					VOTED FIRST TIME			REGISTERED TO VOTE		LIKELY VOTE PRES		
	Total	FE MALE	MALE	DEM	REP	OTHR	PDX	WILL VLY	C/E OR	SO OR	CO AST	18-24	25-34	35-44	45-64	65+	1/4	2/4	3/4	4/4	0/4	HAVE BFOR 2006	'06-'08	NOT VOTD	BFOR 2006	2006	JOHN AFTR 2006	BRCK OBAMA	MC CAIN
Total Participants	24	16	8	14	8	2	15	7	0	1	1	2	4	5	8	5	2	1	2	18	1	20	3	1	20	2	2	15	9
		67%	33%	58%	33%	8%	63%	29%	0%	4%	4%	8%	17%	21%	33%	21%	8%	4%	8%	75%	4%	83%	13%	4%	83%	8%	8%	63%	38%
Yes	17%	13%	25%	-	38%	50%	20%	14%	-	-	-	50%	-	20%	13%	20%	100%	-	-	11%	-	10%	67%	-	10%	50%	50%	7%	33%
No	83	88	75	100	63	50	80	86	-	100	100	50	100	80	88	80	-	100	100	89	100	90	33	100	90	50	50	93	67
Chi Square		0.60		6.90			0.55				2.58						11.20				6.24			3.84		2.88			
		.439		.032			.908				.630						.024				.044			.147		.090			

Of the following Oregon candidates for the US Senate, who will most likely get your vote: Republican Gordon Smith, Democrat Jeff Merkley, Constitution party candidate David Brownlow, or someone else? Very or somewhat?

	GENDER		PARTY			COUNTY						AGE					VOTING HISTORY					VOTED FIRST TIME			REGISTERED TO VOTE		LIKELY VOTE PRES		
	Total	FE MALE	MALE	DEM	REP	OTHR	PDX	WILL VLY	C/E OR	SO OR	CO AST	18-24	25-34	35-44	45-64	65+	1/4	2/4	3/4	4/4	0/4	HAVE BFOR 2006	'06-'08	NOT VOTD	BFOR 2006	2006	JOHN AFTR 2006	BRCK OBMA	MC CAIN
Total Participants	499	275	224	212	174	113	201	138	48	59	32	31	54	82	221	111	67	67	119	202	44	415	40	44	415	31	53	241	171
		55%	45%	42%	35%	23%	40%	28%	10%	12%	6%	6%	11%	16%	44%	22%	13%	13%	24%	40%	9%	83%	8%	9%	83%	6%	11%	48%	34%
Gordon Smith	35%	33%	37%	17%	69%	18%	32%	36%	48%	32%	34%	26%	30%	32%	34%	45%	28%	37%	38%	37%	25%	37%	28%	25%	36%	39%	26%	10%	75%
Gordon Smith - Very	27	26	29	11	56	13	24	28	44	24	22	19	26	23	25	39	22	33	30	29	14	29	22	14	29	26	19	6	63
Gordon Smith - Somewhat	8	8	8	5	13	4	7	7	4	8	13	6	4	9	9	6	6	4	8	8	11	7	5	11	7	13	8	3	12
Jeff Merkley	36%	38%	33%	59%	6%	38%	40%	37%	17%	34%	38%	35%	37%	39%	38%	29%	40%	21%	34%	42%	30%	35%	50%	30%	35%	39%	38%	64%	5%
Jeff Merkley - Very	26	25	27	41	5	31	29	30	8	27	22	26	20	27	30	21	25	18	23	31	27	25	35	27	26	29	28	47	4
Jeff Merkley - Somewhat	10	13	6	18	2	7	11	7	8	7	16	10	17	12	8	8	15	3	11	11	2	10	15	2	10	10	9	17	1
David Brownlow	4%	2%	6%	2%	5%	6%	2%	6%	4%	5%	-	3%	-	7%	4%	4%	3%	1%	8%	3%	2%	4%	3%	2%	4%	6%	2%	1%	4%
David Brownlow - Very	2	1	4	0	3	4	2	3	2	2	-	3	-	5	2	1	1	1	5	0	2	2	-	2	2	-	2	0	2
David Brownlow - Somewhat	2	1	2	1	2	3	0	3	2	3	-	-	-	2	2	3	1	-	3	2	-	2	3	-	2	6	-	1	2
Miscellaneous	2%	2%	2%	2%	3%	1%	3%	-	-	5%	-	3%	4%	-	2%	2%	-	7%	3%	1%	-	2%	3%	-	2%	-	-	1%	2%
Miscellaneous candidate	2	2	2	2	3	1	3	-	-	5	-	3	4	-	2	2	-	7	3	1	-	2	3	-	2	-	-	1	2
Undecided/Refused	23%	24%	22%	21%	17%	37%	22%	22%	31%	24%	28%	32%	30%	22%	22%	21%	28%	33%	18%	17%	43%	22%	17%	43%	22%	16%	34%	24%	14%
Don't know/Undecided	22	23	20	18	17	36	21	21	31	20	25	32	28	18	22	19	25	33	17	16	41	20	15	41	21	16	32	24	14
Refused	1	1	2	2	1	1	1	1	-	3	3	-	2	4	0	2	3	-	2	1	2	1	3	2	1	-	2	0	-
Chi Square		14.02			189.85				39.12					34.96					62.07			22.29			14.24			215.22	
		.081			.001				.181					.329					.001			.134			.581			.001	

Switching gears, given the increasing cost of automobile fuel, what changes - if any - have you made as a result? (Unaided - Multiple responses allowed)

	GENDER		PARTY			COUNTY						AGE					VOTING HISTORY					VOTED FIRST TIME			REGISTERED TO VOTE		LIKELY VOTE PRES		
	Total	FE MALE	MALE	DEM	REP	OTHR	PDX	WILL VLY	C/E OR	SO OR	CO AST	18-24	25-34	35-44	45-64	65+	1/4	2/4	3/4	4/4	0/4	HAVE BFOR 2006	'06-'08	NOT VOTD	BFOR 2006	2006	JOHN AFTR 2006	BRCK OBAMA	MC CAIN
Total Participants	499	275	224	212	174	113	201	138	48	59	32	31	54	82	221	111	67	67	119	202	44	415	40	44	415	31	53	241	171
		55%	45%	42%	35%	23%	40%	28%	10%	12%	6%	6%	11%	16%	44%	22%	13%	13%	24%	40%	9%	83%	8%	9%	83%	6%	11%	48%	34%
Driving less	49%	49%	50%	52%	43%	54%	45%	50%	42%	63%	44%	39%	44%	45%	54%	49%	43%	55%	48%	51%	43%	50%	52%	41%	50%	65%	32%	52%	46%
(No changes yet/Nothing)	26	26	27	25	30	23	30	23	35	15	28	35	33	28	20	32	25	27	25	27	27	27	18	30	27	10	30	24	30
Consolidating trips	17	23	9	14	21	15	17	17	19	17	19	16	17	18	16	16	15	15	15	18	18	16	20	18	16	16	19	15	18
Using more fuel-efficient vehicle	13	12	15	11	14	16	12	14	19	14	9	19	4	20	15	8	13	15	18	9	18	13	15	18	12	23	19	15	12
Driving more carefully/efficiently	6	5	8	6	6	6	4	9	4	5	13	-	4	2	9	6	3	6	9	6	-	6	13	-	6	16	-	5	6
Using mass transit	6	7	5	9	1	8	10	5	2	2	3	16	7	6	6	2	7	4	4	5	16	5	8	16	5	6	17	10	2
Carpooling	5	8	2	7	3	4	3	9	-	7	6	16	6	9	5	1	6	3	5	4	14	4	10	14	4	13	9	7	4
Less long-distance travel	5	6	3	4	5	4	3	4	4	5	9	6	6	4	5	3	10	3	2	5	2	5	5	2	4	10	4	4	4
Walk/bike more	4	3	6	7	2	4	5	7	2	-	3	6	4	7	5	1	3	1	4	5	7	4	3	7	5	-	4	7	2
Regular maintenance for car	3	2	4	2	3	3	3	2	4	2	6	-	6	1	4	2	3	3	1	4	2	3	3	2	3	3	2	3	4
Miscellaneous	3	3	4	5	2	3	3	5	-	3	6	-	2	5	3	5	3	3	4	3	2	4	-	2	4	-	4	4	2
Chi Square		28.47		28.01			46.46				56.74					41.64				27.27		39.68		19.12					
		.002		.109			.224				.042					.399				.128		.005		.039					