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

THE RILEY REPORT™

Statewide Voters Survey

Analysis & Cross Tabulations

January 31, 2008

www.rileyresearch.com
9900 S.W. Wilshire, Suite 250, Portland, OR 97225
phone [503] 222-4179 *fax* [503] 222-4313

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 427 randomly selected registered likely voters throughout Oregon. A sample of 427 provides accuracy to within +/-4.74 percent at a 95 percent level of confidence. The sub-sample of 200 Democrats is accurate to within +/-6.91 percent and the sub-sample of 153 Republicans is accurate to within +/-7.92 percent. Fielding took place between January 21st and 29th, 2008.

This poll defined "likely voters" as those who have voted in at least one of the following four elections: 2004 General, 2004 Primary, 2006 General, or 2006 Primary.

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.

PRESIDENTIAL PRIMARY ANALYSIS

- Hillary Clinton continues to be Oregon's frontrunner for Democratic hopefuls, with slightly more than one-third (36 percent) of the Democrat voter support. Barack Obama's support has doubled since our last poll in December 2007 (from 14 percent to 28 percent). The percentage of undecided voters dropped from 33 percent in December to just 13 percent currently, and it appears that most of the previously undecided voters are now backing Obama.

Democratic Candidates	March 2007	August 2007	December 2007	January 2008
Sample	**201**	**174**	**171**	**201**
Hillary Clinton	31%	26%	30%	36%
Barack Obama	21	18	14	28
John Edwards	8	17	15	14
Undecided	27	30	33	13
Other	9	8	7	4

- In Oregon as elsewhere, John McCain has stepped to the front of the Republican hopefuls, with his support increasing 23 percent since December (up from 7 percent). Mitt Romney also enjoyed a significant increase in support, up from 10 percent in December to 21 percent currently. Similar to the Democrats, the percentage of undecided voters has dropped sharply, mainly to the benefit of the two front-runners.

Republican Candidates	March 2007	August 2007	December 2007	January 2008
Sample	**191**	**155**	**165**	**153**
John McCain	20%	8%	7%	30%
Mitt Romney	5	15	10	21
Mike Huckabee	2	3	14	16
Rudy Giuliani	33	16	11	8
Other	13	21	15	3
Undecided	25	35	39	14

UNITED STATES SENATE RACE

- The contest to be the Democratic candidate in Oregon's upcoming US Senate race remains largely undecided, with 73 percent of voters having yet to get behind a candidate. Steve Novick (at 12 percent) is the front-runner with Jeff Merkley (at 9 percent) in second place.

US Senate Race	January 2008
Democratic Sample	201
Steve Novick	12%
Jeff Merkley	9
Roger Obrist	3
Pavel Goberman	2
Candy Neville	1
David Loera	0
Undecided	73

CROSSTABULATIONS

Q1a. (Among Republicans)

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 the election were being decided today, which candidate would most likely get your vote?

I'm going to read a list, stop me when I get to your candidate.

		GENDER		PARTY			COUNTY					AGE					VOTING HISTORY			
	Total	FE MALE	MALE	DEM	REP	OTHR	PDX	WILL VLY	C/E OR	SO OR	CO AST	18-34	35-44	45-54	55-64	65+	1/4	2/4	3/4	4/4
Total Participants	153	83	70	0	153	0	51	42	26	26	8	8	18	39	36	52	13	39	32	69
		54%	46%	0%	100%	0%	33%	27%	17%	17%	5%	5%	12%	25%	24%	34%	8%	25%	21%	45%
John McCain	30%	29%	31%	-	30%	-	31%	26%	27%	35%	38%	25%	33%	21%	31%	37%	23%	36%	28%	29%
Mitt Romney	21	23	19	-	21	-	16	19	38	15	25	13	11	28	17	23	15	18	22	23
Mike Huckabee	16	19	11	-	16	-	10	24	12	15	25	13	17	21	25	6	23	15	19	13
Rudy Giuliani	8	10	6	-	8	-	20	-	8	-	-	13	-	8	8	10	15	5	3	10
Ron Paul	3	-	7	-	3	-	4	-	8	-	13	-	11	3	-	4	-	-	3	6
Undecided	14	13	16	-	14	-	16	14	8	23	-	38	17	15	8	13	15	15	13	14
Refused	5	4	7	-	5	-	2	12	-	8	-	-	6	5	6	6	8	8	6	3
Chi Square		9.68			0.00				42.13					24.83				11.76		
		.208			.999				.042					.637				.946		

Q1b. (Among Democrats)

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 the election were being decided today, which candidate would most likely get your vote?

I'm going to read a list, stop me when I get to your candidate. (Note: Kucinich dropped out during the polling.)

		GENDER		PARTY			COUNTY					AGE					VOTING HISTORY			
	Total	FE MALE	MALE	DEM	REP	OTHR	PDX	WILL VLY	C/E OR	SO OR	CO AST	18-34	35-44	45-54	55-64	65+	1/4	2/4	3/4	4/4
Total Participants	201	128	73	201	0	0	77	43	20	9	11	18	17	40	54	72	19	39	40	103
		64%	36%	100%	0%	0%	38%	21%	10%	4%	5%	9%	8%	20%	27%	36%	9%	19%	20%	51%
Hillary Rodham Clinton	36%	38%	33%	36%	-	-	35%	40%	40%	33%	27%	39%	29%	30%	39%	39%	32%	49%	30%	35%
Barack Obama	28	30	26	28	-	-	29	16	30	56	36	28	53	30	28	22	32	31	23	29
John Edwards	14	13	16	14	-	-	19	19	10	11	9	17	18	13	17	13	5	5	18	18
Dennis Kucinich	4	1	10	4	-	-	3	5	5	-	9	-	-	5	6	4	5	-	3	6
Mike Gravel	0	-	1	0	-	-	-	-	5	-	-	-	-	-	2	-	-	3	-	-
Undecided	13	14	11	13	-	-	13	16	5	-	18	17	-	18	9	15	21	10	18	11
Refused	3	4	3	3	-	-	1	5	5	-	-	-	-	5	-	7	5	3	10	1
Chi Square		12.26		0.00				20.63					20.52					23.91		
		.056		.999				.660					.667					.158		

Q2. There are also a number of Democratic candidates who have announced their intentions to run for a seat in the US Senate in 2008. If the election were being decided today, which candidate would most likely get your vote?

I'm going to read a list, stop me when I get to your candidate.

		GENDER		PARTY			COUNTY					AGE					VOTING HISTORY			
	Total	FE MALE	MALE	DEM	REP	OTHR	PDX	WILL VLY	C/E OR	SO OR	CO AST	18-34	35-44	45-54	55-64	65+	1/4	2/4	3/4	4/4
Total Participants	201	128	73	201	0	0	77	43	20	9	11	18	17	40	54	72	19	39	40	103
		64%	36%	100%	0%	0%	38%	21%	10%	4%	5%	9%	8%	20%	27%	36%	9%	19%	20%	51%
Steve Novick	12%	5%	23%	12%	-	-	19%	5%	10%	11%	9%	17%	6%	10%	15%	11%	16%	5%	10%	15%
Jeff Merkley	9	9	10	9	-	-	6	19	10	-	-	6	12	10	13	6	5	5	15	9
Roger Obrist	3	4	1	3	-	-	4	-	5	-	-	6	-	8	-	3	-	8	3	2
Pavel Goberman	2	3	-	2	-	-	5	-	-	-	-	6	-	3	2	1	-	3	3	2
Candy Neville	1	2	-	1	-	-	3	-	-	-	-	-	12	-	-	-	-	5	-	-
David Loera	0	1	-	0	-	-	1	-	-	-	-	-	-	-	2	-	-	-	-	1
Undecided / Don't know	73	77	66	73	-	-	61	77	75	89	91	67	71	70	69	79	79	74	70	72
Chi Square		18.16		0.00			24.08					35.72					18.83			
		.006		.999			.457					.058					.403			