

THE RILEY REPORT™

OREGON 2010 RACE FOR GOVERNOR

EXECUTIVE OVERVIEW & CROSS TABULATION REPORT

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RESEARCH | INSIGHT | KNOWLEDGE



INTRODUCTION & METHODOLOGY

Riley Research Associates surveyed 392 Oregon voters regarding their opinions on topics of current interest. The scientific telephone poll is representative of Oregon's "likely" voting public, including only those who are certified as having voted in at least two of the past four elections, although a majority of respondents (52 percent) had voted in four of the past four elections.

A sample of 392 is accurate to within +/-4.95 percent at a 95 percent level of confidence. Interviews took place from August 31st through September 9th, 2010.

The sample demographics are comparable to Oregon's voting population, including relative proportions for political party, gender, age, voting history and region. Regional breakouts were defined by county, and classified as follows:

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

The head-to-head governor's race question was the first question of the poll, although the order of candidate names was randomly rotated. The language on the cross tabulation results page appears exactly as the question was asked.

This report includes an executive overview and the supporting demographic cross tabulations, and is also available at: www.RileyResearch.com



INSIDE BASEBALL

- ☒ We have a dead heat in the Oregon governor's race. With John Kitzhaber at 40 percent and Chris Dudley at 39 percent, it's a statistical tie.
- ☒ One of every six voters remains undecided (16 percent).
- ☒ Unlike recent previous gubernatorial races in Oregon, no minor party candidate is receiving any significant share of the vote.
- ☒ Some of the demographic differences from the cross tabs suggest:
 - ✓ Kitzhaber is polling better among independent voters, currently winning 38 percent to Dudley's 29 percent, although 24 percent of independent voters remain undecided.
 - ✓ Kitzhaber polls higher among Oregon's most consistent voters. Of those who have voted in four out of the last four elections (4/4), the former governor gets 44 percent, as compared to Dudley's 39 percent.
 - ✓ Dudley is polling stronger among Republicans (79 percent) than Kitzhaber is among Democrats (69 percent). Dudley's greatest strength is in the Southern and Central/Eastern parts of the state (at 58 and 54 percent, respectively).
 - ✓ Kitzhaber's geographic strength is in the Portland, Willamette Valley, and Coastal regions (at 45, 42, and 52 percent, respectively).
 - ✓ Neither candidate polls significantly better among one gender nor the other (in contrast to previously released reports showing Kitzhaber polling strongly among women, with Dudley polling strongly among men).

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THE QUESTION & CROSS TABULATIONS

Voters will soon be casting ballots for Oregon's Governor. For which of the following candidates, appearing on the ballot, are you most likely to cast your vote? (Rotated at Random)

(If Undecided) Toward which candidate are you leaning at this point?

	Total	GENDER		AGE					REGION				REGISTERED PARTY			VOTING PROPENSITY			
		FE MALE	MALE	18-34	35-44	45-54	55-64	65+	PDX	WILLA METTE VALLY	CNTRL ESTRN	SOUTH	COAST	DEMO CRAT	REPUB LICAN	IND/ MISC	2/4	3/4	4/4
Total Participants	392	215 55%	177 45%	70 18%	64 16%	74 19%	87 22%	97 25%	170 43%	111 28%	57 15%	31 8%	23 6%	170 43%	138 35%	84 21%	78 20%	109 28%	204 52%
John Kitzhaber, Democrat	40%	39%	42%	50%	41%	39%	41%	33%	45%	42%	32%	13%	52%	69%	6%	38%	35%	39%	44%
Chris Dudley, Republican	39	39	40	24	44	38	43	45	38	33	54	58	13	12	79	29	42	39	39
Richard Esterman, Independent	2	1	2	-	-	1	2	4	2	3	-	-	4	1	2	2	1	1	2
Jerry Wilson, Progressive	1	1	1	1	3	-	1	1	-	2	-	6	4	1	1	2	-	1	2
Wes Wagner, Libertarian	1	0	2	3	2	1	-	-	1	2	2	-	-	1	-	4	1	2	0
Greg Kord, Constitution	1	-	1	1	-	-	1	-	1	-	-	3	-	1	-	1	1	1	-
Don't know / Undecided / Ref	16	19	12	20	11	20	11	16	14	18	12	19	26	15	12	24	19	18	13
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