



**GATEWAY  
COMMUNICATIONS, INC.**

THE HOFFMAN RESEARCH GROUP

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## **Obama Maintains 7 Point Advantage Over McCain Following Conventions**

On Monday Sept 8<sup>th</sup> and Tuesday Sept 9<sup>th</sup>, the Hoffman Research Group surveyed a cross-section of Oregon voters to ascertain voter preferences in the Presidential election following the two major party conventions.

The resulting data found Barack Obama currently leading John McCain by a 46% to 39% margin. Ralph Nadar and Bob Barr who will both appear on Oregon ballots drew 1% and 1% respectively.

When pushed, undecided voters split almost evenly between the two major candidates. Not unlike most of the nation, McCain fared best in the more rural areas, while Obama enjoyed his strongest support in the more populous cities of Portland and Eugene.

The random sample of 600 Oregon voters took into account increased registrations among Democrats, particularly in the Tri-County area. Statewide, the poll surveyed 46% democrats, 35% republicans and 20% unaffiliated voters. Attention was given to Oregon's rural or urban divide and maintained appropriate balances with regard to party, gender and age within seven geographic regions.

The Hoffman Research Group, a division of Gateway Communications Inc. has been measuring the views and opinions of Oregonians since 1984.

OREGON STATEWIDE SURVEY  
CONDUCTED SEPTEMBER 8-9  
BY HOFFMAN RESEARCH GROUP  
(n = 600 Likely Voters)

1. If the election for President of the United States were held today, would you vote for Republican John McCain, Democrat Barack Obama, Peace party candidate Ralph Nader, or Libertarian Bob Barr?

**39%** John McCain  
**46%** Barack Obama  
**1%** Ralph Nader  
**1%** Bob Barr  
**14%** Undecided

If McCain, Obama, Nader, or Barr:

2. Is there a chance you could change your mind?

**18%** Yes  
**82%** No

If Undecided:

3. If you absolutely had to choose today, would you vote for Republican John McCain, Democrat Barack Obama, Peace party candidate Ralph Nader, or Libertarian Bob Barr?

**28%** John McCain  
**27%** Barack Obama  
**1%** Ralph Nader  
**1%** Bob Barr  
**42%** Undecided

**Demographics on next page...**

**Demographics:**

Party

**35%** Republican  
**46%** Democrat  
**20%** Independent

Age

**15%** 18-34  
**42%** 35-54  
**43%** 55+

Gender

**48%** Male  
**52%** Female

Region

**11%** Clackamas  
**7%** Coast  
**13%** East  
**26%** Mid  
**20%** Multnomah  
**11%** South  
**12%** Washington

Vote History

**8%** New  
**19%** 2 of 4  
**30%** 3 of 4  
**44%** 4 of 4

**TABLE 1 - IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE HELD TODAY, WOULD YOU VOTE FOR REPUBLICAN JOHN MCCAIN, DEMOCRAT BARACK OBAMA, PEACE PARTY CANDIDATE RALPH NADER, OR LIBERTARIAN BOB BARR?**

		PRESIDENTIAL BALLOT					
		John McCain	Barack Obama	Ralph Nader	Bob Barr	Undecided	Total
TOTAL	1.00	39%	46%	1%	0%	14%	600
PRESIDENTIAL COULD CHANGE	Yes	49%	48%	2%	0%	0%	91
	No	45%	54%	1%	0%	0%	422
PARTY REGISTRATION	Rep	78%	10%	1%	0%	11%	209
	Dem	12%	75%	1%	0%	12%	274
	Ind	34%	39%	3%	0%	23%	117
AGE	18-34	28%	55%	3%	0%	13%	92
	35-54	41%	43%	1%	0%	15%	253
	55+	41%	44%	1%	0%	13%	255
GENDER	Male	41%	42%	1%	0%	15%	287
	Female	38%	49%	1%	0%	12%	313
PARTY BY GENDER	Rep Male	77%	10%	1%	1%	10%	97
	Rep Feml	78%	10%	1%	0%	12%	112
	Dem Male	15%	69%	0%	0%	16%	121
	Dem Feml	10%	80%	1%	0%	9%	153
PARTY BY AGE	Yngr Rep	78%	11%	0%	0%	11%	27
	Older Rep	77%	10%	1%	1%	11%	182
	Yngr Dem	2%	91%	0%	0%	7%	43
	Older Dem	14%	72%	1%	0%	13%	231
AGE BY GENDER	Young Male	29%	55%	6%	0%	10%	51
	Young Feml	27%	56%	0%	0%	17%	41
	Older Male	43%	39%	0%	0%	17%	236
	Older Feml	39%	47%	1%	0%	12%	272
REGION	Clackamas	40%	48%	2%	2%	9%	65
	Coast	44%	47%	2%	0%	7%	43
	East	59%	21%	3%	0%	18%	78
	Mid	37%	47%	1%	0%	15%	157
	Multnomah	21%	61%	2%	0%	16%	118
	South	52%	39%	0%	0%	9%	66
	Washington	37%	47%	0%	0%	16%	73
VOTING HISTORY	New	38%	46%	2%	0%	15%	48
	2 of 4	48%	36%	3%	0%	14%	111
	3 of 4	40%	44%	2%	0%	15%	179
	4 of 4	35%	51%	0%	0%	13%	262

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 Oregon Statewide Survey

**TABLE 2 - IS THE A CHANCE YOU COULD CHANGE YOUR MIND?**

		PRESIDENTIAL COULD CHANGE		
		Yes	No	Total
TOTAL	1.00	18%	82%	513
PRESIDENTIAL BALLOT	John McCain	19%	81%	234
	Barack Obama	16%	84%	270
	Ralph Nader	25%	75%	8
	Bob Barr	0%	100%	1
	Undecided	0%	0%	0
PARTY REGISTRATION	Rep	15%	85%	186
	Dem	18%	82%	238
	Ind	25%	75%	89
AGE	18-34	15%	85%	80
	35-54	21%	79%	215
	55+	15%	85%	218
GENDER	Male	21%	79%	240
	Female	15%	85%	273
PARTY BY GENDER	Rep Male	17%	83%	87
	Rep Feml	12%	88%	99
	Dem Male	22%	78%	100
	Dem Feml	14%	86%	138
PARTY BY AGE	Yngr Rep	17%	83%	24
	Older Rep	14%	86%	162
	Yngr Dem	15%	85%	40
	Older Dem	18%	82%	198
AGE BY GENDER	Young Male	15%	85%	46
	Young Feml	15%	85%	34
	Older Male	22%	78%	194
	Older Feml	15%	85%	239
REGION	Clackamas	19%	81%	59
	Coast	8%	92%	39
	East	19%	81%	63
	Mid	14%	86%	133
	Multnomah	23%	77%	99
	South	18%	82%	60
	Washington	20%	80%	60
VOTING HISTORY	New	15%	85%	41
	2 of 4	17%	83%	96
	3 of 4	24%	76%	151
	4 of 4	15%	85%	225

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**TABLE 3 - IF YOU ABSOLUTELY HAD TO CHOOSE TODAY, WOULD YOU VOTE FOR REPUBLICAN JOHN MCCAIN, DEMOCRAT BARACK OBAMA, PEACE PARTY CANDIDATE RALPH NADER, OR LIBERTARIAN BOB BARR?**

		FORCED PRESIDENTIAL BALLOT					
		John McCain	Barack Obama	Ralph Nader	Bob Barr	Undecided	Total
TOTAL	1.00	28%	27%	1%	1%	42%	71
PARTY REGISTRATION	Rep	44%	22%	0%	0%	33%	18
	Dem	17%	34%	3%	0%	45%	29
	Ind	29%	21%	0%	4%	46%	24
AGE	18-34	40%	20%	0%	10%	30%	10
	35-54	29%	26%	0%	0%	44%	34
	55+	22%	30%	4%	0%	44%	27
GENDER	Male	24%	19%	3%	3%	51%	37
	Female	32%	35%	0%	0%	32%	34
PARTY BY GENDER	Rep Male	38%	13%	0%	0%	50%	8
	Rep Feml	50%	30%	0%	0%	20%	10
	Dem Male	13%	25%	6%	0%	56%	16
	Dem Feml	23%	46%	0%	0%	31%	13
PARTY BY AGE	Yngr Rep	50%	50%	0%	0%	0%	2
	Older Rep	44%	19%	0%	0%	38%	16
	Yngr Dem	33%	33%	0%	0%	33%	3
	Older Dem	15%	35%	4%	0%	46%	26
AGE BY GENDER	Young Male	33%	0%	0%	33%	33%	3
	Young Feml	43%	29%	0%	0%	29%	7
	Older Male	24%	21%	3%	0%	53%	34
	Older Feml	30%	37%	0%	0%	33%	27
REGION	Clackamas	60%	20%	20%	0%	0%	5
	Coast	0%	67%	0%	0%	33%	3
	East	18%	27%	0%	0%	55%	11
	Mid	26%	16%	0%	0%	58%	19
	Multnomah	35%	35%	0%	0%	29%	17
	South	17%	33%	0%	17%	33%	6
	Washington	30%	20%	0%	0%	50%	10
VOTING HISTORY	New	20%	40%	0%	20%	20%	5
	2 of 4	38%	23%	0%	0%	38%	13
	3 of 4	46%	13%	0%	0%	42%	24
	4 of 4	10%	38%	3%	0%	48%	29

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**TABLE 4 - PARTY REGISTRATION**

		PARTY REGISTRATION			
		Rep	Dem	Ind	Total
TOTAL	1.00	35%	46%	20%	600
PRESIDENTIAL BALLOT	John McCain	69%	14%	17%	235
	Barack Obama	8%	75%	17%	273
	Ralph Nader	25%	25%	50%	8
	Bob Barr	100%	0%	0%	1
	Undecided	28%	40%	33%	83
PRESIDENTIAL COULD CHANGE	Yes	30%	46%	24%	91
	No	38%	46%	16%	422
FORCED PRESIDENTIAL BALLOT	John McCain	40%	25%	35%	20
	Barack Obama	21%	53%	26%	19
	Ralph Nader	0%	100%	0%	1
	Bob Barr	0%	0%	100%	1
	Undecided	20%	43%	37%	30
AGE	18-34	29%	47%	24%	92
	35-54	34%	37%	29%	253
	55+	37%	54%	9%	255
GENDER	Male	34%	42%	24%	287
	Female	36%	49%	15%	313
AGE BY GENDER	Young Male	31%	39%	29%	51
	Young Feml	27%	56%	17%	41
	Older Male	34%	43%	23%	236
	Older Feml	37%	48%	15%	272
REGION	Clackamas	43%	46%	11%	65
	Coast	37%	42%	21%	43
	East	45%	36%	19%	78
	Mid	36%	45%	20%	157
	Multnomah	18%	60%	22%	118
	South	41%	38%	21%	66
	Washington	36%	44%	21%	73
VOTING HISTORY	New	25%	35%	40%	48
	2 of 4	41%	31%	29%	111
	3 of 4	37%	45%	18%	179
	4 of 4	33%	54%	13%	262

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**TABLE 5 - AGE**

		AGE			
		18-34	35-54	55+	Total
TOTAL	1.00	15%	42%	43%	600
PRESIDENTIAL BALLOT	John McCain	11%	44%	45%	235
	Barack Obama	19%	40%	41%	273
	Ralph Nader	38%	25%	38%	8
	Bob Barr	0%	0%	100%	1
	Undecided	14%	46%	40%	83
PRESIDENTIAL COULD CHANGE	Yes	13%	51%	36%	91
	No	16%	40%	44%	422
FORCED PRESIDENTIAL BALLOT	John McCain	20%	50%	30%	20
	Barack Obama	11%	47%	42%	19
	Ralph Nader	0%	0%	100%	1
	Bob Barr	100%	0%	0%	1
	Undecided	10%	50%	40%	30
PARTY REGISTRATION	Rep	13%	42%	45%	209
	Dem	16%	34%	50%	274
	Ind	19%	62%	19%	117
GENDER	Male	18%	48%	34%	287
	Female	13%	37%	50%	313
PARTY BY GENDER	Rep Male	16%	51%	33%	97
	Rep Feml	10%	34%	56%	112
	Dem Male	17%	40%	43%	121
	Dem Feml	15%	29%	56%	153
REGION	Clackamas	8%	43%	49%	65
	Coast	16%	44%	40%	43
	East	23%	41%	36%	78
	Mid	20%	37%	43%	157
	Multnomah	14%	51%	35%	118
	South	17%	38%	45%	66
	Washington	3%	42%	55%	73
VOTING HISTORY	New	65%	25%	10%	48
	2 of 4	28%	50%	22%	111
	3 of 4	12%	51%	37%	179
	4 of 4	3%	36%	61%	262

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**TABLE 6 - GENDER**

		GENDER		
		Male	Female	Total
TOTAL	1.00	48%	52%	600
PRESIDENTIAL BALLOT	John McCain	50%	50%	235
	Barack Obama	44%	56%	273
	Ralph Nader	50%	50%	8
	Bob Barr	100%	0%	1
	Undecided	53%	47%	83
PRESIDENTIAL COULD CHANGE	Yes	55%	45%	91
	No	45%	55%	422
FORCED PRESIDENTIAL BALLOT	John McCain	45%	55%	20
	Barack Obama	37%	63%	19
	Ralph Nader	100%	0%	1
	Bob Barr	100%	0%	1
	Undecided	63%	37%	30
PARTY REGISTRATION	Rep	46%	54%	209
	Dem	44%	56%	274
	Ind	59%	41%	117
AGE	18-34	55%	45%	92
	35-54	55%	45%	253
	55+	38%	62%	255
PARTY BY AGE	Yngr Rep	59%	41%	27
	Older Rep	45%	55%	182
	Yngr Dem	47%	53%	43
	Older Dem	44%	56%	231
REGION	Clackamas	46%	54%	65
	Coast	51%	49%	43
	East	50%	50%	78
	Mid	45%	55%	157
	Multnomah	54%	46%	118
	South	50%	50%	66
	Washington	40%	60%	73
VOTING HISTORY	New	60%	40%	48
	2 of 4	58%	42%	111
	3 of 4	46%	54%	179
	4 of 4	42%	58%	262

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TABLE 7 - REGION

		REGION								Total
		Clackamas	Coast	East	Mid	Multnomah	South	Washington		
TOTAL	1.00	11%	7%	13%	26%	20%	11%	12%	600	
PRESIDENTIAL BALLOT	John McCain	11%	8%	20%	25%	11%	14%	11%	235	
	Barack Obama	11%	7%	6%	27%	26%	10%	12%	273	
	Ralph Nader	13%	13%	25%	25%	25%	0%	0%	8	
	Bob Barr	100%	0%	0%	0%	0%	0%	0%	1	
	Undecided	7%	4%	17%	28%	23%	7%	14%	83	
PRESIDENTIAL COULD CHANGE	Yes	12%	3%	13%	21%	25%	12%	13%	91	
	No	11%	9%	12%	27%	18%	12%	11%	422	
FORCED PRESIDENTIAL BALLOT	John McCain	15%	0%	10%	25%	30%	5%	15%	20	
	Barack Obama	5%	11%	16%	16%	32%	11%	11%	19	
	Ralph Nader	100%	0%	0%	0%	0%	0%	0%	1	
	Bob Barr	0%	0%	0%	0%	0%	100%	0%	1	
	Undecided	0%	3%	20%	37%	17%	7%	17%	30	
PARTY REGISTRATION	Rep	13%	8%	17%	27%	10%	13%	12%	209	
	Dem	11%	7%	10%	26%	26%	9%	12%	274	
	Ind	6%	8%	13%	26%	22%	12%	13%	117	
AGE	18-34	5%	8%	20%	35%	18%	12%	2%	92	
	35-54	11%	8%	13%	23%	24%	10%	12%	253	
	55+	13%	7%	11%	26%	16%	12%	16%	255	
GENDER	Male	10%	8%	14%	24%	22%	11%	10%	287	
	Female	11%	7%	12%	28%	17%	11%	14%	313	
PARTY BY GENDER	Rep Male	8%	8%	20%	27%	10%	13%	13%	97	
	Rep Feml	18%	7%	14%	27%	10%	13%	12%	112	
	Dem Male	13%	7%	7%	25%	29%	11%	7%	121	
	Dem Feml	9%	6%	12%	26%	24%	8%	15%	153	
PARTY BY AGE	Yngr Rep	7%	15%	30%	22%	7%	19%	0%	27	
	Older Rep	14%	7%	15%	27%	10%	12%	14%	182	
	Yngr Dem	5%	7%	16%	40%	21%	9%	2%	43	
	Older Dem	12%	6%	9%	23%	27%	9%	13%	231	
AGE BY GENDER	Young Male	4%	6%	14%	33%	27%	12%	4%	51	
	Young Feml	7%	10%	27%	37%	7%	12%	0%	41	
	Older Male	12%	8%	14%	22%	21%	11%	11%	236	
	Older Feml	12%	6%	10%	26%	19%	10%	16%	272	
VOTING HISTORY	New	0%	15%	23%	29%	13%	19%	2%	48	
	2 of 4	21%	4%	15%	27%	13%	10%	11%	111	
	3 of 4	11%	7%	9%	31%	22%	9%	11%	179	
	4 of 4	8%	7%	13%	22%	22%	11%	16%	262	

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**TABLE 8 - VOTING HISTORY**

		VOTING HISTORY				
		New	2 of 4	3 of 4	4 of 4	Total
TOTAL	1.00	8%	19%	30%	44%	600
PRESIDENTIAL BALLOT	John McCain	8%	23%	30%	40%	235
	Barack Obama	8%	15%	29%	49%	273
	Ralph Nader	13%	38%	38%	13%	8
	Bob Barr	0%	0%	0%	100%	1
	Undecided	8%	18%	33%	41%	83
PRESIDENTIAL COULD CHANGE	Yes	7%	18%	40%	36%	91
	No	8%	19%	27%	45%	422
FORCED PRESIDENTIAL BALLOT	John McCain	5%	25%	55%	15%	20
	Barack Obama	11%	16%	16%	58%	19
	Ralph Nader	0%	0%	0%	100%	1
	Bob Barr	100%	0%	0%	0%	1
	Undecided	3%	17%	33%	47%	30
PARTY REGISTRATION	Rep	6%	22%	32%	41%	209
	Dem	6%	12%	30%	52%	274
	Ind	16%	27%	27%	29%	117
AGE	18-34	34%	34%	24%	9%	92
	35-54	5%	22%	36%	37%	253
	55+	2%	9%	26%	63%	255
GENDER	Male	10%	22%	29%	39%	287
	Female	6%	15%	31%	48%	313
PARTY BY GENDER	Rep Male	7%	26%	30%	37%	97
	Rep Feml	4%	18%	33%	45%	112
	Dem Male	7%	17%	28%	48%	121
	Dem Feml	5%	9%	31%	55%	153
PARTY BY AGE	Yngr Rep	22%	52%	26%	0%	27
	Older Rep	3%	17%	32%	47%	182
	Yngr Dem	33%	21%	28%	19%	43
	Older Dem	1%	11%	30%	58%	231
AGE BY GENDER	Young Male	39%	29%	25%	6%	51
	Young Feml	27%	39%	22%	12%	41
	Older Male	4%	21%	30%	46%	236
	Older Feml	3%	11%	32%	54%	272
REGION	Clackamas	0%	35%	31%	34%	65
	Coast	16%	9%	30%	44%	43
	East	14%	22%	21%	44%	78
	Mid	9%	19%	35%	37%	157
	Multnomah	5%	12%	34%	49%	118
	South	14%	17%	24%	45%	66
	Washington	1%	16%	26%	56%	73

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