

THE RILEY REPORT™

Statewide Voters Survey

2008 Presidential Race McCain vs. Clinton McCain vs. Obama

Analysis & Cross Tabulations

February 22, 2008

INTRODUCTION & METHODOLOGY

Riley Research Associates conducted a survey among likely Oregon voters, regarding a variety of current issues. The scientific telephone poll was conducted among 401 randomly selected registered likely voters throughout Oregon. A sample of 401 provides accuracy to within +/-4.89 percent at a 95 percent level of confidence. Fielding took place between February 7th and 18th, 2008.

Based on an expected high turnout, this year (due to the presidential election), this poll broadly 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.

In order to produce results consistent with changing voter demographics, we set minimum quotas for young voters (18-44) consistent with recent Census data on voting by age group.

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 ELECTION ANALYSIS

% John McCain is the clear delegate leader and front-runner for the Republican Party, while Barack Obama and Hillary Rodham Clinton are the front-runners for the Democratic nomination. Voters were asked who they would likely vote for in a race between McCain and Obama, and McCain and Clinton.

Between John McCain and Barack Obama, Oregon voters give Obama the edge with 46 percent, compared to 38 percent for McCain (16 percent were undecided).

Candidate	Overall	Democrat	Republican	Other
Barack Obama	46%	74%	17%	44%
John McCain	38	15	63	38
Undecided	16	12	19	18

% When voters were asked who they would likely vote for in a race between John McCain and Hillary Clinton, McCain has the edge with 46 percent compared to Clinton's 38 percent (with 16 percent undecided).

Candidate	Overall	Democrat	Republican	Other
John McCain	46%	15%	78%	47%
Hillary Clinton	38	69	8	30
Undecided	16	16	14	23

% While voting generally along party lines, Republicans were roughly twice as likely to vote for Obama, as they were to vote for Clinton (17 percent vs. 8 percent). Other party/independent voters also showed significantly more support for Obama than for Clinton (44 percent vs. 30 percent).

% Nearly all age groups were more likely to vote for Obama than Clinton in a race against McCain. The exception was voters age 65 years and older, who were *about as likely* to vote for either Obama or Clinton (43 percent and 42 percent, respectively) in a race against McCain.

% Against McCain, Obama garners more support from female voters (48 percent) than does Clinton (42 percent). Among male voters, Obama draws much more support (44 percent), compared to Clinton (just 34 percent).

McCain vs. Obama	Overall	Male	Female
John McCain	38%	39%	37%
Barack Obama	46	44	48
McCain vs. Clinton	Overall	Male	Female
John McCain	46%	50%	41%
Hillary Rodham Clinton	38	34	42

CROSSTABULATIONS

There appear to be three leading candidates for November's presidential election. I'm going to name two candidates, and I'd like to know, if the election were being held today, which of those two candidates would most likely get your vote. (Asked in random order)

Of the following two candidates, who would most likely get your vote? (Aided)

	GENDER		PARTY			COUNTY					AGE					VOTING HISTORY				
	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
Total Participants	402	210	192	170	155	77	173	107	54	45	23	17	37	106	159	83	59	99	82	162
		52%	48%	42%	39%	19%	43%	27%	13%	11%	6%	4%	9%	26%	40%	21%	15%	25%	20%	40%
John McCain	46%	41%	50%	15%	78%	47%	38%	51%	52%	56%	43%	35%	46%	46%	48%	41%	47%	52%	39%	44%
Hillary Rodham Clinton	38	42	34	69	8	30	46	31	30	36	35	47	38	39	35	42	27	34	43	42
Don't know / Refused	16	17	16	16	14	23	16	18	19	9	22	18	16	15	17	17	25	14	18	14
Chi Square		3.34		152.77			12.58					2.49					9.16			
		.188		.001			.127					.962					.165			

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Don't know / Refused	16	15	17	12	19	18	14	19	13	20	17	12	16	10	17	22	20	10	16	18
Chi Square		0.60		108.98			12.87					5.88					7.21			
		.742		.001			.116					.661					.301			