



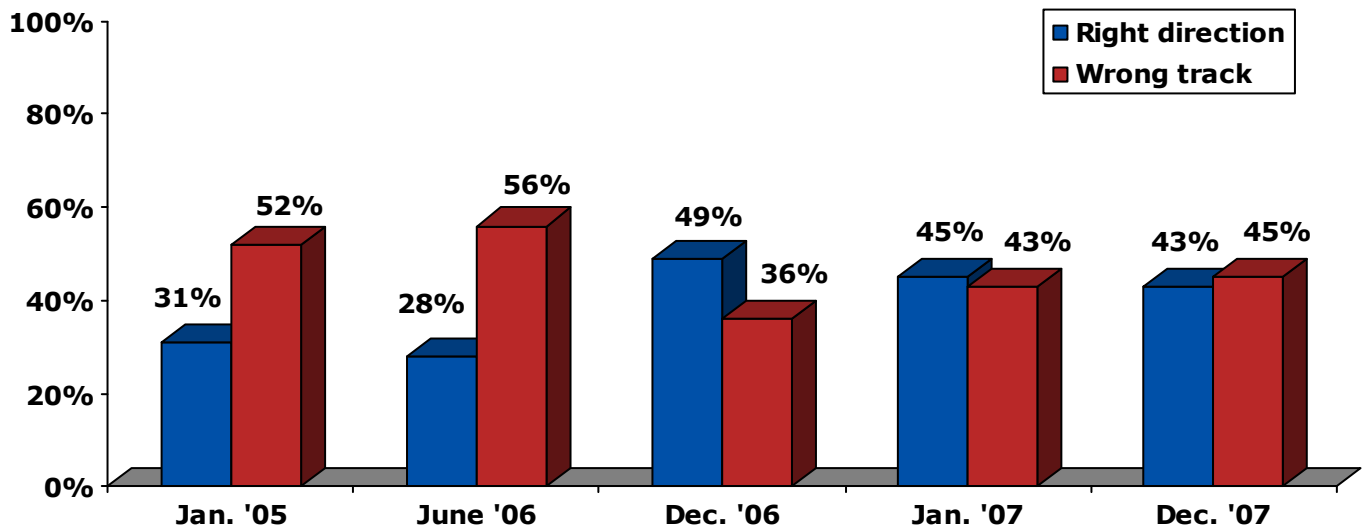
December 19, 2007

TO: Interested Parties
FROM: Bob Moore & Hans Kaiser
RE: Oregon Political Climate

The mood of Oregon voters has not changed since January 2007. Today, 43% of voters say things in the state are headed in the "right direction," while 45% say things are off on the "wrong track" and 12% have no opinion.

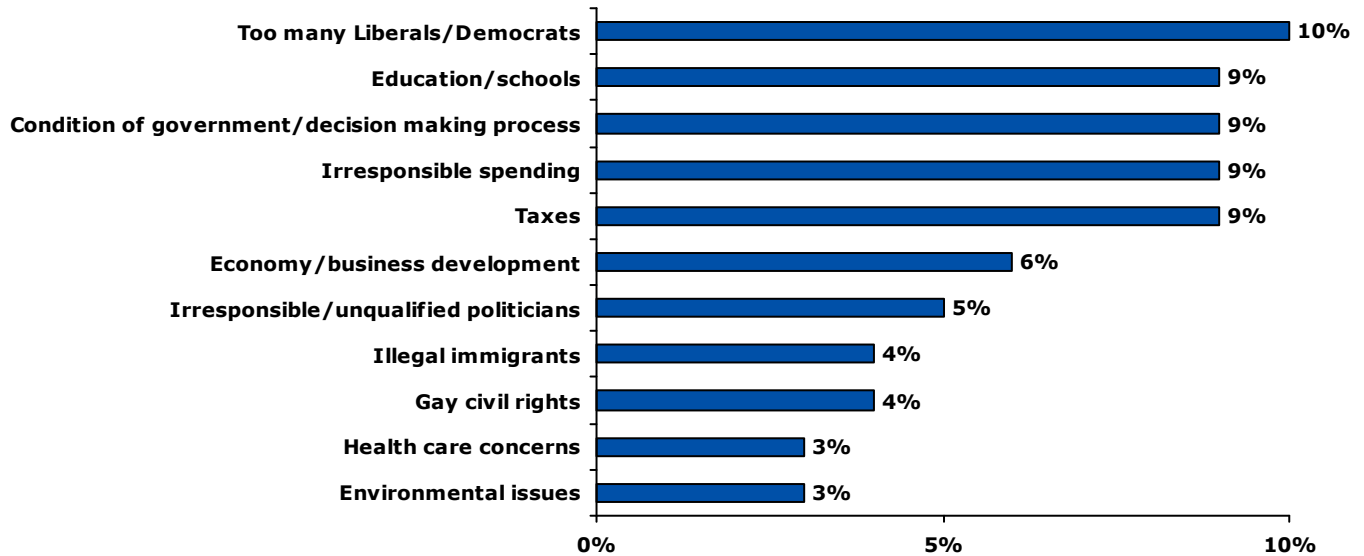
There are some notable differences in voter mood by subgroup. Regionally, optimism prevails in Multnomah County, but voters in Washington and Clackamas Counties are divided and pessimism prevails elsewhere in the state. Democrats, particularly Democrat men, are optimistic today (55%/30%), as are Independents (51%/36%), but Republicans are not happy (24%/68%).

Oregon Voter Mood: Historic Trends



Efforts to explore the issues driving negativity among Oregon voters today did not reveal any one single issue responsible for this sentiment. Rather, voters who told us things are off on the wrong track offer a wide variety of reasons for feeling that way.

Pessimism is Fueled by a Variety of Issues
"Why do you say things are off on the wrong track?"
(N=227)



This Moore Insight contains results of a telephone survey by Moore Information, Inc., December 8-9, 2007, among a representative sample of 500 voters statewide in Oregon. Potential sampling error is plus or minus 4% at the 95% confidence level.

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