

October 14, 2018

To: Oregon Public Broadcasting  
From: John Horvick, DHM Research  
Re: 2018 election survey, #00801

## INTRODUCTION & METHODOLOGY

From October 4–11, 2018, DHM Research conducted a survey of Oregon voters. The purpose of the survey was to assess voter preferences for Oregon governor and the measures that will be on the ballot for the November 2018 general election.

**Research Methodology:** The telephone survey consisted of 500 registered voters and took approximately 10 minutes to complete. This is a sufficient sample size to assess voter opinions generally and to review findings by multiple subgroups.

Respondents were contacted by a live interviewer from a list of registered voters, which included cell phones. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas and statistical weights were set by gender, age, education, political party, and area of the state to be representative of the likely voter profile for the November election.

**Statement of Limitations:** Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. The margin of error for this survey is  $\pm 4.4\%$ .

**DHM Research Background:** DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over 40 years. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

**Oregon Public Broadcasting  
Election Survey  
October 4–11, 2018**

**Oregon registered voters  
Modeled for likely November 2018 election turnout  
N=500; margin of error ±4.4%  
10 minutes**

**DHM Research  
Project #00801**

Hello, my name is \_\_\_\_\_ from [name of fielding house]. I have some questions about your community (specify if possible).

As needed:

- We are not trying to sell you anything.
- The survey should only take a few minutes and I think you will find the questions interesting.
- Your answers are strictly confidential.

1. All things considered, would you say Oregon is headed in the right direction, or have things gotten off on the wrong track?

| Response Category                 | Oct 18<br>n=500 | Jan 18<br>n=604 | Oct 16<br>n=600 | Feb 16<br>n=400 | April 15<br>n=400 | Sept 14<br>n=400 | May 14<br>n=400 | Jan 12<br>n=400 | Sept 11<br>n=400 |
|-----------------------------------|-----------------|-----------------|-----------------|-----------------|-------------------|------------------|-----------------|-----------------|------------------|
| Right direction                   | 42%             | 49%             | 40%             | 39%             | 49%               | 48%              | 43%             | 42%             | 32%              |
| Wrong track                       | 42%             | 35%             | 44%             | 39%             | 36%               | 37%              | 37%             | 40%             | 50%              |
| <b>(Don't read)</b><br>Don't know | 16%             | 16%             | 16%             | 13%             | 15%               | 15%              | 20%             | 18%             | 12%              |

How about the United States?

2. All things considered, would you say the United States is headed in the right direction, or have things gotten off on the wrong track?

| Response Category              | n=500 |
|--------------------------------|-------|
| Right direction                | 36%   |
| Wrong track                    | 56%   |
| <b>(Don't read)</b> Don't know | 8%    |

I would like to ask you about your impressions of some public figures in Oregon. For each, please tell me if your impression of that person is very positive, somewhat positive, somewhat negative, or very negative. **(Accept but don't read, "don't know) (Randomize)**

| <b>Response Category</b>           | <b>Total positive</b> | <b>Very positive</b> | <b>Somewhat positive</b> | <b>Total negative</b> | <b>Somewhat negative</b> | <b>Very negative</b> | <b>Don't know</b> |
|------------------------------------|-----------------------|----------------------|--------------------------|-----------------------|--------------------------|----------------------|-------------------|
| 3. President Donald Trump          | <b>41%</b>            | 26%                  | 15%                      | <b>55%</b>            | 10%                      | 45%                  | <b>5%</b>         |
| <i>January 2018</i>                | <b>36%</b>            | 17%                  | 19%                      | <b>60%</b>            | 12%                      | 47%                  | <b>4%</b>         |
| <i>October 2016</i>                | <b>31%</b>            | 16%                  | 15%                      | <b>66%</b>            | 11%                      | 55%                  | <b>3%</b>         |
| 4. US Senator Jeff Merkley         | <b>45%</b>            | 24%                  | 21%                      | <b>28%</b>            | 13%                      | 16%                  | <b>27%</b>        |
| 5. US Senator Ron Wyden            | <b>54%</b>            | 23%                  | 31%                      | <b>29%</b>            | 13%                      | 16%                  | <b>17%</b>        |
| <i>February 2016</i>               | <b>60%</b>            | 28%                  | 32%                      | <b>21%</b>            | 13%                      | 8%                   | <b>19%</b>        |
| <i>April 2015</i>                  | <b>58%</b>            | 22%                  | 36%                      | <b>26%</b>            | 18%                      | 8%                   | <b>17%</b>        |
| 6. Governor Kate Brown             | <b>45%</b>            | 15%                  | 29%                      | <b>45%</b>            | 13%                      | 32%                  | <b>10%</b>        |
| <i>January 2018</i>                | <b>49%</b>            | 16%                  | 33%                      | <b>36%</b>            | 15%                      | 22%                  | <b>14%</b>        |
| <i>October 2016</i>                | <b>48%</b>            | 19%                  | 29%                      | <b>33%</b>            | 16%                      | 17%                  | <b>20%</b>        |
| <i>February 2016</i>               | <b>50%</b>            | 21%                  | 30%                      | <b>29%</b>            | 14%                      | 16%                  | <b>20%</b>        |
| <i>April 2015</i>                  | <b>47%</b>            | 15%                  | 33%                      | <b>18%</b>            | 11%                      | 6%                   | <b>35%</b>        |
| 7. Sec. of State Dennis Richardson | <b>33%</b>            | 7%                   | 26%                      | <b>15%</b>            | 11%                      | 4%                   | <b>53%</b>        |
| 8. State Senator Peter Courtney    | <b>16%</b>            | 3%                   | 13%                      | <b>9%</b>             | 6%                       | 3%                   | <b>75%</b>        |
| 9. State Rep. Knute Buehler        | <b>36%</b>            | 9%                   | 27%                      | <b>29%</b>            | 18%                      | 11%                  | <b>35%</b>        |
| <i>January 2018</i>                | <b>23%</b>            | 3%                   | 20%                      | <b>12%</b>            | 9%                       | 2%                   | <b>65%</b>        |
| 10. State Rep. Tina Kokek          | <b>15%</b>            | 3%                   | 12%                      | <b>8%</b>             | 6%                       | 2%                   | <b>77%</b>        |
| <i>January 2018</i>                | <b>19%</b>            | 4%                   | 16%                      | <b>8%</b>             | 4%                       | 3%                   | <b>73%</b>        |

This November there will be election for governor, state legislature, and several ballot initiatives. The next questions are about a few of these races. First is the election for governor.

11. If the election for Oregon governor were today, who would you vote for? The candidates are:  
(read in order)

12. Are you certain to vote for (candidate from Q11) or are you just leaning towards voting that way?

| Response Category   | n=500 |
|---|-------|
| Aaron Auer of the Constitution Party                        | <1%   |
| Certain   | 0%    |
| Lean towards  | <1%   |
| Nick Chen of the Libertarian Party                          | 1%    |
| Certain   | 0%    |
| Lean towards  | 1%    |
| Kate Brown of the Democrat Party and Working Families Party | 40%   |
| Certain   | 23%   |
| Lean towards  | 16%   |
| Knute Buehler of the Republican Party                       | 35%   |
| Certain   | 19%   |
| Lean towards  | 16%   |
| Patrick Starnes of the Independent Party of Oregon          | 4%    |
| Certain   | 1%    |
| Lean towards  | 3%    |
| Chris Henry of the Progressive Party                        | 1%    |
| Certain   | <1%   |
| Lean towards  | 1%    |
| (Don't read) Somebody else                                  | 1%    |
| (Don't read) Don't know                                     | 17%   |

13. How closely have you been following the campaigns and candidates for the Oregon governor: very closely, fairly closely, not too closely, or not at all closely?

| Response Category       | n=500 |
|-------------------------|-------|
| Very closely            | 14%   |
| Fairly closely          | 33%   |
| Not too closely         | 31%   |
| Not at all closely      | 21%   |
| (Don't read) Don't know | 1%    |

14. Compared to past elections for Oregon governor, does it matter more or less to you who wins this election? (wait and ask strongly/somewhat; Accept but don't read "about the same", "not applicable," "don't know")

| Response Category           | n=500 |
|-----------------------------|-------|
| Matters more                | 72%   |
| Strongly                    | 51%   |
| Somewhat                    | 21%   |
| (Don't read) About the same | 10%   |
| Matters less                | 11%   |
| Strongly                    | 2%    |
| Somewhat                    | 9%    |
| (Don't read) Not applicable | 1%    |
| (Don't read) Don't know     | 6%    |

15. What are the one or two most important issues for you when deciding which of the candidates for governor to vote for? (Open; Probe for up to two answers)

| Response Category             | Oct 2018<br>n=500 | Sept 2016<br>N=517 |
|-------------------------------|-------------------|--------------------|
| Education                     | 22%               | 16%                |
| Healthcare                    | 12%               | 4%                 |
| Taxes                         | 10%               | 8%                 |
| Jobs, economy                 | 9%                | 30%                |
| Party affiliation             | 8%                | 4%                 |
| Fiscal responsibility, budget | 6%                | 2%                 |
| Immigration                   | 5%                | 1%                 |
| Homelessness                  | 5%                | 5%                 |
| Environment                   | 5%                | 6%                 |
| Honesty, trustworthy          | 5%                | 5%                 |
| Women's rights                | 4%                | 2%                 |
| Abortion                      | 4%                | 3%                 |
| Be for the people             | 4%                | 4%                 |
| Constitutional, human rights  | 3%                | 1%                 |
| Gun control, gun rights       | 3%                | 2%                 |
| Experience                    | 3%                | 7%                 |
| Housing                       | 3%                | 5%                 |
| All other responses           | 2% or less        | --                 |
| None/nothing                  | 3%                | 1%                 |
| Don't know                    | 11%               | 5%                 |

16. If the election for Oregon state legislature were being held today, would you vote for the Republican Party's candidate or the Democratic Party's candidate for the state representative in your district? (randomize "Republican Party's"/"Democratic Party's"; Accept but don't read "candidate from another party," "don't know")

| Response Category                           | n=500 |
|---|-------|
| Republican Party's candidate                | 35%   |
| Democratic Party's candidate                | 45%   |
| (Don't read) A candidate from another party | 2%    |
| (Don't read) Don't know                     | 18%   |

Next, I'd like to ask you about some measures that will be on your ballot in the November general election. I will read you the text of the measure as it will appear on your ballot.

First is Measure 102. Measure 102 would:

*Amend the Constitution to allow local bonds for financing affordable housing with nongovernmental entities. Requires voter approval, annual audits.*

17. If the election were today, would you vote "Yes" to support the measure or "No" to oppose it? **(Wait and ask if certain to vote yes/no, or leaning towards voting yes/no; Accept but don't read "don't know")**

| Response Category              | n=500 |
|--------------------------------|-------|
| Yes                            | 46%   |
| Certain                        | 15%   |
| Lean towards                   | 30%   |
| No                             | 26%   |
| Certain                        | 12%   |
| Lean towards                   | 14%   |
| <b>(Don't read)</b> Don't know | 28%   |

Next is Measure 103. Measure 103 would:

*Amend the Constitution to prohibit taxes and fees based on transactions for "groceries" enacted or amended after September 2017.*

18. If the election were today, would you vote "Yes" to support the measure or "No" to oppose it? **(Wait and ask if certain to vote yes/no, or leaning towards voting yes/no; Accept but don't read "don't know")**

| Response Category              | n=500 |
|--------------------------------|-------|
| Yes                            | 33%   |
| Certain                        | 20%   |
| Lean towards                   | 13%   |
| No                             | 47%   |
| Certain                        | 30%   |
| Lean towards                   | 17%   |
| <b>(Don't read)</b> Don't know | 20%   |

Next is Measure 104. Measure 104 would:

*Amend the Constitution to expand (beyond taxes) application of requirement that three-fifths legislative majority approve bills raising revenue.*

19. If the election were today, would you vote “Yes” to support the measure or “No” to oppose it? **(Wait and ask if certain to vote yes/no, or leaning towards voting yes/no; Accept but don’t read “don’t know”)**

| Response Category              | n=500 |
|--------------------------------|-------|
| Yes                            | 28%   |
| Certain                        | 12%   |
| Lean towards                   | 16%   |
| No                             | 37%   |
| Certain                        | 18%   |
| Lean towards                   | 18%   |
| <b>(Don’t read) Don’t know</b> | 35%   |

Next is Measure 105. Measure 105 would:

*Repeal law limiting use of state and local law enforcement resources to enforce federal immigration laws.*

20. If the election were today, would you vote “Yes” to support the measure or “No” to oppose it? **(Wait and ask if certain to vote yes/no, or leaning towards voting yes/no; Accept but don’t read “don’t know”)**

| Response Category              | n=500 |
|--------------------------------|-------|
| Yes                            | 32%   |
| Certain                        | 20%   |
| Lean towards                   | 12%   |
| No                             | 45%   |
| Certain                        | 30%   |
| Lean towards                   | 15%   |
| <b>(Don’t read) Don’t know</b> | 23%   |

Next is Measure 106. Measure 106 would:

*Amend the Constitution to prohibit spending “public funds” directly or indirectly for “abortion”; exceptions; reduces abortion access.*

21. If the election were today, would you vote “Yes” to support the measure or “No” to oppose it? **(Wait and ask if certain to vote yes/no, or leaning towards voting yes/no Accept but don’t read “don’t know”)**

| Response Category              | n=500 |
|--------------------------------|-------|
| Yes                            | 31%   |
| Certain                        | 21%   |
| Lean towards                   | 10%   |
| No                             | 50%   |
| Certain                        | 41%   |
| Lean towards                   | 10%   |
| <b>(Don’t read) Don’t know</b> | 19%   |

The last few questions are for statistical purposes and to ensure we talk to a representative group of Oregonians.

22. Do you describe your gender as:

| Response Category                   | n=500 |
|-------------------------------------|-------|
| Male                                | 47%   |
| Female                              | 49%   |
| Non-binary or gender non-conforming | 1%    |
| <b>(DON'T READ)</b> Refused/Missing | 3%    |

23. Age (record from sample)

| Response Category | n=500 |
|-------------------|-------|
| 18–29             | 10%   |
| 30–44             | 24%   |
| 45–64             | 35%   |
| 65+               | 31%   |

24. Political party (record from sample)

| Response Category | n=500 |
|-------------------|-------|
| Democrat          | 39%   |
| Republican        | 29%   |
| Independent       | 5%    |
| Other             | 2%    |
| Non-affiliated    | 25%   |

25. Voting history (record from sample)

| Response Category | n=500 |
|-------------------|-------|
| 0–1 of 4          | 27%   |
| 2 of 4            | 15%   |
| 3 of 4            | 27%   |
| 4 of 4            | 31%   |

26. Area of state (record from sample)

| Response Category | n=500 |
|-------------------|-------|
| Tri-county area   | 43%   |
| Willamette Valley | 26%   |
| Rest of State     | 31%   |

27. US Congressional district (record from sample)

| Response Category | n=500 |
|-------------------|-------|
| District 1        | 19%   |
| District 2        | 18%   |
| District 3        | 22%   |
| District 4        | 21%   |
| District 5        | 20%   |



28. What is the highest level of education that you have completed?

| Response Category                   | n=500 |
|-------------------------------------|-------|
| Less than high school               | 1%    |
| High school diploma                 | 23%   |
| Some college / 2-year degree        | 39%   |
| College degree / 4-year degree      | 22%   |
| Graduate/professional school        | 13%   |
| <b>(DON'T READ)</b> Refused/Missing | 3%    |

29. Which category best describes your 2017 gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

| Response Category                   | n=500 |
|-------------------------------------|-------|
| Less than \$25,000                  | 16%   |
| \$25,000 to less than \$50,000      | 19%   |
| \$50,000 to less than \$75,000      | 15%   |
| \$75,000 to less than \$100,000     | 13%   |
| \$100,000 to less than \$150,000    | 14%   |
| \$150,000 or more                   | 8%    |
| <b>(DO NOT READ)</b> Don't know     | 4%    |
| <b>(DON'T READ)</b> Refused/Missing | 11%   |

30. Which of the following best describes your race or ethnicity? **(allow for multiple responses)**

| Response Category                   | n=500 |
|-------------------------------------|-------|
| African                             | 1%    |
| Asian/Pacific Islander              | 2%    |
| Black/African American              | 2%    |
| Hispanic/Latino                     | 4%    |
| Middle Eastern/North African        | n=1   |
| Native American/American Indian     | 5%    |
| Slavic                              | n=1   |
| White/Caucasian                     | 82%   |
| Other                               | 3%    |
| <b>(DON'T READ)</b> Don't know      | 1%    |
| <b>(DON'T READ)</b> Refused/Missing | 4%    |

31. What best describes your relationship status?

| Response Category                   | n=500 |
|-------------------------------------|-------|
| Single                              | 27%   |
| Married                             | 51%   |
| Cohabiting with a long-term partner | 4%    |
| Something else                      | 13%   |
| Refused/missing                     | 5%    |

32. Do you or anyone in your household belong to a labor union?

| Response Category                   | n=500 |
|-------------------------------------|-------|
| Yes                                 | 17%   |
| No                                  | 79%   |
| <b>(DON'T READ)</b> Refused/Missing | 5%    |