

May 10, 2016

To: Oregon Public Broadcasting
From: DHM Research
Re: Portland Primary Election Survey Results

Introduction & Methodology

From May 6-9, 2016, DHM Research conducted a survey of Portland primary voters on behalf of Oregon Public Broadcasting. With just over a week before the 2016 primary election, the aim of the survey was to measure support for the candidates for mayor, city commissioner (Position 4), and the fuel tax. They were also asked to grade the mayoral term of Charlie Hales and their support for changing to district elections for city commissioners.

Research Methodology:

The telephone survey consisted of 402 Portland voters and took approximately five minutes to complete. This is a sufficient sample size to assess opinions generally and to review findings by multiple subgroups, including age, gender, and area of the city, and party.

Respondents were contacted from a list of registered voters that included cell phones. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations. Quotas were set by age and gender to ensure a representative sample and modeled to match a likely primary election turnout.

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 an N=402 sample is $\pm 4.9\%$

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 three decades. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

Key Findings

Ted Wheeler holds a strong lead in the race for Mayor, and may reach a majority by election day. If Wheeler does not reach a majority, Jules Baily is the most likely candidate to appear in the run-off.

- Wheeler leads the fifteen mayoral candidates with 33% of the vote. He is followed by Jules Bailey (9%) and Bruce Broussard (4%). Sarah Iannarone is at 2%.
- Thirty-nine percent (39%) of voters are undecided. If those people distribute their votes in the same proportion of people who have already decided, then Ted Wheeler will just clear the 50%+1 needed to win outright.
- In Wheeler's favor, he is strongest among voters ages 45+ (40%), those who have voted in four of the four last elections (42%), and those who have already returned their ballots (43%).

Commissioner Steve Novick is leading his race for re-election, but half of voters are still undecided.

- Novick is supported by 24% of voters. In a distant second is Stuart Emmons at 4%.
- Despite the fact that Novick has grabbed more headlines over his term in office, and has led the charge on controversial funding measures, this races appears to have drawn little interest among voters. Fully one-half (50%) are undecided with just over a week before election day.
- To win outright in the primary, Novick would need to reach 50%+1 of the vote. He is far below that number now. However, he is closer among those who have already returned their ballots (35%).

The fuel tax looks likely to pass.

- A majority (55%) of voters support the proposed fuel tax, including 40% who say that they are certain to vote yes. In comparison, of the 38% who plan to vote no nearly all say they are certain to vote that way (32%).
- Support for the fuel tax is greatest among Democrats (61% "Yes") and voters under 45 years old (66%).
- Opposition is greatest among Republicans (74% "No"), those with a high school degree or less (55%), those ages 65+ (50%), and those who live east of I-205 (50%).

Voters give Mayor Charlie Hales' term in office a grade of "D+."

- Voters were asked to review Mayor Hales term in office and give him a letter grade from A to F. On average voters give him a D+ grade, with a GPA of 1.9.

Portland voters are open to changing to district elections for city commissioners.

- Several times in Portland's history, voters have opted to keep the current city's commission form of government, with commissioners being elected city wide. The issue came up again during this election cycle with more than one candidate indicating their support or willingness to consider a change. Voters seems open it. Fifty-four (54%) of primary voters

said that they would support changing to district elections for city commissioners, while just 20% are opposed.

- Support for this change was greatest among 18-29 year olds (76%) and voters east of I-205 (63%)

OREGON PUBLIC BROADCASTING
Portland Primary Election Survey – May 2016
May 6 – 9, 2016; N=402
Likely Voters
5 Minutes: MoE ±4.9%

DHM Research
Project #00377

INTRODUCTION

Hi, my name is _____ calling from DHM Research, a public opinion research firm in Oregon. We are not trying to sell anything. May I please speak with _____ **[NAME ON LIST ONLY]**

VOTER LIKELIHOOD

1. There is a primary election in Portland on May 17. Last week, ballots were mailed to registered voters. Have you received your ballot in the mail?

Response Category	N=402
Yes	97%
No	2%
Don't know	0%

2. (If “No” or “Don’t Know” to Q1) Are you planning to vote in the primary election?

Response Category	N=11
Yes	100%
No	0%
Don't know	0%

3. (If “Yes” to Q1) Which of the follow applies to you:

Response Category	N=391
You have returned your ballot	35%
You have received your ballot, but not returned it yet	64%
You are not planning to vote in this election	0%
(DON'T READ) Don't know	0%

MAYORAL RACE

4. There are fifteen candidates on the ballot for mayor. I will read you the list in the same order that they will appear on the ballot. Please tell me which of the candidates you plan to vote for?

Response Category	N=402
Bruce Broussard	4%
Patty Burkett	1%
Jules Bailey	9%
Ted Wheeler	33%
Eric Alexander Calhoun	1%
Bim Ditson	1%
Sean Davis	1%
David Schor	1%
Jessie Sponberg	1%
Sarah Iannarone	2%
David "The Ack" Ackerman	1%
Lew Humble	0%
Deborah Harris	1%
Trevor Manning	0%
Steven J. Entwisle Sr.	1%
(DON'T READ) Will skip this contest	4%
(DON'T READ) Don't know	39%

CITY COMMISSION, POSITION 4

5. There are ten candidates on the ballot for City Commissioner Position 4. I will read you the list in the same order that they will appear on the ballot. Please tell me which of these candidates you plan to vote for?

Response Category	N=402
Michael W. Durrow	2%
Leah Marie Dumas	0%
Steve Novick	24%
Suzanne Stahl	3%
Fred Stewart	4%
Joseph Puckett	2%
James Bernard Lee	2%
Chole Eudaly	2%
Shannon Estabrook	1%
Stuart Emmons	4%
(DON'T READ) Will skip this contest	5%
(DON'T READ) Don't know	50%

FUEL TAX

Next, I'd like to ask you about a measure that is on your ballot for the election in the City of Portland. I will read it exactly as it will appear:

Temporary Motor Vehicle Fuel Tax for Street Repair, Traffic Safety

Shall Portland adopt four year, 10 cents per gallon fuel tax dedicated to street repair, safety including safer crossings, sidewalks?

6. Will 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)**

Response Category	N=402
Total yes	55%
Yes—certain	40%
Yes—lean	14%
Total no	38%
No—lean	6%
No--certain	32%
(DON'T READ) Don't know	7%

MAYOR HALES

7. Mayor Charlie Hales, decided not to run for re-election and will be stepping down from office in next January. How would you grade his overall job performance? Would you give him a grade of A, B, C, D or F?

Response Category	N=402
A	3%
B	24%
C	36%
D	18%
F	9%
Mean	1.9
(DON'T READ) Refused	8%

FORM OF GOVERNMENT

The Portland City Council is made up of the mayor and four city commissioners. Each of the positions on the City Council is elected city-wide. Over the years, there have been proposals to elect city commissioners by district.

8. Would you support or oppose a change to elect Portland city commissioners by district? **(Wait and ask strongly/somewhat)**

Response Category	N=402
Total support	54%
Strongly support	30%
Somewhat support	24%
Total oppose	20%
Somewhat oppose	10%
Strongly oppose	9%
(DON'T READ) Don't know	26%

DEMOGRAPHICS

These last few questions are for statistical purposes and to ensure we talk to a representative group of Portland voters.

9. Gender (From observation)

Response Category	N=402
Male	49%
Female	51%

10. Age (From sample)

Response Category	N=402
18-29	7%
30-44	29%
45-64	38%
65+	26%

11. Party (From sample)

Response Category	N=402
Democrat	65%
Republican	13%
NAV/Other	22%

12. Vote history (From sample)

Response Category	N=402
0 of 4	5%
1 of 4	7%
2 of 4	19%
3 of 4	21%
4 of 4	48%

13. Area of the city (From sample)

Response Category	N=402
West of the Willamette River	33%
East of the Willamette River to I-205	48%
East of I-205	19%

14. What is the highest level education that you have achieved?

Response Category	N=402
Less than high school	1%
High school diploma or GED	16%
2-year degree or college	22%
4-year degree	33%
Graduate degree	26%
(DON'T READ) Refused	1%

15. What was your total household income in 2015?

Response Category	N=402
Less than \$25,000	8%
\$25,000 to less than \$50,000	17%
\$50,000 to less than \$75,000	22%
\$75,000 to less than \$100,000	19%
\$100,000 to less than \$150,000	9%
More than \$150,000	5%
(DON'T READ) Refused	21%