dhm RESEARCH
DAVIS, HIBBITTS & MIDGHALL INC.

PORTLAND | SEATTLE | WASHINGTON DC

May 10, 2016

To: Oregon Public Broadcasting & Fox12
From: DHM Research
Re: Oregon Primary Election Survey Results

Introduction & Methodology

From May 6-9, 2016, DHM Research conducted a statewide survey on behalf of Oregon Public Broadcasting and Fox12. With just over a week before the 2016 primary election, the aim of the survey was to measure voter support for the Democratic and Republican presidential candidates, as well as key statewide races.

Research Methodology:

The telephone survey consisted of 901 Oregon 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.

Sample
Oregon has closed primary elections for partisan offices. This means that only registered Democrats may vote for the Democratic races, and only registered Republicans can voter in Republican races. Those registered as non-affiliated or with minor parties are not eligible to vote in the partisan elections.

To get an accurate read on partisan races, we sampled 304 registered Democrats and 324 registered Republicans. Additionally, 273 non-affiliated/other party voters were sampled and asked questions about the November 2016 general election. In total, 901 Oregon voters participated in the survey. The demographic profiles of all the samples are included in the questionnaire.

Weighting
An election survey must estimate two future outcomes: (1) the demographic profile of voters who will cast a vote, and (2) which candidates they will support. Because this survey asked about two different elections – the May primary and November general elections, it is necessary to statistically weight the results to reflect the likely voter turnout for each. Voter turnout in primary elections tends to be older and more partisan than in general elections, and these factors must be taken into account.

In the course of reviewing the Democratic primary results, we have decided to weight these findings two different ways. Support for Bernie Sanders and Hillary Clinton is highly dependent on voter age. Young voters overwhelming support Sanders, while older voters are solidly behind Clinton. Because of this large gap, even small differences in the make-up of the projected voter turnout profile can have a significant impact on the survey results. The "typical turnout" results have been weighted to reflect a voter turnout consistent with past Oregon primary elections, which is relatively older and consists of more frequent voters. The "high turnout" results have been weighted to reflect a turnout that is relatively younger and consists of more new voters.

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 for this survey ranges from ±5.6% for N=304 and ±3.3% for N=901.

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

DEMOCRATS

Presidential Primary

Using the "typical turnout" model, Hillary Clinton is leading Bernie Sanders 48% to 33%, a difference of fifteen percentage points.

- What is striking about these results are the differences in support by age. Among those who are under 45 years old, 64% support Sanders compared to 20% who support Clinton. The results are flipped for older voters. Among those 45 years and older, 25% support Sanders and 56% support Clinton.
- Less frequent voters are strongly in the Sanders camp, while more frequent voters back Clinton. Among those who have voted in one or none of the last four elections, 65% plan to vote for Sanders. Meanwhile, 54% of those who have voted all of the last four elections plan to vote for Clinton.
- Gender has less of impact on candidate preference. Some 51% of women support Clinton compared to 45% of men, while 38% of men support Sanders compared to 30% of women. However, neither of these differences are statistically significant.
- Significantly, Clinton is leading among voters who have already voted. Among those who have returned their ballots, 62% voted for Clinton versus 31% for Sanders.

Using the "high turnout" model, Clinton's lead over Sanders decreases to 45% to 38%, a difference of seven percentage points.

- This model assumes that voters 45 and under participate in this primary election at rates comparable to their percentage of all registered voters, and new/infrequent voters turn out at historically high levels.
- Sanders has generated passionate support, especially among young voters and non-affiliated voters. Unfortunately for Sanders, non-affiliated voters cannot vote in the Democratic primary. To be successful in Oregon, then, these survey results show that he will need an impressive turnout by young Democrats.

A caveat about these results is the unprecedented number of non-affiliated voters (NAV) who have recently switched parties, and who are difficult to account for in this survey.

- According to the Oregon Secretary of State, nearly 140,000 Oregon voters changed their party affiliation from January 1 – April 26, 2016. Over 90,000 of these have switched to the Democratic Party. It takes some time for these changes to be reflected in the voter registration files available for telephone surveys. If these voters have different preferences than voters who have not switched their registration, it will have an effect on the vote outcome.

Secretary of State

The election for Secretary of State is closely contested, but lacks much voter interest.
- Using the "typical turnout" model, Brad Avakian holds a slight lead (21%) over Val Hoyle (16%) and Richard Devlin (13%).
- Despite the fact that the three contenders have strong political resumes, the race has not seemed to energize Democratic voters. Thirty-nine percent say that they are undecided, and 11% said that they plan to skip this contest.
- For this race, there is little difference in the results when applying the "high turnout" model. Using this voter profile, Avakian maintains a small lead of 18% compared to 15% for Hoyle and 13% for Devlin.

REPUBLICANS

Presidential Primary

Donald Trump holds a large lead over his vanquished rivals.
- Despite suspending their campaigns, Ted Cruz and John Kasich still appeared on ballots mailed to Oregon Republicans. Donald Trump is now the presumptive nominee, and it is not surprising that he has a large lead. Forty-five percent (45%) of Republicans say that they will vote Trump, compared to 14% each for Kasich and Cruz.

Governor

Bud Pierce and Allen Alley are neck-and-neck in their contest to be the Republican nominee for governor, with Pierce holding a slight edge over Alley (25% vs. 22%).
- There is a notable difference between the candidates by area of the state. Pierce is pulling more support from the Willamette Valley (36%), while Alley is doing better in the Portland metro area (30%).
- Like the Democratic Secretary of State race, there is an apparent lack of enthusiasm for this election among Republicans. Thirty-six percent (36%) are still undecided, and 8% plan to skip the contest.

GENERAL ELECTION

Looking ahead to the general election, in a matchup between the two likely party nominees, Clinton leads Trump 43% to 32%.
- Clinton maintains more support among Democrats (79%) than Trump does among Republicans (66%).
- Looking at results by gender, women are nearly twice as likely to vote for Clinton than Trump (49% vs. 27%), while men are split (36% vs. 37%).
- Among younger age groups the differences are small, but voters ages 65+ prefer Clinton (65+: Clinton 50%, Trump 33%).
- A potential weakness for both candidates are young voters and non-affiliated voters (NAVs). Nineteen-percent of 18-29 year olds and 18% of NAVs say that they will vote for some other candidate rather than Clinton or Trump.

If the election were today, IP28, a proposed statewide gross receipts tax – would have a good chance of passing. As of now, 51% say that they would vote yes, while 32% would vote no.

- Opinions about the measure are polarized, with 33% saying that they are strongly behind it and 23% strongly against it.
- The strongest supporters are Democrats (68% "Yes") and women (56%). It is also supported by a majority of NAV/other voters (52%).
- The strongest opponents are Republicans (54% "No") and households making $150K or more (46%).

OREGON PUBLIC BROADCASTING / FOX12
Oregon Primary Election Survey – May 2016
May 6 – 9, 2016; N=901
Total Sample: N=901; MoE ±3.3%
Democrats: N=304; MoE ±5.6%
Republican: N=324; MoE ±5.4%

DHM Research
Project #00401

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. **(Ask All)** There is a primary election in Oregon on May 17. Last week, ballots were mailed to registered voters. Have you received your ballot in the mail?

Response Category	N=901
Yes	94%
No	5%
(DON'T READ) Don't know	1%

2. **(If "No" or "Don't Know" to Q1)** Do you plan to vote in the primary election?

Response Category	N=58
Yes	92%
No	8%
(DON'T READ) Don't know	0%

3. **(If "Yes" to Q1)** Which of the follow applies to you:

Response Category	N=843
You have already returned your ballot	33%
You have received your ballot, but not returned it yet	65%
You are not planning to vote in this election	1%
(DON'T READ) Don't know	1%

ASK DEMOCRATS ONLY

4. For the Presidential Primary election, do you plan to vote for Hillary Clinton or Bernie Sanders?

Response Category	Typcial turnout N=304	High turnout N=304
Hillary Clinton	48%	45%
Bernie Sanders	33%	38%
(DON'T READ) Will skip this contest	5%	5%
(DON'T READ) Don't know	14%	12%

5. For the Democratic primary election for secretary of state, do you plan to vote for Richard Devlin, Brad Avakian, or Val Hoyle?

Response Category	Typical turnout N=304	High turnout N=304
Richard Devlin	13%	13%
Brad Avakian	21%	18%
Val Hoyle	16%	15%
(DON'T READ) Will skip this contest	11%	11%
(DON'T READ) Don't know	39%	43%

ASK REPUBLICANS ONLY

6. For the Republican presidential primary election, do you plan to vote for Ted Cruz, John Kasich or Donald Trump?

Response Category	N=324
Ted Cruz	14%
John Kasich	14%
Donald Trump	45%
(DON'T READ) Will skip this contest	7%
(DON'T READ) Don't know	19%

7. For the Republican primary election for governor, do you plan to vote for Bruce Cuff, Bob Neimeyer, Bob Forthan, Bud Pierce, or Allen Alley?

Response Category	N=324
Bruce Cuff	3%
Bob Neimeyer	5%
Bob Forthan	1%
Bud Pierce	25%
Allen Alley	22%
(DON'T READ) Will skip this contest	8%
(DON'T READ) Don't know	36%

ASK ALL

8. If the general election were held today and the candidates for president were **(rotate names)** Donald Trump and Hillary Clinton, who would you vote for?

Response Category	N=901
Donald Trump	32%
Hillary Clinton	43%
(DON'T READ) Some other candidate	11%
(DON'T READ) Will skip this contest	4%
(DON'T READ) Don't know	11%

9. **(If "Donald Trump" to Q8)** Would you say that this vote is more because you support Donald Trump or more because you oppose Hillary Clinton?

Response Category	N=288
Support Donald Trump	39%
Oppose Hillary Clinton	52%
(DON'T READ) Neither	5%
(DON'T READ) Don't know	3%

10. **(If "Hillary Clinton" to Q8)** Would you say that this vote is more because you support Hillary Clinton or more because you oppose Donald Trump?

Response Category	N=385
Support Hillary Clinton	48%
Oppose Donald Trump	43%
(DON'T READ) Neither	7%
(DON'T READ) Don't know	2%

11. Scientists believe that there is a significant chance that Oregon will experience a major earthquake in the coming years. If that were to happen, who would you trust more as President of the United States to help Oregon in the aftermath: Donald Trump or Hillary Clinton?

Response Category	N=901
Donald Trump	31%
Hillary Clinton	42%
(DON'T READ) Don't know	27%

IP 28

12. Next, I'd like to ask you about a measure that may be on your ballot in the November general election. I will it exactly as it will appear.

    Increases corporate minimum tax when sales exceed $25 million; funds education; healthcare, senior services

    A "Yes" vote increases corporate minimum tax when sales exceed $25 million; removes tax limit; exempts "benefit companies"; increased revenue funds education, healthcare, senior services.

    A "No" vote retains existing corporate minimum tax rates based on Oregon sales; tax limited to $100,000; revenue not dedicated to education, healthcare, senior services.

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)**

Response Category	N=901
Total yes	**51%**
Yes—certain	33%
Yes—lean	18%
Total no	**32%**
No—lean	8%
No--certain	23%
(DON'T READ) Don't know	18%

DEMOGRAPHICS

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

13. Gender **(From observation)**

Response Category	Total N=901	Democrat Typical Turnout N=304	Democrat High Turnout N=304	Republican N=324
Male	49%	32%	31%	50%
Female	51%	63%	64%	50%

14. Age (**From sample**)

Response Category	N=901
18-29	11%
30-44	22%
45-64	37%
65+	30%

15. Party **(From sample)**

Response Category	N=901
Democrat	39%
Republican	32%
NAV/Other	29%

16. Vote history **(From sample)**

Response Category	N=901
0 of 4	9%
1 of 4	12%
2 of 4	25%
3 of 4	20%
4 of 4	35%

17. Area of the state **(From sample)**

Response Category	N=901
Portland Metro	44%
Willamette Valley	27%
Rest of State	29%

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

Response Category	N=901
Less than high school	2%
High school diploma or GED	24%
2-year degree or college	26%
4-year degree	28%
Graduate degree	19%
(DON'T READ) Refused	1%

19. What was your total household income in 2015?

Response Category	N=901
Less than $25,000	14%
$25,000 to less than $50,000	18%
$50,000 to less than $75,000	18%
$75,000 to less than $100,000	14%
$100,000 to less than $150,000	10%
More than $150,000	8%
(DON'T READ) Refused	18%