

October 14, 2016

To: Oregon Public Broadcasting  
From: DHM Research  
Re: October 2016 Statewide Voter Survey

## INTRODUCTION & METHODOLOGY

From October 6 to 13, 2016, DHM Research conducted a telephone survey on behalf of Oregon Public Broadcasting (OPB). The purpose of the survey was to assess Oregonians' opinions about a number of issues in the news that are likely to shape the 2016 election seasons. Topics included impressions of elected officials and candidates for office and support for a variety of ballot measures.

**Research Methodology:** The telephone survey consisted of 600 Oregon registered voters and took approximately ten minutes to complete. This is a sufficient sample size to assess opinions generally and to review findings by multiple subgroups.

Respondents were contacted from a list of registered voters. Half were conducted by cell phone (50%), half by landline (50%). In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations. Quotas were set by age, gender, area of the state, and party to model the 2016 general 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=600 sample is  $\pm 4.0\%$ .

**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.

## Clinton holds 7-point lead over Trump among Oregon voters

- Hillary Clinton leads Donald Trump 43% to 36% in Oregon. Each candidate carries strong support from their respective parties, as 78% of Democrats support Clinton and 75% of Republicans support Trump.
  - However, looking only at voters who describe themselves as “certain to vote,” Clinton’s lead increases to 9 percentage points, 45% to 36%.
  - Non-affiliated voters, Independents, and others are somewhat split between the major candidates, but favor Clinton (36%) over Trump (31%).
- Both major party candidates continue to be plagued by unprecedented negative ratings. A majority of voters have negative impressions of each: 54% of voters have a somewhat or very negative view of Clinton, while 66% say their view of Trump is somewhat or very negative.
  - A majority of voters have a very negative view of Trump (55%), although Clinton does not fare much better. More than four in ten voters have a very negative view of Clinton (41%).
- Overall, one in five Oregon voters is not committed to either major party candidate (21%). These voters either support Gary Johnson (7%), Jill Stein (5%), or say they will vote for another candidate or just aren’t sure. Accordingly, the vote share for both Clinton and Trump is likely to rise between now and the election. Clinton remains the overwhelming favorite and is likely to carry Oregon.
- Notably, support for the two candidates remained virtually unchanged after Sunday’s second presidential debate. About half of survey responses were completed prior to the debate, with the remainder completed afterwards. In responses prior to the debate, Clinton led 43% to Trump’s 36%; among post-debate responses, the race stood at 42% to 36% in Clinton’s favor.
- Voters under 30 are much more likely to pledge their support for Clinton (44%) than for Trump: just one in four say they will vote for the Republican candidate (25%). Older voters, meanwhile, were split between the two major party candidates, with 41% supporting Trump and 40% supporting Clinton.

## Incumbent Governor Kate Brown leads her opponent Bud Pierce 46% to 33%

- Oregon has not elected a Republican governor since 1988, and 2016 is not likely to break the streak. Brown has strong support from members of the Democratic party (79%), as well as from 43% of non-affiliated and other voters. Although Pierce also carries strong support among his own party (73%), his share of non-affiliated and other voters is far lower than Brown’s (24%).
- Portland metro voters are the most likely to support Brown by region at 59%. Pierce, meanwhile, does better in both the Willamette Valley and elsewhere in the state. In the valley, Pierce leads Brown by a small margin of 43% to 40%. Outside both the valley and the Portland metro area, Pierce leads Brown 44% to 33%.
- When asked if they have a positive or negative impression of the candidates, 55% of voters say they have no impression of Bud Pierce. Less than a month out from election day, this is a daunting figure for a major party candidate running for statewide office. Comparatively, only one in five voters say they have no impression of Governor Brown (20%).
  - Even 46% of Republicans say they have no impression of Pierce.

## Dennis Richardson is in the lead for Oregon Secretary of State, with a 5-point advantage over current Labor Commissioner Brad Avakian

- Overall, 34% of voters support Republican Dennis Richardson for Secretary of State, who comes in ahead of Democrat and current Labor Commission Brad Avakian (29%).
  - Oregon has not elected a Republican to statewide office since 2002, leaving Richardson with an opportunity to end the fourteen-year drought.
- Avakian trails Richardson in level of support from their own parties. Just under three-quarters of Republican voters (72%) support Richardson for Secretary of State, while just over half of Democrats support Avakian (54%).
  - Non-affiliated and other voters are split between the two major candidates in this race, in a near tie between Richardson (23%) and Avakian (24%).
- With a month to go before election day, one in four voters say they don't know which candidate they will support in November (24%). If Avakian hopes to continue the Democrats' stronghold on statewide offices in Oregon, he will need to firm up his Democratic base over the next few weeks.

## Support for Measure 97 has declined and it could fall in November

- Support for the corporate tax measure has fallen from 60% in early September to 45% this past week.
  - Support for the measure remains strong among Democrats (65%) and voters under 30 (64%). Voters in union households also support the measure by a strong margin (63%).
- A scant majority of Portland metro voters support the measure (53%); the same cannot be said for voters in other parts of the state. Opposition is strongest in the Willamette Valley (57%), while 52% of voters elsewhere in the state plan to vote no.

## As the hotly contested election season continues, few voters have close friends voting for a different candidate

- When Clinton supporters were asked how many of their close friends support Donald Trump, a majority said that none supported the Republican candidate for president (51%). The same held true on the other side of the aisle, and half of Trump supporters said none of their close friends were supporting Clinton (50%).

## Voters' confidence that their ballot will be accurately counted in this election varies considerably by party, age, and race

- Overall, 84% of voters say they are confident that their vote will be counted accurately come November 8th. That said, just 56% are very confident.
  - 71% of Democrats are very confident that their vote will be counted accurately, while less than half of Republicans (45%) share this view.
  - 63% of voters 45 and older are very confident; just 43% of younger voters are so certain.
  - White voters (61%) were more likely to say that they were very confident than non-white voters (44%).

**Oregon Public Broadcasting  
2016 General Election Survey  
October 6-13, 2016  
N=600 Oregonian voters; margin of error ±4.0%  
10 minutes**

**INTRODUCTION**

Hello, my name is \_\_\_\_\_ from DHM Research. 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.

**WARM-UP**

**S1:** How likely are you to vote in upcoming election?

Response Category	N=600
Absolutely certain	82%
Very likely	15%
Fifty-fifty	4%
Don't think you'll vote ( <b>Terminate</b> )	--

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 2016 N=600	Feb 2016 N=400	Oct 2015 N=400	Apr 2015 N=400	Sep 2014 N=400
Right direction	40%	49%	40%	49%	48%
Wrong track	44%	39%	43%	36%	37%
<b>(DON'T READ)</b> Don't know	16%	13%	17%	15%	15%

I would like to ask you about your impressions of some public figures. For each, please tell me if your impression of that person is very positive, somewhat positive, somewhat negative, or very negative.

**(Randomize)**

Response Category	Very positive	Somewhat positive	Somewhat negative	Very negative	Don't know
2. Hillary Clinton	19%	25%	14%	41%	3%
3. Donald Trump	16%	15%	11%	55%	3%
4. Kate Brown	19%	29%	16%	17%	20%
5. Bud Pierce	7%	21%	12%	5%	55%
6. Barack Obama	38%	18%	11%	30%	3%

## CANDIDATES

The next questions are about the upcoming election. First, I'll ask about candidates for the major races. I will read to you candidate names and parties exactly as they will appear on the ballot.

Let's start with the race for president.

7. If the election were today, would you vote Donald Trump, the Republican; Hillary Clinton, the Democrat; Gary Johnson, the Libertarian; or Jill Stein of the Pacific Green and Progressive parties?

Response Category	N=600	Sept 2016 N=517	May 2016 N=901
Donald Trump	36%	25%	32%
Hillary Clinton	43%	38%	43%
Gary Johnson	7%	10%	(N/A)
Jill Stein	5%	3%	
<b>(DON'T READ)</b> Somebody else	3%	8%	11%
<b>(DON'T READ)</b> May skip this race	2%	2%	4%
<b>(DON'T READ)</b> Don't know	5%	15%	10%

Next is the race for Oregon governor.

8. If the election were today, would you vote for James Foster, the Libertarian; Kate Brown, of the Democrat and Working Families parties; Cliff Thomson of the Independent Party; Aaron Donald Auer of the Constitution Party; or Bud Pierce, the Republican.

Response Category	N=600
James Foster	3%
Kate Brown	46%
Cliff Thomson	4%
Aaron Donald Auer	1%
Bud Pierce	33%
<b>(DON'T READ)</b> Somebody else	0%
<b>(DON'T READ)</b> May skip this race	1%
<b>(DON'T READ)</b> Not sure yet	12%

Next is the race for Oregon secretary of State.

9. If the election were today, would you vote for Sharon L. Durbin, the Libertarian; Dennis Richardson, the Republican; Paul Damian Wells of the Independent Party; Brad Avakian of the Democrat, Working Families, and Progressive parties; Alan Zundel of the Pacific Green Party; or Michael Marsh of the Constitution Party?

Response Category	N=600
Sharon L. Durbin	3%
Dennis Richardson	34%
Paul Damian Wells	4%
Brad Avakian	29%
Alan Zundel	2%
Michael Marsh	3%
<b>(DON'T READ)</b> Somebody else	1%
<b>(DON'T READ)</b> May skip this race	1%
<b>(DON'T READ)</b> Not sure yet	24%

## MEASURES

Thank you. Next, I'd like to ask you about some of the measures on the Oregon ballot. I will read them to you exactly as they will appear on the ballot. Please listen closely.

The first is called Measure 96. Measure 96...

*Dedicates 1.5% of state lottery net proceeds to funding support services for Oregon veterans.*

*Result of "Yes" Vote: "Yes" vote dedicates 1.5% of state lottery net proceeds to fund veterans' services, including assistance with employment, education, housing, and physical/mental health care.*

*Result of "No" Vote: "No" vote retains current list of authorized purposes for spending state lottery net proceeds; 1.5% dedication to fund veterans' services not required.*

10. If the election were today, would you "yes" to support Measure 96, or vote "no" to oppose it? **(Wait and ask if certain to vote yes/no, or leaning towards voting yes/no)**
11. **(If "don't know")** Well, are you leaning towards voting yes or leaning towards voting no?

### Q10/11 Combined

Response Category	N=600
<b>Total yes</b>	<b>82%</b>
Certain to vote yes	58%
Leaning toward voting yes	23%
Unsure – leaning yes	2%
<b>Total no</b>	<b>12%</b>
Unsure – leaning no	1%
Leaning toward no	6%
Certain to vote no	6%
<b>(DON'T READ)</b> Don't know	5%

The second is called Measure 97. Measure 97...

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

*Result of “Yes” Vote: “Yes” vote increases corporate minimum tax when sales exceed \$25 million; removes tax limit; exempts “benefit companies”; increased revenue funds education, healthcare, senior services.*

*Result of “No” Vote: “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.*

12. If the election were today, would you “yes” to support Measure 97, or vote “no” to oppose it? **(Wait and ask if certain to vote yes/no, or leaning towards voting yes/no)**  
 13. **(If “don’t know”** Well, are you leaning towards voting yes or leaning towards voting no?

**Q12/13 Combined**

<b>Response Category</b>	<b>Oct 2016 N=600</b>	<b>Sept 2016 N=517</b>	<b>May 2016 N=901</b>
<b>Total yes</b>	<b>45%</b>	<b>60%</b>	<b>51%</b>
Certain to vote yes	30%	46%	33%
Leaning toward voting yes	12%	14%	18%
Unsure – leaning yes	2%	-	-
<b>Total no</b>	<b>49%</b>	<b>30%</b>	<b>32%</b>
Unsure –leaning no	1%	-	-
Leaning toward voting no	10%	7%	8%
Certain to vote no	38%	23%	23%
<b>(DON'T READ) Don't know</b>	<b>7%</b>	<b>10%</b>	<b>18%</b>

Next is Measure 98. Measure 98...

*Requires state funding for dropout-prevention, career and college readiness programs in Oregon high schools.*

*Result of "Yes" Vote: "Yes" vote requires state legislature to fund dropout-prevention, career and college readiness programs through grants to Oregon high schools; state monitors programs.*

*Result of "No" Vote: "No" vote retains current law: legislature not required to commit funds to career-technical/college-level education/dropout-prevention programs, retains discretion to allocate funds.*

14. If the election were today, would you "yes" to support Measure 98, or vote "no" to oppose it? **(Wait and ask if certain to vote yes/no, or leaning towards voting yes/no)**  
15. **(If "don't know"** Well, are you leaning towards voting yes or leaning towards voting no?

**Q14/15 Combined**

<b>Response Category</b>	<b>N=600</b>
<b>Total yes</b>	<b>59%</b>
Certain to vote yes	35%
Leaning toward voting yes	23%
Unsure – leaning yes	2%
<b>Total no</b>	<b>31%</b>
Unsure – leaning no	2%
Leaning toward voting no	12%
Certain to vote no	18%
<b>(DON'T READ) Don't know</b>	<b>10%</b>

Next is Measure 99. Measure 99...

*Creates “Outdoor School Education Fund,” continuously funded through Lottery, to provide outdoor school programs statewide*

*Result of “Yes” Vote: “Yes” vote creates separate fund, financed through Oregon Lottery Economic Development Fund and administered by Oregon State University (OSU), to provide outdoor school programs statewide.*

*Result of “No” Vote: “No” vote rejects creation of fund to provide outdoor school programs statewide; retains current law under which OSU administers outdoor school grants if funding available.*

16. If the election were today, would you “yes” to support Measure 99, or vote “no” to oppose it? **(Wait and ask if certain to vote yes/no, or leaning towards voting yes/no)**  
 17. **(If “don’t know”** Well, are you leaning towards voting yes or leaning towards voting no?

**Q16/17 Combined**

Response Category	N=600
<b>Total yes</b>	<b>69%</b>
Certain to vote yes	44%
Leaning toward voting yes	23%
Unsure – leaning yes	1%
<b>Total no</b>	<b>23%</b>
Leaning no	1%
Leaning toward voting no	7%
Certain to vote no	14%
<b>(DON’T READ) Don’t know</b>	9%

**VOTER ENGAGEMENT**

For the following, please tell me how informed you are: very informed, somewhat informed, not too informed, or not at all informed.

Response Category	Very informed	Somewhat informed	Not too informed	Not at all informed	Don’t know
18. The candidates for president	76%	20%	2%	1%	1%
19. The candidates for Oregon governor	29%	47%	18%	5%	2%
20. The ballot measures	19%	55%	20%	5%	2%

## SOCIAL CONNECTIONS

21. What best describes you?

Response Category	N=600
Most of my friends share my views on government and politics	38%
Some of my friends share my views on government and politics, but many do not	40%
I don't really know what most of my close friends think about government and politics	19%
<b>(DON'T READ)</b> Neither	1%
<b>(DON'T READ)</b> Don't know	3%

22. Thinking about your close friends would you say that a lot, some, just a few, or none support Donald Trump for president?

Response Category	Total N=600	Trump Supporters N=216	Clinton Supporters N=255
A lot	24%	58%	1%
Some	20%	28%	13%
Just a few	20%	6%	31%
None	30%	2%	51%
<b>(DON'T READ)</b> Don't know	8%	6%	5%

23. Again, thinking about your close friends would you say that a lot, some, just a few, or none support Hillary Clinton for president?

Response Category	Total N=600	Trump Supporters N=216	Clinton Supporters N=255
A lot	26%	1%	53%
Some	25%	15%	33%
Just a few	20%	28%	9%
None	23%	50%	1%
<b>(DON'T READ)</b> Don't know	7%	5%	4%

24. What is the first word that comes to your mind about people who support Donald Trump for president? **(OPEN; RECORD VERBATIM RESPONSE)**

<b>Response Category</b>	<b>Total N= 600</b>	<b>Trump Supporters N=216</b>	<b>Clinton Supporters N=255</b>
Uninformed/uneducated	13%	0%	25%
Stupid/idiots/dumb/morons/losers	9%	0%	15%
Ignorant	6%	-	10%
Change/growth	4%	9%	-
Crazy/nuts/psychotic	3%	1%	4%
Smart/intelligent	3%	9%	-
Conservative	2%	5%	1%
Racist/prejudice/xenophobic	2%	-	4%
Republican	2%	3%	1%
Informed	2%	5%	-
Misinformed	2%	-	3%
Patriotism	1%	3%	-
Good	1%	3%	-
America	1%	3%	-
Other	1 % or less	2% or less	2% or less
None/nothing	5%	5%	3%
Don't know	4%	5%	2%

25. What is the first word that comes to your mind about people who support Hillary Clinton for president?  
**(OPEN; RECORD VERBATIM RESPONSE)**

Response Category	Total N=600	Trump Supporters N=216	Clinton Supporters N=255
Idiots/foolish/stupid	6%	13%	0%
Informed/educated	6%	0%	12%
Dishonest/liar	4%	8%	0%
Uninformed	4%	8%	0%
Liberal	4%	6%	2%
Smart/intelligent	3%	-	6%
Democrat	3%	1%	2%
Misinformed	2%	4%	-
Progressive	2%	1%	4%
Capable/competent/experienced	2%	-	5%
Crazy	2%	5%	-
Criminal/Corrupt	2%	4%	-
Hopeful	2%	0%	4%
Ignorant	2%	4%	-
Crook	1%	4%	-
Cautious/safe	1%	-	3%
Other	1% or less	2% or less	2% or less
None/nothing	4%	4%	4%
Don't know	5%	4%	3%

## VOTE BY MAIL

My final questions are about Oregon's vote-by-mail system and how you cast your ballot.

26. Overall, would you say your impression of Oregon's vote-by-mail system is very positive, somewhat positive, somewhat negative, or very negative?

Response Category	N=600
Very positive	61%
Somewhat positive	26%
Somewhat negative	6%
Very negative	5%
<b>(DON'T READ)</b> Don't know	3%

27. How confident are you that your vote will be accurately counted in this election?

Response Category	N=600
Very confident	56%
Somewhat confident	27%
Not too confident	9%
Not at all confident	6%
<b>(DON'T READ)</b> Don't know	2%

28. What best describes how you fill out your ballot?

Response Category	N=600
I fill my ballot out privately without talking to anyone	53%
I fill my ballot out privately, but talk to family and friends to get their input	44%
I have someone I trust fill my ballot out for me	2%
<b>(DON'T READ)</b> None of these	0%
<b>(DON'T READ)</b> Don't know	2%

## DEMOGRAPHICS

29. Gender **(Record by observation)**

Response Category	N=600
Male	49%
Female	51%

30. Age **(Record from sample)**

Response Category	Oct 2016 N=600
18-29	11%
30-44	22%
45-64	37%
65+	30%

31. Party **(Record from sample)**

Response Category	N=600
Democrat	39%
Republican	32%
Independent	11%
Other	2%
Non-affiliated	16%

32. Vote history **(Record from sample)**

Response Category	N=600
0/1 of 4	23%
2 of 4	19%
3 of 4	21%
4 of 4	38%

33. Area of the state **(Record from sample)**

Response Category	N=600
Tri-County	44%
Willamette Valley	27%
Rest of State	29%

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

Response Category	N=600
Less than high school	2%
High school diploma	16%
Some college	32%
College degree	26%
Graduate/professional school	23%
<b>(DON'T READ)</b> Refused	1%

35. Which category best describes your 2015 gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response Category	N=600
Less than \$25,000	14%
\$25,000 to less than \$50,000	20%
\$50,000 to less than \$75,000	19%
\$75,000 to less than \$100,000	15%
\$100,000 to less than \$150,000	9%
\$150,000 or more	7%
<b>(DON'T READ)</b> Refused	15%

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

Response Category	N=600
African American/Black	2%
Asian/Pacific Islander	3%
Hispanic/Latino	4%
Native American/American Indian	5%
White/Caucasian	83%
Other	5%
<b>(DON'T READ)</b> Refused	5%

37. Which best describes your marital status?

Response Category	N=600
Never married	19%
Divorced or separated	16%
Widowed	10%
Married	52%
<b>(DON'T READ)</b> Refused	4%

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

Response Category	N=600
Yes	17%
No	80%
<b>(DON'T READ)</b> Refused	4%

39. Reached on a cell phone or landline **(Record from sample)**

Response Category	N=600
Landline	50%
Cell phone	50%