

OPB/Fox-12 Election Survey

Likely voters (2+/4 & newly registered)
N=516; Margin of error: +/-2.6 to 4.3%
October 8-11, 2014

DHM Research

Hello, I'm _____ from DHM Research, a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern voters in Oregon. May I speak to _____? **[SPEAK TO NAME ON LIST. IF UNAVAILABLE, SCHEDULE CALL BACK]**

Warm-up

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

Response Category	N=516	Sept '14 N=400	April '14 N=400
Right direction	50%	48%	43%
Wrong track	37%	37%	37%
(DON'T READ) Don't know	13%	15%	20%

Candidate Awareness

Rotate Q2-3

2. Can you tell me the name of the Republican candidate for Governor of Oregon? If not, just let me know. **(OPEN; coding categories below)**

Response Category	N=516
Dennis Richardson	34%
All other responses	43%
(DON'T READ) Don't know	23%

3. Can you tell me the name of the Democratic candidate for Governor of Oregon? If not, just let me know. **(OPEN; coding categories below)**

Response Category	N=516
John Kitzhaber (Kitz-ha-ber)	62%
All other responses	26%
(DON'T READ) Don't know	12%

Rotate Q4-5

4. Can you tell me the name of the Republican candidate for U.S. Senate in Oregon? If not, just let me know. **(OPEN; coding categories below)**

Response Category	N=516
Monica Wehby (Web-ee)	42%
All other responses	38%
(DON'T READ) Don't know	21%

5. Can you tell me the name of the Democratic candidate for U.S. Senate in Oregon? If not, just let me know. **(OPEN; coding categories below)**

Response Category	N=516
Jeff Merkley (Merk-lee)	46%
All other responses	37%
(DON'T READ) Don't know	17%

Ballot Measures¹ (Randomize Q6-10)

I'm going to read you a few measures that you will see on the ballot this November. I will read them exactly as they will be written on the ballot.

6. *Provides Oregon resident "driver card" without requiring proof of legal presence in the United States.*

As of today, would you vote yes to support the measure or no to oppose the measure? **(Wait and ask)** Are you certain or might you change your mind?

Response Category	N=516	Combined
Yes—certain	26%	31%
Yes—may change mind	5%	
No—may change mind	8%	60%
No—certain	53%	
(DON'T READ) Don't know/NA/Refused	8%	8%

7. *Changes general election nomination processes: provides for single primary ballot listing candidates; top two advance.*

As of today, would you vote yes to support the measure or no to oppose the measure? **(Wait and ask)** Are you certain or might you change your mind?

Response Category	N=516	Combined
Yes—certain	29%	36%
Yes—may change mind	7%	
No—may change mind	7%	38%
No—certain	31%	
(DON'T READ) Don't know/NA/Refused	26%	26%

8. *Allows possession, manufacture, sale of marijuana by/to adults, subject to state licensing, regulation, taxation.*

As of today, would you vote yes to support the measure or no to oppose the measure? **(Wait and ask)** Are you certain or might you change your mind?

Response Category	N=516	Combined
Yes—certain	46%	52%
Yes—may change mind	6%	
No—may change mind	5%	41%
No—certain	36%	
(DON'T READ) Don't know/NA/Refused	7%	7%

¹ The "combined" total may not equal the sum of the individual responses due to rounding.

9. *Requires food manufacturers, retailers to label "genetically engineered" foods as such; state, citizens may enforce.*

As of today, would you vote yes to support the measure or no to oppose the measure? **(Wait and ask)** Are you certain or might you change your mind?

Response Category	N=516	Combined
Yes—certain	45%	49%
Yes—may change mind	5%	
No—may change mind	9%	44%
No—certain	35%	
(DON'T READ) Don't know/NA/Refused	7%	7%

10. *Amends Constitution: Requires creation of fund for Oregonians pursuing post-secondary education, authorizes state indebtedness to finance fund.*

As of today, would you vote yes to support the measure or no to oppose the measure? **(Wait and ask)** Are you certain or might you change your mind?

Response Category	N=516	Combined
Yes—certain	27%	35%
Yes—may change mind	8%	
No—may change mind	9%	41%
No—certain	32%	
(DON'T READ) Don't know/NA/Refused	25%	25%

Support for Candidates

I'm going to ask you about some of the candidates that will be on the ballot this November.

11. In the election for Governor of Oregon this year, will you vote for one of the following candidates? I will read them in alphabetical order: Aaron Auer (*Hour*), the Constitutional Party candidate, Paul Grad, the Libertarian Party candidate, Chris Henry, the Progressive Party candidate, John Kitzhaber (*Kitz-ha-ber*), the Democratic Party candidate, Jason Levin (*Lev-inn*), the Pacific Green Party candidate, Dennis Richardson, the Republican Party candidate, or will you vote for someone else?
12. **(IF UNDECIDED/DON'T KNOW ON Q11)** Well, as of today would you lean toward Aaron Auer (*Hour*), the Constitutional Party candidate, Paul Grad, the Libertarian Party candidate, Chris Henry, the Progressive Party candidate, John Kitzhaber (*Kitz-ha-ber*), the Democratic Party candidate, Jason Levin (*Lev-inn*), the Pacific Green Party candidate, Dennis Richardson, the Republican Party candidate, or lean toward voting for someone else?

Response Category	N=516
Total Auer	2%
Aaron Auer	2%
Lean Auer	0%
Total Grad	1%
Paul Grad	1%
Lean Grad	0%
Total Henry	1%
Chris Henry	1%
Lean Henry	0%
Total Kitzhaber	50%
John Kitzhaber	48%
Lean Kitzhaber	2%
Total Levin	2%
Jason Levin	1%
Lean Levin	1%
Total Richardson	29%
Dennis Richardson	28%
Lean Richardson	1%
Someone else	0%
(DON'T READ) Undecided/Don't know	15%

13. **(ASK ALL)** In the election for the United States Senate in Oregon this year, will you vote for one of the following candidates? I will read them in alphabetical order: James E Leuenberger (*Lew-n-berger*), the Constitution Party candidate, Christina Jean Lugo, the Pacific Green Party candidate, Jeff Merkley (*Merk-lee*), the Democratic Party candidate, Mike Montchalin (*Mon-shay-lin*), the Libertarian Party candidate, Monica Wehby (*Web-ee*), the Republican candidate, or will you vote for someone else?
14. **(IF UNDECIDED/DON'T KNOW ON Q13)** Well, as of today would you lean toward James E Leuenberger (*Lew-n-berger*), the Constitution Party candidate, Christina Jean Lugo, the Pacific Green Party candidate, Jeff Merkley (*Merk-lee*), the Democratic Party candidate, Mike Montchalin (*Mon-shay-lin*), the Libertarian Party candidate, Monica Wehby (*Web-ee*), the Republican candidate, or will you vote for someone else?

Response Category	N=516
Total Leuenberger	2%
James E Leuenberger	2%
Lean Leuenberger	0%
Total Lugo	2%
Christina Jean Lugo	2%
Lean Lugo	0%
Total Merkley	47%
Jeff Merkley	45%
Lean Merkley	2%
Total Montchalin	2%
Mike Montchalin	1%
Lean Montchalin	1%
Total Wehby	26%
Monica Wehby	25%
Lean Wehby	1%
Someone else	1%
(DON'T READ) Undecided/Don't know	19%

General Impressions of the Election

Next, I'm going to ask you some general questions about the election this November.

15. **(ASK ALL)** What, in your opinion, is the single most important issue in the upcoming election? **(OPEN)**

Response Category	N=516
Jobs/economy	19%
Marijuana	13%
Education/schools/funding	9%
GMO's/labeling	6%
Budget/debt/fiscal responsibility	5%
Senate race	4%
Immigration/border protection/resident driver card	4%
Healthcare	3%
All other responses	2% or less
None/nothing	4%
(DON'T READ) Undecided/Don't know	11%

16. Compared to previous congressional, non-presidential year elections, are you more enthusiastic about voting in November than usual, less enthusiastic, or about the same?

Response Category	N=516
More enthusiastic	22%
Less enthusiastic	13%
About the same	64%
(DON'T READ) Don't know	1%

Poverty Questions

I'd like to ask you a few questions about poverty.

17. If you were asked to use one of these commonly used names for the social classes, which would you say you belong in? The upper class, upper-middle class, middle class, lower-middle class, or lower class?²

Response Category	N=516	Pew Research January '14 ³
Upper class	2%	1%
Upper-middle class	15%	13%
Middle class	50%	44%
Lower-middle class	21%	28%
Lower class	8%	12%
(DON'T READ) Don't know	3%	1%

³ The Pew Research Center survey was conducted nationally in January 2014. For more information see: <http://www.pewresearch.org/fact-tank/2014/01/27/despite-recovery-fewer-americans-identify-as-middle-class/>

18. Consider a family of four, with two adults and two children. What is the minimum annual income you think they would need to make to be considered middle class?⁴ **(Open)**

Response Category (Categorized from open responses)	N=516
Less than \$25,000	2%
\$25,000, but less than \$50,000	20%
\$50,000, but less than \$75,000	44%
\$75,000, but less than \$100,000	21%
\$100,000, but less than \$150,000	5%
\$150,000 or more	1%
Refused	8%
Mean	\$60,600
Median	\$60,000

19. Has there ever been a time in your life when you would have considered yourself living in poverty?

Response Category	N=516
Yes	51%
No	48%
(DON'T READ) Don't know	1%

20. **(If yes to Q19)** Was that when you were a child, as an adult, or both as a child and as an adult?

Response Category	N=264
As a child	16%
As an adult	56%
Both as a child and an adult	28%
(DON'T READ) Don't know	0%

(ASK ALL) The next questions are about people in your life who you know and may now be experiencing poverty. For each of the groups of people, please tell me if you personally know someone who is experiencing poverty. **(Randomize Q21-25)**

Response Category	Yes	No	Don't know
21. A close family member	40%	57%	3%
22. A close friend	44%	54%	2%
23. A neighbor	26%	70%	5%
24. Someone you know and interact with on a daily basis	44%	53%	3%
25. Someone you know and interact with on a weekly basis	57%	40%	3%

⁴ According to the US Census the median household income in Oregon is \$50,036. This figure is for all household sizes. For more information see: <http://quickfacts.census.gov/qfd/states/41000.html>

26. Which of the following statements about poverty and government assistance is closer to your opinion **(Rotate Options A-B)**:

Response Category	N=516	Pew Research January '14 ⁵
A. Government aid to the poor does more harm than good by making people too dependent on government assistance.	35%	44%
B. Government aid to the poor does more good than harm because people can't get out of poverty until their basic needs are met.	52%	49%
C. (DON'T READ) Neither	9%	7%
D. (DON'T READ) Don't know	4%	

Earthquake Preparedness

The next questions are about earthquake preparedness. **(Randomize Q27-29)**

27. If there were a major earthquake in Oregon today, would you say that you personally are very prepared, somewhat prepared, not too prepared, or not at all prepared?

Response Category	N=516
Very prepared	17%
Somewhat prepared	46%
Not too prepared	20%
Not at all prepared	13%
(DON'T READ) Don't know	4%

28. If there were a major earthquake in Oregon today, would you say that the community you live in is very prepared, somewhat prepared, not too prepared, or not at all prepared?

Response Category	N=516
Very prepared	9%
Somewhat prepared	37%
Not too prepared	26%
Not at all prepared	20%
(DON'T READ) Don't know	8%

29. If there were a major earthquake in Oregon today, would you say that the state of Oregon is very prepared, somewhat prepared, not too prepared, or not at all prepared?

Response Category	N=516
Very prepared	6%
Somewhat prepared	41%
Not too prepared	27%
Not at all prepared	15%
(DON'T READ) Don't know	10%

⁵ The Pew Research Center survey was conducted nationally in January 2014. For more information see: <http://www.pewresearch.org/fact-tank/2014/01/27/despite-recovery-fewer-americans-identify-as-middle-class/>

30. Which of the following two statements is closest to your opinion (**Rotate Options A-B**):

Response Category	N=516
A. There is a real likelihood that Oregon will experience a major earthquake in my lifetime and I feel that the state should be making major taxpayer investments to upgrade infrastructure like schools and bridges, and to educate the public about the risk.	52%
B. The risk of a major earthquake in Oregon happening in my lifetime is low. There are many more pressing challenges for the state that should be the immediate focus of taxpayer investments. We should address the risk of earthquakes later.	39%
C. (DON'T READ) Neither	5%
D. (DON'T READ) Don't know	5%

Demographics

These last questions are for demographic purposes only.

31. Which of the following best describes your ethnicity?

Response Category	N=516
White/Caucasian	88%
African American/Black	<1%
Hispanic/Latino	3%
Asian/Pacific Islander	2%
Native American/American Indian	2%
Other	3%
(DON'T READ) Refused	2%

32. Gender (**By observation**)

Response Category	N=516
Male	47%
Female	53%

33. Age (**From sample**)

Response Category	N=516
18-24	5%
25-34	13%
35-44	24%
45-54	16%
55-64	17%
65+	25%

34. County (**From sample; code into regions**)

Response Category	N=516
Tri-County	43%
Willamette Valley	27%
Rest of State	30%

35. Party (From sample)

Response Category	N=516
Democrat	40%
Republican	33%
Unaffiliated/Independent/Other	27%

36. Vote History (From sample)

Response Category	N=516
0/1 of 4	3%
2 of 4	26%
3 of 4	25%
4 of 4	45%

37. What was your 2013 gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response Category	N=516
Less than \$25,000	13%
\$25,000 to less than \$50,000	20%
\$50,000 to less than \$75,000	19%
\$75,000 to less than \$100,000	12%
\$100,000 to less than \$150,000	10%
\$150,000+	6%
(DON'T READ) Refused	21%

38. How many people, including yourself, are in your household?

Response Category	N=516
1	18%
2	35%
3	14%
4	17%
5 or more	12%
(DON'T READ) Refused	4%

39. **(ASK ALL)** This poll is being sponsored by Oregon Public Broadcasting (OPB) and Fox 12 Oregon. We conduct studies similar to this one throughout the year. Would you be willing to have a reporter from one of those media outlets contact you to talk a bit more about these issues?

Name _____

Email _____

City _____

Phone # _____