



August 5, 2014

To: Media Partners
From: DHM Research
Content: Presidential Primary Survey

From July 22-27, 2015, DHM Research conducted an online survey of 536 Oregonians via the DHM Panel on the presidential primary candidates.

KEY FINDINGS

Democratic respondents were asked which Democratic candidate for president they would be most likely to vote for in the primary election. Hillary Clinton led all other candidates at 44%, followed closely by Bernie Sanders at 39%. 12% are unsure who they would vote for.

- A majority of younger respondents (ages 18-29) would vote for Bernie Sanders (59%) over Clinton (37%).
- On the other hand, Democratic respondents ages 65+ would be more likely to vote for Hillary Clinton (49%) than Sanders (26%).
- Women were more likely to support Hillary Clinton than men (47% vs. 38%).
- Democratic respondents who live in the Tri-County area show more support for Hillary Clinton (51%) than those who live in the Willamette Valley (46%) and the rest of the state (35%).

Republican respondents were asked which Republican candidate for president they would be most likely to vote for in the primary election. There is no clear favorite, but Donald Trump is the frontrunner at 18%. Scott Walker (12%), Jeb Bush (11%) and Ted Cruz (10%) follow close behind.

When asked who is most likely to win the Republican nomination, regardless of personal preferences, 38% of all respondents (regardless of party) predicted that Jeb Bush would win the nomination. Donald Trump was in second at 12% and 26% of respondents were unsure.

- Jeb Bush was selected as being the most likely to win the Republican nomination across all political parties, though Democratic respondents were significantly more likely to make this prediction: Democrats 54%, Republicans 24%, and Nonaffiliated/Other 31%.
- Republican respondents were more likely to be unsure about who would win the Republican nomination than Democratic respondents (32% vs. 18%).

When asked who is most likely to win the Democratic nomination for president, regardless of personal preferences, seven in ten of all respondents predicted a win for Hillary Clinton (71%). Bernie Sanders was favorited second at 9% while 14% responded that they did not know.

- Across all demographics, Hillary Clinton had a selection rate of 60% or higher, including 79% among Democrats. Republicans (68%) and Nonaffiliated/Other (62%) were also highly likely to believe that Hillary Clinton would win the nomination.

SURVEY METHODOLOGY

Survey demographics reflected a general election 2016 voter turnout. Full results can be found in the annotated questionnaire appended to the end of this summary. Results may add up to 99% or 101% due to rounding. Margin of error for the overall sample: +/-4.2%. For the Democrats-only sample, the margin of error is +/-6.9%. For the Republicans-only sample, the margin of error is +/-7.7%. Note: this survey was conducted prior to the Republican primary debate on August 6th.

ANNOTATED QUESTIONNAIRE

DHM Panel Survey – Oregon Politics Statewide Oregonians; N=536; July 2015 DHM Research

1. Please select your political party registration.

Response Category	N=529
Democrat	39%
Republican	32%
Member of some other party	9%
Non-affiliated	20%
Not a registered voter	0%

2. **(Only respondents who selected Democrat from Q1)** If the primary election were today, which of the following Democratic candidates for president would you be more likely to vote for? **(Skip to Q4)**

Response Category	N=206
Hilary Clinton	44%
Bernie Sanders	39%
Martin O'Malley	2%
Lincoln Chafee	0%
Jim Webb	0%
Other Democratic candidate	4%
DK	12%

3. **(Only respondents who selected Republican from Q1)** If the primary election were today, which of the following Republican candidates for president would you be most likely to vote for?

Response Category	N=169
Donald Trump	18%
Scott Walker	12%
Jeb Bush	11%
Ted Cruz	10%
Ben Carson	9%
Mike Huckabee	6%
Rand Paul	6%
John Kasich	4%
Marco Rubio	3%
Chris Christie	2%
Carly Fiorina	2%
Rick Santorum	2%
Bobby Jindal	1%
Rick Perry	1%
Jim Gilmore	0%
Lindsey Graham	0%
George Pataki	0%
Other Republican candidate	2%
DK	12%

4. **(Ask all)** Regardless of your personal preferences, which candidate do you think is most likely to win the Republican nomination for president?

Response Category	N=527
Jeb Bush	38%
Donald Trump	12%
Scott Walker	9%
Marco Rubio	4%
Ted Cruz	2%
Rand Paul	2%
Ben Carson	1%
Chris Christie	1%
Lindsey Graham	1%
John Kasich	1%
Rick Perry	1%
Carly Fiorina	0%
Jim Gilmore	0%
Mike Huckabee	0%
Bobby Jindal	0%
George Pataki	0%
Rick Santorum	0%
Other Republican candidate	1%
DK	26%

5. Regardless of your personal preferences, which candidate do you think is most likely to win the Democratic nomination for president?

Response Category	N=205
Hilary Clinton	79%
Bernie Sanders	9%
Lincoln Chafee	0%
Martin O'Malley	0%
Jim Webb	0%
Other Democratic candidate	0%
DK	11%