

February 29, 2016

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

INTRODUCTION & METHODOLOGY

From February 22 to 25, 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 season. Topics included impressions of elected officials and candidates for office, opinions about the condition of the economy, support for a minimum wage increase, and attitudes about the recent armed occupation in Harney County.

Research Methodology: The telephone survey consisted of 400 Oregon registered voters and took approximately twelve minutes to complete. This is a sufficient sample size to assess opinions generally and to review findings by multiple subgroups, including age, gender, and geographic area of district, 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.

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=400 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.

www.dhmresearch.com

Direction of the State

The overall mood of Oregon voters has improved since October 2015.

- Asked to describe their overall feelings about Oregon, 49% of voters said that the state is headed in the right direction, while 39% felt that things are off on the wrong track. Thirteen percent were unsure.
- The last time this question was asked for OPB was October 2015, about a week after the shootings at Umpqua Community College. Compared to then, “right direction” responses have increased nine percentage points (40% to 49%).
- DHM Research has been asking this question in statewide surveys for over two decades. For historical context, positive sentiments were at their peak in the late 1990s, when more than 60% of Oregonians said that the state was headed in the right direction. They were the lowest (low-30%) in the months after 9/11 and during the worst months of the Great Recession.
- Feelings about the direction of the state are divided by age and party affiliation:
 - Younger voters are more positive than older voters. More than seven in ten (73%) of 18-29 year olds and 55% of 30-44 year olds said that the state is headed in the right direction, compared to 43% of voters ages 45 years and older.
 - Democrats are overwhelming positive, with 71% thinking that the state is headed in the right direction. Republicans are equally negative, with just 22% saying the same. NAV/other voters fall in between, with 48% saying Oregon is headed in the right direction.

Economy

A slight majority of Oregon voters are satisfied with the state of Oregon’s economy.

- Fifty-four percent (54%) of voters said that they are satisfied with Oregon’s economy, while 44% are dissatisfied.
- Attitudes about Oregon’s economy are strongly related to voters’ political affiliation. Democrats are strongly positive, with 70% saying

that they are satisfied, while Republicans are mostly negative, with 67% saying that they are dissatisfied. NAV/other voters lean positive, with 56% saying that they are satisfied.

- Not surprisingly, satisfaction with Oregon's economy increases as voters move up the income scale.
 - Under \$50,000: 50% satisfied
 - \$50,000 - \$100,000: 54% satisfied
 - \$100,000 or more: 67% satisfied
- More voters in the Portland metro area (60%) are satisfied with Oregon's economy than those in the Willamette Valley (55%) or the rest of the state (44%).

Once again, most Oregonians are worried about their personal financial situation.

- In April 2015, 60% of Oregonians said they were somewhat or very worried about their personal financial situation. That fell to 43% last October. In this survey, 55% said that they are worried.
- Low income Oregonians are especially worried about their financial situation. Seventy-one percent of voters with incomes less than \$50,000 are worried compared to 48% of those with incomes between \$50,000 - \$100,000, and 31% of those making more than \$100,000.
- Despite large differences in how Democrats and Republicans feel about the overall economy, they feel similarly about their personal financial situations. Fifty-three percent (53%) of Democrats, 57% of Republicans, and 54% of NAV/others are worried.

State Budget and Spending

Oregon voters believe more tax money is wasted than is spent to benefit their daily lives.

- Voters estimate that 44 cents out of every dollar the state spends is wasted compared to 31 cents that they believe benefits their daily lives.
- The feeling that the the state wastes a significant amount of money is relatively consistent across the electorate, including some perhaps unexpected groups: Democrats (35 cents), economic liberals (30 cents), college graduates (35 cents), and union households (44 cents).

Voters are not eager to increase state taxes to fund more programs and services.

- Given the choice of raising taxes to fund more state programs and services, cutting taxes to allow people and businesses to keep their own money, or keeping taxes and funding at their current levels, 43% favored keeping things as is, 33% preferred lower taxes, and just 18% would like taxes and funding to increase.

- Democrats are somewhat more likely to prefer raising taxes to fund services (31%), but a majority (52%) would still rather they stay at their current levels. Union households (19%) were no more likely than non-union households (18%) to tax favor increases.

However, while voters may not support increases generally, they do tend to think that large businesses are paying too little in state taxes.

- Voters were asked if individuals, small businesses, and large businesses pay too much, too little or about the right amount in state taxes. Fewer than 10% said that individuals and small businesses pay too little. In contrast, however, 57% said that large business pays too little.
- The belief that large businesses are paying too little is widespread. It includes 37% of Republicans and 39% of economic conservatives, as well as 54% of NAV/others and 67% of economic moderates. As expected, Democrats (75%) and economic liberals (76%) also agree that large businesses pay too little in state taxes.

2016 Elections

Sen. Ron Wyden, Gov. Kate Brown and Rep. Greg Walden are all generally viewed positively by Oregon voters.

Official	% Positive	% Negative	Net Positive
Ron Wyden	60%	21%	+39
Greg Walden	42%	16%	+26
Kate Brown	51%	30%	+21
Barack Obama	50%	45%	+5
John Kitzhaber	29%	59%	-30

- Ron Wyden remains Oregon’s most popular elected official, with 60% having a positive impression of him. He is well liked across the state and even enjoys positive ratings across party lines. Not only do 79% of Democrats have a positive impression of the senator, but more Republicans (45%) view him positively than negatively (39%)
- A slim majority (51%) of voters now have a positive impression of Kate Brown. While this is a slight increase from April 2015 (48%), negative impressions of her have also increased (17% vs. 30%).

Among the seven major presidential candidates remaining, only Bernie Sanders is viewed positively by a majority of Oregon voters. The two candidates leading in most national polls – Hillary Clinton and Donald Trump – are the most unpopular in Oregon.

Official	% Positive	% Negative	Net Positive
Democrats			
Bernie Sanders	54%	38%	+16
Hillary Clinton	39%	58%	-19
Republicans			
John Kasich	37%	29%	+8
Ben Carson	39%	43%	-4
Marco Rubio	38%	44%	-6
Ted Cruz	34%	52%	-18
Donald Trump	29%	68%	-29

- . Nearly six in ten (58%) have a negative impression of Hillary Clinton, including 89% of Republicans and 67% of NAV/others. With

the exception of Democrats (72%) and voters in the Portland metro area (50%), no demographic group including women, holds a net positive impression of her.

- In contrast, Bernie Sanders is viewed positively by 54% of voters, including 64% of voters under age 45 and 57% of NAV/others.
- At 68%, negative impressions of Donald Trump are exceptionally high. Even Republicans are split about him, with 53% having a positive impression and 42% a negative impression. Beyond Republicans, the groups most positive towards Donald Trump are economic conservatives (51%), voters with a high school education (38%), and men (36%).

Fear is the dominate emotion that Oregon voters use to describe how they feel about the 2016 presidential elections.

- Voters were asked which of the four basic emotions – happiness, sadness, anger, or fear – best describes how they feel about the presidential election. Fifteen percent (15%) said happiness, 15% sadness, 13% anger, and 43% fear.
- While the sense of fear is widespread, it is greater among women (56%) than men (30%), and among college graduates (50%) than voters with less education (37%).

Voters are split on whether they prefer a candidate for president who is an insider experienced working within the system, or an outsider who is experienced fighting against the system.

- Thirty-nine percent (39%) of voters said that they prefer an insider while 44% prefer an outsider.
- Voters most looking for an insider include Democrats (60%), economic liberals (66%), and voters in the Portland metro area (50%).
- On the other hand, voters most looking for an outsider include Republicans (60%) and NAV/others (55%), economic conservatives (62%), and those with less than a college education (52%).
- Overall, just 29% of Oregon voters have a positive impression of Donald Trump, but among those who prefer an outsider, 49% have a positive impression of him.

Minimum Wage

Oregon voters are torn about the minimum wage bill that Oregon legislature passed during the 2016 short session.

- Forty-nine (49%) of voters said that they support, and 46% oppose, the legislation to increase the state’s minimum wage and to set three rates based on geography.
- Support was greatest among Democrats (72%) and lowest among Republicans (21%). NAV/others were in between, with 48% supporting the legislation.

- Differences in support by income were slight, ranging from 46% support for those making \$75,000 - \$100,000 to 55% support for those making less than \$25,000.
- There were no differences in support by union membership. Households with a union member were no more likely to support the legislation than non-union households (49% for both).

If the governor signs the minimum wage bill as expected, there is little interest among voters for a statewide \$15 minimum wage.

- Some advocacy groups do not believe that the legislation passed in the short session goes far enough, and have indicated that they may still pursue a ballot measure to increase the state's minimum wage to \$15. Only 28% of voters said that they would support such a proposal, including just 44% of Democrats.

Oregon Standoff

One in five (20%) Oregon voters support the armed occupation of the federal building in Harney County.

- If one considers voters who said that they “somewhat oppose” the occupation as having some sympathy with it, more than 35% of Oregon voters could be said to support or be sympathetic to the occupation.
- Those most likely to support the occupation are voters in the Willamette Valley (28%) and the rest of the state (24%), NAV/others (27%) and those with a high school degree or less (28%).

**Oregon Public Broadcasting Survey
February 22-25, 2016**

**N=400; Oregon Registered Voters; Margin of Error ±4.9%;
12 minutes**

GENERAL MOOD

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	Feb '16 N=400	Oct '15 N=400	Apr '15 N=400	Sept '14 N=400	Apr '14 N=400
Right direction	49%	40%	49%	48%	43%
Wrong track	39%	43%	36%	37%	37%
(DON'T ASK) Don't know	13%	17%	15%	15%	20%

2016 will be a major election year in Oregon. There will be several statewide races, including for governor, one-half of the state senate and the entire state house of representatives.

2. What is the one most important issue that you would like the candidates in Oregon to address during their campaigns? **(Open) [CLARIFY SINGLE RESPONSE]**

Response Category	Feb '16 N=400
Jobs/economy	13%
Environment	6%
Education quality	5%
Education funding	4%
Wages	4%
Housing/homelessness	4%
Healthcare	3%
Infrastructure/roads/bridges	3%
All other responses	2% or less

No problems/none	5%
Don't know	9%

PUBLIC IMPRESSIONS

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 3-7)**

Response Category	Very positive	Somewhat positive	Somewhat negative	Very negative	Don't know
3. Governor Kate Brown					
Feb '16, N=400	21%	30%	14%	16%	20%
Apr '15, N=400	15%	33%	11%	6%	35%
4. Former Governor John Kitzhaber					
Feb '16, N=400	9%	20%	23%	36%	11%
Apr '15, N=400	10%	19%	25%	38%	7%
5. US Senator Ron Wyden					
Feb '16, N=400	28%	32%	13%	8%	19%
Apr '15, N=400	22%	36%	18%	8%	17%
6. US Representative Greg Walden					
Feb '16, N=400	9%	33%	12%	4%	42%
7. President Barack Obama					
Feb '16, N=400	27%	23%	13%	32%	4%
Apr '15, N=400	23%	25%	11%	39%	2%

The next people I am going to ask about are some of the major candidates for President of the United States. Again, please tell me if your impression of that person is very positive, somewhat positive, somewhat negative, or very negative. **(Randomize 8-14)**

Response Category	Very positive	Somewhat positive	Somewhat negative	Very negative	Don't know
-------------------	---------------	-------------------	-------------------	---------------	------------

8. Ben Carson	13%	26%	21%	22%	17%
9. Hillary Clinton	12%	27%	15%	43%	3%
10. Ted Cruz	8%	26%	19%	33%	13%
11. John Kasich	6%	31%	21%	8%	34%
12. Marco Rubio	7%	31%	25%	19%	18%
13. Bernie Sanders	21%	33%	14%	24%	8%
14. Donald Trump	13%	16%	18%	50%	3%

ECONOMY

The next questions are about the Oregon economy.

15. When it comes to the state of the Oregon economy, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with how things are going today?

Response Category	Feb '16 N=400
Very satisfied	5%
Somewhat satisfied	48%
Somewhat dissatisfied	27%
Very dissatisfied	17%
(DON'T ASK) Don't know	2%

16. Do you think the economy in Oregon is getting better, getting worse, or staying about the same?

Response Category	Feb '16 N=400	Oct '15 N=400
Getting better	30%	33%
Getting worse	22%	19%
Staying about the same	46%	42%
(DON'T ASK) Don't know	2%	6%

17. How worried are you about your personal financial situation: not at all worried, not too worried, somewhat worried, very worried?

Response Category	Feb '16 N=400	Oct '15 N=400	April '15 N=400
Not at all worried	18%	21%	18%
Not too worried	27%	34%	20%
Somewhat worried	37%	31%	40%
Very worried	18%	12%	20%
(DON'T ASK) Don't know	1%	2%	1%

STATE BUDGET & TAXES

Now for a new topic. The next issue we will discuss is the state of Oregon's budget and the services it provides to residents. **(Rotate 18-19)**

18. How many cents out of every dollar the state spends do you feel is wasted? **(Open; record cents from \$.00 to \$1.00)**

Response Category	Feb '16 N=400
0 cents	0%
1-5 cents	3%
6-10 cents	8%
11-20 cents	8%
21-40 cents	21%
41-50 cents	13%
51-75 cents	8%
76-100 cents	10%
(DON'T ASK) Don't	26%

know	
Mean	43.5 cents

19. How many cents out of every dollar the state spends do you feel benefits your daily life? **(Open, record cents from \$.00 to \$1.00)**

Response Category	Feb '16 N=400
0 cents	8%
1-5 cents	5%
6-10 cents	8%
11-20 cents	10%
21-40 cents	15%
41-50 cents	11%
51-75 cents	7%
76-100 cents	5%
(DON'T ASK) Don't know	28%
Mean	31.1 cents

20. Which of the following statements is closest to your opinion: **(Rotate A and B)**

Response Category	Feb '16 N=400
a. Oregon should raise taxes and increase funding for state programs and services	18%
b. Oregon should cut taxes so people and business can keep more of their own money	33%
c. Oregon should keep tax rates and funding for programs and services at their current levels.	43%
(DON'T ASK) Don't know	6%

For each of the following, indicate if you think that group is paying too much, too little, or about the right amount of Oregon state taxes. **(Randomize 21-23 For “too much” and “too little” wait and ask strongly/somewhat)**

Response Category	Too much -- strongly	Too much -- somewhat	About the right amount	Too little -- somewhat	Too little -- strongly	Don't know
21. Large businesses	5%	12%	16%	26%	31%	10%
22. Small businesses	22%	23%	34%	6%	3%	12%
23. Individuals	19%	26%	37%	5%	3%	10%

RURAL & URBAN

I now have a few questions for you about how well you think the people across the state of Oregon know and understand each other.

24. How personally connected do you feel to the people living in rural Oregon: very, somewhat, not too, or not at all?

Response Category	Feb '16 N=400
Very connected	27%
Somewhat connected	34%
Not too connected	18%
Not at all connected	18%
(DON'T ASK) Don't know	3%

25. How personally connected do you feel to the people living in Oregon's largest cities: very, somewhat, not too, or not at all?

Response Category	Feb '16 N=400
Very connected	22%
Somewhat connected	27%
Not too connected	18%
Not at all connected	21%
(DON'T ASK) Don't know	2%

26. Considering its policies and spending on services, do you think the Oregon state government: **(Rotate A and B)**

Response Category	Feb '16 N=400
a. Does more to help rural Oregon	3%
b. Does more to help Oregon's biggest cities	62%
c. Treats all parts of the state fairly equally	26%
(DON'T ASK) Don't know	9%

As you may have heard, an armed group recently occupied a federal building in Harney County for 41 days. Most of the occupiers have been arrested and one was shot and killed by the FBI. The people who occupied the building said that their goal was to force the federal government to give the federally owned lands to local counties.

27. Based on what you know, do you strongly support, somewhat support, somewhat oppose, or strongly oppose this occupation of the federal building?

Response Category	Feb '16 N=400
Strongly support	6%
Somewhat support	14%
Somewhat oppose	15%
Strongly oppose	56%
(DON'T ASK) Don't know	8%

28. How well do you think law enforcement officials managed the occupation? Do you think they did a very good, good, poor, or very poor job?

Response Category	Feb '16 N=400
Very good	26%
Good	39%
Poor	18%
Very poor	10%
(DON'T ASK) Don't know	6%

2016 ELECTION

Next, I would like to ask you some questions about the 2016 statewide and national elections.

29. First, how close are you paying attention to the campaigns for the upcoming presidential elections? Very closely, somewhat closely, not too closely, or not at all closely.

Response Category	Feb '16 N=400
Very closely	40%
Somewhat closely	41%
Not too closely	15%
Not at all closely	4%
(DON'T ASK) Don't know	0%

30. The four basic emotions are happiness, sadness, anger and fear. Please tell me which of those emotions best describes how you feel about the 2016 presidential election.

Response Category	Feb '16 N=400
Happiness	15%
Sadness	15%
Anger	13%
Fear	43%
(DON'T ASK) Don't know	14%

31. (If “happiness”) Why do you feel happy about the 2016 presidential election?

Response Category	Feb '16 N=59
Changes will be made	32% (19)
New president in office	15% (9)
Good choice of candidates	12% (7)
Bernie sanders may be elected	10% (6)
Hopeful/staying positive	10% (6)
Want a republican in office	10% (6)
All other responses	<10%

32. (If “sadness”) Why do you feel sad about the 2016 presidential election?

Response Category	Feb '16 N=59
Poor choice of candidates	52% (31)
Personal attacks among candidates	17% (10)
No real discussion of issues	15% (9)
State of state/country	12% (7)
All other responses	<10%

33. (If “anger”) Why do you feel angry about the 2016 presidential election?

Response Category	Feb '16 N=53
Poor choice of candidates	30% (16)
Untrustworthy candidates	19% (10)
Donald Trump may be elected	15% (8)

No real discussion of issues	11% (6)
All other responses	<10%

34. (If “fear”) Why do you feel fearful about the 2016 presidential election?

Response Category	Feb '16 N=174
Poor choice of candidates	41% (72)
Donald Trump may be elected	25% (43)
Concerned about the future	12% (21)
All other responses	<10%

35. Would you prefer a candidate for president who...

Response Category	Feb '16 N=400
a. Is an insider who is experienced working within the political system	39%
b. Is an outsider who is experienced fighting against the political system	44%
(DON'T ASK) Don't know	17%

Finally, let's turn to an issue here in Oregon.

As you may have heard, the Oregon Legislature recently passed a bill to increase the minimum wage. The Governor is expected to sign the bill into law, which will create three areas of the state, each with a different minimum wage. For the Portland metro area the minimum wage would increase to \$14.75 an hour. For smaller cities, like Salem and Eugene, it would increase to \$13.50. And for rural areas it would increase to \$12.50. The increases would be phased in over the next six years.

36. Do you support or oppose these increases in Oregon's minimum wage? (**wait and ask strongly/somewhat**)

Response Category	Feb '16
-------------------	---------

	N=400
Strongly support	28%
Somewhat support	20%
Somewhat oppose	12%
Strongly oppose	34%
(DON'T ASK) Don't know	6%

Some groups say that this new minimum wage law doesn't go far enough, and they may try to put a higher minimum wage proposal on the ballot for the November 2016 election. That measure would increase the minimum wage for the entire state of Oregon to \$15 an hour over the next three years.

37. If the election were today, would you vote to support or oppose this ballot measure to increase Oregon's minimum wage to \$15 an hour over the next three years? **(wait and ask strongly/somewhat)**

Response Category	Feb '16 N=400
Strongly support	19%
Somewhat support	9%
Somewhat oppose	14%
Strongly oppose	50%
(DON'T ASK) Don't know	7%

DEMOGRAPHICS

The following questions are for statistical purposes and to ensure we talk to a representative group of Oregonians.

38. Gender **(record by observation)**

Response Category	Feb '16 N=400
Male	49%
Female	51%

39. Age (record from sample)

Response Category	Feb '16 N=400
18-29	11%
30-44	22%
45-64	37%
65+	30%

40. Area of state (record from sample)

Response Category	Feb '16 N=400
Tri-County	44%
Willamette Valley	27%
Rest of State	29%

41. Political party (record from sample)

Response Category	Feb '16 N=400
Democrat	39%
Republican	32%
Independent	4%
NAV/other	25%

42. On economic issues, would you describe yourself as very conservative, somewhat conservative, middle-of-the-road, somewhat liberal, or very liberal?

Response Category	Feb '16 N=400
Very conservative	14%
Somewhat conservative	25%
Middle of the road	29%
Somewhat liberal	15%
Very liberal	10%
(DON'T ASK) Don't know/Refused	7%

43. What is the highest level of education you have achieved?

Response Category	Feb '16 N=400
-------------------	------------------

Less than high school	3%
High school diploma or GED	17%
Some college/2-year degree	33%
4-year degree	20%
Graduate degree	21%
(DON'T ASK) Refused	6%

44. What was your total household income in 2015?

Response Category	Feb '16 N=400
Less than \$25,000	15%
\$25,000 to less than \$50,000	19%
\$50,000 to less than \$75,000	17%
\$75,000 to less than \$100,000	13%
\$100,000 to less than \$150,000	10%
\$150,000 or more	7%
(DON'T READ) Refused	19%

45. Which of the following best describes your current employment situation:

Response Category	Feb '16 N=400
I am employed full-time (Go to Q46)	41%
I am employed part-time (Go to Q46)	13%
I am not currently employed (Go to Q47)	37%
(DON'T ASK) Don't know/Refused	9%

46. **(If “Employed”)** Given your personal situation, would you rather be working more hours than you are currently, fewer hours, or are you working the right number of hours?

Response Category	Feb '16 N=215
More hours	12%

Fewer hours	17%
Right number of hours	69%
(DON'T ASK) Don't know/Refused	1%

47. **(If “Not employed”)** Are you not working by choice or would you like find work?

Response Category	Feb '16 N=148
By choice	76%
Would like to find work	16%
(DON'T ASK) Don't know/Refused	7%

48. Are you or anyone in your household a member of a union?

Response Category	Feb '16 N=400
Yes	22%
No	71%
(DON'T ASK) Don't know/Refused	6%

49. What best describes your current relationship status?

Response Category	Feb '16 N=400
Married	47%
Cohabiting in a long-term relationship	9%
Single (Don't read: including widowed or divorced)	38%
(DON'T ASK) Don't know/Refused	7%

50. Do you have children 18 or under living in your household?

Response Category	Feb '16 N=400
Yes	28%
No	66%
(DON'T ASK) Don't	6%

know/Refused	
--------------	--

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

Response Category	Feb '16 N=400
White/Caucasian	82%
African American/Black	2%
Hispanic/Latino	5%
Asian/Pacific Islander	2%
Native American/American Indian	4%
Other	3%
(DNR) Refused	7%