

**Oregon Public Broadcasting/Fox 12 Statewide Survey
October 18-20, 2012; N=500; Oregon statewide; Registered voters
10 min; Margin of error $\pm 2.6\%$ to 4.4%**

Research Methodology

This telephone survey of 500 Oregon registered voters was conducted between October 18 – October 20, 2012, for Oregon Public Broadcasting and Fox 12. Voters were contacted through a registered voter list that included a mix of land line and cell phone numbers. Quotas were set by area of state, party, age, and gender for a representative sample.

Statement of Limitations

Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between a sample of a given population and the total population. For a sample size of 500, the margin of error falls within $\pm 2.6\%$ and $\pm 4.4\%$ at the 95% confidence level.¹ This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire population.

DHM Research

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 non-partisan and independent and specializes in research projects to support public policy-making. www.dhmresearch.com

¹ The reason for the difference lies in the fact that when response categories are relatively even in size, each is numerically smaller and thus slightly less able-on a statistical basis- to approximate the larger population.

1. All in all, do you think things in Oregon are headed in the right direction, or are they off on the wrong track?

Response Category	N=500
Right direction	45%
Wrong track	42%
Don't know	13%

I would like to read you some names. For each, please tell me if you have a very favorable, somewhat favorable, neutral, somewhat unfavorable, or very unfavorable impression of that person. If you don't know the person well enough to have an opinion, just let me know and we'll skip that one. (ROTATE Q2-7)

Response Category	Very favorable	Somewhat favorable	Neutral	Somewhat unfavorable	Very unfavorable	Don't know
2. Mitt Romney	26%	15%	8%	10%	37%	4%
3. John Kitzhaber (Pronunciation: Kitzawber)	27%	21%	11%	14%	16%	12%
4. Jeff Merkley	12%	17%	19%	7%	8%	36%
5. Knute Buehler (Pronunciation: Nute Buler)	3%	11%	15%	5%	6%	61%
6. Barack Obama	35%	16%	5%	11%	32%	1%
7. Ron Wyden	27%	25%	14%	10%	6%	18%
8. Kate Brown	11%	15%	15%	6%	8%	46%

9. Now, I would like to ask you about some of the upcoming election races. First, in the election for President this year, will you vote for Mitt Romney, the Republican, Barack Obama, the Democrat, or one of the other candidates on the ballot in Oregon?
10. (IF UNDECIDED/DON'T KNOW ON Q9) Well, as of today, would you lean more toward Mitt Romney, the Republican, Barack Obama, the Democrat, or one of the other candidates for President?

Response Category	N=500
Total Mitt Romney	42%
Mitt Romney	39%
Lean Romney	3%
Total Barack Obama	49%
Barack Obama	47%
Lean Obama	2%
Total Other	5%
Other	5%
Lean Other	0%
Undecided/Don't know	4%

11. Who do you think will be elected President?

Response Category	N=500
Barack Obama	49%
Mitt Romney	29%
Other	1%
Undecided/DK	20%

12. In the election for Secretary of State in Oregon, will you vote for Kate Brown, the Democrat, Knute Buehler, the Republican; or one of the other candidates for Secretary of State?

13. (IF UNDECIDED/DON'T KNOW ON Q12) Well, as of today, would you lean more toward Kate Brown, the Democrat, Knute Buehler, the Republican for Secretary of State in Oregon; or one of the other candidates for Secretary of State?

Response Category	N=500
Total Kate Brown	43%
Kate Brown	39%
Lean Brown	4%
Total Knute Buehler	37%
Knute Buehler	33%
Lean Buehler	4%
Total Other	5%
Other	5%
Lean Other	0%
Undecided/Don't know	15%

14. In the election for Labor Commissioner, the candidates are Brad Avakian, and Bruce Starr. If the election were today, would you vote for Brad Avakian, or Bruce Starr?

15. (IF UNDECIDED/DON'T KNOW ON Q14) Well, as of today, would you lean more toward Brad Avakian, or Bruce Starr?

Response Category	N=500
Total Brad Avakian	22%
Brad Avakian	19%
Lean Avakian	3%
Total Bruce Starr	19%
Bruce Starr	15%
Lean Starr	3%
Undecided/Don't know	60%

16. In the elections for the State Legislature in Oregon, will you vote for the Republican candidate; or the Democratic candidate in your district?

17. (IF UNDECIDED/DON'T KNOW ON Q16) Well, as of today, would you lean more toward the Republican candidate, or the Democratic candidate for the State Legislature in your district?

Response Category	N=500
Total Republican	36%
Republican	33%
Lean Republican	3%
Total Democrat	49%
Democrat	47%
Lean Democrat	2%
Undecided/Don't know	15%

18. A measure you will be voting on in Oregon is Measure 85. It reads: Amends Constitution: Allocates Corporate Income/Excise Tax "Kicker" Refund to Additionally Fund K through 12 Public Education. As of today, would you vote yes, for that measure, or no, against it?
19. (IF UNDECIDED/DON'T KNOW ON Q18) Well, as of today, do you lean toward voting yes on this measure, or lean toward voting no, against it?

Response Category	N=500
Total Yes	53%
Yes	51%
Lean Yes	2%
Total No	36%
No	34%
Lean No	2%
Undecided/Don't know	12%

20. Suppose there was a measure on the ballot that would create a 5% state sales tax in Oregon, but would also lower state income taxes from the current 9% rate, to 5%. How likely would you be to vote for a measure like that; very likely, somewhat likely, not too likely, or not at all likely?

Response Category	N=500
Very likely	15%
Somewhat likely	23%
Not too likely	10%
Not at all likely	46%
Undecided	7%

21. Generally, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose the idea of using capital punishment or the death penalty for some crimes?

Response Category	N=500
Strongly favor	35%
Somewhat favor	28%
Somewhat oppose	11%
Strongly oppose	20%
Undecided	6%

The following questions are for demographic purposes only.

22. What is your age?

Response Category	N=500
18-24	8%
25-34	14%
35-44	17%
45-54	22%
55-64	18%
65+	20%
Refused	1%

23. Gender (By observation)

Response Category	N=500
Male	48%
Female	52%

24. Party (From sample)

Response Category	N=500
Democrat	42%
Independent	25%
Republican	33%

25. Area of state (Read list)

Response Category	N=500
Tri-County	43%
Willamette Valley	27%
Rest of State	30%

26. This poll is being sponsored by KPTV Fox 12 and Oregon Public Broadcasting (OPB). 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 #** _____