



April 29, 2013

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a statewide telephone survey for Fox12 and Oregon Public Broadcasting. The main objective of the survey was to measure voter attitudes on a variety of current issues in Oregon.

### Research Design

- Scientific random sample survey of 500 voters in Oregon
- Conducted April 25 – April 28, 2013
- Contacted respondents using a registered voter list including cell phones
- 10-minute survey instrument
- Quotas for age, gender and political affiliation for a representative sample of Oregon voters
- Quality control measures including pre-testing, callbacks, and validations

In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations. In the annotated questionnaire, results may add up to 99% or 101% due to rounding.

### 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 (here, residents in the Northwest). For a sample size of 500, if the respondents answered 90% one way and 10% the other, the margin would be +/- 4.4%. If they answered a particular question in the proportion of 50% each way the margin of error would be +/-2.6%.<sup>1</sup>

### About 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](http://www.dhmresearch.com)

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<sup>1</sup> The reason for the differences 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. These plus-minus error margins represent 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 margins of error if compared with the results achieved from surveying the entire population.

## Summary & Observations

- Voters have felt little improvement in the direction of the state since January of 2012, with 40% feeling things are headed in the right direction, compared to 42% in 2012. Optimism was highest among Democrats (58% right direction) and those ages 18-34 (55%).
- Governor Kitzhaber is showing relatively strong favorability ratings (42% favorable vs. 32% unfavorable). Voters are split on whether they would support the Governor running for reelection, however, if the election were held today Governor Kitzhaber would hold a 14-percentage point advantage over the Republican candidate.
- While support for PERS reform is strong (61% support restructuring, compared to 16% who feel it works fine in its current form), awareness is low regarding the Governor's recent proposal, as well as the plan put forward by Democrats in the Oregon legislature. Fewer than one in five voters were aware of either plan.
- Notably, majorities of voters across all political affiliations felt that PERS needs restructuring.
- While fewer than one-half of voters supported bans on the sale and possession of both high-capacity ammunition clips and assault weapons, majorities were supportive of expanded background checks to cover private gun sales and transfers (60% favor) and allowing school districts to ban firearms on school grounds (59% favor).
- While more voters support changing the Oregon constitution to allow same sex marriage than oppose it (49% vs. 42%), it was less than a majority with 9% undecided. There were stark differences between demographic groups: Females had higher support than males (53% vs. 45%); younger voters ages 18-34 (67%) had higher support than those 35-54 (49%) and 55+ (37%); Democrats (72%) had higher support than Independents (49%) and Republicans (19%).
- A plurality of voters (45%) supports the Columbia River Crossing (CRC), with nearly as many voters unsure (26%) as opposed (29%).
- Feelings of financial security have remained consistent since March 2011. In this survey 66% reported being somewhat or very worried about their personal financial situation, compared to 65%-71% during the previous two years.
- When it comes to threats to public safety and security in America, voters are more concerned with random acts of violence committed by American citizens (50%) than coordinated attacks by foreign terrorists (36%).

**Oregon Media Survey**  
**April 2013; N=500; Telephone Survey; Registered Statewide Voters**  
**Margin of error +/- 4.4%**  
**DHM Research**

Hello, I'm \_\_\_\_\_ from DHM Research, a public opinion research company based in Portland. 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 & General Issues**

- Let me begin by asking if all in all, would you say that things in Oregon are headed in the right direction, or are things pretty much off on the wrong track?

Response Category	April '13 N=500	Jan. '12 N=500	Sept. '11 N=500
Right direction	40%	42%	32%
Wrong track	43%	40%	50%
<b>(DON'T ASK)</b> Don't know	17%	18%	18%

Here is a list of organizations, public figures, and elected officials. Do you have a very favorable, somewhat favorable, neutral, somewhat unfavorable, or very unfavorable impression of that organization or person? If you are not familiar with that organization or person at all, let me know and we'll skip that one. **(RANDOMIZE Q2-Q9)**

Response Category, N=500	Very Favorable	Smwt Favorable	Neutral	Smwt Unfavorable	Very Unfavorable	Don't Know
2. Governor John Kitzhaber	15%	27%	16%	14%	18%	9%
3. The Oregon Legislature	3%	24%	31%	18%	12%	13%
4. Oregon's Business Community	9%	33%	26%	8%	3%	21%
5. Oregon's Private Sector Labor Unions	6%	16%	22%	11%	10%	35%
6. The United States Congress	1%	8%	18%	22%	44%	6%
7. President Barack Obama	22%	22%	11%	10%	34%	1%
8. Oregon's Public Employee Unions	10%	18%	19%	13%	18%	22%
9. Senator Jeff Merkley	9%	18%	23%	8%	9%	34%

10. Oregon’s Governor, John Kitzhaber, has not announced whether he will run for reelection in 2014, which would be his fourth term in office. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose John Kitzhaber running for reelection?

Response Category	N=500
Strongly support	15%
Somewhat support	31%
Somewhat oppose	15%
Strongly oppose	29%
<b>(DON’T ASK)</b> Don’t know	10%

11. If the election for governor were held today, would you be more likely to vote for John Kitzhaber the Democrat, a Republican candidate, or some other candidate?

Response Category	N=500
Governor John Kitzhaber	38%
Republican candidate	24%
Some other candidate	23%
<b>(DON’T ASK)</b> Don’t know	14%

### PERS Reform

The next several questions will focus on Oregon’s retirement system for public employees.

12. Do you think the Public Employees Retirement System (PERS) works fine as is, or do you think it needs to be restructured?

Response Category	N=500
Fine as is	16%
Needs to be restructured	61%
<b>(DON’T ASK)</b> Don’t know	23%

13. To your knowledge, has the Governor proposed a plan to restructure PERS? If you are unsure, just let me know.

Response Category	N=500
Yes	17%
No	7%
Unsure	75%

14. Have the Democrats in the Oregon legislature proposed a plan to restructure PERS? Again, if you are unsure, just let me know.

Response Category	N=500
Yes	18%
No	4%
Unsure	77%

## Gun Control

The next several questions will focus on potential gun reform measures.

Please indicate whether you favor or oppose each of the following:

15. A law which would expand background checks to cover private gun sales and transfers, exempting exchanges between family members, including domestic partners?

Response Category	N=500
Favor	60%
Oppose	34%
<b>(DON'T ASK)</b> Don't know	6%

16. A law which would allow school districts to ban firearms on school grounds?

Response Category	N=500
Favor	59%
Oppose	35%
<b>(DON'T ASK)</b> Don't know	6%

17. A law which would ban the sale and possession of a high-capacity ammunition clip that can contain more than 10 bullets?

Response Category	N=500
Favor	46%
Oppose	49%
<b>(DON'T ASK)</b> Don't know	5%

18. A law which would ban the sale and possession of assault weapons?

Response Category	N=500
Favor	47%
Oppose	47%
<b>(DON'T ASK)</b> Don't know	6%

## Same-Sex Marriage

The next question will focus on the issue of same-sex marriage.

19. Do you favor or oppose changing the Oregon constitution to allow same-sex marriage in the state?

Response Category	N=500
Favor	49%
Oppose	42%
<b>(DON'T ASK)</b> Don't know	9%

## Columbia River Crossing (CRC)

The next couple of questions will focus on the Columbia River Crossing, or CRC

20. State lawmakers in Oregon and Washington are considering replacing the existing I-5 bridge that connects Portland to Vancouver with a new bridge. This project is frequently called the Columbia River Crossing, or CRC. Based on what you've heard or know, do you strongly support, somewhat support, somewhat oppose, or strongly oppose the Columbia River Crossing project?

Response Category	N=500
Strongly support	16%
Somewhat support	29%
Somewhat oppose	15%
Strongly oppose	14%
<b>(DON'T ASK)</b> Don't know	26%

21. In one sentence or less, what comes to mind when you think about the Columbia River Crossing, or CRC? **(OPEN)**

Response Category	N=500
Costs too much/too expensive	10%
Increased traffic on existing bridge	8%
A waste of money/taxes	7%
We don't need another/more bridges/ it's good the way it is	7%
Smoother running/improved traffic on new bridge	6%
I don't use the bridge much/means nothing to me	6%
We need another/more bridges - it's necessary	4%
I approve of CRC plan	4%
All other responses	3% or less
Other	3%
Don't know	22%
Refused	1%

## Economic Issues

The next several questions will focus on economic issues.

22. How worried are you about your family's personal financial situation: not at all worried, not very worried, somewhat worried, or very worried?

Response Category	April '13 N=500	Jan. '12 N=500	Sept. '11 N=500	March '11 N=500
Not at all worried	13%	11%	9%	14%
Not very worried	20%	19%	19%	21%
Somewhat worried	42%	39%	41%	41%
Very worried	24%	30%	30%	24%
<b>(DON'T ASK)</b> Don't know	1%	1%	1%	0%

23. Thinking about your personal financial situation, do you think in six months from now that you will be better off, worse off, or doing about the same?

Response Category	April '13 N=500	Jan. '12 N=500	Sept. '11 N=500	March '11 N=500
Better off	19%	26%	17%	25%
Worse off	14%	10%	14%	13%
Doing about the same	65%	62%	65%	56%
<b>(DON'T ASK)</b> Don't know	3%	3%	5%	6%

24. How confident are you that in the next month you will be able to pay all your bills on time: very confident, somewhat confident, not too confident, or not at all confident?

Response Category	N=500
Very confident	65%
Somewhat confident	24%
Not too confident	4%
Not at all confident	5%
<b>(DON'T ASK)</b> Don't know	2%

## Boston

The next couple of questions will focus on the recent attack at the Boston Marathon.

25. What do you think is a greater threat to public safety and security in America today?  
[ROTATE]

Response Category	N=500
Coordinated attacks by foreign terrorists	36%
Random acts of violence committed by American citizens	50%
<b>(DON'T ASK)</b> Neither	4%
<b>(DON'T ASK)</b> Don't know	10%

26. Which of the following two statements comes closer to your opinion about the Boston Marathon bombings? [ROTATE]

Response Category	N=500
A. The public attention and fear that the bombings generated show that terrorism works, which will encourage more acts of violence	27%
B. The public attention and resources dedicated to capturing the people responsible for the bombings show that we will do anything that is necessary to bring terrorists to justice, which will deter others from committing acts of violence	61%
<b>(DON'T ASK)</b> Neither	6%
<b>(DON'T ASK)</b> Don't know	6%

## Demographics

These last questions are to make sure we have a valid group for our survey. Your information is confidential and we will only use the information for research purposes.

27. What is your age?

Response Category	N=500
18-24	12%
25-34	13%
35-44	16%
45-54	22%
55-64	13%
65+	23%
<b>(DON'T READ)</b> Refused	2%

28. Gender (**By observation**)

Response Category	N=500
Male	48%
Female	52%

29. Party (**From sample**)

Response Category	N=500
Democrat	40%
Unaffiliated/Independent/Other	30%
Republican	30%

30. Vote History (**From Sample**)

Response Category	N=500
0/1 of 4	22%
2 of 4	23%
3 of 4	24%
4 of 4	31%