



May 5, 2014

To: Oregon Public Broadcasting
From: DHM Research
Re: Quarterly Omnibus Survey – Topline Results

From April 30 – May 2, 2014, Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey of registered voters in Oregon. The survey covered several topical subjects, including candidates and issues that will be on the November 2014 ballot, international affairs, the economy, gun control, and basic civic knowledge.

Methodology: DHM Research contacted respondents using a randomly generated list of registered voters in Oregon, which consisted of both landlines and cellphones. A total of 400 surveys were completed. Quotas were set by age, gender, area of the state and political party to ensure a representative sample. The survey took an average of 10 minutes to administer. In gathering responses, DHM employed a variety of quality control measures, including questionnaire pre-testing and validations.

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, Oregon registered voters). For a sample size of 400, the margin of error is $\pm 4.9\%$. 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.

DHM Research: Davis, Hibbitts & Midghall, Inc. has been providing opinion research and consultation throughout Oregon and the rest of the Pacific Northwest for over three decades. The firm is non-partisan and independent and specializes in research projects to support community planning and public policy-making. www.dhmresearch.com

OPB Quarterly Omnibus Telephone Survey
April 30-May 2, 2014; Oregon registered voters; Ages 18+
N=400; Margin of error: ±4.9%
DHM Research

Hello, I'm _____ from VuPoint 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]**

Right Direction, Wrong Track

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	May '14 N=400	Jan. '12 N=500	Sept '11 N=500
Right direction	43%	42%	32%
Wrong track	37%	40%	50%
Don't know	20%	18%	18%

2. **(Answer to Q1) Why is that? (Open)**

Right Direction	N=173
Improvement to the economy	17%
Increase in employment	10%
Things are getting better/improving	8%
Everything is going well	7%
Government is going in the right direction	6%
All other responses	5% or less
Noting/None	2%
Don't know	7%
Wrong Track	N=147
Government wasteful spending	13%
Economy is getting worse	12%
Healthcare insurance issues	11%
Unemployment/lack of jobs	9%
High taxes	7%
Too liberal	7%
All other responses	5% or less
Noting/None	1%
Don't know	1%

Approval Ratings

I am going to read you a list of elected officials. Please tell me if you strongly approve of how well each is doing, somewhat approve, somewhat disapprove, or strongly disapprove. If you have not heard of that person, let me know. **(Randomize)**

Response Category	Strongly approve	Smwt approve	Smwt disapprove	Strongly disapprove	Not heard of	DK
3. Governor John Kitzhaber						
May '14, N=400	21%	32%	14%	22%	4%	7%
Jan. '12	20%	31%	13%	18%	7%	11%
Sept. '11	18%	32%	11%	20%	3%	16%
4. Senator Jeff Merkley						
May '14, N=400	19%	23%	10%	10%	14%	24%
5. Senator Ron Wyden						
May '14, N=400	33%	27%	12%	8%	5%	15%
6. President Barack Obama						
May '14, N=400	25%	24%	10%	37%	0%	4%
Jan. '12	29%	26%	9%	31%	-	3%
Sept. '11	21%	25%	13%	38%	-	3%

Gubernatorial Election

7. Thinking about Governor John Kitzhaber, would you say he deserves to be re-elected to another term or is it time to replace him with someone else?

Response Category	N=400
Deserves to be re-elected	35%
Should be replaced	49%
Don't know	15%

8. Suppose the candidates for Governor in the general election this fall are Dennis Richardson for the Republicans; and John Kitzhaber for the Democrats? In that case, would you vote for Richardson; or Kitzhaber?
9. **(If Q8="undecided")** Well, would you say that you lean more toward Dennis Richardson, the Republican; or John Kitzhaber; the Democrat?

Combined 8/9

Response Category	N=400
Total Dennis Richardson	36%
Dennis Richardson	33%
Lean Richardson	3%
Total John Kitzhaber	48%
John Kitzhaber	45%
Lean Kitzhaber	3%
Some other candidate	5%
Undecided/Don't know	11%

Now I'd like to ask you some other questions about a few issues both here in Oregon and abroad.

Cover Oregon

10. **(Ask all)** Have you read or heard anything about Cover Oregon?

Response Category	N=400
Yes	84%
No	15%
Don't know	1%

11. **(If "yes" on Q10)** Based on what you've read or heard do you have an opinion regarding Cover Oregon?

Response Category	N=337
Yes	86%
No	11%
Don't know	3%

12. **(If "yes" on Q11)** Would you describe your feelings as a very strong opinion, somewhat strong, not too strong, or not at all strong?

Response Category	N=290
Very strong	67%
Somewhat strong	26%
Not too strong	4%
Not at all strong	2%
Don't know	1%

13. **(Ask all)** How interested would you say you are in international affairs: very, somewhat, not too, or not at all interested?

Response Category	N=400
Very interested	35%
Somewhat interested	48%
Not too interested	10%
Not at all interested	5%
Don't know	2%

International Affairs

14. How closely would you say you have followed Russia's involvement in the situation in Ukraine: very, somewhat, not too, or not at all closely?

Response Category	N=400
Very closely	27%
Somewhat closely	48%
Not too closely	12%
Not at all closely	12%
Don't know	0%

15. How worried are you that the current situation in Ukraine will develop into a larger regional conflict that could lead to the US military getting involved: very, somewhat, not too, or not at all worried?

Response Category	N=400
Very worried	30%
Somewhat worried	39%
Not too worried	17%
Not at all worried	10%
Don't know	4%

I'm now going to ask you about two issues that you may be asked to vote on this fall.

Same-Sex Marriage

16. Do you support or oppose changing the Oregon constitution to allow same-sex marriage in the state? **[Wait and ask if strongly/somewhat]**

Response Category	May '14 N=400	April '13 N=500
Strongly support	44%	49%
Somewhat support	14%	
Somewhat oppose	7%	42%
Strongly oppose	29%	
Don't know	6%	9%

Marijuana

17. Would you support or oppose Oregon legalizing marijuana for adults 21 and older? **[Wait and ask if strongly/somewhat]**

Response Category	May '14 N=400	Nov. '12 N=500
Strongly support	35%	43%
Somewhat support	19%	
Somewhat oppose	9%	51%
Strongly oppose	29%	
Don't know	9%	6%

Technology and Surveillance

18. Next, you may have heard that the police are using more technology and surveillance to enforce the law. How worried are you that these tactics will infringe on your personal right to privacy: very, somewhat, not too, or not at all worried?

Response Category	N=400
Very worried	29%
Somewhat worried	30%
Not too worried	20%
Not at all worried	20%
Don't know	1%

Now I'd like to ask you some questions about the economy.

Economic Issues

19. 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	N=400	Jan. '12 N=500	Sept. '11 N=500	March '11 N=500
Not at all worried	15%	11%	9%	14%
Not very worried	21%	19%	19%	21%
Somewhat worried	39%	39%	41%	41%
Very worried	25%	30%	30%	24%
Don't know	<1%	1%	1%	0%

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

Response Category	N=400
Improving	36%
Getting worse	19%
Staying about the same	40%
Don't know	4%

21. I'd like to ask you now about underemployment which is a situation in which a worker is employed, but not in the desired capacity, whether in terms of compensation, hours, or level of skill and experiences. Do you think underemployment is a more serious problem in Oregon than unemployment, less serious, or just as serious?

Response Category	N=400
More serious	19%
Less serious	16%
Just as serious	54%
Don't know	11%

22. Are you employed? **(If yes, ask part-time or full-time)**

Response Category	N=400
Yes - Part time	19%
Yes - Full time	41%
No	40%
Don't know	1%

23. **(If "yes" on Q22)** Do you consider yourself underemployed?

Response Category	N=238
Yes	27%
No	73%
Don't know	<1%

Now I'd like to ask you some questions about gun control.

Gun Control

(Ask All) Please indicate whether you support or oppose each of the following:

24. A law which would require background checks for all gun purchases, except those between family members? **[Wait and ask if strongly/somewhat]**

Response Category	N=400
Strongly support	58%
Somewhat support	18%
Somewhat oppose	8%
Strongly oppose	12%
Don't know	4%

25. A law which would allow school districts to prevent those with concealed weapons permits from bringing guns on school premises, with the exception of law enforcement officers? **[Wait and ask if strongly/somewhat]**

Response Category	N=400
Strongly support	48%
Somewhat support	13%
Somewhat oppose	11%
Strongly oppose	24%
Don't know	5%

26. Do you have a gun in your home?

Response Category	N=400
Yes	52%
No	40%
Don't know	8%

Civic Knowledge

We regularly ask Oregonians about their knowledge level of government and politics in the state. If you don't know or aren't sure about any of the questions I have for you, just let me know.

27. Can you tell me how many United States Senators Oregon has? **(DO NOT READ LIST)**

Response Category	N=400
Two	53%
Other/Don't know	47%

28. Please name the three branches of government we have in the United States. Again, if you don't know or aren't sure, just let me know. **(DO NOT READ LIST)**
[Code response as "don't know" if they do not mention all three]

Response Category	N=400
Executive (accept "President"), Judicial (accept "Supreme Court" or "courts" or "judiciary"), Legislative (accept "Congress")	50%
Other/Don't know	50%

29. Please name a tax that Oregon residents pay that helps pay for the delivery of state government services in Oregon. **(DO NOT READ LIST record up to 3 responses)**

Response Category	May '14 N=400	Sept '11 N=500
Property tax	33%	36%
Income tax	36%	35%
Gas tax	18%	12%
Sin tax (cigarettes, alcohol, etc.)	7%	6%
State taxes-General	5%	5%
Motor vehicle tax	4%	4%
School tax	2%	2%
All other responses	7%	1% or less
Don't know	37%	30%

30. What percent of land in Oregon do you think is owned by the federal government?
Record numeric response [0-100]

Response Category	N=400
0-10%	5%
11-20%	7%
21-30%	17%
31-40%	15%
41-50%	13%
51-60%	7%
61-70%	5%
71-80%	4%
81-90%	1%
91-100%	<1%
Don't know	25%
Mean	40.5%

Demographics

31. Which of the following best describes your ethnicity?

Response Category	N=400
White/Caucasian	81%
African American/Black	1%
Hispanic/Latino	4%
Asian/Pacific Islander	<1%
Native American/American Indian	2%
Other	5%
Refused	7%

32. Gender **(By observation)**

Response Category	N=400
Male	47%
Female	53%

33. Age (**From sample**)

Response Category	N=400
18-24	8%
25-34	14%
35-44	27%
45-54	11%
55-64	19%
65+	21%

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

Response Category	N=400
Tri-County	43%
Willamette Valley	27%
Rest of State	30%

35. Party (**From sample**)

Response Category	N=400
Democrat	40%
Republican	31%
Unaffiliated/Independent/Other	29%

36. Vote History (**From sample**)

Response Category	N=400
0/1 of 4	20%
2 of 4	23%
3 of 4	23%
4 of 4	35%