

October 14, 2016

To: Oregon Public Broadcasting
From: DHM Research
Re: 2016 General Election Survey

INTRODUCTION & METHODOLOGY (note: for this purpose, all the 2016 candidate and ballot measure questions have been edited out – just leaving the questions about VBM)

From October 6 – 13, 2016, DHM Research conducted a survey of Oregon voters about the upcoming election, including the races for president, governor, and secretary of state. The survey also asked about Measure 97 and several of the other ballot measures.

Research Methodology: The telephone survey consisted of 600 and took approximately 10 minutes to complete. This is a sufficient sample size to assess voter opinions generally and to review findings by multiple subgroups.

Respondents were contacted by a live interviewer from a list registered voters. Fifty-percent of the interviews were completed by cellphone. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas were set by age, gender, political party, and area of the state 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 this survey is $\pm 4.0\%$.

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.

**Oregon Public Broadcasting
2016 General Election Survey
October 6-13, 2016
N=600 Oregonian voters; margin of error $\pm 4.0\%$
10 minutes**

VOTE BY MAIL

My final questions are about Oregon's vote-by-mail system and how you cast your ballot.

1. Overall, would you say your impression of Oregon's vote-by-mail system is very positive, somewhat positive, somewhat negative, or very negative?

Response Category	N=600
Very positive	61%
Somewhat positive	26%
Somewhat negative	6%
Very negative	5%
(DON'T READ) Don't know	3%

2. How confident are you that your vote will be accurately counted in this election?

Response Category	N=600
Very confident	56%
Somewhat confident	27%
Not too confident	9%
Not at all confident	6%
(DON'T READ) Don't know	2%

3. What best describes how you fill out your ballot?

Response Category	N=600
I fill my ballot out privately without talking to anyone	53%
I fill my ballot out privately, but talk to family and friends to get their input	44%
I have someone I trust fill my ballot out for me	2%
(DON'T READ) None of these	0%
(DON'T READ) Don't know	2%

DEMOGRAPHICS

4. Gender **(Record by observation)**

Response Category	N=600
Male	49%
Female	51%

5. Age **(Record from sample)**

Response Category	Oct 2016 N=600
18-29	11%
30-44	22%
45-64	37%
65+	30%

6. Party **(Record from sample)**

Response Category	N=600
Democrat	39%
Republican	32%
Independent	11%
Other	2%
Non-affiliated	16%

7. Vote history **(Record from sample)**

Response Category	N=600
0/1 of 4	23%
2 of 4	19%
3 of 4	21%
4 of 4	38%

8. Area of the state **(Record from sample)**

Response Category	N=600
Tri-County	44%
Willamette Valley	27%
Rest of State	29%

9. What is the highest level of education that you have completed?

Response Category	N=600
Less than high school	2%
High school diploma	16%
Some college	32%
College degree	26%
Graduate/professional school	23%
(DON'T READ) Refused	1%

10. Which category best describes your 2015 gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response Category	N=600
Less than \$25,000	14%
\$25,000 to less than \$50,000	20%
\$50,000 to less than \$75,000	19%
\$75,000 to less than \$100,000	15%
\$100,000 to less than \$150,000	9%
\$150,000 or more	7%
(DON'T READ) Refused	15%

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

Response Category	N=600
African American/Black	2%
Asian/Pacific Islander	3%
Hispanic/Latino	4%
Native American/American Indian	5%
White/Caucasian	83%
Other	5%
(DON'T READ) Refused	5%

12. Which best describes your marital status?

Response Category	N=600
Never married	19%
Divorced or separated	16%
Widowed	10%
Married	52%
(DON'T READ) Refused	4%

13. Do you or anyone in your household belong to a labor union?

Response Category	N=600
Yes	17%
No	80%
(DON'T READ) Refused	4%

14. Reached on a cell phone or landline **(Record from sample)**

Response Category	N=600
Landline	50%
Cell phone	50%