

OREGON MEDIA DEMOCRATIC PRIMARY: DEMOCRATS
OREGON LIKELY VOTERS, N=300 DEMOCRATS, MARGIN OF ERROR +/-5.6%
MAY 2010
DAVIS, HIBBITTS & MIDGHALL, INC. (DHM)

Hi, my name is ___ from RDD, a public opinion research company and I have some questions about important issues in your community. May I speak with (ask for person listed)? **(IF UNAVAILABLE, SCHEDULE CALLBACK)**

- 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	N=300
Right direction	52%
Wrong track	32%
(DON'T READ) Don't know	16%

- Next month, there will be a primary election to nominate a Democratic candidate for Governor of Oregon. The candidates are Roger Obrist, Bill Bradbury, and John Kitzhaber. As of today, would you vote for Roger Obrist, Bill Bradbury, or John Kitzhaber? **(ROTATE OPTIONS)**

Response Category	N=300
Roger Obrist	1%
Bill Bradbury	19%
John Kitzhaber	49%
(DON'T READ) Don't know	30%

- (IF UNDECIDED ON Q2, ASK)** Well, as of today, would you lean more toward Roger Obrist, Bill Bradbury, or John Kitzhaber for Governor in the Democratic primary?

Response Category	N=91
Roger Obrist	1%
Bill Bradbury	4%
John Kitzhaber	4%
(DON'T READ) Don't know	22%

Response Category	N=300
Total Roger Obrist	2%
Roger Obrist	1%
Lean Roger Obrist	1%
Total Bill Bradbury	23%
Bill Bradbury	19%
Lean Bill Bradbury	4%
John Kitzhaber	53%
John Kitzhaber	49%
Lean John Kitzhaber	4%
Don't know	22%

4. In the Democratic primary for State Treasurer, the candidates are Rick Metsger and Ted Wheeler. As of today, would you vote for Rick Metsger or Ted Wheeler?

Response Category	N=300
Rick Metsger	21%
Ted Wheeler	25%
(DON'T READ) Don't know	54%

5. **(IF UNDECIDED ON Q4, ASK)** As of today, would you lean more toward Rick Metsger or Ted Wheeler?

Response Category	N=163
Rick Metsger	3%
Ted Wheeler	4%
(DON'T READ) Don't know	47%

Response Category	N=300
Total Rick Metsger	24%
Rick Metsger	21%
Lean Rick Metsger	3%
Total Ted Wheeler	29%
Ted Wheeler	25%
Lean Ted Wheeler	4%
Don't know	47%

The following questions are for statistical purposes only.

6. In what age category are you?

Response Category	N=300
18-24	5%
25-34	12%
35-54	41%
55-64	11%
65+	30%
(DON'T READ) Refused	0%

7. When it comes to politics, do you consider yourself more of a liberal, more of a moderate, or more of a conservative?

Response Category	N=300
More of a liberal	49%
More of a moderate	30%
More of a conservative	13%
(DON'T ASK) Don't know	8%

8. Gender **(BY OBSERVATION)**

Response Category	N=300
Male	43%
Female	57%

9. Area of State **(FROM SAMPLE)**

Response Category	N=300
Tri-County (Multnomah, Washington, Clackamas counties)	49%
Willamette Valley	26%
Rest of State	25%

10. Vote History **(FROM SAMPLE)**

Response Category	N=300
3 of 4	46%
4 of 4	54%

11. We conduct studies similar to this one throughout the year. Often times for group discussions where we pay cash honorarium for your time, or online surveys where you're included in raffles for iPods. You get to choose whether or not to participate, we only ask you a select number of times during the year, and you can opt out at any point. Would you be willing to participate in future studies? **(COLLECT NAME, EMAIL, AND BEST PHONE NUMBER)**

Name _____

Email _____

City _____

Best Phone# _____

12. This poll is being sponsored by the Portland Tribune, KPTV, and Oregon Public Broadcasting. 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 measures? **(IF CONTACT INFORMATION COLLECTED IN Q11, TRANSFER CONTACT INFORMATION IN Q12. IF CONTACT INFORMATION NOT COLLECTED IN Q11, COLLECT NAME, EMAIL, CITY, AND BEST PHONE NUMBER)**

Name _____

Email _____

City _____

Phone # _____

Thank you for your time.