

Survey Collaborators

This is a KPTV (FOX 12), Oregon Public Broadcasting (OPB), and DHM Research.

Referencing DHM Research

All website and on-air references as: DHM Research.

DHM Research is an independent and non-partisan public opinion research and consultation firm based in Portland, Oregon.

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Research Methodology

This quantitative research involved a scientific telephone survey of 400 City of Portland likely voters, conducted between April 28 and 30, 2012. This is a sufficient sample size to assess voters' opinions generally and to review findings by multiple subgroups, including gender, political ideology, age, and area of city.

Voters were contacted through a registered voter list that included a mix of land line and cell phone numbers. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations. Quotas were set by area of city, 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 400, the margin of error falls within +/-2.6% and +/-4.9% 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.

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.

Oregon Media Mayoral and Issue Survey
April 28–30, 2012; N=400 City of Portland likely voters
Margin of error +/-2.8% to 4.9%
DHM Research

Research Methodology

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

Response Category	Feb. '12 N=400	Apr. '12 N=400
Right direction	58%	47%
Wrong track	30%	39%
Don't know	13%	14%

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 person? If you are not familiar with that person at all, let me know and we'll skip that one. (Randomize Q2-Q10)

Response Category	Very favorable	Somewhat favorable	Neutral	Somewhat unfavorable	Very unfavorable	Don't know
2. John Kitzhaber	33%	34%	13%	8%	7%	6%
3. Eileen Brady	8%	22%	23%	7%	4%	37%
4. Barack Obama	45%	28%	8%	5%	14%	1%
5. Charlie Hales	12%	26%	21%	6%	3%	32%
6. Amanda Fritz	9%	25%	21%	9%	4%	33%
7. Jefferson Smith	9%	19%	23%	5%	2%	43%
8. Sam Adams	8%	23%	20%	18%	29%	4%
9. Mary Nolan	7%	14%	19%	4%	2%	55%
10. Steve Novick	15%	19%	19%	2%	1%	45%

11. What is the one thing you want the next Mayor of Portland and City Council to do something about? (Open; probe for up to 3 responses)

Response Category	N=400
Fix potholes and roads	18%
More funding for public education	18%
Lower water and sewer rates	7%
Create jobs/reduce unemployment/help economy	7%
Stop funding/building bicycle lanes/paths	5%
Improve/expand public transportation	5%
Attract new businesses to Portland/improve business climate	4%
Provide services for homeless/reduce number of homeless downtown	4%
More police oversight/training to prevent killing of citizens by police	4%
Reduce traffic congestion	3%
Stop wasteful government spending	3%
Increase frequency of garbage service	3%
Reduce crime/increase law enforcement	2%
Start Columbia River Crossing/I-5 bridge project	2%
Reduce gang violence	2%
Balance budget/reduce deficit	2%
Lower property taxes	2%
Support the arts in schools	2%
All other responses	1% or less
Don't know	13%

12. Do you think Portland's economic climate is very good, somewhat good, somewhat poor, or very poor?

Response Category	N=400
Very good	4%
Somewhat good	51%
Somewhat poor	35%
Very poor	7%
Don't know	3%

Here is a list of issues in Portland that some public figures have said need to be addressed. Do you think each should be an urgent, high, medium, or low priority for elected officials in the City of Portland? (Randomize Q13-Q25)

Response Category	Urgent	High	Medium	Low	Don't know
13. Water and sewer rates	25%	28%	30%	15%	3%
14. Unemployment	30%	46%	20%	3%	2%
15. Being more business friendly, including creating incentives for businesses to locate here	21%	33%	33%	11%	2%
16. Road and sidewalk maintenance	16%	33%	38%	13%	1%
17. Improving the police department	13%	33%	40%	11%	3%
18. Attracting "green" businesses to Portland	10%	31%	40%	18%	2%
19. Building a new I-5 bridge between Portland and Vancouver, also known as the Columbia River Crossing	11%	17%	36%	34%	2%
20. Pollution in the Portland Harbor, in the Willamette River just north of downtown	15%	33%	39%	12%	3%
21. Gangs and juvenile crime	23%	44%	28%	5%	1%
22. Funding public K-12 education	43%	33%	15%	7%	3%
23. Homelessness	19%	39%	32%	9%	1%
24. Improved equity and human rights	14%	27%	35%	20%	5%
25. Finding alternative revenue sources to replace decreased funding from Washington DC and Salem	18%	36%	31%	9%	6%

26. On May 15th there will be a primary election for Mayor of Portland. Currently there are 23 candidates, with the three main candidates being (randomize names) Eileen Brady, Charlie Hales, and Jefferson Smith. If the election were held today, would you vote for (in same order as above) Eileen Brady, Charlie Hales, Jefferson Smith, or one of the other candidates?
27. (If undecided to Q26) Are you leaning toward (in same order as above) Eileen Brady, Charlie Hales, Jefferson Smith, or one of the other candidates?

Q26/27 Combined

Response Category	N=400
Total Charlie Hales	25%
Charlie Hales	23%
Lean Hales	2%
Total Eileen Brady	23%
Eileen Brady	20%
Lean Brady	3%
Total Jefferson Smith	20%
Jefferson Smith	18%
Lean Smith	2%
Other	6%
Undecided	28%

28. (If Hales to Q26/27) Are there any particular reasons why you are voting for Charlie Hales? (Open; probe for up to 3 comments)

Response Category	N=99
Has much experience in city government	37%
Most qualified/experienced candidate	12%
Familiar with Portland area	7%
Endorsed by people/sources I respect	5%
Familiar with his name	4%
Personal background/work in transportation	4%
Maintain streets/roads—fixed potholes	3%
Proven leadership	3%
Prefer him over other candidate	2%
Professional/business like	2%
All other responses	1% or less
None	1%
Don't know	15%

29. (If Brady to Q26/Q27) Are there any particular reasons why you are voting for Eileen Brady? (Open; probe for up to 3 comments)

Response Category	N=90
Businesswoman/local business owner	33%
Is a woman	12%
Started 'New Seasons', which gives back to the community	9%
Very friendly/like her personality	7%
Will create jobs/stimulate economy	7%
Fresh voice in politics/newcomer	4%
Similar outlook to mine	3%
Great work ethic	2%
She's a Portlander	2%
All other responses	2% or less
None	16%
Don't know	2%

30. (If Smith to Q26/Q27) Why are you voting for Jefferson Smith? (Open; probe for up to 3 comments)

Response Category	N=79
Fresh ideas	9%
Pro-education stance	9%
Experience/knowledge of government	8%
Most sincere candidate	6%
Recommendation from a friend	6%
From/represents the eastside	6%
Television appearance/ads	6%
Grew up in Portland/from this area	5%
Opposes the Columbia River Project	4%
Progressive	4%
Pragmatic about our economy	3%
Problem solver	3%
All other responses	2% or less
None	3%
Don't know	24%

31. (If undecided to Q26/Q27) What do you want to know about the candidates before you make your final decision? (Open; probe for up to 3 comments)

Response Category	N=110
Stance on issues, in relation to my needs	18%
Views on education	6%
Their priorities	5%
Endorsements	5%
Morals	5%
Track record/accomplishments	5%
Vision for city/that they have the community at heart	4%
Stance on job creation	4%
Where they are on social issues	4%
That they are honest	3%
All other responses	2% or less
None	12%
Don't know	22%

32. As you know, Mayor Sam Adams decided not to seek reelection. But, suppose he had run again and the candidates were (randomize) Eileen Brady, Charlie Hales, Jefferson Smith, and Sam Adams? Who would you vote for: Eileen Brady, Charlie Hales, Jefferson Smith, or Sam Adams?

33. (If undecided to Q32) Would you lean toward Eileen Brady, Charlie Hales, Jefferson Smith, or Sam Adams?

Q32/33 Combined

Response Category	N=400
Total Charlie Hales	22%
Charlie Hales	20%
Lean Hales	2%
Total Eileen Brady	21%
Eileen Brady	20%
Lean Brady	1%
Total Sam Adams	18%
Sam Adams	17%
Lean Adams	2%
Total Jefferson Smith	17%
Jefferson Smith	16%
Lean Smith	2%
Undecided	23%

34. There is also an election for City Council Position 1. The candidates are (randomize) Bruce Altizer, Mary Nolan, Teresa Raiford, Amanda Fritz, and David Gwyther. As of today, would you vote for Bruce Altizer, Mary Nolan, Teresa Raiford, Amanda Fritz, or David Gwyther?
35. (If undecided to Q34) Well as of today would you lean toward voting for (randomize) Bruce Altizer, Mary Nolan, Teresa Raiford, Amanda Fritz, or David Gwyther?

Q34/35 Combined

Response Category	N=400
Total Bruce Altizer	1%
Bruce Altizer	1%
Lean Altizer	0%
Total Mary Nolan	25%
Mary Nolan	21%
Lean Nolan	4%
Total Teresa Raiford	1%
Teresa Raiford	1%
Lean Raiford	1%
Total Amanda Fritz	32%
Amanda Fritz	25%
Lean Fritz	7%
Total David Gwyther	1%
David Gwyther	1%
Lean Gwyther	0%
Undecided	40%

36. What is your age?

Response Category	N=400
18-24	3%
25-34	11%
35-44	17%
45-54	25%
55-64	17%
65+	27%
Refused	1%

37. Gender (By observation)

Response Category	N=400
Male	47%
Female	53%

38. Party (From sample)

Response Category	N=400
Democrat	66%
Independent	17%
Republican	17%

39. Vote History (From sample)

Response Category	N=400
2 of 4	19%
3 of 4	25%
4 of 4	56%

40. Area of city (Read list)

Response Category	N=400
West side (Northwest/Southwest)	20%
Between the Willamette River and 82 nd Avenue (including North)	60%
East of 82 nd Avenue	20%

41. What is the highest level of education you have had the opportunity to complete?

Response Category	N=400
HS or less	13%
Some college/technical degree	28%
4-year college degree	27%
Post-graduate degree	31%
Refused	1%

42. What is your race or ethnicity?

Response Category	N=400
White/Caucasian	84%
African American/Black	4%
Hispanic/Latino	2%
Asian/Pacific Islander	2%
Native American/American Indian	1%
Other	2%
Refused	5%

43. This poll is being sponsored by DHM Research, 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)

Thank you for your time