

Oregon Media Mayoral Tracker Survey
May 10-12, 2012; N=500 City of Portland likely voters
5 minutes; Margin of error +/-2.6% to 4.4%
DHM Research

Research Methodology

This telephone survey of 500 City of Portland likely voters (those who have voted in at least two of the last four elections) was conducted between May 10 and 12, 2012. Voters were contacted through a registered voter list that included a mix of land line and cell phone numbers. 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 500, the margin of error falls within +/-2.6% and +/-4.4% 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. 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	Apr. '12 N=400	May '12 N=500
Right direction	47%	47%
Wrong track	39%	37%
Don't know	14%	16%

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.

I would like to read the names of some public figures. 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 Q3-Q9)

Response Category	Very favorable	Somewhat favorable	Neutral	Somewhat unfavorable	Very unfavorable	Don't know
2. John Kitzhaber						
May '12	34%	34%	12%	6%	8%	7%
Apr. '12	33%	34%	13%	8%	7%	6%
3. Eileen Brady						
May '12	10%	26%	19%	13%	5%	27%
Apr. '12	8%	22%	23%	7%	4%	37%
4. Barack Obama						
May '12	54%	19%	7%	5%	12%	3%
Apr. '12	45%	28%	8%	5%	14%	1%
5. Charlie Hales						
May '12	16%	30%	16%	8%	4%	26%
Apr. '12	12%	26%	21%	6%	3%	32%
6. Amanda Fritz						
May '12	12%	25%	19%	10%	8%	26%
Apr. '12	9%	25%	21%	9%	4%	33%
7. Jefferson Smith						
May '12	16%	27%	22%	6%	4%	26%
Apr. '12	9%	19%	23%	5%	2%	43%
8. Mary Nolan						
May '12	8%	19%	22%	7%	2%	42%
Apr. '12	7%	14%	19%	4%	2%	55%

9. As I mentioned, 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?
10. (If undecided to Q10) Are you leaning toward (in same order as above) Eileen Brady, Charlie Hales, Jefferson Smith, or one of the other candidates?

Q9/10 Combined

Response Category	Apr. '12 N=400	May '12 N=500
Total Charlie Hales	25%	32%
Charlie Hales	23%	29%
Lean Hales	2%	3%
Total Eileen Brady	23%	16%
Eileen Brady	20%	15%
Lean Brady	3%	1%
Total Jefferson Smith	20%	24%
Jefferson Smith	18%	22%
Lean Smith	2%	2%
Other	6%	8%
Undecided	28%	21%

11. There is also an election for City Council Position 1. The candidates are (randomize) Bruce Altizer, Mary Nolan, Teressa Raiford, Amanda Fritz, and David Gwyther. As of today, would you vote for Bruce Altizer, Mary Nolan, Teressa Raiford, Amanda Fritz, or David Gwyther?
12. (If undecided to Q12) Well as of today would you lean toward voting for (randomize) Bruce Altizer, Mary Nolan, Teressa Raiford, Amanda Fritz, or David Gwyther?

Q11/12 Combined

Response Category	Apr. '12 N=400	May '12 N=500
Total Bruce Altizer	1%	1%
Bruce Altizer	1%	1%
Lean Altizer	0%	1%
Total Mary Nolan	25%	25%
Mary Nolan	21%	23%
Lean Nolan	4%	2%
Total Teressa Raiford	1%	2%
Teressa Raiford	1%	1%
Lean Raiford	1%	0%
Total Amanda Fritz	32%	33%
Amanda Fritz	25%	29%
Lean Fritz	7%	4%
Total David Gwyther	1%	2%
David Gwyther	1%	1%
Lean Gwyther	0%	0%
Undecided	40%	38%

These last few questions are to make sure we have a representative sample of the community. They are for analysis purposes only.

13. Is your age between: (Read list)

Response Category	N=500
18-24	3%
25-34	12%
35-44	14%
45-54	26%
55-64	16%
65+	28%
Refused	1%

14. Gender (By observation)

Response Category	N=500
Male	47%
Female	53%

15. Party (From sample)

Response Category	N=500
Democrat	67%
Independent	16%
Republican	17%

16. Vote History (From sample)

Response Category	N=500
2 of 4, or new registrant	16%
3 of 4	27%
4 of 4	57%

17. Area of city (Read list)

Response Category	N=500
West side (Northwest/Southwest)	21%
Between the Willamette River and 82 nd Avenue (including North)	59%
East of 82 nd Avenue	21%

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

Response Category	N=500
HS or less	17%
Some college/technical degree	25%
4-year college degree	33%
Post-graduate degree	24%
Refused	2%

19. What is your race or ethnicity?

Response Category	N=500
White/Caucasian	86%
African American/Black	3%
Hispanic/Latino	2%
Asian/Pacific Islander	2%
Native American/American Indian	0%
Other	3%
Refused	4%

20. And when it comes to politics and voting, do you consider yourself to be more of a liberal, more of a conservative, or more middle of the road?

Response Category	N=500
Liberal	46%
Conservative	13%
Middle of the road	35%
Don't know	6%

Thank you for your time