

October 13, 2020

To: Oregon Public Broadcasting  
 From: John Horvick, DHM Research  
 Re: Portland metro region election survey

**INTRODUCTION & METHODOLOGY**

From October 7-11, 2020, DHM Research conducted a survey of 1,000 likely voters in the Portland metro region. The purpose of the survey was to assess voter opinions ahead of the November general election including their support for local funding measures and candidates for mayor and city council in Portland.

**Research Methodology:** The survey consisted of 1,000 likely voters in the Portland metro region with an oversample (N=400) of voters in Portland. This is a sufficient sample size to assess voter opinions generally and to review findings by multiple subgroups.

Respondents completed the survey by live interview telephone calls, including both landlines and cellphones, and online. 80% of the interviews were conducted by telephone and 20% online. All respondents were matched to the current list of registered voters from the Oregon Secretary of State. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas were set by age, gender, county, political party, education and race to match the likely turnout of the November 2020 election. The regional results were statistically weighted to be proportional to the three counties in the Portland metro region.

**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 N-sizes and margins of error for this survey are:

Area	Margin of error	Unweighted N-size	Weighted N-size for regional results
Three county region	±3.1%	1,000	1,000
Multnomah County	±4.4%	500	448
City of Portland	±4.9%	400	338
Clackamas County	±4.9%	250	246
Washington County	±4.9%	250	306

**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 40 years. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

**OPB / DHM Research  
Portland Metro Area Election Survey  
October 2020**

**Likely Voters in Portland Metro Region  
N=1,000; margin of error ±3.1%  
8-12 minutes**

**SCREENER**

S1: How likely are you to vote in the November general election for president and state and local races?

Response category	n=1,000
Almost certain	94%
Probably	5%
50-50 chance	1%
Probably not <b>[Terminate]</b>	--
Definitely not <b>[Terminate]</b>	--
Don't know <b>[Terminate]</b>	--

**GENERAL MOOD**

2. All things considered, do you think that things in [**“Portland” if city of Portland / “your community” rest of sample**] are headed in the right direction, or do you feel that they are off on the wrong track?

Response category	Metro region n=1,000	Portland n=338
Right direction	38%	36%
Wrong track	53%	52%
<b>[Don't read]</b> Don't know	9%	12%

3. What do you think is the most important problem facing [**“Portland” if city of Portland / “your community” rest of sample**] today? **[Open]**

Response category	Metro region n=1,000	Portland n=338
Homelessness	20%	34%
COVID-19	13%	7%
Racism/race equality	10%	12%
Protests/riots	9%	11%
Lack of jobs	5%	3%
Affordable housing	5%	10%
Violence/crime	5%	3%
Police violence	4%	6%
Lack of leadership	3%	3%
Healthcare	3%	1%
Law enforcement	3%	6%
Cost of living	3%	4%
Climate change	3%	2%
Education/schools	3%	1%
Donald Trump	3%	1%
Divisiveness	3%	2%
All other	2% or less	3% or less
Don't know	4%	4%

4. How worried, or not, are you about your personal financial situation?

Response category	Metro region n=1,000	Portland n=338
Very worried	10%	12%
Somewhat worried	30%	29%
Not too worried	35%	37%
Not at all worried	24%	22%
<b>[Don't read]</b> Don't know	<1%	0%

Do you approve or disapprove of the way your local leaders are handling the following issues? **[Wait and ask strongly/somewhat] [Randomize Q5-Q11]**

5. The local economy

Response category	Metro region n=1,000	Portland n=338
Approve strongly	10%	6%
Approve somewhat	39%	43%
Disapprove somewhat	25%	26%
Disapprove strongly	21%	18%
<b>[Don't read]</b> Don't know	6%	7%

6. Homelessness

Response category	Metro region n=1,000	Portland n=338
Approve strongly	3%	2%
Approve somewhat	10%	7%
Disapprove somewhat	23%	23%
Disapprove strongly	60%	67%
<b>[Don't read]</b> Don't know	4%	2%

7. COVID-19

Response category	Metro region n=1,000	Portland n=338
Approve strongly	22%	26%
Approve somewhat	34%	41%
Disapprove somewhat	15%	14%
Disapprove strongly	26%	17%
<b>[Don't read]</b> Don't know	3%	2%

8. Transportation

Response category	Metro region n=1,000	Portland n=338
Approve strongly	21%	20%
Approve somewhat	40%	46%
Disapprove somewhat	16%	17%
Disapprove strongly	13%	11%
<b>[Don't read]</b> Don't know	10%	6%

9. Race relations

Response category	Metro region n=1,000	Portland n=338
Approve strongly	8%	4%
Approve somewhat	28%	28%
Disapprove somewhat	28%	31%
Disapprove strongly	28%	30%
<b>[Don't read]</b> Don't know	9%	7%

10. Crime

Response category	Metro region n=1,000	Portland n=338
Approve strongly	8%	3%
Approve somewhat	29%	35%
Disapprove somewhat	24%	26%
Disapprove strongly	34%	30%
<b>[Don't read]</b> Don't know	5%	6%

11. Protests

Response category	Metro region n=1,000	Portland n=338
Approve strongly	8%	5%
Approve somewhat	18%	18%
Disapprove somewhat	19%	24%
Disapprove strongly	48%	46%
<b>[Don't read]</b> Don't know	6%	7%

**PORTLAND MAYORAL RACE**

**Ask Portland Voters**

The next questions are about the November election for mayor and city council in Portland.

The candidates for Portland mayor are Ted Wheeler and Sarah Iannarone (**I-ANNA-RHONE**).

12. If the election were today, would you vote for Ted Wheeler, Sarah Iannarone, or write in some other person?

13. **[Ask if Q12=Write in]** Who will you to write in for mayor? **[Open]**

14. **[Ask if Q12=Don't know]** Are leaning more toward Ted Wheeler or Sarah Iannarone?

Response category	n=400
<b>TED WHEELER</b>	<b>33%</b>
Wheeler	30%
Lean	3%
<b>SARAH IANNARONE</b>	<b>34%</b>
Iannarone	30%
Lean	4%
<b>WRITE IN</b>	<b>19%</b>
Teressa Raiford	6%
Other	4%
Don't know	10%
<b>[Don't read]</b> Don't know	14%

15. **[Ask if Q12=Wheeler]** Would you say that your vote for mayor is more of a vote for Ted Wheeler or more of a vote against Sarah Iannarone?

Response category	n=119
For Ted Wheeler	57%
Against Sarah Iannarone	38%
<b>[Don't read]</b> Neither	4%
<b>[Don't read]</b> Don't know	1%

16. **[Ask if Q12=Iannarone]** Would you say that your vote for mayor is more of a vote for Sarah Iannarone or more of a vote against Ted Wheeler?

Response category	n=122
For Sarah Iannarone	39%
Against Ted Wheeler	59%
<b>[Don't read]</b> Neither	1%
<b>[Don't read]</b> Don't know	1%

## PORTLAND CITY COUNCIL

### Ask Portland Voters

The candidates for Portland city council are Mingus Mapps and Chloe Eudaly (**U-DAILY**).

17. If the election were today, would you vote for Mingus Mapps, Chloe Eudaly, or write in some other person?
18. **[Ask if Q17=Write in]** Who will you write in for city council? **[open]**
19. **[Ask if Q17=Don't know]** Are leaning more toward Mingus Mapps or Chloe Eudaly?

Response category	n=400
<b>MINGUS MAPPS</b>	<b>35%</b>
Mapps	32%
Lean	3%
<b>CHLOE EUDALY</b>	<b>26%</b>
Eudaly	22%
Lean	4%
<b>WRITE IN</b>	<b>10%</b>
<b>[Don't read]</b> Don't know	30%

## MEASURES

The following are the local tax measures that will appear on your ballot this November. The measures are presented here just as they will appear on your ballot. For each, indicate if you plan to vote "Yes" to support the measure or "No" to oppose it.

### Ask City of Portland Voters Only

20. Shall Portland protect, restore recreation programs, parks, nature, clean water; 5-year operating levy, \$0.80 per \$1,000 assessed value, beginning 2021? This measure may cause property taxes to increase more than three percent.

Response category	n=400
Yes	53%
No	33%
<b>[Don't ask]</b> Don't know	14%

### Ask Portland Public School Voters Only

21. Shall Portland Public Schools repair, modernize schools; replace technology, curriculum; by issuing bonds estimated to maintain current tax rate? If the bonds are approved, they will be payable from taxes on property or property ownership that are not subject to the limits of sections 11 and 11b, Article XI of the Oregon Constitution.

Response category	n=325 <sup>1</sup>
Yes	64%
No	25%
<b>[Don't ask]</b> Don't know	11%

### Ask Multnomah County Voters

22. Shall County expand, modernize, rebuild, acquire land for library facilities; issue \$387,000,000 in general obligation bonds, with oversight, audits? If the bonds are approved, they will be payable from taxes on property or property ownership that are not subject to the limits of sections 11 and 11b, Article XI of the Oregon Constitution.

Response category	n=500
Yes	39%
No	44%
<b>[Don't ask]</b> Don't know	17%

23. Should Multnomah County establish tuition-free "Preschool for All Program" with new 1.5 to 3.8 percent tax on income above thresholds?

Response category	n=500
Yes	53%
No	36%
<b>[Don't ask]</b> Don't know	11%

### Ask Voters in Metro Service District

24. Should Metro fund roads, transit, safety improvements, bridge repair, transportation programs by establishing tax on certain employers of 0.75% of payroll?

Response category	n=939 <sup>2</sup>
Yes	47%
No	42%
<b>[Don't ask]</b> Don't know	11%

## ISSUES

### Ask All Voters

25. Which of the following do you think is the best way to pay for local government programs and services? **[Randomize]**

Response category	Metro region n=1,000	Portland n=338
Property taxes	21%	20%
Income taxes	28%	29%
Employer payroll taxes	25%	27%
<b>[Don't read]</b> None of these	16%	12%
<b>[Don't read]</b> Don't know	11%	12%

<sup>1</sup> ±5.8% margin of error

<sup>2</sup> ±3.2% margin of error

26. Which of the following is the better approach for local government during economic recessions and times of high unemployment? **[Rotate]**

Response category	Metro region n=1,000	Portland n=338
Increase taxes and spend more on public services	39%	52%
Decrease taxes and spend less on public services	38%	30%
<b>[Don't read]</b> Neither	12%	7%
<b>[Don't read]</b> Don't know	10%	11%

**[Rotate Q27-Q28, Q29-Q30]**

27. Do think that relations between White people and people of color in the Portland metro area are very good, good, bad, or very bad?

Response category	Metro region n=1,000	Portland n=338
Very good	8%	6%
Good	46%	46%
Bad	29%	30%
Very bad	9%	9%
<b>[Don't read]</b> Don't know	8%	8%

28. Do you think relations between White people and people of color in the Portland metro area are getting better, getting worse, or staying about the same?

Response category	Metro region n=1,000	Portland n=338
Getting better	23%	33%
Getting worse	25%	15%
Staying about the same	46%	46%
<b>[Don't read]</b> Don't know	6%	5%

29. Do you approve or disapprove of the protests that have been occurring in Portland? **[Wait and ask strongly/somewhat]**

Response category	Metro region n=1,000	Portland n=338
Approve strongly	26%	36%
Approve somewhat	19%	24%
Disapprove somewhat	12%	11%
Disapprove strongly	38%	25%
<b>[Don't read]</b> Don't know	5%	4%

30. Do you approve or disapprove of the way that the Portland Police have responded to the protests in Portland? **[Wait and ask strongly/somewhat]**

Response category	Metro region n=1,000	Portland n=338
Approve strongly	16%	10%
Approve somewhat	19%	14%
Disapprove somewhat	20%	22%
Disapprove strongly	40%	50%
<b>[Don't read]</b> Don't know	5%	4%

## DEMOGRAPHICS

The following questions are for statistical purpose and to ensure we hear from a representative group of voters.

31. What is your gender?

Response category	Metro region n=1,000	Portland n=338
Male	50%	53%
Female	49%	47%
Non-binary or gender non-conforming	1%	0%
<b>[Don't read]</b> Prefer not to answer	1%	1%

32. Age **[From sample]**

Response category	Metro region n=1,000	Portland n=338
18–29	15%	16%
30–44	30%	34%
45–64	33%	32%
65+	22%	18%

33. Area **[From sample]**

Response category	n=1,000
Clackamas County	25%
Multnomah County	45%
Washington County	31%

34. Party **[From sample]**

Response category	Metro region n=1,000	Portland n=338
Democrat	47%	61%
Republican	20%	10%
NAV/other	33%	28%

35. Vote history **[From sample]**

Response category	Metro region n=1,000	Portland n=338
0 of 4	8%	8%
1 of 4	11%	10%
2 of 4	18%	17%
3 of 4	16%	16%
4 of 4	47%	49%

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

Response category	Metro region n=1,000	Portland n=338
Less than high school	1%	<1%
High school diploma/GED	23%	19%
Some college/2-year degree	32%	28%
College degree/4-year degree	27%	30%
Graduate/professional school	17%	22%
<b>[Don't read]</b> Prefer not to answer	1%	<1%



37. What was your total household income in 2019?

Response category	Metro region n=1,000	Portland n=338
Less than \$25,000	10%	12%
\$25,000 to less than \$50,000	16%	16%
\$50,000 to less than \$75,000	20%	18%
\$75,000 to less than \$100,000	16%	17%
\$100,000 to less than \$150,000	16%	20%
\$150,000 or more	12%	11%
<b>[Don't read]</b> Prefer not to answer	10%	6%

38. What race or ethnicity do you identify? Please indicate all that apply.

Response category	Metro region n=1,000	Portland n=338
Asian/Pacific Islander	5%	5%
Black/African/African American	4%	6%
Hispanic/Latino	7%	8%
Native American/American Indian	6%	4%
White/Caucasian	80%	79%
Other	3%	3%
<b>[Don't read]</b> Don't know	<1%	0%
<b>[Don't read]</b> Prefer not to answer	2%	2%