

Contact: John Horvick, Vice President & Political Director**Telephone:** 503.220.0575**Email:** jhorvick@dhmresearch.com**FOR IMMEDIATE RELEASE****September 8, 2016**

Support for Measure 97 outweighs opposition 60% to 30%

Just after Labor Day, Measure 97 kicks off election season with a sizeable lead. Support for the measure is both intense and widespread. Six in ten Oregonians say they would vote for Measure 97 if the election were today, and for every voter who is certain to oppose the measure (23%), there are two voters who are certain to vote for it (46%).

Support for Measure 97 is not only notable for its intensity, but because Oregonians across the state support it. Additionally, a majority of voters of all ages, educational levels, and incomes support the measure. The only demographic group that does not support the measure is Republicans, with 57% opposed. However, even one in four Republicans say they are certain to vote for Measure 97 (24%).

Measure 97 takes advantage of Oregonians' belief that large businesses should pay more taxes

The robust support for the measure might be surprising were it any other tax increase of this magnitude. In the survey, only one-quarter of Oregon voters say the state should increase taxes to raise funding for state programs and services (25%). However, Measure 97's strength lies in the fact that it seeks to raise taxes specifically on large corporations.

Only a handful of Oregonians say individuals (6%) and small businesses (5%) in the state are taxed too little. On the other hand, six in ten Oregonians think large businesses pay too little in state taxes (59%)—nearly the same percentage as those in support of the measure itself.

The measure's dedication of new revenues to education, healthcare, and senior services is another selling point. As John Horvick, Vice President and Political Director of DHM Research, notes, "We consistently see support for increased education funding and services for vulnerable populations in our Oregon polls. While willingness to support tax increases ebbs and flows with the health of our economy, the underlying desire to fund these social services remains. Considering recent improvements to the economy—and the belief that this growth has most benefited the wealthy and large corporations—Measure 97 is well-timed."

Differing opinions about Oregon's economy are informed by party and place

Opinions about the current state of Oregon's economy and where it is headed are split, and a closer look at the demographic differences in opinions shows that party differences and region of the state are determining factors.

A plurality of Oregon voters rate the state's economy as *only fair* (44%), while nearly as many give it a positive rating of *good* or *excellent* (39%). Meanwhile, 14% said economic conditions in Oregon are *poor*.

The correlation between party affiliation and perceptions of the economic was strong, with Democrats more likely to describe the economy as positive (44%) and Republicans the most likely of all demographic groups to say Oregon's economy was *poor* (25%). Voters registered as members of other parties and non-affiliated voters agreed with Democrats, as 42% of these voters also gave a positive rating.

The survey results also show that Portland-area voters have more positive perceptions of Oregon's economy than those living elsewhere. While 45% of Portland metro voters have a positive view of current conditions, just one-third of voters from other parts of the state agree (34%).

Looking to the future of Oregon's economy, 42% say it is *getting better*, while 29% say things are *getting worse*. Again, party registration drives differences in opinion: 50% of Democrats believe the economy is improving while just 29% of Republicans agree.

Both Portland metro voters and voters from the Willamette Valley are optimistic about the future of Oregon's economy. In the greater Portland area, 46% of voters say things are getting better, as do 47% of those in the valley. Meanwhile, voters from other parts of the state—who may not be feeling the economic recovery—are less likely to agree; just 32% of these voters say things are getting better.

Note to Editors

DHM Research is a widely respected opinion research and consultation firm. We are non-partisan and independent, and specialize in assisting public, private, and non-profit clients with planning and decision-making informed by valid qualitative and quantitative research. Located in Portland, Oregon, with offices in Seattle, Washington and Washington, D.C., we have a national reputation for objectivity and thoroughness.

ATTACHMENTS:

Annotated Questionnaire

Cross tables

INTRODUCTION & METHODOLOGY

From Thursday, September 1, through Monday, September 6, 2106, DHM Research conducted a telephone survey of Oregon voters. The purpose of the survey was to measure support voter support for the candidates for president and governor.

Research Methodology: The telephone survey consisted of 517 registered Oregon voters. 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, which included cell phones (46% of the sample). Sample quotas were set by gender, age, area of the state and political party to match the expected general election turnout.

In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation.

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 $\pm 4.3\%$.

Statewide Survey
September 1-6, 2016
Registered Voters modeled for general election turnout
N=517; margin of error ±4.3%

1. All things considered, do you think Oregon is headed in the right direction, or off on the wrong track?

Response Category	N=517
Right direction	50%
Wrong track	36%
(DON'T READ) Don't know	13%

2. How would you rate the economic conditions of Oregon today: excellent, good, only fair, or poor?

Response Category	N=517
Excellent	5%
Good	33%
Only fair	44%
Poor	14%
(DON'T READ) Don't know	3%

3. Do you think the economy in Oregon is getting better or getting worse?

Response Category	N=517
Getting better	42%
Getting worse	29%
(DON'T READ) Staying the same	23%
(DON'T READ) Don't know	6%

Next, I'd like to ask you about a measure that may be on your ballot in the November general election. I will read it exactly as it will appear.

Increases corporate minimum tax when sales exceed \$25 million; funds education, healthcare, senior services

Result of "Yes" Vote: "Yes" vote increases corporate minimum tax when sales exceed \$25 million; removes tax limit; exempts "benefit companies"; increased revenue funds education, healthcare, senior services.

Result of "No" Vote: "No" vote retains existing corporate minimum tax rates based on Oregon sales; tax limited to \$100,000; revenue not dedicated to education, healthcare, senior services.

4. If the election were today, would you vote “Yes” to support the measure or “No” to oppose it? **(Wait and ask if certain to vote yes/no, or leaning towards voting yes/no)**

Response Category	N=517
Total yes	60%
Yes—certain	46%
Yes—lean	14%
Total no	30%
No—lean	7%
No—certain	23%
(DON'T READ) Don't know	10%

5. Which of the following statements is closest to your opinion: **(Rotate A and B)**

Response Category	N=517
a. Oregon should raise taxes and increase funding for state programs and services	25%
b. Oregon should cut taxes and decrease funding for state programs and services	19%
c. Oregon should keep tax rates and funding for programs and services at their current levels.	48%
(DON'T READ) Don't know	8%

For each of the following, indicate if you think that group is paying too much, too little, or about the right amount of Oregon state taxes. **(Randomize. For “too much” and “too little” wait and ask strongly/somewhat)**

Response Category	Too much strongly	Too much somewhat	Right amount	Too little somewhat	Too little strongly	Don't know
6. Large businesses	8%	4%	15%	24%	35%	14%
7. Small businesses	28%	18%	36%	4%	1%	14%
8. Individuals	36%	16%	35%	5%	1%	7%

The last few questions are for statistical purposes and to ensure we talk to a representative group of Oregonians.

D1. Gender (**record from observation**)

Response Category	N=517
Male	49%
Female	51%

D2. Age (**record from sample**)

Response Category	N=517
18-29	15%
30-44	24%
45-64	35%
65+	26%

D3. Political party (**record from sample**)

Response Category	N=517
Democrat	41%
Republican	30%
Independent Party of Oregon	5%
Some other party	1%
Non-affiliated	23%

D4. Vote history (**record from sample**)

Response Category	N=517
0/1 of 4	23%
2 of 4	19%
3 of 4	22%
4 of 4	36%

D5. Area of state (record from sample)

Response Category	N=517
Tri-County	44%
Willamette Valley	27%
Rest of State	29%

D6. What is the highest level of education you have achieved?

Response Category	N=517
Less than high school	2%
High school diploma	18%
Some college	23%
Two-year degree or certificate	16%
Four-year degree	25%
Graduate/professional school	16%
(DON'T READ) Don't know/Refused	1%

D7. What was your total household income in 2015?

Response Category	N=517
Less than \$25,000	11%
\$25,000 to less than \$50,000	21%
\$50,000 to less than \$75,000	19%
\$75,000 to less than \$100,000	14%
\$100,000 to less than \$150,000	9%
\$150,000 or more	6%
(DON'T READ) Don't know/Refused	19%

D8. Do you have any children 18 or under living in your household?

Response Category	N=517
Yes	26%
No	73%
(DON'T READ) Don't know/Refused	1%

D9. What best describes your relationship status?

Response Category	N=517
Single	25%
Married	58%
Cohabiting with a long-term partner	8%
Something else	7%
(DON'T READ) Don't know/Refused	3%

D10. Do you or anyone in your household belong to a labor union?

Response Category	N=517
Yes	19%
No	80%
(DON'T READ) Don't know/Refused	1%

D11. In the last 30 days, have you purchased recreational marijuana from a retail store in Oregon?

Response Category	N=517
Yes	7%
No	90%
(DON'T READ) Don't know/Refused	2%

D12. Congressional district (from file)

Response Category	N=517
District 1	25%
District 2	18%
District 3	19%
District 4	20%
District 5	18%