

TO Interested Parties

FROM Dave Metz and Miranda Everitt
FM3 Research

RE: Voter Views of the Democratic Primary Election for Oregon Governor

DATE April 13, 2022

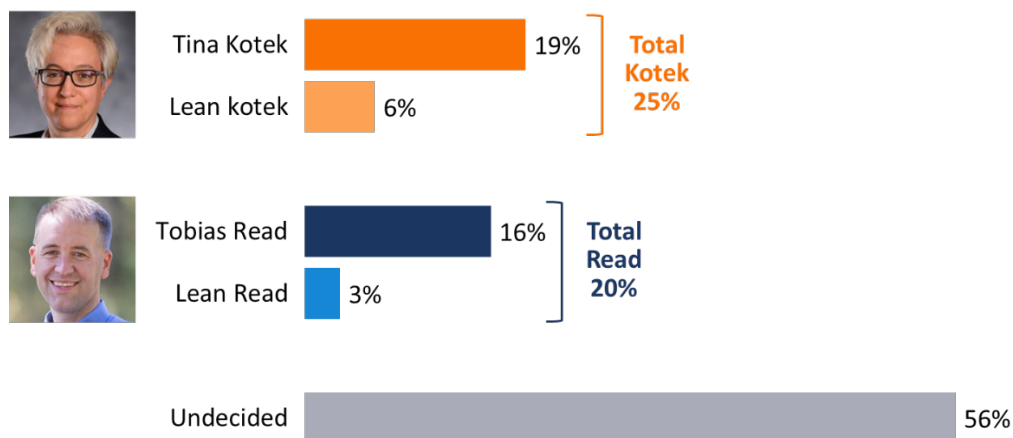
Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently conducted a survey¹ of Democratic primary voters in Oregon to assess the state of the race for governor. The study found that with five weeks until the primary election, **the race for the Democratic nomination for governor is wide open, with Tobias Read and Tina Kotek neck-and-neck in voter support and a majority of voters still undecided.** Either candidate could win the race, depending on their ability to communicate during the final weeks.

Key findings of the survey include:

- **The candidates are closely competitive, with a majority undecided.** As shown in Figure 1 below, Tina Kotek has support from one-quarter of Democratic primary voters, with two in five (20%) backing Tobias Read. More than half (56%) are undecided with five weeks left before primary election day.

Figure 1: Democratic Primary Vote Preference

If the Democratic primary election for Governor of Oregon were held today, for whom would you vote?

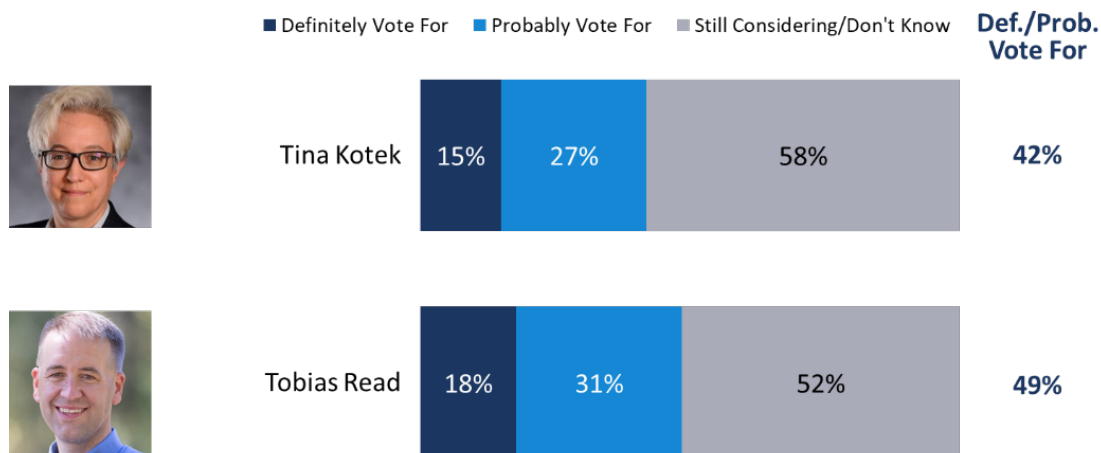


- **Even among those with a preferred candidate, few are committed to their choice.** Figure 2 shows the level of certainty that Kotek and Read voters have about their choices at this point. Notably, most backers of each

candidate are “still considering” each candidate; Read voters are slightly more committed than are Kotek voters.

Figure 2: Certainty of Vote Preference

How certain are you to vote for (NAME OF CANDIDATE)? Will you definitely vote for that probably vote for that candidate, or are you still considering your choices?



- **Read and Kotek have comparable favorability ratings – but Kotek currently has higher negatives.** Figure 3 shows that while both candidates have similar overall name recognition (around two-thirds of voters have at least heard of each candidate), and similar shares with favorable views (24% for Read and 29% for Kotek), more than twice as many voters have a negative view of Kotek (16%) as have one of Read (7%).

Figure 3: Favorability Ratings for Gubernatorial Candidates

Next, I’m going to read you the names of some people active in public life. For each you have heard of, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of that person. If you have never heard of that person, or if you don’t know enough to rate them, please say so.

Candidate Name	Total Favorable	Total Unfavorable	Net Favorability Rating	Total Name ID
Tobias Read	24%	7%	+17	64%
Tina Kotek	29%	16%	+13	66%

In sum, **with just over a month to go, Oregon’s Democratic primary voters have largely not made up their minds in the gubernatorial primary and the race remains wide open.** Either candidate could win the race, and each candidate’s communications over the next few weeks will determine the outcome. With a message focused on new ideas to take on the state’s toughest problems – from housing to climate change to education to public safety – Tobias Read is well-positioned to meet the primary electorate’s desire for a new approach to leadership.

ⁱ **Methodology:** Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a survey April 7-11, 2022, among 653 registered voters in Oregon likely to cast ballots in the 2022 Democratic primary election. The dual-mode survey was conducted online and by telephone -- both cellular and landline. The margin of error for the full sample is +/-3.8% with a 95% confidence interval. Some percentages may not sum to 100% due to rounding.