

September 27, 2022

To: The Oregonian  
From: DHM Research  
Re: Statewide election survey

## INTRODUCTION & METHODOLOGY

From September 23–24, 2022, DHM Research conducted a survey of likely voters in the Oregon 2022 general election. The purpose of the survey was to assess voter support for the gubernatorial candidates and their opinions on key issues in the election.

**Research Methodology:** The survey consisted of 600 registered voters and took approximately 12 minutes to complete. This is a sufficient sample size to assess voter opinions generally and to review findings by multiple subgroups

To ensure broad outreach, respondents were contacted using multiple methods:

- Professionally maintained online panel with participant records matched to the list of registered voters and contacted by email. (n=119)
- Text-to-online in which respondents were sent a text message with a link to take the survey on their phones or other web-enabled devices. All respondent contacts were matched to the list of registered voters. (n=278)
- Live interview calls, on both cellphones and landlines. All respondent contacts were matched to the list of registered voters. (n=203)

In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Respondents were screened for their intention to vote in the upcoming election and quotas were set by gender, age, race, area of the state, and political party to match the profile of likely voters in the November electorate.

**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  $\pm 4.0\%$ .

**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.

The Oregonian  
Statewide Election Survey

September 23-24, 2022  
Oregon likely voters in November 2022 General Election  
N=600; ±4.0% margin of error  
12 minutes

SCREENER

Hello, my name is \_\_\_\_\_ from [name of fielding house]. I am not selling anything. We're conducting a community survey about important issues in Oregon, which will take about 10 minutes to complete. May I please speak to \_\_\_\_\_? **[Must speak to name on list. If unavailable schedule callback.]**

S1. Are you registered to vote at your current address?

Response category	n=600
Yes	100%
No	TERM

S2. How likely are you to vote in the November 2022 election for Oregon governor, United States Congress, and other offices—are you almost certain to vote, will you probably vote, are the chances about 50/50, are you probably not going to vote, or are you definitely not going to vote?

Response category	n=600
Certain	91%
Probably	9%
50/50	TERM
Probably not	TERM
Definitely not	TERM
Don't know	TERM

VOTER MOOD

1. All things considered, would you say that things in Oregon are headed in the right direction or are they on the wrong track?

Response category	n=600
Right direction	25%
Wrong track	62%
Don't know	13%

2. What do you think is the most important problem facing Oregon today? **[Open]**

Response category	n=600
Homelessness	32%
Crime/Safety/Violence/Lack of police presence	16%
Poor leadership/Government/Politics	9%
Affordable housing	9%
Fentanyl deaths/Overuse of drugs	8%
Environment/Climate change/Global warming	8%
Cost of living/Inflation/High prices	8%
Democrats/Liberalism	8%
Education/School	5%
Economy/Jobs/Businesses	5%
Mental health/Illnesses	3%
Taxes	3%
Gun laws	3%
Lack of support for the people	2%
Republicans/Right wing	2%
Pro-abortion/Women's rights/Pro-choice	2%
All other responses	1% or less
Other	6%
Don't know	4%

Do you have a positive or negative impression of the following people and places? **[Wait and ask very/somewhat] [Randomize Q3-Q6. Ask Q7 last]**

Response category	n=600	Very positive	Somewhat positive	Somewhat negative	Very negative	Don't know
3. Kate Brown		10%	21%	16%	47%	6%
4. Tina Kotek		13%	18%	15%	34%	20%
5. Christine Drazan		18%	18%	13%	23%	27%
6. Betsy Johnson		9%	26%	21%	19%	25%
7. The city of Portland		5%	18%	22%	50%	6%

## GUBERNATORIAL ELECTION

8. There will be an election for Oregon governor in November 2022. If the election were today, who would you vote for? **[Ask in this order]**

Response category	n=600
Tina Kotek, Democrat and Working Families parties	31%
Donice Noelle Smith, Constitution Party	1%
R Leon Noble, Libertarian Party	3%
Betsy Johnson, Nonaffiliated	18%
Christine Drazan, Republican Party	32%
Don't know	15%

9. **[If Q8=1–5]** Are you certain to vote for **[answer from Q8, name only]** or are you leaning toward voting for **[answer from Q8, name only]**?

Response category	Certain	Lean	Don't know
Tina Kotek, n=187	61%	37%	2%
Donice Noelle Smith, n=7	49%	51%	0%
R Leon Noble, n=17	36%	43%	21%
Betsy Johnson, n=107	47%	52%	1%
Christine Drazan, n=193	64%	33%	3%

### Combined

Response category	n=600
<b>Tina Kotek</b>	<b>31%</b>
Certain	19%
Lean	12%
Don't know	1%
<b>Donice Noelle Smith</b>	<b>1%</b>
Certain	1%
Lean	1%
Don't know	0%
<b>R Leon Noble</b>	<b>3%</b>
Certain	1%
Lean	1%
Don't know	1%
<b>Betsy Johnson</b>	<b>18%</b>
Certain	8%
Lean	9%
Don't know	<1%
<b>Christine Drazan</b>	<b>32%</b>
Certain	21%
Lean	11%
Don't know	1%
<b>Don't know</b>	<b>15%</b>

10. If the choice for governor were these three candidates only, who would you vote for?  
**[Randomize]**

Response category	n=600
Tina Kotek, Democrat and Working Families parties	33%
Betsy Johnson, Nonaffiliated	21%
Christine Drazan, Republican Party	35%
Don't know	12%

## BALLOT MEASURE 114

The next question is about a measure November election in Oregon. Please **[read/listen]** closely as it is exactly as it will appear on your ballot.

### Measure 114

*Requires permit to acquire firearms; police maintain permit/firearm database; criminally prohibits certain ammunition magazines*

*Result of "Yes" Vote: requires background check, safety training, fee for permit to acquire firearms; state police maintain new permit/ firearm database; criminally prohibits certain magazines; exceptions.*

*Result of "No" Vote: retains current law: seller/ transferor must request criminal background check; permit, safety course not required; no magazine capacity restrictions.*

11. If the election were today, would you vote YES to support the measure or NO to oppose it?

Response category	n=600
Yes	51%
No	39%
Don't know	10%

12. **[If Q11=1 or 2]** Are you certain to vote **[answer from Q11]** or are you leaning toward voting that way?

Response category	Certain	Lean	Don't know
Yes, n=305	79%	19%	2%
No, n=233	83%	14%	2%

*Combined*

Response category	n=600
<b>Yes</b>	<b>51%</b>
Certain	40%
Lean	10%
Don't know	1%
<b>No</b>	<b>39%</b>
Certain	32%
Lean	6%
Don't know	1%
<b>Don't know</b>	<b>10%</b>

## ISSUES

Returning to the election for governor.

How important are the following issues to you when deciding who to vote for in the election for Oregon governor: very important, somewhat important, not too important, not at all important. **[Randomize]**

Response category	n=600	Very important	Somewhat important	Not too important	Not at all important	Don't know
13. Abortion		55%	18%	14%	10%	4%
14. Crime		70%	22%	5%	1%	1%
15. Homelessness		73%	21%	4%	2%	1%
16. Cost of living		68%	24%	6%	2%	1%
17. Climate change		40%	23%	17%	17%	2%
18. Gun policy		53%	28%	11%	6%	2%

The candidates for Oregon governor have proposed the following to reduce the cost of living.

Indicate if you would support or oppose each of these. **[Randomize] [Wait and ask strongly/somewhat]**

Response category	n=600	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
19. Reduce regulations on housing development		23%	30%	18%	13%	16%
20. Reduce regulations on business		26%	29%	18%	13%	14%
21. Reduce state personal income tax rates		45%	30%	10%	6%	9%

**[Rotate economic, crime, and homelessness sections]**

**ECONOMIC**

The next questions are about the economic situation in Oregon.

**[Rotate Q22-Q23]**

22. How would you rate economic conditions in Oregon today?

Response category	n=600
Very good	2%
Good	28%
Poor	39%
Very poor	23%
Don't know	7%

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

Response category	n=600
Very worried	20%
Somewhat worried	38%
Not too worried	26%
Not at all worried	15%
Don't know	2%

**CRIME**

Turning to a new topic: crime and public safety.

How confident, or not, are you in the following organizations: very confident, somewhat confident, not too confident, or not at all confident? **[Randomize]**

Response category	n=600	Very confident	Somewhat confident	Not too confident	Not confident at all	Don't know
24. Your local police department		31%	39%	14%	14%	3%
25. Oregon state police		28%	42%	16%	9%	5%
26. Your county district attorney		12%	33%	18%	18%	19%

27. In general, do you think that the criminal justice system in Oregon is too tough, not tough enough, or about right in handling crime?

Response category	n=600
Too tough	6%
Not tough enough	64%
About right	19%
Don't know	12%

28. Which of the following approaches to lowering the crime rate in Oregon comes closer to your point of view? **[Rotate]**

Response category	n=600
More effort should go to addressing social and economic problems such as drug addiction, homelessness, and mental health	53%
More effort should go to strengthening law enforcement	41%
Don't know	6%

## HOMELESSNESS

Turning to a new topic: homelessness

29. Which is closer to your opinion? **[Rotate]**

Response category	n=600
Homelessness is mostly the result of a lack of affordable places to live	28%
Homelessness is mostly the result of mental illness and drug addiction	61%
Don't know	10%

30. Which is closer to your opinion? **[Rotate]**

Response category	n=600
Local governments should create group shelters as quickly as possible to make room for nearly everyone currently living outdoors in Oregon	36%
Local governments should create permanent housing to house the homeless, including by converting motels, building affordable apartment complexes and setting up tiny homes, even if that takes longer	35%
Don't know	29%

31. Would you support or oppose the following in your community: Forcing people living outdoors into whatever shelter is available? **[Wait and ask strongly/somewhat]**

Response category	n=600
Strongly support	22%
Somewhat support	32%
Somewhat oppose	18%
Strongly oppose	19%
Don't know	9%



## DEMOGRAPHICS

32. Do you describe your gender as:

Response category	n=600
Man	46%
Woman	48%
Non-binary or gender non-conforming	2%
I prefer not to say	4%

33. Age

Response category	n=600
18–29	12%
30–44	25%
45–64	32%
65+	31%

34. Which of the following best describes your race or ethnicity? **[Allow for multiple responses]**

Response category	n=600
Asian/Pacific Islander	4%
Black/African/African American	2%
Hispanic/Latino	7%
Native American/American Indian	3%
White/Caucasian	76%
Other	3%
I prefer not to say	9%

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

Response category	n=600
Less than high school	1%
High school diploma/GED	19%
Some college/2-year degree	37%
College degree/4-year degree	21%
Graduate/professional school	16%
I prefer not to say	5%

36. Which category best describes your gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response category	n=600
Less than \$25,000	9%
\$25,000 to less than \$50,000	16%
\$50,000 to less than \$75,000	16%
\$75,000 to less than \$100,000	17%
\$100,000 to less than \$150,000	17%
\$150,000 or more	11%
I prefer not to say	15%

37. Party **[Don't ask, record from sample]**

Response category	n=600
Democrat	41%
Republican	29%
Some other party	6%
Nonaffiliated	23%

38. Voting history **[Don't ask, record from sample]**

Response category	n=600
0 of 4	5%
1 of 4	15%
2 of 4	14%
3 of 4	20%
4 of 4	45%

39. Vote in May primary elections? **[Don't ask, record from sample]**

Response category	n=600
Yes	64%
No	35%
Don't know	n=2

40. County<sup>1</sup>

Response category	n=600
Portland metro	42%
Willamette Valley	26%
Rest of state	32%

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<sup>1</sup> Portland metro: Clackamas, Multnomah, Washington counties  
 Willamette Valley: Benton, Lane, Linn, Marion, Polk, Yamhill counties  
 Rest of state: all other counties