

# FOR IMMEDIATE RELEASE

From Thursday September 29th through Saturday October 1st, The Hoffman Research Group surveyed a cross section of Oregon voters to ascertain their preferences in the 2016 Presidential Election and their position on Oregon's Measure 97.

The survey is based on landline and cellphone interviews with 605 randomly chosen likely Oregon voters. Attention was given to Oregon's rural and urban divide within seven geographic regions. The survey also maintained appropriate balances with regard to age, gender and vote propensity.

The survey has a margin of error of plus or minus 4% at a 95% confidence level.

Headquartered in Portland, OR, The Hoffman Research Group, a division of Gateway Communications Inc., has conducted hundreds of political tracking surveys and market research projects since 1984.

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For more information, please contact Tim Nashif at The Hoffman Research Group directly at 503-257-0100 or email [tim@gatewayci.com](mailto:tim@gatewayci.com).

Conducted September 29<sup>th</sup> – October 1<sup>st</sup>, 2016  
By The Hoffman Research Group  
Oregon, Likely Voters (n = 605)

## Oregon Statewide Poll

### Topline Report

Table 1. If the Election for President of the United States were held today, which of the following 4 candidates would you vote for? (*ORDER OF OPTIONS ROTATED*)

**33%** Donald J Trump [ R ]  
**8%** Gary Johnson [ L ]  
**45%** Hillary Clinton [ D ]  
**3%** Jill Stein [ P / PG ]  
**11%** Undecided (*Option not given initially*)

(IF 'UNDECIDED' CHOSEN)

Table 2. If you absolutely had to choose today, which of those same candidates would you vote for? (*n=61*)

**15%** Donald J Trump [ R ]  
**5%** Gary Johnson [ L ]  
**18%** Hillary Clinton [ D ]  
**5%** Jill Stein [ P / PG ]  
**57%** Undecided (*Option not given initially*)

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Topline Report (Cont'd)

**Table 3.** On the ballot in November will be a Measure that increases the corporate minimum tax in Oregon when sales exceed 25 million. The Measure, known as Measure 97, is estimated to raise roughly 5 billion in revenue each biennium and will fund education, healthcare, and senior services. If you were voting today, would you vote to Support or Oppose Measure 97?

**41%** Support

**47%** Oppose

**12%** Undecided *(Option not given initially)*

**Demographic Information:**

**Table 4.** Respondent Age

**12%** 18-34

**37%** 35-54

**50%** 55+

**Table 5.** Respondent Gender

**47%** Male

**53%** Female

**Table 7.** Oregon Region

**20%** Multnomah

**11%** Clackamas

**12%** Washington

**26%** Mid

**7%** Coast

**11%** South

**13%** East

**Table 6.** Party Registration

**31%** Republican

**43%** Democrat

**26%** Unaffiliated / 3<sup>rd</sup> Party

**Table 8.** Voting History

**5%** New

**9%** 1 of 4

**19%** 2 of 4

**23%** 3 of 4

**44%** 4 of 4

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# CROSS-TABULATIONS

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**TABLE 1 - IF THE ELECTION FOR PRESIDENT OF THE UNITED STATES WERE HELD TODAY, WHICH OF THE FOLLOWING 4 CANDIDATES WOULD YOU VOTE FOR?**

(CANDIDATE ORDER ROTATED)  
-REPUBLICAN PARTY CANDIDATE DONALD J TRUMP  
-LIBERTARIAN PARTY CANDIDATE GARY JOHNSON  
-DEMOCRATIC PARTY CANDIDATE HILLARY CLINTON  
-PROGRESSIVE AND PACIFIC GREEN PARTY CANDIDATE JILL STEIN

		PRES BALLOT					
		Donald Trump [R]	Gary Johnson [L]	Hillary Clinton [D]	Jill Stein [P/PG]	Undecided	Total
	TOTAL	33%	8%	45%	3%	11%	605
M97 BALLOT	Support	16%	6%	65%	7%	7%	244
	Oppose	52%	11%	23%	1%	12%	280
	Undecided	15%	4%	60%	1%	19%	73
AGE	18-34	27%	17%	33%	15%	8%	75
	35-54	34%	8%	43%	3%	13%	226
	55+	34%	6%	48%	1%	11%	304
GENDER	Male	38%	9%	41%	3%	9%	287
	Female	28%	7%	47%	3%	14%	318
PARTY REGISTRATION	Republican	68%	6%	9%	2%	16%	188
	Democrat	11%	4%	75%	5%	6%	259
	3rd / NA	26%	17%	39%	3%	15%	158
PARTY BY AGE	Yngr Rep	59%	14%	0%	9%	18%	22
	Older Rep	69%	5%	10%	1%	16%	166
	Yngr Dem	9%	9%	58%	21%	3%	33
	Older Dem	12%	3%	77%	2%	6%	226
PARTY BY GENDER	Rep Male	74%	7%	8%	2%	10%	91
	Rep Feml	63%	5%	9%	1%	22%	97
	Dem Male	16%	2%	70%	6%	6%	121
	Dem Feml	7%	5%	78%	4%	6%	138
AGE BY GENDER	Young Male	31%	20%	29%	11%	9%	35
	Young Feml	22%	15%	38%	18%	8%	40
	Older Male	39%	7%	43%	2%	9%	252
	Older Feml	29%	6%	49%	1%	15%	278
OR REGION	Multnomah	19%	5%	69%	2%	5%	121
	Clackamas	34%	12%	41%	3%	10%	68
	Washington	19%	9%	53%	5%	13%	75
	Mid	37%	6%	42%	3%	12%	156
	Coast	49%	14%	26%	0%	12%	43
	South	41%	11%	25%	9%	14%	64
	East	44%	5%	33%	1%	17%	78
VOTING PROPENSITY	1 of 4	22%	16%	45%	5%	11%	55
	2 of 4	30%	8%	38%	4%	20%	117
	3 of 4	34%	9%	46%	2%	9%	139
	4 of 4	35%	5%	49%	2%	9%	265
	New	34%	21%	24%	10%	10%	29

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(IF UNDECIDED CHOSEN)

**TABLE 2 - IF YOU ABSOLUTELY HAD TO CHOOSE TODAY, WHICH OF THOSE SAME CANDIDATES WOULD YOU VOTE FOR?**

		PRES LEAN-TO					
		Donald Trump [R]	Gary Johnson [L]	Hillary Clinton [D]	Jill Stein [P/PG]	Undecided	Total
	TOTAL	15%	5%	18%	5%	57%	61
M97 BALLOT	Support	6%	12%	25%	6%	50%	16
	Oppose	17%	3%	13%	7%	60%	30
	Undecided	27%	0%	18%	0%	55%	11
AGE	18-34	33%	17%	0%	0%	50%	6
	35-54	12%	0%	21%	8%	58%	24
	55+	13%	6%	19%	3%	58%	31
GENDER	Male	9%	5%	27%	5%	55%	22
	Female	18%	5%	13%	5%	59%	39
PARTY REGISTRATION	Republican	21%	7%	7%	4%	61%	28
	Democrat	0%	0%	38%	8%	54%	13
	3rd / NA	15%	5%	20%	5%	55%	20
PARTY BY AGE	Yngr Rep	25%	25%	0%	0%	50%	4
	Older Rep	21%	4%	8%	4%	62%	24
	Yngr Dem	0%	0%	0%	0%	100%	1
	Older Dem	0%	0%	42%	8%	50%	12
PARTY BY GENDER	Rep Male	25%	12%	0%	12%	50%	8
	Rep Feml	20%	5%	10%	0%	65%	20
	Dem Male	0%	0%	33%	0%	67%	6
	Dem Feml	0%	0%	43%	14%	43%	7
AGE BY GENDER	Young Male	0%	33%	0%	0%	67%	3
	Young Feml	67%	0%	0%	0%	33%	3
	Older Male	11%	0%	32%	5%	53%	19
	Older Feml	14%	6%	14%	6%	61%	36
OR REGION	Multnomah	0%	50%	0%	0%	50%	4
	Clackamas	14%	0%	29%	14%	43%	7
	Washington	22%	0%	33%	0%	44%	9
	Mid	18%	6%	18%	0%	59%	17
	Coast	0%	0%	20%	20%	60%	5
	South	25%	0%	25%	12%	38%	8
	East	9%	0%	0%	0%	91%	11
VOTING PROPENSITY	1 of 4	0%	0%	0%	0%	100%	6
	2 of 4	21%	11%	21%	11%	37%	19
	3 of 4	15%	0%	15%	8%	62%	13
	4 of 4	10%	5%	24%	0%	62%	21
	New	50%	0%	0%	0%	50%	2

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**TABLE 3 - ON THE BALLOT IN NOVEMBER WILL BE A MEASURE THAT INCREASES THE CORPORATE MINIMUM TAX IN OREGON WHEN SALES EXCEED 25 MILLION. THE MEASURE, KNOWN AS MEASURE 97, IS ESTIMATED TO RAISE ROUGHLY 5 BILLION IN REVENUE EACH BIENNIUM AND WILL FUND EDUCATION, HEALTHCARE, AND SENIOR SERVICES. IF YOU WERE VOTING TODAY, WOULD YOU VOTE TO SUPPORT OR OPPOSE MEASURE 97?**

		M97 BALLOT			
		Support	Oppose	Undecided	Total
	TOTAL	41%	47%	12%	597
PRES BALLOT	Donald Trump [R]	20%	74%	6%	197
	Gary Johnson [L]	29%	65%	6%	48
	Hillary Clinton [D]	59%	24%	16%	267
	Jill Stein [P/PG]	80%	15%	5%	20
	Undecided	25%	54%	22%	65
PRES LEAN-TO	Donald Trump [R]	11%	56%	33%	9
	Gary Johnson [L]	67%	33%	0%	3
	Hillary Clinton [D]	40%	40%	20%	10
	Jill Stein [P/PG]	33%	67%	0%	3
	Undecided	25%	56%	19%	32
AGE	18-34	57%	28%	15%	75
	35-54	40%	46%	14%	224
	55+	38%	52%	10%	298
GENDER	Male	39%	50%	11%	283
	Female	43%	44%	13%	314
PARTY REGISTRATION	Republican	17%	75%	8%	186
	Democrat	60%	26%	14%	257
	3rd / NA	38%	47%	15%	154
PARTY BY AGE	Yngr Rep	32%	59%	9%	22
	Older Rep	15%	77%	7%	164
	Yngr Dem	79%	9%	12%	33
	Older Dem	57%	29%	14%	224
PARTY BY GENDER	Rep Male	13%	83%	3%	90
	Rep Feml	21%	68%	11%	96
	Dem Male	58%	27%	15%	121
	Dem Feml	61%	26%	13%	136
AGE BY GENDER	Young Male	60%	29%	11%	35
	Young Feml	55%	28%	18%	40
	Older Male	35%	53%	11%	248
	Older Feml	41%	46%	12%	274
OR REGION	Multnomah	48%	40%	12%	120
	Clackamas	38%	47%	15%	68
	Washington	48%	36%	16%	73
	Mid	45%	45%	10%	154
	Coast	30%	58%	12%	43
	South	41%	49%	10%	63
	East	24%	64%	12%	76
VOTING PROPENSITY	1 of 4	54%	30%	17%	54
	2 of 4	50%	36%	15%	115
	3 of 4	35%	56%	9%	137
	4 of 4	36%	53%	11%	262
	New	52%	28%	21%	29

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Conducted Sept 29th - Oct 1st, 2016  
Likely Voters, Oregon Statewide

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**TABLE 4 - RESPONDENT AGE**

		AGE			
		18-34	35-54	55+	Total
	TOTAL	12%	37%	50%	605
PRES BALLOT	Donald Trump [R]	10%	38%	52%	198
	Gary Johnson [L]	27%	35%	38%	48
	Hillary Clinton [D]	9%	36%	54%	270
	Jill Stein [P/PG]	55%	30%	15%	20
	Undecided	9%	42%	49%	69
PRES LEAN-TO	Donald Trump [R]	22%	33%	44%	9
	Gary Johnson [L]	33%	0%	67%	3
	Hillary Clinton [D]	0%	45%	55%	11
	Jill Stein [P/PG]	0%	67%	33%	3
	Undecided	9%	40%	51%	35
M97 BALLOT	Support	18%	36%	46%	244
	Oppose	8%	37%	55%	280
	Undecided	15%	42%	42%	73
GENDER	Male	12%	39%	49%	287
	Female	13%	36%	52%	318
PARTY REGISTRATION	Republican	12%	38%	50%	188
	Democrat	13%	37%	50%	259
	3rd / NA	13%	37%	51%	158
PARTY BY GENDER	Rep Male	14%	41%	45%	91
	Rep Feml	9%	36%	55%	97
	Dem Male	11%	38%	51%	121
	Dem Feml	14%	36%	49%	138
OR REGION	Multnomah	12%	38%	50%	121
	Clackamas	12%	40%	49%	68
	Washington	13%	37%	49%	75
	Mid	13%	33%	54%	156
	Coast	12%	40%	49%	43
	South	12%	39%	48%	64
	East	12%	40%	49%	78
VOTING PROPENSITY	1 of 4	29%	49%	22%	55
	2 of 4	15%	51%	34%	117
	3 of 4	11%	43%	46%	139
	4 of 4	5%	25%	71%	265
	New	52%	48%	0%	29

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**TABLE 5 - RESPONDENT GENDER**

		GENDER		
		Male	Female	Total
	TOTAL	47%	53%	605
PRES BALLOT	Donald Trump [R]	55%	45%	198
	Gary Johnson [L]	52%	48%	48
	Hillary Clinton [D]	44%	56%	270
	Jill Stein [P/PG]	45%	55%	20
	Undecided	36%	64%	69
PRES LEAN-TO	Donald Trump [R]	22%	78%	9
	Gary Johnson [L]	33%	67%	3
	Hillary Clinton [D]	55%	45%	11
	Jill Stein [P/PG]	33%	67%	3
	Undecided	34%	66%	35
M97 BALLOT	Support	45%	55%	244
	Oppose	51%	49%	280
	Undecided	44%	56%	73
AGE	18-34	47%	53%	75
	35-54	50%	50%	226
	55+	46%	54%	304
PARTY REGISTRATION	Republican	48%	52%	188
	Democrat	47%	53%	259
	3rd / NA	47%	53%	158
PARTY BY AGE	Yngr Rep	59%	41%	22
	Older Rep	47%	53%	166
	Yngr Dem	39%	61%	33
	Older Dem	48%	52%	226
OR REGION	Multnomah	45%	55%	121
	Clackamas	53%	47%	68
	Washington	45%	55%	75
	Mid	48%	52%	156
	Coast	44%	56%	43
	South	45%	55%	64
	East	50%	50%	78
VOTING PROPENSITY	1 of 4	49%	51%	55
	2 of 4	46%	54%	117
	3 of 4	47%	53%	139
	4 of 4	47%	53%	265
	New	59%	41%	29

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**TABLE 6 - PARTY REGISTRATION**

		PARTY REGISTRATION			
		Republican	Democrat	3rd / NA	Total
	TOTAL	31%	43%	26%	605
PRES BALLOT	Donald Trump [R]	65%	15%	21%	198
	Gary Johnson [L]	23%	21%	56%	48
	Hillary Clinton [D]	6%	71%	23%	270
	Jill Stein [P/PG]	15%	60%	25%	20
	Undecided	43%	22%	35%	69
PRES LEAN-TO	Donald Trump [R]	67%	0%	33%	9
	Gary Johnson [L]	67%	0%	33%	3
	Hillary Clinton [D]	18%	45%	36%	11
	Jill Stein [P/PG]	33%	33%	33%	3
	Undecided	49%	20%	31%	35
M97 BALLOT	Support	13%	63%	24%	244
	Oppose	50%	24%	26%	280
	Undecided	19%	49%	32%	73
AGE	18-34	29%	44%	27%	75
	35-54	32%	42%	26%	226
	55+	31%	43%	26%	304
GENDER	Male	32%	42%	26%	287
	Female	31%	43%	26%	318
AGE BY GENDER	Young Male	37%	37%	26%	35
	Young Feml	22%	50%	28%	40
	Older Male	31%	43%	26%	252
	Older Feml	32%	42%	26%	278
OR REGION	Multnomah	20%	52%	28%	121
	Clackamas	37%	35%	28%	68
	Washington	19%	51%	31%	75
	Mid	35%	44%	22%	156
	Coast	28%	35%	37%	43
	South	38%	36%	27%	64
	East	45%	36%	19%	78
VOTING PROPENSITY	1 of 4	25%	44%	31%	55
	2 of 4	21%	36%	43%	117
	3 of 4	35%	40%	25%	139
	4 of 4	36%	48%	17%	265
	New	21%	38%	41%	29

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**TABLE 7 - OREGON REGION**

		OR REGION							
		Multnomah	Clackamas	Washington	Mid	Coast	South	East	Total
	TOTAL	20%	11%	12%	26%	7%	11%	13%	605
PRES BALLOT	Donald Trump [R]	12%	12%	7%	29%	11%	13%	17%	198
	Gary Johnson [L]	12%	17%	15%	21%	12%	15%	8%	48
	Hillary Clinton [D]	31%	10%	15%	24%	4%	6%	10%	270
	Jill Stein [P/PG]	15%	10%	20%	20%	0%	30%	5%	20
	Undecided	9%	10%	14%	28%	7%	13%	19%	69
PRES LEAN-TO	Donald Trump [R]	0%	11%	22%	33%	0%	22%	11%	9
	Gary Johnson [L]	67%	0%	0%	33%	0%	0%	0%	3
	Hillary Clinton [D]	0%	18%	27%	27%	9%	18%	0%	11
	Jill Stein [P/PG]	0%	33%	0%	0%	33%	33%	0%	3
	Undecided	6%	9%	11%	29%	9%	9%	29%	35
M97 BALLOT	Support	23%	11%	14%	28%	5%	11%	7%	244
	Oppose	17%	11%	9%	25%	9%	11%	18%	280
	Undecided	21%	14%	16%	22%	7%	8%	12%	73
AGE	18-34	20%	11%	13%	27%	7%	11%	12%	75
	35-54	20%	12%	12%	23%	8%	11%	14%	226
	55+	20%	11%	12%	28%	7%	10%	12%	304
GENDER	Male	19%	13%	12%	26%	7%	10%	14%	287
	Female	21%	10%	13%	25%	8%	11%	12%	318
PARTY REGISTRATION	Republican	13%	13%	7%	29%	6%	13%	19%	188
	Democrat	24%	9%	15%	26%	6%	9%	11%	259
	3rd / NA	22%	12%	15%	22%	10%	11%	9%	158
PARTY BY AGE	Yngr Rep	9%	14%	5%	36%	9%	5%	23%	22
	Older Rep	13%	13%	8%	28%	6%	14%	18%	166
	Yngr Dem	30%	6%	12%	24%	3%	18%	6%	33
	Older Dem	23%	10%	15%	27%	6%	8%	12%	226
PARTY BY GENDER	Rep Male	10%	16%	5%	26%	7%	13%	22%	91
	Rep Feml	15%	10%	9%	31%	6%	12%	15%	97
	Dem Male	27%	8%	14%	26%	5%	7%	13%	121
	Dem Feml	22%	10%	15%	27%	7%	11%	9%	138
AGE BY GENDER	Young Male	20%	14%	17%	20%	6%	9%	14%	35
	Young Feml	20%	8%	10%	32%	8%	12%	10%	40
	Older Male	19%	12%	11%	27%	7%	10%	13%	252
	Older Feml	21%	10%	13%	24%	8%	11%	13%	278
VOTING PROPENSITY	1 of 4	18%	9%	16%	25%	5%	11%	15%	55
	2 of 4	13%	15%	14%	26%	6%	9%	17%	117
	3 of 4	17%	16%	8%	28%	7%	11%	14%	139
	4 of 4	26%	8%	12%	25%	8%	11%	10%	265
	New	17%	7%	21%	17%	10%	10%	17%	29

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Likely Voters, Oregon Statewide

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**TABLE 8 - VOTING PROPENSITY**

		VOTING PROPENSITY					
		1 of 4	2 of 4	3 of 4	4 of 4	New	Total
	TOTAL	9%	19%	23%	44%	5%	605
PRES BALLOT	Donald Trump [R]	6%	18%	24%	47%	5%	198
	Gary Johnson [L]	19%	19%	25%	25%	12%	48
	Hillary Clinton [D]	9%	17%	24%	48%	3%	270
	Jill Stein [P/PG]	15%	25%	15%	30%	15%	20
	Undecided	9%	33%	19%	35%	4%	69
PRES LEAN-TO	Donald Trump [R]	0%	44%	22%	22%	11%	9
	Gary Johnson [L]	0%	67%	0%	33%	0%	3
	Hillary Clinton [D]	0%	36%	18%	45%	0%	11
	Jill Stein [P/PG]	0%	67%	33%	0%	0%	3
	Undecided	17%	20%	23%	37%	3%	35
M97 BALLOT	Support	12%	23%	20%	39%	6%	244
	Oppose	6%	15%	28%	49%	3%	280
	Undecided	12%	23%	16%	40%	8%	73
AGE	18-34	21%	23%	20%	16%	20%	75
	35-54	12%	27%	27%	29%	6%	226
	55+	4%	13%	21%	62%	0%	304
GENDER	Male	9%	19%	23%	43%	6%	287
	Female	9%	20%	23%	44%	4%	318
PARTY REGISTRATION	Republican	7%	13%	26%	51%	3%	188
	Democrat	9%	16%	22%	49%	4%	259
	3rd / NA	11%	32%	22%	28%	8%	158
PARTY BY AGE	Yngr Rep	14%	23%	27%	23%	14%	22
	Older Rep	7%	12%	25%	54%	2%	166
	Yngr Dem	27%	15%	18%	18%	21%	33
	Older Dem	7%	16%	22%	53%	2%	226
PARTY BY GENDER	Rep Male	10%	15%	29%	41%	5%	91
	Rep Feml	5%	11%	23%	60%	1%	97
	Dem Male	8%	17%	15%	55%	4%	121
	Dem Feml	10%	15%	28%	43%	4%	138
AGE BY GENDER	Young Male	23%	20%	11%	20%	26%	35
	Young Feml	20%	25%	28%	12%	15%	40
	Older Male	8%	19%	24%	46%	3%	252
	Older Feml	7%	19%	23%	49%	2%	278
OR REGION	Multnomah	8%	12%	19%	56%	4%	121
	Clackamas	7%	25%	32%	32%	3%	68
	Washington	12%	21%	15%	44%	8%	75
	Mid	9%	20%	25%	43%	3%	156
	Coast	7%	16%	23%	47%	7%	43
	South	9%	17%	23%	45%	5%	64
	East	10%	26%	24%	33%	6%	78

HOFFMAN RESEARCH GROUP: A Division of Gateway Communications Inc.  
Conducted Sept 29th - Oct 1st, 2016  
Likely Voters, Oregon Statewide