

SAFER Council

survey research

January 13, 2021





ABOUT DHM
RESEARCH



PROJECT
EXAMPLES



NOTES ON
TIMING



SURVEY
BASICS



COSTS



Q&A



Founded in 1977

Based in Portland

Independent and non-partisan

Full service, including both quantitatively
and qualitative approaches



2018 Housing

2016 Community satisfaction

2016 Community Center funding

2012 Service fee

2020 UWSWCD permanent rate

2019 Portland fire bond

2019 Tigard public safety levy

2019 Bend transportation bond

2019 Portland gas tax renewal

2018 Clackamas County courthouse

2017 Hillsboro public safety levy

2015 Troutdale transportation funding

Other recent projects

May

36

12

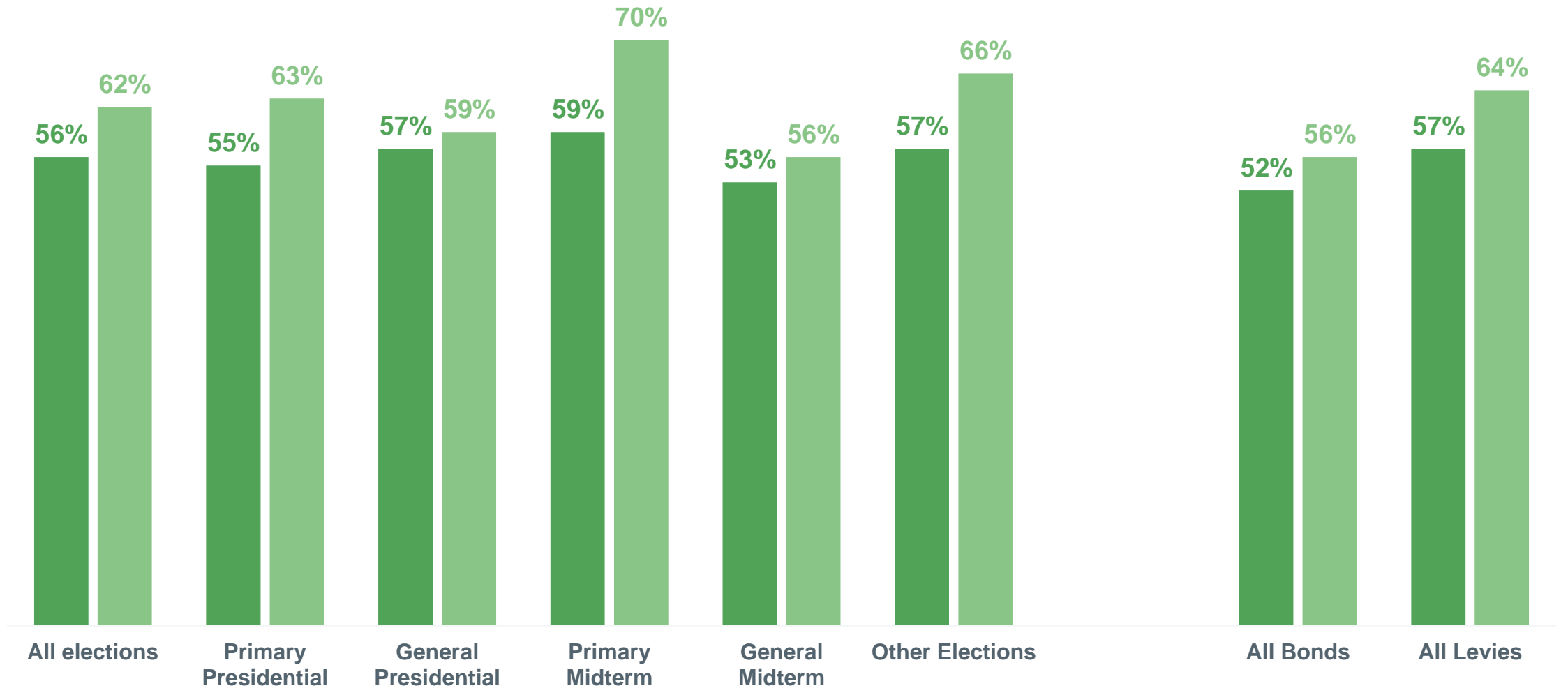
Nov

52

16

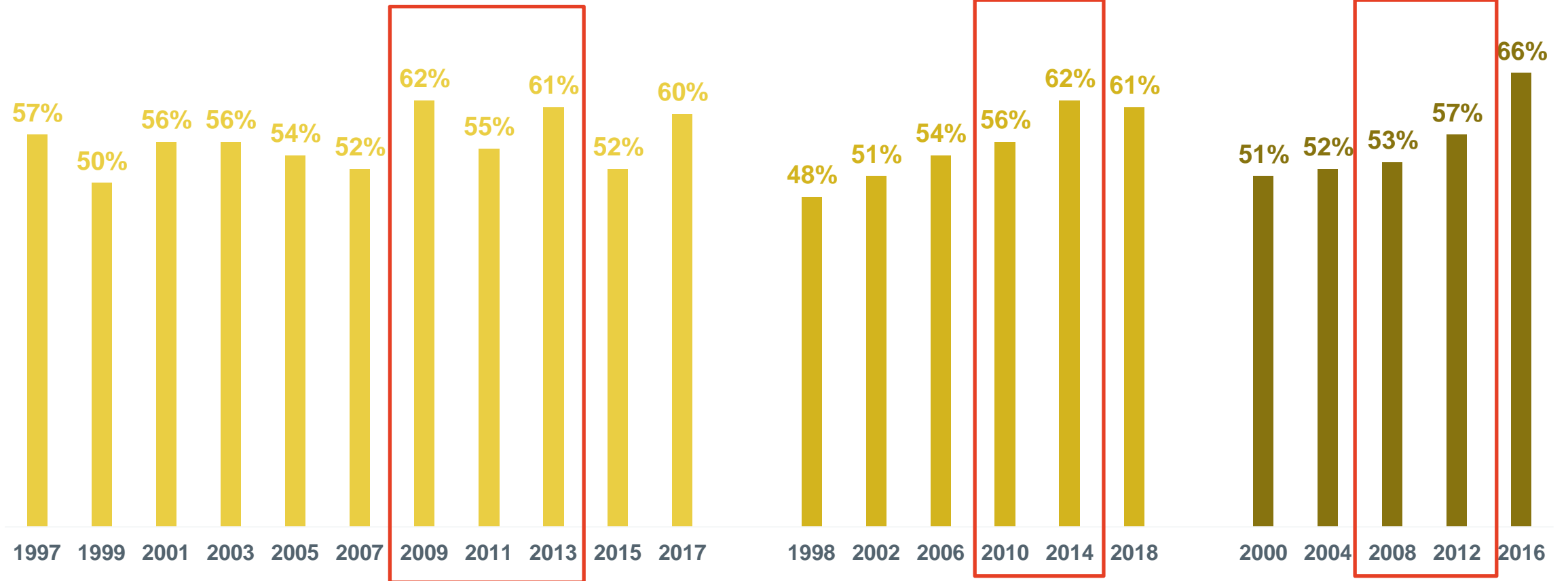
Oregon Local Funding Measures: 1997-2018

% Yes Vote Across All Elections / % Elections with 50%+ Vote



% Yes Vote Across All Local Funding Elections by Year

Off cycle / Midterm / Presidential



Survey timing

- Assume 6-8 weeks
 - 2-5 weeks for survey development
 - 1 week for fielding
 - 2 weeks for analysis and reporting
- Field survey for when most critical decision made:
 - Early in the process to determine whether or not to pursue.
 - Late in the process nearest when councils vote and campaigns start.

Survey considerations: goals

1. Gauge voter priorities
2. Determine voter support and likelihood of passage
3. Test alternatives: rates, mechanisms, priorities
4. Evaluate messaging (e.g., for campaigns, voter pamphlets)
5. Assess voter profile

Survey considerations: mechanics

1. Start with a list
2. Voter lists are most comprehensive (and can be merged with utility lists if available)
3. Live interviewer + text-to-online
4. 30 to 100 contacts per complete

Approximate voter counts

112,000 voters in east Multnomah County

63,000 voters with known telephone numbers

32,000 voter households with known telephone numbers

MAXIMUM ESTIMATED COMPLETED SURVEY: 300-400

Survey costs

Sample size	Minutes	Cost
200	10	\$19,000
	12	\$22,000
	15	\$26,000
300	10	\$22,000
	12	\$25,000
	15	\$30,000
400	10	\$25,000
	12	\$28,000
	15	\$33,000

Q&A



John Horvick
jhorvick@dhmresearch.com
@horvick

dhmresearch.com