

ACTION SOLUTIONS

Interactive Communications Experts Survey Results

March 14, 2014

TO: Nick Williams

RE: Salem Jobs Pac

The following is a summary of the results obtained from a survey of registered voters who reside in Salem Oregon. The sample size is 474 voters. The survey was conducted on the 3/11/2014. Below is a selection of the top line results for each question asked in the survey. We are happy to supply further analysis, additional comparisons, tables, graphs, etc. upon request. Thank you for the opportunity to work on this project.

Survey Summary

Date of Survey: 3/11/2014
Sample Size: N=474
Target Sample: Registered voters
Weighting: By gender: 51% female/49% male

By age:

26% 40 and under
19.51% 41 to 50
24.61% 51 to 60
18% 61 to 70
8% 71 to 80
5 % 81 and above

The above results have been derived from the current registration in the region's voter file for parties, the age distribution is a common weighting used in the 2010 elections and the common distribution between male and female found in most social science studies.

The graphs presented in the report are the weighted results.

Survey Results

Do you support or oppose the construction of the third bridge across the Willamette River?

Press 1 if you support the construction of a third bridge

Press 2 if you oppose the construction of a third bridge

Press 3 if you have no opinion

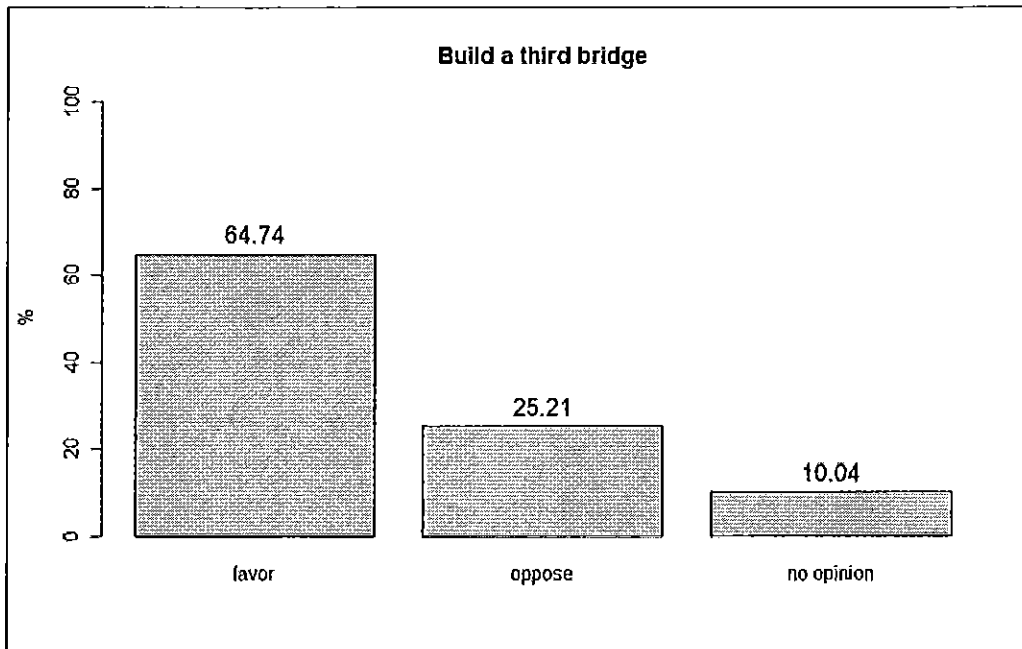


Figure 1 – Do you support or oppose the construction of the third bridge across the Willamette River?

In Figure 1, we see that 64.74% of the respondents think that a third bridge over the Willamette is needed.

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Methodology

Action Solutions polls are carried out via a state-of-the-art automated telephone system using standard statistical methods to select a representative sample of registered voters.

Sampling

Samples for Action Solutions are derived from lists of registered voters from the survey's targeted district or geographic area. In the case of certain state legislative districts, the entire list of registered voters with a telephone number are called and offered a chance to participate in the survey. Depending upon response rates, multiple rounds of calls to the list of registered voters might be required to obtain a sufficient sample size.

In order to ensure a distribution of ages and genders within households, the automated survey asks the respondent to identify their age and gender. Specifically, the aim is for a gender split based on the gender split from recent elections, this gender split is typically 51% female and 49% male.

Since all Action Solution polls are of registered voters, each respondent is screened to establish him/her as a registered voter. In the months prior to elections, surveys sometimes screen for "likely voters" through a series of additional questions about past voting behavior and interest in voting in the current election.

Interviewing

All Action Solutions survey questions are digitally recorded and fed to an automated calling program. Respondents use the keypad on the phone to answer questions. Typically, calls are placed from 5 pm to 9 pm local time during the week. Saturday calls are made from 11 am to 6 pm local time and Sunday calls from 1 pm to 8 pm local time.

Weighting

After the calls are completed, the raw data is processed through a well-known statistical analysis program to ensure the sample reflects the overall population, typically in terms of age, gender, and political party. The processing step is required because different segments of the population answer the phone in different ways. For example, women answer the phone more than men, older citizens are home more and participate more often than younger people, and rural residents typically answer the phone more frequently than urban residents.

Company Background

Jeff Kubler is President of Action Solutions. Action Solutions has extensive experience in the use of sophisticated automated phone systems and voter survey techniques, including survey work for both scientific research purposes and voter identification surveys.

George Weaver is a research and consulting statistician with 17 years of experience in Ecology, Forestry and Fisheries research and 7 years of experience consulting with Electrical, Chemical and Mechanical Engineers. He received his Ph.D. in Statistics from Oregon State University.