



OREGON'S GUBERNATORIAL SHOWDOWN: Data-driven survey research

Client Challenge

Seeking accurate polling without breaking the bank

In 2022, one of Oregon's leading pro-business interest groups sought polling clarity on the state's unusually competitive gubernatorial election (fueled by the entry of a unique third-party candidate).

The business group consulted their traditional pollster, who quoted over \$200,000 for four rounds of methodologically problematic robocall surveys. At that price, the pollster offered a sample size of only n=500 per wave — which would have resulted in impractically small demographic subgroups for crosstabulation analysis. Given the proposal's low-quality sampling mode, small sample size, and high overall price tag, the business group sought alternative polling bids.

i360's Solution

Cost-effective, multi-mode tracking

i360, the leading data and technology provider for the pro-free market public policy and advocacy community, leveraged our unique approach to survey research to provide a superior solution for our Oregon client.

At a total cost of under \$100,000, i360's survey research scientists deployed a mixed-mode tracking poll (live phone operator + voter-file matched online panel) interviewing more than 1,000 Oregon registered voters during each of four survey waves.

This mixed-mode approach not only provided a statistically robust sample of Oregon registered voters but also reduced the cost per interview, enabling us to survey a larger sample size in each tracking poll.



Verified respondents, multi-mode sampling

i360 ensures high-quality insights by using mixed-mode sampling to reach hard-to-survey groups and requiring 100% identity verification of respondents.



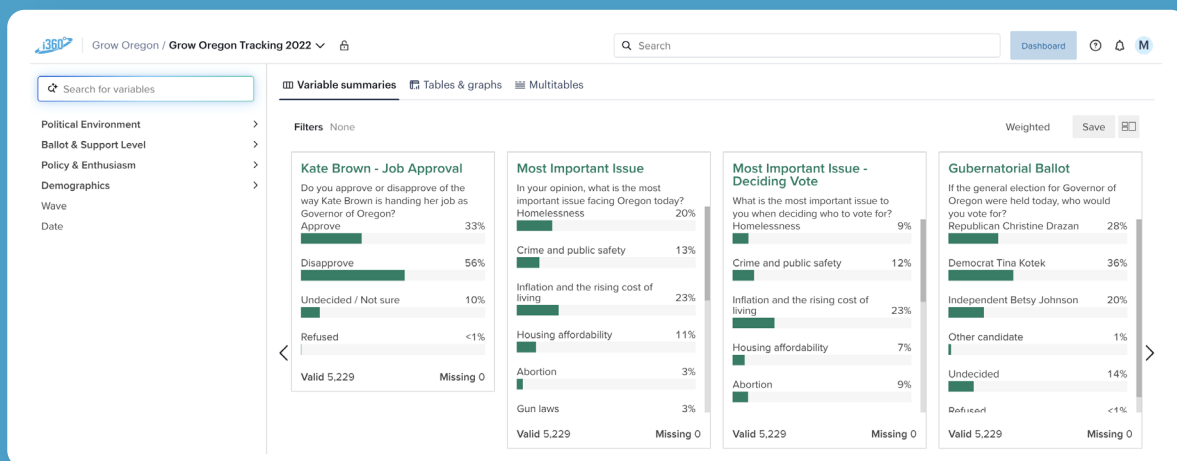
More data, better insights

i360's voter and consumer database covers 270M+ adults with hundreds of proprietary attitudinal and behavioral variables.



Interactive data is actionable data

Explore results in our interactive platform to compare subgroups, track trends, run stat tests, and share on-demand.



Seeking accurate polling without breaking the bank

i360 delivers survey results through our interactive analytics partner, which lets clients share findings, filter by demographics, run live significance testing, and export charts with ease. In Oregon, we also provided in-person briefings, giving political context and a valuable insider benefit to members.

Age

Gubernatorial Ballot (Including Leaners)
If the general election for Governor of Oregon were held today, who would you vote for? (If UNDECIDED: Who would you be leaning towards...)

	18-29	30-44	45-64	65+	All
Republican Christine Drazan	22	25	34	33	30
Democrat Tina Kotek	43	44	35	36	38
Independent Betsy Johnson	19	18	23	25	22
Other candidate	4	2	1	1	2
Firmly undecided	11	10	7	5	7
Refused	1	1	1	1	1
Unweighted N	736	1,386	1,718	1,389	5,229

The Results

i360's winning formula: accurate, actionable, and affordable

i360's statistically rigorous survey research leverages the power of our industry-leading voter and consumer file to drive uncommonly accurate polling. Combining proprietary weighting variables (including modeled partisanship, educational attainment, and cluster-derived urban density) with a probability-based approach to likely electorate modeling, our final tracking poll nailed the results of the complex 2022 Oregon governor's race within 0.5% of the final margin of victory. This longitudinal data validated our client's candidate investment decision and provided group members with an accurate picture of the race.

About i360

i360 is the leading provider of data and technology for organizations that promote free enterprise and individual liberty. For more than 15 years, we've helped customers activate deep insights into nearly every American consumer, including the voters who matter most to your cause. From polling and targeting services to analytics platforms and field apps, our suite of tools delivers smarter, more effective campaigns.



Discover more and schedule a consultation.

Visit: i-360.com/survey-research
 Email: surveys@i-360.com

