





Portland Voter Experience With Using Ranked-Choice Voting

Key Findings of a Survey Conducted October 28-November 11, 2024



OPINION
RESEARCH
& STRATEGY

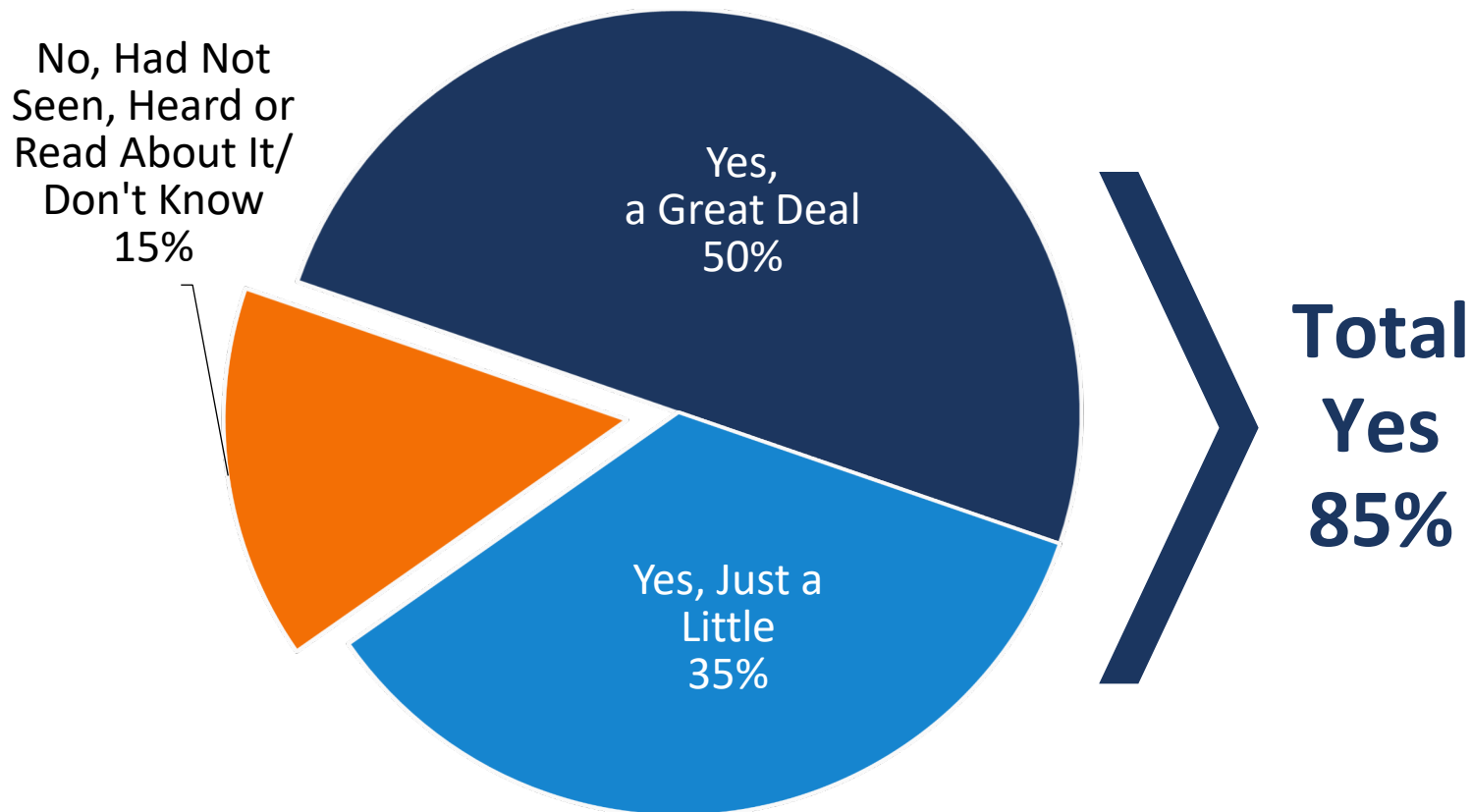
Survey Methodology

Dates	October 28-November 11, 2024
Survey Type	Dual-mode Voter Survey
Research Population	November 2024 Voters in Portland
Total Interviews	1,658, inclusive of oversamples yielding 150 Black voters, 150 Asian and Pacific Islander voters, and 215 Latino voters
Margin of Sampling Error	(Full Sample) $\pm 2.8\%$ at the 95% Confidence Level (Half Sample) $\pm 4.0\%$ at the 95% Confidence Level (Black and API Voters) $\pm 8.0\%$ at the 95% Confidence Level (Latino Voters) $\pm 6.8\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English and Spanish

(Note: Not All Results Will Sum to 100% Due to Rounding)

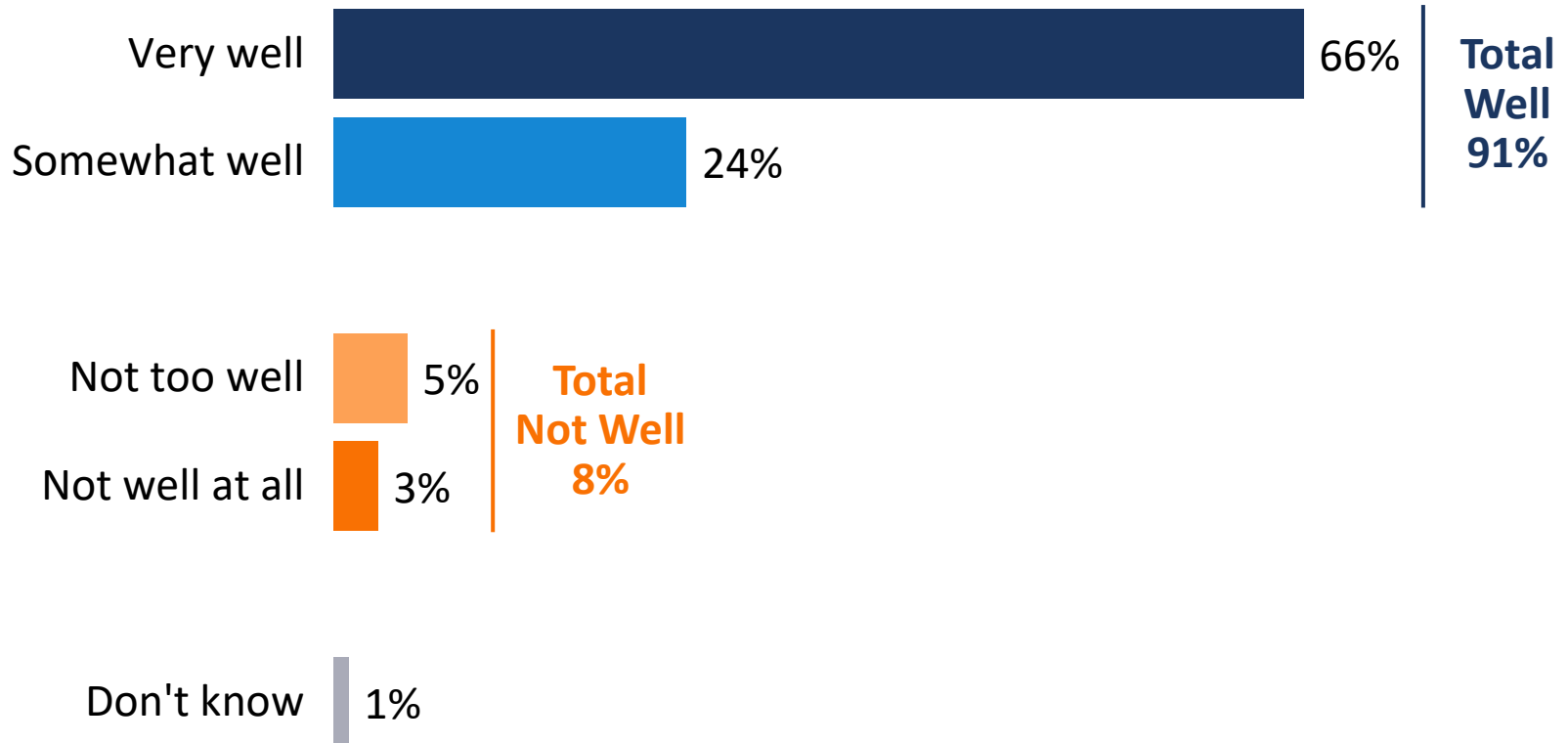
More than four in five voters had heard something about ranked choice voting before casting their ballot.

*The next questions are specifically about ranked-choice voting.
Had you heard, seen or read anything about this change before voting?*



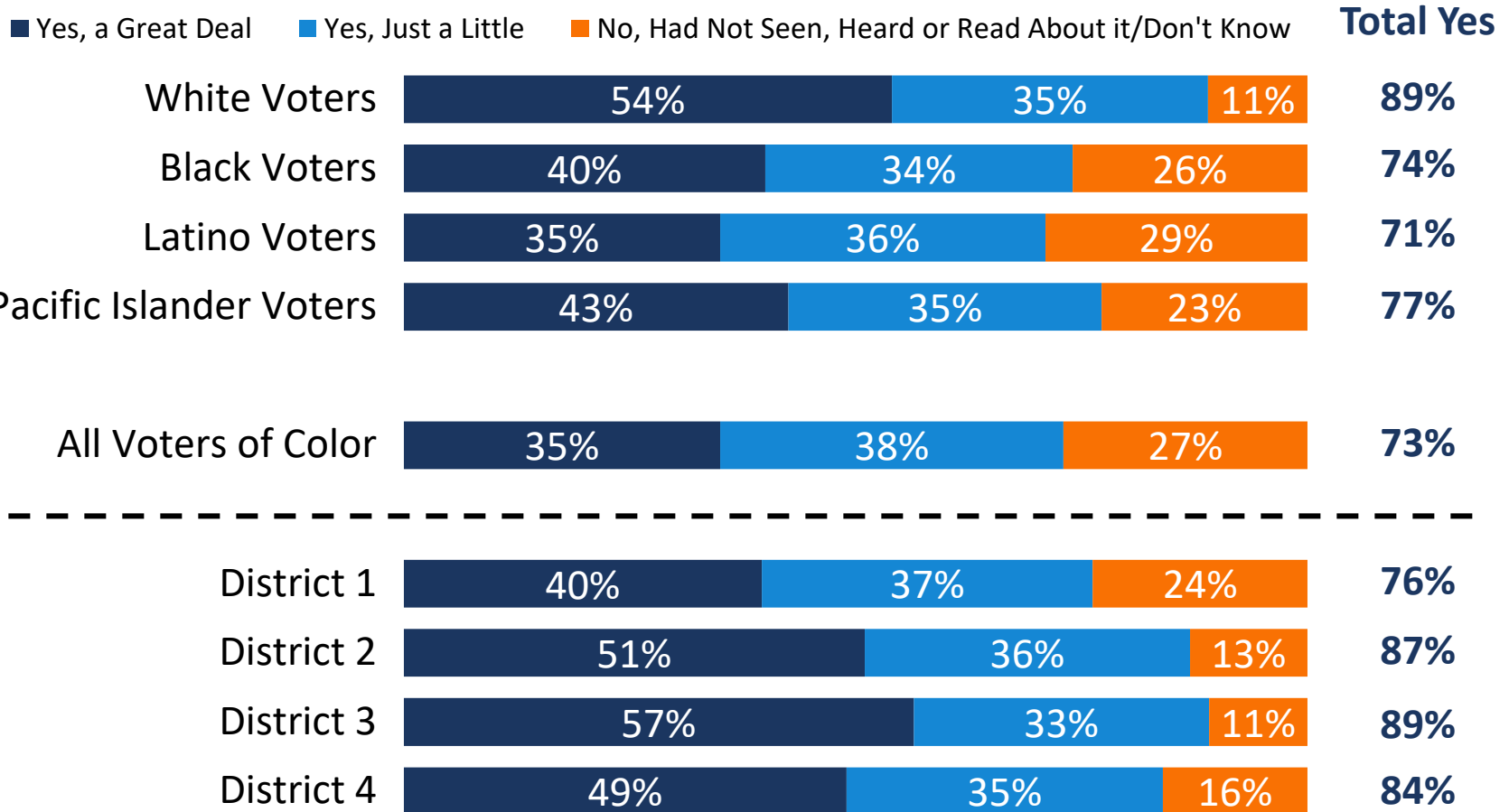
Nine in ten said they “very well” or “somewhat well” understood how to fill out their city ballot.

How well did you understand how to fill out your ballot for mayor, auditor and city council this year?



Voters of color and in Council District 1 were less aware of ranked choice before voting.

Awareness of RCV by Race/Ethnicity & City Council District

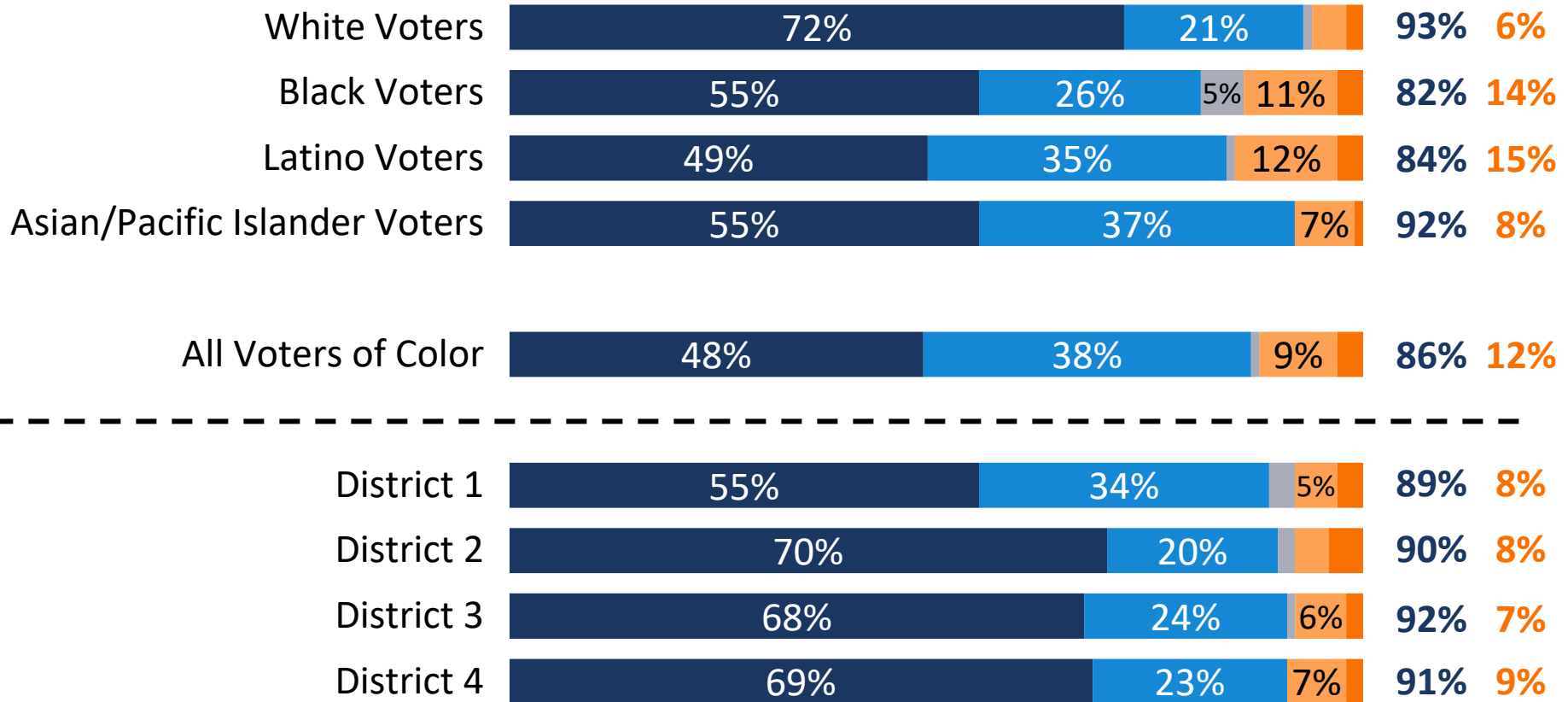


Broad majorities understood how to fill out their ballot across ethnicity and district.

Understand Ballot by Race/Ethnicity & City Council District

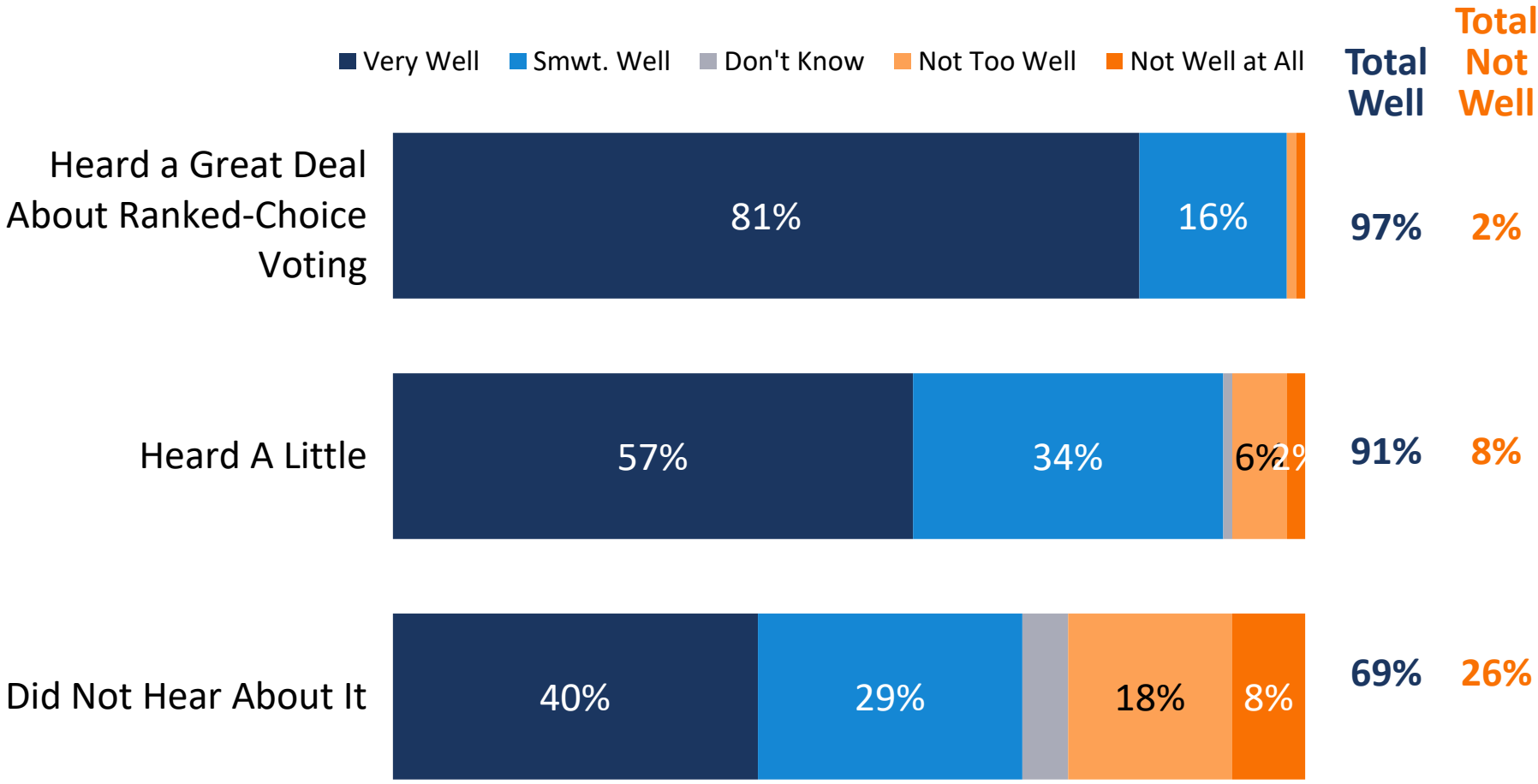
■ Very Well
 ■ Smwt. Well
 ■ Don't Know
 ■ Not Too Well
 ■ Not Well at All

Total Well **Total Not Well**



Those who had heard about ranked-choice voting were much more likely to understand their ballot.

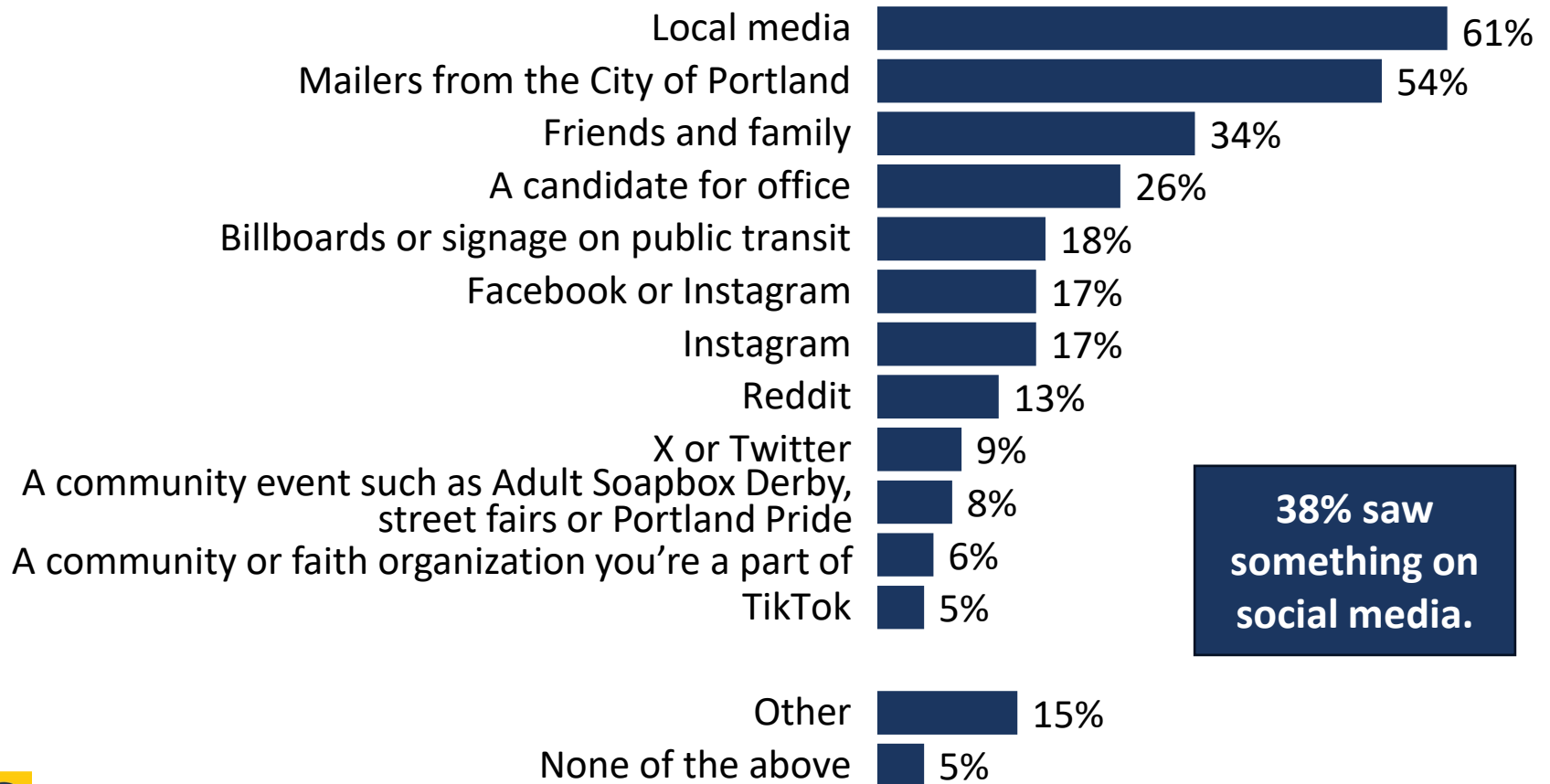
Understand Ballot by Awareness of Ranked-Choice Voting



Voters recalled hearing about ranked-choice voting from local media and City mailers.

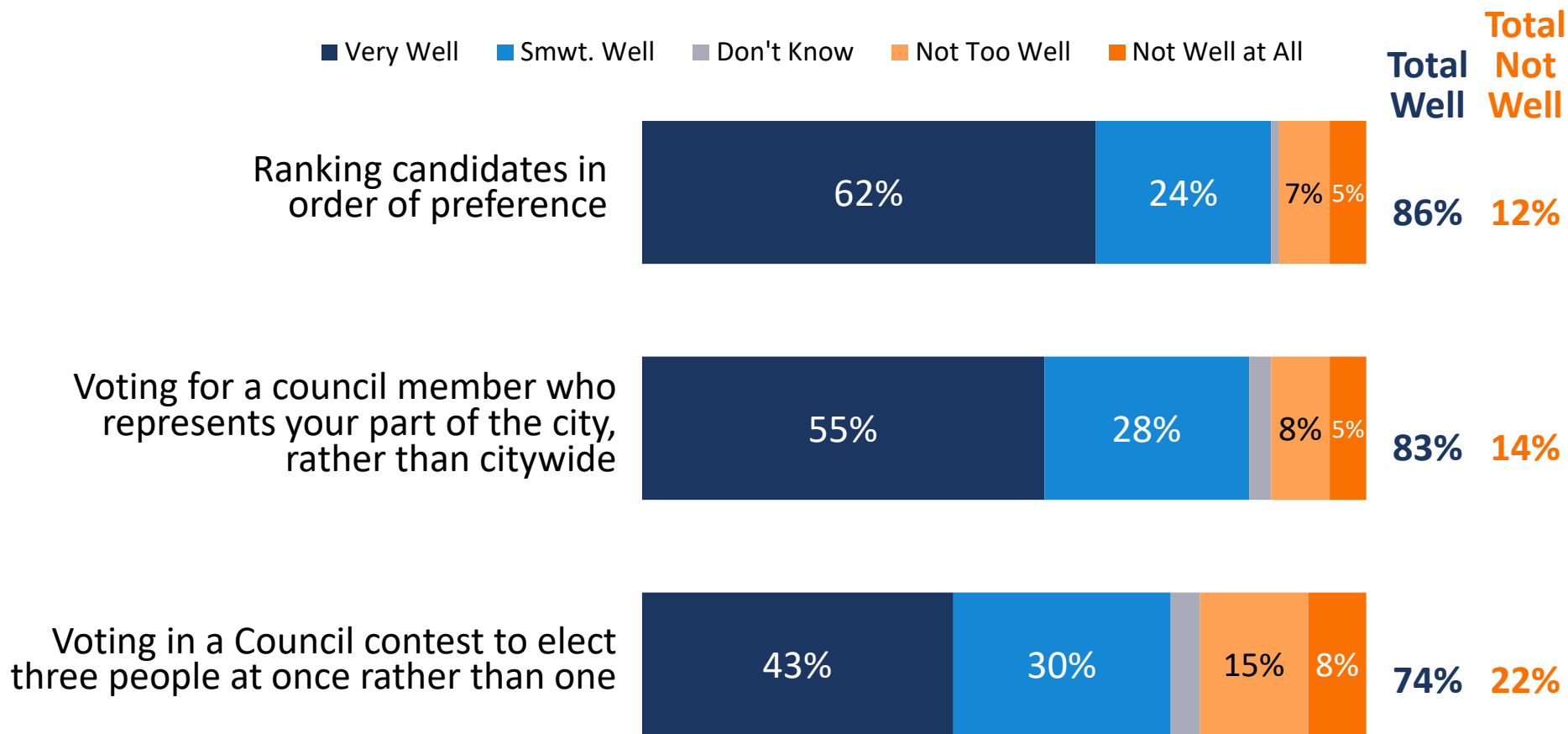
Here is a list of places you may have seen more information about ranked-choice voting, including through advertisements or seeing an example of the grid-style ballot. Please indicate whether you recall information about ranked-choice voting from each source.

(Multiple Responses Accepted; Asked of Those Aware Only, n=1,412)



Voters said they understood each element of the election well.

How well did you understand each new element of Portland's elections and government transition this year: very well, somewhat well, not too well, or not well at all?



Voters in District 1 were slightly less likely to say they understand the multimember district reform.

Element	Total Well				
	All Voters	City Council District			
		1	2	3	4
Ranking candidates in order of preference	86%	80%	86%	87%	90%
Voting for a council member who represents your part of the city, rather than citywide	83%	79%	84%	84%	84%
Voting in a Council contest to elect three people at once rather than one	74%	63%	75%	78%	74%

Majorities agreed with these perceptions across districts, with room for improvement in District 1.

Statement	Total Agree				
	All Voters	City Council District			
		1	2	3	4
I trust my vote will be counted as I intend it	87%	80%	87%	92%	87%
I understood how my rankings were counted	81%	74%	85%	81%	83%
I had all the information I needed to understand ranking my choices	80%	74%	78%	83%	81%
^I feel like the City provided clear, accurate and timely communications	70%	65%	72%	72%	69%

Voters largely had accurate information about the election.

■ Strongly Agree
 ■ Smwt. Agree
 ■ Don't Know
 ■ Smwt. Disagree
 ■ Strongly Disagree

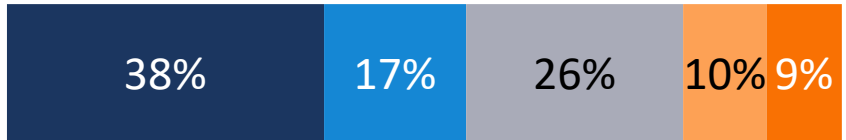
Total Agr. **Total Disagr.**

My City Council District will be represented by three people



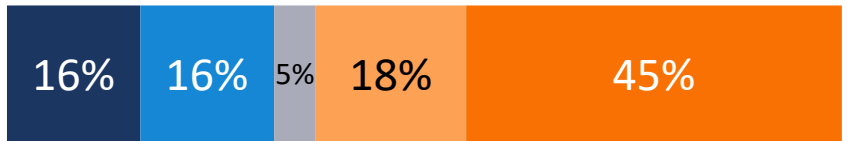
68% **14%**

Portland has not had City Council Districts before this election



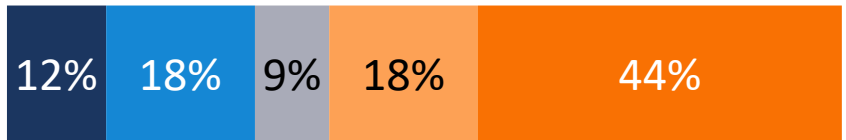
55% **19%**

^Ranking more than one candidate dilutes my support for my number one choice



32% **63%**

I wasn't sure what to do if I made a mistake in my rankings



29% **61%**

Voters in Council District 1 were a bit less likely to understand the multimember districts.

Statement	Total Agree				
	All Voters	City Council District			
		1	2	3	4
My City Council District will be represented by three people	68%	58%	72%	73%	63%
Portland has not had City Council Districts before this election	55%	53%	57%	57%	54%
^Ranking more than one candidate dilutes my support for my number one choice	32%	46%	28%	28%	31%
I wasn't sure what to do if I made a mistake in my rankings	29%	25%	24%	34%	32%