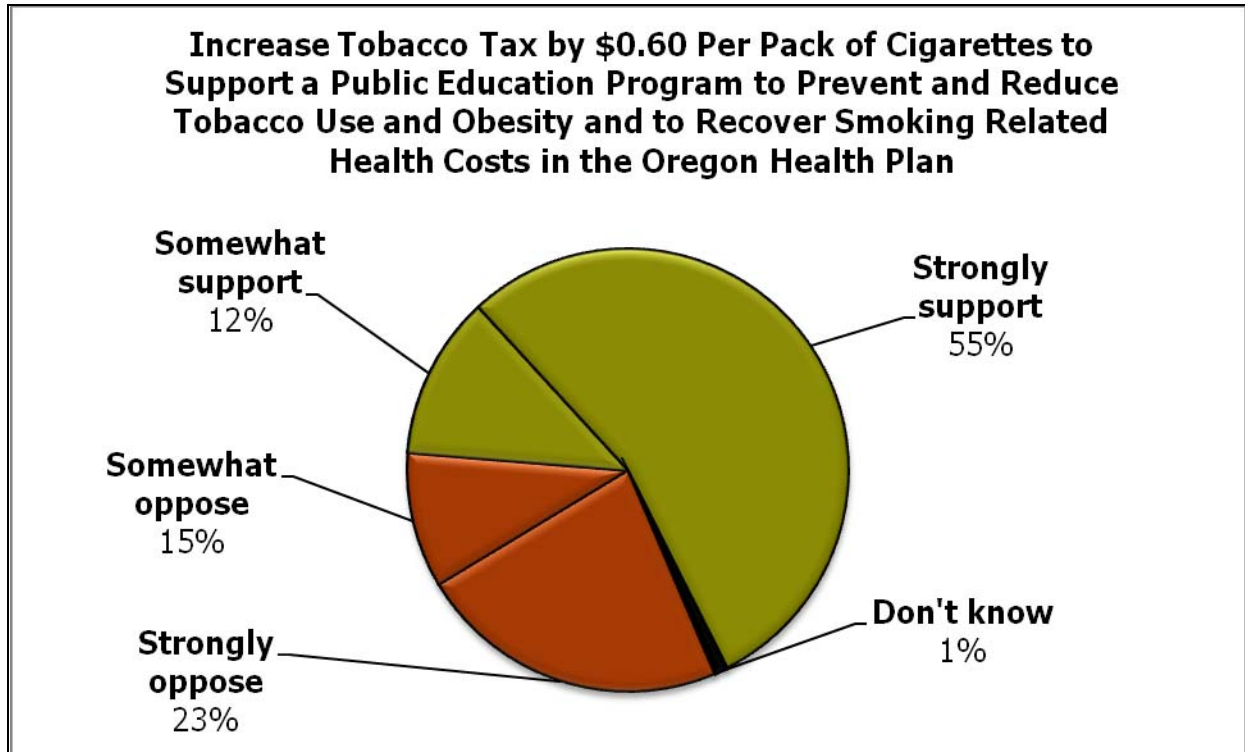


Oregon Voters Support \$0.60 Cigarette Tax

Commissioned by the Northwest Health Foundation for the Oregon Health Fund Board

By Davis, Hibbitts & Midghall, Inc.

In December 2008, Northwest Health Foundation commissioned a statewide poll on Oregonian's attitudes and priorities for the Oregon Health Fund Board. Davis, Hibbitts and Midghall, Inc. (DHM), an independent, non-partisan, public opinion research firm in Portland, OR, conducted this research. (Oregon Statewide Survey, Registered Voters, n=500, Margin of Error +/- 4.8%)¹



Source: Davis, Hibbitts & Midghall, Inc., Telephone Survey of 500 Oregon registered voters, Dec. 4-8, 2008. Commissioned by the Northwest Health Foundation for the Oregon Health Fund Board.

Methodology:

Davis, Hibbitts and Midghall, Inc. (DHM), an independent, non-partisan public opinion research firm in Portland, OR, conducted this research. The Northwest Health Foundation funded the research. The research was done through a telephone survey of 500 registered voters in Oregon that lasted an average of 15 minutes. This is a sufficient sample size to assess voter opinions generally to review findings by multiple subgroups including gender, age, area of state and political affiliation. In gathering responses, DHM employed quality control measures, including questionnaire pre-testing, callbacks, and validations. In addition, quotas were established for age, gender, and area of state based on the total voter population of Oregon to ensure a representative sample.

Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between a sample of a given population and the total population. For a sample size of 500, the margin would be +/- 4.8%, at the 95% confidence level. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire target population.

Contact: R. David Rebanal, MPH, Northwest Health Foundation 503-220-1955

rebanal@nwhf.org | www.nwhf.org | www.communityhealthpriorities.org

¹ Disclaimer: In accordance with the standards of the American Association for Public Opinion Research, any release of this material must clearly state the following: the name of the organization that paid for the questions; the size and composition of the sample (provided in the methodology section); the margin of sampling error; the dates of the interviewing. Northwest Health Foundation reserves the right to correct any misinformation in a public release of findings which does not include this information.