

To: Interested parties

From: GBA Strategies

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New Survey Results: Independent Party of Oregon Voters

A new survey¹ conducted by GBA Strategies, provides a first-ever look at voters who are registered as Independent Party of Oregon's members.

This year, the Independent Party of Oregon (IPO) has begun to straddle the 5 percent registration threshold that would allow them to achieve major party status alongside Democrats and Republicans. Now, with the IPO's status subject to re-verification in August, this survey raises questions about whether many IPO members intended to register with the party.

Key Survey Findings

- **Nearly half of voters currently enrolled with the Independent Party of Oregon do not realize they are registered that way.** When asked to identify their chosen party affiliation, only 52 percent of these voters say they are registered with the Independent Party of Oregon, while 46 percent believe they are either unaffiliated with *any* party (24 percent), affiliated with another party (a combined total of 20 percent), or cannot name their party affiliation.

Self-Identified Party Registration of Voters Currently Affiliated with the Independent Party of Oregon	Total %
Independent Party of Oregon	52
Unaffiliated with any party	24
Democratic Party	11
Republican Party	8
Another party	1
Don't know	2
Total Not Independent Party	46

These results strongly suggest that confusion may be playing a role in the growth of the IPO, with many voters checking "Independent Party" during registration to indicate a preference for non-affiliation or partisan independence rather than an active desire to align themselves with the IPO as a political organization.

¹ This survey was conducted March 25-29, 2015, and interviewed 400 registered voters affiliated with the Independent Party of Oregon on both landline and cell phones. The results are subject to a margin of error is ± 4.9 percentage points at the 95% confidence interval.

- **Less than half of all IPO-affiliated voters say they would stay with the IPO if given the opportunity to re-register (47 percent).** Among IPO members who are *unaware* of their current party registration, 63 percent say they would register as unaffiliated or with another party, while only 25 percent say they would keep their Independent Party affiliation. But even among the voters who know they are affiliated with the Independent Party of Oregon, 30 percent say they would change their registration if given the opportunity, as well.

If Given the Opportunity to Re-Register, IPO-Affiliated Voters Would...	Total %	Not Self-ID IPO %	Self-ID IPO %
Remain a member of the Independent Party of Oregon	47	25	68
Register as unaffiliated with any party	22	31	14
Register as a Democrat	11	17	7
Register as a Republican	9	13	6
Register as another party	3	2	3
Total Change Party Registration	45	63	30