

Su Midghall

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Su Midghall is President of DHM Research. A Gen-Xer herself, she specializes in the study of attitudinal and behavioral similarities and differences between generations, including Millennials (typical of many congressional staffers) and Baby Boomers (typical of their bosses). She has advised many clients on government affairs, including AARP Oregon and the Northwest Health Foundation, and is a nationally recognized expert on public opinion related to transportation infrastructure funding. She has directed many projects for utilities to support communications and government affairs, including Austin Energy, Oregon Association of Clean Water Agencies, and Puget Sound Energy. One of Ms. Midghall's favorite water-related projects—if for no other reason than its name—was the Buzzards Bay Coalition in Southeastern Massachusetts, where DHM conducted a community survey to measure awareness, knowledge, and values associated with watershed protection.