

Passing School Bond Measures: A Public Opinion Perspective

OSBA Bonds, Ballots & Buildings

February 9, 2018



Today's Topics

Mood of the Electorate

Most important Issues

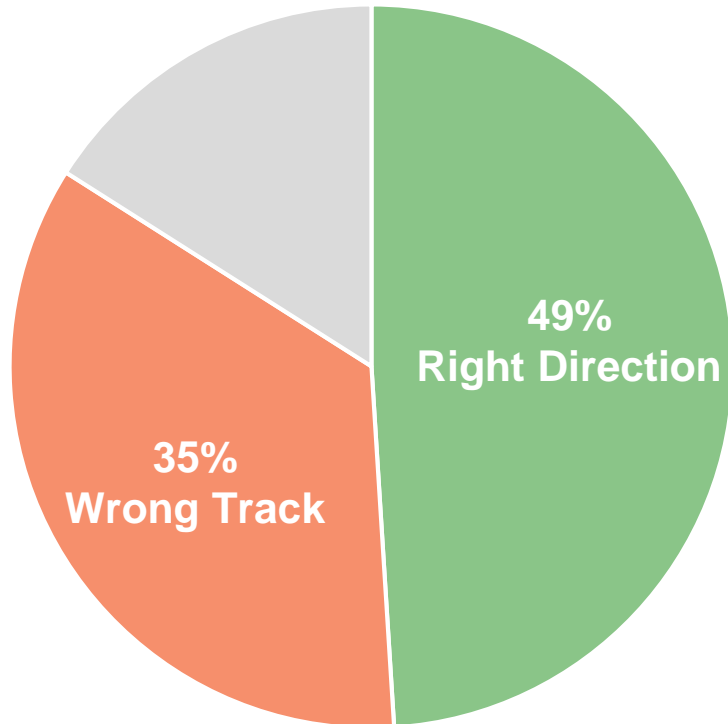
Who votes

Connecting values to messages

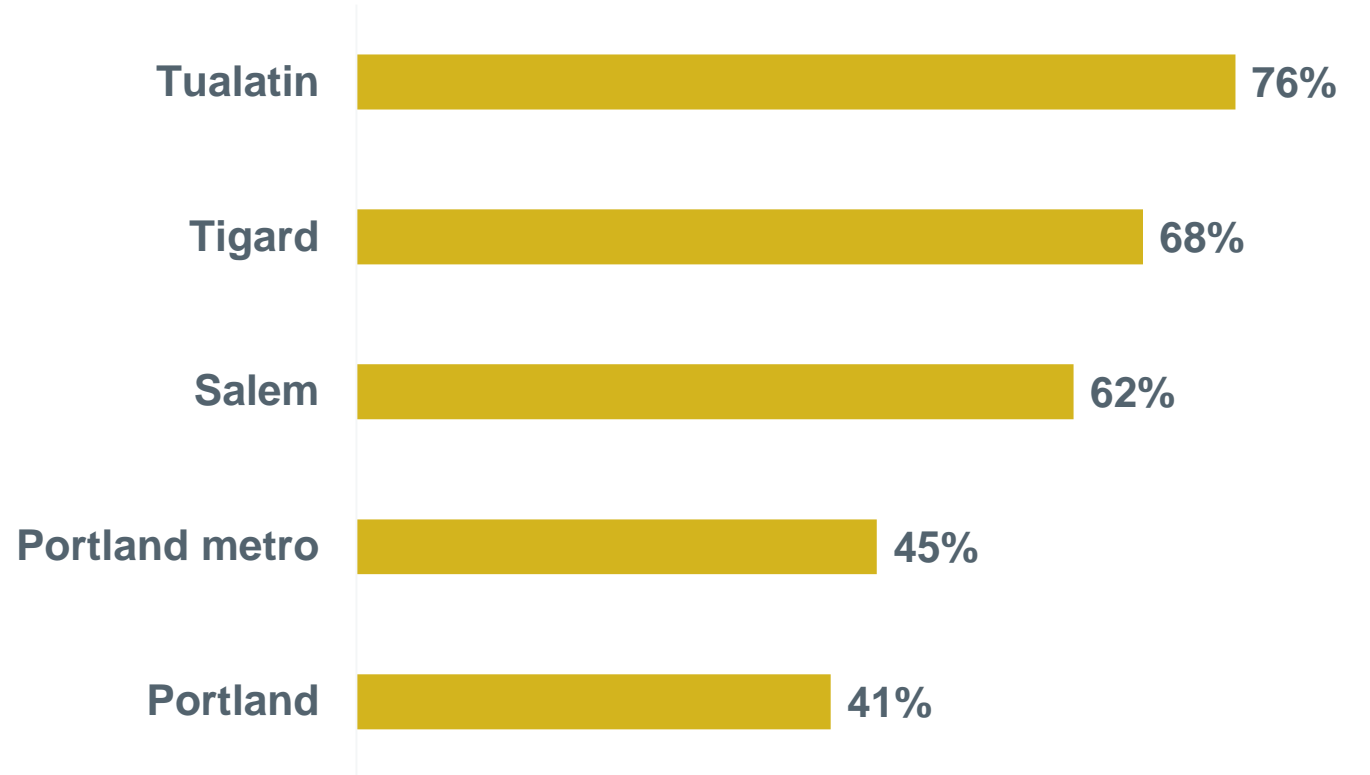
Mood

How Are Voters Feeling

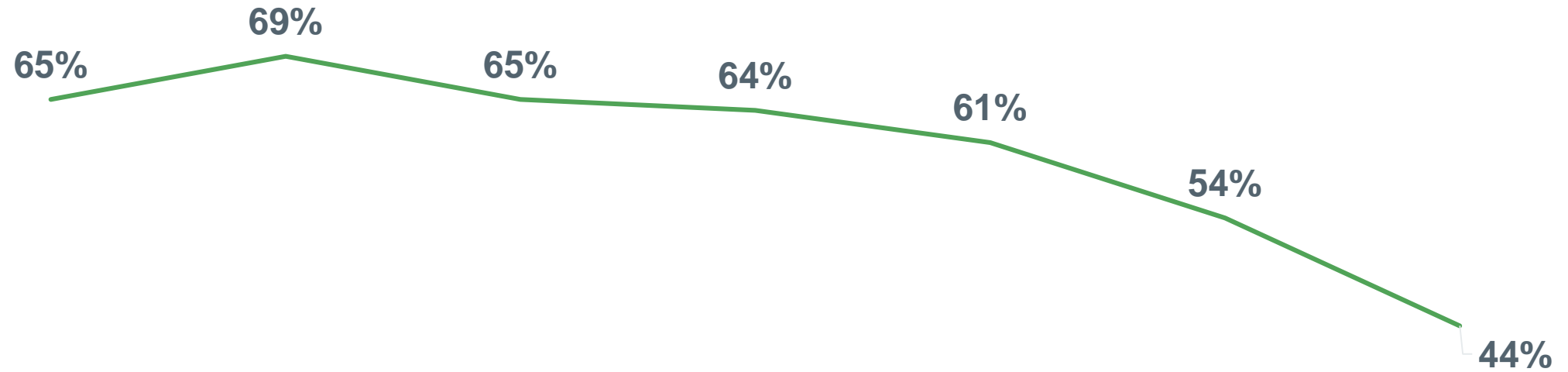
Direction of the state



Right Direction by Community



Oregonians' worries about their financial situation easing



2011

2012

2013

2014

2015

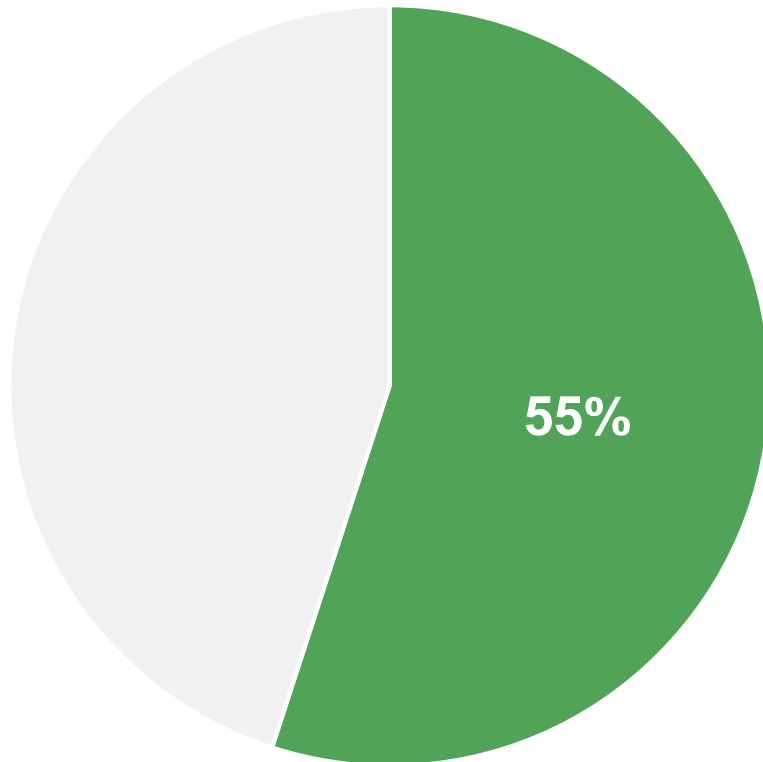
2016

2017

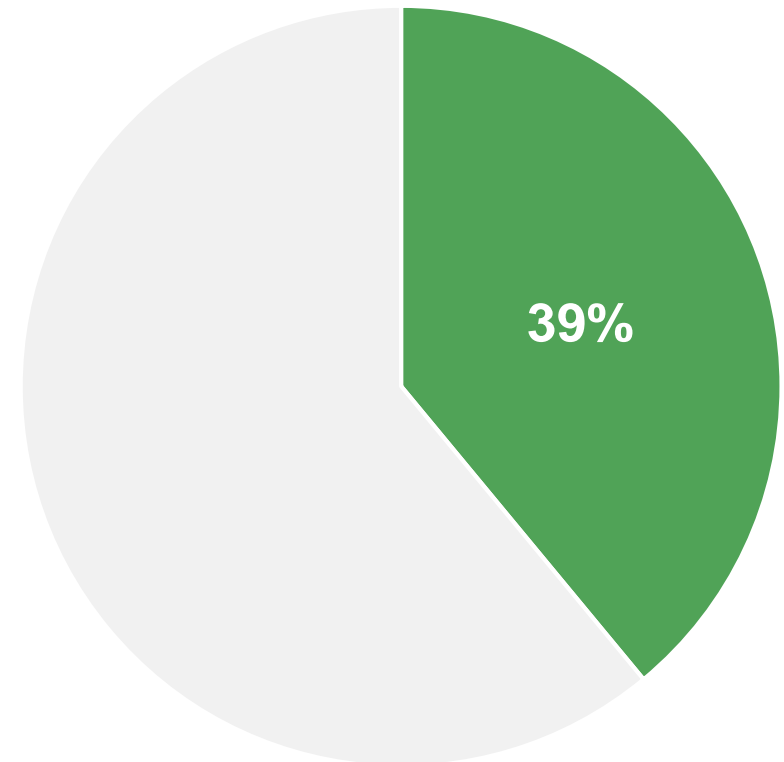
— Statewide, very/somewhat worried

...However, they remain financially fragile and concerns about cost of living are rising

Oregonians Ages 18-64 with Less than \$25k in Savings



Oregonians Report That Their Housing is Not Affordable



Who Votes

Who Votes in Oregon: Turnout

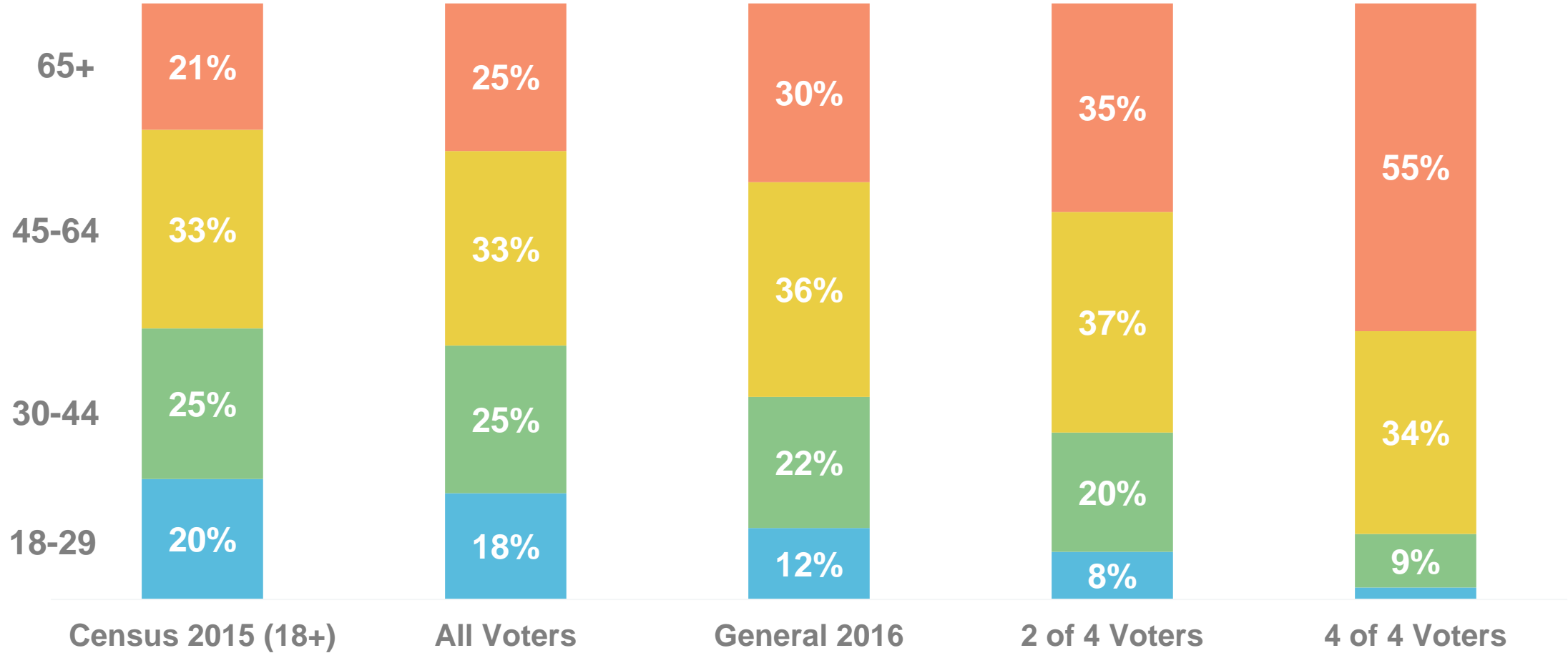
Presidential 80%

Midterm 70%

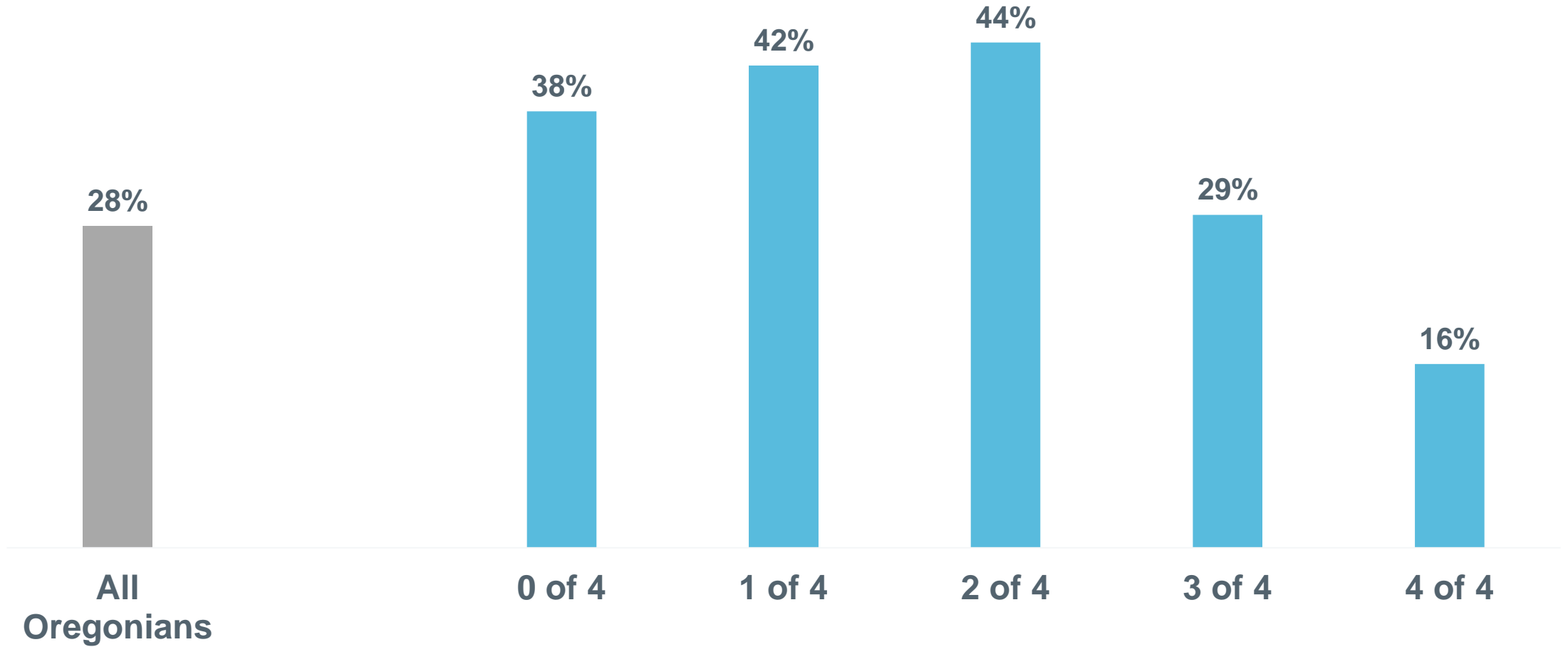
Primary presidential year 40-60%

Primary midterm year 40%

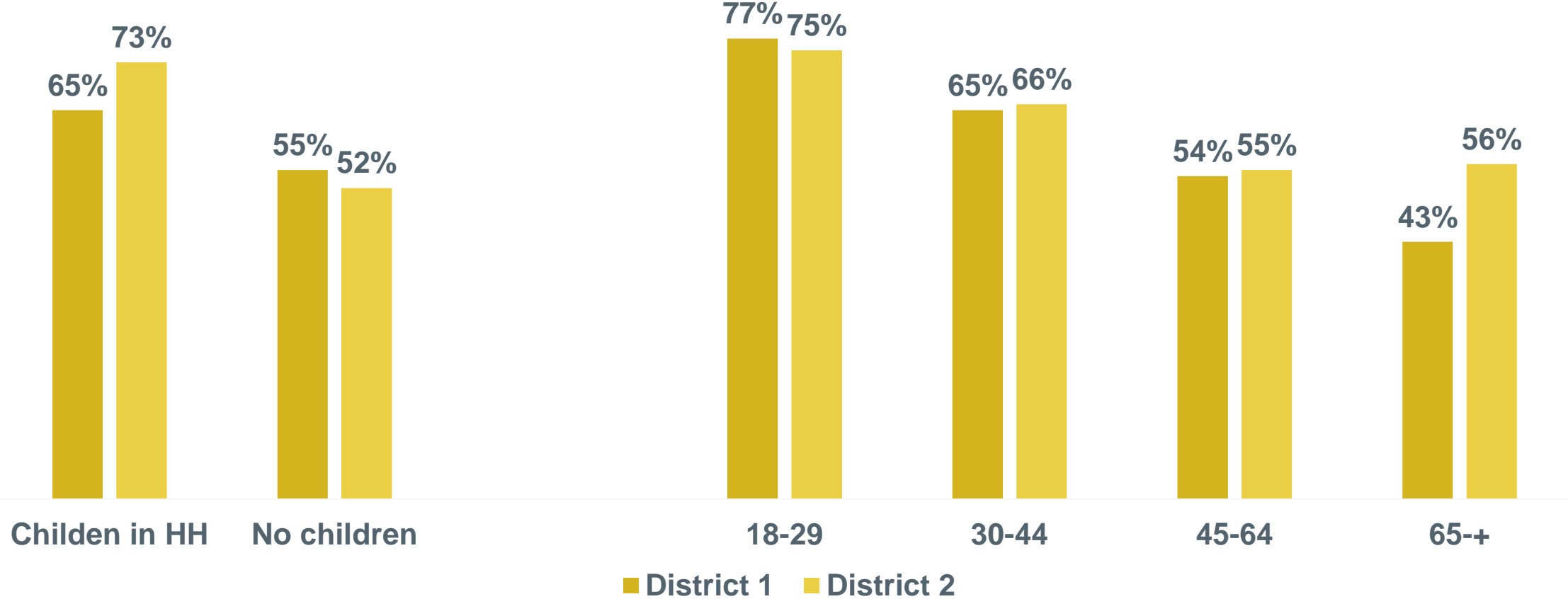
Who Votes in Oregon: Age



Percentage of Households With Children

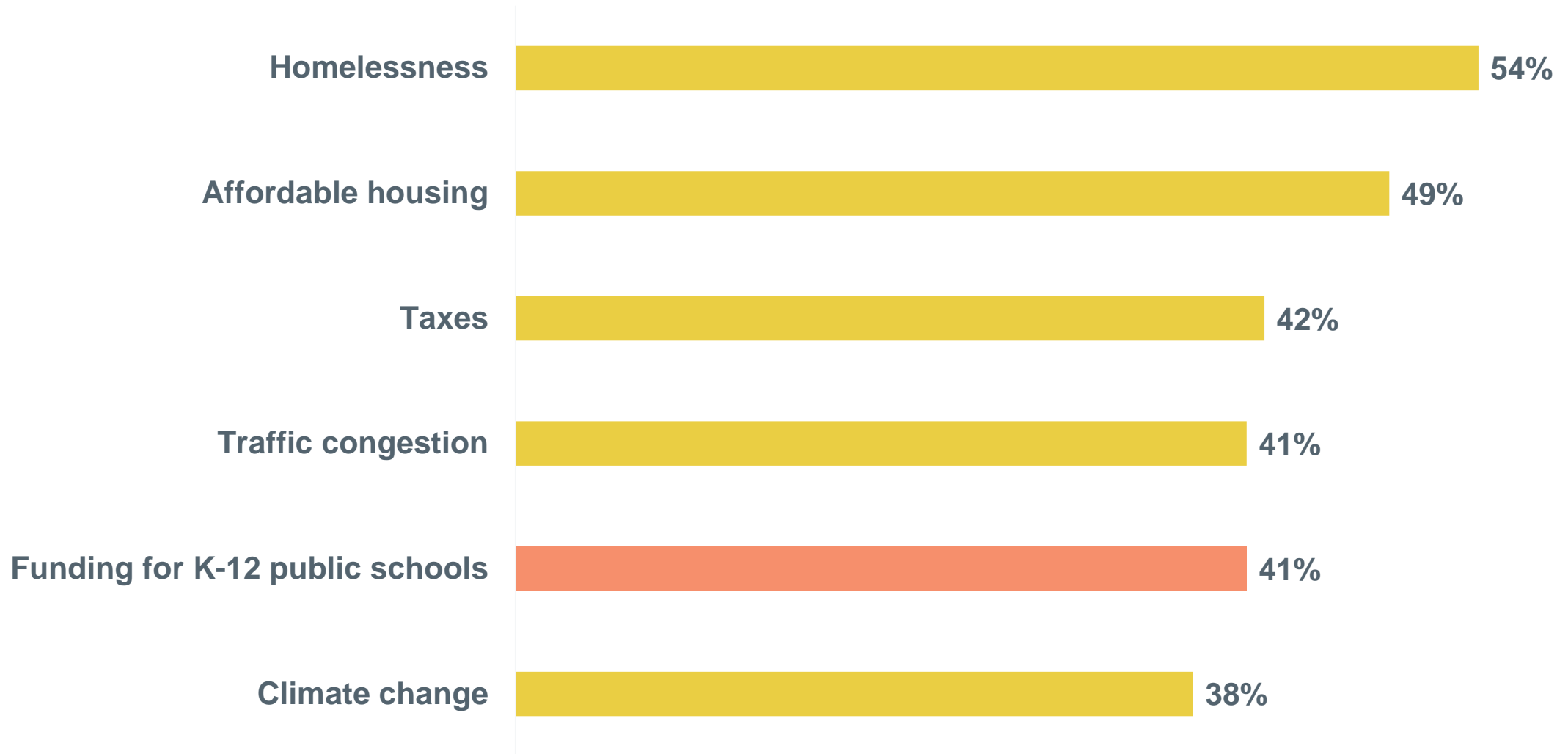


Support for School Bond Measures: Two Oregon Districts



Issues

“Great deal” of concern for Oregonians



Five Biggest Issues Facing the Portland Metro Area

2011

Jobs

Education funding

Economic conditions

Government spending

Education issues

2014

Jobs

Education funding

Economic conditions

Roads/infrastructure

Taxes

2017

Homelessness

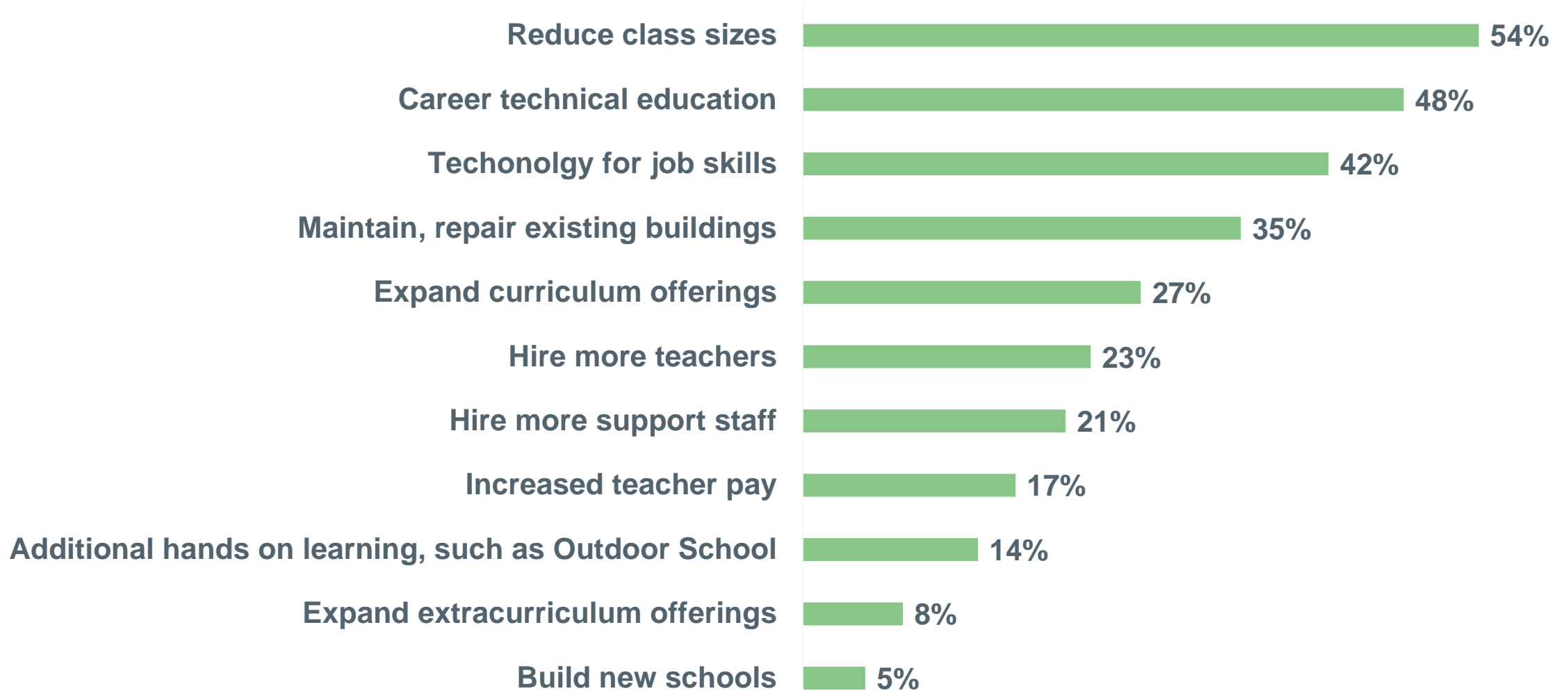
Traffic congestion

Affordable housing

Roads/infrastructure

Taxes

Oregonians' Priorities for Additional Education Spending (top three)



Values & Messages

More Convincing Reasons to Support School Bond Measures

Need – size, growth, condition

Safety – seismic, hazardous materials

Opportunity – job/technical skills, individualized attention from teachers

Efficiency – maintain and repair, more expensive in the future

Accountability – oversight, restrictions on spending

Stability – easier to “renew,” benefits with “no increase in rates”

Less Convincing Reasons to Support School Bond Measures

Process and history – won't know, won't care

Explanations of tax policy – raises more questions

“It will only cost...” – dismissive

Impact on property values – maybe, maybe not, maybe not wanted

Jobs and the economy – at least for the time being

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