

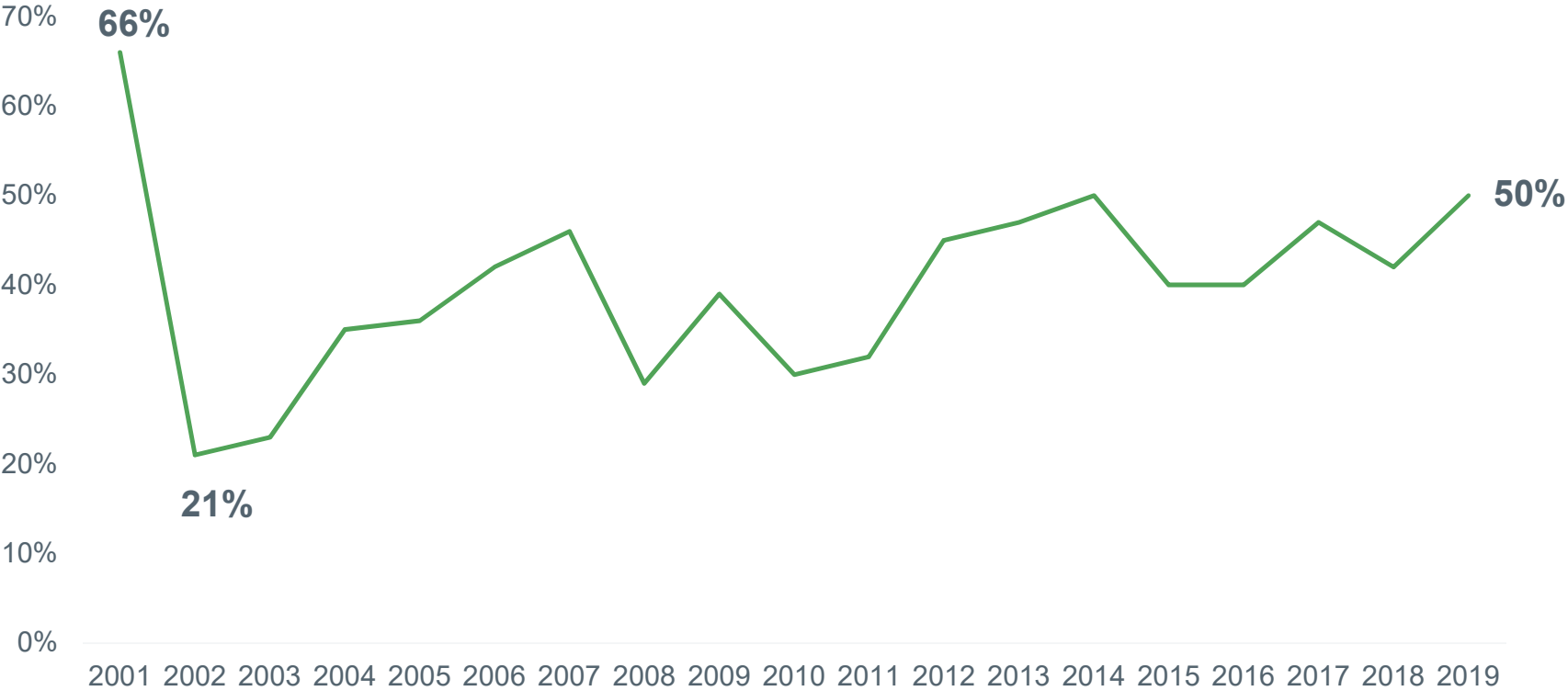
Voter Attitudes and Perceptions

July 2019

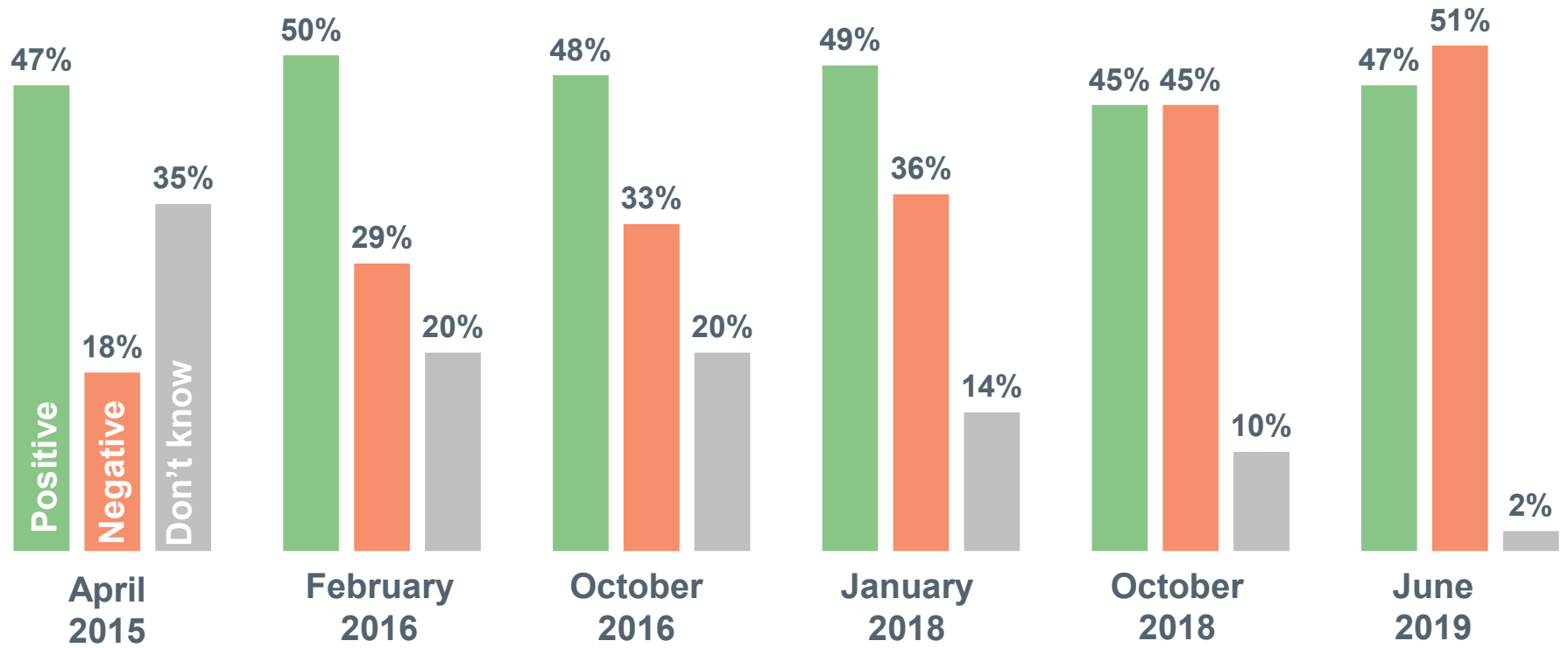


Mood & Awareness

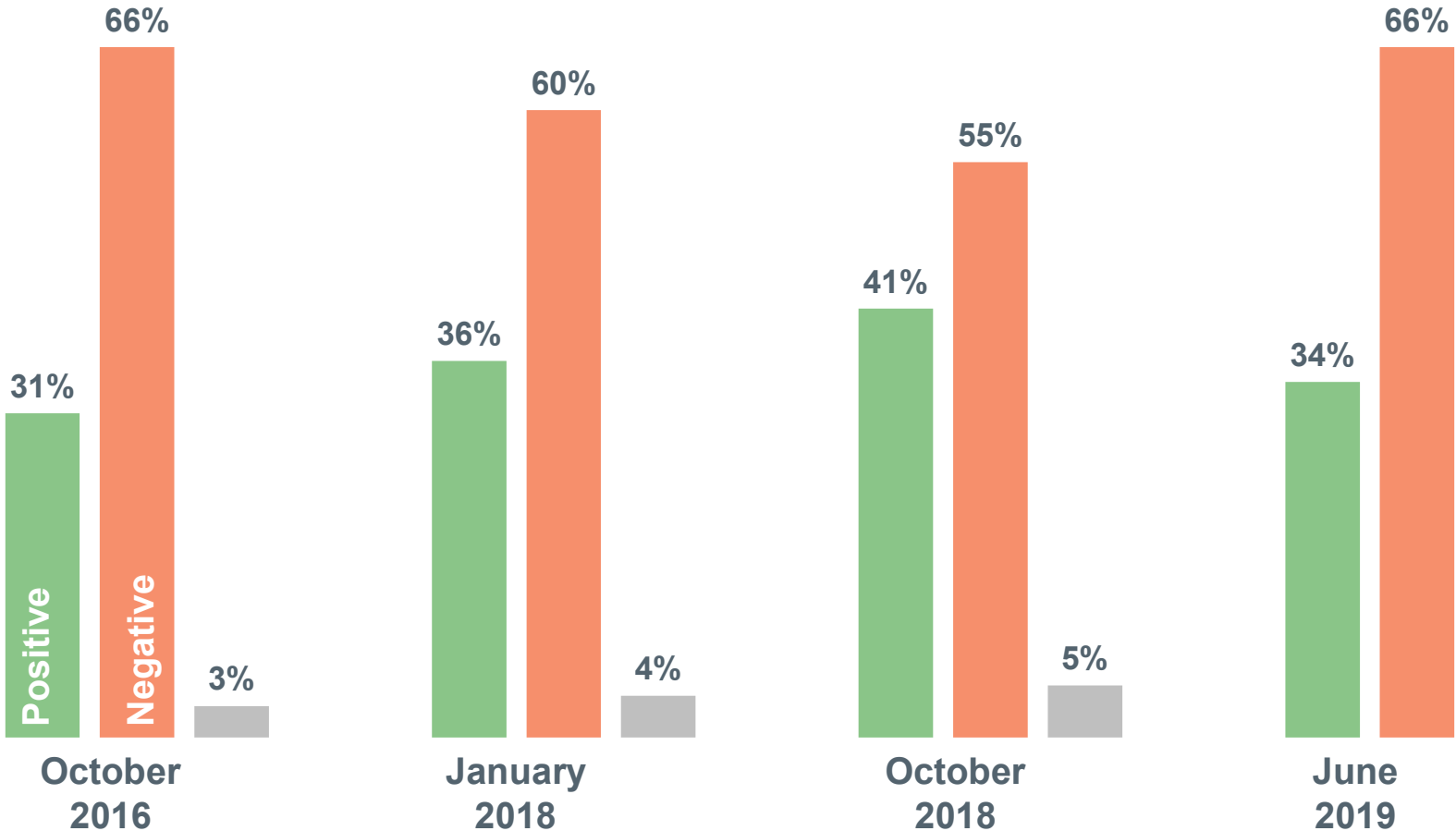
Is Oregon headed in the right direction?



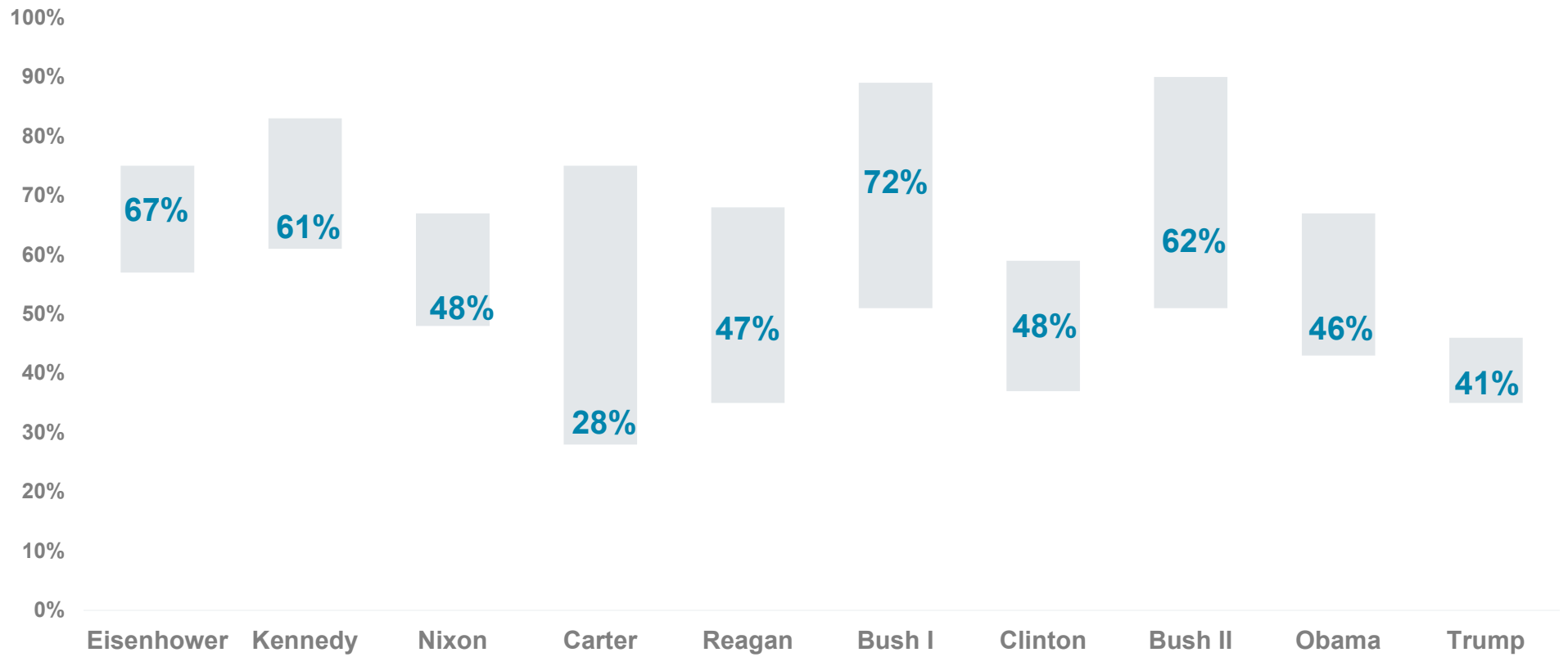
Impressions of Kate Brown



Impressions of Donald Trump

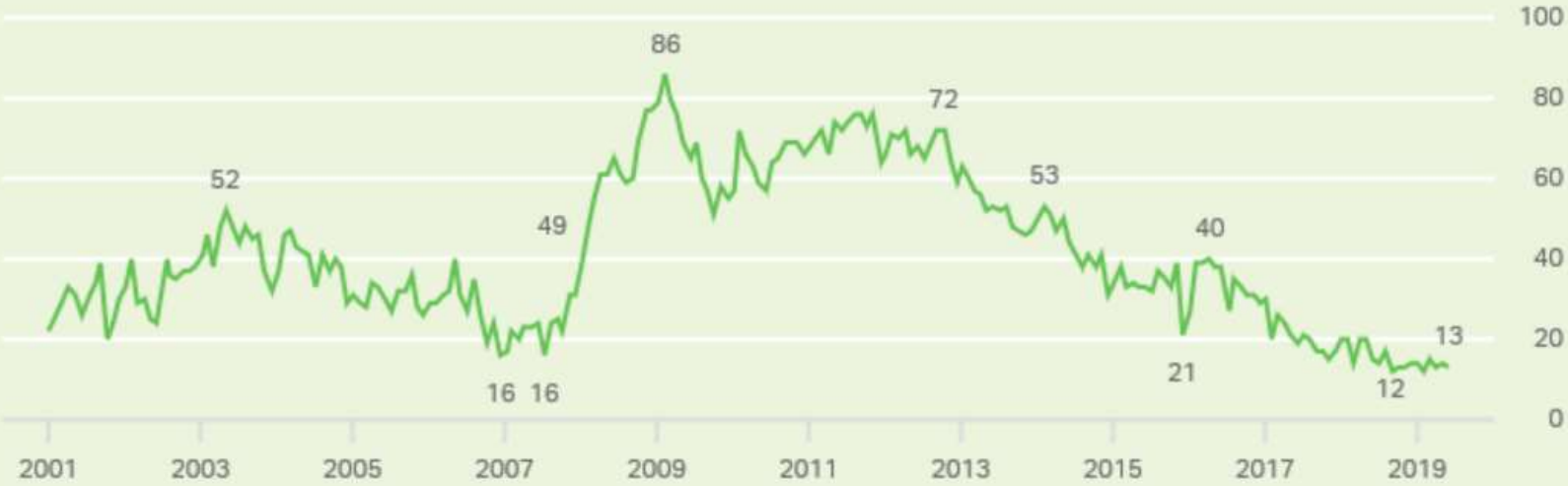


Gallup Presidential Approval Range Through 127 Weeks in First Term



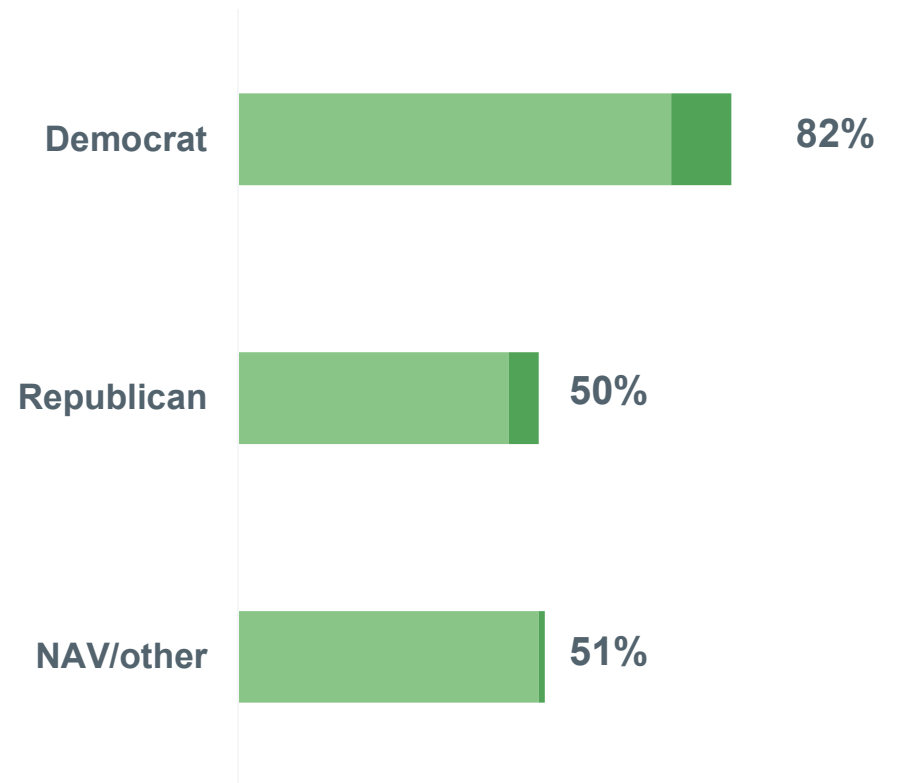
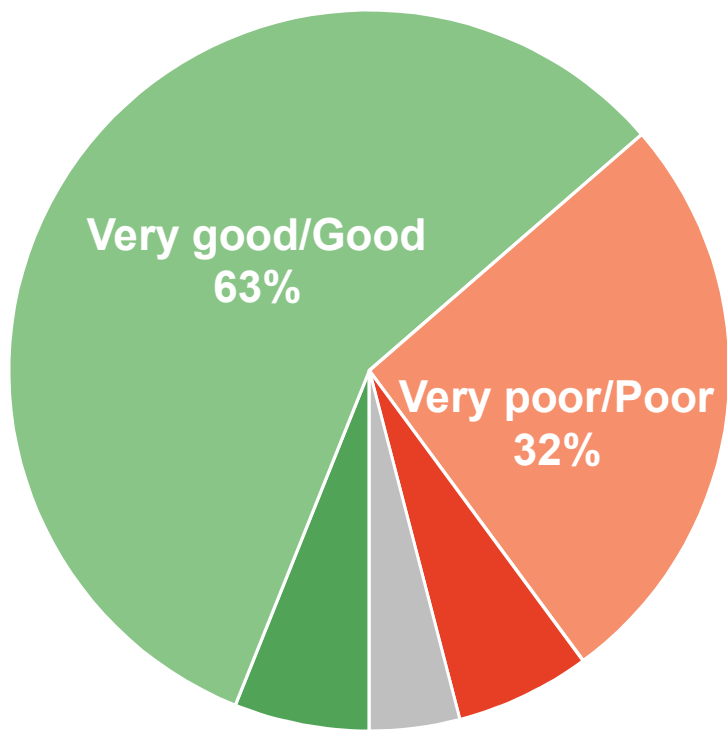
Percentage of Americans Mentioning Economic Issues as the Nation's Most Important Problem

■ % Mentioning

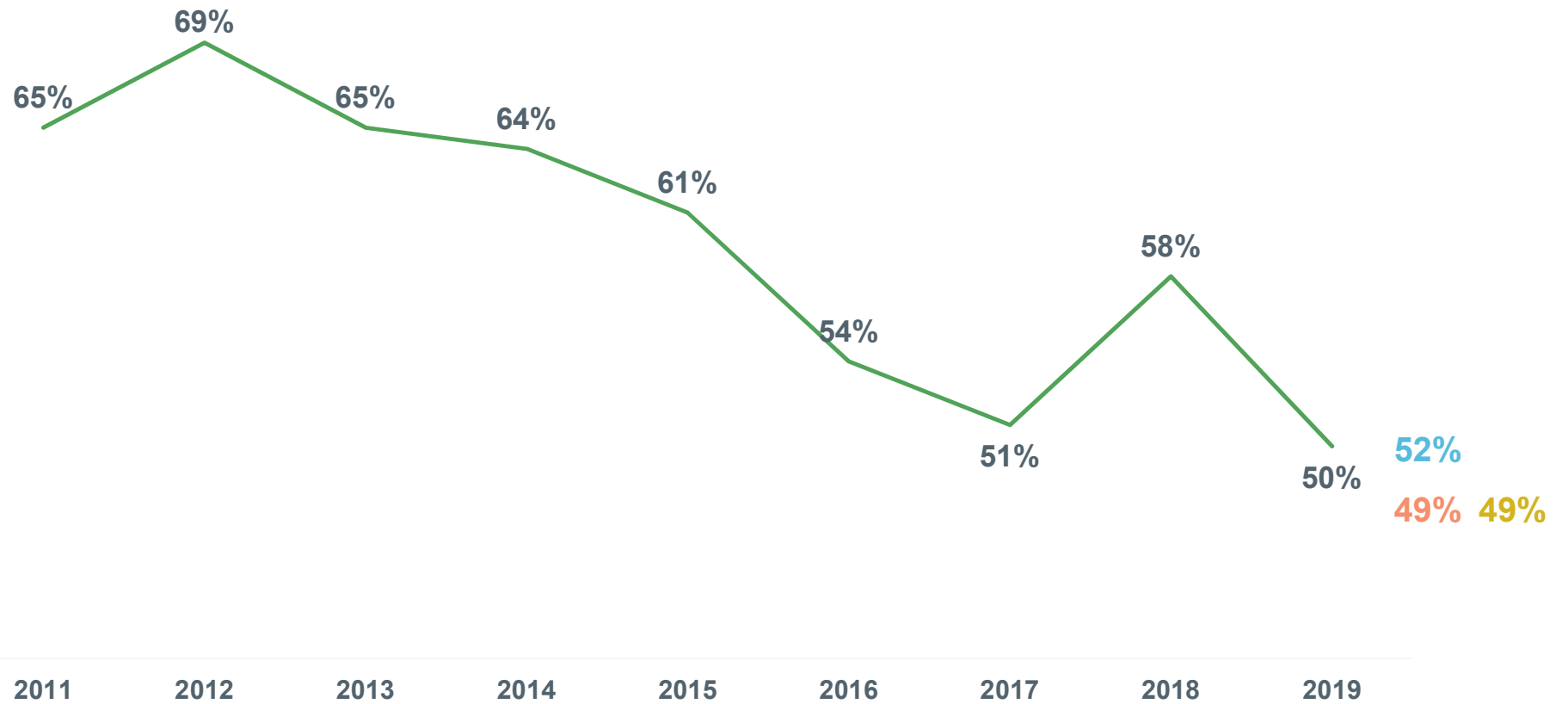


GALLUP

Economic conditions of Oregon (June 2019)

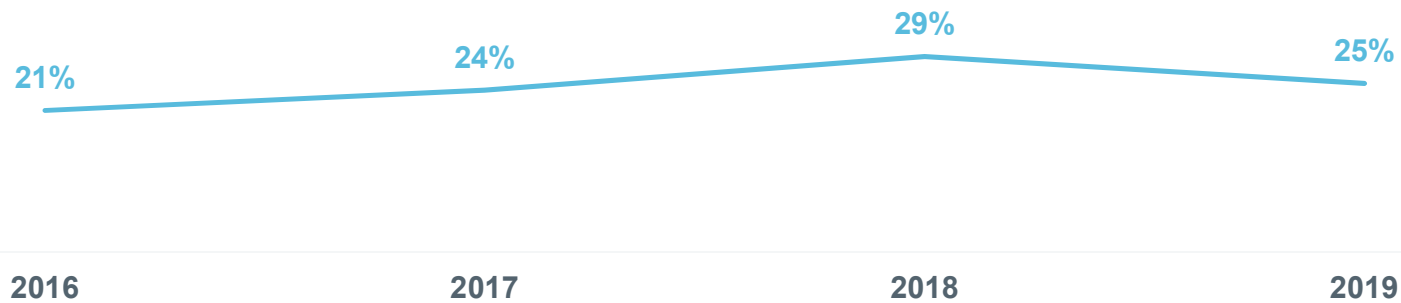


Somewhat/very worried about personal financial situation



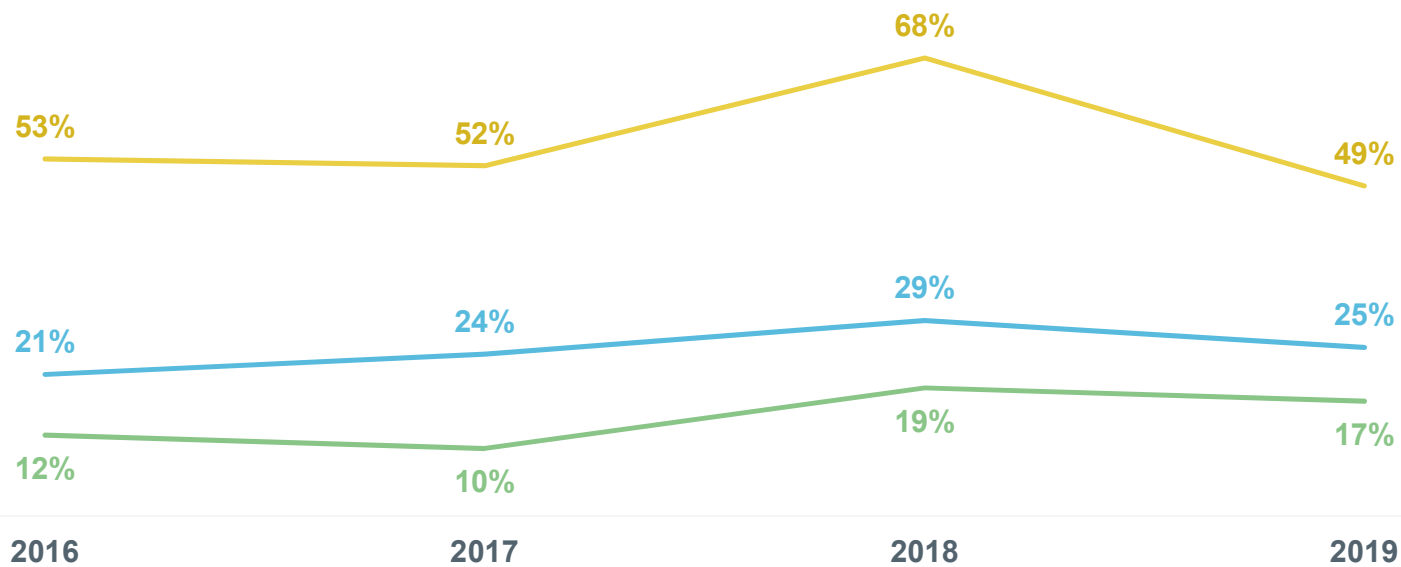
If an emergency arose that would cost you and your household \$1,000, would you be able to pay for the emergency and pay your rent or mortgage on time?

**% not be able to pay both
total, renters, homeowners**

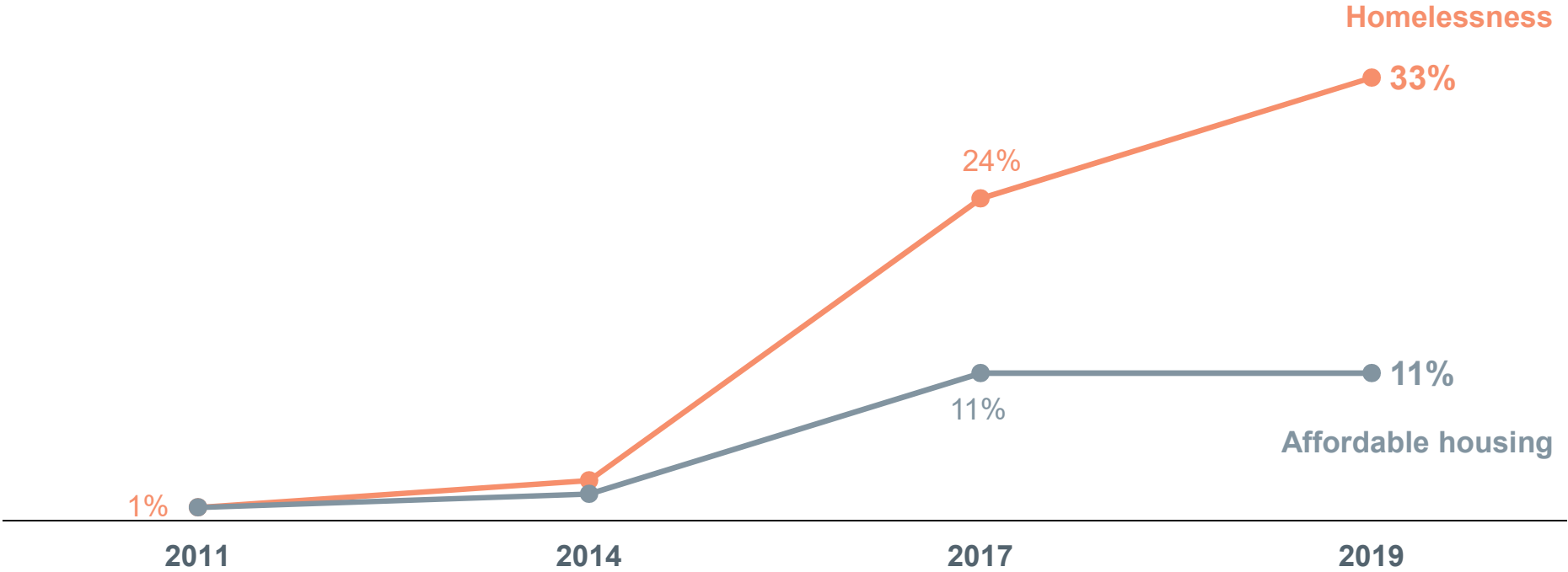


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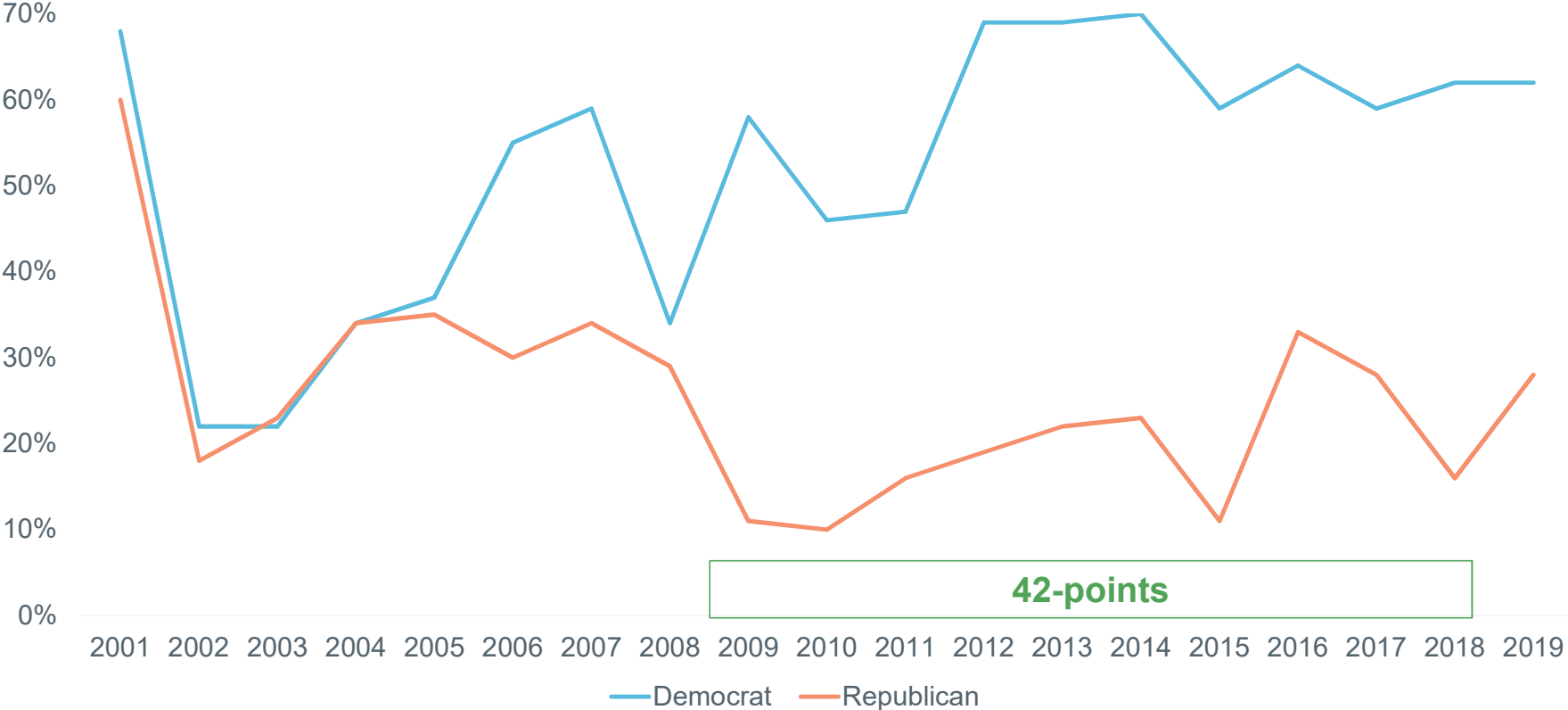
Biggest issue facing the Portland Metro area



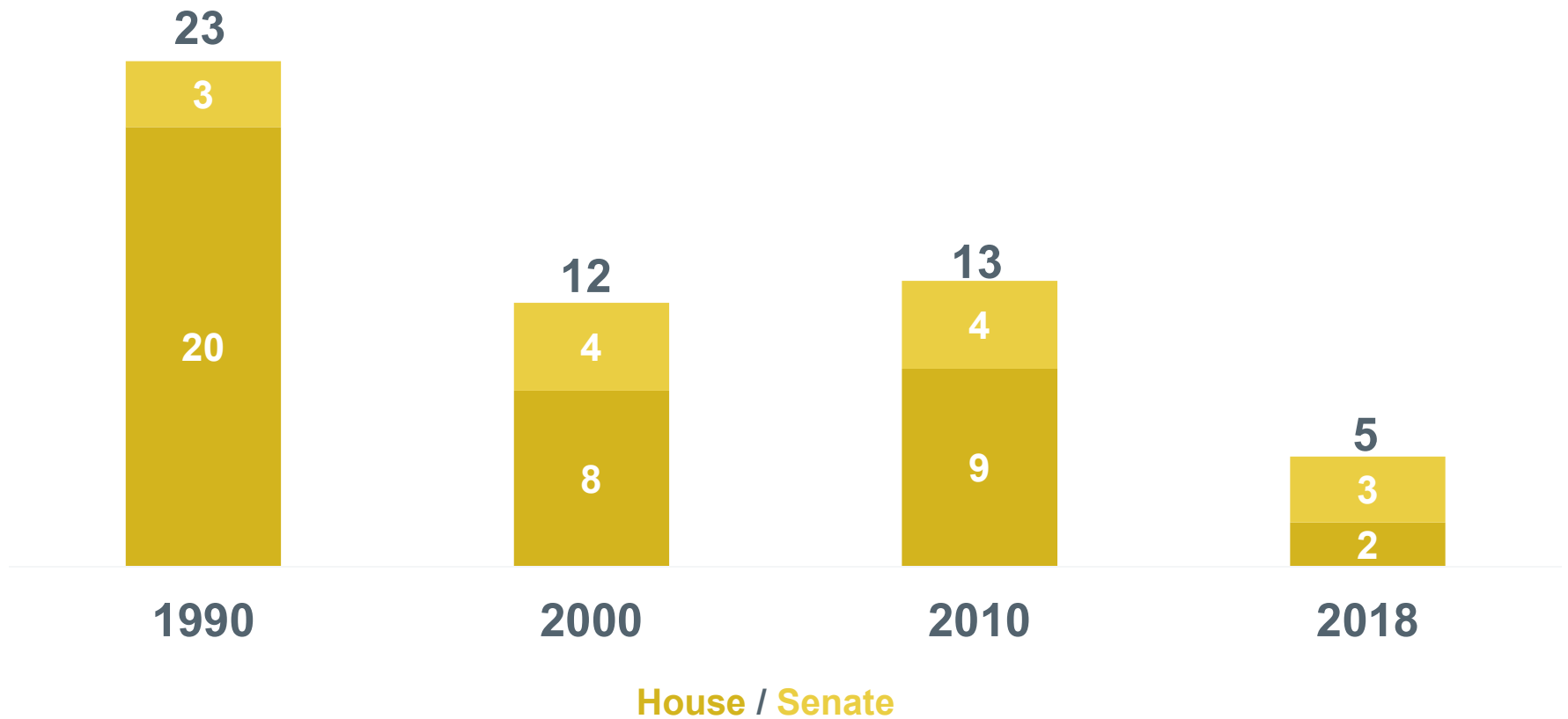
Is Oregon headed in the right direction?



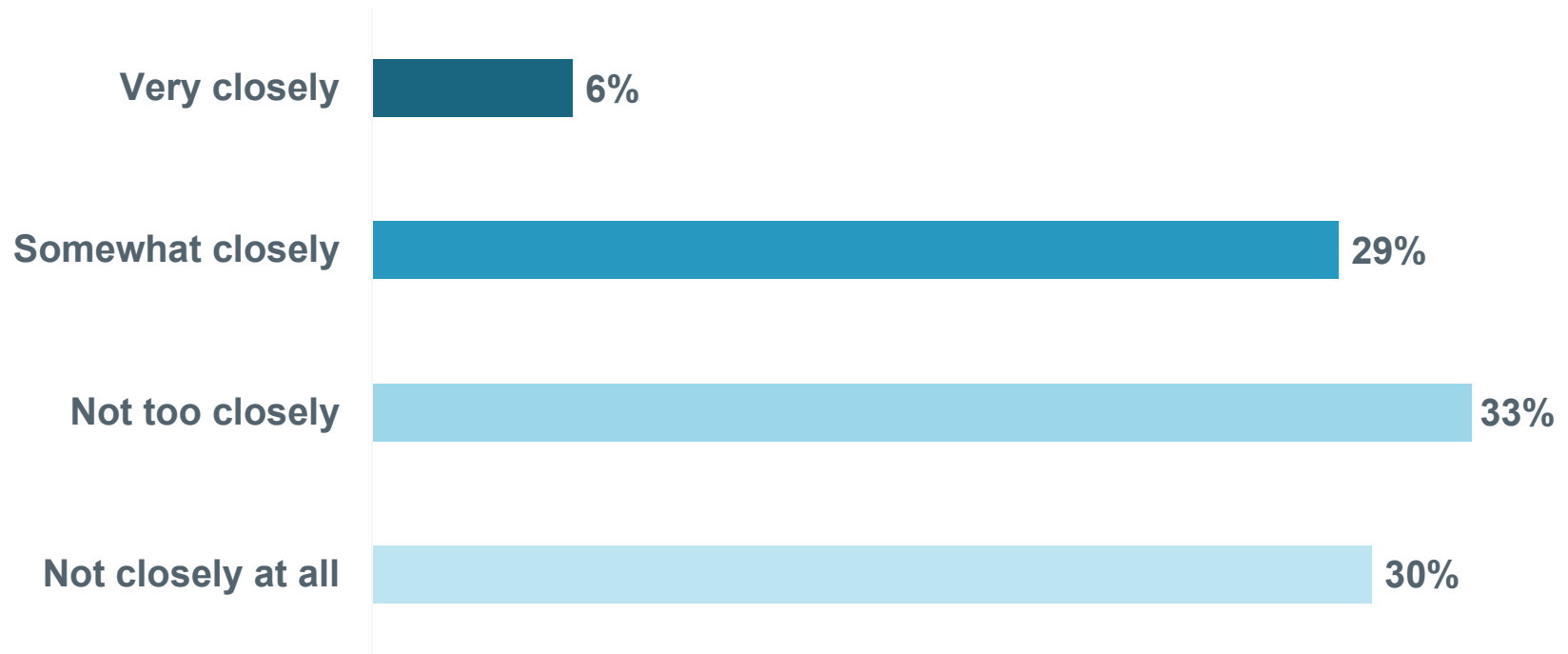
Is Oregon headed in the right direction?

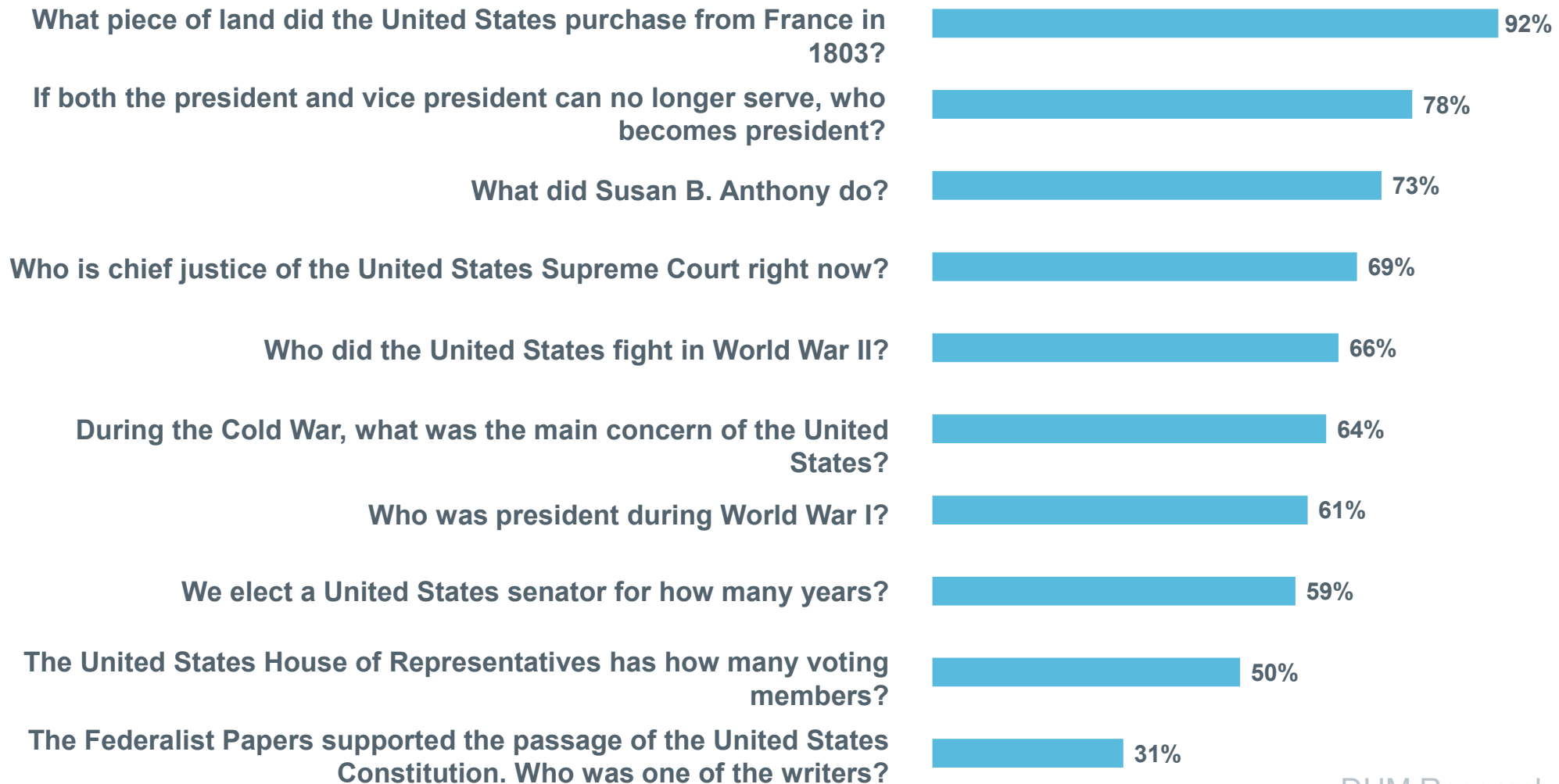


Number of “minority” party legislative election victories

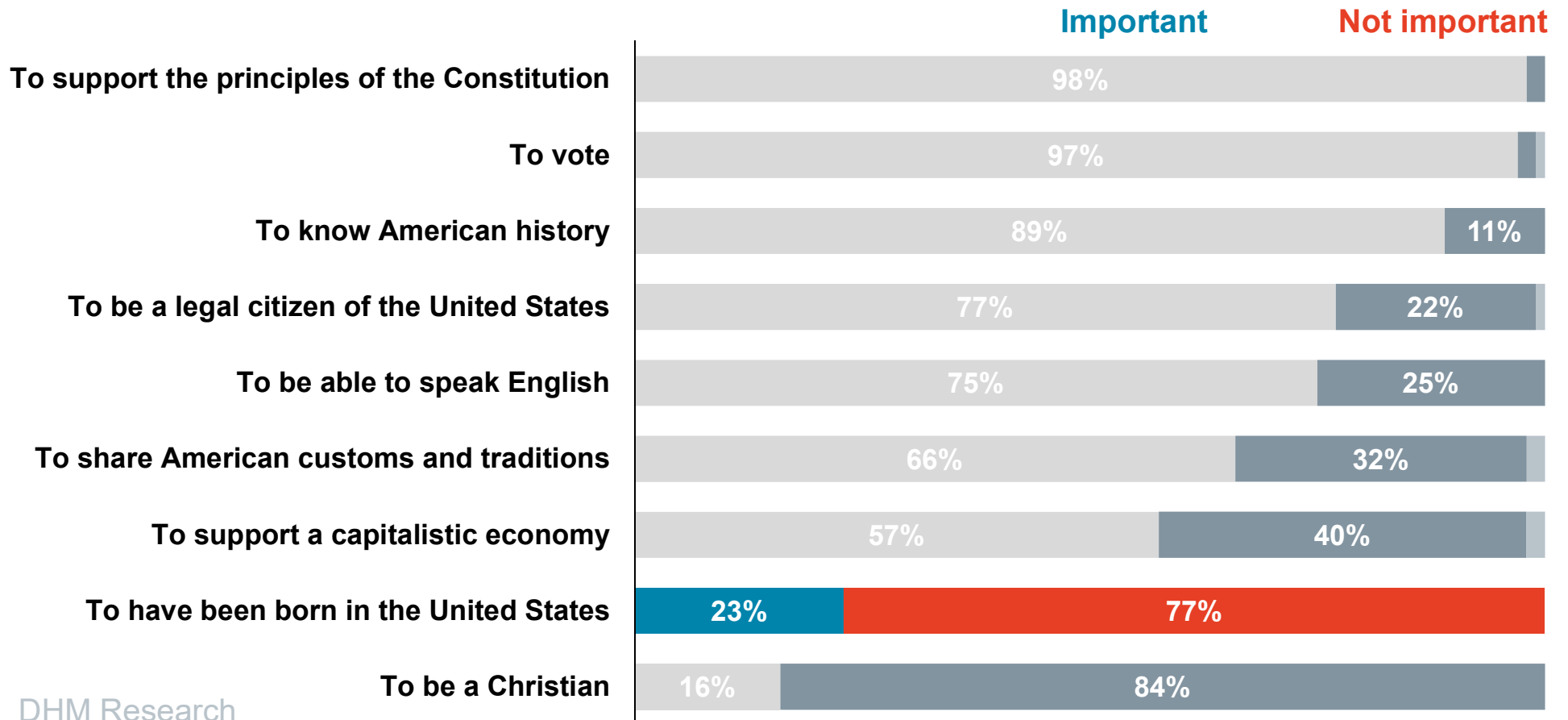


Voters largely ignored the legislative session





What does it take to be “truly” American



Taxes

Taxes in Oregon

**Raise taxes and increase
funding for state programs
and services**



27%

**Keep taxes and funding for
programs and services at
current levels**



41%

**Lower taxes and reduce
funding for state programs
and services**



26%

Taxes in Oregon

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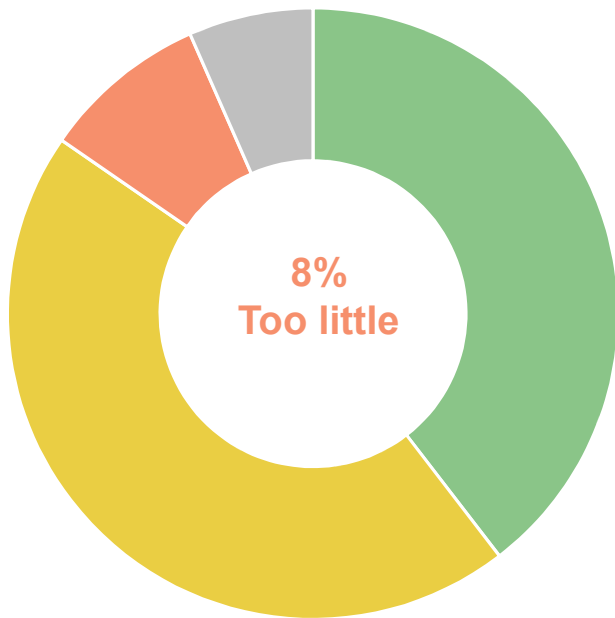
**Lower taxes and reduce
funding for state programs
and services**



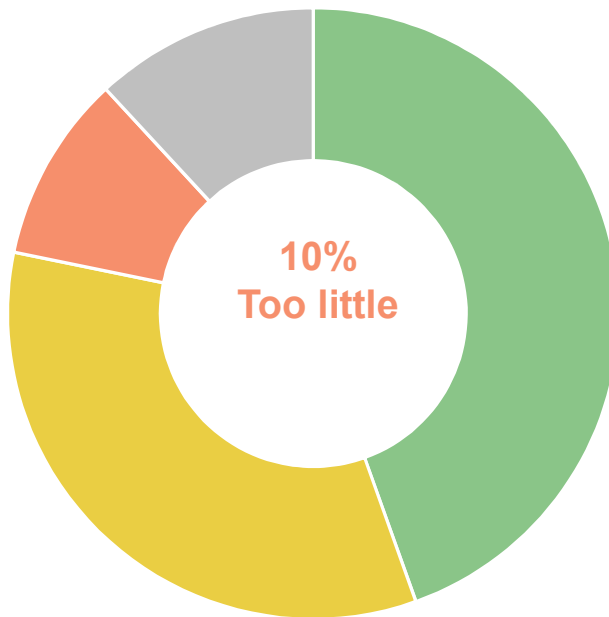
26%

Whose paying their fair share?

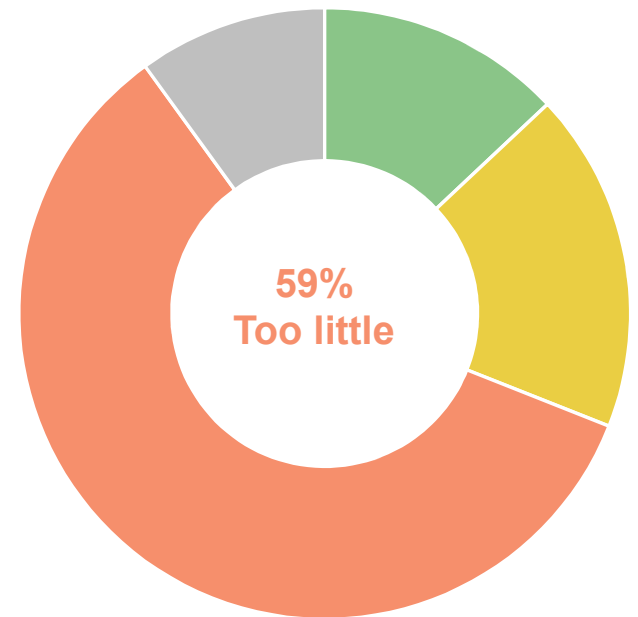
Individuals



Small business

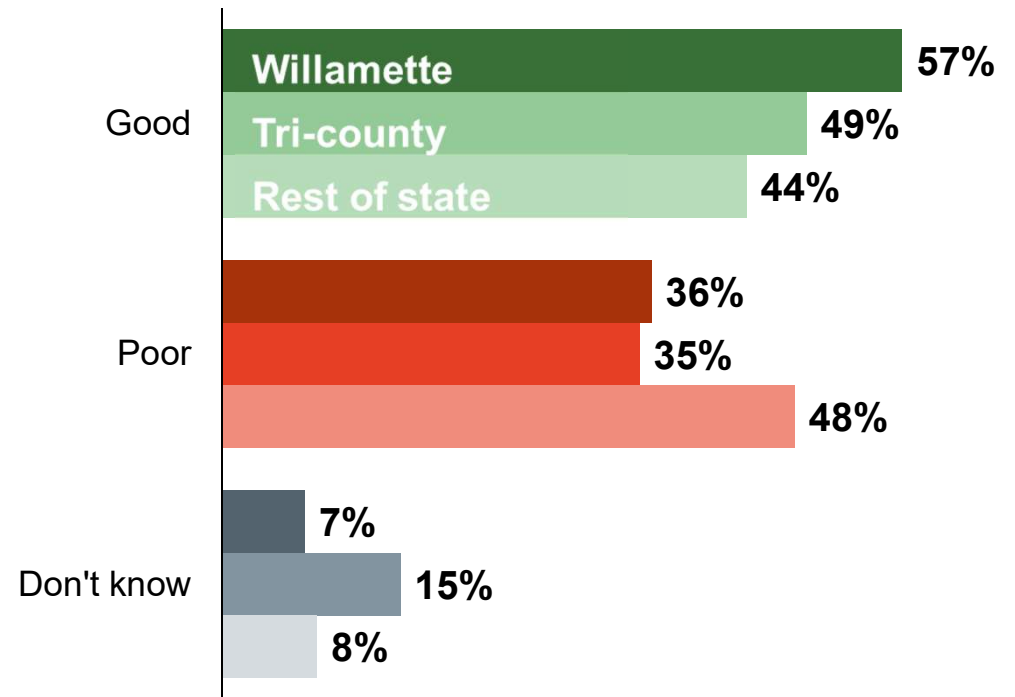
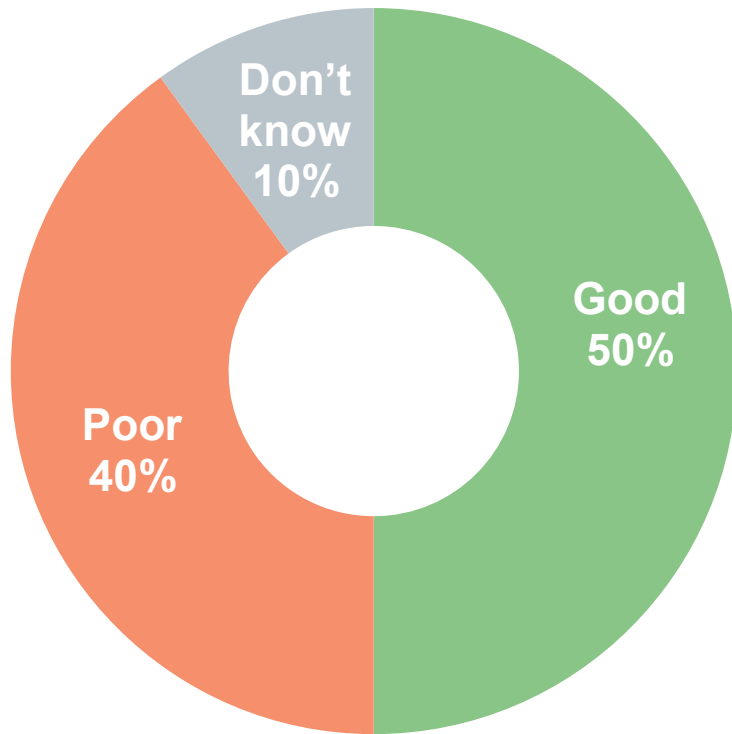


Large business

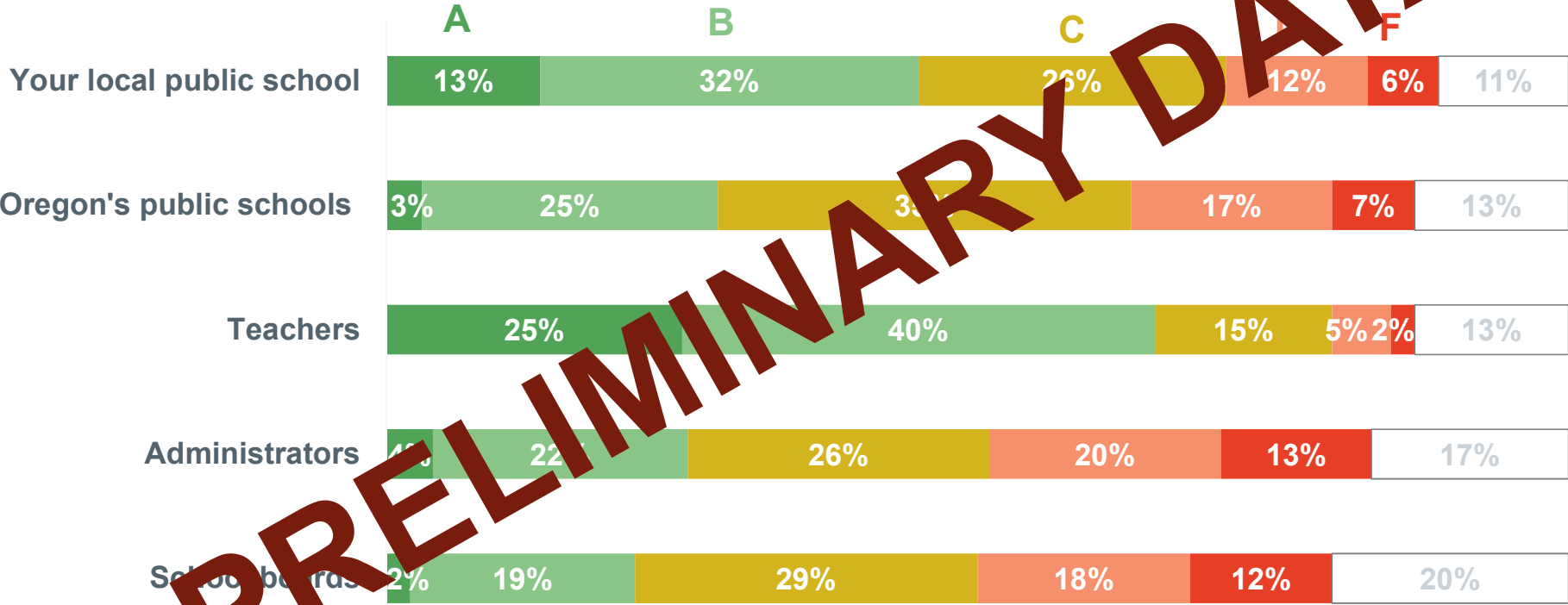


Schools

Voters are ambivalent about the quality of Oregon's public schools

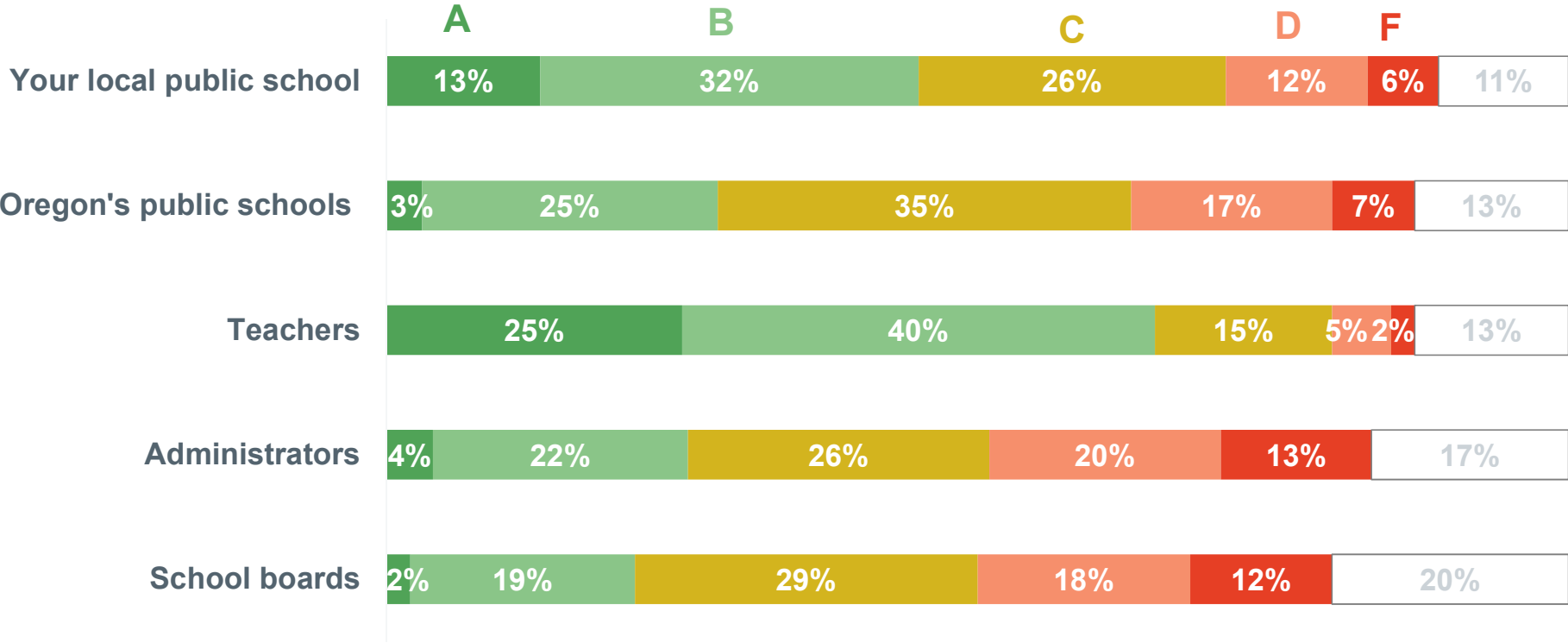


Grading Oregon's Public Schools

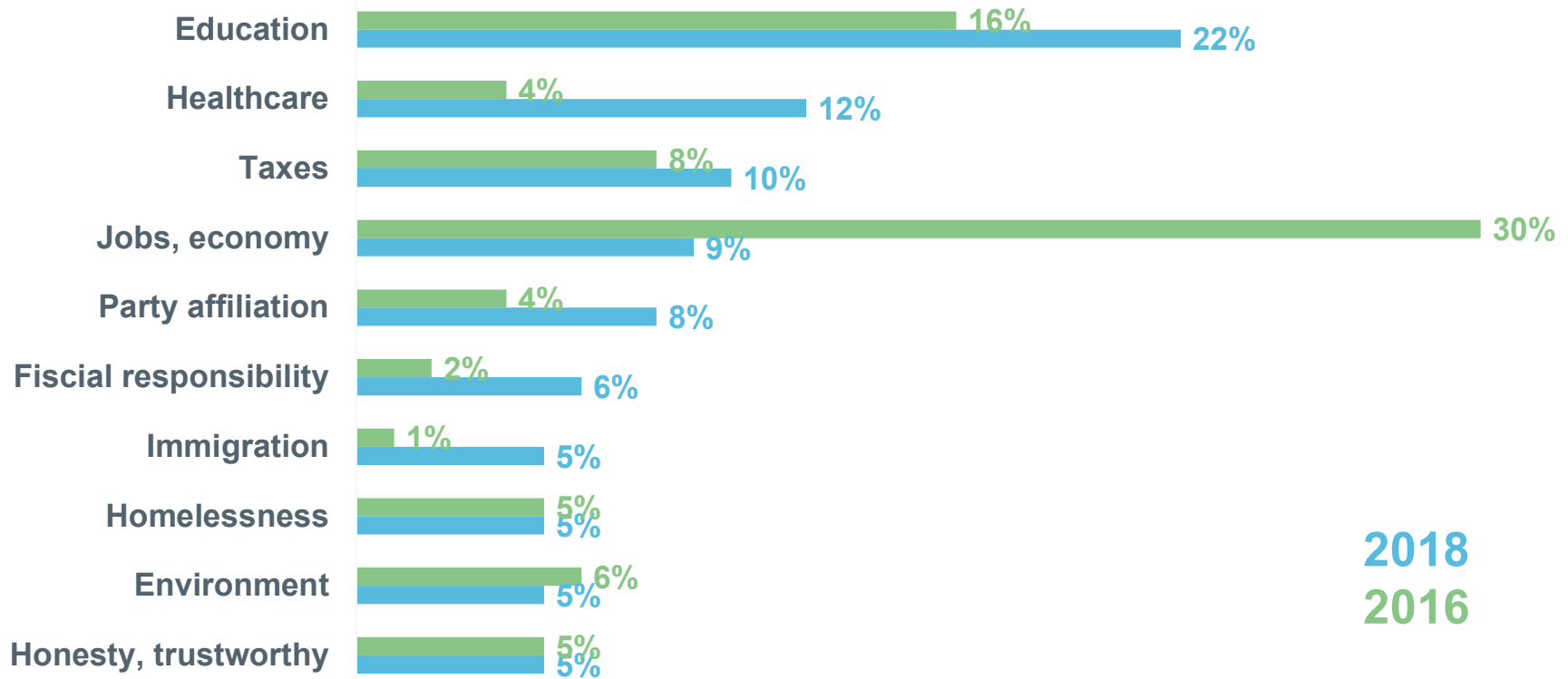


PRELIMINARY DATA

Grading Oregon's Public Schools



Top 10 most important issue when deciding candidate for governor



2018
2016

Democrats

1. Education

2. Healthcare

3. Party affiliation

4. Environment

5. Jobs/economy

Republicans

1. Education

2. Taxes

3. Jobs/economy

3. Immigration

5. Healthcare

NAV/other

1. Education

2. Healthcare

3. Spending/budget

3. Jobs/economy

5. Taxes

5. Homelessness

Local School Funding

Local schools don't have a funding problem; they are not spending what they get efficiently



Local public schools just don't have enough money to do the job right

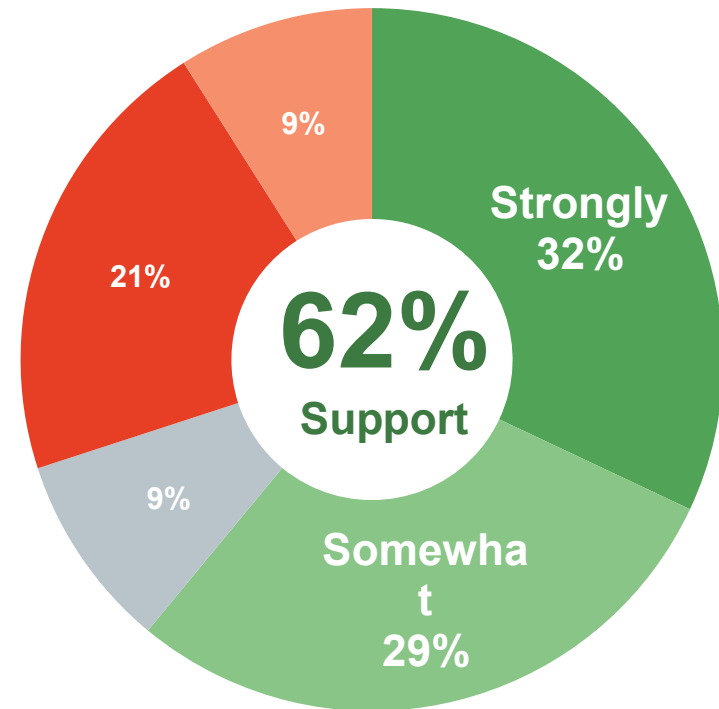


Don't know 9%

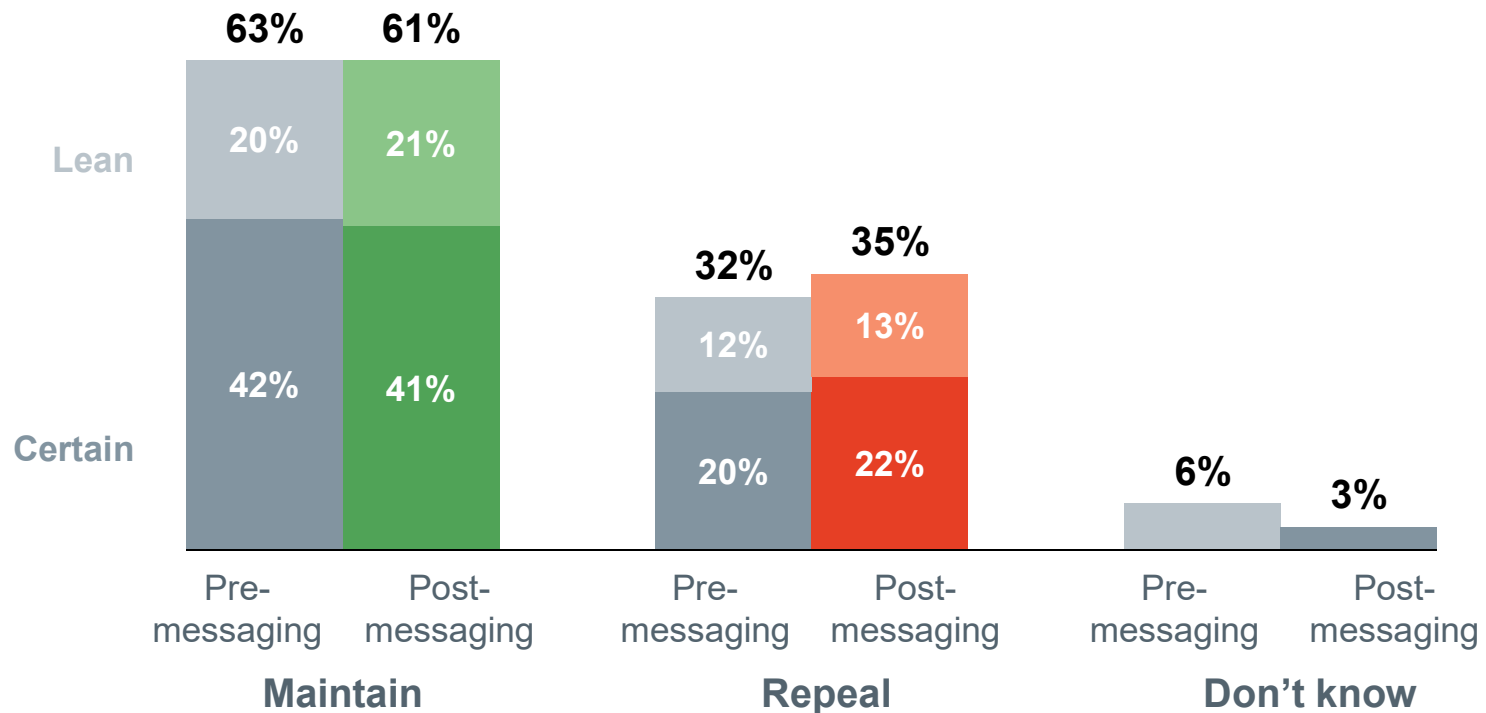
Student Success Act

The Student Success Act

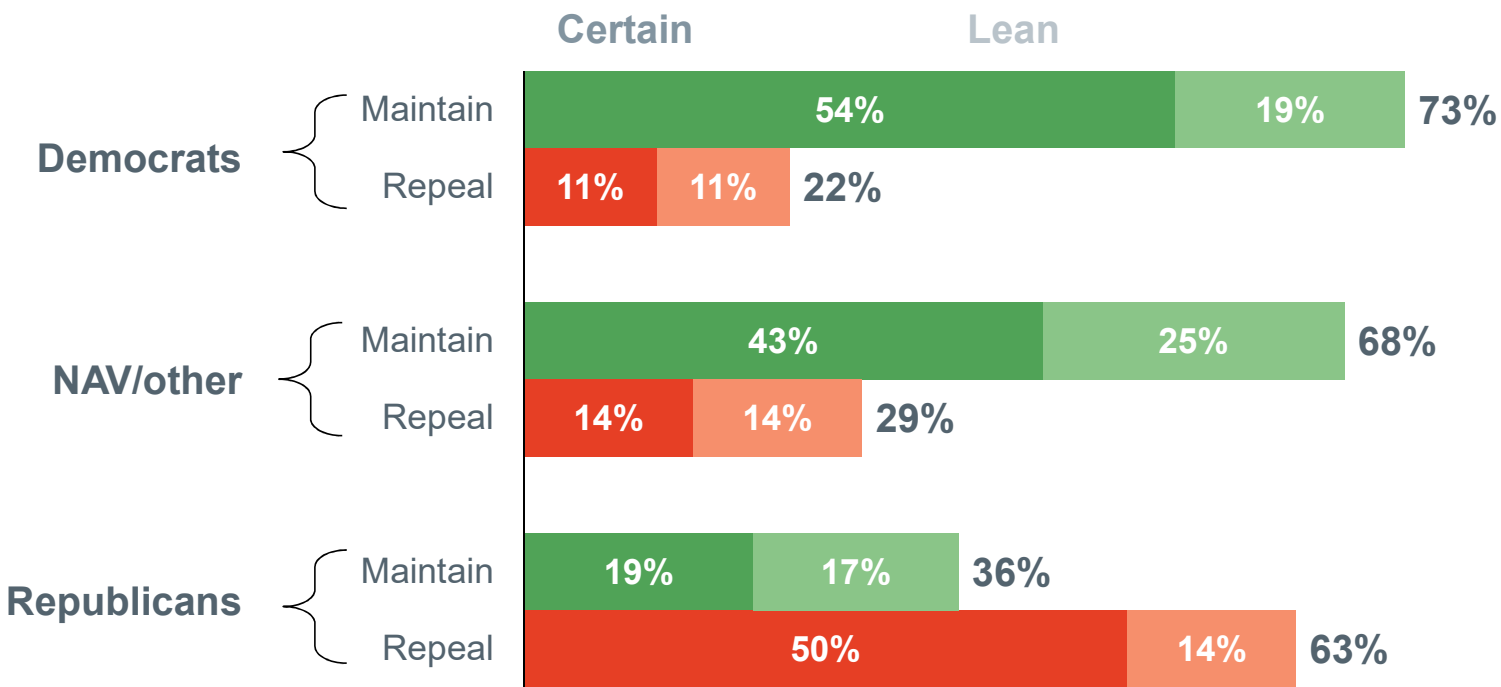
- Create a new business tax on total sales over \$1 million
- Reduce the personal income tax rate for incomes up to \$150,000 for individuals and \$250,000 for families
- Raise \$1 billion per year in revenue dedicated to K–2 public education and early learning programs



Support for the Student Success Act held steady after hearing messages in support and in opposition.

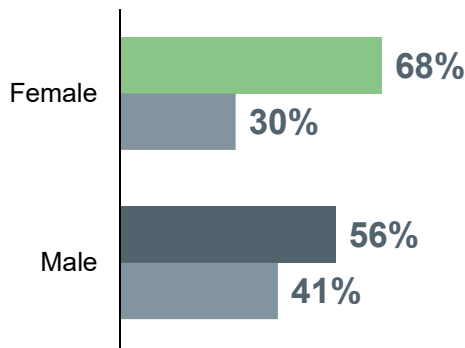


Democrats and NAV voters support for maintaining the Student Success Act; Republicans oppose

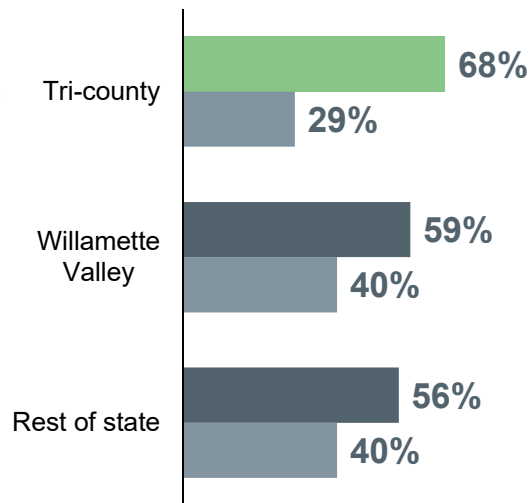


Student Success Act's core supporters

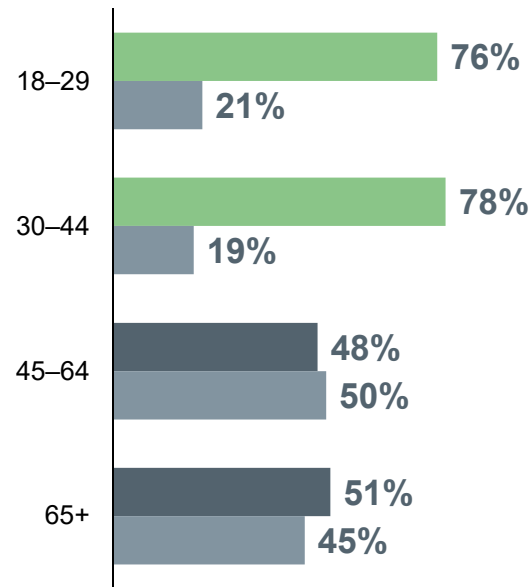
Gender



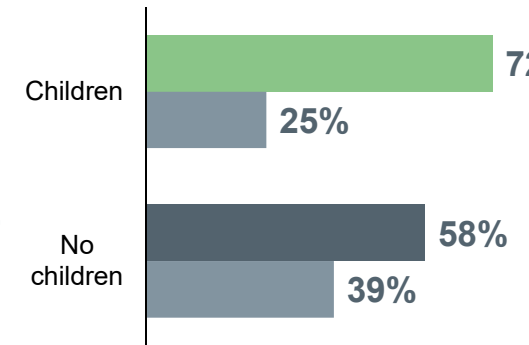
Area



Age



Children in Household



The most persuasive messages voters were positive, additive, and focused on kids (1)

Very

Somewhat

Will fund school counselors and mental health specialists to fight teen suicide



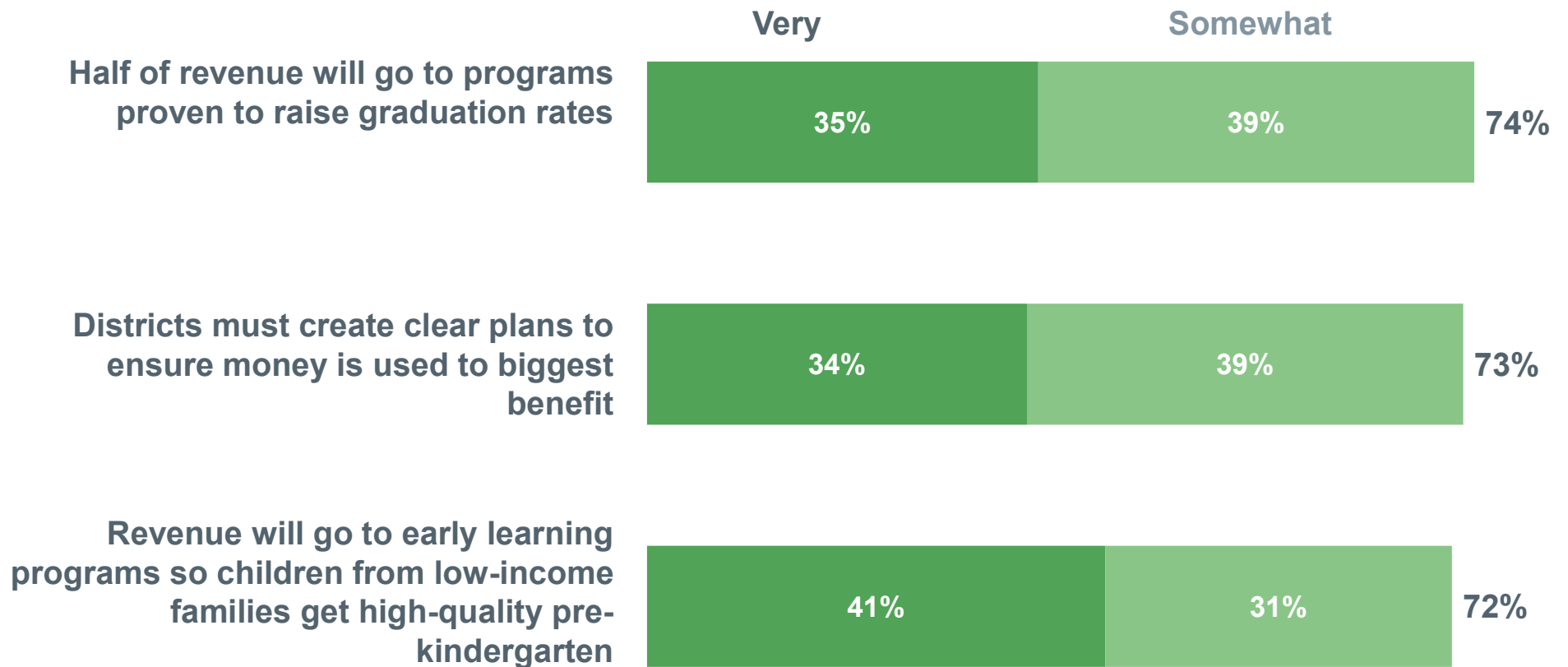
Will restore funding to art, vocational, and P.E. programs



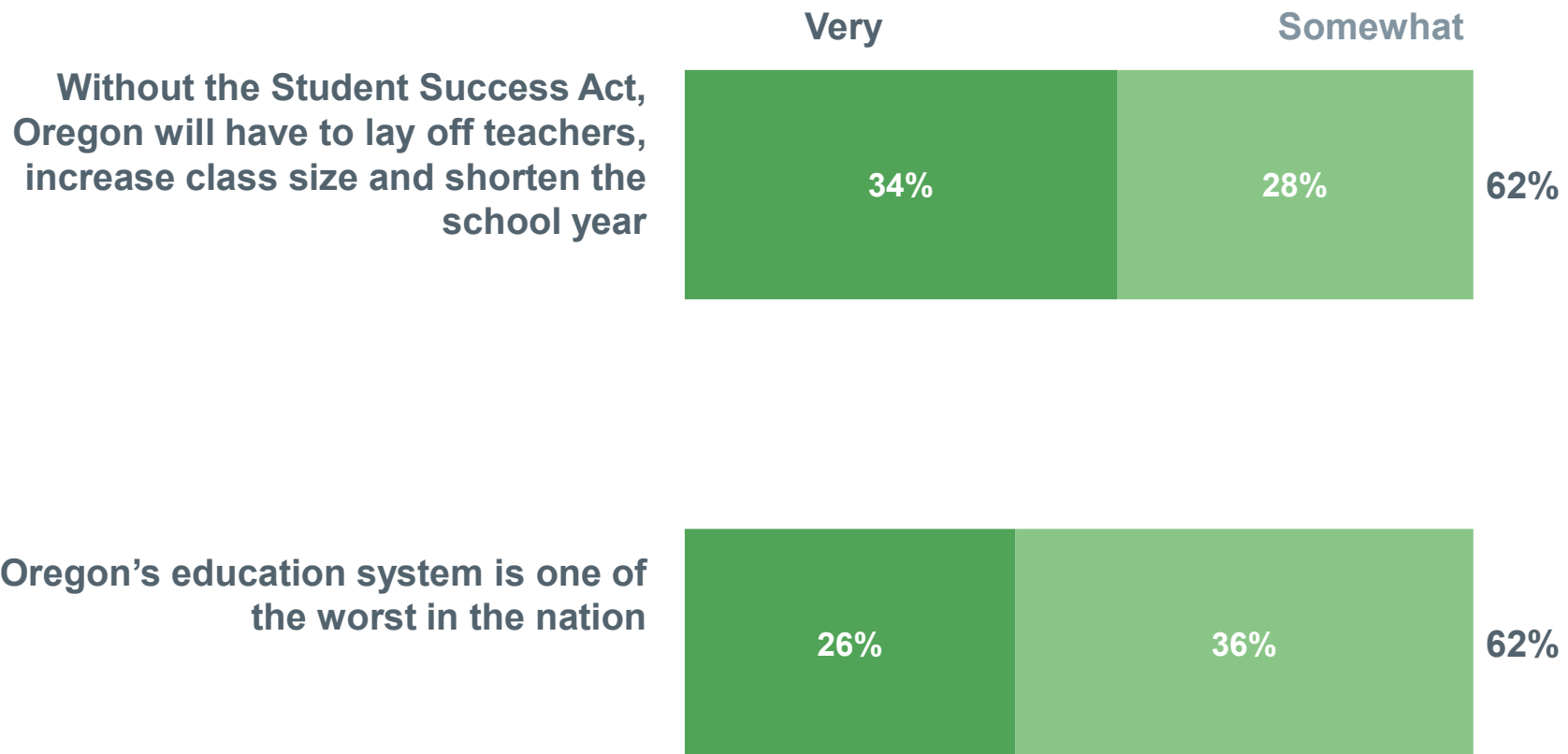
Will fund school counselors and mental health specialists to support student's emotional well-being so that students are able to thrive in the classroom



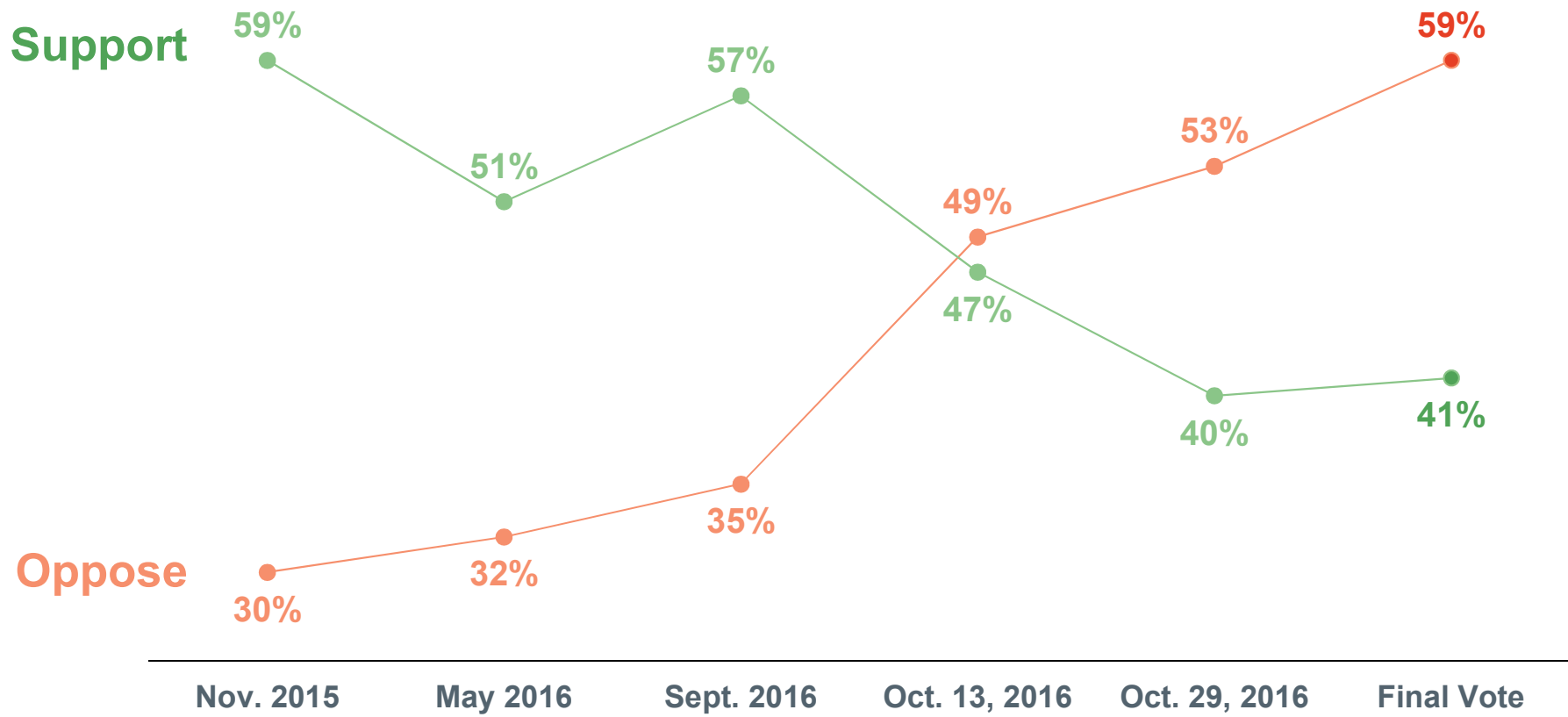
The most persuasive messages voters were positive, additive, and focused on kids (2)



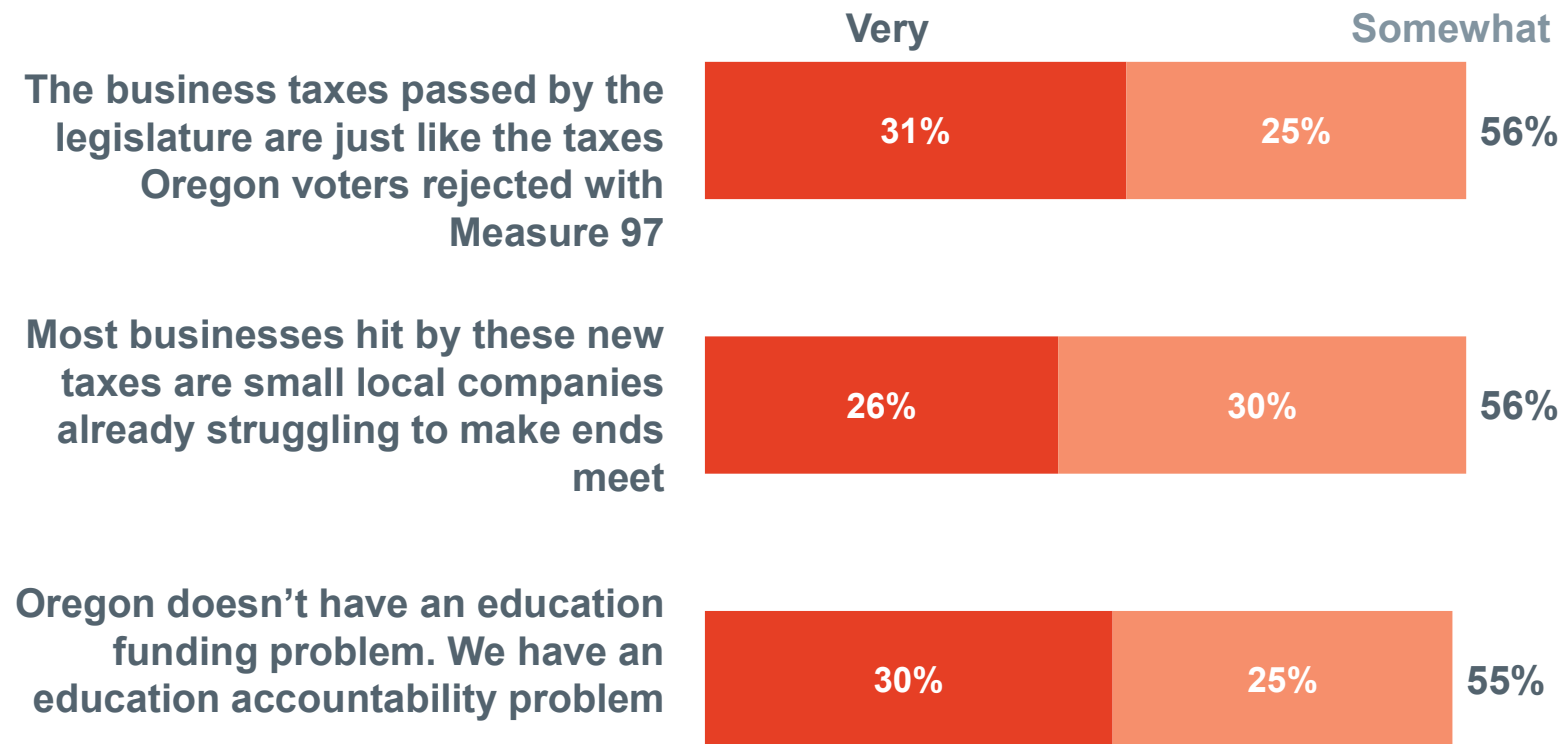
Support messages that focused on potential cuts overall quality of public education were not as persuasive



Measure 97 polling



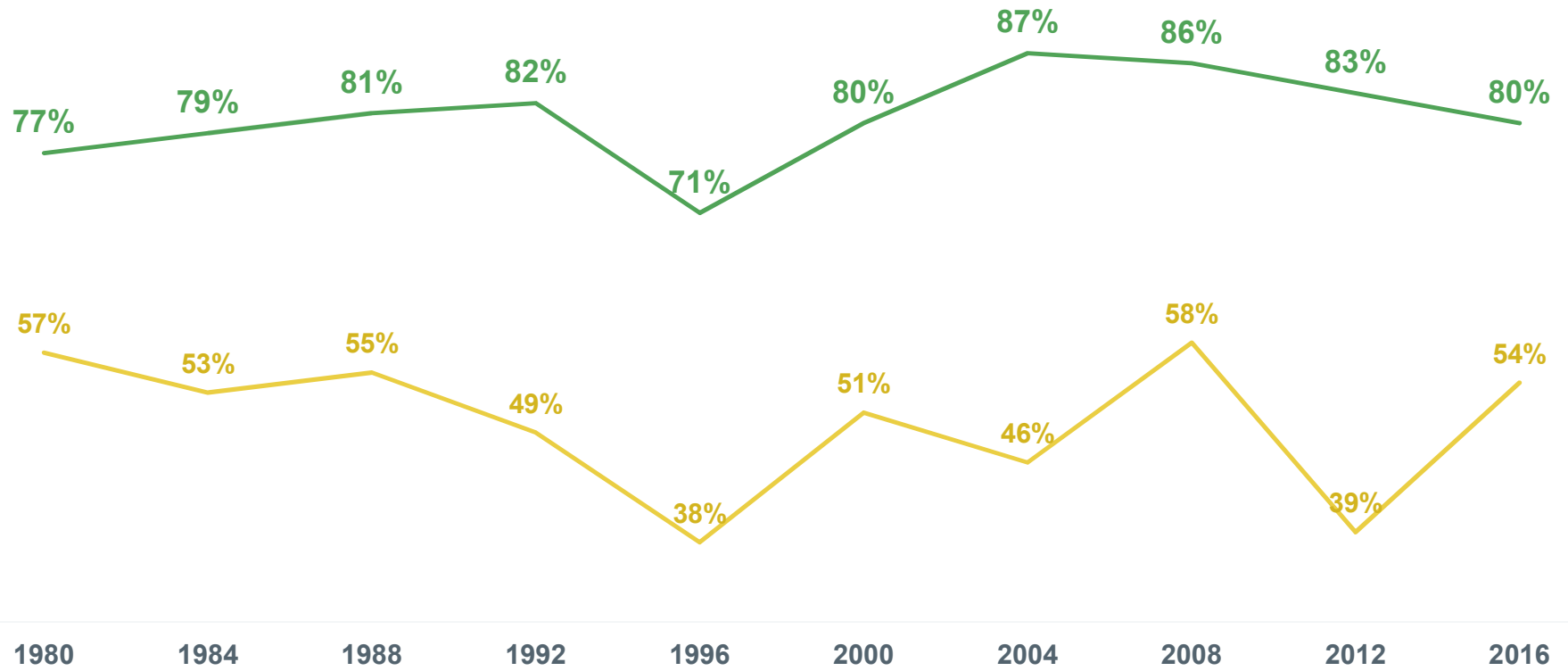
Opposition messages are weaker but have some resonance



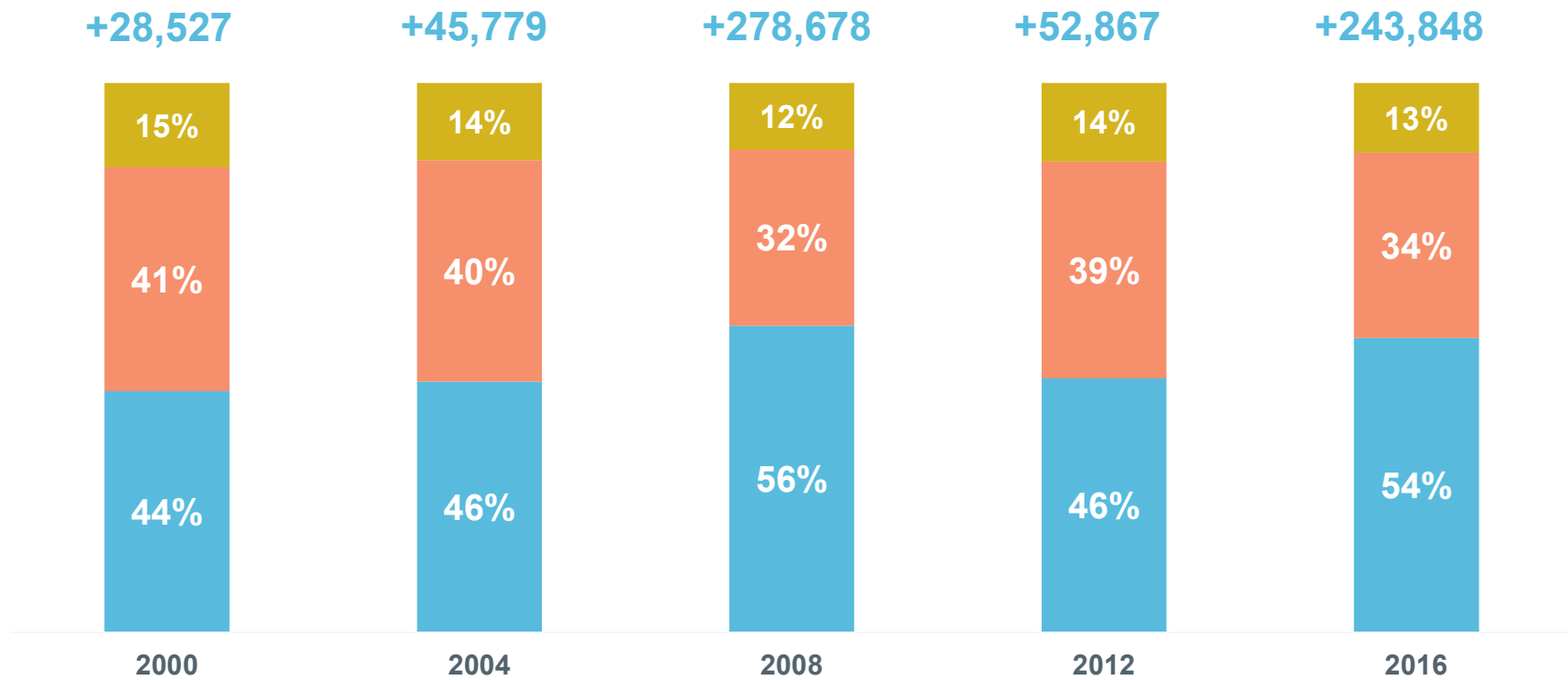
2020

Oregon Turnout

General / Primary



Primary Turnout Share Democrat / Republican / NAV/other



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