Voter Attitudes and Perceptions

July 2019
Mood & Awareness
Is Oregon headed in the right direction?

DHM Research
Impressions of Kate Brown

April 2015:
- Positive: 47%
- Negative: 18%
- Don't know: 35%

February 2016:
- Positive: 50%
- Negative: 29%
- Don't know: 20%

October 2016:
- Positive: 48%
- Negative: 33%
- Don't know: 20%

January 2018:
- Positive: 49%
- Negative: 36%
- Don't know: 14%

October 2018:
- Positive: 45%
- Negative: 10%
- Don't know: 10%

June 2019:
- Positive: 47%
- Negative: 51%
- Don't know: 2%
Impressions of Donald Trump

October 2016

Positive: 31%
Negative: 66%

January 2018

Positive: 36%
Negative: 60%

October 2018

Positive: 41%
Negative: 55%

June 2019

Positive: 34%
Negative: 66%

DHM Research
Gallup Presidential Approval Range Through 127 Weeks in First Term

- Eisenhower: 67%
- Kennedy: 61%
- Nixon: 48%
- Carter: 28%
- Reagan: 47%
- Bush I: 72%
- Clinton: 48%
- Bush II: 62%
- Obama: 46%
- Trump: 41%
Percentage of Americans Mentioning Economic Issues as the Nation's Most Important Problem
Economic conditions of Oregon (June 2019)

- Very good/Good: 63%
- Very poor/Poor: 32%

Party Affiliation:

- Democrat: 82%
- Republican: 50%
- NAV/other: 51%

DHM Research
Somewhat/very worried about personal financial situation

- 2011: 65%
- 2012: 69%
- 2013: 65%
- 2014: 64%
- 2015: 61%
- 2016: 54%
- 2017: 51%
- 2018: 58%
- 2019: 50%

DHM Research
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

- 2016: 21%
- 2017: 24%
- 2018: 29%
- 2019: 25%
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

2016: 53%
2017: 52%
2018: 68%
2019: 49%

DHM Research
Biggest issue facing the Portland Metro area

- Homelessness: 1% in 2011, 11% in 2014, 24% in 2017, 33% in 2019
- Affordable housing: 11% in 2011, 11% in 2014, 11% in 2017, 11% in 2019

DHM Research
Is Oregon headed in the right direction?

DHM Research
Is Oregon headed in the right direction?

DHM Research
Number of “minority” party legislative election victories

<table>
<thead>
<tr>
<th>Year</th>
<th>House</th>
<th>Senate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>20</td>
<td>3</td>
</tr>
<tr>
<td>2000</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>2010</td>
<td>13</td>
<td>4</td>
</tr>
<tr>
<td>2018</td>
<td>5</td>
<td>3</td>
</tr>
</tbody>
</table>

DHM Research
Voters largely ignored the legislative session

- Very closely: 6%
- Somewhat closely: 29%
- Not too closely: 33%
- Not closely at all: 30%

OSBA/DHM Research
What piece of land did the United States purchase from France in 1803? 92%
If both the president and vice president can no longer serve, who becomes president? 78%
What did Susan B. Anthony do? 73%
Who is chief justice of the United States Supreme Court right now? 69%
Who did the United States fight in World War II? 66%
During the Cold War, what was the main concern of the United States? 64%
Who was president during World War I? 61%
We elect a United States senator for how many years? 59%
The United States House of Representatives has how many voting members? 50%
The Federalist Papers supported the passage of the United States Constitution. Who was one of the writers? 31%
## What does it take to be “truly” American

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Important</th>
<th>Not important</th>
</tr>
</thead>
<tbody>
<tr>
<td>To support the principles of the Constitution</td>
<td>98%</td>
<td></td>
</tr>
<tr>
<td>To vote</td>
<td>97%</td>
<td></td>
</tr>
<tr>
<td>To know American history</td>
<td>89%</td>
<td>11%</td>
</tr>
<tr>
<td>To be a legal citizen of the United States</td>
<td>77%</td>
<td>22%</td>
</tr>
<tr>
<td>To be able to speak English</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>To share American customs and traditions</td>
<td>66%</td>
<td>32%</td>
</tr>
<tr>
<td>To support a capitalistic economy</td>
<td>57%</td>
<td>40%</td>
</tr>
<tr>
<td>To have been born in the United States</td>
<td>23%</td>
<td>77%</td>
</tr>
<tr>
<td>To be a Christian</td>
<td>16%</td>
<td>84%</td>
</tr>
</tbody>
</table>

DHM Research
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%

DHM Research
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Lower taxes and reduce funding for state programs and services: 26%
Whose paying their fair share?

- **Individuals**: 8% Too little, 52% Too much, 40% About right
- **Small business**: 10% Too little, 70% Too much, 20% About right
- **Large business**: 59% Too little, 38% Too much, 3% About right

DHM Research
Schools
Voters are ambivalent about the quality of Oregon’s public schools

**Good** 50%

**Poor** 40%

**Don’t know** 10%

**Bar Chart**
- **Willamette**: 57%
  - Good: 57%
  - Poor: 36%
  - Don’t know: 7%
- **Tri-county**: 49%
  - Good: 49%
  - Poor: 35%
  - Don’t know: 8%
- **Rest of state**: 44%
  - Good: 44%
  - Poor: 35%
  - Don’t know: 15%

OSBA/DHM Research
Grading Oregon’s Public Schools

- **Your local public school**: A: 13%, B: 32%, C: 26%, D: 12%, F: 6%, 11%
- **Oregon’s public schools**: A: 3%, B: 25%, C: 35%, D: 17%, F: 7%, 13%
- **Teachers**: A: 25%, B: 40%, C: 15%, D: 5%, E: 2%, 13%
- **Administrators**: A: 4%, B: 22%, C: 26%, D: 20%, E: 13%, 17%
- **School boards**: A: 2%, B: 19%, C: 29%, D: 18%, E: 12%, 20%

DHM Research
Top 10 most important issue when deciding candidate for governor

- Education: 16% (2018), 22% (2016)
- Healthcare: 4% (2018), 12% (2016)
- Taxes: 8% (2018), 10% (2016)
- Jobs, economy: 9% (2018), 30% (2016)
- Party affiliation: 4% (2018), 8% (2016)
- Fiscal responsibility: 2% (2018), 6% (2016)
- Immigration: 1% (2018), 5% (2016)
- Homelessness: 5% (2018), 5% (2016)
- Environment: 5% (2018), 6% (2016)
- Honesty, trustworthy: 5% (2018), 5% (2016)

DHM Research
<table>
<thead>
<tr>
<th>Democrats</th>
<th>Republicans</th>
<th>NAV/other</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Education</td>
<td>1. Education</td>
<td>1. Education</td>
</tr>
</tbody>
</table>

DHM Research
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.

Local School Funding

- Republican: 72%
  - 48%
  - Don’t know: 9%

- Democrat: 69%
  - 43%

DHM Research
Student Success Act 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

Democrats
- Maintain: 54% Certain, 19% Lean
- Repeal: 11% Certain, 11% Lean

NAV/other
- Maintain: 43% Certain, 25% Lean
- Repeal: 14% Certain, 14% Lean

Republicans
- Maintain: 19% Certain, 17% Lean, 36% Lean
- Repeal: 50% Certain, 14% Lean

OSBA/DHM Research
### Student Success Act’s core supporters

<table>
<thead>
<tr>
<th>Gender</th>
<th>Area</th>
<th>Age</th>
<th>Children in Household</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>68% Tri-county</td>
<td>68% 18-29</td>
<td>76% No children</td>
</tr>
<tr>
<td>Male</td>
<td>56% Willamette Valley</td>
<td>59% 30-44</td>
<td>78% Children</td>
</tr>
<tr>
<td></td>
<td>41% Rest of state</td>
<td>56% 45-64</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>40% 65+</td>
<td>51% No children</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>45% Children</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Message</th>
<th>Very</th>
<th>Somewhat</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will fund school counselors and mental health specialists to fight teen suicide</td>
<td>45%</td>
<td>30%</td>
<td>75%</td>
</tr>
<tr>
<td>Will restore funding to art, vocational, and P.E. programs</td>
<td>44%</td>
<td>30%</td>
<td>75%</td>
</tr>
<tr>
<td>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</td>
<td>40%</td>
<td>34%</td>
<td>74%</td>
</tr>
</tbody>
</table>

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

- **Half of revenue will go to programs proven to raise graduation rates**
  - Very: 35%
  - Somewhat: 39%
  - Total: 74%

- **Districts must create clear plans to ensure money is used to biggest benefit**
  - Very: 34%
  - Somewhat: 39%
  - Total: 73%

- **Revenue will go to early learning programs so children from low-income families get high-quality pre-kindergarten**
  - Very: 41%
  - Somewhat: 31%
  - Total: 72%

OSBA/DHM Research
Support messages that focused on potential cuts overall quality of public education were not as persuasive.

Without the Student Success Act, Oregon will have to lay off teachers, increase class size and shorten the school year.

- Very: 34%
- Somewhat: 28%
- Total: 62%

Oregon’s education system is one of the worst in the nation.

- Very: 26%
- Somewhat: 36%
- Total: 62%

OSBA/DHM Research
Opposition messages are weaker but have some resonance

<table>
<thead>
<tr>
<th>Statement</th>
<th>Very</th>
<th>Somewhat</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>The business taxes passed by the legislature are just like the taxes</td>
<td>31%</td>
<td>25%</td>
<td>56%</td>
</tr>
<tr>
<td>Oregon voters rejected with Measure 97</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most businesses hit by these new taxes are small local companies</td>
<td>26%</td>
<td>30%</td>
<td>56%</td>
</tr>
<tr>
<td>already struggling to make ends meet</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oregon doesn't have an education funding problem. We have an education</td>
<td>30%</td>
<td>25%</td>
<td>55%</td>
</tr>
<tr>
<td>accountability problem</td>
<td></td>
<td></td>
<td></td>
</tr>
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</table>

OSBA/DHM Research
<table>
<thead>
<tr>
<th>Year</th>
<th>Primary Turnout Share</th>
<th>Democrat</th>
<th>Republican</th>
<th>NAV/other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>28,527</td>
<td>15%</td>
<td>41%</td>
<td>44%</td>
</tr>
<tr>
<td>2004</td>
<td>45,779</td>
<td>14%</td>
<td>40%</td>
<td>46%</td>
</tr>
<tr>
<td>2008</td>
<td>278,678</td>
<td>12%</td>
<td>32%</td>
<td>56%</td>
</tr>
<tr>
<td>2012</td>
<td>52,867</td>
<td>14%</td>
<td>39%</td>
<td>46%</td>
</tr>
<tr>
<td>2016</td>
<td>243,848</td>
<td>13%</td>
<td>34%</td>
<td>54%</td>
</tr>
</tbody>
</table>