To: Tusk Philanthropies

From: GBAO

Date: January 23, 2025

Solving Hunger: Oregon Research Findings

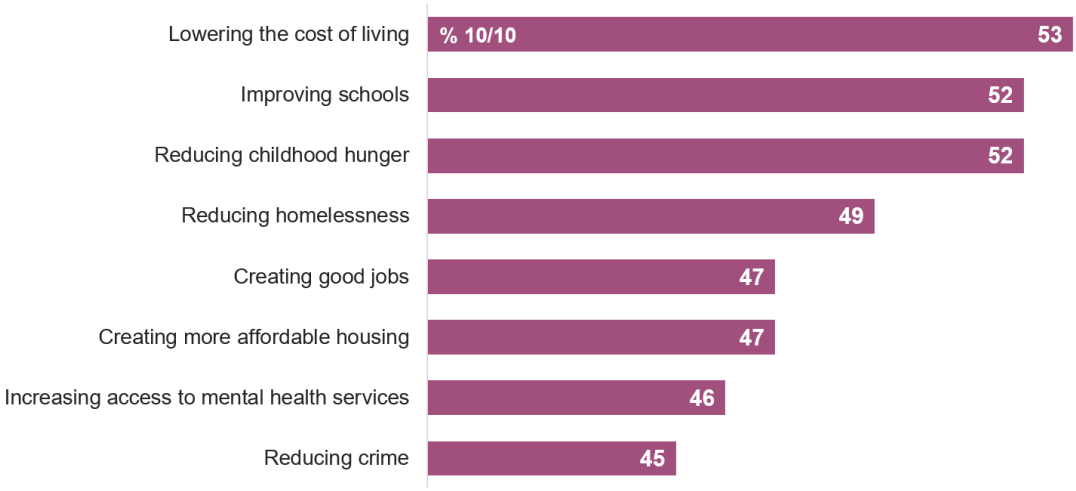
This memo highlights key findings of a survey of 600 Oregon registered voters, conducted January 13-15, 2025, via landline, cellphone, and text-to-web. The total sample is subject to a 4.0 percentage-point margin of error at the 95% confidence level.

Key Findings

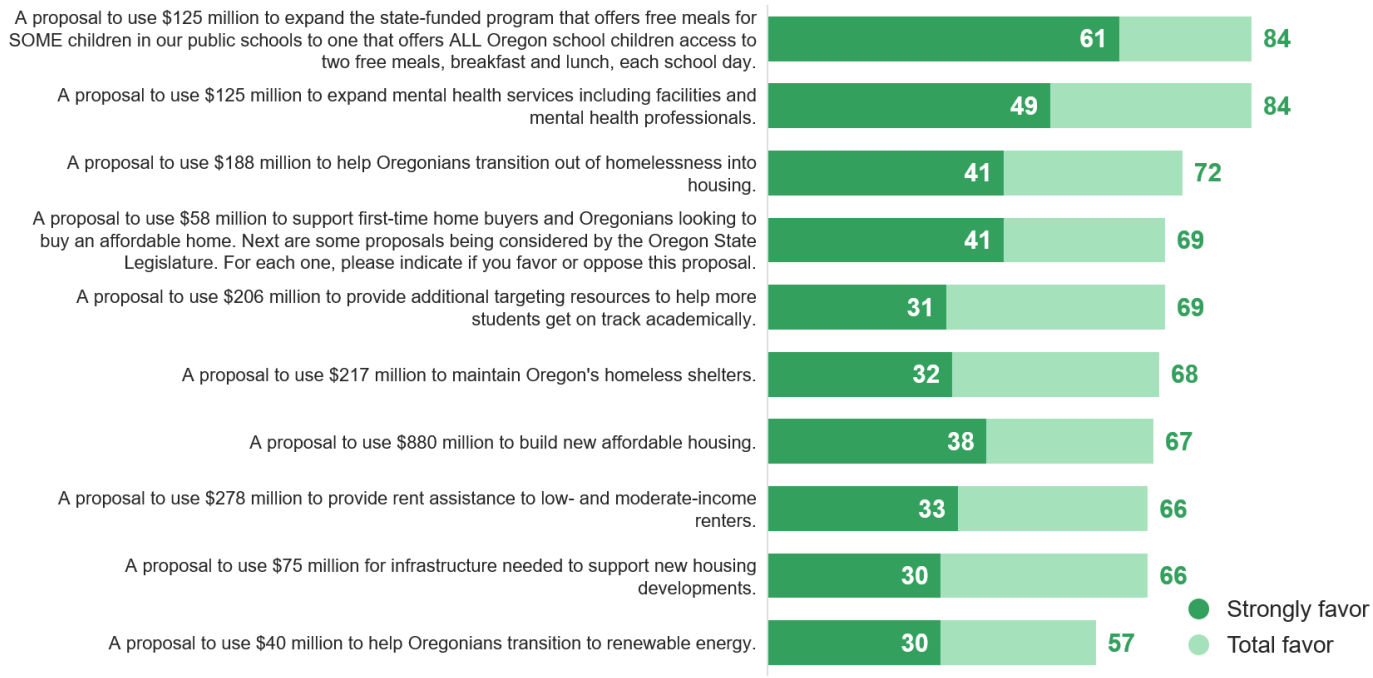
- **Reducing childhood hunger is a high priority for voters.** When asked to rate their priorities on a scale of 0 to 10, where 0 is not at all important and 10 is very important, 52% of voters rate reducing childhood hunger a 10/10 in importance, on par with lowering the cost of living, improving schools, and reducing homelessness.

Voter Priorities

Next is a list of issues. After each, please indicate how important it is to you that the Oregon state government works on this issue on a scale of 0 to 10, where 0 means not at all important and 10 means extremely important.



- **Offering universal school meals is the most popular spending proposal tested, with 84% of voters favoring the proposal and 61% strongly favoring it.** Other popular proposals include expanding mental health services and helping Oregonians transition out of homelessness.



- **A large majority of voters (62%) say that they would be more likely to vote for their state legislator if the legislator voted for the universal school lunch proposal, including 61% of independents.**

- **The strongest messages in favor of the universal school meals proposal focus on support for working families, that addressing hunger is critical for learning, and improving student performance.**

  In Oregon, a family that makes $1 over the limit of qualifying for free school meals gets no support, effectively punishing parents for making more money and trying to get ahead. With record inflation making it harder for working families, providing school meals for all kids will help those families keep up with rising costs and make sure we reward hard work rather than punishing it.

  We already pay for and supply to all students the critical things they need for a good education, like books, desks, teachers, playground equipment, and transportation, but good nutrition is just as necessary for a quality education. If a child is hungry, they can't learn.

  Studies show that providing school meals improves student performance in school, from higher attendance to more attentiveness in class to higher graduation rates.

- **Support for the school meals proposal is very robust.** After hearing five messages in support of the proposal and three against, almost three-in-four voters (74%) favor the proposal, and 51% strongly favor it.