GBAO

Tusk Philanthropies
Oregon Statewide Survey

January 2025

n = 600 registered voters
Conducted January 13-15, 2025 via landline, cell phone, and text-to-web
Margin of error = +/- 4.0 percentage points

Key Findings

Figure 2

- Voters are pessimistic about the direction of the state. Most politicians and political entities are viewed negatively, though voters are more negative towards Republicans than Democrats.

- Reducing childhood hunger is a high priority for voters, on par with lowering the cost of living, improving schools, and reducing homelessness.

- A proposal to spend $125 million for universal school meals is by far the most popular spending proposal tested, with 84% of voters favoring the proposal and 61% strongly favoring it.

- 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.

Key Findings – Messaging

Figure 3

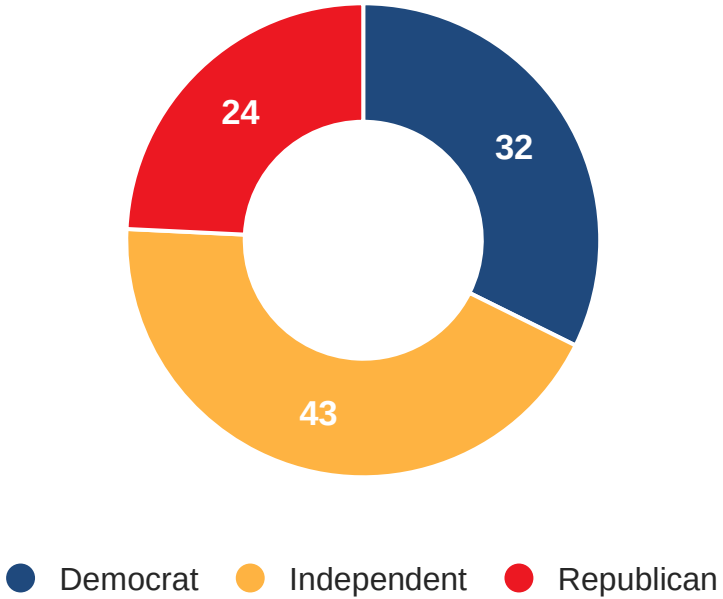
- The strongest messages in favor of the universal school meals proposal focus on support for working families, that food is critical for learning, and improving student performance.

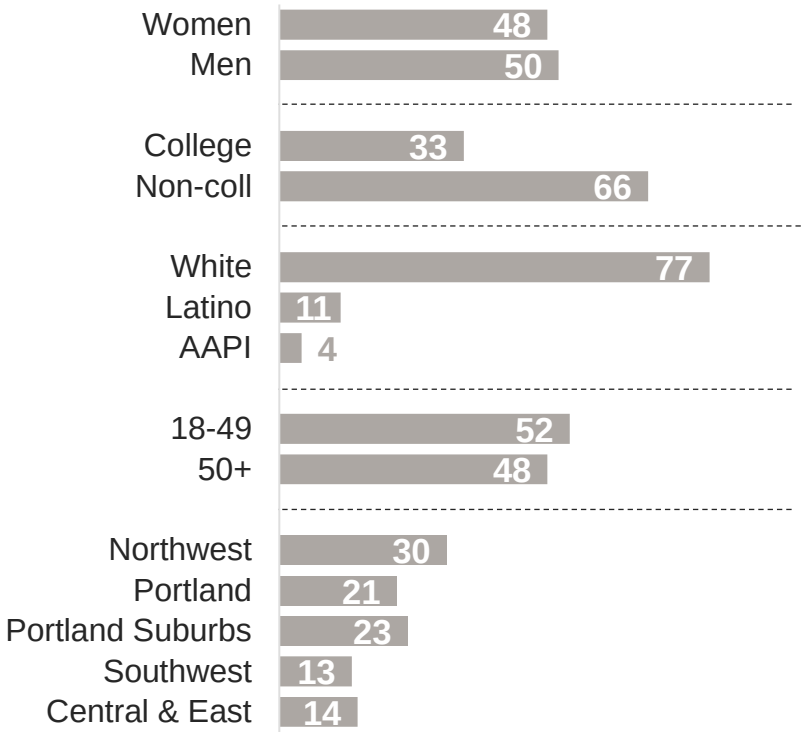
- All opposition messages are weaker than messages in support; the biggest messaging vulnerability is the argument that expanding school meals is unnecessary.

- Support for the school meals proposal is very robust. After hearing five messages in support of the proposal and three against, almost 3-in-4 voters (74%) favor the proposal, and 51% strongly favor it.

Figure 4

Demographics





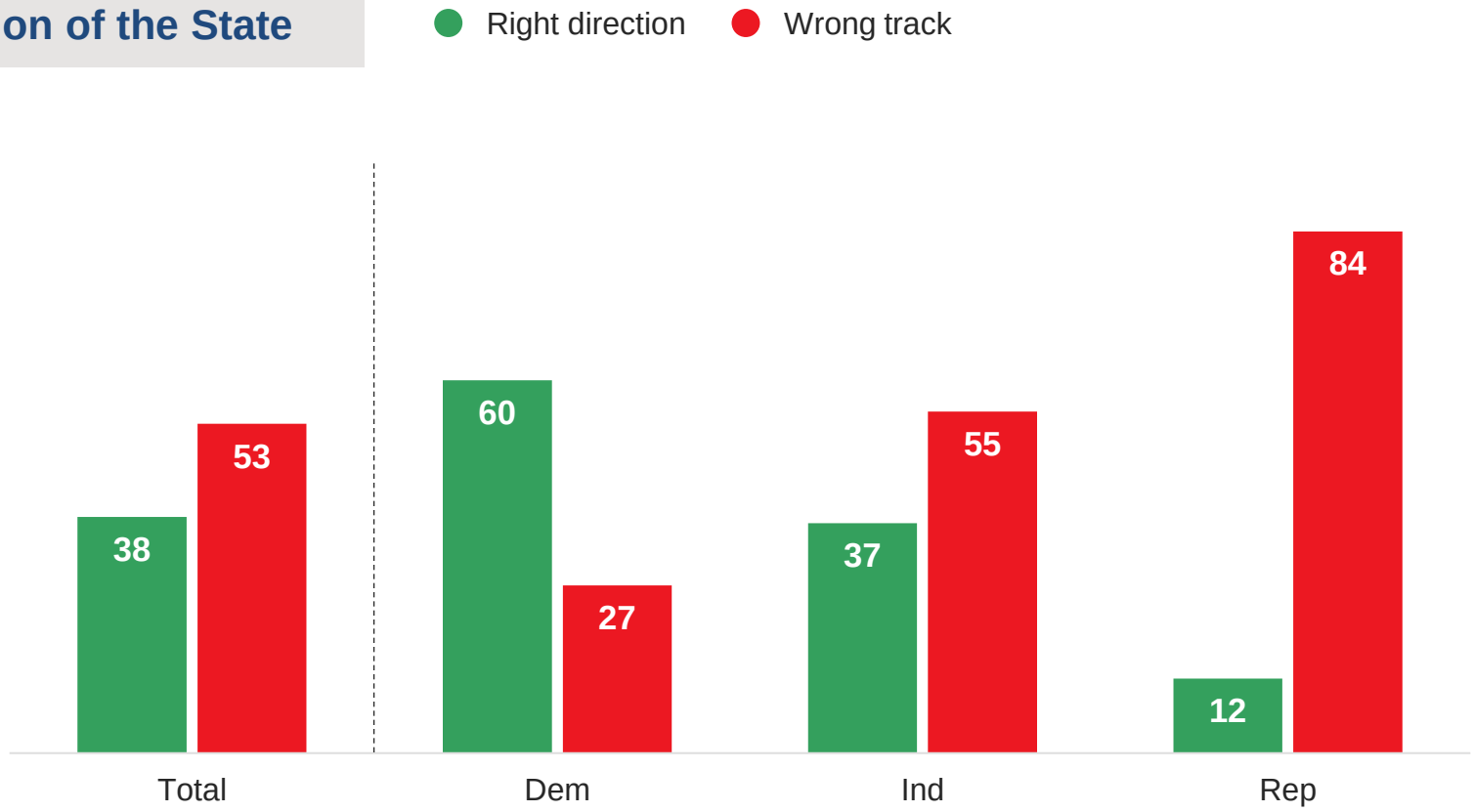


Political Landscape

Voters Are Pessimistic About The Direction Of The State

Figure 6

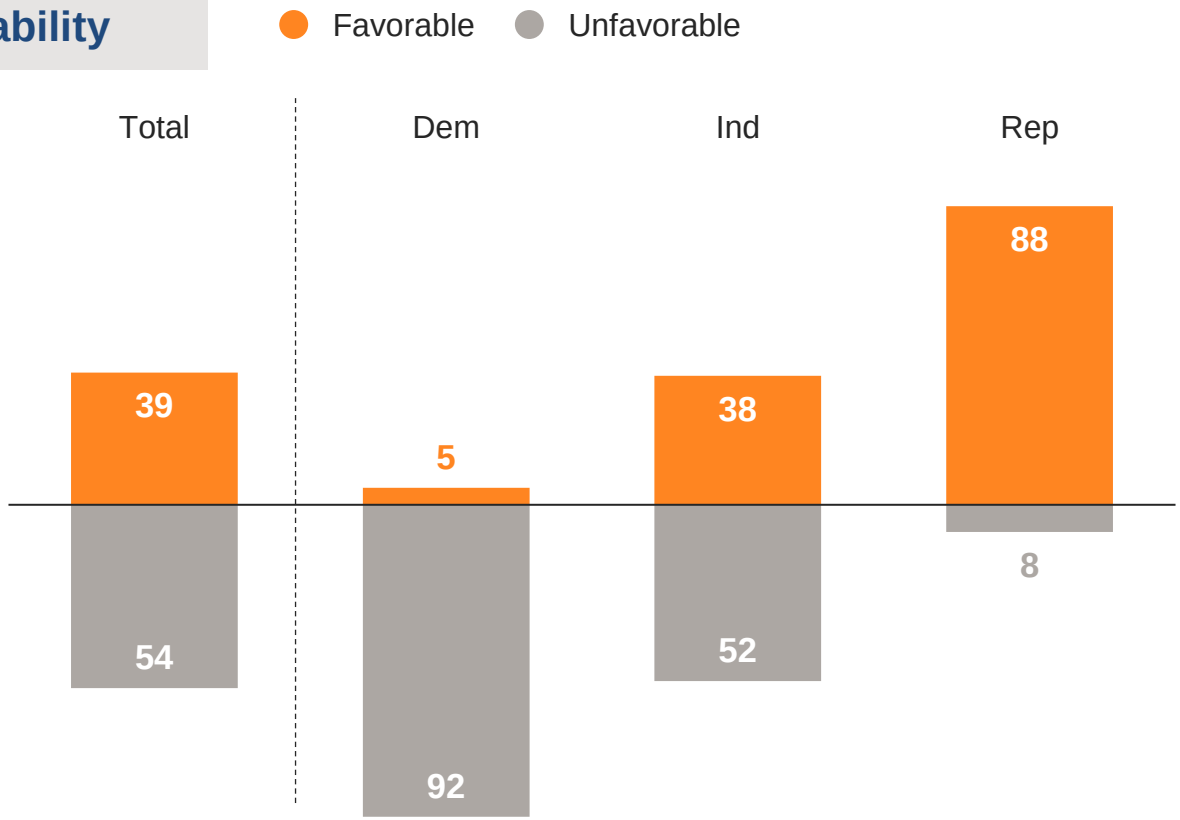
Direction of the State



President Trump Is Under Water In Oregon

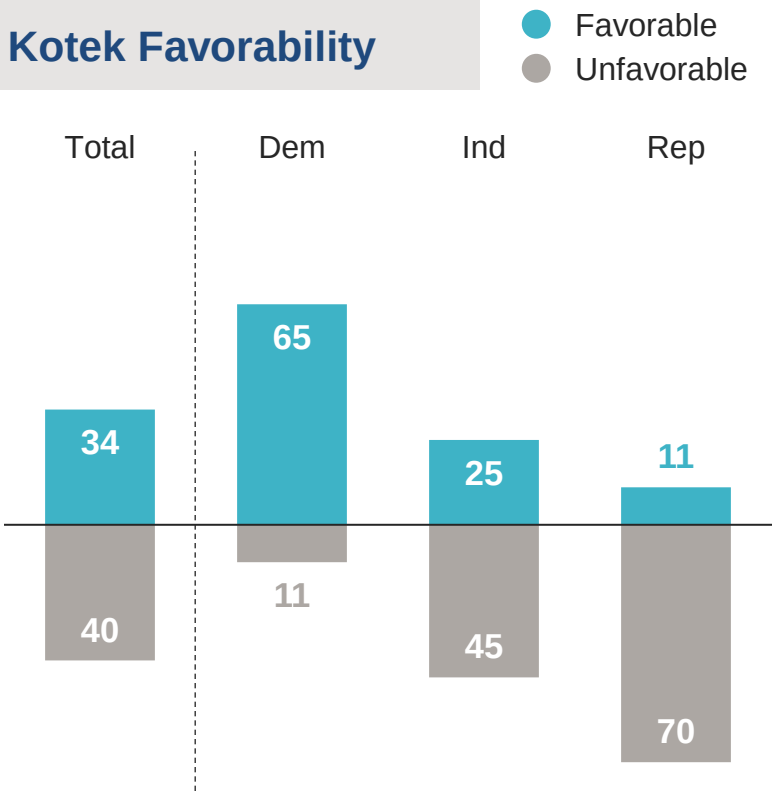
Figure 7

Trump Favorability

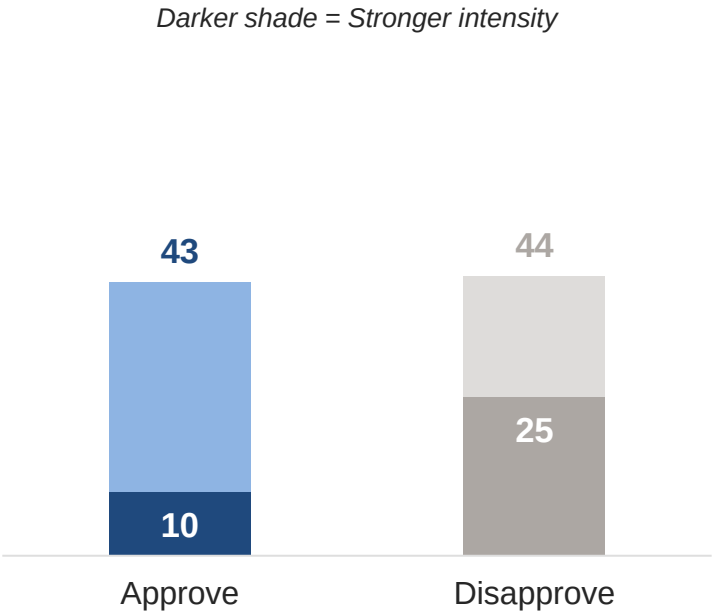


Governor Kotek's Standing Is Mixed

Kotek Favorability

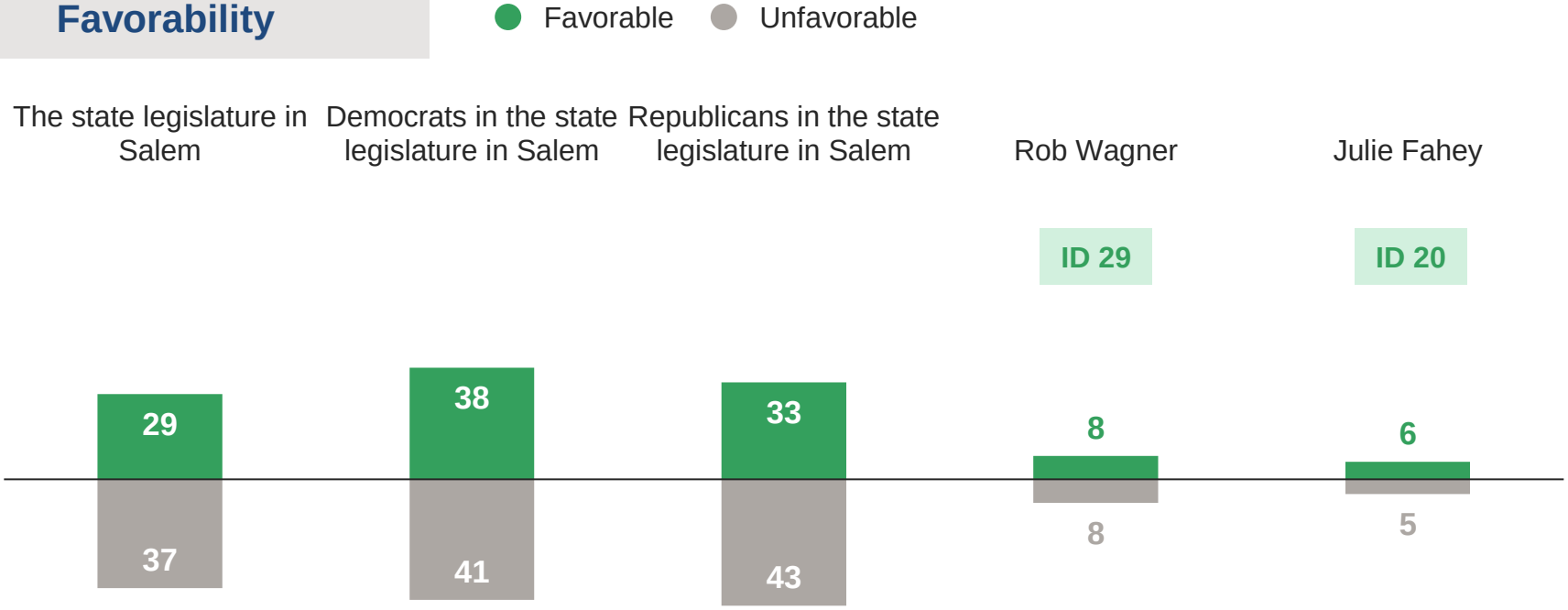


Kotek Job Approval



Democrats Better Ratings Than Republicans; Legislative Leaders Unknown

Favorability

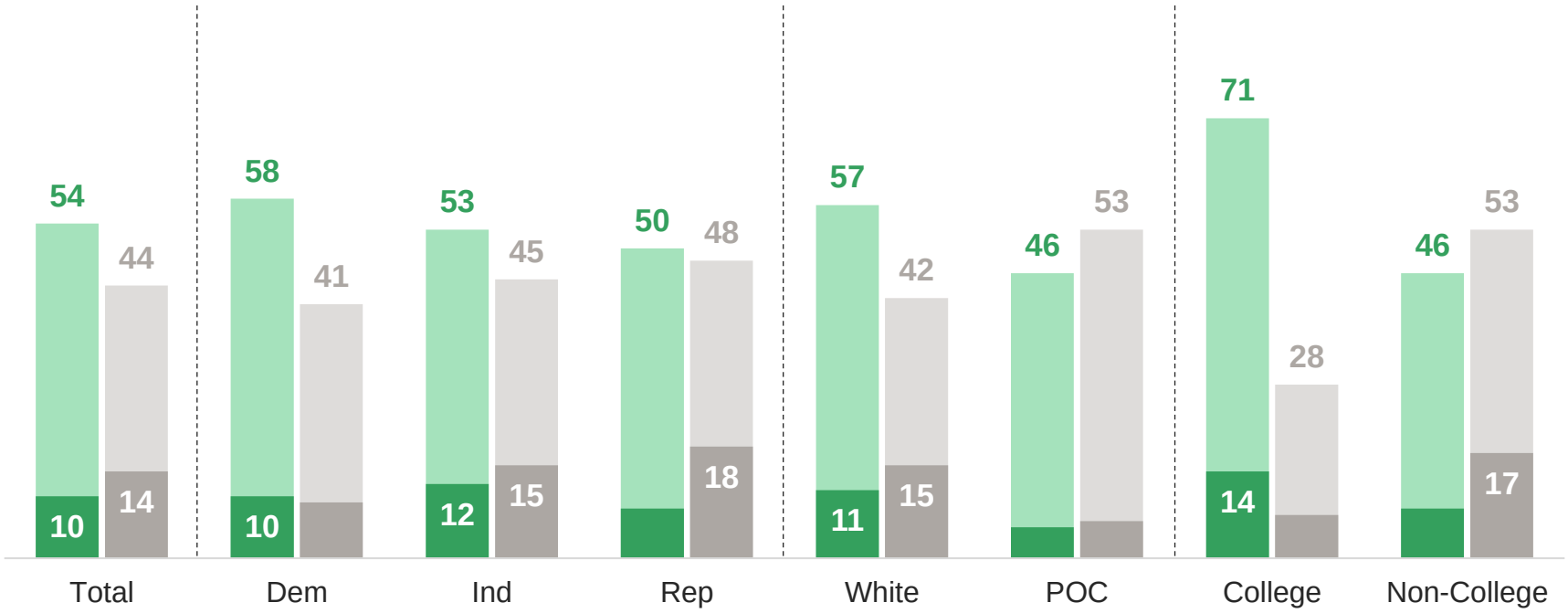


Big Education Gap In Feelings About Personal Financial Situation

Figure 10

Personal Financial Situation

Excellent/Good Not so good/Poor *Darker shade = Stronger intensity*

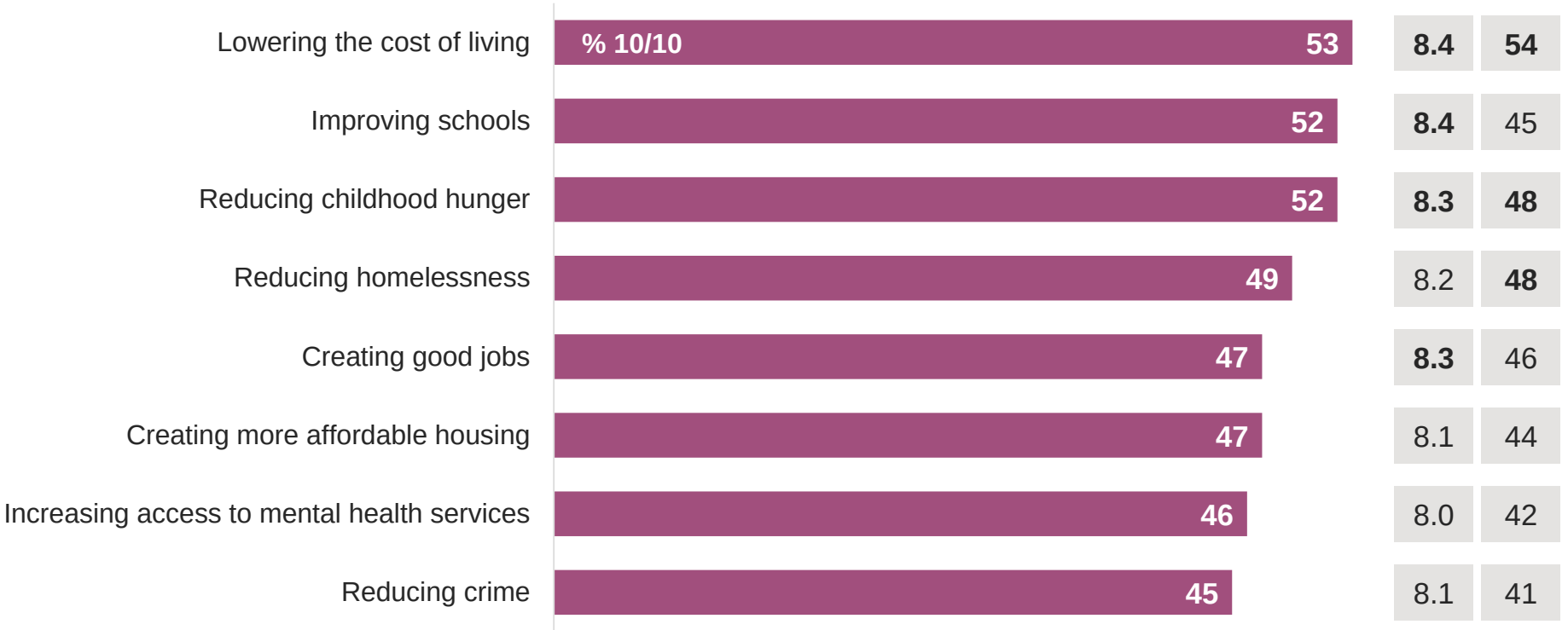


Reducing Childhood Hunger Ranks On Par With Lowering Cost-Of-Living, Improving Schools, And Above Homelessness Among Voters' Priorities

Figure 11

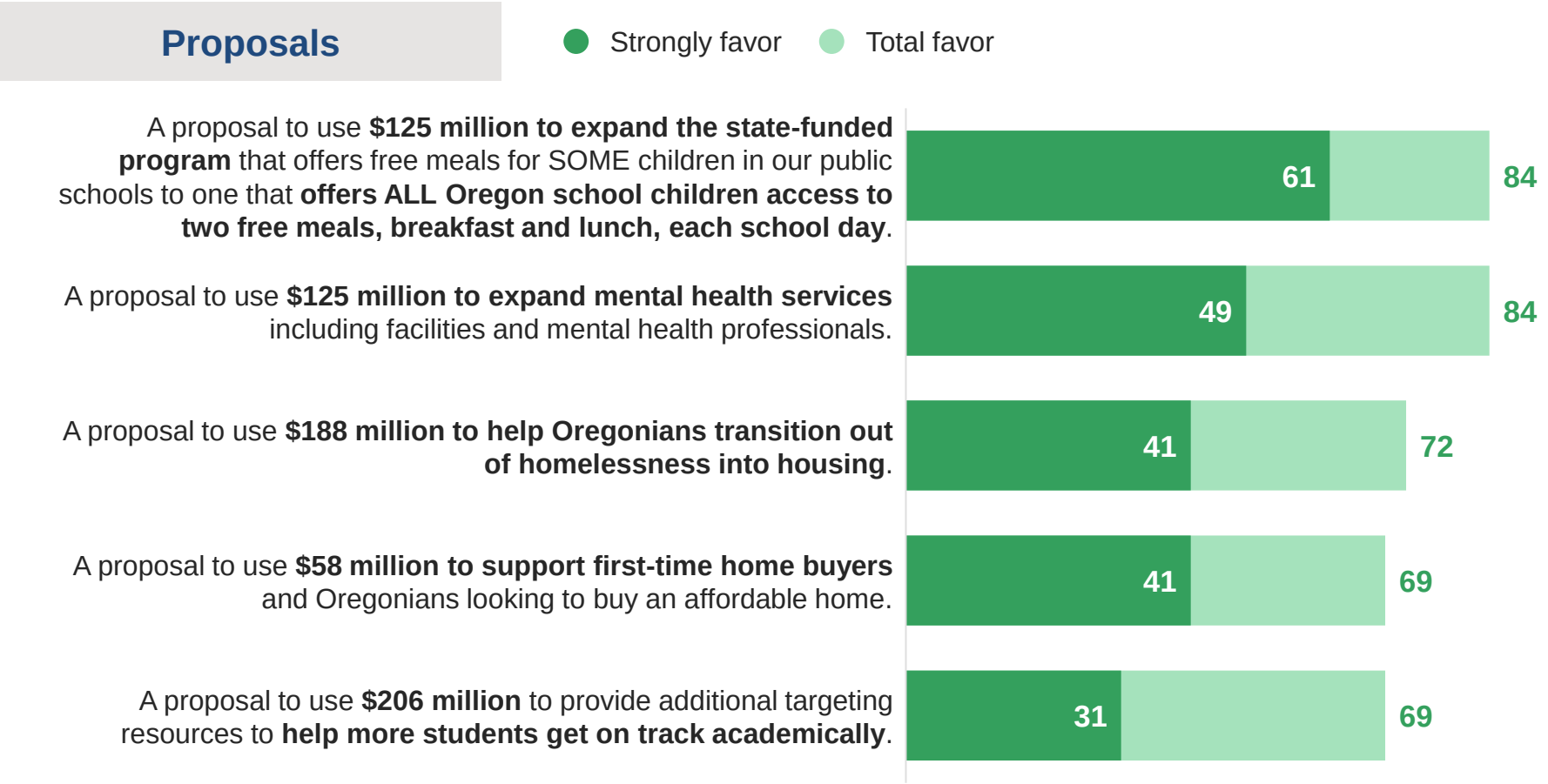
Voter Priorities

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.



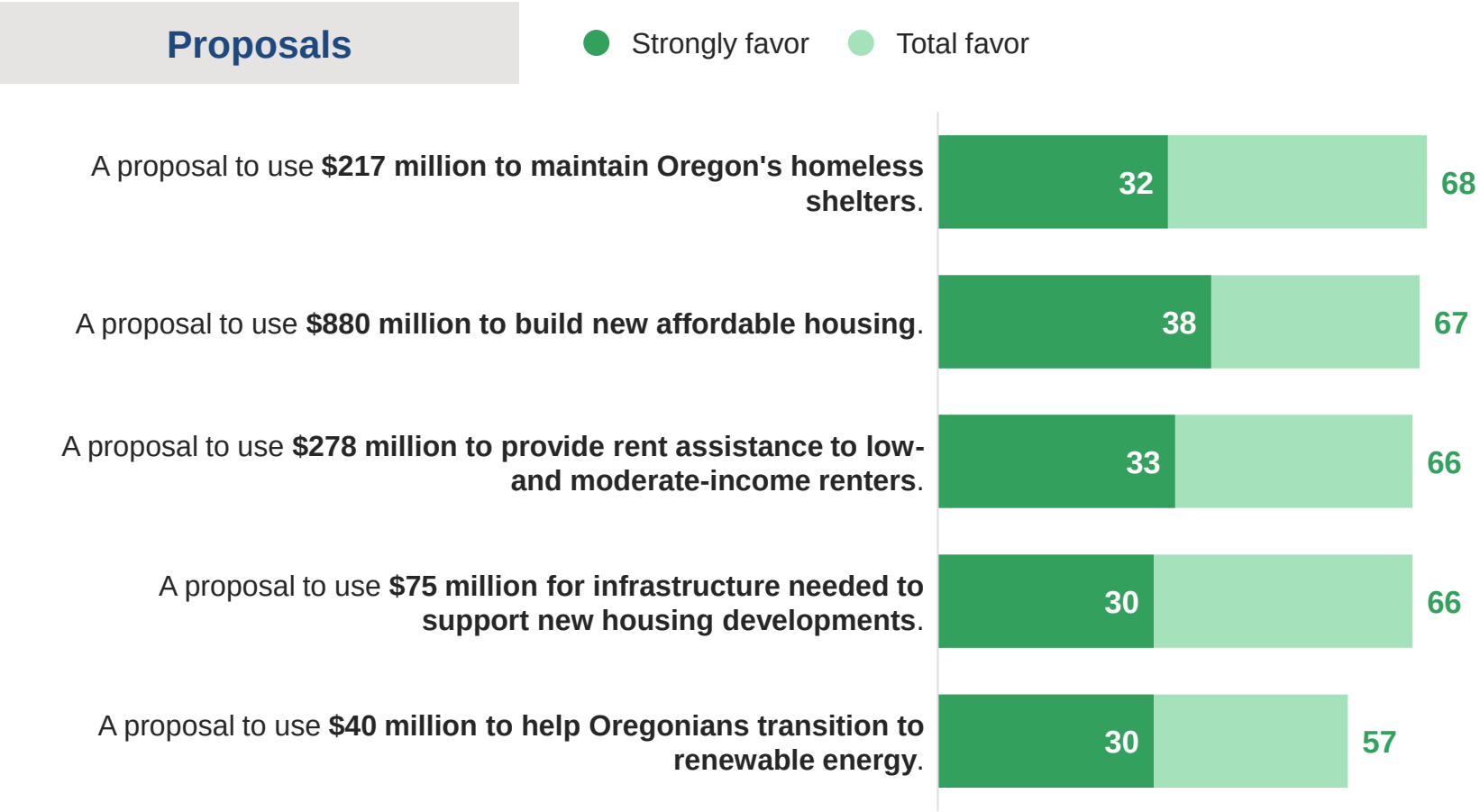
Expanding School Meals Most Popular Proposal Tested

Figure 12



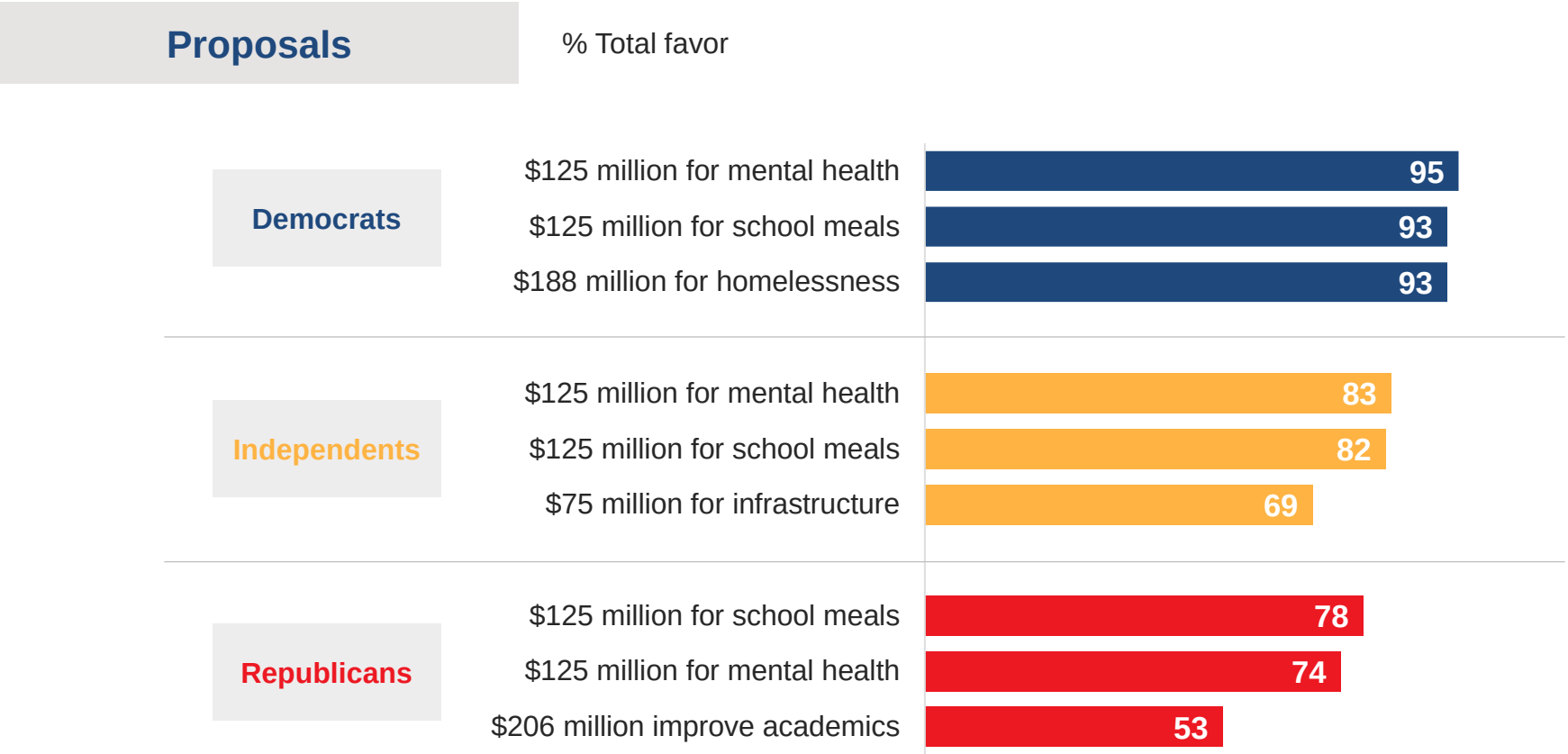
Second Tier Budget Proposal Still Garners Broad Support

Figure 13



Mental Health & School Meals Top Proposals Across Party Lines

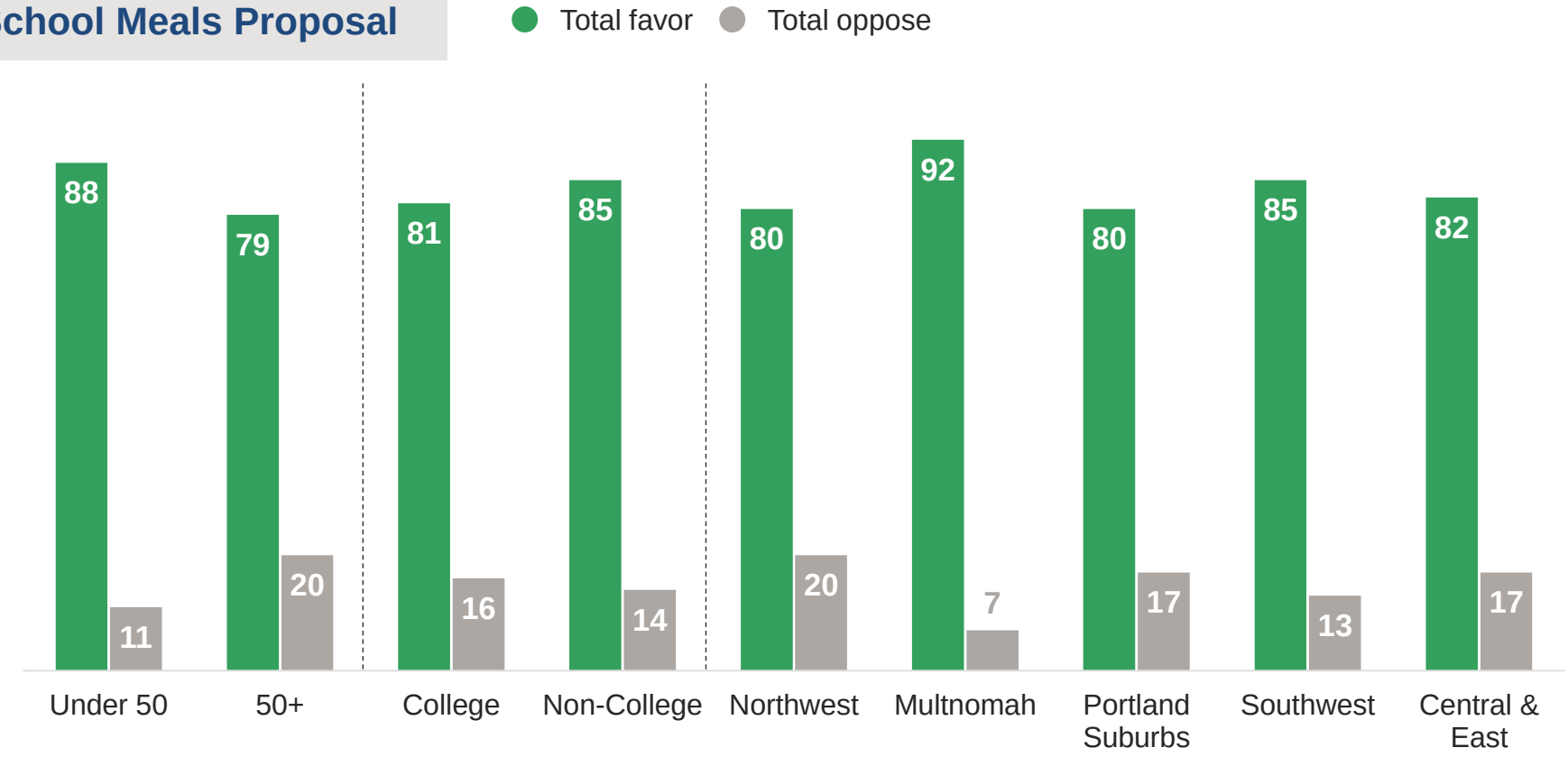
Figure 14



Large Majorities Across Demographic Groups Support The Proposal

Figure 15

School Meals Proposal

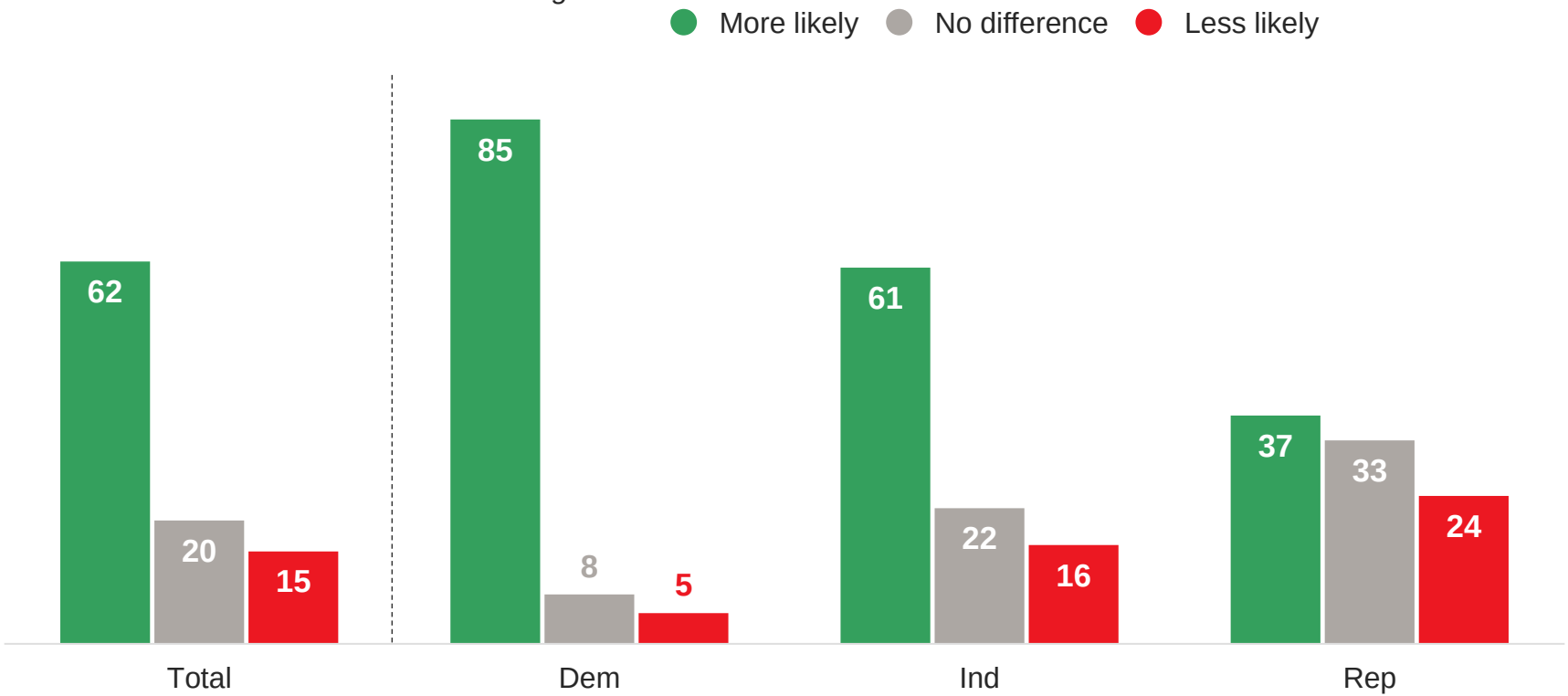


Large Majority Of Voters Say They Are More Likely To Support A Legislator Who Supports Expansion, Including Plurality Of Republicans

Figure 16

Likelihood To Support Legislator

Would you be more likely or less likely to support your state legislator if they voted for the proposal to offer free school meals for all children at public schools in Oregon?



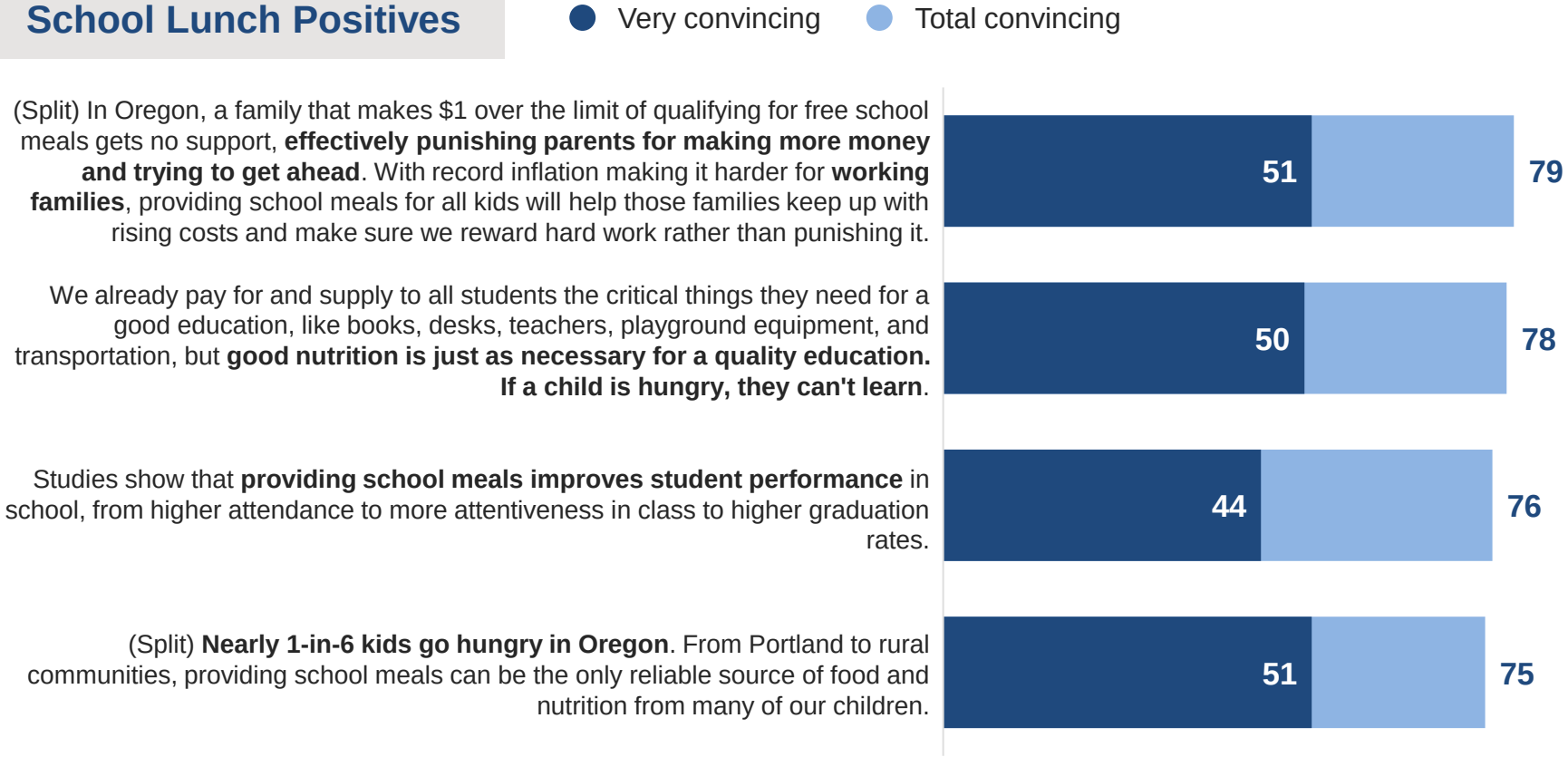


Messaging

Strongest Messages Focus on Working Families, Impact On Learning

Figure 18

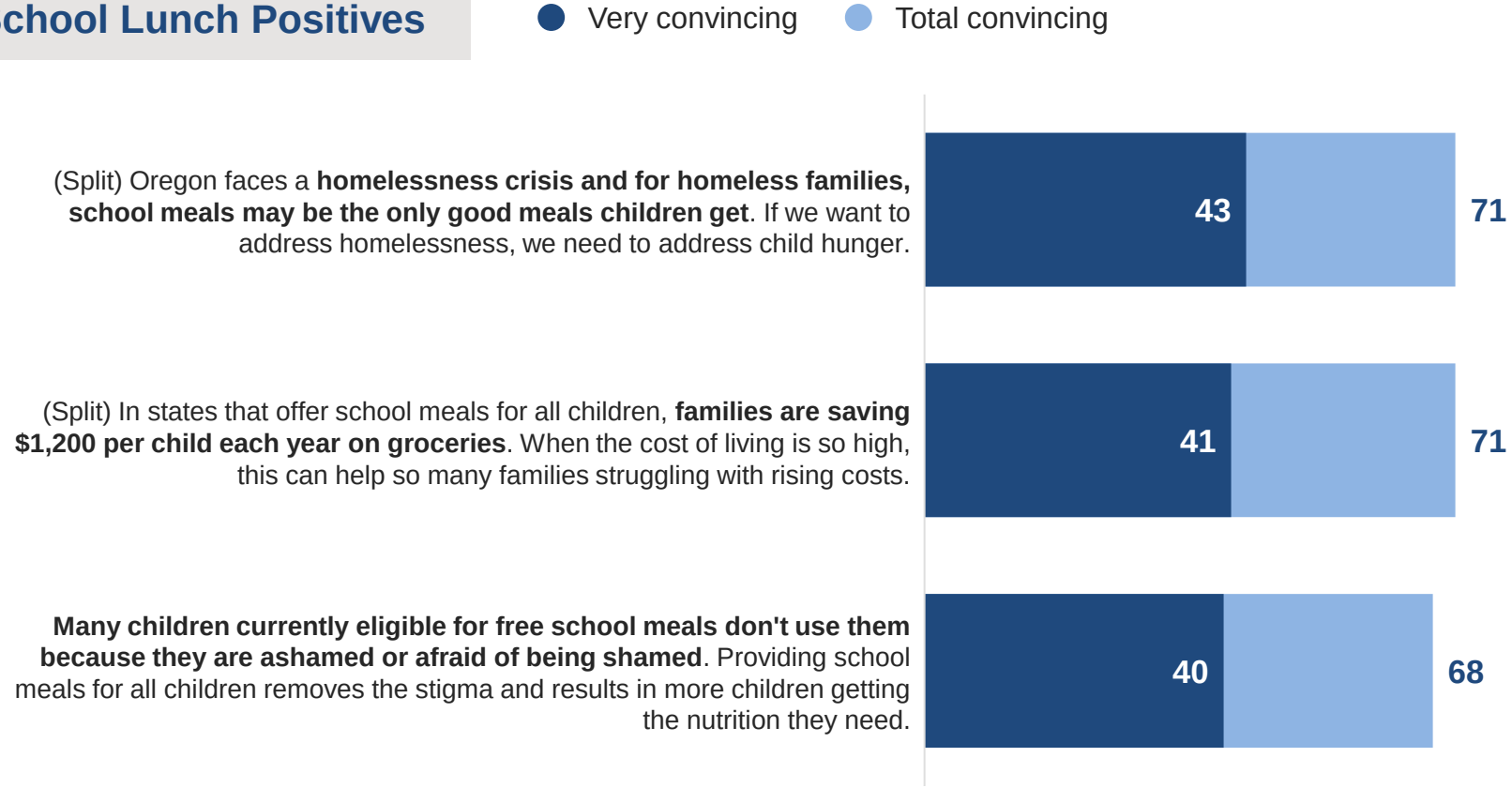
School Lunch Positives



Stigma Message Is Somewhat Weaker

Figure 19

School Lunch Positives



Some Message Differentiation By Partisanship

Figure 20

School Lunch Positives

● Top positive ✓ ● Next top positives *% Very convincing*

	Dem	Ind	Rep	Women	Men
Punishing Working Families	63	44	49✓	57	44✓
1-In-6	59	53✓	37	59✓	44✓
Necessary for Learning	64✓	45	44	57	44✓
Student Performance	61	39	31	51	37
Homelessness	64✓	34	36	49	37
Saving Money	49	39	32	44	36
Stigma	54	35	32	45	34

Variety Of Messaging Work With Different Groups

Figure 21

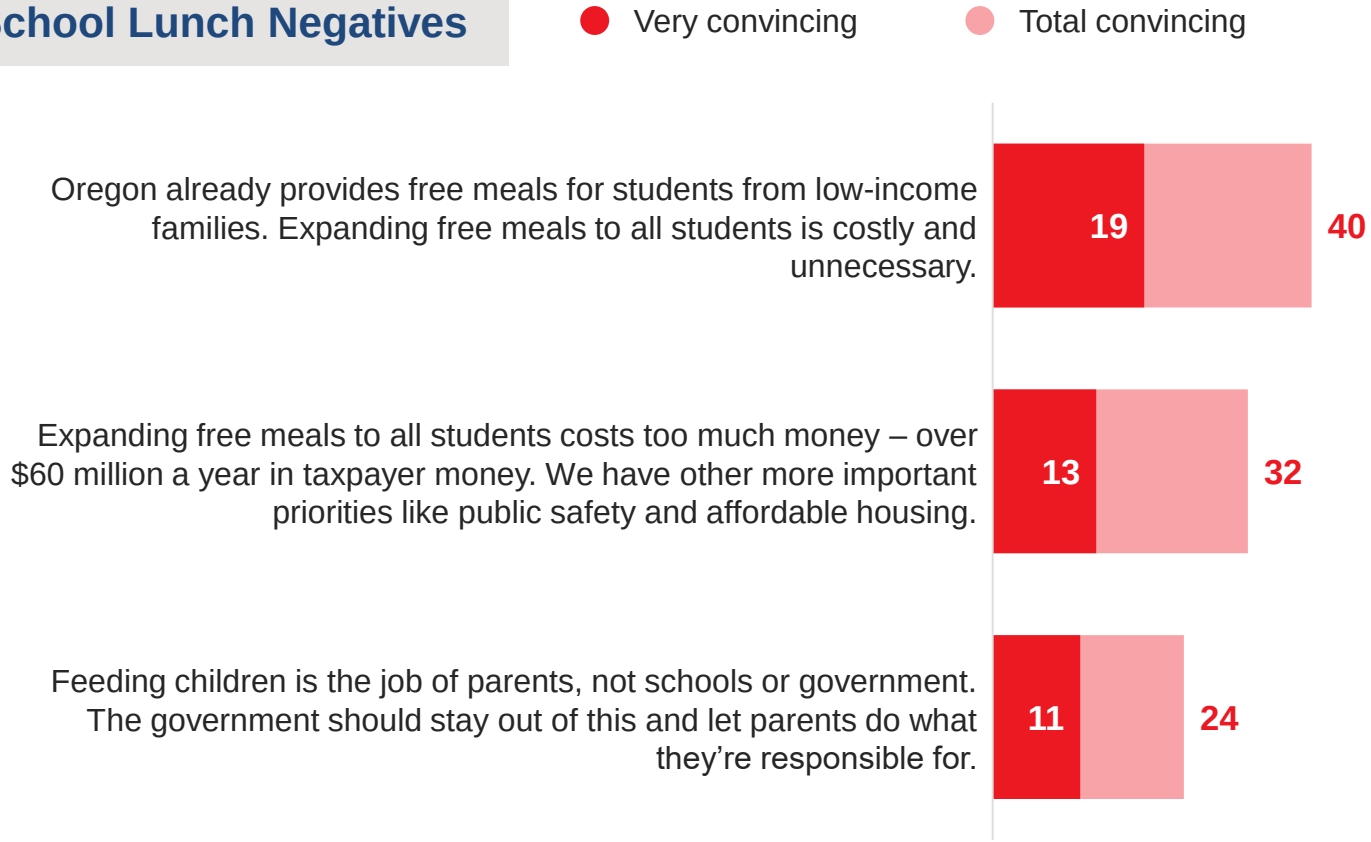
School Lunch Positives

● Top positive ✓ ● Next top positives *% Very convincing*

	Under 50	50+	College	Non-College	Parents	Non-Parents
Punishing Working Families	60✓	41	50	52	55✓	50
1-In-6	50	51✓	52✓	50	53	50
Necessary for Learning	50	50	45	53✓	47	52✓
Student Performance	43	45	46	44	46	44
Homelessness	40	47	41	45	28	50
Saving Money	48	31	36	43	37	42
Stigma	43	37	35	43	39	41

Opposition Messages All Fall Well Short Of Supporters' Messages And Are Largely Ineffective

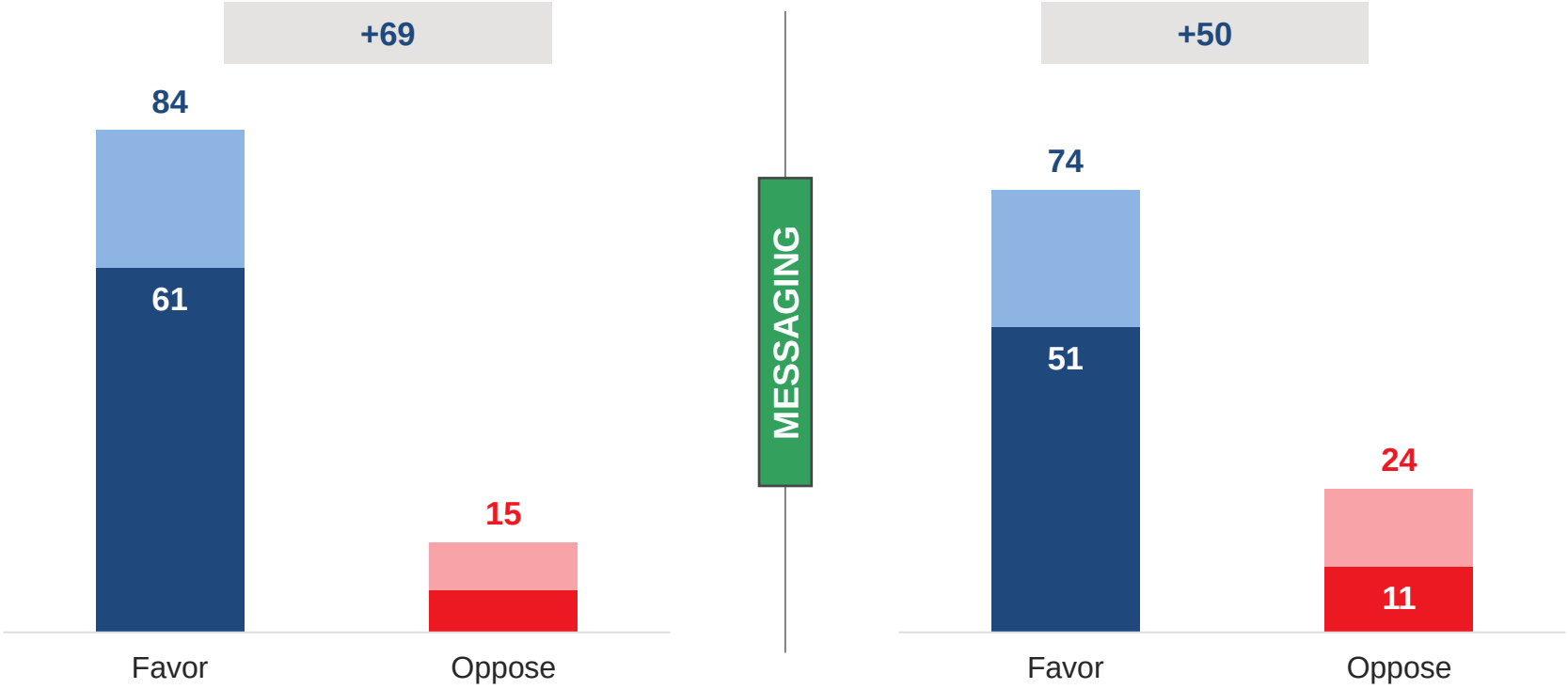
School Lunch Negatives



Proposal Maintains Broad Support, Despite Some Drop After Messages

Figure 23

Proposal Progression

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