

OR-Statewide School Choice Messaging Benchmark 9/7/22-9/12/22 Registered Voters, N=640 Margin of Error 3.87% v.FINAL

Hello, my name is	I'm with Nelson Research, a public opinion research
firm. We are conducting a brief sur	rvey today in your area and would like to include your
household's opinions. May I pleas	e take a few minutes of your time? I promise I'm not selling
anything.	

First of all, are you registered to vote in the State of Oregon? (INTERVIEWER: IF NO, **POLITELY TERMINATE)**

GENERAL PERCEPTION SERIES

1. Do you believe Oregon's public K through 12 education system is on the RIGHT TRACK, or headed in the WRONG DIRECTION?

1.	Right track	20.2
2.	Wrong direction	55.8
3.	Not sure/Refused	24.1

A. (WRONG DIRECTION ONLY FROM Q.1): Why do you believe Oregon's public K through 12 education system is on the wrong track?

	N=357
Curriculum	19%
Teach the basics	13%
Reducing standards for students	8%
Critical Race Theory	6%
Quality of Teachers	6%
Liberal agenda	6%
Gender issues	6%
Personal Experience	5%
Lack of funding	4%
Leadership	3%
Graduation rate	3%
Oregon school ranking	3%
Lack of discipline	3%
Class size	3%

DEMOGRAPHICS

2. GENDER:

1.	Male	48.0
2	Female	52.0

3. AGE: Are you between the ages of...?

1. 18-34	8.0
2. 35-59	48.8
3. 60+	43.3
4. Not Sure/Refused	0.0

4. EDUCATION: What is the last year of schooling that you have completed?

1.	Some high school	1.7
2.	High school graduate	12.0
3.	Some college	28.3
4.	College graduate	35.5
5.	Post-graduate	19.2
6.	Not Sure/Refused	3.3

5. INCOME LEVEL: Which of the following best describes your current household income?

1.	Under \$50,000	17.7
2.	\$50,000-\$100,000	33.3
3.	\$100,000 - \$200,000	27.2
4.	Over \$200,000	6.7
5.	Not Sure/Refused	15.2

6. RELATIONSHIP STATUS: Are you married or single?

1.	Married	67.8
2.	Single	26.9
3.	Not Sure/Refused	5.3

7. SCHOOL ENROLLMENT: Are you a parent with a child enrolled in a K-12 school?

1.	Public	21.4
2.	Private	3.8
3.	Charter	1.6
4.	Homeschool	1.6
5.	No Child Enrolled	68.1
6.	Not Sure/Refused	3.6

8. VOTER HISTORY: (INTERVIEWERS; PLEASE RECORD FROM THE PHONE LIST – SEE INSTRUCTION SHEET FOR PROCEDURE)

1.	Voted in 1 Out Of 4 Elections	10.5
2.	Voted in 2 Out Of 4 Elections	18.1
3.	Voted in 3 Out Of 4 Elections	22.0
4.	Voted in 4 Out Of 4 Elections	48.4
5.	New Voters	0.9

9. POLITICAL PARTY: (INTERVIEWERS; PLEASE RECORD FROM THE PHONE LIST)

1.	Democrat	38.3
2.	Republican	30.6
3.	Independent/NAV	31.1

10. ETHNICITY: Which race or ethnicity best describes you? (Please choose only one.)

1.	Hispanic/Latino	3.9
2.	White/Caucasian	79.4
3.	Black/African American	1.3
4.	Asian/Pacific Islander	1.1
5.	Other	7.2
6.	Not Sure/refused	7.2

11. GEOGRAPHIC AREA: (INTERVIEWERS; PLEASE RECORD FROM THE PHONE LIST)

1.	Tri-County	41.1
2.	Mid-Willamette	26.7
3.	Coast	7.7
4.	Southern	10.6
5.	Eastern	13.9

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12. GEOGRAPHIC AREA: (INTERVIEWERS; PLEASE RECORD FROM THE PHONE LIST)

1.	Multnomah County	16.6
2.	Washington County	14.4
3.	Clackamas County	10.2
4.	Other (All Other Counties Not Listed Above)	58.9

1. Do you believe Oregons public K through 12 education system is on the

Total (640)	Right track	Wrong direction	Not sure/Refused
	20.2	55.8	24.1

Gender				
Male	21.8	57.3	20.8	
Female	18.6	54.4	27.0	

Age			
18-34	19.6	45.1	35.3
35-59	17.0	56.1	26.9
60+	23.8	57.4	18.8

Education				
Some high school	27.3	63.6	9.1	
High school graduate	23.4	51.9	24.7	
Some college	12.7	64.6	22.7	
College graduate	20.7	54.2	25.1	
Post-graduate	28.5	45.5	26.0	
Not Sure/Refused	14.3	66.7	19.0	

Income Level				
Under \$50,000	23.9	49.6	26.5	
\$50,000-\$100,000	20.2	56.8	23.0	
\$100,000 - \$200,000	17.8	56.9	25.3	
Over \$200,000	27.9	44.2	27.9	
Not Sure/Refused	16.5	63.9	19.6	

Relationship Status				
Married	18.7	59.2	22.1	
Single	24.4	44.8	30.8	
Not Sure/Refused	17.6	67.6	14.7	

	Right track	Wrong direction	Not sure/Refused
School Enrollment			
Public	19.7	54.0	26.3
Private	4.2	83.3	12.5
Charter	20.0	80.0	0.0
Homeschool	10.0	80.0	10.0
No Child Enrolled	20.6	53.9	25.5
Not Sure/Refused	34.8	52.2	13.0

Ethnicity			
Hispanic/Latino	20.0	64.0	16.0
White/Caucasian	21.1	54.5	24.4
Black/African American	12.5	75.0	12.5
Asian/Pacific Islander	28.6	14.3	57.1
Other	15.2	60.9	23.9
Not Sure/refused	15.2	63.0	21.7

Voter History				
1 of 4	16.4	61.2	22.4	
2 of 4	13.8	63.8	22.4	
3 of 4	20.6	56.0	23.4	
4 of 4	23.2	51.0	25.8	
New Voters	16.7	83.3	0.0	

Party				
Democrat	35.5	33.9	30.6	
Republican	6.1	82.7	11.2	
Independent/NAV	15.1	56.3	28.6	

Geographic Area			
Tri-County	19.8	54.8	25.5
Mid-Willamette	18.7	56.7	24.6
Coast	28.6	44.9	26.5
Southern	17.6	67.6	14.7
Eastern	21.3	53.9	24.7

Geographic Area 2			
Multnomah County	20.8	44.3	34.9
Washington County	21.7	58.7	19.6
Clackamas County	15.4	66.2	18.5
Other	20.4	56.5	23.1

T. 4.1	Responses	Total
Total	640	100
Gender		
Male Female	307 333	48 52
remale	333	52
Age		
18-34	51	8
35-59 60+	312 277	48.8
00+	211	43.3
Education		
Some high school	11	1.7
High school graduate Some college	77 181	12 28.3
College graduate	227	35.5
Post-graduate	123	19.2
Not Sure/Refused	21	3.3
Income Level Under \$50,000	113	17.7
\$50,000-\$100,000	213	33.3
\$100,000 - \$200,000	174	27.2
Over \$200,000	43	6.7
Not Sure/Refused	97	15.2
Relationship Status		
Married	434	67.8
Single	172	26.9
Not Sure/Refused	34	5.3
School Enrollment		
Public	137	21.4
Private	24	3.8
Charter	10	1.6
Homeschool No Child Enrolled	10 436	1.6 68.1
Not Sure/Refused	23	3.6
1101 0410/11014004	20	0.0
Ethnicity		
Hispanic/Latino	25	3.9
White/Caucasian	508	79.4
Black/African American	8	1.3
Asian/Pacific Islander	7	1.1
Other	46	7.2 7.2
Not Sure/refused	46	1.2
Voter History		
1 of 4	67	10.5
2 of 4	116	18.1
3 of 4 4 of 4	141	22
4 of 4 New Voters	310 6	48.4 0.9
IACAA AOIGI2	U	0.9
Party		
Democrat	245	38.3
Republican Independent/NAV	196 199	30.6
пиерепиепииАУ	199	31.1
Geographic Area		
Tri-County	263	41.1
Mid-Willamette	171	26.7
Coast	49	7.7
Southern	68	10.6

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Geographic Area 2
Multnomah County

16.6

Washington County	92	14.4
Clackamas County	65	10.2
Other	377	58.9