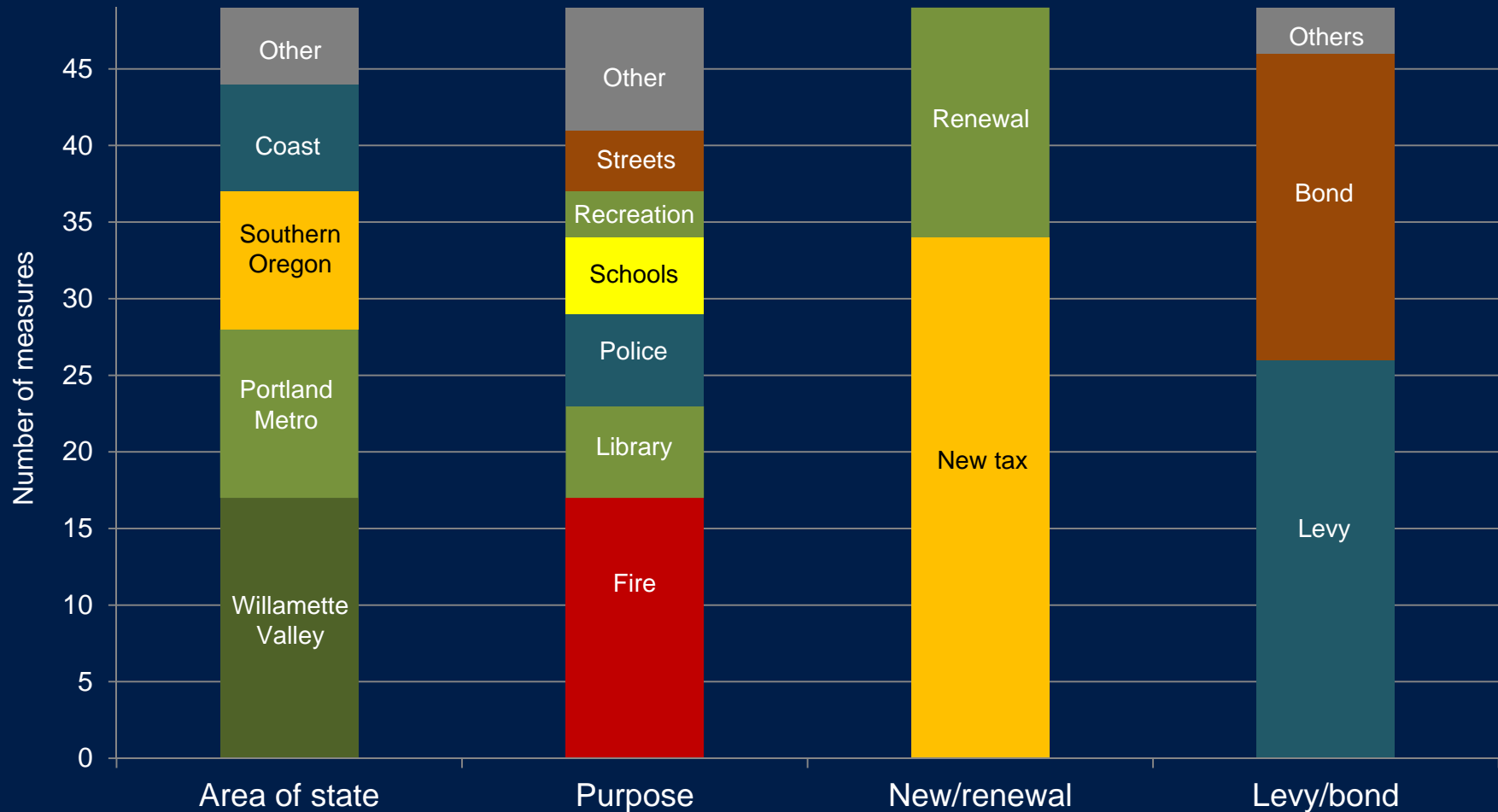


**November 2012
Election Results Analysis
Oregon Money Measures**

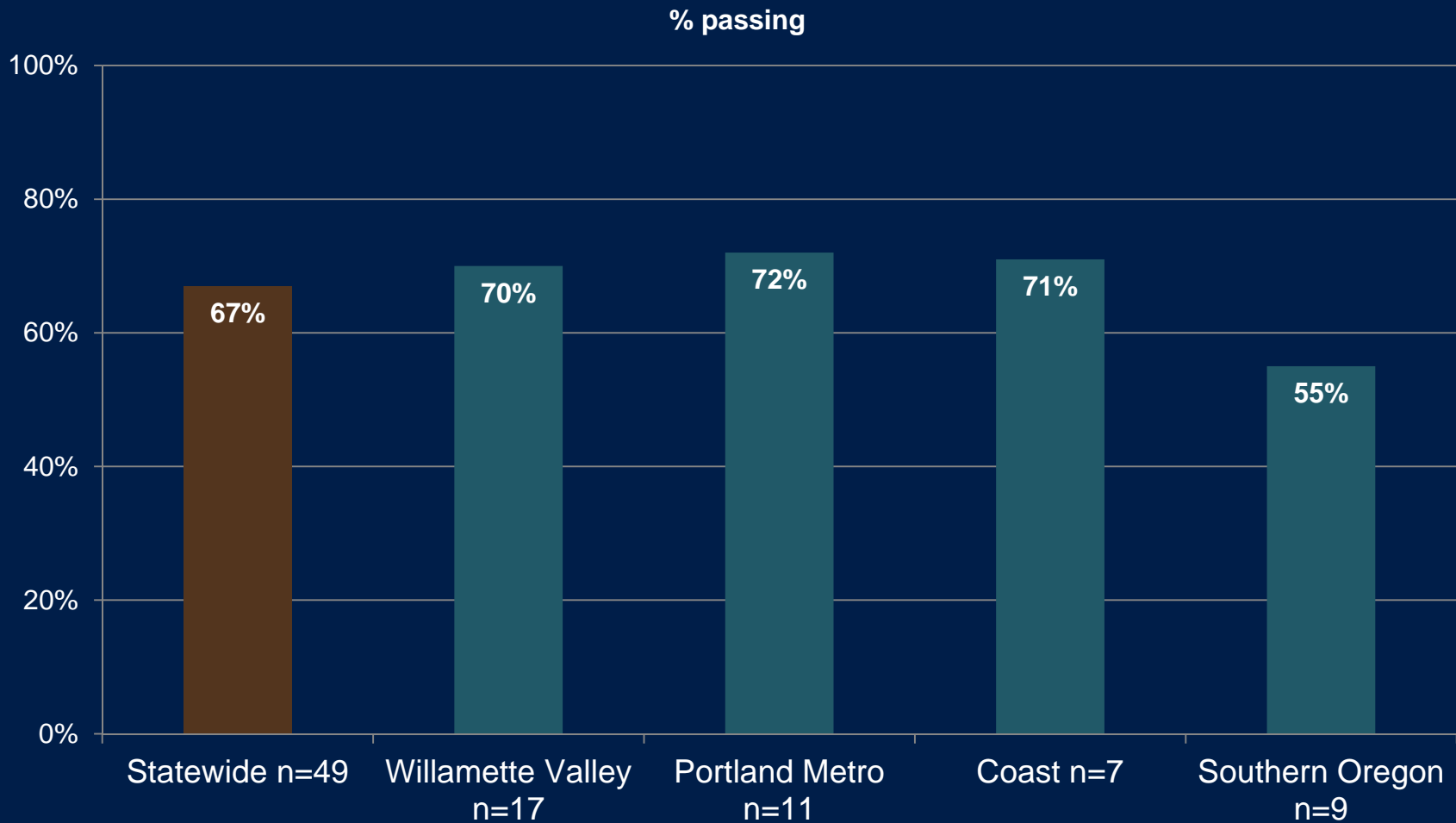


49 money measures from jurisdictions across Oregon reviewed

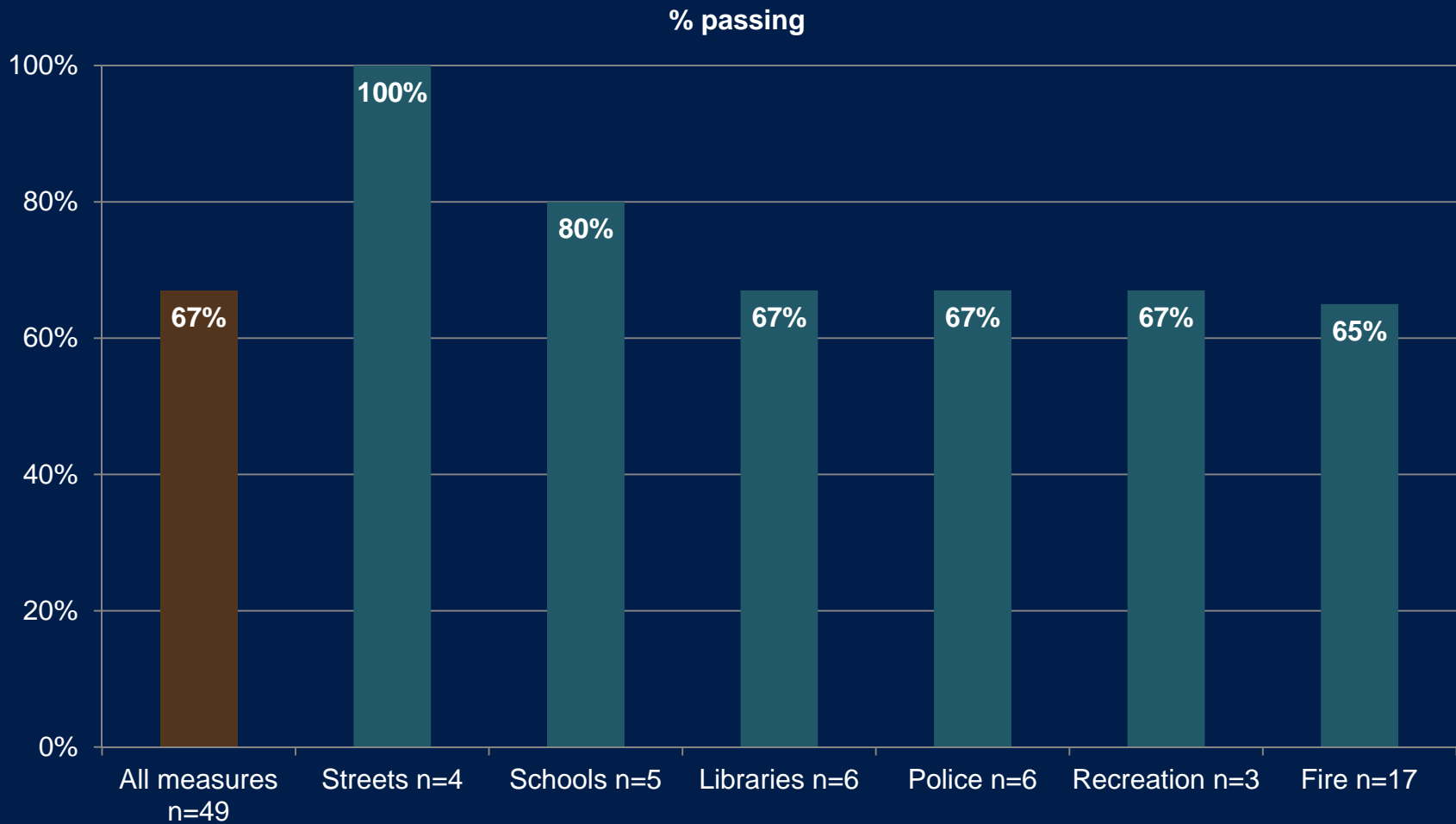


- ▶ Voters throughout Oregon approved a wide range of money measures
- ▶ Of 49 money measures reviewed, 33 passed, overall a 67% success rate

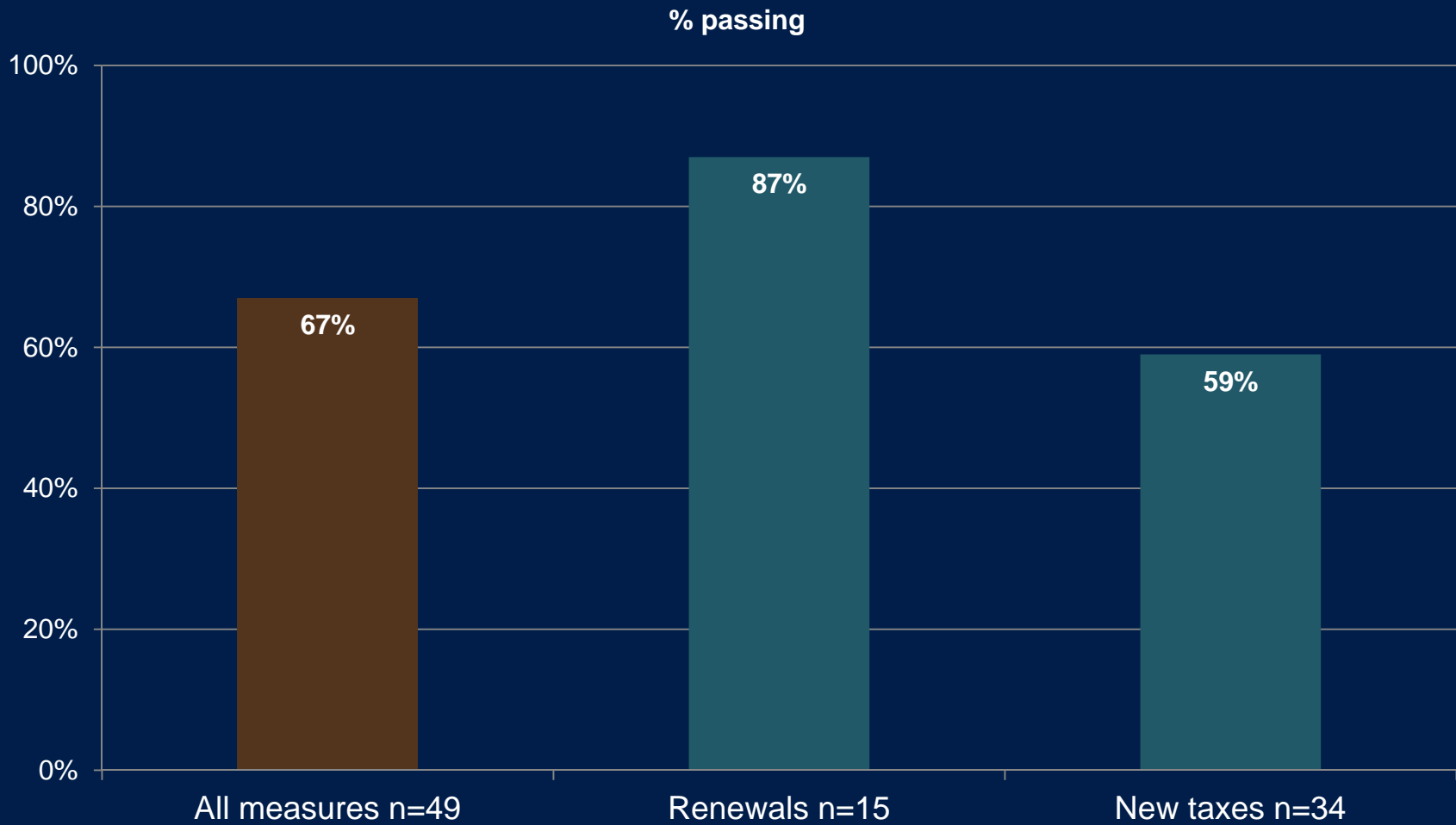
It appears harder to pass money measures in Southern Oregon



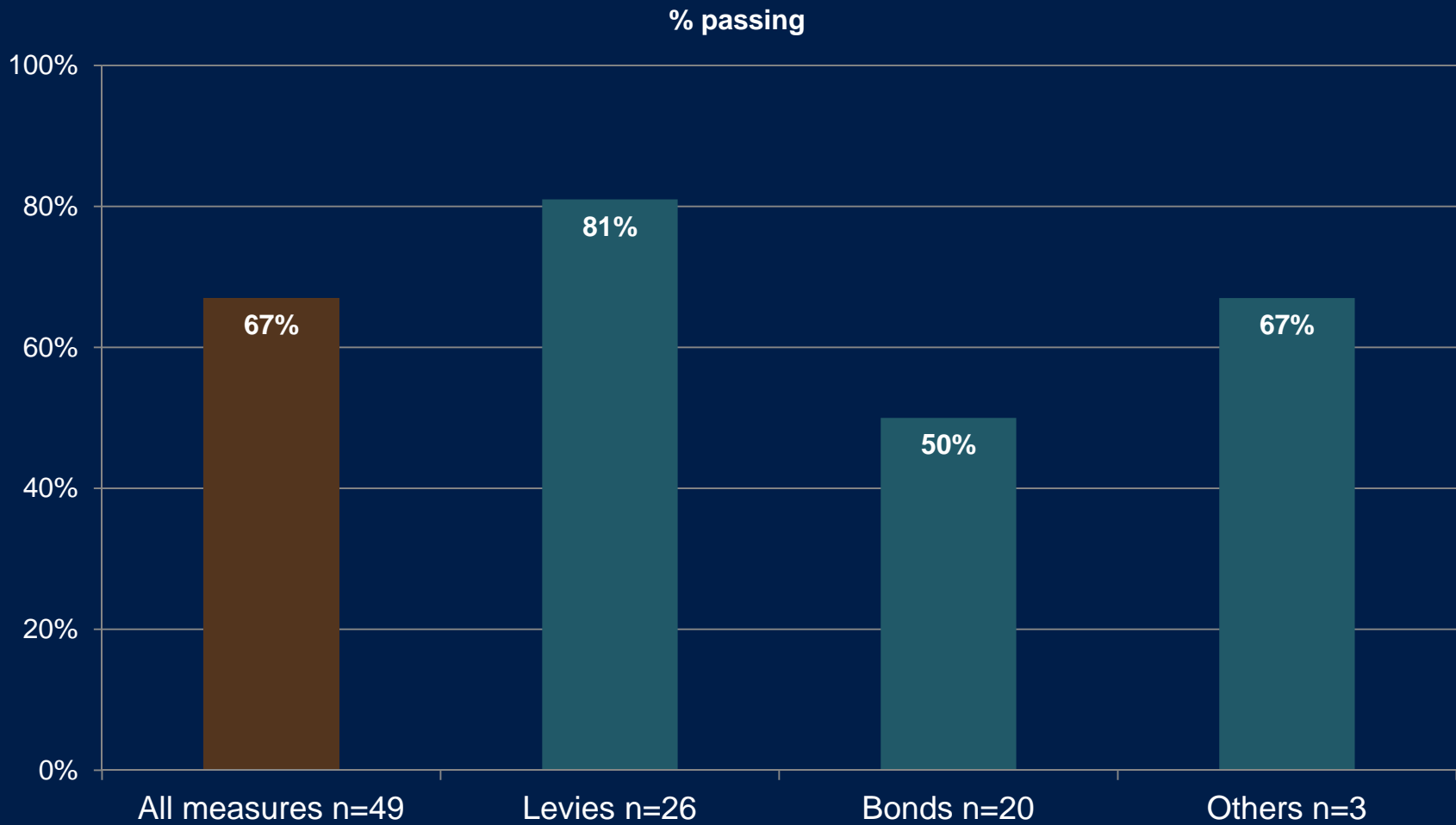
Money measures involving streets & schools are more likely to pass



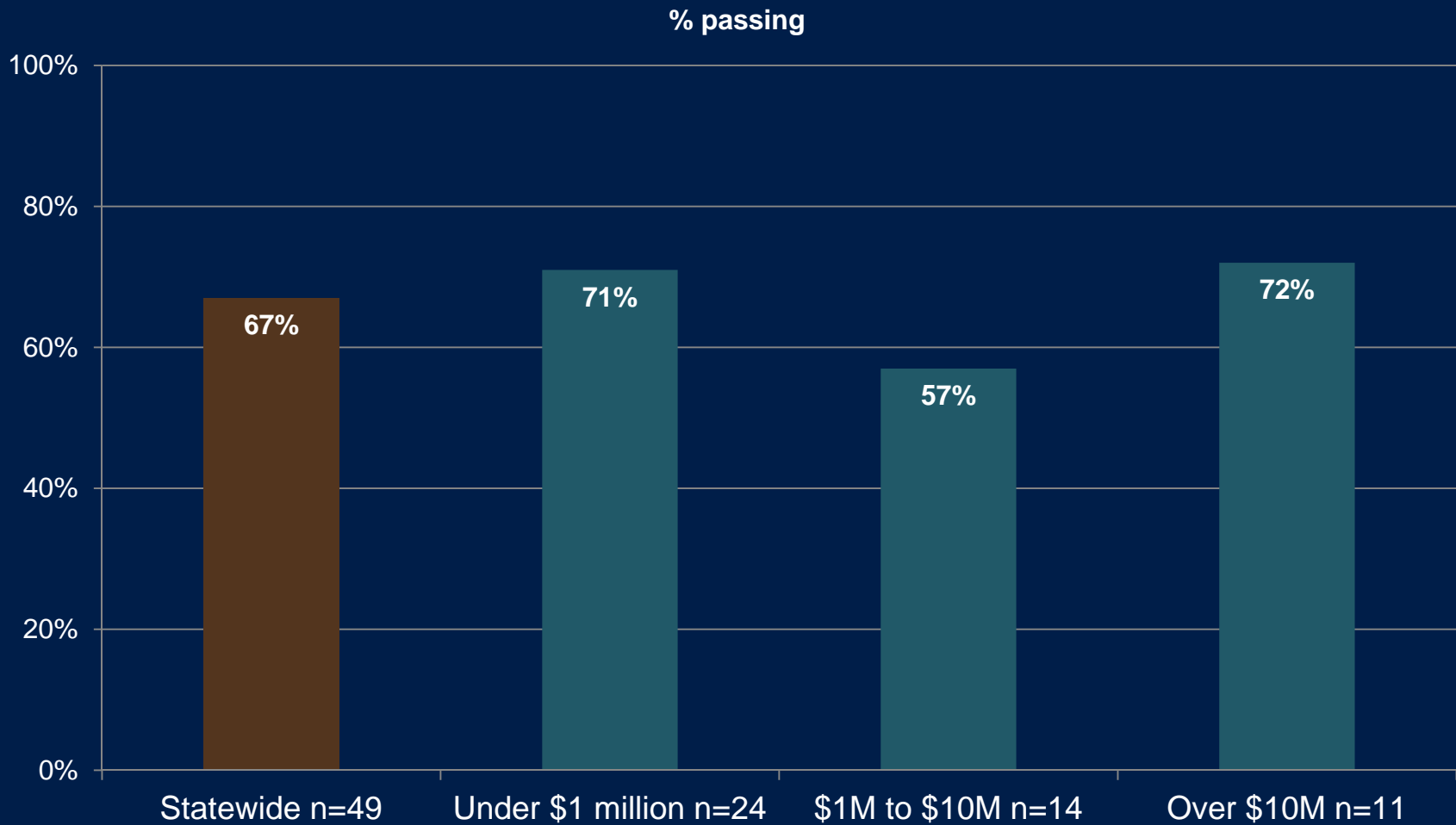
Renewals more likely to be approved than new taxes



Levies (operating expenses) more likely to pass than bonds (buildings)

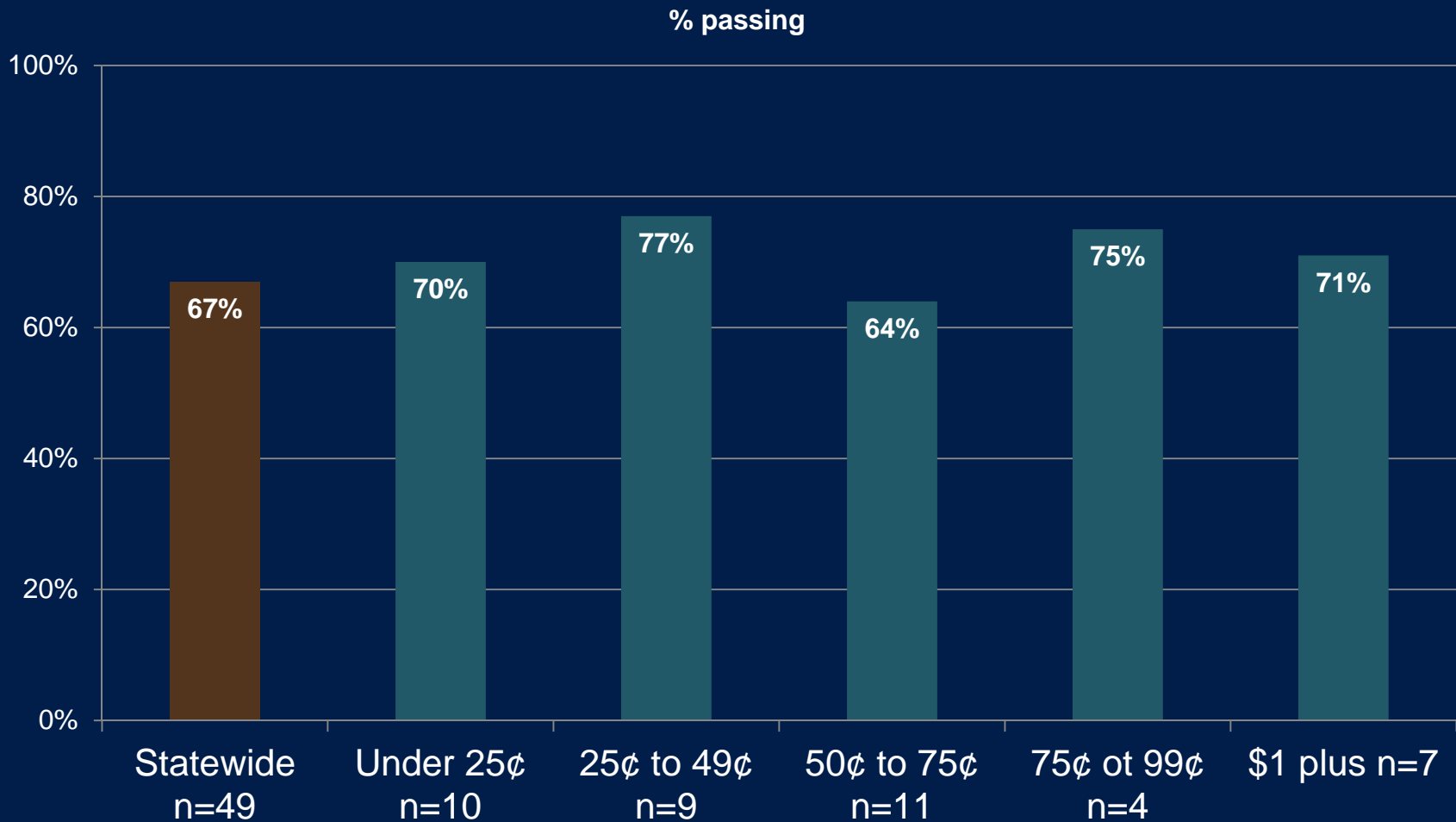


Rate of passing same for amounts under \$1M as for amounts over \$10M



Note: not always able to determine dollar amount of request

Few differences by tax rate



Note: not always able to determine tax rate of request

- ▶ Results from 2012 general election validate that, while relevant, total dollar amount of a levy or bond & the resulting tax rate matter less than:
 - ✓ Whether voters believe it will provide an important community benefit
 - ✓ Voter trust in the asking-agency's ability to use tax dollars wisely/efficiently
 - ✓ Voter confidence in the strength of the economy

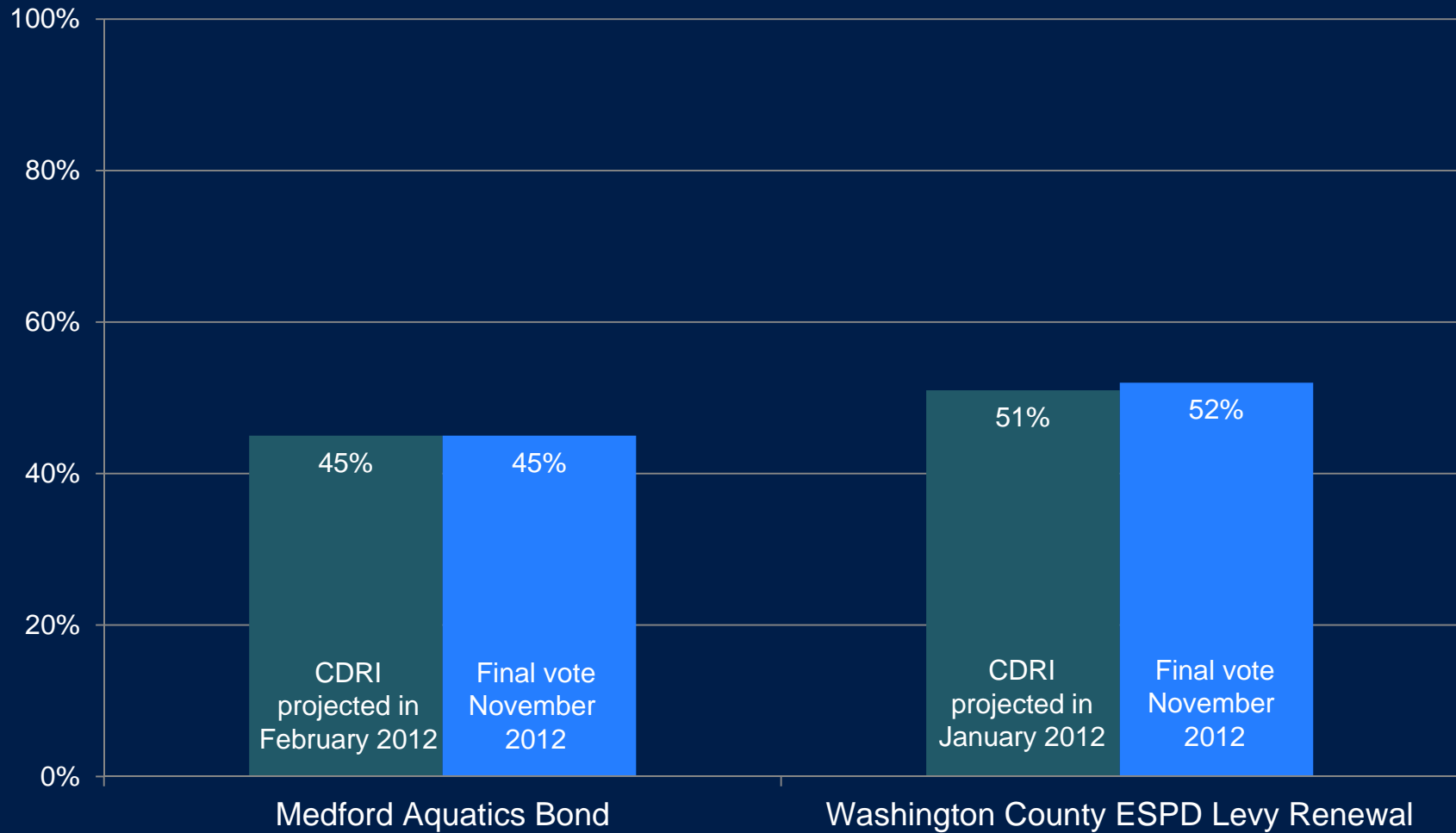
How can CDRI help jurisdictions considering placing money measures before the voters?

- ▶ Using qualitative & quantitative research methodologies CDRI can help:
 - ✓ Identify the level of support for a specific money measure among likely voters
 - ✓ Help craft money measure requests that will be supported by a majority of voters
 - ✓ Craft wording that will explain the key benefits of a money measure
 - ✓ Identify which benefits voters believe are most important

How do we identify voter support today & predict behavior at the time of the election?

- ▶ By analyzing the results of 3 key questions:
 - ✓ *If the election were held today, how would you vote?*
 - ✓ *If "don't know," if you had to make a decision, which way do you lean?*
 - ✓ *If voting "yes," how strong is your support?*

CDRI's 2012 projections confirm our methodology for predicting voter action



For more information about how CDRI
can help your community, contact:

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