

MEMORANDUM

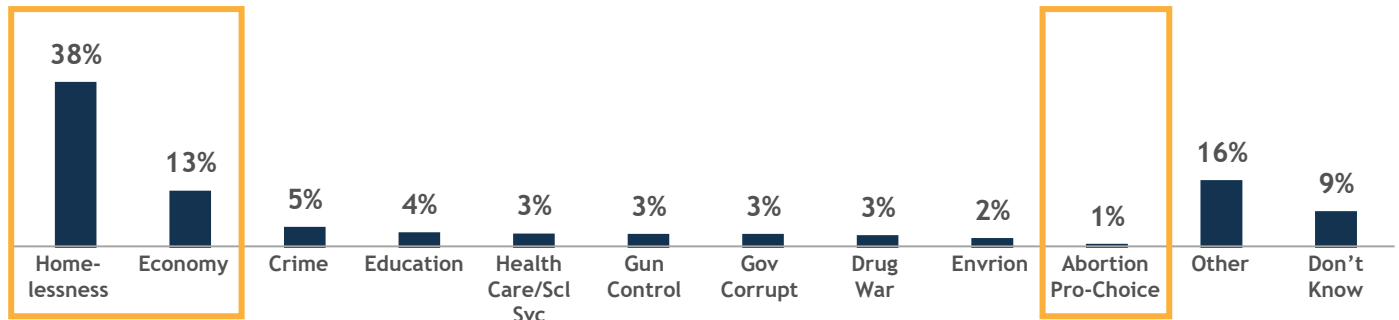
TO: INTERESTED PARTIES
FROM: RYAN STEUSLOFF - PARTNER
SUBJECT: OREGON RIGHT TO LIFE BENCHMARK SURVEY - FEB. 14-16, 2023
DATE: MARCH 13, 2023

Methodology

On behalf of Oregon Right to Life, Ragnar Research conducted a survey of 500 Likely Voters across Oregon. Interviews were conducted February 14 through February 16, 2023 by live telephone, including landlines (19%) and cell phones (81%). Quotas on age, gender, education, ethnicity, party registration and region were used to ensure a representative distribution. The study's margin of error is $\pm 4\%$.

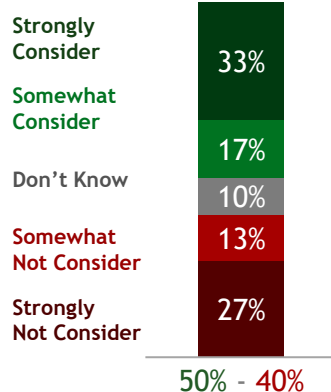
Most Important Issue

Voters' most important issue overall was homelessness (38%) followed by economic issues (13%) like jobs and taxes. Only 1% of voters overall and 1% of Democrats said abortion was their top issue.



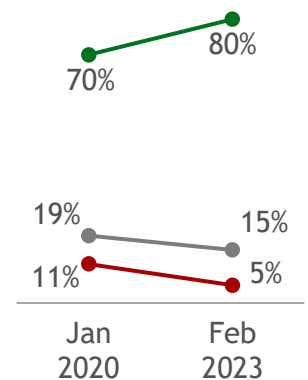
Pro-Life Candidate

Despite most voters not being pro-life, half of voters said they would be open to voting for one if they agreed with the candidate on other issues.



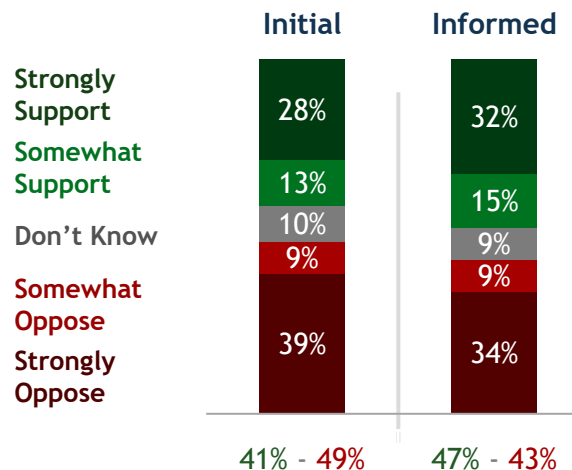
Born Alive

Voter support for providing medical support to babies who survive failed abortion attempts increased by 10-points. This remains a wedge issue for campaigns.



Support for 15 Week Ban

Voters are open to a conversation about 15 week restrictions as it isn't a top campaign concern for either party. The needle can move on this issue, but it needs help to advance the message. This is why it's our current flagship message. Considering abortion is not a top issue in voters' minds, it makes advocating for a 15 week ban less of a hit against our candidates.



Messaging Strategy to Improve Support for a 15 Week Ban

Voters responded strongly to messaging that advocated for European style restrictions on abortion. In focus groups, voters indicated they believed European standards to be more sensible on abortion. Other messaging that improved support for a 15 week ban highlighted the gap between scientific knowledge at the time abortion law was written and perceived advancements in neonatal care.

European Countries Limit Abortion:

Forty-seven out of fifty European countries limit abortion after fifteen weeks to only circumstances such as risk to the mother or child's life. This candidate supports legislation that would be similar to the European approach on abortion.

Unborn Babies Feel Pain:

This candidate supports updating abortion laws because we know a lot more now than we did fifty years ago when abortion was legalized in this country. Today we know things are different than we assumed then and the law should keep up.

Different Than Assumed:

When Roe v Wade was decided, many things about human development were unknown. According to The Journal of Medical Ethics, we now know unborn babies can feel pain as early as fifteen weeks. This candidate believes that as our scientific knowledge grows, we should update our laws to keep up.

Conclusion

Voters see a lot of problems in Oregon, pro-life legislators restricting abortion is not one of them. Candidates embracing pro-life legislation are likely to face less risk as half of voters said they would at least consider a pro-life political candidate that aligned on other issues.

Question Text

Most Important Issue: *And what would you say is the single biggest issue facing the state of Oregon?*

Candidate Preference: *Regardless of your position on abortion, would you consider voting for a candidate who calls themselves pro-life if you agree with them on the other issues? Would you be unlikely or likely to vote for a pro-life candidate?*

Born Alive: *Sometimes abortions fail, and the child is born alive. In these situations, do you oppose or support providing the same medical support to the child that a child born pre-maturely at the same stage would receive?*

15 Week Restriction: *Would you oppose or support legislation that restricts abortions after fifteen weeks of pregnancy, only allowing abortions in situations like rape or when the mother's life is at risk?*

About Ragnar Research

With over 60 years of combined experience in public opinion research, the pollsters at Ragnar Research have a track record of getting the numbers right on behalf of candidates, Fortune 500 companies, IE efforts, and some of the biggest associations in the country.

In each of the 2018, 2020, and 2022 election cycles Ragnar Research's final data was accurate within one percentage point of final outcomes.

In the 2010 - 2022 election cycles, the pollsters at Ragnar Research have polled for hundreds of winning Republican candidates for state legislature, U.S. House of Representatives, U.S. Senate, Governor and other statewide offices. The team at Ragnar has conducted public opinion research in Alabama, Alaska, Arizona, Arkansas, California, Colorado, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Wisconsin, and Wyoming.