

MEMORANDUM

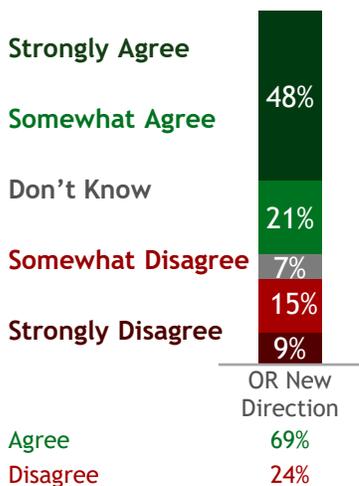
TO: INTERESTED PARTIES
FROM: RYAN STEUSLOFF, PARTNER
SUBJECT: OREGON STATEWIDE BENCHMARK
DATE: NOVEMBER 29TH, 2023

Methodology

On behalf of A New Direction, Ragnar Research conducted a poll of 503 Likely Voters (LVs) across Oregon. Interviews were conducted October 30 through November 1, 2023 by live telephone operators, including landlines (22%) and cell phones (78%). Quotas on age, gender, ethnicity, education, registered party and region were used to ensure a representative distribution. The study's margin of error is $\pm 4\%$.

Direction of Oregon & Political Environment

Direction of Oregon



When asked about the direction of Oregon, a majority (69%) of voters agreed that Oregon needs to head in new direction.

Question Text

New Direction: *Do you agree or disagree that Oregon needs to go in a new direction?*

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.