



# Ballot Measure 110 Survey Research



**GS STRATEGY GROUP**

**IMPACT**  
RESEARCH

**PRESENTED BY:**

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**PROJECT DETAILS**

Conducted August 16-27, 2023

N= 600 Likely Voters in Oregon

Margin of Error +/- 4.00%

# GSSG and Impact Research

## Introduction

This research was conducted jointly by two nationally recognized polling firms. One firm that traditionally works with Democratic candidates, organizations, and causes and one that traditionally works with Republican candidates, organizations, and causes. Both firms have experience in Oregon and working across party lines to conduct high-quality public opinion research.

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GS Strategy Group provides public opinion research to candidates, organizations, businesses, and trade associations across the political spectrum and across the nation. As centrists, we recognize that America is divided political and culturally and that too often narrow extremes drive the national dialogue, limiting opportunities to consensus and positive change. To maximize positive outcomes, we seek and believe it is essential to find solutions broadly acceptable to most Americans. We have more than 25 years' experience serving a variety of clients in Oregon.

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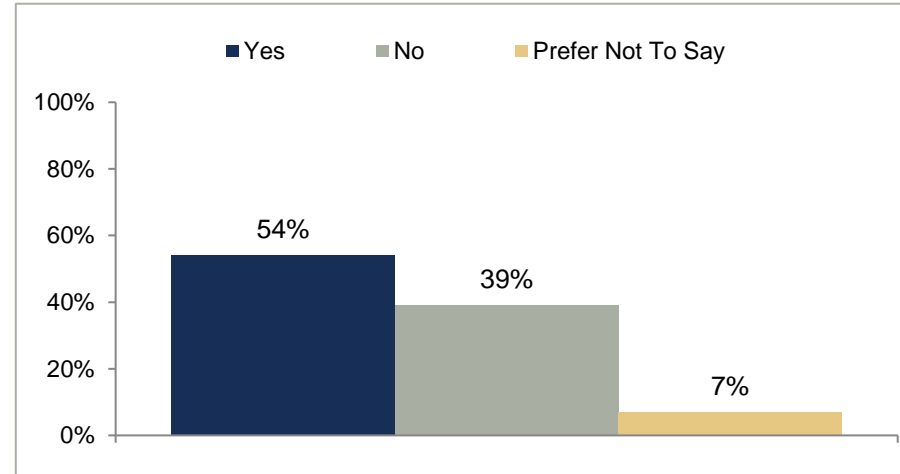


Impact Research is a nationally recognized survey research firm. For more than 20 years, we have helped elect Democratic and progressive candidates at all levels – from the White House and Congress to state houses and city halls. We conduct polling and provide strategic advice for a wide range of national Democratic and progressive groups as well as labor unions, the Democratic Governors Association, DSCC, DCCC, Planned Parenthood, the AFL-CIO, AFSCME, SEIU, and many more. Our current clients include President Joe Biden, five governors, three U.S. Senators, and over 20 members of Congress.



# Personal Experience With Drug Addiction

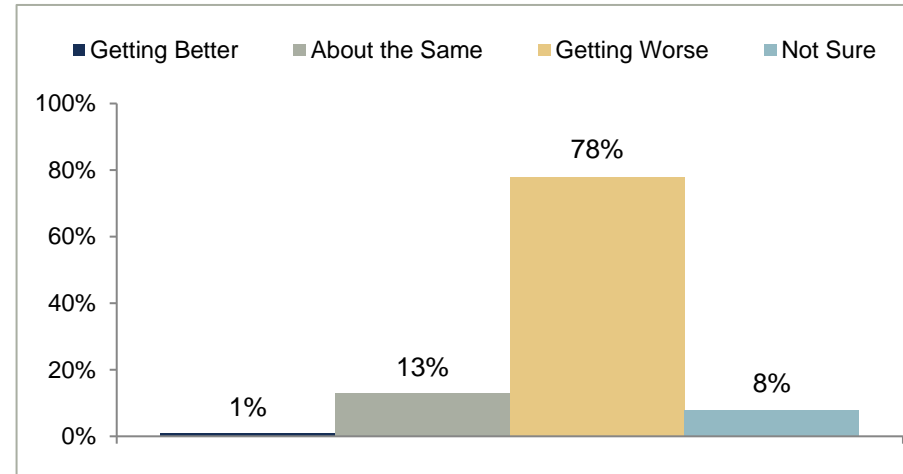
Have you had any personal experience, friends, or family in your life struggling with addiction to drugs like fentanyl, heroin, or meth?



|            | Overall     | Party     |            |            | Area      |            |            |            | Change BM 110? |            | Age        |            |           |
|------------|-------------|-----------|------------|------------|-----------|------------|------------|------------|----------------|------------|------------|------------|-----------|
|            |             | Dem       | Indy       | GOP        | PDX       | Eugene     | Medford    | Bend       | Yes            | No         | 18-39      | 40-64      | 65+       |
| Yes        | 54%         | 45        | 66         | 55         | 51        | 69         | 54         | 54         | 55             | 57         | 58         | 59         | 44        |
| No         | 39%         | 47        | 28         | 40         | 42        | 26         | 37         | 42         | 40             | 34         | 38         | 35         | 47        |
| <b>NET</b> | <b>+15%</b> | <b>-2</b> | <b>+38</b> | <b>+15</b> | <b>+8</b> | <b>+44</b> | <b>+16</b> | <b>+12</b> | <b>+14</b>     | <b>+23</b> | <b>+20</b> | <b>+25</b> | <b>-3</b> |

# Drug Use Trends

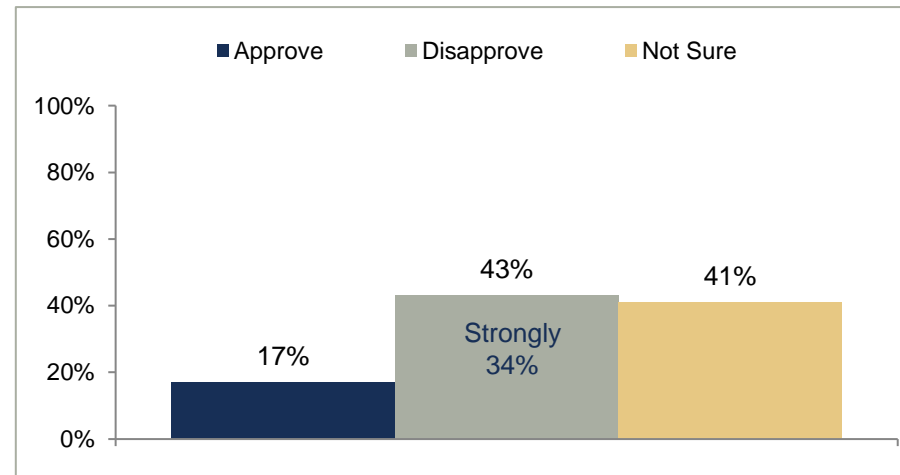
How would you describe the problem of fentanyl, heroin, and meth use in your area over the last couple of years?



|                | Overall     | Party      |            |            | Area       |            |            |            | Pers. Exp. Hard Drugs |            |
|----------------|-------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|
|                |             | Dem        | Indy       | GOP        | PDX        | Eugene     | Medford    | Bend       | Yes                   | No         |
| Getting Better | 1%          | 1          | 3          | 1          | 2          | 0          | 0          | 0          | 1                     | 1          |
| About the same | 13%         | 18         | 18         | 3          | 12         | 19         | 15         | 6          | 13                    | 15         |
| Getting Worse  | 78%         | 70         | 71         | 93         | 79         | 70         | 76         | 94         | 81                    | 75         |
| <b>NET</b>     | <b>-76%</b> | <b>-69</b> | <b>-68</b> | <b>-92</b> | <b>-77</b> | <b>-70</b> | <b>-76</b> | <b>-94</b> | <b>-80</b>            | <b>-74</b> |

# View of Measure 110

Please tell me whether you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of Ballot Measure 110.

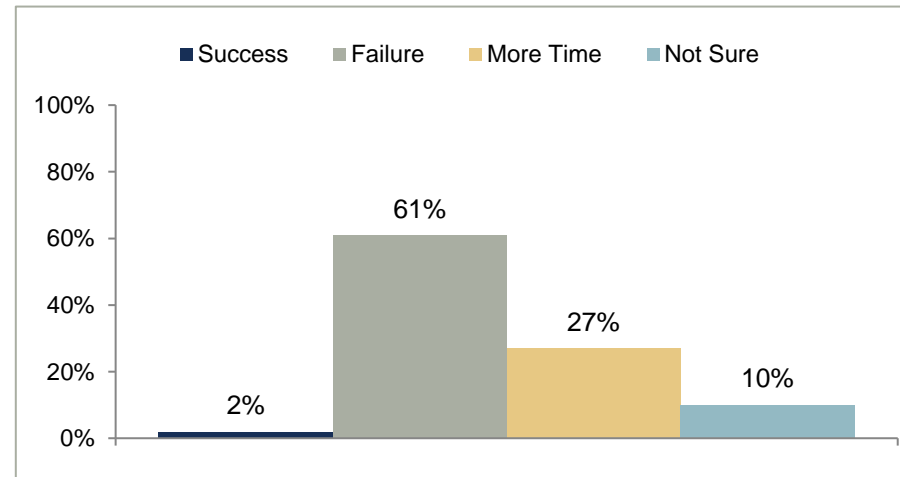


|            | Overall     | Party     |            |            | Area       |            |            |            | Pers. Exp. Hard Drugs |            | Race       |            |
|------------|-------------|-----------|------------|------------|------------|------------|------------|------------|-----------------------|------------|------------|------------|
|            |             | Dem       | Indy       | GOP        | PDX        | Eugene     | Medford    | Bend       | Yes                   | No         | White      | Non-white  |
| Approve    | 17%         | 26        | 15         | 3          | 17         | 10         | 21         | 5          | 17                    | 18         | 18         | 13         |
| Disapprove | 43%         | 28        | 45         | 62         | 42         | 36         | 52         | 58         | 46                    | 39         | 44         | 34         |
| Not Sure   | 41%         | 46        | 40         | 35         | 41         | 54         | 27         | 37         | 37                    | 43         | 38         | 53         |
| <b>NET</b> | <b>-26%</b> | <b>-2</b> | <b>-30</b> | <b>-59</b> | <b>-26</b> | <b>-26</b> | <b>-31</b> | <b>-53</b> | <b>-28</b>            | <b>-21</b> | <b>-26</b> | <b>-21</b> |

\*Numbers may be slightly off +/- 1% due to rounding

# Measure 110: Success, Failure, or Needs More Time?

Now, I want to ask you some questions about Measure 110 which was approved by Oregon voters in 2020. The measure decriminalized certain drugs and dedicated cannabis taxes to fund treatment. Would you say Measure 110 has been a success, a failure, or it needs more time to work?

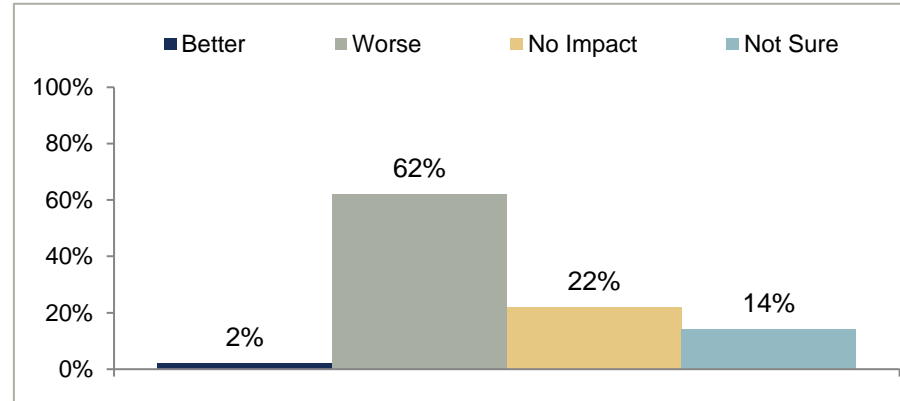


|            | Overall     | Party      |            |            | Area       |            |            |            | Pers. Exp. Hard Drugs |            | Race       |            |
|------------|-------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|------------|------------|
|            |             | Dem        | Indy       | GOP        | PDX        | Eugene     | Medford    | Bend       | Yes                   | No         | White      | Non-white  |
| Success    | 2%          | 4          | 1          | 1          | 2          | 3          | 3          | 0          | 2                     | 1          | 2          | 0          |
| Failure    | 61%         | 41         | 65         | 86         | 61         | 56         | 60         | 69         | 65                    | 58         | 63         | 51         |
| More Time  | 27%         | 42         | 24         | 9          | 27         | 31         | 24         | 31         | 25                    | 30         | 25         | 36         |
| <b>NET</b> | <b>+59%</b> | <b>+37</b> | <b>+64</b> | <b>+85</b> | <b>+60</b> | <b>+53</b> | <b>+57</b> | <b>+69</b> | <b>+63</b>            | <b>+57</b> | <b>+61</b> | <b>+51</b> |

\*Numbers may be slightly off +/- 1% due to rounding

# Measure 110 Impact on Homelessness

Would you say Measure 110 has made Oregon's homeless crisis better, worse, or has it had no impact?

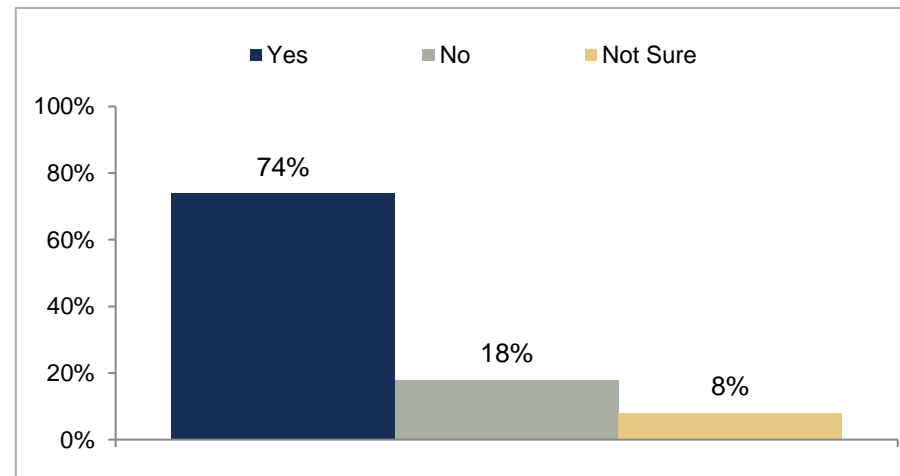


|            | Overall     | Party      |            |            | Most. Imp. Local issue |
|------------|-------------|------------|------------|------------|------------------------|
|            |             | Dem        | Indy       | GOP        | Homelessness           |
| Better     | 2%          | 2          | 2          | 0          | 2                      |
| Worse      | 62%         | 42         | 67         | 83         | 61                     |
| No Impact  | 22%         | 34         | 19         | 11         | 26                     |
| <b>NET</b> | <b>+60%</b> | <b>+39</b> | <b>+66</b> | <b>+83</b> | <b>+60</b>             |

|            | Overall     | Area       |            |            |            | Pers. Exp. Hard Drugs |            | Race       |            |
|------------|-------------|------------|------------|------------|------------|-----------------------|------------|------------|------------|
|            |             | PDX        | Eugene     | Medford    | Bend       | Yes                   | No         | White      | Non-white  |
| Better     | 2%          | 1          | 5          | 0          | 0          | 2                     | 1          | 2          | 2          |
| Worse      | 62%         | 63         | 56         | 59         | 83         | 65                    | 59         | 62         | 63         |
| No Impact  | 22%         | 23         | 24         | 22         | 5          | 22                    | 22         | 22         | 21         |
| <b>NET</b> | <b>+60%</b> | <b>+62</b> | <b>+52</b> | <b>+59</b> | <b>+83</b> | <b>+63</b>            | <b>+58</b> | <b>+61</b> | <b>+62</b> |

# Ballot Measure Vote

- Next November, there could be a measure on the Oregon ballot that proposes changes to Ballot Measure 110, the state's drug decriminalization law. Knowing this, would you vote yes to change the law or no to keep the law as is?
- In simple terms, a Yes vote would change but not repeal Measure 110 by recriminalizing the personal possession of fentanyl, heroin, and meth. It would maintain existing funding for drug treatment from cannabis taxes but make treatment required – not voluntary – as an alternative to jail.
- A No vote would keep Measure 110 in place and personal possession of fentanyl, heroin, and meth would remain decriminalized. Cannabis tax dollars would continue to fund a range of services meant to reduce the harm to users and allow them to voluntarily go to treatment.



|                   | Overall     | Party      |            |            | Area       |            |            |            | Pers. Exp. Hard Drugs |            | Race       |             |
|-------------------|-------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|------------|-------------|
|                   |             | Dem        | Indy       | GOP        | PDX        | Eugene     | Medford    | Bend       | Yes                   | No         | White      | Non-white   |
| Yes               | 74%         | 63         | 78         | 88         | 74         | 72         | 73         | 84         | 75                    | 76         | 74         | 70          |
| Definitely Yes    | 53%         | 37         | 58         | 72         | 52         | 56         | 51         | 59         | 57                    | 50         | 54         | 46          |
| No                | 18%         | 28         | 15         | 6          | 19         | 19         | 16         | 9          | 19                    | 16         | 18         | 21          |
| <b>NET</b>        | <b>+55%</b> | <b>+35</b> | <b>+63</b> | <b>+82</b> | <b>+55</b> | <b>+52</b> | <b>+57</b> | <b>+75</b> | <b>+56</b>            | <b>+60</b> | <b>+56</b> | <b>+49</b>  |
| <b>NET CHANGE</b> | <b>+7</b>   | <b>+11</b> | <b>+13</b> | <b>+1</b>  | <b>+5</b>  | <b>+9</b>  | <b>+18</b> | <b>+14</b> | <b>+8</b>             | <b>+7</b>  | <b>+8</b>  | <b>Even</b> |

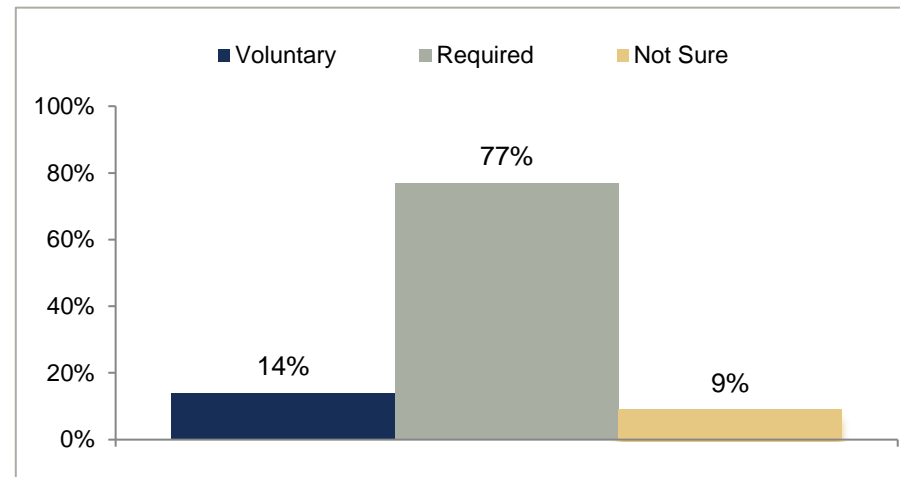
\*Numbers may be slightly off +/- 1% due to rounding



# Voluntary vs. Required Treatment

Which comes closer to your opinion?

- Going into treatment for drug addiction should be 100% voluntary, not something required by law
- Going into treatment should be required of people charged multiple times with possession or use of fentanyl, heroin, and meth

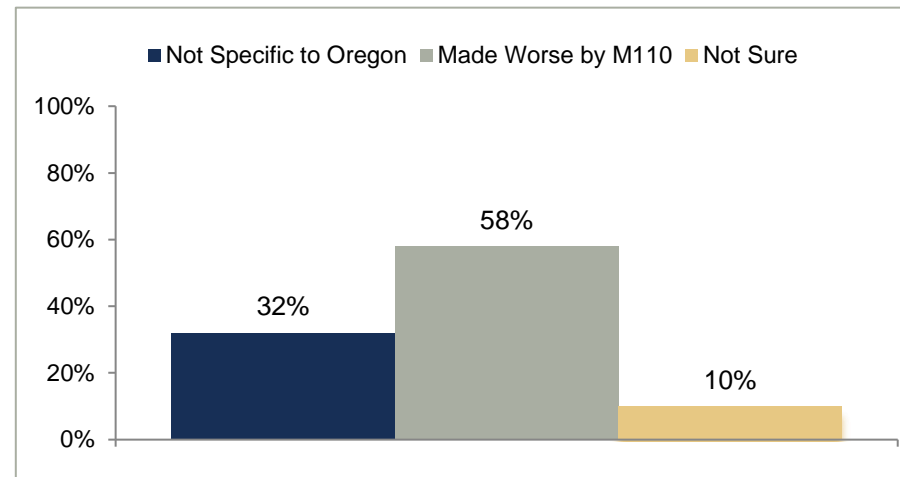


|            | Overall     | Party      |            |            | Area       |            |            |            | Pers. Exp. Hard Drugs |            | Race       |            |
|------------|-------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|------------|------------|
|            |             | Dem        | Indy       | GOP        | PDX        | Eugene     | Medford    | Bend       | Yes                   | No         | White      | Non-white  |
| Voluntary  | 14%         | 16         | 16         | 8          | 13         | 9          | 16         | 23         | 16                    | 11         | 11         | 25         |
| Required   | 77%         | 73         | 77         | 85         | 78         | 72         | 79         | 72         | 78                    | 78         | 81         | 63         |
| <b>NET</b> | <b>+63%</b> | <b>+57</b> | <b>+60</b> | <b>+78</b> | <b>+65</b> | <b>+63</b> | <b>+62</b> | <b>+49</b> | <b>+62</b>            | <b>+66</b> | <b>+69</b> | <b>+37</b> |

# Decriminalizing Drugs made Overdoses Worse

Since Measure 110 was passed in 2020, total overdoses from drugs like heroin and fentanyl have more than tripled to over 1,500 deaths in Oregon. Knowing this, which comes closer to your opinion?

- The overdoses are part of broader, national trends, not specific to Oregon.
- The overdoses were made worse by Oregon decriminalizing drugs.

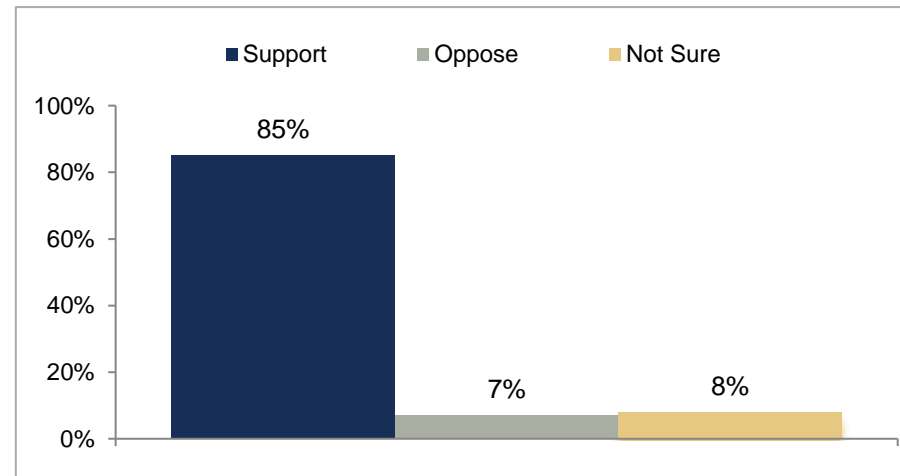


|            | Overall     | Party      |            |            | Area       |            |            |            | Pers. Exp. Hard Drugs |            | Race       |           |
|------------|-------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|------------|-----------|
|            |             | Dem        | Indy       | GOP        | PDX        | Eugene     | Medford    | Bend       | Yes                   | No         | White      | Non-white |
| Broader    | 32%         | 51         | 26         | 10         | 34         | 31         | 25         | 13         | 32                    | 32         | 29         | 42        |
| Made Worse | 58%         | 36         | 63         | 84         | 56         | 56         | 65         | 76         | 62                    | 54         | 60         | 48        |
| <b>NET</b> | <b>+26%</b> | <b>-15</b> | <b>+37</b> | <b>+74</b> | <b>+22</b> | <b>+25</b> | <b>+40</b> | <b>+63</b> | <b>+30</b>            | <b>+23</b> | <b>+31</b> | <b>+6</b> |

# Tougher Laws for Drug Dealers

Drug trafficking is on the rise in Oregon, causing unprecedented increases in overdose deaths and drug related crimes. Which comes closer to your opinion about a state law making it easier to send drug dealers to prison when they either possess large amounts of drugs or commit multiple acts of drug dealing?

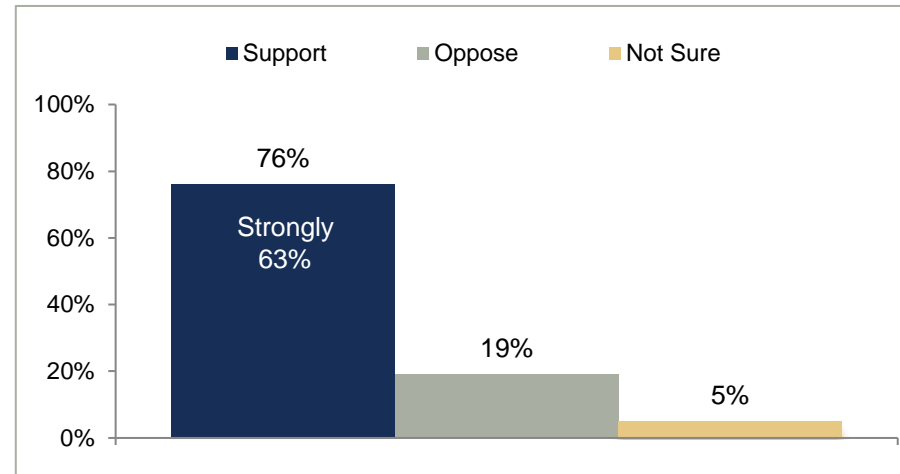
- I support tougher laws and penalties for drug dealers
- I oppose tougher laws and penalties for drug dealers



|            | Overall     | Party      |            |            | Area       |            |            |            | Pers. Exp. Hard Drugs |            | Race       |            |
|------------|-------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|------------|------------|
|            |             | Dem        | Indy       | GOP        | PDX        | Eugene     | Medford    | Bend       | Yes                   | No         | White      | Non-white  |
| Support    | 85%         | 78         | 89         | 96         | 84         | 79         | 97         | 95         | 86                    | 86         | 87         | 78         |
| Oppose     | 7%          | 12         | 5          | 1          | 7          | 14         | 0          | 0          | 8                     | 5          | 6          | 13         |
| <b>NET</b> | <b>+78%</b> | <b>+66</b> | <b>+84</b> | <b>+94</b> | <b>+77</b> | <b>+65</b> | <b>+97</b> | <b>+95</b> | <b>+78</b>            | <b>+81</b> | <b>+81</b> | <b>+65</b> |

# Changing Measure 110

Do you support or oppose changing Measure 110 to make possession and use of fentanyl, heroin, and meth a crime again?



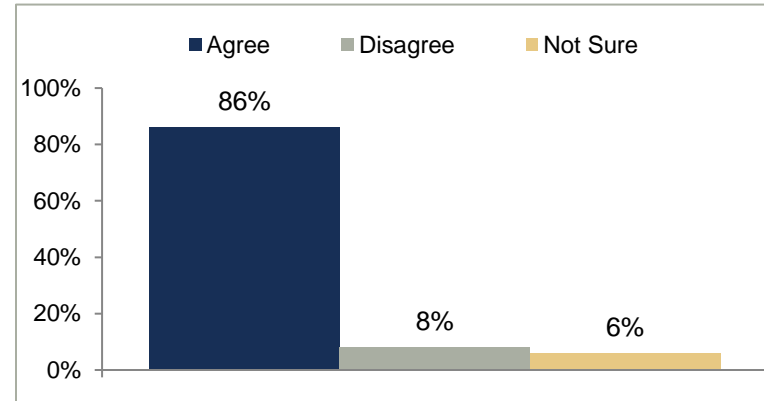
|            | Overall     | Party      |            |            | Area       |            |            |            | Pers. Exp. Hard Drugs |            | Race       |            |
|------------|-------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|------------|------------|
|            |             | Dem        | Indy       | GOP        | PDX        | Eugene     | Medford    | Bend       | Yes                   | No         | White      | Non-white  |
| Support    | 76%         | 61         | 80         | 96         | 75         | 68         | 85         | 95         | 76                    | 77         | 76         | 75         |
| Oppose     | 19%         | 30         | 17         | 2          | 19         | 24         | 14         | 5          | 20                    | 17         | 19         | 19         |
| <b>NET</b> | <b>+57%</b> | <b>+30</b> | <b>+63</b> | <b>+93</b> | <b>+56</b> | <b>+44</b> | <b>+71</b> | <b>+90</b> | <b>+57</b>            | <b>+60</b> | <b>+58</b> | <b>+56</b> |

\*Numbers may be slightly off +/- 1% due to rounding

# Drug Use vs. Smoking and Alcohol Use

Please tell me if you agree or disagree with the following statements that relate to Measure 110. If you aren't sure, just say so.

Currently in Oregon, it is illegal to drink alcohol or smoke marijuana on streets and sidewalks, but it is OK to openly use drugs like fentanyl, meth, and heroin in public. Oregon should immediately prohibit the open use of hard drugs in public places.



|            | Overall     | Party      |            |            |
|------------|-------------|------------|------------|------------|
|            |             | Dem        | Indy       | GOP        |
| Agree      | 86%         | 79         | 90         | 90         |
| Disagree   | 8%          | 11         | 5          | 7          |
| <b>NET</b> | <b>+78%</b> | <b>+68</b> | <b>+85</b> | <b>+83</b> |

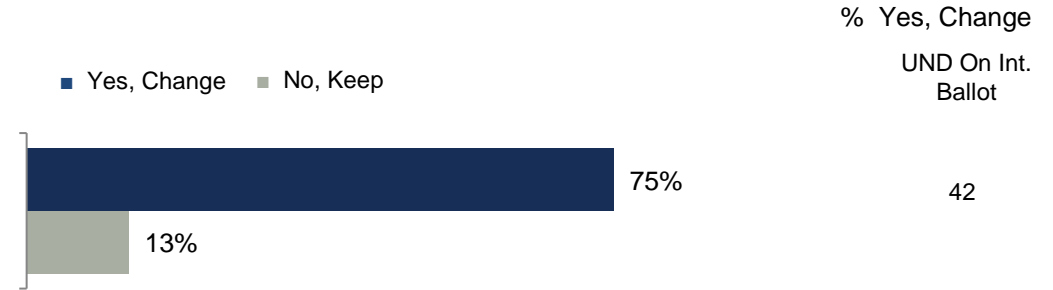
|            | Overall     | Area       |            |            |            | Pers. Exp. Hard Drugs |            | Race       |            |
|------------|-------------|------------|------------|------------|------------|-----------------------|------------|------------|------------|
|            |             | PDX        | Eugene     | Medford    | Bend       | Yes                   | No         | White      | Non-white  |
| Agree      | 86%         | 85         | 82         | 91         | 96         | 87                    | 86         | 85         | 89         |
| Disagree   | 8%          | 8          | 11         | 7          | 4          | 8                     | 9          | 9          | 6          |
| <b>NET</b> | <b>+78%</b> | <b>+77</b> | <b>+71</b> | <b>+84</b> | <b>+92</b> | <b>+79</b>            | <b>+78</b> | <b>+76</b> | <b>+84</b> |

# The Debate Over Measure 110

Now I'd like to read you a few arguments from both sides of the debate. After hearing each statement, please tell me if you would agree with those who are voting yes to change measure 110 or those who are voting no to keep measure 110 as is. If you aren't sure, just say that.

## Voluntary vs. Mandatory Treatment

- Those who will vote Yes say the current \$100 fines that few people pay, and a 1-800 hotline number aren't proving to be enough of an incentive. They say that to deliver on the promise of Measure 110, law enforcement must have the power to require those caught using hard drugs, especially in public places, to choose between accepting treatment or going to jail.
- Those who will vote No say Measure 110 is working because it uses cannabis tax dollars to fund incentives for voluntary treatment for people who suffer from addiction while keeping them safe from police. Law enforcement should not have the power to make people choose between accepting drug treatment or going to jail.



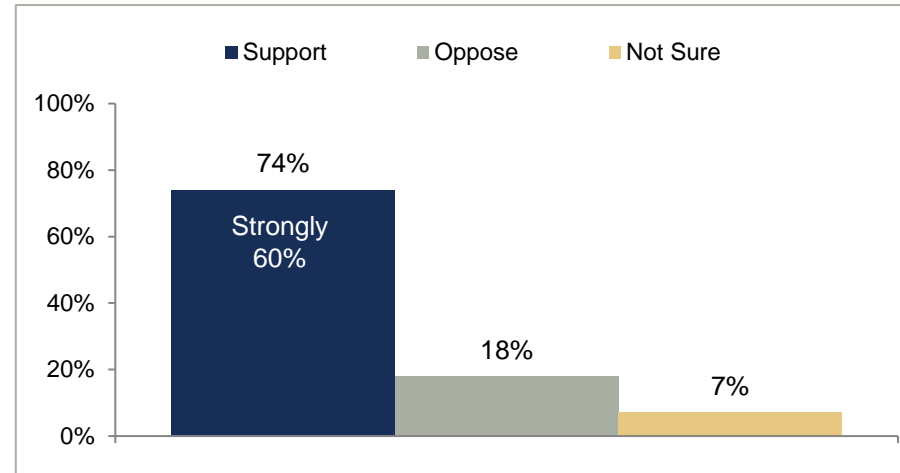
## Needs More Time

- Those who will vote Yes say we're in the midst of a drug addiction, homeless and public safety crisis made worse by Measure 110. In Multnomah County alone, overdose deaths from opioids are up over 500% in the past 4 years. Overdose deaths are 36% higher among Blacks than whites. Oregon now has the highest number of deaths of children under 18 from drugs in the nation. We need to fix Measure 110 to save lives and restore safety.
- Those who will vote No say Measure 110 is showing progress and needs more time to work. After a slow start, cannabis tax dollars are now funding addiction treatment centers across the state. People seeking treatment is up nearly 50% and arrests for drug possession are down 65%. Now is not the time to go backwards.



# Support for Recriminalization

After all you have heard, do you support or oppose changing Measure 110 to make possession and use of fentanyl, heroin, and meth a crime again?



|                   | Overall     | Party      |            |            | Area       |            |            |            | Pers. Exp. Hard Drugs |            | Race       |            |
|-------------------|-------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|------------|------------|
|                   |             | Dem        | Indy       | GOP        | PDX        | Eugene     | Medford    | Bend       | Yes                   | No         | White      | Non-white  |
| Support           | 74%         | 62         | 78         | 90         | 72         | 82         | 82         | 91         | 78                    | 75         | 74         | 75         |
| Oppose            | 18%         | 30         | 16         | 4          | 20         | 11         | 14         | 5          | 19                    | 18         | 19         | 16         |
| <b>NET</b>        | <b>+56%</b> | <b>+32</b> | <b>+62</b> | <b>+86</b> | <b>+52</b> | <b>+70</b> | <b>+68</b> | <b>+86</b> | <b>+59</b>            | <b>+57</b> | <b>+56</b> | <b>+59</b> |
| <b>NET CHANGE</b> | <b>+8</b>   | <b>+8</b>  | <b>+12</b> | <b>+5</b>  | <b>+2</b>  | <b>+27</b> | <b>+29</b> | <b>+25</b> | <b>+11</b>            | <b>+4</b>  | <b>+8</b>  | <b>+10</b> |

\*Numbers may be slightly off +/- 1% due to rounding

# *APPENDIX*



# Audience Profile



## Age

- 18-29 6%
- 30-34 6%
- 35-39 7%
- 40-44 10%
- 45-54 20%
- 55-64 21%
- 65+ 31%
- Mean 54.0



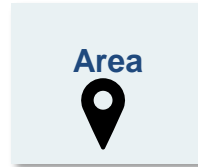
## Gender

- Male 48%
- Female 50%



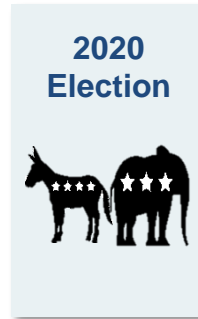
## Children Under 18

- Yes 23%
- No 70%
- Prefer not to say 6%



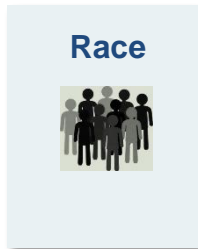
## Area

- Portland 68%
- Eugene 16%
- Medford-Klamath 10%
- Bend 4%
- Yakima-Pasco-Richland-Kennewick 2%



## 2020 Election

- Donald Trump, the Republican 34%
- Joe Biden, the Democrat 49%
- Didn't Vote 5%
- Not sure 13%



## Race

- White 78%
- Non-White 19%
- Black 2%
- Hispanic 7%
- Asian 1%
- Native American 2%
- Multiple Races 3%
- Other 4%
- Not sure 3%



## Ideology

- Liberal 34%
- Very Liberal 15%
- Somewhat Liberal 19%
- Moderate 27%
- Conservative 35%
- Somewhat Conservative 18%
- Very Conservative 17%
- Not sure 4%



## Party

- Republican 28%
- Democratic 39%
- Independent/No Party 27%
- Other 4%
- Not sure 1%



## Vote History

- 0/1/2 of 4 21%
- 1 of 4 9%
- 2 of 4 12%
- 3/4 of 4 79%
- 3 of 4 14%
- 4 of 4 65%