



**GS STRATEGY GROUP**

**PRESENTED BY:**

Greg Strimple, President &

Robert Jones, Partner

**PROJECT DETAILS**

Conducted September 22-27, 2021

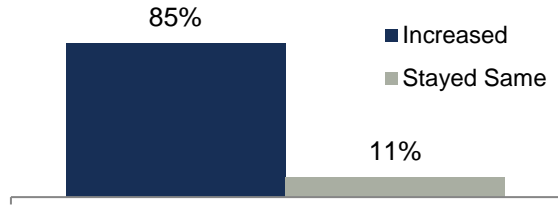
N = 600 Likely Voters in City of Portland

Margin of Error: +/- 4.00%

# Portlanders Concerned About Crime

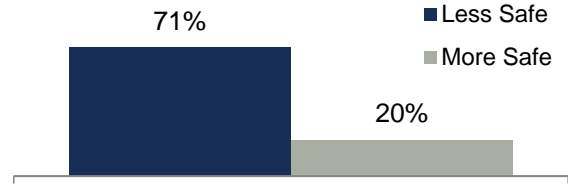
## Violent crime is increasing.

Over the past year, have violent crimes in Portland increased, decreased, or stayed about the same?



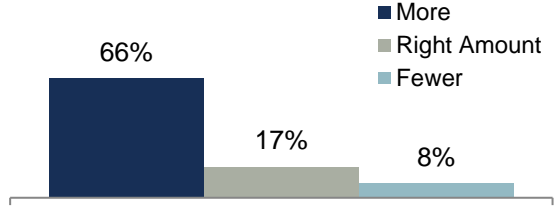
## People are feeling less safe.

Thinking about public safety, over the past year would you say you feel more safe or less safe in your neighborhood?



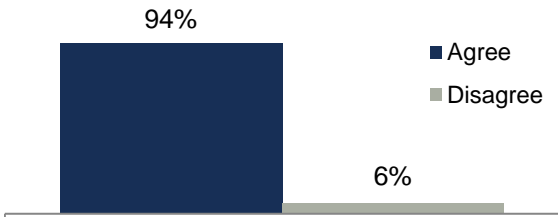
## And they know more police are needed

In order to address violent crime and public safety, do you think Portland needs more police officers, fewer police officers, or has about the right number of police officers?



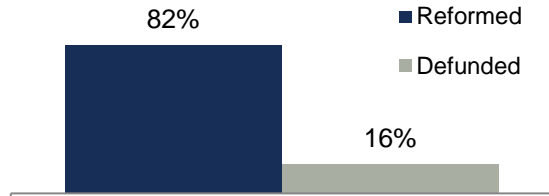
## Voters want a reformed, well-trained police force, not defunding.

Agree/Disagree: Having **well-trained** police officers helps make our community a safer place to live.



Which of the following comes closer to your opinion?

- Our police need to be adequately funded and **reformed**
- Our police need to be **defunded** and radically changed

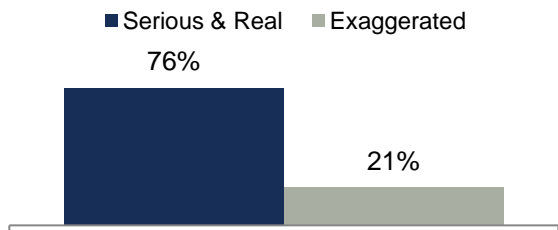


# Portlanders Reject Idea That City Problems Are Media Exaggerated

## Voters know Portland's problems are real.

Which of the following comes closer to your opinion?

- Portland's current problems are serious and very real – with homelessness getting worse, rising gun violence and garbage piling up across the city. Without stronger action from elected officials, soon Portland will no longer be the great city it once was.
- Portland's current problems are being exaggerated by the media and those who want to criminalize homelessness and oppose reforms to the police department. Portland is in a good position to overcome its current problems and remain the city I have always loved.



	Over all	Ideology					Race	
		Very Lib	S'w Lib	Lib	Mod	Cons	White	POC
Serious	76%	69	66	68	81	85	80	69
Exag.	21%	28	27	28	15	15	18	27
<b>Net</b>	<b>+55%</b>	<b>+41</b>	<b>+39</b>	<b>+40</b>	<b>+66</b>	<b>+69</b>	<b>+62</b>	<b>+42</b>

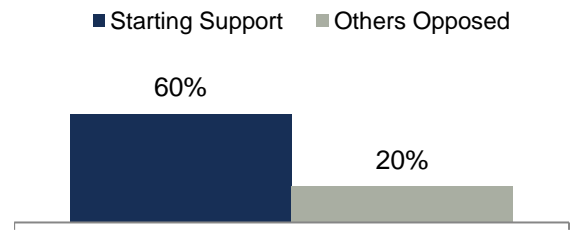
	Over all	Party			PDX Area			
		Dem	Indy	GOP	North	West	Inner East	Outer East
Serious	76%	68	87	92	80	68	72	84
Exag.	21%	26	13	8	20	32	22	11
<b>Net</b>	<b>+55%</b>	<b>+42</b>	<b>+74</b>	<b>+84</b>	<b>+61</b>	<b>+36</b>	<b>+50</b>	<b>+74</b>

## Voters want a greater focus on public safety

Which of the following comes closer to your opinion?

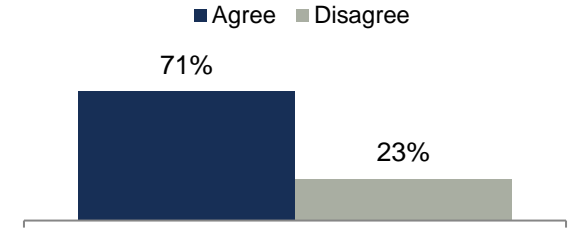
- Violent crime has risen so sharply that people who were **once opposed** to police are **starting to support** more police being hired
- While people like you might support hiring more police, so many **others in Portland oppose more police** so it will never happen

Agree/Disagree: While I am concerned about social justice and racism in policing in Portland, crime rates and murders have gone up so much recently that I support more police officers being hired.



	Over all	Ideology					Race	
		Very Lib	S'w Lib	Lib	Mod	Cons	White	POC
Support	60%	63	54	59	74	55	62	59
Oppose	20%	10	28	17	11	45	19	17
<b>Net</b>	<b>+40%</b>	<b>+53</b>	<b>+26</b>	<b>+42</b>	<b>+63</b>	<b>+10</b>	<b>+43</b>	<b>+43</b>

	Over all	Party			PDX Area			
		Dem	Indy	GOP	North	West	Inner East	Outer East
Support	60%	64	51	61	44	78	63	60
Oppose	20%	17	24	30	17	12	26	26
<b>Net</b>	<b>+40%</b>	<b>+48</b>	<b>+27</b>	<b>+30</b>	<b>+27</b>	<b>+66</b>	<b>+37</b>	<b>+35</b>



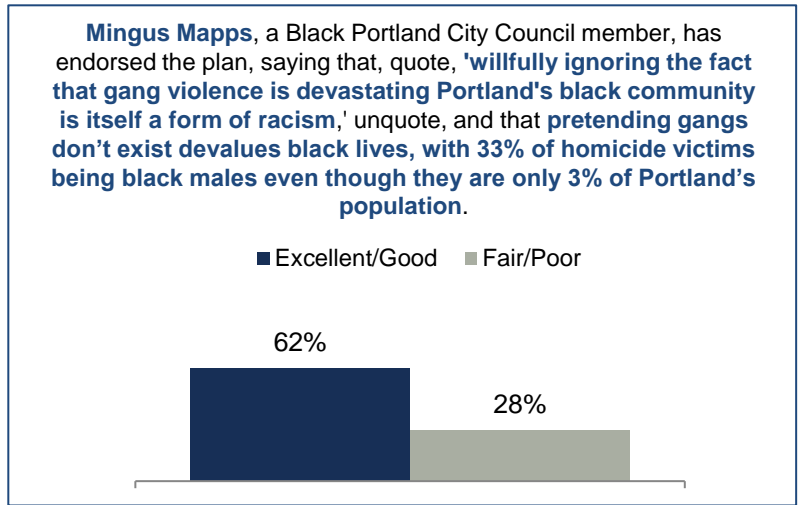
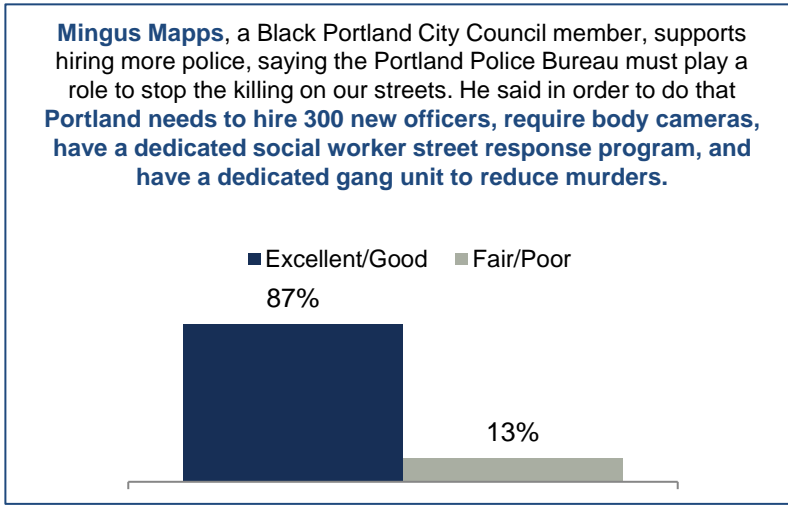
	Over all	Ideology					Race	
		Very Lib	S'w Lib	Lib	Mod	Cons	White	POC
Agree	71%	51	65	57	83	100	73	68
Disagree	23%	46	31	40	8	0.0	22	22
<b>Net</b>	<b>+48%</b>	<b>+5</b>	<b>+34</b>	<b>+17</b>	<b>+76</b>	<b>+100</b>	<b>+51</b>	<b>+45</b>

	Over all	Party			PDX Area			
		Dem	Indy	GOP	North	West	Inner East	Outer East
Agree	71%	69	69	100	53	67	75	85
Disagree	23%	26	21	0	38	25	25	9
<b>Net</b>	<b>+48%</b>	<b>+43</b>	<b>+47</b>	<b>+100</b>	<b>+15</b>	<b>+43</b>	<b>+50</b>	<b>+76</b>

# Impacts on Communities of Color Driving Calls for More Police

## Crime's impact on the Black community is driving calls for increased police presence.

Now I'm going to read to you a series of statements. After hearing each, please tell me whether it is an excellent, good, fair, or poor reason to support hiring more police officers and enacting police reforms in Portland.

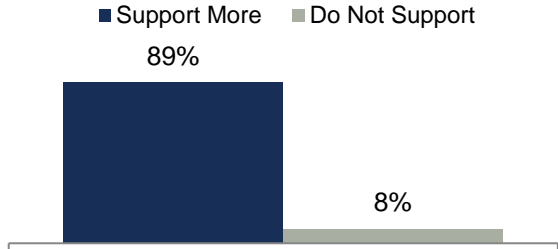


# Portlanders Want to Reinvest and Reform Police

As a result, Portland voters support more police in both concept and in practice.

Which of the following comes closer to your opinion?

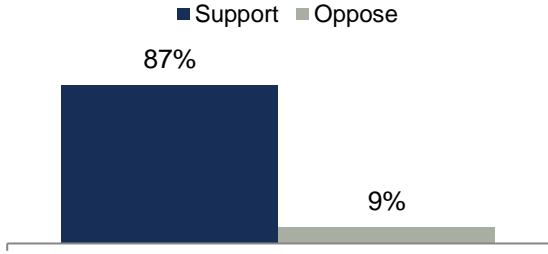
- I would **support more police** officers being hired in Portland if there are **true police reforms** and increased training
- I **do not support more police** officers being hired in Portland



	Over all	Ideology					Race	
		Very Lib	S'what Lib	Lib	Mod	Cons	White	POC
Support	89%	82	86	84	97	94	89	94
Do Not	8%	14	10	12	0	6	8	6
<b>Net</b>	<b>+80%</b>	<b>+68</b>	<b>+76</b>	<b>+71</b>	<b>+97</b>	<b>+89</b>	<b>+81</b>	<b>+88</b>

	Over all	Party			PDX Area			
		Dem	Indy	GOP	North	West	Inner East	Outer East
Support	89%	86	100	100	81	91	88	94
Do Not	8%	9	0	0	11	9	12	3
<b>Net</b>	<b>+80%</b>	<b>+77</b>	<b>+100</b>	<b>+100</b>	<b>+70</b>	<b>+82</b>	<b>+77</b>	<b>+91</b>

Now, let me give you some more information. The Portland City Council is currently considering a three-point plan to improve public safety – immediately re-hire 80 police officers, require body cameras on all officers, and expand the non-police Portland Street Response program to better engage those with homeless, mental health and addiction challenges. Hearing this, do you support or oppose the plan?



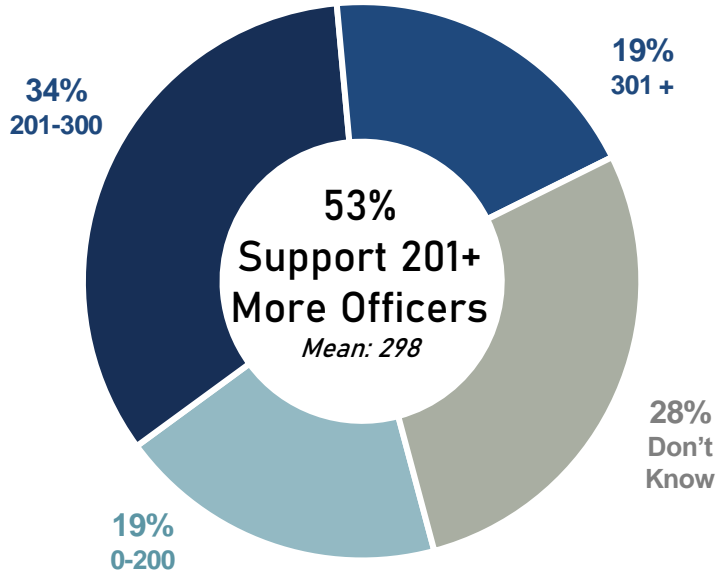
	Over all	Ideology					Race	
		Very Lib	S'what Lib	Lib	Mod	Cons	White	POC
Support	87%	89	96	92	81	85	88	87
Oppose	9%	7	4	6	11	15	8	9
<b>Net</b>	<b>+78%</b>	<b>+81</b>	<b>+93</b>	<b>+86</b>	<b>+69</b>	<b>+70</b>	<b>+79</b>	<b>+78</b>

	Over all	Party			PDX Area			
		Dem	Indy	GOP	North	West	Inner East	Outer East
Support	87%	87	89	77	100	86	86	78
Oppose	9%	9	8	19	0	4	11	20
<b>Net</b>	<b>+78%</b>	<b>+79</b>	<b>+81</b>	<b>+57</b>	<b>+100</b>	<b>+82</b>	<b>+74</b>	<b>+57</b>

# Average Portlander Wants Roughly 300 More Police

When asked how many more police officers Portland should hire, a majority of Portlanders would want to hire 200 or more

Currently, Portland is 300 police officers below the recommended minimum number of police officers for a city its size. Knowing this, if Portland hired more police officers, how many, if any, should it hire? \*Open-ended Question



	Overall	Ideology					Race	
		Very Lib	S'what Lib	Lib	Mod	Cons	White	POC
0-200	19%	20	9	16	25	17	20	19
201-300	34%	22	39	29	32	48	38	16
301+	19%	21	22	21	20	13	14	34
DK/Refused	28%	37	31	34	24	22	27	31
<b>Net</b>	<b>+34%</b>	<b>+23</b>	<b>+52</b>	<b>+34</b>	<b>+26</b>	<b>+44</b>	<b>+32</b>	<b>+31</b>

	Overall	Party			PDX Area			
		Dem	Indy	GOP	North	West	Inner East	Outer East
0-200	19%	14	30	27	26	15	19	18
201-300	34%	32	31	47	34	27	31	37
301+	19%	23	14	13	14	26	16	22
DK/Refused	28%	30	25	13	26	33	34	22
<b>Net</b>	<b>+34%</b>	<b>+42</b>	<b>+15</b>	<b>+33</b>	<b>+22</b>	<b>+38</b>	<b>+28</b>	<b>+42</b>

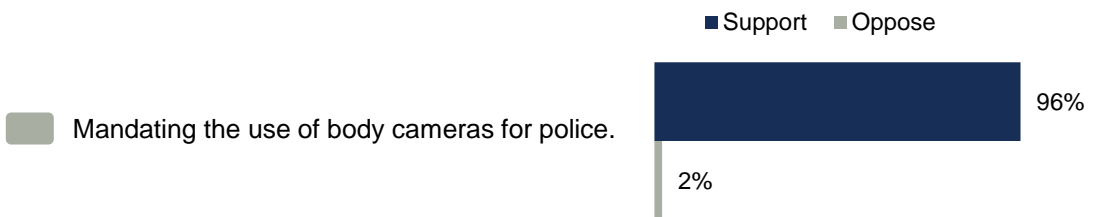
Some numbers may be off +/- 1% due to rounding.



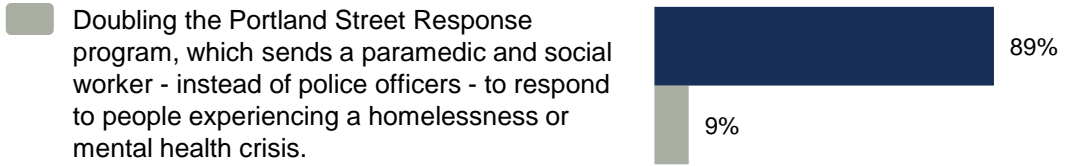
# Portlanders Strongly Support Key Reforms

There is overwhelming support for the reforms being proposed.

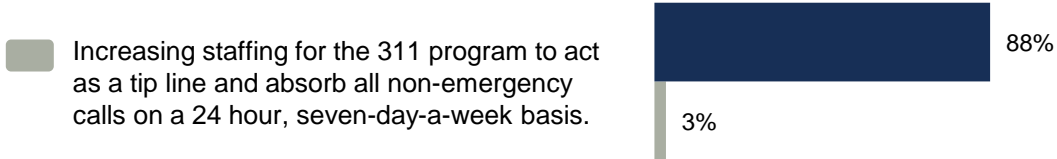
Regardless of whether you want Portland to hire more police, the following are some policies that have been proposed to reform policing and increase community policing. After hearing each one, please tell me whether you would strongly support the policy, somewhat support it, somewhat oppose it, or strongly oppose the policy.



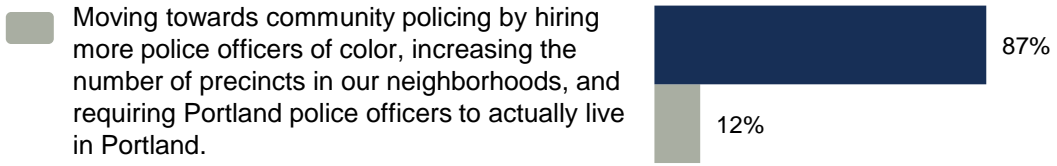
	Key Audiences	
	Very Lib	Dem
<b>Support</b>	96	97
<b>Strongly</b>	92	82



	Key Audiences	
	Very Lib	Dem
<b>Support</b>	100	95
<b>Strongly</b>	89	74

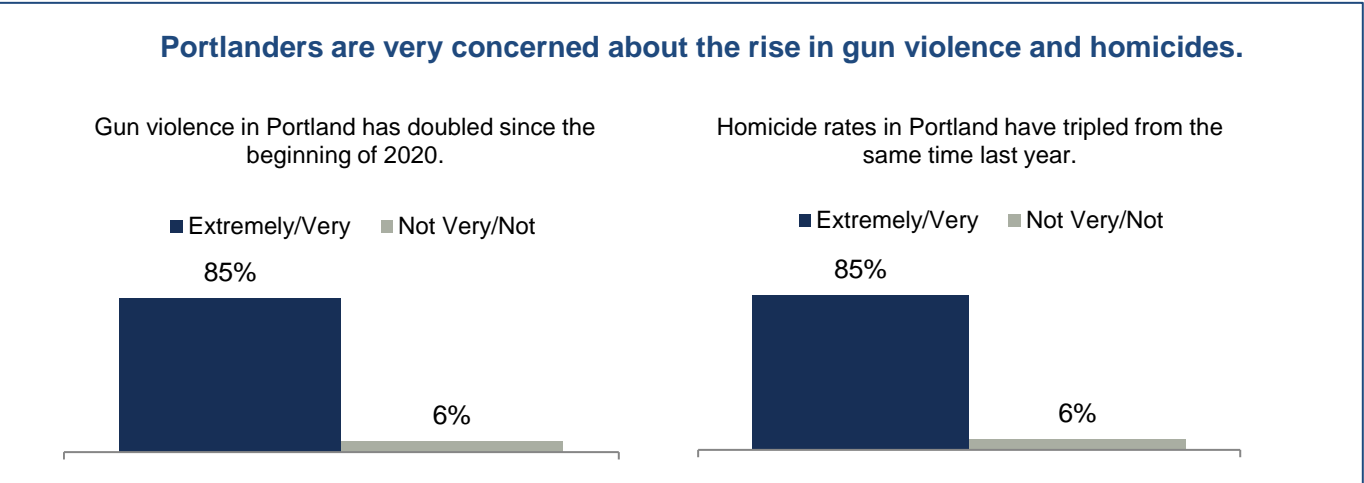


	Key Audiences	
	Very Lib	Dem
<b>Support</b>	89	90
<b>Strongly</b>	54	58



	Key Audiences	
	Very Lib	Dem
<b>Support</b>	93	93
<b>Strongly</b>	59	60

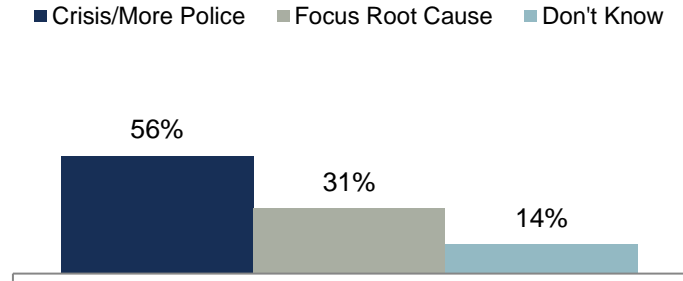
# Portlanders Reject Exclusive Prevention Approach; Emphasize Need for More Police



## When given the choice, Portlanders choose more police over prevention-only response.

When it comes to reducing gun violence in Portland, which of the following comes closer to your opinion?

- Portland has a **gun violence crisis** with a record 800 shootings and 61 people murdered so far this year - 33% of murder victims are Black men. To help stop the killing, the police bureau should immediately begin recruiting and hiring more police officers to **ensure Portland has enough police officers to address rising gun violence**, especially in the Black community.
- While rising gun violence in Portland is tragic and unacceptable, **adding more police is not needed and will do more harm than good to restore public safety**. Instead of more police, we should focus exclusively on **addressing the root causes of gun violence**. When it comes to reducing gun violence in Portland, we have a lot of work to do, but we are headed in the right direction.



	Overall	Key Audiences	
		Very Lib	Dem
<b>More Police</b>	56%	40	55
<b>Root Cause</b>	31%	42	32
<b>Net</b>	<b>+25%</b>	<b>-2</b>	<b>+23</b>

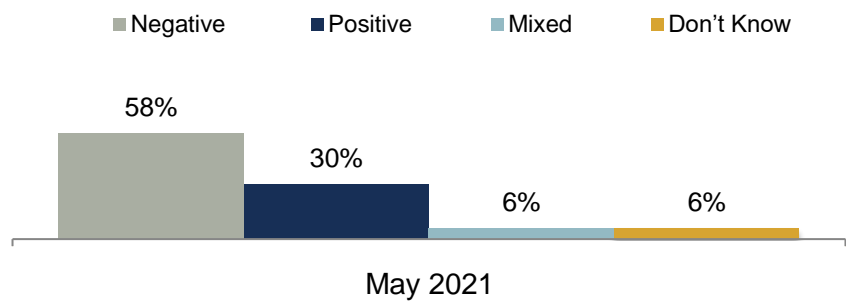
\*I'm now going to read to you some facts about public safety and crime in the Portland area. After hearing each, please tell me how concerned you are about that fact – extremely concerned, very concerned, somewhat concerned, not very concerned, or not at all concerned





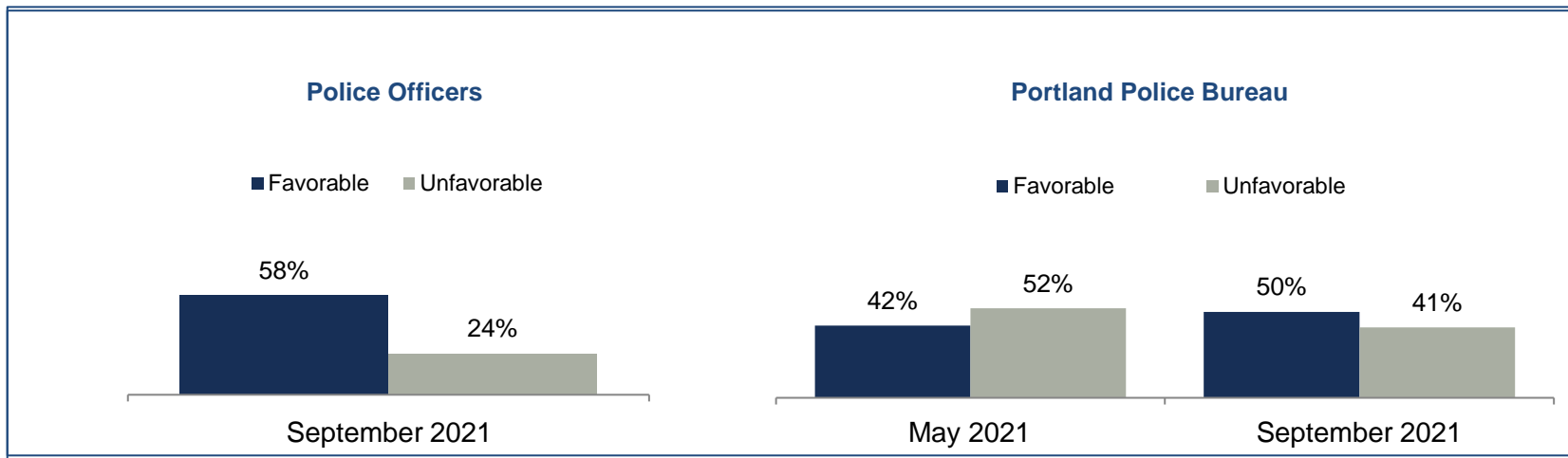
# Portlanders' Perceptions of Police is Improving

Would you say that right now the Portland Police Bureau has more of a positive or negative impact on the city?



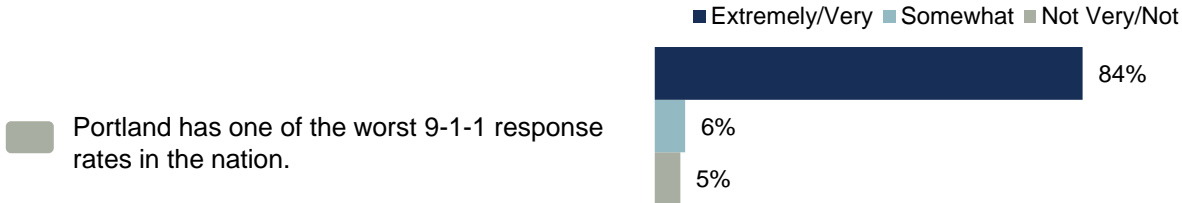
## Police officers are viewed favorably by a majority of Portlanders.

Please tell me whether you have a favorable or unfavorable opinion of each of the following people or groups.



# Portlanders Concerned About Law Enforcement Failures

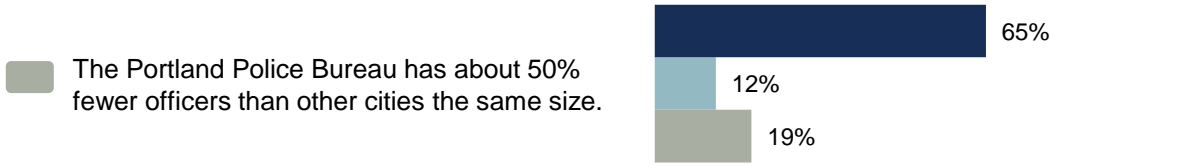
I'm now going to read to you some facts about public safety and crime in the Portland area. After hearing each, please tell me how concerned you are about that fact – extremely concerned, very concerned, somewhat concerned, not very concerned, or not at all concerned.



	Key Audiences	
	Very Lib	Dem
<b>Extremely/Very</b>	87	80
<b>Extremely</b>	45	41



	Key Audiences	
	Very Lib	Dem
<b>Extremely/Very</b>	73	68
<b>Extremely</b>	37	32

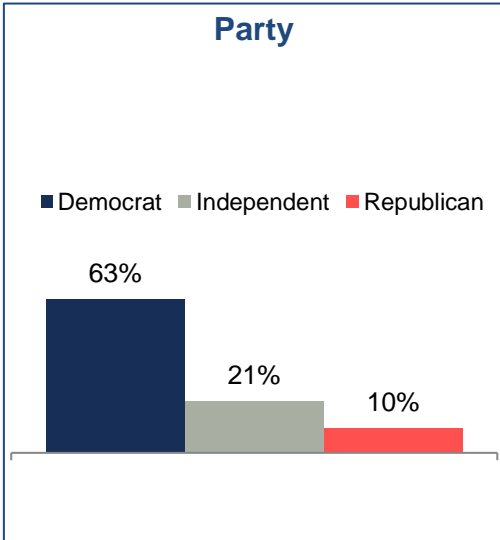
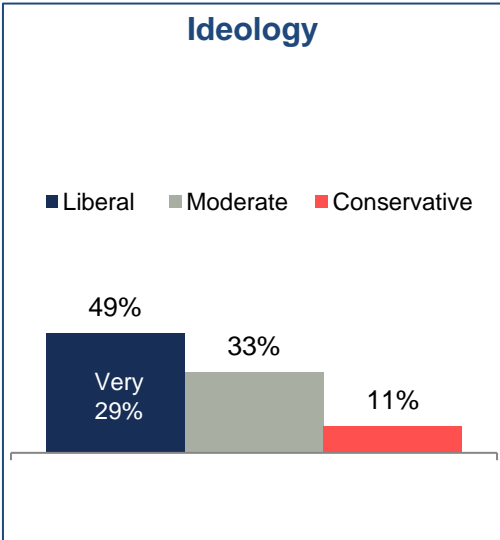
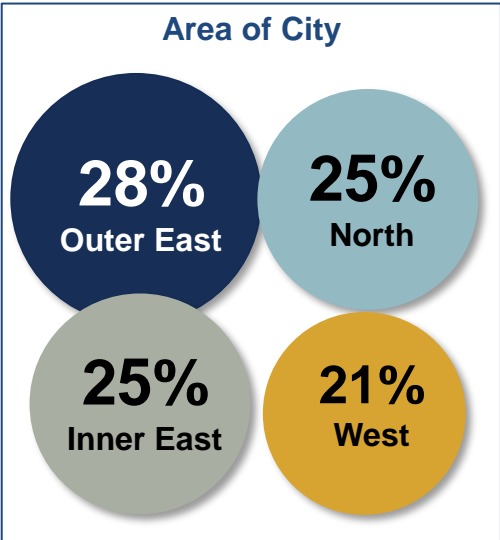
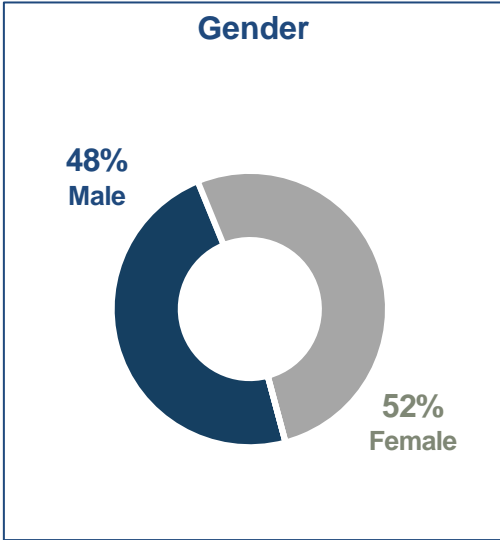
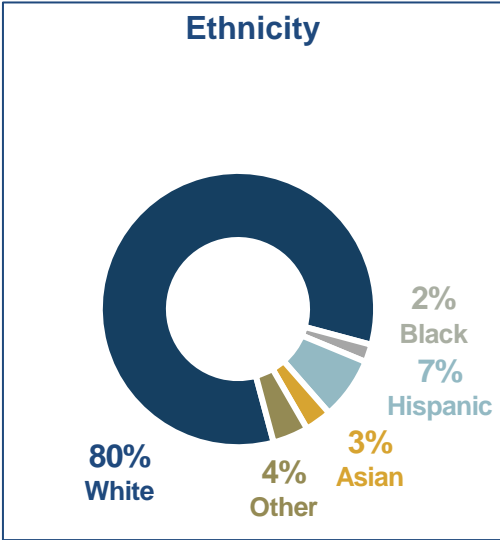
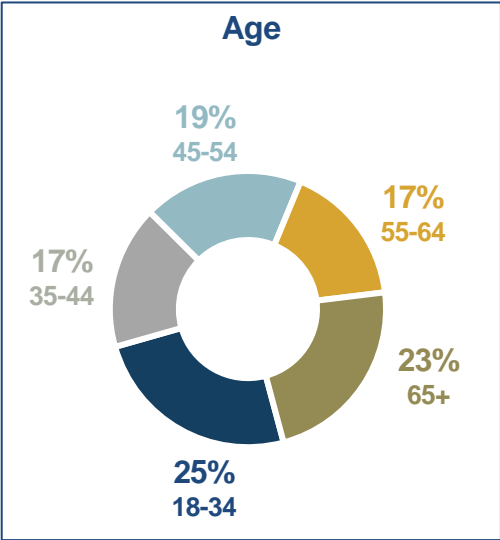


	Key Audiences	
	Very Lib	Dem
<b>Extremely/Very</b>	51	64
<b>Extremely</b>	24	31



	Key Audiences	
	Very Lib	Dem
<b>Extremely/Very</b>	67	64
<b>Extremely</b>	34	31

# Survey Profile



# THANK YOU!

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GS STRATEGY GROUP

