

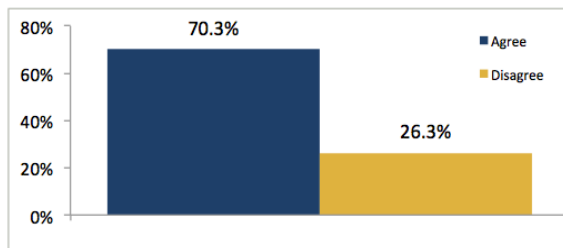
To: Interested Parties
 From: Brooks Kochvar and Robert Jones, GS Strategy Group
 Re: OSU-Cascades/Central Oregon Higher Education Research Findings
 Date: May 22, 2015

In April 2015, GS Strategy Group fielded a citywide survey of 300 adults in Bend, OR. The research was conducted April 8-21, 2015, and yielded a margin of error of 5.65% at the 95% confidence level. Below are key findings from that research.

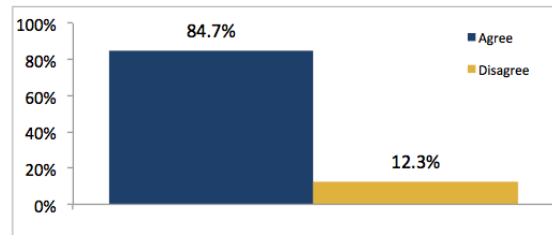
RESEARCH SUMMARY

- There is strong support (**70%**) among Bend residents for more higher education options for Bend and Central Oregon residents and a very strong belief (**84%**) that as the largest region in Oregon without a four-year university, Central Oregon is overdue for a university that can provide education opportunities and nurture economic innovation.

Agree/Disagree: Central Oregon needs more higher education options in the area.

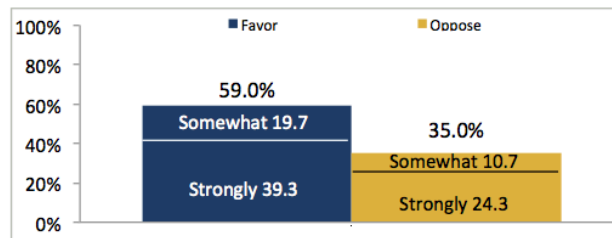


The largest region in our state without a four-year university is overdue for one to serve our children, provide a trained workforce for employers and nurture economic innovation.



- 59%** of Bend residents favor and just **35%** oppose the expansion of the OSU-Cascades campus on the west side of Bend. *This is virtually unchanged from July 2014 survey results (61-33%) reported by the Bend Bulletin on March 28, 2015.*

Would you favor or oppose the expansion of the OSU-Cascades campus on the west side of Bend?



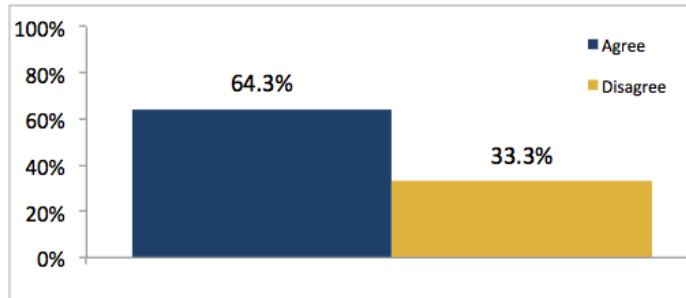
- Support for an OSU-Cascades campus on the west side of Bend is strongest among those 45 and younger (**67%**), those with annual household incomes under **\$50,000 (64%)** and those who live within one mile of the proposed campus (**60%**). Campus expansion enjoys equal support from Democrats (**63%**), Republicans (**62%**) and those that live on the west (**59%**) and east (**59%**) sides of Bend.

	Over All	Age		Income			Party		
		<45	45+	<50k	50-100k	100k+	Dem	Indy	GOP
Favor	59.0	67.7	52.8	64.2	60.0	49.1	63.7	44.4	62.4
Oppose	35.0	25.0	42.0	28.5	37.8	42.1	31.9	50.0	29.4
Net Favor	+24.0	+42.7	+10.8	+35.8	+22.2	+7.0	+31.9	-5.6	+32.9

	Over All	Area In Bend		Distance from Proposed Campus				
		East	West	< 1 Mile	1-2	2-5	5-10	10+
Favor	59.0	59.0	58.9	60.0	55.2	63.3	59.3	45.8
Oppose	35.0	34.9	35.8	30.0	41.4	33.3	35.2	41.7
Net Favor	+24.0	+24.1	+23.2	+30.0	+13.8	+30.0	+24.1	+4.2

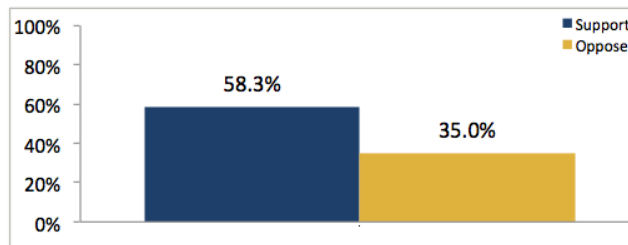
- By an almost 2-1 margin, Bend residents agree that a handful of critics shouldn't delay progress on a four-year university even longer (**64-33%**).

Central Oregon has worked for thirty years to get a four-year university, we can't let a handful of critics delay it even longer.



- By **58-35%** margin, local residents support the decision of the City Council to approve moving forward with construction of the new OSU-Cascades campus on the west side of Bend.

Recently the Bend City Council approved moving forward with construction of the new OSU-Cascades campus on the Westside of Bend. Do you support or oppose the decision of the city council?



About

The poll was funded by and conducted for *Now for Bend*, a community coalition supporting OSU-Cascades on Bend's Westside.

GS Strategy Group (GSSG) is a Northwest-based public opinion research firm that provides research and strategic counsel to Fortune 10 companies; public affairs, ballot measure and issue advocacy campaigns; and campaigns across the nation for U.S. Senate, Congress and Gubernatorial contests.