



## 2018 PRIMARY ELECTION REPORT

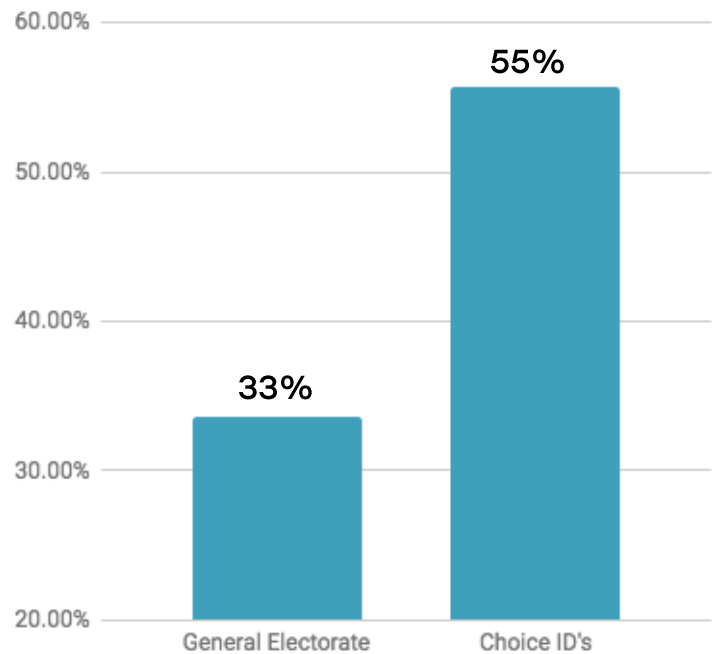
Following the 2018 Primary results, NARAL Pro-Choice Oregon congratulates newly-elected Labor Commissioner Val Hoyle and other endorsed candidates for their Tuesday night victories. While 51 endorsed candidates can now set their eyes on November, six non-partisan candidates including Hoyle, Multnomah County Chair Deborah Kafoury, and newly-elected Multnomah County Commissioner Susheela Jayapal secured their campaign victories in May's election.

### Oregon's pro-choice electorate continues to outperform

NARAL Pro-Choice Oregon's Choice ID's continue to outperform the general electorate. In the 2018 Primary election, Choice ID's outperformed by more than 20%.

For the first time, NARAL Pro-Choice Oregon PAC provided a candidate toolkit to endorsed candidates to more strategically contact Choice ID's. In the General Election, candidates will receive a more in-depth toolkit including best practices for reaching the following groups:

- Core Pro-Choice voters
- Pro-Choice Non-affiliated voters
- Pro-Choice Republican Women
- Pro-Choice Early Voters



### 2018 Primary Impact



NPCO PAC appeared in 29 candidates' voter's pamphlet statements



20 candidates featured NPCO PAC endorsement on their social media pages



6,544 email activists engaged via targeted voter guides



5,485 calls to voters on behalf of Val Hoyle and Kathryn Harrington



390 doors knocked on behalf of Val Hoyle and Susheela Jayapal

### 2018 General: What's Next

Implement organizing and electoral strategies to elect pro-choice champions and keep Oregon the most pro-choice state in the nation:

- Re-elect Governor Kate Brown and pro-choice champions up- and down-ballot by reaching goal to contact 170,000 pro-choice voters by November.
- Defeat IP1 alongside a strong and diverse coalition, eliminating this threat to abortion access in Oregon and moving the dial on public opinion of publicly-funded abortion as a social good.
- Establish and cultivate relationships with candidates and elected leadership to pave the way for passing paid family and medical leave in 2019.