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Our Firm

Public Opinion Strategies is a market research company specializing in corporate and public policy research, with offices in Washington and Denver. Since our founding in 1991, we have completed more than 22,000 research projects and interviewed more than eight and a half million Americans across the United States. The projects have ranged in scope from neighborhood studies to national samples in all 50 states. Internationally, we have completed research projects in Albania, Australia, Bulgaria, Canada, France, Guam, Guyana, India, Iraq, Israel, Jamaica, Kenya, Mexico, Mongolia, Montenegro, New Zealand, Philippines, Poland, Russia, Serbia, Venezuela, South Africa, and the United Kingdom. As our roots are in political campaign management, our research is focused on producing information that compels decisions – and then results.

Here's who we are not: a passive participant that simply produces numbers.

- We are strategic partners.
- We use data to make decisions.
- We don't hesitate to have an opinion, make a judgment, and then live or die by the results.

Our Firm

Why We Are Different

Leadership

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Headquartered in Alexandria, Virginia, eleven partners and one Vice President conduct research throughout the country on a wide array of campaigns and issues. About half of our research is conducted in the realm of public affairs – there isn't an issue facing our country that we haven't explored. The other half of our work continues to be dedicated to winning elections – from City Council to the Presidential level – and we've done so at an unparalleled success rate.

Across both political and public affairs research, as our tag line suggests, we work with our clients "Turning Questions into Answers."



“ACLI has worked with Public Opinion Strategies for decades, through several tough industry battles—often ones in which public opinion does not naturally fall on the side of insurers. Yet Bill and his team consistently provide invaluable strategic advice by refining our messages and helping us frame our issues in a way that makes them understandable and persuasive.”



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Ballot Initiative Wins

PUBLIC OPINION STRATEGIES INITIATIVE WINS

NAME	DESCRIPTION	STATE	YEAR	RESULT
No on Issue 2	A no vote opposes requiring state government programs that buy prescription drugs to pay the same or less for prescription medications as the U.S. Department of Veterans Affairs	OH	2017	Win
No on Proposition 204	A no vote opposes a sales tax measure to fund early childhood education in the City of Tucson	AZ	2017	Win
Yes on South Suburban Park	A yes vote extends mil property tax levy to fund district	CO	2017	Win

Campaigns

Corporate/Public Affairs

Ballot Initiative Wins

and Recreation District Issue 4B & 4C	operations				
Yes on Foothills Park and Recreation District Mill Levy Increase	A yes vote increases the mil levy to fund district operations	CO	2017	Win	
No on Proposition 2	A no vote opposes making it an infraction to allow a rail car to ship uncontained coal and types of oil through the downtown Spokane core, or within 2,000 feet of a school, hospital, or the Spokane River.	WA	2017	Win	
No on Proposition 205	A no vote opposes allowing individuals to possess, grow and purchase marijuana from state-licensed facilities for personal use	AZ	2016	Win	
Yes on Proposition 123	A yes vote increases annual distributions from the State Land Trust Permanent Endowment Fund from 2.5% to 6.9% to benefit Arizona K-12 schools, colleges, and other beneficiary institutions	AZ	2016	Win	
Eagle County (CO) School District	A yes vote provides additional funding for the school district	CO	2016	Win	
Summit County (CO) Housing Authority	A yes vote provides funding for affordable housing	CO	2016	Win	
Summit County (CO) School District	A yes vote provides additional funding for the school district	CO	2016	Win	
Alachua County (FL) Wild Spaces	A yes vote raises the sales tax to create, maintain, and improve public spaces	FL	2016	Win	
Brevard County (FL) Lagoon Cleanup	A yes vote increased funding for improving water quality and the marine life habitat in the Indian River Lagoon	FL	2016	Win	

Lasalle Peru (IL) School Distirct	A yes vote increases raises property taxes to provide additional funding for the school district	IL	2016	Win
Lake Michigan (MI) College	A yes vote increases property taxes to improve campus facilities and safety	MI	2016	Win
Connect NC Public Improvement Bond	A yes vote funds capital improvements and new facilities for the state	NC	2016	Win
No on Oregon Measure 97	A no vote opposes increasing the corporate minimum tax when sales exceed \$25 million; fund education, healthcare, senior services	OR	2016	Win
No on Initiated Measure 23	A no vote opposes giving corporate and non-profit organizations the right to charge a fee for any service provided	SD	2016	Win
Yes on Amendment R	A yes vote creates a separate governance for postsecondary technical education institutes	SD	2016	Win
Yes on Amendment S	A yes vote expands the rights of crime victims	SD	2016	Win
No on Amendment V	A no vote opposes establishing non-partisan elections	SD	2016	Win
Texas Rangers Ballpark	A yes vote provides funding for a new ballpark for the Texas Rangers	TX	2016	Win
Arapahoe, CO Library District	A yes vote increased property taxes to fund district operations	CO	2015	Win
Greeley, CO	A yes vote increased sales taxes for local road improvements	CO	2015	Win
Whitley County, IN School District	A yes vote approves bonds to fund the 2016 Safety, Security, Replacement and Restoration Project	IN	2015	Win

No on Question 1	A no vote opposes raising the Portland, ME minimum wage to \$15.	ME	2015	Win
Yes on Issue 1	A yes vote creates a bipartisan, public process for drawing state legislative districts.	OH	2015	Win
No on Issue 3	A no vote opposes granting a monopoly for the commercial production and sale of marijuana	OH	2015	Win
No on Title 43	A no vote approves a law that provides a corporate income tax credit for qualified oil and gas industry expenditures	AK	2014	Win
Yes on Arizona 122	Rejection of Unconstitutional Federal Actions Amendment	AZ	2014	Win
No on Prop 45	Healthcare insurance rate changes	CA	2014	Win
Falcon School District	School bond measure	CO	2014	Win
Larimer County, CO	Allow for use of county sales and use tax to maintain and administer open space and other natural areas	CO	2014	Win
North Metro (CO) Fire District	Funding for local fire departments	CO	2014	Win
South Suburban (CO) Park and Recreation Department	Funding for renovating and new park projects	CO	2014	Win
City of Loveland, CO	Prevent moratorium on the use of hydraulic fracturing	CO	2014	Win
Summit County, CO	Levy measure for water quality protection and emergency service response	CO	2014	Win
Yes on Amendment 1	Water and land conversation measure	FL	2014	Win

New Trier High School District	School bond measure	IL	2014	Win
Joliet Park District	School bond measure	IL	2014	Win
No on Question 2	Prevent expansion of bottle deposits on containers of non-alcoholic non-carbonated drinks	MA	2014	Win
No on Question 3	Against a prohibition of casinos, slot machines, and simulcast greyhound races	MA	2014	Win
Yes on Question 6	Water and wetlands ballot measure	ME	2014	Win
Montcalm Community College	Community College tax levy	MI	2014	Win
Kirtland Community College	Community College bond measure	MI	2014	Win
Bernalillo County, NM	Open space levy measure	NM	2014	Win
Yes on Question 1	Creation of a State Intermediate Appellate Court	NV	2014	Win
Yes on Issue 1	To renew bonds to finance public infrastructure projects for local governments such as roads, bridges, and sewers	OH	2014	Win
Franklin County, OH Children Services	To renew a levy to benefit Franklin County Children Services	OH	2014	Win
City of Youngstown, OH	Against a prohibition of fracking and infrastructure that supported gas production	OH	2014	Win
Yes on Amendment Q	Expansion of casino gaming in Deadwood casino	SD	2014	Win
Yes on Amendment 1	To give the state legislature the ability to regulate abortion	TN	2014	Win

Yes on Amendment 2	State Supreme Court Justice appointments	TN	2014	Win
Sheridan County, WY	County excise tax	WY	2014	Win
Yes on Amendment One	Extends Alabama Forever Wild Land Trust Amendment for 20 years	AL	2012	Win
Central CO Water District	Provide funding to address water shortages and provide working farms and ranches with water	CO	2012	Win
No on Proposal Two	Grant public and private employees the constitutional right to organize and bargain collectively through labor unions	MI	2012	Win
No on Issue 2	Would create a citizen commission to draw legislative and congressional district maps	OH	2012	Win
Yes on Proposition 20	Congressional district lines to be re-drawn by a committee	CA	2010	Win
Yes on Proposition 26	Requires a 2/3 supermajority vote in the legislature to pass certain fees	CA	2010	Win
No on Proposition 27	Return task of redistricting to the California State Legislature	CA	2010	Win
Yes on 3A	Littleton Public Schools District tax levy increase	CO	2010	Win
Yes on Ballot Issue A	South Suburban Park and Recreation extend property tax levy	CO	2010	Win
Vote YES for Beachfront Park Bonds	\$5 million bond to acquire, develop and preserve beach front property	FL	2010	Win
Quality Growth Fund	Continued re-allocation of a portion of sales taxes for	ND	2010	Win

Quality Growth Fund					
Yes for Issues 1 for Jobs	Extend the Ohio 3rd Frontier Program to promote economic growth	OH	2010	Win	
Yes for Issues 2 for Casinos	Change location of Columbus Casino Facility authorized by previous vote	OH	2010	Win	
Yes on Measure 34-181	Tigard's Water, Natural Areas and Wildlife Bond Measure	OR	2010	Win	
Amendment K	Protects the right to secret ballots in federal, state, and union elections	SD	2010	Win	
Yes on Issue 3 for Casinos	Authorize Four Casinos to be built in Ohio	OH	2009	Win	
Yes on Proposition 100	Block the legislature from enacting a real estate transfer tax	AZ	2008	Win	
Yes on Proposition 102	Amend constitution to recognize marriage between one man & one woman	AZ	2008	Win	
Yes on Proposition 9	Laws governing treatment crime victims and parole procedures	CA	2008	Win	
Yes on Proposition 11	Independent commission to draw legislative district boundaries	CA	2008	Win	
Yes on Amendment 1	Portability of Save Our Homes Cap	FL	2008	Win	
Yes on 1	Would repeal Legislature's bill LD431 to tax beverages and doctors visits	ME	2008	Win	
Yes on Funding/ Outdoors Heritage	Sales tax increase of three eighths of one percent	MN	2008	Win	

Yes on Issue 2	Borrow \$400 million for environmental conservation, preservation purposes	OH	2008	Win
Open & Clean Gov' Act	Proposes to end taxpayer-funded lobbying	SD	2008	Win
Wyandotte County, Game Initiative	New Indian gaming casino/entertainment	KS	2007	Win
City of Dallas, Trinity River Project	Stop toll road from being built	TX	2007	Win
No on Prop 82 Reiner Initiative	Mandatory Pre-School	CA	2006	Win
No on San Diego Co Prop A	Use of military land for airport	CA	2006	Win
Yes on San Bernardino Meas	Term limits for SB County Supervisors	CA	2006	Win
Yes on California Prop 83	Jessica's Law	CA	2006	Win
No on Westlake Village Measure Z	Stop construction of Lowe's store	CA	2006	Win
No On Amendment 40	Term limits for judiciary	CO	2006	Win
No on Referendum I	Marriage amendment	CO	2006	Win
Yes on Referred Measure 5A	Affordable housing in Summit County	CO	2006	Win
Yes on Amendment 43	Ban same sex marriage	CO	2006	Win
For Clean Water/ Wildlife Habitat	Environmental protection	FL	2006	Win
American Water Company	Eminent domain – KY American Water	KY	2006	Win

(Vote No)

Yes on Amendment 5	Early childhood education funding	NE	2006	Win
Vote No on Amendment D	Property assessments and taxes	SD	2006	Win
Yes on South Dakota Tobacco Tax	Tobacco tax for smoking education	SD	2006	Win
YES on Amendment 1	Marriage amendment	TN	2006	Win
Yes on City of Dallas 12 Bond Initiatives	General obligation bond measures	TX	2006	Win
Yes to Arizona Tech Transfer	Financial benefits for university researchers	AZ	2004	Win
San Diego Prop B "Vote No"	Construction of new landfill	CA	2004	Win
Yes on Measure J	School bond measure	CA	2004	Win
No on Measure M	Repeal city utility tax	CA	2004	Win
No on Measure N	Prohibit using city funds for municipal utility	CA	2004	Win
No on Prop 62	Establish Louisiana-style primary elections	CA	2004	Win
No on Prop 66	Place limitations on "Three Strikes" law	CA	2004	Win
Yes on Prop 69	Create mandatory DNA collection database	CA	2004	Win
Yes on 3A	Mill levy override to fund school operations	CO	2004	Win
Yes on 3A & 3B	Mill levy for capital improvements/technology	CO	2004	Win
Yes on 2A	Establish sales tax for trails and open space	CO	2004	Win

Vote Yes, Defense of Marriage	Constitutional amendment defining marriage	MI	2004	Win
Yes on Three	Limit attorney's fees in med mal cases	NV	2004	Win
No, NV. Insurance Rates	Amend insurance rates and practices	NV	2004	Win
No, NV. Frivolous Lawsuits	Amend lawyer penalties for frivolous lawsuits	NV	2004	Win
Yes, in Favor of Issue 1	Defense of marriage amendment	OH	2004	Win
No, SD Food Sales Tax	Exempt food from sales and use taxes	SD	2004	Win
Yes, Arlington, TX Stadium	Public financing for new stadium	TX	2004	Win
Yes on X	Sales tax increase for natural preservation	UT	2004	Win
OPS Extension	Tax extension for trails, open space & parks	CO	2003	Win
Arapahoe County Open Space	Establish county wide sales tax for open space	CO	2003	Win
Summit County	Extend tax for water supply, biomass, rec.	CO	2003	Win
For the Kids	Increase taxes to assist abused children	OH	2003	Win
Yes on Bond Issue	Bond Issue	CA	2002	Win
Yes on Bond Measure	Bond Issue	CA	2002	Win
No on Bond Measure	Bond Issue	CA	2002	Win
No on Measure HH	Utility tax in Huntington Beach	CA	2002	Win
Yes on Measures J & L	Development in El Segundo	CA	2002	Win
St. Vrain Valley Schools	\$212.9 million bond for schools	CO	2002	Win

Keeping a Strong Foundation	Littleton Schools Bond Initiative	CO	2002	Win
Citizens for Vail's Future	Lodging/Sales tax on Conference Center	CO	2002	Win
Citizens for Open Space	Property Tax for Open Space	CO	2002	Win
People For Responsible Growth	Approve County/Resort Land Agreement	CO	2002	Win
Arizona Wins Initiative	Stadium Initiative (Arizona Cardinals)	AZ	2000	Win
Arizona Education 2000	Increase Education Funding	AZ	2000	Win
Yes on 1A	Tribal Gaming	CA	2000	Win
Yes on Prop 21	Juvenile Crime	CA	2000	Win
Yes on Measure U	Transient Occupancy Tax Increase	CA	2000	Win
No on Measure Q	Huntington Beach Anti-Utility Tax	CA	2000	Win
Elk Grove	Cityhood Campaign	CA	2000	Win
No on Pekin Takeover	City Takeover of Water Utility	IL	2000	Win
Yes on Issue 4	Income Tax Rate Reduction	MA	2000	Win
No on Prop. A	Limit Billboards on Roads	MO	2000	Win
No on Prop. B	Public Financing of Campaigns	MO	2000	Win
Yes on Issue 1	Brownfield/Greenfields	OH	2000	Win
No on Amend. D	Banning Video Lottery	SD	2000	Win

Yes on Amend. E	Increase Bet Limits in Deadwood City	SD	2000	Win
Travis County	Anti-Light Rail	TX	2000	Win
Yuma	Wal-Mart expansion	AZ	1999	Win
Los Arcos	Arena - Concept and Finance Plan	AZ	1999	Win
Fountain Hills	Target store development	AZ	1999	Win
Scottsdale	Los Arcos financing	AZ	1999	Win
SCIP'99	Colorado Springs Improvement Program	CO	1999	Win
Issue 1	Statewide School Bond	OH	1999	Win
Issue 20	Permanent Sales Tax	OH	1999	Win
Issue 4	City Charter Change	OH	1999	Win
Proposition 1	Prop. tax increase for Seattle Center	WA	1999	Win
Yes Prop. 303	Growth	AZ	1998	Win
Yes on Prop 227	English Immersion (Anti-Bilingual Ed)	CA	1998	Win
Yes on Initiative 4A	Stadium Initiative (Denver Broncos)	CO	1998	Win
No on B	Anti-Euthanasia	MI	1998	Win
No on Issue 11	Stadium Location	OH	1998	Win
Yes on Issue 12	Anti-Tax	OH	1998	Win
Yes on Ref. 1	Stadium Init. (Tampa Bay Buccaneers)	FL	1996	Win

Yes on Issue 1

Stadium Initiative (Cincinnati Bengals)

OH 1996 Win

“Public Opinion Strategies is one of our go-to pollsters when it comes to testing public support for bond ballot measures and other initiative proposals. They are available to provide ongoing consultation with regard to crafting of ballot questions, public outreach messaging, and related efforts.”

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