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**2023 Oregon Values and Beliefs Typology Study- Finding Common Ground  
 Annotated Questionnaire**

**(Please see the appendix for study background and methodology. We'd also like to  
 acknowledge and thank our research partner PolicyInteractive.)**

**[Survey Introduction]**

The Oregon Values and Beliefs Center (OVBC) welcomes you to our *2023 Annual Values and Beliefs* Typology study. This survey focuses on core values and beliefs by asking several different kinds of questions about a variety of issues, all with the intent of identifying what common ground unites us.

Please be assured your identity will be kept anonymous. This survey is a bit longer and should take about 15-20 minutes. Random and robotic responders and those writing hate speech in the open response questions are subject to disqualification through validity analytics.

OVBC is a nonprofit, nonpartisan team that uses a representative sample to provide valid opinion research. We share our findings with elected officials, policymakers, the public, and other researchers. Again, be assured that your name will not be connected to any of your responses in our report.

**[Survey Findings]**

1. All things considered, do you think the U.S. is headed in the right direction, or is it off on the wrong track?

Response category	N = 3,414	
Right direction, strongly	5%	27%
Right direction, somewhat	22%	
Wrong track, somewhat	27%	69%
Wrong track, strongly	42%	
Don't know/Not sure	4%	

2. All things considered, do you think your state is headed in the right direction, or is it off on the wrong track?

Response category	N = 3,414	
Right direction, strongly	9%	41%
Right direction, somewhat	32%	
Wrong track, somewhat	24%	53%
Wrong track, strongly	29%	
Don't know/Not sure	5%	

3. Do you think your state is a socially and politically divided state?

Response category	N = 3,414
Yes	74%
No	13%
Don't know	12%

4. [If yes to Q3] How worried are you about this division?

Response category	n = 2,529	
Very worried	35%	82%
Somewhat worried	47%	
Not very worried	13%	16%
Not at all worried	4%	
Don't know/Not sure	2%	

5. [If yes to Q3] Do you feel we can come together and bridge this divide?

Response category	n = 2,529
Yes	36%
No	27%
Don't know	37%

Next up are several sets of paired statements representing a range of views on common topics. For each pair of statements please indicate which statement (either A or B) comes closest to your view as best you are able, even if neither represents your view exactly.

(Sometimes statement B will be listed first as part of our validation system.)

[Typology questions randomized]

6. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Government is almost always wasteful and inefficient	28%	57%
LEAN TOWARDS A	30%	
LEAN TOWARDS B	27%	43%
B. FEEL STRONGLY: Government often does a better job than people give it credit for	15%	

7. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Government regulation of business is necessary to protect the public interest	28%	59%
LEAN TOWARDS A	31%	
LEAN TOWARDS B	23%	41%
B. FEEL STRONGLY: Government regulation of business usually does more harm than good	18%	

8. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: People living in poverty today have it easier because they can get government benefits without doing anything in return	12%	33%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	30%	67%
B. FEEL STRONGLY: People living in poverty have hard lives because government benefits don't go far enough to help them live decently	37%	

9. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Immigrants today strengthen our country because of their hard work and talents	35%	64%
LEAN TOWARDS A	29%	
LEAN TOWARDS B	19%	36%
B. FEEL STRONGLY: Immigrants today are a burden on our country because they take our jobs, housing, and health care	17%	

10. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Business corporations make too much profit	40%	70%
LEAN TOWARDS A	30%	
LEAN TOWARDS B	20%	30%
B. FEEL STRONGLY: Most corporations make a fair and reasonable amount of profit	11%	

11. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Stricter environmental laws and regulations cost too many jobs and hurt the economy	17%	37%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	27%	63%
B. FEEL STRONGLY: Stronger environmental laws and regulations are worth the cost	36%	

12. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: I prefer a smaller government providing fewer services	20%	41%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	36%	59%
B. FEEL STRONGLY: I prefer a bigger government providing more services	23%	

13. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Same-gender romantic relationships should be discouraged in society	11%	24%
LEAN TOWARDS A	13%	
LEAN TOWARDS B	23%	76%
B. FEEL STRONGLY: Same-gender relationships should be respected in society	53%	

14. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Compromise in politics is just selling out on what you believe in	10%	26%
LEAN TOWARDS A	16%	
LEAN TOWARDS B	39%	74%
B. FEEL STRONGLY: Compromise is how things get done in politics even though it sometimes means sacrificing for the greater good	35%	

15. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Our country has made the changes needed to give black people equal rights with white people	21%	42%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	21%	58%
B. FEEL STRONGLY: Our country needs to continue making changes to give black people equal rights with white men	36%	

16. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: The economic system in this country unfairly favors powerful interests	57%	80%
LEAN TOWARDS A	23%	
LEAN TOWARDS B	12%	20%
B. FEEL STRONGLY: The economic system in this country is generally fair to most Americans	8%	

17. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: The obstacles that once made it harder for women than men to get ahead are now largely gone	17%	40%
LEAN TOWARDS A	23%	
LEAN TOWARDS B	29%	60%
B. FEEL STRONGLY: There are still significant obstacles that make it harder for women to get ahead than men	31%	

18. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Our country would be better off if we all consumed less	32%	61%
LEAN TOWARDS A	29%	
LEAN TOWARDS B	25%	39%
B. FEEL STRONGLY: We need to buy and consume to support a strong economy	15%	

19. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Society is better off if people make marriage and having children a priority	14%	33%
LEAN TOWARDS A	19%	
LEAN TOWARDS B	27%	67%
B. FEEL STRONGLY: Society is just as well off if people have priorities other than marriage and children	39%	

20. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Success in life is pretty much determined by forces outside of our control	10%	37%
LEAN TOWARDS A	26%	
LEAN TOWARDS B	37%	63%
B. FEEL STRONGLY: Everyone has it in their own power to succeed	26%	

21. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Combat-style firearms should be illegal to buy or own by the general public	41%	58%
LEAN TOWARDS A	17%	
LEAN TOWARDS B	16%	42%
B. FEEL STRONGLY: The U.S. Constitution protects gun ownership regardless of the type of firearm	26%	

22. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: The addictive drug epidemic in our country requires a broader understanding of the root causes and treatment of addiction	44%	69%
LEAN TOWARDS A	25%	
LEAN TOWARDS B	15%	31%
B. FEEL STRONGLY: Drug addiction is a symptom of an overly permissive society that requires greater discipline, penalties, and confinement	16%	

23. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Laws should be passed to regulate unlimited money in political campaigns	50%	75%
LEAN TOWARDS A	25%	
LEAN TOWARDS B	14%	
B. FEEL STRONGLY: Campaign spending should be constitutionally protected as freedom of speech	11%	25%

24. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Climate change requires us to change our way of life, drive less, and live more simply	47%	76%
LEAN TOWARDS A	29%	
LEAN TOWARDS B	14%	
B. FEEL STRONGLY: If climate change becomes a problem, we can deal with it later	10%	24%

26. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Government should not favor any one religion or faith	61%	78%
LEAN TOWARDS A	17%	
LEAN TOWARDS B	12%	
B. FEEL STRONGLY: Our government should reflect and favor Christian faith and values	10%	22%

**And here are the last of the statement A/B questions.**

27. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Social media has improved our lives	7%	29%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	35%	
B. FEEL STRONGLY: Social media has done more harm than good	36%	71%

28. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: I feel hopeful about the wellness of the people in the U.S. over the next 50 years	10%	33%
LEAN TOWARDS A	23%	
LEAN TOWARDS B	35%	
B. FEEL STRONGLY: I feel pessimistic about the wellness of people in the U.S. over the next 50 years	32%	67%

29. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Winning in politics is what counts, truth and rules are less important	4%	9%
LEAN TOWARDS A	5%	
LEAN TOWARDS B	23%	91%
B. FEEL STRONGLY: Truth and fairness are what counts; play by the rules—win, lose, or draw	68%	

30. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: A university education is the best pathway to success in life	7%	28%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	40%	72%
B. FEEL STRONGLY: A technical trade education is often a better pathway to success than a university education	31%	

31. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: President Trump faces malicious, illegitimate attacks and deserves support	19%	35%
LEAN TOWARDS A	16%	
LEAN TOWARDS B	15%	65%
B. FEEL STRONGLY: President Trump likely committed constitutional violations and /or felonies intending to overturn a fair and legal election	50%	

**You are finished with the A/B statement questions. The remaining questions will be in various question formats.**

41. In general, how much do you think white people benefit from advantages in society that Black people do not have? [Randomly flipped responses]

Response category	N = 3,414	
A great deal	29%	62%
A fair amount	33%	
Not too much	24%	38%
Not at all	14%	

25. Which option comes closest to your view about abortion? It should be... [Randomly flipped responses]

Response category	N = 3,414	
Legal in all cases	33%	72%
Legal in most cases	38%	
Illegal in most cases	23%	28%
Illegal in all cases	6%	

The next short section of questions will ask you about your thoughts regarding what you would like to see happen in Oregon.

32. Thinking of a future fifty years from now, briefly stated in 20 words or less, what is your *biggest hope* for Oregon? **[open]** [See verbatims document]

33. What is your *biggest fear* for Oregon thinking ahead fifty years, again in 20 words or less? **[open]** [See verbatims document]

34. When it comes to balancing economic growth and environmental protection, which comes closest to your view of what Oregon should do? [Randomized all, except Other]

Response category	N = 2,545
Relax environmental protection regulations to make it easier for companies to do business	15%
Maintain a quality environment to attract people and companies in Oregon	52%
Increase environmental protection regulations and discourage more people from moving to Oregon	23%
Other <b>[open]</b> [See verbatims document]	10%

35. Thinking only about land-use planning, which is your preferred choice for addressing housing costs in Oregon? [Randomized all, except Other]

Response category	N = 2,545
Relax land use planning regulations and urban growth boundaries to open farmland, forest land, and open space for housing development	22%
Maintain existing urban growth boundary rules and promote higher density within boundaries to protect forests, farmlands, and open space	47%
Strengthen protections for resource lands, water, and air quality even if it increases the price of developable land and housing costs	21%
Other <b>[open]</b> [See verbatims document]	10%

36. Which statement comes closest to your view about the cost and availability of medical care services? [Randomized all, except Other]

Response category	N = 2,545
Keep the current system as is with private insurance, Medicare, Medicaid, safety-net clinics, and veteran's insurance	40%
Move the health care system of physicians, hospitals, insurance, and pharma to a unified, integrated single-payer system	48%
Other <b>[open]</b> [See verbatims document]	12%

37. Briefly stated in 20 words or less, what comes to mind when you think about election reform in Oregon? **[open]** [See verbatims document]



38. Please check any of these election system choices you support (you can choose more than one):  
 [Randomized all, except Other]

Response category	N = 2,545
Strict limits on campaign donations to Oregon candidates and measures	56%
Make campaign donations as transparent as legally possible	70%
Paid political messages must identify the top four donors about \$2,500	40%
Keep our campaign finance reporting system pretty much as is	12%
Other <b>[open]</b> [See verbatims document]	10%

39. Primary elections in Oregon, held in May, are usually restricted to voters who are registered with either the Democratic or Republican party ("closed primary"). These parties could open their primaries to all voters but have chosen not to do so. Which of the following statements comes closest to your preference? [Randomized all, except Other]

Response category	N = 2,545
Let the two major parties continue the practice of closed primaries	27%
Require the two major parties to open up their primary elections to all voters	63%
Other <b>[open]</b> [See verbatims document]	10%

40. In state elections for governor and the legislature, everyone gets one vote and the candidate who receives the most votes wins, even if that candidate gets less than 50% of the votes. Would you prefer to: [Randomized all, except Other]

Response category	N = 2,545
Keep it this way: the person with the most votes wins even if they get less than 50% of the votes	30%
If no candidate receives more than 50% of the votes, have the top two finishers advance to a second election to determine a majority winner ("runoff election")	29%
Allow voters to rank candidates as their first, second, or third choices, and then tally these ranked choices to determine a winner who is supported by more than 50% of the voters ("ranked choice voting")	37%
Other <b>[open]</b> [See verbatims document]	4%

This closing section focuses on who you are as an individual.

Below are seven pairs of opposites. For each pair, indicate where you usually or typically fall. **Please be honest with yourself and remember there are no wrong answers.**

42. Do you tend to be a cautious person, or do you tend to be a risk taker? [Randomly flipped responses]

Response category	N = 3,414
1—Cautious	12%
2	14%
3	20%
4—Average	29%
5	15%
6	6%
7—Very high	4%
Mean	3.5
Median	4.0

43. Do you usually plan ahead, or do you tend to wait for things to happen, then react to them? [Randomly flipped responses]

Response category	N = 3,414
1—Proactive	16%
2	21%
3	17%
4—Both Equal	28%
5	11%
6	5%
7—Reactive	3%
Mean	3.2
Median	3.0

44. Do you tend to prefer a slow or fast pace of life? [Randomly flipped responses]

Response category	N = 3,414
1—Slow	9%
2	16%
3	23%
4—Both Equal	32%
5	11%
6	5%
7—Fast	4%
Mean	3.5
Median	4.0

45. Does change tend to make you nervous or do you usually look forward to changing with a feeling of comfort or positive excitement? [Randomly flipped responses]

Response category	N = 3,414
1—Comfort	7%
2	10%
3	16%
4—Both Equal	32%
5	17%
6	11%
7—Nervous	8%
Mean	4.1

Median	4.0
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46. Are you more of a family person or a career person? [Randomly flipped responses]

Response category	N = 3,414
1—Career	4%
2	4%
3	8%
4—Both Equal	26%
5	15%
6	18%
7—Family	25%
Mean	5.0
Median	5.0

47. How comfortable are you with uncertainty or ambiguity? [Randomly flipped responses]

Response category	N = 3,414
1—Comfortable	6%
2	9%
3	12%
4—Both Equal	25%
5	22%
6	14%
7—Uncomfortable	12%
Mean	4.4
Median	4.0

48. Do you consider yourself to be a leader or a follower? [Randomly flipped responses]

Response category	N = 3,414
1—Leader	16%
2	18%
3	17%
4—Both Equal	31%
5	10%
6	4%
7—Follower	3%
Mean	3.2
Median	3.0

49. What is your religious preference?

Response category	N = 3,414
Baptist	3%
Catholic	10%
Christian	25%
Evangelical	1%
Jewish	2%
Methodist	1%
Muslim	1%
Nature-based	4%
No religious identity	31%
Pentecostal	1%
Protestant	3%
Seventh Day Adventist	1%
Other (please specify)	12%
Refused	5%

50. How religious do you consider yourself to be?

Response category	N = 3,414
Very religious	13%
Moderately religious	37%
Not religious	45%
Other (please specify)	6%

51. Is religion important in your daily life? [Randomized all but Other]

Response category	N = 3,414
Yes	40%
No	53%
Other (please specify)	6%

52. How often do you attend religious services? [Randomized all but Other]

Response category	N = 3,414
Monthly or more often	20%
Seldom	29%
Never	45%
Other (please specify)	6%

53. How often do you read or listen to regional and state news? [Randomized]

Response category	N = 3,414
Never or rarely	23%
Once or twice a week	28%
About once a day	30%
Multiple times a day	20%

54. How likely are you to vote in the 2024 national election?

Response category	N = 3,414
Not registered to vote	10%
Registered but unlikely to vote	6%
Depends on how I feel at the time	8%
Pretty likely to vote	11%
Will definitely vote	65%
Other (please specify)	1%

55. Would you say the Republican or Democratic Parties' policies threaten the nation's well-being?  
[Randomized]

Response category	N = 3,414
Yes, Republican Party policy threatens nation's well-being	31%
Yes, Democratic Party policy threatens nation's well-being	19%
Yes, both parties threaten the nation's well-being	33%
No, I wouldn't go that far about either party	17%

**Almost done! Next are demographic questions for statistical purposes. Your identity remains anonymous.**

56. What is your political party registration?

Response category	N = 3,414
Republican	24%
Democrat	34%
Independent Party	15%
Non-affiliated or Independent	25%
Another party (please specify)	3%

57. Do you rent or own your own home?

Response category	N = 3,414
Own	53%
Rent	37%
Some other arrangement	11%

58. What is your best estimate of what your total household income will be in 2023? Remember to include everyone, and your best guess is okay.

Response category	n = 3,395
Less than \$25,000	22%
\$25,000-\$49,999	23%
\$50,000-\$74,999	19%
\$75,000-\$99,999	13%
\$100,000-\$150,000	14%
\$150,000 or more	9%

59. Although these categories are an over-simplification when it comes to most **economic** issues, do you consider yourself most closely identifying as:

Response category	N = 3,414
Very conservative	11%
Moderately conservative	22%
Slightly conservative	23%
Slightly liberal	16%
Moderately liberal	16%
Very liberal	11%

60. Although these categories are an over-simplification, when it comes to most **social** issues, do you consider yourself most closely identifying as:

Response category	N = 3,414
Very conservative	10%
Moderately conservative	18%
Slightly conservative	19%
Slightly liberal	17%
Moderately liberal	17%
Very liberal	19%

61. Do you consider the area you live in to be:

Response category	N = 3,414
Urban	29%
Suburban	37%
Rural changing to suburban	13%
Rural	22%

62. A little bit of the same question. Which best describes where you live?

Response category	n = 3,412
Urban area	29%
Suburban area	36%
Rural or small town LESS THAN 15 minutes drive from an urban area	16%
Rural or small town GREATER THAN 15 minutes from an urban area	19%

63. What is your 5-digit zip code?

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64. What is your general employment situation? (Select all that apply)

Response category	N = 3,414
Full-time employee (30 or more hours per week)	34%
Part-time employee (under 30 hours per week)	10%
Independently self-employed	10%
Unemployed looking for work	9%
Not employed, not looking for work	4%
In training	1%
Retired	25%
Homemaker	5%
Student	5%
Other: (please specify)	5%

65. How many years have you lived in your state?

Response category	N = 3,414
Less than 5 years	10%
6-10 years	11%
11-20 years	15%
More than 20 years	63%

66. Are you the owner of a small business?

Response category	N = 3,414
Yes	14%
No	86%

67. Do you have children in your home who are under the age of 19 years old (18 or younger)?

Response category	N = 3,414
Yes	28%
No	72%

68. How old are your children? (Select all that apply)

Response category	n = 963
0-5 years	39%
6-12 years	51%
13-18 years	44%

(County) In what county do you live?

(Age) In what year were you born? [Dropdown from 1918 – 2005]

Response category	N = 3,414
18-29	19%
30-44	27%
45-54	15%
55-64	15%
65-74	14%
75+	10%

(Education) What is the highest level of education you have attained?

Response category	N = 3,414
Less than high school	5%
High school diploma/GED	28%
Some college/2-year degree/trade	33%
College graduate/4 year degree	18%
Graduate degree/professional school	16%

(Gender) I describe my gender as (feel free to choose all that apply):

Response category	N = 3,414
Man	49%
Woman	50%
Non-binary or gender non-conforming	1%
Transgender	1%
Other	n = 5
Prefer not to answer	n = 8

Race and/or Ethnicity) How would you describe your race and/or ethnicity?

Race and/or Ethnicity) Knowing there may not be a perfect fit, which of these descriptions used by the United States Census would you say best describes your race and/or ethnicity? Please select all that apply.

Response category	N = 3,617
Asian	7%
Black/African-American	5%
Hispanic or Latino/a/x	9%
Native American, American Indian, or Alaska Native	6%
Native Hawaiian or Other Pacific Islander	2%
White	80%
Another race or ethnicity not listed above	1%
Prefer not to answer	n = 16



## APPENDIX

### Background and Methodology

**Why is understanding Oregonians' values and beliefs important?** News coverage tends to focus on the issues that divide us. You rarely encounter headlines celebrating our shared appreciation for Oregon's natural beauty or our shared commitment to look out for future generations of Oregonians. The Oregon Values and Beliefs Typology Study aims to identify more of those commonalities and to dig into the nuances of issues that apparently polarize Oregonians. This more accurate and comprehensive analysis of our commonalities and differences can rally the state behind new solutions, encourage residents to see one another in a new, more favorable light, and, perhaps most importantly, dispel the idea that we are more divided than united.

This study fills a critical gap in our media and political landscape. Newsrooms face deadlines that limit their ability to engage in this sort of rigorous and time-intensive analysis. Online platforms push us to share content that inflames rather than investigates. Political parties often benefit from pointing out policy disagreements instead of celebrating the numerous areas of common ground that could become the basis of building bridges between supposedly disconnected communities. That's where OVBC steps in. Cutting through sensationalistic and over-simplified depictions of Oregonians requires disciplined and independent engagement with residents from all parts of the state.

The use of responsibly designed and administered opinion research provides a reliable way to reach across the spectrum of citizens. A sample of Oregonians truly representative of our state's geography, gender, age, education, income, political affiliation, and race/ethnicity diminishes the attention paid to those with loud voices, large megaphones, and axes to grind. In short, this study is about **hearing every citizen's voice**, not just the special interests or particular subgroups of Oregonians that draw the focus of political parties. Additionally, it is about building a better future for Oregon based on the **common ground that unites us**--shared values and beliefs that transcend geographic divides, demographic differences, and political affiliations.

**Brief methodology description:** More than thirty years ago [DHM Research](#) initiated the Oregon Values and Beliefs Project to cut through the noise in a crowded media ecosystem. [The Oregon Values and Beliefs Center](#) is now continuing to apply high-quality opinion research to engage all Oregon citizens about the important values we share and embrace.

Throughout those thirty years, this project has also maintained that unique focus on values while others track temporary and distracting shifts on flashy and fleeting issues. Social scientists describe values as individual or cultural mores that set standards and guide behavior by way of a mental compass. Importantly, even values regarded as stable may change gradually over time. Values research gives us a window into how, when, why, and to what extent those values evolve. This type of research also offers a sense of our commonalities and differences and

Commented [AV1]: @Eric Paik @Cassidy Nelson I just re-read this, and now I'm wondering if this would be better as the interest to the topic overviews?

identifies the building blocks for accountability, trust, reciprocity, respect, solidarity, and collaboration in our lives and more broadly, in our community. Unsurprisingly, this research involves a lot of variables. Competing and conflicting values exist both within individuals and whole societies, making measurement and interpretation of values a task of both art and science. The insights gleaned from this difficult task can have substantial implications for individual choices and policy decisions.

Our research continues to improve to assess the values of Oregonians more accurately and comprehensively. The [Oregon Values and Beliefs Center](#) has responded to changes in opinion surveying by introducing new methods and technologies. The 1992 study, for example, was administered by people coming to a central location and completing long paper-based surveys. The 2002 and 2013 studies were administered primarily using random dial telephone interviewing.

New tools exist today to confront new social practices and norms. The past ten years have seen random sample telephone survey participation rates continue to decline due primarily to caller ID devices, no-call lists, robocalling, and “survey fatigue” as surveying has become practically ubiquitous. This has made it impossible to obtain representative samples and ensure valid research findings using the telephone alone. In response, OVBC has implemented a more diverse quantitative source of respondents than previous surveys (i.e., hybrid sampling). For this 2023 study, we used professionally maintained online panels, self-administered surveys, and community partners’ contact lists.

The survey – conducted between September 12<sup>th</sup> and October 23<sup>rd</sup> of 2023 – has a full sample size of  $N=3,414$  Oregonians (including some residents from Washington, northern California, and Colorado who were used for non-Oregon-related questions to increase the size of specific population subgroups and enhance analysis and reporting). Altogether the sample size was sufficient to assess Oregonians’ values and beliefs generally, to learn how Oregonians feel about different planning and policy-making issues, and to review findings by multiple subgroups. A Spanish version of the questionnaire was developed for the study in partnership with [Crosscultural Now](#), a Eugene-based MBE and WBE; the values and beliefs of Spanish-speaking Oregonians are included in the findings.

To ensure a representative sample, demographic quotas were set, and the data was weighted by area, gender, age, education, and race/ethnicity.

OVBC employed a variety of quality control and security measures to ensure valid findings, including questionnaire pre-testing for clarity and bias, using a captcha question to confirm that the respondent was a human completing the online survey and not an automated program, real-time monitoring of online data collection, use of a survey rewards program (i.e., incentive program), and reviewing every completed questionnaire for the time of completion, consistent responses, etc.

In addition to descriptive analysis, the study used cluster analysis to develop a **typology of Oregonians' values and beliefs** which concludes that regardless of political orientation, Oregonians can find common ground on key public policy issues.

Using a subset of questions from the full survey, the cluster analysis identified eight groups of Oregonians, each one sharing similar values and beliefs and differentiating itself from the other 7 groups. These eight groups were then examined for their demographic and general attitudinal makeup and the values and beliefs they shared about key issues for which strong or moderate agreement was found (i.e., common ground). At the same time, we learned which issues there was little or no agreement on (i.e., neutral or contested territory).

Full reporting of this analysis and the typology will be posted at [oregonvbc.org](https://oregonvbc.org).

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. This survey's margin of error for the full sample (N=3,414) is  $\pm 1.60\%$ .

**Can opinion research be trusted?** Opinion research deserves many caveats that we cannot possibly cover in a brief paragraph or two. OVBC readily acknowledges that no perfect methodology exists to solicit opinions. All the techniques and methods fail to completely account for bias and eliminate errors. While acknowledging this, OVBC has yet to come across a better methodology for reaching a true cross-section of citizens who often are not asked their opinion about germane and pressing issues of our times. Opinion surveying is neither an end nor the last word on any topic, rather just a reasonable generalization of the contours of cultural attitude within the constraints of the selected questions.

In addition to the quality control measure described above, the use of open-ended questions and comment boxes throughout the survey permitted respondents to offer their independent and unique views of what the designers had missed or misstated. Integrating these comments into extended research allows the OVBC process to act more as a community forum rather than a simple aggregator of information. OVBC therefore asks you to understand that no single project or person can expect to ask all the right questions.

The project team invites all citizens to examine, critique, and contribute insights and information to contribute to making Oregon the state we aspire to be. The project maintains an information and public involvement feedback portal on its website.