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

**Annotated Questionnaire**

**(For Background and Methodology See Appendix)**

**[Survey Introduction]**

The Oregon Values and Beliefs Center (OVBC) welcomes you to our *2023 Annual Values and* Beliefs Typologystudy. 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]**

*[The decreasing N that you observe below is due to the number of respondents who dropped out of the survey at different places. The non-consecutive question numbering is due to merging different data sets and excluding test questions that were asked for validity purposes and quality control.]*

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% |
| Right direction, somewhat | 22% |
| Wrong track, somewhat | 27% |
| Wrong track, strongly | 42% |
| Don’t know/Not sure | 4% |

1. 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% |
| Right direction, somewhat | 32% |
| Wrong track, somewhat | 24% |
| Wrong track, strongly | 29% |
| Don’t know/Not sure | 5% |

1. 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% |

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

|  |  |
| --- | --- |
| **Response category** | ***n* = 2,529** |
| Very worried | 35% |
| Somewhat worried | 47% |
| Not very worried | 13% |
| Not at all worried | 4% |
| Don’t know/Not sure | 2% |

1. [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** |
| 1. FEEL STRONGLY: Government is almost always wasteful and inefficient
 | 28% |
| LEAN TOWARDS A | 30% |
| LEAN TOWARDS B | 27% |
| 1. 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** |
| 1. FEEL STRONGLY: Government regulation of business is necessary to protect the public interest
 | 28% |
| LEAN TOWARDS A | 31% |
| LEAN TOWARDS B | 23% |
| 1. FEEL STRONGLY: Government regulation of business usually does more harm than good
 | 18% |

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

|  |  |
| --- | --- |
| **Response category** | ***N* = 3,414** |
| 1. FEEL STRONGLY: Stricter environmental laws and regulations cost too many jobs and hurt the economy
 | 17% |
| LEAN TOWARDS A | 21% |
| LEAN TOWARDS B | 27% |
| 1. 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** |
| 1. FEEL STRONGLY: I prefer a smaller government providing fewer services
 | 20% |
| LEAN TOWARDS A | 21% |
| LEAN TOWARDS B | 36% |
| 1. FEEL STRONGLY: I prefer a bigger government providing more services
 | 23% |

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

|  |  |
| --- | --- |
| **Response category** | ***N* = 3,414**  |
| 1. FEEL STRONGLY: Laws should be passed to regulate unlimited money in political campaigns
 | 50% |
| LEAN TOWARDS A | 25% |
| LEAN TOWARDS B | 14% |
| 1. FEEL STRONGLY: Campaign spending should be constitutionally protected as freedom of speech
 | 11% |

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 **[open]** *[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* = 2,819** |
| 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 **[open]** *[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* = 2,819**  |
| 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 **[open]** *[See verbatims document]* | 4% |

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?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

|  |  |
| --- | --- |
| **Response category** | ***N* = 3,414** |
| Full-time employee (30 or more house 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](http://www.dhmresearch.com/) initiated the Oregon Values and Beliefs Project to cut through the noise in a crowded media ecosystem. [The Oregon Values and Beliefs Center](http://www.oregonvbc.org/) 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 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](http://www.oregonvbc.org/) 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’s full sample size was n=3,414 Oregonians and 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](http://www.crossculturalnow.com/), 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.

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 ±1.60%.

**Can opinion research be trusted?** Opinion research deserves many caveats which we cannot possibly cover in a brief paragraph or two. OVBC readily acknowledges that no perfect methodology exists to solicit opinions. All of the many 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 not 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.

[Oregon Values and Beliefs Center:](https://oregonvbc.org/)This research was completed as a community service by the Oregon Values and Beliefs Center. OVBC is an independent and non-partisan organization and an Oregon charitable nonprofit corporation. Representative OVBC projects include opinion research about a variety of topics ranging from agriculture and farming to artificial intelligence (AI). OVBC has also worked with community partners on projects ranging from race-based crimes for the Asian Health and Service Center, as well as research about early childhood education and the cost of childcare for the Children’s Institute.