**INTRODUCTION & METHODOLOGY**

From September 14-22, 2021, the Oregon Values and Beliefs Center conducted a statewide survey of Oregonians’ values and beliefs.

**Research Methodology**: The online survey consisted of 1,124 Oregon residents ages 18+ and took approximately 15 minutes to complete. This is a sufficient sample size to assess Oregonians’ opinions generally and to review findings by multiple subgroups.

Respondents were contacted by using professionally maintained online panels. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing, validation, and real-time monitoring of responses. To ensure a representative sample, demographic quotas were set, and data weighted by area of the state, gender, age, and education.

**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, ranges from ±1.7% to ±2.9% depending on how the response category percentages split for any given question.

**Oregon Values and Beliefs Center:** The 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.

**OVBC Monthly Survey, September 2021**

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

|  |  |
| --- | --- |
| **Response category** | **n=1,124** |
| Right direction strongly | 8% |
| Right direction somewhat | 37% |
| Wrong track somewhat | 21% |
| Wrong track strongly | 28% |
| Don’t know | 6% |

**Split Sample A (Q2-5)**

When thinking about coronavirus, how concerned are you about . . **.[Randomize]**?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Response category, n=562** | **Very concerned** | **Somewhat concerned** | **Not too concerned** | **Not at all concerned** | **Don’t know** |
| 1. Your health
 | 24% | 36% | 29% | 11% | n=2 |
| 1. The health of your family and friends
 | 37% | 36% | 21% | 6% | n=2 |
| 1. The health of your community
 | 38% | 39% | 17% | 5% | 1% |
| 1. The economy
 | 47% | 37% | 13% | 2% | n=2 |

**Split sample B (Q6-9**

1. How would you rate the economic conditions of Oregon today?

|  |  |
| --- | --- |
| **Response category** | **n=562** |
| Very good | 4% |
| Good | 40% |
| Poor | 32% |
| Very poor | 12% |
| Don’t know | 11% |

1. Do you feel Oregon’s economy is fully restarted since the coronavirus pandemic shutdown?

|  |  |
| --- | --- |
| **Response category** | **n=562** |
| Yes (Skip to Q9) | 13% |
| No | 87% |

1. Which of these statements comes closest to your view even if neither represents it exactly?

|  |  |
| --- | --- |
| **Response category** | **n=491** |
| **It is urgently important to open everything up and fully restart the economy** |
| Feel strongly | 19% |
| Lean towards | 17% |
| **It is not safe yet to open everything up and fully restart the economy** |
| Lean towards | 30% |
| Feel strongly | 26% |
| Don’t know | 7% |

1. How worried are you about your personal financial situation?

|  |  |
| --- | --- |
| **Response category** | **n=562** |
| Very worried | 21% |
| Somewhat worried | 33% |
| Not too worried | 28% |
| Not at all worried | 16% |
| Don’t know | 2% |

1. When your community is facing difficult times, is it better to focus more on taking care of yourself and your family or working together with others to help make things better for everyone?

|  |  |
| --- | --- |
| **Response category** | **n=1,124** |
| Take care of yourself and your family | 40% |
| Work together | 52% |
| Don’t know | 8% |

1. After you and our family are taken care of, who else would you want to make sure gets what they need? Please list those individuals, groups, or populations. **[Open)**]

|  |  |
| --- | --- |
| **Response category** | **n=1,124** |
| Friends | 21% |
| The elderly | 20% |
| Houseless | 19% |
| My community/everyone/town/city/state | 16% |
| Children/foster children/orphans/students/schools | 15% |
| Neighbors | 14% |
| Poor/low income/unemployed/food insecure | 12% |
| My family/relatives/extended family | 8% |
| Less fortunate/higher risk families | 7% |
| Disabled/mentally ill/substance use disorders | 7% |
| Minority populations/BIPOC/LGBTQ/Native Americans | 6% |
| All other responses | 3% or less |
| Don’t know/No answer | 4% |

Here is a list of things people often feel are important in what they do as work or employment. How important is each item to you if you were choosing a place to work? Try your best to not rate all items as important; try to be selective in your rating. **[Randomize]**

| **Response category, n=1,124** | **Very important** | **Somewhat important** | **Not very important**  | **Not at all important** | **Don’t know** |
| --- | --- | --- | --- | --- | --- |
| 1. Earning a good salary
 | 50% | 40% | 6% | 2% | 2% |
| 1. Having a job I can be proud of
 | 47% | 40% | 7% | 3% | 2% |
| 1. Contributing to society’s benefit
 | 32% | 46% | 16% | 4% | 3% |
| 1. Enjoying work, having fun
 | 47% | 42% | 7% | 2% | 2% |
| 1. Being with people I respect
 | 51% | 39% | 7% | 2% | 2% |
| 1. Developing my skills
 | 42% | 45% | 9% | 2% | 2% |
| 1. Learning new things, having new experiences
 | 36% | 47% | 13% | 2% | 2% |
| 1. Feeling appreciated by leadership and coworkers
 | 44% | 42% | 8% | 3% | 2% |
| 1. Having people admire my accomplishments
 | 13% | 34% | 36% | 15% | 2% |
| 1. Obtaining health insurance benefits
 | 58% | 28% | 8% | 4% | 2% |
| 1. Flexible hours
 | 38% | 39% | 17% | 4% | 2% |
| 1. Involvement in important decisions
 | 21% | 44% | 26% | 6% | 3% |
| 1. Being in a leadership position
 | 10% | 27% | 40% | 20% | 3% |
| 1. Being in control of my own destiny
 | 48% | 38% | 9% | 2% | 3% |
| 1. Proximity to where I live
 | 40% | 44% | 12% | 2% | 2% |
| 1. Having a work-life balance
 | 63% | 26% | 6% | 2% | 2% |
| 1. Other: specify
 | 80% | 14% | 2% | 1% | 3% |

### Now, please rank the top five most important things to have if you were choosing a place to work. **[Randomize. Most, second-most, third-most, fourth-most, fifth-most important]**

| **Response category, n=1,124** | **Most important** | **1-5 Most important** |
| --- | --- | --- |
| 1. Earning a good salary
 | 20% | 64% |
| 1. Having a job I can be proud of
 | 7% | 34% |
| 1. Contributing to society’s benefit
 | 6% | 24% |
| 1. Enjoying work, having fun
 | 8% | 46% |
| 1. Being with people I respect
 | 5% | 34% |
| 1. Developing my skills
 | 3% | 23% |
| 1. Learning new things, having new experiences
 | 3% | 26% |
| 1. Feeling appreciated by leadership and coworkers
 | 4% | 30% |
| 1. Having people admire my accomplishments
 | 1% | 7% |
| 1. Obtaining health insurance benefits
 | 8% | 44% |
| 1. Flexible hours
 | 6% | 38% |
| 1. Involvement in important decisions
 | 1% | 10% |
| 1. Being in a leadership position
 | 1% | 8% |
| 1. Being in control of my own destiny
 | 7% | 26% |
| 1. Proximity to where I live
 | 7% | 35% |
| 1. Having a work-life balance
 | 14% | 50% |

1. Oregon is divided over many issues including the role of government and the value of certain public services, but do you believe there are things that all Oregonians value about living in Oregon that cut across political divides and represent common ground we can stand on together to make our state a better place?

|  |  |
| --- | --- |
| **Response category** | **n=1,124** |
| Yes | 60% |
| No (Skip to Q48) | 13% |
| Don’t know (Skip to Q48) | 27% |

1. List those values and beliefs we share that may represent that common ground? **[Open]**

| **Response category** | **n=672** |
| --- | --- |
| Environmental quality: clean air/water, sustainability, going green, climate change | 22% |
| Natural beauty: mountains, coast, high desert, Gorge | 18% |
| Economy: good jobs for all, livable wages, support local business, no sales tax | 10% |
| Peace and safety/protection, less crime/violence | 9% |
| Charity/care for those in need | 9% |
| Good health/health insurance | 7% |
| Equity/equality, human rights | 7% |
| Freedom to work and play without hindrance, of speech, of religion | 7% |
| Respect | 6% |
| Education/Better schools | 6% |
| Outdoor recreation opportunities (variety/proximity) | 6% |
| Community | 6% |
| Quality of life/livability | 6% |
| Natural resources: trees, farmland | 6% |
| Family | 5% |
| Desire to come together over differences, all in this together, hope | 5% |
| Independence of self | 4% |
| Care for children/elderly | 4% |
| Pride in/love for state/country | 4% |
| All other responses | 3% or less |
| Don’t know/No answer | 3% |

**DEMOGRAPHICS**

1. In what year were you born?

|  |  |
| --- | --- |
| **Response category** | **n=1,124** |
| 18-29 | 22% |
| 30-44 | 25% |
| 45-54 | 17% |
| 55-64 | 17% |
| 65-74 | 14% |
| 75+ | 5% |

1. **(Quota)** I describe my gender as?

|  |  |
| --- | --- |
| **Response category** | **n=1,124** |
| Male | 49% |
| Female | 49% |
| Non-binary or gender non-conforming | 3% |
| Trans | 1% |
| Other | 1% |

1. **(Quota)** What is the highest level of education you have attained?

|  |  |
| --- | --- |
| **Response category** | **n=1,124** |
| Less than high school | 2% |
| High school diploma/GED | 34% |
| Some college/2 yr. degree/trade | 36% |
| College degree/4 yr. degree | 16% |
| Graduate degree/professional school | 12% |

1. What is your party registration?

|  |  |
| --- | --- |
| **Response category** | **n=1,124** |
| Democrat | 42% |
| Republican | 23% |
| Independent Party of Oregon | 13% |
| Some other party | 2% |
| Non-affiliated | 13% |
| Not registered to vote | 6% |

1. Do you rent or own your home?

|  |  |
| --- | --- |
| **Response category** | **n=1,124** |
| Own | 53% |
| Rent | 37% |
| Other arrangement | 10% |

1. Do you have school-age children in your household?

|  |  |
| --- | --- |
| **Response category** | **n=1,124** |
| Yes | 25% |
| No | 75% |

1. What was your total household income in 2020?

|  |  |
| --- | --- |
| **Response category** | **n=1,124** |
| Less than $25,000 | 23% |
| $25,000-$49,999 | 24% |
| $50,000-$74,999 | 20% |
| $75,000-$99,999 | 13% |
| $100,000-$149,999 | 12% |
| $150,000 or more | 9% |
| Refused | 1% |

1. When it comes to most economic issues, do you consider yourself. . .

|  |  |
| --- | --- |
| **Response category** | **n=1,124** |
| Very liberal | 17% |
| Somewhat liberal | 20% |
| Middle of the road | 35% |
| Somewhat conservative | 17% |
| Very conservative | 11% |

1. When it comes to most social issues, do you consider yourself. . .

|  |  |
| --- | --- |
| **Response category** | **n=1,124** |
| Very liberal | 24% |
| Somewhat liberal | 24% |
| Middle of the road | 29% |
| Somewhat conservative | 14% |
| Very conservative | 9% |

1. With which of the following races and ethnicities do you identify? *Check all that apply.*

|  |  |
| --- | --- |
| **Response category** | **n=1,124** |
| African | 1% |
| Asian or Pacific Islander | 3% |
| Black or African American | 1% |
| Hispanic or Latino | 4% |
| Middle Eastern or North African | n=1 |
| Native American or American Indian | 3% |
| Slavic | 1% |
| White or Caucasian | 93% |
| Other | 2% |

1. Do you consider the area you live in to be. . . .

|  |  |
| --- | --- |
| **Response category** | **n=1,124** |
| Urban | 27% |
| Suburban | 40% |
| Rural changing to suburban | 10% |
| Rural | 22% |

1. County/Zip Code

|  |  |
| --- | --- |
| **Response category** | **n=1,124** |
| Tri-count | 44% |
| Willamette Valley | 28% |
| Rest of state | 28% |