**INTRODUCTION & METHODOLOGY**

From December 9-17, 2021, the Oregon Values and Beliefs Center conducted a statewide survey of Oregonians’ values and beliefs.

**Research Methodology**: The online survey consisted of 1,233 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 ±2.8% 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 – December 20201**

**INTRODUCTION**

**This survey is an assessment of Oregonians’ values and beliefs related to community livability and quality of life,**

**Please be assured your personal identity will be kept anonymous. This survey should take about 10-15 minutes. Random and robotic responders are subject to disqualification through validity analytics.**

**OVBC is an Oregon-based nonprofit, nonpartisan team that uses representative samples to provide valid 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 reporting. You will be asked if you are willing to be contacted by a journalist about your answers to this survey and participation in OVBC.**

**Thank you.**

1. How worried are you about Oregon’s future?

|  |  |
| --- | --- |
| **Response Category** | **n=1,233** |
| Very worried | 29% |
| Somewhat worried | 46% |
| Not too worried | 19% |
| Not at all worried | 4% |
| Unsure/Don’t know | 2% |

1. In a few words or short sentence, what is the most important issue you would like *Oregon’s elected leaders* to do something about? **(Open)** \*

|  |  |
| --- | --- |
| **Response Category** | **n=1,233** |
| Houselessness/homeless | 27% |
| Climate change and environment, water conservation, pollution | 12% |
| Affordable housing, low income, fair, high rent prices, more housing | 10% |
| Crime and safety; general, gun violence | 7% |
| Elected officials, government; budget, accountability, honesty, political affiliation | 7% |
| Covid-19: open up, back to school/work, freedom, end mandates | 7% |
| Divisiveness, divide between rural/city | 6% |
| Support/improve economy; unemployment, jobs | 6% |
| Increase financial and social supports: food, services, money | 5% |
| Law and order, rioters and destruction, more police, more funding | 5% |
| Healthcare/mental health, addiction programs, universal healthcare | 5% |
| Income disparity, wages not rising, poverty | 5% |
| Education: higher quality, funding for, kids behind, low-cost higher education and trade programs | 5% |
| Taxes: impact to small business, reform, too high, need sales tax | 4% |
| Kate Brown: remove, negative | 4% |
| Racial injustice: police brutality, defund/reform police, systemic | 3% |
| Transportation/infrastructure: highways, roads, congestion, no tolls | 3% |
| Emergency preparedness: wildfires, earthquakes, other disasters | 3% |
| Covid-19: spread, controlling it, community compliance | 2% |
| Drugs: usage, should be illegal | 2% |
| Clean up city, deal with litter/garbage | 2% |
| Inflation: gasoline, groceries, etc. | 2% |
| High cost of living, lower quality of life | 1% |
| Threats to democracy | 1% |
| Misinformation | 1% |
| Immigration: illegal | n=3 |
| Other | 5% |
| Don’t know | 2% |
| Not applicable/None |  |

Which of the following do you consider to be the four most serious problems facing the world as a whole? Mark only four. (Randomize)

|  |  |
| --- | --- |
| **Response Category** | **n=1,233** |
| 1. Climate change | 59% |
| 1. International terrorism | 21% |
| 1. Poverty, hunger, and lack of drinking water | 66% |
| 1. Spread of infectious diseases | 39% |
| 1. The economic situation | 43% |
| 1. Health problems due to pollution | 16% |
| 1. The proliferation of nuclear weapons | 13% |
| 1. Armed conflicts | 24% |
| 1. The increasing global population | 24% |
| 1. Deterioration of nature | 38% |
| 1. Deterioration of democracy and rule of law | 58% |

1. In November 2021, world leaders gathered in Scotland at a meeting called COP26. What do you think this conference was organized to address? Mark only one. (Randomize except the last choice):

|  |  |
| --- | --- |
| **Response Category** | **n=1,233** |
| Covid-19 vaccine and international quarantine agreements | 12% |
| International trade and tariff negotiations | 2% |
| Policing and border control treaty | 3% |
| International monetary policy | 2% |
| Climate and emission control agreement | 56% |
| Unsure/Don’t know | 26% |

1. How concerned are you, if at all, that global climate change will harm you personally at some point in your lifetime?

|  |  |
| --- | --- |
| **Response Category** | **n=1,233** |
| Very worried | 27% |
| Somewhat worried | 37% |
| Not too worried | 18% |
| Not at all worried | 15% |
| Unsure/Don’t know | 2% |

1. How concerned are you, if at all, that global climate change will at some point during their lifetime harm your children or the next generation?

|  |  |
| --- | --- |
| **Response Category** | **n=1,233** |
| Very worried | 50% |
| Somewhat worried | 24% |
| Not too worried | 12% |
| Not at all worried | 11% |
| Unsure/Don’t know | 2% |

1. Do you think Oregon policymakers should take additional policy actions to combat climate change?

|  |  |
| --- | --- |
| **Response Category** | **n=1,233** |
| Yes | 62% |
| No | 23% |
| Unsure/Don’t know | 15% |

1. Are you prepared to make bold changes and/or pay significantly higher taxes for what you pay for goods and services which contribute to climate change?

|  |  |
| --- | --- |
| **Response Category** | **n=1,233** |
| Yes | 43% |
| No | 38% |
| Unsure/Don’t know | 19% |

How much do you favor or oppose each of these policies to address climate change?

| **Response Category, n=1,22** | **Strongly oppose** | **Somewhat oppose** | **Somewhat favor** | **Strongly favor** | **Unsure/Don’t know** |
| --- | --- | --- | --- | --- | --- |
| 1. Fuel tax surcharge at the gas pump of 20 cents per gallon | 35% | 16% | 22% | 20% | 7% |
| 1. Fuel tax surcharge at the gas pump of 50 cents per gallon | 51% | 16% | 15% | 10% | 7% |
| 1. Adopting the emission fees system of neighbor states California and Washington matching what they already assess | 29% | 10% | 22% | 20% | 19% |
| 1. Steep surcharge on methane emissions attributable to natural gas fracking and fugitive emissions which are gases and vapors accidentally released into the atmosphere | 23% | 9% | 18% | 37% | 13% |

**(Split A)**

How important is it for *you personally* to reduce your own CO2 emissions?

| **Response Category, n=617** | **Not at all important** | **Not too important** | **Somewhat important** | **Very important** | **Unsure/Don’t know** |
| --- | --- | --- | --- | --- | --- |
| 1. Fly less | 21% | 14% | 30% | 27% | 7% |
| 1. Drive less | 19% | 13% | 36% | 28% | 4% |
| 1. Consume fewer products and services | 15% | 11% | 37% | 31% | 6% |
| 1. Take reduced or zero emission vacations | 21% | 16% | 32% | 21% | 10% |
| 1. Support policy that incentivizes willing landowners to voluntarily and permanently conserve natural resources which accumulate and store carbon | 12% | 7% | 29% | 42% | 10% |

**(Split B)**

How important is it for *Oregonians* to do the following to reduce CO2 emissions?

| **Response Category, n=616** | **Not at all important** | **Not too important** | **Somewhat important** | **Very important** | **Unsure/Don’t know** |
| --- | --- | --- | --- | --- | --- |
| 1. Fly less | 14% | 15% | 41% | 23% | 7% |
| 1. Drive less | 15% | 9% | 41% | 30% | 4% |
| 1. Consume fewer products and services | 13% | 12% | 38% | 28% | 8% |
| 1. Take reduced or zero emission vacations | 15% | 16% | 37% | 21% | 11% |
| 1. Support policy that incentivizes willing landowners to voluntarily and permanently conserve natural resources which accumulate and store carbon | 14% | 7% | 29% | 39% | 12% |

**The following questions are from a large study that included people from around the world. Your answers will help us determine how Oregonians compare to people living in other countries and provide a baseline for future research to determine if Oregon’s attitudes and behavior have changed and how.**

1. How serious a problem do you think climate change is at this moment? Please use a *scale from 1 to 10, with ''1'' meaning it is "not at all a serious problem" and ''10'' meaning* it is "an extremely serious problem."

|  |  |
| --- | --- |
| **Response Category** | **n=1,233** |
| 1—Not at all a serious problem | 9% |
| 2 | 4% |
| 3 | 5% |
| 4 | 5% |
| 5 | 7% |
| 6 | 7% |
| 7 | 9% |
| 8 | 14% |
| 9 | 10% |
| 10—An extremely serious problem | 31% |
| Mean | 7.0 |

In your opinion, who is responsible for climate change? Mark all you agree with. (Randomize except the last one.)

|  |  |
| --- | --- |
| **Response Category** | **n=1,233** |
| 1. Business and industry | 68% |
| 1. Our overconsumption of goods and services | 54% |
| 1. Population growth | 53% |
| 1. Nobody, it’s invented false claims | 7% |
| 1. Fossil fuel industries | 62% |
| 1. Natural changes; non-human cause | 29% |
| 1. Other (specify) | 8% |
| Unsure/Don’t know | n=4 |

In your opinion, who is responsible for fixing climate change? Mark all you agree with. (Randomize except the last one.)

|  |  |
| --- | --- |
| **Response Category** | **n=1,233** |
| 1. World governments all working together | 65% |
| 1. Business and industry | 56% |
| 1. Our federal government | 52% |
| 1. You personally | 46% |
| 1. Our state government | 48% |
| 1. Environmental groups | 37% |
| 1. Fossil fuel industry | 50% |
| 1. Mostly the wealthy top 50% income | 29% |
| 1. All of us working together | 67% |
| 1. Other (Specify) | 10% |
| Unsure/Don’t know | 1% |

To what extent do you agree or disagree with each of the following statements? **(Randomize)**

| **Response Category, n=1,233** | **Totally agree** | **Tend to agree** | **Tend to disagree** | **Totally disagree** | **Unsure/Don’t know** |
| --- | --- | --- | --- | --- | --- |
| 1. Promoting clean technologies will help create new jobs | 41% | 32% | 10% | 8% | 10% |
| 1. Tackling climate change and environmental issues should be a priority to improve public health | 45% | 25% | 11% | 11% | 8% |
| 1. The costs of the damages due to climate change are much higher than the costs of the investments needed for a green transition | 38% | 23% | 10% | 14% | 15% |
| 1. Reducing fossil fuel consumption can increase energy security and us economically | 33% | 32% | 10% | 13% | 13% |
| 1. Taking action on climate change will lead to innovation that will make Oregon companies more competitive | 32% | 30% | 12% | 12% | 15% |
| 1. More public financial support should be given to the transition to clean energies even if it means subsidies to fossil fuels should be reduced | 40% | 24% | 11% | 14% | 12% |
| 1. Adapting to the adverse impacts of climate change can have positive outcomes for all of us | 29% | 34% | 14% | 10% | 14% |

1. Have you personally taken any action to fight climate change over the past six months?

|  |  |
| --- | --- |
| **Response Category** | **n=1,233** |
| Yes | 53% |
| No | 26% |
| Unsure/Don’t know | 16% |
| Not applicable | 6% |

Which of the following actions, if any, apply to you? Mark all that you’ve taken. (Randomize.)

|  |  |
| --- | --- |
| **Response Category** | **n=1,233** |
| 1. You have bought a new car and its low fuel consumption was an important factor in your choice | 17% |
| 1. You have bought an electric car to replace one with a combustion engine | 5% |
| 1. You regularly use environmentally friendly alternative to your private car such as walking, cycling, taking public transport or car-sharing | 33% |
| 1. You have insulated your home better to reduce your energy consumption | 28% |
| 1. You have bought a low-energy home | 7% |
| 1. When buying a new household appliance (e.g., washing machine, fridge, or TV), lower energy consumption is an important factor in your choice | 48% |
| 1. You have switched to an energy supplier which offers a greater share of energy from renewable sources than your previous one | 13% |
| 1. You have installed solar panels in your home | 8% |
| 1. You consider the carbon footprint of your food purchases and sometimes adapt your shopping accordingly | 31% |
| 1. You buy and eat less meat | 42% |
| 1. You buy and eat more organic food | 37% |
| 1. You try to reduce your waste and you regularly separate it for recycling | 73% |
| Unsure/Don’t know | 7% |

1. Do you think that Oregon state government is doing enough, not enough, or too much to tackle climate change?

|  |  |
| --- | --- |
| **Response Category** | **n=1,233** |
| Enough | 11% |
| Not enough | 56% |
| Too much | 16% |
| Unsure/Don’t know | 17% |

How important do you think it is that the following authorities set ambitious targets to increase the amount of renewable energy used, such as wind or solar power, by 2030? (Randomize)

| **Response Category, n=1,233** | **Very important** | **Somewhat important** | **Not very important** | **Not at all important** | **Unsure/Don’t know** |
| --- | --- | --- | --- | --- | --- |
| 1. Oregon state government | 50% | 22% | 9% | 12% | 7% |
| 1. US government | 58% | 17% | 9% | 10% | 6% |
| 1. All world countries working together through legal commitments | 59% | 19% | 6% | 9% | 8% |

How important do you think it is that the Oregon state government provide support for doing the following to improve energy efficiency by 2030?

| **Response Category, n=1,233** | **Very important** | **Somewhat important** | **Not very important** | **Not at all important** | **Unsure/Don’t know** |
| --- | --- | --- | --- | --- | --- |
| 1. Insulate homes | 50% | 31% | 7% | 7% | 6% |
| 1. Install solar panels | 43% | 30% | 9% | 10% | 7% |
| 1. Buy electric cars | 30% | 28% | 15% | 18% | 9% |

1. To what extent do you agree or disagree with the following statement: We should reduce greenhouse gas emissions to a minimum while offsetting (sequestering) the remaining emissions, for instance by increasing forested areas, to make the federal and Oregon economy climate-neutral by 2050.

|  |  |
| --- | --- |
| **Response Category** | **n=1,233** |
| Totally agree | 38% |
| Tend to agree | 31% |
| Tend to disagree | 9% |
| Totally disagree | 10% |
| Unsure/Don’t know | 12% |

1. Do you think that the money from the economic recovery plan should put emphasis on the traditional fossil-fueled economy or in the new green economy?

|  |  |
| --- | --- |
| **Response Category** | **n=1,233** |
| It should be invested in the traditional fossil-fueled economy | 15% |
| It should be invested in the new green economy | 60% |
| Other (Specify) | 8% |
| Unsure/Don’t know | 17% |

**DEMOGRAPHICS**

Include these questions:

1. In political matters people talk of 'the left' and 'the right'. How would you place your views on this scale?

|  |  |
| --- | --- |
| **Response Category** | **n=1,233** |
| 1—Left | 13% |
| 2 | 8% |
| 3 | 13% |
| 4 | 9% |
| 5 | 28% |
| 6 | 7% |
| 7 | 7% |
| 8 | 6% |
| 9 | 3% |
| 10—Right | 6% |
| Mean | 4.7 |

1. Are you an owner, manager, or employee of an Oregon business?

|  |  |
| --- | --- |
| **Response category** | **n=1,233** |
| Yes | 29% |
| No | 69% |
| Unsure/Don’t Know | 2% |

1. In what year were you born?

|  |  |
| --- | --- |
| **Response category** | **n=1,233** |
| 18-29 | 18% |
| 30-44 | 26% |
| 45-54 | 12% |
| 55-64 | 19% |
| 65-74 | 18% |
| 75+ | 7% |

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

|  |  |
| --- | --- |
| **Response category** | **n=1,233** |
| Male | 49% |
| Female | 49% |
| Non-binary or gender non-conforming | 2% |
| Trans | 1% |
| Other | n=4 |

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

|  |  |
| --- | --- |
| **Response category** | **n=1,233** |
| Less than high school | 3% |
| High school diploma/GED | 31% |
| Some college/2 yr. degree/trade | 36% |
| College degree/4 yr. degree | 14% |
| Graduate degree/professional school | 16% |

1. What is your party registration?

|  |  |
| --- | --- |
| **Response category** | **n=1,233** |
| Democrat | 40% |
| Republican | 21% |
| Independent Party of Oregon | 13% |
| Some other party | 3% |
| Non-affiliated | 16% |
| Not registered to vote | 7% |

1. Do you rent or own your home?

|  |  |
| --- | --- |
| **Response category** | **n=1,233** |
| Own | 54% |
| Rent | 36% |
| Other arrangement | 9% |

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

|  |  |
| --- | --- |
| **Response category** | **n=1,233** |
| Yes | 25% |
| No | 75% |

1. What was your total household income in 2020?

|  |  |
| --- | --- |
| **Response category** | **n=1,233** |
| Less than $25,000 | 26% |
| $25,000-$49,999 | 21% |
| $50,000-$74,999 | 19% |
| $75,000-$99,999 | 12% |
| $100,000-$149,999 | 12% |
| $150,000 or more | 8% |
| Refused | 1% |

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

|  |  |
| --- | --- |
| **Response category** | **n=1,233** |
| African | 1% |
| Asian or Pacific Islander | 3% |
| Black or African American | 3% |
| Hispanic or Latino | 5% |
| Middle Eastern or North African | n=6 |
| Native American or American Indian | 3% |
| Slavic | 2% |
| White or Caucasian | 90% |
| Other | 3% |

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

|  |  |
| --- | --- |
| **Response category** | **n=1,233** |
| Urban | 28% |
| Suburban | 37% |
| Rural changing to suburban | 12% |
| Rural | 23% |

1. County/Zip Code

|  |  |
| --- | --- |
| **Response category** | **n=1,233** |
| Tri-count | 43% |
| Willamette Valley | 27% |
| Rest of state | 31% |