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Oregon Values and Beliefs - Summary May 1993

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THE PACIFIC RIVERS COUNCIL

formerly THE OREGON RIVERS COUNCIL

P.O. Box 309 • Eugene, Oregon 97440

(503) 345-0119 • Fax (503) 345-0710

MEMO

TO: Katie McGinty, David Cottingham, Jim Lyons, Peter Yu,
Tom Tuchmann, Tom Collier, Chuck Fox
FROM: Bob Doppelt
RE: Oregon Business Council Study
DATE: June 11, 1993

In case you have not seen this information yet, enclosed are the results of a recent study by the Oregon Business Council.

On page 17 you will find the results of Oregonians views on the environment. I believe you will find it very enlightening.

New Visions to Restore America's Rivers and Watersheds

offices also in Portland and Washington, D.C.



OREGON BUSINESS COUNCIL

A large, irregular outline of the state of Oregon, centered on the page. Inside the outline, the title 'Oregon Values & Beliefs' is written in a bold, italicized serif font.

Oregon Values & Beliefs

Summary

May 1993

ACKNOWLEDGMENTS

The Oregon Business Council, established in 1985, is a non-profit, non-partisan and independent organization of Oregon business executives. Directors of the Council are chief executive officers of Oregon-based corporations, senior executives of major Oregon divisions of national companies, and individuals from business who play a significant role in developing public policy in Oregon.

The Council's objective is to make a unique and strategic contribution to the state's long term social and economic well-being. It does this by examining a relatively few number of subjects based on thorough research and the personal involvement of every Oregon Business Council member.

Generous contributions from US Bancorp, PacifiCorp, each member of the Oregon Business Council and prepaid subscriptions from the Oregon Progress Board, The Oregon Department of Economic Development, The Oregon Department of Transportation, and Tri Met made this study possible.

The Oregon Values & Beliefs Study was conducted on behalf of the OBC by Decision Sciences, Inc. of Portland. Their professional approach to this truly significant undertaking is gratefully acknowledged by the Council. In addition, the Council would like to acknowledge the assistance of various Chambers of Commerce throughout Oregon, the Oregon State University Extension Service and Red Lion Hotels for their generous support and assistance during the course of this study.

Finally, the Council gratefully acknowledges the 1,361 Oregonians who participated in this study.

OREGON CORE VALUES

FAMILIES

Above all else, Oregonians cherish families and family life.

EMPLOYMENT

Oregonians esteem employment and the economic conditions which create employment. They believe the world of work has changed significantly, and they acknowledge a strong relationship between skills and personal income.

EDUCATION

Oregonians value education, particularly primary and secondary education. However, they believe their education institutions are not adequately addressing the changing needs and nature of work today.

LIVABILITY

Oregonians treasure Oregon's physical qualities, and they acknowledge that these attributes underpin the state's economy. At the same time, they fear the future impact of population growth on Oregon's environment and livability.

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Introduction

In Oregon, there is a direct relationship between public values and public policy. Therefore understanding the public's values -- what Oregonians believe and hold dear at their core -- is critically important. Until recently, conventional wisdom about Oregonians' individual and collective values was fairly widely accepted. For most of this century, Oregon has been considered a progressive state typically on the leading edge of innovation in public policy. However, the pace of change, along with the differences produced by change, has created the need for greater clarity and depth in assessing public values.

It is against this backdrop that the Oregon Business Council (OBC), a private non-profit organization comprised primarily of chief executive officers of Oregon's largest companies, concluded that a deeper, broader understanding of the values and beliefs most important to Oregonians was critical. The Oregon Values and Beliefs study was conducted on behalf of the Council by Decision Sciences, Inc. of Portland. This summary describes the study and its key findings.

Study Purpose and Technique

The Oregon Values and Beliefs Study was conducted during the months of July and August of 1992. The purpose of the study was to:

- Explore the underlying core values of Oregonians.
- Gain understanding about those values where differences exist.
- Allow policy issues to be debated with a clear understanding of core values and beliefs.
- Allow for conclusions to be drawn regarding public sentiment on key issues confronting Oregon.
- Provide a scientifically sound benchmark of

core values which may be periodically measured.

The Oregon Progress Board and its staff were deeply involved in the development of this study, and several of the questions are focused on the Oregon Benchmarks developed by the Progress Board.

The undertaking involved 1,361 Oregonians in several thousand hours of face-to-face survey interviews occurring in each of Oregon's 36 counties. Survey topics ranged from public issues of today to personal perceptions and beliefs. Furthermore, the study divided Oregon into four regions (the three county metropolitan area, southern Oregon, western Oregon [including Lane County, the balance of the Willamette Valley, and the Oregon coast] and eastern Oregon), so that additional analysis could be conducted within each region.

A variety of techniques was employed in order to assure the integrity and quality of the resulting data. It is technically correct to refer to the Oregon Values and Beliefs study as an opinion survey, within the standard context and meaning of that term. The study also represents a first-of-its-kind effort to dig beneath today's headlines and gain clarity and understanding of those basic values and beliefs which Oregonians hold and will not change significantly from day to day, week to week, month to month, or even year to year. More information about the techniques employed by the study can be found in the technical appendix (available for a nominal cost upon request).

Scaled Comparisons - Measuring Abstract Qualities

One of the features of the study which distinguishes it from more conventional opinion surveys is its use of the scaled comparison technique developed and implemented by Graves Research of Redlands, California. Indeed, the Oregon Values & Beliefs Study is comprised of two different techniques, the scaled comparison technique (described here), and the more conventional close and open ended question technique with which most people

are familiar. Scaled comparisons are a means of ranking abstract qualities like personal values. The study measures values in four categories:

Personal Values

"Which value is more important to you personally?"

Personal Activities

"Which activity is more important in your life?"

Government Services

"Which service do you feel is more important, regardless of cost or how well you think the service is currently provided?"

Community Values

"Which of the following is more important to the quality of life in the community where you live?"

Figure 1

Scaled Comparisons

Career or job opportunity ☒ ☐ ☐ ☐ ☐ Concern for environment

● This means you think "Career or job opportunity" is much more important than "Concern for environment."

Career or job opportunity ☐ ☒ ☐ ☐ ☐ Concern for environment

● This means you think "Career or job opportunity" is slightly more important than "Concern for environment."

Career or job opportunity ☐ ☐ ☒ ☐ ☐ Concern for environment

● This means you think "Career or job opportunity" and "Concern for environment" are exactly equal in importance.

The technique arrays pairs of unrelated values on either side of a five-point scale. Participants mark the scale at the points that most appropriately represent their beliefs (Figure 1).

In a manner somewhat akin to ballot rotation on election ballots, each participant received a list

Figure 2

Personal Values

"Which value is more important to you personally?"

Concern for environment	☐ ☐ ☐ ☐ ☐	Career or job opportunity
Diversity of people	☐ ☐ ☐ ☐ ☐	Practice of religion or spirituality
Seclusion, solitude or privacy	☐ ☐ ☐ ☐ ☐	Supporting your community
Participation in family	☐ ☐ ☐ ☐ ☐	Being economical or thrifty
Independence of self	☐ ☐ ☐ ☐ ☐	Charitability to others
Charitability to others	☐ ☐ ☐ ☐ ☐	Career or job opportunity
Concern for environment	☐ ☐ ☐ ☐ ☐	Practice of religion or spirituality
Diversity of people	☐ ☐ ☐ ☐ ☐	Supporting your community
Seclusion, solitude or privacy	☐ ☐ ☐ ☐ ☐	Being economical or thrifty
Participation in family	☐ ☐ ☐ ☐ ☐	Charitability to others
Independence of self	☐ ☐ ☐ ☐ ☐	Concern for environment
Career or job opportunity	☐ ☐ ☐ ☐ ☐	Diversity of people

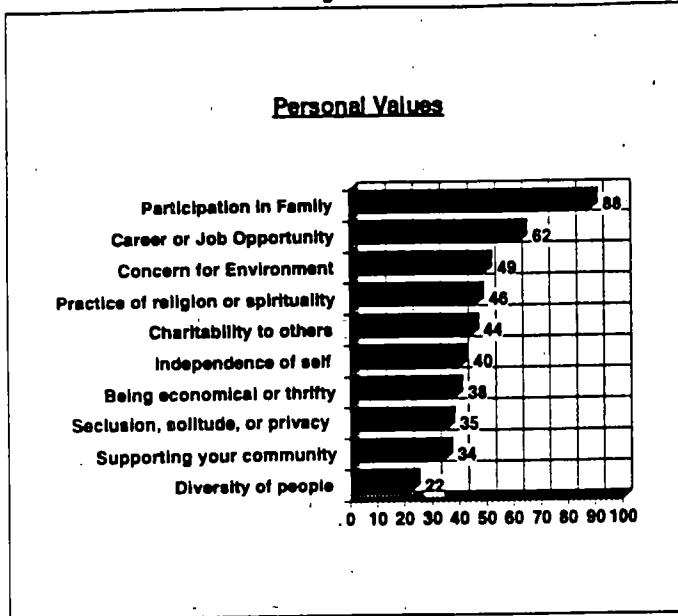
of pairs in each of the value categories which placed each value in different pairings. Figure 2 is a sample of this technique using a partial list of the personal values measured in the study. As is evident in the sample, each value is juxtaposed against every other value. At the end of this exercise, participants often feel as though they have just answered the same question a hundred different times. Values, activities and services in each of the four categories were developed after exhaustive debate and reflection and supplied to participants without explanation.

Figures 3, 4, 5, and 6 represent the statewide results obtained using the scaled comparison technique. These four graphs display findings within each of the four categories describe above (personal values, personal activities, government services, and community values).

Personal Values

Figure 3 represents the actual statewide rank order of 10 personal values which were measured. Again, these values were supplied to participants, and they were not explained. "Participation in family" ranks at the top of list of personal values by a significant order of magnitude. This focus on family represents the beginning of a theme which is consistent throughout the study: issues perceived to affect the family are paramount in the minds of

Figure 3



the vast majority of Oregonians. While there is some variation based upon gender, age, and income, "Participation in family" is the leading value identified by all demographic subgroups. "Career or job opportunity" ranks a distant, but nevertheless strong, second. This too marks the beginning of a message seen throughout the study: a clear focus on jobs.

The top two personal values represent a broad consensus among Oregonians. No consensus is evident in the third ranking value, "Concern for the Environment," where there exists a fairly discernible difference among the regions of the state.

Personal Activities

For each personal value listed in Figure 3, two associated activities are listed in Figure 4, Personal Activities. This cross referencing provides a unique opportunity to verify the personal values. For example "Spending time with family" and "Spending time with parents" lead the personal activities list. Both are derivatives of the "Participation in family" value which ranked at the top of the list of personal values. On the other hand, "Enjoying different kinds of people" and "Getting along with other cultures" (ranked 5th and 6th respectively on the list of personal activities in Figure 4) derive from the "Diversity of people" value which ranked tenth on the list of 10 personal values (Figure 3).

"Learning new skills for advancement" in

Figure 4

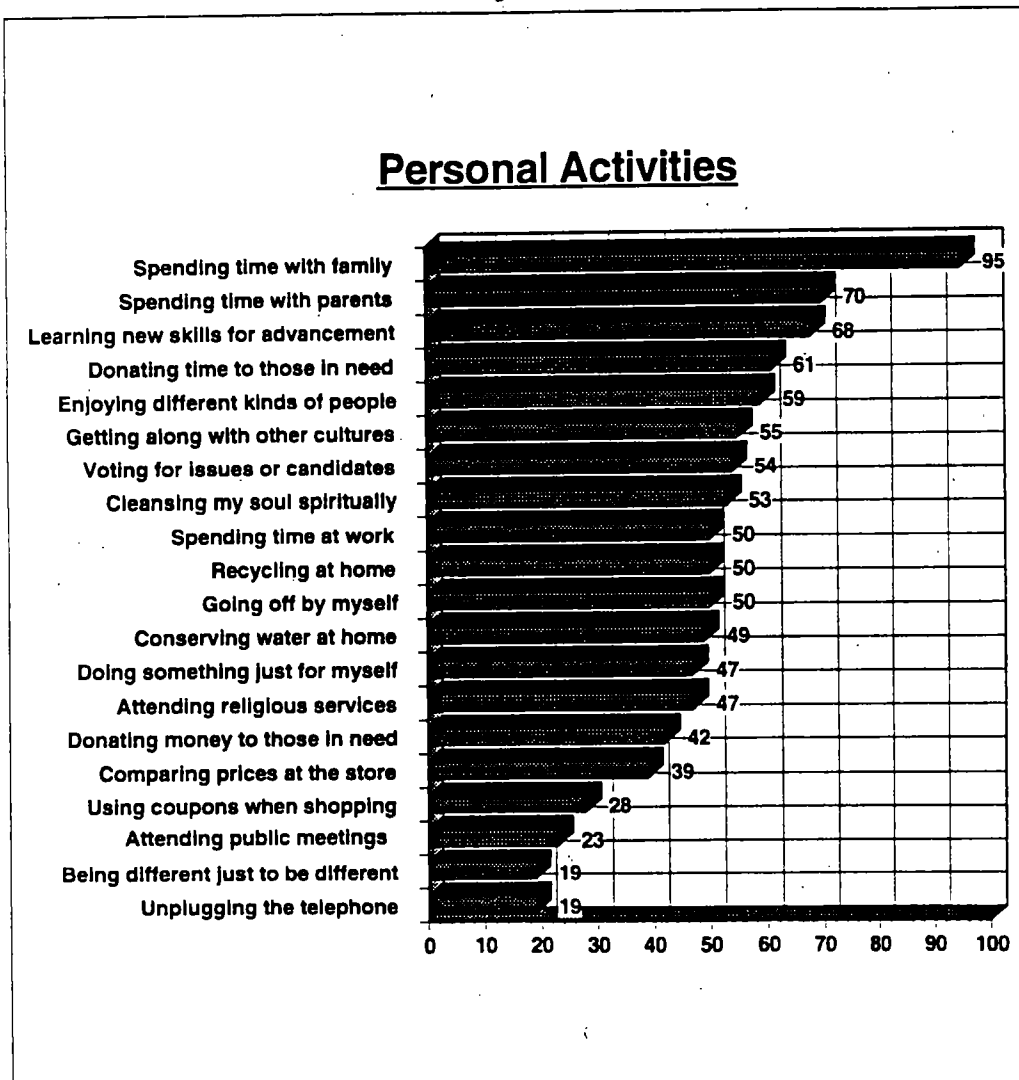
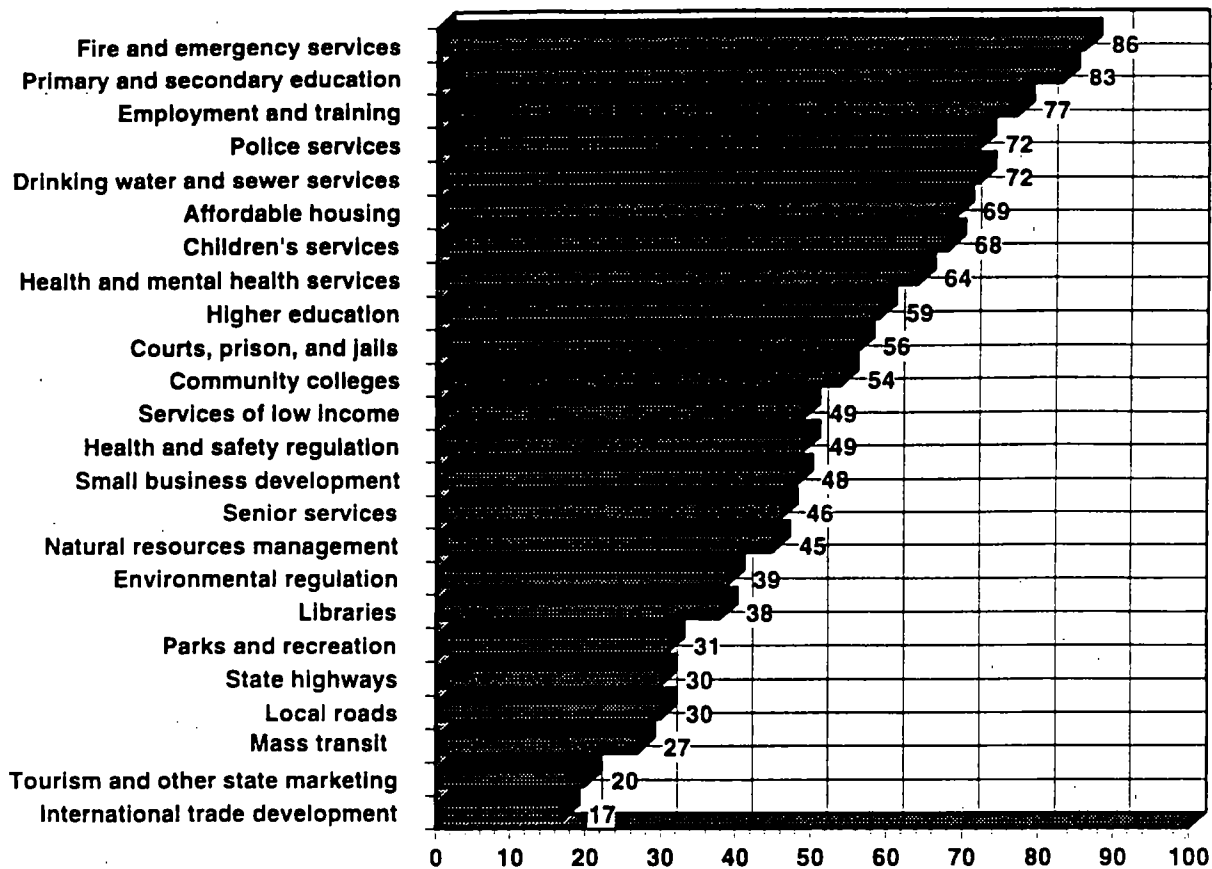


Figure 5

Government Services



third position suggests a strong association with the "Career or job opportunity" value in Figure 3. This consistency reinforces the intensity and clarity of beliefs on the part of Oregonians on the subject of jobs. One wonders if "Learning new skills for advancement" would have ranked third on the list 10 or 15 years ago when a large proportion of family wage jobs required relatively low skills.

Government Services

The government services shown in Figure 5 were described by function rather than by specific government agencies so that participants could more easily relate to them. The question asked was, "Which government service do you feel is more important, regardless of cost or how well you feel the service is currently provided?" It was made

clear that participants should not make value judgments about the cost or efficiency of each individual service.

While conventional wisdom would anticipate the high ranking of services related to security and safety, the ranking of "Primary and secondary education" as a strong second is somewhat surprising. It is interesting to note that almost all of the services at the top of the list are provided by local government.

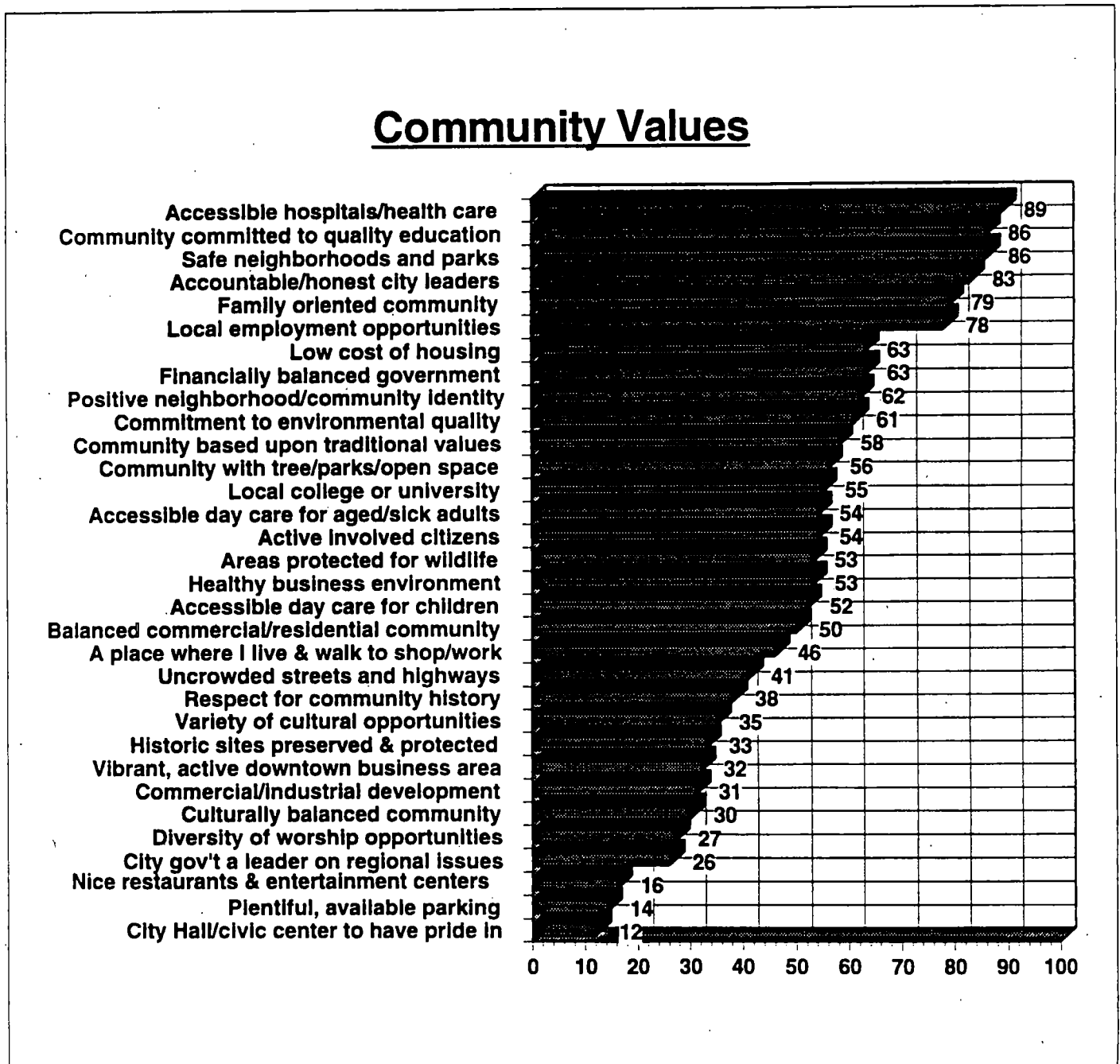
One additional theme that begins to emerge is the importance of education and job skills. "Primary and secondary education" and "Employment and training" rank two and three respectively on the list of 24 government services.

Community Values

The list of 32 community values (Figure 6) again demonstrates the importance of education, principally primary and secondary education, to the people of Oregon. Surprisingly, "Accessible hospitals/health care, was rated more important by urban residents than those in the eastern part of the state. It is interesting to note that on this list of 32 community values "Accountable/honest city lead-

ers" ranks a strong fourth. Oregon is not particularly known for having anything other than accountable and honest city leaders. One might presume that this statement of values might be relevant for elected leaders at all levels and is a further reflection of the dissonance between our various governments and the general population.

Figure 6



Findings

The balance of this summary is organized around areas of key findings. Those include:

- Families
- Career, jobs and economic security
- Education and skills development
- The environment
- Regional division
- The gender gap
- Newcomers
- Diversity
- Growth management
- Health care

The concluding portion of this summary includes a look at some of these finding areas through the eyes of those who vote as well as those who don't.

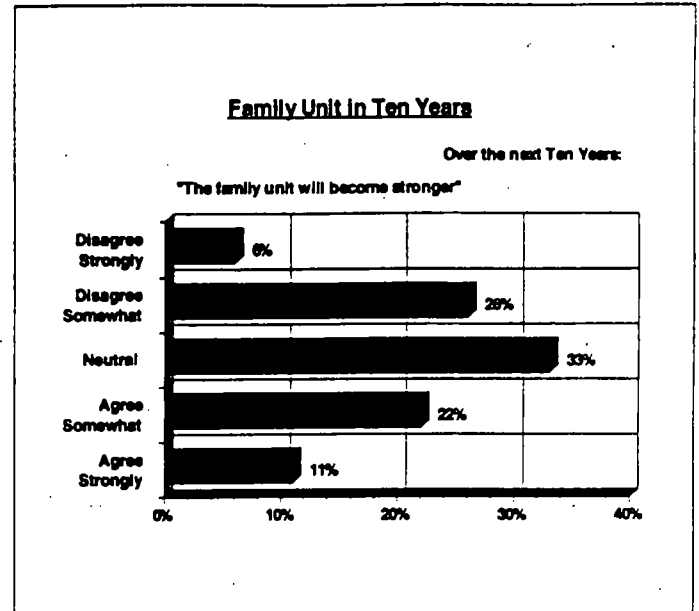
Families

The importance of families pervades the study and reflects a level of intensity that may surprise some. In the scaled comparison of personal values, "Participation in family" was at the top of the list, and the second ranking item "Career or job opportunity" was a full 26 points behind. "Spending time with family" and "Spending time with parents" ranked first and second on the list of personal activities. Fifth on the list of 32 community values was "Family oriented community."

Family Unit

In a series of questions designed to solicit predictions about the next 10 years, participants were asked about the future of the family unit (Figure 7). The result was that people are almost evenly divided about the future strength of the family unit. Nevertheless, many might consider this to be somewhat optimistic given the fact that more people agreed strongly than disagreed strongly.

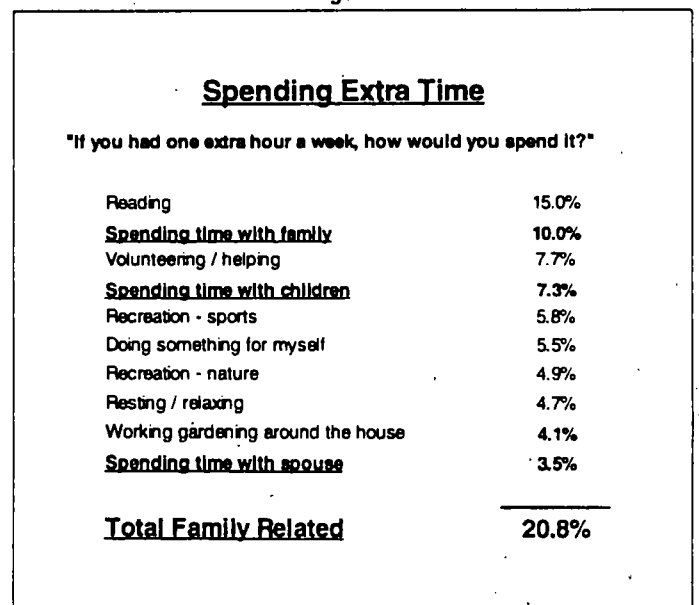
Figure 7



Extra Time

In an open-ended question (participants supply the answer) asking "If you had one extra hour a week, how would you spend it?" nearly 21 percent of the responses were specifically and directly related to family, representing the single largest aggregation of responses. Arguably, several of the other response categories could be family-related.

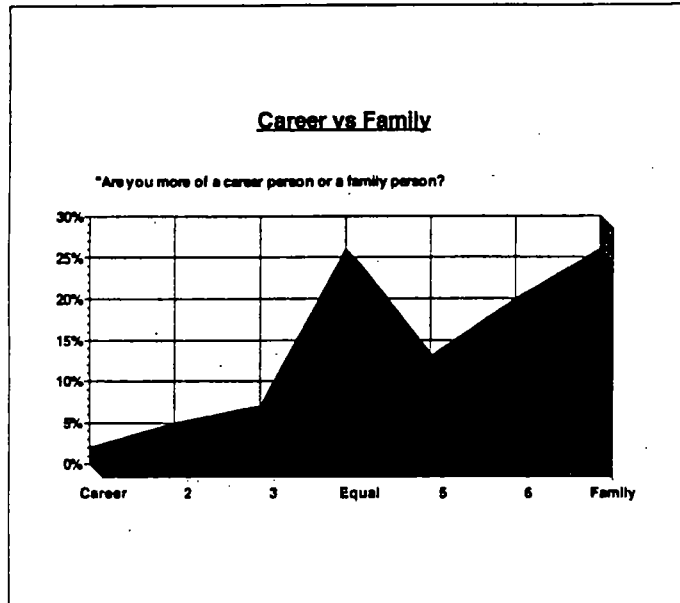
Figure 8



Career vs. Family

When asked "Are you more of a family person or a career person?" (Figure 9), the response was strongly on the family side of the equation. With only 2 percent identifying themselves on the extreme career side of the seven point scale, fully 26 percent placed themselves on the polar opposite family end.

Figure 9



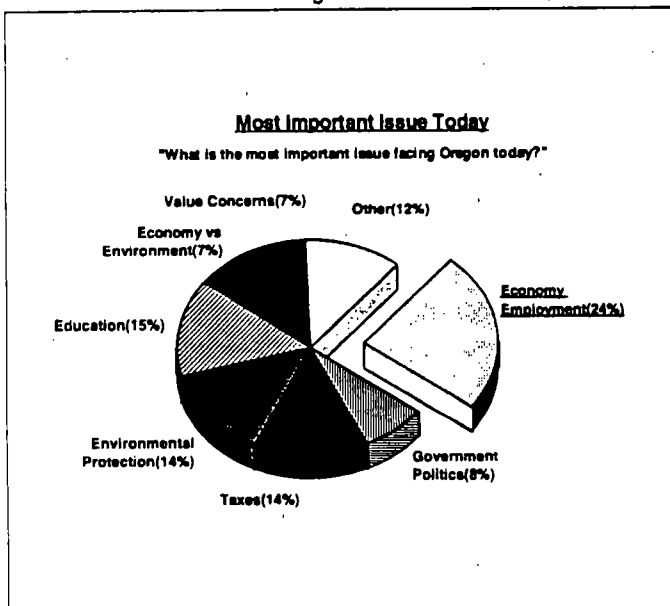
Career, Jobs, And Economic Security

Not surprisingly, Oregonians are very keenly focused on employment and many of the issues which surround it. "Career or Job Opportunity" was a strong second on the scaled comparison list of 10 personal values, and "Learning new skills for advancement" was third on the list of 20 personal activities. "Employment and training" was third on the list of 20 government services.

Most Important Issue Today

When asked to supply their own answers to the question "What is the most important issue facing Oregon today?" fully 24 percent of the respondents said either the economy or employment.

Figure 10

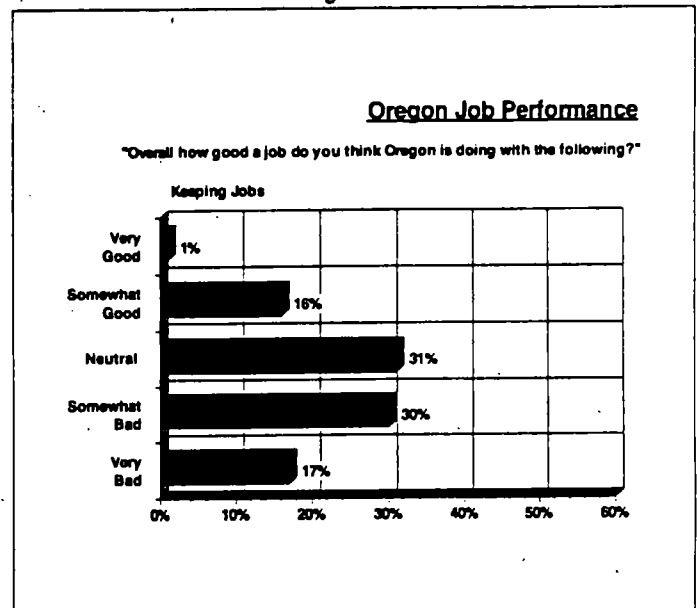


Another 7 percent listed the Economy vs. the Environment, which was essentially a complaint about the extent to which environmental protection was perceived to interfere with the economy. These responses would likely fall into a broader category relating to concern about jobs and the economy. Interestingly, a distinction is often made between jobs and the economy, implying something other than a direct relationship between the two.

Keeping Jobs

The Oregon Value & Beliefs Study included a "Job Performance" measure for 19 different items. Participants were asked to answer the question "Overall how good a job do you think Oregon is doing with the following areas?" followed by the

Figure 11

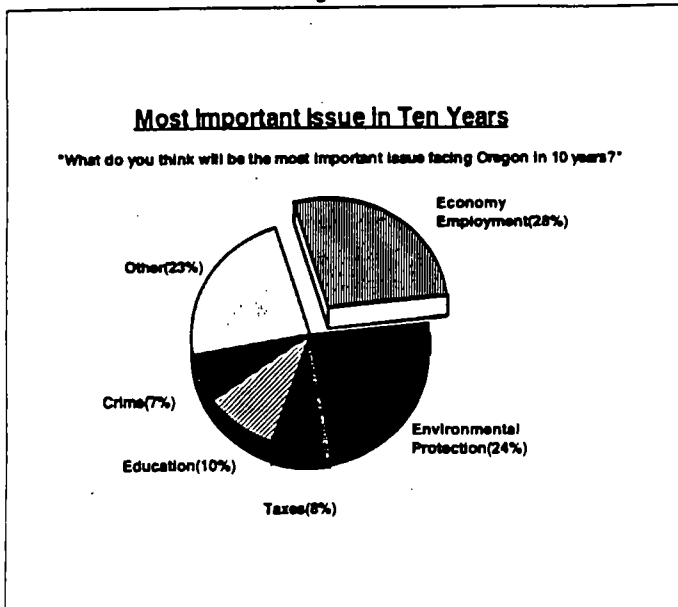


item to be measured. It is important to note that Oregon is being measured, and not some specific unit of government. On the subject of keeping jobs (Figure 11), Oregon received what can only be considered a very poor rating. Forty-seven percent of the participants regarded its performance as somewhat or very bad. Despite the fact that Oregon was doing better at keeping jobs than the balance of the nation at the time this data was collected, study participants clearly believed otherwise.

Most Important Issue in Ten Years

Participants were often asked to reflect on their values and beliefs both in the present and the future. The future horizon was 10 years. In the following example the question was "What do you think will be the most important issue facing Oregon in 10 years?" Again, the "economy/employment" were the top items. And again, both terms were used, apparently not interchangeably. "Environmental Protection" was a strong second in this

Figure 12



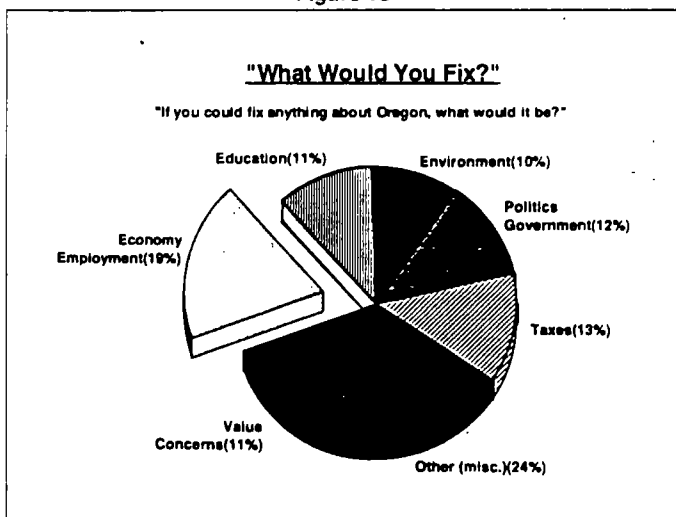
gon what would it be?" (Figure 13), the economy led the way with 19 percent. Education shows up again with a significant response (11 percent).

open-ended question, which reflects a broader concern about our "environmental future" and the extent to which economic and population growth will degrade our quality of life. The prominent mention of "Education" (ranked third most important here) in this question, and its place in scaled comparisons of government services, community values, and its strong showing among the most important issues today, suggest the possibility that Oregonians acknowledge a relationship between the importance of education in confronting an uncertain economic future.

What Would You Fix?

Asked "If you could fix anything about Ore-

Figure 13



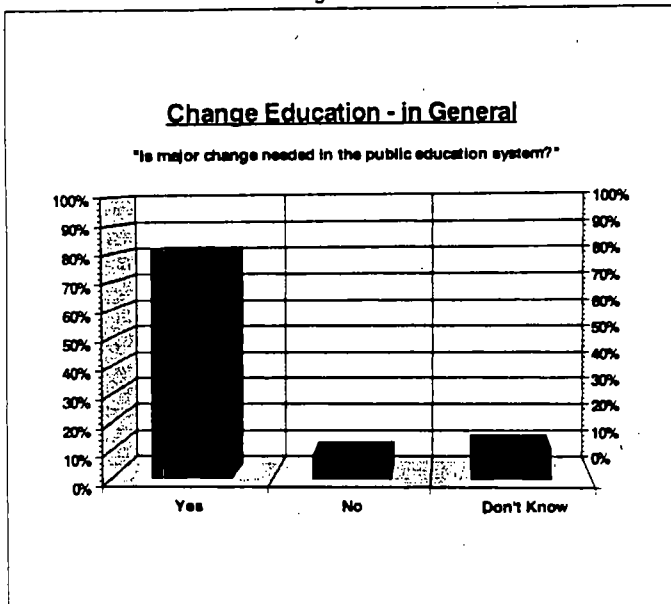
Education And Skills Development

Nowhere else in this study was conventional wisdom challenged to the extent found here. Certainly it comes as no surprise that Oregonians support education; we have consistently outspent most states (proportionately). "Learning new skills for advancement" was the third leading personal activity, while "Primary and secondary education" and "Employment and training" were second and third, respectively, on the list of government services. "Community committed to quality education" was the second leading value among 32 community values.

Change Generally

It is not surprising that Oregonians want

Figure 14

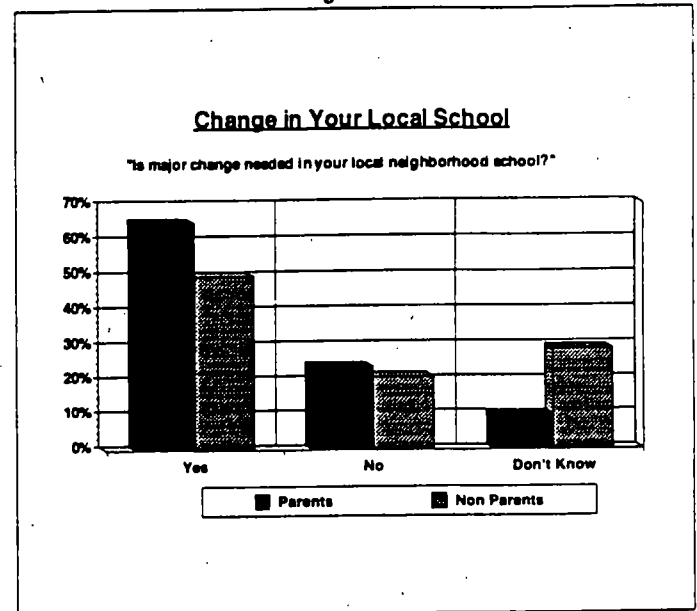


change in education (Figure 14). It is widely acknowledged that people want change in education in general. But as in surveys of satisfaction with congress, dissatisfaction typically dissipates when the issue becomes localized. "My" congress person isn't the problem; "my" local neighborhood school isn't the problem.

Change locally

When Oregonians were asked about local schools, however, a surprising number agreed that major change is needed in their local neighborhood

Figure 15



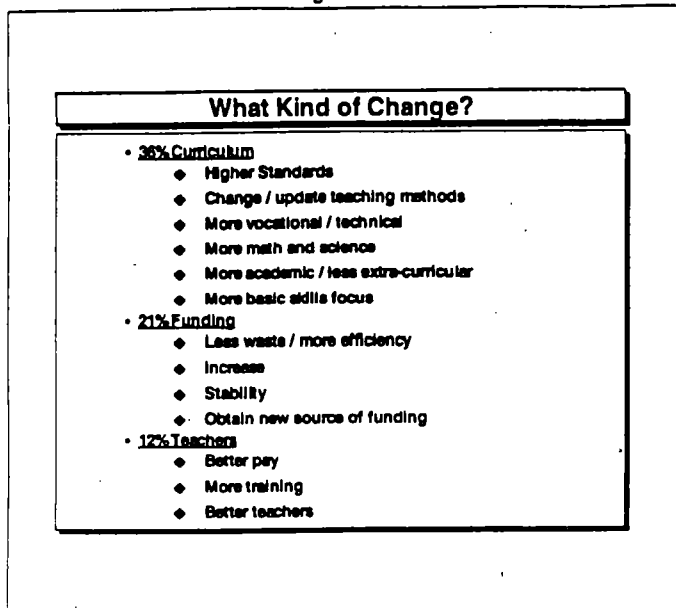
school. What makes this response particularly interesting is the difference between parents and non-parents. Non-parents (who, after all, don't have kids in local neighborhood schools) were less likely to have an opinion. Parents (those most likely to be familiar with local neighborhood schools), feel that significant change is needed in their local neighborhood school. This finding clearly runs counter to the conventional wisdom.

What Kind of Change?

The study probed at some depth the kind of change that people had in mind. Is there, for example, some idealized notion of the way education ought to be based upon our recollections of education 20 or 30 years ago, or do people have something else in mind? Figure 16 represents responses to an open-ended question which asked "What kind of changes?" to those answering yes to the question in Figure 15.

Responses fell into three basic categories: curriculum, funding, and teachers. The single response mentioned most often was establishment of

Figure 16



higher standards for students. Funding mentions combined to include 21 percent of the responses and were evenly divided between those who felt that more money was needed, and those who felt that current resources should be used more efficiently. Responses relating to teachers combined for about 12 percent and those included such things as better pay and more training. The balance of the responses to this question involved a wide variety of issues.

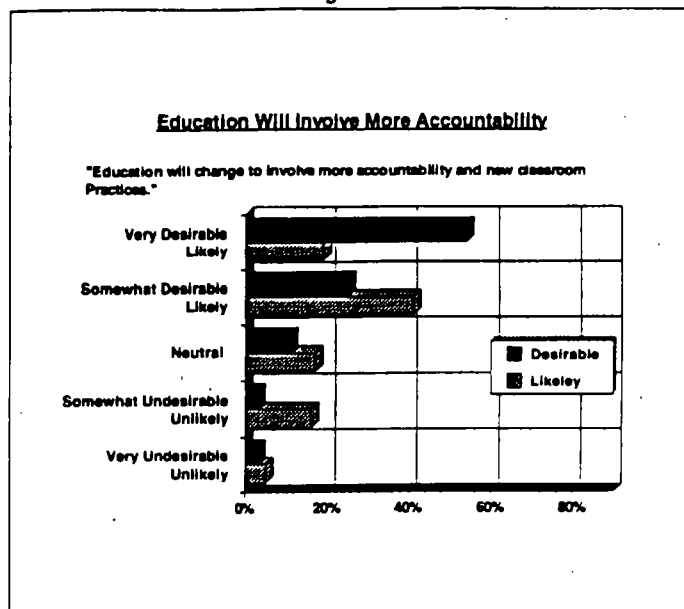
More Accountability

The statement in Figure 17, "Education will change to involve more accountability and new classroom practices" asked for two responses. The first asked how desirable the statement was, and the second asked how likely that same statement was. While there is a fairly significant gap between desirable and likely, in both cases a majority of participants felt that it was desirable and likely that "Education will change to involve more accountability and new classroom practices."

Primary and Secondary Education

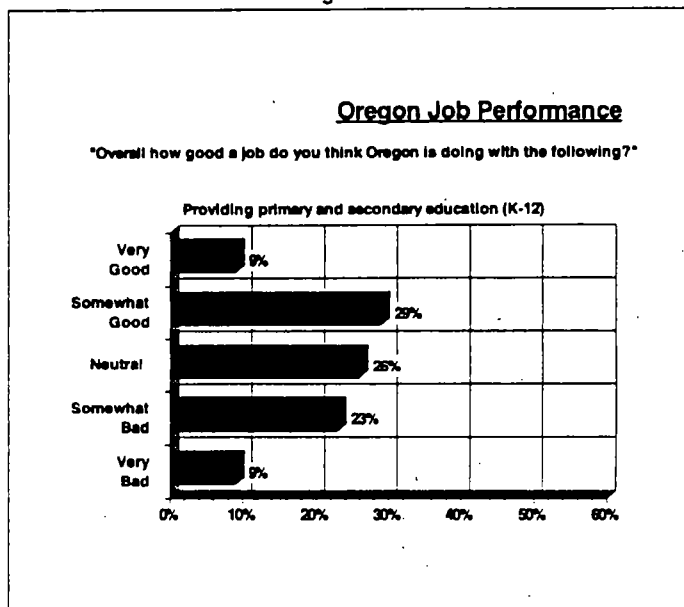
"Providing primary and secondary education (K-12)" received a "so-so" job performance rating (Figure 17), with 38 percent saying very good to good and 32 percent saying very bad to bad. While this performance rating is not catastrophic, it does place education in the middle of the ranking.

Figure 17



It is important to note that while Oregonians express strong support for the importance of education, they do not express equally strong confidence in its present quality.

Figure 18



Skills for a Global Economy

A mere 17 percent of participants said Oregon is doing very to somewhat good at "Providing Oregonians the skills necessary to compete in a global economy" (Figure 18). Out of 19 items in the Oregon Job Performance, this item ranked sec-

ond from last. The ranking would suggest a further recognition by Oregonians that the global economy is significantly changing the nature of work and that Oregonians will not be sufficiently skilled to compete.

Figure 19

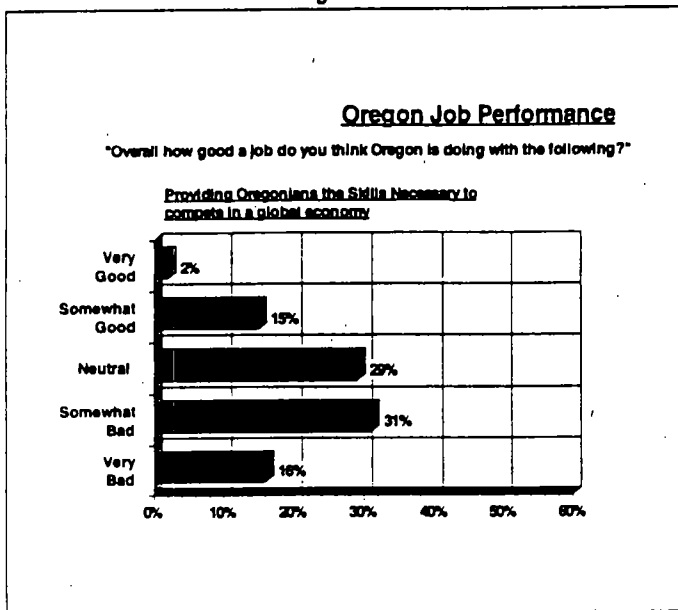
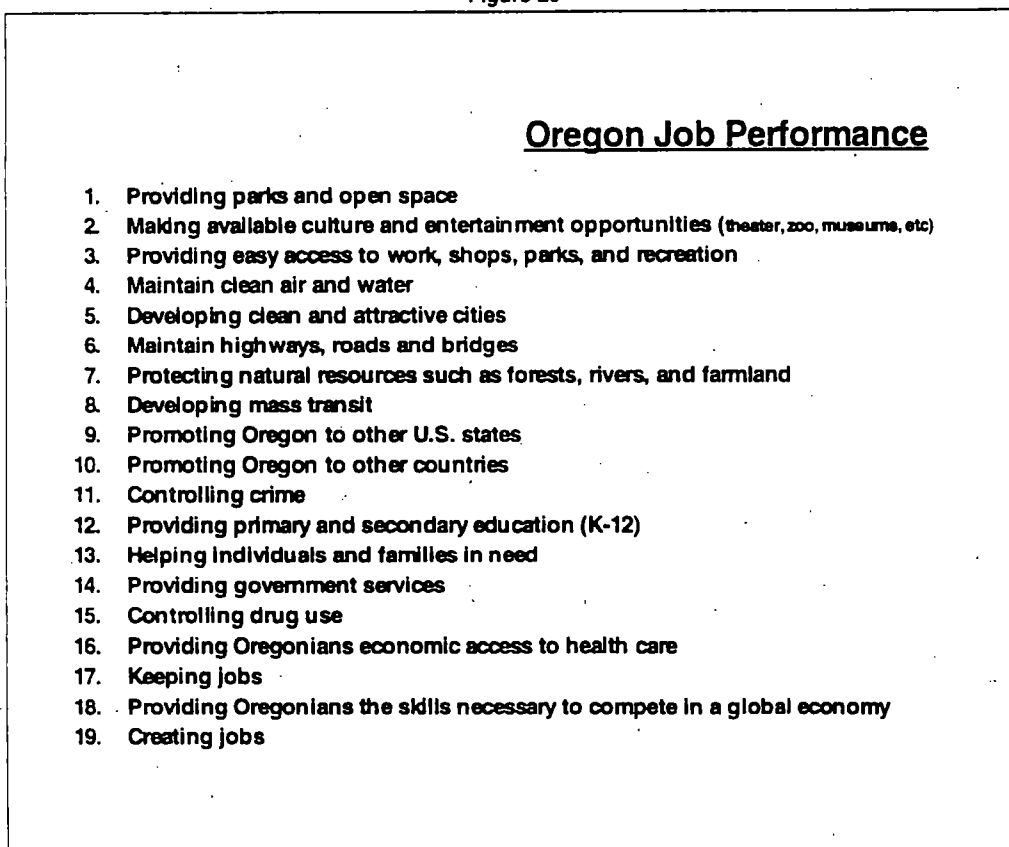


Figure 20



While "Learning new skills for advancement" was ranked third on the list of 20 personal activities, and "Employment and training" was considered the third most important government service, there appears to be a lack of confidence in the adequacy of those newly acquired skills for competing in the global marketplace.

Oregon Job Performance

Figure 20 represents the entire list of items which were ranked in the Oregon Job Performance. This list begs to be read not from the top down, but rather from the bottom up. Presumably, someone who thinks Oregon is doing well at something is not necessarily expressing approval of the item being evaluated. Conversely, it could be argued that someone who gives a bad performance rating is also expressing disappointment. In other words if they didn't care about the item being evaluated, they wouldn't give it negative rating.

With that in mind, it is not surprising to see jobs at the bottom of the list. It may not now be surprising to see the position of "Providing Oregonians the skills necessary to compete in a global economy," but one wonders how this would have fared, say, 10 to 15 years ago when the number of family-wage, low-skill jobs was in substantially greater supply.

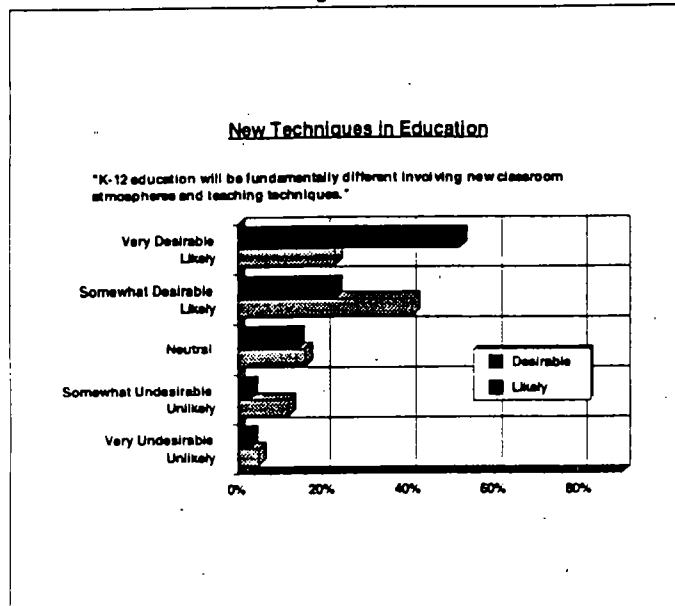
It is particularly interesting to note that Oregonians feel we're doing a better job at "Controlling crime" than at "Providing primary and secondary education." Again, given the overall importance attached to primary and secondary education in the scaled comparisons of government services and community values, this suggests strong concerns

about the delivery of education today.

New Techniques

Participants thought that "K-12 education will be fundamentally different involving new classroom atmospheres and teaching techniques" was likely to occur and, by an even larger margin

Figure 21

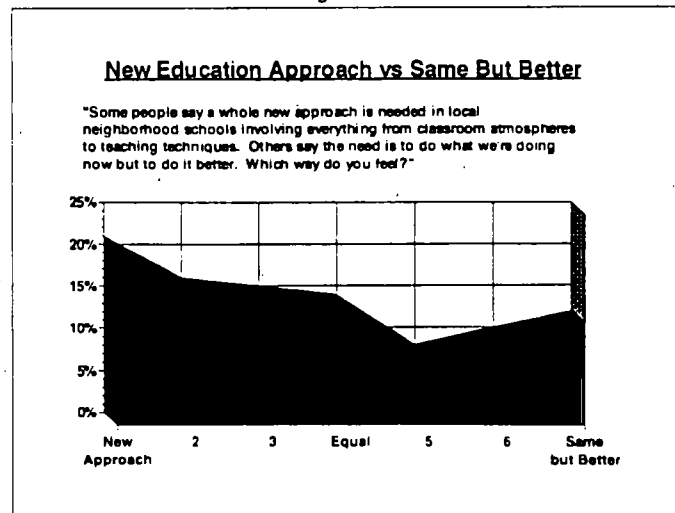


found it to be desirable (Figure 21).

New Approach in Education

Provided a scenario which attempts to paint two opposite views about educational change, participants clearly leaned towards what was described as a new and different approach (Figure 22). Again,

Figure 22

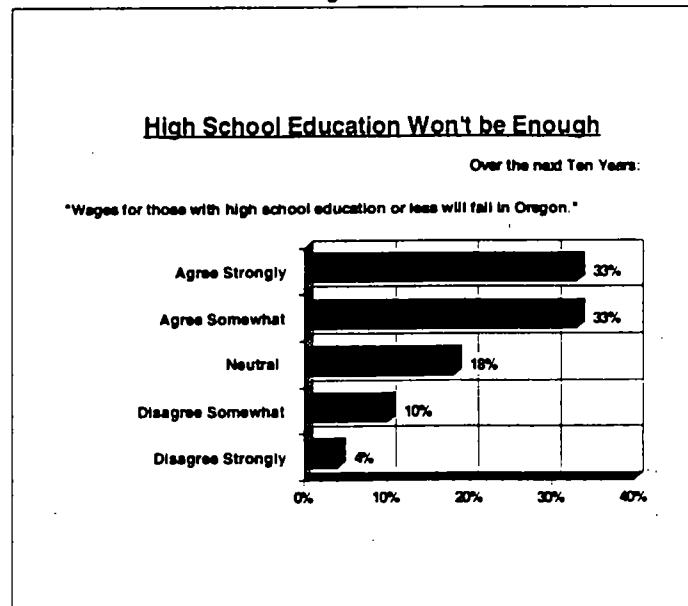


this emphasizes the extent to which participants are inclined to view educational change as something quite different than improving past practices.

High School Won't be Enough

There appears to be a strong recognition that a high school education, at least as it is now config-

Figure 23



ured, is inadequate in achieving economic security. In Figure 23, 66 percent of participants agreed strongly to somewhat strongly that "Wages for those with high school education or less will fall in Oregon."

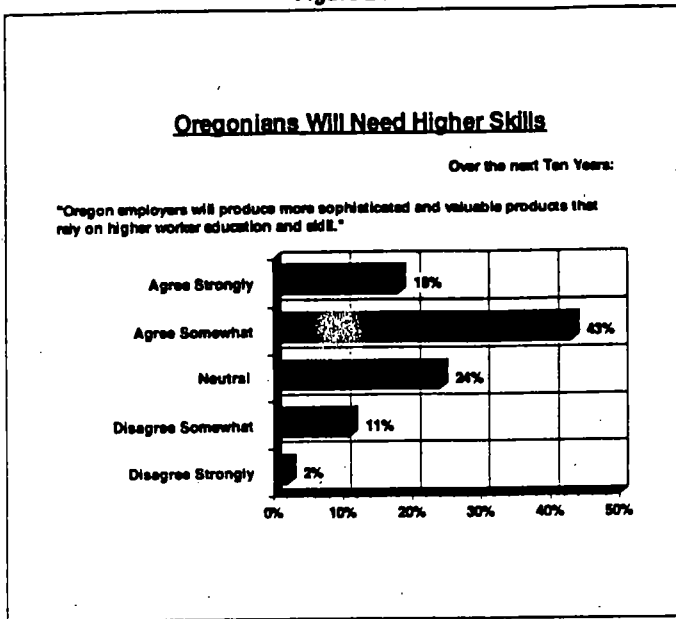
Higher Skills

Clear agreement exists that "Oregon employers will produce more sophisticated and valuable products that rely on higher worker education and skill" (Figure 24). This may seem to be obvious, nevertheless it is interesting in light of Oregon's historic relationship to natural resource industries.

Front Line Workers Will Do More

The issue of workplace structure is one that has emerged only within the last decade. Nevertheless, 63 percent of the participants agreed strongly or somewhat strongly that "Front line workers will

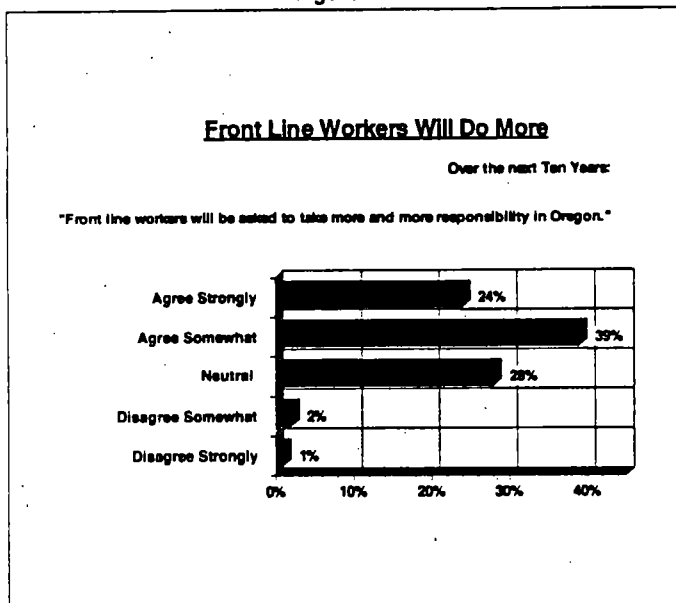
Figure 24



be asked to take more and more responsibility in Oregon."

The responses to each of the preceding three questions suggest an acknowledgment that the world of work has changed, and when combined

Figure 25



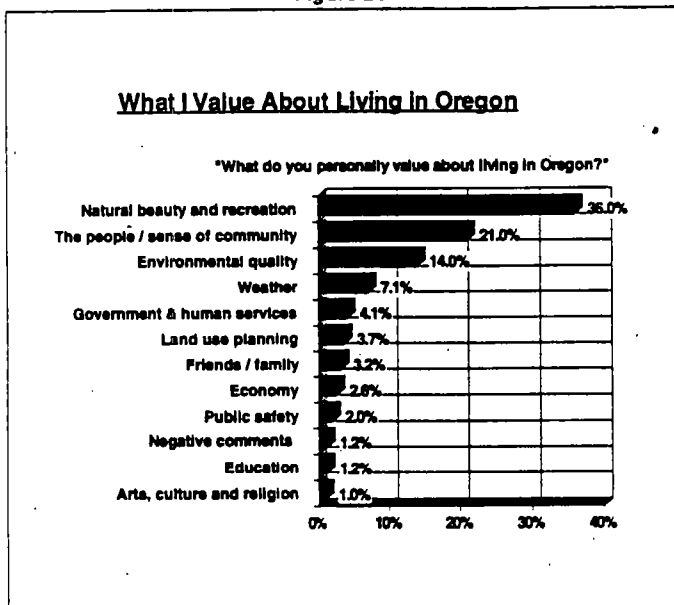
with the level of support for educational change, suggests that participants see an integral tie between education and employment. Many would argue that this strong relationship has not always existed in the minds of Oregonians.

The Environment

Oregonians have a strong commitment to environmental quality and to the physical beauty of the state. There is ambivalence about the polar extremes of arguments regarding the environment, but there is clear and pervasive concern for the environment. (Regional variations on this theme will be discussed in the Regional Divisions section of the key findings.) "Concern for the environment" was the third leading value among the 10 personal values. The environment was among the issues mentioned most often when participants were asked "If you could fix anything about Oregon, what would it be?"

What I Value About Oregon

Figure 26



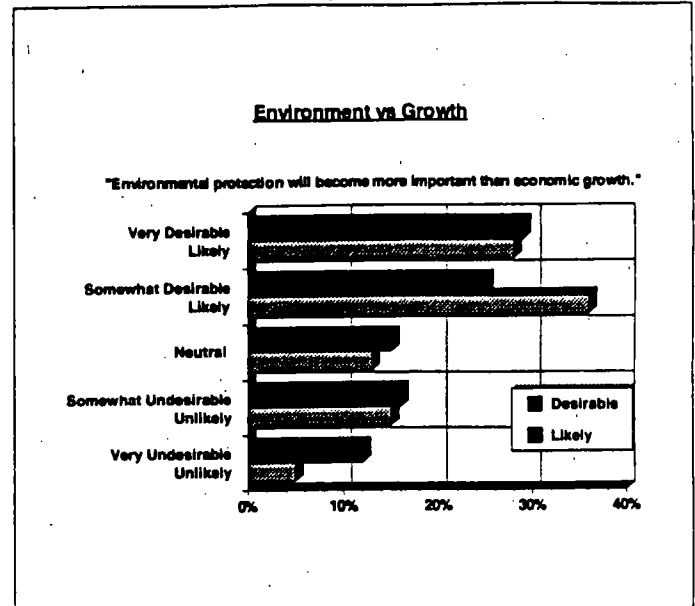
When asked the open-ended question, "What do you personally value about living in Oregon?" (Figure 26), fully 36 percent gave responses that fell within the category of "Natural Beauty and Recreation." Indeed, 50 percent of the responses fell within the category of the environment.

Environment vs. Growth

Much of the debate about Oregon's environment pits the environment against the economy. In

an effort to probe that issue more deeply, the study asked a series of questions designed to press par-

Figure 27



ticipants to make difficult choices. In response to the statement, "Environmental protection will become more important than economic growth" (Figure 27), 54 percent of the participants considered environmental protection very to somewhat desirable over the next 10 years, and 64 percent considered it very to somewhat likely to occur. (There is considerable regional variation on this question which will be discussed later.)

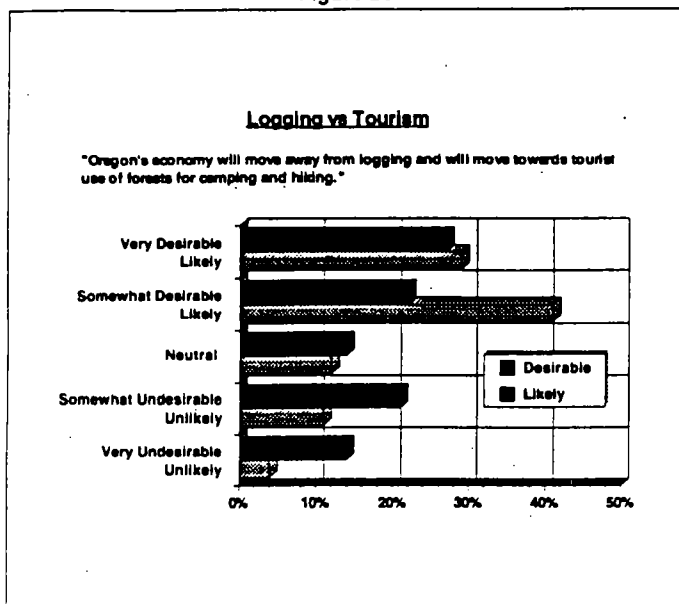
The environment was mentioned in 10 percent of the responses to the open-ended question "What one thing would you fix about Oregon?" This ranked it in the top seven categories of responses.

Logging vs. Tourism

The only question in the study which dealt specifically with logging juxtaposed logging and tourism in an effort to probe both desires and expectations (Figure 28). Participants found the statement, "Oregon's economy will move away from logging and will move towards tourist use of forests for camping and hiking" to be substantially more likely (70 percent very to somewhat likely) than desirable (49 percent), suggesting a degree of resignation. While there are differences among the

regions of the state on this question, the differences are less pronounced than might be imagined on the

Figure 28

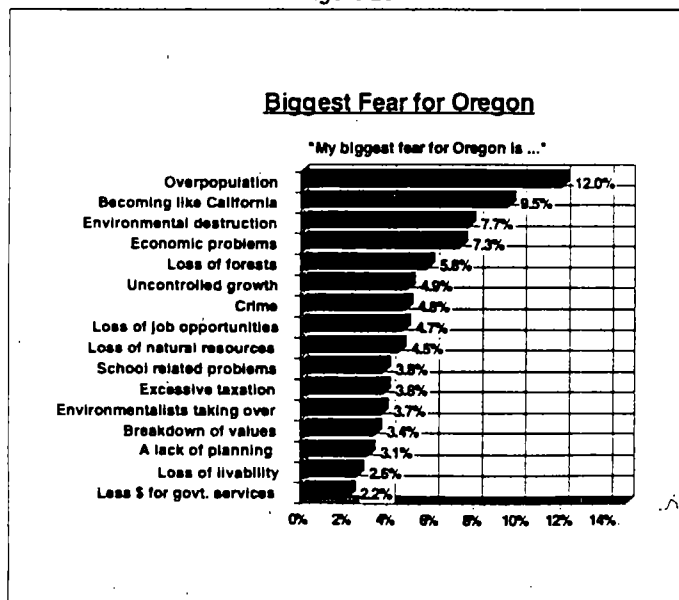


basis of conventional wisdom.

Biggest Fear for Oregon

Oregonians are clearly concerned about the future's impact upon the environmental quality of the state. One of the unique techniques used in the study was open-ended sentence completions. The partial sentence, "My biggest fear for Oregon is...", produced responses that were largely indica-

Figure 29

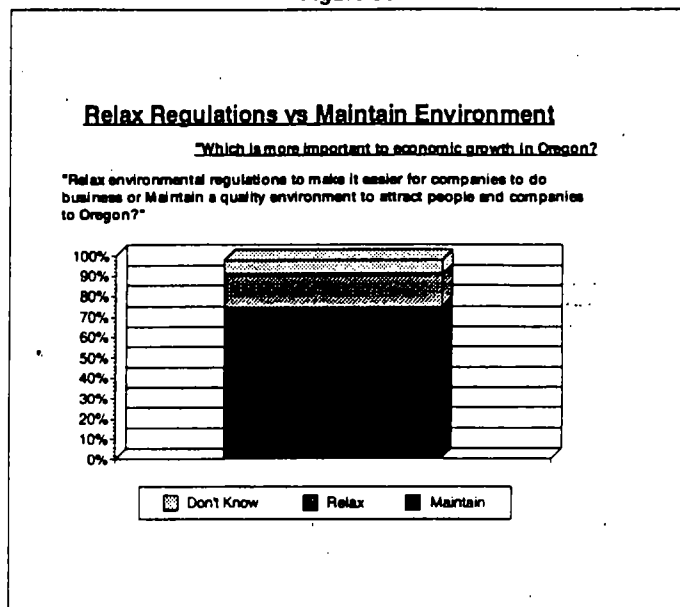


tions of concern about the environment and the effects of future population growth.

Relax Regulations or Maintain Environment

Figure 30 represents a slightly different twist. Given two alternatives, participants were asked to pick the one which would more likely lead to economic growth. In this case, 75 percent of the participants felt that "Maintaining a quality environment to attract people and companies to Oregon" would succeed whereas 16 percent chose "Relaxing

Figure 30



environmental protection regulations to make it easier for companies to do business."

Finally, when asked to use one word to describe Oregon, participants used terms which describe positive physical qualities, further indicating a strong affinity for Oregon which goes beyond human additions to the landscape. "Beautiful" was the word most often mentioned.

Regional Division

Regional divisions in Oregon are largely founded on issues of economic insecurity resulting from threats to the natural resource base of the non-urban economy. While there are clearly demographic and life-style differences among the regions of the state, economic insecurity appears to be the most significant basis for attitude differences. On many key issues, such as the economy and education, there is little difference.

Personal Values - By Region

The table below demonstrates the significant differences among regions on the scaled comparisons of personal values. The most obvious differences exist in the values of "Concern for the environment," ranked third by the Metro region and eighth by the East region, and "Being economical or thrifty," which is ranked seventh by the Metro region and third by the East region. Metro region sentiment on "Concern for the environment" was

Figure 31

Personal Values - Ranked by Region

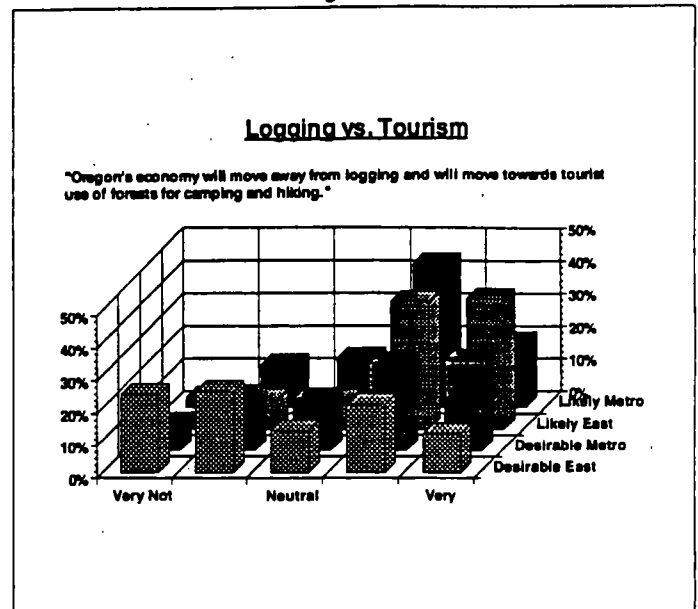
	METRO	WEST	SOUTH	EAST
Participation in family	1	1	1	1
Career or job opportunity	2	2	2	2
Concern for the environment	3	4	5	8
Practice of religion or spirituality	4	5	4	4
Charitability to others	6	3	3	6
Independence of self	5	6	9	5
Being economical or thrifty	7	7	8	3
Seclusion, solitude or privacy	8	10	7	7
Supporting your community	9	8	6	9
Diversity of people	10	9	10	10

sufficient to raise the issue to third in the statewide weighted sample despite its lower rating by the East region. Some might suggest that "Being economical or thrifty" is seen less as a value than as a necessity for many of those participants from the East region.

Logging vs. Tourism

Not surprisingly, metropolitan area participants look at the question of logging and tourism differently from those in other regions of the state. Figure 30 shows the two regions of the state which

Figure 32

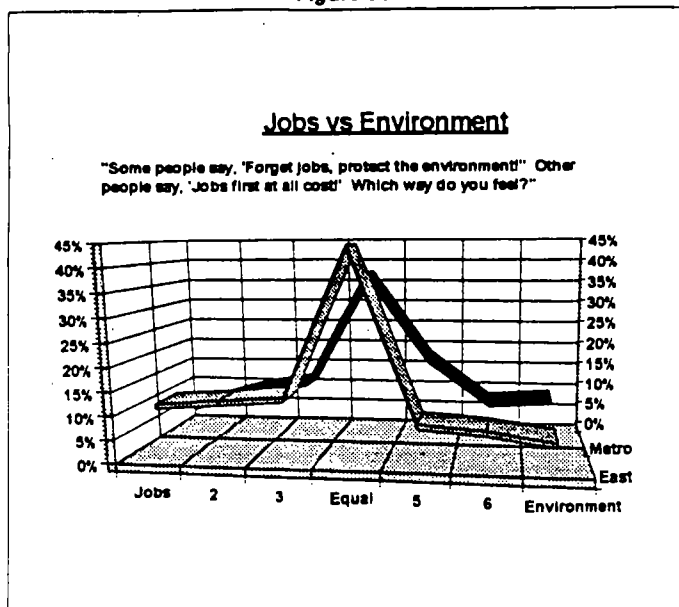


exhibited the greatest difference on the statement "Oregon's economy will move away from logging and will move towards tourist use of forests for camping and hiking." While there is clearly a difference, both in the likelihood of this statement and its desirability, conventional wisdom might suggest a greater difference. Furthermore, East region participants felt that the above statement was more likely to occur than their counterparts in the Metro region. This may be a reflection of reality, but it may also reflect a degree of resignation.

Jobs vs. Environment

"Some people say, 'Forget jobs, protect the environment!' Other people say, 'Jobs first at all cost!' Which way do you feel?" This statement reflects polar extremes that few people wish to choose between. Nevertheless, it is interesting to note how little real difference there is between those two regions of the state which exhibit the greatest polarity: Metro and East (Figure 33). Essentially, most people, regardless of region, see themselves in the middle on this question.

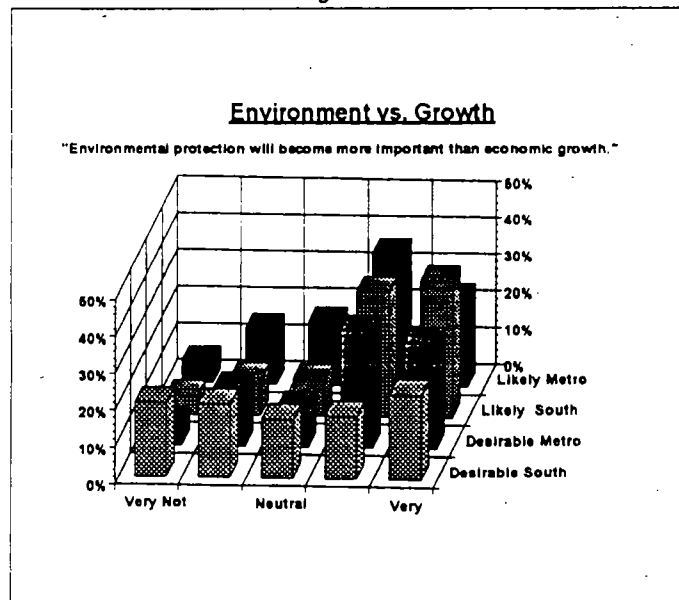
Figure 33



Environment vs. Growth - Metro vs. South

A look at the regional differences on the question "Environmental protection will become more important than economic growth" (Figure 34) suggests again that there is a dichotomy, but perhaps less than one might expect. The two most polarized regions on this question, Metro and South, reflect responses similar to the earlier timber question; those in the resource dependent region (in this case the South) see the above statement as more

Figure 34

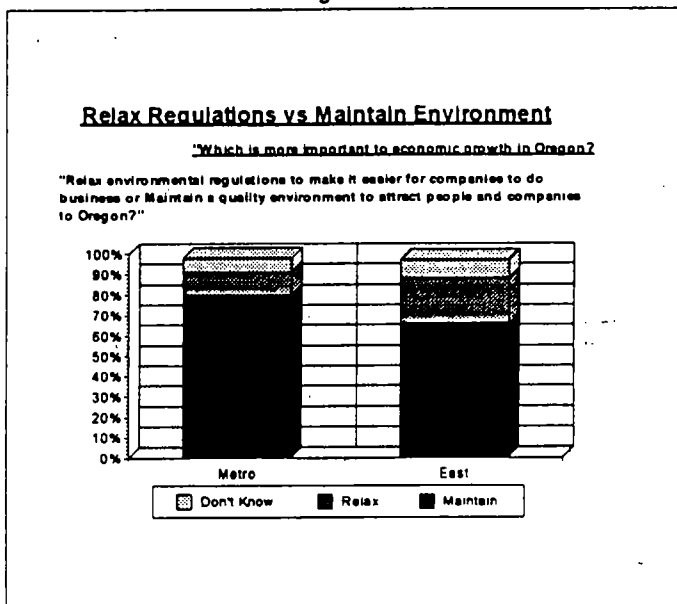


likely than their Metro region counterparts and less desirable.

Relax Regulations vs. Maintain Environment

Figure 35 provides what may be a more interesting look at this theme of differences among the regions of the state on environmental issues. Two alternatives are posed in answer to the question "Which is more important to economic growth in Oregon?" The first alternative, "Relax environmental regulations to make it easier for companies

Figure 35



to do business," was selected by 22 percent of the East region participants vs. 11 percent of the Metro region participants. The second alternative, "Maintain a quality environment to attract people and companies to Oregon," attracted 80 percent of the participants from the Metro region and 66 percent of the participants from the East region. A difference exists to be sure, but by no means an overwhelming difference.

The Gender Gap

Differences in values and beliefs are greater between men and women than they are among any of the other demographic categories in the study. While it is true, as conventional wisdom might suggest, that women tend to be more focused on values of unique importance to the family, it is particularly interesting to note that seldom did men feel that any personal value, personal activity or government service was more important than did women.

The next three tables show those personal values, personal activities, and government services where there exists a noteworthy difference of 9 percent or more.

Personal Values

Figure 36

<u>Areas of Noteworthy Difference</u>		
Personal Values		
	Women	Men
Participation in family	85.0%	78.0%
Charitability to others	59.0%	43.0%
Practice of religion or spirituality	56.0%	39.0%
Being economical or thrifty	51.0%	35.0%

There is little in Figure 36 to challenge conventional wisdom.

Personal Activities

Again, each personal value measured in the scaled comparisons was assigned two personal activities as a way to triangulate findings. Essentially, the findings of difference between men and women

on the scaled comparison of personal activities (figure 37) associates closely with the differences

Figure 37

<u>Areas of Noteworthy Difference</u>		
Personal Activities		
	Women	Men
Spending time with family	81.0%	67.0%
Spending time with parents	47.0%	35.0%
Doing something just for myself	38.0%	26.0%
Enjoying different kinds of people	36.0%	24.0%
Comparing prices at the store	33.0%	18.0%
Attending religious services	33.0%	22.0%
Donating time to those in need	27.0%	18.0%
Using coupons when shopping	20.0%	9.0%

found in the personal values list.

Government Services

While many of the responses listed in Figure 38 are probably predictable, it might be surprising to some to see the significant differences in "Fire and emergency services," "Police services," and "Courts, prisons and jails." These differences obviously suggest that women indeed feel strongly

Figure 38

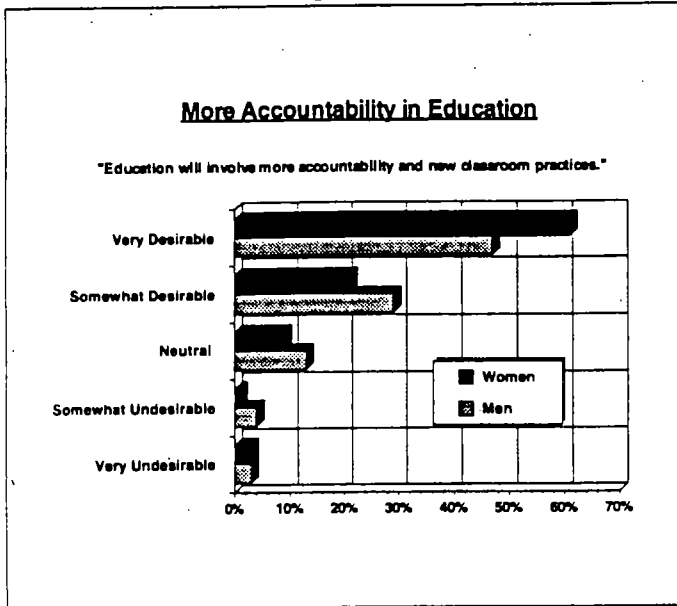
<u>Areas of Noteworthy Difference</u>		
Government Services		
	Women	Men
Fire and emergency services	91.0%	82.0%
Primary and secondary education	88.0%	76.0%
Health and mental health services	78.0%	62.0%
Police services	78.0%	63.0%
Employment and training	71.0%	58.0%
Children's services	68.0%	49.0%
Affordable housing	66.0%	49.0%
Higher education	62.0%	52.0%
Community colleges	55.0%	41.0%
Senior services	54.0%	37.0%
Courts, prisons and jails	53.0%	43.0%
Services for low income	49.0%	34.0%
Health and safety regulation	46.0%	35.0%
Libraries	46.0%	34.0%

about issues relating to personal and/or family security.

Accountability in Education

Perhaps consistent with a heightened concern for primary and secondary education in general, women responded more favorably to the statement, "Education will involve more account-

Figure 39

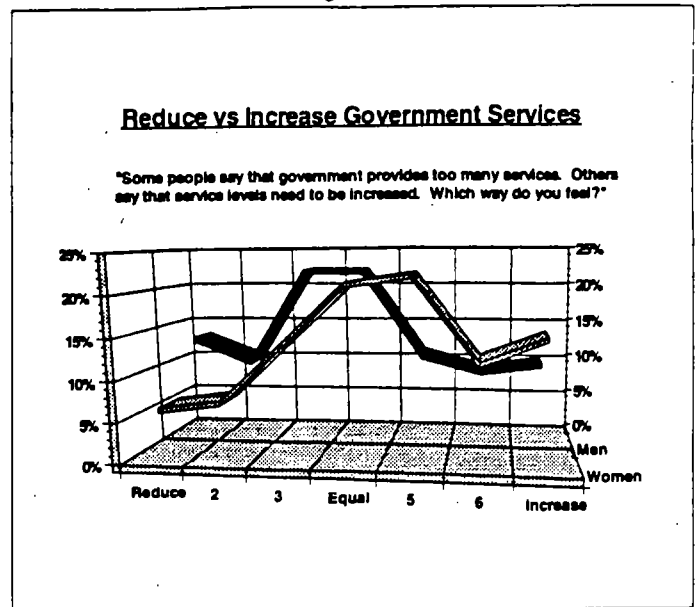


ability and new classroom practices." While both men and women feel that this statement is desirable, women clearly feel so even more.

Reduce vs. Increase Government

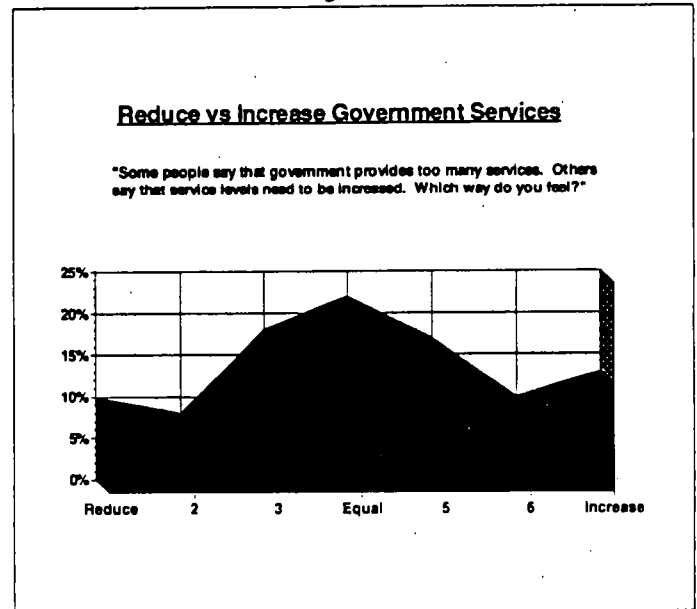
No question in the study more properly displays the challenge to government leaders than the one portrayed in Figure 40, "Some people say that government provides too many services. Others say that service levels need to be increased. Which way do you feel?" There are several qualities to the response to this question that merit attention. First, the responses for each do not exceed 22-1/2 percent, which suggests either a general ambivalence or at least a lack of strong consensus. Second, the bi-modal appearance at the end of each line (the slight uptick on each end of the scale) is comprised of women at one end of the spectrum and men at the other. The statewide results on this same question (Figure 41) demonstrate the nearly perfect symme-

Figure 40



try of responses. Again, the high point at the right end of the scale is primarily composed of women,

Figure 41



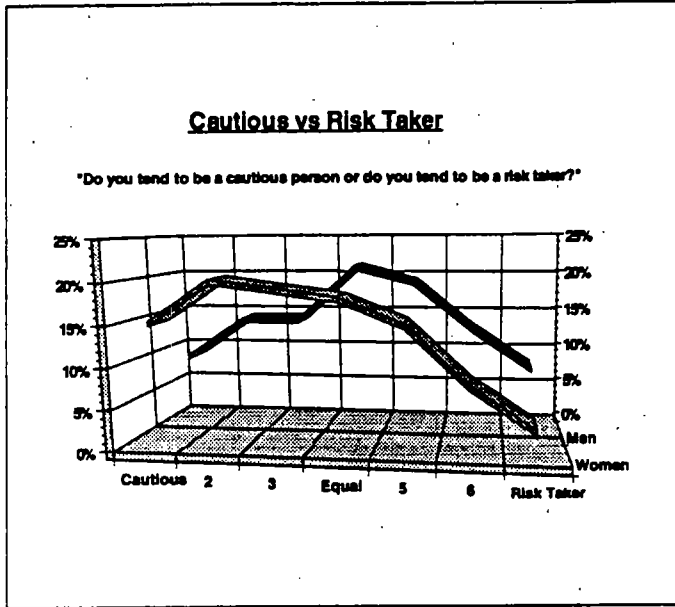
and the high point at the left end of the scale is primarily composed of men.

Cautious or a Risk Taker

A series of personality preferences in the study included the question, "Do you tend to be a cautious person or do you tend to be a risk taker?" (Figure 42). One wonders, when looking at this

graph, what it would have looked like, say, 10 years ago and whether, in another 10 years, there will be much difference at all. Conventional wisdom suggests that these lines are merging; therefore to the extent that women increasingly see themselves as

Figure 42



risk takers, the values for which women exhibit stronger feelings than men are values which might well be more widely represented in public policy. It is our intent that the study serve as a benchmark for future assessments which may resolve the above speculation.

Newcomers

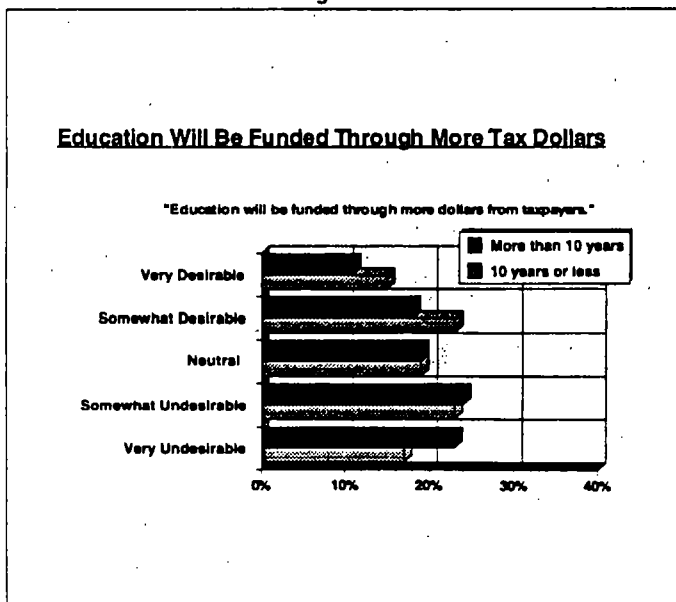
Newcomers, as used here, mean people who have lived in Oregon for less than 10 years. As a group they account for 22 percent of the study participants. The impact of newcomers on Oregon is subject to considerable debate and speculation. Most Oregonians are familiar with the caricature of the Southern California refugee, cash rich from inflated real estate sales, buying a piece of Oregon Nirvana, and then erecting walls to prohibit all additional growth and development.

Participants in this study, who represent a near mirror of the 1991 census update, reflect something different than the above caricature. Newcomers are younger, on average, than the longer term residents of the state (the overall average length of residence in Oregon is 26.5 years). To the extent that there are differences in values and beliefs between newcomers and longer term residents, such differences may well result from differences in age or income more than length of residence in Oregon.

More Tax dollars for Education

Newcomers typically exhibited greater enthusiasm for government services and spending public money. Figure 43 suggests greater interest

Figure 43

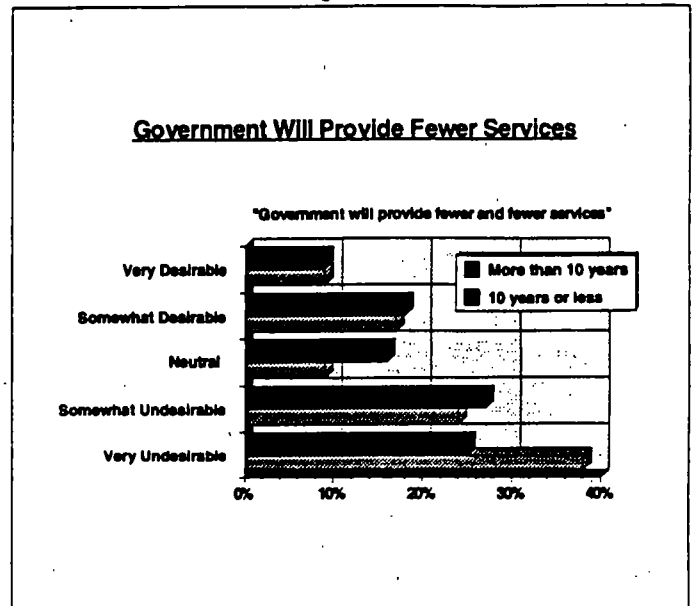


(although hardly overwhelming) in supporting additional tax dollars for education.

Fewer Services

Newcomers are much less enthusiastic

Figure 44

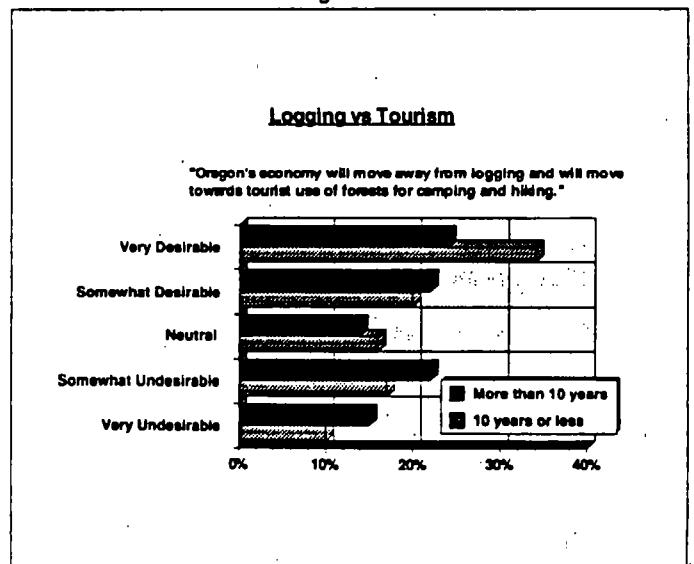


about the idea that "Government will provide fewer and fewer services" than longer term residents.

Logging vs. Tourism

It is typically on environmental issues that newcomers are presumed to share significantly different values. Figure 45 does suggest a difference

Figure 45

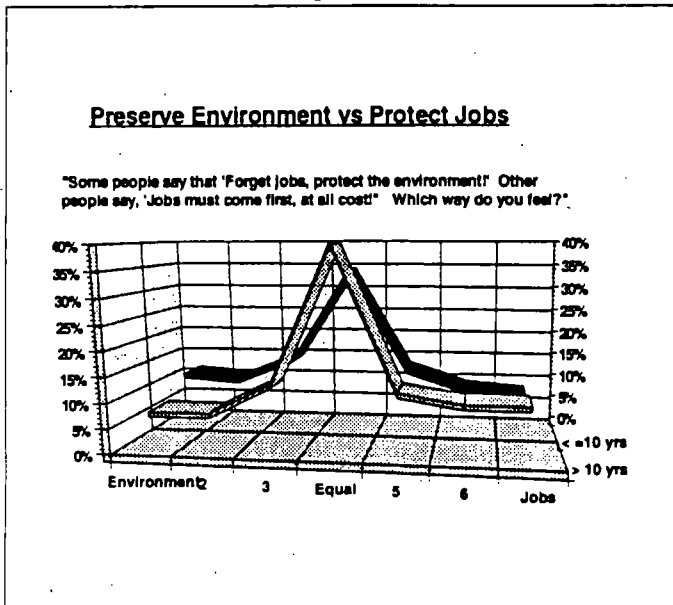


on the statement, "Oregon's economy will move away from logging and will move towards tourist use of forests for camping and hiking." Yet when one considers that relatively few people have moved to Oregon within the last 10 years to work in the timber industry, these differences don't seem terribly significant.

Environment vs. Jobs

Newcomers exhibit some differences in the scenario of preserving the environment versus protecting jobs (Figure 46), but perhaps less than conventional wisdom might suggest.

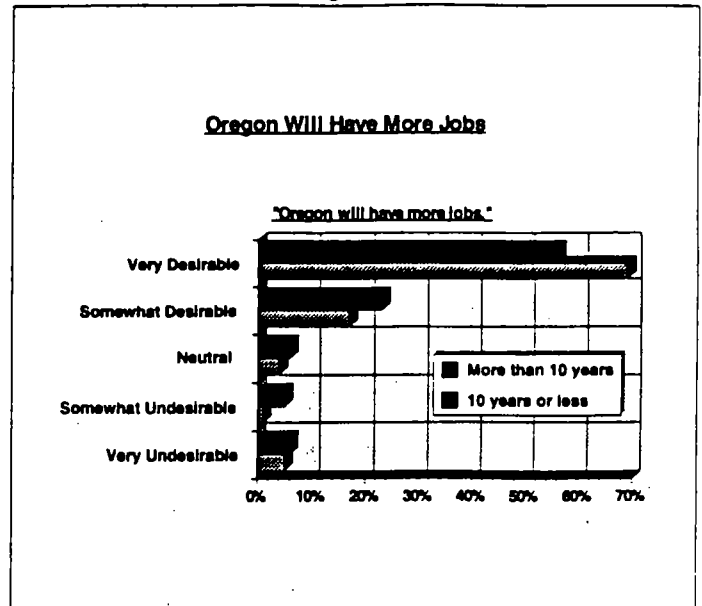
Figure 46



More Jobs

Again, contrary to the popular conception, newcomers feel that the statement, "Oregon will have more jobs" is even more desirable than longer term residents. The notion that newcomers are hostile to economic development or that they are significantly more concerned about the environment is not born out by the data in this study. Figure 47 suggests that while participants in general support the notion that Oregon will have more jobs, newcomers feel even more strongly about that statement.

Figure 47



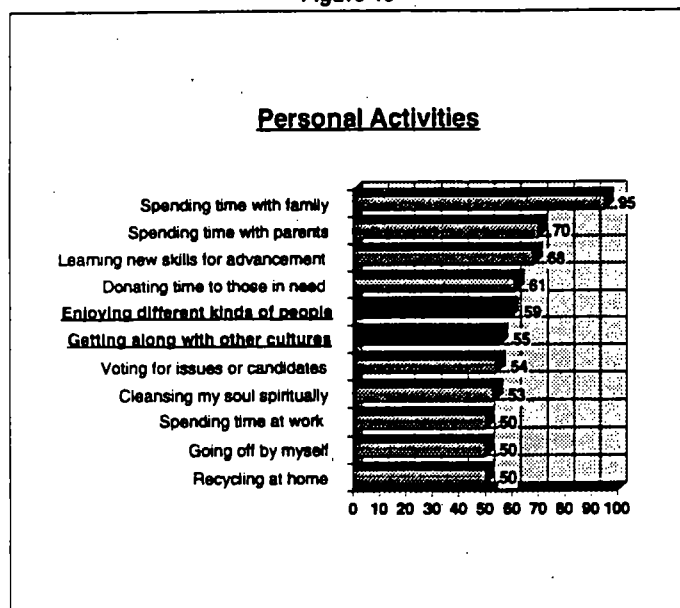
But Do They Vote?

In the May 1992 primary, only 46 percent of newcomers voted as opposed to 56 percent of longer term residents.

Diversity

Participants appear to be somewhat ambivalent about the benefits of a diverse population. "Diversity of people" was the least important value in a list of 10, but "Enjoying different kinds of people" and "Getting along with other cultures" (the two personal activities which were paired with "Diversity of people") rated highly on this partial list

Figure 48



of 20 personal activities.

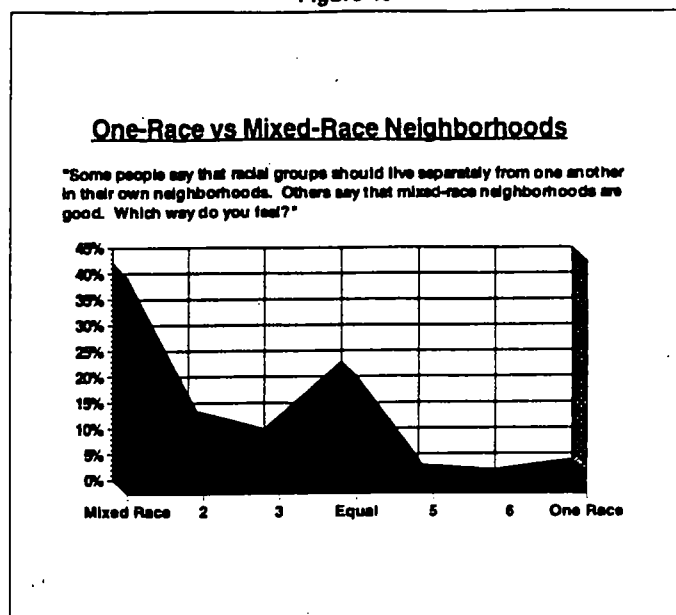
Mixed Race Neighborhoods

In regard to single- versus mixed-race neighborhoods (Figure 49), 42 percent of the participants placed themselves on the mixed race end of the scale, while only 4 percent selected single-race neighborhoods. Indeed, only 9 percent were on the entire half of the scale favoring single-race neighborhoods.

More Racial Diversity

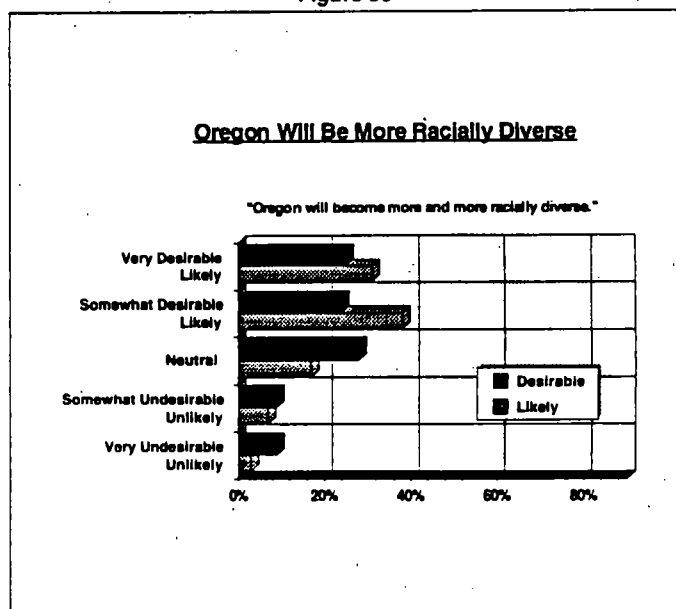
Participants were asked to assess the likelihood and indicate their preferences on the statement "Oregon will become more and more racially diverse." Clearly, the statement is likely to come true. Fewer people consider this to be desirable, although 49 percent felt that this was either very or somewhat

Figure 49



desirable. Eighteen percent felt that this was very to somewhat undesirable.

Figure 50



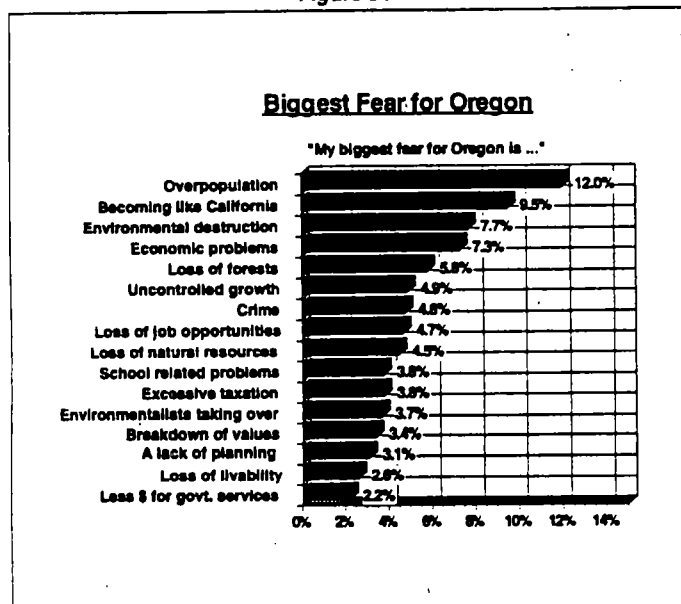
Growth Management

Oregonians are very concerned about the effects of population growth on Oregon's environment, and on the overall quality of life. They are somewhat pessimistic about the prospects for resolving many of these issues and they appear unenthusiastic about at least some of the current prescriptions.

My Biggest Fear

When asked to identify their biggest fear for Oregon (an open ended question), participants provided responses that related predominantly to growth. The leading aggregation of responses (Figure 51) fell into the category "overpopulation" fol-

Figure 51

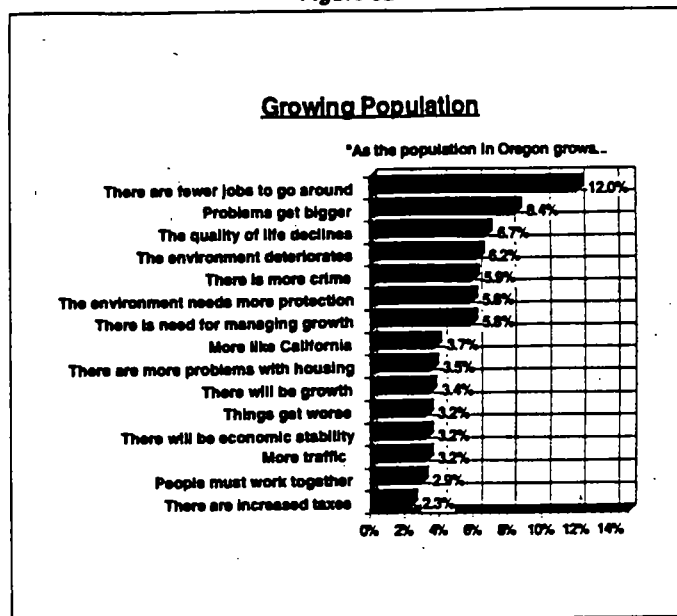


lowed closely by "Becoming like California" which, within the context of the question, must be taken as a growth related concern.

A Growing Population

Given the concerns expressed about Oregon's future, and the essentially negative mentions relating to population growth, it is particularly interesting to note the responses to another open-ended sentence, "As the population in Oregon grows...." Virtually all of the responses are nega-

Figure 52

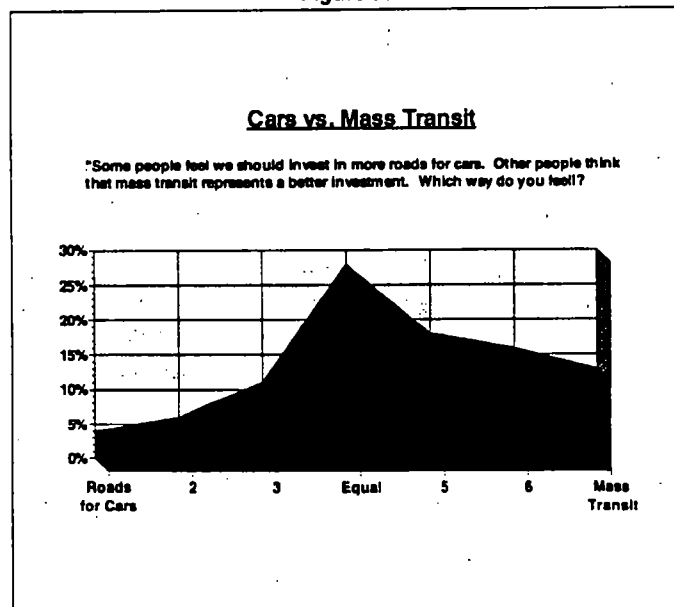


tive, and express concern about the effects of growth. It is particularly interesting that the belief "There are fewer jobs to go around", is the largest response category. This is not consistent with Oregon's experience over the last decade (i.e. population growth and net job growth). Again, there are almost no virtues attributed to population growth.

Cars vs. Mass Transit

On the question of moving by car or mass transit (Figure 53), participants tended to favor transit. Did respondents feel this way because they

Figure 53

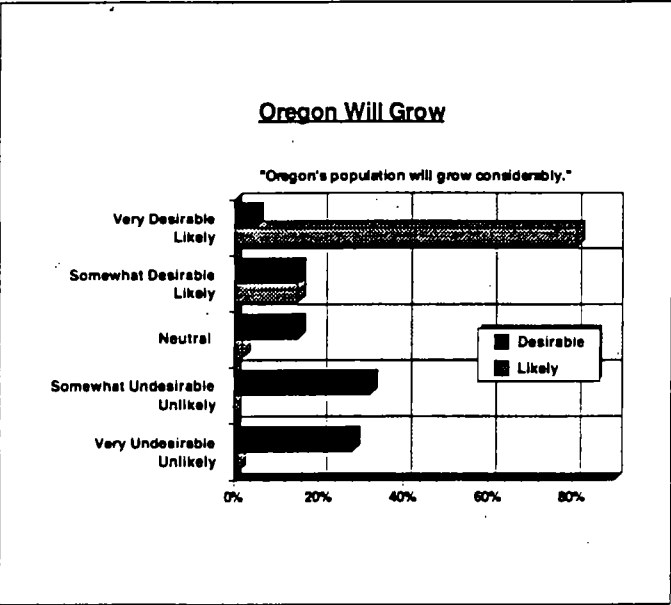


want to personally take advantage of transit (i.e. ride the bus or light rail) or is it because they see transit as a potential antidote to the ill effects of growth (i.e. they want *other people* to use mass transit)?

Will Oregon Grow?

Expectations about growth seem to be consistent with virtually all projections. When asked to respond to the statement "Oregon's population will grow considerably," participants were unambiguous (Figure 54). Ninety-six percent said that it

Figure 54



was very or somewhat likely that "Oregon's population will grow considerably," and yet only 20 percent felt that the same statement was either very or somewhat desirable.

People Will Leave - People Will Come

In keeping with earlier responses, participants clearly have strong expectations about growth. Asked to agree or disagree whether "More people will leave my community than will come," 69 percent said they disagreed strongly to somewhat.

On the other hand, when confronted with the statement "More people from out of state will move into my neighborhood," 80 percent agreed strongly or somewhat. It should be noted that while virtually

everyone agrees that immigration will represent a portion of Oregon's future population growth, it accounted for less than 20 percent of our growth over the last 10 years.

Figure 55

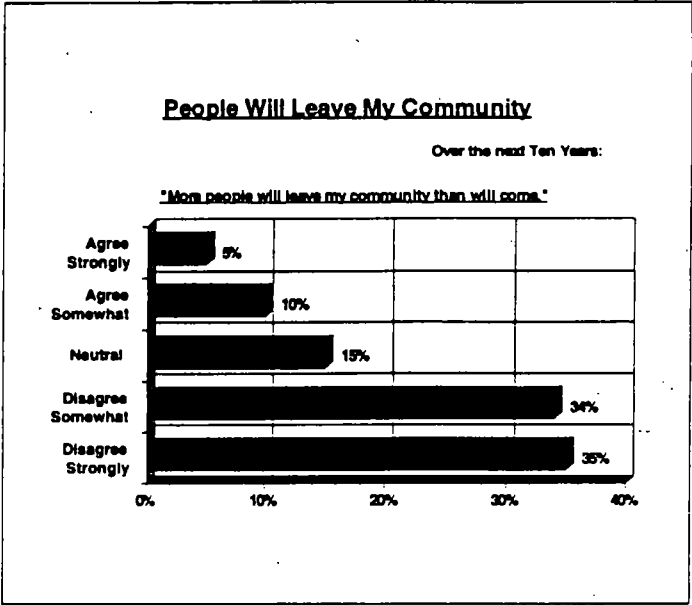
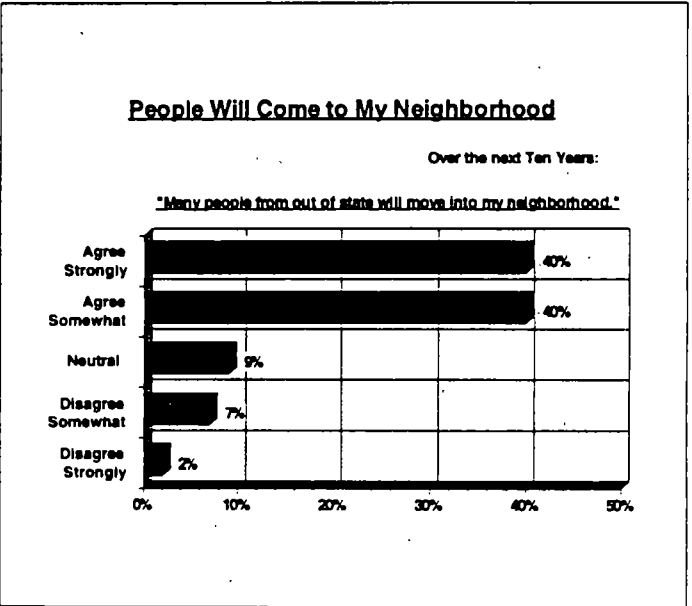


Figure 56



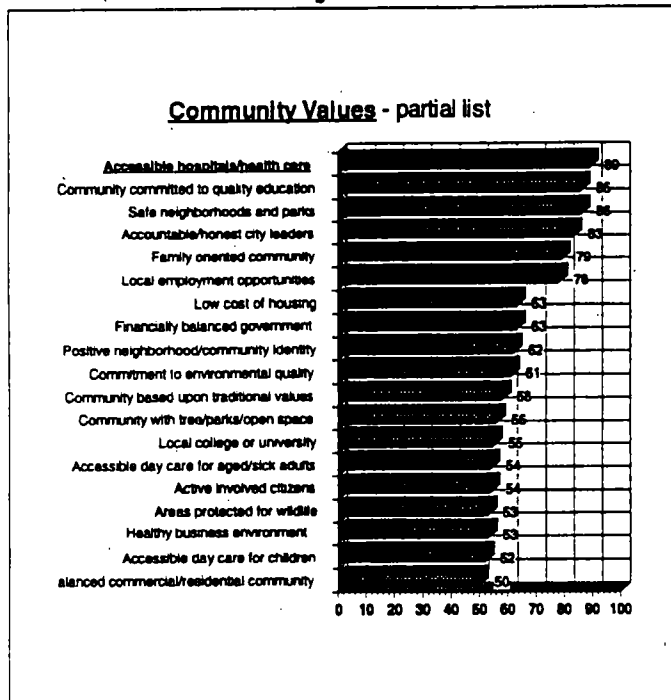
Health Care

Oregonians express significant concern about health care, particularly with respect to cost and access.

Access

The following graph from the scaled comparisons segment of the study identifies "Accessible hospitals/health care" as the leading value on a list of 32 community values. This was consistent

Figure 57

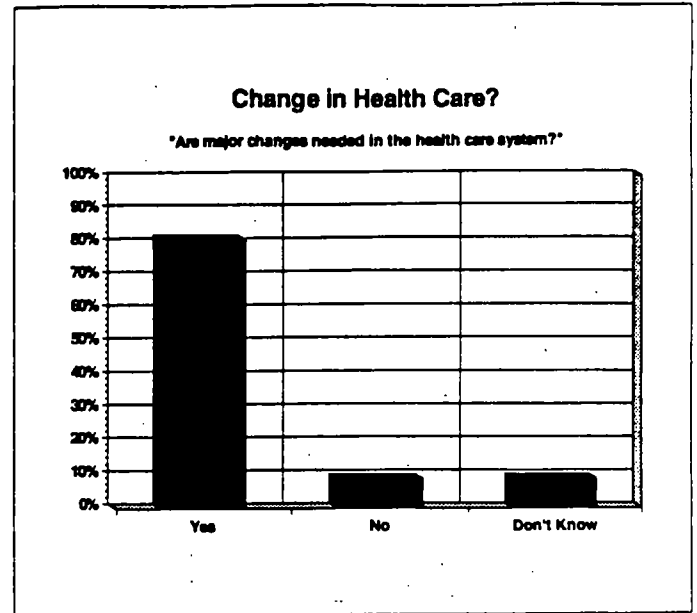


throughout the state.

Change in Health Care?

Participants were asked whether "...major changes were needed in the health care system?". Eighty one percent of respondents said yes. This is not particularly surprising given the general response to questions about institutional change seen elsewhere in the study (i.e. education).

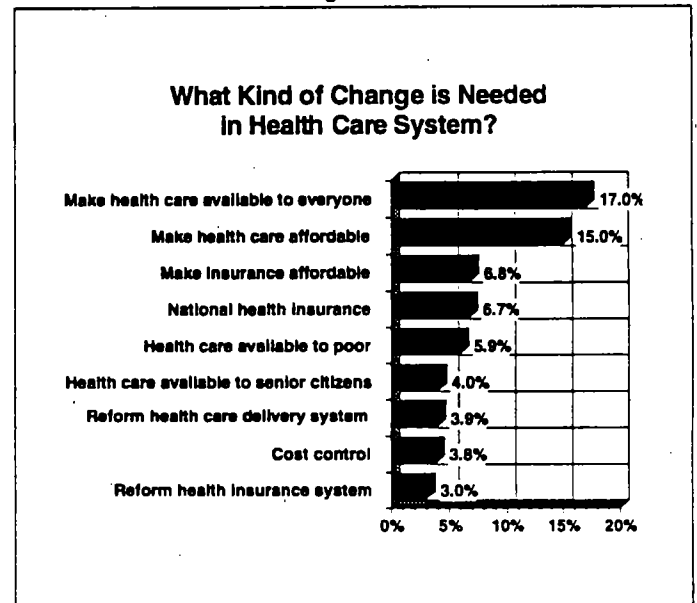
Figure 58



What Kind of Change is Needed?

When those responding yes to the question "Are major changes needed in the health care sys-

Figure 59

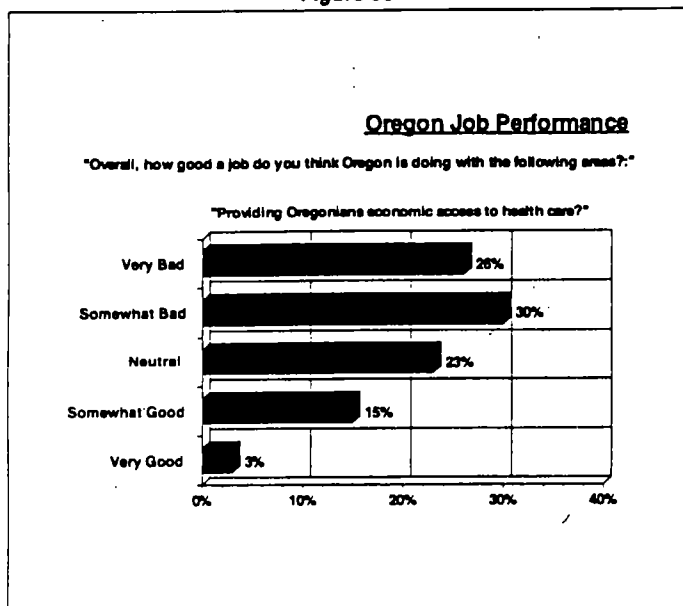


tem?" were asked "What kind of change is needed in the health care system?", the primary responses related to access and affordability.

Providing Economic Access

"Providing Oregonians economic access to health care" was rated very poorly by Oregonians on the Oregon Job Performance series of questions asked in the survey. In fact only three items out of nineteen total were below this item in the overall

Figure 60



ranking.

Basic Health Care Bill be More Affordable

In response to the statement, "A greater percentage of Oregonians can afford basic health care" (Figure 61), participants were not particularly optimistic. This is useful information because this statement represents a benchmark which the state has set for itself.

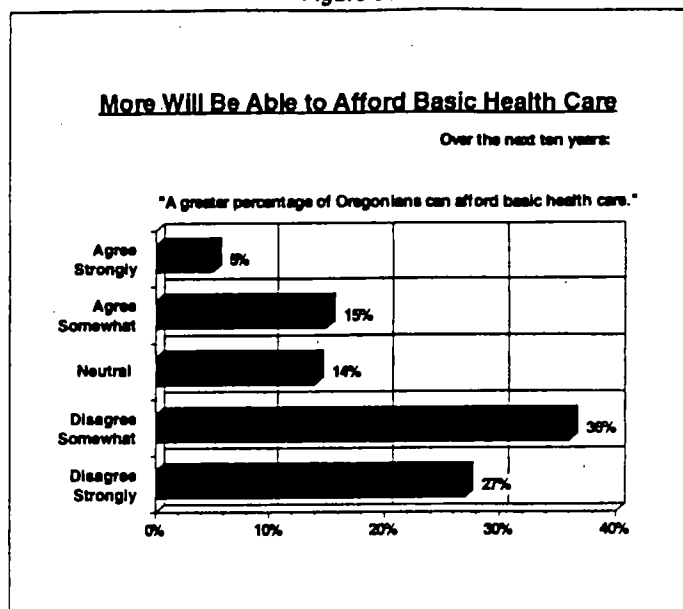
Rationing

When asked to rate both the likeliness and desirability of the statement "Rationing of health care services to terminally ill and elderly will become commonplace" participants reacted strongly. Essentially, "rationing" is considered likely and undesirable.

National or State Health Insurance

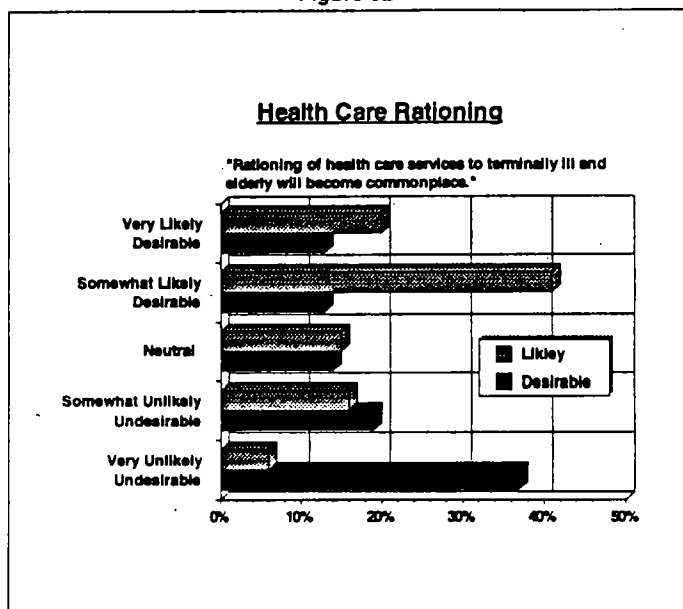
In what may well reflect nervousness about

Figure 61



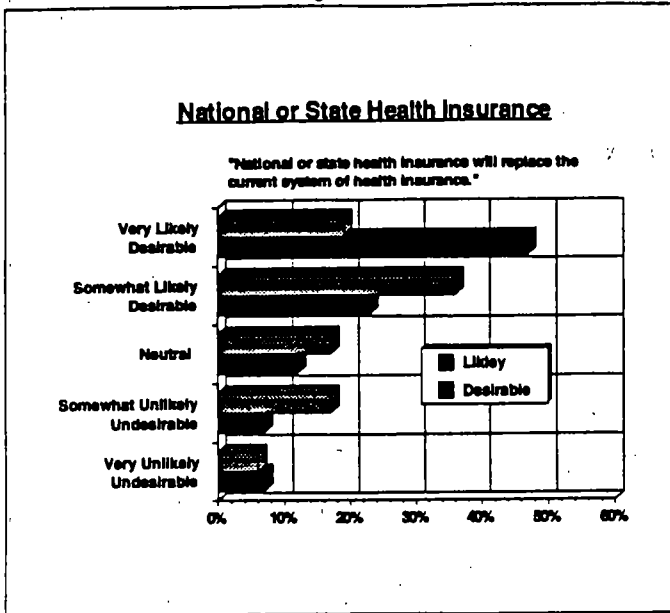
both the affordability of health care and access to health care, respondents indicated a strong preference for national or state health insurance. While

Figure 62



considering the statement "National or state health insurance will replace the current system of health insurance" to be quite a bit more desirable than likely, participants nevertheless felt that it was both likely and desirable (Figure 63 - next page).

Figure 63



Oregon Voter Profile

Voters matter in Oregon. Since the early part of this century, Oregonians have possessed the initiative, referendum and recall. While these three different vehicles of direct democracy have been used somewhat sparingly by Oregonians (at least in comparison with our neighbor to the south), their mere presence on the scene serves as a constant reminder of the critical importance of voters in Oregon.

This profile divides participants into three separate classes: those who voted in the May 1992 primary, those who are registered to vote but did not vote in the May 1992 primary, and those who are not registered. The May 1992 primary was a relatively low-turnout election which, therefore, serves to clearly distinguish those for whom voting is particularly important from those for whom it is not.

Figure 64 provides some basic demographic

Figure 64

<u>OREGON VOTER PROFILE</u>			
	Motivated	Registered	Not Registered
Percent of Total	52%	33%	15%
Age	47.71	38.03	35.82
Income	37,694.54	32,832.25	26,595.55
# in Household	2.82	2.94	3.01
# Children	2.02	1.96	1.92

information about these three different groups. From the beginning of this examination, it becomes clear that the differences are not coincidental. Motivated voters (who represent 52 percent of our sample) are older, and have a higher household

income. Figure 65 show the difference in marital status. Motivated voters are more likely to be mar-

Figure 65

<u>OREGON VOTER PROFILE</u>			
MARITAL STATUS	Motivated	Registered	Not Registered
Single, Never Married	10%	21%	23%
Single, Living with Someone	4%	9%	8%
Married	65%	51%	48%
Divorced or Separated	14%	17%	19%

ried, and less likely to have experienced divorce.

Reinforcement for the notion that these differences between voters and non-voters amounts to a class difference comes in Figure 66 which shows

Figure 66

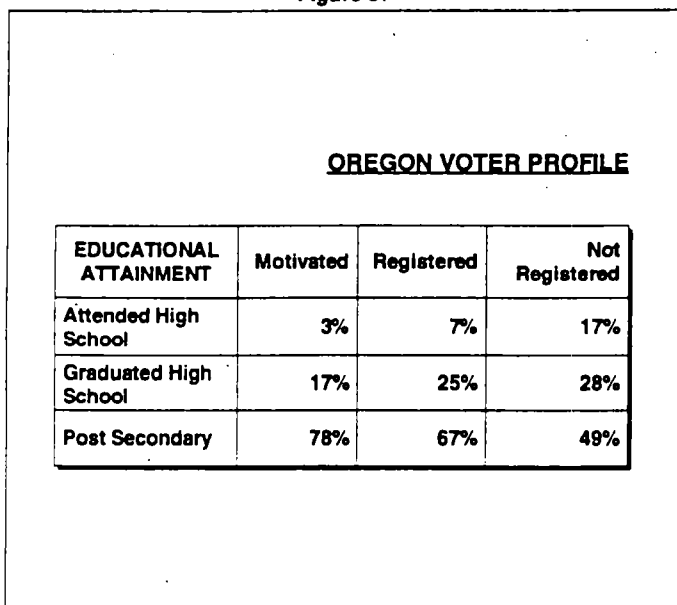
<u>OREGON VOTER PROFILE</u>			
HOUSING	Motivated	Registered	Not Registered
Single Family Home	74%	64%	57%
Mobile Home	10%	10%	17%
Apartment / Condo / Duplex	12%	21%	18%
Own	75%	57%	41%
Rent	24%	43%	57%

information relating to housing. Seventy-five percent of participants who voted in the May 1992 primary own their home. Of those not registered to vote, only 41 percent own their own home. Moti-

vated voters are significantly more inclined to live in a single family home than are non-voters, and not surprisingly they are significantly less inclined to have lived in either a mobile home or apartment than are non-voters.

The differences in educational attainment are equally compelling. Fully 78 percent of moti-

Figure 67



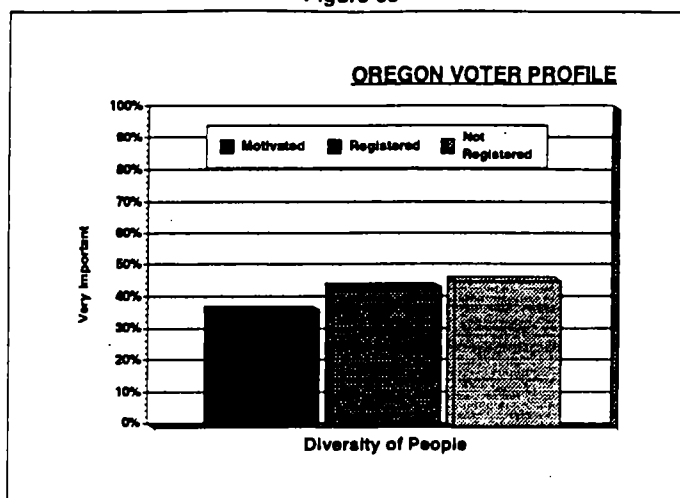
vated voters have attained some level of post secondary education as opposed to 49 percent of those not registered to vote.

As with the other demographic variables surveyed in the previous figures, the differences demonstrate a continuum, with motivated voters at one end, non-registered voters at the other end, and those registered but not voting in the middle. Furthermore there are clear economic and social implications for this continuum. Those who are older, have higher educational attainment, own property, have higher incomes, and have families are significantly more inclined to vote.

Diversity of People

The accompanying graphs will examine the extent to which each of the aforementioned classes feels that the topic of the graph is very important. The topic of Figure 68, for example, "Diversity of people," is one of the 10 personal values which were

Figure 68

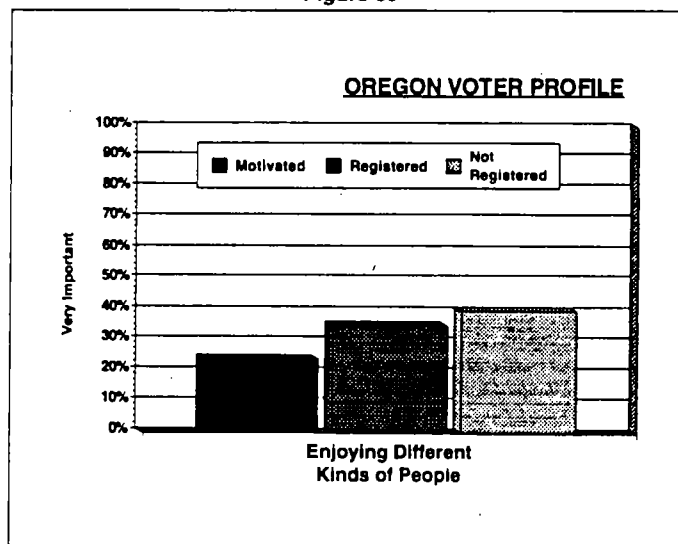


measured using both the scaled comparison technique and the conventional open- and close-ended questionnaire. Approximately 37 percent of motivated voters thought that "Diversity of people" was very important; 44 percent of those registered but not voting felt that "Diversity of people" was very important; 46 percent of those not registered to vote felt that "Diversity of people" was very important. The same continuum referenced earlier exists here as well.

Enjoying Different Kinds of People

These findings are similar to those above. That is, motivated voters are less inclined to rate as very important either "Diversity of people" or "Enjoying different kinds of people".

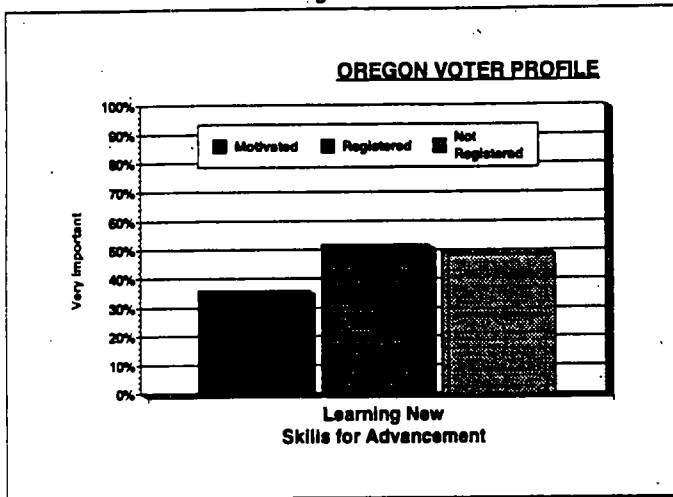
Figure 69



Learning Skills for Advancement

The earlier demographic profile might suggest that motivated voters are less concerned about "Learning new skills for advancement" because they are more likely to possess those skills than either those who neither registered or voted.

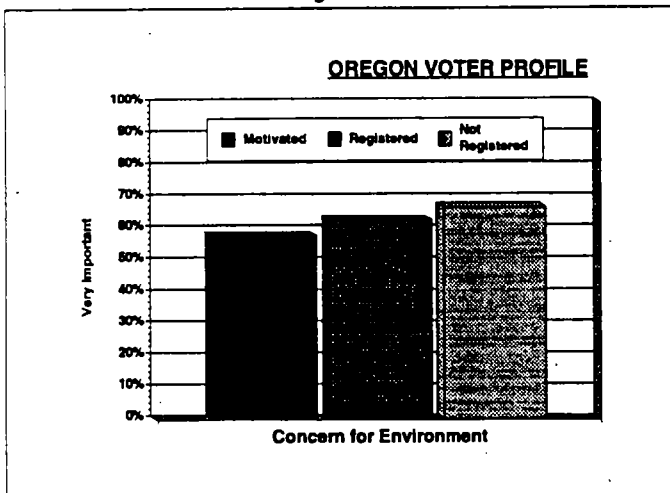
Figure 70



Concern for the Environment

While there are clearly differences here (Figure 72), each of the three different groups sees this value as very important.

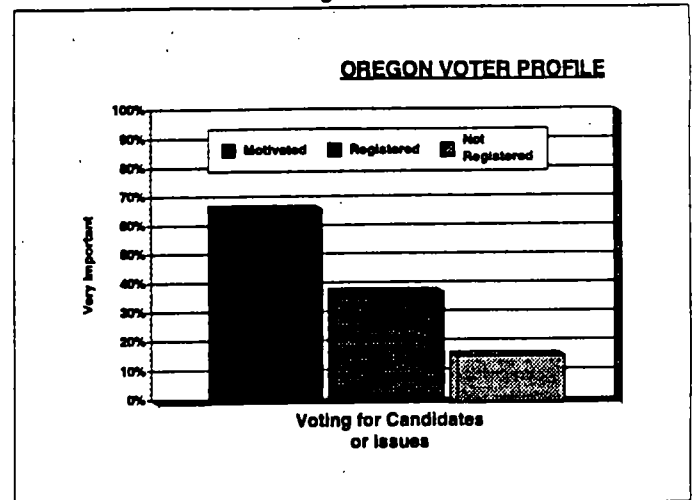
Figure 71



Voting for Candidates or Issues

The results of this graph (Figure 73) ought to be obvious, but it is useful in demonstrating strong internal consistency in the study data, and in

Figure 72

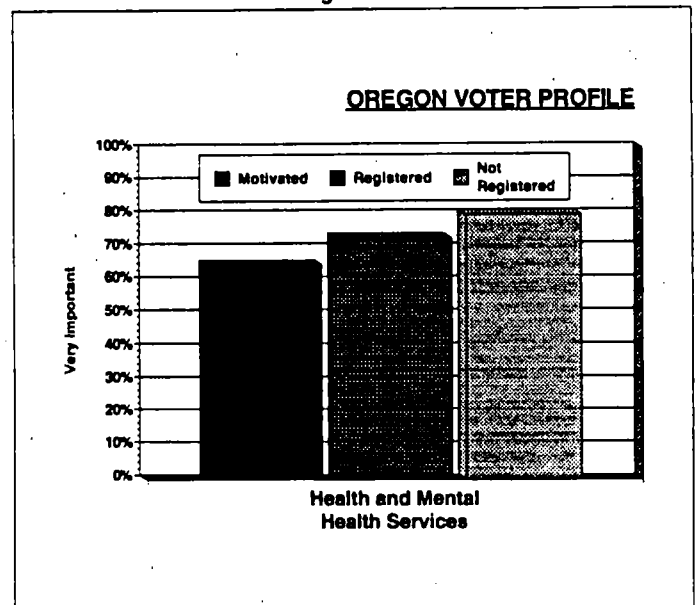


confirming another important sub-text to this profile of voters; people who don't vote are clearly more inclined to feel alienated from public participation.

Health and Mental Health Services

A clear difference exists between active voters and non-voters in virtually all areas of social service. Given the economic and social profile of these three groups it is interesting to note that those most in need or most aware of the need for these various social services are least likely to vote.

Figure 73



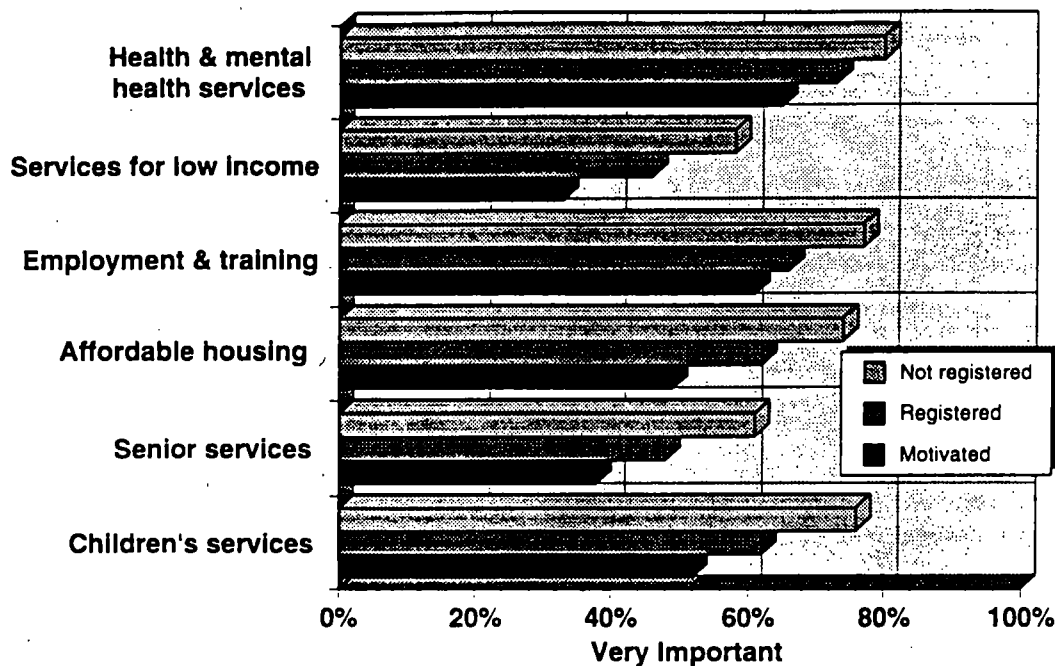
Social Services - Generally

A very clear pattern emerges when viewing the results portrayed in Figure 74. Each bar represents the extent to which that group (motivated ,

tion. While there was not a significant difference among these three classes of voters with respect to the importance of education overall, greater accountability in education clearly appeals more to the motivated voters.

Figure 74

Differences by Voter Motivation on Importance of Various Social Services

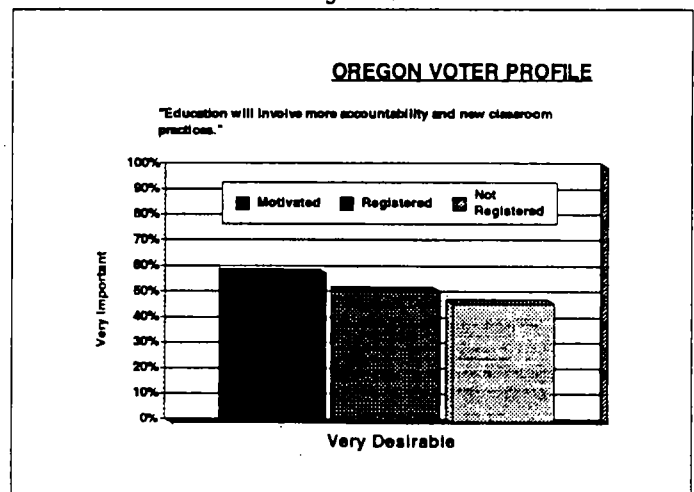


registered, or not registered) feel that the respective social service is very important. Those who are not registered to vote are more likely, sometimes significantly so, to indicate that social services are very important to a greater extent than those who are registered but did not vote in the May primary, or those who are registered and did vote in the May primary (motivated voters).

Educational Accountability

While it is clear that non-voters are more likely to express enthusiasm for social services (for which they arguably have greater need, or to which they are more aware), voters were more likely to express their support for accountability in educa-

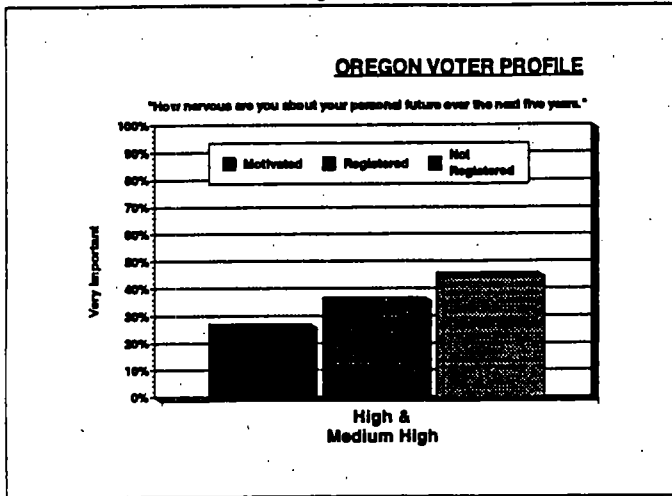
Figure 75

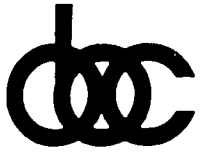


Nervous About the Future

It is not at all surprising then, given all of the above, to discover that non-voters acknowledge considerably more nervousness about their own personal future over the next five years.

Figure 76





OREGON BUSINESS COUNCIL

A large, thin black outline of the state of Oregon is centered on the page. Inside the outline, the title 'Oregon Values & Beliefs' is written in a bold, italicized, serif font.

Oregon Values & Beliefs

Summary

May 1993

ACKNOWLEDGMENTS

The Oregon Business Council, established in 1985, is a non-profit, non-partisan and independent organization of Oregon business executives. Directors of the Council are chief executive officers of Oregon-based corporations, senior executives of major Oregon divisions of national companies, and individuals from business who play a significant role in developing public policy in Oregon.

The Council's objective is to make a unique and strategic contribution to the state's long term social and economic well-being. It does this by examining a relatively few number of subjects based on thorough research and the personal involvement of every Oregon Business Council member.

Generous contributions from US Bancorp, PacifiCorp, each member of the Oregon Business Council and prepaid subscriptions from the Oregon Progress Board, The Oregon Department of Economic Development, The Oregon Department of Transportation, and Tri Met made this study possible.

The Oregon Values & Beliefs Study was conducted on behalf of the OBC by Decision Sciences, Inc. of Portland. Their professional approach to this truly significant undertaking is gratefully acknowledged by the Council. In addition, the Council would like to acknowledge the assistance of various Chambers of Commerce throughout Oregon, the Oregon State University Extension Service and Red Lion Hotels for their generous support and assistance during the course of this study.

Finally, the Council gratefully acknowledges the 1,361 Oregonians who participated in this study.

OREGON CORE VALUES

FAMILIES

Above all else, Oregonians cherish families and family life.

EMPLOYMENT

Oregonians esteem employment and the economic conditions which create employment. They believe the world of work has changed significantly, and they acknowledge a strong relationship between skills and personal income.

EDUCATION

Oregonians value education, particularly primary and secondary education. However, they believe their education institutions are not adequately addressing the changing needs and nature of work today.

LIVABILITY

Oregonians treasure Oregon's physical qualities, and they acknowledge that these attributes underpin the state's economy. At the same time, they fear the future impact of population growth on Oregon's environment and livability.

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Introduction

In Oregon, there is a direct relationship between public values and public policy. Therefore understanding the public's values -- what Oregonians believe and hold dear at their core -- is critically important. Until recently, conventional wisdom about Oregonians' individual and collective values was fairly widely accepted. For most of this century, Oregon has been considered a progressive state typically on the leading edge of innovation in public policy. However, the pace of change, along with the differences produced by change, has created the need for greater clarity and depth in assessing public values.

It is against this backdrop that the Oregon Business Council (OBC), a private non-profit organization comprised primarily of chief executive officers of Oregon's largest companies, concluded that a deeper, broader understanding of the values and beliefs most important to Oregonians was critical. The Oregon Values and Beliefs study was conducted on behalf of the Council by Decision Sciences, Inc. of Portland. This summary describes the study and its key findings.

Study Purpose and Technique

The Oregon Values and Beliefs Study was conducted during the months of July and August of 1992. The purpose of the study was to:

- Explore the underlying core values of Oregonians.
- Gain understanding about those values where differences exist.
- Allow policy issues to be debated with a clear understanding of core values and beliefs.
- Allow for conclusions to be drawn regarding public sentiment on key issues confronting Oregon.
- Provide a scientifically sound benchmark of

core values which may be periodically measured.

The Oregon Progress Board and its staff were deeply involved in the development of this study, and several of the questions are focused on the Oregon Benchmarks developed by the Progress Board.

The undertaking involved 1,361 Oregonians in several thousand hours of face-to-face survey interviews occurring in each of Oregon's 36 counties. Survey topics ranged from public issues of today to personal perceptions and beliefs. Furthermore, the study divided Oregon into four regions (the three county metropolitan area, southern Oregon, western Oregon [including Lane County, the balance of the Willamette Valley, and the Oregon coast] and eastern Oregon), so that additional analysis could be conducted within each region.

A variety of techniques was employed in order to assure the integrity and quality of the resulting data. It is technically correct to refer to the Oregon Values and Beliefs study as an opinion survey, within the standard context and meaning of that term. The study also represents a first-of-its-kind effort to dig beneath today's headlines and gain clarity and understanding of those basic values and beliefs which Oregonians hold and will not change significantly from day to day, week to week, month to month, or even year to year. More information about the techniques employed by the study can be found in the technical appendix (available for a nominal cost upon request).

Scaled Comparisons - Measuring Abstract Qualities

One of the features of the study which distinguishes it from more conventional opinion surveys is its use of the scaled comparison technique developed and implemented by GravesResearch of Redlands, California. Indeed, the Oregon Values & Beliefs Study is comprised of two different techniques, the scaled comparison technique (described here), and the more conventional close and open ended question technique with which most people

are familiar. Scaled comparisons are a means of ranking abstract qualities like personal values. The study measures values in four categories:

Personal Values

"Which value is more important to you personally?"

Personal Activities

"Which activity is more important in your life?"

Government Services

"Which service do you feel is more important, regardless of cost or how well you think the service is currently provided?"

Community Values

"Which of the following is more important to the quality of life in the community where you live?"

Figure 1

Scaled Comparisons

Career or job opportunity ☒ ☐ ☐ ☐ ☐ Concern for environment

● This means you think "Career or job opportunity" is much more important than "Concern for environment."

Career or job opportunity ☐ ☒ ☐ ☐ ☐ Concern for environment

● This means you think "Career or job opportunity" is slightly more important than "Concern for environment."

Career or job opportunity ☐ ☐ ☒ ☐ ☐ Concern for environment

● This means you think "Career or job opportunity" and "Concern for environment" are exactly equal in importance.

The technique arrays pairs of unrelated values on either side of a five-point scale. Participants mark the scale at the points that most appropriately represent their beliefs (Figure 1).

In a manner somewhat akin to ballot rotation on election ballots, each participant received a list

Figure 2

Personal Values

"Which value is more important to you personally?"

Concern for environment	☐ ☐ ☐ ☐ ☐	Career or job opportunity
Diversity of people	☐ ☐ ☐ ☐ ☐	Practice of religion or spirituality
Seclusion, solitude or privacy	☐ ☐ ☐ ☐ ☐	Supporting your community
Participation in family	☐ ☐ ☐ ☐ ☐	Being economical or thrifty
Independence of self	☐ ☐ ☐ ☐ ☐	Charitability to others
Charitability to others	☐ ☐ ☐ ☐ ☐	Career or job opportunity
Concern for environment	☐ ☐ ☐ ☐ ☐	Practice of religion or spirituality
Diversity of people	☐ ☐ ☐ ☐ ☐	Supporting your community
Seclusion, solitude or privacy	☐ ☐ ☐ ☐ ☐	Being economical or thrifty
Participation in family	☐ ☐ ☐ ☐ ☐	Charitability to others
Independence of self	☐ ☐ ☐ ☐ ☐	Concern for environment
Career or job opportunity	☐ ☐ ☐ ☐ ☐	Diversity of people

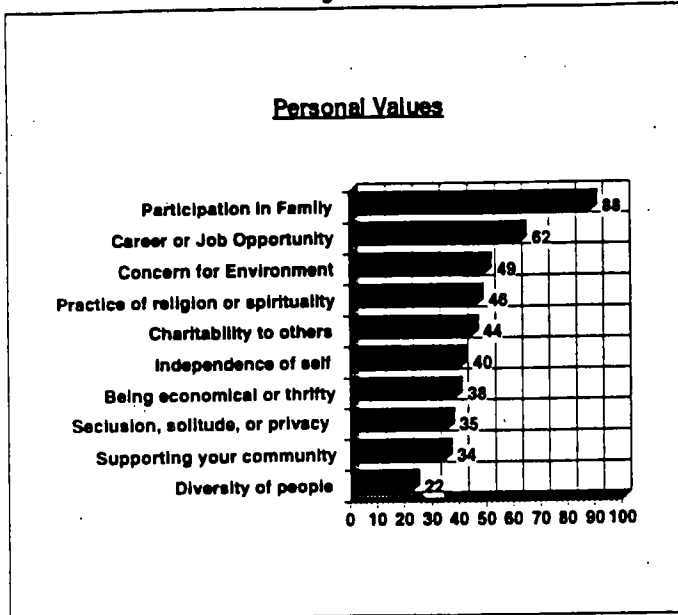
of pairs in each of the value categories which placed each value in different pairings. Figure 2 is a sample of this technique using a partial list of the personal values measured in the study. As is evident in the sample, each value is juxtaposed against every other value. At the end of this exercise, participants often feel as though they have just answered the same question a hundred different times. Values, activities and services in each of the four categories were developed after exhaustive debate and reflection and supplied to participants without explanation.

Figures 3, 4, 5, and 6 represent the statewide results obtained using the scaled comparison technique. These four graphs display findings within each of the four categories describe above (personal values, personal activities, government services, and community values).

Personal Values

Figure 3 represents the actual statewide rank order of 10 personal values which were measured. Again, these values were supplied to participants, and they were not explained. "Participation in family" ranks at the top of list of personal values by a significant order of magnitude. This focus on family represents the beginning of a theme which is consistent throughout the study: issues perceived to affect the family are paramount in the minds of

Figure 3



the vast majority of Oregonians. While there is some variation based upon gender, age, and income, "Participation in family" is the leading value identified by all demographic subgroups. "Career or job opportunity" ranks a distant, but nevertheless strong, second. This too marks the beginning of a message seen throughout the study: a clear focus on jobs.

The top two personal values represent a broad consensus among Oregonians. No consensus is evident in the third ranking value, "Concern for the Environment," where there exists a fairly discernible difference among the regions of the state.

Personal Activities

For each personal value listed in Figure 3, two associated activities are listed in Figure 4, Personal Activities. This cross referencing provides a unique opportunity to verify the personal values. For example "Spending time with family" and "Spending time with parents" lead the personal activities list. Both are derivatives of the "Participation in family" value which ranked at the top of the list of personal values. On the other hand, "Enjoying different kinds of people" and "Getting along with other cultures" (ranked 5th and 6th respectively on the list of personal activities in Figure 4) derive from the "Diversity of people" value which ranked tenth on the list of 10 personal values (Figure 3).

"Learning new skills for advancement" in

Figure 4

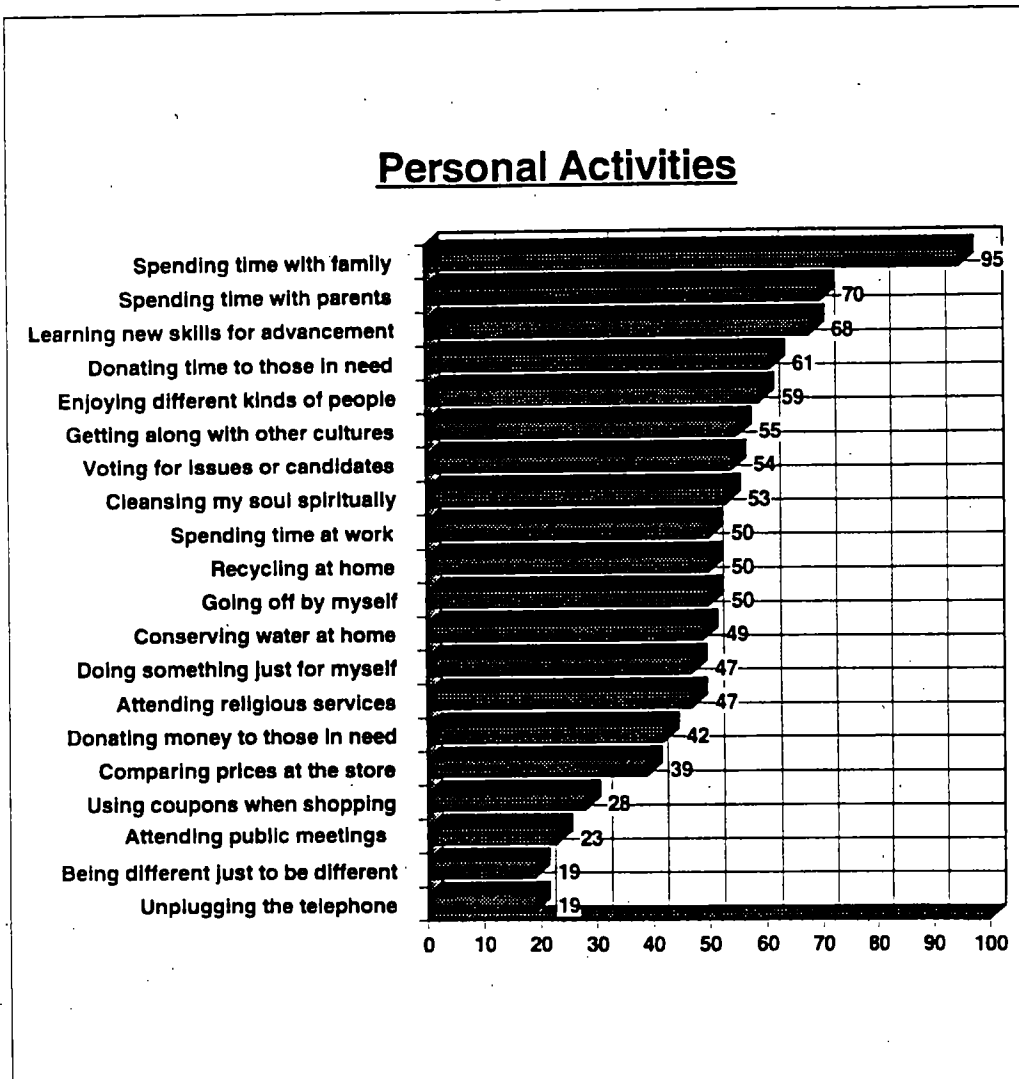
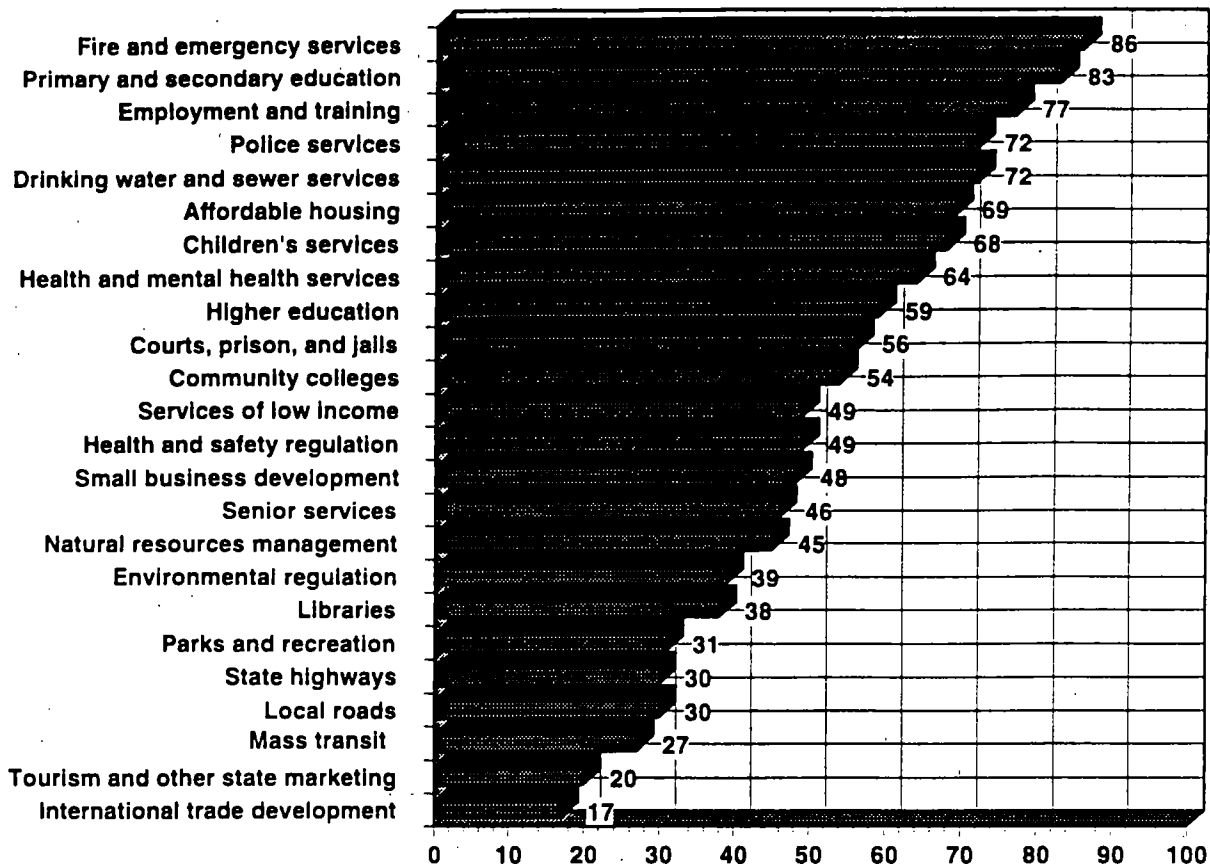


Figure 5

Government Services



third position suggests a strong association with the "Career or job opportunity" value in Figure 3. This consistency reinforces the intensity and clarity of beliefs on the part of Oregonians on the subject of jobs. One wonders if "Learning new skills for advancement" would have ranked third on the list, 10 or 15 years ago when a large proportion of family wage jobs required relatively low skills.

Government Services

The government services shown in Figure 5 were described by function rather than by specific government agencies so that participants could more easily relate to them. The question asked was, "Which government service do you feel is more important, regardless of cost or how well you feel the service is currently provided?" It was made

clear that participants should not make value judgments about the cost or efficiency of each individual service.

While conventional wisdom would anticipate the high ranking of services related to security and safety, the ranking of "Primary and secondary education" as a strong second is somewhat surprising. It is interesting to note that almost all of the services at the top of the list are provided by local government.

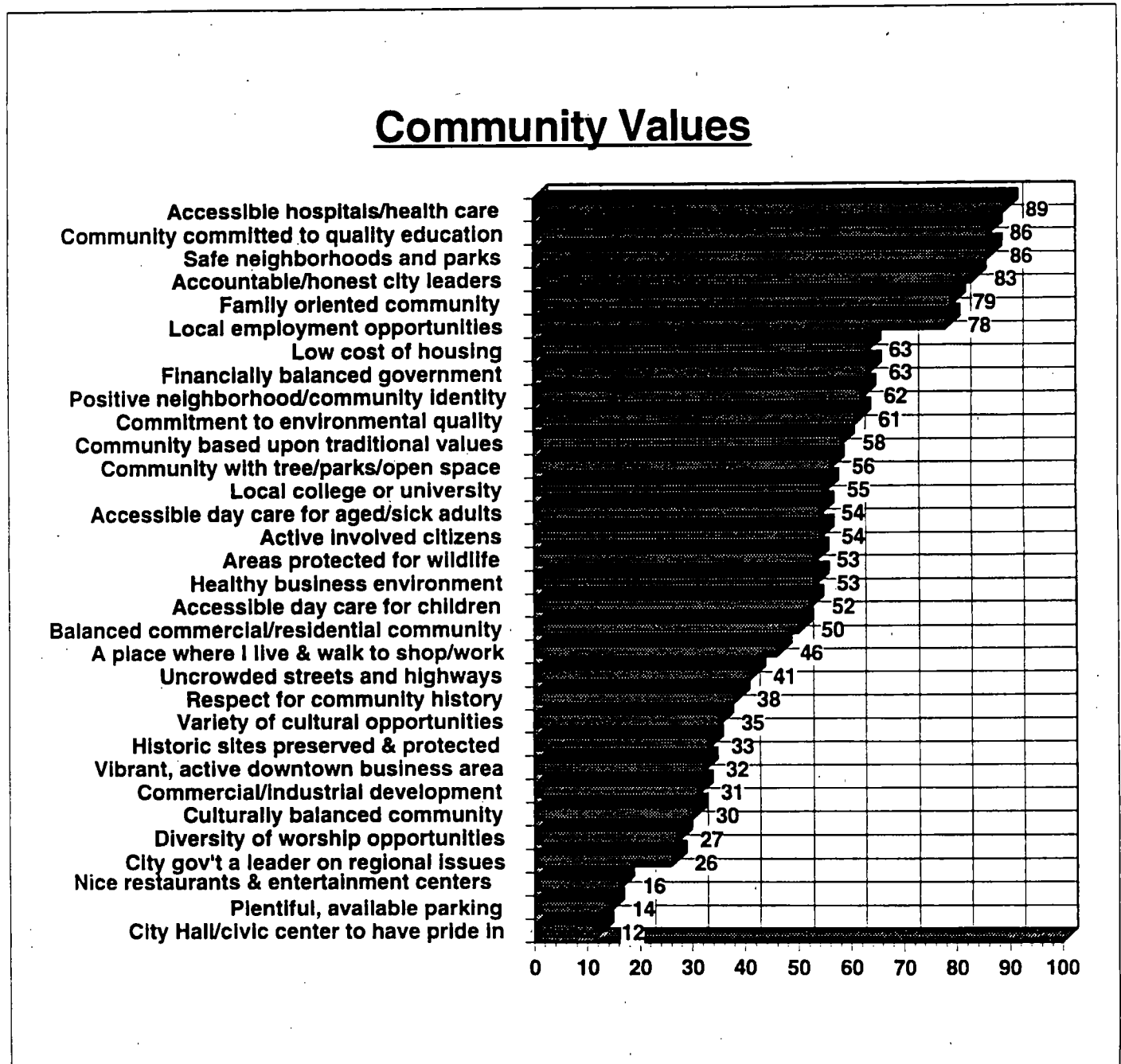
One additional theme that begins to emerge is the importance of education and job skills. "Primary and secondary education" and "Employment and training" rank two and three respectively on the list of 24 government services.

Community Values

The list of 32 community values (Figure 6) again demonstrates the importance of education, principally primary and secondary education, to the people of Oregon. Surprisingly, "Accessible hospitals/health care, was rated more important by urban residents than those in the eastern part of the state. It is interesting to note that on this list of 32 community values "Accountable/honest city lead-

ers" ranks a strong fourth. Oregon is not particularly known for having anything other than accountable and honest city leaders. One might presume that this statement of values might be relevant for elected leaders at all levels and is a further reflection of the dissonance between our various governments and the general population.

Figure 6



Findings

The balance of this summary is organized around areas of key findings. Those include:

- Families
- Career, jobs and economic security
- Education and skills development
- The environment
- Regional division
- The gender gap
- Newcomers
- Diversity
- Growth management
- Health care

The concluding portion of this summary includes a look at some of these finding areas through the eyes of those who vote as well as those who don't.

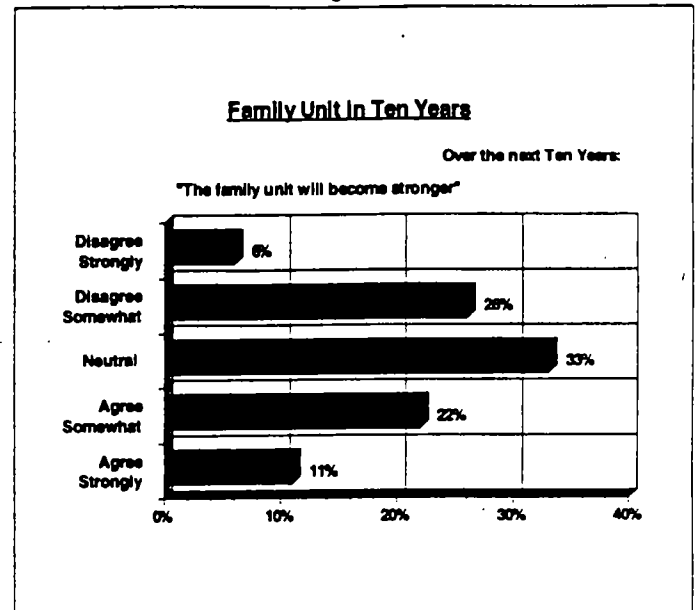
Families

The importance of families pervades the study and reflects a level of intensity that may surprise some. In the scaled comparison of personal values, "Participation in family" was at the top of the list, and the second ranking item "Career or job opportunity" was a full 26 points behind. "Spending time with family" and "Spending time with parents" ranked first and second on the list of personal activities. Fifth on the list of 32 community values was "Family oriented community."

Family Unit

In a series of questions designed to solicit predictions about the next 10 years, participants were asked about the future of the family unit (Figure 7). The result was that people are almost evenly divided about the future strength of the family unit. Nevertheless, many might consider this to be somewhat optimistic given the fact that more people agreed strongly than disagreed strongly.

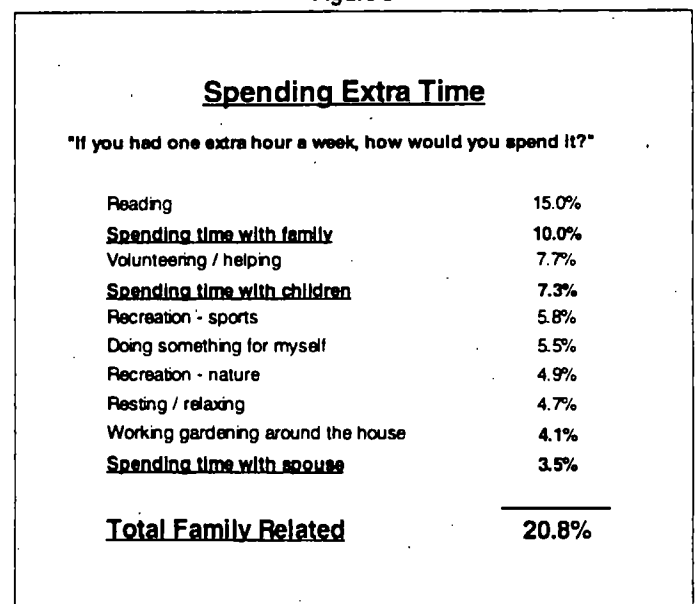
Figure 7



Extra Time

In an open-ended question (participants supply the answer) asking "If you had one extra hour a week, how would you spend it?" nearly 21 percent of the responses were specifically and directly related to family, representing the single largest aggregation of responses. Arguably, several of the other response categories could be family-related.

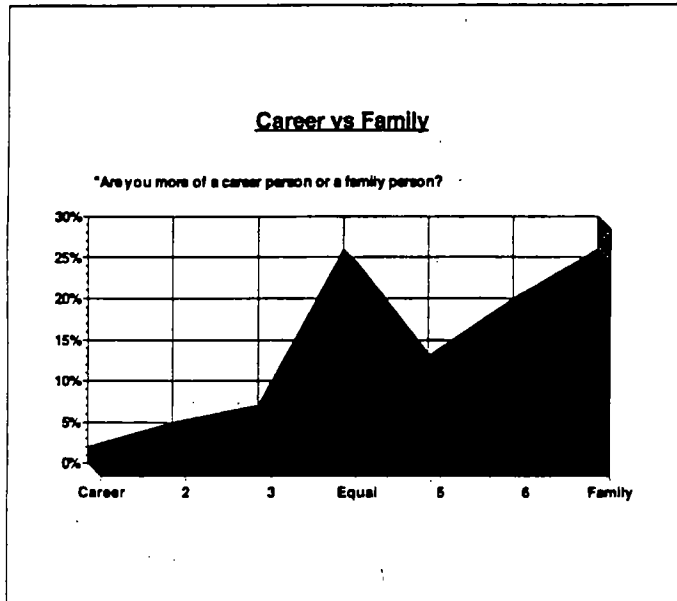
Figure 8



Career vs. Family

When asked "Are you more of a family person or a career person?" (Figure 9), the response was strongly on the family side of the equation. With only 2 percent identifying themselves on the extreme career side of the seven point scale, fully 26 percent placed themselves on the polar opposite family end.

Figure 9



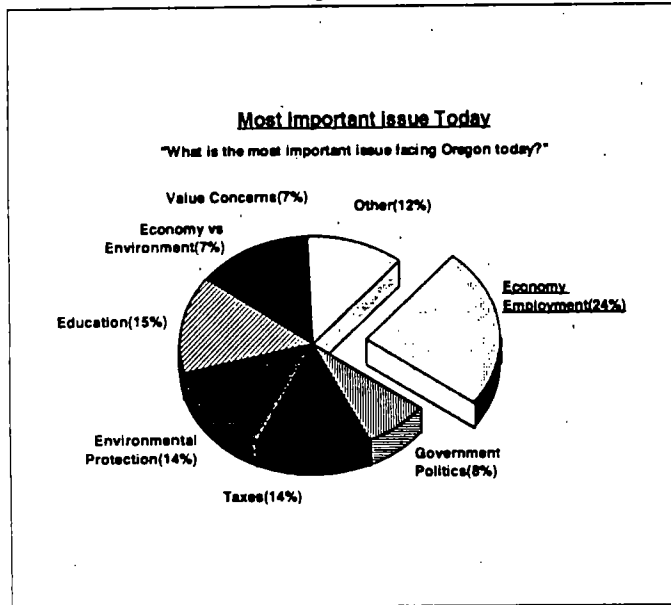
Career, Jobs, And Economic Security

Not surprisingly, Oregonians are very keenly focused on employment and many of the issues which surround it. "Career or Job Opportunity" was a strong second on the scaled comparison list of 10 personal values, and "Learning new skills for advancement" was third on the list of 20 personal activities. "Employment and training" was third on the list of 20 government services.

Most Important Issue Today

When asked to supply their own answers to the question "What is the most important issue facing Oregon today?" fully 24 percent of the respondents said either the economy or employment.

Figure 10

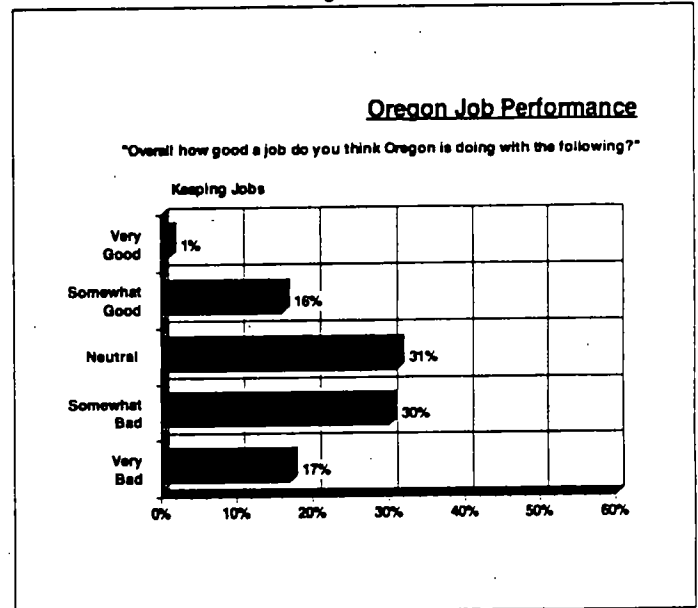


Another 7 percent listed the Economy vs. the Environment, which was essentially a complaint about the extent to which environmental protection was perceived to interfere with the economy. These responses would likely fall into a broader category relating to concern about jobs and the economy. Interestingly, a distinction is often made between jobs and the economy, implying something other than a direct relationship between the two.

Keeping Jobs

The Oregon Value & Beliefs Study included a "Job Performance" measure for 19 different items. Participants were asked to answer the question "Overall how good a job do you think Oregon is doing with the following areas?" followed by the

Figure 11

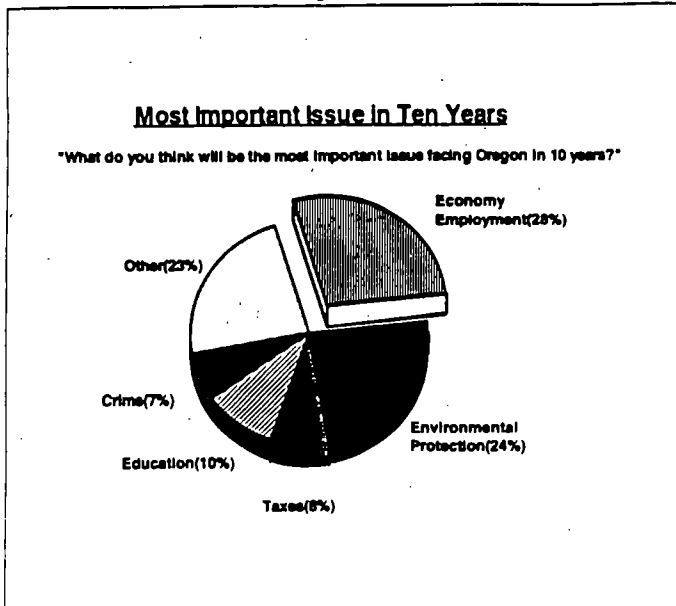


item to be measured. It is important to note that Oregon is being measured, and not some specific unit of government. On the subject of keeping jobs (Figure 11), Oregon received what can only be considered a very poor rating. Forty-seven percent of the participants regarded its performance as somewhat or very bad. Despite the fact that Oregon was doing better at keeping jobs than the balance of the nation at the time this data was collected, study participants clearly believed otherwise.

Most Important Issue in Ten Years

Participants were often asked to reflect on their values and beliefs both in the present and the future. The future horizon was 10 years. In the following example the question was "What do you think will be the most important issue facing Oregon in 10 years?" Again, the "economy/employment" were the top items. And again, both terms were used, apparently not interchangeably. "Environmental Protection" was a strong second in this

Figure 12



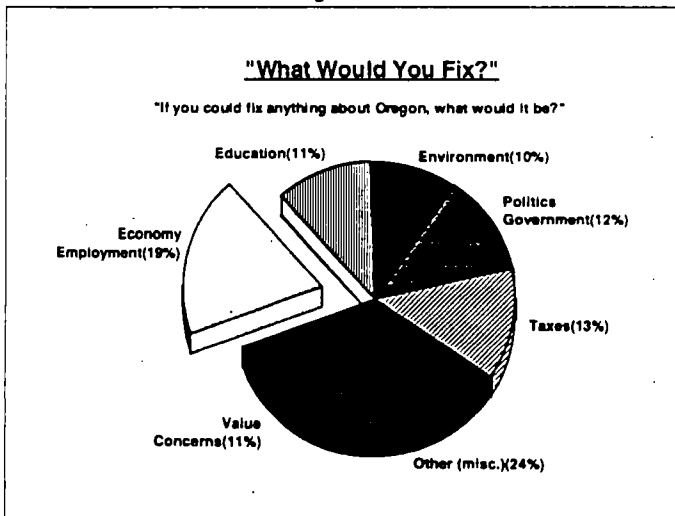
gon what would it be?" (Figure 13), the economy led the way with 19 percent. Education shows up again with a significant response (11 percent).

open-ended question, which reflects a broader concern about our "environmental future" and the extent to which economic and population growth will degrade our quality of life. The prominent mention of "Education" (ranked third most important here) in this question, and its place in scaled comparisons of government services, community values, and its strong showing among the most important issues today, suggest the possibility that Oregonians acknowledge a relationship between the importance of education in confronting an uncertain economic future.

What Would You Fix?

Asked "If you could fix anything about Ore-

Figure 13



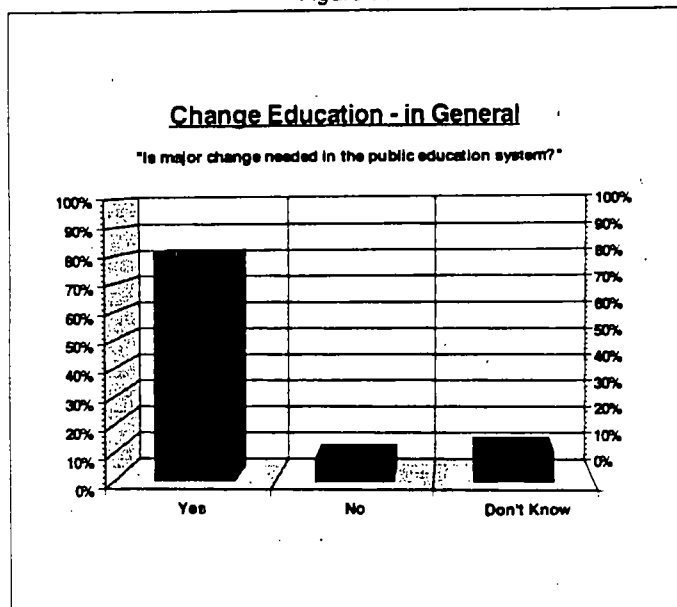
Education And Skills Development

Nowhere else in this study was conventional wisdom challenged to the extent found here. Certainly it comes as no surprise that Oregonians support education; we have consistently outspent most states (proportionately). "Learning new skills for advancement" was the third leading personal activity, while "Primary and secondary education" and "Employment and training" were second and third, respectively, on the list of government services. "Community committed to quality education" was the second leading value among 32 community values.

Change Generally

It is not surprising that Oregonians want

Figure 14

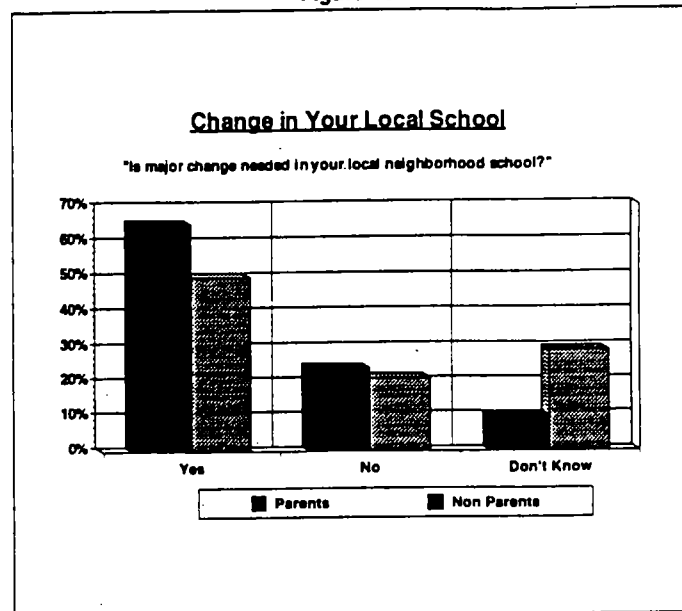


change in education (Figure 14). It is widely acknowledged that people want change in education in general. But as in surveys of satisfaction with congress, dissatisfaction typically dissipates when the issue becomes localized. "My" congress person isn't the problem; "my" local neighborhood school isn't the problem.

Change locally

When Oregonians were asked about local schools, however, a surprising number agreed that major change is needed in their local neighborhood

Figure 15



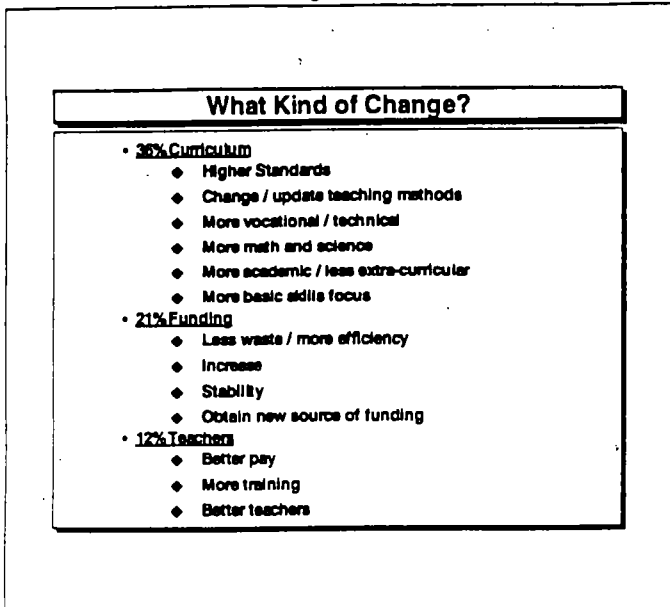
school. What makes this response particularly interesting is the difference between parents and non-parents. Non-parents (who, after all, don't have kids in local neighborhood schools) were less likely to have an opinion. Parents (those most likely to be familiar with local neighborhood schools), feel that significant change is needed in their local neighborhood school. This finding clearly runs counter to the conventional wisdom.

What Kind of Change?

The study probed at some depth the kind of change that people had in mind. Is there, for example, some idealized notion of the way education ought to be based upon our recollections of education 20 or 30 years ago, or do people have something else in mind? Figure 16 represents responses to an open-ended question which asked "What kind of changes?" to those answering yes to the question in Figure 15.

Responses fell into three basic categories: curriculum, funding, and teachers. The single response mentioned most often was establishment of

Figure 16



higher standards for students. Funding mentions combined to include 21 percent of the responses and were evenly divided between those who felt that more money was needed, and those who felt that current resources should be used more efficiently. Responses relating to teachers combined for about 12 percent and those included such things as better pay and more training. The balance of the responses to this question involved a wide variety of issues.

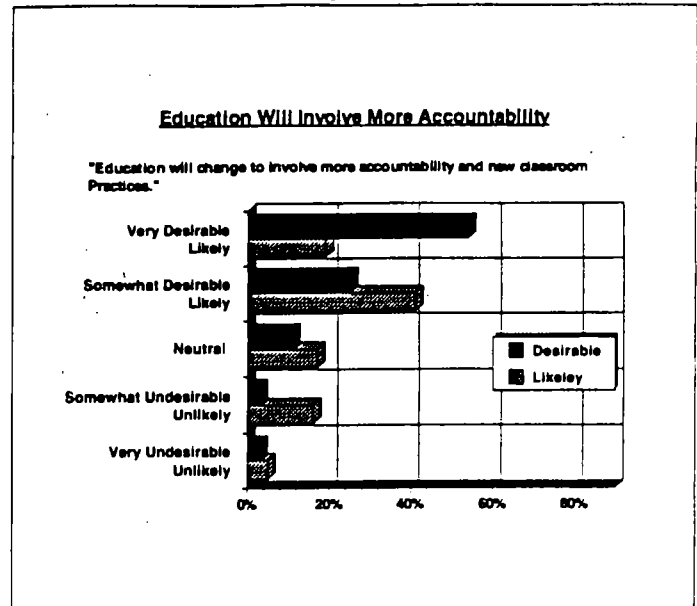
More Accountability

The statement in Figure 17, "Education will change to involve more accountability and new classroom practices" asked for two responses. The first asked how desirable the statement was, and the second asked how likely that same statement was. While there is a fairly significant gap between desirable and likely, in both cases a majority of participants felt that it was desirable and likely that "Education will change to involve more accountability and new classroom practices."

Primary and Secondary Education

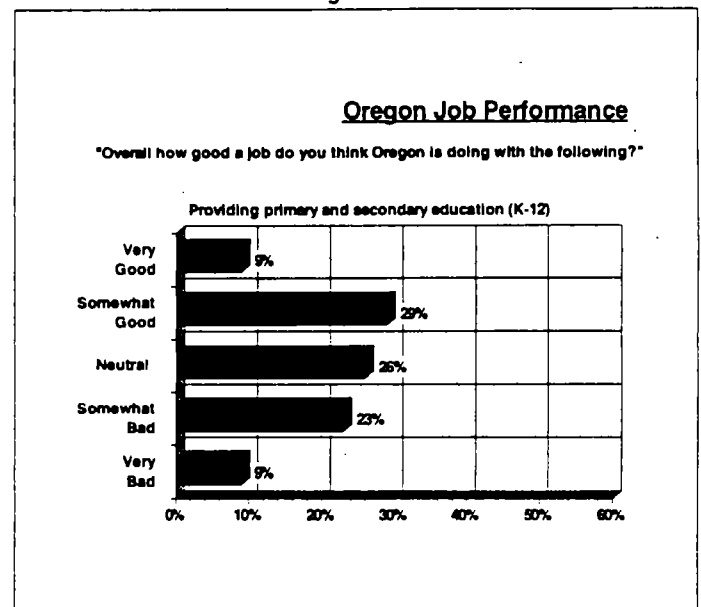
"Providing primary and secondary education (K-12)" received a "so-so" job performance rating (Figure 17), with 38 percent saying very good to good and 32 percent saying very bad to bad. While this performance rating is not catastrophic, it does place education in the middle of the ranking.

Figure 17



It is important to note that while Oregonians express strong support for the importance of education, they do not express equally strong confidence in its present quality.

Figure 18



Skills for a Global Economy

A mere 17 percent of participants said Oregon is doing very to somewhat good at "Providing Oregonians the skills necessary to compete in a global economy" (Figure 18). Out of 19 items in the Oregon Job Performance, this item ranked sec-

ond from last. The ranking would suggest a further recognition by Oregonians that the global economy is significantly changing the nature of work and that Oregonians will not be sufficiently skilled to compete.

Figure 19

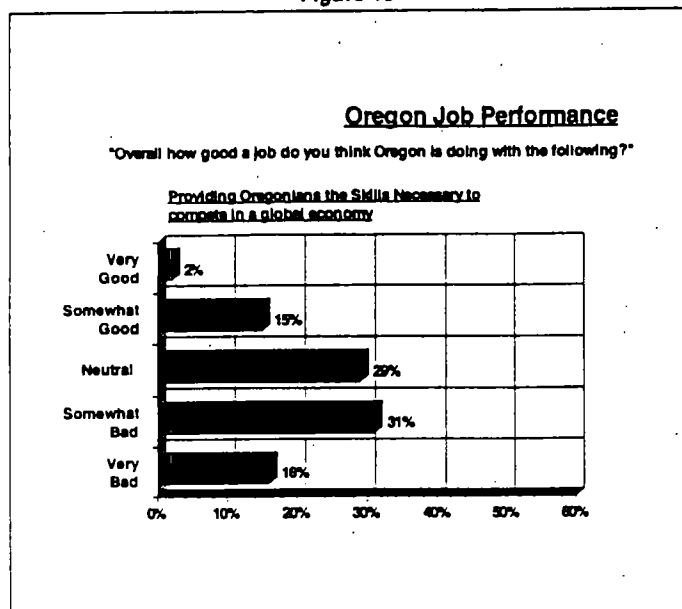
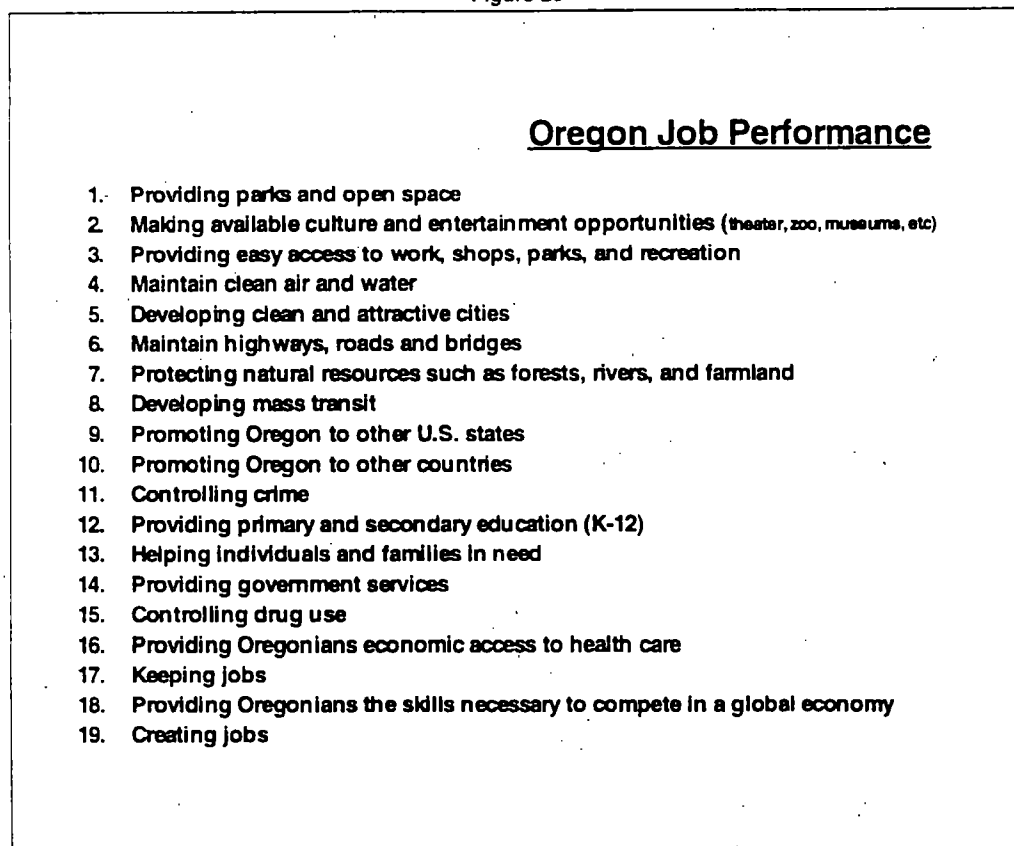


Figure 20



While "Learning new skills for advancement" was ranked third on the list of 20 personal activities, and "Employment and training" was considered the third most important government service, there appears to be a lack of confidence in the adequacy of those newly acquired skills for competing in the global marketplace.

Oregon Job Performance

Figure 20 represents the entire list of items which were ranked in the Oregon Job Performance. This list begs to be read not from the top down, but rather from the bottom up. Presumably, someone who thinks Oregon is doing well at something is not necessarily expressing approval of the item being evaluated. Conversely, it could be argued that someone who gives a bad performance rating is also expressing disappointment. In other words if they didn't care about the item being evaluated, they wouldn't give it negative rating.

With that in mind, it is not surprising to see jobs at the bottom of the list. It may not now be surprising to see the position of "Providing Oregonians the skills necessary to compete in a global economy," but one wonders how this would have fared, say, 10 to 15 years ago when the number of family-wage, low-skill jobs was in substantially greater supply.

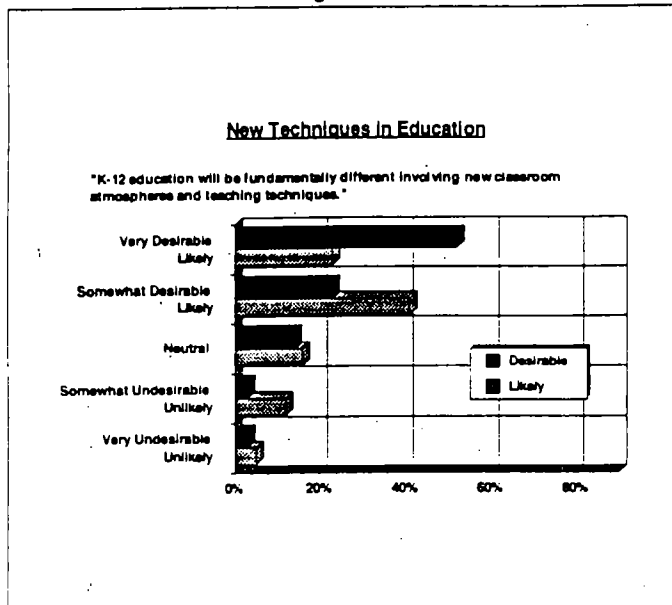
It is particularly interesting to note that Oregonians feel we're doing a better job at "Controlling crime" than at "Providing primary and secondary education." Again, given the overall importance attached to primary and secondary education in the scaled comparisons of government services and community values, this suggests strong concerns

about the delivery of education today.

New Techniques

Participants thought that "K-12 education will be fundamentally different involving new classroom atmospheres and teaching techniques" was likely to occur and, by an even larger margin

Figure 21

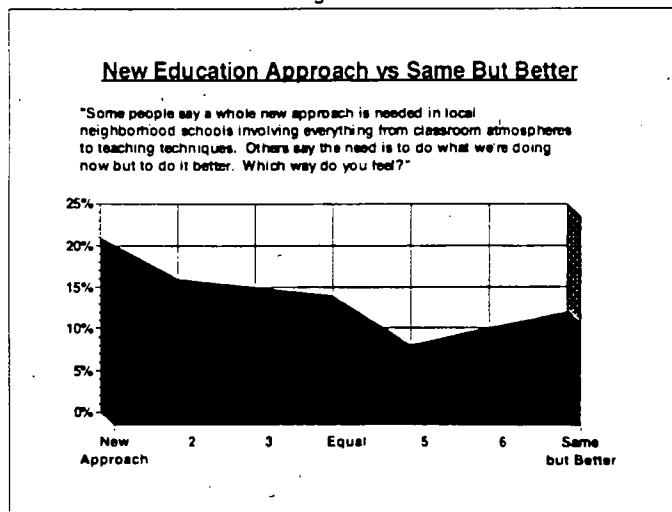


found it to be desirable (Figure 21).

New Approach in Education

Provided a scenario which attempts to paint two opposite views about educational change, participants clearly leaned towards what was described as a new and different approach (Figure 22). Again,

Figure 22

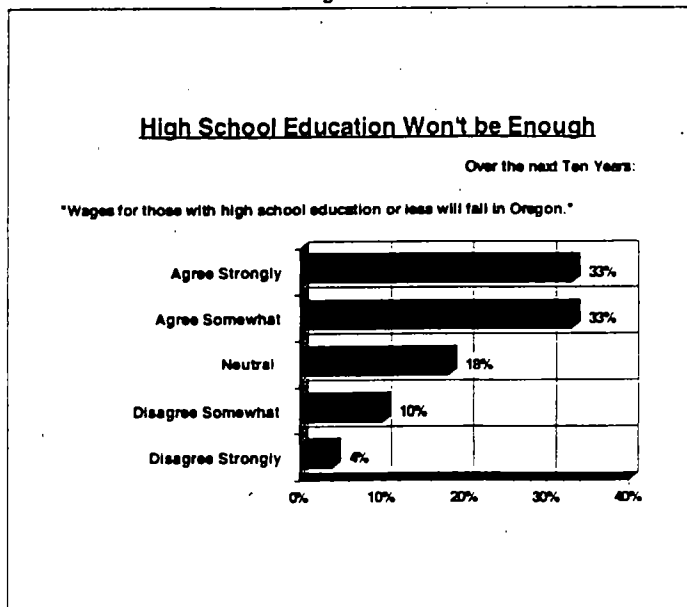


this emphasizes the extent to which participants are inclined to view educational change as something quite different than improving past practices.

High School Won't be Enough

There appears to be a strong recognition that a high school education, at least as it is now config-

Figure 23



ured, is inadequate in achieving economic security. In Figure 23, 66 percent of participants agreed strongly to somewhat strongly that "Wages for those with high school education or less will fall in Oregon."

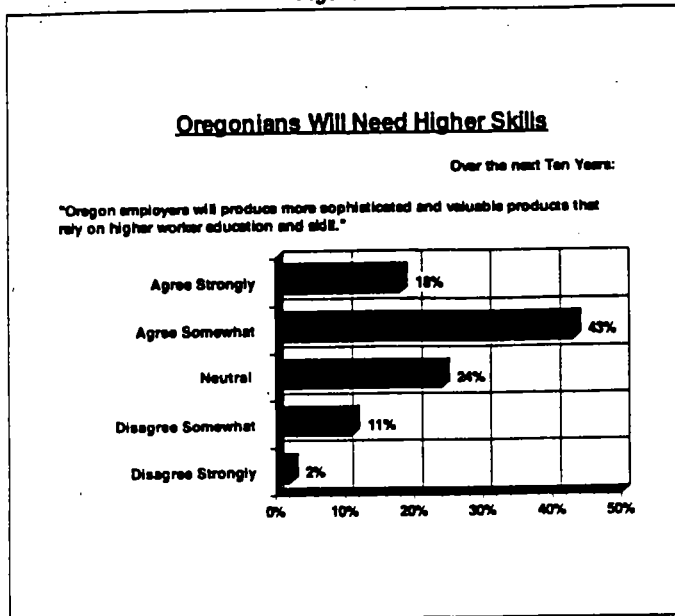
Higher Skills

Clear agreement exists that "Oregon employers will produce more sophisticated and valuable products that rely on higher worker education and skill" (Figure 24). This may seem to be obvious, nevertheless it is interesting in light of Oregon's historic relationship to natural resource industries.

Front Line Workers Will Do More

The issue of workplace structure is one that has emerged only within the last decade. Nevertheless, 63 percent of the participants agreed strongly or somewhat strongly that "Front line workers will

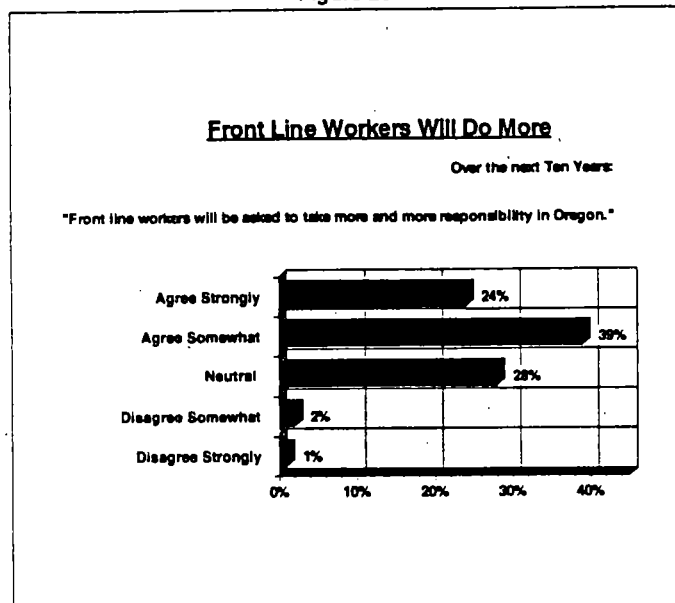
Figure 24



be asked to take more and more responsibility in Oregon."

The responses to each of the preceding three questions suggest an acknowledgment that the world of work has changed, and when combined

Figure 25



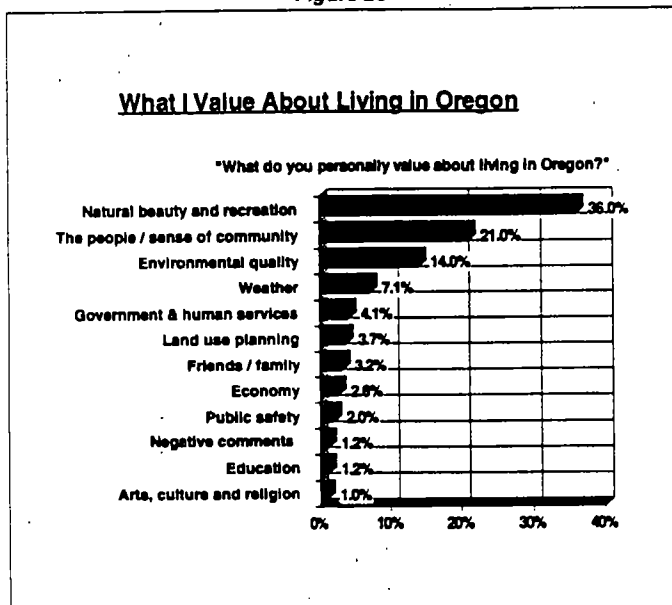
with the level of support for educational change, suggests that participants see an integral tie between education and employment. Many would argue that this strong relationship has not always existed in the minds of Oregonians.

The Environment

Oregonians have a strong commitment to environmental quality and to the physical beauty of the state. There is ambivalence about the polar extremes of arguments regarding the environment, but there is clear and pervasive concern for the environment. (Regional variations on this theme will be discussed in the Regional Divisions section of the key findings.) "Concern for the environment" was the third leading value among the 10 personal values. The environment was among the issues mentioned most often when participants were asked "If you could fix anything about Oregon, what would it be?"

What I Value About Oregon

Figure 26



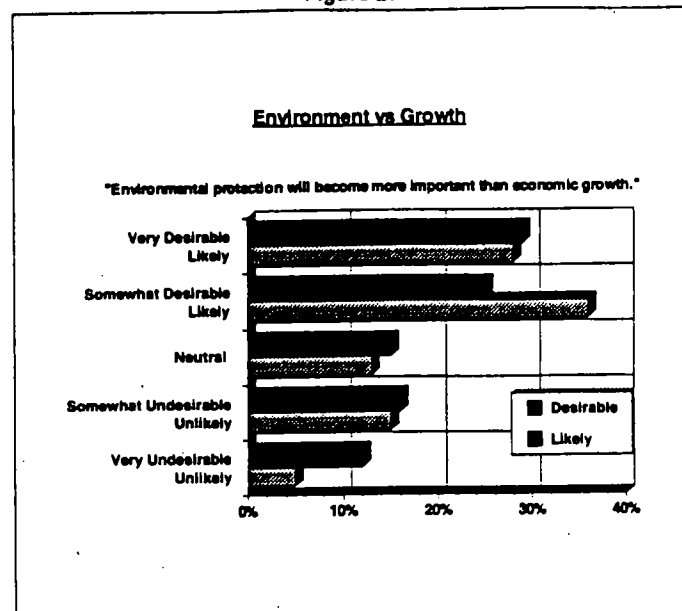
When asked the open-ended question, "What do you personally value about living in Oregon?" (Figure 26), fully 36 percent gave responses that fell within the category of "Natural Beauty and Recreation." Indeed, 50 percent of the responses fell within the category of the environment.

Environment vs. Growth

Much of the debate about Oregon's environment pits the environment against the economy. In

an effort to probe that issue more deeply, the study asked a series of questions designed to press par-

Figure 27



ticipants to make difficult choices. In response to the statement, "Environmental protection will become more important than economic growth" (Figure 27), 54 percent of the participants considered environmental protection very to somewhat desirable over the next 10 years, and 64 percent considered it very to somewhat likely to occur. (There is considerable regional variation on this question which will be discussed later.)

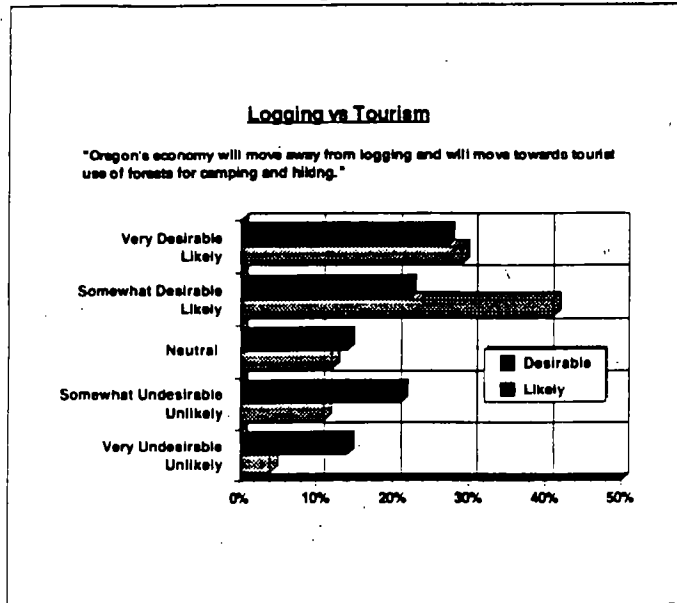
The environment was mentioned in 10 percent of the responses to the open-ended question "What one thing would you fix about Oregon?" This ranked it in the top seven categories of responses.

Logging vs. Tourism

The only question in the study which dealt specifically with logging juxtaposed logging and tourism in an effort to probe both desires and expectations (Figure 28). Participants found the statement, "Oregon's economy will move away from logging and will move towards tourist use of forests for camping and hiking" to be substantially more likely (70 percent very to somewhat likely) than desirable (49 percent), suggesting a degree of resignation. While there are differences among the

regions of the state on this question, the differences are less pronounced than might be imagined on the

Figure 28

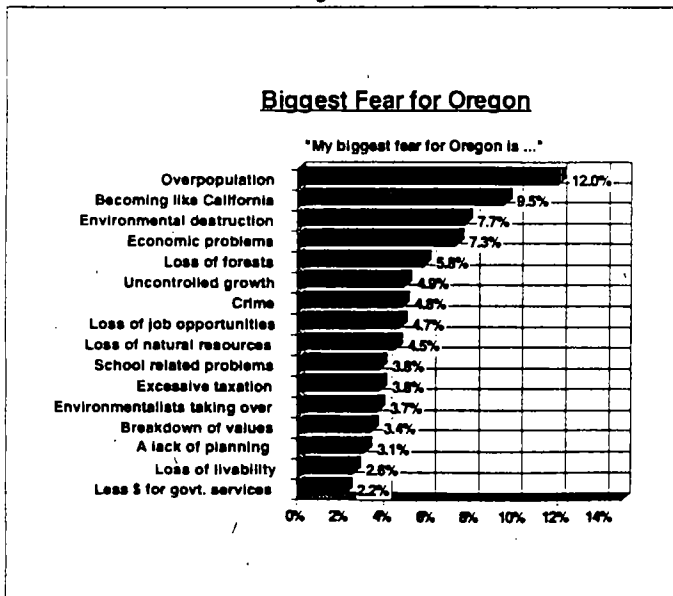


basis of conventional wisdom.

Biggest Fear for Oregon

Oregonians are clearly concerned about the future's impact upon the environmental quality of the state. One of the unique techniques used in the study was open-ended sentence completions. The partial sentence, "My biggest fear for Oregon is....," produced responses that were largely indica-

Figure 29

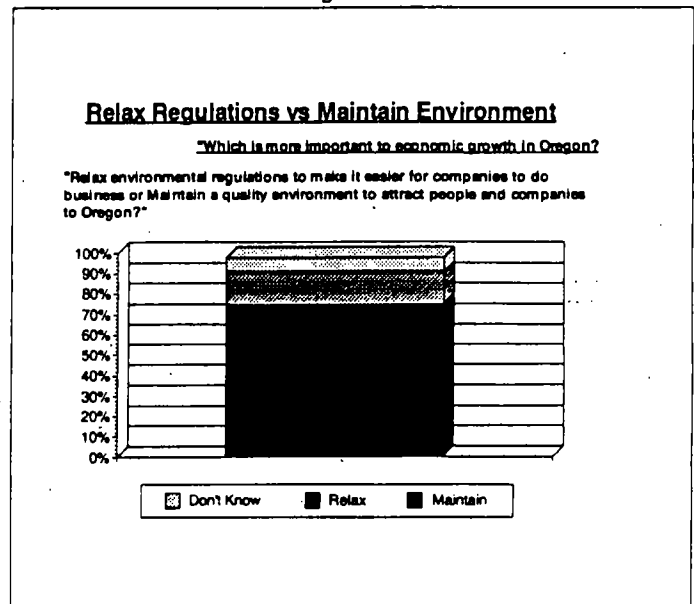


tions of concern about the environment and the effects of future population growth.

Relax Regulations or Maintain Environment

Figure 30 represents a slightly different twist. Given two alternatives, participants were asked to pick the one which would more likely lead to economic growth. In this case, 75 percent of the participants felt that "Maintaining a quality environment to attract people and companies to Oregon" would succeed whereas 16 percent chose "Relaxing

Figure 30



environmental protection regulations to make it easier for companies to do business."

Finally, when asked to use one word to describe Oregon, participants used terms which describe positive physical qualities, further indicating a strong affinity for Oregon which goes beyond human additions to the landscape. "Beautiful" was the word most often mentioned.

Regional Division

Regional divisions in Oregon are largely founded on issues of economic insecurity resulting from threats to the natural resource base of the non-urban economy. While there are clearly demographic and life-style differences among the regions of the state, economic insecurity appears to be the most significant basis for attitude differences. On many key issues, such as the economy and education, there is little difference.

Personal Values - By Region

The table below demonstrates the significant differences among regions on the scaled comparisons of personal values. The most obvious differences exist in the values of "Concern for the environment," ranked third by the Metro region and eighth by the East region, and "Being economical or thrifty," which is ranked seventh by the Metro region and third by the East region. Metro region sentiment on "Concern for the environment" was

Figure 31

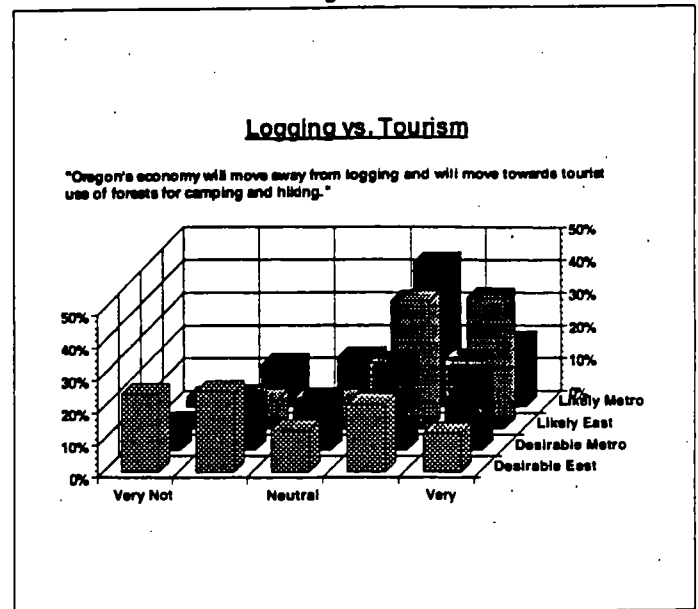
<u>Personal Values - Ranked by Region</u>				
	METRO	WEST	SOUTH	EAST
Participation in family	1	1	1	1
Career or job opportunity	2	2	2	2
Concern for the environment	3	4	5	8
Practice of religion or spirituality	4	5	4	4
Charitability to others	6	3	3	6
Independence of self	5	6	9	5
Being economical or thrifty	7	7	8	3
Seclusion, solitude or privacy	8	10	7	7
Supporting your community	9	8	6	9
Diversity of people	10	9	10	10

sufficient to raise the issue to third in the statewide weighted sample despite its lower rating by the East region. Some might suggest that "Being economical or thrifty" is seen less as a value than as a necessity for many of those participants from the East region.

Logging vs. Tourism

Not surprisingly, metropolitan area participants look at the question of logging and tourism differently from those in other regions of the state. Figure 30 shows the two regions of the state which

Figure 32

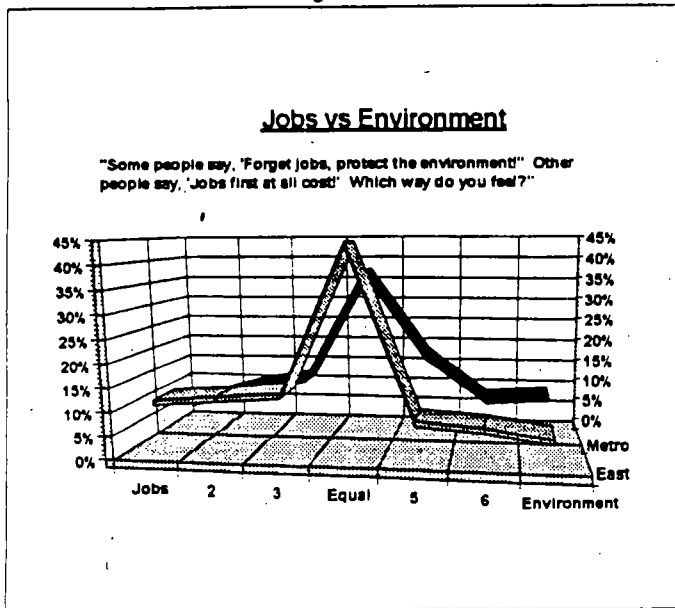


exhibited the greatest difference on the statement "Oregon's economy will move away from logging and will move towards tourist use of forests for camping and hiking." While there is clearly a difference, both in the likelihood of this statement and its desirability, conventional wisdom might suggest a greater difference. Furthermore, East region participants felt that the above statement was more likely to occur than their counterparts in the Metro region. This may be a reflection of reality, but it may also reflect a degree of resignation.

Jobs vs. Environment

"Some people say, 'Forget jobs, protect the environment!' Other people say, 'Jobs first at all cost!' Which way do you feel?" This statement reflects polar extremes that few people wish to choose between. Nevertheless, it is interesting to note how little real difference there is between those two regions of the state which exhibit the greatest polarity: Metro and East (Figure 33). Essentially, most people, regardless of region, see themselves in the middle on this question.

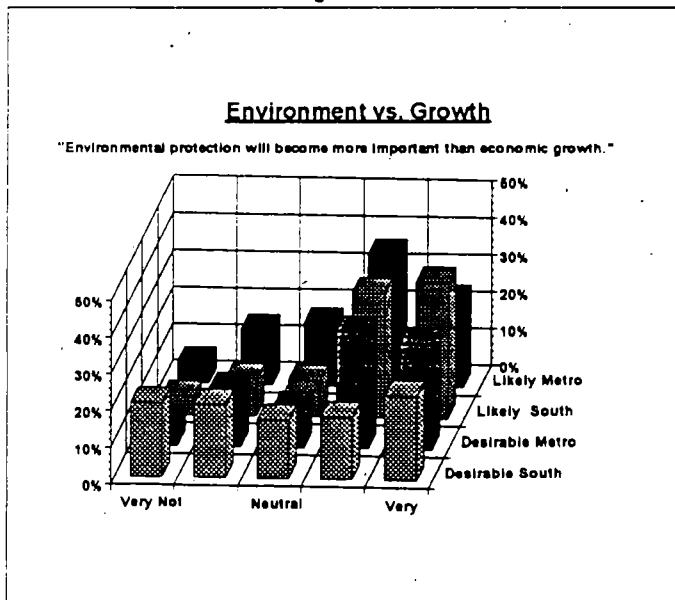
Figure 33



Environment vs. Growth - Metro vs. South

A look at the regional differences on the question "Environmental protection will become more important than economic growth" (Figure 34) suggests again that there is a dichotomy, but perhaps less than one might expect. The two most polarized regions on this question, Metro and South, reflect responses similar to the earlier timber question; those in the resource dependent region (in this case the South) see the above statement as more

Figure 34

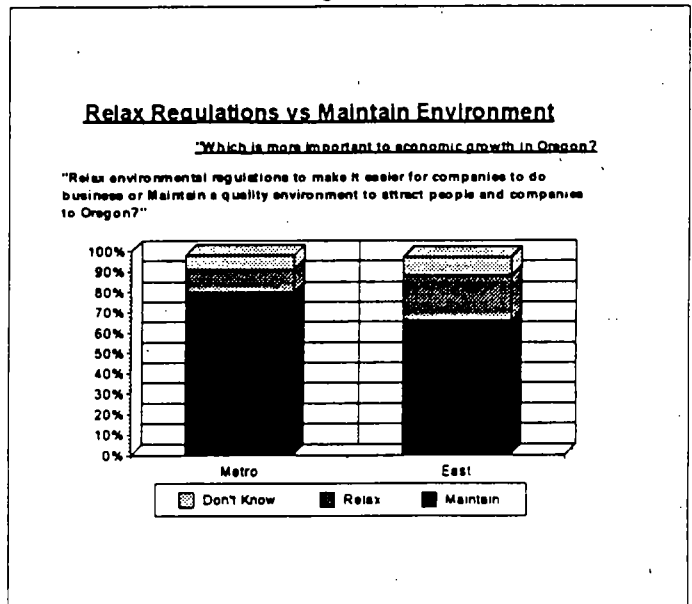


likely than their Metro region counterparts and less desirable.

Relax Regulations vs. Maintain Environment

Figure 35 provides what may be a more interesting look at this theme of differences among the regions of the state on environmental issues. Two alternatives are posed in answer to the question "Which is more important to economic growth in Oregon?" The first alternative, "Relax environmental regulations to make it easier for companies

Figure 35



to do business," was selected by 22 percent of the East region participants vs. 11 percent of the Metro region participants. The second alternative, "Maintain a quality environment to attract people and companies to Oregon," attracted 80 percent of the participants from the Metro region and 66 percent of the participants from the East region. A difference exists to be sure, but by no means an overwhelming difference.

The Gender Gap

Differences in values and beliefs are greater between men and women than they are among any of the other demographic categories in the study. While it is true, as conventional wisdom might suggest, that women tend to be more focused on values of unique importance to the family, it is particularly interesting to note that seldom did men feel that any personal value, personal activity or government service was more important than did women.

The next three tables show those personal values, personal activities, and government services where there exists a noteworthy difference of 9 percent or more.

Personal Values

Figure 36

<u>Areas of Noteworthy Difference</u>		
Personal Values		
	Women	Men
Participation in family	85.0%	76.0%
Charitability to others	58.0%	43.0%
Practice of religion or spirituality	56.0%	39.0%
Being economical or thrifty	51.0%	35.0%

There is little in Figure 36 to challenge conventional wisdom.

Personal Activities

Again, each personal value measured in the scaled comparisons was assigned two personal activities as a way to triangulate findings. Essentially, the findings of difference between men and women

on the scaled comparison of personal activities (figure 37) associates closely with the differences

Figure 37

<u>Areas of Noteworthy Difference</u>		
Personal Activities		
	Women	Men
Spending time with family	81.0%	67.0%
Spending time with parents	47.0%	35.0%
Doing something just for myself	38.0%	26.0%
Enjoying different kinds of people	36.0%	24.0%
Comparing prices at the store	33.0%	18.0%
Attending religious services	33.0%	22.0%
Donating time to those in need	27.0%	18.0%
Using coupons when shopping	20.0%	9.0%

found in the personal values list.

Government Services

While many of the responses listed in Figure 38 are probably predictable, it might be surprising to some to see the significant differences in "Fire and emergency services," "Police services," and "Courts, prisons and jails." These differences obviously suggest that women indeed feel strongly

Figure 38

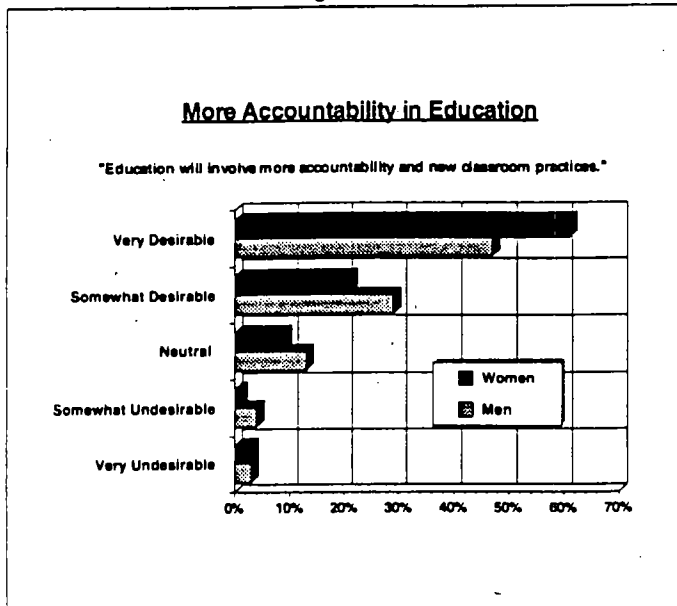
<u>Areas of Noteworthy Difference</u>		
Government Services		
	Women	Men
Fire and emergency services	91.0%	82.0%
Primary and secondary education	86.0%	76.0%
Health and mental health services	76.0%	62.0%
Police services	76.0%	63.0%
Employment and training	71.0%	58.0%
Children's services	68.0%	49.0%
Affordable housing	66.0%	49.0%
Higher education	62.0%	52.0%
Community colleges	55.0%	41.0%
Senior services	54.0%	37.0%
Courts, prisons and jails	53.0%	43.0%
Services for low income	49.0%	34.0%
Health and safety regulation	46.0%	35.0%
Libraries	46.0%	34.0%

about issues relating to personal and/or family security.

Accountability in Education

Perhaps consistent with a heightened concern for primary and secondary education in general, women responded more favorably to the statement, "Education will involve more account-

Figure 39

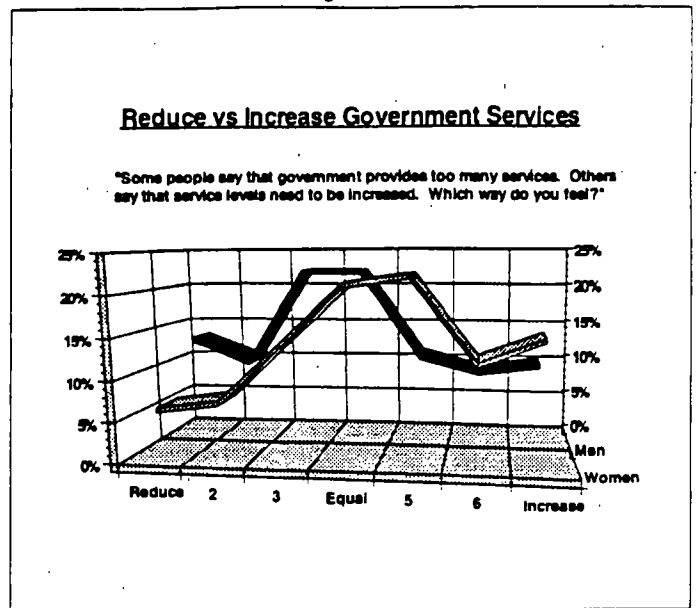


ability and new classroom practices." While both men and women feel that this statement is desirable, women clearly feel so even more.

Reduce vs. Increase Government

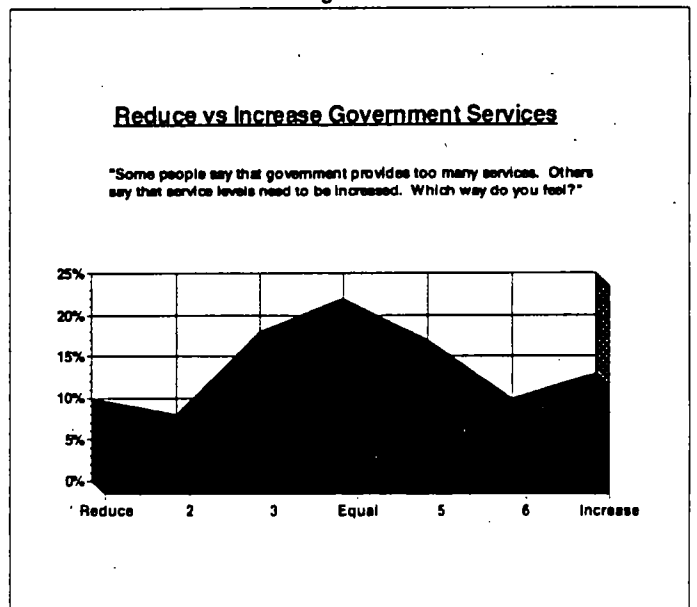
No question in the study more properly displays the challenge to government leaders than the one portrayed in Figure 40, "Some people say that government provides too many services. Others say that service levels need to be increased. Which way do you feel?" There are several qualities to the response to this question that merit attention. First, the responses for each do not exceed 22-1/2 percent, which suggests either a general ambivalence or at least a lack of strong consensus. Second, the bi-modal appearance at the end of each line (the slight uptick on each end of the scale) is comprised of women at one end of the spectrum and men at the other. The statewide results on this same question (Figure 41) demonstrate the nearly perfect symme-

Figure 40



try of responses. Again, the high point at the right end of the scale is primarily composed of women,

Figure 41



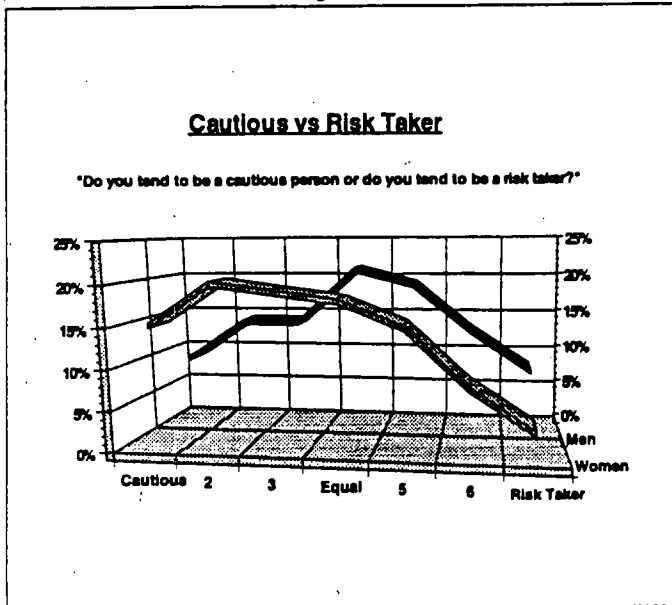
and the high point at the left end of the scale is primarily composed of men.

Cautious or a Risk Taker

A series of personality preferences in the study included the question, "Do you tend to be a cautious person or do you tend to be a risk taker?" (Figure 42). One wonders, when looking at this

graph, what it would have looked like, say, 10 years ago and whether, in another 10 years, there will be much difference at all. Conventional wisdom suggests that these lines are merging; therefore to the extent that women increasingly see themselves as

Figure 42



risk takers, the values for which women exhibit stronger feelings than men are values which might well be more widely represented in public policy. It is our intent that the study serve as a benchmark for future assessments which may resolve the above speculation.

Newcomers

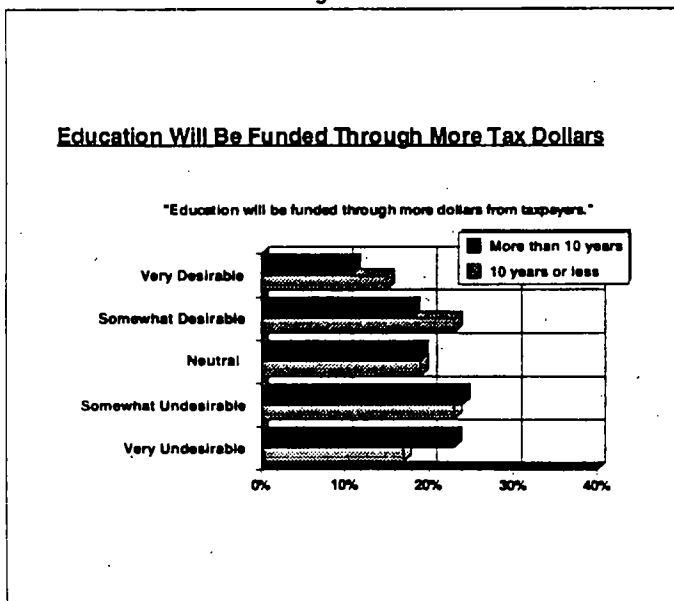
Newcomers, as used here, mean people who have lived in Oregon for less than 10 years. As a group they account for 22 percent of the study participants. The impact of newcomers on Oregon is subject to considerable debate and speculation. Most Oregonians are familiar with the caricature of the Southern California refugee, cash rich from inflated real estate sales, buying a piece of Oregon Nirvana, and then erecting walls to prohibit all additional growth and development.

Participants in this study, who represent a near mirror of the 1991 census update, reflect something different than the above caricature. Newcomers are younger, on average, than the longer term residents of the state (the overall average length of residence in Oregon is 26.5 years). To the extent that there are differences in values and beliefs between newcomers and longer term residents, such differences may well result from differences in age or income more than length of residence in Oregon.

More Tax dollars for Education

Newcomers typically exhibited greater enthusiasm for government services and spending public money. Figure 43 suggests greater interest

Figure 43

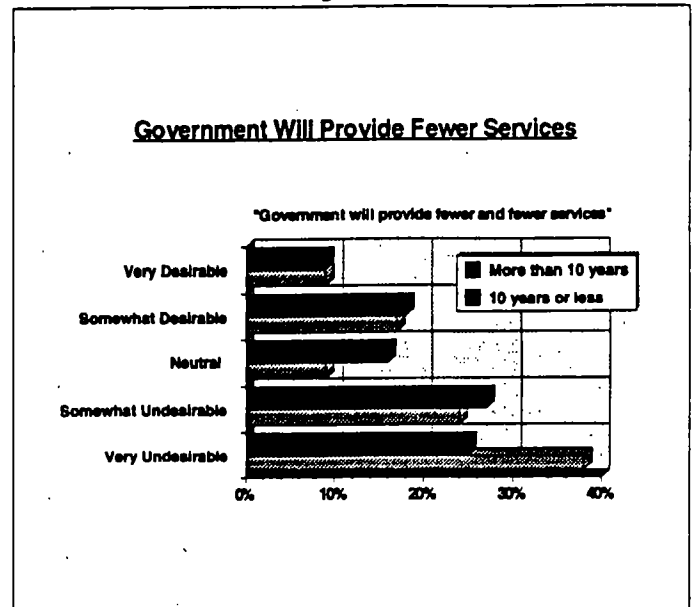


(although hardly overwhelming) in supporting additional tax dollars for education.

Fewer Services

Newcomers are much less enthusiastic

Figure 44

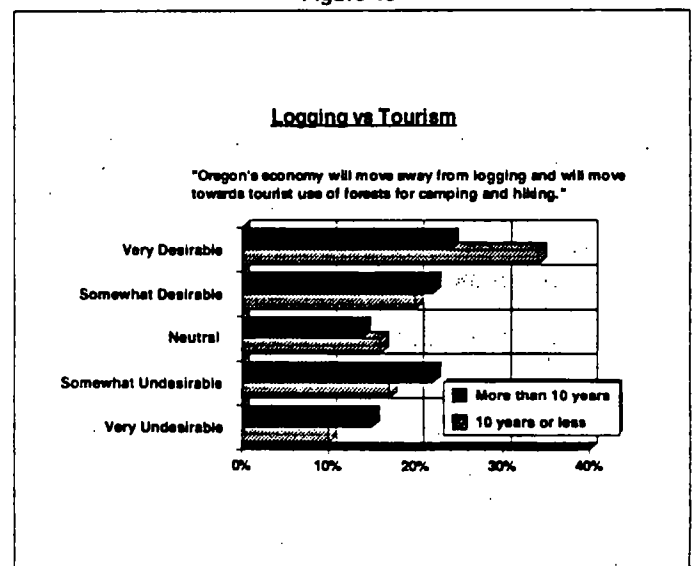


about the idea that "Government will provide fewer and fewer services" than longer term residents.

Logging vs. Tourism

It is typically on environmental issues that newcomers are presumed to share significantly different values. Figure 45 does suggest a difference

Figure 45

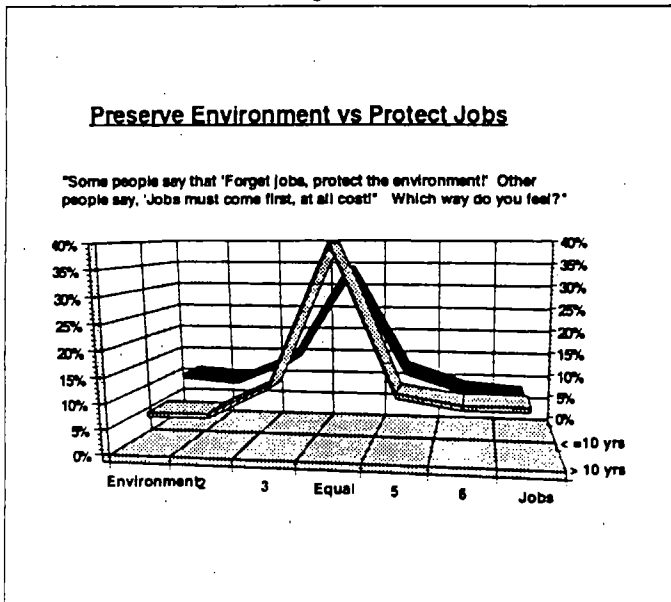


on the statement, "Oregon's economy will move away from logging and will move towards tourist use of forests for camping and hiking." Yet when one considers that relatively few people have moved to Oregon within the last 10 years to work in the timber industry, these differences don't seem terribly significant.

Environment vs. Jobs

Newcomers exhibit some differences in the scenario of preserving the environment versus protecting jobs (Figure 46), but perhaps less than conventional wisdom might suggest.

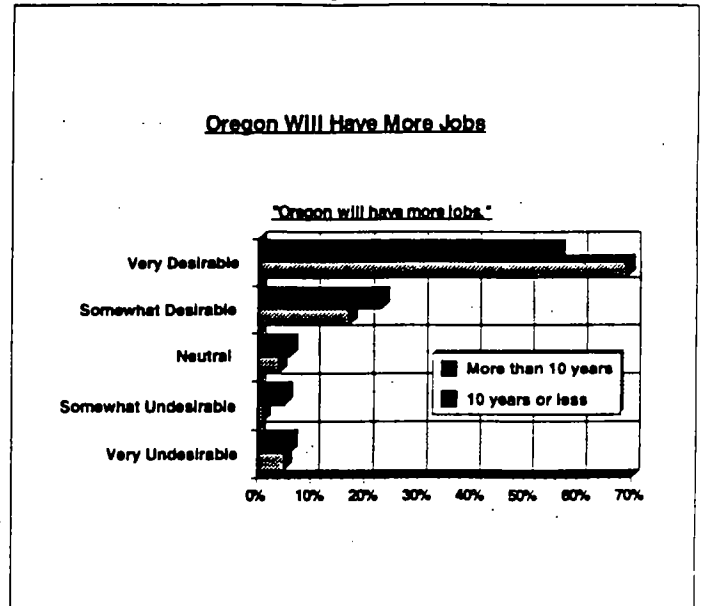
Figure 46



More Jobs

Again, contrary to the popular conception, newcomers feel that the statement, "Oregon will have more jobs" is even more desirable than longer term residents. The notion that newcomers are hostile to economic development or that they are significantly more concerned about the environment is not born out by the data in this study. Figure 47 suggests that while participants in general support the notion that Oregon will have more jobs, newcomers feel even more strongly about that statement.

Figure 47



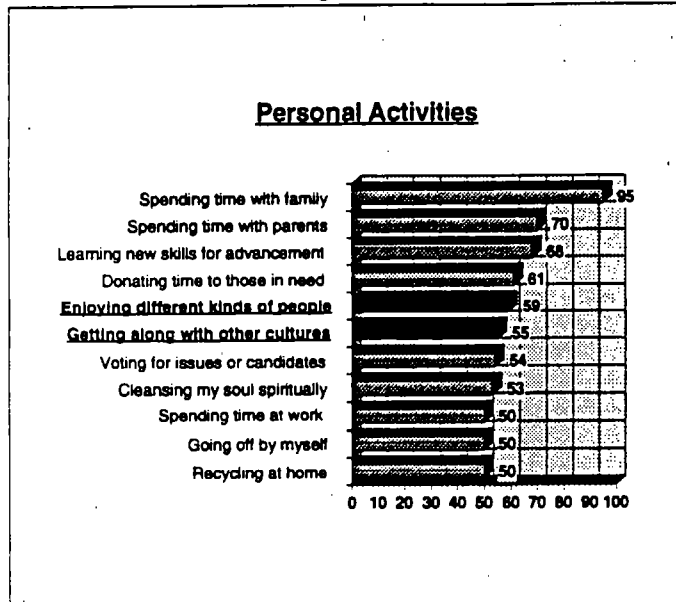
But Do They Vote?

In the May 1992 primary, only 46 percent of newcomers voted as opposed to 56 percent of longer term residents.

Diversity

Participants appear to be somewhat ambivalent about the benefits of a diverse population. "Diversity of people" was the least important value in a list of 10, but "Enjoying different kinds of people" and "Getting along with other cultures" (the two personal activities which were paired with "Diversity of people") rated highly on this partial list

Figure 48



of 20 personal activities.

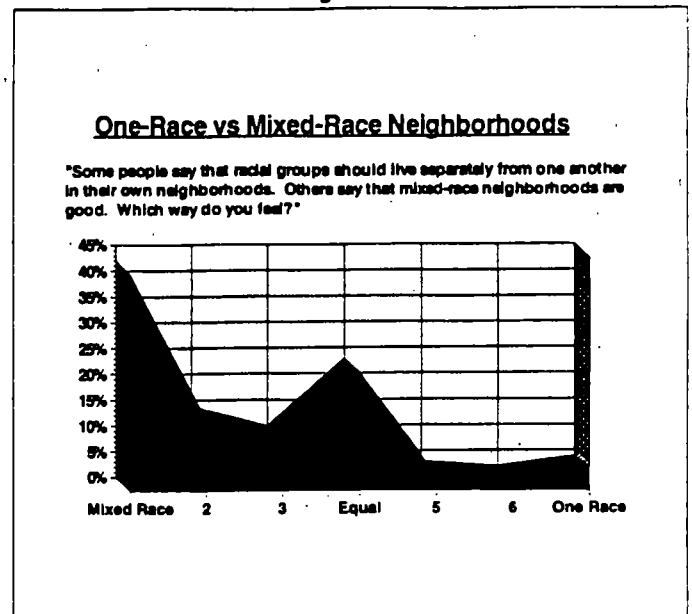
Mixed Race Neighborhoods

In regard to single- versus mixed-race neighborhoods (Figure 49), 42 percent of the participants placed themselves on the mixed race end of the scale, while only 4 percent selected single-race neighborhoods. Indeed, only 9 percent were on the entire half of the scale favoring single-race neighborhoods.

More Racial Diversity

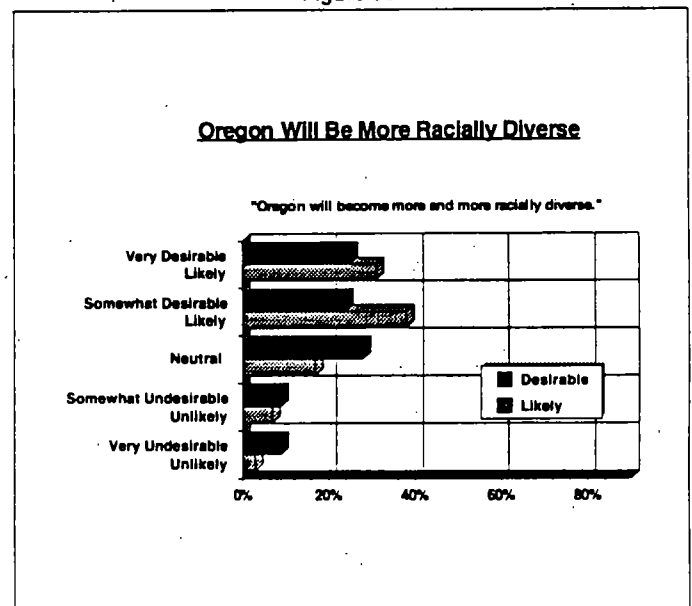
Participants were asked to assess the likelihood and indicate their preferences on the statement "Oregon will become more and more racially diverse." Clearly, the statement is likely to come true. Fewer people consider this to be desirable, although 49 percent felt that this was either very or somewhat

Figure 49



desirable. Eighteen percent felt that this was very to somewhat undesirable.

Figure 50



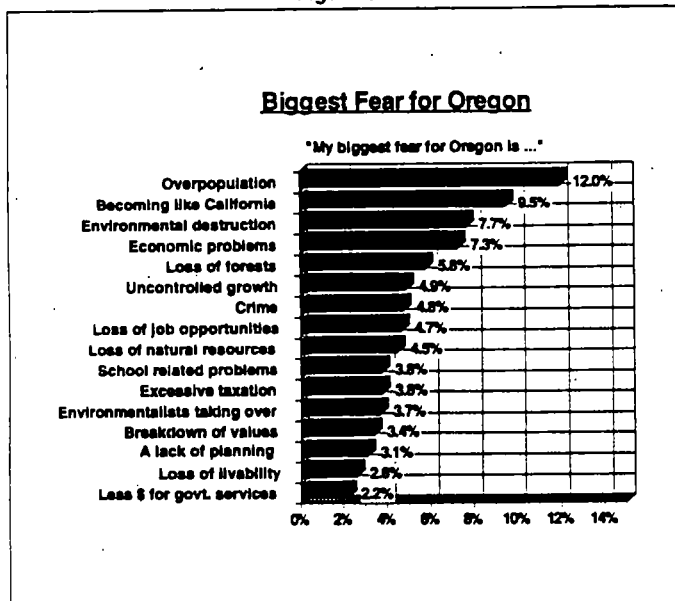
Growth Management

Oregonians are very concerned about the effects of population growth on Oregon's environment, and on the overall quality of life. They are somewhat pessimistic about the prospects for resolving many of these issues and they appear unenthusiastic about at least some of the current prescriptions.

My Biggest Fear

When asked to identify their biggest fear for Oregon (an open ended question), participants provided responses that related predominantly to growth. The leading aggregation of responses (Figure 51) fell into the category "overpopulation" fol-

Figure 51

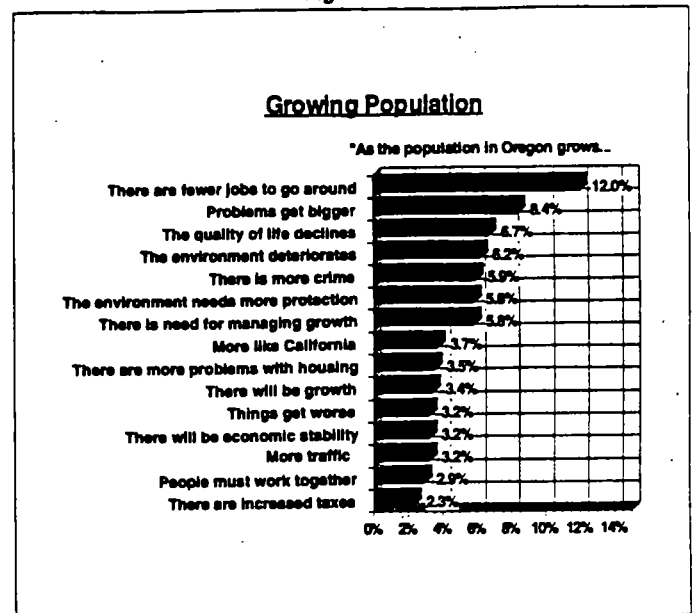


lowed closely by "Becoming like California" which, within the context of the question, must be taken as a growth related concern.

A Growing Population

Given the concerns expressed about Oregon's future, and the essentially negative mentions relating to population growth, it is particularly interesting to note the responses to another open-ended sentence, "As the population in Oregon grows...." Virtually all of the responses are nega-

Figure 52

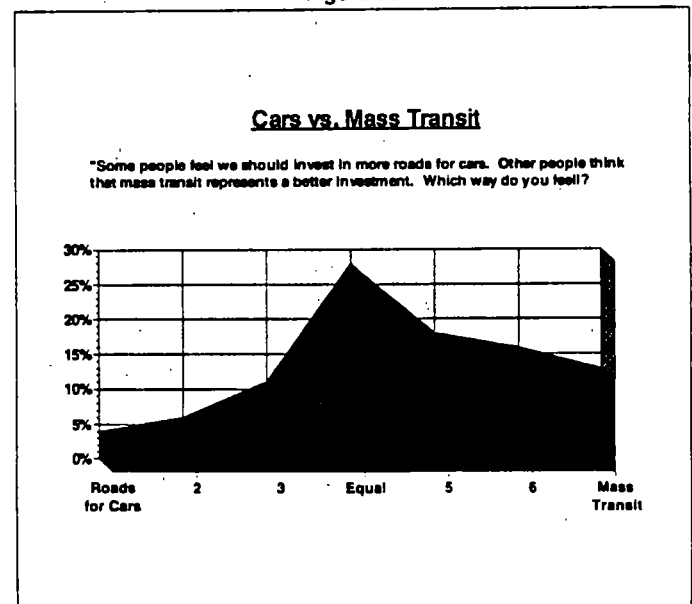


tive, and express concern about the effects of growth. It is particularly interesting that the belief "There are fewer jobs to go around", is the largest response category. This is not consistent with Oregon's experience over the last decade (i.e. population growth and net job growth). Again, there are almost no virtues attributed to population growth.

Cars vs. Mass Transit

On the question of moving by car or mass transit (Figure 53), participants tended to favor transit. Did respondents feel this way because they

Figure 53

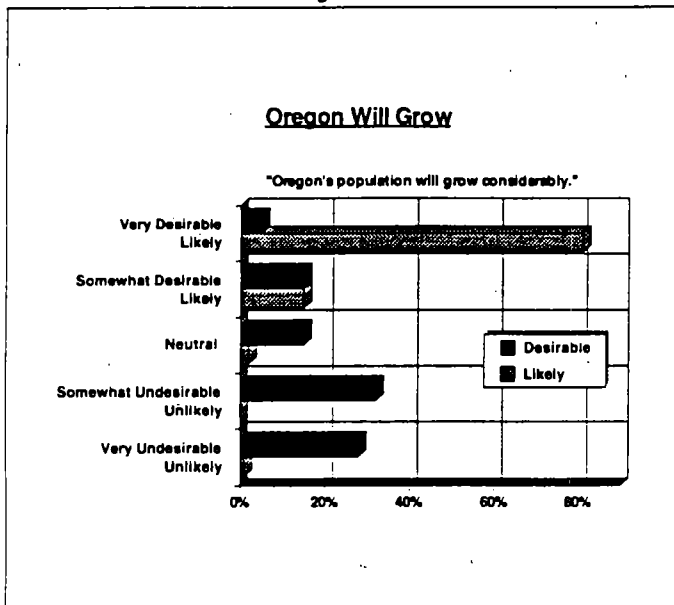


want to personally take advantage of transit (i.e. ride the bus or light rail) or is it because they see transit as a potential antidote to the ill effects of growth (i.e. they want *other people* to use mass transit)?

Will Oregon Grow?

Expectations about growth seem to be consistent with virtually all projections. When asked to respond to the statement "Oregon's population will grow considerably," participants were unambiguous (Figure 54). Ninety-six percent said that it

Figure 54



was very or somewhat likely that "Oregon's population will grow considerably," and yet only 20 percent felt that the same statement was either very or somewhat desirable.

People Will Leave - People Will Come

In keeping with earlier responses, participants clearly have strong expectations about growth. Asked to agree or disagree whether "More people will leave my community than will come," 69 percent said they disagreed strongly to somewhat.

On the other hand, when confronted with the statement "More people from out of state will move into my neighborhood," 80 percent agreed strongly or somewhat. It should be noted that while virtually

everyone agrees that immigration will represent a portion of Oregon's future population growth, it accounted for less than 20 percent of our growth over the last 10 years.

Figure 55

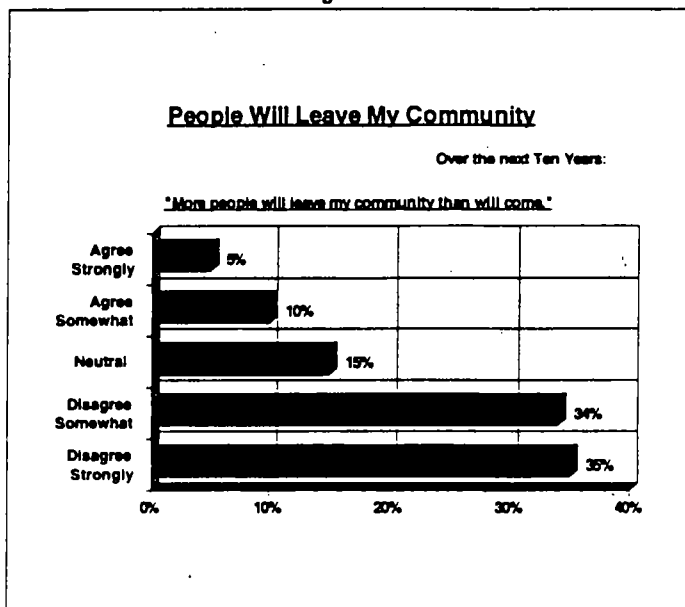
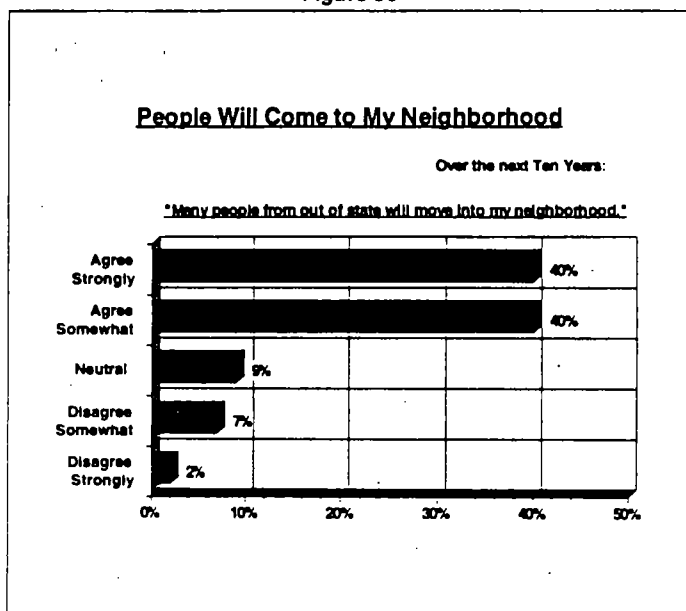


Figure 56



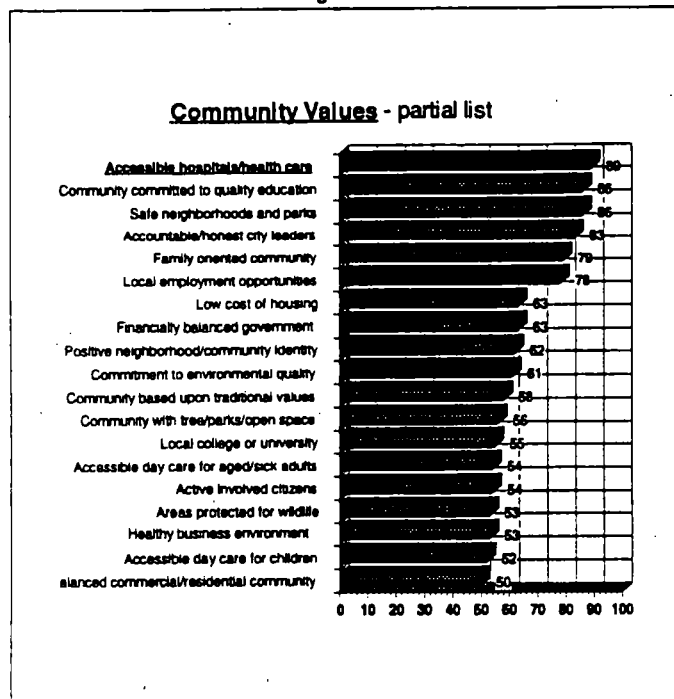
Health Care

Oregonians express significant concern about health care, particularly with respect to cost and access.

Access

The following graph from the scaled comparisons segment of the study identifies "Accessible hospitals/health care" as the leading value on a list of 32 community values. This was consistent

Figure 57

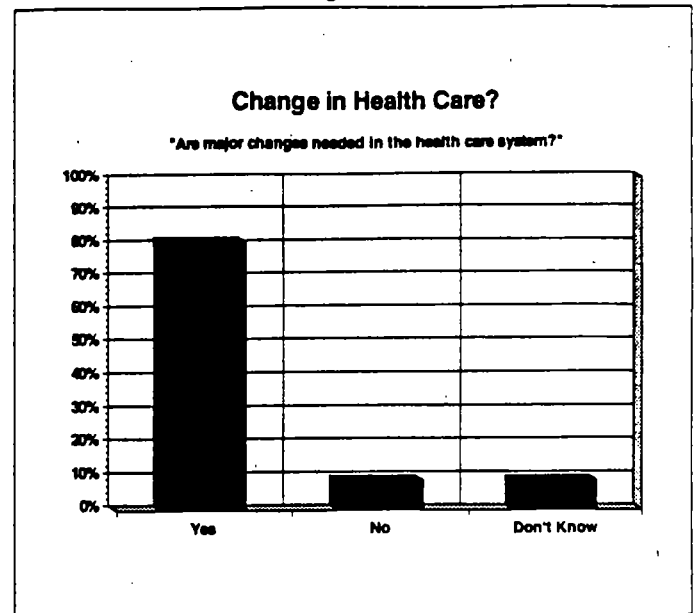


throughout the state.

Change in Health Care?

Participants were asked whether "...major changes were needed in the health care system?". Eighty one percent of respondents said yes. This is not particularly surprising given the general response to questions about institutional change seen elsewhere in the study (i.e. education).

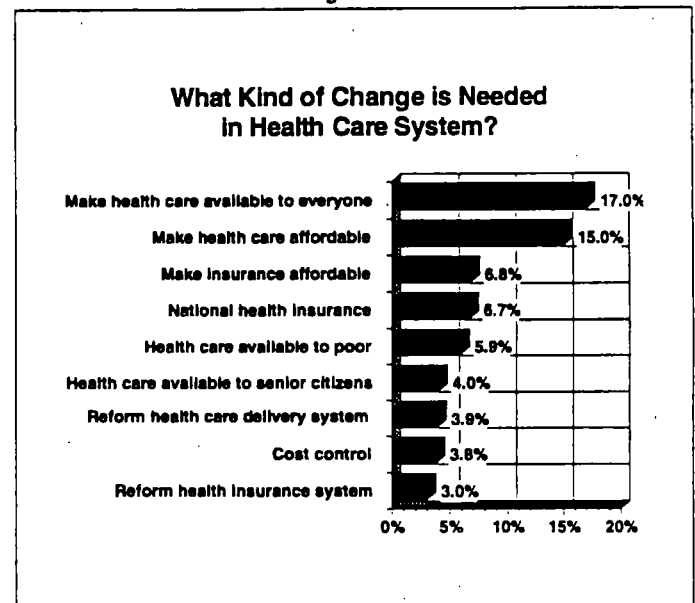
Figure 58



What Kind of Change is Needed?

When those responding yes to the question "Are major changes needed in the health care sys-

Figure 59

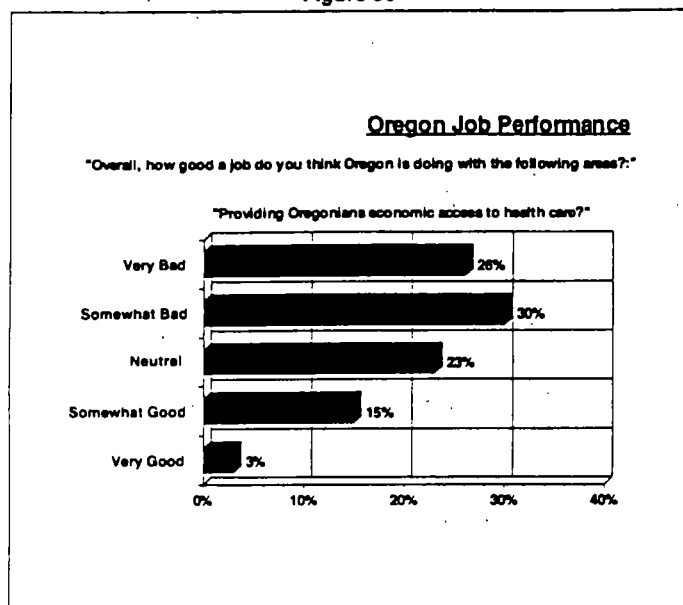


tem?" were asked "What kind of change is needed in the health care system?", the primary responses related to access and affordability.

Providing Economic Access

"Providing Oregonians economic access to health care"? was rated very poorly by Oregonians on the Oregon Job Performance series of questions asked in the survey. In fact only three items out of nineteen total were below this item in the overall

Figure 60



ranking.

Basic Health Care Bill be More Affordable

In response to the statement, "A greater percentage of Oregonians can afford basic health care" (Figure 61), participants were not particularly optimistic. This is useful information because this statement represents a benchmark which the state has set for itself.

Rationing

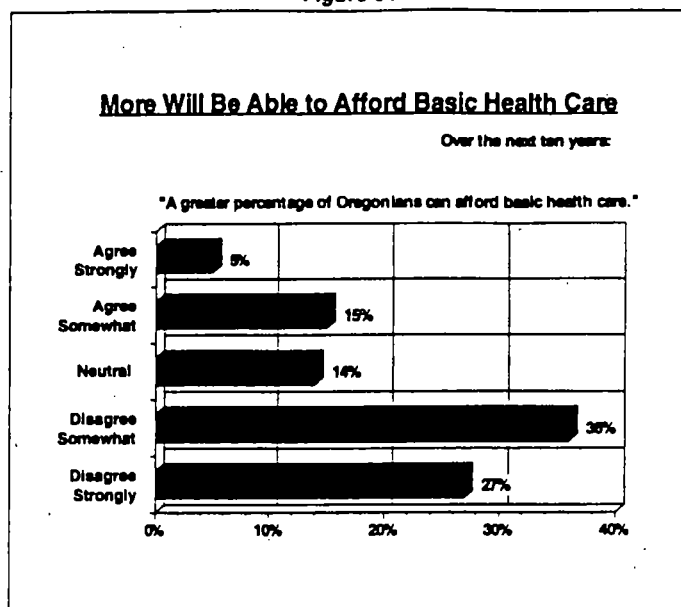
When asked to rate both the likeliness and desirability of the statement "Rationing of health care services to terminally ill and elderly will become commonplace" participants reacted strongly. Essentially, "rationing" is considered likely and undesirable.

National or State Health Insurance

In what may well reflect nervousness about

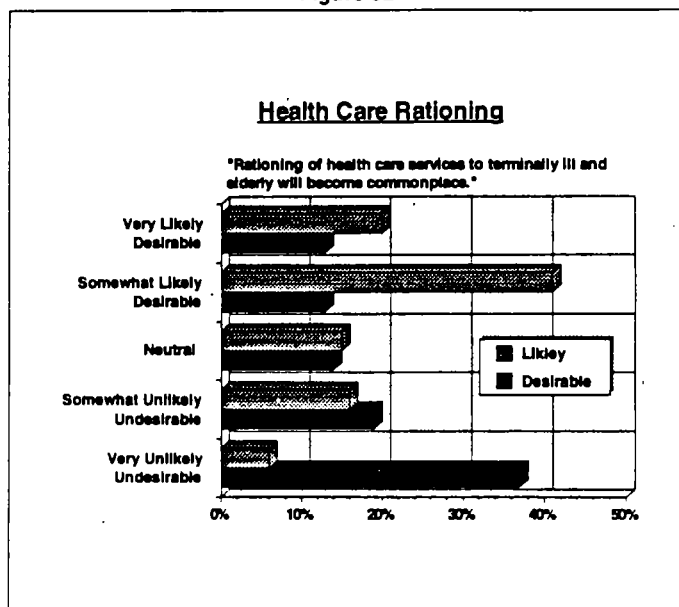
Oregon Values & Beliefs

Figure 61



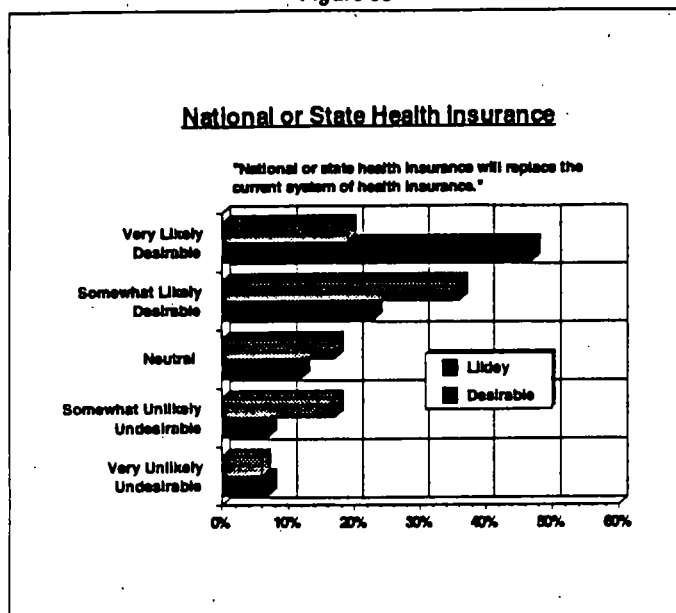
both the affordability of health care and access to health care, respondents indicated a strong preference for national or state health insurance. While

Figure 62



considering the statement "National or state health insurance will replace the current system of health insurance" to be quite a bit more desirable than likely, participants nevertheless felt that it was both likely and desirable (Figure 63 - next page).

Figure 63



Oregon Voter Profile

Voters matter in Oregon. Since the early part of this century, Oregonians have possessed the initiative, referendum and recall. While these three different vehicles of direct democracy have been used somewhat sparingly by Oregonians (at least in comparison with our neighbor to the south), their mere presence on the scene serves as a constant reminder of the critical importance of voters in Oregon.

This profile divides participants into three separate classes: those who voted in the May 1992 primary, those who are registered to vote but did not vote in the May 1992 primary, and those who are not registered. The May 1992 primary was a relatively low-turnout election which, therefore, serves to clearly distinguish those for whom voting is particularly important from those for whom it is not.

Figure 64 provides some basic demographic

Figure 64

<u>OREGON VOTER PROFILE</u>			
	Motivated	Registered	Not Registered
Percent of Total	52%	33%	15%
Age	47.71	38.03	35.82
Income	37,694.54	32,832.25	26,595.55
# in Household	2.82	2.94	3.01
# Children	2.02	1.96	1.92

information about these three different groups. From the beginning of this examination, it becomes clear that the differences are not coincidental. Motivated voters (who represent 52 percent of our sample) are older, and have a higher household

income. Figure 65 show the difference in marital status. Motivated voters are more likely to be mar-

Figure 65

<u>OREGON VOTER PROFILE</u>			
MARITAL STATUS	Motivated	Registered	Not Registered
Single, Never Married	10%	21%	23%
Single, Living with Someone	4%	9%	8%
Married	65%	51%	48%
Divorced or Separated	14%	17%	19%

ried, and less likely to have experienced divorce.

Reinforcement for the notion that these differences between voters and non-voters amounts to a class difference comes in Figure 66 which shows

Figure 66

<u>OREGON VOTER PROFILE</u>			
HOUSING	Motivated	Registered	Not Registered
Single Family Home	74%	64%	57%
Mobile Home	10%	10%	17%
Apartment / Condo / Duplex	12%	21%	18%
Own	75%	57%	41%
Rent	24%	43%	57%

information relating to housing. Seventy-five percent of participants who voted in the May 1992 primary own their home. Of those not registered to vote, only 41 percent own their own home. Moti-

vated voters are significantly more inclined to live in a single family home than are non-voters, and not surprisingly they are significantly less inclined to have lived in either a mobile home or apartment than are non-voters.

The differences in educational attainment are equally compelling. Fully 78 percent of moti-

Figure 67

OREGON VOTER PROFILE

EDUCATIONAL ATTAINMENT	Motivated	Registered	Not Registered
Attended High School	3%	7%	17%
Graduated High School	17%	25%	28%
Post Secondary	78%	67%	49%

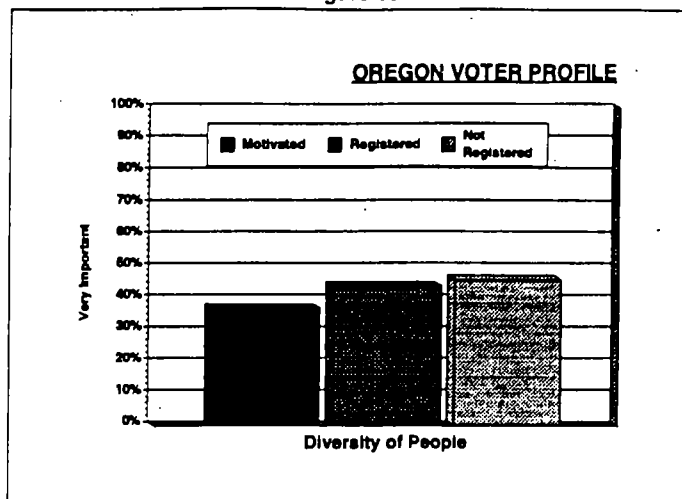
vated voters have attained some level of post secondary education as opposed to 49 percent of those not registered to vote.

As with the other demographic variables surveyed in the previous figures, the differences demonstrate a continuum, with motivated voters at one end, non-registered voters at the other end, and those registered but not voting in the middle. Furthermore there are clear economic and social implications for this continuum. Those who are older, have higher educational attainment, own property, have higher incomes, and have families are significantly more inclined to vote.

Diversity of People

The accompanying graphs will examine the extent to which each of the aforementioned classes feels that the topic of the graph is very important. The topic of Figure 68, for example, "Diversity of people," is one of the 10 personal values which were

Figure 68

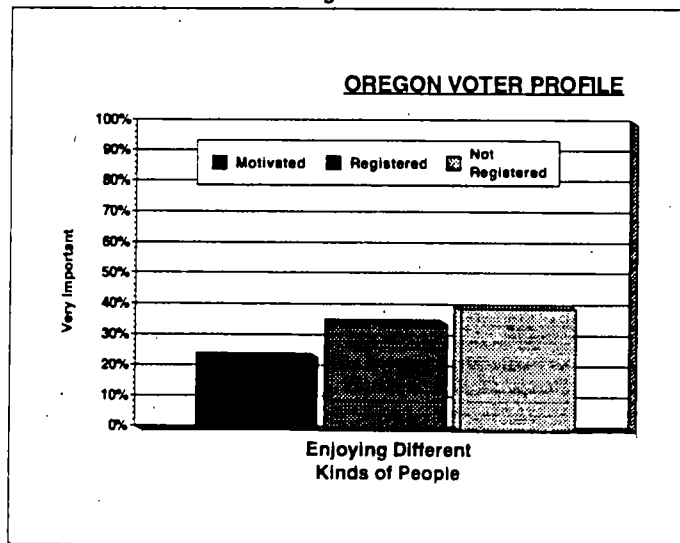


measured using both the scaled comparison technique and the conventional open- and close-ended questionnaire. Approximately 37 percent of motivated voters thought that "Diversity of people" was very important; 44 percent of those registered but not voting felt that "Diversity of people" was very important; 46 percent of those not registered to vote felt that "Diversity of people" was very important. The same continuum referenced earlier exists here as well.

Enjoying Different Kinds of People

These findings are similar to those above. That is, motivated voters are less inclined to rate as very important either "Diversity of people" or "Enjoying different kinds of people".

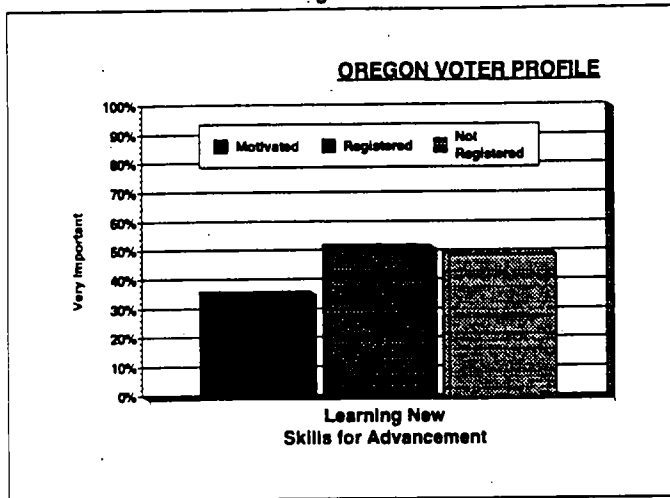
Figure 69



Learning Skills for Advancement

The earlier demographic profile might suggest that motivated voters are less concerned about "Learning new skills for advancement" because they are more likely to possess those skills than either those who neither registered or voted.

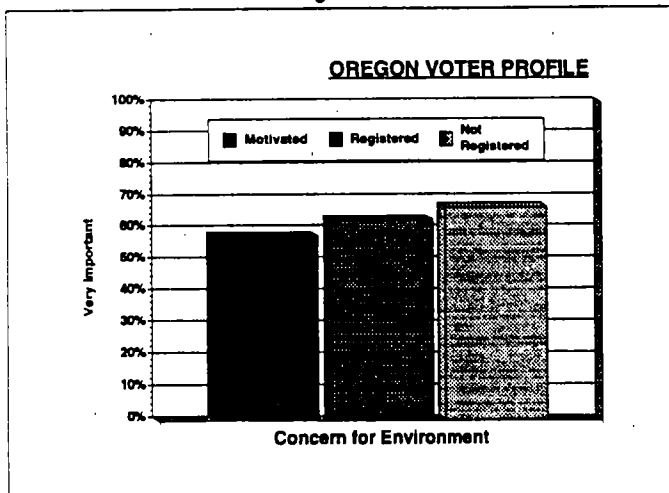
Figure 70



Concern for the Environment

While there are clearly differences here (Figure 72), each of the three different groups sees this value as very important.

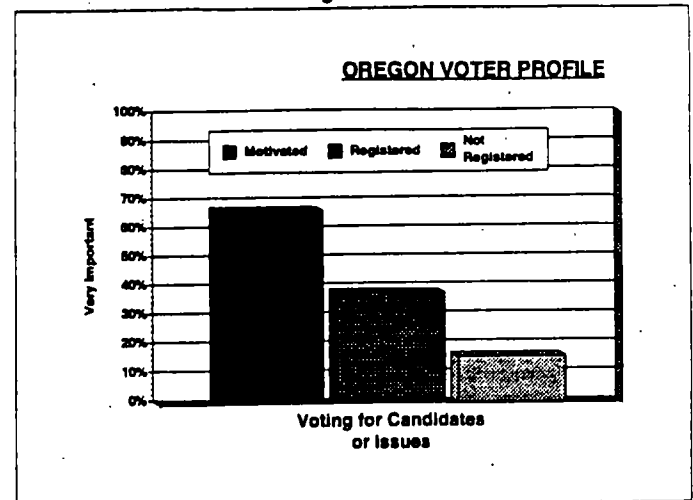
Figure 71



Voting for Candidates or Issues

The results of this graph (Figure 73) ought to be obvious, but it is useful in demonstrating strong internal consistency in the study data, and in

Figure 72

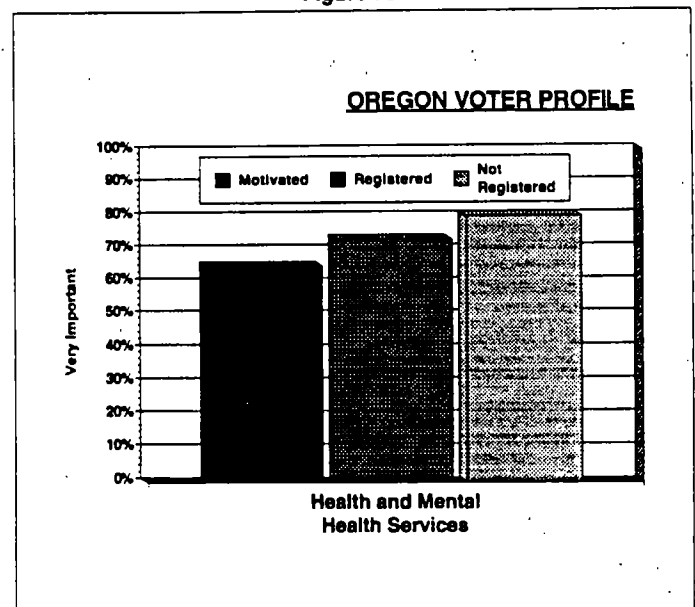


confirming another important sub-text to this profile of voters; people who don't vote are clearly more inclined to feel alienated from public participation.

Health and Mental Health Services

A clear difference exists between active voters and non-voters in virtually all areas of social service. Given the economic and social profile of these three groups it is interesting to note that those most in need or most aware of the need for these various social services are least likely to vote.

Figure 73



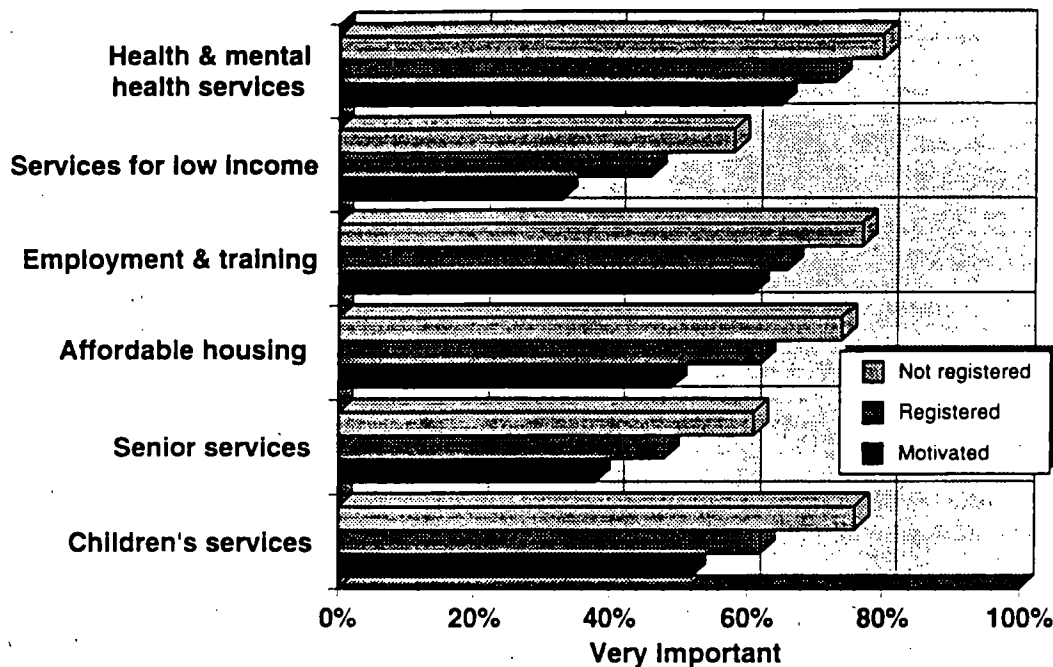
Social Services - Generally

A very clear pattern emerges when viewing the results portrayed in Figure 74. Each bar represents the extent to which that group (motivated ,

tion. While there was not a significant difference among these three classes of voters with respect to the importance of education overall, greater accountability in education clearly appeals more to the motivated voters.

Figure 74

Differences by Voter Motivation on Importance of Various Social Services

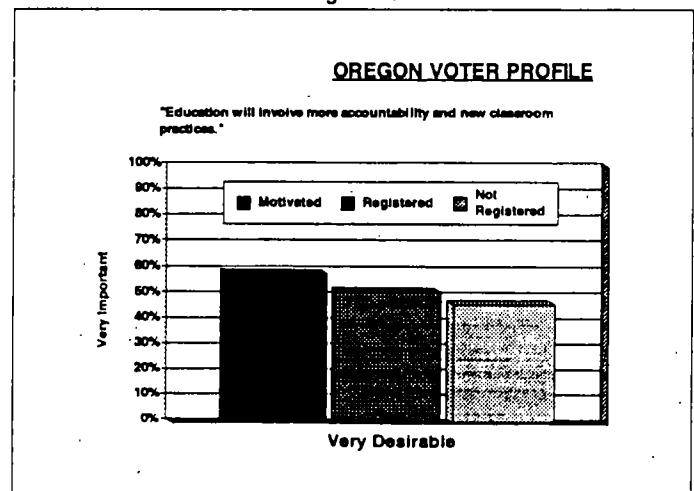


registered, or not registered) feel that the respective social service is very important. Those who are not registered to vote are more likely, sometimes significantly so, to indicate that social services are very important to a greater extent than those who are registered but did not vote in the May primary, or those who are registered and did vote in the May primary (motivated voters).

Educational Accountability

While it is clear that non-voters are more likely to express enthusiasm for social services (for which they arguably have greater need, or to which they are more aware), voters were more likely to express their support for accountability in educa-

Figure 75



Nervous About the Future

It is not at all surprising then, given all of the above, to discover that non-voters acknowledge considerably more nervousness about their own personal future over the next five years.

Figure 76

