

**the global
boutique**

Oregon Progress Board

2008 Oregon Population Survey

January, 2009





Project Overview



Background

- Biennial survey to measure socio-economic characteristics of Oregonians and to collect their opinions on a variety of policy issues.
 - First conducted in 1990
 - Opinion Research Corporation Northwest (ORC-NW) formerly Northwest Research Group conducted the 2002, 2004, 2006, and 2008 surveys
- Survey is administered by the Oregon Progress Board and the Office of Economic Analysis.
 - Assistance from the Oregon Population Survey Steering Committee
 - Data set will be released 02/23/2009 and posted at:

www.oea.das.state.or.us



Agencies Participating in 2008

- Department of Human Services
- Department of Human Services, Office of Health Policy & Research
- Department of Administrative Services, Office of Economic Analysis
- Oregon Arts Commission
- Employment Department - Child Care Division
- Commission on Children & Families
- Oregon Child Care Research Partnership
- Department of Community College and Workforce Development
- Department of Consumer & Business Services
- State Library
- State Lottery
- Department of Parks & Recreation
- Oregon Progress Board
- Department of Revenue
- Oregon University System
- Oregon Watershed Enhancement Board
- US Forest Service



Some Key Issues in 2008

- Some agencies did not participate and/or limited their participation.
 - Department of Transportation
 - Education Department
 - Employment Department – Workforce and Economic Research Division
 - Housing and Community Services
- Significant participation by Department of Human Services.
- Budget was limited compared to previous years; this impacted the survey design in three significant ways:
 - Smaller sample sizes,
 - Limited ability to interview in other languages,
 - Limited ability to address emerging issues in general population surveys overall and specifically in random digit dial (RDD) telephone surveys.
- There was a clear recognition on everyone's part of the potential limitations to existing design.

Sampling

- Random sample of Oregon households.
 - Base sample: Random Digit Dial (RDD) sample.
 - Augment sample: Targeted RDD sample by ethnic/racial density and census tracts with known high densities of ethnic/racial groups.
- Randomly selected household member completed entire survey who then . . .
 - Provided key information for each household member.

	Base Sample		Augment Sample		Total Sample	
	2006	2008	2006	2008	2006	2008
Number of HH	3,243	3,256	1,089	889	4,332	4,145
Number of additional persons in household for proxy data was obtained	4,102	4,045	1,686	1,380	5,788	5,425
Total # of individuals	7,345	7,301	2,775	2,269	10,120	9,570

Sample Stratification – Areas

- Same regions maintained

- For base sample
- n = 400 per region

Region	Counties
1	Clatsop, Columbia, Lincoln, Tillamook
2	Clackamas, Multnomah, Washington, Yamhill
3	Benton, Lane, Linn, Marion, Polk
4	Coos, Curry, Douglas, Jackson, Josephine
5	Gilliam, Hood River, Morrow, Sherman, Umatilla, Wasco, Wheeler
6	Crook, Deschutes, Jefferson
7	Grant, Harney, Klamath, Lake
8	Baker, Malheur, Union, Wallowa

Augment Sample

- Goal was a minimum sample (n = 300) to achieve reliable estimates of key measures among different race / ethnic subgroups.

	Goal	Actual Completes	% of Goal
Hispanic	300	381	127%
Native Americans	300	365	122%
Asian / Pacific Islander	300	383	128%
African-American	300	302	101%
Total	1,200	1,431	119%



Data Collection

- Conducted using Computer-Assisted Telephone Interviewing (CATI) technology.
 - First time use of SPSS Dimensions.
 - Allowed use of predictive dialer.
 - Easier transition between telephone and web-based surveys.
- Random Digit Dial (RDD) sampling reaches both listed and unlisted landline telephone numbers and can be reliably projected to the population of interest.
 - Head of household 18 years of age and older surveyed.
 - Random selection of head of household to be interviewed minimizes significant introduction of gender and age biases which then affects the extent of / need for weighting.
- Data collection schedule:
 - Pretest: June 25 – 29, 2008
 - Base Sample (8 regions): July 16 – September 23, 2008
 - Racial / Ethnic Augment: July 30 – September 29, 2008

Strategies to Maximize Response Rates

- High number of attempts.
 - Average # of attempts per sample element = 7.3.
 - Increased from 5.9 attempts in 2006.
- Messages left on answering machines.
- Refusal conversions.
- On-line option offered to complete household grid.
- However, foreign language interviews limited to Spanish.

	Response Rates			
	2002	2004	2006	2008
Overall Response Rate	26.0%	24.3%	23.2%	26.8%
Refusal Rates	34.3%	21.9%	19.4%	20.9%
Contact Rate	72.5%	54.2%	51.2%	56.4%
Cooperation Rate	41.6%	51.4%	51.4%	48.6%



Questionnaire Length

- Average Length
 - 29 minutes
 - Slightly shorter than in 2006 (32 minutes)
- Major Topics
 - Household Characteristics
 - Household income, poverty levels
 - Housing tenure, mortgage status
 - Educational expenses
- Individual characteristics collected about all household members
 - Demographics: Age, gender, education, race /ethnicity, employment
 - Health insurance coverage, dental care, disability status
 - Childcare and educational programs
- Personal behavior
 - Banking
 - Lottery participation
 - Access to / use of technology
- Attitudes
 - Salmon and water restoration
 - Taxation
 - Education and Crime
 - Environment and Drugs
 - Economy



Weighting

- Data is weighted so that final results are representative of the general population with landline telephones.
 - **Household Weighting** – adjusts for housing tenure within region and single and multi-person households within racial / ethnic groups
 - **Respondent Weighting** – adjusts for housing tenure by region, distribution of age within gender by region, and for age within race and ethnicity

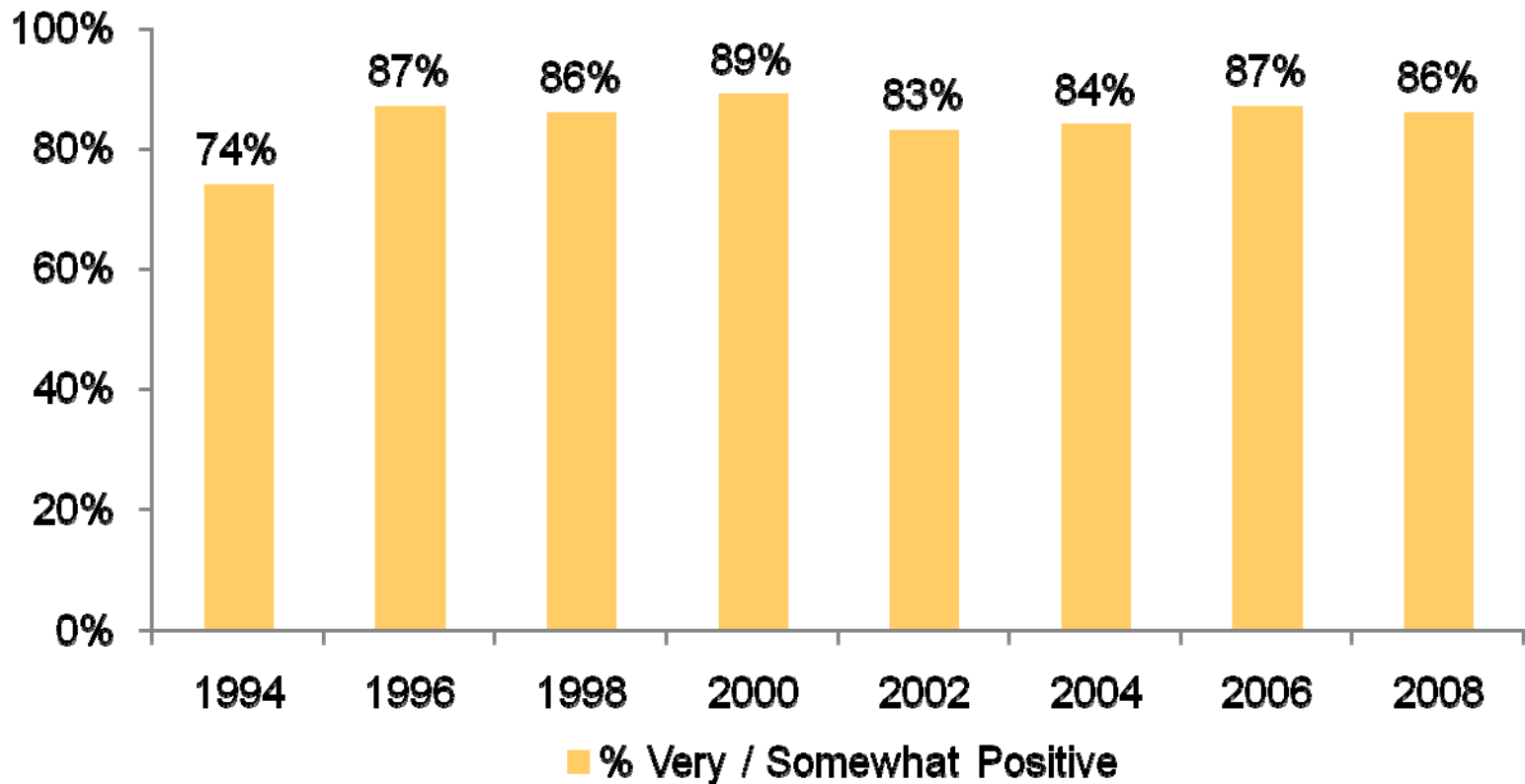


Key Findings

Oregonians' Perceptions of Their State

Feelings About Oregon

- Oregonians continue to feel good about Oregon – 51 percent are “very positive;” 35 percent are “somewhat positive.”

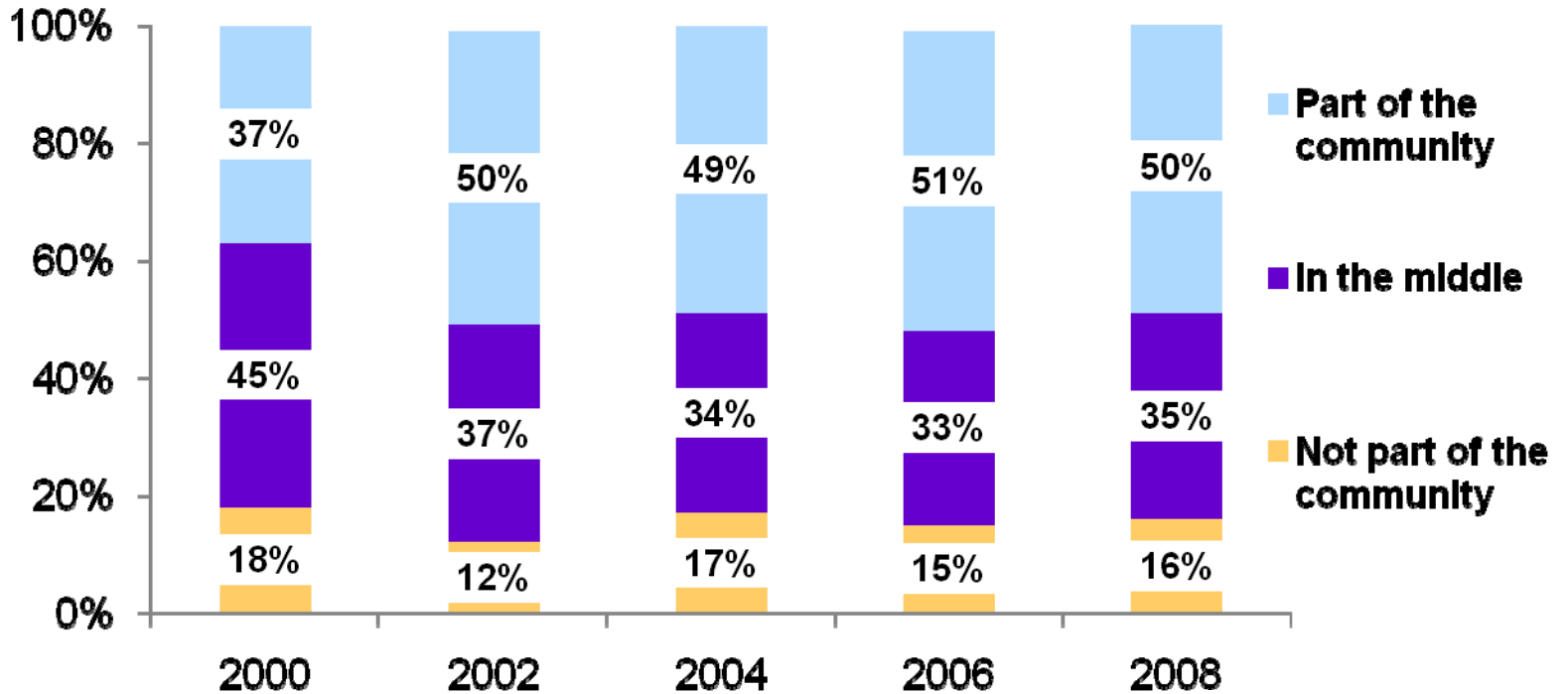


Overall, today, how would you rate your feelings about Oregon? Do you feel "very positive," "somewhat positive," "somewhat negative," or "very negative" about Oregon?

Base: Respondent Only

Sense of Community

- The majority of Oregonians have a sense of community – 21 percent have a “very strong sense of community.”
 - Older residents (45+) are more likely than younger residents (18 -44) to have “a very strong feeling they are a part of their community.”

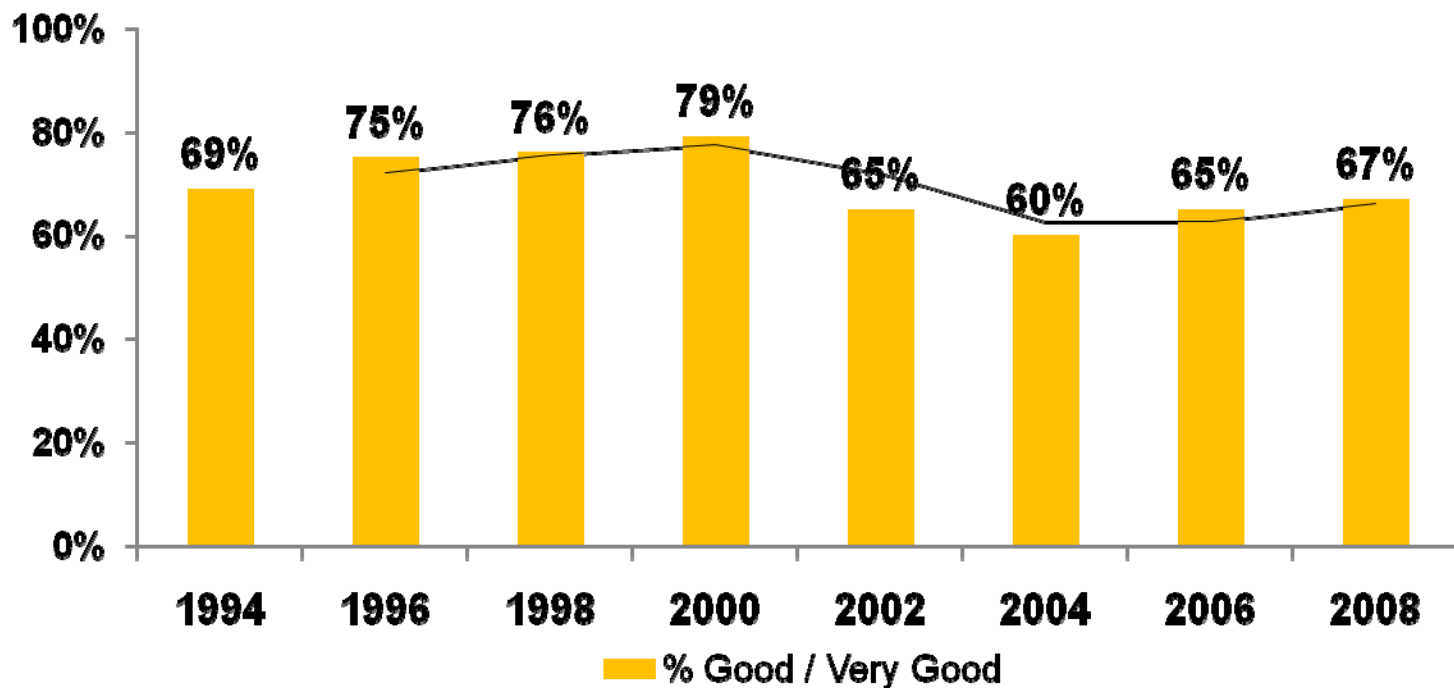


Please think of a five-point scale, with 1 meaning you feel "Not at all a part of your community", and 5 meaning you feel "Very strongly a part of your community."

Base: Respondents Only

Overall Perception of Government Services

- After declining sharply between 2000 and 2004, Oregonians' overall perception of the quality of government services has been slowly but steadily improving.
 - More than three times as many Oregonians say the quality of government services is "good" (52%) versus "very good" (15%).



How good a job do you think Oregon is doing providing government services?

Trend lines shows two period moving average.

Base: Respondents Only

Perceptions of Oregon's Economic Conditions

- Clearly reflecting current economic conditions, there has been a significant decrease in Oregonians' feelings about how well the state is doing creating jobs.
 - At the same time, they feel that Oregon is doing a better job providing access to affordable health care and helping individuals in need.

How is Oregon Doing?	% Very / Somewhat Good					
	1998	2000	2002	2004	2006	2008*
Creating jobs	71%	78%	49%	37%	60%	47%
Affordable access to health care	75%	66%	58%	45%	43%	54%
Helping individuals in need	69%	71%	71%	63%	63%	69%

These next few questions have to do with how good a job you think Oregon is doing in several areas. For each question I ask, please tell me if you think Oregon is doing a "very good" job, "somewhat good", "somewhat bad," or a "very bad" job.

Base: Respondents only

**2008 data collection occurred between July 16 and September 29, 2008.*

Perceptions of Oregon's Quality of Education

- Oregonians are more positive regarding the quality of K to 12 education – with ratings returning to 2000 levels.
 - Oregonians are most positive toward community college education (37% very good), followed by 4-year higher education (28% very good).
 - Only 18 percent of Oregonians rate K to 12.

How is Oregon Doing?	% Very / Somewhat Good					
	1998	2000	2002	2004	2006	2008
Primary / Secondary	66%	71%	61%	64%	60%	70%
Community College	88%	91%	88%	88%	88%	86%
4-Year College / University	71%	85%	83%	82%	80%	80%

These next few questions have to do with how good a job you think Oregon is doing in several areas. For each question I ask, please tell me if you think Oregon is doing a "very good" job, "somewhat good", "somewhat bad," or a "very bad" job.

Base: Respondents Only

Perceptions of Oregon's Crime & Drug Use

- After several years of decline, Oregonians are more positive towards efforts to control drug use.
- Oregonians' perceptions of efforts to control crime have varied little over the past six years and remain below the 2002 peak.

How is Oregon Doing?	% Very / Somewhat Good					
	1998	2000	2002	2004	2006	2008
Controlling Crime	65%	74%	82%	70%	69%	72%
Controlling Drug Use	41%	48%	54%	47%	41%	47%

These next few questions have to do with how good a job you think Oregon is doing in several areas. For each question I ask, please tell me if you think Oregon is doing a "very good" job, "somewhat good", "somewhat bad," or a "very bad" job.
Base: Respondents Only

Perceptions of Oregon's Conservation Efforts

- Oregonians continue to feel that Oregon is doing a good job in preserving the state's resources and environment.

How is Oregon Doing?	% Very / Somewhat Good					
	1998	2000	2002	2004	2006	2008
Protecting natural resources	75%	78%	76%	81%	79%	83%
Maintaining clean air and water	82%	84%	85%	81%	81%	86%
Providing parks and open spaces	85%	90%	93%	91%	90%	91%
Preserving Oregon's heritage	n.a.	n.a.	n.a.	81%	80%	81%

These next few questions have to do with how good a job you think Oregon is doing in several areas. For each question I ask, please tell me if you think Oregon is doing a "very good" job, "somewhat good", "somewhat bad," or a "very bad" job. n.a. – not asked in 1998 to 2002
Base: Respondents Only

Perceptions of Oregon's Infrastructure

- After declining between 2002 and 2006, Oregonians are more positive toward efforts to manage growth and prevent sprawl.

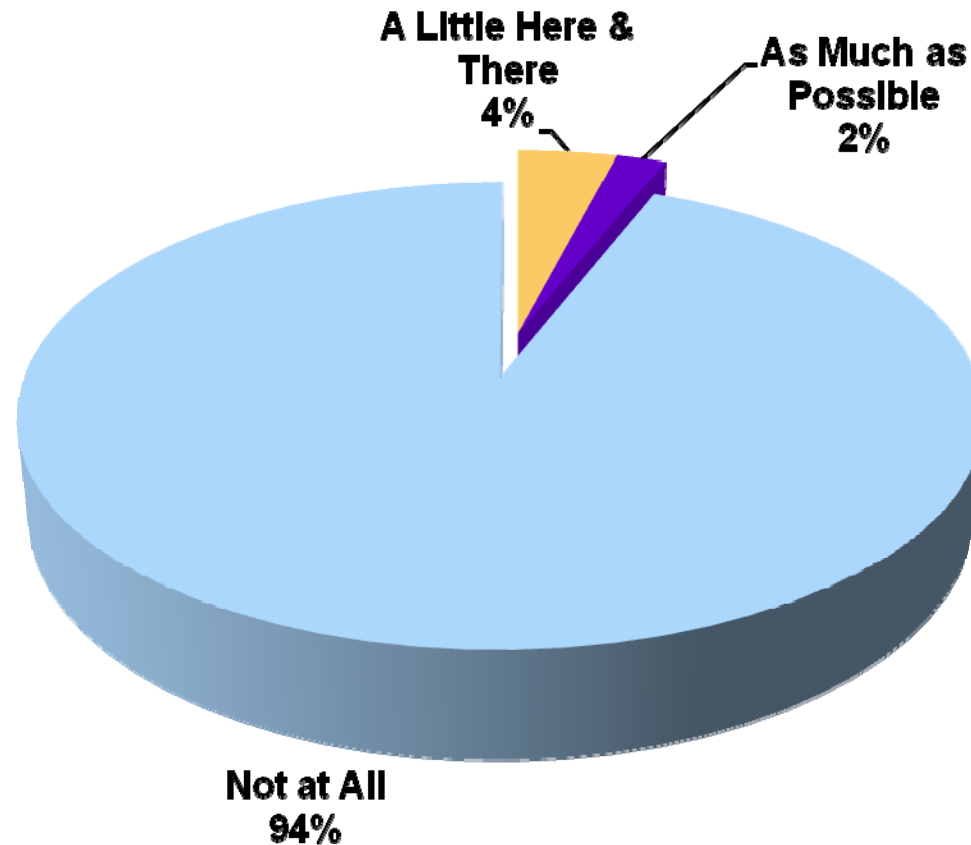
How is Oregon Doing?	% Very / Somewhat Good					
	1998	2000	2002	2004	2006	2008
Managing growth & preventing sprawl	62%	63%	73%	66%	61%	66%
Maintaining highways, roads, bridges	60%	70%	71%	73%	75%	n.a.
Developing mass transit	72%	70%	73%	72%	69%	n.a.

These next few questions have to do with how good a job you think Oregon is doing in several areas. For each question I ask, please tell me if you think Oregon is doing a "very good" job, "somewhat good", "somewhat bad," or a "very bad" job. n.a. – not asked in 2008

Base: Respondents Only

Perceptions of Tax Accountability

- Oregonians' clearly feel that it is never acceptable to cheat on their income taxes.

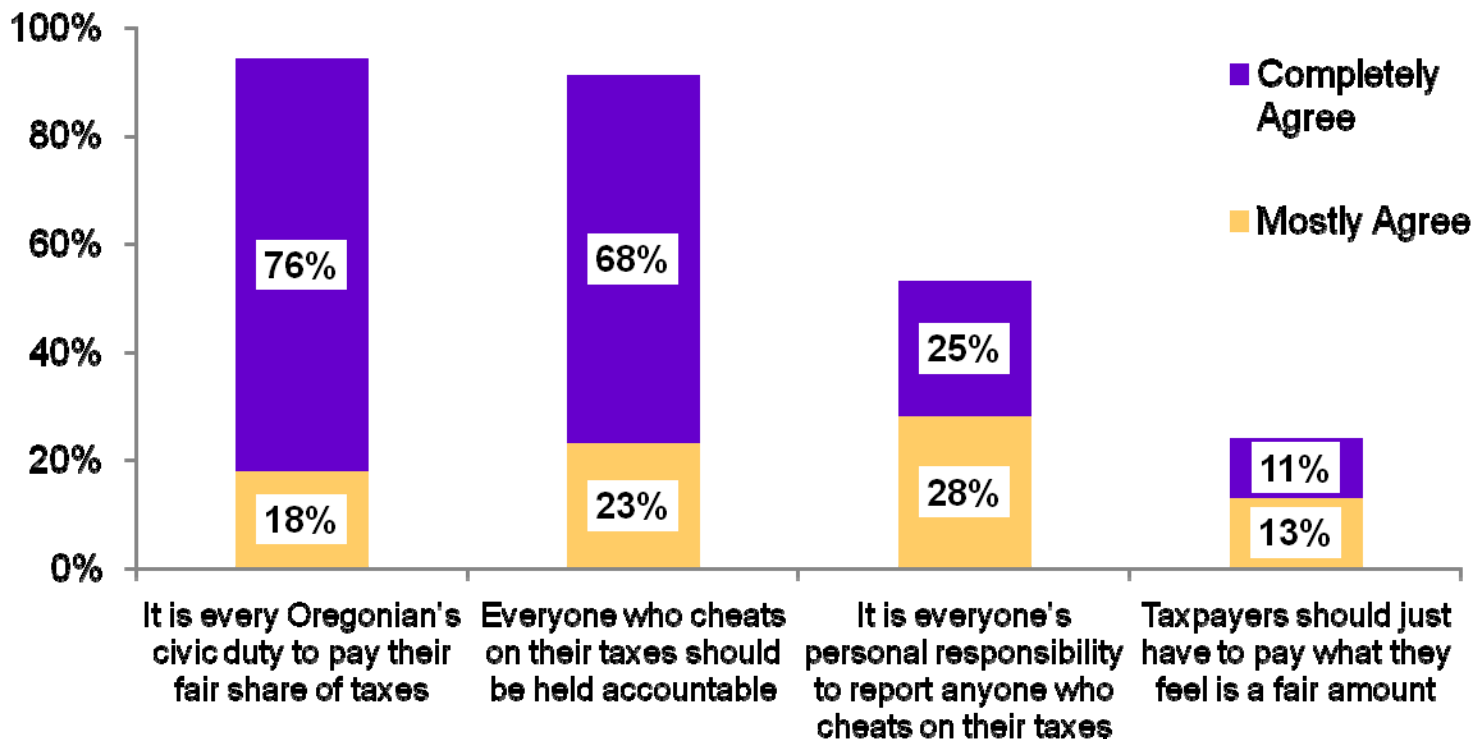


How much, if any, do you think is an acceptable amount to cheat on your income taxes? Would it be...

Base: Respondents Only

Perceptions of Tax Accountability (cont'd)

- While Oregonians clearly feel they should be held personally accountable for paying their taxes, they do not feel they should be responsible for others' actions.

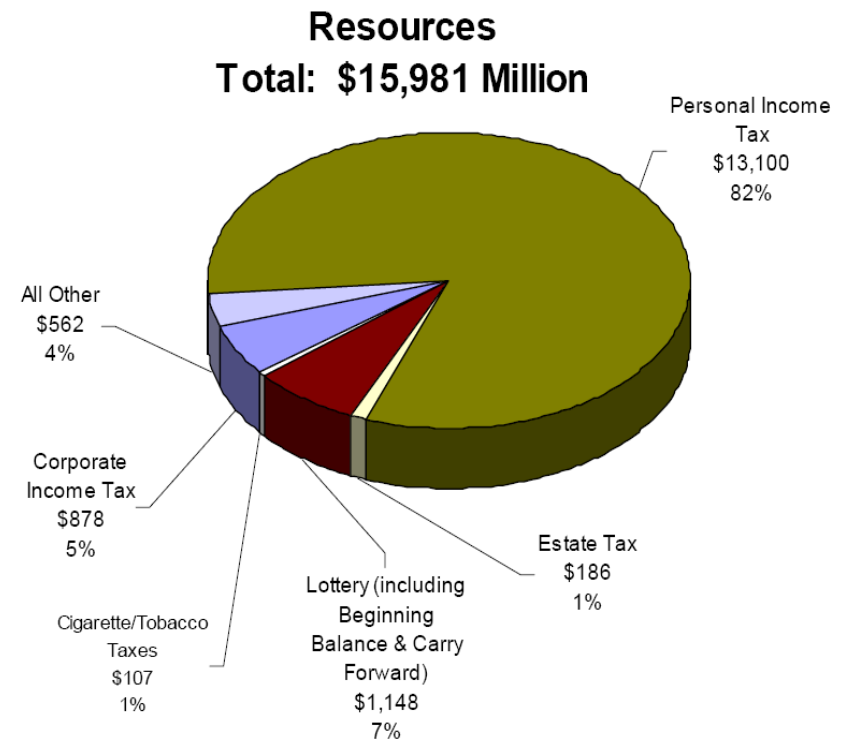
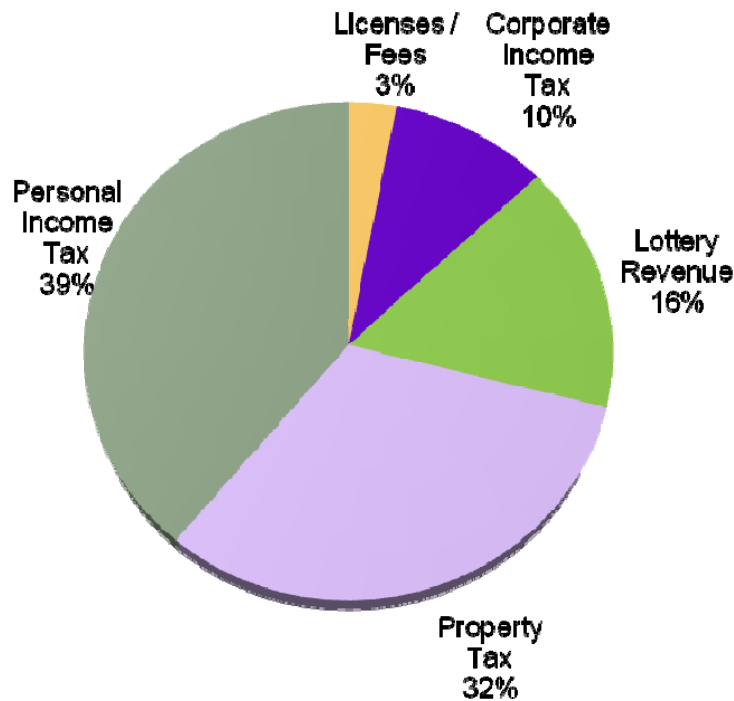


For each of the following statements, do you completely agree, mostly agree, mostly disagree, or completely disagree?

Base: Respondents Only

Perceptions of Primary Source of Revenue

- As in previous years, many Oregonians mistakenly believe that the biggest source of revenue for Oregon is property tax.

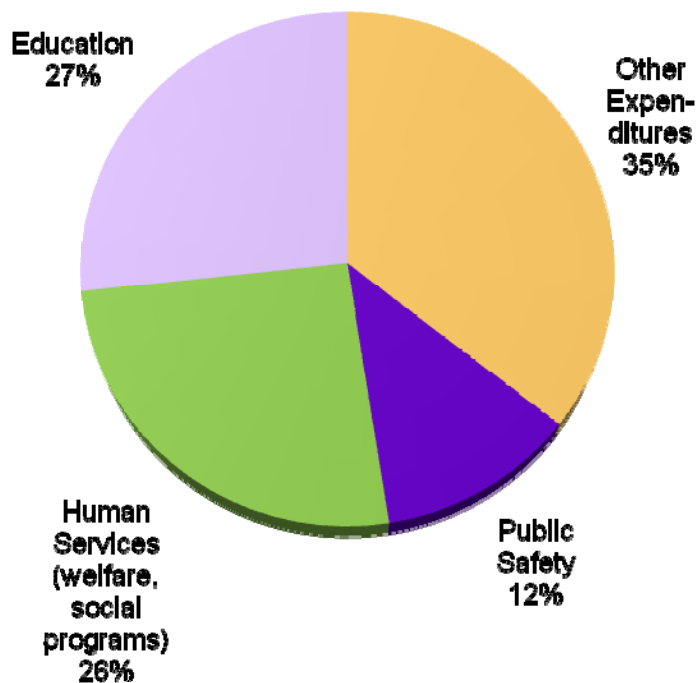


Now, I am going to ask you a few questions about state revenues and expenses. Just your best guess is fine. Which of the following do you think is the biggest source of revenue for Oregon State government? Do you think it is...

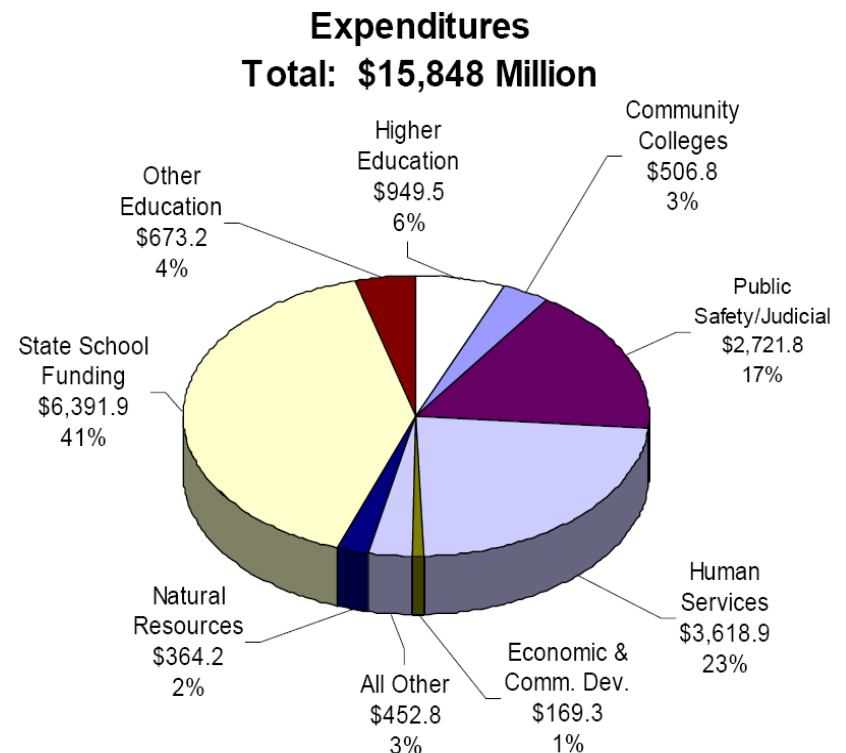
Sources of general fund and lottery revenue data for 2009 -- 2011 provided by Progress Board, from Governor's 2009-11 Budget, , p. A-10

Perceptions of State Spending Priorities

- While the majority of Oregonians feel that the biggest portion of state spending is education and human services, a significant number feel most spending is in other, non-specific areas.



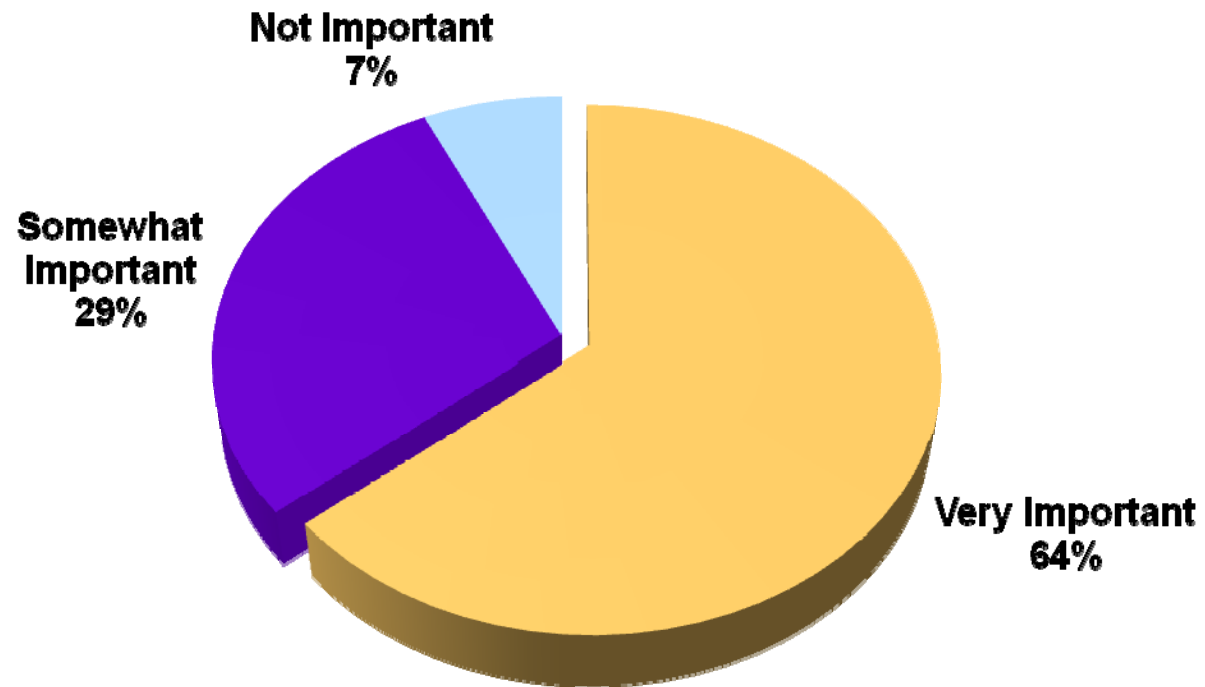
And, now thinking about how state revenues are spent, which of the following do you think makes up the biggest portion of the state government's general fund spending? Do you think it is. . .



Sources of general fund and lottery expenditure data for 2009 -- 2011 provided by Progress Board, from Governor's 2009-11 Budget, , p. A-10

Importance of Improving Salmon Runs

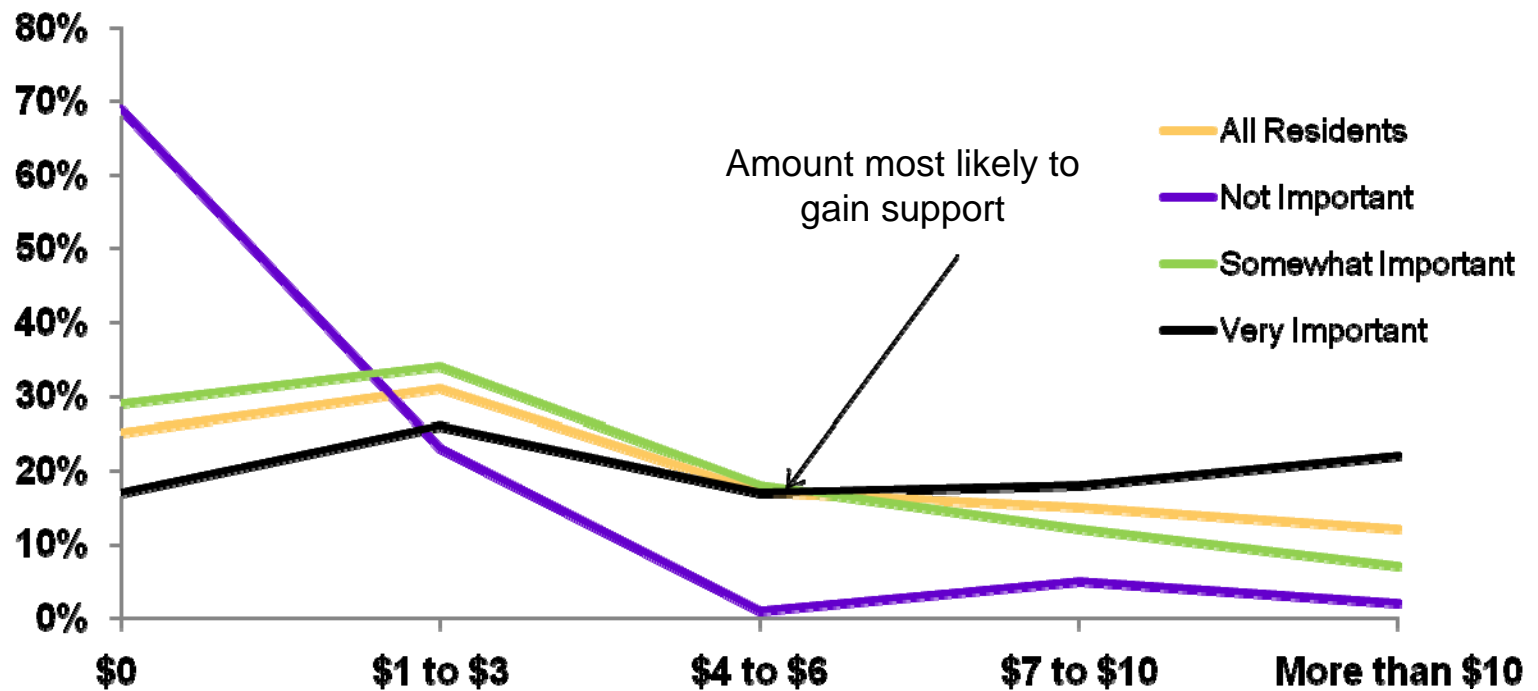
- The vast majority (93%) of Oregonians feel that it is important to improve salmon runs in Oregon – more than three out of five (64%) feel that it is “very important.”



*Now I would like to ask you about the salmon runs in Oregon. As you may know, salmon runs are declining in Oregon. How important do you feel it is to improve salmon runs in Oregon? Is it...
Base: Respondents Only*

Amount Willing to Pay to Improve Salmon Runs

- Not surprisingly, the amount that residents are willing to pay is related to how important they feel improving salmon runs is.
 - The amount most likely to gain support is \$4 to \$6.

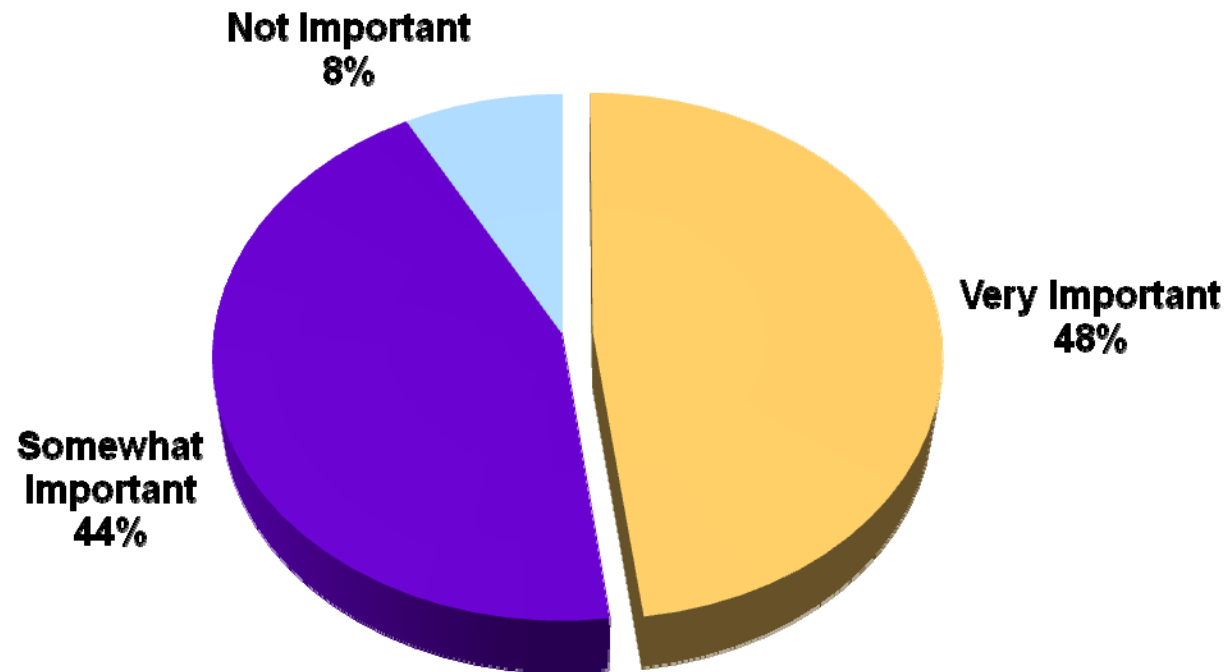


How much per month would you be willing to pay for water quality and habitat improvement efforts to help improve salmon runs in Oregon? Would it be...

Base: Respondents Only

Providing Grants to Protect Natural Areas, Maintain Water, Restore Habitats

- While the vast majority (92%) of Oregonians feel that it is important to provide grants to landowners, attitudes toward the importance of these grants are clearly mixed.



Oregon state government provides grants to volunteer landowners to protect natural areas, maintain clean water and restore habitats for fish and wildlife. Would you say funding these grants is very important, somewhat important, or not at all important?

Base: Respondents Only



Key Findings

Oregon Households

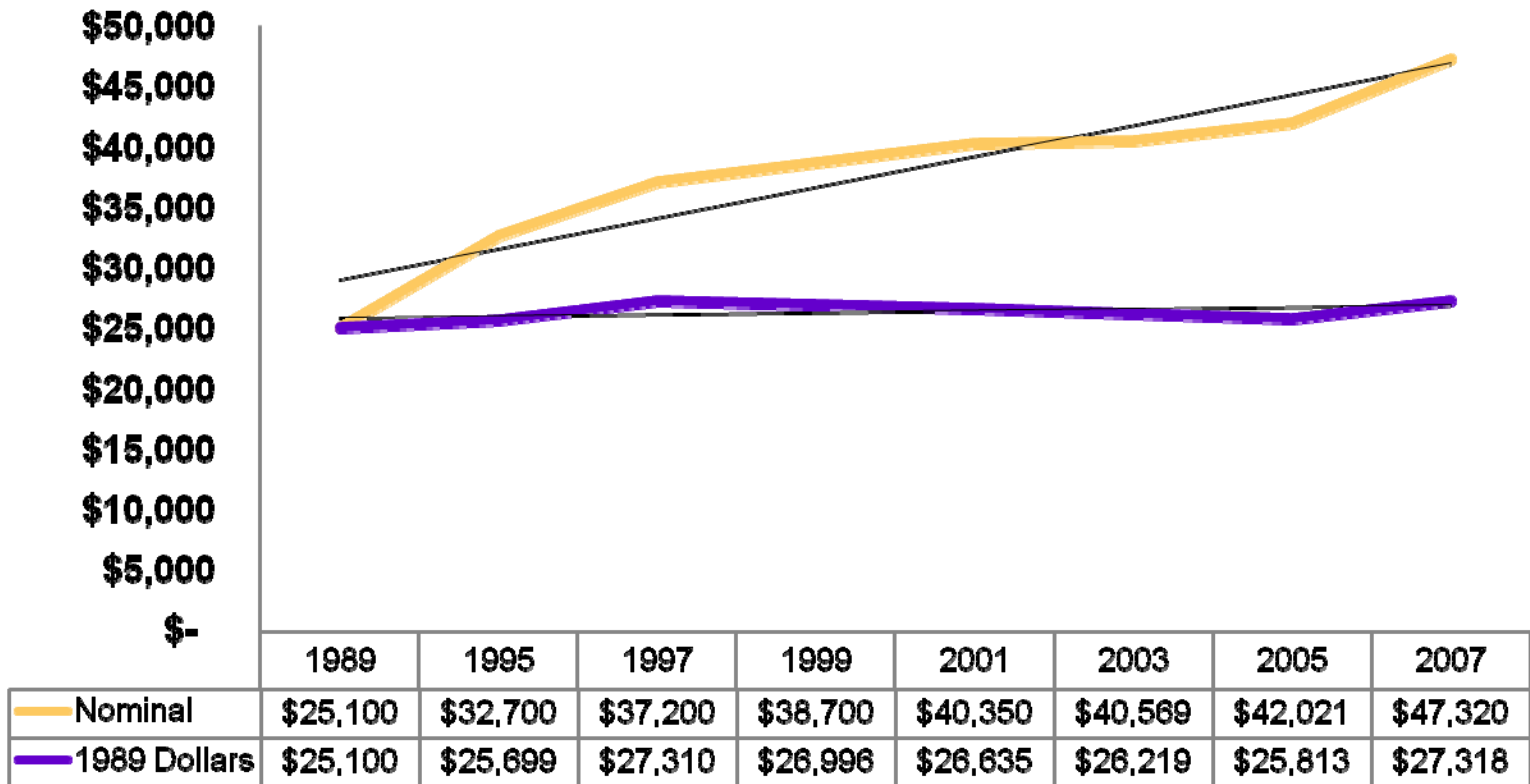
Household Size

- While there has been little change in the mix of single versus multi-person households over the years, average household size has been declining.

	2002	2004	2006	2008
	% of Households			
Single Person	26%	26%	28%	28%
Multi-Person	74%	74%	72%	72%
	Average (Mean) Household Size			
All Households	2.45	2.46	2.32	2.29
Multi-Person HH	2.96	2.97	2.82	2.80
<i>Including yourself, how many people live in your household at this point in time?</i>				
<i>Base: Respondent Only</i>				

Household Income

- While household income (self-reported) has increased steadily over the years and increased nearly 13 percent between 2005 and 2007, when adjusted to 1989 dollars Oregonians' household incomes are virtually unchanged.



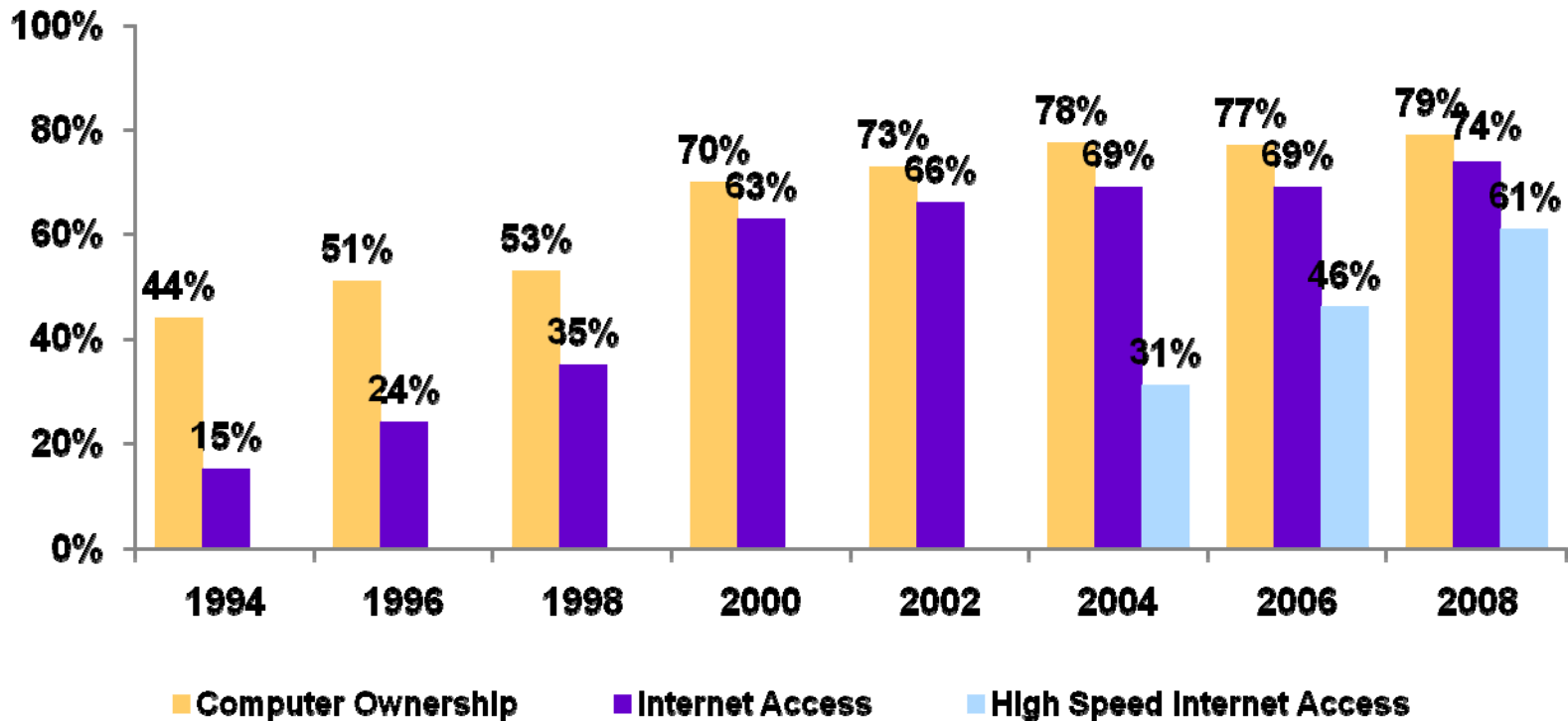
% of Oregon Households Below Poverty

- Over the years, there has been little change in the percentage of Oregon households who are below poverty level.
 - There was a sharp increase in the percentage of Hispanic households below poverty level between 2004 and 2006.
 - Care should be used in interpreting the data by race due to small sample sizes. In the case of the Asian American segment, the lack of interviewing in their native languages.

	2002	2004	2006	2008
All Households	13.1%	10.5%	13.4%	13.2%
Race				
Caucasian	12.2%	9.5%	12.1%	12.3%
African American	25.4%	26.3%	26.6%	18.9%
Asian American	9.8%	14.3%	14.4%	5.6%
Native American	19.0%	25.3%	36.6%	25.3%
Multi-Racial	NA	12.2%	17.6%	20.2%
Other	34.3%	23.0%	31.6%	39.1%
Ethnicity				
Hispanic	27.9%	29.7%	22.6%	21.1%

Computers / Internet Penetration

- While the extent to which households have computers and access to the Internet has stabilized, the extent to which households have high-speed access has more than doubled since 2004.



*Do you, personally, have access to a personal computer?
Can you use the computer at home to access the Internet?
Do you, personally, have high-speed Internet access at home such as DSL or cable modem?*



Key Findings

Population Characteristics

In-Migration

- The rate of in-migration dropped significantly from 2006, returning to 2004 levels. In-migration rates dropped the most in:
 - Region 3: Benton, Lane, Linn, Marion, Polk;
 - Region 8: Baker, Malheur, Union;
 - Region 1: Clatsop, Columbia, Lincoln, Tillamook.

- However, the rate of in-migration remains high in two regions:
 - Region 4: Coos, Curry, Douglas, Jackson, Josephine;
 - Region 5: Gilliam, Hood River, Morrow, Sherman, Umatilla, Wasco, Wheeler.

	State-wide	Region							
		1	2	3	4	5	6	7	8
2004	17%	14%	15%	17%	19%	16%	23%	19%	17%
2006	23%	24%	24%	24%	19%	20%	25%	21%	23%
2008	17%	16%	18%	15%	18%	19%	20%	16%	15%

What state or foreign country were you / your relative living in 5 years ago?
 Base: All Household Members

In-Migration by Race / Ethnicity

- While the rate of in-migration has slowed among most race / ethnic segments, the decrease is most dramatic among Asian / Pacific Islanders.
 - This may be a function of not surveying among this segment in any language other than English.

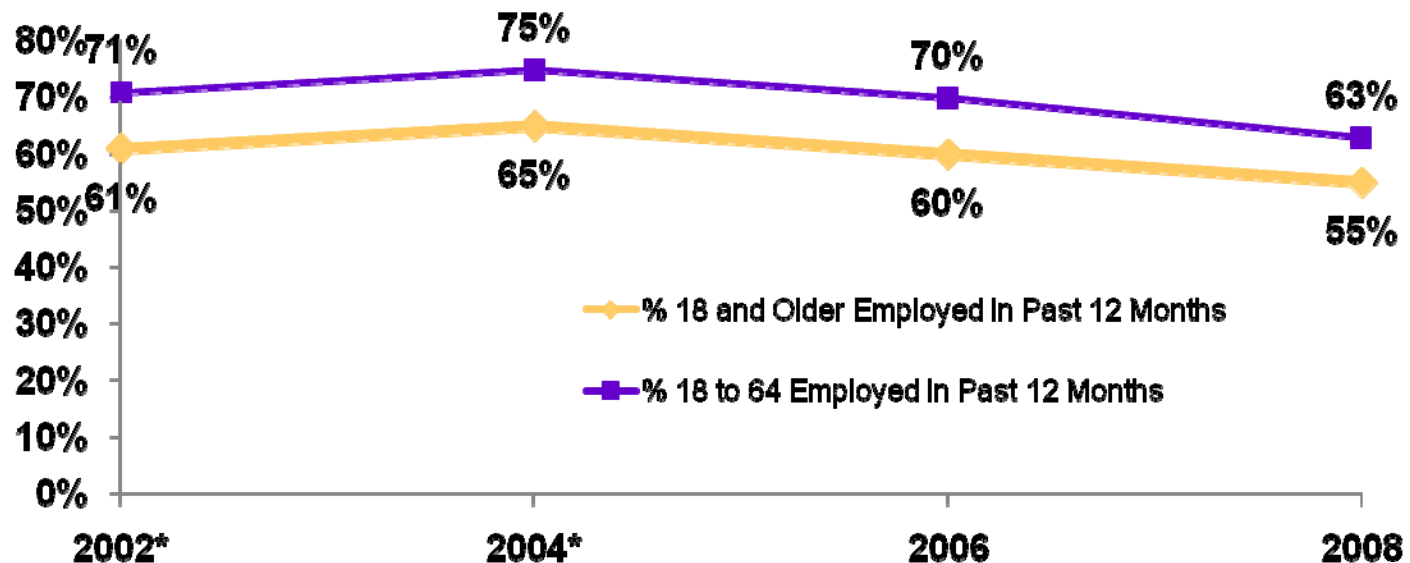
	All	Caucasian	Asian / Pacific Island	African-American	Native American	Hispanic
2004	17%	15%	25%	16%	13%	30%
2006	23%	23%	31%	21%	20%	33%
2008	17%	16%	22%	16%	22%	24%

What state or foreign country were you / your relative living in 5 years ago?

Base: All Household Members

Employment

- After peaking in 2004, the percentage of Oregonians reporting that they had worked at all in the past 12 months has dropped sharply.
 - *It is important to note that this is based on all adult respondents (18 plus) and may include students and those otherwise not employed); therefore, this number will not be consistent with DOL numbers which are based on those who had been working.*

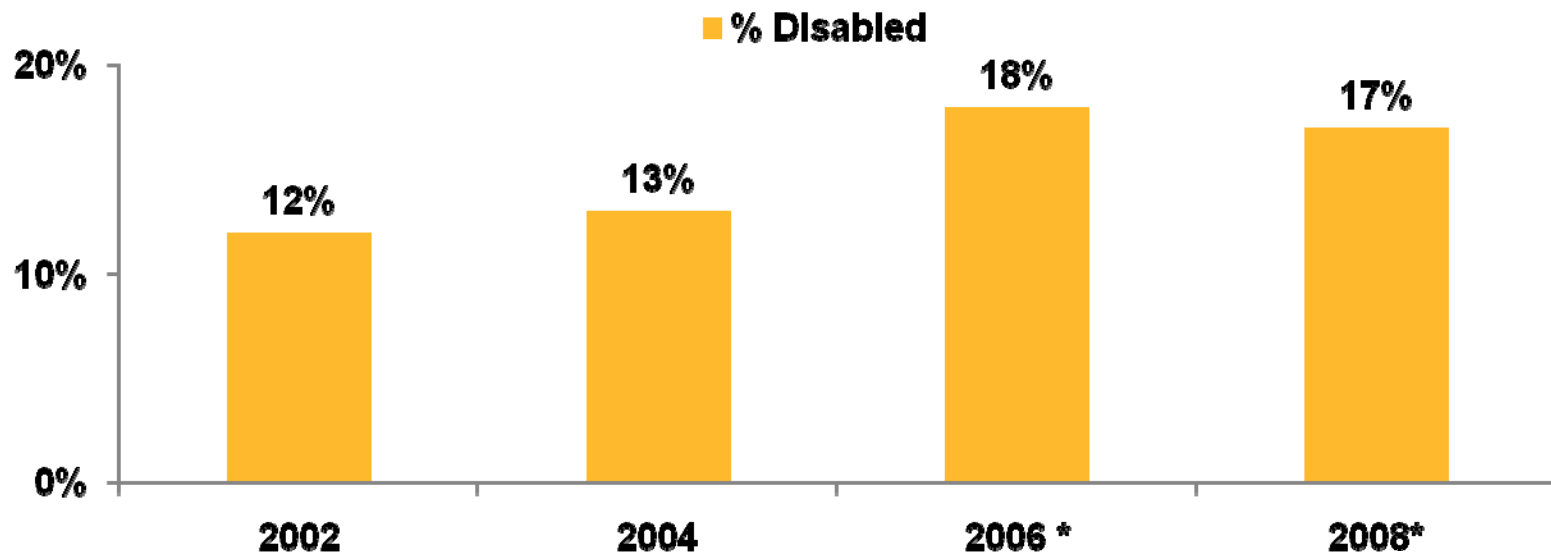


* *Did you / your relative work for pay or were you self-employed in a business or farm at any time in the last 12 months? [READ IF NECESSARY: This includes any job from which you were temporarily absent.] Please include time you were on paid sick leave, paid vacation, or military service. Question modified in 2006*

Base: All Household Members 18plus

Disabilities

- The increase in the percent of Oregonians who are disabled remains close to one out of five (17%).
 - The change in the questionnaire in 2006 clearly impacted the self-reported rate of disabilities.



- 2006 / 2008: Do you / your relative have any of the following long-lasting conditions: (1) Blindness, deafness, or a severe vision or hearing impairment; (2) A condition that substantially limits one or more basic physical activities, such walking, climbing stairs, reaching, lifting, or carrying or (3) none of the above.
- 2004: Do you / your relative have a lasting mental, developmental, physical or learning disability that has lasted or will last more than a year?

Base: All Household Members

Education Achievements by Year

- Two-thirds (67%) of Oregonians 25 and older have at least some higher education.
 - Moreover, there has been a slow but steady increase in the percentage of Oregonians 25 and older with 4-year or graduate degrees – from 30 percent in 2004 to 36 percent in 2008.

	2002	2004	2006	2008
	Highest Level of Education Achieved % Among Oregonians 25 and Older			
Graduate Degree	12%	12%	13%	14%
Undergraduate Degree	18%	18%	20%	22%
Associate Degree	7%	8%	8%	8%
Some College	25%	21%	23%	23%
High School Graduate	27%	32%	26%	25%
High School or Less	10%	9%	10%	7%

*What is the highest level of education you / your relative has completed?
Base: All Household Members 25 and older*

Education by Race / Ethnicity

- As in previous years Asian / Pacific Islander Oregonians have the highest levels of educational achievement.
 - Higher education achievements have increased among all segments.

	All	Caucasian	Asian / Pacific	African-American	Native American	Hispanic
Highest Level of Education Achieved – % Among Oregonians 25+						
Graduate	14%	14%	34%	10%	11%	13%
Undergrad	22%	22%	32%	20%	10%	13%
Total	36%	36%	66%	30%	21%	26%
% ↑ from 2004	16%	16%	61%	36%	40%	100%
Associate	8%	8%	7%	8%	12%	5%
Some College	23%	24%	11%	28%	22%	16%
H.S. Grad	25%	26%	13%	23%	33%	26%
H.S. or Less	7%	6%	4%	11%	12%	27%

What is the highest level of education you / your relative has completed?

Base: All Household Members 25 and older

Literacy Skills

- Perhaps reflecting the lack of interviewing in the Asian languages, reported literacy skills are generally consistent with 2004 levels and higher than in 2008.
- There has been a slow but steady increase in the percentage of Oregonians reporting that they are “very comfortable” solving math problems.

	2002	2004	2006	2008
	% of Oregonians 18 Plus* Very Comfortable			
Reading in English	89%	91%	86%	91%
Writing in English	86%	87%	82%	89%
Solving math problems	64%	61%	63%	65%
Reading / applying written directions	77%	78%	74%	80%

How comfortable would you say you, personally, are at . . . ?

Base: Respondent Only

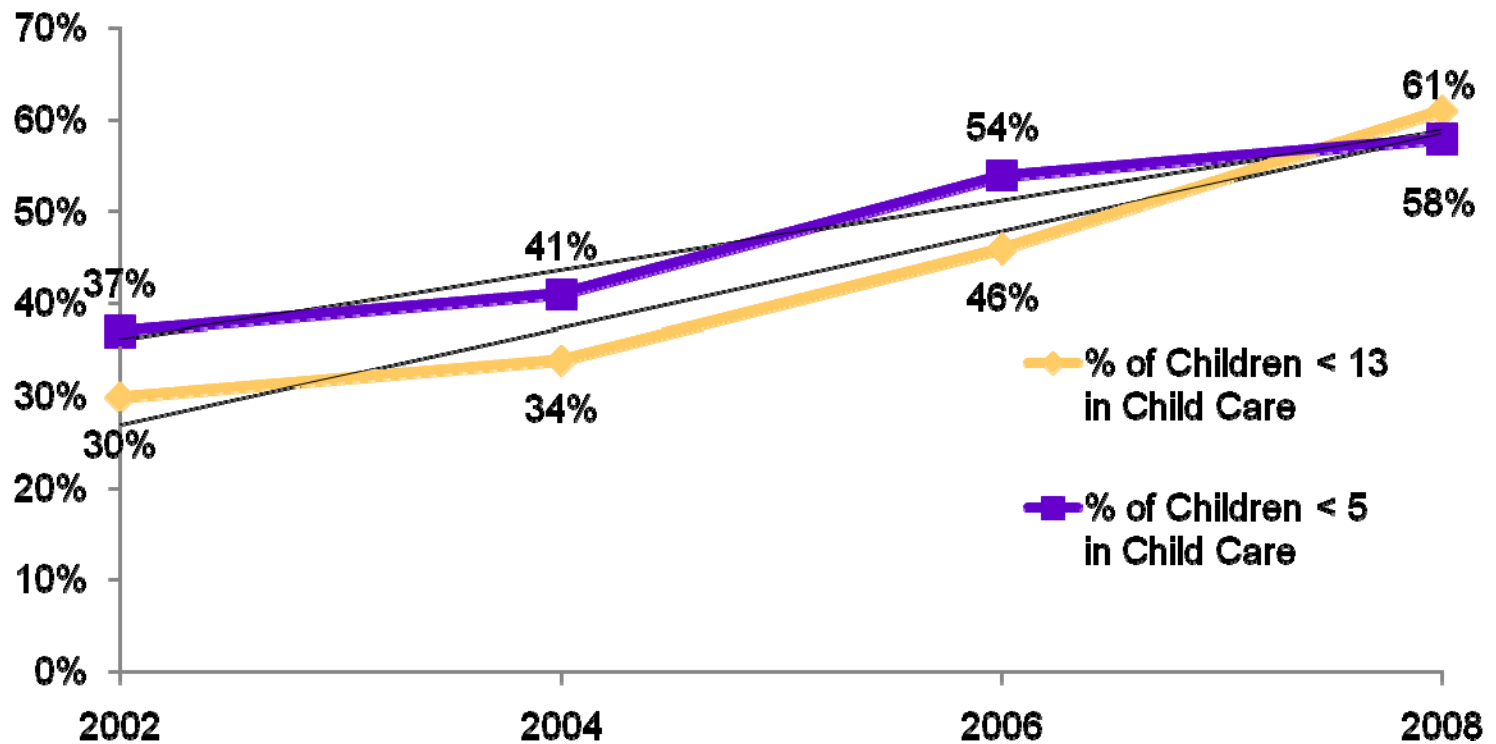
Type of School Attended by School-Aged Children (5 to 17)

- There has been an increase in the percentage of Oregon children (5 to 17) attending public schools and a corresponding decrease in the percentage that are home-schooled.

	2004	2006	2008
	Type of School % Among School-Aged Children (5 – 17)		
Public	79%	77%	82%
Private	13	11	10
Charter	1	3	3
Home-School	4	6	2
Child Did Not Attend School / Other	4	4	4

Oregon Children in Child Care

- The percentage of Oregon children in child care continues to increase doubling since 2002.
 - The percentage of Oregon children under 5 in child care has increased 57 percent from 2002.



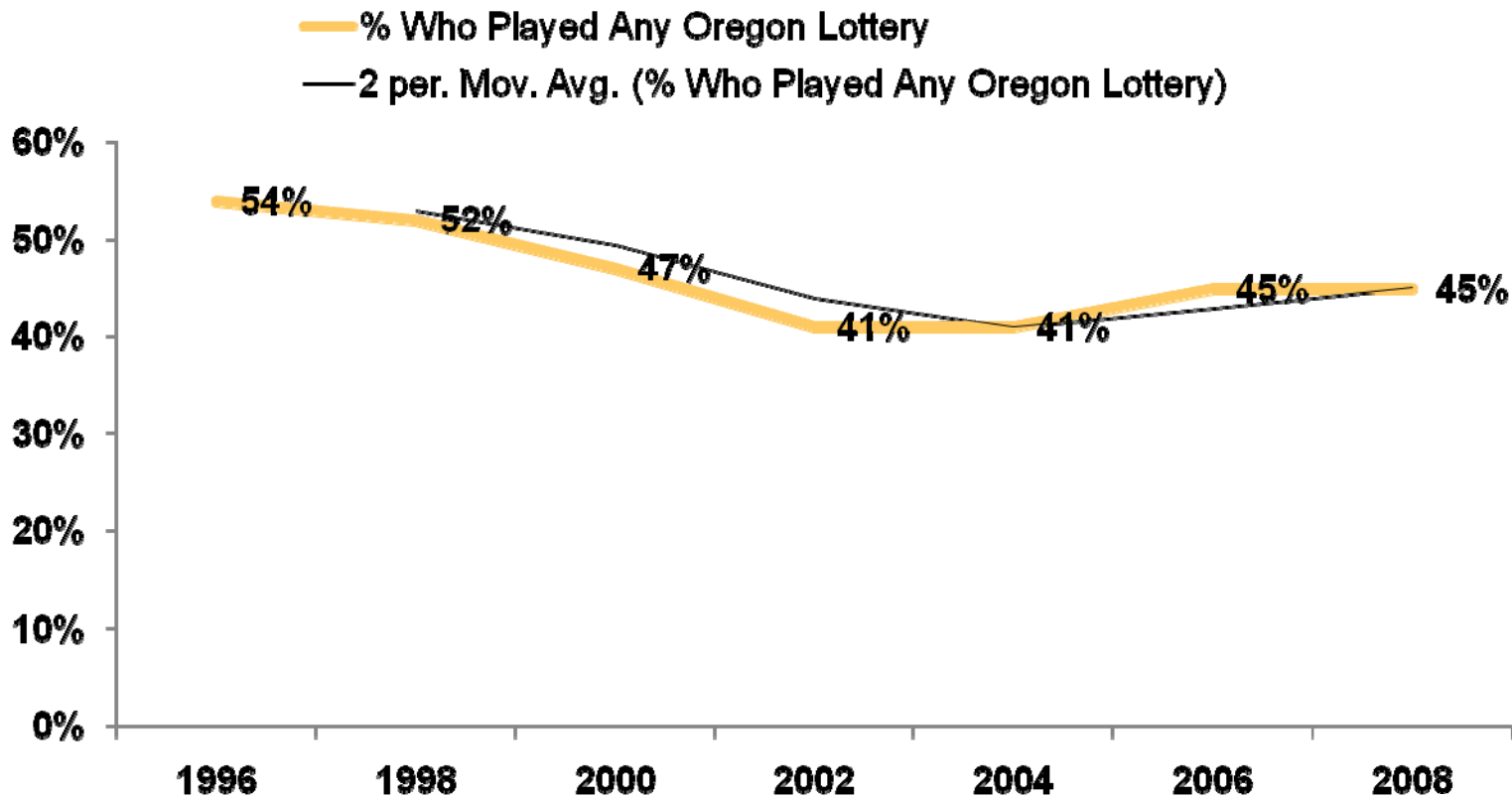


Key Findings

Special Topics / Issues

Oregon Lottery

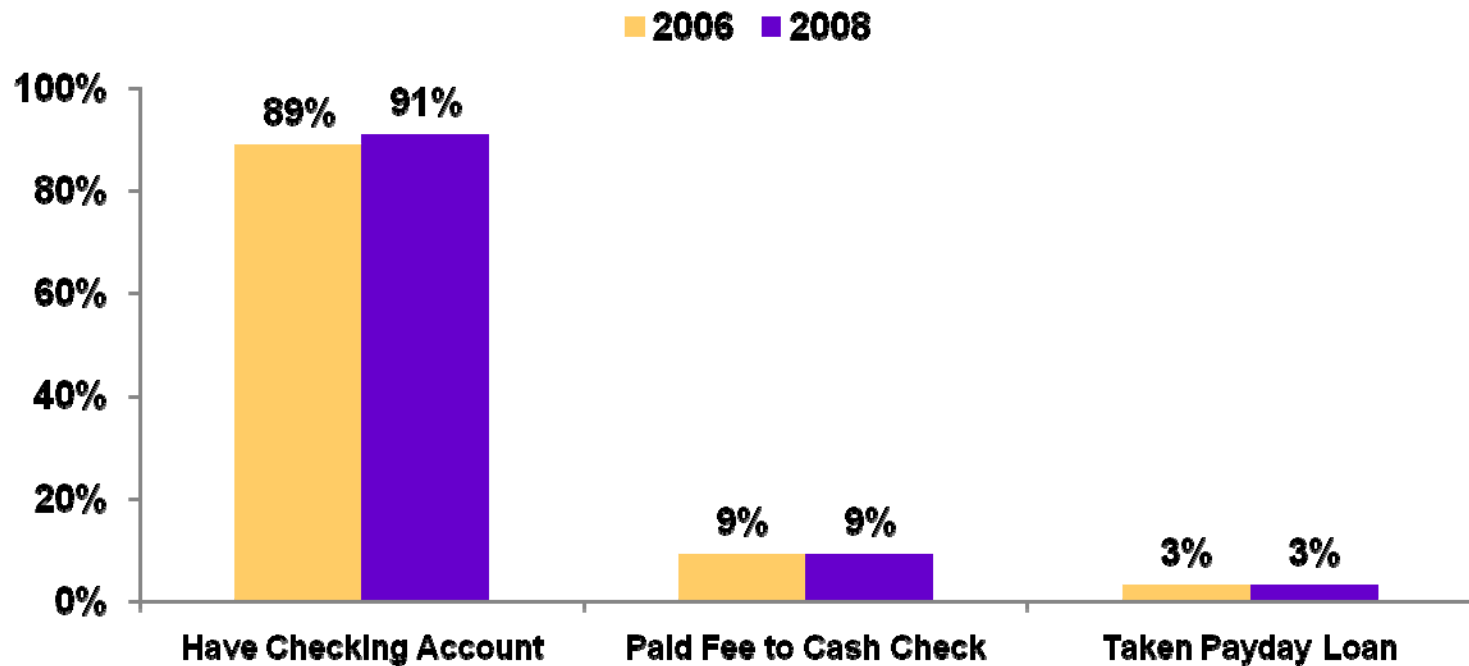
- After seeing an increase in the percentage of Oregonians (18 plus) who played the lottery between 2004 and 2006, there has been no change between 2006 and 2008.



In the past 12 months, have you played any of the following Oregon Lottery Games?

Banking / Financial Transactions

- Overall, there has been little change in banking and/or financial transaction behavior between 2006 and 2008.



*Do you have a checking account?
Have you, personally, paid a fee to cash a check in the last year?
Have you, personally, taken out a payday loan in the last year?
Base: Respondents Only*

Library Usage

- Library usage has decreased slightly from 2006 with the greatest decrease among. . .
 - Teens between 15 to 17 – 11% from 2004 and 28% from 2006.

	2004	2006	2008	% Change 2006
All	42%	41%	38%	-7%
0 – 4 years	38%	32%	35%	9%
5 – 14 years	60%	71%	60%	15%
15 – 17 years	53%	65%	47%	-28%
18 – 24 years	44%	39%	42%	8%
25 – 34 years	44%	41%	35%	-15%
35 – 44 years	44%	39%	37%	-5%
45 – 54 years	41%	35%	36%	3%
55 – 64 years	36%	36%	33%	-8%
65 – 74 years	28%	28%	28%	0%
75+ years	23%	24%	21%	-13%

Have you / your relative used a public library or library program in the last 30 days? This includes connecting to the library on the Internet. Base: All Household Members



Going Forward



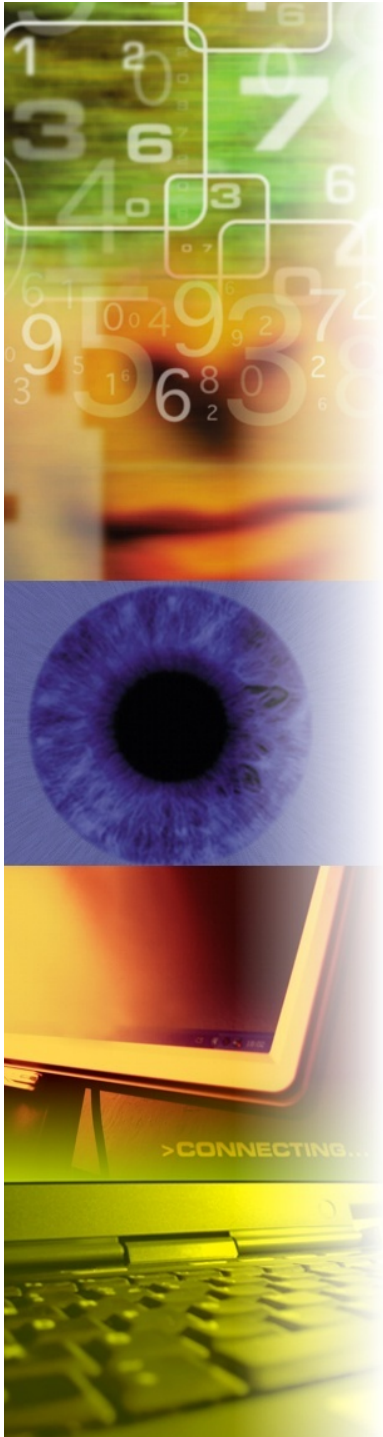
Key Issues

- Multiple Objectives – Each participating agency has specific objectives that. . .
 - Has an effect on the overall design
 - Significantly impacts length of survey
- Changes in survey research environment
 - Impact of cell phone households
 - Increasing need for foreign language interviewing
- Continued availability of and support for funding



Thinking Ahead

- Starting now in 2009 to plan for 2010
- Possible considerations
 - Separate the survey into two or more smaller survey
 - Statewide omnibus
 - Targeted agency / group of agencies specific studies with sample plans specific to their needs
 - Sample cell phone households
 - A given that this must be done
 - Address possible concerns regarding liability
 - Use of incentives
 - Consider and plan for the increase in costs
 - Foreign language interviewing
 - What languages
 - How to reach / interview



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