

Oregon Values and Beliefs Survey

Prepared For:
PTAC | November 2014



PROJECT SPONSORS



RESEARCH PARTNERS



Core values of Oregonians



Support for alternative modes



What you should walk away with today

How to connect with the public

Better understanding of how the public views
“transportation”

PROJECT PARTNERS

Oregon Health & Science University

Oregon Community Foundation

Oregon Public Broadcasting

Oregon State University

DHM Research

Policy Interactive



Values & Beliefs
PROJECT



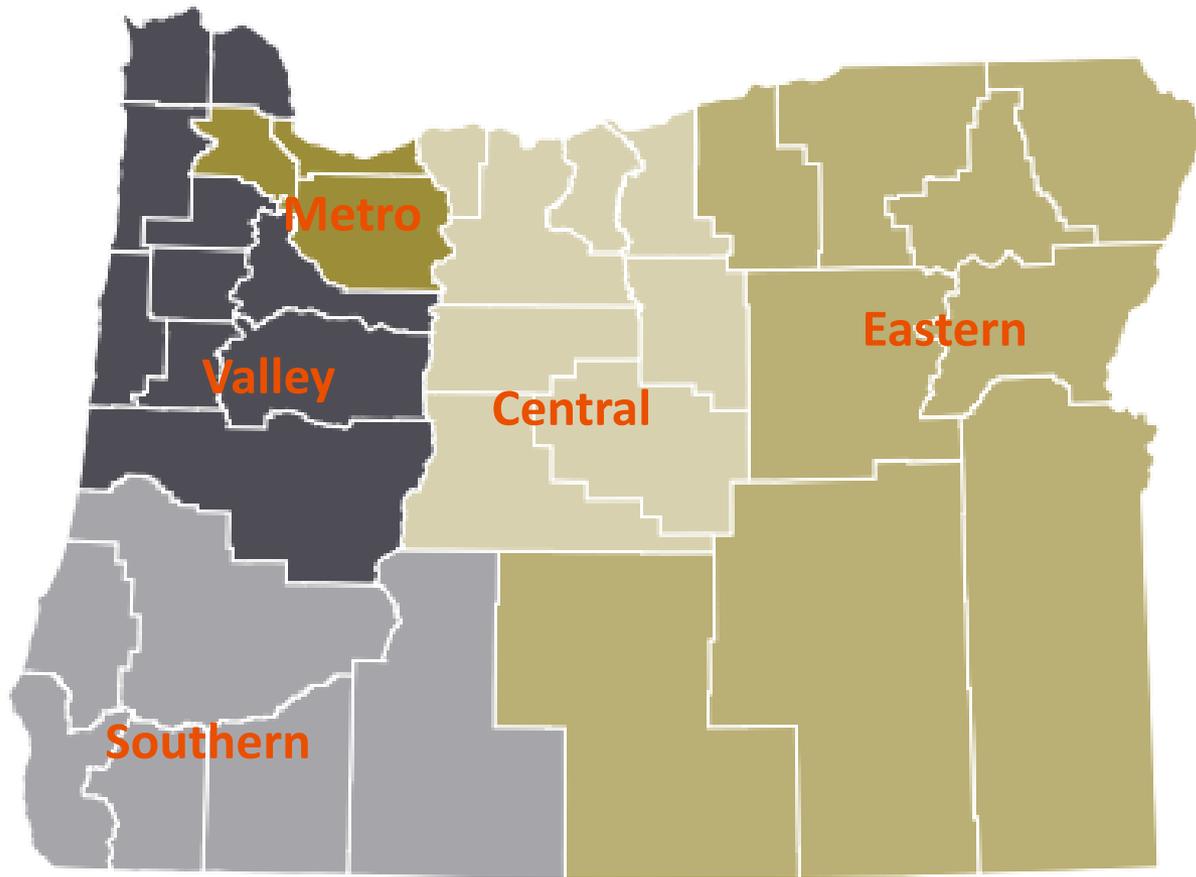
PROJECT SPONSORS



RESEARCH PARTNERS



5 REGIONS



Values & Beliefs
PROJECT



PROJECT SPONSORS



RESEARCH PARTNERS



METHODOLOGY

- General population
- Demographic & geographic representation
- Over 9,000 Oregonians
- Two tracks: scientific and public engagement
- Landline, cell, online, and mail
- 200 questions – 3 surveys
- Conducted April-May 2013



Values & Beliefs
PROJECT



PROJECT SPONSORS



RESEARCH PARTNERS



SURVEY TOPICS

Feelings About Oregon

Charitable Giving

Climate change

Economy

Education K-12

Energy

Environment

Government

Regional Differences

Healthcare

Higher Education

Land use

Low Income Support

Public Services

Taxation

Transportation

Workforce development



Values & Beliefs
PROJECT



PROJECT SPONSORS

RESEARCH PARTNERS



Table discussion

___% don't know the number of US Senators who represent Oregon

___% cannot name any tax that pays for state government services



Values & Beliefs
PROJECT



PROJECT SPONSORS



RESEARCH PARTNERS



Table discussion

47% don't know the number of US Senators who represent Oregon

37% cannot name any tax that pays for state government services



Values & Beliefs
PROJECT



PROJECT SPONSORS



RESEARCH PARTNERS



Feelings About Oregon



PROJECT SPONSORS



RESEARCH PARTNERS



Table discussion

What do you personally value about living in Oregon?



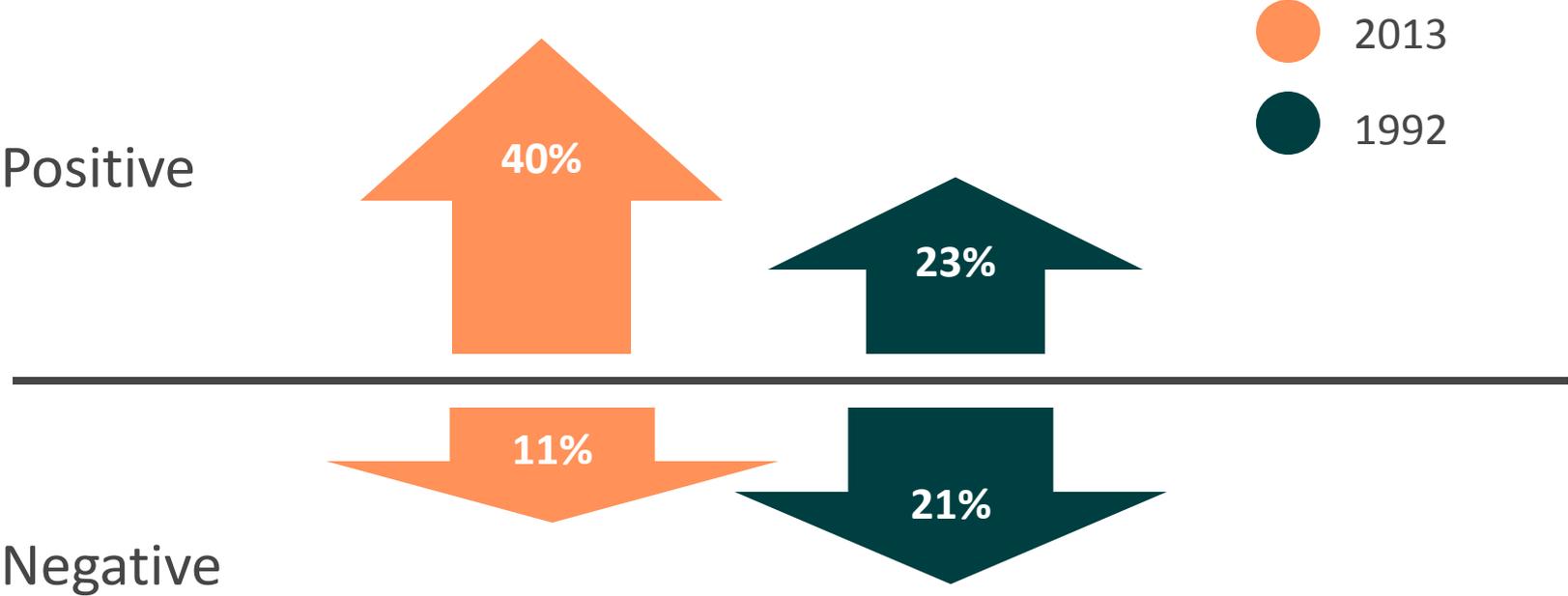
PROJECT SPONSORS



RESEARCH PARTNERS



Overall, today, how would you rate your feelings about Oregon?





What do you personally value about living in Oregon?

Response Category	Total
Beauty/scenery	21%
Weather/climate	19%
Friendly residents/people	13%
Outdoors/outdoor activities	11%
Forest/trees	11%
Proximity to coast/ocean	10%
Nature—general	10%
Great place to live/ neighborliness/friendly town	10%
Proximity to mountains	9%
Environment—general	6%
Environmentally friendly/ promotes recycling	6%
All other responses	5% or less
None/Nothing	2%
Don't know	2%



Values & Beliefs
PROJECT



PROJECT SPONSORS



RESEARCH PARTNERS



What do you personally value about living in Oregon?

“No sales tax.” *Male, Southern*



PROJECT SPONSORS



RESEARCH PARTNERS



Where Is Transportation?



PROJECT SPONSORS



RESEARCH PARTNERS



What is the most important issue that you want your state government officials to do something about?

Unemployment, jobs
Education funding
Reduce taxes
Balance the budget
PERS



Values & Beliefs
PROJECT



PROJECT SPONSORS



RESEARCH PARTNERS

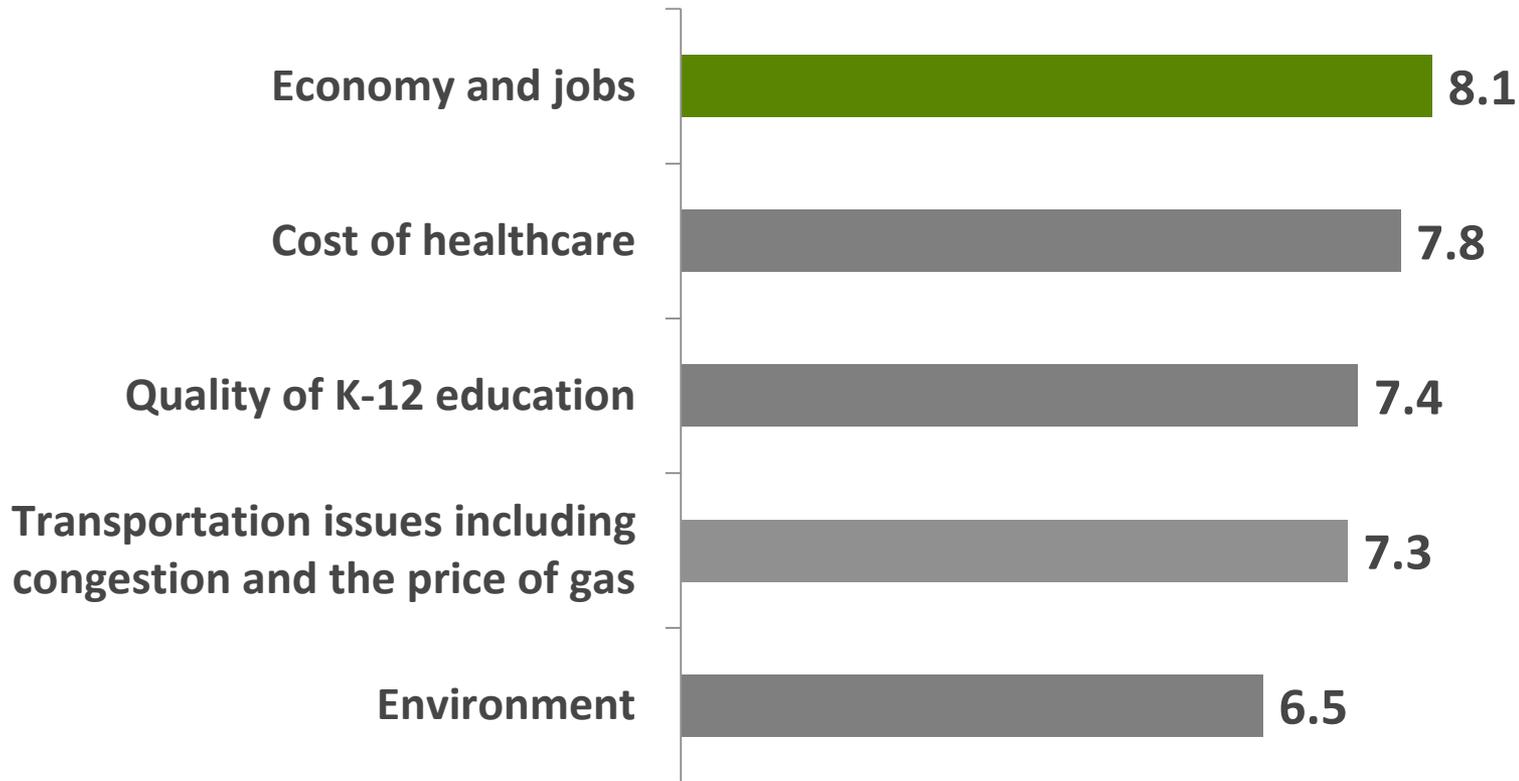


What is the most important issue that you want your local government officials to do something about?

Unemployment, jobs
Education funding
Reduce taxes
Government spending
Roads

Concern over issues facing Oregon

0 to 10 Scale (10 very concerned)



Values & Beliefs
PROJECT



PROJECT SPONSORS

RESEARCH PARTNERS



Public is split on urgency to address transportation needs

Transportation needs in our state can wait until the economy gets better

52%

We have transportation projects in our state that need fixing now

44%

Don't know

3%

Public Services



PROJECT SPONSORS



RESEARCH PARTNERS



Table discussion

Rank the top 3 most important public services to fund



PROJECT SPONSORS



RESEARCH PARTNERS

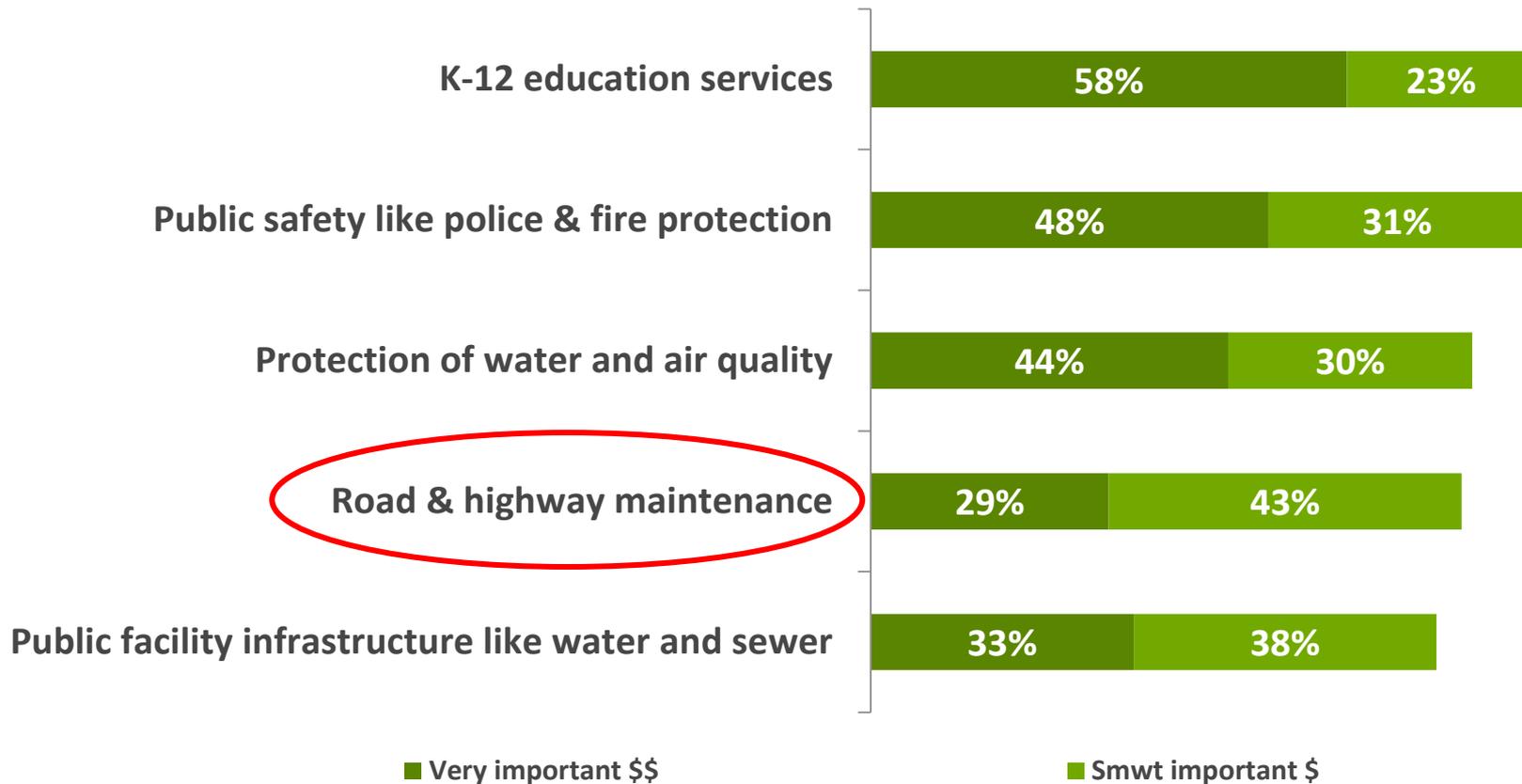


Oregonians rank education #1 among 20 public services

58% “very important” to support w/taxes

10 percentage points higher than the second most popular service

Importance: Willingness to support some increase in your taxes to increase the service or some reallocation of tax dollars away from other existing services



Values & Beliefs
PROJECT



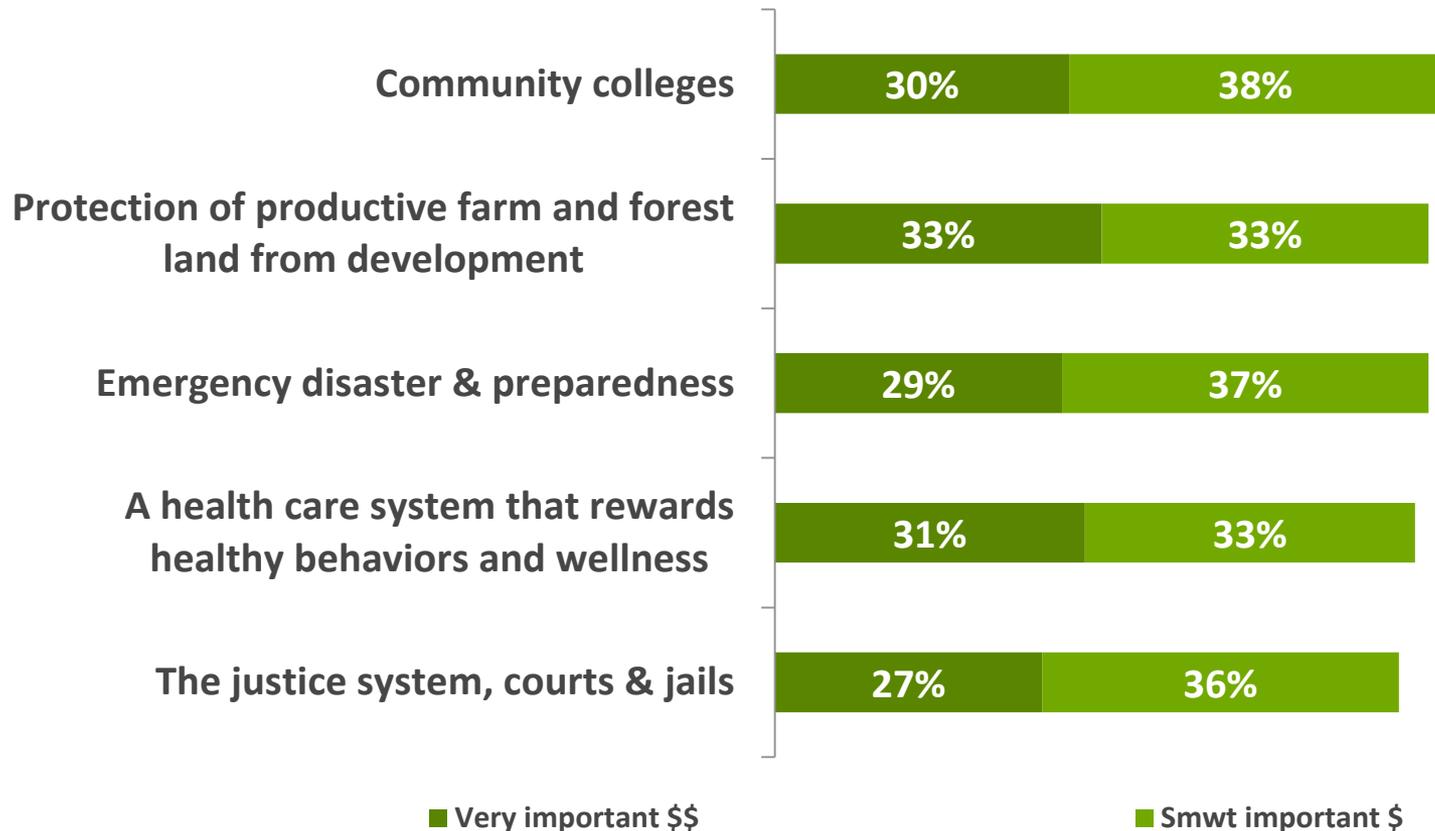
PROJECT SPONSORS



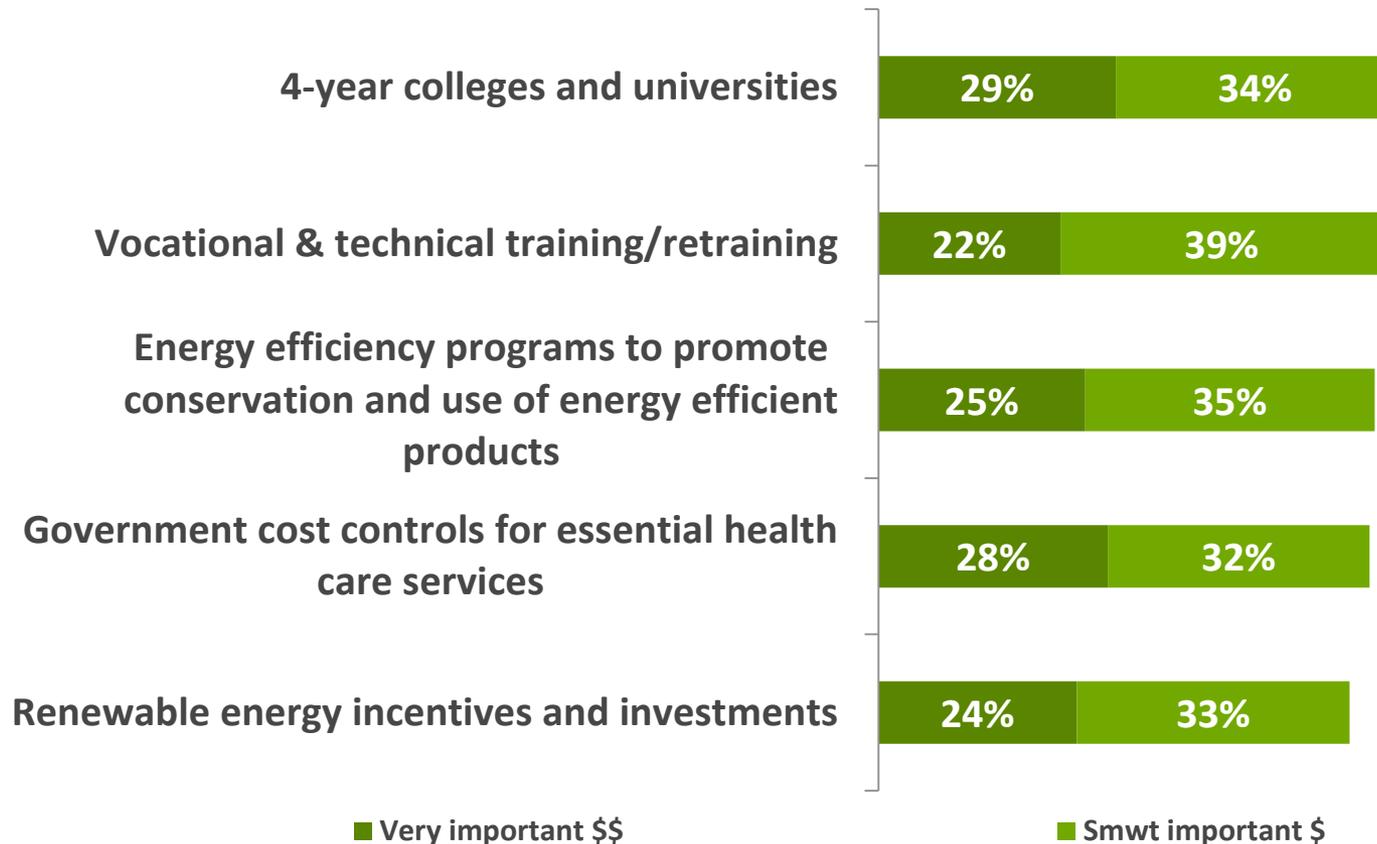
RESEARCH PARTNERS



Importance: Willingness to support some increase in your taxes to increase the service or some reallocation of tax dollars away from other existing services



Importance: Willingness to support some increase in your taxes to increase the service or some reallocation of tax dollars away from other existing services



Values & Beliefs
PROJECT



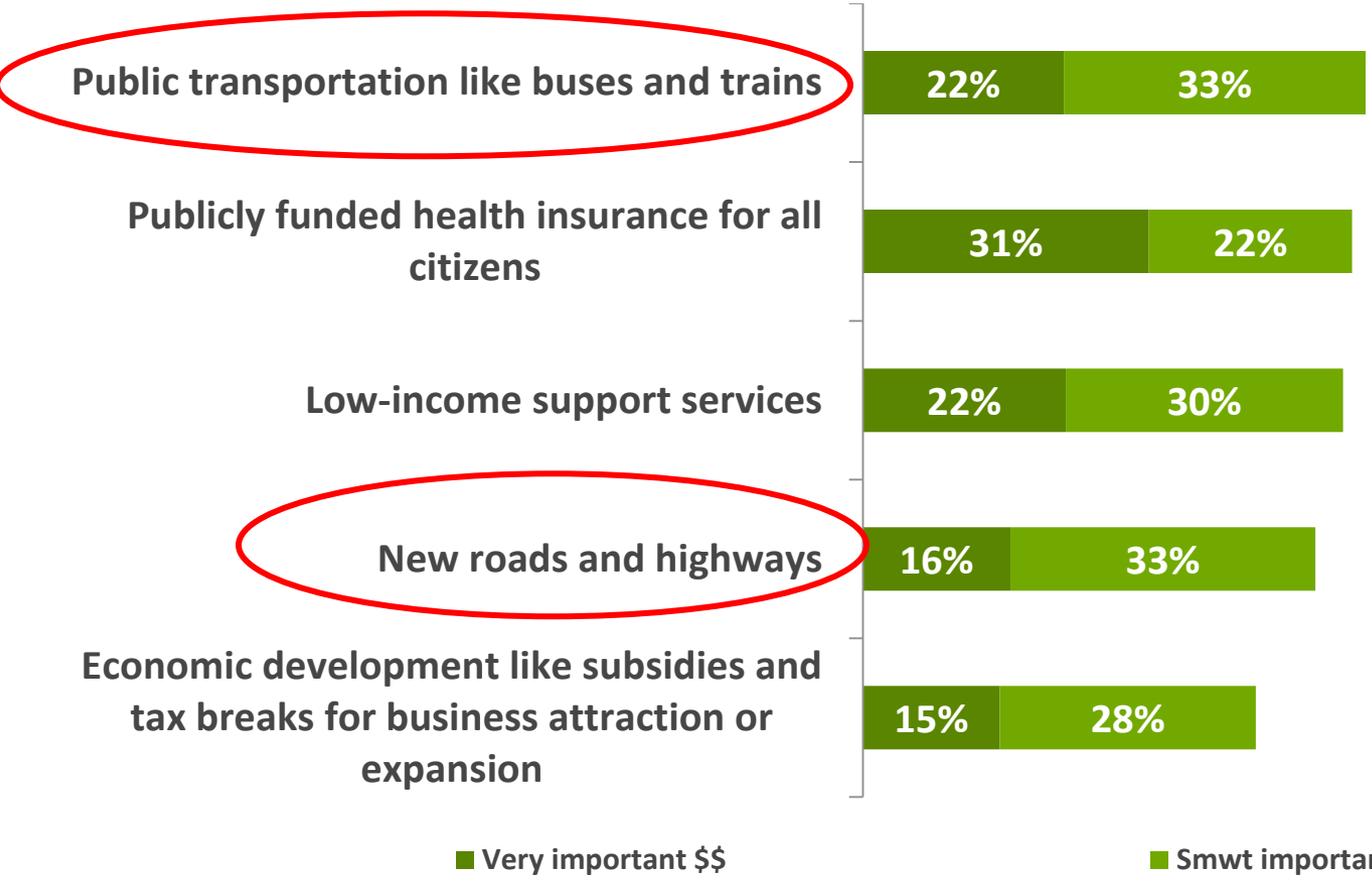
PROJECT SPONSORS



RESEARCH PARTNERS



Importance: Willingness to support some increase in your taxes to increase the service or some reallocation of tax dollars away from other existing services



Trade-offs



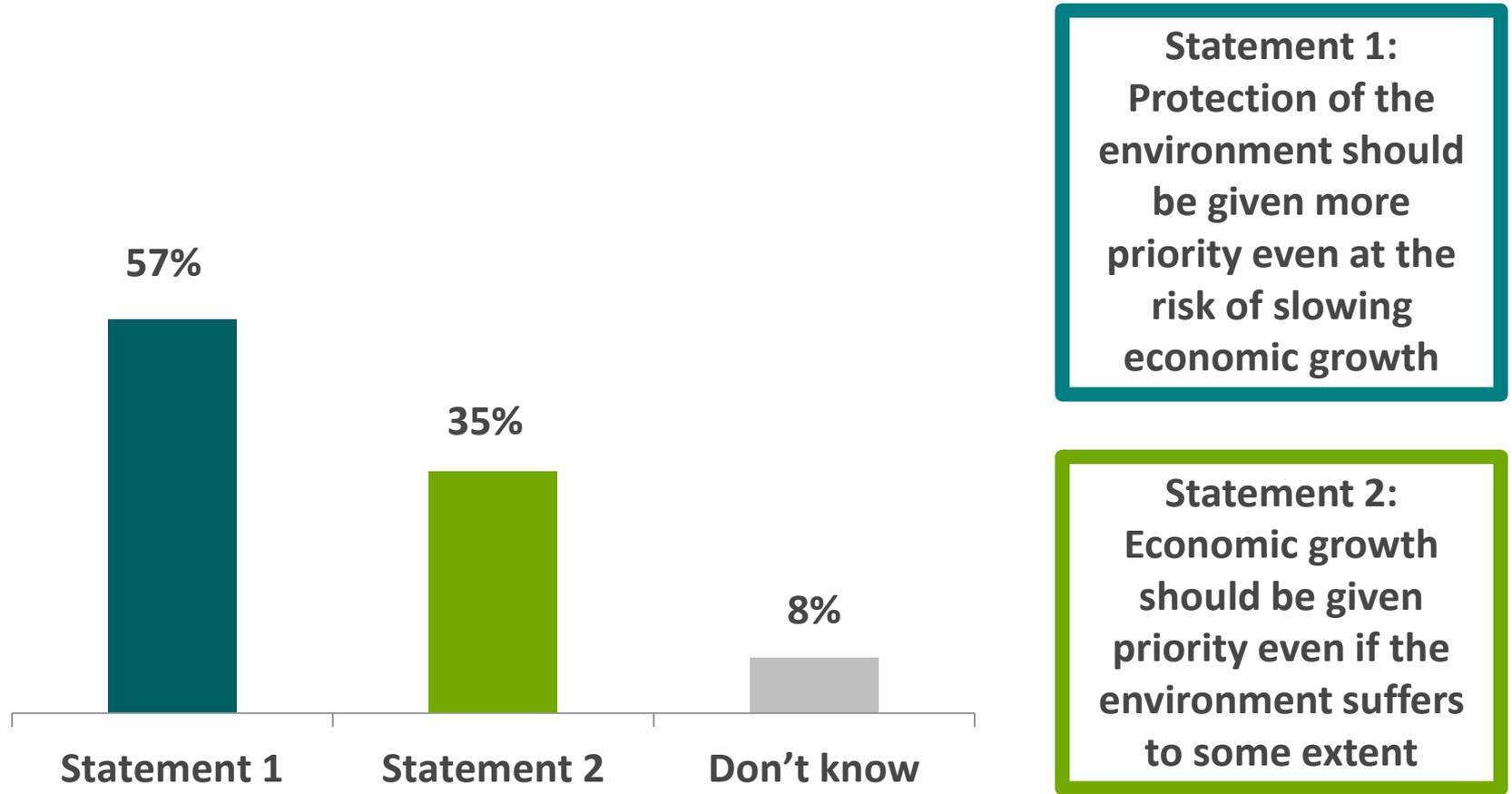
PROJECT SPONSORS



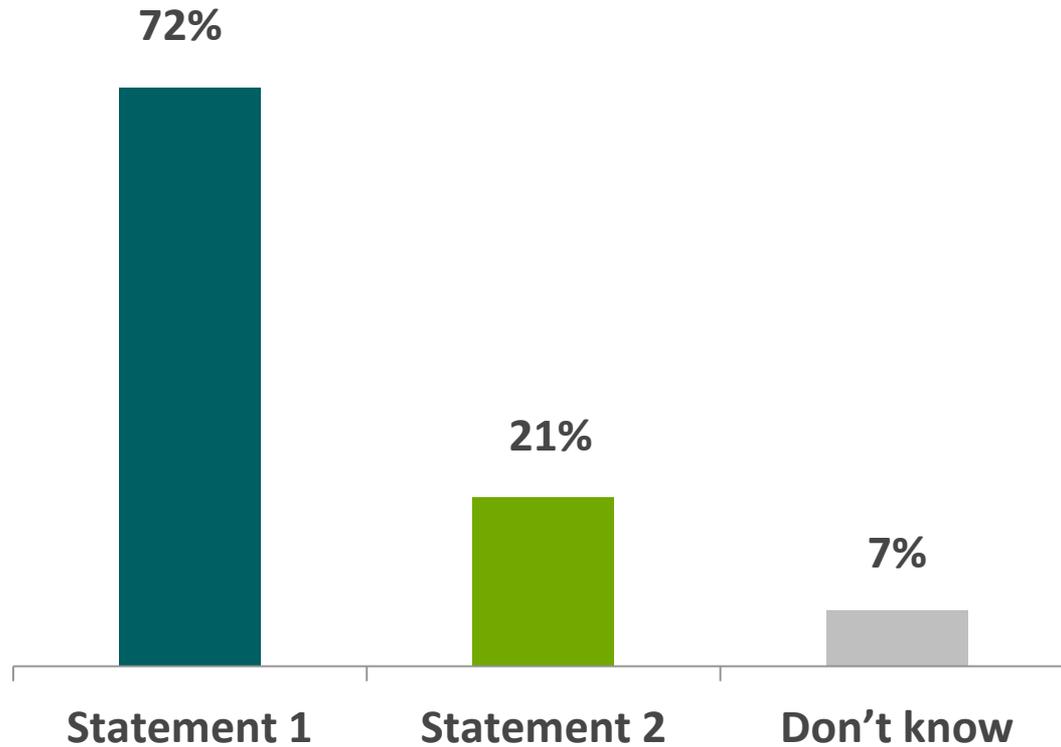
RESEARCH PARTNERS



Which statement comes closest to your view?



Which statement comes closest to your view?



Statement 1:
Climate change requires us to change our way of life such as driving less or living more simply

Statement 2:
If climate change becomes a problem we can deal with it later

Public Transportation



Values & Beliefs
PROJECT



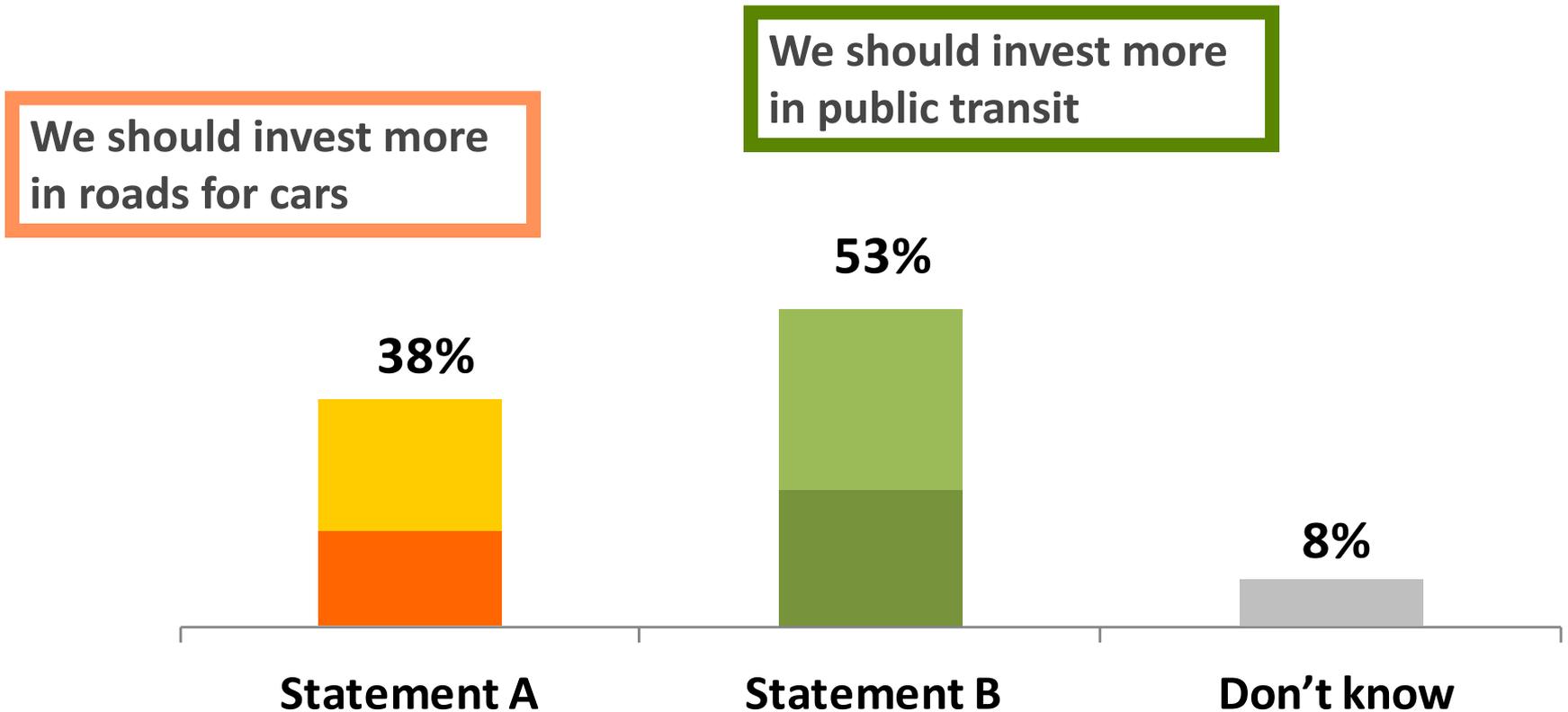
PROJECT SPONSORS



RESEARCH PARTNERS



Which statement comes closest to your view?



Values & Beliefs
PROJECT



PROJECT SPONSORS

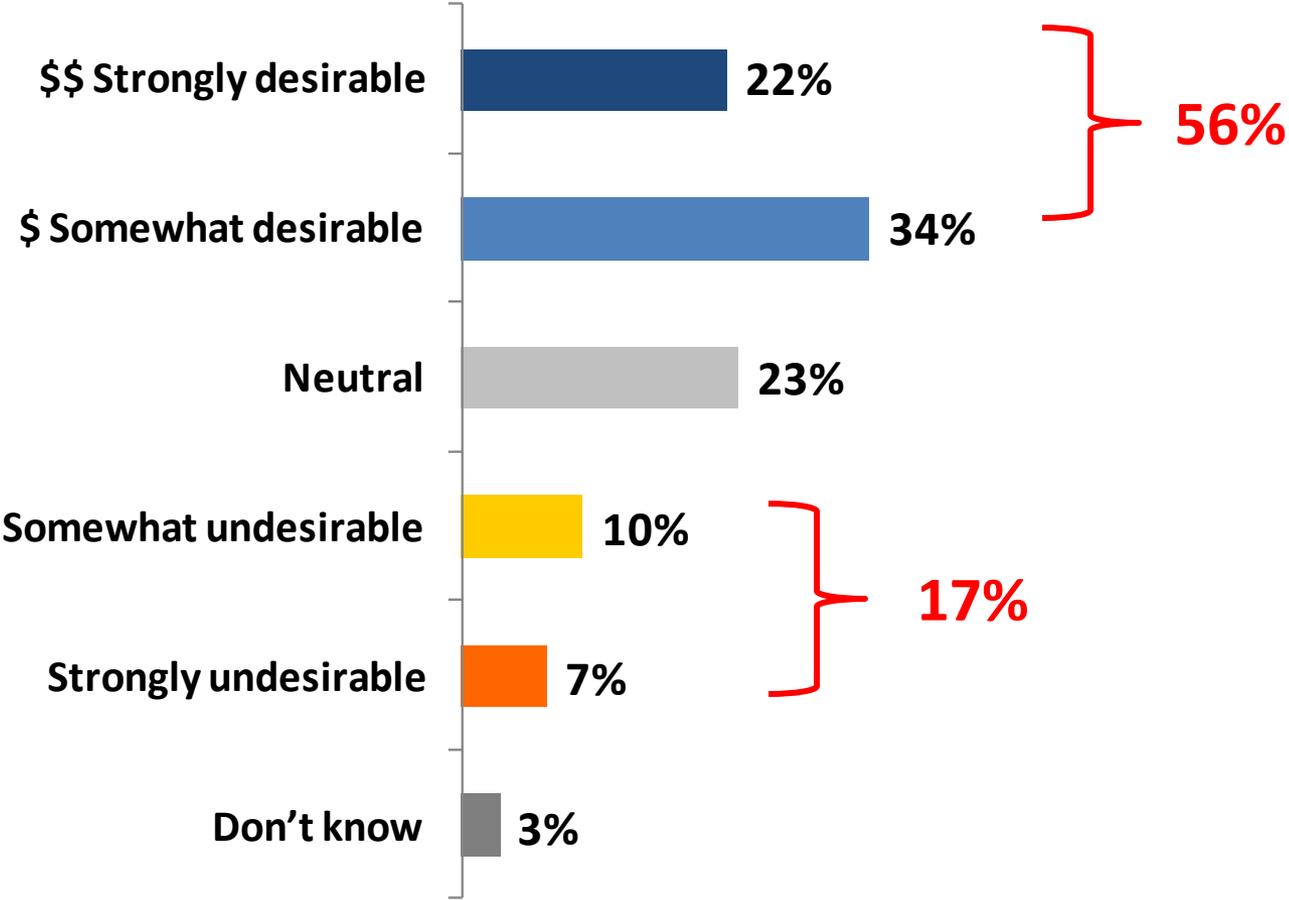


RESEARCH PARTNERS



Increase investments in public transportation

(How desirable or undesirable; with \$\$ & \$ cost implications)



Taxation



PROJECT SPONSORS



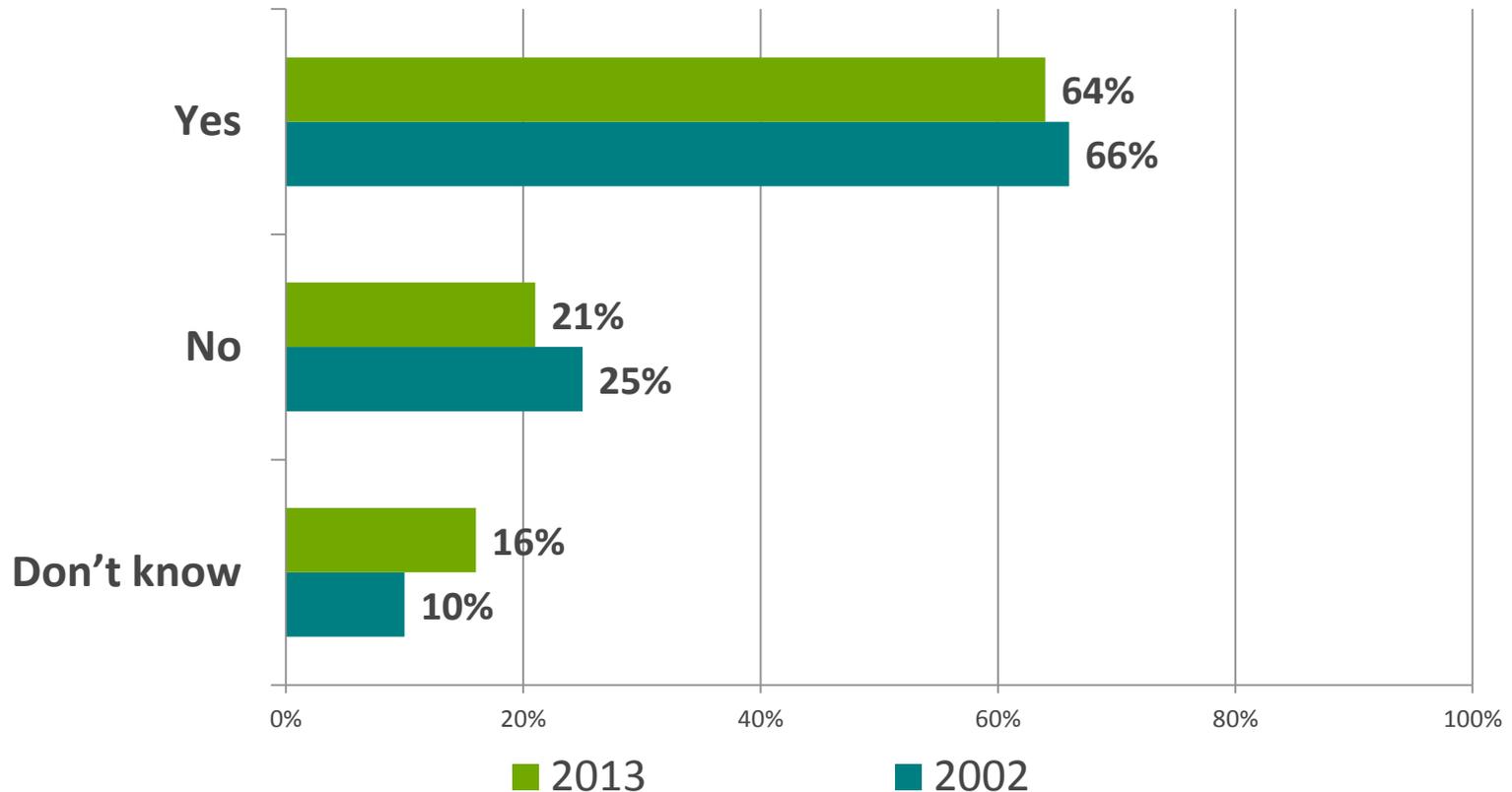
RESEARCH PARTNERS



Oregon's Tax System

Response Category	Statewide	Metro	W. Valley	Central	Eastern	Southern
Taxes are necessary to pay for the common good						
Agree Strongly	46%	49%	44%	40%	46%	41%
Agree Somewhat	40%	38%	43%	42%	36%	41%
	86%	87%	87%	82%	82%	83%

Do you believe a change is needed in Oregon's tax system at this time?



Values & Beliefs
PROJECT



PROJECT SPONSORS

RESEARCH PARTNERS



There has been some discussion in Oregon recently about the level of public services and the cost to taxpayers. Which of the following statements is closest to how you feel?

30% We spend too much on public services;
reduce taxes

31% We spend about the right amount;
keep taxes the same

28% We don't spend enough;
raise taxes

Government and Our Taxes

Response Category	Statewide	Metro	W. Valley	Central	Eastern	Southern
Government is wasteful and inefficient with our taxes and cannot be trusted to make good decisions						
Agree Strongly	32%	32%	28%	31%	47%	38%
Agree Somewhat	32%	29%	36%	33%	32%	35%
	64%	61%	64%	64%	79%	73%

Population Trend: Millennials



Values & Beliefs
PROJECT



PROJECT SPONSORS



RESEARCH PARTNERS



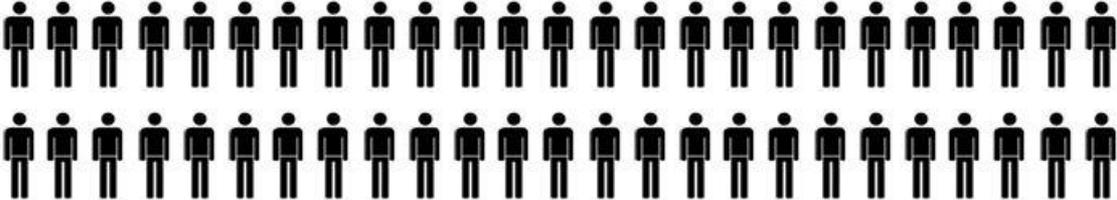
Who are Millennials?



Who are Millennials?

Born between 1980 – 2000 (ages 14-34)

95 million



80 million



Gen X



68 million



Boomers



Some facts about Millennials

- 95 million Americans (largest population)
- Most ethnically diverse population
- Most educated generation
- Highest debt of any generation
- Highest unemployment
- Less political
- Less religious
- 99.8% use social media

Why are Millennials important?

They are changing our

Policy decisions

Political demographics

Workforce trends

Customer base

High School Seniors without a Driver's License Nationally

1996
15%



2012
30%

Driving and other modes

50%+ of Millennials would drive less if other options were available

35%+ of Millennials actively seek alternative transportation options to driving



When talking about transportation in Oregon

Connect to values and maintaining quality of life

Elevate the urgency around transportation (say
“it’s vital, critical, important”)

Stop using “infrastructure” when you
communicate with the public (fill in the blanks)

Add non-government messengers (small
business, ethnically diverse, etc.)

Use online advertising platforms to reach
Millennials (youtube, hulu, etc.)

Incorporate more social media

Q&A

Su Midghall smidghall@dhmresearch.com

Scott Whiteford swhiteford@dhmresearch.com