

Oregonians' Values and Beliefs

An Overview

Including the 2023 Oregon Values and Beliefs Typology Study

Prepared for the
Higher Education Coordinating Commission



Presentation Content

- OVBC Introduction
- Research Findings

Issues:

- Government and politics
 - Economy and Jobs
 - Environment and land use
 - Success and wellbeing
 - Religion and Faith
 - Common Ground
- Discussion



OVBC Introduction



OVBC Vision

- Continue the work of the decennial Oregon Values & Beliefs Study conducted since 1992
- Provide organizations more valid and statistically reliable opinion research to help them build stronger communities, including elevating the voices of rural Oregonians and communities of color
- Highlight common ground between Oregonians from all walks of life



Our work is:

- Ongoing
- Independent and nonpartisan
- Representative of rural Oregon and minorities
- Qualified for validity and statistically reliability
- Quantitative and qualitative
- Non-profit lower cost



We Help With

- Needs assessments
- Planning
- Policymaking
- Program evaluation
- Communications
- Public involvement
- Diversity, equity, and inclusion (DEI)
- Civic engagement
- Public education



Research Topics – Partial Listing

- Community Planning
- Economy and Jobs
- Education
- Energy
- Environmental Quality
- Healthcare
- Housing
- Natural Resource Management
- Transportation



Community Partners – Partial Listing



Government and Politics

OVBC Research Findings

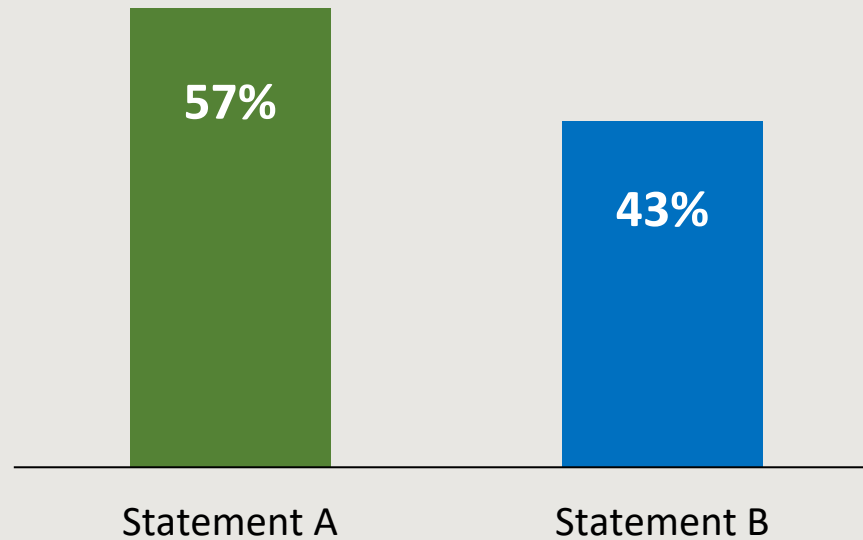




Government Job Performance

Statement A:
**Government is almost always
wasteful and inefficient**

Statement B:
**Government does a better job than
people give it credit for**

A/B Statements Rotated



	18-29	60%
	65+	47%-48%
	HS Grad or less	68%
	Some College	66%
	4 yr. Degree	39%

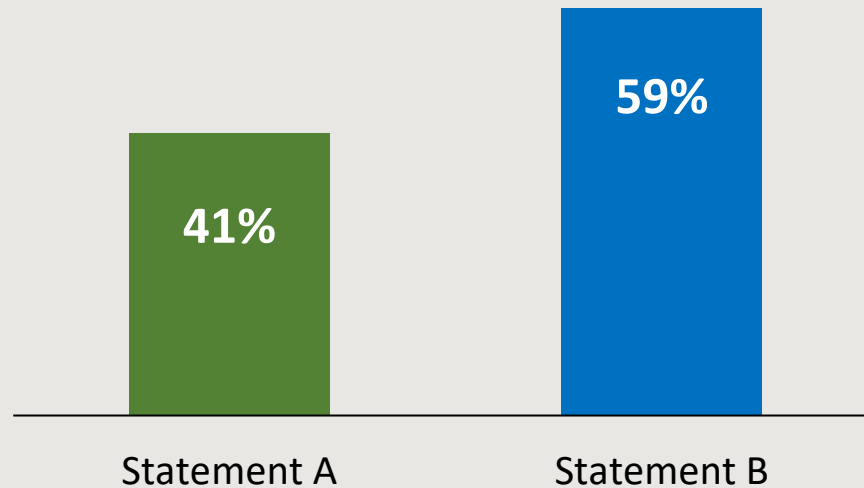


Government Size

Statement A:
**I prefer a smaller government
providing fewer services**

Statement B:
**I prefer a bigger government
providing more services**

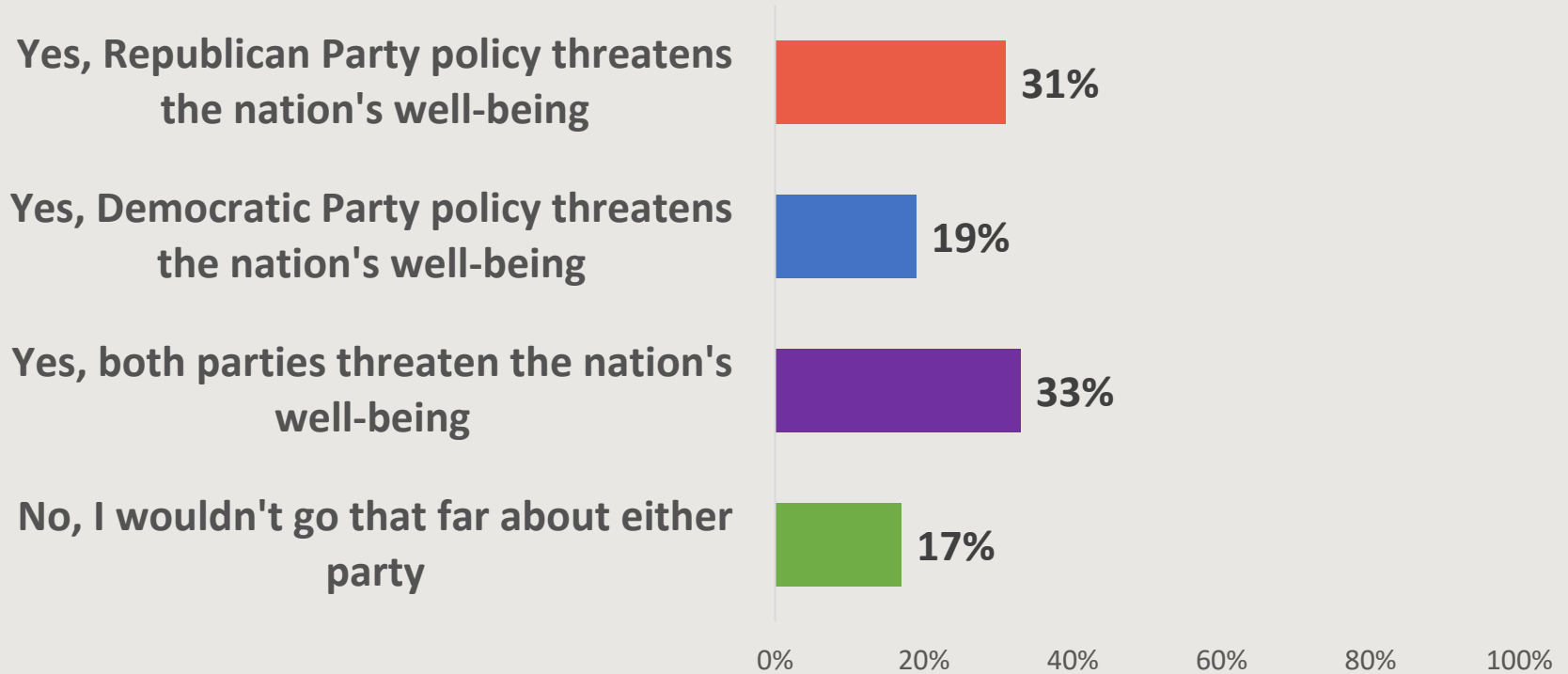
A/B Statements Rotated



	18-29	67%
	30+	50%-62%
	HS Grad or less	58%
	Some College	54%
	4 yr. Degree	66%

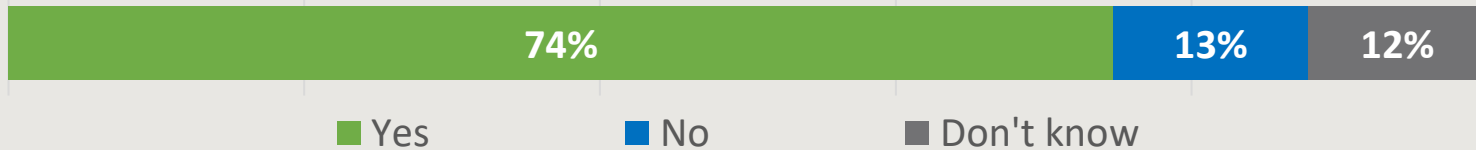


Political Parties' Image

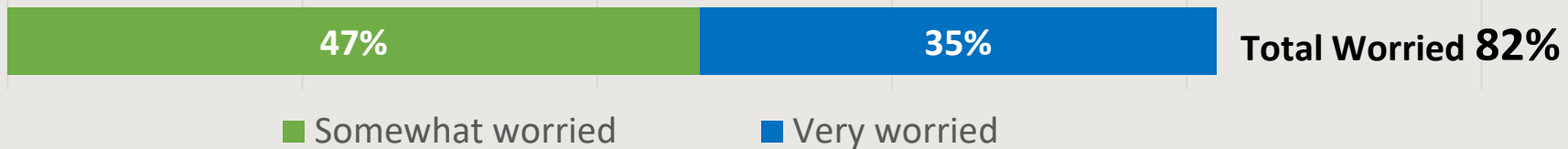


Political Division

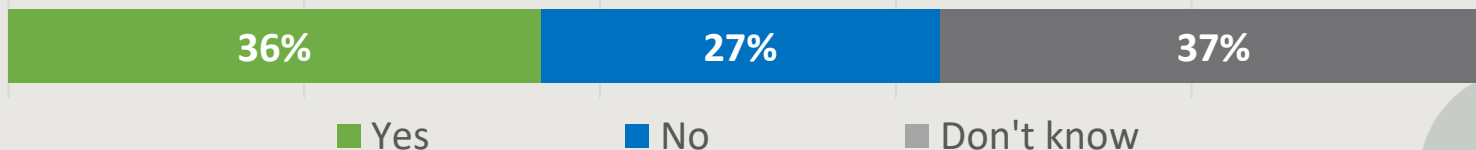
Do you think Oregon is a socially and politically divided state?



If yes, how worried are you about the division?



If yes, do you think we can come together and bridge this divide?



Campaign Finance Reform

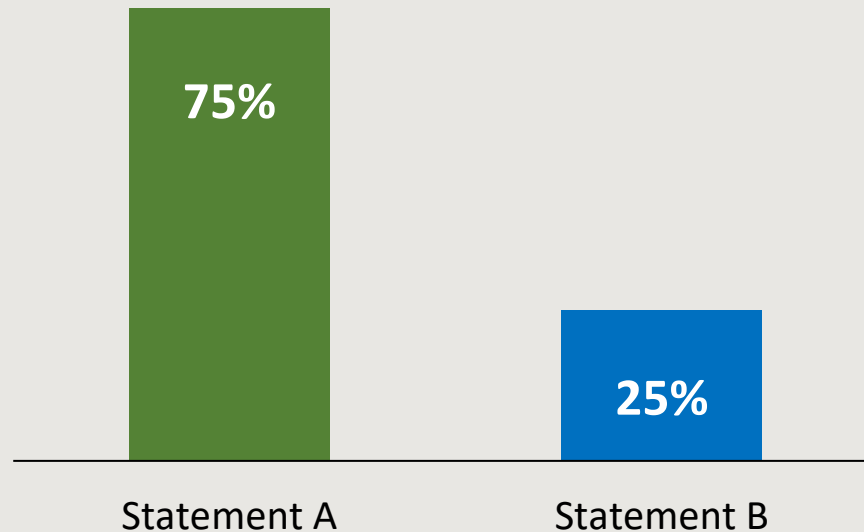
Statement A:



Laws should be passed to regulate unlimited money in political campaigns

Statement B:

Campaign spending should be constitutionally protected as freedom of speech

A/B Statements Rotated



	18-29	60%
	30+	71%-89%
	HS Grad or less	63%
	Some College	80%
	4 yr. Degree	83%



Greatest Hopes for Oregon in 50 years: Government and Politics

Oregonians in their own words

Thinking of the future fifty years from now, briefly stated in 20 words or less, what is your biggest **hope** for Oregon?

“More social policies in place to assist and protect the vulnerable among us.”

Deschutes County

“Political pluralism in practice. Involuntary commitment to institutions for severe mental illness and substance abuse. Less taxes and regulations.”

Douglas County

“To consider equity in all processes that determine outcomes in law, economy, civil rights, healthcare and the environment.”

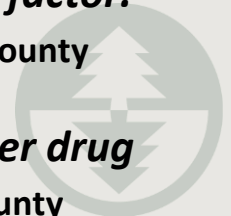
Jackson County

“People will have their basic needs met regardless of ability, class, or any other factor.”

Marion County

“Conservative leadership, lower taxes, less restrictive agency regulations, stricter drug regulation, incarceration of dangerous criminals.”

Grant County



Greatest Fears for Oregon in 50 years: Government and Politics

Oregonians in their own words

What is your biggest **fear** for Oregon thinking ahead fifty years,
again in 20 words or less?

“We don’t allow state agencies time to develop the support network required for an increasingly rehabilitative society, we become jaded with the notion and abruptly reverse course.”

Washington County

“Don’t address basic needs for housing, safety, healthcare, and education. Let the wealthy avoid taxes and business interests rule through lobbyists and campaign funding schemes.”

Clackamas County

“Continued liberal woke politics, more regulation of personal lives and decisions, higher taxes, more expensive social programs, government taking away freedoms and taking control of citizens’ lives.”

County

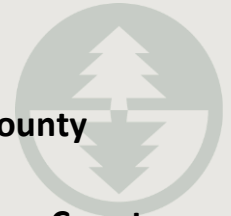
Grant

“Lack of money for social services.”

Benton County

“Insufficient social safety net for vulnerable populations.”

Washington County



Economy and Jobs

OVBC Research Findings



Government Regulation: Good or Bad

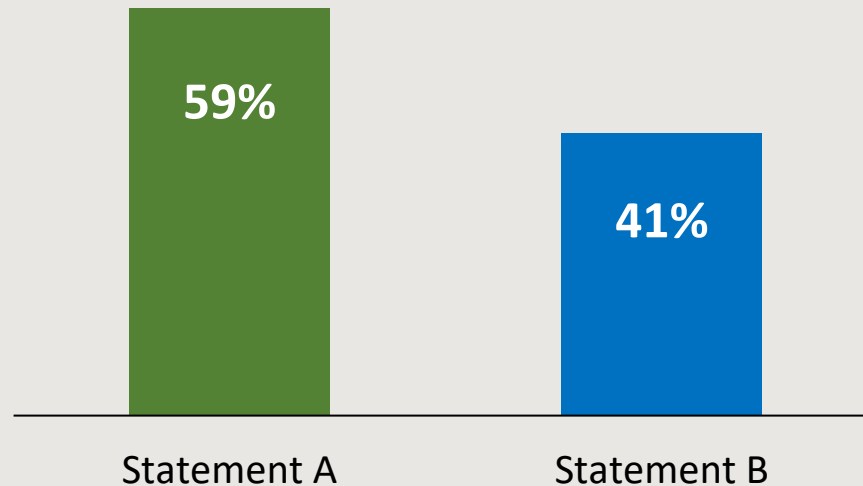
Statement A:



Government regulations of business is necessary to protect the public interest

Statement B:

Government regulation of business usually does more harm than good

A/B Statements Rotated



	18-29	54%
	55+	60%-69%
	HS Grad or less	47%
	Some College	56%
	4 yr. Degree	74%



Immigrants: Strength or Burden


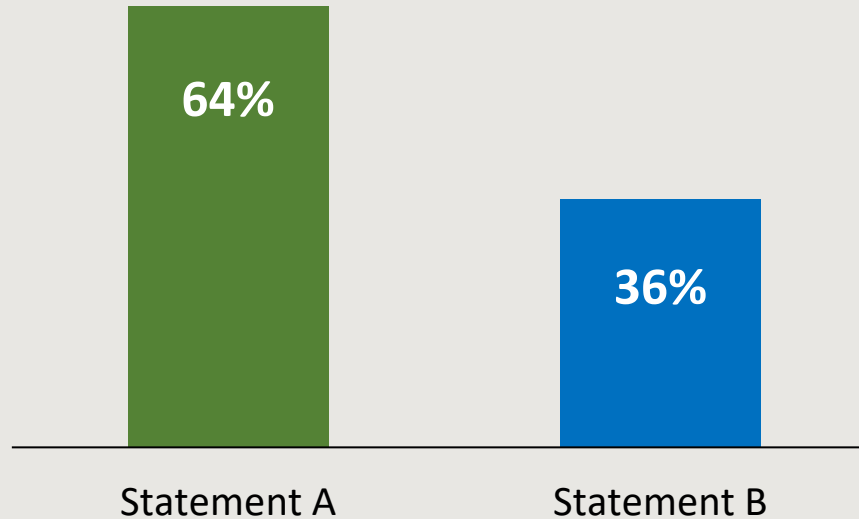
Statement A:

Immigrants today strengthen our country because of their hard work and talents


Statement B:

Immigrants today are a burden on our country because they take our jobs, housing, and health care

A/B Statements Rotated



18-29	75%
30+	56%-67%
HS Grad or less	54%
Some College	61%
4 yr. Degree	78%



Economic System Fairness

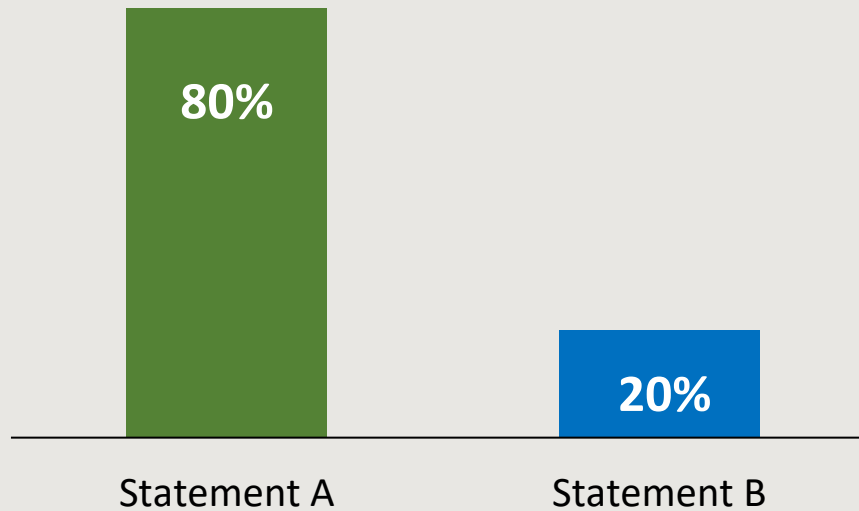
Statement A:



The economic system in this country unfairly favors powerful interests

Statement B:

The economic system in this country is generally fair to most Americans

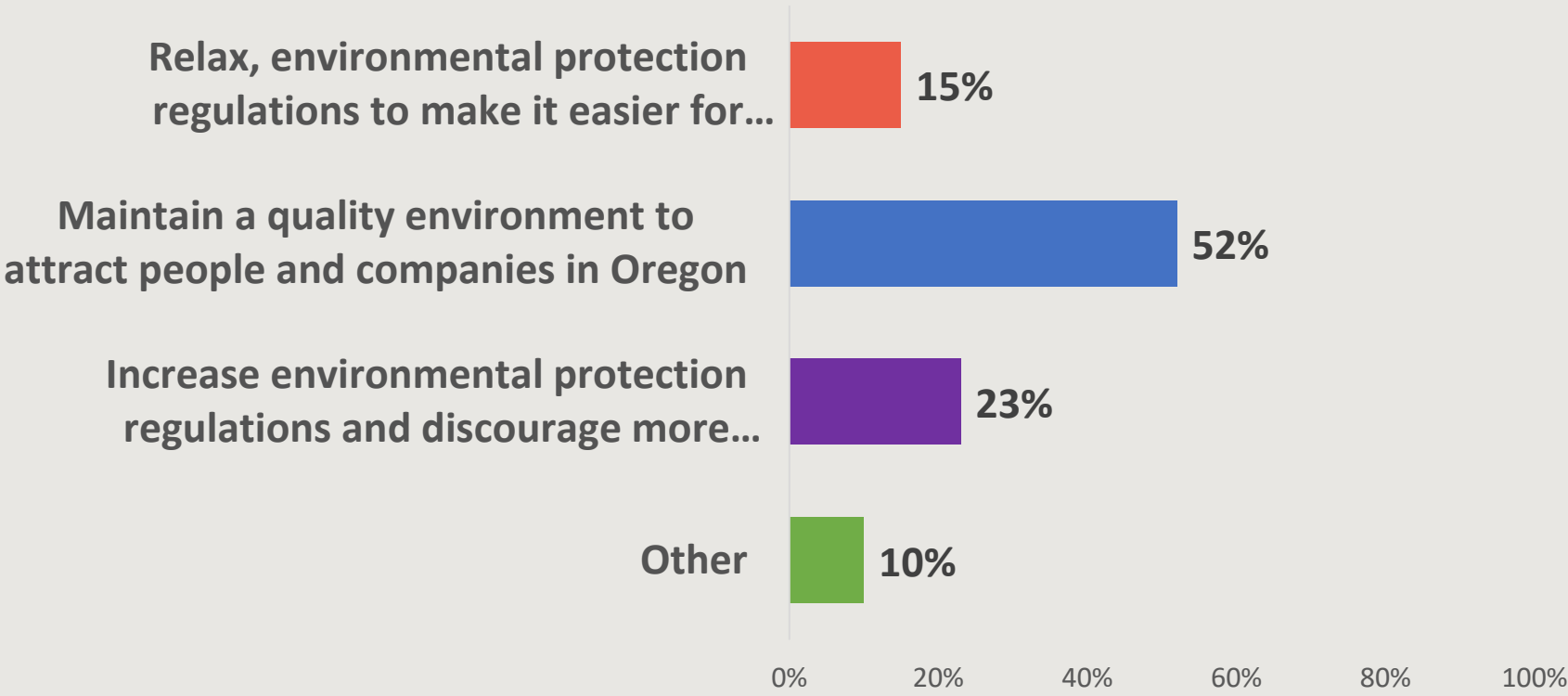
A/B Statements Rotated



	Statement A	Statement B
	18+	78%-84%
	HS Grad or less	80%
	Some College	82%
	4 yr. Degree	79%



Economic Growth vs. Environmental Protection



	18-29	84%		HS Grad or less	26%
	30-44	28%		Some College	27%
	45-54	19%		4 yr. Degree	17%
	55-64	16%			
	65-74	21%			
	75+	11%			



2023 Oregon Values and Beliefs Typology Study, Q35, Statewide Sample, n=2,545

Farming/Agriculture in Oregon

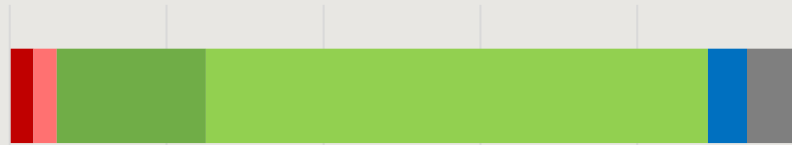
Regarding Farming/Agriculture in Oregon, how important is having each of these types?



Beliefs About Farming And Agriculture

Do you agree or disagree with each of the following statements?

Being able to produce our own food in the United States is critical to our national security



Small-scale farms should receive more support from the U.S. government



Large-scale commercial or industrial farms are necessary to ensure the food supply of the population



Inexpensive food is more important than farm size



To earn enough money, farmers must practice large-scale commercial or industrial farming



■ Strongly disagree
 ■ Somewhat disagree
 ■ Somewhat agree
 ■ Strongly agree
 ■ Depends on the type of crop
 ■ Unsure or Don't know

Greatest Hopes for Oregon in 50 years: Economy and Jobs

Oregonians in their own words

Thinking of the future fifty years from now, briefly stated in 20 words or less, what is your biggest **hope** for Oregon?

“My hope for Oregon is that the state can invest in local businesses and economic growth to serve people in the state.”

Multnomah County

“That rural areas can maintain the ability to support small businesses and farmers, with minimal government permits/oversight.”

Jackson County

“OR must become a place of inclusion, where rural areas see and feel valued, but they also value cities. Another hope is cost of living improves and allows people to buy homes.”

Marion County

“Spend heavily to increase the country’s economy.”

Union County



Greatest Fears for Oregon in 50 years: Economy and Jobs

Oregonians in their own words

What is your biggest **fear** for Oregon thinking ahead fifty years,
again in 20 words or less?

“Being overpopulated, over polluted, and too expensive for the average person.”

County

Marion

“Big business and special interests will continue to dominate.”

Multnomah County

“People continue to rob and steal from businesses and others which causes closure of some businesses.”

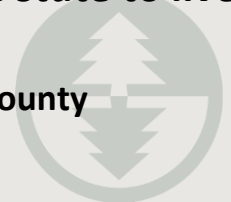
Clackamas County

“That Oregon continues in the direction of California making it a very expensive state to live in and for companies unable to compete with competitors in other states.”

Benton County

“Loss of agriculture and logging. Increases in fuel and grocery costs.”

Josephine County



Environment and Land Use

OVBC Research Findings



Environmental Laws and Regulations

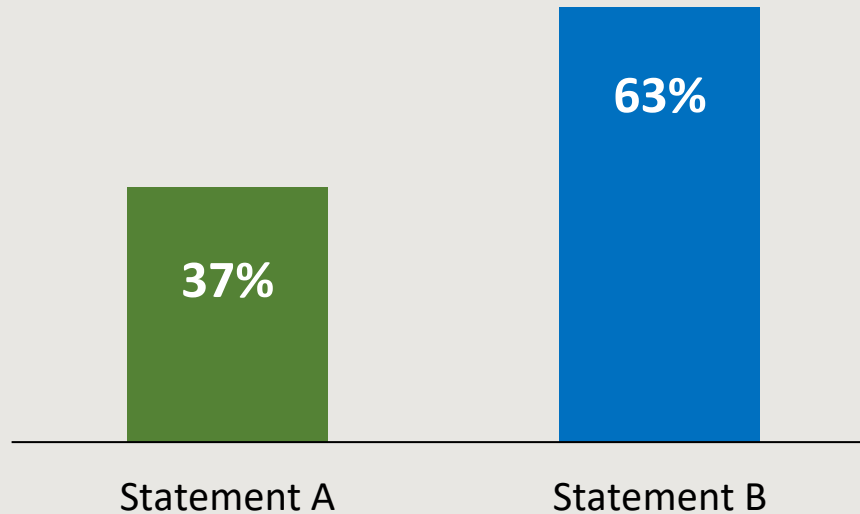
Statement A:



Stricter environmental laws and regulations cost too many jobs and hurt the economy

Statement B:

Stronger environmental laws and regulations are worth the cost

A/B Statements Rotated



	18+	59%-68%
	HS Grad or less	53%
	Some College	61%
	4 yr. Degree	74%



Climate Change

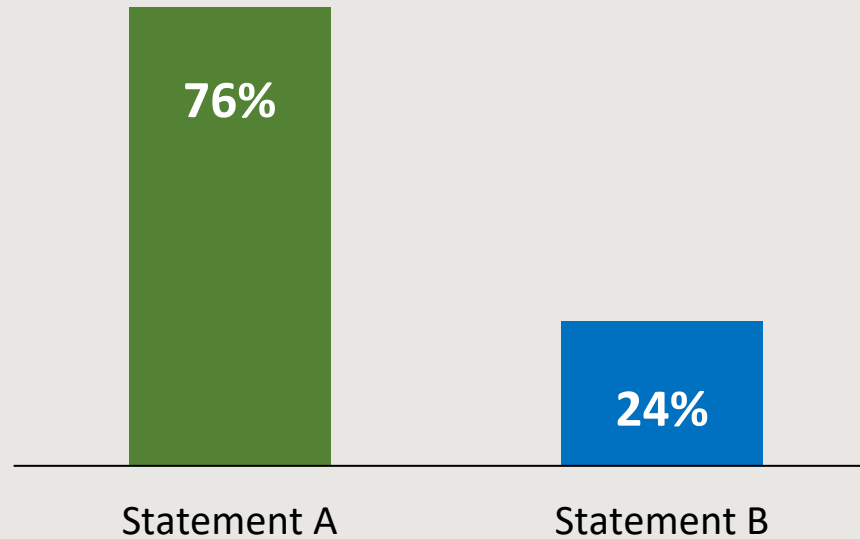
Statement A:



Climate change requires us to change our way of life, drive less, and live more simply

Statement B:

If climate change becomes a problem, we can deal with it later

A/B Statements Rotated

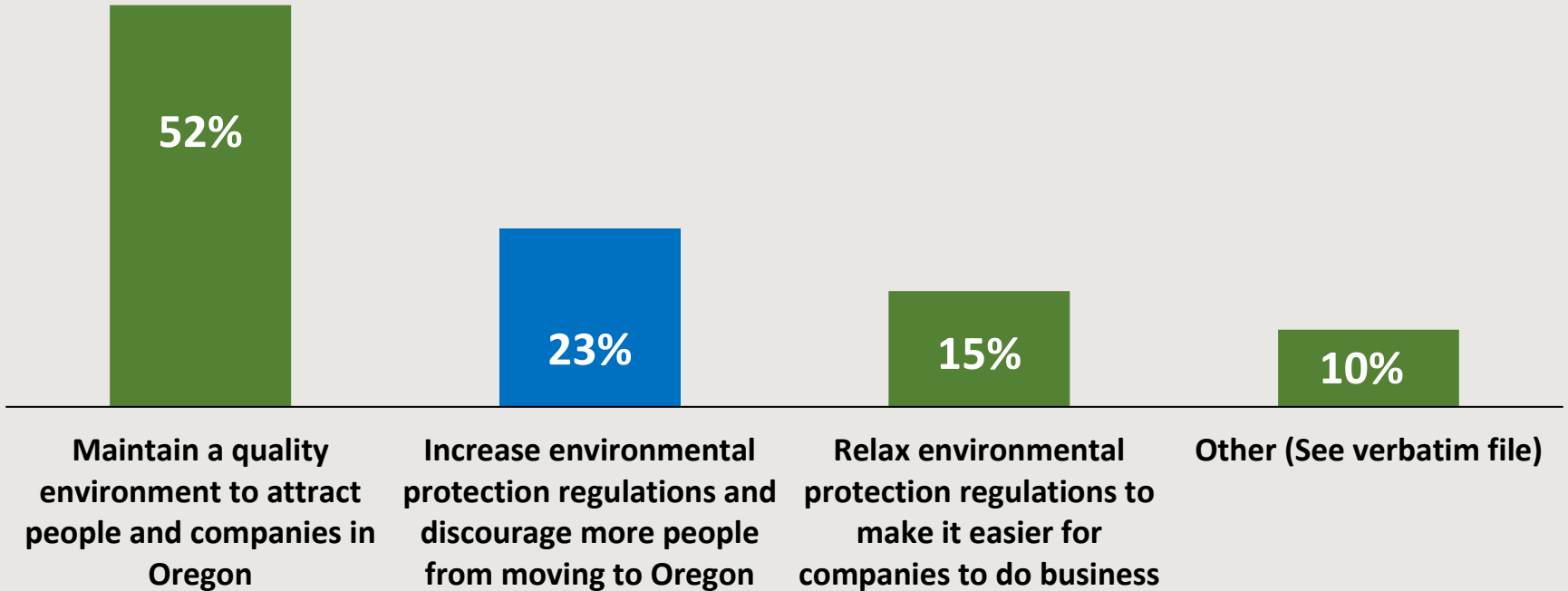


	18+	72%-80%
	HS Grad or less	73%
	Some College	75%
	4 yr. Degree	80%



Economic Growth vs. Environmental Protection

Which statement comes closer to your point of view



18-29	40%
30-44+	28%
45-54	19%
55-64	16%
65-74	21%
75+	11%

HS Grad or less	26%
Some College	27%
4 yr. Degree or more	17%



Greatest Hopes for Oregon in 50 years: Environment and Land Use

Oregonians in their own words

Thinking of the future fifty years from now, briefly stated in 20 words or less, what is your biggest **hope** for Oregon?

“A transition to a clean, green economy that benefits all Oregonians, centers our environment, and lifts Eastern OR and disadvantaged folks.”

Clackamas County

“Lead U.S. in fighting climate change by cutbacks in burning fossil fuels and employing natural climate solutions.”

Linn County

“Alternative energy has replaced the majority of fossil fuels, and the state is fully committed to sustainability and climate change.”

Lane County

“That Oregon will once again become a leader in urban design, with high-quality public transportation, bike and pedestrian infrastructure, safer streets, and reducing car-centric design.”

Multnomah County



Greatest Fears for Oregon in 50 years: Environment and Land Use

Oregonians in their own words

What is your biggest **fear** for Oregon thinking ahead fifty years,
again in 20 words or less?

“My biggest fear for Oregon in 50 years is environmental degradation and loss of its unique charm due to unchecked growth and climate change.” Curry County

“Environmental disasters from climate change will ruin Oregon we know and be more costly to us than we can manage.” Marion County

“Corporate interests making climate change action impossible or ineffective.” Benton County

“That the loudest voices (\$\$\$) will divert our goals of being a place of compassion and green energy solutions.” Multnomah County



Success and Wellbeing OVBC Research Findings

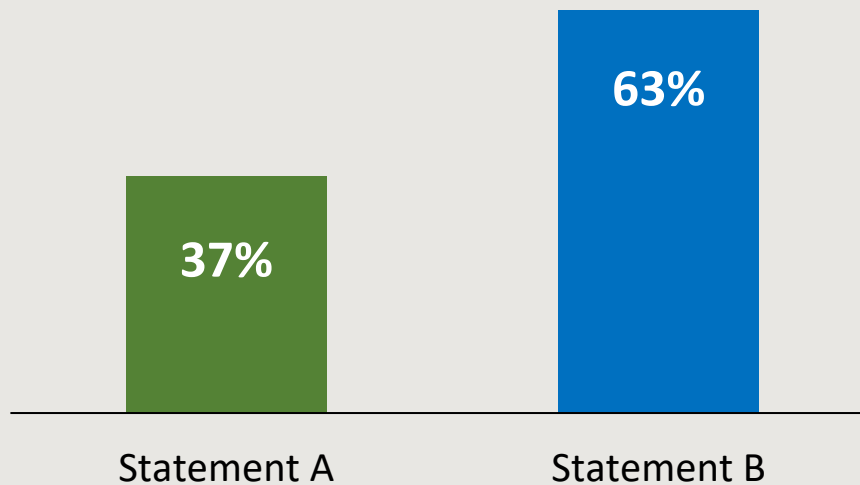


Determinants of Success

Statement A:
Success in life is pretty much determined by forces outside of our control

Statement B:
Everyone has their own power to succeed

A/B Statements Rotated



	18-29	60%
	55+	68%-71%
	HS Grad or less	65%
	Some College	64%
	4 yr. Degree	61%



White Privilege


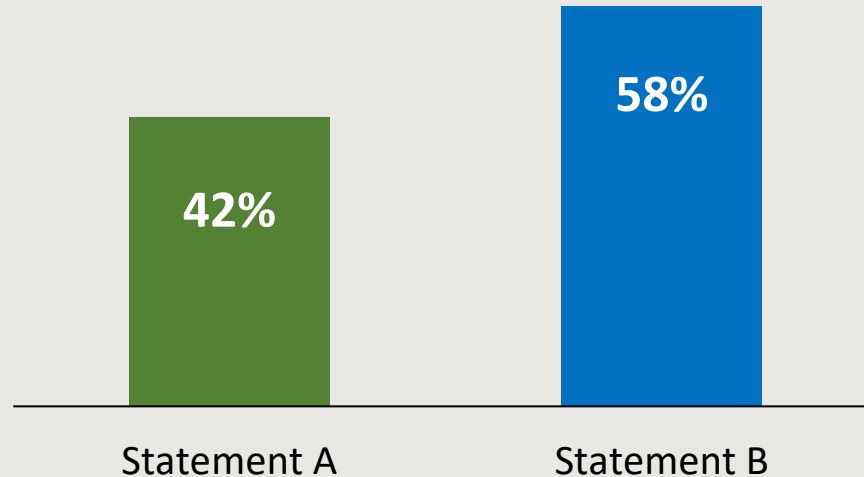
Statement A:

Our country has made the changes needed to give black people equal rights with white people


Statement B:

Our country needs to continue making changes to give black people equal rights with white people

A/B Statements Rotated



18-29	64%
30+	55%-59%
HS Grad or less	51%
Some College	52%
4 yr. Degree	70%



Gender Equity

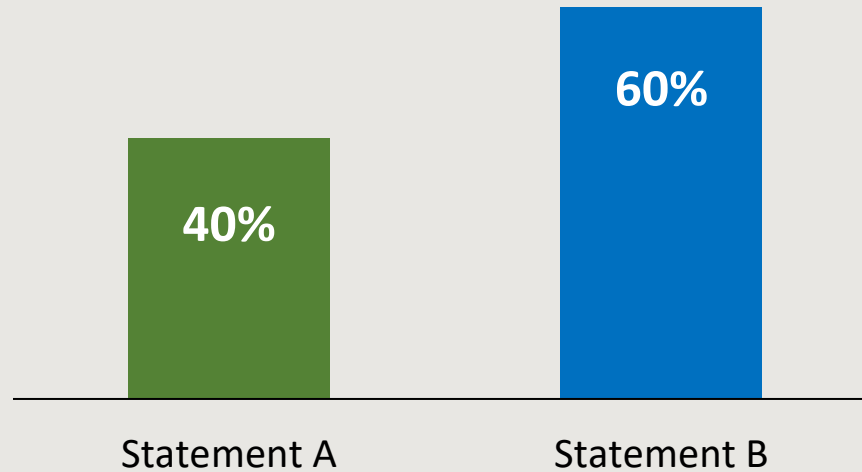
Statement A:



The obstacles that once made it harder for women than men to get ahead are now largely gone

Statement B:

There is still significant obstacles that make it harder for women to get ahead than men

A/B Statements Rotated



	18+	58%-63%
	HS Grad or less	55%
	Some College	58%
	4 yr. Degree	67%

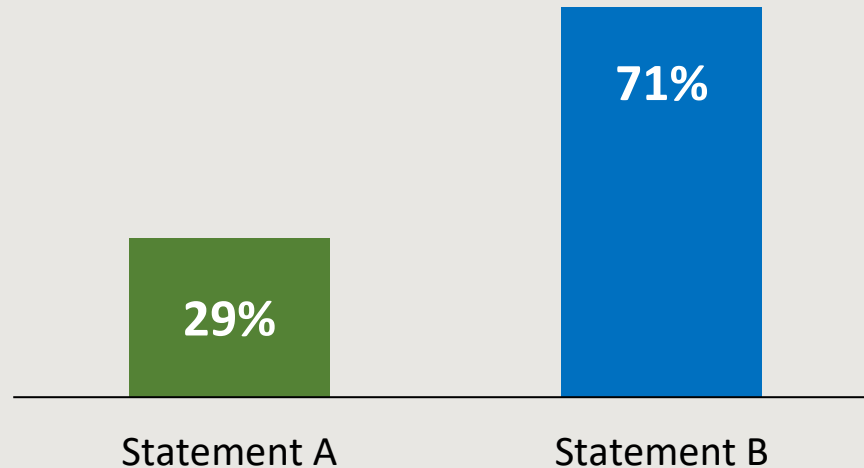




Social Media Impact

Statement A:
Social media has improved our lives

Statement B:
Social media has done more harm than good

A/B Statements Rotated



	18-29	61%
	30+	71%-77%
	HS Grad or less	69%
	Some College	72%
	4 yr. Degree	73%



Social Media Regulation

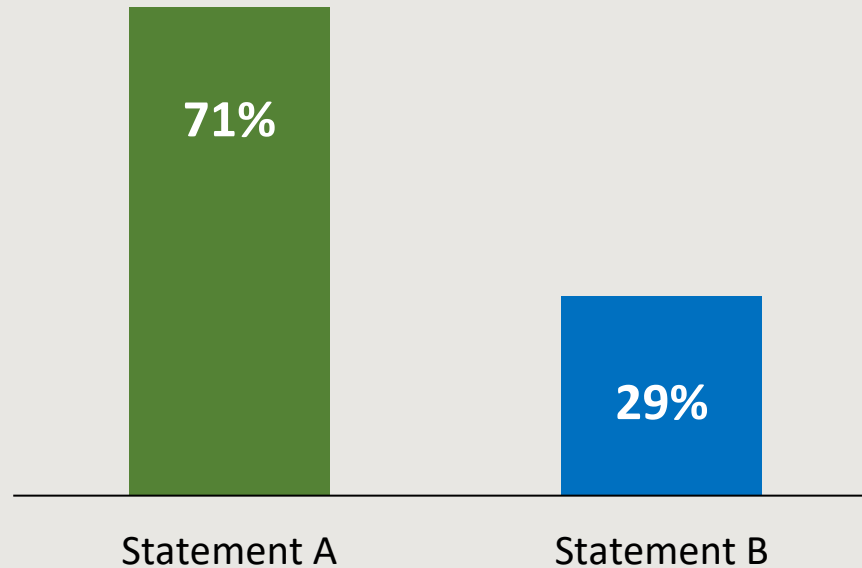
Statement A:

Social media platforms should be regulated to encourage the spread of reliable information

Statement B:

Social media platforms should have full discretion to decide what content is shared and viewed

A/B Statements Rotated

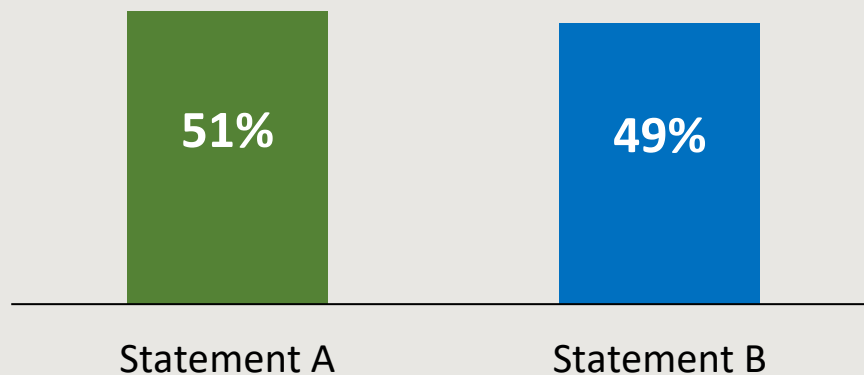


Policy Questions About Emerging Technologies

Statement A:
**Should be left to independent
experts**

Statement B:
**Should be left to the people and by
extension, their elected officials**

A/B Statements Rotated



Corporations Developing New Technology Like AI

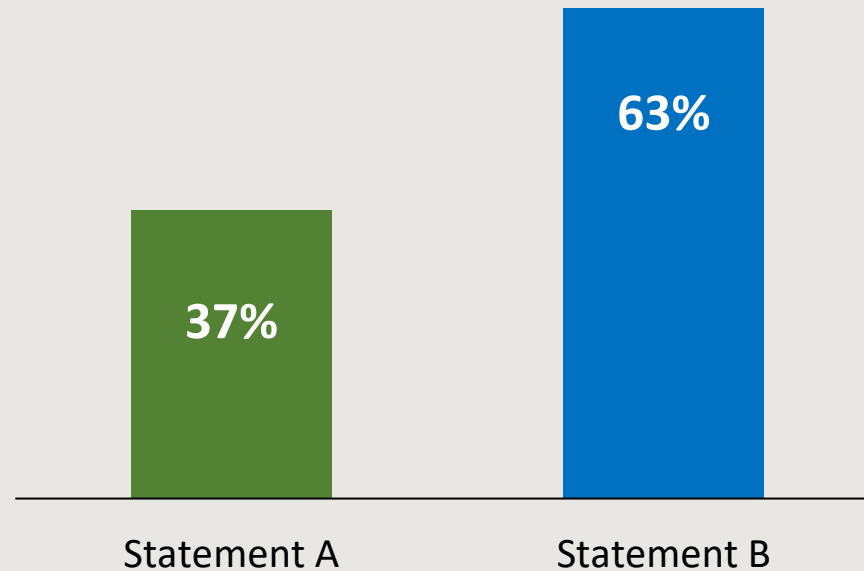
Statement A:

Should regulate themselves and be left alone to develop technologies

Statement B:

Should be regulated by the government

A/B Statements Rotated



State Government and Regulation of Complex Technologies

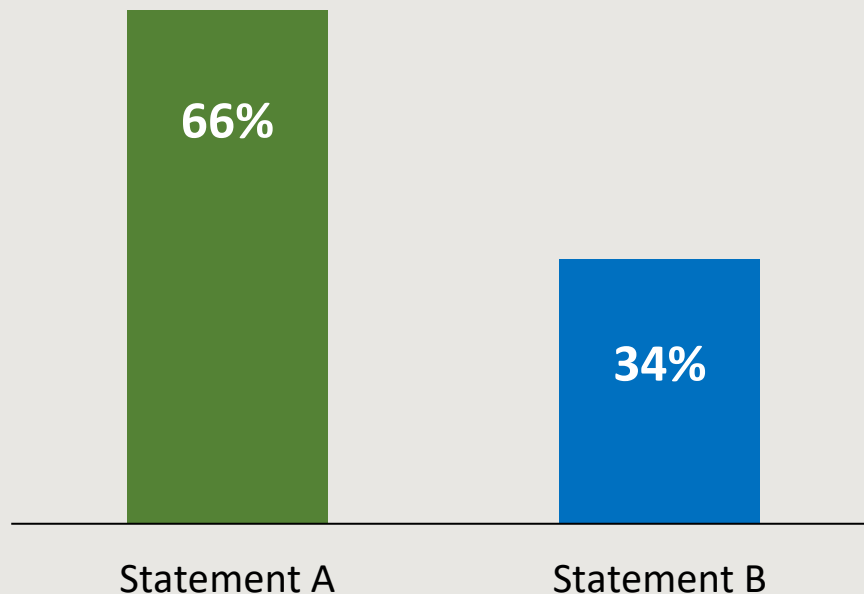
Statement A:

State government lacks the expertise necessary to regulate complex technologies

Statement B:

State government should regulate complex technologies, even if it currently lacks staff with relevant expertise

A/B Statements Rotated



Best Education for Success

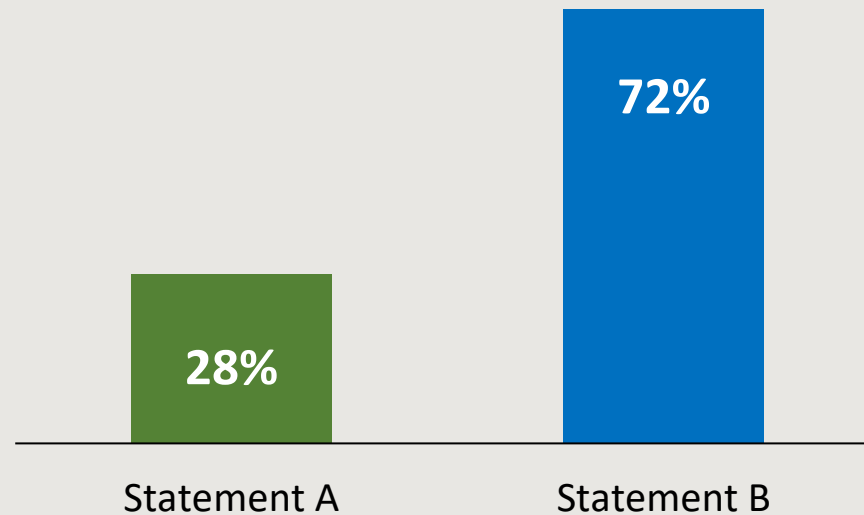
Statement A:

A university education is the best pathway to success in life

Statement B:

A technical trade education is often a better pathway to success than a university education

A/B Statements Rotated



	18-29	66%
	30-44	67%
	45+	72%-79%
	HS Grad or less	75%
	Some College	81%
	4 yr. Degree	60%



Healthcare Rating

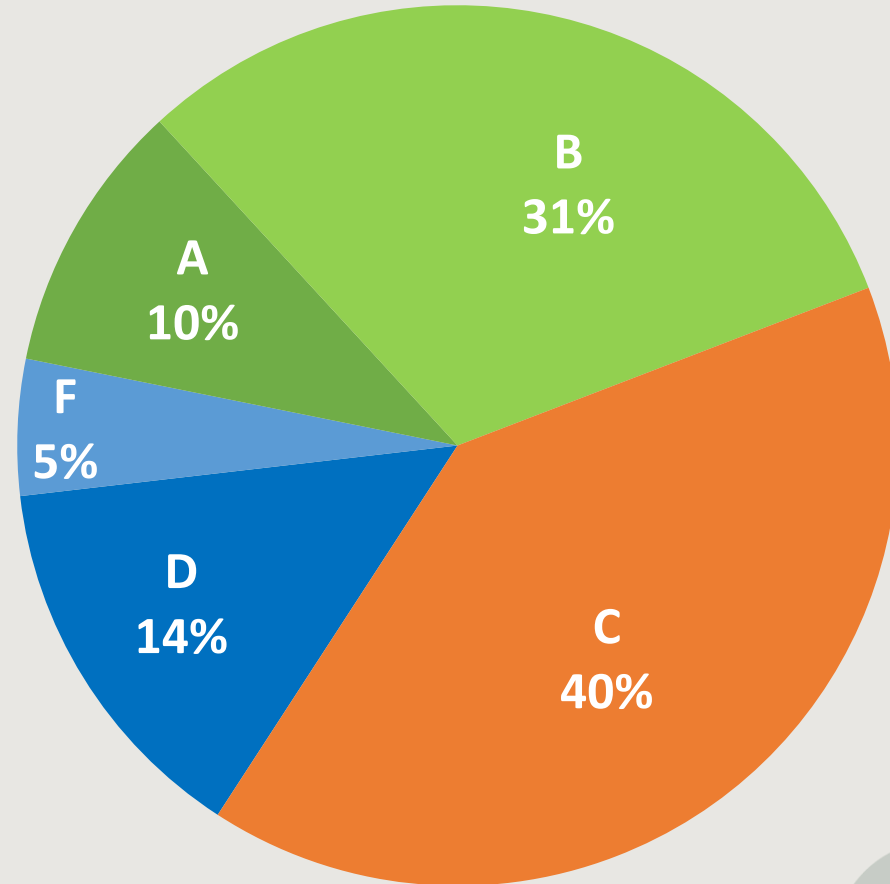
A (Means the state is succeeding above expectations)

B

C (Means that they are passably providing care)

D

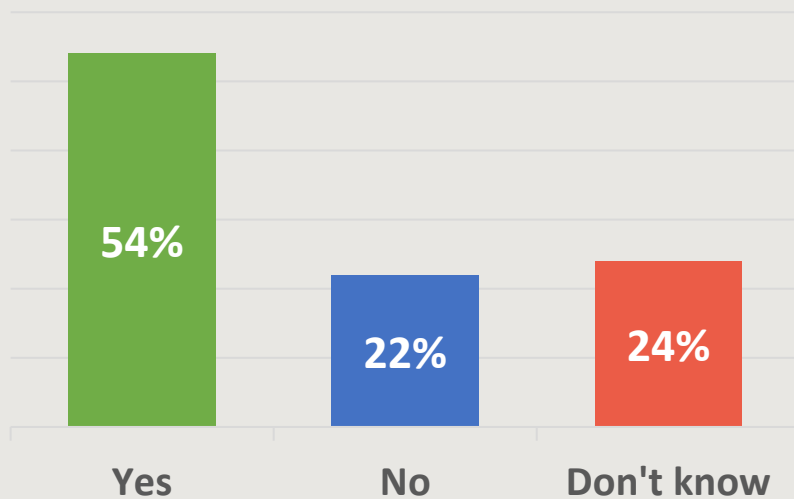
F (Means that Oregon receives a failing grade in providing healthcare to Oregonians)



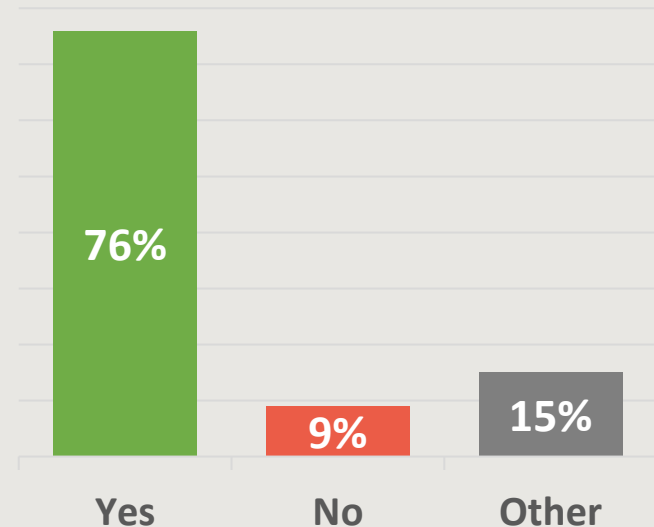
Healthcare System Change

Is major change needed in Oregon's healthcare system?

Healthcare System

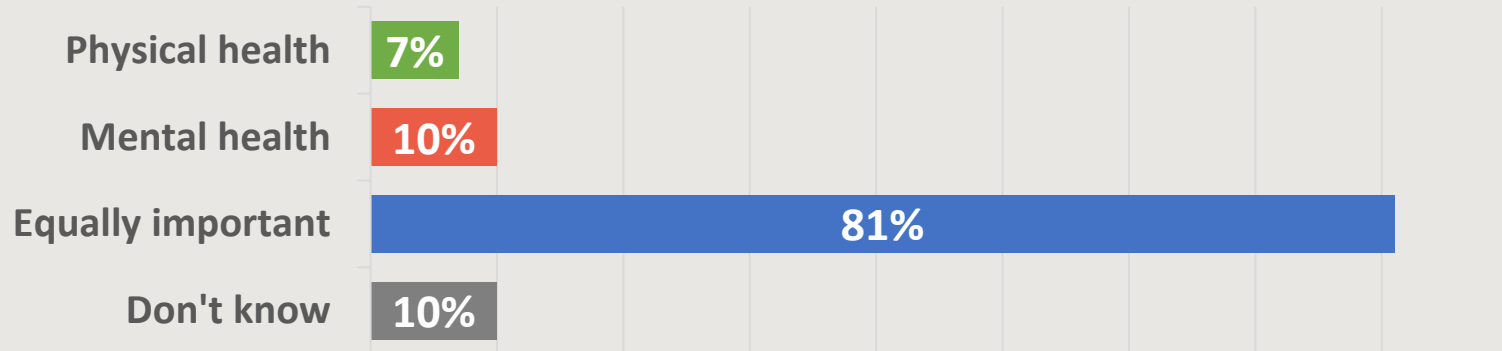


Mental Health System

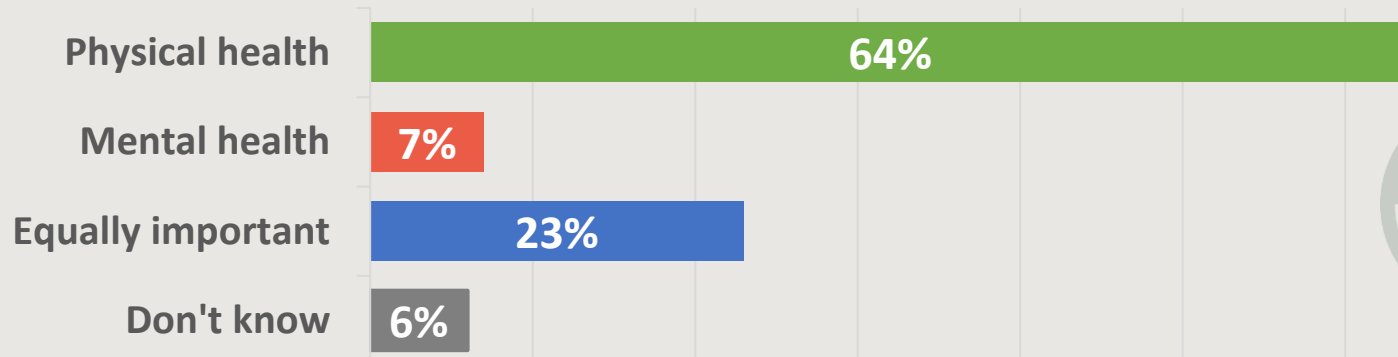


Physical Health vs. Mental Health

Would you say that for individuals, physical health is more important, mental health is more important or are physical and mental health equally important?



In your view does society in general, treat having good physical health as more important, treat having good mental health as more important, or treat them both as equally important?



Medical Care Cost and Availability

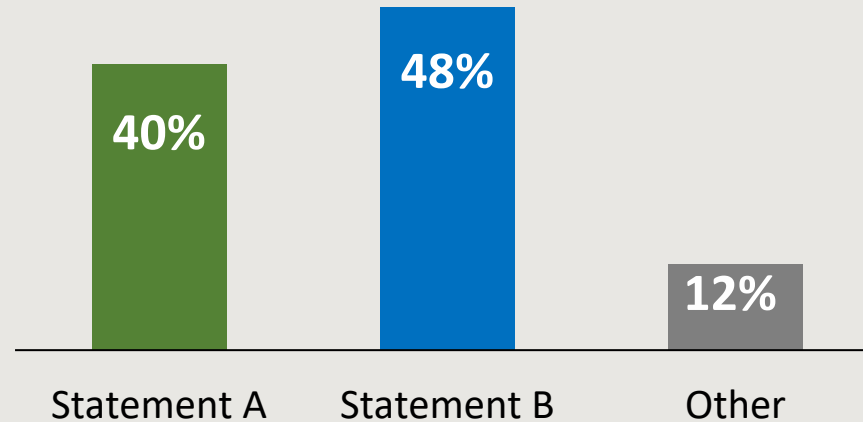
Statement A:

Keep the current system as is with private insurance, Medicare, Medicaid, safety-net clinics, and veteran's insurance

Statement B:

Move the health care system of physicians, hospitals, insurance, and pharma to a unified, integrated single-payer system

A/B Statements Rotated



	18-29	50%
	30-44	55%
	45+	42%-45%
	HS Grad or less	38%
	Some College	43%
	4 yr. Degree	58%



Greatest Hopes for Oregon in 50 years: Success and Well-Being

Oregonians in their own words

Thinking of the future fifty years from now, briefly stated in 20 words or less, what is your biggest **hope** for Oregon?

“Universal healthcare at the state level regardless of income.”

Jackson County

“More social services, in particular MENTAL HEALTH services.”

Benton County

“Building truly affordable housing and providing assistance to low income to get and stay into those. Solving the synthetic fentanyl and other serious drug addictions and funding REGULATED crime response.”

Multnomah County

“There needs to be more affordable housing for low-income families. And more jobs for women with equal pay. Also, climate change improvements.”

Lane County



Greatest Fears for Oregon in 50 years: Success and Well-Being

Oregonians in their own words

What is your biggest **fear** for Oregon thinking ahead fifty years,
again in 20 words or less?

“Mental health will not be taken care of, and people will continue to suffer with no help.”

Umatilla County

“Drug use becoming worse and nowhere for houseless and low-income housing.”

Deschutes County

“Loss of agriculture and logging. Increases in fuel and grocery costs.”

Josephine County



Religion and Faith

OVBC Research Findings

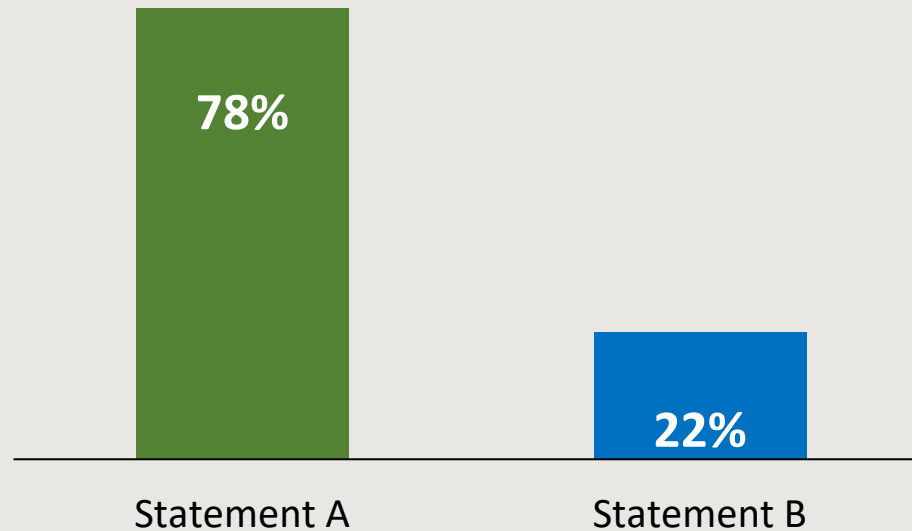


Religion in Government

Statement A:
Government should not favor any one religion or faith

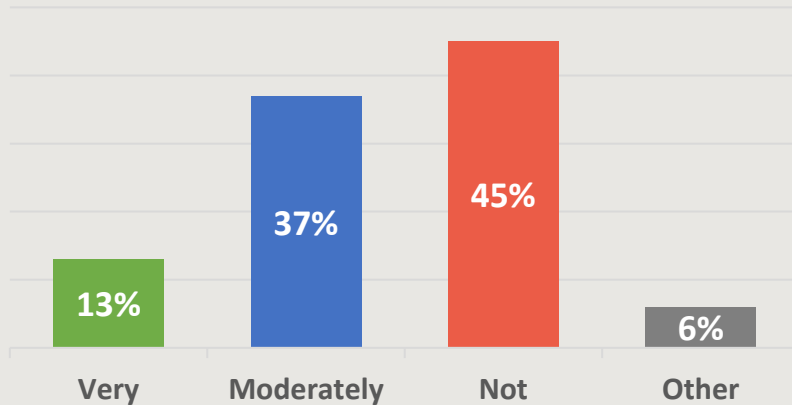
Statement B:
Our government should reflect and favor Christian faith and values

A/B Statements Rotated

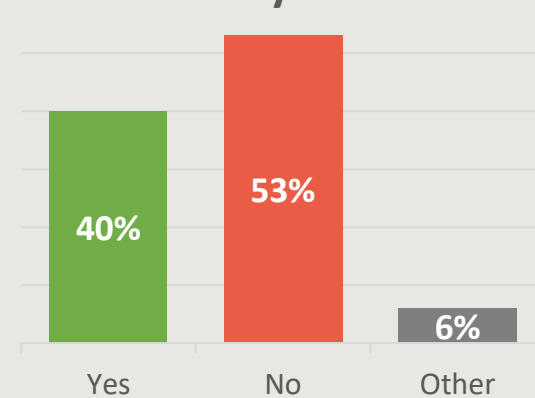


Religion in Government

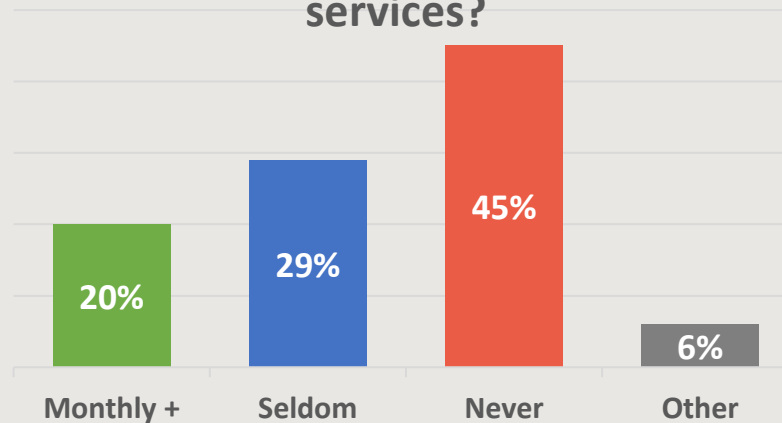
How religious do you consider yourself to be?



Is religion important to your daily life?



How often do you attend religious services?



Greatest Hopes for Oregon in 50 years: Religion and Faith

Oregonians in their own words

Thinking of the future fifty years from now, briefly stated in 20 words or less, what is your biggest **hope** for Oregon?

“That people will be open to the Bible and turn to Jesus as the way, truth, and life.”

Curry County

“That we fight against white Christian nationalism.”

Clackamas County

“That Oregon will turn to Jesus.”

Douglas County

“I hope that all religions are made illegal, since they are the source of all evil.”

Benton County



Greatest Fears for Oregon in 50 years: Religion and Faith

Oregonians in their own words

What is your biggest **fear** for Oregon thinking ahead fifty years,
again in 20 words or less?

“We live in an Authoritarian White Supremacist Christian Nation.”

Multnomah County

“Church and state will not longer be separate.”

Multnomah County

“Environmental devastation; political/racial/religious divisions; under educated populace.”

Deschutes County

“That the state and country will become dominated by Islam believing people.”

Columbia County



**Common Ground
OVBC Research Findings**

Thank You HECC For Your Support



2023 Oregon Values and Beliefs Typology Study points to common ground among Oregonians

There are values and beliefs about that bridge gaps often thought to define Oregonians:

- Urban vs. rural
- Republicans vs. Democrats
- Liberal vs. conservative
- Portland vs. the rest of the state



Cluster Analysis

2023 Oregon Values and Beliefs Typology Study

- Scientifically conducted
- 2,610 respondents
- 21 pairs of ideologically defining statements
- Each pair: a liberal-leaning (blue) and conservative leaning (red) statement
- Respondents indicated preference using a strongly/lean towards scale
- 8 groups of Oregonians based on answers



Eight Values and Beliefs Clusters Distinguish Oregonians 18+

- **Cluster 1: Party-Aligned Progressives**
- Cluster 2: Dispassionate Liberals
- Cluster 3: Alienated Young Left
- Cluster 4: Green Rural Independents
- Cluster 5: Diverse and Devout
- Cluster 6: Disengaged Traditional Conservatives
- Cluster 7: Free-Market Libertarians
- **Cluster 8: Modern Conservative Loyalists**



Cluster Analysis Teaser

The results show that **Party-Aligned Progressives** and **Modern Conservative Loyalists** each represent **23%** and **9%** respectively of the sample, with the other six archetypes or “neighborhoods” populating the remaining 68%.

Rather than a linear spectrum of the left (blue) to right (red), the A/B statement table reveals a graphic checkerboard matrix of blue, white, and red in which the categories leaning more conservative or more liberal fluctuate from question to question.



Cluster Analysis Study Documents

- *Cluster Analysis Overview*
- *Cluster Profiles*
- *Common Ground Areas of Strong Agreement, Moderate Agreement, Neutral or Contested Territory*



Discussion

