



**2002 VALUES & BELIEFS  
VERSION B  
N=1,200 (300 each region statistically weighted)  
Oregon General Population Age 18 +  
November 2002**

Hello, my name is (*fill in name*) from Davis, Hibbitts & M<sup>c</sup>Caig, Inc., an opinion research firm. We are not calling to sell you anything. We are doing an important, scientific, in-depth survey of Oregonians. This is a unique research effort designed to better inform us about Oregonians' values and beliefs.

The survey will take about 20 minutes and I think you will find it interesting. You may be assured of complete confidentiality.

\*\* Indicates Benchmark Q from 1992

<sup>SA</sup> indicates Q used for Segmentation Analysis from 1992

1. \*\* Overall, today, how would you rate your feelings about Oregon?

Very Positive-----	47%	23%
Somewhat Positive-----	29%	46%
Neither Positive Nor Negative (Neutral)-----	11%	10%
Somewhat Negative-----	9%	17%
Very Negative-----	4%	4%
Don't Know-----	1%	0%

2. \*\* What do you personally value about living in Oregon? (**RECORD IN SPACE BELOW.**)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. \*\* <sup>SA</sup> Overall, how good a job do you think Oregon is doing with the following areas: a very good job, somewhat good job, neither good nor bad job (neutral), somewhat bad job, or a very bad job?

<b><u>ROTATE</u></b>	<b><u>Very Good</u></b>	<b><u>Smwt Good</u></b>	<b><u>Neut.</u></b>	<b><u>Smwt Bad</u></b>	<b><u>Very Bad</u></b>	<b><u>Dk/Na</u></b>
a. Controlling crime -----	12%	50%	24%	8%	4%	3%
-----	4%	36%	22%	25%	9%	3%
b. Maintaining clean air and water-----	27%	50%	12%	7%	3%	1%
-----	13%	52%	17%	12%	4%	2%
c. Maintaining highways, roads, and bridges -----	15%	40%	18%	18%	9%	1%
-----	15%	44%	19%	15%	5%	2%
d. Providing parks and open space-----	44%	39%	9%	5%	2%	1%
-----	46%	40%	9%	2%	1%	2%
e. Developing mass transit-----	22%	31%	19%	13%	7%	8%
-----	17%	34%	23%	14%	7%	5%



<u>ROTATE</u>	<u>Very Good</u>	<u>Smwt Good</u>	<u>Neut.</u>	<u>Smwt Bad</u>	<u>Very Bad</u>	<u>Dk/Na</u>
f. Controlling drug use	7%	25%	27%	18%	13%	10%
	3%	15%	25%	30%	24%	4%
g. Providing government services	15%	36%	23%	13%	7%	6%
	5%	27%	36%	18%	9%	5%
h. Providing Oregonians the skills necessary to compete in a global economy	10%	31%	22%	17%	10%	11%
	2%	15%	29%	31%	16%	7%
i. Creating jobs	6%	22%	23%	28%	17%	4%
	1%	12%	26%	36%	22%	2%
j. Promoting Oregon to other U.S. states	12%	29%	23%	11%	5%	20%
	11%	33%	30%	12%	5%	9%
k. Providing easy access to work, shops, parks, and recreation	27%	50%	13%	7%	2%	2%
	21%	46%	23%	6%	3%	2%
l. Providing Oregonians economic access to health care	13%	32%	19%	18%	10%	8%
	3%	15%	23%	30%	26%	4%
m. Promoting Oregon to other countries	9%	22%	24%	8%	5%	32%
	8%	32%	34%	7%	4%	14%
n. Helping individuals and families in need	16%	43%	18%	12%	5%	6%
	4%	30%	28%	23%	10%	4%
o. Making available cultural and entertainment opportunities (theater, zoo, museums, etc.)	30%	47%	12%	6%	2%	3%
	24%	45%	20%	6%	2%	3%
p. Keeping jobs	6%	26%	19%	27%	15%	6%
	1%	16%	31%	30%	17%	3%
q. Developing clean and attractive cities	27%	50%	14%	4%	2%	2%
	17%	48%	23%	8%	2%	2%
r. Protecting natural resources such as forests, rivers, and farmland	31%	41%	11%	11%	4%	2%
	16%	40%	18%	14%	10%	2%
s. Providing primary and secondary education (K-12)	15%	33%	15%	19%	14%	4%
	9%	29%	26%	23%	9%	3%



4. \*\*<sup>SA</sup> I'm now going to read you a list of 24 government services. For each one, tell me how important you feel the service is regardless of cost or how well you feel the service is currently provided. Is it very important, somewhat important, neither important nor unimportant (neutral), somewhat unimportant, or very unimportant?

<b>ROTATE</b>	<b>Very Imp.</b>	<b>Smwt Imp.</b>	<b>Neut.</b>	<b>Smwt Unimp.</b>	<b>Very Unimp.</b>	<b>Dk/ Na</b>
a. Drinking Water and Sewer Services	76%	19%	3%	1%	1%	1%
	84%	12%	1%	1%	0%	2%
b. Fire and Emergency Services	83%	14%	2%	1%	0%	0%
	86%	10%	1%	0%	0%	2%
c. Health and Mental Health Services	59%	28%	7%	3%	2%	1%
	70%	20%	5%	2%	1%	2%
d. Primary and Secondary Education (K-12)	76%	18%	4%	1%	1%	1%
	81%	13%	2%	0%	1%	2%
e. Mass Transit	26%	42%	14%	9%	6%	2%
	21%	43%	20%	9%	4%	2%
f. Police services	72%	22%	4%	1%	1%	0%
	70%	22%	4%	1%	1%	2%
g. Services for Low Income	45%	35%	11%	6%	2%	3%
	41%	37%	13%	4%	3%	2%
h. Local Roads	39%	44%	11%	3%	2%	1%
	25%	51%	17%	4%	1%	2%
i. Courts, Prisons, and Jails	46%	32%	13%	4%	2%	3%
	48%	33%	11%	4%	2%	2%
j. Children's Services	63%	24%	7%	2%	2%	3%
	59%	26%	9%	2%	2%	2%
k. International Trade Development	28%	36%	16%	9%	4%	7%
	16%	35%	30%	10%	6%	3%
l. Libraries	50%	36%	9%	4%	1%	1%
	40%	40%	14%	3%	1%	2%
m. Parks and Recreation	44%	41%	9%	5%	1%	0%
	35%	43%	16%	3%	1%	2%
n. Senior Services	58%	32%	6%	3%	1%	1%
	46%	35%	14%	2%	1%	2%
o. State Highways	47%	41%	9%	2%	1%	0%
	37%	43%	14%	3%	1%	2%
p. Affordable housing	51%	32%	10%	4%	1%	2%
	58%	26%	9%	2%	2%	2%



<u>ROTATE</u>	<u>Very Imp.</u>	<u>Smwt Imp.</u>	<u>Neut.</u>	<u>Smwt Unimp.</u>	<u>Very Unimp.</u>	<u>Dk/ Na</u>
q. Employment and Training -----	57%	29%	9%	3%	2%	1%
-----	65%	23%	6%	2%	1%	2%
r. Tourism and Other State Marketing -----	27%	41%	16%	10%	3%	3%
-----	16%	39%	28%	10%	5%	2%
s. Environmental Regulation -----	39%	36%	12%	6%	4%	2%
-----	39%	34%	15%	6%	3%	2%
t. Higher Education -----	60%	31%	6%	2%	1%	1%
-----	57%	29%	8%	2%	1%	2%
u. Small Business Development -----	46%	38%	9%	3%	2%	2%
-----	37%	40%	15%	3%	2%	2%
v. Natural Resources Management -----	49%	35%	9%	3%	2%	2%
-----	45%	35%	12%	3%	2%	2%
w. Community Colleges -----	55%	35%	7%	2%	1%	1%
-----	48%	37%	10%	1%	1%	2%
x. Health and safety regulation -----	49%	34%	8%	5%	1%	2%
-----	41%	36%	14%	4%	2%	2%

5. \*\* How nervous are you about your personal future over the next five years? **[READ LIST]**

High level of nervousness -----	12%	13%
Between high and medium nervousness -----	11%	20%
Medium level of nervousness -----	23%	22%
Between medium and low nervousness -----	12%	14%
Low level of nervousness -----	40%	26%
<b>[DO NOT READ]</b> Don't know -----	2%	5%

6. \*\* How optimistic are you about your personal future over the next five years? **[READ LIST]**

Very optimistic -----	39%	26%
Somewhat optimistic -----	38%	41%
Neither optimistic nor pessimistic -----	14%	16%
Somewhat pessimistic -----	5%	11%
Very pessimistic -----	3%	3%
<b>[DO NOT READ]</b> Don't know -----	1%	4%

7. Now, thinking about your retirement. How worried are you about being financially secure in your retirement? **[READ LIST]**

High level of worry -----	22%
Between high and medium worry -----	10%
Medium level of worry -----	23%
Between medium and low worry -----	9%
Low level of worry -----	34%
<b>[DO NOT READ]</b> Don't know -----	2%

8. How optimistic are you about being financially secure in your retirement? **[READ LIST]**

Very optimistic -----27%  
 Somewhat optimistic-----33%  
 Neither optimistic nor pessimistic-----18%  
 Somewhat pessimistic -----10%  
 Very pessimistic -----9%  
**[DO NOT READ]** Don't know ----- 3%

9. \*\* I am now going to read to you a series of statements, each one being a possible trend into the future for Oregon. For each trend, please rate **FIRST** the probability you think that the trend will actually happen over the next 10 years, and **SECOND**, the desirability you personally place on that trend happening. Use the following scales:

Very <u>Likely</u>	Smwt <u>Likely</u>	<u>Neutral</u>	Smwt <u>Unlikely</u>	Very <u>Unlikely</u>	DK/ <u>NA</u>
1 -----	2 -----	3-----	4-----	5 -----	6
Very <u>Desirable</u>	Smwt <u>Desirable</u>	<u>Neutral</u>	Smwt <u>Undesirable</u>	Very <u>Undesirable</u>	DK/ <u>NA</u>
1 -----	2 -----	3-----	4-----	5 -----	6

**[ROTATE LIST]**

**a. Oregon will become internationally known as a place to visit**



Very <u>Likely</u>	Smwt <u>Likely</u>	<u>Neutral</u>	Smwt <u>Unlikely</u>	Very <u>Unlikely</u>	DK/ <u>NA</u>
1. 22%-----	33% -----	13% -----	19% -----	11% -----	3%
<del>37%</del> -----	<del>39%</del> -----	<del>12%</del> -----	<del>8%</del> -----	<del>2%</del> -----	<del>2%</del>
Very <u>Desirable</u>	Smwt <u>Desirable</u>	<u>Neutral</u>	Smwt <u>Undesirable</u>	Very <u>Undesirable</u>	DK/ <u>NA</u>
2. 22%-----	32% -----	22% -----	12% -----	10% -----	2%
<del>29%</del> -----	<del>38%</del> -----	<del>13%</del> -----	<del>11%</del> -----	<del>7%</del> -----	<del>3%</del>

**b. Oregon will become internationally known as a good place for business**

Very <u>Likely</u>	Smwt <u>Likely</u>	<u>Neutral</u>	Smwt <u>Unlikely</u>	Very <u>Unlikely</u>	DK/ <u>NA</u>
1. 14%-----	33% -----	16% -----	19% -----	14% -----	3%
<del>16%</del> -----	<del>36%</del> -----	<del>21%</del> -----	<del>19%</del> -----	<del>5%</del> -----	<del>2%</del>
Very <u>Desirable</u>	Smwt <u>Desirable</u>	<u>Neutral</u>	Smwt <u>Undesirable</u>	Very <u>Undesirable</u>	DK/ <u>NA</u>
2. 32%-----	32% -----	18% -----	8% -----	8% -----	2%
<del>30%</del> -----	<del>37%</del> -----	<del>18%</del> -----	<del>9%</del> -----	<del>4%</del> -----	<del>3%</del>



**c. Culture and entertainment will receive less and less public funds**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/NA</u>
1.	27%	31%	12%	13%	10%	7%
	<i>31%</i>	<i>36%</i>	<i>16%</i>	<i>12%</i>	<i>2%</i>	<i>2%</i>
	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/NA</u>
2.	10%	17%	20%	20%	29%	5%
	<i>9%</i>	<i>15%</i>	<i>22%</i>	<i>25%</i>	<i>26%</i>	<i>3%</i>

**d. Oregon's economy will move away from logging and will move towards tourist use of forests for camping and hiking**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/NA</u>
1.	27%	32%	9%	15%	13%	4%
	<i>29%</i>	<i>41%</i>	<i>12%</i>	<i>11%</i>	<i>4%</i>	<i>3%</i>
	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/NA</u>
2.	24%	22%	18%	13%	20%	2%
	<i>27%</i>	<i>22%</i>	<i>14%</i>	<i>21%</i>	<i>14%</i>	<i>3%</i>

**e. The traditional two-party political system (democrats and republicans) will become a thing of the past**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/NA</u>
1.	6%	13%	7%	17%	52%	5%
	<i>10%</i>	<i>17%</i>	<i>18%</i>	<i>24%</i>	<i>28%</i>	<i>3%</i>
	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/NA</u>
2.	19%	14%	21%	14%	26%	5%
	<i>25%</i>	<i>20%</i>	<i>26%</i>	<i>12%</i>	<i>12%</i>	<i>4%</i>

**f. Rationing of health care services to terminally ill and elderly will become commonplace**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/NA</u>
1.	19%	31%	12%	15%	16%	7%
	<i>20%</i>	<i>41%</i>	<i>15%</i>	<i>16%</i>	<i>6%</i>	<i>3%</i>
	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/NA</u>
2.	15%	15%	12%	13%	39%	5%
	<i>13%</i>	<i>13%</i>	<i>14%</i>	<i>19%</i>	<i>37%</i>	<i>4%</i>



**g. Oregon will have more jobs**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/NA</u>
1.	22%-----	38%-----	11%-----	16%-----	10%-----	3%
	<i>12%-----</i>	<i>33%-----</i>	<i>21%-----</i>	<i>22%-----</i>	<i>9%-----</i>	<i>3%</i>
	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/NA</u>
2.	59%-----	19%-----	8%-----	6%-----	6%-----	2%
	<i>60%-----</i>	<i>21%-----</i>	<i>6%-----</i>	<i>4%-----</i>	<i>6%-----</i>	<i>3%</i>

**h. National or state health insurance will replace the current system of health insurance**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/NA</u>
1.	8%-----	23%-----	10%-----	19%-----	30%-----	9%
	<i>19%-----</i>	<i>36%-----</i>	<i>17%-----</i>	<i>17%-----</i>	<i>6%-----</i>	<i>3%</i>
	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/NA</u>
2.	25%-----	16%-----	16%-----	11%-----	24%-----	8%
	<i>47%-----</i>	<i>23%-----</i>	<i>12%-----</i>	<i>7%-----</i>	<i>7%-----</i>	<i>4%</i>


**i. American workers will be as productive as workers in other countries like Japan and Korea**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/NA</u>
1.	19%-----	22%-----	11%-----	19%-----	23%-----	7%
	<i>17%-----</i>	<i>24%-----</i>	<i>19%-----</i>	<i>23%-----</i>	<i>13%-----</i>	<i>4%</i>
	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/NA</u>
2.	39%-----	23%-----	15%-----	8%-----	9%-----	6%
	<i>51%-----</i>	<i>25%-----</i>	<i>10%-----</i>	<i>4%-----</i>	<i>5%-----</i>	<i>5%</i>

**j. Government will provide child care and adult care services**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/NA</u>
1.	11%-----	26%-----	11%-----	21%-----	27%-----	3%
	<i>10%-----</i>	<i>27%-----</i>	<i>19%-----</i>	<i>30%-----</i>	<i>11%-----</i>	<i>3%</i>
	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/NA</u>
2.	31%-----	27%-----	14%-----	11%-----	15%-----	2%
	<i>36%-----</i>	<i>24%-----</i>	<i>14%-----</i>	<i>12%-----</i>	<i>11%-----</i>	<i>4%</i>

**k. K-12 education will be fundamentally different involving new classroom atmospheres and teaching techniques**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/NA</u>	
1.	23%-----	34%-----	10%-----	14%-----	14%-----	5%	
	<i>23%</i> -----	<i>41%</i> -----	<i>16%</i> -----	<i>12%</i> -----	<i>5%</i> -----	<i>3%</i>	
	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/NA</u>	
2.	37%-----	28%-----	15%-----	9%-----	8%-----	4%	
	<i>52%</i> -----	<i>23%</i> -----	<i>14%</i> -----	<i>3%</i> -----	<i>3%</i> -----	<i>5%</i>	

**l. Religion and spirituality will become more important**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/NA</u>
1.	21%-----	25%-----	15%-----	20%-----	14%-----	5%
	<i>12%</i> -----	<i>26%</i> -----	<i>31%</i> -----	<i>21%</i> -----	<i>7%</i> -----	<i>3%</i>
	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/NA</u>
2.	38%-----	22%-----	19%-----	10%-----	7%-----	4%
	<i>40%</i> -----	<i>20%</i> -----	<i>25%</i> -----	<i>5%</i> -----	<i>7%</i> -----	<i>4%</i>

**m. Oregon's economy will be driven by companies outside Oregon doing the creative work and making the big decisions. *Not asked***

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/NA</u>
1.	23%-----	29%-----	12%-----	12%-----	12%-----	11%
	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/NA</u>
2.	7%-----	10%-----	15%-----	21%-----	38%-----	9%

I'm now going to read to you seven short paragraphs. Each one will give you a choice, and you are to give me your choice on a 7-point scale. After I read the first paragraph, I will tell you about the scale.

10. \*\* Some people say that criminals should just be punished. Other people say that criminals should be rehabilitated through counseling and job training. Which way do you feel? **MEAN 3.7**  
*3.52*

Using a 1 to 7 scale, answer 1 if you think criminals should only be punished, circle 7 if you think criminals should only be rehabilitated, or answer 4 if you think both are equal in importance. You can answer 2 or 3 if you feel criminals should be mostly punished but should get some rehabilitation (with 2 meaning more punishment than 3). Or you can answer 5 or 6 if you fall on the rehabilitation side. If you are not sure, just let me know.

1	2	3	4	5	6	7	8
Punish Only			Both Equal			Rehab. Only	DK
14%	6%	9%	46%	8%	3%	7%	6%
<i>6%</i>	<i>16%</i>	<i>20%</i>	<i>40%</i>	<i>9%</i>	<i>5%</i>	<i>1%</i>	<i>3%</i>



11. \*\*<sup>SA</sup> Some people say, “Forget jobs, protect the environment!” Other people say, “Jobs must come first, at all cost!” Which way do you feel? We are using the same 1 to 7 scale. **MEAN 4.3**  
*4.10*

1	2	3	4	5	6	7	8
Preserve Environ.			Both Equal			Protect Jobs	DK
9%	6%	8%	43%	8%	5%	19%	2%
<i>8%</i>	<i>7%</i>	<i>13%</i>	<i>39%</i>	<i>12%</i>	<i>10%</i>	<i>10%</i>	<i>1%</i>

12. \*\*<sup>SA</sup> Some people feel we should invest in more roads for cars. Other people think that mass transit represents a better investment. Which way do you feel? **MEAN 4.4** *4.56*

1	2	3	4	5	6	7	8
Roads For Cars			Both Equal			Mass Transit	DK
14%	5%	6%	31%	10%	9%	22%	2%
<i>4%</i>	<i>6%</i>	<i>11%</i>	<i>28%</i>	<i>18%</i>	<i>16%</i>	<i>13%</i>	<i>3%</i>

13. \*\*<sup>SA</sup> Some people say that new development to accommodate population growth should only be permitted to occur in already existing cities through development and redevelopment. Others say that new development should be permitted to occur outside existing city boundaries. Which way do you feel? **MEAN 4.0** *4.04*

1	2	3	4	5	6	7	8
City Growth			Both Equal			Outside City OK	DK
19%	6%	9%	28%	8%	7%	18%	3%
<i>7%</i>	<i>12%</i>	<i>17%</i>	<i>27%</i>	<i>13%</i>	<i>10%</i>	<i>11%</i>	<i>2%</i>

14. \*\*<sup>SA</sup> Some people say that government provides too many services. Others say that service levels need to be increased. Which way do you feel? **MEAN 4.1** *4.10*

1	2	3	4	5	6	7	8
Reduce Govt. Services			Same Level			Increase Govt. Services	DK
17%	7%	6%	33%	9%	6%	19%	3%
<i>10%</i>	<i>8%</i>	<i>18%</i>	<i>22%</i>	<i>17%</i>	<i>10%</i>	<i>13%</i>	<i>3%</i>

15. \*\*<sup>SA</sup> Some people say a whole new approach is needed in local neighborhood schools involving everything from classroom atmospheres to teaching techniques. Others say the need is to do what we’re doing now but to do it better. Which way do you feel? **MEAN 4.4** *3.54*

1	2	3	4	5	6	7	8
Whole New Approach			Both Equal			Do what we’re doing Better	DK
21%	5%	7%	18%	7%	8%	31%	4%
<i>21%</i>	<i>16%</i>	<i>15%</i>	<i>14%</i>	<i>8%</i>	<i>10%</i>	<i>12%</i>	<i>4%</i>



16. \*\*<sup>SA</sup> Some people want to emphasize economic growth to assure job opportunities for our children. Others say that limits should be placed on economic growth to preserve the environment. Which way do you feel? **MEAN 3.7** 3.88

1	2	3	4	5	6	7	8
Economic Growth			Both Equal			Limits on Growth	DK
20%	7%	8%	34%	10%	6%	11%	3%
11%	12%	13%	31%	13%	10%	8%	1%

17. CUT

18. I'd like to read to you three different statements about Oregon's land use system. Please tell me which one most closely reflects your point of view. **[READ AND ROTATE]**

Oregon's land use system protects farm and forest land from urban sprawl and is an essential tool in protecting Oregon's quality of life. It should be kept as it is-----38%

Oregon's land use system has resulted in too many unnecessary regulations and has hurt some private property owners by reducing the value of their property. It needs to be changed.-----42%

Oregon's land use system has hurt Oregon's economic growth and should be eliminated. ----- 8%

**[DO NOT READ]** Don't know -----11%

19. I now want to read to you some statements. For each statement one, please tell me if you definitely disagree, generally disagree, moderately disagree, moderately agree, generally agree, or definitely agree. Your answers to some of these questions will help us determine how Oregonians feel about things compared to people in other states and the nation as a whole.

<b><u>ROTATE</u></b>	<b><u>Def. Agree.</u></b>	<b><u>Gen. Agree</u></b>	<b><u>Mod. Agree</u></b>	<b><u>Mod. Disag.</u></b>	<b><u>Gen. Disag.</u></b>	<b><u>Def. Disag.</u></b>	<b><u>Dk/Na</u></b>
a. I am in favor of legalized abortions-----	31%	12%	13%	5%	6%	28%	4%
b. Most big companies are just out for themselves -----	33%	17%	19%	9%	9%	9%	3%
c. I am in favor of the death penalty-----	37%	14%	15%	7%	6%	16%	5%
d. I make a strong effort to recycle everything I possibly can-----	47%	17%	20%	4%	5%	6%	1%
e. I am in favor of legalizing same sex marriages -----	18%	7%	12%	7%	6%	45%	6%
f. I am interested in politics -----	31%	14%	25%	7%	8%	12%	2%
g. We will probably move at least once in the next five years -----	25%	9%	8%	6%	8%	41%	3%



Now I have some questions for statistical purposes only.

20. \*\* We know it depends on the issues, but overall, how likely are you to involve yourself in the following public involvement activities? Use this scale:

<u>ROTATE</u>	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neut.</u>	<u>Smwt Unlik.</u>	<u>Very Unlik.</u>	<u>Dk/ Na</u>
a. Attending public meetings -----	14%	29%	9%	21%	27%	1%
-----	13%	41%	16%	14%	8%	9%
b. Distributing petitions -----	6%	14%	8%	24%	47%	1%
-----	6%	17%	18%	22%	26%	11%
c. Signing petitions -----	32%	36%	7%	9%	14%	1%
-----	52%	25%	7%	3%	3%	10%
d. Contributing time -----	20%	33%	11%	17%	18%	1%
-----	13%	38%	19%	13%	8%	9%
e. Contributing money-----	17%	34%	11%	16%	20%	1%
-----	7%	26%	17%	16%	21%	12%
f. Voting-----	80%	10%	2%	2%	5%	1%
-----	75%	9%	3%	2%	3%	8%

21. \*\* Are you registered to vote?

Yes-----	87%	85%
No -----	12%	14%
Refused -----	0%	0%

22. \*\* Did you vote in this November's general election? *Not asked*

Yes-----	73%
No -----	27%
Refused -----	0%

23. Did you vote in this year's May primary election?

Yes-----	65%	53%
No -----	34%	46%
Refused -----	1%	1%

24. \*\* How important is voting to you? (**READ LIST**)

Very important-----	78%	70%
Somewhat important -----	14%	20%
Neither important nor unimportant (NEUTRAL) -----	3%	7%
Somewhat unimportant -----	2%	1%
Very unimportant-----	2%	2%
[DO NOT READ] Don't know -----	1%	0%

25. Generally, do you consider yourself to be a Republican, a Democrat, an Independent, or a member of another party? *Not asked*



Republican -----	32%
Democrat -----	33%
Independent -----	23%
Other -----	8%
Refused -----	4%

26. When it comes to most political issues, do you consider yourself very liberal, somewhat liberal, middle of the road-moderate, somewhat conservative, or very conservative? *Not asked*

Very liberal-----	11%
Somewhat liberal -----	17%
Middle-of-the-road/Moderate-----	36%
Somewhat conservative-----	19%
Very conservative -----	13%
Refused -----	4%

27. \*\* What is your age? *Matching data not available*

18-34 -----	30%
34-45 -----	20%
45-64 -----	31%
65+ -----	17%
Refused -----	2%

28. \*\* What was your 2001 gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do. *Matching data not available*


Less than \$25,000 -----	13%
\$25,000-34,999 -----	8%
\$35,000-49,999 -----	11%
\$50,000-74,999 -----	17%
\$75,000 + -----	15%
Refused -----	35%

29. \*\* What is your marital status?

Single, never married -----	18%	<i>16%</i>
Single, living with someone -----	5%	<i>6%</i>
Married -----	56%	<i>58%</i>
Divorced or separated-----	13%	<i>15%</i>
Widowed -----	8%	<i>5%</i>
Refused -----	0%	<i>1%</i>

30. \*\* How many people, including yourself, are in your household?

1-----	16%	<i>16%</i>
2-----	37%	<i>33%</i>
3-----	18%	<i>19%</i>
4-----	16%	<i>17%</i>
5 or more -----	11%	<i>14%</i>
Refused -----	2%	<i>1%</i>

31.	** How many children (under age 18) live with you?		
	0-----	58%	54%
	1-----	15%	18%
	2-----	15%	17%
	3-----	6%	8%
	4 or more -----	4%	4%
	Refused -----	3%	0%
32.	** Do you live in a single family house, a mobile home, or a structure with more than one dwelling unit?		
	Single family home -----	76%	68%
	Mobile home -----	6%	11%
	Structure with more than one unit-----	17%	16%
	Other ( <b>Explain:</b> _____ _____ ) -----	0%	4%
	Refused -----	1%	1%
33.	** Do you own or rent your home?		
	Own -----	69%	64%
	Rent -----	29%	35%
	Refused -----	1%	1%
34.	** How many years have you lived in Oregon? <i>Matching data not available</i>		
	Less than 10 years -----	20%	
	10 or more years -----	79%	
	Refused -----	1%	
35.	** For how many years have you resided in the county in which you live? <i>Matching data not available</i>		
	Less than 10 years -----	36%	
	10 or more years -----	63%	
	Refused -----	1%	
36.	** Which is the highest level of education you have completed?		
	Grade school -----	1%	2%
	Attended high school -----	6%	6%
	Graduated high school -----	24%	22%
	Attended college-----	20%	29%
	Graduated from 2-year college -----	15%	11%
	Graduated from 4-year college -----	17%	13%
	Post graduate study without degree -----	4%	8%
	Post graduate degree (e.g., MD, MBA, MA, Ph.D., JD) -----	11%	8%
	Refused -----	1%	1%
37.	** Are you employed, either full-time or part-time?		
	Employed full-time (30 or more hours per week) -----	50%	46%
	Employed part-time (under 30 hours per week) -----	14%	16%
	Not employed -----	35%	36%
	Refused -----	1%	2%



38. **\*\* (IF MARRIED OR LIVING WITH SOMEONE, Q37=1, 2, or 3) Is your spouse/companion employed either full-time or part-time?**

Employed full-time (30 or more hours per week) -----	58%	57%
Employed part-time (under 30 hours per week) -----	9%	12%
Not employed -----	30%	30%
Refused -----	3%	1%

39. **\*\* What is your occupation? (RECORD DETAILS IN SPACE BELOW.)**

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REFER TO OCCUPATION LIST FOR CODING

40. **\*\* (IF MARRIED OR LIVING WITH SOMEONE, Q37=1, 2, or 3) What is your spouse's/companion's occupation? (RECORD DETAILS IN SPACE BELOW.)**

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41. Are you a member of a public sector or a private sector labor union? *Not asked*


Public sector -----	8%
Private sector -----	6%
No -----	81%
Refused -----	4%

42. **(IF MARRIED OR LIVING WITH SOMEONE, Q37=1, 2, or 3) Is your spouse/companion a member of a public sector or a private sector labor union? *Not asked***

Public sector -----	9%
Private sector -----	5%
No -----	80%
Refused -----	6%

43. **\*\* How would you describe the setting in which you reside: rural, rural changing to suburban, suburban, or urban?**

Rural -----	30%	25%
Rural changing to suburban -----	11%	17%
Suburban -----	34%	38%
Urban -----	22%	18%
Refused -----	3%	1%

44. \*\* Which of the following best describes your racial or ethnic group? 

American Indian, Eskimo, or Aleut-----	3%	3%
Asian or Pacific Islander -----	2%	1%
Black/Afro-American-----	7%	1%
White/Caucasian-----	84%	92%
Other ( <b>Explain:</b> <i>Hispanic</i> -----	-----	1%
_____ ) -----	2%	1%
Refused -----	2%	1%

45. \*\* Are you of Spanish/Hispanic origin?

Yes-----	3%	3%
No -----	94%	90%
Refused -----	3%	7%

46. \*\* In which county do you live?

**Record County Name -----** \_\_\_\_\_

**[Refer to county sheet for county distribution for each region listed]**

Metro tri-county -----	42%	[n=300]
South -----	15%	[n=300]
East -----	11%	[n=300]
West -----	31%	[n=300]

47. \*\* What is your Zip Code?

	9	7			
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48. \*\* That concludes the survey. Do you have any last words you would like to share? Anything goes! (**RECORD IN SPACE BELOW**)

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49. \*\* Gender [**DO NOT ASK, RECORD**]

Male-----	48%	49%
Female -----	52%	50%
No Answer -----	0%	1%