



Oregon Values and Beliefs Center

TOPIC OVERVIEWS

2023 OREGON VALUES AND BELIEFS TYPOLOGY STUDY

ABOUT THIS BOOKLET

This booklet presents findings for the questionnaire topics included in the 2023 Oregon Values & Beliefs Typology Study, a scientifically conducted public opinion survey completed in the fall of 2023.

Please visit www.oregonvbc.org for the following documents:

- An annotated questionnaire
- Crosstabs that show subgroup variations
- Verbatim responses to the survey's open-ended questions
- Summary reporting of cluster analysis that was completed to develop a typology of Oregonians' values and beliefs





CONTENTS

2		FOREWORD
		
3		ACKNOWLEDGEMENTS
		
4		GOVERNMENT AND POLITICS
		
8		ECONOMY AND JOBS
		
12		ENVIRONMENT AND LAND USE
		
14		SUCCESS AND WELLBEING
		
20		RELIGION AND FAITH
		
23		BACKGROUND AND METHODOLOGY
		



Oregon Values and Beliefs Center

FOREWORD

As an Oregonian, I want those dedicated to improving our state to have access to independent, nonpartisan, and statistically reliable data, not just data gathered with a particular agenda or only likely voters in mind.

At a time when faith in our institutions is remarkably low, we need to be finding ways to engage and rebuild people's trust, not exclude them because they are statistically less likely to vote. Our commitment to this principle guided us in conducting the study presented in this booklet – the 2023 Oregon Values and Beliefs Typology Study.

Engaging thousands of Oregonians from all across the state, the 2023 Typology Study explores their true feelings about the core values, beliefs, and policies shaping our state. This booklet marks the initial phase of our public presentation of the findings, with plans to follow up with additional analyses in the coming months.

We hope this information can be of service to Oregonians and their community members and leaders.

Sincerely,

Amaury Vogel
Executive Director



ACKNOWLEDGEMENTS



We would like to take this opportunity to recognize our research partnership with **PolicyInteractive**. Their wealth of experience and knowledge in conducting studies of comparable aim and scale to the 2023 Oregon

Values and Beliefs Typology Study provided for a strong partnership. We at OVBC would like to extend our thanks to the team at PolicyInteractive for their dedication to this project and the contribution they helped us make to better understanding Oregonians’ values and beliefs. Please find more information on PolicyInteractive and their work by visiting their website at www.policyinteractive.org.

OVBC is fortunate to have valuable community partners who share our passion for amplifying the voices of all Oregonians. Through our strong partnerships, we continue to develop a robust and comprehensive understanding of our communities and their values.

We at OVBC would like to extend our sincere gratitude to all of our community partners listed below – we owe the successful completion of this study to you and your hard work. We also want to give special recognition to the [the League of Oregon Cities](#), [the Port of Portland](#), [ECOnorthwest](#), [the YARG Foundation](#), [the Higher Education Coordinating Commission](#), and [the Evergreen Hill Fund at the Oregon Community Foundation](#) for their above-and-beyond commitment to our mission and this project.





SUMMARY: GOVERNMENT AND POLITICS 2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

General Observations

Only one in three respondents is very or somewhat satisfied with the political party they are affiliated with and the prevailing sentiment is that the government is perceived as inefficient and wasteful. Still, Oregonians prefer a bigger government providing more services and government regulation of businesses to protect the public interest.

By similar margins, Oregonians identify themselves as conservative on economic issues and liberal on social issues. Related, there is widespread belief that government benefits fall short of adequately assisting those in need. While hoping for adequate social policies to be put in place, Oregonians also worry about the lack of funding for these policies and increased taxes.

Strong majorities of Oregonians want compromise in politics and their politicians to play by the rules. They also strongly favor campaign finance reform.

Please visit <https://oregonvbc.org> for additional information including crosstabs with subgroup variations.

Findings

Q6. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Government is almost always wasteful and inefficient	28%	57%
LEAN TOWARDS A	30%	
LEAN TOWARDS B	27%	
B. FEEL STRONGLY: Government often does a better job than people give it credit for	15%	43%

Q7. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Government regulation of business is necessary to protect the public interest	28%	59%
LEAN TOWARDS A	31%	
LEAN TOWARDS B	23%	
B. FEEL STRONGLY: Government regulation of business usually does more harm than good	18%	41%

Q8. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: People living in poverty today have it easier because they can get government benefits without doing anything in return	12%	33%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	30%	
B. FEEL STRONGLY: People living in poverty have hard lives because government benefits don't go far enough to help them live decently	37%	67%



SUMMARY: GOVERNMENT AND POLITICS 2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

Q12. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: I prefer a smaller government providing fewer services	20%	41%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	36%	59%
B. FEEL STRONGLY: I prefer a bigger government providing more services	23%	

Q14. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Compromise in politics is just selling out on what you believe in	10%	26%
LEAN TOWARDS A	16%	
LEAN TOWARDS B	39%	74%
B. FEEL STRONGLY: Compromise is how things get done in politics even though it sometimes means sacrificing for the greater good	35%	

Q23. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Laws should be passed to regulate unlimited money in political campaigns	50%	75%
LEAN TOWARDS A	25%	
LEAN TOWARDS B	14%	25%
B. FEEL STRONGLY: Campaign spending should be constitutionally protected as freedom of speech	11%	

Q26. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Government should not favor any one religion or faith	61%	78%
LEAN TOWARDS A	17%	
LEAN TOWARDS B	12%	22%
B. FEEL STRONGLY: Our government should reflect and favor Christian faith and values	10%	

Q29. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: Winning in politics is what counts, truth and rules are less important	4%	9%
LEAN TOWARDS A	5%	
LEAN TOWARDS B	23%	91%
B. FEEL STRONGLY: Truth and fairness are what counts; play by the rules—win, lose, or draw	68%	



SUMMARY: GOVERNMENT AND POLITICS

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

Q31. A or B? [A/B statements randomly flipped]

Response category	N = 3,414	
A. FEEL STRONGLY: President Trump faces malicious, illegitimate attacks and deserves support	19%	35%
LEAN TOWARDS A	16%	
LEAN TOWARDS B	15%	
B. FEEL STRONGLY: President Trump likely committed constitutional violations and/or felonies intending to overturn a fair and legal election	50%	65%

Q55. Would you say the Republican or Democratic Parties' policies threaten the nation's well-being?
[Randomized]

Response category	N = 3,414
Yes, Republican Party policy threatens nation's well-being	31%
Yes, Democratic Party policy threatens nation's well-being	19%
Yes, both parties threaten the nation's well-being	33%
No, I wouldn't go that far about either party	17%

Q59. Although these categories are an over-simplification when it comes to most **economic** issues, do you consider yourself most closely identifying as:

Response category	N = 3,414
Very conservative	11%
Moderately conservative	22%
Slightly conservative	23%
Slightly liberal	16%
Moderately liberal	16%
Very liberal	11%

Q60. Although these categories are an over-simplification, when it comes to most **social** issues, do you consider yourself most closely identifying as:

Response category	N = 3,414
Very conservative	10%
Moderately conservative	18%
Slightly conservative	19%
Slightly liberal	17%
Moderately liberal	17%
Very liberal	19%



SUMMARY: GOVERNMENT AND POLITICS

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

Oregonians' Hopes and Fears for Oregon in the Next 50 Years Related to Government and Politics– Representative Listing

- Q32 Thinking of a 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 regulation, stricter drug regulation, incarceration of dangerous criminals.”

Grant County

- Q33 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.”

Grant County

“Lack of money for social services.”

Benton County

“Insufficient social safety net for vulnerable populations.”

Washington County



SUMMARY: ECONOMY AND JOBS

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

General Observations

Oregonians feel the economic system favors special interests, and that business corporations make too much profit; however, other OVBC research tells us that Oregonians have more favorable feelings about small businesses.

Economic growth is supported which provides equal opportunity and doesn't jeopardize the environment.

Oregonians feel people have it within their power to succeed and feel a technical trade education is often a better pathway to success than a university education. At the national level, however, Oregonians are not hopeful about the wellness of people in the U.S. over the next 50 years.

Please visit <https://oregonvbc.org> for additional information including crosstabs with subgroup variations.

Findings

Q7. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Government regulation of business is necessary to protect the public interest	28%	59%
LEAN TOWARDS A	31%	
LEAN TOWARDS B	23%	
B. FEEL STRONGLY: Government regulation of business usually does more harm than good	18%	41%

Q8. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: People living in poverty today have it easier because they can get government benefits without doing anything in return	12%	33%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	30%	
B. FEEL STRONGLY: People living in poverty have hard lives because government benefits don't go far enough to help them live decently	37%	67%

Q9. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Immigrants today strengthen our country because of their hard work and talents	35%	64%
LEAN TOWARDS A	29%	
LEAN TOWARDS B	19%	
B. FEEL STRONGLY: Immigrants today are a burden on our country because they take our jobs, housing, and health care	17%	36%



SUMMARY: ECONOMY AND JOBS

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

Q10. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Business corporations make too much profit	40%	70%
LEAN TOWARDS A	30%	
LEAN TOWARDS B	20%	
B. FEEL STRONGLY: Most corporations make a fair and reasonable amount of profit	11%	30%

Q11. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Stricter environmental laws and regulations cost too many jobs and hurt the economy	17%	37%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	27%	
B. FEEL STRONGLY: Stronger environmental laws and regulations are worth the cost	36%	63%

Q16. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: The economic system in this country unfairly favors powerful interests	57%	80%
LEAN TOWARDS A	23%	
LEAN TOWARDS B	12%	
B. FEEL STRONGLY: The economic system in this country is generally fair to most Americans	8%	20%

Q17. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: The obstacles that once made it harder for women than men to get ahead are now largely gone	17%	40%
LEAN TOWARDS A	23%	
LEAN TOWARDS B	29%	
B. FEEL STRONGLY: There are still significant obstacles that make it harder for women to get ahead than men	31%	60%

Q18. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Our country would be better off if we all consumed less	32%	61%
LEAN TOWARDS A	29%	
LEAN TOWARDS B	25%	
B. FEEL STRONGLY: We need to buy and consume to support a strong economy	15%	39%



SUMMARY: ECONOMY AND JOBS

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

Q20. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Success in life is pretty much determined by forces outside of our control	10%	37%
LEAN TOWARDS A	26%	
LEAN TOWARDS B	37%	63%
B. FEEL STRONGLY: Everyone has it in their own power to succeed	26%	

Q28. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: I feel hopeful about the wellness of the people in the U.S. over the next 50 years	10%	33%
LEAN TOWARDS A	23%	
LEAN TOWARDS B	35%	67%
B. FEEL STRONGLY: I feel pessimistic about the wellness of people in the U.S. over the next 50 years	32%	

Q30. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: A university education is the best pathway to success in life	7%	28%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	40%	72%
B. FEEL STRONGLY: A technical trade education is often a better pathway to success than a university education	31%	

Q34. When it comes to balancing economic growth and environmental protection, which comes closest to your view of what Oregon should do?

Response category	N = 2,545
Relax environmental protection regulations to make it easier for companies to do business	15%
Maintain a quality environment to attract people and companies in Oregon	52%
Increase environmental protection regulations and discourage more people from moving to Oregon	23%
Other [open] [See verbatims document]	10%



SUMMARY: ECONOMY AND JOBS

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

Oregonians' Hopes and Fears for Oregon in the Next 50 Years Related to the Economy and Jobs – Representative Listing

- Q32. Thinking of a 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 the people of 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 & allows people to buy homes.”

Marion County

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

Union County

- Q33 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.”

Marion County

“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.”

Multnomah County

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

Josephine County



SUMMARY: ENVIRONMENT AND LAND USE

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

General Observations

Oregonians value environmental quality including being concerned about the impact of climate change on the state. Specifically, clean air and water and the state’s natural beauty are among what they most value about living in Oregon and feel are threatened by climate change. There is majority support for at least the existing level of environmental laws and regulations including urban growth boundaries.

Please visit <https://oregonvbc.org> for additional information including crosstabs with subgroup variations.

Findings

Q11. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Stricter environmental laws and regulations cost too many jobs and hurt the economy	17%	37%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	27%	
B. FEEL STRONGLY: Stronger environmental laws and regulations are worth the cost	36%	63%

Q24. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Climate change requires us to change our way of life, drive less, and live more simply	47%	76%
LEAN TOWARDS A	29%	
LEAN TOWARDS B	14%	
B. FEEL STRONGLY: If climate change becomes a problem, we can deal with it later	10%	24%

Q34. When it comes to balancing economic growth and environmental protection, which comes closest to your view of what Oregon should do?

Response category	N = 2,545
Relax environmental protection regulations to make it easier for companies to do business	15%
Maintain a quality environment to attract people and companies in Oregon	52%
Increase environmental protection regulations and discourage more people from moving to Oregon	23%
Other [open] [See verbatims document]	10%



SUMMARY: ENVIRONMENT AND LAND USE 2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

Q35. Thinking only about land-use planning, which is your preferred choice for addressing housing costs in Oregon?

Response category	N = 2,545
Relax land use planning regulations and urban growth boundaries to open farmland, forest land, and open space for housing development	22%
Maintain existing urban growth boundary rules and promote higher density within boundaries to protect forests, farmlands, and open space	47%
Strengthen protections for resource lands, water, and air quality even if it increases the price of developable land and housing costs	21%
Other [open] [See verbatims document]	10%

Hopes and Fears for Oregon in the Next 50 Years Related to the Environment and Land Use – Representative Listing

- Q32. Thinking of a 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

- Q33 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 the 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



SUMMARY: SUCCESS AND WELLBEING

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

General Observation

Success and wellbeing span a wide range of issues, ranging from equity, poverty and housing to education, health, and healthcare. There is also climate change and the impact of social media, government policy, and the provision of government services on success and wellness.

Regarding equity, when asked about the progress women and Black people have made, Oregonians feel there's still work to be done. They also feel that society is just as well off if people have priorities other than marriage and children.

Oregonians feel everyone has it in their own power to succeed but that those living in poverty have hard lives because government benefits don't go far enough to help them live decently.

Other concerns are the harmful effects of climate change and social media on our lives.

Oregonians feel abortion should be legal in most or all cases and that the answer to the addictive drug epidemic is not greater discipline, penalties, and confinement but rather having a better understanding of the root causes and treatment of addiction. In their responses to open-ended questions about hopes and fears for the state in 50 years, Oregonians expressed a strong desire to better address mental health issues. They also feel pessimistic about the wellness of people in the U.S. over the next 50 years.

A plurality of Oregonians support changing to a unified, integrated single payer health care system and a strong majority feel that a technical trade education is a better pathway to success than a university education.

Please visit <https://oregonvbc.org> for additional information including crosstabs with subgroup variations.

Findings

Q8. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: People living in poverty today have it easier because they can get government benefits without doing anything in return	12%	33%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	30%	67%
B. FEEL STRONGLY: People living in poverty have hard lives because government benefits don't go far enough to help them live decently	37%	



SUMMARY: SUCCESS AND WELLBEING

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

Q9. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Immigrants today strengthen our country because of their hard work and talents	35%	64%
LEAN TOWARDS A	29%	
LEAN TOWARDS B	19%	36%
B. FEEL STRONGLY: Immigrants today are a burden on our country because they take our jobs, housing, and health care	17%	

Q11. A or B

Response category	N = 3,414	
A. FEEL STRONGLY: Stricter environmental laws and regulations cost too many jobs and hurt the economy	17%	37%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	27%	63%
B. FEEL STRONGLY: Stronger environmental laws and regulations are worth the cost	36%	

Q12. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: I prefer a smaller government providing fewer services	20%	41%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	36%	59%
B. FEEL STRONGLY: I prefer a bigger government providing more services	23%	

Q13. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Same-gender romantic relationships should be discouraged in society	11%	24%
LEAN TOWARDS A	13%	
LEAN TOWARDS B	23%	76%
B. FEEL STRONGLY: Same-gender relationships should be respected in society	53%	



SUMMARY: SUCCESS AND WELLBEING

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

Q15. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Our country has made the changes needed to give black people equal rights with white people	21%	42%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	21%	
B. FEEL STRONGLY: Our country needs to continue making changes to give black people equal rights with white men	36%	58%

Q16. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: The economic system in this country unfairly favors powerful interests	57%	80%
LEAN TOWARDS A	23%	
LEAN TOWARDS B	12%	
B. FEEL STRONGLY: The economic system in this country is generally fair to most Americans	8%	20%

Q17. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: The obstacles that once made it harder for women than men to get ahead are now largely gone	17%	40%
LEAN TOWARDS A	23%	
LEAN TOWARDS B	29%	
B. FEEL STRONGLY: There are still significant obstacles that make it harder for women to get ahead than men	31%	60%

Q18. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Our country would be better off if we all consumed less	32%	61%
LEAN TOWARDS A	29%	
LEAN TOWARDS B	25%	
B. FEEL STRONGLY: We need to buy and consume to support a strong economy	15%	39%

Q19. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Society is better off if people make marriage and having children a priority	14%	33%
LEAN TOWARDS A	19%	
LEAN TOWARDS B	27%	
B. FEEL STRONGLY: Society is just as well off if people have priorities other than marriage and children	39%	67%



SUMMARY: SUCCESS AND WELLBEING

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

Q20. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Success in life is pretty much determined by forces outside of our control	10%	37%
LEAN TOWARDS A	26%	
LEAN TOWARDS B	37%	63%
B. FEEL STRONGLY: Everyone has it in their own power to succeed	26%	

Q22. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: The addictive drug epidemic in our country requires a broader understanding of the root causes and treatment of addiction	44%	69%
LEAN TOWARDS A	25%	
LEAN TOWARDS B	15%	31%
B. FEEL STRONGLY: Drug addiction is a symptom of an overly permissive society that requires greater discipline, penalties, and confinement	16%	

Q24. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Climate change requires us to change our way of life, drive less, and live more simply	47%	76%
LEAN TOWARDS A	29%	
LEAN TOWARDS B	14%	24%
B. FEEL STRONGLY: If climate change becomes a problem, we can deal with it later	10%	

Q25. Which option comes closest to your view about abortion? It should be...

Response category	N = 3,414	
Legal in all cases	33%	72%
Legal in most cases	38%	
Illegal in most cases	23%	28%
Illegal in all cases	6%	

Q27. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Social media has improved our lives	7%	29%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	35%	71%
B. FEEL STRONGLY: Social media has done more harm than good	36%	



SUMMARY: SUCCESS AND WELLBEING

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

Q28. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: I feel hopeful about the wellness of the people in the U.S. over the next 50 years	10%	33%
LEAN TOWARDS A	23%	
LEAN TOWARDS B	35%	67%
B. FEEL STRONGLY: I feel pessimistic about the wellness of people in the U.S. over the next 50 years	32%	

Q30. A or B

Response category	N = 3,414	
A. FEEL STRONGLY: A university education is the best pathway to success in life	7%	28%
LEAN TOWARDS A	21%	
LEAN TOWARDS B	40%	72%
B. FEEL STRONGLY: A technical trade education is often a better pathway to success than a university education	31%	

Q36. Which statement comes closest to your view about the cost and availability of medical care services?

Response category	N = 2,545	
Keep the current system as is with private insurance, Medicare, Medicaid, safety-net clinics, and veteran's insurance		40%
Move the health care system of physicians, hospitals, insurance, and pharma to a unified, integrated single-payer system		48%
Other [open] [See verbatims document]		12%

Q41. In general, how much do you think white people benefit from advantages in society that Black people do not have?

Response category	N = 3,414	
A great deal	29%	62%
A fair amount	33%	
Not too much	24%	38%
Not at all	14%	



SUMMARY: SUCCESS AND WELLBEING

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

Oregonians' Hopes and Fears for Oregon in the Next 50 Years Related to Success and Wellbeing – Representative Listing

- Q32 Thinking of a 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 & stay into those. Solving the synthetic fentanyl & other serious drug addictions & 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

- Q33. 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

“That the poverty and mental health issues will only climb.”

Jackson County

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

Deschutes County

“Bad government, Homelessness, overpriced housing for the average families, and too many low-income families living with government aid. This leads to owners gouging.”

Multnomah County

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

Josephine County

“That we lose most assistants for low-income families.”

Douglas County



SUMMARY: RELIGION AND FAITH

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

General Observations

Oregonians are split between considering themselves to be non-religious and religious (either moderately or very). Around a quarter of Oregonians identify as Christian. Almost half of Oregonians indicate that they never attend religious services, and a slim majority reports that religion is not important to them. Oregonians generally believe that abortion and same-sex marriage should be legal. Moreover, they believe that society can flourish even when people do not prioritize marriage and children. Oregonians generally support a secular government.

Please visit <https://oregonvbc.org> for additional information including crosstabs with subgroup variations.

Findings

Q13. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Same-gender romantic relationships should be discouraged in society	11%	24%
LEAN TOWARDS A	13%	
LEAN TOWARDS B	23%	76%
B. FEEL STRONGLY: Same-gender relationships should be respected in society	53%	

Q19. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Society is better off if people make marriage and having children a priority	14%	33%
LEAN TOWARDS A	19%	
LEAN TOWARDS B	27%	67%
B. FEEL STRONGLY: Society is just as well off if people have priorities other than marriage and children	39%	

Q25. Which option comes closest to your view about abortion? It should be...

Response category	N = 3,414	
Legal in all cases	33%	72%
Legal in most cases	38%	
Illegal in most cases	23%	28%
Illegal in all cases	6%	



SUMMARY: RELIGION AND FAITH

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

Q26. A or B?

Response category	N = 3,414	
A. FEEL STRONGLY: Government should not favor any one religion or faith	61%	78%
LEAN TOWARDS A	17%	
LEAN TOWARDS B	12%	22%
B. FEEL STRONGLY: Our government should reflect and favor Christian faith and values	10%	

Q49. What is your religious preference?

Response category	N = 3,414
Baptist	3%
Catholic	10%
Christian	25%
Evangelical	1%
Jewish	2%
Methodist	1%
Muslim	1%
Nature-based	4%
No religious identity	31%
Pentecostal	1%
Protestant	3%
Seventh Day Adventist	1%
Other (please specify)	12%
Refused	5%

Q50. How religious do you consider yourself to be?

Response category	N = 3,414
Very religious	13%
Moderately religious	37%
Not religious	45%
Other (please specify)	6%

Q51. Is religion important in your daily life?

Response category	N = 3,414
Yes	40%
No	53%
Other (please specify)	6%

Q52. How often do you attend religious services?

Response category	N = 3,414
Monthly or more often	20%
Seldom	29%
Never	45%
Other (please specify)	6%



SUMMARY: RELIGION AND FAITH

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

Oregonians' Hopes and Fears for Oregon in the Next 50 Years Related to Religion – Representative Listing

- Q32 Thinking of a 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

- Q33 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 & state will no 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

BACKGROUND AND METHODOLOGY

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

Why is understanding Oregonians' values and beliefs important? News coverage tends to focus on the issues that divide us. You rarely encounter headlines celebrating our shared appreciation for Oregon's natural beauty or our shared commitment to look out for future generations of Oregonians. The Oregon Values and Beliefs Typology Study aims to identify more of those commonalities and to dig into the nuances of issues that apparently polarize Oregonians. This more accurate and comprehensive analysis of our commonalities and differences can rally the state behind new solutions, encourage residents to see one another in a new, more favorable light, and, perhaps most importantly, dispel the idea that we are more divided than united.

This study fills a critical gap in our media and political landscape. Newsrooms face deadlines that limit their ability to engage in this sort of rigorous and time-intensive analysis. Online platforms push us to share content that inflames rather than investigates. Political parties often benefit from pointing out policy disagreements instead of celebrating the numerous areas of common ground that could become the basis of building bridges between supposedly disconnected communities. That's where OVBC steps in. Cutting through sensationalistic and over-simplified depictions of Oregonians requires disciplined and independent engagement with residents from all parts of the state.

The use of responsibly designed and administered opinion research provides a reliable way to reach across the spectrum of citizens. A sample of Oregonians truly representative of our state's geography, gender, age, education, income, political affiliation, and race/ethnicity diminishes the attention paid to those with loud voices, large megaphones, and axes to grind. In short, this study is about **hearing every citizen's voice**, not just the special interests or particular subgroups of Oregonians that draw the focus of political parties. Additionally, it is about building a better future for Oregon based on the **common ground that unites us**--shared values and beliefs that transcend geographic divides, demographic differences, and political affiliations.

BACKGROUND AND METHODOLOGY

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

Brief methodology description: More than thirty years ago DHM Research initiated the Oregon Values and Beliefs Project to cut through the noise in a crowded media ecosystem. The Oregon Values and Beliefs Center is now continuing to apply high-quality opinion research to engage all Oregon citizens about the important values we share and embrace.

Throughout those thirty years, this project has also maintained that unique focus on values while others track temporary and distracting shifts on flashy and fleeting issues. Social scientists describe values as individual or cultural mores that set standards and guide behavior by way of a mental compass. Importantly, even values regarded as stable may change gradually over time. Values research gives us a window into how, when, why, and to what extent those values evolve. This type of research also offers a sense of our commonalities and differences and identifies the building blocks for accountability, trust, reciprocity, respect, solidarity, and collaboration in our lives and more broadly, in our community. Unsurprisingly, this research involves a lot of variables. Competing and conflicting values exist both within individuals and whole societies, making measurement and interpretation of values a task of both art and science. The insights gleaned from this difficult task can have substantial implications for individual choices and policy decisions.

Our research continues to improve to assess the values of Oregonians more accurately and comprehensively. The Oregon Values and Beliefs Center has responded to changes in opinion surveying by introducing new methods and technologies. The 1992 study, for example, was administered by people coming to a central location and completing long paper-based surveys. The 2002 and 2013 studies were administered primarily using random dial telephone interviewing.

New tools exist today to confront new social practices and norms. The past ten years have seen random sample telephone survey participation rates continue to decline due primarily to caller ID devices, no-call lists, robocalling, and “survey fatigue” as surveying has become practically ubiquitous. This has made it impossible to obtain representative samples and ensure valid research findings using the telephone alone. In response, OVBC has implemented a more diverse quantitative source of respondents than previous surveys (i.e., hybrid sampling). For this 2023 study, we used professionally maintained online panels, self-administered surveys, and community partners’ contact lists.

BACKGROUND AND METHODOLOGY

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

The survey – conducted between September 12th and October 23rd of 2023 – has a full sample size of N=3,414 Oregonians (including some residents from Washington, northern California, and Colorado who were used for non-Oregon-related questions to increase the size of specific population subgroups and enhance analysis and reporting). Altogether the sample size was sufficient to assess Oregonians’ values and beliefs generally, to learn how Oregonians feel about different planning and policy-making issues, and to review findings by multiple subgroups. A Spanish version of the questionnaire was developed for the study in partnership with Crosscultural Now, a Eugene-based MBE and WBE; the values and beliefs of Spanish-speaking Oregonians are included in the findings.

To ensure a representative sample, demographic quotas were set, and the data was weighted by area, gender, age, education, and race/ethnicity.

OVBC employed a variety of quality control and security measures to ensure valid findings, including questionnaire pre-testing for clarity and bias, using a captcha question to confirm that the respondent was a human completing the online survey and not an automated program, real-time monitoring of online data collection, use of a survey rewards program (i.e., incentive program), and reviewing every completed questionnaire for the time of completion, consistent responses, etc.

In addition to descriptive analysis, the study used cluster analysis to develop a typology of Oregonians’ values and beliefs which concludes that regardless of political orientation, Oregonians can find common ground on key public policy issues.

Using a subset of questions from the full survey, the cluster analysis identified eight groups of Oregonians, each one sharing similar values and beliefs and differentiating itself from the other 7 groups. These eight groups were then examined for their demographic and general attitudinal makeup and the values and beliefs they shared about key issues for which strong or moderate agreement was found (i.e., common ground). At the same time, we learned which issues there was little or no agreement on (i.e., neutral or contested ground).

BACKGROUND AND METHODOLOGY

2023 OREGON VALUES & BELIEFS TYPOLOGY STUDY

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. This survey's margin of error for the full sample (N=3,414) is $\pm 1.60\%$.

Full reporting of this analysis and the typology will be posted at oregonvbc.org.

Can opinion research be trusted? Opinion research deserves many caveats that we cannot possibly cover in a brief paragraph or two. OVBC readily acknowledges that no perfect methodology exists to solicit opinions. All the techniques and methods fail to completely account for bias and eliminate errors. While acknowledging this, OVBC has yet to come across a better methodology for reaching a true cross-section of citizens who often are not asked their opinion about germane and pressing issues of our times. Opinion surveying is neither an end nor the last word on any topic, rather just a reasonable generalization of the contours of cultural attitude within the constraints of the selected questions.

In addition to the quality control measure described above, the use of open-ended questions and comment boxes throughout the survey permitted respondents to offer their independent and unique views of what the designers had missed or misstated. Integrating these comments into extended research allows the OVBC process to act more as a community forum rather than a simple aggregator of information. OVBC therefore asks you to understand that no single project or person can expect to ask all the right questions.

The project team invites all citizens to examine, critique, and contribute insights and information to contribute to making Oregon the state we aspire to be. The project maintains an information and public involvement feedback portal on its website.



THE OREGON VALUES AND BELIEFS CENTER

The Oregon Values and Beliefs Center (“OVBC”) is a non-partisan research organization dedicated to conducting inclusive opinion research. Our main goal is to foster meaningful discussions across the state by amplifying the voices of all Oregonians, especially those often neglected by opinion research like BIPOC and rural communities. We conduct ongoing and independent research with stratified sampling to adequately represent the diverse perspectives of Oregonians. We gather both quantitative and qualitative data, ensuring that our studies are viable, reliable, and holistic.

OVBC’s mission can be summarized into two parts. Firstly, we strive to assist community members and leaders in their planning, policymaking, and communications through inclusive and relevant opinion research. Secondly, we aim to bridge the divides within Oregon by regularly identifying common ground and gaining a deeper understanding of the factors that create divisions.



Oregon Values and Beliefs Center

GET IN TOUCH

Have questions or comments for us? Email us at info@oregonvbc.org or reach us at:



(971) 268-0362



<https://oregonvbc.org/>



*5331 S Macadam Ave., Ste. 258
Portland, OR 97239*

