

2013 Oregon Values and Beliefs Survey Results

Prepared For:
Oregon Association of Clean Water Agencies
February 26, 2014



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ABOUT DHM RESEARCH

- Non-partisan, independent
- Quantitative and qualitative work
- 35+ years
- Public policy and community impact



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RECENT WATER RELATED RESEARCH

ACWA

CITY OF PORTLAND

CITY OF HILLSBORO

TIGARD WATER DISTRICT

LAKE OSWEGO / TIGARD WATER SUPPLY ANALYSIS

CLEAN WATER SERVICES

EUGENE WATER & ELECTRIC BOARD (EWEB)

SALEM PUBLIC WORKS

COALITION FOR CLEAN RIVERS AND STREAMS

MOORE FOUNDATION (ALASKA SALMON PROJECT)

PORTLAND HARBOR

WASHINGTON WATER + WORKERS

EARTHFIX



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OREGON VALUES & BELIEFS METHODOLOGY

- General population
- Two tracks: scientific and public involvement
- Over 9,000 Oregonians completed questionnaires
- Phone (landline and cell), online, and mail
- Demographic quotas and statistical weighting for representative sample
- 200 questions – 3 surveys



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PRESENTATION TOPICS

Feelings About Oregon And Your Community

ABC's of Government & Water

Most Important State Government Issues

Most Important Public Services

Jobs And The Economy

Environmental Policies

Oregon's Tax System



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Feelings About Oregon And Your Community



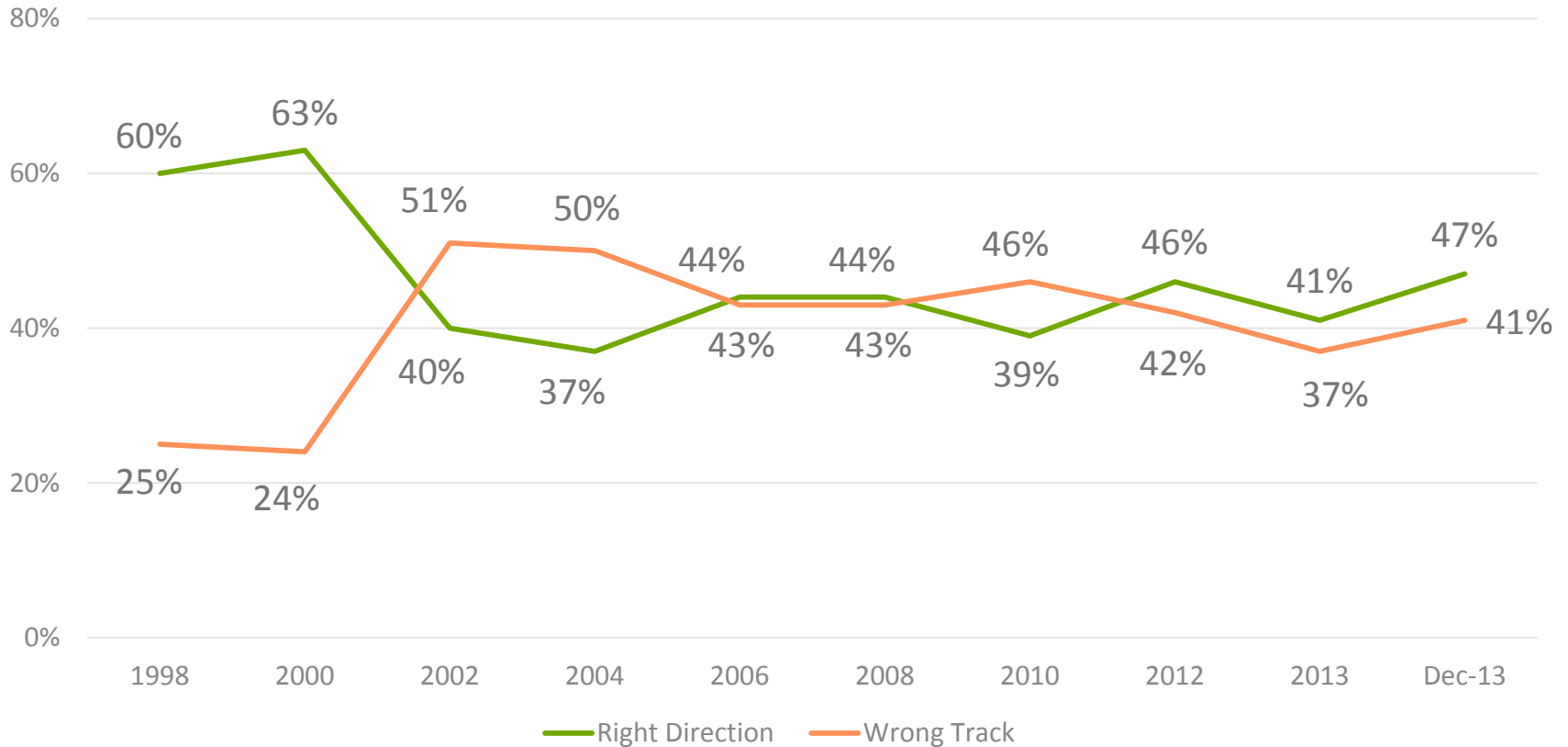
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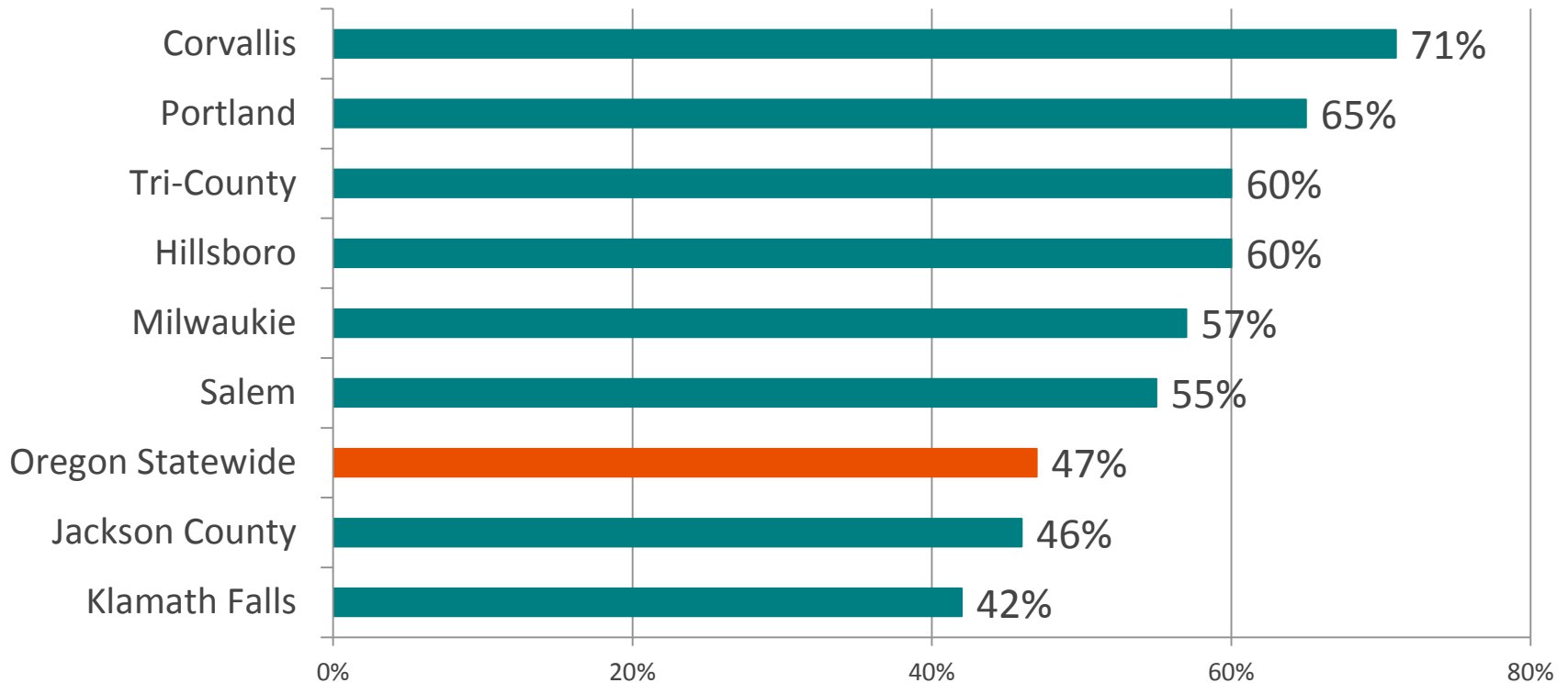


All things considered, would you say things in Oregon are headed in the right direction or are they off on the wrong track?



All things considered, would you say things in Oregon are headed in the right direction, or are things off on the wrong track?

Right Direction by Community



What do you personally value about living in Oregon?

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



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What do you personally value about living in Oregon? (Water)

*“I value the space, the greenery, **abundance of fresh water and trees**, the live and live attitude, focus on local and sustainable.”*

Female, W. Valley

*“**Clean water**. Apparently in other places water is not as clean. We got stuff that comes out of the springs.”* Female, Central

*“I am proud to be an Oregonian because of how the state values our environment; I love the fact that **we have some of the cleanest air and water in the world**. I also love that you don't have to travel far to be in wilderness .”* Male, Metro

*I've lived here 67 years in small rural town. Value clean air, **clean water**, low population, no congestion, wildlife and forests.”* Male, Eastern



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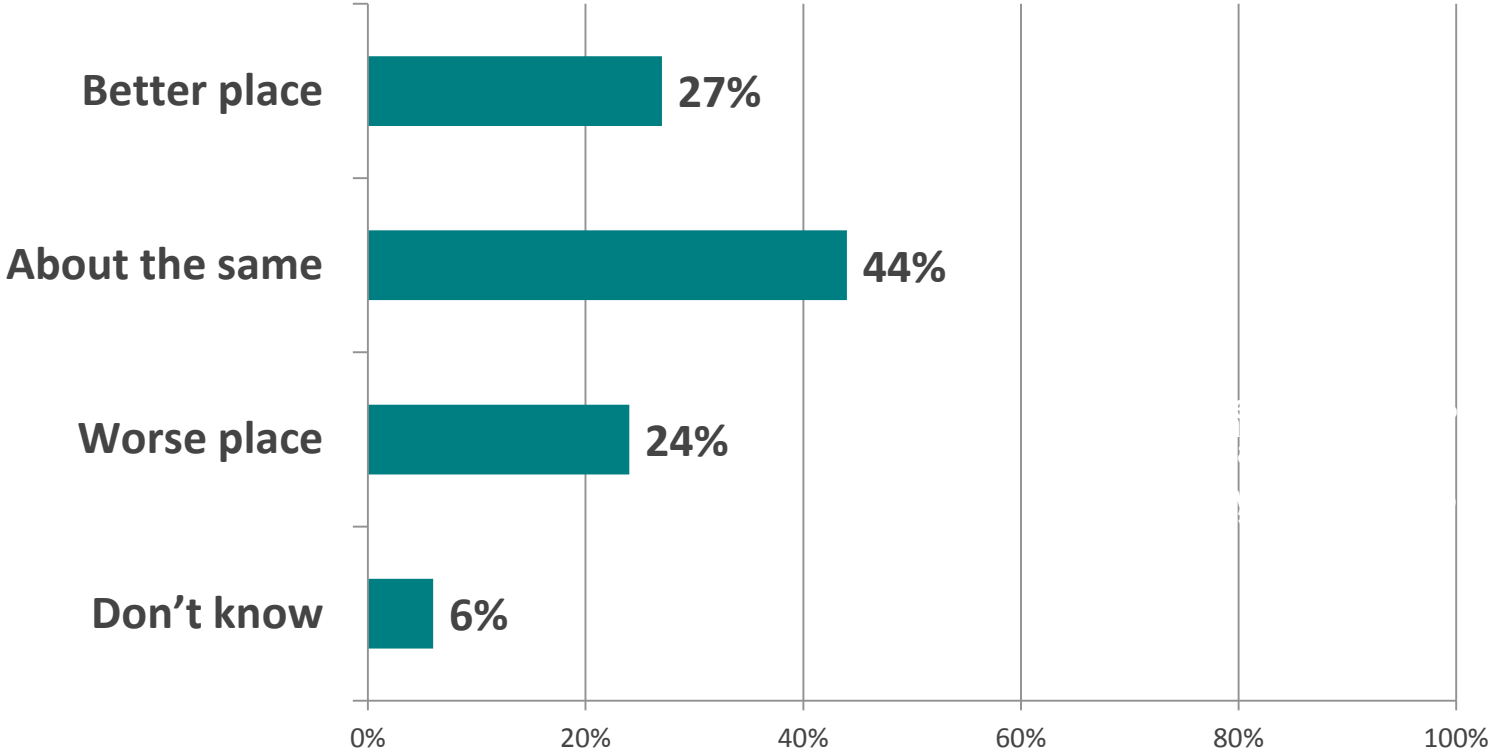
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When you think about Oregon ten years from now, do you think it will be a better place to live, about the same as it is today, or worse than today?



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In a few words, why do you think Oregon will be better 10 years from now? (27%)

Response Category	Statewide
Environmental awareness	24%
Stronger economics	18%
Making progress—General	14%
Progressive	10%
Better education system	9%
Community caring/getting involved	9%
Quality of life	7%
Better political leadership	6%
Employment opportunities/jobs	5%
Clean/green/renewable energy	5%
Better infrastructure, roads, bridges, etc.	4%
All other responses	3% or less
Don't know	0%
No response	2%



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In a few words, why do you think Oregon will be better 10 years from now? (Water)

“Access to water will be important in this century. Oregon has plenty of water.” Male, Metro

“I think as we protect our environment and water resources, that Oregon will be the premier place to live.” Female, Metro

“The worse things get in other places, the more Oregonians will realize how special it is right here. Even with an influx of out-of-state residents, keep in mind that they're coming here because the air is still breathable and the water is still safe. We will continue to have what other places lack.” Male, W. Valley



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In a few words, why do you think Oregon will be worse 10 years from now? (24%)

Response Category	Statewide
Over population	18%
Too many taxes/keep raising taxes	15%
Poor government leadership/ mismanagement	15%
Unemployment/lack of jobs	11%
Economy	10%
Too much government involvement/ too many laws and regulations	9%
Liberal values	9%
Government spending	9%
Too many people depending on welfare	8%
Environmental issues	7%
Crime	6%
Immigration issues	6%
All other responses	5% or less
Don't know	0%
No response	2%

In a few words, why do you think Oregon will be worse 10 years from now? (Water)

*“It will pursue big business to open more jobs. It will offer tax breaks for big companies while driving the small businesses into bankruptcy. There will be more urban sprawl. The state government will spend more money on social programs and less on infrastructure. **Our waters and lands will become more polluted and diminish.**”* Female, W. Valley

*“Too many people may move here **from areas lacking water.**”* Male, Metro

*“Urban sprawl, **water and air pollution. Water shortages for crops and livestock.**”* Male, Southern

Knowledge of the ABC's of Government & Water



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- **49%** Oregonians don't know the number of US Senators who represent the state, just one-third know their names
- **51%** Oregonians cannot name the three branches of government
- **35%** of Oregonians can identify the income tax as the primary source of revenue for state services

**What does this mean for their awareness
of their local water systems?**



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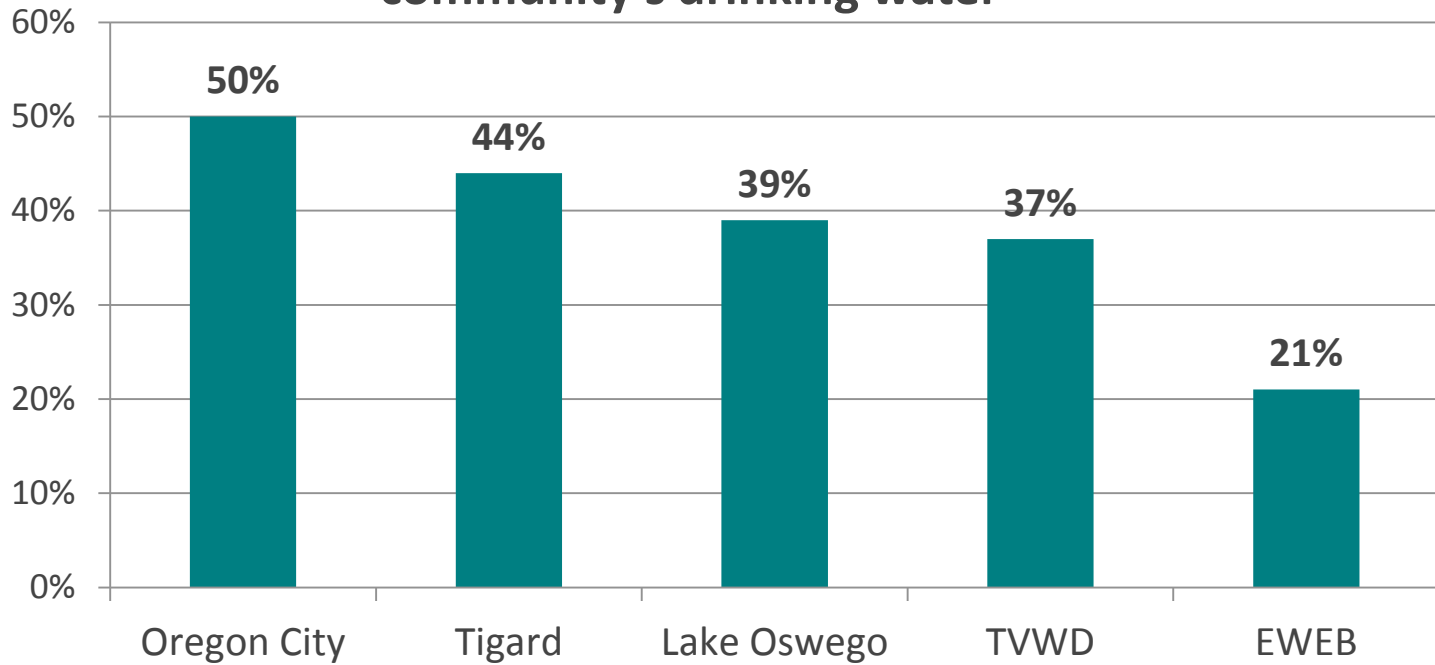
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Percent who don't know the source of their community's drinking water



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“I am not aware of any information about the water source. I am a super-focused, single mother and business owner.”



“It’s one of those things that I don’t think about. I mean, I go and turn the faucet on, it’s there. I go to my refrigerator, get water out of it. I never really think about it. That makes me feel good.”

Most Important State Government Issues



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

Response Category	Statewide
Unemployment/jobs	11%
Education funding	11%
Reduce taxes	9%
Quality of education	9%
Balance the budget	5%
Economy/economic growth	5%
Gun control issues	4%
PERS	4%
Control govt. spending/ wasteful spending	4%
All other responses	3% or less
None/Nothing	3%
Don't know	6%



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

*“Environmental concerns, clean air, **clean water.**”* Female, Metro

*“**Stop clear cutting because it has huge long term effects such as affecting the water quality and makes it so native plants cannot go back. It is not good for economy in Oregon but it only makes the lumber companies rich.**”* Female, W. Valley

*“**Water quality issues, state involvement in that should be less. They should take into consideration that there are people who don't live in Portland when making decisions.**”* Male, Eastern

Most Important Public Services



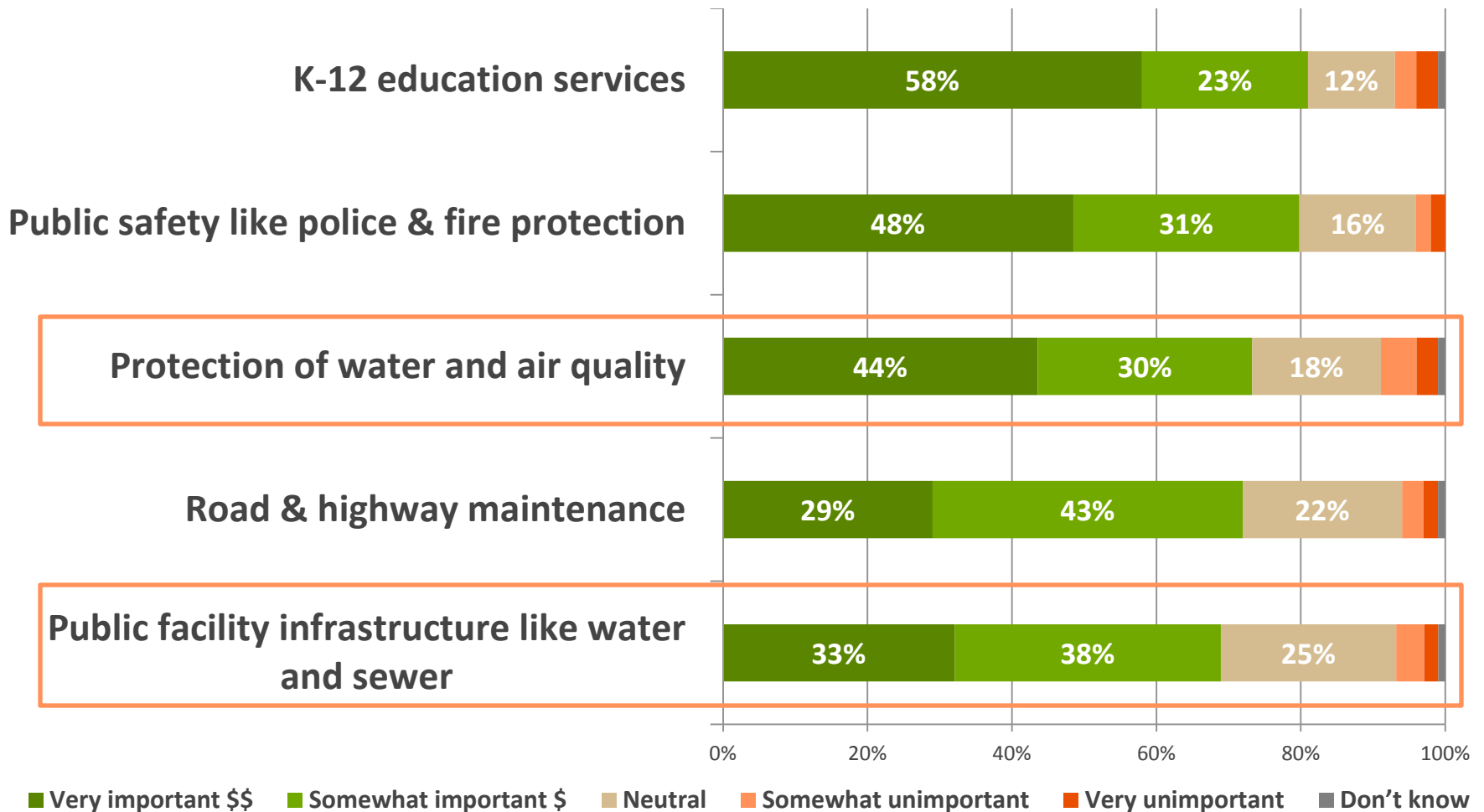
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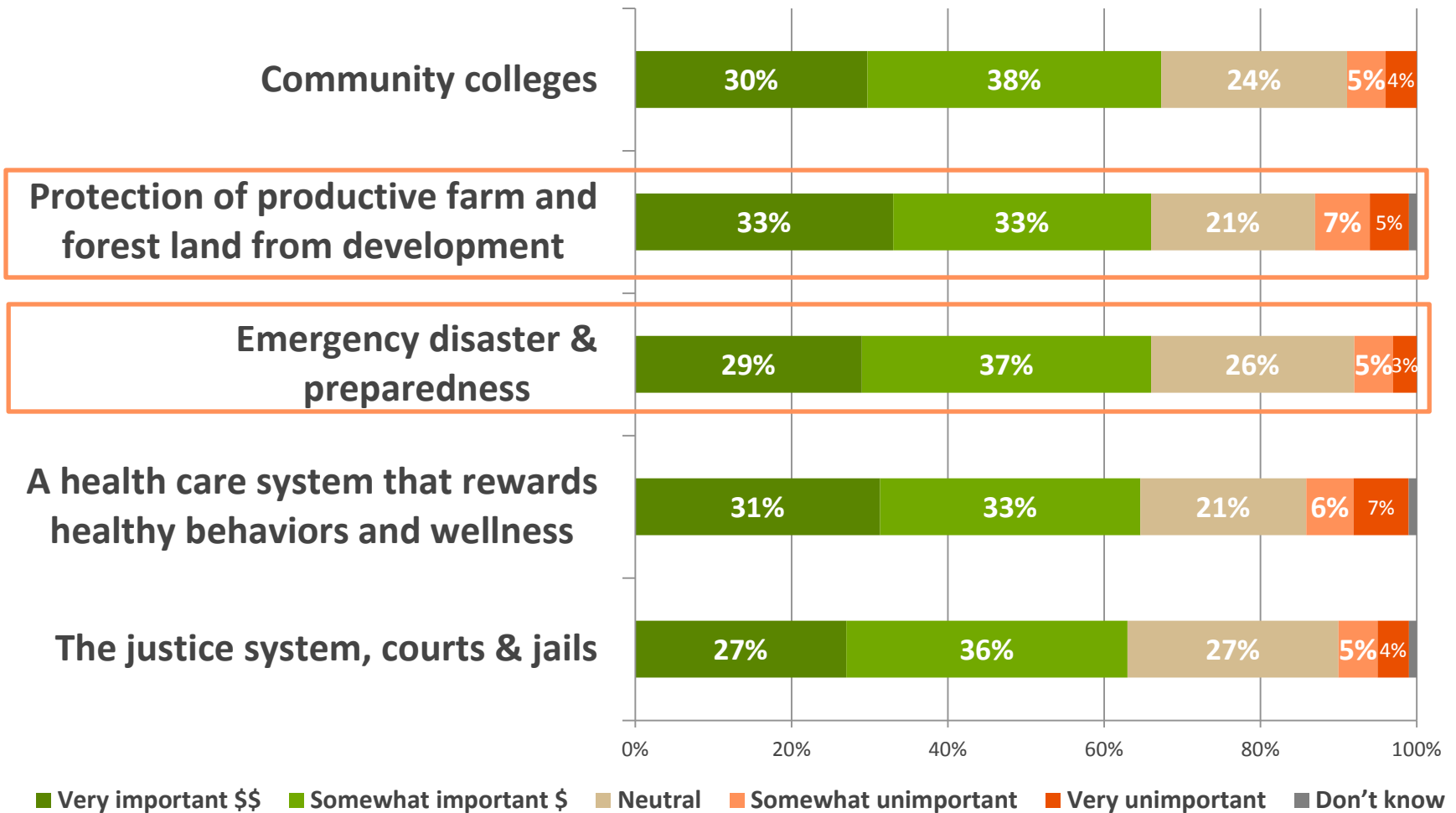
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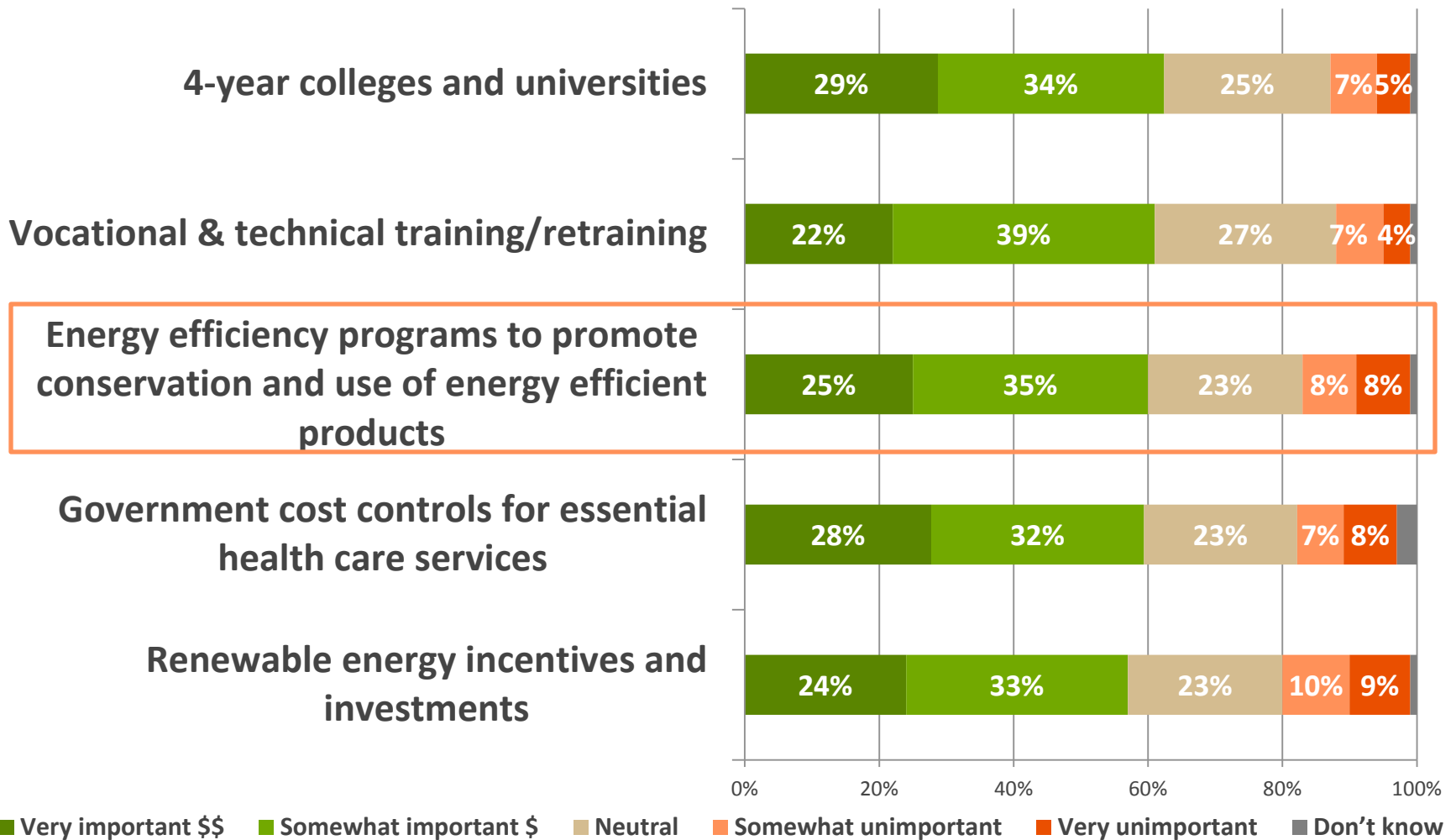
Importance: Willingness to support some increase in your taxes to increase the service or some reallocation of tax dollars away from other existing services



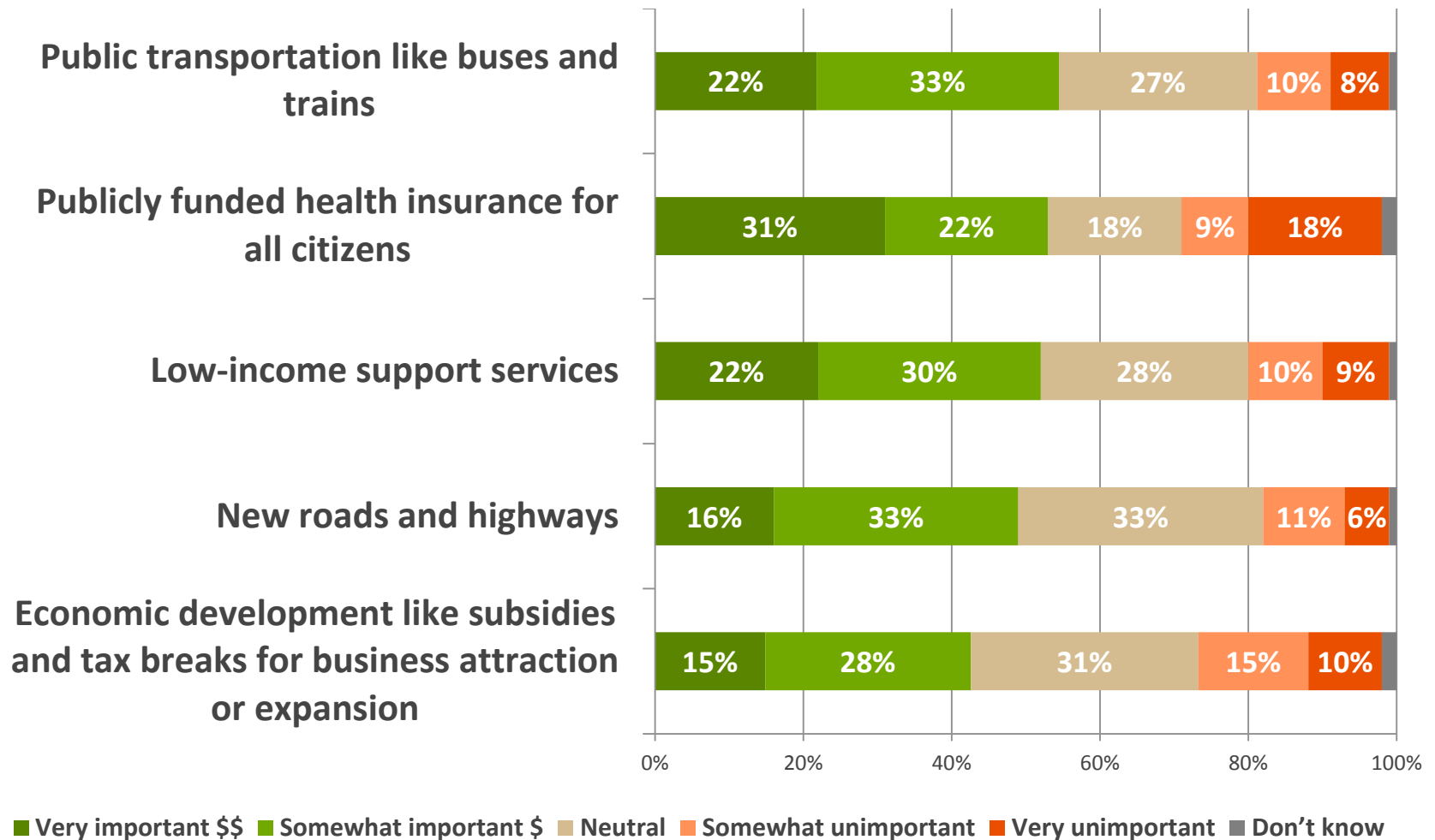
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Jobs & The Economy



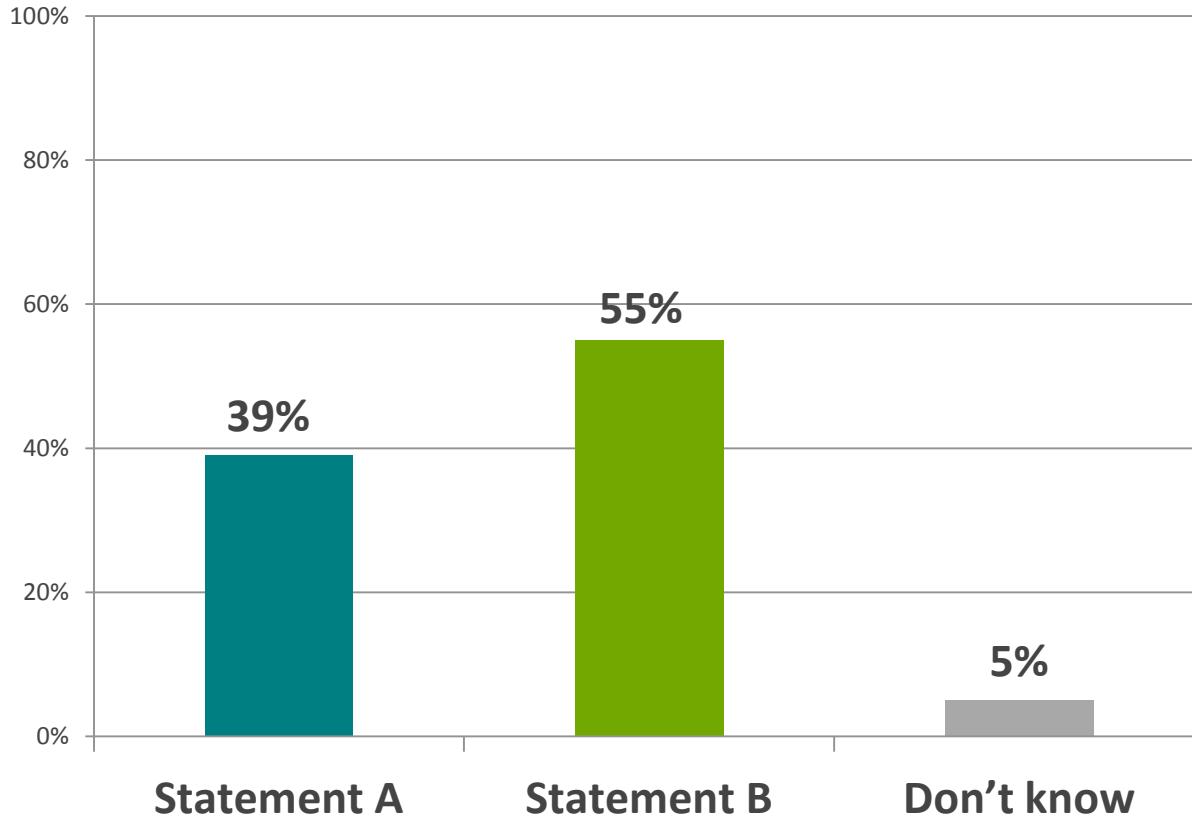
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Which statement comes closest to your view?



Statement A:
The government should stimulate the economy through spending on jobs and infrastructure

Statement B:
Government should reduce deficit spending



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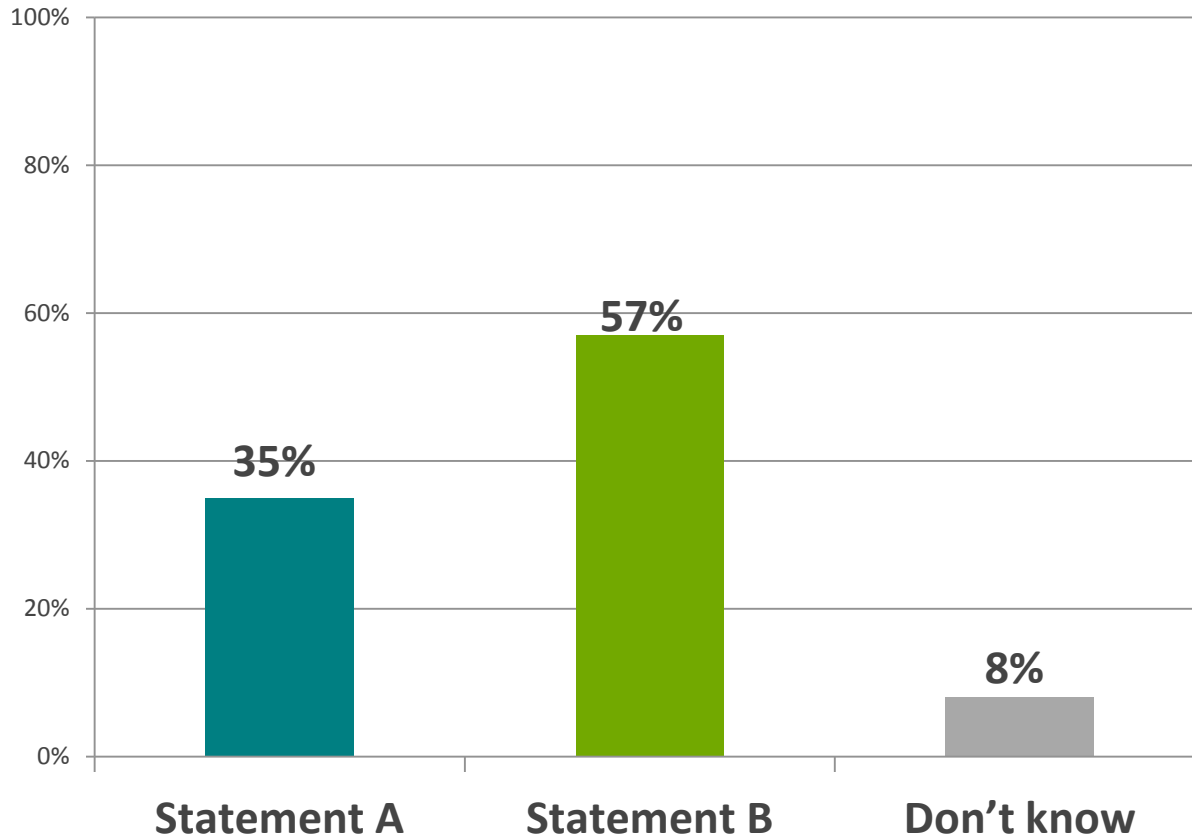
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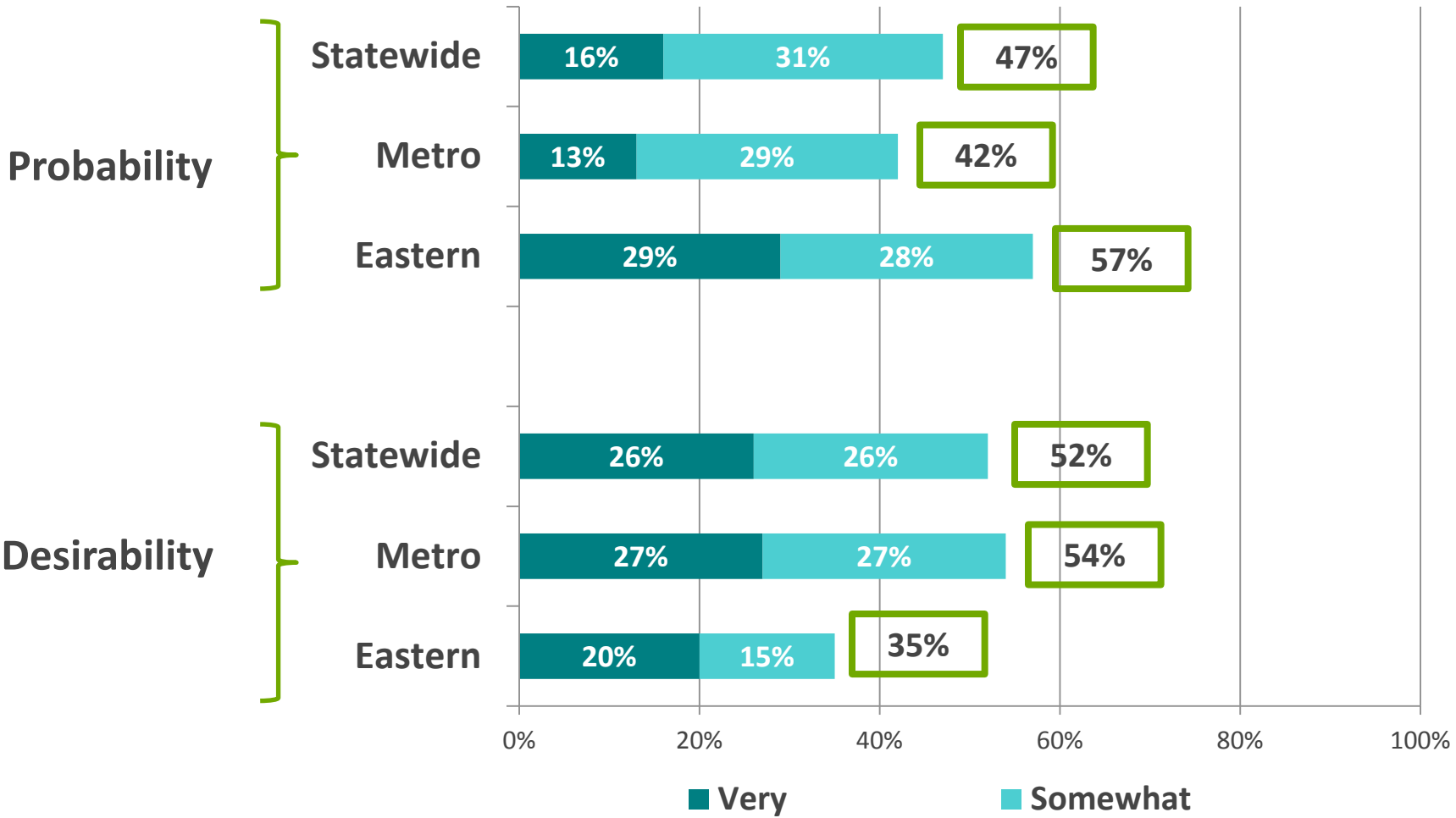
Which statement comes closest to your view?



Statement A:
Economic growth should be given priority even if the environment suffers to some extent

Statement B:
Protection of the environment should be given more priority even at the risk of slowing economic growth

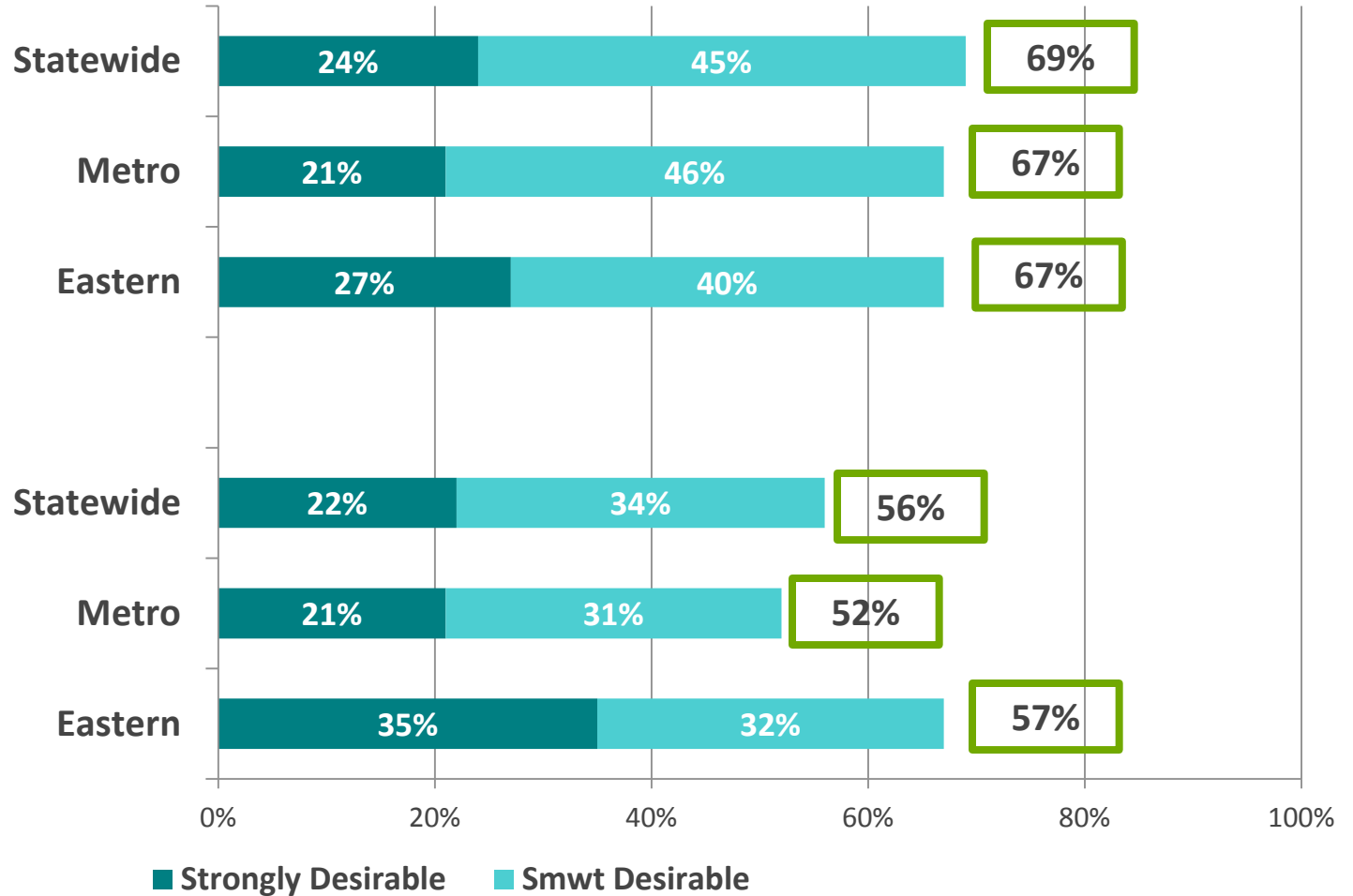
Ten Year Trend: Environmental protection will become more important than economic growth



Economic Development Actions—Desirability With \$

Increase workforce training

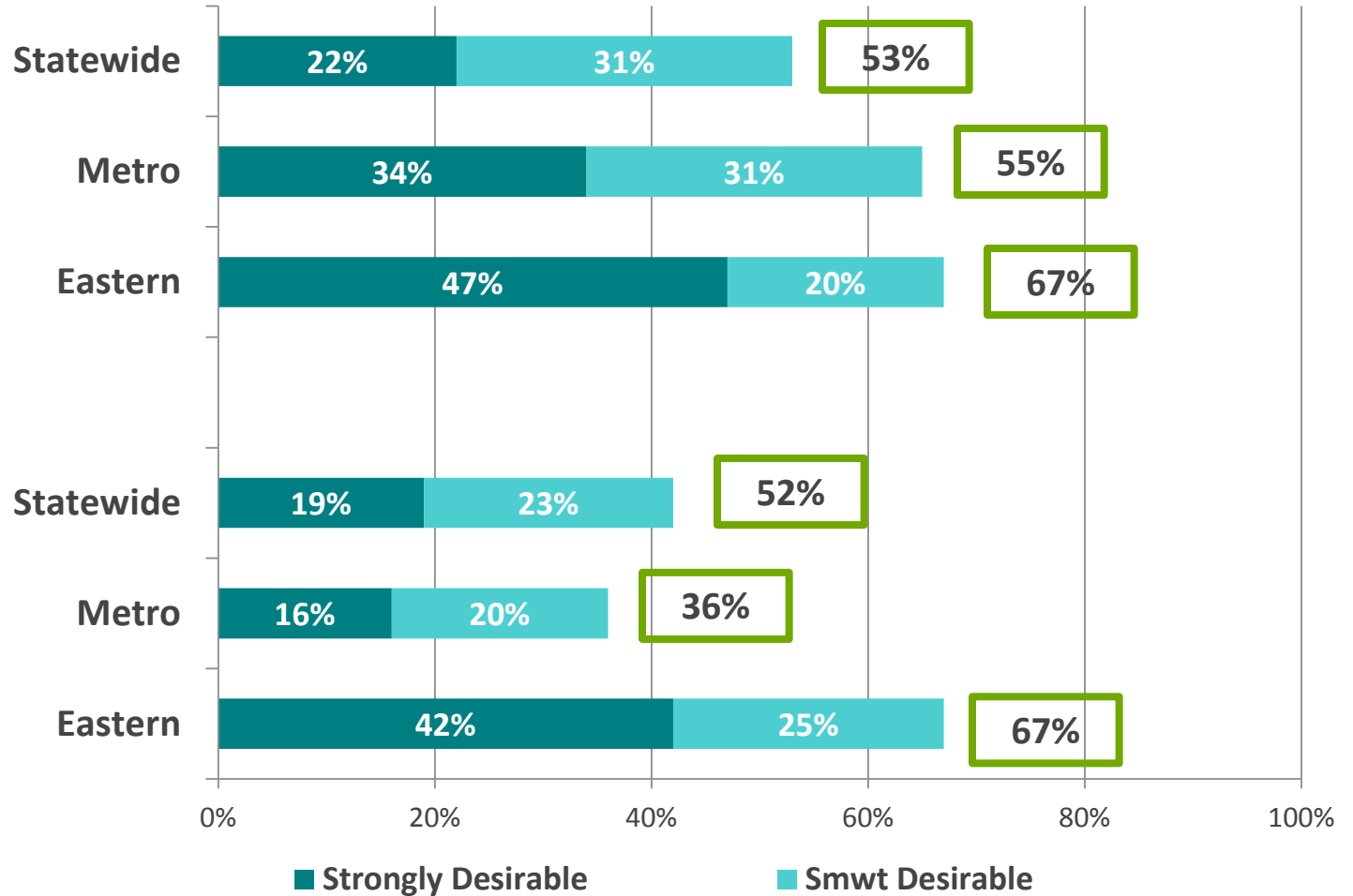
Build and communicate a pro-business attitude in local and state governments



Economic Development Actions--Desirability

Increase timber harvests in dense, over-crowded forest stands

Reduce government regulations



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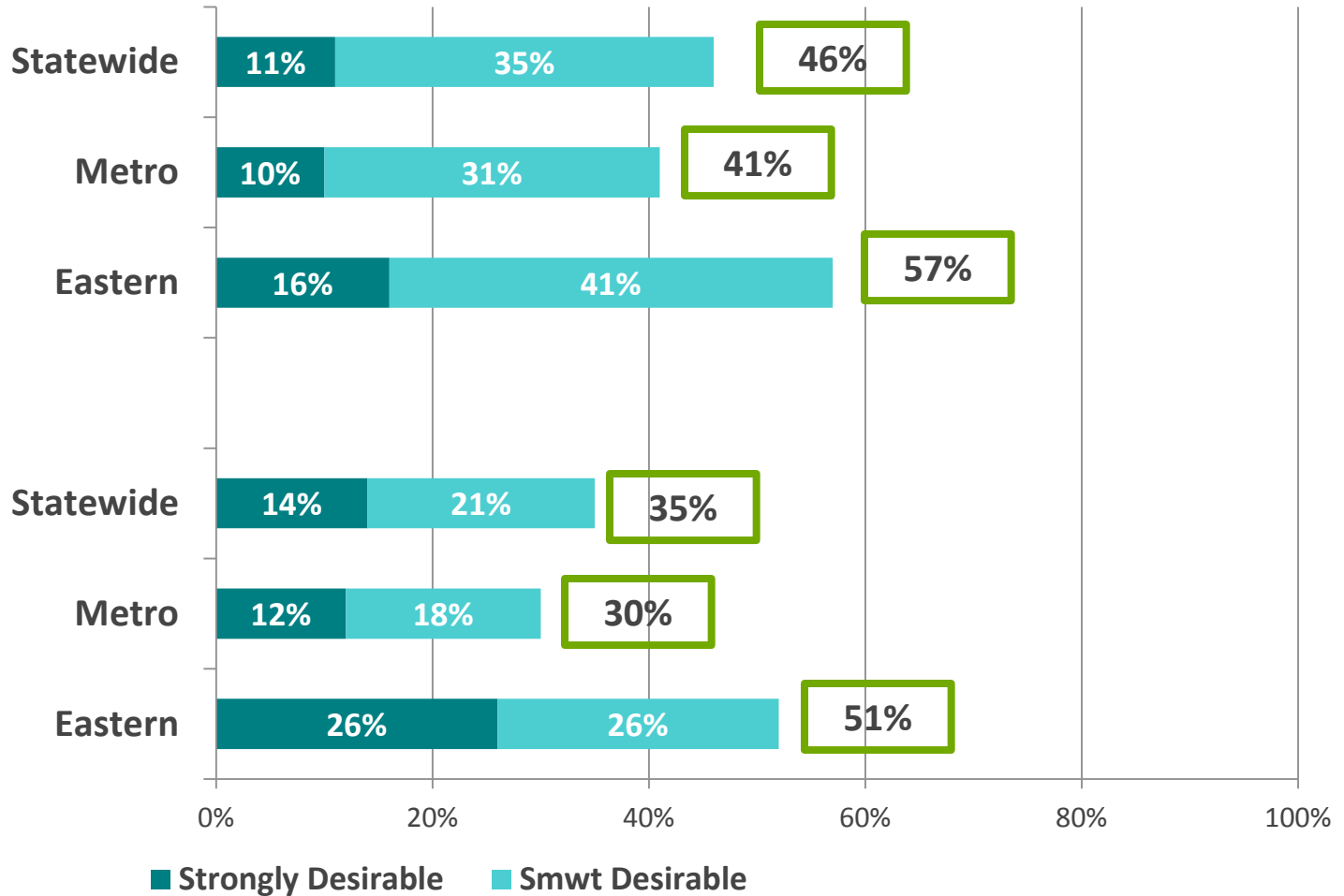
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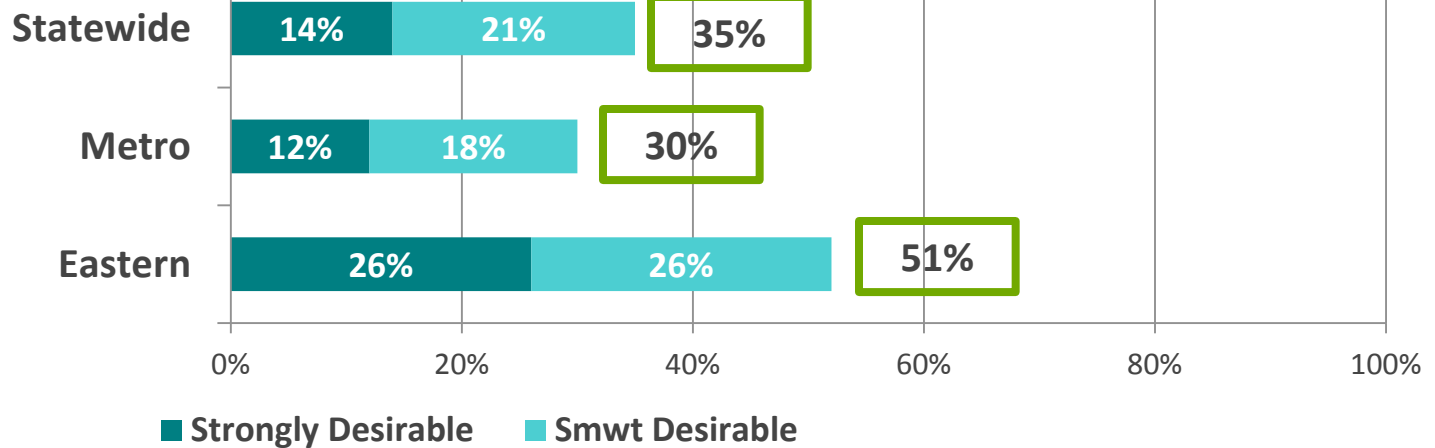


Economic Development Actions—Desirability

Provide public subsidies and tax breaks to attract new jobs and industries



Reduce business taxes



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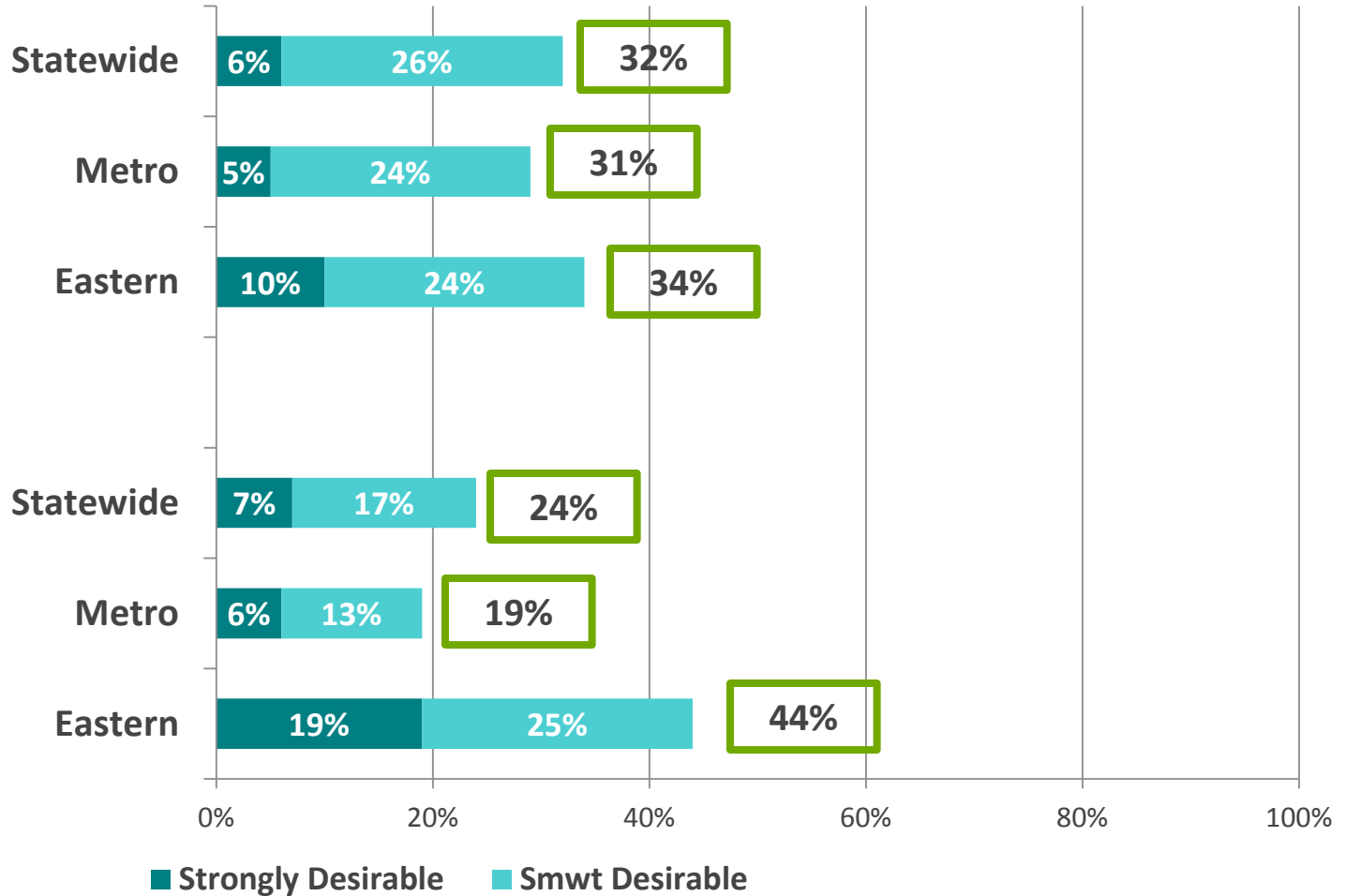
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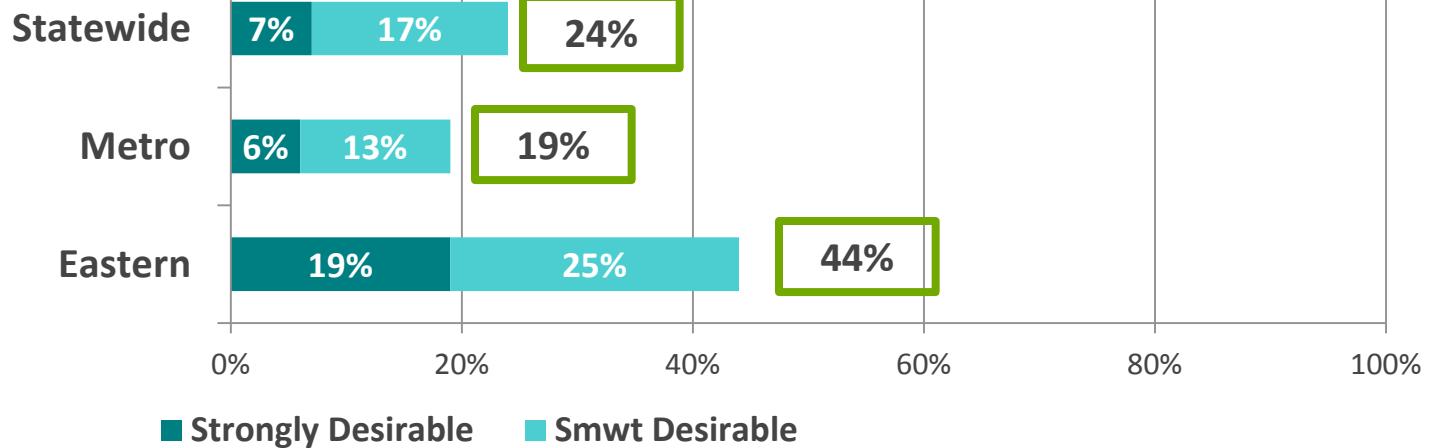


Economic Development Actions—Desirability

Provide publicly funded venture capital for start-up companies



Revamp land use laws to permit more development



Environmental Policy



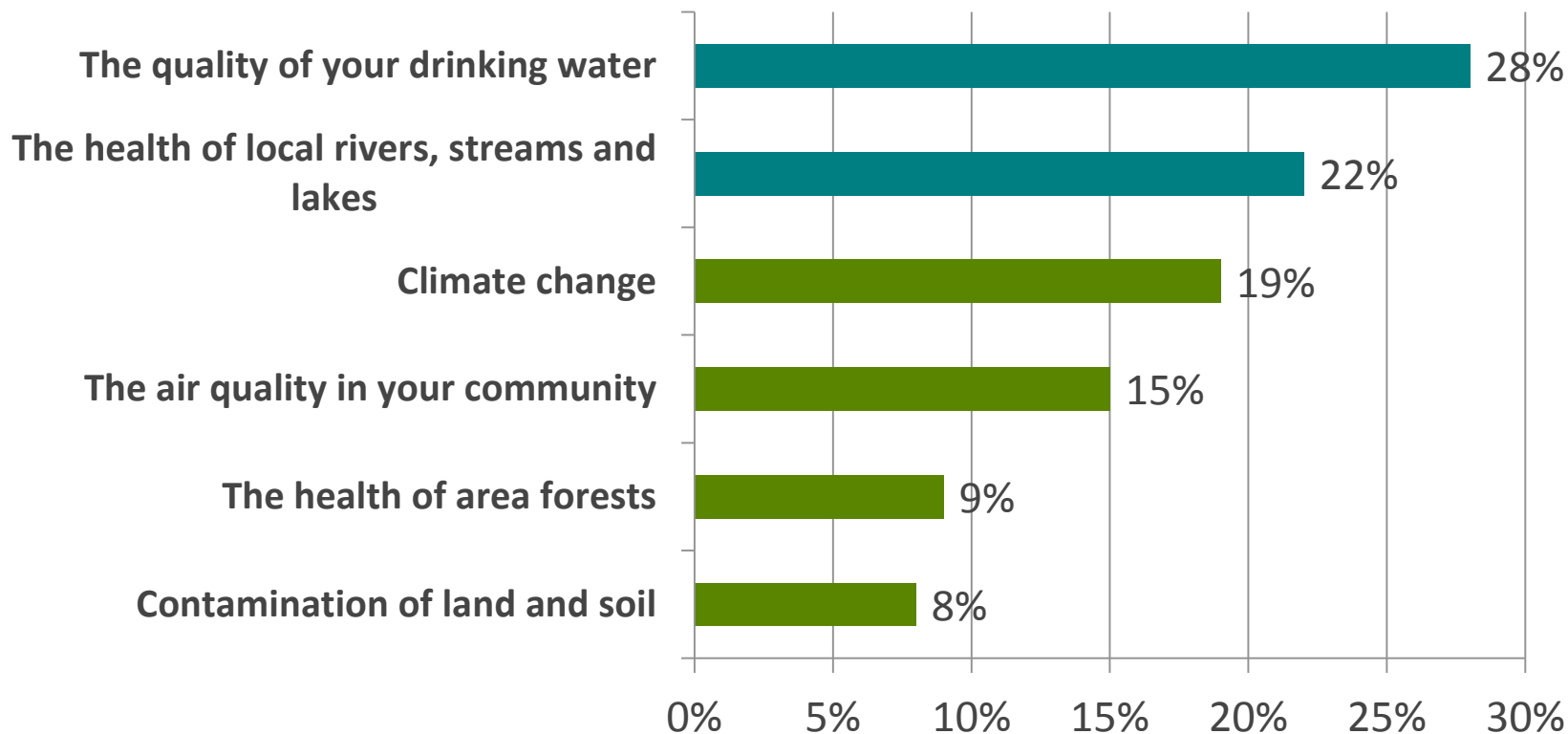
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Local environmental issue most concerned about



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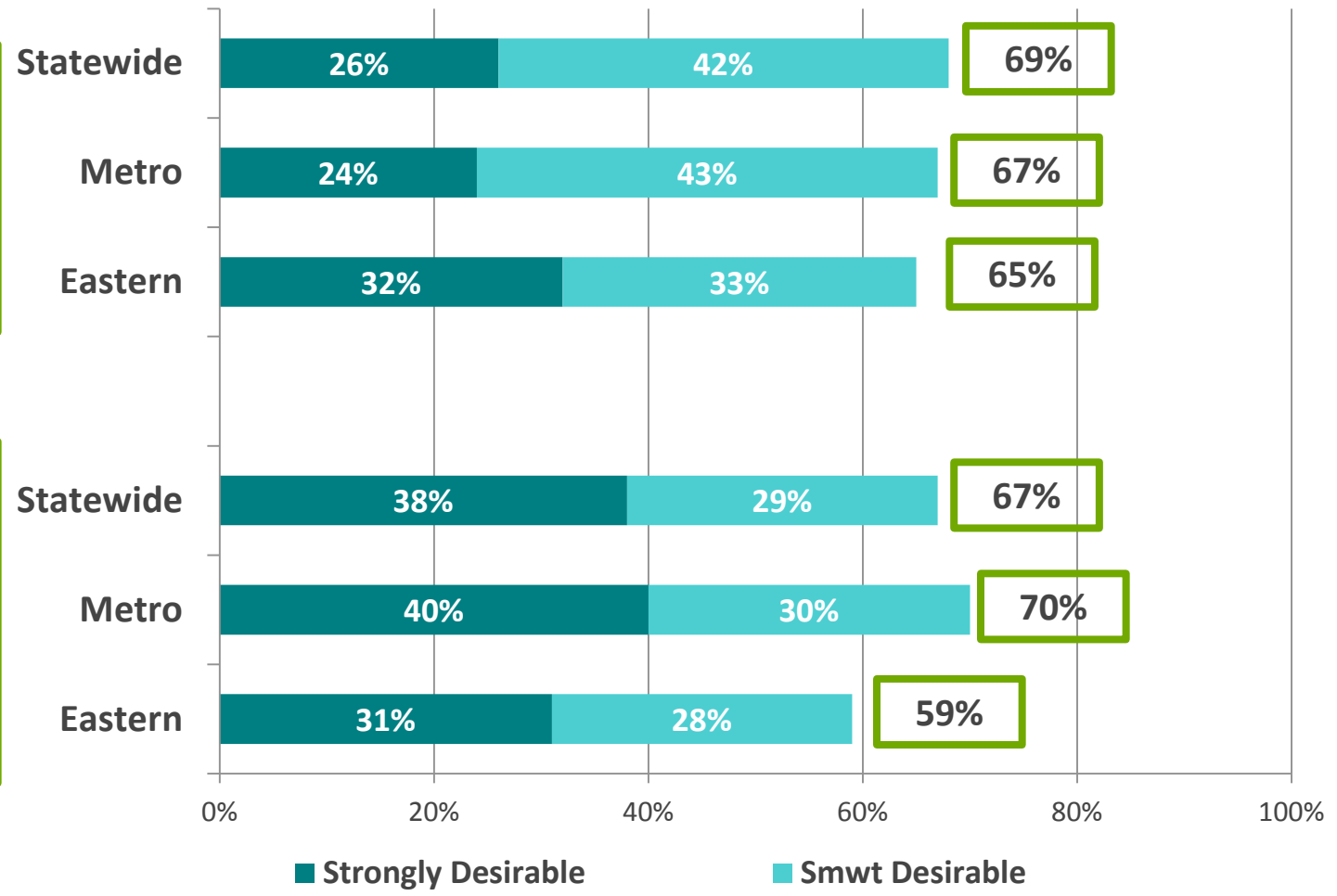
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Environmental Policy Actions--Desirability

Tax breaks for conservation like weatherization and efficiency

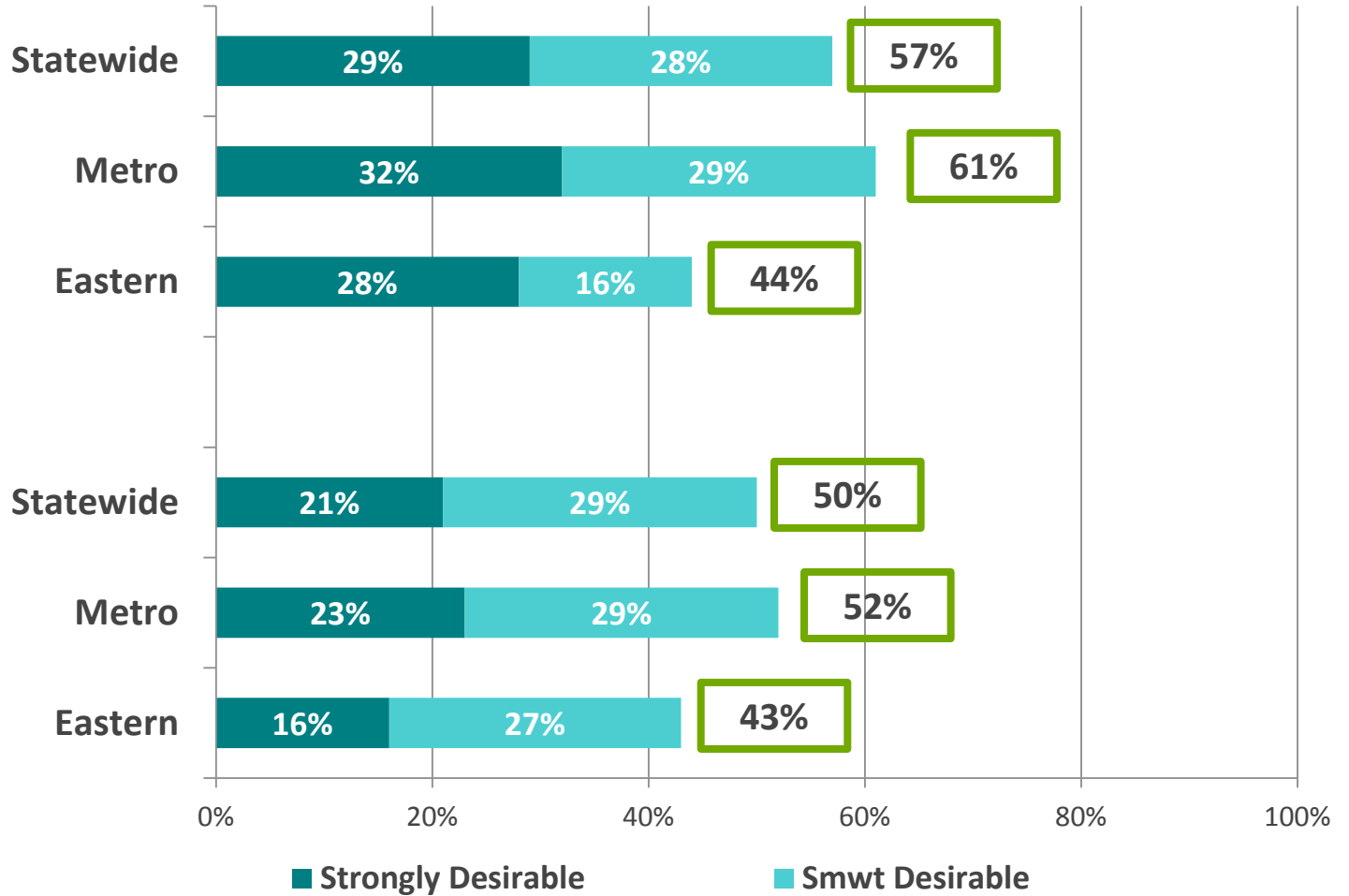
Stronger regulations to make a polluter pay for cost to the larger public



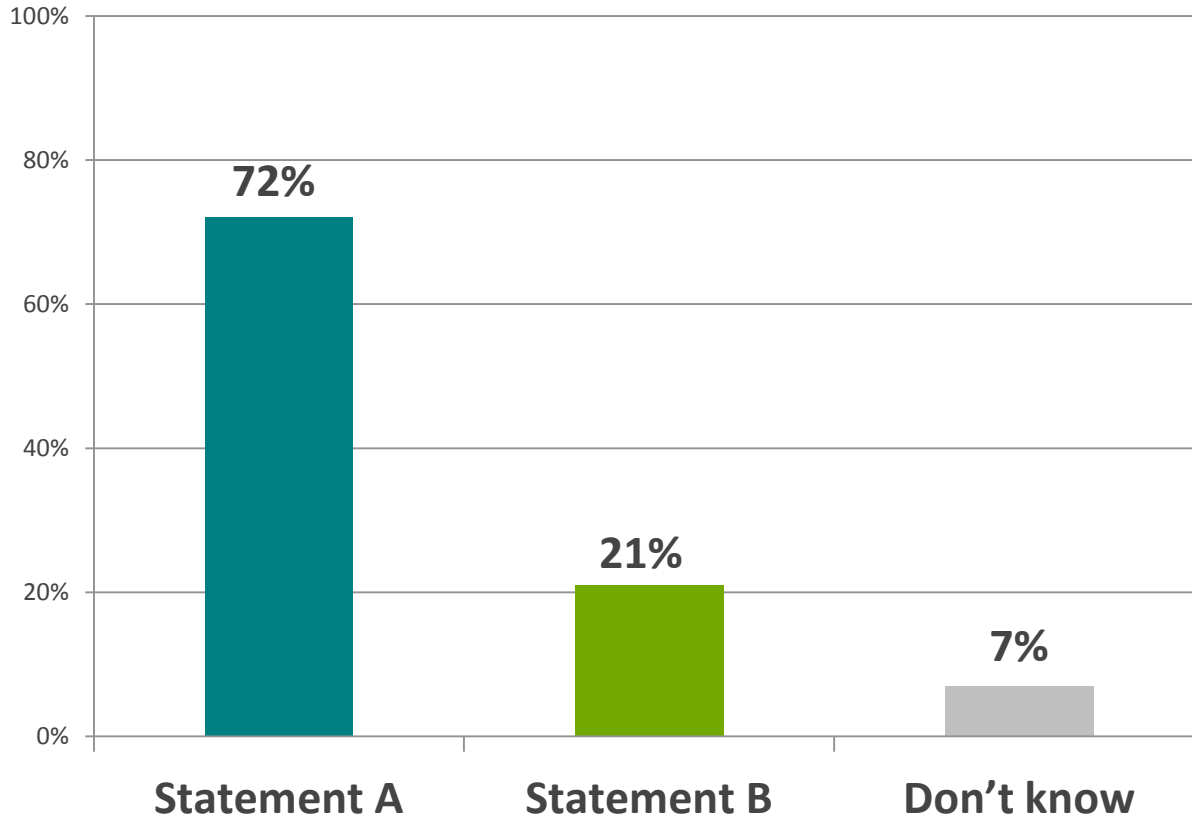
Environmental Policy Actions--Desirability

Stronger government policies to reduce greenhouse emissions

A carbon tax established to discourage greenhouse gas emissions and used to invest in green technology



Which statement comes closest to your view?



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

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

Oregon's Tax System



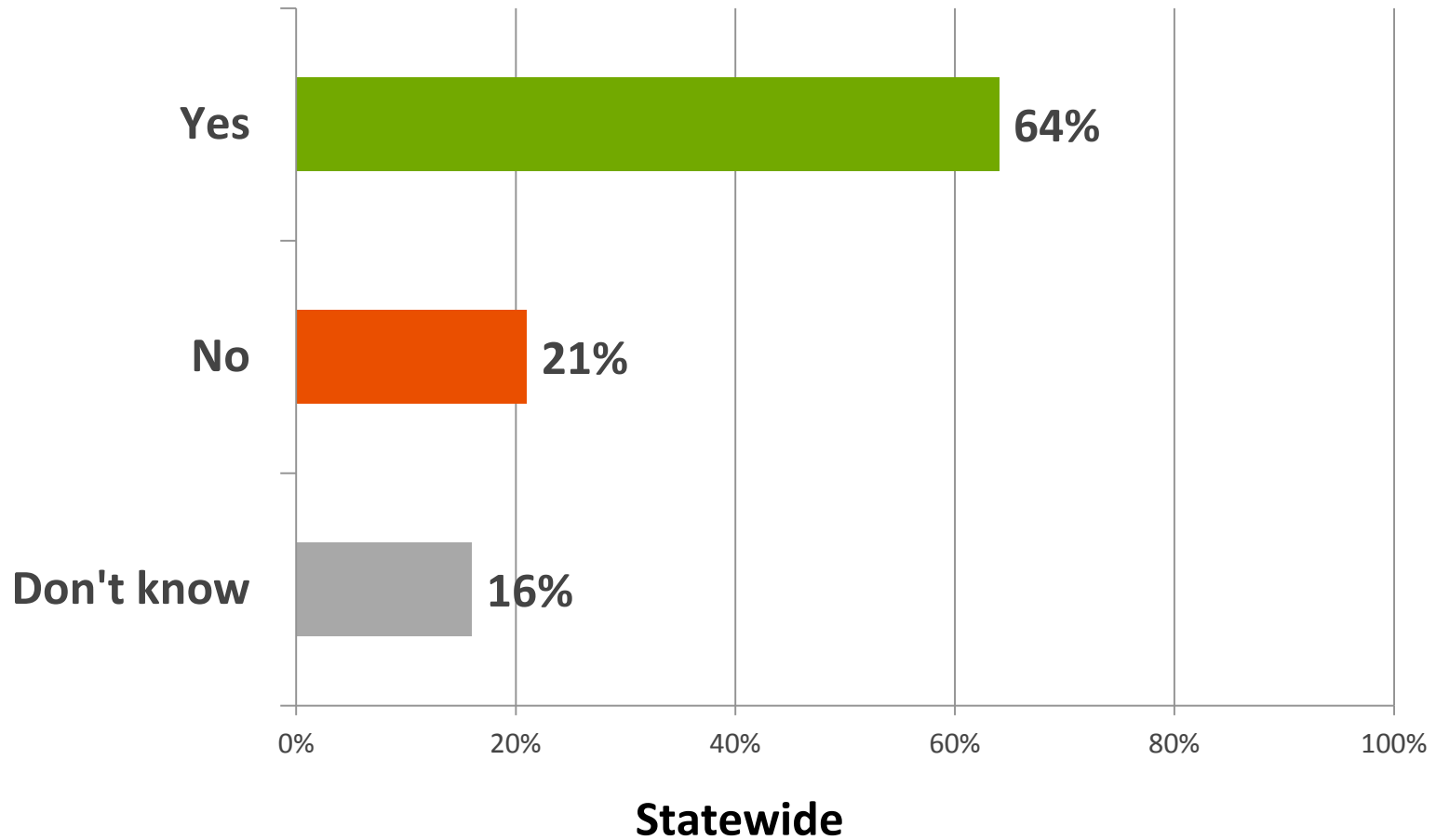
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Oregon's Tax System—Is Change Needed?



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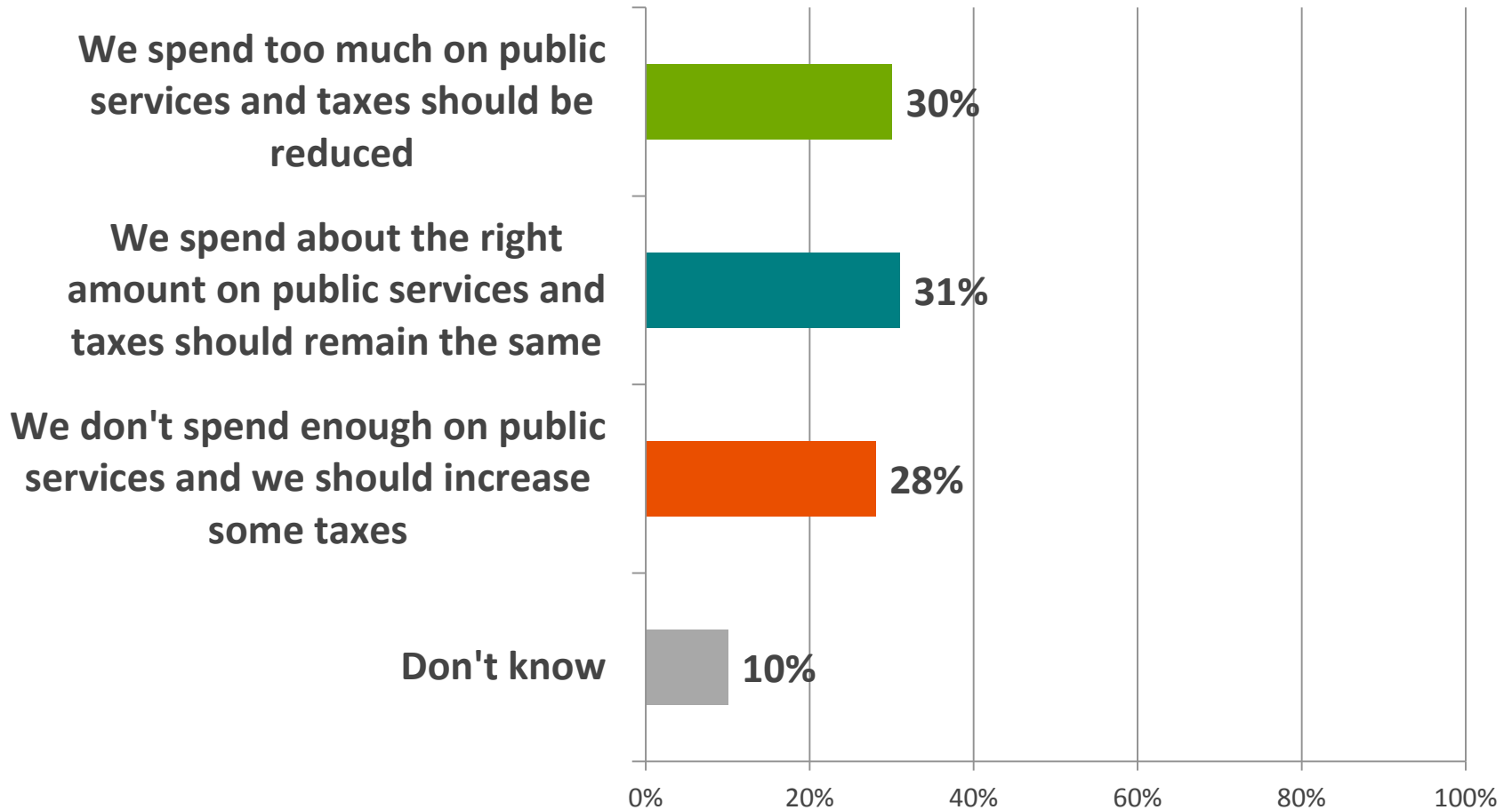


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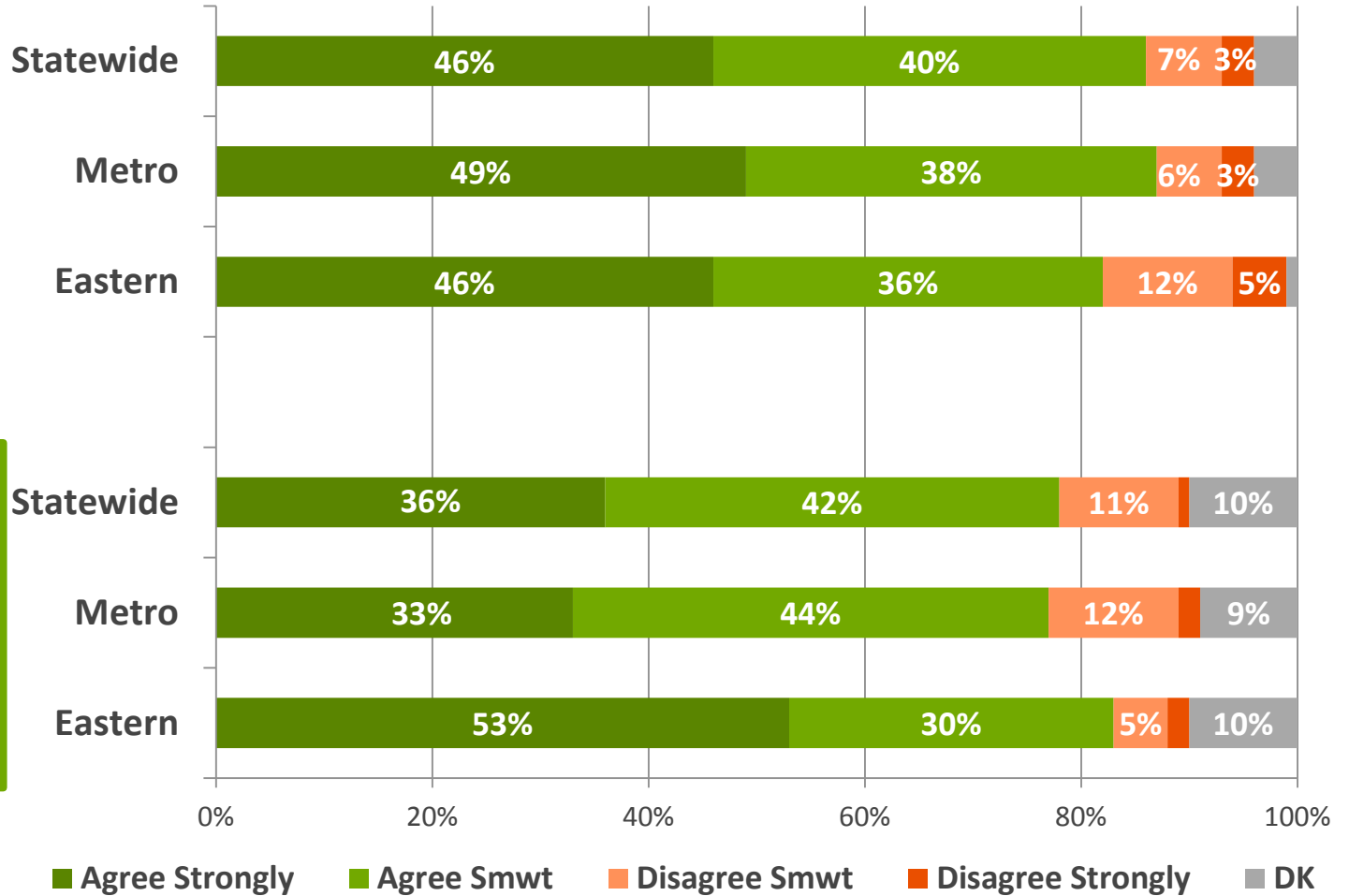
Public Services vs. Taxation



Oregon's Tax System—Agree/Disagree

Taxes are necessary to pay for the common good

Our tax system should be overhauled to be more simple and straightforward



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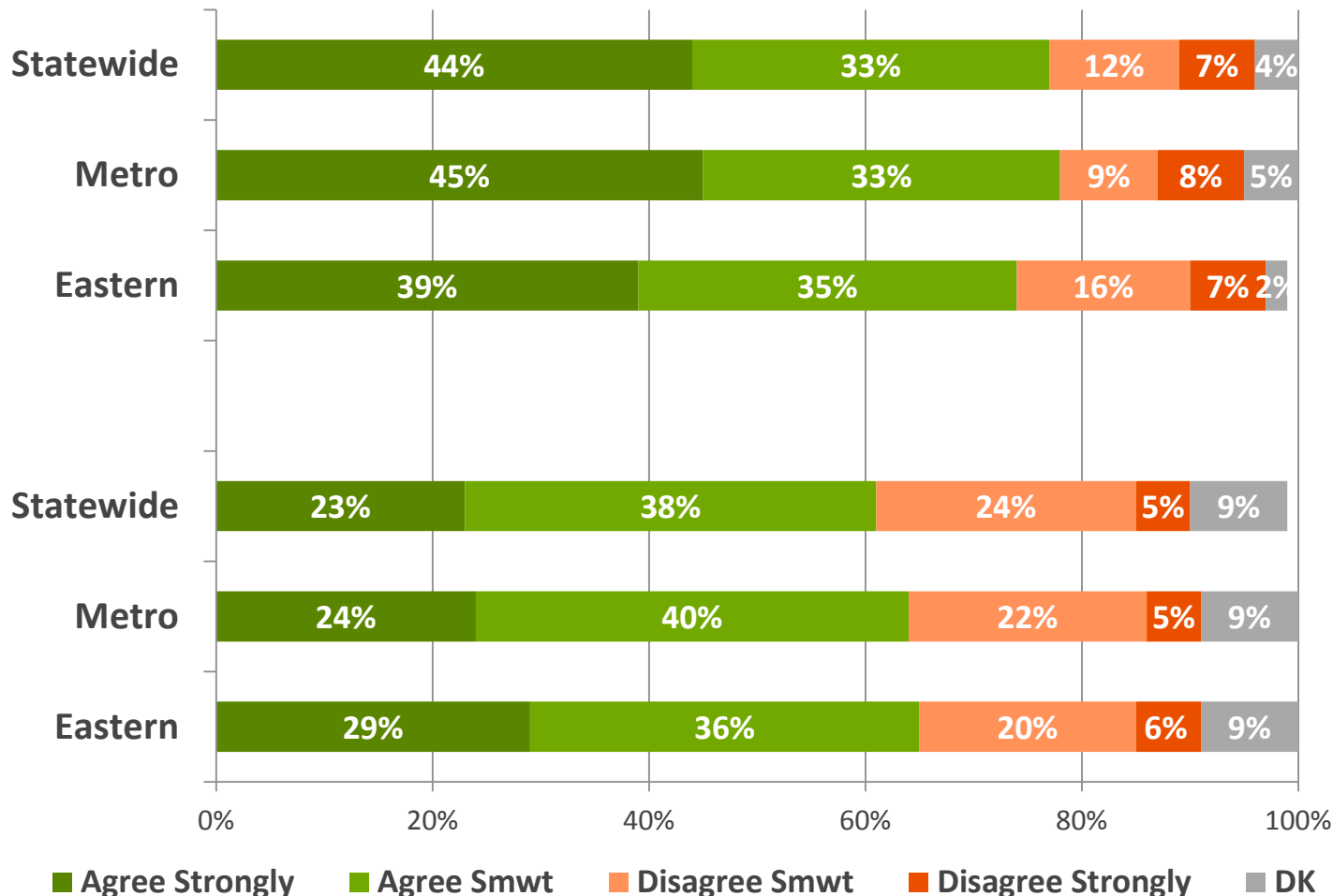
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Oregon's Tax System—Agree/Disagree

People who make the most money should pay the most in taxes

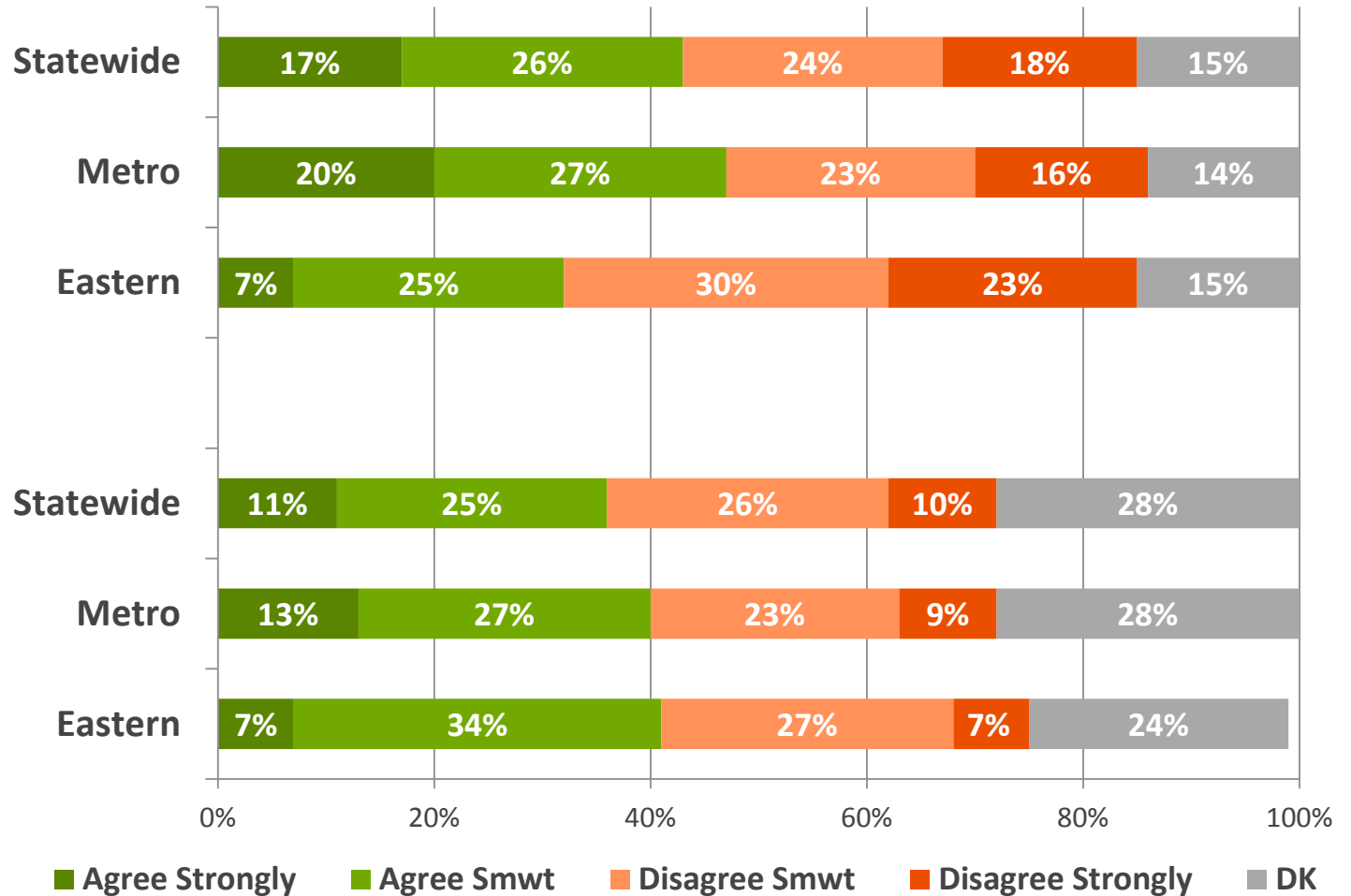
Personal income taxes are just too high



Oregon's Tax System—Agree/Disagree

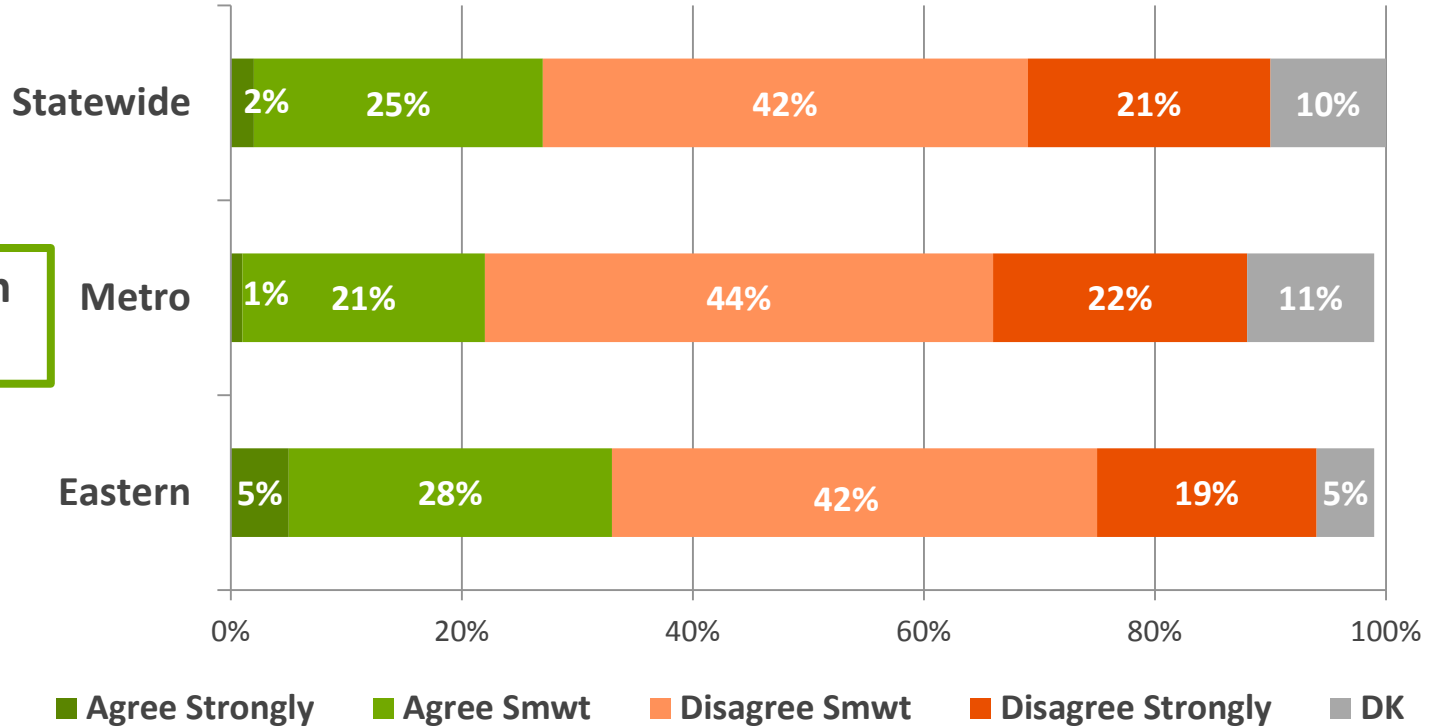
Our current tax system is too unstable to pay for public services

There are too many exemptions in Oregon's tax system



Oregon's Tax System—Agree/Disagree

Our tax system is fair



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KEY TAKEAWAYS



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1) Link to values and beliefs

- Natural beauty including open space, farmland, and forests
- Outdoor recreation opportunities - proximity and variety
- Public health, purity, reliability
- Sense of community/neighborliness
- Concerns and opportunities about population growth

2) Don't assume, be emphatic and over communicate

- Acknowledge that knowledge of the ABC's of government is low
- Oregonians put high value on water, but that does not mean that they understand where their water comes from, how it is delivered, the condition of the system or how/why rates are set
- Many reasons that low level of knowledge
- Keep at it

3) Show how your using money wisely

- Connect the dots, show how you're saving money
- Get the word out early about life expectancy of infrastructure
- What is being done to repair and maintain

4) Show partnerships

- Small businesses
- Nonprofits
- Other governments



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6) Use multiple communication methods

- Billing inserts
- Newsletters
- Website
- Social media (for alerts, emergencies)



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THANK YOU!



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