

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



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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.

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*\*\* -Indicates Benchmark Q from 1992*

1. Generally, would you say Oregon is headed in the right direction or do you think things are off on the wrong track?

Right direction -----35%  
Wrong track -----49%  
Don't know -----16%

2. What do you like or value most about living in your community? **(RECORD IN SPACE BELOW.)**

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3. Second most? **(RECORD IN SPACE BELOW.)**

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4. What do you like or value most about living in Oregon compared to other states? **(RECORD IN SPACE BELOW.)**

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5. Second most? (**RECORD IN SPACE BELOW.**)

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6. Besides people, a community consists of different institutions or organizations. Now, I'd like to read to you a list of some of these institutions or organizations. For each one, please tell me if it makes your community a better place to live, makes no difference, or actually makes your community less appealing as a place to live? If you don't know, just say so.

<b><u>ROTATE</u></b>	<b><u>Better Place</u></b>	<b><u>No Diff.</u></b>	<b><u>Less Appealing</u></b>	<b><u>Dk/ Na</u></b>
a. Small businesses -----	86%	10%	2%	2%
b. Churches & other religious organizations -----	75%	18%	3%	3%
c. Corporations -----	45%	27%	19%	9%
d. Federal government -----	28%	33%	29%	10%
e. Civic Organizations -----	65%	18%	7%	10%
f. State government -----	38%	30%	27%	6%
g. Unions and/or labor organizations -----	44%	24%	22%	10%
h. Colleges and universities -----	85%	8%	4%	3%
i. Non-profit community organizations & charities -----	82%	12%	3%	3%
j. Elementary and high schools -----	78%	10%	9%	3%
k. Local government -----	51%	27%	17%	5%
l. Political parties -----	24%	39%	26%	10%

7. When you think about your community 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?

Better place -----	32%	<b>[ASK Q8]</b>
About the same -----	29%	<b>[SKIP TO Q10a/b]</b>
Worse place -----	35%	<b>[ASK Q9]</b>
Don't know -----	5%	<b>[SKIP TO Q10a/b]</b>

8. (**IF BETTER TO Q7 (1)**) Why? (**RECORD IN SPACE BELOW.**)

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9. (IF WORSE TO Q7 (3)) Why? (RECORD IN SPACE BELOW.)

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SPLIT SAMPLE A (10, 11, 12): N=150 each region (total N=600)

10a. What are the most obvious benefits to you or your community, aside from jobs, of a healthy local economy? (RECORD IN SPACE BELOW.)

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11a. What are the important things in your community that can be done to support a healthy local economy? (RECORD IN SPACE BELOW.)

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12a. Next I'm going to read to you a list of conditions some people think are necessary for a healthy local economy. In your view, how important is each one to creating a healthy local economy: very important, somewhat important, not very important, or not at all important

<b><u>ROTATE</u></b>	<b><u>Very Imp.</u></b>	<b><u>Smwt Imp.</u></b>	<b><u>Not very Imp</u></b>	<b><u>Not at all Imp.</u></b>	<b><u>Dk/ Na</u></b>
a. Expand engineering and technical education-----	53%	32%	12%	2%	2%
b. Increase timber harvests-----	25%	30%	28%	12%	4%
c. Providing necessary infrastructure like roads, highways, sewers, and telecommunication -----	58%	31%	7%	3%	1%
d. Simplify government regulations -----	53%	28%	10%	4%	5%
e. Reduce business taxes -----	38%	32%	14%	6%	9%
f. Strengthen university research and development -----	47%	38%	8%	4%	3%
g. Strengthen environmental regulations-----	36%	33%	16%	12%	3%
h. Reduce energy costs -----	58%	27%	10%	4%	1%
i. Assure access to affordable health care -----	72%	19%	6%	3%	1%
j. Improve K-12 education -----	77%	15%	3%	1%	3%
k. Reduce healthcare costs -----	71%	23%	4%	1%	1%
l. Provide venture capital for start-up companies -----	33%	42%	13%	5%	7%
m. Expand air service-----	19%	32%	28%	14%	7%

<u>ROTATE</u>	<u>Very Imp.</u>	<u>Smwt Imp.</u>	<u>Not very Imp</u>	<u>Not at all Imp.</u>	<u>Dk/ Na</u>
n. Revamp land use laws to permit more industrial development	21%	26%	22%	24%	7%
o. Build and communicate a pro-business attitude in local and state government	38%	35%	14%	8%	5%
p. Invest in marketing Oregon's products globally	48%	35%	9%	3%	4%
q. Enhance human service programs to prevent hunger and homelessness	60%	26%	8%	4%	1%
r. Increase workforce training	61%	27%	7%	2%	4%
s. Improve business climate by strengthening anti-crime programs	50%	35%	9%	3%	4%
t. Make higher education more accessible by making it more affordable	72%	22%	4%	1%	0%

**SPLIT SAMPLE B (10, 11, 12): N=150 each region (total N=600)**

10b. What are the most obvious benefits to Oregon, aside from jobs, of a healthy economy?  
(RECORD IN SPACE BELOW.)

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11b. What are the important things that can be done in Oregon to support a healthy economy?  
(RECORD IN SPACE BELOW.)

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12b. Next I'm going to read to you a list of conditions some people think are necessary for a healthy state economy. In your view, how important is each one to creating a healthy state economy: very important, somewhat important, not very important, or not at all important

<u>ROTATE</u>	<u>Very Imp.</u>	<u>Smwt Imp.</u>	<u>Not very Imp</u>	<u>Not at all Imp.</u>	<u>Dk/ Na</u>
a. Expand engineering and technical education	58%	35%	4%	1%	1%
b. Increase timber harvests	26%	29%	21%	19%	5%
c. Providing necessary infrastructure like roads, highways, sewers, and telecommunication	54%	33%	9%	3%	1%
d. Simplify government regulations	51%	30%	9%	4%	6%
e. Reduce business taxes	38%	31%	14%	8%	8%
f. Strengthen university research and development	53%	31%	10%	3%	3%

<b>ROTATE</b>	<b>Very Imp.</b>	<b>Smwt Imp.</b>	<b>Not very Imp.</b>	<b>Not at all Imp.</b>	<b>Dk/Na</b>
g. Strengthen environmental regulations	40%	28%	16%	13%	3%
h. Reduce energy costs	56%	30%	9%	3%	2%
i. Assure access to affordable health care	70%	19%	7%	2%	2%
j. Improve K-12 education	81%	14%	2%	1%	2%
k. Reduce healthcare costs	71%	23%	4%	1%	2%
l. Provide venture capital for start-up companies	33%	41%	14%	7%	5%
m. Expand air service	19%	37%	28%	11%	6%
n. Revamp land use laws to permit more industrial development	20%	28%	26%	21%	5%
o. Build and communicate a pro-business attitude in local and state government	33%	40%	13%	6%	7%
p. Invest in marketing Oregon's products globally	49%	34%	9%	4%	3%
q. Enhance human service programs to prevent hunger and homelessness	63%	23%	10%	3%	2%
r. Increase workforce training	65%	27%	4%	2%	2%
s. Improve business climate by strengthening anti-crime programs	49%	29%	11%	5%	5%
t. Make higher education more accessible by making it more affordable	77%	17%	3%	2%	1%

13. **\*\* Which is more important for promoting economic growth in Oregon? [READ AND ROTATE]**

Relaxing environmental protection regulations to make it easier for companies to do business -----22% (16%)

Maintaining a quality environment to attract people and companies to Oregon -----69% (75%)

**[DO NOT READ]** Don't know -----9% (9%)



14. **I'd like to read to you two different approaches to stimulating Oregon's economy and funding public services. Please tell me which one most closely reflects your point of view. [READ AND ROTATE]**

Increases in business and corporate taxes are necessary to provide vital public services that help stimulate the economy-----40%

Increase in business and corporate taxes will diminish business investments, limit job creation, and ultimately reduce the amount of taxes generated to fund public services -----46%

**[DO NOT READ]** Don't know -----14%

15. There has been some discussion in Oregon recently about the level of public services and the cost to taxpayers. I'm now going to read to you three statements. Which one comes closest to how you feel? **[READ AND ROTATE]**

We spend too much on public services and taxes should be reduced -----28%

We spend about the right amount on public services and taxes should remain the same -----44%

We don't spend enough on public services and we should increase some taxes -----22%

**[DO NOT READ]** Don't know ----- 6%

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

Yes -----66% **[ASK Q17/Q19]**

No -----25% **[SKIP TO Q18]**

Don't Know -----10% **[SKIP TO Q20]**

17. **(IF YES TO Q. 16) Why? (RECORD IN SPACE BELOW.)**

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--- **[SKIP TO Q19]** ---

18. **(IF NO to Q. 16) Why? (RECORD IN SPACE BELOW.)**

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--- **[SKIP TO Q20]** ---

19. **(IF YES TO Q.16) What specific change or changes would you make? (RECORD IN SPACE BELOW.)**

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20. I'm now going to read to you a list of 11 statements about Oregon's tax system. For each one, please indicate if you agree strongly, agree somewhat, disagree somewhat, or disagree strongly.

<u>ROTATE</u>	<u>Agree Strgly</u>	<u>Agree Smwt</u>	<u>Disagr. Smwt</u>	<u>Disagr. Strgly</u>	<u>Dk/ Na</u>
a. Our current tax system with just the income tax and property tax is too unstable to pay for the public services we need. -----	29%	24%	20%	18%	9%
b. People who make the most should pay more. -----	47%	24%	13%	13%	4%
c. Personal income taxes are just too high -----	38%	24%	22%	10%	6%
d. Reducing personal income taxes and capital gains taxes will spark economic growth. -----	31%	26%	18%	15%	10%
e. Local communities should be able to vote to raise property taxes to fund local schools. -----	46%	27%	9%	14%	4%
f. We should look at sources like raising fees and more lottery games to provide more revenue instead of taxes. -----	29%	25%	15%	26%	5%
g. There are too many exemptions in Oregon's tax system. -----	17%	18%	23%	20%	22%
h. Business and corporations need to pay more. -----	30%	23%	21%	16%	11%
i. We need a sales tax dedicated to a specific purpose like education, healthcare, or public safety. -----	29%	17%	12%	37%	4%
j. Taxes on capital gains are just too high. -----	31%	21%	14%	10%	23%

21. Next I'd like to ask you for 3 examples of services or programs that your local or state taxes pay for. **(RECORD BELOW.)**

\_\_\_\_\_ A.

\_\_\_\_\_ B.

\_\_\_\_\_ C.

22. Of the services or programs you just mentioned, which one do you consider most important.

- A Response ----- 1
- B Response ----- 2
- C Response ----- 3
- Don't know ----- 4



23. \*\* Is a major change needed in your local, neighborhood school?  
 Yes -----43% 56%[ASK Q24]  
 No -----36% 23%[SKIP TO Q25]  
 Don't know -----21% 22%[SKIP TO Q25]

24. \*\* (IF YES) What kind of change? (RECORD IN SPACE BELOW)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

25. \*\* Is a major change needed in the healthcare system?  
 Yes -----64% 80%[ASK Q26]  
 No -----27% 9%[SKIP TO Q27]  
 Don't know -----9% 11%[SKIP TO Q27]

26. \*\* (IF YES) What kind of change? (RECORD IN SPACE BELOW)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

27. \*\* 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:

a. **Oregon's population will grow considerably**

	Very <u>Likely</u>	Smwt <u>Likely</u>	<u>Neutral</u>	Smwt <u>Unlikely</u>	Very <u>Unlikely</u>	DK/ <u>NA</u>
1.	57%-----	27%-----	3%-----	6%-----	3%-----	4%-----
	81%-----	15%-----	2%-----	0%-----	1%-----	1%-----

	Very <u>Desirable</u>	Smwt <u>Desirable</u>	<u>Neutral</u>	Smwt <u>Undesirable</u>	Very <u>Undesirable</u>	DK/ <u>NA</u>
2.	10%-----	22%-----	14%-----	22%-----	27%-----	5%-----
	5%-----	15%-----	15%-----	32%-----	28%-----	5%-----



**b. Crime will be controlled more by education and social services than by police and prisons**

	<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%	20%	9%	21%	26%	4%
	8%	21%	14%	32%	21%	3%



	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/ NA</u>
2.	46%	18%	9%	8%	14%	4%
	55%	17%	10%	6%	8%	4%

**c. Oregon will have more arts and cultural opportunities**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/ NA</u>
1.	24%	40%	10%	11%	10%	4%
	14%	42%	27%	11%	3%	3%

	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/ NA</u>
2.	43%	28%	14%	6%	5%	4%
	27%	30%	30%	5%	3%	4%

**d. Environmental protection will become more important than economic growth**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/ NA</u>
1.	24%	30%	10%	17%	17%	4%
	28%	36%	13%	15%	5%	2%

	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/ NA</u>
2.	29%	18%	16%	14%	19%	4%
	29%	25%	15%	16%	12%	4%

**e. Mass transit will more and more replace the automobile**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/ NA</u>
1.	18%	26%	6%	18%	29%	3%
	11%	37%	17%	22%	11%	2%

	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/ NA</u>
2.	33%	27%	11%	11%	16%	3%
	31%	32%	18%	10%	6%	4%

**f. Education will be funded through more dollars from taxpayers**



	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/NA</u>
1.	36%	35%	6%	10%	9%	4%
	44%	34%	6%	9%	5%	2%

	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/NA</u>
2.	27%	22%	12%	16%	19%	4%
	12%	19%	19%	24%	21%	5%

**g. Growth will be concentrated in existing cities and undeveloped areas will be left undeveloped**

	<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%	24%	6%	18%	27%	4%
	17%	23%	9%	29%	20%	2%

	<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%	22%	12%	16%	20%	4%
	21%	25%	16%	20%	13%	5%

**h. Government will provide fewer and fewer 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.	27%	28%	7%	16%	17%	5%
	30%	37%	10%	13%	9%	1%

	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/NA</u>
2.	12%	12%	10%	22%	39%	4%
	9%	18%	14%	26%	27%	5%

**i. Education will change to involve more accountability and new classroom practices**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/NA</u>
1.	24%	35%	8%	14%	12%	8%
	19%	41%	17%	16%	5%	2%

	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/NA</u>
2.	44%	25%	11%	7%	6%	7%
	54%	25%	11%	3%	3%	5%



**j. Oregon will become more and more racially diverse**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/NA</u>
1.	46%	32%	5%	6%	8%	3%
	31%	38%	17%	7%	3%	4%
	<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%	26%	18%	6%	7%	4%
	25%	24%	28%	9%	9%	7%

**k. Oregon will have a greater variety of businesses and industries**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/NA</u>
1.	32%	42%	6%	10%	7%	3%
	22%	47%	14%	10%	4%	2%
	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/NA</u>
2.	45%	32%	10%	4%	7%	2%
	48%	31%	11%	3%	3%	5%


**l. Education will be funded through more private dollars from businesses**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/NA</u>
1.	12%	22%	7%	25%	27%	7%
	8%	22%	22%	27%	18%	3%
	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/NA</u>
2.	32%	26%	13%	11%	11%	6%
	37%	29%	15%	8%	6%	5%

**m. The gap between rich and poor in Oregon will grow wider**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/NA</u>
1.	43%	31%	7%	8%	6%	5%
	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/NA</u>
2.	5%	5%	10%	19%	56%	4%

**n. Oregonians will restructure their tax system to reduce income and property taxes by adopting a sales tax.**

	<u>Very Likely</u>	<u>Smwt Likely</u>	<u>Neutral</u>	<u>Smwt Unlikely</u>	<u>Very Unlikely</u>	<u>DK/ NA</u>	
1.	15%-----	24%-----	8%-----	17%-----	32%-----	6%	
	<u>Very Desirable</u>	<u>Smwt Desirable</u>	<u>Neutral</u>	<u>Smwt Undesirable</u>	<u>Very Undesirable</u>	<u>DK/ NA</u>	
2.	22%-----	16%-----	11%-----	11%-----	36%-----	5%	

**o. Oregon's economy will be driven by leading edge companies in the state designing and marketing products worldwide.**

	<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%-----	36%-----	11%-----	11%-----	11%-----	9%
	<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%-----	16%-----	6%-----	6%-----	7%

Now I have some questions for statistical purposes only.

28. \*\* 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 -----	20%	29%	8%	16%	26%	1%
-----	13%	41%	16%	14%	8%	9%
b. Distributing petitions -----	8%	14%	7%	21%	48%	2%
-----	6%	17%	18%	22%	26%	11%
c. Signing petitions -----	41%	31%	7%	8%	13%	1%
-----	52%	25%	7%	3%	3%	10%
d. Contributing time -----	27%	33%	9%	12%	17%	1%
-----	13%	38%	19%	13%	8%	9%
e. Contributing money -----	21%	36%	10%	11%	20%	1%
-----	7%	26%	17%	16%	21%	12%
f. Voting -----	82%	9%	2%	2%	5%	1%
-----	75%	9%	3%	2%	3%	8%

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

Yes -----	88%	85%
No -----	11%	14%
Refused -----	0%	0%



30. \*\* Did you vote in this November's general election? *Not asked*
- |         |       |     |  |
|---------|-------|-----|--|
| Yes     | ----- | 75% |  |
| No      | ----- | 25% |  |
| Refused | ----- | 0%  |  |
31. Did you vote in this year's May primary election?
- |         |       |     |            |
|---------|-------|-----|------------|
| Yes     | ----- | 65% | <i>53%</i> |
| No      | ----- | 34% | <i>46%</i> |
| Refused | ----- | 1%  | <i>1%</i>  |
32. \*\* How important is voting to you? (**READ LIST**)
- |   |       |     |            |
|---|-------|-----|------------|
| Very important                              | ----- | 83% | <i>70%</i> |
| Somewhat important                          | ----- | 9%  | <i>20%</i> |
| Neither important nor unimportant (NEUTRAL) | ----- | 3%  | <i>7%</i>  |
| Somewhat unimportant                        | ----- | 2%  | <i>1%</i>  |
| Very unimportant                            | ----- | 2%  | <i>2%</i>  |
| <b>[DO NOT READ]</b> Don't know             | ----- | 0%  | <i>0%</i>  |
33. Generally, do you consider yourself to be a Republican, a Democrat, an Independent, or a member of another party? *Not asked*
- |             |       |     |  |
|-------------|-------|-----|--|
| Republican  | ----- | 31% |  |
| Democrat    | ----- | 32% |  |
| Independent | ----- | 28% |  |
| Other       | ----- | 6%  |  |
| Refused     | ----- | 3%  |  |
34. 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                | ----- | 12% |  |
| Somewhat liberal            | ----- | 18% |  |
| Middle-of-the-road/Moderate | ----- | 38% |  |
| Somewhat conservative       | ----- | 19% |  |
| Very conservative           | ----- | 10% |  |
| Refused                     | ----- | 3%  |  |
35. \*\* What is your age? *Matching data not available*
- |         |       |     |  |
|---------|-------|-----|--|
| 18-34   | ----- | 30% |  |
| 35-44   | ----- | 20% |  |
| 45-64   | ----- | 31% |  |
| 65+     | ----- | 17% |  |
| Refused | ----- | 2%  |  |
36. \*\* 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 | ----- | 15% |  |
| \$25,000-34,999    | ----- | 9%  |  |
| \$35,000-49,999    | ----- | 14% |  |
| \$50,000-74,999    | ----- | 15% |  |
| \$75,000 or more   | ----- | 14% |  |
| Refused            | ----- | 34% |  |



37.	** What is your marital status?		
	Single, never married -----	19%	16%
	Single, living with someone -----	6%	6%
	Married -----	55%	58%
	Divorced or separated-----	13%	15%
	Widowed -----	7%	5%
	Refused -----	1%	1%
38.	** How many people, including yourself, are in your household?		
	1-----	17%	16%
	2-----	37%	33%
	3-----	16%	19%
	4-----	18%	17%
	5 or more -----	11%	14%
	Refused -----	1%	1%
39.	** How many children (under age 18) live with you?		
	0-----	57%	54%
	1-----	16%	18%
	2-----	15%	17%
	3-----	6%	8%
	4 or more -----	3%	4%
	Refused -----	3%	0%
40.	** Do you live in a single family house, a mobile home, or a structure with more than one dwelling unit?		
	Single family home -----	71%	68%
	Mobile home -----	6%	11%
	Structure with more than one unit-----	21%	16%
	Other ( <b>Explain:</b> _____ _____)-----	0%	4%
	Refused -----	1%	1%
41.	** Do you own or rent your home?		
	Own -----	66%	64%
	Rent -----	32%	35%
	Refused -----	2%	1%
42.	** How many years have you lived in Oregon?		
	Less than 10 -----	19%	22%
	10 or more -----	80%	78%
	Refused -----	0%	0%

43. \*\* For how many years have you resided in the county in which you live? *Data not available*

Less than 10 -----35%  
 10 or more -----64%  
 Refused ----- 1%



44. \*\* Which is the highest level of education you have completed?

Grade school ----- 1% 2%  
 Attended high school ----- 7% 7%  
 Graduated high school -----24% 22%  
 Attended college-----22% 29%  
 Graduated from 2-year college -----15% 11%  
 Graduated from 4-year college -----16% 13%  
 Post graduate study without degree ----- 4% 8%  
 Post graduate degree (e.g., MD, MBA, MA, Ph.D., JD) -----10% 8%  
 Refused ----- 1% 1%

45. \*\* 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%

46. \*\* (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) -----54% 57%  
 Employed part-time (under 30 hours per week) ----- 9% 12%  
 Not employed -----32% 30%  
 Refused ----- 5% 1%

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

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REFER TO OCCUPATION LIST PROVIDED FOR CODING

48. \*\* (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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49. Are you a member of a public sector or a private sector labor union? *Not asked*

Public sector -----	11%
Private sector -----	7%
No -----	76%
Refused -----	5%

50. **(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 -----	6%
Private sector -----	5%
No -----	84%
Refused -----	5%

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

Rural -----	32%	25%
Rural changing to suburban -----	11%	17%
Suburban -----	33%	38%
Urban -----	21%	18%
Refused -----	4%	1%

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

American Indian, Eskimo, or Aleut -----	3%	3%
Asian or Pacific Islander -----	1%	1%
Black/Afro-American -----	4%	1%
White/Caucasian -----	86%	92%
Other ( <b>Explain:</b> _____ _____) -----	4%	1%
		1% (Hispanic)
Refused -----	2%	1%

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

Yes -----	5%	3%
No -----	92%	90%
Refused -----	3%	7%

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

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

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


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



55. \*\* What is your Zip Code? *Data not available*

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

\_\_\_\_\_   
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

Male -----49% 49%  
Female -----51% 50%  
DK/Na -----0% 1%

Thank you very much for your cooperation, and your time. May I have your first name and confirm your phone number in case my boss needs to verify my work? **(RECORD ON PAGE ONE.)**

Respondent's First Name: \_\_\_\_\_

Respondent's Phone Number: \_\_\_\_\_

**THANK YOU FOR YOUR COOPERATION**

Verification Receipt:

Interviewer's signature: \_\_\_\_\_

By this signature, I hereby certify that I have properly filled out the survey honestly, completely, and correctly. I understand that should I falsify, or in any manner misrepresent the information gathered on this instrument, I will be solely liable for damages that might accrue to Davis, Hibbitts & McCaig, Inc.

Verified by: \_\_\_\_\_ Date: \_\_\_\_\_