- Findings Related To The Environment -
Lessons For Communications
January 22, 2014

Adam Davis, DHM Research
TOPICS

• General opinion climate
• What’s important to Oregonians
• Jobs and Economy
• Environment
• Land Use
• Transportation
• Energy
• Communications
VALUES AND BELIEFS STUDY METHODOLOGY

• General population
• Multiple tracks: scientific and public involvement; number and length of questionnaires
• Over 9,000 Oregonians completed questionnaires
• Phone (landline and cell), online, and mail
• Demographic quotas and statistical weighting for representative sample
• Full study: 200 questions
This presentation of findings, observations and conclusions reflects the judgment of this presenter and not necessarily the views of the sponsoring organizations.
General Opinion Climate
• Negativity towards large institutions, including government, big business, unions, media
• Ignorance of the ABC’s of government and economics
• Changing media habits
• Changing demographics
### Government and Our Taxes

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<tr>
<td>Government is wasteful and inefficient with our taxes and cannot be trusted to make good decisions</td>
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<td>Disagree Strongly</td>
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Oregonians from diverse backgrounds will find common ground and work together to make progress addressing the critical issues we face as a state

Combined Very/Somewhat Responses
What’s important to Oregonians?
• What do you personally value about living in Oregon?

• What are the most important problems you want your state and local government officials to do something about?

• What are the most important public services?
Jobs And The Economy
Economic Development Like Subsidies and Tax Breaks For Business Attraction #20 (last) among 20 public services

15% “very important” to support w/taxes

One of only two services below 50% combined somewhat important and very important (new roads and highways)
Reduce government regulations

- **Strongly desirable**: 19%
- **Somewhat desirable**: 23%
- **Neutral**: 25%
- **Somewhat undesirable**: 17%
- **Strongly undesirable**: 28%
- **Don’t know**: 4%
Revamp land use laws to permit more development

- Strongly desirable: 7%
- Somewhat desirable: 17%
- Neutral: 22%
- Somewhat undesirable: 26%
- Strongly undesirable: 24%
- Don’t know: 4%
(How desirable or undesirable?)

Reduce business taxes

- Strongly desirable: 35%
- Somewhat desirable: 21%
- Neutral: 25%
- Somewhat undesirable: 21%
- Strongly undesirable: 35%
- Don’t know: 4%
Increase timber harvests in dense, over-crowded forest stands

- Strongly desirable: 22%
- Somewhat desirable: 31%
- Neutral: 22%
- Somewhat undesirable: 12%
- Strongly undesirable: 7%
- Don’t know: 6%
(How desirable - desirable choice primed with increased taxes)

**Increase workforce training**

- **Strongly desirable**: 24%
- **Somewhat desirable**: 45%
- **Neutral**: 21%
- **Somewhat undesirable**: 4%
- **Strongly undesirable**: 2%
- **Don’t know**: 3%

**Don’t know**
- 6%

**Neutral**
- 21%

**Somewhat undesirable**
- 4%

**Somewhat desirable**
- 45%

**Strongly desirable**
- 24%

**Overall:** 69%
Oregonians care about their Environment
Which statement comes closest to your view?

(Statements always rotate)

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 priority even at the risk of slowing economic growth
Which statement comes closest to your view?

Statement A: Our country would be better off if we all consumed less

Statement B: We need to buy things to support a strong economy

57% in favor of Statement A
35% in favor of Statement B
8% don’t know
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

72% for Statement A
21% for Statement B
7% for Don’t know
How much Agree – Disagree with:

Science and human ingenuity will solve climate change with little need to change our way of life

- **Strongly Disagree**: 36%
- **Somewhat Disagree**: 25%
- **Neutral**: 16%
- **Somewhat Agree**: 13%
- **Strongly Agree**: 6%
- **Don’t know**: 4%
There should be stronger government policies to reduce greenhouse gas emissions

- Strongly desirable: 29%
- Somewhat desirable: 28%
- Neutral: 19%
- Somewhat undesirable: 10%
- Strongly undesirable: 12%
- Don’t know: 3%
A carbon emission tax established to discourage greenhouse gas emissions and used to invest in green jobs and technologies.

- Strongly desirable $$: 21% (50%)
- Somewhat desirable $: 29% (26%)
- Neutral: 20% (10%)
- Somewhat undesirable: 10% (26%)
- Strongly undesirable: 16% (10%)
- Don’t know: 3%
Land Use
Which statement comes closest to your view?

Statement A:
New development should occur within existing cities and towns to save farmland and stop sprawl

Statement B:
New development should be allowed to occur outside urban growth boundaries

66% for Statement A
26% for Statement B
8% for Don’t know
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 priority even at the risk of slowing economic growth

Which statement comes closest to your view?

(statements always rotate)
(How important or unimportant?)
Protection of Productive Farm and Forest Land From Development

Very important: 33%
Somewhat important: 33%
Neutral: 21%
Somewhat unimportant: 7%
Very unimportant: 5%
Don’t know: 1%

66%
Which statement comes closest to your view?

Statement A: We should invest more in roads for cars
Statement B: We should invest more in public transit

38% for Statement A
53% for Statement B
8% for Don’t know
Increase investments in public transportation

- **$$ Strongly desirable**: 22%
- **$ Somewhat desirable**: 34%
- **Neutral**: 23%
- **Somewhat undesirable**: 10%
- **Strongly undesirable**: 7%
- **Don’t know**: 3%

(How desirable or undesirable; with $$ & $ cost implications)
New Roads and Highways
Second least important from list of 20 policy support items, primed with $$ & $

- **Very important $$**: 49%
- **Somewhat important $**: 33%
- **Neutral**: 33%
- **Somewhat unimportant**: 11%
- **Very unimportant**: 17%
- **Don’t know**: 1%
Shift some funding for road and highway construction towards public transportation such as better bus service and high speed rail projects.
## Energy Supply Actions—Desirability

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<td><strong>Open up wilderness areas and ocean drilling sites for energy production to lower the price of energy</strong></td>
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<td>Restrict the mining or burning of coal because of greenhouse gas impacts</td>
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<td><strong>Restrict the export of US coal to foreign countries</strong></td>
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<td><strong>Streamline the energy development process by lowering regulations</strong></td>
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Communications
- Link to value and beliefs
- Link to concerns and issues
- Link to what means positively for small business
- Link to what means positively for vulnerable populations
- Keep basic
- Don’t use “government”
- Show public involvement
- Show accountability and transparency
- Show partnerships
- Tell a great story (concrete, surprising, simple, credible, emotion)
- Use effective messengers
- Use multiple communication sources
- Parallel track for Spanish-speaking Oregonians (others?)—know your changing demographics and psychographics
- Keep at it, sustained effort
• What do you personally value about living in Oregon?

• What are the most important problems you want your state and local government officials to do something about?

• What are the most important public services?

• Why invest in your neighborhood/community?
Why invest in your neighborhood or community?

- Personal safety
- Sense of community/neighborliness
- Maintaining good health
- Financial security
- Having control over essential needs
- Having/saving time
- Importance of children
- Importance of helping people in need
- Intergenerational responsibility
- Expression of values
• Link to value and beliefs
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DIVERGENCE IN CORE VALUES AND BELIEFS BETWEEN OPINION LEADERS AND GENERAL PUBLIC
Taking the Pulse of Oregonians on Critical Issues