

*Public sentiment is
everything.*

*With public
sentiment nothing
can fail. Without it
nothing
can succeed. — Abraham
Lincoln*

PolicyInteractive

Oregon Public Opinion Research

The Economy, Environment and Politics

Oregon-wide RDD Statistical Sample

Nov.30 – Dec. 9. 2010

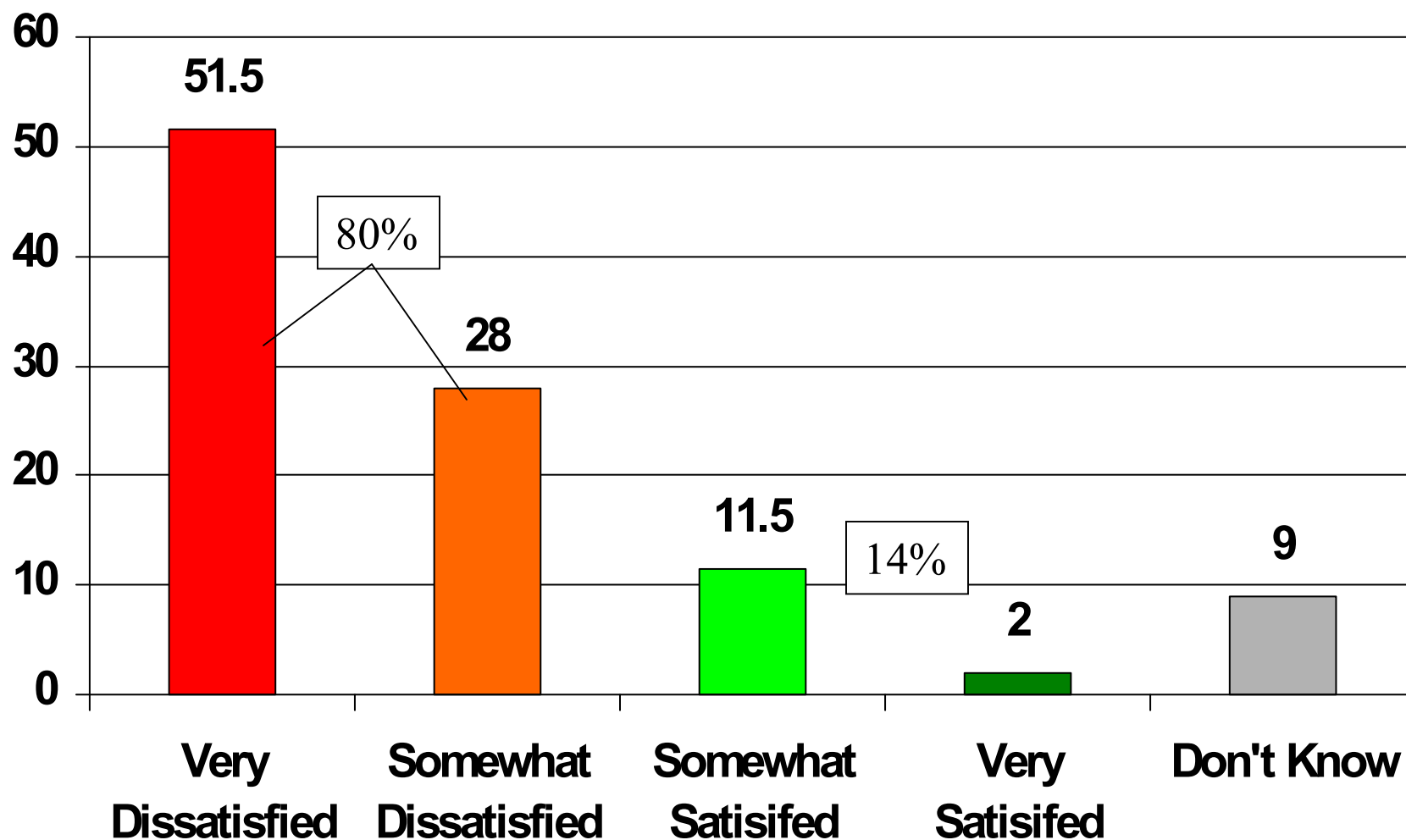
400 respondents - margin of error 4.9%

Conducted by Information Alliance

Regional, Gender, Age Distribution Checked.

All in all, are you dissatisfied or satisfied with the way things are going in this country today?

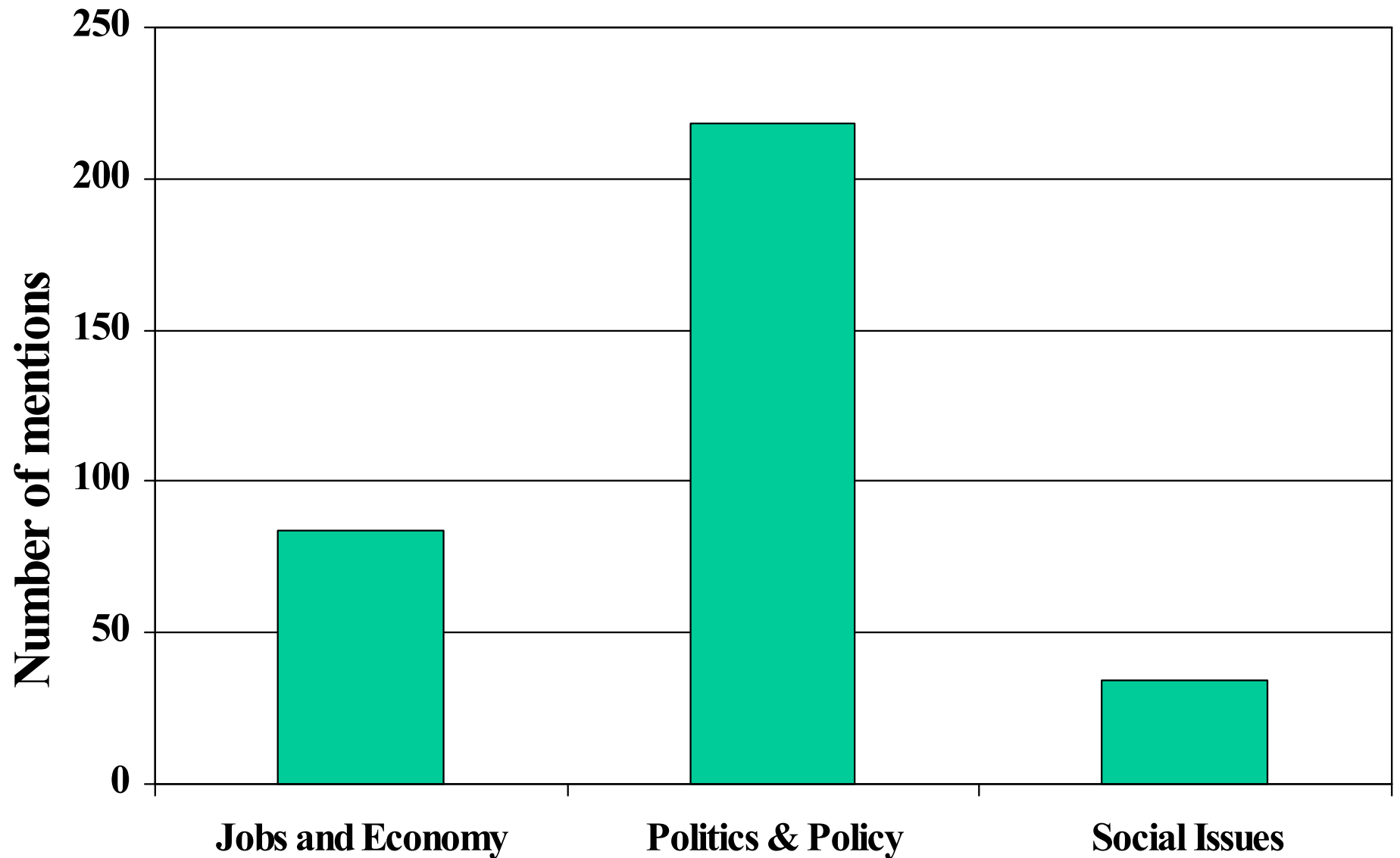
PI Dec 2010 N=400 Q2



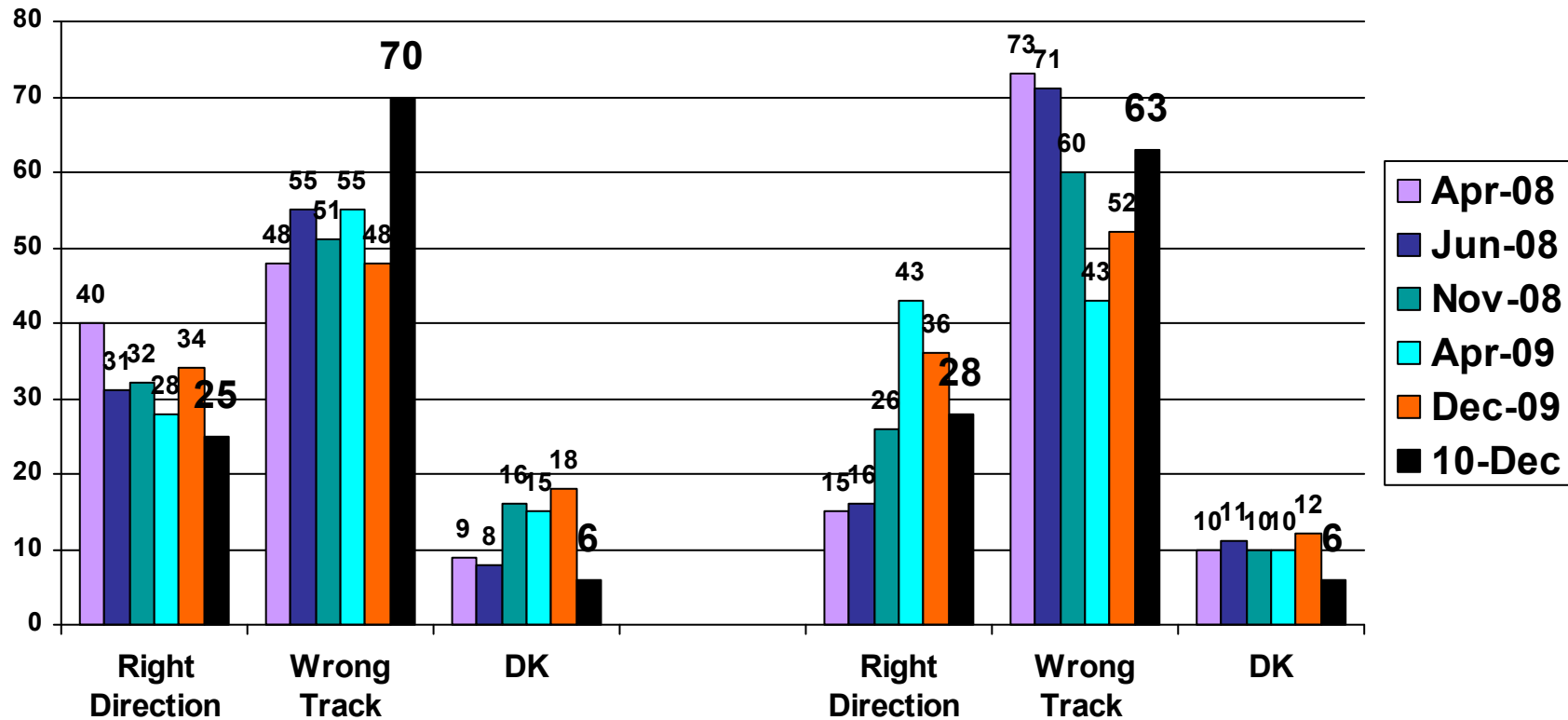
In a few words, what is the single most important thing which contributes to your dissatisfaction with the way things are going? PI 7 Q2B (open) n=318, 340 items mentioned

- 85 Jobs
- 77 Politics/Government
- 30 Deficit/Waste
- 17 Social Security
- 16 Unequal wealth
- 14 The wars
- 13 Health care
- 12 Obama/Congress
- 11 Government intrusion
- 11 The Republicans
- 9 The Democrats
- 8 Drift to socialism
- 8 Illegal Immigrants
- 7 Education declines
- 4 Environmental decline
- 2 Quality of life decline

Dissatisfaction distilled to 3 issues



Generally speaking, would you say that things in Oregon are headed in the right direction or would you say they're on the wrong track?
 Comparisons PI, MOE 5%. NBC/WSJ n=1005 MOE 3.1%

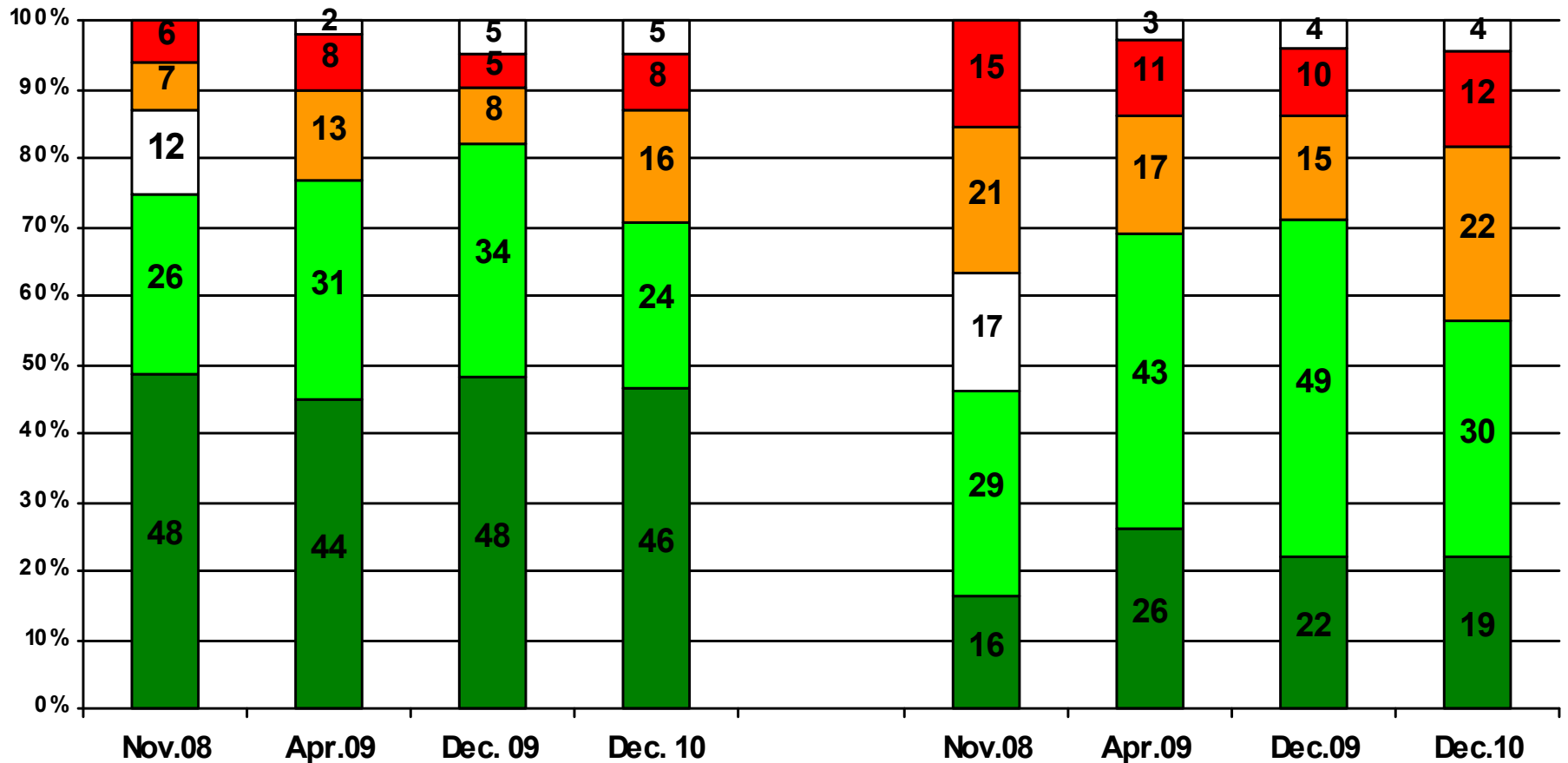


OREGON - POLICYINTERACTIVE

NATION - NBC/WSJ

December 2010 Text: Thinking about how things are going in Oregon, how dissatisfied or satisfied are you with the way things are going here? (Gallup question format: PI Nation: 14%/80%/7%; Gallup "Nation" 10/31/2010 22%/75%/22%)

I'll read some statements we sometimes hear people say about the current economic downturn. Please tell me: strongly disagree, moderately disagree, moderately agree or strongly agree with each statement: (compare PI Nov08/Apr09/Nov09/Dec10)



Our country would be better off if we all consumed less.

We need to buy goods for the good of the economy.

Oregon views on broad social constructs:

- Nuclear Power
- Science & Technology
- Human effect on Environment
- Economic Growth vs. Environment

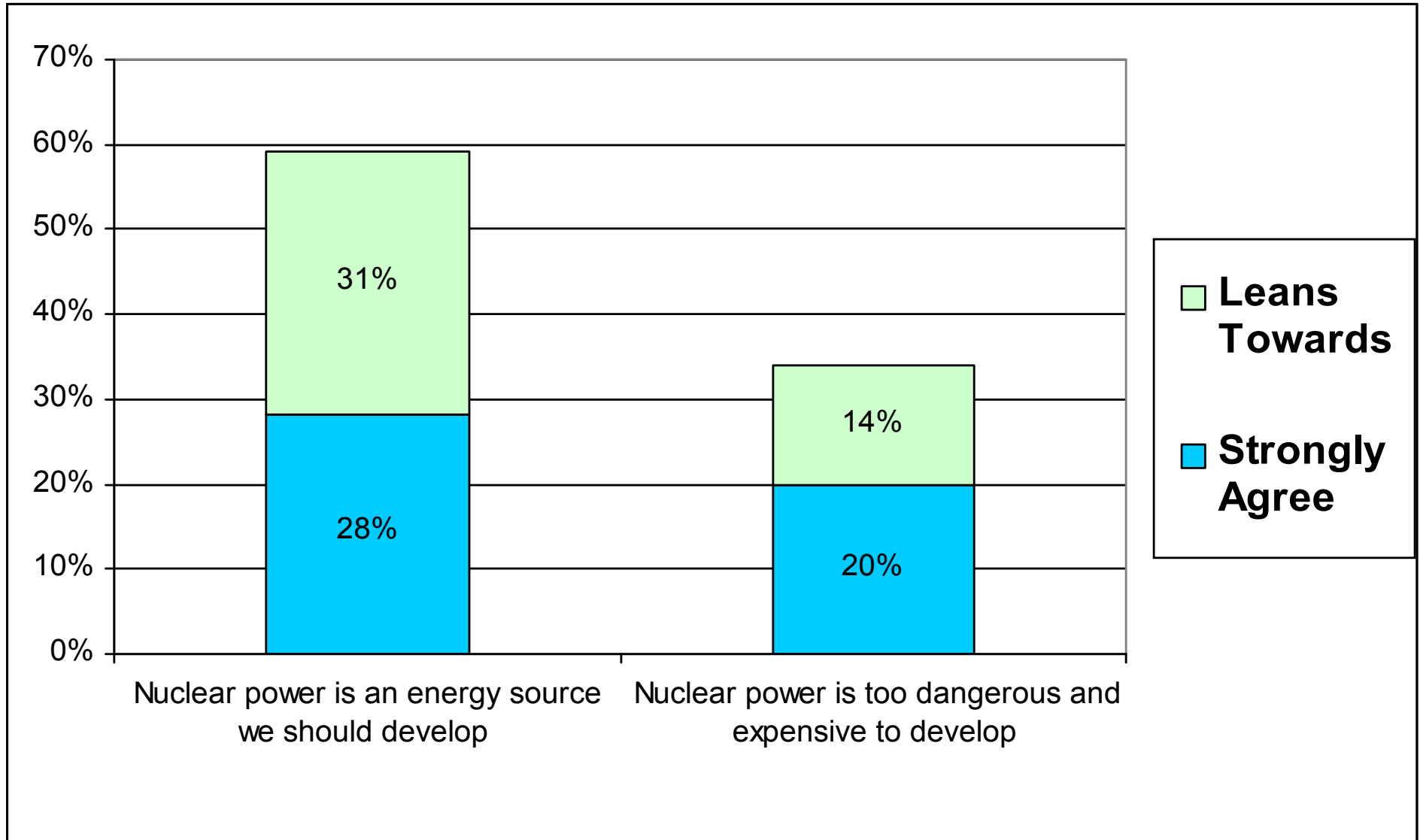
(using split choice questions with “lean toward” or “feel strongly enough to take action”)

Forced Choice Question Style

- Forced choice, middle ground not offered but accepted.
- “Here are some pairs of questions, please tell me which comes closest to your view even if it doesn’t represent your view exactly. Please tell me if you just lean towards it or tell me if you feel strongly enough to take some action like speaking out in public, writing a letter to a newspaper, giving money to an organization, or being a key reason for voting for a person or an issue.
- Respondents probed for strength

Nuclear Power Support

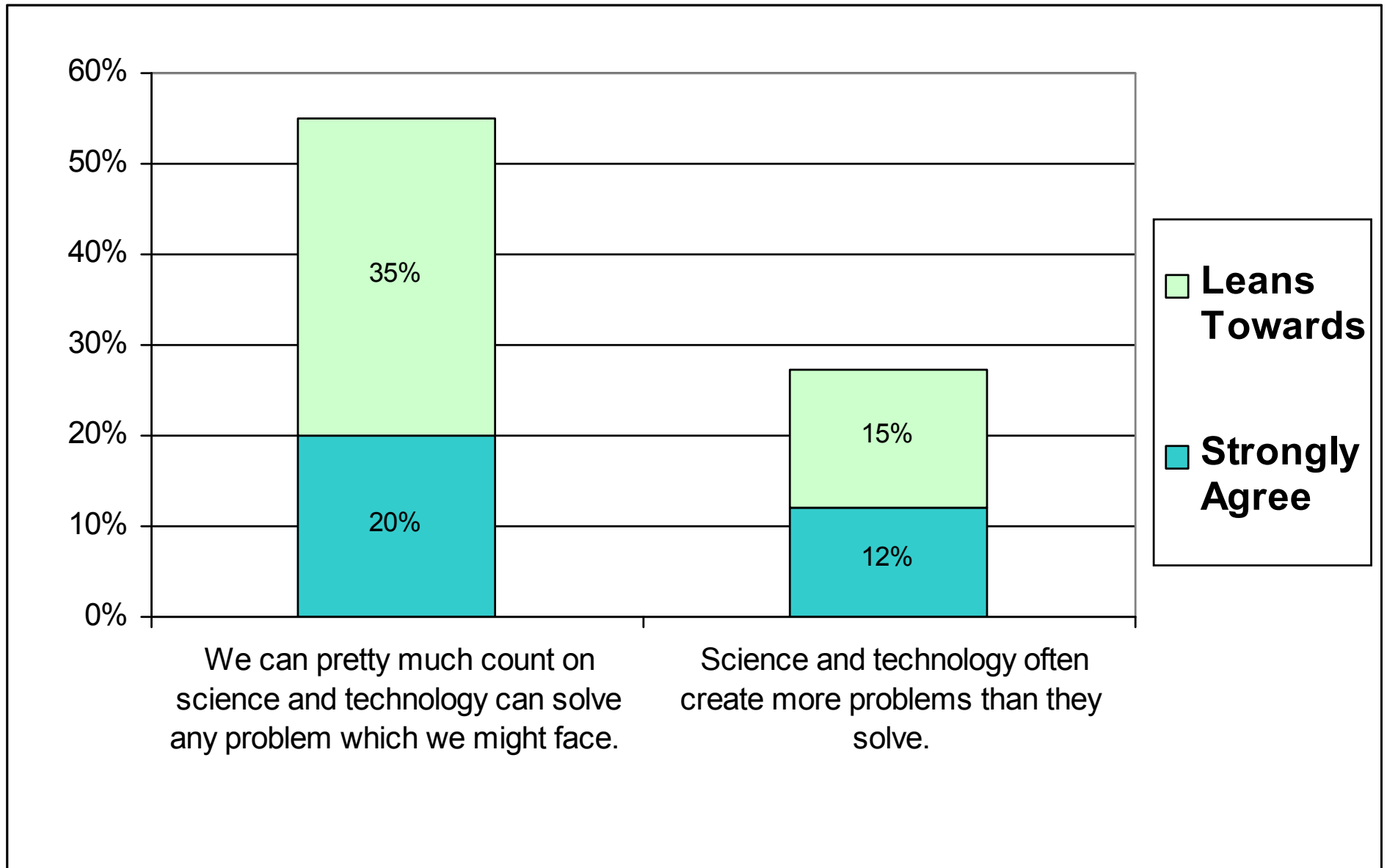
PI Dec 2010 Q8 N=400



- Neither / Not That Simple = 4% Don't Know / No Answer = 4%

Science and Technology

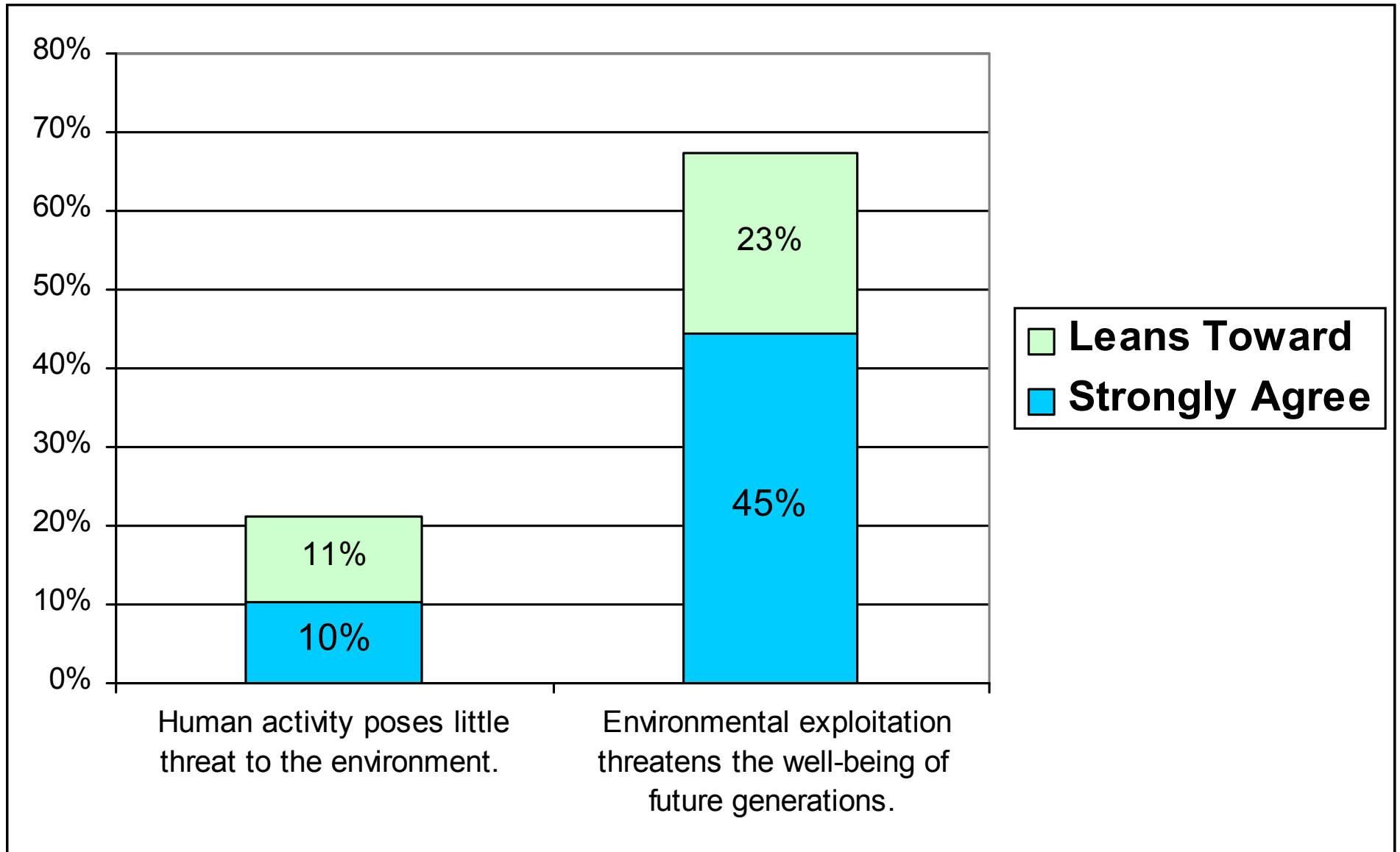
PI Dec 2010 Q9 N=400



Neither / Not That Simple = 15% Don't Know / No Answer = 3%

Human Activity & The Environment

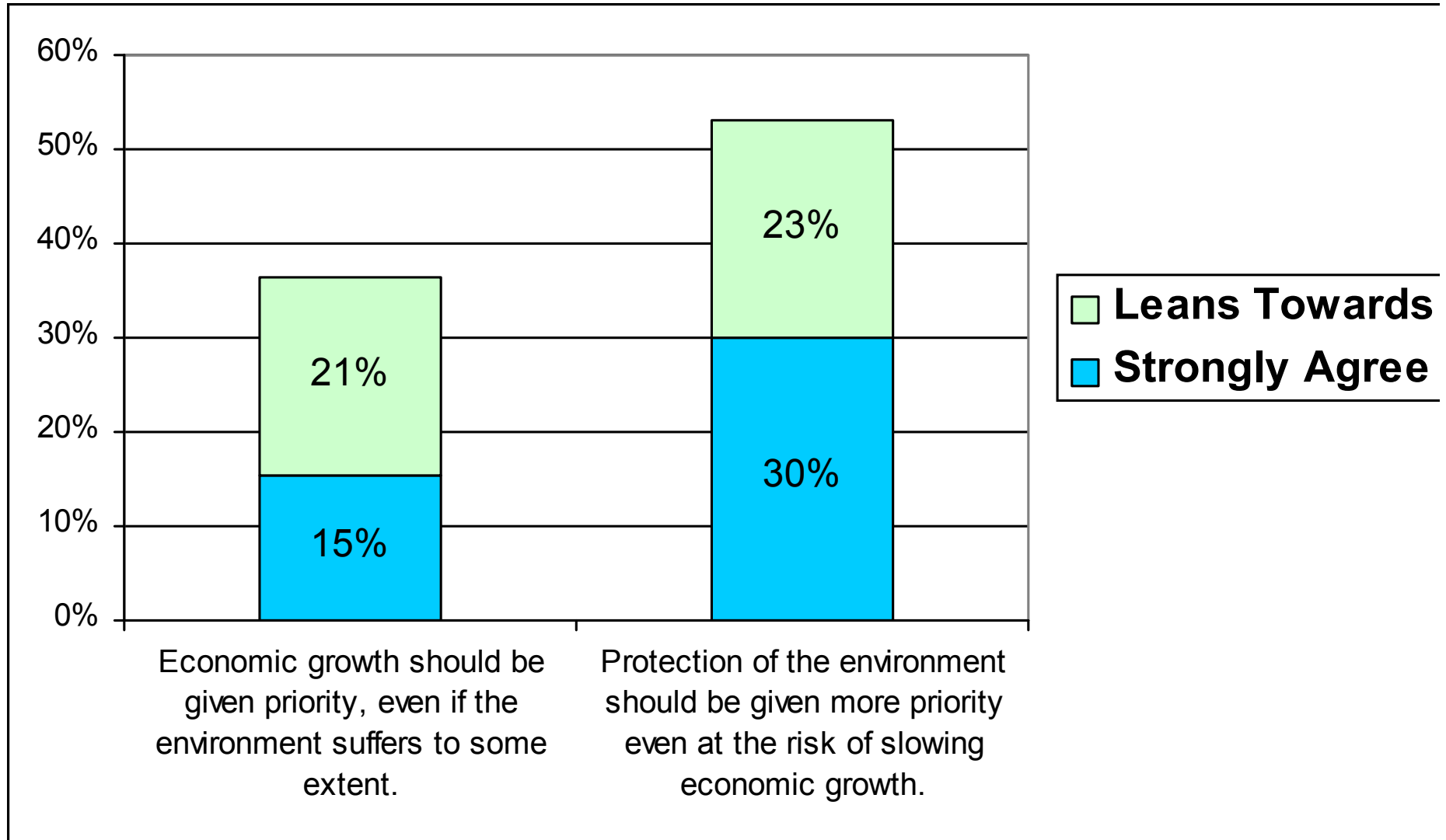
PI Dec 2010 Q10 N=400



•Neither / Not That Simple = 9%

Values; Economics & Environment

PI Dec 2010 Q6 N = 400



•Neither / Not That Simple = 9%

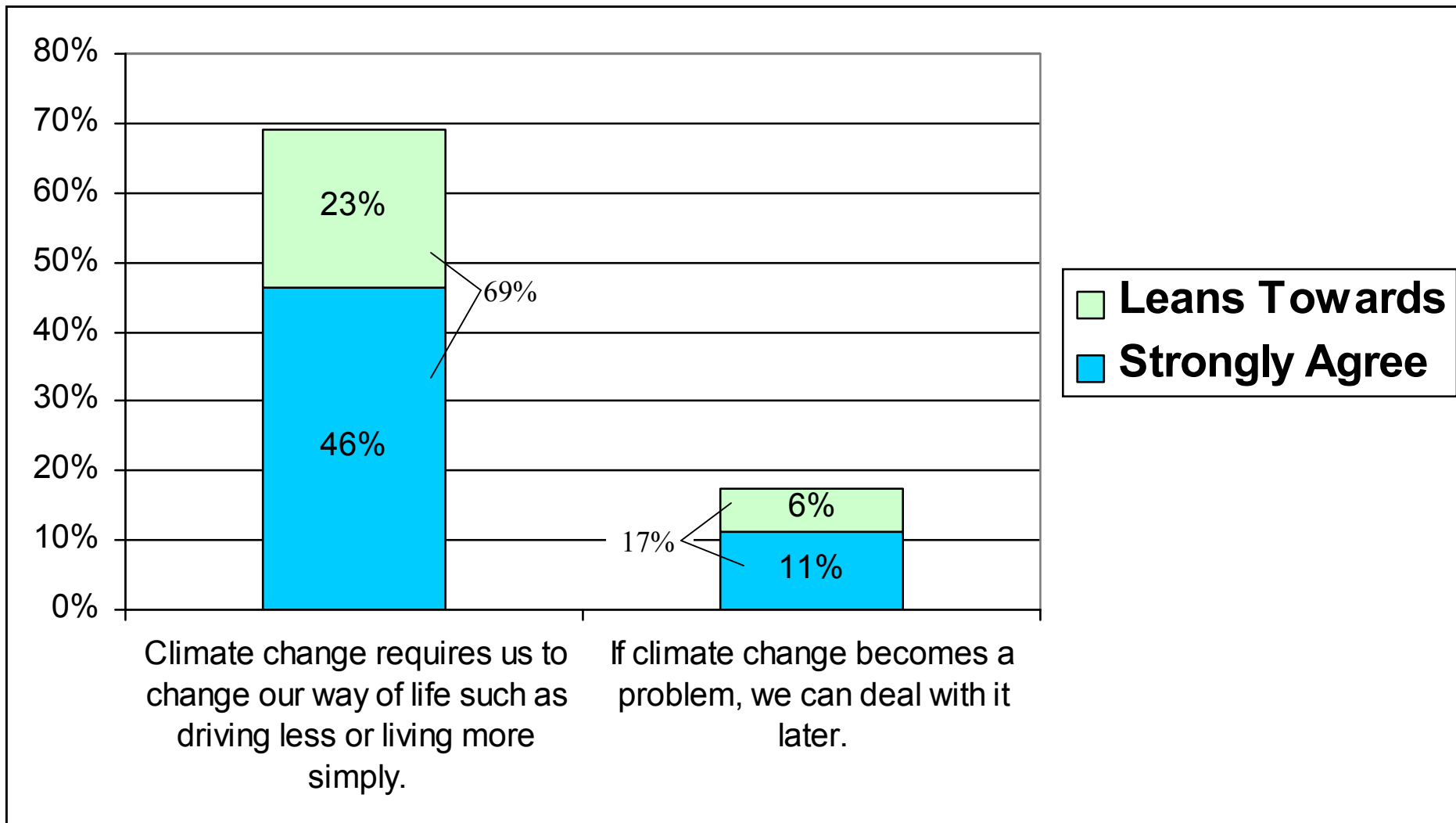
USA Today/Gallup Poll. May 24-25, 2010. N=1,049 adults nationwide. MoE ± 4.

"With which one of these statements about the environment and the economy do you most agree? Protection of the environment should be given priority, even at the risk of curbing economic growth. OR, Economic growth should be given priority, even if the environment suffers to some extent." Options rotated

	Environment	Economic growth	Equal priority (vol.)	Unsure
	%	%	%	%
5/24-25/10	50	43	4	3
3/4-7/10	38	53	4	5
3/5-8/09	42	51	5	3
3/6-9/08	49	42	5	3
3/11-14/07	55	37	4	4
3/13-16/06	52	37	6	4

Climate Change

PI Dec 2010 Q7 N=400



•Neither / Not That Simple = 12%

"Do you think the federal government should or should not regulate the release of greenhouse gases from sources like power plants, cars and factories in an effort to reduce global warming?" Half sample ABC Washington Post Poll June 3-6 2010 N=1004

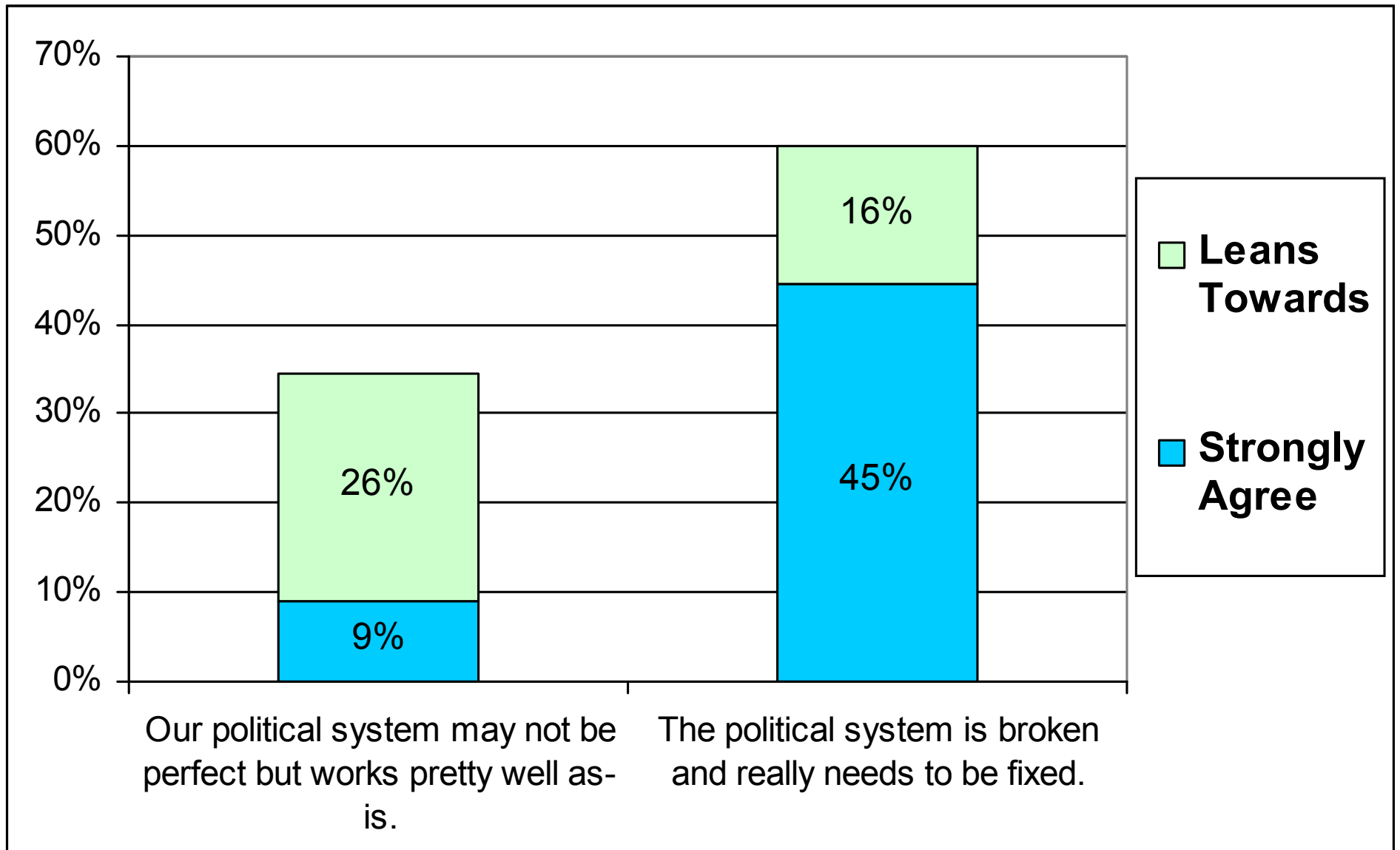
	Should	Should Not	Unsure
	%	%	%
6/3-6/10	71	26	4
Democrats	81	16	2
Republicans	55	39	5
Independents	69	27	3
12/10-13/09	65	29	6
6/18-21/09	75	22	3
4/21-24/09	75	21	4

Views on Politics:

- How well the system works?
- Two or multi party preference?
- Who's responsible, Voters or Politicians?
- Campaign Finance or Freedom of Speech

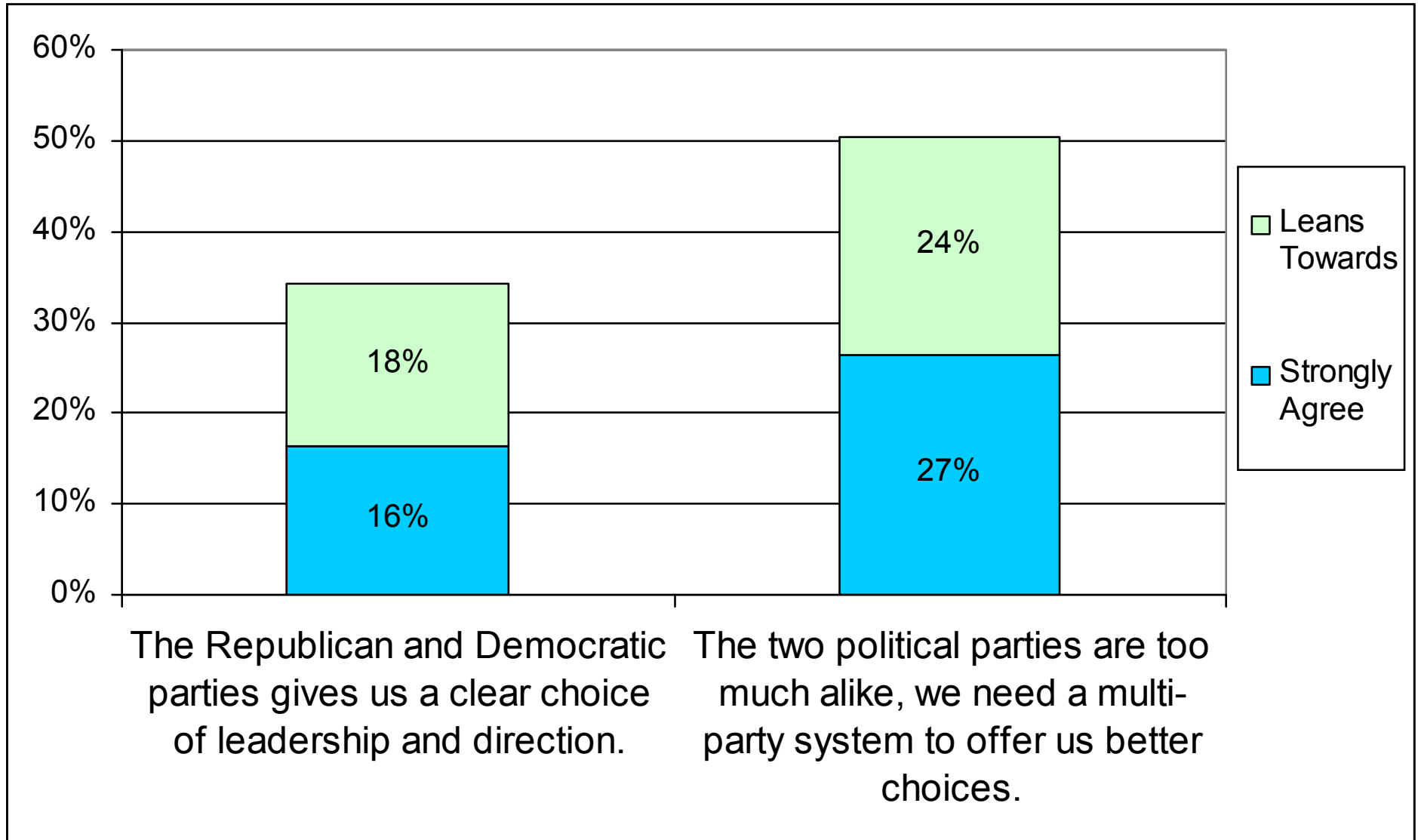
Political System

PI Dec 2010 Q11 N400



Political Parties

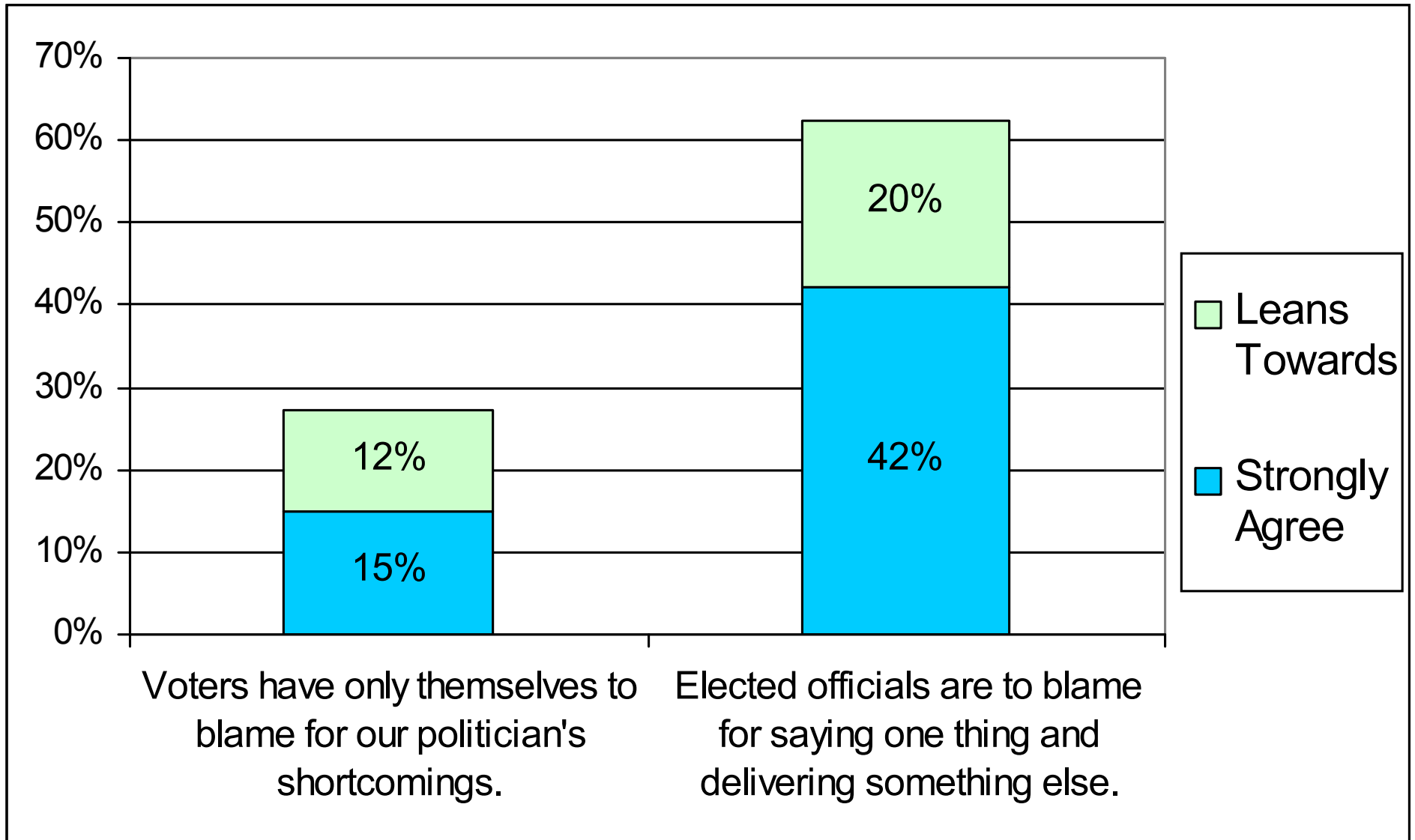
PI Dec 2010 Q12 N=400



•Neither / Not That Simple = 12%

Voters' Responsibility

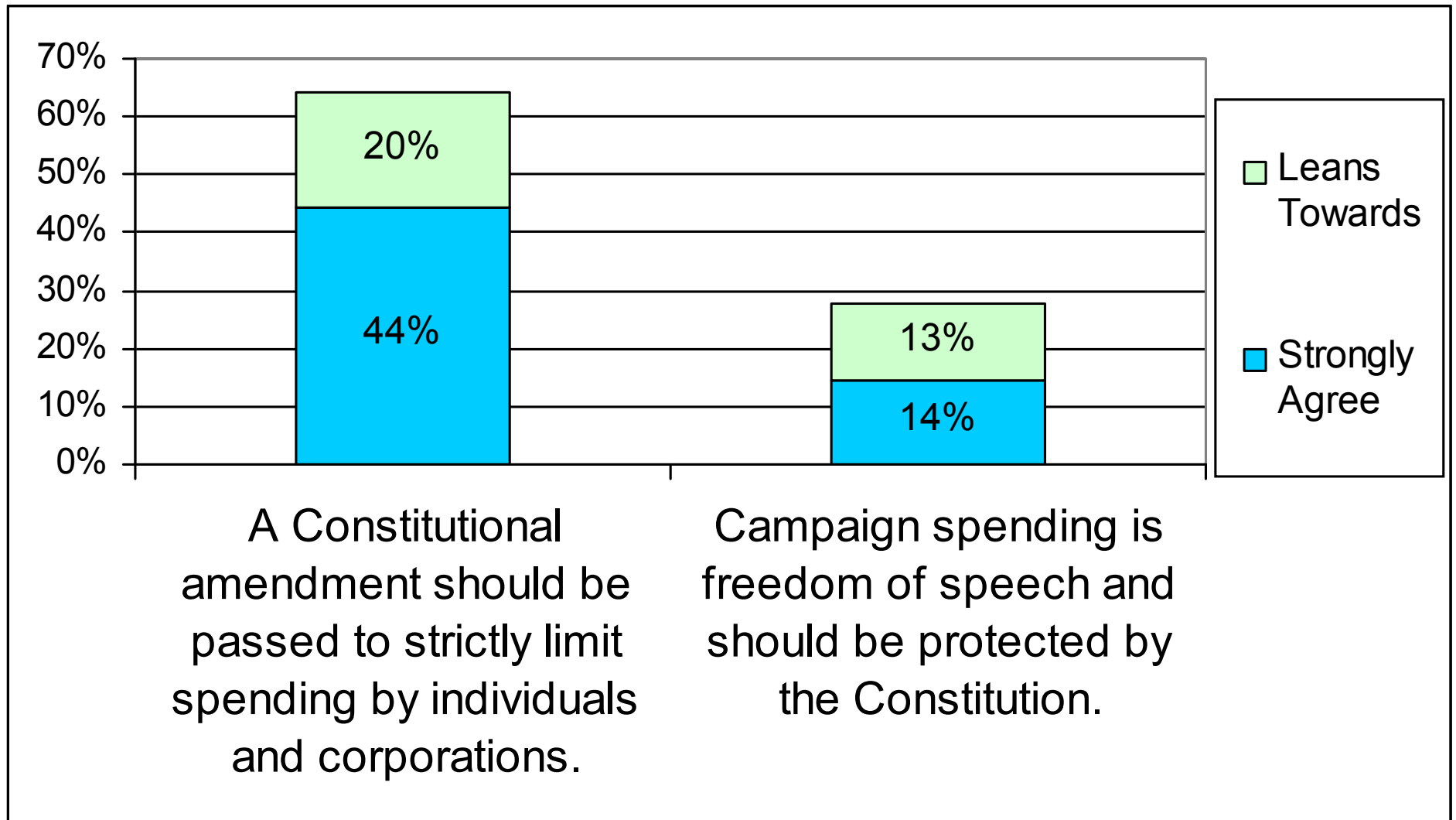
PI Dec 2010 Q13 N=400



•Neither / Not That Simple = 10%

Campaign Finance

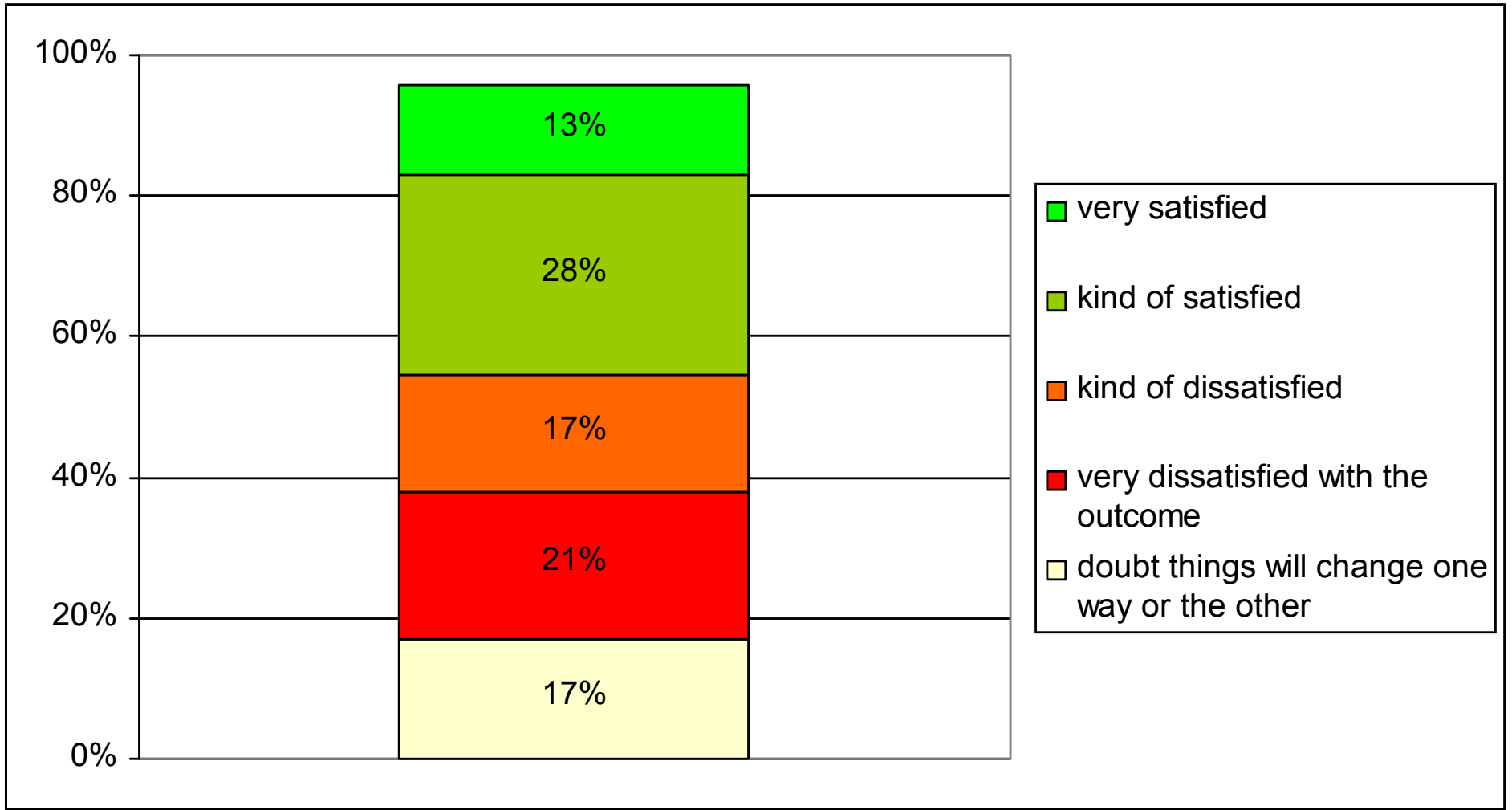
PI Dec 2010 Q14 N=400



•Neither / Not That Simple = 7%

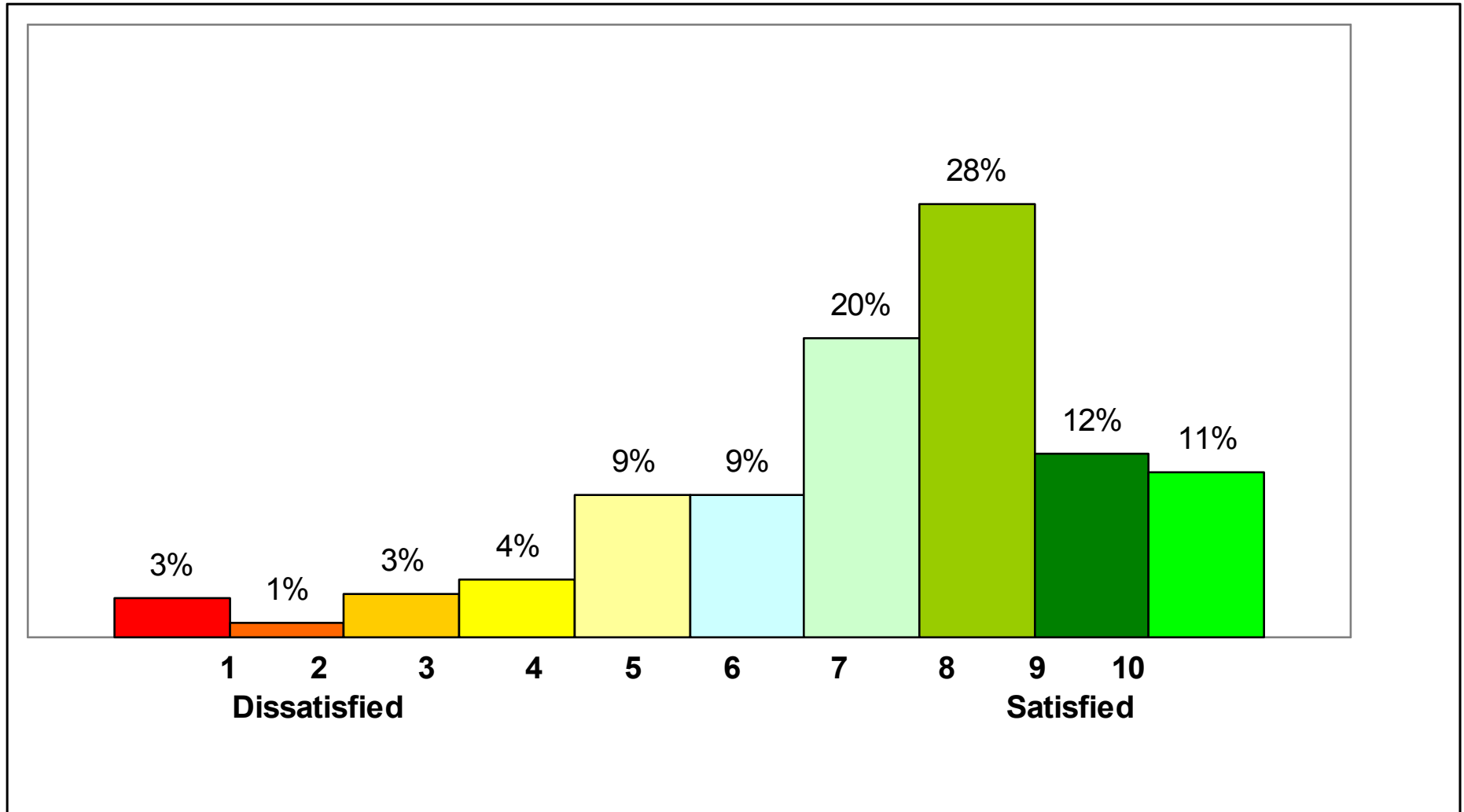
Thinking about the recent election we just had, would you say that you're...

PI Dec 2010 Q15 N=400



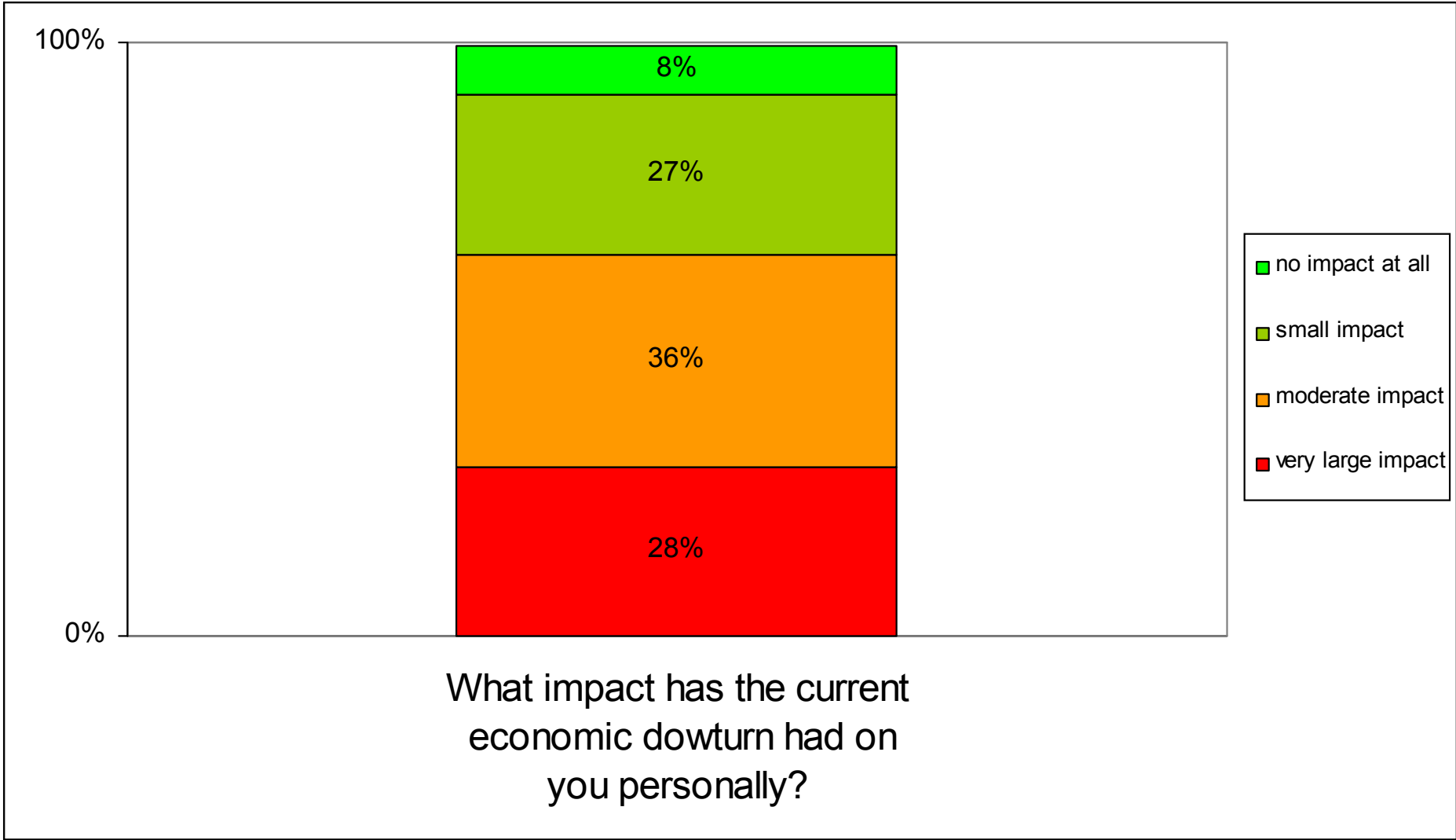
All things considered, how satisfied are you with your life as a whole these days,

PI Dec 2010 Q16 N=400



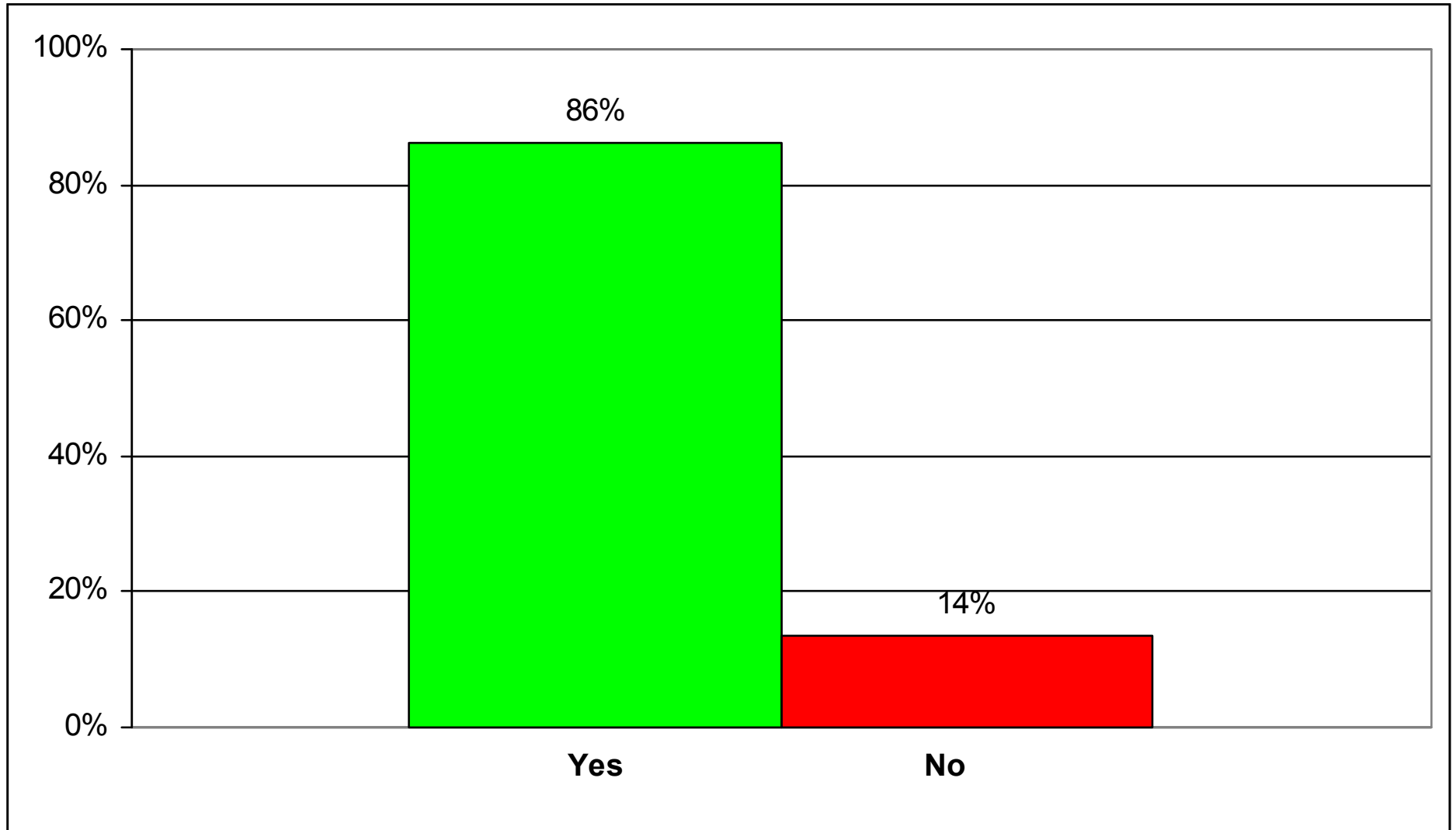
What impact has the current economic downturn had on you personally...

PI Dec 2010 Q3 N=400



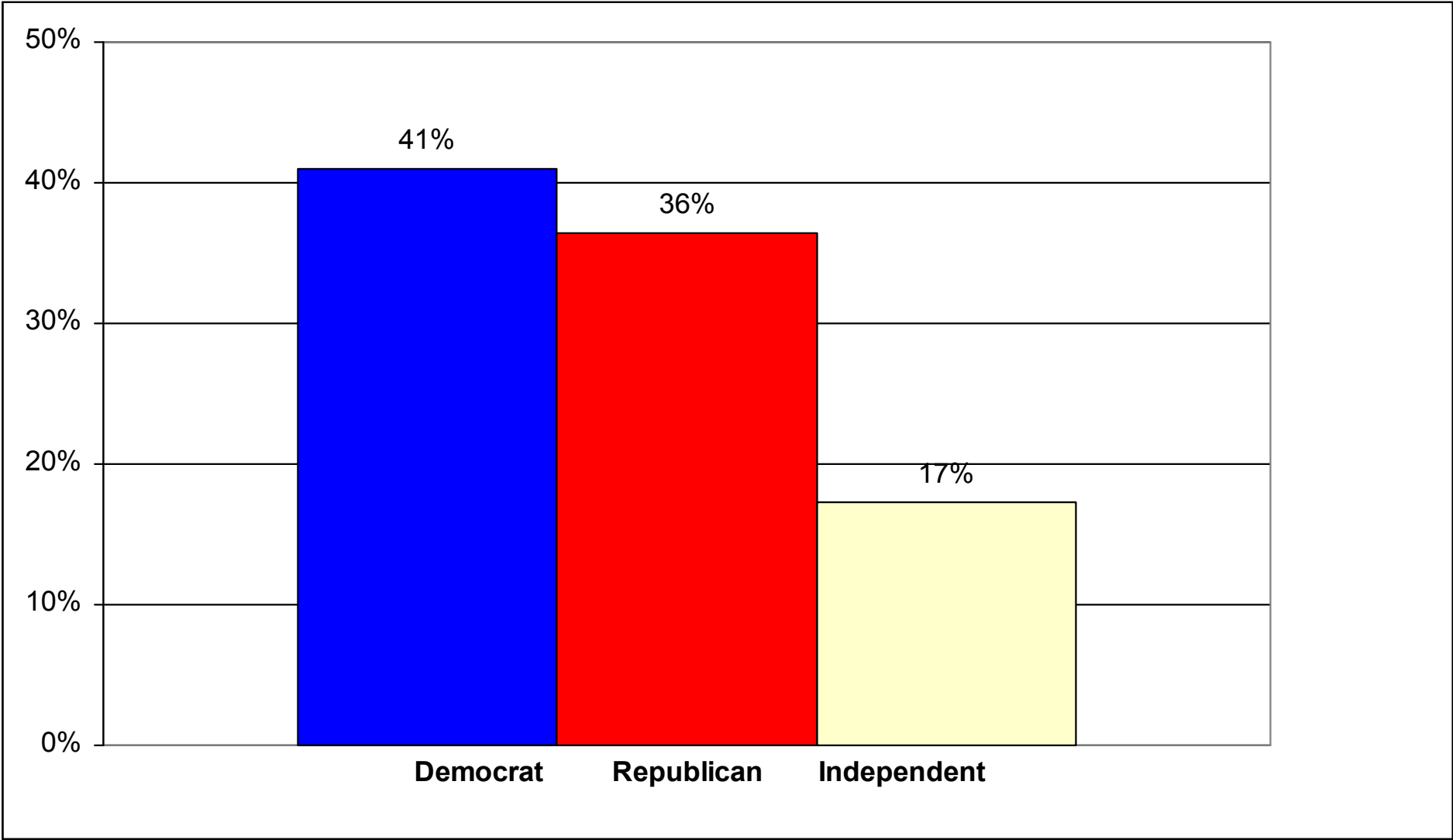
Did you vote in this most recent election?

PI Dec 2010 Q17 N=400



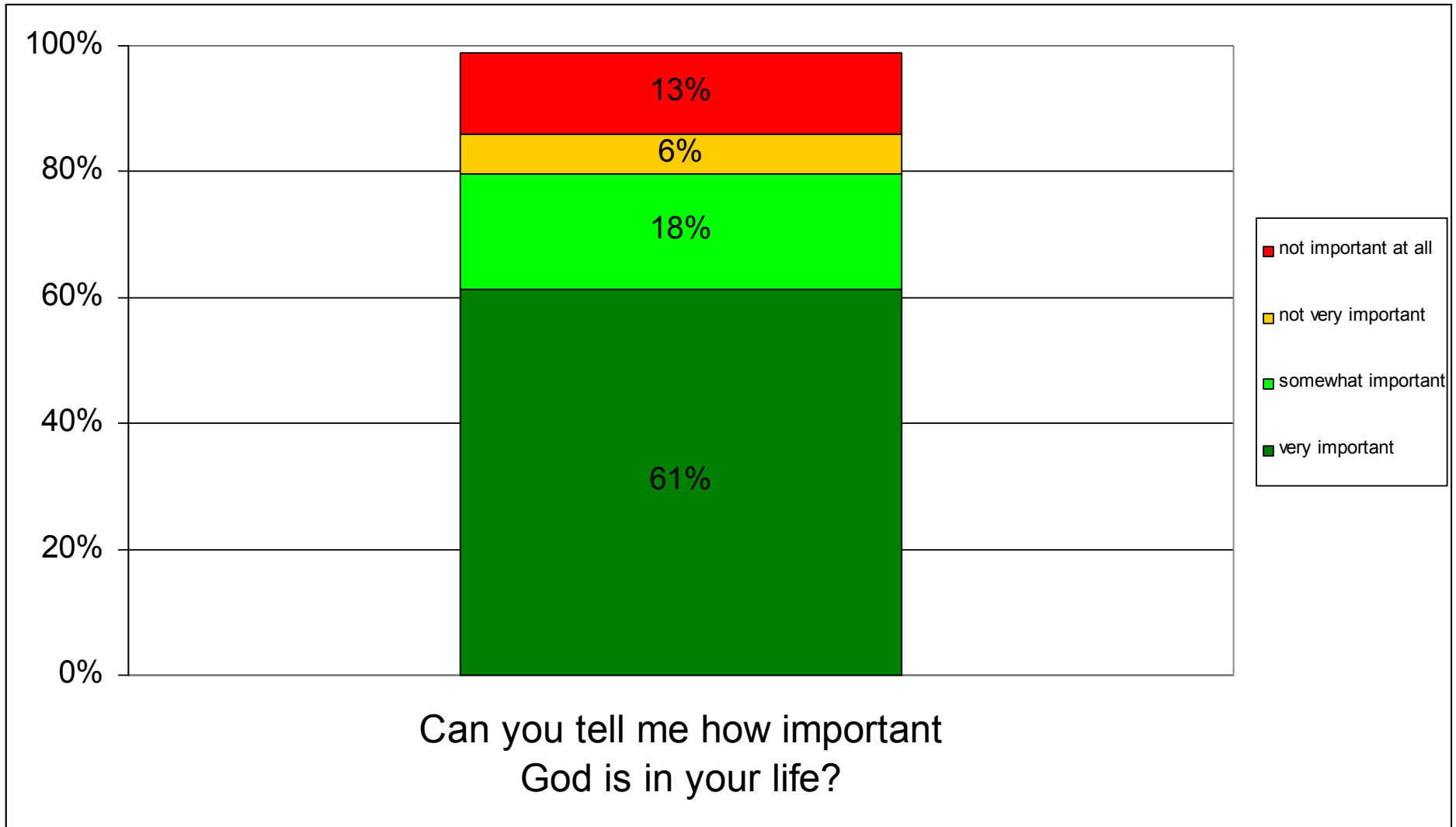
Regarding the political parties, are you registered as a...

PI Dec 2010 Q18 N=346



Can you tell me how important God is in your life?

PI Dec 2010 Q19 N=400



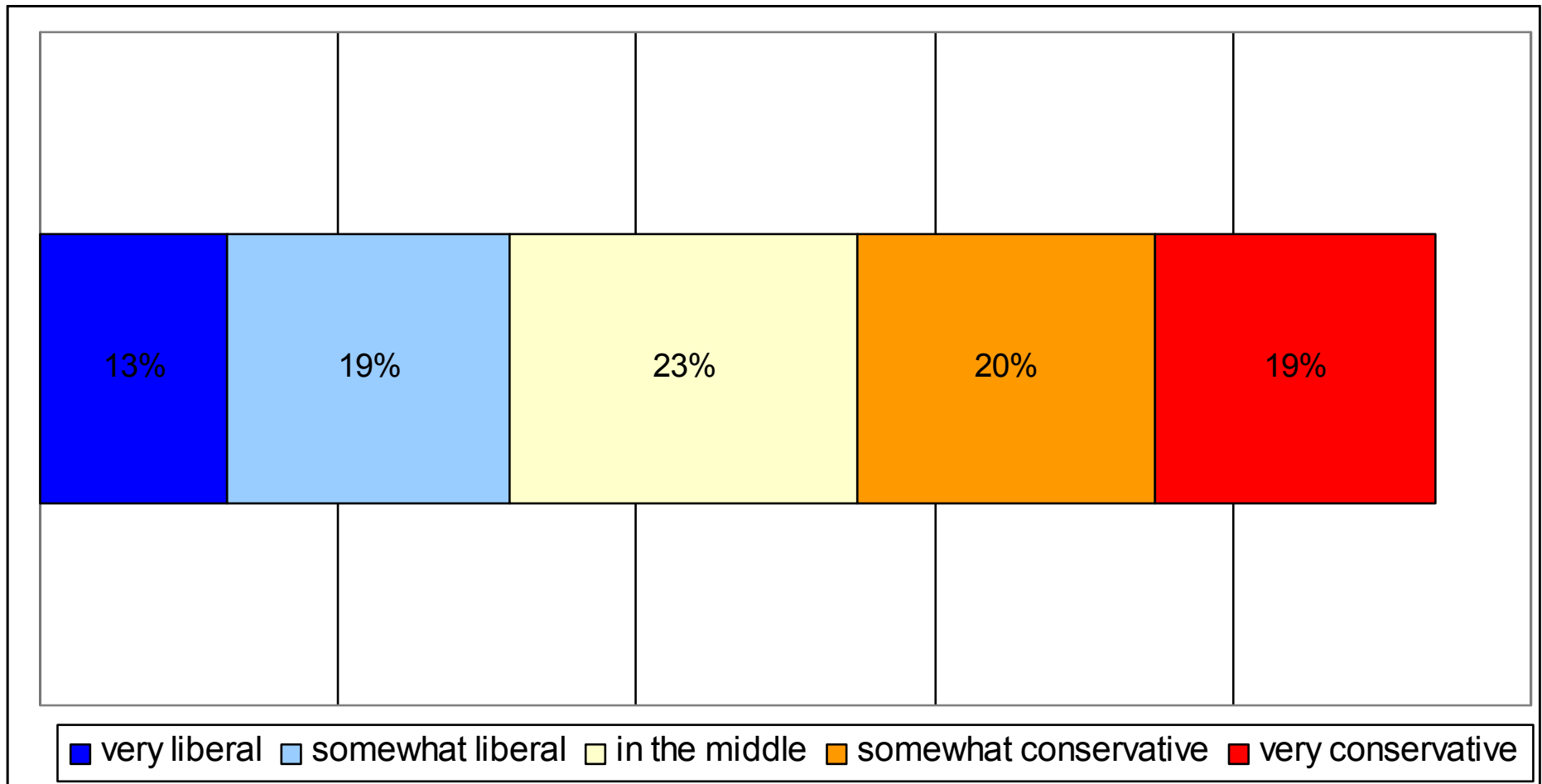
What faith or denomination do you most identify with?

PI Dec 2010 Q20 N=323

Christian	17%
Protestant	9%
Evangelical	2%
Catholic	10%
Baptist	7%
Methodist	4%
Seventh Day Adventist	1%
Pentecostal	1%
Jewish	0%
Latter-Day Saints (LDS)	1%
Or some other faith	24%
Nature [include "great outdoors, "the forest" etc.]	1%
Refused/Declined	6%

We hear people use the terms liberal and conservative a lot these days. Where would you put yourself on this list:

PI Dec 2010 Q21 N=400

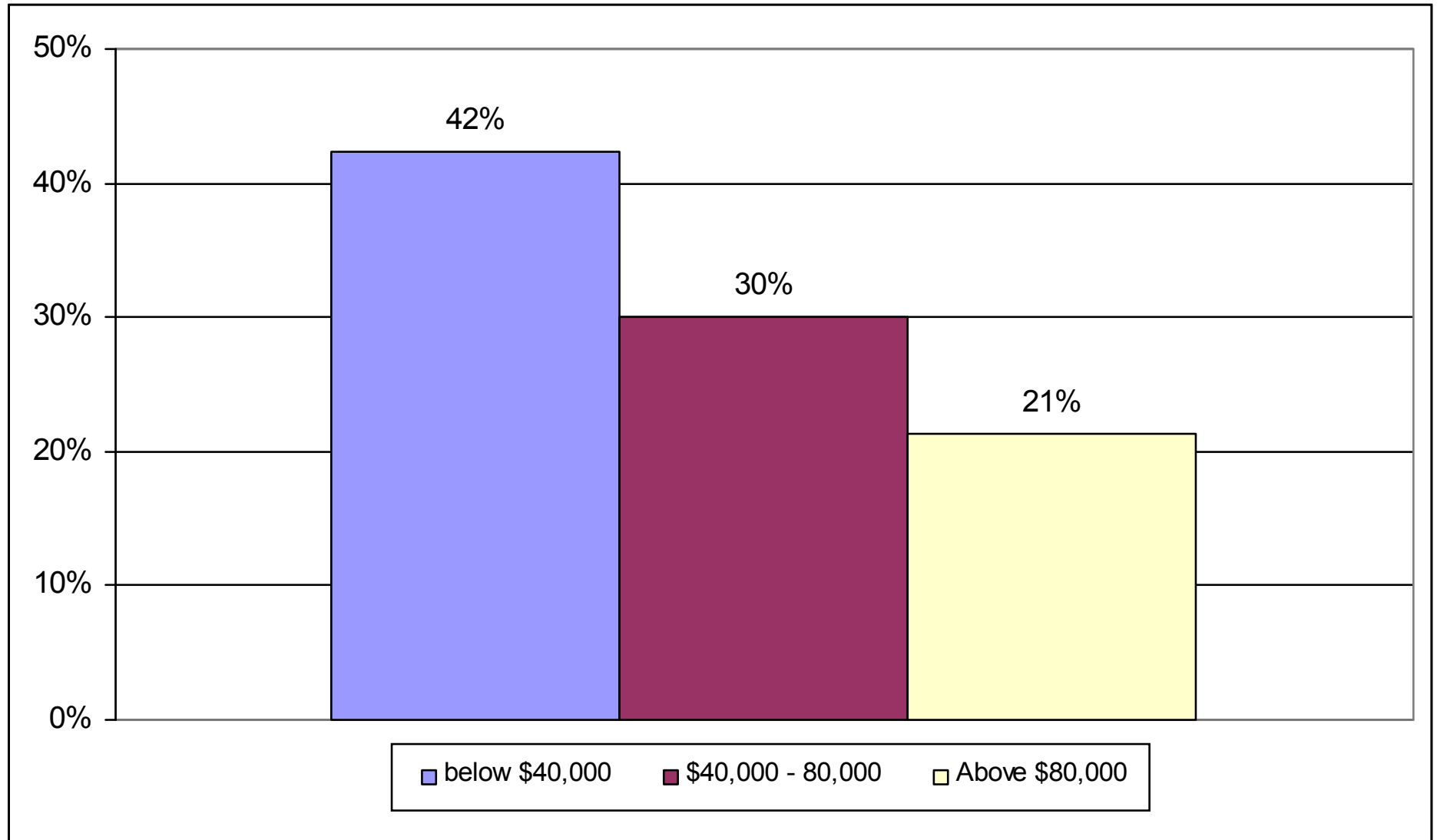


Meaningless Terms = 8%

Don't Know / No Answer 3%

Thinking of all sources, was your household income in 2009?

PI Dec 2010 Q22 N=400



Don't Know / No Answer 7%

PI 2010 Survey 7

Oregon Sample

CROSS TABS

Note: Small numerical sector size generally disallows statistical reliability – results shown should be used for discussion purposes only.

Our country would be better off if we all
consumed less.

CROSS TAB WITH

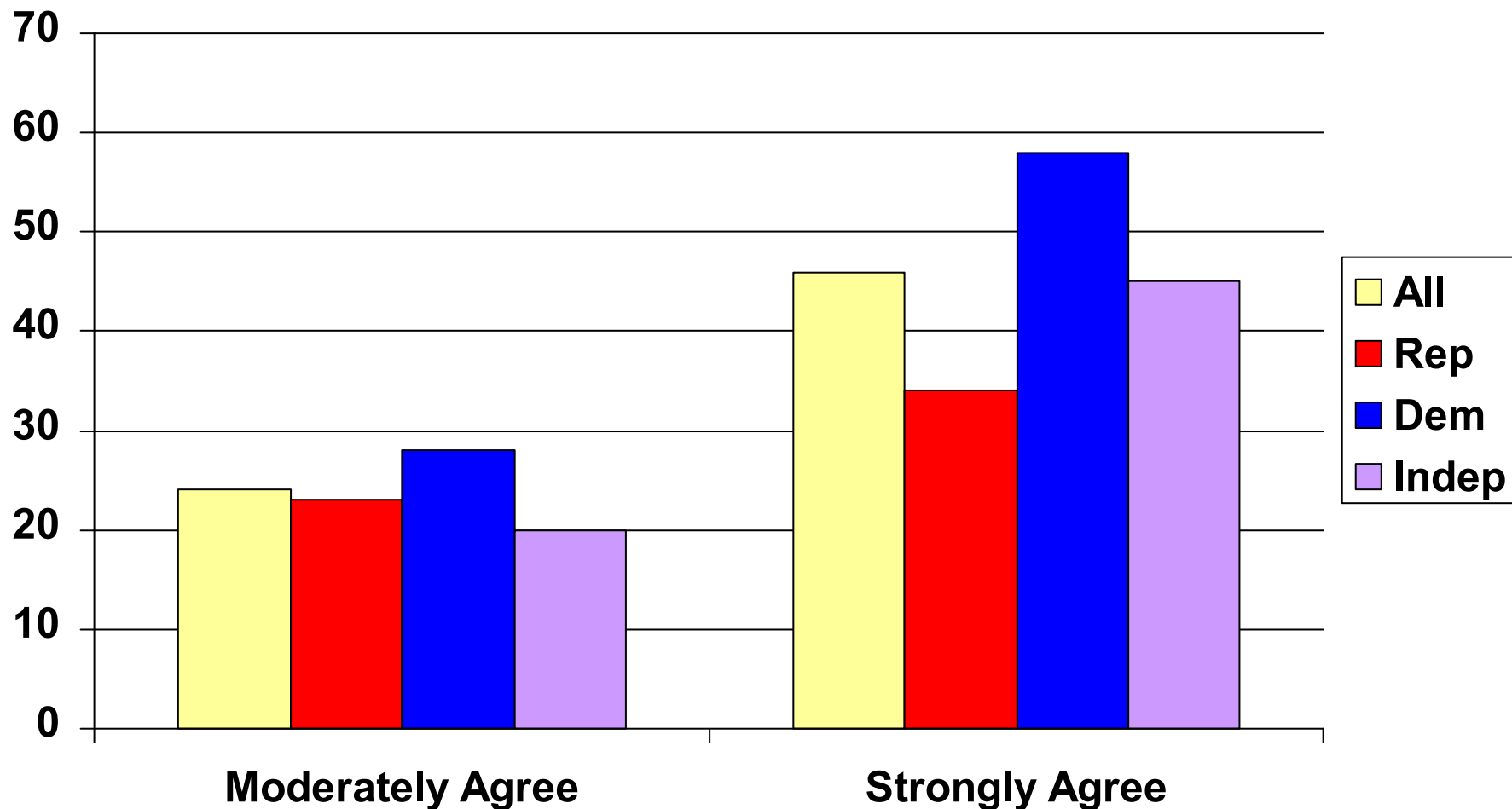
- Political Party Identity
- Importance of God
- Political Ideology
- Income
- Economic Downturn Impact

Our country would be better off if we all consumed less

PI 2010 5A

BY Political Party Identity

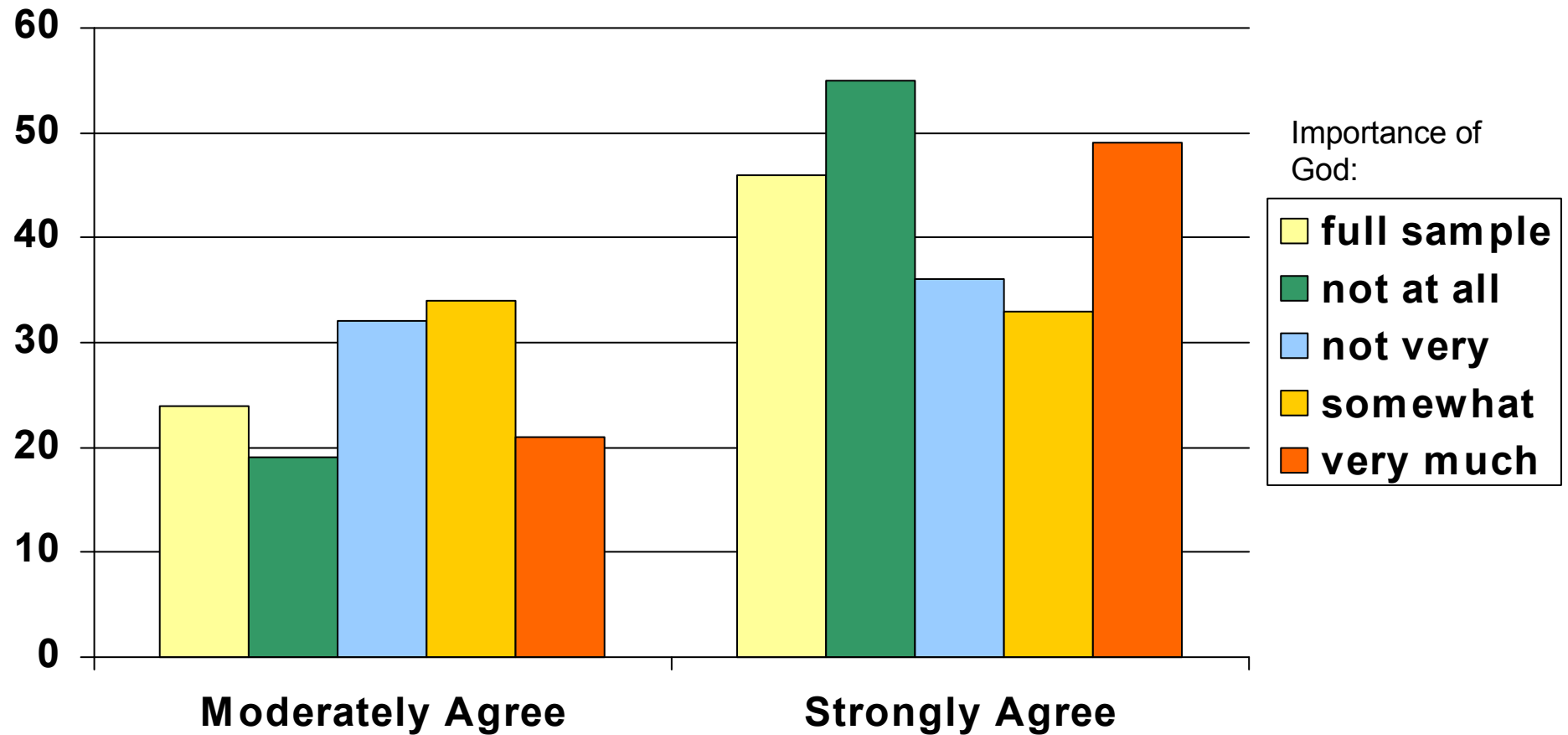
PI 2010 q19



Our country would be better off if we all consumed less

BY Importance of God

Q.19 “Can you tell me how important God is in your life: very important, somewhat important, not very important, or not important at all?”



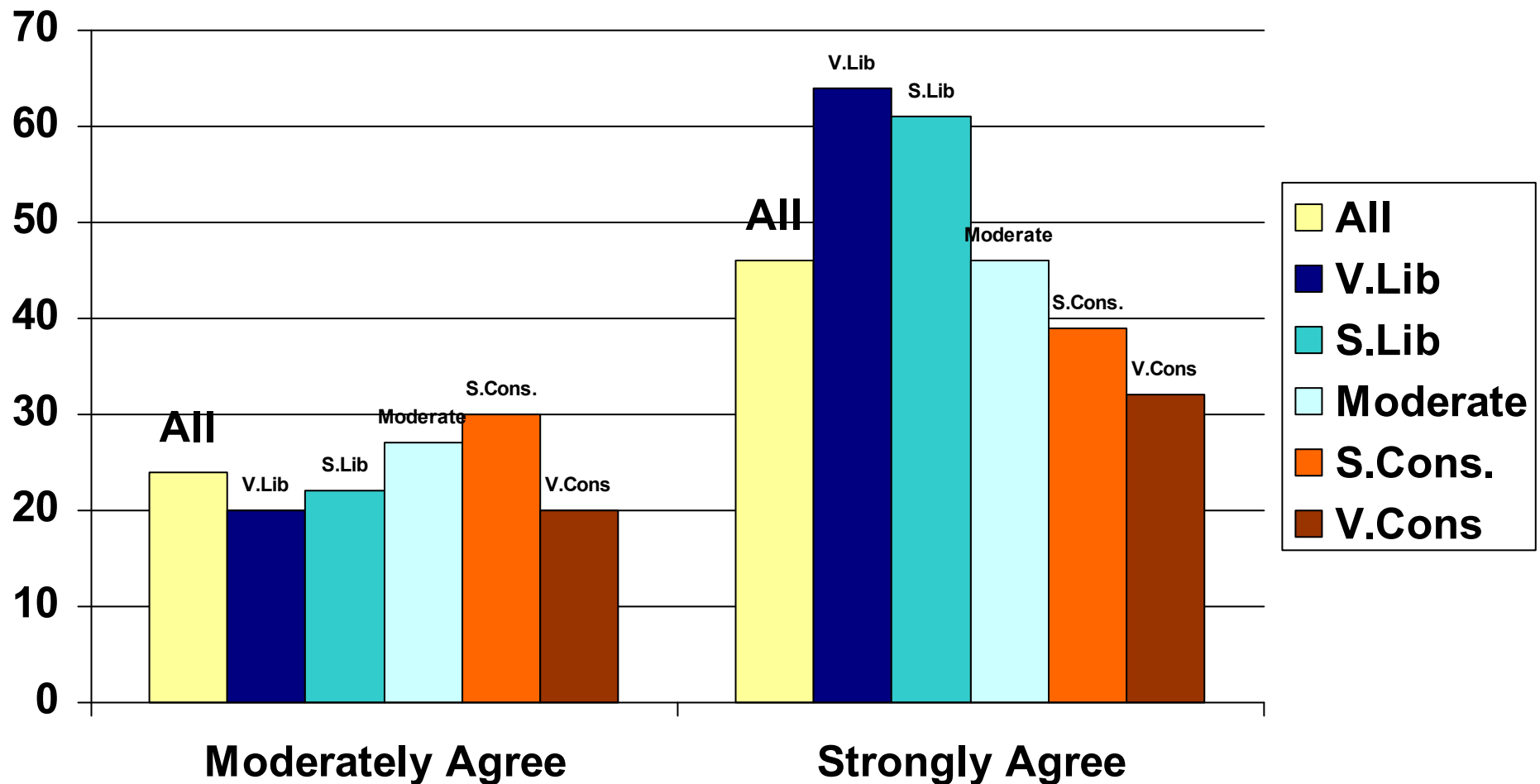
Our country would be better off if we all consumed less

Our country would be better off if we all consumed less

PI 2010 q5A

BY Political Ideology

PI 2010 q21

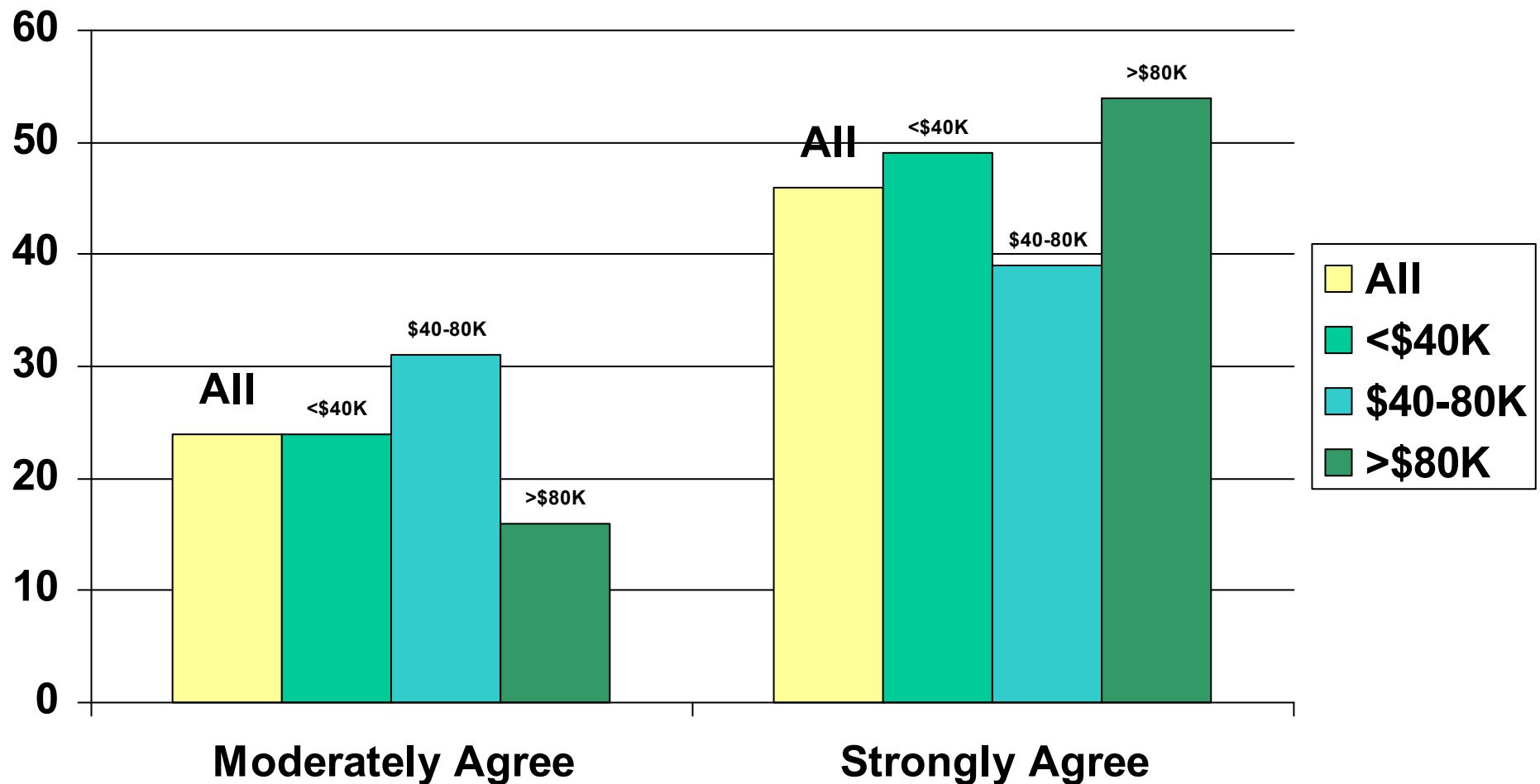


Our country would be better off if we all consumed less

PI 2010 q5A

BY Income

PI 2010 q22

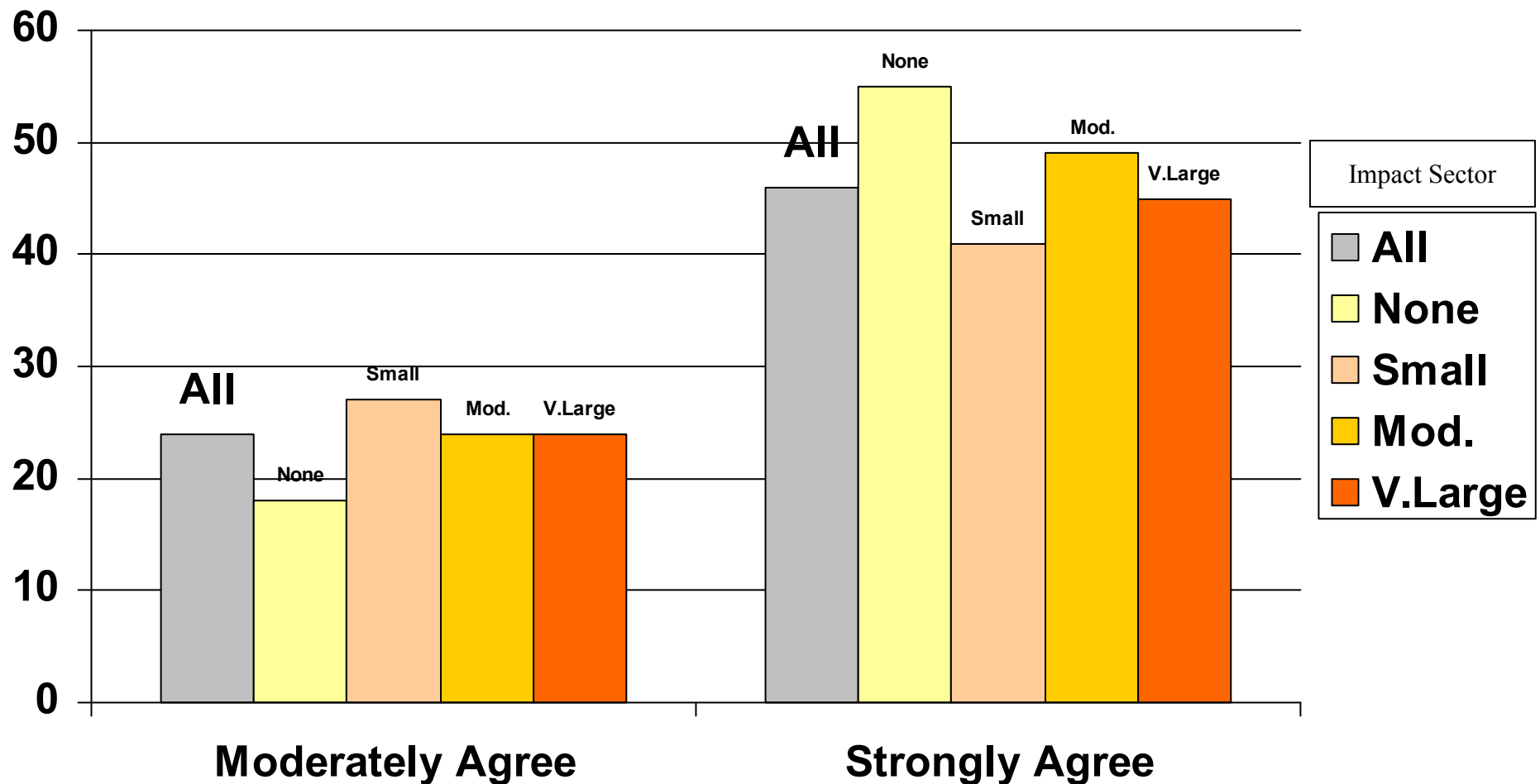


Our country would be better off if we all consumed less

PI 2010 q5A

BY Impact Economic Downturn

PI 2010 q3



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

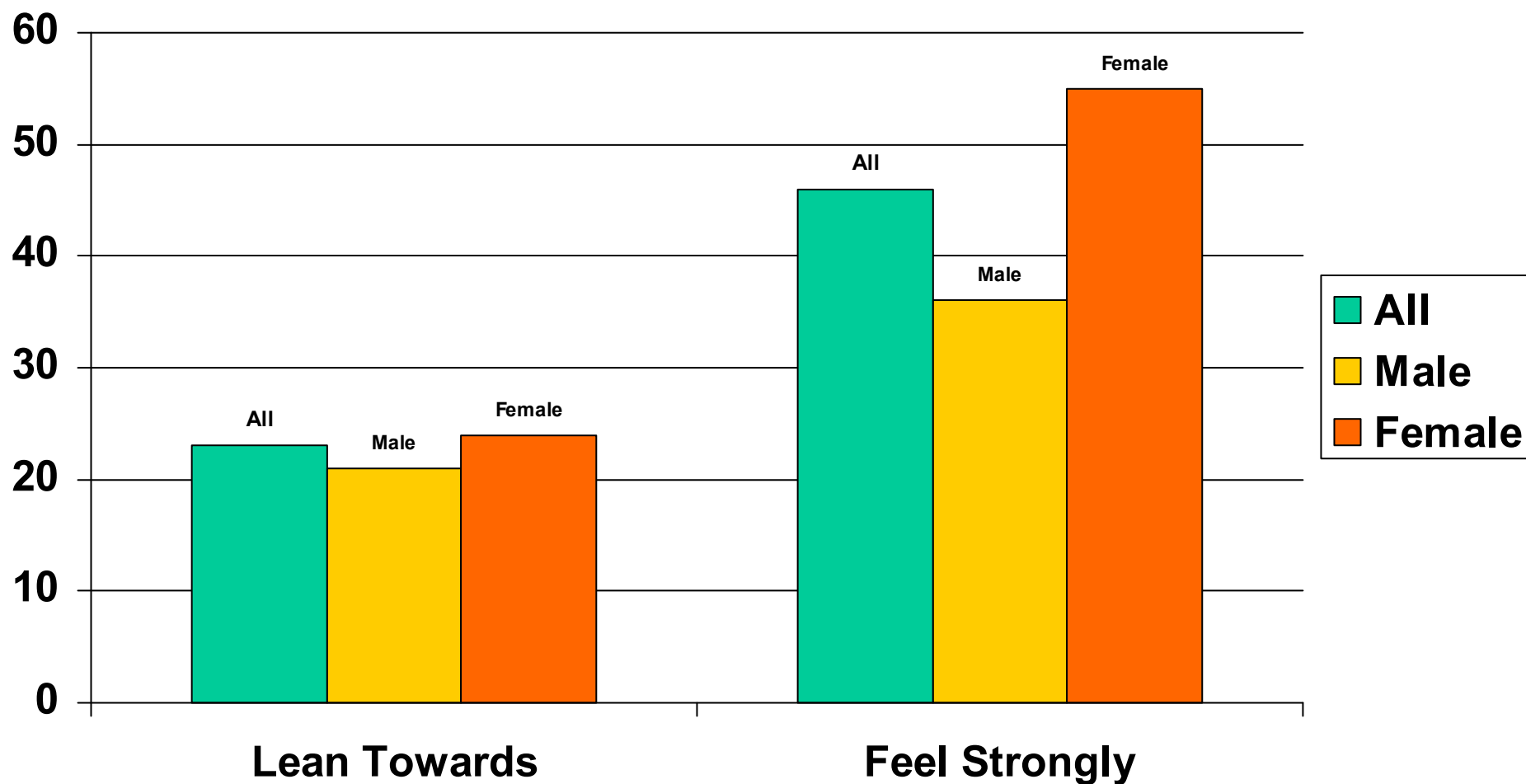
Cross-tab with:

- Political Party
- Political Ideology
- Importance of God
- Gender
- Age
- Trust Science & Technology

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

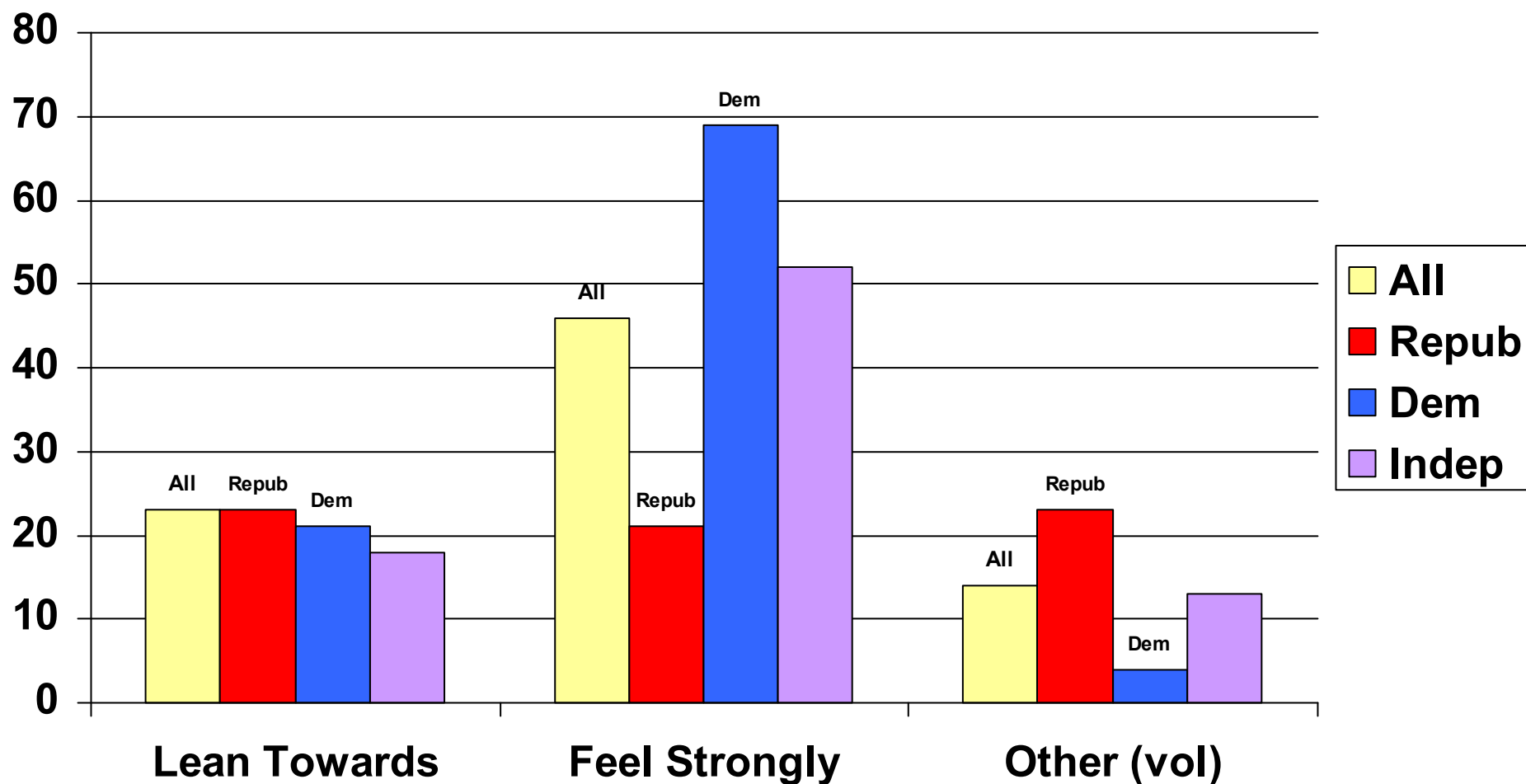
PI 2010 q7A

BY Gender PI 2010 q23



Climate change requires us to change our way of life
such as driving less or living more simply. PI 2010 q7A

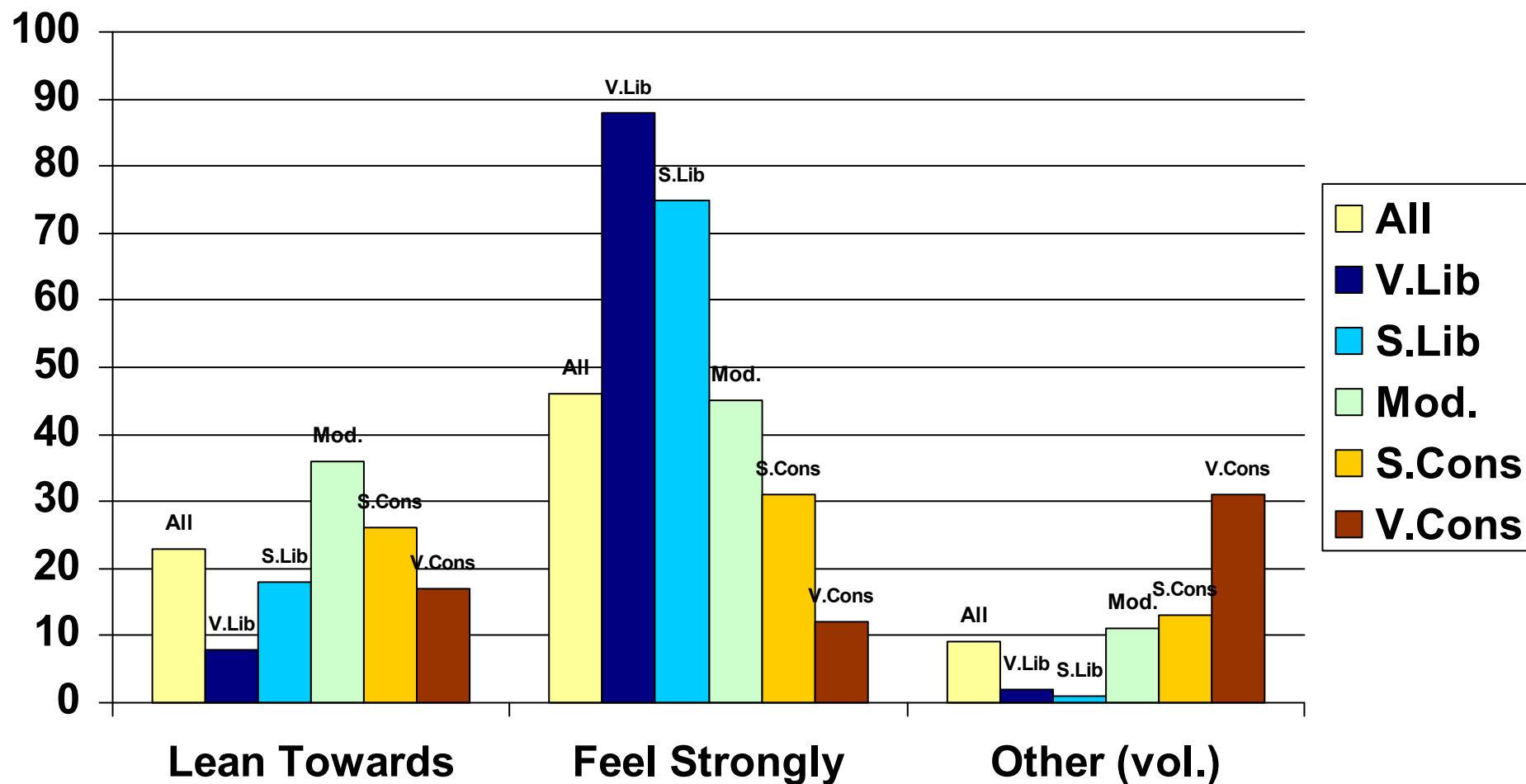
BY Political Party PI 2010 q18



Climate change requires us to change our way of life

such as driving less or living more simply. PI 2010 q7A

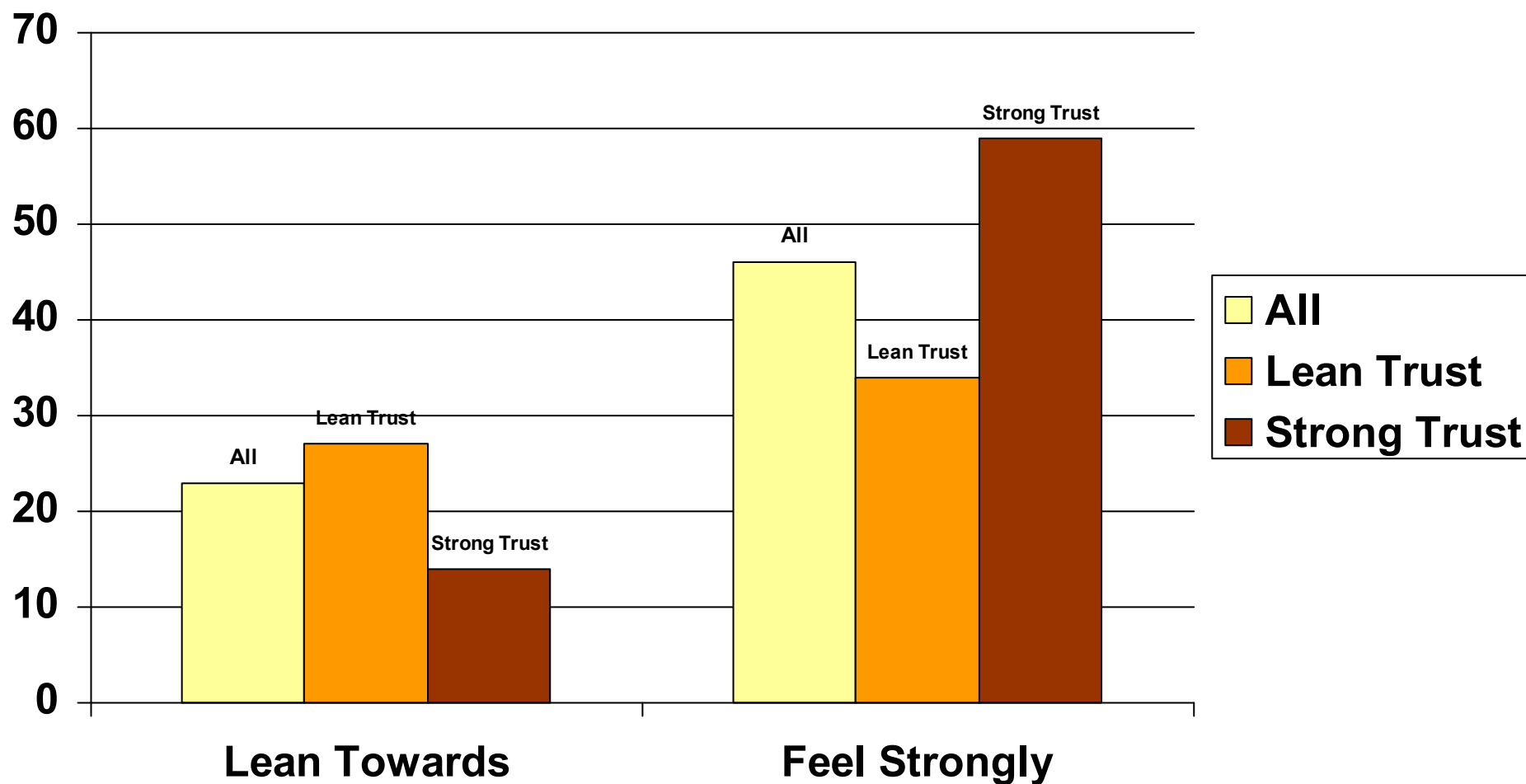
BY Political Ideology PI 2010 q21



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

PI 2010 q7A

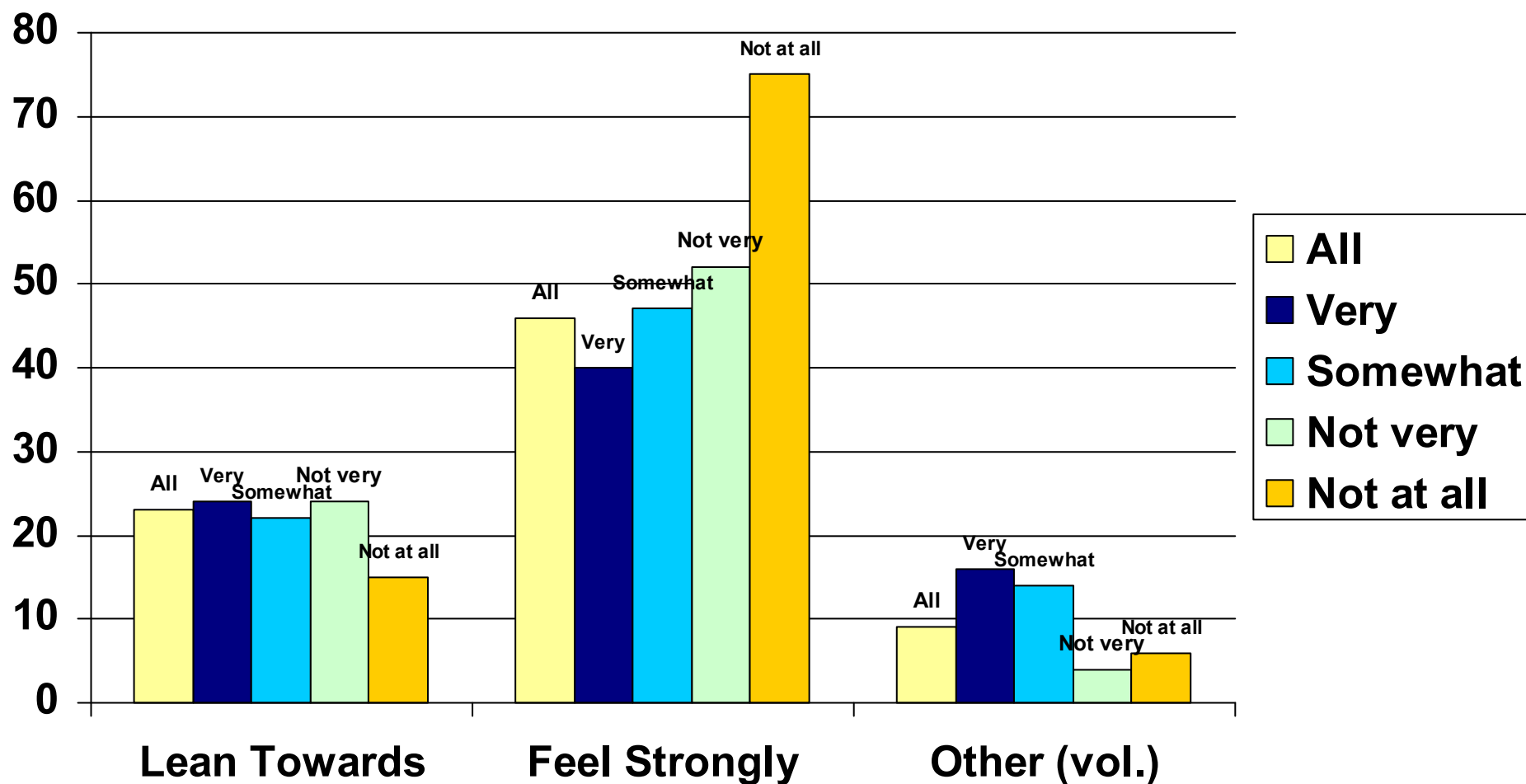
BY Confidence in Science & Technology PI 2010 q9



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

PI 2010 q7A

BY Importance of God PI 2010 q19

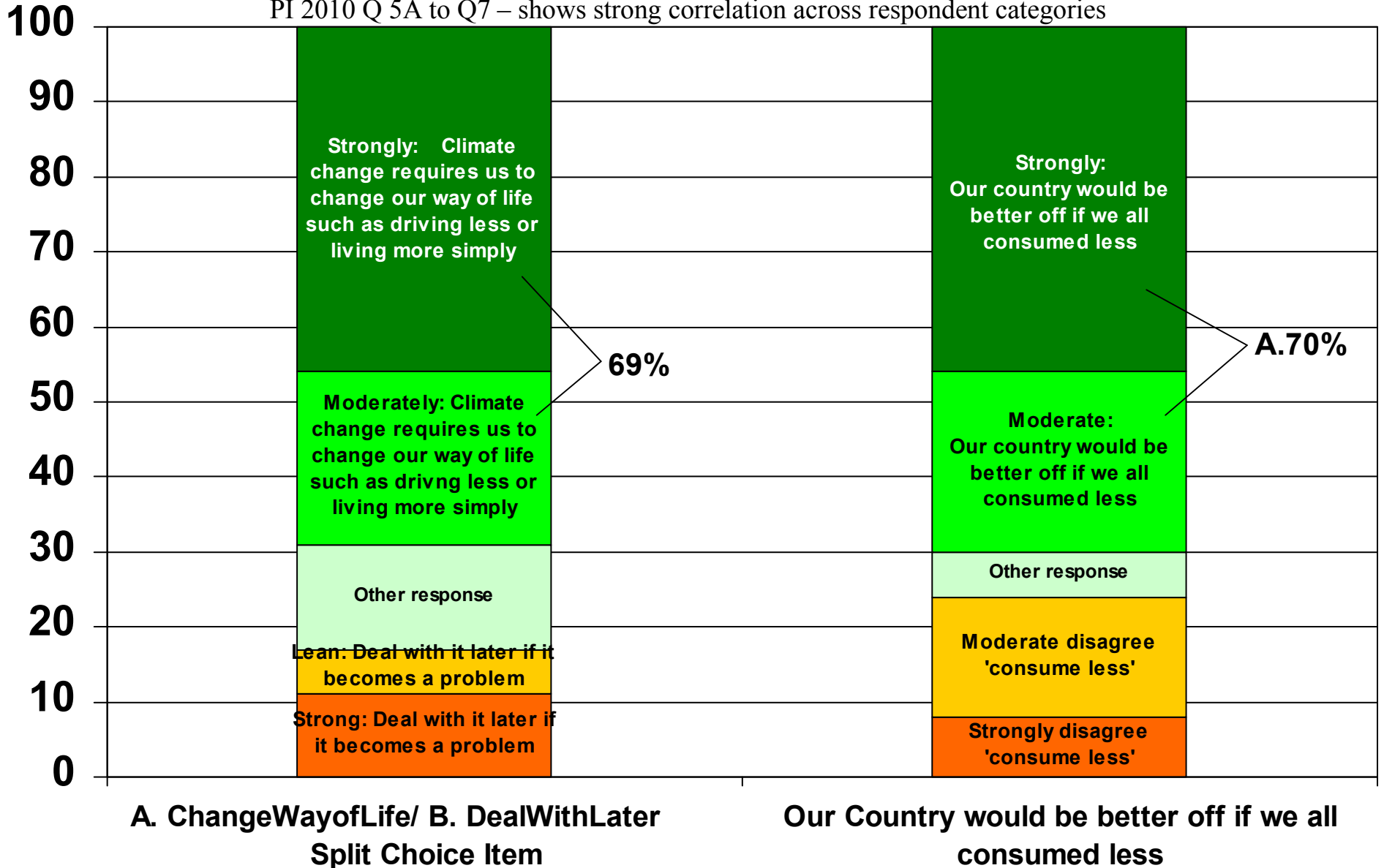


Comparing 2008 to 2010 Results the differential power of ‘climate concern’ and ‘consumption concern’

- Climate Change to Consumption generally
- Ideological swing between Climate & Consumption issues

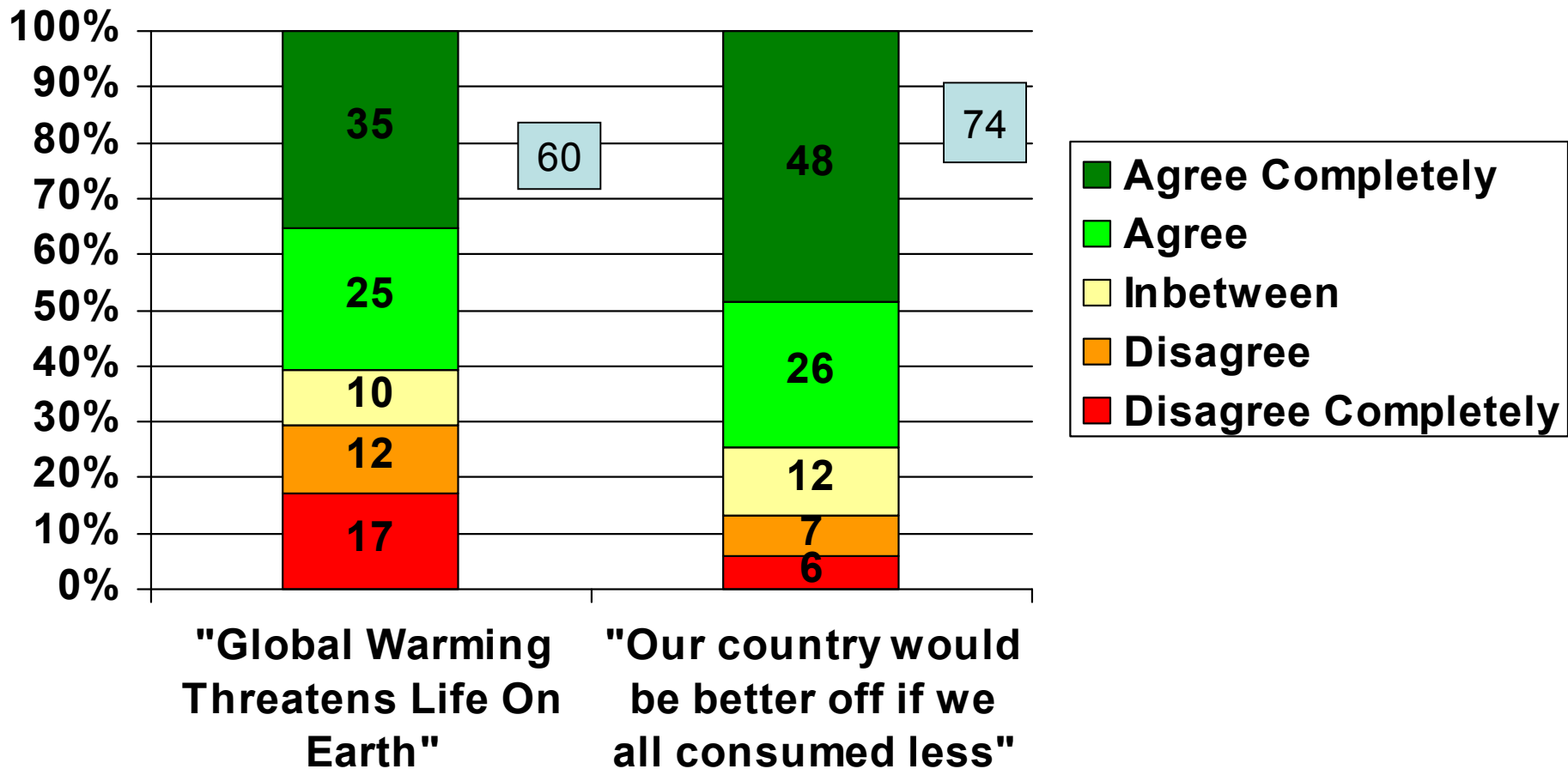
Compare: Consume Less to Climate Concern

PI 2010 Q 5A to Q7 – shows strong correlation across respondent categories



Compare: 'Global Warming Threatens Life On Earth' - 'Country Better Off If We Consume Less'

(Compare V1A & V4A) (PI Nov. 2008 n=400)

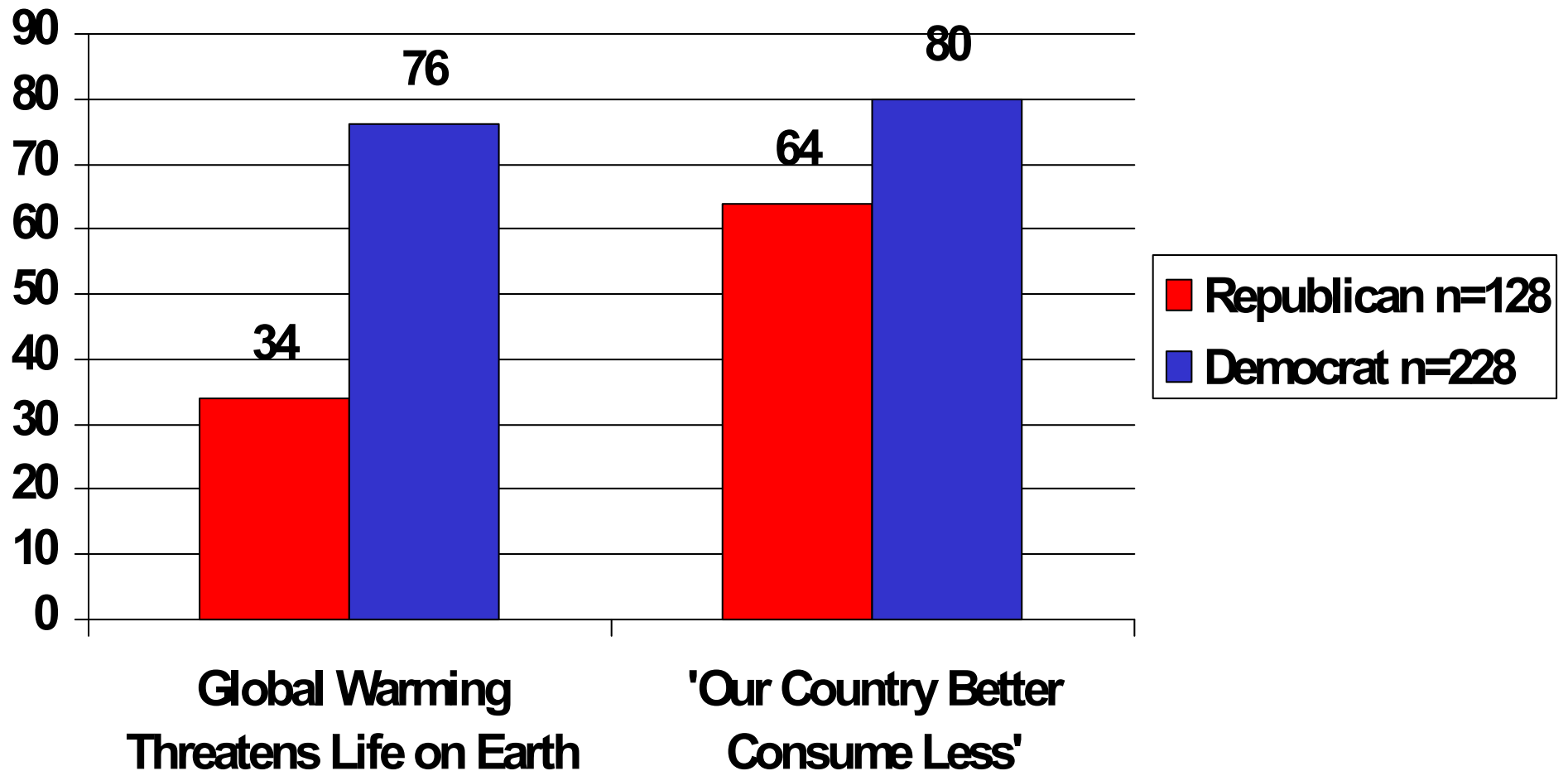


Comparative: Climate/Consumption

2008 Political Party Ideology Comparison

Compare - Global Warming : Consume less

PI November 2008 n=400 V4A/V1A (% Combined Agreement of Sector)



Notable changes 2008-2010:

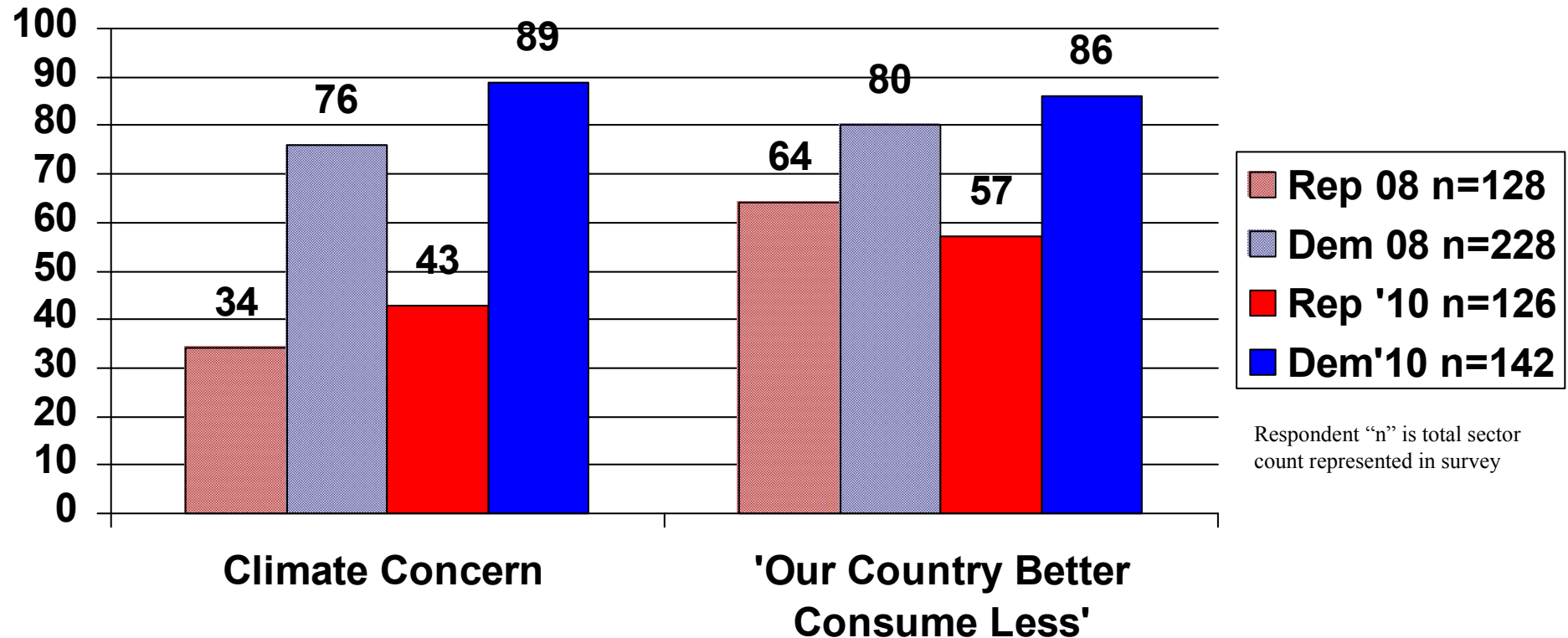
- ‘Climate concern’ shows increase across both Republican & Democrat sectors
- Previously noted strength of ‘consume-less’ over ‘climate concern’ weakens
- ‘Consume-less’ item retains overall cross-party agreement higher than ‘climate concern
- Dems. Show 4% decline in consume-less response

2008/2010 Political Party Ideology Comparison

Compare – Climate Concern : Consume less

PI Nov-Dec 2008 n=400 V4A/V1A (% Combined Agreement of Sector)

PI Nov-Dec 2010 n=400 Q71/Q18 (% Combined Agreement of Sector)



NOTE Climate Concern uses two different question forms: 2008 “Global warming threatens life on earth” 2010: “Climate change requires us to change our way of life such as driving less or living more simply.”

Religious Belief Comparison 2008 & 2010

Climate Change : Consume Less

- Climate concern shows 20% increase
- Consume-less shows 12% decrease
- Result conclusions tempered by change in question & methodology design.
 - Climate item is action specific “..driving less and living more simply”
 - Consume-less item showed strong order influence.

Religion_{D3C} & Spirituality_{q19}

Compare Climate Concern_{4A/q7} / Consume less_{1A/5A}

PI Nov-December 2008 n=400 V4A/V1A (expressed as % Agreement of Sector)

PI Nov-Dec 2010 n=400 q7/q19 (expressed as % Agreement of Sector)

