

# WE'RE NOT THAT FAR APART: Transformational Ideas From The Oregon Values & Beliefs Project

## 2014 Public Interest Environmental Law Conference

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# EXPLORING OREGON VALUES 2013

(DHM PRIORS 1992, 2002)

## Three surveys; spaced 2 weeks apart; 198 questions

- Multiple Data Modes, Landline, Cell & Internet
- S1: 3,971 respondents (1.6% MOE @ 95% confidence)
- S2: 1,958 respondents (2.2% MOE @ 95% confidence)
- S3: 1,865 respondents (2.3% MOE @ 95% confidence)
- Oversampling for Geographic Representativeness
- Statistical weighting for age, gender & income
- Quality control: best practices for survey error & bias

# Disclaimer

The opinions presented here are solely of the presenters and not those of the project sponsors.

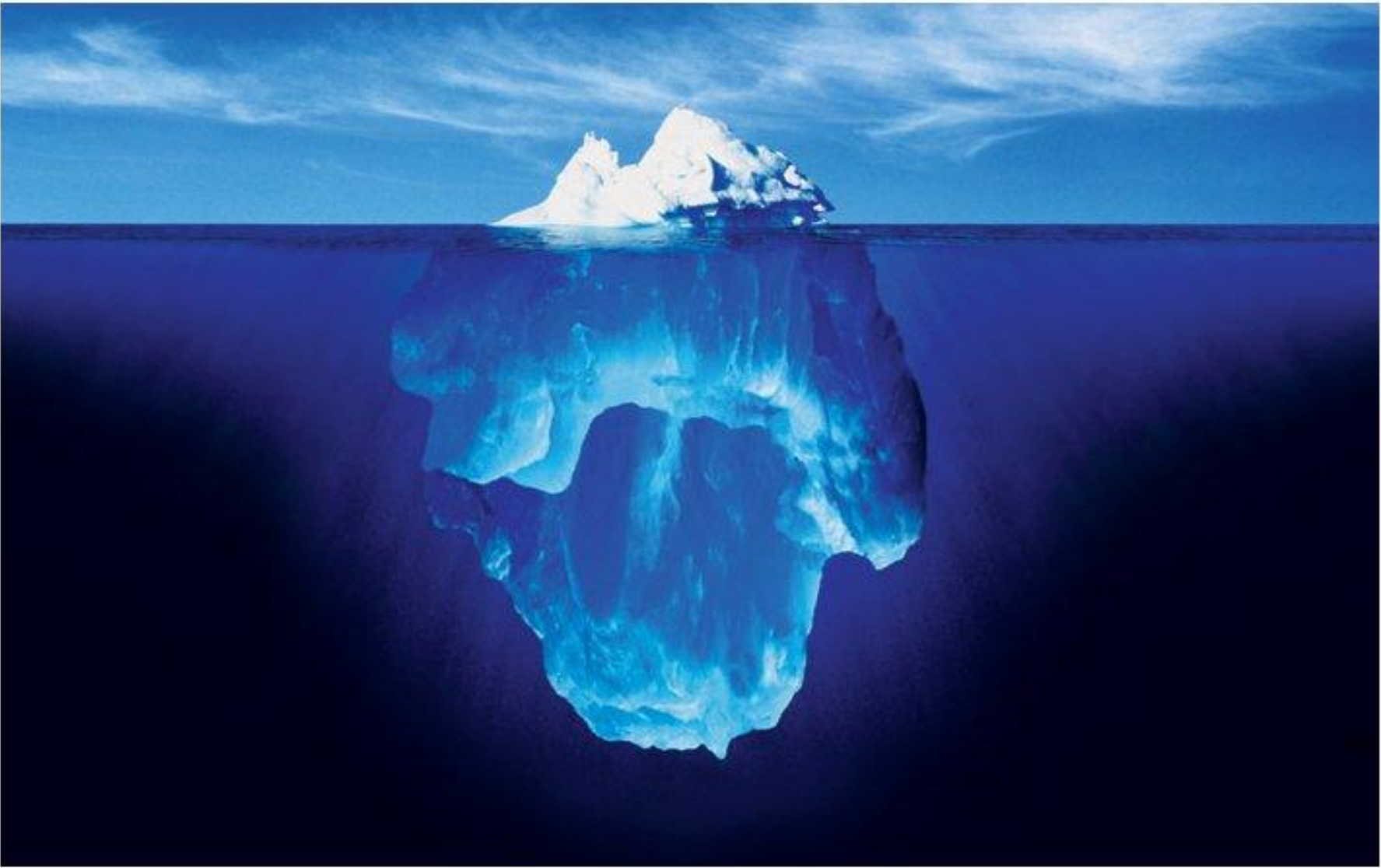


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## Variety of question styles used:

- Strength of Agreement matrix
- Probability/Desirability
- Open ended response
- Forced Choice Question Style

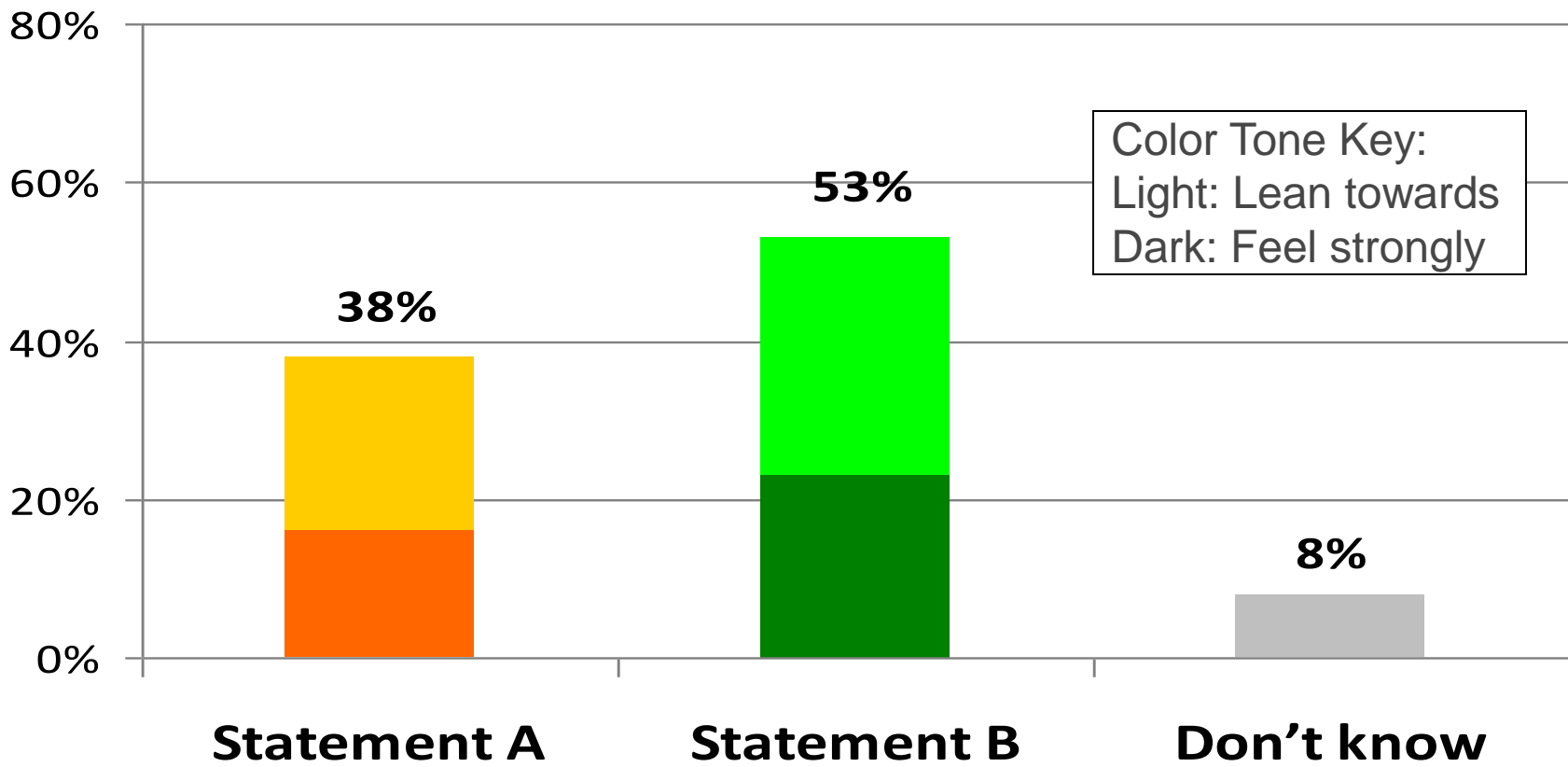
### Three examples of Forced Choice

Which statement do you agree with more even if neither represents your view exactly?  
(Ordering randomized & A/B rotates)

# 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 priority even at the risk of slowing economic growth

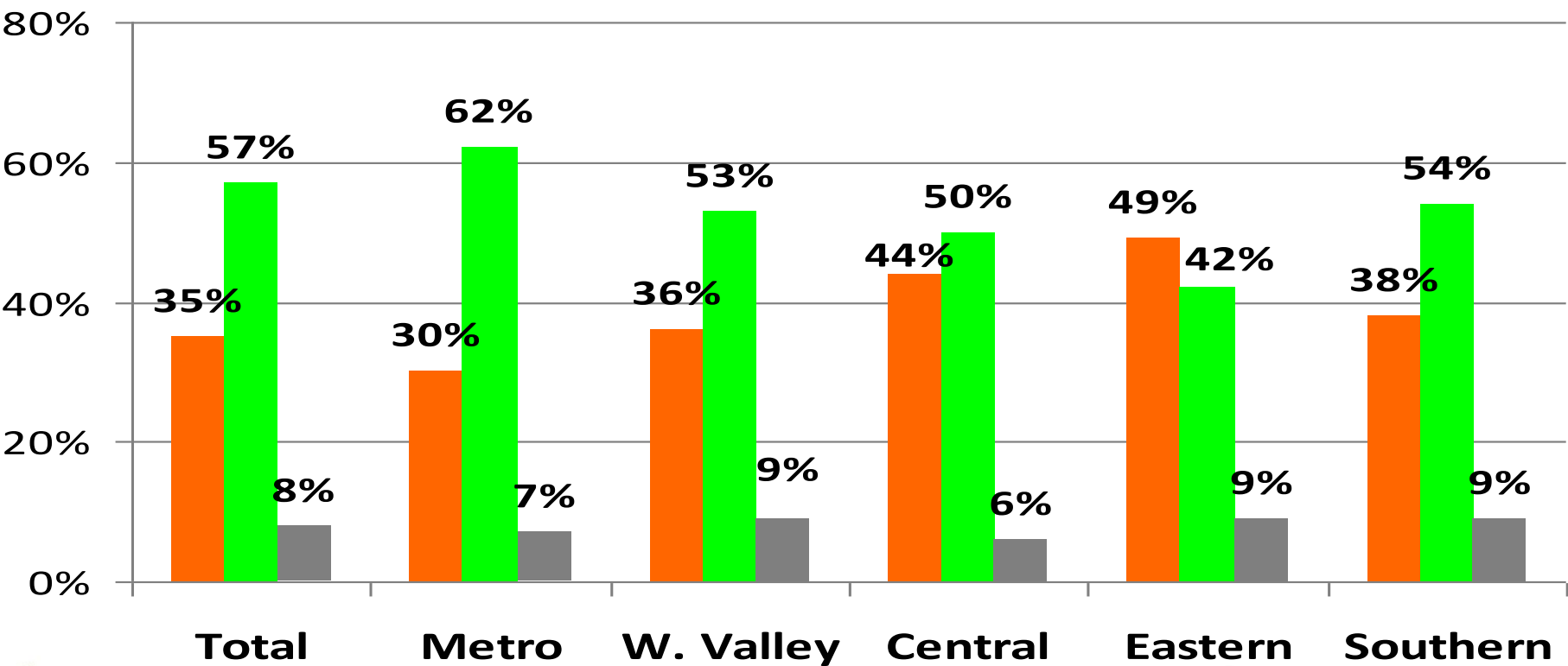


# Which statement comes closest to your view?

(statements always rotate)

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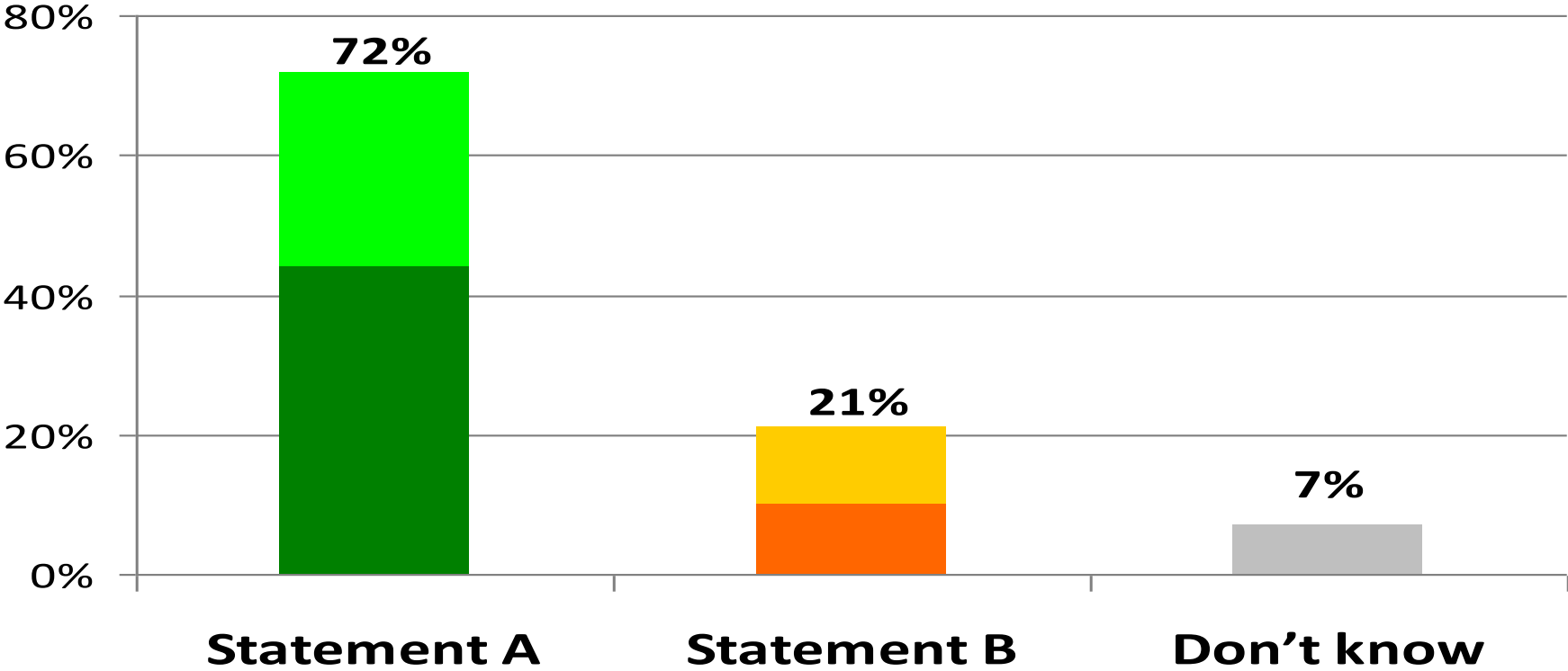
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Statement A:  
Climate change requires  
us to change our way of  
life such as driving less or  
living more simply

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





# Which statement comes closest to your view?

S1-Q27

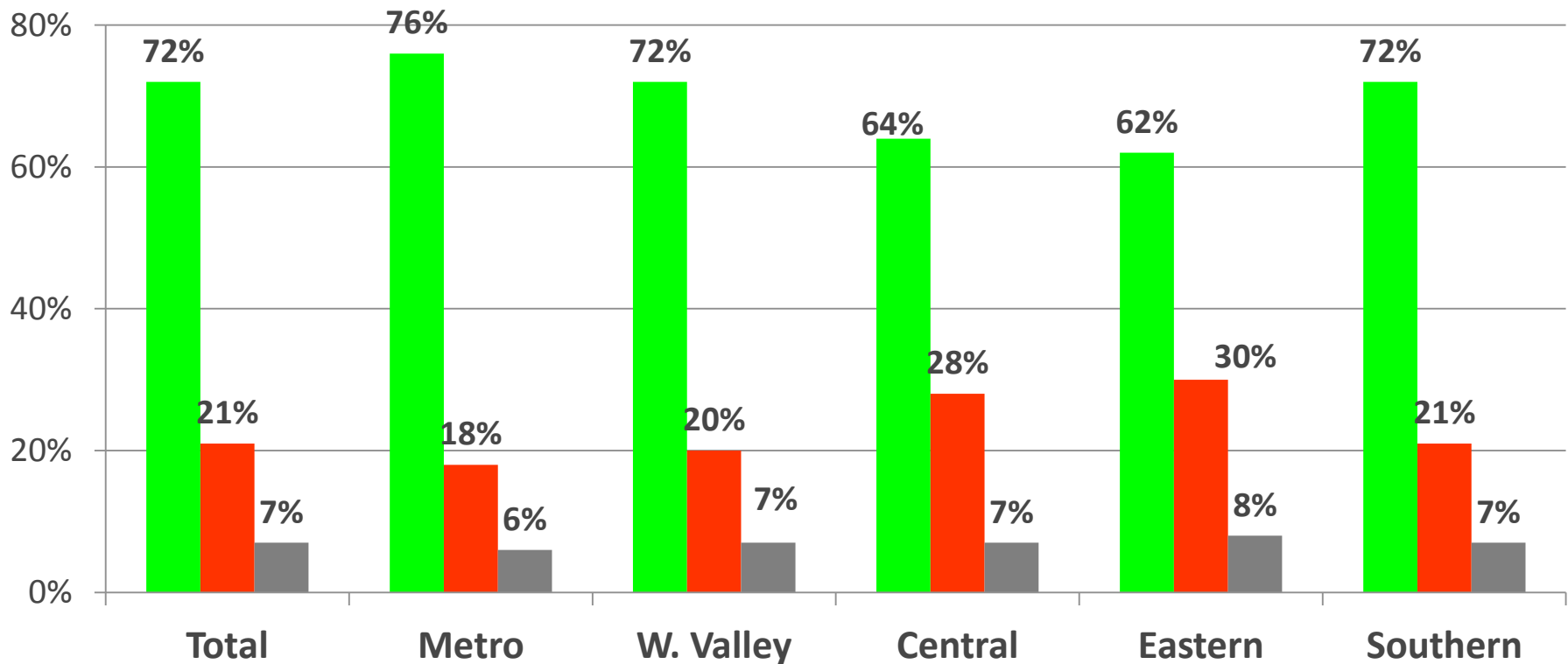
(statements always rotate)

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.



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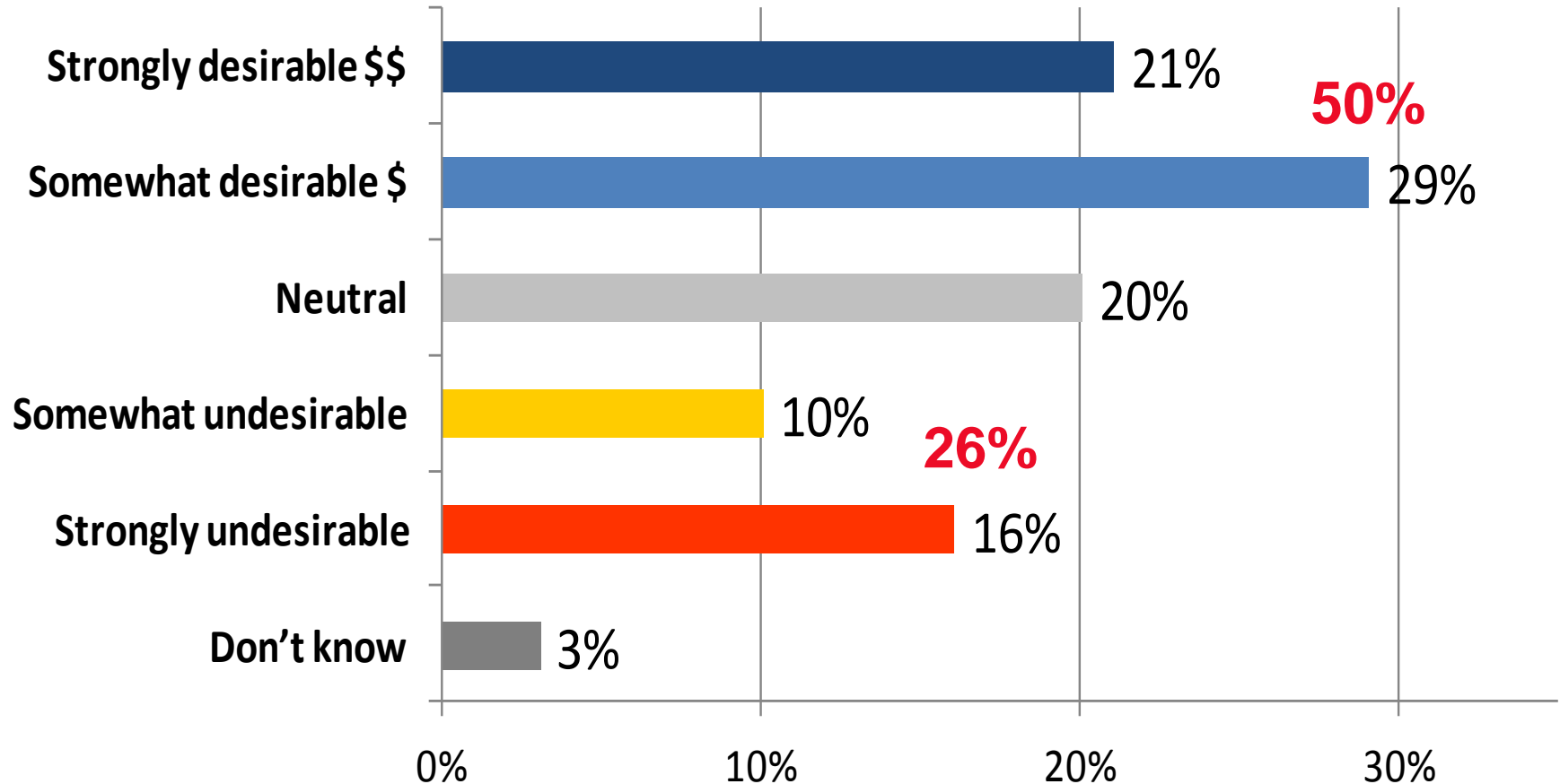
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## A carbon emission tax established to discourage greenhouse gas emissions and used to invest in green jobs and technologies



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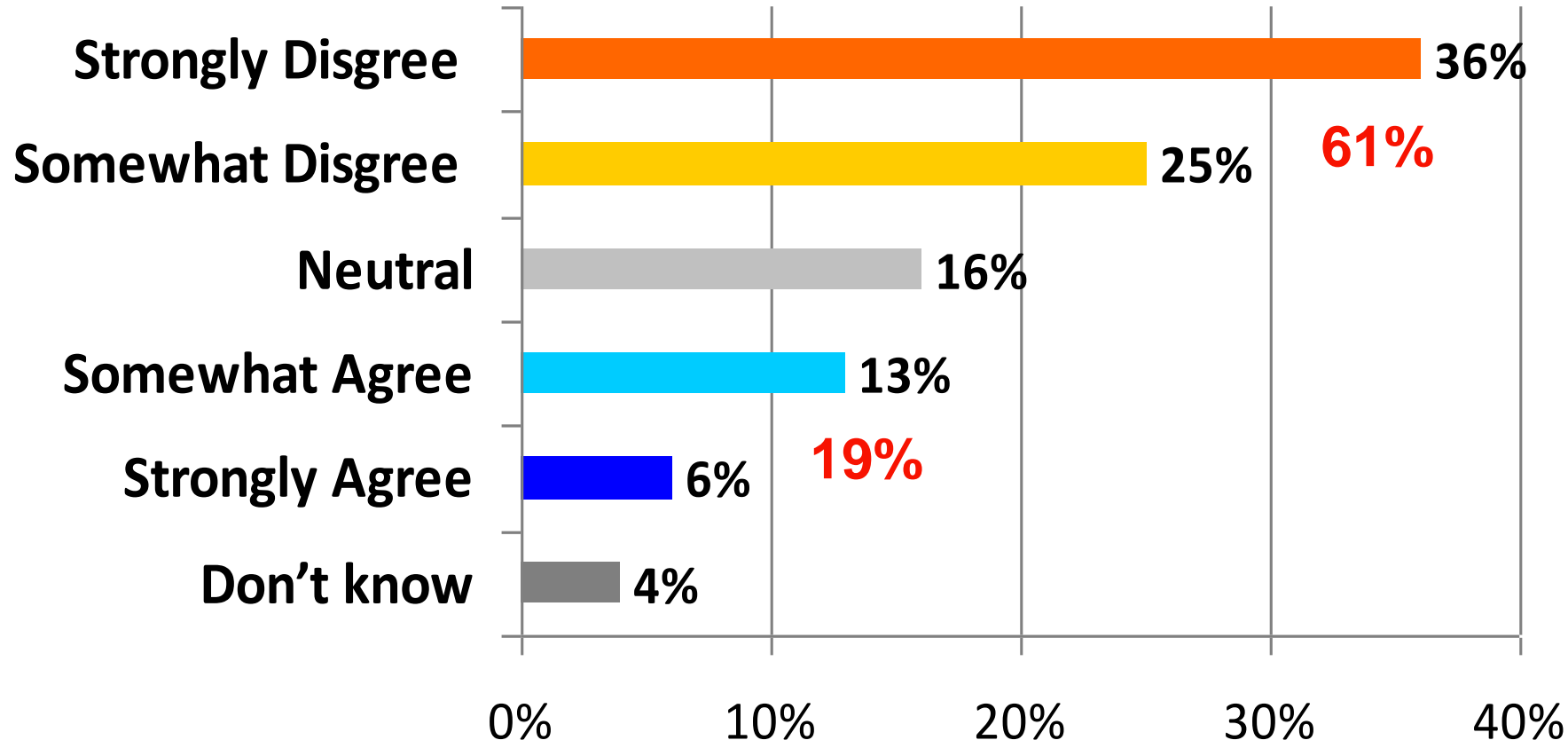


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(How much Agree – Disagree with:)

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

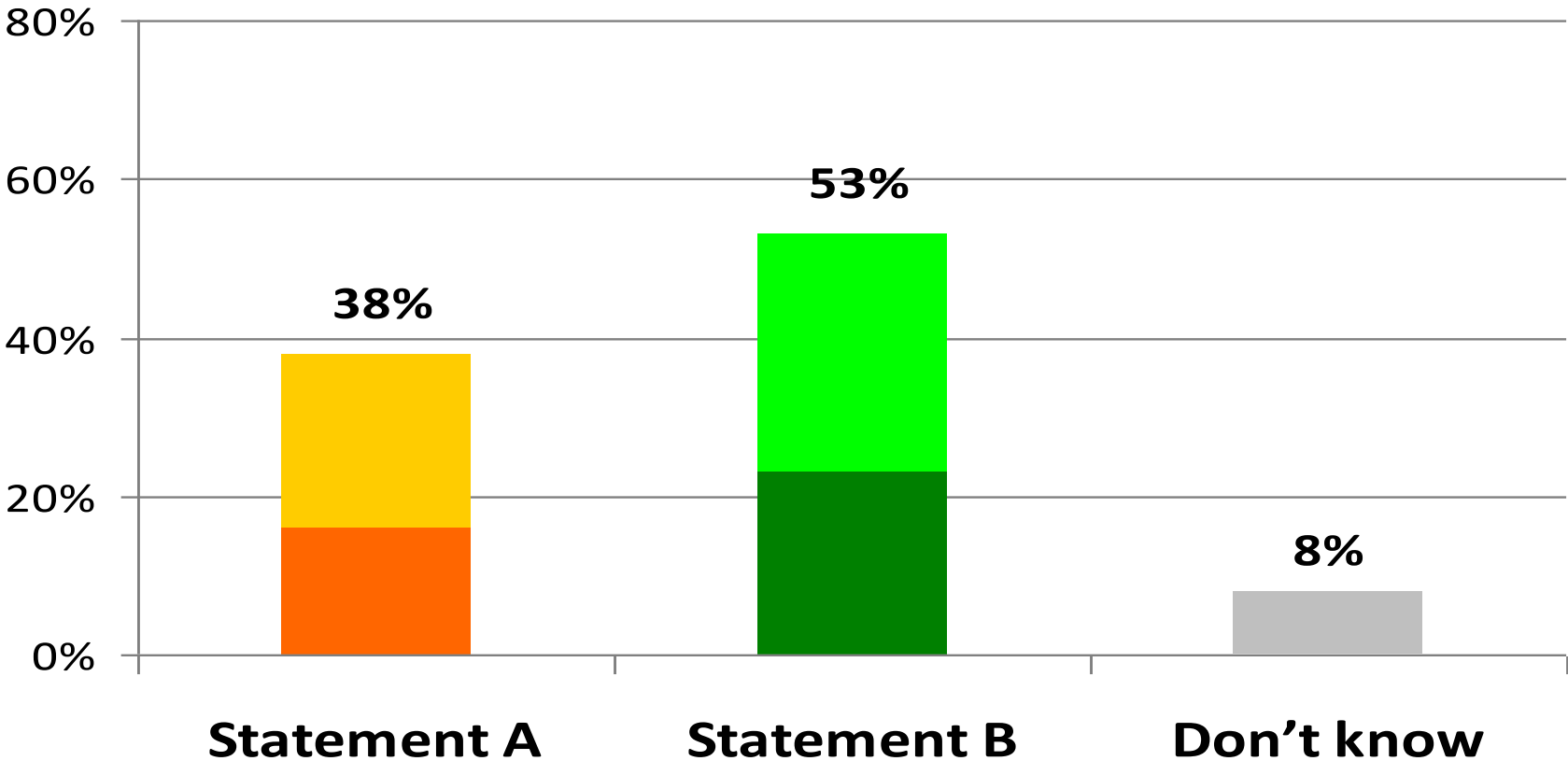


# Which statement comes closest to your view?

**Statement A:**  
**We should invest more in roads for cars**

**Statement B:**  
**We should invest more in public transit**

**Tone Key:**  
Light: Lean towards  
Dark: Feel strongly

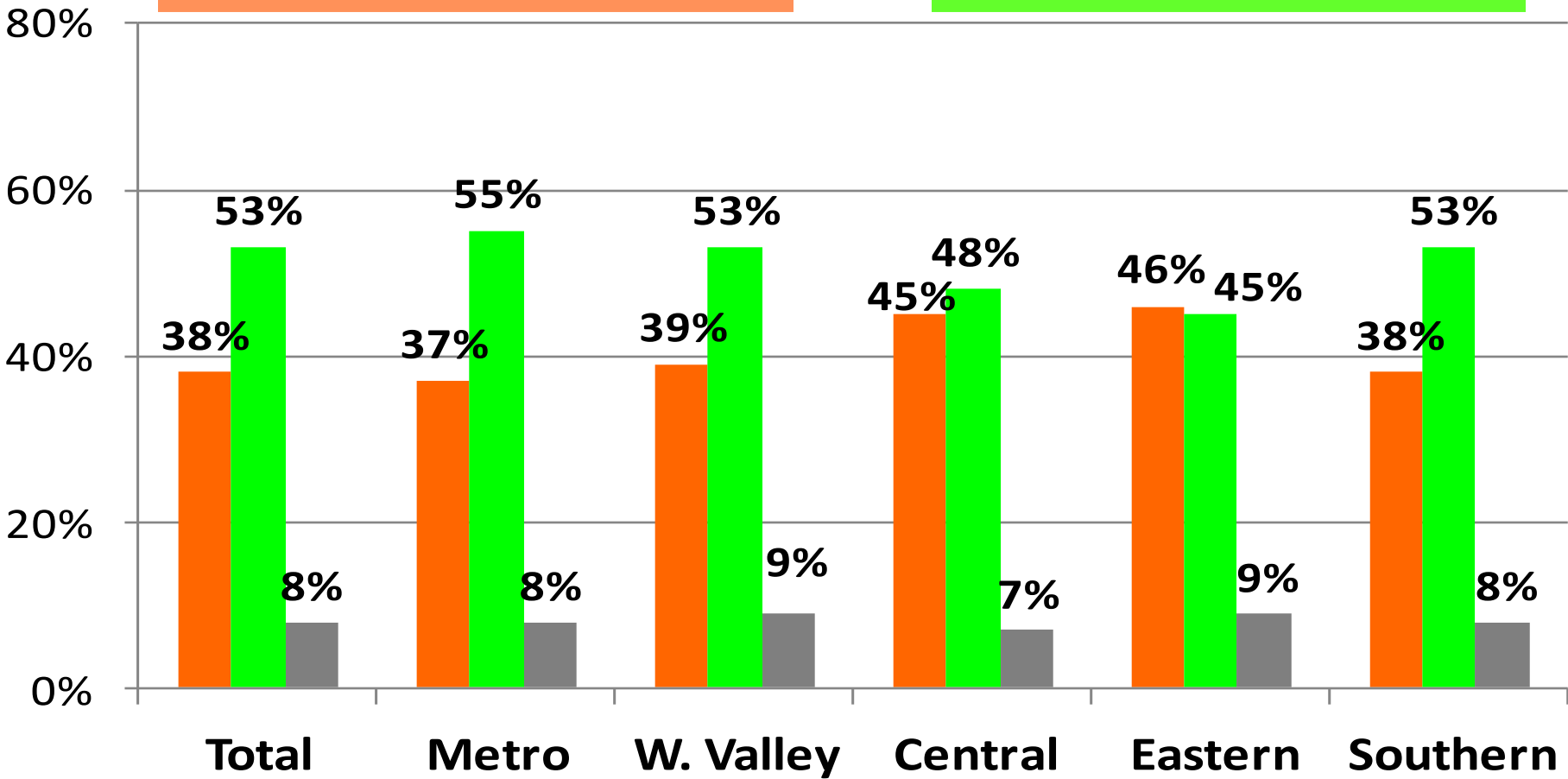


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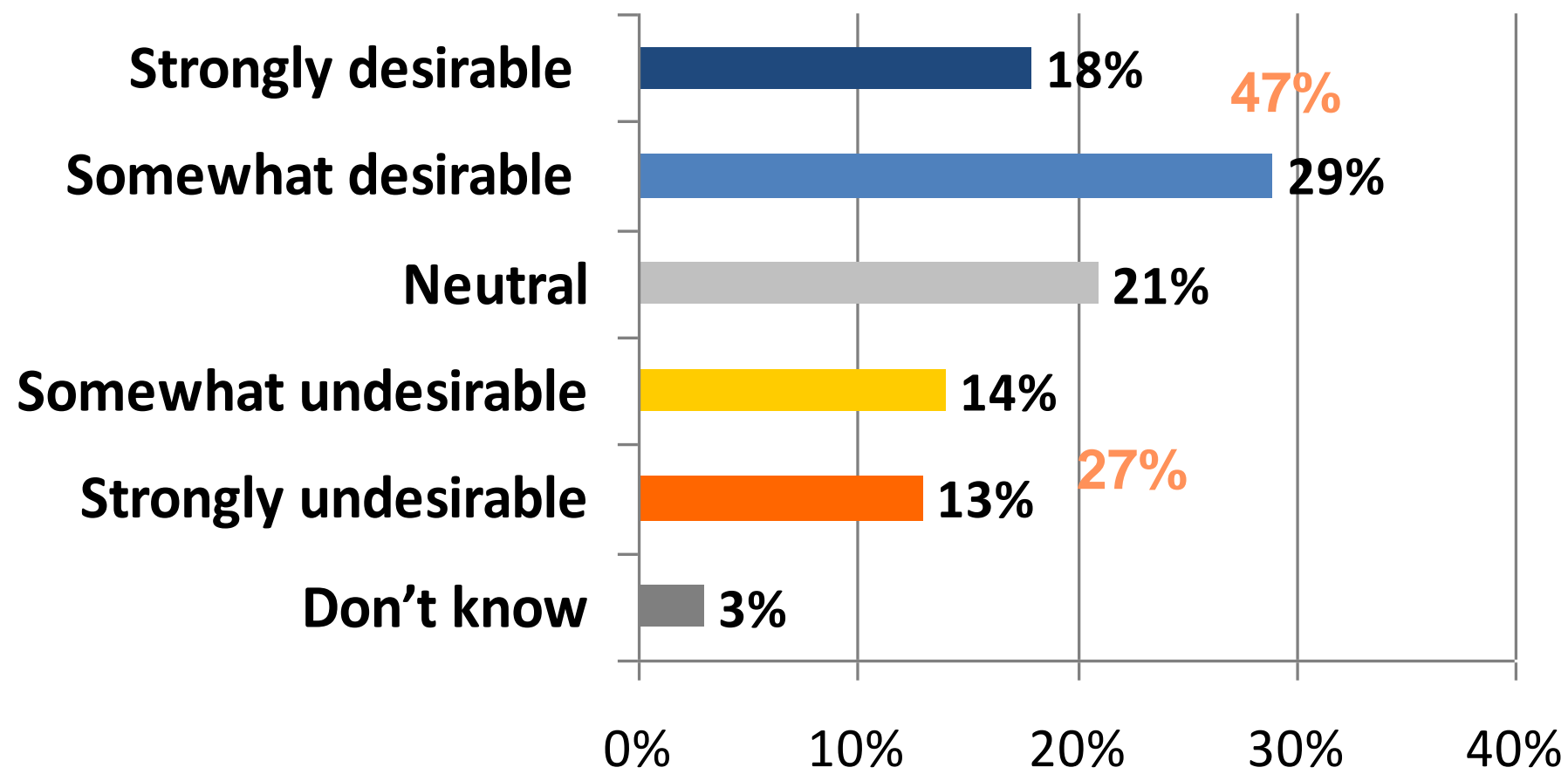


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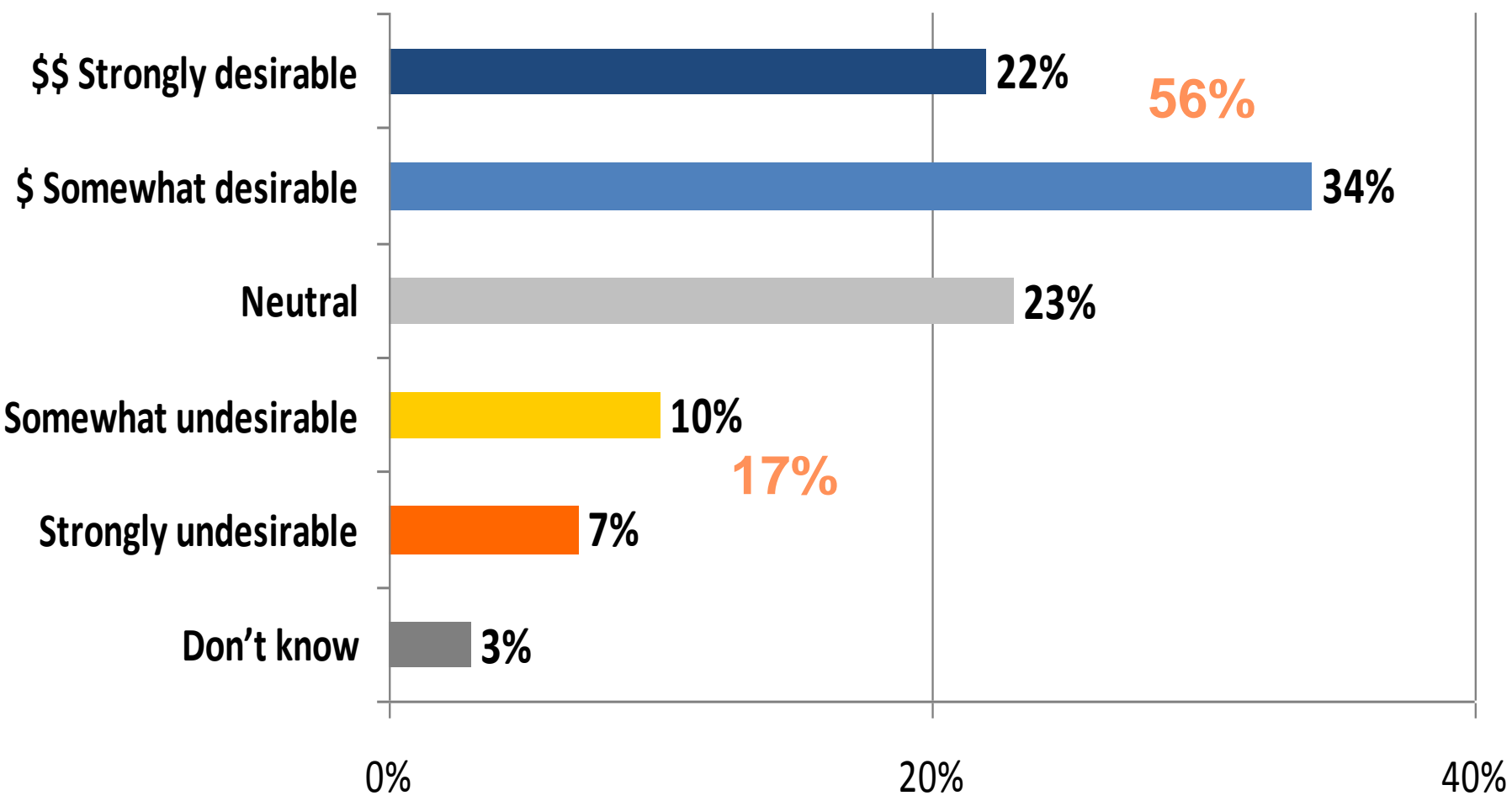
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# Shift some funding for road and highway construction towards public transportation such as better bus service and high speed rail projects



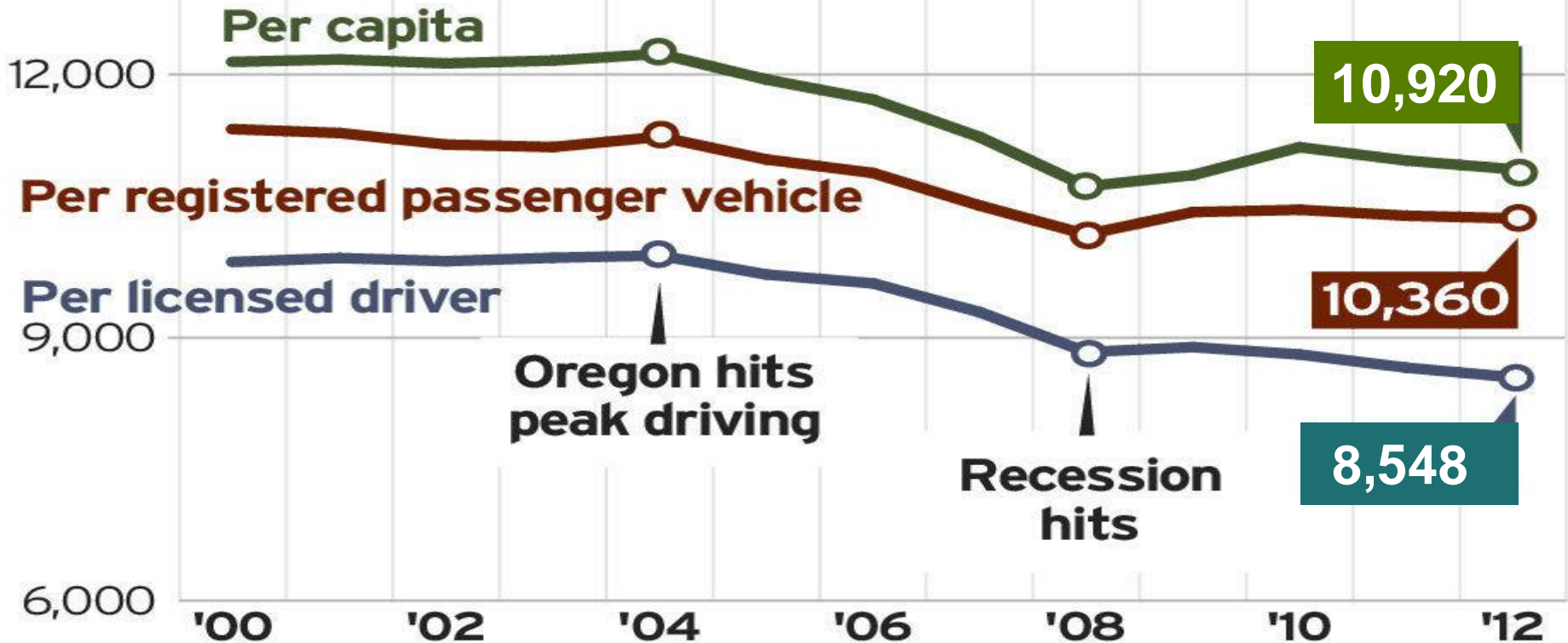
# Increase investments in public transportation



# Peak driving in Oregon

Oregonians began driving less long before the recession.

## Miles traveled:



Source: Oregon Department of Transportation

PAM MARTIN/THE OREGONIAN



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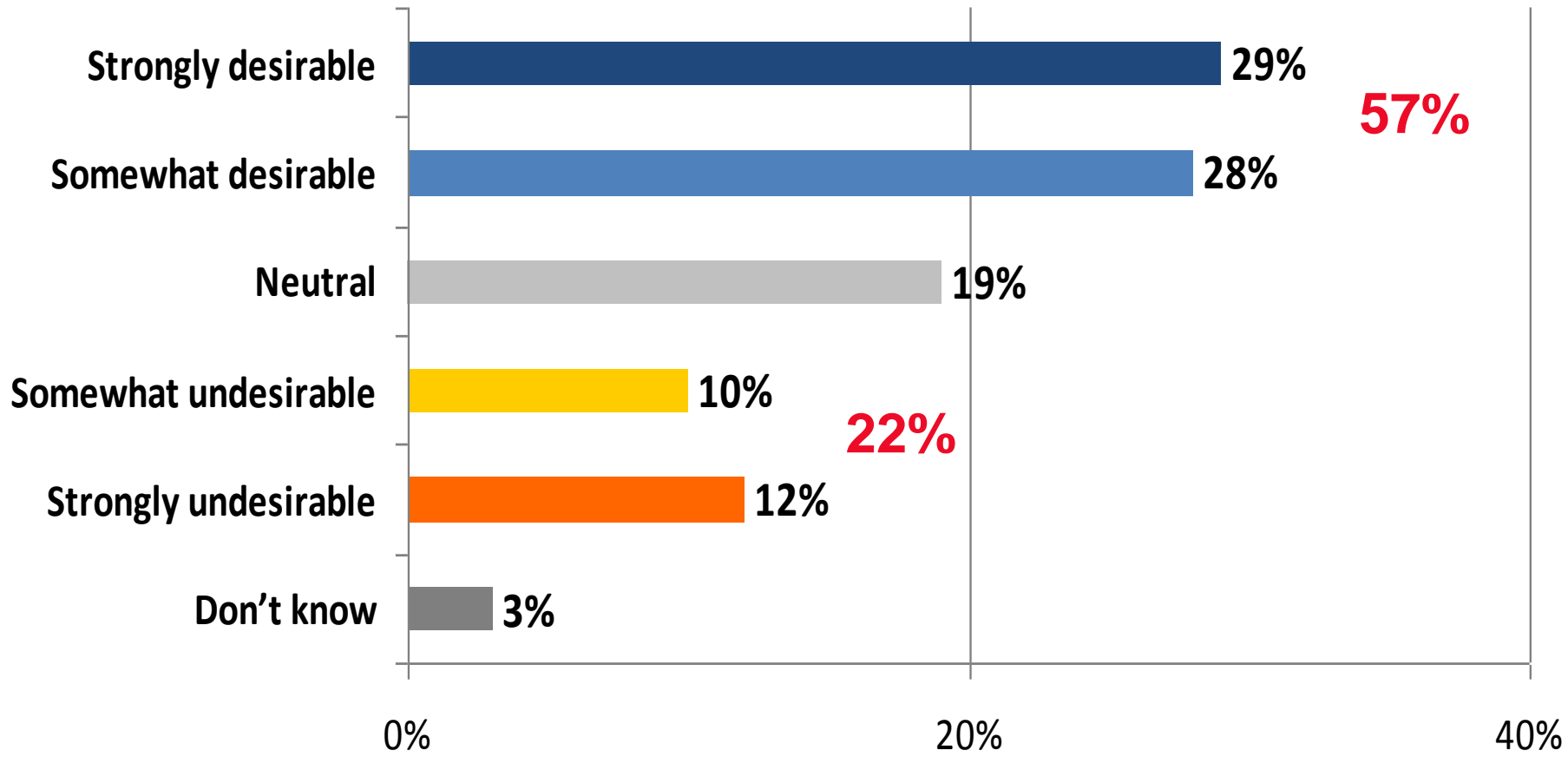
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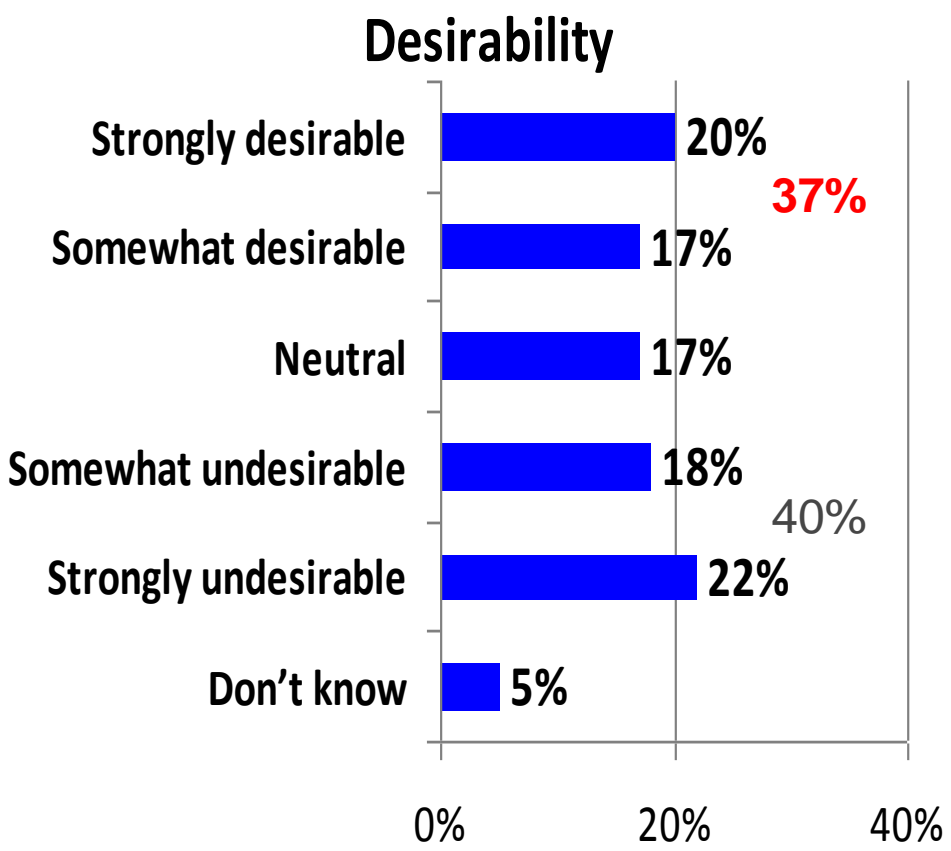
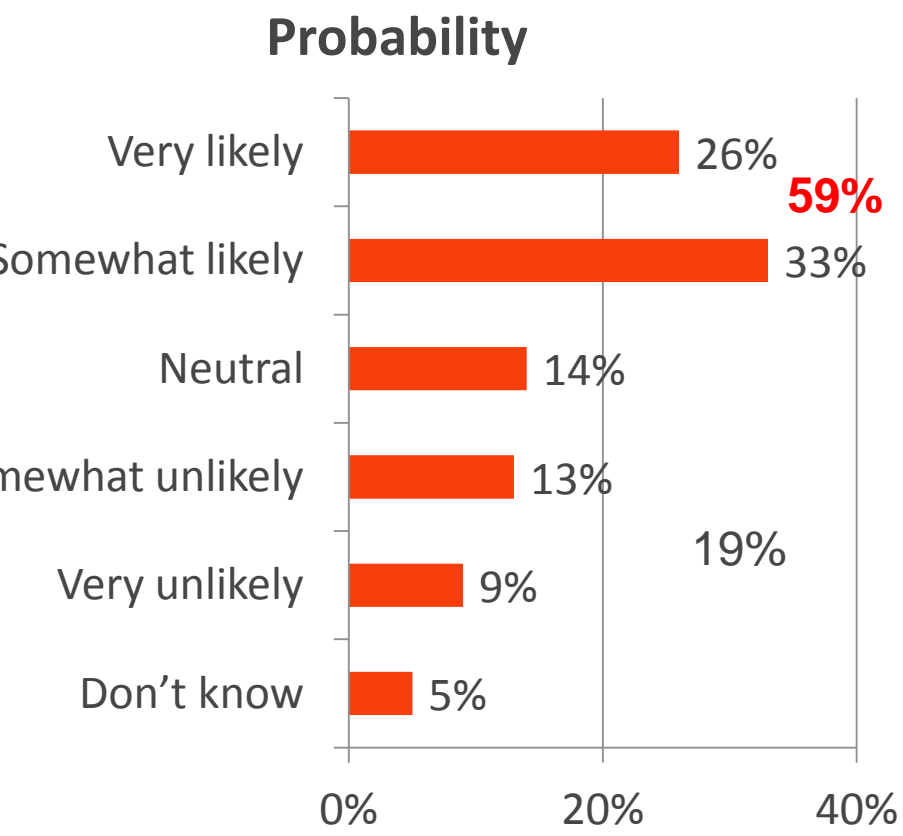


(How desirable or undesirable?)

# There should be stronger government policies to reduce greenhouse gas emissions



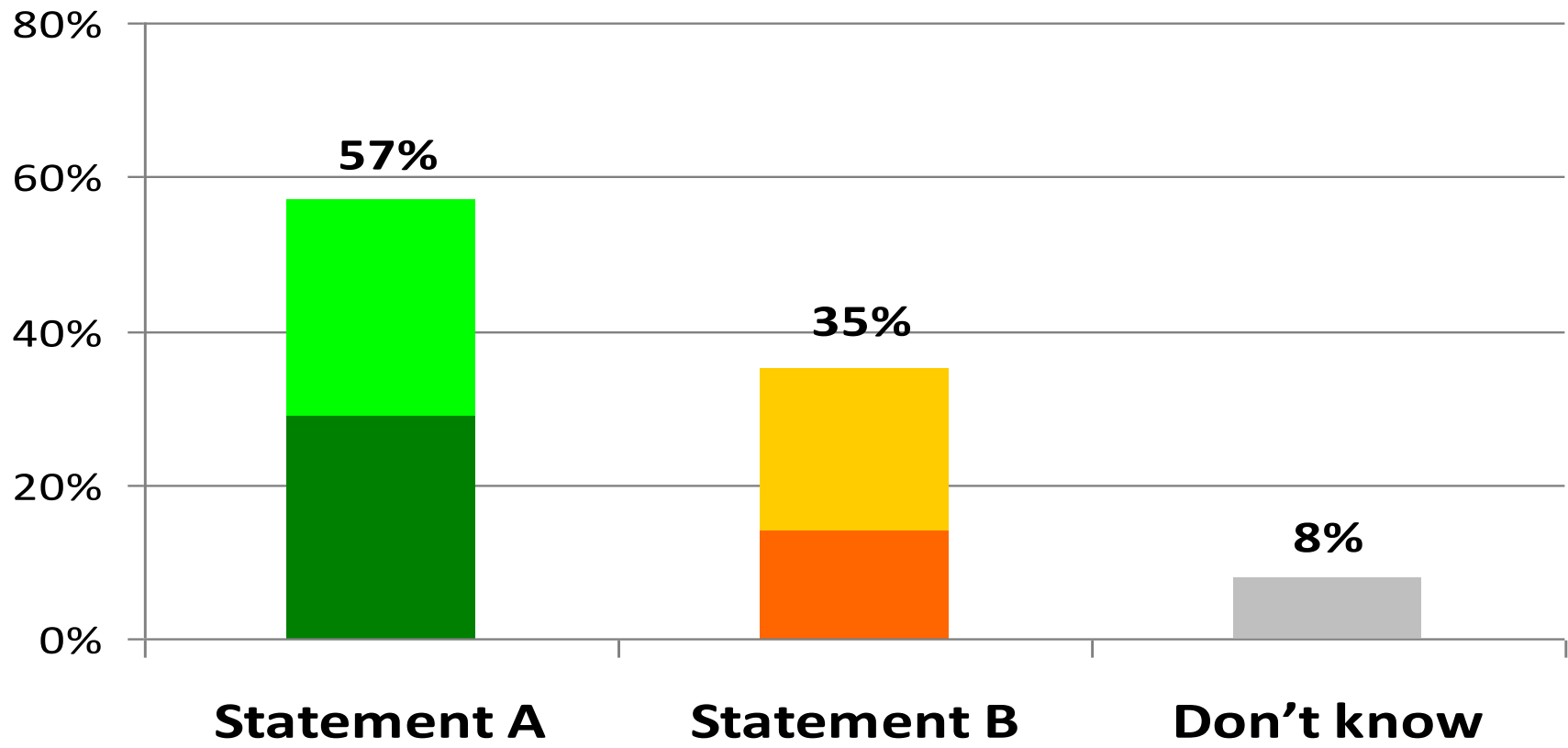
# Economic growth will be more important than addressing climate change



# Which statement comes closest to your view?

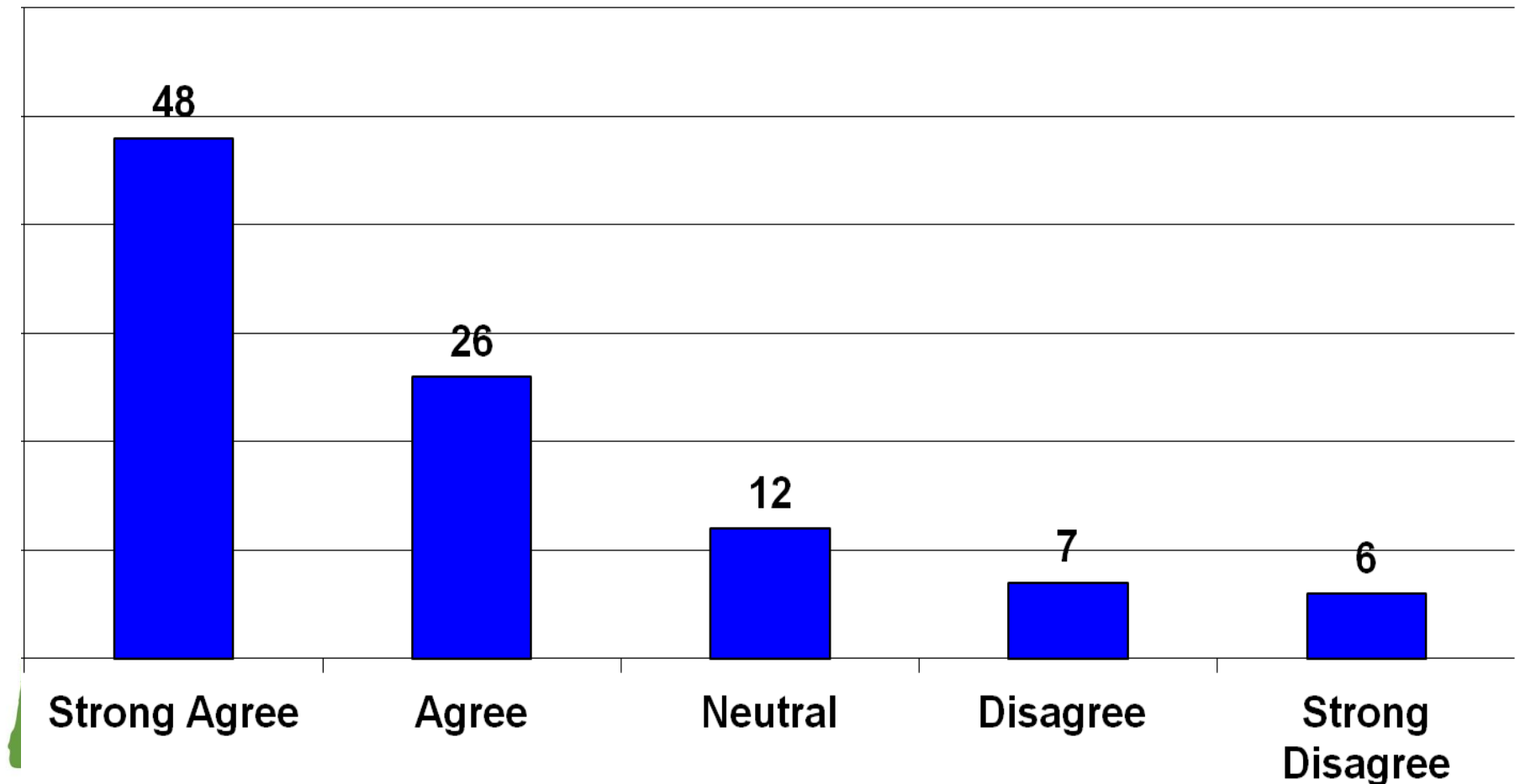
Statement A: Our country would be better off if we all consumed less

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



# Our country would be a better place if we all consumed less.

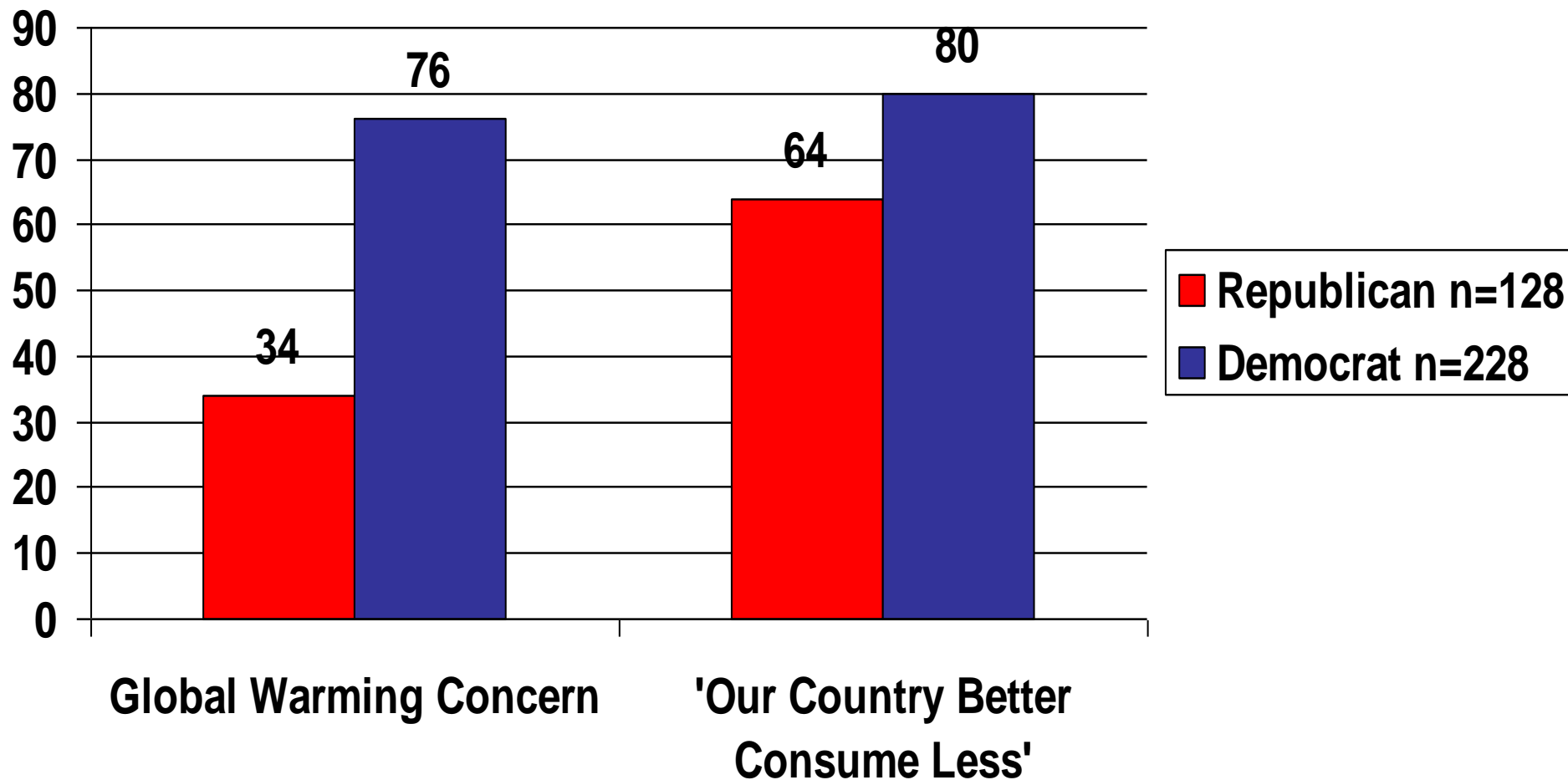
PI – Oregon Random Dial Nov.2008 n=400 moe 4.7%



# Political Party Ideology Comparison

## Compare - Global Warming : Consume less

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



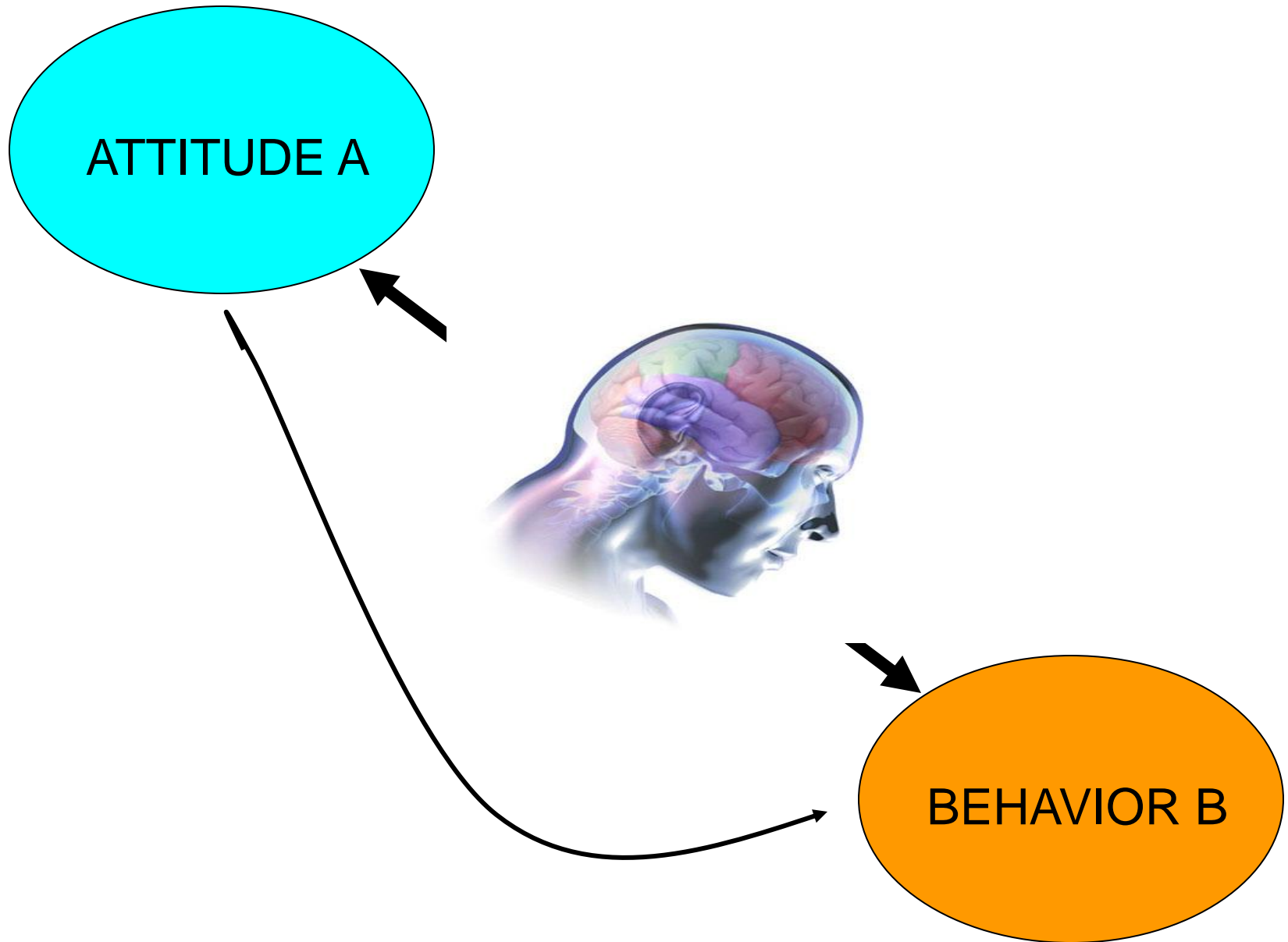
With roughly two-thirds of consumers saying they care, why is ethical consumption so minimal and so rarely transformative?

- Dana O'Rourke, book review of *Market for Virtue* by David Vogle

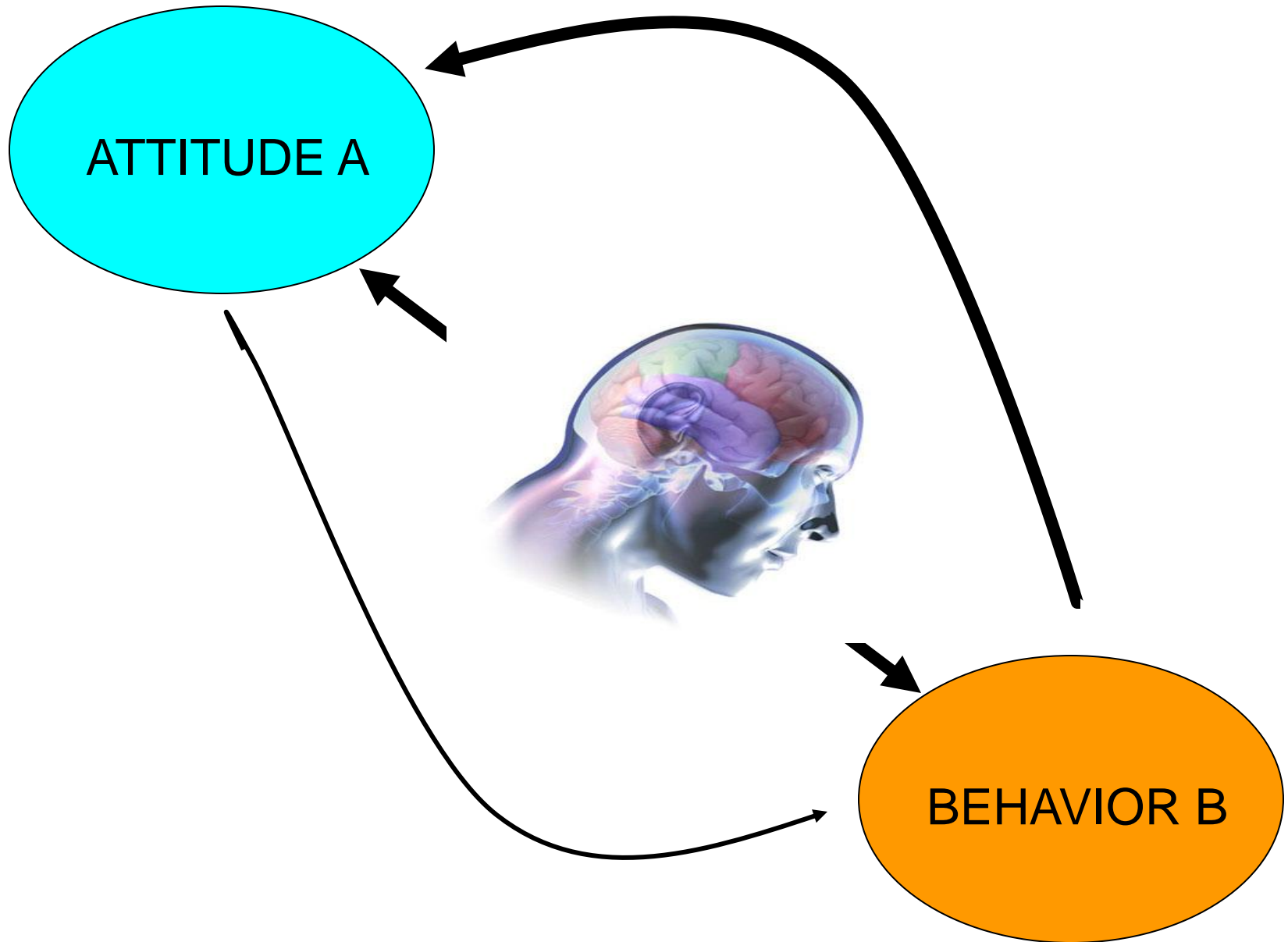
ATTITUDE A

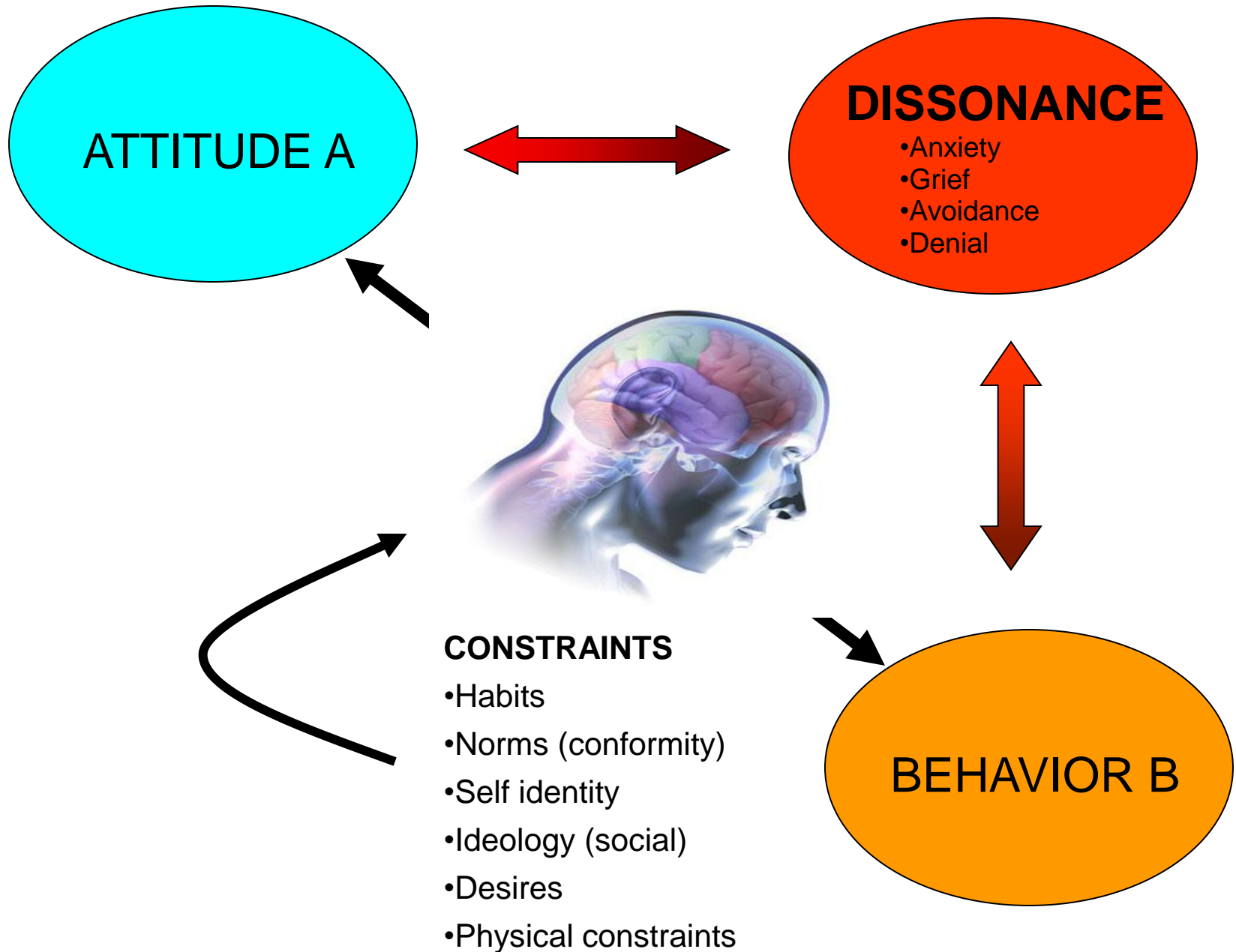


BEHAVIOR B









# How Social Does Change Happen?

PUBLIC POLICY or INDIVIDUAL BEHAVIOR?

DOES INDIVIDUAL BEHAVIOR COUNT?

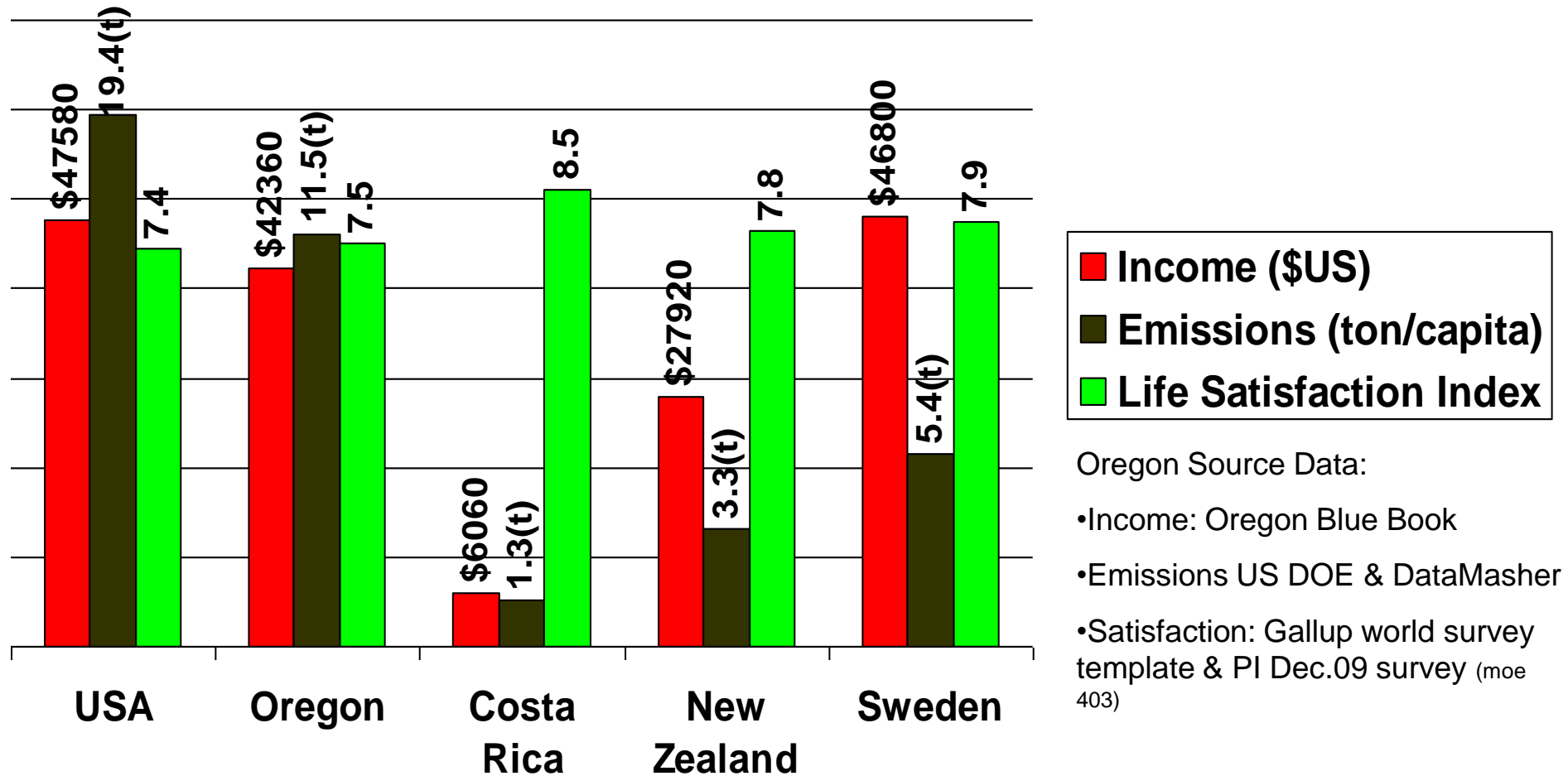
MOTIVATIONS:

Materialism or Well-being?

“It is naive to ask consumers to voluntarily downscale, and give up their desires without offering them alternative dreams.”

Tim Jackson, Sustainable Development Commission, U.K.

# Income/Emissions/Life Satisfaction Four Nations & Oregon Compared

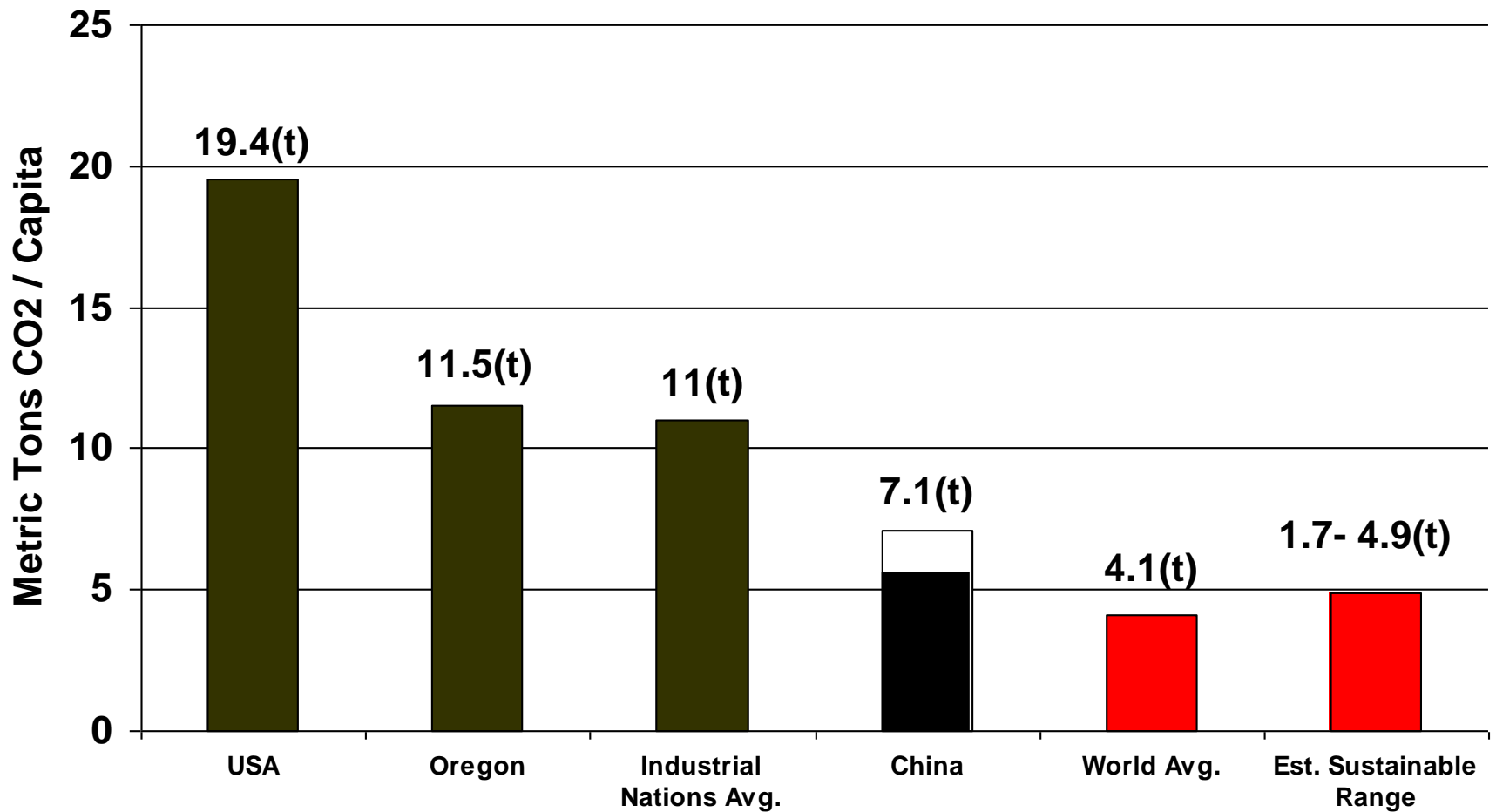


Income: Per Capita World Bank 2008 estimate (Atlas Method)

Emissions: Tons CO2/capita World Resources Institute (Source:Nationmaster)

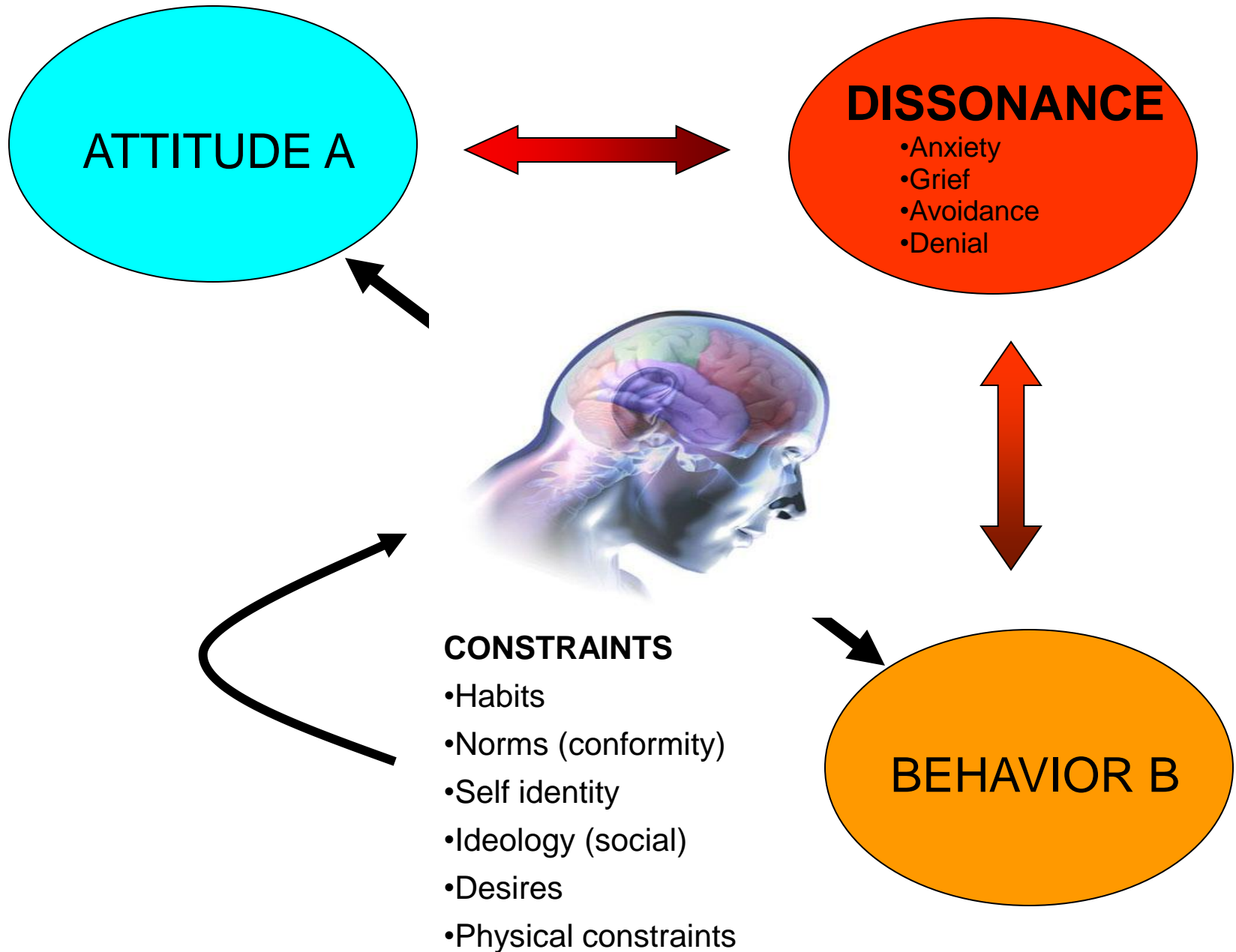
Life Satisfaction:: Life Satisfaction Index Gallup World Survey 2008 (Source: Happiness Foundation)

# Tons CO2 Emissions Per Capita Compared



Emissions: Tons CO2/capita World Resources Institute (Source:Nationmaster)

Sustainable estimate range, multiple sources: PI citations on file



# Actionables:

## Personal Behaviors

- Know your own actions: “Oregon Carbon Calculator”
- Mindfulness! Thoughtful consumption
- Car & Commute
- House Size & Operation
- Airplane travel
- Transformational – Incremental?

## Group Decision-making ...

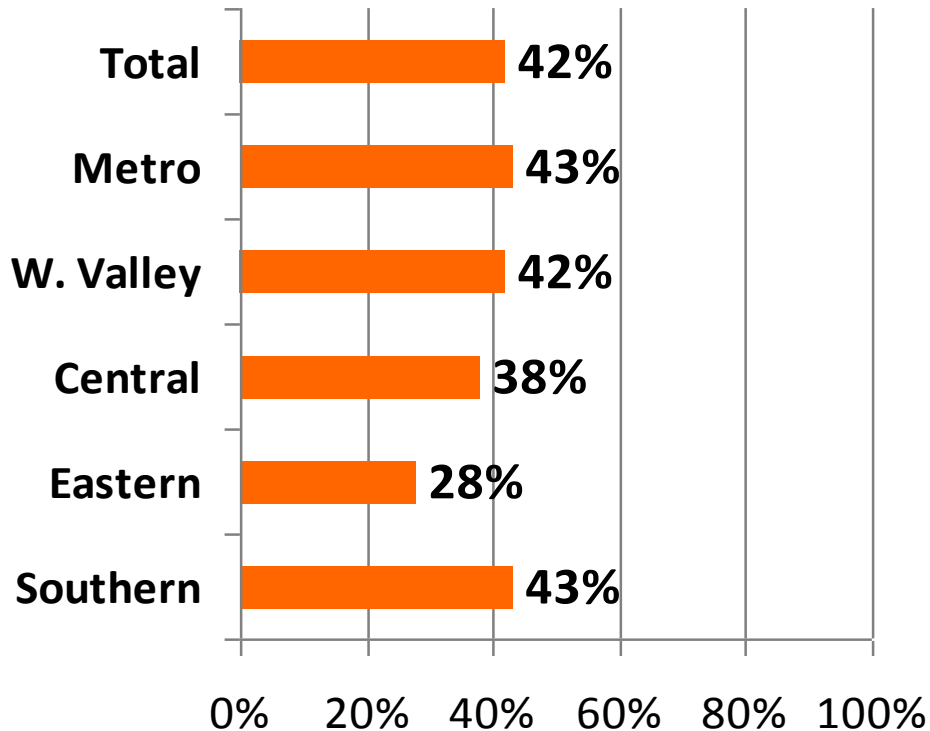
Dr. William McCononchie, Licensed Psychologist and  
Director of Political Psychology Research, Inc.



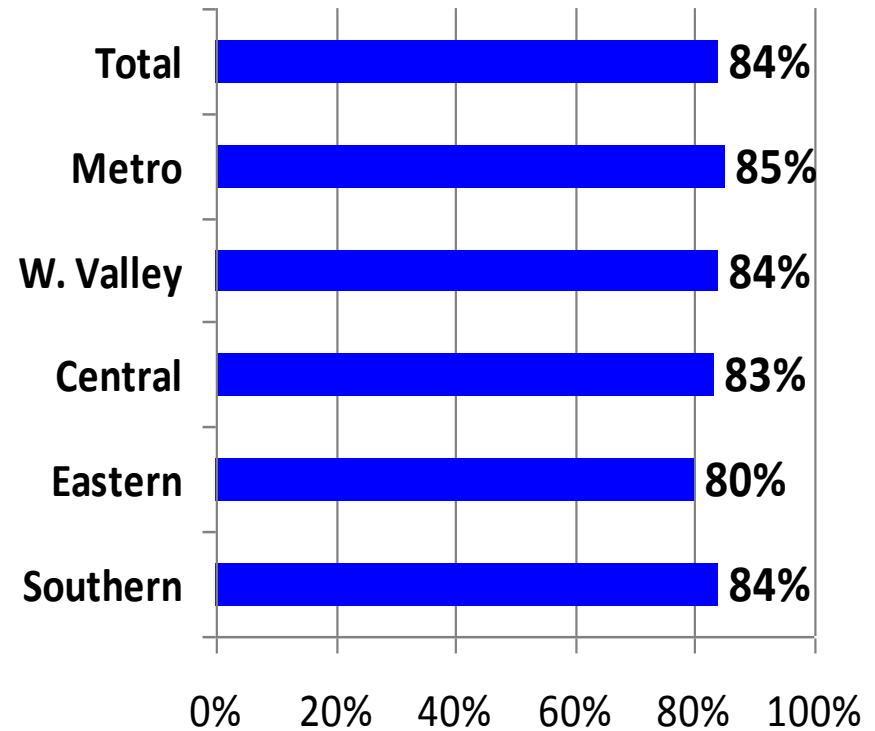
# Oregonians from diverse backgrounds will find common ground and work together to make progress addressing the critical issues we face as a state

*Combined Very/Somewhat Responses*

## Probability



## Desirability



# **Psychological Dimensions of Climate Change Politics**

**William McConochie, Ph.D.**  
**Psychologist**

# Expertise:

- **Ph.D., Post-doc, Stanford SIPP.**
- **Clinical and applied. Private practice.**
- **Build and market batteries of tests for screening job applicants.**
- **11 years of research in political psychology.**
- **Political Psychology Research, Inc.**
- **Member APA, International Society of Political Psychology.**

## Approaches to climate issues:

- **Legal:** Essentially unsuccessful according to James Gus Speth, professor of law, U. of Vermont.
- **Traditional political:** Unsuccessful to date, as fossil fuel industries control government policies. 86%...
- **2/3 of citizens worldwide care about environment...but lack political power .**

# **How can the citizen gain political power?**

**Perhaps via the science of psychology...**

**Especially as revealed by questionnaire studies of citizen attitudes.**

**Such as Tom Bowerman, Adam Davis and I have done.**

Attitudes can be measured very reliably and validly with agree-disagree statements:

- 1. **Strongly disagree**
- 2. **Disagree**
- 3. **Neither, or between 2 and 4.**
- 4. **Agree.**
- 5. **Strongly agree.**

# Sample questionnaire items:

- **Warmongering endorsement:**
- **“My government should do what best serves our nation’s interests, at the expense of other nations, enforced by military action if necessary.”**
- **“It is more honorable to serve one’s nation as a warrior in combat than as an anti-war protester.”**
- **Human rights endorsement:**
- **“Slavery is wrong.”**

# More attitude sample items:

- **Fundamentalism:** “There is only one true God.”
- **Kindly religion:** “God can be well-defined simply as the universal spirit of human goodness and kindness.”
- **Share economics:** “Rich people should pay more in taxes than poor people.”
- **Gender attitudes:** “Women deserve pay equal to men for the same job.”
- **Environment:** “Our national government should promote replacement of fossil fuels with non-polluting fuels.”



# Examples of traits measured:

- **Political orientation...liberal, conservative, independent.**
- **Fundamentalist religious beliefs.**
- **Kindly religious beliefs.**
- **Gender attitudes.**
- **Economic policy.**
- **Peaceful foreign policy.**
- **Preferred types of government.**

## My primary findings:

- **Political attitudes fall into two clusters, liberal and conservative.**
- **Liberal and conservative worldviews are mainly inherited.**
- **Conservatism is oriented toward protecting in-groups.**
- **Liberalism is oriented toward cooperation with neighbors.**

## More highlights:

- **About 1/6 of U.S. citizens self-identify as liberals, 1/6 conservative, 2/3 in between.**
- **Only about 20 percent endorse government serving citizens as members of special interest groups.**
- **90% endorse government that serves them as members of the community overall.**

**Strong liberals and conservatives, *as groups*, are rather close together on most general political attitudes, e.g...**

- **They tend to endorse:**
- **Peaceful foreign policy,**
- **Gender equality,**
- **Common good democracy,**
- **Share economics,**
- **Concern for the environment.**

# My study samples have included:

- Eugene business executives, church members, community college students, university students, international students, 1<sup>st</sup> generation immigrants from Slavic Europe, students in New York and Florida.
- GSS (General Social Survey data). Random samples of U.S. citizens, different years.
- Most recently, a random sample of 1200 Oregonians via Tom Bowerman and Adam Davis of local polling companies.

# Highlights of Oregon data:

- **Liberalism... more supportive of ...**
- **Public transportation**
- **Public education**
- **Protection of air and water quality.**
- **Publicly funded health insurance for all.**
- **Energy efficiency programs, promoting conservation.**
- **Renewable energy incentives and investments.**
- **Changing our ways due to climate change.**

# Conservatives more supportive of...

- **Public safety, fire and police services.**
- **Economic development via subsidies and tax breaks to companies that produce jobs.**
- **Locking up criminals, vs. rehabilitation.**
- **Economic growth stimulus vs. protecting environment.**

# Percent of sample endorsing...

- 76% Public safety, fire and police services.
- 80 K-12 Education programs.
- 73 Protecting air and water quality.
- 56 Energy efficiency programs.
- 62 Healthy behavior rewards.
- 65 Protection of farm and forest from other development.
- 29% Criminals should be locked up vs. rehabilitation.
- 35 Economic growth stimuli vs. environment protect.



# Mean scores of strong liberals and strong conservatives:

Issue	Endorse		Neutral	Not endorse
Public safety		2.1L 2.4C		
Prot. Air/h2o	1.4 L	2.8C		
Pub Health Insurance	2.0L			4.0C
Public infrastruc.		2.0L 2.3C		
Protect farm/forest	1.7L		3.0C	
Climate/ change our ways	1.2 L 1.8ALL	2.8C		

# How policy makers and individuals can use this information:

- Policy makers (governments). Use sophisticated, reliable public polls to help define government policy.
- Individuals . Form a new type of political party that will give them greater political power.

# New type of political party:

- **Unite both liberals and conservatives.**
- **Use mean scores on polls of public and party members to define platform, policy agenda.**
- **Groom party members for elective office.**
- **Require candidate devotion to party agenda.**
- **Fund candidate campaigns only from party member dues.**

## Papers for details are:

- On my web site,  
Politicalpsychologyresearch.  
com.
- E.g. Publications #32, 39 & 41.

Book: **“Party Time! How you can enjoy creating common good democracy, right now.**

- Self-publish in paperback and electronic.
- Via Amazon.
- Soon.
- Bill McConochie
- Bill at [Politicalpsychologyresearch.com](http://Politicalpsychologyresearch.com).
- Ph 541-686-9934