



SUMMARY: ENERGY 2013 OREGON VALUES & BELIEFS STUDY

Project Background: This memo presents summary points related to energy from the 2013 Oregon Values & Beliefs study. The summary draws from three surveys conducted in April and May 2013. Final sample sizes were 3971 respondents for Survey #1, 1958 for Survey #2, and 1865 for Survey #3. The questionnaires and findings are available at www.oregonvaluesproject.org.

DHM Research and PolicyInteractive Research designed and conducted the surveys using telephone and online formats to aid accessibility and help obtain a representative sample. Enough interviews were completed in five geographic regions (Central, Eastern, Portland Metro, Southern, and Willamette) to permit statistically reliable analysis at the regional level. The research design used quotas and statistical weighting based on the U.S. Census to ensure representativeness within regions by age, gender, and income. The regions were then weighted proportionally by population per the U.S. Census to yield statewide results.

This study stands out from others in that, when asking questions about policy priorities with cost implications, we informed respondents that rating an item as "important" or "desirable" meant willingness to support some increase in taxes or reallocation of funds from other public services. The visual surveys used \$ symbols to emphasize the real-world implications of policy preferences.

Another distinctive feature of the study is that focal topics recur across the three surveys in a variety of question forms and contexts. High-quality research uses this "test-retest" or "triangulation" method to improve confidence in response validity.

This summary of key findings, observations and conclusions reflects the judgment of the research partners and not necessarily the views of the sponsoring organizations.

Findings

1. **Energy** issues did not arise spontaneously in an open-ended question form when citizens addressed what they want their local and state officials to do something about (S1.4-5).
2. Six in ten (60%) Oregonians consider **energy efficiency programs to promote conservation and use of energy efficient products** very or somewhat important, indicating support for some increase or reallocation in tax dollars to increase such programs (S1.18).
3. More than half (57%) of Oregonians consider **renewable energy incentives and investments** an important public service priority, again indicating support for some increase or reallocation in tax dollars to increase this service (S1.22).
4. When Oregonians who are optimistic about the future 10 years from now were asked why, **clean/green/renewable energy** was the 10th most volunteered reason (5%) (S2.2). **Technological progression** was 16th on the list of responses from Oregonians saying why their community will be



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better 10 years from now (S3.2).

5. Presented with a list of actions the government might take in regard to energy supply, Oregonians feel the most desirable actions are to **restrict the mining or burning of coal because of greenhouse gas impacts** (50%), closely followed by **shift some funding for road and highway construction towards public transportation such as better bus service and high speed rail projects** (47%) (S2.48-53).
6. Half of Oregonians (50%) say that the least desirable government action regarding energy supply is to **open up wilderness areas and ocean drilling sites for energy production to lower the price of energy**. On the other side of the issue, 30% view this policy as desirable. (S2.48-53).

Observations and Conclusions

A majority of Oregonians favor energy efficiency programs that would promote conservation and use of energy-efficient products. A narrow majority backs some tax increase or reallocation of tax dollars away from other services to support renewable energy incentives and investments.

Clean and green energy are on residents' list of possible improvements to quality of life in Oregon, but they aren't as prominent as general concerns for the education, environment, economy, or jobs.

When it comes to possible government actions on energy supply, Oregonians are most concerned with the potential greenhouse gas impacts of coal and generally disfavor opening up wilderness areas and ocean drilling sites in order to stimulate energy production and lower energy costs.