



*A collaboration between:*  
Boise State Radio,  
Jefferson Public Radio,  
KLCC, KMUN, KPLU,  
KUOW Puget Sound Public  
Radio, Northwest Public  
Radio, Oregon Public  
Broadcasting, and  
Spokane Public Radio.

NORTHWEST HEALTH  
FOUNDATION

*The Community's Partner for Better Health*

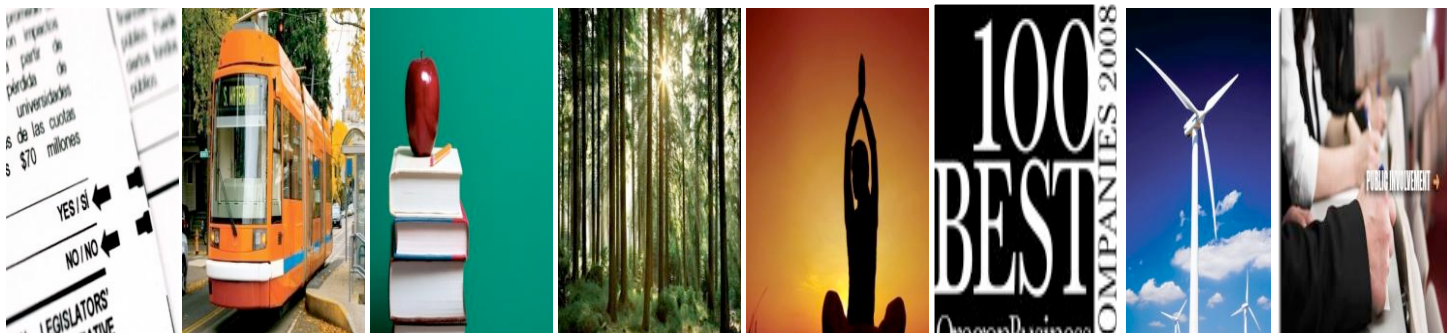
# Northwest OpinionScape

## March 2010 Survey

### Summary Of Regional Results- N=1,200 And MaxDiff Results



Davis, Hibbitts & Midghall Inc. | Opinion Research and Consultation



## **I. Northwest OpinionScape Mission**

Northwest OpinionScape is a collaborative research project whose mission is to provide current, reliable, and objective information about the values, beliefs, and attitudes of Pacific Northwest residents in Idaho, Oregon, and Washington. Its reports are based on quarterly online surveys that will benchmark changes and identify trends over time. Project partners will use the research findings to help ensure that the full spectrum of Northwest residents' opinions are considered in the context of public policy issues, news of the day, and furthering public understanding of what public health encompasses.

The partners in this collaborative effort are the Northwest News Network (N<sup>3</sup>), the Northwest Health Foundation (NWHF), and Davis, Hibbitts & Midghall, Inc. (DHM).

## **II. Research Methodology**

This quantitative research involved a statewide online survey of the Northwest's general population, age 18+ conducted between February 19-28, 2010. The sample size was 1200. A stratified (rather than proportional) sample was used for the survey to better understand attitudes of residents in Idaho, Oregon, and Washington. Four hundred respondents were selected from each state.

The data are reported based on the total sample and state. The data for the total sample is "population proportionate," that is the data is weighted to reflect the proportional percentage of population that each state contributes to the region (i.e., Northwest) as a whole. Weighting techniques similar to those used for telephone surveys were used to assure that the findings reflect the demographics of the population in each state.

The questionnaire used for this research was a collaborative effort of the project partners.

## **III. Statement of Limitations**

Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between a sample of a given population and the total population (here, residents in the Northwest). For a sample size of 1,200, if the respondents answered 90% one way and 10% the other, the margin would be +/- 1.7%. If they answered a particular question in the proportion of 50% each way the margin of error would be +/-2.8%. For the state sample sizes of 400, the 90%-50% margins of error are +/- 2.9% and +/-4.9%. <sup>1</sup>

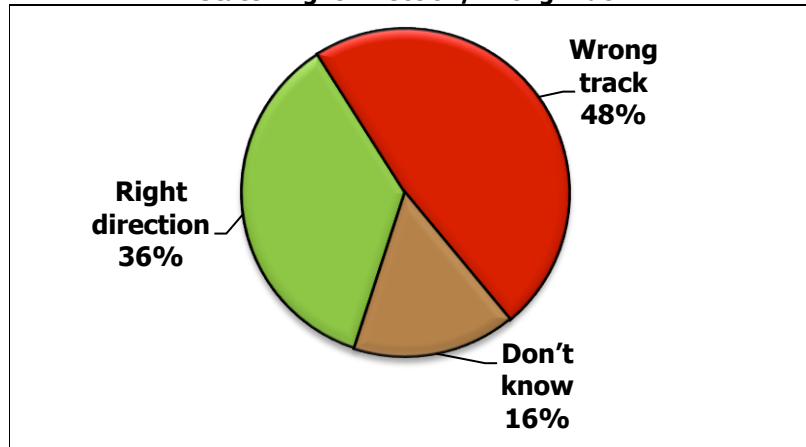
In gathering responses, DHM employed a variety of quality control measures, including questionnaire pre-testing and field monitoring.

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<sup>1</sup> The reason for the differences lie in the fact that when response categories are relatively even in size, each is numerically smaller and thus slightly less able-on a statistical basis- to approximate the larger population. These plus-minus error margins represent differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire population.

- A plurality of Northwest residents feel their state is headed in the wrong direction. Q1

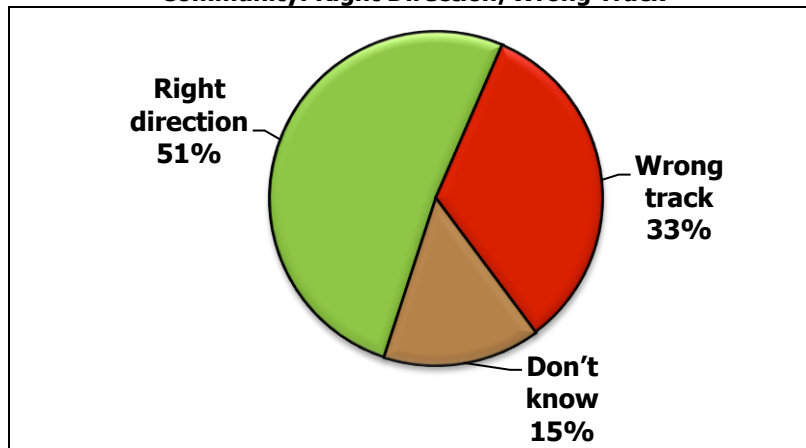
**Chart 1**  
**State: Right Direction/Wrong Track**



Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

- Northwest residents feel more positive about the direction their community is headed. Q2

**Chart 2**  
**Community: Right Direction/Wrong Track**

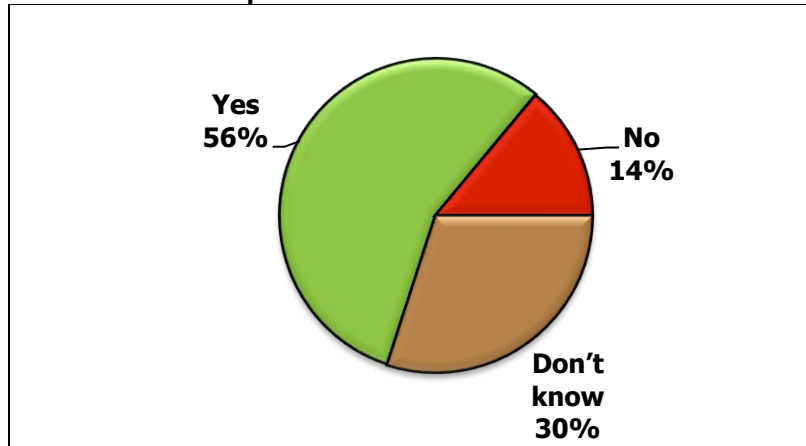


Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

- Out of 19 different state government services, Northwest residents feel primary and secondary education, police services, and state highways contribute most to their daily life. The two services residents would cut last because of state budget concerns are police services and primary and secondary education. Q6&9
- There is less consensus among Northwest residents as to which government services contribute least to their quality of life or which government services to cut first because of budget concerns. Q7&8

- A majority of Northwest residents (56%) believe their state spends too much money on other services that aren't as important as education, public safety, health care, and services to seniors. Almost a third (30%) said don't know. Q10

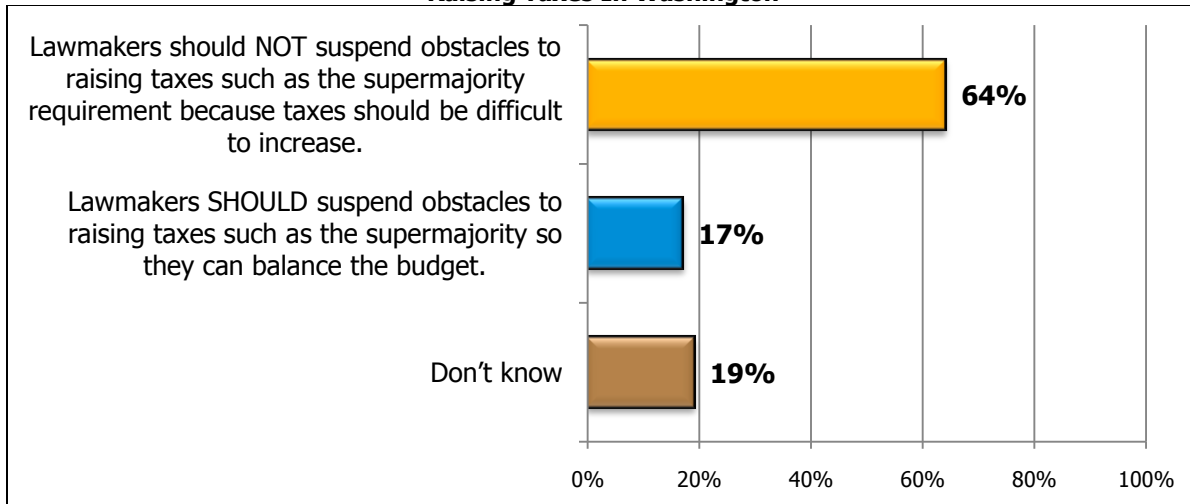
**Chart 3**  
**State Spends Too Much On Other Services**



Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

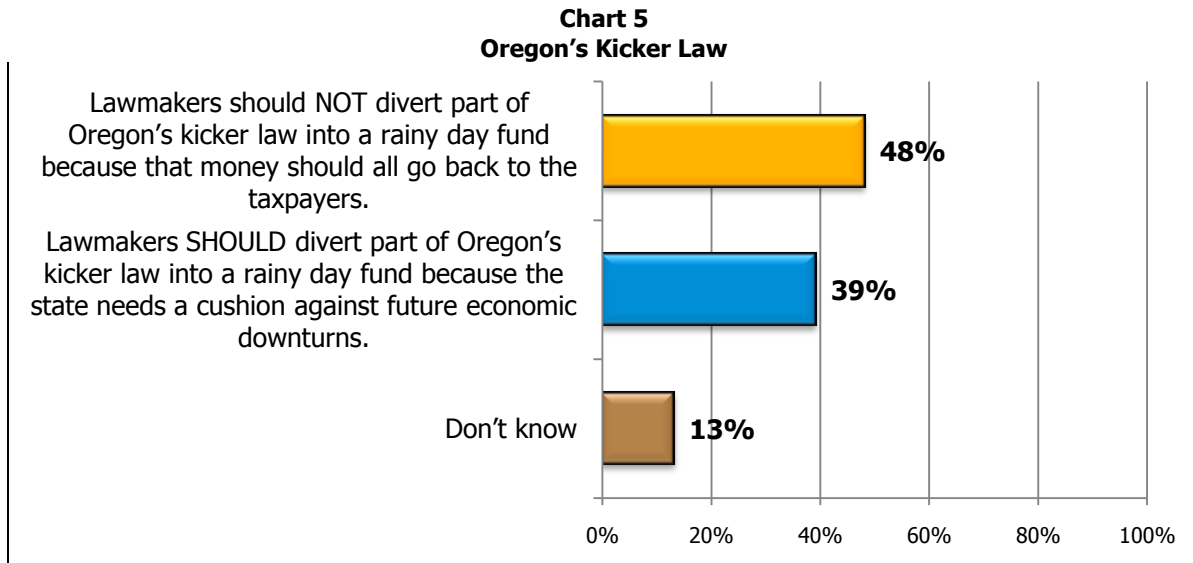
- Almost two-thirds of Washington residents (64%) feel lawmakers should not suspend obstacles to raising taxes such as the supermajority requirement. Voters: 67%/18%/15%. Q12

**Chart 4**  
**Raising Taxes In Washington**



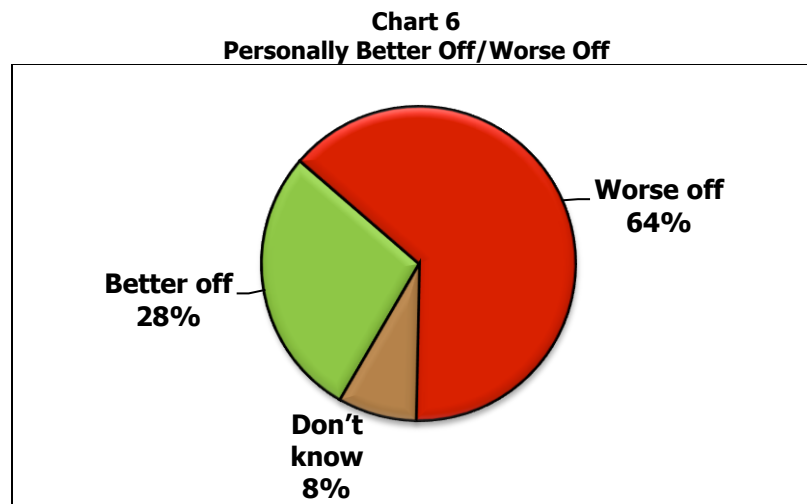
Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

- A plurality of Oregon residents oppose kicker reform (48%). Voters: 48%/43%/9%. Q13



Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

- By more than a 2:1 margin (64% to 28%), Northwest residents feel worse off financially than 18 months ago. Q14

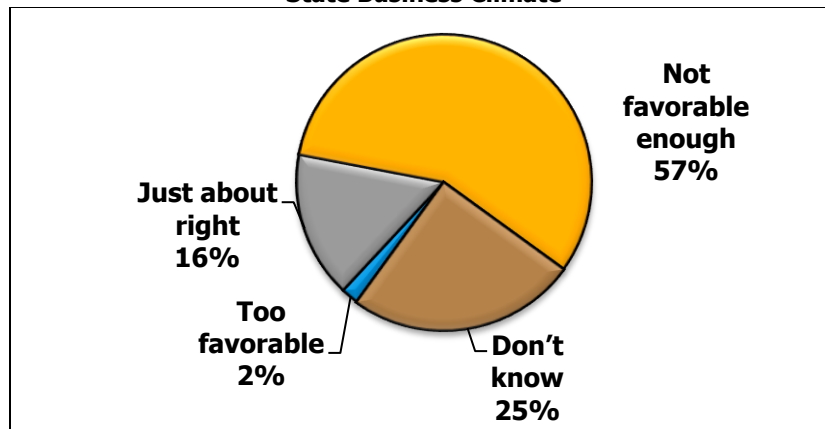


Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

- Half of Northwest residents or more report the following personal consequences because of the economy: cutting back on going out to dinner and other entertainment (68%), bargain shopping more (67%), cutting back on vacation/personal travel (59%), and driving less to save money (50%). Q15
- Less than 20% of Northwest residents report purchasing the following items during the past 12 months: a personal computer (19%); I-Phone, Blackberry, or a similar product (12%); and a big screen television (10%). Q16

- More than 75% of Northwest residents report significantly decreasing their spending because of the economy and 71% agree that their spending and saving habits will be permanently changed because of the economy. Q18-19
- Sixty percent (60%) of Northwest residents disagree that they are saving more money than they have in the past because of the current economy and 38% of Northwest residents disagree that they're hanging in there financially. Q17&20
- A majority (57%) of Northwest area residents feel their state's business climate is not favorable enough for economic development or for businesses to grow. Only 2% feel it is too favorable. Q21

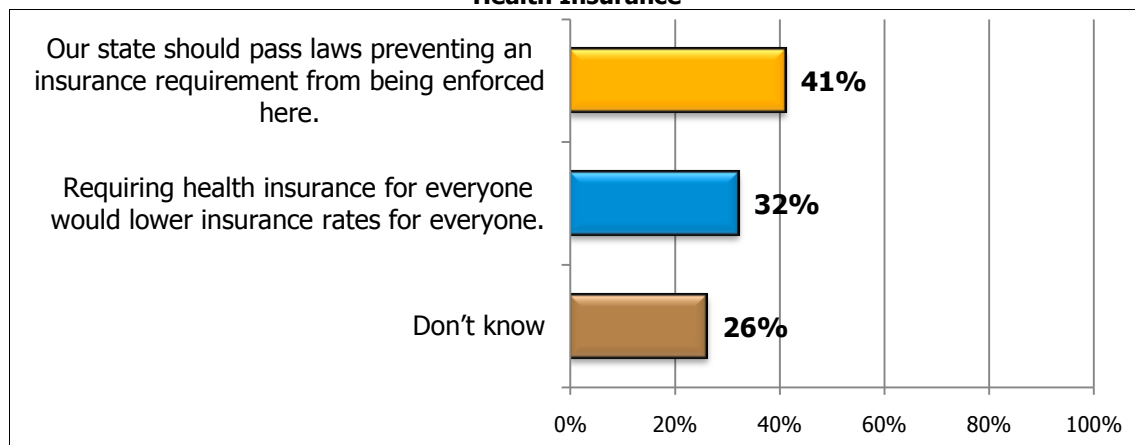
**Chart 7  
State Business Climate**



Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

- Northwest residents are split on having their state pass laws requiring resident to buy health insurance in the same way drivers are required to have car insurance. Q23

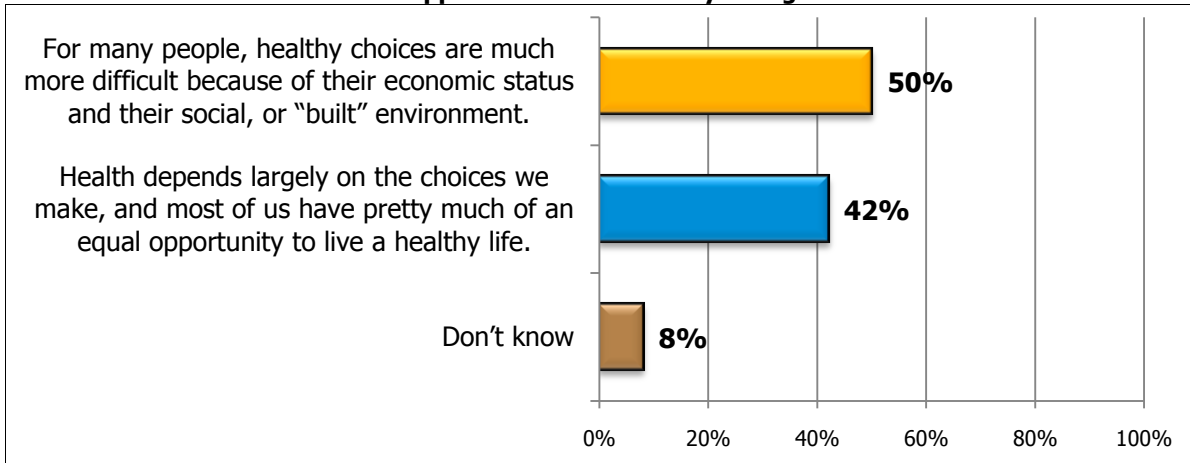
**Chart 8  
Health Insurance**



Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

- Northwest residents are also split on if people have pretty much an equal opportunity to live a healthy life or if some people have more difficulty because of their economic status and their social, or “built” environment. Q24

**Chart 9**  
**Opportunities For Healthy Living**



Source: Davis, Hibbitts, & Midghall, Inc. (DHM), February 2010

- Though a majority of Northwest residents feel public health includes a variety of programs and services—from vaccination and disease prevention to promoting good health of the entire community—the strongest agreement was registered for serving low income households. Q25-29

# State Government Services Ratings MaxDiff Results

MaxDiff is an approach for obtaining importance scores for multiple items. It has been shown to deliver greater discrimination among items and between respondents than the more commonly used rating scale questions. (Our experience, validated by the public opinion and market research community, has shown that rating scale questions often do not provide variation between test items that are statistically significant. MaxDiff is more effective for two reasons: First, respondents must make trade-offs in order to choose the best and worst of the three displayed items. They do not rate items in isolation, but in competition. Second, the choices are made without the use of a scale. (Scales introduce the opportunity for interpretation bias – different individuals could feel an item is equally important yet select a different number to represent that feeling.) For these reasons, MaxDiff results are able to demonstrate greater variation between test items.

### One of Twelve MaxDiff Questions Displayed in Survey

#### STATE GOVERNMENT SPENDING EXERCISE

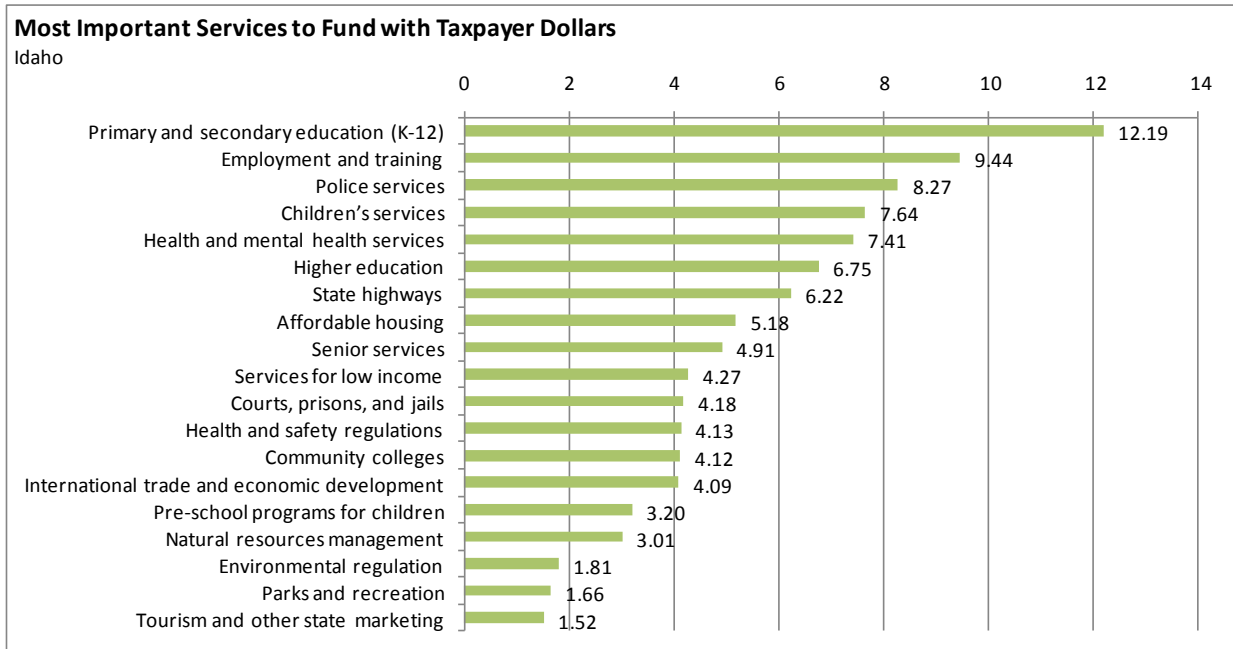
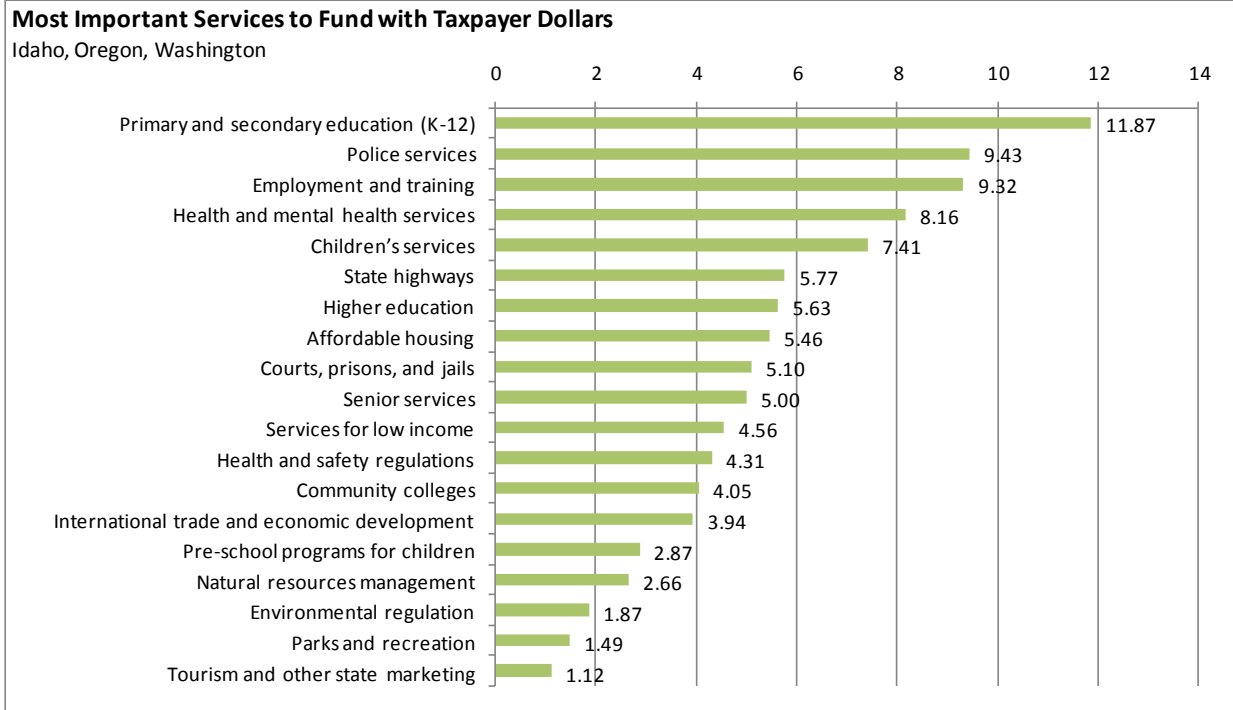
The following exercise is comprised of multiple questions regarding how government officials should allocate taxpayer dollars. Each question will ask you to consider which service or program you think is most important to fund and which is least important to fund. These questions may seem repetitive or tedious, however we want you to consider several different scenarios against each other. Please give it your best shot!

**Among the following items, which is most important and which is least important to fund with taxpayer dollars?**

	Most Important	Least Important
Community colleges	<input type="radio"/>	<input type="radio"/>
Natural resources management	<input type="radio"/>	<input type="radio"/>
Courts, prisons, and jails	<input type="radio"/>	<input type="radio"/>
Tourism and other state marketing	<input type="radio"/>	<input type="radio"/>
Pre-school programs for children	<input type="radio"/>	<input type="radio"/>

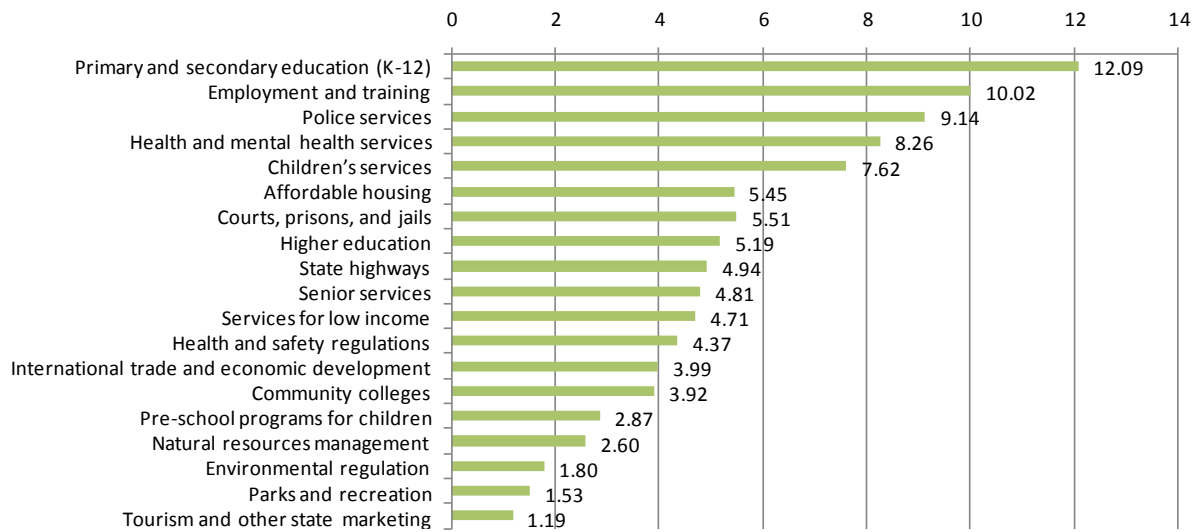
*Select one item for Most Important and one item for Least Important*

## MaxDiff Findings



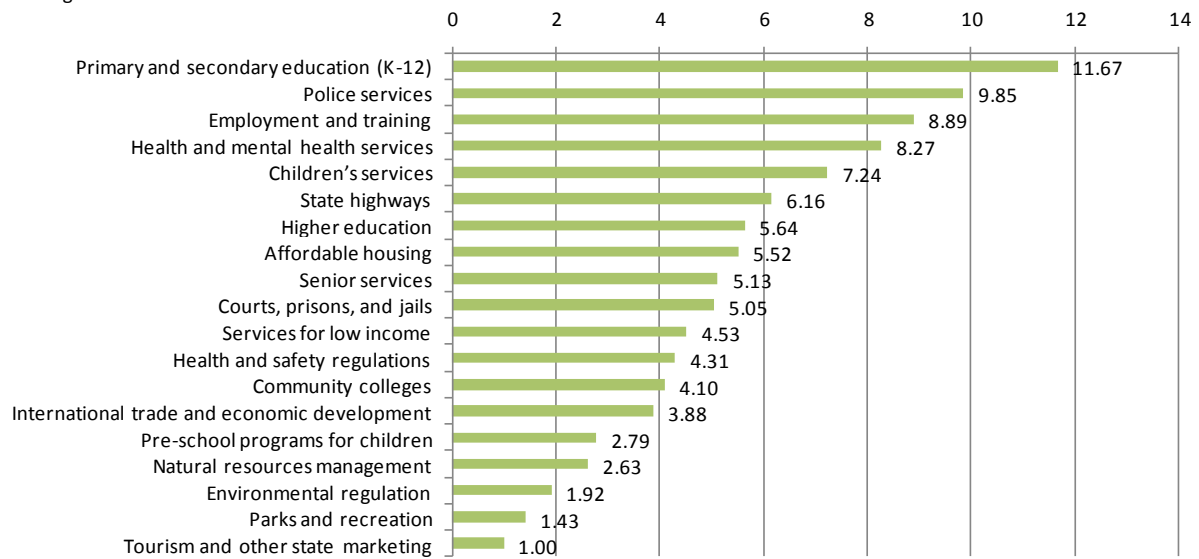
### Most Important Services to Fund with Taxpayer Dollars

Oregon

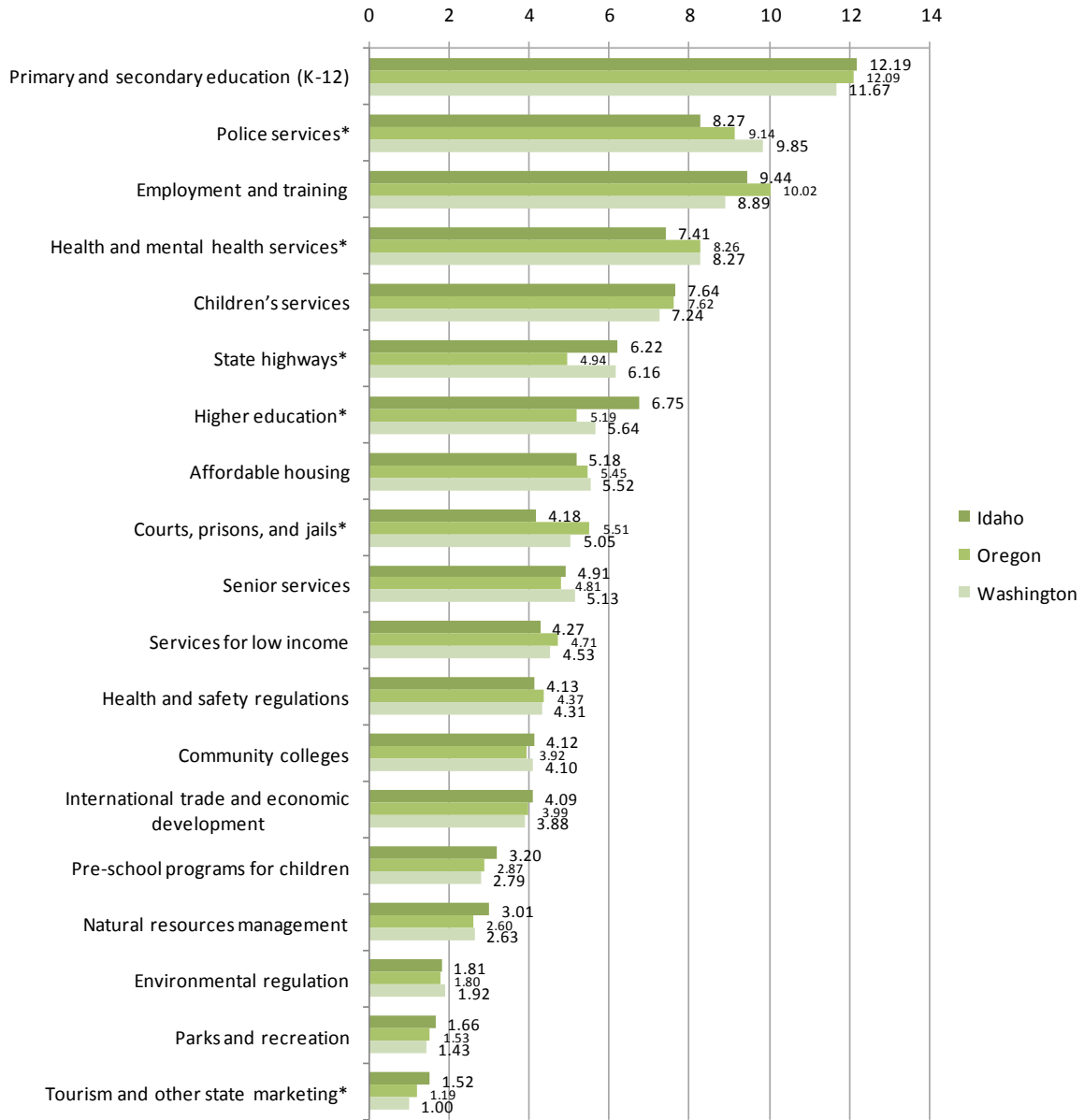


### Most Important Services to Fund with Taxpayer Dollars

Washington



**Most Important Services to Fund with Taxpayer Dollars**  
 Idaho, Oregon, Washington



\* Indicates statistically significant difference between two or more states

## Northwest OpinionScape Partners

# NORTHWEST HEALTH FOUNDATION

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*The Community's Partner for Better Health*

Northwest Health Foundation (NWHF) is a nonprofit foundation that seeks to advance, support, and promote the health of the people of Oregon and Southwest Washington. It achieves its mission through a variety of means, including grantmaking, technical assistance and training, convening, commissioning research, and supporting policy advocacy. NWHF is committed to making public health a priority in the Pacific Northwest. An essential part of this effort is to help residents understand that health is about the kind of communities they live in, looking at things like education, unemployment, community design, and air and water quality. [www.nwhf.org](http://www.nwhf.org)



Founded in 2003, Northwest News Network (N<sup>3</sup>) is a collaboration of public radio stations in Idaho, Oregon, and Washington. N<sup>3</sup> reporters bring a regional perspective to daily spot news and produce features that go beyond the headlines. The regional stories add to the material produced by local NPR affiliates to offer listeners more complete coverage of the Northwest. N<sup>3</sup> partner stations are: Boise State Radio, Jefferson Public Radio, KLCC, KMUN, KPLU, KUOW Puget Sound Public Radio, Northwest Public Radio, Oregon Public Broadcasting, and Spokane Public Radio. [www.nwnewsnetwork.org](http://www.nwnewsnetwork.org)



Davis, Hibbitts & Midghall, Inc. (DHM) has been providing premier opinion research and consultation throughout the Pacific Northwest and other regions for over three decades. The firm is non-partisan and independent with a sound reputation for objectivity and thoroughness. DHM specializes in providing high quality quantitative and qualitative opinion research to guide the development of research-based plans and communication strategies for a diverse client base. It strives to do more work in areas that promote the social and economic well-being of communities in the Northwest. [www.dhmresearch.com](http://www.dhmresearch.com)