

**NORTHWEST HEALTH FOUNDATION HEALTH VALUES SURVEY
 FEBRUARY 2010; N=500 (SPLIT A: N=250, SPLIT B: N=250) OR STATEWIDE; GENERAL POPULATION
 DAVIS, HIBBITTS & MIDGHALL, INC. (DHM)**

Hello, I'm _____ from DHM, Inc. a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern individuals in your area. May I speak to someone in the household ages 18 and older?

**Where applicable, comparative data is noted from a 2006 online survey of Oregonians, and a 2007 and 2008 telephone survey of Oregonians.*

HEALTH POLICY / LEGISLATIVE PRIORITIES

Would you strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following proposals? **(Rotate Following)**

N=500 2010					
Response Category	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	DK
1. Tax products that are known to cause health problems (N=250)	30%	25%	14%	24%	7%
2. Provide a tax credit to small businesses that provide health insurance to all employees	65%	28%	2%	4%	2%
3. Provide lower health insurance premiums to people who choose healthy behaviors	56%	27%	7%	6%	3%
4. Increase state funds for farm to school programs to provide children with healthier school meals	53%	31%	5%	7%	3%
5. Increase state funds to provide PE in schools for all students	62%	22%	6%	9%	2%
6. Require state policy decisions to consider health impacts like we do for environmental and economic impacts	36%	35%	8%	14%	7%
7. Limit advertising of tobacco products in Oregon	51%	20%	11%	13%	4%
8. Add fluoride to drinking water	30%	33%	9%	17%	11%

GENERAL QUESTIONS ABOUT INDIVIDUAL HEALTH / POPULATION HEALTH

9. When it comes to improving health for Oregonians, do you think the state is headed in the right direction or are things off on the wrong track?

Response Category	N=500 2010
Right Direction	34%
Wrong Track	39%
Don't know	27%

10. Thinking specifically about prevention as it relates to keeping people healthy, what are the first things that come to mind for you? (**Open, probe for specific comments.**)

Response Category	N=500 2010
Healthy diet/eating healthy	42%
Regular exercise	33%
Annual exams/regular checkups	17%
Healthy lifestyle	12%
No smoking/don't smoke	10%
Education/knowledge/being informed	10%
Illness prevention generally	6%
Immunizations/vaccinations	6%
Good/quality physician	6%
No alcohol/don't drink	5%
Taking vitamins regularly	3%
Weight control/lose weight	3%
Affordable medical insurance	3%
All other responses	2% or less
None/nothing/refused	1%
Don't know	3%

11. *** I am going to read you two statements. Which one comes closer to your point of view? (Read options A & B. Rotate Options. Accept one response).

Response Category	N=500 2010	2006 Online
a. Government-run public health programs have been successful in leading to safer workplaces, improved motor vehicle safety, and control of infectious diseases, to name a few. OR	50%	49%
b. Individual responsibility and American private enterprise are more responsible than government-run public health programs for improvements in society's well-being.	39%	51%
(VOLUNTEERED) Neither	5%	N/A
Don't know	6%	N/A

SUPPORT FOR SMOKE-FREE WORKPLACE LAW

12. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose the recently enacted Oregon law prohibiting smoking in workplaces including bars and restaurants?

Response Category	N=500 2010
Strongly support	70%
Somewhat support	11%
Somewhat oppose	6%
Strongly oppose	9%
Don't know	3%

13. Now that smoking is not allowed or prohibited in bars, do you go to bars more often, less often, or about the same?

Response Category	N=500 2010
More often	12%
Less often	7%
About the same	65%
Don't know/Refused	17%

DEMOGRAPHIC INFORMATION

14. Do you currently have health insurance?

Response Category	N=500 2010
Yes	87%
No	12%
Don't know	1%

15. What is your age?

Response Category	N=500 2010
18-24	11%
25-34	18%
35-54	38%
55-64	17%
65+	15%
Refused	1%

16. What county do you live in? (**RECORD COUNTY**)

Response Category	N=500 2010
Tri-County	43%
Willamette Valley	27%
Rest of State	30%

17. Gender

Response Category	N=500 2010
Male	48%
Female	52%

18. How many years have you lived in Oregon?

Response Category	N=500 2010
0-5 years	7%
6-10 years	8%
11-20 years	15%
More than 20 years	69%
Refused	1%

19. What is the highest level of education that you have completed?

Response Category	N=500 2010
Less than high school	2%
High school diploma	21%
Some college	27%
College degree	32%
Graduate/professional school	16%
Refused	1%

20. How many children under age 18 live in your home? (RECORD NUMBER)

Response Category	N=500 2010
None	61%
1 child	14%
2 children	16%
3 children	5%
4 or more	3%
Refused	2%

21. What is your total household income before taxes in 2009?

Response Category	N=500 2010
Less than \$25,000	15%
\$25,000 - \$49,999	18%
\$50,000 - \$74,999	21%
\$75,000 - \$99,999	13%
\$100,000 or more	16%
Refused	17%

22. Are you registered to vote?

Response Category	N=500 2010
Yes	89% (ASK Q52-Q53)
No	10% (SKIP TO Q54)
Refused	1% (SKIP TO Q54)

23. **(If yes to Q51)** Are you registered as a Democrat, a Republican, or as something else?

Response Category	N=447 2010
Democrat	38%
Republican	32%
Independent/other	24%
Refused	5%

24. **(If yes to Q51)** Considering all elections primary and general, all of which are done by mail now, do you vote **(Read list, choose one option)**

Response Category	N=447 2010
All of the time	69%
Most of the time	24%
Sometimes	5%
Hardly ever	1%
Or do you never vote	0%
Refused	0%

25. **(Ask All)** Are you of Spanish, Hispanic, or Latino origin?

Response Category	N=500 2010
Yes	3%
No	95%
Refused	2%

26. Which of the following best describes your ethnicity?

Response Category	N=500 2010
White/Caucasian	89%
African American/Black	1%
Hispanic/Latino	2%
Asian/Pacific Islander	1%
Native American/American Indian	3%
Other	2%
Refused	2%

27. Do you or a member of your family have a physical or mental disability?

Response Category	N=500 2010
Yes, physical disability	9%
Yes, mental disability	4%
Both, physical and mental disabilities	5%
None	80%
Refused	1%

28. Are you currently caring for or assisting a family member requiring regular medical care, whether physical or mental? The person does not have to live with you, just that you are caring for or assisting that person with their health and wellbeing.

Response Category	N=500 2010
Yes	20%
No	79%
Refused	1%

29. Which of the following best describes you? (**Read list, accept one response**)

Response Category	N=500 2010
I am a regular smoker	10%
I was a smoker but have not smoked for the last year	8%
I smoke but on only rare occasions	6%
I do not smoke	75%
Refused	1%

Source: Public Health Values Poll. Telephone Survey of 500 Oregon, Feb. 6-8, 2010. Conducted by Davis, Hibbitts & Midghall, Inc., Commissioned by the Northwest Health Foundation's Community Health Priorities initiative.

Methodology:

Davis, Hibbitts and Midghall, Inc. (DHM), an independent, non-partisan public opinion research firm in Portland, OR, conducted this research. The Northwest Health Foundation funded the research. The research was done through a statewide, representative, random digit-dialed telephone survey of 500 Oregonians. This is a sufficient sample size to assess opinions generally to review findings by multiple subgroups including gender, age, area of state and political affiliation. In gathering responses, DHM employed quality control measures, including questionnaire pre-testing, callbacks, and validations. In addition, quotas were established for age, gender, and area of state based on the total voter population of Oregon to ensure a representative sample. 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. For a sample size of 500, the margin would be +/- 4.4%, at the 95% confidence level. 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 target population.