

## INTRODUCTION & METHODOLOGY

From October 1-6, 2020, DHM Research and the Oregon Values and Beliefs Center conducted a survey on behalf of Oregon Recovers to assess Oregonians' opinions about alcohol and funding for addiction services.

**Research Methodology:** The online survey consisted of 600 Oregon residents ages 18+ and took approximately 15 minutes to complete. This is a sufficient sample size to assess Oregonians' opinions generally and to review findings by multiple subgroups.

Respondents were contacted by using professionally maintained online panels. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing, validation, and real time monitoring of responses. To ensure a representative sample, demographic quotas were set, and data weighted by area of the state, gender, age, and education.

**Statement of Limitations:** Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents 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 margin of error if compared with the results achieved from surveying the entire population. This survey's margin of error, for the full sample, ranges from  $\pm 2.4\%$  to  $\pm 4.0\%$  depending on the how the response category percentages split for any given question.

**DHM Research & Oregon Values and Beliefs Center:** The research was completed as a community service by DHM Research in partnership with the Oregon Values and Beliefs Center. Both organizations are independent and non-partisan. DHM is a Certified B Corporation and OVBC is an Oregon charitable nonprofit corporation.

**DHM/OVBC Statewide Values and Beliefs  
Oregon Recovers Survey**

**October 1-6, 2020**

**Oregonians 18+; N=600; margin of error ±2.4 to ±4.0%**

1. What's more important to you?

<b>Response category</b>	<b>n=600</b>
More alcohol and drug addiction recovery services	70%
More brewery, winery and bartending jobs	11%
Don't know	18%

**REDUCE VS. EXPAND**

2. **(Split A)** Would you support or oppose increasing alcohol taxes in order to reduce harmful alcohol use like binge drinking and underage drinking?

<b>Response category</b>	<b>n=300</b>	
Support strongly	31%	<b>62%</b>
Support somewhat	30%	
Oppose somewhat	15%	<b>32%</b>
Oppose strongly	17%	
Don't know	6%	<b>6%</b>

3. **(Split B)** Would you support or oppose increasing alcohol taxes to fund expanded access to drug and alcohol addiction treatment and recovery support services?

<b>Response category</b>	<b>n=300</b>	
Support strongly	42%	<b>76%</b>
Support somewhat	34%	
Oppose somewhat	9%	<b>20%</b>
Oppose strongly	12%	
Don't know	4%	<b>4%</b>

## PRICE VS. TAX

4. **(Split C)** Would you support a 15% price increase of all alcohol to fund alcohol and drug addiction recovery services?

Response category	n=300	
Support strongly	36%	64%
Support somewhat	28%	
Oppose somewhat	10%	30%
Oppose strongly	20%	
Don't know	6%	6%

5. **(Split D)** Would you support a 15% tax increase on beer, wine and spirits to fund alcohol and drug addiction recovery services?

Response category	n=300	
Support strongly	37%	61%
Support somewhat	24%	
Oppose somewhat	13%	34%
Oppose strongly	21%	
Don't know	5%	5%

## SUBSTANCE ABUSE

6. **(Split E)** Is alcohol use a problem in your immediate or extended family?

Response category	n=300
Yes	35%
No	62%
Don't know	3%

7. **(Split F)** Is drug use a problem in your immediate or extended family?

Response category	n=300
Yes	26%
No	70%
Don't know	4%

**DEMOGRAPHICS**

8. In what year were you born? **[Autofill age as:]**

Response category	n=600
18-29	20%
30-44	26%
45-64	35%
65+	19%

9. I describe my gender as:

Response category	n=600
Male	50%
Female	49%
Non-binary or gender non-conforming	1%
Trans	<1%
Other	0%

10. In what county do you live? **[Dropdown box of all Oregon counties]**  
**[Autofill area as:]**

Response category	n=600
Tri-county	44%
Willamette Valley	28%
Rest of state	28%

11. What is your party registration?

Response category	n=600
Democrat	42%
Republican	26%
NAV/other	28%
Not registered to vote	5%

12. Do you rent or own your home?

Response category	n=600
Rent	59%
Own	29%
Don't know	12%

13. What is the highest level of education you have attained?

Response category	n=600
Less than high school	4%
High school diploma/GED	32%
Some college/2-year degree	36%
College degree/4-year degree	14%
Graduate/professional school	14%

14. What was your total household income in 2019?

Response category	n=600
Less than \$25,000	23%
\$25,000 - \$49,999	24%
\$50,000 - \$74,999	21%
\$75,000 - \$99,999	12%
\$100,000 - \$149,999	13%
\$150,000 or more	8%

15. With which of the following races and ethnicities do you identify? Check all that apply.

Response category	n=600
African	1%
Asian/Pacific Islander	3%
Black/African American	1%
Hispanic/Latino/a/x	5%
Middle Eastern/North African	0%
Native American/American Indian	3%
Slavic	<1%
White or Caucasian	92%
Other	1%

Thank you for participating.