

# Finding Common Ground in a Divided Culture

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Political Typology Project

**PI** Research  
**Policy**  
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AMERICAN ASSOCIATION FOR  
PUBLIC OPINION RESEARCH

[www.policyinteractive.org/common-ground/](http://www.policyinteractive.org/common-ground/)

Pew's Political Typology  
"sorts Americans into  
cohesive groups based  
on their values,  
attitudes"

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FOR RELEASE OCTOBER 24, 2017

# Political Typology Reveals Deep Fissures on the Right and Left

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- Core Conservatives
- Country First Consers
- Market Skeptic Reps
- New Era Enterprisers
- Solid Liberals
- Opportunity Dems
- Disaffected Dems
- Devout & Diverse

**“...sorts Americans into cohesive groups based on their values, attitudes”**

**4 EXAMPLES OF 25 WORLDVIEW VALUES & ATTITUDE STATEMENTS USED:**

<b>For each pair below, which statement, A or B, comes closest to your view even if you don't agree with it exactly? A or B?</b>		
	<b>Liberal-leaning Statements</b>	<b>Conservative-leaning Statements</b>
1	<b>A. Governmental regulation of business is necessary to protect public interest.</b>	<b>B. Government regulation of business usually does more harm than good.</b>
2	<b>A. Immigrants today strengthen our country because of their hard work and talents.</b>	<b>B. Immigrants today are a burden on our country because they take our jobs, housing and health care.</b>
3	<b>A. Stricter environmental laws and regulations are worth the cost.</b>	<b>B. Stricter environmental laws and regulations cost too many jobs and hurt the economy .</b>
4	<b>A. Hard work and determination are no guarantee of success for most people.</b>	<b>B. Most people who want to get ahead can make it if they're willing to work hard.</b>

# Oregon Political Culture Focused

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How politically  
polarized are we, and  
where is there common  
ground?



# PI Political Typology 1: Dec. 2017

Online opt-in survey, 83 Questions

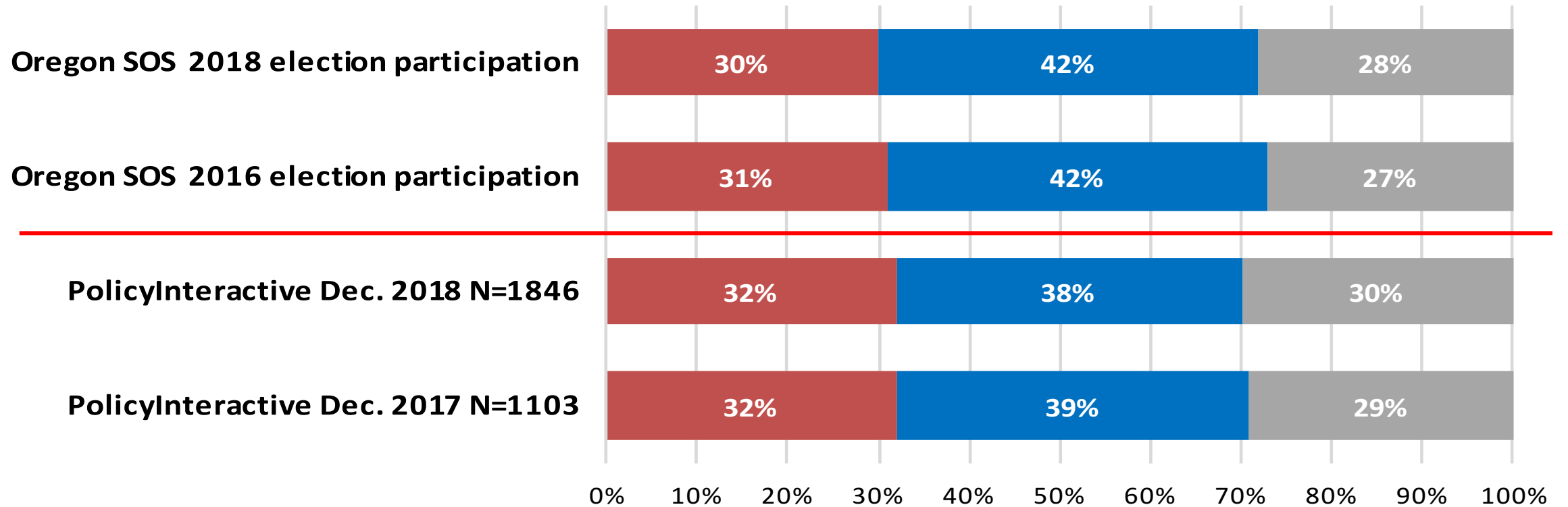
Sample population of 1103  
- Oregon n = 547; CA, WA, CO n = 556

Near Oregon S.O.S. and U.S. Census  
benchmarks

Weighted by education

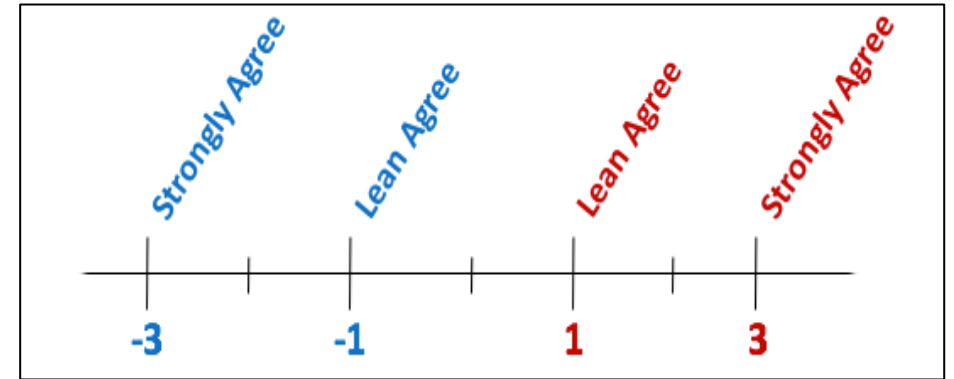
# Aligning survey respondents with Oregon Secretary of State

## Registered Party



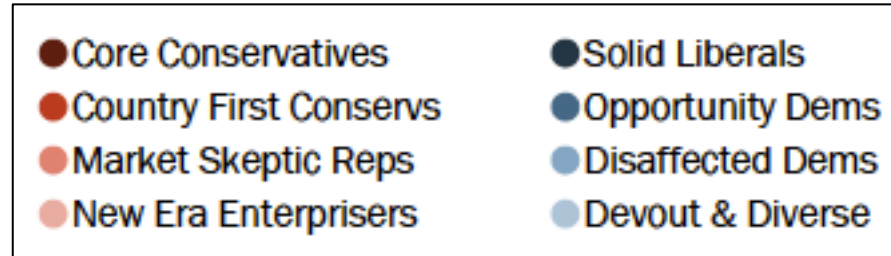


Typology 1 (Dec. 2017; N = 1103)											
Liberal-leaning (-)	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">1. Solid Liberals</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">2. Opportunity Dems</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">3. Disaffected Dems</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">4. Young Liberal Consumers</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">5. Apolitical CF Libertarians</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">6. Market Skeptic Rs</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">7. Progressive Conservatives</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">8. Core Conservatives</div> </div>								var. - row SUM	Conservative-leaning (+)	
	1	*Government regulation of business is necessary to protect the public interest.	-2.24	-1.22	-1.01	-0.49	0.29	-0.40			0.08
2	*Poor people have hard lives because government benefits don't go far enough to	-2.49	-0.91	-1.15	-0.53	-0.65	0.92	1.01	1.88	-1.9	*Poor people today have it easy because they can get government benefits without doing
3	*Immigrants today strengthen our country because of their hard work and talents.	-2.59	-1.73	-0.51	-0.60	0.28	-0.41	0.02	1.40	-4.1	*Immigrants today are a burden on our country because they take our jobs, housing
4	*Business corporations make too much profit.	-2.48	-1.14	-2.23	0.23	-1.30	-0.34	0.11	1.02	-6.1	*Most corporations make a fair and reasonable amount of profit.
5	*Stricter environmental laws and regulations are worth the cost.	-2.77	-1.92	-1.36	-0.07	-0.15	0.78	-0.62	1.78	-4.3	*Stricter environmental laws and regulations cost too many jobs and hurt the economy.
6	*Homosexuality should be accepted by	-2.93	-2.44	-2.09	-0.77	-0.71	0.29	-1.30	0.76	-9.2	*Homosexuality should be discouraged by
7	*Hard work and determination are no guarantee of success for most people.	-1.76	1.07	-0.47	1.18	-1.06	1.63	1.75	2.18	4.5	*Most people who want to get ahead can make it if they're willing to work hard.
8	*In foreign policy, the U.S. should take into account the interests of its allies even if it means making compromises with them.	-2.37	-1.83	-0.33	-0.51	0.36	-0.94	-0.29	1.36	-4.5	*In foreign policy, the U.S. should follow its OWN national interests even when its allies strongly disagree.
9	*It's best for the future of our country to be active in world affairs.	-1.47	-1.84	0.10	-0.75	0.87	-0.96	0.15	0.80	-3.1	*We should pay less attention to problems overseas and concentrate on problems here
10	*Our country needs to continue making changes to give black people equal rights with	-2.59	-1.61	-0.32	-1.51	0.67	1.16	1.06	2.35	-0.8	*Our country has made the changes needed to give black people equal rights with whites.
11	*The economic system in this country unfairly favors powerful interests.	-2.87	-2.11	-2.41	-1.02	-1.63	-0.86	-0.12	0.45	-10.6	*The economic system in this country is generally fair to most Americans.
12	*There are still significant obstacles that make it harder for women to get ahead than	-2.57	-1.68	-1.22	-0.56	-0.76	0.73	0.45	1.85	-3.8	*The obstacles that once made it harder for women than men to get ahead are now
13	Our country would be better off if we all consumed less.	-1.96	-0.79	-1.11	1.12	-0.81	-0.83	-0.74	-0.02	-5.1	We need to buy and consume to support a
14	*Society is just as well off if people have priorities other than marriage and children.	-2.33	-1.30	-1.43	0.69	-0.71	0.63	-0.64	0.83	-4.3	*Society is better off if people make marriage and having children a priority.
15	*Success in life is pretty much determined by forces outside of our control.	-0.63	1.16	0.43	1.05	-0.04	0.18	1.69	2.13	6.0	*Everyone has it in their own power to succeed.
16	*People in this country should learn to live with less.	-1.17	0.22	-0.44	0.61	-0.90	0.72	-0.15	1.02	-0.1	*There are no real limits to growth in this
17	Combat-style firearms should be illegal to buy or own by the general public.	-2.69	-2.43	-1.68	-1.09	0.68	-1.28	-0.87	1.84	-7.5	The U.S. constitution broadly protects gun ownership regardless of the type of firearm.
18	A federal constitutional amendment should be passed to regulate unlimited money in	-2.58	-1.01	-2.39	-0.29	0.37	-1.55	-0.23	-0.41	-8.1	Campaign spending should be constitutionally protected as freedom of speech.
19	It's high time that inappropriate or offensive sexual verbal or physical gestures become toxic political discourse risks destroying our	-2.46	-2.39	-1.25	-0.63	0.05	-1.16	-1.09	0.69	-8.3	People have become far too sensitive about what is mostly harmless flirtation.
20	Our future demands tough talk and telling it	-1.51	-2.06	-0.64	0.73	0.73	-1.92	0.89	1.03	-2.7	Our future demands tough talk and telling it
21	(Which you prefer:) Bigger government providing more services	-1.56	-0.71	0.16	-0.34	-0.24	1.44	0.50	2.28	1.5	Smaller government providing fewer services
22	*Racial discrimination is the main reason why many black people can't get ahead these	-2.38	-0.91	-0.29	-0.65	1.04	0.38	1.24	2.36	0.8	*Black people who can't get ahead in this country are mostly responsible for their own
23	*Government often does a better job than people give it credit for.	-0.37	0.21	1.48	0.45	0.84	1.48	0.57	2.11	6.8	*Government is almost always wasteful and inefficient.
24	Building codes which discourage tiny homes should be reformed.	-2.01	-1.50	-1.38	-0.42	-0.55	-0.94	-0.60	-0.57	-8.0	Tiny homes promote second class citizens and slums.
25	The addictive drug and opioid epidemic in our country requires a broader understanding about root causes and treatment of addiction.	-2.70	-1.93	-2.14	-0.91	0.20	-0.90	-0.12	0.72	-7.8	Drug addiction is a symptom of an overly permissive society which requires greater discipline, penalties and confinement.
	<b>Cluster column score</b>	<b>-53.48</b>	<b>-30.78</b>	<b>-23.67</b>	<b>-5.09</b>	<b>-3.17</b>	<b>-2.12</b>	<b>2.76</b>	<b>31.35</b>	<b>-84.2</b>	



# Voter Archetypes

## Pew 2017



## PolicyInteractive Dec. 2017 T1





# FINDINGS

## Typology 1: Strongest Shared Agreement

### Liberal Direction

The economic system in this country unfairly favors powerful interests. (78% of sample)

Building codes which discourage tiny homes should be reformed. (77%)

A federal constitutional amendment should be passed to regulate money in political campaigns. (74%)

Homosexuality should be accepted by society. (73%)

The addictive drug epidemic requires broader understanding on causes and treatment. (73%)

It's high time offensive sexual verbal or physical gestures become socially unacceptable. (72%)

Combat style firearms should be illegal to buy or own by the general public. (68%)

Our country would be better off if we all consumed less. (66%)

In foreign policy, the U.S. should take into account the interests of its allies. (65%)

Stricter environmental costs are worth the costs. (62%)

### Conservative Direction

Government is almost always wasteful and inefficient. (71% of sample)

Everyone has it their own power to succeed. (69%)

December 2017 (N = 1103)

Topics of Strong Agreement (at least 6 of 8 archetypes agree)													
Row Reference	Liberal-leaning statements ( - )	1-Solid Liberals 2-Opportunity Dems 3-Disaffected Dems 4-Young Liberal Consumers 5-Apolitical Country-first Libertarians 6-Market Skeptic Rs 7-Progressive Conservatives 8-Core Conservatives								Conservative-leaning statements ( + )	row strength SUM	% total sample population	
		STRONGEST SHARED AGREEMENT - LIBERAL DIRECTION (-)											
1	*The economic system in this country unfairly favors powerful interests.	-2.87	-2.11	-2.41	-1.02	-1.63	-0.86	-0.12	0.45	*The economic system in this country is generally fair to most Americans.	-10.6	78%	
2	*Homosexuality should be accepted by society.	-2.93	-2.44	-2.09	-0.77	-0.71	0.29	-1.30	0.76	*Homosexuality should be discouraged by society.	-9.2	73%	
3	It's high time that inappropriate or offensive sexual verbal or physical gestures become socially unacceptable.	-2.46	-2.39	-1.25	-0.63	0.05	-1.16	-1.09	0.69	People have become far too sensitive about what is mostly harmless flirtation.	-8.3	72%	
4	A federal constitutional amendment should be passed to regulate unlimited money in political campaigns.	-2.58	-1.01	-2.39	-0.29	0.37	-1.55	-0.23	-0.41	Campaign spending should be constitutionally protected as freedom of speech.	-8.1	74%	
5	Building codes which discourage tiny homes should be reformed.	-2.01	-1.50	-1.38	-0.42	-0.55	-0.94	-0.60	-0.57	Tiny homes promote second class citizens and slums.	-8.0	77%	
6	The addictive drug and opioid epidemic in our country requires a broader understanding about root causes and treatment of addiction.	-2.70	-1.93	-2.14	-0.91	0.20	-0.90	-0.12	0.72	Drug addiction is a symptom of an overly permissive society which requires greater discipline, penalties and confinement.	-7.8	73%	
7	Combat-style firearms should be illegal to buy or own by the general public.	-2.69	-2.43	-1.68	-1.09	0.68	-1.28	-0.87	1.84	The U.S. constitution broadly protects gun ownership regardless of the type of firearm.	-7.5	68%	
8	Our country would be better off if we all consumed less.	-1.96	-0.79	-1.11	1.12	-0.81	-0.83	-0.74	-0.02	We need to buy and consume to support a strong economy.	-5.1	66%	
9	*In foreign policy, the U.S. should take into account the interests of its allies even if it means making compromises	-2.37	-1.83	-0.33	-0.51	0.36	-0.94	-0.29	1.36	*In foreign policy, the U.S. should follow its OWN national interests even when its allies strongly disagree.	-4.5	65%	
10	*Stricter environmental laws and regulations are worth the cost.	-2.77	-1.92	-1.36	-0.07	-0.15	0.78	-0.62	1.78	*Stricter environmental laws and regulations cost too many jobs and hurt the economy.	-4.3	62%	
STRONGEST SHARED AGREEMENT - CONSERVATIVE DIRECTION (+)													
11	*Government often does a better job than people give it credit for.	-0.37	0.21	1.48	0.45	0.84	1.48	0.57	2.11	*Government is almost always wasteful and inefficient.	6.7	71%	
12	*Success in life is pretty much determined by forces outside of our control.	-0.63	1.16	0.43	1.05	-0.04	0.18	1.69	2.13	*Everyone has it in their own power to succeed.	6.0	69%	
	<b>Cluster % of total population sample</b>	<b>17%</b>	<b>13%</b>	<b>13%</b>	<b>8%</b>	<b>9%</b>	<b>12%</b>	<b>11%</b>	<b>17%</b>				

## Moderate Level of Agreement Topics (5 of 8 archetypes agreement)

	Liberal-leaning statements ( - )	1- Solid Liberals	2- Opportunity Dems	3- Disaffected Dems	4- Young Liberal	5- Consumers	6- Apolitical Country-first Libertarians	7- Market Skeptic Rs	8- Core Conservatives	Conservative-leaning statements ( + )	Row Strength SUM	% total sample population
1	*Business corporations make too much profit.	-2.48	-1.14	-2.23	0.23	-1.30	-0.34	0.11	1.02	*Most corporations make a fair and reasonable amount of profit.	-6.1	66%
2	*Hard work and determination are no guarantee of success for most people.	-1.76	1.07	-0.47	1.18	-1.06	1.63	1.75	2.18	*Most people who want to get ahead can make it if they're willing to work hard.	4.5	62%
3	*Society is just as well off if people have priorities other than marriage and children.	-2.33	-1.30	-1.43	0.69	-0.71	0.63	-0.64	0.83	*Society is better off if people make marriage and having children a priority.	-4.3	61%
4	*Immigrants today strengthen our country because of their hard work and talents.	-2.59	-1.73	-0.51	-0.60	0.28	-0.41	0.02	1.40	*Immigrants today are a burden on our country because they take our jobs, housing and health care.	-4.1	64%
5	*There are still significant obstacles that make it harder for women to get ahead than men.	-2.57	-1.68	-1.22	-0.56	-0.76	0.73	0.45	1.85	*The obstacles that once made it harder for women than men to get ahead are now largely gone.	-3.8	60%
6	*Government regulation of business is necessary to protect the public interest.	-2.24	-1.22	-1.01	-0.49	0.29	-0.40	0.08	1.49	*Government regulation of business usually does more harm than good.	-3.5	62%
7	*Poor people have hard lives because government benefits don't go far enough to help them live decently.	-2.49	-0.91	-1.15	-0.53	-0.65	0.92	1.01	1.88	*Poor people today have it easy because they can get government benefits without doing anything in return.	-1.9	54%
8	<b>Cluster % of total population sample</b>	<b>17%</b>	<b>13%</b>	<b>13%</b>	<b>8%</b>	<b>9%</b>	<b>12%</b>	<b>11%</b>	<b>17%</b>			

## Contested Territory (4 of 8 archetype agreement, not greater than 59% sample agreement)

Row Reference	Liberal-leaning statements ( - )	1- Solid Liberals	2- Opportunity Dems	3- Disaffected Dems	4- Young Liberal Consumers	5- Apolitical Country-first Libertarians	6- Market Skeptic Rs Conservatives	7- Progressive Conservatives	8- Core Conservatives	Conservative-leaning statements ( + )	Row Strength SUM	% total sample population
1	*It's best for the future of our country to be active in world affairs.	-1.47	-1.84	0.10	-0.75	0.87	-0.96	0.15	0.80	*We should pay less attention to problems overseas and concentrate on problems here at home.	-3.1	58%
2	Toxic political discourse risks destroying our democracy.	-1.51	-2.06	-0.64	0.73	0.73	-1.92	0.89	1.03	Our future demands tough talk and telling it the way we see it.	-2.7	59%
3	*Our country needs to continue making changes to give black people equal rights with whites.	-2.59	-1.61	-0.32	-1.51	0.67	1.16	1.06	2.35	*Our country has made the changes needed to give black people equal rights with whites.	-0.8	51%
4	*People in this country should learn to live with less.	-1.17	0.22	-0.44	0.61	-0.90	0.72	-0.15	1.02	*There are no real limits to growth in this country today.	-0.1	51%
5	*Racial discrimination is the main reason why many black people can't get	-2.38	-0.91	-0.29	-0.65	1.04	0.38	1.24	2.36	*Black people who can't get ahead in this country are mostly responsible for their own	0.8	51%
6	(Which you prefer:) Bigger government providing more services	-1.56	-0.71	0.16	-0.34	-0.24	1.44	0.50	2.28	Smaller government providing fewer services	1.5	53%
7	<b>Cluster % of total population sample</b>	<b>17%</b>	<b>13%</b>	<b>13%</b>	<b>8%</b>	<b>9%</b>	<b>12%</b>	<b>11%</b>	<b>17%</b>			

# Applied Research



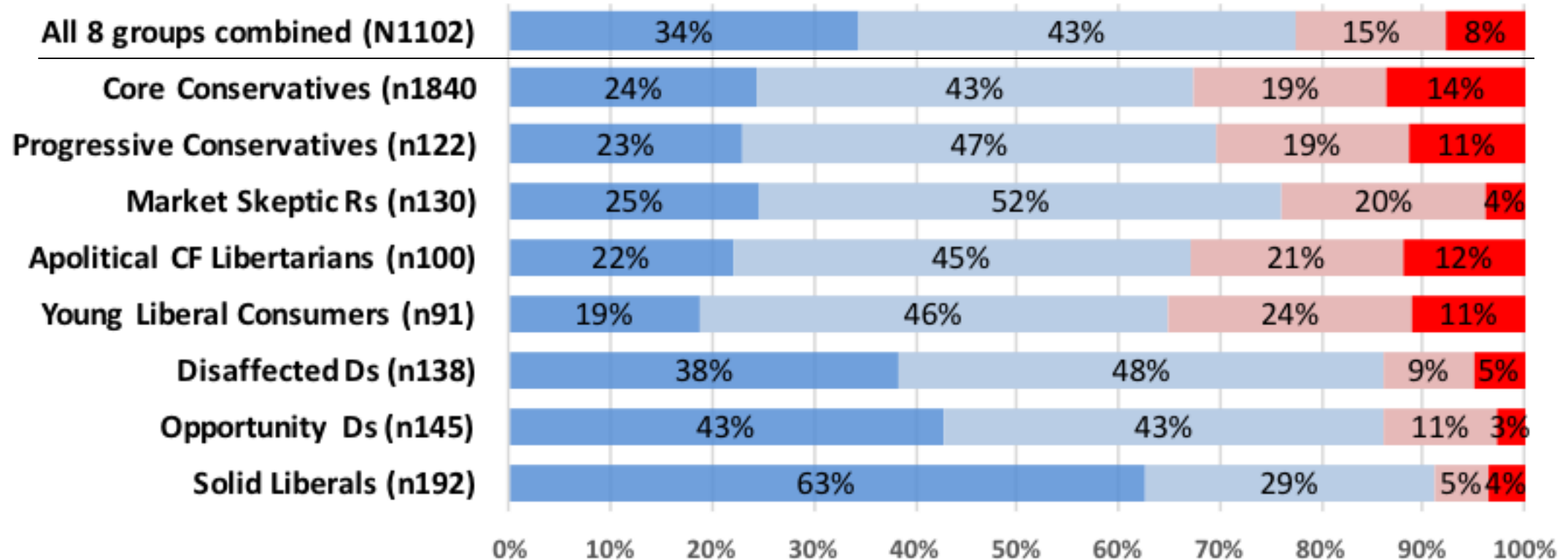
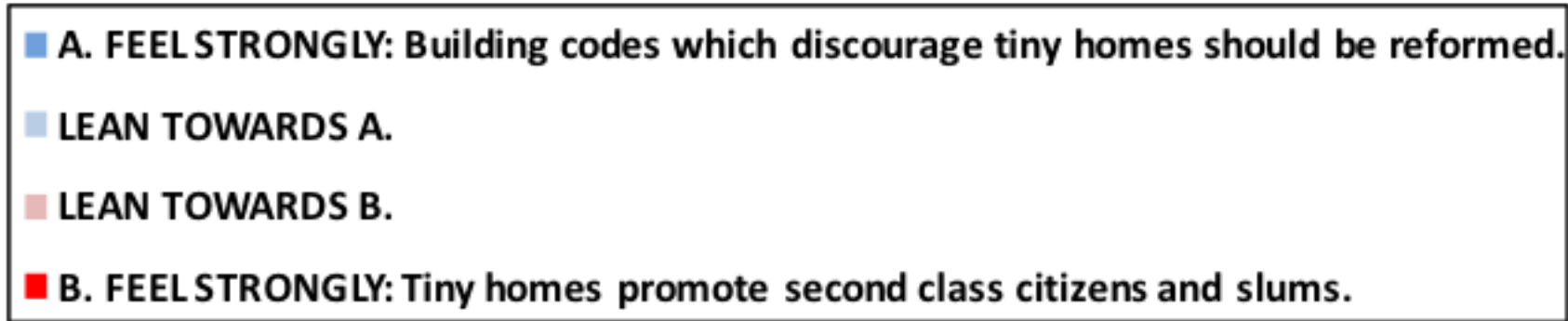
# Policy Adoption

## HOMELESSNESS - TINY HOMES : BUILDING CODE CONFLICTS

Row Reference #	Liberal-leaning statements (-)	1- Solid Liberals	2- Opportunity Dems	3- Disaffected Dems	4- Young Liberal Consumers	5- Apolitical Country-first Libertarians	6- Market Skeptic Rs	7- Progressive Conservatives	8- Core Conservatives	Row SUM	Conservative-leaning statements (+)
24	Building codes which discourage tiny homes should be reformed.	-2.0	-1.5	-1.4	-0.4	-0.6	-0.9	-0.6	-0.6	-8.0	Tiny homes promote second class citizens and slums.

Applied research adoption in Oregon policy law: **HOMELESSNESS - TINY HOMES : BUILDING CODE CONFLICTS**

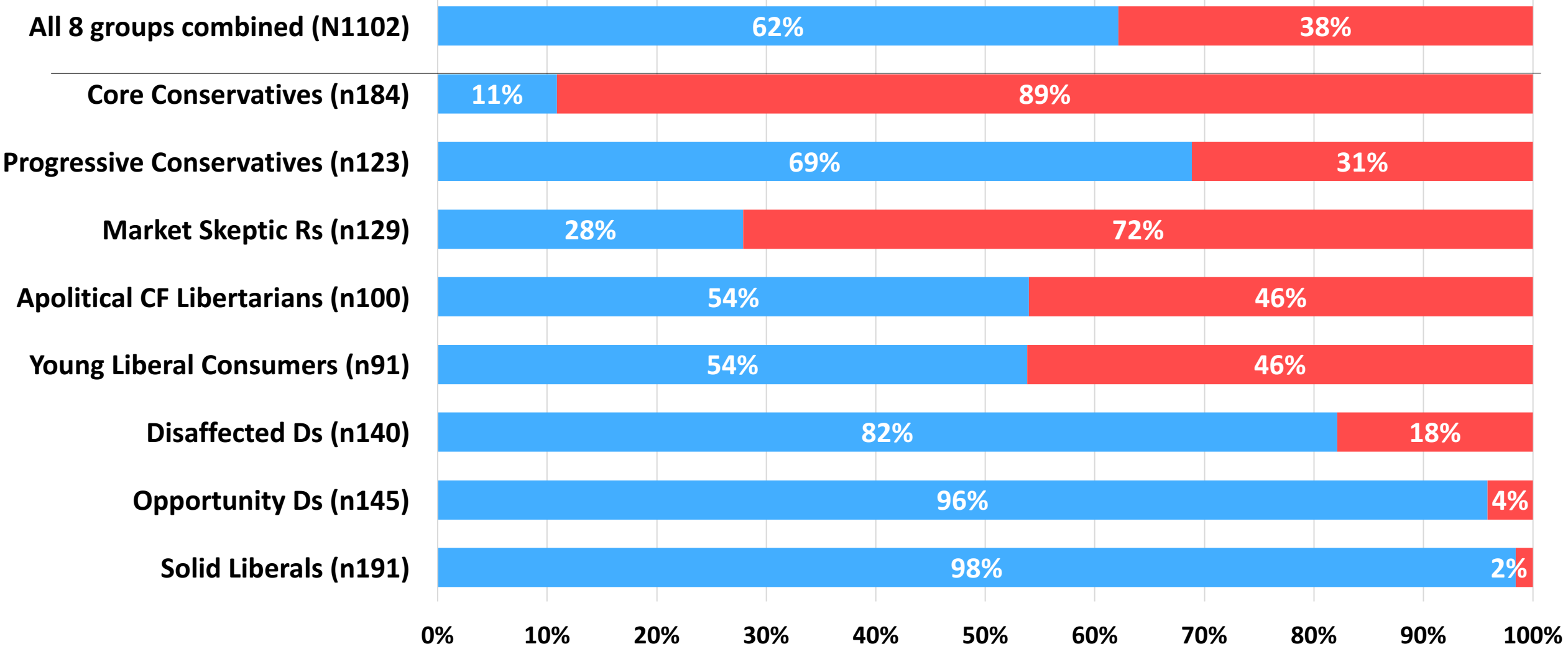
**Typology 1: December 2017**



# Which statement do you agree with more, choice A or B?

**A. Stricter environmental laws and regulations are worth the cost.**

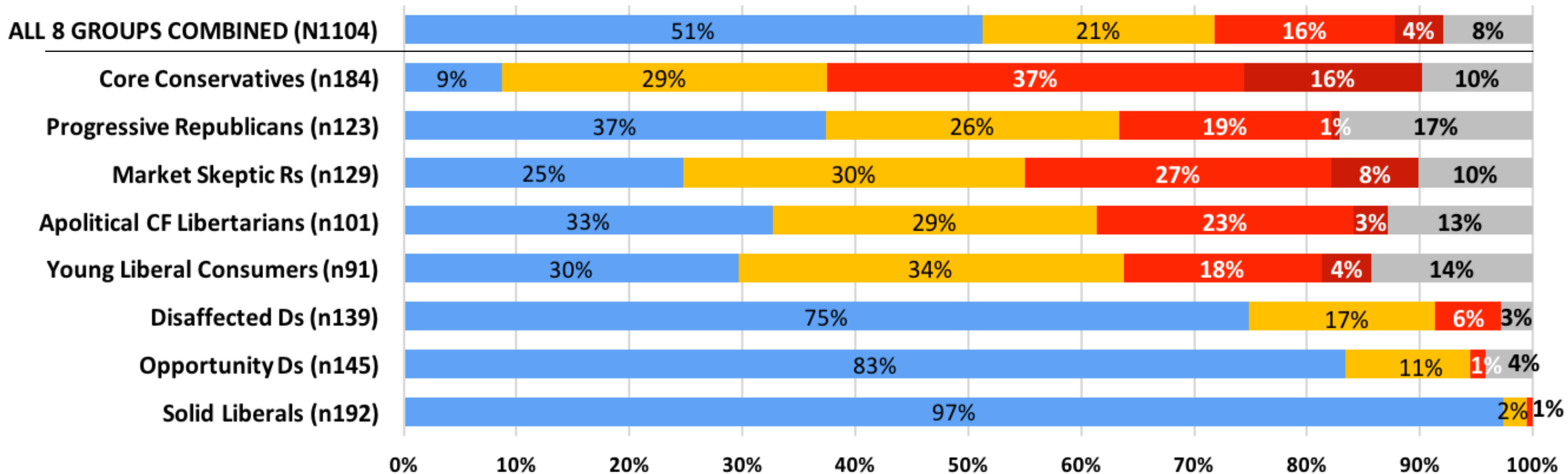
**B. Stricter environmental laws and regulations cost too many jobs and hurt the economy.**





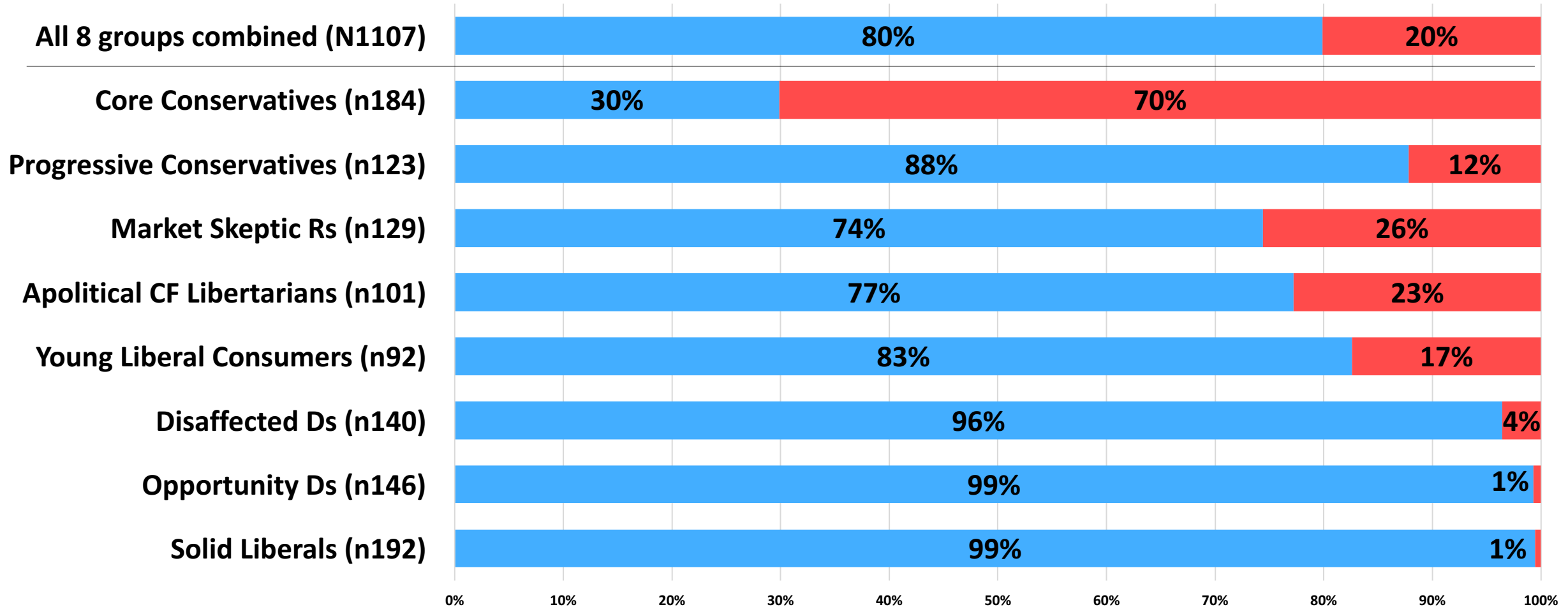
From what you've observed, heard or read, is there solid evidence or cause about the average temperature getting warmer over the past few decades or not? Would you say:

- Yes, there is solid evidence. Mostly because of HUMAN activity such as burning fossil fuels.
- Yes, there is solid evidence. Mostly because of NATURAL patterns in Earth's environment.
- There is no solid evidence. We just don't know enough yet.
- Hoax. It is just not happening.
- Undecided, don't know or other answer



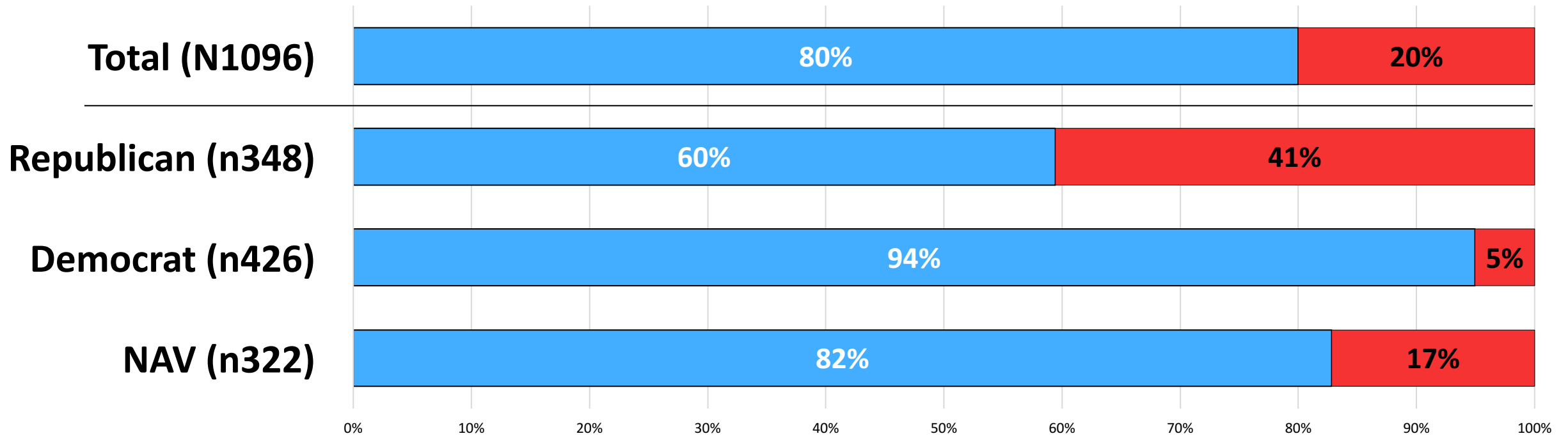
Which statement do you agree with more, choice A or B?  
(Oregon Likely Voters N=1103 December 2017)

- A. Climate change requires us to change our way of life, drive less and live more simply.**
- B. If climate change becomes a problem we can deal with it later.**

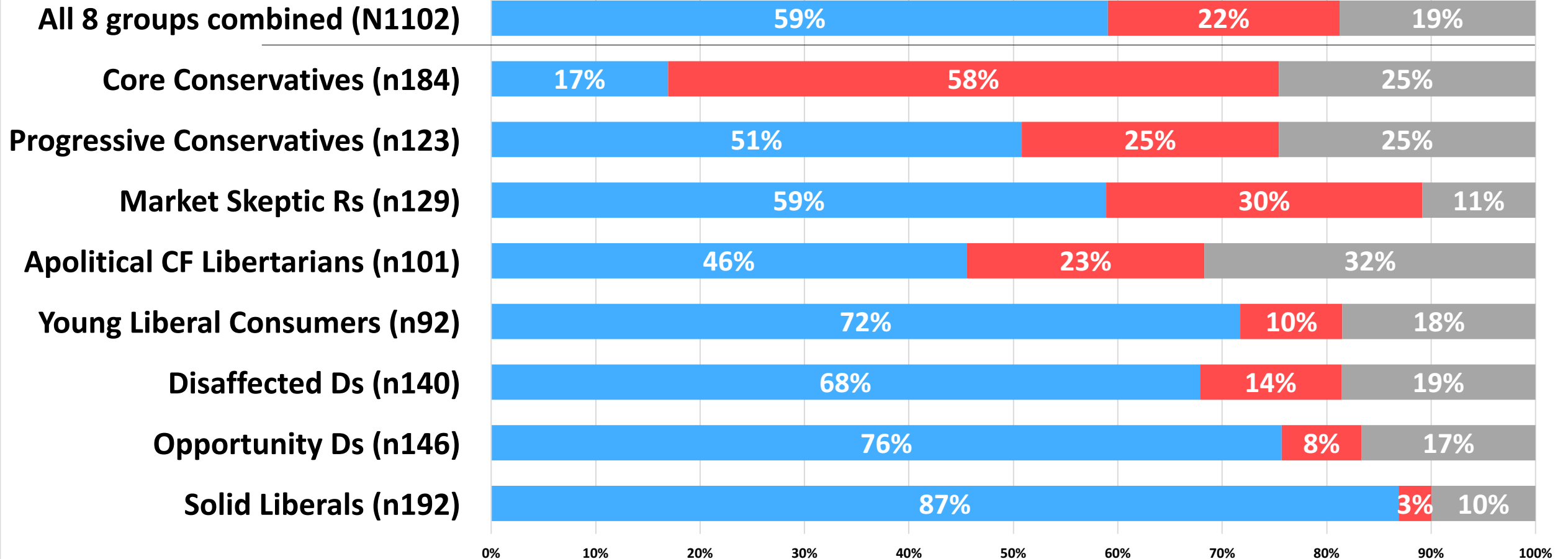
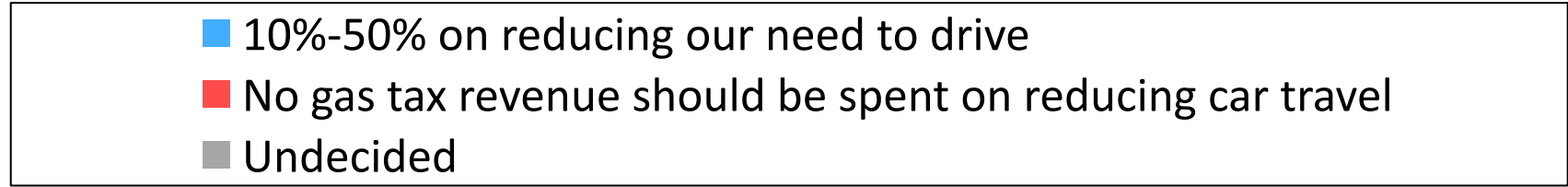


# Which of these two choices, A or B below, come closest to your view?

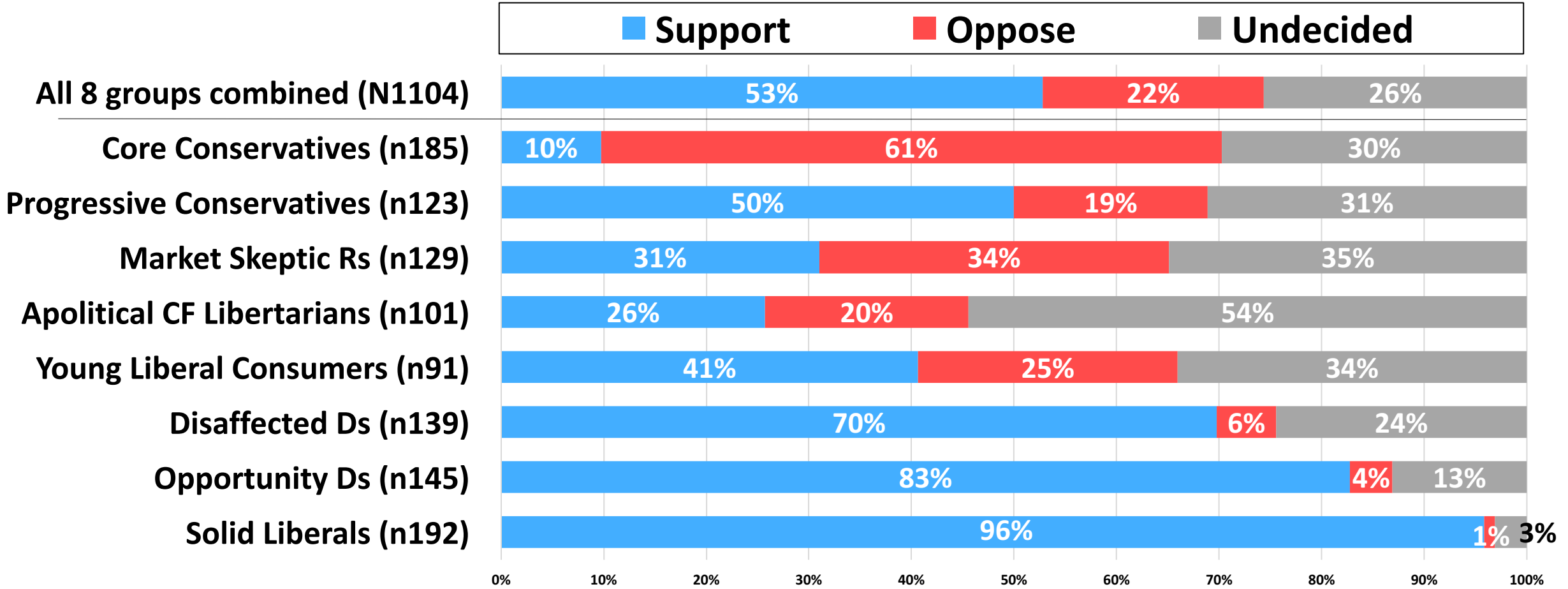
- A. Climate change requires us to change our way of life, drive less and live more simply.
- B. If climate change becomes a problem we can deal with it later.



Thinking about existing fuel tax that is paid at the pump, do you think some percentage of this tax should be spent on reducing the need for car travel, such as improved public transportation, affordable housing near employment centers and innovations in how we get around.



The State of California and the Quebec and Ontario provinces have a shared policy that caps emissions, charges large business emitters a fee for their emissions, and reinvests that money on projects to reduce emissions. Evidence from those jurisdictions suggests this to be effective without harming the economy. How much do you support or oppose Oregon and Washington States joining this policy, each to do their part to nudge the remainder of the county to join in?

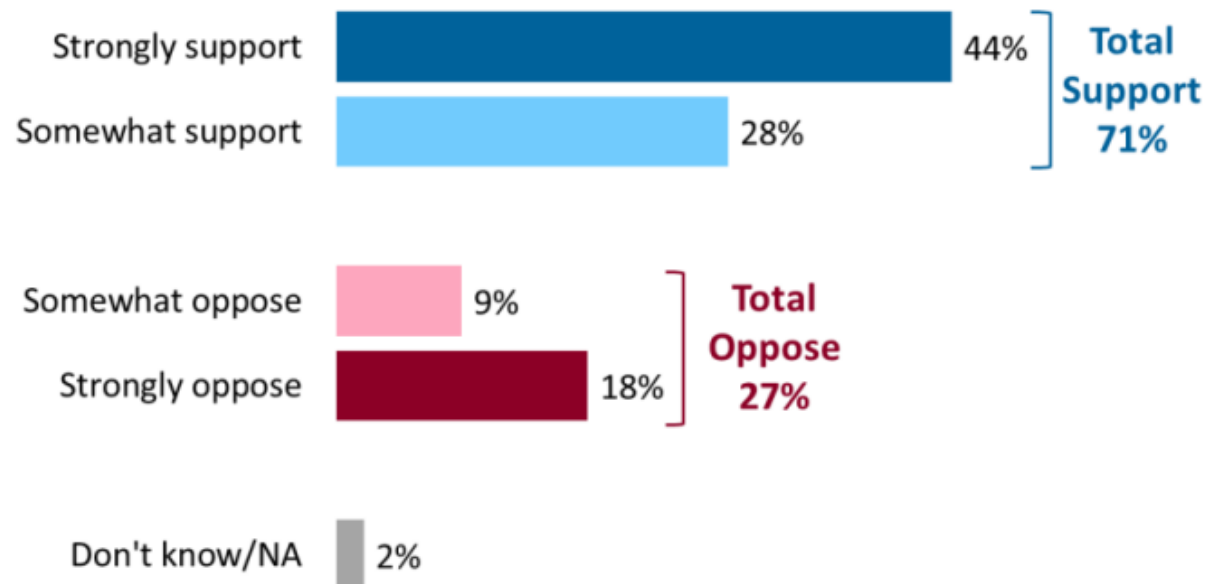


# Similar climate policy question administered December 2018 by FM3 for The Nature Conservancy N=600 random telephone cell/landline:

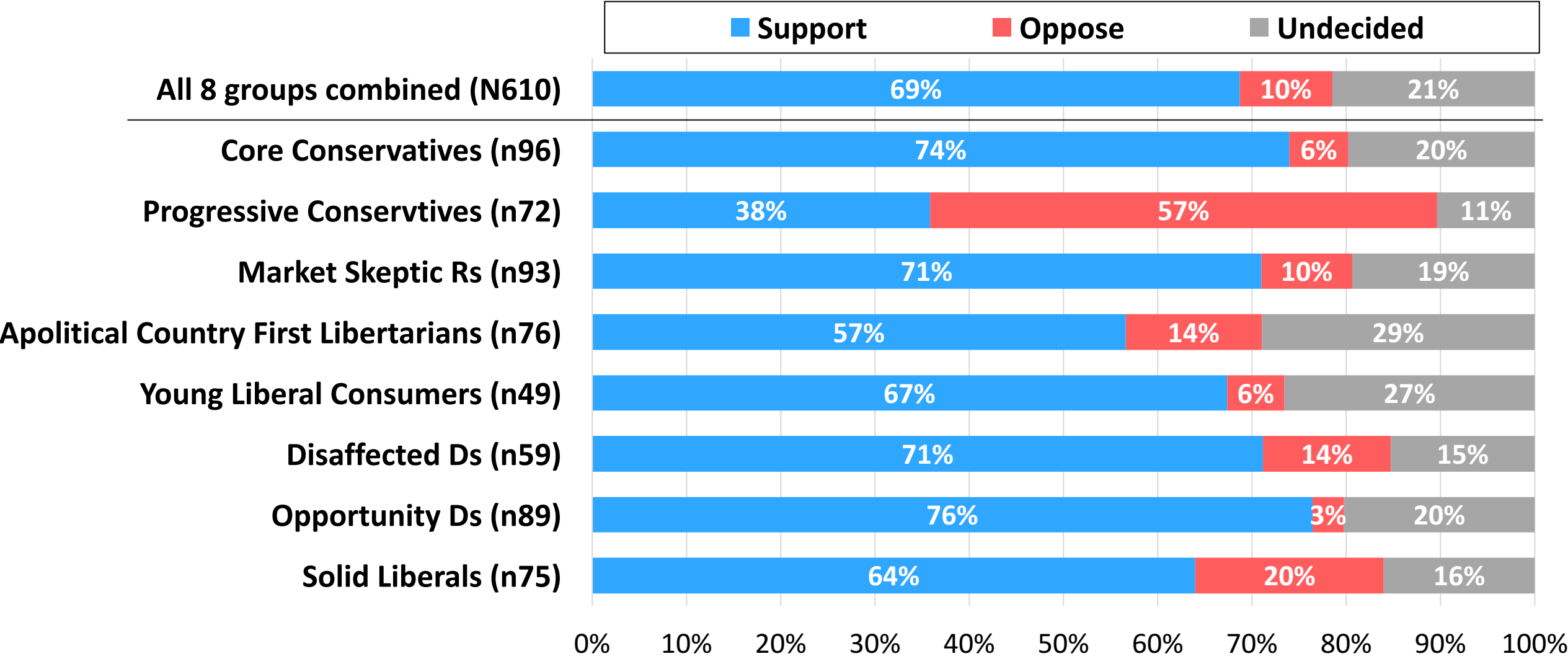


**Figure 1: Support for Cap-and-Invest Legislation**

*This policy would limit the amount of carbon pollution allowed in Oregon. To enforce the limit, the largest industrial polluters would have to purchase permits based on the amount of carbon pollution they emit. The number of permits available will decrease each year to guarantee less pollution over time. The money generated from the sale of permits would be invested in building renewable energy and energy efficiency projects, reducing fire risk and preparing for drought, and training workers for clean energy jobs.*

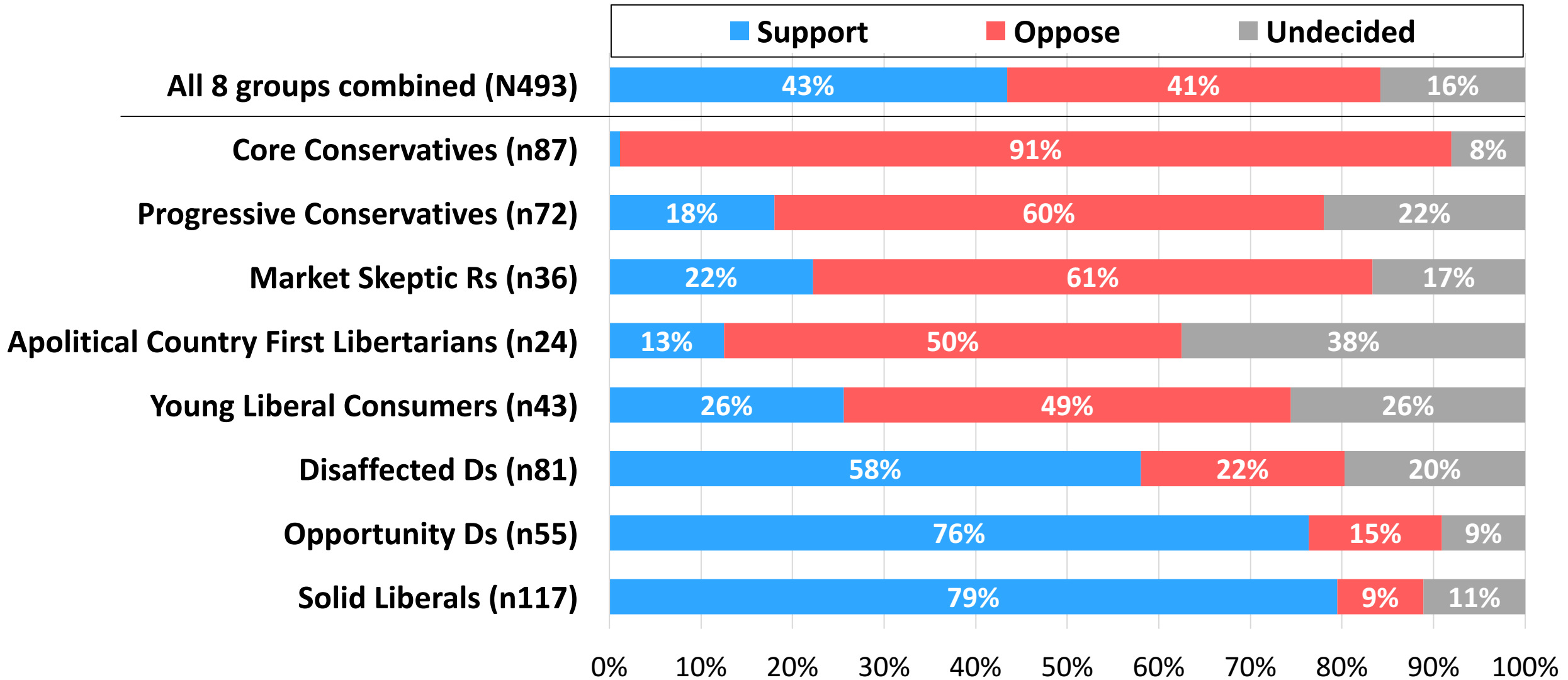


# Support or oppose: Competitive non-profit insurance programs offering different choices for different levels of coverage (Dec 2017 T1)

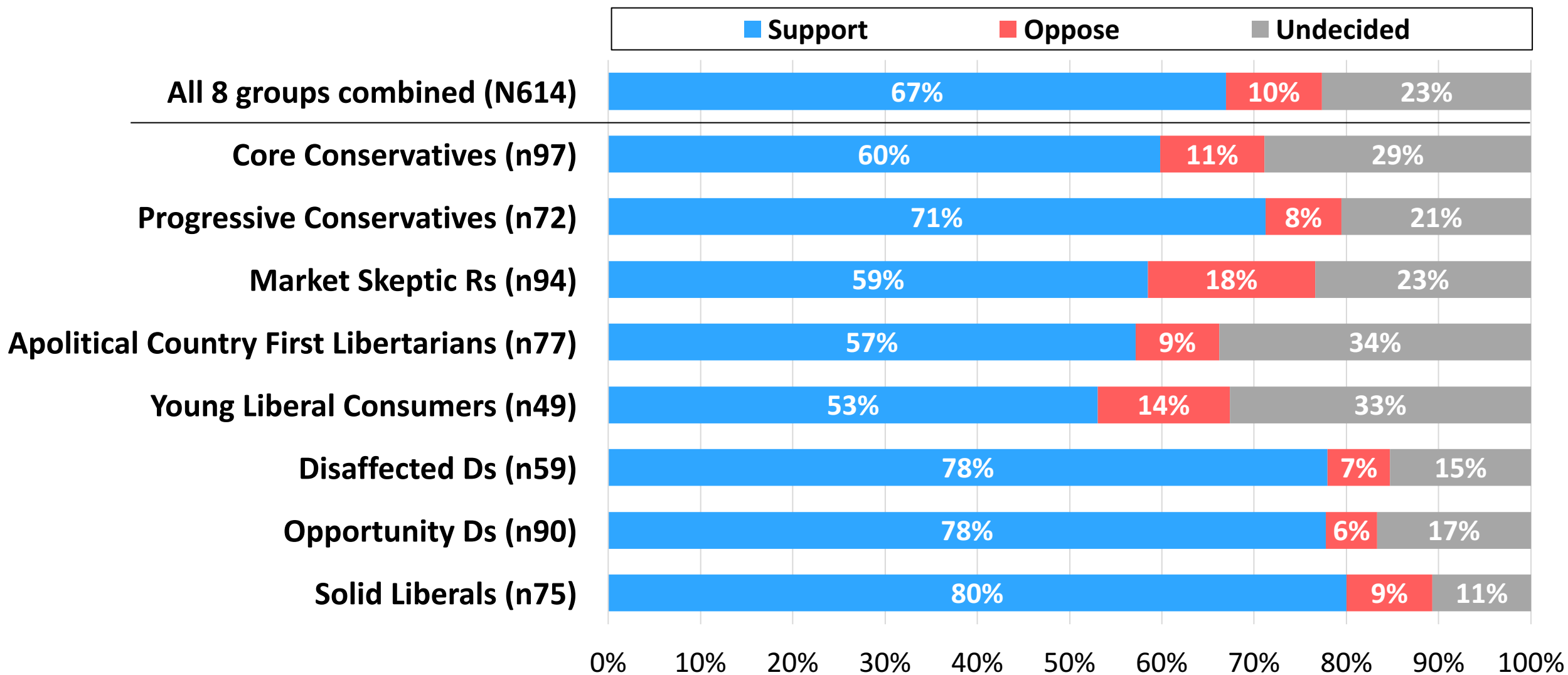




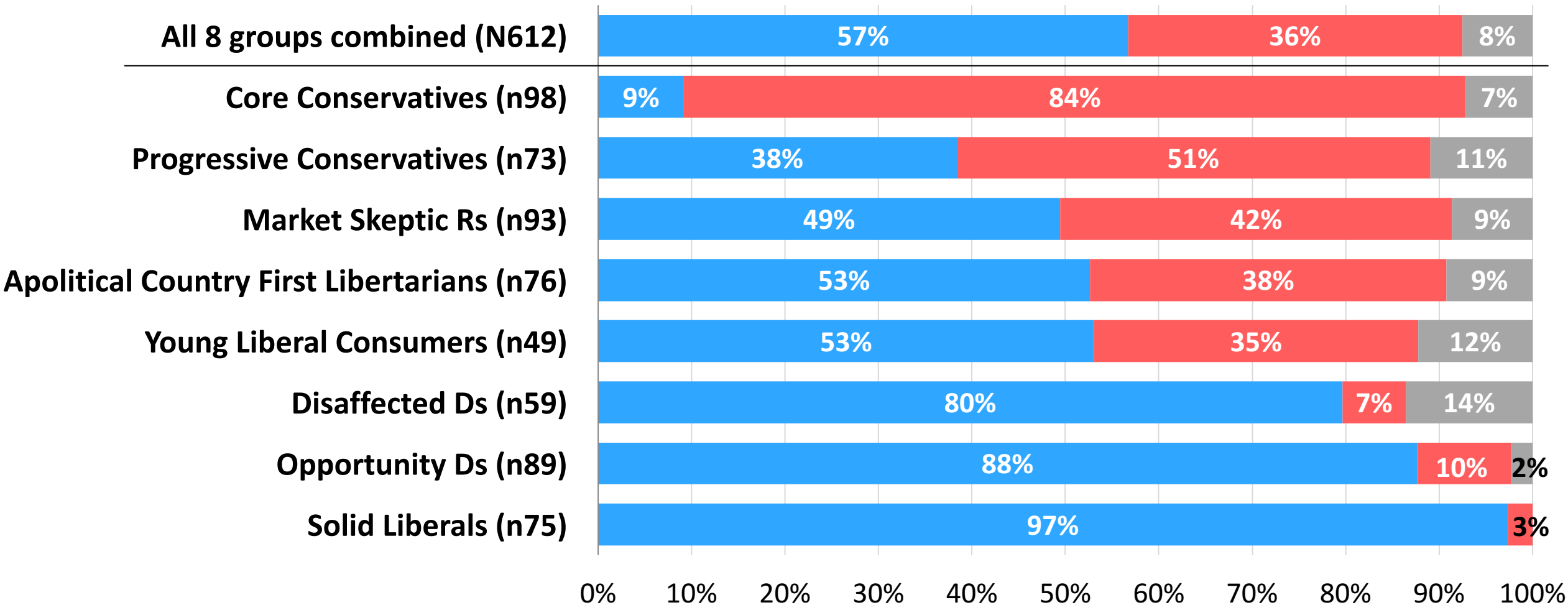
# Support or oppose: Required participation in a national insurance program like 'Obama Care' (Dec 2017 T1)



Support or oppose: Overhaul the existing system toward one that educates and rewards good health rather than one that focuses on profit and sickness (Dec 2017 T1)



Do you think it is the responsibility of the federal government to make sure all Americans have health care coverage or is that not the responsibility of the federal government? (Dec 2017 T1)



## WHO ARE THESE PEOPLE? Conservative Side

**Core Conservatives** (17% of sample): 98% favor Republican candidates; lean liberal on 3 of the 25 worldviews - better off to consume less, constitutional amendment for campaign spending, tiny home code reforms; 58% say no gas tax on transit and 10% support cap and trade. They indicate strong views on 10 of the 25 typology questions, most strongly on government waste and racial and personal efficacy. **+31 on the -75 to +75 conservative scale:**

75 \_\_\_\_\_ | \_\_\_\_\_ ▼ \_\_\_\_\_ +75

**Progressive Conservatives** (11% of sample): 64% favor Republican candidates; 12 of 25 liberal world-view leaning typology statements, strong conservative view on value of hard work and personal initiative/efficacy; female slant; apolitical slant; 37% think climate change is human caused although 50% support cap and trade. This group might be closer to old-school Republicans like Tom McCall than contemporary R's. **+3** -75 \_\_\_\_\_ | \_\_\_\_\_ ▼ \_\_\_\_\_ +75

**Market Skeptic Republicans** (12% of sample): 70% favor Republican candidates; male slant; strongly support campaign finance reform and reducing toxic political discourse; generally disfavor government programs, but lean toward environmental protection, 31% support cap and trade, and 70% favor redirecting gas tax to public transport or reducing driving. **-2** -75 \_\_\_\_\_ | \_\_\_\_\_ ▼ \_\_\_\_\_ +75

**Apolitical Country-first Libertarians** (9% of sample): Lean youthful with 31% age 18-34; lowest of all archetypes on political discourse; 49% favor Republican candidates, strongest (46%) group expression that both political parties threaten democracy; 23% opposed to highway gas tax redirect to public transport; 26% favor cap and trade policy; support 13 of 25 liberal worldviews, strongly support that "the economic system unfairly favors powerful interests".

**-3** -75 \_\_\_\_\_ | \_\_\_\_\_ ▼ \_\_\_\_\_ +75

# Typology 1 (Dec. 2017)

## Questions/Discussion

# Political Typology 2: Dec. 2018

Online opt-in survey, 84 Questions

Sample population of 1846  
- Oregon n = 1275; CA, CO, WA, n = 571

Near Oregon S.O.S. and U.S. Census  
benchmarks

Weighted by education

Political  
Typology 2  
Dec. 2018  
Typology Q.  
Modifications

## Dropped

(liberal side statement)

Hard work and determination are no guarantee of success for most people.

It's best for the future of our country to be active in world affairs.

Racial discrimination is the main reason why black people can't get ahead these days.

Building codes which discourage tiny homes should be reformed.

## Added

Abortion should be

- Legal in all cases
- Legal in most cases
- Illegal in most cases
- Illegal in all cases

Do you consider yourself more of a:  
1-Nationalist...5-Globalist



Typology 1 (Dec. 2017)											
		1- Solid Liberals	2- Opportunity Dems	3- Disaffected Dems	4- Young Liberal Consumers	5- Apolitical CF Libertarians	6- Market Skeptic Rs	7- Progressive Conservatives	8- Core Conservatives	var. row SUM	
1	*Government regulation of business is necessary to	-2.2	-1.2	-1.0	-0.5	0.3	-0.4	0.1	1.5	-3.5	*Government regulation of business usually does
2	*Poor people have hard lives because government	-2.5	-0.9	-1.2	-0.5	-0.7	0.9	1.0	1.9	-1.9	*Poor people today have it easy because they can
3	*Immigrants today strengthen our country	-2.6	-1.7	-0.5	-0.6	0.3	-0.4	0.0	1.4	-4.1	*Immigrants today are a burden on our country
4	*Business corporations make too much profit.	-2.5	-1.1	-2.2	0.2	-1.3	-0.3	0.1	1.0	-6.1	*Most corporations make a fair and reasonable
5	*Stricter environmental laws and regulations are worth	-2.8	-1.9	-1.4	-0.1	-0.2	0.8	-0.6	1.8	-4.3	*Stricter environmental laws and regulations cost
6	*Homosexuality should be accepted by society.	-2.9	-2.4	-2.1	-0.8	-0.7	0.3	-1.3	0.8	-9.2	*Homosexuality should be discouraged by society.
7	*In foreign policy, the U.S. should take into account the	-2.4	-1.8	-0.3	-0.5	0.4	-0.9	-0.3	1.4	-4.5	*In foreign policy, the U.S. should follow its OWN
8	*Our country needs to continue making changes to	-2.6	-1.6	-0.3	-1.5	0.7	1.2	1.1	2.3	-0.8	*Our country has made the changes needed to
9	*The economic system in this country unfairly favors	-2.9	-2.1	-2.4	-1.0	-1.6	-0.9	-0.1	0.5	-10.6	*The economic system in this country is generally
10	*There are still significant obstacles that make it	-2.6	-1.7	-1.2	-0.6	-0.8	0.7	0.5	1.8	-3.8	*The obstacles that once made it harder for women
11	Our country would be better off if we all consumed less.	-2.0	-0.8	-1.1	1.1	-0.8	-0.8	-0.7	0.0	-5.1	We need to buy and consume to support a
12	*Society is just as well off if people have priorities other	-2.3	-1.3	-1.4	0.7	-0.7	0.6	-0.6	0.8	-4.3	*Society is better off if people make marriage
13	*Success in life is pretty much determined by forces	-0.6	1.2	0.4	1.0	0.0	0.2	1.7	2.1	6.0	*Everyone has it in their own power to succeed.
14	*People in this country should learn to live with	-1.2	0.2	-0.4	0.6	-0.9	0.7	-0.1	1.0	-0.1	*There are no real limits to growth in this country
15	Combat-style firearms should be illegal to buy or	-2.7	-2.4	-1.7	-1.1	0.7	-1.3	-0.9	1.8	-7.5	The U.S. constitution broadly protects gun
16	A federal constitutional amendment should be	-2.6	-1.0	-2.4	-0.3	0.4	-1.6	-0.2	-0.4	-8.1	Campaign spending should be constitutionally
17	it's high time that inappropriate or offensive	-2.5	-2.4	-1.3	-0.6	0.1	-1.2	-1.1	0.7	-8.3	People have become far too sensitive about what
18	Toxic political discourse risks destroying our democracy.	-1.5	-2.1	-0.6	0.7	0.7	-1.9	0.9	1.0	-2.7	Our future demands tough talk and telling it
19	(Which you prefer:) Bigger government providing more	-1.6	-0.7	0.2	-0.3	-0.2	1.4	0.5	2.3	1.5	Smaller government providing fewer services
20	*Government often does a better job than people give	-0.4	0.2	1.5	0.4	0.8	1.5	0.6	2.1	6.8	*Government is almost always wasteful and
21	The addictive drug and opioid epidemic in our	-2.7	-1.9	-2.1	-0.9	0.2	-0.9	-0.1	0.7	-7.8	Drug addiction is a symptom of an overly
	Cluster column score	-53.5	-30.8	-23.7	-5.1	-3.2	-2.1	2.8	31.3	-84.2	

Typology 2 (Dec. 2018)											
		1- Solid Liberals	2- Opportunity Dems	3- Disaffected Dems	4- Devout & Diverse	5- Apolitical Libertarians	6- Market Skeptic Rs	7- Progressive Conservatives	8- Core Conservatives	var. row SUM	
1	*Government regulation of business is necessary	-2.0	-0.6	-0.7	0.3	-0.7	0.6	0.0	1.1	-2.0	*Government regulation of business usually does
2	*Poor people have hard lives because	-2.4	-1.1	-1.4	-1.5	-0.1	0.8	0.3	1.7	-3.8	*Poor people today have it easy because they can
3	*Immigrants today strengthen our country	-2.6	-1.8	-1.3	1.5	0.3	1.0	1.1	1.6	-0.2	*Immigrants today are a burden on our country
4	*Business corporations make too much profit.	-2.3	-1.4	-1.5	-1.2	0.8	-1.1	-1.1	0.8	-7.0	*Most corporations make a fair and
5	*Stricter environmental laws and regulations are	-2.8	-1.7	-1.7	-1.2	-0.2	0.7	-0.2	1.9	-5.2	*Stricter environmental laws and regulations cost
6	*Homosexuality should be accepted by society.	-2.9	-2.5	-1.9	0.6	-0.9	1.1	-1.3	1.1	-6.8	*Homosexuality should be discouraged by
7	*In foreign policy, the U.S. should take into	-2.3	-1.1	-1.5	1.0	-0.2	0.1	0.8	1.4	-1.8	*In foreign policy, the U.S. should follow its
8	*Our country needs to continue making	-2.7	-1.9	0.5	-0.7	0.4	1.3	2.2	2.2	1.1	*Our country has made the changes needed to
9	*The economic system in this country unfairly	-2.9	-2.1	-2.1	-1.9	0.0	-1.4	-1.4	0.5	-11.3	*The economic system in this country is generally
10	*There are still significant obstacles that	-2.4	-1.7	0.5	-1.9	-0.3	0.5	1.2	1.9	-2.3	*The obstacles that once made it harder for
11	Our country would be better off if we all	-1.9	-0.4	-1.4	-0.7	0.4	-0.7	-1.2	0.5	-5.5	We need to buy and consume to support a
12	*Society is just as well off if people have	-2.3	-1.3	-0.8	-0.3	-0.3	0.7	-1.4	1.3	-4.4	*Society is better off if people make marriage
13	*Success in life is pretty much determined by	-0.2	1.6	0.2	0.9	1.0	0.8	1.4	2.0	7.7	*Everyone has it in their own power to succeed.
14	Climate change requires us to change	-2.8	-2.2	-2.4	-2.4	-0.6	-1.1	-1.4	1.1	-11.8	If climate change becomes a problem
15	Combat-style firearms should be illegal to buy or	-2.5	-1.9	-1.5	-1.1	0.0	-0.3	1.3	2.3	-3.8	The U.S. constitution broadly protects gun
16	A federal constitutional amendment should be	-2.6	-1.6	-2.4	-1.8	0.4	-1.3	-1.2	0.0	-10.3	Campaign spending should be
17	it's high time that inappropriate or	-2.1	-1.0	-1.2	-2.4	-0.7	-0.3	1.7	1.0	-4.9	People have become far too sensitive about what
18	Toxic political discourse risks destroying our	-1.5	0.0	-2.0	-0.1	0.4	-1.2	2.0	0.2	-2.0	Our future demands tough talk and telling it
19	(Which you prefer:) Bigger government	-1.6	-0.4	-0.4	-0.5	-0.4	1.2	0.7	1.9	0.5	Smaller government providing fewer services
20	*Government often does a better job than people	-0.1	0.4	0.4	1.7	-0.3	1.4	1.0	1.3	5.8	*Government is almost always wasteful and
21	The addictive drug in our country requires a	-2.8	-1.7	-1.9	-1.1	-0.5	-0.7	0.1	0.5	-8.2	Drug addiction...overly permissive society which
22	Abortion should be legal or mostly legal.	-2.3	-1.7	-1.3	0.4	-0.1	0.2	-1.4	1.2	-5.1	Abortion should be illegal or mostly illegal.
23	Consider self globalist.	-1.5	-0.2	-0.3	0.0	0.4	0.5	0.5	1.8	1.2	Consider self nationalist.
	Cluster column score	-49.4	-26.5	-26.5	-12.3	-1.1	2.7	4.0	29.0	-80.1	

### Typology 1:

A. People in this country should learn to live with less

OR

B. There are no real limits to growth in this country today.

### Typology 2:

A. Climate change requires us to change our way of life, drive less and live more simply.

OR

B. If Climate change becomes a problem we can deal with it later.

Typology 1 (Dec. 2017)											
1- Solid Liberals 2- Opportunity Demis 3- Disaffected Demis 4- Young Liberal Consumers 5- Apolitical CF Libertarians 6- Market Skeptic RS 7- Progressive Conservatives 8- Core Conservatives var. row SUM											
14	People in this country should learn to live with less.	-1.2	0.2	-0.4	0.6	-0.9	0.7	-0.1	1.0	-0.1	There are no real limits to growth in this country today.

Typology 2 (Dec. 2018)											
1- Solid Liberals 2- Opportunity Demis 3- Disaffected Demis 4- Young Liberal Consumers 5- Apolitical CF Libertarians 6- Market Skeptic RS 7- Progressive Conservatives 8- Core Conservatives var. row SUM											
14	Climate change requires us to change our way of life, drive less and live more simply.	-2.8	-2.2	-2.4	-2.4	-0.6	-1.1	-1.4	1.1	-11.8	If climate change becomes a problem we can deal with it later.

# Voter Archetypes

## Pew 2017

- |                          |                    |
|--------------------------|--------------------|
| ● Core Conservatives     | ● Solid Liberals   |
| ● Country First Conservs | ● Opportunity Dems |
| ● Market Skeptic Reps    | ● Disaffected Dems |
| ● New Era Enterprisers   | ● Devout & Diverse |

## PolicyInteractive December 2017 T1

- |   |                           |
|---|---------------------------|
| ● Core Conservatives                    | ● Solid Liberals          |
| ● Progressive Conservatives             | ● Opportunity Dems        |
| ● Market Skeptic Reps                   | ● Disaffected Dems        |
| ● Apolitical Country First Libertarians | ● Young Liberal Consumers |

## PolicyInteractive December 2018 T2

- |                             |                    |
|-----------------------------|--------------------|
| ● Core Conservatives        | ● Solid Liberals   |
| ● Progressive Conservatives | ● Opportunity Dems |
| ● Market Skeptic Reps       | ● Disaffected Dems |
| ● Apolitical Libertarians   | ● Devout & Diverse |

# FINDINGS

## Typology 2: Strongest Shared Agreement

December 2018 (N = 1846)

### Liberal Direction

Climate change requires us to change our way of life, drive less and live more simply. (82% )

\*The economic system in this country unfairly favors powerful interests. (78% )

A federal constitutional amendment should be passed to regulate unlimited money in political campaigns. (77% )

The addictive drug epidemic in our country requires a broader understanding about root causes and treatment of addiction. (75% )

Homosexuality should be accepted by society (73%)

Business corporations make too much profit. (70% )

### Conservative Direction

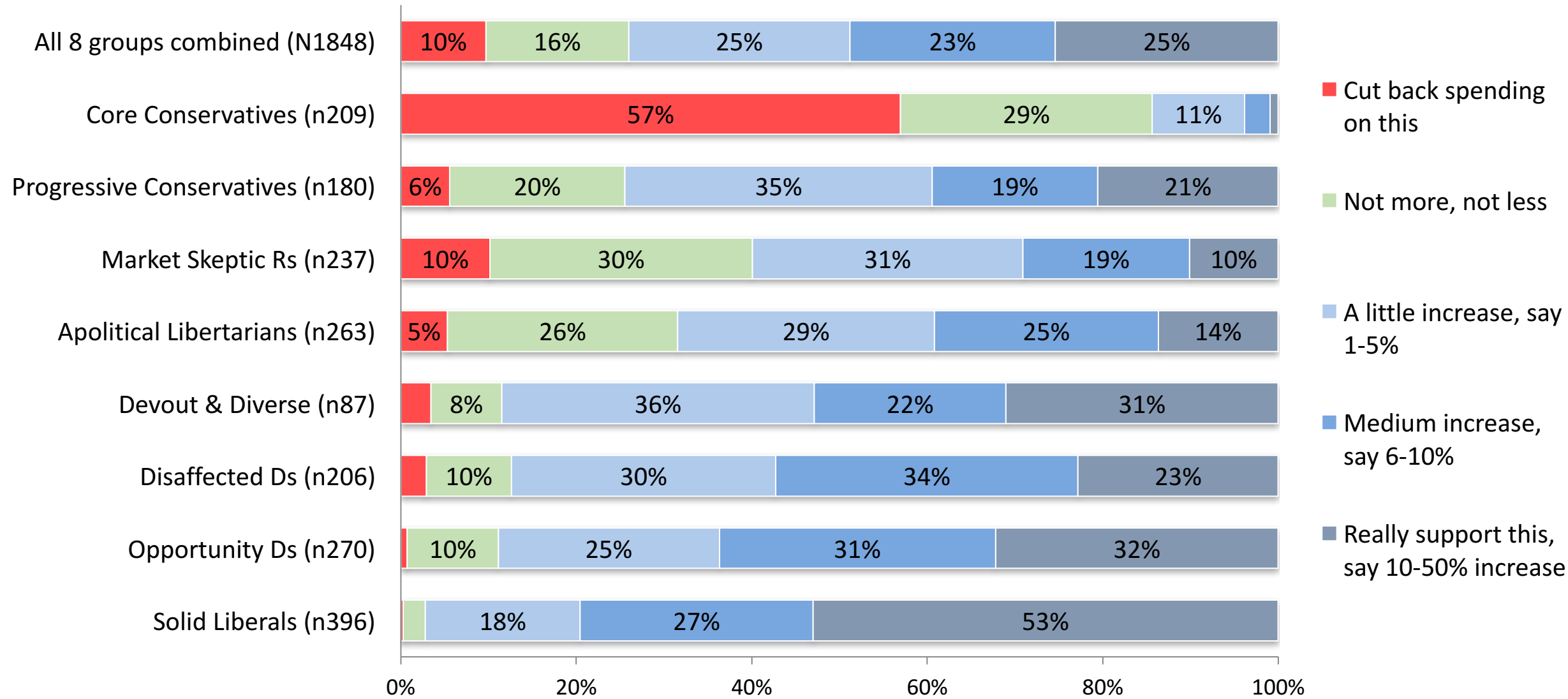
Everyone has it in their power to succeed (76% of sample)

Government is almost always wasteful and inefficient (65% )

Q36. Which of these statements comes closest to your view, even if neither represents our view exactly? (9% undecided)	PI 9.17 Oregon RDD 860	Dec 2017 Oregon N=547	Dec 2017 4 states N=1103	Dec 2018 Oregon N=1372	Dec 2018 4 states N=1846
<b>A. FEEL STRONGLY: Climate change requires us to change our way of life, drive less and live more simply.</b>	48%	46%	47%	50%	50%
LEAN TOWARDS A.	29%	33%	33%	33%	32%
LEAN TOWARDS B.	8%	15%	13%	12%	12%
<b>B. FEEL STRONGLY: If climate change becomes a problem we can deal with it later.</b>	6%	6%	7%	5%	6%

State policymakers face a classic dilemma of public demand for services and inadequate revenue to meet demands. From this list of “wants” please indicate your level of willingness to pay NONE or the specified level for the following:

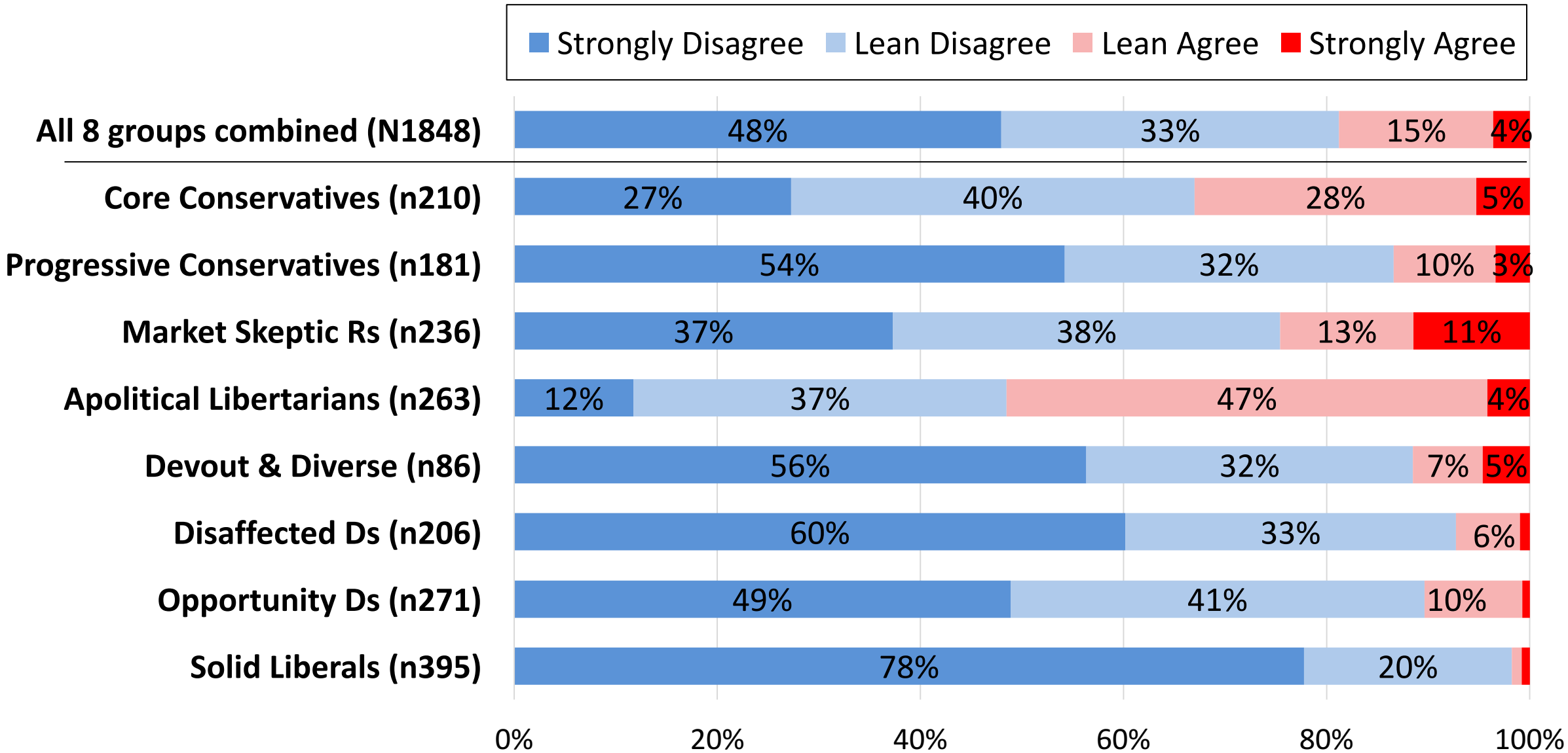
## FUNDING FOR ENERGY CONSERVATION AND RENEWABLE ENERGY TO ADDRESS CLIMATE CHANGE



# Campaign Finance Reform

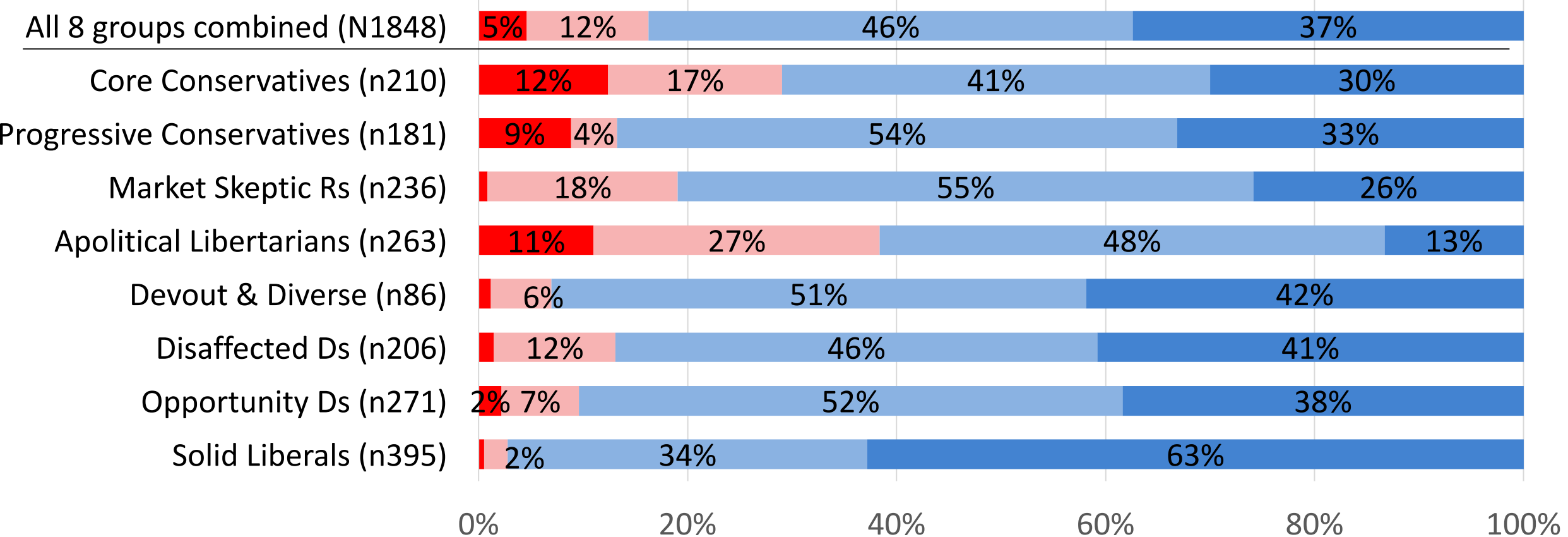
Oregon is one of 4 states with no limits on contributions

# Political campaign spending is pretty fair as it is. (Dec. 2018 T2)

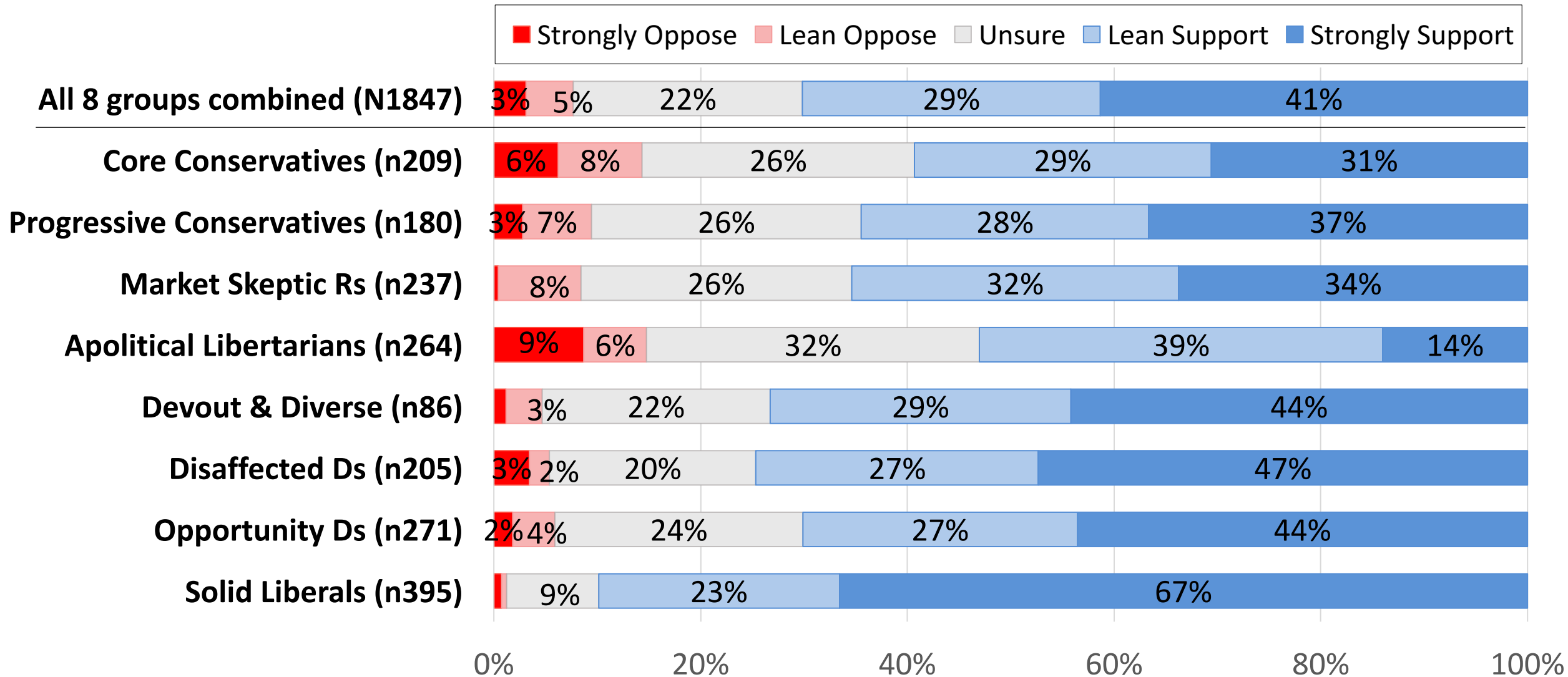




**If you were voting in Oregon today, how would you vote on a ballot measure to amend Oregon’s Constitution Article 2, Section 8, adding the language: “The Legislative Assembly, or the people through the initiative process, may enact laws limiting or prohibiting contributions to political campaigns, consistent with the Federal Constitution.” (Dec 2018 T2)**



# Paid political messages will prominently identify the four highest dollar donors if total donations exceed \$2500. (Dec 2018 T2)



# Typology 2 (Dec. 2018)

## Questions/Discussion



[www.PolicyInteractive.org](http://www.PolicyInteractive.org)

[www.policyinteractive.org/common-ground/](http://www.policyinteractive.org/common-ground/)

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