

## INTRODUCTION & METHODOLOGY

From May 26 - June 5, 2023, the Oregon Values and Beliefs Center conducted a statewide survey of Oregonians' values and beliefs on the topics of agriculture and farming, including differences in attitudes toward small-scale farms and large-scale commercial or industrial farms.

**Research Methodology:** The online survey consisted of 2,333 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. A Spanish version of the questionnaire was developed for the study in partnership with Rural Development Initiatives; the values and beliefs of Spanish-speaking Oregonians are included in the findings.

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 the data was 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 is  $\pm 2.03\%$ .

**Oregon Values and Beliefs Center:** This research was completed as a community service by the Oregon Values and Beliefs Center. OVBC is an independent and non-partisan organization and an Oregon charitable nonprofit corporation. Representative OVBC projects include opinion research about race-based crimes for the Asian Health and Service Center, as well as research about early childhood education and the cost of childcare for the Children's Institute.

**OBVC May-June 2023  
Farming and Agriculture**

***This survey focuses on the topic of farming/agriculture in Oregon.***

***As always, please be assured your personal identity will be kept anonymous. This survey should take about 10-15 minutes. Random and robotic responders and those using hate speech are subject to disqualification through validity analytics.***

***OVBC is an Oregon-based nonprofit, nonpartisan team that uses a representative sample of Oregonians to provide valid opinion research. We share our findings with elected officials, policymakers, the public, and other researchers. Again, be assured that your name will not be connected to any of your responses in our reporting. [OVBC panel] You will be asked if you are willing to be contacted by a journalist about your answers to this survey and participation in OVBC.***

***Thank you.***

**Free Association, Knowledge, General Impressions**

1. [Split A] What comes to mind when you think about *farming* in Oregon? (Open, required) [See separate verbatim file.]
2. [Split A] When you think of farming/agriculture production in Oregon, please list the first products that come to mind. Please include at least one, but not more than ten. (Open, required) [See separate verbatim file.]
3. [Split B] What comes to mind when you think about *agriculture* in Oregon (Open, required) [See separate verbatim file.]
4. [Split B] To the best of your knowledge, what are Oregon's top three farming/agriculture products based on production value? (Open, required) [See separate verbatim file.]
5. From this list of activities, mark each one that you think qualifies as farming/agriculture. [Randomized, except "none of the above", can choose more than one.]

<b>Response category</b>	<b>N = 2,333</b>
Growing crops for human food	95%
Growing crops for animal food	86%
Corporate agribusiness crop and animal production	65%
Forestry for building materials and paper products	49%
Aquaculture (breeding and raising fish, shellfish, water plants)	66%
Grazing domestic animals in forests for fire and brush control	49%
None of the above	1%

For the remaining questions, please use these general definitions for small-scale and large-scale commercial or industrial farms.

**Small-scale farms** are commonly family operations and usually grow things that are trickier to work with and require more intensive management, and more actual hands-on work. They typically sell most or all of their products locally or in regional markets. They often produce five or six or even more crops of different kinds, that reach maturity at different times during the spring, summer, and fall. This scale of operation is generally below \$350,000.00 per year.

**Large-scale commercial or industrial farms** seldom produce more than two or three crops and do everything with heavy machinery. They almost always ship by truck or rail and sell in the wholesale market. They necessarily own or rent a lot of land and equipment with a combined valuation in the millions of dollars depending on scale with an annual production valuation in the millions of dollars. Such operations are commonly corporations with shareholders.

**Rotate Q6-8 (Split A first) and Q9-11 (Split B first)**

6. Generally, do you have a negative or positive impression of small-scale farms in Oregon?

Response category	N = 2,333
Negative	1%
Positive	83%
Neither negative nor positive	16%

7. (If negative) Why (Open, required, next page) [*See separate verbatim file.*]

8. (If positive) Why? (Open, required, next page) [*See separate verbatim file.*]

9. Generally, do you have a negative or positive impression of large-scale commercial or industrial farms in Oregon?

Response category	N = 2,333
Negative	29%
Positive	25%
Neither negative nor positive	46%

10. [If negative-open] Why? [open, required] [*See separate verbatim file.*]

11. [If positive-open] Why? [open, required] [*See separate verbatim file.*]

12. (Q12a and 12b) What percentage of Oregon’s food do you think is grown by small-scale farms vs. large-scale commercial or industrial farms?

Response category	Q12a. Small-Scale Farms N = 2,333	Q12b. Large-Scale Commercial Farms N = 2,333
0%	n=4	n=5
1%-10%	7%	1%
11%-20%	15%	3%
21%-30%	25%	5%
31%-40%	19%	9%
41%-50%	16%	14%
51%-60%	8%	15%
61%-70%	5%	21%
71%-80%	5%	22%
81%-90%	1%	9%
91%-99%	n=4	2%
100%	n=5	n=4
Mean	38.1%	61.9%

13. Please feel free to share anything else regarding your feelings about farming/agriculture in Oregon. (Open, optional)

**Specific Values and Beliefs**

Do you agree or disagree with the following statements?

Response category, N = 2,333	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Depends on the type of crop	Unsure / Don't know
14. Being able to produce our own food in the United States is critical to our national security	3%	3%	19%	64%	5%	6%
15. Small-scale farms should receive more support from the US government	4%	5%	26%	50%	9%	7%
16. Large-scale commercial or industrial farms are necessary to ensure the food supply of the population	7%	12%	37%	26%	11%	7%
17. Inexpensive food is more important than farm size	11%	25%	25%	13%	12%	13%
18. To earn enough money, farmers must practice large-scale commercial or industrial farming	11%	30%	23%	7%	15%	14%

Regarding farming/agriculture in Oregon, how important is having each of these?

Response category, N = 2,333	Not at all important	Not very important	Somewhat important	Very important	Don't know
19. Small-scale farms	n=7	2%	22%	71%	4%
20. Locally grown food close to markets and customers	n=7	3%	26%	68%	3%
21. High level of employee satisfaction and safety	n=11	2%	24%	70%	3%
22. Large-scale commercial or industrial farms	5%	16%	44%	26%	9%
23. Soil-, water-, and air-quality protection	n=6	1%	12%	83%	3%
24. Animal quality of life	n=11	4%	24%	69%	3%
25. Lowest-cost products	2%	10%	50%	33%	5%

Do you associate the following qualities more closely with small-scale farms or large-scale commercial or industrial farms?

Response category, N = 2,333	Small-scale farms	Both equally	Large-scale commercial or industrial farms	I don't know enough about this to have an opinion	I know about this, but I am undecided
26. Strengthen the economy in local areas	43%	36%	8%	11%	3%
27. Ensure food security in Oregon	21%	51%	12%	13%	3%
28. Ensure food security in the U.S.	11%	49%	23%	14%	4%
29. Well-trained employees	23%	47%	9%	17%	3%
30. Farmer/worker job satisfaction	43%	32%	5%	17%	3%
31. Profit comes first	3%	17%	66%	11%	4%
32. Receive many financial subsidies	10%	20%	45%	21%	4%
33. Crop insurance financial protection of farmers	10%	35%	26%	26%	3%
34. Make a lot of money	2%	17%	62%	14%	5%
35. Well-prepared for crises	12%	30%	27%	27%	5%
36. Dependent on global market prices	4%	29%	47%	16%	4%
37. Financially viable	6%	34%	35%	20%	4%
38. Well-paid field-level workers	23%	33%	11%	26%	5%
39. Expensive products	33%	31%	16%	15%	5%
40. Healthy products	48%	38%	4%	8%	2%
41. Products that taste good	45%	43%	3%	6%	3%
42. Organic products	58%	26%	4%	9%	3%
43. Racial and ethnic minority participation	15%	41%	14%	26%	5%
44. Well-paid management-level employees	7%	24%	41%	24%	4%

### U.S. Agricultural Subsidies

45. Have you read or heard anything about agricultural subsidies?

Response category	N = 2,333
Yes	43%
No	57%

Competitive production and inexpensive food generally require US farmers to maintain narrow profit margins making them vulnerable to low market prices and reduced income due to surplus yields or bad weather. Taxpayer-funded agricultural subsidies are necessary for farmers' financial stability and low commodity food prices, regardless of the farm's size or who owns it. For the most part, they are available only for five major crops grown by farmers: corn, soy, wheat, cotton, and rice.

46. Please record any questions or comments you may have about the pros and cons of agricultural subsidies. (Open, optional) [*See separate verbatim file.*]

47. What percentage of small-scale farms in Oregon receive agricultural subsidies? Your best guess will do.

Response category	N = 2,333
0%	1%
1%-10%	11%
11%-20%	9%
21%-30%	13%
31%-40%	8%
41%-50%	13%
51%-60%	5%
61%-70%	3%
71%-80%	5%
81%-90%	1%
91%-99%	n=9
100%	2%
Don't know	28%
Mean	38.9%

48. What percentage of the large-scale commercial or industrial farms in Oregon receive agricultural subsidies? Again, your best guess will do.

Response category	N = 2,333
0%	n=4
1%-10%	1%
11%-20%	3%
21%-30%	3%
31%-40%	4%
41%-50%	10%
51%-60%	6%
61%-70%	6%
71%-80%	14%
81%-90%	8%
91%-99%	3%
100%	10%
Don't know	31%
Mean	67.6%

For each of the following, please share if you support or oppose the program.

Response category, N = 2,333	Strongly oppose	Somewhat oppose	Somewhat support	Strongly support	Don't know enough about this to have an opinion	I know about this, but am undecided
49. Farmers receiving a discount on crop insurance, which pays claims in the event of bad weather or low prices	2%	5%	31%	45%	14%	3%
50. The US government giving subsidies to large-scale commercial or industrial farms	14%	30%	29%	8%	16%	4%
51. The US government giving subsidies to small-scale farms	3%	4%	25%	54%	12%	3%
52. Small-scale farms receiving US government subsidies so their eggs, produce, etc., can be sold at the same prices as eggs, produce, etc., from large-scale commercial or industrial farms	3%	8%	27%	45%	13%	3%
53. The US government giving subsidies for the most part only for five major crops grown by large-scale commercial or industrial farmers: corn, soy, wheat, cotton, and rice	21%	28%	21%	8%	18%	5%

54. Even if neither one is a perfect fit, which one of the following statements comes closer to your point of view?

Response category	N = 2,333
Agriculture subsidies are necessary for farmers' financial stability and to lower commodity food prices. Competitive production and inexpensive food generally require producers to maintain narrow profit margins, making them vulnerable to low market prices and reduced income due to surplus yields or poor weather.	49%
Agricultural subsidies generally go to the largest producers. Large producers have staff dedicated to navigating complicated bureaucracy, while small producers lack the time and expertise needed to pursue these supports while also farming. The result is governmental favoritism toward the larger producers.	51%

55. Please feel free to share anything else regarding your feelings about agricultural subsidies. (Open, optional) [*See separate verbatim file.*]

## Connection With Farming/Agriculture

56. During the last 12 months, have you been to a farm or farm-related (agriculture or agriculture-related) event for any of the following? *Please choose all that apply*

Response category	N = 2,333
Purchasing fruits or vegetables	54%
A pumpkin patch	31%
U-pick fruits or vegetables	27%
Special events (weddings, farmers markets, farm celebrations, festivals)	27%
A Christmas tree	23%
Purchasing plants on-farm	23%
Interacting on-farm with animals (horses, goats, pigs, cows, sheep, llamas, etc.)	22%
Wine tasting	19%
Other—please specify	5%
None of the above	24%
No response	n = 8

57. Do you personally have a connection to farming/agriculture through any of the following: *Please check all that apply to you.*

Response category	N = 2,333
I have been to a farm but don't go often	29%
A close friend or family member of mine is involved in farming	29%
I go to a farm more than once a year, on average	22%
I live or have lived on a farm	19%
I am or have been employed on a farm	13%
I own or have owned a farm	6%
I don't have any connection to farms, farmers, or farming	19%
None of the above	16%
No response	1%

58. Thinking about where you live, please check all that apply to you.

Response category	N = 2,333
I grow vegetables for my home consumption	43%
I tend to an outdoor landscape on what space I have	38%
I don't garden, but would like to do so if I had a place to do it	26%
Gardening doesn't much interest me	12%
None of the above	9%
No response	1%



## DEMOGRAPHICS

These questions ensure our sample is representative of the population. This information is used for no other purpose.

What year were you born?

Response category	N = 2,333
18-29	19%
30-44	27%
45-54	15%
55-64	17%
65-74	16%
75+	7%

What is the highest level of education you have attained?

Response category	N = 2,333
Less than high school	3%
High school diploma/GED	29%
2-yr degree/some college/trade	34%
4-yr degree/college degree	17%
Graduate degree/professional school	17%

I describe my gender as:

Response category	N = 2,333
Man	49%
Woman	49%
Non-binary, non-conforming	3%
Trans	2%
Other	n=11
I prefer not to answer	---

Knowing that there may not be a perfect match, which of these descriptions would you think used by the US Census best describes your race and/or ethnicity? Please select all that apply.

Response category	N = 2,333
Asian	5%
Black or African American	5%
Hispanic or Latino/a/x	9%
Native American, Native American or Alaska Native	7%
Native Hawaiian or other Pacific Islander	1%
White	79%
Another race or ethnicity not listed above	2%
Prefer not to answer	3%

Area (From County)

Response category	N = 2,333
Tri-county	43%
Willamette Valley	27%
Rest of state	31%

Area (From County)

Response category	N = 2,333
Central Oregon	8%
Eastern Oregon	4%
Metro Portland	43%
North Coast	4%
Northern Willamette Valley	12%
South Coast	2%
Southern Oregon	9%
Southern Willamette Valley	17%

What is your party registration?

Response category	N = 2,333
Democrat	40%
Republican	22%
Independent Party of Oregon	14%
Some other party	2%
Non-affiliated	14%
Not registered to vote	8%

Do you rent or own your home?

Response category	N = 2,333
Own	52%
Rent	38%
Another arrangement	11%

Do you have school-age children in your household?

Response category	N = 2,333
Yes	26%
No	74%

What was your total household income in 2022? Remember to include everyone, and your best guess is okay.

Response category	N = 2,333
Less than \$25,000	21%
\$25,000-49,999	24%
\$50,000-74,999	19%
\$75,000-99,999	13%
\$100,000-149,999	13%
\$150,000 or more	9%
Refused	1%

When it comes to most economic issues, do you consider yourself. . .

<b>Response category</b>	<b>N = 2,333</b>
Very liberal	16%
Somewhat liberal	20%
Middle of the road	37%
Somewhat conservative	17%
Very conservative	9%

When it comes to most social issues, do you consider yourself. . .

<b>Response category</b>	<b>N = 2,333</b>
Very liberal	23%
Somewhat liberal	22%
Middle of the road	33%
Somewhat conservative	14%
Very conservative	9%

Do you consider the area you live in to be

<b>Response category</b>	<b>N = 2,333</b>
Urban	28%
Suburban	38%
Rural changing to suburban	13%
Rural	21%

We anticipate the news media to be very interested in these results. If you are willing to be contacted by a journalist about your answers to this survey and participation in OVBC, please share your name, phone number and email. This is completely voluntary.

Name:

Phone number:

Email address: