

2022 City of Salem HRC Discrimination Survey Results

WOU Organizational Leadership 607:
Data-Driven Decision Making Course

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Introduction

- 34 possible questions
- Available electronically (via Qualtrics) and hard-copy (paper survey)
- 1008 surveys started, but only 824 were complete enough to keep for analyses
- 208 paper surveys completed (~25% of all responses) and almost all of them indicated they are currently experiencing homelessness



Please think about the most recent incident in which you experienced discrimination in Salem, Oregon. In your opinion, which of the following was the **main type** of discrimination in this most recent incident?

- Age
- Race
- Color
- National Origin
- Language Spoken
- Gender
- Gender Identity
- Sexual Orientation
- Religion
- Mental Disability

Here is an idea of what the survey questions looked like to online respondents



Research Objectives

01

Experiences with, type, and frequency of first-hand discrimination

02

Second-hand discrimination (Observed or witnessed)

03

Perceptions of discrimination level(s) in Salem

Research Objectives - Continued

04

Awareness of
the HRC to
people who live,
work and play
in Salem

05

Comfort level in
reporting a bias
crime to the
Salem Police
Department

06

Perception(s) of
discrimination
among persons
experiencing
homelessness

Methodology

02

Methods

01

Secondary Research

Review of extant literature and research

02

Exploratory Research

In-depth interviews

03

Voluntary Questionnaire

Online and paper (hard-copy) surveys were completed

Survey Questions

01

Categorical Questions

“Have you ever experienced discrimination in Salem, OR?”

02

Evaluative Questions

“How would you rate the level of discrimination in Salem, OR?”

03

Open-ended questions

“Please comment on why you would or would not be comfortable reporting a bias crime to SPD?”

How did Respondents (n = 824) Find the Survey?

1

City of Salem Facebook page, Instagram, website or email (n = 316)

2

Friend or family member sent it to me (n = 81)

3

QR code on a paper poster or flyer (n = 2)

4

Paper survey (n = 208)
Shout out to Lynelle!

5

Organizational emails or group posts (n = 160)

6

Other channels (n = 57)

Sampling Method

01

Non-probability
sampling method

03

Various modalities used to
complete the survey

02

Delivered in both
English and Spanish

04

Definition of
discrimination included



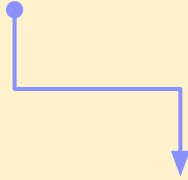
Definition of Discrimination

For this survey, we will use the following definition:

“Discrimination is when someone is treated unfairly or differently because of their age, race, color, national origin, language spoken, gender, gender identity, sexual orientation, religion, marital/parental/familial status, mental or physical disability, weight or body type, veteran status, income, or housing status.”

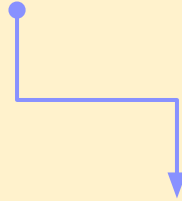
Over Quota of People Currently Experiencing Homelessness

208 out of 824
respondents currently
experiencing
homelessness



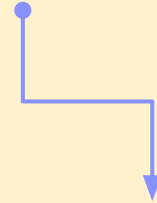
That is 24%!

Important to include their
perspective(s), so we took
hard copy surveys to
them!



Unlikely to do online
survey, thank you
community advocates!

Homelessness
over-represented in
aggregate data

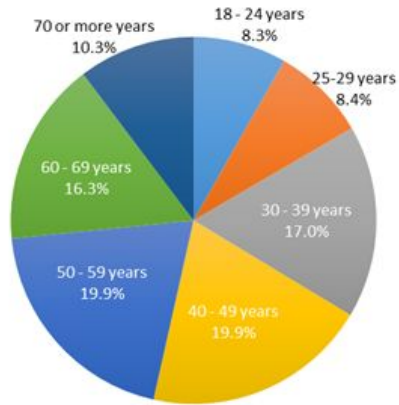


Most data shows a
break out of online and
not homeless vs. paper
copy and homeless
respondents

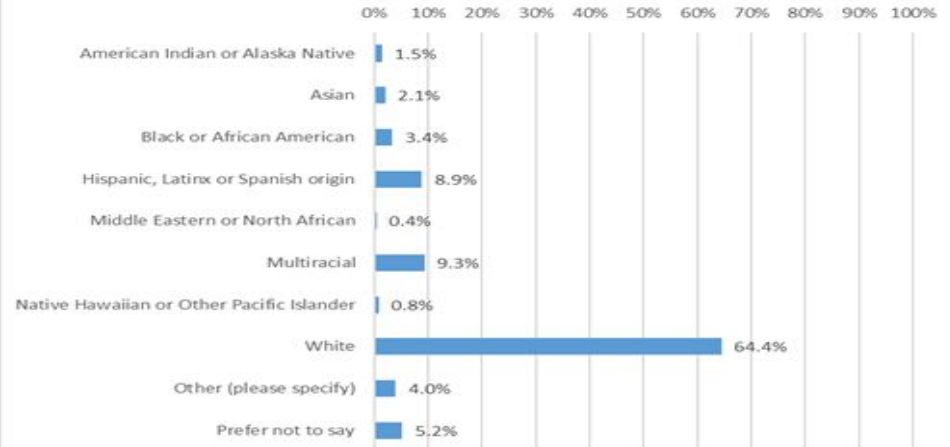
The respondents were spread across all age groups. 40% of respondents were between the ages of 40-59.

Demographics of Respondents

2022 Age



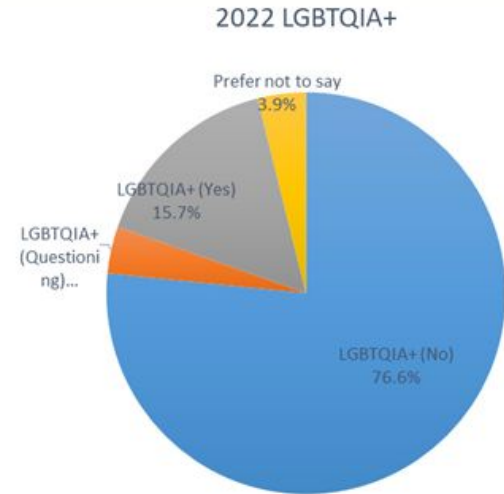
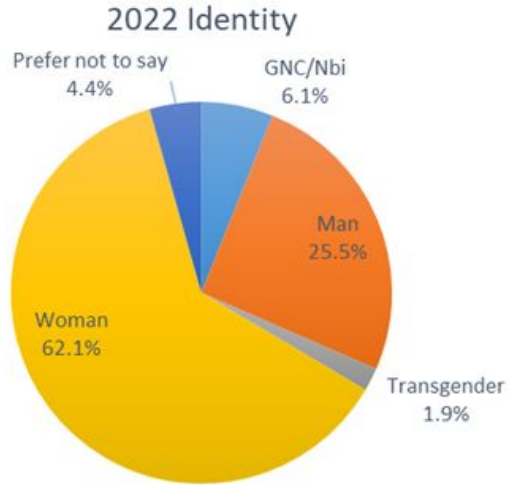
2022 Race/Ethnicity



The majority of the survey respondents were white, [64%].

Demographics of Respondents (Cont'd)

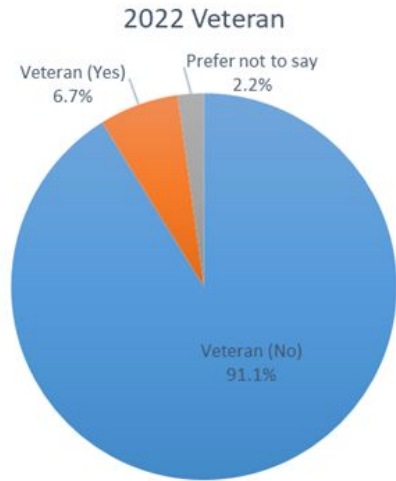
62% of respondents were women.



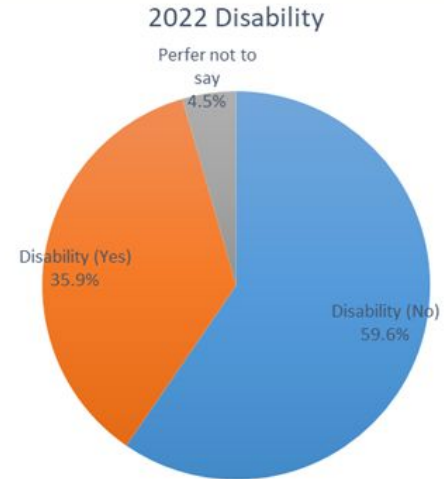
~16% of respondents identified as a member of the LGBTQIA+ community.

Demographics of Respondents (Cont'd)

~7% of respondents were veterans.



~36% of respondents indicated having a disability.



Q: In regard to discrimination, how might someone's disability status affect how they are treated by others?

03

Key Findings

Discrimination = Common Experience

Among 616 Online Respondents

	Experienced	Witnessed/ Heard About
Yes, in Salem	60%	81%
Daily + Weekly	62%	40%
Main Type	Gender 22% Race 16% Age 7% Weight/Body Type 7% Sexual Orientation 7%	Race 36% Housing Status 16%

Among Homeless = Universal Experience

Among 208 Hard Copy Respondents

	Experienced	Witnessed/ Heard About
Yes, in Salem	94%	97%
Daily + Weekly	95%	94%
Main Type	Housing status 89%	Housing Status 90%

Overall Rating (Poor + Average)

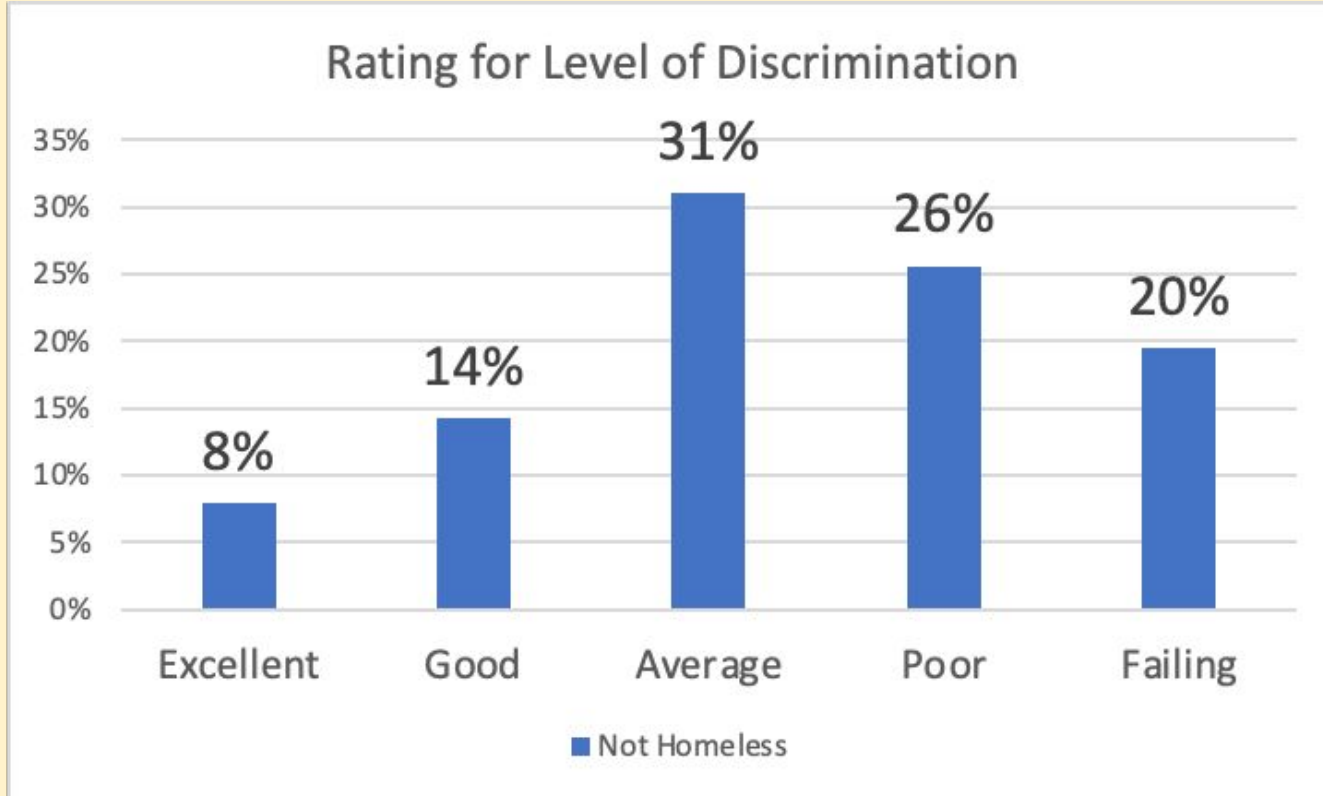
75%

Hard copy
Respondents

45%

Online
Respondents

Salem Rated for Level of Discrimination



Quotes: Why rating was selected?

Excellent/Good Rating

Salem is a very peaceful city and as a rule people are very accepting of others who are different.

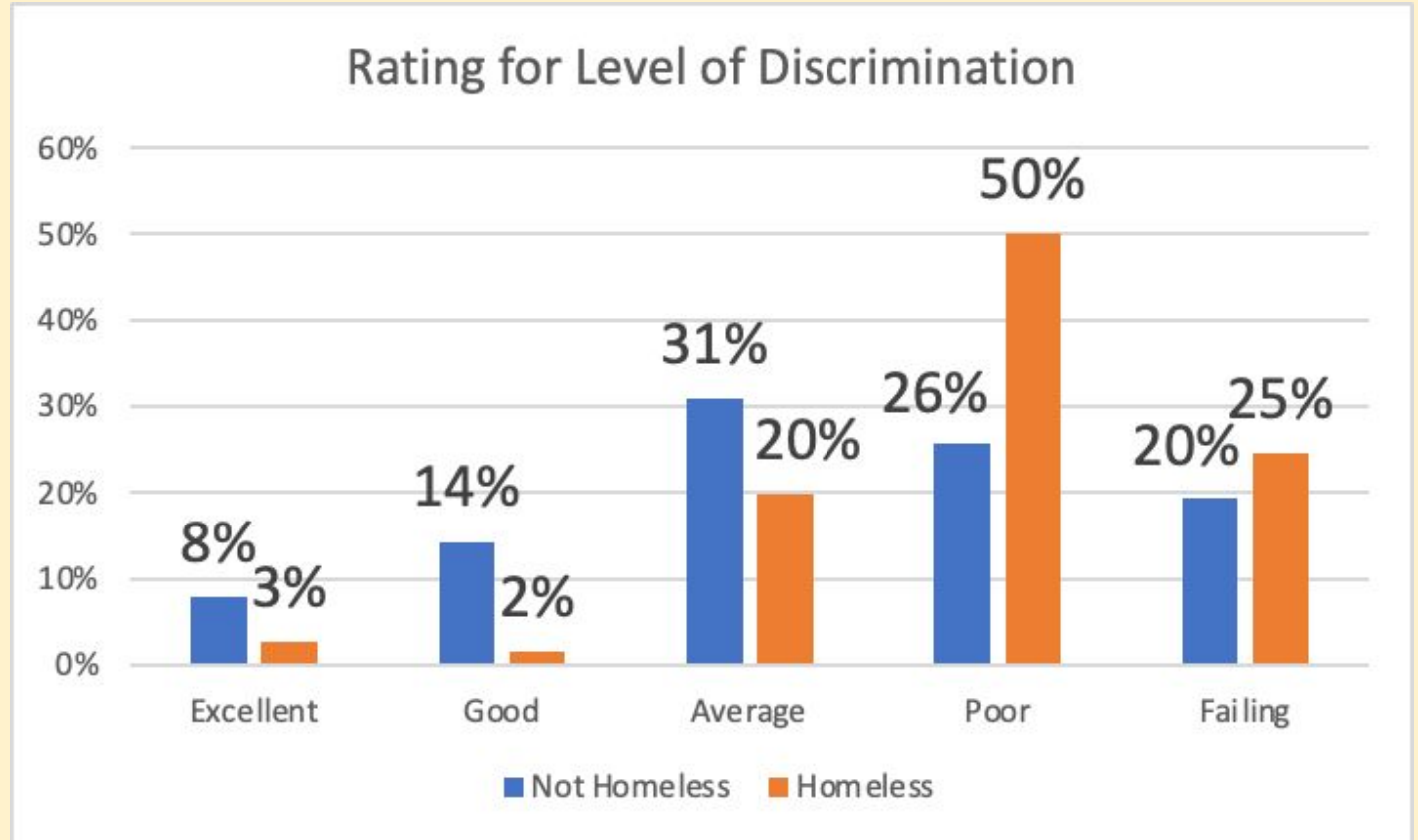
I've lived in places that had a lot more discrimination.

Poor/Failing Rating

In my work and groups that I participate with, [discrimination] is seen widely and every day. My neighbors are also quite racist.

Blatant racist discrimination occurs daily in Salem, and the local law enforcement and the powers that be encourage it. We have a member of the Three Percenter on our school board, and the Proud Boys are allowed to walk around public parks with open containers of alcohol and firearms. White supremacists are allowed to harass anyone they like with no consequences. This is the image of Salem we present to the world, and it is an accurate one.

Lower Rating Among Homeless



Quotes from Individuals Experiencing Homelessness

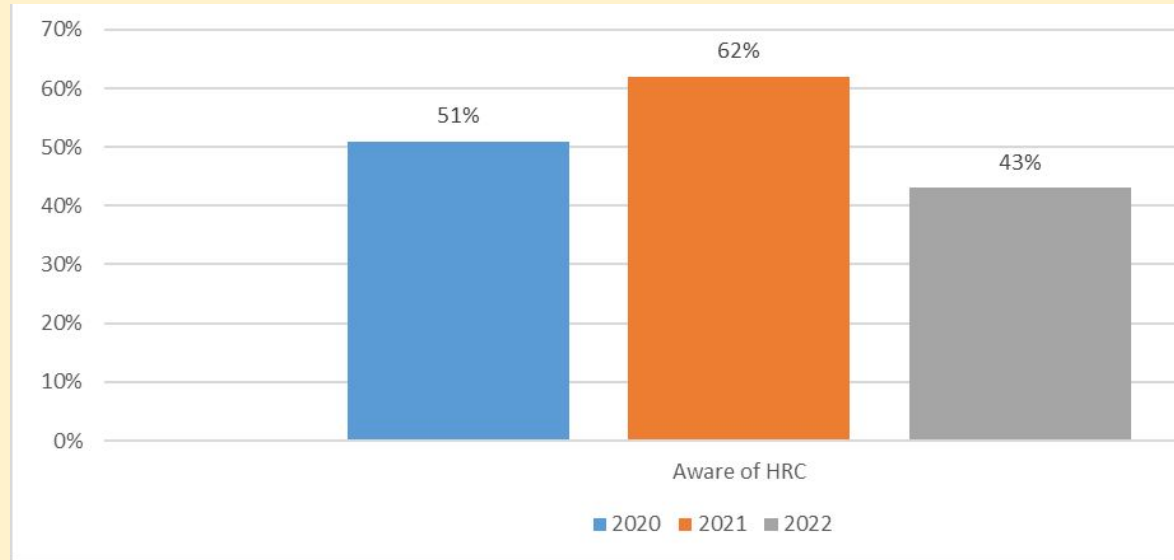
Poor/Failing Rating

We are targeted daily with insults, car noise, and sometimes actual violence.

Discrimination happens daily. Men are attacked often as they sleep. A woman I know was raped three times in two days. Another woman was raped by three men. None of the attackers were homeless.

Awareness of HRC

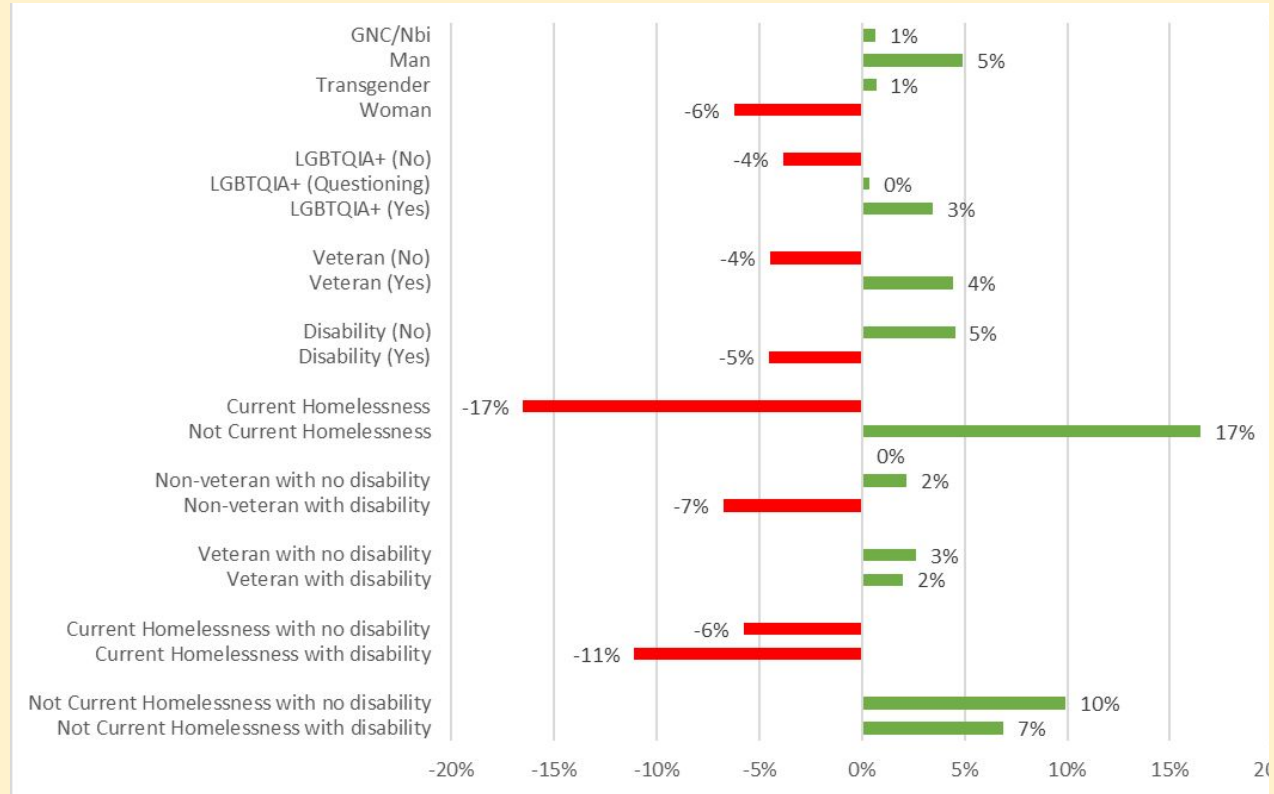
- Declined 19%
- 1% Increase for 18-29
- Largest decrease for 70 and older
- Homeless Respondents less aware



Awareness Decrease By Demographics

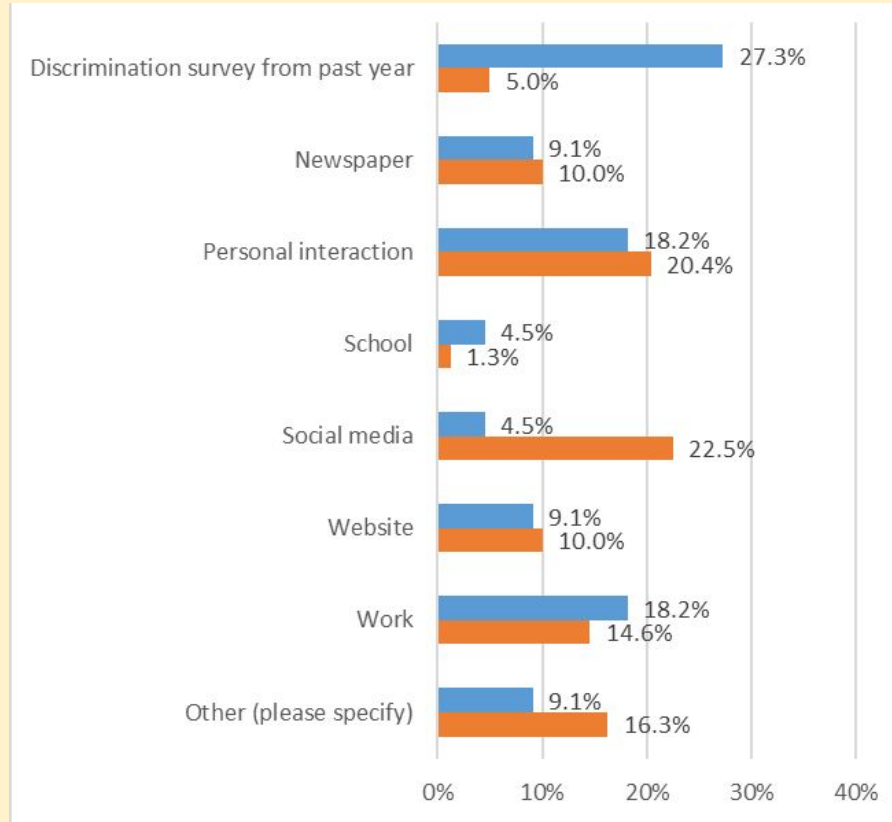
Decreased Awareness

- By Housing Status
- Respondents with Disability
- Women were less aware



Increased Avenues of Awareness

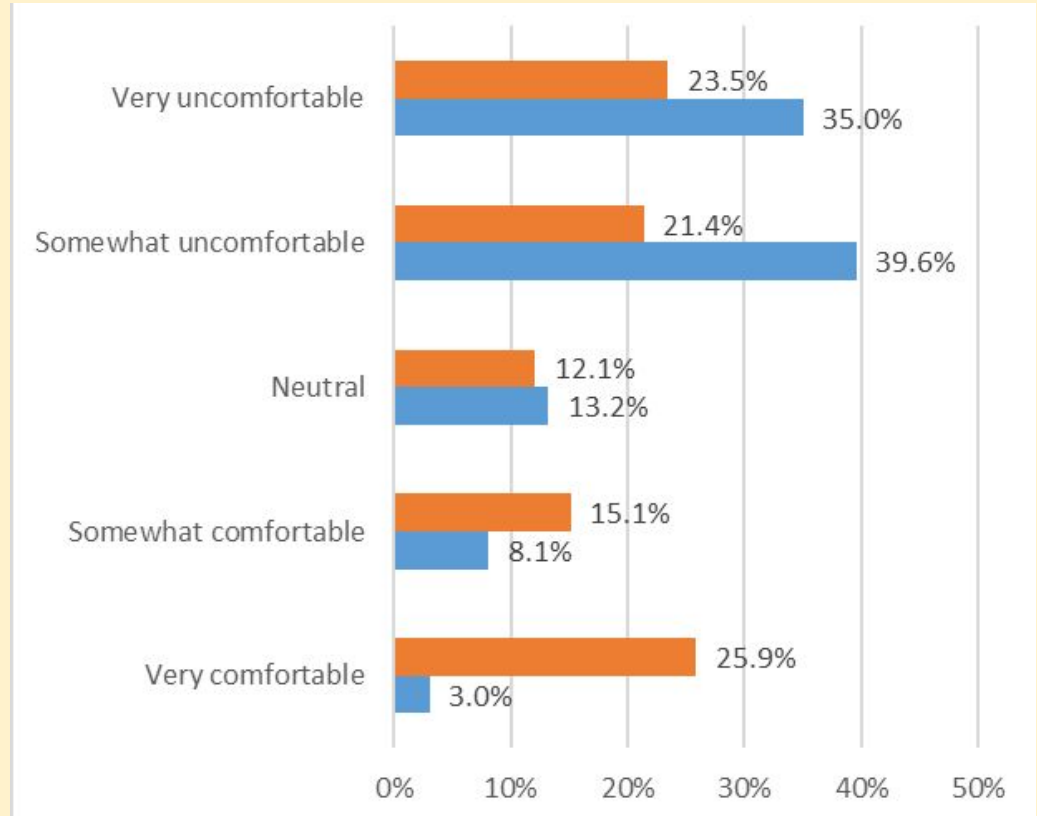
- Social Media
- Past Surveys
- Person Interactions



Comfort in Reporting a Bias Crime

Majority aren't comfortable

- 74% of hardcopy respondents were not comfortable reporting
- 44% of online respondents were not comfortable reporting



Reasons for not Reporting a Bias Crime

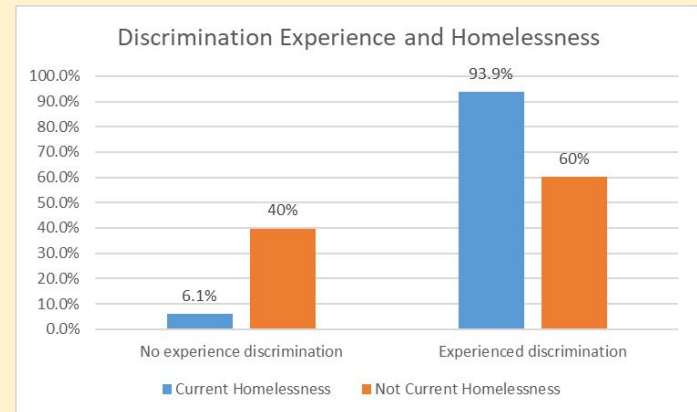
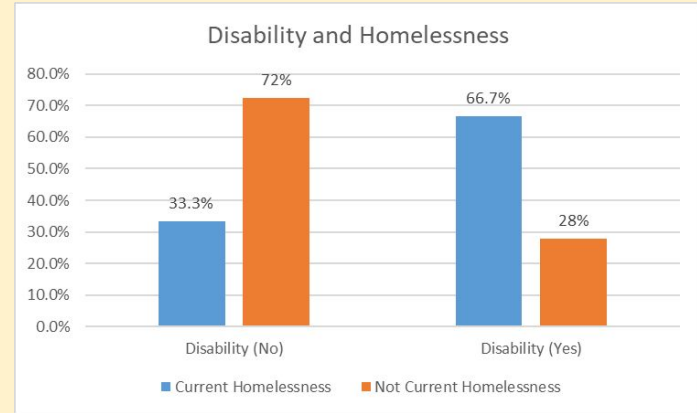
Theme	% of Comments	Respondent Quotes
Police are biased	17%	I have witnessed bias from Salem police countless times. Towards the lgbtqia community, leftist protests vs right wing protests, brutality towards mentally ill civilians, criminalizing homelessness, etc.
Nothing would happen	15%	We are not believed, and nothing happens when we've made reports.
Bad experience with police	14%	Hell no! I would not report! When I went to the cops, they wanted to lock ME up!

Reasons for Reporting a Bias Crime

Theme	% of Comments	Respondent Quotes
Trust the police	24%	I have a high level of trust in our police department and its leadership. I believe they want to do the right thing and have policies and processes in place.
Here to serve and protect	21%	The police are skilled and extremely aware of how to handle any bias crime.
I am white	18%	I am comfortable with the police perhaps because I'm a property owner and white.

Discriminating Against Disability

- 66% people who are experiencing homelessness and live with a disability
- 27% of online respondents live with a disability
- Higher rate of minority groups live with a disability



Recommendations

04

Keep it up... Continue

More!

- ❑ Housing Status as a Protected Class
- ❑ Survey Accessibility
- ❑ Increase and Expand Awareness

Brainstorming

Ideas

- ❑ Add Resources
- ❑ Expand Outreach

Surveys

The Future

- 01 Survey Planning
- 02 Distribution Channels
- 03 Additional Research Studies
- 04 Share Feedback



Thank you

Analyses performed by: Ben Barlow, Makenna Gambie, Luz Garcia, Kevin Guzman-Villegas, Jacade Hanson, Ian Hunt, Daniel Jimenez, Parker Johnson, Joe Kinsky, Jacob Lichty, Niddy Lindsley, Julz Mudge, Mike Peterson, Alison Steinmetz, Kellen Takatsuka, Jennifer Winegar, Mira Wonderwheel, and Professor Marianne Bradshaw

Salem



Western Oregon
UNIVERSITY

TOGETHER WE **SUCCEED**

