

HUMAN RIGHTS COMMISSION (HRC)

OL 607 Research for Marketing Decisions
WOU:Salem
March 18, 2020



Research Objectives

- To quantify the percentage of respondents experiences with discrimination in Salem and explore reasons for the experience
- To explore the perception of diversity and inclusiveness of individuals who live or work in or near Salem
- To measure the awareness of the Human Rights Commission by those who live or work in or near Salem



Other Key Questions

- How comfortable or uncomfortable are people in reporting a bias crime? Why?
- How is Salem doing in providing access and accommodations for people with a disability?
- How do unsheltered respondents compare to online respondents?



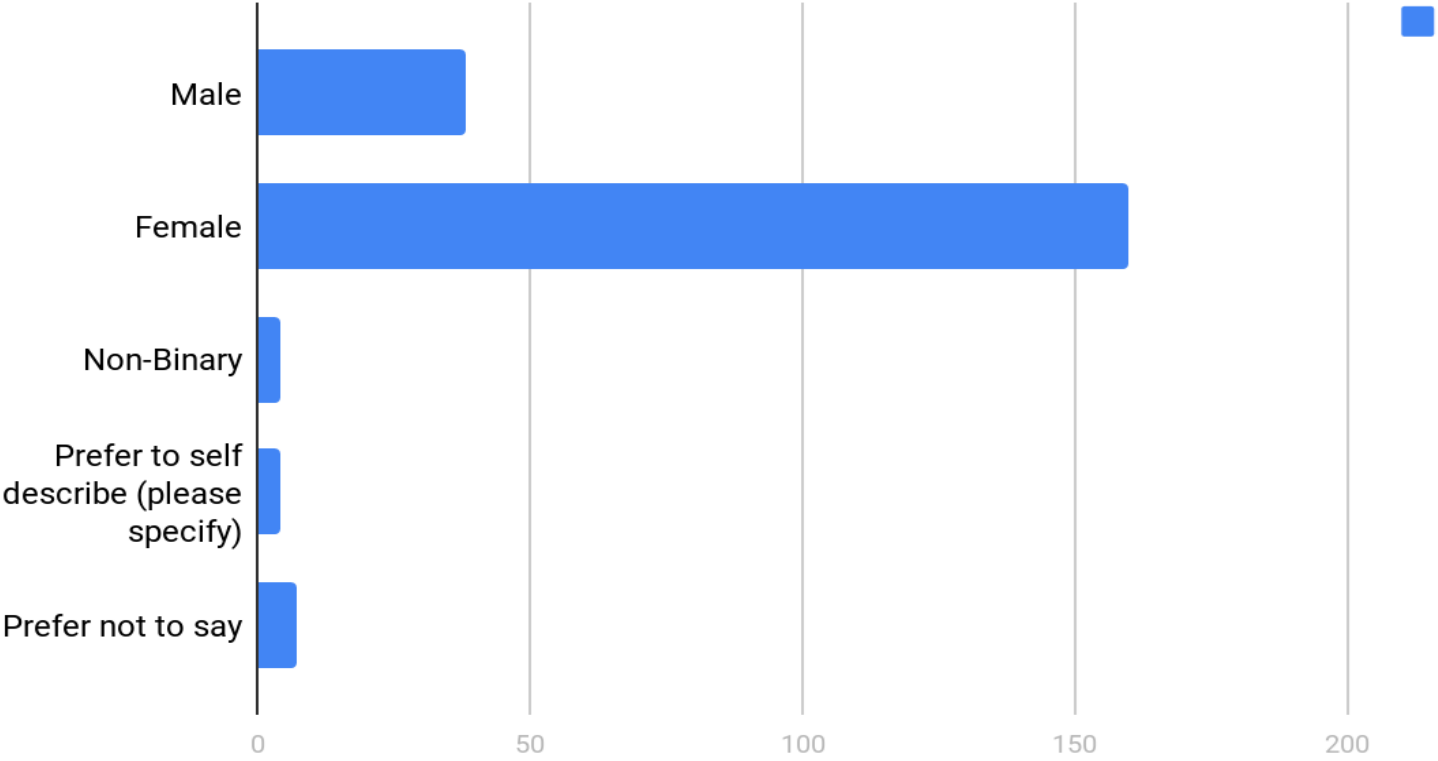
Methodology

- Secondary research
 - Literature and research review
- Exploratory Research
 - In-depth interviews
- Self-administered online questionnaire (n=218)
 - Non-probability convenience sample
- Hard copies of questionnaire (n=36)

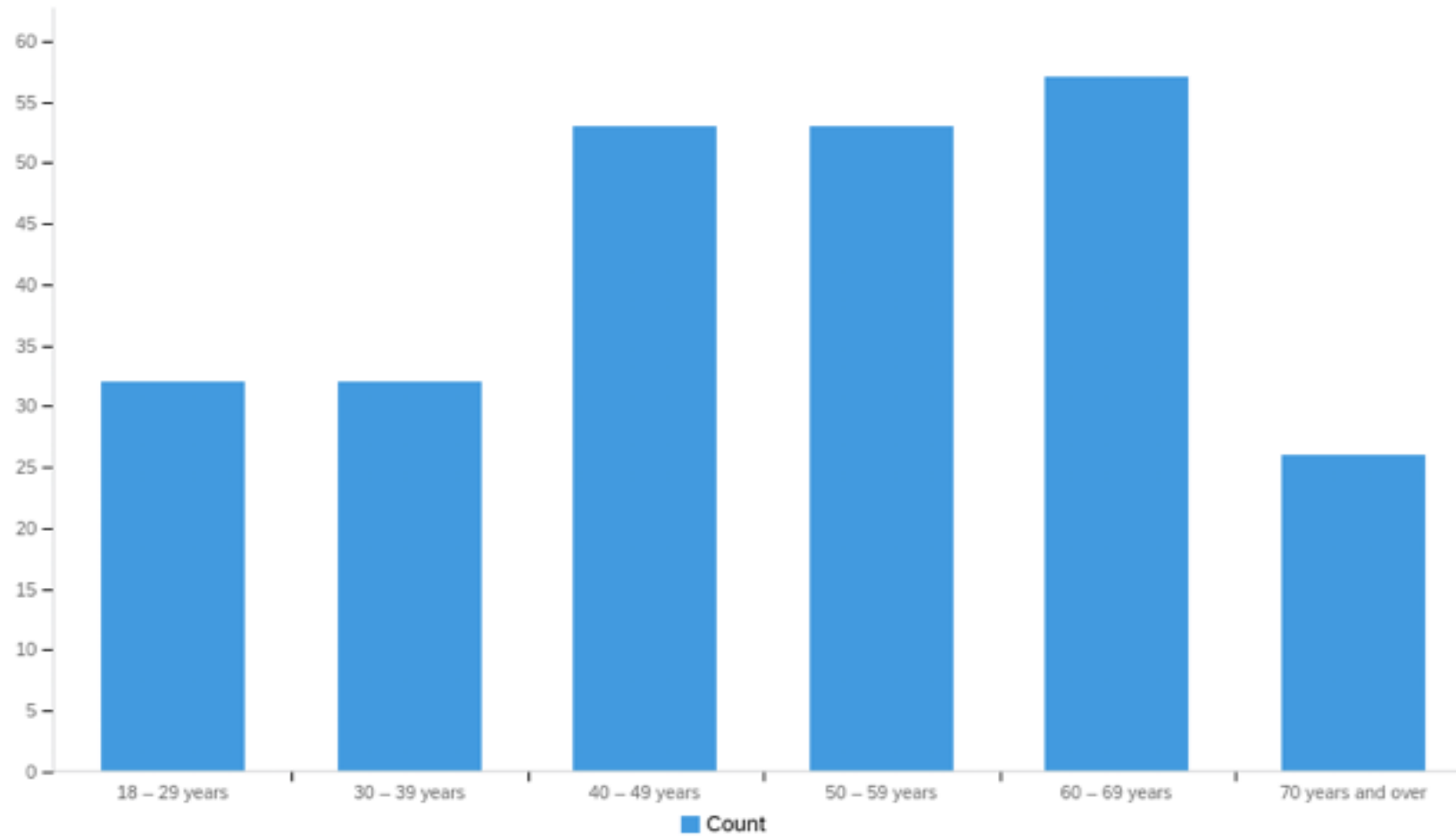


Respondent Demographics: Gender

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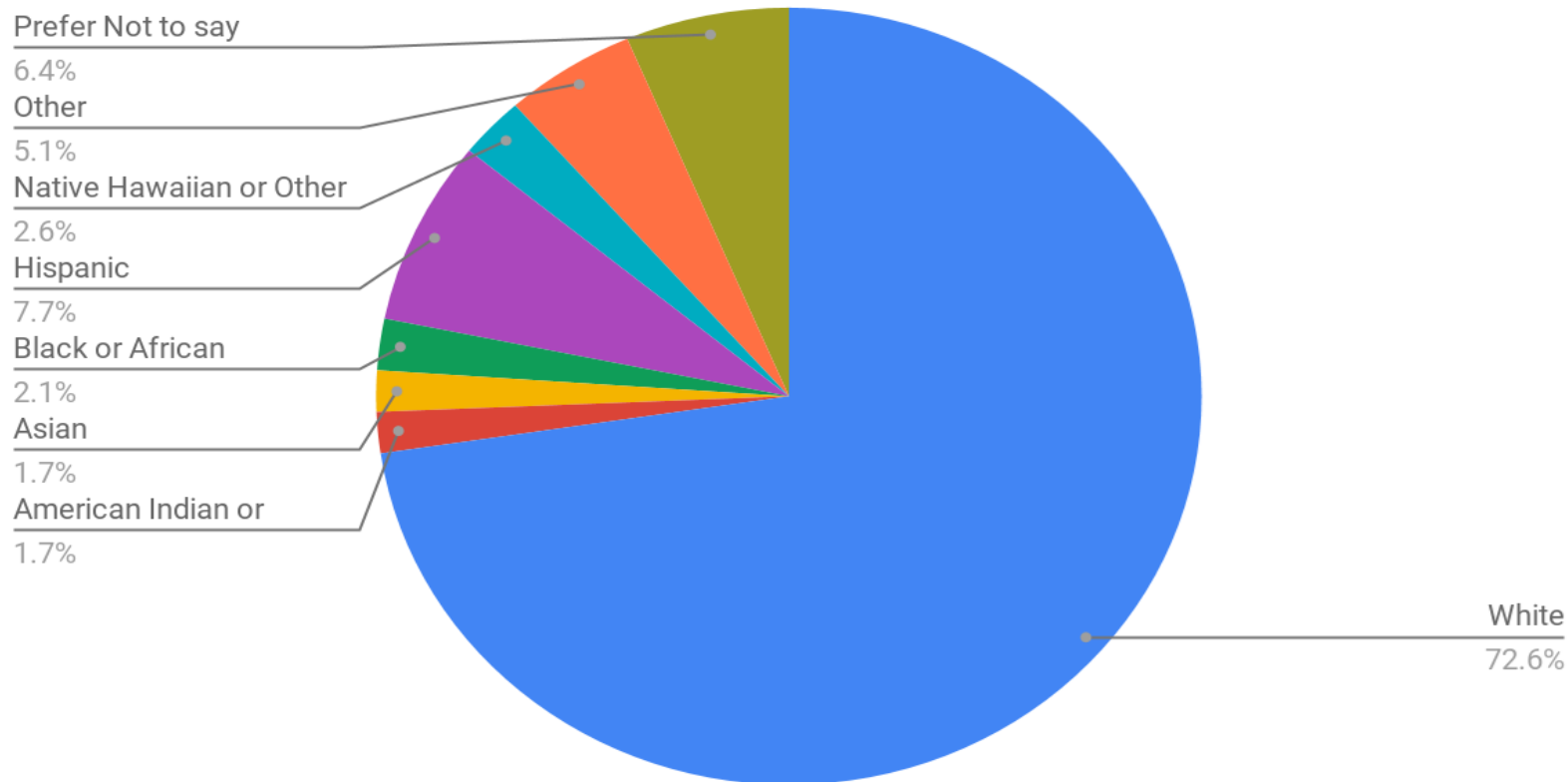


Respondent Demographics: Age



Respondent Demographics: Ethnicity

Participant Demographics: Ethnicity

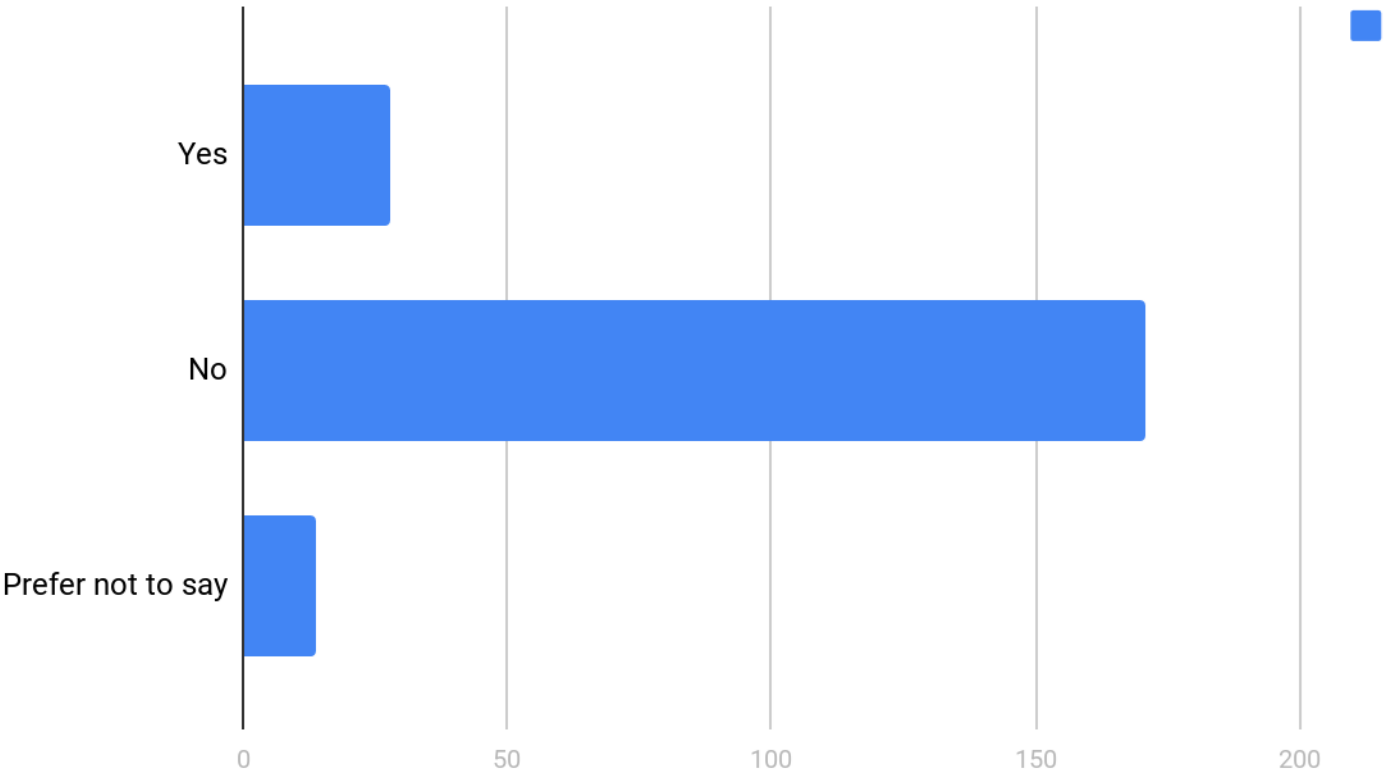


The sample shows some diversity in terms of ethnicity as 73% of respondents were white

In 2010 Census data, 81% of Salem respondents identified as white.

Respondent Demographics: LGBTQ+

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**KEY FINDINGS:
EXPERIENCES**

Definition

Discrimination is the unjust or prejudicial treatment of different types of people. This includes age, race, color, national origin, language spoken, gender, gender identity, sexual orientation, religion, mental disability, physical disability, weight or body type, income, housing status, familial status, marital status, and/or veteran status.

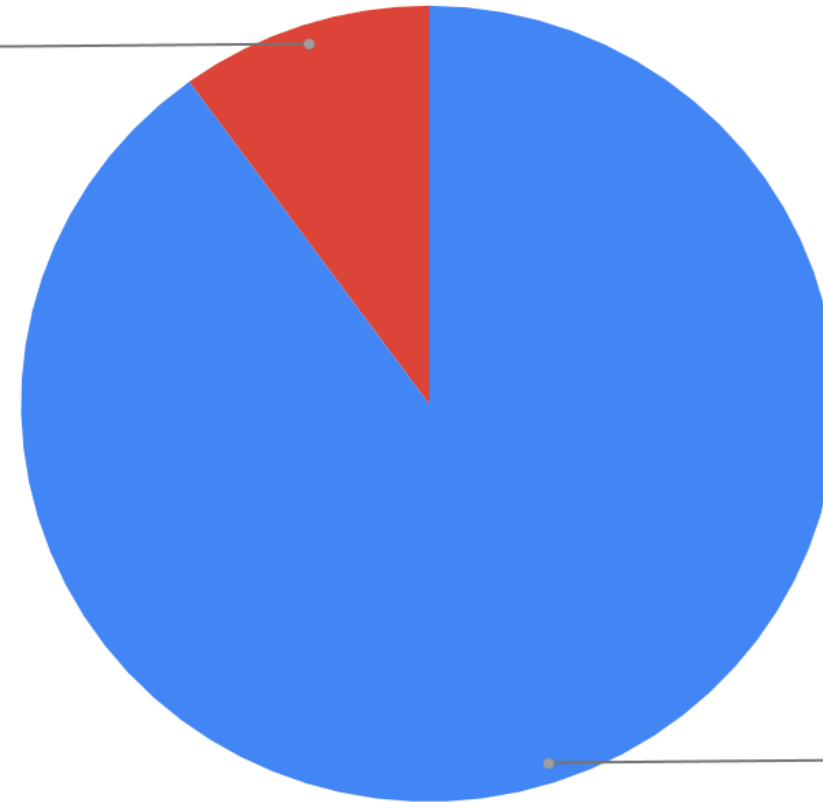
90% of Respondents Agreed with the Survey Definition of Discrimination

For those that answered no, key themes which stood out:

- the definition was too broad, or ambiguous
- definition needed inclusion of unsheltered status

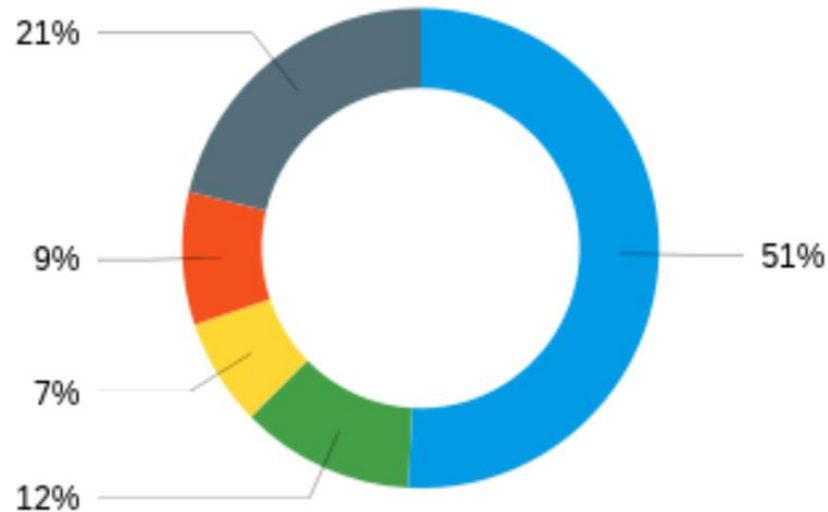
Do you agree with the definition of discrimination?

No
10.0%

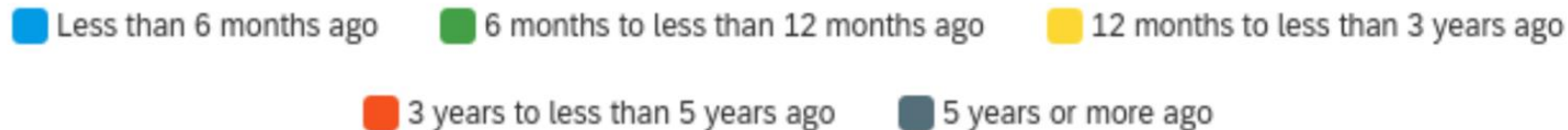


Yes
90.0%

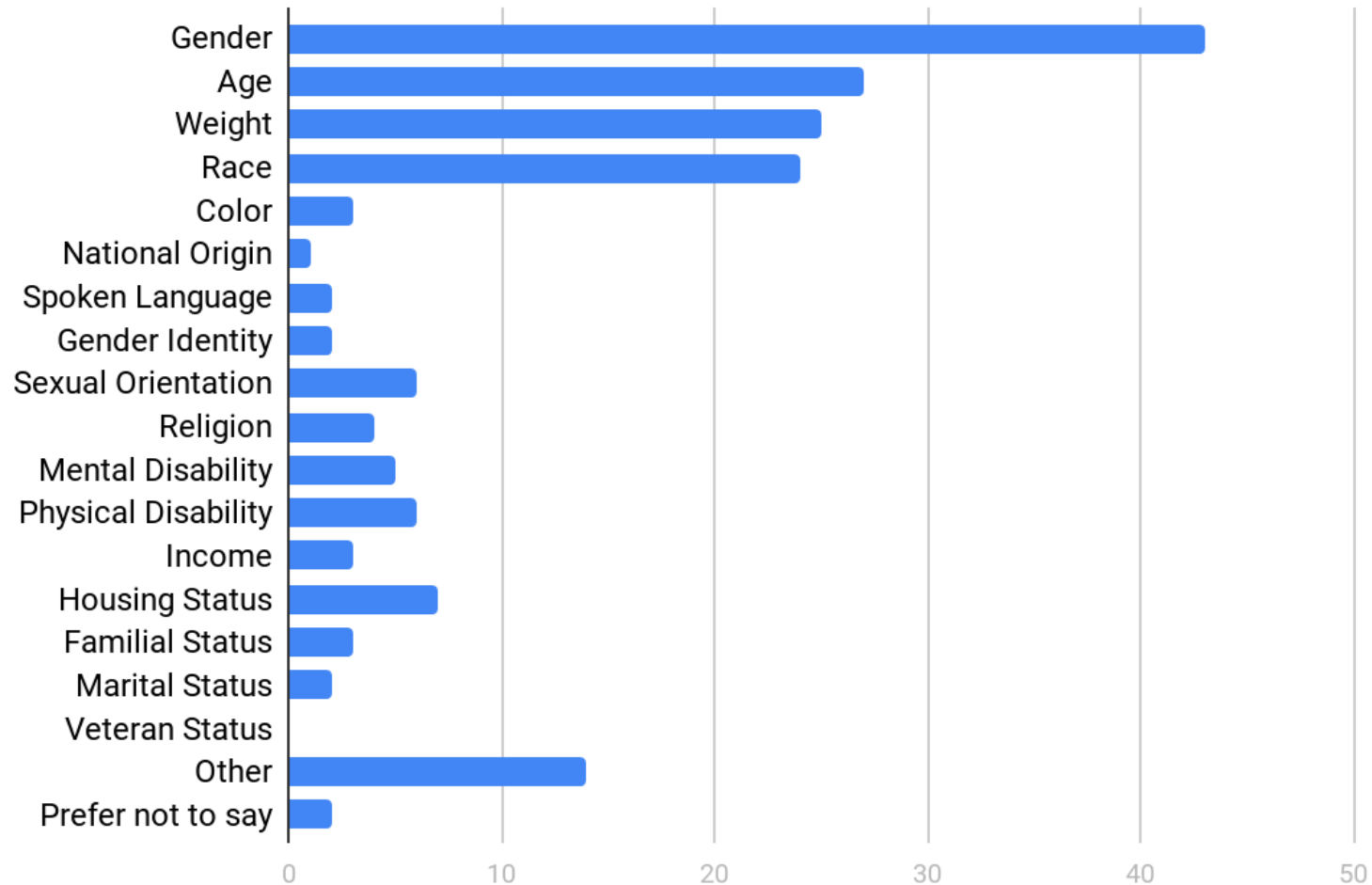
72% of respondents have personally experienced discrimination



85% of incidents occurred in Salem

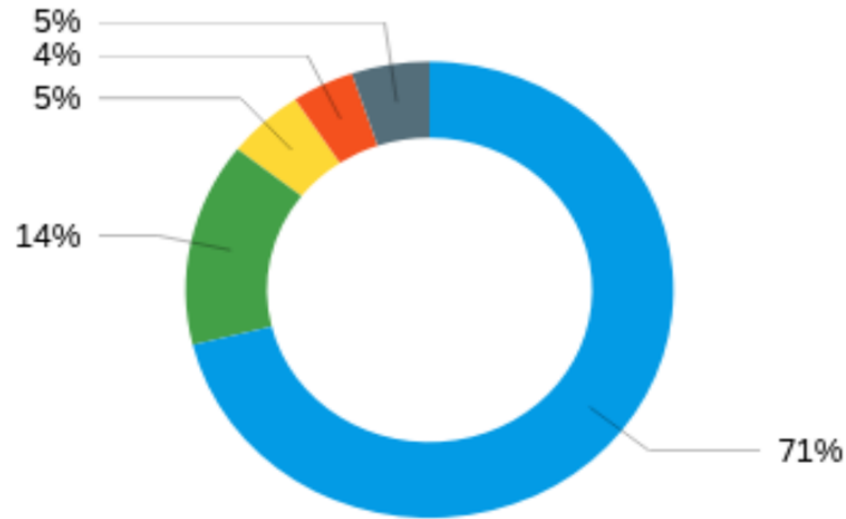


Primary reason for experienced discrimination

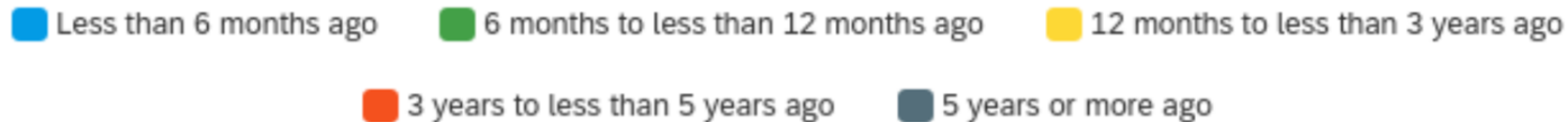


Respondents that selected “Other” disclosed multiple reasons for discrimination.

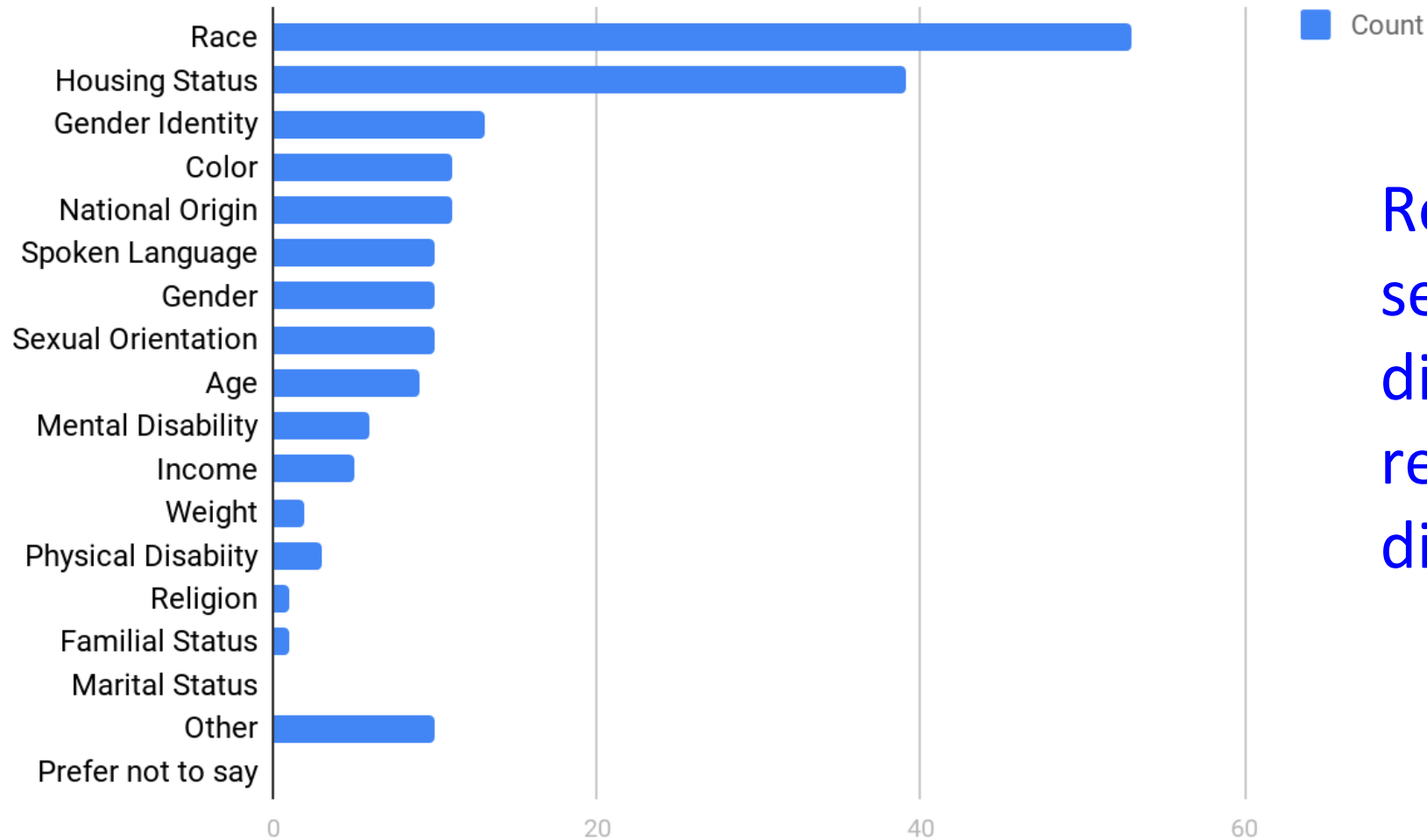
85% of respondents have witnessed or heard of discrimination



90% of incidents occurred in Salem



Primary reason for witnessed discrimination

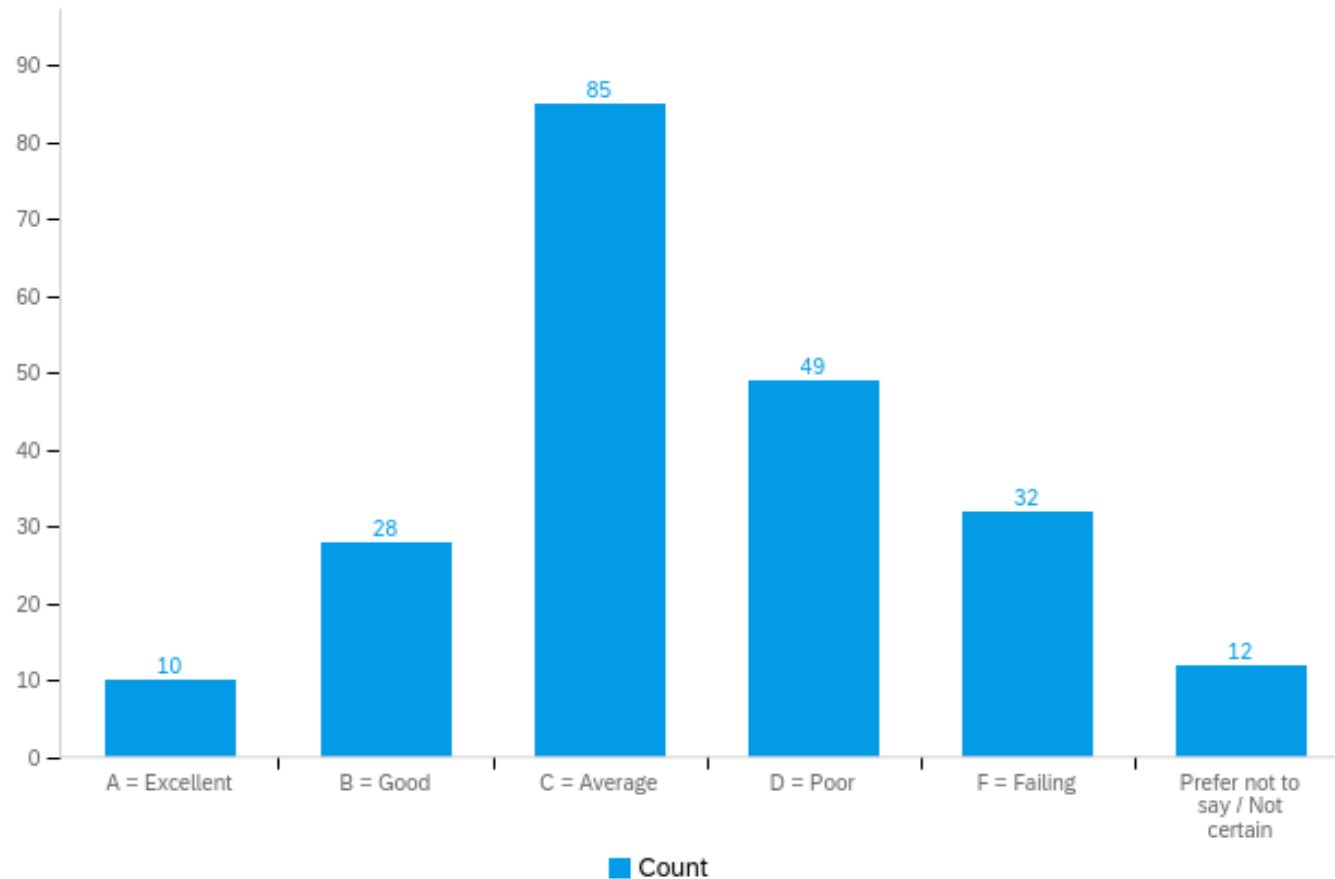


Respondents that selected “Other” disclosed multiple reasons for discrimination.



**KEY FINDINGS:
PERCEPTIONS**

Salem is not perceived as a city free of discrimination

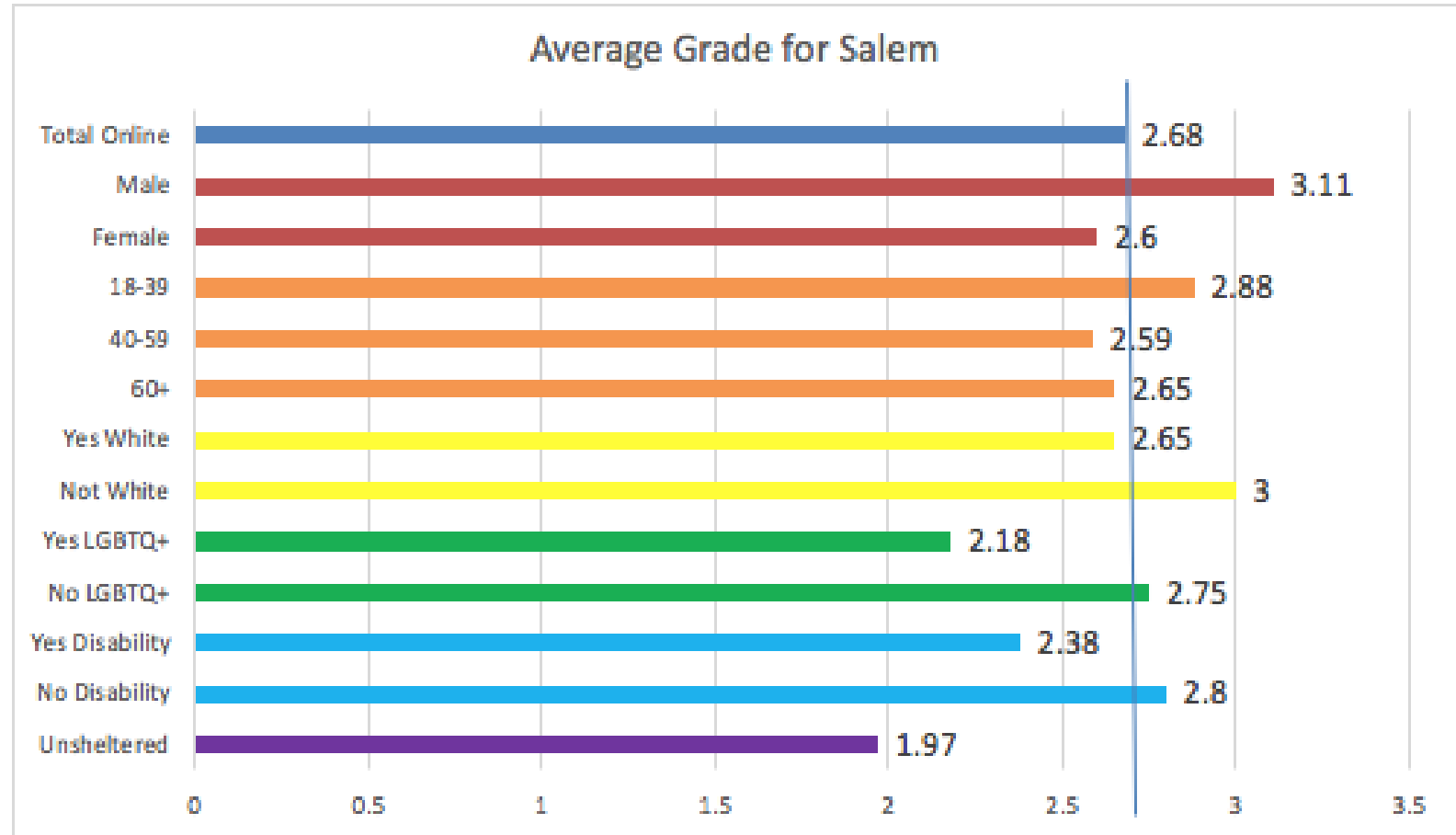


When asked to grade Salem in terms of being a “place without discrimination”

- 5% gave Salem a grade of “A = excellent”
- 39% gave Salem a grade of “C = average”

Average Grade for the City of Salem

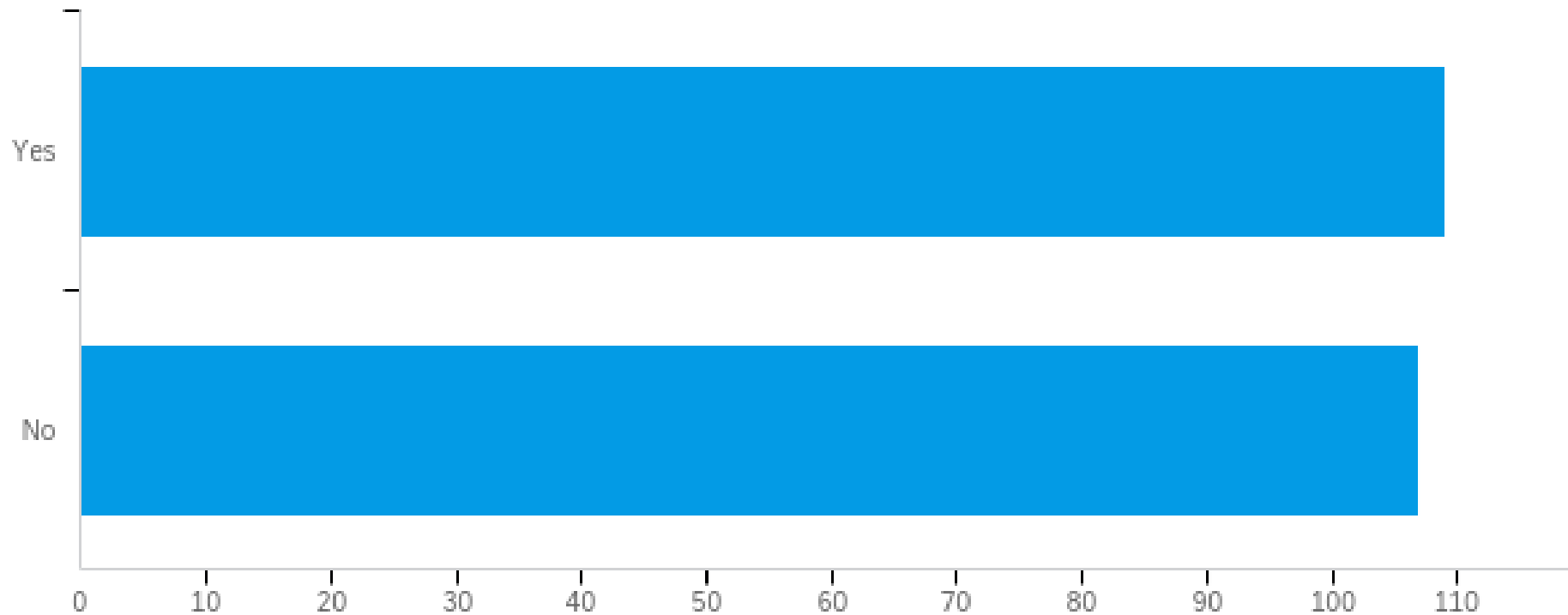
The average grade for all respondents was 2.68, which is between a C and D on our grading scale





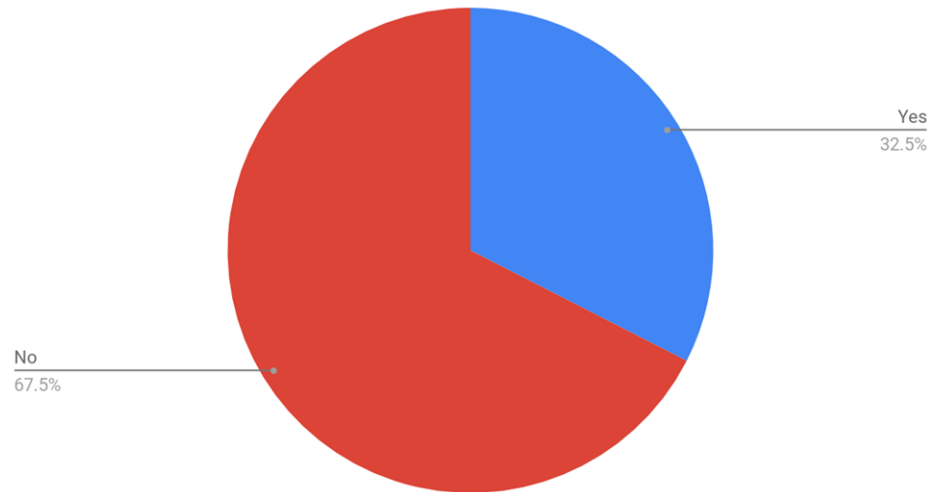
**KEY FINDINGS:
AWARENESS**

There is nearly a 50/50 split for awareness of the HRC among online respondents

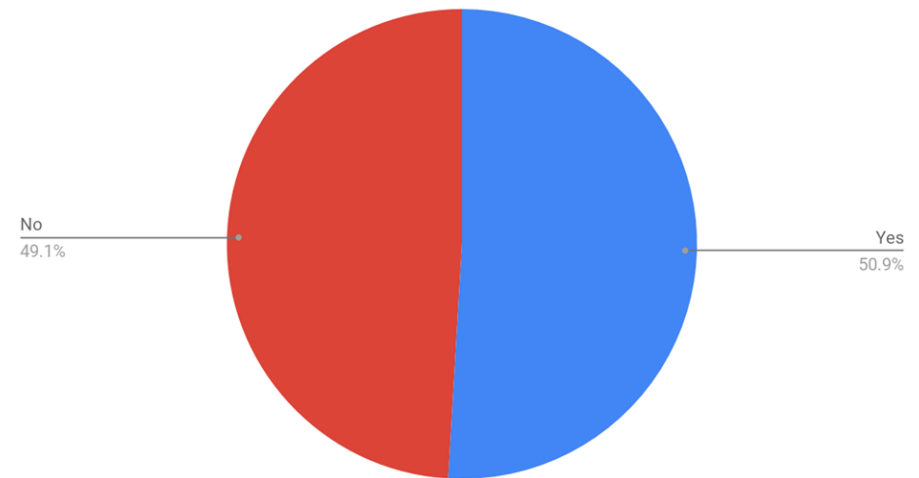


Awareness Comparison: 2017 and 2020

2017 Awareness



2020 Awareness

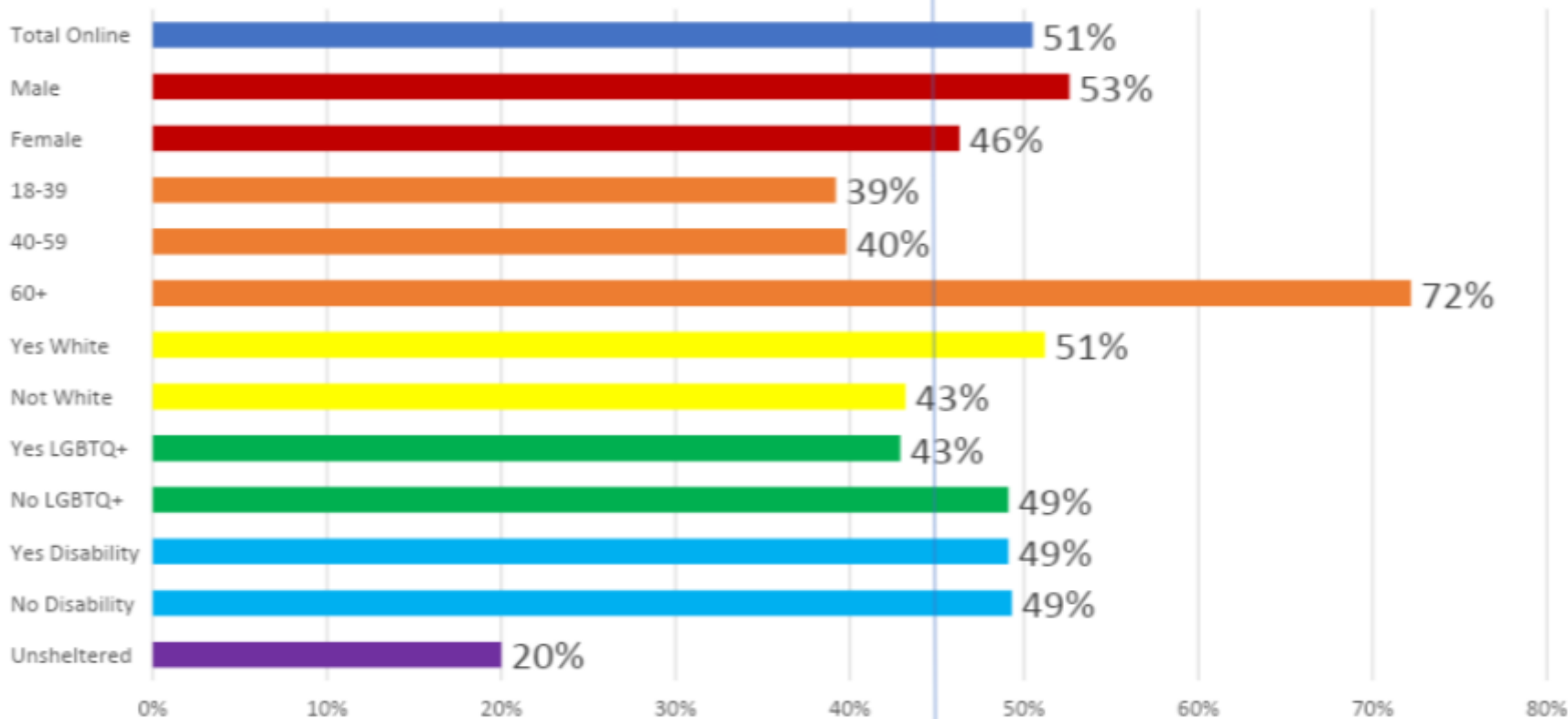


The percentage of awareness in the 2020 survey is higher than the percentage from 2017

In 2017, 33% of the respondents were aware of HRC while 67% were not

Overall Awareness

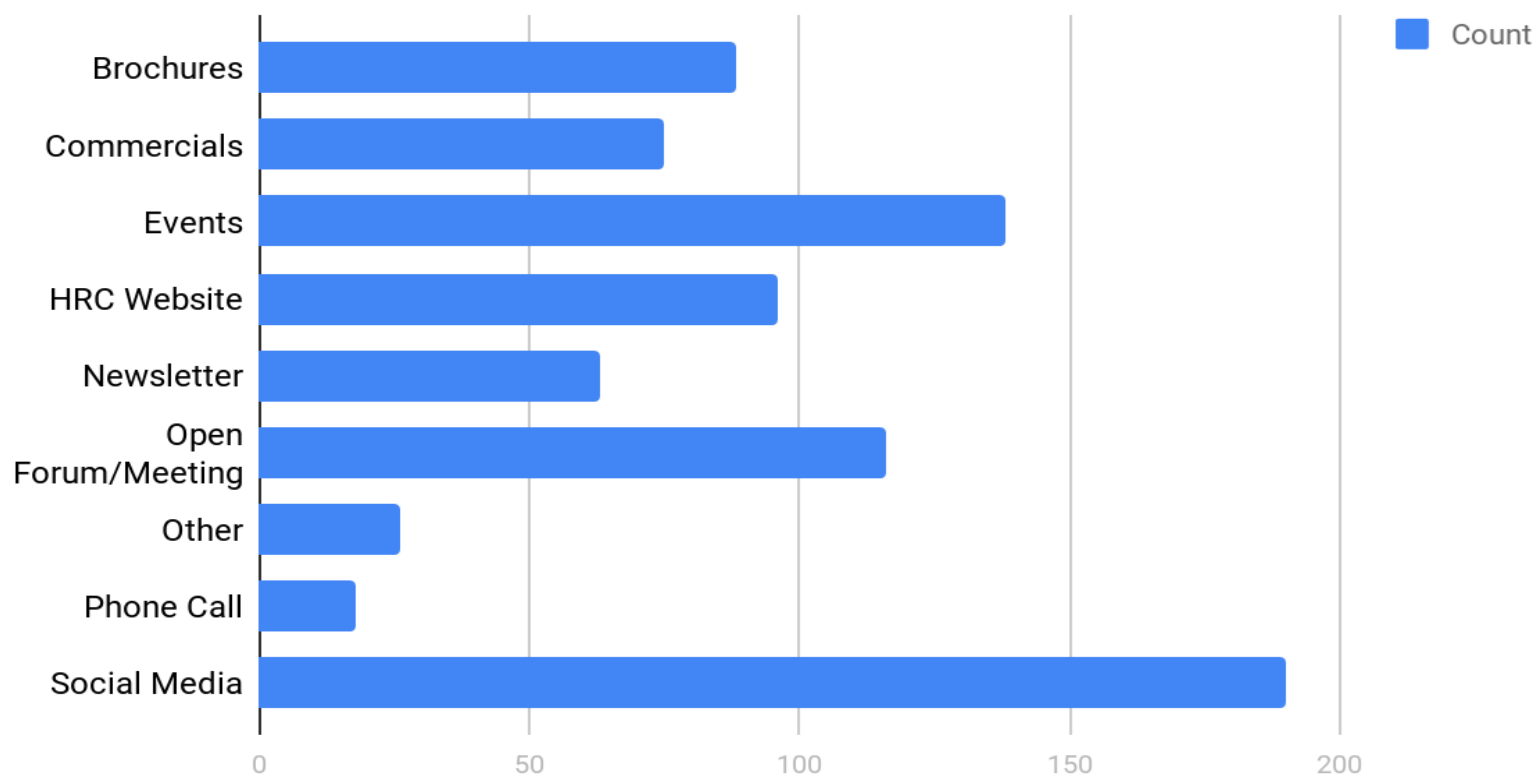
% Aware of HRC



- Only 39% of respondents ages 18-39 are aware of HRC while 72% of respondents ages 60+ are aware
- When examining ethnicity and awareness of the HRC, the lowest awareness is among Hispanics at 28%

Respondents preferred to receive information about HRC through social media

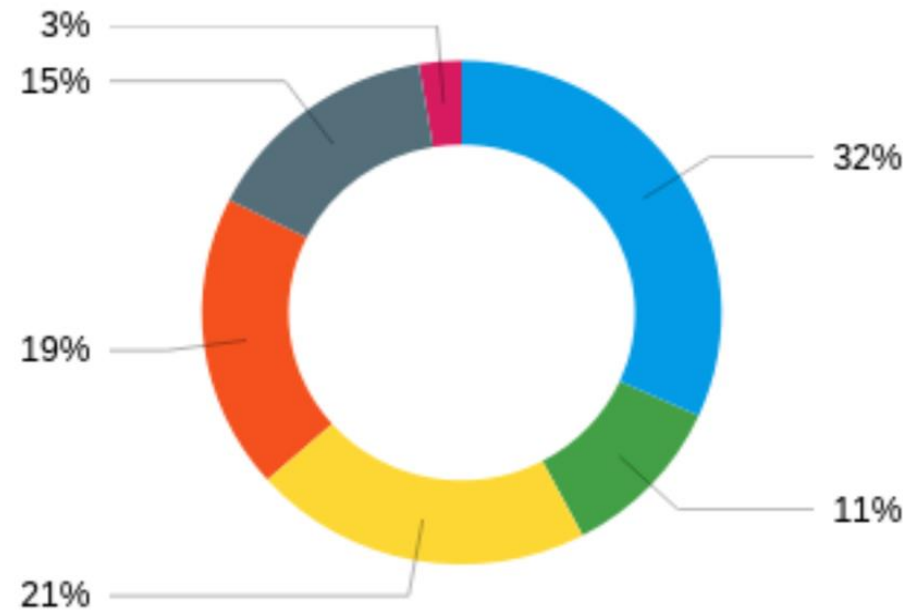
Points scored





**KEY QUESTION:
BIAS CRIMES**

In reporting a bias crime to police, 32% very comfortable, 15% very uncomfortable



Comfort vs. Discomfort in Reporting

Theme: Comfortable/Neutral	Count	%
Trust of the police	50	29%
Documentation is important	20	11%
Caucasian race contributes to comfort	12	7%
Depends on situation	12	7%
Would only report physical or property damage	9	5%

Theme: Uncomfortable	Count	%
Mistrust of police	85	49%
Fear of retaliation	23	13%
Fear of reporting to police	13	7%
Public embarrassment	11	6%
Culture barriers to reporting	4	2%

Comments regarding reporting bias crime

“The reason I would be uncomfortable reporting a bias crime to the police is because they are the ones that have harassed myself and others just because of our housing status.”

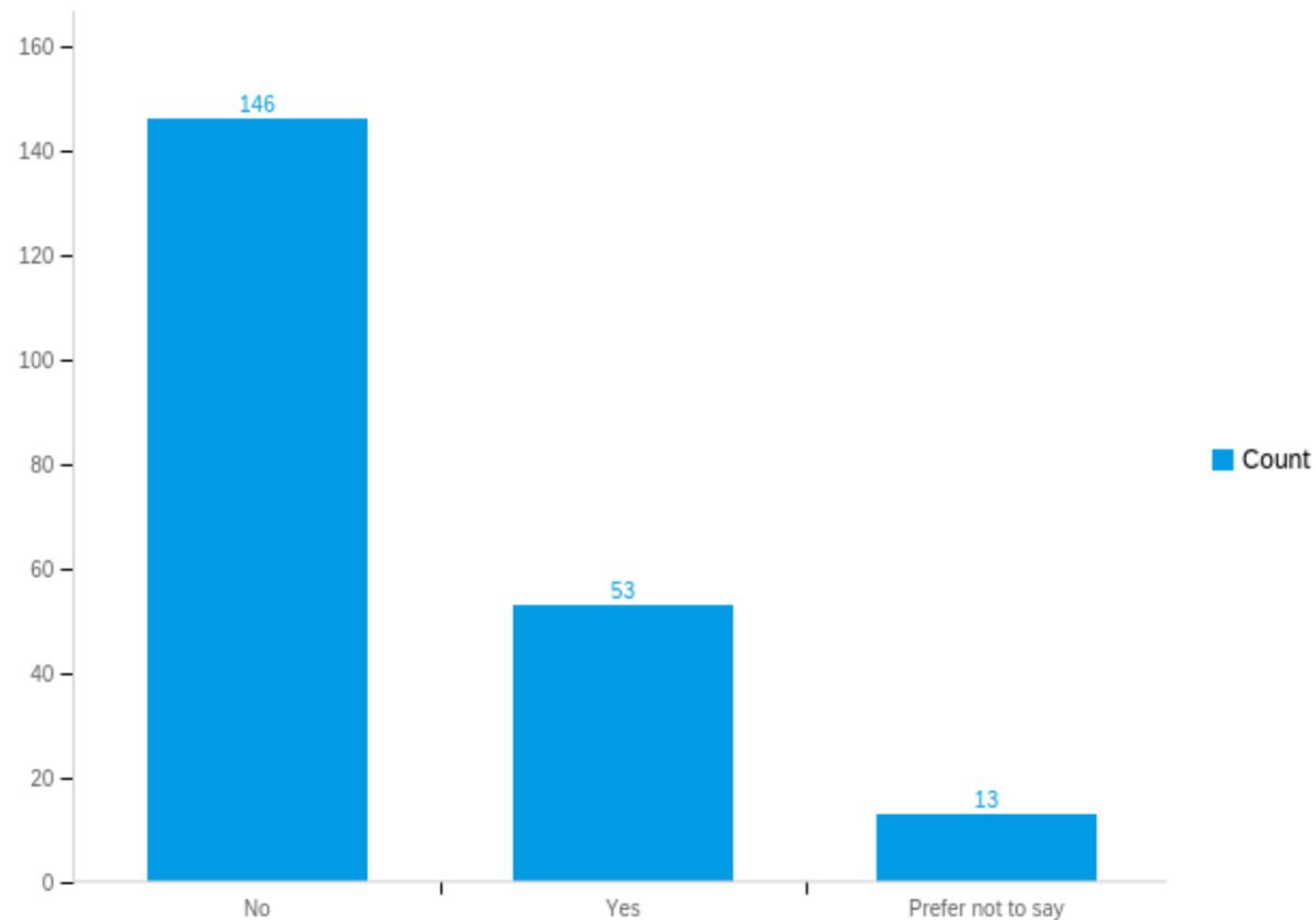
“Because anytime you are a female or Latina female you are not taken seriously and are treated like you’re hysterical.”

“Because they have the power.”



**KEY QUESTION:
DISABILITIES**

25% of respondents reported living with a disability



Five major themes discovered in relation to access and accommodations in Salem


Theme	%	Count
No issues	28%	13
Mental Health/Illness	24%	11
More access and accommodations	17%	8
Lack of resources	26%	12
Mobility Issues	15%	7

Comments regarding access and accommodations

“I have a debilitating mental illness, I find little support in Salem, and do not meet criteria to receive any help if I were to lose my job.”

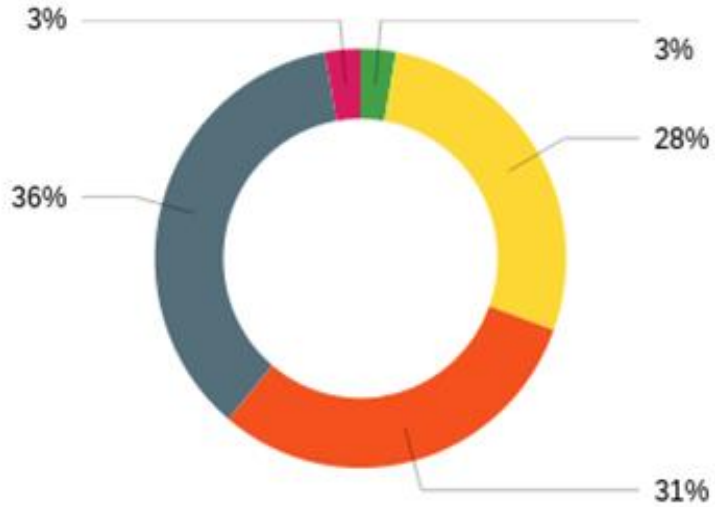
“Salem’s lack of accommodations makes traveling around the city extremely difficult. I cannot go many places due to the torn up sidewalks/streets. The city hall is unwelcoming to those with disabilities. Many bathrooms are inaccessible.”

“I have never experienced a problem with access or accommodation.”

A teal banner with a fine, repeating geometric pattern of small squares and lines, located at the top of the page.

**KEY QUESTION:
HARD COPY VS ONLINE**

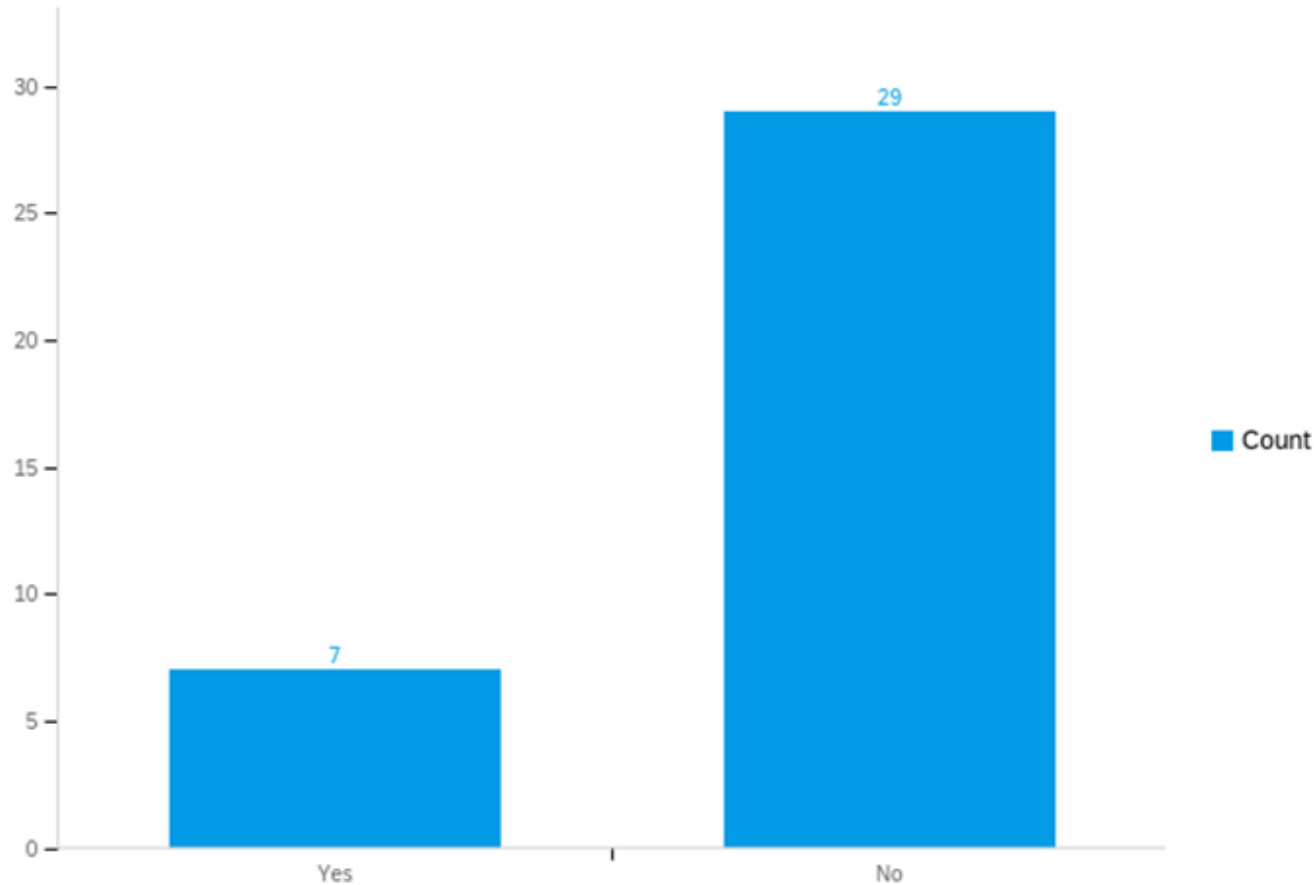
Hard Copy Grade for the City of Salem



■ A = Excellent ■ B = Good ■ C = Average ■ D = Poor ■ F = Falling
■ Prefer not to say / Not certain

The unsheltered give the lowest average grade of any subgroup in the study

Awareness of the HRC amongst hard copy respondents



80% of overquota respondents are not aware of the HRC

Hard Copy v Online Respondents

- 92% of hard copy respondents (vs 72% of online) have personally experienced discrimination.
- 44% of hard copy respondents (vs 25% of online) indicate they have a disability.
- When asked about comfort, in reporting a bias crime, 38% of hard copy respondents (vs 15% of online respondents) marked “Very Uncomfortable.”

Conclusions



- Half of the respondents were aware of the HRC, up from one-third in 2017.
- 72% of respondents have personally experienced discrimination.
- 85% of respondents have witnessed or observed discrimination happening.
- With respect to discrimination in Salem, a majority of respondents grades Salem with a “C” or lower.
- Most Salem residents do not feel comfortable reporting incidents of discrimination or bias crime.

Recommendations for the HRC

- Build awareness campaigns focused on reaching individuals between the ages of 18-39.
- Expand social media presence and distribute information via online platforms.
- Conduct more outreach to marginalized groups.
- Create a Spanish version of the newsletter used to distribute survey link.
- Create sections of City of Salem website in Spanish.

Recommendations for future research

- Adding Hispanic/Lationo/a to include people from Latin America.
- Provide opportunity for people to disclose disability (for categorization purposes).
- Adjust time frame to include “less than 3 months” to provide a clearer understanding of recent experiences of discrimination in Salem.

Thank you, HRC!

We've enjoyed working on this meaningful research project for the HRC and the City of Salem

~Bella Borja, Zoe Clark, Kaylee DeBolt, Wil Fuentes, Dominic Giordano, Isaac Golden, Trina Horsey, Emily Knaus, Laura Leon, Stephanie Swertfeger, Rubi Tapia

