



Metro Service Territory Voter Study

Opinions about Natural Areas

PREPARED FOR

Metro

April 2012

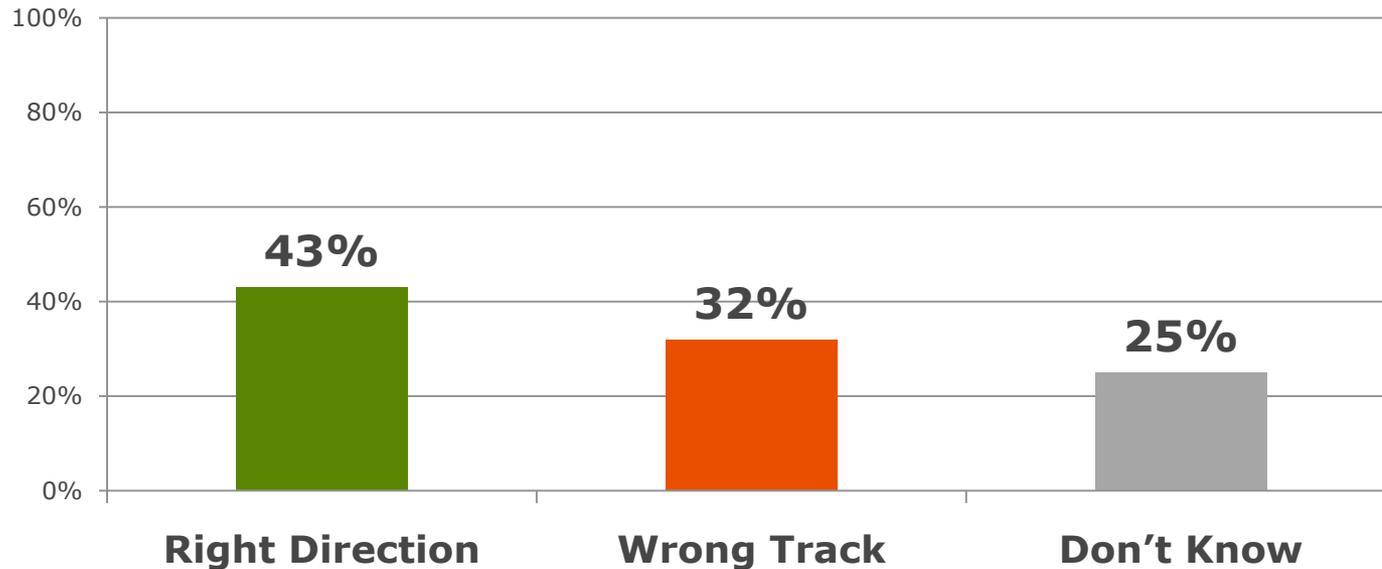
www.dhmresearch.com

Methodology

- Telephone survey of 600 likely voters in the Metro Service Territory
 - N=200 each in Clackamas, Multnomah, and Washington counties
 - Weighted to be proportional of district
- Conducted March 8-12, 2012
- Averaged 16 minutes in length
- Quotas for age, gender for representative sample
- Voters contacted through voter registration list (land line and cell phone)
- Quality control measures including callbacks and validations
- Margin of error between (at 95% confidence level):
 - N=200 +/- 4.2% and +/-6.9%
 - N=600 +/-2.4 and +/-4.0

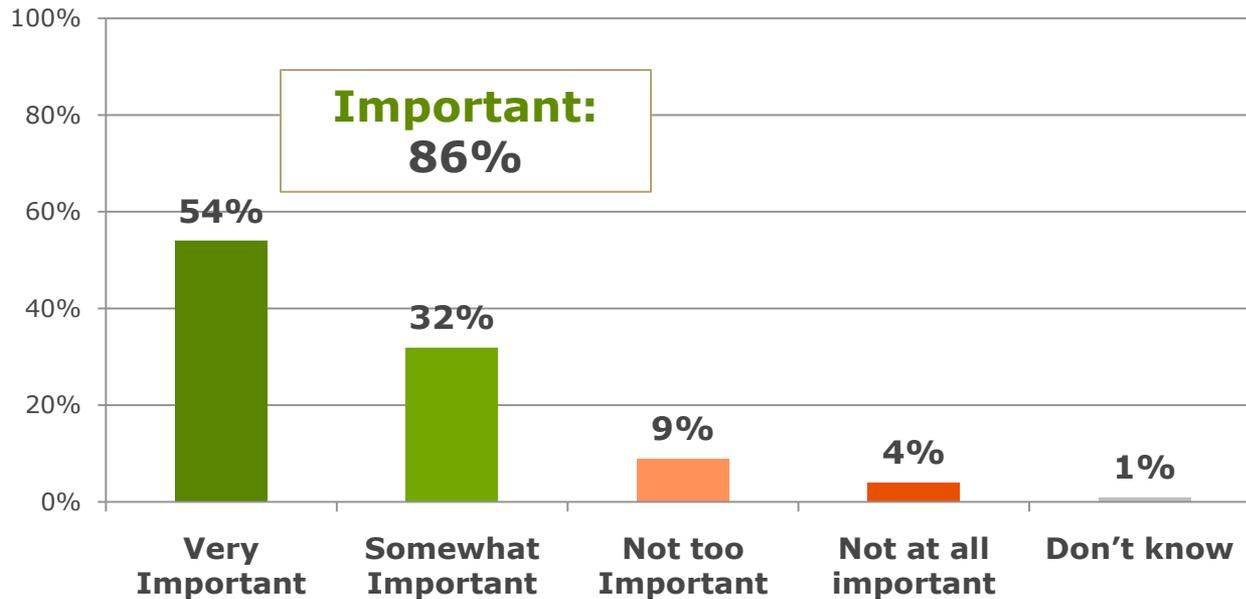
GENERAL MOOD & OPINIONS ABOUT NATURAL AREAS

Are things in the Tri-County area headed in the right direction, or are they generally off on the wrong track?



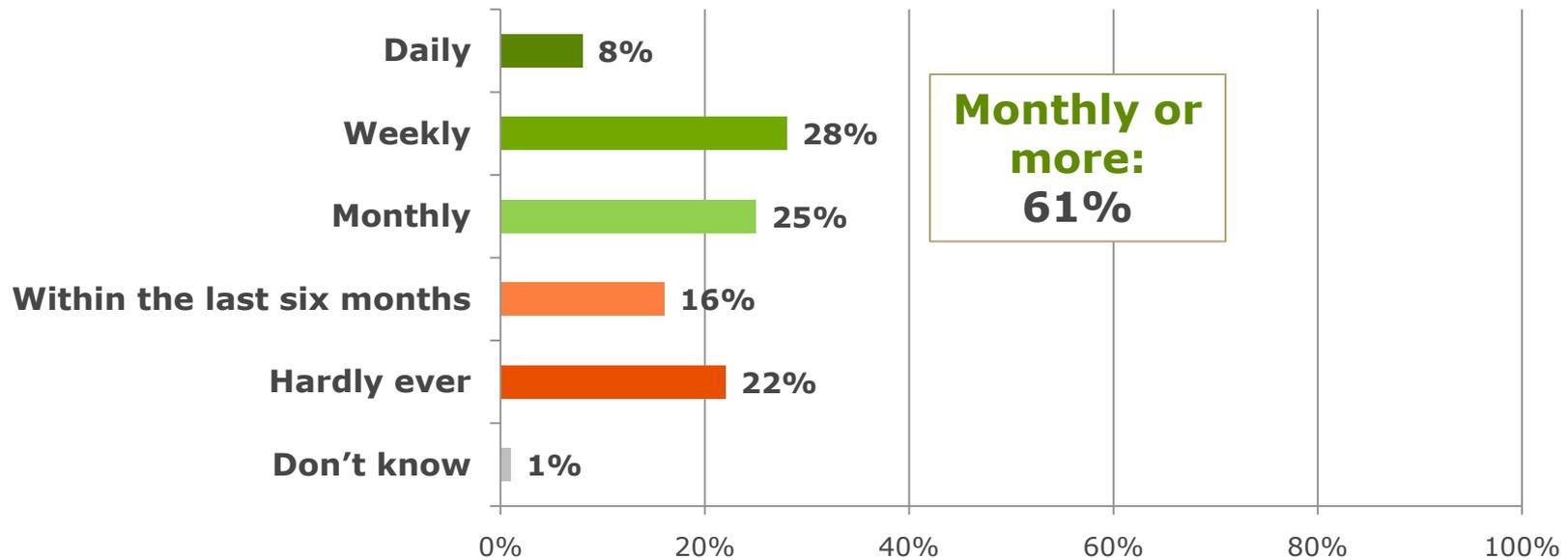
Response	Clackamas	Multnomah	Washington
Right direction	42%	47%	37%
Wrong track	34%	33%	31%
Don't know	24%	20%	32%

All in all, how important to you personally is having parks, trails, and natural areas in the Tri-County area?



Response	Clackamas	Multnomah	Washington
Very important	53%	56%	53%
Somewhat important	35%	29%	35%
Not too important	5%	10%	9%
Not at all important	6%	4%	3%
Don't know	2%	2%	0%

How often do you visit parks, natural areas, or use trails?



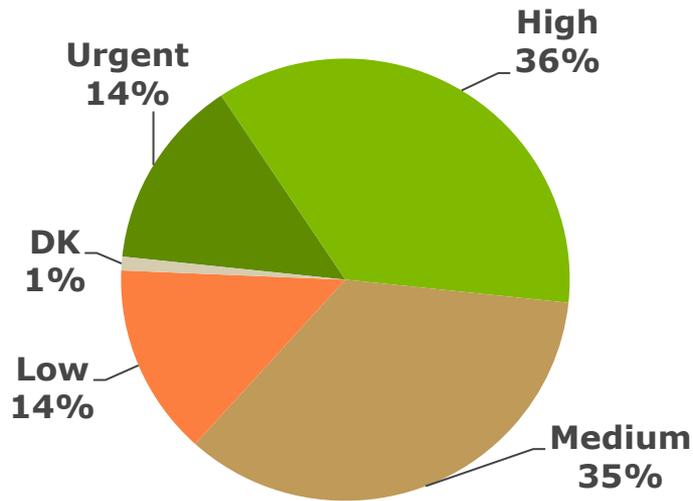
Response	Clackamas	Multnomah	Washington
Daily	7%	9%	6%
Weekly	27%	28%	27%
Monthly	26%	25%	24%
Within the last six months	14%	17%	17%
Hardly ever	23%	20%	25%
Don't know	2%	1%	1%

Why are they important to you? (Open-End)

Reasons Natural Areas Are Important	People Who Visit
Place to relax/enjoy open spaces	38%
Preservation is necessary/important	28%
Get to do things with family/children	19%
Personally use them	14%
Recreational activities – general	12%
Good for hiking/walking/running	11%
Preservation of wildlife	8%
Exercise/keeping healthy	7%
Important part of community/Oregon	6%
Need to preserve parks	6%
Keep the beauty	6%
Need to stop/slow development	6%
Improves quality of life – general	5%
Preserve for future generations	5%
All other responses	4% or less
None/Nothing	1%
Don't know	1%

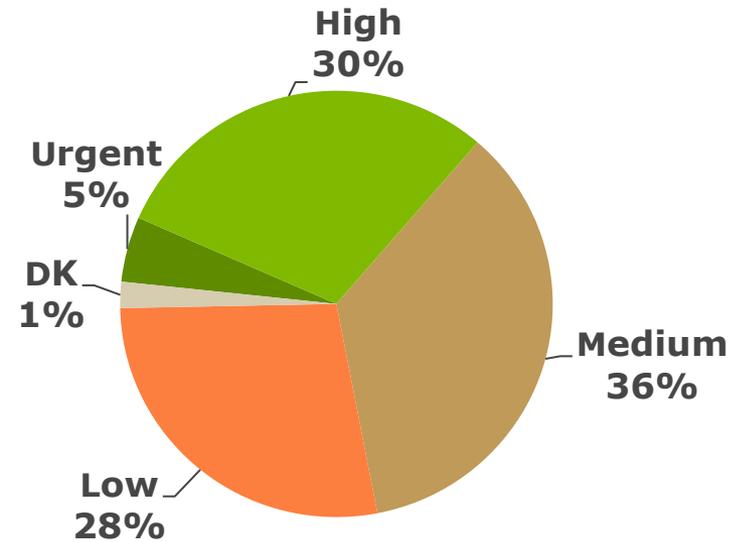
At this time, what priority level would you give to ...

Preserving the quality of our natural areas in the Tri-County region, including their wildlife, fish, rivers, and streams



Preserving Natural Areas	Clackamas	Multnomah	Washington
Urgent	10%	16%	15%
High	34%	37%	36%
Medium	37%	33%	36%
Low	19%	12%	12%
Don't know	0%	1%	1%

Increasing people's access to natural areas for activities like hiking, biking, walking, and other recreation

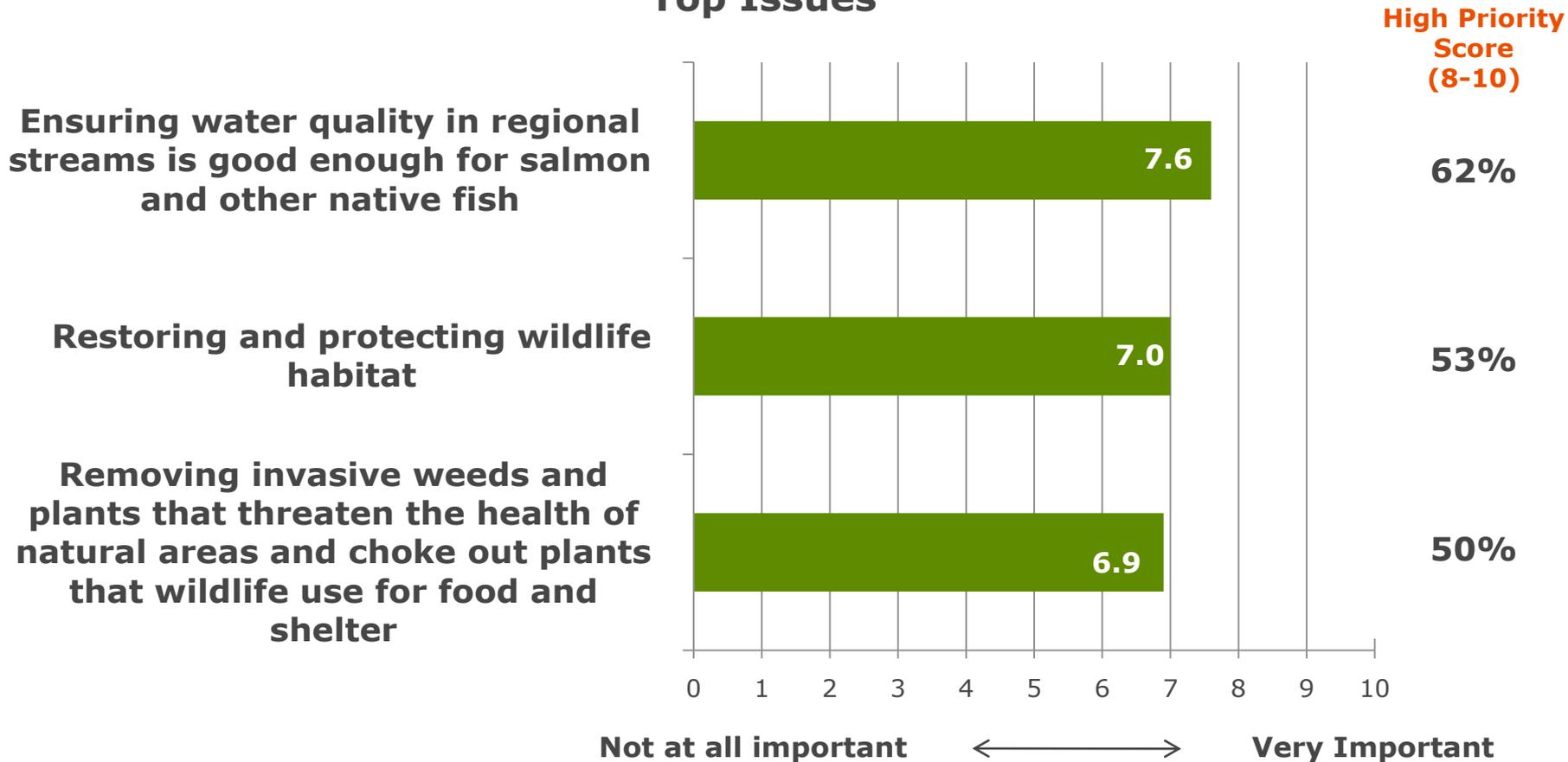


Increasing Recreation	Clackamas	Multnomah	Washington
Urgent	4%	6%	3%
High	35%	26%	31%
Medium	29%	41%	34%
Low	31%	25%	29%
Don't know	1%	2%	3%

OPINIONS ABOUT THE NATURAL AREAS' LEVY

Here are some ways natural areas in the region can be cared for. Please rate how important it is to use dedicated tax dollars for each (1=not at all important to 10=very important)

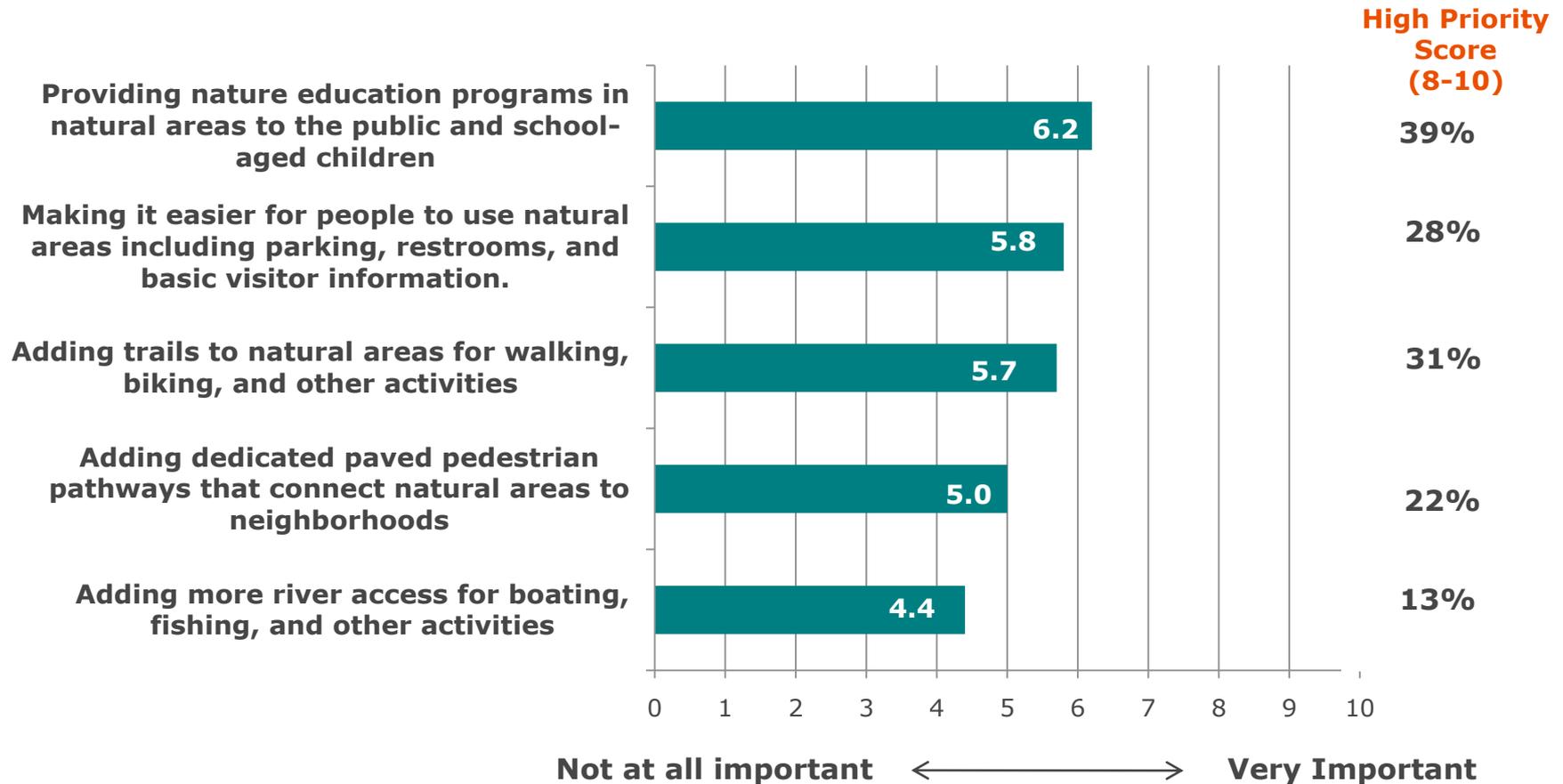
Top Issues



Here are some ways natural areas in the region can be cared for. Please rate how important it is to use dedicated tax dollars for each (1=not at all important to 10=very important)

Ways Natural Areas Can Be Cared For	High Priority Score (8-10)	Mean	Don't know
Ensuring water quality in regional streams is good enough for salmon and other native fish			
Clackamas	62%	7.6	2%
Multnomah	63%	7.6	1%
Washington	60%	7.6	2%
Restoring and protecting wildlife habitat			
Clackamas	48%	6.8	1%
Multnomah	53%	7.0	1%
Washington	55%	7.2	0%
Removing invasive weeds and plants that threaten the health of natural areas and choke out plants that wildlife use for food and shelter			
Clackamas	46%	6.6	0%
Multnomah	52%	7.0	0%
Washington	50%	7.0	0%

Here are some ways natural areas in the region can be cared for. Please rate how important it is to use dedicated tax dollars for each (1=not at all important to 10=very important)



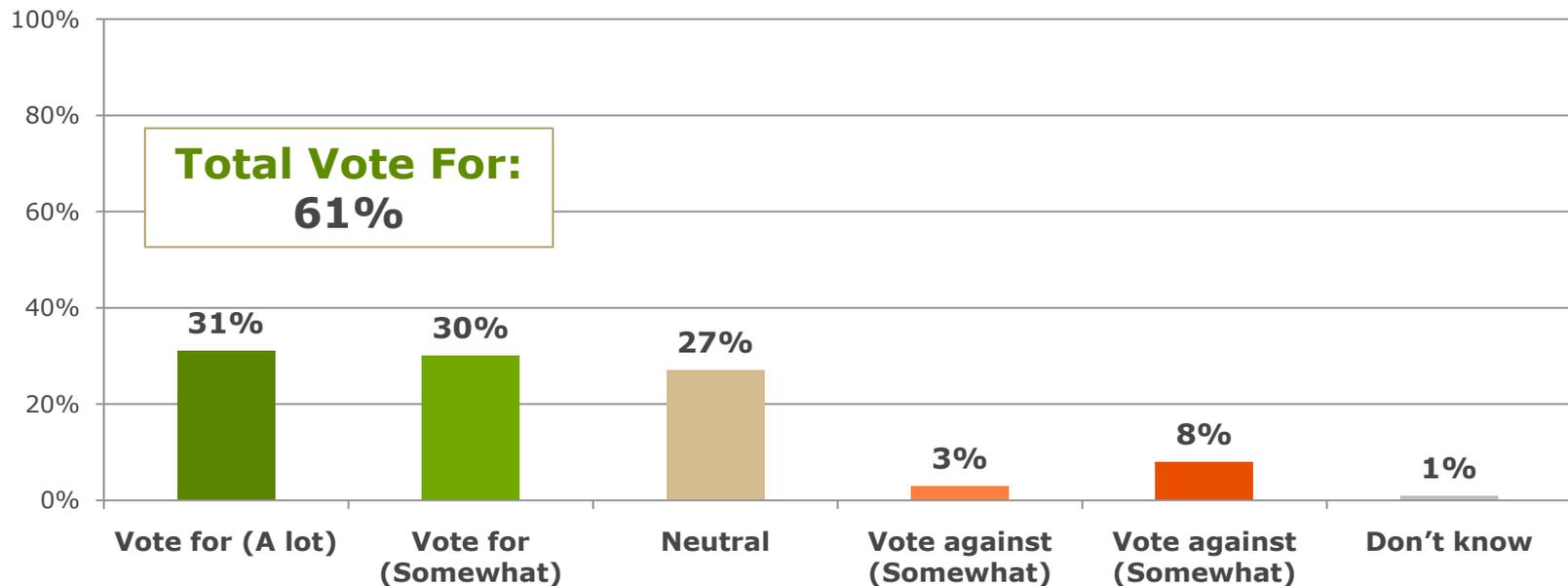
Here are some ways natural areas in the region can be cared for. Please rate how important it is to use dedicated tax dollars for each (1=not at all important to 10=very important)

Ways Natural Areas Can Be Cared For	High Priority Score		
	(8-10)	Mean	Don't know
Providing nature education programs in natural areas to the public and school-aged children			
Clackamas	40%	6.2	1%
Multnomah	42%	6.4	0%
Washington	34%	5.9	0%
Make it easier for people to use natural areas (parking, restrooms, and basic visitor information)			
Clackamas	26%	5.7	0%
Multnomah	27%	5.8	1%
Washington	30%	5.8	0%
Adding trails to natural areas for walking, biking, and other activities			
Clackamas	31%	5.6	0%
Multnomah	28%	5.8	1%
Washington	35%	5.7	1%
Adding dedicated paved pedestrian pathways that connect natural areas to neighborhoods			
Clackamas	18%	4.6	1%
Multnomah	25%	5.2	0%
Washington	22%	5.1	1%
Adding more river access for boating, fishing and other activities			
Clackamas	11%	4.4	1%
Multnomah	13%	4.4	1%
Washington	12%	4.5	1%

REASON'S TO SUPPORT THE NATURAL AREAS' LEVY

Our natural areas have something for everyone – natural beauty, scenery, and easy access to nature and recreation. We need to preserve them for people who live here now and for future generations.

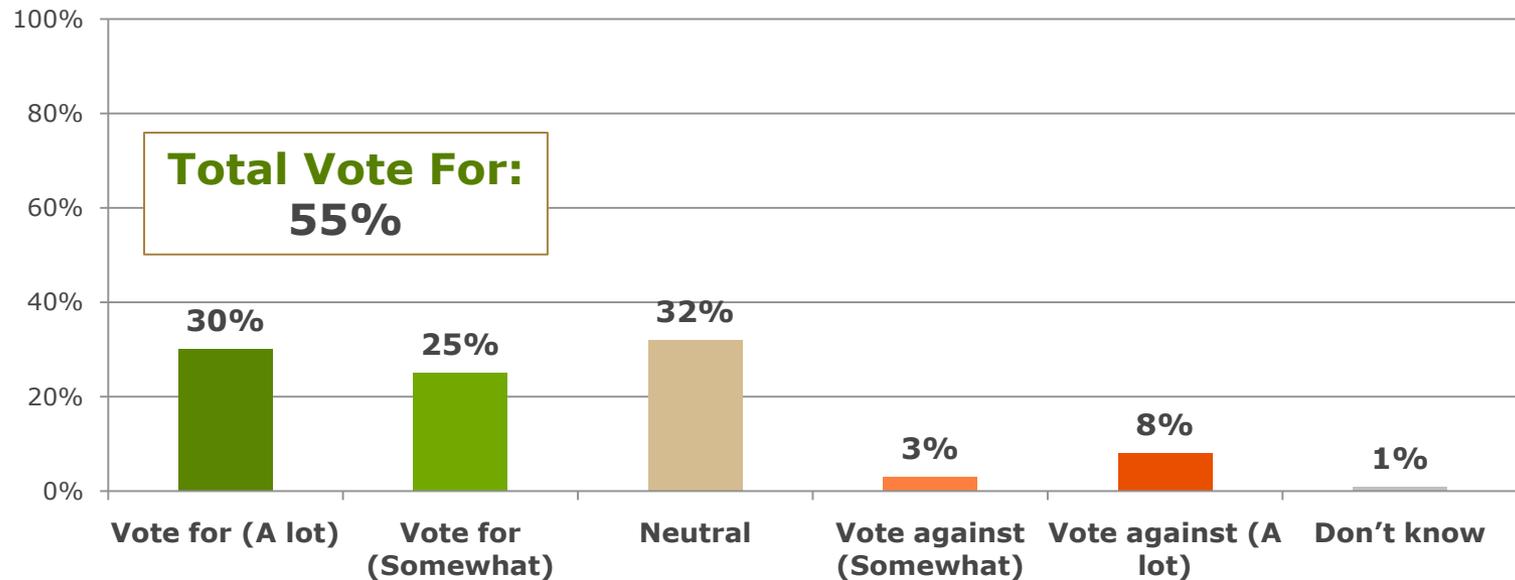
Does this make you more likely to vote for the levy, more likely to vote against it, or does it make no difference in your opinion?



	Vote for (A lot)	Vote for (Smwt)	Neutral	Vote against (smwt)	Vote against (A lot)	Don't know
Clackamas	31%	31%	23%	4%	10%	0%
Multnomah	29%	33%	27%	3%	7%	1%
Washington	34%	26%	29%	2%	7%	2%

In these hard economic times, we need to have low-cost recreational opportunities close to home where families can experience nature.

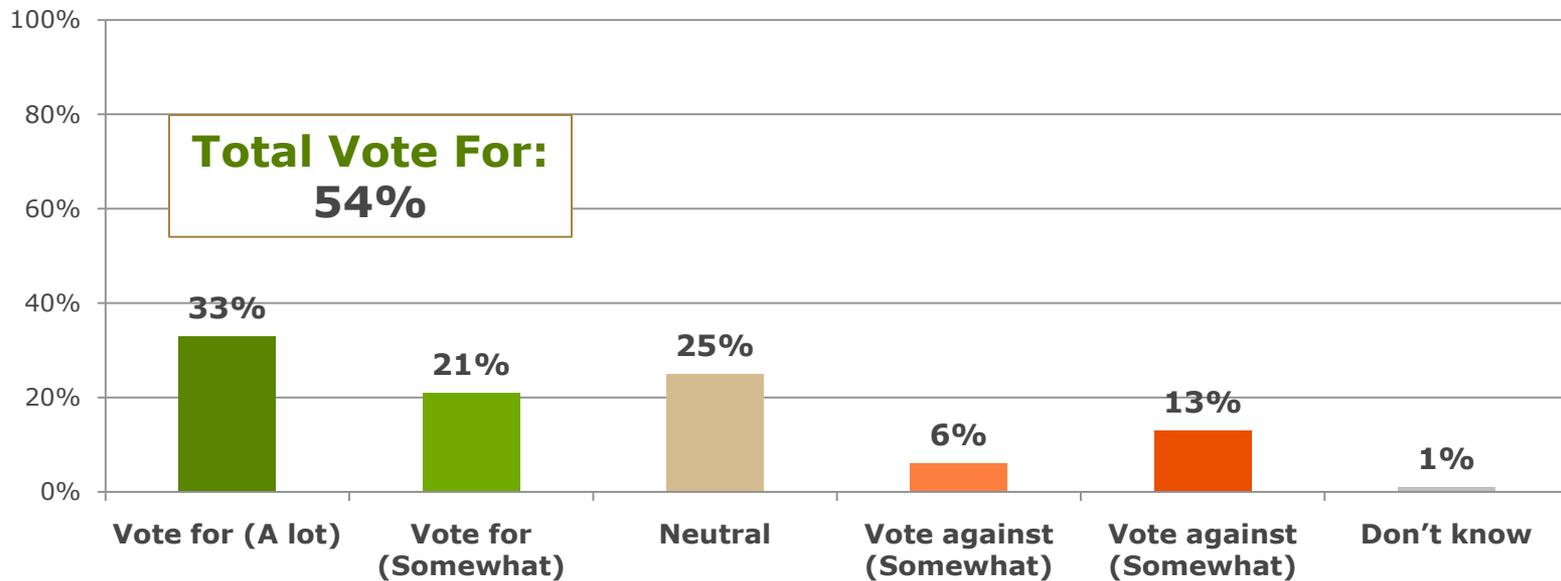
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	Vote for (A lot)	Vote for (Smwt)	Neutral	Vote against (smwt)	Vote against (A lot)	Don't know
Clackamas	31%	24%	29%	5%	9%	2%
Multnomah	26%	28%	34%	3%	8%	1%
Washington	33%	23%	32%	3%	7%	1%

It is worth \$2.00 a month to continue to take care of the thousands of protected natural areas in the region.

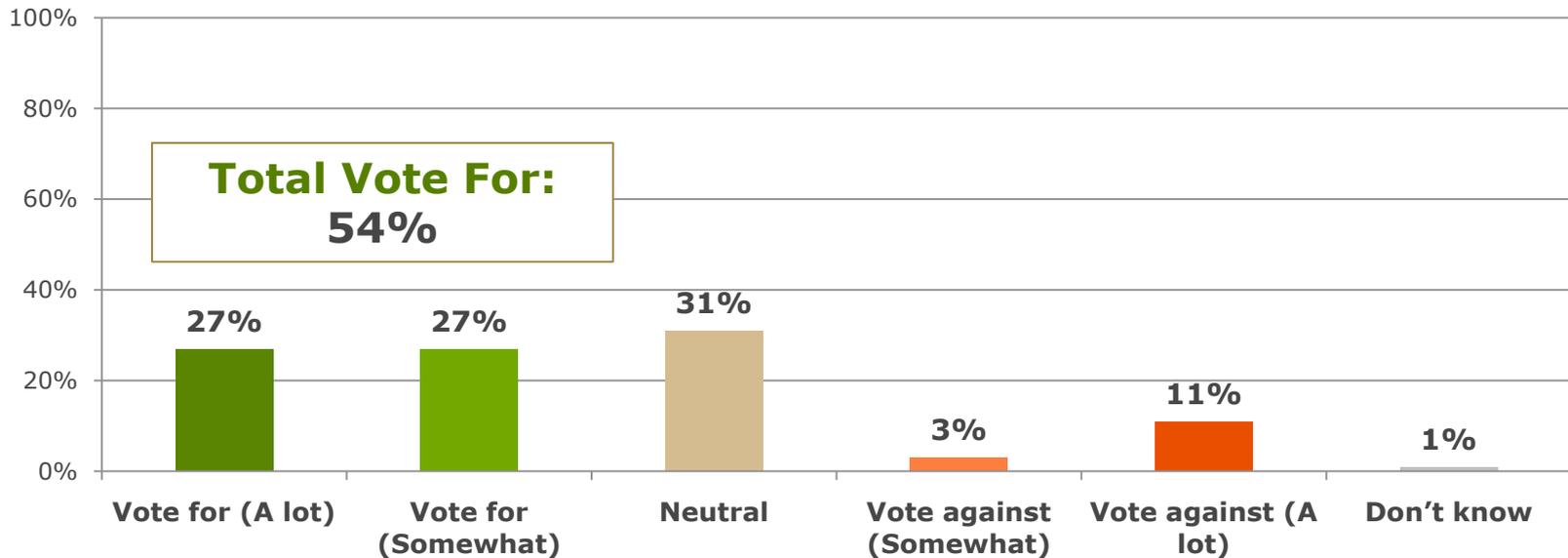
Does this make you more likely to vote for the levy, more likely to vote against it, or does it make no difference in your opinion?



	Vote for (A lot)	Vote for (Smwt)	Neutral	Vote against (smwt)	Vote against (A lot)	Don't know
Clackamas	31%	18%	27%	6%	17%	0%
Multnomah	31%	23%	25%	6%	13%	1%
Washington	36%	20%	25%	6%	10%	2%

Natural areas in the region increases the area's livability and the residential property values; it's important we continue to preserve and enhance the natural environment of these areas.

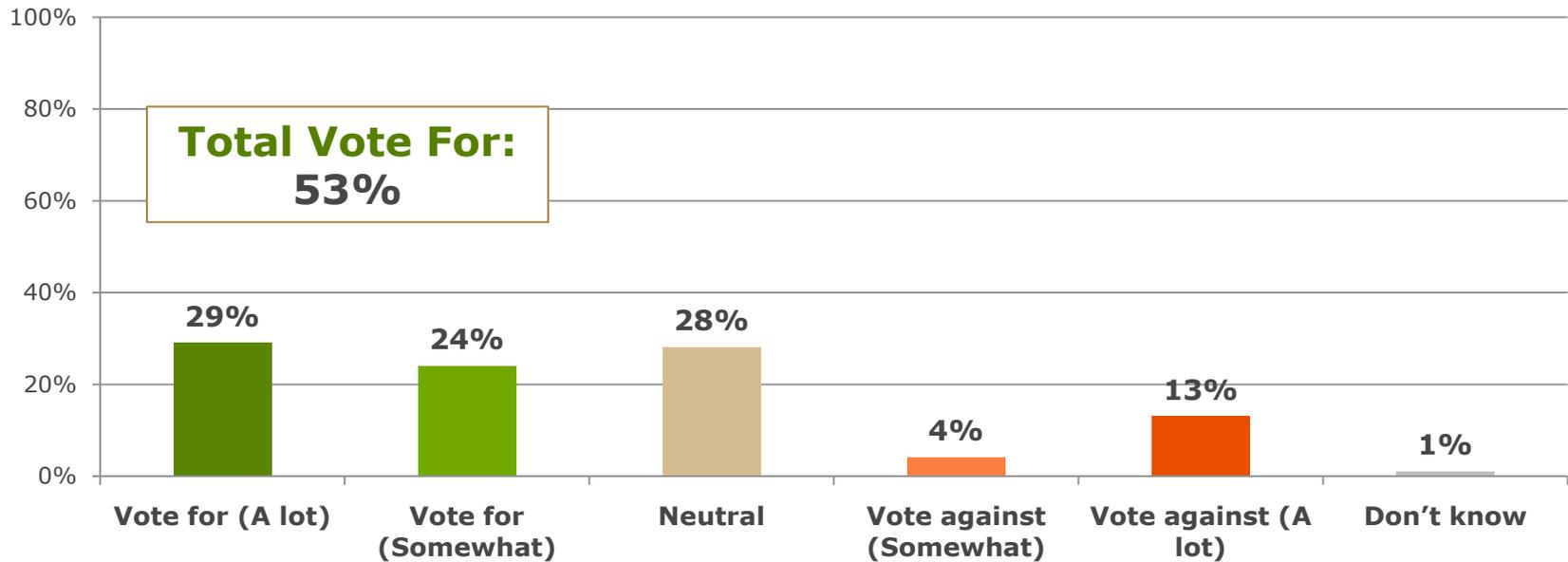
Does this make you more likely to vote for the levy, more likely to vote against it, or does it make no difference in your opinion?



	Vote for (A lot)	Vote for (Smwt)	Neutral	Vote against (smwt)	Vote against (A lot)	Don't know
Clackamas	27%	27%	30%	3%	12%	0%
Multnomah	25%	26%	33%	5%	11%	1%
Washington	30%	28%	30%	2%	10%	1%

This levy makes sense. We need to take care of these natural areas now instead of letting them deteriorate and spending much more in the future to restore them.

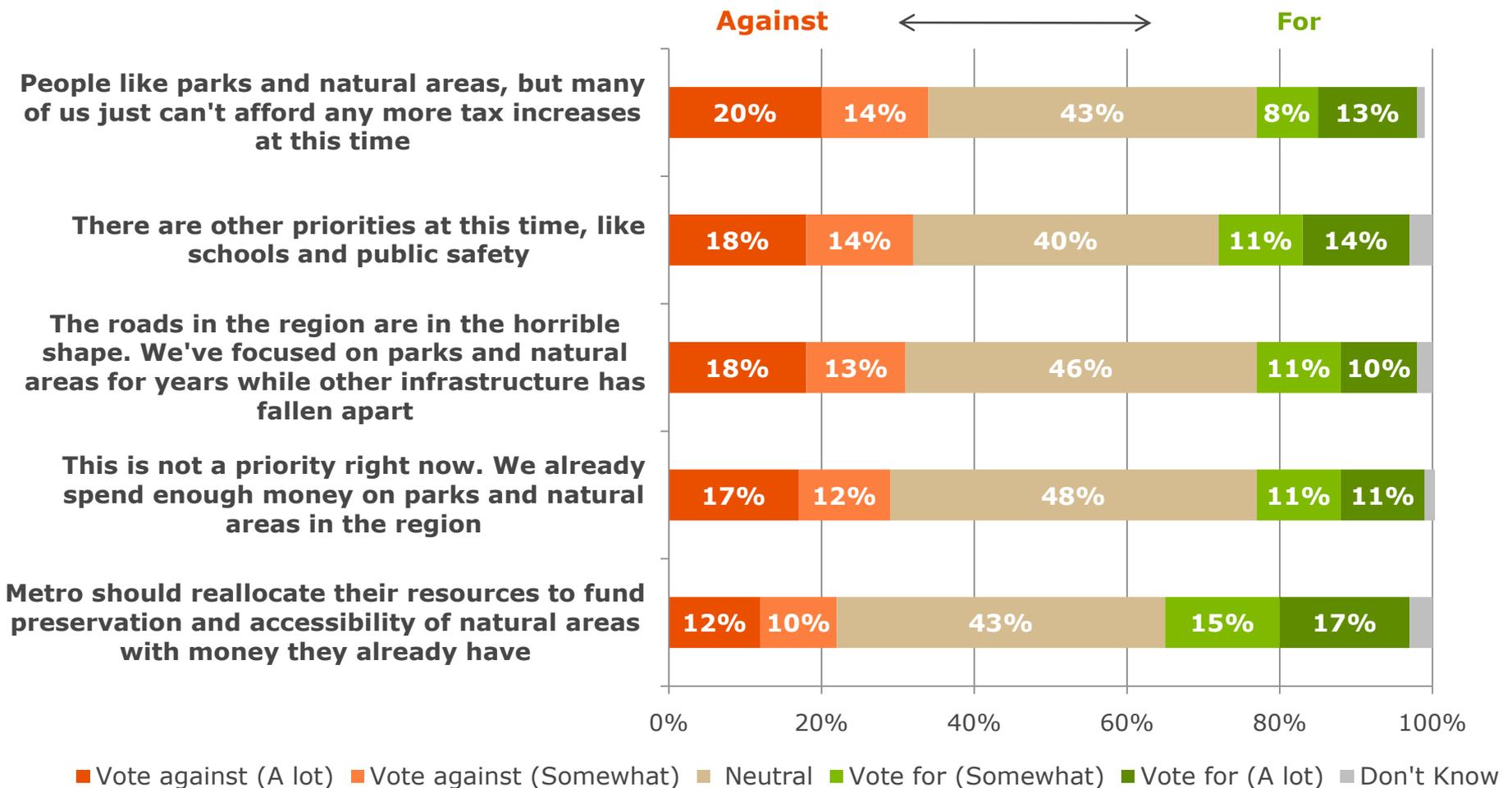
Does this make you more likely to vote for the levy, more likely to vote against it, or does it make no difference in your opinion?



	Vote for (A lot)	Vote for (Smwt)	Neutral	Vote against (smwt)	Vote against (A lot)	Don't know
Clackamas	28%	21%	28%	7%	14%	2%
Multnomah	29%	25%	29%	2%	14%	1%
Washington	30%	25%	27%	5%	11%	1%

REASON'S TO OPPOSE THE NATURAL AREAS' LEVY

Here are some things people have said about this levy. Does each make you more likely to vote for the levy, more likely to vote against it, or does it make no difference in your opinion?

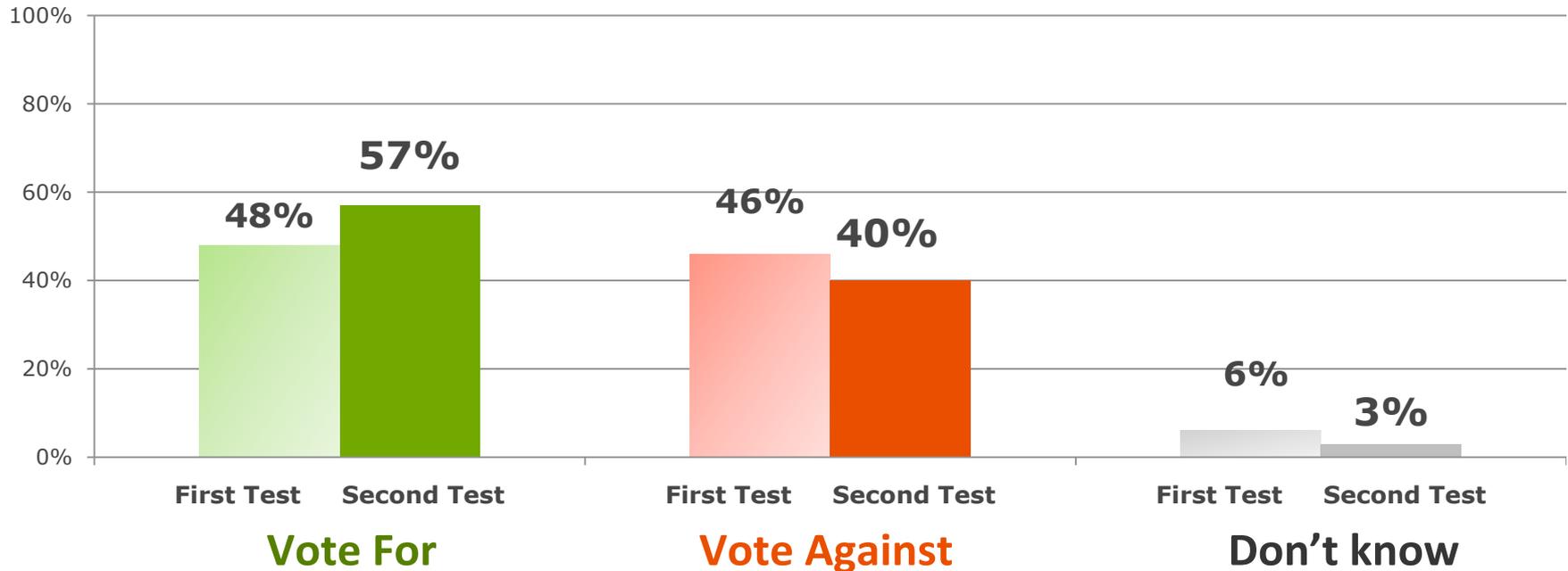


Here are some things people have said about this levy. Does each make you more likely to vote for the levy, more likely to vote against it, or does it make no difference in your opinion?

	Vote for (A lot)	Vote for (Smwt)	Neutral	Vote against (Smwt)	Vote against (A lot)	Don't know
This is not a priority right now. We already spend enough money parks and natural areas in the region.						
Clackamas	10%	12%	45%	10%	17%	5%
Multnomah	10%	9%	51%	13%	18%	1%
Washington	14%	11%	45%	11%	16%	2%
Metro should reallocate their resources to fund preservation and accessibility of natural areas with money they already have.						
Clackamas	14%	16%	38%	11%	16%	4%
Multnomah	16%	15%	46%	9%	13%	1%
Washington	21%	14%	42%	10%	10%	3%
The roads in the region are in horrible shape. We've focused on parks and natural areas for years while other infrastructure has fallen apart.						
Clackamas	13%	12%	44%	11%	17%	2%
Multnomah	9%	9%	45%	14%	21%	1%
Washington	10%	13%	48%	13%	15%	2%
There are other priorities at this time, like schools and public safety.						
Clackamas	15%	13%	35%	14%	21%	2%
Multnomah	13%	11%	42%	15%	17%	2%
Washington	15%	11%	41%	12%	16%	4%
People like parks and natural areas, but many of us just can't afford any more tax increases at this time.						
Clackamas	11%	9%	41%	13%	25%	0%
Multnomah	12%	8%	44%	15%	20%	1%
Washington	16%	7%	44%	13%	17%	3%

**LEVY TEST:
FIRST TEST AND RE-TEST**

Levy Option 1: Shall Metro continue preserving natural areas; protect fish, wildlife, water quality; levy 10 cents per \$1,000 assessed value beginning 2013; audit spending? This measure may cause property taxes to increase by more than 3%.



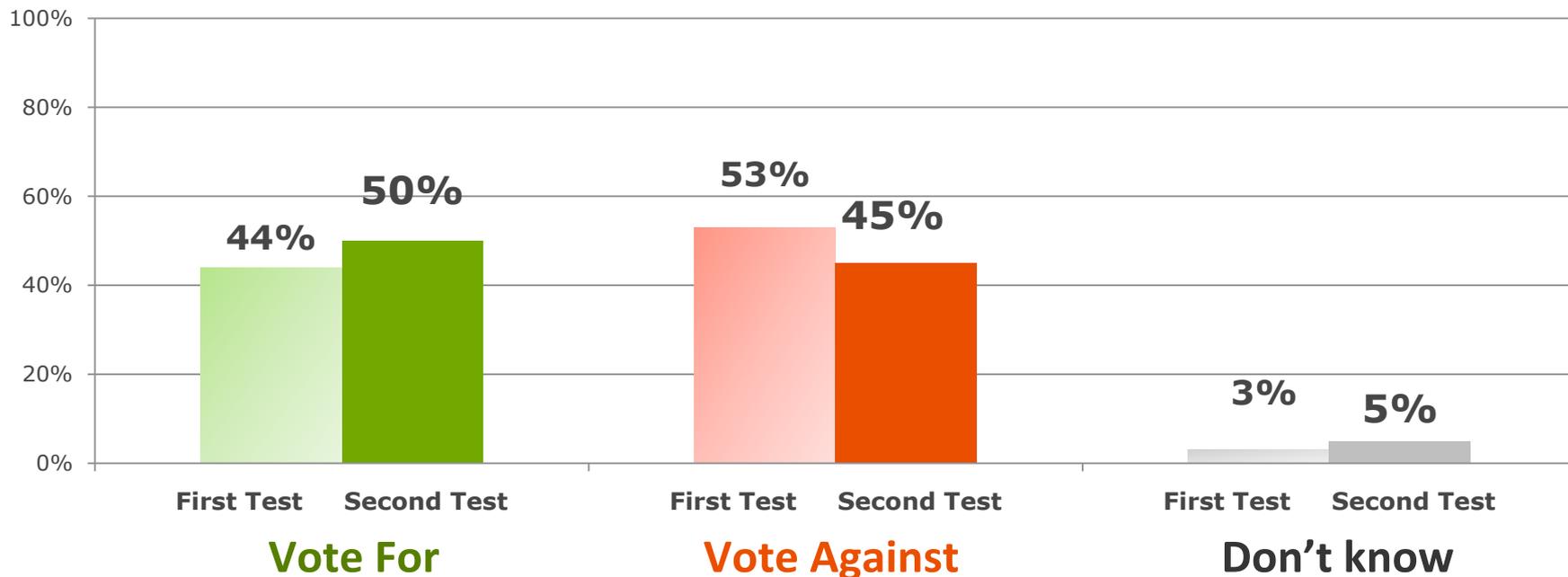
	Clackamas	Multnomah	Washington
Vote for	50% (47%)	57% (49%)	62% (49%)
Vote against	41% (46%)	40% (45%)	38% (47%)
Undecided/Don't know	8% (7%)	2% (6%)	0% (4%)

Levy Option 1: Shall Metro continue preserving natural areas; protect fish, wildlife, water quality; levy 10 cents per \$1,000 assessed value beginning 2013; audit spending? This measure may cause property taxes to increase by more than 3%.

Intensity of Support

Support Level	First Test	Retest
Vote for	48%	57%
Hard for	33%	44%
Soft for	16%	13%
Vote against	46%	40%
Hard against	30%	26%
Soft against	16%	14%
Undecided/Don't know	6%	3%

Levy Option 2: Shall Metro continue preserving natural areas, wildlife habitat; increase recreational opportunities; levy 10 cents per \$1,000 assessed value beginning 2013; audit spending? This measure may cause property taxes to increase by more than 3%.



	Clackamas	Multnomah	Washington
Vote for	46% (47%)	55% (43%)	47% (44%)
Vote against	51% (50%)	39% (54%)	49% (43%)
Undecided/Don't know	3% (3%)	6% (3%)	4% (3%)

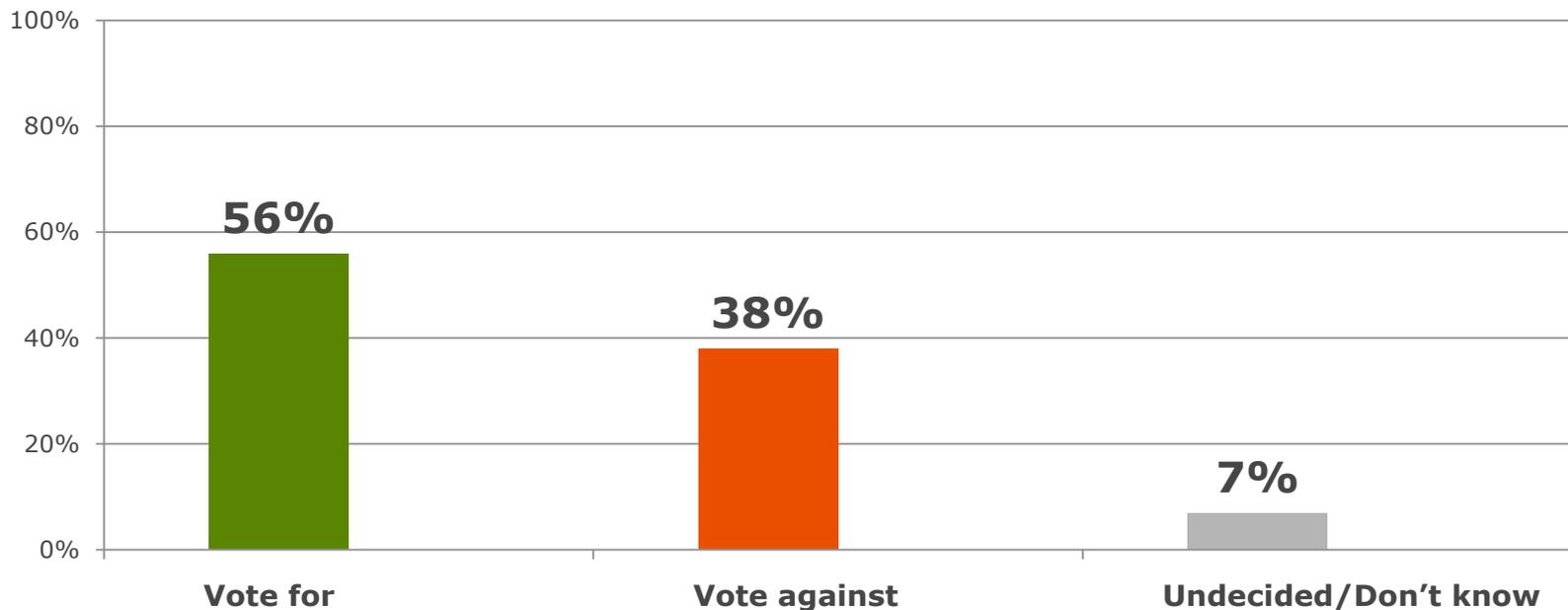
Levy Option 2: Shall Metro continue preserving natural areas, wildlife habitat; increase recreational opportunities; levy 10 cents per \$1,000 assessed value beginning 2013; audit spending? This measure may cause property taxes to increase by more than 3%.

Intensity of Support

Support Level	First Test	Retest
Vote for	44%	50%
Hard for	29%	37%
Soft for	15%	13%
Vote against	53%	45%
Hard against	35%	33%
Soft against	18%	12%
Undecided/Don't know	3%	5%

This levy would cost a homeowner whose house is valued at \$200,000 for property tax purposes about \$20 a year. Knowing more about the financial impact of the levy, would you vote for it or against it?

Support Knowing Cost



	Clackamas	Multnomah	Washington
Vote for	52%	59%	54%
Vote against	40%	36%	38%
Undecided/Don't know	8%	5%	8%



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