



# METRO Natural Areas Levy

## Tri-County Regional Survey

**PREPARED FOR**  
METRO

November 2012

[www.dhmresearch.com](http://www.dhmresearch.com)

**dhm** RESEARCH  
DAVIS, HIBBITTS & MIDGHALL, INC.

# Research History

Four surveys have been conducted on the potential natural areas levy:

- Telephone Survey
  - Conducted November, 2012
  - N=800
- Opt In Online Survey
  - Conducted September. 2012 – November, 2012
  - N=5,119
- Telephone survey
  - Conducted March, 2012
  - N=600
- Opt In Online Survey
  - Conducted September. 2012 – November, 2012
  - N=3,497

# Natural Areas: Questions for the Public

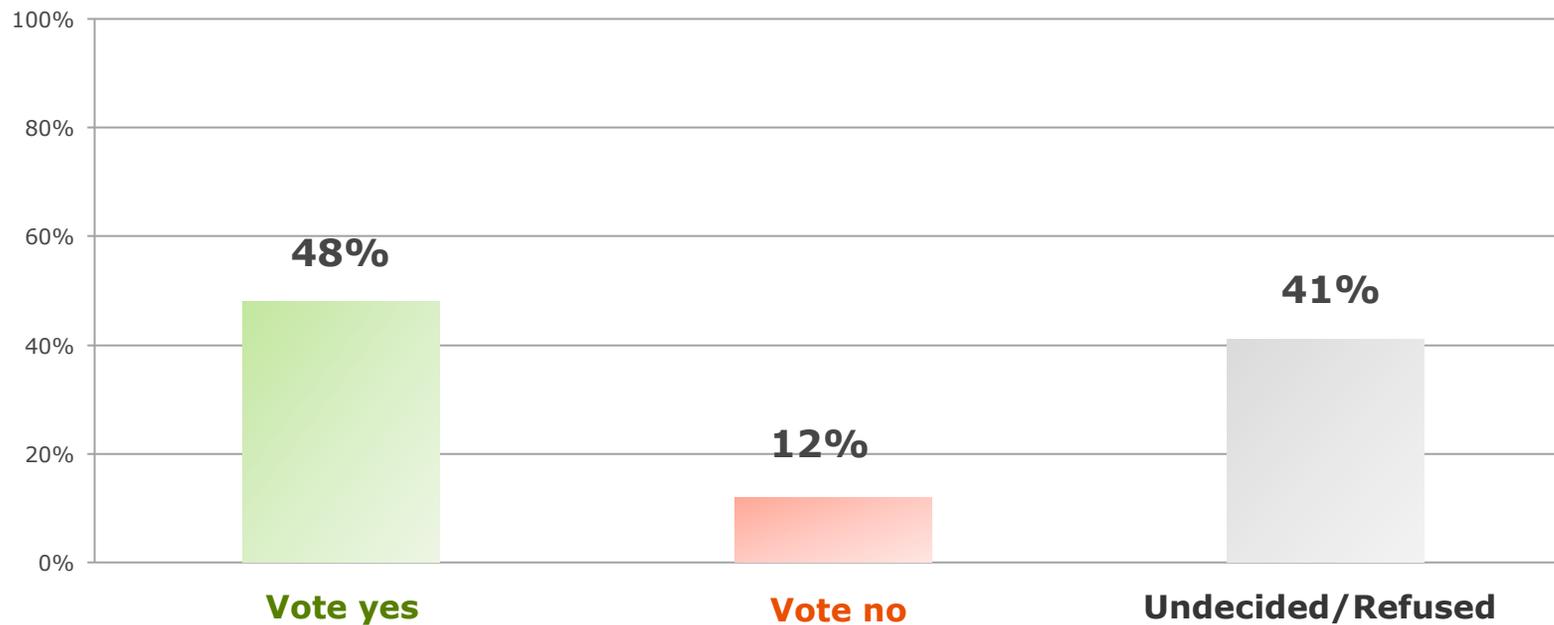
- Awareness Level
- Knowledge Level
- Importance
- Priorities and Budget Building Exercises
  - Preservation
  - Grants, Education, Volunteers
  - Access
  - Maintenance
- Natural Resources Levy
- Demographics

# Methodology for November, 2012 Telephone Survey

- Survey of 800 likely voters in the Metro service region
  - N=266 Clackamas County
  - N=267 Washington County
  - N=267 Multnomah County
- Quotas set by age, gender, and political party within each county
- Margin of error:
  - N=800, between +/-2.1% and +/-3.5% for each question
  - N=267, between +/-3.6% and +/-6.0% for each question

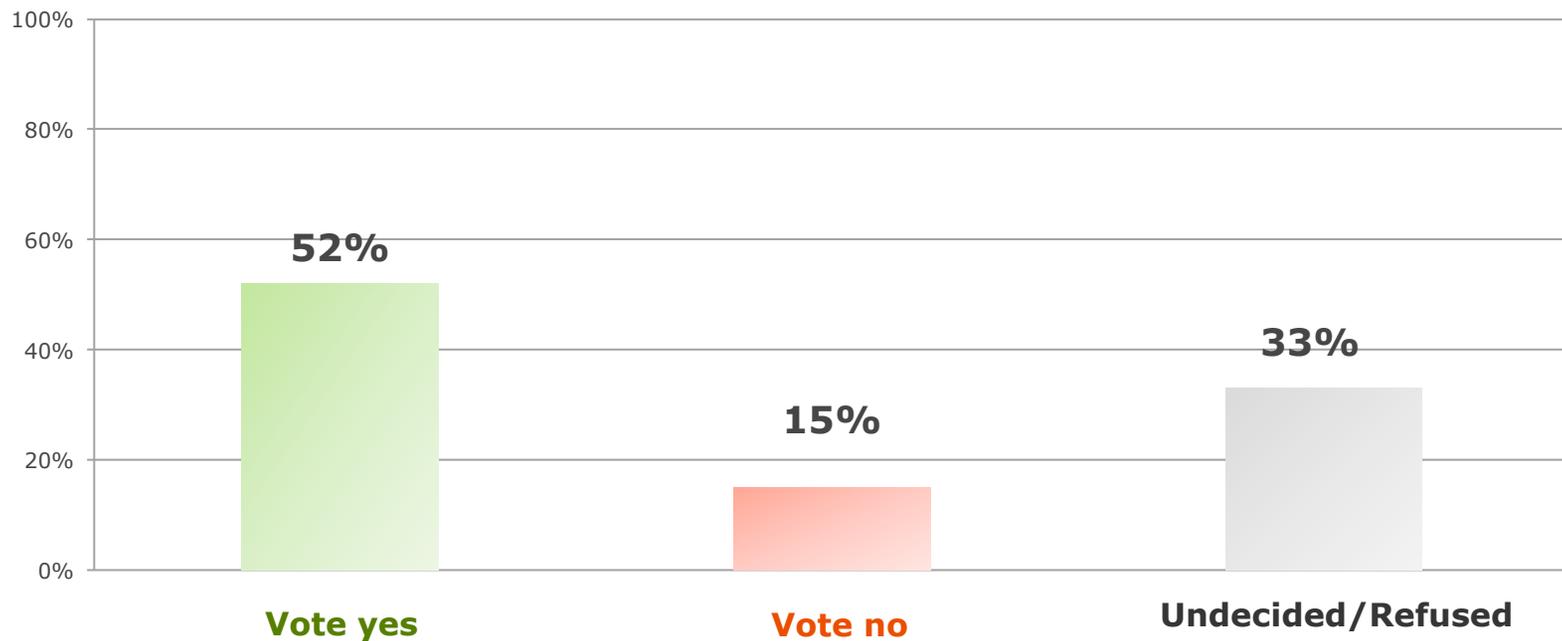
# Support for Potential Natural Areas Levy Caption – Initial Test

***Split A: Local option levy; maintains natural areas; water quality; annual audits***



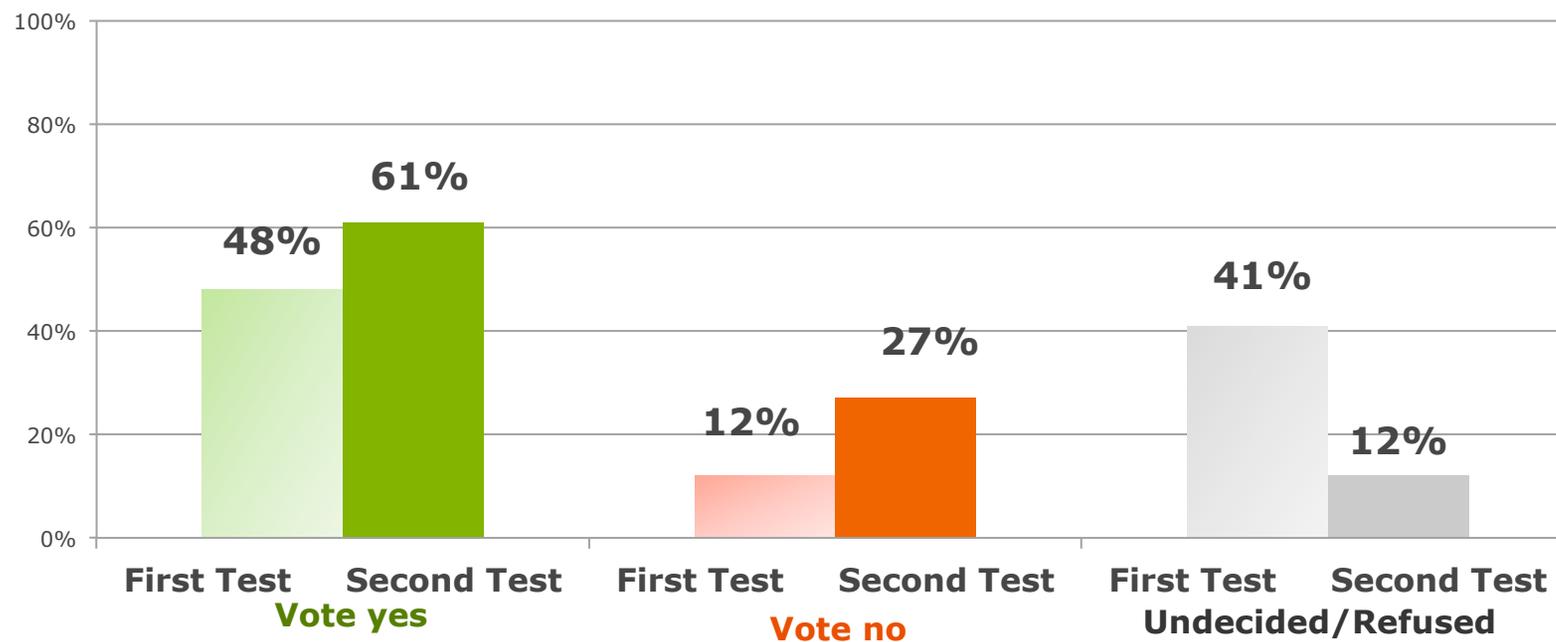
# Support for Potential Natural Areas Levy Caption – Initial Test

**Split B: Local option levy; improves natural areas; water quality for fish**



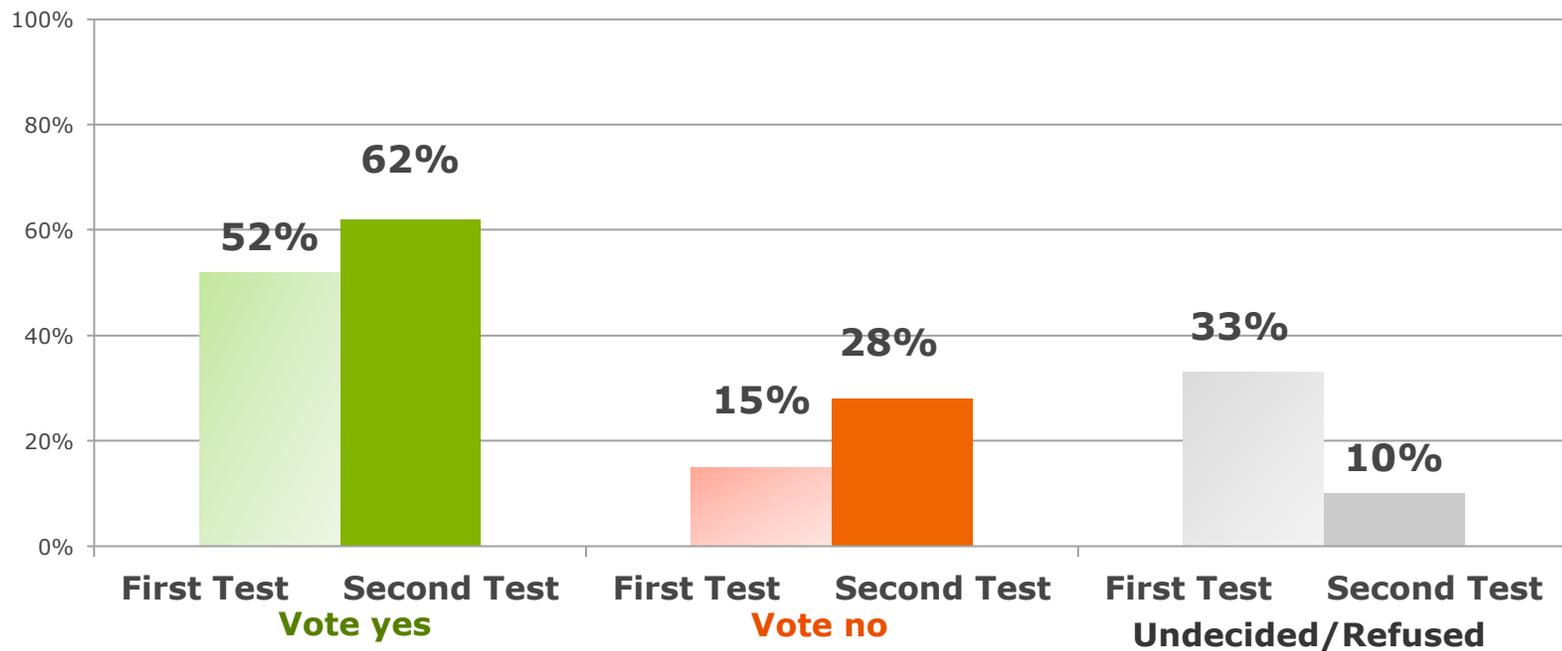
# Support for Potential Natural Areas Levy Caption

**Split A: Local option levy; maintains natural areas; water quality; annual audits**



# Support for Potential Natural Areas Levy Caption

## Split B: *Local option levy; improves natural areas; water quality for fish*



# Support for Potential Natural Areas Levy Question

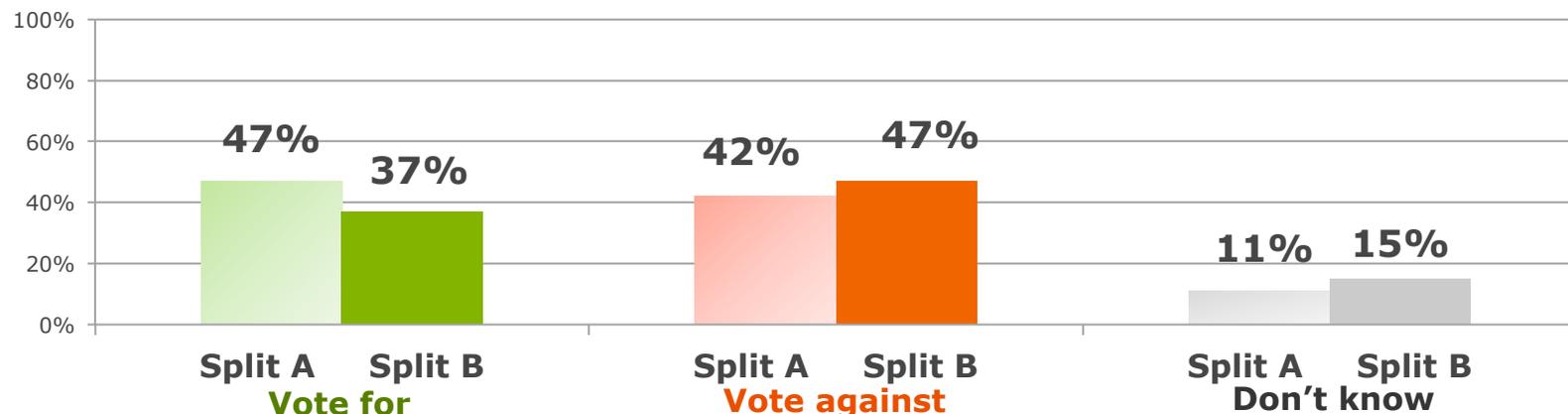
## Support for Natural Areas Levy Based on Question with Rate Information

### SPLIT A

Support for: *Shall Metro maintain, provide access to natural areas; improve water quality for fish, wildlife habitat; levy \$0.09 per \$1,000 assessed value; five years beginning 2013. This measure may cause property taxes to increase more than three percent (Q5).*

### SPLIT B

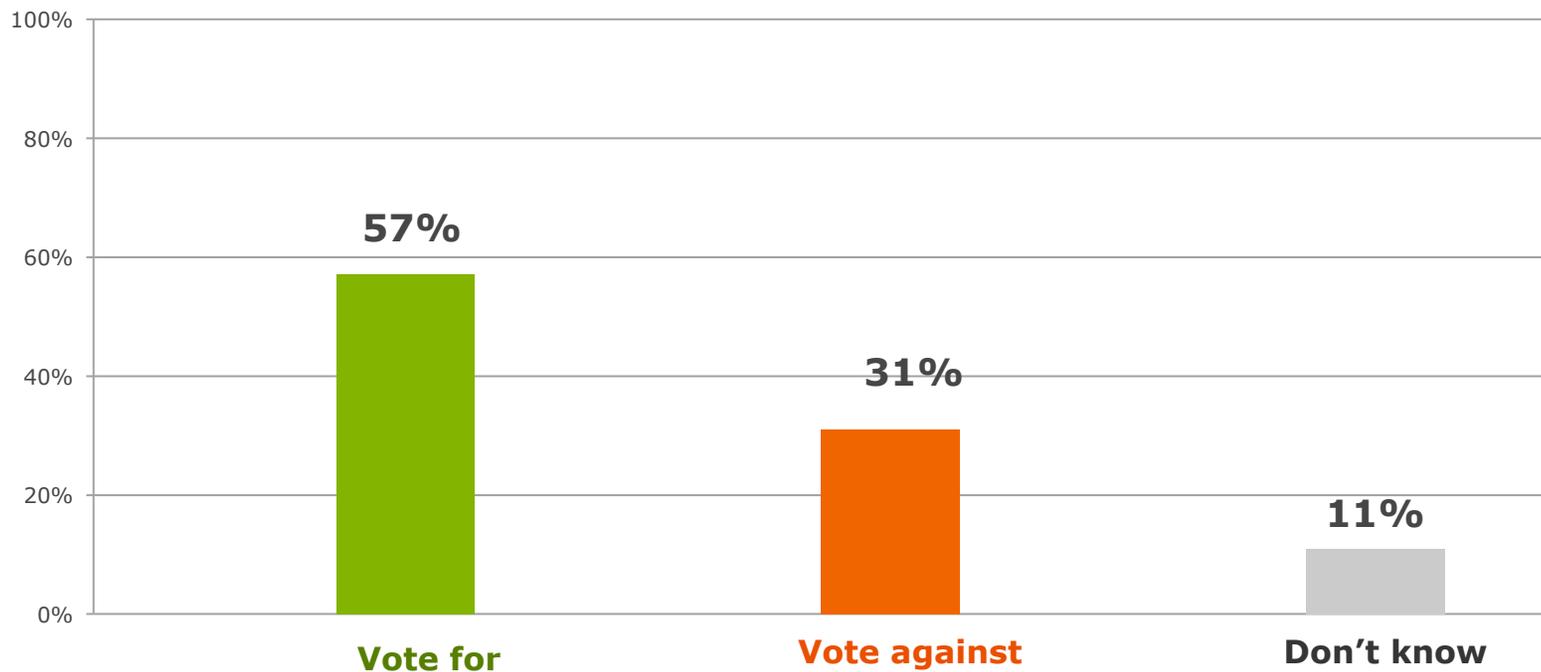
Support for: *Shall District maintain, provide access to natural areas; improve water quality for fish, wildlife habitat; levy \$0.09 per \$1,000 assessed value; five years beginning 2013. This measure may cause property taxes to increase more than three percent (Q6).*



# Financial Impact of Potential Natural Areas Levy Question

## Support for Natural Areas Levy After Financial Impact

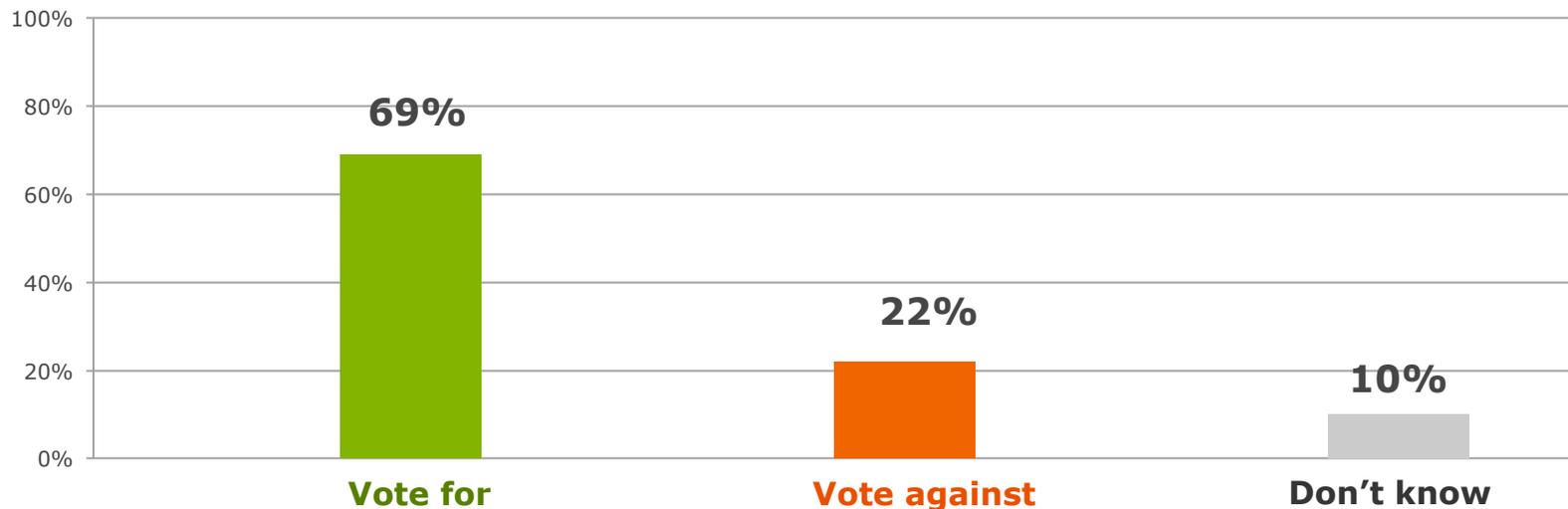
*This levy would cost a homeowner whose house is valued at \$200,000 for property tax purposes about \$20 a year. Knowing more about the cost, would you vote for it or against it?*



# Support for Natural Areas Levy Water Quality and Access Message

## Support for Natural Areas Levy After Hearing Water Quality and Access Message

*Twice in the last decade Metro area voters have approved measure to acquire thousands of acres of natural areas and trails throughout the Tri-County region. But past measures didn't include money for the costs of maintaining and restoring these areas. This levy will allow us to safeguard water quality for salmon and native fish, and ensure access to nature now and for future generations. Does knowing this make you more likely to vote for or against this measure?*



# Reasons to Support/Oppose

## SUPPORT

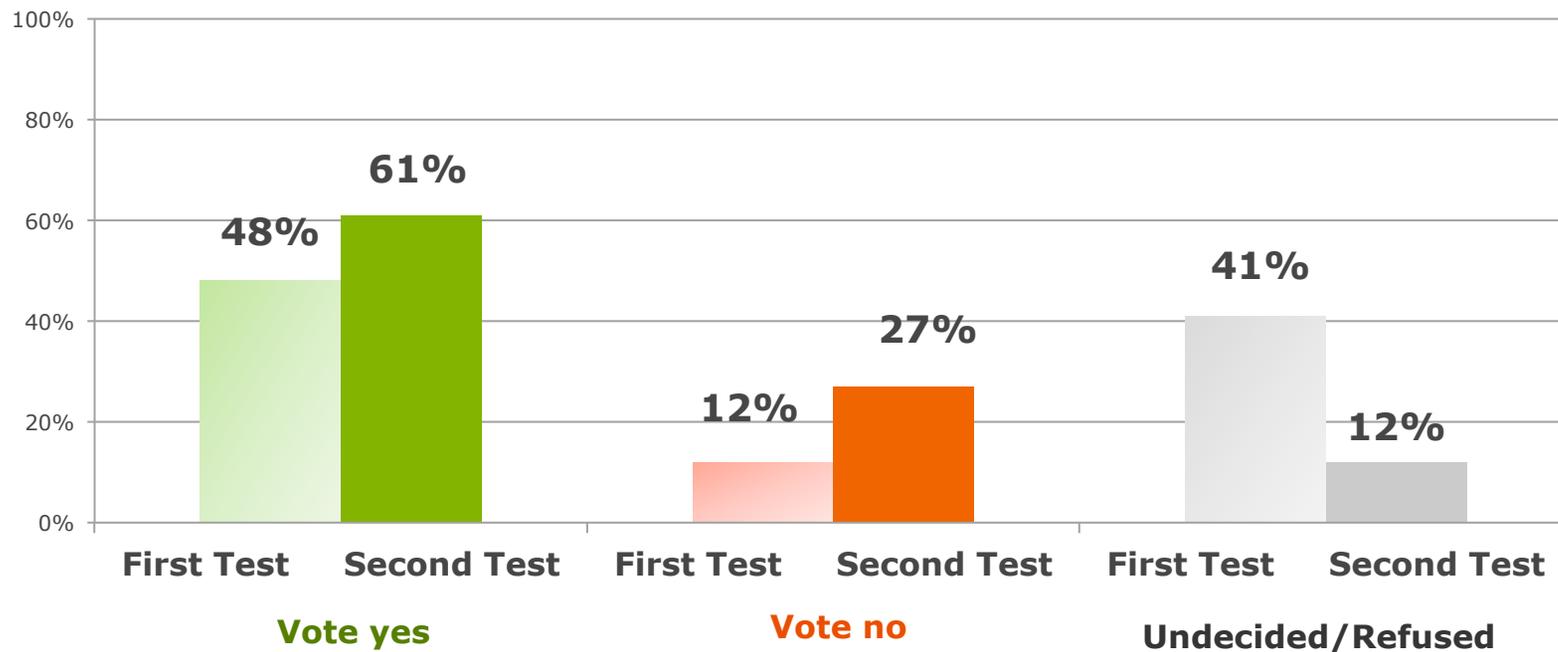
- Need now and for future generations
- Provide access/opportunities to enjoy
- Protection of...
  - Natural areas
  - Water quality
  - Fish and animal habitat

## OPPOSE

- Government Spending
- More important priorities
- Too costly
- Doesn't benefit me personally

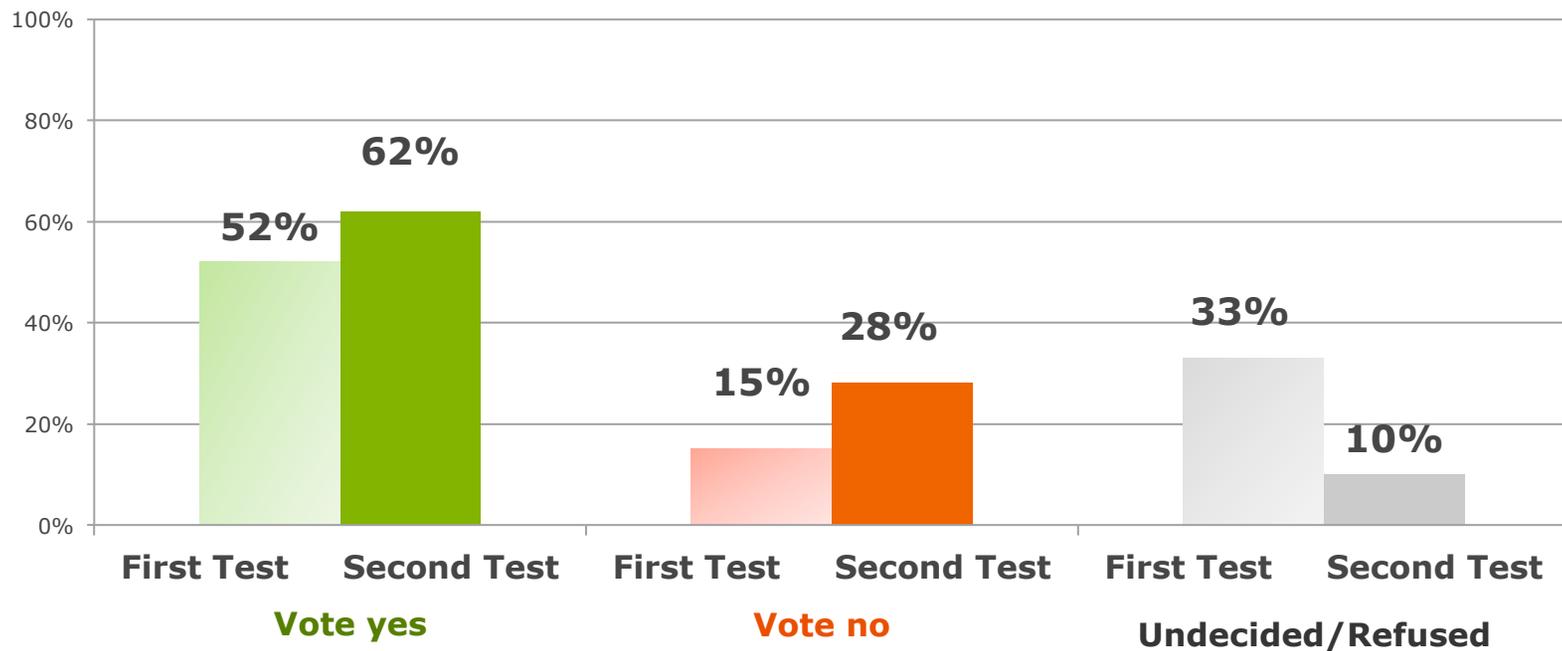
# Support for Potential Natural Areas Levy Caption

**Split A: Local option levy; maintains natural areas; water quality; annual audits**



# Support for Potential Natural Areas Levy Caption

## Split B: Local option levy; improves natural areas; water quality for fish



# Past Support for Potential Natural Areas Levy Caption

## Support for Natural Areas Levy Opt In, November 2012

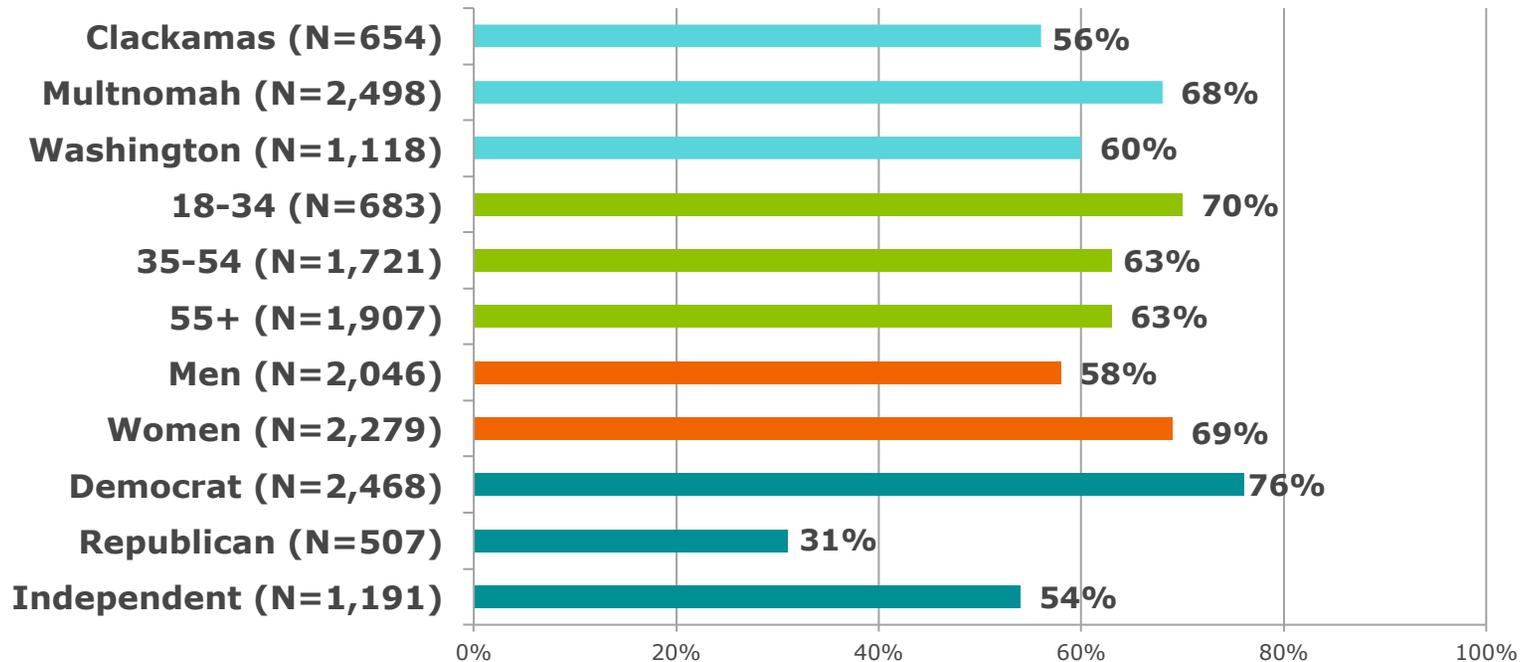
Support for: *Now that you know more about the levy and why it's needed, do you think Metro should refer a local option levy that would cost between 10 and 12 cents per \$1,000 of assessed property value? At 10 cents per \$1,000, the average homeowner would pay about \$20 per year.*



# Opt In Demographic Support

## Support for Natural Areas Levy by Demographic Group Opt In, November 2012

Support for: Now that you know more about the levy and why it's needed, do you think Metro should refer a local option levy that would cost between 10 and 12 cents per \$1,000 of assessed property value? At 10 cents per \$1,000, the average homeowner would pay about \$20 per year.





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