

To: Metro
From: Davis, Hibbitts & Midghall, Inc. (DHM)
Re: Public Attitudes about Quality of Life and Growth Management Issues

INTRODUCTION

The survey was designed to develop valid and statistically reliable information regarding voter attitudes about the quality of life in the region and growth management principles. Six hundred (600) voters in the Metro region were randomly selected and interviewed on the phone between July 31 and August 3, 2009.¹ The complete report presents noteworthy regional and other subgroup variations for all questions.

Voters are optimistic about the direction of the region, and enjoy the quality of life they have.

A majority of voters (58%) think things in the region are headed in the right direction. As found in other surveys for Metro about the quality of life in the region, voters value the environment, landscape, and the types of activities and lifestyles these things provide. They also value the small community feel, access to a variety of activities, and type of people living in the region.

There is widespread support for the region's Urban Growth Boundary (UGB), smart growth, and protecting the region's farmland, natural areas, and standing forests.

The environment is one of the top things that contributes to voters' quality of life in the region, and many communicated they do not want population growth and new development to jeopardize it. Voters strongly support development within the current UGB, including along transportation corridors, building on vacant lots, redeveloping old buildings, and creating higher density neighborhoods (if they have parks, natural areas, and access to convenient shopping and public transit) to preserve farm and forestland.

Voters across the three counties feel similarly about the quality of life they have in the region.

They like the same things (e.g., outdoor recreation opportunities, environmental quality, weather, and people/sense of community). They also have similar concerns (e.g., traffic congestion, public safety, government, employment).

¹ Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between a sample of a given population and the total population (here, voters in the Metro region). For a sample size of 600, the margin of error would be +/-4.0%.

While there are differences in priorities and the acceptability of planning principles across age, education, and income groups, the starkest demographic differences are by residency type and county.

Multnomah and Washington County voters showed stronger support for the UGB, higher density growth, and alternative modes of transportation than those in Clackamas County. Even so, a majority of Clackamas County voters supported new development to accommodate population growth coming through the redevelopment of land within the current UGB, reusing and revitalizing old buildings and vacant lots in already developed areas resulting in more people and increased activity in those areas, and development of public transit biking and walking as an alternative to the automobile.

Importantly, over the past decade Washington County voters, whose views were once more uniform with those living in Clackamas County, have identified closer to or in many cases almost equally with their counterparts in Multnomah County. Voters with higher levels of education and income levels also showed the most support for the UGB and the planning principles tested. While those ages 18 to 34 had strong support for high density development and public transit infrastructure, they were less likely to have strong opinions about whether or not the UGB is moved.

Voter support for the urban growth boundary and higher density development is dependent on certain things

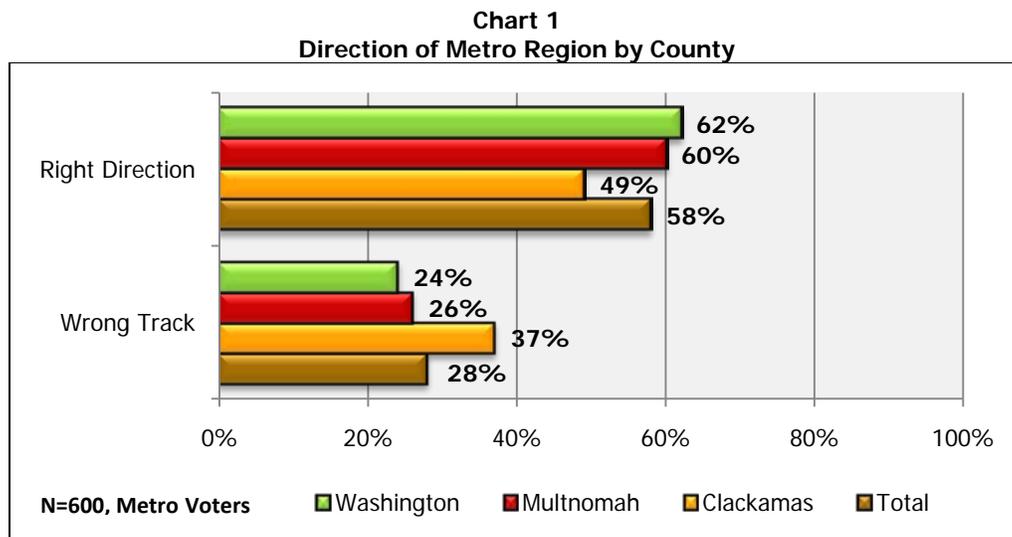
- Understanding the potential for redevelopment of vacant lots within the UGB and revitalizing old buildings and being assured that this kind of development will precede or be done concurrently with the development of any undeveloped land within the boundary.
- Being assured that new development of any kind is carefully designed and accompanied with parks, natural spaces, easy access to public transit, and is walkable.
- Knowing the location of any new development relative to nearby neighborhoods and the level of increase in population density and activity level; otherwise, voters will assume the worst.
- Understanding that higher density development is a way to conserve farm and forest land and natural spaces, and is an alternative to urban sprawl.

KEY FINDINGS

1. QUALITY OF LIFE

a. Region's Direction

Voters were asked if, all in all, things in the Metro region as a whole were generally headed in the right direction, or if things were pretty much off on the wrong track (Q1). As a region, a majority (58%) of voters, thought things were headed in the right direction, 28% said things were off on the wrong track, and 14% answered “don’t know.”



Source: Davis, Hibbitts & Midghall, Inc. (DHM), August 2009

Voters living in Clackamas County were clearly more pessimistic about the direction of the region, as just under one-half (49%) said things were headed in the right direction, compared to 60% of voters living in Multnomah County and 62% in Washington County. Voters ages 35 and above (56%) were also less likely than those ages 18 to 34 (66%) to have reported that things in the region were headed in the right direction.

b. Quality of Life “Likes”

Voters were asked what it was that they enjoy most about the quality of life they have in the region (Q2).

Representative Comments:

“We have beaches to go to if we want. We have mountains and great parks. Also, we have good shopping areas.”

“Mostly it’s just the surroundings—the ability to get away from town and get into the country and do other things. Recreational advantages.”

“Being surrounded by a natural environment. I like the air quality.”

“Well right now it is the natural resources. I’ve grown up around here and there is a lot of fishing and hiking.”

“I just love the climate.”

“There’s everything here, the city, the country, and the outdoors.”
“The overall friendliness of the community and the residents in my area.”
“I live on an acre way out in the country, and I like that. I like to have room, I like to have clean air, and I like the quiet.”
“It is the nice trees, the good environment, and nice neighbors.”
“Greenery, trees, water, lakes, and rivers.”

Table 1
What Voters Most Enjoy about the Quality of Life in the Metro Region

Coded Verbatim Traits Enjoyed	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Outdoor recreation opportunities	16%	12%	18%	15%
Environmental quality	14%	19%	10%	15%
Weather/climate	10%	11%	8%	12%
Accessibility/access	9%	5%	11%	10%
People/sense of community/neighborliness	6%	4%	9%	5%
Lifestyle	6%	5%	8%	3%
Rural/country	5%	11%	2%	3%
Variety of available activities	4%	5%	3%	5%
Nature/scenery	4%	3%	3%	4%
Public transit	3%	3%	4%	3%
Cultural diversity	3%	2%	4%	3%
Environmental commitment	3%	2%	5%	2%
Quiet/laid back	3%	4%	3%	3%
Family oriented	3%	2%	2%	3%
Small/safe town	2%	3%	1%	3%
Sense of freedom/independence	2%	--	2%	3%
All other responses	1% or less	1% or less	Less than 1%	1% or less
Nothing	2%	1%	2%	1%
Don't know	4%	4%	2%	6%

Source: Davis, Hibbitts & Midghall, Inc. (DHM), August 2009

Almost five in ten voters mentioned the environment or activities in the environment, including outdoor recreation opportunities (16%), environmental quality (14%), the weather or climate (10%), nature and scenery (4%), and the region’s environmental commitment (3%).

Two in ten voters mentioned social indicators including people, sense of community, and neighborliness (6%), lifestyle (6%), cultural diversity (3%), quietness and laid back feeling (3%), and the sense of freedom or independence (2%).

Other notable mentions included the region’s accessibility and access (9%), rural and country areas (5%), the variety of available activities (4%), and public transit (3%).

c. Quality of Life “Dislikes”

Voters were asked what most concerns or bothers them about the quality of life they have in the region (Q3).

Representative Comments:

“The traffic in the area. The highway is too slow and packed.”

“Probably safety issue. I think it’s the growing rate of all the crime.”

“Probably the inability of the government to create jobs. All they do is raise taxes and don’t create jobs.”

“The lack of jobs in the area.”

“Unfriendly business environment.”

“We have a very high unemployment rate here.”

“I feel like the local government is out of touch with local people.”

“The corruption in politics. I think that pretty much covers it all.”

“Lack of adequate funding for schools—all levels of school.”

Table 2
What Voters are Most Concerned or Bothered by about Their Quality of Life in the Metro Region

Codes Verbatim Concerns	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Traffic congestion/transportation	12%	10%	8%	18%
Public safety, crime, drugs, gangs	9%	8%	12%	5%
Government/politics	7%	11%	6%	6%
Employment opportunities/jobs	7%	6%	7%	9%
Education/schools	6%	3%	8%	5%
Economy/business climate	5%	5%	4%	7%
Cost of living	4%	3%	5%	4%
Population growth	4%	4%	3%	5%
Overdevelopment	4%	3%	5%	3%
Taxes	3%	4%	4%	2%
People/attitudes	3%	3%	4%	2%
City infrastructure/services	3%	4%	3%	3%
Government spending/budgeting	3%	3%	3%	4%
Environmental pollution	3%	6%	1%	4%
Poverty/social services	2%	1%	4%	1%
Liberalism/socialism	2%	4%	1%	2%
All other responses	1% or less	1% or less	3% or less	Less than 1%
Nothing	12%	11%	11%	15%
Don't know	5%	5%	5%	3%

Source: Davis, Hibbitts & Midghall, Inc. (DHM), August 2009

Approximately two in ten voters mentioned the economy as what concerns or bothers them most about the quality of life in the region, including employment opportunities and jobs (7%), the economy and business climate (5%), the cost of living (4%), and taxes (3%). Concern over the economy has increased since the 2006 survey that posed the same question.

Traffic congestion and transportation (12%) were also top concerns, followed by local or regional government, including government and politics (7%), government spending and budgeting (3%), and poverty and social services (2%).

Other concerns included public safety, crime, drugs, and gangs (9%), education and schools (6%), overdevelopment (4%), population growth (4%), people and attitudes (3%), city infrastructure and services (3%), and environmental pollution (3%).

2. LOCATION FOR NEW DEVELOPMENT

i. Unprompted Responses

Voters were asked to describe the kinds of areas in the Metro Region where new development to accommodate population growth should occur (Q4).

Representative Comments:

“Within areas that are already developed.”

“Within the urban growth boundary as it exists right now.”

“As much infill as possible and along areas where there are existing freeways.”

“I’m opposed to sprawl. We don’t need new development for population growth. We should develop where we already have.”

“There are too many people around already. They are putting up too many new houses and they shouldn’t allow any more development.”

“Probably the best growth would be the south of Portland. There isn’t much more left.”

“Unfortunately, within Washington County or Clackamas County, or either increasing capacity in southeast Portland or Washington. At this point they used most of the room to grow, but I would prefer to limit sprawl as much as possible.”

“I am a supporter of the Urban Growth Boundary and I want to see that taken into consideration as the city grows. I would want to see the industrial areas somehow developed for residential living also.”

“I think they are going to have to expand the boundaries and not cram everyone in downtowns.”

“Outside of Portland in the suburbs because the traffic is getting really bad, especially during rush hour.”

Table 3
Areas Where New Development to Accommodate Population Growth Should Occur

Coded Verbatim Areas	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Within urbanized/established areas	13%	9%	17%	10%
Within Urban Growth Boundary	11%	8%	13%	11%
Enough growth already/no need for more growth	11%	9%	10%	13%
Mention of Portland/part of Portland	9%	7%	12%	7%
Within city limits	7%	6%	9%	4%
Washington County/city in Washington County mention	7%	5%	3%	14%
Out from edges of urbanized area/outward	7%	3%	9%	6%
Clackamas County/city in Clackamas County mention	6%	11%	4%	5%
Anywhere land is available	6%	9%	3%	6%
Downtown—general	4%	3%	6%	3%
Along transportation routes	3%	2%	3%	3%
Away from developed areas	3%	4%	2%	2%
Expansion of Urban Growth Boundary	2%	4%	2%	1%
Multnomah County/city in Multnomah County mention	2%	2%	3%	1%
All other responses	1% or less	1% or less	1% or less	Less than 1%
Nothing	12%	18%	10%	10%
Don’t know	22%	21%	21%	22%

Source: Davis, Hibbitts & Midghall, Inc. (DHM), August 2009

Almost one-half of responses reflected that new development should occur in existing or established urban areas, including new development within urbanized or established areas (13%), within the Urban Growth Boundary (11%), a mention of Portland or a part of the city (11%), within city limits generally (7%), and a general mention of downtown (4%).

Approximately 20% of responses mentioned undeveloped areas, including that new development shall occur outward from the edges of urbanized areas (7%), anywhere land is available (6%), away from developed areas (3%), or expanding the Urban Growth Boundary (2%).

Other top responses were that new development should occur in one of the three counties— Washington (7%), Clackamas (6%), or Multnomah (2%)—or along transportation routes (3%). Eleven percent (11%) of responses indicated that there is enough growth already and no need for more. Lastly, almost two in ten (22%) of voters said “don’t know.”

Voters were then asked to describe areas where new development should not occur (Q5).

Representative Comments:

“Probably in Gresham and Beaverton because they are overcrowded and they are running out of room and in Hillsboro as well.”

“Definitely not in Multnomah County and the areas outside of Portland because it's filling up too quickly already.”

“I don’t think that they should take farm land away. It should be saved.”

“They are taking over all our farms and building homes and malls. They should not build on farmland areas.”

“We should keep green areas safe. We should try to redevelop run down areas. Industrial areas. They should be trying to redevelop old areas.”

“Areas that are important habitat for wildlife.”

“I think that at this point they need to hold development off inside the entire Urban Growth Boundary.”

“Any of the standing forests should be left untouched.”

Table 4
Areas Where New Development to Accommodate Population Growth Should Not Occur

Coded Verbatim Areas	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Existing neighborhoods/developed areas	21%	15%	23%	23%
Farmlands/agricultural areas	21%	23%	17%	24%
Natural areas	14%	17%	13%	13%
Everywhere/development should not occur at all	13%	12%	13%	12%
Forests	12%	12%	12%	12%
Open/undeveloped spaces	10%	11%	9%	12%
Outside the Urban Growth Boundary	8%	4%	11%	7%
Along rivers/streams/coastline	6%	6%	7%	5%
Wetlands	4%	3%	3%	6%
Park lands	3%	4%	3%	4%
Recreational areas	2%	1%	2%	3%
Mountain areas	2%	3%	2%	1%
All other responses	1% or less	Less than 1%	1% or less	Less than 1%
Nothing	6%	8%	6%	4%
Don't know	10%	11%	9%	9%

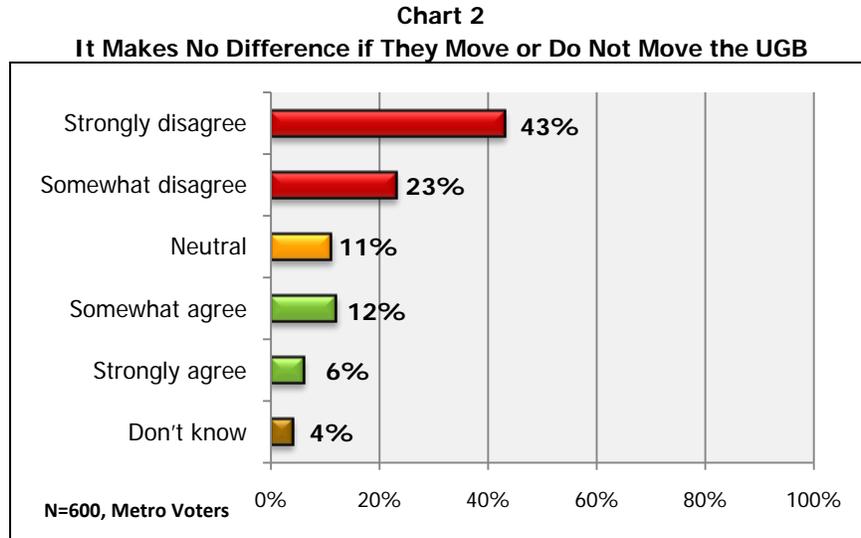
Source: Davis, Hibbitts & Midghall, Inc. (DHM), August 2009

While 21% of responses reflected voters’ feelings that new development should not occur in existing neighborhoods or developed areas, more than three-quarters of responses communicated that new development should not occur *outside* existing urban areas, including not developing farmlands or in agricultural areas (21%), natural areas (14%), forests (12%), open or undeveloped spaces (10%), outside the Urban Growth Boundary (8%), along rivers, streams, coastlines (6%), wetlands (4%), park lands (3%), recreational areas (2%), or mountain areas (2%).

Thirteen percent (13%) of responses indicated that no place was appropriate for growth and that it should not occur at all, and 10% of voters answered “don’t know.”

ii. Urban Growth Boundary

Voters were asked if they agreed or disagreed that it *makes no difference to them if regional government moves or does not move the Urban Growth Boundary* (Q19).

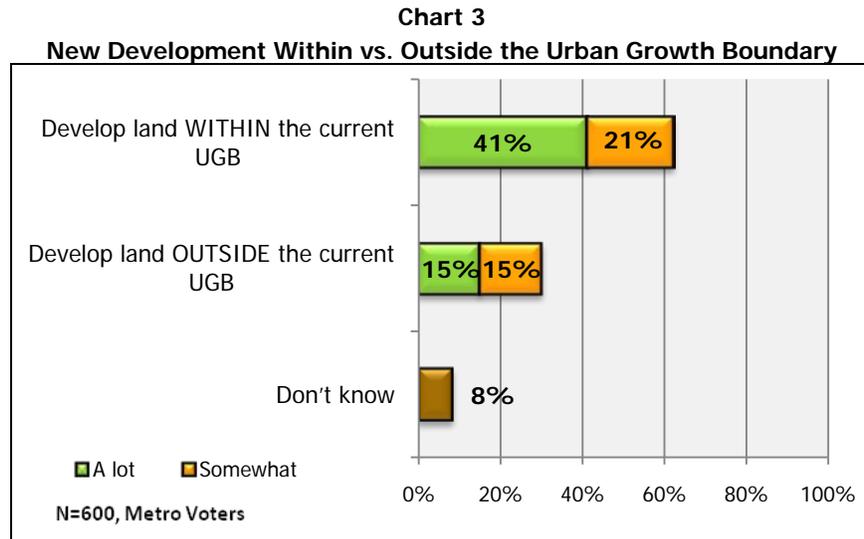


Source: Davis, Hibbitts & Midghall, Inc. (DHM), August 2009

Two-thirds of voters (67%) disagreed with the statement, with 43% who disagreed “strongly.” While disagreement with the statement was fairly uniform across demographic groups, there were differences found by age. Voters ages 35 to 54 (46%) and 55 and above (52%) were more likely to have disagreed “strongly” compared to those between the ages of 18 and 34 (35%).

These findings are comparable to the 1996 survey which included the same question. In 1996, 64% of the general population disagreed (45% strongly/ 19% somewhat), 11% were neutral and 23% agreed.

Voters were read two statements regarding new development to accommodate population growth and asked which came closer to their opinion (Q7).



Source: Davis, Hibbitts & Midghall, Inc. (DHM), August 2009

More than six in ten (62%) voters said that the statement about ***new development to accommodate population growth coming through the redevelopment of land within the current Urban Growth Boundary (UGB)*** came closer to their point of view, with a plurality (41%) who said that it came “a lot” closer.

Majorities of all subgroups reported this statement came closer to their point of view, however it garnered slightly less support from voters living in Clackamas County (57%) than it did from Multnomah (63%) and Washington (66%) county voters.

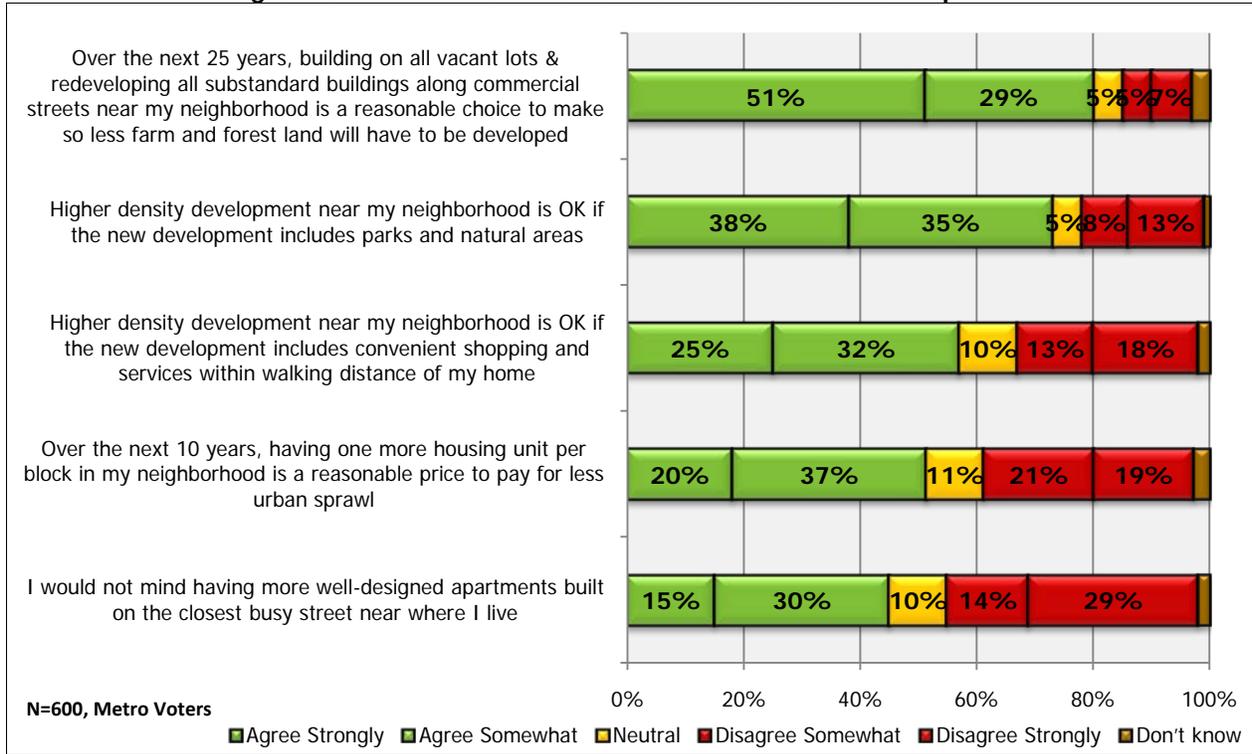
Thirty-percent (30%) of voters said that the statement about ***new development to accommodate population growth coming through developing land outside the UGB*** came closer to their point of view, with voters split between it being “somewhat” (15%) or “a lot” (15%) closer to their point of view.

Eight percent (8%) of voters answered “don’t know.”

iii. Statements and Planning Principles

Voters were asked if they agreed or disagreed with a series of statements related to where development should occur.

Chart 4
Agreement with Statements Related to Location for Development



Source: Davis, Hibbitts & Midghall, Inc. (DHM), August 2009

First Tier: A majority or plurality of voters agreed strongly with both items in the first tier.

At the top, 80% of voters agreed that **over the next 25 years, building on all vacant lots and redeveloping all substandard buildings along commercial streets near their neighborhood is a reasonable choice to make so that less farm and forest land will have to be developed** (Q20) with 51% who agreed “strongly.”

While over seven in ten voters agreed with this statement, Multnomah (83%) and Washington (82%) county voter were slightly more likely to have agreed than those living in Clackamas County (74%). Urbanites (65% strongly) were more passionate in their agreement than voters living in all other areas (suburban/changing to suburban/rural: 47% strongly agree).

Next, almost three-quarters (73%) of voters agreed that **higher density development near their neighborhood is okay if the new development includes parks and natural areas** (Q25) with voters split between “strong” (38%) and “somewhat” (35%) agreement.

There were stark differences in agreement by county, as 56% of Clackamas County voters agreed with the statement compared to 81% of voters in Multnomah County, and 74% in Washington County. Urban (82%) and suburban (76%) dwellers were also more likely to be in agreement with this statement than their rural counterparts (57%) and rural (50%) area counterparts.

Second Tier: One-half of voters agreed with statements in the second tier, but not as strongly as those principles in the first tier.

More than one-half (57%) agreed that **higher density development near their homes is okay if the new development includes convenient shopping services within walking distance from their home** (Q21). Thirty-two percent (32%) disagreed with the statement, and 2% answered “don’t know.”

Clackamas County voters (38%) were also in less agreement with this statement than their counterparts living in Multnomah (64%) and Washington (59%) counties. By area, rural voters (29%) agreed with this statement least, followed by rural changing to suburban (43%), and suburban (57%) voters, while large majorities of urbanites (70%) agreed with the statement.

A majority (57%) agreed that **over the next 10 years, having one more housing unit per block in their neighborhood is a reasonable price to pay for less urban sprawl** (Q24) with a plurality (37%) who agreed only “somewhat.”

This statement found differences by most demographic subgroups. By age, voters 35 years and older (54%) were less likely to be in agreement with this than those ages 18 to 34 (66%). Other groups less likely to agree with this statement included Clackamas County voters (49%), women (52%), and voters living in rural changing to suburban (44%) and rural (42%) areas (Multnomah County: 62%, Washington County: 53%, men: 61%, suburbanites: 55%, urbanites: 68%).

Results from this question are fairly comparable to those when it was asked in a 1996 telephone survey of the general population in the Metro region. In 1996, 57% of the general population agreed with this statement, with residents being split between “somewhat” (29%) and “strong” (28%) agreement.

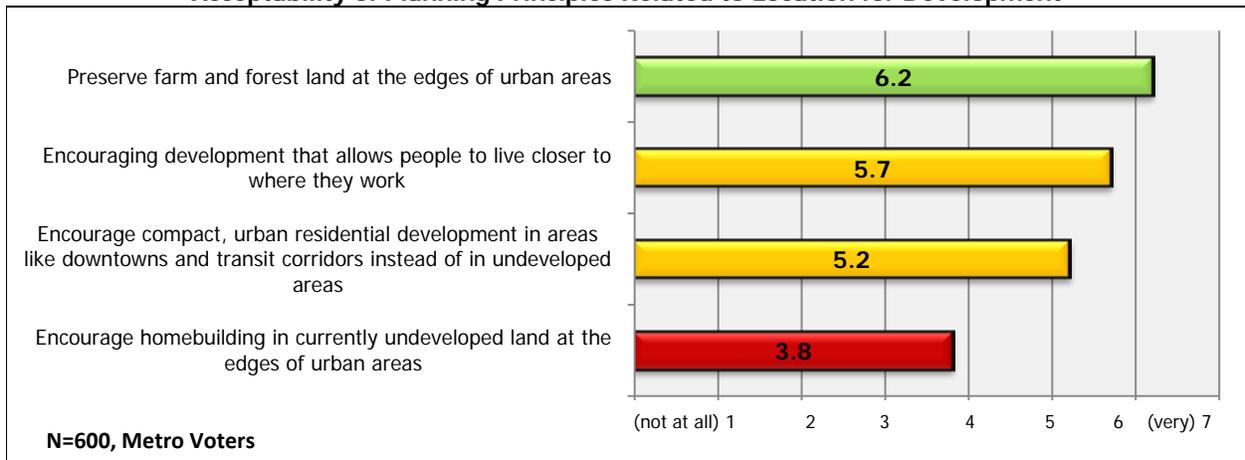
Third Tier: Less than one-half of voters agreed with each statement in the third tier.

Voters were split whether they agreed (45%) or disagreed (43%) with the statement that **they would not mind having more well-designed apartments built on the closest busy street where they live** (Q22). Voters most likely to agree were those living in Multnomah County (55%), in urban areas (62%), and those ages 18 to 34 (56%).

There have been notable shifts in disagreement for this statement since the 1996 general population telephone survey. At that time, 57% disagreed with 45% who disagreed strongly, 9% neutral, and 26% agreed.

Voters were also read a list of principles that might be used in planning for development in the Metro region over the next 20 years and were asked to rate each on a 1 (not at all acceptable) to 7 (very acceptable) scale. There were notable differences in opinion by county for most planning principles.

Chart 5
Acceptability of Planning Principles Related to Location for Development



Source: Davis, Hibbitts & Midghall, Inc. (DHM), August 2009

Voters rated **preserving farm and forest land at the edges of urban areas** (Q13) as the most acceptable principle. The mean response given was 6.2, and a combined 77% of voters rated this principle at either a “6” or “7.” Voters living in Multnomah (mean: 6.3) and Washington (mean: 6.4) counties found preserving farm and forest land at the edges of urban areas significantly more acceptable than Clackamas County voters (mean: 5.7).

Majorities of voters found the principle of encouraging **development that allows people to live closer to where they work** (Q17) as acceptable, with 60% who rated it at a “6” or “7,” and the mean response being 5.7.

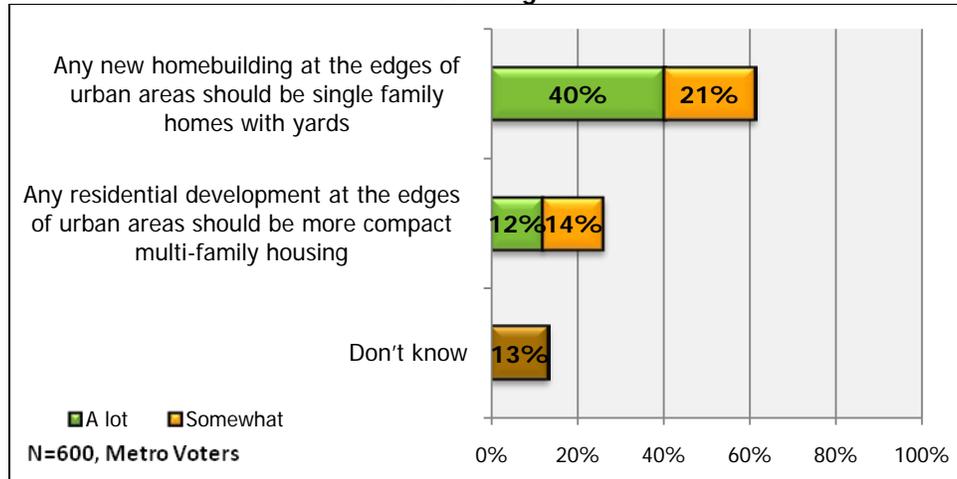
Major differences were again found by county for this principle, with voters living in Multnomah (mean: 5.8) and Washington (mean: 5.7) counties who found it more acceptable than Clackamas County voters (mean: 5.4). Encouraging development that allows people to live closer to where they work was also more acceptable to urbanites (mean: 5.8) and suburbanites (mean: 5.7) than it was to voters living in rural changing to suburban (mean: 5.5) and rural (mean: 5.3) areas.

Voters rated **encouraging compact, urban residential development in areas like downtowns and transit corridors instead of in undeveloped areas** (Q14) at a mean of 5.2 on the acceptability scale, with 49% of voters who rated it at a “6” or above. Again, Multnomah (mean: 5.3) and Washington (mean: 5.2) county voters differed from Clackamas County voters (mean: 4.9) about this principle.

Encouraging homebuilding in currently undeveloped land at the edges of urban areas (Q18) was the least acceptable statement to voters. The mean response was 3.8 for this principle, and only 20% of voters rated it at a “6” or above. Homebuilding in currently undeveloped land at the edges of urban areas was viewed more towards the “not at all acceptable” side of the scale by voters in all three counties.

Voters were asked to choose between two statements regarding residential development at the edges of urban areas (Q9).

Chart 6
Residential Development at Urban Edges: Single Family Homes with Yards vs. Compact Multi-Family Housing



Source: Davis, Hibbitts & Midghall, Inc. (DHM), August 2009

Six in ten voters (61%) said that the statement regarding **new homebuilding at the edges of urban areas should be single family homes with yards** came closer to their point of view, with pluralities (40%) who said it came “a lot” closer.

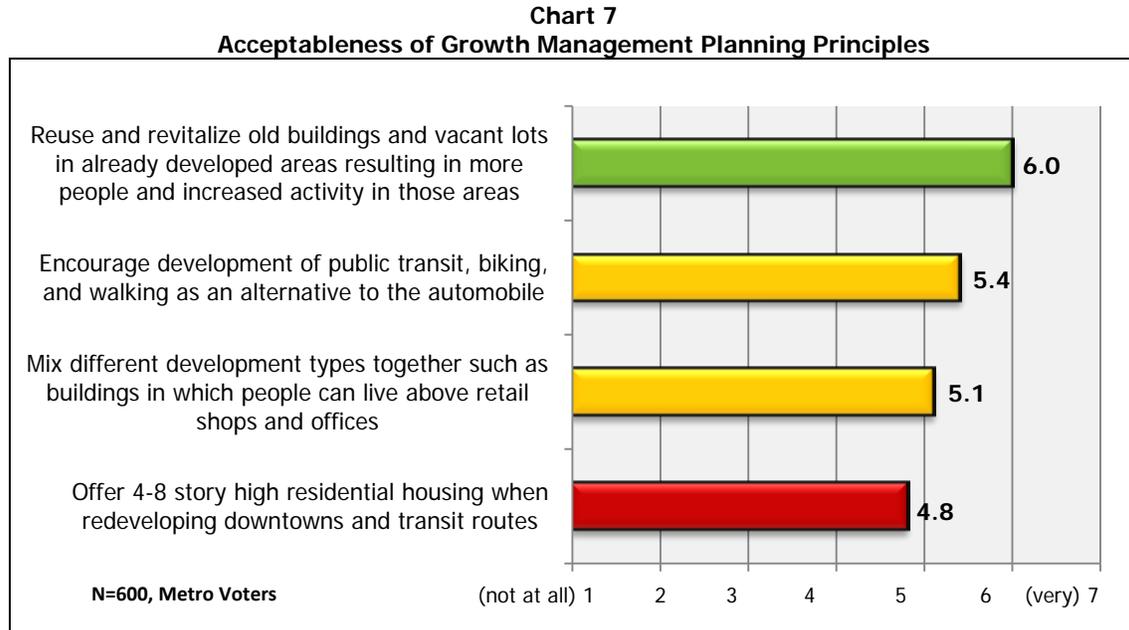
There were noteworthy differences by area for this statement, with more voters in Clackamas (68%) and Washington (65%) counties who said building single family homes with yards came closer to their point of view than Multnomah County voters (53%). In addition, voters living in suburban (67%), rural changing to urban (73%), and rural (70%) areas were also more likely than those voters living in urban areas (46%) to say this statement came closer to their point of view.

One-quarter of voters (26%) said that **any residential development at the edges of urban areas should be more compact multi-family housing**, and 13% answered “don’t know.” Minorities of all demographic subgroups said this came closer to their point of view.

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3. GROWTH MANAGEMENT PRINCIPLES

Voters were read other planning principles and asked how acceptable they found each on a 1 (not at all acceptable) to 7 (very acceptable) scale.



Source: Davis, Hibbitts & Midghall, Inc. (DHM), August 2009

Reusing and revitalizing old buildings and vacant lots in already developed areas resulting in more people and increased activity in those areas (Q11) received a mean of 6.0, and 73% of voters rated it a “6” or a “7.” Although all demographic subgroups rated this at a mean over “5,” voters living in Multnomah County (mean: 6.1) or urban areas (mean: 6.3), those ages 18 to 54 (mean: 6.1) and women (mean: 6.1) rated it highest on the acceptability scale.

Voters rated encouraging development of **public transit, biking, and walking as an alternative to the automobile** (Q15) above the mid-point on the acceptability scale (mean: 5.4), and 59% rated it at a “6” or above. Multnomah (mean: 5.8) and Washington (mean: 5.3) county voters rated this principle relatively higher than their counterparts living in Clackamas County (mean: 4.9). Urbanites (mean: 5.9) also found this principle more acceptable than those living in suburban, rural changing to suburban, or rural areas (mean 5.2 each).

By age, 18 to 34 year olds (mean: 6.0) also rated encouraging development of alternative transit infrastructure higher than those ages 35 and above (mean: 5.2), as did women (mean: 5.7) compared to men (mean: 5.1).

Mixing different development types together such as buildings in which people can live above retail shops and offices (Q12) received a mean of 5.1, with less than one-half (47%) of voters who rated it at a “6” or “7.”

Multnomah County voters (mean: 5.4) rated this principle higher than those living in Washington (mean: 5.0) and Clackamas (mean: 4.8) counties. Urbanites (mean: 5.5) also rated this above average, as did

those living in suburban changing to rural (mean: 5.4) compared to suburban (mean: 5.0) and rural (mean: 5.0) dwellers.

At the bottom, ***offering 4 to 8 story high residential housing when redeveloping downtowns and transit routes*** (Q16)— mean: 4.8—was given a relatively lower rating by voters. One-third (34%) gave this a “6” or “7” rating. While ratings across subgroups were relatively uniform, it should be noted that voters living in urban (mean: 5.0) and rural changing to suburban (mean: 5.2) areas rated this concept slightly higher than voters living in other residential areas.

APPENDIX A
ANNOTATED QUESTIONNAIRE
METRO SURVEY – QUALITY OF LIFE AND GROWTH MANAGEMENT ISSUES
N=600 (N=200 Clackamas, N=200 Multnomah, N=200 Washington) Voters
Davis, Hibbitts & Midghall, Inc (DHM)

Hi, my name is ___ from RDD and I have some questions about important issues in your community. May I speak with _____ **[Must speak to name on list. If unavailable, schedule callback]**

WARM-UP

(Metro Infrastructure Priorities Survey, N=600 Metro Area Registered Voters, N=200 Clackamas County, N=200 Multnomah County, N=200 Washington County)

1. Would you say things in the Portland 3-county region, as a whole, are generally headed in the right direction or would you say things are off on the wrong track?

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Right Direction	58%	49%	60%	62%
Wrong Track	28%	37%	26%	24%
Don't know	14%	14%	14%	14%

QUALITY OF LIFE

2. What is it that you enjoy most about the quality of life you have in the region? **(OPEN/ ONE RESPONSE)**

Coded Verbatim Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Outdoor recreation opportunities	16%	12%	18%	15%
Environmental quality	14%	19%	10%	15%
Weather/climate	10%	11%	8%	12%
Accessibility/access	9%	5%	11%	10%
People/sense of community/neighborliness	6%	4%	9%	5%
Lifestyle	6%	5%	8%	3%
Rural/country	5%	11%	2%	3%
Variety of available activities	4%	5%	3%	5%
Nature/scenery	4%	3%	3%	4%
Public transit	3%	3%	4%	3%
Cultural diversity	3%	2%	4%	3%
Environmental commitment	3%	2%	5%	2%
Quiet/laid back	3%	4%	3%	3%
Family oriented	3%	2%	2%	3%
Small/safe town	2%	3%	1%	3%
Sense of freedom/independence	2%	--	2%	3%
All other responses	1% or less	1% or less	Less than 1%	1% or less
Nothing	2%	1%	2%	1%
Don't know	4%	4%	2%	6%

3. What is it that concerns or bothers you most about the quality of life you have in the region?
(OPEN/ACCEPT ONE RESPONSE/PROBE FOR “MOST”)

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Traffic congestion/transportation	12%	10%	8%	18%
Public safety, crime, drugs, gangs	9%	8%	12%	5%
Government/politics	7%	11%	6%	6%
Employment opportunities/jobs	7%	6%	7%	9%
Education/schools	6%	3%	8%	5%
Economy/business climate	5%	5%	4%	7%
Cost of living	4%	3%	5%	4%
Population growth	4%	4%	3%	5%
Overdevelopment	4%	3%	5%	3%
Taxes	3%	4%	4%	2%
People/attitudes	3%	3%	4%	2%
City infrastructure/services	3%	4%	3%	3%
Government spending/budgeting	3%	3%	3%	4%
Environmental pollution	3%	6%	1%	4%
Poverty/social services	2%	1%	4%	1%
Liberalism/socialism	2%	4%	1%	2%
All other responses	1% or less	1% or less	3% or less	Less than 1%
Nothing	12%	11%	11%	15%
Don't know	5%	5%	5%	3%

GROWTH MANAGEMENT – UNPROMPTED – SEMANTICS AND IMAGERY

4. Please describe the kinds of areas in the Portland 3-county region where new development to accommodate population growth should occur. Be as specific as you can. (OPEN, ACCEPT MULTIPLE RESONSES. PROBE UNTIL “NOTHING ELSE.”)

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Within urbanized/established areas	13%	9%	17%	10%
Within Urban Growth Boundary	11%	8%	13%	11%
Enough growth already/no need for more growth	11%	9%	10%	13%
Mention of Portland/part of Portland	9%	7%	12%	7%
Within city limits	7%	6%	9%	4%
Washington County/city in Washington County mention	7%	5%	3%	14%
Out from edges of urbanized area/outward	7%	3%	9%	6%
Clackamas County/city in Clackamas County mention	6%	11%	4%	5%
Anywhere land is available	6%	9%	3%	6%
Downtown—general	4%	3%	6%	3%
Along transportation routes	3%	2%	3%	3%
Away from developed areas	3%	4%	2%	2%
Expansion of Urban Growth Boundary	2%	4%	2%	1%
Multnomah County/city in Multnomah County mention	2%	2%	3%	1%
All other responses	1% or less	1% or less	1% or less	Less than 1%
Nothing	12%	18%	10%	10%
Don't know	22%	21%	21%	22%

5. Please describe the areas where it should not occur. (OPEN, ACCEPT MULTIPLE RESPONSES.)

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Existing neighborhoods/developed areas	21%	15%	23%	23%
Farmlands/agricultural areas	21%	23%	17%	24%
Natural areas	14%	17%	13%	13%
Everywhere/development should not occur at all	13%	12%	13%	12%
Forests	12%	12%	12%	12%
Open/undeveloped spaces	10%	11%	9%	12%
Outside the Urban Growth Boundary	8%	4%	11%	7%
Along rivers/streams/coastline	6%	6%	7%	5%
Wetlands	4%	3%	3%	6%
Park lands	3%	4%	3%	4%
Recreational areas	2%	1%	2%	3%
Mountain areas	2%	3%	2%	1%
All other responses	1% or less	Less than 1%	1% or less	Less than 1%
Nothing	6%	8%	6%	4%
Don't know	10%	11%	9%	9%

GROWTH MANAGEMENT ISSUES – PROMPTED

I'm now going to read to you some statements about our region. For each one, tell me which statement comes closest to your feelings. Some of the choices will not be easy but give them your best try. Let's start with _____. (Follow each question wait and ask: Is that only somewhat or a lot closer to your feelings.)

ROTATE

6. New development to accommodate population growth should come through developing land outside the current urban growth boundary.

Or

New development to accommodate population growth should come through redevelopment of land within the current urban growth boundary.

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Developing land outside the current UGB— A lot closer	15%	19%	14%	13%
Developing land outside the current UGB— Somewhat closer	15%	16%	13%	17%
Redevelopment of land within the current UGB— A lot closer	41%	39%	43%	40%
Redevelopment of land within the current UGB— Somewhat closer	21%	18%	20%	25%
Don't know	8%	8%	10%	5%

7. Any new homebuilding at the edges of urban areas should be single family homes with yards.
Or
 Any residential development at the edges of urban areas should be more compact multi-family housing.

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Any new homebuilding at the edges of urban areas should be single family homes with yards — A lot closer	40%	45%	33%	47%
Any new homebuilding at the edges of urban areas should be single family homes with yards — Somewhat closer	21%	22%	21%	19%
Any residential development at the edges of urban areas should be more compact multi-family housing — A lot closer	12%	8%	14%	11%
Any residential development at the edges of urban areas should be more compact multi-family housing — Somewhat closer	14%	9%	18%	13%
Don't know	13%	15%	14%	11%

8. We should focus transportation improvements on highways to move people more quickly throughout the region.
Or
 We should focus transportation improvements on neighborhood streets, public transit, bicycles, and walking to provide more travel choices throughout the region.

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
We should focus transportation improvements on highways to move people more quickly throughout the region — A lot closer	23%	29%	16%	28%
We should focus transportation improvements on highways to move people more quickly throughout the region — Somewhat closer	12%	16%	10%	13%
We should focus transportation improvements on neighborhood streets, public transit, bicycles, and walking to provide more travel choices throughout the region — A lot closer	42%	29%	51%	38%
We should focus transportation improvements on neighborhood streets, public transit, bicycles, and walking to provide more travel choices throughout the region — Somewhat closer	15%	20%	13%	15%
Don't know	8%	6%	10%	6%

I'm going to read you some general principles or ideas that might be used in planning for future growth in the Portland 3-county region over the next 20 years. Some of these you may consider to be qualities of a place to live. After I read each one, tell me how acceptable it is to you that the principle or idea to guide the planning for your city, county, and regional governments. Please use a scale of 1 to 7, where 1 means "not at all acceptable" and 7 means "very acceptable." Remember you can choose any point on the scale. **(Q9-16, IN RANK ORDER OF HIGHEST MEAN. ALL ITEMS WERE ROTATED)**

Preserve farm and forest land at the edges of urban areas (q11)	1	2	3	4	5	6	7	DK	Mean
Total (N=600)	2%	2%	3%	5%	10%	13%	64%	1%	6.2
Clackamas (N=200)	5%	4%	5%	6%	11%	13%	54%	--	5.7
Multnomah (N=200)	3%	1%	2%	6%	8%	13%	66%	1%	6.3
Washington (N=200)	--	1%	2%	3%	11%	14%	67%	1%	6.4

Reuse and revitalize old buildings and vacant lots in already developed areas resulting in more people and increased activity in those areas (q9)	1	2	3	4	5	6	7	DK	Mean
Total (N=600)	2%	2%	3%	4%	16%	22%	51%	1%	6.0
Clackamas (N=200)	3%	3%	6%	6%	15%	21%	46%	--	5.8
Multnomah (N=200)	1%	3%	3%	2%	13%	20%	57%	1%	6.1
Washington (N=200)	2%	2%	2%	4%	20%	25%	45%	--	5.9

Encourage development that allows people to live closer to where they work (q15)	1	2	3	4	5	6	7	DK	Mean
Total (N=600)	2%	2%	6%	7%	21%	19%	41%	2%	5.7
Clackamas (N=200)	3%	4%	7%	9%	23%	19%	32%	3%	5.4
Multnomah (N=200)	1%	2%	6%	5%	18%	20%	45%	2%	5.8
Washington (N=200)	3%	1%	4%	7%	23%	19%	42%	2%	5.7

Encourage development of public transit, biking, and walking as an alternative to the automobile (q13)	1	2	3	4	5	6	7	DK	Mean
Total (N=600)	7%	5%	6%	7%	15%	13%	46%	1%	5.4
Clackamas (N=200)	11%	7%	10%	8%	15%	20%	30%	1%	4.9
Multnomah (N=200)	7%	2%	4%	3%	17%	9%	57%	--	5.8
Washington (N=200)	5%	7%	7%	13%	11%	14%	43%	--	5.3

Encourage compact, urban residential development in areas like downtowns and transit corridors instead of in undeveloped areas (q12)	1	2	3	4	5	6	7	DK	Mean
Total (N=600)	6%	5%	7%	10%	20%	19%	30%	3%	5.2
Clackamas (N=200)	5%	8%	12%	9%	18%	20%	26%	2%	4.9
Multnomah (N=200)	6%	2%	6%	10%	19%	20%	32%	4%	5.3
Washington (N=200)	5%	5%	5%	10%	25%	16%	31%	2%	5.2

Mix different development types together such as buildings in which people can live above retail shops and offices (q10)	1	2	3	4	5	6	7	DK	Mean
Total (N=600)	5%	5%	8%	12%	23%	19%	27%	1%	5.1
Clackamas (N=200)	6%	8%	9%	17%	21%	20%	20%	--	4.8
Multnomah (N=200)	4%	4%	6%	7%	24%	18%	36%	1%	5.4
Washington (N=200)	4%	3%	9%	17%	24%	21%	20%	2%	5.0

Offer 4-8 story high residential housing when redeveloping downtowns and transit routes (q14)	1	2	3	4	5	6	7	DK	Mean
Total (N=600)	7%	5%	8%	14%	29%	16%	18%	2%	4.8
Clackamas (N=200)	8%	4%	14%	12%	28%	17%	15%	3%	4.6
Multnomah (N=200)	7%	5%	8%	12%	31%	15%	19%	3%	4.8
Washington (N=200)	7%	5%	5%	18%	29%	18%	17%	1%	4.8

Encourage homebuilding in currently undeveloped land at the edges of urban areas (q16)	1	2	3	4	5	6	7	DK	Mean
Total (N=600)	18%	13%	15%	13%	19%	9%	11%	2%	3.8
Clackamas (N=200)	18%	13%	13%	15%	16%	14%	10%	1%	3.8
Multnomah (N=200)	17%	14%	17%	9%	22%	9%	10%	2%	3.7
Washington (N=200)	18%	11%	13%	18%	19%	7%	12%	1%	3.8

QUALITY OF LIFE – VALIDATING AGREE/DISAGREE STATEMENTS - TRIANGULATION

I'm going to read you six statements. For each one, please tell me if you strongly agree, somewhat agree, neither agree nor disagree (neutral), somewhat disagree, or disagree strongly? (Q17-Q22, IN RANK ORDER OF HIGHEST COMBINED AGREEMENT. ALL ITEMS WERE ROTATED)

Over the next 25 years, building on all vacant lots and redeveloping all substandard buildings along commercial streets near my neighborhood is a reasonable choice to make so that less farm and forest land will have to be developed (q18)	Strongly disagree	Smwt disagree	Neutral	Smwt agree	Strongly agree	DK
Total (N=600)	7%	5%	5%	29%	51%	3%
Clackamas (N=200)	9%	8%	6%	27%	47%	3%
Multnomah (N=200)	5%	3%	5%	29%	54%	3%
Washington (N=200)	8%	4%	5%	32%	50%	1%

Higher density development near my neighborhood is OK if the new development includes parks and natural areas (q22)	Strongly disagree	Smwt disagree	Neutral	Smwt agree	Strongly agree	DK
Total (N=600)	13%	8%	5%	35%	38%	1%
Clackamas (N=200)	19%	14%	9%	33%	23%	1%
Multnomah (N=200)	9%	4%	5%	34%	47%	2%
Washington (N=200)	14%	9%	2%	38%	35%	--

Higher density development near my neighborhood is OK if the new development includes convenient shopping and services within walking distance of my home (q19)	Strongly disagree	Smwt disagree	Neutral	Smwt agree	Strongly agree	DK
Total (N=600)	18%	13%	10%	32%	25%	2%
Clackamas (N=200)	29%	22%	8%	23%	16%	3%
Multnomah (N=200)	14%	11%	9%	36%	29%	2%
Washington (N=200)	16%	11%	12%	34%	25%	2%

*Over the next 10 years, having one more housing unit per block in my neighborhood is a reasonable price to pay for less urban sprawl (q21)	Strongly disagree	Smwt disagree	Neutral	Smwt agree	Strongly agree	DK
Total (N=600)	18%	12%	11%	37%	20%	3%
Clackamas (N=200)	22%	15%	11%	32%	17%	4%
Multnomah (N=200)	12%	12%	10%	38%	23%	4%
Washington (N=200)	24%	10%	11%	37%	16%	2%

I would not mind having more well-designed apartments built on the closest busy street near where I live (q20)	Strongly disagree	Smwt disagree	Neutral	Smwt agree	Strongly agree	DK
Total (N=600)	29%	14%	10%	30%	15%	2%
Clackamas (N=200)	39%	19%	9%	23%	8%	2%
Multnomah (N=200)	23%	11%	9%	33%	21%	2%
Washington (N=200)	30%	13%	11%	31%	12%	2%

It makes no difference to me if they move or do not move the urban growth boundary (q17)	Strongly disagree	Smwt disagree	Neutral	Smwt agree	Strongly agree	DK
Total (N=600)	43%	23%	11%	12%	6%	4%
Clackamas (N=200)	49%	21%	12%	11%	5%	3%
Multnomah (N=200)	43%	22%	9%	14%	6%	6%
Washington (N=200)	41%	27%	11%	12%	8%	1%

DEMOGRAPHICS

23. Is your age between: [READ LIST]

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
18-24	9%	9%	9%	9%
25-34	17%	12%	20%	16%
35-54	24%	40%	38%	40%
55+	35%	39%	33%	35%
Refused	1%	1%	1%	--

24. Would you describe where you live as urban, suburban, rural changing to suburban, or rural?

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Urban	30%	10%	52%	11%
Suburban	50%	49%	33%	75%
Rural changing to suburban	5%	9%	3%	4%
Rural	12%	28%	5%	8%
Refused	5%	4%	7%	2%

25. Do you live in a single-family house, a mobile home, or a structure with more than one dwelling unit, such as an apartment?

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Single-family house	83%	87%	82%	82%
Mobile home	2%	4%	1%	3%
Structure with more than one dwelling unit	13%	7%	16%	15%
Refused	2%	1%	1%	1%

26. Do you rent or own your home?

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Rent	17%	11%	22%	15%
Own	80%	87%	76%	82%
Refused	2%	3%	2%	3%

27. How many people, including yourself, live in your household?

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
1, self only	17%	15%	19%	15%
2	34%	34%	31%	37%
3	17%	17%	18%	17%
4	19%	16%	20%	20%
5	7%	9%	5%	7%
6+	5%	6%	6%	3%
Refused	2%	3%	1%	2%

28. Are you active in any community organizations or serve on any public committees, boards, or commissions?

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Yes	22%	24%	23%	19%
No	76%	72%	76%	79%
Refused	2%	3%	1%	2%

29. What best describes your racial or ethnic background? **[READ LIST]**

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Caucasian/White	87%	89%	85%	90%
Black/ African American	3%	2%	4%	2%
Asian	2%	2%	2%	2%
Native American	1%	1%	1%	--
5 Hispanic/ Latino	4%	4%	4%	4%
Other	1%	1%	2%	--
Refused	2%	1%	3%	1%

30. Just your best guess, what was your total household income before taxes for 2008? **[READ LIST]**

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
\$0 - 29,999	15%	14%	18%	11%
\$30,000 – 49,999	16%	14%	19%	12%
\$50,000 – 74,999	21%	24%	21%	19%
\$75,000 – 99,999	12%	11%	11%	16%
\$100,000 +	18%	19%	15%	22%
Refused	18%	19%	17%	20%

31. What is the highest level of education you have had the opportunity to complete? **[READ LIST]**

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Less than HS	2%	1%	4%	--
HS graduate	14%	16%	13%	15%
Some college	30%	32%	31%	28%
Four year college	30%	31%	30%	30%
Post graduate	21%	17%	20%	25%
Refused	2%	2%	2%	2%

32. **(ALL) Gender (DO NOT ASK. By observation only.)**

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Male	47%	47%	47%	47%
Female	53%	53%	53%	53%

33. **County (DO NOT ASK--Record from Sample)**

Response Category	Total N=600
Clackamas	N=200
Multnomah	N=200
Washington	N=200

34. **Political Party (DO NOT ASK--Record from Sample)**

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
Democrat	49%	41%	57%	42%
Republican	27%	37%	18%	33%
Independent/Other	24%	22%	25%	25%

35. **Vote history (DO NOT ASK--Record from Sample)**

Response Category	Total N=600	Clackamas N=200	Multnomah N=200	Washington N=200
0/1/2 of 4	39%	42%	39%	37%
3 or 4 of 4	61%	58%	61%	63%