Fairbank,
Maslin,
Maullin,
Metz &
Associates

PORTLAND METRO 2040 VISION SURVEY 220-4890-WT N=800

MARGIN OF SAMPLING ERROR ±3.5% (95% CONFIDENCE INTERVAL)

sell yo about	, I'm from anything, and important issues	we will not in the Port	t ask for a land area.	donation o May I spe	f any ty ak to _	pe. V	We're	conduc ? (N	cting a p MUST S	ublio SPE	c opinior AK TO V	n survey
	ED. VERIFY MINATE.)	THAT T	HE VOT	ER LIVE	S AT	THE	ADI	DRESS	LISTE	ED;	OTHER	RWISE,
1.	Overall, would you feel that th	•	•			_	erally	headed	in the r	right	direction	n, or do
				Rig	ht dire	ction				4 [']	7%	
				Wr	ong tra	ck				39	9%	
2.	Next, I'm goir generally favor	_				,		•	•		-	

2. Next, I'm going to read a list of organizations. For each, I would like you to tell me if you have a generally favorable or generally unfavorable opinion of that organization. If you've never heard of that person or organization, or don't know enough about them to offer an opinion, please say so. (IF FAVORABLE/ UNFAVORABLE, ASK:) "Is that very or somewhat (FAVORABLE/ UNFAVORABLE)?" (RANDOMIZE)

						HRD OF	NVR		
	,	VERY <u>FAV</u>	SMWT FAV	SMWT UNFAV	VERY UNFAV	DK ENGH	HEARD OF	TOTAL FAV	TOTAL UNFAV
[]a.	Metro	18%	36%	12%	9%	18%	6%	55%	21%
[]b.	Your local County								
	Commission	-7%	37%	11%	9%	30%	6%	44%	20%
[]c.	The Urban Growth Boundary	19%	25%	15%	11%	22%	8%	44%	26%
[]d.	TriMet	35%	39%	12%	8%	5%	1%	<i>74</i> %	20%
[]e.	Port of Portland	14%	32%	12%	5%	32%	5%	46%	17%
[]f.	The Oregon State Legislature	-8%	43%	20%	15%	11%	2%	52%	35%
[]g.	Your City government	10%	43%	16%	17%	13%	2%	52%	32%

Next, which of the following AND RANDOMIZE)	terms do you think best describe the region in which you live: (
	[] The Portland region 14%
	[] Greater Portland23 %
	[] The Metro Region 15%
	[] The Portland Metropolitan Area 39%
	(DON'T READ) All 0%
	(DON'T READ) None 2%
	(DON'T READ) DK/NA 6%
•	own, what is the most important change that could be made to in
quality of life in the Portland	region? (OPEN-END, RECORD VERBATIM RESPONSE)
Dealing with the homeless/pov	verty25%
Affordable housing/low incom	ne housing 17%
Traffic/congestion	14%
Infrastructure/road infrastructu	ure10%
Public transit/transportation sy	ystem 8%
	6%
Moral/social issues	5 %
Too much development/growt	h/construction 4%
	3 %
	3 %
Education/schools	3 %
Jobs/employment/minimum w	age 3 %
= -	2%
Environmental issues/weather-	2 %
Healthcare/mental health/drug	use 2%
	on 2%
Overpopulation/overcrowding	1%
	reducing cars 1%
	rictions 1%
Other	2%
Other	
	ine 1%
None/no issues/everything is f	fine 1%

MY NEXT QUESTIONS HAVE TO DO WITH GROWTH AND DEVELOPMENT IN THE PORTLAND METRO AREA.

5. Do you think the rate of growth and development in your community is too fast, about right, or too slow? (IF TOO FAST/SLOW, ASK:) "Is that much too FAST/SLOW or just somewhat?"

TOO FAST51%
Much too fast31%
Somewhat too fast21%
About right40%
TOO SLOW 6%
Somewhat too slow 3%
Much too slow 3%
(DON'T READ) DK/NA 3%

6. The Portland area is growing steadily and will likely keep growing. Do you think this has been more positive or more negative for your community? (IF POSITIVE/NEGATIVE, ASK:) "Is that very POSITIVE/NEGATIVE or just somewhat?"

TOTAL POSITIVE	-43%
Very positive	9%
Somewhat positive	-34%
(DON'T READ) Mixed	6%
TOTAL NEGATIVE	-46%
Somewhat negative	-24%
Very negative	-23%

7. Overall, would you say that you are satisfied or dissatisfied with how local governments in the region are managing the impacts of growth? (IF SATISFIED/DISSATISFIED, ASK: "Is that very SATISFIED/DISSATISFIED or just somewhat?")

TOTAL SATISFIED37%
Very satisfied 4%
Somewhat satisfied 32 %
TOTAL DISSATISFIED59%
Somewhat dissatisfied 29%
Very dissatisfied30%
•
(DON'T READ) DK/NA 5%

8. I'm going to read you a list of goals that some people might have for the Portland metropolitan area. For each item I read, please tell me how important that goal is to you personally as you think about the future of the region: is it extremely important, very important, somewhat important, or not important? (RANDOMIZE)

	(KANDOMIZE)						
		EXT	VERY	SMWT	NOT	(DK/	EXT/
(CDI I	TE CAMEDI EL A CAMENO	<u>IMPT</u>	<u>IMPT</u>	<u>IMPT</u>	<u>IMPT</u>	<u>NA)</u>	<u>VERY</u>
•	T SAMPLE A ONLY)						
[]a.	Having high-quality, affordable housing						77%
[]b.	Preserving existing neighborhoods	18%	39%	35%	6%	2%	57%
[]c.	Creating more good jobs	32 %	48%	18%	2%	1 %	79%
[]d.	Having more and better parks, and places to						
	enjoy the outdoors	12%	33 %	40%	13 %	1%	45%
[]e.	Improving air and water quality	26%	43 %	23 %	7%	1 %	69%
[]f.	Improving public transportation	16%	38%	33%	12%	1 %	55%
[]g.	Providing housing for people who are						
	homeless	30%	37%	24%	8%	1%	67%
(SPLI	T SAMPLE B ONLY)						
[]h.	Conserving nearby farm and forest lands	22 %	51%	25%	2%	0%	72%
[]i.	Doing our part to reduce climate change						66%
[]j.	Improving roads, bridges, and highways to						
1.20	ease congestion	31%	49%	15%	5%	1%	79%
[]k.	Protecting natural areas and wildlife habitats						76%
[]1.	Supporting quality public schools						83%
[]m.	Caring for and restoring our rivers						76%
[]n.	Improving bike lanes						26%
[]o.	Having enough affordable housing						75%

9. Now I am going to boil some of these issues down to three different potential priorities for the Portland region to address. Please tell me which one you think should be the highest-priority. (IF DK/NA ON FIRST CHOICE, CODE DK/NA FOR SECOND CHOICE. IF NONE IN FIRST CHOICE, CODE NONE IN SECOND CHOICE IF RESPONDENT IS UNWILLING TO CHOOSE BUT SAYS "ALL," CODE ALL IN FIRST CHOICE AND DK/NA IN SECOND CHOICE) And what is the second-highest priority?

	<u>First</u>	Second
[] Protecting natural areas, water quality and wildlife habitat, and improving our neighborhood parks	- 16%	33%
[] Ensuring enough housing that is affordable for all residents of the region	- 43 %	29%
[] Reducing traffic congestion, fixing roads, and improving public transportation	- 37%	33%
(DON'T READ) (ALL) (NONE) (DON'T KNOW/NA)	0%	0%

NEXT I WANT TO ASK YOU MORE ABOUT HOUSING IN THE REGION.

10. First, which of the following would you say best describes the cost and availability of housing in the Portland region: **(READ LIST)**

[] A serious crisis that cannot be solved	3%
[] A serious crisis	40%
[] A significant problem, but not a crisis	44 %
[] A minor problem	7%
[] Not really a problem at all	3%
(DON'T READ)	
(ALL)	0%
(NONE)	0%
(DON'T KNOW/NA)	2%

11. Next, a number of different people and organizations may have some part to play in addressing the cost and availability of housing in the region. Please tell me whether you believe each of the following should have a major responsibility for addressing these issues, some responsibility, a little responsibility, or no responsibility. (RANDOMIZE)

				A			
		MAJOR	SOME	LITTLE	NO	(DK/	MAJO
		RESP	RESP	RESP	<u>RESP</u>	<u>NA)</u>	/SOM
(SPLI	T SAMPLE A ONLY)						
[]a.	You personally						61%
[]b.	Large businesses						70%
[]c.	Members of the public						76%
[]d.	Local government	67%	23 %	6%	3%	1 %	90%
[]e.	Real estate developers	54 %	33%	7%	5%	1 %	87%
[]f.	Banks and financial institutions	29%	45%	15%	9%	2%	74%
(SPLI	T SAMPLE B ONLY)						
[]g.	Federal government						62%
[]h.	Large corporations						61%
[]i.	Non-profit organizations						55%
[]j.	Elected officials						88%
[]k.	State government						85%
[]1.	Landlords	31%	50%	10%	7%	2%	81%

(RESUME ASKING ALL RESPONDENTS)

12. Next, here are some factors that some people have said make the Portland area less affordable. After I read each one, please tell me whether you think it is a major cause, a minor cause, or not a cause. (RANDOMIZE)

	(IUI (DOMIEL)	MAJOR CAUSE	MINOR CAUSE	NOT A CAUSE	(DK/ NA)	MAJOR /MINOR
(SPLI	T SAMPLE A ONLY)					
[]a.	Not enough new affordable housing is being built	64%	25%	7%	4%	89%
[]b.	Large businesses have benefited from tax breaks without raising wages for front-line					
	workers	53%	26%	16%	5%	79%
[]c.	High demand and low supply have driven					
	up prices in the housing market					95%
[]d.	Local taxes are too high	43%	35%	20%	3 %	78%
[]e.	Government has done a poor job of					
	managing growth	53 %	35%	10%	3 %	88%
`	T SAMPLE B ONLY)					
[]f.	Lots of wealthy people have moved here,	40.07	20.07	100	200	0604
	driving up prices	48%	38%	12%	3%	86%
[]g.	Individual neighborhoods or communities are blocking affordable housing	23%	42%	26%	9%	65%
						1

		MAJOR CAUSE	MINOR CAUSE	NOT A CAUSE	(DK/ <u>NA)</u>	MAJOR /MINOR
(SPLI	T SAMPLE B ONLY CONT.)					
[]h.	Wage increases have not kept up with rising					
	costs in the region	63%	28%	7 <i>%</i>	2%	91%
[]i.	The Urban Growth Boundary limits the land					
	available for building new housing	29%	46%	19%	6%	75%
[]j.	It costs a great deal to create new roads,					
- ~	pipes, and other things required to build					
	new neighborhoods	36%	43 %	16%	4%	79%
[]k.	Developers are working to maximize their					
	profits	65%	27%	7 <i>%</i>	2%	92%
	r	*-	, -			

13. Now I am going to read you a list of different subgroups of the Portland Metro population. After I read each one, please tell me how high a priority you think it should be to help that particular group find safe, affordable housing: a high priority, medium priority, or low priority. (RANDOMIZE)

		<u>HIGH</u>	MEDIUM	LOW	(DK/ <u>NA)</u>
[]a.	People who are experiencing homelessness	67%	23 %	9%	1 %
[]b.	Working families with children	67%	28%	4%	0%
[]c.	The elderly	73%	21%	5%	1 %
[]d.	Veterans	63%	30%	6%	2%
[]e.	Working people who cannot afford a place to live	71%	22%	6%	1 %
[]f.	People who have been priced out of their homes	55%	34 %	9%	2%
[]g.	First-time homebuyers	28%	51%	19%	2%
[]h.	People of color	60%	30%	6%	4%

NEXT I WANT TO ASK YOU MORE ABOUT PARKS AND NATURAL AREAS IN THE REGION.

14. First, do you think funding for the Portland region's system of parks, trails, and natural areas should be increased, kept the same, or reduced? (**IF INCREASED**, **ASK:** "Should it be **INCREASED**/ **REDUCED** a great deal or just somewhat?")

TOTAL INCREASED28%
Increased a great deal 10%
Increased somewhat 18%
Kept the same62%
TOTAL REDUCED 6%
Reduced somewhat 4%
Reduced a great deal 2%
(DON'T KNOW/NA) 5%

15. Next, I'm going to read you some projects and services that could be provided if increased funding were available. For each item I read, please tell me how important the project or service is to you personally: is it extremely important, very important, somewhat important, or not important? (RANDOMIZE)

		EXT IMPT	VERY IMPT	SMWT IMPT	NOT IMPT	(DK/ <u>NA)</u>	EXT/ VERY
(SPL)	IT SAMPLE A ONLY)						
[]a.	Protecting fish and wildlife habitat	23 %	42%	29%	5%	0%	65%
[]b.	Maintaining and improving water quality in						
	local rivers and streams	35%	40%	21%	4%	0%	76%
[]c.	Connecting people with nature close to home	12%	24%	43%	20%	1%	36%
[]d.	Providing "Nature in Neighborhoods" grants						
	to support community-led projects	10%	22%	44%	22%	2%	31%
	to support community rou projects	2070	,,	,	,«	_,,	
(SPL)	T SAMPLE B ONLY)						
[]e.	Providing funding to local governments to						
L JC.	repair, maintain and improve local parks	11%	32%	47%	10%	1%	43%
[]f.	Maintaining existing Metro parks, like	11 /0	32 /0		10 /0	1 /0	75 /0
[]1.	Oxbow and Blue Lake, which are more than						
	50 years old	1007	2007	2601	6.07	1 07	56%
r 1.	•	16%	30%	30%	0%	1 %	30%
[]g.	Purchasing land for construction of walking	601	100	4.4.07	21.07	0.07	2507
F 31	and biking trails in the future	6%	19%	44%	31%	0%	25%
[]h.	Constructing trails for walking and biking on		. –				
	existing park lands	7%	17%	52%	24 %	0%	24%
(SPL)	IT SAMPLE A ONLY)						
[]i.	Opening new parks on existing publicly-						
	owned land	7%	16%	52%	23 %	1%	23%
(SPL)	IT SAMPLE B ONLY)						
ὶ]j.	Opening new parks on existing publicly-						
	owned land managed by Metro regional						
	government	7%	18%	46%	28%	1 %	25%
	50 (0111110111	7 70	10 /0	10 /0	20 /0	1 /0	23 /0

16. Next, here are some statements from people who <u>support</u> increased investment in regional parks, trails, and natural areas. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

		VERY CONV	SMWT CONV	NOT CONV	DON'T BEL	(DK/ NA)	VERY/ SMWT
(SPL)	IT SAMPLE A ONLY)				· <u></u>		
[]a.	(POPULATION) As the population grows and greater Portland becomes more crowded, we need more parks, trails, and natural areas to maintain a high quality of life	29 07	A 1 07	21 07	100%	0.07	68%
[]b.	(COMMUNITIES) We need to provide better access to nature for all communities in greater Portland, including people of color and others who have historically been	20 /0	41 ///	21 //0	10 /0	0 %	00 %
	underserved	39%	31%	18%	11%	2%	70%
(SPL)	IT SAMPLE B ONLY)						
[]c.	(VISION) Continuing to invest in the region's parks and natural areas makes the most of a legacy that voters have built over the past 25 years.	33%	43%	16%	7%	2%	76%
[]d.	(UNIQUE) In maintaining a regional park system, Metro plays a unique role among park providers in greater Portland: protecting clean water, restoring fish and wildlife habitat, and connecting people to nature close						
[]e.	to home(POLITICAL) In today's political climate,	33%	47%	13%	6%	2%	80%
[]C.	protecting natural resource lands is more						
	important now than ever	48%	31%	11%	10%	1%	78%
(RES	UME ASKING ALL RESPONDENTS)						
[]f.	(WATER/HABITAT) Protecting clean water and restoring fish and wildlife habitat makes greater Portland a better place to live, (SPLIT SAMPLE A ONLY: and is particularly important as we prepare for						
	climate change.)	52%	30%	12%	5%	0%	82%

17. Now that you have heard more, let me ask you again: do you think funding for the Portland region's system of parks, trails, and natural areas should be increased, kept the same, or reduced? (IF INCREASED, ASK: Should it be INCREASED/ REDUCED a great deal or just somewhat?)

TOTAL INCREASED36%
Increased a great deal11%
Increased somewhat 25%
Kept the same54%
TOTAL REDUCED 7%
Reduced somewhat 4%

18. Next, here are some statements from people who <u>oppose</u> increased investment in regional parks, trails, and natural areas. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

VERY SMWT NOT DON'T (DK/ VERY/ **CONV** NA) **SMWT** CONV **CONV** BEL (SPLIT SAMPLE A ONLY) (**PRIORITIES**) Parks and nature are as not []a. as urgent as other community needs, such as affordable housing and transportation. ------31% ---- 37% ---- 22% ----- 8% -----2% 69% (NO PETS) Metro does not allow dogs or []b. other pets at most of its parks and natural areas, including Blue Lake and Oxbow parks; we should not increase our investment unless they change that rule. ----- 9% ----- 17% ---- 47% ---- 24% ----- 3% 26% (FARMS) Metro could end up using these []c. dollars to purchase productive farmland and convert it to habitat for fish and wildlife. ----- 7%----- 31% ---- 35% ----- 22%------ 4% *38*% (TOO MUCH LAND) Metro already []d. manages 17 thousand acres of land and doesn't have a long-term funding source to take care of the land it already has. -----9% 48% (SPLIT SAMPLE B ONLY) (SAFETY) Metro is contributing to safety []e. problems in local communities by continuing to expand the regional trail system. ----- 5%----- 5% ---- 35% ---- 30% ----- 4% 31% []f. (HOUSING) Acquiring land for clean water, wildlife habitat and parks takes away land that 31% (**RECREATION**) Too much of the land in []g. Metro's park system is off-limits for ------9%------23% ---- 36% -----24%------8% 32%

Having heard this, let me ask you one last time: do you think funding for the Portland region's system of parks, trails, and natural areas should be increased, kept the same, or reduced? (IF INCREASED, ASK: Should it be INCREASED/ REDUCED a great deal or just somewhat?)

TOTAL INCREASED34%
Increased a great deal10%
Increased somewhat24 %
Kept the same55 $\%$
TOTAL REDUCED 9%
TOTAL REDUCED 9% Reduced somewhat 5%
Reduced somewhat 5%

NOW I WOULD LIKE TO BRING A NUMBER OF THE SUBJECTS WE HAVE BEEN DISCUSSING TOGETHER.

20. Suppose there were a measure on the ballot that would increase taxes to help ensure enough housing that is affordable for all residents of the region (SPLIT SAMPLE D: and protecting natural areas, water quality and wildlife habitat, and improving our neighborhood parks). If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it? (IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK: "Do you lean toward voting yes or no?")

	SPLIT C: HOUSING	SPLIT D: PARKS/	
	ONLY	HOUSING	TOTAL
TOTAL YES	57%	61%	59%
Definitely yes	26%	27%	26%
Probably yes	24 %	28%	26%
Undecided, lean yes	7%	6%	6%
TOTAL NO	40%	32%	36%
Undecided, lean no	4%	2%	3%
Probably no	13%	10%	11%
Definitely no	23%	20%	21%
(DK/NA)	4%	7%	5%

21. And regardless of how the money were raised, would your household be willing to pay additional taxes to fund (SPLIT SAMPLE C ONLY: affordable housing) (SPLIT SAMPLE D ONLY: affordable housing and parks improvements)? (IF WILLING/UNWILLING, ASK:) "Would that be very WILLING/UNWILLING, or just somewhat? (DO NOT RANDOMIZE)

		VERY WILL	SMWT WILL	SMWT UNWILL	VERY UNWILL	(DK/ <u>NA)</u>	TOTAL WILL	TOTAL UNWILL
a.	100 dollars per year							
	Split C: Housing only	32%	26%	11%	27%	4%	58%	38%
	Split D: Parks/Housing	40%	20%	10%	26%	3 %	61%	36%
	Total	36%	23 %	11%	27%	4%	59%	37%
b.	75 dollars per year							
	Split C: Housing only	42%	20%	10%	25%	4%	61%	35%
	Split D: Parks/Housing	44%	20%	8%	24%	4%	64%	32%
	Total	43%	20%	9%	24%	4%	63%	33%
c.	50 dollars per year							
	Split C: Housing only	50%	16%	9%	22%	3 %	66%	31%
	Split D: Parks/Housing	54%	15%	6%	21%	4%	69%	27%
	Total	52%	15%	8%	22%	4%	67%	29%
d.	25 dollars per year							
	Split C: Housing only	56%	15%	6%	20%	4%	71 %	25%
	Split D: Parks/Housing	62%	12%	3%	20%	4%	74%	22%
	Total	59%	13%	4%	20%	4%	72 %	24%

22. Some people have proposed to instead fund affordable housing for the Portland region with a tax on new residential, commercial, and industrial development. Would that way of raising funds sound acceptable or unacceptable? (IF ACCEPTABLE/UNACCEPTABLE, ASK:) "Would that be very ACCEPTABLE/ UNACCEPTABLE, or just somewhat?"

TOTAL ACCEPTABLE65%
Very acceptable39%
Somewhat acceptable26%
TOTAL UNACCEPTABLE31%
Somewhat unacceptable11%
Very unacceptable20%
•
(DON'T KNOW/NA) 5 %

HERE ARE MY FINAL QUESTIONS, AND THEY ARE JUST FOR CLASSIFICATION PURPOSES.

23.	Do you	own or	rent your	place o	f residence?
-----	--------	--------	-----------	---------	--------------

Own	76%
Rent2	22%
(DON'T KNOW/NA)	3%

24. What was the last level of school you completed?

Less than grade 12 1%
Grade 1212%
Less than 4 years of college21%
College graduate (4)38%
Post graduate work/
Professional school27%
(REFUSED/NA) 1%

25. Do you have any school-aged children living at home?

Yes	27 %
No	·····73 %
(DON'T KNOW/NA)	1%

26. I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2016?

\$25,000 and under10%
\$25,001 - \$50,000 16%
\$50,001 - \$75,000 18%
\$75,001 - \$100,00017%
More than \$100,00030%
(DON'T READ) Refused 9%

THANK AND TERMINATE			
SEX (BY OBSERVATION):	Male		
	Female	52%	
PARTY REGISTRATION:	Democrat	55%	
	Republican		
	Non-Partisan/other		
FLAG			
P1249%			
G12 83 %			
P14 50%			
G14 82 %			
P16 80%			
G16 97%			
Blank1%			
COUNTY			
Clackamas 19%			
Multnomah 50%			
Washington 31%			
S			
CITY			
Portland 43 %			
Other 57%			
AGE			
18-29 13%			
30-39 18%			
40-49 18%			
50-547%			
55-598%			
60-64 13%			
65-74 14 %			