



TO Interested Parties

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FM3 Research

RE: Results of a Survey of Metro Voters on Housing Issues

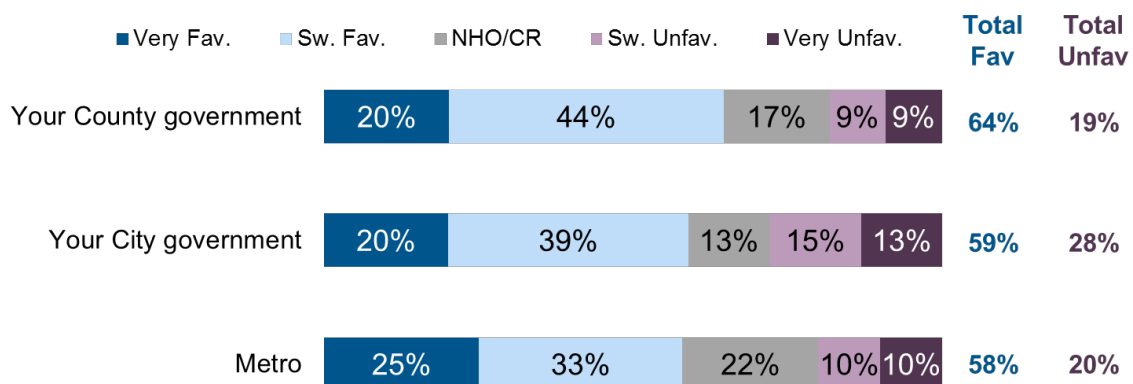
DATE March 12, 2018

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of likely November 2018 voters in the Metro service territory to assess their views of housing issues and a potential bond measure to address them.ⁱ The study found that voters are divided on the direction of the region, but have favorable views of local government. There is majority support for a \$500 million affordable housing bond measure, which increases as voters learn more about it. Nearly three in five voters are willing to pay higher property taxes of up to \$100 per year in order to fund the bond's projects.

Key specific findings of the survey include the following:

- **Voters are divided on the direction of life in the Portland area.** A narrow plurality of voters (45%) says the region is headed in the right direction, while about two in five (39%) say it's pretty seriously on the wrong track.
- **Solid majorities have favorable views of local government.** As shown in Figure 1, 64 percent view their County government favorably, while nearly three in five have favorable views of their City and of Metro.

Figure 1: Views of Local Government

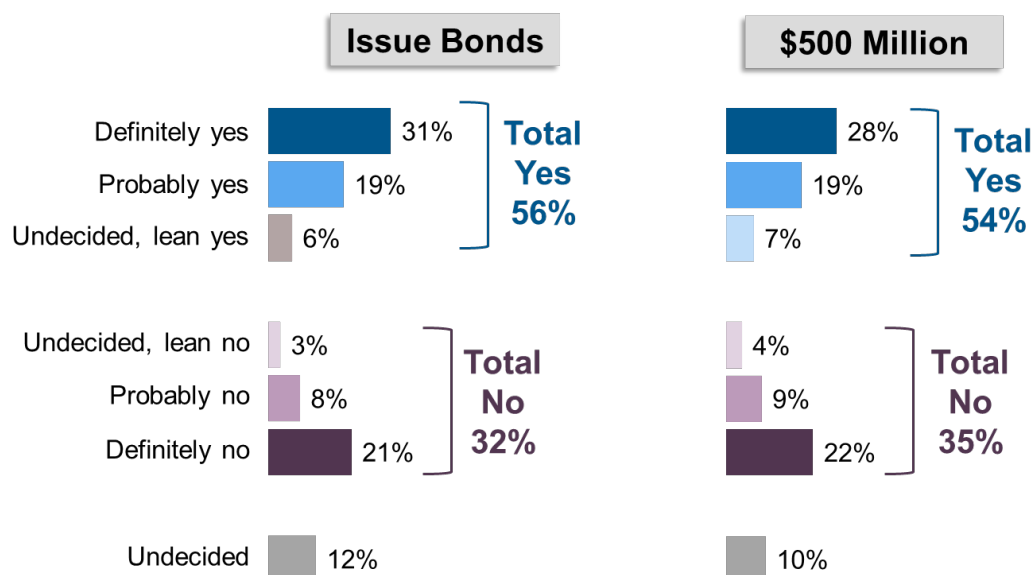


- **A majority backs an affordable housing bond measure.** Half of the survey sample heard draft ballot language for a bond measure beginning with “Shall Metro issue bonds,” while the other half heard a version that started “Shall Metro fund affordable housing” (and also specified the amount of the bonds). In each case, a majority supports the measure, with differences between the two well within the margin of error. However, for each version, about one in five are “definitely no” voters. About one in ten in each case are undecided.

Figure 2: Support for an Affordable Housing Bond Measure

*VERSION 1: Shall Metro **issue bonds, fund affordable housing** for low-income families, seniors, veterans, people with disabilities; require public oversight? If the bonds are approved, they will be payable from taxes on property or property ownership that are not subject to the limits of sections 11 and 11b, Article XI of the Oregon Constitution.*

*VERSION 2: Shall Metro fund affordable housing for low-income families, seniors, veterans, people with disabilities; require public oversight; **issue \$500 million in general obligation bonds**? If the bonds are approved, they will be payable from taxes on property ownership that are not subject to the limits of section 11b, Article XI of the Oregon Constitution.*



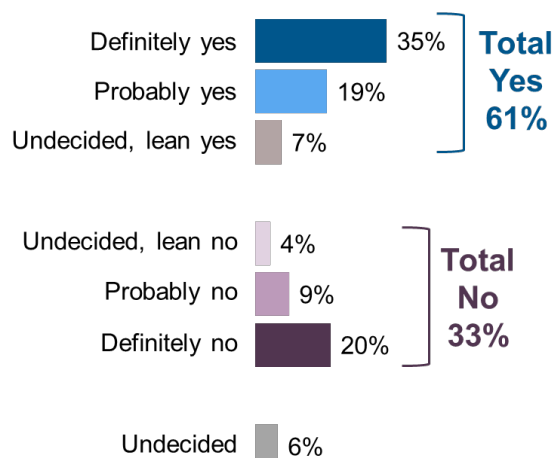
This support is consistent with the 57% who indicated in an October 2017 poll that they would support a measure to fund affordable housing in the region.

- **Additional information about the measure boosts support to three in five.** Survey respondents were offered the following brief explanation of what the bond would do:

The measure would authorize Metro to issue \$500 million in bonds. These bonds would fund construction and purchase of new housing, and maintenance and repair of existing housing, that will be affordable to low-income families, seniors, veterans, and people with disabilities in Multnomah, Washington and Clackamas counties

This information resulted in both broader and stronger support, with 61% in favor and just 33 percent opposed. More than one third (35%) indicated that they would “definitely” vote “yes” (Figure 3).

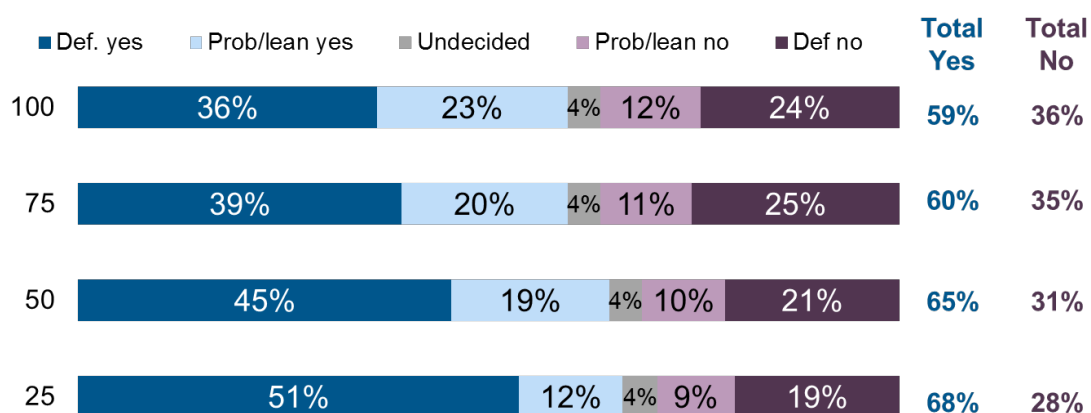
Figure 3: Support for a Bond After Explanation



- **Voters are willing to pay additional property taxes of as much as \$100 per year in order to fund the bond.** As shown in **Figure 4**, nearly three in five (59%) say they would vote “yes” on a bond measure if they knew it would cost them \$100 annually; even greater shares support lower amounts, like \$25 per year.

Figure 4: Willingness to Pay

Suppose this housing bond resulted in a property tax of \$_____ per year for five years for the typical homeowner. In that case, would you vote yes in favor of it, or no to oppose it?



In sum, Metro voters show broad and strong willingness to support a \$500 million bond measure that would add affordable housing in the region – even at an additional cost of up to \$100 per year per household.

ⁱ **Methodology:** From Feb. 27 - March 1, 2018, FM3 conducted 600 live telephone interviews with likely November 2018 voters in the Metro service territory. Interviews were conducted via landline and cell phones. The margin of sampling error for the study is +/-4.0% at the 95% confidence interval; half-samples have a +/-5.7% margin of error. Due to rounding, some percentages do not add up to 100.