



TO Metro

FROM David Metz and Miranda Everitt
FM3 Research

RE: Results of June Dual-Mode Survey

The attached data shows results of our most recent dual-mode (phone and online) voter survey to assess support for a transportation ballot measure. Key observations include:

- After the boost we saw in the immediate wake of the COVID outbreak earlier this year, the public mood and views of local government have receded a bit – 51% see the region as being on the "wrong track," and there are much narrower margins of favorability for local government.
- While both versions of the measure (with and without the inclusion of a vehicle registration fee) have majority support, the version *without* the VRF consistently polls better, as shown below. It has the support of roughly three in five voters throughout the survey:

Version	Ballot Language	Explanation	After Pro Messages
No VRF	58% to 36%	62% to 37%	63% to 34%
With VRF	52% to 44%	56% to 41%	57% to 40%

- Intensity of support is modest, though – both versions start with relatively few voters saying they would "definitely" vote "yes," indicating (as we have seen previously) that public education and outreach will be important.
- The top messages focus on reducing traffic; rebuilding infrastructure; and the stimulus benefits of the investments.

Overall, the numbers are encouraging – the updated ballot concepts produce some of the most positive initial results we have seen, and they move up further as respondents hear more information.



**METRO TRANSPORTATION MEASURE
PLACEMENT FEASIBILITY SURVEY
220-5871-WT
N=840
MARGIN OF SAMPLING ERROR $\pm 3.5\%$ (95% CONFIDENCE INTERVAL)
A/B SPLITS**

Hello, I'm _____ from a public opinion research company. We're conducting a short survey about issues that concern voters in greater Portland, which includes Clackamas, Multnomah and Washington counties. I am not trying to sell you anything and I will not ask you for a donation or contribution of any kind. May I speak with _____? **(MUST SPEAK WITH VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED--OTHERWISE TERMINATE.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely----- 93%
 Yes, cell but cannot talk safely ----- **TERMINATE**
 No, not on cell----- 7%
(DON'T READ) DK/NA/REFUSED----- TERMINATE

1. **(T)** Overall, would you say things in the Portland area are generally headed in the right direction, or do you feel that they are pretty seriously on the wrong track?

Right direction----- 33%
 Wrong track ----- 51%
(DON'T READ) DK/NA ----- 16%

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 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)**

		<u>VERY FAV</u>	<u>SMWT FAV</u>	<u>SMWT UNFAV</u>	<u>VERY UNFAV</u>	<u>HEARD OF/DK</u>	<u>NVR HRD OF</u>	<u>TOTAL FAV</u>	<u>TOTAL UNFAV</u>
[] a.	(T) Metro -----	9%	36%	19%	18%	16%	3%	45%	37%
[] b.	(T) Your City government-----	9%	36%	22%	21%	11%	2%	45%	42%
[] c.	(T) Your County government----	8%	41%	18%	15%	16%	1%	49%	34%

MY NEXT QUESTIONS ARE ABOUT A MEASURE THAT MAY BE ON THE BALLOT IN NOVEMBER.

3. The measure reads as follows:

(SPLIT SAMPLE A ONLY)

Improve traffic, safety, transit, through business tax exempting small businesses. Should Metro improve roads, bus/ MAX, repair bridges, in Multnomah, Washington, Clackamas counties; establish business tax (0.6% of total payroll)?

(SPLIT SAMPLE B ONLY)

Improve traffic, safety, transit, through business tax and vehicle fee. Should Metro improve roads, bus/MAX, repair bridges; tax larger businesses (0.6% of total payroll), establish \$38 vehicle registration fee?

(RESUME ASKING ALL RESPONDENTS)

If the election were held today, would you vote yes in favor of this measure, or no to oppose it? **(IF YES/NO, ASK:)** "Is that definitely **(YES/NO)** or just probably **(YES/NO)**?" **(IF NMI/ UNDECIDED/DK/NA, ASK:)** "Well, do you lean towards voting yes or no?"

	<u>SPLIT A:</u> <u>NO VRF</u>	<u>SPLIT B:</u> <u>W/VRF</u>	<u>TOTAL</u>
TOTAL YES -----	58%	52%	55%
Definitely yes -----	24%	24%	24%
Probably yes -----	30%	24%	27%
Undecided, lean yes -----	5%	4%	4%
 TOTAL NO -----	 36%	 44%	 40%
Undecided, lean no -----	3%	2%	3%
Probably no -----	7%	10%	9%
Definitely no -----	26%	31%	29%
 (DK/NA) -----	 5%	 4%	 5%

(ASK Q4 IF YES/NO – CODES 1-6 – IN Q3 AND SPLIT SAMPLE C)

4. In a few words of your own, why would you vote YES/NO on this measure? **(OPEN-END, RECORD VERBATIM RESPONSES - PROBE FOR A SPECIFIC RESPONSE, NOT JUST “SOUNDS GOOD” / “SOUNDS BAD”)**

a. Yes:

	(N=119) SPLIT A: <u>NO VRF</u>	(N=103) SPLIT B: <u>W/VRF</u>	(N=223) <u>TOTAL</u>
Infrastructure improvements -----	51%	57%	54%
Support revenue source -----	27%	27%	27%
Upgrade/improve transit -----	13%	17%	15%
Funding is needed for improvements -----	17%	10%	14%
Reduce traffic -----	8%	12%	10%
Safety improvements/earthquakes -----	9%	7%	8%
Economic benefits/jobs -----	8%	3%	6%
Keep up with future growth -----	8%	3%	6%
Mixed feelings -----	5%	6%	5%
Reduce emissions/pollution -----	4%	6%	5%
Support/use mass transit -----	3%	6%	5%
General support -----	3%	1%	2%
Need more information -----	3%	2%	2%
Other -----	1%	1%	1%
Don't know -----	0%	1%	0%
Refused -----	0%	4%	2%

b. No:

	(N=79) SPLIT A: <u>NO VRF</u>	(N=96) SPLIT B: <u>W/VRF</u>	(N=175) <u>TOTAL</u>
Funds are misused -----	42%	42%	42%
Too many taxes -----	41%	32%	36%
Bad source of revenue -----	24%	17%	20%
Increased fees/cost -----	4%	15%	10%
More important issues -----	4%	9%	7%
Metro has enough money -----	6%	4%	5%
Need more information -----	1%	5%	3%
Mixed feelings -----	2%	1%	1%
Other -----	3%	2%	2%
Don't know -----	0%	1%	1%
Refused -----	0%	2%	1%

(RESUME ASKING ALL RESPONDENTS)

5. Now let me tell you a little bit more about this measure.

As you may know, the Metro Council is considering a package of investments to address traffic, transit and safety throughout Clackamas, Multnomah, and Washington counties. Funding would be used for earthquake upgrades, and traffic and pedestrian safety improvements; to make buses faster and more reliable; and provide free transit passes for youth.

It would be funded by a 0.6% payroll tax on businesses, while exempting small businesses with fewer than 25 employees, (**SPLIT SAMPLE B ONLY:** as well as a \$38 per year vehicle registration fee). In total, the measure would raise an estimated \$4.8 billion over 20 years and bring in \$2.6 billion in additional matching funds from state, federal and other sources. The measure would require community oversight and annual audits.

Having heard this, would you vote yes in favor of this measure, or no to oppose it? **(IF YES/NO, ASK:)** "Is that definitely **(YES/NO)** or just probably **(YES/NO)**?" **(IF NMI/UNDECIDED/DK/NA, ASK:)** "Well, do you lean towards voting yes or no?"

	SPLIT A: <u>NO VRF</u>	SPLIT B: <u>W/VRF</u>	<u>TOTAL</u>
TOTAL YES -----	62%	56%	59%
Definitely yes -----	32%	29%	30%
Probably yes -----	27%	24%	25%
Undecided, lean yes -----	4%	2%	3%
 TOTAL NO -----	 37%	 41%	 39%
Undecided, lean no -----	4%	2%	3%
Probably no -----	9%	6%	8%
Definitely no -----	25%	32%	29%
 (DK/NA) -----	 1%	 3%	 2%

(ASK Q6 IF YES/NO – CODES 1-6 – IN Q5 AND SPLIT SAMPLE D)

6. In a few words of your own, why would you vote YES/NO on this measure? (OPEN-END, RECORD VERBATIM RESPONSES - PROBE FOR A SPECIFIC RESPONSE, NOT JUST “SOUNDS GOOD” / “SOUNDS BAD”)

a. Yes:

	(N=129) SPLIT A: <u>NO VRF</u>	(N=123) SPLIT B: <u>W/VRF</u>	(N=253) <u>TOTAL</u>
Infrastructure improvements -----	36%	38%	37%
Support revenue source -----	28%	25%	27%
Safety improvements/earthquakes -----	20%	21%	20%
Funding is needed for improvements -----	15%	17%	16%
Upgrade/improve transit -----	13%	19%	16%
Reduce traffic -----	12%	11%	11%
Support/use mass transit -----	10%	10%	10%
Economic benefits/jobs -----	7%	10%	8%
Free passes for youth -----	6%	5%	6%
Keep up with future growth -----	1%	9%	5%
Mixed feelings -----	2%	4%	3%
General support -----	2%	3%	2%
Need more information -----	3%	2%	2%
Reduce emissions/pollution -----	2%	3%	2%
Community oversight -----	1%	2%	1%
Other -----	0%	0%	0%
Don't know -----	1%	0%	1%
Refused -----	3%	1%	2%

b. No:

	(N=78) SPLIT A: <u>NO VRF</u>	(N=82) SPLIT B: <u>W/VRF</u>	(N=159) <u>TOTAL</u>
Funds are misused -----	43%	44%	44%
Too many taxes -----	23%	37%	30%
Bad source of revenue -----	32%	26%	29%
More important issues -----	15%	9%	12%
Increased fees/cost -----	7%	13%	10%
Metro has enough money -----	6%	9%	7%
Need more information -----	3%	3%	3%
General oppose -----	1%	1%	1%
Mixed feelings -----	3%	0%	1%
Other -----	1%	1%	1%
Refused -----	4%	0%	2%

(RESUME ASKING ALL RESPONDENTS)

7. First, I am going to read you some statements from people who may support this measure. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support the measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/ NA)</u>	<u>VERY/ SMWT</u>
[]a. (REBUILD) This measure would make much needed investments in our aging roads and bridges, creating tens of thousands of jobs and helping to rebuild our local economy at the same time as we rebuild our transportation system. -----	34%	34%	18%	13%	1%	68%
[]b. (EQUITY) The measure would make it safer, easier, and more affordable to get to jobs, services, and other destinations, with an intentional focus on benefitting people with lower incomes and communities of color. -----	31%	29%	22%	18%	1%	59%
[]c. (SMALL EXEMPT) The tax on business would be levied on larger employers based on total payroll. It would exempt small businesses with 25 or fewer employees. -----	26%	35%	26%	11%	2%	60%
[]d. (DELAY) This measure would be structured so work could begin immediately on key projects, putting people to work as quickly as possible building priority road, safety and transit projects. But any collection of taxes or fees would be delayed until 2022, allowing more time for the economy to recover. -----	29%	34%	20%	14%	2%	63%
[]e. (FUTURE) If the events of this year have shown us anything, it's that we owe it to ourselves to take control and invest in our future. This means continuing progress we have made with affordable housing and homelessness, climate action and addressing racial equity—we all deserve safe, connected, and sustainable communities. And that also means investing in a transportation system that serves all of us. -----	31%	25%	26%	17%	1%	56%
[]f. (TRAFFIC) Spending hours in traffic has major impacts on our quality of life. While the COVID-19 crisis may temporarily cut down on traffic, the crisis will pass, and the greater Portland area will see hundreds of thousands of new residents in the coming years. We need investment now to reduce traffic in the most congested areas as the region continues to grow. -----	39%	27%	24%	8%	2%	66%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BEL</u>	<u>(DK/ NA)</u>	<u>VERY/ SMWT</u>
[]g. (REGIONAL) People live and work in different parts of the greater Portland region, and need to get around safely and reliably. This measure was crafted to meet the needs of communities large and small throughout Multnomah, Washington, and Clackamas counties. Investments would focus on urgent local traffic chokepoints and safety concerns, as well as regional transit improvements and bridge repairs. The entire region would see positive results from this package of investments. -----	28%	36%	22%	13%	1%	64%
[]h. (STIMULUS) We have learned from past economic downturns that investment in jobs and infrastructure is one of the best ways to stimulate the economy and create lasting, positive recovery. It's one reason this measure is needed now. We urgently need to improve roads, bridges, and pedestrian safety while putting people back to work with family-wage jobs. -----	36%	33%	19%	11%	1%	69%

8. Now that you’ve learned more about it, please consider the measure again. It reads as follows:

(SPLIT SAMPLE A ONLY)

Improve traffic, safety, transit, through business tax exempting small businesses. Should Metro improve roads, bus/ MAX, repair bridges, in Multnomah, Washington, Clackamas counties; establish business tax (0.6% of total payroll)?

(SPLIT SAMPLE B ONLY)

Improve traffic, safety, transit, through business tax and vehicle fee. Should Metro improve roads, bus/MAX, repair bridges; tax larger businesses (0.6% of total payroll), establish \$38 vehicle registration fee?

(RESUME ASKING ALL RESPONDENTS)

If the election were held today, would you vote yes in favor of this measure, or no to oppose it? **(IF YES/NO, ASK:)** “Is that definitely **(YES/NO)** or just probably **(YES/NO)?**” **(IF UNDECIDED ASK:)** “Well, do you lean towards voting yes or no?”

	SPLIT A: <u>NO VRF</u>	SPLIT B: <u>W/VRF</u>	<u>TOTAL</u>
TOTAL YES -----	63%	57%	60%
Definitely yes -----	38%	34%	36%
Probably yes -----	22%	22%	22%
Undecided, lean yes -----	3%	2%	2%
 TOTAL NO -----	 34%	 40%	 37%
Undecided, lean no -----	1%	2%	1%
Probably no -----	7%	6%	7%
Definitely no -----	26%	32%	29%
 (DK/NA) -----	 3%	 3%	 3%

9. Next, before the coronavirus outbreak, did you regularly – that is, at least two or three times per week – use any of the following transportation options? By that I mean for any purpose, including commuting to school or work, running errands or recreation. **(RANDOMIZE)**

	<u>YES</u>	<u>NO</u>	<u>(DK/NA)</u>
[ja. (T) Ride TriMet or SMART buses-----	16%	83%	1%
[jb. (T) Ride MAX light rail or street car-----	22%	78%	1%
[jc. (T) Carpool-----	23%	76%	1%
[jd. (T) Drive alone -----	89%	11%	1%
[je. (T) Use a ride-hail service like Uber or Lyft-----	26%	73%	1%
[jf. (T*) Bike with a shared bike service like BIKETOWN -----	3%	97%	1%
[jg. (T) Bike with your own bicycle -----	27%	72%	1%
[jh. (T) Use motorized scooters like Lime or Bird -----	4%	96%	0%
[ji. Walking -----	74%	25%	1%

THESE NEXT QUESTIONS HELP DECISION-MAKERS AT METRO KNOW IF WE ARE HEARING FROM A REPRESENTATIVE GROUP OF PEOPLE REFLECTING THE REGION'S DIVERSE COMMUNITIES AND BROAD RANGE OF EXPERIENCES.

10. How do you describe your gender?

Female -----	47%
Male -----	44%
Transgender -----	0%
Non-binary, genderqueer or third gender-----	1%
A gender not listed above (PLEASE DESCRIBE) -----	1%
(DON'T READ) Prefer not to answer -----	7%

11. Do you own or rent your home? **(DO NOT READ LIST)**

Own -----	67%
Rent-----	25%
Live with parents or someone who owns -----	5%
Live with parents or someone who rents-----	0%
Other (SPECIFY) -----	0%
(DON'T KNOW/NA) -----	3%

12. Do you have any children under 18 living at home? **(IF NO, ASK: “Do you have any children age 18 or older?”)**

Yes, under 18 -----	25%
Yes, 18 or older-----	15%
Yes, both under and over 18-----	3%
No -----	54%
(DON'T KNOW/NA) -----	4%

13. When asked your racial or ethnic identity within the broad categories below, how do you identify? **(DO NOT READ LIST; CLARIFY IF NEEDED AND ALLOW MULTIPLE SELECTIONS)**

Native American, American Indian, or Alaska Native-----	1%
Asian or Asian-American-----	4%
Black or African American-----	2%
Hispanic or Latinx -----	6%
Native Hawaiian or other Pacific Islander-----	0%
White-----	75%
An ethnicity not included above (SPECIFY) -----	2%
(DON'T READ) Prefer not to answer-----	13%

14. Do you live with a disability? **(IF YES, READ CODES 2-7. ALLOW MULTIPLE RESPONSES)**

No -----	80%
Hearing difficulty -----	4%
Vision difficulty -----	1%
Cognitive difficulty -----	2%
Ambulatory difficulty -----	5%
Self-care difficulty -----	1%
Independent living difficulty -----	1%
(DON'T READ) Other (SPECIFY) -----	3%
(DON'T KNOW/NA) -----	8%

15. Which of the following best represents the annual income of your household before taxes? **(READ LIST)**

Less than \$10,000-----	1%
\$10,000 to \$19,999 -----	3%
\$20,000 to \$29,999 -----	7%
\$30,000 to \$39,999 -----	5%
\$40,000 to \$49,999 -----	7%
\$50,000 to \$74,999 -----	15%
\$75,000 to \$99,999 -----	15%
\$100,000 to \$149,999 -----	17%
\$150,000 or more-----	13%
(DON'T READ) Don't know/Prefer not to answer -----	17%

THANK AND TERMINATE

PARTY REGISTRATION:

Democrat -----49%
 Republican -----19%
 NAV/Other-----32%

MODE

Phone ----- 50%
 Online ----- 50%

COUNTY

Clackamas ----- 19%
 Multnomah----- 50%
 Washington ----- 31%

FLAGS

P14----- 33%
 G14 ----- 70%
 P16----- 60%
 G16 ----- 88%
 P18----- 42%
 G18 ----- 88%
 BLANK ----- 4%

AGE

18-24-----6%
 25-29----- 7%
 30-34----- 10%
 35-39----- 8%
 40-44----- 10%
 45-49----- 10%
 50-54----- 9%
 55-59----- 6%
 60-64----- 9%
 65-74----- 16%
 75+ ----- 8%