

September 27, 2007

TO: City of Portland, visionPDX Project
FROM: Davis, Hibbitts & Midghall, Inc.
SUBJ: Telephone survey findings for visionPDX

I. Introduction

Davis, Hibbitts & Midghall, Inc. (DHM) is pleased to present the results of a telephone survey conducted on behalf of the City of Portland visionPDX Project. The survey assessed attitudes among residents toward Portland's future and issues important in shaping the city. This report highlights the principal findings, including notable subgroup variations.

Research Methodology. DHM surveyed 500 City of Portland residents between September 7-10, 2007 using random-digit dialing techniques. In gathering responses, DHM employed quality control measures that included questionnaire pre-testing, callbacks, and verification. The questionnaire averaged 15 minutes in length and included a mix of open-ended and closed questions. A copy of the questionnaire annotated with results is attached as an appendix to this report. Readers should refer to it for the exact wording of questions.

Computer abstracts accompany and are referenced throughout this report. They present a number of cross-tab variables based on demographic groupings. Combined percentages in the report may not always equal the sum of individual percentages because of rounding.

Statement of Limitations. Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between the sample group and the total population (here, all City of Portland residents). For a sample size of 500, if the respondents answered a particular question in the proportion of 50% each way the margin or error would be +/-4.4%. If they answered 90% one way and 10% the other, the margin would be +/- 2.6%.

These plus-minus error margins represent differences between the sample and total populations at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire target population.

II. General Attitudes Towards the City and Its Future

We began the survey by asking a series of open-ended questions to see what words, ideas, and values floated to the top of citizens' minds when thinking about Portland and its future.

When asked what they personally most valued about living in Portland today (Q1), residents most often mentioned the weather and climate (13%), followed by the environment and natural setting (10%). Other popular city features included the accessibility of outdoor activities and green space (8%), the general quality of life (7%), the people and community (6%), and the diversity of culture (5%). Other mentions garnered 3% or less each.

A majority (54%) of respondents thought the city would improve over the next 20 years (Q2). The top reason they gave for saying so had to do with Portland's generally progressive nature (see Table 1). Residents in NE stood out for feeling this way, especially relative to those in SW, as did respondents with a household income under \$50K relative to those in the highest income bracket (\$75K+).

Solving transportation and road issues also ranked high as a reason people felt the city would improve (not mentioned by 11-20 year residents as much as by those who have lived in Portland over 20 years or under 11). Other reasons residents expected progress in Portland were people taking better care of the city and positive environmental attitudes (more popular with women than men). Business growth, infrastructure development, and improving education rounded out the top responses.

Table 1

Reasons Portland Will Be a Better City in 20 Years (Q3)	
Generally being progressive	22%
Improving transportation/road issues	16%
People will take better care of the city	14%
Positive environmental attitudes	11%
Growth/more businesses	8%
Development/infrastructure	5%
Improving education – general	5%
Other	< 4%

Source: Davis, Hibbitts & Midghall, 2007

Nearly four in ten residents (38%) were less optimistic about Portland's future and saw the city becoming worse in 20 years (Q2). Population growth and related issues such as over-crowding and housing concerns were by far the largest factor in that judgment, mentioned by a combined 51% of those who foresee the city getting worse over time (see Table 2). If we add two other growth-related concerns, namely traffic congestion and

overbuilding, the combined response totals 82%. Subgroups were consistent in their concern over growth in the city – there were no significant variations.

Taken by itself, worsening traffic congestion and road safety ranked a strong second among reasons why residents felt the city would get worse, also without significant subgroup variations. Other notable fears related to crime, lack of political direction and leadership, over-development, environmental concerns, and poor K-12 schools.

Table 2

Reasons Portland Will Be a Worse City in 20 Years (Q4)	
Population growth/overcrowding	45%
Worse traffic congestion/traffic safety	21%
Crime too high/don't feel safe	12%
Lacking political direction/good leadership	12%
Too much development/overbuilding	10%
Environmental concerns/problems	7%
Housing-related growth issues	6%
Poor K-12 schools	6%
Other	< 5%

Source: Davis, Hibbitts & Midghall, 2007

When asked to choose a single word to describe the kind of city they wanted Portland to be in 2030 (Q5), residents gave a wide variety of responses, many of which echoed one another. The most popular ideas clustered around the words “clean,” meaning environmentally stable and beautiful (6%), “livable,” meaning a decent place with a good quality of life (5%), “safe” or “comfortable” (4%), and “friendly” (4%).

Yet another pair of open-ended questions confirmed the values reflected in those words and validated as well what Portlanders were concerned with most for their city (Q7a/b). Asked to complete the sentence, “In 2030 I want Portland to be ___,” the most common cluster of answers was “environmentally sound, greener, clean” (20%). The second tier of responses was “desirable place to live, livable,” “safe to live in/family friendly” and “the same as it is now” (13%, 12%, and 11% respectively). Seven percent of survey respondents said “better than it is now,” while 6% spoke of “economic stability and strength.” Other mentions received less than 5% each.

Women were more likely than men to mention the environment. Women and households with children were also quicker to think “safe” and “friendly,” as were the newest residents relative to those who have lived in the city over 21 years.

As for what Portland residents fear for the city (completing the sentence, “My biggest fear for Portland over the next 20 years is ___”), the top concern was overcrowding and overpopulation (29%). Respondents older than 35 said this more often than 18-34 year-olds, as did those with income levels over \$50K relative to those with less income.

Twelve percent mentioned crime and lack of safety, and another 6% each pointed to poor schools and housing concerns, including both high cost and declining values. People in the N, NE, and SE were more likely than those in the SW to mention crime and safety, as were those with less than a college degree relative to more educated groups.

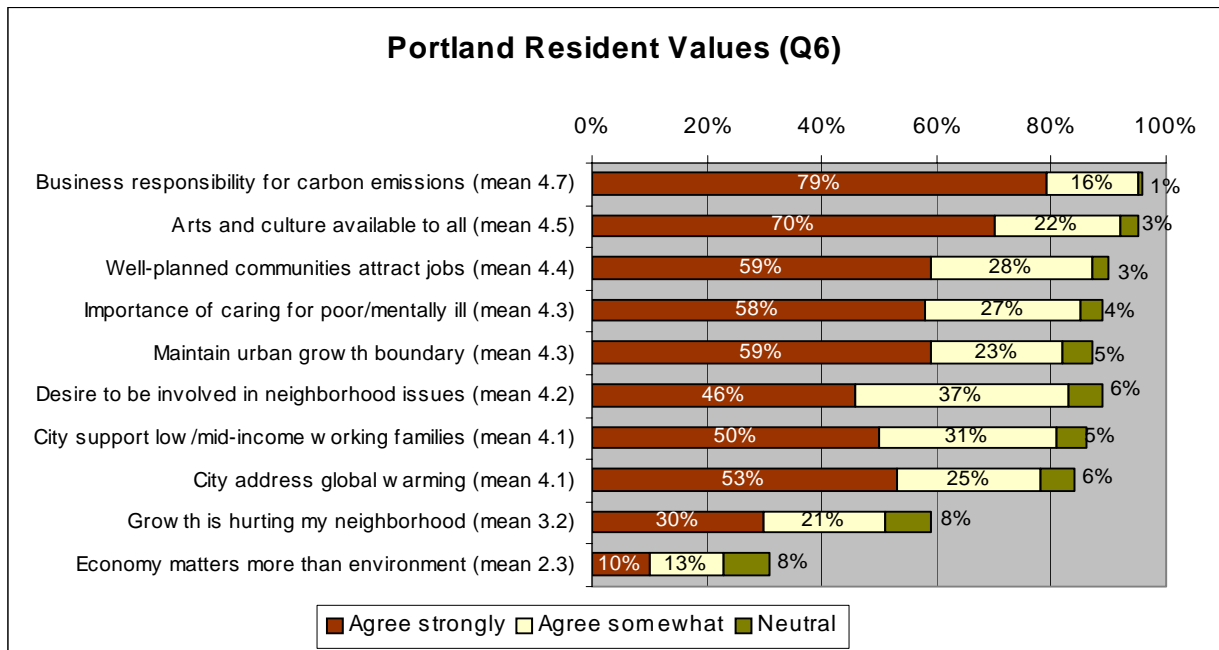
The specter of poor schools caused special concern in a number of subgroups, including NE residents relative to those in SE, households with children, nonvoters, nonwhites, and the middle income bracket (\$25-50K). The youngest age and residency brackets also showed more concern about poor schools than the oldest in age and length of residence.

Finally, housing costs and the threat of declining property values worried holders of graduate and professional degrees more than those who had not completed college.

III. Values of City Residents

We asked the survey group to rate their attitudes towards several value statements, according to whether they agreed strongly, agreed somewhat, felt neutral, disagreed somewhat, or disagreed strongly. Translating that range to a numerical scale of 1 (= strong disagreement) to 5 (= strong agreement), we calculated a mean score for each of the statements. Figure 1 charts statements in order of highest agreement.

Figure 1



Source: Davis, Hibbitts & Midghall, 2007

Eight of the ten statements earned strong approval ratings, with mean scores ranging from 4.1 up to 4.7 on the 1 to 5 scale. At the top of the list, agreement was strong and disagreement hard to come by. Eight out of ten respondents, for example, thought that Portland community businesses should be held responsible for their carbon emissions; only 3% of the sample disagreed. Agreement was sufficiently uniform among subgroups with no group registering a mean score below 4.6. That said, support for the statement was highest among the youngest Portlanders.

Second most popular was the view that arts and culture should be accessible and available to all. Seven in ten respondents agreed strongly, with only 6% disagreement and no mean score below 4.4 in any subgroup. .

City residents clearly believed that well-planned communities help attract jobs to the area, that caring for poor and mentally ill people were as important as public works and safety, and that the city should maintain the urban growth boundary to avoid unplanned sprawl.

Residents also showed interest in neighborhood issues, favored city government playing a role in supporting low and middle income working families, and wanted to see the city take more steps to help reduce the impacts of global warming.

Subgroup variations suggest that women and the lowest income bracket (under \$50K) agree more than men and the highest bracket (over \$75K) that caring for the poor and mentally ill were as important as public works and safety. Respondents living with children under 18 expressed relatively higher interest in neighborhood involvement than those without children, while nonvoters not surprisingly expressed less interest than voters.

Two statements in the group met a less enthusiastic reception than the eight already mentioned. Concerning the effects of growth and development on the city, just over half the sample felt their local neighborhoods were suffering. Disagreement was stiff, however, at 41%, with 8% feeling neutral.

Even less welcomed was the proposition that economic growth should be the city's number one priority, even if it takes precedence over environmental stewardship. Two thirds of the sample disagreed, 36% strongly. In terms of subgroups, men were more likely than women to agree with the priority of economic growth, as was the least educated group relative to holders of college and advanced degrees. Nonvoters agreed with economic priority more and more strongly than voters, nonwhites agreed more than whites, and the lowest income group agreed more than the highest income households.

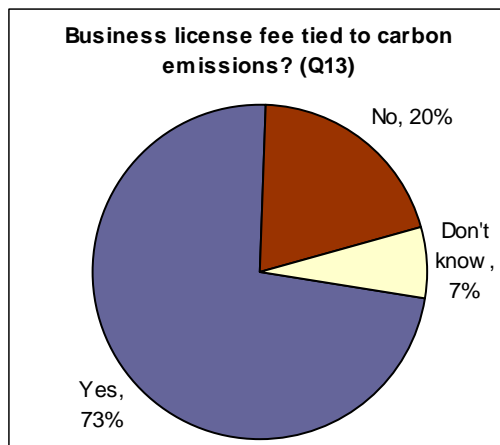
IV. Evaluation of Specific Programs (Q8-16)

In addition to testing general attitudes and values, the survey probed city residents' views on a number of specific programs. Especially popular was a proposal about sustainable business practices. Respondents solidly approved making businesses more accountable by tying the amount of license fees to their carbon emissions (Q13; Figure 2). An even larger percentage favored the city providing financial incentives to businesses that use renewable energy, maximize recycling, and take other actions to reduce their overall carbon emissions (Q14; Figure 3)

Women were more likely than men to favor the two business programs. Younger respondents were more likely than those over age 55 to favor financial incentives for environmentally responsible behavior among businesses.

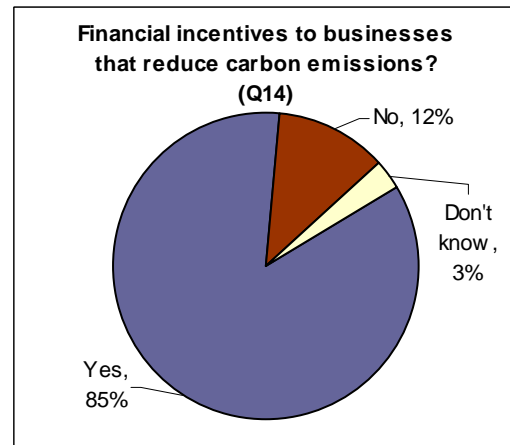
As a general note on the subgroups answering this series of questions about specific programs, women and the oldest age group often hesitated more than their counterparts to give definite answers, turning in higher don't know rates in several areas.

Figure 2



Source: Davis, Hibbitts & Midghall, 2007

Figure 3



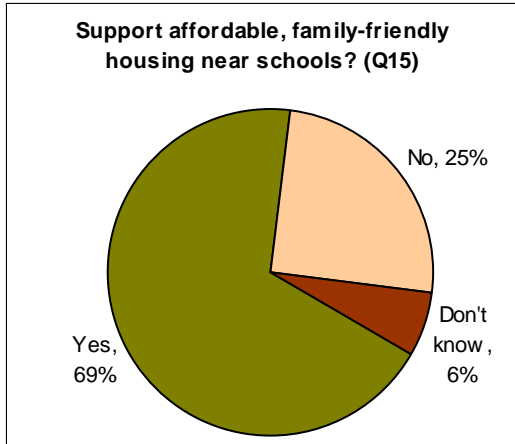
Source: Davis, Hibbitts & Midghall, 2007

The next most popular program had to do with public schools. Seven in ten respondents liked the idea of building affordable, family-friendly housing near neighborhood schools to boost enrollment and prevent further school closures (Q15; Figure 4). Even more favored transforming schools into mixed-use spaces able to accommodate community and neighborhood groups or city offices (Q16; Figure 5).

Support for affordable housing near schools decreased from younger to older respondents (75% of 18-34 year-olds supported such housing, compared to 62% of those over 55). Support was also greater among residents of 20 or fewer years compared to 21+ years.

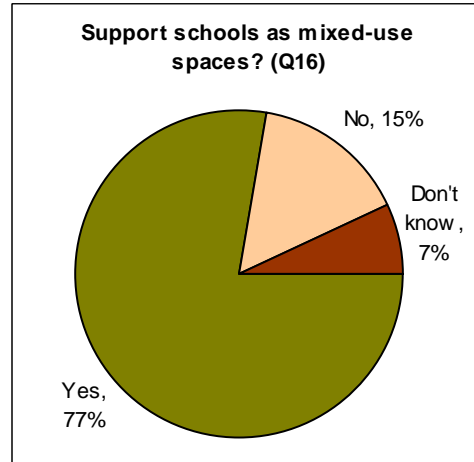
The 21+ group showed less favor for the mixed use proposal as well, relative to those who have lived in the city for 11-20 years.

Figure 4



Source: Davis, Hibbitts & Midghall, 2007

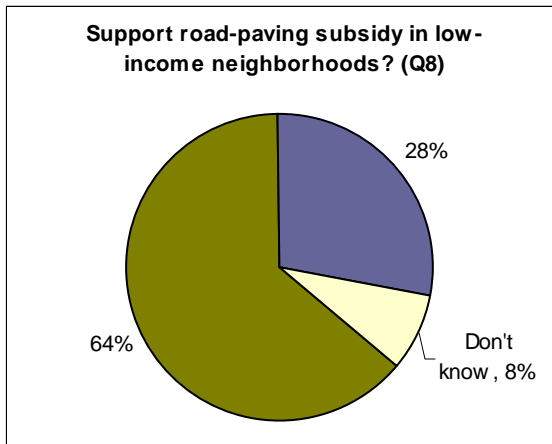
Figure 5



Source: Davis, Hibbitts & Midghall, 2007

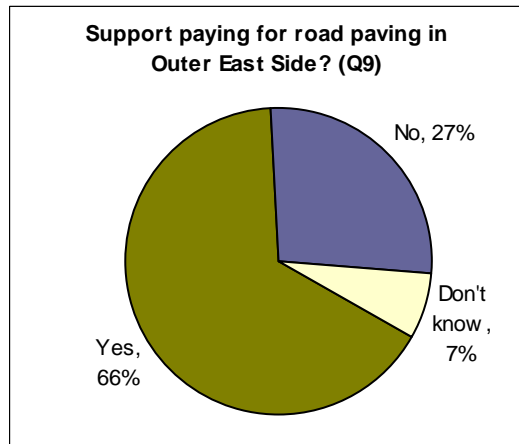
Strong majorities also favored a program to pave unpaved streets in Portland. Nearly identical percentages of the sample supported two possible ways of addressing this need, on the one hand by subsidizing paving programs in low-income neighborhoods (Q8; Figure 6) and on the other by covering paving costs in Outer East Portland (Q9; Figure 7). Subgroups were largely consistent between the two proposals.

Figure 6



Source: Davis, Hibbitts & Midghall, 2007

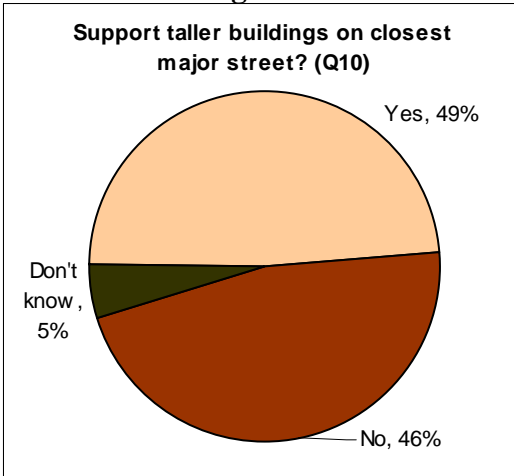
Figure 7



Source: Davis, Hibbitts & Midghall, 2007

A fourth program generated significantly more controversy than the previous three. Survey respondents were almost uniformly divided on the question of supporting taller buildings along the major street closest to where they live (Q10; Figure 8). About half (49%) supported taller buildings, while 46% opposed them.

Figure 8



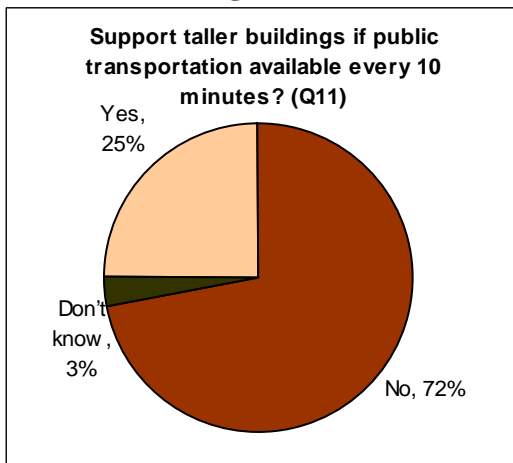
Source: Davis, Hibbitts & Midghall, 2007

Strength of support trended smoothly in several groups: the youngest respondents favored taller buildings more than the next older group, which favored them more than the oldest. Similar trends emerged from newest to longest-term city residents, and among respondents with the highest, middle, and lowest levels of education and income. In general, men were more supportive than women of taller buildings.

To pursue the issue further, we asked those who did not support taller buildings in the first question (n=229 respondents) whether they might change their minds in specific

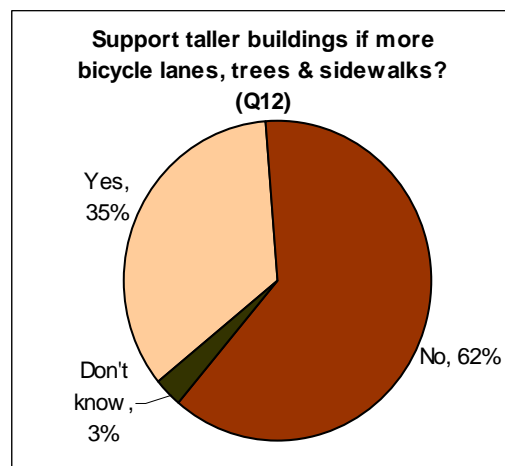
circumstances. If the street offered public transportation every 10 minutes, one quarter of the non-supporters said they would be more inclined to favor taller buildings. Nearly three-quarters, however, remained firm in their opposition (Q11; Figure 9). The addition of more bike lanes, trees, and sidewalks created slightly greater inroads: 35% of non-supporters said they would be more inclined to support taller buildings in that case, while just over six in ten still said they would not (Q12; Figure 10). Most likely to move on the issue were newer residents, nonwhites, nonvoters, and the most highly educated. Whites and residents of over 21 years were more resistant to change on the issue.

Figure 9



Source: Davis, Hibbitts & Midghall, 2007

Figure 10



Source: Davis, Hibbitts & Midghall, 2007

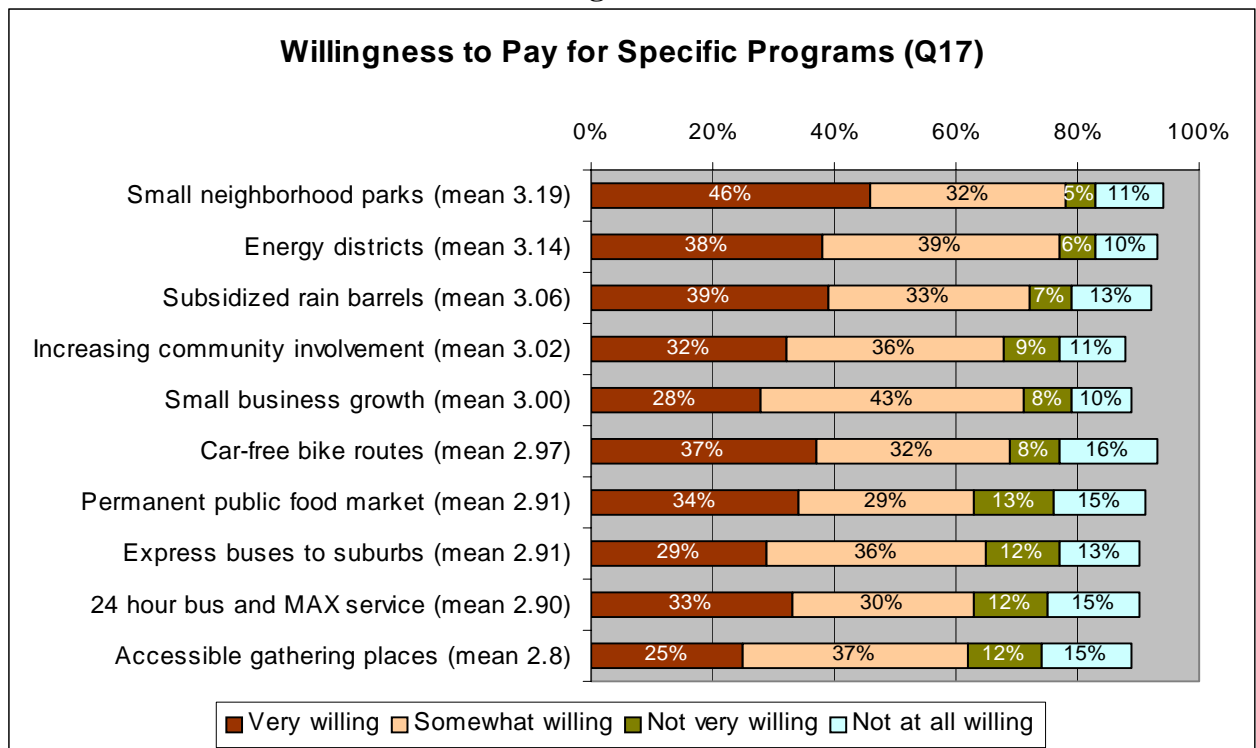
V. Willingness to Pay More for Specific Projects (Q17)

In addition to the programs tested in earlier questions, the survey probed respondents' support of ten further project ideas. Figure 11 shows comparative rankings, with mean scores calculated on a scale of 1 to 4 (4 = very willing to pay more for certain initiatives, 3 = somewhat willing, 2 = not very willing, and 1 = not at all willing).

Respondents expressed widespread support for all of the projects. Mean scores ranged from 3.2 at the top to 2.8 at the bottom. Confirming previous trends, newer city residents were more supportive of virtually all of the proposals relative to residents of 21+ years. NW residents often stood out in relation to other areas of the city for their willingness to pay for the projects.

Those with higher levels of education showed greater willingness than their peers to pay for small parks, energy districts, and car-free bike routes. On the other side, less highly educated groups and those with lower incomes were keener than their peers to expand bus and MAX service to 24 hours. North Portlanders, followed closely by those in the NE, stood out for lack of desire to pay for more express bus service to the suburbs.

Figure 11



Source: Davis, Hibbitts & Midghall, 2007

When asked to disregard how programs would be paid for and rate only their appeal (Q18-19), respondents continued to favor small neighborhood parks and energy districts above all others. Remaining rankings changed slightly (Table 3). Most notably, subsidized rain barrels and increasing community involvement fell, while expanded 24-hour bus and MAX service rose.

Table 3

Appeal of Programs Regardless of Willingness to Pay (Q18-19)	
	# of top two mentions (out of 500)
Energy districts	167
Small neighborhood parks	147
Small business growth	94
Car-free bike routes	86
Expand bus/MAX to 24 hours	85
Permanent public food market downtown	84
Subsidize rain barrels	81
More express buses to suburbs	58
Increasing community involvement	57
Build accessible gathering places	44

Source: Davis, Hibbitts & Midghall, 2007

VI. Observations and Conclusions

The snapshot of Portland provided by this survey supports widespread perceptions that the city is progressive in areas around energy, the environment, planning for population growth, and community consciousness—and residents want it to stay that way 20 years from now.

Energy and the environment, and to a lesser degree, the economy. Several results from the survey confirm Portland residents' long-standing desire to act both responsibly and creatively when it comes to the environment and energy issues. Incentives to businesses to reduce carbon emissions, energy districts to create renewable energy, and rain barrels to capture runoff all won widespread support. Residents said they want the city to be a desirable place to live in 2030, and they widely support measures to help shape that.

At this time, residents in Portland place more value on the environment than economic growth. This may not be the case during tough economic times, but right now residents are prioritizing a green city.

Planning and population growth. The survey results also shine light on Portlanders' attitudes towards growth and planning. Growth and its consequences, from traffic congestion to overcrowding, overdevelopment, and sprawl, topped the list of reasons survey respondents feared Portland might not move in the right direction over the next 20 years. To avert that feared future, inhabitants said they were prepared to invest now in several programs aimed at keeping the city clean and livable.

Survey respondents were more divided on taller buildings than other growth-related issues, but the trends appear to be moving towards greater acceptance. Other growth-related questions showed solid support for planning, including maintaining the urban growth boundary, improving conditions for bicyclists, and supporting both bikes and public transportation.

Community conscience. Perhaps even more than environmental, growth, and planning issues, the survey comments on Portlanders' strong desire to create a community that is friendly and welcoming to people of all kinds. Responses to question after question establish the importance of social and community values to city residents. Small neighborhood parks, accessible gathering places, increased community involvement—all suggest a city with an exceptional social conscience.

These social concerns extend beyond local neighborhoods to people in all areas of the city. Residents said they want Portland to be a place where arts and culture are available to all, where the poor and mentally ill are cared for, where support is offered to low and middle income working families, roads are paved, and schools are vibrant community locations.

Subgroups. Throughout the survey, the most consistent variation among subgroups occurred in the length of residence category. Again and again we saw Portland's longest-term residents differing significantly with those newer to the city. The differences occurred between the 21+-year residents and both of the other two groups, sometimes more with the next cohort down (11-20 years), but other times more with the newest residents (10 years and under). Many of these same differences also occurred between age groups, but not with the same level of consistency. Questions concerning energy, the environment, and community growth tended to spark these discrepancies most often.

Women tended to be more progressive than men on a number of issues, but notably not when it came to taller buildings. Along with whites relative to nonwhites, women were not very inclined to support this measure in addressing population growth. The transition from an ideal of large family homesteads to vibrant, densely populated neighborhoods is under way in Portland but has not yet been achieved.

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2007 visionPDX Survey
September 2007; N=500;

Q1. What do you personally value most about living in Portland today? **[OPEN/PROBE FOR SPECIFICS]**

	(n=500)
Climate/weather -----	13%
Natural setting/environment -----	10%
Availability of outdoor activities/green space/parks-----	8%
Quality of life/standard of living-----	7%
The people/community -----	6%
Diversity in population/culture -----	5%
Other-----	< 3%

Q2. Looking ahead over the next 20 years to the year 2030, and in terms of the things you value most about this community, do you see Portland being a better or worse city than the present?

Better city-----	54% [continue to Q3]
Worse city -----	38% [skip to Q4]
[DON'T READ] DK -----	9% [skip to Q5]

Q3. If better, why? **[OPEN/PROBE FOR SPECIFICS]**

--- **SKIP TO Q6** --- **(n=268)**

Generally being progressive-----	22%
Improving transportation/road issues-----	16%
People will take better care-----	14%
Positive environmental attitudes -----	11%
Growth/more businesses-----	8%
Development/infrastructure-----	5%
Improving education/General-----	5%
Other-----	< 4%

Q4. If worse, why? **[OPEN/PROBE FOR SPECIFICS]** **(n=189)**

Population growth/over-crowding -----	45%
Worse traffic congestion/traffic safety-----	21%
Crime is too high/don't feel safe-----	12%
Lacking political direction/lack of good leadership-----	12%
Too much development/over-building -----	10%
Environmental concerns/problems -----	7%
City is growing at fast rate/over expansion/housing issues -----	6%
Poor K-12 schools-----	6%
Other-----	<5%

Q5. What single word would you choose to describe the kind of city you want Portland to be in 2030? **[OPEN/PROBE FOR SPECIFICS]**

(n=500)

Clean; environmentally stable and beautiful -----6%
 Livable; a decent place to live-----5%
 Safe/comfortable -----4%
 Friendly; leaving behind rude and hostile attitudes-----4%
 Other-----< 2%

Q6. I'm now going to read to you a list of 12 statements. For each one, please indicate if you disagree strongly, disagree somewhat, agree somewhat, or agree strongly.

	<u>Disagree Strong</u>	<u>Disagree Smwt.</u>	<u>Neutral</u>	<u>Agree Smwt.</u>	<u>Agree Strong</u>	<u>DK</u>
<u>ROTATE</u>						
a. Well-planned communities are valuable to bringing jobs to the area. -----	3%	6%	3%	28%	59%	1%
b. It is important to me that we maintain our urban growth boundary to avoid unplanned sprawl. -----	6%	5%	5%	23%	59%	3%
c. Economic growth is the number one priority for the city even if it takes precedence over environmental stewardship. -----	36%	31%	8%	13%	10%	2%
d. Considering the kind of city I want to live in, I believe arts and culture should be accessible and available to all. -----	3%	3%	3%	22%	70%	-
e. I would like City government to take more steps to help us reduce the impacts of global warming. -----	9%	6%	6%	25%	53%	-
f. Our community businesses should be held responsible for their environmental impacts. -----	2%	1%	1%	16%	79%	1%
g. City government should play a role supporting low and middle income working families. -----	5%	8%	5%	31%	50%	1%
h. If it were easy for me to do, I would get involved in issues facing my neighborhood. -----	3%	6%	6%	37%	46%	-
i. Too much growth and development is hurting the quality of life in my neighborhood. -----	16%	25%	8%	21%	30%	-

j. Considering the kind of city I want to live in, such things as caring for poor people and the mentally ill are as important as things like public safety and public works.----- 3%----- 6%-----4% -----27%-----58%----- 2%

Q7. I'm going to read some incomplete statements. Please complete each sentence with your personal value and beliefs. Don't think too long on any one sentence; your first thought is what we want. **[ROTATE]**

a. In 2030, I want Portland to be? **[OPEN/PROBE FOR SPECIFICS] (n=500)**
 Environmentally sound/greener/clean-----20%
 Desirable place to live/livable-----13%
 Safe to live in/family friendly -----12%
 The same as it is now -----11%
 Better than now-general-----7%
 Economically stable/economically strong -----6%
 Other -----< 5%

b. My biggest fear for Portland over the next 20 years is? **[OPEN/PROBE FOR SPECIFICS] (n=500)**
 Overcrowding/overpopulation -----29%
 Not safe/high crime -----12%
 Poor school system/K-12 schools -----6%
 High housing costs/home values decreasing -----6%
 Other -----< 5%

Now, I'm going to talk to you about some program ideas that could influence the kind of city Portland will be in 2030. [ROTATE QUESTION SETS Q8-9, Q10-12, Q13-14, Q15-16]

This program is about unpaved streets in East Portland. Many of the streets in Outer East Portland and elsewhere in the city have never paved, and the cost to pave them has so far been beyond what the homeowners there are able or willing to pay.

Q8. Would you support a subsidy program to help low-income neighborhoods cover the cost of road paving?

Yes-----64%
 No -----28%
[DON'T READ] DK----- 8%

Q9. Would you support the City covering the costs to pave unpaved roads in Outer East Portland?

Yes-----66%
No -----27%
[DON'T READ] DK----- 7%

This program is about new development to accommodate population growth. We know that Portlanders generally support public transportation systems, such as light rail, street cars and bus service. High numbers of riders and dense development is necessary to sustain public transportation systems.

Q10. Would you support taller buildings along the major street closest to you?

Yes-----49% [Skip to Q13]
No -----46% [Ask Q11 then Q12]
[DON'T READ] DK----- 5% [Skip to Q13]

Q11. [IF NO TO Q10] Would you be more inclined to support taller buildings if the street also had public transportation available every 10 minutes? (n=229)

Yes-----25%
No -----72%
[DON'T READ] DK----- 3%

Q12. [IF NO TO Q10] Would you be more inclined to support taller building if there were also more bicycle lanes, sidewalks and street trees? (n=229)

Yes-----35%
No -----62%
[DON'T READ] DK----- 3%

This program is about sustainable business practices and global warming. The City of Portland has identified global warming as a major trend we need to address.

Q13. To make companies accountable for their carbon emissions, should the amount of the business license fee be related to that company's carbon emissions?

Yes-----73%
No -----20%
[DON'T READ] DK----- 7%

Q14. Do you support the City of Portland providing financial incentives to businesses that use renewable energy, maximize recycling, and do other things to reduce their overall carbon emissions?

Yes-----85%
No -----12%
[DON'T READ] DK----- 3%

This program is about public schools. Declining enrollment in many Portland schools has led to school closures in recent years. Rising housing costs are forcing some families out of Portland.

Q15. Would you support building affordable, family-friendly housing near neighborhood schools to boost enrollment?

Yes-----69%
 No -----25%
[DON'T READ] DK----- 6%

Q16. Would you support transforming schools into mixed-use spaces able to accommodate community and neighborhood groups or city offices?

Yes-----77%
 No -----15%
[DON'T READ] DK----- 7%

Q17. Only as an indication of your general support level, I'd now like to ask you how willing you are to pay more for some specific initiatives or projects that could shape the kind of city Portland will be in 2030: not at all willing to pay more, not very willing to pay more, somewhat willing to pay more, or very willing to pay more? Please try to be selective in your ratings.

<u>ROTATE</u>	<u>Not at all</u>	<u>Not very</u>	<u>Smwt</u>	<u>Very</u>	<u>DK</u>
	<u>Willing</u>	<u>Willing.</u>	<u>Willing.</u>	<u>Willing</u>	
a. Creating Energy Districts, in which an area of town produces its own renewable energy. -----	10%	6%	39%	38%	8%
b. Supporting the growth of small businesses through individual technical assistance or mentoring. -----	10%	8%	43%	28%	11%
c. Building accessible gathering spaces where diverse community members can interact and communicate.-----	15%	12%	37%	25%	11%
d. Subsidize rain barrels to capture rain for landscape watering and other uses.-----	13%	7%	33%	39%	8%
e. Develop a permanent public food market downtown (like Pike Place in Seattle). -----	15%	13%	29%	34%	10%
f. Create more small neighborhood parks – like pocket parks, including small playgrounds.-----	11%	5%	32%	46%	5%
g. Designate several car-free bike routes around town.-----	16%	8%	32%	37%	7%
h. Expand bus and MAX hours to run 24 hours a day.-----	15%	12%	30%	33%	11%

- i. More express buses to the suburbs. ----- 13%-----12%----- 36% -----29%-----10%
- j. Increasing community involvement for all Portlanders, including underrepresented groups. ----- 11%----- 9%----- 36% -----32%-----12%

Q18. Regardless of your willingness to pay for it, which one of the initiatives or projects do you personally find most appealing for Portland’s future? **[ENTER LETTER FROM ABOVE]**

- 1. a - Creating Energy Districts, in which an area of town produces its own renewable energy.----- 23%
- 2. f. - Create more small neighborhood parks – like pocket parks, including small playgrounds. ----- 15%
- 3. b. Supporting the growth of small businesses through individual technical assistance or mentoring. ----- 11%
- 4. h. Expand bus and MAX hours to run 24 hours a day.-----8%
- 5. g. Designate several car-free bike routes around town. ---- 8%
- 6. e. Develop a permanent public food market downtown (like Pike Place in Seattle). -----8%
- 7. i. - More express buses to the suburbs. -----6%
- 8. d. - Subsidize rain barrels to capture rain for landscape watering and other uses.-----5%
- 9. j. - Increasing community involvement for all Portlanders, including underrepresented groups.-----4%
- 10. c. - Building accessible gathering spaces where diverse community members can interact and communicate.---- 4%
- 11. DK/No Answer/Refused-----7%

Q19. Which is second most appealing? **[ENTER LETTER FROM ABOVE]**

- 1. f. - Create more small neighborhood parks – like pocket parks, including small playgrounds. ----- 14%
- 2. d. - Subsidize rain barrels to capture rain for landscape watering and other uses. ----- 11%
- 3. a - Creating Energy Districts, in which an area of town produces its own renewable energy. ----- 10%
- 4. g. - Designate several car-free bike routes around town. -----9%
- 5. e. - Develop a permanent public food market downtown (like Pike Place in Seattle).-----9%
- 6. h. - Expand bus and MAX hours to run 24 hours a day. --- 8%

- 7. b. - Supporting the growth of small businesses through individual technical assistance or mentoring. -----7%
- 8. j. - Increasing community involvement for all Portlanders, including underrepresented groups. 7%
- 9. i. - More express buses to the suburbs. -----6%
- 10. c. - Building accessible gathering spaces where diverse community members can interact and communicate. - -----5%
- 10. DK/No answer/Refused ----- 13%

Now I have a few more questions for statistical purposes only.

Q20. How long have you lived in the Portland area?

- 0-5 years-----16%
- 6-10 years-----14%
- 11-15 years-----10%
- 16-20 years----- 8%
- 21-25 years----- 7%
- 25+ years -----45%

Q21. Were you born in the United States?

- Yes-----92%
- No ----- 8%
- [DON'T READ]** DK----- 1%

Q22. What is the highest level of education you have had the opportunity to complete?

- Less than high school----- 2%
- High school -----14%
- Some college -----27%
- College degree -----28%
- Graduate/Professional School -----28%
- [DON'T READ]** Refused----- 1%

Q23. Do you have any children in Portland Public Schools?

- Yes-----16%
- No -----83%
- [DON'T READ]** DK----- 1%

Q24. Do any children under age 18 live in your household?

- Yes-----41%
- No -----59%
- [DON'T READ]** DK----- 1%

Q25. Are you registered to vote?

Yes-----93%
 No-----6%
[DON'T READ] DK-----1%

Q26. If you did not happen to vote in the November, 2006 election, did you choose not to vote in that election, or did thing comes up which kept you from voting?

Chose not to vote-----11%
 Things came up-----12%
[DON'T READ] Voted in election-----75%
[DON'T READ] DK-----3%

Q27. Considering all elections, primary and general, and which are all done by mail now, do you vote all the time, most of the time, sometimes, hardly ever, or you never vote?

All the time-----47%
 Most of the time-----34%
 Sometimes-----9%
 Hardly ever-----5%
 Never-----4%
[DON'T READ] DK-----1%

Q28. What is your racial or ethnic group?

Caucasian/White-----86%
 Hispanic-----3%
 African American-----2%
 Asian-Pacific Islander-----4%
 Native American-----
 Other-----4%
[DON'T READ] Refused-----2%

Q29. Which category best describes your 2006 gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do. (READ LIST.)

\$25,000 or less-----15%
 \$25 – 49,999-----19%
 \$50 – 74,999-----18%
 \$75 – 99,999-----16%
 \$100,000+-----17%
[DON'T READ] Refused-----15%

[RECORD FROM ZIP CODE LIST]

Q30. Area of city

North-----7%
 Northeast-----23%
 Northwest-----9%
 Southeast-----34%

Southwest-----24%
[DON'T READ] Refused/DK----- 2%

Q31. Is your age between:

18-24 -----11%
25-34 -----24%
35-44 -----21%
45-54 -----19%
55-64 -----10%
65-74 ----- 7%
75+ ----- 8%
[DON'T READ] Refused----- -

Q32. Gender [BY OBSERVATION]

Male -----48%
Female-----52%