

DAVIS, HIBBITTS & MIDGHALL, INC.
METRO PUBLIC OPINION RESEARCH – ANNOTATED QUESTIONNAIRE
N=600 Full Sample (N=300 Sample A; N=300 Sample B)
January 6-10, 2006; age 18 plus RDD sample; tri-county (Metro service area)
February 3, 2006

I. QUALITY OF LIFE ISSUES IDENTIFICATION

(Full Sample) 1. What do you think will be the 3 most key issues facing the region in **10 years**?
 (OPEN/PROBE FOR SPECIFICS)

Education-----	33%
Traffic Congestion/Transportation -----	28%
Economy/Jobs -----	26%
Population Growth -----	25%
Environmental Quality -----	19%
Housing-----	12%
Healthcare -----	12%
Taxes -----	11%
Crime/Public Safety -----	8%
Land Use-----	8%
Energy-----	6%
Gas-----	4%
All Other Responses-----	3% or less
Other -----	10%

(Full Sample) 2. Of these issues, which one do you feel will be most important.

Education-----	21%
Economy/Jobs -----	12%
Population Growth -----	9%
Traffic Congestion/Transportation -----	8%
Environmental Quality -----	5%
Healthcare -----	4%
Taxes -----	4%
Crime/Public Safety -----	3%
Housing-----	3%
All Issues Important/Equal -----	2%
Drugs-----	2%
Gas-----	2%
Energy-----	2%
Land Use-----	2%
All Other Responses-----	1% or less
Other -----	3%

(Full Sample) 3. What is it that you enjoy most about the quality of life you have in the region?
 (OPEN/PROBE FOR ONE RESPONSE)

Environmental Quality -----	12%
Nature/Scenery -----	11%
Weather/Climate -----	10%
People/Sense Of Community/Neighborliness -----	9%
Outdoor Recreation Opportunities -----	9%
Small Town -----	4%
Accessibility/Access -----	4%
Sense Of Freedom/Independence -----	4%
Lifestyle -----	3%
Rural/Country -----	3%
Family -----	3%
All Other Responses -----	2% or less
Other -----	10%

(Full Sample) 4. What is it that bothers you the most about the quality of life you have in the region? (OPEN/PROBE FOR ONE RESPONSE)

Traffic Congestion/Transportation -----	17%
Population Growth -----	13%
Rain/Weather -----	8%
Cost Of Living -----	7%
Crime/Public Safety -----	7%
Government/Politics -----	5%
Education/Schools -----	4%
Taxes -----	4%
Environmental Pollution -----	3%
Employment Opportunity/Jobs -----	2%
People/Attitudes -----	2%
Liberalism -----	2%
Drugs -----	2%
Healthcare -----	2%
All Other Responses -----	1% or less
Other -----	8%

II. POPULATION GROWTH

(Half Sample B) 5. Regardless of how you personally feel about it, do you think population growth in the region can be stopped?

		<u>1996</u>
Yes -----	10%	12%
No -----	87%	84%
DK -----	3%	4%

(Half Sample B) 6. (IF NO OR DK TO Q5) What about slowing it down? 1996

Yes -----	37%	40%
No -----	56%	54%
DK -----	6%	6%

(Half Sample B) 7. Do you think we can have a health economy without population growth?

		<u>1996</u>
Yes-----	67%	67%
No-----	28%	26%
DK-----	5%	8%

III. PLANNING: GENERAL SUPPORT, AWARENESS AND KNOWLEDGE LEVELS, AND PLANNING ISSUES

Version A – Unaided (No Population Numbers Provided Respondents)

(Half Sample A) 8. Generally, how supportive are you of your local and regional governments planning for the population growth projected for the region: very opposed, somewhat opposed, somewhat supportive, or very supportive?

Very supportive-----	17%
Somewhat supportive-----	44%
Somewhat opposed-----	15%
Very opposed-----	11%
DK-----	14%

(Half Sample A) 9. To the best of your knowledge, what does such “planning” entail—what kinds of activities? (OPEN/PROBE FOR SPECIFICS)

Growth Management/Land Use Planning-General-----	23%
Transportation-----	17%
Housing-----	17%
Regulations/Zoning/UGB-----	14%
Protecting Environment-----	6%
Education/Schools-----	5%
Economy/Jobs-----	4%
Infrastructure-----	4%
Community Involvement-----	3%
Public Services-General-----	3%
No/Poor Planning-----	3%
All Other Responses-----	1% or less
Other-----	6%

(Half Sample A) 10. (IF SOMEWHAT OR VERY SUPPORTIVE TO Q8) Why do you support local and regional government planning for population growth? (OPEN/PROBE FOR SPECIFICS)

It’s Important-----	31%
Manage Population Growth/Land Use-----	28%
Government Already Doing It-----	13%
For The Economy/Jobs-----	8%
Improved Transportation-----	5%
Environmental Concerns-----	3%
Crime/Safety-----	2%
Quality of Life-----	2%
Better Schools/Education-----	1%
Other-----	8%

(Half Sample A) 11. (IF MORE THAN ONE REASON TO Q10) What is the biggest reason you support planning for population growth? (SPECIFY ONE REASON)

It's Important -----	32%
Manage Population Growth/Land Use-----	23%
Government Already Doing It-----	11%
For The Economy/Jobs -----	8%
Quality of Life -----	3%
Improved Transportation-----	2%
Environmental Concerns -----	1%
Better Schools/Education -----	1%
Other -----	6%

(Half Sample A) 12. (IF SOMEWHAT OR VERY OPPOSED TO Q8) Why do you oppose local and regional government planning for population growth? (OPEN/PROBE FOR SPECIFICS)

Need Better Planning -----	31%
Area Large Enough For Development/Growth—Not Needed ----	15%
Hurt Economy-----	13%
No Space For More Development/Growth -----	9%
Transportation Problems/Issues -----	8%
Don't Really Oppose -----	8%
Not Enough Planning -----	6%
Taxes -----	5%
Environmental Impact/Concerns -----	5%
Education/Schools-----	4%
Not Beneficial-----	4%
Simply Opposed-General -----	3%
Other -----	8%

(Half Sample A) 13. (IF MORE THAN ONE REASON TO Q12) What is the biggest reason you oppose planning for population growth? (SPECIFY ONE REASON)

Need Better Planning -----	28%
Area Large Enough For Development/Growth—Not Needed ----	13%
No Space For More Development/Growth -----	6%
Hurt Economy-----	6%
Don't Really Oppose -----	6%
Environmental Impact/Concerns -----	6%
Traffic Congestion -----	4%
Not Enough Planning -----	4%
Not Beneficial-----	4%
Simply Opposed-General -----	3%
Education/Schools-----	1%
Other -----	10%

Version B – Aided (Population Numbers Provided Respondents)

(Half Sample B) New forecasts predict that the population will be growing twice as fast as we thought in 1995. This equates to a million more people living in the region in the next 25 years.

(Half Sample B) 14. Generally, how supportive are you of your local and regional governments planning for the population growth projected for the region: very opposed, somewhat opposed, somewhat supportive, or very supportive?

Very supportive-----	14%
Somewhat supportive-----	37%
Somewhat opposed-----	20%
Very opposed-----	15%
DK-----	14%

(Half Sample B) 15. To the best of your knowledge, what does such “planning” entail—what kinds of activities? (OPEN/PROBE FOR SPECIFICS)

Transportation-----	23%
Growth Management/Land Use Planning-General-----	19%
Housing-----	18%
Regulations/Zoning/UGB-----	14%
Education/Schools-----	10%
Infrastructure-----	8%
Business Environment-----	6%
Protecting Environment-----	4%
Economy/Jobs-----	4%
Public Services-General-----	3%
Taxes-----	3%
All Other Responses-----	2% or less
Other-----	9%

(Half Sample B) 16. (IF SOMEWHAT OR VERY SUPPORTIVE TO Q14) Why do you support local and regional government planning for population growth? (OPEN/PROBE FOR SPECIFICS)

Government Is Already Doing It-----	26%
It’s Important-----	23%
Manage Population Growth/Land Use-----	23%
For The Economy/Jobs-----	5%
Environmental Concerns-----	3%
Better Schools/Education-----	2%
Quality of Life-----	2%
Taxes-----	2%
No Choice-----	2%
Improved Transportation-----	1%
Better Government Services-----	1%
Other-----	10%

(Half Sample B) 17. (IF MORE THAN ONE REASON TO Q16) What is the biggest reason you support planning for population growth? (SPECIFY ONE REASON)

It's Important -----	26%
Government Is Already Doing It-----	22%
Manage Population Growth/Land Use-----	20%
For The Economy/Jobs -----	4%
No Choice-----	2%
Improved Transportation-----	1%
Environmental Concerns -----	1%
Quality of Life -----	1%
Better Government Services-----	1%
Other-----	9%

(Half Sample B) 18. (IF SOMEWHAT OR VERY OPPOSED TO Q14) Why do you oppose local and regional government planning for population growth? (OPEN/PROBE FOR SPECIFICS)

Need Better Planning-----	34%
Not Beneficial-----	20%
Not Enough Planning -----	14%
Don't Really Oppose -----	9%
Hurt Economy-----	7%
No Space For More Development/Growth-----	5%
Simply Opposed-General -----	5%
Area Large Enough For Development/Growth-Not Needed-----	4%
Transportation Problems/Issues -----	4%
Taxes -----	2%
Environmental Impact/Concerns -----	2%
Other-----	10%

(Half Sample B) 19. (IF MORE THAN ONE REASON TO Q18) What is the biggest reason you oppose planning for population growth? (SPECIFY ONE REASON)

Need Better Planning-----	30%
Not Beneficial-----	17%
Not Enough Planning -----	12%
Don't Really Oppose -----	5%
Hurt Economy-----	4%
Simply Opposed-General -----	4%
Area Large Enough For Development/Growth-Not Needed-----	2%
No Space For More Development/Growth-----	2%
Education/Schools-----	2%
Transportation Problems/Issues -----	1%
Other-----	11%

IV. PLANNING GOALS – PRIORITIZATION

(Half Sample A) I'm going to read you a list of broadly worded planning goals. Over the next ten years, your local and regional governments will be facing many difficult issues related to the population growth projected for the area. With limited resources, they won't be able to do everything and must establish priorities. Knowing that financial resources are limited, what

priority should local and regional governments give to each goal: low priority, medium priority, high priority, or urgent priority. Try not to say urgent for all the goals. Be selective in your rating. Also, remember that we're talking about goals over the next ten years. You may have other goals in mind, but please limit your answers for now to just the goals I'm going to read you.

(ROTATE)

	<u>Urgent</u> <u>Prior</u>	<u>High</u> <u>Prior</u>	<u>Med</u> <u>Prior</u>	<u>Low</u> <u>Prior</u>	<u>DK</u>
20. Protecting area rivers and streams -----	19%	59%	16%	4%	1%
21. Preserving farm and forestland-----	17%	54%	24%	3%	1%
22. Building new roads and highways-----	11%	35%	31%	22%	2%
23. Acquiring open space for recreation and enjoyment-----	5%	35%	40%	17%	3%
24. Opening up farm and forestland for new and expanding businesses -----	1%	9%	21%	66%	3%
25. Nurturing citizen commitment to community and civic involvement -----	5%	39%	44%	9%	4%
26. Protecting air quality -----	16%	58%	21%	4%	1%
27. Building light rail extensions -----	5%	33%	29%	31%	2%
28. Protecting existing neighborhoods -----	8%	56%	26%	6%	4%
29. Revitalizing town centers -----	3%	20%	45%	28%	4%

(Half Sample A) 30. Which of these goals is most important?

Protecting area rivers and streams-----	19%
Preserving farm and forestland -----	18%
Building new roads and highways -----	16%
Protecting air quality-----	13%
Protecting existing neighborhoods-----	10%
Building light rail extensions -----	7%
Nurturing citizen commitment to community/civic involvement -	6%
Acquiring open space for recreation and enjoyment -----	3%
Opening up farm and forestland for new/expanding business-----	3%
Revitalizing town centers -----	2%
DK -----	4%

(Half Sample A) 31. Second most important?

Protecting area rivers and streams-----	25%
Preserving farm and forestland -----	19%
Protecting air quality-----	14%
Protecting existing neighborhoods -----	11%
Building new roads and highways -----	6%
Nurturing citizen commitment to community/civic involvement -	6%
Building light rail extensions -----	4%
Acquiring open space for recreation and enjoyment -----	4%
Opening up farm and forestland for new/expanding business-----	3%
Revitalizing town centers -----	2%
No most important priority -----	4%
DK -----	2%

(Half Sample B) 32. Is major change needed in how we're using the land and other natural resources in the region?

Yes-----	58%
No-----	31%
DK-----	11%

(Half Sample B) 33. (IF YES TO Q32) What kind of change? (OPEN/PROBE FOR SPECIFICS)

More Protection For Environment-----	21%
Better Development-----	10%
Zoning/Regulation/Policy Issues-----	8%
Protect Forest/Farmland-----	8%
Building Issues-----	8%
Relax/Expand Urban Growth Boundary (UGB)-----	8%
Better Planning-----	7%
Control Growth-----	6%
Economic/Financial Issues-----	5%
Energy Issues-----	3%
Political/Government Influence Issues-----	3%
Community Involvement-----	3%
Transportation/Transit Issues-----	3%
Education/Schools-----	2%
Keep Urban Growth Boundary (UGB)-----	1%
Other-----	10%

V. QUALITY OF LIFE FACTORS FOR NEW RESIDENTS

(Full Sample) 34. How long have you lived in the region? (Record in years)

Less than 10 years-----	23%
10 to 20 years-----	22%
20 years or more-----	55%

Mean=27.0

1996: 31% 10 years or less; 69% 11 years or more

(Full Sample) 35. (IF LESS THAN 10 YEARS TO Q34) Why did you move here? (OPEN/PROBE FOR SPECIFICS)

Employment/Job-----	40%
Friends/Family-----	23%
Wanted Change-----	10%
Quality of Life/Good Community-----	8%
Personal Reasons-----	7%
Not Crowded-----	6%
Beautiful/Pretty-----	5%
Environment-----	4%
Education-----	4%
Weather/Climate-----	4%
Outdoor Recreational Opportunities-----	2%
Medical Reasons-----	2%
Less Crime/Safety-----	1%

Mountains/Oceans/Desert----- 1%
 Other----- 4%

VI. TRENDS – PLANNING GOALS AND QUALITY OF LIFE ISSUES

(Half Sample A) I am now going to read to you a series of statements, each one being a possible trend into the future for the region. For each trend, please rate FIRST the probability you think that the trend will actually happen over the next 10 years (not at all likely, not very likely, somewhat likely, or very likely), and SECOND, the desirability you personally place on that trend happening (not at all desirable, not very desirable, somewhat desirable, or very desirable). Remember that we're talking about the region and over the next 10 ten years.

36. The population will grow considerably:

Very <u>Likely</u>	Smwt <u>Likely</u>	Not Very <u>Likely</u>	Not At All <u>Likely</u>	DK	
69%-----	24%-----	3%-----	2%-----	2%	1996 95% Likely (93% 2006)
Very <u>Desirable</u>	Smwt <u>Desirable</u>	Not Very <u>Desirable</u>	Not At All <u>Desirable</u>	DK	
8%-----	24%-----	34%-----	30%-----	5%	1996 24% Desirable (32% 2006)

37. Environmental protection will become more important than economic growth:

Very <u>Likely</u>	Smwt <u>Likely</u>	Not Very <u>Likely</u>	Not At All <u>Likely</u>	DK	
17%-----	29%-----	33%-----	15%-----	6%	
Very <u>Desirable</u>	Smwt <u>Desirable</u>	Not Very <u>Desirable</u>	Not At All <u>Desirable</u>	DK	
43%-----	24%-----	12%-----	15%-----	6%	

38. Public transit, biking, and walking will more and more replace the automobile:

Very <u>Likely</u>	Smwt <u>Likely</u>	Not Very <u>Likely</u>	Not At All <u>Likely</u>	DK	
16%-----	27%-----	29%-----	24%-----	3%	1996 49% Likely (43% 2006)
Very <u>Desirable</u>	Smwt <u>Desirable</u>	Not Very <u>Desirable</u>	Not At All <u>Desirable</u>	DK	
40%-----	24%-----	15%-----	17%-----	4%	1996 64% Desirable (64% 2006)

39. Growth will be concentrated in existing cities and rural areas will be left undeveloped:

Very <u>Likely</u>	Smwt <u>Likely</u>	Not Very <u>Likely</u>	Not At All <u>Likely</u>	DK	
12%-----	19%-----	35%-----	28%-----	5%	
Very <u>Desirable</u>	Smwt <u>Desirable</u>	Not Very <u>Desirable</u>	Not At All <u>Desirable</u>	DK	
25%-----	26%-----	21%-----	22%-----	7%	

40. Congestion on the region's highways will cost the region new jobs:

Very <u>Likely</u>	Smwt <u>Likely</u>	Not Very <u>Likely</u>	Not At All <u>Likely</u>	<u>DK</u>
29%-----	29%-----	25%-----	11%-----	7%
Very <u>Desirable</u>	Smwt <u>Desirable</u>	Not Very <u>Desirable</u>	Not At All <u>Desirable</u>	<u>DK</u>
11%-----	14%-----	29%-----	39%-----	8%

41. The area will have a greater variety of businesses and industries:

Very <u>Likely</u>	Smwt <u>Likely</u>	Not Very <u>Likely</u>	Not At All <u>Likely</u>	<u>DK</u>
35%-----	40%-----	17%-----	5%-----	3%
Very <u>Desirable</u>	Smwt <u>Desirable</u>	Not Very <u>Desirable</u>	Not At All <u>Desirable</u>	<u>DK</u>
45%-----	28%-----	12%-----	12%-----	3%

42. The gap between rich and poor in the area will narrow:

Very <u>Likely</u>	Smwt <u>Likely</u>	Not Very <u>Likely</u>	Not At All <u>Likely</u>	<u>DK</u>
10%-----	15%-----	34%-----	37%-----	3%
Very <u>Desirable</u>	Smwt <u>Desirable</u>	Not Very <u>Desirable</u>	Not At All <u>Desirable</u>	<u>DK</u>
40%-----	18%-----	14%-----	23%-----	4%

43. There will be more family-wage jobs:

Very <u>Likely</u>	Smwt <u>Likely</u>	Not Very <u>Likely</u>	Not At All <u>Likely</u>	<u>DK</u>
13%-----	37%-----	24%-----	13%-----	13%
Very <u>Desirable</u>	Smwt <u>Desirable</u>	Not Very <u>Desirable</u>	Not At All <u>Desirable</u>	<u>DK</u>
50%-----	17%-----	7%-----	13%-----	13%

44. The value of my house will continue to grow (NA For Those Who Do Not Own Home):

Very <u>Likely</u>	Smwt <u>Likely</u>	Not Very <u>Likely</u>	Not At All <u>Likely</u>	<u>DK</u>
59%-----	30%-----	4%-----	5%-----	2%
Very <u>Desirable</u>	Smwt <u>Desirable</u>	Not Very <u>Desirable</u>	Not At All <u>Desirable</u>	<u>DK</u>
57%-----	27%-----	7%-----	6%-----	4%

45. There will be less congestion on the region's highways:

Very <u>Likely</u>	Smwt <u>Likely</u>	Not Very <u>Likely</u>	Not At All <u>Likely</u>	<u>DK</u>
11%-----	5%-----	28%-----	53%-----	3%
Very <u>Desirable</u>	Smwt <u>Desirable</u>	Not Very <u>Desirable</u>	Not At All <u>Desirable</u>	<u>DK</u>
46%-----	15%-----	15%-----	19%-----	5%

46. Laws will favor protection of individual property rights over broader community interests:

Very <u>Likely</u>	Smwt <u>Likely</u>	Not Very <u>Likely</u>	Not At All <u>Likely</u>	<u>DK</u>
13%-----	35%-----	28%-----	14%-----	10%
Very <u>Desirable</u>	Smwt <u>Desirable</u>	Not Very <u>Desirable</u>	Not At All <u>Desirable</u>	<u>DK</u>
30%-----	19%-----	21%-----	19%-----	10%

47. The cost of transportation to work, shopping, school, etc. will be a bigger part of household budgets:

Very <u>Likely</u>	Smwt <u>Likely</u>	Not Very <u>Likely</u>	Not At All <u>Likely</u>	<u>DK</u>
62%-----	24%-----	6%-----	4%-----	4%
Very <u>Desirable</u>	Smwt <u>Desirable</u>	Not Very <u>Desirable</u>	Not At All <u>Desirable</u>	<u>DK</u>
9%-----	16%-----	34%-----	36%-----	6%

48. People will drive longer distances to their jobs:

Very <u>Likely</u>	Smwt <u>Likely</u>	Not Very <u>Likely</u>	Not At All <u>Likely</u>	<u>DK</u>
50%-----	27%-----	16%-----	5%-----	3%
Very <u>Desirable</u>	Smwt <u>Desirable</u>	Not Very <u>Desirable</u>	Not At All <u>Desirable</u>	<u>DK</u>
7%-----	14%-----	35%-----	39%-----	6%

49. More people will be living in my neighborhood:

Very <u>Likely</u>	Smwt <u>Likely</u>	Not Very <u>Likely</u>	Not At All <u>Likely</u>	<u>DK</u>
48%-----	20%-----	21%-----	7%-----	3%
Very <u>Desirable</u>	Smwt <u>Desirable</u>	Not Very <u>Desirable</u>	Not At All <u>Desirable</u>	<u>DK</u>
14%-----	27%-----	24%-----	29%-----	5%

50. Schools will be less important reason for people choosing a place to live:

Very <u>Likely</u>	Smwt <u>Likely</u>	Not Very <u>Likely</u>	Not At All <u>Likely</u>	<u>DK</u>
18%-----	14%-----	34%-----	28%-----	6%
Very <u>Desirable</u>	Smwt <u>Desirable</u>	Not Very <u>Desirable</u>	Not At All <u>Desirable</u>	<u>DK</u>
27%-----	18%-----	21%-----	23%-----	10%

VII. TRADEOFFS – PLANNING GOALS AND QUALITY OF LIFE ISSUES

(Half Sample A) I'm now going to read to you some statements about the 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 with: Is that only somewhat or a lot closer to your feelings. (ROTATE)

(Half Sample A) 51. Some people feel we should invest in more roads for cars. Other people think that public transit represents a better investment. Which way do you feel?

Roads—a lot closer -----	23%
Roads—somewhat closer -----	12%
Public transit—somewhat closer-----	20%
Public transit—a lot closer-----	40%
DK-----	6%

(Half Sample B) 52. Some people say that new development to accommodate population growth should only come through making farm and forestland available for houses and businesses. Others say that new houses and businesses should only be located in areas with existing development and that farm and forestland should be preserved. Which way do you feel?

Make farm and forestland available for new development—a lot closer	14%
Make farm and forestland available for new development—somewhat closer	13%
Development should be on existing development—somewhat closer	22%
Development should be on existing development—a lot closer --	43%
DK-----	7%

(Half Sample A) 53. Some people say to accommodate population growth it is better to add houses in existing or established neighborhoods. Others say it is better to convert farm and forestland to accommodate population growth. Which way do you feel?

Add houses in existing neighborhoods—a lot closer-----	50%
Add houses in existing neighborhoods—somewhat closer-----	21%
Convert farm and forestlands for growth—somewhat closer---	11%
Convert farm and forestlands for growth—a lot closer-----	5%
DK-----	12%

(Half Sample B) 54. Some people say that the government should subsidize and help pay for economic development and job creation (property tax breaks, system development improvements). Others say that private businesses should pay their way and not be treated differently than individual taxpayers and other businesses that don't get the breaks. Which way do you feel?

Govt. should subsidize economic development—a lot closer ----	15%
Govt. should subsidize economic development—somewhat closer	21%
Businesses should pay for economic development—somewhat closer	25%
Businesses should pay for economic development—a lot closer--	29%
DK-----	9%

(Half Sample A) 55. Some people say land developers should pay to bring public services like water, sewer, and roads to their property. Others say those costs are the price that taxpayers should pay for a growing economy. Which way do you feel?

Developers should pay—a lot closer-----	65%
Developers should pay—somewhat closer-----	19%
Taxpayers should pay—somewhat closer -----	9%
Taxpayers should pay—a lot closer-----	4%
DK-----	4%

(Half Sample B) 56. Some people say land developers should pay to bring public services like water, sewer, and roads to their property. Others say that those costs are the price that taxpayers should pay for creating jobs? Which way do you feel?

Developers should pay—a lot closer-----	57%
Developers should pay—somewhat closer-----	25%
Taxpayers should pay—somewhat closer-----	8%
Taxpayers should pay—a lot closer-----	6%
DK-----	5%

(Half Sample A) 57. Some people say that some farm and forestland should be used to accommodate new high tech businesses and other “new” urban economic business expansion. Others say that farm and forest and should be preserved because of the contribution they make to our economy. Which way do you feel?

Allow business development on farm and forestland—a lot closer	8%
Allow business development on farm and forestland—somewhat closer	10%
Preserve farm and forestland—somewhat closer-----	25%
Preserve farm and forestland—a lot closer-----	51%
DK-----	6%

VIII. COST OF HOUSING AND UGB

(Half Sample A) 58. What are the reasons for the rising housing costs in many parts of the United States? (OPEN)

Supply And Demand-General-----	14%
Population Growth-----	13%
Economy-General-----	11%
Greed-----	9%
Less Land Available-----	7%
Supply/Lack Of Homes-----	6%
Cost Of Building/Materials-----	6%
Interest Rates-----	5%
More Affordable/Less Cost Than Elsewhere-----	5%
Inflation-----	5%
Speculation/Flipping Houses-----	5%
Desirability Of Location-----	4%
Cost Of Labor-----	3%
Increasing Land Value-----	3%
All Other Responses-----	2% or less, including specific mention of UGB
Other-----	3%

(Half Sample A) 59. (IF MORE THAN ONE REASON TO Q58) What is the biggest reason? (SPECIFY ONE REASON)

Population Growth-----	11%
Supply And Demand-General-----	10%
Greed-----	10%
Economy-General-----	9%
Less Land Available-----	6%

Supply/Lack Of Homes -----	4%
Interest Rates -----	4%
Population Density-----	3%
Inflation-----	3%
More Affordable/Less Cost Than Elsewhere -----	3%
Speculation/Flipping Houses -----	3%
Desirability Of Location -----	3%
Increasing Land Value-----	2%
Price Of Gasoline/Energy-----	2%
Land Use Management/Zoning/Regulation/Government --	2%
All Other Responses-----	1% or less, including specific mention of UGB
Other-----	3%

(Half Sample B) 60. What are the reasons for the rising housing costs in the region? (OPEN)

Population Growth -----	33%
Supply And Demand-General-----	9%
Desirability Of Location -----	8%
More Affordable/Less Cost Than Elsewhere -----	8%
Economy-General-----	7%
Supply/Lack of Homes -----	7%
Speculation/Flipping Houses -----	6%
Population Density-----	5%
Greed-----	4%
Interest Rate-----	4%
Less Land Available-----	3%
All other responses-----	2% or less, including specific mention of UGB
Other-----	10%

(Half Sample B) 61 (IF MORE THAN ONE REASON TO Q60) What is the biggest reason?
(SPECIFY ONE REASON)

Population Growth -----	25%
Supply And Demand-General-----	7%
Supply/Lack of Homes -----	6%
Desirability Of Location -----	5%
Economy-General-----	5%
Population Density-----	4%
Greed-----	4%
More Affordable/Less Cost Than Elsewhere -----	3%
Speculation/Flipping Houses -----	3%
Inflation-----	2%
Interest Rates -----	2%
All Other Responses-----	1% or less, including specific mention of UGB
Other-----	11%

(Half Sample B) How big a reason is each of the following for the rising housing costs in the region: not a reason at all, not a big reason, a big reason, or a very big reason? (ROTATE)

(ROTATE)	<u>Very Big Reason</u>	<u>Big Reason</u>	<u>Not Big Reason</u>	<u>No Reason</u>	<u>DK</u>
62. Rising interest rates-----	8%	29%	42%	18%	3%
63. Cost of labor -----	7%	34%	46%	8%	5%
64. Cost of construction material-----	10%	44%	35%	7%	4%
65. Urban Growth Boundary -----	13%	41%	28%	7%	10%
66. Inflation-----	14%	41%	32%	9%	5%
67. Speculation by investors-----	18%	44%	21%	6%	11%
68. Not using farm and forestland for development-----	6%	31%	37%	19%	6%

IX. PLANNING ISSUES - AGREE-DISAGREE STATEMENTS

(Half Sample B) I'm now going to read to you a list of 14 statements about land use planning in the region. For each one, please indicate if you disagree strongly, disagree somewhat, agree somewhat, or agree strongly. (Rotate)

	<u>Agree Strong</u>	<u>Agree Smwt</u>	<u>Disag Smwt</u>	<u>Disag Strong</u>	<u>DK</u>
69. Having an Urban Growth Boundary (UGB) makes housing costs go up ----- <i>1996 58% agree (vs. 58% in 2006)</i>	25%	33%	18%	14%	10%
70. Well planned communities are valuable to bringing jobs to the area-----	43%	39%	10%	5%	3%
71. Land use regulations hurt too many private property owners-----	22%	24%	25%	19%	10%
72. Maintaining the area's quality of life will bring jobs to the area -----	44%	39%	8%	4%	4%
73. The number of new residents in the next 25 years will primarily be people moving to the area from elsewhere -----	57%	32%	5%	2%	4%
74. Land use regulations should be relaxed to make it easier for companies to do business-----	11%	22%	25%	34%	8%
75. Increasing funding for transportation system improvements will bring jobs to the area -----	28%	41%	17%	10%	3%
76. Land use regulations are an essential tool in protecting our area's quality of life-----	49%	34%	8%	4%	4%
77. Traffic congestion is caused by urban sprawl-----	45%	24%	16%	9%	6%
78. Land use planning helps protect the value of my home-----	31%	45%	10%	8%	5%
79. Land use planning results in people living too close together -----	24%	26%	22%	20%	8%

	<u>Agree</u> <u>Strong</u>	<u>Agree</u> <u>Smwt</u>	<u>Disag</u> <u>Smwt</u>	<u>Disag</u> <u>Strong</u>	<u>DK</u>
80. The cost of housing is primarily influenced by factors other than the Urban Growth Boundary -----	36%	38%	12%	6%	8%
81. 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 -----	25%	33%	18%	18%	6%
<i>1996 57% Agree (vs. 58% in 2006)</i>					
82. Moving the Urban Growth Boundary outward would not reduce the cost of housing -----	22%	36%	21%	14%	6%
<i>1996 53% Agree (vs. 58% in 2006)</i>					

X. DEMOGRAPHICS AND RECRUITING FOR POSSIBLE FOCUS GROUPS

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

Yes -----	17%
No -----	82%
Don't know/ Refused -----	1%

84. What is your zip code? _____

85. Would you describe where you live as urban, suburban, rural changing to suburban, or rural? 1996

Urban -----	32%	29%
Suburban -----	50%	41%
Rural changing to suburban -----	6%	14%
Rural -----	10%	15%
Other (volunteered, Do Not Ask) -----	2%	
Refused -----	1%	

86. Do you live in a single-family house, a mobile home, or a structure with more than one dwelling unit?

Single family house -----	77%
Mobile home -----	2%
Structure with more than one dwelling -----	19%
Other (volunteered) -----	2%
Refused -----	1%

87. Do you own or rent your home?

Own -----	74%
Rent -----	23%
Other -----	2%
Refused -----	1%

88. How many people, including yourself are in your household?

1	-----	17%	
2	-----	33%	
3	-----	17%	
4	-----	21%	Mean=2.9
5	-----	8%	
6	-----	3%	
7	-----	1%	
Refused	-----	2%	

89. Is your age between:

18-24	-----	5%
25-34	-----	20%
35-44	-----	17%
45-54	-----	26%
55-64	-----	18%
65-74	-----	7%
75+	-----	7%
Refused	-----	1%

90. What is your race or ethnic background?

Caucasian/White	-----	86%
Minority	-----	11%
Refused	-----	4%

91. Are you registered to vote?

Yes	-----	89%	Go to #92
No	-----	10%	Go to #93
Refused	-----	1%	Go to #93

92. (IF YES TO 91) In November, 2004, Ron Wyden was elected US Senator for Oregon. Did you vote in that election, did things come up which kept you from voting, or did you choose not to vote?

Voted	-----	87%
Things came up	-----	4%
Chose not to vote	-----	4%
Did not reside in Oregon at the time	-----	2%
Refused	-----	3%

93. When it comes to most political issues, do you consider yourself very liberal, somewhat liberal, middle of the road-moderate, somewhat conservative, or very conservative?

Very liberal	-----	14%
Somewhat liberal	-----	24%
Middle-of-the-road/Moderate	-----	30%
Somewhat conservative	-----	20%
Very conservative	-----	8%
Refused	-----	5%

94. Just your best guess, was your total household income before taxes for 2005 between:

\$0 and 30,000 -----	16%
\$30-50,000-----	18%
\$50-75,000-----	20%
\$75-100,000 -----	14%
\$100,000 or more-----	16%
Refused -----	16%

95. (DO NOT ASK) Gender.

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

[RECORD FROM SAMPLE]

96. County

Multnomah -----	42%
Washington-----	30%
Clackamas -----	28%

Focus Group Recruiting – For possible follow-up qualitative research

97. One final thing, back to the issues of population growth and our area’s quality of life in the future, would you be interested in participating in a small group discussion later this year about these and related issues? It is completely for research purposes, and you would receive a cash honorarium for your participation.

Yes-----	41%
No -----	59%

(IF YES) Collect name, address, and telephone number.

THANK YOU FOR SHARING YOUR TIME AND OPINIONS