

# **Regional Attitudes Toward Population Growth and Land Use Issues**

A Quantitative Research Project

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Prepared for:  
METRO

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# Regional Attitudes Toward Population Growth and Land Use Issues: 2006 Benchmark Survey of Oregonians

## I. Introduction

Davis, Hibbitts & Midghall, Inc. (DHM) is pleased to present the results of a tri-county survey conducted for METRO. The overall purpose of the research was to gauge attitudes and opinions of residents in the region about growth management issues, including quality of life, population growth, planning goals, priorities and values, the UGB, housing costs, changing neighborhoods, economy, and the environment. For some questions, we compare findings with the 1996 METRO Values & Beliefs Survey.

Multnomah, Washington) residents between January 6 and 10, 2006. The questionnaire had versions A & B (n=300), with some questions asked in both versions (n=600). Questions are referenced as Q#A (version A), Q#B (version B), and Q# (asked in both versions).

### A. Research methodology

DHM conducted a telephone survey of 600 tri-county (Clackamas,

The survey sample was drawn on a proportional basis to reflect the distribution of population throughout the tri-county area. Respondents were selected using random digit dialing to include households with unlisted or unpublished numbers and respondents were screened to be at least 18 years of age. In gathering the survey responses, DHM employed quality control measures which included questionnaire pretesting, callbacks, and verification.

This report highlights key findings and notable subgroup variations for voters at a 95% significance level or higher. All reported variations compare results within the named subgroup only. While the data includes 11 demographic sub-groupings, we focus on gender, age, income, county, residential description, and voter status.

For the exact wording and order of questions, see the annotated questionnaire at the end of this report. For complete information for the survey and data subgroups, including all significant and other variations, refer to the accompanying set of data abstracts.

### B. Statement of limitations

Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between a sample of a given population and the total population. If respondents answered a particular question in the proportion of 90% one way and 10% the other, the margin of error would be +/-3.39% for n=300 and +/-2.40% for n=600. If the split was 50%-50%, it would be +/-5.66% for n=300 and +/-4.00% for n=600.

These plus-minus error margins represent differences between the sample and total population 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. Quality of Life

### A. Generally

Area residents were asked unaided what they enjoy the most about the quality of life they have in the tri-county area (Q3), and what bothers them the most (Q4).

Four of five top reasons to enjoy the area were oriented toward the environment – environmental quality, nature/scenery, weather/climate, and outdoor recreation opportunities. The more social value of people/sense of community/neighborliness rounded out the top five. Each of these top reasons accrued 12% to 9% of respondents. When asked what bothers them most about quality of life in the region respondents had two population oriented concerns: – traffic congestion/transportation at 17% and population growth at 13%.

Tri-county residents believe land use regulations are an essential tool in protecting the area's quality of life (83% agreement, Q76B). They also see the connection of that quality to the economy, with 83% agreeing that maintaining the area's quality of life will bring jobs to the area (Q72B).

Subgroup variations. Traffic congestion bothers ages 55-64 the most (vs. 25-34 and 75+). Other residents, ages 65-74, agree *least* that land use regulations are an essential tool in protecting our area's quality of life.

### B. Factors for New Residents

The average length of residence in the region is 27.0 years (Q34). While our grouping categories don't exactly match with 1996,<sup>1</sup> it is clear that more residents have lived in the region longer: the proportion of those in this survey living here less than ten years fell from about a third to a quarter (31% to 23%), while the over ten year subgroup went from 69% to 77%.

When also asked unaided why they moved here, the standout reason is employment/jobs (40%), followed by friends and family (23%). Wanting change (10%) and quality of life (8%, Q35) fell into a third tier of reasons.

Subgroup variations. Age is closely related to length of residence in the region. While our two youngest age groups (under age 35) did not statistically differ from each other (both 14 years average residence), ages 75+ (an average tenure of 47 years) lived here longer than all subgroups. Washington County residents have lower regional residence durations than Multnomah or Clackamas. Rural changing to suburban residents (33 years) have longer residencies than urban or suburban (both 26 years) residents. Finally, voters have lived in the region longer than non-voters (28 to 22 years).

Among those living in the region for at least 10 years and giving employment or jobs as the reason for moving, more were ages 25-44 than age 65+, and more were from Washington than Clackamas County.

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<sup>1</sup> The 1996 reported groupings are 10 years or less and 11 years or more; in 2006 the groupings are **less than** 10 years, 10- 20 years or more.

### C. Key Issues Ten Years from Now

Respondents were asked unaided to look toward the future and asked what they think will be the three key issues facing the region in 10 years (Q1). They were also asked to choose the one most important issue (Q2). The three most important issues fall into four tiers:

<b>Three Key Issues Facing the Region in 10 Years (Q1)</b>	
<b>Top Tier</b>	<b>% Mention</b>
Education	<b>33%</b>
<b>Second Tier</b>	
Traffic congestion/transportation	<b>28%</b>
Economy/jobs	<b>26%</b>
Population/growth	<b>25%</b>
<b>Third Tier</b>	
Environmental quality	<b>19%</b>
<b>Fourth Tier</b>	
Housing	<b>12%</b>
Healthcare	<b>12%</b>
Taxes	<b>11%</b>

Source: Davis, Hibbitts & Midghall, Inc. February 2006

When pushed to choose only one, education remained the top choice (21%), followed by economy/jobs (12%), population/growth (9%), and traffic congestion/transportation (8%).

Subgroup variations. Respondents choosing education as one of three key future issues are more likely to be female, ages 25-34 (vs. age 18-24 and 75+), and urban or suburban residents, but not rural.

## III. Population Growth

### A. Generally

Tri-county residents see population growth as a key concern. When asked if they think population growth can be stopped in the region (Q5B), 87% say no, very similar to 1996.

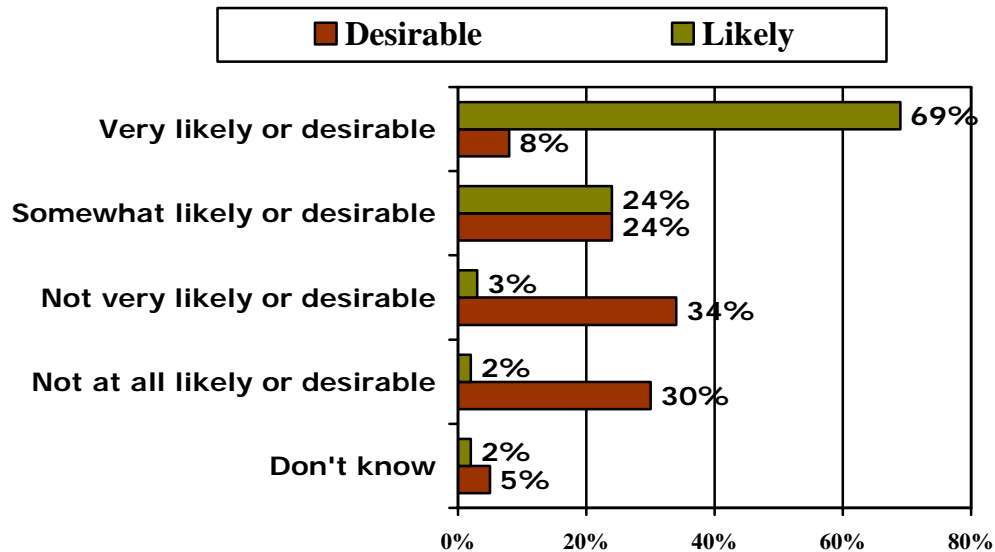
<b>Do You Think Population Growth Can Be Stopped? (Q5B)</b>		
<b>Response</b>	<b>2006</b>	<b>1996</b>
<b>YES</b>	<b>10%</b>	<b>12%</b>
<b>NO</b>	<b>87%</b>	<b>84%</b>
<b>DK</b>	<b>3%</b>	<b>4%</b>

Source: Davis, Hibbitts & Midghall, Inc. February 2006

Over half (56%) of those who think population growth cannot be stopped also think it cannot be slowed down (Q6B), nearly identical to opinion a decade ago when it was 54%.

There is near unanimous (93%) belief that it is likely the population will grow considerably, while only one-third (31%) believe considerable population growth is desirable (Q36A). Compared to 1996, likelihood was nearly the same (95%), but desirability was even lower (24%).

### Likelihood and Desirability of Considerable Population Growth (Q36A)



Source: Davis, Hibbitts & Midghall, Inc. February 2006

Bringing the issue closer to home, 68% believe more people will be living in their neighborhood in the next ten years, but only 41% find this desirable (Q49A). From where will these people come? Nearly nine of 10 respondents believe that in the next 25 years most new residents will come from “elsewhere” (Q73B).

Subgroup variations. Perhaps reflecting more visible population pressures, rural respondents are more likely to believe population growth cannot be stopped, compared to those from suburban areas. However, the young and relatively affluent are more optimistic about slowing growth. Those under age 35 feel it can be slowed compared to age 75+ as well as those with incomes of \$50K-\$100K versus the lowest income respondents.

While the probability of the population growing considerably does not show much variation, men and residents 18-34 (vs. ages 45-74) find it more desirable. Regarding whether more people will be living in their neighborhood, rural-to-suburban residents find this more probable. 18-24 year olds find this more desirable than all other ages, as do residents of Multnomah (vs. Clackamas) County. Urban and suburban residents find this more desirable than rural residents.

## B. Addressing Growth

Half of our respondents were asked, generally, how supportive they are towards local and regional government planning for the projected regional population growth (Q8A); the other half were told that a million more people are projected to be living in the region in 25 years (Q14B). Being

specifically told to expect a million in the next quarter century resulted in a *reduction* of support for planning, with no single response option standing out.

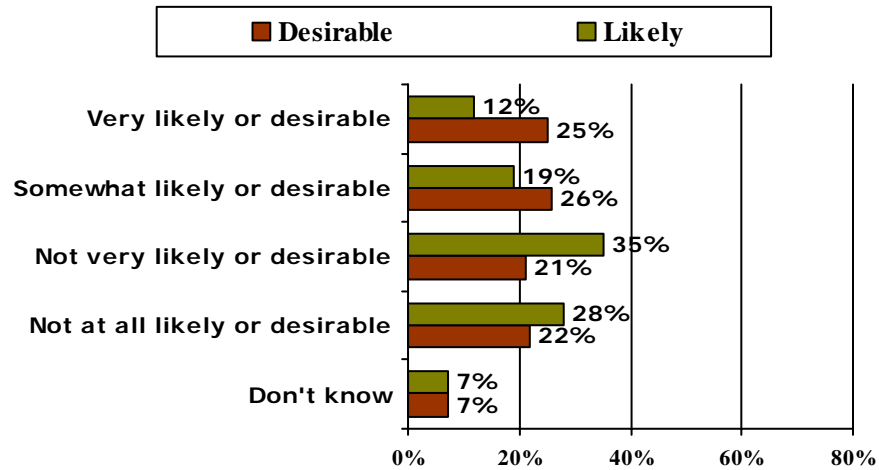
### Support for Local and Regional Government Planning for Population Growth in 25 Years

	General Projection (Q8A)	1 Million Expected (Q14B)
Very Supportive	17%	14%
Somewhat Supportive	44%	37%
Somewhat Opposed	15%	20%
Very Opposed	11%	15%
Don't Know/NR	14%	14%

Source: Davis, Hibbitts & Midghall, Inc. February 2006

Fewer than a third believe it likely this growth will be concentrated in existing cities, with rural areas being left undeveloped, although one-half believe this is desirable (Q39A).

### Likelihood and Desirability of Growth Concentrated in Existing Cities (Q39A)



Source: Davis, Hibbitts & Midghall, Inc. February 2006

Subgroup variations. Females and the youngest respondents find it more probable that growth will be concentrated in existing cities. Ages 65-74 find this more desirable than ages 18-24 and 35-54. There are no notable variations by county of residence or residential description.

## IV. Economic Issues

### A. Generally

Two-thirds of the region’s residents say we can have a healthy economy without population growth in the next 10 years (Q7B). This is the same percentage as a decade ago.

<b>Healthy Economy Without Population Growth? (Q7B)</b>		
Response	2006	1996
YES	67%	67%
NO	28%	26%
DK	5%	8%

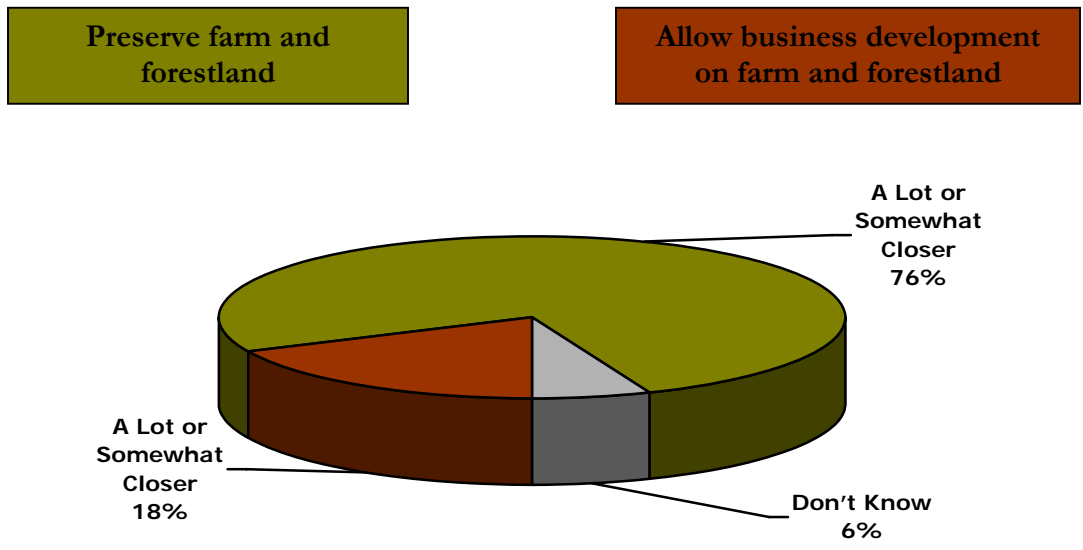
Source: Davis, Hibbitts & Midghall, Inc. February 2006

However, as noted earlier, more than nine of ten residents say that population will grow considerably, with three-quarters saying such growth is not desirable (Q36A). Three-quarters (75%) also believe the area will have a greater variety of businesses and industries, and almost the same percent (73%) find this desirable (Q41A).

While only 25% of respondents believe the gap between rich and poor will narrow in the coming decade, 58% believe shrinking the gap is desirable (Q42A). Exactly half of respondents believe it is likely that there will be more family wage jobs in 10 years; exactly two-thirds find this desirable (Q43A). A majority (58%) think congestion on the region’s highways will cost new jobs; only 25% believe this is desirable (Q40A).

Over three quarters (76%) say that farm and forestland should be preserved *because of the contribution they make to our economy* rather than allowing business development on farm and forestland to accommodate new high tech businesses and other “new” urban economic business expansion (Q57A).

### Which Comes Closer to How You Feel About Farm and Forestland (Q57A)





Subgroup variations. Residents of Multnomah County, compared to Clackamas County, are more likely to *disagree* that we can have a healthy economy without population growth.

Urban and suburban residents find “the area will have a greater variety of businesses and industries” more desirable than do rural residents. Rural changing to suburban residents think it more probable that the rich-poor gap will narrow, compared to urban residents. Women find this more desirable than men.

Ages 75+ are more likely to agree that there will be more family wage jobs in the next ten years, compared to ages 35-74. Incomes of \$75K-\$100K find it more desirable than incomes of \$30K-\$75K that there will be more family wage jobs, as did urban compared to rural respondents.

Lower incomes (under \$50K) believe it more probable that highway congestion will cost new jobs, compared to those earning \$75K-\$100K and Multnomah compared to Washington County.

Females more than males favor preservation of farm and forestland over allowing businesses to develop. Ages 25-44 and 55-64 favor this preservation more than ages 75+, with the other age groups trending similarly. Incomes up to \$50K, and \$75K-\$100K, favored preservation more than incomes of \$100K+.

## B. Factors That Influence Jobs

Residents were asked for their level of agreement with several statements regarding what might bring jobs to the region (Q72B, Q70B, Q75B).

	Agree (Strongly & Somewhat)	Disagree (Strongly & Somewhat)	DK
Maintaining the area's <i>quality of life</i> will bring jobs to the area	83%	12%	4%
<i>Well planned communities</i> are valuable to bringing jobs to the area	82%	15%	3%
Increasing funding for <i>transportation system improvements</i> will bring jobs to the area	69%	27%	3%

Source: Davis, Hibbitts & Midghall, Inc. February 2006

Respondents substantially agree that quality of life along with planned communities will bring jobs to the area, and agree to a lesser extent that improving the transportation system will help. However, over three-quarters of respondents believe that in the next 10 years people will be driving longer distances to their jobs, but only 21% find this desirable (Q48A).

Subgroup variations. Ages 25-64 agree more than ages 75+ that increasing transportation funding will bring jobs to the area.

Men find it more probable that people will drive longer distances to their jobs, as did ages 45-54 compared to ages 25-44 and 75+. Washington County residents find this more *undesirable* than those from Clackamas County.

### C. Who Should Pay

Respondents were read three trade-off questions about who should pay for economic development and public services. In each case they believed businesses and developers should bear the costs:

- Over half (54%) believe businesses should pay for economic development, while a little over a third (36%) say government should subsidize economic development (Q54B).
- A substantial 88% say developers should pay to bring public services to their property, (65% saying this is a lot closer to how they feel), while only 13% say taxpayers should pay for a growing economy (Q55A).
- A nearly identical number (82%) say developers should pay to bring public services to their property, while only 14% say taxpayers should pay for creating jobs (Q56B).

Note these latter two trade-offs about taxpayers paying for public services vary only by the specification of “a growing economy” or “creating jobs.” There is a small difference in responses if we look at the percent saying which is a lot closer to their view. When considering whether developers should pay *for a growing economy*, 65% say that is a lot closer to their view. When considering whether they should pay *for creating jobs*, 57% say this is a lot closer to their view. This difference may indicate a slight preference for imagery around a more general statement about the economy, rather than a specific focus on jobs.

Subgroup variations. Ages 18-24 and 45-54 are more likely to feel government should subsidize economic development, compared to our oldest residents (75+). Washington County residents favor businesses funding economic development more than Multnomah residents.

Considering the two similar tradeoff questions for paying for a growing economy, all ages 25+ (except 65-74 which was close to being included) say developers should pay instead of taxpayers to bring public services to their property, compared to the 18-24 year olds.

Both questions have the same county interactions. Residents of Clackamas County more strongly believe developers should pay, compared to Multnomah and Washington Counties. Also voters say developers should pay for a growing economy.

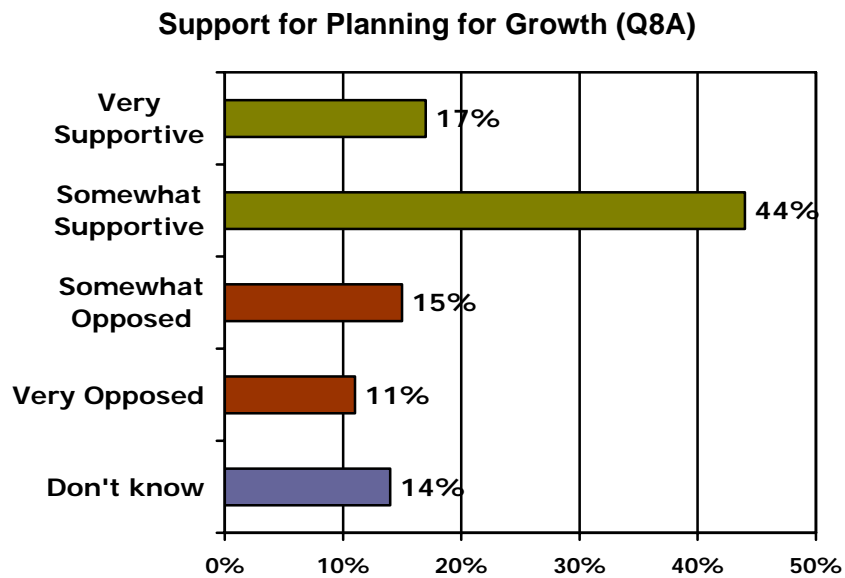
## V. Planning Goals and Priorities

### A. Generally

A series of identical questions were asked of our split sample. As noted above, half were not told anything, while half were told that new forecasts predict growth to be double what was expected in 1995: a million new residents in the region in the next quarter century.

#### 1. Planning for population growth – population numbers not provided

Three of five respondents are very (17%) or somewhat (44%) supportive of planning for projected population growth in the region (Q8A).



Source: Davis, Hibbitts & Midghall, Inc. February 2006

Respondents were asked unaided what kinds of activities “planning” entails (Q9A). About a quarter made general mention of growth management/land use planning, followed by three reasons in the mid-teen percent range: transportation, housing, and regulations/zoning/UGB.

These residents who support planning for growth were asked unaided why (Q10A) and then their biggest reason for support (Q11A). There was little variation in the three noteworthy response categories for these two related questions. A general notion of “it’s important” is mentioned most often (about a third), followed closely (about a quarter of respondents) by manage population growth/land use. A sense that government is already doing it was noted by just over 10%.

Of the 26% of residents opposing planning, about a third mention needing better planning. About half as many say the area is large enough for development or growth; another 13% say it would hurt the economy (Q12A). When asked to choose the biggest reason, nearly the same percent mention the need for better planning. However, after that, the only other standout is that the area is not large enough for development or growth (Q13A). That planning hurts the economy lost about half of its percent value, falling into a group of four mostly unrelated reasons.

## 2. Planning for population growth – population numbers provided

When we provide projected population growth numbers, as noted earlier, just over half remain very or somewhat supportive of local and regional government population growth planning (Q14B).

When asked what such planning entails (Q15B), the same top four reasons identified among respondents who were not provided with population projections stood out: transportation (23%), general mention of growth management/land use planning (19%), housing (18%), and regulations/zoning/UGB (14%).

When supporters of planning were asked unaided why they support such planning (Q16B), three responses stand out, each near 25%: government is already doing it, it's important, and to manage population growth/land use. When asked to choose the biggest reason (Q17B), the same three stand out, albeit in slightly different rank order.

Opponents of growth planning mention three top reasons against planning for population growth (Q18B): need better planning (34%), not beneficial (20%), and not enough planning (14%). The same three stand out when respondents choose the one biggest reason (Q19B).

It's worth noting that among these respondents who say they oppose planning for growth, two of their three reasons suggest they may not be inherently against it. Some responses may be the result of reactions to perceived poor planning (e.g., observed increased sprawl and congestion) which may drive their resulting lack of support.

Subgroup variations. When provided with no specific projections, no respondents age 18-24 are opposed to local and regional government planning for projected population growth, compared to those 35 and over (range 25% to 35%). When provided with numbers, the trend is very similar but did not include the 75+ people. With these numbers, more support is seen in Washington over Multnomah County, and from those living rural to suburban compared to suburban (56% to 32%).

## 3. Planning for population growth – comparison

Above we noted that being told specifically to expect a million new people in the next quarter century resulted in a reduction of support for planning for that growth, falling from 61% to 51%. This next table compares key responses between the two survey versions:

**Support for Planning for Projected Population Growth in 25 Years –  
Response Comparison for General Statement vs. Projection**

<b>Support for Local Gov't Planning</b>	<b>Q8A (Gen'l)</b>	<b>Q14B (Million New Residents)</b>
Very Supportive	17%	14%
Somewhat Supportive	44%	37%
Somewhat Opposed	15%	20%
Very Opposed	11%	15%
Don't Know/NR	14%	14%

<b>If Supportive, Why?</b>	<b>Q10A</b>	<b>Q16B</b>
It's Important	31%	23%
Manage Population Growth/Land Use	28%	23%
Government Already Doing It	13%	26%
<b>If Opposed, Why?</b>	<b>Q12A</b>	<b>Q18B</b>
Need Better Planning	31%	34%
Area Large Enough For Development/Growth—Not Needed	15%	4%
Hurt Economy	13%	7%
Not Enough Planning	6%	14%
Not Beneficial	4%	20%
<b>What Does Such "Planning" Entail?</b>	<b>Q9A</b>	<b>Q15B</b>
Growth Management/Land Use Planning-General	23%	19%
Transportation	17%	23%
Housing	17%	18%
Regulations/Zoning/UGB	14%	14%

Source: Davis, Hibbitts & Midghall, Inc. February 2006

## B. Planning Goals Over the Next Ten Years

Respondents were read a list of ten broadly worded planning goals and asked what priority local and regional government should give to each goal over the next ten years given limited financial resources (Q20A to Q29A). The following shows those priorities in tiers, highlighted by shading:

### Planning Priorities Over The Next Ten Years (Q20A-29A)

<b>Goal</b>	<b>Regional</b>
Protecting area rivers and streams	78%
Protecting air quality	74%
Preserving farm and forestland	71%
Protecting existing neighborhoods	64%
Building new roads and highways	46%
Nurturing citizen commitment to community and civic involvement	44%
Acquiring open space for recreation and enjoyment	40%
Building light rail extensions	38%
Revitalizing town centers	23%
Opening up farm and forestland for new and expanding businesses	10%

Source: Davis, Hibbitts & Midghall, Inc. February 2006

Notice the three goals in the top tier have a strong environmental and open space emphasis, while the second tier goal is community oriented. Recall earlier we identified these two quality of life

values most enjoyed by these respondents. Also note the lowest priority goal and its contrast with preserving farm and forestland in the first tier. Respondents are clear that they do not want development in farm and forestland.

When asked to select the *most* (Q30A) and *second most* important (Q31A) goal from the list of 10, the most noteworthy change of rank is that building new roads and highways moves to third (from fifth) place. Second most important saw no change in the first and second tier goals.

Subgroup variations. The four highest prioritized planning goals all have more support among women than men (as did building light rail extensions). Multnomah, compared to Clackamas, County residents place higher priorities on protecting area rivers and streams, protecting air quality, and building light rail extensions.

Washington County residents give a higher priority than Multnomah to building new roads and highways. Building new roads and highways is also a higher priority among rural changing to suburban than urban or suburban, while urban and suburban want light rail extensions and rural residents do not.

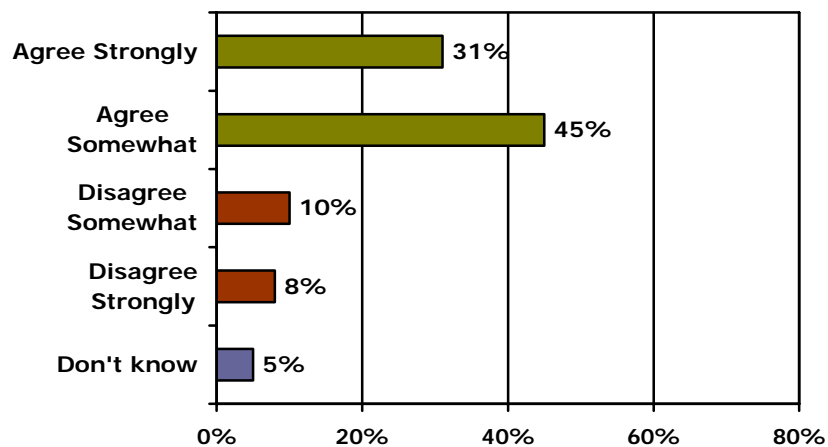
Finally, voters place a higher priority on protecting area rivers and streams, and non-voters give opening up farm and forestland for new and expanding businesses higher ratings.

### C. Land Use Planning and Regulations

Respondents were read a list of agree/disagree statements about land use planning in the region (we will consider five of the statements in this section). We again see a strong pro-environment value with an added economic element when considering the effects of planning on homeowner property values. We also see the value of nature over business development.

A substantial 83% say land use regulations are “an essential tool in protecting our area’s quality of life” (Q76B). Three-fourths (76%) say land use planning helps protect the value of their home (Q78B).

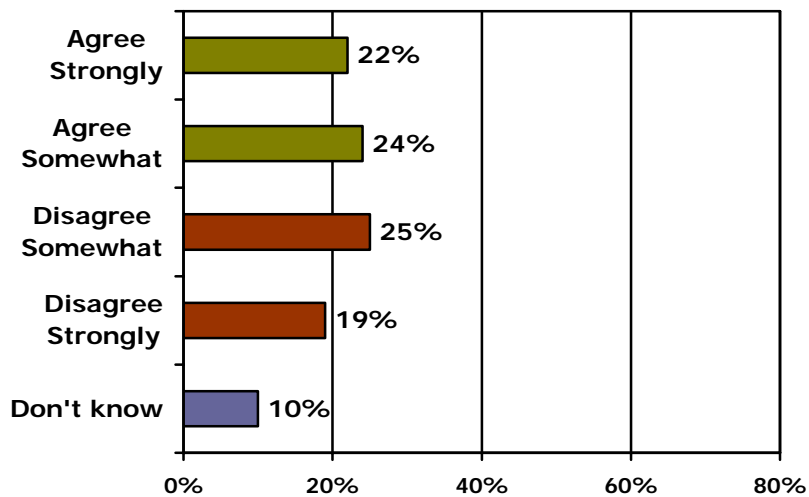
#### Land Use Planning Helps Protect the Value of My Home (Q78B)



Source: Davis, Hibbitts & Midghall, Inc. February 2006

Residents are more divided on whether land use planning results in people living too close together; 50% agree and 42% disagree (Q79B). They also are split on whether land use regulations hurt too many private property owners, with 46% agreeing and 44% disagreeing (Q71B).

**Land Use Regulations Hurt Too Many Private Property Owners (Q71B)**



Source: Davis, Hibbitts & Midghall, Inc. February 2006

Finally, only one-third (33%) believe land use regulations should be relaxed to make it easier for companies to do business (Q74B).

Subgroup variations. When we look at this series of questions by age, 65-74 year olds agree less strongly than all other ages except 18-24 that land use regulations are an essential tool in protecting our area's quality of life. 25-34 year olds (vs. ages 65-74) agree more that land use planning helps protect the value of their home.

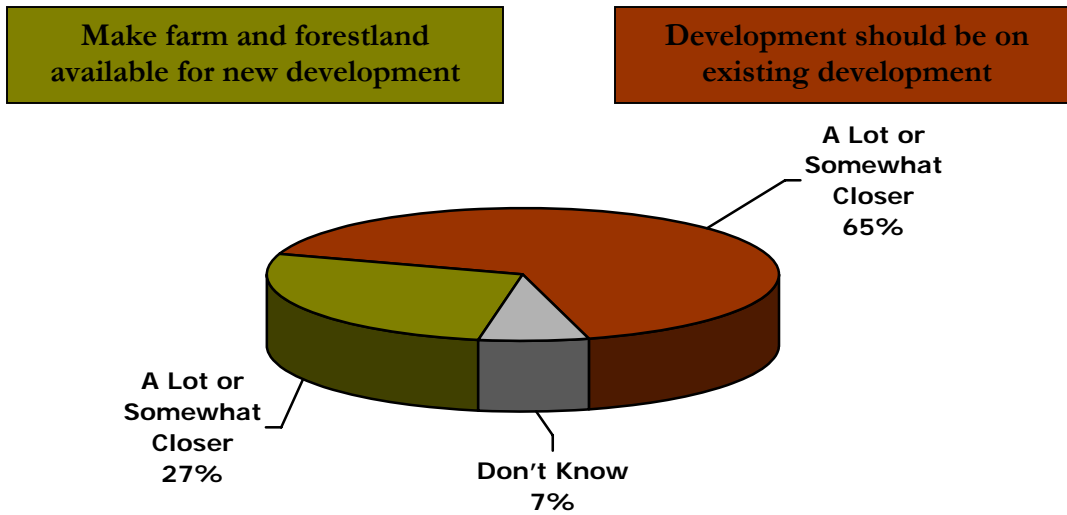
Income shows an interaction for whether land use regulations should be relaxed for businesses: incomes under \$30K agree less than \$75K and over. Incomes under \$50K agree more than higher incomes that land use planning results in people living too close together. Washington County residents agree more than others that land use regulations should be relaxed to make it easier for companies to do business.

## VI. Farm and Forestland

In the planning section, we establish that preserving farm and forestland (Q21A) is in the top tier of planning goals, and that opening up farm and forestland for new and expanding businesses (Q24A) is ranked at the very bottom.

We now consider three more trade-off questions. Nearly two-thirds (65%) of respondents say that new development to accommodate population growth should be limited to areas with existing development and that farm and forestland should be preserved (Q52B). Nearly twice as many say this is a lot closer to their personal view than somewhat closer (43% a lot closer, 22% somewhat closer). Only 27% say that farm and forestland should be available for new development.

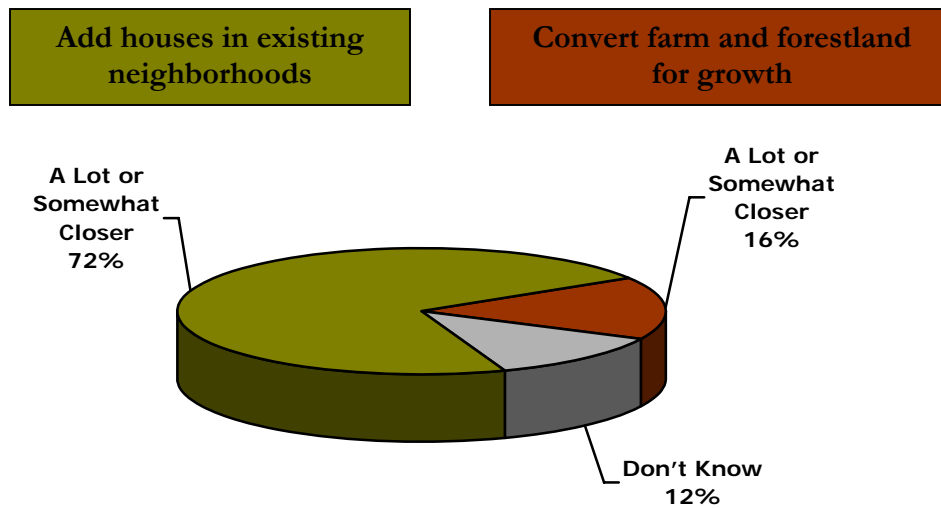
### Which Comes Closer to How You Feel (Q52B)



Source: Davis, Hibbitts & Midghall, Inc. February 2006

Even more people (72%) say that to accommodate population growth it is better to add houses to existing or established neighborhoods (50% say this is a lot closer to their view, 21% somewhat closer, Q53A), compared to only 16% who support conversion of farm and forestland.

### Which Comes Closer To How You Feel (Q53A)



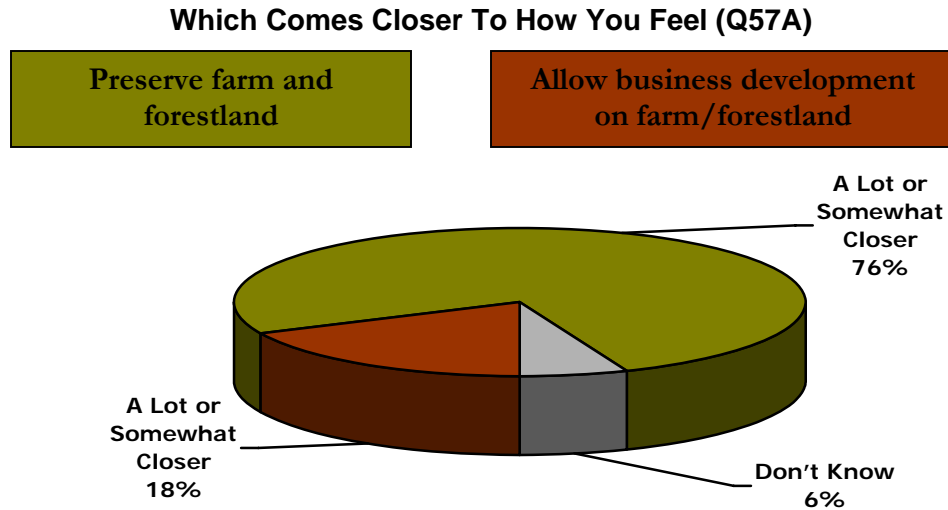
Source: Davis, Hibbitts & Midghall, Inc. February 2006

These latter two questions address the same general issue of clustering development using different language for both sides of the trade-off. There is an effect, but we cannot conclusively say if it is due to a wording change for one or the other side of the trade-off.



When we change “development should be on existing development” to “add houses to existing neighborhoods,” the percent increases from 65% to 72%. When we change “make farm and forestland available for new development” to “convert farm and forestland for growth,” the percent decreases from 27% to 16%. Based on previous findings, it seems more likely that the latter trade-off causes most of the change (“make available” is softer than “convert”).

Over three quarters (76%) say that farm and forestland should be preserved *because of the contribution they make to our economy* rather than allowing business development on farm and forestland to accommodate new high tech businesses and other “new” urban economic business expansion (18%, Q57A).



Source: Davis, Hibbitts & Midghall, Inc. February 2006

Not only do respondents prefer to see development in already developed areas, they want to preserve farm and forestland. They see the value of land preservation to the economy.

Subgroup variations. In a previous section we reported that females place a higher priority on preserving farm and forestland and that non-voters place a higher priority on opening up farm and forestland for new and expanding businesses.

Incomes under \$30K say development should be in existing development more than did incomes of \$100K+. Ages 25-34 want houses to be added to existing neighborhoods, compared to ages 75+. Incomes under \$30K and \$75K-\$100K want to add houses instead of converting forest or farmland more than incomes of \$30K-\$50K. Adding houses to existing neighborhoods is supported more in Multnomah than Clackamas County and among urban over suburban residents.

Preservation of farm and forestland over allowing businesses to develop it is preferred by women, ages 25-44 and 55-64 compared to age 75+, and by incomes under \$30K to \$50K and \$75K -\$100K.

## VII. Housing Values, Cost, and Impact of UGB

### A. Housing Values

Nearly nine in ten home owners believe it likely the value of their home will continue to grow; 84% find this to be desirable (Q44A).

While a third (32%) believe it likely that schools will be a less important reason for people choosing a place to live, residents are split on its desirability: 45% say it is desirable and 44% say it is not desirable (Q50A).

Subgroup variations. Ages 75+ believe it more probable that the value of their house will grow considerably, compared to 18-24 year olds. Incomes of \$75K+ are also more likely to expect higher value, compared to under \$50K, as are residents of Clackamas over Multnomah County and voters. As to desirability, ages 75+ find this less desirable than ages 25-44. Incomes under \$30K found this less desirable than all others.

While incomes under \$30K find it more desirable that schools become a less important reason for choosing a place to live, compared to \$75K+, the trend is for desirability to decrease as incomes increase up to \$100K.

### B. Cost of Housing – Unaided

Two related sets of unaided questions were asked about housing costs, one with a national framework and another focusing on our region. Respondents were first asked about reasons for rising housing costs (Q58A and 60B) and then for their biggest reason (Q59A and 61A). In general, population growth is viewed as a key driver in higher housing costs in the region, but less so nationally.

General mentions of supply and demand were mentioned by 14% of respondents, followed by population growth (13%), general mention of the economy (11%), and greed (9%). When asked for their biggest reason, there was no standout with the same four issues ranked highest.

When we focus on reasons for rising housing costs in the region, the lone standout is population growth (33%) both as a general reason and as the single biggest one.

### C. Impact of UGB

When read a statement that the cost of housing in the region is primarily influenced by factors other than the UGB (Q80B), 74% agreed (36% strongly, 38% somewhat). Fifty-nine percent also agreed that moving the UGB outward would not reduce the cost of housing (Q82B). However, a nearly identical percent (58%) agreed that having a UGB makes housing costs rise (Q69B). This is the same as the percent 10 years ago.

Note the inconsistency between these latter two questions: about equal percents agreed that expanding the UGB would *not* reduce housing cost and having a UGB makes housing cost rise.

While the UGB may not be perceived as having a ‘primary influence’ on housing cost, a majority of respondents do see a link between them.

Residents were presented with seven possible reasons for rising housing costs in the region and asked how big a reason each is for the increase (Q62B-Q68B). Here we rank the results, with different tiers highlighted by shading:

	Very/Big Reason	Not Big/ No Reason	DK
<b>Speculation by investors</b>	<b>62%</b>	<b>27%</b>	<b>11%</b>
Inflation	55%	41%	5%
Urban Growth Boundary	54%	35%	10%
Cost of construction material	54%	42%	4%
Cost of labor	41%	54%	5%
Not using farm & forestland for development	37%	56%	6%
Rising interest rates	36%	60%	3%

Source: Davis, Hibbitts & Midghall, Inc. February 2006

Subgroup variations. For a change, we have the youngest and oldest age groups (18-24 and 75+) in agreement. These two groups agree less than ages 45-54 that the cost of housing is primarily influenced by factors other than the UGB. Urban residents agree more with this statement than suburban and rural changing to suburban respondents.

Residents 65-74 agree less than ages 25-64 and 75+ that moving the UGB outward would not reduce housing costs. Washington County residents agree more than Multnomah that having a UGB makes housing costs rise. Suburban and rural changing to suburban residents agree more with this statement than urban residents.

Looking at the seven questions on the reasons for rising housing costs by demographics, females say inflation, cost of construction material, and cost of labor are bigger reasons than males do. Rising interest rates are a larger reason for ages 18-34 compared to all others. The UGB is a bigger reason for residents of Washington over Clackamas County, but the cost of labor is noted more in Multnomah than Clackamas. Finally, inflation is a bigger reason for urban than suburban residents.

In summary, our survey findings about the UGB include:

- 54% think the UGB is a big reason for rising housing costs (Q65B)
- 58% believe having the UGB makes housing costs rise (Q69B)
- 74% agree that the housing costs are primarily influenced by factors *other than* the UGB (Q80B)
- 58% do not believe moving the UGB outward would reduce cost of housing (Q82B)
- Only 37% say using farm and forestland for development is a big reason for higher housing costs (Q68B)

When we consider these five questions along with the seven possible reasons for rising housing costs discussed in the previous section, the findings suggest that although the UGB is considered *a* factor in rising housing costs, equal to inflation and cost of construction materials, the largest majority of respondents (62%) view investor speculation as the primary culprit.

## VIII. Neighborhoods

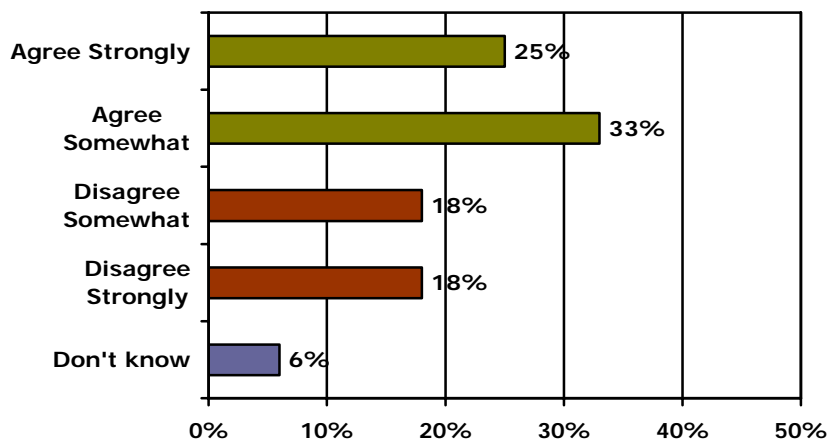
A series of questions explored issues with implications for neighborhoods, including:

- Protecting existing neighborhoods over the next ten years is considered an urgent priority by 8% and a high priority by 56% (Q28B); when asked to rank this goal against nine others, it comes in fifth most important (Q30A).
- 68% agree it is likely (48% very, 20% somewhat) that more people will be living in their neighborhood over the next 10 years, but only 41% find this desirable (Q49A).
- Residents favor adding houses in existing neighborhoods to accommodate population growth (71%) when the trade-off is converting farm and forestlands to accommodate growth (16%) (Q53A).

When the issue becomes personal, agreement is less strong but remains a clear majority.

Respondents were asked, over the next ten years, if they agree that having one more housing unit per block in their neighborhood is a reasonable price to pay for less urban sprawl (Q81B), and 58% agreed. Ten years ago, we had a nearly identical 57% in agreement.

### Having One More Housing Unit Per Block in My Neighborhood is a Reasonable Price to Pay for Less Urban Sprawl (Q81B)



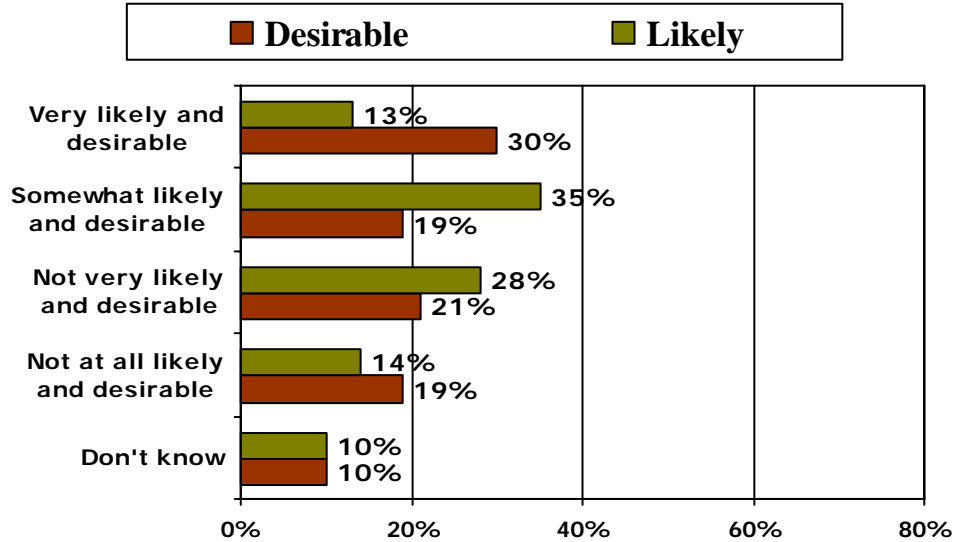
Source: Davis, Hibbitts & Midghall, Inc. February 2006

Subgroup variations. Having one more housing unit per block has higher agreement in the \$75K-\$100K group compared to incomes under \$50K, as it did in Clackamas compared to Washington County.

## IX. Property Rights

When asked if they agree that, over the next 10 years, laws will favor protection of individual property rights over broader community interests (Q46A), both probability and desirability are split; 48% of the region's residents find it a likely scenario and 42% unlikely; 49% find it desirable and 41% undesirable.

### Likelihood and Desirability That Laws Will Favor Protection of Individual Property Rights Over Broader Community Interests (Q46A)



Source: Davis, Hibbitts & Midghall, Inc. February 2006

This echoes a split judgment noted earlier: 46% agree and 45% disagree that land use regulations hurt too many private property owners (Q71B).

Subgroup variations. Residents of Clackamas County find it more likely that laws will favor protection of individual property rights over broader community interests, compared to residents of Washington County. Incomes under \$30K find this less desirable than incomes in excess of \$100K. Urban and suburban residents find this less desirable than rural changing to suburban and rural.

## X. Transportation

### A. Generally

Respondents were asked if the cost of transportation to work, shopping, school, and the like will be a bigger part of their household budgets over the next ten years (Q47A): 86% said it was likely and 70% believed it was undesirable. A majority (58%) believe congestion on the region's highways will cost the region new jobs and two-thirds (68%) say this is undesirable (Q40A). However, this potential trend may be countered with increased transportation funding: 69% agreed that funding transportation system improvements would bring jobs to the area (Q75B).

Subgroup variations. The region's voters, as well as Clackamas, more than Multnomah County, residents say it is more likely that the cost of transportation will be a larger part of household budgets. The two lower income categories believe it more probable that highway congestion will cost new jobs, compared to \$75K-\$100K, and the same was true for residents of Multnomah over Washington County. Further, Multnomah found this more desirable than other counties.

### B. Roads and Highways

We found earlier that building new roads and highways is in a third tier of planning priorities (behind environmental and social values), with 46% considering it an urgent or high priority (Q22A). When asked which of the 10 goals was *most* important building new roads ranked third (Q30A).

Congestion is a major issue for the region. Only 16% of residents believe it likely that over the next 10 years there will be less congestion on the region's highways, although 61% say less congestion is desirable (Q45A).

As noted earlier with transportation, this comes with a personal cost: over three-quarters (77%) say it is likely they will drive longer distances to their jobs, but only 20% find this desirable (Q48A). Sprawl contributes to this concern, with two-thirds (69%) agreeing that traffic congestion is caused by urban sprawl and only 25% disagreeing (Q77B).

Subgroup variations. Urban residents find it more improbable that there will be less congestion on the highways compared to rural residents, but ages 25-34 found this more desirable than ages 35-54 and 75+, as did Multnomah over Clackamas County.

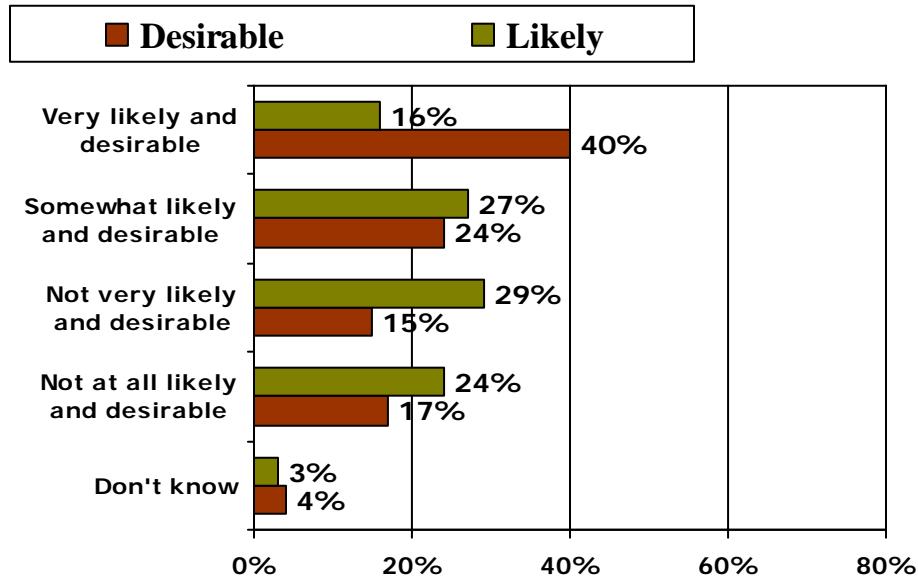
Men saw it as more probable that people will drive longer distances to work, as did ages 45-54 compared to ages 25-44 and 75+. Washington County found this more undesirable than residents of Clackamas County. Rural changing to suburban also found this less desirable than all others.

Lowest income respondents agreed more that congestion is caused by urban sprawl, compared to highest income respondents, as did Clackamas over Washington County.

### C. Alternative Transportation

When asked if, over the next 10 years public transportation, biking, and walking will more and more replace the automobile, 43% say this is likely (down from 49% in 1996), but 64% say it is desirable (identical to a decade ago, Q38A).

**Likelihood and Desirability That Public Transportation, Etc. Will Replace the Automobile (Q38A)**



Source: Davis, Hibbitts & Midghall, Inc. February 2006

Respondents were also presented with a tradeoff in this arena – invest in more roads for cars or invest in public transportation. Six in ten say public transit (40% choose a lot closer to their view), while 35% choose more roads (Q51A). That said, previously we found that only 38% say that building light rail extensions is an urgent or high priority and is at the bottom of the third (of four) tiers of planning priorities (Q27A).

Subgroup variations. Ages 25-34 think it more probable that public transit, biking, and walking would replace the auto more than ages 75+, as do urban over suburban and rural residents. Women and voters find this to be more desirable, as do Multnomah and Washington over Clackamas County, urban, suburban and rural changing to suburban compared to rural residents.

Favoring investment in public transit over roads are Multnomah over Washington County and urban over all other residents, with percent favor trending down as we move from urban to rural.

## XI. Environmental Issues

Environmental issues consistently receive strong marks. Previously we established that protecting area rivers and streams and air quality are the two most urgent or high priorities in planning for population growth (preserving farm and forestland is the third member of the top tier).

When asked if a major change was needed in how we use the region's land and other natural resources in the region (Q32B), 58% say yes and 31% choose no. Those saying yes were asked unaided what kind of change (Q33B); the standout was 21% for more protection of the environment, followed by better development (10%), and four responses each at 8% (zoning/regulation/policy issues, protect forest/farmland, building issues, and relax/expand the UGB).

When read a statement that environmental protection will become more important than economic growth, respondents' likely ratings are split (46% likely, 48% unlikely) although two-thirds (67%) find it desirable (27% undesirable, Q37A).

Subgroup variations. Urban residents are more likely to say that a major change is needed in how we're using the land and other natural resources, compared to suburban residents (65% to 52%).

Ages 35 and over find it more probable that environmental protection will become more important than economic growth, compared to ages 25-34. Residents of Clackamas over Washington County say the same thing. Women find this to be more desirable.

## XII. Conclusions/Observations

- The last decade of population change in the region has not sparked similar changes in public opinion. Residents' perceptions and judgments about population growth are remarkably consistent, if slightly more resigned about whether it can be slowed or stopped. People understand that, for better or worse, the region will continue to grow; the real challenge is managing that growth not slowing or stopping it.
- Residents support planning for economic, environmental, and quality of life reasons. Three-quarters or more believe:
  - Well planned communities are assets for bringing jobs to the area.
  - Planning helps protect, if not increase, the value of their homes.
  - Planning should prioritize protection of rivers, streams, and air quality.
  - Planning is essential to protecting the region's quality of life.
- Environmental values are particularly important to residents throughout the region. Once people are here, their enjoyment of the region is due primarily to environmental considerations. Two-thirds want environmental protection to be more important than economic growth in the coming decade and they want planning designed to protect the region's environmental assets.
- Preserving farm and forestland is also an especially important value to the region. Three-quarters of the public want it preserved because of the contribution to the economy. Seven of ten say



planning should be designed to protect it and two-thirds or more don't want to encroach on farm and forestland for either housing or business development. And, perhaps most dramatically, only ten percent are willing to open up farm and forestland for new or expanding businesses. These values are consistent and strong throughout the region.

- Private property rights, while a hot button issue in some arenas, is viewed less starkly by the public. People are split in their opinions about valuing individual property rights over broader community interests and they are mixed on whether land use regulations hurt too many private property owners.
- Clear sentiment exists for concentrating development in already developed areas. People are not willing to open farm and forestland to development. They want regional and local governments to protect existing neighborhoods and concentrate growth in existing cities. And they are willing to accept a personal cost to this with increased density in their own neighborhoods when the change is quantified and qualified for them.
- Many years of research with Metro has shown consistently that traffic congestion is a key issue for residents. This survey is no exception. People believe they will have to pay more for transportation and that traffic congestion has a measurable economic cost to the region. This frustration is at the root of their support for a balanced approach to transportation system improvements. They feel building more roads is important, but at the same time they want more public transit, biking, and walking options and three of every five say public transportation represents a better investment than roads.
- The impact of the Urban Growth Boundary on housing costs gets a mixed reception. Most residents see market forces and population growth as the major contributors to higher housing costs in the region. Only when asked specifically do a majority say the UGB is a big reason for higher costs. And then, only about one-third of residents believe expanding the UGB would reduce housing costs.
- Opinions on almost all dimensions are generally consistent across the three counties. Variations among most demographic sub-groups were in expected directions. Younger and more urban respondents do not oppose growth as much as others, voters' opinions were generally in line with other residents, and county differences were probably aligned more by income and urban level than by the county itself.

## Annotated Questionnaire

Davis, Hibbitts & Midghall, Inc.  
**METRO VALUES AND BELIEFS SURVEY - ANNOTATED**  
N=600 Full Sample (N=300 Sample A; N=300 Sample B)  
January 6-10, 2006; age 18 plus RDD sample; tri-county  
February 3, 2006

### 1. 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%

## 2. 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%
<b>DK</b> -----	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 healthy economy without population growth?

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

**3. 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%

#### 4. 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.

<b>(ROTATE)</b>	<b><u>Urgent</u></b>	<b><u>High</u></b>	<b><u>Med</u></b>	<b><u>Low</u></b>	<b><u>DK</u></b>
	<b><u>Prior</u></b>	<b><u>Prior</u></b>	<b><u>Prior</u></b>	<b><u>Prior</u></b>	<b><u>Prior</u></b>
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%

## 5. 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%

**6. 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>	<u>DK</u>	
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>	<u>DK</u>	
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>	<u>DK</u>	
17%-----	29% -----	33% -----	15%-----	6%	
Very <u>Desirable</u>	Smwt <u>Desirable</u>	Not Very <u>Desirable</u>	Not At All <u>Desirable</u>	<u>DK</u>	
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>	<u>DK</u>	
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>	<u>DK</u>	
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>	<u>DK</u>	
12%-----	19% -----	35% -----	28%-----	5%	
Very <u>Desirable</u>	Smwt <u>Desirable</u>	Not Very <u>Desirable</u>	Not At All <u>Desirable</u>	<u>DK</u>	
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%

## 7. 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%

## 7. 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%

### 8. 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%



	Agree Strong	Agree Smwt	Disag Smwt	Disag Strong	DK
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, <b>Do Not Ask</b> ) -----	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%
5	8%
6	3%
7	1%
Refused	2%

Mean=2.9

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**