Portland Parks & Recreation Bond Survey

PREPARED FOR

The Portland Parks & Recreation Department

May, 2014

www.dhmresearch.com

PRELIMINARY RESULTS

dhm RESEARCH
DAVIS, HIBBITTS & MIDGHALL, INC.

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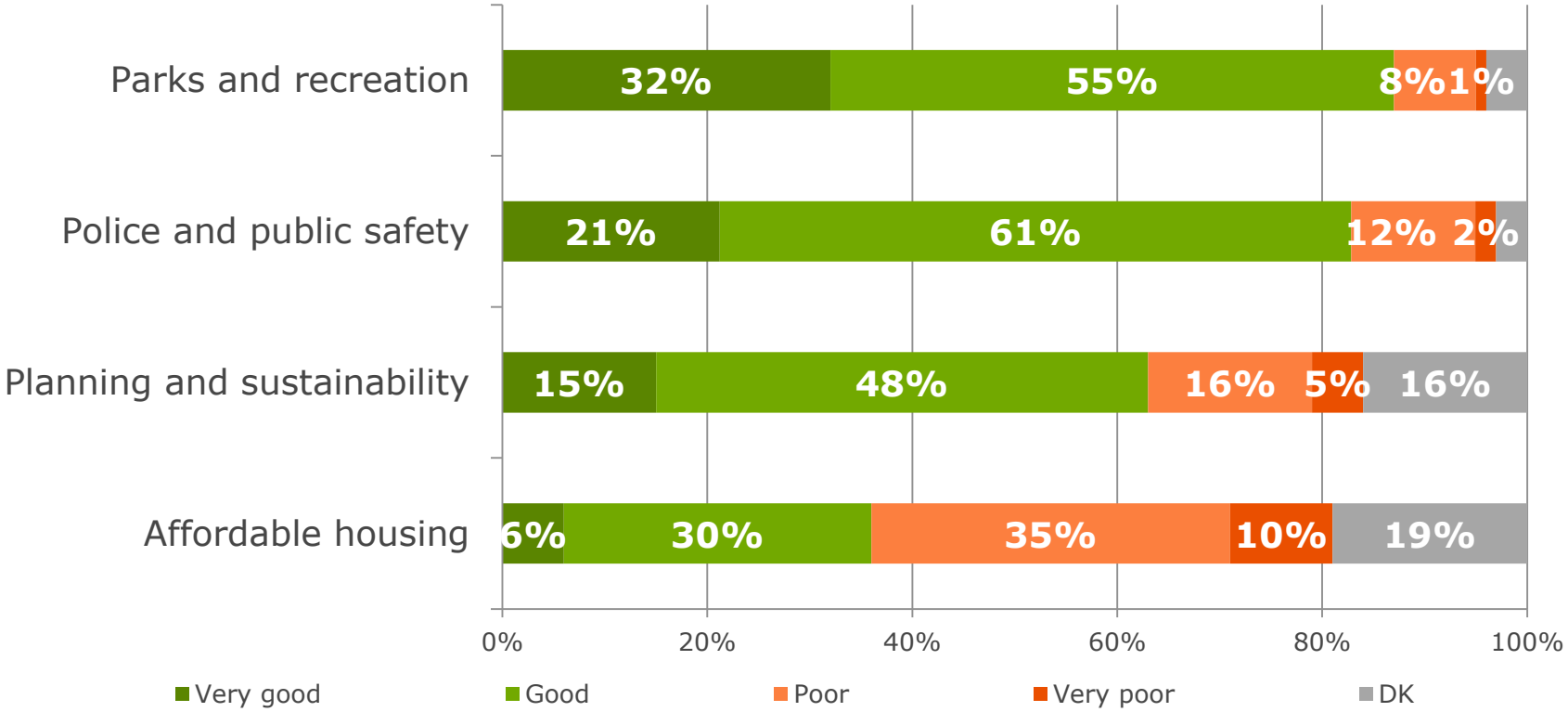
Methodology

- **Conducted May 21-23, 2014**
- **Likely voters in the city of Portland**
- **N=800, split sample N=400**
- **Averaged 15 minutes in length**
- **Margin of error N=800 +/- 3.5%, N=400 +/- 4.9%**

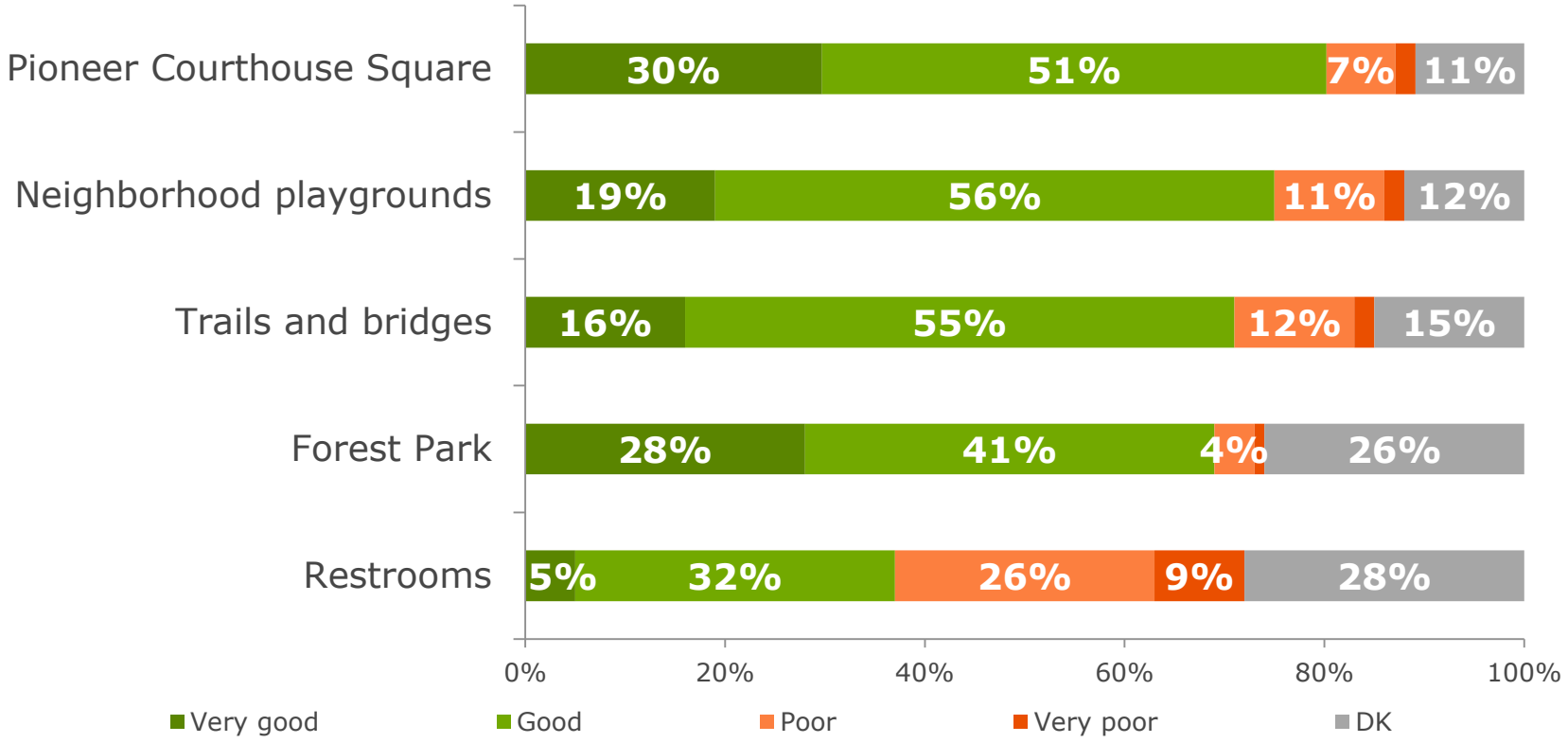
City of Portland Program/Service Ratings

Indicate if you feel the quality of the program or service is very good, good, poor, or very poor.



Parks Facilities Ratings

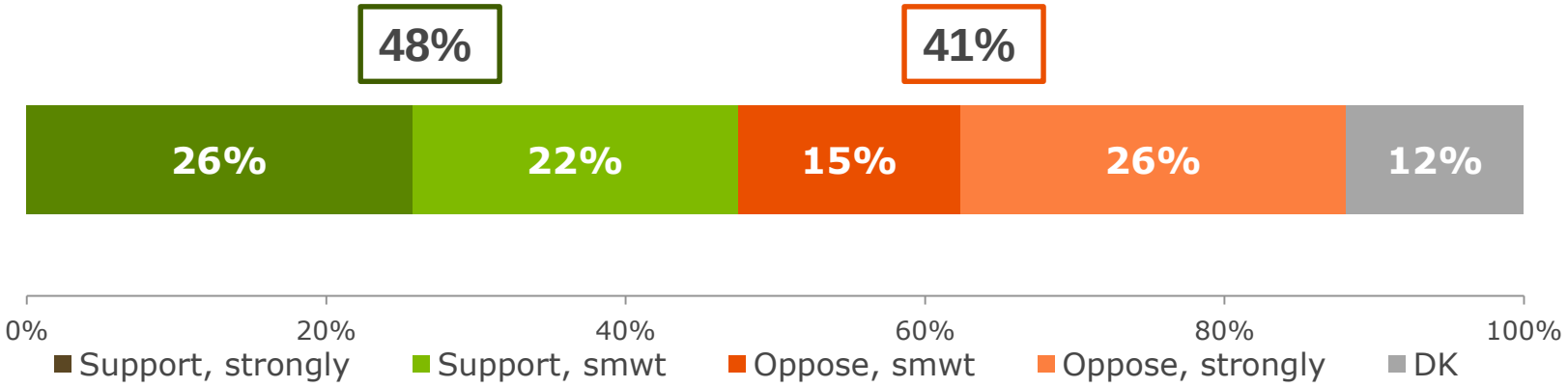
Rate the condition of the facility as very good, good, poor, or very poor.



Ballot Test Split Sample A

Split Sample A (N=400): Improve park safety, accessibility; build playgrounds, trails, facilities; issue bonds.

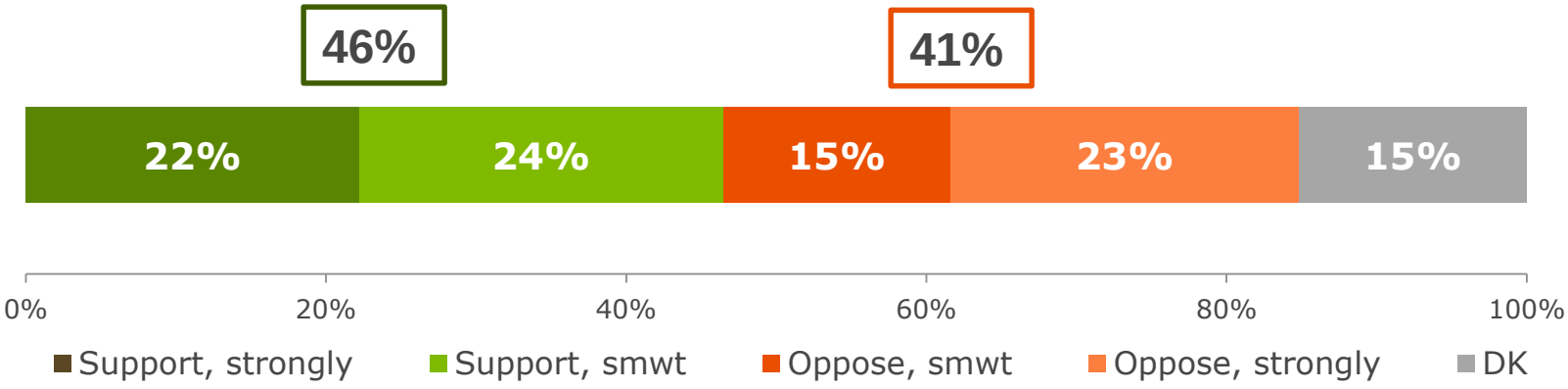
"Shall Portland repair, build park facilities, playgrounds, trails; issue $68,000,000 bonds (estimated to maintain current tax rate); require audits? If the bonds are approved, they will be payable from taxes on property or property ownership that are not subject to the limits of sections 11 and 11b, Article Eleven of the Oregon Constitution."



Ballot Test—Split Sample B

Split Sample B (N=400): Preserves natural area access, trails; build playgrounds, facilities; issue bonds.

"Shall Portland preserve natural area access, build playgrounds, facilities; issue $68,000,000 bonds (estimated to maintain current tax rate); require audits? If the bonds are approved, they will be payable from taxes on property or property ownership that are not subject to the limits of sections 11 and 11b, Article Eleven of the Oregon Constitution."



Why Support the Measure

Response Category	Split Sample A N=189	Split Sample B N=184
Important to maintain/support parks	33%	38%
Improvements/Needed/Necessary	21%	20%
Need parks for children/All to enjoy/For families	19%	18%
Community/Livability/Value of facilities	16%	12%
Supports measure	11%	5%
Keep them safe	8%	4%
Taxes will not increase	7%	7%
Need additional funding	3%	3%
Worth of money/Affordable cost	2%	1%
Am an environmentalist	0%	1%
All other responses	1% or less	1% or less
Undecided/Need more information	0%	1%
Don’t know	1%	2%

Why Oppose the Measure

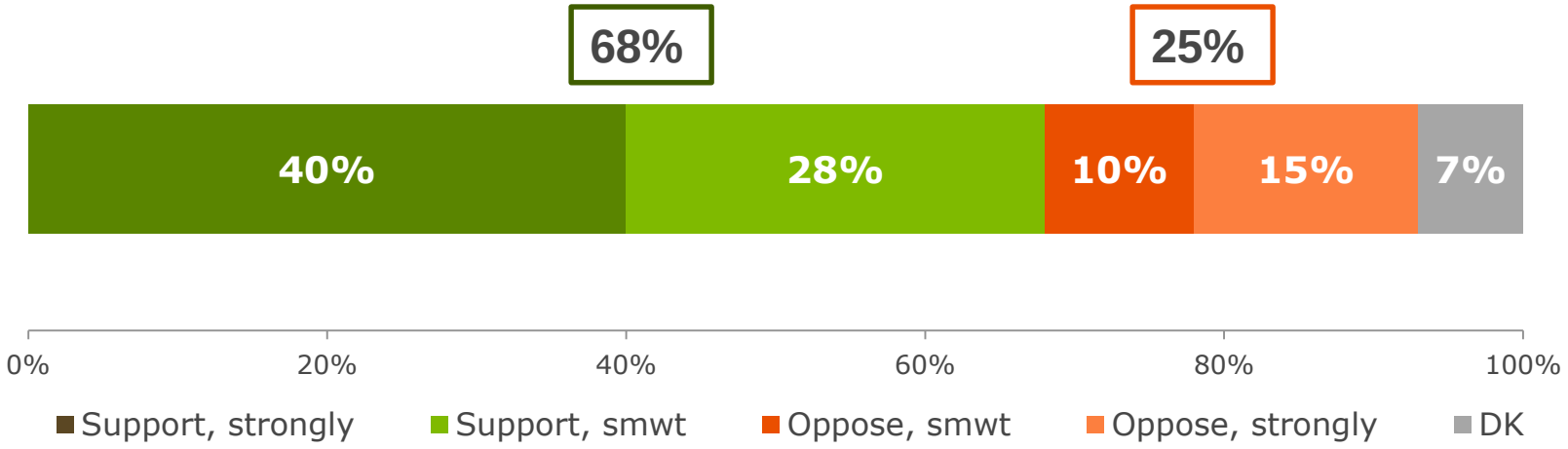
Response Category	Split Sample A N=164	Split Sample B N=154
No more taxes/Don't know what it will cost	53%	52%
Government/Waste/Not spent as promised/Need better money management	14%	11%
Other things more important/Priorities	11%	10%
Too much money/Costly	7%	6%
Parks in good shape now/Unnecessary	7%	4%
No more spending/Bad economy/Don't have money for it now	6%	10%
Have enough money not for this	5%	3%
Unfair to homeowner	3%	0%
Spend too much on parks already	1%	3%
All other responses	1% or less	3% or less
Undecided/Need more information	3%	6%
Don't know	1%	1%

What Information Would Help You Decide?

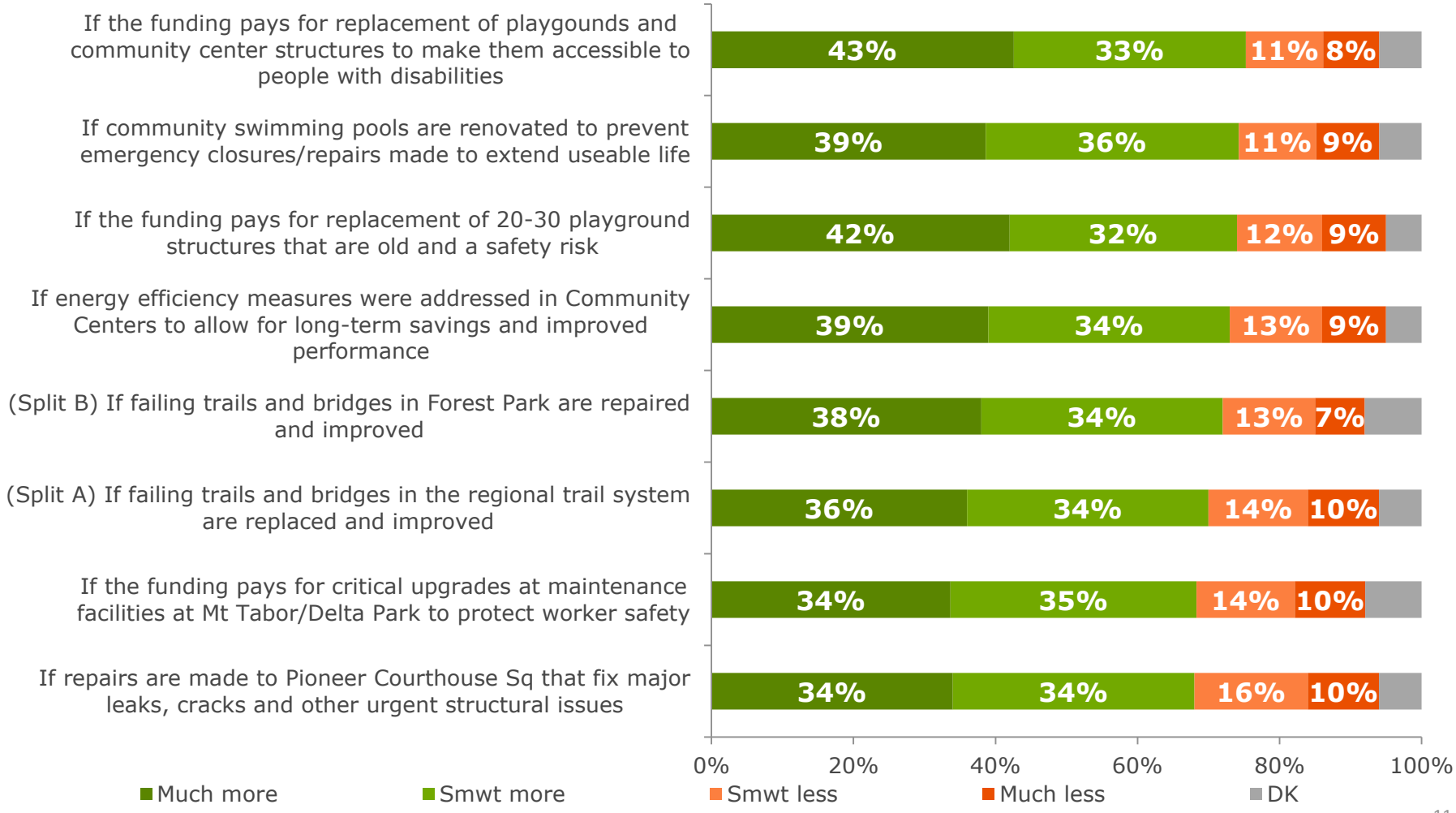
Response Category	Split Sample A N=47	Split Sample B N=62
Need more information/Will research myself/Need specifics	43%	47%
How much will it cost/Taxes/How funded	20%	34%
No/Nothing	12%	5%
Where/which parks/Trail/What are the priorities	5%	5%
How the money will be used	2%	2%
All other responses	2% or less	2% or less
Undecided/Need more information	4%	0%
Don’t know	4%	10%

Support Level

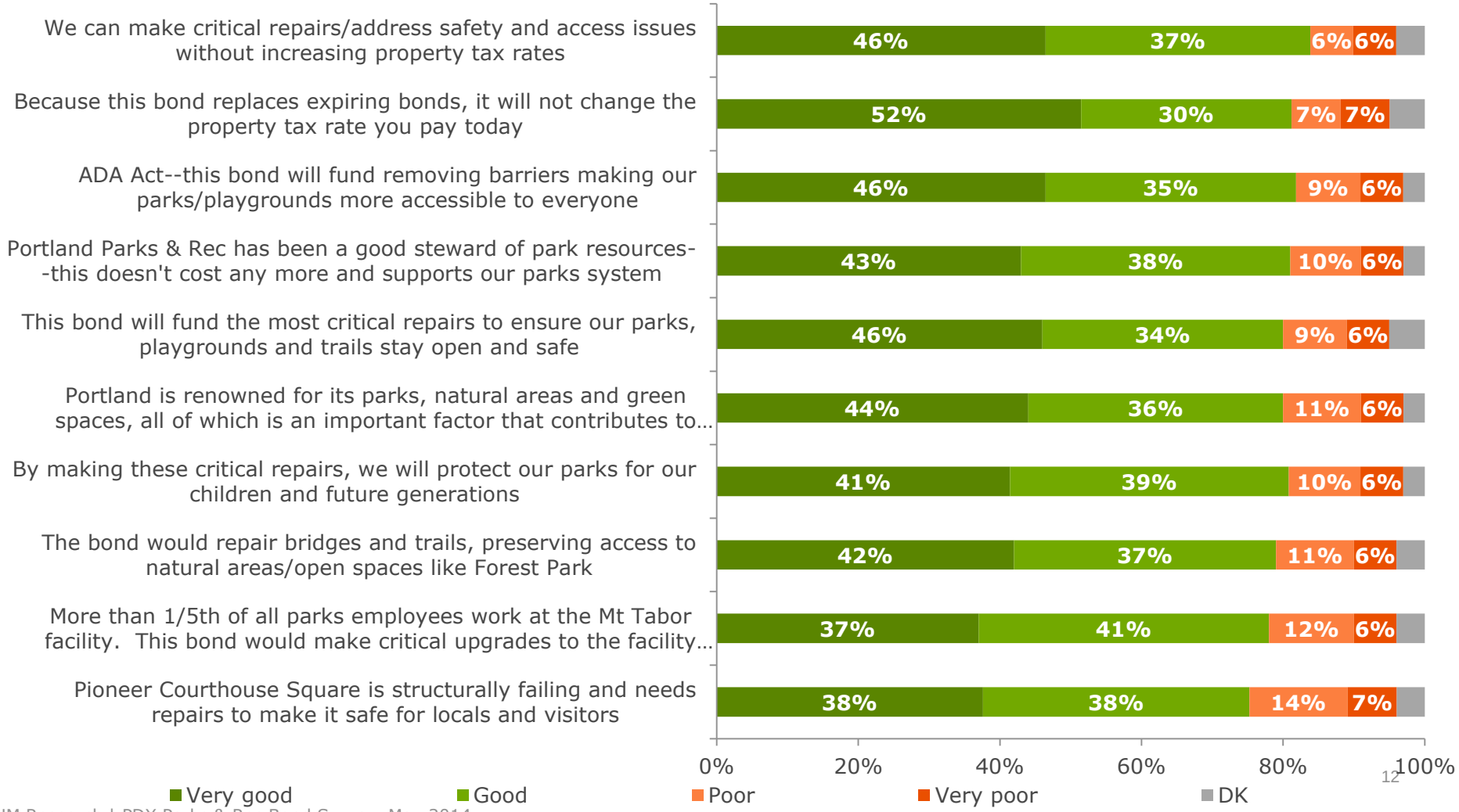
This measure would replace an expiring general obligation bond which was used to fund improvements to Portland Parks. If the new measure passed there would be no increase in property tax rates. If it does not pass, the annual property tax rates paid by the typical household with an Assessed Value of about $150,000 could decrease by about $13.00.



Possible Projects this Measure Could Fund



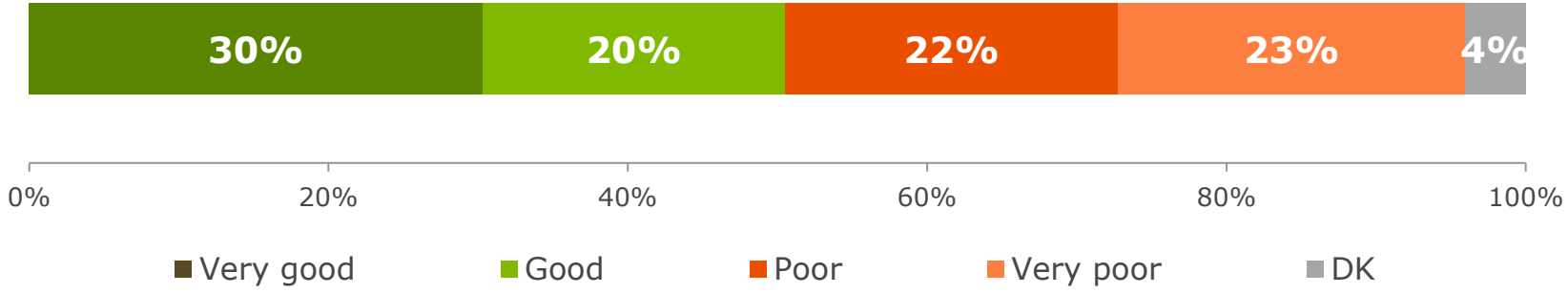
Reasons to Support



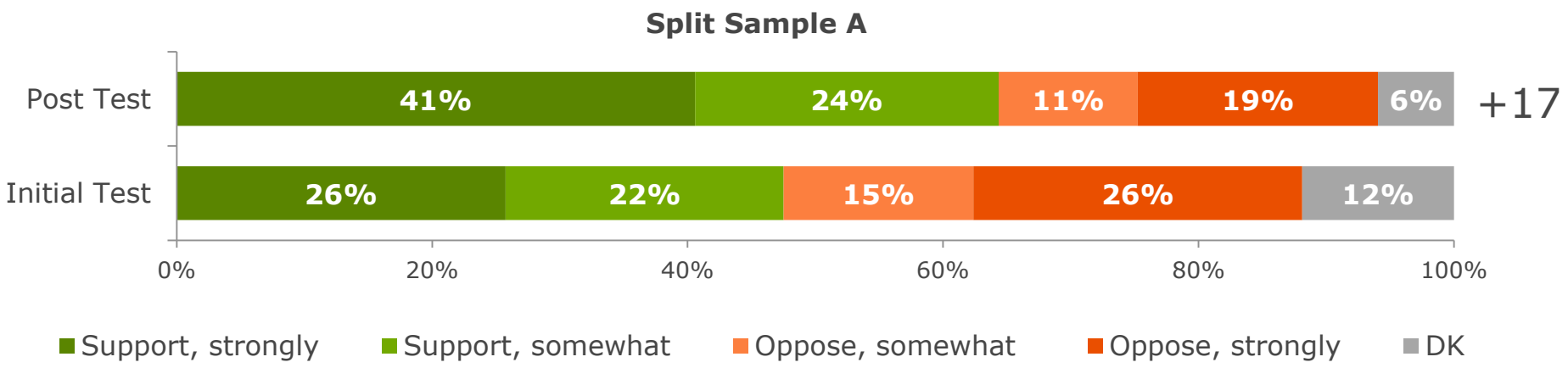
Reason to Oppose

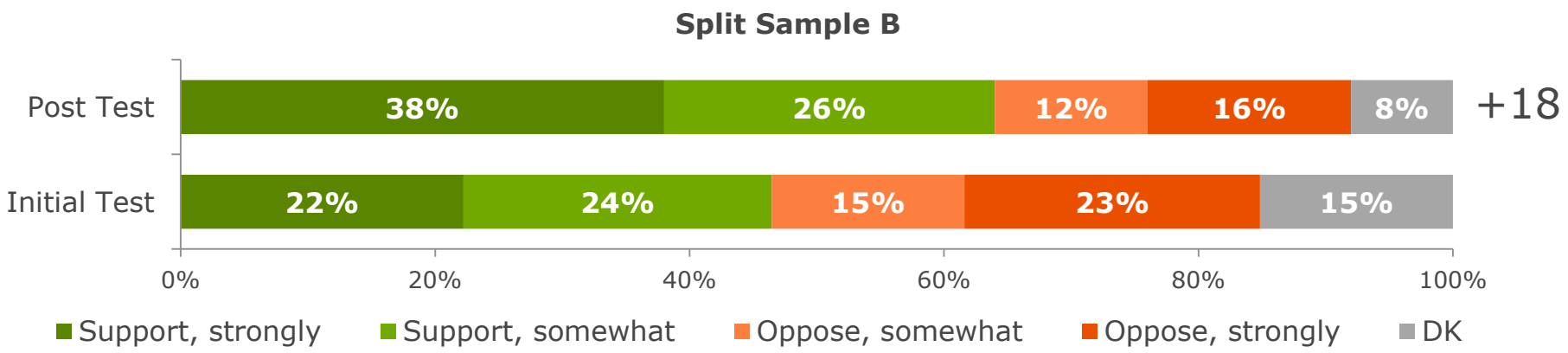
We all love parks, but Portland has serious challenges right now that must be addressed first. Our streets are crumbling, barely half our high school graduates on time, and too many people are out of work. This bond measure is just another example of the city having the wrong priorities. It's time to say no to new taxes until Portland politicians show they can be responsible with our money.

Would you say this is a very good, good, poor, or very poor reason to oppose the bond measure?

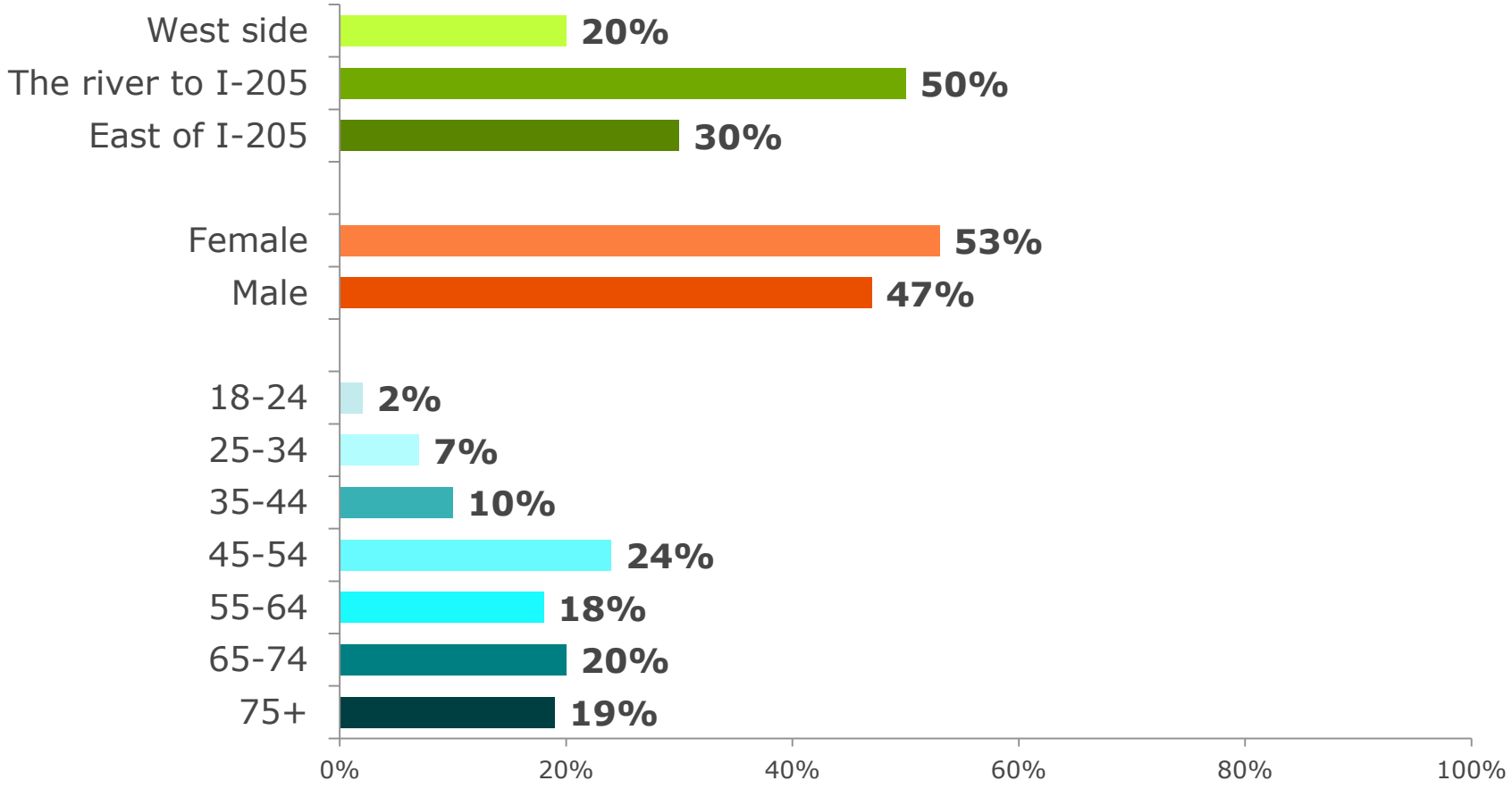


Ballot Post Test





Demographics



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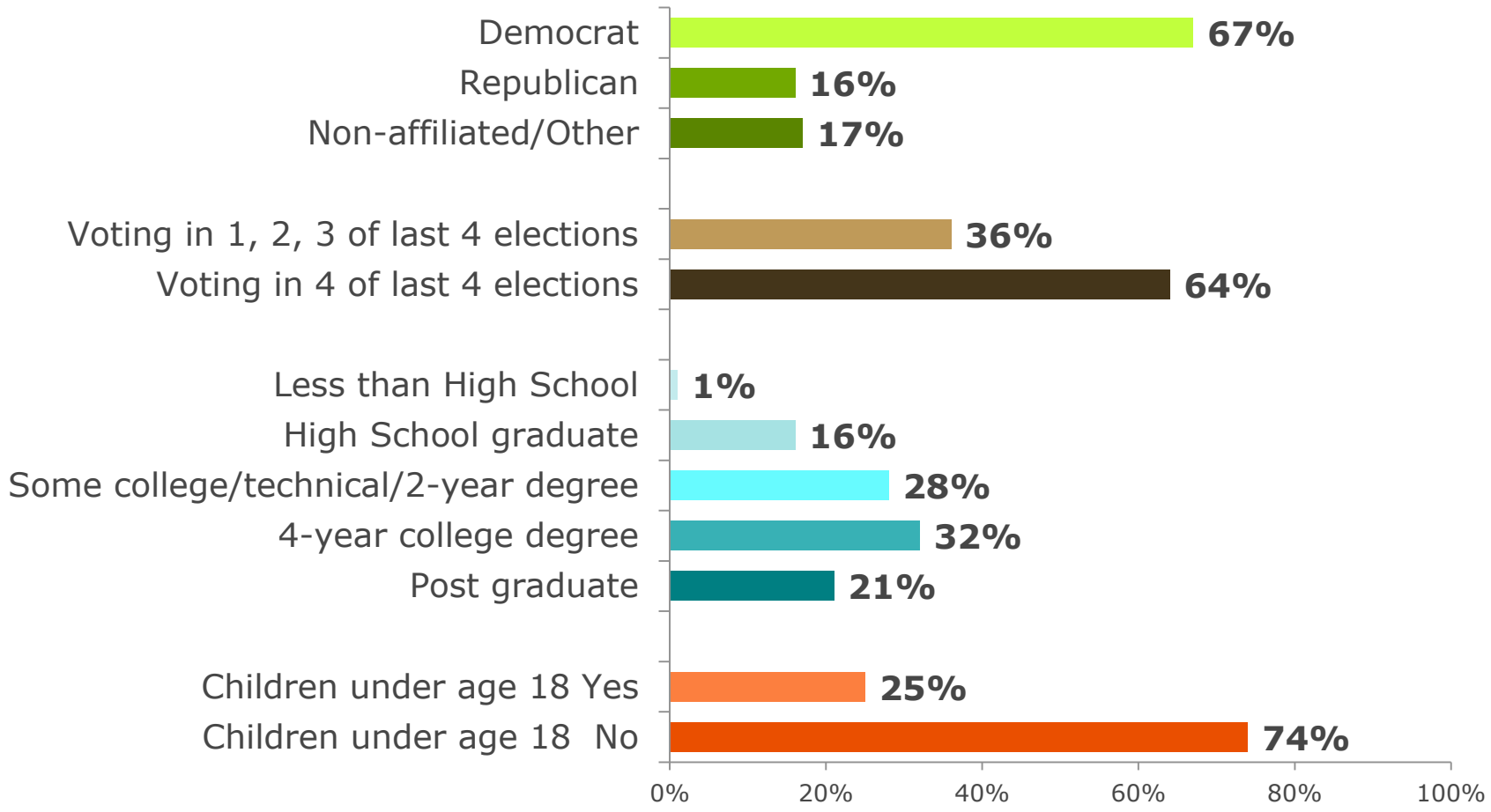
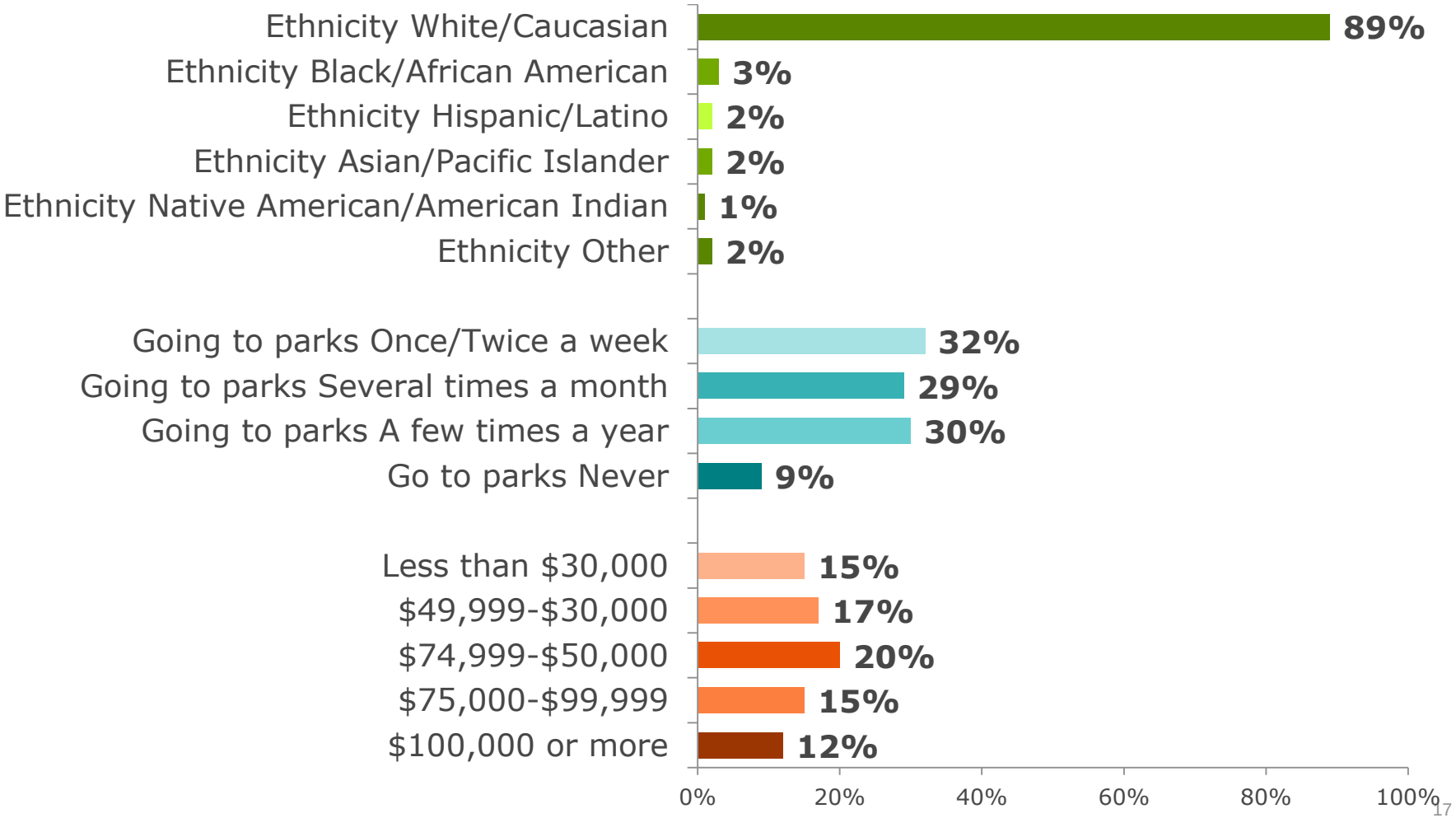
Demographics