



# **PORTLAND TRANSPORTATION PRIORITIES – SURVEY REPORT**

**PREPARED FOR:**

**Portland Bureau of Transportation (PBOT)**

**January 2014**

**PREPARED BY:  
DHM RESEARCH**

## 1. | INTRODUCTION & METHODOLOGY

From January 16-21, 2014, Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey among registered voters in Portland to assess their perceptions of the city's transportation needs. The survey will help the Portland Bureau of Transportation (PBOT) prioritize future transportation-related projects.

**Research Purpose and Methodology:** DHM Research contacted voters using a randomly generated list of registered Portland voters, which consisted of both landlines and cellphones. The survey took an average of 10 minutes to administer. Eight hundred Portland voters participated, with one series of questions employing a split sample of 400. In gathering responses, DHM employed a variety of quality control measures, including questionnaire pre-testing and validations. Quotas were set by age, gender, political affiliation, and area of the city to ensure a representative sample.

**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 (here, Portland registered voters). For a sample size of 800, the margin of error is  $\pm 3.5\%$ . For a sample size of 400, the margin of error ranges from  $\pm 2.9\%$  to  $\pm 4.9\%$ . 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 population.

This report includes observations about statistically significant variations among major demographic subgroups such as gender, age, area of residence (west side, river to I-205, and east of I-205), income, political party, and ethnicity. The reporting of subgroup differences focuses on patterns and trends, and does not attempt to reflect every variation. For a comprehensive appreciation of these variations, please refer to the computer tables accompanying this report.

**DHM Research:** Davis, Hibbitts & Midghall, Inc. has been providing opinion research and consultation throughout Oregon and the rest of the Pacific Northwest for over three decades. The firm is non-partisan and independent and specializes in research projects to support community planning and public policy-making. [www.dhmresearch.com](http://www.dhmresearch.com)

## 2. | SUMMARY & OBSERVATIONS

### **Maintenance and safety top the list of transportation concerns.**

- In a preliminary question, nearly two in ten respondents (18%) volunteered that the condition of the roads was the biggest transportation-related issue that city council should do something about.
- In a retest at the end of the survey more than a quarter (26%) pointed to road maintenance as the most pressing transportation-related need.
- Two maintenance items—general repairs like potholes or repaving and street maintenance on the busiest roads—were among the top four “most important areas to invest in now.”
- Four of six safety issues landed among the top six “most important areas to invest in now.” These consisted of safe pedestrian street crossings, safety around schools, safety at intersections and transit stops, and addition of sidewalks.
- The two highest-ranked funding packages appealed to more than eight in ten respondents and focused on safety: (i) sidewalks and safety features in places where children need them to get to school and seniors need them to get to transit; and (ii) more crosswalks and flashing light signals on streets with dangerous intersections and bus and transit stops.
- The package with sidewalks and safety features for children and seniors stood out as the only one in which a majority (55%) said the specified features made them “much more likely” to support it.

### **Public transit improvements fall into the middle and lower tiers of important immediate investments, and into the middle tier of funding package features.**

- Respondents rated frequent bus service and MAX light rail service as the highest transit priorities. Separated bus lanes and streetcar service were the lowest.
- More than seven in ten respondents would be more likely to support a funding package that improved bus service in areas with substandard service, particularly if the areas are low income.

### **Improvements related to bridges are important to Portland voters.**

- More than three-quarters of respondents supported a funding package that would upgrade at least one downtown Willamette River bridge to survive an earthquake.
- A similar percentage supported funding long-delayed maintenance that will reduce the future cost of road and bridge repairs. By contrast, voters felt less strongly about a package to provide long-delayed maintenance that will reduce the future cost of traffic signals and more energy efficient street lights.

**Infrastructure-related investments such as freeways, improvements to move freight, and paving of unimproved streets land lower than maintenance, safety, and transit concerns on the investment and funding lists.**

- Only one-third of voters rated investment in freeways and paving gravel streets as a 6 or 7 on a 1 to 7 scale, where 1 meant least important to invest in now and 7 meant most important to invest in now.
- Just two in ten rated freight movement as a 6 or 7 on the same scale.
- At 60% support, the funding package that provides for paving unimproved streets was the least popular of ten that were tested.

**More than three-quarters of voters believe the City of Portland should make whatever investments are most important to citizens, regardless of which government owns what.**

- Only two in ten said the City should only focus on what it owns.

**Maintenance and safety concerns receive consistently higher levels of support throughout the survey, but Portlanders also broadly support multiple transportation modes, including public transit, freight, and bicycles.**

- After road maintenance, improving MAX/TriMet and better/safer bicycle lanes were the two biggest transportation-related needs identified by respondents in a final open-ended question.
- Seven in ten said they were much or somewhat more likely to support a funding package creating better access of freight to industrial areas that could support additional jobs and economic development.
- Nearly two-thirds responded supportively to the package with safer bike routes to separate cyclists from car and freight traffic.

**Most Portlanders support a wide mix of features in transportation funding packages.**

- At least six in ten responded positively to all of the funding packages, many of which included features other than safety and maintenance, such as movement of freight, transit improvements, and paving gravel streets.

**Funding package findings afford some interesting comparisons with a 2007 transportation study in Portland.**

- Concern about pedestrian safety has grown since the earlier research. Then, two-thirds said more crosswalks on streets with bus and transit stops would increase their support for funding. Now, more than eight in ten say the same thing.
- By contrast, feelings about the need for long-delayed maintenance that will reduce the future cost of road and bridge repairs have remained steady at three-quarters support for that funding feature.
- The relatively lower level of interest in paving unimproved streets is also consistent with 2007 findings.

### 3. | KEY FINDINGS

#### 3.1 | General Attitudes

In an introductory question, nearly two-thirds (65%) of Portlanders said the city was generally headed in the right direction (Figure 1). A quarter (25%) said it was off on the wrong track, and one in ten was unsure. These numbers duplicate almost exactly the response to the same question asked in a 2007 Portland transportation survey.



Democrats (74%) and the highest earners (75%) were especially positive, in the former case countered sharply by a much lower figure among Republicans (34%). Both groups of residents west of I-205 (69% each) were more likely than their counterparts to think the city was headed in the right direction. Along with Republicans (56%), residents east of I-205 (34%) more often felt things were off on the wrong track. Age, gender, and ethnicity were not significant factors on this question.

Asked what they felt were the biggest transportation-related needs for the city council to address, Portland voters pointed most often to the condition of roads (18%) and traffic congestion (12%). Safety came up as a general concern (6%), and 5% said they were satisfied with the area's transportation system. Several transit items arose in various forms, including reduction in fares (6%), increased general availability (6%), improvement of TriMet/bus service (5%), expansion of light rail (4%), and addition of bus routes and stops (3%). Four percent (4%) sought improvement of the highway infrastructure and 3% said there should be fewer bike lanes. Table 1 lists the top responses.

**Table 1**  
**Biggest Transportation-Related Needs for City Council to Address**

Response Category	N=800
Condition of roads	18%
Traffic congestion	12%
Improve public safety/crime control	6%
Reduce public transportation fares	6%
Increase public transportation—general	6%
Improve TriMet/bus service	5%
Satisfied with the transportation	5%
Improve highway/freeway infrastructure	4%
Expand light rail	4%
Fewer bike lanes	3%
Increase the number of bus routes/bus stops	3%
All other responses	2% or less
None/nothing	6%
<b>(DON'T READ)</b> Don't know	9%

Source: DHM Research, Jan. 2014

Respondents over age 35, more frequent voters, and whites more often saw road condition as the biggest issue, while traffic congestion loomed larger in the minds of west-siders and those earning \$100K+ per year. 18-34 year-olds and those making less than \$75K per year mentioned transportation fares more often than their counterparts.

### 3.2 | Most Important Investments

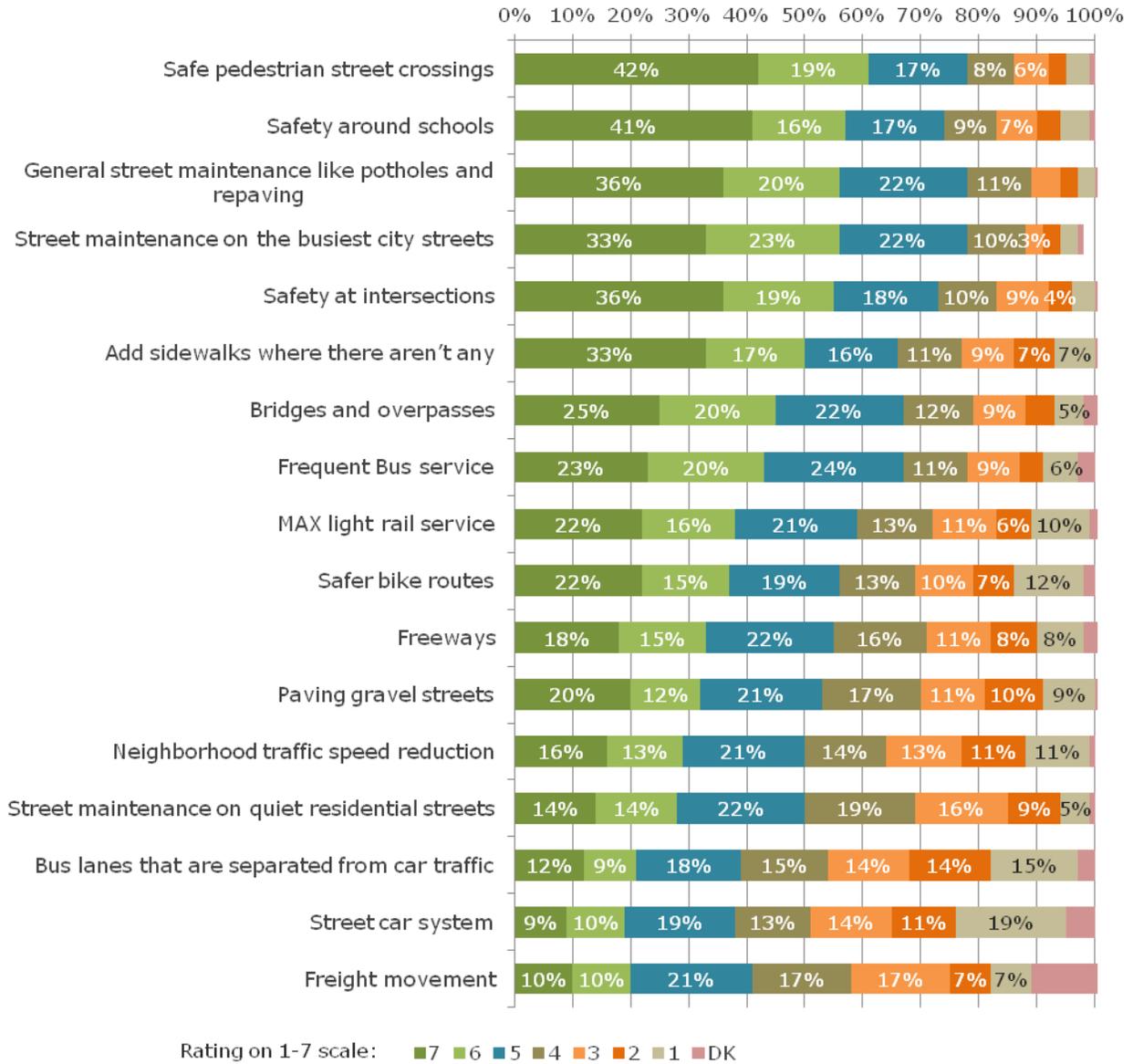
We presented respondents with a list of 17 areas in which Portland might make transportation investments and asked them to rate each one on a scale of 1 to 7, where 1 meant the item was least important to invest in now, and 7 meant it was most important to invest in now. This series of questions gives rise to some high-level general observations; discussion of the many demographic variations follows below.

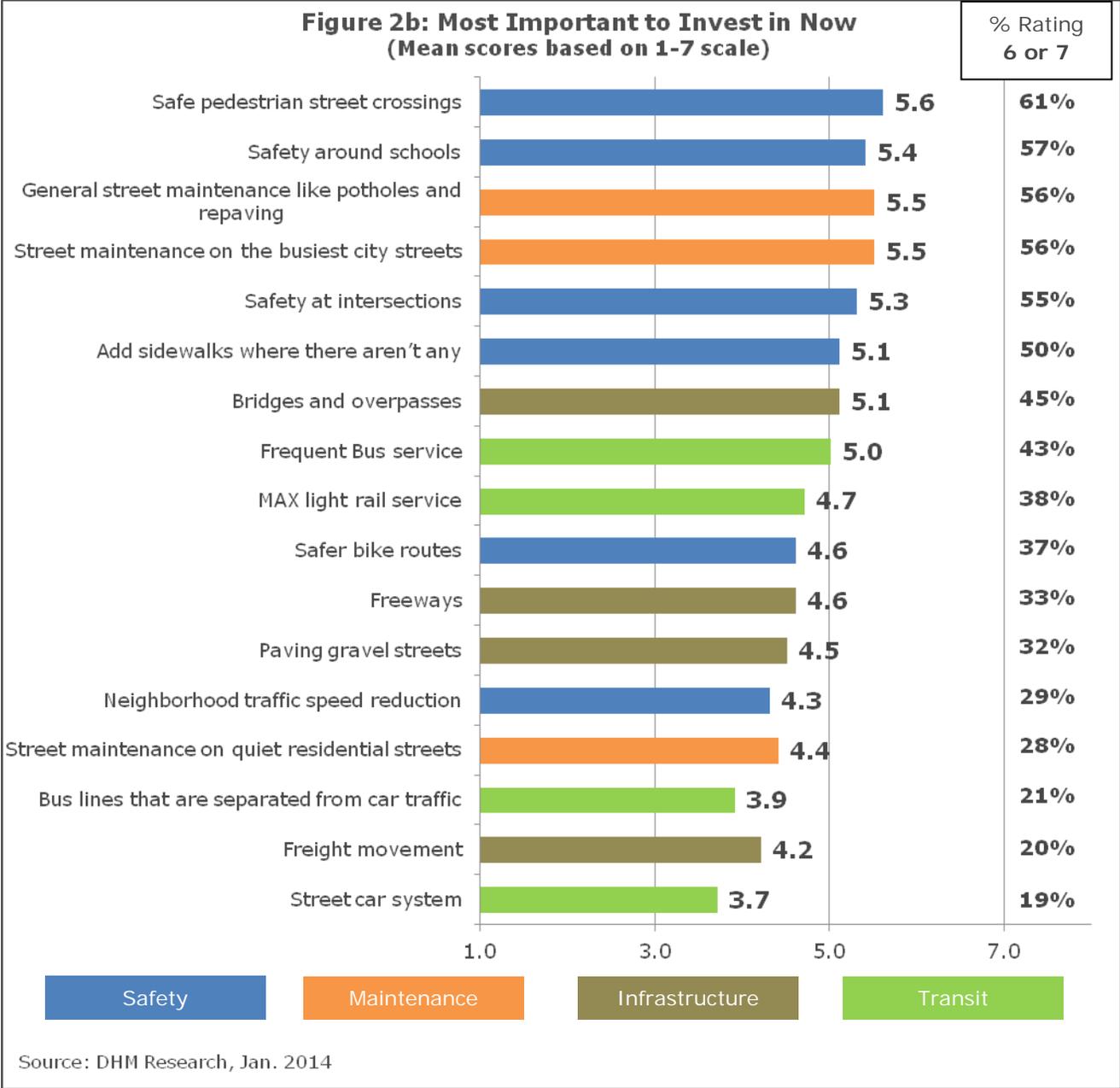
- Voters put four **safety-related investments** among the top six needs, including safe pedestrian street crossings (mean 5.6), safety around schools (5.4), safety at intersections (5.3), and addition of sidewalks (5.1).
- The other two items in the top six dealt with **street maintenance** such as potholes and repaving (mean 5.5) and repairs to the busiest city streets (5.5). Voters saw street maintenance in quiet residential areas as less important (4.4).
- Two **transit investments** relating to frequent bus service (mean 5.0) and MAX service (4.7) fell into the middle tier, with two others ranked near the bottom: separated bus lanes (3.9) and the street car system (3.7).
- A fourth set of investment possibilities had to do with **infrastructure improvements**. Bridges and overpasses ranked seventh overall (mean of 5.1) and highest among this group of concerns. Freeways (4.6) and paving gravel streets

(4.5) fell into the bottom of the middle tier, while movement of freight (4.2) came in near the bottom of the list.

Figures 2a and 2b present the overall results from this series of questions in two formats. Figure 2a shows how the ratings break down on each item. Figure 2b shows mean scores and "top box" percentages, i.e., the percentage of respondents who rated an item 6 or 7 on the 1 to 7 scale. The ranking of items in both figures is based on top box percentages.

**Figure 2a: Most Important to Invest in Now  
(Rating Percentages on 1-7 Scale)**





The following observations of statistically significant differences are based on “top box” responses, i.e., percentages in each group who rated the item a 6 or 7 on the scale:

Gender:

- Women were more likely than men to regard the top four **safety** items shown in Chart 1 as important to invest in now.
- Men differed in more often seeing freight movement as important.

#### Area:

- Area of the city was not a differentiating factor among responses to the six **safety** considerations, nor did it factor into the three **maintenance** items.
- Regarding **transit** investments, residents east of I-205 were less likely to support investment in the street car system but more likely to support separated bus lanes.
- Area was also a factor in considering **infrastructure** issues. Residents east of I-205 were more likely to support immediate investment in freeways and paving gravel streets, while west-siders were relatively less interested in freight movement. There was no difference by area (or by any other factor) when it came to bridges and overpasses.

#### Income:

- There were no significant variations by income related to safe pedestrian crossings, bridges and overpasses, residential street maintenance, or movement of freight.
- Compared to one or more of the other income cohorts, the lowest earners (<\$30K) returned relatively higher percentages on 11 of the remaining 13 items tested, including all four **transit** items, the five remaining **safety** items, and two of the **infrastructure** items (freeways and paving gravel streets).
- The top two **maintenance** items (on general and the busiest streets respectively) won relatively more support from the \$30-\$50K and \$100K+ brackets.

#### Age:

- The oldest cohort had higher percentages than one or more other age groups with respect to:
  - **Safety** – pedestrian street crossings, safety at intersections, and neighborhood traffic speed reduction;
  - **Maintenance** – general repairs such as paving and potholes and maintenance on quiet residential streets;
  - **Infrastructure** – paving gravel streets.
- The youngest age group (18-34 year-olds) had relatively higher numbers for safer bike routes, frequent bus service, separated bus lanes, and freeways.

#### Politics

- Compared to Democrats and Independents, higher percentages of Republicans—more than two-thirds—supported immediate investment in the top two **maintenance** issues (general and busiest streets); the third maintenance item (residential streets) showed no variation by party.
- On some of the **safety** and **transit** issues, Republicans tended to show less support than their Democrat and Independent counterparts, e.g., safe pedestrian crossings, safety at intersections, and safer bike routes; and frequent bus service and MAX light rail service.
- Responses from Democrats and Independents were usually quite similar, but differed on two **infrastructure** items: freeways (28% vs. 38% respectively) and paving gravel streets (36% vs. 28%).

## Ethnicity

- Ethnicity was only rarely a significant differentiating factor in this series of questions, arising primarily in connection with **transit** issues. Non-whites turned in higher percentages favoring immediate investment in frequent bus service, MAX light rail service, and separated bus lanes. They also more often favored investment in freeways.

### 3.3 | Key Funding Package Features

We tested ten potential funding packages, twice using a split sample technique to test two versions of similar packages. **Packages with safety elements topped the list.** Eighty-six percent (86%) of the overall sample said they would be more likely to support improvements to Portland's transportation system if the package provided funding for sidewalks and safety features in places where children need them to get to school and seniors need them to get to transit. This package stood out as the only one in which a majority (55%) said they would be "much more likely" to support the package.

Eighty-four percent (84%) said they would be more likely to support improvements (47% much more likely) if the funding package provided more crosswalks and flashing light signals on streets with dangerous intersections and bus and transit stops. These results reflect significant growth compared to a similar question in the 2007 survey, where a combined 67% said "more crosswalks on streets with bus and transit stops" would increase their support (31% much more likely). The more recent survey's reference to "dangerous intersections" may be partly responsible for this difference, but the spread is large enough to suggest that safety concerns have risen since 2007.

#### **Maintenance packages that reference work on bridges also fared especially well.**

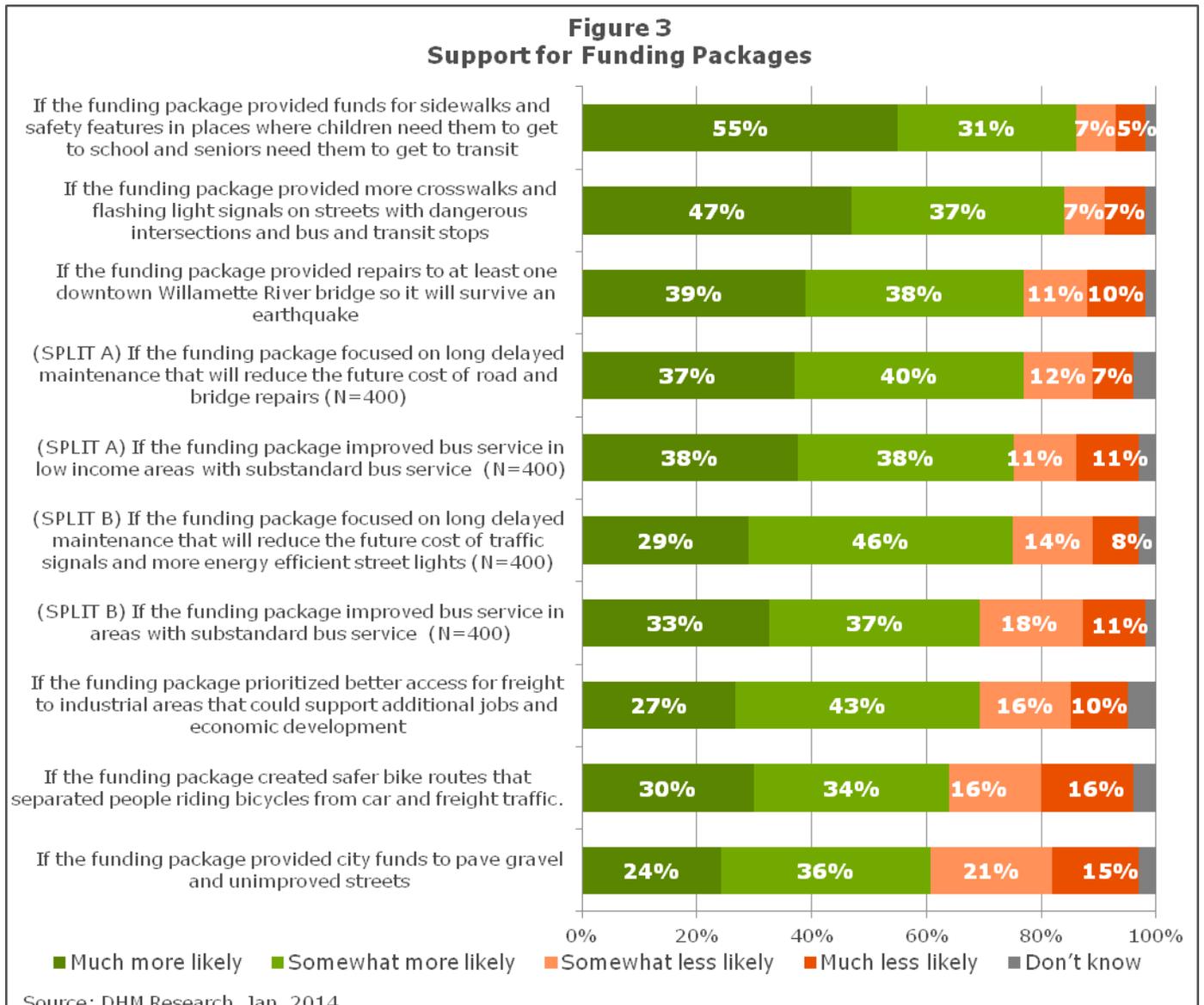
More than three-quarters (77%) said they would be more likely to support improvements (39% much more likely) if the funding package provided repairs to at least one downtown Willamette River bridge so it will survive an earthquake.

A funding package focusing on long-delayed maintenance that will reduce the future cost of road and bridge repairs earned a very similar response (77% combined, 37% much more likely). Feelings on this issue appear to have changed little since 2007, when the same question got nearly the same results (79% combined, 39% much more likely). The "long-delayed maintenance" package was one of the questions employing a split sample. The counterpart to reducing the future cost of road and bridge repairs was reducing the future cost of traffic signals and more energy efficient street lights. This latter option fared similarly in combined response (75%) but less well in strength of support (29% much more likely).

The second pair of split samples touched on improved bus service—one "in low income areas with substandard bus service" and the other simply "in areas with substandard bus service." The reference to "low income" led to stronger support (76% combined and 38% much more likely vs. 70% combined and 33% much more likely).

A funding package that prioritized better access for freight to industrial areas that could support additional jobs and economic development earned 70% combined support (27% much more likely). Creating safer bike routes separating people riding bicycles from car and freight traffic earned more strong (30%) but less combined support (64%). Last on the list was a package that would pave gravel and unimproved streets (60% combined, 24% much more likely). The relative lack of enthusiasm for paving gravel roads is consistent with findings from the 2007 survey, where a funding proposal to pave gravel and unimproved streets landed very close to the bottom of the bottom tier.

Figure 3 presents results for all ten packages ranked by combined “much more likely” percentages.



Politics, income, age, and area of residence were common differentiating factors in this set of questions when looking at combined “much/somewhat more likely” response.<sup>1</sup> Gender fed only two differences on this basis: women were more likely than men to support the top safety and the top maintenance funding packages (i.e., sidewalks and safety features for children and seniors, and repairs to one downtown Willamette River bridge to withstand an earthquake). The only statistically significant difference in combined response by ethnicity pertained to the safety-related package that created safer bike routes, which non-whites favored at higher rates. But many of the packages showed differences by ethnicity based on “much more likely” response—again with higher percentages among non-whites.

One funding package—more crosswalks and flashing lights at dangerous intersections and bus and transit stops—involved no significant interactions in combined supportive response. Observations in connection with other packages include:

- Area:
  - There were no differences by area as to the funding packages involving crosswalks and flashing lights, long-delayed maintenance to reduce the future costs of traffic signals and energy efficient street lights, prioritization of freight access, or paving gravel streets.
  - On all other funding packages, residents east of I-205 showed less support than their peers between I-205 and the river. West-side response consistently resembled that on the near east-side, but did not rise as often to the level of statistical significance vis-à-vis voters east of I-205.
- Income:
  - Income was a factor in seven of the ten packages tested.
  - The highest bracket showed more support for the two top maintenance proposals: repairing at least one downtown Willamette River bridge so it will survive an earthquake, and focusing on long-delayed maintenance to reduce the future cost of road and bridge repairs.
  - The lowest earners stood out compared to the \$75-100K bracket on (i) improved bus service in areas with substandard bus service; (ii) better freight access; and (iii) safer bike routes. They differed from the highest earners in lending more support to paving gravel roads.
  - Those earning less than \$75K were relatively more likely than higher earners to support long-delayed maintenance that will reduce the future cost of traffic signals and more energy efficient street lights.
- Age:
  - 18-34 year olds stood out against one or both older cohorts for higher levels of support on several items: (i) repairs to at least one downtown Willamette River bridge so it will survive an earthquake; (ii) long-delayed maintenance that will reduce the future cost of traffic signals and more energy efficient street lights; (iii) bus service in areas with substandard bus service; (iv)

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<sup>1</sup> Unless otherwise noted in the text, the following observations about demographic variations on funding packages are based on combined “much/somewhat more likely” response.

better access for freight to industrial areas that could support additional jobs and economic development; (v) safer bike routes that separate people riding bicycles from car and freight traffic; and (vi) paving gravel and unimproved streets.

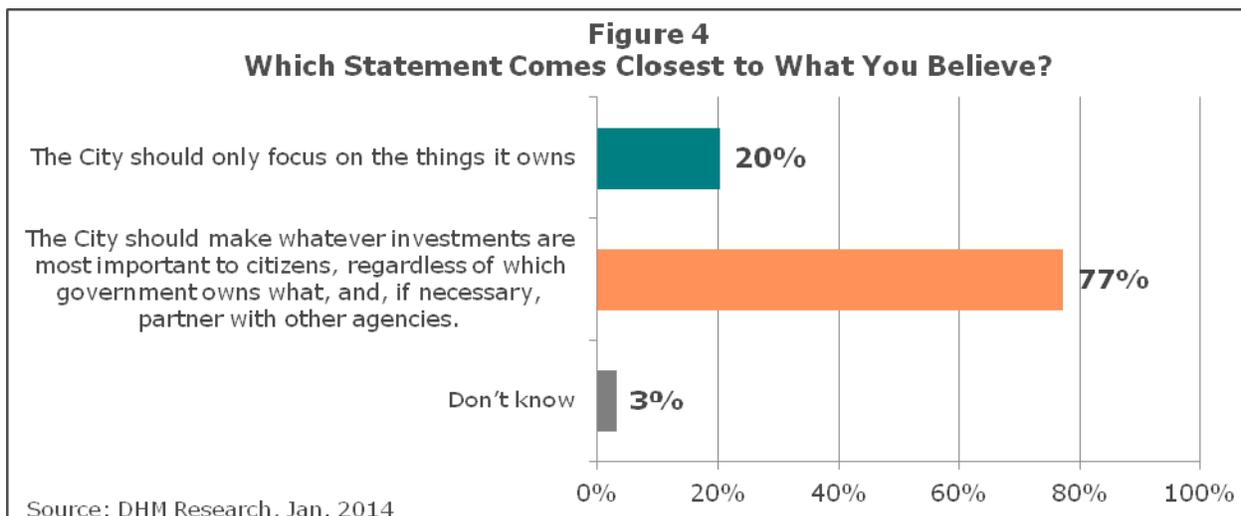
- Politics:
  - On all packages except road and bridge repair and paving gravel streets (on which there were no significant interactions by party), Republicans turned in lower percentages than both Democrats and Independents.
  - Elsewhere, Independents stood out for higher relative support of (i) delayed maintenance that would reduce the future cost of traffic signals and energy efficient street lights; (ii) better access for freight to industrial areas that could support additional jobs and economic development; and (iii) safer bike routes that separate people riding bicycles from car and freight traffic.

### 3.4 | Attitudes Toward Ownership

As background to the next question we informed respondents that different governments—city, county, and state—own different streets and bridges in the Portland area. We then asked respondents which of two statements came closest to what they believe:

- A. The City should only focus on the things it owns.  
OR
- B. The City should make whatever investments are most important to citizens, regardless of which government owns what, and, if necessary, partner with other agencies.

As reflected in Figure 4, voters overwhelmingly favored Statement B by a margin of nearly four to one (77% to 20%). Democrats and 18-34 year-olds were relatively more likely to opt for B (82% each), while Republicans and those over age 55 more often chose A (33% and 23% respectively). Income and area of residence were not significant factors.



### 3.5 | Needs Re-Test

At the close of the survey, we repeated the early open question that asked for the biggest transportation-related needs voters want city council to do something about. Participation in the survey helped solidify the dominance of maintenance concerns, which rose from 18% in the first test to 26% in the second. Those over age 55, Republicans, and the highest earners stood out especially for identifying this need. Improving MAX/TriMet and bicycle lane issues rose higher on the list, earning 12% and 10% of the response, respectively. Improving MAX/TriMet appealed especially to the lowest income bracket. Transportation-specific safety issues also rose in importance, with 9% wanting crosswalks and safer crossings, 8% mentioning sidewalks, and 7% talking about pedestrian safety. Traffic congestion, which was not a focus of this survey, dropped from second place and 12% in the first test to 11<sup>th</sup> place and 4% in the second.

Response Category	(Q31) N=800
Road maintenance (fixing potholes/paving roads)	26%
Improving MAX/TriMet transportation—general	12%
Bicycle lanes/better/safer bike lanes	10%
Crosswalks/safer crossings	9%
Sidewalks/add and maintain sidewalks	8%
More frequent buses/routes	8%
Pedestrian safety	7%
Improve highway/freeway traffic	6%
Bridge maintenance	6%
Crime/public safety	5%
Traffic congestion	4%
Improving bus services	4%
Reduce public transportation costs	4%
Expand light rail/maintain light rail	3%
All other responses	2% or less
None/nothing	7%
<b>(DON'T READ)</b> Don't know	5%

Source: DHM Research, Jan. 2014

**PBOT Transportation Needs Survey  
January 2014**

**N=800, Registered Voters, Portland City-wide  
10 minutes  
±3.5% MoE N=800; ±4.9% MoE N=400**

**DHM Research**

Hello, my name is \_\_\_\_\_ from DHM Research, a Portland opinion research firm. We're not selling anything. I have some questions for you about the future of your community. The survey should take only a few minutes and I think you will find the questions interesting. Your answers are strictly confidential.

1. Would you say things in Portland as a whole are generally headed in the right direction, or would you say things in Portland are off on the wrong track?

<b>Response Category</b>	<b>N=800</b>
Right direction	65%
Wrong track	25%
(DON'T READ) Don't know	10%

2. What are the biggest transportation related needs you feel your City Council should do something about?  
**(ACCEPT UP TO THREE/PROBE FOR SPECIFICS)**

<b>Response Category</b>	<b>N=800</b>
Condition of roads	18%
Traffic congestion	12%
Improve public safety/crime control	6%
Reduce public transportation fares	6%
Increase public transportation—general	6%
Improve TriMet/bus service	5%
Satisfied with the transportation	5%
Improve highway/freeway infrastructure	4%
Expand light rail	4%
Fewer bike lanes	3%
Increase the number of bus routes/bus stops	3%
All other responses	2% or less
None/nothing	6%
(DON'T READ) Don't know	9%

Using a scale of 1 to 7, where 1 means least important to invest in now and 7 means most important to invest in now, please rate each of the following. Remember that you can choose any point on the scale. **(RANDOMIZE Q3-19)**

Response Category	Top Box (6+7)	Mean
3. Street maintenance on quiet residential streets	28%	4.4
4. Add sidewalks where there aren't any	50%	5.1
5. Safe pedestrian street crossings	61%	5.6
6. Safer bike routes	37%	4.6
7. Street maintenance on the busiest city streets	56%	5.5
8. Safety around schools	57%	5.4
9. Street car system	19%	3.7
10. Freeways	33%	4.6
11. Freight movement	19%	4.2
12. General street maintenance like potholes and repaving	56%	5.5
13. MAX light rail service	38%	4.7
14. Bus lines that are separated from car traffic	21%	3.9
15. Bridges and overpasses	45%	5.1
16. Safety at intersections	55%	5.3
17. Frequent Bus service	43%	5.0
18. Neighborhood traffic speed reduction	29%	4.3
19. Paving gravel streets	32%	4.5

For each item I read to you, please tell me if it would make you much less likely, somewhat less, somewhat more or much more likely to support a funding package to pay for improvements to Portland's transportation system. **RANDOMIZE (SPLIT A: Q20/26 50%/SPLIT B: Q21/27 50%)**

Response Category	Much more likely	Smwt more likely	Smwt less likely	Much less likely	Don't know
20. (SPLIT A) If the funding package focused on long delayed maintenance that will reduce the future cost of road and bridge repairs (N=400)	37%	40%	12%	7%	4%
21. (SPLIT B) If the funding package focused on long delayed maintenance that will reduce the future cost of traffic signals and more energy efficient street lights (N=400)	29%	46%	14%	8%	3%
22. If the funding package provided city funds to pave gravel and unimproved streets	24%	36%	21%	15%	3%
23. If the funding package provided funds for sidewalks and safety features in places where children need them to get to school and seniors need them to get to transit	55%	31%	7%	5%	2%
24. If the funding package provided repairs to at least one downtown Willamette River bridge so it will survive an earthquake	39%	38%	11%	10%	2%
25. If the funding package provided more crosswalks and flashing light signals on streets with dangerous intersections and bus and transit stops	47%	37%	7%	7%	2%
26. (SPLIT A) If the funding package improved bus service in low income areas with substandard bus service (N=400)	38%	38%	11%	11%	3%

Response Category	Much more likely	Smwt more likely	Smwt less likely	Much less likely	Don't know
27. (SPLIT B) If the funding package improved bus service in areas with substandard bus service (N=400)	33%	37%	18%	11%	2%
28. If the funding package created safer bike routes that separated people riding bicycles from car and freight traffic	30%	34%	16%	16%	4%
29. If the funding package prioritized better access for freight to industrial areas that could support additional jobs and economic development	27%	43%	16%	10%	5%

30. The City owns the streets and non-Willamette River Bridges; the County owns some roads and the Willamette River bridges in the City; the state owns some roads that run through the City. Please listen to the following statements and then tell me which statement comes closest to what you believe. **(ROTATE)**

Response Category	N=800
A. The City should only focus on the things it owns	20%
B. The City should make whatever investments are most important to citizens, regardless of which government owns what, and, if necessary, partner with other agencies.	77%
<b>(Don't Ask)</b> Don't know	3%

31. Sometimes people change their mind after thinking about a topic for a while. Let me ask you again, what are the biggest transportation related needs you feel your City Council should do something about? **(ACCEPT UP TO THREE/PROBE FOR SPECIFICS)**

Response Category	(Q31) N=800
Road maintenance (fixing potholes/paving roads)	26%
Improving MAX/TriMet transportation—general	12%
Bicycle lanes/better/safer bike lanes	10%
Crosswalks/safer crossings	9%
Sidewalks/add and maintain sidewalks	8%
More frequent buses/routes	8%
Pedestrian safety	7%
Improve highway/freeway traffic	6%
Bridge maintenance	6%
Crime/public safety	5%
Traffic congestion	4%
Improving bus services	4%
Reduce public transportation costs	4%
Expand light rail/maintain light rail	3%
All other responses	2% or less
None/nothing	7%
<b>(DON'T READ)</b> Don't know	5%

## DEMOGRAPHICS

Now I have some questions for statistical purposes only.

32. In what year were you born? **(RECORD AGE FROM SAMPLE)**

Response Category	N=800
18-24	12%
25-34	13%
35-54	39%
55-64	14%
65+	22%

33. Area of the city? **(RECORD ZIP FROM SAMPLE)**

Response Category	N=800
Westside	20%
The River to 205	50%
East of 205	30%

34. Gender **(DO NOT ASK –RECORD FROM OBSERVATION)**

Response Category	N=800
Male	48%
Female	52%

35. Party **(FROM SAMPLE IF AVAILABLE)**

Response Category	N=800
Democrat	56%
Republican	13%
Independent/other	31%

36. Voting history **(FROM SAMPLE)**

Response Category	N=800
0/1 of 4	25%
2 of 4	20%
3 of 4	17%
4 of 4	39%

37. Which of the following describes your total household income before taxes in 2013? Remember to include everyone in your household.

Response Category	N=800
Less than \$30,000	23%
\$30,000-\$49,999	20%
\$50,000 -\$74,999	16%
\$75,000 - \$99,999	11%
\$100,000+	16%
(DON'T READ) Refused	14%

38. Did we reach you on a cell phone today?

Response Category	N=800
Yes	20%
No	80%

39. Which of the following best describes your ethnicity?

<b>Response Category</b>	<b>N=800</b>
White/Caucasian	76%
African American/Black	5%
Hispanic/Latino	2%
Asian/Pacific Islander	4%
Native American/American Indian	1%
Other	5%
(DON'T READ) Refused	7%