

Portland Business Alliance 2019 Jobs and Economy Survey

January 2019



Research Purpose

- Track voter perceptions over time and determine changes in opinions about the Portland region's economy
- Assess support for potential measures
- Determine the most trusted sources of information about economic issues in the region

Methodology

- Telephone survey of 510 likely voters in the Portland metro region, including an oversample of City of Portland voters (n=253)
- Conducted January 9–14, 2019; 19 minutes to complete
- Quotas set and data weighted by age, gender, and political party to ensure a representative sample
- Margin of error $\pm 4.3\%$
- Due to rounding, some totals may differ by ± 1 from the sum of separate responses.

Top Regional Concerns

- Homelessness and affordable housing remain top-of-mind issues for Portland voters. Concerns about homelessness continue to rise, while concerns about affordable housing have begun to level off.
- These issues have taken a toll on perceptions of the region. A majority of voters say the region's quality of life is declining—continuing a trend from the December 2017 study.

Economy and Jobs

- As the economy continues to improve, most voters report that economically, they are doing the same as last year or are better off, leaving voters to focus on other issues besides jobs.
- However, the economy broadly is not a low priority. While voters are less likely to mention jobs *unprompted*, they say that jobs, housing, and infrastructure are all top priorities for the region.

Future Measures

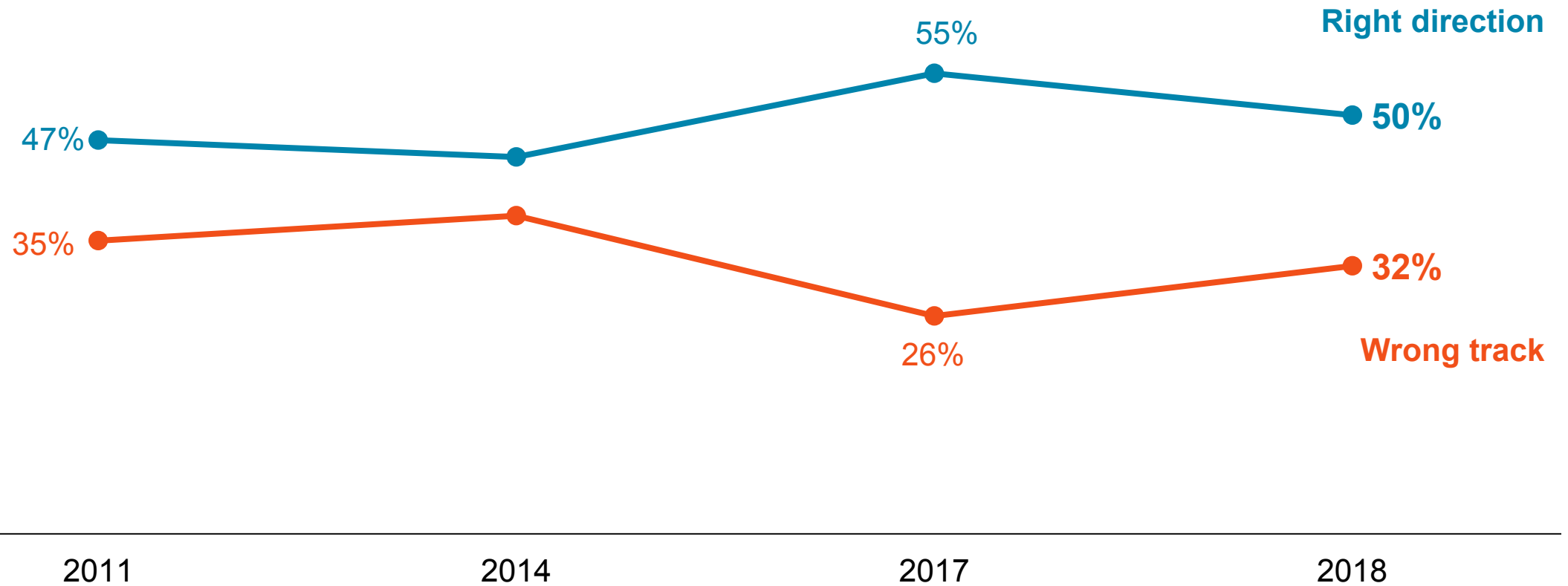
- Voters support investing in transportation that serves people who drive cars and who walk, bike, or take transit. When it comes specifically to multimodal investments, pedestrian projects are the most popular.
- A business activities tax to fund K–12 education might be popular, especially in Portland, but voters need more information. Three in ten likely voters strongly oppose the idea.

Portland City Council

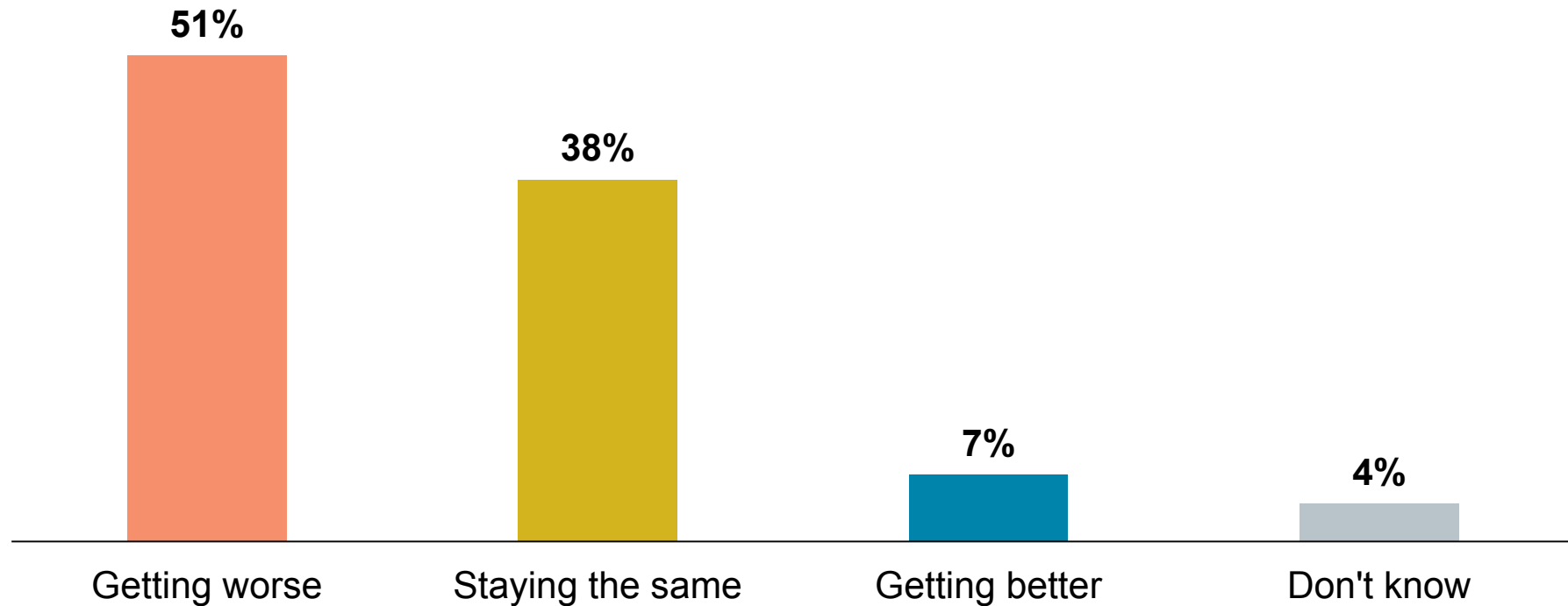
- In Portland, support for electing City Commissioners by district has grown. Seven in ten likely voters now say they support the idea, compared to just over half of voters in 2016.

Community issues and concerns

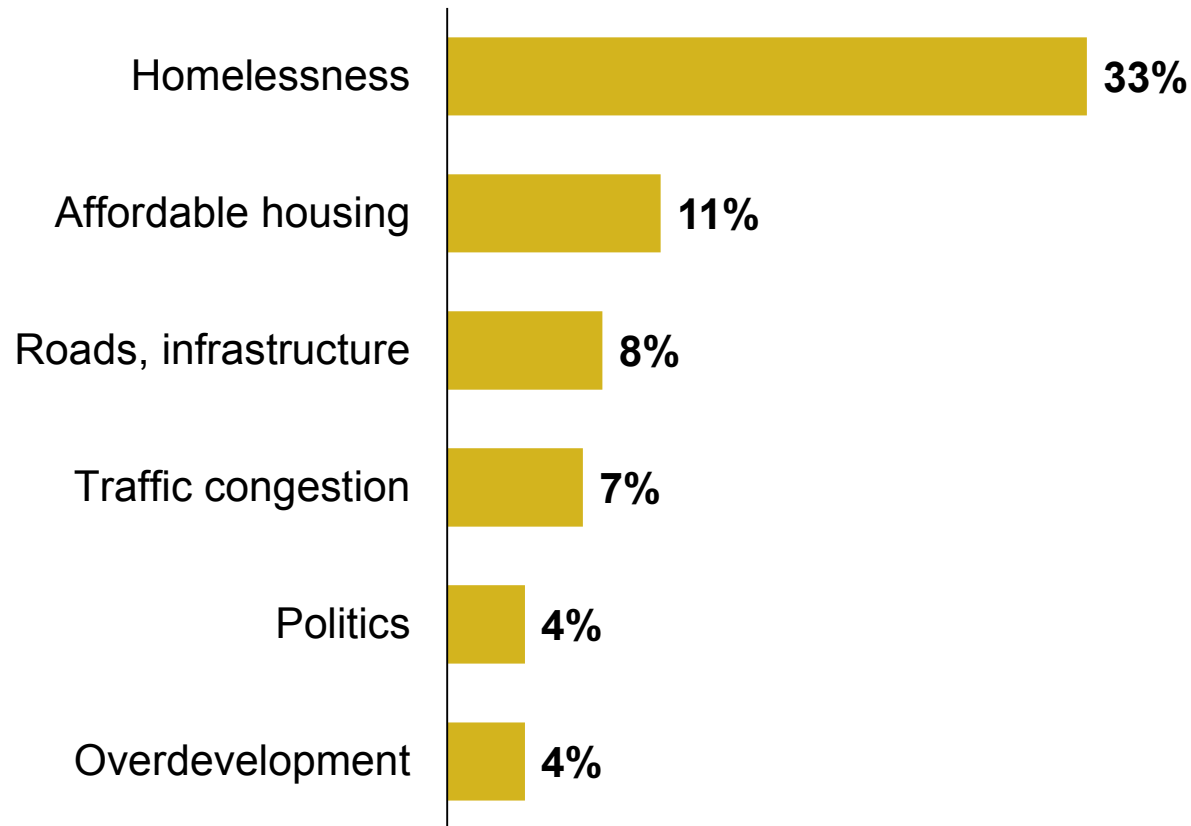
Over the past year, voter positivity about the direction of the region has declined.



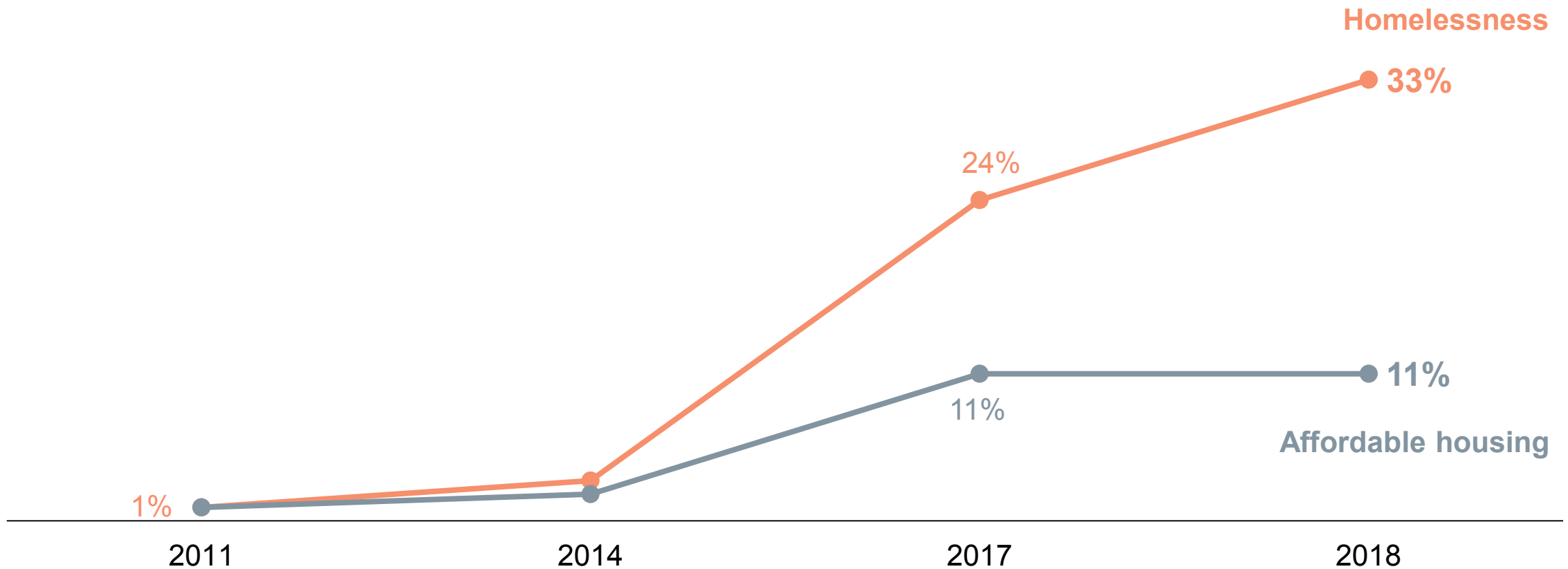
A slim majority of voters say quality of life in the region is getting worse.



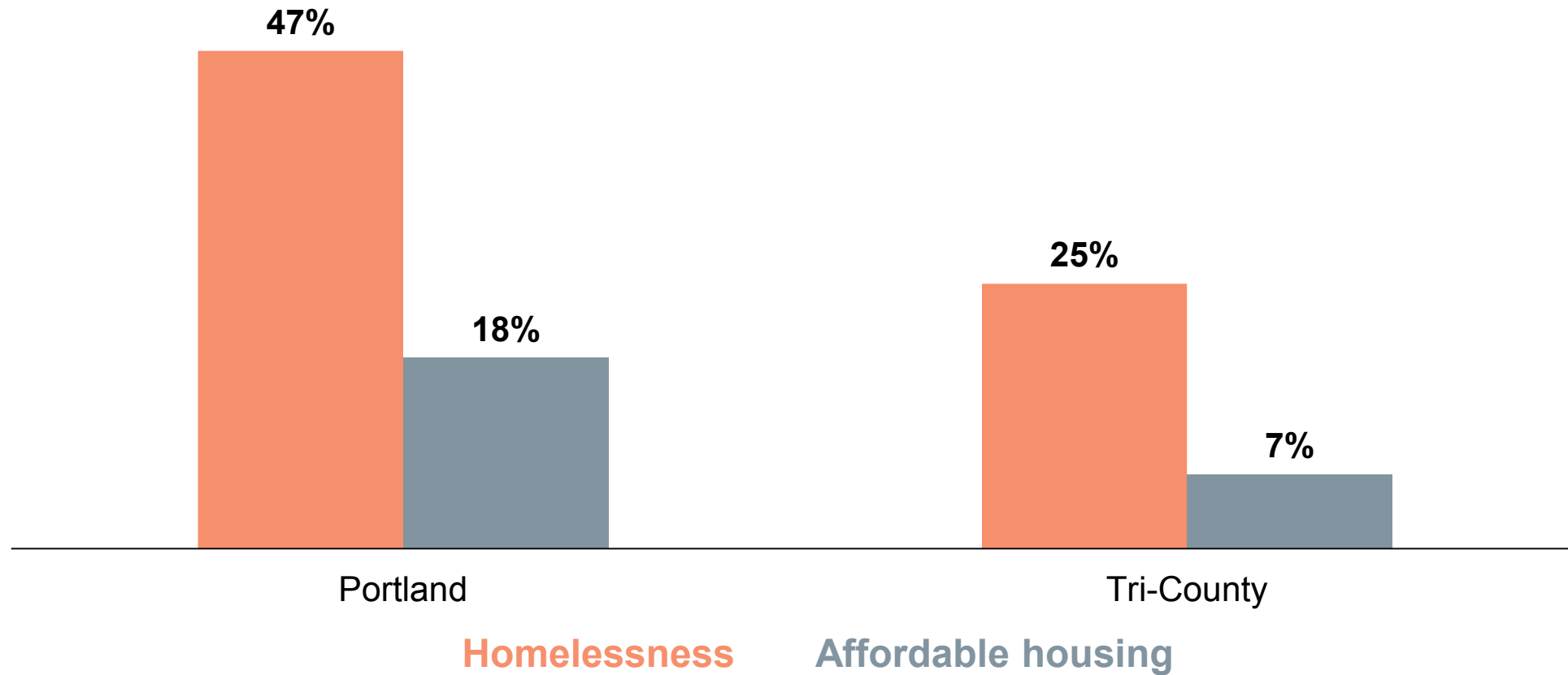
Voters continue to say the biggest issues facing the region are homelessness and affordable housing.



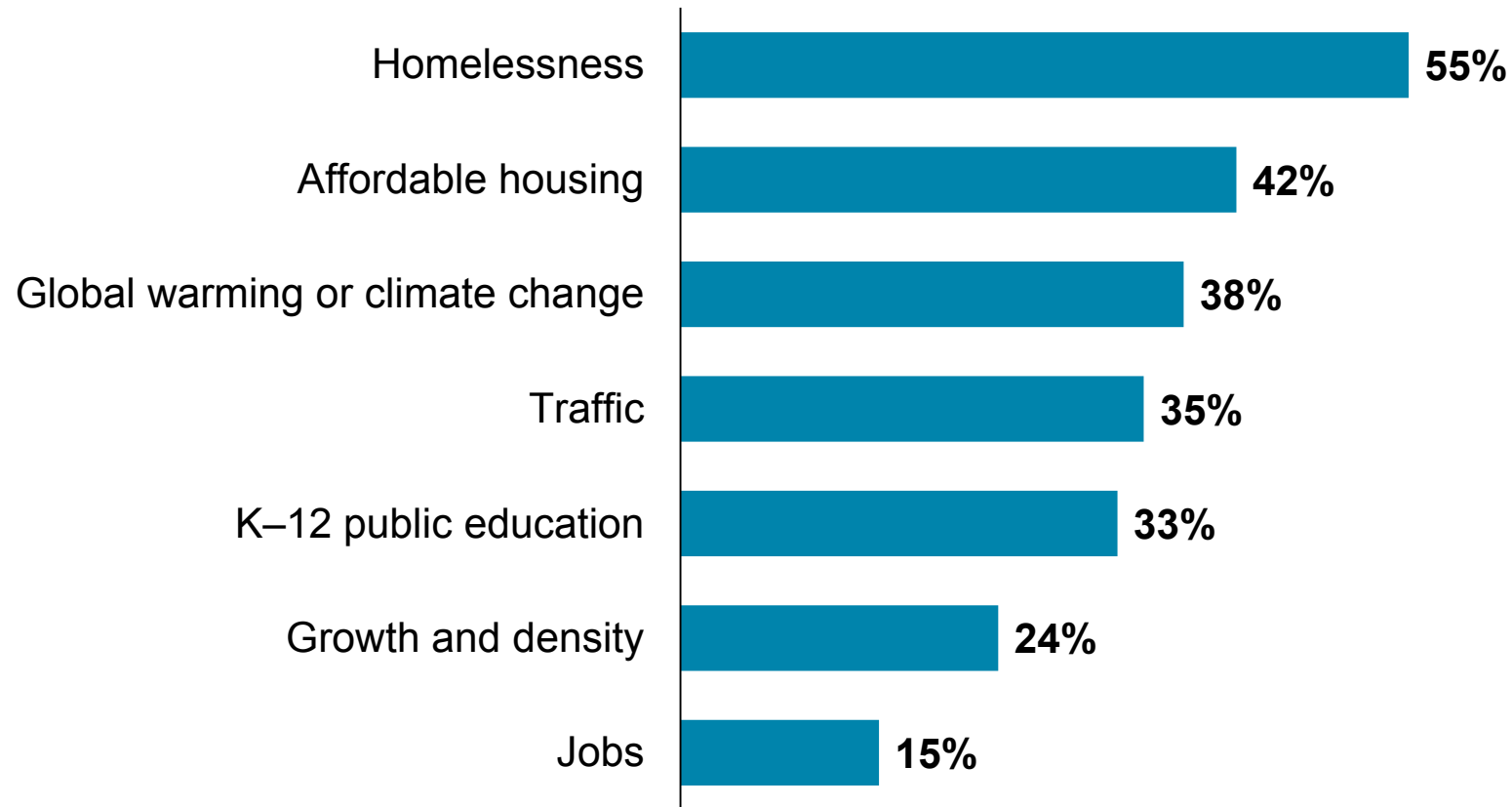
Concerns about homelessness have risen in the past year. Affordable housing concerns have leveled off.



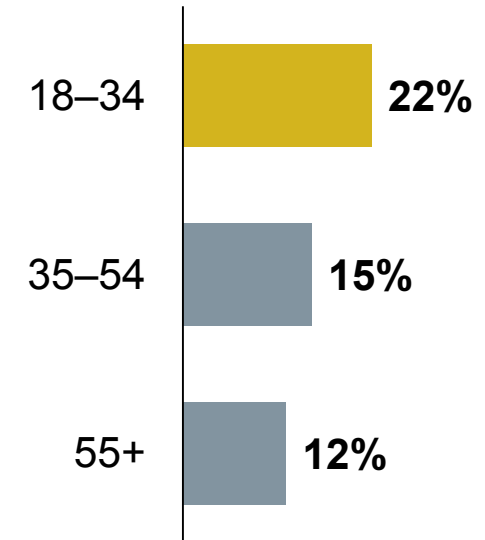
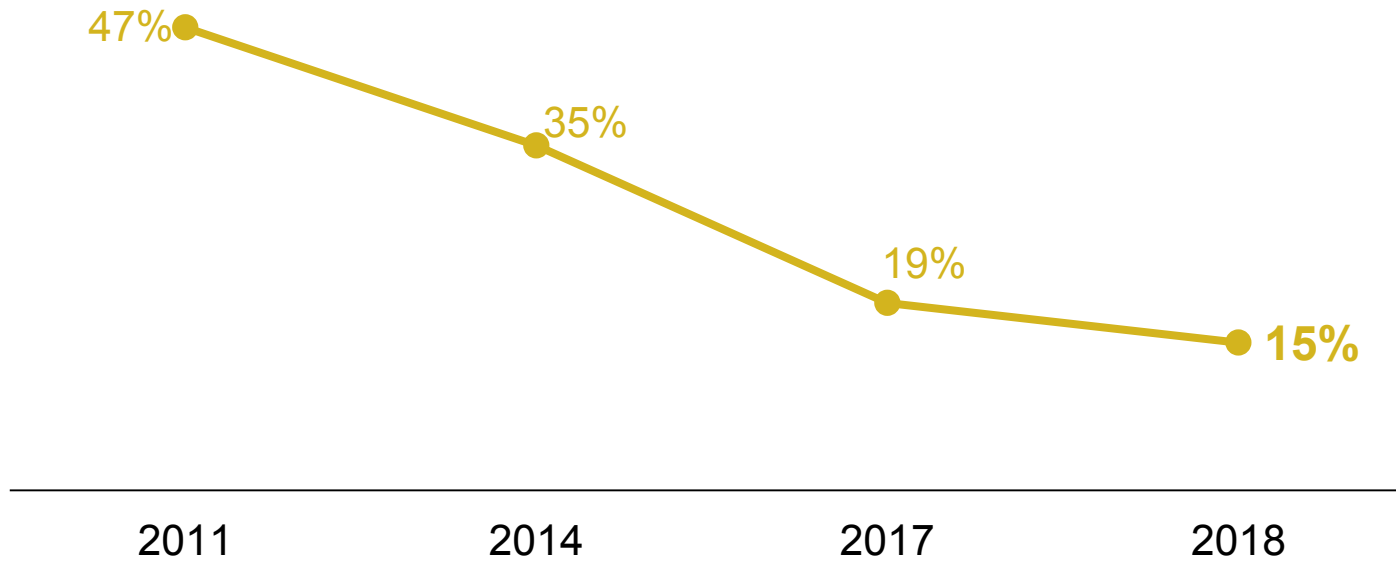
Both issues are of greater importance to Portland voters.



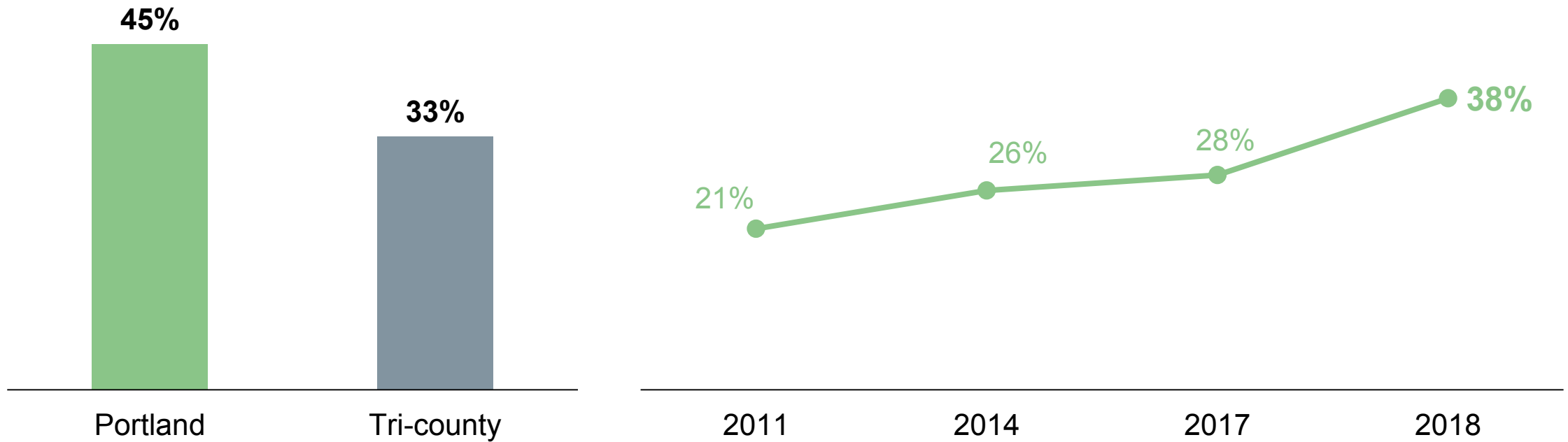
More than half of voters say they are very concerned about homelessness.



The issue of jobs has dropped since the recession; it is now a secondary issue. Young voters are more worried.

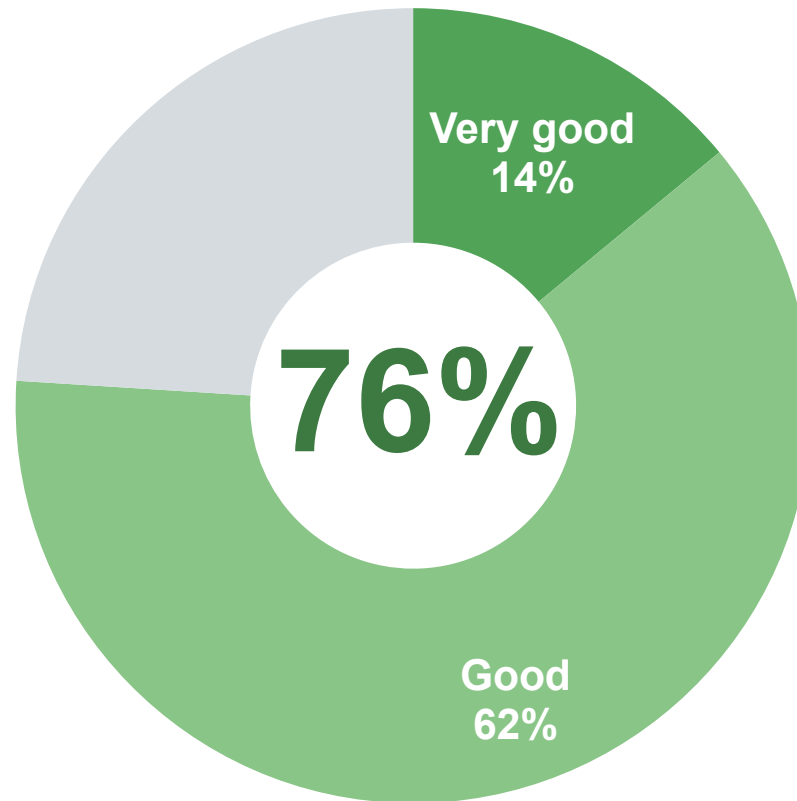


Concern about climate change is growing and is concentrated in Portland.

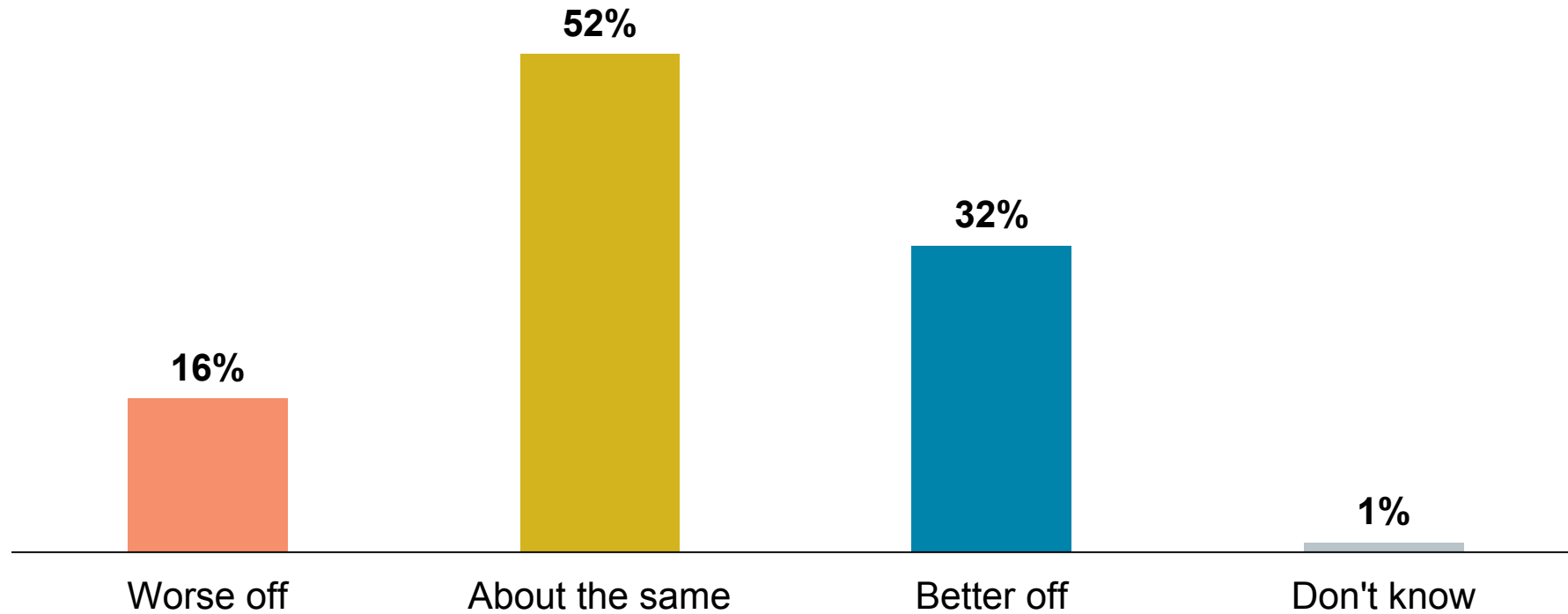


Household prosperity

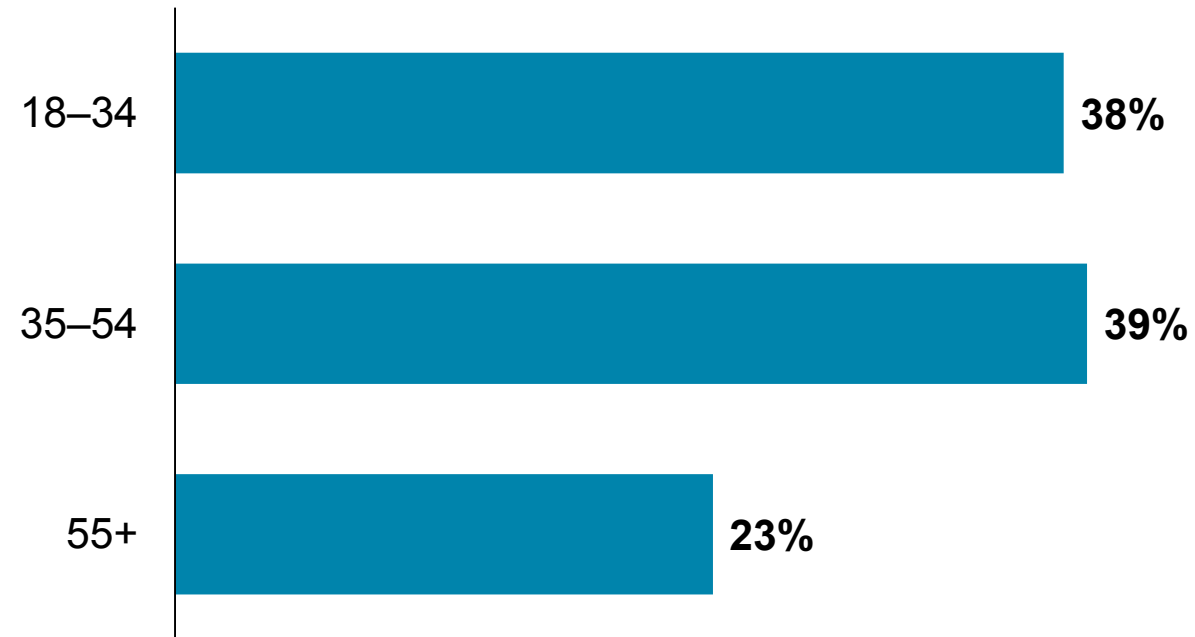
Voters continue to say that the economic opportunities of the region are good or very good.



Most voters are in the same position—or a better one—economically than they were two years ago.

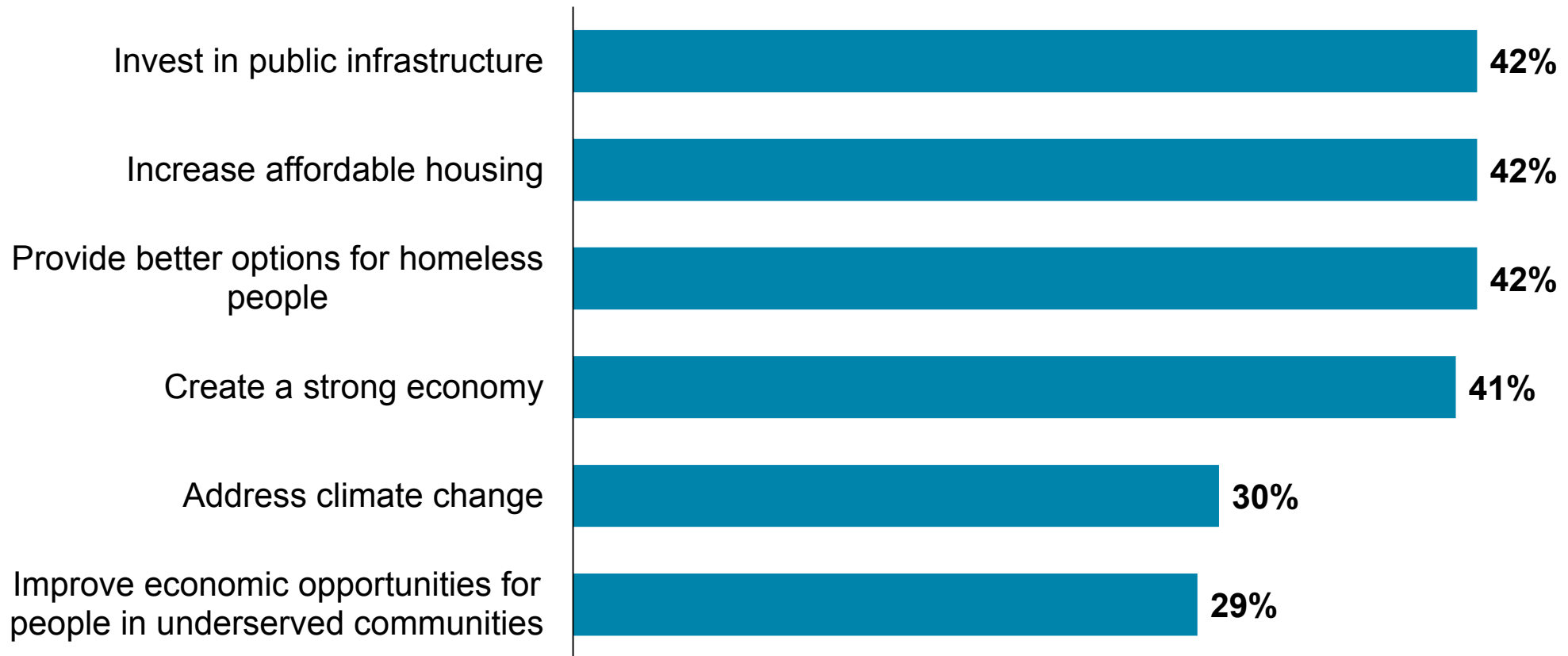


Voters under the age of 55 are the most likely to say that they are better off economically than two years ago.

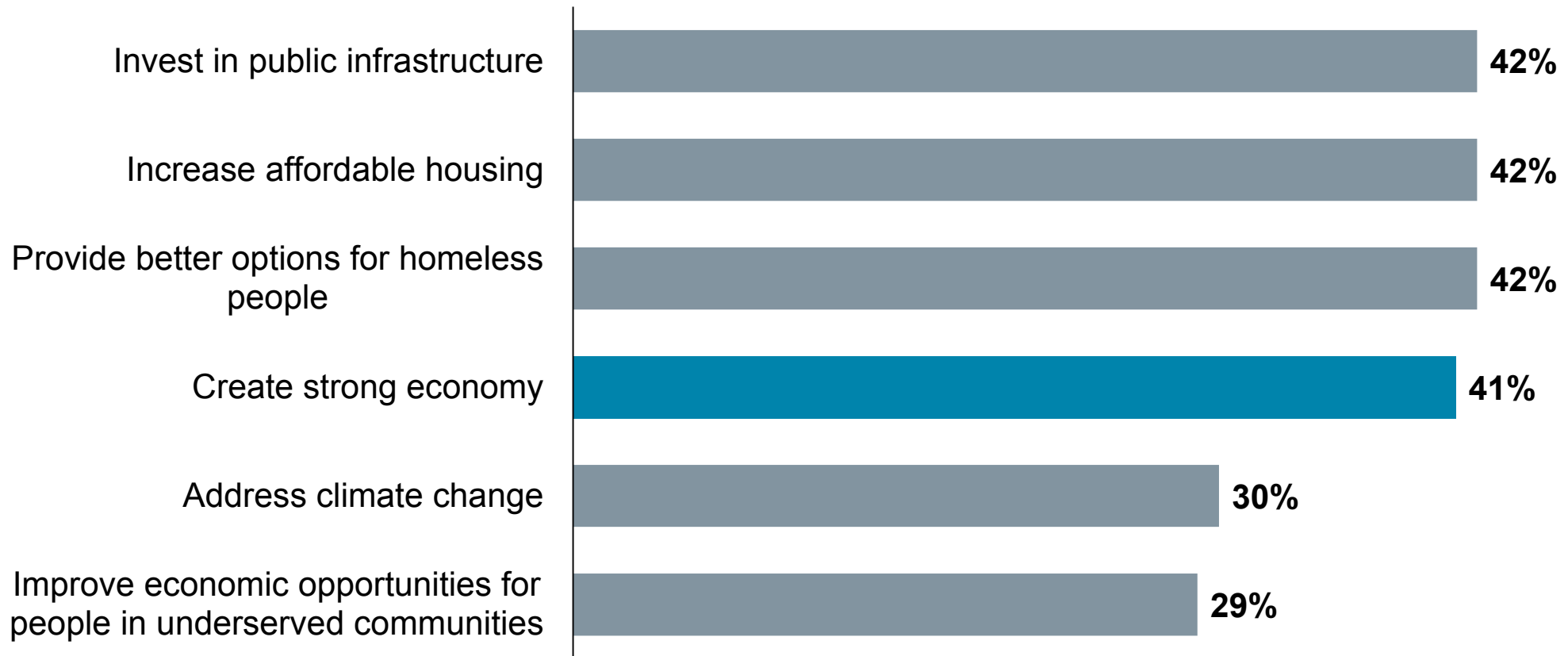


Priorities for the region

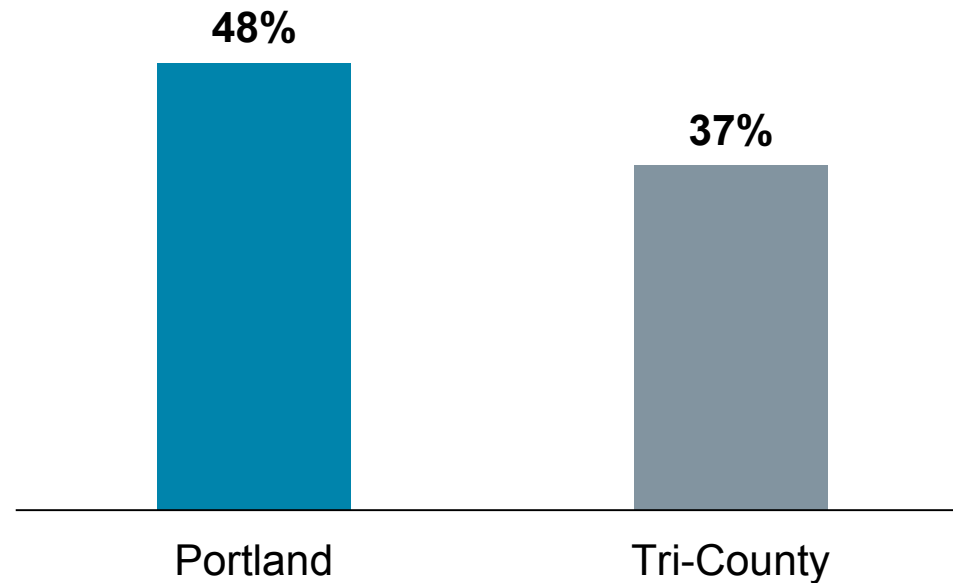
Echoing their concerns, voters say housing options and new infrastructure are top priorities.



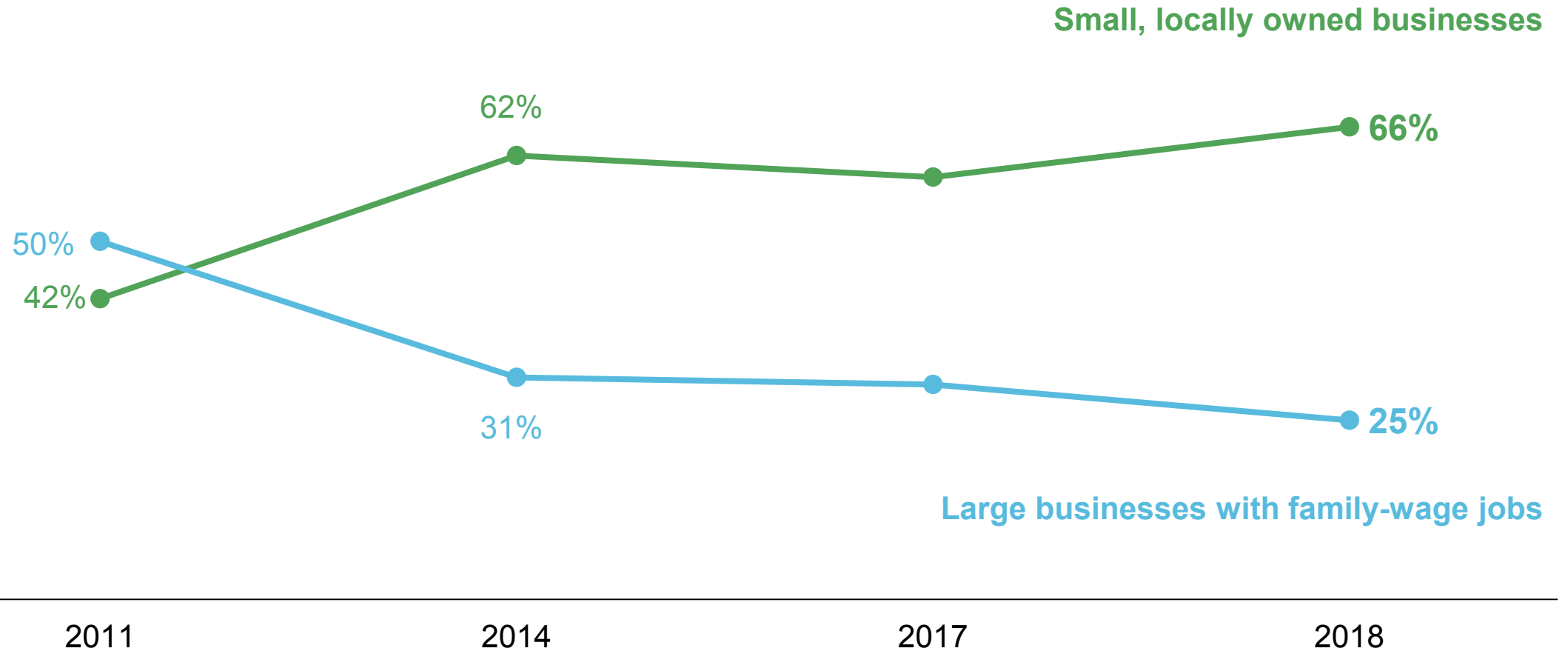
Although concerns about the economy are on the decline, voters still see jobs as a priority.



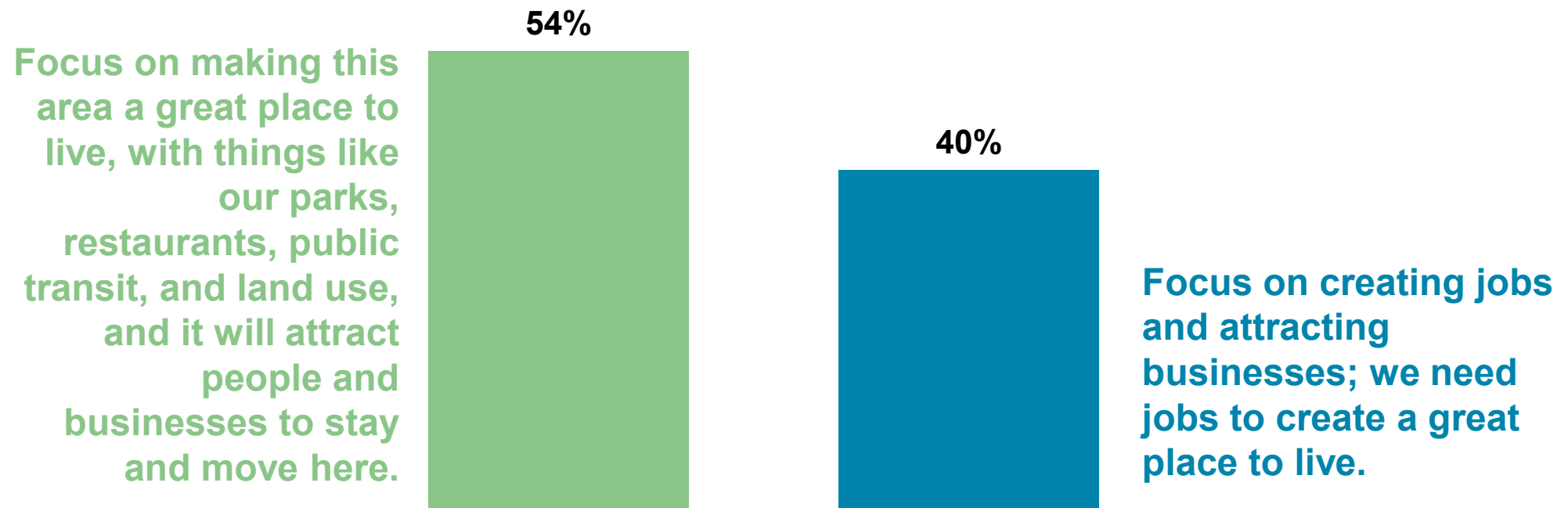
Portland voters are more likely to say creating a strong economy with good jobs is a high priority.



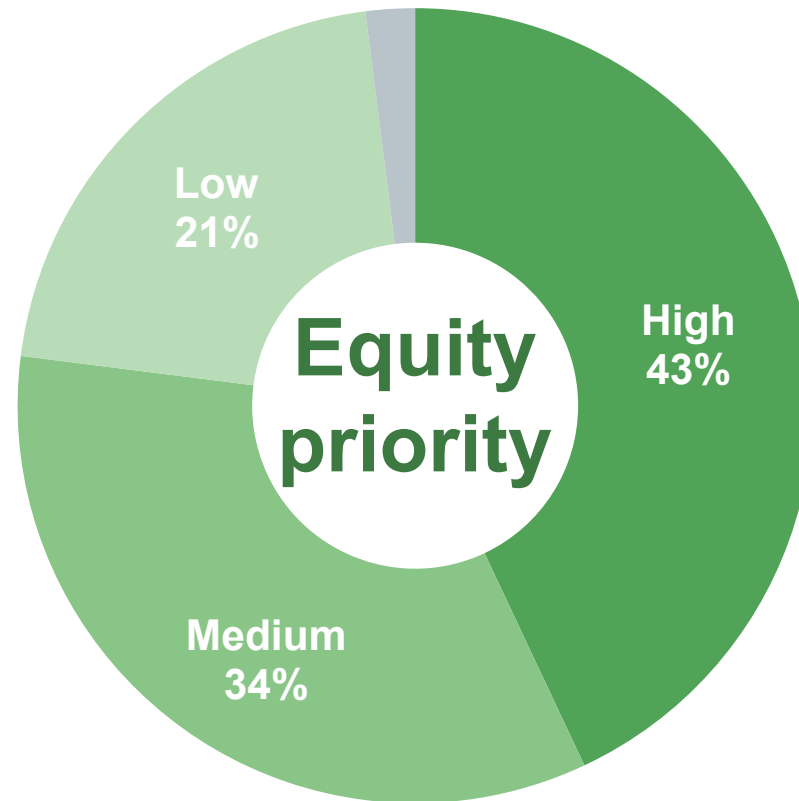
Support for small, local businesses is at an all-time high.



Voters prefer focusing on improving quality of life in the region to attracting businesses and creating jobs.

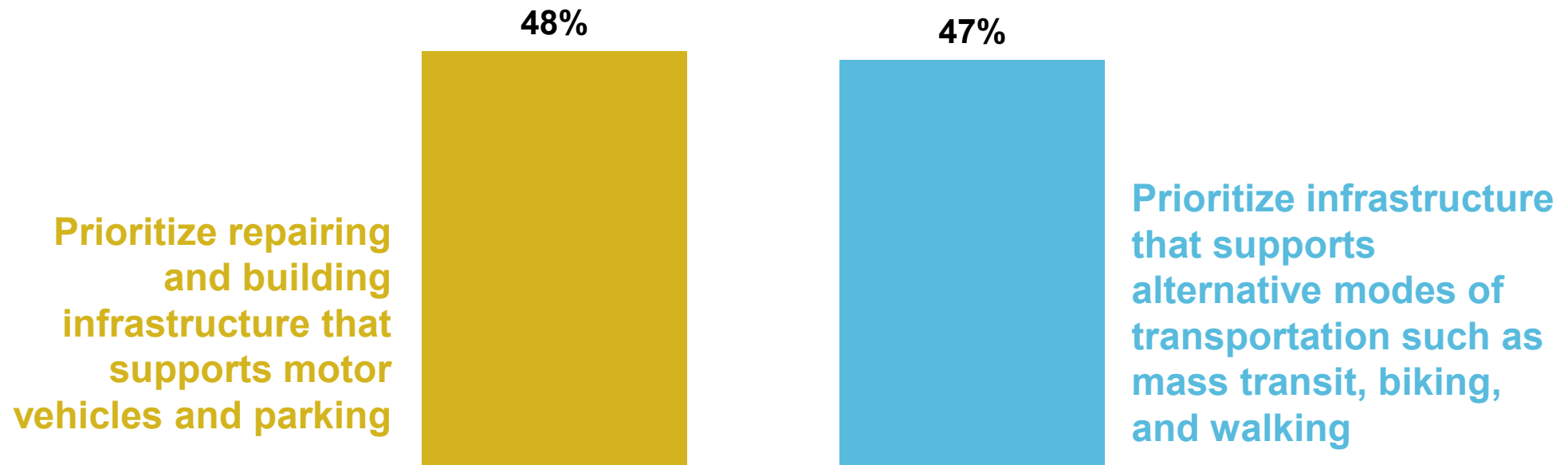


Portland voters are more likely to say it is a high priority for the region to be equitable and diverse.

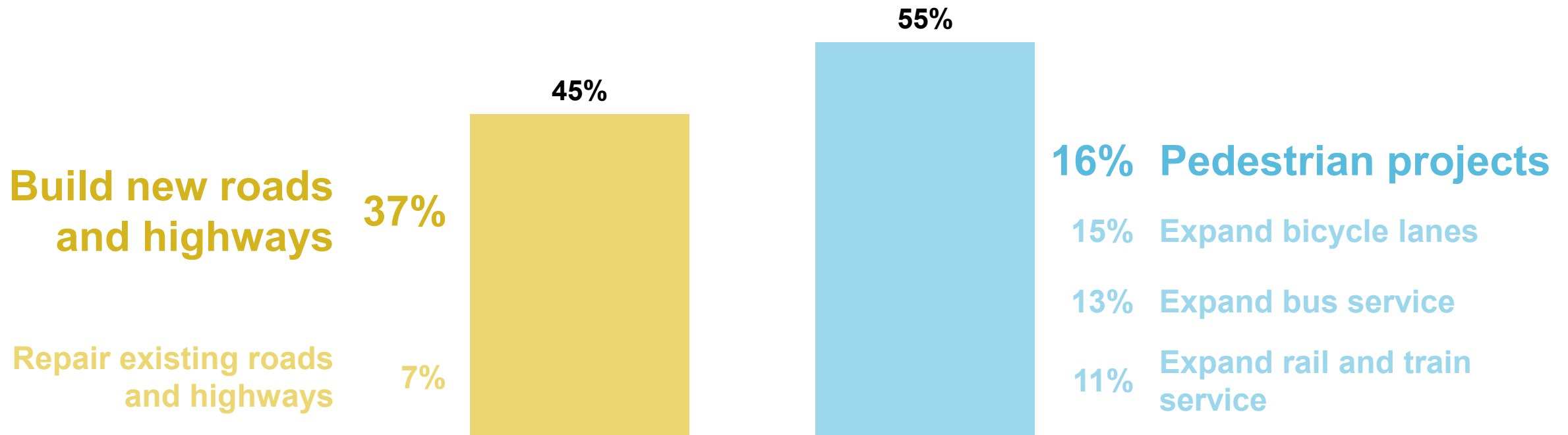


Transportation

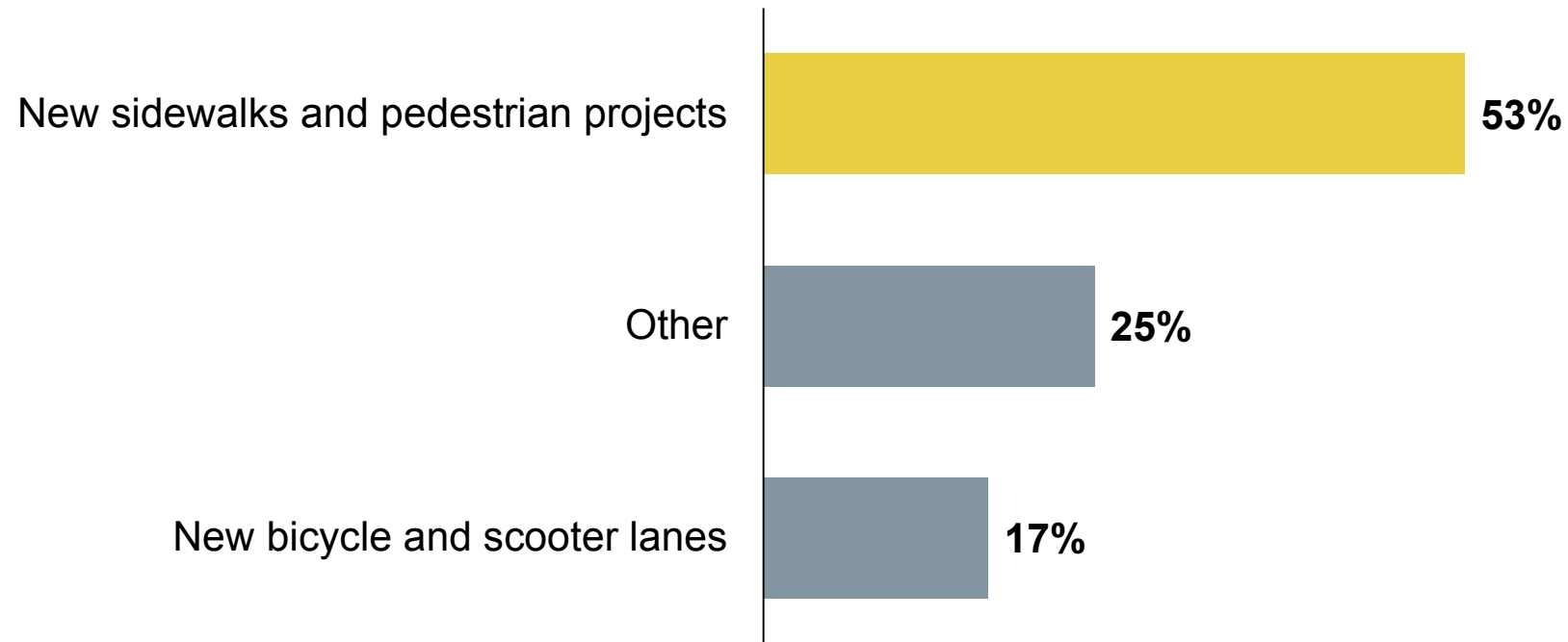
Voters say it is important to invest in infrastructure for both cars and multimodal transportation.



A similar recent survey shows that tri-county voters would spend just over half of transportation dollars on multimodal options.

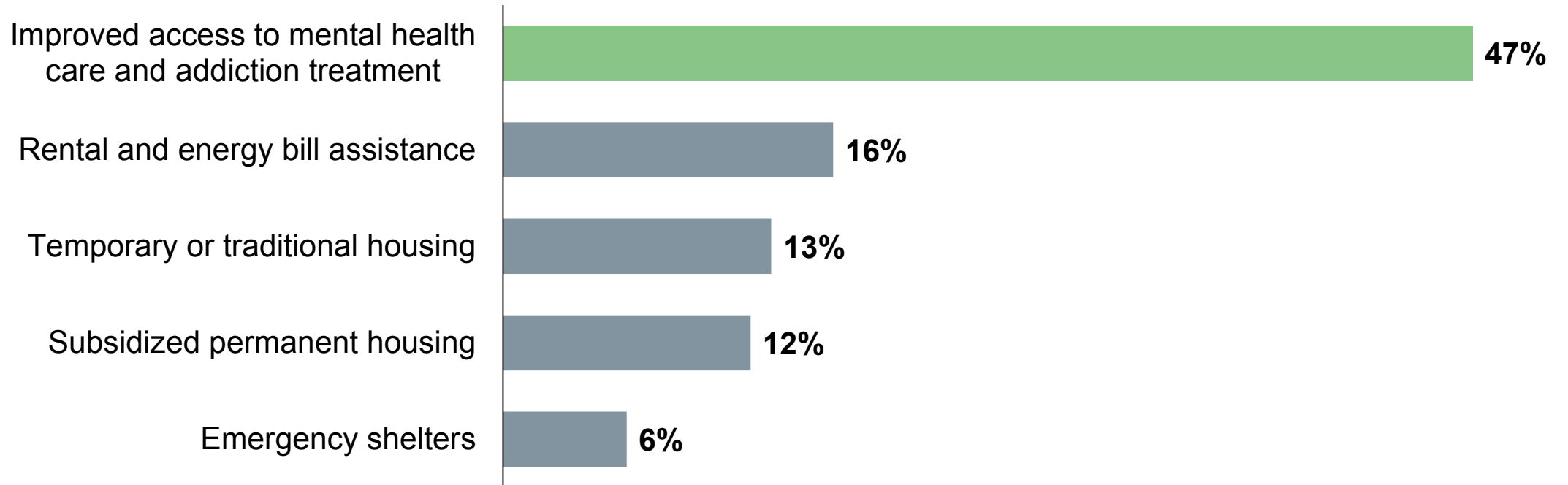


When it comes to multimodal transportation priorities, voters put sidewalks and pedestrian projects first.



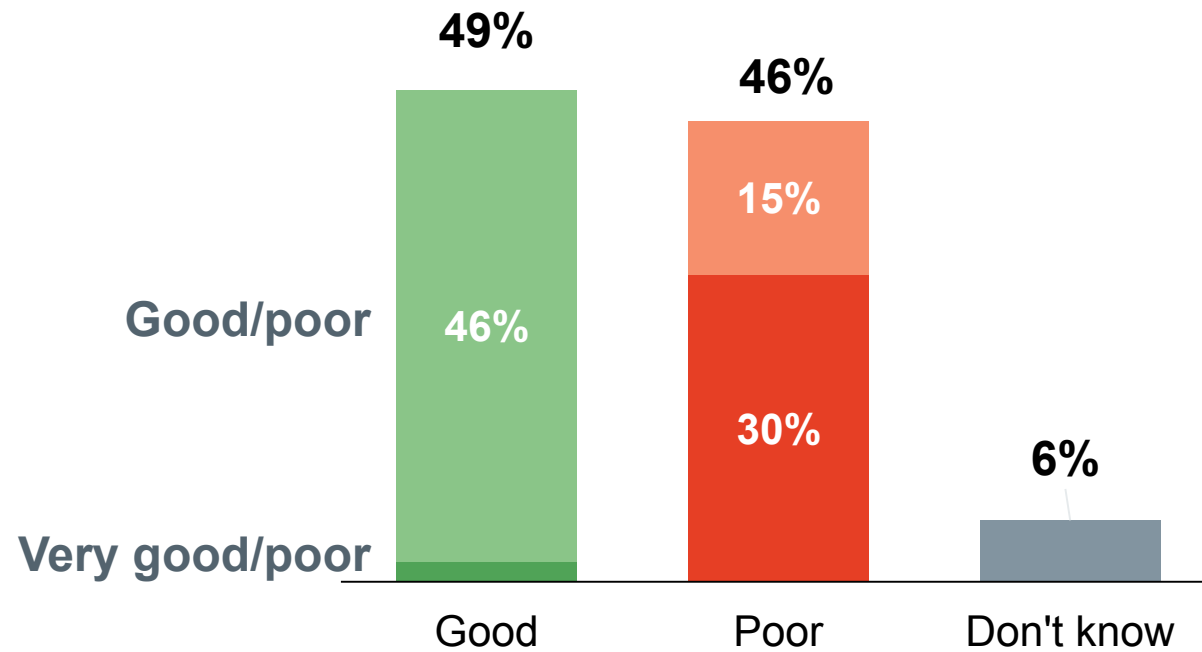
Homelessness

Voters believe better mental health and addiction care is the best tool for addressing homelessness.

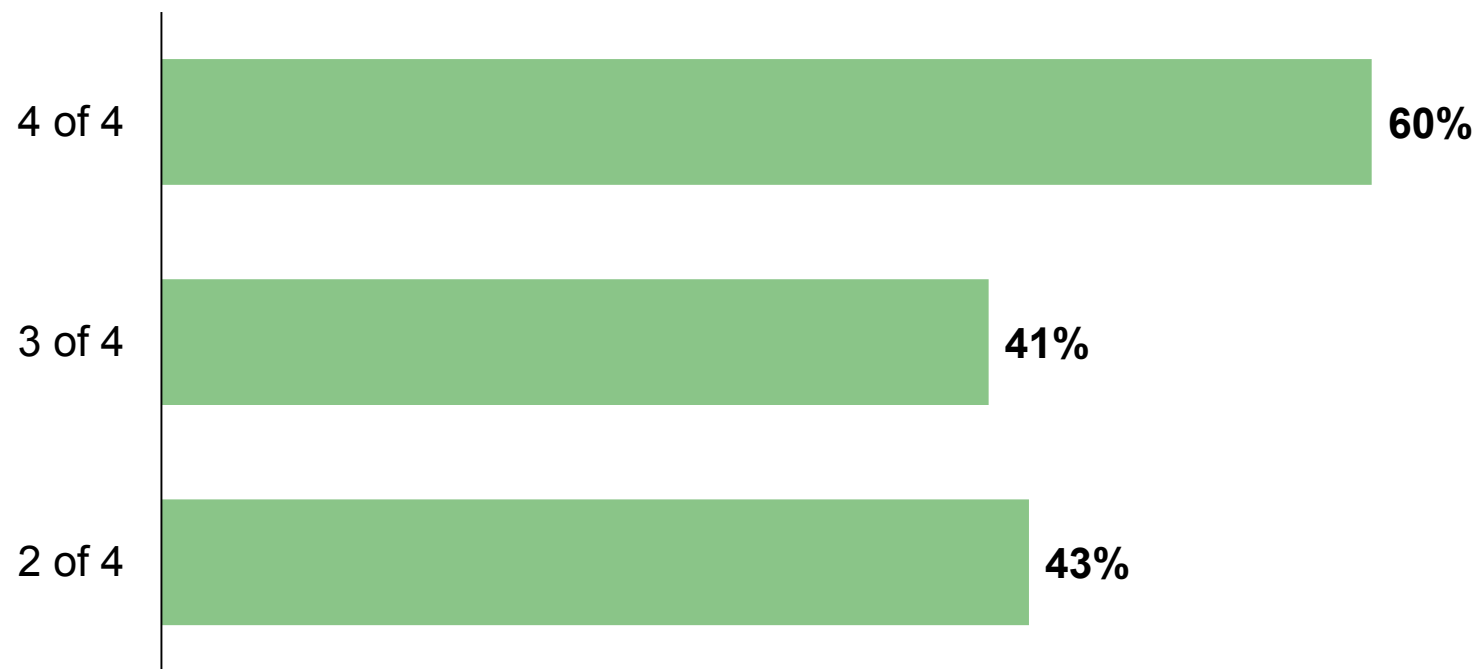


Regional satisfaction with elected officials

Satisfaction with local elected officials is split.

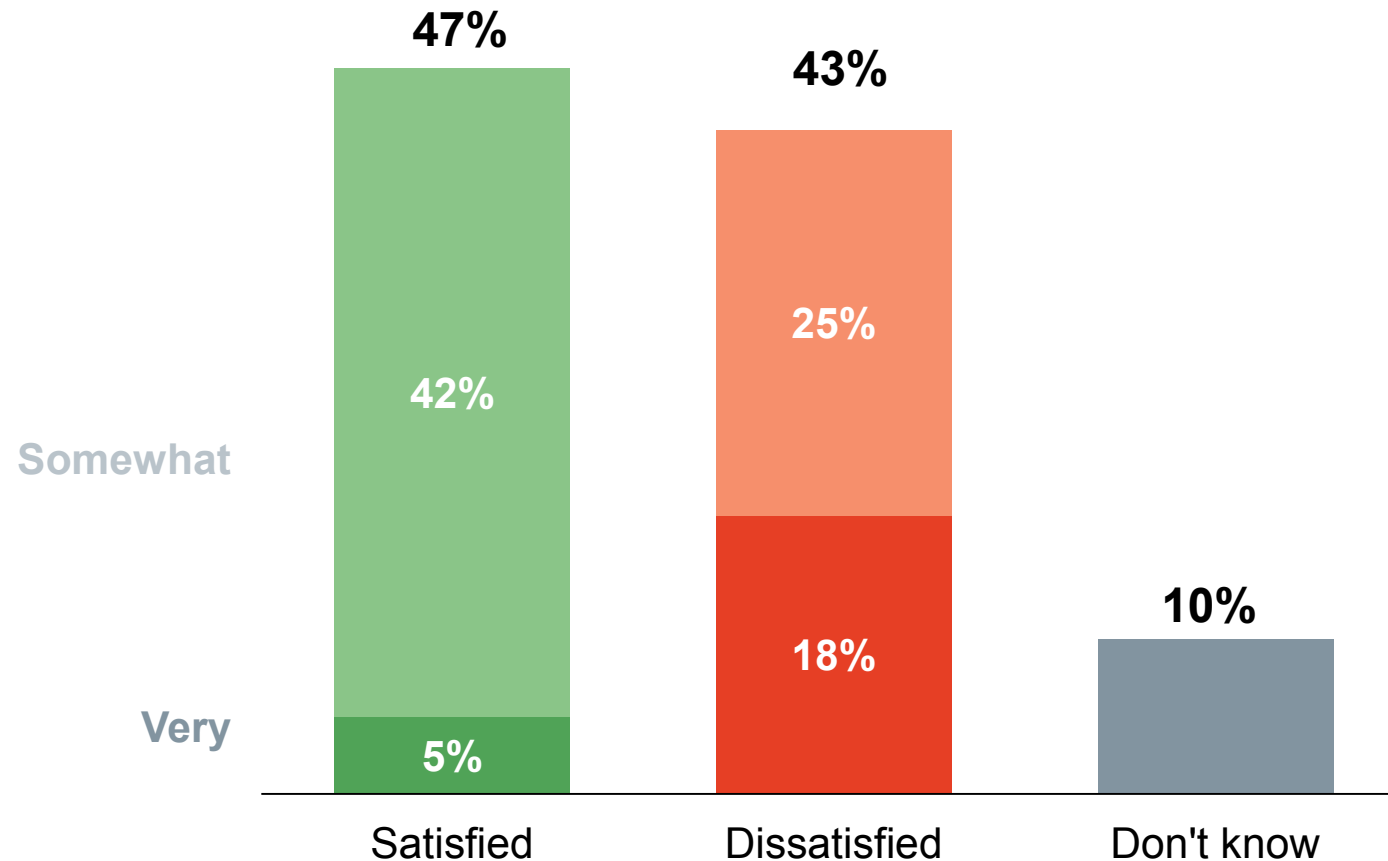


The most reliable voters (voted in 4 out of 4 elections) are the most satisfied with local elected leaders.

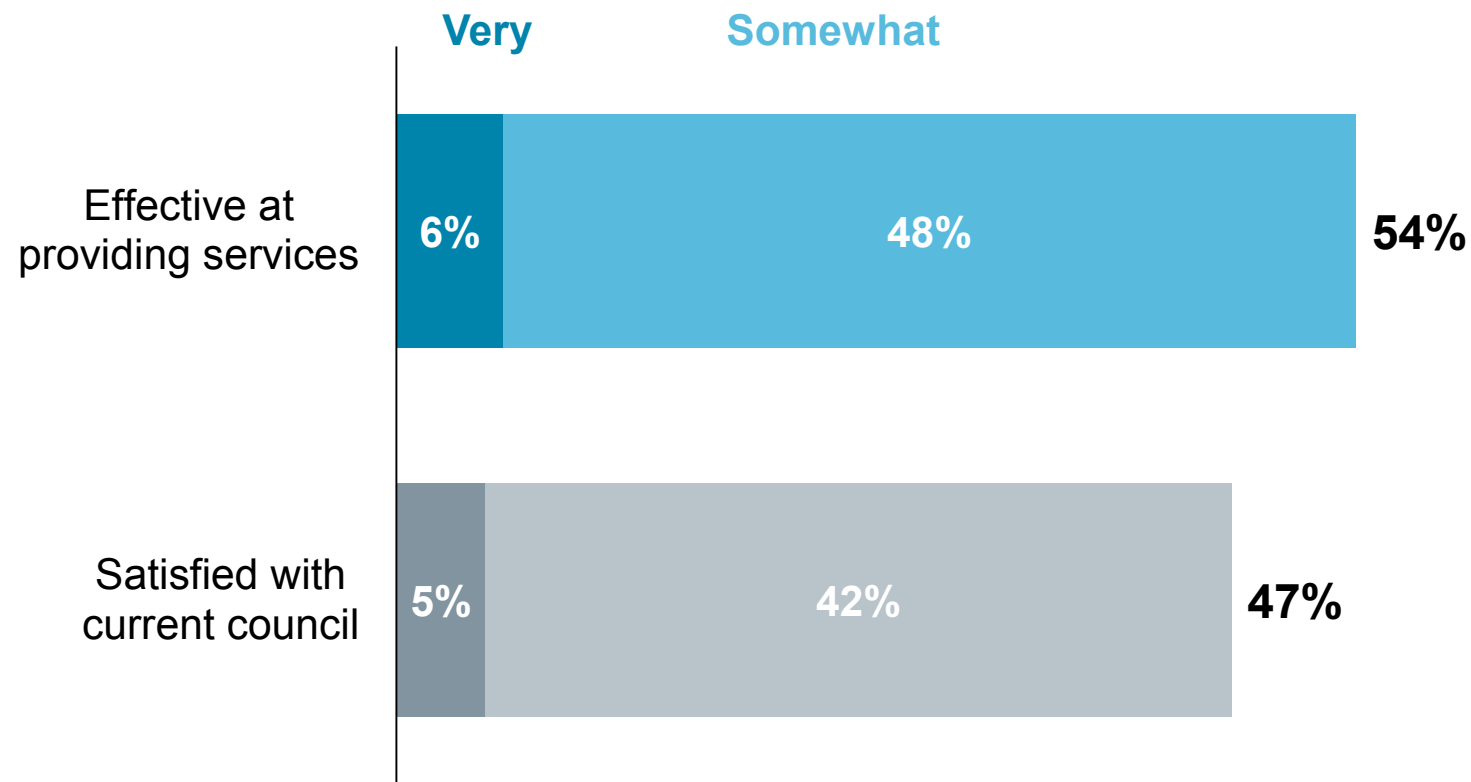


Portland City Council

Portland voters are slightly more likely to be satisfied than dissatisfied with City Council.



Voters are somewhat more positive about the City Council's ability to provide services effectively.



No single issue stands out to voters who say City Council is effective. Some mention transit and parks.

15% Good, satisfied (general)

13% Okay, but room for improvement

10% Public transit (MAX, buses, trains)

9% Helping the homeless

7% Services are good

7% Good city parks program

7% Trying something new

Nearly one in three who say City Council is ineffective point directly to homelessness.

31% Homelessness

19% Not helping, not taking action

12% Government waste, inefficiency

12% General negative

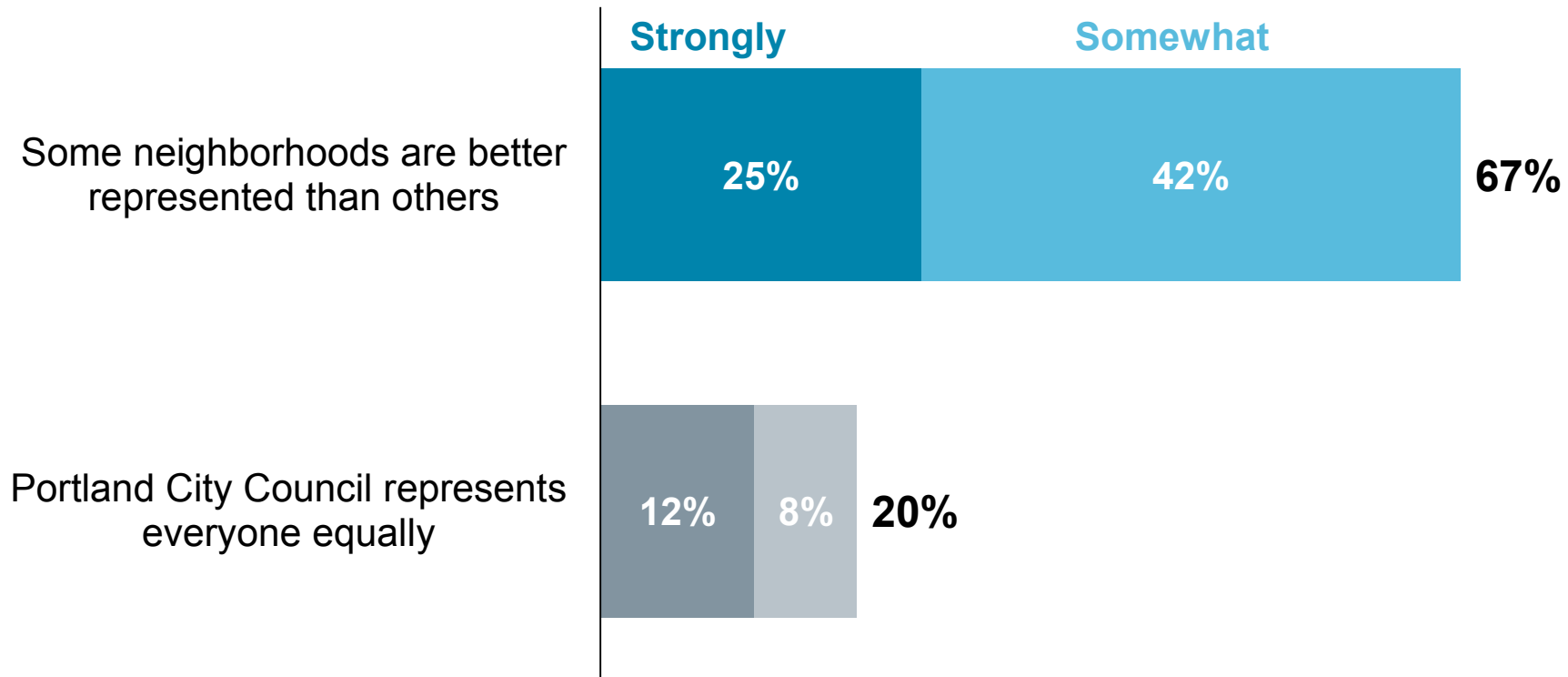
9% Wrong priorities

8% Infrastructure

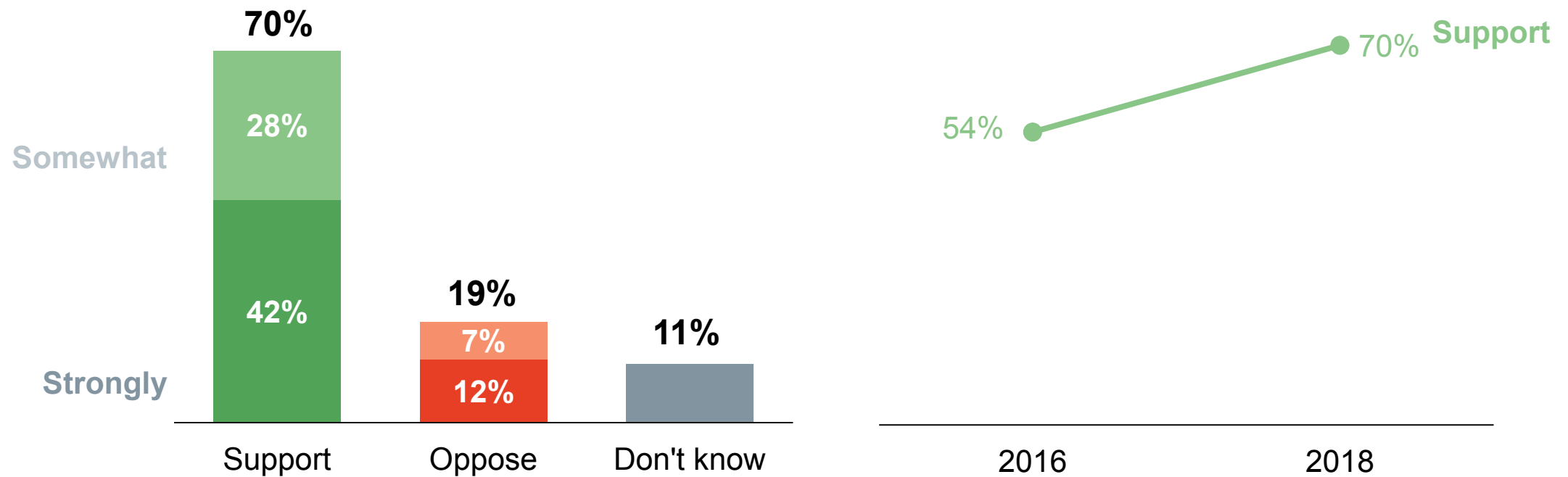
6% Concerns about police

6% Need more housing

Portland voters feel strongly that some neighborhoods are not served equally.



Voters support electing city commissioners by district but the final ballot language will be important.





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