

Davis, Hibbitts & Midghall, Inc.
Portland Business Alliance Membership Survey
December 2005, n=250, PBA members

Q1. All in all, would you say that things in the Portland area are headed in the right direction, or are things pretty much off on the wrong track?

Right direction-----62%
 Wrong direction-----34%
 DK / Na / Refused-----4%

Q2. If you had to pick just one issue for local governments in the Portland area to make their priority over the next year, what issue would that be? **(Open, probe for one specific issue only.)**

Education funding-----15%
 Improve roadways/Reduce congestion-----11%
 Lower taxes-----10%
 Business development-----10%
 Homeless/Pan handlings-----8%
 Education (general)-----6%
 Government spending-----6%
 Public safety-----5%
 All other responses-----4% or less
 DK / Na / Refused-----2%

Q3. Now, I would like to read you a list of issues facing the Portland area. Using a scale of 1 to 9, where 1 means that issue is a very low priority for you, and a 9 means that issue is a very high priority, please rate each of the following. Of course, you can use any number between 1 and 9.

	Very low Priority								Very high Priority	DK/ NA
	01	02	03	04	05	06	07	08	09	10
a. Transportation issues-----										MEAN -- 6.4
b. Crime and gun violence-----										MEAN -- 6.2
c. The cost of living in the Portland area-----										MEAN -- 6.0
d. The economic climate in the Portland area-----										MEAN -- 7.4
e. The quality of public education-----										MEAN -- 7.6
f. Access to a college degree for as many students as possible-----										MEAN -- 6.3
g. Methamphetamine and drug abuse-----										MEAN -- 7.2
h. The amount of state and local taxes that you pay-----										MEAN -- 6.9
i. The funding of public education-----										MEAN -- 7.6

j. The economic situation of the middle class----- MEAN -- ----- 6.3

Q4. How would you describe the overall business climate in the city of Portland: excellent, pretty good, not too good, or poor?

Excellent----- 4%
 Pretty good-----58%
 Not too good -----29%
 Poor ----- 9%
 DK / Na / Refused----- 0%

Q5. Using a scale of 1 to 9, where 1 represents not important at all, and a 9 represents very important, please rate the importance of each of the following when it comes to growing or expanding your business in the Portland area.

	Not at all Important								Very DK/ Important NA	
	<u>01</u>	<u>02</u>	<u>03</u>	<u>04</u>	<u>05</u>	<u>06</u>	<u>07</u>	<u>08</u>	<u>09</u>	<u>10</u>
a. The ability to transport goods and services-----									MEAN -- -----	6.2
b. Producing students from our K-12 th grade public school system that are prepared for college or the work force-----									MEAN -- -----	7.5
c. Reforming Oregon’s tax system---									MEAN -- -----	6.9
d. Having local governments place a higher priority on business growth and development-----									MEAN -- -----	7.5
e. Reducing tax rates on business owners-----									MEAN -- -----	6.6
f. Producing students from our higher education system who are prepared to enter the work force-----									MEAN -- -----	7.0
g. Having land available to grow or expand business-----									MEAN -- -----	5.7
h. Access to university research faculty and facilities-----									MEAN -- -----	5.1

Q6. In your opinion, have the policies and actions of the Portland city government generally encouraged businesses to locate or expand in Portland, generally discouraged businesses from locating or expanding in Portland, or had no effect one way or the other on whether businesses locate or expand in Portland?

Generally encouraged-----18%
 Generally discouraged-----61%
 No effect-----17%
 DK / Na / Refused----- 4%

Q7. As you may know, the Multnomah County income tax, the I-tax for short, will expire at the end of this year. A number of suggestions have been made about what, if anything should be done to replace that tax. I would like to read you some suggestions that have been made on this issue. For each, please tell me if you would strongly support, somewhat support, somewhat oppose, or strongly oppose that suggestion.

	<u>Strongly</u> <u>Support</u>	<u>Smwt</u> <u>Support</u>	<u>Smwt</u> <u>Oppose</u>	<u>Strongly</u> <u>Oppose</u>	<u>NA</u> <u>DK</u>
a. Create a cell phone tax with the revenue to be used for public school funding-----	9%	21%	21%	49%	0%
b. Create a one-year surcharge on the city business income tax with the revenues to be used for public school funding-----	6%	22%	21%	51%	1%
c. Create a regional income tax of one half of one percent, with the revenues to be used for public school funding-----	13%	23%	20%	43%	0%
d. The Multnomah County income tax should expire as planned at the end of this year and there should be no new taxes instituted-----	47%	16%	18%	17%	1%
e. Extend the Multnomah County income tax for one more year, at a lower rate, with the revenues to be used exclusively to fund public education-----	15%	33%	13%	38%	1%
f. Place a Portland public schools property tax levy measure on the ballot next spring-----	18%	30%	19%	32%	1%

Q8. I would like to ask you about two ideas to increase funding for public colleges and universities in the Portland area. For each, please tell me if you would strongly support, somewhat support, somewhat oppose, or strongly oppose that idea?

	<u>Strongly</u> <u>Support</u>	<u>Smwt</u> <u>Support</u>	<u>Smwt</u> <u>Oppose</u>	<u>Strongly</u> <u>Oppose</u>	<u>NA</u> <u>DK</u>
a. A new tax that would improve the ability of Portland State University, and the area's community colleges to enroll more students-----	11%	33%	30%	25%	1%
b. A new tax that would improve the ability of Portland State University, the area's community colleges, and Oregon Health & Science University (OHSU) to enroll more students-----	12%	32%	30%	25%	1%

Q9. Now, I 'd like to ask you a couple of questions specifically about the performance of local public schools. For each item I ask about, please tell me if you would grade local public schools with an A, B, C, D, or F grade in that particular area?

	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>F</u>	<u>DK/ NA</u>
a. The overall quality of education that is delivered in grades K-12 th grade-----	2%	32%	43%	16%	3%	4%
b. Setting the right spending priorities-----	2%	20%	30%	27%	18%	4%
c. Managing money more efficiently-----	2%	18%	28%	26%	23%	4%

Q10. I would like to read two statements. Please tell me which one statement comes closer to your point of view? (Rotate)

A. Local public schools have more of a spending problem than a funding problem. They do not prioritize and spend their dollars on the most important things-----56%

OR

B. Local public schools just do not have enough money to do the job well. It is a matter of a shortage of money, not spending priorities -----40%

DK / Na / Refused ----- 4%

The following questions are for statistical purposes only:

Q11. How many people work at your company?

10 or less -----	44%
10-50 -----	24%
50-100-----	11%
100 or more -----	19%
Refused -----	1%

Q12. Is your age between:

18-34 -----	14%
35-54 -----	56%
55 + -----	28%
Refused -----	2%

Q13 How long has your business been located in the Portland area:

0-10 years-----	35%
10-20 years-----	18%
20 years or more -----	46%
Refused-----	0%

Q14 Is your business located within the Portland city limits, or outside the Portland city limits?

Inside city of Portland -----	74%
Outside city of Portland-----	25%
Refused-----	1%

Q15 Gender

Male-----	70%
Female-----	30%