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September 9, 2009

TO: Holly Thompson, City of Beaverton
FROM: Bob Moore
RE: Survey Overview

This memo contains results of a telephone survey conducted among a representative sample of 355 voters in the City of Beaverton. The interviews were conducted August 31-September 1, 2009. The potential sampling error is plus or minus 5% at the 95% confidence level.

Beaverton voters are widely pleased with the direction of things in the city. Today, 68% believe things in Beaverton are going in the right direction, while just 16% say things are off on the wrong track and 16% have no opinion. This sentiment represents a high level of contentment. In contrast, fewer than half of voters nationally are pleased with the direction of the country, and fewer than half of Oregon voters are pleased with the direction of the state.

Coupled with Beaverton voters' optimistic outlook, more than eight-in-ten voters (82%) believe it is "very" or "somewhat" important to improve Beaverton's downtown area. Among the most popular downtown improvements are "an easily walk-able downtown," "available parking," "affordable housing," "restaurants," "summer concerts and festivals" and "a multi-purpose facility for sports, concerts and community events."

"A multi-purpose facility in downtown Beaverton that would be home to baseball as well as concerts, charity runs, festivals, corporate events and other community activities" is widely popular among Beaverton voters today – 65% have a positive reaction, while just 24% have a negative reaction and 10% have no opinion about such a facility. Nearly three-in-four voters (73%) say they would be "very" or "somewhat" likely to attend an event at a multi-purpose facility, and the most popular potential events include concerts, a baseball game and sporting event.

A potential funding plan for the multi-purpose facility finds support from nearly six-in-ten voters; 57% are positive about funding the facility through a combination of public and private funds, while 35% have a negative reaction and 8% have no opinion. When asked specifically about funding the public portion of the plan, 50% of voters are willing to pay an increase in property taxes and fees costing the average Beaverton homeowner \$5.00 more per month, while 46% are in opposition and the remaining 4% have no opinion. Given the current economic crisis facing the country, the fact that more voters support than oppose the property tax increase may be surprising to some. This is the highest level of support for a general tax increase seen in any Moore Information poll conducted in the past 12 months.

Finally, Beaverton residents are most likely to drive by car to reach the multi-purpose facility (52%), followed by light rail (26%), walking (7%) and taking the bus (6%).