



MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

CITY OF BEAVERTON VOTERS (N=355) August 31-September 1, 2009

Can I speak to (FROM LIST)? IF NA: SCHEDULE CALL BACK
PLEASE ONLY SPEAK TO THE LISTED PERSON

Hello, this is (FIRST AND LAST NAME). We are conducting a survey among voters regarding issues in your part of the state and would like to include your views in our study. I assure you we are only seeking opinions and there will be no attempt to sell you anything or solicit a donation.

1. Generally speaking, do you think things in Beaverton are going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

right direction	68%
don't know	16%
wrong track	16%

INTRO Q2-12

People in Beaverton have talked about many different ideas for improving downtown. Please rate how interested you would be to see each of the following things in downtown Beaverton, very interested, somewhat interested, not too interested or not interested at all.

Scale

1. very interested
2. somewhat interested
3. not too interested
4. not interested at all
5. (DON'T READ) don't know

ROTATE Q2-12

3. Restaurants

very interested	41%
somewhat interested	43%
Total very/somewhat interested	84%
Total not too/not interested at all	16%
not too interested	11%
not interested at all	5%
don't know	*

* less than one-half of one percent

8.	An easily walk-able downtown	
	very interested	55%
	somewhat interested	27%
	Total very/somewhat interested	82%
	Total not too/not interested at all	16%
	not too interested	10%
	not interested at all	6%
	don't know	2%
10.	Summer concerts and festivals	
	very interested	39%
	somewhat interested	40%
	Total very/somewhat interested	79%
	Total not too/not interested at all	20%
	not too interested	13%
	not interested at all	7%
	don't know	1%
11.	Available parking	
	very interested	49%
	somewhat interested	27%
	Total very/somewhat interested	77%
	Total not too/not interested at all	22%
	not too interested	15%
	not interested at all	7%
	don't know	1%
6.	Affordable housing	
	very interested	46%
	somewhat interested	29%
	Total very/somewhat interested	75%
	Total not too/not interested at all	23%
	not too interested	15%
	not interested at all	8%
	don't know	2%
4.	Retail shops	
	very interested	28%
	somewhat interested	41%
	Total very/somewhat interested	69%
	Total not too/not interested at all	30%
	not too interested	22%
	not interested at all	8%
	don't know	1%

12.	Multi-purpose facility for sports, concerts and community events	
	very interested	34%
	somewhat interested	34%
	Total very/somewhat interested	68%
	Total not too/not interested at all	31%
	not too interested	18%
	not interested at all	13%
	don't know	1%
9.	After work entertainment opportunities	
	very interested	22%
	somewhat interested	42%
	Total very/somewhat interested	63%
	Total not too/not interested at all	35%
	not too interested	25%
	not interested at all	10%
	don't know	1%
7.	Performing arts center	
	very interested	24%
	somewhat interested	37%
	Total very/somewhat interested	62%
	Total not too/not interested at all	37%
	not too interested	24%
	not interested at all	13%
	don't know	1%
2.	Art galleries	
	very interested	23%
	somewhat interested	37%
	Total very/somewhat interested	60%
	Total not too/not interested at all	39%
	not too interested	26%
	not interested at all	13%
	don't know	1%
5.	Multi-cultural celebrations or events	
	very interested	29%
	somewhat interested	30%
	Total very/somewhat interested	59%
	Total not too/not interested at all	39%
	not too interested	27%
	not interested at all	13%
	don't know	2%

13. Many people have been discussing ways to improve downtown. How important do you believe it is for us to improve Beaverton's downtown, very important, somewhat important, not too important or not important at all?

very important	40%
somewhat important	42%
Total very/somewhat important	82%
Total not too/not important at all	17%
not too important	14%
not important at all	3%
don't know	1%

14. Over the past few weeks, have you seen, read or heard anything about the Portland Beavers baseball team moving to Beaverton?

yes, have seen, read, heard	80%
don't know	3%
no, have not seen, read, heard	17%

15. Do you have a positive or negative reaction to the Portland Beavers baseball team moving to Beaverton? IF POSITIVE/NEGATIVE: Is that very positive/negative or somewhat positive/negative?

very positive	32%
somewhat positive	25%
Total positive	58%
don't know	16%
Total negative	26%
somewhat negative	11%
strongly negative	16%

16A. IF Q15=RESPONSE 1 (VERY POSITIVE): What is the major reason you say that? (RECORD RESPONSE VERBATIM, ACCEPT ONE RESPONSE)

Good for the economy	37%
I am a baseball fan/there are many baseball fans here	29%
More social activities for Beaverton	15%
I would attend the games if it were closer	8%
This is a good location for it	7%
Depends on the traffic it may cause	1%
Favor (general)	1%
Would prefer the team stay in Portland	1%
Don't know	2%

16B. IF Q15=RESPONSE 2 (SOMEWHAT POSITIVE): What is the major reason you say that? (RECORD RESPONSE VERBATIM, ACCEPT ONE RESPONSE)

Good for the economy	29%
I am a baseball fan/there are many baseball fans here	9%
More social activities for Beaverton	8%
Depends on how it will be paid for	8%
I would attend the games if it were closer	8%
Not interested in baseball	8%
This is a good location for it	7%
Depends on the traffic it may cause	6%
I don't want anyone to have to move because they are coming here	2%
I need to know more about it	1%
Depends on how the team will be brought here	1%
A facility has to be constructed for them	1%
Favor (general)	1%
Against (general)	1%
Would prefer the team stay in Portland	1%
Tax increases	1%
Don't know	6%

16C. IF Q15=RESPONSE 4-5 (NEGATIVE): What is the major reason you say that? (RECORD RESPONSE VERBATIM, ACCEPT ONE RESPONSE)

Against spending our city's money on it	22%
Traffic problems it will create	20%
Bad location	12%
Costs too much	9%
Not interested in baseball	9%
Against (general)	8%
Would prefer the team stay in Portland	8%
Tax increases	4%
Depends on how it will be paid for	2%
Beaverton is where the team originated	1%
A facility has to be constructed for them	1%
I don't want anyone to have to move because they are coming here	1%
Don't know	3%

17. Recently there has been a discussion about building 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. Do you have a positive or negative reaction to such a facility? IF POSITIVE/NEGATIVE: Is that very positive/negative or somewhat positive/negative?

very positive	36%
somewhat positive	29%
Total positive	65%
don't know	10%
Total negative	24%
somewhat negative	11%
strongly negative	13%

INTRO Q18-21

How interested would you be in attending each of the following events at a multi-purpose facility in downtown Beaverton, very interested, somewhat interested, not too interested, or not interested at all?

Scale

1. very interested
2. somewhat interested
3. not too interested
4. not interested at all
5. (DON'T READ) don't know

ROTATE Q18-21

20. concert

very interested	35%
somewhat interested	44%
Total very/somewhat interested	78%
Total not too/not interested at all	20%
not too interested	11%
not interested at all	9%
don't know	2%

21. community celebration

very interested	20%
somewhat interested	43%
Total very/somewhat interested	63%
Total not too/not interested at all	34%
not too interested	21%
not interested at all	13%
don't know	3%

18.	sporting event	
	very interested	28%
	somewhat interested	34%
	Total very/somewhat interested	62%
	Total not too/not interested at all	37%
	not too interested	20%
	not interested at all	17%
	don't know	2%
19.	baseball game	
	very interested	32%
	somewhat interested	29%
	Total very/somewhat interested	61%
	Total not too/not interested at all	39%
	not too interested	18%
	not interested at all	21%
	don't know	*
22.	And, how likely would you be to attend an event at the multi-purpose facility? (READ 1-4, 4-1)	
	very likely	37%
	somewhat likely	35%
	Total very/somewhat likely	73%
	Total not too/not likely at all	26%
	not too likely	14%
	not likely at all	12%
	don't know	2%
23.	The multi-purpose facility under consideration would be funded through a combination of public and private funds. It would be part of a larger plan to revitalize downtown Beaverton. Do you have a positive or negative reaction to this? IF POSITIVE/NEGATIVE: Is that very positive/negative or somewhat positive/negative?	
	very positive	26%
	somewhat positive	32%
	Total positive	57%
	don't know	8%
	Total negative	35%
	somewhat negative	13%
	strongly negative	22%

* less than one-half of one percent

24. In order to pay for the multi-purpose facility, Beaverton residents would likely be asked to pay higher property taxes and fees. The average homeowner in Beaverton could be asked to pay up to \$7.50 more per month. Would you support or oppose the increase in order to pay for this multi-purpose facility?

(DON'T READ: IF ASKED BY RESPONDENT HOW MUCH INCREASE WOULD BE PER YEAR = \$90 PER YEAR)

IF SUPPORT/OPPOSE: Is that strongly support/oppose or somewhat support/oppose?

strongly support	19%
somewhat support	23%
Total support	42%
don't know	6%
Total oppose	52%
somewhat oppose	11%
strongly oppose	41%

25. IF Q24=RESPONSE 3-5 (DON'T KNOW/OPPOSE): Would you support or oppose an increase in property taxes and fees costing the average Beaverton homeowner \$6.50 more per month in order to pay for the multi-purpose facility?

(DON'T READ: IF ASKED BY RESPONDENT HOW MUCH INCREASE WOULD BE PER YEAR = \$78 PER YEAR)

IF SUPPORT/OPPOSE: Is that strongly support/oppose or somewhat support/oppose?

strongly support	1%
somewhat support	3%
Total support	4%
don't know	9%
Total oppose	86%
somewhat oppose	18%
strongly oppose	68%

26. IF Q25=RESPONSE 3-5 (DON'T KNOW/OPPOSE): Would you support or oppose an increase in property taxes and fees costing the average Beaverton homeowner \$5.00 more per month in order to pay for the multi-purpose facility?

(DON'T READ: IF ASKED BY RESPONDENT HOW MUCH INCREASE WOULD BE PER YEAR = \$60 PER YEAR)

IF SUPPORT/OPPOSE: Is that strongly support/oppose or somewhat support/oppose?

strongly support	1%
somewhat support	8%
Total support	9%
don't know	8%
Total oppose	83%
somewhat oppose	15%
strongly oppose	68%

24/25. Fee and property tax increases at \$7.50/\$6.50

strongly support	20%
somewhat support	25%
Total support	45%
don't know	5%
Total oppose	50%
somewhat oppose	10%
strongly oppose	40%

24/25/26. Fee and property tax increases at \$7.50/\$6.50/\$5.00

strongly support	20%
somewhat support	29%
Total support	50%
don't know	4%
Total oppose	46%
somewhat oppose	9%
strongly oppose	37%

27. If Beaverton residents were offered discount tickets to attend Beavers baseball games would you be more likely or less likely to support the tax and fee increase? IF MORE/LESS LIKELY: Is that much more/less likely or somewhat more/less likely?

Much more likely	21%
somewhat more likely	24%
Total more likely	45%
don't know	13%
Total less likely	42%
somewhat less likely	13%
much less likely	29%

28. If you were to attend a baseball game or other event at the multi-purpose facility I just described and it was accessible by light rail, how would you most likely get there? (RANDOMIZE 1-5)

drive by car	52%
light rail	26%
walk	7%
take bus	6%
bike	3%
other	2%
don't know/not sure/depends	5%

Now a few questions for statistical purposes.

29. How long have you lived in the city of Beaverton? (READ 1-4)

five years or less	15%
6-10 years	19%
11-20 years	25%
more than 20 years	40%
don't know	1%

30. Do you have children under age 18 living at home?

Yes	26%
no	74%
NA	*

31. What is your approximate age?

18-34	17%
35-44	13%
45-54	22%
55-59	14%
60-64	8%
65+	26%
NA	1%

* less than one-half of one percent

32.	Do you own or rent your residence?	
	own	78%
	rent	18%
	NA	3%
33.	In which of the following ranges does your total annual household income fall, before taxes? (READ 1-5)	
	less than \$30,000	15%
	\$30,000-\$49,999	18%
	\$50,000 and \$74,999	20%
	75,000-\$99,999	12%
	\$100,000 or more	17%
	don't know	4%
	refused	13%
34.	Gender (BY OBSERVATION)	
	male	48%
	female	52%
35.	Zip Code (FROM LIST)	