



500,000
VOICES
OF SOUTHWEST WASHINGTON

2014 survey of southwest Washington residents' values and beliefs

INTRODUCTION AND METHODOLOGY

In 2014, a group of local organizations initiated a survey to identify southwest Washingtonian's views on more than a dozen topics that influence our present and future. From April 24 to May 19, 2014, Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey to assess the general values and beliefs held by residents of southwest Washington (Clark, Cowlitz and Skamania Counties) on a variety of topics. Respondents were also asked about options related to a number of social issues, development and taxation policies.

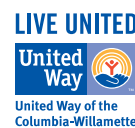
Methodology: DHM Research contacted residents using a randomly generated list of residents, which consisted of both landlines and cellphones. Additionally, an online panel was used to increase the overall sample size. The survey took an average of 22 minutes to administer.

In gathering responses, DHM employed a variety of quality control measures, including questionnaire pre-testing and validations. Quotas were set by age, gender and geographic region 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, registered voters). For a sample size of 673, the margin of error is $\pm 3.8\%$. 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. Additionally, some results in the annotated, online questionnaire may add up to 99% or 101% due to rounding.

DHM Research: Davis, Hibbitts & Midghall, Inc. has been providing opinion research and consultation throughout 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

PROJECT SPONSORS



2014 SOUTHWEST WASHINGTON VALUES AND BELIEFS SURVEY

To open the survey, DHM Research began with open-ended questions about general perceptions related to the quality of life in southwest Washington.

WARM-UP/UNPROMPTED QUALITY OF LIFE VARIABLES

1. What do you value about living in your community? (OPEN-ENDED QUESTION)

Response Category	SW WA N=673	Metro N=709
Friendliness/Neighborliness	29%	26%
Safety/public safety	14%	---
Beauty/scenery	12%	21%
Small community	12%	---
Quiet/peaceful	8%	---
Proximity to bigger cities (Seattle, Portland, etc.)	5%	---
Weather/climate	5%	18%
Education system	4%	---
Rural area	4%	---
Environment—general	4%	6%
Proximity to restaurants/ bars/shopping/entertainment	3%	---
Outdoors/outdoor activities	3%	11%
All other responses	2% or less	6% or less
None/Nothing	2%	2%
Don't know	11%	2%

2. When you think about your community ten years from now, do you think it will be a better place to live, about the same as it is today, or worse than today?

Response Category	SW WA N=673	Metro N=610
Better place	24%	30%
About the same	51%	42%
Worse place	20%	22%
Don't know	5%	5%

3. (If better place in Q2) Why do you think your community will be better?
(OPEN-ENDED QUESTION)

Response Category	SW WA N=159	Metro N=168
Economy and jobs growth	28%	18%
Making progress/ moving forward	24%	27%
Community caring/ getting involved	17%	18%
Better infrastructure	10%	2%
Better political leadership	7%	3%
Better education system	2%	4%
Growth planning	4%	6%
Environmental awareness	2%	9%
Population growth	1%	6%
Public transit	---	10%
Quality of life	---	6%
Progressive	---	5%
Better/ revitalized areas/ downtown area	---	2%
Technological progression	---	2%
All other responses	3% or less	5% or less
None/Nothing	1%	1%
Don't know/NR	6%	6%

4. (If Worse place in Q2) Why do you think your community will be worse?
(OPEN-ENDED QUESTION)

Response Category	SW WA N=173	Metro N=124
Over development	27%	4%
Over population	24%	12%
Economy/unemployment/lack of jobs	15%	9%
Poor government leadership	12%	11%
Crime	13%	12%
Drugs usage/ addition	9%	2%
Keep going in the wrong direction	9%	4%
Traffic congestion	9%	6%
Deteriorating infrastructure	5%	10%
Moral standards declining	4%	7%
Too many taxes/ keep raising taxes	1%	8%
Cutting essential public services	---	7%
Poverty/ homeless	---	7%
Too many people depending on welfare	---	6%
Less law enforcement	---	3%
Environmental issues	---	4%
Decrease in education quality	---	4%
Gangs	---	3%
Government spending	---	5%
All other responses	2% or less	5% or less
None/Nothing	0%	2%
Don't know/NR	3%	2%

5. How optimistic are you about your personal future over the next five years?

Response Category	SW WA N=673	Metro N=709
Very optimistic	41%	37%
Somewhat optimistic	36%	41%
Neither optimistic nor pessimistic	14%	10%
Somewhat pessimistic	5%	8%
Very pessimistic	2%	2%
Don't know/Refused	2%	1%

6. What is the most important issue that you want your local government officials to do something about? (OPEN-ENDED QUESTION)

Response Category	SW WA N=673	Metro N=709
Economy/jobs	12%	12%
Road infrastructure	10%	8%
Crime/public safety	8%	4%
Government spending/taxation	8%	15%
Government leadership/ corruption	5%	3%
Drug abuse	5%	
Education-general	4%	6%
Poverty/homeless	4%	4%
Healthcare	3%	---
Traffic/traffic congestion	3%	---
All other responses	2% or less	4% or less
None/Nothing	3%	5%
Don't know	13%	7%

GENERAL ISSUES

Next, DHM Research asked respondents to express their views on some frequently debated issues. For each issue, respondents were read a pair of statements representing a particular viewpoint and were prompted to indicate which statement was closest to their personal view, even if neither represented their beliefs exactly. These questions (7-13) were randomized and the responses were also rotated to ensure objectivity.

7.

Response Category	SW WA N=673	Metro N=709
A. Economic growth should be given priority even if the environment suffers to some extent		
Feel strongly	19%	10%
Lean towards	19%	20%
B. Protection of the environment should be given more priority even at the risk of slowing economic growth		
Lean towards	24%	30%
Feel strongly	29%	32%
Don't know	9%	7%

8.

Response Category	SW WA N=673	Metro N=709
A. We should invest more in roads for cars		
Feel strongly	25%	18%
Lean towards	19%	19%
B. We should invest in more in public transit		
Lean towards	24%	31%
Feel strongly	25%	24%
Don't know	8%	8%

9.

Response Category	SW WA N=673	Metro N=709
A. The government provides too many services		
Feel strongly	29%	30%
Lean towards	18%	23%
B. Government services need to be increased through efficiencies and/or higher taxes		
Lean towards	22%	22%
Feel strongly	19%	15%
Don't know	12%	10%

10.

Response Category	SW WA N=673	Metro N=709
A. Our country would be better off if we all consumed less		
Feel strongly	31%	28%
Lean towards	18%	29%
B. We need to buy things to support a strong economy		
Lean towards	25%	21%
Feel strongly	19%	13%
Don't know	7%	9%

11.

Response Category	SW WA N=673	Metro N=709
A. Climate change requires us to change our way of life such as driving less or living more simply		
Feel strongly	32%	49%
Lean towards	19%	27%
B. If climate change becomes a problem we can deal with it later		
Lean towards	20%	9%
Feel strongly	20%	9%
Don't know	8%	6%

12.

Response Category	SW WA N=673	Metro N=709
A. For economic growth and a better quality of life, Southwest Washington should become a major player economically in the state of Washington and in the world		
Feel strongly	26%	N/A
Lean towards	23%	N/A
B. I'm worried about the increasing pace of life and too much growth in Southwest Washington and feel it is best that we are economically on the sidelines or in the background in the State and in the world		
Lean towards	23%	N/A
Feel strongly	15%	N/A
Don't know	14%	N/A

13.

Response Category	SW WA N=673	Metro N=709
A. Criminals should be punished by just locking them up.		
Feel strongly	23%	13%
Lean towards	16%	10%
B. Criminals should be rehabilitated through counseling & job training whenever possible.		
Lean towards	27%	36%
Feel strongly	28%	34%
Don't know	6%	6%

PUBLIC SERVICES AND TAXATION

14. There has been some discussion in Washington recently about the level of public services and the cost to taxpayers. I'm now going to read to you three statements. Which one comes closest to how you feel? **(RANDOMIZED RESPONSES)**

Response Category	SW WA N=673	Metro N=610
We spend too much on public services and taxes should be reduced	37%	31%
We spend about the right amount on public services and taxes should remain the same	34%	28%
We don't spend enough on public services and we should increase some taxes	17%	30%
Don't know	13%	10%

DISADVANTAGED AND LOW INCOME SUPPORT

DHM Research then listed some possible trends for southwest Washington over the next 10 years related to disadvantaged and low-income support. Respondents were asked to indicate whether each trend was desirable or undesirable. They were also informed that any desirability would support increasing taxes to pay for that trend. Conversely, respondents were told that an undesirable response would indicate their opposition to that trend. For respondents who felt comfortable with the current status of this issue, a neutral option was expressed. These questions (15-19) were randomized to ensure objectivity.

Response Category	Strongly desirable \$\$	Smwt desirable \$	Neutral	Smwt undesire	Strongly undesire	Don't Know
15. Increased help for individuals and families in need						
SW WA, N=673	27%	29%	26%	8%	7%	2%
Metro, N=610	21%	39%	27%	7%	4%	2%
16. Government provided child care and adult care services						
SW WA, N=673	24%	21%	23%	15%	14%	4%
Metro, N=610	14%	33%	26%	13%	9%	4%
17. Enhanced human service programs to prevent hunger and homelessness						
SW WA, N=673	33%	28%	21%	10%	6%	3%
Metro, N=610	28%	34%	23%	7%	4%	2%
18. Extended jobless benefits for low income persons						
SW WA, N=673	18%	20%	24%	17%	19%	3%
Metro, N=610	12%	27%	29%	17%	11%	3%
19. Enhanced job training programs for low income people						
SW WA, N=673	36%	35%	18%	5%	3%	4%
Metro, N=610	25%	47%	18%	5%	2%	2%

ENERGY SUPPLY

Moving on, DHM Research read some energy supply actions that government entities might take. After each scenario, respondents were asked to indicate the desirability of each action. If they were unsure or split, participants could choose to submit a neutral response. Again, these questions (20-21) were randomized to ensure objectivity.

Response Category	Strongly Desirable	Smwt Desirable	Neutral	Smwt Undesire	Strongly Undesire	Don't know
20. Shift some funding for road and highway construction towards public transportation such as better bus service and high speed rail projects						
SW WA, N=673	21%	24%	16%	17%	17%	5%
Metro, N=610	16%	30%	22%	14%	13%	4%
21. Restrict the export of US coal to foreign countries						
SW WA, N=673	22%	12%	29%	12%	15%	11%
Metro, N=610	26%	30%	18%	9%	10%	6%

GENERAL TRENDS

Next, DHM Research read five possible trends related to southwest Washington's future. For each trend, respondents were asked to rate FIRST the probability that they thought the trend would actually happen over the next 10 years (likely, neutral or unlikely) and SECOND, the desirability they personally placed on that trend occurring (desirable, neutral or undesirable). These questions (22-26) were randomized to ensure objectivity.

22. Environmental protection will become more important than economic growth

Probability	SW WA N=673	Metro N=555	Desirability	SW WA N=673	Metro N=555
Very likely	20%	13%	Very desirable	29%	27%
Somewhat likely	27%	29%	Somewhat desirable	23%	27%
Neutral	22%	20%	Neutral	21%	20%
Somewhat unlikely	16%	23%	Somewhat undesirable	11%	11%
Very unlikely	10%	10%	Very undesirable	13%	10%
Don't know	4%	4%	Don't know	4%	3%

23. New population growth will be directed toward existing cities and towns, not into natural areas and farmlands

Probability	SW WA N=673	Metro N=555	Desirability	SW WA N=673	Metro N=555
Very likely	23%	22%	Very desirable	28%	37%
Somewhat likely	27%	36%	Somewhat desirable	21%	23%
Neutral	15%	14%	Neutral	25%	21%
Somewhat unlikely	18%	16%	Somewhat undesirable	10%	8%
Very unlikely	9%	7%	Very undesirable	9%	4%
Don't know	8%	3%	Don't know	7%	4%

24. To control health insurance costs for everyone, public and private insurance programs will reward good health behaviors and discourage bad health behaviors.

Probability	SW WA N=673	Metro N=555	Desirability	SW WA N=673	Metro N=555
Very likely	20%	27%	Very desirable	46%	43%
Somewhat likely	36%	43%	Somewhat desirable	22%	28%
Neutral	15%	12%	Neutral	16%	14%
Somewhat unlikely	13%	10%	Somewhat undesirable	4%	9%
Very unlikely	12%	3%	Very undesirable	8%	3%
Don't know	4%	3%	Don't know	4%	2%

25. Religion and spirituality will become more important

Probability	SW WA N=673	Metro N=555	Desirability	SW WA N=673	Metro N=555
Very likely	11%	4%	Very desirable	31%	19%
Somewhat likely	13%	14%	Somewhat desirable	14%	16%
Neutral	29%	27%	Neutral	32%	30%
Somewhat unlikely	24%	28%	Somewhat undesirable	8%	12%
Very unlikely	18%	21%	Very undesirable	11%	17%
Don't know	6%	5%	Don't know	4%	3%

26. Southwest Washingtonians from diverse backgrounds will find common ground and work together to make progress addressing the critical issues we face as a state

Probability	SW WA N=673	Metro N=555	Desirability	SW WA N=673	Metro N=555
Very likely	14%	8%	Very desirable	50%	68%
Somewhat likely	33%	35%	Somewhat desirable	25%	17%
Neutral	20%	23%	Neutral	17%	8%
Somewhat unlikely	15%	20%	Somewhat undesirable	1%	2%
Very unlikely	12%	10%	Very undesirable	1%	1%
Don't know	7%	3%	Don't know	5%	3%

ECONOMIC DEVELOPMENT

DHM Research also read some possible economic development actions that government entities might take. After each scenario, respondents were asked to indicate the desirability of each action. If they were unsure participants could indicate "Don't know." A neutral response was also provided for those who were split. All related questions (27-31) were randomized to ensure objectivity.

Response Category	Strongly Desirable	Smwt Desirable	Neutral	Smwt Undesire	Strongly Undesire	Don't know
27. Increase timber harvests in dense, over-crowded forest stands						
SW WA, N=673	22%	25%	22%	13%	10%	8%
Metro, N=555	16%	32%	26%	11%	7%	8%
28. Reduce government regulations						
SW WA, N=673	25%	24%	25%	11%	9%	7%
Metro, N=555	16%	20%	28%	17%	13%	5%
29. Revamp land use laws to permit more development						
SW WA, N=673	11%	16%	23%	21%	22%	7%
Metro, N=555	6%	13%	21%	26%	28%	6%
30. Build and communicate a pro-business attitude in local and state government						
SW WA, N=673	30%	29%	24%	7%	2%	8%
Metro, N=555	21%	31%	28%	10%	5%	5%
31. Build and communicate a pro-environment attitude in local and state government						
SW WA, N=673	31%	28%	22%	8%	5%	6%
Metro, N=555	30%	34%	20%	8%	6%	3%

DHM Research then presented five more economic development actions that government entities might take. After each scenario, respondents were to indicate the desirability of each action in relation to the taxes and fees they pay for public services. If they were unsure, participants could say, "Don't know." Neutral responses were also offered for those who were content with current policies. These questions (32-36) were also randomized to ensure objectivity.

Response Category	Strongly desirable \$\$	Smwt Desirable \$	Neutral	Smwt Undesirable	Strongly Undesirable	Don't know
32. Reduce business taxes						
SW WA, N=673	23%	21%	31%	12%	7%	6%
Metro, N=555	12%	18%	24%	20%	18%	6%
33. Increase workforce training						
SW WA, N=673	31%	39%	20%	6%	1%	3%
Metro, N=555	21%	46%	22%	4%	2%	4%
34. Provide public subsidies and tax breaks to attract new jobs & industries						
SW WA, N=673	19%	34%	28%	8%	6%	5%
Metro, N=555	10%	31%	29%	14%	9%	5%
35. Expand air service throughout Southwest Washington						
SW WA, N=673	10%	21%	40%	11%	7%	10%
Metro, N=555	5%	20%	46%	11%	4%	14%
36. Provide publicly funded venture capital for start-up companies						
SW WA, N=673	14%	20%	29%	15%	14%	7%
Metro, N=555	5%	24%	31%	18%	14%	6%

EDUCATION

DHM Research proceeded to review a number of possible education-related actions that government entities might pursue. As with previous questions, respondents were asked to indicate the desirability of each action in relation to taxes and fees paid for public services. If they were satisfied with the current status participants could choose to stay neutral, while those who were unsure could answer with “Don’t know.” Again, the questions (37-42) were randomized to ensure objectivity.

Response Category	Strongly desirable \$\$	Smwt desirable \$	Neutral	Smwt Undesirable	Strongly Undesirable	Don't know
37. Make higher education more accessible by reducing the cost of tuition						
SW WA, N=673	58%	22%	12%	4%	2%	2%
Metro, N=555	39%	34%	18%	4%	2%	2%
38. Expand engineering and technical education						
SW WA, N=673	35%	40%	19%	2%	1%	2%
Metro, N=555	33%	39%	21%	3%	1%	3%
39. Strengthen university research and development						
SW WA, N=673	34%	30%	26%	5%	3%	3%
Metro, N=555	26%	34%	29%	6%	1%	3%
40. Increase workforce training						
SW WA, N=673	35%	38%	20%	2%	2%	2%
Metro, N=555	27%	43%	22%	3%	1%	3%
41. Increase school funding to broaden curriculum choices for more effective learning experiences						
SW WA, N=673	39%	30%	18%	7%	5%	2%
Metro, N=555	33%	30%	20%	8%	5%	3%
42. Provide pre-kindergarten to ensure students start elementary school prepared						
SW WA, N=673	33%	23%	20%	10%	10%	3%
Metro, N=555	31%	24%	25%	11%	7%	2%

HEALTH AND HEALTHCARE CONDITIONS AND BEHAVIOR

43. Do you or a member of your family have a physical or mental disability?

Response Category	SW WA N=673	Metro N=555
Yes, physical disability	13%	8%
Yes, mental disability	6%	7%
Both physical and mental disabilities	6%	4%
None	75%	81%

44. Are you currently caring for or assisting a family member requiring regular medical care, whether physical or mental? The person does not have to live with you, just that you are caring for or assisting that person with their health and wellbeing.

Response Category	SW WA N=673	Metro N=555
Yes	17%	16%
No	72%	84%
NA	11%	N/A

45. What kind of health insurance do you have?

Response Category	SW WA N=673	Metro N=555
None (no health insurance)	6%	16%
Private (such as Blue Cross or Kaiser)	57%	64%
Government plan (such as OPH, Medicaid, Medicare)	22%	10%
Both	12%	7%

JOBS AND WORKPLACE

Additionally, DHM Research reviewed regional occupational values by offering a list of characteristics that people often view as important factors in what they do for work or employment. Respondents were asked how important each item was to them personally when choosing their occupation or workplace. Respondents were also encouraged to be selective with their ranking by refraining from rating every option as most important. Keeping with best practice, these questions (46-57) were again randomized.

Response Category	Most Import	More Import	In Between	Less Unimport	Least Unimport	Don't know
46. Earning a good salary						
SW WA, N=673	43%	40%	12%	1%	0%	3%
Metro, N=610	29%	43%	20%	4%	1%	2%
47. Doing a job I can be proud of						
SW WA, N=673	49%	38%	8%	1%	1%	3%
Metro, N=610	46%	37%	10%	3%	0%	3%
48. Contributing to society's benefit						
SW WA, N=673	26%	39%	22%	7%	2%	4%
Metro, N=610	18%	32%	31%	10%	4%	3%
49. Enjoying work, having fun						
SW WA, N=673	41%	38%	12%	4%	1%	4%
Metro, N=610	40%	38%	14%	3%	0%	3%
50. Being with people I respect						
SW WA, N=673	41%	40%	12%	2%	1%	3%
Metro, N=610	25%	50%	17%	3%	1%	3%
51. Developing my skills						
SW WA, N=673	39%	40%	14%	3%	1%	3%
Metro, N=610	23%	50%	18%	6%	0%	3%
52. Learning new things, having new experiences						
SW WA, N=673	33%	44%	14%	4%	1%	3%
Metro, N=610	30%	44%	17%	5%	1%	3%
53. Having people admire my accomplishments						
SW WA, N=673	15%	27%	28%	17%	9%	3%
Metro, N=610	5%	21%	30%	25%	15%	3%
54. Obtaining health insurance coverage						
SW WA, N=673	40%	33%	15%	5%	3%	3%
Metro, N=610	30%	38%	18%	7%	4%	3%
55. Involvement in important decisions						
SW WA, N=673	20%	35%	29%	10%	4%	4%
Metro, N=610	11%	30%	30%	21%	4%	3%
56. Being in a leadership position						
SW WA, N=673	11%	22%	32%	18%	13%	3%
Metro, N=610	6%	20%	30%	27%	13%	3%
57. Being in control of my destiny						
SW WA, N=673	39%	38%	14%	3%	2%	4%
Metro, N=610	27%	39%	19%	10%	2%	3%

VOTING/SOCIAL & ECONOMIC SELF ID/DEMOGRAPHICS

Lastly, DHM Research closed by posing questions that were used for statistical purposes only.

58. Are you registered to vote?

Response Category	SW WA N=673	Metro N=709
Yes	91%	94%
No	9%	6%
(UNSOLICITED) Refused	0%	0%

59. (IF VOTER IN Q58) Do you consider yourself a Republican, a Democrat, or a member of another party?

Response Category	SW WA N=673	Metro N=709
Republican	26%	21%
Democrat	26%	46%
Independent	32%	32%
Another party	7%	N/A
Don't know	5%	N/A
Refused	3%	N/A

60. (IF VOTER IN Q58) Considering all elections, special, primary, and general, do you vote all the time, most of the time, sometimes, or hardly ever?

Response Category	SW WA N=673	Metro N=709
All the time	49%	56%
Most of the time	38%	35%
Sometimes	8%	6%
Hardly ever	5%	2%
(UNSOLICITED) Refused	0%	1%

ASK ALL - Rotate Q61 & Q62

61. When it comes to most social issues, do you consider yourself very liberal, somewhat liberal, middle of the road-moderate, somewhat conservative, or very conservative?

Response Category	SW WA N=673	Metro N=709
Very liberal	13%	19%
Somewhat liberal	19%	28%
Middle-of-the-road/Moderate	30%	28%
Somewhat conservative	19%	15%
Very conservative	12%	7%
(UNSOLICITED) Don't know	7%	2%
(UNSOLICITED) Refused	0%	0%

62. When it comes to most economic issues, do you consider yourself very liberal, somewhat liberal, middle of the road-moderate, somewhat conservative, or very conservative?

Response Category	SW WA N=673	Metro N=709
Very liberal	8%	11%
Somewhat liberal	14%	25%
Middle-of-the-road/Moderate	33%	33%
Somewhat conservative	20%	19%
Very conservative	17%	10%
(UNSOLICITED) Don't know	8%	1%
(UNSOLICITED) Refused	0%	0%

63. What year were you born? (Record Year of Birth and auto fill age category)

Response Category	SW WA N=673	Metro N=709
18-24	10%	11%
25-34	17%	21%
35-44	15%	16%
45-54	22%	22%
55-64	17%	15%
65-74	13%	10%
75+	4%	4%
(UNSOLICITED) Refused	3%	1%

64. What was your 2013 gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response Category	SW WA N=673	Metro N=709
Less than \$25,000	13%	19%
\$25,000-less than \$35,000	13%	9%
\$35,000- less than \$50,000	13%	13%
\$50,000-less than \$75,000	19%	18%
\$75,000-less than \$100,000	13%	12%
\$100,000-less than \$150,000	13%	13%
\$150,000+	6%	9%
(UNSOLICITED) Refused	11%	7%

65. How many people, including yourself, are in your household?

Response Category	SW WA N=673	Metro N=709
1	17%	21%
2	39%	38%
3	13%	14%
4	18%	16%
5 or more	11%	9%
(UNSOLICITED) Refused	1%	1%

66. How many children (under age 18) live with you? **(Record Number)**

Response Category	SW WA N=673	Metro N=709
0	61%	65%
1	13%	13%
2	17%	14%
3	6%	6%
4	1%	1%
5 or more	3%	0%
(UNSOLICITED) Refused	0%	65%

67. How many children do you have in a public school in Southwest Washington? **(Record Number)**

Response Category	SW WA N=673	Metro N=709
0	31%	78%
1	31%	9%
2	26%	9%
3	6%	2%
4	5%	0%
5 or more	2%	0%
(UNSOLICITED) Refused	0%	1%

68. Do you own or rent your residence?

Response Category	SW WA N=673	Metro N=709
Own	71%	65%
Rent	28%	33%
(UNSOLICITED) Refused	1%	2%

69. How many years have you lived in Southwest Washington? **(Record Number of Years)**

Response Category	SW WA N=673	Metro N=709
Less than 5	14%	12%
6-10	15%	10%
11-20	23%	17%
More than 20	47%	60%
(UNSOLICITED) Refused	1%	1%

70. Which is the highest level of education you have completed?

Response Category	SW WA N=673	Metro N=709
Grade school	0%	0%
Attended high school	3%	3%
Graduated high school	11%	12%
Attended college	23%	21%
Graduated from 2 year college	16%	11%
Graduated from 4 year college	26%	27%
Post graduate study without degree	4%	5%
Post graduate degree (e.g., MD, MBA, MA, Ph.D., JD)	14%	18%
Other	1%	1%
(UNSOLICITED) Refused	1%	1%

71. Do you or someone in your household commute to a job in the Portland metropolitan area?

Response Category	SW WA N=673
Yes - Me	13%
Yes – Someone else in household	13%
Yes - Both	4%
No	65%
NA	5%

72. Which of the following best describes your racial or ethnic group? **(Read list)**

Response Category	SW WA N=673	Metro N=709
African American/Black	1%	2%
Asian/Pacific Islander	3%	4%
Hispanic/Latino	1%	4%
Native American/American Indian	1%	1%
White/Caucasian	90%	86%
Other	3%	1%
(UNSOLICITED) Refused	1%	1%

73. How religious do you consider yourself to be? **(Read list)**

Response Category	SW WA N=673	Metro N=709
Very religious	20%	17%
Moderately religious	41%	35%
Not religious	33%	42%
Other (Specify)	7%	5%
(UNSOLICITED) Refused	2%	1%

74. Would you like to make a final comment about this survey? Our team pays close attention to what you think. **(OPEN-ENDED QUESTION)**

75. Zip Code?

76. County?

77. Gender **(BY OBSERVATION)**

Response Category	SW WA N=673	Metro N=709
Male	46%	49%
Female	54%	51%

2014 SOUTHWEST WASHINGTON VALUES AND BELIEFS SURVEY SUPPLEMENTAL ONLINE SURVEY

This survey contains a list of _____ broadly worded goals for southwest Washington. Over the next five years, the coalition of independent, non-partisan, and non-profit organizations sponsoring this research and dedicated to improving the quality of life in Southwest will be facing many difficult issues. With limited resources, they won't be able to do everything and must establish priorities. Knowing that resources are limited, what priority should the coalition give to each goal: low priority, medium priority, high priority, or urgent. Please read through the entire list first then go back and consider each goal. **Try not to say urgent for all the goals. Be selective in your rating of low priority, medium priority, high priority, or urgent.** Also, remember that we're talking about goals over the next five years. You may have other goals in mind, but please limit your answers for now to just the goals. I'll ask you about other goals before we finish. **(ROTATE).**

- 1 = Low priority
- 2 = Medium priority
- 3 = High priority
- 4 = Urgent priority
- 5 = DK/NS/NR

1. Over the next five years, supporting quality education to produce well educated citizens should receive. . .

Response Category	SW WA N=429
Urgent	21%
High	42%
Medium	28%
Low	3%
Don't know	5%

Comment Box:

2. Over the next five years, **ensuring decent, affordable housing** should receive . . .

Response Category	SW WA N=429
Urgent	9%
High	31%
Medium	42%
Low	14%
Don't know	5%

Comment Box:

3. Over the next five years, **maintaining and improving our parks, green spaces, water and air sheds** should receive . . .

Response Category	SW WA N=429
Urgent	9%
High	29%
Medium	48%
Low	9%
Don't know	5%

Comment Box:

4. Over the next five years, **enhancing human services programs to prevent hunger and homelessness** should receive. . .

Response Category	SW WA N=429
Urgent	11%
High	29%
Medium	43%
Low	12%
Don't know	5%

Comment Box:

5. Over the next five years, **providing more arts and cultural** should receive. . .

Response Category	SW WA N=429
Urgent	11%
High	29%
Medium	43%
Low	12%
Don't know	6%

Comment Box:

Please read through the list again. Thinking about these different goals, which one is most important for the coalition to give top priority to *over the next two years*? Second most important? Third most important? (ENTER NUMBER FROM ABOVE. RECORD 00 IF DON'T KNOW/NOT SURE/NO RESPONSE.)

Response Category	Most important	2nd most important	3rd most important
Supporting quality education to produce well educated citizens	50%	20%	18%
Ensuring decent, affordable housing	16%	26%	30%
Maintaining and improving our parks, green spaces, water and air sheds	10%	22%	15%
Enhancing human services programs to prevent hunger and homelessness	23%	27%	21%
Providing more arts and cultural	1%	4%	15%

WHO PARTICIPATED?

	SCIENTIFIC SURVEY	PUBLIC ENGAGEMENT SURVEY	2012 CENSUS
Respondents	673	1,364	--
Age			
18-34	27%	17%	29%
35-54	37%	30%	38%
55+	34%	52%	33%
Gender			
Female	54%	63%	51%
Male	46%	37%	49%
Area			
Clark	79%	88%	79%
Cowlitz	19%	8%	19%
Skamania	2%	4%	2%
Ethnic Group			
White/Caucasian	90%	89%	91%
Asian/Pacific Islander	3%	1%	6%
African American/Black	1%	1%	3%
Hispanic/Latino*	1%	1%	8%
Native American/American Indian	1%	1%	2%
Other	3%	5%	--
Refused	1%	1%	--

*In the U.S. Census, Hispanic, Latino, and Spanish origin is asked separately from race. The 500,000 Voices survey used one question and included Hispanic/Latino in a list of races. This is standard practice in non-Census surveys and explains some of the variation in numbers. Respondents to both the Census and this survey could give multiple responses; therefore, some percentages do not equal 100%.



Visit us online to receive updates
and sign up for events: www.500kvoices.org