What do you value most about living in your community? (open ended)

- Small town feel/community involvement: 35%
- Scenic/recreational/natural/open spaces: 20%
- Environmental quality/livability/quality of life: 14%
- The people: 10%
- Low crime: 10%
- Weather: 10%
- Nothing/I don’t like it here: 10%
- Quiet/peaceful/possible: 9%
- Availability of shopping/services: 7%
- Rural living possible: 4%
- Good education/public schools: 4%
Does ___ make your community a better place to live, make no difference, or make your community less appealing?

<table>
<thead>
<tr>
<th>Category</th>
<th>Better Place</th>
<th>No Difference</th>
<th>Less Appealing</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Businesses</td>
<td>86%</td>
<td></td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>Colleges &amp; Universities</td>
<td>85%</td>
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<td></td>
<td>8%</td>
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<tr>
<td>Non-profits/Charities</td>
<td>82%</td>
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<td></td>
<td>12%</td>
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<tr>
<td>Elementary/High Schools</td>
<td>78%</td>
<td></td>
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<td>10%</td>
</tr>
<tr>
<td>Religious Organizations</td>
<td>75%</td>
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<td>18%</td>
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<tr>
<td>Civic Organizations</td>
<td>65%</td>
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<td>7%</td>
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<tr>
<td>Local Government</td>
<td>51%</td>
<td></td>
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<td>17%</td>
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<tr>
<td>Corporations</td>
<td>45%</td>
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<td>19%</td>
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<tr>
<td>Unions/Labor</td>
<td>44%</td>
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<td>22%</td>
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<tr>
<td>State Government</td>
<td>38%</td>
<td></td>
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<td>27%</td>
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<tr>
<td>Federal Government</td>
<td>28%</td>
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<td>29%</td>
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<tr>
<td>Political Parties</td>
<td>24%</td>
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<td>26%</td>
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</tbody>
</table>

0% 20% 40% 60% 80% 100%
Importance of conditions necessary to create a healthy state economy

(Very important/Somewhat Important combined)

- Improve K-12 education: 95%
- Make higher ed more affordable/more accessible: 94%
- Reduce health care costs: 94%
- Expand engineering/technical education: 93%
- Increase workforce training: 92%
- Access to affordable health care: 89%
- Provide necessary infrastructure: 87%
- Reduce energy costs: 86%
- Enhance human service programs: 86%
- Strengthen university R&D: 84%
Importance of conditions necessary to create a healthy state economy (continued)

- Invest in marketing Oregon's products globally: 83%
- Simplify govt. regulations: 81%
- Improve business climate w/anti-crime programs: 78%
- Provide venture capital for start-up companies: 74%
- Build/communicate pro-business attitude in govt.: 73%
- Reduce business taxes: 69%
- Strengthen environmental regulations: 68%
- Expand air service: 56%
- Increase timber harvests: 55%
- Revamp land use laws to permit more industrial development: 48%
Which is more important for promoting economic growth in Oregon?

- Relax regulations to make it easier to do business
  - State: 22%
  - Metro: 17%

- Maintain quality environment to attract people and companies to Oregon
  - State: 69%
  - Metro: 74%

- Don't Know
  - State: 9%
  - Metro: 9%
Do you believe a change is needed in Oregon’s tax system at this time?

- Yes: 66%
- No: 25%
- Don't Know: 10%
(Those who think change is necessary)
What kind of change? (open ended)

- Implement a sales tax: 19%
- Better management of funds: 11%
- Reform tax system: 11%
- More tax dollars to schools: 11%
- Reduce taxes: 8%
- Decrease property taxes: 8%
- Reduce government size: 6%
- Decrease income tax: 5%
Over the next 10 years: “Oregonians will restructure their tax system to reduce income and property taxes by adopting a sales tax.”
Different approaches to stimulating the economy & funding public services

**Statement A**
Increases Necessary

Increases in business and corporate taxes are necessary to provide vital public services that help stimulate the economy.

**Statement B**
Diminishes Business

Increase in business and corporate taxes will diminish business investments, limit job creation, and ultimately reduce the amount of taxes generated to fund public services.
Level of public services and the cost to taxpayers

**Statement A**
Reduce Taxes
We spend too much on public services and taxes should be reduced.

**Statement B**
Taxes Remain Same
We spend about the right amount on public services and taxes should remain the same.

**Statement C**
Increase Taxes
We don't spend enough on public services and we should increase some taxes.

- **Statement A**: 44%
- **Statement B**: 28%
- **Statement C**: 22%
- **Don't Know**: 6%
Community values – Which of the following is more important to the quality of life where you live?

[Graph showing rankings and percentages for various community values, with rankings from 1 to 11.]

- Accessible hospitals/health care
- Community committed to quality ed
- Accountable/honest city leaders
- Safe neighborhoods/parks
- Local employment opportunities
- Family oriented community
- Financially balanced government
- Active/involved citizens
- Balanced commercial/residential community
- Healthy business environment
- Positive neighborhood/community identity

= Importance in 2002

P = Importance in the Past (1992)

Ranking:

1. Accessible hospitals/health care
2. Community committed to quality ed
3. Accountable/honest city leaders
4. Safe neighborhoods/parks
5. Local employment opportunities
6. Family oriented community
7. Financially balanced government
8. Active/involved citizens
9. Balanced commercial/residential community
10. Healthy business environment
11. Positive neighborhood/community identity
Community values – Which of the following is more important to the quality of life where you live? (continued)

- Place where I live & walk to shop/work
- Commitment to environmental quality
- Areas protected for wildlife
- Uncrowded streets/highways
- Community based upon traditional values
- Low cost of housing
- Local college/university
- Vibrant, active downtown business area
- Community with trees/parks/open space
- Accessible day care for aged/sick adults
- Accessible day care for children
- P = Importance in the Past (1992)
- ■ = Importance in 2002

<table>
<thead>
<tr>
<th>Rank</th>
<th>Accessible day care for aged/sick adults</th>
<th>Accessible day care for children</th>
<th>Local college/university</th>
<th>Low cost of housing</th>
<th>Community with trees/parks/open space</th>
<th>Vibrant, active downtown business area</th>
<th>Areas protected for wildlife</th>
<th>Uncrowded streets/highways</th>
<th>Community based upon traditional values</th>
<th>Commitment to environmental quality</th>
<th>Place where I live &amp; walk to shop/work</th>
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<tbody>
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</tbody>
</table>
Community values – Which of the following is more important to the quality of life where you live? (continued)

- Variety of cultural opportunities
- Historic sites preserved/protected
- Respect for community history
- Commercial/industrial development
- Culturally balanced community
- City gov’t a leader on regional issues
- Diversity of worship opportunities
- Nice restaurants/entertainment centers
- Plentiful, available parking
- City Hall/civic center to have pride in

- Importance in 2002
- Importance in the Past (1992)

Rank

P = Importance in the Past (1992)
Government services – What government service is more important, regardless of cost?

= Importance in 2002

P = Importance in the Past (1992)

1. Primary/secondary education
2. Fire/emergency services
3. Children's services
4. Higher education
5. Police services
6. Drinking water/sewer services
7. Employment/training
8. Community colleges
9. Affordable housing
10. Health/mental health services
11. Senior services
12. Services for low income

Rank

1. Primary/secondary education
2. Fire/emergency services
3. Children's services
4. Higher education
5. Police services
6. Drinking water/sewer services
7. Employment/training
8. Community colleges
9. Affordable housing
10. Health/mental health services
11. Senior services
12. Services for low income
Government services – What government service is more important, regardless of cost? (continued)

- Natural resources management: Importance in 2002, Importance in the Past (1992)
- Tourism/other state marketing: Importance in 2002, Importance in the Past (1992)

Rank:
- Local roads: 13 21
- State highways: 14 20
- Courts, prisons, jails: 15 11
- Health/safety regulation: 16 14
- Small business development: 17 13
- Libraries: 18 17
- Parks and recreation: 19 19
- Natural resources management: 20 15
- Environmental regulation: 21 18
- Mass transit: 22 22
- Tourism/other state marketing: 23 23
- International trade development: 24 24