

THE RILEY REPORT™

Portland-Vancouver Area Survey

Analysis & Cross Tabulations

June 18, 2008

INTRODUCTION & METHODOLOGY

Riley Research Associates conducted an omnibus survey among Portland-Vancouver area households regarding their opinions on a variety of current issues. Several questions regarding proposed I-5 bridge improvements were included at the front-end of the poll in the public interest, and Riley Research Associates absorbed the cost associated with those questions. The USS Ranger Foundation paid for the question about interest in the floating museum. Additional proprietary questions were sponsored by other organizations.

The scientific telephone poll was conducted among 504 randomly selected households in Multnomah, Washington, and Clackamas Counties in Oregon, and Clark County in Washington. A sample of 504 provides accuracy to within +/-4.37 percent at a 95 percent level of confidence. Fielding took place between June 2nd and June 12th, 2008.

An executive overview has been provided, followed by cross tabulations (banner-style), displaying the exact question asked, along with demographic breakouts for each question.

EXECUTIVE OVERVIEW

- ☒ A large majority of area residents (65 percent) think the Interstate 5 Bridge between Portland and Vancouver is in need of improvement, with 35 percent saying that improvements are needed “urgently,” and another 30 percent saying “somewhat urgently.”
- ☒ Nearly three-quarters of residents (71 percent) think the Interstate Bridge project needs to include a light rail line, with half (50 percent) “Agreeing strongly” and one-fifth (21 percent) “Agreeing somewhat.”
- ☒ Just over half (55 percent) oppose the idea of a toll bridge to reduce congestion and help pay for future improvements, while nearly two-fifths (38 percent) favor the idea.
- ☒ A majority of residents (62 percent) say they are likely to pay to visit the USS Ranger if it were brought to Portland, with two in five (41 percent) being very likely to visit, and roughly one in three (29 percent) being somewhat likely.

CROSS TABULATIONS

I have a few questions regarding the Interstate 5 Bridge between Portland and Vancouver.

Q1. There has been a lot of discussion recently, regarding proposed improvements to the Interstate 5 Bridge between Portland and Vancouver. Do you think improvements to that bridge are needed: (Aided)

	GENDER		AGE					COUNTY OF RESIDENCE				AREA OF RESIDENCE				RESIDENCE			PARTY			EMPLOYED		COUNTY OF WORK				AREA OF WORK			
	Total	M	F	18-34	35-44	45-54	55-64	65+	MULT NMAH	WASH NGTN	CLCK AMAS	CLRK	MULT IN PTLD	MULT OUT PTLD	WASH IN BVTN	WASH OUT BVTN	SNGL FAM HOUS	APRT MENT	DEM	REP	OTHR	YES	NO	MULT NMAH	WASH NGTN	CLCK AMAS	WASH ST	MULT IN PTLD	MULT OUT PTLD	WASH IN BVTN	WASH OUT BVTN
Total Participants	504	238	266	99	97	143	76	74	177	126	97	104	132	45	30	96	402	102	229	119	110	338	156	159	73	46	43	124	35	22	51
		47%	53%	20%	19%	28%	15%	15%	35%	25%	19%	21%	26%	9%	6%	19%	80%	20%	45%	24%	22%	67%	31%	32%	14%	9%	9%	25%	7%	4%	10%
<u>Urgently</u>	65%	66%	64%	61%	63%	64%	75%	66%	69%	56%	63%	69%	72%	62%	63%	54%	66%	60%	68%	61%	65%	64%	66%	72%	55%	57%	58%	77%	57%	36%	63%
Urgently	35	39	30	33	25	33	45	43	38	25	33	41	39	36	43	20	35	33	35	34	37	35	35	41	29	28	26	44	29	18	33
Somewhat urgently	30	26	34	27	38	31	30	23	32	31	30	28	33	27	20	34	31	26	33	27	28	30	31	31	26	28	33	32	29	18	29
<u>Not urgently</u>	20%	24%	17%	20%	22%	22%	13%	19%	13%	27%	19%	24%	12%	16%	23%	28%	18%	25%	15%	26%	22%	20%	19%	11%	30%	22%	35%	10%	17%	45%	24%
Not too urgently	14	15	13	14	15	15	13	9	8	20	12	17	8	9	17	21	12	20	10	21	15	16	10	7	23	22	30	5	14	32	20
Not urgently at all	6	8	4	6	6	7	-	9	5	7	6	7	4	7	7	7	6	6	6	5	6	4	10	4	7	-	5	5	3	14	4
<u>Don't know / Refused</u>	15%	11%	19%	19%	15%	15%	12%	15%	18%	17%	19%	7%	16%	22%	13%	18%	15%	15%	17%	13%	13%	15%	15%	16%	15%	22%	7%	14%	26%	18%	14%
Don't know	14	10	18	19	14	14	12	14	18	15	16	7	16	22	10	17	15	14	16	13	12	15	13	16	15	22	7	14	26	18	14
Refused	1	1	1	-	1	1	-	1	-	2	2	-	-	-	3	1	1	1	0	-	1	-	2	-	-	-	-	-	-	-	-
Chi Square		17.07			21.90				25.35				24.71			3.81		11.14			14.63		28.16					27.36			
		.004			.346				.045				.054			.577		.347			.012		.021					.026			

Q2. Some have suggested that the Interstate Bridge project needs to include a light rail line. Do you agree or disagree?

	GENDER		AGE					COUNTY OF RESIDENCE				AREA OF RESIDENCE				RESIDENCE		PARTY			EMPLOYED		COUNTY OF WORK				AREA OF WORK				
	Total	M	F	18-34	35-44	45-54	55-64	65+	MULT NMAH	WASH NGTN	CLCK AMAS	CLRK	MULT IN PTLN	MULT OUT PTLN	WASH IN BVTN	WASH OUT BVTN	SNGL FAM HOUS	APRT MENT	DEM	REP	OTHR	YES	NO	MULT NMAH	WASH NGTN	CLCK AMAS	WASH ST	MULT IN PTLN	MULT OUT PTLN	WASH IN BVTN	WASH OUT BVTN
Total Participants	504	238	266	99	97	143	76	74	177	126	97	104	132	45	30	96	402	102	229	119	110	338	156	159	73	46	43	124	35	22	51
		47%	53%	20%	19%	28%	15%	15%	35%	25%	19%	21%	26%	9%	6%	19%	80%	20%	45%	24%	22%	67%	31%	32%	14%	9%	9%	25%	7%	4%	10%
<u>Agree</u>	71%	69%	73%	79%	75%	71%	70%	62%	80%	75%	61%	62%	84%	67%	77%	75%	71%	72%	81%	58%	75%	73%	69%	74%	78%	70%	65%	79%	54%	86%	75%
Agree strongly	50	48	51	54	47	54	47	45	63	44	38	44	68	49	47	44	50	48	62	34	49	51	47	58	49	37	47	63	40	45	51
Agree somewhat	21	21	22	25	28	17	22	18	16	31	23	17	16	18	30	31	21	24	19	24	26	21	22	16	29	33	19	16	14	41	24
<u>Disagree</u>	21%	25%	18%	14%	19%	23%	24%	23%	15%	16%	29%	31%	13%	22%	17%	16%	21%	21%	15%	37%	15%	20%	23%	19%	15%	20%	33%	15%	37%	9%	18%
Disagree somewhat	9	8	9	6	10	8	8	12	6	8	12	12	5	11	10	7	8	14	8	13	4	8	9	7	10	9	12	5	14	5	12
Disagree strongly	12	17	8	8	8	15	16	11	9	8	16	19	8	11	7	8	14	7	7	24	12	12	14	13	5	11	21	10	23	5	6
<u>Don't know / Refused</u>	8%	5%	9%	7%	6%	6%	7%	15%	5%	9%	10%	8%	3%	11%	7%	9%	7%	8%	4%	5%	9%	7%	8%	7%	7%	11%	2%	6%	9%	5%	8%
Don't know	7	4	9	7	6	5	5	14	5	6	9	8	3	11	3	7	6	8	4	5	8	7	7	6	5	11	2	6	6	5	6
Refused	1	1	0	-	-	1	1	1	-	2	1	-	-	-	3	2	1	-	0	-	1	1	1	1	1	-	-	-	3	-	2
Chi Square		13.38		20.82					39.53				26.48				7.96		43.32			0.91		21.09				25.42			
		.020		.408					.001				.033				.159		.001			.970		.134				.045			

Q3. Some have suggested that a toll on the existing bridge would both reduce congestion and help pay for future improvements. Do you favor or oppose such a toll?

	GENDER		AGE					COUNTY OF RESIDENCE				AREA OF RESIDENCE				RESIDENCE		PARTY			EMPLOYED		COUNTY OF WORK				AREA OF WORK				
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Total Participants	504	238	266	99	97	143	76	74	177	126	97	104	132	45	30	96	402	102	229	119	110	338	156	159	73	46	43	124	35	22	51
		47%	53%	20%	19%	28%	15%	15%	35%	25%	19%	21%	26%	9%	6%	19%	80%	20%	45%	24%	22%	67%	31%	32%	14%	9%	9%	25%	7%	4%	10%
<u>Favor</u>	38%	35%	41%	34%	29%	43%	42%	46%	49%	32%	37%	30%	51%	44%	40%	29%	42%	26%	46%	32%	31%	37%	43%	43%	29%	39%	35%	45%	37%	36%	25%
Favor strongly	19	20	18	18	8	22	24	22	25	17	22	7	26	24	23	16	20	16	22	17	15	17	24	23	14	17	7	24	17	14	14
Favor somewhat	20	15	24	16	21	20	18	24	24	14	15	23	25	20	17	14	22	11	24	15	15	20	19	21	15	22	28	21	20	23	12
<u>Oppose</u>	55%	61%	50%	58%	64%	53%	55%	43%	43%	62%	56%	67%	44%	40%	53%	65%	53%	63%	46%	66%	64%	58%	49%	52%	64%	54%	60%	50%	60%	55%	69%
Oppose somewhat	13	11	14	15	19	13	9	7	9	21	13	9	8	13	17	22	12	17	9	20	15	14	11	13	21	15	7	12	17	18	22
Oppose strongly	42	50	35	42	45	41	46	36	34	41	42	59	36	27	37	43	42	46	37	46	49	44	38	39	44	39	53	38	43	36	47
<u>Don't know / Refused</u>	6%	3%	9%	8%	7%	4%	3%	11%	8%	6%	7%	3%	5%	16%	7%	6%	5%	11%	8%	2%	5%	8%	4%	7%	7%	5%	5%	3%	9%	6%	
Don't know	6	3	9	8	7	3	3	9	8	5	6	3	5	16	3	5	4	11	7	2	5	5	8	4	7	7	5	5	-	9	6
Refused	1	1	0	-	-	1	-	1	-	2	1	-	-	-	3	1	1	-	0	-	-	0	1	1	-	-	-	-	3	-	-
Chi Square		21.59		24.93					43.77				28.35				14.15		22.43			5.89		15.68				16.04			
		.001		.204					.001				.019				.015		.013			.317		.403				.379			

Q4. A northwest group is trying to bring the USS Ranger to Portland as a floating museum. As you may know, the Ranger is the decommissioned aircraft carrier used in the filming of the movie Top Gun. If the Ranger were brought to the area, would you be likely or unlikely to pay to visit this museum?

	GENDER		AGE					COUNTY OF RESIDENCE				AREA OF RESIDENCE				RESIDENCE			PARTY			EMPLOYED		COUNTY OF WORK				AREA OF WORK			
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Total Participants	504	238	266	99	97	143	76	74	177	126	97	104	132	45	30	96	402	102	229	119	110	338	156	159	73	46	43	124	35	22	51
		47%	53%	20%	19%	28%	15%	15%	35%	25%	19%	21%	26%	9%	6%	19%	80%	20%	45%	24%	22%	67%	31%	32%	14%	9%	9%	25%	7%	4%	10%
Likely	62%	69%	55%	70%	74%	59%	53%	54%	54%	71%	64%	62%	48%	71%	77%	70%	60%	67%	55%	71%	70%	63%	61%	64%	71%	57%	63%	60%	74%	82%	67%
Very likely	36	41	31	42	39	34	30	32	30	40	42	35	26	42	40	40	36	34	31	41	41	36	36	37	41	33	35	33	51	68	29
Somewhat likely	26	29	24	27	35	25	22	22	24	32	22	27	22	29	37	30	24	32	24	29	29	27	25	26	30	24	28	27	23	14	37
Unlikely	37%	30%	43%	30%	23%	39%	46%	45%	44%	28%	35%	38%	49%	27%	23%	29%	38%	31%	43%	28%	29%	36%	37%	34%	27%	43%	37%	37%	23%	18%	31%
Somewhat unlikely	14	8	19	13	8	13	21	15	16	11	11	14	18	11	7	13	14	12	18	11	8	15	11	14	14	17	16	18	-	18	12
Very unlikely	23	22	24	17	14	27	25	30	27	17	24	23	31	16	17	17	24	20	25	17	21	21	26	20	14	26	21	19	23	-	20
Don't know / Refused	2%	1%	2%	-	3%	2%	1%	1%	3%	1%	1%	1%	3%	2%	-	1%	2%	2%	2%	1%	1%	2%	3%	1%	-	-	2%	3%	-	2%	
Chi Square		18.43			22.13				14.26				19.44			3.17		13.71			2.95		6.19					24.08			
		.001			.139				.285				.078			.531		.090			.566		.906					.020			