



1. INTRODUCTION & METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted an online survey among Opt In members to assess their opinions about walking, biking, and public transit infrastructure in the region. Findings from this survey will inform Metro's regional plan for active transportation.

Opt In Member Methodology: DHM Research emailed all Opt In members and invited them to participate in the survey between October 14 and 31, 2011. One reminder email was sent.

A total of 3,865 members participated in the survey, approximately 53% of the panel. Participation varied by county, with 52% of Clackamas County members, 57% of Washington County members, and 53% from Multnomah County participating in the survey.

The surveys were hosted on an independent and secure DHM server and available to respondents 24 hours a day. In gathering responses, DHM employed quality control measures, including pre-testing and monitoring the online survey to identify potential browser issues.

Statement of Limitations: The membership in Opt In, in addition to the members who chose to take this survey, is not representative of the region's population. Due to this, results to the survey findings are reported by county, instead of the total. Subgroup differences by age, gender, and political affiliation are noted, when applicable. Online surveys with respondents are not scientifically valid sampling of the region's population. This type of online research is a form of public engagement and is not statistically reliable.

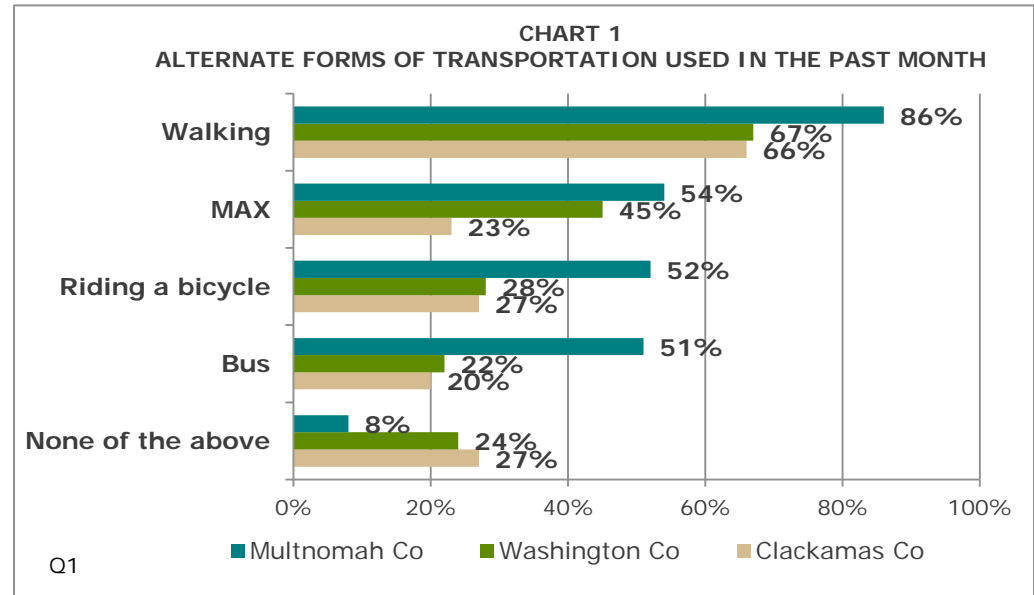
DHM Research: Davis, Hibbitts & Midghall, Inc. has been providing opinion research and consultation throughout the Pacific Northwest and other regions for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy-making. www.dhmresearch.com



2. SUMMARY & OBSERVATIONS

2.1: A large number of survey respondents have used alternate forms of transportation instead of an automobile.

- Nine in 10 Multnomah County respondents have taken MAX or the bus, walked, or ridden a bike at least once in the past month as a form of transportation, with walking being most used. Three-quarters (74%) said at least some of their walking trips were to or from public transportation.
- Three-quarters of members living in Clackamas and Washington counties have also used MAX or bus, walked, or ridden a bike for transportation in the past month, with walking also being most popular in these counties. At least some of these walking trips were to or from public transportation (Washington: 49%; Clackamas: 36%). Clackamas County members were the least likely of members to use the MAX.
- Although questions were worded differently, for comparison purposes, in a 2010 scientific general population survey conducted by Metro (the Regional Transportation Options Travel and Awareness Survey), 11% of the region bicycled for transportation, 34% walked, and 12% used bus or MAX on at least a monthly basis.

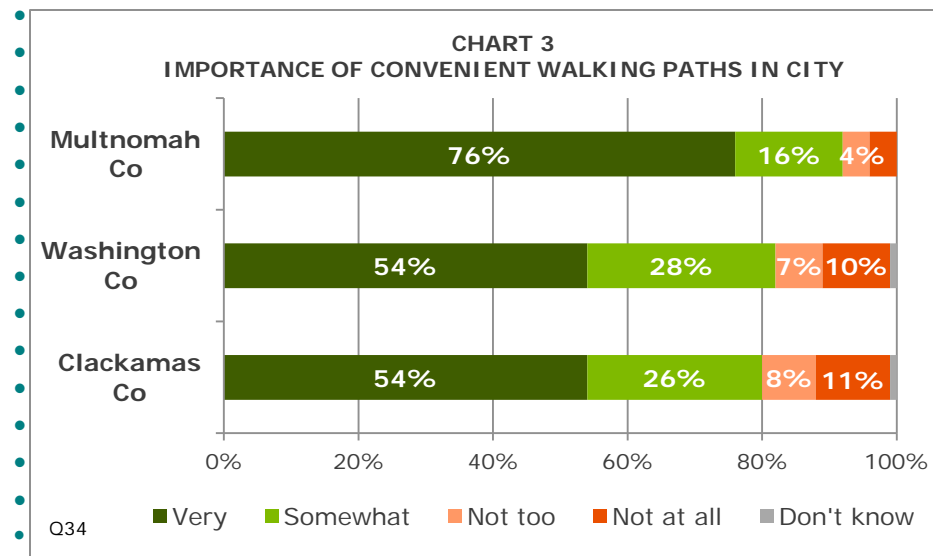
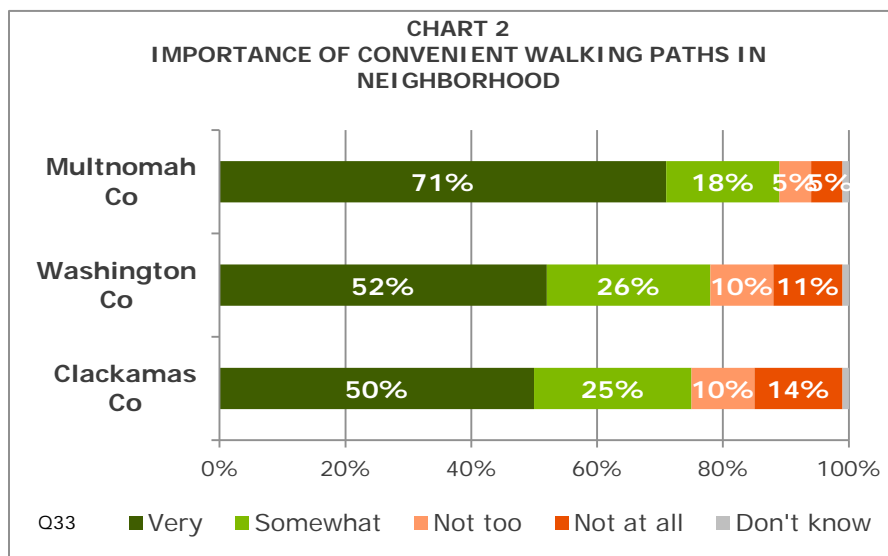


Demographic Differences: Women were more likely to have walked in the past month than men, and men were more likely than women to have ridden a bicycle in the last month.

With the exception of walking, members ages 18 to 34 were more likely to use alternate modes of transportation – riding a bicycle and taking bus and MAX – than members 35 and older. The same was true for members with incomes under \$75k than those with higher incomes.

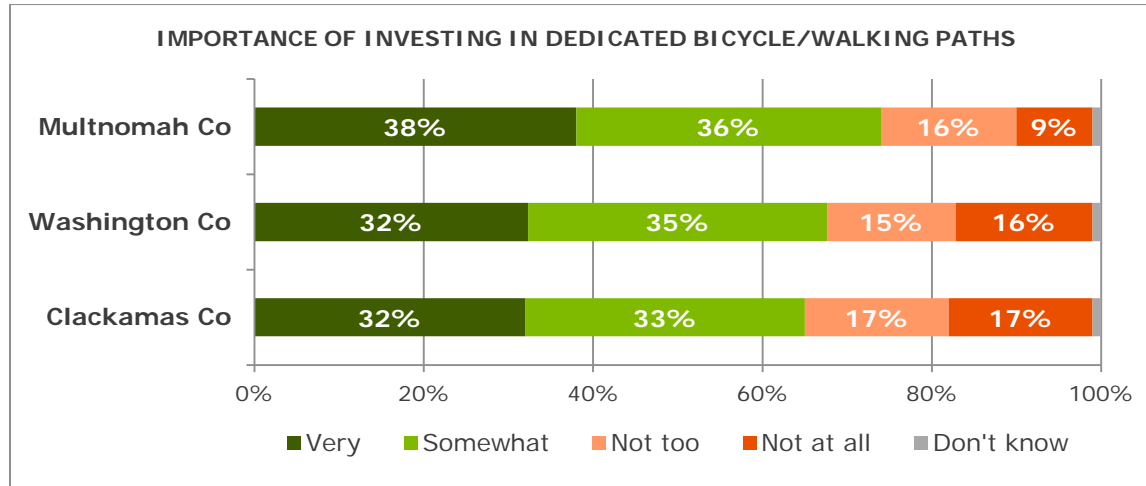
2.2: A majority of respondents found it very important to have access to safe and convenient bicycle and walking paths in their neighborhood and city; Multnomah County members were the most passionate about this issue.

- Three-quarters or more members in each county said it is “very” or “somewhat” important for them to have safe walking and bicycling paths in their neighborhood and city.
- Approximately seven in 10 members in Multnomah County said this is “very” important, compared to approximately five in 10 members living in Clackamas and Washington counties.



Demographic Differences: A majority of all subgroups thought it was important to have safe and convenient walking paths in their neighborhood, however there were differences in passion level. Approximately nine in 10 Democrats and Independents found this important, compared to five in 10 Republicans. Most other demographic differences were not this extreme, however women and members under the age of 55 found this more important than their counterparts.

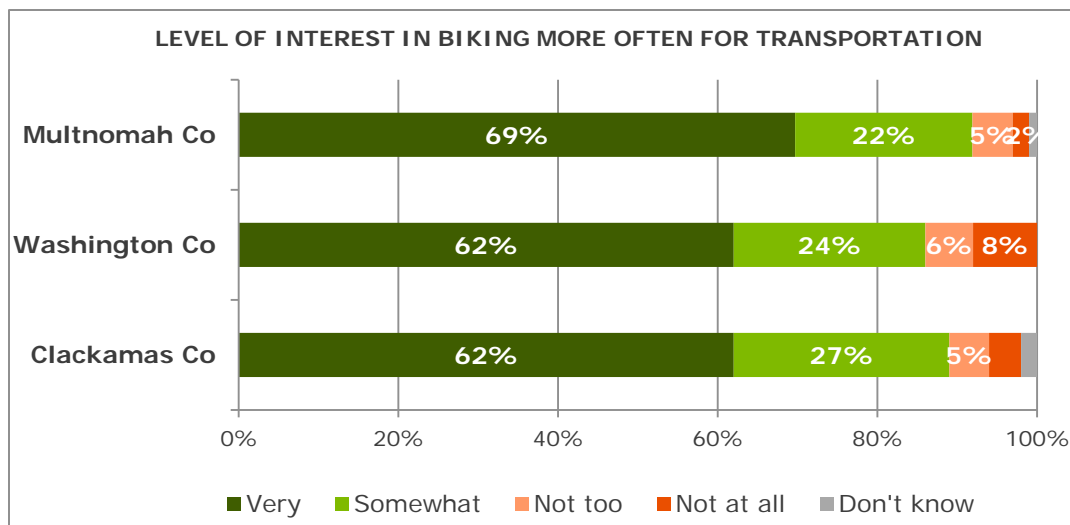
- More than six in 10 members in each county said it is important for the community to invest in dedicated bicycle and walking trails and pathways at this time, even though they are more expensive to build than regular sidewalks and bike paths. Respondents were split between this being “very” and “somewhat” important.



Demographic Differences: With the exception of Republicans, of which 35% said this is important, six in 10 in each subgroup said it is important for the community to invest in dedicated bicycle and walking paths and trails.

2.3: A majority of respondents in each county have ridden their bicycle for transportation purposes on a weekly basis, and were interested in riding more often.

- Using a bicycle as a form of transportation was a popular form of transportation for Opt In members, with 77% riding weekly in Multnomah County, 56% in Washington County, 55% in Clackamas County. The number of people who rode their bikes on a weekly basis in the 2010 scientific survey was less than one in 10.
- Five percent (5%) or less in each county never ride their bikes for transportation purposes.
- Opt In members said they ride their bicycles to a variety of destinations, with large majorities in each county who said they have ridden their bikes to the grocery store, work, visiting friends, shopping, on trails, and in parks and other natural spaces.
- More than six in 10 in each county were “very” interested in using a bicycle as a transportation mode more often.



Demographic Differences: A high majority in each subgroup were interested in riding a bicycle for transportation purposes. Republicans (37%) were less likely to be “very” interested than any other subgroup; more than five in 10 in all other subgroups were “very” interested.

2.4: Adding more dedicated bike lanes would help encourage respondents to ride their bicycle for transportation on a more frequent basis.

- Just over six in 10 in each county said that automobile traffic and speed is a barrier to their riding a bicycle more often; this was the biggest barrier identified by members. Other barriers specifically related to bike paths, including bike lanes or paths ending, and bike routes not being well-connected. Safety was also a barrier, cited by 27%, with women more likely than men to have said this (32% vs. 23%).
- While approximately four in 10 members in Multnomah County noted that these are barriers, bike lanes ending or not being well-connected were rated as even more of a barrier in Washington and Clackamas counties.
- Approximately seven in 10 in each county said that having well-connected routes and having dedicated bike lanes on roads are both “very” important to feeling safe while riding; almost all members said these are “somewhat” or “very” important.
- Six in 10 (60%) members living in Clackamas County also said it is important to have paved pathways and trails separated from traffic, something that is more important to them than members in Washington (53%) and Multnomah (48%) counties.
- Members were more divided on other safety upgrades tested, with Multnomah County members more likely to have said each is more important than those in Washington and Clackamas counties, including bike prioritized crossings on busy streets, reduced speeds for cars, and pavement markings and signs.

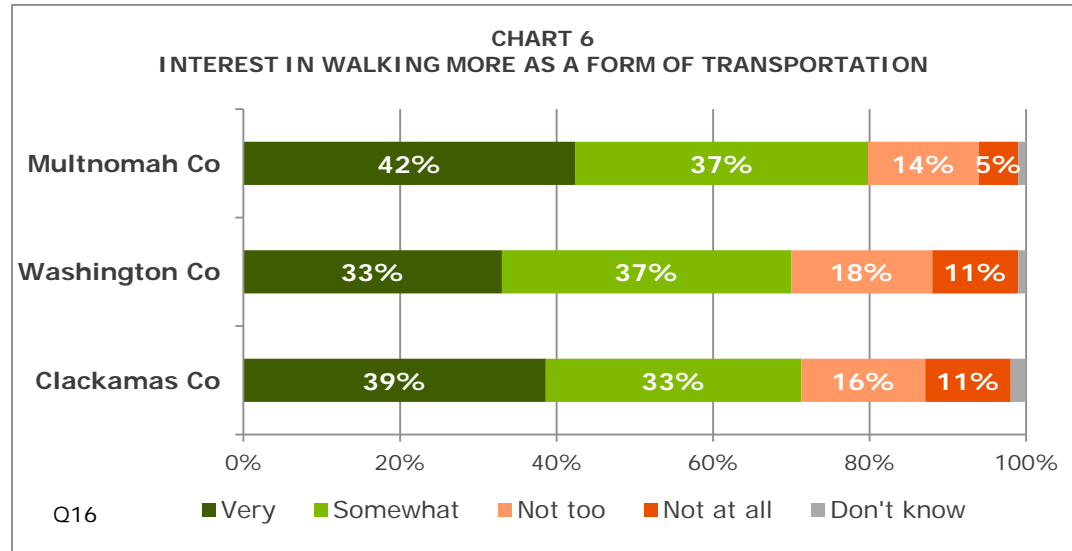
TABLE 2
IMPORTANCE OF EACH TO MAKING RIDING A BIKE SAFE, COMFORTABLE, EASY

Infrastructure Improvements (Q7-Q13)	Very Important	Smwt Important	Not too Important	Not at all Important	Don't know
Well-connected routes					
Multnomah Co.	69%	26%	4%	1%	0%
Washington Co.	66%	26%	5%	3%	0%
Clackamas Co.	70%	24%	3%	3%	0%
Dedicated bike lanes on roads					
Multnomah Co.	62%	30%	5%	2%	0%
Washington Co.	64%	26%	6%	4%	0%
Clackamas Co.	67%	23%	5%	4%	0%
Bike prioritized crossings on busy streets					
Multnomah. Co.	53%	31%	11%	4%	1%
Washington Co.	38%	29%	20%	11%	2%
Clackamas Co.	30%	38%	18%	12%	2%
Reduced speeds for cars and other motorized vehicles					
Multnomah Co.	49%	33%	14%	3%	1%
Washington Co.	30%	35%	23%	11%	1%
Clackamas Co.	26%	36%	23%	11%	3%
Paved pathways and trails, separated from traffic					
Multnomah Co.	48%	32%	16%	4%	0%
Washington Co.	53%	25%	15%	6%	0%
Clackamas Co.	60%	30%	7%	3%	1%
Street maintenance, like filling potholes					
Multnomah Co.	46%	40%	12%	2%	0%
Washington Co.	42%	36%	17%	4%	0%
Clackamas Co.	48%	38%	10%	4%	0%
Pavement markings and signs					
Multnomah Co.	43%	40%	14%	2%	0%
Washington Co.	33%	45%	15%	5%	1%
Clackamas Co.	39%	37%	19%	5%	0%

Demographic Differences: Large majorities in each subgroup said it is important to have well-connected routes, dedicated bike lanes, pave pathways, street maintenance, and pavement markings. The only items that were not seen as important to a majority in each subgroup were bike prioritized crossings on busy streets and reduced speeds for cars, both of which were not important to a majority of Republicans. **With the exception of paved pathways and trails separated from traffic, women rated each approximately 5 points higher in importance than men, and were more likely to rate them "very" important.**

2.5: Walking was noted as a popular non-motorized transportation option for members, particularly to leisure activities, with majorities in each county who walk for transportation purposes on a weekly basis.

- A majority of members walk on a weekly basis, with 80% in Multnomah County, 54% in Washington County, and 51% in Clackamas County who use this as a transportation mode. This number was 23% in the region in the 2010 scientific survey.
- The most popular destination to walk to for Washington and Clackamas county members were parks, trails, and other natural areas, with seven in 10 who said they walk to these places. A majority also said they walk to restaurants, the grocery store, and shopping.
- Multnomah County members said they walk to a larger variety of leisure activities, including restaurants, the grocery store, shopping, visiting friends, and other entertainment than members in the other two counties.
- Multnomah and Washington county residents were more likely to walk to the bus or MAX than Clackamas County members (76% and 65% vs. 46%).
- Eight in 10 in Multnomah County and seven in 10 in Washington and Clackamas counties were interested in walking more often for transportation, however high (“very”) interest is lower in each county for this option than it is for bicycling more often (more than six in 10 in each county were “very” interested in bicycling more often, compared to 33% to 42% who were “very” interested in walking more often).



Demographic Differences: A majority of all subgroups were interested in walking more as a form of transportation, especially those 35 years of age and older. Republicans (48%) were less interested in this than Democrats (81%) and Independents (75%).

2.6: Distance was the biggest barrier for respondents when it came to walking more often, followed by sidewalk and crosswalk infrastructure, which were important infrastructure improvements to respondents.

- The distance and time it takes to walk places was a barrier for many Opt In members in each county to choosing walking as their transportation option.
- Members in Washington and Clackamas counties were also more likely than members in Multnomah County to identify sidewalks ending or not being well-connected as a barrier.
- The most important infrastructure improvement to making walking safe, comfortable, and easy for members was safe crossings at busy streets, with more than seven in 10 in each county who identified this as “very” important. Other important improvements were paved pathways, sidewalks with no gaps, and reduced speeds for motorists, with combined “very” and “somewhat” important ratings being in the high majorities.

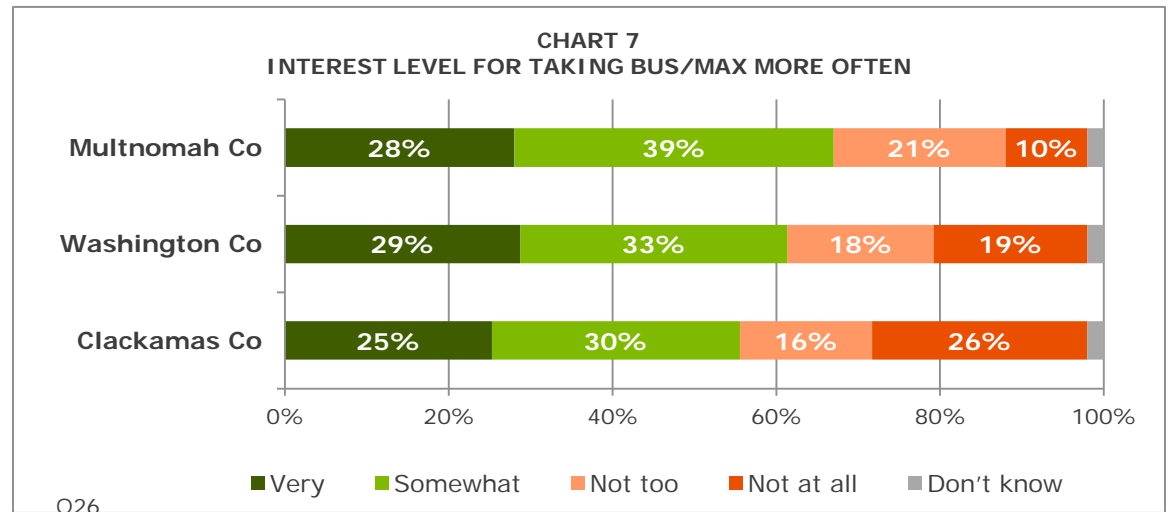
Demographic Differences: Majorities in each subgroup said it is important to have each of the infrastructure improvements tested, with the exception of reduced speeds for cars, both of which were not important to a majority of Republicans. It was also less important to members ages 17 to 24.

**TABLE 3
IMPORTANCE OF EACH TO MAKING WALKING SAFE, COMFORTABLE, EASY**

Infrastructure Improvements (Q19-Q24)	Very Important	Smwt Important	Not too Important	Not at all Important	Don't know
Safe crossings at busy streets					
Multnomah Co.	79%	17%	2%	1%	0%
Washington Co.	74%	20%	2%	3%	1%
Clackamas Co.	71%	23%	3%	3%	0%
Sidewalks with no gaps					
Multnomah Co.	41%	35%	17%	5%	1%
Washington Co.	44%	35%	13%	6%	2%
Clackamas Co.	43%	32%	19%	6%	1%
Reduced speeds for cars and other motorized vehicles					
Multnomah Co.	33%	33%	24%	9%	1%
Washington Co.	19%	33%	27%	19%	2%
Clackamas Co.	20%	30%	32%	15%	2%
Paved pathways and trails for walking					
Multnomah Co.	32%	38%	22%	7%	1%
Washington Co.	44%	34%	14%	7%	2%
Clackamas Co.	50%	30%	15%	3%	1%
Having landscaping, lighting, and benches along walking paths and sidewalks					
Multnomah Co.	25%	38%	27%	9%	1%
Washington Co.	25%	36%	23%	15%	2%
Clackamas Co.	21%	35%	31%	12%	1%
Pavement markings and signs					
Multnomah Co.	22%	33%	32%	11%	2%
Washington Co.	22%	38%	26%	12%	2%
Clackamas Co.	24%	34%	28%	12%	2%

2.7: Members said they use bus or MAX less frequently than they walk or bicycle for transportation, however majorities said they use these services at least a few times a year and are interested in using them more often.

- A majority of members in each county said they use MAX or bus a few times a year or more, however their frequent usage of these modes is much less than their use of walking or bicycling.
- In Multnomah County, 46% said they use public transportation on a weekly basis, 27% said weekly in Washington County, and 18% said weekly in Clackamas County.
- A majority of members were “very” or “somewhat” interested in using bus or MAX more often, especially in Multnomah and Washington counties.
- Public transportation was used for a variety of purposes, particularly to get to places of entertainment and employment.
- Out of the updates tested, increased frequency and safe and comfortable walking and bicycling routes to get to and from transit stops were the most important to make using public transportation safer and easier.



Demographic Differences: Six in 10 in each demographic group were interested in taking bus or MAX more often, with the exception of Republicans (30%).

TABLE 4
IMPORTANCE OF EACH TO MAKING PUBLIC TRANSPORTATION SAFE, EASY

Infrastructure Improvements (Q29-Q33)	Very Important	Smwt Important	Not too Important	Not at all Important	Don't know
Increase the frequency of bus and MAX					
Multnomah Co.	46%	31%	14%	6%	2%
Washington Co.	32%	30%	19%	14%	5%
Clackamas Co.	35%	26%	17%	17%	6%
Safe and comfortable walking and biking routes to get to and from transit stops					
Multnomah Co.	42%	35%	14%	8%	1%
Washington Co.	43%	30%	10%	15%	2%
Clackamas Co.	41%	29%	11%	15%	5%
Feeling safer at bus and MAX stops					
Multnomah Co.	30%	31%	27%	11%	2%
Washington Co.	40%	30%	17%	11%	3%
Clackamas Co.	42%	22%	19%	12%	4%
Increase the number of bus and MAX stops					
Multnomah Co.	15%	24%	37%	21%	3%
Washington Co.	17%	25%	28%	25%	5%
Clackamas Co.	15%	26%	30%	23%	7%
A place to store bikes at transit stops					
Multnomah Co.	15%	28%	26%	28%	3%
Washington Co.	13%	22%	23%	38%	4%
Clackamas Co.	13%	22%	20%	39%	6%

Demographic Differences: With the exception of feeling safer at the MAX stops, which was seen as important to majorities of respondents, Republicans were mostly divided about the importance of each of the other developments.

3. ANNOTATED QUESTIONNAIRE

**Opt In
Active Transportation Survey
October 21-31, 2011; All Opt-In Members
DHM Research**

Email

Next year, Metro and its partners will be developing a regional plan for active transportation, which is transportation such as walking riding a bike and taking the bus and MAX. The purpose of this plan is to develop a well-connected and efficient regional walking, bicycling and public transit network that makes getting around without a car easy for everyone.

Please take 7-8 minutes to take the survey, and help your regional government in its bicycling, walking and public transit planning.

Thanks,

The Opt In Team

Survey Introduction

Please take 7-8 minutes to tell us about how you get around on a daily basis, and your priorities for the regional active transportation plan.

1. In the past month, which of the following have you used as a form of transportation? This means getting to school, work, public transportation, running errands, or having fun. Check all that apply.

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
Riding a bicycle	52%	28%	27%
Walking	86%	67%	66%
Bus	51%	22%	20%
MAX	54%	45%	23%
None of the above	8%	24%	27%

2. (If riding a bicycle to Q1) Did you ride your bicycle to or from public transportation, like bus or MAX?

Response Category	Mult. Co. N=1301	Wash. Co. N=247	Clack. Co N=115
Yes	30%	34%	18%
No	69%	66%	82%
Don't know	0%	0%	0%

3. (If walk to Q1) Did you walk to or from public transportation, like bus or MAX?

Response Category	Mult. Co. N=2147	Wash. Co. N=584	Clack. Co N=282
Yes	74%	49%	36%
No	26%	50%	63%
Don't know	0%	0%	0%

Randomize question set Biking (Q4, 5, 6, 7-13, 14) with Walking (Q15, 16, 17, 18-23, 24) and Transit (Q25, 26, 27, 28-32, 33)

Riding a Bicycle

4. How often do you ride a bicycle for transportation purposes, such as getting to work or school or running errands? This does not include exercise or recreation.

Response Category	Mult. Co. N=1301	Wash. Co. N=247	Clack. Co N=115
Daily	39%	14%	17%
A few times a week	27%	23%	25%
Once a week	12%	19%	13%
Once a month	10%	8%	13%
A few times a year	7%	16%	9%
Never	2%	3%	5%
I only ride a bike for exercise and/or recreation	4%	17%	18%
Don't know	0%	0%	0%

5. How interested are you in biking more often as a form of transportation?

Response Category	Mult. Co. N=1301	Wash. Co. N=247	Clack. Co N=115
Not at all interested	2%	8%	4%
Not too interested	5%	6%	5%
Somewhat interested	22%	24%	27%
Very interested	69%	62%	62%
Don't know	1%	0%	2%

6. Thinking about your community, what are some barriers to riding a bicycle for transportation? Check all that you consider to be a barrier to you personally. (Randomize)

Response Category	Mult. Co. N=1301	Wash. Co. N=247	Clack. Co N=115
Automobile traffic and speeds	64%	60%	65%
Bike lanes or paths end	43%	55%	61%
The bike routes are not well connected	36%	49%	55%
I don't want to get wet or sweaty	35%	27%	24%
I don't feel safe	26%	33%	29%
Hills	25%	28%	29%
It takes too long	20%	26%	23%
I want to ride with my children, and it doesn't always feel safe for them	17%	21%	17%
There are no or few bicycle paths in my community	12%	33%	41%
It's too far to go to shops and other services	10%	19%	14%
I prefer to drive	3%	10%	10%
I don't know how to get to bike paths	5%	5%	3%
I don't like to do it	1%	3%	2%
I don't know how to ride a bike	0%	0%	1%
Other	25%	21%	17%
Don't know	2%	1%	1%

Are each of the following important or not important to making riding a bike safe, comfortable and easy for you? (Randomize)

Response Category	Very Important	Smwt Important	Not too Important	Not at all Important	Don't know
7. Bike prioritized crossings on busy streets					
Mult. Co. N=1301	53%	31%	11%	4%	1%
Wash. Co. N=247	38%	29%	20%	11%	2%
Clack. Co. N=115	30%	38%	18%	12%	2%
8. Paved pathways and trails, separated from traffic					
Mult. Co. N=1301	48%	32%	16%	4%	0%
Wash. Co. N=247	53%	25%	15%	6%	0%
Clack. Co. N=115	60%	30%	7%	3%	1%
9. Dedicated bike lanes on roads					
Mult. Co. N=1301	62%	30%	5%	2%	0%
Wash. Co. N=247	64%	26%	6%	4%	0%
Clack. Co. N=115	67%	23%	5%	4%	0%
10.Reduced speeds for cars and other motorized vehicles					
Mult. Co. N=1301	49%	33%	14%	3%	1%
Wash. Co. N=247	30%	35%	23%	11%	1%
Clack. Co. N=115	26%	36%	23%	11%	3%
11.Street maintenance, like filling potholes					
Mult. Co. N=1301	46%	40%	12%	2%	0%
Wash. Co. N=247	42%	36%	17%	4%	0%
Clack. Co. N=115	48%	38%	10%	4%	0%
12.Well connected routes					
Mult. Co. N=1301	69%	26%	4%	1%	0%
Wash. Co. N=247	66%	26%	5%	3%	0%
Clack. Co. N=115	70%	24%	3%	3%	0%
13.Pavement markings and signs					
Mult. Co. N=1301	43%	40%	14%	2%	0%
Wash. Co. N=247	33%	45%	15%	5%	1%
Clack. Co. N=115	39%	37%	19%	5%	0%

15. (If ride bike once a month or more to Q4) What types of places do you get to by riding a bike? Check all that apply.
(Randomize)

Response Category	Mult. Co. N=1132	Wash. Co. N=158	Clack. Co N=78
Grocery store	78%	71%	64%
Work	77%	69%	67%
Visiting friends	77%	56%	55%
Shopping	73%	66%	59%
Parks, trails, and nature	68%	72%	76%
Entertainment	73%	49%	41%
Restaurant, eating out	73%	46%	44%
Bus or MAX	38%	53%	40%
Medical	41%	34%	15%
School	28%	15%	21%
Faith based places	9%	12%	13%
Other	11%	20%	13%

Walking

16. How often do you walk for transportation purposes, such as getting to work or school or running errands? This does not include exercise or recreation.

Response Category	Mult. Co. N=2147	Wash. Co. N=584	Clack. Co N=282
Daily	31%	17%	16%
A few times a week	36%	23%	24%
Once a week	13%	14%	11%
Once a month	8%	10%	10%
A few times a year	5%	13%	14%
Never	1%	8%	7%
I only walk for exercise and/or recreation	5%	15%	18%
Don't know	0%	0%	0%

17. How interested are you in walking more often as a form of transportation?

Response Category	Mult. Co. N=2147	Wash. Co. N=584	Clack. Co N=282
Not at all interested	5%	11%	11%
Not too interested	14%	18%	16%
Somewhat interested	37%	37%	33%
Very interested	42%	33%	39%
Don't know	1%	1%	2%

18. Thinking about your community, what are some barriers to walking for transportation? Check all that you consider to be a barrier to you personally. (Randomize)

Response Category	Mult. Co. N=2147	Wash. Co. N=584	Clack. Co N=282
It takes too long	46%	47%	36%
It's too far to go to shops and other services	39%	53%	49%
Sidewalks end/there are no sidewalks	27%	54%	55%
It is hard to cross busy streets	36%	33%	33%
Automobile traffic and speeds	32%	35%	30%
The sidewalks are not well connected	19%	40%	36%
I don't have access to safe places to walk, like paths and sidewalks	12%	27%	31%
I don't feel safe	12%	15%	19%
I prefer to drive	8%	18%	13%
Hills	8%	12%	21%
I don't like to do it	2%	3%	2%
Other	23%	15%	14%
Don't know	3%	1%	3%

Are each of the following important or not important to making walking safe, comfortable and easy for you? (Randomize)

Response Category	Very Important	Smwt Important	Not too Important	Not at all Important	Don't know
19.Safe crossings at busy streets					
Mult. Co. N=2147	79%	17%	2%	1%	0%
Wash. Co. N=584	74%	20%	2%	3%	1%
Clack. Co. N=282	71%	23%	3%	3%	0%
20.Paved pathways and trails for walking					
Mult. Co. N=2147	32%	38%	22%	7%	1%
Wash. Co. N=584	44%	34%	14%	7%	2%
Clack. Co. N=282	50%	30%	15%	3%	1%
21.Sidewalks with no gaps					
Mult. Co. N=2147	41%	35%	17%	5%	1%
Wash. Co. N=584	44%	35%	13%	6%	2%
Clack. Co. N=282	43%	32%	19%	6%	1%
22.Reduced speeds for cars and other motorized vehicles					
Mult. Co. N=2147	33%	33%	24%	9%	1%
Wash. Co. N=584	19%	33%	27%	19%	2%
Clack. Co. N=282	20%	30%	32%	15%	2%
23.Pavement markings and signs					
Mult. Co. N=2147	22%	33%	32%	11%	2%
Wash. Co. N=584	22%	38%	26%	12%	2%
Clack. Co. N=282	24%	34%	28%	12%	2%
24.Having landscaping, lighting, and benches along walking paths and sidewalks					
Mult. Co. N=2147	25%	38%	27%	9%	1%
Wash. Co. N=584	25%	36%	23%	15%	2%
Clack. Co. N=282	21%	35%	31%	12%	1%

25. (If take walk once a month or more to Q15) What types of places do you get to by walking? Check all that apply.
(Randomize)

Response Category	Mult. Co. N=1884	Wash. Co. N=373	Clack. Co N=173
Restaurant, eating out	80%	56%	58%
Grocery store	76%	60%	57%
Bus or MAX	76%	65%	46%
Parks, trails, and nature	64%	72%	73%
Shopping	68%	58%	59%
Visiting friends	58%	43%	46%
Entertainment	59%	39%	31%
Work	28%	28%	26%
Medical	19%	16%	9%
School	13%	13%	16%
Faith based places	7%	8%	10%
Other	10%	10%	12%
Don't know	0%	1%	1%

Using Bus or MAX

26. How often do you take the bus or MAX for transportation purposes, such as getting to work or school or running errands?

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
Daily	15%	10%	7%
A few times a week	18%	11%	7%
Once a week	13%	6%	4%
Once a month	16%	11%	8%
A few times a year	26%	36%	33%
Never	11%	26%	40%
Don't know	0%	0%	0%

27. How interested are you in taking the bus or MAX more often?

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
Not at all interested	10%	19%	26%
Not too interested	21%	18%	16%
Somewhat interested	39%	33%	30%
Very interested	28%	29%	25%
Don't know	2%	2%	2%

28. (If take transit once a month or more to Q23) What types of places do you get to by taking the bus or MAX? Check all that apply. (Randomize)

Response Category	Mult. Co. N=1547	Wash. Co. N=332	Clack. Co N=114
Entertainment	67%	66%	58%
Work	65%	59%	60%
Shopping	52%	49%	45%
Restaurant, eating out	48%	49%	43%
Visiting friends	39%	31%	30%
Medical	32%	26%	18%
Parks, trails, and nature	26%	27%	19%
Grocery store	25%	16%	16%
School	16%	12%	16%
Faith based places	6%	6%	8%
Other	17%	20%	21%
Don't know	0%	1%	0%

Are each of the following important or not important to make using public transportation safe and easy for you?

Response Category	Very Important	Smwt Important	Not too Important	Not at all Important	Don't know
29. Increase the number of bus and MAX stops					
Mult. Co. N=2486	15%	24%	37%	21%	3%
Wash. Co. N=874	17%	25%	28%	25%	5%
Clack. Co. N=430	15%	26%	30%	23%	7%
30. Increase the frequency of bus and MAX					
Mult. Co. N=2486	46%	31%	14%	6%	2%
Wash. Co. N=874	32%	30%	19%	14%	5%
Clack. Co. N=430	35%	26%	17%	17%	6%
31. Safe and comfortable walking and biking routes to get to and from transit stops					
Mult. Co. N=2486	42%	35%	14%	8%	1%
Wash. Co. N=874	43%	30%	10%	15%	2%
Clack. Co. N=430	41%	29%	11%	15%	5%
32. A place to store bikes at transit stops					
Mult. Co. N=2486	15%	28%	26%	28%	3%
Wash. Co. N=874	13%	22%	23%	38%	4%
Clack. Co. N=430	13%	22%	20%	39%	6%
33. Feeling safer at bus and MAX stops					
Mult. Co. N=2486	30%	31%	27%	11%	2%
Wash. Co. N=874	40%	30%	17%	11%	3%
Clack. Co. N=430	42%	22%	19%	12%	4%

Walking and Biking Paths

34. (ASK ALL) Is it important or not important to you to have access to safe and convenient bicycle and walking paths in your neighborhood?

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
Not at all important	5%	11%	14%
Not too important	5%	10%	10%
Somewhat important	18%	26%	25%
Very important	71%	52%	50%
Don't know	1%	1%	1%

35. Is it important or not important to you to have access to safe and convenient bicycle and walking paths in your city?

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
Not at all important	4%	10%	11%
Not too important	4%	7%	8%
Somewhat important	16%	28%	26%
Very important	76%	54%	54%
Don't know	0%	1%	1%

36. (If ride a bicycle or walk once a month or more to Q4 and/or Q15) Why do you walk and/or bicycle for transportation?
Choose up to three. (Randomize)

Response Category	Mult. Co. N=2078	Wash. Co. N=457	Clack. Co N=222
It is good for my health	74%	82%	80%
It's good for the environment	53%	55%	46%
It's enjoyable	49%	51%	58%
To save money	32%	30%	24%
It reduces our dependence on foreign oil	19%	23%	23%
To see my community	17%	18%	18%
I do not like to drive	12%	5%	5%
It's the fastest way to get around	12%	4%	5%
I don't have access to a car	8%	5%	6%
My employer provides incentives	3%	3%	2%
My friends and family do it	3%	1%	3%
Other	6%	7%	5%
Don't know	0%	0%	1%

37. Paved trails, wide sidewalks and other dedicated places to ride a bicycle or walk that are separated from cars are more expensive to build than regular sidewalks and bike paths, but they can also make it safer for people to walk or bike places. Knowing this, how important or not important is it for your community to invest in dedicated bicycle and walking trails and pathways at this time?

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
Not at all important	9%	16%	17%
Not too important	16%	15%	17%
Somewhat important	36%	35%	33%
Very important	38%	32%	32%
Don't know	1%	1%	1%

38. Would you support a tax that was dedicated to projects to improve bicycling, walking and public transportation in your community using a scale from 1 to 5 where 1 means you would not support that at all, and 5 means you would highly support it.

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
1: No support at all	12%	24%	26%
2	5%	10%	11%
3	12%	11%	11%
4	23%	24%	21%
5: Highly support	45%	29%	29%
Top Box (4+5)	68%	53%	50%
Mean	3.8	3.2	3.1
Don't know	2%	2%	2%

39. Why did you give this rating? (Provide text box)

See verbatim file

40. (If student) How far do you live from your school?

Response Category	Mult. Co. N=143	Wash. Co. N=24	Clack. Co N=12
Less than one mile	12%	8%	8%
1 to 3 miles	24%	4%	8%
3 to 5 miles	24%	0%	0%
5 to 10 miles	24%	42%	25%
More than 10 miles	6%	33%	33%
I'm not a student any longer	8%	13%	25%
Don't know	1%	0%	0%

41. (If employed) How far do you live from your workplace?

Response Category	Mult. Co. N=1780	Wash. Co. N=568	Clack. Co N=263
Less than one mile	11%	11%	9%
1 to 3 miles	18%	8%	8%
3 to 5 miles	24%	13%	6%
5 to 10 miles	26%	29%	21%
More than 10 miles	18%	33%	51%
I'm currently not employed	2%	5%	4%
Don't know	1%	1%	2%

42. In the past 7 days, have you exercised at least once for 30 minutes or more?

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
Yes	85%	85%	87%
No	14%	14%	13%
Don't know	1%	1%	0%

43. (If yes) Did you...(Check all that apply)

Response Category	Mult. Co. N=2122	Wash. Co. N=742	Clack. Co N=374
Walk	74%	74%	76%
Run	22%	17%	16%
Ride a bicycle	43%	24%	25%
Go to the gym	31%	34%	26%
Go to a park	29%	23%	25%
Use trails in the region or area	28%	31%	33%
Other	23%	27%	31%
Don't know	0%	0%	0%

44. Do you have any comments about walking, biking, and public transportation, or the region's transportation plan?
 (Provide comment box)
 See verbatim file

Demographics

Age

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
13-17	0%	0%	1%
18-24	3%	2%	1%
25-34	24%	11%	7%
35-54	42%	37%	39%
55-64	20%	34%	30%
65+	11%	16%	22%

Gender

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
Male	47%	54%	51%
Female	53%	46%	49%

County

Response Category	N=3865
Multnomah	N=2486
Washington	N=874
Clackamas	N=430

When it comes to politics, do you consider yourself more of a Democrat, more of a Republican, or more of an Independent or a member of another party?

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
More of a Democrat	65%	42%	41%
More of a Republican	5%	23%	26%
More of an Independent/Other	26%	28%	29%
No answer	4%	7%	4%

What is the highest level of education you have had the opportunity to complete?

Response Category	Mult. Co. N=2411	Wash. Co. N=797	Clack. Co N=406
8 th grade or less	0%	0%	0%
Some high school	0%	0%	1%
High school graduate	1%	2%	3%
Some college/community college/2-yr degree	14%	19%	25%
College degree/4-yr degree	38%	36%	32%
Post graduate	46%	43%	39%

Ethnicity

Response Category	Mult. Co. N=2479	Wash. Co. N=849	Clack. Co N=420
African	0%	0%	0%
American Indian/Native American	2%	1%	3%
Asian or Pacific Islander	2%	2%	1%
Black/African American	1%	0%	0%
Hispanic/Latino	2%	1%	1%
Slavic	1%	1%	1%
White/Caucasian	89%	88%	89%
Middle Eastern/North African	0%	0%	0%
Two or more races	1%	1%	1%
Other	1%	0%	0%
Refused	5%	7%	8%

Just your best guess, what is your household income before taxes?

Response Category	Mult. Co. N=2411	Wash. Co. N=797	Clack. Co N=406
Less than \$10k	3%	2%	1%
\$10k-\$14,999	2%	1%	1%
\$15k-\$24,999	6%	3%	2%
\$25k-\$34,999	8%	5%	5%
\$35k-\$49,999	13%	8%	10%
\$50k-\$74,999	20%	17%	19%
\$75k-\$99,999	16%	14%	14%
\$100k-\$149,999	15%	19%	22%
\$150k-\$199,999	5%	14%	7%
\$200k or more	3%	5%	4%
Refused	7%	12%	13%

4. DEMOGRAPHIC PROFILE

The following table reflects demographic characteristics of Opt In members who participated in the survey according to their region. The numbers in red italics reflect the total population. The numbers in black reflect the percentage who responded to the Opt In survey.

TABLE 1
Survey Participants Compared to Actual Population

Demographic Group	Mult. Co.	Wash. Co.	Clack. Co.
Age			
18-24	3%	2%	1%
	<i>11%</i>	<i>10%</i>	<i>11%</i>
25-34	24%	11%	7%
	<i>20%</i>	<i>21%</i>	<i>17%</i>
35-54	42%	37%	39%
	<i>41%</i>	<i>42%</i>	<i>38%</i>
55-64	20%	34%	30%
	<i>15%</i>	<i>15%</i>	<i>18%</i>
65+	11%	16%	22%
	<i>13%</i>	<i>12%</i>	<i>15%</i>
Gender			
Male	47%	54%	51%
	<i>49%</i>	<i>50%</i>	<i>50%</i>
Female	53%	46%	49%
	<i>51%</i>	<i>50%</i>	<i>50%</i>
Political Party Identification			
More of a Democrat	65%	42%	41%
	<i>55%</i>	<i>40%</i>	<i>39%</i>
More of a Republican	5%	23%	26%
	<i>16%</i>	<i>32%</i>	<i>35%</i>
More of an Independent	26%	28%	29%
	<i>19%</i>	<i>28%</i>	<i>26%</i>
No answer	4%	7%	4%

Demographic Group	Mult. Co.	Wash. Co.	Clack. Co.
Educational Attainment			
HS or less	1%	2%	3%
	35%	31%	35%
Some college/community college/2-yr degree	14%	19%	25%
	31%	33%	35%
College degree or more	84%	79%	71%
	34%	35%	28%
Income			
Less than \$50k	33%	19%	19%
	51%	39%	40%
\$50k-\$74,999	20%	18%	19%
	19%	20%	20%
\$75k-\$99,999	16%	15%	15%
	12%	15%	15%
\$100k or more	23%	38%	33%
	19%	26%	25%
Refused	7%	12%	13%

Source: DHM Research Opt In Survey & American Fact Finder

