



A REPORT FOR

**Oregon Business Association and
Institute of Portland Metropolitan Studies,
Toulan School of Urban Studies and Planning,
Portland State University**

BY

CFM RESEARCH

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INTRODUCTION

This report presents the results of a 2005 telephone survey of Oregon residents statewide. Conkling Fiskum & McCormick, Inc. (CFM), a public affairs, strategic communications and research company located in Portland, Oregon, conducted the study. The research objectives were to assess perceptions, opinions and values relating to land use and land use policies in Oregon.

Five hundred interviews were completed among a representative random sample of Oregon residents age eighteen years and older. The sample was developed from listed telephone numbers. Interviews were conducted in March 2005. Additional interviews were conducted in Eastern and Southwestern Oregon to achieve an oversample totaling 150 interviews in those areas.

Readers should keep in mind that all sample surveys are subject to sampling error, also called margin of error. The margin of error largely depends on the survey's total number of interviews. For the total sample of this project, the percentages are statistically valid to a margin of error of $\pm 4.5\%$ at the 95% confidence level.

SUMMARY

After Oregon voters approved Ballot Measure 37 in the November 2004 general election, policy makers were left to remap the future path for land use planning in Oregon. To do this, decision makers needed to know what fundamental values Oregonians have about property rights, land use and growth management.

Results from a statewide telephone survey of residents conducted in March 2005 show Oregonians have strong values and definite opinions about land use in the state.

Oregonians firmly believe protecting the rights of the property owner (67%) is very important. This belief extends to a clear preference for protecting individual rights (60%) over a responsibility to the community (37%) and an affirmation that private rights (56%) are more valued than the public good (38%).

At the same time, Oregonians are concerned about the environment and they value planning. They say protecting farmland for farming (64%), protecting the environment (61%) and protecting wildlife habitat (58%) are very important. They also say that protecting land for future needs (70%) is more important than using land now for homes and business (25%) and that land use should be based on public planning decisions (69%) rather than market-based decisions (23%).



Overall, two in three Oregonians (69%) say that growth management has made the state a more desirable place to live.

These results create somewhat of a dilemma for policy makers. Oregonians value both individual property rights **and** land use planning. So what forces may have upset the coexistence of these values to encourage Oregonians to favor a ballot measure changing 30-year-old land use laws?

The impetus for change may lie in a lack of consensus about public policies.

Oregonians are divided whether:

- Current land use regulations are too strict (32%), about right (32%) or not strict enough (21%).
- Landowners are treated fairly (29%) or not (35%) by local government agencies on land use issues.
- The livability of their community has improved (37%), stayed the same (29%) or gotten worse (30%).

Still, the pull of property rights is strong. When given a choice, Oregonians are more likely to side with the right of a landowner to reasonably use their property (52%) rather than believing reasonable land use planning serves the public good (44%).

In the post-Measure 37 period, public agencies and policy makers are looking for ways to balance diverse points of views. Oregonians are most likely to agree that acceptable options are periodically reviewing land use policies to accommodate growth and the economy (79% agree) and taking a flexible

approach with considering residential construction on private property for personal use (73%). Additionally, a majority supports compensation to landowners for reduced property values without waiving regulations (55%). However, residents are equally divided (44% to 43%) about exempting regulations in lieu of compensation.

The survey results indicate there is no mandate on either side: property rights or managing growth. Oregonians recognize a fundamental value in property rights. They also want to protect the environment and recognize land use policies make the state a better place to live. The challenge is to strike a balance between diverse but strong values. It will force policy makers to establish a clear set of objectives while maintaining fairness toward landowners and flexibility in land use policy implementation.

RESEARCH RESULTS

Mood of Oregonians

Oregonians are in a pessimistic mood, with 47% saying the state is on the wrong track and 38% saying it is headed in the right direction. Almost all demographic groups are pessimistic, except those who have lived in Oregon 15 years or less (50% right direction) and residents of urban areas (47%).

Mood is usually a reflection of a variety of factors, such as the economy, geopolitical factors and confidence in institutions. Oregonians have been downbeat since 2000, when the nation's economy began to decline. The threat of terrorism, the war in Iraq, continuing economic problems and ongoing scandals in corporate management, the Church and professional sports continue to affect mood.

Mood can have an impact on opinions about public policy issues. CFM has found that support for social programs and environmental issues typically increases when residents are in an upbeat mood and decline when residents are pessimistic.

Mood of Oregonians

Generally speaking, would you say that things in Oregon are headed in the right direction or would you say things are off on the wrong track?

	Right Direction	Wrong Track	Not Sure
All	38%	47%	14%
Length of Residence			
15 years or less	50%	31%	18%
16 years +	33%	54%	13%
Type of Area			
Urban	47%	35%	19%
Suburban	38%	48%	13%
Rural to Suburban	37%	56%	7%
Rural	33%	53%	14%

Oregon Values

To assess the values of Oregonians regarding land use issues, residents were read seven actions and asked to rate the personal importance of each.

Protecting the rights of property owners (67% very important) and protecting farmland for farming (64%) are rated the most important actions relating to land use, closely followed by protecting the environment (61%) and protecting wildlife habitat (58%).

Roughly half also say using natural resources as a foundation for jobs and the economy (53%) and statewide land use planning (48%) are also very important. Minimizing residential and commercial growth outside urban areas (39%) is not as important as other actions.

The importance of various actions varied by demographic group:

Protecting the rights of property owners (67%)

Protecting property rights is most important to rural residents (85%), those in the Southwest (83%), Independents (81%), Republicans (78%), residents those earning < \$30K (74%) and those in the East (74%).

Protecting farmland for farming (64%)

Protecting farmland is most important to women age 18 to 44 (72%).

Protecting the environment (61%)

Protecting the environment is most important to Democrats (84%), Multnomah County residents (73%) and women age 18 to 44 (72%). The importance of protecting the environment declines with income.

Protecting wildlife habitat (58%)

Protecting wildlife habitat is most important to Democrats (73%), areas in transition from rural to suburban (72%), residents of Multnomah County (68%) and women 18 to 44 (67%). The importance of protecting wildlife habitat declines with age.

Using natural resources as a foundation for jobs and the economy (53%)

Independents (74%), residents in the East (64%), rural areas (65%), Southwest counties (64%), those age 65+ (63%) and those with incomes of less than \$30K (60%) consider a natural resource based economy most important.

Statewide land use planning (48%)

Statewide land use planning is most important to Democrats (61%) and Multnomah County (59%) and urban (58%) residents.

Minimizing residential and commercial growth outside urban areas (39%)

Independents (49%), Democrats (48%) and women age 18 to 44 (48%) most value limiting growth outside urban areas.

Oregon Values

As an Oregon resident, tell me if each is very important, somewhat important, not too important or not at all important to you personally.

	Very Important	Somewhat Important	Not Too Important	Not at all Important	Not Sure
Protecting the rights of property owners	67%	27%	4%	1%	1%
Protecting farmland for farming	64%	28%	5%	2%	1%
Protecting the environment	61%	33%	3%	2%	1%
Protecting wildlife habitat	58%	33%	6%	1%	1%
Using natural resources as a foundation for jobs and the economy	53%	36%	7%	2%	2%
Statewide land use planning	48%	36%	8%	5%	3%
Minimizing residential and commercial growth outside urban areas	39%	38%	15%	6%	3%

Support for Measure 37

Residents were read the ballot title used for Measure 37 but not told the issue was considered in the November 2004 general election. After hearing the title, Oregonians support the measure 54% to 39% with 7% undecided. Support for the measure is strongest among Deschutes County residents (71%), Republicans (66%), residents in areas transitioning from rural to suburban (65%), Independents (63%), residents in the East (62%) and Southwest (61%) counties. The only groups to oppose the measure are Democrats (51%) and residents in urban areas (50%). Multnomah County residents are evenly divided.

These results are similar to those found in surveys conducted during the 2004 campaign and — when undecideds are added to supporters — almost identical to the actual election results. Normally, CFM finds that those who say they are undecided about a ballot measure in pre-election surveys actually end up voting no in the election. Since ballot measures typically advocate change, undecided voters take the least risky path and vote to maintain the status quo by voting no. The wording of Measure 37 is different. It doesn't appear to advocate change but suggests the action will maintain the rights of landowners, a fundamental value among Oregonians. It appears that those undecided about the measure ended up voting yes at the election.

Support for Measure 37

Let's say a statewide general election were being held today. I am going to read you a measure that is on the ballot. Afterward, please tell me whether you would vote yes or no on this ballot measure.

The measure states: Government must pay owners, or forgo enforcement, when certain land use restrictions reduce property value. A "Yes" vote requires that governments pay owners, or forgo enforcement by repealing, changing or not applying restrictions, when certain land use restrictions reduce owner's property value. A "No" vote rejects requiring that governments pay owners or forgo enforcement by repealing, changing, or not applying restrictions when certain land-use restrictions reduce property value.

	Total Yes	Total No	Undecided
All	54%	39%	7%
Gender/Age			
Men 18 to 44	51%	43%	6%
Men 45+	59%	40%	1%
Women 18 to 44	55%	36%	9%
Women 45+	52%	38%	10%
Party			
Republicans	66%	31%	4%
Democrats	41%	51%	8%
Independents	63%	30%	7%
Area			
PDX Metro	52%	40%	8%
The Valley	52%	45%	3%
The Coast	57%	39%	4%
Southwest (OS)	61%	28%	11%
East (OS)	62%	29%	9%
Multnomah	44%	46%	10%
Deschutes (OS)	71%	23%	6%
Type of Area			
Urban	41%	50%	9%
Suburban	56%	38%	5%
Rural to Suburban	65%	31%	4%
Rural	60%	32%	8%

(OS)= results include oversample

Reasons Residents Favor Measure 37

Supporters favor the Measure 37 wording for two primary reasons: property owners should be compensated for land taken away (36%) and it protects an individual's property rights (32%). Other reasons Oregonians support the measure include the government shouldn't be able to take land away (15%), it seems right (10%), it causes the land to lose value (8%) and government has too many restrictions already (6%). These top-of-mind comments suggest fairness is a fundamental reason residents favor the measure.

Although the language in Measure 37 describes restrictions on land use that might devalue property, a large share of residents refer to land being taken away from owners.

Reasons Residents Favor Measure 37

Why do you favor this measure? (IF YES OR LEAN YES)

Property owners should be compensated for land taken away	36%
It protects an individual's property rights	32%
The government shouldn't be able to take land away	15%
It seems right	10%
It causes the land to lose value	8%
The government has too many restrictions already	6%
The land can still be used for farming	<1%
No reason	<1%
Other	6%
Don't know/refused	2%

Opinions About Land Use

Oregon residents were read pairs of words or phrases to determine which values dominate opinions of land use policies.

Oregonians value private rights over public good 56% to 38%. Republicans, Independents, Deschutes County residents and supporters of Measure 37 are among those most likely to value private rights. Democrats, Multnomah County residents and opponents of Measure 37 are the only groups to value the public good over private rights.

Opinions About Land Use

Tell me which set of words you personally value the most when it comes to land use in Oregon.

Private rights or public good

Private rights	53%
Lean private rights	3%
Total private rights	56%
Total public good	38%
Lean public good	2%
Public good	37%
Neither	1%
Not sure	5%

	Private Rights	Public Good
All	56%	38%
Party		
Republicans	72%	22%
Democrats	38%	56%
Independents	65%	21%
Area		
PDX Metro	53%	42%
The Valley	55%	38%
The Coast	52%	48%
East <small>(os)</small>	69%	27%
Southwest <small>(os)</small>	61%	31%
Multnomah	43%	53%
Deschutes <small>(os)</small>	69%	27%
Measure 37		
Yes	71%	23%
No	36%	60%
Undecided	48%	33%

Along a similar vein, Oregonians value protecting individual rights (60%) over responsibility to the community (37%). Men age 45 and older, Republicans, Independents, residents of the East, Southwest and rural areas, those in Deschutes County and supporters of Measure 37 place the highest value on individual rights. A majority of Democrats, Multnomah County residents, those in urban areas and opponents of Measure 37 more highly value responsibility to the community.

Responsibility to the community or Protecting individual rights

Responsibility to the community	35%
Lean responsibility to the community	2%
Total responsibility to the community	37%
Total protecting individual rights	60%
Lean protecting individual rights	3%
Protecting individual rights	58%
Neither	1%
Not sure	2%

	Protect Individual Rights	Responsibility to Community
All	60%	37%
Gender/Age		
Men 18 to 44	58%	39%
Men 45+	68%	30%
Women 18 to 44	49%	49%
Women 45+	61%	36%
Party		
Republicans	74%	24%
Democrats	44%	53%
Independents	67%	28%
Area		
PDX Metro	57%	41%
The Valley	58%	39%
The Coast	48%	48%
East (os)	68%	27%
Southwest (os)	65%	29%
Multnomah	46%	52%
Deschutes (os)	73%	25%
Type of Area		
Urban	45%	52%
Suburban	65%	33%
Rural to Suburban	57%	41%
Rural	69%	30%
Measure 37		
Yes	75%	23%
No	39%	58%
Undecided	61%	30%

(os)= results include oversample

While Oregonians value property and individual rights, they also value protecting land and land use planning.

By nearly a three-to-one margin, Oregonians value protecting land for future needs (70%) over using land now as needed for homes and business (25%). Protecting land for the future is most important to Democrats, Multnomah County residents and opponents of Measure 37, but a majority of all demographic groups personally value land protection, including Measure 37 supporters (59% to 35%).

**Protect land for the future needs or
Use land now as needed for homes and business**

Protect land for future needs	67%
Lean protect land for future needs	3%
Total protect land for future needs	70%
Total use land now for homes and business	25%
Lean use land now for homes and business	1%
Use land now for homes and business	23%
Neither	2%
Not sure	3%

	Protect Land for Future Needs	Use Land Now for Homes and Business
All	70%	25%
Gender/Age		
Men 18 to 44	71%	23%
Men 45+	61%	36%
Women 18 to 44	79%	16%
Women 45+	74%	22%
Party		
Republicans	56%	37%
Democrats	83%	13%
Independents	70%	23%
Area		
PDX Metro	75%	20%
The Valley	70%	24%
The Coast	78%	22%
East (os)	63%	31%
Southwest (os)	61%	31%
Multnomah	83%	13%
Deschutes (os)	60%	33%
Type of Area		
Urban	79%	19%
Suburban	66%	28%
Rural to Suburban	69%	30%
Rural	68%	25%
Measure 37		
Yes	59%	35%
No	85%	12%
Undecided	76%	18%

(os)= results include oversample



Oregonians value public planning decisions (69%) over market-based decisions (23%) by a three-to-one margin. A majority of all demographic groups, including Measure 37 supporters (60%), place more value on public planning for land use, with the strongest planning advocates found among Democrats, residents along the coast, Multnomah County and urban area residents, women age 18 to 44 and opponents of Measure 37.

**Market-based decisions about land use or
Public planning decisions about land use.**

Market-based decisions	22%
Lean market-based decisions	2%
Total market-based decisions	23%
Total public planning decisions	69%
Lean public planning decisions	4%
Public planning decisions	65%
Neither	1%
Not sure	6%

	Public Planning Decisions	Market-Based Decisions
All	69%	23%
Gender/Age		
Men 18 to 44	70%	25%
Men 45+	64%	30%
Women 18 to 44	79%	20%
Women 45+	68%	19%
Party		
Republicans	59%	33%
Democrats	80%	13%
Independents	60%	21%
Area		
PDX Metro	70%	22%
The Valley	70%	24%
The Coast	87%	13%
East (os)	66%	24%
Southwest (os)	59%	26%
Multnomah	79%	15%
Deschutes (os)	63%	29%
Type of Area		
Urban	77%	18%
Suburban	66%	26%
Rural to Suburban	65%	33%
Rural	69%	23%
Measure 37		
Yes	60%	31%
No	81%	16%
Undecided	76%	6%

(os)= results include oversample

Impact of Land Use Laws on Oregon's Livability

By an overwhelming margin of 69% to 25%, Oregonians believe growth management has made the state a more desirable place to live. All demographic groups say growth management has made Oregon more livable. Those most impressed with the benefits derived from growth management include women (76%); Democrats (79%); residents of Multnomah County (78%), coastal counties (78%) and urban (80%) areas and opponents of Measure 37 (81%).

Impact of Growth Management on Oregon As a Place to Live

Currently, Oregon land use laws direct growth and development to specific areas. In your opinion, does growth management make Oregon a more desirable or less desirable place to live?

Much less desirable	11%
Somewhat less desirable	14%
Total less desirable	25%
Total more desirable	69%
Somewhat more desirable	37%
Much more desirable	32%
Not sure	6%

Perceptions of Land Use Regulations

There is no consensus whether Oregon land use regulations are too strict (32%), about right (32%) or not strict enough (21%). Men age 45 and older, Republicans, Independents, residents of Eastern Oregon, those in rural or transitioning areas and supporters of Measure 37 are somewhat more likely to say land use laws are too strict. No group clearly thinks land use laws are not strict enough. Multnomah County and Measure 37 opponents are more likely satisfied with current land use laws. These results suggest there are pockets of concern about Oregon's land use laws.

Perceptions of Land Use Regulations

Do you think Oregon land use regulations are too strict, about right or not strict enough?

	Too Strict	About Right	Not Strict Enough
All	32%	32%	21%
Gender/Age			
Men 18 to 44	30%	32%	20%
Men 45+	43%	31%	20%
Women 18 to 44	18%	37%	26%
Women 45+	32%	31%	20%
Party			
Republicans	44%	28%	16%
Democrats	23%	38%	26%
Independents	40%	33%	14%
Area			
PDX Metro	28%	36%	23%
The Valley	32%	34%	23%
The Coast	30%	26%	22%
East <small>(os)</small>	45%	28%	14%
Southwest <small>(os)</small>	37%	22%	19%
Multnomah	23%	40%	24%
Deschutes <small>(os)</small>	33%	35%	19%
Type of Area			
Urban	20%	36%	29%
Suburban	33%	37%	17%
Rural to Suburban	41%	30%	19%
Rural	41%	21%	21%
Measure 37			
Yes	42%	28%	15%
No	20%	41%	30%
Undecided	18%	18%	15%

(OS)= results include oversample

Agency Treatment of Property Owners

A total of 29% agree while 35% disagree local Oregon agencies have treated property owners fairly when it comes to land use policies. Another 37% aren't sure. Men age 45 and older, Republicans, residents in Eastern Oregon and rural areas, and supporters of Measure 37 are more likely to say government agencies have treated landowners unfairly, while only Measure 37 opponents and coastal area residents are more likely to say owners have been treated fairly. These results suggest that at least one in four Oregon residents believe government agencies have given short shrift to landowners in terms of administering land use policies.

Agency Treatment of Property Owners

Would you agree or disagree that state and local agencies in Oregon have treated property owners fairly when it comes to land use policies? If you aren't sure, just say so.

	Agree	Disagree	Not Sure
All	29%	35%	37%
Gender/Age			
Men 18 to 44	30%	35%	36%
Men 45+	31%	43%	26%
Women 18 to 44	29%	22%	49%
Women 45+	25%	34%	41%
Party			
Republicans	29%	43%	28%
Democrats	36%	25%	39%
Independents	14%	44%	42%
Area			
PDX Metro	28%	34%	38%
The Valley	27%	30%	43%
The Coast	43%	39%	17%
East <small>(os)</small>	21%	45%	35%
Southwest <small>(os)</small>	30%	34%	36%
Multnomah	29%	30%	41%
Deschutes <small>(os)</small>	27%	40%	33%
Type of Area			
Urban	35%	26%	39%
Suburban	29%	31%	40%
Rural to Suburban	28%	39%	33%
Rural	23%	45%	32%
Measure 37			
Yes	23%	44%	34%
No	40%	23%	37%
Undecided	9%	30%	61%

(os)= results include oversample

Trends in Livability

More than a third of Oregonians say their community has improved (37%) as a place to live over the past few years, while three in ten say it has gotten worse (30%) or stayed the same (29%). Opinions about the trends in livability are similar all areas except in Deschutes County, where residents are most likely to say things have improved (52%).

Trends in Livability

Over the past five to ten years, would you say your community or the area where you live has improved, stayed the same or gotten worse as a place to live?

Improved	37%
Stayed the same	29%
Gotten worse	30%
Not sure	5%

Oregonians say the primary reasons things have improved are new businesses/growth in the community (32%), better housing developments/good land use laws (20%), better economy/jobs (15%), better schools (11%) and property values are increasing/people take care of their property (10%).

Conversely, growth-related issues — including too much growth/overpopulation (42%) and traffic (22%) — also dominate as the primary reasons people say things have gotten worse. Other top issues that have caused livability to decline are crime (24%), government regulations (13%), economy/jobs (10%) and high cost of living (10%).

Why Have Things Improved?

What has happened to cause you to say your community has improved as a place to live?

New/renovated businesses/growth in the community	32%
Better housing developments/good land use laws	20%
Better economy/jobs	15%
Better schools	11%
Property values are increasing/people take care of their property	10%
Nice roads	9%
It's clean/nice environment	9%
People work together	8%
Good community government/planning	5%
Lower crime/better police protection	5%
Nice people	5%
Good parks/open spaces	4%
Increased diversity	3%
Nothing/no reason	3%
Other	8%
Don't know/refused	3%

Why Have Things Gotten Worse?

What has happened to cause you to say your community has gotten worse as a place to live?

Too much growth/overpopulation	42%
Crime	24%
Traffic	22%
Government/regulations	13%
Economy/jobs	10%
High cost of living	10%
Destruction of natural resources	7%
School system problems	7%
High taxes	6%
Too many businesses	4%
Illegal immigration	3%
No recreation/entertainment	1%
Measure 37	1%
Nothing/no reason	1%
Other	7%

Property Rights V. Reasonable Planning

After hearing two statements about property rights and planning, Oregonians say the right of landowners to reasonably use their property (52%) is closer to their own opinion than reasonable land use planning serves the public good (44%). Opinions differ based on demographic characteristics. Republicans, residents of Eastern Oregon, Deschutes County and rural areas and supporters of Measure 37 are more likely to agree with the right of landowners. On the other hand, Democrats, opponents of Measure 37 and Multnomah County and urban area residents are most likely to agree reasonable land use planning best represents their opinion.

Property Rights V. Reasonable Planning

Which statement is closest to your own opinion?

	Landowners have the right to reasonably use their property the way they want, such as for farming, homes for their family or building neighborhoods for other people.	Reasonable land use planning serves the public good. Directing how property can be used helps communities plan roads, public services, protect farmland and protect open space.
All	52%	44%
Party		
Republicans	63%	32%
Democrats	38%	60%
Independents	53%	35%
Area		
PDX Metro	47%	48%
The Valley	51%	45%
The Coast	52%	48%
East <small>(os)</small>	61%	35%
Southwest <small>(os)</small>	58%	33%
Multnomah	43%	52%
Deschutes <small>(os)</small>	63%	29%
Type of Area		
Urban	40%	54%
Suburban	52%	43%
Rural to Suburban	50%	46%
Rural	60%	38%
Measure 37		
Yes	63%	34%
No	37%	59%
Undecided	55%	36%

(OS)= results include oversample

Ways to Address the Impact of Measure 37

Among four ways to address policy issues related to Measure 37, Oregonians are most likely to agree periodically reviewing and updating Oregon's land-use system to accommodate population growth and changing economic conditions (79% agree) and changing regulations to allow property owners to build residential dwellings on farmland for personal or family use (73%) are appropriate policies. A majority also agrees compensating landowners for reduced property values but not waiving regulations (55%) is an appropriate policy. Residents are evenly divided about exempting some property owners from land use laws if funds to compensate them are not available (44% agree to 43% disagree).

At least two in three of all demographic subgroups agree land use laws should be periodically reviewed and some flexibility be offered landowners who want to build on their property for personal use.

All subgroups are more likely to agree landowners should be compensated for reduced property values but regulations should not be waived.

In general, specific subgroups are evenly divided about relaxing land use laws in lieu of compensation. The exceptions are Measure 37 supporters, Republicans and Southwest area residents who agree with waiving regulations, and Democrats and Coastal area residents who disagree with exceptions.

Ways to Address the Impact of Measure 37

The following are some ways Oregon can address issues related to Measure 37. Please tell me if you agree or disagree with each.

	<u>Agree</u>	<u>Disagree</u>	<u>Not Sure</u>
Periodically review and update Oregon's land-use system to accommodate population growth and changing economic conditions.	79%	13%	8%
Changing regulations to allow property owners to build residential dwellings on farmland for personal or family use.	73%	20%	7%
Compensate landowners for reduced property values but don't waive regulations.	55%	31%	14%
Exempt some property owners from land use laws if funds to compensate them are not available.	44%	43%	13%

Concerns about the Impact of Measure 37

Oregonians have few concerns about exempting certain landowners from regulations if those regulations are imposed after the owner buys the property. Among those with concerns, comments fall into two camps. Some comments address property rights, including the owner has rights and should be grandfathered (16%), government interventions (7%) and people need to be compensated fairly (7%). Other concerns focus on planning, including infrastructure/zoning issues (9%), people should abide by the laws/regulations (6%), harm to the environment (6%), too much growth (5%) and farmland should be preserved (2%). Additional comments include not agreeing with Measure 37 (4%), I don't know enough about it (3%), it devalues property (3%), and it's expensive/not enough money (1%). A large share have no concerns (22%) or aren't sure (15%).

Concerns about Exempting Regulations

What concerns, if any, would you have if certain landowners were allowed to not comply with existing or proposed land use regulations because the regulations were imposed after the owner purchased the property?

Concerns about property rights	
The owner has rights/should be grandfather clause	16%
Concerned about government interventions (general)	7%
People need to be compensated fairly	7%
Concerns about planning	
Infrastructure/zoning issues	9%
People should abide by the laws/regulations	6%
Harm to the environment	6%
Too much growth	5%
Farm land should be preserved	2%
Other	
I don't agree with Measure 37	4%
I don't know enough about it	3%
It devalues property	3%
It's expensive/not enough money	1%
Other	3%
None/no concerns	22%
Don't know/refused	15%

Land Use Survey
(N=500 + Oversample in East and SW Oregon)

Hello, This is _____ of CFM Research, a public opinion research company. Have I reached (# from list)? IF NO: Terminate.

We are conducting a survey among Oregonians about current issues. May I please speak with a member of the household who is age 18 years or older? IF NOT AVAILABLE: THANK AND TERMINATE.

IF YES: Do you have a few minutes to answer some questions about current issues?

1. Generally speaking, would you say that things in Oregon are headed in the right direction or would you say things are off on the wrong track?

- | | | |
|----|-----------------------|-----|
| 1. | Right direction | 38% |
| 2. | Wrong Track | 47% |
| 3. | (DON'T READ) Not sure | 14% |

The following is a list of things that some people have said makes Oregon a good place to live. As an Oregon resident, tell me if each is very important, somewhat important, not too important or not at all important to you personally. (READ AND ROTATE Q 2 – Q 8)

	Very Impt	Somewhat Impt	Not too Impt	Not at all Impt	Not Sure
2. Protecting the environment.....	61%	33%	3%	2%	1%
3. Using natural resources as a foundation for jobs and the economy ...	53%	36%	7%	2%	2%
4. Protecting farmland for farming	64%	28%	5%	2%	1%
5. Minimizing residential and commercial growth outside urban areas	39%	38%	15%	6%	3%
6. Protecting the rights of property owners	67%	27%	4%	1%	1%
7. Protecting wildlife habitat.....	58%	33%	6%	1%	1%
8. Statewide land use planning.....	48%	36%	8%	5%	3%



9. Let's say a statewide general election were being held today. I am going to read you a measure that is on the ballot. Afterward, please tell me whether you would vote yes or no on this ballot measure.

The measure states: Government must pay owners, or forgo enforcement, when certain land use restrictions reduce property value. A "Yes" vote requires that governments pay owners, or forgo enforcement by repealing, changing or not applying restrictions, when certain land use restrictions reduce owner's property value. A "No" vote rejects requiring that governments pay owners or forgo enforcement by repealing, changing, or not applying restrictions when certain land-use restrictions reduce property value.

If the election were being held today, would you vote yes or no on this ballot measure?

IF UNDECIDED: If you had to decide, which way do you lean, yes or no?

1.	Yes	GO TO Q 10	52%
2.	Lean yes	GO TO Q 10	2%
	TOTAL YES		54%
3.	Undecided	GO TO Q 11	7%
	TOTAL NO		39%
4.	Lean no	GO TO Q 11	3%
5.	No	GO TO Q 11	36%

10. (IF YES OR LEAN YES IN Q 9: Why do you favor this measure? (PROBE FOR SPECIFICS. ACCEPT MORE THAN ONE RESPONSE.)

Property owners should be properly compensated for land taken away	36%
It protects individuals' property rights	32%
The government shouldn't be able to take land away	15%
It seem right/I support it (in general)	10%
It causes the land to lose value	8%
The government has too much control/too many restrictions already	6%
The land can still be used for farming	<1%
No reason	<1%
Other	6%
Don't know/refused	2%

I am going to read you two sets of words sometimes associated with land use in Oregon. For each, tell me which set of words you personally value the most when it comes to land use in Oregon. IF NOT SURE: Which way do you lean, toward (reread set of words)

(ROTATE Q 11 to Q 14 AND THE SET OF WORDS WITHIN EACH QUESTION.)

11. Private rights or public good
- | | | |
|----|----------------------|-----|
| 1. | Private rights | 53% |
| 2. | Lean private rights | 3% |
| | TOTAL PRIVATE RIGHTS | 56% |
| | TOTAL PUBLIC GOOD | 38% |
| 3. | Lean public good | 2% |
| 4. | Public good | 37% |
| 5. | (DON'T READ) Neither | 1% |
| 6. | (DON' READ) Not sure | 5% |
12. Protect land for the future needs or use land now as needed for homes and business
- | | | |
|----|---|-----|
| 1. | Protect land for future needs | 67% |
| 2. | Lean protect land for future needs | 3% |
| | TOTAL PROTECT LAND FOR FUTURE NEEDS | 70% |
| | TOTAL USE LAND NOW FOR HOMES AND BUSINESS | 25% |
| 3. | Lean use land now for homes and business | 1% |
| 4. | Use land now for homes and business | 23% |
| 5. | (DON'T READ) Neither | 2% |
| 6. | (DON' READ) Not sure | 3% |
13. Market-based decisions about land use or public planning decisions about land use.
- | | | |
|----|---------------------------------|-----|
| 1. | Market-based decisions | 22% |
| 2. | Lean market-based decisions | 2% |
| | TOTAL MARKET-BASED DECISIONS | 23% |
| | TOTAL PUBLIC PLANNING DECISIONS | 69% |
| 3. | Lean public planning decisions | 4% |
| 4. | Public planning decisions | 65% |
| 5. | (DON'T READ) Neither | 1% |
| 6. | (DON' READ) Not sure | 6% |
14. Responsibility to the community or protecting individual rights
- | | | |
|----|--------------------------------------|-----|
| 1. | Responsibility to the community | 35% |
| 2. | Lean responsibility to the community | 2% |
| | TOTAL RESPOSIBILITY TO THE COMMUNITY | 37% |
| | TOTAL PROTECTING INDIVIDUAL RIGHTS | 60% |
| 3. | Lean protecting individual rights | 3% |
| 4. | Protecting individual rights | 58% |
| 5. | (DON'T READ) Neither | 1% |
| 6. | (DON' READ) Not sure | 2% |

15. Do you think Oregon land use regulations are too strict, about right or not strict enough?
- | | | | |
|----|-----------------------|--|-----|
| 1. | Too strict | | 32% |
| 2. | About right | | 32% |
| 3. | Not strict enough | | 21% |
| 4. | (DON'T READ) Not sure | | 15% |
16. Would you agree or disagree that state and local agencies in Oregon have treated property owners fairly when it comes to land use policies? If you aren't sure, just say so. WAIT AND ASK: Is that strongly agree/disagree or just somewhat agree/disagree?
- | | | | |
|----|-------------------|--|-----|
| 1. | Strongly agree | | 10% |
| 2. | Somewhat agree | | 19% |
| | TOTAL AGREE | | 29% |
| | TOTAL DISAGREE | | 35% |
| 3. | Somewhat disagree | | 15% |
| 4. | Strongly disagree | | 20% |
| 5. | Not sure | | 37% |
17. Currently, Oregon land use laws direct growth and development to specific areas. In your opinion, does growth management make Oregon a more desirable or less desirable place to live? Wait and ask: Is that much more/less desirable or just somewhat more/less desirable place. (READ 1-4, 4-1)
- | | | | |
|----|-------------------------|--|-----|
| 1. | Much less desirable | | 11% |
| 2. | Somewhat less desirable | | 14% |
| | TOTAL LESS DESIRABLE | | 25% |
| | TOTAL MORE DESIRABLE | | 69% |
| 3. | Somewhat more desirable | | 37% |
| 4. | Much more desirable | | 32% |
| 5. | (DON'T READ) Not sure | | 6% |
18. Over the past five to ten years, would you say your community or the area where you live has improved, stayed the same or gotten worse as a place to live?
- | | | | |
|----|-----------------------|----------------------|-----|
| 1. | Improved | GO TO Q 19 THEN Q 21 | 37% |
| 2. | Stayed the same | GO TO Q 21 | 29% |
| 3. | Gotten worse | GO TO Q 20 | 30% |
| 4. | (DON'T READ) Not sure | GO TO Q 21 | 5% |

19. IF IMPROVED: What has happened to cause you to say your community has improved as a place to live?

New/renovated businesses/stores/good growth in the community	32%
Better housing developments/good land use laws	20%
Better economy/jobs	15%
Better schools	11%
Property values are increasing/people take care of their property	10%
Nice roads	9%
It's clean/nice environment	9%
People work together	8%
Good community government/government planning	5%
Lower crime/better police protection	5%
Nice people	5%
Good parks/open spaces	4%
Increased diversity	3%
Nothing/no reason	3%
Other	8%
Don't know/refused	3%

20. IF GOTTEN WORSE: What has happened to cause you to say your community has gotten worse as a place to live?

Too much growth/development/overpopulation	42%
Crime/drugs/bad police protection	24%
Traffic	22%
Bad government/regulations	13%
Poor economy/lack of jobs	10%
High cost of living	10%
Destruction of natural resources	7%
School system problems	7%
High taxes	6%
Too many businesses	4%
Illegal immigration	3%
No recreation/entertainment	1%
Measure 37	1%
Nothing/no reason	1%
Other	7%

21. Here are two statements. (READ AND ROTATE A/B)
- A. Some/other people say landowners have the right to reasonably use their property the way they want, such as for farming, homes for their family or building neighborhoods for other people.
 - B. Other/some people say reasonable land use planning serves the public good. Directing how property can be used helps communities plan roads, public services, protect farmland and protect open space.

Which statement is closest to your own opinion?

IF NOT SURE: Which way do you lean (ROTATE), toward the right of landowners to reasonably use their property or toward reasonable land use planning serving the public good?

1.	Right of landowners to reasonably use their property	50%
2.	Lean right of landowners to reasonably use their property	2%
	TOTAL RIGHT OF LANDOWNERS	52%
	TOTAL REASONALBE LAND USE PLANNING	44%
3.	Lean reasonable land use planning serves the public good	4%
4.	Reasonable land use planning serves the public good.	40%
5.	None	1%
6.	Not sure	3%

In the November 2004 general election, Oregon voters approved Measure 37, which enables landowners who can demonstrate their property values have been reduced because of a state or local land-use regulation imposed after the owner purchased the property to file a claim for compensation from the responsible governmental agency. The agency may pay the compensation or waive the regulation for that landowner.

22. What concerns, if any, would you have if certain landowners were allowed to not comply with existing or proposed land use regulations because the regulations were imposed after the owner purchased the property? (PROBE FOR SPECIFICS. ACCEPT MORE THAN ONE RESPONSE)

The owner has rights/should be grandfather clause	16%
Infrastructure/zoning issues	9%
Concerned about government intervention (general)	7%
People need to be compensated fairly	7%
People should abide by the laws/regulations	6%
Pollution/harm to the environment	6%
Too much growth	5%
I don't agree with Measure 37	4%
I don't know enough about it	3%
It devalues property	3%
Farm land should be preserved	2%
It's expensive/not enough money	1%
None/no concerns	22%
Other	3%
Don't know/refused	15%

The following are some ways Oregon can address issues related to Measure 37. Please tell me if you agree or disagree with each. If you aren't sure, just say so. WAIT AND ASK: Is that strongly or somewhat agree/disagree? (READ AND ROTATE Q 23 – Q 26)

	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Total Agree</u>	<u>Total Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Not Sure</u>
23. Changing regulations to allow property owners to build residential dwellings on farmland for personal or family use.	42%	32%	73%	20%	8%	12%	7%
24. Compensate landowners for reduced property values but don't waive regulations.....	19%	36%	55%	31%	16%	15%	14
25. Periodically review and update Oregon's land-use system to accommodate population growth and changing economic conditions.	38%	41%	79%	13%	7%	6%	8%
26. Exempt some property owners from land use laws if funds to compensate them are not available.	19%	25%	44%	43%	20%	23%	13%

I have just a few more questions for statistical purposes only.

27. What is your age?		
1. 18-24		6%
2. 25-34		15%
3. 35-44		19%
4. 45-54		21%
5. 55-64		19%
6. 65-74		11%
7. 75 or older		8%
8. (DON'T READ) Refused		1%
28. How long have you lived in Oregon?		
1. 5 years or less		13%
2. 6 to 10 years		8%
3. 11 to 15 years		8%
4. 16 to 20 years		8%
5. More than 20 years		64%

29. Would you describe the area or setting of your residence as urban, suburban, rural changing to suburban, or rural?
- | | | | |
|----|----------------------------|--|-----|
| 1. | Urban | | 25% |
| 2. | Suburban | | 34% |
| 3. | Rural changing to suburban | | 11% |
| 4. | Rural | | 27% |
| | DON'T READ | | |
| 5. | None | | 1% |
| 6. | Not sure/refused | | 3% |
30. Are you registered to vote?
- | | | | |
|----|-------------------------------|------------|-----|
| 1. | Yes | GO TO Q 31 | 91% |
| 2. | No | GO TO Q 32 | 8% |
| 3. | (DON'T READ) Not sure/refused | GO TO Q 32 | 1% |
31. Which of the following best describes how you usually vote? (READ 1-4, 4-1)
- | | | | |
|----|---------------------------------------|--|-----|
| 1. | Mostly or only Republican | | 31% |
| 2. | A few more Republicans than Democrats | | 12% |
| | TOTAL REPUBLICAN | | 44% |
| | TOTAL DEMOCRAT | | 41% |
| 3. | A few more Democrats than Republicans | | 13% |
| 4. | Mostly or only Democrats | | 28% |
| 5. | (DON'T READ) The person/Independent | | 9% |
| 6. | (DON'T READ) Don't know | | 6% |
32. I'm going to read several income brackets to you. Please stop me when I get to the bracket that includes your best estimate of your total household income.
- | | | |
|----|---------------------------------|-----|
| 1. | Less than \$15,000 | 8% |
| 2. | \$15,000 to \$19,999 | 6% |
| 3. | \$20,000 to \$29,999 | 10% |
| 4. | \$30,000 to \$39,999 | 10% |
| 5. | \$40,000 to \$49,999 | 13% |
| 6. | \$50,000 to \$74,999 | 22% |
| 7. | \$75,000 to \$99,999 | 12% |
| 8. | \$100,000 or more | 8% |
| 9. | (DON'T READ) Don't know/refused | 12% |
33. Gender (By observation)
- | | | |
|----|--------|-----|
| 1. | Male | 52% |
| 2. | Female | 48% |
34. What is your home Zip Code? (five digit only)
35. County (FROM LIST)